

# AMERICAN RADIO

Winter 1995 Supplement



James H. Duncan, Jr.



AMERICAN RADIO  
WINTER 1995 SUPPLEMENT

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## INTRODUCTION

I am pleased to present the eighth edition of American Radio - Winter 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 'Winter Supplement' is issued every May.

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

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

# INDEX

## INDIVIDUAL MARKET REPORTS

(In Alphabetical Order)

Akron	Des Moines	McAllen-Brown	Sacramento
Albany-Schen-Troy	Detroit	Memphis	Saginaw-BC
Albuquerque	El Paso	Miami	St. Louis
Allentown-Beth	Fresno	Milwaukee	Salinas
Atlanta	Grand Rapids	Minneapolis	Salt Lake
Austin	Greensboro-WS	Mobile	San Antonio
Bakersfield	Greenville NC	Nashville	San Diego
Baltimore	Grnvl-Sprtnbrg	Nassau-Suffolk	San Francisco
Baton Rouge	Harrisburg	New Orleans	San Jose
Birmingham	Hartford	New York	Seattle
Boston	Honolulu	Norfolk	Shreveport
Buffalo	Houston	Oklahoma City	Spokane
Charleston SC	Huntsville	Omaha	Springfld, MA
Charlotte	Indianapolis	Orlando	Syracuse
Chattanooga	Jackson	Philadelphia	Tampa-St.Pete
Chicago	Jacksonville	Phoenix	Toledo
Cincinnati	Kansas City	Pittsburgh	Tucson
Cleveland	Knoxville	Portland OR	Tulsa
Colorado Spgs.	Lansing	Providence	Washington
Columbia SC	Las Vegas	Raleigh	W. Palm Bch
Columbus OH	Little Rock	Richmond	Wichita
Dallas-Ft.Worth	Los Angeles	Riverside-SB	WB-Scranton
Dayton	Louisville	Rochester	York
Denver	Madison		

AKRON

Arbitron Rank/Pop (12+): 67/565,100  
 MSA Rank/Pop: 76/679,000  
 Cleveland DMA  
 Average Person Ratings: 16.7  
 Market TSL: 22.00 hours

Stations: 30/7  
 Diaries: 1611/351:1/57.3%  
 Sample Target: 1545  
 % Below Line: 55.6%  
 % Not Listed: 13.1%

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	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WQMX-F (C)	72/ 7.6	7.5	8.3	7.0	5.6	7.6		896/15.9	14.1	11.1	D	WQMX-F
2. WONE-F (AOR)	63/ 6.7	7.0	5.3	7.6	6.1	6.7		874/15.5	16.1	17.8	E	WONE-F
3. WNIR-F (T)	57/ 6.0	6.5	5.9	5.9	7.2	6.1		723/12.8	12.8	13.1	D	WNIR-F
4. WMJI-F (O)	55/ 5.8	5.7	5.9	5.1	6.1	5.6		813/14.4	15.6	17.3		WMJI-F
5. WDOK-F (SAC)	54/ 5.7	5.7	6.8	5.5	7.1	5.9		805/14.2	14.5	15.7		WDOK-F
6. WGAR-F (C)	49/ 5.2	5.6	5.2	5.2	5.4	5.3		739/13.1	13.6	17.1		WGAR-F
7. WKDD-F (CHR)	47/ 5.0	4.7	5.4	5.1	7.1	5.1		852/15.1	13.6	18.7	E	WKDD-F
8. WMMS-F (AOR)	42/ 4.4	4.0	3.2	3.9	3.9	3.9		839/14.8	14.2	12.6		WMMS-F
9. WAKR (FS)	41/ 4.3	5.0	4.1	4.2	4.3	4.4		733/13.0	13.7	14.1	C	WAKR
10. WZAK-F (B)	40/ 4.2	3.3	4.0	4.5	3.2	4.0		532/ 9.4	8.4	8.1		WZAK-F

12+ FM SHARE (METRO): 83.82% (689 of 822) (WIN 94: 84.85%)

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

OTHER RATED STATIONS	METRO CUME	TSA	TSA SHARE/RTG/AQH/CUME
WHLO	640	AKRON	0.8/2.2
WTOU	1350	AKRON	0.8/1.7
WHBC	1480	CANTON	0.4/1.3
WHBC-F	94.1	CANTON	1.4/5.0
WHOT-F	101.1	YOUNGSTOWN	0.3/2.6
WKBN-F	98.9	YOUNGSTOWN	0.4/1.0
WQXK-F	105.1	SALEM	2.2/5.6
WRQK-F	106.9	CANTON	1.3/6.2
WTOF-F	98.1	CANTON	0.3/1.7
WZKL-F	92.5	ALLIANCE	0.4/1.8

SEE CLEVELAND FOR MORE ABOUT THE FOLLOWING:

WCLV-F	1.0/ 3.0	WNCX-F	4.1/12.1	WWWE	2.6/ 8.3
WENZ-F	2.3/10.2	WNV-F	1.2/ 4.3	WZJM-F	1.7/ 7.9
WKNR	1.8/ 6.7	WQAL	3.2/11.7		
WLTF-F	2.4/ 8.0	WRMR	3.2/ 6.6		

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) , Talk	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)
WDNE-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: 16.2  
 Market TSL: 21.50 hours

Stations: 29/27  
 Diaries: 1761/423:1/61.6%  
 Sample Target: 1785  
 % Below Line: 0.9  
 % Not Listed: 17.0

1994 Revenue: \$24,500,000  
 HH Inc.: \$38,308  
 Retail \$: 7.4 Bil  
 Pop per Station: 27,585  
 #1 Biller: WGNA-AF \$4,800,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WGNA-AF (C)	155/12.8	12.2	11.1	13.0	11.6	12.3		1638/22.0	21.5	20.7	F	WGNA-AF
2. WFLY-F (CHR)	113/ 9.3	8.9	9.7	10.2	10.3	9.5		1633/21.9	22.7	25.9	E	WFLY-F
3. WGY (FS)	110/ 9.1	8.1	8.9	8.4	9.6	8.6		1526/20.5	21.5	24.2	D	WGY
4. WPYX-F (AOR)	82/ 6.8	7.3	6.9	6.8	6.9	7.0		1507/20.2	16.5	20.4	E	WPYX-F
WYJB-F (SAC)	82/ 6.8	8.2	6.0	7.1	5.8	7.0		1169/15.7	17.4	13.7	C	WYJB-F
6. WRVE-F (AC/AOR)	76/ 6.3	7.3	7.4	6.4	4.9	6.9		1132/15.2	17.8	14.2	D	WRVE-F
7. WKLI-F (AC)	58/ 4.8	5.1	6.3	5.9	6.8	5.5		1009/13.5	13.9	18.6	D	WKLI-F
8. WQBK-FF (CL AOR)	51/ 4.2	3.6	3.9	4.1	5.0	4.0		1003/13.5	12.8	12.6	C	WQBK-FF
9. WZRQ-F (AOR)	40/ 3.3	2.5	3.1	4.3	3.3	3.3		687/ 9.2	8.6	8.7	B	WZRQ-F
10. WABY (ST)	35/ 2.9	3.9	3.8	3.2	3.3	3.5		410/ 5.5	5.9	5.2	A	WABY
11. WQBK (T)	34/ 2.8	2.3	2.8	1.9	2.4	2.5		498/ 6.7	6.6	6.8	B	WQBK
12. WROW (T)	29/ 2.4	0.9	0.4	0.3	---	1.0		581/ 7.8	4.9	---		WROW
13. WXLE-F (AOR-P)	18/ 1.5	1.4	1.2	1.1	1.9	1.3		379/ 5.1	4.4	6.1	A	WXLE-F
14. WTRY-F (O)	17/ 1.4	1.8	2.2	2.3	1.4	1.9		492/ 6.6	7.1	6.2	B	WTRY-F
15. WEQX-F (AOR-NR)	16/ 1.3	1.3	1.3	1.4	1.2	1.3		465/ 6.2	5.4	5.1	A	WEQX-F
WTRY (O)	16/ 1.3	1.5	1.1	0.8	1.1	1.2		378/ 5.1	5.0	4.4		WTRY
17. WHRL-F (J)	13/ 1.1	0.7	1.1	1.3	1.4	1.1		193/ 2.6	3.1	2.7		WHRL-F
18.												
19.												
20.												

12+ FM SHARE (METRO): 75.77% (760 of 1003) (WIN 94: 77.41%)

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

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

WBUG	1570	AMSTERDAM	0.2/0.4
WBUG-F	101.1	FT. PLAIN	0.2/1.0
WCDA-F	96.3	VOORHEESVILLE	0.3/2.7
WCSS	1490	AMSTERDAM	0.5/1.2
WEMX-F	94.5	RAVENA	0.8/4.6
WJKE-F	101.3	STILLWATER	0.5/2.8
WPTR	1540	ALBANY	0.5/3.0
WWCP-F	96.7	CLIFTON PARK	0.9/5.5
WCKL	560	CATSKILL	0.3/0.7
WJIV-F	101.9	CHERRY VALLEY	0.6/1.9



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)	,	Talk/News	ABC, CBS,	\$18.00	(Torbet)	
WQBK	,	1300,	5 KW (DA-2)	,	Talk	WESTWD, ABC,	\$20.00	(D&R)	
WROW	,	590,	5 KW/1 KW(DA-2)	,	See WYJB-FM				
WTRY	,	980,	5 KW (DA-N)	,	See WTRY-FM				
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
WTRY-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: 17.1  
 Market TSL: 22.50 hours

Stations: 27/25  
 Diaries: 1509/354:1/50.8%  
 Sample Target: 1500  
 % Below Line: 1.5  
 % Not Listed: 11.2

1994 Revenue: \$24,000,000  
 HH Inc.: \$32,504  
 Retail \$: 6.1 Bil  
 Pop per Station: 21,360  
 #1 Biller: KRST-F \$4,500,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. KRST-F (C)	106/11.6	10.1	13.1	10.7	13.9	11.4		1318/24.7	24.2	27.6	F	KRST-F
2. KKOB (FS)	87/ 9.5	9.3	10.1	9.2	10.1	9.5		1207/22.6	25.6	24.2	E	KKOB
3. KKOB-F (AC)	60/ 6.6	5.2	8.0	7.1	5.2	6.7		1035/19.4	18.4	19.3	D	KKOB-F
4. KKSS-F (CHR)	58/ 6.4	6.1	7.0	7.1	7.8	6.7		903/16.9	15.7	17.0	C	KKSS-F
5. KMGA-F (SAC)	55/ 6.0	6.3	5.1	4.6	4.7	5.5		697/13.1	13.7	13.3	C	KMGA-F
6. KHTZ-F (O-70's)	46/ 5.0	2.6	1.7	3.6	2.7	3.2		682/12.8	9.2	8.4	B	KHTZ-F
7. KZRR-AF (AOR)	43/ 4.7	4.5	5.8	5.3	5.7	5.1		703/13.2	16.0	15.5	D	KZRR-AF
8. KHFM-F (CL)	42/ 4.6	4.8	3.4	4.7	2.8	4.4		582/10.9	12.6	8.3	B	KHFM-F
9. KTEG-F (AOR-NR)	40/ 4.4	3.7	1.9	1.8	1.7	3.0		738/13.8	10.7	8.1	A	KTEG-F
10. KIVA (ST)	38/ 4.2	3.6	3.9	3.1	2.8	3.7		348/ 6.5	7.0	4.9	A	KIVA
KZKL-F (O)	38/ 4.2	6.1	5.1	4.2	5.7	4.9		523/ 9.8	12.1	13.4	C	KZKL-F
12. KASY-F (C)	36/ 3.9	5.3	3.3	5.1	3.8	4.4		678/12.7	14.3	11.8	B	KASY-F
13. KZRQ-F (AOR)	26/ 2.8	3.8	2.6	3.3	2.5	3.1		466/ 8.7	10.1	8.2	B	KZRQ-F
14. KIOT-F (AOR-P)	20/ 2.2	2.6	2.1	1.3	0.7	2.1		338/ 6.3	8.1	2.5	B	KIOT-F
KOLT-F (C)	20/ 2.2	2.0	2.7	1.8	1.8	2.2		422/ 7.9	8.4	8.7	B	KOLT-F
16. KRZN-F (J)	16/ 1.8	0.3	---	---	---	---		220/ 4.1	2.1	---		KRZN-F
17. KLSK-F (CL AOR)	14/ 1.5	2.5	3.6	3.1	3.7	2.7		433/ 8.1	11.2	12.1	C	KLSK-F
18. KALY (SP)	12/ 1.3	0.7	1.0	1.3	1.8	1.1		126/ 2.4	1.8	3.2		KALY
19.												
20.												

12+ FM SHARE (METRO): 79.90% (648 of 811) (WIN 94: 75.80%)

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

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

KABQ	1350	ALBUQUERQUE	0.8/2.6
KHTL	920	ALBUQUERQUE	0.2/1.6
KLVO-F	97.7	BELEN	1.3/3.8
KNKT-F	107.1	ARMIJO	0.3/2.4
KRLL	1580	ALBUQUERQUE	1.2/1.8
KXKS	1190	ALBUQUERQUE	0.5/2.1
KBOM-F	106.7	LOS ALAMOS	1.0/3.6
KTMN-F	98.5	LOS ALAMOS	0.5/4.4

ALBUQUERQUE

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 (CMBS)	
KIOT, 102.5, 17 KW @ 4159, AOR-Prog		\$ 19.00 ( --- )	(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)
KMGA, 99.5, 23 KW @ 4130, AC	WESTWD,	\$ 30.00 (Christal)	Citadel
KOLT, 105.9, 100 KW @ 1935, Country	ABC,	\$ 23.00 (Katz)	Commonwealth (SANTA FE)
KRST, 92.3, 22 KW @ 4159, Country		\$ 90.00 (Katz)	Commonwealth
KRZN, 101.3, 6 KW @ 328, Jazz		\$ 15.00 ( --- )	
KZKL, 101.7, 3 KW @ 105, Oldies		\$ 28.00 (Christal)	Territorial (RIO RANCHO)
KZRR, 94.1, 23 KW @ 4130, AOR	SMN,	\$ 19.00 (Torbet)	Territorial (SANTA FE)
	Source,	\$ 53.00 (Eastman)	River City

Miscellaneous: KRZY, KRST-F sold by Commonwealth to Crescent for \$15,500,000 (E) (MVP). . . KUCU-F changed to KNTK-F (Dec) and now has a religious format. . . KARS-F changed to KLVO-F (Feb) and now uses a Hispanic format. . .

ALLENTOWN-BETHLEHEM

Arbitron Rank/Pop (12+): 63/604,700  
 MSA Rank/Pop: 83/623,000  
 Philadelphia DMA  
 Average Person Ratings: 18.1  
 Market TSL: 23.75 hours

Stations: 38/14  
 Diaries: 1332/454:1/63.9%  
 Sample Target: 1210  
 % Below Line: 20.3%  
 % Not Listed: 12.6%

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	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WAEB-F (CHR)	143/13.1	10.8	10.8	11.6	15.3	11.6		1896/31.4	28.8	32.9	D	WAEB-F
2. WLEV-F (AC)	116/10.6	8.4	9.6	9.9	10.9	9.6		1468/24.3	20.0	23.5	F	WLEV-F
3. WFMZ-F (SAC)	110/10.1	12.2	10.8	9.2	8.7	10.6		1287/21.3	19.4	18.0	C	WFMZ-F
4. WZZO-F (AOR)	102/ 9.3	12.0	11.6	13.0	8.9	11.5		1336/22.1	24.0	22.9	E	WZZO-F
5. WODE-F (O)	72/ 6.6	6.7	7.2	7.3	8.8	7.0		1237/20.5	19.1	22.3	E	WODE-F
6. WAEB (N/T)	65/ 5.9	4.4	5.0	6.4	7.4	5.4		869/14.4	13.2	18.8	C	WAEB
7. WEST (ST)	33/ 3.0	2.2	2.4	2.1	1.9	2.4		277/ 4.6	4.2	4.2	A	WEST
8. WKAP (C)	30/ 2.7	2.9	2.3	2.7	1.8	2.7		307/ 5.1	6.6	4.6		WKAP
9. WYSP-F (CL AOR)	28/ 2.6	2.7	1.7	2.4	3.2	2.4		601/ 9.9	10.3	10.1		WYSP-F

12+ FM SHARE (METRO): 78.01% (745 of 955) (WIN 94: 77.28%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAEB-F	1 WAEB-F>>	1 WAEB-F	1 WAEB-F>>	1 WAEB-F>	1 WZZO-F	1 WZZO-F>>>	1 WZZO-F	1 WZZO-F>>	1 WZZO-F
2 WLEV-F	2 WLEV-F	2 WLEV-F	2 WLEV-F>	2 WLEV-F>	2 WAEB-F	2 WAEB-F	2 WAEB-F	2 WLEV-F	2 WLEV-F>
3 WZZO-F	3 WZZO-F	3 WFMZ-F	3 WFMZ-F	3 WFMZ-F	3 WLEV-F	3 WLEV-F	WYSP-F	3 WAEB-F>	3 WAEB-F
4 WFMZ-F	4 WFMZ-F	4 WZZO-F	4 WODE-F<	4 WODE-F>	4 WRFY-F	4	4 WLEV-F	4 WODE-F	4 WODE-F
5	5	5 WODE-F	5 WZZO-F	5 WZZO-F	WKAP	5	5 WODE-F	WYSP-F	5 WYSP-F
6	6	6	6	6	6	6	6 WFMZ-F	6	6

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

WGPA	1100	BETHLEHEM	1.1/2.7
WIP1	1230	EASTON	0.5/1.6
WRNJ	1000	HACKETTSTOWN, NJ	0.8/2.4
WRNJ-F	107.1	BELVIDERE, NJ	1.6/4.1
WTKZ	1320	ALLENTOWN	0.7/2.9
WYNS	1160	LEHIGHTON	0.8/1.7
WBYN-F	107.5	BOYERTOWN	1.6/3.8
WHCY-F	106.3	BLAIRSTOWN, NJ	0.9/2.2
WKRZ-F	98.5	WILKES-BARRE	0.5/2.1
WMGS-F	92.9	WILKES-BARRE	0.4/1.6
WQEQ-F	103.1	FREELAND	0.5/1.0
WRFY-F	102.5	READING	0.5/3.8
WZMT-F	97.9	HAZLETON	0.5/0.9

SEE PHILADELPHIA FOR MORE ABOUT THE FOLLOWING:

KYW	1.2/6.4	WMGK-F	0.7/3.3	WUSL-F	0.5/2.0
WABC	1.6/3.5	WMMR-F	0.5/3.2	WVDB-F	0.8/3.4
WFLN-F	0.9/3.4	WUGL-F	0.6/2.1	WXTU-F	1.8/6.6
WIOQ-F	0.5/3.6	WOR	0.7/2.6	WYXR-F	0.8/4.1
WJJZ-F	0.4/1.8	WPLJ-F	0.6/2.7		
WKXW-F	0.5/1.9	WPST-F	0.5/3.4		

ALLENTOWN-BETHLEHEM

RADIO STATIONS

WAEB, 790, 3.8 KW/1 KW (DA-2), News/Talk	CBS, WESTWD, \$ 34.00 (Katz)	CRB
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
WXXW, 1470, 5 KW (DA-N), Country	, \$ 23.00 (Eastman)	HGF
WAEB-F, 104.1, 50 KW @ 500, CHR	, \$ 45.00 (Katz)	CRB
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)	Wheeling-Pittsburgh
WZZO-F, 95.1, 30 KW @ 630, AOR	, \$ 73.00 (Katz)	CRB

Other Ranked Stations -- See Philadelphia or New York

Miscellaneous: WXXW changed calls to WKAP (March). . . WFMZ-F sale to Telemedia was canceled. . .

\*\*\*\*\* 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: 16.8  
 Market TSL: 22.00 hours

Stations: 22/22  
 Diaries: 3389/ 817:1/51.9%  
 Sample Target: 3300  
 % Below Line: 0.0  
 % Not Listed: 11.9

1994 Revenue: \$149,600,000  
 HH Inc.: \$39,849  
 Retail \$: 30.4 Bil  
 Pop per Station: 125,909  
 #1 Biller: WVEE-F \$18,500,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WVEE-F (B)	554/11.9	11.2	12.1	11.1	12.9	11.6		5821/21.0	18.7	19.3	J	WVEE-F
2. WKHX-F (C)	481/10.4	9.9	9.2	10.5	9.2	10.0		5628/20.3	20.8	18.6	I	WKHX-F
3. WSB (FS)	309/ 6.7	6.4	5.8	5.9	6.2	6.2		4798/17.3	18.5	16.8	I	WSB
4. WPCH-F (SAC)	301/ 6.5	7.2	6.9	6.1	6.9	6.7		4649/16.8	17.1	17.7	I	WPCH-F
5. WSB -F (AC)	265/ 5.7	6.5	6.7	6.3	6.4	6.3		4702/17.0	17.9	18.6	I	WSB -F
6. WSTR-F (CHR)	263/ 5.7	4.9	5.6	5.2	5.7	5.4		4820/17.4	16.8	16.7	I	WSTR-F
7. WNNX-F (AOR-NR)	243/ 5.2	4.9	5.7	5.6	4.3	5.4		4249/15.3	14.4	13.3	H	WNNX-F
8. WALR-F (B/AC)	242/ 5.2	4.6	4.7	4.6	4.8	4.8		3583/12.9	13.0	12.6	G	WALR-F
9. WKLS-F (AOR)	215/ 4.6	4.1	4.7	5.5	5.3	4.7		3652/13.2	13.1	14.0	I	WKLS-F
10. WFOX-F (O)	211/ 4.5	4.0	3.9	4.1	3.8	4.1		3845/13.9	13.4	11.9	H	WFOX-F
11. WYAY-F (C)	186/ 4.0	4.5	3.7	4.8	5.1	4.3		3083/11.1	11.4	11.7	F	WYAY-F
12. WZGC-F (CL AOR)	168/ 3.6	4.2	4.5	3.3	3.5	3.9		3724/13.4	13.2	12.5	H	WZGC-F
13. WGST (T/N)	167/ 3.6	3.3	3.8	3.8	3.6	3.6		2811/10.1	8.9	10.3	J	WGST
14. WGST-F (T/N)	118/ 2.5	2.5	2.3	1.8	1.8	2.3		1846/ 6.7	6.1	5.6		WGST-F
15. WJZF-F (J)	111/ 2.4	2.8	3.3	2.7	2.5	2.8		2174/ 7.8	8.7	6.7	D	WJZF-F
16. WAOK (G)	107/ 2.3	2.5	1.9	2.3	2.7	2.3		1421/ 5.1	5.3	5.8	C	WAOK
17. WCNN (SPRTS)	54/ 1.2	1.4	1.2	1.0	1.1	1.2		999/ 3.6	3.8	4.2	C	WCNN
18.												
19.												
20.												

12+ FM SHARE (METRO): 82.10% (3358 of 4090) (WIN 94: 81.77%)

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

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

OTHER RATED STATIONS

STATION	SHARE	CUME	TSA	TSA
	RTG	RTG	QAQ	CUME
WAFS	920	ATLANTA	0.3/1.3	
WGKA	1190	ATLANTA	0.4/0.7	
WIGO	1340	ATLANTA	0.3/1.1	
WQXI	790	ATLANTA	0.5/2.2	
WYZE	1480	ATLANTA	0.5/1.0	

ATLANTA  
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RADIO STATIONS  
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AM STATIONS  
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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  
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WALR,	104.7,	100 KW @ 981	,	Black/AC	WESTWD,	\$110.00	(Banner)	Midwestern (Dickey)	(ATHENS)
WFOX,	97.1,	97 KW @ 1571	,	Oldies	WESTWD,	\$173.00	(Group W)	Shamrock	(GAINESVILLE)
WGST,	105.7,	50 KW @ 492	,	See WGST-AM					(CANTOR)
WJZF,	104.1,	60 KW @ 1217	,	Jazz	,	\$ NA	(Christal)	Cox	(LA GRANGE)
WKHX,	101.5,	99 KW @ 968	,	Country	,	\$200.00	(Katz)	Cap Cities/ABC	
WKLS,	96.1,	99 KW @ 984	,	AOR	Source,	\$210.00	(Katz)	Great American	
WNNX,	99.7,	100 KW @ 1033	,	AOR - New Rock	,	\$148.00	(MMR)	Susquehanna	
WPCB,	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	

Miscellaneous: WGKA sold to Roy Honderson for \$1,050,000 (Sailors). . .

AUSTIN

Arbitron Rank/Pop (12+): 54/785,100  
 MSA Rank/Pop: 60/948,000  
 DMA # 69  
 Average Person Ratings: 15.7  
 Market TSL: 21.00 hours

Stations: 26/20  
 Diaries: 1816/432:1/53.1%  
 Sample Target: 1785  
 % Below Line: 4.9  
 % Not Listed: 23.3

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

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. KASE-F (C)	174/14.1	13.7	14.6	15.9	12.8	14.6		2059/26.2	25.0	26.3	H	KASE-F
2. KHFI-F (CHR)	113/ 9.1	7.8	9.4	10.1	11.0	9.1		1788/22.8	21.4	25.0	E	KHFI-F
3. KKMJ-F (SAC)	90/ 7.3	7.9	6.5	6.3	6.5	7.0		1322/16.8	17.7	15.1	F	KKMJ-F
4. KLBJ-F (AOR)	87/ 7.0	5.7	6.2	5.9	5.6	6.2		1447/18.4	17.7	15.6	E	KLBJ-F
5. KLBJ (N/T)	83/ 6.7	6.5	5.5	7.5	7.8	6.6		1340/17.1	16.7	18.4	E	KLBJ
6. KVET-F (C)	62/ 5.0	7.0	6.0	6.1	6.6	6.0		1110/14.1	16.7	15.2	D	KVET-F
KEYI-F (AC)	62/ 5.0	2.7	3.9	3.2	3.6	3.7		1047/13.3	10.6	11.8	C	KEYI-F
8. KGSR-F (AOR-P)	48/ 3.9	3.6	4.0	3.7	3.5	3.8		822/10.5	9.8	9.1	D	KGSR-F
9. KPEZ-F (CL AOR)	37/ 3.0	4.9	4.6	4.6	4.2	4.3		906/11.5	14.7	13.2	D	KPEZ-F
10. KUTZ-F (AOR)	34/ 2.8	3.5	3.4	2.8	3.7	3.1		612/ 7.8	8.7	9.1	C	KUTZ-F
11. KPTY-F (CHR/AC)	28/ 2.3	2.4	3.5	3.5	2.6	2.9		631/ 8.0	7.7	11.1		KPTY-F
12. KNNC-F (AOR-NR)	25/ 2.0	2.0	2.0	1.7	1.7	1.9		653/ 8.3	8.7	6.4		KNNC-F
13. KHHT-F (O-70's)	19/ 1.5	2.1	1.9	2.3	1.8	2.0		526/ 6.7	9.2	7.3		KHHT-F
ksah (SP)	19/ 1.5	0.3	0.8	0.6	0.4	0.8		160/ 2.0	1.8	0.7		ksah
15. KCLB-F (SP)	16/ 1.3	0.7	1.3	1.4	1.2	1.2		242/ 3.1	2.3	3.0		KCLB-F

12+ FM SHARE (METRO): 81.64% (818 of 1002) (WIN 94: 79.70%)

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 KASE-F	1 KASE-F
2 KASE-F>	2 KHFI-F	2 KHFI-F<	2 KLBJ-F<	2 KKMJ-F<	2 KLBJ <	2 KHFI-F<	2 KKMJ-F<	2 KHFI-F>	2 KHFI-F>>	2 KLBJ >
3 KUTZ-F	3 KLBJ-F>	3 KLBJ-F	3 KKMJ-F	3 KLBJ-F	3 KKMJ-F	3 KLBJ-F	3 KLBJ	3 KKMJ-F<	3	3 KKMJ-F
4	4 KKMJ-F	4 KKMJ-F	4 KHFI-F	4 KHFI-F<	4 KEYI-F	4 KVET-F<	4 KHFI-F<	4 KLBJ-F	4	4 KVET-F
5	5 KGSR-F	5 KGSR-F<	5 KEYI-F<	5 KEYI-F	5 KVET-F	5 KLBJ <	5 KLBJ-F	5 KLBJ	5	WOAI
6	6	6 KEYI-F	6 KGSR-F	6 KLBJ	6	6 KKMJ-F	6 KEYI-F	6 KEYI-F	6	6
7	7	7	7	7 KGSR-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 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F>	1 KASE-F	1 KLBJ-F	1 KASE-F<	1 KASE-F	1 KASE-F	1 KASE-F
2 KHFI-F	2 KHFI-F>	2 KHFI-F	2 KHFI-F	2 KKMJ-F	2 KASE-F	2 KLBJ-F>	2 KLBJ-F	2 KLBJ-F>	2 KLBJ-F
3 KLBJ-F	3 KKMJ-F>	3 KKMJ-F	3 KKMJ-F>	3 KHFI-F	3 KLBJ-F	3 KHFI-F>	3 KGSR-F	3 KLBJ	3 KLBJ
4	4 KLBJ-F	4 KVET-F	4 KEYI-F<	4 KEYI-F	4 KUTZ-F	4 KUTZ-F	4 KHFI-F	4 KGSR-F	4 KGSR-F
5 KNNC-F	5 KPTY-F	5 KLBJ-F	5 KLBJ-F	5 KVET-F<	5 KPEZ-F	5 KGSR-F	5	5 KHFI-F	5 KEYI-F
6	6 KVET-F	6	6 KVET-F	6 KLBJ-F	6	6 KPEZ-F	6	6 KPEZ-F	6 KPEZ-F
7	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	TSA /CUME
KELG	1440	ELGIN	0.6/1.3	
KFON	1490	AUSTIN	0.4/2.2	
KIXL	970	DE VALLE	0.7/2.6	
KJCE	1370	ROLLINGWOOD	1.1/2.8	
KTAE	1260	TAYLOR	0.7/1.2	
KVET	1300	AUSTIN	1.5/5.2	
KLUP	930	TERRILL HILLS	0.4/1.2	
KONO-AF	101.1	SAN ANTONIO	0.7/1.1	
KXTN-F	107.5	SAN ANTONIO	1.3/2.8	
WOAI	1200	SAN ANTONIO	1.0/2.8	



AUSTIN

RADIO STATIONS

KELG	,	1440,	500 W	,	Hispanic	,	\$ 15.00	(Caballero)	
KIXL	,	970,	1 KW (DA-1)	,	Religion		USA, \$ 16.00	(Republic)	Signature
KLBJ	,	590,	5 KW/1 KW (DA-N)	,	News/Talk	CBS,	WESTWD, \$ 60.00	(Eastman)	
KVET	,	1300,	5 KW/1 KW (DA-2)	,	Country	ABC,	\$ NA	(Katz)	
KASE-F	,	100.7,	100 KW @ 1191	,	Country		\$145.00	(Katz)	
KEYI-F	,	103.5,	100 KW @ 1256	,	AC		\$ 39.00	(Christal)	
KPTY-F	,	94.7,	97 KW @ 1256	,	CHR/AC	WESTWD,	\$ 33.00	(MMR)	Amaturo (LULING)
KGSR-F	,	107.1,	46 KW @ 518	,	AOR-PROG		\$ 42.00	(D&R)	Beasley (BASTROP)
KHFI-F	,	96.7,	100 KW @ 686	,	CHR		\$ 54.00	(Christal)	Clear Channel (GEORGETOWN)
KHHT-F	,	93.3,	93 KW @ 1948	,	Oldies - 70's	WESTWD,	\$ 30.00	(Eastman)	KLBJ duop (KILLEEN)
KKLB-F	,	92.5,	1.6 KW @ 449	,	Hispanic		\$ 27.00	(Caballero)	(ELGIN)
KKMJ-F	,	95.5,	100 KW @ 1000	,	Soft AC		\$ 75.00	(MMR)	Amaturo
KLBJ-F	,	93.7,	100 KW @ 1050	,	AOR		\$ 68.00	(Eastman)	
KNNC-F	,	107.7,	8 KW @ 538	,	AOR - New Rock		\$ 25.00	(K&P)	(GEORGETOWN)
KPEZ-F	,	102.3,	20 KW @ 686	,	Classic AOR		\$ 44.00	(Christal)	Clear Channel
KUTZ-F	,	98.9,	19 KW @ 1814	,	AOR	ABC, SMN,	\$ 28.00	(Torbet)	Shamrock (Lynett) (LAMPASAS)
KVET-F	,	98.1,	100 KW @ 686	,	Country	ABC,	\$ 55.00	(Katz)	KASE owner (D)

Miscellaneous: KOKE-F and KGSR-F sold by Beasley to Sinclair (D); KGSR-F (Bastrop) for \$5,300,000 and KOKE-F (Giddings) for \$3,100,000 (Americom). . .

