

AMERICAN RADIO

Summer 1995 Supplement



James H. Duncan, Jr.

AMERICAN RADIO

SUMMER 1995 SUPPLEMENT

(Arbitron Rating Period: 22 June 1995 - 13 September 1995)

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INTRODUCTION

I am pleased to present the tenth edition of American Radio - Summer 1995 Supplement. This book is designed to supplement the primary editions of American Radio by providing updated summaries of the 97 markets which Arbitron surveys on a quarterly basis.

The Summer Supplement is issued every November.

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

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

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AKRON

Arbitron Rank/Pop (12+): 67/565,100
 MSA Rank/Pop: 76/679,000
 Cleveland DMA
 Average Person Ratings: 16.6
 Market TSL: 22.00 hours

Stations: 30/7
 Diaries: 1607/352:1/53.3%
 Sample Target: 1545
 % Below Line: 53.0%
 % Not Listed: 15.5%

1994 Revenue: \$14,000,000
 HH Inc.: \$34,333
 Retail \$: 5.9 Bil
 Pop per Station: 80,729
 #1 Biller: WKDD-F \$3,300,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WQMX-F (C)	71/ 7.6	6.7	7.6	7.5	8.3	7.4		819/14.5	15.2	14.5	D	WQMX-F
2. WONE-F (AOR)	60/ 6.4	8.2	6.7	7.0	5.3	7.1		940/16.6	17.9	14.7	E	WONE-F
3. WAKR (FS)	52/ 5.5	5.9	4.3	5.0	4.1	5.2		677/12.0	13.0	11.9	C	WAKR
4. WKDD-F (CHR/AC)	51/ 5.4	5.5	5.0	4.7	5.4	5.2		940/16.6	14.8	17.3	E	WKDD-F
5. WGAR-F (C)	48/ 5.1	4.8	5.2	5.6	5.2	5.2		689/12.2	13.2	14.2		WGAR-F
6. WNIR-F (T)	46/ 4.9	7.4	6.0	6.5	5.9	6.2		576/10.2	12.3	12.5	D	WNIR-F
7. WMJI-F (O)	44/ 4.7	5.2	5.8	5.7	5.9	5.4		866/15.3	14.4	16.2		WMJI-F
8. WZAK-F (B)	40/ 4.3	3.4	4.2	3.3	4.0	3.8		524/ 9.3	8.9	9.3		WZAK-F
9. WDOK-F (SAC)	39/ 4.1	4.3	5.7	5.7	6.8	5.0		743/13.1	14.3	15.1		WDOK-F
WMMS-F (AOR)	39/ 4.1	3.4	4.4	4.0	3.2	4.0		764/13.5	13.2	11.1		WMMS-F
11. WNCX-F (CL AOR)	38/ 4.0	4.8	4.1	4.2	4.8	4.3		793/14.0	14.7	13.3		WNCX-F
12. WKNR (SPRTS)	30/ 3.2	2.4	1.8	2.9	2.8	2.6		583/10.3	8.3	8.7		WKNR
WRMR (ST)	30/ 3.2	3.0	3.2	2.7	3.2	3.0		317/ 5.6	6.5	6.1		WRMR
14. WWWE (T)	27/ 2.9	2.5	2.6	2.0	3.1	2.5		437/ 7.7	8.5	7.8		WWWE
15. WQAL-F (AC)	24/ 2.6	3.8	3.2	3.1	3.4	3.2		554/ 9.8	12.2	13.8		WQAL-F

12+ FM SHARE (METRO): 80.10% (636 of 794) (SUM 94: 83.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WMMS-F	1 WQMX-F<	1 WONE-F	1 WQMX-F	1 WQMX-F	1 WAKR >	1 WAKR <	1 WQMX-F<	1 WQMX-F	1 WKNR	1 WAKR
2 WENZ-F	2 WONE-F>	2 WQMX-F	WONE-F>	2 WONE-F	2 WNIR-F<	2 WKDD-F<	2 WONE-F<	2 WONE-F	2 WAKR-F	2 WZAK-F
3 WZAK-F	3 WKDD-F	3 WKDD-F	3 WKDD-F	3 WMJI-F	3 WMJI-F	3 WNCX-F	3 WNIR-F	3 WGAR-F	3 WMMS-F	3 WQMX-F
WZJM-F	4 WMMS-F<	4 WNCX-F	WNCX-F	4 WKDD-F	4 WQMX-F	4 WQMX-F	4 WKDD-F	4 WKDD-F	4 WZAK-F	4 WONE-F
5	5 WNCX-F	5 WMJI-F	5 WMJI-F	5 WNCX-F	WDOK-F	5 WONE-F	5 WDOK-F	5 WDOK-F	5 WQMX-F	5 WGAR-F
6	6	6	6	6	WRMR	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 WKDD-F<	1 WKDD-F	1 WQMX-F<	1 WQMX-F	1 WQMX-F<	1 WONE-F	1 WONE-F	1 WONE-F	1 WONE-F>	1 WONE-F
2 WQMX-F<	WQMX-F>	2 WKDD-F	WKDD-F>	2 WKDD-F	2 WMMS-F	2 WQMX-F	WQMX-F	2 WNCX-F	2 WNCX-F
3 WMMS-F	3 WONE-F	3 WONE-F	3 WONE-F	3 WDOK-F	3 WQMX-F	3 WMMS-F	3 WNCX-F	3 WONE-F	3 WQMX-F
WZAK-F<	4 WZAK-F	4 WDOK-F	4 WDOK-F	4 WMJI-F	WNCX-F<	WNCX-F	4 WMMS-F	4 WGAR-F	4 WKNR
5 WQAL-F	5	5 WGAR-F	5 WMJI-F	5 WONE-F	5 WKDD-F<	5	WKNR <	WMMS-F	WMJI-F
WENZ-F	6	WZAK-F	6	6	6 WGAR-F	6	6 WGAR-F	6	6

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WHLO 640 AKRON	0.3/1.5		
WTOU 1350 AKRON	1.4/2.7		
WHBC-F 94.1 CANTON	0.7/3.9		
WHOT-F 101.1 YOUNGSTOWN	0.6/3.9		
WKBN 570 YOUNGSTOWN	0.3/0.7		
WNCD-F 106.1 NILES	0.5/1.0		
WGKT-F 104.5 WOOSTER	0.3/2.4		
WQXK-F 105.1 SALEM	1.9/6.3		
WRQK-F 106.9 CANTON	1.3/6.2		
WTOF-F 98.1 CANTON	0.4/2.2		

SEE CLEVELAND FOR MORE ABOUT THE FOLLOWING:

WCLV-F	1.3/ 2.9
WENZ-F	2.4/10.6
WLTF-F	2.1/ 9.4
WNWV-F	1.6/ 5.0
WZJM-F	1.2/ 6.4

AKRON

RADIO STATIONS

WAKR , 1590, 5 KW (DA-N) , Full Service	WESTWD, CBS, \$40.00 (Christal)	WQMX duop
WHLO , 640, 5 KW/500 W (DA-2), Religion	ABC, \$15.00 (- - -)	Mortenson
WTOU , 1350, 5 KW (DA-1) , Black/AC	ABC, SMN, \$17.00 (Eastman)	Barnstable
WKDD-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	*
* 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		*
*		*

ALBANY-SCHENECTEDY-TROY

Arbitron Rank/Pop (12+): 57/744,800
 MSA Rank/Pop: 64/885,000
 DMA # 54
 Average Person Ratings: 16.4
 Market TSL: 21.75 hours

Stations: 26/26
 Diaries: 1883/396:1/55.4%
 Sample Target: 1785
 % Below Line: 0.0
 % Not Listed: 16.98

1994 Revenue: \$24,500,000
 HH Inc.: \$38,308
 Retail \$: 7.4 Bil
 Pop per Station: 28,646
 #1 Biller: WGNA-AF \$4,800,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WGNA-F (C)	120/ 9.8	12.0	12.7	11.9	10.8	11.6		1424/19.1	22.6	20.4	F	WGNA-F
2. WGY (FS)	113/ 9.2	8.6	9.1	8.1	8.9	8.8		1540/20.7	20.1	20.2	D	WGY
3. WFLY-F (CHR)	110/ 9.0	8.4	9.3	8.9	9.7	8.9		1852/24.9	24.7	26.1	E	WFLY-F
4. WPYX-F (AOR)	93/ 7.6	6.5	6.8	7.3	6.9	7.1		1524/20.5	19.6	19.7	E	WPYX-F
5. WYJB-F (SAC)	88/ 7.2	8.5	6.8	8.2	6.0	7.7		1367/18.4	18.6	15.6	C	WYJB-F
6. WRVE-F (AC/AOR)	72/ 5.9	6.4	6.3	7.3	7.4	6.5		1143/15.3	17.3	18.5	D	WRVE-F
7. WQBK-FF (CL AOR)	61/ 5.0	4.0	4.2	3.6	3.9	4.2		1205/16.2	14.6	11.9	C	WQBK-FF
8. WKLI-F (AC)	59/ 4.8	5.7	4.8	5.1	6.3	5.1		1099/14.8	15.4	14.5	D	WKLI-F
9. WZRQ-F (AOR)	38/ 3.1	2.2	3.3	2.5	3.1	2.8		715/ 9.6	10.3	9.4	B	WZRQ-F
10. WABY (ST)	31/ 2.5	4.8	2.9	3.9	3.8	3.5		426/ 5.7	7.3	6.8	A	WABY
WROW (T)	31/ 2.5	2.6	2.4	0.9	0.4	2.1		626/ 8.4	8.1	3.7		WROW
12. WHRL-F (J)	29/ 2.4	1.7	1.1	0.7	1.1	1.5		379/ 5.1	3.7	3.5		WHRL-F
13. WQBK (T)	27/ 2.2	1.5	2.8	2.3	2.8	2.2		390/ 5.2	5.0	6.7	B	WQBK
14. WEQX-F (AOR-NR)	22/ 1.8	1.6	1.3	1.3	1.3	1.5		453/ 6.1	4.7	6.0	A	WEQX-F
WTRY (O)	22/ 1.8	1.7	1.3	1.5	1.1	1.6		462/ 6.2	6.2	4.2		WTRY
WYSR-F (O)	22/ 1.8	2.1	1.4	1.8	2.2	1.8		554/ 7.4	6.9	7.5		WYSR-F

12+ FM SHARE (METRO): 76.50% (778 of 1017) (SUM 94: 76.60%)

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

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
WBUG-F	101.1	FT. PLAIN	0.4/1.2
WCDA-F	96.3	VOORHEESVILLE	0.7/2.6
WCSS	1490	AMSTERDAM	0.6/1.1
WEMX-F	94.5	RAVENA	1.2/4.3
WIZR	930	JOHNSTOWN	0.3/0.9
WJKE-F	101.3	STILLWATER	0.9/3.2
WPTR	1540	ALBANY	0.3/2.5
WWCP-F	96.7	CLIFTON PARK	0.9/5.2
WXLE-F	104.5	MECHANICVILLE	1.1/4.1

ALBANY-SCHENECTEDY-TROY

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)	, Religion	ABC, CBS, \$18.00	(Torbet)	Crawford
WQBK ,	1300,	5 KW (DA-2)	, Talk	WESTWD, ABC, \$20.00	(D&R)	
WROW ,	590,	5 KW/1 KW(DA-2)	, Talk	CBS, \$15.00	(Torbet)	WFLY owner (D)
WTRY ,	980,	5 KW (DA-N)	, Oldies	WESTWD, \$12.00	(Mc-Guild)	
WCDA-F,	96.3,	0.2 KW @ 1118	, 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.)
WZRQ-F,	102.3,	4 KW @ 387	, AOR	SMN, \$17.00	(Eastman)	(BALSTON)

ALBUQUERQUE

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

MSA Rank/Pop: 79/659,000

DMA # 44

Average Person Ratings: 16.6

Market TSL: 22.00 hours

Stations: 31/29
Diaries: 1526/350:1/49.5%
Sample Target: 1500
% Below Line: 1.0
% Not Listed: 11.8

1994 Revenue: \$24,000,000
HH Inc.: \$32,504
Retail \$: 6.1 Bil
Pop per Station: 18,414
#1 Biller: KRST-F \$4,500,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. KRST-F (C)	74/ 8.3	9.3	11.6	10.1	13.1	9.8		1051/19.7	23.4	26.1	F	KRST-F
2. KKSS-F (CHR)	69/ 7.8	6.2	6.4	6.1	7.0	6.6		932/17.5	16.1	18.0	C	KKSS-F
3. KKOB (FS)	67/ 7.5	8.7	9.5	9.3	10.1	8.8		990/18.5	18.4	22.2	E	KKOB
4. KHTZ-F (O-70's)	51/ 5.7	4.3	5.0	2.6	1.7	4.4		742/13.9	13.4	16.5	B	KHTZ-F
5. KKOB-F (AC)	48/ 5.4	6.7	6.6	5.2	8.0	6.0		965/18.1	20.1	19.8	D	KKOB-F
6. KZKL-F (O)	44/ 4.9	3.5	4.2	6.1	5.1	4.7		733/13.7	11.3	14.8	C	KZKL-F
7. KTEG-F (AOR-NR)	41/ 4.6	5.4	4.4	3.7	1.9	4.5		808/15.1	15.7	8.6	A	KTEG-F
8. KMGA-F (AC)	41/ 4.6	6.2	6.0	6.3	5.1	5.8		668/12.5	14.9	11.9	C	KMGA-F
9. KHFM-F (CL)	36/ 4.0	4.0	4.6	4.8	3.4	4.4		553/10.4	10.2	8.7	B	KHFM-F
10. KLVO-F (SP)	34/ 3.8	3.0	1.3	---	0.2	2.7		311/ 5.8	5.7	0.6		KLVO-F
11. KIVA (ST)	32/ 3.6	4.3	4.2	3.6	3.9	3.9		389/ 7.3	6.8	7.8	A	KIVA
12. KASY-F (C)	31/ 3.5	5.4	3.9	5.3	3.3	4.5		568/10.6	14.5	10.5	B	KASY-F
13. KZRR-F (AOR)	30/ 3.4	3.6	4.6	4.3	5.7	4.0		628/11.8	11.5	14.6	D	KZRR-F
14. KIOT-F (AOR-P)	29/ 3.3	2.2	2.2	2.6	2.1	2.6		483/ 9.0	5.9	5.0	B	KIOT-F
15. KZRQ-F (AOR)	24/ 2.7	2.1	2.8	3.8	2.6	2.9		480/ 9.0	8.7	9.9	B	KZRQ-F
16. KLSK-F (CL AOR)	22/ 2.5	1.8	1.5	2.5	3.6	2.1		601/11.3	9.3	12.9	C	KLSK-F
17. KRZN-F (J)	17/ 1.9	1.9	1.8	0.3	---	1.5		256/ 4.8	4.7	---		KRZN-F
18. KOLT-F (C)	16/ 1.8	1.3	2.2	2.0	2.7	1.8		262/ 4.9	6.0	8.4	B	KOLT-F
19.												
20.												

12+ FM SHARE (METRO): 81.12% (636 of 784) (SUM 94: 77.28%)

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

ALBUQUERQUE

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

KABQ	1350	ALBUQUERQUE	0.6/1.8
KALY	1240	LOS RANCHOS	1.1/2.2
KARS	860	BELEN	0.3/1.1
KDEF	1150	ALBUQUERQUE	0.3/1.8
KEXT-F	104.7	BOSQUE FARMS	0.4/1.5
KHFN	1050	LOS RANCHOS	0.6/2.3
KHTL	920	ALBUQUERQUE	0.4/3.0
KNKT-F	107.1	ARMILJO	0.7/2.4
KRLL	1580	ALBUQUERQUE	0.4/1.0
KRZY	1450	ALBUQUERQUE	0.8/3.1
KXKS	1190	ALBUQUERQUE	0.9/1.9
KBOM-F	106.7	LOS ALAMOS	0.4/3.4
KTMN-F	98.5	LOS ALAMOS	0.6/4.1

RADIO STATIONS

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 (CBMS)	
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)		Citadel
KOLT, 105.9, 100 KW @ 1935, Country		ABC, \$ 23.00 (Katz)		Crescent (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

ALLENTOWN-BETHLEHEM

Arbitron Rank/Pop (12+): 63/604,700
 MSA Rank/Pop: 83/623,000
 Philadelphia DMA
 Average Person Ratings: 18.2
 Market TSL: 24.00 hours

Stations: 40/14
 Diaries: 1320/458:1/59.7%
 Sample Target: 1210
 % Below Line: 21.2%
 % Not Listed: 14.1%

1994 Revenue: \$18,700,000
 HH Inc.: \$38,501
 Retail \$: 5.4 Bil
 Pop per Station: 43,193
 #1 Biller: WLEV-F \$4,300,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WAEB-F (CHR)	132/12.0	11.5	13.1	10.8	10.8	11.9		1855/30.7	29.9	27.6	D	WAEB-F
2. WLEV-F (AC)	130/11.8	10.8	10.6	8.4	9.6	10.4		1554/25.7	23.4	22.9	F	WLEV-F
3. WZZO-F (AOR)	113/10.3	9.4	9.3	12.0	11.6	10.3		1427/23.6	22.4	24.3	E	WZZO-F
4. WFMZ-F (SAC)	86/ 7.8	8.7	10.1	12.2	10.8	9.7		1047/17.3	18.7	20.5	C	WFMZ-F
WODE-F (O)	86/ 7.8	7.5	6.6	6.7	7.2	7.2		1315/21.7	23.2	21.4	E	WODE-F
6. WKAP (ST)	51/ 4.6	3.9	2.7	2.9	2.3	3.5		410/ 6.8	6.1	5.5		WKAP
7. WAEB (N/T)	43/ 3.9	4.8	5.9	4.4	5.0	4.8		777/12.8	14.5	13.6	C	WAEB
8. WXTU-F (C)	38/ 3.4	2.8	1.8	3.0	2.8	2.8		462/ 7.6	7.6	8.1		WXTU-F
9. WYSP-F (CL AOR)	23/ 2.1	2.2	2.6	2.7	1.7	2.4		501/ 8.3	7.7	7.8		WYSP-F
10. WEST (ST)	24/ 2.2	1.5	3.0	2.2	2.4	2.2		238/ 3.9	4.2	4.2	A	WEST
11. WRNJ-F (C)	21/ 1.9	2.0	1.6	1.4	0.8	1.7		365/ 6.0	7.0	2.2		WRNJ-F
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 81.00% (767 of 947) (SUM 94: 78.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAEB-F>>	1 WAEB-F	1 WLEV-F<	1 WLEV-F	1 WLEV-F	1 WLEV-F<	1 WLEV-F<	1 WLEV-F	1 WAEB-F<	1 WAEB-F<	1 WZZO-F
2 WUSL-F	2 WZZO-F>	2 WAEB-F	2 WAEB-F<	2 WAEB-F	2 WFMZ-F	2 WAEB-F	2 WAEB-F	2 WZZO-F<	2 WLEV-F<	2 WAEB-F
3 WODE-F	3 WLEV-F>	WZZO-F	3 WZZO-F>	3 WZZO-F	3 WODE-F	3 WZZO-F	3 WZZO-F	3 WLEV-F>	3 WZZO-F>	3 WODE-F
WZZO-F	4	4 WODE-F	4 WODE-F	4 WODE-F>	4 WKAP	4 WFMZ-F	4 WODE-F<	4 WODE-F	4 WODE-F>	4 WLEV-F
5	5	5	5	5	5 WAEB-F	5 WODE-F	5 WFMZ-F	5 WFMZ-F	5 WFMZ-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 WAEB-F>>	1 WAEB-F>>	1 WAEB-F>	1 WAEB-F	1 WLEV-F<	1 WZZO-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 WAEB-F>	2 WYSP-F	2 WAEB-F>	2 WAEB-F	2 WLEV-F>	2 WLEV-F>
3 WZZO-F	3 WZZO-F>	3 WZZO-F	3 WODE-F	3 WODE-F	3	3 WLEV-F	3 WLEV-F>	3 WAEB-F	3 WODE-F<
4	4	4	4 WZZO-F	4 WFMZ-F	4	4	4 WXTU-F	4 WODE-F	4 WAEB-F
5	5	5	5 WFMZ-F	5 WZZO-F	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6

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

WGPA	1100	BETHLEHEM	0.7/2.6
WIPI	1230	EASTON	0.4/1.5
WRNJ	1000	HACKETTSTOWN, NJ	0.6/1.1
WTKZ	1320	ALLENTOWN	0.4/2.6
WYNS	1160	LEHIGHTON	0.4/1.2
WBYN-F	107.5	BOYERTOWN	1.0/2.6
WHCY-F	106.3	BLAIRSTOWN, NJ	0.6/2.1
WIOV-F	105.1	EPHRATA	0.4/1.9
WMGH-F	105.5	TAMAQUA	0.4/0.7
WRFY-F	102.5	READING	0.6/3.6
WZMT-F	97.9	HAZLETON	0.5/0.9

SEE NEW YORK OR PHILADELPHIA FOR MORE ABOUT THE FOLLOWING:

KYW	0.6/ 4.7	WOR	0.8/ 2.8
WABC	1.3/ 3.2	WPLJ-F	1.0/ 3.2
WBEB-F	0.6/ 2.1	WPLY-F	0.5/ 3.8
WFAN	0.5/ 2.0	WPST-F	0.6/ 4.8
WFLN-F	0.5/ 2.6	WUSL-F	1.4/ 3.3
WIOQ-F	0.6/ 4.9	WWDB-F	0.5/ 2.9
WJJZ-F	0.5/ 1.6	WXRK-F	0.4/ 1.1
WMGK-F	0.5/ 2.2	WYXR-F	0.9/ 4.7
WMMR-F	0.6/ 3.2		
WOGL-F	0.4/ 1.9		

ALLENTOWN-BETHLEHEM

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)	Telemedia
WTKZ, 1320, 5 KW/1 KW (DA-2), Talk	WESTWD , \$ 16.00 (D & 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)	Telemedia
WODE-F, 99.9, 50 KW @ 449, Oldies	, \$ 70.00 (D & 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

***** 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	

ATLANTA

Arbitron Rank/Pop (12+): 12/2,770,000
 MSA Rank/Pop: 9/3,380,000
 DMA # 11
 Average Person Ratings: 17.0
 Market TSL: 22.25 hours

Stations: 23/21
 Diaries: 3531/ 784:1/48.9%
 Sample Target: 3300
 % Below Line: 1.0
 % Not Listed: 12.3

1994 Revenue: \$149,600,000
 HH Inc.: \$39,849
 Retail \$: 30.4 Bil
 Pop per Station: 131,905
 #1 Biller: WVEE-F \$18,500,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WVEE-F (B)	489/10.4	11.9	11.9	11.2	12.1	11.4		5409/19.5	20.3	19.2	J	WVEE-F
2. WKHX-F (C)	443/ 9.4	9.6	10.4	9.9	9.2	9.8		5261/19.0	19.1	21.0	I	WKHX-F
3. WSB (FS/T)	334/ 7.1	7.2	6.7	6.4	5.8	6.9		5505/19.9	19.2	16.7	I	WSB
4. WNNX-F (AOR-NR)	286/ 6.1	6.2	5.2	4.9	5.7	5.6		4445/16.0	15.8	14.6	H	WNNX-F
5. WPCH-F (SAC)	265/ 5.6	6.1	6.5	7.2	6.9	6.4		3913/14.1	17.0	18.3	I	WPCH-F
6. WALR-AF (B/AC)	262/ 5.5	5.6	5.5	4.6	4.7	5.3		3542/12.8	13.7	13.1	G	WALR-AF
7. WSTR-F (CHR)	253/ 5.4	5.2	5.7	4.9	5.6	5.3		4745/17.1	17.5	17.7	I	WSTR-F
8. WSB -F (AC)	241/ 5.1	4.4	5.7	6.5	6.7	5.4		4497/16.2	15.2	17.7	I	WSB -F
9. WHTA-F (B)	215/ 4.6	---	---	---	---	---		2340/ 8.4	---	---		WHTA-F
10. WKLS-F (AOR)	208/ 4.4	5.6	4.6	4.1	4.7	4.7		3775/13.6	13.6	15.3	I	WKLS-F
11. WYAY-F (C)	203/ 4.3	3.7	4.0	4.5	3.7	4.1		3275/11.8	10.3	11.5	F	WYAY-F
12. WFOX-F (D)	177/ 3.8	4.3	4.5	4.0	3.9	4.2		3862/13.9	15.6	13.7	H	WFOX-F
13. WZGC-F (CL AOR)	170/ 3.6	3.8	3.6	4.2	4.5	3.8		3464/12.5	14.0	14.2	H	WZGC-F
14. WJZF-F (J)	126/ 2.7	2.3	2.4	2.8	3.3	2.6		2082/ 7.5	7.3	8.5	D	WJZF-F
15. WAOK (G)	122/ 2.6	2.8	2.3	2.5	1.9	2.6		1215/ 4.4	5.3	4.3	C	WAOK
16. WGST (T)	106/ 2.3	2.9	3.6	3.3	3.8	3.0		2187/ 7.9	9.0	11.2	J	WGST
17. WGST-F (T)	83/ 1.8	2.8	2.5	2.5	2.3	2.4		1343/ 4.8	6.7	6.6		WGST-F
18. WCNN (SPRTS)	51/ 1.1	0.7	1.2	1.4	1.2	1.1		953/ 3.4	2.9	4.3		WCNN
19.												
20.												

12+ FM SHARE (METRO): 84.12% (3464 of 4118) (SUM 94: 83.78%)

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

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	TSA /CUME
WGKA	1190	ATLANTA	0.4/0.9	
WYZE	1480	ATLANTA	0.3/1.0	
WNGC-F	95.5	ATHENS	0.6/1.2	
WVFJ-F	93.3	MANCHESTER	0.5/1.7	

ATLANTA

RADIO STATIONS

AM STATIONS

WAOK,	1380,	5 KW	,	Gospel	,	\$ 50.00	(Mc-Guild)	Granum
WCNN,	680,	50 KW/10 KW (DA-N),	,	Sports	CNN, WESTWD,	\$ 33.00	(Banner)	Midwestern (Dickey)
WGKA,	1190,	10 KW (DAYS)	,	Classical	,	\$ 35.00	(CMBS)	
WGST,	640,	50 KW/1 KW (DA-2)	,	News/Talk	ABC, CBS,	\$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	AP,	\$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)	Chancellor	(GAINESVILLE)
WGST,	105.7,	50 KW @ 492	,	See WGST-AM					(CANTON)
WHTA,	97.5,	8.5 KW @ 554	,	Black	,	\$ NA	(Torbet)	Radio One	(FAYETTEVILLE)
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)	Citicasters	
WNNX,	99.7,	100 KW @ 1033	,	AOR - New Rock	,	\$148.00	(MMR)	Susquehanna	
WPCH,	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	(D&R)	Infinity	

AUSTIN

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

Stations: 27/23
Diaries: 1836/428:1/48.0%
Sample Target: 1785
% Below Line: 2.0
% Not Listed: 19.1

1994 Revenue: \$32,400,000
HH Inc.: \$34,564
Retail \$: 8.6 Bil
Pop per Station: 34,135
#1 Biller: KASE-F \$7,500,000

MSA Rank/Pop: 60/948,000

DMA # 69

Average Person Ratings: 15.6

Market TSL: 21.00 hours

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. KASE-F (C)	166/13.6	13.8	14.1	13.7	14.6	13.8		2040/26.0	28.0	28.7	H	KASE-F
2. KHFI-F (CHR)	121/ 9.9	9.3	9.1	7.8	9.4	9.0		2001/25.5	25.0	20.7	E	KHFI-F
3. KVET-F (C)	93/ 7.6	6.0	5.0	7.0	6.0	6.4		1224/15.6	15.6	17.5	D	KVET-F
4. KKMJ-F (SAC)	86/ 7.0	6.8	7.3	7.9	6.5	7.3		1251/15.9	16.7	15.3	F	KKMJ-F
5. KLBJ-F (AOR)	79/ 6.5	8.1	7.0	5.7	6.2	6.8		1329/16.9	18.3	18.1	E	KLBJ-F
6. KLBJ (N/T)	67/ 5.5	6.2	6.7	6.5	5.5	6.2		1103/14.0	15.1	13.7	E	KLBJ
7. KEYI-F (AC)	49/ 4.0	4.6	5.0	2.7	3.9	4.1		954/12.2	13.6	11.7	C	KEYI-F
8. KPEZ-F (CL AOR)	41/ 3.4	3.4	3.0	4.9	4.6	3.7		882/11.2	12.0	14.3	D	KPEZ-F
9. KGSR-F (AOR-P)	38/ 3.1	3.3	3.9	3.6	4.0	3.5		630/ 8.0	8.6	10.1	D	KGSR-F
10. KROX-F (AOR-NR)	36/ 2.9	---	---	---	---	---		773/ 9.8	---	---		KROX-F
11. KPTY-F (CHR/AC)	32/ 2.6	2.5	2.3	2.4	3.5	2.5		787/10.0	8.8	10.8		KPTY-F
KUTZ-F (AOR)	32/ 2.6	2.8	2.8	3.5	3.4	2.9		714/ 9.1	8.8	8.6	C	KUTZ-F
13. KVET (T/C)	20/ 1.6	2.2	1.5	1.8	2.0	1.8		471/ 6.0	6.1	5.5		KVET
14. KKLB-F (SP)	18/ 1.5	1.0	1.3	0.7	1.3	1.1		318/ 4.1	3.4	2.8		KKLB-F
15. KHHT-F (O-70's)	16/ 1.3	1.6	1.5	2.1	1.9	1.6		551/ 7.0	6.8	9.8		KHHT-F
16. KELG (SP)	14/ 1.1	0.5	0.6	0.4	0.6	0.7		137/ 1.7	1.4	1.4		KELG
17. KNNC-F (AOR-NR)	13/ 1.1	2.1	2.0	2.0	2.0	1.8		459/ 5.8	8.1	7.6		KNNC-F
18.												
19.												
20.												

12+ FM SHARE (METRO): 84.82% (838 of 988) (SUM 94: 84.87%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	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 KHFI-F	2 KHFI-F<	2 KKMJ-F<	2 KKMJ-F	2 KVET-F>	2 KHFI-F	2 KHFI-F	2 KASE-F>>	2 KHFI-F
3	3 KLBJ-F>	3 KLBJ-F	3 KKMJ-F	3 KHFI-F<	3 KVET-F	3 KHFI-F<	3 KKMJ-F<	3 KKMJ-F	3 KROX-F<	3 KLBJ
4	4 KVET-F	4 KVET-F	4 KVET-F<	4 KVET-F	4 KLBJ >	4 KLBJ-F	4 KLBJ	4 KLBJ-F	4 KPEZ-F	4 KVET-F
5	5 KROX-F<	5 KKMJ-F	5 KLBJ-F	5 KLBJ-F	5 KEYI-F	5 KKMJ-F	5 KVET-F	5 KVET-F	5 KUTZ-F	5
6	6 KPEZ-F	6	6	6 KEYI-F	6	6	6 KLBJ-F	6 KLBJ	KLBJ	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 KASE-F	1 KASE-F<	1 KASE-F	1 KASE-F	1 KASE-F	1 KLBJ-F	1 KLBJ-F<	1 KASE-F	1 KASE-F<	1 KASE-F
2 KHFI-F	2 KHFI-F>>	KHFI-F	2 KHFI-F>	2 KKMJ-F	2 KVET-F	2 KASE-F>	2 KLBJ-F	2 KLBJ-F<	2 KVET-F
3 KLBJ-F	3 KKMJ-F	3 KKMJ-F	3 KKMJ-F>	3 KHFI-F>	3 KUTZ-F	3 KVET-F<	3 KPEZ-F	3 KVET-F>	3 KLBJ-F
4	KLBJ-F	4 KPTY-F	4 KLBJ-F	4 KEYI-F	4 KHFI-F	4 KHFI-F	4 KHFI-F	4 KHFI-F	KLBJ
5	5 KPTY-F	5	5 KPTY-F<	5 KVET-F	5 KASE-F	5 KUTZ-F	5	5 KPEZ-F	5 KPEZ-F
6	6	6	6 KEYI-F	6	6	6 KPEZ-F	6	6	6
7	7	7	7	7	7	7	7	7	7

AUSTIN

OTHER RATED STATIONS		METRO CUME TSA TSA SHARE/RTG/AQH/CUME	
KFIT	1060	SUNSET VALLEY	0.5/0.9
KFON	1490	AUSTIN	0.4/1.7
KIKY-F	92.1	HUTTO	0.5/1.7
KIXL	970	DEL VALLE	0.6/2.6
KJCE	1370	ROLLINGWOOD	0.8/2.3
KTXZ	1560	WEST LAKE HILLS	0.7/1.0
KSAH	720	UNIV. CITY (SAN ANT.)	0.7/1.8
KWTX-F	97.5	WACO	0.3/2.0
KXTN-F	107.5	SAN ANTONIO	0.7/2.1
WOAI	1200	SAN ANTONIO	0.3/2.3

RADIO STATIONS

KELG	, 1440,	500 W	, Hispanic	, \$ 15.00	(Caballero)	Signature
KIXL	, 970,	1 KW (DA-1)	, Religion	USA, \$ 16.00	(Republic)	
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)	Amaturo/Amer Radio (LULING)
KEYI-F	, 103.5,	100 KW @ 1256	, AC	, \$ 39.00	(Christal)	
KPTY-F	, 94.7,	97 KW @ 1256	, CHR/AC	WESTWD, \$ 33.00	(MMR)	Sinclair (BASTROP)
KGSR-F	, 107.1,	46 KW @ 518	, AOR-PROG	, \$ 42.00	(D&R)	Clear Channel (GEORGETOWN)
KHF1-F	, 96.7,	100 KW @ 686	, CHR	, \$ 54.00	(Christal)	KLBJ duop (KILLEEN)
KHHT-F	, 93.3,	93 KW @ 1948	, Oldies - 70's	WESTWD, \$ 30.00	(Eastman)	(ELGIN)
KKLB-F	, 92.5,	1.6 KW @ 449	, Hispanic	, \$ 27.00	(Caballero)	
KKMJ-F	, 95.5,	100 KW @ 1000	, Soft AC	, \$ 75.00	(MMR)	Amaturo/Amer Radio
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
KROX-F	, 101.5,	100 KW @ 981	, AOR-NR	, \$ NA	(D&R)	Sinclair (GIDDINGS)
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 changes to KROX-F and format to AOR-NR. . .

BAKERSFIELD

Arbitron Rank/Pop (12+): 88/412,500
 MSA Rank/Pop: 87/620,000
 DMA # 121
 Average Person Ratings: 16.6
 Market TSL: 22.25 hours

Stations: 27/23
 Diaries: 1258/328:1/48.1%
 Sample Target: 1245
 % Below Line: 2.5%
 % Not Listed: 20.1%

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

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. KUZZ-F (C)	85/12.4	15.6	12.6	16.7	16.0	14.3		1014/24.6	28.8	29.2	E	KUZZ-F
2. KKXX-F (CHR)	65/ 9.5	10.4	10.9	8.7	7.4	9.9		984/23.9	22.7	20.7	C	KKXX-F
3. KRAB-F (AOR)	46/ 6.7	6.1	9.3	7.8	8.2	7.5		758/18.4	16.9	18.0	C	KRAB-F
4. KERN (N/T)	44/ 6.4	6.7	7.1	8.1	7.0	7.1		563/13.6	12.7	13.6	C	KERN
5. KIWI-F (CL)	43/ 6.3	4.4	3.6	5.8	4.1	5.0		348/ 8.4	8.3	10.0	C	KIWI-F
6. KERN-F (O)	37/ 5.4	5.4	3.2	3.9	5.7	4.5		541/13.1	13.5	14.4	B	KERN-F
7. KGFM-F (SAC)	26/ 3.8	4.6	5.8	4.1	5.1	4.6		504/12.2	11.9	12.5	B	KGFM-F
8. KNZR (T)	23/ 3.4	2.6	2.4	1.1	1.9	2.4		397/ 9.6	8.4	6.5		KNZR
9. KLLY-F (AC)	21/ 3.1	2.8	4.9	3.3	4.7	3.5		441/10.7	9.6	12.2	B	KLLY-F
10. KWAC (SP)	20/ 2.9	2.6	1.7	3.2	1.4	2.6		245/ 5.9	4.7	3.2	B	KWAC
11. KKBB-F (CL AOR)	18/ 2.6	2.9	3.0	0.9	---	2.4		323/ 7.8	7.9	---		KKBB-F
KSUV-F (SP)	18/ 2.6	2.0	3.3	4.4	3.2	3.1		242/ 5.9	6.4	5.5	B	KSUV-F
13. KZBA-F (SP)	16/ 2.3	0.8	1.4	---	---	---		165/ 4.0	2.6	---		KZBA-F
14. KCNQ-F (C)	10/ 1.5	1.7	1.2	1.1	1.3	1.4		90/ 2.2	2.1	2.5		KCNQ-F
KCWR (C)	10/ 1.5	2.3	1.5	2.4	2.8	1.9		145/ 3.5	5.5	5.2	A	KCWR

12+ FM SHARE (METRO): 77.84% (425 of 546) (SUM 94: 78.64%)

TEENS 18-34 18-49 25-49 25-54 35+ 12+ AMD 12+ MID 12+ PMD 12+ EVE OVERNIGHT

1 KKXX-F>	1 KRAB-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 KRAB-F	2 KKXX-F<	2 KKXX-F	2 KKXX-F	2 KKXX-F	2 KERN >	2 KERN <	2 KERN	2 KKXX-F>	2 KUZZ-F<	2 KNZR
3 KUZZ-F	3 KUZZ-F<	3 KRAB-F<	3 KERN-F	3 KERN-F<	3 KERN-F	3 KKXX-F<	3 KKXX-F	3 KIWI-F	3 KRAB-F>	3 KRAB-F
4	4 KIWI-F	4 KIWI-F	4 KIWI-F	4 KERN <	4 KNZR	4 KRAB-F	4 KIWI-F	4 KRAB-F<	4 KIWI-F	4 KIWI-F
5	5	5 KERN-F	5 KERN	5 KIWI-F	5 KGFM-F	5	5 KERN-F	5 KERN-F	5 KERN	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 KKXX-F>	1 KKXX-F>	1 KKXX-F	1 KUZZ-F<	1 KUZZ-F>	1 KRAB-F>	1 KRAB-F<	1 KIWI-F	1 KUZZ-F>	1 KUZZ-F>
2 KIWI-F	2 KUZZ-F	2 KUZZ-F	2 KKXX-F>	2 KKXX-F>	2 KIWI-F	2 KIWI-F	KUZZ-F<	2 KIWI-F	2 KIWI-F
KRAB-F	3 KRAB-F>	3 KLLY-F	3 KGFM-F	3 KGFM-F	3 KKXX-F	3 KUZZ-F	3 KKXX-F	KRAB-F	3 KERN
KUZZ-F>	4 KIWI-F	KRAB-F	4 KLLY-F	4 KERN-F	4 KKBB-F	4 KKXX-F	4 KWAC	4 KERN-F	KERN-F
5	KLLY-F	KSUV-F>>	5 KRAB-F	KLLY-F	5	5 KKBB-F	KZBA-F	KKXX-F	5 KRAB-F
6	6	6	6	6	6	6	6	6	6

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

KBID	1350	BAKERSFIELD	0.6/2.0
KLYD-F	104.3	SHAFTER	1.2/2.4
KCHJ	1010	DELANO	0.9/3.0
KDNO-F	98.5	DELANO	0.6/1.7
KERI	1180	WASCO	0.7/2.9
KGEO	1230	BAKERSFIELD	0.4/2.6
KHIS-F	96.5	BAKERSFIELD	1.3/5.5
KTIE-F	107.1	BAKERSFIELD	1.0/5.7
KBOS-F	94.9	TULARE	1.3/4.0
KFI	640	LOS ANGELES	0.4/2.1
KMJ	580	FRESNO	0.4/1.8
KRTH-F	101.1	LOS ANGELES	0.4/1.7

BAKERSFIELD

RADIO STATIONS

KCWR	,	550,	5 KW (DA-2)	,	Country				
KERN	,	1410,	1 KW	,	News/Talk	TALKNT,	ABC,	\$ NA	(Katz) Buck Owens
KNZR	,	1560,	10 KW (DA-2)	,	News				(Christal) American General
KWAC	,	1490,	1 KW	,	Hispanic	CBS,	CNN,	\$ NA	(D & R) Buckley
									(Lotus)
KKBB-F,		99.3,	6 KW @ 144	,	Classic AOR	WESTWD,	\$ NA		(D&R) Buckley
KERN-F,		94.1,	4.5 KW @ 1309	,	Oldies				(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				(CMBS)
KZBA-F,		97.7,	3 KW @ 298	,	Hispanic				(Canada) Z-Spanish (SHAFTER)
KKXX-F,		105.3,	35 KW @ 581	,	CHR				\$ NA (Banner) KRAB duop (DELANO)
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)
KLUZ-F,		107.9,	5.8 KW @ 1358	,	Country				\$77.00 (Katz) Buck Owens
KSIJ-F,		102.9,	21 KW @ 364	,	Hispanic				\$ NA (Caballero) Z-Spanish

BALTIMORE

Arbitron Rank/Pop (12+): 18/2,049,500
 MSA Rank/Pop: 17/2,500,000
 DMA # 23
 Average Person Ratings: 17.6
 Market TSL: 23.00 hours

Stations: 40/23
 Diaries: 3041/ 674:1/52.0%
 Sample Target: 2880
 % Below Line: 15.9
 % Not Listed: 11.8

1994 Revenue: \$70,100,000
 HH Inc.: \$37,655
 Retail \$: 20.6 Bil
 Pop per Station: 89,109
 #1 Biller: WBAL \$12,100,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WBAL (N/T)	312/ 8.7	8.4	7.4	7.4	8.0	8.0		4161/20.3	19.4	20.8	I	WBAL
2. WPOC-F (C)	296/ 8.2	8.5	8.1	10.9	8.3	8.9		3548/17.3	16.6	17.4	H	WPOC-F
3. WQSR-F (O)	235/ 6.5	5.3	5.5	6.3	5.3	5.9		3317/16.2	15.1	15.5	H	WQSR-F
4. WLIF-F (SAC)	219/ 6.1	6.8	6.2	5.4	4.4	6.1		2858/13.9	14.7	11.8	H	WLIF-F
5. WWMX-F (AC)	190/ 5.3	5.6	5.6	5.7	6.2	5.6		3029/14.8	16.2	16.4	H	WWMX-F
6. WIYY-F (AOR)	177/ 4.9	3.9	4.0	3.7	6.2	4.1		2998/14.6	13.8	15.0	G	WIYY-F
7. WERQ-F (B)	173/ 4.8	5.1	5.5	6.0	4.8	5.4		2781/13.6	13.5	14.7	E	WERQ-F
8. WXYV-F (B)	172/ 4.8	4.9	6.1	5.6	4.8	5.4		2954/14.4	13.8	14.2	G	WXYV-F
9. WHFS-F (AOR-NR)	154/ 4.3	4.9	3.4	3.8	4.3	5.2		2824/13.8	13.5	13.5		WHFS-F
10. WWIN-F (B/AC)	135/ 3.7	3.7	4.8	3.3	3.5	3.9		1767/ 8.6	9.1	8.2	D	WWIN-F
11. WOCT-F (O-70's)	129/ 3.6	4.0	3.6	3.7	3.8	3.7		2586/12.6	12.8	10.7	D	WOCT-F
12. WCBM (T)	113/ 3.1	3.5	2.9	3.0	2.9	3.1		1323/ 6.5	7.6	7.0	D	WCBM
13. WCAO (G)	91/ 2.5	2.6	2.1	2.7	2.7	2.5		1066/ 5.2	6.1	5.8	C	WCAO
14. WJFK (T)	72/ 2.0	1.8	2.1	2.1	1.9	2.0		990/ 4.8	4.9	4.2		WJFK
15. WRBS-F (REL)	64/ 1.8	1.6	1.5	1.3	2.1	1.6		846/ 4.1	4.5	4.3		WRBS-F
16. WPGC-F (B/CHR)	50/ 1.4	1.5	2.0	1.8	2.0	1.7		1286/ 6.3	6.8	7.6		WPGC-F
17. WWLG (ST)	46/ 1.3	0.9	1.1	0.9	1.1	1.1		497/ 2.4	2.3	2.0		WWLG
18.												
19.												
20.												

12+ FM SHARE (METRO): 73.91% (2349 of 3178) (SUM 94: 74.06%)

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

BALTIMORE

OTHER RATED STATIONS		METRO CUME TSA TSA SHARE/RTG/AQH/CUME	
WBGR	860	BALTIMORE	0.6/1.6
WGRX-F	100.7	WESTMINSTER	1.0/6.0
WITH	1230	BALTIMORE	0.9/2.8
WNAV	1430	ANNAPOLIS	0.4/0.7
WOLB	1010	BALTIMORE	0.9/1.7
WRNR-F	103.1	GRASONVILLE	0.4/1.4
WWIN	1400	BALTIMORE	0.9/2.5
WXY-F	103.7	HAVRE DE GRACE	0.4/1.3

SEE WASHINGTON FOR MORE ABOUT THE FOLLOWING:

WARW-F	0.3/ 1.7	WKYS-F	0.4/ 2.8
WASH-F	0.6/ 2.7	WMAL	0.5/ 1.6
WAVA-F	0.4/ 1.2	WMZQ-F	1.1/ 3.0
WBIG-F	0.7/ 2.4	WRQX-F	1.1/ 4.7
WFRE-F	0.6/ 1.7	WTOP	0.9/ 4.3
WHUR-F	1.1/ 4.0	WWDC-F	1.1/ 6.7
WJFK-F	0.4/ 1.0	WWMD-F	0.5/ 1.6
		WWRC	0.3/ 1.2

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	WESTWD, \$ 35.00 (Roslin)	Guardian
WJFK, 1300,	5 KW (DA-1)	, Talk/Jazz	ABC, \$ NA (Torbet)	Infinity
WWIN, 1400,	1 KW	, Gospel	, \$ 28.00 (Torbet)	Radio One
WWLG, 1360,	5 KW/1.5 KW (DA-2),	Standards	, \$ NA (---)	

FM STATIONS

WERQ, 92.3,	37 KW @ 571,	Black/CHR	AP, \$ 87.00 (MMR)	Radio One
WGRX, 100.7,	16 KW @ 859,	ADR	ABC, \$ 48.00 (MMR)	Shamrock-Lynett (WESTMINSTER)
WYYY, 97.9,	14 KW @ 951,	ADR	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
WWMX, 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

BATON ROUGE

Arbitron Rank/Pop (12+): 81/446,600
 MSA Rank/Pop: 91/558,000
 DMA # 94
 Average Person Ratings: 15.8
 Market TSL: 21.00 hours

Stations: 19/15
 Diaries: 1167/383:1/48.2%
 Sample Target: 1070
 % Below Line: 8.8
 % Not Listed: 19.1

1994 Revenue: \$17,500,000
 HH Inc.: \$35,076
 Retail \$: 4.9 Bil
 Pop per Station: 29,773
 #1 Biller: WYNK-AF \$3,600,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. KQXL-F (B)	87/12.3	10.8	9.7	14.7	11.7	11.9		943/21.1	19.6	21.4	D	KQXL-F
2. WYNK-F (C)	74/10.5	15.9	14.6	13.5	14.7	13.6		1034/23.2	30.3	29.9	E	WYNK-F
3. WXOK (B)	60/ 8.5	9.5	8.1	10.5	10.1	9.2		678/15.2	16.5	17.0	C	WXOK
4. WFMF-F (CHR)	52/ 7.4	6.6	8.4	5.2	5.2	6.9		915/20.5	18.7	18.0	C	WFMF-F
5. WTGE-F (AOR)	41/ 5.8	4.3	6.3	2.7	5.4	6.1		760/17.0	13.8	16.2	C	WTGE-F
6. KRVE-F (AC)	39/ 5.5	7.0	6.0	6.8	6.9	6.3		760/17.0	17.5	16.8	C	KRVE-F
WGGZ-F (O)	39/ 5.5	3.7	3.7	2.4	3.1	3.8		686/15.4	11.5	12.6	C	WGGZ-F
8. WCKW-F (AOR)	33/ 4.7	3.7	2.2	2.3	3.5	3.2		584/13.1	10.7	12.2		WCKW-F
WJBO (T/N)	33/ 4.7	5.1	5.2	5.7	5.4	5.2		512/11.5	13.2	13.5	C	WJBO
10. WNDC (G)	25/ 3.5	3.2	2.4	1.0	2.5	2.5		222/ 5.0	4.5	4.5		WNDC
11. WKJN-F (C)	24/ 3.4	4.8	4.2	5.3	4.4	4.4		557/12.5	15.9	16.8	D	WKJN-F
12. WQUE-F (B)	18/ 2.6	3.2	4.2	3.7	3.6	3.4		479/10.7	7.5	9.7		WQUE-F
13. WPFC (G)	12/ 1.7	---	---	1.1	---	---		142/ 3.2	---	---		WPFC
14. WYCT-F (C)	11/ 1.6	2.7	2.8	3.2	3.6	2.6		368/ 8.2	9.5	11.4	B	WYCT-F

12+ FM SHARE (METRO): 76.32% (435 of 570) (SUM 94: 76.50%)

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 KQXL-F>	1 KQXL-F	1 KQXL-F	1 WYNK-F>	1 WYNK-F<	1 KQXL-F<	1 KQXL-F<	1 KQXL-F>	1 WYNK-F
2 KQXL-F>	2 WFMF-F	2 WYNK-F	2 WYNK-F	2 WYNK-F	2 KQXL-F<	2 WXOK <	2 WYNK-F	2 WYNK-F	2 WXOK <	2 WXOK
3 WXOK	3 WTGE-F	3 WFMF-F	3 WGGZ-F	3 WGGZ-F	3 WXOK >	3 KQXL-F>	3 WJBO	3 WFMF-F	3 WFMF-F>	3 KQXL-F
4	4 WYNK-F<	WTGE-F	4 WTGE-F	4 KRVE-F	4 WJBO	4 WCKW-F	4 WFMF-F	4 WTGE-F	4 WYNK-F	4
5	5 WCKW-F	5 WGGZ-F	5 KRVE-F	5 KRVE-F	5 WGGZ-F	5 WGGZ-F	5 WTGE-F	5 KRVE-F	5 WNDC	5
6	6	6	6	6 WXOK	6	KRVE-F<	WXOK	WGGZ-F	6	6
7	7	7	7	7	7	7 WFMF-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 KQXL-F	1 KQXL-F>	1 KQXL-F>	1 KQXL-F	1 WYNK-F<	1 WTGE-F	1 WCKW-F<	1 WCKW-F	1 KQXL-F	1 KQXL-F>
2 WFMF-F>	2 WFMF-F>	2 WFMF-F	2 WYNK-F	2 KQXL-F	2 KQXL-F	2 WTGE-F	2 WTGE-F	2 WRGE-F<	2 WTGE-F
3 WYNK-F	3 WYNK-F	3 WNDC	3 WFMF-F	3 WGGZ-F	WFMF-F	3 KQXL-F	3 KQXL-F	3 WCKW-F	WYNK-F
4 WKJN-F	4 KRVE-F	WYNK-F	4 WGGZ-F<	WXOK	4 WXOK	4 WFMF-F	4 WFMF-F	4 WYNK-F	WCKW-F
5	5	5 KRVE-F	5 KRVE-F	5 KRVE-F	WCKW-F	5 WYNK-F	WYNK-F	5 WGGZ-F	5 WGGZ-F
6	6	WGGZ-F	6	WNDC	6 WQUE-F	6	6 KRVE-F	6	6
7	7	7	7	7	7 WYNK-F	7	7	7	7

OTHER RATED STATIONS	METRO SHARE	TSA RTG	TSA AQH	CUME
KBRH	1260	BATON ROUGE	0.6/1.7	
WYNK	1380	BATON ROUGE	0.1/1.6	
KHOM-F	104.1	HOUMA	1.1/7.9	
WRNO-F	99.5	NEW ORLEANS	0.4/2.6	

BATON ROUGE

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-N)	, Black	AURN, \$21.00	(Banner)	Citywide
KQXL-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	, 98.1,	100 KW @ 1499	, Oldies	WESTWD, \$37.00	(Katz)	
WKJN-F	, 103.3,	100 KW @ 1004	, Country	WESTWD, \$57.00	(Eastman)	(HAMMOND)
WOCK-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

***** 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	

BIRMINGHAM

Arbitron Rank/Pop (12+): 53/785,400
 MSA Rank/Pop: 66/877,000
 DMA # 50
 Average Person Ratings: 15.5
 Market TSL: 20.50 hours

Stations: 23/19
 Diaries: 1512/519:1/49.9%
 Sample Target: 1395
 % Below Line: 6.2
 % Not Listed: 12.6

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

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WENN-F (B)	136/11.2	10.5	11.0	10.6	10.7	10.8		1484/18.9	20.4	16.8	E	WENN-F
2. WZZK-AF (C)	131/10.8	15.1	13.7	15.2	18.6	13.7		2032/25.9	29.3	33.3	H	WZZK-AF
3. WZRR-F (AOR/CL)	106/ 8.7	5.5	7.4	6.6	5.9	7.1		1526/19.4	15.1	14.3	E	WZRR-F
4. WMJJ-F (AC)	84/ 6.9	8.7	8.1	7.4	7.9	7.8		1227/15.6	18.5	18.3	E	WMJJ-F
5. WERC (N/T)	80/ 6.6	6.7	6.8	8.4	7.6	7.1		944/12.0	14.2	14.7	D	WERC
6. WODL-F (O)	73/ 6.0	5.2	4.2	6.0	5.1	5.4		1050/13.4	13.1	12.3	C	WODL-F
7. WMXQ-F (CHR)	57/ 4.7	4.4	4.9	3.4	4.4	4.4		1084/13.8	15.2	16.0	D	WMXQ-F
8. WDJC-F (REL)	49/ 4.0	3.0	2.5	3.5	2.5	3.3		809/10.3	9.2	8.1	C	WDJC-F
9. WATV (B)	46/ 3.8	3.1	3.0	4.1	3.9	3.5		595/ 7.6	7.2	7.9	B	WATV
10. WTUG-F (B)	42/ 3.5	3.9	3.3	3.5	3.8	3.6		741/ 9.4	10.1	9.0		WTUG-F
11. WAGG (G)	40/ 3.3	4.8	4.1	3.2	3.5	3.9		581/ 7.4	8.6	6.8	A	WAGG
12. WOWC-F (C)	39/ 3.2	2.4	3.1	2.7	2.1	2.9		743/ 9.5	9.1	8.4		WOWC-F
13. WAPI (ST)	38/ 3.1	4.4	3.1	2.7	2.7	3.3		568/ 7.2	8.9	6.8	B	WAPI
14. WWBR-F (AOR/CL)	35/ 2.9	2.7	2.5	3.1	2.1	2.8		648/ 8.3	7.0	6.4		WWBR-F
15. WJLD (B)	29/ 2.4	2.1	1.3	1.6	1.7	1.9		427/ 5.4	6.1	5.5		WJLD
16. WJOX (SPRTS)	20/ 1.6	1.8	2.3	1.5	1.0	1.8		445/ 5.7	7.4	4.9	B	WJOX
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 74.39% (790 of 1062) (SUM 94: 74.23%)

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

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WAYE 1220 BIRMINGHAM	1.1/3.3		
WFFN-F 95.3 CORDOVA	0.4/1.4		
WLBI-F 98.7 WARRIOR	0.5/1.9		
WHMA-F 100.5 ANNISTON	1.4/3.3		
WQEN-F 103.7 GADSDEN	0.7/2.8		
WRSA-F 96.9 DECATUR	0.6/1.9		

BIRMINGHAM

RADIO STATIONS

WAGG	,	1320,	5 KW/110 W	,	Gospel	AURN, \$ 26.00	(D&R)	
WAPI	,	1070,	50 KW/5 KW (DA-N),	,	Standards	WESTWD, \$ 24.00	(Christal)	Dick
WATV	,	900,	1 KW/165 W	,	Black	SMN, ABC, \$ 18.00	(Banner)	
WERC	,	960,	5 KW (DA-N)	,	News/Talk	ABC, WESTWD, \$ 44.00	(Mc-Guild)	Ameron
WJLD	,	1400,	1 KW	,	Black	WESTWD, SMN, \$ 19.00	(K & P)	
WJOX	,	690,	50 KW/500 W	,	Sports	, \$ 20.00	(Christal)	Dick
WZZK	,	610,	5 KW/1 KW(DA-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
WODL-F,		106.9,	99 KW @ 994	,	Oldies	ABC, \$ 70.00	(Katz)	NewCity
WOWC-F,		102.5,	83 KW @ 2096	,	Country	, \$ 30.00	(---)	Ameron (JASPER)
WWBR-F,		105.9,	1.4 KW @ 672	,	AOR	WESTWD, \$ 18.00	(---)	Ameron 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)

BOSTON

Arbitron Rank/Pop (12+): 10/3,206,100
 MSA Rank/Pop: 7/3,780,000
 DMA # 6
 Average Person Ratings: 17.3
 Market TSL: 22.75 hours

Stations: 34/29
 Diaries: 3799/ 844:1/47.6%
 Sample Target: 3615
 % Below Line: 1.8
 % Not Listed: 16.1

1994 Revenue: \$153,800,000
 HH Inc.: \$46,402
 Retail \$: 33.3 Bil
 Pop per Station: 110,555
 #1 Biller: WBCN-F \$18,000,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WBZ (N/T)	402/ 7.3	7.9	9.0	8.0	7.7	8.1		6717/21.0	22.8	21.3	J	WBZ
2. WRKO (T)	365/ 6.6	7.2	7.1	7.5	4.5	7.1		3883/12.1	14.8	12.2	I	WRKO
3. WXKS-F (CHR)	336/ 6.1	5.8	5.6	6.0	7.2	5.9		7021/21.9	20.2	21.2	J	WXKS-F
4. WJMN-F (CHR)	328/ 5.9	5.1	5.7	5.5	5.9	5.6		5385/16.8	15.1	14.6	G	WJMN-F
5. WBCN-F (AOR)	318/ 5.7	4.5	5.1	5.4	4.7	5.2		5084/15.9	13.8	15.3	J	WBCN-F
6. WODS-F (O)	261/ 4.7	4.1	4.4	4.7	5.3	4.5		4941/15.4	13.6	14.6	H	WODS-F
7. WMJX-F (AC)	248/ 4.5	3.9	4.8	4.2	4.9	4.4		4335/13.5	13.2	15.1	I	WMJX-F
8. WEEI (SPRTS)	243/ 4.4	4.2	3.3	3.3	2.8	3.8		4207/13.1	12.7	8.0	H	WEEI
9. WZLX-F (CL AOR)	237/ 4.3	4.1	5.3	4.2	4.6	4.5		4295/13.4	12.6	14.2	I	WZLX-F
10. WCRB-F (CL)	233/ 4.2	3.7	3.9	3.5	2.5	3.8		3414/10.6	9.9	8.1	E	WCRB-F
11. WBMX-F (AC)	209/ 3.8	4.8	4.8	4.6	4.4	4.5		4305/13.4	14.2	14.9	I	WBMX-F
12. WSSH-F (SAC)	174/ 3.1	3.2	3.7	3.4	2.9	3.4		3079/ 9.6	9.0	8.9	G	WSSH-F
13. WEGQ-F (O-70's)	150/ 2.7	3.3	2.4	2.2	1.2	2.7		2961/ 9.2	10.7	4.6	C	WEGQ-F
14. WAAF-F (AOR-NR)	142/ 2.6	2.8	2.8	2.9	2.4	2.8		2585/ 8.1	8.5	7.7	F	WAAF-F
15. WBOS-F (AOR-P)	140/ 2.5	3.3	2.4	2.8	2.8	2.8		3067/ 9.6	10.6	9.8	H	WBOS-F
16. WKLB-F (C)	122/ 2.2	2.4	2.3	1.6	2.3	2.1		1835/ 5.7	6.6	6.5		WKLB-F
17. WXKS (ST)	121/ 2.2	2.0	1.7	2.5	2.3	2.1		1333/ 4.2	4.7	4.5	B	WXKS
18. WBCS-F (C)	114/ 2.1	1.9	2.3	1.8	1.9	2.0		1736/ 5.4	5.6	5.0	E	WBCS-F
19. WFNX-F (AOR-NR)	95/ 1.7	1.8	2.0	2.5	2.4	2.0		2161/ 6.7	7.1	7.1	D	WFNX-F
20. WILD (B)	83/ 1.5	1.0	1.3	1.2	1.5	1.3		784/ 2.4	1.8	2.2	C	WILD
21. WBNW (BUS. N)	36/ 0.7	0.6	1.0	0.7	---	0.8		801/ 2.5	3.2	---		WBNW
22.												
23.												
24.												
25.												

12+ FM SHARE (METRO): 70.26% (3263 of 4644) (SUM 94: 72.84%)

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

BOSTON

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

WCAP	980	LOWELL	0.3/0.8
WESX	1230	SALEM	0.4/1.1
WEZE	1260	BOSTON	0.4/1.4
WJDA	1300	QUINCY	0.5/0.8
WJIB	740	CAMBRIDGE	0.4/1.3
WPLM-F	99.1	PLYMOUTH	0.5/2.1
WROL	950	BOSTON	0.4/1.8
WXRV-F	92.5	HAVERHILL	0.5/2.2
WBRU-F	95.5	PROVIDENCE	0.3/1.5
WCTK-F	98.1	NEW BEDFORD	0.3/0.8
WGIR-F	101.1	MANCHESTER, NH	0.3/1.6
WHEB-F	100.3	PORTSMOUTH, NH	0.4/1.1
WJY-F	94.1	PROVIDENCE	0.5/2.9

RADIO STATIONS

AM STATIONS

WBZ	, 1030, 50 KW (DA-1)	, News	ABC, \$ 270.00 (Group W)	Westinghouse
WBNW	, 590, 5 KW (DA-1)	, Business News	ABC, \$ 130.00 (---)	
WEEI	, 850, 50 KW (DA-2)	, Sports	ABC, AP, \$ 110.00 (Eastman)	Amer. Radio Systems
WILD	, 1090, 5 KW (DAYS)	, Black	AURN, ABC, \$ 50.00 (Roslin)	
WRKO	, 680, 50 KW (DA-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 (D&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 & P)	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 (D&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: WKLB-F sold by Fairbanks to Evergreen (D+) for \$34,000,000 (MVP) . . .

BUFFALO-NIAGARA FALLS

Arbitron Rank/Pop (12+): 40/995,600
 MSA Rank/Pop: 44/1,190,000
 DMA # 41
 Average Person Ratings: 16.9
 Market TSL: 22.25 hours

Stations: 24/22
 Diaries: 2085/478:1/53.4%
 Sample Target: 2130
 % Below Line: 1.1
 % Not Listed: 10.6

1994 Revenue: \$35,300,000
 HH Inc.: \$32,534
 Retail \$: 9.2 Bil
 Pop per Station: 45,254
 #1 Biller: WBEN \$5,000,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WYRK-F (C)	152/ 9.1	9.9	10.8	11.1	9.2	10.2		1776/17.8	19.0	18.2	F	WYRK-F
2. WBEN (T/FS)	138/ 8.2	7.6	8.7	9.9	8.9	8.6		1986/19.9	18.4	22.5	G	WBEN
3. WKSE-F (CHR)	126/ 7.5	8.6	6.3	6.1	8.0	7.1		2238/22.2	24.5	23.8	D	WKSE-F
4. WGRF-F (AOR/CL)	125/ 7.4	5.9	4.7	5.2	6.5	5.8		1673/16.8	16.8	17.1	E	WGRF-F
5. WHTT-F (O)	118/ 7.0	6.5	6.1	6.7	7.2	6.6		1888/19.0	18.9	19.6	F	WHTT-F
6. WEDG-F (AOR-NR)	108/ 6.4	5.9	5.2	5.1	6.2	5.7		1794/18.0	15.9	15.6		WEDG-F
7. WJYE-F (SAC)	103/ 6.1	6.4	8.5	8.2	7.4	7.3		1461/14.7	16.6	17.8	E	WJYE-F
8. WMJQ-F (AC)	101/ 6.0	5.6	6.3	4.1	5.4	5.5		1746/17.5	17.2	17.4	D	WMJQ-F
9. WBLK-F (B)	83/ 4.9	4.9	6.3	6.2	6.6	5.6		943/ 9.5	10.2	10.3	C	WBLK-F
WECK (ST)	83/ 4.9	6.5	5.2	5.5	5.7	5.5		1129/11.3	11.1	10.7	A	WECK
11. WGR (T)	73/ 4.4	6.3	6.5	7.2	5.5	6.1		1458/14.6	18.9	17.8	E	WGR
WSJZ-F (J)	73/ 4.4	4.4	3.3	2.9	3.4	3.8		1144/11.5	12.7	11.8		WSJZ-F
13. CKEY-F (AOR)	36/ 2.1	2.3	3.0	2.0	0.4	2.4		818/ 8.2	8.1	2.0		CKEY-F
14. WWKB (T)	30/ 1.8	1.5	1.6	1.6	1.3	1.6		565/ 5.7	5.6	5.0	B	WWKB
WWWS (T)	30/ 1.8	1.3	0.9	---	0.5	1.4		487/ 4.9	4.7	1.4		WWWS
16. WNUC-F (C)	26/ 1.5	2.0	1.0	1.2	1.3	1.4		657/ 6.6	6.6	5.8	A	WNUC-F
17. WDCX-F (REL)	22/ 1.3	0.5	0.8	1.6	0.7	1.1		331/ 3.3	2.5	2.8		WDCX-F
18.												
19.												
20.												

12+ FM SHARE (METRO): 74.13% (1112 of 1500) (SUM 94: 72.92%)

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

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA/AQH	TSA/CUME
WHTT	1120	BUFFALO	0.4/1.2	
WLVL	1340	LOCKPORT	0.4/1.3	
WJFO	1080	AMHERST	0.7/1.8	
WXRL	1300	LANCASTER	0.5/2.9	
CFNY-F	102.1	TORONTO	1.3/4.4	
CHTZ-F	97.7	ST. CATHERINES, ONT	0.7/3.7	
CHUM-F	104.5	TORONTO	0.4/1.7	

BUFFALO-NIAGARA FALLS

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 (DA-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)	
WDCX,	99.5,	110 KW @ 640,	Religion	, \$ 24.00	(---)	Crawford
WEDG,	103.3,	49 KW @ 341,	AOR-NR	CBS, \$ 50.00	(Katz)	Mercury
WGRF,	96.9,	13 KW @ 889,	AOR - Classic	, \$ 66.00	(Katz)	Mercury
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)
WSJZ,	92.9,	91 KW @ 581,	Jazz	, \$ 49.00	(Eastman)	Pyramid
WYRK,	106.5,	50 KW @ 390,	Country	, \$ 90.00	(Christal)	Amer. Radio Systems

Miscellaneous: WUFX-F changes calls to WEDG-F (July). . .

CHARLESTON, SC

Arbitron Rank/Pop (12+): 82/439,000
 MSA Rank/Pop: 92/546,000
 DMA # 104
 Average Person Ratings: 16.7
 Market TSL: 22.00 hours

Stations: 22/21
 Diaries: 1151/381:1/54.3%
 Sample Target: 1035
 % Below Line: 0.7
 % Not Listed: 11.8

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	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WWZ-F (B)	92/12.6	13.2	11.6	13.7	11.0	12.8		987/22.5	23.4	21.2	C	WWZ-F
2. WEZL-F (C)	72/ 9.8	11.4	8.8	9.8	7.5	10.0		866/19.7	22.1	18.8	D	WEZL-F
3. WAVF-F (AOR)	65/ 8.9	8.7	8.1	7.9	9.8	8.4		865/19.7	17.5	21.0	C	WAVF-F
4. WTMA (N/T)	51/ 7.0	5.1	5.8	4.9	7.6	5.7		632/14.4	11.2	16.0	C	WTMA
5. WYBB-F (CL AOR)	44/ 6.0	3.8	2.9	3.8	3.9	4.1		662/15.1	10.8	16.1	B	WYBB-F
6. WBUB-F (C)	37/ 5.1	7.0	5.7	6.8	5.9	6.2		609/13.9	15.2	13.9	C	WBUB-F
7. WXLV-F (O)	35/ 4.8	4.8	4.7	4.1	5.2	4.6		568/12.9	13.4	15.3	B	WXLV-F
8. WSSX-F (CHR)	34/ 4.7	4.4	5.8	5.7	6.7	5.2		768/17.5	15.7	18.3	C	WSSX-F
9. WSUY-F (SAC)	32/ 4.4	4.5	5.4	3.5	4.3	4.5		453/10.3	9.4	10.3	B	WSUY-F
10. WSSP-F (ST)	28/ 3.8	3.2	3.2	3.3	2.3	3.4		305/ 6.9	6.2	6.3	A	WSSP-F
WMGL-F (B/AC)	28/ 3.8	4.9	5.4	4.5	3.8	4.7		424/ 9.7	11.5	10.7	A	WMGL-F
12. WPAL (B)	21/ 2.9	1.9	2.8	2.2	3.2	2.5		242/ 5.5	4.6	7.1	A	WPAL
13. WPAL-F (B)	20/ 2.7	1.4	1.2	1.2	1.1	1.6		351/ 8.0	5.8	3.9		WPAL-F
14. WXTC-F (AC)	18/ 2.5	3.5	3.0	2.6	4.3	2.9		434/ 9.9	11.8	14.3	C	WXTC-F
15. WZJY (G)	14/ 1.9	2.2	1.1	2.2	1.5	1.9		164/ 3.7	4.1	3.0		WZJY
WWBZ-FF (?)	14/ 1.9	0.9	1.3	1.4	2.4	1.4		196/ 4.5	2.4	4.2		WWBZ-FF
17. WTUA-F (G)	12/ 1.6	1.0	2.6	1.9	1.1	1.8		119/ 2.7	2.6	2.0	A	WTUA-F
18. WJUK-F (O-70's)	11/ 1.5	1.3	1.4	1.9	1.1	1.5		198/ 4.5	5.4	6.3	A	WJUK-F
19.												
20.												

12+ FM SHARE (METRO): 84.81% (547 of 645) (SUM 94: 81.99%)

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

CHARLESTON, SC

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WQIZ	810	ST. GEORGE	0.8/2.0
WXTC	1390	CHARLESTON	0.8/2.6
WDM-F	101.3	SUMTER (COLUMBIA)	0.7/2.6

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	WESTWD, \$60.00	(Banner)	Regent	
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)	Dudley	(RAVENAL)
WNCK-F	, 99.7,	100 KW @ 1210	, EZ (?)	WESTWD, \$15.00	(K & P)		(PORT ROYAL)
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	(GOOSE CREEK)
WWWZ-F	, 93.3,	50 KW @ 492	, Black	AURN, \$34.00	(D & R)	Dudley	(SUMMERVILLE)
WXLY-F	, 102.5,	100 KW @ 1000	, Oldies	WESTWD, \$23.00	(Banner)	Regent	
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)

CHARLOTTE

Arbitron Rank/Pop (12+): 37/1,060,500
 MSA Rank/Pop: 43/1,280,000
 DMA # 30
 Average Person Ratings: 15.8
 Market TSL: 20.75 hours

Stations: 27/22
 Diaries: 2206/481:1/51.9%
 Sample Target: 1965
 % Below Line: 3.7
 % Not Listed: 15.1

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

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WSOC-F (C)	159/ 9.5	10.5	10.0	11.4	10.0	10.4		2387/22.5	22.6	22.1	H	WSOC-F
2. WPEG-F (B)	149/ 8.9	9.5	10.5	10.1	10.2	9.8		1688/15.9	16.1	15.0	G	WPEG-F
3. WRFX-F (AOR)	139/ 8.3	8.4	8.6	8.5	9.5	8.5		2179/20.5	21.9	21.9	H	WRFX-F
4. WBT -AF (FS)	109/ 6.5	8.2	6.8	7.2	7.2	7.2		1617/15.2	15.7	13.3	F	WBT -AF
5. WTDR-F (C)	100/ 6.0	7.0	5.2	5.8	7.3	6.0		1802/17.0	14.8	17.5	F	WTDR-F
WWMG-F (O)	100/ 6.0	4.6	5.1	4.3	4.8	5.0		1532/14.4	12.9	12.3	E	WWMG-F
7. WWSN-F (AC)	96/ 5.7	4.4	5.0	5.8	6.7	5.2		1714/16.2	14.0	19.1		WWSN-F
8. WLYT-F (SAC)	87/ 5.2	5.2	5.7	5.3	3.8	5.4		1533/14.5	13.4	10.8		WLYT-F
9. WEDJ-F (CHR)	86/ 5.1	4.7	5.4	4.6	5.0	5.0		1784/16.8	16.8	15.7	D	WEDJ-F
10. WBAV-F (B/AC)	80/ 4.8	3.7	3.9	4.5	4.0	4.2		1025/ 9.7	9.1	8.1	C	WBAV-F
11. WSSS-F (O-70's)	70/ 4.2	4.3	3.8	5.5	2.3	4.5		1290/12.2	13.1	8.9	E	WSSS-F
12. WEND-F (AOR-NR)	51/ 3.1	1.8	1.5	0.5	2.5	1.7		996/ 9.4	5.0	4.0		WEND-F
13. WIST-F (ST)	43/ 2.6	2.1	0.1	---	---	---		533/ 5.0	3.3	0.6		WIST-F
14. WXRC-F (AOR)	31/ 1.9	2.8	1.8	1.6	2.1	2.0		755/ 7.1	8.4	7.4	C	WXRC-F
15.												

12+ FM SHARE (METRO): 89.21% (1266 of 1419) (SUM 94: 86.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPEG-F>	1 WRFX-F<	1 WRFX-F	1 WRFX-F>	1 WRFX-F	1 WSOC-F<	1 WRFX-F>	1 WSOC-F>	1 WSOC-F<	1 WPEG-F>	1 WPEG-F
2 WEDJ-F>>	2 WPEG-F	2 WPEG-F<	2 WSOC-F	2 WSOC-F	2 WBT -AF	2 WSOC-F	2 WRFX-F	2 WPEG-F	2 WSOC-F	2 WBT -AF<
3	3 WTDR-F	3 WSOC-F	3 WPEG-F	3 WWMG-F<	3 WWMG-F>	3 WBT -AF	3 WBT -AF<	3 WWMG-F<	3 WBT -AF	3 WTDR-F
4	4 WSOC-F	4 WTDR-F<	4 WWMG-F	4 WPEG-F<	4 WRFX-F	4 WWSN-F	4 WLYT-F	4 WRFX-F	4 WTDR-F<	4 WLYT-F
5	5 WEDJ-F	5 WWSN-F	5 WWSN-F	5 WWSN-F	5 WWSN-F	5 WPEG-F	5 WWMG-F	5 WTDR-F<	5 WBAV-F	5 WSOC-F<
6	6 WEND-F	6 WSSS-F	6 WTDR-F	6 WTDR-F<	6	6 WTDR-F	6 WPEG-F	6 WWSN-F<	6 WEDJ-F	6 WRFX-F
7	7 WWSN-F	7 WBAV-F	7	7 WBAV-F<	7	7	7	7 WBT -AF	7	7
8	8	8 WWMG-F	8	8 WSSS-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 WPEG-F	1 WPEG-F	1 WLYT-F	1 WSOC-F<	1 WSOC-F<	1 WEDJ-F<	1 WRFX-F>	1 WRFX-F>	1 WRFX-F>>	1 WRFX-F>
2 WSOC-F	2 WTDR-F<	2 WSOC-F	2 WPEG-F<	2 WWSN-F<	2 WPEG-F	2 WPEG-F<	2 WTDR-F	2 WPEG-F	2 WSOC-F
3 WTDR-F	3 WLYT-F	3 WWSN-F	3 WWSN-F	3 WLYT-F	3 WRFX-F>	3 WTDR-F	3 WSOC-F	3 WSOC-F	3 WWMG-F<
4 WEDJ-F	4 WWSN-F<	4 WPEG-F	4 WLYT-F	4 WWMG-F	4 WEND-F	4 WEND-F<	4 WEND-F	4 WSSS-F	4 WPEG-F<
5 WWSN-F	5 WSOC-F	5 WSSS-F	5 WTDR-F	5 WPEG-F<	5	5 WSOC-F	5 WPEG-F	5 WTDR-F	5 WSSS-F
6	6 WEDJ-F	6 WEDJ-F	6 WBAV-F	6 WBAV-F	6	6 WEDJ-F	6	6 WWMG-F	6 WBT -AF
7	7	7	7 WWMG-F	7 WTDR-F	7	7	7	7	7 WTDR-F
8	8	8	8	8	8	8	8	8	8
9	9	9	9	9					

OTHER RATED STATIONS

METRO CUME TSA TSA
 SHARE/RTG/AQH/CUME

WBAV	1600	CHARLOTTE	0.7/2.2
WCCJ-F	92.7	HARRISBURG	0.7/1.9
WGSP	1310	CHARLOTTE	0.8/2.6
WIST	1480	CHARLOTTE	0.2/0.8
WGR	1540	CHARLOTTE	0.4/0.9
WRFX	610	CHARLOTTE	0.7/3.1
WFMX-F	105.7	STATESVILLE	1.4/5.5
WJMH-F	102.1	REIDSVILLE	0.4/1.2
WKRR-F	92.3	ASHEBORO	0.4/2.2
WKS1-F	98.7	GREENSBORO	0.4/1.2
WMIT-F	106.9	BLACK MOUNTAIN	1.1/4.5

CHARLOTTE

RADIO STATIONS

WBT , 1110, 50 KW (DA-N)	, Full Service/Talk	CBS , \$ 90.00 (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	
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	
WEND-F, 106.5, 100 KW @ 1004, AOR-NR		, \$ 25.00 (Southern)	Dalton	(SALISBURY)
WLYT-F, 102.9, 31 KW @ 1535, Soft AC	ABC, UNISTR , \$ 70.00 (Christal)		SFX	(HICKORY)
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	
WTDR-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)
WWSN-F, 107.9, 98 KW @ 1692, AC/CHR		, \$ 70.00 (Banner)	Jefferson-Pilot	
WXRC-F, 95.7, 100 KW @ 1276, AOR	ABC , \$ 26.00 (---)			(HICKORY)

Miscellaneous: WEZC-F changes to WLYT-F (Sep) . . . WBT-F changes to WWSN-F (July) . . .