BAKERSFIELD

Arbitron Rank/Pop (12+): 88/412,500  
 MSA Rank/Pop: 87/620,000  
 DMA # 121  
 Average Person Ratings: 16.0  
 Market TSL: 21.50 hours

Stations: 29/25  
 Diaries: 1370/301:1/55.4%  
 Sample Target: 1245  
 % Below Line: 3.3%  
 % Not Listed: 15.9%

1994 Revenue: \$14,200,000  
 HH Inc.: \$32,490  
 Retail \$: 4.1 Bil  
 Pop per Station: 16,500  
 #1 Biller: KUZZ-F \$3,000,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. KUZZ-F (C)	83/12.6	16.7	16.0	13.5	15.3	14.7		884/21.4	29.4	29.1	E	KUZZ-F
2. KKXX-F (CHR)	72/10.9	8.7	7.4	10.4	7.2	9.4		952/23.1	21.3	19.7	C	KKXX-F
3. KRAB-F (AOR)	61/ 9.3	7.8	8.2	7.5	5.2	8.2		828/20.1	17.6	14.0	C	KRAB-F
4. KERN (N/T)	47/ 7.1	8.1	7.0	8.4	8.4	7.7		616/14.9	14.6	15.9	C	KERN
5. KGFM-F (SAC)	38/ 5.8	4.1	5.1	6.6	4.6	5.4		525/12.7	10.3	12.2	B	KGFM-F
6. KLLY-F (AC)	32/ 4.9	3.3	4.7	3.7	4.9	4.2		484/11.7	9.4	13.8	B	KLLY-F
7. KIWI-F (SP)	24/ 3.6	4.5	6.2	5.3	6.0	4.9		277/ 6.7	7.3	9.5	C	KIWI-F
8. KSUV-F (SP)	22/ 3.3	4.4	3.2	3.6	3.2	3.6		311/ 7.5	7.1	7.0	B	KSUV-F
9. KERN-F (O)	21/ 3.2	3.9	5.7	4.3	3.8	4.3		442/10.7	11.4	11.8	B	KERN-F
10. KKBB-F (CL AOR)	20/ 3.0	0.9	---	0.9	1.8	1.6		341/ 8.3	4.0	6.8		KKBB-F
11. KNZR (N/T)	16/ 2.4	1.1	1.9	2.6	1.5	2.0		310/ 7.5	5.0	5.6		KNZR
12. KTIE-F (C)	13/ 2.0	2.1	1.6	1.4	1.2	1.8		254/ 6.2	7.0	7.3	A	KTIE-F
13. KWAC (SP)	11/ 1.7	3.2	1.4	2.2	2.8	2.1		209/ 5.1	4.8	5.9	B	KWAC
KBOS-F (CHR)	11/ 1.7	2.4	0.9	1.6	1.5	1.7		180/ 4.4	5.9	3.9		KBOS-F
15. KCWR (C)	10/ 1.5	2.4	2.8	1.2	2.6	2.0		146/ 3.5	5.4	5.3	A	KCWR

12+ FM SHARE (METRO): 79.42% (440 of 554) (WIN 94: 73.87%)

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

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

KAFY	970	BAKERSFIELD	0.6/1.4
KBID	1350	BAKERSFIELD	1.4/2.8
KCHJ	1010	DELANO	0.6/2.3
KCNQ-F	102.5	KERNVILLE	1.2/2.2
KDNO-F	98.5	DELANO	0.5/1.9
KHIS-F	96.5	BAKERSFIELD	1.4/4.7
KMYX-F	103.9	TAFT	0.6/2.8
KVLI-AF	104.5	LAKE ISABELLA	0.8/1.7
KXHA-F	104.3	SHAFTON	1.1/4.8
KZBA-F	97.7	SHAFTON	1.4/2.1
KFI	640	LOS ANGELES	0.6/1.8
KMJ	580	FRESNO	0.5/1.1
KMPC	710	LOS ANGELES	0.6/1.2

BAKERSFIELD

RADIO STATIONS

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

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

BALTIMORE

Arbitron Rank/Pop (12+): 18/2,049,500  
 MSA Rank/Pop: 17/2,500,000  
 DMA # 23  
 Average Person Ratings: 18.0  
 Market TSL: 23.50 hours

Stations: 40/22  
 Diaries: 3008/ 681:1/54.8%  
 Sample Target: 2880  
 % Below Line: 15.4  
 % Not Listed: 12.4

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

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WPOC-F (C)	298/ 8.1	10.9	8.3	7.5	7.7	8.7		3500/17.1	19.8	16.0	H	WPOC-F
2. WBAL (N/T)	274/ 7.4	7.4	8.0	8.8	8.5	7.9		3928/19.2	18.8	21.3	I	WBAL
3. WLIF-F (SAC)	229/ 6.2	5.4	4.4	5.2	6.9	5.3		3143/15.3	13.7	11.6	H	WLIF-F
4. WXYV-F (B)	226/ 6.1	5.6	4.8	6.7	6.1	5.8		3058/14.9	13.7	14.8	G	WXYV-F
5. WWMX-F (AC)	206/ 5.6	5.7	6.2	5.3	6.7	5.7		3265/15.9	15.4	18.0	H	WWMX-F
6. WERQ-F (B/CHR)	203/ 5.5	6.0	4.8	6.0	5.4	5.6		2831/13.8	14.3	13.5	E	WERQ-F
7. WQSR-F (O)	202/ 5.5	6.3	5.3	5.9	6.4	5.8		3058/14.9	16.2	15.8	H	WQSR-F
8. WWIN-F (B/AC)	177/ 4.8	3.3	3.5	2.9	3.6	3.6		1820/ 8.9	8.0	7.6	D	WWIN-F
9. WIYY-F (AOR)	146/ 4.0	3.7	6.2	4.4	5.2	4.6		2859/13.9	13.3	15.1	G	WIYY-F
10. WOCT-F (O-70's)	133/ 3.6	3.7	3.8	3.6	3.5	3.7		2706/13.2	11.2	10.7	D	WOCT-F
11. WHFS-F (AOR-P)	125/ 3.4	3.8	4.3	3.9	3.3	3.9		2639/12.9	11.8	10.1		WHFS-F
12. WCBM (T)	108/ 2.9	3.0	2.9	3.1	3.0	3.0		1330/ 6.5	7.0	6.6	D	WCBM
13. WCAO (G)	79/ 2.1	2.7	2.7	3.0	2.2	2.6		1028/ 5.0	4.3	4.9	C	WCAO
14. WJFK (T)	78/ 2.1	2.1	1.9	2.0	1.5	2.0		1067/ 5.2	5.9	4.4		WJFK
15. WPGC-F (B/CHR)	75/ 2.0	1.8	2.0	2.2	1.8	2.0		1586/ 7.7	7.2	7.0		WPGC-F
16. WGRX-F (AOR)	54/ 1.5	1.4	2.0	1.9	2.7	1.7		1407/ 6.9	7.8	8.8	C	WGRX-F
17. WRBS-F (REL)	54/ 1.5	1.3	2.1	1.5	1.3	1.6		873/ 4.3	3.6	3.4		WRBS-F
18.												
19.												
20.												

12+ FM SHARE (METRO): 76.45% (2471 of 3232) (WIN 94: 77.96%)

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

BALTIMORE

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

WBGR	860	BALTIMORE	0.7/1.5
WITH	1230	BALTIMORE	0.8/3.0
WOLB	1010	BALTIMORE	0.6/1.1
WRNR-F	103.1	GRASONVILLE, MD	0.5/2.1
WWIN	1400	BALTIMORE	1.1/2.9
WWLG	1360	BALTIMORE	1.1/2.3
WXY-F	103.7	HAVRE DE GRACE	0.4/1.3
WWMD-F	104.7	HAGERSTOWN, MD	0.5/1.7

SEE WASHINGTON FOR MORE ABOUT THE FOLLOWING:

WARW-F	0.4/1.9	WGMS-F	0.3/1.4	WMZQ-F	0.9/3.1
WASH-F	0.7/3.5	WHUR-F	0.8/3.3	WRQX-F	1.0/4.8
WBIG-F	1.0/3.4	WJFK-F	0.3/1.6	WTOP	0.9/4.7
WFRE-F	0.4/1.2	WKYS-F	0.5/2.3	WWDC-F	1.2/7.9
WGAY-F	0.4/1.4	WMAL	0.5/2.0	WWRC	0.4/1.6

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
WWIN, 1400,	1 KW	, Gospel	, \$ 28.00 (Torbet)	Radio One

FM STATIONS

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

OTHER RANKED STATIONS -- See Washington

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

BATON ROUGE

Arbitron Rank/Pop (12+): 81/446,600  
 MSA Rank/Pop: 91/558,000  
 DMA # 94  
 Average Person Ratings: 15.0  
 Market TSL: 20.00 hours

Stations: 20/15  
 Diaries: 1114/401:1/52.9%  
 Sample Target: 1070  
 % Below Line: 9.1  
 % Not Listed: 17.0

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	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WYNK-F (C)	98/14.6	13.5	14.7	16.7	14.2	14.9		1255/28.1	29.2	27.4	E	WYNK-F
2. KQXL-F (B)	65/ 9.7	14.7	11.7	11.6	11.8	11.9		921/20.6	21.7	20.5	D	KQXL-F
3. WFMF-F (CHR)	56/ 8.4	5.2	5.5	5.5	6.2	6.2		1020/22.8	18.1	22.1	C	WFMF-F
4. WXOK (B/G)	54/ 8.1	10.5	10.1	8.4	8.5	9.3		719/16.1	16.7	15.3	C	WXOK
5. WTGE-F (AOR)	42/ 6.3	2.7	5.4	4.4	5.9	4.7		757/17.0	10.9	16.2	C	WTGE-F
6. KRVE-F (AC)	40/ 6.0	6.8	6.9	8.4	5.5	7.0		755/16.9	16.5	15.7	C	KRVE-F
7. WJBO (N/T)	35/ 5.2	5.7	5.4	4.3	7.3	5.2		557/12.5	16.1	15.9	C	WJBO
8. WKJN-F (C)	28/ 4.2	5.3	4.4	3.7	6.1	4.4		652/14.6	17.5	17.4	D	WKJN-F
WQUE-F (B)	28/ 4.2	3.7	3.6	2.5	2.8	3.5		430/ 9.6	9.9	7.5		WQUE-F
10. WGGZ-F (O)	25/ 3.7	2.4	3.1	4.3	3.5	3.4		490/11.0	9.8	10.7	C	WGGZ-F
11. WYCT-F (C)	19/ 2.8	3.2	3.6	3.3	2.5	3.2		502/11.2	11.4	9.6	B	WYCT-F
12. WNDC (G)	16/ 2.4	1.0	2.5	2.1	2.1	2.0		250/ 5.6	3.0	5.4		WNDC
13. WCKW-F (AOR)	15/ 2.2	2.3	3.5	3.6	3.5	2.9		398/ 8.9	8.8	10.9		WCKW-F
14.												
15.												

12+ FM SHARE (METRO): 78.01% (433 of 555) (WIN 94: 75.52%)

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

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WBBU-F	107.3	BAKER	0.6/2.6	
WBIU	1210	DENHAM SPGS	0.6/1.5	
WQCK-F	92.7	CLINTON	0.4/3.4	
WYNK	1380	BATON ROUGE	0.7/2.2	
WADU-F	94.9	RESERVE	0.9/1.1	
WEZB-F	97.1	NEW ORLEANS	0.6/2.4	
WML	870	NEW ORLEANS	1.2/4.0	

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)	Jenne
WNDC	,	910,	1 KW (DA-1)	,	Gospel			\$15.00	( --- )	
WXOK	,	1460,	5 KW/1 KW (DA-3)	,	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)	Jenne
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)
WQCK-F	,	92.7,	32 KW @ 604	,	Religion			\$16.00	( --- )	(CLINTON)
WTGE-F	,	100.7,	100 KW @ 1499	,	AOR			\$30.00	(Eastman)	
WYCT-F	,	94.1,	100 KW @ 981	,	Country			\$18.00	(Banner)	Citywide (KENTWOOD)
WYNK-F	,	101.5,	100 KW @ 1499	,	Country		ABC,	\$90.00	(Torbet)	Narragansett

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, MR - 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

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

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

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BIRMINGHAM

Arbitron Rank/Pop (12+): 53/785,400  
 MSA Rank/Pop: 66/877,000  
 DMA # 50  
 Average Person Ratings: 15.8  
 Market TSL: 21.00 hours

Stations: 24/21  
 Diaries: 1423/552:1/51.1%  
 Sample Target: 1395  
 % Below Line: 5.5  
 % Not Listed: 12.6

1994 Revenue: \$29,900,000  
 HH Inc.: \$31,869  
 Retail \$: 7.7 Bil  
 Pop per Station: 37,400  
 #1 Biller: WZZK-AF \$7,500,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WZZK-AF (C)	170/13.7	15.2	18.6	18.4	18.7	16.5		2266/28.9	32.8	33.8	H	WZZK-AF
2. WENN-F (B)	136/11.0	10.6	10.7	11.4	10.6	10.9		1469/18.7	18.6	18.7	E	WENN-F
3. WMJJ-F (AC)	101/ 8.1	7.4	7.9	8.0	9.8	7.9		1364/17.4	15.8	20.5	E	WMJJ-F
4. WZRR-F (AOR/CL)	92/ 7.4	6.6	5.9	5.6	7.0	6.4		1228/15.6	15.9	15.2	E	WZRR-F
5. WERC (N/T)	84/ 6.8	8.4	7.6	8.0	7.1	7.7		1106/14.1	14.8	14.2	D	WERC
6. WMXQ-F (CHR/AC)	61/ 4.9	3.4	4.4	5.2	4.6	4.5		1064/13.5	11.9	14.7	D	WMXQ-F
7. WODL-F (O)	52/ 4.2	6.0	5.1	3.8	4.6	4.8		1114/14.2	12.7	12.5	C	WODL-F
8. WAGG (G)	51/ 4.1	3.2	3.5	3.5	3.9	3.6		563/ 7.2	6.5	6.3	A	WAGG
9. WTUG-F (B)	41/ 3.3	3.5	3.8	4.6	3.0	3.8		752/ 9.6	8.3	8.0		WTUG-F
10. WAPI (ST)	39/ 3.1	2.7	2.7	2.5	2.5	2.8		658/ 8.4	7.6	7.6	B	WAPI
WOWC-F (C)	39/ 3.1	2.7	2.1	0.8	1.0	2.2		768/ 9.8	10.6	4.8		WOWC-F
12. WATV (B)	37/ 3.0	4.1	3.9	4.8	5.0	4.0		565/ 7.2	8.2	8.7	B	WATV
13. WWBR-F (AOR)	31/ 2.5	3.1	2.1	3.4	1.8	2.8		564/ 7.2	7.1			WWBR-F
14. WDJC-F (REL)	31/ 2.5	3.5	2.5	2.9	2.8	2.9		664/ 8.5	9.3	8.9	C	WDJC-F
WJOX (SPRST)	28/ 2.3	1.5	1.0	2.1	1.2	1.7		552/ 7.0	7.1	4.9	B	WJOX

12+ FM SHARE (METRO): 73.99% (802 of 1084) (WIN 94: 73.85%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WENN-F>	1 WENN-F	1 WENN-F<	1 WMJJ-F<	1 WZZK-AF<	1 WZZK-AF>	1 WZZK-AF>	1 WZZK-AF>	1 WZZK-AF	1 WENN-F>>	1 WZZK-AF
2 WTUG-F	2 WZRR-F<	2 WZZK-AF<	2 WZZK-AF	2 WMJJ-F	2 WERC >	2 WENN-F	2 WMJJ-F	2 WENN-F	2 WZZK-AF	2 WENN-F
3 WMXQ-F	3 WMJJ-F	3 WMJJ-F<	3 WENN-F<	3 WENN-F<	3 WAGG	3 WERC	3 WZRR-F<	3 WMJJ-F	3 WTUG-F	3 WERC
4 WZZK-AF	4 WZZK-AF	4 WZRR-F>	4 WZRR-F>	4 WZRR-F>	WENN-F<	WMJJ-F	4 WERC	4 WZRR-F	4 WERC <	WJOX
5	5 WMXQ-F	5 WMXQ-F	5 WMXQ-F	5 WERC	5 WMJJ-F	5 WZRR-F	5 WENN-F	5 WERC	5 WZRR-F<	5 WOWC-F
6	6	6 WODL-F	6 WODL-F	6 WODL-F<	6 WODL-F	6	6 WMXQ-F	6 WMXQ-F	6 WMJJ-F	6 WMJJ-F
7	7	7	7	7 WMXQ-F	7	7	WODL-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 WENN-F	1 WENN-F	1 WMJJ-F	1 WMJJ-F<	1 WZZK-AF<	1 WENN-F	1 WZRR-F	1 WZRR-F	1 WZRR-F	1 WZRR-F
2 WZZK-AF	2 WMJJ-F	2 WENN-F	2 WENN-F	2 WMJJ-F	2 WXXK-AF	2 WENN-F	2 WMJJ-F	2 WENN-F<	2 WZZK-AF
3 WZRR-F	3 WZZK-AF	3 WZZK-AF	WZZK-AF	3 WENN-F>	3 WMXQ-F	3 WZZK-AF<	3 WENN-F	3 WZZK-AF	3 WMJJ-F<
4 WMXQ-F	4 WMXQ-F<	4 WMXQ-F	4 WMXQ-F	4 WMXQ-F	WWBR-F	4 WMJJ-F>	4 WZZK-AF	4 WMJJ-F	4 WERC <
WTUG-F	5 WZRR-F>	5 WZRR-F	5 WZRR-F	5 WODL-F<	5 WTUG-F	5 WWBR-F	5 WERC	5 WERC	5 WENN-F
6	6 WTUG-F	6	6 WODL-F	6 WZRR-F	6	6 WMXQ-F	6 WWBR-F	6	6
7	7	7	7	7	7	7	7	7	7

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

WAYE	1220	BIRMINGHAM	1.0/1.9
WFFN-F	95.3	CORDOVA	1.1/1.3
WJLD	1400	FAIRFIELD	1.3/4.5
WKLD-F	97.7	ONEONTA	0.7/1.8
WPYK	1010	DORA	0.6/0.7
WURL	760	MOODY	0.4/0.8
WHMA-F	100.5	ANNISTON	0.5/2.3
WQEN-F	103.7	GADSDEN	0.5/3.1
WRSA-F	96.9	DECATUR	1.2/2.4



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		(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	( --- )	American General (TRUSSVILLE)
WZRR-F,		99.5,	100 KW @ 869	,	AOR - Classic		\$100.00	(Christal) Dick
WZZK-F,		104.7,	99 KW @ 1299	,	Country		\$157.00	(Katz) NewCity
WTUG-F,		92.9,	100 KW @ 984	,	Black	AURN, \$ 25.00	(Eastman)	(TUSCALOOSA)

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

BOSTON

Arbitron Rank/Pop (12+): 10/3,206,100  
 MSA Rank/Pop: 7/3,780,000  
 DMA # 6  
 Average Person Ratings: 17.0  
 Market TSL: 22.25 hours

Stations: 32/29  
 Diaries: 3745/ 856:1/49.8%  
 Sample Target: 3615  
 % Below Line: 1.5  
 % Not Listed: 14.0

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	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WBZ (N)	491/ 9.0	8.0	7.7	8.0	8.3	8.2		7744/24.2	23.5	22.6	J	WBZ
2. WRKO (T)	387/ 7.1	7.5	4.5	5.8	4.7	6.2		4177/13.0	14.5	12.1	I	WRKO
3. WJMN-F (CHR)	312/ 5.7	5.5	5.9	5.8	4.7	5.7		4792/14.9	15.3	15.0	G	WJMN-F
4. WXKS-F (CHR)	307/ 5.6	6.0	7.2	6.5	6.8	6.3		6477/20.2	20.5	20.5	J	WXKS-F
5. WZLX-F (CL AOR)	289/ 5.3	4.2	4.6	4.3	4.7	4.6		4340/13.5	13.5	14.1	I	WZLX-F
6. WBCN-F (AOR)	280/ 5.1	5.4	4.7	5.0	5.3	5.1		4453/13.9	15.8	14.4	J	WBCN-F
7. WMJX-F (AC)	264/ 4.8	4.2	4.9	5.3	4.5	4.8		4727/14.7	14.0	14.0	I	WMJX-F
8. WBMX-F (AC)	263/ 4.8	4.6	4.4	4.7	4.1	4.6		4568/14.2	13.3	13.2	I	WBMX-F
9. WODS-F (O)	239/ 4.4	4.7	5.3	4.6	3.9	4.8		4310/13.4	14.6	12.6	H	WODS-F
10. WCRB-F (CL)	210/ 3.9	3.5	2.5	3.0	3.9	3.2		3223/10.1	10.6	9.2	E	WCRB-F
11. WSSH-F (SAC)	200/ 3.7	3.4	2.9	3.5	3.7	3.4		3085/ 9.6	10.2	9.9	G	WSSH-F
12. WEEI (SPRTS)	180/ 3.3	3.3	2.8	2.8	3.2	3.1		3133/ 9.8	10.8	9.4	H	WEEI
13. WAAF-F (AOR)	155/ 2.8	2.9	2.4	2.5	2.1	2.7		2713/ 8.5	8.3	7.2	F	WAAF-F
14. WBOS-F (AOR-P)	131/ 2.4	2.8	2.8	3.8	3.9	3.0		2885/ 9.0	9.4	11.6	H	WBOS-F
WEGQ-F (O-70's)	131/ 2.4	2.2	1.2	1.1	1.6	1.7		2638/ 8.2	8.2	5.2	C	WEGQ-F
16. WCLB-F (C)	125/ 2.3	1.6	2.3	2.5	2.2	2.2		2128/ 6.6	10.6	9.2	F	WCLB-F
17. WBCS-F (C)	124/ 2.3	1.8	1.9	1.5	1.7	1.9		1752/ 5.5	5.7	5.3	E	WBCS-F
18. WFNX-F (AOR-NR)	108/ 2.0	2.5	2.4	2.3	2.2	2.3		2180/ 6.8	7.6	6.2	D	WFNX-F
19. WXKS (ST)	94/ 1.7	2.5	2.3	1.8	1.5	2.1		1156/ 3.6	4.9	3.3	B	WXKS
20. WILD (B)	70/ 1.3	1.2	1.5	1.4	2.1	1.4		652/ 2.0	2.0	2.1	C	WILD
21. WBNW (BUS. N)	55/ 1.0	0.7	---	---	---	---		1176/ 3.7	3.1	---		WBNW
22.												
23.												
24.												
25.												

12+ FM SHARE (METRO): 70.09% (3286 of 4688) (WIN 94: 68.79%)

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

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

BOSTON

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OTHER RATED STATIONS			METRO CUME SHARE/RTG/AQH/CUME	TSA CUME
WBET	1460	BROCKTON	0.3/0.5	
WCAP	980	LOWELL	0.4/1.2	
WEZE	1260	BOSTON	0.4/1.1	
WJDA	1300	QUINCY	0.3/1.0	
WJIB	740	CAMBRIDGE	0.4/0.9	
WLYT-F	92.5	HAVERTHILL	0.5/2.5	
WPLM-F	99.1	PLYMOUTH	0.7/1.7	
WROL	950	BOSTON	0.4/2.1	
WHJY-F	94.1	PROVIDENCE	0.7/2.4	
WOKQ-F	97.5	DOVER, NH	0.3/1.3	
WXLO-F	104.5	FITCHBURG	0.5/2.0	

RADIO STATIONS

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AM STATIONS

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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

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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
WEGQ	93.7	50 KW @ 430	Oldies - 70's	, \$ 80.00 (K & P)	Amer. Radio Systems
WCLB	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
WODS	103.3	16 KW @ 886	Oldies	CBS, \$ 200.00 (CBS)	CBS
WPLM	99.1	50 KW @ 430	AC	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

BUFFALO-NIAGARA FALLS

Arbitron Rank/Pop (12+): 40/995,600  
 MSA Rank/Pop: 44/1,190,000  
 DMA # 41  
 Average Person Ratings: 16.8  
 Market TSL: 22.00 hours

Stations: 24/21  
 Diaries: 2332/427:1/56.1%  
 Sample Target: 2130  
 % Below Line: 4.5  
 % Not Listed: 10.6

1994 Revenue: \$35,300,000  
 HH Inc.: \$32,534  
 Retail \$: 9.2 Bil  
 Pop per Station: 47,409  
 #1 Biller: WBEN \$5,000,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WYRK-F (C)	180/10.8	11.1	9.2	11.5	11.0	10.7		1783/17.9	20.6	19.9	F	WYRK-F
2. WBEN (FS/T)	145/ 8.7	9.9	8.9	7.6	9.7	8.8		2124/21.3	30.6	21.1	G	WBEN
3. WJYE-F (SAC)	142/ 8.5	8.2	7.4	7.6	9.2	7.9		1910/19.2	19.1	19.4	E	WJYE-F
4. WGR (N/T)	109/ 6.5	7.2	5.5	6.1	7.7	6.3		2021/20.3	21.0	24.5	E	WGR
5. WKSE-F (CHR)	105/ 6.3	6.1	8.0	7.9	5.9	7.1		1978/19.9	21.7	19.5	D	WKSE-F
WBLK-F (B)	105/ 6.3	6.2	6.6	7.0	5.1	6.5		1050/10.5	9.6	10.1	C	WBLK-F
WMJQ-F (AC)	105/ 6.3	4.1	5.4	4.4	4.8	5.1		1702/17.1	16.4	14.5	D	WMJQ-F
8. WHTT-F (O)	102/ 6.1	6.7	7.2	6.1	6.6	6.5		1903/19.1	21.2	21.3	F	WHTT-F
9. WECK (ST)	87/ 5.2	5.5	5.7	4.6	3.8	5.3		1081/10.9	10.5	8.1	A	WECK
WUFX-F (AOR)	87/ 5.2	5.1	6.2	6.2	5.4	5.7		1441/14.5	15.1	14.8	D	WUFX-F
11. WGRF-F (AOR/CL)	78/ 4.7	5.2	6.5	7.3	4.7	5.9		1425/14.3	17.8	15.0	E	WGRF-F
12. WBUF-F (J)	56/ 3.3	2.9	3.4	2.8	3.6	3.1		1200/12.1	12.7	10.9	C	WBUF-F
13. CKEY-F (AOR)	50/ 3.0	2.0	0.4	0.3	0.5	1.4		943/ 9.5	7.2	0.8		CKEY-F
14. WWKB (T)	27/ 1.6	1.6	1.3	2.1	1.7	1.7		512/ 5.1	6.1	5.2	B	WWKB
15. CFNY-F (AOR)	19/ 1.1	0.9	2.0	1.6	2.1	1.4		490/ 4.9	4.1	5.4		CFNY-F
16. WNUC-F (C)	17/ 1.0	1.2	1.3	1.8	1.7	1.3		540/ 4.4	6.7	6.0	A	WNUC-F
WUFO (B)	17/ 1.0	0.8	0.7	1.1	0.7	0.9		203/ 2.0	1.3	1.7		WUFO
18.												
19.												
20. 12+ FM SHARE (METRO):		71.17%	(1064 of 1495)	(WIN 94: 70.74%)								

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKSE-F>>>>1 WUFX-F	1 WYRK-F<	1 WYRK-F	1 WYRK-F	1 WYRK-F	1 WBEN <	1 WBEN	1 WJYE-F<	1 WYRK-F	1 WKSE-F	1 WYRK-F<
2	2 WMJQ-F	2 WMJQ-F	2 WMJQ-F	2 WJYE-F<	2 WYRK-F	2 WYRK-F>	2 WYRK-F	2 WJYE-F	2 WGR <	2 WGR <
3	3 WKSE-F	3 WBLK-F	3 WJYE-F<	3 WMJQ-F<	3 WJYE-F	3 WJYE-F<	3 WBEN	3 WKSE-F<	3 WYRK-F<	3 WBEN
4	4 WGRF-F<	4 WUFX-F<	4 WHTT-F<	4 WHTT-F	4 WGR <	4 WGR	4 WBEN <	4 WBEN <	4 WBLK-F	4 WBLK-F
5	5 WBLK-F	5 WJYE-F<	5 WBLK-F<	5 WBLK-F<	5 WECK	5 WHTT-F	5 WECK	5 WMJQ-F	5 WMJQ-F<	5
6	WYRK-F	6 WGRF-F<	6 WGRF-F	6 WGRF-F	6 WHTT-F	6 WKSE-F	6 WGR	6 WBLK-F<	6 WJYE-F	6
7	7 WJYE-F<	7 WHTT-F<	7 WUFX-F<	7 WGR <	7	7 WUFX-F	7 WGR	7 WGR	7 WHTT-F<	7
8	8 CKEY-F	8 WKSE-F	8 WGR	8 WUFX-F	8	8	8	8	8 WBEN <	8
9	9	9	9	9	9	9	9	9	9 WUFX-F	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKSE-F	1 WMJQ-F<	1 WMJQ-F	1 WMJQ-F<	1 WJYE-F<	1 WUFX-F	1 WUFX-F>	1 WUFX-F	1 WUFX-F	1 WYRK-F
2 WBLK-F	2 WKSE-F	2 WJYE-F	2 WJYE-F<	2 WYRK-F<	2 WKSE-F	2 WGRF-F>	2 WGRF-F	2 WGRF-F	2 WGRF-F
3 WMJQ-F	3 WBLK-F<	3 WKSE-F	3 WYRK-F	3 WMJQ-F>	3 CKEY-F	3 WYRK-F<	3 WYRK-F	3 WYRK-F	3 WUFX-F
4 WUFX-F	4 WJYE-F	4 WYRK-F	4 WKSE-F<	4 WHTT-F	4 WGRF-F	4 CKEY-F	4 WMJQ-F	4 WGR <	4 WHTT-F
WYRK-F	5 WYRK-F>	5 WBLK-F	5 WBLK-F	5 WBLK-F	5 WBLK-F	5 WMJQ-F	5 WGR	5 WBLK-F<	5 WGR
WBUF-F	6 WUFX-F	6 WGRF-F	6 WHTT-F	6 WKSE-F	6	6 WBLK-F	6 WBLK-F	6 WHTT-F	6 WBEN
7	WGRF-F	7	7	7 WBUF-F	7	7 WGR	7	7 WMJQ-F	7 WBLK-F
8	8	8	8	8	8	8	8	8	8 WMJQ-F

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

WDCX-F	99.5	BUFFALO	0.8/3.3
WHLD	1270	NIAGARA FALLS	0.3/2.4
WHTT	1120	BUFFALO	0.4/1.3
WLVL	1340	LOCKPORT	0.5/1.5
WWWS	1400	BUFFALO	0.9/4.0
WXRL	1300	LANCASTER	0.7/2.8
CHTZ-F	97.7	ST. CATHERINES, ONT	0.4/2.6

BUFFALO-NIAGARA FALLS

RADIO STATIONS

AM STATIONS

WBEN,	930,	5 KW (DA-N)	, Full Service	CBS, \$ 60.00	(D&R)	Keymarket
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)	Keymarket

FM STATIONS

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

Miscellaneous: WBUF-F changes to Jazz (Mar). . . WGRF-F and WUFX-F sold by Rich to Charlie Banta (D) for \$12,450,000 (Star). . .  
 WBEN, WWKB, WMJQ-F, WKSE-F sold by Keymarket to River City (D) for \$24,000,000 (E) (Star). . .

CHARLESTON, SC

Arbitron Rank/Pop (12+): 82/439,000  
 MSA Rank/Pop: 92/546,000  
 DMA # 104  
 Average Person Ratings: 16.5  
 Market TSL: 21.75 hours

Stations: 26/23  
 Diaries: 1043/421:1/57.8%  
 Sample Target: 1035  
 % Below Line: 1.5  
 % Not Listed: 12.7

1994 Revenue: \$13,400,000  
 HH Inc.: \$32,346  
 Retail \$: 4.4 Bil  
 Pop per Station: 19,087  
 #1 Biller: WEZL-F \$2,900,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WWWZ-F (B)	84/11.6	13.7	11.0	11.9	12.0	12.1		914/20.8	21.7	20.6	C	WWWZ-F
2. WEZL-F (C)	64/ 8.8	9.8	7.5	10.1	11.5	9.1		900/20.5	19.0	22.0	D	WEZL-F
3. WAVF-F (AOR)	59/ 8.1	7.9	9.8	7.8	9.3	8.4		797/18.2	17.2	19.8	C	WAVF-F
4. WSSX-F (CHR/AC)	42/ 5.8	5.7	6.7	6.1	6.0	6.1		763/17.4	16.7	16.4	C	WSSX-F
WTMA (N/T)	42/ 5.8	4.9	7.6	5.2	6.0	5.9		486/11.1	12.3	12.5	C	WTMA
6. WBUB-F (C)	41/ 5.7	6.8	5.9	7.9	6.8	6.6		779/17.7	15.8	17.9	C	WBUB-F
7. WMGL-F (B/AC)	39/ 5.4	4.5	3.8	3.8	2.8	4.4		492/11.2	10.3	7.4	A	WMGL-F
WSUY-F (SAC)	39/ 5.4	3.5	4.3	3.0	3.0	4.1		505/11.5	9.8	8.8	B	WSUY-F
9. WXLY-F (O)	34/ 4.7	4.1	5.2	4.7	4.6	4.7		586/13.3	12.0	12.3	B	WXLY-F
10. WSSP-F (ST)	23/ 3.2	3.3	2.3	2.7	1.7	2.9		233/ 5.3	6.2	4.4	A	WSSP-F
11. WXTC-F (AC)	22/ 3.0	2.6	4.3	4.2	4.2	3.5		525/12.0	10.8	11.9	C	WXTC-F
12. WYBB-F (CL AOR)	21/ 2.9	3.8	3.9	3.8	4.1	3.6		523/11.9	14.2	13.4	B	WYBB-F
13. WPAL (B)	20/ 2.8	2.2	3.2	2.7	2.1	2.7		301/ 6.9	6.5	6.6	A	WPAL
14. WTUA-F (G)	19/ 2.6	1.9	1.1	1.3	1.7	1.7		93/ 2.1	2.3	2.6	A	WTUA-F
15. WMCJ (B)	14/ 1.9	---	0.9	---	0.4	---		130/ 3.0	---	0.8		WMCJ
WQIZ (G)	14/ 1.9	2.4	1.2	2.4	2.1	2.0		148/ 3.4	2.7	2.3	A	WQIZ
17. WJUK-F (O-70's)	10/ 1.4	1.9	1.1	2.7	1.7	1.8		285/ 6.5	5.5	7.2	A	WJUK-F
18.												
19.												
20.												

12+ FM SHARE (METRO): 83.10% (526 of 633) (WIN 94: 83.60%)

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

CHARLESTON, SC

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

WNCK-F	99.7	PORT ROYAL	0.7/2.1
WPAL-F	100.9	WALTERBORO	1.2/4.3
WTMZ	910	N. CHARLESTON	0.4/2.2
WWBZ-F	98.9	MCCLELLANVILLE	0.6/2.7
WXTC	1390	CHARLESTON	0.8/2.9
WZJY	1480	MT. PLEASANT	1.1/3.2
WFXH-F	106.1	HILTON HEAD	0.4/1.5
WHLZ-F	92.5	MANNING	0.4/3.3
WWDW-F	101.3	SUMTER	0.7/2.7

RADIO STATIONS

WPAL	, 730,	25 KW/100 W	, Black	ABC, AURN,	\$18.00	(K & P)		
WQIZ	, 810,	5 KW (DAYS)	, Gospel	AURN,	\$14.00	(Eastman)		(ST. GEORGE)
WTMA	, 1250,	5 KW/1 KW	, News/Talk	WESTWD, ABC,	\$27.00	(Katz)	Wicks	
WZJY	, 1480,	880 W/40 W	, Gospel	CNN, WESTWD,	\$15.00	( --- )		(MT PLEASANT)
WAVF-F,	96.1,	100 KW @ 538	, AOR		\$44.00	(Christal)		
WBUB-F,	107.5,	100 KW @ 863	, Country		\$39.00	(Mc-Guild)		(ST GEORGE)
WEZL-F,	103.5,	100 KW @ 659	, Country	WESTWD,	\$60.00	(Banner)	Apollo	
WJUK-F,	104.5,	50 KW @ 656	, Oldies - 70's		\$17.00	(McGuild)		(MT. PLEASANT)
WMGL-F,	101.7,	7 KW @ 423	, Black/AC	ABC,	\$19.00	(D & R)		(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)	Apollo	
WXTC-F,	96.9,	100 KW @ 1768	, AC		\$27.00	(Mc-Guild)	EBE	
WYBB-F,	98.1,	50 KW @ 500	, Classic AOR		\$21.00	(Eastman)	Martin	(FOLLY BCH)

Miscellaneous: WMGL-F sold to WWWZ-F owner (Dudley) for \$ NA . . .

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: 28/23  
 Diaries: 1950/544:1/48.2%  
 Sample Target: 1965  
 % Below Line: 4.9  
 % Not Listed: 16.8

1994 Revenue: \$47,900,000  
 HH Inc.: \$35,767  
 Retail \$: 11.0 Bil  
 Pop per Station: 46,109  
 #1 Biller: WSOC-F \$7,900,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WPEG-F (B)	176/10.5	10.1	10.2	10.9	11.4	10.4		1729/16.3	16.4	16.8	G	WPEG-F
2. WSOC-F (C)	168/10.0	11.4	10.0	11.2	11.1	10.7		2466/23.3	23.7	22.3	H	WSOC-F
3. WRFX-F (AOR)	145/ 8.6	8.5	9.5	8.2	7.3	8.7		2194/20.7	19.9	18.5	H	WRFX-F
4. WBT (FS)	114/ 6.8	7.2	7.2	7.4	7.7	7.2		1716/16.2	15.1	17.2	F	WBT
5. WEZC-F (SAC)	95/ 5.7	5.3	3.8	4.9	6.6	4.9		1467/13.8	12.4	14.7	D	WEZC-F
6. WEDJ-F (CHR)	91/ 5.4	4.6	5.0	4.9	4.4	5.0		1652/15.6	15.1	11.7	D	WEDJ-F
7. WTDR-F (C)	88/ 5.2	5.8	7.3	7.3	6.7	6.4		1446/13.6	17.1	16.2	F	WTDR-F
8. WWMG-F (O)	85/ 5.1	4.3	4.8	4.8	5.0	4.8		1403/13.2	11.8	12.5	E	WWMG-F
9. WBT -F (AC/CHR)	84/ 5.0	5.8	6.7	6.4	6.6	6.0		1738/16.4	16.1	15.5	F	WBT -F
10. WBAV-F (B/AC)	66/ 3.9	4.5	4.0	4.0	2.8	4.1		1010/ 9.5	8.8	9.8	C	WBAV-F
11. WSSS-F (O-70's)	63/ 3.8	5.5	2.3	2.7	3.2	3.6		1417/13.4	14.9	9.3	E	WSSS-F
12. WMIT-F (REL)	34/ 2.0	1.1	1.5	1.2	1.5	1.5		563/ 5.3	3.8	4.6		WMIT-F
13. WXRC-F (AOR)	31/ 1.8	1.6	2.1	2.7	2.2	2.1		903/ 8.5	7.5	7.5	C	WXRC-F
14. WFMX-F (C)	26/ 1.5	1.3	2.0	1.1	1.0	1.5		505/ 4.8	4.5	3.7		WFMX-F
WRDX-F (?)	26/ 1.5	0.5	2.5	1.7	0.6	1.6		341/ 3.2	2.6	3.1		WRDX-F

12+ FM SHARE (METRO): 86.54% (1209 of 1397) (WIN 94: 85.81%)

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 WPEG-F	2 WPEG-F	2 WBT >	2 WSOC-F	2 WRFX-F	2 WPEG-F	2 WBT <	2 WSOC-F
3	3 WEDJ-F	3 WSOC-F	3 WSOC-F	3 WSOC-F	3 WWMG-F	3 WPEG-F	3 WBT <	3 WRFX-F	3 WEDJ-F	3 WBT
4	4 WSOC-F	4 WBT -F<	4 WBT -F<	4 WBT -F<	4 WPEG-F	4 WBT -F<	4 WPEG-F<	4 WEDJ-F	4 WSOC-F<	4 WRFX-F
5	5 WSSS-F	5 WTDR-F<	5 WWMG-F<	5 WWMG-F	5 WEZC-F	5 WBT >	5 WEZC-F>	5 WWMG-F<	5 WRFX-F	5 WWMG-F
6	6 WBT -F<	6 WWMG-F	6 WSSS-F	6 WBT	6 WRFX-F	6 WEZC-F	6 WBT <	6 WBAV-F	6 WBAV-F	6 WBAV-F
7	7 WTDR-F	7 WEDJ-F<	7 WBAV-F	7 WSSS-F<	7	7	7	7	7	7
8	8	8 WSSS-F	8	8 WBAV-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 WBT -F	1 WPEG-F>	1 WPEG-F	1 WRFX-F	1 WRFX-F>	1 WRFX-F	1 WRFX-F>	1 WRFX-F>
2 WEDJ-F	2 WEDJ-F<	2 WPEG-F	2 WSOC-F	2 WSOC-F<	2 WEDJ-F	2 WPEG-F>	2 WPEG-F	2 WPEG-F>	2 WPEG-F<
3 WTDR-F	3 WEZC-F<	3 WSSS-F	3 WEZC-F<	3 WBT -F	3 WPEG-F	3 WEDJ-F>	3 WSSS-F	3 WSOC-F	3 WBT
4 WSOC-F	4 WBT -F<	4 WBAV-F	4 WBT -F<	4 WWMG-F<	4 WSOC-F	4 WSOC-F	4 WBT	4 WBT	4 WSOC-F>
5 WEZC-F	5 WSOC-F<	5 WEZC-F	5 WTDR-F<	5 WEZC-F	5 WXRC-F	5 WXRC-F	5 WEDJ-F	5 WEDJ-F	5 WWMG-F<
6 WRFX-F	6 WTDR-F<	6 WSOC-F	6 WRFX-F<	6 WBAV-F	6	6	6 WBT -F	6 WSSS-F	6 WSSS-F
7	7 WRFX-F<	7	7 WWMG-F	7 WSSS-F<	7	7	7 WXRC-F	7	7
8	8 WSSS-F	8	8	8 WWMG-F<	8	8	8	8	8
9	9	9	9	9 WRFX-F					

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

WBAV	1600	CHARLOTTE	0.7/2.0
WCCJ-F	92.7	HARRISBURG	0.4/0.8
WGSP	1310	CHARLOTTE	0.7/2.3
WHVN	1240	CHARLOTTE	0.4/1.4
WIST	1480	CHARLOTTE	0.5/1.7
WLWW-F	106.1	WAXHAW	0.1/0.6
WIXE	1190	MONROE	0.5/0.5
WLTC	1370	GASTONIA	0.4/1.0
WOCR	1540	CHARLOTTE	0.5/0.8
WRFX	610	CHARLOTTE	0.7/2.3
WJMH-F	102.1	REIDSVILLE	0.4/1.2
WKRR-F	92.3	ASHEBORO	0.4/2.3
WSPA-F	98.9	SPARTANBURG	0.5/1.8



CHARLOTTE

RADIO STATIONS

WBT , 1110, 50 KW (DA-N)	, Full Service/Talk	CBS , \$ 90.00 (Banner)	Jefferson-Pilot
WBT -F, 107.9, 98 KW @ 1692,	AC/CHR	, \$ 70.00 (Banner)	Jefferson-Pilot
WBAV-F, 101.9, 99 KW @ 987,	Black AC	AURN , \$ 47.00 (Katz)	Evergreen
WEDJ-F, 95.1, 100 KW @ 1542,	CHR	Source , \$ 42.00 (Eastman)	Pyramid
WEZC-F, 102.9, 31 KW @ 1535,	Soft AC	ABC, UNISTR , \$ 70.00 (Christal)	Trumper (HICKORY)
WSSS-F, 104.7, 100 KW @ 1230,	Oldies - 70's	, \$ 60.00 ( --- )	EZ
WPEG-F, 97.9, 95 KW @ 1610,	Black	CBS, WESTWD , \$ 115.00 (Katz)	Evergreen
WRDX-F, 106.5, 100 KW @ 1004,	??? (Rhythm & Beach)	, \$ 25.00 (Southern)	Dalton (SALISBURY)
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)	Trumper (STATESVILLE)
WWMG-F, 96.1, 100 KW @ 1738,	OLDIES	CBS , \$ 62.00 (Katz)	Dalton (SHELBY)
WXRC-F, 95.7, 100 KW @ 1276,	AOR	ABC , \$ 26.00 ( --- )	(HICKORY)

Miscellaneous: WTDR-F, WEZC-F sold by Trumper to SFX (D) for \$23,500,000 (Star). . .

CHATTANOOGA

Arbitron Rank/Pop (12+): 96/377,300  
 MSA Rank/Pop: 110/441,000  
 DMA # 83  
 Average Person Ratings: 16.5  
 Market TSL: 22.00 hours

Stations: 21/21  
 Diaries: 1339/282:1/52.3%  
 Sample Target: 1260  
 % Below Line: 0.0  
 % Not Listed: 16.4

1994 Revenue: \$15,600,000  
 HH Inc.: \$29,638  
 Retail \$: 4.1 Bil  
 Pop per Station: 17,967  
 #1 Biller: WUSY-F \$5,000,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WUSY-F (C)	142/22.9	20.5	22.9	23.5	24.2	22.5		1392/36.9	36.3	41.5	G	WUSY-F
2. WDEF-F (SAC)	61/ 9.8	8.8	9.8	7.9	9.6	9.1		793/21.0	19.9	21.0	D	WDEF-F
3. WSKZ-F (CL AOR)	44/ 7.1	7.6	7.7	5.5	6.9	7.0		673/17.8	19.0	19.2	D	WSKZ-F
4. WJTT-F (B)	41/ 6.6	9.3	8.4	8.2	9.1	8.1		434/11.5	11.9	12.9	C	WJTT-F
5. WZST-F (CHR)	31/ 5.0	1.9	---	---	---	---		389/10.3	8.8	---	A	WZST-F
6. WDOD-F (C)	28/ 4.5	4.5	3.6	4.0	3.9	4.2		631/16.7	14.2	15.4	B	WDOD-F
7. WLMX-F (AC)	25/ 4.0	4.5	5.2	5.8	5.1	4.9		421/11.2	10.4	13.1	C	WLMX-F
8. WKXJ-F (CHR)	21/ 3.4	3.2	3.2	3.6	2.0	3.4		339/ 9.0	9.3	7.1	A	WKXJ-F
9. WGOW (N/T)	19/ 3.1	3.9	3.2	3.6	5.2	3.5		308/ 8.2	9.1	10.9	B	WGOW
WNOO (B/G)	19/ 3.1	2.9	2.5	2.4	2.5	2.7		173/ 4.6	4.8	4.2	A	WNOO
11. WBDX-F (T)	14/ 2.3	1.5	1.6	1.5	1.7	1.7		262/ 6.9	6.4	9.0	A	WBDX-F
WFXS-F (AOR)	14/ 2.3	3.0	3.0	3.8	3.9	3.0		277/ 7.3	8.7	8.7	B	WFXS-F
WMPZ-F (B/AC)	14/ 2.3	---	---	---	---	---		195/ 5.2	---	---	---	WMPZ-F
14. WOGT-F (O)	13/ 2.1	3.9	4.5	3.8	4.2	3.6		279/ 7.4	10.1	7.3	A	WOGT-F
15. WDOD (ST)	9/ 1.4	2.5	2.1	2.7	2.7	2.2		172/ 4.6	5.1	6.8	A	WDOD

12+ FM SHARE (METRO): 87.28% (453 of 519) (WIN 94: 84.84%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WUSY-F	1 WUSY-F>>	1 WUSY-F	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F	1 WUSY-F>>	1 WUSY-F	1 WUSY-F>>	1 WUSY-F>>
2 WZST-F	2 WSKZ-F	2 WDEF-F	2 WDEF-F<	2 WDEF-F	2 WZST-F	2 WZST-F	2 WSKZ-F	2 WSKZ-F>	2 WSKZ-F>
3 WKXJ-F	WDEF-F	3 WJTT-F	3 WJTT-F<	3 WJTT-F	3 WSKZ-F	3 WSKZ-F	3 WZST-F	3 WDEF-F	3 WDEF-F
WLMX-F	4 WZST-F	WZST-F	4 WSKZ-F	4 WSKZ-F	WJTT-F	4 WFXS-F	WBDX-F	4 WJTT-F	4 WJTT-F
5	5 WJTT-F	5	5 WLMX-F	5 WLMX-F	5	WJTT-F	WFXS-F	5 WZST-F	5 WOGT-F
6	WLMX-F	6	6	6	6	6	6	6	WFXS-F

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WDEF	1370	CHATTANOOGA	0.5/4.0	
WEPG	910	S. PITTSBURGH	0.5/1.1	
WFLI	1070	LOOKOUT MTN.	0.6/2.4	
WQCH	1590	LAFAYETTE, GA	0.6/1.6	
WSDQ	1190	DUNLAP	0.8/0.8	
WSGC-F	101.9	RINGGOLD, GA	0.8/5.7	

CHATTANOOGA

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N)	, -- SEE WDEF-FM		
WDDO, 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
WDDO-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)

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

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

Stations: 39/39

1994 Revenue: \$296,000,000

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

Diaries: 5342/1288:1/50.7%

HH Inc.: \$43,426

DMA # 3

Sample Target: 5205

Retail \$: 74.3 Bil

Average Person Ratings: 17.9

% Below Line: 0.0

Pop per Station: 176,428

Market TSL: 23.50 hours

% Not Listed: 11.4

#1 Biller: WGN \$37,100,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WGN (FS/T)	882/ 7.1	6.9	6.4	6.9	6.2	6.8		9717/14.1	16.6	12.9	K	WGN
2. WGCI-F (B)	784/ 6.4	6.3	7.4	7.0	7.1	6.8		8716/12.7	12.9	14.2	J	WGCI-F
3. WUSN-F (C)	527/ 4.3	4.1	4.2	4.4	4.4	4.3		7191/10.5	11.3	11.7	K	WUSN-F
4. WLIT-F (SAC)	511/ 4.1	4.1	4.2	3.7	4.0	4.0		7016/10.2	11.2	11.2	I	WLIT-F
5. WBBM-F (CHR)	498/ 4.0	4.3	4.3	4.9	5.4	4.4		9996/14.5	15.0	16.0	I	WBBM-F
6. WVAZ-F (B/AC)	480/ 3.9	4.3	3.5	3.4	3.3	3.8		5581/ 8.1	9.5	8.8	I	WVAZ-F
7. WKQX-F (AOR-NR)	459/ 3.7	3.6	4.3	3.8	3.5	3.9		10297/15.0	13.5	12.6	I	WKQX-F
8. WMAQ (N/SPRTS)	443/ 3.6	2.2	2.0	1.9	2.6	2.4		9602/14.0	10.2	11.5	J	WMAQ
9. WBBM (N)	425/ 3.4	3.9	4.1	4.2	4.2	3.9		10212/14.8	15.1	16.9	J	WBBM
10. WJMK-F (O)	415/ 3.4	3.1	2.6	3.5	2.6	3.2		8304/12.1	11.0	11.1	I	WJMK-F
11. WNUA-F (J)	400/ 3.2	3.5	3.6	2.5	3.1	3.2		6663/ 9.7	9.8	9.5	I	WNUA-F
12. WLUP-F (AOR/T)	394/ 3.2	3.3	3.2	3.1	3.9	3.2		5370/ 7.8	8.5	10.2	J	WLUP-F
13. WRCX-F (AOR)	365/ 3.0	3.1	2.8	2.7	2.3	2.9		7671/11.1	11.1	9.5	H	WRCX-F
14. WLS (T)	356/ 2.9	3.5	3.4	3.2	3.5	3.3		4802/ 7.0	7.7	6.8	G	WLS
15. WXRT-F (AOR-P)	350/ 2.8	2.7	2.7	2.6	2.7	2.7		5186/ 7.5	7.3	7.6	H	WXRT-F
16. WOJO-F (SP)	337/ 2.7	2.7	2.8	2.8	1.9	2.8		3681/ 5.3	4.6	3.9	G	WOJO-F
17. WAIT (ST)	300/ 2.4	1.1	1.1	1.8	1.6	1.6		2095/ 3.0	2.8	2.2		WAIT
18. WTMX-F (AC)	294/ 2.4	2.4	2.2	2.6	2.4	2.4		6068/ 8.8	8.5	8.7	H	WTMX-F
19. WCKG-F (CL AOR)	278/ 2.3	2.3	2.6	2.6	2.5	2.5		6316/ 9.2	9.8	9.2	I	WCKG-F
20. WNIB-F (CL)	243/ 2.0	1.9	1.1	1.1	1.8	1.5		4115/ 6.0	5.8	5.2	E	WNIB-F
21. WEJM-F (B)	238/ 1.9	2.3	1.5	0.8	0.9	1.6		3472/ 5.0	5.7	2.9		WEJM-F
22. WPNT-F (AC/CHR)	236/ 1.9	2.2	2.6	1.8	2.5	2.1		5115/ 7.4	9.0	9.4	H	WPNT-F
23. WYSY-F (O-70's)	204/ 1.7	1.8	2.4	2.6	1.7	2.1		4897/ 7.1	6.7	5.6	E	WYSY-F
24. WSCR (SPRTS)	202/ 1.6	1.8	1.4	1.6	1.9	1.6		2488/ 3.6	3.6	3.2	E	WSCR
25. WGCI (B/O)	167/ 1.4	1.1	1.3	1.2	1.5	1.3		2467/ 3.6	3.3	3.7		WGCI
26. WFMT-F (CL)	160/ 1.3	1.1	1.4	1.1	1.1	1.2		3257/ 4.7	4.0	4.3	E	WFMT-F
27. WMVP (SPRTS/T)	144/ 1.2	1.3	0.9	1.0	1.0	1.1		3208/ 4.7	4.8	3.8	G	WMVP
28. WJJD (T)	141/ 1.1	2.3	2.5	2.6	2.9	2.1		2412/ 3.5	6.1	6.5	F	WJJD
29. WIND (SP)	133/ 1.1	1.3	0.9	0.7	1.2	1.0		2025/ 2.9	3.0	2.3	G	WIND
30. WLS -F (T)	92/ 0.7	1.0	0.8	1.3	1.7	1.2		1808/ 2.6	4.2	4.5		WLS -F

12+ FM SHARE (METRO): 69.08% (7558 of 10941) (WIN 94: 67.87%)

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

CHICAGO

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

OTHER RATED STATIONS	METRO	CUME	TSA	TSA
SHARE/RTG/AQH/CUME				
WBUS-F 99.9	KANKAKEE		0.3/2.3	
WCCQ-F 98.3	CREST HILL		0.4/1.3	
WILL-F 95.1	KENOSHA, WI		0.4/1.5	
WLJE-F 105.5	VALPARAISO, IN		0.3/0.6	
WOPA 1200	CHICAGO		0.3/1.0	
WTAQ 1300	LA GRANGE		0.6/1.6	
WVON 1450	CHICAGO		0.6/0.9	
WYCA-F 92.3	HAMMOND, IN		0.6/1.8	
WYLL-F 106.7	DES PLAINES		0.4/1.4	

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)	Diamond
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)	(LANSING)
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 (CMBS)	
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)	Diamond
WYSY, 107.9, 23 KW @ 741, Old'es (70's)		, \$ 85.00 ( --- )	Cox (AURORA)

Miscellaneous: WJJD reclassified as Talk. . . WSCR, WXRT-F sold by Diamond to Westinghouse (D) for \$60,000,000. . .  
WOPA sold to Heftel for \$4,500,000. . .