CHATTANOOGA

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

Stations: 21/20
Diaries: 1339/282:1/52.0%
Sample Target: 1260
% Below Line: 0.5
% Not Listed: 17.2

1994 Revenue: \$15,600,000
HH Inc.: \$29,638
Retail \$: 4.1 Bil
Pop per Station: 18,865
#1 Biller: WUSY-F \$5,000,000

MSA Rank/Pop: 110/441,000
DMA # 83
Average Person Ratings: 16.1
Market TSL: 21.50 hours

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WUSY-F (C)	118/19.5	20.2	22.9	20.5	22.9	20.8		1346/35.7	37.4	36.6	G	WUSY-F
2. WDEF-F (SAC)	63/10.4	9.6	9.8	8.8	9.8	9.7		818/21.7	20.5	21.6	D	WDEF-F
3. WSKZ-F (AOR/CL)	60/ 9.9	9.2	7.1	7.6	7.7	8.5		816/21.6	19.7	20.6	D	WSKZ-F
4. WJTT-F (B)	42/ 6.9	5.8	6.6	9.3	8.4	7.2		398/10.5	11.5	11.9	C	WJTT-F
5. WOOD-F (C)	26/ 4.3	4.1	4.5	4.5	3.6	4.4		538/14.3	15.1	15.7	B	WOOD-F
6. WGOW (T)	24/ 4.0	2.7	3.1	3.9	3.2	3.4		285/ 7.6	8.0	8.5	B	WGOW
7. WZST-F (CHR)	23/ 3.8	5.3	5.0	1.9	---	4.0		495/13.1	12.6	---	A	WZST-F
8. WNOD (B)	21/ 3.5	3.1	3.1	2.9	2.5	3.2		168/ 4.5	4.8	4.2	A	WNOD
9. WOGT-F (O)	20/ 3.3	2.4	2.1	3.9	4.5	2.9		370/ 9.8	9.0	9.8	A	WOGT-F
10. WKXJ-F (CHR)	19/ 3.1	3.2	3.4	3.2	3.2	3.2		401/10.6	11.6	9.3	A	WKXJ-F
11. WLMX-F (AC)	18/ 3.0	4.6	4.0	4.5	5.2	4.0		435/11.5	11.4	13.6	C	WLMX-F
12. WFXS-F (T)	16/ 2.6	1.4	2.3	3.0	3.0	2.3		238/ 6.3	3.9	8.4	B	WFXS-F
13. WOOD (ST)	13/ 2.1	3.8	1.4	2.5	2.1	2.5		159/ 4.2	5.2	6.4	A	WOOD
14.												
15.												

12+ FM SHARE (METRO): 85.66% (430 of 502) (SUM 94: 87.36%)

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

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

WBOX-F	102.7	TRENTON	0.8/3.7
WDEF	1370	CHATTANOOGA	1.0/4.5
WGGC-F	101.9	RINGGOLD, GA	1.2/4.3
WEPG	910	S. PITTSBURG	0.5/1.4
WFLI	1070	LOOKOUT MTN	0.8/3.1
WMPZ-F	93.7	RINGGOLD, GA	1.7/4.1
WKLS-F	96.1	ATLANTA	0.5/1.4

CHATTANOOGA

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N)	, -- SEE WDEF-FM		
WDOO, 1310, 5 KW (DA-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 (DAYS)	, Black	AURN, \$ 15.00 (Banner)	
WBDX-F, 102.7, .3 KW @ 1374,	Talk	IBN, WESTWD, \$ 15.00 (---)	WFXS duop (TRENTON)
WDEF-F, 92.3, 100 KW @ 1181,	Soft AC	CBS, \$ 40.00 (Eastman)	Park
WDOO-F, 96.5, 100 KW @ 1079,	Country	WESTWD, \$ 21.00 (Banner)	Bahakel
WFXS-F, 102.3, 3 KW @ 285,	Talk	, \$ 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)	(RINGGOLD, GA)
WOGT-F, 107.9, 2.9 KW @ 968,	Oldies	WESTWD, \$ 18.00 (Christal)	Bloomington (EAST RIDGE)
WSGC-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)

***** 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	

CHICAGO

Arbitron Rank/Pop (12+): 3/6,880,700
 MSA Rank/Pop: 3/8,570,000
 DMA # 3
 Average Person Ratings: 17.8
 Market TSL: 23.25 hours

Stations: 38/38
 Diaries: 5855/1322:1/49.0%
 Sample Target: 5205
 % Below Line: 0.0
 % Not Listed: 10.5

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

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WICI-F (B)	822/ 6.7	6.0	6.4	6.3	7.4	6.4		9502/13.8	13.4	13.7	J	WICI-F
2. WGN (FS/T)	757/ 6.2	5.8	7.1	6.9	6.4	6.5		9248/13.4	13.7	13.8	K	WGN
3. WBBM-F (CHR)	547/ 4.5	3.9	4.0	4.3	4.3	4.2		10638/15.5	14.6	15.3	J	WBBM-F
4. WUSN-F (C)	519/ 4.2	4.7	4.3	4.1	4.2	4.3		7677/11.2	10.8	10.2	K	WUSN-F
5. WVAZ-F (B/AC)	501/ 4.1	3.9	3.9	4.3	3.5	4.1		6592/ 9.6	9.2	9.1	I	WVAZ-F
6. WNUA-F (J)	479/ 3.9	3.5	3.2	3.5	3.6	3.5		7237/10.5	9.6	9.5	I	WNUA-F
7. WRCX-F (AOR)	464/ 3.8	3.1	3.0	3.1	2.8	3.3		7979/11.6	10.7	10.6	H	WRCX-F
8. WBBM (N)	456/ 3.7	3.8	3.4	3.9	4.1	3.7		10209/14.8	13.4	15.0	J	WBBM
9. WLIT-F (SAC)	454/ 3.7	3.9	4.1	4.1	4.2	4.0		7402/10.8	10.5	11.3	I	WLIT-F
10. WKQX-F (AOR-NR)	417/ 3.4	3.8	3.7	3.6	4.3	3.6		9674/14.1	14.3	13.8	I	WKQX-F
11. WJMK-F (O)	414/ 3.4	3.8	3.4	3.1	2.6	3.4		8673/12.6	13.7	11.4	I	WJMK-F
WOJO-F (SP)	414/ 3.4	3.0	2.7	2.7	2.8	3.0		3851/ 5.6	5.4	4.4	G	WOJO-F
13. WMAQ (N/SPRTS)	382/ 3.1	4.0	3.6	2.2	2.0	3.2		7789/11.3	14.8	10.0	J	WMAQ
14. WXRT-F (AOR-P)	358/ 2.9	3.1	2.8	2.7	2.7	2.9		5140/ 7.5	8.1	7.4	H	WXRT-F
15. WLS (T)	337/ 2.8	3.1	2.9	3.5	3.4	3.1		4581/ 6.7	6.9	7.7	G	WLS
16. WCKG-F (CL AOR)	306/ 2.5	2.1	2.3	2.3	2.6	2.3		7074/10.3	10.5	10.8	I	WCKG-F
17. WAIT (ST)	300/ 2.5	1.8	2.4	1.1	1.1	2.0		2693/ 3.9	3.4	2.1		WAIT
18. WTMX-F (AC)	294/ 2.4	2.1	2.4	2.4	2.2	2.3		6659/ 9.7	8.7	8.9	H	WTMX-F
19. WEJM-F (B)	288/ 2.4	2.3	1.9	2.3	1.5	2.2		4052/ 5.9	6.1	4.8		WEJM-F
20. WPNT-F (AC/CHR)	274/ 2.2	2.1	1.9	2.2	2.6	2.1		6091/ 8.9	8.8	9.5	H	WPNT-F
21. WLUP-F (T/AOR)	268/ 2.2	2.4	3.2	3.3	3.2	2.8		4499/ 6.5	6.9	8.8	J	WLUP-F
22. WYSY-F (O-70's)	229/ 1.9	2.1	1.7	1.8	2.4	1.9		5346/ 7.8	8.3	7.7	E	WYSY-F
23. WNIB-F (CL)	194/ 1.6	1.7	2.0	1.9	1.1	1.8		3442/ 5.0	5.6	4.7	E	WNIB-F
24. WICI (B/O)	175/ 1.4	1.4	1.4	1.1	1.3	1.3		2282/ 3.3	3.6	3.4		WICI
25. WFMT-F (CL)	162/ 1.3	1.5	1.3	1.1	1.4	1.3		2808/ 4.1	4.5	4.8	E	WFMT-F
26. WIND (SP)	143/ 1.2	1.2	1.1	1.3	0.9	1.2		1917/ 2.8	3.1	2.0	G	WIND
27. WSCR (SPRSTS)	134/ 1.1	1.8	1.6	1.8	1.4	1.6		2039/ 3.0	3.8	3.5	E	WSCR
28. WLS -F (T)	133/ 1.1	0.6	0.7	1.0	0.8	0.9		2261/ 3.3	3.0	3.4		WLS -F
29. WJJD (T)	120/ 1.0	1.0	1.1	2.3	2.5	1.4		1932/ 2.8	3.1	6.6	F	WJJD
30. WMVP (SPRSTS)	108/ 0.9	1.3	1.2	1.3	0.9	1.2		2271/ 3.3	5.0	4.7	G	WMVP

12+ FM SHARE (METRO): 71.46% (7828 of 10955) (SUM 94: 71.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBBM-F	1 WICI-F	1 WICI-F>	1 WICI-F>	1 WICI-F	1 WGN >>	1 WGN >>	1 WICI-F	1 WICI-F>	1 WICI-F>	1 WGN
2 WCI-F<	2 WRCX-F	2 WRCX-F	2 WVAZ-F<	2 WVAZ-F<	2 WBBM	2 WBBM	2 WGN	2 WBBM-F<	2 WBBM-F	2 WBBM
3 WEJM-F	3 WBBM-F	3 WVAZ-F	3 WUSN-F	3 WUSN-F<	3 WNUA-F	3 WCI-F	3 WNUA-F	3 WUSN-F	3 WGN	3 WCI-F>
4 WKQX-F	4 WKQX-F	4 WBBM-F	4 WXRT-F	4 WNUA-F	4 WMAQ	4 WRCX-F	4 WLIT-F	4 WNUA-F	4 WVAZ-F	4 WVAZ-F
5	5 WOJO-F<	5 WUSN-F	5 WNUA-F	5 WJMK-F	5 WJMK-F	5 WUSN-F	5 WUSN-F	5 WLIT-F	5 WKQX-F	5 WBBM-F
6	6 WXRT-F	6 WXRT-F	6 WJMK-F	6 WXRT-F	6 WLIT-F	6 WMAQ	6 WBBM-F	6 WVAZ-F	6 WEJM-F	6 WLS
7	7 WVAZ-F	7 WJMK-F	7 WRCX-F	7 WLIT-F	7 WUSN-F	7 WCKG-F	7 WKQX-F	7 WKQX-F	7 WNUA-F	7 WMAQ
8	8 WSUN-F	8 WKQX-F	8 WLIT-F	8 WRCX-F	8 WVAZ-F	8 WLIT-F	8 WOJO-F	8 WRCX-F	8 WRCX-F	8 WNUA-F
9	9	9 WNUA-F	9 WOJO-F	9 WOJO-F	9 WAIT	9 WVAZ-F	9 WXRT-F	9 WGN	9 WUSN-F	9
10	10	10 WOJO-F	10 WCKG-F	10 WCKG-F	10 WGN	10 WOJO-F	10 WRCX-F	10 WOJO-F	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WCI-F>	1 WCI-F>	1 WCI-F>	1 WCI-F>	1 WCI-F	1 WRCX-F<	1 WRCX-F>	1 WRCX-F>>	1 WRCX-F	1 WRCX-F
2 WBBM-F	2 WBBM-F	2 WUSN-F	2 WVAZ-F	2 WVAZ-F	2 WCI-F>	2 WCI-F	2 WXRT-F	2 WCI-F	2 WXRT-F
3 WKQX-F	3 WPNT-F<	3 WPNT-F	3 WUSN-F	3 WUSN-F	3 WBBM-F	3 WBBM-F	3 WCI-F	3 WCI-F	3 WCI-F
4 WEJM-F	4 WKQX-F	4 WOJO-F	4 WTMX-F	4 WNUA-F<	4 WKQX-F	4 WKQX-F	4 WOJO-F	4 WBBM-F<	4 WNUA-F
5 WRCX-F	5 WUSN-F	5 WXRT-F	5 WBBM-F	5 WJMK-F<	5 WEJM-F	5 WXRT-F	5 WLUP-F	5 WCKG-F	5 WCKG-F
6 WPNT-F	6 WVAZ-F	6 WVAZ-F	6 WPNT-F	6 WLIT-F	6 WCKG-F	6 WCKG-F<	6 WCKG-F	6 WKQX-F	6 WUSN-F
7 WTMX-F	7 WTMX-F	7 WNUA-F	7 WNUA-F	7 WTMX-F	7 WVAZ-F	7 WOJO-F<	7 WKQX-F	7 WLUP-F	7 WJMK-F
8 WVAZ-F	8 WOJO-F	8 WTMX-F	8 WJMK-F	8 WPNT-F	8 WOJO-F	8 WLUP-F	8 WBBM-F	8 WVAZ-F	8 WLUP-F
9	9 WXRT-F	9 WLIT-F	9 WLIT-F	9 WOJO-F	9 WLUP-F	9 WVAZ-F	9 WUSN-F	9 WOJO-F	9 WLIT-F
10	10 WLIT-F	10 WBBM-F	10 WOJO-F	10 WGN	10 WXRT-F	10	10 WVAZ-F	10 WUSN-F	10 WVAZ-F

CHICAGO

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

WBUS-F	99.9	KANKAKEE	0.4/2.4
WCCQ-F	98.3	CREST HILL	0.4/1.4
WILL-F	95.1	KENOSHA	0.5/1.8
WLXX	1200	CHICAGO	0.5/1.1
WTAQ	1300	LA GRANGE	0.5/1.6
WVON	1450	CICERO	0.8/0.7
WXLC-F	102.3	WAUKEGAN	0.3/1.0
WYCA-F	92.3	HAMMOND	0.8/2.0

RADIO STATIONS

AM STATIONS

WBBM	780	50 KW	, News	CBS	\$ 265.00 (CBS)	CBS
WGCI	1390	5 KW (DA-2)	, Black Oldies	AURN	\$ NA (Mc-Guild)	Gannett
WGN	720	50 KW	, Full Service	ABC	\$ 400.00 (Christal)	Tribune Co.
WIND	560	5 KW (DA-2)	, Hispanic		\$ 94.00 (Katz)	Tichenor
WJJD	1160	50 KW/4 KW (DA-2)	, Talk	WESTWD, AP	\$ 97.00 (Katz)	Infinity
WLS	890	50 KW	, Talk	ABC	\$ 175.00 (Banner)	Cap. Cities/ABC
WMAQ	670	50 KW	, News/Sports	WESTWD, CNN	\$ 210.00 (Group W)	Westinghouse
WMVP	1000	50 KW (DA-2)	, Sports		\$ 90.00 (MMR)	Evergreen
WSCR	820	5 KW (DAYS)	, Sports		\$ 120.00 (CBS)	Westinghouse
WTAQ	1300	5 KW/500W (DA-2)	, Hispanic	CBS, CRC	\$ 50.00 (Lotus)	Lotus

FM STATIONS

WBBM	96.3	4.2 KW @ 1555	CHR	CBS	\$ 225.00 (CBS)	CBS
WCKG	105.9	4.1 KW @ 1581	Classic AOR		\$ 198.00 (Katz)	Cox
WFMT	98.7	16 KW @ 1171	Classical/Fine Arts		\$ 105.00 (D&R)	
WGCI	107.5	33 KW @ 600	Black		\$ 329.00 (Mc-Guild)	Gannett
WJMK	104.3	4.0 KW @ 820	Oldies	WESTWD	\$ 295.00 (Katz)	Infinity
WEJM	106.3	3 KW @ 367	Black	ABC	\$ 48.00 (D&R)	Evergreen
WKQX	101.1	6 KW @ 1171	AOR - New Rock	Source	\$ 185.00 (D&R)	Emmis
WLIT	93.9	4 KW @ 1581	Soft AC		\$ 238.00 (Christal)	Viacom
WLS	94.7	4.4 KW @ 1528	--- See WLS - AM			
WLUP	97.9	6 KW @ 1171	Talk/AOR		\$ 305.00 (MMR)	Evergreen
WNIB	97.1	8 KW @ 1191	Classical		\$ 125.00 (CHBS)	
WNUA	95.5	8 KW @ 1171	Jazz		\$ 245.00 (Eastman)	Pyramid
WOJO	105.1	8 KW @ 1174	Hispanic		\$ 140.00 (Katz Hisp)	Tichenor
WPNT	100.3	8 KW @ 1171	AC/CHR		\$ 158.00 (Eastman)	Century
WTMX	101.9	4.2 KW @ 1558	AC		\$ 145.00 (Mc-Guild)	Bonneville
WUSN	99.5	6 KW @ 1171	Country		\$ 355.00 (Torbet)	Infinity
WVAZ	102.7	6 KW @ 1171	Black/AC	UPI	\$ 265.00 (Banner)	Evergreen
WRCX	103.5	4.3 KW @ 1548	AOR		\$ 168.00 (MMR)	Evergreen
WXRT	93.1	7 KW @ 1309	AOR - P		\$ 195.00 (CBS)	Westinghouse
WYSY	107.9	23 KW @ 741	Oldies (70's)		\$ 85.00 (---)	Cox (AURORA)

CINCINNATI

Arbitron Rank/Pop (12+): 25/1,548,800
 MSA Rank/Pop: 30/1,920,000
 DMA # 29
 Average Person Ratings: 15.9
 Market TSL: 21.00 hours

Stations: 28/21
 Diaries: 2929/541:1/54.3%
 Sample Target: 2520
 % Below Line: 4.8
 % Not Listed: 12.6

1994 Revenue: \$69,000,000
 HH Inc.: \$36,838
 Retail \$: 17.3 Bil
 Pop per Station: 73,752
 #1 Biller: WLW \$16,000,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WLW (FS/T)	286/11.6	12.9	10.9	9.9	12.4	11.3		4349/28.1	29.5	28.8	J	WLW
2. WUBE-F (C)	234/ 9.5	8.9	10.4	9.8	9.6	9.7		2885/18.6	18.2	19.4	H	WUBE-F
3. WEBN-F (AOR)	202/ 8.2	9.3	8.0	7.0	8.1	8.1		3310/21.4	21.4	20.8	H	WEBN-F
4. WIZF-F (B)	170/ 6.9	5.9	5.9	5.8	6.1	6.1		1760/11.4	10.5	11.1	D	WIZF-F
5. WKRQ-F (CHR)	141/ 5.7	5.6	5.2	4.8	6.3	5.3		2954/19.1	19.0	22.6	H	WKRQ-F
6. WRRM-F (SAC)	137/ 5.6	4.4	5.4	5.1	3.7	5.1		2345/15.1	12.0	11.5	F	WRRM-F
7. WGRR-F (O)	130/ 5.3	5.1	6.0	5.2	5.7	5.4		1972/12.7	14.7	16.4	H	WGRR-F
8. WSAI (ST)	116/ 4.7	4.9	5.1	5.5	4.5	5.1		1130/ 7.3	8.0	8.4	B	WSAI
9. WCKY (T)	114/ 4.6	4.9	6.1	6.6	4.8	5.6		1811/11.7	11.5	12.1	F	WCKY
10. WWNK-F (AC)	103/ 4.2	3.8	3.9	3.8	3.7	3.9		1838/11.9	12.0	12.2	F	WWNK-F
11. WYGY-F (C)	85/ 3.4	3.6	3.8	3.0	4.5	3.5		1767/11.4	11.4	11.8	D	WYGY-F
12. WPPT-F (O-70's)	77/ 3.1	3.1	2.7	3.4	3.8	3.1		1836/11.9	12.1	12.5	C	WPPT-F
13. WOFX-F (CL AOR)	71/ 2.9	3.8	2.7	3.8	3.0	3.3		1820/11.8	13.0	12.7	E	WOFX-F
14. WAQZ-F (AOR-NR)	46/ 1.9	2.2	1.5	1.7	1.7	1.8		1227/ 7.9	7.6	6.4	B	WAQZ-F
15. WAKW-F (REL)	38/ 1.5	2.0	1.5	1.3	1.1	1.6		696/ 4.5	5.0	4.4		WAKW-F
16. WCIN (B)	34/ 1.4	1.0	1.4	1.5	1.8	1.3		513/ 3.3	2.9	2.8	A	WCIN
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 72.55% (1562 of 2153) (SUM 94: 71.86%)

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

CINCINNATI

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

WCVG	1320	COVINGTON, KY	0.4/0.8
WNLT-F	104.3	HARRISON	0.5/1.5
WNOP	740	NEWPORT, KY	0.3/0.9
WOXY-F	97.7	OXFORD	0.4/1.9
WUBE	1230	CINCINNATI	0.4/1.6
WFCJ-F	93.7	MIAMISBURG	0.4/1.3
WGTZ-F	92.9	EATON (DAYTON)	0.8/3.8
WHKO-F	99.1	DAYTON	1.0/3.0
WLQT-F	99.9	KETTERING (DAYTON)	0.4/1.0
WPFB	910	MIDDLETOWN	0.5/2.0
WPFB-F	105.9	MIDDLETOWN	1.3/4.0
WTUE-F	104.7	DAYTON	0.5/2.6

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
WOFX,	92.5,	16 KW @ 909	Classic AOR	,	\$ 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	Jazz	,	\$ 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)

Miscellaneous: In October Jacor purchased the programming assets of WOFX and moved them to WPPT. The old WOFX frequency (94.9) changed to a Jazz format. . .

CLEVELAND

Arbitron Rank/Pop (12+): 22/1,766,100
 MSA Rank/Pop: 20/2,230,000
 DMA # 12
 Average Person Ratings: 17.6
 Market TSL: 23.25 hours

Stations: 27/23
 Diaries: 2796/632:1/54.7%
 Sample Target: 2715
 % Below Line: 3.6%
 % Not Listed: 9.5%

1994 Revenue: \$68,600,000
 HH Inc.: \$35,282
 Retail \$: 20.0 Bil
 Pop per Station: 76,787
 #1 Biller: WMJI-F \$9,000,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WMJI-F (O)	261/ 8.4	7.1	7.6	8.1	8.3	7.8		3870/21.9	18.7	18.8	H	WMJI-F
2. WZAK-F (B)	253/ 8.2	8.1	7.7	8.0	7.6	8.0		2710/15.3	15.2	13.9	G	WZAK-F
3. WGAR-F (C)	235/ 7.6	8.4	8.9	10.6	8.0	8.9		2874/16.3	16.7	16.5	H	WGAR-F
4. WDOK-F (SAC)	223/ 7.2	7.6	7.2	7.3	5.8	7.3		3096/17.5	17.6	14.8	G	WDOK-F
5. WNCX-F (CL AOR)	193/ 6.2	5.7	6.2	5.9	5.9	6.0		3078/17.4	16.3	17.5	G	WNCX-F
6. WRMR (ST)	181/ 5.8	5.8	6.5	7.2	6.0	6.3		1611/ 9.1	10.1	9.7	C	WRMR
7. WMMS-F (AOR)	168/ 5.4	6.5	6.4	5.9	7.7	6.1		3005/17.0	18.4	20.0	G	WMMS-F
8. WQAL-F (AC)	167/ 5.4	6.1	5.9	5.0	5.9	5.6		3004/17.0	18.7	17.3	F	WQAL-F
9. WKNR (SPRTS)	148/ 4.8	4.2	1.9	2.8	3.8	3.4		2642/15.0	12.7	12.5	F	WKNR
10. WLTF-F (AC)	147/ 4.7	5.2	4.4	6.0	5.8	5.1		2534/14.3	16.0	14.8	C	WLTF-F
11. WNWV-F (J)	121/ 3.9	4.0	2.8	3.7	3.1	3.6		1728/ 9.8	9.5	8.3	C	WNWV-F
12. WWWE (T)	114/ 3.7	4.5	4.4	3.2	4.9	4.0		1817/10.3	12.8	12.7	E	WWWE
13. WZJM-F (CHR)	107/ 3.4	3.3	3.5	3.5	3.1	3.4		2293/13.0	13.5	12.1	D	WZJM-F
14. WENZ-F (AOR-NR)	100/ 3.2	2.0	2.5	2.0	1.9	2.4		1927/10.9	9.6	8.7	C	WENZ-F
15. WCLV-F (CL)	90/ 2.9	2.9	3.4	2.5	1.8	2.9		1402/ 7.9	8.4	6.7	C	WCLV-F
16. WJMO (B/O)	57/ 1.8	1.9	1.7	1.6	2.1	1.8		860/ 4.9	5.0	4.4	B	WJMO
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 77.90% (2189 of 2810) (SUM 94: 76.64%)

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

CLEVELAND

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

WABQ	1540	CLEVELAND	0.9/2.1
WELW	1330	WILLOUGHBY	0.3/1.4
WEOL	930	ELYRIA	0.9/2.3
WERE	1300	CLEVELAND	0.9/3.4
WHK	1420	CLEVELAND	0.5/2.5
WMIH	1260	CLEVELAND	0.3/1.1
WZLE-F	104.9	LORAIN	0.4/1.7
WKDD-F	96.5	AKRON	0.5/3.4
WKKY-F	104.7	GENEVA	0.5/1.7
WONE-F	97.5	AKRON	1.6/4.8
WQMX-F	94.9	MEDINA	1.0/2.9

RADIO STATIONS

AM STATIONS

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)	OmniAmerica
WJMO,	1490,	1 KW	, Black/Oldies	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 STATIONS

WCLV,	95.5,	31 KW @ 620	, Classical	, \$ 60.00	(CMBS)	
WDOX,	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
WZJH,	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	, Oldies	WESTWD, \$180.00	(Katz)	OmniAmerica
WMMS,	100.7,	34 KW @ 600	, AOR	WESTWD, Source, \$184.00	(Katz)	OmniAmerica
WNCX,	98.5,	16 KW @ 961	, Classic AOR	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

Miscellaneous: WHK, WMJI-F, WMMS-F sold by OmniAmerica to Citicasters (D) for \$74,000,000 (E) (Crisler, Star). . .

COLORADO SPRINGS

Arbitron Rank/Pop (12+): 102/369,500

MSA Rank/Pop: 106/459,000
DMA # 102 (w/Pueblo)
Average Person Ratings: 15.2
Market TSL: 20.50 hours

Stations: 22/16
Diaries: 1322/280:1/58.7%
Sample Target: 1200
% Below Line: 11.6
% Not Listed: 19.2

1994 Revenue: \$13,300,000
HH Inc.: \$33,512
Retail \$: 4.2 Bil
Pop per Station: 23,094
#1 Biller: KKCS-F \$3,200,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. KKCS-AF (C)	51/ 9.1	12.0	9.9	9.5	9.6	10.1		723/19.6	22.6	18.3	E	KKCS-AF
2. KKFM-F (AOR/CL)	46/ 8.2	9.7	9.3	7.2	9.3	8.6		666/18.0	21.8	19.5	D	KKFM-F
3. KKMG-F (CHR)	45/ 8.0	9.2	9.1	10.2	10.2	9.1		861/23.3	21.5	22.6	C	KKMG-F
KILO-F (AOR)	45/ 8.0	5.6	5.9	8.2	7.9	6.9		629/17.0	14.1	16.2	B	KILO-F
5. KVOR (N/T)	37/ 6.6	6.9	6.4	6.5	7.2	6.6		476/12.9	15.4	17.0	B	KVOR
6. KSPZ-F (O)	35/ 6.2	5.6	5.9	7.3	4.1	6.3		531/14.4	16.8	15.3	C	KSPZ-F
7. KKLI-F (SAC)	26/ 4.6	5.1	4.0	7.0	5.6	5.2		451/12.2	12.6	15.5	C	KKLI-F
KCCY-F (C)	26/ 4.6	3.1	2.4	1.3	2.0	2.9		344/ 9.3	9.1	6.4		KCCY-F
KOA (N/T)	26/ 4.6	3.6	4.0	4.2	4.5	4.1		443/12.0	11.3	12.7		KOA
10. KVUU-F (AC)	23/ 4.1	5.1	5.6	6.5	6.3	5.3		503/13.6	15.6	18.7	C	KVUU-F
11. KRDO-F (SAC)	17/ 3.0	3.6	4.0	4.7	4.8	3.8		373/10.1	11.5	14.3	B	KRDO-F
12. KIKX-F (O-70's)	16/ 2.8	3.3	3.5	3.0	2.3	3.2		358/ 9.7	10.4	9.2	A	KIKX-F
13. KBIQ-F (REL)	14/ 2.5	2.3	3.2	1.3	3.1	2.3		218/ 5.9	6.4	6.3	A	KBIQ-F
14. KHII-F (C)	11/ 2.0	1.0	2.0	1.3	1.4	1.6		187/ 5.1	5.0	4.7		KHII-F
15. KCMN (ST)	10/ 1.8	3.8	5.2	2.2	1.8	3.3		112/ 3.0	4.3	4.1	A	KCMN

12+ FM SHARE (METRO): 81.72% (371 of 454) (SUM 94: 81.23%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKMG-F>>	1 KILO-F<	1 KKFM-F<	1 KKFM-F	1 KKFM-F<	1 KVOR	1 KKFM-F	1 KKFM-F<	1 KKCS-AF<	1 KKMG-F<	1 KVOR
2 KILO-F	2 KKFM-F	2 KILO-F<	2 KKCS-AF	2 KKCS-AF	2 KKCS-AF<	2 KKCS-AF	2 KVOR <	2 KILO-F	2 KILO-F	2 KKMG-F
3	3 KKMG-F	3 KKCS-AF	3 KILO-F	3 KILO-F<	3 KSPZ-F	3 KVOR	3 KKCS-AF	3 KKFM-F	3 KKCS-AF	KOA
4	4 KKCS-AF	4 KKMG-F	4 KSPZ-F	4 KSPZ-F	4 KOA	4 KKMG-F	4 KILO-F<	4 KKMG-F	4	KKFM-F
5	5 KCCY-F	5 KSPZ-F	5 KKMG-F	5 KKMG-F	5 KKLI-F	5 KILO-F	5 KKMG-F	5	5	5
6	6	6	6	6	6	KSPZ-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 KCCY-F	1 KKCS-AF<	1 KKCS-AF	1 KKCS-AF	1 KKCS-AF	1 KILO-F	1 KILO-F	1 KKFM-F	1 KILO-F<	1 KKFM-F
2 KKMG-F	2 KKFM-F	KKFM-F	2 KKMG-F<	2 KSPZ-F	2 KKMG-F	2 KKFM-F	2 KILO-F	2 KKFM-F>	2 KILO-F>
3 KKCS-AF	KKMG-F	3 KKMG-F	3 KKFM-F	3 KKLI-F	3 KKFM-F	3 KKMG-F>	3 KKMG-F	3 KKCS-AF	3 KKCS-AF
4 KILO-F	4 KCCY-F	4 KILO-F	KSPZ-F	4 KKFM-F	4 KKCS-AF	4	4 KKCS-AF	KKMG-F	4 KVOR
5	5 KILO-F	5	5 KCCY-F	5 KKMG-F	5	5	KVUU-F	5	5
6	6	6	6 KKLI-F	6	6	6	KCCY-F	6	6

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	TSA /CUME
KGFT-F	100.7	PUEBLO	1.2/4.8	
KRDO	1240	COLO. SPGS	1.1/5.1	
KBCO-F	97.3	BOULDER	0.4/0.9	
KGHF	1350	PUEBLO	0.4/0.9	
KVOD-F	99.5	DENVER	0.9/1.0	
KXPK-F	96.5	EVERGREEN	0.7/1.7	

COLORADO SPRINGS

RADIO STATIONS

KCMH, 1530,	1 KW (DAYS)	, Standards	WESTWD, CNN , \$	14.00 (---)	
KRDO, 1240,	1 KW (DA-1)	, Sports/Talk	ABC, 1 ON 1 , \$	12.00 (D & R)	
KTWK, 740,	3.5 KW/1.6 KW(DA-2),	Talk	CNN, UNISTR , \$	15.00 (Katz)	Pourtales
KVOR, 1300,	5 KW/1 KW	, News/Talk	ABC, CBS , \$	27.00 (Katz)	Pourtales
KBIQ-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
 MSA Rank/Pop: 103/480,000
 DMA # 82
 Average Person Ratings: 16.2
 Market TSL: 21.50 hours

Stations: 19/16
 Diaries: 1401/284:1/53.0%
 Sample Target: 1275
 % Below Line: 1.2
 % Not Listed: 13.9

1994 Revenue: \$16,900,000
 HH Inc.: \$34,799
 Retail \$: 4.6 Bil
 Pop per Station: 24,913
 #1 Biller: WDM-F \$3,500,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WDM-F (B)	130/20.1	17.6	17.5	16.4	17.7	17.9		1099/27.6	24.3	25.3	E	WDM-F
2. WCOS-F (C)	64/ 9.9	11.9	13.0	13.1	10.6	12.0		836/21.0	21.7	24.3	E	WCOS-F
3. WNOK-F (CHR)	52/ 8.0	9.1	8.0	9.8	6.5	8.7		817/20.5	22.8	20.4	C	WNOK-F
4. WARQ-F (AOR)	47/ 7.3	4.6	4.8	4.9	3.9	5.4		593/14.9	12.8	11.2	A	WARQ-F
5. WTCB-F (AC)	44/ 6.8	7.4	6.7	7.4	6.3	7.1		602/15.1	17.1	14.2	D	WTCB-F
6. WSCQ-F (EZ)	37/ 5.7	6.7	5.1	4.3	6.8	5.5		440/11.0	11.0	12.1	B	WSCQ-F
7. WFMV-F (G)	36/ 5.6	5.6	7.7	5.1	4.4	6.0		391/ 9.8	11.9	8.5	A	WFMV-F
8. WMFX-F (AOR/CL)	33/ 5.1	4.3	5.1	5.2	7.7	4.9		542/13.6	15.3	17.5	C	WMFX-F
9. WOMG-F (O)	27/ 4.2	4.2	5.3	6.0	4.2	4.9		503/12.6	11.8	13.3	C	WOMG-F
WVOC (N/T)	25/ 3.9	4.8	5.1	7.9	7.4	5.4		490/12.3	11.1	16.9	C	WVOC
WTKZ-F (C)	25/ 3.9	3.5	3.9	2.2	4.0	3.4		443/11.1	9.9	12.3	C	WTKZ-F
12. WISW (T)	9/ 1.4	0.6	0.2	0.3	---	0.6		218/ 5.5	3.8	0.8		WISW
13. WOIC (B/G)	8/ 1.2	2.7	2.0	1.3	1.9	1.8		189/ 4.7	5.2	4.7	A	WOIC
14.												
15.												

12+ FM SHARE (METRO): 91.02% (507 of 557) (SUM 94: 87.07%)

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 WDM-F>>	1 WCOS-F<	1 WDM-F>	1 WDM-F>	1 WDM-F>>	1 WDM-F
2 WNOK-F	2 WARQ-F<	2 WARQ-F<	2 WTCB-F	2 WTCB-F<	2 WDM-F	2 WCOS-F>	2 WCOS-F	2 WCOS-F	2 WCOS-F	2 WCOS-F>>
3	3 WNOK-F>	3 WNOK-F	3 WNOK-F	3 WCOS-F	3 WSCQ-F	3 WSCQ-F	3 WNOK-F<	3 WARQ-F	3 WNOK-F	3
4	4 WCOS-F	4 WTCB-F	4 WARQ-F<	4 WNOK-F	4 WTCB-F	4 WNOK-F<	4 WTCB-F	4 WNOK-F	4 WARQ-F	4
5	5 WTCB-F	5 WCOS-F<	5 WCOS-F	5 WARQ-F	5 WFMV-F	5 WMFX-F	5 WARQ-F	5 WTCB-F	5	5
6	6	6 WMFX-F	6 WMFX-F	6 WMFX-F	6	6 WVOC	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 WDM-F>
2 WARQ-F	2 WNOK-F	2 WNOK-F	2 WTCB-F<	2 WTCB-F>	2 WARQ-F	2 WARQ-F	2 WARQ-F	2 WARQ-F	2 WARQ-F<
3 WNOK-F	3 WARQ-F	3 WTCB-F	3 WNOK-F>	3 WCOS-F	3 WNOK-F	3 WNOK-F>>	3 WNOK-F	3 WMFX-F<	3 WMFX-F<
4	4 WTCB-F	4 WCOS-F	4 WARQ-F<	4 WNOK-F	4	4	4	4 WNOK-F	4 WCOS-F
5	5 WCOS-F	5	5 WFMV-F	5 WFMV-F	5	5	5	5 WCOS-F	5 WNOK-F
6	6	6	6 WCOS-F	6 WOMG-F	6	6	6	6	6

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA/AQH	TSA/CUME
WKWQ-F	93.1	BATESBURG	0.3/1.6	
WLXC-F	98.5	LEXINGTON	0.3/2.4	
WTGH	620	CAYCE	1.2/3.1	
WBBQ-F	104.3	AUGUSTA, GA	0.6/2.5	
WROQ-F	101.1	ANDERSON	0.3/1.1	
WXLY-F	102.5	CHARLESTON	0.3/1.1	

COLUMBIA, SC

RADIO STATIONS

WOIC, 1230, 1 KW (DA-1), Black	AURN, ABC, \$ 15.00 (Katz)	WMFX owner (D)
WTGH, 620, 1 KW/125 W (DA-1), Gospel	AURN, \$ 14.00 (---)	Willis
WVOC, 560, 5 KW (DA-N), News/Talk	WESTWD, \$ 30.00 (Banner)	
WARQ-F, 93.5, 2.8 KW @ 443, AOR	, \$ 24.00 (Banner)	Radio Equity
WCOS-F, 97.5, 100 KW @ 984, Country	ABC, \$ 76.00 (Katz)	Benchmark
WFMV-F, 95.3, 3 KW @ 328, Gospel	CNN, \$ 17.00 (---)	(S. CONGAREE)
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)
		(ST. ANDREWS)
WMFX-F, 102.3, 3 KW @ 321, AOR/Classic	, \$ 31.00 (D & R)	WMFX owner (D)
WNOK-F, 104.7, 100 KW @ 1000, CHR	ABC, \$ 41.00 (Katz)	Bloomington
WOMG-F, 103.1, 3 KW @ 298, Oldies	, \$ 30.00 (---)	
WSCQ-F, 100.1, 5.9 KW @ 331, EZ	CBS, \$ 22.00 (Eastman)	Bloomington (ORANGEBURG)
WTCB-F, 106.7, 100 KW @ 787, AC	, \$ 51.00 (Christal)	Radio Equity (SUMTER)
WJDM-F, 101.3, 100 KW @ 1322, Black	ABC, WESTWD, \$ 70.00 (D & R)	

***** 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	

COLUMBUS, OH

Arbitron Rank/Pop (12+): 33/1,215,700
 MSA Rank/Pop: 38/1,440,000
 DMA # 35
 Average Person Ratings: 15.1
 Market TSL: 19.75 hours

Stations: 24/22
 Diaries: 2306/527:1/52.5%
 Sample Target: 2145
 % Below Line: 2.0
 % Not Listed: 13.8

1994 Revenue: \$55,500,000
 HH Inc.: \$36,788
 Retail \$: 15.1 Bil
 Pop per Station: 55,259
 #1 Biller: WSNY-F \$9,900,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WNCI-F (CHR)	163/ 8.9	9.3	7.9	8.2	7.3	8.6		3036/25.0	23.6	19.3	H	WNCI-F
2. WTVN (FS)	154/ 8.4	7.9	9.2	9.3	9.5	8.7		2186/18.0	17.7	18.9	H	WTVN
3. WBZX-F (AOR)	143/ 7.8	7.3	8.4	6.7	7.1	7.6		2214/18.2	17.5	16.5	F	WBZX-F
4. WCOL-F (C)	141/ 7.7	8.9	7.4	7.6	8.6	7.9		2069/17.0	17.0	16.6	E	WCOL-F
5. WLVQ-F (AOR/CL)	128/ 7.0	6.4	6.1	5.6	5.9	6.3		2025/16.7	16.9	15.7	H	WLVQ-F
6. WSNY-F (AC)	102/ 5.5	7.3	7.5	6.9	7.9	6.8		2119/17.4	18.6	19.3	H	WSNY-F
7. WBNS-F (O)	98/ 5.3	4.6	4.6	4.7	4.8	4.8		1724/14.2	13.5	11.8	D	WBNS-F
8. WHOK-F (C)	88/ 4.8	3.8	4.4	4.6	5.2	4.4		1392/11.5	11.4	13.3	F	WHOK-F
9. WCKX-F (B)	86/ 4.7	4.9	4.2	5.7	3.9	4.9		1134/ 9.3	11.1	10.1	B	WCKX-F
10. WAKS-F (O-70's)	64/ 3.5	2.6	2.5	2.7	2.3	2.8		1112/ 9.1	8.7	7.4	B	WAKS-F
11. WCEZ-F (SAC)	61/ 3.3	3.2	3.4	2.1	2.3	3.0		788/ 6.5	6.9	4.6	A	WCEZ-F
12. WCLT-F (C)	50/ 2.7	2.7	2.4	2.1	2.5	2.5		696/ 5.7	4.9	5.6	B	WCLT-F
13. WWCN-F (AOR-NR)	48/ 2.6	2.2	2.6	2.5	2.5	2.5		1075/ 8.8	8.1	8.3	C	WWCN-F
14. WLLD-F (C)	47/ 2.6	2.6	3.6	2.8	3.1	2.9		868/ 7.1	7.3	9.5	E	WLLD-F
WVVO (B)	47/ 2.6	3.6	2.7	4.2	3.6	3.3		693/ 5.7	6.8	7.1	C	WVVO
16. WMNI (C)	27/ 1.5	0.9	1.0	1.2	1.3	1.2		437/ 3.6	2.4	2.6		WMNI
WLW (FS/T)	27/ 1.5	1.0	1.6	1.3	1.1	1.4		660/ 5.4	3.8	4.2		WLW
18. WBNS (SPRIS)	24/ 1.3	1.0	2.0	2.4	2.2	1.7		593/ 4.9	3.9	5.0	B	WBNS
WCOL (T)	24/ 1.3	1.4	1.6	1.4	1.6	1.4		568/ 4.7	4.1	4.6	A	WCOL
WAHC-F (CHR)	24/ 1.3	0.8	0.8	1.2	1.1	1.0		488/ 4.0	3.7	4.4		WAHC-F

12+ FM SHARE (METRO): 80.37% (1273 of 1584) (SUM 94: 76.27%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBZX-F	1 WLVQ-F<	1 WNCI-F<	1 WLVQ-F<	1 WNCI-F<	1 WTVN >	1 WTVN	1 WTVN	1 WNCI-F	1 WBZX-F	1 WTVN
2 WCKX-F	2 WBZX-F<	2 WLVQ-F<	2 WNCI-F	2 WLVQ-F	2 WBNS-F	2 WNCI-F>	2 WNCI-F	2 WBZX-F<	2 WNCI-F	2 WBZX-F
3 WNCI-F	3 WNCI-F>	3 WBZX-F	3 WCOL-F	3 WCOL-F	3 WCOL-F	3 WLVQ-F	3 WCOL-F	3 WCOL-F	3 WCKX-F	3 WCLT-F
4 WCOL-F	4 WCOL-F	4 WCOL-F	4 WSNY-F<	4 WSNY-F	4 WSNY-F	WBZX-F<	WLVQ-F	WLVQ-F>	4 WTVN	4 WCKX-F
5	5 WCKX-F	5 WSNY-F>	5 WBZX-F	5 WTVN	WCEZ-F<	5 WCOL-F>	5 WBZX-F	5 WSNY-F<	5 WSNY-F	5 WCOL-F
6	6 WSNY-F	6	6 WTVN <	6 WBZX-F	6 WNCI-F<	6 WHOK-F	6 WSNY-F<	6 WBNS-F	6 WCOL-F	6
7	7	7	7 WBNS-F	7 WBNS-F	7 WHOK-F	7 WSNY-F	7 WBNS-F	7 WTVN	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 WBZX-F	1 WNCI-F>	1 WNCI-F	1 WNCI-F>	1 WNCI-F>	1 WBZX-F	1 WLVQ-F<	1 WLVQ-F	1 WLVQ-F<	1 WLVQ-F>
WNCI-F	2 WCOL-F	2 WCOL-F	2 WCOL-F	2 WCOL-F	2 WLVQ-F	2 WBZX-F>	2 WBZX-F	2 WBZX-F>	2 WTVN
3 WCOL-F	3 WBZX-F	3 WLVQ-F	3 WSNY-F	3 WSNY-F>	WNCI-F	3 WNCI-F>	3 WNCI-F	3 WNCI-F	3 WBZX-F
WVVO-F	4 WLVQ-F	4 WSNY-F	4 WLVQ-F<	4 WBNS-F<	4 WCKX-F	4 WCOL-F	4 WCOL-F	4 WTVN <	4 WCOL-F<
5	WSNY-F	5 WCKX-F	5 WBZX-F	5 WLVQ-F	5	5 WCKX-F	5 WTVN	5 WCOL-F	5 WNCI-F
6	6 WCKX-F	6	6 WCKX-F<	6 WTVN	6	6 WTVN	6	6 WAKS-F	6 WAKS-F<
7	7 WWCN-F	7	7 WBNS-F	7 WCKX-F	7	7 WWCN-F	7	7	7 WBNS-F
8	8	8	8	8	8	8	8	8	8 WSNY-F

COLUMBUS, OH

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

WRFD	880	COLUMBUS	0.4/2.4
WSWZ-F	103.5	LANCASTER	0.4/1.4
WTJY-F	103.1	JOHNSTOWN	0.7/2.1
WKJF-F	93.3	Chillicothe	0.5/0.9

RADIO STATIONS

AM STATIONS

WBNS,	1460,	5 KW/1 KW (DA-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
WKVO,	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
WBZX,	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)
WLVA,	96.3,	18 KW @ 751	, AOR	, \$150.00	(Katz)	Great American
WNCI,	97.9,	175 KW @ 561	, CHR	AP, \$172.00	(MMR)	Nationwide
WLLD,	98.9,	3 KW @ 328	, Country	, \$ 70.00	(Christal)	OmniAmerica (U. ARLINGTON)
WSNY,	94.7,	22 KW @ 754	, AC	, \$180.00	(Mc-Guild)	Saga
WWCD,	101.1,	6 KW @ 328	, AOR - New Rock	, \$ 35.00	(Roslin)	(GROVE CITY)

Miscellaneous: WLOH, WHOK-F, WLLD-F sold by OmniAmerica to Citicasters (D+) for \$24,000,000 (E) (Crisler, Star). . . WTJY-F (Johnstown) sold by Salem for \$1,500,000 (Jorgenson). . .

DALLAS-FT. WORTH

Arbitron Rank/Pop (12+): 7/3,562,600
 33 - Ft.Worth
 MSA Rank/Pop: 11 - Dallas/4,470,000
 DMA # 8
 Average Person Ratings: 16.5
 Market TSL: 21.75 hours

Stations: 33/32
 Diaries: 3871/ 915:1/48.0%
 Sample Target: 3630
 % Below Line: 0.9
 % Not Listed: 10.0

1994 Revenue: \$180,000,000
 HH Inc.: \$40,301
 Retail \$: 43.9 Bil
 Pop per Station: 110,706
 #1 Biller: KVIL-AF \$23,000,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. KKDA-F (B)	331/ 5.7	4.6	4.5	4.9	5.7	4.9		4049/11.4	10.6	11.4	H	KKDA-F
2. KSCS-F (C)	327/ 5.6	6.0	5.6	6.9	5.9	6.0		5383/15.2	16.6	17.1	I	KSCS-F
3. KVIL-F (AC)	306/ 5.2	5.4	5.6	5.1	5.4	5.3		5084/14.4	13.3	13.9	K	KVIL-F
4. KHKS-F (CHR)	301/ 5.1	5.0	5.0	5.6	6.0	5.2		5928/16.7	16.3	17.4	H	KHKS-F
5. KYNG-F (C)	300/ 5.1	4.9	4.6	3.7	5.9	4.6		4262/12.0	12.1	12.8	I	KYNG-F
6. WBAP (T)	286/ 4.9	5.1	5.2	6.3	5.7	5.4		4131/11.7	13.4	13.1	J	WBAP
7. KLUV-F (O)	269/ 4.6	3.8	3.8	3.7	4.0	4.0		4606/13.0	13.0	12.9	H	KLUV-F
8. KEGL-F (AOR)	259/ 4.4	4.0	4.0	3.5	4.3	4.0		4472/12.6	11.7	12.8	F	KEGL-F
9. KOAI-F (J)	244/ 4.2	5.3	4.0	4.3	4.5	4.5		3690/10.4	11.2	11.4	H	KOAI-F
10. KPLX-F (C)	238/ 4.1	4.0	4.2	4.1	4.1	4.1		4023/11.4	12.6	12.8	I	KPLX-F
11. KRLD (N)	224/ 3.8	3.5	3.4	3.0	3.2	3.4		4780/13.5	12.8	11.4	I	KRLD
12. KRBB-F (B/AC)	217/ 3.7	4.1	3.8	4.5	4.1	4.0		3880/11.0	10.2	11.1		KRBB-F
13. KDGE-F (AOR-NR)	185/ 3.2	4.6	3.5	3.6	3.3	3.7		4665/13.2	14.1	10.8	E	KDGE-F
14. KDMX-F (AC)	173/ 3.0	3.4	3.1	3.1	2.5	3.2		3547/10.0	10.6	9.6	H	KDMX-F
15. KTXQ-F (AOR)	166/ 2.8	2.8	2.4	2.5	2.3	2.6		3865/10.9	9.7	9.3	H	KTXQ-F
16. KLTY-F (REL)	162/ 2.8	3.1	3.4	2.8	2.5	3.0		2236/ 6.3	7.8	6.1	D	KLTY-F
17. WRR -F (CL)	157/ 2.7	2.2	2.6	2.6	2.7	2.5		2787/ 7.9	6.6	6.6	C	WRR -F
18. KSNM-F (C)	145/ 2.5	2.1	1.9	2.7	2.4	2.3		2203/ 6.2	5.8	6.8	E	KSNM-F
19. KZPS-F (CL AOR)	143/ 2.4	3.1	2.6	2.6	2.5	2.7		3857/10.9	10.2	10.7	G	KZPS-F
20. KRRW-F (O-70's)	128/ 2.2	2.6	2.7	2.4	2.2	3.0		3303/ 9.3	9.4	8.8	E	KRRW-F
21. KLIF (T)	111/ 1.9	1.9	2.0	2.3	2.6	2.0		2054/ 5.8	6.6	7.0	H	KLIF
22. KHVN (G)	94/ 1.6	1.5	2.0	1.3	1.5	1.6		1164/ 3.3	3.3	3.6		KHVN
23. KKDA (B/O)	93/ 1.6	1.5	1.9	1.3	2.0	1.6		1299/ 3.7	3.7	4.1		KKDA
24. KESS (SP)	69/ 1.2	1.3	1.2	1.2	1.4	1.2		932/ 2.6	2.8	3.0		KESS
25. KMRT (SP)	63/ 1.1	0.5	1.0	0.5	---	0.8		655/ 1.8	1.3	---		KMRT
26. KTCK (SPRST)	62/ 1.1	1.4	1.7	3.2	1.3	1.9		1370/ 3.9	3.7	4.2	B	KTCK
27. KICI-F (SP)	51/ 0.9	1.0	0.8	0.3	0.5	0.8		700/ 2.0	1.9	1.5		KICI-F
28. KHCK-FF (SP)	50/ 0.9	0.6	0.5	1.2	1.0	0.8		729/ 2.1	1.8	4.5		KHCK-FF
30. KDMM (ST)	50/ 0.9	0.8	1.2	0.5	0.1	0.9		584/ 1.6	1.7	0.6		KDMM

12+ FM SHARE (METRO): 78.89% (4152 of 5263) (SUM 94: 78.17%)

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

DALLAS-FT. WORTH

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

KGBS	1190	DALLAS	0.5/2.1
KRVA	1600	PLANO	0.5/1.3

RADIO STATIONS

AM STATIONS

KDMM,	1150,	1 KW (DAYS, DA)	, Standards	, \$ NA	(Infinity)	Infinity
KTCK,	1310,	5 KW/2.5 KW (DA-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 (DA-2)	, Talk	CNN, \$ 30.00	(---)	Salem
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)
KS<Y,	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
KHCK,	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	(D & R)	Gannett (DENTON)
KRBV,	100.3,	89 KW @ 1279	, Black/AC/Oldies	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
KSNM,	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	(D & R)	Bonneville
WRR,	101.1,	98 KW @ 1509	, Classical	AP, \$ 75.00	(CMBS)	City of Dallas

Miscellaneous: KSNN-F and KYNG-F sold by Alliance to Infinity (D+) for \$33,000,000 and \$74,000,000 respectively. . .
 KDZR-F changed calls to KHCK-F (July). . . KJMZ-F changed to KRBV-F and format from Black to Black AC/Oldies (Sep). . .

DAYTON

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

Stations: 29/22
Diaries: 1482/569:1/54.1%
Sample Target: 1430
% Below Line: 10.6%
% Not Listed: 13.8%

1994 Revenue: \$27,200,000
HH Inc.: \$35,441
Retail \$: 9.1 Bil
Pop per Station: 38,305
#1 Biller: WMMX-F \$4,100,000

MSA Rank/Pop: 57/982,000

DMA # 52

Average Person Ratings: 15.5

Market TSL: 20.50 hours

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WHKO-F (C)	194/14.9	13.1	10.9	11.2	11.1	12.5		2299/27.3	28.3	23.7	E	WHKO-F
2. WTUE-F (AOR)	104/ 8.0	9.1	10.1	8.8	8.5	9.0		1622/19.2	19.9	18.9	F	WTUE-F
3. WMMX-F (AC)	103/ 7.9	8.5	8.8	7.9	9.6	8.3		1434/17.0	16.4	18.7	F	WMMX-F
4. WROU-F (B)	94/ 7.2	6.9	7.4	7.2	7.2	7.2		1087/12.9	11.3	10.9	C	WROU-F
5. WGTZ-F (CHR)	87/ 6.7	7.2	6.6	5.2	6.2	6.4		1730/20.5	22.0	20.2	D	WGTZ-F
6. WHIO (T/N)	81/ 6.2	5.6	6.3	7.6	7.8	6.4		1142/13.6	14.9	14.9	E	WHIO
7. WLW (FS/T)	77/ 5.9	4.4	3.9	4.6	5.1	4.7		1206/14.3	13.0	13.3		WLW
8. WLQT-F (SAC)	56/ 4.3	5.4	6.0	7.1	7.4	5.7		954/11.3	13.1	15.1	D	WLQT-F
9. WING-F (O-70's)	50/ 3.8	3.7	3.4	3.7	2.5	3.7		1030/12.2	13.6	9.9		WING-F
10. WONE (ST)	32/ 2.5	2.6	2.3	2.0	1.4	2.4		544/ 6.5	5.6	4.7	B	WONE
11. WPFB-F (C)	28/ 2.1	1.6	2.5	2.6	2.0	2.2		577/ 6.8	5.4	6.1		WPFB-F
12. WRVF-F (AOR-NR)	26/ 2.0	1.8	2.3	2.6	2.2	2.2		643/ 7.6	8.2	6.6	B	WRVF-F
13. WFCJ-F (REL)	24/ 1.8	1.8	1.4	2.2	1.4	1.8		388/ 4.6	6.2	5.2		WFCJ-F
14. WDOL-F (O)	21/ 1.6	2.2	2.1	1.5	1.3	1.9		540/ 6.4	6.7	4.4		WDOL-F
15. WKSX-F (C)	20/ 1.5	1.7	1.1	1.3	1.1	1.4		325/ 3.9	3.8	2.8		WKSX-F
16. WLSN-F (EZ)	19/ 1.5	1.2	2.4	1.4	1.0	1.6		307/ 3.6	3.6	2.8		WLSN-F
WCLR-FF (SAC)	19/ 1.5	1.7	2.6	2.0	2.2	2.0		423/ 5.0	6.2	6.2		WCLR-FF
18. WDAO (B)	18/ 1.4	2.1	1.3	2.4	2.0	1.8		302/ 3.6	4.5	3.5	B	WDAO
19.												
20.												

12+ FM SHARE (METRO): 78.09% (877 of 1123) (SUM 94: 77.81%)

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

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WBLY 1600	SPRINGFIELD	0.6/1.0	
WING 1410	DAYTON	0.5/3.2	
WIZE 1340	SPRINGFIELD	0.7/2.0	
WPTW 1570	PIQUA	0.4/0.9	
WTRJ-F 96.9	TROY	0.5/1.5	

SEE CINCINNATI FOR MORE ABOUT THE FOLLOWING:

WCKY 0.8/ 2.7	WPPT-F 0.5/ 2.0
WEBN-F 0.8/ 1.8	WYGY-F 0.5/ 3.6
WOFX-F 0.8/ 4.0	

DAYTON

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)
WDOI-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
WKSW-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	,	AOR-NR	\$ 36.00	(Torbet)	(BEAVERCREEK)

WLW - See Cincinnati

Miscellaneous: WTRJ-F (Troy) sold to WROU owner (semi-D) for \$1,100,000. . . WRVF-F changes from Country to AOR-NR (Aug) . . .

DENVER

Arbitron Rank/Pop (12+): 23/1,705,800
 MSA Rank/Pop: 26/2,250,000
 DMA # 21
 Average Person Ratings: 17.0
 Market TSL: 22.25 hours

Stations: 27/27
 Diaries: 2726/626:1/53.8%
 Sample Target: 2580
 % Below Line: 0.0
 % Not Listed: 11.4

1994 Revenue: \$90,200,000
 HH Inc.: \$35,861
 Retail \$: 23.4 Bil
 Pop per Station: 63,178
 #1 Biller: KOA \$17,700,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. KYGO-F (C)	282/ 9.7	9.1	8.6	8.1	9.6	8.9		3426/20.1	19.8	20.5	I	KYGO-F
2. KOA (T/N)	279/ 9.6	6.9	7.5	9.9	9.5	8.5		4245/24.9	21.0	24.4	J	KOA
3. KXKL-AF (O)	172/ 5.9	5.4	4.9	5.5	4.9	5.4		3032/17.8	17.4	16.8	H	KXKL-F
4. KRFX-F (CL AOR)	164/ 5.7	6.3	7.0	5.6	7.3	6.2		2719/15.9	16.6	17.5	H	KRFX-F
5. KOSI-F (SAC)	159/ 5.5	5.9	6.6	6.1	6.0	6.0		2340/13.7	15.1	16.9	H	KOSI-F
6. KXPK-F (AOR-P)	152/ 5.2	5.3	5.6	5.6	3.8	5.4		2665/15.6	14.8	9.0	C	KXPK-F
7. KBPI-F (AOR-NR)	136/ 4.7	5.0	5.3	5.7	5.3	5.2		2258/13.2	12.7	13.9	E	KBPI-F
8. KIMN-F (O-70's)	115/ 4.0	3.8	2.5	3.2	3.1	3.4		2066/12.1	10.8	10.9		KIMN-F
9. KALC-F (AC/CHR)	113/ 3.9	4.2	3.5	4.3	3.8	4.0		2428/14.2	13.5	13.8	E	KALC-F
10. KQKS-F (CHR)	107/ 3.7	4.5	4.5	4.1	3.9	4.2		2069/12.1	13.9	12.9	D	KQKS-F
11. KWMX-F (CHR/AC)	103/ 3.6	3.7	2.9	2.9	5.0	3.3		2022/11.9	12.5	13.8	E	KWMX-F
12. KTLK (T)	101/ 3.5	2.7	3.6	2.2	1.7	3.0		1620/ 9.5	9.5	5.5	C	KTLK
13. KBCO-F (AOR-P)	93/ 3.2	3.9	3.6	3.9	4.4	3.7		2091/12.3	10.6	10.5	H	KBCO-F
14. KHIH-F (J)	88/ 3.0	3.5	4.5	3.3	2.9	3.6		1466/ 8.6	10.4	8.7	E	KHIH-F
15. KVOD-F (CL)	79/ 2.7	3.0	2.4	2.7	2.5	2.7		1159/ 6.8	7.8	6.9	D	KVOD-F
16. KZDG-F (C)	73/ 2.5	1.9	2.4	2.9	1.9	2.4		1371/ 8.0	6.9	8.1	D	KZDG-F
17. KEZW (ST)	70/ 2.4	3.0	2.6	3.4	2.8	2.9		840/ 4.9	5.9	4.9	B	KEZW
18. KHOW (T)	67/ 2.3	2.5	2.5	2.0	2.2	2.3		1267/ 7.4	7.4	6.0		KHOW
19. KNRX-F (CHR-MR)	50/ 1.7	0.5	0.1	---	---	---		985/ 5.8	2.6	---		KNRX-F
20. KYGO (C)	47/ 1.6	1.7	1.6	2.3	2.5	1.8		533/ 3.1	4.5	5.0		KYGO
21. KTCL-F (AOR-NR)	42/ 1.5	1.2	1.9	1.9	1.6	1.6		1044/ 6.1	5.4	6.0		KTCL-F
22. KYBG (SPRTS)	31/ 1.1	0.7	1.6	1.5	1.1	1.2		683/ 4.0	3.0	4.4		KYBG
23.												
24.												
25.												

12+ FM SHARE (METRO): 74.60% (1915 of 2567) (SUM 94: 73.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKS-F>	1 KXPK-F<	1 KYGO-F	1 KYGO-F	1 KYGO-F	1 KOA >	1 KOA <	1 KYGO-F	1 KYGO-F<	1 KOA >	1 KOA
2 KALC-F	2 KBPI-F<	2 KRFX-F	2 KRFX-F	2 KOA	2 KYGO-F	2 KYGO-F>	2 KOA	2 KOA >	2 KYGO-F>	2 KYGO-F
3 KBPI-F	3 KYGO-F	3 KOA <	KOA	3 KRFX-F<	3 KXKL-AF	3 KRFX-F	3 KOSI-F	3 KXKL-AF<	3 KQKS-F	3 KOSI-F
4 KYGO-F	4 KRFX-F>	4 KXPK-F	4 KXKL-AF<	4 KXKL-AF	4 KOSI-F	4 KXKL-AF<	4 KXKL-AF	4 KRFX-F<	4 KXPK-F	4 KIMN-F
5	5 KALC-F	5 KXKL-AF	5 KXPK-F	5 KXPK-F	5 KTLK	5 KALC-F<	5 KRFX-F	5 KOSI-F	5 KOSI-F	5 KXKL-AF
6	6	6 KBPI-F	6 KIMN-F	6 KIMN-F<	6	6 KOSI-F	6 KXPK-F	6 KBPI-F	6 KBPI-F	6 KBPI-F
7	7	7 KIMN-F	7 KOSI-F	7 KOSI-F	7	7 KBPI-F	7 KBPI-F	7 KQKS-F	7	7 KRFX-F
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 KYGO-F	1 KYGO-F>	1 KYGO-F	1 KYGO-F>	1 KYGO-F>	1 KBPI-F	1 KBPI-F	1 KXPK-F	1 KOA <	1 KOA
2 KXPK-F	2 KXPK-F	2 KXPK-F	2 KXKL-AF	2 KXKL-AF	2 KALC-F	2 KXPK-F	2 KBPI-F	2 KRFX-F	2 KRFX-F>
3 KQKS-F	3 KALC-F	3 KRFX-F	3 KOSI-F	3 KOSI-F	KXPK-F	3 KRFX-F>	3 KRFX-F	3 KXPK-F<	3 KYGO-F
4 KALC-F	4 KRFX-F	4 KALC-F	4 KIMN-F<	4 KIMN-F	4 KYGO-F	4 KOA <	4 KOA	4 KBPI-F	4 KXPK-F
5 KOSI-F	5 KOSI-F	5 KIMN-F	5 KXPK-F	5 KWMX-F	5 KNRX-F	5 KYGO-F	5 KYGO-F	5 KYGO-F>	5 KBPI-F
6 KBPI-F	6 KQKS-F	KBCO-F	6 KWMX-F	6 KXPK-F	6 KOSI-F	6 KALC-F	6 KIMN-F	6 KIMN-F	6 KXKL-AF
KRFX-F	KBPI-F	KWMX-F	7 KALC-F<	7 KALC-F	7	7	7 KALC-F	7 KBCO-F	7 KIMN-F
8	KWMX-F	8 KOSI-F	8 KRFX-F	8	8	8	8	8	8 KBCO-F

DENVER

OTHER RATED STATIONS			METRO CUME	TSA	TSA
			SHARE/RTG/AQH/CUME		
KBNO	1220	DENVER	0.3/1.5		
KCUV	1150	ENGLEWOOD	0.3/1.2		
KJME	1390	DENVER	0.3/1.2		
KKFN	950	DENVER	0.5/1.7		

RADIO STATIONS

AM STATIONS

KBNO, 1220,	1 KW/17 W	, Hispanic	CBS, \$	27.00 (Katz Hisp.)	
KDKO, 1510,	10 KW/5 KW (DA-2),	Black	, \$	29.00 (---)	
KEZW, 1430,	5 KW (DA-N)	, Standards	WESTWD, ABC, \$	36.00 (Banner)	Tribune Co.
KHOW, 630,	5 KW (DA-N)	, Soft AC	MBS, NBC, \$	NA (MMR)	Noble
KLZ, 560,	5 KW (DA-1)	, Religion	SMN, UNISTR, \$	31.00 (Mc-Guild)	Crawford
KNUS, 710,	5 KW (DA-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	WESTWD, AP, \$	45.00 (Torbet)	Century
KYGO, 950,	5 KW (DA-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.	WESTWD, \$	178.00 (MMR)	Noble	(BOULDER)
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.	
KQKS, 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	(BOULDER)
KTCL, 93.3,	100 KW @ 1328,	AOR - New Rock	, \$	53.00 (Mc-Guild)	University	(FT COLLINS)
KVOD, 99.5,	100 KW @ 279,	Classical	, \$	70.00 (CMBS)	Tribune Co.	
KWMX, 107.5,	91 KW @ 1197,	CHR/AC	, \$	77.00 (CBS)	Jefferson-Pilot	
KXKL, 105.1,	100 KW @ 1168,	Oldies	, \$	157.00 (Katz)	Chancellor	
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	
KZDG, 92.5,	57 KW @ 1237,	Country	, \$	48.00 (Torbet)	Chancellor	(GREELEY)

DES MOINES

Arbitron Rank/Pop (12+): 89/410,600
 MSA Rank/Pop: 118/421,000
 DMA # 74
 Average Person Ratings: 14.2
 Market TSL: 19.00 hours

Stations: 17/17
 Diaries: 1145/359:1/62.6%
 Sample Target: 1030
 % Below Line: 0.0
 % Not Listed: 12.5

1994 Revenue: \$19,000,000
 HH Inc.: \$39,077
 Retail \$: 5.0 Bil
 Pop per Station: 24,153
 #1 Biller: WHO \$4,600,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. KGGO-F (AOR)	87/14.9	17.3	13.6	14.0	14.0	15.0		1200/29.2	29.4	27.9	E	KGGO-F
2. WHO (FS)	76/13.0	14.1	13.8	14.8	14.4	13.9		1100/26.8	24.4	26.9	F	WHO
3. KJJY-F (C)	59/10.1	12.9	12.8	11.3	12.6	11.8		981/23.9	24.2	22.4	E	KJJY-F
4. KSTZ-F (CHR/AC)	49/ 8.4	7.4	7.5	8.7	10.4	8.0		967/23.6	24.0	25.3	C	KSTZ-F
5. KIOA-AF (O)	42/ 7.2	6.3	6.8	7.3	5.6	6.9		875/21.3	---	---	C	KIOA-AF
6. KLYF-F (AC)	39/ 6.7	6.0	5.9	6.5	8.8	6.3		667/16.2	17.4	20.3	C	KLYF-F
7. KRNT (ST)	32/ 5.5	4.8	4.6	5.5	4.0	5.1		437/10.6	10.1	11.2	A	KRNT
8. KHKI-F (C)	28/ 4.8	2.7	3.9	3.5	4.4	3.7		471/11.5	8.9	9.3	A	KHKI-F
9. KFMM-F (AOR-P)	26/ 4.5	6.9	6.1	4.9	4.8	5.6		453/11.0	12.6	13.0	B	KFMM-F
10. KRUU-F (C)	25/ 4.3	3.1	3.9	2.7	2.0	3.5		435/10.6	8.4	6.3	B	KRUU-F
11. KEZT-F (EZ/SAC)	11/ 1.9	1.1	2.5	2.7	1.8	2.1		204/ 5.0	6.5	6.5	A	KEZT-F
12. KMXD-F (SAC)	11/ 1.9	2.1	3.4	2.5	2.2	2.5		213/ 5.2	5.0	6.2	A	KMXD-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 76.32% (390 of 511) (SUM 94: 76.44%)

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

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
KCCQ-F	107.1	AMES	1.0/3.4
KKDM-F	107.5	DES MOINES	1.2/2.9
KWKY	1150	DES MOINES	0.9/2.9
KZZQ-F	99.5	WINTERSET	1.4/2.9

DES MOINES

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
YEZT-F, 104.1,	100 KW @ 1010,	Soft AC		, \$ 16.00 (D&R)	(AMES)
KFMG-F, 103.3,	100 KW @ 745,	AOR - Prog.		, \$ 22.00 (---)	(PELLA)
KGGG-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
 MSA Rank/Pop: 6/4,840,000
 DMA # 9
 Average Person Ratings: 17.3
 Market TSL: 22.75 hours

Stations: 30/30
 Diaries: 3964/ 923:1/49.3%
 Sample Target: 3840
 % Below Line: 0.0%
 % Not Listed: 10.3%

1994 Revenue: \$153,000,000
 HH Inc.: \$37,523
 Retail \$: 44.2 Bil
 Pop per Station: 122,007
 #1 Biller: WJR \$18,400,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WJLB-F (B)	655/10.3	9.5	8.8	8.7	6.8	9.3		6430/17.6	16.4	13.4	I	WJLB-F
2. WJR (FS)	500/ 7.9	7.4	8.5	7.6	8.0	7.9		6807/18.6	19.1	18.5	J	WJR
3. WWJ (N)	332/ 5.2	5.2	5.2	5.9	5.0	5.4		6633/18.1	18.6	17.5	I	WWJ
4. WNIC-F (AC)	313/ 4.9	4.7	5.0	4.4	4.7	4.8		4953/13.5	14.6	13.0	H	WNIC-F
5. WWW-F (C)	309/ 4.9	4.3	5.0	4.9	4.3	4.8		4421/12.1	11.3	12.0	H	WWW-F
6. WRIF-F (AOR)	287/ 4.5	4.0	3.1	3.5	3.1	3.8		4985/13.6	12.2	11.8	G	WRIF-F
7. WYCD-F (C)	282/ 4.5	4.9	4.5	4.7	5.2	4.7		4355/11.9	11.3	12.6	H	WYCD-F
8. WMXD-F (B/AC)	274/ 4.3	4.4	4.1	5.1	4.9	4.5		4123/11.3	10.1	10.3	G	WMXD-F
9. WKQI-F (AC)	260/ 4.1	4.6	4.0	4.0	4.1	4.2		5520/15.1	15.1	14.9	I	WKQI-F
10. WOMC-F (O)	255/ 4.0	3.6	4.2	4.0	3.7	4.0		5093/13.9	12.7	13.0	H	WOMC-F
11. WXYT (T)	238/ 3.8	4.4	4.1	4.9	5.5	4.3		3082/ 8.4	9.7	11.3	H	WXYT
12. WLTI-F (SAC)	232/ 3.7	4.8	4.5	4.2	3.3	4.3		3653/10.0	12.4	9.2	H	WLTI-F
13. WYST-F (O-70's)	194/ 3.1	3.0	2.9	2.1	3.2	2.8		3881/10.6	10.5	10.1	F	WYST-F
14. WCSX-F (CL AOR)	187/ 3.0	2.6	2.9	2.6	3.6	2.8		3972/10.9	9.7	12.2	G	WCSX-F
15. WJZZ-F (J)	182/ 2.9	2.9	3.0	3.3	3.1	3.0		3209/ 8.8	8.7	9.1	F	WJZZ-F
16. WHYT-F (CHR)	170/ 2.7	3.4	3.7	3.5	3.1	3.3		4482/12.2	14.6	13.5	G	WHYT-F
17. WLLZ-F (AOR)	129/ 2.0	2.0	2.1	2.3	2.2	2.1		4033/11.0	11.1	10.4	F	WLLZ-F
WQRS-F (CL)	129/ 2.0	2.0	2.6	2.4	1.8	2.3		2022/ 5.5	5.6	5.5	E	WQRS-F
19. CKW (ST)	126/ 2.0	2.3	2.3	2.4	2.2	2.3		1590/ 4.3	4.8	4.2		CKW
20. CIMX-F (AOR-NR)	110/ 1.7	2.0	1.8	2.2	3.3	1.9		3001/ 8.2	8.8	9.8		CIMX-F
21. WDZR-F (AOR)	108/ 1.7	1.7	1.9	1.8	2.2	1.8		2340/ 6.4	6.2	8.2	D	WDZR-F
22. Wmuz-F (REL)	77/ 1.2	1.2	0.6	1.1	1.1	1.0		1279/ 3.5	4.3	3.9		Wmuz-F
23. WQBH (G/B)	71/ 1.1	1.1	0.9	0.8	1.1	1.0		923/ 2.5	2.6	3.0		WQBH
24. WGPR-F (G)	58/ 0.9	0.9	1.0	0.7	0.9	0.9		1561/ 4.3	4.3	3.6		WGPR-F
25.												

12+ FM SHARE (METRO): 75.34% (4284 of 5686) (SUM 94: 72.78%)

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 WJLB-F
2 WHYT-F	2 WRIF-F>	2 WRIF-F	2 WNIC-F	2 WNIC-F	2 WWJ >	2 WJLB-F	2 WWW-F<	2 WJR	2 WJR	2 WWJ
3	3 WYCD-F	3 WNIC-F	3 WRIF-F<	3 WWW-F<	3 WXYT	3 WWJ	3 WNIC-F	3 WJR <	3 WMXD-F	3 WJR >>
4	4 WKQI-F	4 WYCD-F	4 WYCD-F<	4 WOMC-F<	4 WNIC-F	4 WRIF-F	4 WXYT-F	4 WWJ <	4 WWW-F	4 WMXD-F
5	5 WHYT-F	5 WWW-F<	5 WOMC-F	5 WYCD-F	5 WYCD-F	5 WKQI-F	5 WLTI-F	5 WYCD-F	5 WYCD-F	5 WRIF-F
6	6 WNIC-F	6 WKQI-F	6 WWW-F	6 WRIF-F	6 WWW-F	6 WNIC-F>	6 WWW-F	6 WNIC-F	6 WOMC-F	6 WJZZ-F
7	7 WYST-F	7 WOMC-F	7 WMXD-F	7 WMXD-F	7	7 WYCD-F	7 WRIF-F<	7 WMXD-F	7 WNIC-F	7
8	8	8	8 WKQI-F	8 WKQI-F	8	8	8 WMXD-F	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 WJLB-F>>>1	WJLB-F>>	1 WJLB-F>	1 WJLB-F>	1 WNIC-F<	1 WJLB-F	1 WRIF-F<	1 WRIF-F	1 WRIF-F	1 WRIF-F
2 WKQI-F	2 WYCD-F	2 WNIC-F<	2 WNIC-F>	2 WJLB-F>	2 WRIF-F>>	2 WJLB-F>>	2 WJLB-F>>	2 WJLB-F>	2 WJLB-F
3 WYCD-F<	3 WNIC-F<	3 WYCD-F	3 WYCD-F	3 WWW-F<	3 WDZR-F	3 WDZR-F	3 WYST-F	3 WCSX-F	3 WCSX-F
4 WHYT-F	4 WKQI-F	4 WMXD-F	4 WKQI-F	4 WYCD-F<	4 WLLZ-F	4 WLLZ-F	4 WDZR-F<	4 WOMC-F	4 WOMC-F
5	5 WHYT-F	5 WKQI-F	5 WWW-F	5 WLTI-F	5	5 WCSX-F<	5 WWW-F<	5 WWW-F	5 WJR <
6	6 WWW-F<	6 WYST-F<	6 WMXD-F	6 WMXD-F	6	6 WYST-F	6 WCSX-F<	6 WYCD-F	6 WWW-F
7	7 WMXD-F	7 WWW-F	7 WOMC-F<	7 WKQI-F	7	7	7 WKQI-F<	7 WJZZ-F	7 WYCD-F
8	8	8	8 WLTI-F	8 WOMC-F	8	8	8 WLLZ-F	8	8
9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

DETROIT

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

WCHB	1200	TAYLOR	0.7/2.3
WDFN	1130	DETROIT	0.7/2.4
WEXL	1340	ROYAL OAK	0.3/1.1
WSAQ-F	107.1	PORT HURON	0.4/1.1
CIDR-F	93.9	WINDSOR, ONT	0.8/3.5
CKLW	800	WINDSOR, ONT	0.4/1.9

RADIO STATIONS

AM STATIONS

WCHB, 1200, 25 KW/700 W (DA-2), Gospel	WESTWD, AURN, \$ 29.00 (---)	
WHND, 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)	Evergreen
WQB4, 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)	Chancellor
WXYT, 1270, 5 KW (DA-N), Talk	CNN, WESTWD, \$ 150.00 (Infinity)	Infinity
CKWV, 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 (D&R)	Evergreen
WLLZ, 98.7, 50 KW @ 479, AOR	, \$ 152.00 (Group W)	Westinghouse
WLTJ, 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
WWWV, 106.7, 61 KW @ 508, Country	WESTWD, \$ 260.00 (Eastman)	Chancellor
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)
CIDR, 93.9, 100 KW @ 699, Oldies	, \$ NA (---)	CHUM (WINDSOR, ONT)

Miscellaneous: WYCD-F sold by Alliance to Infinity (D) for \$56,000,000 (E) . . . WQRS-F sold by Marlin to Amer. Radio Systems for \$22,000,000 (E) (Blackburn). . .