CINCINNATI

Arbitron Rank/Pop (12+): 25/1,548,800  
 MSA Rank/Pop: 30/1,920,000  
 DMA # 29  
 Average Person Ratings: 16.3  
 Market TSL: 21.25 hours

Stations: 28/22  
 Diaries: 2559/605:1/55.7%  
 Sample Target: 2520  
 % Below Line: 4.2  
 % Not Listed: 12.4

1994 Revenue: \$69,000,000  
 HH Inc.: \$36,838  
 Retail \$: 17.3 Bil  
 Pop per Station: 70,400  
 #1 Biller: WLW \$16,000,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WLW (FS/T)	274/10.9	9.9	12.4	12.8	11.4	11.5		4363/28.2	27.3	26.8	J	WLW
2. WUBE-F (C)	263/10.4	9.8	9.6	7.8	10.1	9.4		2978/19.2	20.0	19.6	H	WUBE-F
3. WEBN-F (AOR)	203/ 8.0	7.0	8.1	8.6	6.1	7.9		3146/20.3	20.0	17.5	H	WEBN-F
4. WCKY (T)	155/ 6.1	6.6	4.8	5.2	2.7	5.7		2278/14.7	14.8	8.1	F	WCKY
5. WGRR-F (O)	151/ 6.0	5.2	5.7	6.8	6.6	5.9		2324/15.0	14.2	17.0	H	WGRR-F
6. WIZF-F (B)	148/ 5.9	5.8	6.1	5.3	6.6	5.8		1651/10.7	9.7	10.4	D	WIZF-F
7. WRRM-F (SAC)	135/ 5.4	5.1	3.7	4.2	5.2	4.6		2152/13.9	13.6	12.7	F	WRRM-F
8. WKRQ-F (CHR)	132/ 5.2	4.8	6.3	7.3	6.0	5.9		2823/18.2	18.1	23.2	H	WKRQ-F
9. WSAI (ST)	128/ 5.1	5.5	4.5	4.4	5.1	4.9		1408/ 9.1	8.6	10.7	B	WSAI
10. WWNK-F (AC)	98/ 3.9	3.8	3.7	3.3	4.0	3.7		1845/11.9	13.6	12.4	F	WWNK-F
11. WYGY-F (C)	97/ 3.8	3.0	4.5	3.7	3.8	3.8		1782/11.5	9.4	11.0	D	WYGY-F
12. WOFX-F (CL AOR)	69/ 2.7	3.8	3.0	3.6	4.2	3.3		1741/11.2	13.2	14.9	E	WOFX-F
13. WPPT-F (O-70's)	67/ 2.7	3.4	3.8	4.6	1.8	3.6		1769/11.4	12.0	6.4	C	WPPT-F
14. WAKW-F (REL)	37/ 1.5	1.3	1.1	1.4	1.5	1.3		749/ 4.8	4.6	4.6		WAKW-F
15. WAQZ-F (AOR-NR)	37/ 1.5	1.7	1.7	1.5	1.3	1.6		1079/ 7.0	7.6	5.5	B	WAQZ-F
16. WCIN (B)	35/ 1.4	1.5	1.8	0.8	1.4	1.4		479/ 3.1	3.3	3.0	A	WCIN
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 70.89% (1566 of 2209) (WIN 94: 70.57%)

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 WKRQ-F	2 WUBE-F>	2 WUBE-F	2 WLW	2 WLW	2 WCKY <	2 WUBE-F>	2 WUBE-F>	2 WLW	2 WIZF-F<	2 WUBE-F
3 WEBN-F	3 WKRQ-F<	3 WLW	3 WEBN-F	3 WGRR-F<	3 WUBE-F<	3 WEBN-F	3 WCKY	3 WEBN-F	3 WEBN-F	3 WCKY
4 WUBE-F	4 WLW	4 WGRR-F<	4 WGRR-F	4 WEBN-F<	4 WGRR-F	4 WCKY	4 WCKY	4 WCKY	4 WUBE-F>	4 WEBN-F
5	5 WIZF-F	5 WRRM-F	5 WRRM-F	5 WRRM-F	5 WSAI	5 WGRR-F	5 WRRM-F	5 WKRQ-F<	5 WKRQ-F	5 WKRQ-F
6	6 WYGY-F	6 WRRM-F	6 WKRQ-F	6 WKRQ-F	6 WRRM-F	6 WSAI <	6 WGRR-F	6 WIZF-F<	6 WGRR-F	6 WYGY-F
7	7	7 WKRQ-F	7	7 WWNK-F	7	7 WRRM-F	7 WSAI	7 WGRR-F	7 WCKY	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 WUBE-F	1 WUBE-F	1 WUBE-F	1 WUBE-F	1 WUBE-F		1 WEBN-F	1 WEBN-F>>	1 WEBN-F	1 WEBN-F	1 WLW >
2 WIZF-F	2 WKRQ-F	2 WKRQ-F	2 WRRM-F<	2 WRRM-F		2 WUBE-F	2 WLW	2 WLW	2 WLW >	2 WEBN-F
3 WKRQ-F	3 WEBN-F<	3 WEBN-F	3 WKRQ-F	3 WGRR-F		3 WIZF-F	3 WUBE-F>	3 WUBE-F	3 WUBE-F	3 WGRR-F
4 WEBN-F	4 WIZF-F	4 WWNK-F	4 WIZF-F	4 WKRQ-F		4 WYGY-F	4 WOFX-F	4 WOFX-F	4 WGRR-F	4 WUBE-F>
5 WYGY-F	5 WYGY-F	5 WIZF-F	5 WGRR-F<	5 WWNK-F		5 WLW	5 WIZF-F	5 WKRQ-F	5 WOFX-F	5 WCKY
6	6 WRRM-F	6 WWNK-F	6 WEBN-F	6 WIZF-F		6 WOFX-F	6	6	6	6 WOFX-F
7	7 WWNK-F	7	7 WWNK-F	7 WLW		7	7	7	7	7
8	8	8	8	8 WYGY-F		8	8	8	8	8

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

WCNW	1560	FAIRFIELD	0.3/0.5
WCVG	1320	COVINGTON, KY	0.4/1.2
WMOH	1450	HAMILTON	0.4/1.7
WNLT-F	104.3	HARRISON	0.4/1.4
WNOP	740	NEWPORT, KY	0.5/0.7
WOXY-F	97.7	OXFORD	0.9/2.8

SEE DAYTON FOR MORE ABOUT THE FOLLOWING:

WGTZ-F	0.7/ 3.5	WPFB	0.4/ 1.5
WHKO-F	1.1/ 4.0	WPFB-F	1.2/ 4.8
WMMX-F	0.4/ 1.6	WTUE-F	0.5/ 2.7

CINCINNATI

RADIO STATIONS

AM STATIONS

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

FM STATIONS

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

CLEVELAND

Arbitron Rank/Pop (12+): 22/1,766,100  
 MSA Rank/Pop: 20/2,230,000  
 DMA # 12  
 Average Person Ratings: 16.9  
 Market TSL: 22.25 hours

Stations: 28/23  
 Diaries: 2716/650:1/60.3%  
 Sample Target: 2715  
 % Below Line: 3.4%  
 % Not Listed: 10.2%

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	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WGAR-F (C)	265/ 8.9	10.6	8.0	8.9	8.3	9.1		2902/16.4	19.2	17.9	H	WGAR-F
2. WZAK-F (B)	231/ 7.7	8.0	7.6	6.7	6.7	7.5		2777/15.7	14.4	13.7	G	WZAK-F
3. WMJI-F (O)	228/ 7.6	8.1	8.3	8.0	7.5	8.0		3578/20.3	21.9	19.4	H	WMJI-F
4. WDOK-F (SAC)	214/ 7.2	7.3	5.8	7.5	7.6	7.0		3060/17.3	21.0	17.7	G	WDOK-F
5. WRMR (ST/FS)	196/ 6.5	7.2	6.0	6.9	6.5	6.7		1758/10.0	10.9	10.4	C	WRMR
6. WMMS-F (AOR)	192/ 6.4	5.9	7.7	6.7	7.4	6.7		3327/18.8	18.5	17.9	G	WMMS-F
7. WNCX-F (CL AOR)	185/ 6.2	5.9	5.9	5.9	6.9	6.0		2969/16.8	16.5	17.5	G	WNCX-F
8. WQAL-F (AC)	177/ 5.9	5.0	5.9	5.1	5.7	5.5		3373/19.1	16.8	17.4	F	WQAL-F
9. WLTF-F (AC)	133/ 4.4	6.0	5.8	6.0	6.2	5.6		2505/14.2	14.9	15.9	G	WLTF-F
10. WWWE (T)	131/ 4.4	3.2	4.9	4.4	4.8	4.2		2353/13.3	11.8	15.3	E	WWWE
11. WZJM-F (CHR)	106/ 3.5	3.5	3.1	4.2	4.3	3.6		2498/14.1	12.1	14.0	D	WZJM-F
12. WCLV-F (CL)	101/ 3.4	2.5	1.8	1.6	2.4	2.3		1490/ 8.4	7.3	6.6	C	WCLV-F
13. WNWV-F (J)	85/ 2.8	3.7	3.1	2.9	2.8	3.1		1467/ 8.3	9.3	7.4	C	WNWV-F
14. WENZ-F (CHR/NR)	74/ 2.5	2.0	1.9	2.3	3.3	2.2		1638/ 9.3	8.3	8.8	C	WENZ-F
15. WKNR (SPRTS)	58/ 1.9	2.8	3.8	4.0	2.3	3.1		1507/ 8.5	11.0	8.2	C	WKNR
16. WJMO (B/O)	50/ 1.7	1.6	2.1	2.1	1.7	1.9		964/ 5.5	5.3	5.1	B	WJMO
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 78.54% (2112 of 2689) (WIN 94: 78.52%)

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

METRO CUME TSA TSA  
 SHARE/RTG/AQH/CUME

OTHER RATED STATIONS

WABQ	1540	CLEVELAND	1.0/1.9
WELW	1330	WILLOUGHBY	0.5/1.5
WEOL	930	ELYRIA	1.0/2.4
WERE	1300	CLEVELAND	1.0/3.6
WHK	1420	CLEVELAND	0.6/2.8
WOBL	1320	OBERLIN	0.3/0.5
WZLE-F	104.9	LORAIN	0.9/1.8
WJR	760	DETROIT	0.3/1.0
WKDD-F	96.5	AKRON	0.7/4.0
WKKY-F	104.7	GENEVA	0.3/1.1
WONE-F	97.5	AKRON	1.1/4.8
WQMX-F	94.9	MEDINA	0.9/3.0



CLEVELAND

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)	
WDOK, 102.1, 12 KW @ 1004	, Soft AC	, \$152.00	(MMR/Espanol)	
WENZ, 107.9, 70 KW @ 390	, CHR-New Rock	Source, WESTWD, \$ 58.00	(McGuild)	Ardman
WGAR, 99.5, 50 KW @ 500	, Country	ABC, \$155.00	(McGuild)	Nationwide
WZJM, 92.3, 40 KW @ 236	, CHR	ABC, \$ 50.00	(D&R)	Zapis
WLTF, 106.5, 11 KW @ 1059	, AC	AP, \$161.00	(Christal)	Secret
WMJI, 105.7, 27 KW @ 899	, 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

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

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

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

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

COLORADO SPRINGS

Arbitron Rank/Pop (12+): 102/369,500  
 MSA Rank/Pop: 106/459,000  
 DMA # 102 (w/Pueblo)  
 Average Person Ratings: 16.0  
 Market TSL: 21.25 hours

Stations: 24/15  
 Diaries: 1246/297:1/60.8%  
 Sample Target: 1200  
 % Below Line: 10.1  
 % Not Listed: 13.5

1994 Revenue: \$13,300,000  
 HH Inc.: \$33,512  
 Retail \$: 4.2 Bil  
 Pop per Station: 24,633  
 #1 Biller: KKCS-F \$3,200,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. KKCS-F (C)	59/ 9.9	9.5	9.2	10.6	10.6	9.8		704/19.1	21.3	23.3	E	KKCS-F
2. KKFM-F (AOR/CL)	55/ 9.3	7.2	9.3	8.1	8.5	8.5		717/19.4	20.5	18.5	D	KKFM-F
3. KKMG-F (CHR)	54/ 9.1	10.2	10.2	9.5	9.4	9.8		836/22.6	23.8	19.3	C	KKMG-F
4. KVOR (N/T)	38/ 6.4	6.5	7.2	6.5	5.7	6.7		535/14.5	15.7	12.2	B	KVOR
5. KILO-F (AOR)	35/ 5.9	8.2	7.9	6.9	7.1	7.2		500/13.5	16.8	14.0	B	KILO-F
KSPZ-F (O)	35/ 5.9	7.3	4.1	7.4	9.4	6.2		590/16.0	20.3	18.5	C	KSPZ-F
7. KVUU-F (AC)	33/ 5.6	6.5	6.3	9.2	5.0	6.9		603/16.3	18.1	15.5	C	KVUU-F
8. KCMN (ST)	31/ 5.2	2.2	1.8	1.4	1.4	2.7		156/ 4.2	3.4	2.7	A	KCMN
9. KOA (T/N)	24/ 4.0	4.2	4.5	3.7	4.2	4.1		422/11.4	13.4	10.6		KOA
KKLI-F (SAC)	24/ 4.0	7.0	5.6	5.6	6.1	5.6		461/12.5	15.8	13.9	C	KKLI-F
KRDO-F (SAC)	24/ 4.0	4.7	4.8	3.9	4.9	4.4		475/12.9	14.3	11.4	B	KRDO-F
12. KIKX-F (C)	21/ 3.5	3.0	2.3	1.4	3.1	2.6		343/ 9.3	8.7	8.1	A	KIKX-F
13. KBIQ-F (REL)	19/ 3.2	1.3	3.1	2.1	2.6	2.4		264/ 7.1	5.3	5.7	A	KBIQ-F
14. KCCY-F (C)	14/ 2.4	1.3	2.0	1.1	1.2	1.7		279/ 7.6	5.2	3.5		KCCY-F
15. KHII-F (C)	12/ 2.0	1.3	1.4	1.4	1.0	1.5		236/ 6.4	4.5	4.9	A	KHII-F

12+ FM SHARE (METRO): 79.14% (406 of 513) (WIN 94: 84.89%)

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

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
KGFT-F	100.7	PUEBLO	1.2/4.6	
KRDO	1240	COLORADO SPGS	1.0/4.4	
KDZA-F	107.9	PUEBLO	1.0/2.6	
KHOW	630	DENVER	0.5/1.5	
KTLK	760	DENVER	0.5/2.0	
KVOD-F	99.5	DENVER	0.3/1.4	
KXPK-F	96.5	EVERGREEN	0.7/1.8	
KYBG	1090	AURORA	0.3/0.8	
KYGO-F	98.5	DENVER	0.3/1.2	

COLORADO SPRINGS  
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RADIO STATIONS  
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KCMN, 1530,	1 KW (DAYS)	, Standards	WESTWD, CNN , \$ 14.00 ( --- )	
KRDO, 1240,	1 KW (DA-1)	, Country	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: 16.6  
 Market TSL: 21.75 hours

Stations: 18/17  
 Diaries: 1221/326:1/51.2%  
 Sample Target: 1275  
 % Below Line: 0.6  
 % Not Listed: 12.6

1994 Revenue: \$16,900,000  
 HH Inc.: \$34,799  
 Retail \$: 4.6 Bil  
 Pop per Station: 23,447  
 #1 Biller: WWDM-F \$3,500,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WWDM-F (B)	116/17.5	16.4	17.7	17.1	16.5	17.2		988/24.8	22.3	22.8	E	WWDM-F
2. WCOS-AF (C)	87/13.2	13.3	10.8	12.7	12.2	12.5		1048/26.3	22.7	25.2	E	WCOS-AF
3. WNOK-F (CHR)	53/ 8.0	9.8	6.5	8.3	7.9	8.2		857/21.5	21.8	22.0	C	WNOK-F
4. WFMV-F (G)	51/ 7.7	5.1	4.4	5.9	5.0	5.8		488/12.2	11.5	8.5	A	WFMV-F
5. WTCB-F (AC)	44/ 6.7	7.4	6.3	7.9	6.7	7.1		628/15.8	16.5	15.9	D	WTCB-F
6. WOMG-AF (O)	36/ 5.5	6.3	4.2	5.4	5.0	5.4		535/13.4	14.1	14.7	C	WOMG-AF
7. WMFX-F (AOR/CL)	34/ 5.1	5.2	7.7	5.1	6.8	5.8		587/14.7	13.2	16.3	C	WMFX-F
WSCQ-F (SAC)	34/ 5.1	4.3	6.8	5.6	5.1	5.5		432/13.0	10.8	11.2	B	WSCQ-F
WVOC (N/T)	34/ 5.1	7.9	7.4	5.3	7.1	6.4		519/13.0	17.9	15.0	C	WVOC
10. WARQ-F (AOR)	32/ 4.8	4.9	3.9	5.3	3.5	4.7		452/11.3	12.7	10.4	A	WARQ-F
11. WHKZ-F (C)	26/ 3.9	2.2	4.0	5.0	5.7	3.8		479/12.0	10.3	13.6	C	WHKZ-F
12. WOIC (B)	13/ 2.0	1.3	1.9	1.5	2.0	1.7		175/ 4.4	3.4	5.7	A	WOIC
13.												
14.												
15.												

12+ FM SHARE (METRO): 90.83% (525 of 578) (WIN 94: 87.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWDM-F>	1 WWDM-F>>	1 WWDM-F>>	1 WWDM-F>	1 WWDM-F>	1 WCOS-AF	1 WWDM-F>	1 WCOS-AF<	1 WWDM-F	1 WWDM-F>>	1 WWDM-F>>
2 WNOK-F>	2 WNOK-F	2 WCOS-AF	2 WCOS-AF	2 WCOS-AF>	2 WWDM-F	2 WCOS-AF>	2 WWDM-F>	2 WCOS-AF>	2 WCOS-F<	2 WCOS-F>
3 WARQ-F	WCOS-AF	3 WNOK-F<	3 WOMG-AF<	3 WOMG-AF<	3 WSCQ-F	3 WMFX-F	3 WTCB-F	3 WNOK-F	3 WFMV-F	3 WFMV-F
4	WARQ-F	4 WTCB-F	4 WTCB-F	4 WNOK-F	4 WFMV-F<	WSCQ-F<	4 WNOK-F	4 WTCB-F	4 WNOK-F>	4
5	5 WTCB-F	5 WFMV-F<	WNOK-F<	WTCB-F	5 WOMG-AF<	5 WTCB-F<	5 WVOC	5 WFMV-F	5	5
6	WFMV-F<	6 WOMG-AF	6 WMFX-F	6 WMFX-F	6 WVOC	6 WNOK-F<	6	6 WOMG-F	6	6
7	7 WMFX-F	WMFX-F	7	7	7	7 WFMV-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 WWDM-F	1 WWDM-F>	1 WWDM-F	1 WWDM-F>>	1 WWDM-F>	1 WWDM-F	1 WWDM-F>	1 WWDM-F	1 WWDM-F>	1 WWDM-F
2 WNOK-F	2 WNOK-F>	2 WNOK-F	2 WNOK-F	2 WCOS-AF	2 WARQ-F	2 WARQ-F	2 WMFX-F	2 WCOS-AF<	2 WCOS-AF
3 WCOS-AF	3 WCOS-AF	3 WFMV-F	WCOS-AF	3 WNOK-F	3 WCOS-AF	3 WCOS-AF<	3 WCOS-AF	3 WMFX-F<	3 WMFX-F
4	WTCB-F	4 WTCB-F	4 WTCB-F	4 WTCB-F	4 WFMV-F	4 WMFX-F>	4 WARQ-F	4 WARQ-F	4 WOMG-AF
5	5 WFMV-F	WCOS-AF	5 WFMV-F	WFMV-F	5	5 WNOK-F	5	5 WOMG-AF	5 WVOC
6	6	6	6	6 WOMG-AF	6	6 WFMV-F	6	6 WTCB-F	6

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WKHQ-F	93.1	BATESBURG	0.6/3.0	
WLXC-F	98.5	LEXINGTON	0.9/2.9	
WTGH	620	CAYCE	0.6/2.4	
WRXR-F	96.3	AIKEN	0.6/1.0	

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)
WMFX-F, 102.3, 3 KW @ 321, AOR/Classic	, \$ 31.00 (D & R)	(ST. ANDREWS)
WNOK-F, 104.7, 100 KW @ 1000, CHR	ABC, \$ 41.00 (Katz)	WMFX owner (D)
WOMG-F, 103.1, 3 KW @ 298, Oldies	, \$ 30.00 (---)	Bloomington
WSCQ-F, 100.1, 5.9 KW @ 331, EZ	CBS, \$ 22.00 (Eastman)	
WTCB-F, 106.7, 100 KW @ 787, AC	, \$ 51.00 (Christal)	Bloomington (ORANGEBURG)
WWDN-F, 101.3, 100 KW @ 1322, Black	ABC, WESTWD, \$ 70.00 (D & R)	Radio Equity (SUMTER)
Miscellaneous: WOMG-AM changes calls to WISW (Mar). . .		

COLUMBUS, OH

Arbitron Rank/Pop (12+): 33/1,215,700  
 MSA Rank/Pop: 38/1,440,000  
 DMA # 35  
 Average Person Ratings: 14.7  
 Market TSL: 19.50 hours

Stations: 26/24  
 Diaries: 2294/530:1/58.0%  
 Sample Target: 2145  
 % Below Line: 2.0  
 % Not Listed: 13.2

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

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WTVN (FS)	165/ 9.2	9.3	9.5	8.0	9.2	9.0		1987/16.3	18.6	20.3	H	WTVN
2. WBZX-F (AOR)	150/ 8.4	6.7	7.1	7.8	5.8	7.5		2267/18.6	15.6	14.9	F	WBZX-F
3. WNCI-F (CHR)	141/ 7.9	8.2	7.3	8.5	7.4	8.0		2458/20.2	20.6	20.8	H	WNCI-F
4. WSNY-F (AC)	133/ 7.5	6.9	7.9	7.8	8.7	7.5		2171/17.9	19.4	20.5	H	WSNY-F
5. WCOL-F (C)	132/ 7.4	7.6	8.6	6.2	4.9	7.5		1960/16.1	16.8	13.5	E	WCOL-F
6. WLWQ-F (AOR/CL)	108/ 6.1	5.6	5.9	6.1	7.6	5.9		2079/17.1	15.6	17.0	H	WLWQ-F
7. WBNS-F (O)	83/ 4.6	4.7	4.8	4.2	3.0	4.6		1660/13.7	14.2	12.3	D	WBNS-F
8. WHOK-F (C)	78/ 4.4	4.6	5.2	5.2	4.8	4.9		1493/12.3	10.8	13.6	F	WHOK-F
9. WCKX-F (B)	75/ 4.2	5.7	3.9	4.7	5.7	4.6		1010/ 8.3	9.6	11.0	B	WCKX-F
10. WLLD-F (C)	64/ 3.6	2.8	3.1	3.3	4.3	3.2		1111/ 9.1	9.9	11.8	E	WLLD-F
11. WCEZ-F (SAC)	60/ 3.4	2.1	2.3	2.0	1.7	2.5		759/ 6.2	6.2	4.4	A	WCEZ-F
12. WVKO (B)	48/ 2.7	4.2	3.6	3.0	3.9	3.4		734/ 6.0	7.1	6.7	C	WVKO
13. WWCDF (AOR-NR)	47/ 2.6	2.5	2.5	2.9	2.6	2.6		898/ 7.4	8.8	6.5	C	WWCDF
14. WAKS-F (O-70's)	44/ 2.5	2.7	2.3	1.1	2.4	2.2		1256/10.3	8.0	8.6	B	WAKS-F
15. WCLT-F (C)	43/ 2.4	2.1	2.5	2.7	2.5	2.4		615/ 5.1	5.0	6.2	B	WCLT-F
16. WBNS (SPRTS)	35/ 2.0	2.4	2.2	1.8	2.4	2.1		680/ 5.6	10.5	7.6	B	WBNS
17. WLW (FS/T)	28/ 1.6	1.3	1.1	1.5	1.5	1.4		567/ 4.7	4.6	4.2		WLW
18. WCOL (T)	28/ 1.6	1.4	1.6	1.7	1.6	1.6		538/ 4.4	4.1	5.2	A	WCOL
19.												
20.												

12+ FM SHARE (METRO): 77.87% (1207 of 1550) (WIN 94: 74.35%)

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

METRO CUME TSA TSA  
 SHARE/RTG/AQH/CUME

OTHER RATED STATIONS	SHARE	RTG	AQH	CUME
WAHC-F	107.1			0.8/3.6
WHTH	790			0.5/0.9
WMNI	920			1.0/2.5
WNKO-F	101.7			0.4/1.2
WRFD	880			0.7/1.5
WSWZ-F	103.5			0.6/2.0
WTJY-F	103.1			0.6/2.2
WMRN-F	106.9			0.4/0.8

COLUMBUS, OH

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
WVKO, 1580,	1 KW/250 W (DA-2),	Black	WESTWD, AURN, \$ 28.00	(Mc-Guild)	Saga

FM STATIONS

WAHC, 107.1,	3 KW @ 328	, CHR	, \$ NA	(Torbet)	(CIRCLEVILLE)
WAKS, 106.7,	6 KW @ 328	, 70's - Oldies	, \$ 27.00	(Torbet)	(MARYSVILLE)
WBNS, 97.1,	21 KW @ 781	, Oldies	CBS, \$ 44.00	(Banner)	Columbus Dispatch
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)
WLVQ, 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: WRZR-F changes to WTJY-F (March). . .

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: 16.8  
 Market TSL: 22.00 hours

Stations: 32/32  
 Diaries: 3542/1000:1/49.2%  
 Sample Target: 3630  
 % Below Line: 0.0  
 % Not Listed: 9.8

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	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. KSCS-F (C)	333/ 5.6	6.9	5.9	6.5	6.4	6.2		5615/15.8	17.0	17.2	I	KSCS-F
2. KVIL-F (AC)	330/ 5.6	5.1	5.4	5.3	5.8	5.4		4782/13.5	16.1	14.3	K	KVIL-F
3. WBAP (FS/T)	307/ 5.2	6.3	5.7	5.9	5.1	5.8		4627/13.1	14.6	14.1	J	WBAP
4. KHKS-F (CHR)	297/ 5.0	5.6	6.0	6.1	4.7	5.7		5604/15.8	15.7	14.6	H	KHKS-F
5. KYNG-F (C)	270/ 4.6	3.7	5.9	5.1	4.8	4.8		4231/11.9	9.3	11.6	I	KYNG-F
6. KKDA-F (B)	268/ 4.5	4.9	5.7	4.2	3.5	4.8		3861/10.9	11.7	10.4	H	KKDA-F
7. KPLX-F (C)	251/ 4.2	4.1	4.1	5.1	4.7	4.4		4292/12.1	11.5	13.3	I	KPLX-F
8. KOAI-F (J)	240/ 4.0	4.3	4.5	5.1	4.9	4.5		3615/10.2	9.8	11.8	H	KOAI-F
9. KEGL-F (AOR)	235/ 4.0	3.5	4.3	3.2	3.5	3.8		4201/11.9	11.4	10.7	F	KEGL-F
10. KLUV-F (O)	227/ 3.8	3.7	4.0	3.9	3.8	3.9		4206/11.9	12.1	12.5	H	KLUV-F
11. KJMZ-F (B)	226/ 3.8	4.5	4.1	3.4	4.4	4.0		3685/10.4	11.7	11.4	F	KJMZ-F
12. KDGE-F (AOR-NR)	206/ 3.5	3.6	3.3	3.7	3.1	3.5		4507/12.7	11.2	10.5	E	KDGE-F
13. KLTY-F (REL)	204/ 3.4	2.8	2.5	2.9	2.9	2.9		2459/ 6.9	7.2	7.5	D	KLTY-F
14. KRLD (N)	202/ 3.4	3.0	3.2	3.4	4.0	3.3		3917/11.1	11.0	13.0	I	KRLD
15. KDMX-F (AC/CHR)	181/ 3.1	3.1	2.5	3.1	3.2	3.0		3516/ 9.9	10.1	10.1	H	KDMX-F
16. KRRW-F (O-70's)	161/ 2.7	2.4	2.2	3.2	2.1	2.6		3363/ 9.5	8.5	7.7	E	KRRW-F
17. WRR -F (CL)	157/ 2.6	2.6	2.7	1.9	1.9	2.5		2810/ 7.9	7.0	7.2	C	WRR -F
18. KZPS-F (CL AOR)	156/ 2.6	2.6	2.5	2.9	2.9	2.7		3408/ 9.6	10.9	10.6	G	KZPS-F
19. KTXQ-F (AOR)	143/ 2.4	2.5	2.3	3.0	3.2	2.6		3371/ 9.5	8.7	10.2	H	KTXQ-F
20. KLIF (T)	118/ 2.0	2.3	2.6	1.8	2.5	2.2		2317/ 6.5	7.1	7.3	H	KLIF
21. KHVN (G)	117/ 2.0	1.3	1.5	1.4	2.4	1.6		1367/ 3.9	3.2	4.3		KHVN
22. KSNN-F (C)	113/ 1.9	2.7	2.4	2.2	2.1	2.3		2378/ 6.7	6.7	5.7	E	KSNN-F
23. KKDA (B/O)	111/ 1.9	1.3	2.0	1.4	1.8	1.7		1380/ 3.9	3.2	4.5		KKDA
24. KTCK (SPRIS)	99/ 1.7	3.2	1.3	1.2	1.1	1.9		1829/ 5.2	5.8	3.7	B	KTCK
25. KESS (SP)	70/ 1.2	1.2	1.4	1.8	1.7	1.4		1078/ 3.0	2.5	3.1		KESS
26. KDMM (ST)	69/ 1.2	0.5	0.1	0.2	0.1	0.5		697/ 2.0	1.1	0.5		KDMM
27. KRVA (SP)	65/ 1.1	0.8	1.1	0.7	0.7	0.9		754/ 2.1	1.9	1.9		KRVA
28. KMRT (SP)	58/ 1.0	0.5	---	0.8	0.7	---		726/ 2.0	1.6	1.4		KMRT
29.												
30.												

12+ FM SHARE (METRO): 76.03% (4070 of 5353) (WIN 94: 76.27%)

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



DALLAS-FT. WORTH

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

KDZR-F	99.1	DENTON	0.5/1.7
KFJZ	870	FORT WORTH	0.6/1.0
KGBS	1190	DALLAS	0.5/1.9
KICI-F	107.9	CORSICANA	0.8/1.7

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	( --- )	
KESJ,	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	( --- )	
KHVN,	970,	1 KW/280 W	Gospel	WESTWD, ABC, \$ 32.00	(Mc-Guild)	Granum
KKDA,	730,	500 W	Black Oldies	AP, \$ NA	(Christal)	
KLIF,	570,	5 KW, (DA-2)	Talk	WESTWD, CBS, \$140.00	(Eastman)	Susquehanna
KMRT,	1480,	5 KW/1.9 KW (DA-2),	Hispanic	, \$ 33.00	(Caballero)	HefTel
KRLD,	1080,	50 KW (DA-N)	News	CBS, \$191.00	(CBS)	SFX
KRVA,	1600,	5 KW/1 KW (DA-2),	Hispanic	, \$ 30.00	(Caballero)	(PLANO)
KSKY,	660,	10 KW/500 W(DA-N),	Religion	, \$ 29.00	( --- )	Evergreen
WBAP,	820,	50 KW	Full Service	ABC, \$254.00	(Banner)	Cap Cities/ABC

FM STATIONS

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

Miscellaneous: KTCK sold to SFX (D) for about \$8,000,000. . . KVIL-AM changes to KDMM and uses a Standards format. . .  
KDZR-F (Denton) sold to HefTel (D) for \$5,000,000 (Gammon). . .

DAYTON

Arbitron Rank/Pop (12+): 47/842,700  
 MSA Rank/Pop: 57/982,000  
 DMA # 52  
 Average Person Ratings: 15.7  
 Market TSL: 20.75 hours

Stations: 28/21  
 Diaries: 1570/537:1/57.3%  
 Sample Target: 1430  
 % Below Line: 9.0%  
 % Not Listed: 13.0%

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

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WHKO-F (C)	144/10.9	11.2	11.1	13.6	13.7	11.7		2077/24.6	24.8	25.2	E	WHKO-F
2. WTUE-F (AOR)	134/10.1	8.8	8.5	8.9	8.4	9.1		1598/19.0	17.0	18.1	F	WTUE-F
3. WMMX-F (AC)	117/ 8.8	7.9	9.6	7.8	7.1	8.5		1601/19.0	15.5	15.2	F	WMMX-F
4. WROU-F (B)	98/ 7.4	7.2	7.2	6.4	6.5	7.1		845/10.0	11.0	10.9	C	WROU-F
5. WGTZ-F (CHR)	87/ 6.6	5.2	6.2	5.4	7.4	5.9		1718/20.4	18.1	20.0	D	WGTZ-F
6. WHIO (N/T)	83/ 6.3	7.6	7.8	6.7	6.2	7.1		1339/15.9	16.6	16.8	E	WHIO
7. WLQT-F (SAC)	80/ 6.0	7.1	7.4	7.4	4.7	7.0		1204/14.3	14.1	12.7	D	WLQT-F
8. WLW (FS/T)	52/ 3.9	4.6	5.1	4.8	3.8	4.6		1026/12.2	13.2	10.9		WLW
9. WAZU-F (CL AOR)	45/ 3.4	3.7	2.5	3.4	2.9	3.3		956/11.3	11.2	10.4	A	WAZU-F
10. WCLR-F (O)	34/ 2.6	2.0	2.2	1.4	1.0	2.1		558/ 6.6	6.0	3.3		WCLR-F
11. WPFB-F (C)	33/ 2.5	2.6	2.0	3.0	2.6	2.5		640/ 7.6	6.2	7.9		WPFB-F
12. WLSN (EZ)	32/ 2.4	1.4	1.0	2.3	1.1	1.8		437/ 5.2	3.5	3.4		WLSN
13. WONE (ST)	30/ 2.3	2.0	1.4	2.4	1.9	2.0		538/ 6.4	6.9	5.4	B	WONE
WRVF-F (C)	30/ 2.3	2.6	2.2	1.5	2.9	2.2		596/ 7.1	7.3	9.2	B	WRVF-F
15. WDOL-F (O)	28/ 2.1	1.5	1.3	1.3	2.7	1.6		565/ 6.7	5.4	6.4	A	WDOL-F
16. WFCJ-F (REL)	19/ 1.4	2.2	1.4	1.9	1.6	1.7		357/ 4.2	6.1	4.7		WFCJ-F
17. WDAO (B)	17/ 1.3	2.4	2.0	1.5	3.9	1.8		286/ 3.4	3.5	4.0	B	WDAO
18.												
19.												
20.												

12+ FM SHARE (METRO): 81.05% (933 of 1151) (WIN 94: 77.69%)

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 WTUE-F	1 WTUE-F	1 WTUE-F<	1 WHKO-F	1 WHKO-F<	1 WTUE-F<	1 WTUE-F<	1 WROU-F<	1 WHKO-F<
2 WTUE-F>>	2 WHKO-F<	2 WMMX-F<	2 WMMX-F<	2 WMMX-F<	2 WHIO <	2 WMMX-F<	2 WMMX-F	2 WHKO-F	2 WHKO-F	2 WROU-F
3	3 WROU-F<	3 WHKO-F	3 WHKO-F<	3 WHKO-F	3 WMMX-F	3 WTUE-F	WHKO-F	3 WMMX-F	3 WTUE-F<	3 WHIO
4	4 WMMX-F<	4 WROU-F	4 WROU-F	4 WROU-F	4 WLQT-F	4 WHIO	4 WHIO	4 WROU-F	4 WGTZ-F>	4 WTUE-F
5	5 WGTZ-F>	5 WGTZ-F	5 WLQT-F	5 WLQT-F>	5 WLW <	5 WROU-F	5 WLQT-F	5 WGTZ-F	5 WLQT-F<	5 WLW
6	6 WLQT-F	6 WLQT-F	6 WGTZ-F	6 WGTZ-F	6 WROU-F	6 WGTZ-F	6 WGTZ-F	6 WLQT-F	6 WMMX-F	6 WMMX-F
7	7 WAZU-F	7	7 WAZU-F	7 WAZU-F	7	7	7 WRVF-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 WMMX-F	1 WMMX-F<	1 WROU-F	1 WMMX-F	1 WMMX-F		1 WTUE-F	1 WTUE-F>>>	1 WTUE-F	1 WTUE-F>>	1 WTUE-F>
2 WHKO-F	2 WHKO-F	2 WMMX-F	2 WROU-F<	2 WROU-F		2 WHKO-F	2 WHKO-F	2 WROU-F	2 WHKO-F	2 WHKO-F>
3 WGTZ-F	WROU-F	3 WGTZ-F	3 WHKO-F	3 WHKO-F		3 WGTZ-F	3 WROU-F	3 WAZU-F	3 WMMX-F<	3 WAZU-F<
WROU-F	4 WGTZ-F	WHKO-F	4 WGTZ-F	4 WLQT-F		4 WMMX-F	4 WGTZ-F	4 WHKO-F	4 WAZU-F	4 WMMX-F<
5 WLQT-F	5 WTUE-F>	WTUE-F	5 WLQT-F	5 WGTZ-F		5 WKSX-F	5 WAZU-F	5 WLQT-F	5 WROU-F	5 WROU-F
6	6 WLQT-F	6 WPFB-F	6 WTUE-F	6 WTUE-F		WPFB-F	6	6	6 WGTZ-F	6 WLQT-F
7	7	7	7	7		WROU-F	7	7	7	7 WLW
8	8	8	8	8		8	8	8	8	8

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
WING	1410	DAYTON	0.8/4.8
WIZE	1340	SPRINGFIELD	0.8/2.2
WKSX-F	101.7	URBANA	1.1/4.0
WPFB	910	MIDDLETOWN	0.8/1.3
WTRJ-F	96.9	TROY	0.5/1.6
WCKY	550	CINCINNATI	0.4/1.7
WGRR-F	103.5	HAMILTON	0.5/1.9
WOFX-F	94.9	FAIRFIELD	0.5/4.2
WOXY-F	97.7	OXFORD	0.4/1.4
WYGY-F	96.5	HAMILTON	1.0/3.9

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

WLW - See Cincinnati

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

\*\*\*\*\* 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

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

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

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DENVER

Arbitron Rank/Pop (12+): 23/1,705,800  
 MSA Rank/Pop: 26/2,250,000  
 DMA # 21  
 Average Person Ratings: 17.1  
 Market TSL: 22.25 hours

Stations: 28/28  
 Diaries: 2540/672:1/54.6%  
 Sample Target: 2580  
 % Below Line: 0.0  
 % Not Listed: 11.8

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

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. KYGO-F (C)	249/ 8.6	8.1	9.6	9.7	9.9	9.0		3129/18.3	18.7	22.4	I	KYGO-F
2. KOA (T/N)	218/ 7.5	9.9	9.5	8.8	7.3	8.9		3782/22.2	27.5	21.9	J	KOA
3. KRFX-F (CL AOR)	203/ 7.0	5.6	7.3	7.1	7.3	6.8		2790/16.4	16.2	18.2	H	KRFX-F
4. KOSI-F (SAC)	193/ 6.6	6.1	6.0	6.2	6.9	6.2		2643/15.5	16.3	18.8	H	KOSI-F
5. KXPK-F (AOR-P)	163/ 5.6	5.6	3.8	---	---	---		2727/16.0	12.0	---	C	KXPK-F
6. KBPI-F (AOR)	153/ 5.3	5.7	5.3	4.6	2.1	5.2		2190/12.8	13.0	9.1	E	KBPI-F
7. KXKL-AF (O)	141/ 4.9	5.5	4.9	4.9	5.7	5.1		2742/16.1	15.7	18.2	H	KXKL-AF
8. KQKS-F (CHR)	131/ 4.5	4.1	3.9	4.9	5.1	4.4		2338/13.7	14.2	14.6	D	KQKS-F
9. KHIH-F (J)	130/ 4.5	3.3	2.9	4.1	3.7	3.7		1829/10.7	8.0	10.6	E	KHIH-F
10. KBCO-AF (AOR-P)	110/ 3.8	4.0	4.5	5.6	5.0	4.5		2070/12.1	9.8	13.0	H	KBCO-AF
11. KTLK (T)	105/ 3.6	2.2	1.7	1.6	1.3	2.3		1721/10.1	6.2	5.2	C	KTLK
12. KALC-F (AC)	103/ 3.5	4.3	3.8	3.7	4.1	3.8		2075/12.2	13.4	13.5	E	KALC-F
13. KWMX-F (AC/CHR)	85/ 2.9	2.9	5.0	4.4	5.4	3.8		2087/12.2	12.2	17.3	E	KWMX-F
14. KEZW (ST)	75/ 2.6	3.4	2.8	3.1	2.7	3.0		881/ 5.2	6.5	5.4	B	KEZW
15. KMJI-F (O-70's)	74/ 2.5	3.2	3.1	4.0	3.6	3.2		1707/10.0	11.1	12.0	E	KMJI-F
16. KHOW (T)	72/ 2.5	2.0	2.2	1.6	1.9	2.1		1327/ 7.8	6.8	5.7		KHOW
17. KVOD-F (CL)	71/ 2.4	2.7	2.5	2.8	3.0	2.6		1168/ 6.8	7.1	6.8	D	KVOD-F
18. KZDG-F (C)	69/ 2.4	2.9	1.9	2.5	2.4	2.4		1363/ 8.0	8.5	8.4	D	KZDG-F
19. KTCL-F (AOR-NR)	54/ 1.9	1.9	1.6	2.1	3.1	1.9		1097/ 6.4	6.5	7.3		KTCL-F
20. KYGO (C)	48/ 1.6	2.3	2.5	1.9	2.8	2.1		810/ 4.7	5.8	5.9		KYGO
21. KYBG (SPRSTS)	46/ 1.6	1.5	1.1	1.7	1.6	1.5		798/ 4.7	5.0	5.5	C	KYBG
22.												
23.												
24.												
25.												

12+ FM SHARE (METRO): 74.53% (1914 of 2568) (WIN 94: 76.21%)

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

DENVER

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

Station	Power	City	Cume
KCUV	1150	ENGLEWOOD	0.6/1.3
KDKO	1510	LITTLETON	1.0/2.3
KJME	1390	DENVER	0.3/0.9
KNUS	710	DENVER	0.5/2.3
KYBG-F	92.1	CASTLE ROCK	0.7/0.9

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
KMJI, 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) Henry
KWMX, 107.5, 91 KW @ 1197, CHR/AC	, \$ 77.00	(CBS) Jefferson-Pilot
KXKL, 105.1, 100 KW @ 1168, Oldies	, \$ 157.00	(Katz) Shamrock
KXPK, 96.5, 100 KW @ 1164, AOR-Prog.	, \$ 59.00	(---) (EVERGREEN)
KYBG, 92.1, 30 KW @ 630, CHR	, \$ 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) Shamrock (GREELEY)

Miscellaneous: KYBG-F from 3 KW to 30 KW and format from Sports/Talk to CHR (Feb). . .

DES MOINES  
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Arbitron Rank/Pop (12+): 89/410,600  
MSA Rank/Pop: 118/421,000  
DMA # 74  
Average Person Ratings: 14.9  
Market TSL: 19.50 hours

Stations: 15/14  
Diaries: 1171/351:1/59.9%  
Sample Target: 1030  
% Below Line: 0.7  
% Not Listed: 13.8

1994 Revenue: \$19,000,000  
HH Inc.: \$39,077  
Retail \$: 5.0 Bill  
Pop per Station: 29,329  
#1 Biller: WHO \$4,600,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WHO (FS)	84/13.8	14.8	14.4	15.3	16.1	14.6		1081/26.3	29.6	31.3	F	WHO
2. KGGO-F (AOR)	83/13.6	14.0	14.0	12.4	13.9	13.5		1155/28.1	26.0	27.0	E	KGGO-F
3. KJJY-F (C)	78/12.8	11.3	12.6	16.0	15.7	13.2		988/24.1	24.4	29.6	E	KJJY-F
4. KSTZ-F (CHR)	46/ 7.5	8.7	10.4	7.5	7.7	8.5		976/23.8	24.5	22.8	C	KSTZ-F
5. KIOA-AF (O)	41/ 6.8	7.3	5.6	8.0	7.2	6.9		814/19.8	20.3	NA	C	KIOA-AF
6. KFMG-F (AOR-P)	37/ 6.1	4.9	4.8	4.6	3.8	5.1		517/12.6	10.5	7.9	B	KFMG-F
7. KLYF-F (SAC)	36/ 5.9	6.5	8.8	7.3	6.9	7.1		672/16.4	16.9	16.9	C	KLYF-F
8. KRNT (ST)	28/ 4.6	5.5	4.0	6.5	6.2	5.2		369/ 9.0	10.8	10.2	A	KRNT
9. KHKI-F (C)	24/ 3.9	3.5	4.4	3.7	2.6	3.9		377/ 9.2	9.7	7.9	A	KHKI-F
KRUU-F (C)	24/ 3.9	2.7	2.0	3.1	3.4	2.9		474/11.5	8.8	7.9	B	KRUU-F
11. KMXD-F (EZ)	21/ 3.4	2.5	2.2	3.1	3.8	2.8		276/ 6.7	5.8	7.5	A	KMXD-F
12. KEZT-F (SAC)	15/ 2.5	2.7	1.8	1.4	2.0	2.1		254/ 6.2	7.9	7.9	A	KEZT-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 77.76% (409 of 526) (WIN 94: 71.62%)

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

OTHER RATED STATIONS		METRO SHARE/RTG	TSA AQH/CUME
KCCQ-F	107.1 AMEO		0.8/4.1
KWMT	540 FORT DODGE		0.7/1.3

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
KEZT-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)
KGGO-F, 94.9, 100 KW @ 1066, AOR		Source	, \$ 70.00 (Eastman) Community Pacific
KHKI-F, 97.3, 115 KW @ 454, Country		WESTWD	, \$ 30.00 (Eastman) Community Pacific
KIOA-F, 93.3, 100 KW @ 1063, Oldies		ABC	, \$ 31.00 (Katz) Saga
KJJY-F, 92.5, 41 KW @ 1453, Country			, \$ 77.00 (McGuild) Fuller-Jeffrey (ANKENY)
KLYF-F, 100.3, 100 KW @ 1699, AC			, \$ 44.00 (Christal) Palmer
KMXD-F, 106.3, 6 KW @ 328, EZ/Soft AC			, \$ 16.00 ( --- ) (ANKENY)
KRUU-F, 98.3, 13 KW @ 469, Country			, \$ 18.00 (Mc-Guild) J. Ingstad (BOONE)
KSTZ-F, 102.5, 100 KW @ 1260, CHR/AC			, \$ 45.00 (Katz) Saga

DETROIT

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

Stations: 29/29

1994 Revenue: \$153,000,000

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

Diaries: 4031/ 908:1/51.5%

HH Inc.: \$37,523

DMA # 9

Sample Target: 3840

Retail \$: 44.2 Bil

Average Person Ratings: 17.7

% Below Line: 0.0%

Pop per Station: 126,214

Market TSL: 23.25 hours

% Not Listed: 9.6%

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

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WJLB-F (B)	571/ 8.8	8.7	6.8	6.9	6.3	7.8		6048/16.5	15.6	14.4	I	WJLB-F
2. WJR (FS/T)	550/ 8.5	7.6	8.0	8.5	7.8	7.3		6782/18.5	17.9	19.5	J	WJR
3. WWJ (N)	334/ 5.2	5.9	5.0	4.9	5.8	5.3		6784/18.5	19.8	18.2	I	WWJ
4. WNIC-F (AC)	327/ 5.0	4.4	4.7	3.8	4.0	4.5		5032/13.7	13.1	12.8	H	WNIC-F
5. WWW-F (C)	321/ 5.0	4.9	4.3	4.8	4.5	4.8		4948/13.5	12.8	13.1	H	WWW-F
6. WLTI-F (SAC)	293/ 4.5	4.2	3.3	3.4	3.8	3.9		4570/12.5	11.1	11.3	H	WLTI-F
7. WYCD-F (C)	290/ 4.5	4.7	5.2	4.7	5.2	4.8		4301/11.8	12.6	13.3	H	WYCD-F
8. WOMC-F (O)	275/ 4.2	4.0	3.7	3.9	3.5	4.0		4800/13.1	13.1	12.0	H	WOMC-F
9. WXYT (T)	266/ 4.1	4.9	5.5	4.3	5.1	4.7		3495/ 9.5	9.5	10.6	H	WXYT
10. WMXD-F (B/AC)	264/ 4.1	5.1	4.9	4.8	4.2	4.7		4019/11.0	11.1	10.8	G	WMXD-F
11. WKQI-F (AC)	261/ 4.0	4.0	4.1	5.3	4.7	4.4		5397/14.7	14.8	15.2	I	WKQI-F
12. WHYT-F (CHR)	241/ 3.7	3.5	3.1	4.0	5.0	3.6		5573/15.2	14.8	15.8	G	WHYT-F
13. WRIF-F (AOR)	202/ 3.1	3.5	3.1	3.7	3.1	3.4		4661/12.7	11.9	12.1	G	WRIF-F
14. WJZZ-F (J)	197/ 3.0	3.3	3.1	3.2	3.0	3.2		3361/ 9.2	8.5	9.0	F	WJZZ-F
15. WYST-F (O-70's)	187/ 2.9	2.1	3.2	3.2	4.1	2.9		4062/11.1	8.1	11.0	F	WYST-F
16. WCSX-F (CL AOR)	185/ 2.9	2.6	3.6	3.6	4.1	3.2		3869/10.6	10.7	12.4	G	WCSX-F
17. WQRS-F (CL)	170/ 2.6	2.4	1.8	1.7	2.0	2.1		2311/ 6.3	7.2	5.4	E	WQRS-F
18. CKWW (ST)	149/ 2.3	2.4	2.2	1.9	1.8	2.2		1622/ 4.4	4.1	3.7		CKWW
19. WLLZ-F (AOR)	137/ 2.1	2.3	2.2	2.2	2.0	2.2		4304/11.8	10.1	10.5	F	WLLZ-F
20. WDZR-F (AOR-NR)	120/ 1.9	1.8	2.2	2.0	2.2	2.0		2826/ 7.7	6.5	7.5	D	WDZR-F
21. CIMX-F (AOR-NR)	118/ 1.8	2.2	3.3	2.6	2.1	2.5		3111/ 8.5	9.1	7.3		CIMX-F
22. WDFN (SPRTS)	79/ 1.2	0.5	0.5	0.3	0.3	0.6		1293/ 3.5	2.3	1.1		WDFN
23. WGPR-F (G)	67/ 1.0	0.7	0.9	0.8	0.9	0.9		1604/ 4.4	3.8	3.4		WGPR-F
24.												
25.												

12+ FM SHARE (METRO): 74.64% (4373 of 5859) (WIN 94: 73.77%)

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



DETROIT

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

WCHB	1200	TAYLOR	0.7/2.1
WGRT-F	102.3	PORT HAVEN	0.4/0.5
WMUZ-F	103.5	DETROIT	0.6/2.9
WQBH	1400	DETROIT	0.9/2.6
WSAQ-F	107.1	PORT HURON	0.7/0.9
CIDR-F	93.9	WINDSOR, ONT	0.6/3.2

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)	Broadcasting Partners
WQBH, 1400, 1 KW, Gospel	, \$ 40.00 (Patt)	
WWJ, 950, 5 KW (DA-N), News	CBS, \$ 176.00 (CBS)	CBS
WDFN, 1130, 50 KW/10 KW(DA-2), Sports	WESTWD, \$ NA (Eastman)	Shamrock
WXYT, 1270, 5 KW (DA-N), Talk	CNN, WESTWD, \$ 150.00 (Infinity)	Infinity
CKWW, 580, 500 W, Standards	, \$ 58.00 ( --- )	CHUM (WINDSOR, ONT)

FM STATIONS

WCSX, 94.7, 14 KW @ 945, Classic AOR	WESTWD, \$ 160.00 (Mc-Guild)	Greater Media
WDZR, 102.7, 50 KW @ 500, AOR	SMN, WESTWD, \$ 48.00 (D & R)	Ragan Henry (MT. CLEMONS)
WGPR, 107.5, 50 KW @ 361, Gospel	AURN, \$ 43.00 ( --- )	
WHYT, 96.3, 20 KW @ 787, CHR	ABC, \$ 140.00 (Katz)	Cap Cities/ABC
WJLB, 97.9, 50 KW @ 489, Black	, \$ 190.00 (MMR)	Secret
WYST, 97.1, 12 KW @ 889, Oldies - 70's	, \$ 142.00 (CBS)	CBS
WJZZ, 105.9, 20 KW @ 725, Jazz	, \$ 115.00 (Torbet)	Bell
WKQI, 95.5, 100 KW @ 430, AC	, \$ 261.00 (D&R)	Evergreen
WLLZ, 98.7, 50 KW @ 479, AOR	, \$ 152.00 (Group W)	Westinghouse
WLTI, 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
WWWW, 106.7, 61 KW @ 508, Country	WESTWD, \$ 260.00 (Eastman)	Shamrock
WYCD, 99.5, 21 KW @ 754, Country	ABC, WESTWD, \$ 120.00 (Group W)	Alliance
CIMX, 88.7, 100 KW @ 577, AOR - New Rock	, \$ NA ( --- )	CHUM (WINDSOR, ONT)
CKLW, 93.9, 100 KW @ 699, Oldies	, \$ NA ( --- )	CHUM (WINDSOR, ONT)

EL PASO

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Arbitron Rank/Pop (12+): 72/521,700

Stations: 27/19

1994 Revenue: \$15,000,000

MSA Rank/Pop: 78/670,000

Diaries: 1068/488:1/56.2%

HH Inc.: \$27,672

DMA # 86

Sample Target: 1070

Retail \$: 4.7 Bil

Average Person Ratings: 16.2

% Below Line: 5.2

Pop per Station: 27,458

Market TSL: 21.75 hours

% Not Listed: 13.1

#1 Biller: KHEY-AF \$2,700,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 BOOK Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Level	
1. KPRR-F (CHR)	112/13.2	13.1	10.5	13.7	12.8	12.6		1575/30.2	30.9	30.6	C	KPRR-F
2. KTSM-F (SAC)	92/10.9	10.3	9.6	9.8	8.9	10.2		1102/21.1	25.3	23.3	C	KTSM-F
3. KBNA-AF (SP)	89/10.5	14.3	12.8	11.4	11.7	12.3		1354/26.0	26.7	22.1	D	KBNA-AF
4. KLAQ-F (AOR)	85/10.0	10.5	10.2	9.4	12.0	10.0		1361/26.1	25.7	26.4	D	KLAQ-F
5. KHEY-F (C)	49/ 5.8	9.6	10.5	9.8	8.3	8.9		973/18.7	19.9	19.3	D	KHEY-F
6. KOFX-F (O)	44/ 5.2	4.8	3.6	5.1	3.2	4.7		766/14.7	12.3	11.6	B	KOFX-F
7. KINT-F (SP)	37/ 4.4	3.1	4.5	5.1	4.0	4.3		608/11.7	8.8	11.1	C	KINT-F
8. KTSM (N/T)	32/ 3.8	3.8	3.6	5.2	3.4	4.1		476/ 9.1	7.9	9.5	B	KTSM
9. KAMZ-F (CL AOR)	31/ 3.7	3.1	4.6	4.5	4.9	4.0		784/15.0	11.7	16.7	A	KAMZ-F
10. KAMA (SP)	29/ 3.4	2.2	2.3	1.4	2.3	2.3		357/ 6.8	5.6	6.6	B	KAMA
KSET-F (C)	29/ 3.4	2.4	3.5	3.5	5.3	3.2		566/10.8	8.6	13.6	B	KSET-F
12. XHH -F (SP)	18/ 2.1	2.2	2.1	3.2	3.0	2.4		403/ 7.7	7.0	9.0		XHH -F
13. KVIV (SP)	17/ 2.0	0.8	0.8	---	1.0	1.2		124/ 2.4	1.9	1.5		KVIV
14. KROD (T)	15/ 1.8	1.6	1.0	1.6	1.9	1.5		360/ 6.9	8.7	5.8	A	KROD
15.												

12+ FM SHARE (METRO): 88.31% (650 of 736) (WIN 94: 82.52%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KPRR-F	1 KPRR-F	1 KTSM-F	1 KTSM-F>	1 KTSM-F>	1 KLAQ-F	1 KLAQ-F>>	1 KLAQ-F>	1 KLAQ-F>	1 KLAQ-F>
2 KLAQ-F	2 KTSM-F	2 KPRR-F	2 KPRR-F<	2 KBNA-AF	2 KPRR-F	2 KPRR-F>	2 KAMZ-F	2 KPRR-F<	2 KBNA-AF
3 KTSM-F	3 KLAQ-F	3 KBNA-AF	3 KBNA-AF	3 KPRR-F	3 KBNA-AF	3 KTSM-F	3 KPRR-F	3 KBNA-AF	3 KPRR-F<
4 KBNA-AF	4 KBNA-AF	4 KLAQ-F	4 KHEY-F	4 KHEY-F>	4 KTSM-F	4 KAMZ-F	4 KTSM-F	4 KTSM-F<	4 KTSM-F<
5 KHEY-F	5 KHEY-F	5 KHEY-F	5 KLAQ-F	5	5 KOFX-F	5 KOFX-F	5 KOFX-F	5 KOFX-F	5 KOFX-F
6 KOFX-F	6	6	6 KOFX-F	6	6	6	6	6 KAMZ-F	6 KAMZ-F
7	7	7	7	7	7	7	7	7	7

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

KELP	1590	EL PASO	0.8/2.5
KHEY	690	EL PASO	0.9/4.6
KROL-F	99.5	LAS CRUCES, NM	0.5/1.6
KSVE	1150	EL PASO	0.6/1.9
XEWG	1240	CIUDAD JUAREZ, MX	0.5/1.5
XROK	800	CIUDAD JUAREZ, MX	0.6/2.1
KVLC-F	101.1	HATCH, NM	0.4/0.9
XEJ	970	CIUDAD JUAREZ, MX	0.8/2.0
XHGU-F	105.9	CIUDAD JUAREZ, MX	0.4/3.0
XHNZ-F	107.5	CIUDAD JUAREZ, MX	0.8/3.9
XHPX-F	98.3	CIUDAD JUAREZ, MX	1.2/4.6
XHTO-F	104.3	CIUDAD JUAREZ, MX	0.6/2.5

EL PASO

RADIO STATIONS

KAMA,	750,	10 KW/1 KW (DA-2),	Hispanic	,	\$ 27.00 (Caballero)	Pinnacle
KBNA,	920,	1 KW/500 W (DA-N),	SEE KBNA-FM			
KHEY,	690,	10 KW (DA-2)	, SEE KHEY-FM			
KROD,	600,	5 KW (DA-2)	, Oldies/Talk	CNN	\$ 15.00 (Banner)	D & F
KSVE,	1150,	5 KW/380 W (DA-2),	Hispanic		\$ 16.00 (Caballero)	
KTSM,	1380,	5 KW/500 W	, News/Talk	TALKNT, CBS	\$ 24.00 (Christal)	
KVIV,	1340,	1 KW	, Hispanic		\$ 17.00 (Lotus)	
KAMZ-F,	93.1,	100 KW @ 1420	, Classic AOR		\$ 28.00 (Eastman)	Pinnacle
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)	D & F
KOFX-F,	92.3,	100 KW @ 1860	, Oldies	WESTWD,	\$ 32.00 (Mc-Guild)	KSET owner (D)
KPRR-F,	102.1,	100 KW @ 1191	, CHR		\$ 35.00 (D & R)	
KSET-F,	94.7,	61 KW @ 981	, Country		\$ 28.00 (D & R)	
KTSM-F,	99.9,	100 KW @ 1820	, EZ/Soft AC		\$ 23.00 (Christal)	
XHH -F,	100.7,	100 KW @ 249	, Hispanic		\$ 20.00 (Caballero)	(JUAREZ)

Miscellaneous: KVIV sold for \$550,000. . .