EL PASO

Arbitron Rank/Pop (12+): 72/521,700
 MSA Rank/Pop: 78/670,000
 DMA # 86
 Average Person Ratings: 17.5
 Market TSL: 23.00 hours

Stations: 27/17
 Diaries: 1115/468:1/48.9%
 Sample Target: 1070
 % Below Line: 6.7
 % Not Listed: 12.9

1994 Revenue: \$15,000,000
 HH Inc.: \$27,672
 Retail \$: 4.7 Bil
 Pop per Station: 30,688
 #1 Biller: KHEY-AF \$2,700,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 BOOK Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Level	
1. KBNA-AF (SP)	131/14.3	12.9	10.5	14.3	12.8	13.0		1486/28.5	25.8	25.9	D	KBNA-AF
2. KPRR-F (CHR)	124/13.6	13.8	13.2	13.1	10.5	13.4		1853/35.5	33.4	29.6	C	KPRR-F
3. KLAQ-F (AOR)	85/ 9.3	9.7	10.0	10.5	10.2	9.9		1236/23.7	23.1	25.4	D	KLAQ-F
4. KTSM-F (SAC)	78/ 8.6	8.8	10.9	10.3	9.6	9.7		1166/22.4	21.8	23.9	C	KTSM-F
5. KHEY-F (C)	77/ 8.4	8.3	5.8	9.6	10.5	8.0		1045/20.0	16.9	24.3	D	KHEY-F
6. KINT-F (SP)	54/ 5.9	5.1	4.4	3.1	4.5	4.6		738/14.1	13.3	11.6	C	KINT-F
7. KOFX-F (O)	52/ 5.7	5.8	5.2	4.8	3.6	5.4		795/15.2	13.4	13.6	B	KOFX-F
8. KAMZ-F (CL AOR)	31/ 3.4	3.3	3.7	3.1	4.6	3.4		670/12.8	12.0	15.0	A	KAMZ-F
9. KTSM (N/T)	26/ 2.9	2.6	3.8	3.8	3.6	3.3		333/ 6.4	6.2	7.4	B	KTSM
10. KSET-F (C)	25/ 2.7	3.3	3.4	2.4	3.5	3.0		505/ 9.7	7.9	13.2	B	KSET-F
11. XHH -AF (SP)	19/ 2.1	2.1	2.1	2.2	2.1	2.1		358/ 6.9	5.9	7.3		XHH -AF
12. KAMA (SP)	12/ 1.3	2.6	3.4	2.2	2.3	2.4		266/ 5.1	6.9	6.4	B	KAMA
KSVE (SP)	12/ 1.3	0.5	0.5	--	0.5	0.8		140/ 2.7	1.9	1.2		KSVE
14. KR0D (T)	9/ 1.0	1.5	1.8	1.6	1.0	1.5		260/ 5.0	5.9	4.3	A	KR0D

12+ FM SHARE (METRO): 86.15% (684 of 794) (SUM 94: 82.05%)

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

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	TSA /CUME
KELP	1590	EL PASO	0.4/1.9	
KHEY	690	EL PASO	0.7/2.9	
KVIV	1340	EL PASO	0.8/1.1	

THE STATIONS BELOW ARE ALL IN CIUDAD JUAREZ:

XHGU-F	0.7/ 3.3	XHIM-F	0.8/ 2.1
XROK	0.7/ 1.3	XHNZ-F	0.7/ 3.3
XEJV	0.4/ 1.7	XHPZ-F	0.4/ 4.3
XEJ	0.7/ 1.8	XHTO-F	0.3/ 2.4

EL PASO

RADIO STATIONS

KAMA,	750,	10 KW/1 KW (DA-2),	Hispanic	,	\$ 27.00 (Caballero)	Tichenor
KBNA,	920,	1 KW/500 W (DA-H),	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	AC	,	\$ 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: KAMZ-F changed from Classic AOR to AC (Oct). . .

FRESNO

Arbitron Rank/Pop (12+): 64/586,800
MSA Rank/Pop: 47/861,000
DMA # 47 (w/Visalia)
Average Person Ratings: 16.3
Market TSL: 22.00 hours

Stations: 31/29
Diaries: 1564/375:1/48.3%
Sample Target: 1470
% Below Line: 1.1
% Not Listed: 15.1

1994 Revenue: \$24,000,000
HH Inc.: \$30,064
Retail \$: 5.0 Bil
Pop per Station: 20,234
#1 Biller: KMJ \$5,600,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. KMJ (N/T)	98/10.2	10.9	11.2	14.7	11.9	11.8		1087/18.5	18.6	18.0	G	KMJ
2. KBOS-F (CHR)	82/ 8.6	11.2	11.1	9.6	10.4	10.1		1228/20.9	22.6	21.8	C	KBOS-F
3. KJWL-F (ST)	51/ 5.3	5.0	5.6	4.4	3.5	5.1		545/ 9.3	8.7	4.6	A	KJWL-F
4. KSKS-F (C)	50/ 5.2	5.9	4.1	5.8	6.9	5.3		773/13.2	13.7	16.2	D	KSKS-F
5. KFSD-F (O)	45/ 4.7	4.8	4.3	3.1	4.5	4.2		804/13.7	13.9	15.0	D	KFSD-F
7. KRZR-F (ADR)	45/ 4.7	6.0	4.8	5.7	5.8	5.3		736/12.5	13.1	13.6	C	KRZR-F
7. KTHT-F (CHR)	44/ 4.6	3.0	3.3	3.0	3.8	3.5		787/13.4	13.0	13.5	C	KTHT-F
8. KNAX-F (C)	40/ 4.2	4.5	4.5	3.9	4.3	4.3		603/10.3	11.7	11.8	E (w/KFRE)	KNAX-F
9. KOQO-AF (SP)	38/ 3.9	4.2	3.5	5.2	7.1	4.2		566/ 9.6	9.5	12.2	C	KOQO-AF
10. KFRR-F (ADR-NR)	33/ 3.4	3.1	1.2	1.7	0.6	2.4		602/10.3	8.7	2.9	A	KFRR-F
11. KRBT-F (C)	29/ 3.0	1.6	2.2	2.0	2.1	2.2		451/ 7.7	6.7	7.9	A	KRBT-F
12. KJOI-F (SAC)	28/ 2.9	3.2	4.1	3.5	4.4	3.4		533/ 9.1	11.8	12.0	C	KJOI-F
13. KEZL-F (J)	24/ 2.5	4.0	4.1	4.2	2.2	3.7		396/ 6.7	8.1	6.8	B	KEZL-F
KJFX-F (CL AOR)	24/ 2.5	3.6	3.0	3.2	4.5	3.1		563/ 9.6	12.2	11.1	C	KJFX-F
15. KZFO-F (SP)	22/ 2.3	1.8	2.3	1.8	1.8	2.1		340/ 5.8	4.2	5.5	A	KZFO-F
16. KGST (SP)	21/ 2.2	1.5	1.9	2.8	2.0	2.1		324/ 5.5	4.2	5.6	A	KGST
17. KKDJ-F (O-70's)	20/ 2.1	2.6	2.2	1.8	1.9	2.2		486/ 8.3	8.5	6.3	B	KKDJ-F
18. KMPH-F (N/T)	18/ 1.9	2.0	2.5	1.9	1.0	2.1		367/ 6.3	8.1	5.4	A	KMPH-F
19. KFIG (SP)	15/ 1.6	1.1	1.0	1.2	0.4	1.2		232/ 4.0	2.8	1.4		KFIG
KQEQ (SP)	15/ 1.6	0.6	---	---	---	---		206/ 3.5	2.2	---		KQEQ
21. KFRE (C)	14/ 1.5	1.4	2.2	1.6	2.2	1.7		251/ 4.3	4.3	5.1		KFRE
22.												
23.												
24.												
25.												

12+ FM SHARE (METRO): 75.40% (613 of 813) (SUM 94: 76.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBOS-F>>>1	KBOS-F>	1 KBOS-F	1 KSKS-F<	1 KMJ	1 KMJ >	1 KMJ >>	1 KMJ >	1 KBOS-F<	1 KBOS-F>	1 KMJ >>
2 KRZR-F	2 KSKS-F	2 KSKS-F	2 KMJ	2 KFSD-F	2 KJWL-F>	2 KBOS-F	2 KBOS-F	2 KMJ >	2 KMJ >	2 KBOS-F
3 KOQO-AF	3 KRZR-F	3 KMJ	3 KFSD-F	KSKS-F>	3 KFSD-F>	3 KSKS-F	3 KSKS-F	3 KJWL-F<	3 KJWL-F<	3 KSKS-F
KTHT-F	KFRR-F	4 KRZR-F	4 KBOS-F	4 KBOS-F<	4 KNAX-F	4 KFSD-F	4 KJWL-F	4 KTHT-F	4 KFRR-F<	4 KOQO-AF
5	5 KTHT-F	5 KTHT-F	5 KNAX-F	5 KNAX-F	5	5 KNAX-F	KTHT-F<	5 KSKS-F<	5 KRZR-F	5
6	6 KOQO-AF	6 KFSD-F	6 KTHT-F	6 KTHT-F	6	6 KRZR-F	6 KFSD-F	6 KFSD-F	6	6
7	7	7	KRZR-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 KBOS-F>>>1	KBOS-F	1 KSKS-F	1 KBOS-F	1 KSKS-F	1 KBOS-F	1 KRZR-F<	1 KRZR-F	1 KMJ >	1 KMJ >>
2 KTHT-F	2 KTHT-F<	2 KTHT-F	2 KTHT-F	KTHT-F	2 KRZR-F	2 KBOS-F	2 KSKS-F	2 KRZR-F	2 KNAX-F
3 KOQO-AF	3 KSKS-F>	3 KBOS-F>	3 KSKS-F>	3 KFSD-F	3 KFRR-F	3 KFRR-F	KNAX-F	3 KBOS-F	KFSD-F
KFRR-F>	4 KOQO-AF	4 KJOI-F	4 KOQO-AF	4 KBOS-F	4 KMJ	4 KSKS-F	KFRR-F	4 KJFX-F<	KJFX-F
5	5 KFRR-F	KOQO-AF	KFSD-F	5 KJWL-F	KSKS-F>	5 KMJ	5 KBOS-F	5 KSKS-F	KRZR-F
6	6 KRBT-F	6	6 KRBT-F	6 KJOI-F	6	6 KJFX-F	KOQO-AF	6 KNAX-F	6 KSKS-F
7	7	7	7	7	7	7	7	7	7

FRESNO

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

KBIF	900	FRESNO	0.6/1.4
KGST-F	105.1	AUBERRY	0.7/3.3
KKTR	1340	FRESNO	0.9/2.8
KRDU	1130	DINUBA	0.4/1.0
KTAA-F	94.3	KERMAN	0.8/3.2
KXEX	1550	FRESNO	0.5/2.9
KYNO	1300	FRESNO	0.7/1.8
KCIV-F	99.9	MT. BULLION	0.4/2.4
KSEQ-F	97.1	VISALIA	0.7/3.6

RADIO STATIONS

AM STATIONS

KEYQ	980	500 W/48 W	, Standards	SMN, \$15.00	(Mc-Guild)	Americom
KFIG	1430	5 KW (DA-1)	, Hispanic	, \$ NA	(---)	Liberman
KFRE	940	50 KW (DA-2)	, Country	WESTWD, ABC, \$ NA	(D&R)	EBE
KGST	1600	5 KW (DA-N)	, Hispanic	CBS, \$29.00	(Lotus)	Lotus
KMJ	580	5 KW	, News/Talk	WESTWD, TALKNT, \$90.00	(Katz)	Henry
KQEQ	1220	250 W/67 W	, Spanish	, \$ NA	(---)	
KXEX	1550	5 KW/2.5 KW (DA-2)	, Hispanic	, \$17.00	(SBS)	(FOWLER)
KYNO	1300	5 KW/1 KW (DA-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)		(DINUBA)
KJWL	99.3	3 KW @ 328	, Standards	WESTWD, CNN, \$ NA	(---)		
KKDJ	105.9	2.4 KW @ 1958	, Oldies - 70's	, \$30.00	(D&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	(D&R)	EBE	
KOQO	101.9	2.3 KW @ 1948	, Hispanic	CNN, \$22.00	(Caballero)	Dwight 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	(D&R)	EBE	
KTAA	94.3	3 KW @ 328	, Hispanic	, \$19.00	(---)		(KERMAN)
KTHT	102.7	50 KW @ 500	, CHR	AP, \$29.00	(Banner)	Patterson	
KZFO	92.1	25 KW @ 1050	, Hispanic	, \$24.00	(Caballero)		(MADERA)

Miscellaneous: KYNO, KJFX-F sold by Brown to Mondosphere for \$3,000,000 (Stanfield) . . . KKTR, KBOS-F sold to Patterson (D) for \$6,250,000 (MVP) . . . KTHT-F sold by Patterson to Americom (D) for \$2,200,000 (MVP) . . .

GRAND RAPIDS

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

Stations: 23/19
Diaries: 1527/383:1/57.7%
Sample Target: 1530
% Below Line: 8.7
% Not Listed: 17.6

1994 Revenue: \$27,600,000
HH Inc.: \$39,177
Retail \$: 6.7 Bil
Pop per Station: 30,758
#1 Biller: WLHT-F \$4,700,000

MSA Rank/Pop: 55/732,000
DMA # 37 (w/Kalamazoo)
Average Person Ratings: 16.2
Market TSL: 21.50 hours

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WBCT-F (C)	88/ 9.3	10.1	9.5	9.7	9.8	9.7		1191/20.4	19.1	18.7	F	WBCT-F
2. WOOD-F (SAC)	85/ 9.0	8.1	7.8	8.8	7.0	8.4		1320/22.6	19.7	18.2	D	WOOD-F
3. WKLO-F (AOR)	84/ 8.9	9.4	9.0	8.5	8.1	9.0		1165/19.9	20.6	20.4	E	WKLO-F
4. WLAV-F (CL AOR)	75/ 7.9	5.6	5.8	6.9	8.5	6.6		995/17.0	15.6	19.4	D	WLAV-F
5. WOOD (T/FS)	61/ 6.5	7.2	7.8	8.3	7.7	7.5		912/15.6	17.1	17.8	D	WOOD
7. WLHT-F (AC)	61/ 6.5	6.0	6.3	6.4	7.1	6.3		832/14.2	13.1	13.7	F	WLHT-F
7. WSNX-F (CHR)	53/ 5.6	5.0	5.2	5.0	5.0	5.2		1117/19.1	17.7	18.2	C	WSNX-F
8. WGRD-F (CHR-MR)	43/ 4.6	5.6	6.5	5.8	5.3	5.6		951/16.3	18.5	18.6	C	WGRD-F
9. WODJ-F (O)	42/ 4.4	4.5	4.2	5.1	4.1	4.6		837/14.3	13.0	12.6	C	WODJ-F
10. WCUZ-F (C)	32/ 3.4	4.9	5.2	4.9	4.4	4.6		613/10.5	15.2	11.6	D	WCUZ-F
11. WJQK-F (REL)	21/ 2.2	1.3	2.9	1.7	2.3	2.0		342/ 5.9	4.9	5.7		WJQK-F
12. WKWM (B)	20/ 2.1	2.3	0.7	2.6	2.1	1.9		182/ 3.1	2.9	3.1		WKWM
13. WHTC (FS)	18/ 1.9	0.9	0.4	1.0	0.8	1.1		177/ 3.0	2.5	2.4		WHTC
14. WMUS-F (C)	18/ 1.9	3.5	2.3	2.4	2.7	2.5		383/ 6.6	7.4	6.5		WMUS-F
15. WCUZ (C)	15/ 1.6	1.4	0.8	0.7	1.3	1.1		210/ 3.6	5.2	4.9		WCUZ
16. WFUR-F (REL)	13/ 1.4	1.5	2.1	1.8	1.2	1.7		382/ 6.5	5.4	5.9		WFUR-F
17. WFGR-F (CL)	12/ 1.3	1.9	2.6	2.2	1.7	2.0		308/ 5.3	5.2	6.0	A	WFGR-F
18.												
19.												
20.												

12+ FM SHARE (METRO): 84.70% (659 of 778) (SUM 94: 85.05%)

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

OTHER RATED STATIONS	METRO CUME	TSA	TSA
	SHARE/RTG/AQH/CUME		
WAKX-F	96.1	HOLLAND	0.6/3.2
WGHN-F	92.1	GRAND HAVEN	0.5/1.5
WQFN-F	100.5	WALKER	1.1/3.1
WYGR	1530	WYOMING	0.5/1.0
WMHG-F	107.9	MUSKEGON	0.5/2.5
WMRR-F	101.7	MUSKEGON HTS	0.6/1.6

GRAND RAPIDS

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	,	CHR	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)	Patterson
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)	Patterson
WOODJ-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)

GREENSBORO-WINSTON SALEM

Arbitron Rank/Pop (12+): 42/940,600
 MSA Rank/Pop: 47/1,070,000
 DMA # 51
 Average Person Ratings: 16.1
 Market TSL: 21.25 hours

Stations: 31/24
 Diaries: 2075/453:1/53.8%
 Sample Target: 1980
 % Below Line: 6.6
 % Not Listed: 17.3

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	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WTQR-F (C)	193/12.8	11.9	14.2	14.2	15.2	13.3		2225/23.7	25.0	26.2	H	WTQR-F
2. WKSI-F (C)	108/ 7.1	4.7	6.7	4.5	3.1	6.6		1391/14.8	11.8	12.6	B	WKSI-F
3. WKZL-F (AC/CHR)	97/ 6.4	7.5	6.4	5.2	6.2	6.4		1595/17.0	17.5	14.6	D	WKZL-F
4. WJMH-F (B)	87/ 5.8	6.7	6.6	6.9	5.6	6.5		1431/15.2	16.9	13.5	C	WJMH-F
WMAG-F (AC)	87/ 5.8	6.0	5.7	6.7	4.8	6.1		1222/13.0	12.5	12.2	D	WMAG-F
6. WMOX-F (D)	86/ 5.7	5.0	4.0	4.5	4.1	4.8		1266/13.5	14.4	12.0	C	WMOX-F
7. WQMG-F (B)	76/ 5.0	6.2	5.5	4.9	5.7	5.4		1135/12.1	12.7	11.5	C	WQMG-F
8. WSJS (FS/T)	73/ 4.8	4.9	4.4	4.9	4.8	4.8		939/10.0	11.1	10.0	D	WSJS
9. WKRR-F (AOR/CL)	70/ 4.6	4.9	4.2	5.5	8.2	4.8		1080/11.5	14.8	19.0	E	WKRR-F
10. WXRA-F (AOR)	55/ 3.6	5.0	6.7	7.1	4.1	5.6		1156/12.3	14.3	11.4	B	WXRA-F
11. WPCM-F (C)	47/ 3.1	2.5	3.1	3.6	3.7	3.1		817/ 8.7	6.2	7.7		WPCM-F
12. WWGL-F (REL)	32/ 2.1	1.7	2.0	1.2	1.2	1.8		481/ 5.1	4.9	4.3		WWGL-F
13. WFMX-F (C)	28/ 1.9	2.1	2.3	2.2	2.6	2.1		611/ 6.5	6.1	7.7		WFMX-F
14. WFXF-F (O-70's)	27/ 1.8	2.0	1.6	2.5	3.3	2.0		504/ 5.4	7.2	8.1	C	WFXF-F

12+ FM SHARE (METRO): 85.37% (1068 of 1251) (SUM 94: 87.24%)

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

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA
WAAA 980 WINSTON-SALEM	1.1/1.9	
WFAZ-F 98.3 THOMASVILLE	0.4/1.5	
WKEW 1400 GREENSBORO	0.8/2.1	
WKXR 1260 ASHEBORO	0.5/1.2	
WLXN 1440 LEXINGTON	0.5/0.9	
WMFR 1230 HIGH POINT	1.1/2.6	
WWNB 1320 GREENSBORO	0.2/1.4	
WPET 950 GREENSBORO	0.9/1.1	
WPOL 1340 WINSTON-SALEM	0.7/1.5	
WQMG 1510 GREENSBORO	1.3/1.9	
WTOB 1380 WINSTON-SALEM	0.3/1.0	
WDCG-F 105.1 DURHAM	1.1/4.4	
WEDJ-F 95.1 CHARLOTTE	0.3/1.7	
WEND-F 106.5 SALISBURY	1.4/6.0	
WQOK-F 97.5 S. BOSTON, VA	0.7/2.1	
WSSS-F 104.7 CHARLOTTE	0.5/1.7	
WZZU-F 93.9 BURLINGTON	0.7/2.1	

GREENSBORO-WINSTON SALEM

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	
WFMX-F,	105.7,	100 KW @ 290	, Country	, \$ NA	(---)	Adventure	(STATESVILLE)
WFXF-F,	100.3,	100 KW @ 1046	, Country	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)
WKSI-F,	98.7,	100 KW @ 718	, Country	, \$ 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	
WMQX-F,	93.1,	100 KW @ 1099	, Oldies	, \$ 38.00	(D&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	
WWGL-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)

Miscellaneous: WFXF-F changes from Oldies - 70's to Country (Oct., after book). . . WMFR, WWWB, WMAG-F sold by HMW to SFX (D) for \$6,000,000 . . .

***** 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-NEW BERN, NC

Arbitron Rank/Pop (12+): 79/459,500
 MSA Rank/Pop: NA/401,000
 DMA # 100
 Average Person Ratings: 16.2
 Market TSL: 21.50 hours

Stations: 32/23
 Diaries: 1155/398:1/54.2%
 Sample Target: 1035
 % Below Line: 9.4
 % Not Listed: 14.4

1994 Revenue: \$10,800,000
 HH Inc.: \$27,634
 Retail \$: 3.3 Bil
 Pop per Station: 19,978
 #1 Biller: WRNS-F \$3,000,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WIKS-F (B)	119/16.0	13.3	15.6	13.3	17.7	14.6		1176/25.6	23.8	23.9	C	WIKS-F
2. WRNS-F (C)	113/15.2	20.4	18.3	17.9	17.5	18.0		1437/30.6	31.5	28.8	E	WRNS-F
3. WSFL-F (AOR)	73/ 9.8	7.7	9.0	8.6	5.4	8.8		912/19.8	15.9	13.7	C	WSFL-F
4. WRHT-FF (CHR)	40/ 5.3	6.6	5.2	4.6	4.5	5.4		735/16.0	16.2	13.1	B	WRHT-FF
5. WKOO-FF (O)	37/ 4.9	3.9	3.4	3.3	4.5	3.9		461/10.0	9.2	8.9	C	WKOO-FF
6. WDLX-F (AC/CHR)	31/ 4.2	3.7	3.9	4.6	4.5	4.1		663/14.4	12.0	14.6	C	WDLX-F
7. WNCT-F (O)	28/ 3.8	4.1	3.8	2.9	3.0	3.7		543/11.8	12.2	8.7	B	WNCT-F
8. WELS (B)	26/ 3.5	1.1	0.7	1.4	0.7	1.9		124/ 2.7	2.5	1.8		WELS
9. WRDU-F (AOR)	21/ 2.8	2.8	1.7	2.9	3.9	2.6		339/ 7.4	6.1	8.7		WRDU-F
10. WKQT-F (AC)	14/ 1.9	2.1	2.3	1.8	2.5	2.0		338/ 7.4	6.3	6.0		WKQT-F
WXQR-F (AOR)	14/ 1.9	1.1	1.0	0.9	2.5	1.2		260/ 5.7	6.2	4.6		WXQR-F
12. WNBR-FF (CL AOR)	13/ 1.7	0.8	1.6	1.2	0.7	1.3		143/ 3.1	2.9	3.6		WNBR-FF
WTND-F (C)	13/ 1.7	1.9	0.7	1.3	0.6	1.4		379/ 8.2	8.8	5.8		WTND-F
14.												
15.												

12+ FM SHARE (METRO): 91.04% (579 of 636) (SUM 94: 92.37%)

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

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	TSA /CUME
WELS-F	102.9	KINSTON	0.7/2.4	
WJCV	1290	JACKSONVILLE	0.4/1.2	
WJNC	1240	JACKSONVILLE	1.1/2.3	
WLAS	910	JACKSONVILLE	0.5/1.2	
WOOW	1340	GREENVILLE	0.8/1.3	
WQSL-F	92.3	JACKSONVILLE	1.2/3.7	
WTKF-F	107.3	ATLANTIC	0.7/3.3	
WTOW	1320	WASHINGTON	0.5/1.0	
WFXX-F	104.3	TARBORO	1.3/5.1	
WGN1-F	102.7	WILMINGTON	0.5/1.8	
WGTM	590	WILSON	0.8/0.7	
WKTC-F	96.9	GOLDSBORO	0.9/5.5	
WRAL-F	101.5	RALEIGH	0.4/3.5	
WTRG-F	100.7	ROCKY MOUNT	0.8/5.3	
WZFX-F	99.1	WHITEVILLE	0.4/2.3	
WZXS-F	103.9	TOPSAIL	1.5/2.9	

GREENVILLE-NEW BERN, NC

RADIO STATIONS

WELS, 1010, 1 KW/500 W (DA-N), Black	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, AC/CHR	ABC, \$ 33.00 (Banner)	Pinnacle (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)	S. Taylor (NEWPORT)
WNCT-F, 107.9, 100 KW @ 1699, Oldies	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 (D & R)	Taylor (GRIFTON)
WXQR-F, 105.5, 3 KW @ 298, AOR	, \$ 14.00 (K & P)	(JACKSON.)

OTHER RANKED STATIONS -- See Raleigh

Miscellaneous: WKQT-F sold to Stephen Taylor (D) for \$2,000,000 (Bergner). . .

GREENVILLE-SPARTANBURG

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

Stations: 26/20
Diaries: 1898/363:1/52.4%
Sample Target: 1680
% Below Line: 4.3
% Not Listed: 17.4

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: 15.7

Market TSL: 21.00 hours

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WSSL-F (C)	155/14.3	17.9	15.7	17.9	18.1	16.5		2049/29.7	30.7	31.8	G	WSSL-F
2. WROQ-F (AOR)	114/10.5	8.3	9.3	8.3	9.6	9.1		1470/21.3	16.2	18.4	E	WROQ-F
3. WJMZ-F (B)	103/ 9.5	9.8	11.2	8.3	9.0	9.7		1022/14.8	14.7	12.9	C	WJMZ-F
4. WMYI-F (AC)	81/ 7.5	7.9	8.5	8.0	8.6	8.0		1391/20.2	20.0	20.8	F	WMYI-F
5. WESC-F (C)	77/ 7.1	9.1	9.3	7.6	10.0	8.3		1267/18.4	22.2	23.4	E	WESC-F
6. WSPA-F (SAC)	72/ 6.7	6.6	6.1	6.6	6.5	6.5		1135/16.5	15.1	15.3	G	WSPA-F
7. WFBC-F (CHR)	58/ 5.4	3.2	3.8	4.6	4.5	4.3		930/13.5	11.4	13.5	C	WFBC-F
8. WXWX-FF (AOR-NR)	39/ 3.7	3.7	4.4	3.7	2.6	3.9		618/ 9.0	8.4	7.7		WXWX-FF
9. WFBC-AA (N/T)	31/ 2.9	3.8	2.8	4.8	3.0	3.6		491/ 7.1	7.3	5.9	C	WFBC-AA
10. WMUU-F (EZ/ST)	28/ 2.6	3.1	3.3	2.9	2.4	3.0		431/ 6.3	7.1	5.7	A	WMUU-F
11. WSPA (ST)	19/ 1.8	1.0	1.7	1.6	1.3	1.5		297/ 4.3	3.0	4.0		WSPA
12. WFNQ-F (C)	17/ 1.6	3.0	1.5	4.6	3.5	2.7		497/ 7.2	8.0	11.3		WFNQ-F
13. WPJM (G)	13/ 1.2	0.8	1.3	1.4	1.3	1.2		185/ 2.7	2.3	3.6		WPJM
14.												
15.												

12+ FM SHARE (METRO): 90.26% (806 of 893) (SUM 94: 91.99%)

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

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
WASC 1530	SPARTANBURG	0.5/1.0	
WESC 660	GREENVILLE	1.0/2.1	
WPEK-F 98.1	SENECA	0.4/1.8	
WRIX 1020	HOMELAND PARK	0.7/1.1	
WRIX-F 103.1	HONEA PATH	1.0/2.5	
WBAV-F 101.9	GASTONIA, NC	0.6/1.9	
WEDJ-F 95.1	CHARLOTTE	0.4/2.4	
WKSF-F 99.9	ASHEVILLE	0.8/3.6	
WMIT-F 106.9	BLACK MOUNTAIN, NC	0.8/2.1	
WPEG-F 97.9	CONCORD, NC	0.6/3.2	
WMMG-F 96.1	SHELBY, NC	1.1/3.0	

GREENVILLE-SPARTANBURG

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)	Standards	CBS, \$ 17.00	(Christal)		
W ⁹ NQ-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)
WMUU-F	,	94.5,	100 KW @ 1200	EZ	AP, \$ 19.00	(---)		
WYI-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)

HARRISBURG

Arbitron Rank/Pop (12+): 73/516,900
 MSA Rank/Pop: 86/615,000
 DMA #43 (w/York & Lancaster)
 Average Person Ratings: 16.4
 Market TSL: 22.25 hours

Stations: 29/17
 Diaries: 1413/366:1/57.9%
 Sample Target: 1455
 % Below Line: 15.9
 % Not Listed: 14.9

1994 Revenue: \$16,700,000
 HH Inc.: \$38,091
 Retail \$: 6.4 Bil
 Pop per Station: 30,406
 #1 Biller: WNNK-F \$5,600,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WNNK-F (CHR)	87/10.2	11.1	13.7	13.9	12.0	12.2		1342/26.0	28.0	28.1	G	WNNK-F
2. WHP (FS)	72/ 8.5	7.2	8.2	9.0	8.2	8.2		911/17.6	16.7	17.6	D	WHP
WRVV-F (AC/AOR)	72/ 8.5	10.5	7.4	7.1	8.3	8.4		903/17.5	19.3	18.8	D	WRVV-F
4. WRKZ-F (C)	69/ 8.1	9.1	9.1	9.6	8.8	9.0		855/16.5	16.9	16.0	E	WRKZ-F
5. WTPA-F (AOR)	65/ 7.6	6.1	7.9	6.1	8.6	6.9		875/16.9	15.3	19.1	D	WTPA-F
6. WWKL-F (O)	52/ 6.1	6.4	4.9	5.9	5.8	5.8		776/15.0	17.9	14.3	D	WWKL-F
7. WQXA-F (AC)	33/ 3.9	1.9	1.2	1.1	1.4	2.0		609/11.8	8.8	7.0		WQXA-F
WROZ-F (SAC)	33/ 3.9	3.7	4.2	3.1	3.3	3.7		544/10.5	11.8	9.3		WROZ-F
9. WCTX-F (EZ/ST)	29/ 3.4	2.9	3.0	2.5	2.3	3.0		337/ 6.5	4.9	4.1	A	WCTX-F
10. WHYL (ST)	28/ 3.3	3.3	4.5	3.5	3.3	3.7		373/ 7.2	7.8	6.5	A	WHYL
11. WTCY (B)	23/ 2.7	2.7	1.5	2.2	1.3	2.3		214/ 4.1	4.2	3.4		WTCY
12. WYMJ-F (AC)	20/ 2.4	---	---	---	---	---		332/ 6.4	---	---		WYMJ-F
13. WLBR (FS)	19/ 2.2	2.6	1.8	1.8	2.2	2.1		300/ 5.8	5.6	5.1	A	WLBR
14. WHYL-F (C)	18/ 2.1	2.7	3.3	3.1	2.8	2.8		336/ 6.5	7.2	6.8	B	WHYL-F
WDAC-F (REL)	18/ 2.1	1.7	1.7	2.6	1.4	2.0		297/ 5.7	4.4	3.9		WDAC-F

12+ FM SHARE (METRO): 77.32% (559 of 723) (SUM 94: 77.73%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNNK-F>	1 WNNK-F	1 WRVV-F<	1 WNNK-F	1 WRVV-F<	1 WTPA-F>>	1 WTPA-F>>	1 WTPA-F>>	1 WTPA-F>	1 WRVV-F>
2 WTCY	2 WRVV-F<	2 WNNK-F<	2 WRVV-F>	2 WNNK-F	2 WNNK-F	2 WNNK-F	2 WRVV-F<	2 WRVV-F	2 WTPA-F
3 WQXA-F	3 WTPA-F>	3 WTPA-F>	3 WWKL-F<	3 WWKL-F>	3 WQXA-F>>	3 WQXA-F	3 WNNK-F	3 WNNK-F>	3 WNNK-F
4 WRKZ-F	4 WQXA-F	4 WWKL-F>	4 WTPA-F	4 WRKZ-F	4	4 WRVV-F	4 WQXA-F	4 WRKZ-F	4 WRKZ-F
5	5 WRKZ-F	5	5 WRKZ-F	5 WTPA-F	5	5	5 WHP	5 WWKL-F	5 WHP
6	6	6	6	6	6	6	6	6	6 WWKL-F
7	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WCMB	1460 HARRISBURG	1.3/5.0	
W100	1000 CARLISLE	0.5/1.1	
WKBO	1230 HARRISBURG	0.8/2.8	
WYGL-F	100.5 ELIZABETH	0.6/1.8	
WQIC-F	100.1 LEBANON	0.8/2.1	
WARM-F	103.3 YORK	1.1/4.1	
WGTY-F	107.7 GETTYSBURG	0.4/2.7	
WHTF-F	92.7 STARVIEW	1.6/6.5	
WIOV-F	105.1 EPHRATA	0.5/2.1	
WJUN-F	92.5 MEXICO	0.4/0.7	
WLAN-F	96.9 LANCASTER	0.8/3.8	
WQX-F	94.1 SUNBURY	0.5/1.7	
WMD-F	104.7 HAGERSTOWN, MD	0.4/0.8	
WYCR-F	98.5 HANOVER	0.5/4.7	

HARRISBURG

RADIO STATIONS

WCMB	,	1460,	5 KW (DA-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)	Dame
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	(---)	WTPA owner (D) (PALMYRA)
WHYL-F	,	102.3,	3 KW @ 328	,	Country	CNN,	\$ 24.00	(---)	(CARLISLE)
WWKL-F	,	99.3,	6 KW @ 328	,	Oldies	WESTWD,	\$ 50.00	(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)	Telemedia (HERSHEY)
WRVV-F	,	97.3,	17 KW @ 840	,	AC/AOR	,	\$ 61.00	(MMR)	Dame
WTPA-F	,	93.5,	1.3 KW @ 718	,	AOR	,	\$ 54.00	(Banner)	(MECHANIC.)
WYMJ-F	,	94.9,	25 KW @ 699	,	AC	ABC, WESTWD,	\$ 30.00	(Katz)	Barnstable

Other Ranked Stations -- See York or Lancaster

Miscellaneous: WYMJ-F and WWKL-F swapped frequencies. . .

HARTFORD

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

Stations: 24/15
 Diaries: 2220/436:1/55.0%
 Sample Target: 2040
 % Below Line: 8.7
 % Not Listed: 18.6

1994 Revenue: \$42,300,000
 HH Inc.: \$47,346
 Retail \$: 10.0 Bil
 Pop per Station: 60,531
 #1 Biller: WTIC \$7,200,000

MSA Rank/Pop: 46/1,120,000
 DMA # 25 (w/New Haven)
 Average Person Ratings: 16.4
 Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WTIC (FS)	182/11.4	11.9	12.6	12.2	12.2	12.0		2396/24.7	25.8	27.6	H	WTIC
2. WRCH-F (SAC)	156/ 9.8	10.0	9.0	8.1	8.1	9.2		2079/21.5	19.4	17.9	G	WRCH-F
3. WKSS-F (CHR)	114/ 7.2	7.2	6.3	6.3	7.4	6.8		2093/21.6	20.1	22.4	F	WKSS-F
4. WWYZ-F (C)	110/ 6.9	8.8	7.0	8.2	5.7	7.7		1533/15.8	17.4	14.2	E	WWYZ-F
5. WZMX-F (O-70's)	100/ 6.3	6.3	6.1	5.5	3.9	6.1		1677/17.3	18.4	13.1	E	WZMX-F
6. WTIC-F (CHR)	95/ 6.0	5.7	6.6	7.3	6.7	6.4		2228/23.0	20.9	23.7	E	WTIC-F
7. WDRC-F (O)	90/ 5.7	5.4	5.2	5.6	5.9	5.5		1532/15.8	14.9	17.2	E	WDRC-F
8. WMRQ-F (AOR-NR)	85/ 5.3	3.8	4.6	2.8	2.9	4.1		1462/15.1	13.2	11.5		WMRQ-F
9. WDRC (ST)	79/ 5.0	4.4	5.5	3.3	4.4	4.6		897/ 9.3	8.2	9.8	B	WDRC
10. WHCN-F (AOR)	62/ 3.9	2.9	3.5	4.9	4.5	3.8		1100/11.4	11.5	13.8	F	WHCN-F
11. WCCC-AF (AOR)	33/ 2.0	1.8	1.8	4.4	4.6	2.5		793/ 8.2	8.0	14.7	E	WCCC-AF
12. WAQY-F (CL AOR)	30/ 1.9	1.6	1.9	2.9	2.7	1.8		742/ 7.7	6.9	12.6		WAQY-F
13. WFAN (SPRTS)	26/ 1.6	1.6	1.6	1.9	1.4	1.7		551/ 5.7	5.9	5.2		WFAN
14. WPOP (N/T)	24/ 1.5	1.7	1.9	2.0	1.8	1.8		497/ 5.1	5.9	6.7	B	WPOP
15.												

12+ FM SHARE (METRO): 73.34% (949 of 1294) (SUM 94: 70.96%)

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 WZMX-F<	1 WZMX-F<	1 WRCH-F	1 WTIC >	1 WTIC >>	1 WRCH-F	1 WRCH-F	1 WTIC	1 WTIC >>
2 WTIC-F	2 WMRQ-F	2 WKSS-F<	2 WRCH-F	2 WZMX-F	2 WRCH-F	2 WRCH-F<	2 WTIC	2 WWYZ-F<	2 WKSS-F	2 WRCH-F
3 WMRQ-F	3 WZMX-F	3 WRCH-F	3 WKSS-F	3 WWYZ-F<	3 WWYZ-F<	3 WZMX-F	3 WWYZ-F<	3 WTIC	3 WRCH-F	3 WWYZ-F
4	4 WRCH-F	4 WMRQ-F<	4 WHCN-F<	4 WKSS-F<	4 WDRC	4 WDRC	4 WKSS-F	4 WKSS-F	4 WTIC-F<	4 WDRC-F
5	5 WTIC-F	5 WTIC-F	5 WDRC-F	5 WDRC-F<	5 WDRC-F	5 WWYZ-F<	5 WZMX-F	5 WZMX-F	5 WMRQ-F	5 WTIC-F
6	6	6 WHCN-F	6 WWYZ-F<	6 WTIC	6	6 WTIC-F	6 WDRC-F	6 WTIC-F<	6	6 WKSS-F
7	7	7	7 WTIC-F	7 WHCN-F<	7	7	7	7 WMRQ-F	7	7
8	8	8	8	8 WTIC-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 WRCH-F	1 WRCH-F<	1 WRCH-F	1 WRCH-F>	1 WRCH-F>	1 WMRQ-F	1 WMRQ-F>	1 WMRQ-F	1 WZMX-F	1 WZMX-F
2 WTIC-F	2 WHCN-F	2 WKSS-F	2 WKSS-F	2 WKSS-F	2 WKSS-F	2 WKSS-F<	2 WZMX-F	2 WMRQ-F	2 WTIC
3 WKSS-F	3 WZMX-F<	3 WZMX-F	3 WTIC-F	3 WDRC-F	3 WCCC-AF	3 WZMX-F>	3 WKSS-F	3 WKSS-F	3 WWYZ-F
4 WMRQ-F	4 WTIC-F>	4 WTIC-F	4 WZMX-F	4 WZMX-F	4 WTIC-F	4 WCCC-AF	4 WHCN-F	4 WHCN-F	4 WHCN-F
5 WZMX-F	5 WMRQ-F	5 WWYZ-F	5 WWYZ-F	5 WWYZ-F<	5 WZMX-F	5 WHCN-F	5 WRCH-F	5 WTIC <	5 WDRC-F
6	6 WWYZ-F	6 WMRQ-F	6 WDRC-F	6 WTIC-F	6	6	6 WTIC	6 WDRC-F	6 WRCH-F
7	7	7	7	7 WTIC	7	7	7	7 WMRQ-F	7 WMRQ-F<
8	8	8	8	8	8	8	8	8	8 WKSS-F

METRO CUME TSA TSA
 SHARE/RTG/AQH/CUME

OTHER RATED STATIONS			
WLAT	1230	MANCHESTER	1.2/2.2
WRYM	840	NEW BRITAIN	0.4/1.5
WAAF-F	107.3	WORCESTER	0.6/2.2
WHYN-F	93.1	SPRINGFIELD	0.4/3.2
WKCI-F	101.3	HAMDEN/NEW HAVEN	1.3/7.1
WMAS-F	94.7	SPRINGFIELD	0.6/3.1
WMMW	1470	MERIDEN	0.4/1.4
WPKX-F	97.9	ENFIELD, MA	0.9/3.2
WPLR-F	99.1	NEW HAVEN	0.9/5.1

HARTFORD

RADIO STATIONS

WDRC, 1300, 5 KW (DA-N)	, Standards	CNN, WESTWD, \$ 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 (DA-2)	, News/Talk	ABC, \$ 32.00 (D & R)	Liberty
WTIC, 1080, 50 KW (DA-N)	, Full Service	CBS, \$ 137.00 (Group W)	Chase
WCCC-F, 106.9, 23 KW @ 731, AOR		WESTWD, 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
WWYZ-F, 92.5, 18 KW @ 859, Country		WESTWD, \$ 96.00 (Banner)	(WATERBURY)
WMRQ-F, 104.1, 18 KW @ 836, AOR-NR		CBS, \$ 50.00 (D&R)	Liberty
WZMX-F, 93.7, 21 KW @ 781, Oldies - 70's		, \$ 82.00 (Katz)	Amer. Radio Systems

***** 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	

HONOLULU

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

MSA Rank/Pop: 65/885,000

DMA # 61

Average Person Ratings: 16.8

Market TSL: 22.75 hours

Stations: 24/24

Diaries: 1406/520:1/54.8%

Sample Target: 1325

% Below Line: 0.0

% Not Listed: 7.1

1994 Revenue: \$21,200,000

HH Inc.: \$46,838

Retail \$: 10.5 Bil

Pop per Station: 30,479

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

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. KIKI-F (CHR)	152/12.4	8.8	9.5	10.3	7.3	10.3		1850/25.3	21.7	18.3	C	KIKI-F
2. KSSK-F (AC)	122/ 9.9	10.6	9.9	11.7	11.4	10.5		1851/25.3	24.0	26.1	E	KSSK-F
3. KCCN-F (E)	112/ 9.1	7.6	9.0	8.8	8.7	8.6		1573/21.5	19.3	18.6	E	KCCN-F
KSSK (FS)	112/ 9.1	7.9	8.5	8.0	9.2	8.4		1086/14.8	15.9	16.3	E	KSSK
5. KQMQ-AF (CHR)	91/ 7.4	6.5	5.7	6.1	7.1	6.4		1732/23.7	20.5	21.6	C	KQMQ-AF
6. KKLV-F (CL AOR)	77/ 6.3	5.5	4.0	6.1	7.3	5.5		931/12.7	12.7	14.5	B	KKLV-F
KRTR-F (AC)	77/ 6.3	6.3	7.9	7.0	4.9	6.9		1200/16.4	18.3	15.6	B	KRTR-F
8. KINE-F (E)	72/ 5.9	6.0	5.4	4.6	6.8	5.5		941/12.9	12.9	15.3	B	KINE-F
9. KUMU-F (EZ)	48/ 3.9	5.3	6.8	6.9	6.8	5.7		710/ 9.7	11.5	12.0	C	KUMU-F
10. KHVH (N/T)	40/ 3.3	3.9	4.0	3.3	3.3	3.6		457/ 6.2	6.8	6.9	B	KHVH
11. KUCD-F (J)	38/ 3.1	3.2	1.3	---	---	---		453/ 6.2	6.9	---		KUCD-F
12. KPOI-F (AOR-NR)	37/ 3.0	3.7	4.9	4.0	3.3	3.9		679/ 9.3	9.5	10.9	B	KPOI-F
13. KUMU (ST/EZ)	34/ 2.8	1.9	1.3	0.9	1.4	1.7		337/ 4.6	3.8	2.9	C	KUMU
14. KDEO-F (AOR)	32/ 2.6	3.3	2.8	2.2	2.0	2.7		505/ 6.9	7.0	8.0	B	KDEO-F
15. KCCN (E)	19/ 1.5	2.4	2.1	3.1	1.9	2.3		337/ 4.6	7.2	6.5	A	KCCN
16. KHNR (N/T)	18/ 1.5	1.5	1.5	1.9	1.4	1.6		419/ 5.7	6.1	6.2	B	KHNR
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 76.44% (873 of 1142) (SUM 94: 74.34%)

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

HONOLULU

OTHER RATED STATIONS			METRO CUME TSA
			SHARE/RTG/AQH/CUME
KAIM-F	95.5	HONOLULU	0.9/3.4
KGMZ-F	107.9	AIEA	0.7/2.2
KGU	760	HONOLULU	1.1/4.8
KISA	1540	HONOLULU	0.5/0.9
KLHT	1040	HONOLULU	0.4/1.2
KNDI	1270	HONOLULU	0.4/1.6
KZOO	1210	HONOLULU	1.0/2.1

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	(---)	CD
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
KUMU	1500	10 KW	Standards	\$NA	(Banner)	
KZCO	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)	

HOUSTON

Arbitron Rank/Pop (12+): 9/3,294,400
 MSA Rank/Pop: 8/4,120,000
 DMA # 10
 Average Person Ratings: 17.4
 Market TSL: 22.75 hours

Stations: 32/32
 Diaries: 4008/ 822:1/46.1%
 Sample Target: 3555
 % Below Line: 0.0
 % Not Listed: 14.3

1994 Revenue: \$161,200,000
 HH Inc.: \$36,812
 Retail \$: 34.0 Bil
 Pop per Station: 102,950
 #1 Biller: KILT-AF \$16,000,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. KBXX-F (B/CHR)	406/ 7.1	6.4	6.2	5.2	3.8	6.2		5431/16.5	14.7	12.7	G	KBXX-F
2. KODA-F (SAC)	386/ 6.8	6.0	6.6	6.3	5.7	6.4		5843/17.7	15.9	15.5	I	KODA-F
3. KILT-F (C)	331/ 5.8	5.1	5.8	6.2	7.0	5.7		5581/16.9	15.0	16.6	J	KILT-F
4. KMJQ-F (B/AC)	292/ 5.1	4.7	4.8	5.3	5.1	5.0		4403/13.4	12.6	13.6	H	KMJQ-F
5. KHM-F (AC/CHR)	279/ 4.9	4.4	4.4	3.6	4.3	4.3		4855/14.7	13.3	14.1	I	KHM-F
KQJE-F (ST)	279/ 4.9	6.0	4.6	3.8	4.4	4.8		2899/ 8.8	9.9	9.0	F	KQJE-F
7. KKBO-AF (C)	258/ 4.5	5.3	5.3	5.4	5.3	5.1		4424/13.4	12.7	13.7	I	KKBO-AF
8. KTRH (N)	249/ 4.4	5.0	4.7	4.6	4.2	4.7		5232/15.9	18.5	15.7	I	KTRH
9. KRBE-F (CHR)	243/ 4.3	4.4	4.6	5.5	5.2	4.7		5288/16.1	16.4	17.6	H	KRBE-F
10. KLDE-F (O)	232/ 4.1	4.7	3.8	3.7	4.7	4.1		4325/13.1	12.5	12.2	H	KLDE-F
11. KPRC (T)	223/ 3.9	3.6	3.7	3.9	3.8	3.8		3396/10.3	9.5	10.0	G	KPRC
12. KIKK-F (C)	195/ 3.4	3.5	4.8	4.1	4.2	4.0		4417/13.4	12.8	14.2	H	KIKK-F
13. KKRW-F (O-70's)	192/ 3.4	3.7	2.8	3.1	3.1	3.3		3819/11.6	12.0	10.9	G	KKRW-F
14. KLLO-F (AOR)	185/ 3.2	4.6	4.4	4.0	4.3	4.1		3673/11.1	12.8	14.4	I	KLLO-F
KLTN-FF (SP)	185/ 3.2	2.9	1.9	2.0	1.9	2.5		2031/ 6.2	6.0	3.9	D	KLTN-FF
16. KTBZ-F (AOR-NR)	157/ 2.7	2.7	3.2	2.6	2.6	2.8		3540/10.7	10.3	8.7		KTBZ-F
17. KHYS-F (J)	134/ 2.3	2.4	2.9	3.1	3.3	2.7		2520/ 7.6	7.5	8.8	E	KHYS-F
18. KQK-F (SP)	128/ 2.2	1.8	1.8	1.9	1.4	1.9		2146/ 6.5	5.3	4.5	E	KQK-F
19. KXTJ-F (SP)	84/ 1.5	1.4	1.4	1.8	1.9	1.5		1688/ 5.1	5.0	4.5	D	KXTJ-F
20. KLAT (SP)	79/ 1.4	2.0	1.5	1.6	1.5	1.6		1281/ 3.9	3.8	4.0	E	KLAT
21. KXYZ (SP)	56/ 1.0	0.7	0.8	0.7	0.6	0.8		865/ 2.6	2.0	1.8		KXYZ
22. KSEV (T)	55/ 1.0	1.1	1.0	1.2	1.4	1.1		1566/ 4.8	4.9	5.0	C	KSEV
23.												
24.												
25.												

12+ FM SHARE (METRO): 80.82% (3961 of 4901) (SUM 94: 82.24%)

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

HOUSTON

OTHER RATED STATIONS		METRO CUME TSA TSA SHARE/RTG/AQH/CUME	
KCOH	1430	HOUSTON	0.8/2.2
KEYH	850	HOUSTON	0.8/1.9
KIKK	650	PASADENA	0.6/1.1
KILT	610	HOUSTON	0.7/2.6
KMPQ	980	ROSENBERG	0.6/1.1
KWWJ	1360	BAYTOWN	0.7/1.8
KYOK	1590	HOUSTON	0.3/1.4
KYST	920	TEXAS CITY	0.3/0.7

RADIO STATIONS

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 (DA-N),	Hispanic		\$ 35.00 (Lotus)	
KPRC, 950,	5 KW (DA-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
KHMX, 96.5,	97 KW @ 1919,	AC/CHR		\$ 210.00 (D&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
KLLO, 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
KQK, 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)	Chancellor

Miscellaneous: KNUZ, KQUE-F sold to SFX (D) for \$39,500,000 (Americom). . .

HUNTSVILLE

Arbitron Rank/Pop (12+): 108/361,100
 MSA Rank/Pop: 147/374,000
 DMA # 89 (w/Decatur)
 Average Person Ratings: 15.5
 Market TSL: 20.50 hours

Stations: 22/19
 Diaries: 942/383:1/53.5%
 Sample Target: 920
 % Below Line: 6.2
 % Not Listed: 19.4

1994 Revenue: \$11,700,000
 HH Inc.: \$37,600
 Retail \$: 3.5 Bil
 Pop per Station: 19,005
 #1 Biller: WDRM-F \$5,000,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WDRM-AF (C)	131/23.4	24.8	25.1	28.2	27.2	25.4		1412/39.1	40.5	41.7	G	WDRM-AF
2. WZYP-F (CHR)	56/10.0	9.9	8.0	11.3	10.7	9.8		996/27.6	24.9	25.8	D	WZYP-F
3. WAHR-F (AC)	46/ 8.2	10.4	9.5	7.8	6.4	9.0		574/15.9	20.5	15.1	C	WAHR-F
4. WTAK-F (AOR)	37/ 6.6	7.3	7.6	4.6	5.9	6.5		476/13.2	16.7	10.8	B	WTAK-F
5. WRSA-F (SAC)	33/ 5.9	6.3	9.4	7.6	6.6	7.3		465/12.9	14.0	11.9	B	WRSA-F
6. WENN-F (B)	21/ 3.7	4.2	4.4	4.8	4.5	4.3		353/ 9.8	10.4	9.9		WENN-F
7. WEUP (B)	16/ 2.9	3.5	3.4	2.3	2.7	3.0		257/ 7.1	6.2	6.9		WEUP
WVNN (T)	16/ 2.9	3.3	2.8	4.2	4.5	3.3		288/ 8.0	7.8	10.7		WVNN
9. WLOR (G)	15/ 2.7	1.2	0.7	1.7	1.4	1.6		120/ 3.3	2.4	1.9		WLOR
10. WEUP-F (B)	14/ 2.5	1.9	0.9	1.0	1.1	1.6		232/ 6.4	4.4	2.7		WEUP-F

12+ FM SHARE (METRO): 85.84% (388 of 452) (SUM 94: 86.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZYP-F>>>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 WENN-F	2 WZYP-F>	2 WZYP-F	2 WTAK-F<	2 WAHR-F	2 WRSA-F<	2 WZYP-F	2 WAHR-F	2 WAHR-F	2 WZYP-F	2 WAHR-F
WDRM-AF	3 WTAK-F>	3 WAHR-F<	3 WAHR-F	3 WTAK-F	3 WAHR-F>	3 WAHR-F	3 WTAK-F<	3 WZYP-F	3 WENN-F>	WLOR
4	4 WAHR-F	4 WTAK-F	4 WZYP-F	4 WZYP-F	4	4 WTAK-F	4 WZYP-F	4 WTAK-F	4	4
5	5	5	5	5	5	5	5	5 WRSA-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 WDRM-AF	1 WDRM-AF	1 WDRM-AF	1 WDRM-AF>>1	1 WDRM-AF>>	1 WDRM-AF	1 WDRM-AF	1 WDRM-AF	1 WDRM-AF>	1 WDRM-AF>>
2 WZYP-F	2 WZYP-F>	2 WZYP-F	2 WAHR-F<	2 WAHR-F>	2 WZYP-F	2 WTAK-F>	WTAK-F	2 WTAK-F>	2 WTAK-F>>
3	3 WAHR-F>	3 WAHR-F	3 WZYP-F>	3 WZYP-F>	3 WTAK-F	3 WZYP-F>	3 WZYP-F	3 WZYP-F>	3 WZYP-F
4	4 WMXQ-FF	4	4	4 WLOR	4	4	4	4	4 WAHR-F
5	5	5	5	5 WTAK-F	5	5	5	5	WVNN

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA/AQH	TSA/CUME
WBBI	730	MADISON	0.4/2.2	
WBXR	1140	HAZLE GREEN	0.5/1.7	
WDJL	1000	HUNTSVILLE	1.2/2.7	
WWXQ-FF	92.5	TRINITY	1.9/8.3	
WNDA-F	95.1	HUNTSVILLE	1.4/5.0	
WPZM-F	93.3	TULLAHOMA	1.6/7.9	
WQLT-F	107.3	FLORENCE	1.6/6.1	
WTKI	1450	HUNTSVILLE	0.7/3.2	
WKDF-F	103.3	NASHVILLE	2.1/8.0	
WQSB-F	105.1	ALBERTVILLE	0.4/1.6	

HUNTSVILLE

RADIO STATIONS

WBHP, 1230, 1 KW, Country/FS	, \$ NA (Katz)	
WEUP, 1600, 5 KW/500 W (DA-N), Black	AURN, \$ 16.00 (---)	
WLOR, 1550, 50 KW/500 W (DA-N), Gospel	, \$ 12.00 (---)	
WDJL, 1000, 10 KW (DAYS), ??	, \$ NA (Regional)	
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)	
WXXQ-F, 92.5, 3 KW @ 423, ADR	ABC, \$ 18.00 (---)	(TRINITY)
WDRM-F, 102.1, 100 KW @ 981, Country	, \$ 80.00 (Katz)	(DECATUR)
WHVK-F, 93.3, 100 KW @ 984, Country	ABC, \$ 20.00 (Christal)	Athens (TULLAHOMA, TN)
WNDA-F, 95.1, 50 KW @ 112, Religion	, \$ 12.00 (---)	
WQLT-F, 107.3, 100 KW @ 1000, AC/Oldies	ABC, \$ 16.00 (K & P)	(FLORENCE)
WRSA-F, 96.9, 100 KW @ 830, Soft AC/EZ	CBS, \$ 25.00 (---)	(DECATUR)
WTAK-F, 106.1, 6 KW @ 328, ADR	, \$ 22.00 (Eastman)	(HARTSELLE)
WZYP-F, 104.3, 100 KW @ 1115, CHR	ABC, \$ 46.00 (Christal)	Athens (ATHENS)

WENN-F - See Birmingham

WKDF-F - See Nashville

Miscellaneous: WDJL (1000) sold for \$300,000 . . .

***** 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
 MSA Rank/Pop: 36/1,480,000
 DMA # 26
 Average Person Ratings: 15.5
 Market TSL: 20.50 hours

Stations: 28/26
 Diaries: 2635/416:1/51.9%
 Sample Target: 2475
 % Below Line: 0.8
 % Not Listed: 8.3

1994 Revenue: \$55,900,000
 HH Inc.: \$37,814
 Retail \$: 14.4 Bil
 Pop per Station: 42,015
 #1 Biller: WFBQ-F \$12,500,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WFBQ-F (T/AOR)	228/13.5	12.9	12.0	11.8	13.7	12.6		2968/27.2	26.3	28.1	I	WFBQ-F
2. WFMS-F (C)	219/13.0	14.1	11.6	12.0	13.7	12.7		2585/23.7	23.6	25.2	I	WFMS-F
3. WIBC (FS/T)	117/ 6.9	7.5	8.5	8.7	8.2	7.9		1815/16.6	18.4	18.7	G	WIBC
4. WTLC-F (B)	107/ 6.3	5.3	5.3	7.0	5.2	6.0		1291/11.8	10.1	11.9	E	WTLC-F
5. WENS-F (AC)	100/ 5.9	6.3	5.3	6.1	6.3	5.9		1700/15.6	15.9	18.7	G	WENS-F
6. WTP1-F (SAC)	95/ 5.6	5.4	7.1	4.6	5.7	5.7		1342/12.3	11.3	12.3	E	WTP1-F
7. WGRL-F (C)	92/ 5.4	5.0	5.1	3.8	3.9	4.8		1428/13.1	4.3	2.3	C	WGRL-F
8. WZPL-F (CHR)	86/ 5.1	4.1	4.3	5.1	6.0	4.7		1802/16.5	14.8	17.0	D	WZPL-F
9. WRZX-F (AOR-NR)	83/ 4.9	5.2	4.1	4.0	5.1	4.6		1271/11.6	13.7	13.6	D	WRZX-F
10. WHHH-F (U/CHR)	82/ 4.8	4.3	4.4	4.7	4.0	4.6		1324/12.1	10.5	11.0	C	WHHH-F
11. WNAP-F (O-70's)	65/ 3.8	5.5	5.3	8.0	5.4	5.7		1520/13.9	15.3	16.3	E	WNAP-F
12. WMYS (ST)	50/ 3.0	3.0	3.3	2.4	0.9	2.9		544/ 5.0	4.9	1.7	A	WMYS
13. WTLC (B/G)	34/ 2.0	1.3	1.2	1.2	2.0	1.4		423/ 3.9	3.0	4.1	E	WTLC
14. WTTS-F (AOR)	28/ 1.7	2.2	2.1	1.6	1.4	1.9		552/ 5.1	5.4	5.5	B	WTTS-F
15. WXTZ-F (EZ)	20/ 1.2	1.4	1.3	2.3	1.4	1.6		339/ 3.1	3.5	3.9	A	WXTZ-F
16. WGGR-F (O)	19/ 1.1	1.5	1.7	1.6	0.7	1.5		483/ 4.4	4.3	2.3	A	WGGR-F
17. WNDE (T)	19/ 1.1	1.7	1.7	2.1	1.5	1.7		513/ 4.7	8.8	6.1	B	WNDE
18.												
19.												
20.												

12+ FM SHARE (METRO): 83.37% (1293 of 1551) (SUM 94: 85.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHHH-F	1 WFBQ-F>>	1 WFBQ-F>	1 WFBQ-F>	1 WFBQ-F	1 WFMS-F>	1 WFBQ-F>>	1 WFBQ-F<	1 WFMS-F	1 WTLC-F<	1 WFMS-F>
2 WZPL-F	2 WRZX-F<	2 WFMS-F>	2 WFMS-F>	2 WFMS-F>	2 WIBC	2 WFMS-F>	2 WFMS-F>	2 WFBQ-F>	2 WFMS-F	2 WTLC-F
3 WRZX-F	3 WFMS-F	3 WTLC-F<	3 WENS-F<	3 WENS-F	3 WFBQ-F	3 WIBC	3 WIBC	3 WENS-F	3 WHHH-F	WFBQ-F
4 WTLC-F	4 WTLC-F	4 WENS-F	4 WTLC-F	4 WTLC-F<	4 WTP1-F	4 WTLC-F<	4 WENS-F	4 WGRL-F	4 WZPL-F<	4 WIBC >
5	5 WZPL-F<	5 WGRL-F<	5 WNAP-F<	5 WTP1-F	5 WENS-F	5 WENS-F	5 WTP1-F<	5 WTLC-F	5 WRZX-F	5
6	6 WGRL-F	6 WRZX-F	6 WTP1-F	6 WGRL-F	6 WMYS	6 WTP1-F	6 WGRL-F	6	6 WFBQ-F	6
7	7 WENS-F	7	7	7 WNAP-F	7	7	7 WTLC-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 WFBQ-F	1 WFBQ-F>	1 WFBQ-F	1 WFMS-F<	1 WFMS-F	1 WFBQ-F	1 WFBQ-F>>	1 WFBQ-F>	1 WFBQ-F>>	1 WFBQ-F>
2 WZPL-F	2 WFMS-F<	2 WENS-F	2 WFBQ-F<	2 WENS-F<	2 WRZX-F	2 WRZX-F	2 WFMS-F	2 WFMS-F>	2 WFMS-F>
3 WFMS-F	3 WENS-F<	WFMS-F	3 WENS-F>	3 WFBQ-F>	3 WZPL-F	3 WFMS-F	3 WRZX-F	3 WRZX-F	3 WNAP-F<
4 WGRL-F	4 WTLC-F<	4 WTLC-F	4 WTLC-F<	4 WTP1-F	4 WGRL-F	4 WTLC-F	4 WTLC-F	4 WTLC-F	4 WTLC-F
WRZX-F	5 WZPL-F<	5 WHHH-F	5 WGRL-F	5 WGRL-F<	5 WTLC-F	5 WZPL-F	5 WNAP-F	5 WNAP-F	5 WNAP-F
WTLC-F	6 WGRL-F	6 WGRL-F	6 WTP1-F	6 WTLC-F	6 WHHH-F	6 WGRL-F	6 WTTS-F	6	6
7	7	7 WZPL-F	7 WZPL-F	7	7	7	7 WGRL-F	7	7
8	8	8	8	8	8	8	8 WZPL-F	8	8

INDIANAPOLIS

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBRI	1500	INDIANAPOLIS	0.5/1.6
WCBK-F	102.3	MARTINSVILLE	0.4/1.4
WNTS	1590	BEECH GROVE	0.6/1.3
WOOD	1520	SHELBYVILLE	0.4/0.9
WPZZ-F	95.9	FRANKLIN	0.4/1.4
WQFE-F	101.9	BROWNSBURG	0.9/3.2
WSYW-F	107.1	DANVILLE	0.9/2.2
WXIR-F	98.3	PLAINFIELD	1.0/3.3
WXLW	950	INDIANAPOLIS	0.4/2.1
WKKG-F	101.5	COLUMBUS	0.4/2.1
WLW	700	CINCINNATI	0.4/1.7

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
WFBQ-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
WGGR-F, 106.7,	3 KW @ 328,	Black/AC	, \$ NA (---)	WHHH owner (D) (GREENWOOD)
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 (D&R)	WTPI owner (D)

Miscellaneous: WGGR-F changed from Oldies to Black/AC (Oct.). . .

JACKSON

Arbitron Rank/Pop (12+): 116/336,900
 MSA Rank/Pop: 120/416,000
 DMA # 84
 Average Person Ratings: 16.2
 Market TSL: 21.75 hours

Stations: 21/21
 Diaries: 995/339:1/51.1%
 Sample Target: 920
 % Below Line: 0.0
 % Not Listed: 19.0

1994 Revenue: \$13,200,000
 HH Inc.: \$32,850
 Retail \$: 3.6 Bil
 Pop per Station: 16,043
 #1 Biller: WMSI-F \$4,000,000

12+ METRO	1/4/SHARE	SPG 95	WIN 94	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WJMI-F (B)	87/15.9	14.8	13.7	14.3	12.3	14.7		850/25.2	26.4	26.5	C	WJMI-F
2. WMSI-F (C)	67/12.3	14.7	12.1	16.2	18.9	13.8		831/24.7	26.2	32.4	F	WMSI-F
3. WSTZ-F (AOR)	49/ 9.0	6.5	5.9	6.2	8.1	6.9		540/16.0	14.0	13.4	C	WSTZ-F
4. WJDX-F (AC/CHR)	37/ 6.8	6.5	5.5	6.2	8.1	6.3		523/15.5	17.5	19.6	C	WJDX-F
5. WKXI-F (B/AC)	36/ 6.6	5.6	5.9	5.7	6.1	6.0		603/17.9	18.0	14.7	C	WKXI-F
6. WTYX-F (O)	23/ 4.2	4.0	5.2	4.8	3.2	4.6		435/12.9	13.1	11.4	C	WTYX-F
7. WJNT (T)	18/ 3.3	3.5	4.1	2.7	2.9	3.4		234/ 6.9	7.5	7.1	A	WJNT
WZRX (B/O)	18/ 3.3	1.9	2.7	2.1	1.1	2.5		160/ 4.7	3.5	2.4	A	WZRX
9. WKTF-F (C)	17/ 3.1	3.0	2.9	2.7	3.2	2.9		351/10.4	9.2	11.1	B	WKTF-F
WOAD (G)	17/ 3.1	3.1	3.2	4.5	4.9	3.5		277/ 8.2	7.2	9.4	A	WOAD
11. WLIN-F (SAC)	16/ 2.9	3.0	4.1	1.7	1.6	2.9		239/ 7.1	9.3	7.2	A	WLIN-F
12. WMGO (G)	14/ 2.6	0.7	1.2	1.2	1.4	1.4		110/ 3.3	1.8	3.1		WMGO
13. WVIV-F (ST)	11/ 2.0	2.4	1.8	---	---	---		160/ 4.7	5.1	---		WVIV-F
14.												
15.												

12+ FM SHARE (METRO): 83.48% (369 of 442) (SUM 94: 84.97%)

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 WSTZ-F<	1 WSTZ-F<	1 WMSI-F>>	1 WMSI-F	1 WMSI-F	1 WJMI-F>	1 WJMI-F>>>1	WMSI-F>
2	2 WSTZ-F>	2 WSTZ-F	2 WJMI-F	2 WJMI-F<	2 WKXI-F	2 WJMI-F>	2 WJMI-F	2 WMSI-F	2 WKXI-F<	2 WJMI-F
3	3 WMSI-F<	3 WMSI-F	3 WMSI-F	3 WMSI-F	3 WJNT	3 WSTZ-F	3 WSTZ-F	3 WSTZ-F>	3 WSTZ-F	3 WKXI-F
4	4 WJDX-F	4 WKXI-F<	4 WKXI-F	4 WKXI-F	WSTZ-F	4 WKXI-F	4 WJDX-F	4 WJDX-F<	4	4 WOAD
5	5 WKXI-F	5 WJDX-F	5 WJDX-F<	5 WJDX-F	5 WZRX-F	5 WJDX-F	5 WJNT	5 WKXI-F	5	5
6	6	6	6 WTYX-F	6 WTYX-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 WJMI-F>>>1	WJMI-F>>	1 WJMI-F>	1 WJMI-F<	1 WMSI-F	1 WJMI-F>>	1 WJMI-F	1 WSTZ-F	1 WSTZ-F<	1 WSTZ-F>
2 WMSI-F	2 WMSI-F<	2 WJDX-F	2 WMSI-F	2 WKXI-F	2 WSTZ-F	2 WSTZ-F>>	2 WJMI-F>>	2 WJMI-F>>	2 WJMI-F
3 WJDX-F	3 WJDX-F	WMSI-F	3 WJDX-F	WJMI-F	3 WJDX-F	3	3 WTYX-F>>	3 WTYX-F	3 WMSI-F
4 WKXI-F	4 WKXI-F	4 WKXI-F>	WKXI-F>	WJDX-F>	4 WMSI-F	4	4	4 WMSI-F	4 WKXI-F
5	5	5	5	5	5	5	5	5	5 WTYX-F
6	6	6	6	6	6	6	6	6	6 WJNT

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
WBKJ-F	105.1	KOSCIUSKO	0.7/3.2	
WHJT-F	93.5	CLINTON	0.9/4.1	
WJKK-F	98.7	VICKSBURG	0.9/6.6	
WJXN-F	92.9	UTICA	1.3/4.5	
WRJH-F	97.7	BRANDON	0.9/2.3	
WSLI	930	JACKSON	0.7/3.9	
WDF	720	RICHLAND	0.4/1.4	

JACKSON

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 @ 1831	, 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)		
WVIV-F,		93.9,	6 KW @ 282	, Standards	ABC, SMN, \$NA	(---)		(PEARL)

Miscellaneous: WJKK-F (Vicksburg) sold to New South for \$1,620,000 (K. Sherwood). . .

JACKSONVILLE

Arbitron Rank/Pop (12+): 50/823,600
 MSA Rank/Pop: 58/980,000
 DMA # 55
 Average Person Ratings: 15.8
 Market TSL: 21.25 hours

Stations: 22/21
 Diaries: 1912/431:1/51.5%
 Sample Target: 1800
 % Below Line: 0.8
 % Not Listed: 16.2

1994 Revenue: \$31,100,000
 HH Inc.: \$32,495
 Retail \$: 10.0 Bil
 Pop per Station: 39,219
 #1 Biller: WQIK-AF \$5,500,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WQIK-F (C)	135/10.4	10.7	10.5	9.7	11.3	10.3		1822/22.1	21.0	23.0	G	WQIK-F
2. WFYV-F (AOR)	128/ 9.8	12.0	11.1	10.3	8.4	10.8		1542/18.7	20.9	17.9	F	WFYV-F
3. WEJZ-F (SAC)	95/ 7.3	7.4	8.1	8.1	8.6	7.7		1499/18.2	17.1	19.2	E	WEJZ-F
4. WROO-F (C)	85/ 6.5	7.2	6.8	6.4	6.6	6.7		1239/15.0	16.6	14.5	E	WROO-F
5. WAPE-F (CHR)	80/ 6.2	6.4	7.9	7.1	6.8	6.9		1587/19.3	18.9	21.4	E	WAPE-F
6. WHJX-F (B/AC)	79/ 6.1	5.2	5.7	3.8	4.9	5.2		1170/14.2	13.6	13.2	C	WHJX-F
7. WJBT-F (B)	74/ 5.7	5.5	5.2	7.5	6.7	6.0		909/11.0	11.4	12.0	B	WJBT-F
8. WKQL-F (O)	68/ 5.2	5.8	5.7	6.6	5.4	5.8		1258/15.3	14.6	12.9	D	WKQL-F
9. WOKV (N/T)	60/ 4.6	4.0	3.4	3.9	4.3	4.0		813/ 9.9	8.6	10.0	C	WOKV
10. WFSJ-F (O-70's)	47/ 3.6	3.5	2.5	1.2	2.0	2.7		606/ 7.4	9.3	5.7		WFSJ-F
11. WIVY-F (AC)	44/ 3.4	4.5	4.6	4.5	4.7	4.3		974/11.8	13.5	12.3	D	WIVY-F
12. WPLA-F (AOR-NR)	40/ 3.1	1.4	1.4	2.6	2.8	2.1		697/ 8.5	6.0	11.5		WPLA-F
13. WPDQ (T)	33/ 2.5	1.2	1.4	1.2	1.3	1.6		364/ 4.4	3.3	3.0	A	WPDQ
WSVE (G)	33/ 2.5	1.9	1.4	1.9	1.8	1.9		377/ 4.6	4.4	3.7	A	WSVE
15. WZAZ (B)	22/ 1.7	0.9	1.8	1.3	2.2	1.4		305/ 3.7	2.8	4.5		WZAZ
16. WNZS (SPRTS)	16/ 1.2	1.3	1.1	1.9	1.2	1.4		328/ 4.0	3.2	3.7	B	WNZS
17. WCGL (REL)	12/ 0.9	1.0	1.7	1.5	0.7	1.3		266/ 3.2	3.4	2.9		WCGL
18.												
19.												
20.												

12+ FM SHARE (METRO): 81.82% (891 of 1089) (SUM 94: 83.81%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	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 WQIK-F	1 WQIK-F<	1 WHJX-F<	1 WQIK-F>
2 WAPE-F	2 WAPE-F	2 WQIK-F	2 WQIK-F	2 WQIK-F	2 WEJZ-F	2 WQIK-F>	2 WFYV-F<	2 WFYV-F	2 WQIK-F<	2 WFYV-F
3 WJBT-F	3 WQIK-F	3 WEJZ-F	3 WEJZ-F	3 WEJZ-F	3 WKQL-F	3 WEJZ-F	3 WEJZ-F<	3 WEJZ-F	3 WJBT-F<	3 WJBT-F>
4 WQIK-F	WJBT-F	4 WAPE-F<	4 WROO-F<	4 WROO-F<	4 WOKV	4 WROO-F	4 WOKV	4 WROO-F	4 WFYV-F>	4 WEJZ-F
5 WROO-F	5 WHJX-F<	5 WROO-F	5 WKQL-F	5 WKQL-F	5 WROO-F<	5 WAPE-F	5 WROO-F	5 WAPE-F	5 WAPE-F	WHJX-F
6	6 WROO-F	6 WJBT-F	6 WAPE-F	6 WAPE-F	6 WFYV-F	6 WJBT-F	6 WAPE-F	6 WKQL-F<	6 WEJZ-F	6 WSVE
7	7 WEJZ-F	7 WHJX-F	7	WFSJ-F	7 WFSJ-F	7	7	7 WHJX-F	7	7 WOKV
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 WAPE-F	1 WAPE-F	1 WEJZ-F>	1 WEJZ-F>	1 WFYV-F	1 WFYV-F>>	1 WFYV-F>>	1 WFYV-F>	1 WFYV-F>
2 WEJZ-F	2 WEJZ-F	2 WEJZ-F	2 WQIK-F<	2 WQIK-F<	2 WJBT-F	2 WJBT-F	2 WQIK-F	2 WQIK-F>	2 WQIK-F>
3 WHJX-F	3 WFYV-F	3 WFYV-F	3 WAPE-F	3 WROO-F<	3 WPLA-F	3 WPLA-F	3 WROO-F	3 WROO-F<	3 WKQL-F
4 WQIK-F	4 WQIK-F<	4 WQIK-F	4 WFYV-F	4 WAPE-F	4 WAPE-F	WQIK-F	4 WJBT-F	4 WJBT-F	4 WROO-F
5 WFYV-F	5 WHJX-F	WROO-F	5 WROO-F	5 WFYV-F	5 WHJX-F	WROO-F	WOKV	5 WKQL-F	5 WOKV
6	6 WROO-F	6	6 WHJX-F<	6 WKQL-F<	6	6 WHJX-F<	6	6 WAPE-F	6
7	7 WJBT-F	7	7 WJBT-F	7 WFSJ-F	7	7 WAPE-F	7	7	7
8	8	8	8	8	8	8	8	8	8

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WJGR	1320	JACKSONVILLE	0.8/3.1	
WVOJ	970	JACKSONVILLE	0.4/0.8	
WWRD-F	100.7	BRUNSWICK, GA	0.5/1.7	
WZNZ	1460	JACKSONVILLE	0.5/2.3	
WFKS-F	99.9	PALATKA	0.8/3.8	

JACKSONVILLE

RADIO STATIONS

AM STATIONS

WCGL , 1360, 5 KW (DAYS)	, Gospel	AURN, \$ 17.00	(K & P)	
WNZS , 930, 5 KW (DA-N)	, Sports	CBS, 1 ON 1, \$ 16.00	(Banner)	Paxson
WOKV , 600, 5 KW (DA-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)	

FM STATIONS

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/AC	ABC, \$ 43.00	(Christal)	Jacor (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)	Jacor (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: WAPE-F, WFYV-F sold by OmniAmerica to Citicasters (D) for \$43,000,000 (E) (Crisler, Star) . . .
 WXTL (Jacksonville Beach) sold by Sudbrink for \$665,000. . . WFKS-F, WWRD-F (in Jacksonville-
 Daytona area) sold to Osborn to Renda (semi-D) for \$6,500,000 . . . WAIA-F changes to WPLA-F
 and format from Classic AOR to AOR-NR (July) . . .

KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,351,400

Stations: 26/25
Diaries: 2492/542:1/52.3%
Sample Target: 2340
% Below Line: 0.6
% Not Listed: 8.7

1994 Revenue: \$48,400,000
HH Inc.: \$38,782
Retail \$: 16.8 Bil
Pop per Station: 54,056
#1 Biller: KFKF-F \$7,200,000

MSA Rank/Pop: 28/1,680,000
DMA # 31
Average Person Ratings: 16.0
Market TSL: 21.50 hours

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. KFKF-F (C)	181/ 8.4	8.2	7.5	7.4	8.7	7.9		2502/18.5	17.7	19.1	H	KFKF-F
2. KPRS-F (B)	165/ 7.6	8.1	8.9	8.0	7.3	8.2		1671/12.4	13.0	12.1	D	KPRS-F
3. WDAF (C/FS)	148/ 6.8	7.3	9.8	9.2	10.0	8.3		1930/14.3	14.4	20.1	F	WDAF
4. KCFX-F (CL AOR)	136/ 6.3	6.2	6.5	6.6	4.6	6.4		2599/19.2	16.9	17.1	G	KCFX-F
5. KCIY-F (J)	134/ 6.2	4.3	1.3	2.5	1.2	3.6		1726/12.8	10.0	6.8		KCIY-F
6. KBEQ-F (C)	126/ 5.8	5.8	5.9	5.7	6.6	5.8		2117/15.7	14.5	16.1	D	KBEQ-F
7. KCMO-F (O)	114/ 5.4	6.3	4.9	4.3	5.5	5.2		2015/14.9	15.2	16.3	D	KCMO-F
8. KQRC-F (AOR)	113/ 5.2	5.3	3.9	5.9	5.7	5.1		1761/13.0	14.2	12.6	D	KQRC-F
9. KMBZ (N/T)	106/ 4.9	5.5	5.2	5.8	4.4	5.3		1969/14.6	15.5	13.0	E	KMBZ
10. KUDL-F (AC)	103/ 4.8	3.9	5.2	4.2	5.7	4.5		1948/14.4	13.6	15.2	E	KUDL-F
11. KLTH-F (SAC)	100/ 4.6	5.5	5.4	5.2	5.1	5.2		1800/13.3	13.2	14.0	D	KLTH-F
12. KMXV-F (CHR)	93/ 4.3	4.5	4.0	4.0	3.9	4.2		1749/12.9	14.8	15.4	E	KMXV-F
13. KYYS-F (AOR)	85/ 3.9	4.4	4.5	5.2	4.3	4.5		1651/12.2	13.8	13.1	F	KYYS-F
14. KCMO (T)	78/ 3.6	2.3	3.6	2.8	3.1	3.1		1305/ 9.7	7.9	8.2	D	KCMO
15. KXTR-F (CL)	70/ 3.2	2.9	3.5	3.4	2.8	3.3		972/ 7.2	8.3	8.1	B	KXTR-F
16. KFEZ (ST)	51/ 2.4	2.3	2.9	1.8	2.2	2.4		617/ 4.6	4.1	4.3	B	KFEZ
17. KISF-F (CHR)	49/ 2.3	3.1	2.6	2.2	3.5	2.6		1340/ 9.9	11.0	12.1	C	KISF-F
18. KPRT (G)	30/ 1.4	1.7	1.4	1.9	1.5	1.6		387/ 2.9	3.1	3.1		KPRT
19. KCCV (REL)	27/ 1.2	0.7	0.5	0.6	0.5	0.8		296/ 2.1	2.2	1.5		KCCV
20. WHB -AF (T)	21/ 0.9	0.5	1.0	0.5	1.0	0.7		355/ 2.6	2.1	3.1		WHB -AF

12+ FM SHARE (METRO): 75.75% (1499 of 1979) (SUM 94: 72.93%)

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

KANSAS CITY

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

KBEQ	1030	BLUE SPGS, MO	0.4/0.9
KCCV-F	92.3	OLATHE, KS	0.4/2.2
KCTE	1510	INDEPENDENCE, MO	0.5/1.0
KNHN	1340	KANSAS CITY, KS	0.4/1.9
KLZR-F	105.9	LAWRENCE, KS	0.6/2.7

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)	Citicasters
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)	EZ
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
KLTH,	99.7,	100 KW @ 987	, Soft AC	WESTWD,	\$ 55.00	(Mc-Guild)	Bonneville
KMXV,	93.3,	100 KW @ 1066	, CHR		\$ 54.00	(MMR)	Regent
KPRS,	103.3,	100 KW @ 994	, Black	ABC, AURN,	\$ 48.00	(Eastman)	
KQRC,	98.9,	100 KW @ 1056	, AOR		\$ 53.00	(Christal)	Journal Co
KUDL,	98.1,	100 KW @ 508	, AC	AP,	\$ 51.00	(MMR)	Regent
KXTR,	96.5,	99 KW @ 984	, Classical	WESTWD,	\$ 42.00	(CMBS)	
KYYS,	102.1,	100 KW @ 1000	, AOR	Source,	\$100.00	(Katz)	Citicasters

Miscellaneous: KFKF-F sold by Scornix to EZ (D) for \$28,000,000. . .

KNOXVILLE

Arbitron Rank/Pop (12+): 70/531,200
 MSA Rank/Pop: 85/624,000
 DMA # 65
 Average Person Ratings: 15.2
 Market TSL: 20.00 hours

Stations: 20/20
 Diaries: 1612/330:1/55.7%
 Sample Target: 1485
 % Below Line: 0.0
 % Not Listed: 12.5

1994 Revenue: \$18,000,000
 HH Inc.: \$30,879
 Retail \$: 6.7 Bil
 Pop per Station: 26,560
 #1 Biller: WIVK-F \$6,600,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WIVK-F (C)	191/23.7	24.8	27.0	28.3	24.8	26.0		2213/41.7	43.8	42.3	G	WIVK-F
2. WIMZ-F (AOR)	83/10.3	10.0	8.4	9.0	8.6	9.4		1086/20.4	21.2	18.3	D	WIMZ-F
3. WJXB-F (SAC)	76/ 9.4	10.6	8.1	10.3	10.8	9.6		1209/22.8	21.5	22.6	D	WJXB-F
4. WOKI-F (C)	58/ 7.2	7.2	8.0	7.6	9.1	7.5		972/18.3	17.5	19.9	C	WOKI-F
5. WWST-F (CHR)	50/ 6.2	6.2	4.4	4.6	3.5	5.4		907/17.1	18.1	11.6	A	WWST-F
6. WMYU-F (AC)	45/ 5.6	5.1	6.4	4.9	7.6	5.5		852/16.0	16.2	17.1	D	WMYU-F
7. WQBB-AF (ST)	41/ 5.1	6.2	5.2	5.6	5.3	5.5		522/ 9.8	12.5	10.4	B	WQBB-AF
8. WIVK (N/T)	39/ 4.8	5.6	5.8	5.0	5.8	5.3		652/12.3	13.7	12.1	C	WIVK
9. WNFZ-F (CHR)	20/ 2.5	1.7	2.3	1.6	1.8	2.0		453/ 8.5	7.9	6.4	A	WNFZ-F
10. WJBZ-F (REL)	15/ 1.9	3.1	2.1	2.3	1.7	2.4		254/ 4.8	6.7	4.6	A	WJBZ-F
11. WXST-F (O)	14/ 1.7	1.0	1.0	0.8	0.9	1.1		288/ 5.4	4.4	3.6		WXST-F
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 88.37% (623 of 705) (SUM 94: 89.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	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 WIMZ-F	2 WIMZ-F>	2 WIMZ-F	2 WIMZ-F	2 WIMZ-F	2 WJXB-F	2 WIMZ-F<	2 WJXB-F	2 WIMZ-F	2 WWST-F<	2 WIMZ-F
3 WIVK-F	3 WJXB-F<	3 WJXB-F>	3 WJXB-F>	3 WJXB-F>	3 WQBB-AF	3 WJXB-F>	3 WIMZ-F>	3 WJXB-F	3 WIMZ-F	3 WOKI-F
4 WOKI-F	4 WOKI-F<	4 WOKI-F	4 WMYU-F	4 WMYU-F	4 WIVK <	4 WOKI-F	4 WIVK	4 WOKI-F<	4 WOKI-F	4 WMYU-F
5 WNFZ-F	5 WWST-F	5 WMYU-F	5 WOKI-F	5 WOKI-F	5 WIMZ-F	5 WMYU-F	5 WOKI-F	5 WWST-F	5	5 WJBZ-F
6	6	6 WWST-F	6	6	6	6 WIVK	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 WJXB-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 WIVK-F	2 WJXB-F	2 WJXB-F	2 WJXB-F>	2 WJXB-F>	WIVK-F	WIVK-F>>	WIVK-F	2 WIMZ-F>>	2 WIMZ-F>>
WOKI-F	3 WWST-F	WIMZ-F	3 WIMZ-F<	3 WIMZ-F<	3 WOKI-F	3 WOKI-F	3 WMYU-F	3 WOKI-F	3 WJXB-F
WWST-F	4 WIMZ-F	4 WWST-F	4 WWST-F<	4 WMYU-F	4 WWST-F	4 WMYU-F	4 WJXB-F	4 WIVK <	4 WMYU-F
5	WOKI-F	5	5 WOKI-F<	5 WOKI-F	5	5 WJXB-F	5	5 WJXB-F	5 WOKI-F
6	6	6	6 WMYU-F	WWST-F	6	WWST-F	6	6 WMYU-F	6

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WDLY-F	105.5	GATLINBURG	1.4/2.9
WGAP	1400	MARYVILLE	0.7/1.9
WGAP-F	95.7	MARYVILLE	1.5/4.6
WGN	1340	KNOXVILLE	0.9/2.0
WNOX-F	99.1	LOUDON	1.2/3.0
WRJZ	620	KNOXVILLE	1.5/3.0
WUTK	850	KNOXVILLE	1.0/3.1
WYSH	1380	CLINTON	0.9/1.3

KNOXVILLE

RADIO STATIONS

WIVK	,	990,	10 KW (DA-1)	,	News/Talk	ABC, BRN,	\$ 30.00	(Katz)	Dick
WKGN	,	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 RIDGE)
WOKI-F,		100.3,	100 KW @ 2001	,	Country	ABC, CBS,	\$ 40.00	(Torbet)	(OAK RIDGE)
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)

Miscellaneous: WMYU-F, WWST-F sold by Jacor to Heritage (D) for \$7,100,000. . .

LANSING

Arbitron Rank/Pop (12+): 107/363,900
 MSA Rank/Pop: 108/443,000
 DMA # 107
 Average Person Ratings: 16.4
 Market TSL: 21.50 hours

Stations: 20/15
 Diaries: 1020/357:1/54.8%
 Sample Target: 990
 % Below Line: 5.5
 % Not Listed: 20.3

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

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WITL-F (C)	86/14.5	12.5	13.9	16.4	17.7	14.3		980/26.9	25.2	25.4	E	WITL-F
2. WFMK-F (AC)	62/10.4	8.8	8.8	6.4	8.1	8.6		751/20.6	22.3	19.4	D	WFMK-F
3. WJXQ-F (AOR)	46/ 7.7	8.6	10.3	9.1	8.9	8.9		736/20.2	18.9	21.7	D	WJXQ-F
4. WVIC-F (C)	43/ 7.2	5.4	5.7	6.3	6.2	6.2		688/18.9	13.9	21.1	C	WVIC-F
5. WQHH-F (B)	37/ 6.2	4.6	3.9	5.7	5.0	5.1		429/11.8	9.9	10.0	A	WQHH-F
6. WJIM-F (SAC)	31/ 5.2	4.6	5.4	5.9	3.6	5.3		528/14.5	15.4	13.4	C	WJIM-F
7. WWDX-F (AOR-NR)	27/ 4.5	5.4	5.2	4.0	3.4	4.8		568/15.6	17.5	11.4	A	WWDX-F
8. WIBM-F (O)	24/ 4.0	5.6	5.1	5.9	7.2	5.2		514/14.1	15.3	16.5	C	WIBM-F
9. WHZZ-F (CHR)	24/ 4.0	5.1	3.7	2.1	3.3	3.7		519/14.3	16.5	9.1		WHZZ-F
10. WMMQ-F (CL AOR)	21/ 3.5	3.7	3.7	3.5	4.5	3.6		458/12.6	10.7	13.2	C	WMMQ-F
11. WJR (FS)	18/ 3.0	3.6	3.4	4.7	4.0	3.7		327/ 9.0	9.3	9.1		WJR
12. WILS (ST)	16/ 2.7	3.0	2.5	2.6	1.7	2.7		220/ 6.0	5.1	4.9	A	WILS
13. WJIM (T)	11/ 1.8	3.0	3.9	3.8	4.1	3.1		243/ 6.7	8.1	10.0	B	WJIM
14.												
15.												

12+ FM SHARE (METRO): 87.76% (416 of 474) (SUM 94: 86.81%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQHH-F	1 WJXQ-F	1 WFMK-F<	1 WFMK-F	1 WFMK-F<	1 WITL-F>	1 WITL-F>	1 WITL-F<	1 WITL-F<	1 WQHH-F<	1 WITL-F>
2 WWDX-F>	2 WVIC-F<	2 WITL-F	2 WITL-F	2 WITL-F>	2 WFMK-F	2 WFMK-F	2 WFMK-F	2 WFMK-F	2 WVIC-F	2 WQHH-F
3 WVIC-F	3 WITL-F	3 WJXQ-F	3 WJXQ-F	3 WJXQ-F	3 WJIM-F>	3 WJXQ-F>	3 WJXQ-F	3 WVIC-F<	3 WITL-F>	3 WMMQ-F
4	4 WFMK-F	4 WVIC-F>	4 WVIC-F	4 WVIC-F	4	4 WJIM-F	4 WVIC-F	4 WJXQ-F>	4 WFMK-F	4
5	5 WQHH-F	5 WQHH-F	5 WJIM-F	5 WJIM-F<	5	5 WIBM-F	5 WJIM-F	5	5	5
6	6 WHZZ-F	6	6	6 WIBM-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 WITL-F	1 WITL-F<	1 WFMK-F	1 WFMK-F	1 WFMK-F	1 WJXQ-F	1 WJXQ-F>	1 WJXQ-F	1 WJXQ-F>	1 WJXQ-F
2 WHZZ-F	2 WFMK-F	2 WITL-F	2 WITL-F>	2 WITL-F>>	2 WVIC-F	2 WVIC-F>	2 WVIC-F	2 WVIC-F	2 WITL-F
3 WVIC-F	3 WQHH-F	3 WQHH-F	3 WQHH-F	3 WJIM-F	3 WWDX-F	3 WWDX-F	3 WITL-F	3 WITL-F	3 WFMK-F
4 WQHH-F	4 WVIC-F	4 WHZZ-F	4 WVIC-F	4 WQHH-F	4 WQHH-F	4 WITL-F	4	4 WFMK-F	4 WVIC-F
5 WFMK-F	5 WHZZ-F	5 WVIC-F	5	5 WIBM-F	5	5 WQHH-F	5	5	5
6	6	6	6	6	6	6	6	6	6

OTHER RATED STATIONS	METRO SHARE	TSA RTG/AQH/CUME
WITL	1010	LANSING 0.5/2.2
WVFN	730	E. LANSING 0.5/2.0
WXLA	1180	DIMONDALE 1.2/1.8
WBCT-F	93.7	GRAND RAPIDS 1.2/5.8
WKFR-F	103.3	BATTLE CREEK 0.7/1.2
WNWN-F	98.5	COLDWATER 0.3/1.7
WODJ-F	107.3	GREENVILLE (GRND RPDS) 0.3/2.2

LANSING

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	(D & 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	(D & R)	(JACKSON)
WMMQ-F,	92.7,	1.5 KW @	466	,	Classic AOR	WESTWD, Source, \$24.00	(Katz)	WITL owner (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)	WITL owner
WWDX-F,	92.1,	4 KW @	400	,	New Rock	, \$19.00	(---)	(ST. JOHNS)

WJR - See Detroit

***** 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

Stations: 23/23
Diaries: 1915/405:1/54.0%
Sample Target: 1740
% Below Line: 0.0
% Not Listed: 13.5

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

MSA Rank/Pop: 52/933,000

DMA # 74

Average Person Ratings: 16.7

Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. KJUL-F (ST)	115/ 8.9	9.8	8.7	9.2	7.4	9.2		1097/14.1	16.0	13.3	C	KJUL-F
2. KSNE-F (SAC)	101/ 7.8	8.7	7.3	7.8	7.6	7.9		1219/15.7	18.9	16.0	D	KSNE-F
3. KWNR-F (C)	91/ 7.0	6.7	9.0	7.8	6.7	7.6		1147/14.8	14.8	14.6	E	KWNR-F
4. KEDG-F (AOR-NR)	83/ 6.4	5.6	6.2	6.6	4.9	6.2		1069/13.8	15.9	12.6	C	KEDG-F
5. KLUC-F (CHR)	80/ 6.2	6.7	7.3	8.7	9.1	7.2		1476/19.0	18.8	20.7	E	KLUC-F
6. KOMP-F (AOR)	75/ 5.8	5.3	4.4	4.4	5.4	5.0		1026/13.2	11.9	12.0	E	KOMP-F
7. KMZQ-F (AC)	68/ 5.2	5.2	5.8	5.1	5.4	5.3		1055/13.6	16.7	14.4	E	KMZQ-F
8. KQOL-F (O)	66/ 5.1	3.0	2.0	1.7	2.4	3.0		976/12.6	10.5	9.0		KQOL-F
9. KFMS-F (C)	62/ 4.8	5.0	5.1	5.6	5.8	5.1		861/11.1	13.8	12.0	E	KFMS-F
10. KFBI-F (AOR/CL)	50/ 3.9	3.7	3.5	3.9	4.3	3.8		913/11.8	11.8	14.7	D	KFBI-F
KXTZ-F (U/CHR)	50/ 3.9	4.8	4.0	4.1	4.7	4.2		948/12.2	13.3	11.5	C	KXTZ-F
12. KKLZ-F (CL AOR)	48/ 3.7	4.6	2.9	3.4	5.2	3.7		916/11.8	11.5	13.3	D	KKLZ-F
13. KDWN (T)	39/ 3.0	3.9	3.3	2.5	4.0	3.2		688/ 8.9	8.6	8.4	B	KDWN
14. KEYV-F (C)	30/ 2.3	3.0	3.2	2.0	2.4	2.6		621/ 8.0	7.4	7.9	B	KEYV-F
15. KLSQ (SP)	27/ 2.1	0.9	---	---	---	---		188/ 2.4	2.4	---		KLSQ
16. KVEG (SPRST)	24/ 1.8	1.1	0.8	1.3	0.5	1.3		418/ 5.4	3.8	1.9		KVEG
17. KXPT-F (AOR-P)	23/ 1.8	2.9	2.8	2.4	2.4	2.5		447/ 5.8	7.2	6.9	B	KXPT-F
18. KDOL (SP)	22/ 1.7	2.2	2.6	2.4	3.0	2.2		217/ 2.8	4.6	4.3	B	KDOL
KNUU (N)	22/ 1.7	1.0	1.9	1.5	2.0	1.5		480/ 6.2	5.4	6.8	B	KNUU
KORK (ST)	22/ 1.7	1.9	2.8	2.0	2.0	2.1		315/ 4.1	4.4	4.8	B	KORK

12+ FM SHARE (METRO): 85.13% (956 of 1123) (SUM 94: 84.87%)

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

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

KENO	1460	LAS VEGAS	0.5/3.0
KLAV	1230	LAS VEGAS	0.3/2.1
KRBO-F	105.1	LAS VEGAS	1.1/4.2

LAS VEGAS

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 (DA-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

FM 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)	Crescent (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
KMZO,	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	(---)	
KQOL,	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: KRLV (1340) sold by Max for \$315,000 . . . KRRI-F changes calls to KQOL-F (June) . . .

LITTLE ROCK

Arbitron Rank/Pop (12+): 80/447,200

Stations: 22/21
Diaries: 1402/319:1/53.8%
Sample Target: 1365
% Below Line: 1.2
% Not Listed: 11.4

1994 Revenue: \$16,300,000
HH Inc.: \$33,434
Retail \$: 5.0 Bil
Pop per Station: 21,295
#1 Biller: KSSN-F \$4,200,000

MSA Rank/Pop: 94/544,000
DMA # 58
Average Person Ratings: 15.3
Market TSL: 20.50 hours

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. KSSN-F (C)	90/13.1	13.2	15.3	15.3	10.9	14.2		1135/25.4	24.6	25.8	F	KSSN-F
2. KURB-F (CHR)	64/ 9.3	8.6	9.0	8.2	7.7	8.8		997/22.3	21.2	19.4	C	KURB-F
3. KIPR-F (B)	57/ 8.3	9.2	9.8	11.6	11.7	9.7		692/15.5	15.5	18.4	C	KIPR-F
4. KARN-AF (N/T)	52/ 7.5	7.3	7.1	6.2	8.8	7.0		751/16.8	15.9	17.5	C	KARN-AF
5. KMJX-F (AOR)	46/ 6.7	7.9	6.2	7.1	7.1	7.0		674/15.1	14.6	15.6	C	KMJX-F
6. KMKV-F (C)	41/ 6.0	4.0	3.4	2.4	3.2	4.0		500/11.2	10.0	9.3	A	KMKV-F
7. KDDK-F (C)	40/ 5.8	7.0	5.8	6.8	7.4	6.4		686/15.3	18.0	18.0	D	KDDK-F
8. KOLL-F (O)	31/ 4.5	4.9	5.5	4.0	4.9	4.7		464/10.4	11.8	13.4	C	KOLL-F
9. KKPT-F (0-70's)	30/ 4.4	3.9	4.1	4.6	4.9	4.3		559/12.5	10.8	14.3	A	KKPT-F
KYFX-F (J)	30/ 4.4	3.6	3.4	2.1	2.8	3.4		380/ 8.5	7.6	5.0	A	KYFX-F
11. KEZQ-F (SAC)	20/ 2.9	3.3	3.4	3.6	3.4	3.3		322/ 7.2	8.2	7.2	A	KEZQ-F
12. KDRE-F (AOR-NR)	19/ 2.8	1.6	1.5	1.6	---	1.9		283/ 6.3	4.7	---		KDRE-F
13. KITA (G)	15/ 2.2	2.2	2.4	1.2	1.3	2.3		251/ 5.6	5.4	3.8		KITA
14. KLRG (G)	12/ 1.7	2.1	1.9	1.5	1.5	1.8		195/ 4.4	4.9	4.8	A	KLRG
15. KYTN-F (REL)	11/ 1.6	1.6	1.6	1.8	1.3	1.7		242/ 5.4	5.1	3.6		KYTN-F
16. KLPQ-F (AOR/CL)	10/ 1.5	1.0	0.6	1.0	1.0	1.0		230/ 5.1	4.9	4.4		KLPQ-F
KMZX-F (B)	10/ 1.5	3.0	1.9	2.1	1.8	2.1		223/ 5.0	5.6	4.3	A	KMZX-F
18.												
19.												
20.												

12+ FM SHARE (METRO): 84.86% (516 of 608) (SUM 94: 82.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIPR-F>>	1 KURB-F<	1 KURB-F	1 KSSN-F<	1 KSSN-F	1 KSSN-F	1 KSSN-F	1 KSSN-F<	1 KSSN-F	1 KIPR-F	1 KIPR-F
2 KSSN-F	2 KIPR-F	2 KSSN-F	2 KURB-F	2 KURB-F	2 KARN-AF>	2 KURB-F<	2 KURB-F	2 KSSN-F	2 KSSN-F>	2 KARN-AF
3 KMKV-F	3 KMJX-F<	3 KMJX-F<	3 KMJX-F	3 KMJX-F	3 KURB-F	3 KARN-AF>	3 KARN-AF	3 KIPR-F	3 KURB-F	3 KSSN-F
4	4 KSSN-F>	4 KIPR-F	4 KKPT-F<	4 KOLL-F<	4 KDDK-F	4 KMJX-F<	4 KIPR-F<	4 KMJX-F<	4 KMJX-F	4 KURB-F
5	5 KMKV-F	5	5 KIPR-F	5 KKPT-F<	5	5 KIPR-F	5 KMJX-F	5 KMKV-F	5 KYFX-F	5 KDDK-F
6	6	6	6	6 KIPR-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 KIPR-F	1 KURB-F	1 KURB-F>	1 KURB-F>	1 KURB-F	1 KURB-F	1 KMJX-F>	1 KMJX-F>	1 KMJX-F	1 KSSN-F<
2 KURB-F>>	2 KIPR-F	2 KSSN-F<	2 KSSN-F	2 KSSN-F>	2 KMJX-F	2 KIPR-F	2 KSSN-F	2 KSSN-F>	2 KMJX-F>
3 KMKV-F	3 KSSN-F>	3 KIPR-F>	3 KIPR-F>	3 KIPR-F	3 KIPR-F	3 KSSN-F	3 KIPR-F	3 KKPT-F<	3 KKPT-F
4	4 KMKV-F	4 KYFX-F	4 KMVK-F	4 KYFX-F	4 KMKV-F	4 KMKV-F	4 KKPT-F	4 KIPR-F	4 KOLL-F
5	5 KYFX-F	5 KKPT-F	5 KYFX-F	5 KMKV-F	5	5 KURB-F	5 KMKV-F	5 KURB-F<	5 KARN-AF
6	6	6	6	6 KOLL-F	6	6 KDRE-F	6 KYFX-F	6 KMKV-F	6
7	7	7	7	7	7	7	7	7	7

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

KAAY	1090	LITTLE ROCK	0.7/2.4
KGHT	880	SHERIDAN	1.3/2.9
KSYG-F	103.7	LITTLE ROCK	1.2/5.1
KLAZ-F	105.9	HOT SPRINGS	1.2/4.4

LITTLE ROCK

RADIO STATIONS

KARN, 920, 5 KW (DA-2)	, News/Talk	CBS, \$ 31.00 (Katz)	
KAAY, 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)	
KARN-F, 101.7, 6 KW @ 328	, See KARN		(HUMNOKE)
KDDK-F, 100.3, 44 KW @ 1368	, Country	, \$ 46.00 (Mc-Guild)	Ragan Henry (JACKSONVILLE)
KDRE-F, 101.1, 3 KW @ 328	, AOR-NR	, \$ NA (---)	
KEZQ-F, 102.9, 50 KW @ 492	, Soft AC	, \$ 23.00 (D & R)	GHB (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)
KMVK-F, 106.7, 16 KW @ 866	, Country	, \$ 20.00 (Katz)	South. Skies (BENTON)
KMZX-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 (---)	

LOS ANGELES

Arbitron Rank/Pop (12+): 2/9,656,900

Stations: 49/45

1994 Revenue: \$457,400,000

MSA Rank/Pop: 2/12,500,000

Diaries: 6155/1569:1/49.7%

HH Inc.: \$41,467

DMA # 2

Sample Target: 6030

Retail \$: 98.3 Bil

Average Person Ratings: 17.5

% Below Line: 1.7

Pop per Station: 214,598

Market TSL: 23.25 hours

% Not Listed: 9.8

#1 Biller: KABC \$28,500,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. KPWR-F (U/CHR)	893/ 5.3	5.2	5.0	5.5	5.4	5.3		15396/15.9	16.9	16.9	K	KPWR-F
2. KLVE-F (SP)	816/ 4.8	4.7	5.2	3.0	2.5	4.4		8811/ 9.1	9.4	6.3	I	KLVE-F
3. KROQ-F (AOR-NR)	754/ 4.5	4.4	4.4	4.5	4.6	4.5		12793/13.2	12.9	12.7	K	KROQ-F
4. KKBT-F (B)	716/ 4.2	4.2	4.0	3.8	3.2	4.1		9782/10.1	10.2	9.0	I	KKBT-F
5. KIIS-F (CHR)	702/ 4.1	4.4	4.2	4.0	3.9	4.2		15591/16.1	17.1	16.0	K	KIIS-F
6. KFI (T)	659/ 3.9	3.9	3.4	4.6	4.7	4.0		10140/10.5	10.0	11.9	K	KFI
7. KRTH-F (O)	653/ 3.9	3.8	3.2	3.8	3.9	3.7		12899/13.4	13.0	13.3	K	KRTH-F
8. KLAX-F (SP)	555/ 3.3	3.4	4.5	5.6	5.4	4.2		8020/ 8.3	8.0	10.1	J	KLAX-F
9. KBIG-F (AC)	537/ 3.2	3.2	3.2	3.6	3.6	3.3		10789/11.2	12.3	11.0	K	KBIG-F
KOST-F (AC)	537/ 3.2	4.3	4.1	4.0	3.8	3.9		12296/12.7	15.4	13.7	K	KOST-F
11. KABC (T)	534/ 3.2	3.1	2.6	3.2	3.7	3.0		7955/ 8.2	8.0	9.4	K	KABC
12. KNX (N)	505/ 3.0	3.3	3.7	2.2	2.6	3.1		10599/11.0	12.3	10.7	K	KNX
13. KLOS-F (AOR)	499/ 2.9	3.3	2.3	2.7	2.5	2.8		9727/10.1	10.7	9.4	K	KLOS-F
KTW-F (J)	499/ 2.9	3.0	2.6	2.5	2.6	2.8		8336/ 8.6	8.3	7.1	I	KTW-F
15. KKHJ (SP)	476/ 2.8	1.9	2.2	1.7	1.3	2.2		5222/ 5.4	4.0	3.6	E	KKHJ
16. KCBS-F (O-70's)	463/ 2.7	2.4	2.4	2.4	2.9	2.5		8373/ 8.7	9.1	9.3	J	KCBS-F
17. KFVB (N)	406/ 2.4	2.4	2.5	2.5	2.3	2.5		11099/11.5	11.3	11.6	K	KFVB
18. KLSX-F (T)	394/ 2.3	2.2	2.1	2.4	2.7	2.3		7709/ 8.0	9.4	9.8	K	KLSX-F
19. KZLA-F (C)	381/ 2.3	2.3	2.8	2.6	2.5	2.4		5225/ 5.4	6.2	5.9	I	KZLA-F
20. KYSR-F (AC/CHR)	374/ 2.2	2.9	2.5	2.6	2.7	2.6		8091/ 8.4	8.9	9.6	J	KYSR-F
21. KLAC (ST)	364/ 2.1	2.1	1.5	1.7	1.6	1.9		4613/ 4.8	5.0	3.7	E	KLAC
22. KKG-F (CL)	314/ 1.9	1.4	1.8	1.3	1.8	1.6		5943/ 6.2	5.7	5.2	H	KKG-F
23. KRLA (O)	294/ 1.7	1.0	1.4	1.5	1.5	1.4		4462/ 4.6	3.5	4.5	C	KRLA
24. KXEZ-F (SAC)	287/ 1.7	1.9	2.1	1.9	2.1	1.9		6101/ 6.3	6.5	5.9	I	KXEZ-F
25. KSCA-F (AOR-P)	240/ 1.4	1.0	1.3	0.9	1.1	1.2		4315/ 4.5	3.7	3.0	F	KSCA-F
26. KBUE-F (SP)	222/ 1.3	1.7	1.0	0.9	0.9	1.2		3785/ 3.9	4.0	3.0		KBUE-F
27. KTNQ (SP)	216/ 1.3	1.4	1.2	1.8	2.1	1.4		3170/ 3.3	3.3	4.4	I	KTNQ
28. KWKW (SP)	202/ 1.2	1.0	1.6	1.5	1.0	1.3		3028/ 3.1	2.6	3.1	F	KWKW
29. KMPC (T)	170/ 1.0	1.0	0.8	1.0	0.8	1.0		4236/ 4.4	4.2	4.2	F	KMPC
30. KVAR-F (SP)	161/ 1.0	1.1	0.4	---	---	0.8		2367/ 2.5	2.6	---		KVAR-F
31. KACE-F (B/AC)	149/ 0.9	1.1	0.9	1.0	0.6	1.0		2806/ 2.9	3.4	2.2		KACE-F
32. KXED (SP)	140/ 0.8	1.6	1.2	2.2	1.0	1.5		2085/ 2.2	2.4	2.2	G	KXED
33. KJLH-F (B)	111/ 0.7	0.6	0.7	0.9	0.9	0.7		2849/ 3.0	2.7	3.3		KJLH-F
34.												
35.												

12+ FM SHARE (METRO): 71.78% (10961 of 15270) (SUM 94: 71.25%)

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 KLSX-F<	1 KFI <	1 KPWR-F	1 KPWR-F	1 KABC <
2 KIIS-AF	2 KPWR-F<	2 KROQ-F<	2 KCBS-F<	2 KRTH-F	2 KABC	2 KLVE-F	2 KLVE-F	2 KKBT-F	2 KROQ-F	2 KFVB >
3 KKBT-F<	3 KLVE-F	3 KPWR-F	3 KRTH-F	3 KCBS-F	3 KNX <	3 KFI	3 KPWR-F<	3 KIIS-AF	3 KKBT-F	3 KKBT-F
4 KROQ-F	4 KKBT-F	4 KKBT-F	4 KROQ-F<	4 KBIG-F	4 KRTH-F	4 KABC	4 KRTH-F	4 KROQ-F	4 KABC	4 KTWV-F<
5	5 KIIS-AF	5 KIIS-AF	5 KLOS-F	5 KLOS-F	5 KFVB <	5 KKHJ <	5 KROQ-F	5 KLVE-F	5 KIIS-AF	5 KNX
6	6 KLOS-F	6 KLAX-F	6 KBIG-F	6 KTWV-F	6 KLAC-F	6 KIIS-AF<	6 KBIG-F	6 KRTH-F	6 KOST-F	6 KFI
7	7 KLAX-F	7 KRTH-F<	7 KLAX-F	7 KROQ-F	7 KTWV-F	7 KFVB	7 KIIS-AF	7 KFI	7 KLVE-F	7 KLVE-F
8	8	8 KLOS-F<	8 KOST-F	8 KOST-F	8	8 KBIG-F	8 KCBS-F	8 KBIG-F	8 KTWV-F	8 KPWR-F
9	9	9 KCBS-F	9 KTWV-F	9 KFI	9	9 KPWR-F	9 KNX	9 KOST-F	9 KRTH-F	9
10	10	10	10	10 KLAX-F	10	10 KROQ-F	10	10	10	10
11	11	11	11	11 KKHJ-F	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 KROQ-F	1 KROQ-F	1 KLOS-F
2 KKBT-F	2 KPWR-F	2 KKBT-F	2 KKBT-F	2 KRTH-F	2 KROQ-F	2 KPWR-F	2 KLVE-F	2 KPWR-F<	2 KROQ-F
3 KROQ-F	3 KKBT-F	3 KPWR-F	3 KRTH-F	3 KBIG-F	3 KKBT-F	3 KLVE-F	3 KLOS-F	3 KLOS-F<	3 KCBS-F
4 KLVE-F	4 KROQ-F	4 KBIG-F	4 KOST-F	4 KOST-F	4 KIIS-AF	4 KLOS-F	4 KPWR-F	4 KLVE-F	4 KLVE-F
5 KLAX-F	5 KIIS-AF	5 KYSR-F	5 KPWR-F	5 KBIG-F	5 KLVE-F	5 KKBT-F	5 KLSX-F	5 KLSX-F	5 KLSX-F
6 KIIS-AF	6 KLAX-F	6 KIIS-AF	6 KBIG-F<	6 KIIS-AF	6 KLSX-F	6 KIIS-AF	6 KCBS-F	6 KCBS-F	6 KRTH-F
7 KOST-F	7 KOST-F	7 KOST-F	7 KIIS-AF	7 KKHJ-F	7 KLOS-F	7 KLSX-F	7 KKHJ-F	7 KKBT-F	7 KFI
8 KLOS-F	8 KYSR-F	8 KCBS-F	8 KLAX-F	8 KTWV-F	8 KLAX-F	8 KLAX-F	8 KLAX-F	8 KLAX-F	8 KTWV-F
9 KYSR-F	9 KBIG-F	9 KROQ-F	9 KROQ-F	9 KYSR-F	9 KBUE-F	9 KCBS-F	9 KIIS-AF	9 KIIS-AF	9 KLAX-F
10 KBIG-F	10	10 KLAX-F	10 KYSR-F	10 KLAX-F	10 KYSR-F	10 KKHJ-F	10 KBIG-F	10	10 KNX
11	11	11	11	11	11	11	11	11	11

LOS ANGELES

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KACD-FF	103.1	SANTA MONICA	0.4/1.2
KEZY-F	95.9	ANAHEIM	0.4/2.1
KFSG-F	96.3	LOS ANGELES	0.4/1.9
KGFJ	1230	LOS ANGELES	0.6/1.2
KIEV	870	GLENDALE	0.3/1.5
KIKF-FF	94.3	GARDEN GROVE	0.5/1.9
KKLA-F	99.5	LOS ANGELES	0.5/1.9
KMQA-F	98.3	W. COVINA	0.4/1.3
KNNS	1260	SAN FERNANDO	0.5/1.4
KWVE-F	107.9	SAN CLEMENTE	0.6/1.8
KFRG-F	95.1	SAN BERNARDINO	0.3/1.6
KGGI-F	99.1	RIVERSIDE	0.4/2.4
KTPI-F	103.1	TEHACHAPI	0.4/0.6
XTRA	690	TIJUANA, MX	0.6/1.9

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 (---)	
KNNS, 1260, 5 KW (DA-2)	, News	, \$ 95.00 (CMBS)	Mt. Wilson
KKHJ, 930, 5 KW (DA-N)	, Hispanic	, \$ 104.00 (Katz Hisp.)	Liberman
KLAC, 570, 5 KW (DA-N)	, Standards	, \$ 100.00 (Eastman)	Chancellor
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
KTNO, 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 (CMBS)	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, Talk	, \$ 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)	Chancellor	

Miscellaneous: KLSX-F changes from Classic AOR to Talk (Sep). . . KJQI changes to KNNS and format from Standards to News (Sep). . .

LOUISVILLE

Arbitron Rank/Pop (12+): 48/839,600
MSA Rank/Pop: 56/982,000
DMA # 49
Average Person Ratings: 14.6
Market TSL: 19.45 hours

Stations: 22/22
Diaries: 1619/519:1/53.9%
Sample Target: 1520
% Below Line: 0.0
% Not Listed: 13.4

1994 Revenue: \$33,900,000
HH Inc.: \$33,868
Retail \$: 8.9 Bil
Pop per Station: 38,164
#1 Biller: WAMZ-F \$7,800,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WAMZ-F (C)	195/15.9	15.8	13.8	15.8	19.0	15.3		2279/27.1	29.4	31.2	H	WAMZ-F
2. WHAS (FS)	151/12.3	12.9	12.3	13.5	13.0	12.8		2052/24.4	27.3	28.0	H	WHAS
3. WDJX-F (CHR)	87/ 7.1	7.0	6.5	4.8	6.8	6.4		1661/19.8	18.2	18.2	D	WDJX-F
4. WGZB-F (B)	75/ 6.1	4.4	5.4	6.8	6.3	5.7		911/10.9	9.9	10.9	C	WGZB-F
5. WTFX-F (AOR)	72/ 5.9	5.7	4.0	4.7	5.4	5.1		1187/14.1	11.5	12.8	C	WTFX-F
6. WVEZ-F (SAC)	65/ 5.3	5.1	5.8	6.4	4.3	5.7		1273/15.2	14.3	13.1	D	WVEZ-F
7. WQMF-F (CL AOR)	64/ 5.2	4.7	4.6	3.7	6.3	4.6		1322/15.7	15.0	16.0	E	WQMF-F
8. WAVG (ST)	52/ 4.2	3.8	3.5	2.8	2.4	3.6		697/ 8.3	7.2	7.5	A	WAVG
9. WLRS-F (AC)	52/ 4.2	2.4	3.9	2.6	3.6	3.3		917/10.9	8.4	10.9	C	WLRS-F
10. WRKA-F (O)	48/ 3.9	5.3	4.6	4.8	5.4	4.7		1159/13.8	14.7	14.7	D	WRKA-F
11. WHKW-F (C)	46/ 3.7	3.9	4.5	2.7	2.5	3.7		833/ 9.9	10.6	8.0	B	WHKW-F
12. WQLL-F (O-70's)	45/ 3.7	3.7	3.1	2.8	2.7	3.3		865/10.3	8.8	7.6	A	WQLL-F
13. WKJK-F (AC)	30/ 2.4	3.2	4.0	4.6	2.2	3.6		560/ 6.7	6.9	4.7	A	WKJK-F
14. WLSY-F (B/AC)	22/ 1.8	1.9	1.3	1.9	2.5	1.7		384/ 4.6	4.2	5.4	A	WLSY-F
15. WQNF-F (AOR-NR)	13/ 1.1	2.9	2.4	3.0	1.5	2.4		342/ 4.1	6.9	4.8	A	WQNF-F

12+ FM SHARE (METRO): 76.97% (819 of 1064) (SUM 94: 76.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
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 WHAS >>
2 WGZB-F>	2 WTFX-F	2 WQMF-F	2 WQMF-F	2 WHAS	2 WAMZ-F>>	2 WAMZ-F>	2 WHAS >	2 WHAS <	2 WGZB-F<	2 WAMZ-F>
3 WAMZ-F>	3 WQMF-F<	WTFX-F<	3 WLRS-F	3 WQMF-F	3 WAVG	3 WQMF-F	3 WDJX-F	3 WDJX-F	3 WHAS <	3 WLRS-F<
4 WTFX-F	4 WDJX-F>	4 WDJX-F	4 WQLL-F	4 WRKA-F<	4 WRKA-F	4 WDJX-F	WTFX-F<	4 WGZB-F<	4 WDJX-F	4 WGZB-F<
5	5 WGZB-F	5 WGZB-F	WHAS <	5 WVEZ-F	WVEZ-F	5 WTFX-F	5 WLRS-F	5 WTFX-F<	5 WTFX-F	5 WTFX-F
6	6 WLRS-F	WLRS-F	6 WDJX-F	WLRS-F	6	WVEZ-F	6	6 WQMF-F	6 WVEZ-F	6 WAVG
7	7	7	WRKA-F<	7 WQLL-F	7	7	7	7	7	7
8	8	8	8 WVEZ-F	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 WAMZ-F<	1 WAMZ-F	1 WAMZ-F<	1 WAMZ-F>	1 WAMZ-F>>	1 WTFX-F	1 WAMZ-F<	1 WAMZ-F	1 WAMZ-F>	1 WAMZ-F>
2 WDJX-F<	2 WDJX-F	2 WLRS-F	2 WDJX-F	2 WVEZ-F	2 WDJX-F<	2 WTFX-F>	2 WTFX-F	2 WQMF-F	2 WHAS
3 WTFX-F>	3 WLRS-F	3 WDJX-F	3 WLRS-F	3 WLRS-F	3 WAMZ-F	3 WQMF-F>	3 WQMF-F>>	WTFX-F>	3 WQMF-F
4 WVEZ-F	4 WTFX-F	WHKW-F	WVEZ-F	4 WDJX-F	4 WQMF-F	4 WDJX-F<	4 WHAS	4 WHAS <	4 WTFX-F
5 WGZB-F	WVEZ-F	5 WQLL-F	5 WGZB-F	WHKW-F	5 WGZB-F	5 WGZB-F	5 WGZB-F	5 WDJX-F	5 WQLL-F<
6 WQMF-F	6 WQMF-F	WQMF-F	6 WHKW-F	6 WGZB-F	6	6	WQLL-F	WQLL-F	6 WRKA-F
7	WHKW-F	WVEZ-F	7	WRKA-F	7	7	WLRS-F	7	7

OTHER RATED STATIONS	SHARE/RTG/AQH/CUME	METRO CUME	TSA	TSA
WFIA	900	LOUISVILLE	0.7/2.1	
WLLV	1240	LOUISVILLE	0.5/2.1	
WLOU	1350	LOUISVILLE	0.4/1.7	
WPFI-F	105.3	SCOTTSBURG, IN	0.4/1.6	
WTMT	620	LOUISVILLE	0.9/1.8	
WKY	790	LOUISVILLE	0.9/3.3	

LOUISVILLE

RADIO STATIONS

WAVG	,	970,	5 KW (DA-N)	,	Standards	SMN, CBS, \$ 20.00	(D&R)		
WHAS	,	840,	50 KW	,	Full Service	ABC, \$105.00	(Christal)	Clear Channel	
WLou	,	1350,	5 KW/500 W (DA-N)	,	Religion	AURN, \$ 15.00	(---)	Mortenson	
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)	(CORYDON)
WHKW-F,		107.7,	8.2 KW @ 567	,	Country		\$ 25.00	(Eastman)	(CORYDON)
WQLL-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 (VALLEY ST.)
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	(SALEM, IN)

Miscellaneous: WGZB-F, WLSY-F sold to Blue Chip (D) for \$7,300,000 (Bill Rice, Crisler) . . . WRKA-F, WAJE-F sold by Franklin to Cox (D) for \$8,500,000 (Stevens) . . . WLou changes from Black to Religion (Nov) . . .

MADISON

Arbitron Rank/Pop (12+): 121/326,100
 MSA Rank/Pop: 125/390,000
 DMA # 88
 Average Person Ratings: 16.4
 Market TSL: 21.75 hours

Stations: 19/17
 Diaries: 1134/288:1/61.0%
 Sample Target: 1140
 % Below Line: 1.9
 % Not Listed: 24.0

1994 Revenue: \$17,000,000
 HH Inc.: \$39,842
 Retail \$: 4.1 Bil
 Pop per Station: 19,182
 #1 Biller: WIBA-F \$3,000,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WZEE-F (CHR)	56/10.5	10.2	9.2	9.4	11.3	9.8		913/28.0	28.7	30.0	C	WZEE-F
2. WMGN-F (AC)	43/ 8.1	7.5	6.8	5.6	7.1	7.0		567/17.4	16.2	18.0	D	WMGN-F
3. WWQM-F (C)	39/ 7.3	6.3	8.6	8.4	9.2	7.7		618/19.0	14.0	19.1	D	WWQM-F
4. WOLX-F (O)	35/ 6.6	6.1	5.4	7.4	8.1	6.4		783/24.0	19.4	23.7	D	WOLX-F
5. WIBA-F (AOR)	34/ 6.4	7.3	7.5	7.4	8.4	7.2		683/20.9	19.9	24.5	E	WIBA-F
6. WYZM-F (C)	28/ 5.2	3.7	4.1	3.0	1.9	4.0		377/11.6	10.4	9.1	A	WYZM-F
7. WMAD-F (AOR-NR)	27/ 5.1	5.1	4.7	6.4	6.3	5.3		572/17.5	18.0	16.3	A	WMAD-F
8. WIBA (FS)	26/ 4.9	5.3	7.1	7.2	5.2	6.1		490/15.0	14.4	15.8	C	WIBA
9. WJJO-F (CL AOR)	24/ 4.5	3.5	3.9	3.6	3.8	3.9		546/16.7	13.2	15.3	B	WJJO-F
10. WTDY (T)	23/ 4.3	4.7	4.1	4.8	4.8	4.5		342/10.5	10.8	11.3	B	WTDY
11. WMMM-F (AOR-P)	15/ 2.8	5.3	1.9	3.0	3.1	3.3		305/ 9.4	10.5	9.0	A	WMMM-F
12. WMXF-F (O-70's)	14/ 2.6	2.2	2.3	1.8	2.3	2.2		315/ 9.7	8.2	11.6	A	WMXF-F
13. WSJY-F (EZ)	8/ 1.5	1.6	2.4	3.8	2.5	2.3		221/ 6.8	6.2	7.2		WSJY-F
WTSO (C/T)	8/ 1.5	2.6	2.1	2.6	3.3	2.2		273/ 8.4	8.6	12.7	C	WTSO
15. WMAD (ST)	7/ 1.3	1.8	2.4	3.2	1.0	2.2		111/ 3.4	2.1	1.8	A	WMAD

12+ FM SHARE (METRO): 82.02% (333 of 406) (SUM 94: 80.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZEE-F>>	1 WZEE-F>	1 WZEE-F	1 WMGN-F	1 WMGN-F	1 WMGN-F	1 WZEE-F<	1 WZEE-F	1 WZEE-F>	1 WZEE-F	1 WQOM-F
2 WYZM-F	2 WIBA-F	2 WMGN-F	2 WZEE-F<	2 WOLX-F	2 WOLX-F<	2 WMGN-F	2 WMGN-F	2 WMGN-F	2 WIBA <	WIBA
3 WMAD-F	3 WIBA-F	3 WIBA-F	3 WOLX-F<	WZEE-F	3 WIBA	3 WIBA-F	3 WWQM-F	3 WOLX-F	3 WMAD-F	3 WTDY
4 WYZM-F	4 WOLX-F	4 WOLX-F	4 WIBA-F	4 WWQM-F	4 WWQM-F	4 WWQM-F	4 WIBA-F	4 WWQM-F	4 WWQM-F	4
5 WWQM-F	5 WWQM-F	5 WWQM-F	5 WWQM-F	5 WIBA-F	5 WTDY-F	5 WIBA	5 WTDY	5 WIBA-F	5 WIBA-F	5
6 WJJO-F	6	6	6	6	6	6	6	6	6	6
7 W	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 WZEE-F	1 WZEE-F>>	1 WZEE-F	1 WZEE-F<	1 WMGN-F>	1 WIBA-F	1 WIBA-F	1 WIBA-F	1 WIBA-F>	1 WIBA-F
2 WYZM-F	2 WMGN-F<	2 WMGN-F	2 WMGN-F>>	2 WZEE-F	WMAD-F	2 WMAD-F	2 WMMM-F	2 WZEE-F	2 WWQM-F
3 WMAD-F	3 WYZM-F>	3 WIBA-F	3 WYZM-F	3 WOLX-F	3 WZEE-F	3 WZEE-F	3 WWQM-F	WMAD-F<	WOLX-F
WMGN-F	4 WWQM-F	WYZM-F	4 WOLX-F	4 WWQM-F	4 WJJO-F	4 WJJO-F	WZEE-F	4 WJJO-F	4 WJJO-F
WWQM-F	5	5 WJJO-F	WWQM-F	5 WYZM-F	5 WOLX-F	5 WMMM-F	WJJO-F	WOLX-F	WZEE-F
6	6	WWQM-F	6	6	6	WWQM-F	WMAD-F	6	6

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA CUME
WHIT 1550	MADISON	0.9/2.7	
WIBU 1240	POYNETTE	0.7/2.9	
WMIL-F 106.1	MILWAUKEE	0.4/1.3	
WMJB-F 105.9	EVANSVILLE	1.5/2.0	

MADISON

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, WESTWD, \$13.00	(Katz)	WIBA owner (D)
WTDY	,	1480,	5 KW (DA-2)	,	Talk	ABC, WESTWD, \$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
WMXF-F,		96.3,	5 KW @ 672	,	Oldies - 70's	, \$19.00	(Christal)	(SAUK CITY)
WMMM-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)
WWQM-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: WMXF-F (Sauk City) sold to Midcontinent (D) for \$3,050,000 . . .

MCALLEN-BROWNSVILLE

Arbitron Rank/Pop (12+): 66/565,200
 MSA Rank/Pop: 111 - McAllen
 160 - Browns. 734,000
 DMA # 90
 Average Person Ratings: 16.2
 Market TSL: 21.75 hours

Stations: 23/18
 Diaries: 1562/362:1/46.4%
 Sample Target: 1440
 % Below Line: 4.4
 % Not Listed: 13.7

1994 Revenue: \$14,700,000
 HH Inc.: \$21,860
 Retail \$: 4.4 Bil
 Pop per Station: 31,400
 #1 Biller: KTEX-F \$2,300,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. KBFM-F (CHR)	116/12.6	12.3	12.7	12.2	15.4	12.5		1804/31.9	32.2	35.1	C	KBFM-F
2. KIWV-F (SP)	105/11.5	14.3	12.4	12.0	10.2	12.6		1784/31.6	32.5	29.6	D	KIWW-F
3. KTEX-F (C)	96/10.5	9.2	9.8	8.7	9.1	9.6		1229/21.7	20.2	22.2	D	KTEX-F
4. KGBT (SP)	76/ 8.3	12.1	9.8	11.5	9.4	10.4		803/14.2	20.6	16.9	C	KGBT
5. KFRQ-F (C)	64/ 7.0	5.8	8.9	3.8	4.6	6.4		895/15.8	15.8	15.7	B	KFRQ-F
6. KKPS-F (SP)	57/ 6.2	4.6	4.5	5.7	6.0	5.3		1227/21.7	18.1	18.7	B	KKPS-F
7. KVLY-F (O)	44/ 4.8	4.9	5.0	6.9	7.4	5.4		841/14.9	12.0	17.9	C	KVLY-F
8. KQXX-F (SP)	39/ 4.3	4.0	4.7	2.3	3.9	3.8		577/10.2	10.7	8.6	B	KQXX-F
9. KTJN-FF (SP)	35/ 3.8	6.0	5.6	4.9	5.2	5.1		802/14.2	16.6	16.0	C	KTJN-FF
10. KSOX-F (C)	22/ 2.4	1.7	1.7	2.0	3.8	2.0		365/ 6.5	5.5	9.4	A	KSOX-F
11. KURV (T)	20/ 2.2	1.4	2.8	3.5	3.0	2.5		293/ 5.2	4.1	6.2	B	KURV
12. KVJY (EZ)	19/ 2.1	1.5	1.4	1.7	1.2	1.7		248/ 4.4	3.3	3.5		KVJY
13. KBOR (SP)	15/ 1.6	2.1	1.4	1.0	1.6	1.5		183/ 3.2	5.1	4.3		KBOR
XAAA-F (SP)	15/ 1.6	2.2	1.0	0.6	0.3	1.4		381/ 6.7	6.4	2.3		XAAA-F
15. KRGE (REL)	14/ 1.5	2.2	1.4	1.9	1.7	1.8		209/ 3.7	3.4	3.3		KRGE

12+ FM SHARE (METRO): 77.37% (612 of 791) (SUM 94: 78.75%)

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

OTHER RATED STATIONS	METRO SHARE	CUME RTG/AQH	TSA CUME	TSA CUME
KIRT	1580	MISSION	1.4/3.8	
KUBR	1210	SAN JUAN	0.8/1.2	
XERT	1170	REYNOSA	0.9/1.5	
XEMS	1490	MATAMOROS	0.4/1.7	
XERI	810	REYNOSA	0.3/0.9	
XYYS-F	90.1	REYNOSA	0.9/4.6	
XVTH-F	107.1	MATAMOROS	1.2/4.0	

MCALLEN-BROWNSVILLE

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), E2	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
KQXX-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 @ 718, 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	

MEMPHIS

Arbitron Rank/Pop (12+): 43/931,200
 MSA Rank/Pop: 50/1,080,000
 DMA # 42
 Average Person Ratings: 17.3
 Market TSL: 23.00 hours

Stations: 25/24
 Diaries: 1582/589:1/49.1%
 Sample Target: 1485
 % Below Line: 0.4
 % Not Listed: 11.0

1994 Revenue: \$36,900,000
 HH Inc.: \$32,509
 Retail \$: 8.9 Bil
 Pop per Station: 38,800
 #1 Biller: WGKX-F \$7,200,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WHRK-F (B)	208/12.9	13.0	12.1	11.6	13.0	12.4		2217/23.8	23.3	24.7		G WHRK-F
2. WDIA (B)	150/ 9.3	8.6	8.9	7.4	8.1	8.6		1680/18.0	15.4	16.0		D WDIA
3. WGKX-F (C)	120/ 7.5	7.4	6.5	8.0	8.5	7.4		1658/17.8	17.0	19.3		H WGKX-F
4. WEGR-F (AOR)	103/ 6.4	6.3	7.4	6.1	6.8	6.6		1426/15.3	14.0	15.7		F WEGR-F
5. KJMS-F (B)	102/ 6.3	7.4	7.0	5.7	5.5	6.6		1671/17.9	19.1	18.6		C KJMS-F
6. WMC -F (CHR/AC)	93/ 5.8	6.2	6.7	4.4	5.3	5.8		1402/15.1	15.6	15.9		E WMC -F
7. WRVR-F (AC)	90/ 5.6	7.5	5.6	7.5	6.6	6.6		1369/14.7	16.2	15.1		F WRVR-F
8. WMC (N/T)	80/ 5.0	4.6	4.2	5.8	5.6	4.9		1159/12.4	11.5	14.5		D WMC
9. WLOK (G)	76/ 4.7	3.8	6.5	5.4	3.8	5.1		1029/11.1	8.9	9.1		C WLOK
10. WOGY-F (C)	63/ 3.9	4.1	4.8	5.2	4.2	4.5		1114/12.0	11.1	13.3		C WOGY-F
11. WSRR-F (0-70's)	62/ 3.9	2.3	3.3	2.9	5.3	3.1		1038/11.1	9.8	14.4		WSRR-F
12. WMFS-F (AOR)	48/ 3.0	2.0	0.9	0.8	1.3	1.7		721/ 7.7	5.0	5.6		WMFS-F
13. WJCE (B/O)	47/ 2.9	3.0	2.6	3.0	2.2	2.9		747/ 8.0	6.6	4.9		A WJCE
14. WRXQ-F (AOR-NR)	44/ 2.7	3.4	3.0	2.7	2.9	3.0		859/ 9.2	9.5	7.5		B WRXQ-F
15. WCRV (REL)	25/ 1.6	1.1	1.3	2.0	1.5	1.5		433/ 4.6	4.1	5.4		WCRV
16. WREC (ST)	19/ 1.2	1.1	1.3	2.0	1.5	1.4		477/ 5.1	5.9	5.6		WREC
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 66.81% (956 of 1431) (SUM 94: 67.44%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHRK-F>>	1 WHRK-F>	1 WHRK-F>	1 WHRK-F	1 WDIA <	1 WDIA >	1 WHRK-F	1 WHRK-F	1 WHRK-F>	1 WHRK-F>>	1 WHRK-F>
2 KJMS-F>	2 WEGR-F	2 WEGR-F	2 WDIA	2 WHRK-F	2 WGKX-F	2 WEGR-F	2 WGKX-F	2 WGKX-F	2 KJMS-F>	2 WDIA
3	3 KJMS-F>	3 WDIA	3 WEGR-F	3 WGKX-F<	3 WMC <	3 WDIA	3 WMC <	3 WDIA	3 WDIA	3 WMC
4	4 WDIA	4 KJMS-F<	4 WMC -F	4 WEGR-F	4 WRVR-F	4 WMC -F	4 WDIA	4 WRVR-F	4	4 KJMS-F
5	5 WMC -F<	5 WMC -F	5 WRVR-F	5 WMC -F<	5 WLOK	5 WLOK <	5 WRVR-F<	5 WMC -F	5	5 WLOK
6	6 WGKX-F	6 WGKX-F	6 WGKX-F	6 WRVR-F	6	6 WMC	6 WMC -F	6	6	6
7	7	7	KJMS-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 WHRK-F>>	1 WHRK-F>>	1 WHRK-F>	1 WHRK-F>	1 WDIA	1 WHRK-F>>	1 WHRK-F>	1 WHRK-F<	1 WHRK-F	1 WEGR-F
2 WEGR-F	2 WEGR-F	2 WDIA	2 WDIA >	2 WHRK-F	2 WEGR-F	2 WEGR-F	2 WEGR-F>	2 WEGR-F>	2 WHRK-F
KJMS-F	3 KJMS-F<	3 WEGR-F	3 WMC -F	3 WGKX-F<	KJMS-F	3 KJMS-F	3 KJMS-F	3 KJMS-F	3 WDIA <
4 WRXQ-F	4 WDIA	4 KJMS-F	4 WEGR-F<	4 WMC -F	4 WMFS-F	4 WMFS-F	4 WMC -F	4 WDIA	4 WGKX-F
5	5 WMC -F	5 WMC -F	5 KJMS-F	5 WRVR-F	5 WGKX-F	5 WGKX-F	5 WMC -F	5 WMC -F	5 WMC -F
6	6	6 WGKX-F	6 WRVR-F	6 WEGR-F<	6	6 WMC -F	6 WGKX-F	6 WMFS-F	6 WRVR-F<
7	7	7	7	7 KJMS-F	7	7	7	7 WSRR-F	7 WSRR-F

OTHER RATED STATIONS		METRO SHARE/RTG/AQH/CUME	TSA
KWAM	990	MEMPHIS	1.1/1.7
WBBP	1480	MEMPHIS	0.8/3.7
WHBQ	560	MEMPHIS	0.7/2.7
WKRA-F	92.7	HOLLY SPGS, MS	0.4/1.2
WNWZ	1430	GERMANTOWN	0.7/1.3
WPLX	1170	GERMANTOWN	1.0/2.2
WVIM-F	95.3	COLDWATER, MS	0.6/1.2
WXSS	1030	MEMPHIS	0.6/2.7
KFIN-F	107.9	JONESBORO, AR	0.4/1.6

MEMPHIS

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)
WSRR-F, 98.1, 100 KW @ 1240, Oldies-70's	ABC, \$ 46.00 (D&R)	Barnstable

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: 19.6
 Market TSL: 25.75 hours

Stations: 37/33
 Diaries: 4625/615:1/46.4%
 Sample Target: 4155
 % Below Line: 2.0
 % Not Listed: 9.4

1994 Revenue: \$130,600,000
 HH Inc.: \$31,301
 Retail \$: 36.0 Bil
 Pop per Station: 86,152
 #1 Biller: WRTO-F \$10,400,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WEDR-F (B)	325/ 5.8	5.7	6.4	6.1	5.8	6.0		4030/14.2	14.5	14.3	H	WEDR-F
2. WRMA-F (SP)	300/ 5.4	5.8	5.0	5.6	2.0	5.5		3402/12.0	11.5	6.0	E	WRMA-F
3. WPOW-F (CHR)	286/ 5.1	5.0	4.5	4.5	4.5	4.8		5052/17.8	16.7	15.8	G	WPOW-F
4. WHQT-F (B)	283/ 5.1	5.1	4.9	4.2	4.7	4.8		4050/14.2	13.7	12.6	G	WHQT-F
5. WLYF-F (SAC)	282/ 5.1	5.2	5.6	6.0	6.7	5.5		3693/13.0	13.0	14.5	H	WLYF-F
6. WAQI (SP)	245/ 4.4	4.0	4.5	4.6	6.6	4.4		2025/ 7.1	6.7	8.2	G	WAQI
7. WMXJ-F (O)	220/ 3.9	3.5	3.5	3.6	3.0	3.6		3402/12.0	10.4	10.9	G	WMXJ-F
8. WHYI-F (CHR/AC)	218/ 3.9	4.0	4.3	4.2	4.4	4.1		4202/14.8	14.5	14.3	H	WHYI-F
9. WXDJ-F (SP)	214/ 3.8	3.6	2.7	3.8	4.3	3.5		2885/10.1	8.8	9.8	G	WXDJ-F
10. WFLC-F (AC)	199/ 3.6	3.8	3.7	3.5	3.8	3.7		3357/11.8	13.0	12.4	H	WFLC-F
11. WIOD (N/T)	186/ 3.3	3.5	4.2	3.9	3.4	3.7		2436/ 8.6	9.2	9.4	H	WIOD
12. WZTA-F (AOR)	185/ 3.3	2.6	2.4	1.9	2.1	2.6		2922/10.3	8.8	9.0	G	WZTA-F
13. WKIS-F (C)	179/ 3.2	3.8	3.9	4.6	3.7	3.9		2455/ 8.6	9.9	9.3	G	WKIS-F
14. WRTO-F (SP)	174/ 3.1	3.3	3.4	3.8	4.9	3.4		2125/ 7.5	6.6	8.5	I	WRTO-F
15. WLVE-F (J)	168/ 3.0	2.8	3.5	3.0	3.4	3.1		2473/ 8.7	8.8	7.8	G	WLVE-F
16. WCMQ (SP)	161/ 2.9	2.0	2.8	3.5	2.2	2.8		1319/ 4.6	3.9	4.1	E	WCMQ
17. WQBA (SP)	150/ 2.7	2.5	2.5	1.8	2.0	2.4		1571/ 5.5	5.1	4.0	G	WQBA
18. WTMJ-F (CL)	145/ 2.6	2.7	3.0	3.3	2.9	2.9		2271/ 8.0	7.5	8.2	F	WTMJ-F
19. WINZ (N/T)	135/ 2.4	2.0	1.9	1.8	2.1	2.0		2665/ 9.4	8.3	7.9	F	WINZ
20. WBGJ-F (O-70's)	117/ 2.1	2.5	2.1	2.5	1.5	2.3		2456/ 8.6	9.4	6.5	C	WBGJ-F
21. WSHE-F (AOR)	108/ 1.9	2.1	2.4	3.2	3.0	2.4		2413/ 8.5	8.3	10.3	G	WSHE-F
22. WQAM (SPRTS)	102/ 1.8	1.5	1.9	1.7	1.8	1.7		1742/ 6.1	5.0	5.8	C	WQAM
23. WCMQ-F (SP)	88/ 1.6	1.5	1.4	0.8	1.0	1.3		1711/ 6.0	4.8	3.5		WCMQ-F
24. WSUA (SP)	83/ 1.5	1.8	1.5	1.2	1.5	1.5		790/ 2.8	2.5	2.4		WSUA
25. WQBA-F (SP)	76/ 1.4	1.5	1.2	1.4	1.6	1.4		1485/ 5.2	5.0	5.0		WQBA-F
26. WMBM (G/B)	64/ 1.1	1.3	---	---	---	---		535/ 1.9	1.8	---		WMBM
27. WRBD (B/G)	63/ 1.1	0.9	1.0	0.5	0.7	0.9		670/ 2.4	2.1	2.0		WRBD
28. WAVS (B)	57/ 1.0	1.1	0.6	1.0	1.0	0.9		671/ 2.4	2.5	2.2		WAVS
29.												
30.												

12+ FM SHARE (METRO): 72.47% (3567 of 5046) (SUM 94: 71.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPOW-F	1 WEDR-F<	1 WHQT-F<	1 WRMA-F<	1 WRMA-F	1 WAQI	1 WRTO-F	1 WLYF-F	1 WEDR-F	1 WPOW-F	1 WEDR-F
2 WEDR-F>	2 WPOW-F	2 WEDR-F	2 WHQT-F	2 WHQT-F	2 WLYF-F	2 WHQT-F	2 WRMA-F	2 WPOW-F	2 WEDR-F	2 WAQI <
3 WHQT-F	3 WHQT-F<	3 WRMA-F<	3 WHYI-F	3 WEDR-F	3 WRMA-F	3 WEDR-F	3 WIOD	3 WLYF-F	3 WHQT-F	3 WHQT-F<
4	4 WHYI-F	4 WPOW-F<	4 WEDR-F	4 WFLC-F	4 WMXJ-F	4 WAQI	4 WAQI	4 WRMA-F	4 WRMA-F>	4 WIOD
5	5 WZTA-F	5 WHYI-F	5 WFLC-F	5 WHYI-F	5 WCMQ	5 WLYF-F	5 WHQT-F	5 WHQT-F	5 WQBA	5 WINZ <
6	6 WXDJ-F	6 WFLC-F	6 WXDJ-F	6 WMXJ-F	6 WIOD	6 WQBA <	6 WEDR-F	6 WHYI-F	6 WLYF-F	6 WFLC-F
7	7 WFLC-F	7 WZTA-F<	7 WPOW-F<	7 WXDJ-F	7 WQBA	7 WBGJ-F	7 WPOW-F	7 WAQI	7 WXDJ-F	7 WZTA-F
8	8	8 WXDJ-F	8 WMXJ-F	8	8 WTMJ-F	8 WINZ	8 WHYI-F	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 WEDR-F	1 WEDR-F<	1 WHYI-F<	1 WHQT-F<	1 WRMA-F	1 WEDR-F	1 WZTA-F	1 WZTA-F	1 WZTA-F	1 WRMA-F
WPOW-F	2 WHYI-F	2 WEDR-F<	2 WEDR-F	2 WHQT-F<	WPOW-F<	2 WPOW-F	2 WPOW-F<	2 WPOW-F	2 WZTA-F
3 WHQT-F<	3 WHQT-F<	3 WHQT-F	3 WHYI-F<	3 WEDR-F	3 WZTA-F>	3 WRMA-F	3 WRMA-F	3 WHQT-F	3 WHQT-F
4 WHYI-F>	4 WPOW-F	4 WFLC-F<	4 WRMA-F	4 WHYI-F	4 WHQT-F>	4 WHQT-F	4 WXDJ-F<	4 WEDR-F	4 WIOD <
5 WFLC-F	5 WFLC-F	5 WXDJ-F<	5 WFLC-F	5 WFLC-F	5 WXDJ-F	5 WXDJ-F<	5 WFLC-F<	5 WRMA-F	5 WBGJ-F
6	6 WXDJ-F	6 WPOW-F	6 WPOW-F	6 WLYF-F<	6	6 WRMA-F	6 WHQT-F	6 WBGJ-F<	6 WFLC-F
7	7 WRMA-F	7 WRMA-F<	7 WXDJ-F	7 WMXJ-F	7	7 WFLC-F	7 WHYI-F	7 WXDJ-F<	7 WLVE-F
8	8	8 WLYF-F	8 WLYF-F	8 WXDJ-F	8	8	8 WHYI-F	8 WSHE-F<	8 WIOD
9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

MIAMI-FT. LAUDERDALE

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

WAXY	790	S. MIAMI	0.8/3.4
WEXY	1520	WILTON MANOR	0.3/1.0
WFTL	1400	FT. LAUDERDALE	0.6/2.0
WKAT	1360	N. MIAMI	0.5/1.9
WVCG	1080	CORAL GABLES	0.4/1.0
WEAT-F	104.3	W. PALM BEACH	0.6/2.2
WJNO	1230	W. PALM BEACH	0.3/1.3
WKGR-F	98.7	FT. PIERCE	0.3/1.3
WRMF-F	97.9	PALM BEACH	0.7/3.0

RADIO STATIONS

AM STATIONS

WAQI,	710,	50 KW (DA-2)	Hispanic	\$ 71.00	(Caballero)	Heftel	
WAVS,	1170,	5 KW/250 W (DA-N)	Black	\$ 44.00	(---)		
WCMQ,	1210,	25 KW/2.5 KW (DA-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 (DA-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

WBGQ,	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: WAQI, WRTO-F 50% sold to Heftel for \$19,800,000 . . .

MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,392,400

Stations: 28/24

1994 Revenue: \$51,500,000

MSA Rank/Pop: 35/1,470,000

Diaries: 2377/569:1/51.8%

HH Inc.: \$39,654

DMA # 28

Sample Target: 2355

Retail \$: 13.5 Bil

Average Person Ratings: 16.5

% Below Line: 2.9

Pop per Station: 56,371

Market TSL: 21.75 hours

% Not Listed: 10.9

#1 Biller: WTMJ \$9,000,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WTMJ (FS)	181/ 8.1	7.4	7.6	8.8	8.0	8.0		3163/23.4	23.0	21.0	H	WTMJ
2. WMIL-F (C)	165/ 7.4	7.8	9.4	8.3	8.8	8.2		2282/16.9	16.9	18.6	G	WMIL-F
3. WKKV-F (B)	162/ 7.3	7.3	6.6	6.8	5.0	7.0		1945/14.4	13.4	11.3	C	WKKV-F
4. WLZR-AF (AOR)	159/ 7.1	5.8	4.1	5.4	6.6	5.6		2174/16.1	15.6	17.6	E	WLZR-AF
5. WKTI-F (AC)	148/ 6.6	6.6	7.2	5.3	7.1	6.4		2663/19.7	19.0	22.9	G	WKTI-F
6. WKLH-F (CL AOR)	146/ 6.5	6.7	5.5	6.6	6.9	6.3		2226/16.5	16.4	18.9	G	WKLH-F
WOKY (ST/FS)	146/ 6.5	6.4	6.0	5.7	5.0	6.2		1455/10.8	11.6	10.7	D	WOKY
8. WISN (N/T)	120/ 5.4	5.7	5.2	6.7	5.0	5.8		1728/12.8	12.9	12.4	E	WISN
9. WLUM-F (AOR-NR)	109/ 4.9	4.9	5.2	6.0	3.8	5.3		2126/15.7	16.0	15.8	D	WLUM-F
10. WZTR-F (O)	105/ 4.7	4.3	3.7	3.5	3.3	4.1		1933/14.3	13.0	12.6	D	WZTR-F
11. WMYX-F (AC)	82/ 3.7	2.9	4.3	4.0	4.6	3.7		1554/11.5	10.7	13.7	E	WMYX-F
12. WAMG-F (SAC)	71/ 3.2	3.7	3.4	3.7	4.7	3.5		1305/ 9.6	10.9	10.1	G	WAMG-F
13. WMCS (B)	58/ 2.6	1.7	2.3	1.4	1.8	2.0		710/ 5.2	5.1	4.5		WMCS
14. WNOV (B/G)	57/ 2.6	1.5	2.2	2.2	2.3	2.1		744/ 5.5	4.1	5.5		WNOV
15. WLTA-F (SAC)	46/ 2.1	3.0	2.8	3.4	3.3	2.8		1069/ 7.9	9.2	8.2	D	WLTA-F
16. WQFM-F (AOR)	43/ 1.9	2.2	2.8	2.8	4.0	2.4		1385/10.2	10.4	14.3	C	WQFM-F
17. WFMR-F (CL)	39/ 1.7	3.2	2.5	2.8	2.2	2.6		667/ 4.9	7.1	6.5	B	WFMR-F
18. WHKQ-F (EZ)	31/ 1.4	0.8	1.1	1.4	0.8	1.2		460/ 3.4	2.9	2.5		WHKQ-F
19.												
20.												

12+ FM SHARE (METRO): 67.54% (1344 of 1990) (SUM 94: 72.14%)

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

MILWAUKEE

OTHER RATED STATIONS		METRO CUME TSA TSA SHARE/RTG/AQH/CUME	
WBWI-F	92.5	WEST BEND	0.8/3.3
WEMP	1250	MILWAUKEE	0.5/2.5
WRJN	1400	RACINE	0.6/2.0
WTKM	1540	HARTFORD	0.1/0.3
WTKM-F	104.9	HARTFORD	0.6/1.7
WGN	720	CHICAGO	1.3/3.0
WILL-F	95.1	KENOSHA	0.5/1.7
WIND	560	CHICAGO	0.4/1.0
WMAQ	670	CHICAGO	0.7/2.2

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 (Katz)	Hearst
WMCS, 1290,	5 KW (DA-2)	, Elack	ABC, SMN, \$	27.00 (Banner)	All Pro
WNOV, 860,	250 W (DAYS)	, Elack/Gospel	AURN, \$	21.00 (---)	
WCKY, 920,	5 KW/1 KW (DA-2)	, Standards/FS	CNN, \$	55.00 (MMR)	Sundance
WTMJ, 620,	5 KW (DA-N)	, Full Service	TALKNT, CBS, \$	121.00 (Christal)	Journal Co.