\*\*\*\*\* 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	

FRESNO

Arbitron Rank/Pop (12+): 64/586,800  
 MSA Rank/Pop: 47/861,000  
 DMA # 47 (w/Visalia)  
 Average Person Ratings: 15.5  
 Market TSL: 20.75 hours

Stations: 32/27  
 Diaries: 1456/403;1/49.0%  
 Sample Target: 1470  
 % Below Line: 1.6  
 % Not Listed: 13.4

1994 Revenue: \$24,000,000  
 HH Inc.: \$30,064  
 Retail \$: 5.0 Bil  
 Pop per Station: 21,733  
 #1 Biller: KMJ \$5,600,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. KMJ (N/T)	102/11.2	14.7	11.9	12.1	13.1	12.5		1150/19.6	23.8	21.6	G	KMJ
2. KBOS-F (CHR)	101/11.1	9.6	10.4	9.8	10.0	10.2		1307/22.3	21.2	21.4	C	KBOS-F
3. KJWL-F (ST)	51/ 5.6	4.4	3.5	1.1	---	3.7		516/ 8.8	5.4	----	A	KJWL-F
4. KRZR-F (AOR)	44/ 4.8	5.7	5.8	5.1	7.6	5.4		720/12.3	12.4	13.6	C	KRZR-F
5. KNAX-F (C)	41/ 4.5	3.9	4.3	6.1	5.5	4.7		640/10.9	11.4	12.9	E (w/KFRE)	KNAX-F
6. KFSO-F (O)	39/ 4.3	3.1	4.5	4.2	4.6	4.0		828/14.1	11.7	12.6	D	KFSO-F
7. KSKS-F (C)	37/ 4.1	5.8	6.9	6.2	6.6	5.8		797/13.6	13.9	16.5	D	KSKS-F
KEZL-F (J)	37/ 4.1	4.2	2.2	1.4	2.7	3.0		482/ 8.2	8.0	5.1	B	KEZL-F
KJOI-F (SAC)	37/ 4.1	3.5	4.4	3.4	3.1	3.9		590/10.1	11.0	9.2	C	KJOI-F
10. KOQO-AF (SP)	32/ 3.5	5.2	7.1	6.0	3.0	5.5		535/ 9.1	9.0	8.9	C	KOQO-AF
11. KTHT-F (CHR/AC)	30/ 3.3	3.0	3.8	3.1	3.5	3.3		690/11.8	12.5	11.9	C	KTHT-F
KJFX-F (CL AOR)	27/ 3.0	3.2	4.5	4.4	4.3	3.8		654/11.1	10.8	10.8	C	KJFX-F
13. KGST-AF (SP)	25/ 2.8	3.2	3.7	4.8	5.1	3.6		492/ 8.4	NA	NA	A	KGST-AF
14. KMPH-F (N/T)	23/ 2.5	1.9	1.0	1.1	1.4	1.6		537/ 9.2	5.7	5.7	A	KMPH-F
15. KZFO-F (SP)	21/ 2.3	1.8	1.8	2.3	1.7	2.1		346/ 5.9	4.9	4.2	A	KZFO-F
16. KFRE (C)	20/ 2.2	1.6	2.2	2.7	2.8	2.2		299/ 5.1	5.0	6.2		KFRE
KKDJ-F (O-70's)	20/ 2.2	1.8	1.9	1.5	2.6	1.9		438/ 7.5	6.9	7.5	B	KKDJ-F
KRBT-F (C)	20/ 2.2	2.0	2.1	3.2	2.4	2.4		472/ 8.0	7.0	10.5	A	KRBT-F
19. KXEX (SP)	15/ 1.6	0.5	1.0	---	0.8	1.0		291/ 5.0	3.3	2.6		KXEX
20. KFRR-F (AC/CHR)	11/ 1.2	1.7	0.6	0.4	1.0	1.0		364/ 6.2	5.4	2.9	A	KFRR-F

12+ FM SHARE (METRO): 75.00% (591 of 788) (WIN 94: 75.18%)

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 KMJ	1 KMJ >	1 KMJ >	1 KMJ >	1 KMJ >	1 KBOS-F	1 KBOS-F>>>1	KMJ >
2	2 KRZR-F>	2 KMJ	2 KBOS-F	2 KBOS-F	2 KJWL-F>	2 KBOS-F>	2 KBOS-F<	2 KMJ >	2 KMJ	2 KBOS-F
3	3 KOQO-AF	3 KRZR-F	3 KFSO-F	KFSO-F	3 KFSO-F	3 KRZR-F	3 KJWL-F<	3 KJWL-F	3 KRZR-F	3 KFSO-F
4	4 KMJ	4 KFSO-F	4 KEZL-F	4 KEZL-F	4 KNAX-F	4 KNAX-F	4 KJOI-F	4 KRZR-F	4 KJWL-F	4 KEZL-F
5	5 KTHT-F	5 KOQO-AF	KRZR-F	5 KNAX-F	5 KEZL-F<	5 KFSO-F	5 KRZR-F	5 KSKS-F<	5	5 KJWL-F
6	6 KZFO-F	6 KEZL-F	6 KNAX-F	6 KRZR-F	6 KJOI-F	6 KJWL-F	6 KNAX-F	6 KJOI-F	6	6
7	7	KSKS-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 KBOS-F	1 KBOS-F>>	1 KBOS-F	1 KBOS-F>	1 KEZL-F<	1 KBOS-F	1 KRZR-F	1 KRZR-F	1 KMJ	1 KMJ >
2 KTHT-F	2 KTHT-F	2 KTHT-F	2 KNAX-F	2 KNAX-F	2 KRZR-F	KBOS-F>	2 KBOS-F	2 KBOS-F<	2 KRZR-F<
3 KOQO-AF	3 KOQO-AF	3 KOQO-AF	KFSO-F	KFSO-F	3 KOQO-AF	3 KMJ >	3 KMJ	3 KRZR-F>	3 KBOS-F<
4 KRZR-F	4 KSKS-F	KSKS-F	KTHT-F<	KJOI-F	4 KJFX-F	4 KOQO-AF	4 KZFO-F	4 KJFX-F	4 KFSO-F
KSKS-F	5	5 KJOI-F	5 KEZL-F	5 KBOS-F	KMJ	5 KZFO-F	5 KJFX-F	5 KFSO-F	5 KJFX-F
6	6	KZFO-F	KSKS-F	6 KJWL-F	6	6 KJFX-F	KGST-AF	6	6
7	7	7	7	KMJ	7	7	7	7	7
				KSKS-F					

FRESNO

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

KFIG	1430	FRESNO	1.0/3.8
KIRV	1510	FRESNO	1.0/1.3
KKTR	1340	FRESNO	0.7/2.6
KRDU	1130	DINUBA	0.8/1.4
KTAA-F	94.3	KERMAN	1.0/3.8
KCBS	740	SAN FRANCISCO	0.3/1.6
KCIV-F	99.9	MT. BULLION	0.7/1.9
KJUG-AF	106.7	TULARE	0.3/1.1
KNBR	680	SAN FRANCISCO	0.3/1.8

RADIO STATIONS

AM STATIONS

KEYQ,	980,	500 W/48 W	, Standards	SMN, \$15.00	(Mc-Guild)	Americom
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
KXEX,	1550,	5 KW/2.5 KW (DA-2)	, Hispanic	, \$17.00	(SBS)	
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	, AC/CHR	, \$23.00	( --- )		(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)	Wheel-Pitts	(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/AC	AP, \$29.00	(Banner)	Wheel-Pitts.	
KZFO,	92.1,	25 KW @ 1050	, Hispanic	, \$24.00	(Caballero)		(MADERA)

GRAND RAPIDS

Arbitron Rank/Pop (12+): 65/584,400  
 MSA Rank/Pop: 55/732,000  
 DMA # 37 (w/Kalamazoo)  
 Average Person Ratings: 15.3  
 Market TSL: 20.25 hours

Stations: 22/19  
 Diaries: 1576/371:1/61.4%  
 Sample Target: 1530  
 % Below Line: 8.0  
 % Not Listed: 18.0

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

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WBCT-F (C)	85/ 9.5	9.7	9.8	10.3	8.9	9.8		1115/19.1	18.7	18.9	F	WBCT-F
2. WKLQ-F (AOR)	81/ 9.0	8.5	8.1	8.2	8.3	8.5		1078/18.4	19.3	19.6	E	WKLQ-F
3. WOOD (FS/T)	70/ 7.8	8.3	7.7	6.8	7.5	7.7		1020/17.5	17.1	16.2	D	WOOD
WOOD-F (SAC)	70/ 7.8	8.8	7.0	8.3	9.2	8.0		1092/18.7	20.2	21.3	D	WOOD-F
5. WGRD-F (CHR)	58/ 6.5	5.8	5.3	4.3	5.7	5.5		1163/19.9	17.7	16.1	C	WGRD-F
6. WLHT-F (AC)	56/ 6.3	6.4	7.1	7.0	6.3	6.7		752/12.9	13.0	13.7	F	WLHT-F
7. WLAV-F (CL AOR)	52/ 5.8	6.9	8.5	8.2	6.3	7.4		913/15.6	16.0	15.3	D	WLAV-F
8. WSNX-F (CHR)	47/ 5.2	5.0	5.0	4.8	3.4	5.0		989/16.9	16.6	15.2	C	WSNX-F
WCUZ-F (C)	47/ 5.2	4.9	4.4	4.2	5.3	4.7		744/12.7	11.8	13.6	D	WCUZ-F
10. WODJ-F (O)	38/ 4.2	5.1	4.1	4.7	4.7	4.5		754/12.9	13.0	14.3	C	WODJ-F
11. WJQK-F (REL)	26/ 2.9	1.7	2.3	1.6	1.5	2.1		422/ 7.2	4.8	4.2		WJQK-F
12. WFGR-F (CL)	23/ 2.6	2.2	1.7	1.8	2.6	2.1		331/ 5.7	6.5	6.4	A	WFGR-F
13. WMUS-F (C)	21/ 2.3	2.4	2.7	2.4	2.9	2.5		336/ 5.7	6.5	7.2		WMUS-F
14. WFUR-F (REL)	19/ 2.1	1.8	1.2	1.0	2.3	1.5		354/ 6.1	6.6	8.6		WFUR-F
15.												

12+ FM SHARE (METRO): 87.76% (645 of 735) (WIN 94: 85.79%)

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

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

WAKX-F	96.1	HOLLAND	0.7/3.4
WBYY	810	ROCKFORD	0.3/1.1
WCUZ	1230	GRAND RAPIDS	0.8/3.5
WGHN-F	92.1	GRAND HAVEN	0.3/1.7
WHTC	1450	HOLLAND	0.4/2.5
WKWM	1140	KENTWOOD	0.7/1.3
WQFN-F	100.5	WALKER	1.0/2.8
WMRR-F	101.7	MUSKEGON HTS	0.4/1.1

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	,	Country	ABC,	\$23.00	(Christal)	Federated (HOLLAND)
WBCT-F	,	93.7,	320 KW @ 781	,	Country	,	\$80.00	(Mc-Guild)	WOOD owners (D)
WCUZ-F	,	101.3,	50 KW @ 420	,	Country	ABC,	\$52.00	(Christal)	Federated
WFGR-F	,	98.7,	2.8 KW @ 492	,	Classical	,	\$26.00	(CMBS)	
WFUR-F	,	102.9,	50 KW @ 500	,	Religion	,	\$18.00	( --- )	Kuiper
WGRD-F	,	97.9,	13 KW @ 590	,	CHR	,	\$42.00	(Eastman)	Regional
WJQK-F	,	99.3,	4.7 KW @ 371	,	Religion	ABC,	\$15.00	(Mich.)	(ZEELAND)
WKLQ-F	,	94.5,	50 KW @ 500	,	AOR	ABC,	\$70.00	(Banner)	Bloomington (HOLLAND)
WLAV-F	,	96.9,	50 KW @ 500	,	Classic AOR	WESTWD, Source,	\$48.00	( --- )	Bloomington
WLHT-F	,	95.7,	40 KW @ 551	,	AC	,	\$93.00	(Eastman)	Liggett
WODJ-F	,	107.3,	50 KW @ 492	,	Oldies	WESTWD,	\$47.00	(Katz)	Goodrich (GREENVILLE)
WOOD-F	,	105.7,	265 KW @ 810	,	Soft AC	,	\$56.00	(Katz)	
WSNX-F	,	104.5,	50 KW @ 360	,	CHR	WESTWD,	\$32.00	(Katz)	Goodrich (MUSKEGON)
WMUS-F	,	106.9,	50 KW @ 479	,	Country	ABC, WESTWD,	\$35.00	(Banner)	(MUSKEGON)

GREENSBORO-WINSTON SALEM

Arbitron Rank/Pop (12+): 42/940,600  
 MSA Rank/Pop: 47/1,070,000  
 DMA # 51  
 Average Person Ratings: 16.2  
 Market TSL: 21.25 hours

Stations: 31/19  
 Diaries: 2122/443:1/55.3%  
 Sample Target: 1980  
 % Below Line: 7.9  
 % Not Listed: 14.4

1994 Revenue: \$27,600,000  
 HH Inc.: \$32,938  
 Retail \$: 10.7 Bil  
 Pop per Station: 49,505  
 #1 Biller: WTQR-F \$7,100,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WTQR-F (C)	216/14.2	14.2	15.2	15.1	13.5	14.7		2548/27.1	27.7	26.0	H	WTQR-F
2. WXRA-F (AOR)	102/ 6.7	7.1	4.1	3.8	3.6	5.4		1302/13.8	14.0	11.4	B	WXRA-F
3. WKSI-F (CHR)	102/ 6.7	4.5	3.1	4.0	3.1	4.6		1296/13.8	11.6	8.9	B	WKSI-F
4. WJMH-F (B)	101/ 6.6	6.9	5.6	7.5	6.9	6.7		1499/15.9	14.2	16.3	C	WJMH-F
5. WKZL-F (AC/CHR)	98/ 6.4	5.2	6.2	5.6	5.3	5.9		1437/15.3	14.4	14.9	D	WKZL-F
6. WMAG-F (AC)	87/ 5.7	6.7	4.8	4.6	5.7	5.5		1109/11.8	12.7	12.5	D	WMAG-F
7. WQMG-F (B)	83/ 5.5	4.9	5.7	6.1	5.3	5.6		1241/13.2	11.4	13.2	C	WQMG-F
8. WSJS (FS/T)	67/ 4.4	4.9	4.8	5.2	6.7	4.8		1060/11.3	11.8	14.0	D	WSJS
9. WKRR-F (AOR/CL)	64/ 4.2	5.5	8.2	7.1	7.1	6.3		1193/12.7	14.6	16.3	E	WKRR-F
10. WMQX-F (O)	61/ 4.0	4.5	4.1	3.8	3.5	4.1		1071/11.4	13.6	10.6	C	WMQX-F
11. WPCM-F (C)	47/ 3.1	3.6	3.7	5.6	4.6	4.0		835/ 8.9	9.9	9.9		WPCM-F
12. WFMX-F (C)	35/ 2.3	2.2	2.6	2.0	2.8	2.3		548/ 5.8	7.2	7.4		WFMX-F
13. WHPE-F (REL)	32/ 2.1	2.3	1.5	1.0	2.9	1.7		463/ 4.9	5.3	6.5		WHPE-F
14. WGLF-F (REL)	30/ 2.0	1.2	1.2	1.8	1.2	1.6		452/ 4.8	4.4	5.2		WGLF-F
15. WFXF-F (O-70's)	25/ 1.6	2.5	3.3	2.8	3.6	2.6		548/ 5.8	8.1	9.4	C	WFXF-F

12+ FM SHARE (METRO): 89.33% (1164 of 1303) (WIN 94: 86.88%)

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

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

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

WAAA	980	WINSTON-SALEM	0.8/2.5
WFAZ-F	98.3	THOMASVILLE	0.4/1.8
WKEW	1400	GREENSBORO	0.8/2.5
WMFR	1230	HIGH POINT	1.2/2.4
WQMG	1510	GREENSBORO	1.3/1.7
WDCG-F	105.1	DURHAM	1.2/4.9
WEDJ-F	95.1	CHARLOTTE	0.3/2.5
WPAQ	740	MT. AIRY	0.3/0.7
WPEG-F	97.9	CONCORD	0.3/1.0
WPTF	680	RALEIGH	0.3/0.7
WQDR-F	94.7	RALEIGH	0.4/0.6
WQOK-F	97.5	RALEIGH	0.4/2.1
WRAL-F	101.5	RALEIGH	0.4/1.2
WRDX-F	106.5	SALISBURY	0.9/3.0
WSOC-F	103.7	CHARLOTTE	0.3/1.8
WZZU-F	93.9	BURLINGTON	0.6/2.0



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
WFXF-F,	100.3,	100 KW @ 1046	, Oldies-70's	WESTWD,	\$ 37.00	(MMR)	HMW
WHPE-F,	95.5,	100 KW @ 440	, Religion	,	\$ 16.00	( --- )	
WJMH-F,	102.1,	100 KW @ 1204	, Black	,	\$ 45.00	(D & R)	Max (REIDSVILLE)
WKRR-F,	92.3,	100 KW @ 1289	, AOR/Classic	,	\$ 82.00	(Katz)	Dick (ASHEBORO)
WKSJ-F,	98.7,	100 KW @ 718	, CHR	,	\$ 29.00	(Eastman)	Bahakel
WKZL-F,	107.5,	100 KW @ 994	, AC/CHR	,	\$ 51.00	(Katz)	Dick
WMAG-F,	99.5,	100 KW @ 1499	, AC	,	\$ 55.00	(Christal)	HMW
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)

\*\*\*\*\* 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: 15.5  
 Market TSL: 20.75 hours

Stations: 33/22  
 Diaries: 1143/402:1/55.9%  
 Sample Target: 1035  
 % Below Line: 12.5  
 % Not Listed: 14.5

1994 Revenue: \$10,800,000  
 HH Inc.: \$27,634  
 Retail \$: 3.3 Bil  
 Pop per Station: 20,886  
 #1 Biller: WRNS-F \$3,000,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WRNS-F (C)	130/18.3	17.9	17.5	21.1	20.2	18.7		1509/32.8	32.4	33.3	E	WRNS-F
2. WIKS-F (B)	111/15.6	13.3	17.7	15.2	17.5	15.5		1193/26.0	23.8	26.7	C	WIKS-F
3. WSFL-F (AOR)	64/ 9.0	8.6	5.4	8.3	7.2	7.8		746/16.2	18.3	14.2	C	WSFL-F
4. WRHT-F (CHR)	37/ 5.2	4.6	4.5	4.1	4.2	4.6		657/14.3	14.8	11.9	B	WRHT-F
5. WDLX-F (CHR/AC)	28/ 3.9	4.6	5.4	5.6	4.2	4.9		671/14.6	14.6	12.9	C	WDLX-F
6. WKOO-FF (O)	27/ 3.8	3.6	4.8	5.2	3.9	4.4		450/ 9.8	8.7	9.1	C	WKOO-FF
WNCT-F (SAC)	27/ 3.8	2.9	3.0	3.1	2.2	3.2		492/10.7	10.3	6.5	B	WNCT-F
8. WTRG-F (O)	17/ 2.4	1.7	1.8	1.2	1.9	1.8		292/ 6.4	6.0	7.0		WTRG-F
9. WKQT-F (AC)	16/ 2.3	1.8	2.5	1.0	1.3	1.9		324/ 7.1	7.9	6.1		WKQT-F

12+ FM SHARE (METRO): 95.22% (578 of 607) (WIN 94: 92.44%)

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 WRNS-F<	1 WRNS-F	1 WRNS-F	1 WRNS-F>>	1 WRNS-F	1 WRNS-F>	1 WRNS-F	1 WIKS-F>	1 WIKS-F
2 WIKS-F>	2 WSFL-F<	2 WIKS-F	2	2 WIKS-F>	2 WIKS-F>>	2 WIKS-F	2 WSFL-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	3 WSFL-F>>	3 WIKS-F>	3 WSFL-F>	3 WRHT-F	3 WTND-F
4	4 WRHT-F	4 WRHT-F	4 WKOO-FF	4 WKOO-FF	4	4	4 WRHT-F	4 WRHT-F	4 WSFL-F	4
5	5	5 WKOO-FF	5 WDLX-F	5 WDLX-F	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIKS-F	1 WIKS-F	1 WIKS-F	1 WRNS-F	1 WRNS-F	1 WSFL-F	1 WSFL-F>	1 WSFL-F	1 WSFL-F	1 WRNS-F<
2 WRNS-F	2 WRNS-F>>	2 WRNS-F	2 WIKS-F>>	2 WIKS-F>>	2 WIKS-F	2 WIKS-F<	2 WRNS-F	2 WIKS-F<	2 WSFL-F
3 WRHT-F	3 WDLX-F	3 WDLX-F	3 WDLX-F	3 WDLX-F	WRHT-F	3 WRNS-F>	3 WIKS-F	3 WRNS-F>>	3 WIKS-F>>
4 WDLX-F	4 WRHT-F	4 WRHT-F	4 WRHT-F	4 WNCT-F	4 WRNS-F	4 WRHT-F	4 WXQR-F	4	4 WKOO-FF
5	5	5	5	5	5	5	5	5	5

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

WCBZ-F	103.7	WILLIAMSTON	0.7/2.4
WELS	1010	KINSTON	0.7/1.2
WELS-F	102.9	KINSTON	0.6/2.1
WJNC	1240	JACKSONVILLE	0.6/2.2
WNBR-FF	94.1	ORIENTAL	1.6/4.8
WNOS	1450	NEW BERN	1.0/0.9
WOOW	1340	GREENVILLE	0.7/2.0
WQSL-F	92.3	JACKSONVILLE	1.3/5.4
WRQR-F	94.3	FARMVILLE	0.7/2.3
WTKF-F	107.3	ATLANTIC	1.5/3.6
WTND-F	99.5	GRIFTON	0.7/6.9
WXQR-F	105.5	JACKSONVILLE	1.0/2.6

GREENVILLE-NEW BERN, NC

RADIO STATIONS

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

OTHER RANKED STATIONS -- See Raleigh

GREENVILLE-SPARTANBURG

Arbitron Rank/Pop (12+): 59/689,600  
 MSA Rank/Pop: 67/870,000  
 DMA # 38 (w/Asheville)  
 Average Person Ratings: 17.0  
 Market TSL: 22.25 hours

Stations: 24/18  
 Diaries: 1749/394:1/52.4%  
 Sample Target: 1680  
 % Below Line: 3.8  
 % Not Listed: 14.7

1994 Revenue: \$25,000,000  
 HH Inc.: \$32,076  
 Retail \$: 7.7 Bil  
 Pop per Station: 38,311  
 #1 Biller: WSSL-AF \$5,400,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WSSL-F (C)	184/15.7	17.9	18.1	17.4	18.0	17.3		2129/30.9	30.7	31.4	G	WSSL-F
2. WJMZ-F (B)	131/11.2	8.3	9.0	7.4	6.3	9.0		1118/16.2	13.2	11.6	C	WJMZ-F
3. WESC-F (C)	109/ 9.3	7.6	10.0	9.3	12.4	9.1		1544/22.4	21.3	23.5	E	WESC-F
WROQ-F (AOR)	109/ 9.3	8.3	9.6	9.6	7.2	9.2		1368/19.8	17.8	16.6	E	WROQ-F
5. WMYI-F (AC)	100/ 8.5	8.0	8.6	8.3	9.1	8.4		1455/21.1	21.5	23.7	F	WMYI-F
6. WSPA-F (SAC)	71/ 6.1	6.6	6.5	6.5	6.5	6.4		1077/15.6	15.7	14.6	C	WSPA-F
7. WXWX-F (AOR-NR)	52/ 4.4	3.7	2.6	4.3	2.9	3.8		757/11.0	7.5	9.4		WXWX-F
8. WFBC-F (O)	45/ 3.8	4.6	4.5	5.8	4.4	4.7		851/12.3	15.5	15.9	C	WFBC-F
9. WUUU-F (EZ)	39/ 3.3	2.9	2.4	1.9	3.5	2.6		439/ 6.4	6.4	7.2	A	WUUU-F
10. WFBC (N/T)	23/ 2.0	4.4	2.3	3.0	2.9	2.9		379/ 5.5	8.1	6.4	B	WFBC
11. WSPA (FS)	20/ 1.7	1.6	1.3	1.4	1.6	1.5		279/ 4.0	3.8	5.1	A	WSPA
12. WFNQ-F (C)	18/ 1.5	4.6	3.5	3.0	2.6	3.2		493/ 7.1	13.1	10.0		WFNQ-F
13. WESC (C)	15/ 1.3	1.1	0.3	0.4	0.5	0.8		157/ 2.3	1.9	1.9		WESC
WPJM (G)	15/ 1.3	1.4	1.3	0.9	1.1	1.2		159/ 2.3	3.5	2.3	A	WPJM

12+ FM SHARE (METRO): 91.19% (911 of 999) (WIN 94: 89.06%)

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

METRO CUME TSA TSA  
 SHARE/RTG/AQH/CUME

OTHER RATED STATIONS	RTG	SHARE	TSA	AQH	CUME
WORD	910	SPARTANBURG	0.8	2.5	
WRIX	1020	HOMELAND PARK	0.5	1.2	
WRIX-F	103.1	HONEA PATH	0.8	2.0	
WBAV-F	101.9	GASTONIA	0.5	1.5	
WEDJ-F	95.1	CHARLOTTE	0.6	2.6	
WKSF-F	99.9	ASHEVILLE	0.3	3.2	
WMIT-F	106.9	BLACK MOUNTAIN	1.0	2.3	
WPEG-F	97.9	CHARLOTTE AREA	0.9	2.8	
WWMG-F	96.1	CHARLOTTE AREA	0.3	1.8	

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)	Full Service	CBS, \$ 17.00	(Christal)		
WFNQ-F,		93.3,	93 KW @ 2030	Country		\$ 21.00 ( --- )	Benchmark	(FOREST CITY)
WESC-F,		92.5,	100 KW @ 2001	Country	ABC, \$ 75.00	(Banner)	Benchmark	
WFBC-F,		93.7,	100 KW @ 1850	CHR	ABC, \$ 43.00	(Katz)	Keymarket	
WJMZ-F,		107.3,	100 KW @ 1010	Black	ABC, \$ 37.00	(Eastman)	AmCom	(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 (P)	(GREER)
WMUU-F,		94.5,	100 KW @ 1200	EZ	AP, \$ 19.00	( --- )		
WMYI-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)
WRDQ-F,		101.1,	100 KW @ 987	AOR	ABC, \$ 76.00	(Banner)	ABS	(ANDERSON)
WSPA-F,		98.9,	100 KW @ 1909	Soft AC		\$ 41.00 (Christal)		
WSSL-F,		100.5,	100 KW @ 1240	Country	WESTWD, \$112.00	(Mc-Guild)	SFX	(GREY COURT)

Miscellaneous: HMW failed to close on WJMZ-F deal. . . WJMZ-F was kept by AmCom. . . WFBC-F changes from Oldies to CHR (March). . .  
 WLWZ-F changes to WXWX-F and format from Urban to AOR-NR (Dec). . . WBBO-F changes to WFNQ-F and format from  
 CHR to Country (Jan). . .

HARRISBURG

Arbitron Rank/Pop (12+): 73/516,900  
 MSA Rank/Pop: 86/615,000  
 DMA #43 (w/York & Lancaster)  
 Average Person Ratings: 17.8  
 Market TSL: 23.75 hours

Stations: 31/20  
 Diaries: 1462/354:1/64.9%  
 Sample Target: 1455  
 % Below Line: 14.3  
 % Not Listed: 12.1

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

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WNNK-F (CHR)	126/13.7	13.9	12.0	13.8	14.6	13.4		1552/30.0	30.8	33.7	G	WNNK-F
2. WRKZ-F (C)	84/ 9.1	9.6	8.8	8.7	7.6	9.1		945/18.3	18.1	18.0	E	WRKZ-F
3. WHP (FS)	75/ 8.2	9.0	8.2	8.4	10.0	8.5		951/18.4	17.5	21.3	D	WHP
4. WTPA-F (AOR)	73/ 7.9	6.1	8.6	8.4	7.6	7.8		905/17.5	15.2	17.6	D	WTPA-F
5. WRVV-F (AC/AOR)	68/ 7.4	7.1	8.3	9.0	8.4	8.0		899/17.4	17.8	18.8	D	WRVV-F
6. WWKL-F (O)	45/ 4.9	5.9	5.8	7.2	5.8	6.0		749/14.5	15.6	14.7	D	WWKL-F
7. WHYL (ST)	41/ 4.5	3.5	3.3	4.5	4.7	4.0		423/ 8.2	7.2	9.2	A	WHYL
8. WROZ-F (SAC)	39/ 4.2	3.1	3.3	4.5	3.1	3.8		584/11.3	9.9	10.7		WROZ-F
9. WHYL-F (C)	30/ 3.3	3.1	2.8	3.0	3.6	3.1		430/ 8.3	7.3	7.0	B	WHYL-F
10. WCTX-F (EZ/ST)	28/ 3.0	2.5	2.3	3.7	1.2	2.9		253/ 4.9	4.9	3.5	A	WCTX-F
11. WIMX-F (AC)	25/ 2.7	2.5	1.8	1.4	1.3	2.1		594/11.5	9.1	8.4	B	WIMX-F
12. WLBR (FS)	17/ 1.8	1.8	2.2	1.4	2.7	1.8		297/ 5.7	5.0	7.1	A	WLBR
WHTF-F (AOR)	17/ 1.8	1.5	1.6	1.5	1.8	1.6		391/ 7.6	7.1	7.9		WHTF-F
14.												
15.												

12+ FM SHARE (METRO): 78.36% (634 of 809) (WIN 94: 74.44%)

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

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

WIKZ-F	95.1	CHAMBERSBURG	0.4/0.7
WWMD-F	104.7	HAGERSTOWN, MD	0.4/1.3
WADV	940	LEBANON	0.3/0.9
WCMB	1460	HARRISBURG	1.0/3.8
WIOO	1000	CARLISLE	0.9/2.1
WKBO	1230	HARRISBURG	0.4/2.8
WQIC-F	100.1	LEBANON	0.7/2.3
WQLV-F	98.9	MILLERSBURG	1.0/1.9
WTCY	1400	HARRISBURG	1.5/3.5
WWII	720	SHIRESTOWN	0.4/2.0
WYGL-F	100.5	ELIZABETH	0.9/1.7

SEE LANCASTER OR YORK FOR MORE ABOUT THE FOLLOWING:

WARM-F	1.4/4.8	WLAN-F	0.9/3.5
WDAC-F	1.7/3.8	WQXA-F	1.2/5.9
WGTY-F	0.9/3.6	WYCR-F	0.9/5.2
WIOV-F	0.4/2.0		

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	( --- )	(PALMYRA)
WHYL-F,	102.3,	3 KW @ 328	, Country	CNN, \$ 24.00	( --- )	(CARLISLE)
WIMX-F,	99.3,	6 KW @ 328	, AC	WESTWD, \$ 27.00	(Mc-Guild)	Barnstable
WNNK-F,	104.1,	23 KW @ 725	, CHR	AP, \$103.00	(Mc-Guild)	Calendar
WRKZ-F,	106.7,	14 KW @ 928	, Country	ABC, \$ 78.00	(Torbet)	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.)
WWKL-F,	94.9,	25 KW @ 699	, Oldies	ABC, WESTWD, \$ 51.00	(Katz)	Barnstable

Other Ranked Stations -- See York or Lancaster

HARTFORD

Arbitron Rank/Pop (12+): 41/968,500  
 MSA Rank/Pop: 46/1,120,000  
 DMA # 25 (w/New Haven)  
 Average Person Ratings: 16.8  
 Market TSL: 22.25 hours

Stations: 27/14  
 Diaries: 2054/472:1/55.8%  
 Sample Target: 2040  
 % Below Line: 16.8  
 % Not Listed: 17.9

1994 Revenue: \$42,300,000  
 HH Inc.: \$47,346  
 Retail \$: 10.0 Bil  
 Pop per Station: 69,179  
 #1 Biller: WTIC \$7,200,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WTIC (FS)	206/12.6	12.2	12.2	10.7	13.6	11.9		2685/27.7	23.8	30.4	H	WTIC
2. WRCH-F (SAC)	146/ 9.0	8.1	8.1	8.9	8.2	8.5		1792/18.5	17.1	19.3	G	WRCH-F
3. WWYZ-F (C)	114/ 7.0	8.2	5.7	7.2	5.7	7.0		1494/15.4	17.3	14.4	E	WWYZ-F
4. WTIC-F (CHR)	107/ 6.6	7.3	6.7	6.2	6.7	6.7		2076/21.4	22.5	22.6	E	WTIC-F
5. WKSS-F (CHR)	103/ 6.3	6.3	7.4	5.8	7.5	6.5		1954/20.2	21.7	23.0	F	WKSS-F
6. WZMX-F (O-70's)	100/ 6.1	5.5	3.9	4.1	4.5	4.9		1585/16.4	14.4	14.5	E	WZMX-F
7. WDRC (ST)	90/ 5.5	3.3	4.4	4.2	4.3	4.4		926/ 2.6	7.4	7.8	B	WDRC
8. WDRC-F (O)	84/ 5.2	5.6	5.9	5.0	4.7	5.4		1387/14.3	15.2	14.6	E	WDRC-F
9. WYSR-F (AOR-NR)	75/ 4.6	2.8	2.9	2.7	2.9	3.3		1218/12.6	10.9	9.6	C	WYSR-F
10. WHCN-F (AOR)	57/ 3.5	4.9	4.5	5.0	5.3	4.5		1094/11.3	13.7	13.8	F	WHCN-F
11. WAQY-F (CL AOR)	31/ 1.9	2.9	2.7	2.7	2.1	2.6		773/ 8.0	10.9	10.3		WAQY-F
WPOP (T)	31/ 1.9	2.0	1.8	2.2	2.4	2.0		579/ 6.0	5.4	7.7	B	WPOP
13. WCCC-F (AOR)	30/ 1.8	4.3	4.5	4.9	4.6	3.9		822/ 8.5	13.5	15.6	E	WCCC-F
14.												
15.												

12+ FM SHARE (METRO): 69.88% (935 of 1338) (WIN 94: 69.13%)

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

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

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

WLAT	1230	MANCHESTER	1.2/1.8
WNEZ	910	NEW BRITAIN	0.5/3.0
WRYM	840	NEW BRITAIN	0.4/1.1
WAAF-F	107.3	WORCESTER	0.4/1.8
WFAN	660	NEW YORK	1.6/5.5
WHYN-F	93.1	SPRINGFIELD	0.3/2.2
WKCI-F	101.3	NEW HAVEN	1.0/6.9
WMAS-F	94.7	SPRINGFIELD	0.6/3.0
WMMW	1470	MERIDEN	0.7/1.1
WOR	710	NEW YORK	0.3/0.6
WPKX-F	97.9	ENFIELD, MA	1.0/3.0
WPLR-F	99.1	NEW HAVEN	1.3/5.4
WRRX-F	103.7	WESTERLY, RI	0.4/1.8
WZBG-F	97.3	LITCHFIELD	0.3/0.6



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)
WYSR-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

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

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

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HONOLULU

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

Stations: 25/25  
Diaries: 1449/505:1/58.4%  
Sample Target: 1325  
% Below Line: 0.0  
% Not Listed: 7.9

1994 Revenue: \$21,200,000  
HH Inc.: \$46,838  
Retail \$: 10.5 Bil  
Pop per Station: 29,260  
#1 Biller: KSSK-F \$3,400,000

MSA Rank/Pop: 65/885,000  
DMA # 61  
Average Person Ratings: 16.3  
Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. KSSK-F (AC)	118/ 9.9	11.7	11.4	9.6	12.9	10.7		1920/26.2	26.9	26.5	E	KSSK-F
2. KIKI-F (CHR)	114/ 9.5	10.3	7.3	7.8	8.1	8.7		1611/22.0	22.8	21.0	C	KIKI-F
3. KCCN-F (E)	107/ 9.0	8.8	8.7	9.6	6.7	9.0		1528/20.9	18.9	15.0	E	KCCN-F
4. KSSK (FS)	101/ 8.5	8.0	9.2	8.2	9.0	8.5		1169/16.0	17.4	17.1	E	KSSK
5. KUMU-AF (SAC)	97/ 8.1	7.8	8.2	8.8	8.6	8.2		1222/16.7	15.8	18.7	C	KUMU-AF
6. KRTR-F (AC)	95/ 7.9	7.0	4.9	5.4	6.4	6.3		1403/19.2	17.0	15.4	B	KRTR-F
7. KQMQ-AF (CHR)	67/ 5.7	6.1	7.1	8.2	6.6	6.8		1497/20.5	21.0	20.9	C	KQMQ-AF
8. KINE-F (E)	65/ 5.4	4.6	6.8	6.4	5.0	5.8		1061/14.5	12.1	10.9	B	KINE-F
9. KPOI-F (AOR-NR)	58/ 4.9	4.0	3.3	3.2	5.3	3.9		757/10.3	10.5	11.4	B	KPOI-F
10. KHVH (N/T)	48/ 4.0	3.3	3.3	3.2	2.5	3.5		609/ 8.3	7.1	7.4	B	KHVH
KKLV-F (CL AOR)	48/ 4.0	6.1	7.3	7.5	2.0	6.2		887/12.1	11.8	4.0	B	KKLV-F
12. KDEO-F (V)	34/ 2.8	2.2	2.0	1.8	2.6	2.2		644/ 8.8	7.1	8.5	B	KDEO-F
13. KCCN (E)	25/ 2.1	3.1	1.9	2.1	2.5	2.3		510/ 7.0	8.1	9.1	A	KCCN
14. KAIM-F (REL)	24/ 2.0	2.0	1.0	0.9	1.0	1.5		321/ 4.4	4.2	3.2	A	KAIM-F
15. KHNR (N/T)	18/ 1.5	1.9	1.4	1.4	2.5	1.6		499/ 6.8	5.6	8.6	B	KHNR
16. KZOO (E)	17/ 1.4	1.4	1.4	1.2	1.9	1.4		193/ 2.6	2.4	2.0	A	KZOO
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 74.27% (817 of 1100) (WIN 94: 71.41%)

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

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
KAIM	870	HONOLULU	0.3/1.4	
KGU	760	HONOLULU	1.1/5.2	
KIKI	990	HONOLULU	0.7/3.3	
KLHT	1040	HONOLULU	0.4/1.9	
KNDI	1270	HONOLULU	1.2/1.9	
KUCD-F	101.9	PEARL CITY	1.3/3.1	
KWAI	1080	HONOLULU	0.4/2.0	

HONOLULU

RADIO STATIONS

KCCN	,	1420,	5 KW	,	Ethnic								
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	( --- )					
KHVV	,	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)	Wheeling-Pitts.				
KZOO	,	1210,	1 KW	,	Ethnic		\$16.00	( --- )					
KAIM-F,		95.5,	100 KW @ -23	,	Religion	USA,	\$16.00	( --- )	Billy Graham				
KCCN-F,		100.3,	100 KW @ 1965	,	Ethnic		\$56.00	(Banner)					
KDEO-F,		102.7,	61 KW @ 1893	,	All Request		\$23.00	(K & P)				(WAIPAHU)	
KGMZ-F,		107.9,	100 KW @ 1965	,	Jazz (?)		\$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)	Wheeling-Pitts.				
KUMU-F,		94.7,	100 KW @ 79	,	EZ/Soft AC		\$40.00	(Banner)					

Miscellaneous: KDEO-F changed back to All-Request (Apr). . .

HOUSTON

Arbitron Rank/Pop (12+): 9/3,294,400  
 MSA Rank/Pop: 8/4,120,000  
 DMA # 10  
 Average Person Ratings: 17.3  
 Market TSL: 22.50 hours

Stations: 36/36  
 Diaries: 3521/ 936:1/44.5%  
 Sample Target: 3555  
 % Below Line: 0.0  
 % Not Listed: 13.0

1994 Revenue: \$161,200,000  
 HH Inc.: \$36,812  
 Retail \$: 34.0 Bil  
 Pop per Station: 91,511  
 #1 Biller: KILT-AF \$16,000,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. KODA-F (SAC)	373/ 6.6	6.3	5.7	5.5	5.4	6.0		5242/15.9	15.4	13.8	I	KODA-F
2. KBXX-F (CHR/U)	355/ 6.2	5.2	3.8	4.8	5.2	5.0		4825/14.6	15.0	14.9	G	KBXX-F
3. KILT-F (C)	331/ 5.8	6.2	7.0	6.2	7.2	6.3		5286/16.0	16.4	18.2	J	KILT-F
4. KKBQ-AF (C)	300/ 5.3	5.4	5.3	5.2	4.8	5.3		4871/14.8	12.7	13.7	I	KKBQ-AF
5. KIKK-F (C)	273/ 4.8	4.1	4.2	4.7	5.5	4.5		5149/15.6	13.4	15.5	H	KIKK-F
6. KMJQ-F (B)	272/ 4.8	5.3	5.1	4.4	5.3	4.9		4226/12.8	13.8	14.3	H	KMJQ-F
7. KTRH (N/T)	266/ 4.7	4.6	4.2	4.2	4.8	4.4		5040/15.3	18.5	17.1	I	KTRH
8. KRBE-F (CHR)	261/ 4.6	5.5	5.7	4.4	4.2	5.1		5431/16.5	18.3	14.6	H	KRBE-F
9. KQUE-F (ST)	260/ 4.6	3.8	4.4	5.6	4.9	4.6		2908/ 8.8	7.6	8.9	F	KQUE-F
10. KLOL-F (AOR)	251/ 4.4	4.0	4.3	3.7	3.8	4.1		4284/13.0	13.5	12.2	I	KLOL-F
11. KHM-F (AC)	249/ 4.4	3.6	4.3	4.1	4.4	4.1		4593/13.9	12.7	13.2	I	KHM-F
12. KLDE-F (O)	214/ 3.8	3.7	4.7	4.0	3.1	4.1		3991/12.1	12.2	12.3	H	KLDE-F
13. KPRC (T)	212/ 3.7	3.9	3.8	3.8	4.4	3.8		2869/ 8.7	10.4	10.8	G	KPRC
14. KRQT-F (AOR)	180/ 3.2	2.6	2.6	2.3	2.6	2.7		3567/10.8	10.0	9.3	F	KRQT-F
15. KHYS-F (J)	163/ 2.9	3.1	3.3	3.1	3.8	3.1		2692/ 8.2	7.7	9.4	E	KHYS-F
16. KKRW-F (O-70's)	160/ 2.8	3.1	3.1	3.9	2.8	3.2		3512/10.7	10.5	10.7	G	KKRW-F
17. KLTN-F (SP)	111/ 1.9	2.0	1.9	3.1	2.4	2.2		1496/ 4.5	3.9	5.1	D	KLTN-F
18. KQQK-F (SP)	100/ 1.8	1.9	1.4	1.8	1.3	1.7		1604/ 4.9	5.8	5.1	E	KQQK-F
19. KLAT (SP)	85/ 1.5	1.6	1.5	1.2	0.9	1.5		1100/ 3.3	3.7	3.0	E	KLAT
20. KXTJ-F (SP)	81/ 1.4	1.8	1.9	1.5	1.1	1.7		1282/ 3.9	4.6	4.0	D	KXTJ-F
21. KSEV (T)	57/ 1.0	1.2	1.4	1.4	1.3	1.3		1313/ 4.0	5.5	4.9	C	KSEV
22. KKHT-F (REL)	56/ 1.0	1.7	1.8	2.0	2.2	1.6		1188/ 3.6	5.7	5.7		KKHT-F
23.												
24.												
25.												

12+ FM SHARE (METRO): 81.35% (4022 of 4944) (WIN 94: 81.20%)

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 KQUE-F	1 KILT-F	1 KODA-F	1 KODA-F<	1 KBXX-F>	1 KTRH >
2 KRBE-F	2 KLOL-F<	2 KKBQ-AF<	2 KKBQ-AF	2 KHM-F	2 KODA-F	2 KTRH <	2 KPRC	2 KBXX-F	2 KMJQ-F	2 KBXX-F
3 KRQT-F	3 KRBE-F<	3 KLOL-F<	3 KHM-F	3 KKBQ-AF<	3 KTRH	3 KLOL-F	3 KQUE-F	3 KILT-F	3 KODA-F	3 KILT-F
4	4 KMJQ-F<	4 KHM-F<	4 KILT-F	4 KILT-F	4 KILT-F	4 KKBQ-AF<	4 KKBQ-AF<	4 KKBQ-AF	4 KTRH	4 KTRH
5	5 KODA-F	5 KMJQ-F<	5 KLOL-F<	5 KLDE-F<	5 KIKK-F	5 KODA-F	5 KHM-F<	5 KHM-F	5 KRBE-F	5 KODA-F
6	6 KHM-F<	6 KBXX-F	6 KLDE-F	6 KIKK-F	6 KPRC <	6 KRBE-F	6 KIKK-F	6 KRBE-F	6 KRQT-F	6 KQUE-F
7	7 KKBQ-AF	7 KILT-F	7 KMJQ-F	7 KLOL-F	7 KLDE-F	7 KIKK-F	7 KILT-F	7 KTRH	7	7 KIKK-F
8	8 KILT-F	8 KRBE-F	8 KIKK-F	8 KMJQ-F	8 KKBQ-AF	8 KBXX-F	8 KLDE-F	8 KIKK-F	8	8 KLDE-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 KRBE-F	1 KODA-F<	1 KODA-F	1 KODA-F	1 KODA-F>	1 KLOL-F	1 KLOL-F	1 KLOL-F	1 KLOL-F>	1 KLOL-F
2 KBXX-F	2 KHM-F<	2 KHM-F	2 KHM-F	2 KHM-F	2 KBXX-F	2 KBXX-F	2 KBXX-F	2 KMJQ-F<	2 KODA-F
3 KMJQ-F	3 KRBE-F	3 KKBQ-AF	3 KKBQ-AF	3 KILT-F<	3 KRBE-F	3 KMJQ-F	3 KRBE-F	3 KBXX-F	3 KLDE-F
4 KHM-F	4 KKBQ-AF	4 KRBE-F	4 KILT-F	4 KKBQ-AF>	4 KMJQ-F	4 KRBE-F<	4 KHM-F	4 KKBQ-AF	4 KMJQ-F
5 KKBQ-AF	5 KMJQ-F<	5 KMJQ-F	5 KRBE-F	5 KIKK-F	5 KKBQ-AF	5 KRQT-F	5 KKRW-F	5 KILT-F<	5 KTRH
6 KODA-F	6 KBXX-F	6 KKRW-F	6 KMJQ-F<	6 KLDE-F	6 KILT-F	6 KODA-F<	6 KMJQ-F	6 KODA-F	6 KKBQ-AF
7	7 KILT-F	7 KILT-F	7 KBXX-F	7 KRBE-F	7 KRQT-F	7 KKBQ-AF	7 KILT-F	7 KLDE-F	7 KPRC
8	8	8 KHYS-F	8	8 KHYS-F	8	8 KILT-F	8 KKBQ-AF	8	8 KIKK-F
9	9	9 KBXX-F	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

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

KCOH	1430	HOUSTON	0.8/2.6
KEYH	850	HOUSTON	0.3/1.0
KIKK	650	HOUSTON	0.6/0.8
KILT	610	HOUSTON	0.4/2.0
KLVL	1480	PASADENA	0.4/1.1
KMPQ	980	ROSENBERG	0.3/0.9
KNUZ	1230	HOUSTON	0.4/1.0
KRTS-FF	92.1	SEABROOK	0.7/3.1
KWWJ	1360	BAYTOWN	0.6/1.8
KXYZ	1320	HOUSTON	0.8/2.1
KYOK	1590	HOUSTON	0.5/1.5

RADIO STATIONS  
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AM STATIONS  
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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  
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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
KLOL, 101.1,	95 KW @ 1919,	AOR	Source, \$	190.00 (Christal)	Evergreen
KLTN, 93.3,	100 KW @ 1919,	Hispanic	, \$	54.00 (Katz Hisp.)	(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
KQOK, 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)
KRQT, 107.5,	95 KW @ 1971,	AOR-NR	, \$	165.00 (Katz)	Shamrock

Miscellaneous: KKZR-F changes to KKHT and format from AOR to Religion (Feb). . . KHYS-F changes from Black to Jazz (Mar). . .  
KRQT-F changed from Classic AOR to AOR-NR. . . KLTN-F resold by Gulfstar to Tichenor for \$3,650,000. . .

HUNTSVILLE

Arbitron Rank/Pop (12+): 108/361,100  
 MSA Rank/Pop: 147/374,000  
 DMA # 89 (w/Decatur)  
 Average Person Ratings: 15.7  
 Market TSL: 20.50 hours

Stations: 19/16  
 Diaries: 987/366:1/56.9%  
 Sample Target: 920  
 % Below Line: 8.5  
 % Not Listed: 16.0

1994 Revenue: \$11,700,000  
 HH Inc.: \$37,600  
 Retail \$: 3.5 Bil  
 Pop per Station: 22,569  
 #1 Biller: WDRM-F \$5,000,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WDRM-AF (C)	142/25.1	28.2	27.2	24.9	22.0	26.3		1537/42.6	43.4	39.6	G	WDRM-AF
2. WAHR-F (AC)	54/ 9.5	7.8	6.4	8.2	8.3	8.0		641/17.8	16.0	18.6	C	WAHR-F
3. WRSA-F (SAC)	53/ 9.4	7.6	6.6	6.4	9.2	7.5		556/15.4	15.9	17.1	B	WRSA-F
4. WZYP-F (CHR)	45/ 8.0	11.3	10.7	13.0	11.0	10.8		829/23.0	26.5	25.5	D	WZYP-F
5. WTAK-F (AOR)	43/ 7.6	4.6	5.9	4.3	5.5	5.6		586/16.2	12.1	13.2	B	WTAK-F
6. WENN-F (B)	25/ 4.4	4.8	4.5	5.2	4.4	4.7		329/ 9.1	11.0	9.9		WENN-F
7. WKDF-F (AOR)	20/ 3.5	2.7	4.3	3.6	4.1	3.5		324/ 9.0	7.7	9.3		WKDF-F
8. WEUP (B)	19/ 3.4	2.3	2.7	3.7	3.5	3.0		257/ 7.1	7.3	8.2		WEUP
9. WVNN (N/T)	16/ 2.8	4.2	4.5	3.4	4.1	3.7		271/ 7.5	9.3	10.2		WVNN
10. WHVK-F (C)	12/ 2.1	1.5	2.1	2.1	3.7	2.0		266/ 7.4	8.4	10.7		WHVK-F
WQLT-F (AC/O)	12/ 2.1	1.1	2.0	2.0	1.4	1.8		270/ 7.5	7.0	6.1		WQLT-F

12+ FM SHARE (METRO): 88.42% (420 of 475) (WIN 94: 88.21%)

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-F
2 WDRM-AF>>>2	WTAK-F	2 WAHR-F<	2 WAHR-F<	2 WAHR-F	2 WRSA-F	2 WZYP-F<	2 WAHR-F	2 WAHR-F	2 WZYP-F>>>2	WRSA-F
3	3 WZYP-F	3 WTAK-F	3 WTAK-F	3 WTAK-F	3 WAHR-F>	3 WAHR-F	3 WRSA-F>	3 WRSA-F	3	3 WTAK-F
4	4 WENN-F	4 WZYP-F	4 WZYP-F	4 WZYP-F	4	4 WRSA-F	4 WTAK-F	4 WTAK-F	4	4 WZYP-F
5	5 WKDF-F<	5	5	5	5	5 WTAK-F	5 WZYP-F	5 WZYP-F	5	5
6	6 WAHR-F	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDRM-AF	1 WDRM-AF>>>1	WDRM-AF	1 WDRM-AF>>>1	WDRM-AF>>>1	1 WKDF-F	1 WDRM-AF	1 WDRM-AF	1 WDRM-AF	1 WDRM-AF>
2 WEUP	2 WZYP-F	2 WZYP-F	2 WAHR-F>	2 WAHR-F>	2 WDRM-AF	2 WTAK-F	WTAK-F	2 WTAK-F>>	2 WTAK-F>
WZYP-F	3 WAHR-F	3 WAHR-F	3 WZYP-F>	3 WZYP-F>	3 WZYP-F	3 WKDF-F>	3 WKDF-F	3 WKDF-F	3 WAHR-F>
WENN-F	4 WENN-F	4 WTAK-F	4 WENN-F	4 WRSA-F	4 WTAK-F	4 WZYP-F	4 WENN-F	4 WZYP-F	4 WZYP-F
5	5 WTAK-F	5 WENN-F	WTAK-F	WTAK-F	5	WENN-F	5	WAHR-F	5 WKDF-F
									WRSA-F

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

WBXR	1140	HAZEL GREEN	1.4/1.1
WEUP-F	92.1	MINOR HILL	3.4/7.1
WLOR	1550	HUNTSVILLE	0.7/1.7
WMHX-F	92.5	TRINITY	0.7/3.1
WNDA-F	95.1	HUNTSVILLE	0.9/5.3
WTKI	1450	HUNTSVILLE	0.9/2.7
WQSB-F	105.1	ALBERTVILLE	0.5/1.9

HUNTSVILLE  
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RADIO STATIONS  
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WBHP, 1230, 1 KW	, Country/FS	, \$ NA (Katz)	
WEUP, 1600, 5 KW/500 W (DA-N), Black		AURN, \$ 16.00 ( --- )	
WJOR, 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)	
WMHX-F, 92.5, 3 KW @ 423, AOR		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, AOR		, \$ 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: WAZK-F changed to WMHX-F (March). . .

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

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

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

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

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INDIANAPOLIS

Arbitron Rank/Pop (12+): 36/1,092,400  
 MSA Rank/Pop: 36/1,480,000  
 DMA # 26  
 Average Person Ratings: 15.8  
 Market TSL: 20.75 hours

Stations: 26/25  
 Diaries: 2494/438:1/53.7%  
 Sample Target: 2475  
 % Below Line: 0.6  
 % Not Listed: 10.1

1994 Revenue: \$55,900,000  
 HH Inc.: \$37,814  
 Retail \$: 14.4 Bil  
 Pop per Station: 43,696  
 #1 Biller: WFBQ-F \$12,500,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WFBQ-F (AOR/T)	207/12.0	11.8	13.7	12.4	12.3	12.5		2795/25.6	26.5	27.1	I	WFBQ-F
2. WFMS-F (C)	199/11.6	12.0	13.7	14.0	14.4	12.8		2465/22.6	22.9	24.3	I	WFMS-F
3. WIBC (T/FS)	147/ 8.5	8.7	8.2	8.9	9.9	8.6		2061/18.9	19.7	21.7	G	WIBC
4. WTPI-F (SAC)	122/ 7.1	4.6	5.7	5.4	7.1	5.7		1489/13.6	11.5	14.7	F	WTPI-F
5. WENS-F (AC)	92/ 5.3	6.1	6.3	7.8	7.9	6.4		1601/14.7	16.1	20.3	G	WENS-F
WNAP-F (O-70's)	92/ 5.3	8.0	5.4	5.6	4.4	6.1		1748/16.0	19.8	14.2	E	WNAP-F
WTLC-F (B)	92/ 5.3	7.0	5.2	6.1	5.5	5.9		1214/11.1	12.3	11.3	E	WTLC-F
8. WGRL-F (C)	87/ 5.1	3.8	3.9	3.0	3.8	4.0		1192/10.9	9.3	9.7	C	WGRL-F
9. WHHH-F (CHR/U)	75/ 4.4	4.7	4.0	3.4	4.0	4.1		1369/12.5	12.4	11.6	C	WHHH-F
10. WZPL-F (CHR)	74/ 4.3	5.1	6.0	6.0	6.4	5.4		1771/16.2	16.2	20.0	D	WZPL-F
11. WRZX-F (AOR)	70/ 4.1	4.0	5.1	4.5	4.1	4.4		1360/12.4	12.1	10.6	D	WRZX-F
12. WMYS (ST)	57/ 3.3	2.4	0.9	0.6	0.8	1.8		686/ 6.3	4.2	2.4	A	WMYS
13. WTTS-F (AOR-P)	36/ 2.1	1.6	1.4	2.2	1.8	1.8		634/ 5.8	5.4	6.5	B	WTTS-F
14. WGR-F (O)	30/ 1.7	1.6	0.7	0.3	---	1.1		506/ 4.6	4.5	---	A	WGR-F
WNDE (T)	30/ 1.7	2.1	1.5	1.8	1.6	1.8		863/ 7.9	8.1	7.2	B	WNDE
16. WXTZ-F (SAC)	23/ 1.3	2.3	1.4	1.8	1.6	1.7		431/ 3.9	4.0	3.0	A	WXTZ-F
17. WTLC (G/B)	21/ 1.2	1.2	2.0	1.7	1.9	1.5		329/ 3.0	3.3	3.8		WTLC
18.												
19.												
20.												

12+ FM SHARE (METRO): 82.10% (1271 of 1548) (WIN 94: 83.81%)

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

OTHER RATED STATIONS	METRO CUME	TSA	TSA
	SHARE/RTG/AQH/CUME		
WBRI	1500	INDIANAPOLIS	0.3/1.4
WCBK-F	102.3	MARTINSVILLE	0.5/1.3
WIRE-F	100.9	LEBANON	0.6/1.0
WNTS	1590	BEECH GROVE	0.8/1.1
WQFE-F	101.9	BROWNSBURG	0.6/3.2
WSYW-F	107.1	DANVILLE	0.8/2.7
WXIR-F	98.3	PLAINFIELD	0.9/2.9
WXLW	950	INDIANAPOLIS	0.2/1.4
WKKG-F	101.5	COLUMBUS	0.6/2.0



INDIANAPOLIS

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
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)

JACKSON

Arbitron Rank/Pop (12+): 116/336,900  
 MSA Rank/Pop: 120/416,000  
 DMA # 84  
 Average Person Ratings: 16.7  
 Market TSL: 22.00 hours

Stations: 22/22  
 Diaries: 1013/333:1/53.0%  
 Sample Target: 920  
 % Below Line: 0.0  
 % Not Listed: 21.7

1994 Revenue: \$13,200,000  
 HH Inc.: \$32,850  
 Retail \$: 3.6 Bil  
 Pop per Station: 15,314  
 #1 Biller: WMSI-F \$4,000,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WJMI-F (B)	77/13.7	14.3	12.3	10.8	10.1	12.7		863/25.6	25.6	21.4	C	WJMI-F
2. WMSI-F (C)	68/12.1	16.2	18.9	16.4	16.8	15.9		843/25.0	30.6	31.1	F	WMSI-F
3. WKXI-F (B)	33/ 5.9	5.7	6.1	5.1	8.1	5.7		547/16.2	16.2	21.0	C	WKXI-F
WSTZ-F (AOR)	33/ 5.9	6.2	8.1	8.5	8.3	7.2		457/13.6	13.3	15.3	C	WSTZ-F
5. WJDX-F (AC/CHR)	31/ 5.5	6.2	8.1	11.5	11.2	7.8		543/16.1	19.0	20.9	C	WJDX-F
6. WTYX-F (O)	29/ 5.2	4.8	3.2	3.4	2.6	4.2		454/13.5	15.3	10.9	C	WTYX-F
7. WJNT (T)	23/ 4.1	2.7	2.9	3.9	2.0	3.4		314/ 9.3	6.1	6.1	A	WJNT
WLIN-F (SAC)	23/ 4.1	1.7	1.6	2.3	3.1	3.4		328/ 9.7	7.7	8.9	A	WLIN-F
9. WIIN-F (B)	20/ 3.6	4.8	5.6	3.9	0.7	4.5		477/14.2	15.0	6.7	B	WIIN-F
10. WOAD (G/B)	18/ 3.2	4.5	4.9	3.2	7.9	4.0		300/ 8.9	9.4	14.4	A	WOAD
11. WKTF-F (C)	16/ 2.9	2.7	3.2	3.7	3.1	3.1		378/11.2	11.9	9.7	B	WKTF-F
12. WZRX (B/O)	15/ 2.7	2.1	1.1	---	0.7	---		166/ 4.9	2.9	2.4	A	WZRX
13.												
14.												
15.												