FM STATIONS

WAMG, 103.7,	20 KW @ 840,	Soft AC	WESTWD, CNN, \$	46.00 (Eastman)	Heritage
WFMR, 98.3,	6 KW @ 328,	Classical	WESTWD, \$	35.00 (CMBS)	(MENOMONEE FALLS)
WKKV, 100.7,	50 KW @ 500,	Urban	WESTWD, \$	37.00 (Torbet)	(RACINE)
WKLH, 96.5,	20 KW @ 810,	Classic AOR	, \$	142.00 (Mc-Guild)	Saga
WWTI, 94.5,	16 KW @ 909,	AC/CHR	ABC, \$	130.00 (Christal)	Journal Co.
WLTQ, 97.3,	16 KW @ 912,	AC	ABC, \$	59.00 (Katz)	Hearst
WLUM, 102.1,	50 KW @ 489,	AOR-WR	Source, \$	75.00 (Banner)	All Pro
WLZR, 102.9,	50 KW @ 430,	AOR	ABC, \$	81.00 (Eastman)	Saga
WMIL, 106.1,	13 KW @ 974,	Country	, \$	114.00 (MMR)	Sundance
WMYX, 99.1,	50 KW @ 449,	AC	WESTWD, \$	92.00 (Eastman)	Heritage
WQFM, 93.3,	13 KW @ 991,	AOR	ABC, \$	40.00 (MMR)	Shamrock-Lynett
WZTR, 95.7,	34 KW @ 610,	Oldies	, \$	50.00 (Banner)	Shockley

Miscellaneous: WEZW-F changes to WAMG-F (August). . .

MINNEAPOLIS-ST. PAUL

Arbitron Rank/Pop (12+): 16/2,146,200
 MSA Rank/Pop: 12/2,740,000
 DMA # 14
 Average Person Ratings: 16.4
 Market TSL: 21.25 Hours

Stations: 26/24
 Diaries: 3120/ 705:1/60.0%
 Sample Target: 3030
 % Below Line: 0.7
 % Not Listed: 5.2

1994 Revenue: \$95,500,000
 HH Inc.: \$41,666
 Retail \$: 26.0 Bil
 Pop per Station: 91,696
 #1 Biller: WCCO \$19,200,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. KQRS-AF (CL AOR)	465/12.8	11.8	12.3	12.1	13.1	12.3		6370/28.9	26.3	28.3	J	KQRS-AF
2. WCCO (FS)	432/11.9	12.0	12.4	11.1	12.6	11.9		6175/28.1	28.1	30.0	J	WCCO
3. KSTP-F (AC)	239/ 6.6	5.9	5.3	6.1	5.5	6.0		4639/21.1	20.0	20.5	I	KSTP-F
4. KDWB-F (CHR)	232/ 6.4	6.9	7.3	6.4	6.2	6.8		4768/21.7	22.4	20.2	G	KDWB-F
5. WBOB-F (C)	230/ 6.4	6.1	5.8	4.8	4.6	5.8		3561/16.2	15.0	14.5	F	WBOB-F
6. WLTE-F (SAC)	229/ 6.3	7.0	6.2	6.4	5.7	6.5		4251/19.3	19.8	17.4	H	WLTE-F
7. KEEY-F (C)	227/ 6.3	5.8	5.3	5.6	5.6	5.0		3927/17.8	15.0	15.7	H	KEEY-F
8. KEGE-AF (ADR-NR)	205/ 5.7	6.9	6.8	5.8	6.5	5.3		3897/17.7	19.1	16.6	F	KEGE-AF
9. KQQL-F (O)	174/ 4.8	5.1	3.9	5.7	5.4	4.9		3927/16.4	16.6	16.3	G	KQQL-F
10. KSTP (T)	138/ 3.8	4.3	4.9	5.4	4.6	4.6		2292/10.4	11.0	20.5	E	KSTP
11. KTCZ-AF (ADR-P)	124/ 3.4	3.2	4.0	4.0	3.9	3.7		2483/11.3	10.4	10.8	G	KTCZ-AF
12. KMJZ-F (J)	75/ 2.1	1.8	3.2	2.5	3.5	2.4		1640/ 7.5	5.4	8.7		KMJZ-F
13. KREV-FF (ADR)	56/ 1.5	2.1	0.7	1.0	1.2	1.3		1003/ 4.6	4.9	3.3		KREV-FF
14. KLBB-AA (ST)	55/ 1.5	1.8	1.7	1.7	2.2	1.7		950/ 4.3	4.4	5.0	C	KLBB-AA
15. KFAN (SPRTS)	54/ 1.5	1.2	1.6	2.4	1.7	1.7		1209/ 5.5	4.9	7.4	C	KFAN

12+ FM SHARE (METRO): 79.82% (2718 of 3428) (SUM 94: 73.63%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDWB-F>	1 KQRS-AF>>1	KQRS-AF>>1	KQRS-AF>>1	KQRS-AF>>1	WCCO >>	1 KQRS-AF	1 KQRS-AF>	1 KQRS-AF	1 WCCO >	1 WCCO >>
2 KEGE-AF>>2	KEGE-AF	2 KSTP-F	2 KSTP-F	2 KSTP-F	2 KQRS-AF	2 WCCO >>	2 KSTP-F<	2 WCCO >	2 KDWB-F<	2 KQRS-AF>
3 WBOB-F	3 KDWB-F	3 WBOB-F	3 WBOB-F	3 WCCO <	WLTE-F	3 KSTP-F	3 WLTE-F	3 KSTP-F<	3 KEGE-AF<	3 KEEY-F
4 KQRS-AF	4 KSTP-F	4 KDWB-F	4 KQQL-F	4 WBOB-F	4 KEEY-F	KDWB-F	4 WBOB-F<	4 WBOB-F	4 KQRS-AF	4 WBOB-F
5	5 WBOB-F>	KEGE-AF	WLTE-F<	5 WLTE-F<	KQQL-F	KEEY-F	5 KEEY-F<	WLTE-F<	5 WLTE-F	5 KSTP-F
6	6 KEEY-F	6 KEEY-F<	6 KEEY-F<	6 KEEY-F<	6 KSTP-AF	6 WBOB-F	6 WCCO	6 KEEY-F<	6 WBOB-F<	6 WLTE-F
7	7	7 WLTE-F	7 WCCO <	7 KQQL-F	7	7 WLTE-F	7 KDWB-F	7 KEGE-AF<	7 KSTP-F	7
8	8	8	8 KTCZ-AF	8	8	8	8	8 KDWB-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 KDWB-F	1 KQRS-AF	1 KQRS-AF	1 KSTP-F<	1 KSTP-F<	1 KQRS-AF	1 KQRS-AF>>1	KQRS-AF>>1	KQRS-AF>>	1 KQRS-AF>>
2 KEGE-AF	2 KSTP-F	2 KSTP-F>	2 KQRS-AF	2 KQRS-AF	2 KEGE-AF>	2 KEGE-AF>	2 KEGE-AF	2 KEGE-AF	2 WCCO
3 WBOB-F	KDWB-F>	3 WBOB-F	3 KDWB-F	3 WLTE-F	3 KDWB-F>	3 WBOB-F	3 WBOB-F	3 WBOB-F	WBOB-F<
4 KQRS-AF	4 WBOB-F	4 KDWB-F	4 WLTE-F<	4 KEEY-F<	4 KREV-FF	4 KDWB-F	4 KSTP-F<	4 KQQL-F	4 KQQL-F
KSTP-F	5 KEGE-AF	5 KEEY-F	5 WBOB-F	5 WCCO	5	5 KREV-FF<	3 KTCZ-AF	KSTP-F	5 KSTP-F
6	6 KEEY-F	6 KTCZ-AF	6 KEEY-F	6 WBOB-F	6	6 KSTP-F	6	6 KEEY-F	6 KEEY-F<
7	7 WLTE-F	WLTE-F	7	7 KDWB-F	7	7 KEEY-F	7	KTCZ-AF	7 KEGE-AF
8	8 KTCZ-AF	8 KEGE-AF	8	8	8	8	8	WCCO	KTCZ-AF
9	9	9	9	9	9	9	9	9	KSTP-F

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

KCFE-F	105.7	EDEN PRAIRIE	0.5/1.7
WIMN	1220	STILLWATER	0.6/1.6
WIXX-AF	107.1	NEW RICHMOND, WI	0.5/1.6
KCLD-F	104.7	ST. CLOUD	0.3/1.8
WWJD-F	98.1	ST. CLOUD	0.4/1.1

MINNEAPOLIS-ST. PAUL

RADIO STATIONS

AM STATIONS

KFAM, 1130, 50 KW/25 KW (DA-2), Sports	WESTWD, ABC, \$ 40.00 (Christal)	Chancellor	
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	
WLOL, 1140, 5 KW (DA-2), Simulcasts KLBB	, \$ NA (---)	KLBB/KREV owner	(BROOKLYN PARK)

FM STATIONS

KDWB, 101.3, 100 KW @ 1033, CHR	, \$ 149.00 (Banner)	Chancellor	
KEEY, 102.1, 100 KW @ 1033, Country	, \$ 241.00 (Christal)	Chancellor (P)	
KEGE, 93.7, 100 KW @ 820, AOR-NF	ABC, \$ 96.00 (Katz)	Cap Cities/ABC	
KMJZ, 104.1, 100 KW @ 1069, Jazz	ABC, \$ 55.00 (MMR)	Park	
KOOL, 107.9, 97 KW @ 1089, Oldies	, \$ 127.00 (D&R)	Colfax	
KORS, 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	
WREV, 105.3, 25 KW @ 328, Simulcasts KREV	, \$ NA (---)	KLBB/KREV owner	(CAMBRIDGE)

Miscellaneous: KJJO-AM ceased simulcasting with KMJZ in October and now uses Black Oldies . . .

MOBILE

Arbitron Rank/Pop (12+): 85/414,500
 MSA Rank/Pop: 99/ NA
 DMA # 62
 Average Person Ratings: 16.6
 Market TSL: 22.50 hours

Stations: 24/18
 Diaries: 991/418:1/47.6%
 Sample Target: 990
 % Below Line: 13.3
 % Not Listed: 12.3

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

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WBLX-F (B)	94/13.6	15.0	13.3	13.5	12.8	13.9		917/22.1	19.9	19.4	D	WBLX-F
2. WKSJ-AF (C)	90/13.0	9.8	8.9	8.5	11.8	10.1		1006/24.3	19.7	26.6	E	WKSJ-AF
3. WGOK (B)	49/ 7.1	5.5	4.7	4.1	5.7	5.4		390/ 9.4	9.5	10.3		WGOK
4. WABB-F (CHR)	42/ 6.1	6.8	8.9	7.1	6.7	7.2		843/20.3	18.9	18.8	C	WABB-F
5. WDLT-F (B/AC)	35/ 5.1	4.4	4.7	5.1	6.8	4.8		430/10.4	9.9	11.9		WDLT-F
6. WNTM (N/T)	33/ 4.8	5.7	5.5	5.1	5.1	5.3		439/10.6	9.6	10.8	C	WNTM
WWRO-F (O)	33/ 4.8	5.7	5.2	5.6	6.3	5.3		673/16.2	15.0	15.9	C	WWRO-F
8. WAVH-F (O)	30/ 4.3	3.4	3.1	3.4	0.6	3.6		425/10.3	7.7	3.8		WAVH-F
WMYC-F (C)	30/ 4.3	2.3	3.8	2.0	4.8	3.1		461/11.1	7.8	11.1		WMYC-F
10. WDWG-F (C)	29/ 4.2	5.1	4.9	5.8	---	5.0		458/11.0	14.0	---		WDWG-F
11. WGCX-F (AOR)	25/ 3.6	2.3	3.5	3.0	4.8	3.1		345/ 8.3	9.4	11.4		WGCX-F
12. WOWW-F (C)	24/ 3.5	3.5	1.1	---	0.6	---		333/ 8.0	7.1	3.8		WOWW-F
13. WMXC-F (AC)	21/ 3.0	5.2	5.0	4.5	5.7	4.4		414/10.0	13.9	13.2		WMXC-F
14. WXBM-F (C)	15/ 2.2	2.4	2.4	3.2	3.9	2.6		334/ 8.1	7.5	8.3	E	WXBM-F
15. WMEZ-F (SAC)	13/ 1.9	2.1	2.9	2.8	3.3	2.4		217/ 5.2	5.6	6.4	B	WMEZ-F

12+ FM SHARE (METRO): 82.64% (500 of 605) (SUM 94: 81.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLX-F>>	1 WBLX-F>	1 WBLX-F	1 WBLX-F<	1 WKSJ-AF<	1 WKSJ-AF>	1 WKSJ-AF	1 WKSJ-AF	1 WKSJ-AF	1 WBLX-F	1 WBLX-F
2 WABB-F	2 WABB-F	2 WKSJ-AF>	2 WKSJ-AF>	2 WBLX-F>	2 WGOK	2 WBLX-F>	2 WBLX-F>	2 WBLX-F	2 WKSJ-AF	2 WKSJ-AF
3 WMYC-F	3 WOWW-F<	3 WABB-F<	3 WWRO-F<	3 WDLT-F<	3 WBLX-F	3 WGOK	3 WNTM	3 WGOK	3 WGOK	3 WNTM
4	4 WKSJ-AF<	4 WWRO-F	4 WDLT-F	4 WWRO-F	4 WNTM	4 WNTM <	4 WGOK	4 WABB-F	4 WDLT-F	4 WGOK
5	5 WWRO-F	5 WDLT-F	5 WABB-F	5 WABB-F	5 WAVH-F	5 WABB-F	5 WABB-F	5 WWRO-F	5	5
6	6 WGCX-F	6	6	6	6	6	6	6 WAVH-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 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 WKSJ-AF
2 WABB-F	2 WABB-F>	2 WABB-F	2 WABB-F	2 WKSJ-AF<	2 WGCX-F>>	2 WOWW-F<	2 WOWW-F	2 WKSJ-AF>	2 WBLX-F>
3 WKSJ-AF	3 WWRO-F	3 WWRO-F	3 WKSJ-AF	3 WDLT-F	3 WABB-F	3 WGCX-F<	3 WKSJ-AF>	3 WGCX-F	3 WGCX-F
4 WOWW-F	4 WKSJ-AF	4 WMXC-F	4 WDLT-F	4 WABB-F	4 WOWW-F	4 WKSJ-AF>	4 WGCX-F	4 WWRO-F	4 WDWG-F
5	5 WOWW-F	5	5 WWRO-F	5 WMXC-F	5 WWRO-F	5 WWRO-F	5 WWRO-F	5 WOWW-F	5 WWRO-F
6	6	6	6	6	6	6	6	6	6 WNTM

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

WABB	1480	MOBILE	0.6/2.5
WABF	1220	FAIRHOPE	0.9/1.8
WBLX	660	FAIRHOPE	0.4/1.8
WLVV	1410	MOBILE	1.0/1.7
WNXP-F	105.5	BAY MINETTE	0.9/3.3
WYOK-F	104.9	MOSS POINT	1.3/6.0
WKNN-F	99.1	PASCAGOULA	0.6/2.7
WMJY-F	93.7	BILOXI	0.4/2.5

MOBILE

RADIO STATIONS

WABB	,	1480,	5 KW (DA-N)	,	Talk	ABC,	\$11.00	(Christal)	
WBLX	,	660,	22 KW/0.9KW (DA-2)	,	Black	,	\$13.00	(---)	Calendar
WGOK	,	900,	1 KW/500 W (DA-2)	,	Black	AURN,	\$16.00	(Roslin)	
WNTM	,	710,	1 KW/500 W (DA-h)	,	News/Talk	WESTWD,	CBS,	\$28.00	(Katz) Johnson
WLVV	,	1410,	5 KW (DA-N)	,	Gospel	,	\$15.00	(---)	
WMOB	,	1360,	5 KW (DAYS)	,	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	(D & 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)
WGCV-F	,	92.1,	14 KW @ 449	,	AOR	,	\$20.00	(Eastman)	Johnson

OTHER RANKED STATIONS - See Pensacola

NASHVILLE

Arbitron Rank/Pop (12+): 45/886,200

Stations: 24/23
 Diaries: 1468/604:1/49.9%
 Sample Target: 1430
 % Below Line: 3.3
 % Not Listed: 13.6

1994 Revenue: \$42,400,000
 HH Inc.: \$36,632
 Retail \$: 11.4 Bil
 Pop per Station: 38,530
 #1 Biller: WSIX-F \$10,000,000

MSA Rank/Pop: 51/1,080,000
 DMA # 34
 Average Person Ratings: 15.9
 Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WSIX-F (C)	210/14.9	17.2	14.7	15.9	14.8	15.7		2596/29.3	31.4	27.7	I	WSIX-F
2. WSM -F (C)	141/10.0	10.3	13.1	10.2	12.4	10.9		1967/22.2	22.2	26.3	G	WSM -F
3. WGFX-F (O-70's)	98/ 7.0	5.2	3.4	6.4	4.9	5.5		1660/18.7	15.6	16.2	D	WGFX-F
WYHY-F (CHR)	98/ 7.0	5.9	6.3	5.1	5.1	6.1		1756/19.8	19.1	18.0	D	WYHY-F
5. WKDF-F (AOR)	84/ 6.0	6.1	4.7	5.9	6.0	5.7		1499/16.9	14.4	14.8	E	WKDF-F
WQQK-F (B)	84/ 6.0	6.4	6.3	5.5	7.3	6.1		1187/13.4	13.0	12.3	D	WQQK-F
7. WJXA-F (SAC)	78/ 5.5	4.5	4.7	5.4	6.3	5.0		1220/13.8	11.7	12.7	D	WJXA-F
8. WLAC-F (AC)	58/ 4.1	4.2	5.2	4.4	4.0	4.5		1127/12.7	13.3	14.6	E	WLAC-F
9. WRMX-F (O)	50/ 3.5	4.8	5.0	3.9	4.4	4.3		1259/14.2	14.3	12.9	C	WRMX-F
10. WJCE-F (C)	47/ 3.3	3.4	3.9	3.6	2.9	3.6		618/ 7.0	7.0	5.9		WJCE-F
11. WLAC (N/T)	45/ 3.2	3.7	3.2	4.6	4.3	3.7		754/ 8.5	8.7	10.4	D	WLAC
12. WSM (C/FS)	36/ 2.6	2.3	3.7	2.8	2.6	2.9		622/ 7.0	7.6	6.6	C	WSM
13. WWTN-F (T)	34/ 2.4	2.1	1.9	2.5	2.1	2.2		718/ 8.1	7.4	5.5	B	WWTN-F
14. WVOL (B)	31/ 2.2	1.4	2.1	2.6	1.4	2.1		449/ 5.1	4.4	4.2	A	WVOL
15. WRLT-F (AOR-P)	29/ 2.1	2.1	2.0	1.5	2.1	1.9		561/ 6.3	5.8	5.7	C	WRLT-F
16. WAMB (ST)	21/ 1.5	1.5	1.5	1.4	1.8	1.5		252/ 2.8	3.6	3.7		WAMB
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 85.62% (1042 of 1217) (SUM 94: 87.14%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYHY-F>	1 WSIX-F	1 WSIX-F>	1 WSIX-F>	1 WSIX-F>	1 WSIX-F>	1 WSIX-F>>	1 WSIX-F	1 WSIX-F>	1 WQQK-F<	1 WSIX-F
2 WQQK-F>	2 WKDF-F<	2 WGFX-F<	2 WGFX-F	2 WSM -F>	2 WSM -F>	2 WSM -F>	2 WSM -F>	2 WSM -F>	2 WYHY-F	2 WSM
3 WKDF-F	3 WGFX-F<	3 WSM -F	3 WSM -F>	3 WGFX-F>	3 WJXA-F	3 WGFX-F	3 WGFX-F	3 WGFX-F	3 WSIX-F	3 WSM -F
WSIX-F	4 WYHY-F<	4 WKDF-F	4 WJXA-F	4 WJXA-F	4 WGFX-F	4 WKDF-F	4 WKDF-F<	4 WYHY-F<	WSM -F	4 WLAC
5	5 WSM -F	5 WYHY-F	5 WKDF-F<	5 WLAC-F<	5 WLAC	WYHY-F	5 WJXA-F	5 WKDF-F	5 WKDF-F	5 WQQK-F
6	6 WQQK-F	6 WQQK-F	6 WLAC-F	6 WKDF-F<	WRMX-F	6 WQQK-F	6	WQQK-F	6	6 WYHY-F
7	7	7 WJXA-F	7	7 WQQK-F	7	7	7	7 WJXA-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 WYHY-F	1 WSIX-F>	1 WSIX-F>>	1 WSIX-F>	1 WSIX-F>		1 WKDF-F>	1 WKDF-F	1 WSIX-F	1 WSIX-F<	1 WSIX-F
2 WSIX-F	2 WGFX-F	2 WGFX-F	2 WSM -F	2 WSM -F>		2 WYHY-F	2 WSIX-F<	2 WGFX-F<	2 WGFX-F	2 WGFX-F
3 WSM -F	WYHY-F<	3 WSM -F	3 WGFX-F	3 WGFX-F<		3 WSM -F	3 WGFX-F	3 WKDF-F	3 WKDF-F	3 WSM -F>
4 WGFX-F	4 WSM -F>	4 WYHY-F	4 WYHY-F	4 WJXA-F		WQQK-F	4 WYHY-F	4 WQQK-F	4 WSM -F>	4 WKDF-F
5	5 WKDF-F	WLAC-F	5 WJXA-F<	5 WLAC-F		5 WGFX-F	5 WQQK-F	WSM -F	5 WYHY-F<	5 WJXA-F<
6	WQQK-F	6 WQQK-F	6 WLAC-F	6 WRMX-F		6	WSM -F	WYHY-F	6 WQQK-F	6 WQQK-F
7	7	7	7	WYHY-F		7	7	7	7	7

NASHVILLE

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

WANT-F	98.9	LEBANON	0.4/1.2
WGNS	1450	MURFREESBORO	0.4/1.0
WKDA	1240	NASHVILLE	0.9/3.1
WMDB	880	NASHVILLE	1.3/2.8
WQZQ-F	102.5	DICKSON	0.4/1.9
WRLG-F	94.1	SMYRNA	1.1/4.0
WYCO-F	102.9	SHELBYVILLE	0.4/2.4
WZRS	710	SMYRNA	0.4/0.9

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

WGFX, 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)
WYCO, 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)

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: 17.9
Market TSL: 23.25 hours

Stations: 39/13
Diaries: 3122/727:l/50.8%
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	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WALK-AF (AC)	255/ 6.3	5.7	6.3	5.8	5.3	6.0		3310/14.6	14.1	14.4	I	WALK-AF
2. WBLI-F (AC/CHR)	167/ 4.1	4.5	3.6	3.9	4.0	4.0		2534/11.2	12.3	11.4	G	WBLI-F
3. WHLI (ST)	143/ 3.5	3.2	3.4	3.2	3.9	3.3		897/ 4.0	4.3	4.8	C	WHLI
4. WKJY-F (AC)	139/ 3.4	3.1	3.1	3.7	3.0	3.3		1964/ 8.7	7.7	8.1	F	WKJY-F
5. WBAB-F (AOR)	137/ 3.4	3.1	3.4	3.6	3.8	3.4		2737/12.1	10.7	12.4	G	WBAB-F
6. WBZO-F (O)	112/ 2.8	2.8	2.4	2.6	2.4	2.7		1780/ 7.8	8.6	7.2	C	WBZO-F
7. WRCN-FF (AOR)	102/ 2.5	2.1	1.5	1.7	1.8	2.0		1605/ 7.1	5.8	5.9	D	WRCN-FF
WYNY-F (C)	102/ 2.5	3.1	3.6	2.7	3.0	3.0		1570/ 6.9	7.3	6.8		WYNY-F
9. WDRE-F (AOR-NR)	42/ 1.0	0.7	1.6	1.9	1.9	1.3		1374/ 6.1	4.0	6.8	E	WDRE-F
10. WGSN (ST)	13/ 0.3	0.3	0.5	0.4	0.4	0.4		232/ 1.0	1.3	1.7	B	WGSN
11. WHFM-F (AOR)	12/ 0.3	0.1	---	---	---	---		134/ 0.6	0.3	---		WHFM-F
12.												
13.												
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 WBLI-F	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 WALK-AF	1 WALK-AF
2	2 WBAB-F<	2 WBAB-F<	2 WBLI-F<	2 WBLI-F>	2 WHLI >	2 WBLI-F	2 WBLI-F	2 WBLI-F	2 WBAB-F	2 WKJY-F
3	3 WRCN-FF	3 WBLI-F	3 WBAB-F	3 WBAB-F	3 WBLI-F	3 WKJY-F	3 WKJY-F	3 WBAB-F	WBLI-F	3 WBAB-F
4	4 WBLI-F	4 WKJY-F<	4 WKJY-F	4 WKJY-F	4 WBZO-F	4 WBZO-F	4 WBAB-F	4 WKJY-F	WKJY-F	4
5	5 WKJY-F	5 WRCN-FF	5 WBZO-F	5 WBZO-F	5	WHLI	5 WBZO-F	5 WYNY-F	5	5
6	6	6	6	6	6	WBAB-F	6	6 WRCN-FF	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 WALK-AF	1 WALK-AF	1 WALK-AF	1 WALK-AF	1 WALK-AF>	1 WRCN-FF	1 WBAB-F<	1 WBAB-F	1 WBAB-F	1 WBAB-F<
WBLI-F	2 WBLI-F	2 WBLI-F	2 WBLI-F>	2 WBLI-F>	2 WBAB-F	2 WRCN-FF>	2 WRCN-FF	2 WALK-AF	2 WALK-AF
3 WBAB-F	3 WKJY-F	3 WKJY-F	3 WKJY-F	3 WKJY-F>	3 WALK-AF	3 WALK-AF	3 WALK-AF	3 WRCN-FF	3 WBZO-F
WRCN-FF	4 WBAB-F<	4 WBAB-F	4 WBAB-F	4 WBZO-F	4 WBLI-F	4	4 WBZO-F	4 WBZO-F	4 WRCN-FF
5 WKJY-F	5 WRCN-FF	5 WRCN-FF	5	5 WBAB-F	WDRE-F	5	WKJY-F	5	5 WKJY-F
6 WDRE-F	6	6 WBZO-F	6	6	6	6	6 WDRE-F	6	6
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	3.7/10.9	WHTZ-F	5.2/20.3	WPLJ-F	3.4/13.3
WADO	0.3/ 0.5	WINS	2.1/11.4	WQCD-F	2.3/ 6.8
WAXQ-F	2.5/ 8.0	WLTW-F	3.2/ 8.7	WQEW	1.2/ 2.9
WBLS-F	1.2/ 4.2	WMXV-F	2.6/ 8.4	WQHT-F	4.3/10.6
WCBS	4.0/15.6	WNEW-F	1.9/ 8.3	WQXR-F	1.7/ 5.0
WCBS-F	4.6/14.0	WOR	3.3/ 8.1	WRKS-F	2.1/ 6.4
WFAN	3.2/11.3	WPAT-F	1.4/ 4.9	WSKQ-F	1.4/ 2.9
				WXRK-F	3.7/12.5

WEZN-F	99.9	BRIDGEPORT, CT	0.8/4.3
WKCI-F	101.3	HAMDEN, CT	0.6/3.0
WKSS-F	95.7	HARTFORD	0.3/1.1
WPLR-F	99.1	NEW HAVEN	0.6/2.5

NASSAU-SUFFOLK
(Long Island)

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

***** 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	

NEW ORLEANS

Arbitron Rank/Pop (12+): 38/1,030,200
 MSA Rank/Pop: 41/1,320,000
 DMA # 40
 Average Person Ratings: 17.3
 Market TSL: 23.00 hours

Stations: 24/23
 Diaries: 2600/396:1/48.1%
 Sample Target: 2475
 % Below Line: 0.3
 % Not Listed: 9.7

1994 Revenue: \$38,600,000
 HH Inc.: \$31,821
 Retail \$: 11.6 Bil
 Pop per Station: 44,791
 #1 Biller: WWL \$8,000,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WQUE-F (B)	253/14.2	14.3	13.0	13.6	13.7	13.8		2518/24.4	24.9	24.4	E	WQUE-F
2. WYLD-F (B)	155/ 8.7	6.7	7.1	8.2	9.5	7.7		1982/19.2	18.1	21.2	D	WYLD-F
3. WNOE-F (C)	140/ 7.9	9.1	9.0	10.1	8.6	9.0		1867/18.1	18.4	18.3	G	WNOE-F
4. WWL (N/T)	112/ 6.3	6.6	7.2	7.3	8.4	6.9		1790/17.4	17.4	18.7	H	WWL
5. WTKL-F (O)	99/ 5.6	5.0	4.2	4.2	5.1	4.8		1356/13.2	11.2	11.8	C	WTKL-F
6. KMEZ-F (B/AC)	93/ 5.2	3.7	4.2	4.5	4.3	4.4		1157/11.2	10.4	11.5	C	KMEZ-F
7. WRNO-F (O-70's)	87/ 4.9	6.3	7.3	3.8	3.9	5.6		1529/14.8	18.2	13.1	D	WRNO-F
8. WLTS-F (AC)	83/ 4.7	4.6	5.0	5.1	5.3	4.9		1329/12.9	11.2	12.8	D	WLTS-F
9. KLJZ-F (J)	79/ 4.4	4.4	4.8	4.8	1.3	4.6		1179/11.4	9.4	4.4	A	KLJZ-F
WEZB-F (T/CHR)	79/ 4.4	4.7	5.4	5.2	5.8	4.9		1733/16.8	17.9	19.8	E	WEZB-F
11. WLMG-F (SAC)	77/ 4.3	4.6	4.1	5.2	5.4	4.6		1343/13.0	12.6	12.9	E	WLMG-F
12. WBYU (ST)	60/ 3.4	2.6	2.8	3.3	2.3	3.0		655/ 6.4	6.7	5.3	B	WBYU
13. WCKW-F (CL AOR)	53/ 3.0	2.7	3.0	1.7	2.7	2.6		981/ 9.5	10.3	10.1		WCKW-F
14. WYLD (G)	52/ 2.9	2.8	3.2	2.7	2.6	2.9		676/ 6.6	6.8	6.4		WYLD
15. KHOM-F (CHR)	37/ 2.1	1.3	0.4	1.4	1.5	1.3		831/ 8.1	4.8	5.9		KHOM-F
16. WZRH-F (AOR-NR)	35/ 2.0	2.4	1.6	1.5	1.9	1.9		798/ 7.7	7.5	5.8		WZRH-F
17. WBOK (G)	32/ 1.8	2.6	1.4	1.7	1.9	1.9		477/ 4.6	5.3	5.2		WBOK
18. WSMB (T)	22/ 1.2	1.3	1.4	1.1	1.3	1.3		497/ 4.8	5.5	4.7		WSMB
19. WTIX (ST)	20/ 1.1	0.9	1.0	0.8	1.2	1.0		189/ 1.8	2.8	3.1		WTIX

12+ FM SHARE (METRO): 79.89% (1283 of 1606) (SUM 94: 78.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQUE-F>>>1	WQUE-F>	1 WQUE-F	1 WYLD-F<	1 WQUE-F	1 WWL	1 WQUE-F	1 WQUE-F>	1 WQUE-F>	1 WQUE-F>	1 WYLD-F>
2	2 WYLD-F>	2 WYLD-F>	2 WQUE-F>	WYLD-F>	2 WNOE-F<	2 WNOE-F	2 WNOE-F<	2 WYLD-F	2 WYLD-F>	2 WQUE-F
3	3 WRNO-F	3 WNOE-F	3 WRNO-F<	3 WNOE-F<	3 WTKL-F	3 WWL	3 WYLD-F	3 WNOE-F	3 WNOE-F	3 WNOE-F
4	4 WEZB-F	WRNO-F	4 WNOE-F	4 KMEZ-F	4 WYLD-F	4 WEZB-F<	4 WWL	4 WWL	4 KMEZ-F	4 WWL
5	5 WNOE-F	5 KMEZ-F<	5 KMEZ-F	WTKL-F<	5 KMEZ-F	5 WYLD-F	5 WLTS-F	5 WTKL-F<	5	5 KMEZ-F
6	6 WLTS-F	6 WLTS-F	6 WLTS-F<	6 WRNO-F	6 WBYU	6 WTKL-F	6 WLMG-F<	6 WRNO-F<	6	6
7	7	7	7 KLJZ-F<	7 WLTS-F<	7	7	7 WTKL-F	7 WLTS-F	7	7
8	8	8	8 WTKL-F	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 WYLD-F	1 WQUE-F<	1 WYLD-F	1 WQUE-F>>>1	1 WQUE-F>	1 WQUE-F	1 WQUE-F>	1 WQUE-F
2 WYLD-F>	2 WYLD-F>	2 WQUE-F	2 WYLD-F>	2 WQUE-F<	2 WEZB-F	2 WRNO-F<	2 WRNO-F	2 WYLD-F<	2 WRNO-F
3 WRNO-F	3 WLTS-F	3 WLTS-F>	3 WLTS-F	3 WLTS-F	3 WYLD-F	3 WEZB-F	3 WCKW-F	3 WRNO-F	3 WWL
WEZB-F	4 WNOE-F	4 WNOE-F	4 WNOE-F	4 WNOE-F	4 WNOE-F	4 WCKW-F<	4 WEZB-F	4 WEZB-F	WYLD-F
WNOE-F	5 WRNO-F	5 WRNO-F	5 KMEZ-F	5 WTKL-F<	5 WCKW-F	5 WYLD-F	5 WYLD-F	5 WCKW-F<	5 KMEZ-F<
6	6	KLJZ-F	6 WLMG-F<	6 KMEZ-F	6	6 WNOE-F	6	6 WNOE-F<	6 WTKL-F<
7	7	7	7 WRNO-F	WLMG-F	7	7	7	7 WWL	7 WNOE-F
8	8	8	8	8	8	8	8	8 KMEZ-F	8

OTHER RATED STATIONS		METRO SHARE	CUME RTG/AQH	TSA CUME
KGLA	1540	GRETNA	0.6/0.9	
KLRZ-F	100.3	LAROSE	0.4/2.1	
WODT	1280	NEW ORLEANS	0.4/1.9	
WVOG	600	NEW ORLEANS	0.4/0.9	
WYNK-F	101.5	BATON ROUGE	0.3/1.7	

NEW ORLEANS

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)
WWL, 870, 50 KW	, News/Talk	CBS, ABC, \$ 155.00 (Katz)	River City
WYLD, 940, 10 KW/500 W (DA-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,	CHR	WESTWD, \$ 27.00 (Torbet)	(HOUMA)
KMEZ, 102.9, 5 KW @ 604,	Black AC	SMN, \$ 39.00 (Katz)	River City (BELLE CHASE)
WCKW, 92.3, 100 KW @ 1945,	Classic AOR	, \$ 46.00 (Banner)	(LAPLACE)
WEZB, 97.1, 100 KW @ 449,	Talk/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
WNCE, 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
WYLD, 98.5, 100 KW @ 361,	Black	ABC, \$ 54.00 (D&R)	Clear Channel
WZRH, 106.1, 50 KW @ 492,	New Rck	, \$ 17.00 (---)	(PICAYNE)

Miscellaneous: WEZB-F changes from CHR to Talk/CHR (Sep). . . KHOM-F is now programming CHR. . .

NEW YORK

Arbitron Rank/Pop (12+): 1/14,124,200
 MSA Rank/Pop: 1/15,600,000
 DMA # 1
 Average Person Ratings: 18.6
 Market TSL: 24.25 hours

Stations: 42/41
 Diaries: 9,848/1434:1/47.2%
 Sample Target: 7455
 % Below Line: 0.7
 % Not Listed: 11.7

1994 Revenue: \$401,200,000
 HH Inc.: \$45,479
 Retail \$:114.4 Bil
 Pop per Station: 344,493
 #1 Biller: WFAN \$33,500,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WQHT-F (U/CHR)	1739/ 6.6	6.1	5.4	4.8	4.5	5.7		20236/14.3	13.9	13.2	I	WQHT-F
2. WRKS-F (B/AC)	1589/ 6.1	6.7	7.4	3.8	4.2	6.0		19586/13.9	14.5	13.3	J	WRKS-F
3. WCBS-F (O)	1267/ 4.8	4.6	4.6	4.9	4.3	4.7		18284/12.9	12.6	12.8	K	WCBS-F
4. WLTW-F (SAC)	1231/ 4.7	4.1	4.1	4.4	4.9	4.3		17262/12.2	12.6	13.2	K	WLTW-F
5. WSKQ-F (SP)	1222/ 4.7	5.0	4.4	4.2	3.4	4.6		10960/ 7.8	8.2	5.7	H	WSKQ-F
6. WHTZ-F (CHR)	1097/ 4.2	4.6	4.4	4.2	4.6	4.4		22927/16.2	16.7	16.9	J	WHTZ-F
7. WPLJ-F (CHR-NR)	982/ 3.7	3.6	3.5	3.8	4.5	3.7		18649/13.2	13.3	14.1	J	WPLJ-F
8. WABC (T)	948/ 3.6	4.0	4.1	4.7	3.9	4.1		13858/ 9.8	9.0	10.0	J	WABC
9. WQCD-F (J)	928/ 3.5	3.0	3.3	3.9	3.5	3.4		13180/ 9.3	9.1	9.7	I	WQCD-F
10. WINS (N)	912/ 3.5	3.7	4.0	3.6	3.7	3.7		21582/15.3	16.2	15.1	K	WINS
11. WCBS (N)	873/ 3.3	3.2	3.5	3.5	3.1	3.4		18373/13.0	13.3	13.4	K	WCBS
12. WBLS-F (B)	830/ 3.2	2.9	2.7	3.8	4.1	3.2		13152/ 9.3	9.5	11.4	I	WBLS-F
13. WXRK-F (CL AOR)	814/ 3.1	3.3	3.2	3.3	3.7	3.2		14590/10.3	10.6	11.8	K	WXRK-F
14. WMXV-F (AC)	766/ 2.9	2.6	2.7	3.3	3.4	2.9		14462/10.2	9.9	11.1	J	WMXV-F
15. WOR (T)	734/ 2.8	2.9	3.0	3.3	3.1	3.0		10252/ 7.3	7.2	7.9	J	WOR
16. WQXR-F (CL)	694/ 2.6	2.3	2.8	2.7	2.5	2.6		9039/ 6.4	6.0	6.3	G	WQXR-F
17. WYNY-F (C)	617/ 2.4	2.2	2.7	1.8	1.9	2.3		8176/ 5.8	5.9	5.4	I	WYNY-F
18. WPAT-F (SAC)	614/ 2.3	2.4	1.9	2.4	2.5	2.3		10098/ 7.1	7.4	7.2	I	WPAT-F
19. WFAN (SPRTS)	610/ 2.3	2.5	2.2	2.8	2.8	2.5		11436/ 8.1	8.9	8.9	K	WFAN
20. WQEW (ST)	527/ 2.0	2.2	1.8	1.3	2.1	1.8		5714/ 4.0	4.3	4.0	E	WQEW
21. WAXQ-F (AOR)	518/ 2.0	2.0	2.1	1.8	1.9	2.0		9539/ 6.8	6.1	5.5	G	WAXQ-F
22. WNEW-F (AOR)	505/ 1.9	2.3	2.1	2.3	2.5	2.2		11239/ 8.0	8.3	8.2	J	WNEW-F
23. WADO (SP)	334/ 1.3	1.6	2.1	1.7	2.1	1.7		3599/ 2.5	3.2	3.4	H	WADO
24. WLIB (B/T)	270/ 1.0	0.9	1.0	1.2	1.1	1.0		2796/ 2.0	1.9	2.1	E	WLIB
25. WALK-F (AC)	257/ 1.0	0.9	1.0	1.0	0.9	1.0		3598/ 2.5	2.6	2.7		WALK-F
26. WXLX (SP)	244/ 0.9	0.9	1.0	0.7	1.0	0.9		2572/ 1.8	2.0	1.7		WXLX
27. WBLI-F (AC/CHR)	197/ 0.8	0.7	0.6	0.7	0.7	0.9		2940/ 2.1	2.1	2.1		WBLI-F
28. WWRL (G)	197/ 0.8	0.7	0.5	0.6	0.5	0.7		2381/ 1.7	1.4	1.1		WWRL
29. WFME-F (REL)	172/ 0.7	0.5	0.6	0.6	0.6	0.6		2330/ 1.6	1.3	1.2		WFME-F
30.												

12+ FM SHARE (METRO): 74.24% (17200 of 23168) (SUM 94: 71.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQHT-F>>	1 WQHT-F>	1 WRKS-F<	1 WRKS-F>	1 WRKS-F>	1 WCBS-F	1 WXRK-F	1 WRKS-F	1 WQHT-F	1 WQHT-F>	1 WRKS-F
2 WHTZ-F>	2 WRKS-F<	2 WQHT-F	2 WCBS-F	2 WCBS-F	2 WLTW-F<	2 WINS	2 WLTW-F	2 WRKS-F	2 WRKS-F	2 WCBS
3	3 WHTZ-F	3 WSKQ-F	3 WSKQ-F<	3 WLTW-F	3 WRKS-F<	3 WCBS	3 WQHT-F	3 WLTW-F	3 WHTZ-F	3 WABC <
4	4 WPLJ-F	4 WPLJ-F<	4 WPLJ-F	4 WSKQ-F	4 WABC	4 WQHT-F	4 WCBS-F	4 WCBS-F	4 WSKQ-F	4 WOR <
5	5 WSKQ-F	5 WCBS-F	5 WLTW-F	5 WPLJ-F	5 WCBS <	5 WRKS-F<	5 WSKQ-F	5 WPLJ-F	5 WQCD-F	5 WINS
6	6 WXRK-F	6 WHTZ-F	6 WQCD-F	6 WQCD-F	6 WINS	6 WCBS-F	6 WHTZ-F<	6 WHTZ-F	6 WBLS-F	6 WQHT-F
7	7 WAXQ-F	7 WLTW-F	7 WXRK-F	7 WXRK-F<	7 WOR	7 WSKQ-F	7 WABC <	7 WSKQ-F	7 WABC	7 WBLS-F
8	8 WMXV-F	8 WXRK-F	8 WBLS-F<	8 WBLS-F	8 WSKQ-F	8 WABC <	8 WPLJ-F	8 WQCD-F	8 WLTW-F	8 WSKQ-F
9	9 WBLS-F	9 WQCD-F	9 WQHT-F	9 WQHT-F<	9 WQCD-F	9 WOR <	9 WQCD-F<	9 WABC	9 WOR	9 WQCD-F
10	10 WLTW-F	10 WBLS-F	10 WMXV-F	10 WMXV-F	10 WQXR-F	10 WPLJ-F	10 WMXV-F	10 WMXV-F	10 WCBS-F	10 WFAN
11	11	11	11	11	11	11	11	11 WQXR-F	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 WQHT-F>>	1 WQHT-F>	1 WRKS-F	1 WRKS-F>	1 WRKS-F>	1 WQHT-F>	1 WQHT-F>	1 WXRK-F<	1 WXRK-F<	1 WCBS-F
2 WHTZ-F>	2 WRKS-F	2 WPLJ-F	2 WQHT-F	2 WLTW-F	2 WAXQ-F<	2 WXRK-F	2 WQHT-F<	2 WQHT-F	2 WRKS-F<
3 WRKS-F<	3 WPLJ-F<	3 WSKQ-F	3 WSKQ-F<	3 WSKQ-F<	3 WHTZ-F	3 WHTZ-F<	3 WRKS-F	3 WCBS-F	3 WXRK-F
4 WMXV-F	4 WHTZ-F	4 WSKQ-F	4 WPLJ-F	4 WCBS-F	4 WXRK-F>	4 WAXQ-F	4 WPLJ-F	4 WRKS-F	4 WFAN <
5 WPLJ-F<	5 WSKQ-F	5 WLTW-F<	5 WLTW-F	5 WPLJ-F	5 WSKQ-F	5 WRKS-F	5 WSKQ-F<	5 WSKQ-F	5 WQCD-F
6 WSKQ-F>	6 WMXV-F	6 WMXV-F	6 WHTZ-F<	6 WQCD-F	6 WRKS-F	6 WPLJ-F<	6 WHTZ-F<	6 WQCD-F	6 WSKQ-F
7 WAXQ-F<	7 WLTW-F	7 WHTZ-F<	7 WMXV-F<	7 WMXV-F	7 WNEW-F<	7 WSKQ-F	7 WQCD-F<	7 WHTZ-F	7 WPLJ-F
8 WBLS-F<	8 WBLS-F	8 WBLS-F>	8 WCBS-F	8 WBLS-F	8 WPLJ-F	8 WQCD-F<	8 WAXQ-F	8 WFAN	8 WLTW-F
9 WLTW-F<	9	9 WQCD-F	9 WBLS-F	9 WQHT-F	9	9 WNEW-F	9 WNEW-F<	9 WPLJ-F	9 WBLS-F
10 WPAT-F	10	10 WNEW-F	10 WQCD-F	10 WHTZ-F	10	10	10 WBLS-F<	10 WAXQ-F	10 WQHT-F
11	11	11	11	11	11	11	11 WFAN <	11	11

NEW YORK

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

WBAB-F	102.3	BABYLON	0.5/2.1
WBBR	1130	NEW YORK	0.3/2.1
WBZO-F	103.1	BAY SHORE	0.4/1.4
WDRE-F	92.7	GARDEN CITY	0.3/2.0
WHLI	1100	HEMPSTEAD	0.6/0.7
WHUD-F	100.7	PEEKSKILL	0.6/1.4
WKJY	98.3	HEMPSTEAD	0.6/1.6
WMCA	570	NEW YORK	0.3/1.0
WMGQ-F	98.3	NEW BRUNSWICK	0.3/1.0
WRCN-FF	103.9	RIVERHEAD	0.4/1.2
WNWK-F	105.9	NEWARK	0.4/1.9
WKXW-F	101.5	TRENTON	0.7/2.7

RADIO STATIONS

AM STATIONS

WABC,	770,	50 KW	, Talk	ABC,	\$275.00	(Banner)	Cap Cities/ABC
WADO,	1280,	5 KW (DA-1)	, Hispanic	,	\$101.00	(Katz Hisp)	Heftel
WBWR,	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
WEVD,	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
WLXL,	620,	5 KW (DA-2)	, Hispanic	,	\$130.00	(SBS)	SBS
WJRL,	1600,	5 KW (DA-2)	, Gospel	WESTWD, AURN,	\$ 50.00	(---)	Unity
WVDJ,	970,	5 KW (DA-2)	, Religion	,	\$ 54.00	(---)	Salem
WWRV,	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)	Chancellor
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
WMXV,	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 @ 1338	, 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
WXRK,	92.3,	7.6 KW @ 1220	, Classic AOR	ABC,	\$475.00	(Torbet)	Infinity
WYNY,	103.5,	6.7 KW @ 1391	, Country	WESTWD,	\$258.00	(D&R)	Evergreen

NORFOLK

Arbitron Rank/Pop (12+): 32/1,221,500
 MSA Rank/Pop: 32/1,560,000
 DMA # 39
 Average Person Ratings: 16.8
 Market TSL: 22.25 hours

Stations: 25/24
 Diaries: 1812/674:1/56.0%
 Sample Target: 1670
 % Below Line: 0.4
 % Not Listed: 11.1

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

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WOWI-F (B)	220/10.7	10.5	9.2	10.6	11.6	10.3		2358/19.3	20.8	21.1	F	WOWI-F
2. WCMS-AF (C)	154/ 7.5	6.2	6.5	7.5	8.1	6.9		1834/15.0	15.6	14.7	D	WCMS-AF
WJCD-F (J)	154/ 7.5	5.5	1.8	2.6	2.5	4.4		1514/12.4	11.2	10.0		WJCD-F
4. WNOR-F (AOR)	144/ 7.0	6.1	8.0	6.6	7.3	6.9		1912/15.7	15.5	15.9	F	WNOR-F
5. WGH -F (C)	110/ 5.4	5.9	6.7	6.5	8.9	6.1		1786/14.6	13.9	17.4	F	WGH -F
6. WNVZ-F (CHR)	104/ 5.1	7.2	5.3	5.7	4.9	5.8		2186/17.9	19.3	16.8	E	WNVZ-F
7. WWDE-F (AC)	103/ 5.0	4.8	5.6	4.9	4.6	5.1		1627/13.3	13.0	13.7	E	WWDE-F
8. WLTY-F (D)	98/ 4.8	3.0	3.4	3.5	3.1	3.7		1440/11.8	10.1	8.9	D	WLTY-F
9. WAFX-F (CL AOR)	93/ 4.5	4.0	4.8	3.5	4.9	4.2		1558/12.8	11.9	12.4	C	WAFX-F
10. WFOG-F (SAC)	87/ 4.2	6.0	6.2	7.0	5.0	5.9		1410/11.5	13.3	12.5	D	WFOG-F
11. WROX-F (AOR-NR)	83/ 4.0	3.8	3.2	3.6	3.9	3.7		1557/12.7	11.4	10.0	C	WROX-F
12. WKOC-F (AOR-P)	72/ 3.5	4.2	3.2	2.5	3.4	3.4		1254/10.3	10.9	10.1	D	WKOC-F
13. WNIS (N/T)	65/ 3.2	3.8	3.4	3.0	3.8	3.4		930/ 7.6	8.7	8.7	D	WNIS
14. WSVY-F (B)	58/ 2.8	3.0	4.3	3.2	2.9	3.3		777/ 6.4	7.6	7.3	A	WSVY-F
15. WJQI-F (AC)	55/ 2.7	3.0	2.3	3.5	2.4	2.9		1065/ 8.7	8.6	7.6	C	WJQI-F
16. WMYK-F (B)	41/ 2.0	2.0	2.4	3.6	3.5	2.5		1023/ 8.4	8.3	10.1	B	WMYK-F
WPCE (G)	41/ 2.0	2.4	2.6	3.5	2.2	2.6		509/ 4.2	5.2	4.0	A	WPCE
18. WXEZ-F (SAC)	32/ 1.6	1.9	2.8	3.3	1.5	2.4		448/ 3.7	4.7	3.8	B	WXEZ-F
19. WSVY (G)	28/ 1.4	1.2	1.5	1.0	1.5	1.3		265/ 2.2	3.1	3.1		WSVY
20. WTAR (T)	24/ 1.2	1.7	2.5	1.8	2.0	1.8		536/ 4.4	5.4	6.1	B	WTAR

12+ FM SHARE (METRO): 88.75% (1617 of 1822) (SUM 94: 87.71%)

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

NORFOLK

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

WGH	1310	NEWPORT NEWS	0.9/3.8
WTJZ	1270	NEWPORT NEWS	1.0/2.6
WXGM-F	99.1	GLOUCESTER	0.4/0.8
WLEE-F	96.5	WILLIAMSBURG	0.4/1.4

RADIO STATIONS

AM STATIONS

WHIS	, 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
W*AR	, 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

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 51/823,000

Stations: 20/19
Diaries: 1472/578:1/50.3%
Sample Target: 1440
% Below Line: 0.4
% Not Listed: 11.4

1994 Revenue: \$29,800,000
HH Inc.: \$30,108
Retail \$: 8.2 Bil
Pop per Station: 43,316
#1 Biller: KXXY-AF \$7,100,000

MSA Rank/Pop: 54/999,000

DMA # 46

Average Person Ratings: 15.4

Market TSL: 20.75 hours

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. KXXY-F (C)	137/10.8	10.2	9.6	15.3	13.0	11.5		1887/22.9	23.3	25.4	H	KXXY-F
2. KJYO-F (CHR)	128/10.1	9.4	10.3	7.5	9.0	9.3		2186/26.6	24.4	22.7	D	KJYO-F
3. KATT-F (AOR)	113/ 8.9	9.2	8.6	9.6	8.9	9.1		1512/18.4	19.8	17.9	D	KATT-F
4. KOMA-F (O)	91/ 7.2	5.1	6.7	6.1	5.4	6.3		1184/14.4	13.9	12.7	D	KOMA-F
5. KTOK (N/T)	90/ 7.1	7.6	6.9	5.9	7.4	6.9		1392/16.9	17.4	16.1	E	KTOK
6. KMGL-F (AC)	81/ 6.4	5.7	6.3	7.6	5.8	6.5		1278/15.5	14.9	15.3	D	KMGL-F
7. KR XO-F (CL AOR)	75/ 5.9	7.3	7.6	7.3	7.0	7.0		1298/15.8	16.8	15.9	E	KR XO-F
8. KEBC-F (C)	73/ 5.8	7.3	5.3	6.6	8.1	6.3		1299/15.8	17.8	18.6	D	KEBC-F
KTST-F (C)	73/ 5.8	4.5	4.3	5.2	4.0	5.0		1037/12.6	13.0	10.9	C	KTST-F
10. KVSP (B)	71/ 5.6	5.1	4.6	4.2	6.3	4.9		673/ 8.2	6.9	7.7	B	KVSP
11. KTNT-F (J)	43/ 3.4	4.1	3.7	2.8	2.0	3.5		627/ 7.6	9.0	6.1	B	KTNT-F
12. KYIS-F (CHR/AC)	36/ 2.8	3.7	4.0	2.6	4.6	3.3		931/11.3	14.5	13.9	C	KYIS-F
13. WKY (T/FARM)	28/ 2.2	2.5	2.5	1.6	1.6	2.2		603/ 7.3	7.0	6.8	B	WKY
14. KNTL-F (REL)	25/ 2.0	2.3	2.7	1.8	3.4	2.2		479/ 5.8	6.0	7.3		KNTL-F
15. KOMA (O)	21/ 1.7	1.5	1.3	1.7	1.3	1.6		394/ 4.8	4.6	4.9		KOMA

12+ FM SHARE (METRO): 78.43% (880 of 1122) (SUM 94: 78.31%)

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 KOMA-F
2 KVSP	2 KJYO-F<	2 KXXY-F	2 KR XO-F<	2 KR XO-F<	2 KOMA-F<	2 KATT-F<	2 KATT-F<	2 KXXY-F<	2 KATT-F	2 KR XO-F
3 KATT-F	3 KXXY-F>	3 KJYO-F<	3 KATT-F	3 KOMA-F<	3 KTOK >	3 KTOK <	3 KJYO-F<	3 KATT-F	3 KTOK	3 KXXY-F
4 KTST-F	4 KVSP	4 KR XO-F	4 KMGL-F<	4 KATT-F	4 KR XO-F<	4 KJYO-F<	4 KOMA-F<	4 KTOK	4 KMGL-F	4 KATT-F
5	5 KTST-F	5 KMGL-F	5 KOMA-F	5 KMGL-F	5 KMGL-F	5 KOMA-F<	5 KJYO-F<	5 KR XO-F	5 KOMA-F	5 KTOK
6	6 KMGL-F<	6 KOMA-F	6 KJYO-F	6 KJYO-F	6	6 KR XO-F	6 KMGL-F	KMGL-F	6	6 KTST-F
7	7 KR XO-F<	7 KTST-F	7	7 KTST-F	7	7	7	7	7	7
8	8 KEBC-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 KJYO-F	1 KJYO-F	1 KVSP	1 KXXY-F	1 KXXY-F	1 KATT-F>>	1 KATT-F>>	1 KATT-F>>	1 KATT-F>	1 KATT-F<
2 KVSP	KVSP <	KXXY-F	2 KJYO-F<	2 KMGL-F	2 KJYO-F>>	2 KJYO-F	2 KXXY-F	2 KR XO-F	2 KR XO-F
3 KXXY-F>	3 KXXY-F>	KMGL-F	3 KMGL-F	3 KOMA-F<	3	3 KXXY-F<	3 KR XO-F	3 KXXY-F	3 KXXY-F
4	4 KEBC-F	4 KEBC-F	4 KVSP	4 KEBC-F<	4	4 KR XO-F	4 KJYO-F	4 KJYO-F<	4 KOMA-F>
5	KMGL-F	5 KJYO-F	5 KEBC-F	5 KJYO-F	5	5 KTST-F	KTST-F	5 KOMA-F	5 KTOK
6	6 KTST-F	6 KTST-F	6 KOMA-F	6 KVSP	6	6	6	6 KTST-F	6 KTST-F
7	7 KATT-F	7	7	7	7	7	7	7 KMGL-F	7
8	8	8	8	8	8	8	8	8	8

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

KGFF	1450	SHAWNEE	0.4/0.7
KQCV	800	OKLAHOMA CTY	0.9/3.1
KXXY	1340	OKLAHOMA CTY	0.5/2.0
WWLS	640	MOORE	0.8/3.0
KSPI-F	93.7	STILLWATER	0.4/1.3

OKLAHOMA CITY

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
KNTL	,	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

MSA Rank/Pop: 77/671,000

DMA # 73

Average Person Ratings: 15.4

Market TSL: 20.50 hours

Stations: 20/19

Diaries: 1149/455:1/58.0%

Sample Target: 1130

% Below Line: 0.3

% Not Listed: 11.9

1994 Revenue: \$26,900,000

HH Inc.: \$38,011

Retail \$: 6.8 Bil

Pop per Station: 27,516

#1 Biller: WOW -AF \$5,000,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. KGOR-F (O)	70/ 8.7	6.6	4.2	6.0	6.6	6.4		974/18.6	18.5	19.6	D	KGOR-F
2. KQKQ-F (CHR)	67/ 8.3	9.6	9.5	13.5	10.6	10.2		1257/24.0	25.2	28.0	E	KQKQ-F
3. KEZO-F (AOR)	65/ 8.1	7.6	9.2	8.0	8.3	8.2		912/17.4	17.1	18.3	E	KEZO-F
4. WOW -F (C)	61/ 7.6	8.5	7.2	6.3	7.4	7.4		753/14.4	15.2	16.4	G	WOW -F
5. KFAB (FS/T)	58/ 7.2	6.1	9.4	11.6	8.0	10.6		1126/21.5	18.5	21.7	F	KFAB
6. KXKT-F (C)	57/ 7.1	8.0	7.2	5.0	7.3	6.8		853/16.3	15.6	13.0	C	KXKT-F
7. KEFM-F (AC)	55/ 6.8	6.8	6.5	9.6	6.6	7.4		1075/20.6	20.2	19.8	D	KEFM-F
8. KESY-F (SAC)	48/ 5.9	4.4	6.1	4.6	6.4	5.3		716/13.7	10.7	15.3	C	KESY-F
9. KKCD-F (CL AOR)	42/ 5.2	5.3	4.2	4.6	2.7	4.8		703/13.4	14.4	11.4	C	KKCD-F
10. KGDE-F (AOR-NR)	39/ 4.8	5.6	3.7	2.5	2.8	4.2		711/13.6	15.3	9.1		KGDE-F
11. KKAR (N/T)	37/ 4.6	4.3	4.7	4.4	5.7	4.5		607/11.6	9.9	13.6	C	KKAR
12. WOW (C)	33/ 4.1	3.9	3.1	3.0	5.4	3.5		374/ 7.2	7.2	7.9		WOW
13. KRRK-F (AOR)	23/ 2.9	2.4	3.4	3.7	3.9	3.1		551/10.5	10.2	11.4	B	KRRK-F
14. KOIL (ST)	20/ 2.5	3.2	3.7	3.0	3.7	3.1		347/ 6.6	6.7	8.8	A	KOIL
15. KOTD-F (ST)	12/ 1.5	1.7	2.4	1.6	1.3	1.8		165/ 3.2	4.3	3.1		KOTD-F
16. KBBX (B)	11/ 1.4	2.4	2.5	0.2	0.1	1.6		209/ 4.0	3.0	0.6		KBBX
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 76.23% (542 of 711) (SUM 94: 73.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKQ-F>>	1 KEZO-F>	1 KEZO-F	1 KEZO-F<	1 KGOR-F	1 KFAB <	1 KFAB >	1 KGOR-F	1 KGOR-F<	1 KQKQ-F>	1 KFAB >>
2 KGDE-F	2 KQKQ-F<	2 KGOR-F	2 KGOR-F	2 KEZO-F>	2 KGOR-F	2 KQKQ-F<	2 WOW -F	2 KEZO-F	2 KESY-F<	2 KEZO-F
KXKT-F	3 KXKT-F	3 KEFM-F	3 KKCD-F	3 KKCD-F	3 WOW -F	3 KEZO-F	3 KEZO-F	3 KQKQ-F	3 KXKT-F	WOW -F
4	KGDE-F	4 KQKQ-F<	4 KEFM-F	4 KEFM-F	4 KESY-F	WOW -F	4 KEFM-F<	KXKT-F	4 KEZO-F	4 KQKQ-F
5	5 KEFM-F<	5 KXKT-F<	5 WOW -F	5 WOW -F	5 KKAR <	5 KGOR-F	5 KESY-F	5 WOW -F	5 KGDE-F	5
6	6 WOW -F	6 WOW -F	6 KXKT-F<	6 KESY-F	6 KEFM-F	6 KEFM-F	KKAR	KEFM-F	6	6
7	7	KKCD-F	7 KQKQ-F<	7 KXKT-F	WOW	7	7	7	7	7
8	8	8	8 KESY-F	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 KXKT-F	1 KEFM-F	1 KGOR-F	1 KGDE-F>	1 KEZO-F>	1 KEZO-F>>	1 KEZO-F>	1 KEZO-F>
2 KEFM-F>	2 KXKT-F<	2 KQKQ-F<	2 KGOR-F<	2 KEFM-F>	2 KEZO-F	2 KGDE-F>	2 KGDE-F	2 KGOR-F<	2 KGOR-F
3 KXKT-F	3 KEFM-F>	3 KKCD-F<	3 KQKQ-F	3 KESY-F	KRRK-F	3 WOW -F	3 WOW -F	3 KGDE-F	3 KKCD-F
4 KGDE-F	4 KEZO-F	4 KGDE-F	4 KXKT-F	4 KXKT-F<	4 WOW -F	4 KRRK	4 KKCD-F	4 KKCD-F	4 WOW -F
5	5 KKCD-F	5 KRRK-F	5 KESY-F	5 KQKQ-F<	5 KXKT-F	5 KXKT-F	5 KQKQ-F	5 WOW -F	5 KFAB
6	6	KESY-F	6 WOW -F	6 WOW -F	6	6	KRRK-F	6	6
7	7	WOW -F	7	7	7	7	KXKT-F	7	7

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

KCRO	660	OMAHA	0.4/1.8
KEZO	1490	OMAHA	0.5/1.8
KOSJ-F	97.7	NEBRASKA CITY	0.4/1.9
KMA	960	SHENANDOAH, IA	0.4/1.4

OMAHA

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.
KOTD-F, 106.9, 3 KW @ 321,	Standards	, \$ NA (---)	(PLATTSMOUTH)
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

***** 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	

ORLANDO

Arbitron Rank/Pop (12+): 39/1,006,000
 MSA Rank/Pop: 39/1,380,000
 DMA # 24
 Average Person Ratings: 16.5
 Market TSL: 22.00 hours

Stations: 23/21
 Diaries: 2020/498:1/49.4%
 Sample Target: 1890
 % Below Line: 1.9
 % Not Listed: 10.9

1994 Revenue: \$57,000,000
 HH Inc.: \$34,805
 Retail \$: 15.2 Bil
 Pop per Station: 47,905
 #1 Biller: WKKA-F \$6,500,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WMGF-F (SAC)	143/ 8.6	6.8	7.2	7.3	8.1	7.5		1808/18.0	17.3	18.4	F	WMGF-F
2. WOMX-F (AC)	139/ 8.4	7.0	6.0	8.1	7.2	7.4		2128/21.2	20.7	21.1	G	WOMX-F
3. WKKA-F (C)	136/ 8.2	8.4	8.3	8.5	6.7	8.4		1658/16.5	17.5	15.5	G	WKKA-F
4. WJHM-F (B)	127/ 7.6	8.1	7.8	8.7	9.1	8.1		1524/15.1	16.4	16.1	F	WJHM-F
5. WDBO (FS)	112/ 6.7	6.9	6.4	8.3	7.3	7.1		1444/14.4	17.2	14.6	F	WDBO
6. WXXL-F (CHR)	97/ 5.8	6.0	5.8	7.2	6.0	6.2		2024/20.1	19.6	17.6	F	WXXL-F
7. WOCL-F (O)	90/ 5.4	5.6	4.7	4.5	5.5	5.1		1536/15.3	16.1	15.1	G	WOCL-F
8. WTQS-F (T)	77/ 4.6	6.4	5.8	4.3	6.4	5.3		1413/14.0	15.7	15.2	D	WTQS-F
9. WMMO-F (AOR/AC)	76/ 4.6	5.3	5.6	4.1	4.1	4.9		1071/10.6	11.7	11.4	E	WMMO-F
10. WJRR-F (AOR)	74/ 4.5	6.3	5.1	4.4	5.1	5.1		1601/15.9	18.5	15.4	F	WJRR-F
11. WDIZ-F (AOR)	67/ 4.0	3.6	4.6	3.6	4.2	4.0		1331/13.2	12.8	12.3	E	WDIZ-F
12. WCFB-F (AC/U)	63/ 3.8	2.4	2.3	2.4	2.8	2.7		942/ 9.4	6.1	7.4	C	WCFB-F
13. WHTQ-F (CL AOR)	56/ 3.4	3.3	3.0	2.9	3.2	3.2		996/ 9.9	11.2	11.2	C	WHTQ-F
14. WLOQ-F (J)	53/ 3.2	4.7	4.5	4.8	3.1	4.3		876/ 8.7	11.6	9.6	D	WLOQ-F
15. WHOO (ST)	37/ 2.2	2.9	2.1	2.0	2.4	2.3		454/ 4.5	5.3	4.3	A	WHOO
16. WWNZ (N/T)	34/ 2.0	1.9	1.5	1.0	0.9	1.6		677/ 6.7	6.7	4.6		WWNZ
17. WTLN-F (REL)	21/ 1.3	1.5	1.9	1.3	1.4	1.5		426/ 4.2	3.9	4.5		WTLN-F
18. WONQ (SP)	19/ 1.1	1.0	1.4	0.8	1.3	1.1		211/ 2.1	1.8	2.8		WONQ
19.												
20.												

12+ FM SHARE (METRO): 84.53% (1251 of 1480) (SUM 94: 82.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F>	1 WOMX-F	1 WOMX-F>	1 WOMX-F>	1 WOMX-F	1 WMGF-F<	1 WOMX-F<	1 WMGF-F<	1 WOMX-F<	1 WJHM-F	1 WDBO >
2 WXXL-F	2 WJHM-F	2 WKKA-F<	2 WMGF-F	2 WMGF-F	2 WDBO	2 WDBO <	2 WOMX-F<	2 WMGF-F	2 WMGF-F	2 WJHM-F<
3 WJRR-F	3 WXXL-F	3 WMGF-F<	3 WMMO-F<	3 WKKA-F<	3 WKKA-F<	3 WKKA-F<	3 WKKA-F	3 WKKA-F<	3 WXXL-F<	3 WMGF-F
4	4 WKKA-F<	4 WJHM-F	4 WKKA-F	4 WOCL-F	4 WOCL-F	4 WMGF-F	4 WDBO	4 WJHM-F	4 WDBO <	4 WXXL-F
5	5 WJRR-F	5 WXXL-F	5 WOCL-F	5 WMMO-F	5 WOMX-F	5 WJHM-F	5 WMMO-F<	5 WTQS-F	5 WOMX-F	5 WCFB-F<
6	6 WDIZ-F	6 WMGF-F	6 WTQS-F	6 WTQS-F	6	6 WTQS-F<	6 WJHM-F	6 WXXL-F	6 WJRR-F	6 WOMX-F
7	7 WCFB-F	7 WTQS-F	7 WJHM-F	7 WJHM-F	7	7 WXXL-F	7	7 WDBO	7 WKKA-F	7 WLOQ-F
8	8	8	8	8	8	8	8	8	8	8 WKKA-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 WOMX-F<	1 WOMX-F	1 WOMX-F
2 WJHM-F	2 WJHM-F<	2 WJHM-F<	2 WMGF-F<	2 WMGF-F>	2 WJHM-F	2 WDIZ-F	2 WDIZ-F	2 WDIZ-F	2 WTQS-F<
3 WKKA-F>>	3 WXXL-F	3 WMMO-F	3 WKKA-F	3 WKKA-F<	3 WDIZ-F	3 WOMX-F	3 WJRR-F<	3 WTQS-F	3 WDIZ-F<
4 WJRR-F	4 WKKA-F>	4 WXXL-F	4 WXXL-F	4 WOCL-F	4 WXXL-F	4 WJHM-F<	4 WHTQ-F	4 WJRR-F	4 WMGF-F
5 WMGF-F	5 WMGF-F	5 WCFB-F	5 WJHM-F>	5 WMMO-F<	5 WKKA-F>	5 WTQS-F<	5 WKKA-F<	5 WHTQ-F	5 WMMO-F
6 WOMX-F	6 WMMO-F	6 WKKA-F	6 WMMO-F	6 WJHM-F	6	6 WKKA-F	6 WCFB-F	6 WMMO-F<	6 WKKA-F
7	7 WCFB-F	7 WMGF-F>	7 WOCL-F	7 WXXL-F	7	7 WXXL-F	7 WMGF-F<	7 WKKA-F	7 WHTQ-F
8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9

ORLANDO

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

WOKB	1600	WINTER GARDEN	0.4/1.9
WRMQ	1140	ORLANDO	0.6/1.1
WWZN	540	PINE HILLS	0.6/2.6
WGNE-F	98.1	TITUSVILLE	0.8/2.7
WPCV-F	97.5	WINTER HAVEN	1.1/4.5

RADIO STATIONS

WDBC	, 580,	5 KW (DA-N)	, Full Service	ABC, \$ 76.00	(Katz)	NewCity
WHOC	, 990,	50 KW/5 KW (DA-2),	Standards	SMN, \$ 20.00	(Torbet)	TK
WCNQ	, 1030,	10 KW/500 W	, Spanish	, \$ NA	(---)	
WWNZ	, 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)
WLOQ-F,	103.1,	2.7 KW @ 351	, Jazz	, \$ 53.00	(Eastman)	
WMGF-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)
WWKA-F,	92.3,	100 KW @ 1338	, Country	, \$161.00	(Katz)	NewCity
WXXL-F,	106.7,	100 KW @ 387	, CHR	AP, \$ 68.00	(MMR)	OmniAmerica(LEESBURG)

WCFB-F - See Daytona Beach

Miscellaneous: WXXL-F sold by OmniAmerica to Citicasters for \$23,000,000 (E) (Crisler, Star) . . .

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,115,300
 MSA Rank/Pop: 4/5,020,000
 DMA # 4
 Average Person Ratings: 17.4
 Market TSL: 22.75 hours

Stations: 31/24
 Diaries: 4382/ 939:1/50.4%
 Sample Target: 4080
 % Below Line: 4.8
 % Not Listed: 13.5

1994 Revenue: \$168,100,000
 HH Inc.: \$40,712
 Retail \$: 43.1 Bil
 Pop per Station: 171,471
 #1 Biller: KYW \$22,200,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. KYW (N)	532/ 7.4	7.3	7.7	7.3	7.4	7.4		11915/29.0	32.0	31.2	K	KYW
2. WUSL-F (B)	456/ 6.4	6.2	5.9	5.7	5.2	6.1		5839/14.2	13.0	12.8	H	WUSL-F
3. WDAS-F (B/AC)	401/ 5.6	5.8	5.1	5.3	4.4	5.5		4526/11.0	11.1	9.5	F	WDAS-F
4. WOGL-F (O)	369/ 5.2	5.3	4.9	4.8	4.6	5.1		5811/14.1	15.1	13.3	I	WOGL-F
5. WYSP-F (CL AOR)	356/ 5.0	4.8	4.6	4.9	5.2	4.8		6795/16.5	15.8	18.0	J	WYSP-F
6. WWDB-F (T)	348/ 4.9	5.7	5.4	4.9	5.7	5.2		4427/10.8	12.3	12.5	H	WWDB-F
7. WPEN (ST/FS)	346/ 4.8	4.8	5.4	5.9	4.2	5.2		3433/ 8.3	8.7	8.2	G	WPEN
8. WXTU-F (C)	338/ 4.7	4.6	4.8	4.3	5.0	4.6		5828/10.5	10.5	10.5	I	WXTU-F
9. WMMR-F (AOR)	322/ 4.5	5.2	4.8	4.7	5.6	4.8		5828/14.2	15.8	16.3	J	WMMR-F
10. WBEB-F (AC)	314/ 4.4	4.7	5.5	4.3	5.1	4.7		5083/12.4	14.2	15.0	H	WBEB-F
11. WIOQ-F (CHR)	294/ 4.1	3.4	3.4	4.1	4.6	3.8		6027/14.6	13.5	14.6	G	WIOQ-F
12. WPLY-F (CHR)	287/ 4.0	4.1	4.2	3.3	3.9	3.9		6198/15.1	15.4	13.9	F	WPLY-F
13. WYXR-F (AC/CHR)	285/ 4.0	4.0	4.3	3.4	3.5	3.9		5318/12.9	14.4	13.5	H	WYXR-F
14. WMGK-F (O-70's)	272/ 3.8	3.4	3.5	4.1	4.5	3.7		4659/11.3	12.1	13.4	H	WMGK-F
15. WJJZ-F (J)	261/ 3.6	3.6	3.1	2.8	3.5	3.3		3956/ 9.6	9.6	9.1	G	WJJZ-F
16. WIP (SPRTS)	209/ 2.9	3.6	4.5	4.4	3.5	3.9		3826/ 9.3	11.7	9.0	H	WIP
17. WFLN-F (CL)	167/ 2.3	2.3	2.3	2.7	2.2	2.4		2653/ 6.4	6.9	7.6	F	WFLN-F
18. WPST-F (CHR)	125/ 1.7	1.3	1.4	1.5	1.7	1.5		3615/ 8.8	8.0	7.2		WPST-F
19. WIBF-F (AOR-NR)	90/ 1.3	1.5	1.9	3.0	2.1	1.9		2541/ 6.2	7.1	8.1	F	WIBF-F
20. WGMP (SPRTS)	86/ 1.2	1.0	0.4	0.4	0.7	0.9		2651/ 6.4	4.6	4.0		WGMP
21. WDAS (G/B)	77/ 1.1	0.9	0.8	1.0	0.8	1.0		1364/ 3.3	3.1	2.8		WDAS
22. WHAT (B/T)	70/ 1.0	1.1	1.0	1.1	1.1	1.1		988/ 2.4	2.3	2.2		WHAT
23.												
24.												
25.												

12+ FM SHARE (METRO): 76.26% (4811 of 6308) (SUM 94: 78.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WUSL-F>	1 WUSL-F	1 WDAS-F	1 WDAS-F	1 WDAS-F	1 KYW >	1 KYW >	1 WBEB-F<	1 WUSL-F<	1 WUSL-F>	1 KYW <
2 WIOQ-F>	2 WYSP-F	2 WYSP-F<	2 WYSP-F<	2 WOGL-F	2 WPEN <	2 WYSP-F>>	2 WOGL-F	2 KYW	2 WDAS-F>	2 WWDB-F>
3 WPLY-F	3 WPLY-F	3 WUSL-F	3 WMMR-F	3 WMMR-F<	3 WWDB-F<	3 WWDB-F	3 KYW	3 WDAS-F	3 WIOQ-F	3 WDAS-F
4	4 WDAS-F<	4 WMMR-F	4 WOGL-F	4 WYSP-F	4 WOGL-F>	4 WDAS-F<	4 WMMR-F<	4 WMMR-F	4 WWDB-F<	4 WUSL-F>
5	5 WMMR-F	5 WOGL-F<	5 WMGK-F<	5 WBEB-F<	5 WXTU-F	5 WOGL-F	5 WPEN	5 WXTU-F<	5 WYXR-F	5 WYXR-F
6	6 WIOQ-F	6 WMGK-F	6 WBEB-F	6 KYW <	6 WDAS-F	6 WPEN	6 WDAS-F<	6 WOGL-F	6 WGMP	6 WHAT
7	7 WMGK-F	7 WPLY-F	7 WJJZ-F<	7 WMGK-F	7	7 WUSL-F	7 WUSL-F	7 WPEN	7 KYW	7
8	8	8	8 WYXR-F	8 WJJZ-F	8	8	8	8 WBEB-F	8	8
9	9	9	9	9 WXTU-F	9	9	9	9 WPLY-F	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WUSL-F>	1 WUSL-F>	1 WDAS-F<	1 WDAS-F	1 WDAS-F	1 WUSL-F	1 WYSP-F>	1 WYSP-F>	1 WYSP-F>	1 WYSP-F
2 WIOQ-F>	2 WDAS-F	2 WMGK-F<	2 WUSL-F	2 WBEB-F<	2 WYSP-F	2 WUSL-F<	2 WMMR-F	2 WMMR-F	2 WMMR-F
3 WPLY-F>	3 WIOQ-F<	3 WUSL-F<	3 WYXR-F<	3 WOGL-F<	3 WPLY-F>	3 WPLY-F	3 WPLY-F	3 WDAS-F	3 WOGL-F
4 WDAS-F	4 WPLY-F	4 WYXR-F	4 WBEB-F	4 WYXR-F	4 WIOQ-F	4 WMMR-F>	4 WMGK-F	4 WUSL-F	4 WIP
5 WYXR-F	5 WMGK-F	5 WBEB-F<	5 WIOQ-F<	5 WJJZ-F	5 WPST-F<	5 WDAS-F	5 WDAS-F<	5 WIP <	5 WDAS-F
6	6 WYXR-F	6 WPLY-F	6 WJJZ-F	6 WXTU-F	6 WMMR-F<	6 WMGK-F	6 WIP <	6 WOGL-F	6 KYW
7	7 WBEB-F	7 WIOQ-F<	7 WMGK-F<	7 WMGK-F	7 WDAS-F<	7 WIP	7 WUSL-F<	7 WPLY-F	7 WMGK-F
8	8	8 WMMR-F<	8 WOGL-F	8	8 WIBF-F	8	8	8	8
9	9	9	9	9	9	9	9	9	9

PHILADELPHIA

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

WCOJ	1420	COATESVILLE	0.5/1.0
WNAP	1110	NORRISTOWN	0.5/1.1
WZZD	990	PHILADELPHIA	0.3/1.5
WBYN-F	107.5	BOYERTOWN	0.5/0.9
WFMZ-F	100.7	ALLEN TOWN	0.4/1.4
WJBR-F	99.5	WILMINGTON, DE	0.5/2.3
WKXW-F	101.5	TRENTON, NJ	0.9/2.8
WRDR-F	104.9	EGG HARBOR, NJ	0.3/1.3
WSTW-F	93.7	WILMINGTON, DE	0.4/2.3

RADIO STATIONS

AM STATIONS

KYW, 1060, 50 KW (DA-1), News	WESTWD, ABC, \$ 305.00 (Group W)	Westinghouse
WDAS, 1480, 5 KW/1 KW (DA-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 (DA-N), Standards/FS	WESTWD, \$ 134.00 (MMR)	Greater Media
WPGR, 1540, 50 KW (DAYS,DA), Oldies	, \$ 28.00 (---)	
WPHY, 560, 5 KW (DA-2), Religion	, \$ 30.00 (---)	Salem
WZZD, 990, 50 KW/10 KW (DA-2), Religion	, \$ 32.00 (Salem)	Salem
WTEL, 860, 10 KW/500 W (DA-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 Rck	, \$ 63.00 (Roslin)	Jarad
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
WVDB, 96.5, 17 KW @ 866, Talk	ABC, \$ 140.00 (Banner)	Panache
WXTU, 92.5, 16 KW @ 899, Country	WESTWD, \$ 180.00 (D&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: WVDB-F sold by Panache to Mercury for \$48,000,000 (Star). . . WFLN-F sold by Marlin to Amer. Radio Systems for \$34,000,000 (Blackburn). . .

PHOENIX

Arbitron Rank/Pop (12+): 20/1,932,800
 MSA Rank/Pop: 18/2,520,000
 DMA # 18
 Average Person Ratings: 16.5
 Market TSL: 22.00 hours

Stations: 30/29
 Diaries: 2860/ 676:1/52.0%
 Sample Target: 2670
 % Below Line: 0.4
 % Not Listed: 13.4

1994 Revenue: \$82,800,000
 HH Inc.: \$33,372
 Retail \$: 24.0 Bil
 Pop per Station: 66,648
 #1 Biller: KNIX-AF \$9,900,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. KTAR (N/T)	260/ 8.2	8.9	9.6	5.8	6.6	8.1		3564/18.4	24.4	17.5	H	KTAR
2. KNIX-F (C)	236/ 7.4	7.3	5.7	8.2	7.1	7.2		3174/16.4	18.0	18.7	H	KNIX-F
3. KUPD-F (AOR)	205/ 6.4	5.0	4.9	5.6	4.5	5.5		2629/13.6	13.0	13.2	G	KUPD-F
4. KSLX-F (CHR)	203/ 6.4	5.4	5.2	5.7	4.7	5.7		3409/17.6	17.3	15.9	E	KKFR-F
5. KMLE-F (C)	199/ 6.2	7.5	7.7	6.6	7.6	7.0		2818/14.6	16.6	17.9	H	KMLE-F
6. KFYI (T)	183/ 5.7	5.1	5.3	6.5	5.4	5.7		1963/10.2	10.6	10.4	F	KFYI
7. KOY (ST/FS)	175/ 5.5	5.1	6.0	5.7	6.7	5.6		1951/10.1	10.0	10.8	C	KOY
8. KSLX-F (CL AOR)	142/ 4.5	3.2	3.4	5.1	3.9	4.1		2617/13.5	11.4	12.4	F	KSLX-F
9. KKLT-F (SAC)	125/ 3.9	4.4	4.1	4.3	3.7	4.2		1947/10.1	10.7	10.0	G	KKLT-F
KOOL-F (O)	125/ 3.9	3.9	3.2	2.7	3.5	3.4		2371/12.3	11.5	11.4	G	KOOL-F
11. KESZ-F (AC)	120/ 3.8	3.1	3.7	2.9	3.4	3.4		2057/10.6	9.8	10.1	G	KESZ-F
12. KDKB-F (AOR)	107/ 3.4	3.2	3.7	3.8	4.7	3.5		2319/12.0	11.8	12.5	G	KDKB-F
13. KZON-F (AOR-P)	83/ 2.6	2.2	2.7	2.3	2.3	2.5		1349/ 7.0	6.0	4.9	E	KZON-F
14. KYOT-F (J)	81/ 2.5	2.9	2.3	1.8	2.7	2.4		1314/ 6.8	7.1	6.0	C	KYOT-F
15. KEDJ-F (AOR-NR)	80/ 2.5	2.1	2.4	1.9	2.1	2.2		1779/ 9.2	8.4	6.4	C	KEDJ-F
KHTC-F (O-70's)	70/ 2.5	3.3	2.8	1.9	2.4	2.6		1535/ 7.9	8.8	6.9	E	KHTC-F
17. KVRV-F (AC)	74/ 2.3	3.1	3.5	3.8	5.1	3.2		1814/ 9.4	10.6	13.5	F	KVRV-F
18. KTWC-F (ST)	43/ 1.3	1.3	1.2	1.9	0.9	1.4		583/ 3.0	3.1	1.9		KTWC-F
19. KISO (B)	31/ 1.0	0.8	1.0	1.5	1.2	1.1		326/ 1.7	2.7	2.4		KISO
20. KMJK-F (B)	27/ 0.8	0.9	1.3	0.8	1.2	1.0		451/ 2.3	2.9	3.0		KMJK-F
KOOL (O)	27/ 0.8	1.0	0.7	0.8	0.7	0.8		398/ 2.1	2.6	2.9		KOOL

12+ FM SHARE (METRO): 71.39% (1971 of 2761) (SUM 94: 72.02%)

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

PHOENIX
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OTHER RATED STATIONS

METRO CUME TSA TSA
SHARE/RTG/AQH/CUME

KBZR-F	103.9	COOLIDGE	0.8/3.8
KCWV	1580	TEMPE	0.4/0.9
KFNN	1510	MESA	0.4/0.9
KGME	1360	GLENDALE	0.6/2.6
KPHX	1480	PHOENIX	0.4/1.4
KSUN	1400	PHOENIX	0.5/1.5
KVVA	860	PHOENIX	0.6/1.7
KXAM	1310	MESA	0.6/1.6
KAHM-F	102.1	PRESCOTT	0.4/0.8

RADIO STATIONS

AM STATIONS

KCWV	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)	Chancellor
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	Standards	\$ 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: KTWC-F sold to KESZ-F owner (D) for \$4,400,000 (?? low price ??) . . . KOOL A/F sold by Compass to Star for \$23,000,000 (E) (Star; Kalil) . . .

PITTSBURGH

Arbitron Rank/Pop (12+): 19/2,031,400

Stations: 28/27
Diaries: 2963/686:1/56.1%
Sample Target: 2910
% Below Line: 0.3
% Not Listed: 13.2

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: 16.8
Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. KDKA (N/T)	427/12.5	12.7	14.3	13.1	13.8	13.2		5361/26.4	27.1	28.6	I	KDKA
2. WDVE-F (AOR-CL)	376/11.0	10.8	10.3	11.0	11.7	10.8		4475/22.0	22.5	22.1	I	WDVE-F
3. WWSW-AF (O)	238/ 7.0	6.6	5.1	5.9	6.1	6.2		3627/17.9	17.5	18.5	G	WWSW-AF
4. WDSY-AF (C)	236/ 6.9	6.3	7.0	7.0	4.8	6.8		3093/15.2	12.7	11.5	F	WDSY-AF
5. WBZZ-F (CHR)	219/ 6.4	6.9	6.5	6.6	6.9	6.6		4421/21.8	22.5	23.4	G	WBZZ-F
6. WAMO-F (B)	184/ 5.4	5.7	5.4	5.2	4.8	5.4		2217/10.9	11.4	10.2	D	WAMO-F
7. WVTY-F (AC)	159/ 4.7	3.8	4.6	4.3	5.6	4.4		2785/13.7	13.5	15.4	G	WVTY-F
8. WSHH-F (SAC)	142/ 4.2	4.0	4.9	4.0	5.2	4.3		2502/12.3	12.0	13.9	F	WSHH-F
9. WTAE (T)	139/ 4.1	3.9	4.6	4.5	4.4	4.3		2174/10.7	12.6	12.6	F	WTAE
10. WJAS (ST)	135/ 4.0	5.3	3.6	4.4	4.2	4.3		1574/ 7.7	9.6	9.7	B	WJAS
11. WZPT-F (O-70's)	121/ 3.6	3.5	3.5	2.9	2.4	3.4		2410/11.9	13.2	8.1	C	WZPT-F
12. WLTJ-F (SAC/AC)	119/ 3.5	2.9	3.9	3.3	3.8	3.4		2408/11.9	9.1	11.3	D	WLTJ-F
13. WRRK-F (CL AOR)	93/ 2.7	2.7	2.6	4.2	3.9	3.1		2246/11.1	10.5	13.0	D	WRRK-F
14. WWKS-F (AOR-NR)	78/ 2.3	2.3	1.7	1.5	2.2	2.0		1571/ 7.7	6.7	6.1	B	WWKS-F
15. WXRBF-F (AOR-NR)	72/ 2.1	1.9	3.3	2.5	2.3	2.5		1444/ 7.1	6.2	6.6	C	WXRBF-F
16. KQV (N)	54/ 1.6	1.5	1.4	1.3	1.2	1.5		1035/ 5.1	4.6	4.1	B	KQV
17. WORD-F (REL)	40/ 1.2	1.2	0.8	1.1	1.4	1.1		824/ 4.1	3.9	2.9		WORD-F
18.												
19.												
20.												

12+ FM SHARE (METRO): 71.62% (2125 of 2967) (SUM 94: 69.65%)

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 WDSY-AF
3 WDVE-F	3 WAMO-F	3 WWSW-AF	3 WDSY-AF	3 WDSY-AF	3 WDSY-AF	3 WBZZ-F	3 WDSY-AF<	3 WDSY-AF<	3 WDVE-F	3 WDVE-F
4	4 WDSY-AF	4 WDSY-AF	4 WBZZ-F<	4 WVTY-F	4 WJAS	4 WWSW-AF<	4 WWSW-AF	4 WWSW-AF	4 WBZZ-F	4 WWSW-AF
5	5 WVTY-F	5 WVTY-F<	5 WVTY-F	5 KDKA	5 WTAE <	5 WDSY-AF	5 WBZZ-F	5 WBZZ-F	5 WWSW-AF<	5 WAMO-F
6	6 WZPT-F	6 WAMO-F	6 WZPT-F	6 WZPT-F	6 WDVE-F<	6 WVTY-F	6 WVTY-F<	6 WAMO-F<	6 WTAE-F	6
7	7 WWKS-F	7	7 WLTJ-F	7 WLTJ-F	7 WSHH-F	7 WTAE	7 WTAE	7 WSHH-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

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 WDVE-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 WDVE-F	2 WBZZ-F	2 WVTY-F	2 WDVE-F	2 WVTY-F<	2 WAMO-F	2 WAMO-F	2 WZPT-F	2 WWSW-AF	2 WWSW-AF
3 WAMO-F	3 WVTY-F	3 WBZZ-F	3 WVTY-F<	3 WDSY-AF<	3 WBZZ-F	3 WZPT-F<	3 WDSY-AF	3 WZPT-F	3 WZPT-F<
4 WVTY-F	4 WDSY-AF	4 WDSY-AF	4 WDSY-AF	4 WBZZ-F<	4 WWKS-F	4 WWKS-F	4 WRRK-F	4 WAMO-F	4 KDKA
5	5 WAMO-F	5 WLTJ-F	5 WWSW-AF	5 WDVE-F	5 WRRK-F	5 WRRK-F	5 WWKS-F	5 WDSY-AF<	5 WDSY-AF
6	6	6 WXRBF-F	6 WLTJ-F<	6 WLTJ-F	6	6 WDSY-AF	6 KDKA	6 WRRK-F	6 WRRK-F
7	7	7 WAMO-F	7 WAMO-F	7 WSHH-F	7	7 WBZZ-F	7 WAMO-F	7 KDKA	7 WVTY-F
8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9

PITTSBURGH

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

WASP-F	94.9	OLIVER	0.8/1.9
WBUT	1050	BUTLER	0.3/0.9
WELA-F	104.3	E. LIVERPOOL, OH	0.3/0.6
WESA-F	98.3	CHARLEROI	0.4/1.7
WIPA	1450	WASHINGTON	0.2/1.0
WJPA-F	95.3	WASHINGTON	0.4/1.2
WMBS	590	UNIONTOWN	0.8/1.7
WYJZ	860	PITTSBURGH	0.3/1.0
WRKY-F	103.5	STEUBENVILLE, OH	0.3/1.2

RADIO STATIONS

AM STATIONS

KDKA,	1020,	50 KW	, News/Talk	WESTWD, CNN,	\$182.00	(Group W)	Westinghouse
KQV,	1410,	5 KW (DA-2)	, News	CBS, CNN,	\$ 38.00	(D&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	
WVKS,	106.7,	47 KW @ 518	, AOR-NR	WESTWD, \$ 28.00	(Dome)		(BEAVER FALLS)
WWSW,	94.5,	50 KW @ 810	, Oldies	ABC, \$165.00	(Mc-Guild)	Chancellor	
WXDX,	104.7,	50 KW @ 500	, AOR-NR	, \$ 43.00	(Eastman)	Entercom	
WAMO,	105.9,	72 KW @ 430	, Black	AURN, \$ 54.00	(D&R)	Sheridan	

Miscellaneous: WVKS-F (Beaver Falls) sold to Secret (D) for \$4,000,000. . . WXR-B changes from Country to AOR-NR (August) . . .
WXR-B changes calls to WXDX (Nov) . . .

PORTLAND, OR

Arbitron Rank/Pop (12+): 24/1,563,300
 MSA Rank/Pop: 29/1,700,000
 DMA # 27
 Average Person Ratings: 15.2
 Market TSL: 20.25 hours

Stations: 27/26
 Diaries: 2331/671:1/55.2%
 Sample Target: 2370
 % Below Line: 0.3
 % Not Listed: 13.4

1994 Revenue: \$64,400,000
 HH Inc.: \$36,168
 Retail \$: 16.6 Bil
 Pop per Station: 60,127
 #1 Biller: KKCW-F \$7,500,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. KWJJ-AF (C)	216/ 9.1	8.3	8.4	9.0	9.1	8.7		2822/18.1	17.5	17.8	F	KWJJ-AF
2. KKRZ-F (CHR)	165/ 7.0	6.1	6.2	5.3	7.2	6.2		3054/19.5	18.8	19.3	F	KKRZ-F
3. KXL (N/T)	154/ 6.5	7.2	8.1	7.5	7.0	7.3		2314/14.8	15.5	14.1	G	KXL
4. KKCW-F (AC)	151/ 6.4	5.4	5.7	4.3	5.6	5.5		2205/14.1	12.5	14.3	H	KKCW-F
5. KUPL-F (C)	144/ 6.1	7.0	6.4	5.9	7.6	6.4		2189/14.0	14.4	16.6	G	KUPL-F
6. KUFO-F (AOR)	135/ 5.7	6.0	5.4	6.4	5.9	5.9		2101/13.4	14.8	14.1	G	KUFO-F
7. KKSJ-F (O)	129/ 5.4	5.8	5.2	6.1	6.1	5.6		2701/17.3	16.9	16.3	F	KKSJ-F
8. KGON-F (CL AOR)	122/ 5.1	6.1	6.0	5.9	6.7	5.8		2121/13.6	14.9	15.7	F	KGON-F
9. KKRH-F (CL AOR)	106/ 4.5	2.5	1.8	2.0	3.2	2.7		1786/11.4	8.9	9.2		KKRH-F
10. KEX (FS)	104/ 4.4	4.2	6.6	5.8	5.2	5.3		1730/11.1	12.7	12.4	G	KEX
11. KINK-F (AOR-P)	104/ 4.4	5.1	5.2	5.1	4.6	5.0		1479/ 9.5	11.1	11.5	G	KINK-F
12. KKJZ-F (J)	91/ 3.8	3.9	2.8	4.9	4.3	3.9		1328/ 8.5	8.4	8.5	C	KKJZ-F
13. KKSJ (ST)	90/ 3.8	4.2	2.5	3.8	3.2	3.6		1135/ 7.3	8.3	5.8	C	KKSJ
14. KNRK-F (AOR-NR)	85/ 3.6	3.8	2.0	1.8	1.3	2.8		1753/11.2	10.2	2.5		KNRK-F
15. KXL -F (O-70's)	60/ 2.5	3.4	3.7	2.9	2.1	3.1		1362/ 8.7	10.6	8.3	D	KXL -F
16. KPQD-F (REL)	37/ 1.6	1.2	1.3	1.4	1.4	1.4		696/ 4.5	3.9	4.0		KPQD-F
17. KFXX (SPRTS)	29/ 1.2	2.1	1.5	2.6	1.1	1.9		539/ 3.4	4.6	3.1	C	KFXX
18. KOTK (T)	27/ 1.1	1.1	0.4	0.1	0.1	0.7		561/ 3.6	3.2	0.6		KOTK
19.												
20.												

12+ FM SHARE (METRO): 75.47% (1551 of 2055) (SUM 94: 75.28%)

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 KWJJ-AF<	1 KWJJ-AF	1 KXL	1 KXL	1 KWJJ-AF	1 KWJJ-AF	1 KWJJ-AF	1 KEX >
2 KWJJ-AF	2 KKRZ-F	2 KUFO-F<	2 KGON-F	2 KKCW-F<	2 KWJJ-AF	2 KKCW-F<	2 KXL	2 KKRZ-F	2 KKRZ-F>	2 KWJJ-AF
3 KNRK-F	3 KWJJ-AF	3 KGON-F	3 KKRH-F<	3 KKSJ-F	3 KKCW-F	3 KWJJ-AF	3 KKCW-F	3 KKCW-F	3 KUFO-F>	3 KXL <
4 KUFO-F	4 KGON-F<	4 KKRZ-F	4 KKCW-F<	4 KGON-F	4 KKSJ-F	4 KGON-F	4 KKRZ-F	4 KUPL-F	4 KINK-F	4 KKSJ-F
5	5 KUPL-AF	5 KKRH-F<	5 KINK-F<	KINK-F	5 KEX	5 KEX	5 KUPL-AF	5 KKSJ-F<	KUPL-F	KUFO-F
6	6 KNRK-F	6 KKCW-F<	6 KKSJ-F	6 KUPL-AF<	6 KKSJ	6 KUPL-AF	6 KKSJ-F	6 KKRH-F<	6	6 KXL -F
7	7 KKRH-F	7 KUPL-AF	7 KUFO-F	7 KKRH-F	7	7 KKRZ-F	7 KUFO-F	7 KUFO-F	7	7
8	8	8	KUPL-AF	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 KKRZ-F	1 KKRZ-F>	1 KKRZ-F>	1 KWJJ-AF<	1 KKCW-F<	1 KUFO-F>>	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 KWJJ-AF<	2 KKRZ-F	2 KFXX-F	2 KGON-F	2 KGON-F>	2 KUFO-F
3 KKCW-F	3 KUPL-AF<	3 KUPL-F	KKRZ-F	3 KKSJ-F>	3 KNRK-F	3 KNRK-F<	3 KUPL-F<	3 KKRH-F	3 KKRH-F<
4 KNRK-F	4 KKCW-F	4 KKCW-F	4 KKSJ-F	4 KKRZ-F<	4 KGON-F<	4 KKRZ-F	4 KKRH-F<	4 KWJJ-AF<	4 KINK-F<
5 KUPL-F	5 KKRH-F	5 KKRH-F	5 KUPL-AF	5 KINK-F	5 KWJJ-AF	5 KUPL-AF	5 KWJJ-AF	5 KINK-F	5 KXL
6 KKRH-F	6 KNRK-F	6 KUFO-F	6 KKRH-F	KUPL-AF	6	KWJJ-AF	6 KNRK-F	6 KNRK-F<	6 KWJJ-AF
7 KUFO-F	KUFO-F	7 KGON-F	7 KINK-F	7 KKRH-F	7	7 KKRH-F	7	7 KXL <	7 KUPL-AF
8	8	KINK-F	8	8 KKJZ-F	8	8	8	8 KUPL-AF	8

PORTLAND, OR

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

KBBT	970	PORTLAND	0.8/3.2
KBMS	1480	VANCOUVER, WA	0.7/1.3
KDBX-F	107.5	BANKS	1.0/2.5
KPDQ	800	PORTLAND	0.3/1.0
KUIK	1360	HILLSBORO	0.3/1.5
KUPL	1330	PORTLAND	0.6/1.9
KWBY	940	WOODBURN	0.5/0.6
KSKD	107.1	SWEET HOME	0.3/0.7

RADIO STATIONS

AM STATIONS

KBBT, 970, 5 KW (DA-1)	, New AOR		, \$ 30.00 (Eastman)	Henry
KEX, 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)	, Religion		, \$ NA (---)	Crawford
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 (---)	Salem	(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)	Citicasters	
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)
KPDQ, 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	
KKRH, 105.1, 100 KW @ 1840	, Classic AOR	ABC	, \$ 38.00 (Torbet)	Heritage	(SALEM)

Miscellaneous: KXYQ (Milwaukie) sold by Heritage for \$200,000 . . . KXYQ-F changes to KKRH-F (July) and format for AC/CHR to Classic Rock/Oldies 70's . . . KUPL sold by BayCom to Crawford for \$2,000,000 (LaRue). . .

PROVIDENCE

Arbitron Rank/Pop (12+): 31/1,278,800
 MSA Rank/Pop: 62/920,000
 DMA # 45
 Average Person Ratings: 17.5
 Market TSL: 23.25 hours

Stations: 42/23
 Diaries: 1835/697:1/53.4%
 Sample Target: 1760
 % Below Line: 18.3%
 % Not Listed: 11.5%

1994 Revenue: \$31,600,000
 HH Inc.: \$36,077
 Retail \$: 7.4 Bil
 Pop per Station: 55,600
 #1 Biller: WHJY-F \$5,200,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WHJY-F (AOR)	190/ 8.5	9.0	9.4	9.8	10.6	9.2		2503/19.6	21.5	21.9	G	WHJY-F
2. WWLI-F (SAC)	168/ 7.5	7.7	8.3	8.2	8.0	7.9		2131/16.7	17.8	18.3	F	WWLI-F
3. WPRO-F (CHR)	140/ 6.3	7.2	7.5	7.7	8.2	7.2		2817/22.0	25.0	25.9	E	WPRO-F
4. WLKW (ST)	135/ 6.0	4.9	5.4	4.8	5.4	5.3		1199/ 9.4	9.9	9.7	B	WLKW
5. WPRO (T)	118/ 5.3	4.5	5.1	3.8	5.3	4.7		1564/12.2	13.9	14.1	D	WPRO
6. WWBB-F (O)	100/ 4.5	5.8	6.4	5.7	5.1	5.6		1913/15.0	17.3	14.7	E	WWBB-F
7. WSNE-F (AC)	98/ 4.4	4.1	4.4	4.3	6.1	4.3		1834/14.3	14.6	15.0	E	WSNE-F
8. WWKX-F (CHR)	97/ 4.3	3.9	3.9	3.9	3.7	4.0		1516/11.9	12.4	13.2		WWKX-F
9. WCTK-F (C)	84/ 3.8	4.6	3.2	4.1	3.5	3.9		1245/ 9.7	10.8	8.6		WCTK-F
10. WHJJ (N/T)	78/ 3.5	4.4	4.5	4.5	4.8	4.2		1016/ 7.9	10.8	9.9	D	WHJJ
11. WWRX-F (CL AOR)	76/ 3.4	4.9	4.6	3.8	4.5	4.2		1702/13.3	16.6	15.8		WWRX-F
12. WBRU-F (AOR-NR)	73/ 3.3	3.4	3.2	3.8	3.7	3.4		1502/11.7	13.3	11.1		WBRU-F
13. WDGE-F (?)	59/ 2.6	---	---	---	---	---		1153/ 9.0	---	---		WDGE-F
14.												
15.												

12+ FM SHARE (METRO): 66.32% (1418 of 2233) (SUM 94: 75.69%)

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 WLKW	1 WHJY-F	1 WHJY-F	1 WHJY-F	1 WWKX-F	1 WWLI-F<
2 WPRO-F	2 WPRO-F>	2 WPRO-F	2 WWLI-F	2 WWLI-F	2 WPRO	2 WWLI-F<	2 WWLI-F	2 WLKW <	2 WHJY-F	2 WHJJ
3 WJMN-F	3 WWLI-F<	3 WWLI-F	3 WPRO-F	3 WWBB-F<	3 WWLI-F	3 WPRO	3 WLKW	3 WWLI-F<	3 WPRO-F	3 WBZ
4 WDGE-F	4 WBRU-F	4 WSNE-F	4 WWBB-F<	4 WPRO-F	4 WWBB-F	4 WPRO-F	4 WPRO-F	4 WPRO-F>	WWLI-F	4 WCTK-F
5	5 WWKX-F	5 WWBB-F<	5 WSNE-F	5 WSNE-F	5 WHJJ	5 WLKW	5 WPRO <	5 WHJJ	5 WPRO <	5 WHJY-F
6	6 WDGE-F<	6 WWRX-F<	6 WWRX-F	6 WWRX-F	6 WCTK-F	6 WWRX-F<	6 WSNE-F	6	6 WWBB-F	6 WWBB-F
7	7 WWRX-F	7 WBRU-F	7	7	7	7 WSNE-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 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 WWRX-F	2 WHJY-F	2 WHJY-F	2 WWLI-F	2 WPRO-F	2 WDGE-F	2 WBRU-F	2 WWRX-F	2 WBRU-F<	2 WWLI-F
3 WHJY-F<	3 WWLI-F	3 WWLI-F<	3 WSNE-F	3 WSNE-F	3 WBRU-F	3 WCTK-F	3 WBRU-F<	3 WWRX-F<	WWRX-F
4 WWLI-F	4 WWKX-F<	4 WSNE-F	4 WHJY-F	4 WWBB-F	4 WPRO-F	4 WWRX-F	4 WWLI-F	4 WWLI-F	4 WWBB-F
5 WSNE-F<	5 WSNE-F	5 WWKX-F<	5 WWBB-F	5 WHJY-F	5	5 WWLI-F	5	5	5 WPRO
6 WJMN-F	6	6 WWRX-F<	6 WWKX-F	6 WCTK-F	6	6	6	6	WBRU-F
7	7	7 WBRU-F	7	7 WWRX-F	7	7	7	7	7

PROVIDENCE

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

WARV	1590	WARWICK	0.4/1.0
WBSM	1420	NEW BEDFORD, MA	1.2/1.9
WFHN-F	107.1	NEW BEDFORD, MA	1.2/4.2
WHIM	1110	E. PROVIDENCE	1.0/2.5
WHTB	1400	FALL RIVER, MA	0.3/0.7
WJFD-F	97.3	NEW BEDFORD, MA	0.6/1.4
WNRI	1380	WOONSOCKET	0.6/1.3
WRCP	1290	PROVIDENCE	0.3/0.8
WSAR	1480	FALL RIVER, MA	1.2/1.6
WCBS	880	NEW YORK	0.3/1.1
WCIB-F	101.9	FALMOUTH, MA	0.4/1.4
WVVE-F	102.3	STONINGTON, CT	0.4/0.6

SEE BOSTON FOR MORE ABOUT THE FOLLOWING:

WAAF-F	1.5/ 4.9	WKLB-F	0.5/ 1.8
WBCN-F	1.4/ 4.6	WMJX-F	0.4/ 1.9
WBCS-F	1.0/ 2.8	WODS-F	1.0/ 4.2
WBXX-F	0.9/ 3.8	WPLM-F	0.8/ 2.7
WBOS-F	1.2/ 4.3	WRKO	0.5/ 1.6
WBZ	1.5/ 4.9	WXXS-F	0.5/ 4.3
WCRB-F	1.7/ 4.6	WZLX-F	1.2/ 4.1
WEEI	0.9/ 3.0		
WJMN-F	2.0/ 8.5		

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 (DA-2), EZ/Standards	, \$ 21.00 (Torbet)	Telemedia	
WPRO, 630, 5 KW (DA-N), Talk/News	ABC, \$ 51.00 (Mc-Guild)	Telemedia	
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)
WDGE-F, 107.1, 2.3 KW @ 535, AOR	, \$ NA (Katz)		(WAKEFIELD)
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)	Telemedia	
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	
WWXX-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)	Telemedia	
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

RALEIGH

Arbitron Rank/Pop (12+): 52/804,800
 MSA Rank/Pop: 33/949,000
 DMA # 61
 Average Person Ratings: 14.6
 Market TSL: 19.25 hours

Stations: 26/22
 Diaries: 1902/423:1/55.9%
 Sample Target: 1815
 % Below Line: 4.2
 % Not Listed: 21.4

1994 Revenue: \$33,600,000
 HH Inc.: \$37,694
 Retail \$: 9.2 Bil
 Pop per Station: 36,582
 #1 Biller: WRAL-F \$5,100,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WDCG-F (CHR)	104/ 8.8	8.2	7.7	6.2	7.0	7.7		1804/22.4	23.2	19.5	E	WDCG-F
2. WQOK-F (B/AC)	91/ 7.7	8.0	7.7	8.8	7.3	8.1		1193/14.8	16.2	14.7	D	WQOK-F
3. WPTF (FS)	84/ 7.1	7.1	6.9	7.5	7.8	7.2		1151/14.3	15.0	15.5	E	WPTF
4. WRAL-F (AC)	80/ 6.8	6.8	6.7	6.5	7.9	6.7		1486/18.5	18.7	21.5	G	WRAL-F
5. WQDR-F (C)	76/ 6.4	6.3	6.8	7.1	6.8	6.7		1244/15.5	16.4	17.0	G	WQDR-F
6. WFXC-F (B/AC)	71/ 6.0	5.2	5.0	5.5	5.5	5.4		877/10.9	12.2	10.9	C	WFXC-F
7. WTRG-F (O)	70/ 5.9	5.4	4.0	4.5	5.5	5.0		1285/16.0	14.9	13.5	E	WTRG-F
8. WKIX-F (C)	69/ 5.9	5.9	5.2	6.8	7.5	6.0		1257/15.6	14.5	16.2	C	WKIX-F
9. WRDU-F (AOR)	67/ 5.7	5.9	5.4	7.3	5.3	5.9		1287/16.0	16.5	15.9	F	WRDU-F
10. WZZU-F (CL AOR)	45/ 3.8	3.8	4.4	4.0	4.8	4.0		1113/13.8	15.3	13.5	C	WZZU-F
11. WKTC-F (C)	23/ 2.0	1.4	1.2	2.4	1.3	1.8		449/ 5.6	4.4	4.3		WKTC-F
12. WPCM-F (C)	22/ 1.9	1.2	1.6	2.8	2.0	1.9		474/ 5.9	4.1	5.3		WPCM-F
13. WLLE (B/G)	20/ 1.7	1.2	1.6	1.1	1.3	1.4		247/ 3.1	2.8	2.8		WLLE
14. WNND-F (J)	20/ 1.7	2.0	2.7	2.5	2.4	2.2		505/ 6.3	5.8	6.5	B	WNND-F

12+ FM SHARE (METRO): 82.52% (765 of 927) (SUM 94: 80.95%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	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 WQOK-F>	1 WQOK-F
2 WQOK-F>>	2 WQOK-F<	2 WQOK-F	2 WDCG-F<	2 WDCG-F<	2 WTRG-F	2 WPTF	2 WDCG-F	2 WQOK-F<	2 WFXC-F	2 WQDR-F
3 WKIX-F	3 WRDU-F	3 WRAL-F	3 WFXC-F	3 WFXC-F	3 WQDR-F	3 WQOK-F	3 WRAL-F	3 WRAL-F	3 WDCG-F	3 WFXC-F
4	4 WKIX-F	4 WFXC-F	4 WQOK-F	4 WTRG-F	4 WRAL-F	4 WQDR-F	4 WPTF	4 WRDU-F	4 WPTF	4 WTRG-F
5	5 WFXC-F	5 WRDU-F	5 WTRG-F	5 WQDR-F	5 WFXC-F	5 WQDR-F	5 WQOK-F	5 WQDR-F	5	5 WRAL-F
6	6 WRAL-F	6 WKIX-F	6 WQDR-F	6 WQDR-F	6	6 WRDU-F	6 WTRG-F	6 WRDU-F	6	6 WDCG-F
7	7	7 WTRG-F	7 WKIX-F	7	7	7	7	7 WTRG-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 WDCG-F	1 WDCG-F>	1 WDCG-F	1 WDCG-F	1 WRAL-F>	1 WDCG-F	1 WRDU-F	1 WRDU-F	1 WRDU-F<	1 WQDR-F
2 WQOK-F	2 WQOK-F	2 WFXC-F	WRAL-F	2 WDCG-F	2 WKIX-F	2 WKIX-F<	2 WKIX-F	2 WDCG-F<	WTRG-F<
3 WRAL-F	3 WRAL-F>	WRAL-F	3 WQOK-F	WFXC-F	WQOK-F	3 WDCG-F	3 WZZU-F	3 WQOK-F	3 WRDU-F<
WRDU-F	4 WFXC-F	4 WQOK-F	4 WFXC-F	4 WQOK-F<	WRDU-F	4 WQOK-F<	4 WDCG-F	4 WKIX-F	4 WZZU-F
5	5 WRDU-F	5 WQDR-F	5 WTRG-F	5 WTRG-F	5 WZZU-F	5 WZZU-F	5 WQOK-F	WZZU-F	5 WQOK-F
6	6	6 WKIX-F	6 WRDU-F	6 WQDR-F	WFXC-F	6 WFXC-F	6 WFXC-F	6 WFXC-F	6 WDCG-F
7	7	7	7	7	7	7	WPTF	7 WQDR-F	WPTF

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
WAUG	750	NEW HOPE	0.9/2.3	
WCHL	1360	CHAPEL HILL	0.4/1.9	
WDNC	620	DURHAM	0.8/3.5	
WMPM	1270	SMITHFIELD	1.0/0.9	
WRBZ	850	RALEIGH	0.8/2.2	
W RTP-AA	1530	CHAPEL HILL	0.4/1.1	
WSRC	1410	DURHAM	0.5/1.5	
WJMH-F	102.1	REIDSVILLE	1.4/5.4	
WMQX-F	93.1	WINSTON-SALEM	0.5/1.3	
WQMG-F	97.1	GREENSBORO	0.4/3.7	

RALEIGH

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/AC	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	, \$ 25.00 (D & R)	Curtis (GOLDSBORO)
WNND-F, 103.9, 8 KW @ 577, Jazz	, \$ 28.00 (Banner)	(FUQUAY)
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)

Miscellaneous: WRDU-F, WTRG-F sold by HMW to SFX (D) for \$28,000,000. . . WYLT-AM changed to WRBZ . . .

***** 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	

RICHMOND

Arbitron Rank/Pop (12+): 56/766,100

Stations: 22/21
Diaries: 1864/411:1/53.1%
Sample Target: 1740
% Below Line: 0.3
% Not Listed: 10.8

1994 Revenue: \$34,000,000
HH Inc.: \$37,302
Retail \$: 9.5 Bil
Pop per Station: 36,005
#1 Biller: WKHK-F \$5,000,000

MSA Rank/Pop: 63/924,000

DMA # 56

Average Person Ratings: 15.7

Market TSL: 20.50 hours

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WKHK-F (C)	140/11.7	9.4	10.3	11.8	9.6	10.8		1732/22.6	21.7	20.5	G	WKHK-F
2. WCDX-F (B)	131/10.9	10.0	10.0	11.7	12.3	10.7		1494/19.5	17.3	18.4	F	WCDX-F
3. WTVR-F (SAC)	101/ 8.4	8.8	8.3	8.7	5.3	8.6		1557/20.3	18.4	16.2	D	WTVR-F
4. WRVA (FS/T)	98/ 8.2	7.9	10.6	8.8	9.9	8.9		1361/17.8	18.4	20.9	F	WRVA
5. WRVQ-F (CHR)	85/ 7.1	7.1	7.1	7.0	8.6	7.1		1601/20.9	20.8	21.1	E	WRVQ-F
6. WRXL-F (AOR)	76/ 6.3	5.8	6.7	6.0	6.1	6.2		1189/15.5	17.2	17.6	E	WRXL-F
7. WMXB-F (AC)	70/ 5.8	5.4	5.3	5.7	6.5	5.6		1216/15.9	13.6	16.9	F	WMXB-F
8. WPLZ-F (B/AC)	59/ 4.9	6.9	6.0	6.3	7.5	6.0		1194/15.6	15.7	17.6	C	WPLZ-F
9. WLEE-F (O-70's)	55/ 4.6	4.0	2.8	3.0	3.9	3.6		1059/13.8	14.2	11.7		WLEE-F
10. WVGO-F (AOR-P)	50/ 4.2	3.8	4.5	5.0	5.8	4.4		822/10.7	10.0	12.8	D	WVGO-F
11. WSOJ-F (B)	38/ 3.2	3.3	2.5	2.1	2.9	2.8		605/ 7.9	8.4	6.6		WSOJ-F
12. WBZU-F (AOR-NR)	32/ 2.7	2.5	2.4	2.8	1.8	2.6		805/10.5	8.5	6.9		WBZU-F
13. WTVR (ST)	24/ 2.0	1.9	1.7	1.6	1.3	1.8		409/ 5.3	3.4	2.8		WTVR
14. WFTH (G)	21/ 1.7	0.5	1.5	0.3	0.8	1.0		237/ 3.1	1.3	2.0		WFTH
15. WGCV (G/B)	20/ 1.7	1.8	0.6	0.9	1.0	1.3		271/ 3.5	2.2	1.7		WGCV

12+ FM SHARE (METRO): 79.46% (851 of 1071) (SUM 94: 80.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WCDX-F	1 WCDX-F>	1 WCDX-F	1 WCDX-F	1 WKHK-F	1 WRVA	1 WKHK-F	1 WKHK-F<	1 WKHK-F	1 WCDX-F>>	1 WCDX-F
2 WRVQ-F>	2 WKHK-F	2 WKHK-F	WKHK-F	2 WCDX-F	2 WKHK-F	WRVA >	2 WTVR-F>	2 WCDX-F	2 WPLZ-F	2 WKHK-F
3 WKHK-F	WRXL-F	3 WRXL-F<	3 WTVR-F	3 WTVR-F	3 WTVR-F>	3 WTVR-F<	3 WCDX-F<	3 WTVR-F	3 WRVA	3 WRVA
WPLZ-F	4 WRVQ-F	4 WRVQ-F<	4 WMXB-F<	4 WMXB-F	4 WMXB-F<	4 WCDX-F	4 WRXL-F	4 WRVQ-F	WKHK-F	4 WRXL-F
5	5 WVGO-F	5 WTVR-F	5 WRXL-F<	5 WRVQ-F	5 WCDX-F	5 WRVQ-F	5 WRVQ-F<	5 WRVA	5 WRXL-F	5 WTVR-F
6	6 WPLZ-F	6 WMXB-F	6 WRVQ-F	WRXL-F	6	6 WRXL-F<	6 WRVA	WRXL-F	6 WRVQ-F	6 WPLZ-F
7	7	7 WLEE-F<	7 WLEE-F	7 WLEE-F	7	7 WMXB-F	7 WMXB-F	7	7	7
8	8	8 WVGO-F	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 WCDX-F	1 WCDX-F	1 WKHK-F<	1 WKHK-F<	1 WCDX-F	1 WCDX-F	1 WCDX-F	1 WCDX-F<	1 WKHK-F<
2 WKHK-F	2 WKHK-F	2 WKHK-F	2 WCDX-F	2 WTVR-F	WRXL-F	2 WRXL-F>	2 WRXL-F	2 WRXL-F	2 WCDX-F<
3 WRVQ-F	3 WRVQ-F>	3 WRVQ-F	3 WTVR-F	3 WCDX-F	3 WKHK-F	3 WVGO-F<	3 WVGO-F	3 WKHK-F	3 WRXL-F
4 WPLZ-F	4 WMXB-F	4 WMXB-F	4 WRVQ-F<	4 WMXB-F	WPLZ-F	4 WLEE-F	4 WLEE-F	4 WLEE-F	4 WLEE-F
5	WTVR-F<	WVGO-F	5 WMXB-F>	5 WRVQ-F>	5 WRVQ-F	5 WRVQ-F	5 WRVQ-F	5 WVGO-F	5 WVGO-F
6	6 WPLZ-F	6	6	6	WLEE-F	6 WPLZ-F	6	6 WRVQ-F	6 WMXB-F
7	7 WTVR-F	7	7	7	7	7	7	7	7
8	WRXL-F	8	8	8	8	8	8	8	8

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

WDYL-F	92.1	CHESTER	0.8/3.2
WLEE	1320	RICHMOND	0.6/1.8
WREJ	1540	RICHMOND	1.1/3.0
WRVH	910	RICHMOND	0.9/3.3
WSTK	1290	COLONIAL HTS	0.8/1.7
WXGI	950	RICHMOND	1.3/3.4
WAFX-F	106.9	SUFFOLK	0.3/2.1

RICHMOND

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)	, Telk/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)
WBZU-F, 104.7, 100 KW @ 980,	AOR-NR	, \$	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: WKIK-F changes to WBZU-F and format from Country to AOR-NR (Aug) . . .

RIVERSIDE-SAN BERNARDINO

Arbitron Rank/Pop (12+): 28/1,347,800

Stations: 42/13
Diaries: 2363/570:1/49.9%
Sample Target: 2130
% Below Line: 54.5
% Not Listed: 12.5

1994 Revenue: \$21,200,000
HH Inc.: \$37,221
Retail \$: 19.7 Bil
Pop per Station: 103,678
#1 Biller: KFRG-F \$6,500,000

MSA Rank/Pop: 10/3,020,000

Los Angeles DMA

Average Person Ratings: 16.9

Market TSL: 22.50 hours

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. KFRG-F (C)	231/10.1	7.9	9.5	7.0	6.9	8.6		2541/18.9	17.1	15.9	G	KFRG-F
2. KFI (T)	158/ 6.9	6.8	7.5	6.6	6.2	7.0		1939/14.4	14.5	13.6		KFI
3. KGGI-F (CHR)	131/ 5.8	6.4	6.7	7.0	7.3	6.5		2464/18.3	17.9	21.2	F	KGGI-F
4. KVAR-F (SP)	99/ 4.3	3.8	2.1	3.2	3.8	3.4		984/ 7.3	7.1	10.2		KVAR-F
5. KLOS-F (AOR)	95/ 4.2	3.8	3.4	3.6	4.0	3.8		1617/12.0	11.2	11.5		KLOS-F
6. KOLA-F (O)	94/ 4.1	3.7	3.6	5.3	3.6	4.2		1744/12.9	13.6	12.0	D	KOLA-F
7. KCAL-F (AOR)	82/ 3.6	3.6	2.4	4.0	4.5	3.4		1226/ 9.1	9.8	10.7	F	KCAL-F
8. KIIS-F (CHR)	81/ 3.6	3.2	3.0	2.9	2.5	3.2		1711/12.7	10.7	11.0		KIIS-F
9. KKBT-F (B)	80/ 3.5	4.3	3.4	3.7	2.0	3.7		953/ 7.1	8.6	7.4		KKBT-F
10. KOST-F (AC)	72/ 3.2	3.4	3.3	3.8	3.5	3.4		1468/10.9	11.2	10.9		KOST-F
11. KCBS-F (O)	69/ 3.0	3.3	2.8	3.1	3.6	3.1		1149/ 8.5	9.3	10.9		KCBS-F
12. KROQ-F (AOR)	66/ 2.9	3.1	3.4	3.2	3.8	3.2		1121/ 8.3	8.4	8.0		KROQ-F
13. KWRP-F (SAC)	54/ 2.4	2.2	2.1	2.4	2.7	2.3		522/ 3.9	3.5	2.8		KWRP-F
14. KNX (N)	51/ 2.2	2.5	2.9	2.2	2.5	2.5		1128/ 8.4	8.7	8.5		KNX
15. KCXX-F (AOR-P)	48/ 2.1	2.4	1.8	1.3	1.5	1.9		954/ 7.1	7.2	4.3		KCXX-F
16. KPWR-F (U/CHR)	45/ 2.0	1.5	1.9	2.2	1.4	1.9		969/ 7.2	6.0	6.1		KPWR-F
KBIG-F (AC)	45/ 2.0	2.5	1.6	2.7	3.7	2.2		928/ 6.9	7.5	8.9		KBIG-F
KLVE-F (SP)	45/ 2.0	2.2	1.5	1.6	1.6	1.8		617/ 4.6	5.0	2.8		KLVE-F
19. KTWV-F (J)	44/ 1.9	2.2	2.3	2.5	1.7	2.2		735/ 5.5	5.7	4.5		KTWV-F
20. KOOJ-F (C)	40/ 1.8	2.3	1.9	0.7	0.8	1.7		672/ 5.0	5.3	3.3		KOOJ-F

12+ FM SHARE (METRO): 81.18% (1618 of 1993) (SUM 94: 78.37%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KGGI-F>	1 KVAR-F<	1 KFRG-F>	1 KFRG-F>	1 KFRG-F>>	1 KFRG-F>	1 KFRG-F	1 KFRG-F	1 KFRG-F>	1 KGGI-F	1 KFI
2 KIIS-F	2 KFRG-F	2 KVAR-F<	2 KOLA-F	2 KFI <	2 KFI >>	2 KFI >	2 KFI >	2 KFI	2 KFRG-F	2 KFRG-F>>
3 KKBT-F	3 KGGI-F	3 KLOS-F<	KLOS-F<	3 KOLA-F	3 KOLA-F	3 KLOS-F	3 KGGI-F	3 KGGI-F	3 KKBT-F	3 KNX
4 KPWR-F	4 KCAL-F<	4 KGGI-F	4 KFI <	4 KLOS-F	4 KWRP-F	4 KGGI-F	4 KOLA-F	4 KOLA-F	4 KROQ-F<	4 KOST-F
5 KROQ-F	5 KROQ-F	5 KCAL-F	5 KVAR-F	5 KVAR-F	5	5 KIIS-F<	5 KVAR-F	5 KLOS-F	5 KFI <	KOLA-F
6	6	6	6 KCAL-F	KGGI-F<	6	6 KCAL-F	6	KVAR-F	6 KVAR-F	6
7	7	7	7	7 KCAL-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 KFRG-F	1 KVAR-F<	1 KVAR-F	1 KFRG-F>	1 KFRG-F>	1 KROQ-F	1 KLOS-F	1 KLOS-F	1 KLOS-F<	1 KFRG-F
KVAR-F	2 KFRG-F<	2 KFRG-F	2 KGGI-F	2 KOLA-F	2 KLOS-F	2 KCAL-F	2 KCAL-F	2 KFRG-F	2 KLOS-F
3 KROQ-F	3 KGGI-F	KGGI-F	KVAR-F	3 KGGI-F	3 KGGI-F	3 KROQ-F	3 KOST-F	3 KCAL-F	3 KFI
KGGI-F	4 KKBT-F>	4 KKBT-F	4 KOLA-F	4 KVAR-F	4 KPWR-F	4 KVAR-F	4 KFRG-F	4 KFI	4 KCAL-F<
5 KKBT-F	5	5 KLOS-F	5 KKBT-F	5 KFI	KVAR-F	5 KFRG-F	5 KVAT-F	5 KVAR-F	5 KCBS-F
6 KIIS-F	6	KOLA-F	6	6	6 KIIS-F	6	6 KCXX-F	6	6
KCXX-F	7	7 KOST-F	7	7	7 KCAL-F	7	7 KCBS-F	7	7
							KROQ-F		

RIVERSIDE-SAN BERNARDINO

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

KCAL	1410	REDLANDS	0.8/2.4
KDIF	1440	RIVERSIDE	0.8/2.0
KKLA	1240	SAN BERNARDINO	0.5/1.1
KMEN	1290	SAN BERNARDINO	0.4/1.4
KSZZ	590	SAN BERNARDINO	0.4/1.3
KXRS-F	105.7	HEMET	0.4/0.9
KWVE-F	107.9	SAN CLEMENTE	0.4/1.7
XTRA	690	TIJUANA	0.7/2.0

SEE LOS ANGELES FOR MORE ABOUT THE FOLLOWING:

KABC	0.7/ 2.6	KLAX-F	0.7/ 1.8	KTNQ	0.5/ 1.0
KBRT	0.4/ 1.0	KLSX-F	0.7/ 3.4	KXEZ-F	0.9/ 2.8
KFWB	0.8/ 3.6	KMPC	0.6/ 2.3	KYSR-F	0.6/ 2.1
KKGO-F	1.2/ 4.0	KRTH-F	1.9/ 8.0	KZLA-F	1.0/ 3.2
KLAC	1.1/ 3.1	KSCA-F	0.7/ 1.4		

RADIO STATIONS

KCAL, 1410,	5 KW/4 KW (DA-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 <u>W</u> @ 1502,	EZ/Soft AC	USA, \$ 25.00 (K & P)	(SAN JACINTO)

Other Ranked Stations -- See Los Angeles

ROCHESTER

Arbitron Rank/Pop (12+): 44/897,500
 MSA Rank/Pop: 48/1,090,000
 DMA # 71
 Average Person Ratings: 15.8
 Market TSL: 20.75 hours

Stations: 22/16
 Diaries: 1989/451:1/56.9%
 Sample Target: 1935
 % Below Line: 4.1
 % Not Listed: 16.1

1994 Revenue: \$28,200,000
 HH Inc.: \$38,240
 Retail \$: 8.8 Bil
 Pop per Station: 56,094
 #1 Biller: WCMF A/F \$5,300,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WHAM (FS)	150/10.6	8.9	11.8	13.5	9.7	11.2		2148/23.9	20.9	21.5	F	WHAM
2. WBEE-F (C)	149/10.5	12.7	12.6	11.7	12.7	11.9		1913/21.3	22.6	21.0	F	WBEE-F
3. WCMF-F (AOR)	128/ 9.0	10.9	11.7	10.3	10.8	10.5		1953/21.8	24.8	25.0	G	WCMF-F
4. WPXY-F (CHR)	109/ 7.7	9.1	8.3	8.2	9.4	8.3		2010/22.4	25.6	25.5	E	WPXY-F
5. WRMM-F (SAC)	103/ 7.3	7.0	7.6	8.4	7.7	7.6		1757/19.6	21.3	18.7	D	WRMM-F
6. WNVE-F (AOR-NR)	96/ 6.8	5.0	1.7	1.9	2.5	3.9		1417/15.8	13.2	8.5		WNVE-F
7. WDKX-F (B)	87/ 6.1	6.3	5.2	4.6	4.9	5.6		867/ 9.7	9.4	8.9	B	WDKX-F
8. WKLY-F (O)	79/ 5.6	5.8	5.4	6.0	7.3	5.7		1486/16.6	17.1	17.4	C	WKLY-F
9. WVOR-F (AC)	73/ 5.1	4.1	4.9	5.6	4.6	4.9		1344/15.0	14.7	14.0	C	WVOR-F
10. WBBF (ST)	52/ 3.7	2.3	4.4	2.8	3.3	3.3		628/ 7.0	5.9	8.0	A	WBBF
11. WMAX-F (AOR-P)	37/ 2.6	3.2	3.1	3.2	2.7	3.0		616/ 6.9	9.0	8.7	C	WMAX-F
12. WHRR-F (CL AOR)	27/ 1.9	0.9	1.3	1.3	0.8	1.4		567/ 6.3	3.6	2.8		WHRR-F
13. WJZR-F (J)	16/ 1.1	1.6	1.1	1.4	1.3	1.3		300/ 3.3	5.3	3.4	B	WJZR-F
14. WHTK (T)	13/ 0.9	1.0	0.8	0.7	0.7	0.9		317/ 3.5	4.0	3.3		WHTK
15.												

12+ FM SHARE (METRO): 80.08% (953 of 1190) (SUM 94: 84.04%)

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 WHAM >	1 WHAM <	1 WBEE-F	1 WHAM <	1 WHAM	1 WHAM >
2 WNVE-F>	2 WNVE-F<	2 WBEE-F	2 WBEE-F>	2 WBEE-F>	2 WBEE-F>	2 WCMF-F	2 WCMF-F	2 WBEE-F<	2 WDKX-F<	2 WDKX-F
3 WDKX-F	3 WPXY-F	3 WPXY-F	3 WPXY-F<	3 WRMM-F	3 WRMM-F	3 WBEE-F>	3 WHAM	3 WCMF-F	3 WNVE-F	3 WRMM-F
4	4 WBEE-F	4 WNVE-F<	4 WRMM-F<	4 WPXY-F<	4 WKLY-F	4 WRMM-F<	4 WRMM-F<	4 WPXY-F	4 WPXY-F	4 WBEE-F
5	5 WDKX-F	5 WRMM-F	5 WVOR-F	5 WVOR-F	5 WBBF	5 WNVE-F	5 WPXY-F	5 WRMM-F	5 WRMM-F<	5
6	6 WRMM-F	6 WDKX-F	6	6 WHAM	6	6 WPXY-F	6	6	6 WKLY-F<	6
7	7	7	7	7 WKLY-F	7	7	7	7	7 WBEE-F	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 WNVE-F	1 WCMF-F	1 WCMF-F	1 WCMF-F>	1 WCMF-F>
2 WCMF-F	2 WCMF-F<	2 WCMF-F	2 WBEE-F	2 WRMM-F<	2 WCMF-F	2 WNVE-F>>	2 WNVE-F	2 WNVE-F>	2 WBEE-F
3 WRMM-F	3 WRMM-F	3 WBEE-F	3 WRMM-F	3 WPXY-F	3 WDKX-F	3 WBEE-F	3 WBEE-F	3 WBEE-F	3 WHAM <
4 WNVE-F	4 WBEE-F<	4 WRMM-F	4 WCMF-F	4 WVOR-F	4 WPXY-F	4 WDKX-F	4 WMAX-F	4 WDKX-F<	4 WNVE-F
5	5 WDKX-F	5 WDKX-F	5 WDKX-F<	5 WCMF-F	5	5 WPXY-F	5	5 WHAM	5 WKLY-F<
6	6 WNVE-F	6 WVOR-F	6 WVOR-F	6 WDKX-F<	6	6	6	6	6 WRMM-F
7	7	7	7	7 WKLY-F	7	7	7	7	7 WVOR-F
									7 WMAX-F

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

WCMF	990	ROCHESTER	0.6/2.5
WZXF-F	99.7	PALMYRA	0.4/2.2
WYLF	850	PENN YAN	1.0/2.0

SEE BUFFALO FOR MORE ABOUT THE FOLLOWING:

WKSE-F	0.4/ 1.2	WYRK-F	0.5/ 1.6
WMJO-F	0.7/ 2.8	CFMX-F	0.6/ 1.5
WNUC-F	0.8/ 2.3		

ROCHESTER

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.
WDKX-F, 103.9, 0.8 KW @ 541,	Black	, \$ 28.00 (Williams)	
WHRR-F, 93.3, 4 KW @ 390,	Classic AOR/70's	WW1 , \$ NA (Mc-Guild)	(AVON)
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: WEZO-F changes to WHRR-F (May). . .

SACRAMENTO

Arbitron Rank/Pop (12+): 29/1,340,800

Stations: 32/25

1994 Revenue: \$63,200,000

MSA Rank/Pop: 34/1,650,000

Diaries: 2399/559:1/53.7%

HH Inc.: \$37,617

DMA # 17

Sample Target: 2220

Retail \$: 12.8 Bil

Average Person Ratings: 16.4

% Below Line: 5.1

Pop per Station: 53,632

Market TSL: 22.00 hours

% Not Listed: 13.6

#1 Biller: KFBK \$12,100,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. KFBK (N/T)	217/ 9.9	9.7	11.4	13.9	11.5	11.2		2709/20.2	20.9	22.8	I	KFBK
2. KSFM-F (CHR)	186/ 8.4	7.2	7.7	5.8	7.4	7.3		2595/19.4	16.7	17.8	G	KSFM-F
3. KNCI-F (C)	161/ 7.3	6.8	5.7	5.7	7.1	6.4		1990/14.8	14.5	16.7	G	KNCI-F
4. KGBY-F (AC)	125/ 5.7	5.8	5.0	7.3	5.3	6.0		2168/16.2	16.3	15.0	G	KGBY-F
5. KWOD-F (AOR-NR)	115/ 5.2	5.0	4.9	3.8	4.5	4.7		1862/13.9	13.0	11.0	C	KWOD-F
6. KHYL-F (O)	111/ 5.0	6.1	5.6	5.8	4.4	5.6		2176/16.2	17.9	15.5	F	KHYL-F
7. KRXQ-F (AOR)	106/ 4.8	4.6	4.2	3.4	5.5	4.3		1652/12.3	11.8	12.1	E	KRXQ-F
8. KSEG-F (CL AOR)	97/ 4.4	3.9	4.5	4.3	5.0	4.3		1646/12.3	11.5	13.0	G	KSEG-F
9. KSTE (T)	90/ 4.1	4.1	4.4	2.8	1.7	3.9		1369/10.2	9.1	5.4	C	KSTE
10. KYMX-F (SAC)	83/ 3.8	4.2	5.9	4.4	5.1	4.6		1637/12.2	13.1	12.4	E	KYMX-F
11. KXOA-F (O-70's)	82/ 3.7	4.1	3.3	4.5	4.6	3.9		1791/13.4	14.1	14.4	F	KXOA-F
12. KRAK-F (C)	79/ 3.6	3.9	4.0	3.2	3.7	3.7		1303/ 9.7	11.8	11.8	F	KRAK-F
13. KCTC (ST)	78/ 3.5	3.9	4.0	3.5	3.2	3.7		1016/ 7.6	7.8	6.2	B	KCTC
14. KSSJ-F (REL)	47/ 2.1	1.6	1.3	2.2	2.3	1.8		746/ 5.6	5.0	7.0		KSSJ-F
15. KOPT-F (AOR-P)	46/ 2.1	2.4	2.6	1.6	2.9	2.2		806/ 6.0	7.5	7.1	D	KOPT-F
16. KHTK (T)	43/ 2.0	2.0	1.5	2.0	0.9	1.9		677/ 5.0	6.0	2.2	C	KHTK
17. KGO (T)	35/ 1.6	1.0	1.4	2.0	1.6	1.5		596/ 4.4	3.1	4.3		KGO
18. KQBR-F (J)	28/ 1.3	1.2	1.1	1.2	1.1	1.2		411/ 3.1	3.1	3.9	B	KQBR-F
19.												
20.												

12+ FM SHARE (METRO): 70.26% (1337 of 1903) (SUM 94: 73.30%)

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 KFBK	1 KFBK	1 KFBK >>	1 KFBK >	1 KFBK >	1 KSFM-F	1 KSFM-F>	1 KSTE <
2 KWOD-F>>	2 KWOD-F<	2 KSFM-F	2 KNCI-F	2 KNCI-F<	2 KHYL-F<	2 KNCI-F<	2 KSFM-F	2 KFBK	2 KWOD-F	2 KSFM-F<
3	3 KRXQ-F	3 KFBK <	3 KGBY-F<	3 KGBY-F	3 KNCI-F	3 KGBY-F	3 KNCI-F	3 KNCI-F	3 KNCI-F	3 KFBK
4	KNCI-F	4 KGBY-F	4 KSEG-F	4 KHYL-F<	4 KSTE	4 KSFM-F	KGBY-F	4 KWOD-F<	4 KSTE	4 KHYL-F
5	5 KGBY-F	5 KRXQ-F<	KSFM-F>	5 KSEG-F	5 KCTC	5 KRXQ-F	5 KSEG-F	5 KHYL-F<	5	5 KNCI-F
6	6	6 KSEG-F	6 KRXQ-F<	KSFM-F	6 KGBY-F	6 KHYL-F	6 KHYL-F	6 KGBY-F	6	6 KYMX-F
7	7	7	7 KHYL-F	7	7	KSTE	KRXQ-F	7	7	7
8	8	8	8	8	8	8	KSTE	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 KSFM-F	1 KSFM-F	1 KNCI-F	1 KGBY-F<	1 KGBY-F	1 KWOD-F<	1 KWOD-F	1 KWOD-F<	1 KFBK	1 KFBK >
2 KWOD-F	2 KNCI-F	KSFM-F	2 KNCI-F<	2 KNCI-F	2 KSFM-F	2 KRXQ-F	2 KRXQ-F	2 KSEG-F	2 KSEG-F
3 KRXQ-F	3 KGBY-F	3 KGBY-F>	3 KSFM-F>	3 KHYL-F	3 KNCI-F	3 KSFM-F	3 KFBK	3 KRXQ-F<	3 KRXQ-F<
4 KNCI-F	4 KRXQ-F	4 KRXQ-F	4 KHYL-F	4 KSFM-F<	4 KRXQ-F	4 KNCI-F<	4 KSEG-F	4 KNCI-F<	4 KNCI-F
5 KGBY-F	5 KWOD-F>	KRAK-F<	5 KRXQ-F<	5 KFBK	5	5 KSEG-F<	5 KSFM-F	5 KSFM-F<	5 KSFM-F<
6	6	6 KXOA-F>	6 KFBK	6 KYMX-F<	6	6 KFBK	6 KNCI-F	6 KWOD-F	6 KXOA-F
7	7	7	7	7 KSTE	7	7	7 KGBY-F	7	7
8	8	8	8	8	8	8	8 KRAK-F	8	8

SACRAMENTO

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

KFIA	710	CARMICHAEL	0.7/2.8
KMJI	1380	SACRAMENTO	0.6/2.6
KOWL	1490	S. LAKE TAHOE	0.4/0.7
KRLT-F	93.9	S. LAKE TAHOE	0.5/1.0
KRCX	1110	ROSEVILLE	0.4/1.1
KSXX-F	99.9	MARYSVILLE	0.7/2.0
KXOA	1470	SACRAMENTO	0.5/2.8
KZSA-F	92.1	PLACERVILLE	0.5/1.6
KATM-F	103.3	MODESTO	0.6/1.7
KHOP-F	104.1	MODESTO	0.4/1.7
KKOH	780	RENO	0.4/0.6
KMEL-F	106.1	SAN FRANCISCO	0.5/2.6
KNBR	680	SAN FRANCISCO	1.0/4.4
KSFO	560	SAN FRANCISCO	0.6/1.1

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)	
KMJI	, 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: KIMN changes to KMJI (July). . .

SAGINAW-BAY CITY-MIDLAND

Arbitron Rank/Pop (12+): 119/329,000
 MSA Rank/Pop: 121/403,000
 DMA # 59 (w/Flint)
 Average Person Ratings: 16.0
 Market TSL: 21.25 hours

Stations: 19/16
 Diaries: 1070/307:1/53.4%
 Sample Target: 945
 % Below Line: 5.7
 % Not Listed: 14.4

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

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WSGW (N/T)	58/11.0	8.6	9.2	9.4	13.4	9.6		683/20.8	20.3	25.8	D	WSGW
2. WKCO-F (C)	52/ 9.8	12.2	11.2	11.2	12.5	11.1		774/23.5	25.8	25.3	D	WKCO-F
3. WHNN-F (O)	43/ 8.1	7.7	7.9	9.2	9.2	8.2		620/18.8	21.6	24.1	D	WHNN-F
4. WIOG-F (AC)	41/ 7.8	8.7	6.5	6.7	8.3	7.4		685/20.8	23.6	22.1	C	WIOG-F
5. WTLZ-F (B)	39/ 7.4	5.1	5.6	3.6	4.1	5.4		378/11.5	10.4	9.2	B	WTLZ-F
6. WKQZ-F (AOR)	37/ 7.0	8.7	9.1	7.6	8.1	8.1		612/18.6	17.1	17.9	C	WKQZ-F
7. WTCF-F (CHR)	33/ 6.3	6.2	7.2	4.4	4.8	6.0		608/18.5	20.1	17.4	A	WTCF-F
8. WCEN-F (C)	28/ 5.3	3.1	4.5	4.3	3.0	4.3		382/11.6	9.8	9.1		WCEN-F
9. WGER-F (SAC)	22/ 4.2	5.1	6.6	6.9	7.1	5.7		421/12.8	15.2	18.2	C	WGER-F
10. WIXC-F (C)	21/ 4.0	5.1	4.0	5.5	5.7	4.7		397/12.1	11.9	14.3	B	WIXC-F
11. WSAM (ST)	17/ 3.2	3.3	1.6	2.8	2.7	2.7		244/ 7.4	9.5	8.3	A	WSAM
12. WMJA-FF (CL AOR)	14/ 2.7	3.5	1.6	2.1	2.1	2.5		245/ 7.4	8.9	7.5		WMJA-FF
13. WJR (FS)	11/ 2.1	1.5	2.6	2.1	1.2	2.1		177/ 5.4	5.3	6.2		WJR
14. WFDF (ST)	10/ 1.9	1.6	1.9	1.6	1.4	1.8		159/ 4.8	3.9	4.0		WFDF
15. WOVE-F (B)	9/ 1.7	0.7	1.2	0.9	0.9	1.1		123/ 3.7	3.2	2.4		WOVE-F
16. WKNX (ST)	8/ 1.5	1.8	2.3	3.4	2.5	2.3		170/ 5.2	5.7	5.7	A	WKNX
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 75.00% (339 of 452) (SUM 94: 74.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTCF-F>>	1 WKQZ-F	1 WIOG-F	1 WIOG-F	1 WIOG-F<	1 WSGW	1 WSGW >	1 WKCO-F<	1 WKCO-F	1 WTLZ-F>	1 WSGW
2 WTLZ-F>>	2 WIOG-F	2 WKQZ-F<	2 WHNN-F<	2 WKCO-F<	2 WKCO-F	2 WKCO-F	2 WSGW	2 WIOG-F<	2 WSGW	2 WTLZ-F
3	3 WTLZ-F<	3 WHNN-F<	3 WKCO-F	3 WHNN-F	WHNN-F>	3 WHNN-F	3 WIOG-F	3 WHNN-F<	3 WTCF-F	3 WKQZ-F
4	4 WKCO-F	4 WKCO-F	4 WKQZ-F	4 WKQZ-F	4 WIOG-F	4 WIOG-F	4 WHNN-F	4 WSGW <	4 WKCO-F	WHNN-F
5	WTCF-F	5 WTLZ-F	5 WTLZ-F	5 WTLZ-F	5	5 WKQZ-F	5 WKQZ-F	5 WKQZ-F	5 WHNN-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 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
WTLZ-F>>	2 WTLZ-F	2 WKCO-F	2 WKCO-F<	2 WKCO-F	2 WTCF-F	2 WTCF-F	2 WCEN-F	2 WHNN-F	WHNN-F<
3	WKCO-F	3 WKQZ-F	3 WTLZ-F	3 WHNN-F	3 WIXC-F	WTLZ-F	3 WKCO-F	3 WKCO-F	3 WKCO-F
4	4 WTCF-F	WTLZ-F	4 WHNN-F	4 WGER-F	WTLZ-F	4 WKCO-F	WTLZ-F	4 WIOG-F	4 WCEN-F
5	5 WKQZ-F	5 WGER-F	5 WTCF-F	WTLZ-F	5	WCEN-F	5 WTCF-F	WTLZ-F	WIOG-F
6	6	WTCF-F	WGER-F	6	6	WIOG-F	6	6	WTLZ-F
7	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	TSA /CUME
WMAX	1440	BAY CITY	1.3/3.9	
WMPX	1490	MIDLAND	0.4/1.1	

SAGINAW-BAY CITY-MIDLAND

RADIO STATIONS

WKNX, 1210, 10 KW (DAYS)	, 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 @ 981, Country	WESTWD, \$ 20.00 (Patt)		(MT. PLEASANT)
WGER-F, 106.3, 2 KW @ 380, Soft AC	WESTWD, \$ 29.00 (Katz)		
WHNN-F, 96.1, 100 KW @ 1020, Old'es	WESTWD, \$ 60.00 (Eastman)		Liggett
WIOG-F, 102.5, 86 KW @ 800, AC/CHR	ABC, \$ 44.00 (Katz)		Fritz
WIXC-F, 97.3, 3 KW @ 328, Country	, \$ 21.00 (D & R)		Midwest Family (ESSEXVILLE)
WKQZ-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 @ 328, CHR	, \$ 16.00 (K & P)		(CARROLLTON)
WTLZ-F, 107.1, 4.9 KW @ 397, BLACK	AURN, \$ 22.00 (Roslin)		Taylor
WMJA-F, 104.5, 2.9 KW @ 413, AOR/Classic	WESTWD, ABC, \$ 15.00 (Banner)		

Other Ranked Stations - See Flint and Detroit

***** 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	

ST. LOUIS

Arbitron Rank/Pop (12+): 17/2,098,500
 MSA Rank/Pop: 16/2,580,000
 DMA # 19
 Average Person Ratings: 16.7
 Market TSL: 22.00 hours

Stations: 28/28
 Diaries: 3128/671:1/55.4%
 Sample Target: 2940
 % Below Line: 0.0%
 % Not Listed: 7.9%

1994 Revenue: \$82,900,000
 HH Inc.: \$36,465
 Retail \$: 24.1 Bil
 Pop per Station: 74,946
 #1 Biller: KMOX \$19,500,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. KMOX (T)	500/14.2	13.2	13.8	14.9	14.9	14.0		6137/29.2	30.2	30.5	J	KMOX
2. WIL -F (C)	310/ 8.8	8.1	8.9	7.2	9.1	8.3		3842/18.3	18.1	19.6	H	WIL -F
3. KMJM-F (B)	250/ 7.1	7.8	7.4	7.7	7.8	7.5		2542/12.1	12.3	12.1	G	KMJM-F
4. KEZK-F (SAC)	247/ 7.0	8.0	8.3	6.5	6.5	7.5		3554/16.9	19.2	16.8	G	KEZK-F
5. KSHE-F (AOR)	221/ 6.3	6.9	5.4	7.9	7.9	6.6		3467/16.5	15.4	18.3	H	KSHE-F
6. KYKY-F (AC)	196/ 5.6	6.1	5.7	4.9	5.2	5.6		3482/16.6	15.7	16.7	H	KYKY-F
7. KPNT-F (AOR-NR)	170/ 4.8	4.3	4.0	2.9	2.5	4.0		2865/13.7	12.8	8.3	C	KPNT-F
8. WKBO-F (CHR)	161/ 4.6	4.2	4.0	3.7	3.4	4.1		3353/16.0	14.8	13.9	E	WKBO-F
9. KIHT-F (D-70's)	127/ 3.6	3.2	2.9	4.5	5.6	3.6		2639/12.6	10.5	15.3	D	KIHT-F
WKKX-F (C)	127/ 3.6	3.6	4.3	2.9	3.6	3.6		2214/10.6	10.5	10.3	D	WKKX-F
11. KLOU-F (O)	124/ 3.5	4.2	3.6	3.4	3.2	3.7		2752/13.1	14.4	11.5	E	KLOU-F
12. KXOK-F (B/AC)	113/ 3.2	2.5	2.3	2.0	2.1	2.5		1579/ 7.5	7.1	5.6	C	KXOK-F
13. KSD -F (CL AOR)	103/ 2.9	2.7	2.3	2.8	3.6	2.7		2917/13.9	12.0	13.1	G	KSD -F
14. KFUD-F (CL)	83/ 2.4	2.7	2.7	3.1	1.9	2.7		1518/ 7.2	7.1	6.6	C	KFUD-F
15. WRTH (ST)	78/ 2.2	1.9	2.2	2.6	3.2	2.2		1013/ 4.8	5.4	6.1	C	WRTH
16. WVRV-F (AOR-P)	60/ 1.7	1.5	2.1	1.9	1.3	1.8		1169/ 5.6	5.3	4.8	C	WVRV-F
KATZ (B/O)	60/ 1.7	1.3	1.3	1.4	1.5	1.4		892/ 4.3	3.2	3.8	A	KATZ
18. KSD (ST)	51/ 1.5	1.5	1.0	0.9	0.7	1.2		1152/ 5.5	4.7	3.9		KSD
19. WIBV (T)	43/ 1.2	1.2	1.7	1.6	1.3	1.4		853/ 4.1	4.4	4.0		WIBV
20. WCBW-F (REL)	42/ 1.2	1.3	1.4	1.0	1.3	1.2		733/ 3.5	4.2	4.3		WCBW-F
21. KNZJ-F (J)	34/ 1.0	1.2	1.2	2.1	1.4	1.4		629/ 3.0	4.9	4.7	B	KNZJ-F
22.												
23.												
24.												
25.												

12+ FM SHARE (METRO): 73.24% (2368 of 3233) (SUM 94: 71.70%)

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 KMOX <	1 KMOX >>	1 KMOX >>	1 KMOX >	1 KMOX	1 KMOX >	1 KMOX >>>
2 KPNT-F	2 KMJM-F	2 KMJM-F	2 KYKY-F	2 KEZK-F<	2 WIL -F	2 WIL -F	2 WIL -F<	2 WIL -F	2 KMJM-F>	2 KSHE-F
WKBO-F	3 KPNT-F	3 KYKY-F	3 KMJM-F<	3 WIL -F<	3 KEZK-F>	3 WKBO-F	3 KEZK-F>	3 KMJM-F<	3 KSHE-F	3 KMJM-F
4	4 KYKY-F	4 WIL -F<	4 KMOX	4 KYKY-F	4	4 KEZK-F<	4 KSHE-F	4 KEZK-F<	4 WIL -F	4 WIL -F
5	5 WKBO-F	5 KEZK-F	KEZK-F<	KSHE-F	5	5 KYKY-F	KYKY-F<	5 KSHE-F	5 KEZK-F	5 KXOK-F
6	6 KIHT-F	6 KPNT-F<	6 WIL -F	6 KMJM-F	6	6 KSHE-F	6 KMJM-F	6 KYKY-F	6 KPNT-F	6 WKKX-F
7	WIL -F	7 KMOX	7 KIHT-F	7 KLOU-F	7	7	7 KPNT-F	7 KPNT-F	7	7 KLOU-F
8	8	8	8	KXOK-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 KMJM-F	1 KYKY-F<	1 KYKY-F	1 KYKY-F	1 KEZK-F<	1 KSHE-F	1 KSHE-F>	1 KSHE-F>	1 KSHE-F>	1 KSHE-F<
2 KPNT-F	2 KMJM-F<	2 KMJM-F	2 KEZK-F	2 KYKY-F	2 KMJM-F	2 KMJM-F	2 KMJM-F<	2 KMJM-F	2 KMOX >
3 KYKY-F	3 KPNT-F>	3 KEZK-F	3 KMJM-F<	3 WIL -F>	3 KPNT-F	3 KPNT-F>	3 KPNT-F	3 KMOX	3 KMJM-F
4 WKBO-F	4 WIL -F<	4 KPNT-F	4 WIL -F	4 KMJM-F<	4 WKBO-F	4 WKBO-F	4 KMOX	4 KPNT-F	4 WIL -F
5 WIL -F	5 KEZK-F	5 KIHT-F	5 WKBO-F	5 KXOK-F	5	5 KIHT-F	5 WKBO-F	5 KSD -F<	5 KSD -F
6	WKBO-F	6 WIL -F	6 KPNT-F<	6 KMOX	6	6 WKKX-F	KIHT-F	6 WIL -F<	6 KIHT-F
7	7 KIHT-F	7	7 KIHT-F	KLOU-F<	7	7	7	7 KIHT-F	7 WKKX-F
8	8	8	8	8 KIHT-F	8	8	8	8	8

ST. LOUIS

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

KFNS	590	WOOD RIVER, IL	0.9/2.6
KIRL	1460	ST. CHARLES	0.7/1.8
KRAM	1380	ST. LOUIS	0.3/0.8
KWRE	730	WARRENTOWN, MO	0.4/0.8
WESL	1490	EAST ST. LOUIS	0.7/1.6
WEW	770	ST. LOUIS	0.5/1.9
WGNU	920	GRANITE CITY, IL	0.3/1.5

RADIO STATIONS

AM STATIONS

KATZ, 1600,	5 KW (DA-N)	, Black/Oldies	ABC, SMN,	\$ 39.00 (Mc-Guild)	Noble
KFNS, 590,	1 KW (DA-2)	, Sports		\$ 27.00 (D & R)	Compass
KMOX, 1120,	50 KW	, Talk/Full Service	CBS,	\$ 284.00 (CBS)	CBS
KSD, 550,	5 KW (DA-N)	, Standards		\$ NA (Mc-Guild)	EZ
KSIV, 1320,	5 KW/360 W	, Religion		\$ 20.00 (---)	Bott
KXOK, 630,	5 KW (DA-2)	, Black		\$ 26.00 (MMR)	Crawford
WESL, 1490,	700 W/1 KW (DA-1),	Gospel	WESTWD, AURN,	\$ 22.00 (---)	Willis
WEW, 770,	1 KW (DAYS)	, Standards	CNN,	\$ 27.00 (Roslin)	
WIBV, 1260,	5 KW (DA-2)	, Talk	TALKNT, WESTWD,	\$ 30.00 (---)	
WRTH, 1430,	5 KW (DA-2)	, Standards	WESTWD, ABC,	\$ 38.00 (Eastman)	Heritage

FM STATIONS

KNJZ, 100.3,	50 KW @ 489,	Black		\$ 36.00 (Mc-Guild)	Noble
KEZK, 102.5,	100 KW @ 1027,	Soft AC	WESTWD,	\$ 126.00 (D & R)	Compass
KFUO, 99.1,	100 KW @ 1027,	Classical	WESTWD,	\$ 48.00 (CM3S)	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
KSD, 93.7,	100 KW @ 859,	Classic AOR		\$ 135.00 (Katz)	EZ
KSHE, 94.7,	100 KW @ 1027,	AOR		\$ 187.00 (D & 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
WKBO, 104.1,	39 KW @ 551,	CHR		\$ 73.00 (MMR)	Zimmer (JERSEYVILLE, IL)
WKKX, 106.5,	90 KW @ 1027,	Country		\$ 69.00 (Banner)	Zimmer

Miscellaneous: KATZ changes to Black/Oldies and KNJZ-F changed to Black from Jazz. . . KFNS, KEZK-F sold by Compass to Par for \$26,000,000 (E) (Kalil; Star). . .

SALINAS-MONTEREY-SANTA CRUZ

Arbitron Rank/Pop (12+): 77/500,400
 MSA Rank/Pop: 127/617,000 (Monterey)
 178/617,000 (Santa Cruz)
 DMA # 105
 Average Person Ratings: 16.9
 Market TSL: 22.75 hours

Stations: 35/23
 Diaries: 1571/319:1/51.6%
 Sample Target: 1455
 % Below Line: 28.2%
 % Not Listed: 17.2%

1994 Revenue: \$13,000,000
 HH Inc.: \$39,392
 Retail \$: 4.7 Bil
 Pop per Station: 21,757
 #1 Biller: KTOM-AF \$2,300,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. KGO (T)	51/ 6.0	6.8	7.2	7.1	8.8	6.8		714/14.3	13.4	16.8		KGO
2. KTOM-AF (C)	46/ 5.4	5.7	5.6	7.0	8.0	5.9		694/13.9	12.6	14.3	D	KTOM-AF
3. KDON-F (CHR)	41/ 4.9	5.6	7.6	5.1	5.5	5.8		879/17.6	16.9	16.0	C	KDON-F
KLOK-F (SP)	41/ 4.9	4.1	2.4	---	---	---		426/ 8.5	6.1	---		KLOK-F
KWAV-F (AC)	41/ 4.9	5.2	6.4	7.3	6.6	6.0		647/12.9	10.9	16.5	D	KWAV-F
6. KYLD-FF (U/CHR)	39/ 4.6	4.2	4.7	2.5	3.6	4.0		655/13.1	11.1	7.7		KYLD-FF
7. KRQC-F (O-70's)	36/ 4.3	3.5	2.8	2.9	3.8	3.4		534/10.7	10.8	9.0	B	KRQC-F
8. KPIG-F (AOR-P)	35/ 4.1	4.3	2.8	3.7	2.3	3.3		394/ 7.9	7.1	5.7	B	KPIG-F
9. KOCN-F (SAC)	34/ 4.0	2.5	2.7	1.8	3.3	2.8		448/ 9.0	7.2	9.0	B	KOCN-F
10. KUFX-F (CL AOR)	32/ 3.8	3.5	4.5	4.0	4.5	4.0		579/11.6	12.5	10.9		KUFX-F
11. KBOQ-F (CL)	30/ 3.6	4.5	3.7	4.7	4.6	4.1		486/ 9.7	9.6	9.5	B	KBOQ-F
12. KBAY-F (SAC)	29/ 3.4	3.4	3.5	3.8	4.7	4.4		359/ 7.2	8.6	9.7		KBAY-F
13. KIDD (ST)	24/ 2.8	3.4	2.2	---	---	---		262/ 5.2	6.4	---		KIDD
14. KLOK (SP)	22/ 2.6	1.5	1.1	1.2	0.7	1.6		171/ 3.4	2.8	1.8		KLOK
15. KTGE (SP)	21/ 2.5	2.4	3.1	3.8	3.4	3.0		278/ 5.6	5.9	5.4	C (w/KLFA)	KTGE
16. KSCO (T)	20/ 2.4	2.5	2.4	3.0	3.5	2.6		299/ 6.0	6.5	6.8	A	KSCO
17. KRAY-F (SP)	19/ 2.2	2.0	2.9	2.9	2.7	2.5		300/ 6.0	5.3	7.4	B (w/KCTY)	KRAY-F
KNBR (FS)	19/ 2.2	2.0	2.7	2.5	2.4	2.4		292/ 5.8	5.5	7.8		KNBR
19. KKLFF-AF (SP)	17/ 2.0	2.7	1.7	2.4	3.7	2.2		275/ 5.5	5.8	8.0		KKLFF-AF
20. KLFA-F (SP)	16/ 1.9	1.7	2.4	1.6	1.8	1.9		234/ 4.7	3.9	3.7		KLFA-F
KCBS (N/T)	16/ 1.9	2.1	2.9	2.1	2.6	2.3		381/ 7.6	8.2	7.9		KCBS

12+ FM SHARE (METRO): 72.29% (506 of 700) (SUM 94: 70.95%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KYLD-FF>>1	KDON-F<	1 KWAV-F<	1 KWAV-F	1 KWAV-F	1 KGO >	1 KGO	1 KWAV-F<	1 KTOM-AF	1 KGO	1 KGO >>>
2 KDON-F	2 KTOM-AF<	2 KRQC-F<	2 KRQC-F	2 KPIG-F<	2 KBOQ-F	2 KLOK-F	2 KTOM-AF	2 KDON-F	2 KDON-F	2 KLOK-F
3	3 KLOK-F	3 KTOM-AF<	3 KPIG-F<	3 KRQC-F<	3 KBAY-F	3 KTOM-AF<	3 KGO <	3 KGO	3 KYLD-FF	3 KLFA-F
4	4 KYLD-FF	4 KLOK-F	4 KOCN-F	4 KOCN-F<	4 KPIG-F	4 KWAV-F	4 KRQC-F	4 KUFX-F	4	4
5	5 KWAV-F	5 KDON-F	5 KLOK-F	5 KTOM-AF	5 KIDD	5 KRQC-F	5 KSCO-F	5 KWAV-F	5	5
6	6	6 KOCN-F	KTOM-AF	6 KLOK-F	KOCN-F	6 KDON-F	6	6	6	6
7	7	KPIG-F	7	KUFX-F	7	KLOK	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 KDON-F>	1 KDON-F>	1 KDON-F<	1 KWAV-F	1 KWAV-F>	1 KLOK-F<	1 KLOK-F<	1 KRQC-F<	1 KRQC-F	1 KRQC-F
2 KYLD-FF<	2 KWAV-F	2 KWAV-F>	2 KDON-F	2 KTOM-AF	2 KTOM-AF<	2 KTOM-AF	2 KUFX-F<	2 KLOK-F<	2 KUFX-F<
3 KTOM-AF	3 KTOM-AF	3 KTOM-AF	3 KTOM-AF	3 KOCN-F	3 KYLD-FF<	3 KRQC-F	3 KLOK-F	3 KUFX-F	3 KPIG-F
KWAV-F	KYLD-FF	KLOK-F<	4 KOCN-F	KDON-F	4 KDON-F	4 KUFX-F	KTOM-AF	4 KPIG-F	4 KLOK-F
5	5 KLOK-F	5 KYLD-FF	5 KLOK-F	5 KPIG-F	KRQC-F	5 KYLD-FF	KLOK	5 KTOM-AF	KOCN-F
6	6 KRAY-F	6	6	6	6	6 KDON-F	6	6	6
7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8

SALINAS-MONTEREY-SANTA CRUZ

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

KAXT-F	93.5	CARMEL	0.5/4.4
KCTY	980	SALINAS	0.9/3.4
KKMC	880	GONZALES	0.5/2.0
KLUE-F	106.3	SOLEDAD	0.4/1.5
KRKC-F	102.1	KING CITY	0.6/0.9
KXDC-F	101.7	CARMEL	1.1/3.7
KMPG	1520	HOLLISTER	0.6/0.6

SEE SAN FRANCISCO FOR MORE ABOUT THE FOLLOWING:

KEZR-F	0.4/ 0.9
KOME-F	1.4/ 4.7
KSJO-F	1.2/ 5.5

RADIO STATIONS

KCTY	, 980,	1 KW/247W (DA-1),	Hispanic	CBS, \$14.00	(Lotus)	
KIDD	, 630,	1 KW (DA-1)	Standards	CNN, \$ NA	(D & 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	, \$14.00	(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

SALT LAKE CITY

Arbitron Rank/Pop (12+): 35/1,138,000
 MSA Rank/Pop: 45/1,480,000
 DMA # 32
 Average Person Ratings: 15.1
 Market TSL: 20.00 hours

Stations: 29/29
 Diaries: 2237/509:1/67.6%
 Sample Target: 2070
 % Below Line: 0.0%
 % Not Listed: 8.9%

1994 Revenue: \$38,600,000
 HH Inc.: \$36,509
 Retail \$: 9.6 Bil
 Pop per Station: 39,241
 #1 Biller: KSFI-F \$5,500,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. KSFI-F (SAC)	161/ 9.4	10.7	10.8	9.4	8.9	10.1		2686/23.6	26.2	23.9	G	KSFI-F
2. KRSP-F (O-70's)	123/ 7.2	6.9	5.4	5.1	5.9	6.2		2105/18.5	17.0	15.9	D	KRSP-F
3. KKAT-F (C)	113/ 6.6	6.0	6.1	6.7	7.9	6.4		1994/17.5	16.5	19.7	G	KKAT-F
4. KSOP-AF (C)	104/ 6.0	6.7	7.8	7.3	7.7	7.0		1954/17.2	16.9	18.2	D	KSOP-AF
5. KISN-F (CHR/AC)	101/ 5.9	5.1	4.8	5.1	3.5	5.2		2034/17.9	16.4	13.3	D	KISN-F
6. KBEE-F (AC)	95/ 5.5	4.3	3.5	3.9	4.5	4.3		1785/15.7	14.3	11.3		KBEE-F
7. KSL (FS/T)	94/ 5.5	6.3	5.7	6.6	5.3	6.0		2101/18.5	20.0	16.3	F	KSL
8. KUTQ-F (CHR)	79/ 4.6	4.8	4.8	4.7	3.1	4.7		1806/15.9	15.8	13.3	C	KUTQ-F
9. KODJ-F (O)	77/ 4.5	4.9	3.5	3.6	3.5	4.1		1541/13.5	14.5	10.6	C	KODJ-F
10. KBER-F (AOR)	76/ 4.4	4.5	3.8	3.9	5.0	4.2		1589/14.0	12.8	13.1	C	KBER-F
11. KXRK-F (AOR-NR)	68/ 4.0	3.7	3.9	4.3	6.3	4.0		1227/10.8	10.0	11.4	C	KXRK-F
12. KZHT-F (CHR)	65/ 3.8	2.0	3.3	3.0	2.7	3.0		1141/10.0	7.7	9.5		KZHT-F
13. KDYL-AA (ST)	58/ 3.3	3.8	3.5	3.8	3.3	3.6		755/ 6.6	7.6	5.3		KDYL-AA
KUBL-F (C)	58/ 3.3	2.7	3.3	4.2	4.0	3.4		1279/11.2	9.8	13.4		KUBL-F
15. KALL (T/FS)	46/ 2.7	4.4	4.3	3.6	4.5	3.8		886/ 7.8	9.5	9.2	C	KALL
KBZN-F (J)	46/ 2.7	2.8	2.2	2.9	2.3	2.7		827/ 7.3	7.8	6.6		KBZN-F
17. KBKK-F (C)	35/ 2.0	1.7	2.1	1.8	2.9	1.9		645/ 5.7	5.6	7.0		KBKK-F
18. KISN (T/SPRIS)	27/ 1.6	1.9	2.9	1.7	1.1	2.0		602/ 5.3	8.4	4.8		KISN
KUMT-F (AOR-P)	27/ 1.6	1.7	1.3	1.4	1.4	1.5		497/ 4.4	4.3	3.7		KUMT-F
20. KRGO-F (C)	26/ 1.5	0.9	0.7	1.5	0.7	1.2		385/ 3.4	2.1	2.4		KRGO-F
21. KLZX-F (CL AOR)	20/ 1.2	1.1	1.0	1.1	1.3	1.1		414/ 3.6	4.6	3.7		KLZX-F
22.												
23.												
24.												
25.												

12+ FM SHARE (METRO): 82.10% (1284 of 1564) (SUM 94: 80.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZHT-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 KSFI-F	1 KSL >
2 KUTQ-F	2 KSFI-F<	2 KRSP-F	2 KRSP-F	2 KRSP-F	2 KSL >	2 KSL >	2 KKAT-F<	2 KRSP-F	2 KUTQ-F<	2 KSFI-F
3 KBER-F	3 KBEE-F	3 KKAT-F	3 KKAT-F	3 KKAT-F	3 KSOP-AF<	3 KSOP-AF<	3 KRSP-F	3 KKAT-F<	3 KRSP-F<	3 KRSP-F
4 KISN-F	4 KKAT-F	4 KBEE-F	4 KBEE-F	4 KSOP-AF	4 KODJ-F<	4 KRSP-F	4 KISN-F<	4 KISN-F	4 KKAT-F	4 KKAT-F
5	5 KISN-F<	5 KISN-F	5 KSOP-AF<	5 KBEE-F	5 KDYL-AA	5 KKAT-F	5 KBEE-F	5 KBEE-F<	5 KBEE-F<	5 KUTQ-F
6	6 KXRK-F	6 KSOP-AF	6 KISN-F	6 KODJ-F	6 KRSP-F	6 KISN-F	6 KSOP-AF	6 KSOP-AF	6 KBER-F<	6 KBER-F
7	7	7	7	7	7	7	7	7	7 KISN-F	7 KSOP-AF
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 KRSP-F	1 KRSP-F	1 KRSP-F>	1 KRSP-F>	1 KRSP-F>
2 KISN-F	2 KBEE-F	2 KBEE-F<	2 KKAT-F<	2 KBEE-F<	2 KBEE-F	2 KBER-F<	2 KXRK-F	2 KKAT-F	2 KODJ-F
3 KKAT-F	3 KBEE-F	3 KKAT-F	3 KBEE-F<	3 KKAT-F	3 KBER-F	3 KXRK-F	3 KBER-F	3 KBER-F	3 KSFI-F
4 KBEE-F	4 KISN-F>	4 KRSP-F	4 KISN-F>	4 KISN-F<	4 KXRK-F	4 KUTQ-F	4 KKAT-F	4 KSFI-F	4 KSOP-AF
5 KXRK-F	5 KRSP-F	5 KISN-F	5 KRSP-F	5 KRSP-F	5 KUTQ-F	5 KBEE-F	5 KUTQ-F	5 KBEE-F	5 KKAT-F
6	6 KXRK-F	6	6 KSOP-AF	6 KSOP-AF	6	6	6 KISN-F	6 KSOP-AF	6 KSL
7	7	7	7	7	7	7	KISN	KXRK-F<	7

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA/AQH	CUME/CUME
KAPN	860	SALT LAKE CITY	0.5/2.3	
KCNR	1320	SALT LAKE CITY	0.8/2.1	
KFAM	700	N. SALT LAKE CITY	0.6/2.1	
KLO	1430	OGDEN	0.6/1.1	
KTKK	630	SANDY	0.6/1.7	

SALT LAKE CITY

RADIO STATIONS

AM STATIONS

KALL,	910,	5 KW/1KW (DA-N)	,	Talk/Full Service	WESTWD,	\$ 32.00	(Eastman)	Regent
KCYL,	1280,	5 KW/500W (DA-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	WESTWD,	\$ 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)	Trumper
KKAT,	101.9,	26 KW @ 3739	,	Country		\$120.00	(Katz)	Regent (OGDEN)
KUBL,	93.3,	26 KW @ 3739	,	Country	ABC,	\$ 67.00	(Christal)	Citadel
KMYB,	107.5,	45 KW @ 2850	,	AC		\$ 30.00	(Eastman)	Ragan Henry (OREM)
KODJ,	94.1,	40 KW @ 3060	,	Oldies	SMN, WESTWD,	\$ 36.00	(Katz)	Regent
KBKK,	106.5,	8 KW @ 2709	,	Simulcast w/KRGQ-F		\$ NA	(---)	(SPANISH FORK)
KRGQ,	107.9,	67 KW @ 2378	,	Country	WESTWD,	\$ 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	(MMR)	
KLZX,	106.9,	68 KW @ 2368	,	CL AOR		\$ 22.00	(---)	(BRIGHAM)
KUMT,	105.7,	7 KW @ 3660	,	Prog. AOR		\$ 29.00	(Eastman)	(CENTERVILLE)
KUTQ,	99.5,	40 KW @ 2952	,	CHR	WESTWD, Source,	\$ 32.00	(K & P)	(BOUNTIFUL)
KBEE,	98.7,	40 KW @ 2929	,	AC		\$ 35.00	(Christal)	John Price
KXRK,	96.1,	55 KW @ 2631	,	New AOR	WESTWD, ABC,	\$ 31.00	(D & R)	(PROVO)
KZHT,	94.9,	48 KW @ 2798	,	CHR		\$ 30.00	(Torbet)	KUTQ owner (PROVO)

Miscellaneous: KSOS changes to KLZX-F and format to Classic AOR (June) . . . KUTC-F changes to KBKK-F (Aug). . .

SAN ANTONIO

Arbitron Rank/Pop (12+): 34/1,166,500
 MSA Rank/Pop: 37/1,460,000
 DMA # 36
 Average Person Ratings: 16.6
 Market TSL: 22.25 hours

Stations: 28/27
 Diaries: 2237/521:1/50.1%
 Sample Target: 2190
 % Below Line: 0.7
 % Not Listed: 8.3

1994 Revenue: \$52,000,000
 HH Inc.: \$31,018
 Retail \$: 12.2 Bil
 Pop per Station: 43,204
 #1 Biller: KCYF-F \$7,100,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. KXTN-AF (SP)	194/10.0	10.0	8.3	9.3	9.8	9.4		2222/19.0	19.7	17.9	H	KXTN-AF
2. KTFM-F (CHR)	191/ 9.9	9.2	9.2	7.9	7.5	9.1		2855/24.5	24.0	21.4	F	KTFM-F
3. KISS-F (AOR)	127/ 6.6	6.9	7.1	6.4	7.3	6.8		2060/17.7	18.5	18.1	E	KISS-F
4. KQXT-F (SAC)	125/ 6.5	5.6	6.5	7.2	6.6	6.5		1765/15.1	15.3	14.8	F	KQXT-F
5. KCYY-F (C)	116/ 6.0	6.7	8.2	6.8	6.6	6.9		1766/15.1	17.5	17.4	H	KCYY-F
6. KAJA-F (C)	108/ 5.6	6.8	5.2	5.9	5.9	5.9		1776/15.2	17.0	16.4	F	KAJA-F
7. WOAI (N/T)	100/ 5.2	4.2	3.9	4.2	4.0	4.4		1501/12.9	13.8	11.8	G	WOAI
8. KSJL-F (U)	90/ 4.6	3.6	5.1	3.8	5.5	4.3		963/ 8.3	8.3	11.1	B	KSJL-F
9. KZEP-F (CL AOR)	80/ 4.1	3.8	3.7	4.9	4.5	4.1		1477/12.7	11.5	13.9	D	KZEP-F
10. KONO-AF (O)	79/ 4.1	4.3	3.7	3.7	4.4	4.0		1485/12.7	12.7	14.1	C	KONO-AF
11. KSMG-F (O)	78/ 4.0	4.0	4.1	4.4	4.4	4.1		1506/12.9	13.3	12.9	D	KSMG-F
12. KTSA (T)	74/ 3.8	4.3	4.1	4.7	4.8	4.2		1120/ 9.6	10.1	9.8	E	KTSA
13. KCJZ-F (J)	71/ 3.7	3.6	3.5	2.7	2.4	3.4		988/ 8.5	9.0	8.8		KCJZ-F
14. KLUP (ST)	59/ 3.0	2.9	2.7	2.7	2.3	2.8		637/ 5.5	6.2	5.2	A	KLUP
15. KRIO-F (SP)	51/ 2.6	2.8	1.4	2.2	2.2	2.3		1083/ 9.3	8.7	8.1	C	KRIO-F
16. KROM-F (SP)	48/ 2.5	1.9	3.0	3.0	2.1	2.6		701/ 6.0	5.6	5.7	A	KROM-F
17. KKYX (C)	42/ 2.2	2.8	2.5	2.3	3.0	2.5		596/ 5.1	5.8	6.1	B	KKYX
18. KCOR (SP)	31/ 1.6	2.2	2.7	2.4	2.1	2.2		398/ 3.4	3.7	4.3	B	KCOR
19. KSAH (SP)	25/ 1.3	0.5	0.8	0.6	0.5	0.8		250/ 2.1	1.3	1.6		KSAH
20.												

12+ FM SHARE (METRO): 76.14% (1353 of 1777) (SUM 94: 75.73%)

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-AF
2 KISS-F	2 KTFM-F	2 KTFM-F	2 KISS-F<	2 KQXT-F	2 WOAI	2 KTFM-F	2 KTFM-F<	2 KXTN-AF>	2 KXTN-AF	2 KQXT-F
3 KSJL-F	3 KXTN-AF>	3 KISS-F	3 KQXT-F<	3 KCYY-F<	3 KQXT-F	3 WOAI <	3 KQXT-F	3 KISS-F	3 KSJL-F>	3 KTFM-F
4	4 KZEP-F	4 KQXT-F	4 KTFM-F<	4 KISS-F<	4 KCYY-F	4 KISS-F	4 KISS-F<	4 KQXT-F	4 KISS-F	4 KZEP-F
5	KSJL-F<	5 KCYY-F<	5 KZEP-F<	5 KAJA-F	KTSA <	5 KCYY-F<	5 KCYY-F	5 KCYY-F	5 KAJA-F<	5 KSMG-F
6	6 KAJA-F	6 KAJA-F<	6 KCYY-F	KTFM-F	6 KONO-AF	6 KAJA-F	6 KTSA <	6 KAJA-F	6 KCYY-F	6 KSJL-F
7	7 KCYY-F	7 KZEP-F	7 KAJA-F	7 KZEP-F	7 KLUP	8	7 WOAI	7	7	7
8	KSMG-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 KXTN-AF	1 KXTN-AF<	1 KXTN-AF	1 KISS-F	1 KISS-F>	1 KISS-F>	1 KISS-F>	1 KXTN-AF
2 KSJL-F<	2 KXTN-AF	2 KTFM-F	2 KTFM-F	2 KQXT-F	2 KTFM-F>	2 KTFM-F	2 KZEP-F	2 KXTN-AF<	2 KISS-F
3 KXTN-AF>	3 KSJL-F	KSMG-F<	3 KQXT-F<	3 KCYY-F	3 KSJL-F	3 KZEP-F	3 KXTN-AF	3 KZEP-F	3 KZEP-F>
4 KCYY-F	4 KCYY-F	4 KCYY-F	4 KCYY-F	4 KTFM-F	4 KSMG-F	4 KXTN-AF	4 KTFM-F	4 KTFM-F>	4 KAJA-F<
5	5 KAJA-F	5 KAJA-F	5 KSJL-F	5 KAJA-F<	5	5 KAJA-F	5 KAJA-F	5 KAJA-F	5 KONO-AF
6	KSMG-F	6 KQXT-F	6 KAJA-F<	6 KSMG-F	6	6	6 KCJZ-F	6	6 KCJZ-F
7	7 KQXT-F	7 KISS-F	7 KSMG-F	7	7	7	KCYY-F	7	KCYY-F
8	8	8 KSJL-F	8	8	8	8	8	8	8

SAN ANTONIO

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

KDRY	1100	ALAMO HEIGHTS	0.3/0.9
KEDA	1540	SAN ANTONIO	0.9/1.7
KGNB	1420	NEW BRAUNFELS	0.6/1.1
KSLR	630	SAN ANTONIO	0.8/3.0
KTKR	760	SAN ANTONIO	0.4/2.3
KZDC	1250	SAN ANTONIO	0.8/2.0
KPTY-F	94.7	LULING	0.7/2.6

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
KGNO, 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)	
WDAI, 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
KCY, 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 (FREDICKSBURG)
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

SAN DIEGO

Arbitron Rank/Pop (12+): 15/2,212,500
MSA Rank/Pop: 14/2,680,000
DMA # 22
Average Person Ratings: 15.6
Market TSL: 21.00 hours

Stations: 39/32
Diaries: 3090/ 716:1/51.2%
Sample Target: 2880
% Below Line: 6.6
% Not Listed: 8.6

1994 Revenue: \$94,400,000
HH Inc.: \$41,672
Retail \$: 20.6 Bil
Pop per Station: 69,141
#1 Biller: KSON AF \$10,300,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. KYXY-F (AC)	260/ 7.6	7.2	5.4	4.5	4.5	6.2		3712/16.8	16.1	13.6	G	KYXY-F
2. XHTZ-F (CHR)	235/ 6.8	5.1	5.2	5.5	4.9	5.7		3467/15.7	12.7	12.6		XHTZ-F
3. KSON-AF (C)	222/ 6.4	7.0	6.8	6.3	7.1	6.6		3027/13.7	15.7	16.0	I	KSON-AF
4. KKLO-F (CHR/AC)	185/ 5.4	4.6	4.5	4.7	4.3	4.8		3326/15.0	15.9	14.4	H	KKLO-F
5. KBZT-F (O)	154/ 4.5	3.5	3.6	4.0	3.7	3.9		2987/13.5	13.6	11.8		KBZT-F
6. KSDO (N/T)	154/ 4.5	4.9	5.3	5.2	5.0	5.0		2166/ 9.8	11.7	11.3	H	KSDO
7. KFMB (FS)	143/ 4.2	3.6	3.1	3.0	3.5	3.5		2449/11.1	10.4	9.4	G	KFMB
8. XTRA-F (AOR-NR)	125/ 3.6	4.1	3.6	3.6	4.4	3.7		2941/13.3	14.4	14.7	H	XTRA-F
9. KGB -F (CL AOR)	117/ 3.4	3.4	3.9	3.8	4.0	3.6		2486/11.2	11.3	12.5	G	KGB -F
10. KFMB-F (AC)	112/ 3.3	3.1	2.5	2.7	1.8	2.9		2583/11.7	12.3	9.1	E	KFMB-F
11. KFSD-F (CL)	109/ 3.2	3.2	3.8	3.3	2.6	3.4		1792/ 8.1	8.1	7.1	E	KFSD-F
KIFM-F (J)	109/ 3.2	4.0	3.8	3.1	3.7	3.5		1980/ 8.9	10.2	8.9	G	KIFM-F
XHRM-F (AOR-P)	109/ 3.2	2.5	2.3	3.0	3.1	2.8		2518/11.4	11.7	11.3	D	XHRM-F
14. KIOZ-F (AOR)	103/ 3.0	3.8	3.0	3.1	4.1	3.2		1627/ 7.4	9.5	9.3	E	KIOZ-F
15. KPOP (ST)	92/ 2.7	1.9	4.1	2.7	3.0	2.9		1313/ 5.9	4.6	6.1	C	KPOP
16. XTRA (SPRST)	90/ 2.6	1.9	3.1	3.8	2.4	2.9		1458/ 6.6	6.0	7.1	E	XTRA
17. KFI (T)	83/ 2.4	2.4	2.1	2.7	3.0	2.4		1307/ 5.9	6.2	6.5		KFI
18. KKBH-F (O-70's)	77/ 2.2	2.9	2.4	2.4	2.2	2.5		1891/ 8.5	10.3	9.3		KKBH-F
19. KOGO (T)	67/ 1.9	2.5	2.4	1.4	1.2	2.1		1077/ 4.9	5.9	3.3		KOGO
20. KMKX-F (AOR/AC)	65/ 1.9	2.5	3.0	4.0	3.3	2.9		1621/ 7.3	9.2	8.8		KMKX-F
21. KCBQ-F (O)	63/ 1.8	1.9	2.5	3.1	2.7	2.3		1416/ 6.4	8.4	8.5	E	KCBQ-F
22. KOWF-F (C)	53/ 1.5	1.8	1.3	1.3	1.0	1.5		1077/ 4.9	4.7	3.8		KOWF-F
23. KNX (N)	52/ 1.5	1.6	2.2	1.1	1.4	1.6		1011/ 4.6	5.2	5.3		KNX
24. XHKY-F (SP)	49/ 1.4	1.2	2.0	1.9	2.6	1.6		928/ 4.2	3.3	5.0		XHKY-F
25. KSPA (ST)	48/ 1.4	0.9	1.0	1.4	1.0	1.2		588/ 2.7	2.1	2.2		KSPA

12+ FM SHARE (METRO): 72.29% (2244 of 3104) (SUM 94: 70.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 XHTZ-F>>	1 XHTZ-F	1 KYXY-F	1 KYXY-F<	1 KYXY-F<	1 KYXY-F	1 KKLO-F	1 KYXY-F	1 KSON-AF<	1 XHTZ-F	1 KYXY-F
2 XTRA-F	2 KKLO-F	2 XHTZ-F<	2 KSON-AF	2 KSON-AF	2 KSDO	2 KYXY-F	2 KSON-AF<	2 KYXY-F	2 KYXY-F>	2 XHTZ-F
3 KKLO-F	3 KYXY-F<	3 KSON-AF<	3 KKLO-F	3 KKLO-F<	3 KFMB	3 KSON-AF<	3 KSDO <	3 XHTZ-F>	3 KSON-AF	3 KOGO
4	4 KSON-AF<	4 KKLO-F	4 KBZT-F	4 KBZT-F	KSON-AF	4 KSDO	4 XHTZ-F	4 KFMB	4 KFMB	4 KKLO-F<
5	5 XTRA-F	5 KBZT-F<	5 KGB -F	5 KGB -F	5 KBZT-F	5 XHTZ-F<	5 KBZT-F	5 KKLO-F	5 KFSD-F	5 KCBQ-F<
6	6 XHRM-F	6 KGB -F	6 XHTZ-F	6 KIFM-F	6 KPOP <	6 KFMB	6 KKLO-F	6 KBZT-F	6 XTRA-F	6 KFMB <
7	7 KIOZ-F	7 XTRA-F	7 KIFM-F	7 XHTZ-F	7 KFSD-F	7 KBZT-F	7 KGB -F	7 KFMB-F	7 KFMB-F	7 KFSD-F
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 XHTZ-F>	1 XHTZ-F	1 KSON-AF	1 KYXY-F>	1 KYXY-F	1 XHTZ-F	1 XHTZ-F	1 KGB -F	1 XHTZ-F<	1 KSON-AF
2 KKLO-F	2 KKLO-F	2 KKLO-F	2 KSON-AF<	2 KSON-AF>	2 XTRA-F	2 KIOZ-F	2 KIOZ-F	2 KGB -F<	2 KGB -F<
3 KYXY-F	3 KSON-AF	3 KYXY-F	3 KKLO-F	3 KKLO-F	3 KIOZ-F	XTRA-F	3 KKLO-F	3 KIOZ-F<	3 XTRA <
4 KFMB-F	KYXY-F	4 XHTZ-F	XHTZ-F>	4 KBZT-F<	4 XHRM-F	4 KKLO-F<	4 XTRA	4 XTRA-F<	4 KBZT-F
XHRM-F	5 KFMB-F	5 KFMB-F	5 KIFM-F	5 KIFM-F	5 KYXY-F	5 KGB -F	5 XTRA-F	5 KSON-AF	5 KYXY-F
6 XTRA-F	6 XHRM-F	6 KGB -F	KBZT-F	6 XHTZ-F>	6 KFMB-F	6 XHRM-F	6 KSON-AF	6 XTRA	6 KKLO-F
7 KSON-AF	7	7 KKBH-F	7 KIFM-F	7	KKLO-F	7 KYXY-F	XHRM-F	7 KKLO-F	7 KIOZ-F
8	8	8 KIFM-F	XHRM-F	8	8 KGB -F	8	8 XHTZ-F	KYXY-F	8
9	9	9	9	9	9	9	9	9	9

SAN DIEGO

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

KCBQ	1170	SAN DIEGO	0.8/2.7
KCEO	1000	VISTA	0.6/2.4
KKLQ	1320	OCEANSIDE	0.2/0.5
KKOS-F	95.9	CARLSBAD	0.9/2.1
KPRZ	1210	SAN MARCOS	0.4/2.1
KURS	1040	SAN DIEGO	0.5/1.1
XEMO	860	TIJUANA	0.4/2.3
XLTN-F	104.5	TIJUANA	0.8/2.7
KBIG-F	104.3	LOS ANGELES	0.3/1.0
KLOS-F	95.5	LOS ANGELES	0.4/1.9
KPWR-F	105.9	LOS ANGELES	0.3/1.2
KRTH-F	101.1	LOS ANGELES	0.5/1.2
XPRS	1090	ROSARITO	0.3/0.8

RADIO STATIONS

AM STATIONS

KCBQ,	1170,	50 KW/5 KW (DA-2)	, SEE KCBQ-FM				
KCEO,	1000,	2.5 KW/250 W (DA-2)	, Business News	WESTWD, \$ 32.00	(---)		
KFMB,	760,	5 KW (DA-N)	, Full Service	CBS, \$128.00	(Mc-Guild)	Par	
KOGO,	600,	5 KW (DA-1)	, Talk	CNN, \$ NA	(Torbet)	KKLQ owner (D)	
KPOP,	1360,	5 KW/1 KW	, Standards	WESTWD, \$ 43.00	(CBS)	Brown	
KPRZ,	1210,	20 KW/5 KW (DA-2)	, Religion	, \$ 25.00	(---)	Salem	(SAN MARCOS)
KSDO,	1130,	10 KW (DA-2)	, News/Talk	ABC, \$127.00	(Group W)	Gannett	
KURS,	1040,	350 W/40 W	, Hispanic	, \$ 30.00	(Lotus)		
XTRA,	690,	50 KW (DA-2)	, Sports	WESTWD, ABC, \$ 65.00	(MMR)	Noble	(TIJUANA)

FM STATIONS

KBZT,	94.9,	22 KW @ 702	, Oldies	, \$ 70.00	(Banner)	Anaheim	
KCBQ,	105.3,	29 KW @ 620	, Oldies	, \$ 75.00	(Katz)	Compass	
KKBH,	102.9,	32 KW @ 561	, Oldies - 70's	ABC, \$ 60.00	(Group W)	Gannett	
KFMB,	100.7,	30 KW @ 620	, AC/CHR	, \$100.00	(Mc-Guild)	Midwest TV	
KFSD,	94.1,	100 KW @ 640	, Classical	, \$ 82.00	(MMR)	Lotus	
KGB,	101.5,	50 KW @ 500	, AOR/Classic	, \$142.00	(CBS)	Brown	
KIFM,	98.1,	28 KW @ 640	, Jazz	, \$103.00	(CBS)		
KIOZ,	102.1,	10 KW @ 980	, AOR	, \$ 55.00	(Torbet)	Par	(OCEANSIDE)
KKLQ,	106.5,	50 KW @ 440	, CHR/AC	, \$161.00	(Torbet)	Par	
KMKX,	103.7,	36 KW @ 581	, AOR/AC	, \$110.00	(D&R)	SFX	
KOWF,	92.1,	3 KW @ 1020	, Country	, \$ NA	(---)	Astor	(ESCONDIDO)
KSON,	97.3,	50 KW @ 440	, Country	, \$240.00	(Banner)	Jefferson-Pilot	
KYXY,	96.5,	41 KW @ 541	, AC	, \$131.00	(D&R)	SFX	
XHKY,	99.3,	25 KW @ 328	, Hispanic	, \$ 38.00	(Katz Hisp.)		(TIJUANA)
XHRM,	92.5,	100 KW @ ?	, AOR-P	ABC, \$ 48.00	(Eastman)		(TIJUANA)
XHTZ,	90.3,	100 KW @ 994	, CHR	, \$ 60.00	(Eastman)		(TIJUANA)
XLTN,	104.5,	60 KW @ 994	, Hispanic	, \$ 40.00	(Katz Hisp.)		(TIJUANA)
XTRA,	91.1,	100 KW @ 686	, New AOR	, \$160.00	(MMR)	Noble	(TIJUANA)

OTHER RANKED STATIONS -- SEE LOS ANGELES

Miscellaneous: KCLX-F changed to KKBH-F (April) . . . KECR-F sold by Douglas to Jacor for \$14,000,000 (MVP; Jorgenson) . . . KCBQ A/F swapped by Compass to Par for KIOZ-F at estimated value of \$19,000,000 (Star; Kalil) . . .

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/5,330,700
 MSA Rank/Pop: 27-(SF); 21-(OAKLAND):
 5,030,000
 DMA # 5
 Average Person Ratings: 15.1
 Market TSL: 20.25 hours

Stations: 51/50
 Diaries: 5873/ 908:1/50.5%
 Sample Target: 4500
 % Below Line: 0.6
 % Not Listed: 14.1

1994 Revenue: \$187,000,000
 HH Inc.: \$46,241
 Retail \$: 43.0 Billion
 Pop per Station: 106,614
 #1 Biller: KGO \$27,400,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. KGO (T)	541/ 6.7	6.9	7.5	8.3	7.4	7.4		8123/15.2	14.7	17.4	K	KGO
2. KCBS (N)	415/ 5.1	4.8	5.1	5.0	4.7	5.0		8773/16.5	16.2	16.4	J	KCBS
3. KMEL-F (CHR/U)	368/ 4.6	4.4	4.5	4.4	3.8	4.5		7042/13.2	13.3	11.5	I	KMEL-F
4. KOIT-AF (SAC)	344/ 4.2	3.6	4.0	4.3	3.9	4.0		6527/12.2	11.3	11.9	I	KOIT-AF
5. KNBR (FS/T)	335/ 4.1	4.1	4.2	4.4	4.8	4.2		6080/11.4	11.2	12.8	K	KNBR
6. KFRC-AF (O)	322/ 4.0	3.1	3.6	3.7	4.7	3.6		6310/11.8	NA	NA	H	KFRC-AF
7. KYLD-FF (U/CHR)	311/ 3.8	3.7	3.2	3.4	2.9	3.5		6712/12.6	13.2	10.4	H	KYLD-FF
8. KIOI-F (AC)	282/ 3.5	3.3	3.8	3.6	3.9	3.6		5618/10.5	9.9	11.3	I	KIOI-F
9. KKSF-F (J)	270/ 3.3	3.3	3.0	3.7	2.8	3.3		4018/ 7.5	8.0	6.6	H	KKSF-F
10. KFOG-F (AOR-P)	253/ 3.1	2.7	2.6	2.2	2.1	2.7		4321/ 8.1	7.7	6.8	H	KFOG-F
11. KITS-F (AOR-NR)	243/ 3.0	3.5	2.9	3.0	3.1	3.1		5353/10.0	10.1	10.0	H	KITS-F
12. KBLX-F (J/U)	206/ 2.6	2.7	2.7	2.7	2.8	2.7		3687/ 6.9	6.5	7.2	H	KBLX-F
13. KDFC-AF (CL)	200/ 2.5	2.8	3.1	3.6	3.3	3.0		3498/ 6.6	7.9	7.5	E	KDFC-AF
14. KABL (ST)	198/ 2.5	2.6	2.0	2.5	2.9	2.4		2694/ 5.1	4.9	5.3	D	KABL
15. KSAN-F (C)	192/ 2.4	1.7	2.1	2.7	2.4	2.2		3437/ 6.4	5.2	7.1	I	KSAN-F
16. KPIX-F (N)	169/ 2.1	2.4	2.4	0.3	0.3	1.8		3006/ 5.6	6.2	1.8		KPIX-F
17. KSJO-F (AOR)	163/ 2.0	2.2	2.0	1.9	2.0	2.0		3222/ 6.0	5.8	5.2		KSJO-F
18. KBGG-F (O-70's)	162/ 2.0	1.4	1.6	1.9	1.8	1.7		3527/ 6.6	5.9	6.2		KBGG-F
19. KOME-F (AOR)	160/ 2.0	2.0	2.1	2.0	1.9	2.0		3843/ 7.2	7.2	6.9		KOME-F
20. KBAY-F (SAC)	146/ 1.8	1.8	1.6	1.8	1.9	1.8		2240/ 4.2	4.3	4.3		KBAY-F
21. KSOL-F (U/AC)	142/ 1.8	1.4	1.9	1.8	1.5	1.7		3147/ 5.9	5.9	6.1	C	KSOL-F
22. KRQR-F (CL AOR)	128/ 1.6	1.7	2.1	2.3	2.4	1.9		3383/ 6.3	7.1	7.8	G	KRQR-F
23. KYCY-F (C)	123/ 1.5	1.5	1.4	1.7	1.7	1.5		2168/ 4.1	4.0	4.5	D	KYCY-F
24. KLOK (SP)	95/ 1.2	1.6	1.4	1.9	1.9	1.5		1278/ 2.4	3.0	2.8		KLOK
25. KSFO (T)	92/ 1.1	1.2	1.5	0.7	1.2	1.1		1610/ 3.0	3.2	4.7	C	KSFO
26. KRTY-F (C)	81/ 1.0	1.1	0.9	1.0	0.8	1.0		1317/ 2.5	2.5	2.2		KRTY-F
27. KZSF-FF (SP)	79/ 1.0	0.9	0.9	0.4	0.8	0.8		1016/ 1.9	1.8	---		KZSF-FF
28. KUFX-F (CL AOR)	76/ 0.9	0.8	0.9	0.8	0.8	0.9		2026/ 3.8	3.5	3.5		KUFX-F
29. KHQT-F (CHR)	73/ 0.9	1.3	1.2	1.2	1.0	1.2		1808/ 3.4	4.7	3.7		KHQT-F
30. KEZR-F (AC/CHR)	72/ 0.9	0.9	0.7	0.7	0.6	0.8		1806/ 3.4	3.1	2.8		KEZR-F
31. KARA-F (O)	71/ 0.9	0.8	0.7	0.7	0.8	0.8		1415/ 2.7	2.7	2.5		KARA-F
32. KOFY (SP)	57/ 0.7	0.8	0.9	0.9	0.9	0.8		1078/ 2.0	2.1	2.0		KOFY
33.												
34.												
35.												

12+ FM SHARE (METRO): 68.21% (4728 of 6932) (SUM 94: 64.70%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KYLD-FF	1 KMEL-F	1 KMEL-F	1 KOIT-AF	1 KOIT-AF	1 KGO	> 1 KCBS	< 1 KGO	1 KGO	1 KGO	1 KGO
2 KMEL-F	>> 2 KYLD-FF	< 2 KOIT-AF	< 2 KFOG-F	< 2 KKSF-F	< 2 KCBS	> 2 KGO	> 2 KNBR	2 KCBS	2 KYLD-FF	2 KCBS >>
3 KOME-F	3 KIOI-F	3 KIOI-F	< 3 KIOI-F	< 3 KGO	< 3 KNBR	3 KNBR	3 KOIT-AF	3 KOIT-AF	> 3 KMEL-F	> 3 KBLX-F
4	4 KITS-F	4 KFOG-F	4 KKSF-F	4 KFRC-AF	4 KFRC-AF	4 KOIT-AF	4 KMEL-F	4 KMEL-F	4 KIOI-F	4 KOIT-AF
5	5 KFOG-F	5 KFRC-AF	5 KFRC-AF	5 KNBR	5 KOIT-AF	5 KMEL-F	5 KFRC-AF	5 KFRC-AF	5 KNBR	5 KYCY-F
6	6 KOIT-AF	6 KITS-F	6 KNBR	6 KFOG-F	6 KKSF-F	6 KFRC-AF	6 KCBS	6 KNBR	6 KKSF-F	6 KYLD-F
7	7 KSJO-F	7 KYLD-FF	7 KGO	7 KIOI-F	7 KABL	7 KIOI-F	7 KFOG-F	7 KKSF-F	7 KFRC-AF	7 KSFO-F
8	8 KOME-F	8 KNBR	8 KCBS	8 KCBS	8 KDFC-AF	8 KSJO-F	8 KPIX-F	8 KITS-F	8	8 KRQR-F
9	9	9 KKSF-F	9	9	9	9	9 KIOI-F	9 KYLD-FF	9	9
10	10	10	10	10	0	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 KYLD-FF	1 KIOI-F	1 KIOI-F	1 KIOI-F	1 KOIT-AF	1 KMEL-F	> 1 KMEL-F	> 1 KMEL-F	1 KNBR	1 KNBR >
2 KITS-F	2 KYLD-FF	2 KOIT-AF	2 KOIT-AF	2 KIOI-F	2 KYLD-FF	> 2 KYLD-FF	< 2 KIOI-F	2 KMEL-F	2 KGO
KMEL-F	3 KMEL-F	< 3 KFOG-F	3 KFRC-AF	KFRC-AF	3 KOME-F	3 KITS-F	< 3 KNBR	3 KFOG-F	3 KCBS
4 KIOI-F	4 KITS-F	4 KKSF-F	4 KMEL-F	KKSF-F	4 KITS-F	4 KSJO-F	< 4 KITS-F	4 KITS-F	4 KFOG-F
5 KOME-F	5 KFOG-F	5 KMEL-F	KFOG-F	5 KFOG-F	5 KSJO-F	5 KIOI-F	5 KFOG-F	5 KGO	5 KOIT-AF
6 KFOG-F	6 KOIT-AF	6 KITS-F	6 KKSF-F	6 KBLX-F	6 KRQR-F	6 KNBR	6 KOIT-AF	6 KSJO-F	6 KKSF-F
7 KOIT-AF	7	7 KBGG-F	7 KYLD-FF	KGO	7 KIOI-F	7 KOME-F	7 KBGG-F	7 KCBS	7 KFRC-AF
8 KSOL-F	8	8 KBLX-F	8 KITS-F	8 KSAN-F	8 KXFX-F	8 KFOG-F	8 KBGG-F	8 KOIT-AF	8 KIOI-F
KFRC-AF	9	9 KYLD-FF	9 KBLX-F	9 KMEL-F	KOFY	9	9 KCBS	9 KIOI-F	KMEL-F
10	10	10	10	KPIX-F	10 KFOG-F	10	KOME-F	10	10

SAN FRANCISCO

OTHER RATED STATIONS			METRO CUME	TSA	TSA
			SHARE/RTG/AQH/CUME		
KBRG-F	104.9	FREMONT	0.9/1.4		
KDIA	1310	SAN FRANCISCO	0.6/1.5		
KFAX	1100	SAN FRANCISCO	0.6/1.5		
KIQI	1010	SAN FRANCISCO	0.4/1.5		
KKHI-F	100.7	SAN RAFAEL	0.4/1.6		
KKIQ-F	101.7	LIVERMORE	0.4/1.2		
KKSJ	1370	SAN JOSE	0.8/1.5		
KNEW	910	OAKLAND	0.4/1.9		
KPIX	1550	SAN FRANCISCO	0.6/1.7		
KRPQ-F	104.9	ROHNERT PARK	0.4/0.9		
KVTO	1400	BERKELEY	0.4/1.0		
KXFX-F	101.7	SANTA ROSA	0.5/1.2		
KZST-F	100.1	SANTA ROSA	0.5/1.2		
KHOP-F	104.1	MODESTO	0.6/1.5		

RADIO STATIONS

AM STATIONS

KABL, 960, 5 KW (DA-1)	, Standards	WESTWD, \$ NA (Christal)	Chancellor
KCBS, 740, 50 KW (DA-2)	, News	CBS, \$ 304.00 (CBS)	CBS
KDIA, 1310, 5 KW (DA-1)	, Black	ABC, \$ 35.00 (K & P)	KOFY owner (D)
KEST, 1450, 1 KW	, Ethnic	, \$ 38.00 (---)	Douglas
KFAX, 1100, 50 KW (DA-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

KBGG, 98.1, 100 KW @ 941	, Oldies-70's	, \$ 95.00 (Mc-Guild)	Chancellor
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
KIOI, 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
KROR, 97.3, 82 KW @ 1099	, Classic AOR	CBS, \$ 144.00 (CBS)	CBS
KSAN, 94.9, 30 KW @ 1210	, Country	, \$ 269.00 (Mc-Guild)	Chancellor
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: KFRC A/F and KYCY-F sold by Alliance to Infinity (D) for \$61,000,000 and \$30,000,000 respectively (E).

SAN JOSE

Arbitron Rank/Pop (12+): 30/1,302,400
 MSA Rank/Pop: 31/1,560,000
 San Francisco DMA
 Average Person Ratings: 14.5
 Market TSL: 19.50 hours

Stations: 44/16
 Diaries: 2427/537:1/49.5%
 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

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. KBAY-F (SAC)	98/ 5.2	5.2	4.9	5.4	5.7	5.2		1332/10.2	11.6	11.4	F	KBAY-F
2. KOME-F (AOR-P)	93/ 4.9	5.2	5.0	4.4	5.3	4.9		2037/15.6	16.2	16.0	E	KOME-F
3. KSJO-F (AOR)	89/ 4.7	4.8	4.9	4.9	5.2	4.8		1696/13.0	12.3	12.0	G	KSJO-F
4. KRTY-F (C)	75/ 4.0	4.3	3.3	3.6	3.0	3.8		1060/ 8.1	9.3	7.7	E	KRTY-F
5. KLOK (SP)	68/ 3.6	4.3	3.7	4.8	4.2	4.1		751/ 5.8	6.0	6.3	G	KLOK
6. KARA-F (O)	65/ 3.4	3.2	2.6	2.7	3.0	3.0		1132/ 8.7	8.8	8.9	D	KARA-F
7. KHQT-F (CHR)	64/ 3.4	4.6	4.8	4.7	3.9	4.4		1394/10.7	15.0	13.2	E	KHQT-F
8. KEZR-F (AC/CHR)	59/ 3.1	3.3	2.5	2.8	2.8	2.9		1410/10.8	10.2	10.1	F	KEZR-F
9. KUFX-F (CL AOR)	51/ 2.7	2.2	2.9	2.3	2.3	2.5		1235/ 9.5	9.1	9.5	E	KUFX-F
10. KKSJ (ST)	47/ 2.5	2.0	1.8	2.9	1.4	2.3		432/ 3.3	3.8	3.0	A	KKSJ
11. KDFC-AF (CL)	42/ 2.2	2.3	2.6	2.8	1.8	2.5		720/ 5.5	6.0	5.9		KDFC-AF
12. KSJX (E)	12/ 0.6	0.5	0.5	1.1	0.4	0.7		214/ 1.6	1.5	1.0		KSJX
13. KLIV (N)	11/ 0.6	0.8	1.1	---	0.4	0.8		398/ 3.1	4.1	2.8		KLIV
14. KAZA (SP)	10/ 0.5	0.3	0.4	0.7	1.5	0.5		236/ 1.8	1.2	2.3		KAZA
15. KNTA (SP)	8/ 0.4	0.7	0.6	0.5	---	0.6		172/ 1.3	1.7	---		KNTA

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+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KOME-F	1 KOME-F	1 KSJO-F	1 KSJO-F	1 KSJO-F	1 KBAY-F	1 KSJO-F	1 KBAY-F	1 KOME-F	1 KOME-F	1 KLOK
2 KHQT-F	2 KSJO-F	2 KOME-F	2 KRTY-F	2 KRTY-F	2 KRTY-F	2 KOME-F	2 KSJO-F	2 KBAY-F	2 KHQT-F	2 KSJO-F
3	3 KLOK	3 KLOK	3 KUFX-F	3 KBAY-F	3 KKSJ-F	3 KBAY-F	3 KOME-F	3 KRTY-F	3 KBAY-F	3 KARA-F
4	4 KHQT-F	4 KRTY-F	4 KOME-F	4 KARA-F	4 KARA-F	4 KLOK	4 KARA-F	4 KSJO-F	4 KSJO-F	4 KKSJ-F
5	5 KEZR-F	5 KEZR-F	5 KLOK	5 KUFX-F	5 KDFC-AF	5 KARA-F	5 KRTY-F	5 KUFX-F	5 KEZR-F	5
6	6	6	6	6 KLOK	6	6	6	6 KARA-F	6	6
7	7	7	7	7 KOME-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 KOME-F	1 KOME-F	1 KEZR-F	1 KEZR-F	1 KRTY-F		1 KOME-F	1 KOME-F	1 KSJO-F	1 KSJO-F	1 KSJO-F
2 KEZR-F	2 KEZR-F	2 KRTY-F	2 KRTY-F	2 KARA-F		2 KHQT-F	2 KSJO-F	2 KOME-F	2 KOME-F	2 KUFX-F
3 KHQT-F	3 KSJO-F	3 KARA-F	3 KARA-F	3 KEZR-F		3 KSJO-F	3 KLOK	3 KLOK	3 KLOK	3 KOME-F
4 KSJO-F	4 KLOK	4 KOME-F	4 KOME-F	4 KBAY-F		4 KLOK	4 KHQT-F	4 KUFX-F	4 KUFX-F	4 KBAY-F
5 KARA-F	5 KHQT-F	5 KLOK	5 KSJO-F	5 KLOK		5 KEZR-F	5	5 KHQT-F	5 KRTY-F	5 KRTY-F
6	6 KRTY-F	6 KHQT-F	6 KLOK	6 KKSJ-F		6	6	6 KRTY-F	6	6 KLOK

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

KDON-F 102.5 SALINAS 0.4/2.3

SEE SAN FRANCISCO FOR MORE INFORMATION ABOUT THE FOLLOWING:

KABL	0.7/ 2.1	KFRC-F	2.7/ 7.2	KOIT-AF	2.9/10.5
KBG-G	1.6/ 4.6	KGO	7.5/14.3	KPIX	0.2/ 0.7
KBLX-F	1.7/ 5.3	KIOI-F	2.4/ 8.7	KPIX-F	1.4/ 4.0
KBRG-F	1.1/ 3.0	KITS-F	2.1/ 8.9	KRQR-F	0.6/ 3.0
KCBS	3.9/13.3	KKSF-F	2.3/ 6.5	KSAN-F	1.3/ 5.1
KFAX	0.4/ 1.4	KMEL-F	2.8/ 8.6	KSFO	0.8/ 1.9
KFOG-F	1.4/ 5.0	KNBR	4.2/10.6	KSOL-F	0.5/ 2.1
KFRC	0.8/ 3.0	KOFY	0.5/ 1.6	KYLD-F	3.9/12.1
				KYCY-F	1.2/ 3.8

SAN JOSE

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)	
KPARA-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)	Susquehanna (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
KUIFX-F,	94.5,	1.2 KW @ 2535	,	Classic AOR	,	\$ 60.00 (D&R)	Bay Com (GILROY)
KYLZ-F,	99.1,	1.1 KW @ 2611	,	AC	,	\$ NA (MMR)	Crescent (SANTA CRUZ)

***** 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	

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: 15.5
 Market TSL: 20.75 hours

Stations: 31/30
 Diaries: 3374/ 799:1/54.4%
 Sample Target: 3255
 % Below Line: 0.4
 % Not Listed: 11.0

1994 Revenue: \$110,300,000
 HH Inc.: \$40,721
 Retail \$: 29.8 Bil
 Pop per Station: 89,883
 #1 Biller: KIRO \$15,000,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. KIRO (N/T)	264/ 6.3	5.9	4.9	7.1	6.4	6.1		4803/17.8	17.3	19.2	J	KIRO
2. KUBE-F (CHR)	250/ 6.0	5.9	6.1	5.4	5.2	5.9		4457/16.5	16.7	15.3	G	KUBE-F
3. KBSG-AF (O)	231/ 5.5	5.5	5.0	5.2	5.2	5.3		4132/15.3	16.5	15.5	I	KBSG-AF
4. KZOK-F (CL AOR)	226/ 5.4	4.2	3.4	3.3	4.5	4.1		3338/12.4	12.0	12.2	G	KZOK-F
5. KMPS-AF (C)	208/ 4.9	5.9	5.9	6.5	7.9	5.8		3549/13.2	14.5	16.5	I	KMPS-AF
6. KVI (T)	204/ 4.9	6.2	5.4	5.5	6.8	5.5		2496/ 9.3	10.3	10.1	G	KVI
7. KNDD-F (AOR-NR)	191/ 4.6	5.1	6.1	5.0	5.2	5.2		3747/13.9	14.2	15.0	G	KNDD-F
8. KIXI (ST)	189/ 4.5	4.8	4.6	5.1	3.6	4.8		2427/ 9.0	8.4	8.0	C	KIXI
9. KLSY-F (AC)	174/ 4.2	3.7	4.5	3.6	3.5	4.0		3035/11.3	10.7	11.4	G	KLSY-F
10. KPLZ-F (CHR/AC)	168/ 4.0	3.2	3.6	3.8	4.0	3.7		3615/13.4	12.0	13.5	G	KPLZ-F
11. KISW-F (AOR)	166/ 4.0	3.5	4.6	3.9	5.3	4.0		2341/ 8.7	8.7	10.8	G	KISW-F
12. KJR -F (O-70's)	158/ 3.8	3.6	3.7	3.8	4.1	3.7		3000/11.1	11.7	10.9	E	KJR -F
13. KING-F (CL)	155/ 3.7	4.1	5.5	3.2	4.2	4.1		2336/ 8.7	9.3	8.7	E	KING-F
14. KMTT-F (AOR-P)	148/ 3.5	2.7	3.0	3.5	3.0	3.2		2210/ 8.2	7.3	6.9	F	KMTT-F
15. KYCW-F (C)	132/ 3.2	3.1	2.8	3.3	1.6	3.1		2076/ 7.7	7.0	5.9	C	KYCW-F
16. KRWM-F (SAC)	129/ 3.1	2.8	2.3	2.6	2.0	2.7		2223/ 8.2	6.7	5.9	E	KRWM-F
17. KRPM-F (C)	124/ 3.0	3.4	3.7	3.7	3.8	3.5		2279/ 8.5	9.0	10.3	G	KRPM-F
18. KWJZ-F (J)	111/ 2.7	2.3	2.3	2.7	2.3	2.5		1436/ 5.3	5.4	4.6		KWJZ-F
19. KOMO (FS)	108/ 2.6	3.3	3.5	5.2	3.2	3.7		2701/10.0	11.2	10.8	F	KOMO
20. KIRO-F (T)	94/ 2.3	1.5	1.3	1.1	0.7	1.6		1557/ 5.8	5.2	3.5		KIRO-F
21. KNWX (N)	71/ 1.7	1.4	1.3	0.6	1.8	1.3		1322/ 4.9	4.9	5.8		KNWX
22. KCMS-F (REL)	65/ 1.6	1.9	1.4	1.5	1.7	1.6		1202/ 4.5	4.8	4.9		KCMS-F
23. KJR (SPRTS)	61/ 1.5	2.3	1.9	2.2	2.0	2.0		1301/ 4.8	7.9	6.4	D	KJR
24.												
25.												

12+ FM SHARE (METRO): 74.07% (2753 of 3717) (SUM 94: 71.53%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KUBE-F>	1 KUBE-F<	1 KZOK-F<	1 KZOK-F>	1 KZOK-F	1 KIRO	1 KIRO >	1 KZOK-F	1 KIRO <	1 KIRO	1 KIRO
2 KNDD-F>>	2 KISW-F	2 KUBE-F	2 KBSG-AF	2 KBSG-AF	2 KIXI <	2 KVI <	2 KUBE-F	2 KZOK-F<	2 KUBE-F>	2 KOMO
3	KNDD-F	3 KISW-F	3 KMTT-AF<	3 KMTT-AF	3 KBSG-AF<	3 KZOK-F	KVI <	3 KBSG-AF	3 KVI <	3 KVI
4	4 KPLZ-F	4 KPLZ-F	4 KJR -F<	KIRO	4 KVI >	4 KBSG-AF<	4 KBSG-AF	KUBE-F	4 KNDD-F<	4 KPLZ-F
5	KZOK-F	5 KBSG-AF<	5 KISW-F	5 KJR -F	5 KING-F	5 KMPS-AF	5 KIXI-F	5 KMPS-AF<	5 KLSY-F	5 KZOK-F
6	6 KLSY-F	6 KJR -F	6 KIRO	6 KLSY-F	6 KMPS-AF	KUBE-F	KMPS-AF<	6 KNDD-F	6 KING-F<	6 KRPM-F<
7	7 KJR -F	KLSY-F<	7 KLSY-F	KISW-F	7	7 KJR -F	7 KNDD-F	7 KVI	7 KISW-F	7 KISW-F<
8	8	8 KMPS-AF	8	8 KMPS-AF<	8	8	8 KLSY-F	8	8	8 KMPS-F
9	9	KMTT-AF	9	9 KPLZ-F	9	9	9	9	9	9
		KNDD-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 KUBE-F>	1 KPLZ-F<	1 KPLZ-F	1 KLSY-F<	1 KLSY-F	1 KUBE-F	1 KISW-F	1 KISW-F<	1 KZOK-F>	1 KZOK-F>
2 KNDD-F<	2 KUBE-F<	2 KLSY-F	2 KPLZ-F<	KBSG-AF	2 KNDD-F	2 KZOK-F<	2 KZOK-F	2 KISW-F	2 KIRO
3 KLSY-F	3 KLSY-F	KJR -F>	3 KUBE-F	3 KPLZ-F<	3 KISW-F>	3 KNDD-F	3 KNDD-F>	3 KIRO	3 KISW-F
KMPS-AF	4 KNDD-F<	4 KISW-F<	4 KMPS-AF	4 KJR -F	4 KZOK-F<	4 KUBE-F>	4 KIRO <	4 KNDD-F	4 KBSG-AF<
KPLZ-F	5 KJR -F	5 KNDD-F	5 KJR -F	5 KMPS-AF	5 KPLZ-F	5 KJR -F	5 KJR -F<	5 KMTT-AF<	5 KMTT-AF
6	6 KMPS-AF	KYCW-F	KBSG-AF	KRWM-F	6	6 KPLZ-F	6 KVI <	6 KUBE-F	6 KVI
7	7 KYCW-F	KZOK-F	KRWM-F	7 KUBE-F	7	7	7 KUBE-F	7 KBSG-AF	7 KJR -F
8	8	8	8	8 KMTT-AF	8	8	8 KMPS-AF	8 KJR -F	8
9	9	9	9	9	9	9	KMTT-AF	9	9

SEATTLE-TACOMA

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

KCIS	630	EDMONDS	0.4/1.7
KRIZ-AA	1420	RENTON	0.6/1.0
KRPM	770	SEATTLE	0.2/0.8
KXXO-F	96.1	OLYMPIA	0.5/2.4
KMNT-F	102.9	CENTRALIA	0.4/1.2

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)	
KWJZ, 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: KYCW-F sold by Alliance to Infinity for \$21,000,000 (E). . . KEZX-F changes to KWJZ-F (Aug) . . .

SHREVEPORT

Arbitron Rank/Pop (12+): 127/302,300

Stations: 14/14
Diaries: 1038/291:1/48.2%
Sample Target: 935
% Below Line: 0.0
% Not Listed: 11.6

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: 15.4
Market TSL: 20.75 hours

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. KMJJ-F (B)	73/15.6	16.9	13.7	12.9	15.6	14.8		824/27.3	25.1	23.6	D	KMJJ-F
2. KRMD-F (C)	69/14.8	15.6	15.7	16.3	19.2	15.6		867/28.7	26.5	32.3	E	KRMD-F
3. KVKI-F (AC)	42/ 9.0	12.2	11.7	10.7	9.4	10.9		624/20.6	23.0	18.3	D	KVKI-F
4. KOKA (G/B)	33/ 7.1	5.7	7.2	7.2	3.8	6.8		363/12.0	11.0	9.3	A	KOKA
KOKA-F (B)	33/ 7.1	8.0	10.4	12.0	7.6	9.4		523/17.3	19.1	18.1	A	KOKA-F
6. KWKH-F (C)	27/ 5.8	4.9	5.1	4.6	5.4	5.1		393/13.0	12.3	14.6	D	KWKH-F
7. KITT-F (C)	26/ 5.6	4.0	4.9	4.8	5.1	4.8		470/15.5	12.1	14.4	B	KITT-F
KTAL-F (AOR)	26/ 5.6	3.4	4.1	3.1	4.0	4.1		416/13.8	10.8	9.5	B	KTAL-F
9. KWKH (C)	23/ 4.9	3.0	1.6	1.7	2.0	2.8		252/ 8.3	4.6	6.6	D	KWKH
10. KTUX-F (AOR-NR)	21/ 4.5	4.6	3.5	4.4	4.2	4.3		345/11.4	10.9	11.0	B	KTUX-F
11. KEEL (T/FS)	20/ 4.3	6.8	6.3	7.6	5.4	6.3		303/10.0	12.1	12.5	B	KEEL
12. KLKL-F (O)	16/ 3.4	3.8	3.9	3.3	2.9	3.6		319/10.6	10.2	8.2	A	KLKL-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 80.63% (333 of 413) (SUM 94: 84.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMJJ-F>>	1 KMJJ-F	1 KMJJ-F	1 KMJJ-F<	1 KRMD-F	1 KRMD-F	1 KRMD-F>	1 KRMD-F	1 KRMD-F<	1 KMJJ-F>>	1 KMJJ-F
2 KRMD-F	2 KRMD-F>	2 KRMD-F	2 KRMD-F<	2 KMJJ-F	2 KOKA	2 KMJJ-F<	2 KMJJ-F<	2 KMJJ-F	2 KRMD-F	2 KDKS-F
3 KDKS-F	3 KDKS-F	3 KVKI-F>	3 KVKI-F>	3 KVKI-F>	3 KMJJ-F<	3 KOKA	3 KVKI-F>	3 KVKI-F>	3 KDKS-F>	KRMD-F
4 KTUX-F	KTAL-F	4 KDKS-F	4 KDKS-F	4 KDKS-F<	4 KVKI-F	4 KVKI-F	4 KEEL	4 KDKS-F	4	4
5	KVKI-F<	KTAL-F	KTAL-F	5 KTAL-F	5 KWKH-F	5	5	5	5	5
6	6 KTUX-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 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 KRMD-F<
2 KRMD-F	2 KRMD-F>	2 KRMD-F	2 KRMD-F	2 KMJJ-F	2 KTUX-F	2 KRMD-F<	KRMD-F	2 KRMD-F<	2 KMJJ-F
3 KVKI-F	3 KDKS-F	3 KDKS-F	3 KVKI-F	3 KVKI-F	3 KRMD-F	3 KTUX-F<	3 KTAL-F	3 KTAL-F<	KVKI-F<
4	KVKI-F	4 KVKI-F	4 KDKS-F	4 KDKS-F	4	4 KTAL-F	4 KTUX-F	4 KVKI-F>	4 KTAL-F
5	5	5	5	5	5	5	KWKH-F	5 KTUX-F	5
6	6	6	6	6	6	6	6	6	6

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA/AQH	TSA/CUME
KIOU	1480	SHREVEPORT	0.6/1.0	
KRMD	1340	SHREVEPORT	0.2/2.2	

RADIO STATIONS

KEEL	710	50 KW/10 KW(DA-2)	Talk/FS	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)
KITT-F	93.7	100 KW @ 1010	Country	CNN, ABC, \$31.00	(Katz)
KLKL-F	92.1	3.3 KW @ 298	Oldies	ABC, \$22.00	(K & P)
KMJJ-F	99.7	50 KW @ 462	Black	WESTWD, \$27.00	(Mc-Guild)
KRMD-F	101.1	100 KW @ 1118	Country	\$60.00	(Eastman)
KTAL-F	98.1	100 KW @ 1361	AOR	\$24.00	(Banner)
KTUX-F	98.9	100 KW @ 718	AOR-NR	\$25.00	(Banner)
KVKI-F	96.5	100 KW @ 797	AC	\$33.00	(K & P)
KWKH-F	94.5	100 KW @ 321	Country	WESTWD, \$45.00	(Christal)

(HAUGHTON)
KVKI owner
KDKS owner (DENTON)
SunGroup
AmCom
(TEXARKANA)
(CARTHAGE, TX)
Great Empire

SPOKANE

Arbitron Rank/Pop (12+): 91/391,300
 MSA Rank/Pop: 123/397,000
 DMA # 76
 Average Person Ratings: 15.5
 Market TSL: 21.25 hours

Stations: 20/20
 Diaries: 1039/377:1/56.9%
 Sample Target: 955
 % Below Line: 0.0
 % Not Listed: 9.7

1994 Revenue: \$12,700,000
 HH Inc.: \$30,814
 Retail \$: 4.1 Bil
 Pop per Station: 19,590
 #1 Biller: KDRK-F \$2,300,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. KEYF-AF (O)	59/ 9.7	7.4	5.1	7.4	7.0	7.4		883/22.5	18.5	17.7	C	KEYF-AF
2. KDRK-F (C)	55/ 9.0	10.5	8.4	10.0	11.0	9.5		757/19.3	20.2	21.8	D	KDRK-F
3. KZZU-F (CHR)	51/ 8.4	9.9	9.6	6.4	7.2	8.6		752/19.2	25.7	17.6	C	KZZU-F
4. KKZX-F (AOR/CL)	48/ 7.9	9.3	7.4	7.7	9.8	8.1		602/15.4	19.0	18.8	C	KKZX-F
5. KNFR-F (C)	40/ 6.6	4.3	7.7	6.1	4.8	6.2		548/14.0	13.5	12.7	B	KNFR-F
6. KAQQ (ST)	39/ 6.4	6.1	6.5	6.4	5.7	6.4		354/ 9.0	10.4	8.0	A	KAQQ
7. KXLY-F (SAC)	38/ 6.2	6.4	6.1	5.1	5.3	6.0		585/14.9	18.6	11.5	B	KXLY-F
8. KISC-F (AC)	35/ 5.7	6.7	6.8	7.7	8.0	6.7		523/13.3	17.5	17.4	C	KISC-F
9. KGA (C)	31/ 5.1	4.3	6.5	4.8	5.5	5.2		408/10.4	9.4	10.1	B	KGA
KXLY (T)	31/ 5.1	4.1	4.6	5.4	6.5	4.8		445.11.4	11.6	15.1	B	KXLY
11. KCDA-F (C)	29/ 4.8	4.4	3.5	4.6	2.7	4.3		333/ 8.5	8.4	7.2	A	KCDA-F
12. KEZE-F (AOR-P)	27/ 4.4	4.7	6.3	4.4	6.5	5.0		363/ 9.3	11.8	13.6	C	KEZE-F
13. KNJY-F (AOR)	24/ 3.9	3.0	3.3	3.8	2.2	3.5		337/ 8.6	8.1	6.1	A	KNJY-F
14. KJRE (T)	14/ 2.3	1.7	1.1	0.7	2.8	1.5		222/ 5.7	6.6	6.5		KJRE
15. KTSL-F (REL)	11/ 1.8	2.7	---	1.0	2.2	1.8		201/ 5.1	4.3	5.1		KTSL-F
16. KHTQ-F (?)	10/ 1.6	2.1	1.8	1.6	2.5	1.8		211/ 5.4	8.3	8.7		KHTQ-F
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 77.09% (424 of 550) (SUM 94: 76.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZZU-F>>	1 KDRK-F	1 KKZX-F<	1 KEYF-AF	1 KEYF-AF	1 KEYF-AF	1 KKZX-F	1 KEYF-AF	1 KEYF-AF	1 KZZU-F>	1 KGA >
2 KNJY-F	KKZX-F	2 KDRK-F	KKZX-F	2 KKZX-F<	2 KAQQ >	2 KEYF-AF<	2 KKZX-F	2 KDRK-F	2 KDRK-F	2 KDRK-F
3 KEYF-AF	KZZU-F	KEYF-AF	3 KDRK-F	3 KDRK-F>	3 KXLY-F<	3 KDRK-F	3 KDRK-F	3 KNFR-F	3 KISC-F<	3 KISC-F
4	4 KEZE-F	4 KZZU-F<	4 KISC-F	4 KISC-F	4 KGA	4 KZZU-F<	4 KXLY-F	KZZU-F	4 KNJY-F	4 KNJY-F
5	5 KNFR-F<	5 KISC-F	5 KNFR-F	5 KNFR-F<	KDRK-F<	5 KXLY	5 KGA <	5 KAQQ	5 KAQQ	5
6	6 KISC-F	6 KNFR-F	6	6 KXLY-F	6 KXLY	6	6 KAQQ <	6 KXLY-F	6	6
7	7	7 KEZE-F	7	7	7	7	7 KZZU-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 KZZU-F	1 KZZU-F	1 KDRK-F	1 KEYF-AF<	1 KEYF-AF<	1 KEZE-F	1 KEZE-F	1 KKZX-F	1 KKZX-F	1 KKZX-F<
2 KISC-F	KDRK-F<	2 KISC-F	2 KDRK-F<	2 KDRK-F	2 KZZU-F	2 KKZX-F	2 KDRK-F	2 KEZE-F<	2 KEYF-AF
KNJY-F	3 KISC-F<	KKZX-F	3 KISC-F<	3 KISC-F	3	3 KDRK-F	KEZE-F	3 KDRK-F<	3 KDRK-F
4	4 KKZX-F>	4 KZZU-F	4 KKZX-F	4 KKZX-F	4	KZZU-F	4 KNFR-F	4 KEYF-AF<	4 KNFR-F
5	5 KNFR-F	5	KZZU-F	KXLY-F	5	5 KNFR-F	5 KZZU-F	5 KNFR-F	5 KEZE-F
6	6	6	6	6	6	6	6	6	6 KGA

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	TSA /CUME
KSVY 1550	OPPORTUNITY	0.3/1.2		
KTRW 970	SPOKANE	0.3/2.4		
KVNI 1080	COEUR D'ALENE, ID	0.7/1.5		

SPOKANE

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-P	,	\$33.00	(Christal)	Citadel
KISC-F,		98.1,	94 KW @ 2030	,	AC	,	\$42.00	(MMR)	Silverado
KHTQ-F,		94.5,	100 KW @ 1883	,	?	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-NR	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)	Morgan Murphy

Miscellaneous: KKCH-F changes to KHTQ-F (June). . .

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 75/508,200
 MSA Rank/Pop: 88/609,000
 DMA # 103
 Average Person Ratings: 16.3
 Market TSL: 22.00 hours

Stations: 25/13
 Diaries: 1488/342:1/54.0%
 Sample Target: 1470
 % Below Line: 23.4
 % Not Listed: 20.7

1994 Revenue: \$13,000,000
 HH Inc.: \$37,104
 Retail \$: 4.4 Bil
 Pop per Station: 39,092
 #1 Biller: WAQY-AF \$3,200,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WAQY-F (CL AOR)	86/10.4	7.8	6.3	10.0	10.1	8.6		1318/25.9	21.9	23.5	E	WAQY-F
2. WPKX-F (C)	84/10.1	9.3	8.0	10.5	12.8	9.5		906/17.8	16.7	18.7	D	WPKX-F
3. WMAS-F (AC)	63/ 7.6	7.6	7.1	6.7	9.3	7.3		964/19.0	18.9	18.9	D	WMAS-F
4. WHYN-F (AC)	61/ 7.4	8.1	9.7	7.6	7.6	8.2		971/19.1	18.9	18.8	D	WHYN-F
5. WHYN (FS)	49/ 5.9	6.1	7.3	5.6	6.1	6.2		718/14.1	17.0	15.6	C	WHYN
6. WMAS (ST)	47/ 5.7	5.3	5.5	5.5	5.3	5.5		433/ 8.5	8.8	8.9	B	WMAS
7. WTIC-F (CHR)	37/ 4.5	4.8	4.7	6.1	5.7	5.0		901/17.7	18.0	20.6		WTIC-F
8. WAAF-F (AOR-NR)	32/ 3.9	4.4	3.9	4.8	3.6	4.3		579/11.4	11.3	11.1		WAAF-F
9. WHMP-F (CHR)	20/ 2.4	2.0	1.7	1.7	1.6	2.0		479/ 9.4	8.8	7.4		WHMP-F
10. WKSS-F (CHR)	19/ 2.3	1.7	1.7	2.2	1.9	2.0		606/11.9	9.5	10.1		WKSS-F
WRCH-F (SAC)	19/ 2.3	3.6	2.2	4.2	2.9	3.1		353/ 6.9	8.7	9.9		WRCH-F
12. WORC-F (O)	18/ 2.2	2.3	2.6	2.1	2.5	2.3		371/ 7.3	8.8	8.3		WORC-F
WMRQ-F (AOR-NR)	18/ 2.2	2.7	3.1	0.4	0.4	2.1		409/ 8.0	9.2	2.9		WMRQ-F
14. WNNZ (T)	16/ 1.9	3.0	4.1	3.5	3.0	3.1		356/ 7.0	8.9	8.3	A	WNNZ
WRNX-F (AOR-P)	16/ 1.9	1.4	1.7	2.0	2.0	1.8		317/ 6.2	4.7	5.5		WRNX-F

12+ FM SHARE (METRO): 78.69% (517 of 657) (SUM 94: 77.73%)

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 WAQY-AF>	1 WAQY-AF>	1 WPKX-F	1 WPKX-F	1 WAQY-AF<	1 WAQY-AF	1 WAQY-AF	1 WAQY-AF
2 WAQY-AF	2 WMAS-F	2 WPKX-F<	2 WHYN-F	2 WPKX-F	2 WMAS	2 WAQY-AF	2 WPKX-F	2 WPKX-F>	2 WHYN	2 WHYN
3 WKSS-F	3 WAAF-F	3 WHYN-F<	3 WPKX-F>	3 WHYN-F	3 WHYN	3 WMAS-F	3 WHYN-F<	3 WHYN-F	3 WMAS-F	3 WMAS-F>
4 WHMP-F	4 WPKX-F	4 WMAS-F	4 WMAS-F	4 WMAS-F	4 WHYN-F	4 WHYN-F	4 WMAS-F	4 WMAS-F	4 WPKX-F	4
5 WAAF-F	5 WHYN-F	5	5	5	5	5 WHYN	5 WMAS	5	5	5
6	6 WTIC-F	6	6	6	6	6 WMAS	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 WMAS-F>>	1 WMAS-F	1 WAQY-AF<	1 WMAS-F<	1 WPKX-F	1 WAAF-F<	1 WAQY-AF>	1 WAQY-AF>>	1 WAQY-AF>>	1 WAQY-AF>
2 WAQY-AF	2 WAQY-AF>	2 WMAS-F	2 WPKX-F<	2 WHYN-F<	2 WAQY-AF>	2 WAAF-F>>	2 WAAF-F	2 WAAF-F	2 WPKX-F
3 WTIC-F<	3 WPKX-F	3 WHYN-F<	3 WHYN-F	3 WMAS-F	3 WCCC-F	3	3 WPKX-F	3 WHYN-F	3 WHYN-F>
4 WPKX-F<	4 WTIC-F	4 WPKX-F<	4 WAQY-AF	4 WAQY-AF	4 WHMP-F	4	4 WRNX-F	4 WPKX-F	4 WHYN
5 WKSS-F<	5	5 WKSS-F<	5 WTIC-F	5	5	5	5 WMAS-F	5	5 WMAS-F
6	6	6 WTIC-F	6	6	6	6	6	6	6

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

WACE	730	CHICOPEE	0.5/2.3
WARE	1250	WARE	0.5/2.0
WHMP	1400	NORTHAMPTON	1.1/3.7
WSPR	1270	SPRINGFIELD	0.5/1.1
WPVQ-F	93.9	TURNERS FALLS	0.4/1.1
WRSI-F	95.3	GREENFIELD	0.6/1.4

SEE HARTFORD FOR MORE ABOUT THE FOLLOWING:

WCCC-F	1.4/ 8.2
WDRC-F	2.2/ 7.3
WHCN-F	1.3/ 4.8
WTIC	0.8/ 4.1
WZMX-F	1.6/ 8.1

SPRINGFIELD, MA

RADIO STATIONS

WHMP, 1400, 1 KW	, FS/EZ	WESTWD, TALKNT	, \$ 14.00 (D & R)	Multimarket (NORTHAMPTON)
WHYN, 560, 5 KW/1 KW (DA-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 (DA-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
WPXX-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 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	

SYRACUSE

Arbitron Rank/Pop (12+): 68/555,200

Stations: 27/20
Diaries: 1605/346:1/55.4%
Sample Target: 1530
% Below Line: 6.9
% Not Listed: 17.6

1994 Revenue: \$19,300,000
HH Inc.: \$35,682
Retail \$: 5.8 Bil
Pop per Station: 27,760
#1 Biller: WYYY-F \$4,700,000

MSA Rank/Pop: 71/758,000

DMA # 66

Average Person Ratings: 15.8

Market TSL: 20.75 hours

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WNTQ-F (CHR)	90/10.3	9.4	9.5	10.0	10.6	9.8		1476/26.6	26.0	28.0	E	WNTQ-F
2. WSYR (FS)	86/ 9.8	9.4	10.8	13.2	11.2	10.8		1144/20.6	23.2	24.9	E	WSYR
3. WAQX-F (AOR)	79/ 9.0	8.0	8.3	8.4	9.8	8.4		1244/22.4	22.7	25.7	E	WAQX-F
4. WBBS-F (C)	73/ 8.3	7.5	8.5	6.0	6.5	7.6		959/17.3	15.9	15.1	C	WBBS-F
5. WYYY-F (AC)	72/ 8.2	10.4	9.2	11.1	11.7	9.7		1199/21.6	23.9	27.3	F	WYYY-F
6. WSEN-F (O)	44/ 5.0	6.6	6.9	6.2	6.8	6.2		879/15.8	16.1	16.1	C	WSEN-F
7. WFBL (ST)	37/ 4.2	3.6	3.1	5.3	4.8	4.1		474/ 8.5	7.3	7.8	A	WFBL
WKRL-F (AOR)	37/ 4.2	5.0	4.9	3.0	3.6	5.2		529/ 9.5	11.0	9.2	A	WKRL-F
9. WHEN-F (C)	33/ 3.8	3.6	4.0	4.0	3.3	3.9		482/ 8.7	8.6	8.5	B	WHEN-F
10. WTKW-F (CL AOR)	28/ 3.2	3.2	3.1	1.9	2.7	2.9		511/ 9.2	8.8	9.6	A	WTKW-F
11. WHEN (FS)	25/ 2.9	3.1	2.4	3.2	2.5	2.9		506/ 9.1	10.6	9.4		WHEN
12. WRDS-F (B/AC)	16/ 1.8	0.3	---	---	---	---		193/ 3.5	0.8	---		WRDS-F
13. WFRG-F (C)	16/ 1.8	1.4	1.3	2.0	2.6	1.6		249/ 4.5	4.4	5.5		WFRG-F
14. WTLA (ST)	14/ 1.6	1.7	1.4	---	---	---		207/ 3.7	4.3	---		WTLA
15.												

12+ FM SHARE (METRO): 75.80% (548 of 723) (SUM 94: 75.28%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNTQ-F>>	1 WAQX-F<	1 WAQX-F<	1 WYYY-F<	1 WYYY-F	1 WSYR >>	1 WSYR >	1 WAQX-F<	1 WNTQ-F<	1 WNTQ-F	1 WSYR >
2 WAQX-F	2 WNTQ-F	2 WNTQ-F<	2 WAQX-F	2 WAQX-F<	2 WBBS-F<	2 WNTQ-F	2 WNTQ-F	2 WAQX-F	2 WSYR <	2 WBBS-F>
3 WBBS-F	3 WYYY-F	3 WYYY-F	3 WNTQ-F	3 WBBS-F	3 WFBL	3 WYYY-F<	3 WYYY-F<	3 WBBS-F	3 WAQX-F	3 WKRL-F
WKRL-F	4 WBBS-F	4 WBBS-F>	4 WBBS-F	4 WNTQ-F	4 WYYY-F<	4 WAQX-F	4 WBBS-F	WYYY-F	4 WYYY-F	4 WNTQ-F
5	WKRL-F	5 WKRL-F	5 WSEN-F	5 WSEN-F	5 WSEN-F	5 WBBS-F	WSYR	5 WSYR	5 WBBS-F	WYYY-F
6	6	WSEN-F	6	6	6	6	6	6	6 WKRL-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 WNTQ-F	1 WNTQ-F>	1 WYYY-F<	1 WNTQ-F<	1 WYYY-F	1 WKRL-F<	1 WAQX-F>	1 WAQX-F>	1 WAQX-F>	1 WAQX-F>
2 WAQX-F>	2 WYYY-F	2 WNTQ-F>	2 WYYY-F>	2 WNTQ-F	2 WNTQ-F	2 WKRL-F<	2 WYYY-F>	2 WBBS-F	2 WYYY-F
3 WYYY-F	3 WAQX-F>	3 WAQX-F	3 WAQX-F<	3 WBBS-F>	3 WAQX-F	3 WNTQ-F	3 WBBS-F>	WYYY-F	3 WBBS-F
4 WBBS-F	4 WBBS-F	4 WBBS-F>	4 WBBS-F	4 WSEN-F	4 WBBS-F>	4 WBBS-F	4 WKRL-F	WNTQ-F	4 WSEN-F<
WKRL-F	5 WKRL-F	5	5	5 WAQX-F	5	5 WYYY-F	WNTQ-F	5 WKRL-F	5 WSYR
6	6	6	6	6	6	6	6	6 WTKW-F	6 WTKW-F
7	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS	METRO CUME	TSA	TSA
	SHARE/RTG/AQH/CUME		
WNDR	1260	SYRACUSE	0.7/2.8
WOLF	1490	SYRACUSE	0.6/2.6
WPCX-F	106.9	AUBURN	0.5/2.9
WSCP-F	101.7	PULASKI	0.5/0.9
WGO	1440	OSWEGO	0.2/0.6
WGES-F	105.5	OSWEGO	0.6/2.3
WZOS-F	96.7	OSWEGO	0.3/0.8
WKDY-F	102.5	ROME	0.7/3.2
WKLL-F	94.9	FRANKFORT	0.3/1.5
WLZW-F	98.7	UTICA	1.3/3.7
WNVE-F	95.1	S. BRISTOL	1.6/4.5
WOUR-F	96.9	UTICA	0.7/3.1
WRCK-F	107.3	UTICA	0.5/1.3

SYRACUSE

RADIO STATIONS

WFBL, 1050, 2.5 KW/19 W	, Standards	WESTWD, CNN, \$ 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)	NewCity
WSYR, 570, 5 KW (DA-2)	, Full Service	WESTWD, \$ 70.00 (Katz)	Radio Corp.
WTLA, 1200, 1 KW (DA-2)	, Standards	ABC, \$ NA (Torbet)	
WAOX-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: WNDR, WNTQ-F sold by Osborn to Pilot (D) for \$12,500,000. . .

TAMPA-ST. PETERSBURG

Arbitron Rank/Pop (12+): 21/1,864,200
 MSA Rank/Pop: 23/2,190,000
 DMA # 16
 Average Person Ratings: 16.8
 Market TSL: 22.50 hours

Stations: 27/25
 Diaries: 3021/617:1/51.3%
 Sample Target: 2715
 % Below Line: 4.9
 % Not Listed: 13.0

1994 Revenue: \$73,000,000
 HH Inc.: \$28,944
 Retail \$: 21.8 Bil
 Pop per Station: 74,568
 #1 Biller: WQYK-AF \$13,200,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WFLZ-F (CHR)	251/ 8.0	6.3	6.0	6.2	5.5	6.6		3888/20.9	18.7	16.1	F	WFLZ-F
2. WQYK-F (C)	232/ 7.4	7.8	7.7	9.8	9.0	8.2		3170/17.0	17.0	18.8	I	WQYK-F
3. WXTB-F (AOR)	202/ 6.4	6.3	6.3	7.8	6.9	6.7		2482/13.3	13.6	14.4	G	WXTB-F
4. WMTX-F (AC)	191/ 6.1	5.9	6.0	6.6	5.4	6.2		2788/15.0	15.4	14.3	H	WMTX-F
5. WWRM-F (SAC)	185/ 5.9	6.7	5.3	6.6	6.2	6.1		2752/14.8	15.4	14.7	G	WWRM-F
6. WRBQ-F (C)	181/ 5.8	5.3	6.4	5.5	6.4	5.8		2681/14.4	13.9	15.7	F	WRBQ-F
7. WYUU-F (O)	164/ 5.2	4.2	3.6	4.2	3.2	4.3		2404/12.9	12.9	9.8	E	WYUU-F
8. WFLA (T)	160/ 5.1	6.3	6.6	7.1	7.2	6.3		2219/11.9	12.3	13.3	G	WFLA
9. WGUL-AF (ST)	146/ 4.8	4.3	6.9	7.2	6.0	5.8		1199/ 6.4	7.2	9.7	E	WGUL-AF
10. WOUV-F (EZ)	140/ 4.5	4.8	5.1	5.0	4.8	4.9		1771/ 9.5	9.1	9.5	C	WOUV-F
11. WUSA-AF (AC)	132/ 4.2	5.4	4.8	4.4	4.8	4.7		2044/11.0	11.3	11.7	G	WUSA-AF
12. WHPT-F (AOR-P)	111/ 3.5	3.6	4.1	4.1	4.3	3.8		1939/10.4	10.3	11.3	G	WHPT-F
13. WSJT-F (J)	110/ 3.5	0.3	---	---	---	---		1334/ 7.2	1.4	---	---	WSJT-F
14. WCOF-F (O-70's)	102/ 3.2	3.9	3.4	4.0	4.4	3.6		1887/10.1	10.8	11.4	E	WCOF-F
15. WSUN (T)	73/ 2.3	2.5	2.9	2.1	3.2	2.5		994/ 5.3	5.3	5.8	C	WSUN
16. WTMP (B)	65/ 2.1	1.7	1.6	1.1	1.7	1.6		651/ 3.5	3.2	3.0	B	WTMP
17. WLUV-F (ST)	52/ 1.7	1.7	1.8	1.0	1.4	1.6		634/ 3.4	3.0	2.4	A	WLUV-F
18. WTBT-F (CL AOR)	48/ 1.5	1.4	---	---	---	---		628/ 3.4	3.2	---	---	WTBT-F
19. WRBQ (B)	46/ 1.5	1.6	2.3	1.5	2.1	1.7		586/ 3.1	3.7	3.4	B	WRBQ
20. WHNZ (N/T)	40/ 1.3	1.2	1.1	0.5	0.5	1.0		843/ 4.5	4.9	3.0		WHNZ

12+ FM SHARE (METRO): 79.59% (2176 of 2734) (SUM 94: 77.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F>>	1 WFLZ-F<	1 WFLZ-F<	1 WMTX-F	1 WMTX-F	1 WQYK-F	1 WQYK-F<	1 WQYK-F	1 WFLZ-F	1 WFLZ-F>>	1 WFLA
2 WXTB-F>>	2 WXTB-F	2 WXTB-F<	2 WXTB-F<	2 WQYK-F	2 WGUL-AF<	2 WFLA	2 WWRM-F	2 WQYK-F<	2 WXTB-F	2 WQYK-F<
3 WRBQ-F	3 WMTX-F>	3 WMTX-F	3 WFLZ-F	3 WFLZ-F	3 WFLA	3 WMTX-F<	3 WMTX-F<	3 WXTB-F	3 WQYK-F	3 WWRM-F<
4 WTMP	4 WQYK-F	4 WQYK-F	4 WHPT-F	4 WWRM-F	4 WOUV-F<	4 WFLZ-F	4 WXTB-F<	4 WWRM-F<	4 WRBQ-F	4 WFLZ-F>
5	5 WCOF-F<	5 WRBQ-F	5 WCOF-F	5 WXTB-F	5 WWRM-F<	5 WRBQ-F	5 WYUU-F<	5 WMTX-F<	5 WMTX-F	5 WMTX-F<
6	6 WHPT-F	6 WHPT-F	6 WQYK-F<	6 WYUU-F	6 WYUU-F	6 WXTB-F<	6 WFLZ-F	6 WRBQ-F	6 WWRM-F	6 WXTB-F
7	7 WRBQ-F	7 WWRM-F	7 WSJT-F	7 WHPT-F<	7 WRBQ-F	7 WWRM-F	7 WFLA	7	7	7
8	8	8	8 WWRM-F<	8 WRBQ-F	8	8 WYUU-F	8	8	8	8
9	9	9	9 WYUU-F	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 WMTX-F<	1 WMTX-F<	1 WMTX-F	1 WMTX-F<	1 WXTB-F	1 WXTB-F>	1 WXTB-F>	1 WXTB-F>	1 WXTB-F>
2 WMTX-F>	2 WFLZ-F>	2 WFLZ-F>	2 WFLZ-F	2 WWRM-F	2 WFLZ-F>>	2 WFLZ-F>>	2 WFLZ-F	2 WFLZ-F	2 WSJT-F
3 WRBQ-F	3 WWRM-F<	3 WWRM-F<	3 WWRM-F	3 WYUU-F<	3 WMTX-F<	3 WMTX-F	3 WCOF-F<	3 WHPT-F<	3 WQYK-F<
4 WXTB-F	4 WXTB-F	4 WHPT-F<	4 WRBQ-F	4 WQYK-F<	4 WQYK-F	4 WHPT-F	4 WHPT-F	4 WMTX-F	4 WHPT-F
5 WQYK-F<	5 WQYK-F	5 WUSA-AF	5 WQYK-F<	5 WFLZ-F<	5	5 WQYK-F	5 WMTX-F<	5 WSJT-F	5 WFLZ-F
6 WWRM-F	6 WRBQ-F	6 WQYK-F<	6 WYUU-F	6 WUSA-AF<	6	6 WCOF-F	6 WQYK-F<	6 WQYK-F	6 WMTX-F<
7	7 WCOF-F	7 WXTB-F	7 WUSA-AF	7 WRBQ-F	7	7	7 WSJT-F<	7 WCOF-F	7 WCOF-F
8	8	8	8	8 WHPT-F	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9

TAMPA-ST. PETERSBURG

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

WFNS 910 PLANT CITY 0.5/2.2
WQBN 1300 TEMPLE TERRACE 0.4/0.6
WQYK 1010 SEFFNER 0.7/2.2
WRMD 680 ST. PETERSBURG 0.5/1.5
WRXB 1590 ST. PETE BCH 0.6/1.3
WPCV-F 97.5 LAKELAND 0.4/1.7

RADIO STATIONS

AM STATIONS

WDAE, 1250, 5 KW (DA-2), SEE WUSA-F 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), Standards 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), Talk
WRBQ, 1380, 5 KW (DA-2), Black ABC, SMN, \$ NA (Mc-Guild) Clear Channel
WSUN, 620, 10 KW (DA-N), Talk, \$ 35.00 (Christal) Cox
WTMP, 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) (DADE CITY)
WTBT, 105.5, 6 KW @ 285, Classic AOR CNN, WESTWD, \$ 40.00 (K & P) Citicasters (NEW PORT RICHEY)
WLVU, 106.3, 3.3 KW @ 298, Standards AP, \$ 30.00 (---) (HOLIDAY)
WMTX, 95.7, 100 KW @ 607, AC , \$ 168.00 (MMR) Clear Channel
WQYK, 99.5, 100 KW @ 551, Country , \$ 243.00 (Katz) Infinity
WRBQ, 104.7, 100 KW @ 561, Country ABC, \$ 77.00 (Christal) Clear Channel
WUSA, 100.7, 100 KW @ 600, AC , \$ 157.00 (Mc-Guild) Gannett
WWRM, 94.9, 100 KW @ 1289, Soft AC , \$ 161.00 (Christal) Cox
WXTB, 97.9, 100 KW @ 600, AOR ABC, \$ 100.00 (Banner) Citicasters
WYUU, 92.5, 50 KW @ 400, Oldies , \$ 81.00 (CBS) Entercom
WHPT, 102.5, 100 KW @ 1666, Prog. AOR , \$ 94.00 (Banner) Paxson (SARASOTA)
WDUV, 103.3, 100 KW @ 581, EZ WESTWD, \$ 80.00 (Christal) Jacor (BRADENTON)
WSJT, 94.1, 100 KW @ 430, Jazz , \$ NA (Banner) Paxson (LAKELAND)

TOLEDO

Arbitron Rank/Pop (12+): 74/511,300
 MSA Rank/Pop: 82/624,000
 DMA # 63
 Average Person Ratings: 16.3
 Market TSL: 22.00 hours

Stations: 26/18
 Diaries: 1809/283:1/52.4%
 Sample Target: 1680
 % Below Line: 10.2
 % Not Listed: 14.9

1994 Revenue: \$17,800,000
 HH Inc.: \$32,847
 Retail \$: 5.8 Bil
 Pop per Station: 28,406
 #1 Biller: WKKO-AF \$3,800,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WKKO-F (C)	87/10.4	10.2	13.4	12.8	12.2	11.7		1113/21.8	22.1	21.6	E	WKKO-F
2. WVKF-F (CHR)	84/10.1	9.2	7.6	8.2	10.8	8.8		1434/28.0	26.6	29.5	D	WVKF-F
3. WIOT-F (AOR)	64/ 7.7	7.3	5.2	6.8	9.9	6.8		904/17.7	18.9	20.5	D	WIOT-F
4. WWM-F (AC)	60/ 7.2	8.5	7.4	6.6	5.9	7.4		847/16.6	18.2	15.5	D	WWM-F
5. WLQR-F (SAC)	56/ 6.7	7.0	7.0	6.8	6.9	6.9		861/16.8	14.4	15.3	C	WLQR-F
6. WSPD (FS)	48/ 5.7	6.5	8.5	6.6	7.6	6.8		660/12.9	15.2	14.7	C	WSPD
7. WRQN-F (O)	47/ 5.6	5.4	4.5	4.2	4.5	4.9		781/15.3	14.7	13.7	C	WRQN-F
8. WBUZ-F (AOR)	40/ 4.8	4.7	2.9	3.8	---	4.1		632/12.4	10.8	---	A	WBUZ-F
9. WKKR-F (CL AOR)	31/ 3.7	5.3	4.9	5.1	5.4	4.8		549/10.7	13.4	15.6	C	WKKR-F
10. WJR (FS)	29/ 3.5	4.2	3.8	3.8	4.0	3.8		499/ 9.8	11.9	10.2		WJR
11. WWM (B/AC)	26/ 3.1	1.6	3.2	3.3	2.2	2.8		298/ 5.8	4.2	4.5	A	WWM
12. WCWA (ST)	23/ 2.8	3.5	3.0	2.6	2.9	3.0		349/ 6.8	6.7	6.3	A	WCWA
13. WJLB-F (B)	21/ 2.5	2.2	2.0	2.2	0.6	2.2		251/ 4.9	5.5	2.7		WJLB-F
14. WVOI (B/G)	13/ 1.6	1.1	1.3	1.8	0.8	1.5		193/ 3.8	3.0	1.9		WVOI
WYHK-F (C)	13/ 1.6	1.6	2.0	1.6	1.8	1.7		311/ 6.1	5.7	5.1		WYHK-F

12+ FM SHARE (METRO): 77.92% (554 of 711) (SUM 94: 76.59%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVKF-F>>	1 WIOT-F	1 WVKF-F<	1 WIOT-F<	1 WKKO-F	1 WKKO-F	1 WKKO-F<	1 WKKO-F	1 WVKF-F<	1 WVKF-F	1 WSPD >>
2 WBUZ-F>	2 WVKF-F	2 WIOT-F	2 WKKO-F	2 WIOT-F<	2 WSPD	2 WVKF-F	2 WVKF-F	2 WKKO-F	2 WWM-F<	2 WKKO-F
3 WJLB-F	3 WBUZ-F	3 WKKO-F	3 WVKF-F	3 WVKF-F	3 WRQN-F<	3 WSPD <	3 WIOT-F<	3 WLQR-F	3 WKKO-F	3 WLQR-F
4	4 WKKO-F	4 WWM-F	4 WWM-F	4 WWM-F	4 WLQR-F	4 WIOT-F	4 WSPD <	4 WIOT-F	4 WBUZ-F	4 WIOT-F
5	5 WWM-F	5 WLQR-F	5 WLQR-F	5 WLQR-F	5 WWM-F	5 WWM-F	5 WWM-F	5 WWM-F	5 WIOT-F	5
6	6	6	6	6 WRQN-F	6	6	6 WLQR-F	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 WVKF-F>>	1 WVKF-F>>	1 WVKF-F	1 WVKF-F>	1 WVKF-F	1 WBUZ-F>	1 WIOT-F>	1 WIOT-F>>	1 WIOT-F>	1 WIOT-F>
2 WKKO-F	2 WWM-F	2 WWM-F	2 WKKO-F	2 WKKO-F<	2 WIOT-F>	2 WBUZ-F>	2 WKKO-F	2 WBUZ-F	2 WKKO-F
WBUZ-F	3 WKKO-F	3 WIOT-F	3 WWM-F	3 WWM-F	3 WVKF-F	3 WKKO-F	3 WBUZ-F>	3 WKKO-F	3 WRQN-F
4	4 WIOT-F	4 WLQR-F	4 WLQR-F>	4 WLQR-F>	4	4 WVKF-F	4 WKKR-F	4 WKKR-F<	4 WLQR-F
5	5 WLQR-F	5 WKKO-F>	5	5	5	5 WKKR-F	5	5 WVKF-F	5 WKKR-F
6	6	6	6	6	6	6	6	6	6

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WHMQ-F	107.7	N. BALTIMORE	0.5/1.2	
W. ZE-F	97.3	OAK HARBOR	1.2/4.3	
WNTR-F	96.1	ARCHBOLD	0.4/1.5	
WTOD	1560	TOLEDO	0.8/3.1	
WTWR-F	98.3	MONROE, MI	1.4/8.7	
WDFM-F	98.1	DEFIANCE	0.4/0.7	
WLZZ-F	104.5	MONTPELIER	0.4/1.3	
WQTE	560	MONROE, MI	0.4/0.9	
WRIF-F	101.1	DETROIT	0.4/2.5	
CIMX-F	88.7	WINDSOR, ONT	1.6/5.1	
CKWW	580	WINDSOR, ONT	1.0/3.2	

TOLEDO

RADIO STATIONS

WCWA	,	1230,	1 KW	,	Standards	WESTWD, CBS,	\$13.00	(Eastman)	Enterprise
WSPD	,	1370,	5 KW (DA-N)	,	Full Service	CBS,	\$36.00	(Christal)	Noble
WTOD	,	1560,	5 KW (DAYS, DA)	,	Country	ABC,	\$ NA	(Katz)	Fritz
WVOI	,	1520,	1 KW (DA-2)	,	Black	WESTWD, AURN,	\$17.00	(Regional)	
WWM	,	1470,	1 KW (DA-2)	,	News	SMN,	\$14.00	(D&R)	Midwestern
WBUZ-F,		106.5,	3 KW @ 328	,	AOR	,	\$ NA	(Torbet)	(DELTA)
WHMQ-F,		107.7,	3 KW @ 328	,	Country	,	\$15.00	(---)	(N. BALTIMORE)
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)
WLOR-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
WWM-F,		105.5,	2.7 KW @ 344	,	AC	,	\$51.00	(D&R)	Midwestern (SYLVANIA)
WXKR-F,		94.5,	30 KW @ 630	,	Classic AOR	ABC,	\$20.00	(MMR)	(PORT CLINTON)
WYHK-F,		95.7,	1.8 KW @ 433	,	Country	,	\$17.00	(Katz)	(GIBSONBURG)

Other Ranked Stations - See Detroit

TUCSON

Arbitron Rank/Pop (12+): 62/608,103
 MSA Rank/Pop: 74/739,000
 DMA # 81
 Average Person Ratings: 15.6
 Market TSL: 21.25 hours

Stations: 23/21
 Diaries: 1250/486:1/54.6%
 Sample Target: 1185
 % Below Line: 3.6
 % Not Listed: 17.4

1994 Revenue: \$24,500,000
 HH Inc.: \$27,229
 Retail \$: 6.6 Bil
 Pop per Station: 28,957
 #1 Biller: KCUB/KIIM-F \$6,000,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. KIIM-F (C)	110/11.6	12.4	13.5	14.0	13.4	12.9		1547/25.4	24.7	26.3	F	KIIM-F
2. KMXZ-F (AC)	101/10.6	8.6	8.3	9.9	10.3	9.4		1475/24.3	22.3	22.1		KMXZ-F
3. KLPX-F (AOR)	77/ 8.1	7.8	9.7	8.6	9.2	8.6		1060/17.4	18.4	20.0	D	KLPX-F
4. KRQQ-F (CHR)	73/ 7.7	7.2	6.4	5.7	7.7	6.8		1327/21.8	21.9	21.9	D	KRQQ-F
5. KWFM-F (O)	68/ 7.2	5.7	4.0	5.0	5.3	5.5		1143/18.8	18.2	15.9	D	KWFM-F
6. KNST (N/T)	55/ 5.8	6.4	7.3	6.1	6.9	6.4		700/11.5	11.5	14.3	D	KNST
7. KKHG-F (CL AOR)	52/ 5.5	6.4	5.9	5.3	5.6	5.8		866/14.2	15.0	13.9		KKHG-F
8. KOHT-F (SP)	40/ 4.2	3.2	2.2	2.9	3.6	3.1		552/ 9.1	8.3	6.3		KOHT-F
9. KCEE (ST)	32/ 3.4	3.2	3.6	3.0	4.4	3.3		377/ 6.2	7.3	8.3		KCEE
10. KZLZ-F (SP)	29/ 3.1	1.5	0.4	1.2	3.1	1.6		252/ 4.1	3.2	4.4		KZLZ-F
11. KCUB-AF (C)	21/ 2.2	2.1	2.2	3.1	3.3	2.4		405/ 6.7	7.1	7.1	C	KCUB-AF
12. KTZR (SP)	19/ 2.0	1.8	3.1	1.8	1.2	2.2		264/ 4.3	3.4	3.8		KTZR
13. KTUC (T)	17/ 1.8	2.6	2.8	0.9	0.9	2.0		305/ 5.0	7.1	3.5		KTUC
14. KGVY (ST)	16/ 1.7	2.8	3.4	3.1	2.7	2.8		144/ 2.4	3.9	3.7		KGVY
15. KQTL (SP)	15/ 1.6	0.4	1.5	1.2	0.6	1.1		164/ 2.7	2.2	2.5		KQTL
16. KEKO-F (AOR-NR)	14/ 1.5	2.3	1.5	1.4	1.2	1.7		421/ 6.9	7.4	5.4		KEKO-F
KXEW (SP)	14/ 1.5	0.9	1.5	1.8	0.8	1.4		223/ 3.7	2.7	4.0		KXEW
18. KSAZ (ST)	11/ 1.2	1.5	1.1	1.0	1.9	1.2		184/ 3.0	3.6	3.1		KSAZ
19. KKND (AOR-P)	9/ 0.9	2.5	2.3	3.8	2.8	2.4		267/ 4.4	7.1	8.0		KKND
20.												

12+ FM SHARE (METRO): 73.50% (577 of 785) (SUM 94: 70.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRQQ-F	1 KLPX-F	1 KIIM-F<	1 KIIM-F	1 KMXZ-F<	1 KIIM-F<	1 KIIM-F	1 KIIM-F	1 KIIM-F	1 KLPX-F	1 KIIM-F
2 KLPX-F>	2 KIIM-F<	2 KMXZ-F	KMXZ-F>	2 KIIM-F	2 KMXZ-F	2 KMXZ-F	2 KMXZ-F	2 KMXZ-F>	2 KRQQ-F	2 KNST <
3 KOHT-F	3 KMXZ-F<	3 KLPX-F	3 KKHG-F	3 KWFM-F	3 KWFM-F<	3 KWFM-F	3 KLPX-F	3 KLPX-F<	3 KMXZ-F	3 KMXZ-F<
4 KZLZ-F	4 KRQQ-F>	4 KRQQ-F<	KWFM-F	4 KKHG-F	4 KNST >	4 KRQQ-F<	4 KNST <	4 KRQQ-F	4 KIIM-F	4 KLPX-F<
5	5 KKHG-F	5 KKHG-F<	5 KLPX-F	5 KLPX-F	5 KCEE	5 KKHG-F	5 KWFM-F	5 KWFM-F	5 KWFM-F	5 KRQQ-F<
6	6	6 KWFM-F	6 KRQQ-F	6 KRQQ-F	6	6 KLPX-F	6 KRQQ-F	6	6	6 KWFM-F
7	7	7	7	7	7	7 KNST	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 KMXZ-F	1 KMXZ-F>	1 KMXZ-F	1 KMXZ-F	1 KLPX-F>>	1 KLPX-F>	1 KLPX-F	1 KLPX-F	1 KIIM-F
2 KRQQ-F	2 KRQQ-F	2 KRQQ-F	2 KIIM-F>	2 KIIM-F	2 KRQQ-F>	2 KIIM-F	2 KIIM-F	2 KIIM-F	2 KKHG-F<
3 KMXZ-F	KIIM-F>	3 KIIM-F	3 KRQQ-F	3 KWFM-F	3 KIIM-F	3 KKHG-F	3 KKHG-F>	3 KKHG-F>	3 KLPX-F
4 KLPX-F	4 KLPX-F>	4 KLPX-F	4 KWFM-F>	4 KRQQ-F	4	KRQQ-F	4 KMXZ-F	4 KMXZ-F	KWFM-F
5	5	5 KKHG-F	5	5 KKHG-F	5	5 KMXZ-F	KOHT-F	5 KNST	5 KMXZ-F
6	6	6	6	6 KOHT-F	6	6 KOHT-F	6	6 KRQQ-F	6 KNST
								KWFM-F	

TUCSON

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

KTKT 990 TUCSON 0.7/5.3
KHOT-F 100.3 GLOBE 0.5/2.4

RADIO STATIONS

AM STATIONS

KCEE, 940, 5 KW/1 KW (DA-2), Standards	WESTWD, \$ 15.00 (---)	Prism
KCUB, 1290, 1 KW, Country	, \$ NA (Katz)	
KGTV, 1080, 1 KW (DAYS), Standards	AP, \$ 20.00 (K & P)	(GREEN VALLEY)
KKND, 1490, 1 KW (DA-1), Prog. AOR	, \$ 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 (DA-2), Hispanic	, \$ 17.00 (Caballero)	(SAHURRITO)
KSAZ, 580, 5 KW/500 W (DA-N), Standards	, \$ NA (---)	(MARANA)
KTKT, 990, 10 KW/1 KW (DA-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 (see KCUB)	, \$ NA (Katz)	KIIM owner (D)
KEKO, 92.1, 50 KW @ 493, AOR-NR	, \$ 16.00 (Christal)	Lotus (GREEN VALLEY)
KIIM, 99.5, 93 KW @ 2037, Country	, \$ 97.00 (Katz)	
KKHG, 104.1, 3 KW @ 24, AOR/Classic	, \$ 16.00 (MMR)	Apogee
KMXZ, 94.9, 100 KW @ 1952, AC	ABC, \$ 47.00 (MMR)	Apogee
KLPX, 96.1, 100 KW @ 1952, AOR	, \$ 53.00 (Christal)	Lotus
KOHT, 98.3, 3 KW @ 203, Hispanic	CRC, CBS, \$ 17.00 (Lotus)	(MARANA)
KCDI, 97.5, 3 KW @ -115, Classic AOR	, \$ 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: KMXZ-AM changes again to KKND (August) . . . KKLD-F changes to KMXZ-F (July) . . . KEKO-F changes from AOR-P to AOR-NR (Oct) . . .

TULSA

Arbitron Rank/Pop (12+): 60/641,730

Stations: 21/21
Diaries: 1465/438:1/56.9%
Sample Target: 1290
% Below Line: 0.0
% Not Listed: 9.8

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: 15.3

Market TSL: 20.50 hours

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. KWEN-F (C)	113/11.5	11.9	12.4	12.8	12.1	12.2		1812/28.2	22.9	23.8	G	KWEN-F
2. KRMG (FS)	85/ 8.7	7.8	9.2	11.3	9.3	9.3		1152/18.0	18.0	19.6	E	KRMG
3. KBEZ-F (SAC)	82/ 8.4	7.9	7.3	9.0	7.1	8.2		1212/18.9	17.6	15.0	D	KBEZ-F
4. KHTT-F (CHR)	73/ 7.5	5.8	5.3	5.7	5.7	6.1		1097/17.1	15.5	15.3	C	KHTT-F
5. KMOD-F (AOR)	66/ 6.7	6.8	6.8	8.5	7.8	7.2		839/13.1	14.5	13.5	E	KMOD-F
6. KMYZ-F (AOR-NR)	60/ 6.1	6.1	4.3	4.3	5.5	5.2		944/14.7	15.1	13.7	C	KMYZ-F
7. KVOO-F (C)	54/ 5.5	5.2	6.4	4.5	4.6	5.4		798/12.4	12.2	10.5	SEE	KVOO
8. KJSR-F (O-70's)	50/ 5.1	6.2	6.3	2.2	1.8	5.0		949/14.8	16.9	8.5		KJSR-F
9. KVOO (C)	46/ 4.7	5.4	4.4	5.4	6.0	5.0		600/ 9.4	9.8	8.8	E	KVOO
10. KRAV-F (AC)	40/ 4.1	4.8	4.3	3.9	4.1	4.3		799/12.5	11.5	10.6	C	KRAV-F
11. KGTO (ST)	37/ 3.8	2.2	3.3	2.5	1.8	3.0		300/ 4.7	3.2	3.5	A	KGTO
12. KXOJ-F (REL)	31/ 3.2	2.7	3.8	2.4	2.5	3.0		556/ 8.7	7.3	6.6		KXOJ-F
13. KQLL-F (O)	29/ 3.0	4.1	4.5	5.2	5.7	4.2		743/11.6	11.9	14.9	C	KQLL-F
14. KJMM-F (B)	27/ 2.8	2.7	2.9	---	---	2.8		394/ 6.1	5.6	---		KJMM-F
15. KCKI-F (C)	25/ 2.6	3.4	3.3	3.1	4.5	3.1		634/ 9.9	10.0	10.3	B	KCKI-F
16. KOAS-F (J)	19/ 1.9	1.2	2.0	2.4	2.6	1.9		422/ 6.6	4.9	5.1		KOAS-F
17. KTHK-F (CL AOR)	13/ 1.3	1.2	1.8	2.9	2.2	1.8		380/ 5.9	6.5	7.5	B	KTHK-F
KTOW-F (CL)	13/ 1.3	1.3	1.0	3.1	3.4	1.7		263/ 4.1	4.8	5.7	A	KTOW-F
19.												
20.												

12+ FM SHARE (METRO): 79.28% (700 of 883) (SUM 94: 79.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHTT-F>	1 KHTT-F<	1 KWEN-F	1 KWEN-F	1 KWEN-F	1 KRMG	1 KWEN-F	1 KWEN-F<	1 KWEN-F	1 KHTT-F<	1 KWEN-F
2 KMYZ-F>	2 KWEN-F<	2 KMOD-F	2 KMOD-F	2 KBEZ-F<	2 KWEN-F<	2 KRMG	2 KRMG <	2 KHTT-F<	2 KWEN-F	2 KBEZ-F>
3 KWEN-F	3 KMYZ-F<	3 KHTT-F<	3 KBEZ-F	3 KMOD-F	3 KBEZ-F>	3 KBEZ-F	3 KBEZ-F>	3 KRMG	3 KMYZ-F	3 KVOO-F
4 KJMM-F	4 KMOD-F	4 KBEZ-F<	4 KJSR-F	4 KJSR-F	4 KVOO	4 KMOD-F>	4 KMOD-F	4 KMYZ-F<	4 KBEZ-F	4 KRMG
5	5 KJSR-F	5 KJSR-F<	5 KHTT-F	5 KHTT-F	5 KGTO	5 KHTT-F	5 KHTT-F	5 KBEZ-F	5 KMYZ-F<	5 KCKI-F
6	6	6 KMYZ-F	6	KVOO-F	6 KVOO-F	6 KVOO-F	KVOO-F	6 KJSR-F<	6 KJSR-F	6 KVOO
7	7	7	7	7	7	7	7	7 KMOD-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 KWEN-F	1 KWEN-F	1 KWEN-F	1 KWEN-F>	1 KWEN-F	1 KMYZ-F	1 KMOD-F	1 KMOD-F	1 KMOD-F>	1 KMOD-F>
2 KHTT-F	2 KHTT-F	2 KBEZ-F	2 KBEZ-F	2 KBEZ-F>	2 KHTT-F	2 KMYZ-F	2 KJSR-F	2 KMYZ-F	2 KWEN-F<
KMYZ-F	3 KBEZ-F	3 KHTT-F	3 KHTT-F	3 KRAV-F<	3 KMOD-F	3 KHTT-F	3 KHTT-F	KWEN-F<	3 KJSR-F
4	4 KMYZ-F	4 KRAV-F	4 KRAV-F	4 KHTT-F	4 KWEN-F	4 KJSR-F	4 KJSR-F	KMYZ-F	4 KRMG <
5	KRAV-F	5 KJSR-F	5 KXOJ-F	5 KVOO-F	5 KVOO-F	5 KWEN-F	5 KWEN-F	5 KHTT-F	5 KMYZ-F
6	6	6	KJSR-F	6 KJSR-F	6	6 KVOO-F	6 KVOO-F	6	6 KBEZ-F<
7	7	7	7	7	7	7	7	7	7 KVOO-F

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	TSA /CUME
KAKC	1300	TULSA		0.9/2.3
KCFO	970	TULSA		0.6/2.2
KHJM-F	100.3	TAF		0.5/1.6

TULSA

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)
KOAS-F, 92.1, 27 KW @ 656, Jazz		, \$ 21.00 (CMBS)		(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, AOR-NR	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: KCMA-F changed to KOAS-F and format from Classical to Jazz (Aug) . . . KTOW-F will change calls in November to KTFX-F and change format to Country. . .

WASHINGTON

Arbitron Rank/Pop (12+): 8/3,493,700
 MSA Rank/Pop: 5/4,560,000
 DMA # 7
 Average Person Ratings: 17.3
 Market TSL: 22.75 hours

Stations: 36/32
 Diaries: 3734/ 936:1/49.8%
 Sample Target: 3555
 % Below Line: 1.9
 % Not Listed: 13.9

1994 Revenue: \$182,200,000
 HH Inc.: \$51,936
 Retail \$: 42.1 Bil
 Pop per Station: 109,178
 #1 Biller: WPGC-F \$19,000,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WPGC-F (B/CHR)	442/ 7.3	8.4	8.8	9.0	8.8	8.4		6176/17.7	18.9	19.7	I	WPGC-F
2. WHUR-F (B)	345/ 5.7	4.3	3.6	3.7	4.7	4.3		4811/13.8	13.7	13.2	G	WHUR-F
3. WMZQ-AF (C)	329/ 5.5	5.9	6.2	6.3	5.8	6.0		4400/12.6	---	---	J	WMZQ-AF
4. WASH-F (AC)	309/ 5.1	4.2	3.8	4.2	4.4	4.3		4634/13.3	12.4	12.9	I	WASH-F
5. WRQX-F (AC/CHR)	285/ 4.7	4.2	4.8	4.6	5.2	4.6		4479/12.8	14.4	13.5	I	WRQX-F
6. WJFK-F (T)	246/ 4.1	3.5	3.2	4.2	4.3	3.8		3446/ 9.9	9.5	10.4	I	WJFK-F
7. WKYS-F (B)	245/ 4.1	3.5	3.8	3.3	4.0	3.7		4271/12.2	12.2	13.4	H	WKYS-F
WMAL (FS)	245/ 4.1	4.3	4.2	4.6	4.1	4.3		3851/11.0	11.6	10.7	I	WMAL
9. WBIG-F (O)	233/ 3.9	3.8	3.3	3.4	3.5	3.6		4615/13.2	12.7	10.5	H	WBIG-F
10. WHFS-F (AOR-NR)	232/ 3.8	4.4	3.7	3.7	4.1	3.9		4429/12.7	12.4	13.2	H	WHFS-F
11. WWDC-F (AOR)	223/ 3.7	3.7	3.6	2.9	3.8	3.5		4937/14.1	14.4	13.4	H	WWDC-F
12. WGMS-F (CL)	217/ 3.6	3.2	3.6	3.4	3.5	3.5		2904/ 8.3	8.6	8.3	G	WGMS-F
13. WMMJ-F (B/AC)	208/ 3.4	3.8	3.5	4.1	4.6	3.7		2558/ 7.3	8.9	9.5	H	WMMJ-F
14. WGAY-F (SAC)	206/ 3.4	3.4	3.8	4.0	3.7	3.7		3622/10.4	10.2	10.5	G	WGAY-F
15. WJZW-F (J)	198/ 3.3	3.6	4.1	3.3	1.7	3.6		3135/ 9.0	9.0	8.3	G	WJZW-F
16. WTOP (N)	182/ 3.0	3.2	3.4	3.0	3.0	3.2		4283/12.3	14.4	13.0	I	WTOP
17. WARW-F (O-70's)	137/ 2.3	2.6	2.6	2.5	2.2	2.5		3112/ 8.9	9.3	9.7	G	WARW-F
18. WWRC (T)	119/ 2.0	1.7	1.7	1.6	1.9	1.8		1801/ 5.2	5.4	4.7	D	WWRC
19. WOL (B/T)	90/ 1.5	2.1	1.6	1.1	1.1	1.6		993/ 2.8	2.9	2.2	C	WOL
20. WYCB (G)	84/ 1.4	1.3	1.7	1.1	1.4	1.4		970/ 2.8	2.7	2.8		WYCB
21. WWDC (ST)	80/ 1.3	0.8	0.9	1.0	1.0	1.0		992/ 2.8	2.3	2.1		WWDC
22. WXTR-F (O-70's)	73/ 1.2	1.5	1.1	1.5	1.5	1.3		1776/ 5.1	6.3	7.4	G	WXTR-F
23.												
24.												
25.												

12+ FM SHARE (METRO): 80.95% (4208 of 5198) (SUM 94: 84.25%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPGC-F>>	1 WPGC-F>	1 WPGC-F>	1 WHUR-F	1 WHUR-F	1 WMAL	1 WPGC-F	1 WPGC-F>	1 WPGC-F>	1 WPGC-F<	1 WHUR-F
2 WHFS-F<	2 WHFS-F<	2 WHUR-F<	2 WPGC-F	2 WPGC-F	2 WHUR-F	2 WJFK-F<	2 WASH-F	2 WJFK-F	2 WHUR-F	2 WMZQ-AF
3 WKYS-F	3 WASH-F<	3 WASH-F	3 WRQX-F<	3 WMZQ-AF	3 WGMS-F<	3 WRQX-F<	3 WMZQ-AF	3 WMZQ-AF	3 WASH-F>	3 WPGC-F
4	4 WRQX-F<	4 WRQX-F	4 WASH-F	4 WASH-F	4 WMZQ-AF<	4 WMAL	4 WRQX-F	4 WRQX-F	4 WMMJ-F<	4 WWRC
5	5 WKYS-F	5 WMZQ-AF	5 WMZQ-AF	5 WRQX-F	5 WBIG-F	5 WHUR-F	5 WASH-F	5 WASH-F	5 WKYS-F	5 WTOP
6	6 WJFK-F	6 WJFK-F	6 WJFK-F	6 WBIG-F	6 WTOP	6 WHUR-F	6 WMAL	6 WKYS-F	6 WHFS-F	6 WASH-F<
7	7 WHUR-F	7 WHFS-F	7 WBIG-F	7 WJFK-F	7 WMMJ-F	7 WTOP	7 WKYS-F	7 WHFS-F	7 WHDC-F<	7 WKYS-F
8	8 WMZQ-AF	8 WKYS-F	8 WJZW-F	8 WMMJ-F	8 WGAY-F	8 WASH-F	8	8 WHUR-F	8 WMZQ-AF	8 WMAL
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 WPGC-F	1 WPGC-F>	1 WPGC-F	1 WPGC-F	1 WHUR-F	1 WPGC-F	1 WPGC-F<	1 WJFK-F	1 WJFK-F	1 WJFK-F
2 WASH-F	2 WASH-F<	2 WHUR-F	2 WASH-F	2 WASH-F<	2 WJFK-F	2 WJFK-F	2 WPGC-F	2 WPGC-F	2 WBIG-F<
3 WRQX-F	3 WRQX-F	3 WASH-F	3 WHUR-F<	3 WPGC-F	3 WHFS-F	3 WHFS-F<	3 WWDC-F	3 WHFS-F	3 WHUR-F<
4 WMZQ-AF	4 WHUR-F	4 WRQX-F	4 WRQX-F	4 WRQX-F<	4 WWDC-F	4 WWDC-F	4 WHFS-F	4 WHDC-F	4 WMZQ-AF<
5 WHFS-F	5 WKYS-F	5 WKYS-F	5 WMZQ-AF>	5 WMZQ-AF>	5 WASH-F	5 WKYS-F	5 WKYS-F	5 WRQX-F<	5 WPGC-F
6 WKYS-F	6 WMZQ-AF	6 WMZQ-AF	6 WKYS-F	6 WMMJ-F	6 WKYS-F	6 WMZQ-AF	6 WMZQ-AF	6 WMZQ-AF	6 WJZW-F
7 WWDC-F	7 WHFS-F	7 WHFS-F	7 WHFS-F	7 WBIG-F	7 WRQX-F	7 WRQX-F	7 WHUR-F	7 WHUR-F	7 WWDC-F
8 WHUR-F	8 WWDC-F	8 WWDC-F	8	8 WJZW-F	8 WMZQ-AF	8	8 WARW-F	8 WBIG-F	8 WRQX-F
9 WJFK-F	9	9 WARW-F	9	9 WKYS-F	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

WASHINGTON

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

WAVA-F	105.1	ALRINGTON, VA	0.9/3.2
WFRE-F	99.9	FREDERICK, MD	1.2/2.4
WILC	900	LAUREL, MD	0.6/1.6
WMDO	1540	WHEATON, MD	0.4/1.0
WMJS-F	92.7	PRINCE FREDERICK, MD	0.3/0.6
WPGC	1580	MORNINGSIDE, MD	0.6/2.3
WRCY-F	107.7	WARRENTOWN, VA	0.9/2.5
WTEM	570	BETHESDA, MD	0.7/3.2
WUST	1120	WASHINGTON	0.3/0.7
WBQB-F	101.5	FREDERICKSBURG, VA	0.5/1.3
WFLS-F	93.3	FREDERICKSBURG, VA	0.6/2.1
WWMD-F	104.7	HAGERSTOWN, MD	0.3/1.0
WIYY-F	97.9	BALTIMORE, MD	0.5/3.3

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		
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
WJZW	105.9	28 KW @ 649	Jazz	\$168.00	(Group W)	Viacom
WGAY	99.5	21 KW @ 771	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	Talk/Jazz	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 - 70's	\$163.00	(Mc-Guild)	Liberty (WALDORF)

WEST PALM BEACH

Arbitron Rank/Pop (12+): 49/829,100
 MSA Rank/Pop: 59/955,000
 DMA # 52
 Average Person Ratings: 17.6
 Market TSL: 23.25 hours

Stations: 38/16
 Diaries: 2187/379:1/56.2%
 Sample Target: 1875
 % Below Line: 27.3
 % Not Listed: 13.1

1994 Revenue: \$32,100,000
 HH Inc.: \$35,681
 Retail \$: 11.0 Bil
 Pop per Station: 51,819
 #1 Biller: WRMF-F \$8,300,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WRMF-F (AC)	112/ 7.7	7.1	7.9	8.9	9.1	7.9		1438/17.3	15.3	17.7	H	WRMF-F
2. WIRK-F (C)	111/ 7.6	8.5	8.1	7.4	9.0	7.9		1306/15.8	15.3	16.1	G	WIRK-F
3. WRLX-F (E2)	105/ 7.2	6.9	8.3	7.1	8.1	7.4		1064/12.8	13.6	14.2	D	WRLX-F
4. WEAT-F (SAC)	94/ 6.4	8.2	4.6	7.6	8.9	6.7		1541/18.6	18.0	19.6	F	WEAT-F
5. WJNO (N/T)	74/ 5.1	6.7	7.0	5.5	5.5	6.1		995/12.0	14.6	10.9	E	WJNO
6. WKGR-F (CL AOR)	63/ 4.3	3.9	3.4	5.4	4.2	4.3		1012/12.2	10.8	14.2	E	WKGR-F
7. WJBW-F (ST)	49/ 3.4	3.0	2.4	1.3	0.4	2.5		442/ 5.3	6.1	1.9		WJBW-F
8. WDBF (ST)	45/ 3.1	2.6	2.1	1.5	1.9	2.3		442/ 5.3	4.7	5.1		WDBF
9. WOVV-F (CHR)	45/ 3.1	2.9	3.2	3.1	3.4	3.1		1047/12.6	11.6	13.2	E	WOVV-F
10. WPBZ-F (AOR-NR)	44/ 3.0	3.3	2.2	3.5	0.7	3.0		811/ 9.8	8.6	0.7		WPBZ-F
11. WEDR-F (B)	43/ 2.9	3.3	2.9	3.0	2.5	3.0		628/ 7.6	8.3	7.9		WEDR-F
12. WOLL-F (O)	40/ 2.7	2.2	2.3	1.8	3.4	2.3		711/ 8.6	8.0	8.6	D	WOLL-F
13. WBZT (T)	33/ 2.3	2.2	3.3	2.4	2.3	2.6		507/ 6.1	6.0	6.0	B	WBZT
14. WLYF-F (SAC)	32/ 2.2	1.0	1.1	2.1	2.4	1.6		436/ 5.3	4.1	6.5		WLYF-F
15. WZTA-F (AOR)	28/ 1.9	0.8	1.0	2.1	1.7	1.5		575/ 6.9	5.8	7.0		WZTA-F
16. WLVE-F (J)	26/ 1.8	2.0	2.2	1.4	1.5	1.9		328/ 4.0	5.1	4.1		WLVE-F
17. WEAT (ST/EZ)	25/ 1.7	1.1	1.3	1.1	0.4	1.3		536/ 6.5	4.2	2.2		WEAT
18.												
19.												
20.												

12+ FM SHARE (METRO): 79.43% (1008 of 1269) (SUM 94: 80.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOVV-F<	1 WIRK-F	1 WRMF-F	1 WRMF-F>	1 WRMF-F>	1 WRLX-F>	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WIRK-F	1 WJNO
2 WPBZ-F>>	WRMF-F>	2 WIRK-F<	2 WEAT-F<	2 WEAT-F<	2 WJNO	2 WIRK-F	2 WEAT-F	2 WIRK-F	2 WRLX-F	WRLX-F>
3	3 WPBZ-F<	3 WKGR-F	3 WIRK-F	3 WIRK-F	WRMF-F	3 WEAT-F	WRLX-F	3 WRLX-F	3 WEDR-F	3 WBZT-F
4	4 WKGR-F	4 WEAT-F>	WKGR-F>	4 WKGR-F>	WIRK-F<	WRLX-F	4 WIRK-F>	4 WEAT-F	4 WEAT-F	4 WIRK-F
5	5 WEDR-F<	5	5	5	5 WEAT-F	5 WJNO	5 WJNO	5 WJNO <	5 WOVV-F	5 WEAT-F
6	6 WEAT-F	6	6	6	6	6	6	6 WKGR-F	WRMF-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 WRMF-F	1 WRMF-F	1 WRMF-F	1 WRMF-F>	1 WRMF-F	1 WZTA-F	1 WPBZ-F	1 WEDR-F	1 WKGR-F	1 WKGR-F<
2 WIRK-F	2 WIRK-F>	2 WIRK-F	2 WEAT-F<	2 WEAT-F	2 WKGR-F	2 WEDR-F	2 WZZR-F	2 WRMF-F	2 WRMF-F
3 WOVV-F	3 WEAT-F	3 WEAT-F	3 WIRK-F>	3 WIRK-F>	WPBZ-F	3 WIRK-F	WPBZ-F	3 WIRK-F	3 WIRK-F
4 WEDR-F	4 WKGR-F	4 WKGR-F	4 WKGR-F	4 WKGR-F	4 WIRK-F	WKGR-F	4 WIRK-F	4 WEAT-F	4 WEAT-F
WEAT-F	5 WOVV-F	5	5 WOVV-F	5	5	5 WZTA-F	5 WKGR-F	5 WPBZ-F	5
6	6 WPBZ-F	6	6	6	6	6 WZZR-F	6 WRMF-F	6	6
7	7	7	7	7	7	7	7	7	7

WEST PALM BEACH

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

WPOM	1600	RIVIERA BEACH	0.8/2.7
WSWN	900	BELLE GLADE	0.7/2.0
WYFX	1040	BOYNTON BEACH	0.5/2.2
WZZR-F	92.7	STUART	1.6/4.7

SEE MIAMI FOR MORE ABOUT THE FOLLOWING:

WAQI	0.7/ 1.7	WIOD	1.0/ 3.5	WQBA-F	0.5/ 2.0
WBG-G-F	1.6/ 6.4	WKIS-F	1.7/ 6.5	WRBD	0.4/ 1.4
WFLC-F	0.5/ 3.1	WMXJ-F	1.2/ 5.8	WRMA-F	1.1/ 3.0
WHQT-F	1.7/ 5.7	WPOW-F	1.3/ 7.1	WSHE-F	1.3/ 6.2
WHY1-F	1.0/ 4.3	WQAM	0.7/ 3.4	WTMI-F	1.2/ 4.2
WINZ	0.5/ 3.3			WWNN	0.3/ 1.0

RADIO STATIONS

WBZT, 1290, 5 KW (DA-N)	, Talk	ABC, CBS, \$ 20.00 (Katz)	Amer. Radio Systems
WDBF, 1420, 5 KW/500 W (DA-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 (DA-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
WOVV-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: WEAT A/F, WOLL-F sold by OmniAmerica to Citicasters (D) for \$36,000,000 (E) (Crisler, Star) . . . WSTU, WHLG-F (Ft. Pierce) sold to WPBZ-F owner (D) for \$7,200,000. . .

WICHITA

Arbitron Rank/Pop (12+): 87/412,900
 MSA Rank/Pop: 101/481,000
 DMA # 64
 Average Person Ratings: 15.3
 Market TSL: 20.00 hours

Stations: 20/20
 Diaries: 1040/397:1/57.5%
 Sample Target: 1005
 % Below Line: 0.0
 % Not Listed: 10.8

1994 Revenue: \$18,200,000
 HH Inc.: \$36,304
 Retail \$: 4.9 Bill
 Pop per Station: 20,645
 #1 Biller: KFDI-AF \$4,900,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. KFDI-F (C)	65/10.3	11.6	12.1	11.0	8.6	11.3		893/21.6	23.7	19.8	F	KFDI-F
2. KZSN-F (C)	58/ 9.2	9.3	9.0	10.0	10.7	9.4		800/19.4	22.2	20.3	D	KZSN-F
3. KKR-D (CHR)	44/ 7.0	8.2	9.3	10.3	10.0	8.7		845/20.5	21.4	23.4	C	KKR-D
4. KRZZ-F (CL AOR)	44/ 7.0	5.3	5.7	6.7	6.1	6.2		660/16.0	14.2	15.1	C	KRZZ-F
5. KRBB-F (AC)	40/ 6.3	5.3	4.3	6.2	6.9	5.5		585/14.2	11.9	14.0	C	KRBB-F
6. KICT-F (AOR)	38/ 6.0	5.9	5.6	4.7	6.6	5.6		585/14.2	13.3	13.4	B	KICT-F
7. KFDI (C/FS)	36/ 5.7	5.4	6.3	5.4	5.6	5.7		425/10.3	10.6	11.7		KFDI
8. KEYN-F (O)	31/ 4.9	4.8	6.3	7.5	5.1	5.9		563/13.6	15.0	12.6	B	KEYN-F
9. KDLE-F (B)	29/ 4.6	5.4	3.9	4.4	5.1	4.6		424/10.3	7.8	6.9	A	KDLE-F
10. KTLI-F (REL)	29/ 4.6	3.2	1.9	2.5	4.1	3.1		364/ 8.8	8.2	7.9	A	KTLI-F
11. KNSS (N/T)	26/ 4.1	3.9	3.6	5.9	4.0	4.4		423/10.2	11.1	10.4	C	KNSS
12. KXLK-F (AC)	25/ 4.0	3.4	4.5	4.0	3.6	4.0		496/12.0	10.3	10.2	B	KXLK-F
13. KYQQ-F (C)	24/ 3.8	5.9	4.2	3.3	3.6	4.3		430/10.4	14.2	10.6	A	KYQQ-F
14. KOEZ-F (SAC)	23/ 3.6	3.6	3.1	4.3	4.3	3.6		372/ 9.0	8.5	8.9	B	KOEZ-F
15. KLLS-F (AC)	18/ 2.9	2.8	3.9	---	---	---		419/10.1	8.2	---		KLLS-F
16. KFH (T)	12/ 1.9	1.4	2.3	2.0	1.3	1.9		209/ 5.1	6.2	5.1	A	KFH
17. KOAM (N/T/SPRTS)	11/ 1.7	1.1	2.3	1.2	1.0	1.6		153/ 3.7	3.1	3.5		KOAM
18.												
19.												
20.												

12+ FM SHARE (METRO): 83.66% (471 of 563) (SUM 94: 84.23%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKR-D-F>>	1 KRZZ-F	1 KZSN-F<	1 KRZZ-F	1 KZSN-F<	1 KFDI-F>	1 KFDI-F	1 KZSN-F<	1 KFDI-F	1 KKR-D-F<	1 KFDI-F
2 KDLE-F>	2 KICT-F<	2 KRZZ-F	KZSN-F<	2 KRZZ-F<	2 KFDI	2 KZSN-F	2 KFDI-F	2 KZSN-F>	2 KZSN-F	2 KZSN-F
3 KICT-F	3 KZSN-F	3 KRBB-F	3 KRBB-F	3 KRBB-F	3 KZSN-F	3 KFDI	3 KRBB-F<	3 KRZZ-F	3 KFDI-F<	3 KKR-D-F
KYQQ-F	4 KKR-D-F	4 KICT-F	4 KTLI-F	4 KFDI-F	4 KEYN-F<	4 KRBB-F	4 KRZZ-F	4 KKR-D-F	4 KICT-F	4 KEYN-F
5	5 KRBB-F	5 KFDI-F	5 KFDI-F	5 KEYN-F	5 KRBB-F<	5 KKR-D-F	5 KNSS <	5 KICT-F<	5 KRZZ-F	KFH
6	KYQQ-F	6 KKR-D-F	6	6 KTLI-F	6 KOEZ-F	6 KICT-F	6 KKR-D-F	6 KRBB-F	6	6
7	7	KTLI-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 KFDI-F	1 KZSN-F<	1 KRBB-F	1 KRBB-F<	1 KRBB-F	1 KICT-F	1 KRZZ-F<	1 KRZZ-F>	1 KRZZ-F	1 KRZZ-F>
KKR-D-F	2 KRBB-F	2 KTLI-F	2 KZSN-F	2 KZSN-F	2 KKR-D-F	2 KICT-F>	2 KICT-F<	2 KICT-F	2 KZSN-F
3 KDLE-F	KXLK-F	KXLK-F	3 KFDI-F	3 KFDI-F	3 KRZZ-F	3 KZSN-F>	3 KZSN-F>	3 KZSN-F>	3 KICT-F
KXLK-F	4 KKR-D-F	4 KZSN-F	4 KTLI-F	4 KTLI-F	4 KZSN-F	4 KYQQ-F	4 KYQQ-F	4 KKR-D-F	4 KEYN-F
KYQQ-F	5 KTLI-F	5	KXLK-F	5 KXLK-F	5 KDLE-F	KKR-D-F	5	KEYN-F	5 KFDI-F
6	6 KYQQ-F	6	6 KKR-D-F	6 KEYN-F	6	6	6	6	6 KNSS
7	7	7	7	7	7	7	7	7	7

WICHITA

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

KJRG 950 NEWTON 0.8/2.2
KSPG-F 98.7 CLEARWATER 0.5/3.0
KZSN 1480 WICHITA 0.3/1.5

RADIO STATIONS

KFDI, 1070,	10 KW/1 KW (DA-N),	Country/FS	ABC,	\$ 55.00 (Torbet)	Great Empire
KFH, 1330,	5 KW (DA-N)	, Talk	CBS, AP,	\$ 16.00 (Eastman)	Triathlon
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)	Triathlon
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,	ADR	ABC,	\$ 27.00 (Mc-Guild)	Great Empire
KKRD-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)	Triathlon
KRZZ-F, 96.3,	50 KW @ 493,	Classic ADR	,	\$ 37.00 (D & R)	Prism
KTLI-F, 99.1,	100 KW @ 617,	Religion	USA,	\$ 16.00 (Salem)	(DERBY)
KXLK-F, 105.3,	100 KW @ 987,	AC	AP,	\$ 28.00 (Eastman)	(EL DORARDO)
KYQQ-F, 106.5,	100 KW @ 1115,	Country	ABC,	\$ 15.00 (---)	(HAYSVILLE)
KZSN-F, 102.1,	100 KW @ 1033,	Country	,	\$ 65.00 (Katz)	Triathlon
					Lesso
					(ARKANSAS CITY)
					So. Skies
					(HUTCHINSON)

WILKES BARRE-SCRANTON

Arbitron Rank/Pop (12+): 61/636,600
 MSA Rank/Pop: 81/640,000
 DMA # 48
 Average Person Ratings: 17.2
 Market TSL: 23.25 Hours

Stations: 36/28
 Diaries: 1366/466:1/59.4%
 Sample Target: 1265
 % Below Line: 6.6
 % Not Listed: 14.9

1994 Revenue: \$19,600,000
 HH Inc.: \$30,724
 Retail \$: 5.6 Bil
 Pop per Station: 22,736
 #1 Biller: WKRZ-F \$5,500,000

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WKRZ-F (CHR)	125/11.4	12.0	10.2	12.1	12.4	11.4		2022/31.8	31.6	31.4	G	WKRZ-F
2. WMGS-F (AC)	96/ 8.8	9.8	9.1	9.3	8.1	9.3		1202/18.9	17.1	18.2	D	WMGS-F
3. WGGY-F (C)	84/ 7.7	9.0	7.3	8.5	8.8	8.1		1217/19.1	19.5	17.3	D	WGGY-F
4. WEZX-F (AOR)	81/ 7.4	5.2	4.5	4.7	6.8	5.4		868/13.6	11.9	16.1	D	WEZX-F
5. WBHT-F (CHR)	46/ 4.2	3.9	3.5	3.8	2.8	3.9		856/13.4	12.3	10.3	B	WBHT-F
6. WNAK (ST/FS)	45/ 4.1	3.6	7.5	4.5	3.4	4.9		373/ 5.9	6.2	5.5	B	WNAK
7. WZMT-F (AOR)	44/ 4.0	4.4	2.5	4.7	6.5	3.9		631/ 9.9	11.0	11.9	B	WZMT-F
8. WILK-AA (T)	42/ 3.9	3.1	5.0	3.9	4.1	4.0		630/ 9.9	8.9	9.9	B	WILK-AA
9. WARM (FS)	40/ 3.6	4.8	4.4	3.7	4.7	4.1		735/11.5	11.3	11.7	C	WARM
10. WEJL-AA (ST)	39/ 3.5	3.0	4.8	3.1	3.2	3.6		580/ 9.1	12.3	5.7	B	WEJL-AA
11. WWSH-F (SAC)	29/ 2.6	2.4	2.1	1.9	1.7	2.3		423/ 6.6	7.7	6.9		WWSH-F
12. WTZR-F (O)	28/ 2.6	2.2	2.6	2.1	1.1	2.4		387/ 6.1	6.6	3.9		WTZR-F
13. WDLS-F (C)	27/ 2.5	2.4	1.6	3.3	2.7	2.5		416/ 6.5	5.9	7.8	B	WDLS-F
14. WSGD-F (O)	20/ 1.8	2.3	2.0	2.2	1.6	2.1		312/ 4.9	5.5	4.7		WSGD-F
15. WKXP-F (C)	16/ 1.5	0.7	0.7	0.7	---	0.9		120/ 1.9	1.6	---		WKXP-F
16. WSBG-F (CHR)	14/ 1.3	1.3	1.6	1.7	0.7	1.5		284/ 4.5	4.2	3.5		WSBG-F
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 77.60% (724 of 933) (SUM 94: 76.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRZ-F<	1 WKRZ-F	1 WKRZ-F	1 WEZX-F<	1 WEZX-F<	1 WMGS-F	1 WKRZ-F<	1 WKRZ-F	1 WKRZ-F>	1 WKRZ-F>	1 WEZX-F
2 WBHT-F>>	2 WEZX-F	2 WEZX-F	2 WKRZ-F	2 WKRZ-F<	2 WGGY-F	2 WMGS-F<	2 WMGS-F	2 WMGS-F<	2 WMGS-F<	2 WARM
3	3 WMGS-F<	3 WMGS-F>	3 WMGS-F>	3 WMGS-F>	3 WKRZ-F	3 WEZX-F>	3 WGGY-F<	3 WGGY-F	3 WGGY-F	3 WKRZ-F
4	4 WGGY-F	4 WGGY-F	4 WGGY-F	4 WGGY-F	4 WNAK-F	4 WGGY-F	4 WEZX-F	4 WEZX-F	4 WBHT-F	4 WZMT-F
5	5 WBHT-F<	5 WZMT-F	5	5	5 WILK-AA	5 WARM	5 WILK-AA	5	5 WEZX-F	5 WGGY-F
6	6 WZMT-F	6	6	6	6 WARM	6	6	6	6 WZMT-F	6
7	7 WTZR-F	7	7	7	WEJL-AA	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 WEZX-F	1 WEZX-F>	1 WEZX-F>>	1 WEZX-F>	1 WEZX-F>
2 WBHT-F>>	2 WMGS-F<	2 WEZX-F<	2 WMGS-F>	2 WKRZ-F>	WKRZ-F	2 WKRZ-F	2 WKRZ-F<	2 WKRZ-F	2 WKRZ-F
3	3 WBHT-F	3 WMGS-F>	3 WEZX-F	3 WGGY-F	WZMT-F>	3 WZMT-F<	3 WTZR-F>	3 WZMT-F	3 WGGY-F
4	WEZX-F	4 WGGY-F>>	4 WGGY-F	4 WEZX-F	4 WGGY-F	4 WTZR-F	4 WZMT-F	4 WGGY-F	4 WMGS-F
5	5 WGGY-F	5	5 WBHT-F	5	5 WDLS-F	5 WGGY-F	WGGY-F	5 WMGS-F	5 WZMT-F
6	6	6	6	6	WTZR-F	6	6	6	6

WILKES BARRE-SCRANTON

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

WARD	1540	PITTSTON	0.5/2.1
WAZL	1490	HAZELTON	0.4/1.2
WHCY-F	106.3	BLAIRSTOWN, NJ	0.8/2.5
WHLM-F	106.5	BLOOMSBURG	1.2/4.3
WICK	1400	SCRANTON	0.7/2.1
WKAB-F	103.5	BERWICK	1.1/2.1
WMXH	750	OLYPHANT	0.6/1.6
WQEQ-F	103.1	FREELAND	0.9/1.9
WVPO	840	STROUDSBURG	0.7/1.5
WVDL-F	104.9	SCRANTON	0.6/1.7
WABC	770	NEW YORK	0.9/1.7
WAEB-F	104.1	ALLENTOWN	0.8/2.1
WFMZ-F	100.7	ALLENTOWN	0.6/1.8
WKSJ-F	102.7	WILLIAMSPORT	0.5/1.6
WLEV-F	96.1	EASTON	0.5/1.7
WODE-F	99.9	EASTON	1.3/3.9
WRNJ-F	107.1	BELVIDERE, NJ	1.0/2.1
WZZO-F	95.1	BETHLEHEM	1.0/2.9

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)	Nassau (STROUDSBURG)
WSGD-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)

YORK

Arbitron Rank/Pop (12+): 100/370,000

Stations: 35/10
Diaries: 1296/286:1/65.4%
Sample Target: 1215
% Below Line: 44.1
% Not Listed: 11.1

1994 Revenue: \$13,400,000
HH Inc.: \$38,736
Retail \$: 3.7 Bil
Pop per Station: 37,000
#1 Biller: WARM-F \$4,400,000

MSA Rank/Pop: 134/439,000
DMA #43 (w/Harrisburg & Lancaster)
Average Person Ratings: 16.4
Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	SPG 95	WIN 95	FAL 94	SUM 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 95	SUM 94	Revenue Level	
1. WGTY-F (C)	66/10.9	10.1	11.0	10.7	11.0	10.7		743/20.1	19.2	18.6	D	WGTY-F
2. WARM-F (AC)	61/10.1	10.7	11.0	9.9	9.8	10.4		804/21.7	21.1	22.1	F	WARM-F
3. WYCR-F (CHR)	36/ 6.0	5.7	4.9	5.4	6.4	5.5		781/21.1	22.1	20.4	C	WYCR-F
4. WRKZ-F (C)	35/ 5.8	8.4	6.5	6.1	6.4	6.7		477/12.9	17.5	13.8		WRKZ-F
5. WROZ-F (SAC)	27/ 4.5	7.0	5.2	6.3	5.2	5.8		480/13.0	17.5	14.7		WROZ-F
6. WRVV-F (AC/AOR)	25/ 4.1	3.4	2.3	3.3	3.9	3.3		366/ 9.9	11.1	9.9		WRVV-F
7. WSBA (FS)	24/ 4.0	5.0	6.2	5.1	5.1	5.1		478/12.9	12.9	13.6	D	WSBA
8. WQXA-F (AC)	23/ 3.8	3.0	3.7	3.1	3.0	3.4		451/12.2	10.9	10.3	B	WQXA-F
9. WTPA-F (AOR)	22/ 3.6	2.5	3.6	4.3	3.4	3.5		382/10.3	9.3	9.5		WTPA-F
10. WHTF-F (AOR)	21/ 3.5	3.3	4.4	5.1	4.8	4.1		379/10.2	11.6	9.4	C	WHTF-F
11. WWMD-F (EZ)	20/ 3.3	3.1	2.8	2.8	2.0	3.0		210/ 5.7	7.1	5.1		WWMD-F
12. WGRX-F (AOR)	18/ 3.0	4.0	2.6	2.1	2.6	2.9		337/ 9.1	10.6	10.1		WGRX-F
WWKL-F (O)	18/ 3.0	3.4	3.1	2.8	2.6	3.1		372/10.1	9.1	7.4		WWKL-F

14.
15.

12+ FM SHARE (METRO): 86.62% (466 of 538) (SUM 94: 83.59%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYCR-F>>>> 1 WGTY-F	1 WARM-F<	1 WARM-F<	1 WARM-F<	1 WARM-F<	1 WARM-F<	1 WGTY-F	1 WARM-F	1 WGTY-F	1 WGTY-F	1 WGTY-F>
2	2 WYCR-F	2 WGTY-F>	2 WGTY-F>	2 WGTY-F>>	2 WGTY-F>	2 WARM-F>	2 WGTY-F>	2 WARM-F>	2 WYCR-F	2 WARM-F
3	3 WQXA-F<	3 WYCR-F	3 WRVV-F	3 WRVV-F	3 WRKZ-F	3 WSBA	3 WYCR-F	3 WYCR-F	3 WARM-F	3 WHTF-F
4	4 WTPA-F	4 WRVV-F	4 WYCR-F	4 WYCR-F	4 WSBA <	4 WRKZ-F	4 WRKZ-F	4 WRKZ-F	4 WSBA	4 WROZ-F
5	5 WHTF-F	5 WTPA-F<	5 WROZ-F	5	5 WWMD-F	5 WTPA-F	5 WRVV-F	5 WQXA-F	5 WRVV-F	5
6	6	6 WHTF-F	6 WTPA-F	6	6	6	6	6	6 WHTF-F	6
7	7	7 WQXA-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 WQXA-F	1 WGTY-F	1 WGTY-F	1 WARM-F	1 WARM-F	1 WQXA-F>	1 WTPA-F	1 WRKZ-F	1 WGTY-F	1 WGTY-F
WYCR-F	2 WARM-F	2 WARM-F	2 WGTY-F>	2 WGTY-F>>	2 WHTF-F	2 WQXA-F	2 WYCR-F	2 WARM-F	2 WARM-F
WRKZ-F	3 WYCR-F	3 WYCR-F	3 WROZ-F	3 WROZ-F>	WGRX-F	3 WGTY-F	3 WRVV-F	WRVV-F	3 WRVV-F
4 WROZ-F	4 WRKZ-F	4 WHTF-F	4 WYCR-F	4 WYCR-F	WTPA-F	WYCR-F	4 WGRX-F	WTPA-F	4 WTPA-F
WGTY-F	5 WHTF-F	5 WGRX-F	5	5	5 WGTY-F	WGRX-F	WGTY-F	5 WHTF-F	5 WYCR-F
6	WQXA-F	WNNK-F	6	6	6	6 WGTY-F	WHTF-F>	6	6 WRKZ-F
7	WROZ-F	WROZ-F	7	7	7	7	7	7	7

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

WGET	1320	GETTYSBURG	0.5/2.7
WHVR	1280	HANOVER	1.3/4.6
WOYK	1350	YORK	1.2/4.3
WQXA	1250	YORK	0.3/1.9
WBAL	1090	BALTIMORE	1.0/3.2
WCTX-F	92.1	PALMYRA	0.8/2.1
WQAC-F	94.5	LANCASTER	1.5/4.1
WFRE-F	99.9	FREDERICK, MD	0.5/3.4
WHFS-F	99.1	ANNAPOLIS, MD	0.3/2.2
WHP	580	HARRISBURG	2.1/5.3
WHYL	960	CARLISLE	1.2/2.1
WIOV-F	105.1	EPHRATA	1.0/3.7
WIYY-F	97.9	BALTIMORE	0.8/4.4
WLAN-F	96.9	LANCASTER	0.5/3.2
WLIF-F	101.9	BALTIMORE	0.5/1.6
WNNK-F	104.1	HARRISBURG	2.8/8.1
WOCT-F	104.3	BALTIMORE	0.5/1.6
WPOC-F	93.1	BALTIMORE	1.3/4.2
WWII	720	SHIREMANSTOWN	0.3/1.4
WMMX-F	106.5	BALTIMORE	0.3/1.6
WXYV-F	102.7	BALTIMORE	0.7/1.9
WYMJ-F	94.9	HARRISBURG	0.7/2.6

YORK

RADIO STATIONS

WGET, 1320, 1 KW/500 W (DA-2), Full Service	WESTWD, 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	, \$ 22.00 (D & R)	Telemedia
WYCR-F, 98.5, 11 KW @ 928, CHR	, \$ 32.00 (D & R)	

Other Ranked Stations -- See Harrisburg, Lancaster, Baltimore and Hagerstown

Miscellaneous: WHTF-F (Starview) sold to Hall (semi-D with Hall station in Lancaster) for \$3,200,000. . .

***** 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		*

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