12+ FM SHARE (METRO): 82.00% (360 of 439) (WIN 94: 82.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMI-F>>>1	WJMI-F>>>1	WJMI-F	1 WMSI-F	1 WMSI-F>	1 WMSI-F>>	1 WMSI-F>	1 WMSI-F>	1 WJMI-F	1 WJMI-F>>>1	WMSI-F
2	2 WSTZ-F	2 WMSI-F	2 WTYX-F	2 WJMI-F	2 WLIN-F	2 WJMI-F>	2 WJMI-F	2 WMSI-F>	2 WMSI-F<	2 WKXI-F
3	3 WTYX-F	3 WSTZ-F<	3 WSTZ-F<	WTYX-F	WJNT-F	3 WJDX-F	3 WJNT	3 WSTZ-F	3 WKXI-F	WJMI-F
4	4 WMSI-F	4 WTYX-F	4 WJMI-F	4 WSTZ-F	4 WKXI-F	4 WKXI-F<	4 WTYX-F<	4 WJDX-F<	4 WIIN-F	WOAD
5	5 WKXI-F	5 WKXI-F	5 WKXI-F	5 WKXI-F	5	5 WTYX-F<	5 WSTZ-F	5 WKXI-F<	5 WSTZ-F	5
6	6 WIIN-F	6	6 WJDX-F	6 WJDX-F	6	6 WSTZ-F	6	6 WTYX-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 WJMI-F	1 WJMI-F>>>1	WJMI-F	1 WMSI-F<	1 WMSI-F>	1 WJMI-F	1 WJMI-F>	1 WSTZ-F	1 WJMI-F>	1 WSTZ-F<
2 WKXI-F	2 WJDX-F	2 WTYX-F	2 WJMI-F	2 WJDX-F	2 WMSI-F	2 WSTZ-F	2 WTYX-F	2 WSTZ-F	2 WJMI-F
3 WIIN-F	WMSI-F	3 WJDX-F	3 WJDX-F	3 WTYX-F	3 WSTZ-F	3 WTYX-F>	3 WJMI-F	3 WMSI-F	WMSI-F
4 WMSI-F	4 WSTZ-F	WMSI-F	4 WKXI-F	4 WKXI-F	WIIN-F	4 WMSI-F	4 WKXI-F	4 WTYX-F	4 WTYX-F
WJDX-F	WTYX-F	WSTZ-F	5 WTYX-F	5 WJMI-F	5	5 WKXI-F	5 WMSI-F	5 WJNT	5 WJNT
6	WKXI-F	6	6	6	6	6	WJNT	WKXI-F	6 WKXI-F

METRO CUME TSA TSA  
 SHARE/RTG/AQH/CUME

OTHER RATED STATIONS	RTG	SHARE	TSA	TSA
WHJT-F	93.5	CLINTON	1.4/5.8	
WJXN-FF	92.9	UTICA	1.1/3.2	
WKXI	1300	JACKSON	1.1/4.7	
WMGO	1370	CANTON	1.2/3.2	
WONG	1150	CANTON	0.4/1.3	
WRJH-F	97.7	BRANDON	1.1/2.6	
WSLI	930	JACKSON	0.9/4.3	
WVIV-F	93.9	PEARL	1.8/3.7	
WWDF	720	RICHLAND	0.5/1.3	

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 @ 1801	, Country	ABC, \$79.00	(Mc-Guild)	SFX
WSTZ-F,		106.7,	100 KW @ 1063	, AOR	, \$34.00	(D & R)	Lewis (VICKSBURG)
WTYX-F,		94.7,	100 KW @ 1115	, Oldies	ABC, \$31.00	(Banner)	Holt

JACKSONVILLE

Arbitron Rank/Pop (12+): 50/823,600

Stations: 22/20

1994 Revenue: \$31,100,000

MSA Rank/Pop: 58/980,000

Diaries: 1835/449:1/52.9%

HH Inc.: \$32,495

DMA # 55

Sample Target: 1800

Retail \$: 10.0 Bil

Average Person Ratings: 16.1

% Below Line: 1.1

Pop per Station: 41,180

Market TSL: 20.50 hours

% Not Listed: 17.0

#1 Biller: WQIK-AF \$5,500,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WFYV-F (AOR)	148/11.1	10.3	8.4	8.1	8.1	9.5		1667/20.2	19.5	16.2	F	WFYV-F
2. WQIK-F (C)	140/10.5	9.7	11.3	12.5	12.4	11.0		1597/19.4	20.8	22.7	G	WQIK-F
3. WEJZ-F (SAC)	108/ 8.1	8.1	8.6	7.9	7.7	8.2		1359/16.5	19.5	17.9	E	WEJZ-F
4. WAPE-F (CHR)	105/ 7.9	7.1	6.8	7.9	7.2	7.4		1660/20.2	19.8	22.6	E	WAPE-F
5. WROO-F (C)	91/ 6.8	6.4	6.6	8.1	7.7	7.0		1320/16.0	15.0	17.2	E	WROO-F
6. WHJX-F (B)	76/ 5.7	3.8	4.9	4.2	7.1	4.7		1162/14.1	12.8	14.5	C	WHJX-F
WKQL-F (O)	76/ 5.7	6.6	5.4	5.0	4.8	5.7		1181/14.3	15.0	12.0	D	WKQL-F
8. WJBT-F (B)	69/ 5.2	7.5	6.7	4.5	2.1	6.0		1011/12.3	11.6	7.4	B	WJBT-F
9. WIVY-F (AC)	61/ 4.6	4.5	4.7	4.4	4.9	4.6		966/11.7	12.7	14.3	D	WIVY-F
10. WOKV (N/T)	45/ 3.4	3.9	4.3	4.4	5.5	4.0		775/ 9.4	10.8	12.4	C	WOKV
11. WFSJ-F (O-70's)	33/ 2.5	1.2	2.0	1.1	1.3	1.7		499/ 6.1	5.1	4.1		WFSJ-F
12. WZAZ (B)	24/ 1.8	1.3	2.2	1.4	1.1	1.7		268/ 3.3	3.8	3.4	A	WZAZ
13. WCGL (G)	23/ 1.7	1.5	0.7	1.3	1.2	1.3		300/ 3.6	3.0	3.5	A	WCGL
14. WPDQ (T)	18/ 1.4	1.2	1.3	0.6	---	1.1		339/ 4.1	3.7	---	A	WPDQ
WAIA-F (CL AOR)	18/ 1.4	2.6	2.8	2.5	3.6	2.3		593/ 7.2	8.3	11.9	C	WAIA-F
WSVE (G)	18/ 1.4	1.9	1.8	2.9	2.6	2.0		329/ 4.0	3.9	4.0	A	WSVE
17. WNZS (SPRTS)	15/ 1.1	1.9	1.2	0.8	1.3	1.3		252/ 3.1	5.0	3.6	B	WNZS
18.												
19.												
20.												

12+ FM SHARE (METRO): 85.14% (940 of 1104) (WIN 94: 83.86%)

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 WQIK-F	1 WFYV-F<	1 WFYV-F<	1 WHJX-F	1 WQIK-F
2 WJBT-F	2 WAPE-F	2 WQIK-F<	2 WQIK-F<	2 WEJZ-F	2 WEJZ-F	WFYV-F	2 WQIK-F	2 WQIK-F	2 WJBT-F<	2 WJBT-F
3 WAPE-F	3 WROO-F	3 WAPE-F	3 WAPE-F	3 WQIK-F	3 WQIK-F	3 WAPE-F<	3 WEJZ-F>	3 WEJZ-F	3 WFYV-F<	3 WFYV-F
4 WFYV-F	4 WQIK-F	4 WROO-F<	4 WROO-F<	4 WROO-F	4	4 WROO-F<	4 WOKV <	4 WAPE-F	4 WAPE-F<	4 WROO-F
5 WQIK-F	5 WJBT-F	5 WEJZ-F	5 WAPE-F	5 WAPE-F	5	5 WEJZ-F	5 WROO-F<	5 WROO-F	5 WQIK-F	5 WEJZ-F
6	6 WHJX-F	6 WIVY-F	6 WIVY-F<	6 WKQL-F	6	6 WKQL-F	6 WKQL-F<	6 WHJX-F	6	6 WOKV
7	7	7	7 WKQL-F	7 WIVY-F	7	7	7 WAPE-F	7	7	7
8	8	8	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAPE-F	1 WAPE-F>	1 WAPE-F	1 WAPE-F	1 WEJZ-F	1 WFYV-F	1 WFYV-F>>>	1 WFYV-F>	1 WFYV-F>>	1 WFYV-F>>
2 WFYV-F	2 WFYV-F<	2 WFYV-F	2 WEJZ-F<	2 WQIK-F<	2 WQIK-F	2 WROO-F<	2 WROO-F	2 WQIK-F	2 WQIK-F
3 WHJX-F	3 WROO-F	3 WROO-F	3 WQIK-F<	3 WAPE-F	3 WAPE-F	3 WAPE-F<	3 WAPE-F	3 WROO-F	3 WEJZ-F
4 WJBT-F	4 WQIK-F<	4 WQIK-F	4 WROO-F	4 WROO-F	4 WHJX-F	4 WQIK-F	4 WQIK-F	4 WAPE-F	4 WROO-F
WROO-F	5 WJBT-F	5 WEJZ-F	5 WIVY-F	5 WIVY-F	5 WJBT-F	5 WHJX-F<	5 WHJX-F	5 WEJZ-F	5 WKQL-F
6	6 WHJX-F<	6	6 WFYV-F	6 WKQL-F	6	6 WJBT-F	6 WIVY-F	6 WHJX-F	6 WIVY-F<
7	7 WIVY-F	7	7 WJBT-F	7	7	7	7	7	7 WAPE-F
8	8 WEJZ-F	8	8	8	8	8	8	8	8

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	CUME	TSA	TSA
WFOY	1240	ST. AUGUSTINE	0.4/2.6	
WJGR	1320	JACKSONVILLE	0.8/2.5	
WZNZ	1460	JACKSONVILLE	0.4/2.6	
WFKS-F	99.9	PALATKA	0.7/3.5	
WJHM-F	101.9	DAYTONA BEACH	0.4/1.5	

JACKSONVILLE

RADIO 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)	
WAIA-F,	93.3,	50 KW @ 462	,	Classic AOR	, \$ 26.00	(Banner)	Paxson (CALLAHAN)
WAPE-F,	95.1,	100 KW @ 459	,	CHR	, \$ 77.00	(Christal)	OmniAmerica
WEJZ-F,	96.1,	100 KW @ 830	,	Soft AC	, \$ 84.00	(K & P)	Renda
WFYV-F,	104.5,	100 KW @ 1014	,	AOR	, \$ 81.00	(Christal)	OmniAmerica
WHJX-F,	101.5,	100 KW @ 1463	,	Black	ABC, \$ 43.00	(Christal)	(BRUNSWICK, GA)
WIVY-F,	102.9,	98 KW @ 1014	,	AC	, \$ 58.00	(MMR)	Prism
WJBT-F,	92.7,	6 KW @ 298	,	Black	CBS, \$ 23.00	(Roslin)	(GREEN COVE)
WKQL-F,	96.9,	100 KW @ 1014	,	Oldies	AP, \$ 55.00	(Mc-Guild)	Prism
WQIK-F,	99.1,	100 KW @ 1014	,	Country	ABC, \$113.00	(Eastman)	Jacor
WROO-F,	107.3,	100 KW @ 705	,	Country	, \$ 60.00	(Banner)	Paxson

Miscellaneous: WSTF-F changed to WFSJ-F and format to Oldies-70's (Feb). . . WVOJ sold by Timm for \$275,000. . .

KANSAS CITY

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

Stations: 26/25  
Diaries: 2520/536:1/56.1%  
Sample Target: 2340  
% Below Line: 0.5  
% Not Listed: 7.7

1994 Revenue: \$48,400,000  
HH Inc.: \$38,782  
Retail \$: 16.8 Bil  
Pop per Station: 54,046  
#1 Biller: KFKF-F \$7,200,000

MSA Rank/Pop: 28/1,680,000  
DMA # 31  
Average Person Ratings: 16.2  
Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WDAF (FS/C)	214/ 9.8	9.2	10.0	9.8	10.7	9.7		2253/16.7	16.3	20.4	F	WDAF
2. KPRS-F (B)	196/ 8.9	8.0	7.3	7.1	8.8	7.8		1737/12.9	12.3	12.1	D	KPRS-F
3. KFKF-F (C)	164/ 7.5	7.4	8.7	8.3	8.4	8.0		2322/17.2	18.3	20.9	H	KFKF-F
4. KCFX-F (CL AOR)	143/ 6.5	6.6	4.6	4.5	5.3	5.6		2483/18.4	23.2	18.0	G	KCFX-F
5. KBEQ-F (C)	130/ 5.9	5.7	6.6	6.2	5.1	6.1		2086/15.4	16.9	15.7	D	KBEQ-F
6. KLTH-F (SAC)	119/ 5.4	5.2	5.1	5.9	6.7	5.4		1953/14.5	14.0	16.4	D	KLTH-F
7. KMBZ (N/T)	114/ 5.2	5.8	4.4	4.5	5.3	5.0		2045/15.1	15.6	14.7	E	KMBZ
8. KUDL-F (AC)	113/ 5.2	4.2	5.7	4.5	4.9	4.9		1939/14.3	12.1	15.2	E	KUDL-F
9. KCMO-F (O)	107/ 4.9	4.3	5.5	5.1	4.2	5.0		2001/14.8	14.4	12.9	D	KCMO-F
10. KYYS-F (AOR)	99/ 4.5	5.2	4.3	4.3	5.2	4.6		1705/12.6	14.6	13.1	F	KYYS-F
11. KMXV-F (CHR)	88/ 4.0	4.0	3.9	4.7	3.2	4.2		1859/13.8	12.4	9.9	E	KMXV-F
12. KQRC-F (AOR)	85/ 3.9	5.9	5.7	3.8	4.7	4.8		1629/12.1	13.6	12.8	D	KQRC-F
13. KCMO (T/N)	79/ 3.6	2.8	3.1	3.7	3.5	3.3		1275/ 9.4	7.7	10.7	D	KCMO
14. KXTR-F (CL)	77/ 3.5	3.4	2.8	3.3	3.2	3.3		1131/ 8.4	10.3	8.2	B	KXTR-F
15. KFEZ (ST)	63/ 2.9	1.8	2.2	2.2	1.0	2.3		653/ 4.8	4.3	3.7	B	KFEZ
16. KISF-F (CHR)	57/ 2.6	2.2	3.5	3.6	3.4	3.0		1553/11.5	9.9	12.0	C	KISF-F
17. KPRT (G)	30/ 1.4	1.9	1.5	2.1	1.8	1.7		385/ 2.8	3.6	3.6		KPRT
18. KK CJ-F (J)	29/ 1.3	2.5	1.2	1.7	1.8	1.7		793/ 5.9	7.9	7.3	B	KK CJ-F
19.												
20.												

12+ FM SHARE (METRO): 71.41% (1444 of 2022) (WIN 94: 71.24%)

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

OTHER RATED STATIONS  
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		METRO CUME	TSA TSA
		SHARE/RTG/AQH/CUME	
KBEQ	1030	BLUE SPRINGS, MO	1.0/2.0
KCCV	760	OVERLAND PARK, MS	0.5/1.5
KCCV-F	92.3	OLATHE, KS	0.8/2.8
KCTE	1510	INDEPENDENCE, MO	0.3/1.2
KNHN	1340	KANSAS CITY	1.1/3.7
WHB A/F	710	KANSAS CITY	1.0/3.4
KLZR-F	105.9	LAWRENCE, KS	0.5/2.1

KANSAS CITY

RADIO STATIONS

AM STATIONS

KCCV, 760, 6 KW (DAYS)	, Religion		\$ 17.00	( --- )	Bott
KCMO, 810, 50 KW/5 KW (DA-2)	, Talk/News	CBS, WESTWD,	\$ 47.00	(Mc-Guild)	Bonneville
KFEZ, 1190, 5 KW/250 W (DA-N)	, Standards	AP,	\$ 18.00	(Direct)	
KCTE, 1510, 10 KW (DAYS)	, Sports		\$ 16.00	(Torbet)	(INDEPENDENCE)
KMBZ, 980, 5 KW (DA-2)	, News/Talk	ABC,	\$ 70.00	(D&R)	Bonneville
KNHN, 1340, 1 KW	, News	WESTWD, CNN,	\$ 21.00	( --- )	
KPRT, 1590, 1 KW/47 W	, Gospel	WESTWD,	\$ 20.00	(Eastman)	
WDAF, 610, 5 KW	, Country/FS	ABC,	\$ 90.00	(Katz)	Great American
WHB, 710, 10 KW/5 KW (DA-2)	, Farm	WESTWD, AP,	\$ NA	(Mc-Guild)	

FM STATIONS

KBEQ, 104.3, 99 KW @ 987	, Country	ABC,	\$ 45.00	(Torbet)	EZ
KCFX, 101.1, 97 KW @ 1056	, Classic AOR	WESTWD,	\$ 77.00	(Christal)	Heritage
KCMO, 94.9, 100 KW @ 1056	, Oldies		\$ 49.00	(Mc-Guild)	Bonneville
KKFF, 94.1, 100 KW @ 994	, Country		\$154.00	(D&R)	Sconnix
KISF, 107.3, 100 KW @ 1184	, CHR		\$ 35.00	(Torbet)	(LEXINGTON)
KKCJ, 106.5, 100 KW @ 981	, Jazz	ABC, SMN,	\$ 35.00	(D&R)	(LIBERTY)
KLTH, 99.7, 100 KW @ 987	, Soft AC	WESTWD,	\$ 55.00	(Mc-Guild)	Bonneville
KMXV, 93.3, 100 KW @ 1066	, CHR		\$ 54.00	(MMR)	Apollo
KPRS, 103.3, 100 KW @ 994	, Black	ABC, AURN,	\$ 48.00	(Eastman)	
KQRC, 98.9, 100 KW @ 1056	, AOR		\$ 53.00	(Christal)	Journal Co (LEAVENWORTH)
KUDL, 98.1, 100 KW @ 508	, AC	AP,	\$ 51.00	(MMR)	Apollo
KXTR, 96.5, 99 KW @ 984	, Classical	WESTWD,	\$ 42.00	(CMBS)	
KYYS, 102.1, 100 KW @ 1000	, AOR	Source,	\$100.00	(Katz)	Great American

Miscellaneous: KKCJ-F (Liberty) sold to Heritage (D) for \$5,000,000. . . KKCJ-F changes from Country to Jazz (Mar). . .

KNOXVILLE

Arbitron Rank/Pop (12+): 70/531,200  
 MSA Rank/Pop: 85/624,000  
 DMA # 65  
 Average Person Ratings: 15.3  
 Market TSL: 20.25 hours

Stations: 20/20  
 Diaries: 1467/362:1/58.1%  
 Sample Target: 1485  
 % Below Line: 0.0  
 % Not Listed: 11.8

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	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WIVK-F (C)	219/27.0	28.3	24.8	30.9	21.9	27.8		2409/45.4	47.2	40.1	G	WIVK-F
2. WIMZ-F (AOR)	68/ 8.4	9.0	8.6	8.6	9.1	8.7		996/18.8	20.8	20.7	D	WIMZ-F
WJXB-AF (SAC)	68/ 8.4	10.3	10.8	7.5	9.8	9.3		951/17.9	22.7	22.8	D	WJXB-AF
4. WOKI-F (C)	65/ 8.0	7.6	9.1	8.2	8.9	8.2		911/17.1	19.7	18.3	C	WOKI-F
5. WMYU-F (AC)	52/ 6.4	4.9	7.6	8.4	7.3	6.8		846/15.9	14.2	21.4	D	WMYU-F
6. WIVK (N/T)	47/ 5.8	5.0	5.8	5.1	5.7	5.4		733/13.8	11.8	12.4	C	WIVK
7. WQBB-AF (ST)	42/ 5.2	5.6	5.3	3.3	5.5	4.9		535/10.1	10.5	9.7	B	WQBB-AF
8. WWST-F (CHR)	36/ 4.4	4.6	3.5	4.8	5.1	4.3		688/13.0	13.6	13.5	A	WWST-F
9. WNFZ-F (CHR)	19/ 2.3	1.6	1.8	1.4	1.2	1.8		433/ 8.2	7.9	2.3	A	WNFZ-F
10. WJBZ-F (REL)	17/ 2.1	2.3	1.7	2.9	2.3	2.3		261/ 4.9	6.4	6.8	A	WJBZ-F
11. WNOX-F (?)	14/ 1.7	0.5	1.5	1.7	0.8	1.4		188/ 3.5	2.7	3.1		WNOX-F
12. WRJZ (REL)	13/ 1.6	1.3	0.6	0.8	1.3	1.1		200/ 3.8	4.9	3.9		WRJZ
13.												
14.												
15.												

12+ FM SHARE (METRO): 86.99% (622 of 715) (WIN 94: 86.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
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>>	1 WIVK-F>>>
2 WOKI-F<	2 WIMZ-F>	2 WIMZ-F	2 WIMZ-F	2 WIMZ-F	2 WJXB-AF<	2 WIMZ-F	2 WJXB-AF	2 WJXB-AF<	2 WOKI-F	2 WIMZ-F
3 WWST-F	3 WJXB-AF	3 WJXB-AF	3 WMYU-F	3 WMYU-F	3 WQBB-AF<	3 WJXB-AF	3 WIVK	3 WIMZ-F	3 WIMZ-F	3 WWST-F
4	4 WOKI-F	4 WMYU-F	4 WJXB-AF	4 WJXB-AF	4 WIVK	4 WOKI-F	4 WIMZ-F	4 WOKI-F	4 WJXB-AF<	4 WJXB-F
5	5 WWST-F	5 WOKI-F	5 WOKI-F	5 WOKI-F	5 WMYU-F	5 WMYU-F	5 WOKI-F	5 WMYU-F	5 WWST-F	5
6	6 WMYU-F	6	6	6	6 WOKI-F	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJXB-AF	1 WIVK-F>	1 WIVK-F	1 WIVK-F>	1 WIVK-F>>	1 WIVK-F	1 WIVK-F	1 WIVK-F	1 WIVK-F>	1 WIVK-F>>
2 WIVK-F	2 WJXB-AF	2 WJXB-AF	2 WJXB-AF>	2 WJXB-AF	2 WIMZ-F	2 WIMZ-F>>	2 WIMZ-F	2 WIMZ-F>	2 WIMZ-F
3 WIMZ-F	3 WIMZ-F	3 WIMZ-F	3 WIMZ-F<	3 WMYU-F	3 WOKI-F	3 WOKI-F	3 WMYU-F	3 WOKI-F<	3 WMYU-F
4 WWST-F	4 WWST-F	4 WMYU-F	4 WMYU-F<	4 WIMZ-F	4 WWST-F	4 WMYU-F	4 WOKI-F	4 WMYU-F	4 WIVK
5 WOKI-F	5 WMYU-F	5 WWST-F	5 WOKI-F	5 WOKI-F	5	5 WWST-F	5 WIVK	5 WIVK	5 WOKI-F
6	6 WOKI-F	6	6 WWST-F	6	6	6	6	6	6

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WDLY-F	105.5	GATLINBURG	1.6/2.9	
WGAP	1400	MARYVILLE	0.4/1.5	
WGAP-F	95.7	MARYVILLE	1.0/3.8	
WKGN	1340	KNOXVILLE	1.4/2.9	
WUTK	850	KNOXVILLE	1.5/3.4	
WXST-F	105.3	LOUDON	1.0/3.6	



KNOXVILLE  
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RADIO STATIONS  
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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)

LANSING

Arbitron Rank/Pop (12+): 107/363,900  
 MSA Rank/Pop: 108/443,000  
 DMA # 107  
 Average Person Ratings: 16.3  
 Market TSL: 21.50 hours

Stations: 20/16  
 Diaries: 1047/348:1/58.4%  
 Sample Target: 990  
 % Below Line: 5.1  
 % Not Listed: 20.8

1994 Revenue: \$14,000,000  
 HH Inc.: \$37,905  
 Retail \$: 4.2 Bil  
 Pop per Station: 22,744  
 #1 Biller: WITL-AF \$3,700,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WITL-F (C)	82/13.9	16.4	17.7	15.3	15.5	15.8		912/25.1	30.6	29.3	E	WITL-F
2. WJXQ-F (AOR)	61/10.3	9.1	8.9	8.6	9.6	9.2		753/20.7	19.5	20.0	D	WJXQ-F
3. WFMK-F (AC)	52/ 8.8	6.4	8.1	8.6	6.4	8.0		711/19.5	17.4	18.0	D	WFMK-F
4. WVIC-F (CHR)	34/ 5.7	6.3	6.2	9.1	7.1	6.8		753/20.7	22.6	22.9	C	WVIC-F
5. WJIM-F (SAC)	32/ 5.4	5.9	3.6	5.0	6.2	5.0		579/15.9	15.4	14.0	C	WJIM-F
6. WWDX-F (AOR-NR)	31/ 5.2	4.0	3.4	4.3	3.3	4.2		600/16.5	13.0	10.7	A	WWDX-F
7. WIBM-F (O)	30/ 5.1	5.9	7.2	4.0	5.5	5.6		579/15.9	15.8	18.0	C	WIBM-F
8. WJIM (T)	23/ 3.9	3.8	4.1	3.0	4.5	3.7		341/ 9.4	10.7	10.9	B	WJIM
9. WQHH-F (B)	23/ 3.9	5.7	5.0	5.0	5.5	4.9		317/ 8.7	10.2	12.4	A	WQHH-F
10. WILS-F (C)	22/ 3.7	2.1	3.3	4.5	4.6	3.4		455/12.5	8.8	11.6	B	WILS-F
11. WMMQ-F (CL AOR)	22/ 3.7	3.5	4.5	4.1	2.6	4.0		435/12.0	12.0	10.9	A	WMMQ-F
12. WJR (FS)	20/ 3.4	4.7	4.0	3.3	5.0	3.9		365/10.0	10.7	11.1	A	WJR
13. WILS (ST)	15/ 2.5	2.6	1.7	2.0	1.5	2.2		180/ 4.9	4.3	3.2	A	WILS
14.												
15.												

12+ FM SHARE (METRO): 85.07% (399 of 469) (WIN 94: 84.65%)

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

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

WITL	1010	LANSING	0.3/1.8
WLCM	1390	CHARLOTTE	0.8/1.3
WVFN	730	EAST LANSING	0.3/3.4
WXLA	1180	DIMONDALE	0.5/1.0
WBCT-F	93.7	GRAND RAPIDS	0.7/3.6
WKFR-F	103.7	BATTLE CREEK	0.3/1.3
WODJ-F	107.3	GREENVILLE	0.7/2.6

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)
WILS-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)	Goodrich (CHARLOTTE)
WQHH-F,	96.5,	3 KW @	328	,	Black	,	\$18.00	(Mich.)	(DEWITT)
WVIC-F,	94.9,	49 KW @	500	,	Country	WESTWD,	\$44.00	(Katz)	Goodrich
WWDX-F,	92.1,	4 KW @	400	,	New Rock	,	\$19.00	( --- )	(ST. JOHNS)

WJR - See Detroit

Miscellaneous: WVIC-F changes from CHR to Country (Mar). . WILS-F changes from Country to CHR (March). . .

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

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

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

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

LAS VEGAS

Arbitron Rank/Pop (12+): 55/776,400  
 MSA Rank/Pop: 52/933,000  
 DMA # 74  
 Average Person Ratings: 16.3  
 Market TSL: 21.75 hours

Stations: 23/23  
 Diaries: 1943/400:1/54.6%  
 Sample Target: 1740  
 % Below Line: 0.0  
 % Not Listed: 12.1

1994 Revenue: \$32,000,000  
 HH Inc.: \$34,067  
 Retail \$: 8.2 Bil  
 Pop per Station: 33,756  
 #1 Biller: KWNR-F \$3,600,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. KWNR-F (C)	114/ 9.0	7.8	6.7	6.1	9.3	7.4		1298/16.7	16.4	16.0	E	KWNR-F
2. KJUL-F (ST)	110/ 8.7	9.2	7.4	8.8	8.3	8.5		1036/13.3	15.0	11.8	C	KJUL-F
3. KLUC-F (CHR)	93/ 7.3	8.7	9.1	8.7	7.8	8.5		1610/20.7	19.8	20.9	E	KLUC-F
KSNE-F (SAC)	93/ 7.3	7.8	7.6	5.6	5.6	7.1		1315/16.9	16.9	14.4	D	KSNE-F
5. KEDG-F (AOR-NR)	79/ 6.2	6.6	4.9	5.6	4.1	5.8		1128/14.5	13.6	10.4	C	KEDG-F
6. KMZQ-F (AC)	74/ 5.8	5.1	5.4	5.9	7.4	5.6		1062/13.7	12.4	16.0	E	KMZQ-F
7. KFMS-AF (C)	67/ 5.3	5.6	5.9	5.6	5.9	5.6		824/10.6	11.7	11.6	E	KFMS-AF
8. KOMP-F (AOR)	56/ 4.4	4.4	5.4	5.4	6.2	4.9		858/11.1	10.7	11.0	E	KOMP-F
9. KXTZ-F (U/AC)	51/ 4.0	4.1	4.7	5.4	5.2	4.6		968/12.5	12.3	10.7	C	KXTZ-F
10. KFBI-F (AOR)	44/ 3.5	3.9	4.3	4.0	3.9	3.9		898/11.6	11.2	11.7	D	KFBI-F
11. KDWN (T)	42/ 3.3	2.5	4.0	4.2	3.4	3.5		590/ 7.6	7.0	7.3	B	KDWN
12. KEYV-F (C)	41/ 3.2	2.0	2.4	2.8	3.7	2.6		618/ 8.0	7.0	7.9	B	KEYV-F
13. KKLZ-F (CL AOR)	37/ 2.9	3.4	5.2	4.4	4.1	4.0		815/10.5	10.8	10.4	D	KKLZ-F
14. KORK (ST)	36/ 2.8	2.0	2.0	1.7	2.2	2.1		299/ 3.9	3.8	4.4	B	KORK
KXPT-F (AOR)	36/ 2.8	2.4	2.4	2.4	2.1	2.5		529/ 6.8	6.7	6.2	B	KXPT-F
16. KDOL (SP)	33/ 2.6	2.4	3.0	2.4	1.9	2.6		307/ 4.0	3.5	3.0	B	KDOL
17. KRBO-F (O)	27/ 2.1	1.4	1.4	1.9	0.3	1.7		481/ 6.2	6.7	1.9	A	KRBO-F
18. KRRR-F (O)	25/ 2.0	1.7	2.4	3.1	2.0	2.3		521/ 6.7	7.7	5.6	B	KRRR-F
19. KNUU (N/T)	24/ 1.9	1.5	2.0	2.0	1.6	1.9		470/ 6.1	4.7	6.2	B	KNUU

12+ FM SHARE (METRO): 88.52% (987 of 1115) (WIN 94: 86.15%)

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

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	TSA /CUME
KENO	1460	LAS VEGAS	0.9/3.5	
KLAV	1230	LAS VEGAS	0.9/2.2	
KVEG	840	N. LAS VEGAS	0.8/3.4	

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)	Americom (PAHRUMP)
KFMS, 101.9,	100 KW @ 1181	, Country	, \$71.00	(Katz)	Regent
KJUL, 104.3,	25 KW @ 3726	, Standards/EZ	WESTWD, CNN, \$22.00	(K & P)	
KKLZ, 96.3,	100 KW @ 1174	, Classic AOR	, \$45.00	(D & R)	Max
KLUC, 98.5,	100 KW @ 1181	, CHR	AP, \$64.00	(Mc-Guild)	Nationwide
KMZQ, 100.5,	100 KW @ 1105	, AC	, \$54.00	(Eastman)	Commonwealth (HENDERSON)
KOMP, 92.3,	100 KW @ 1519	, AOR	, \$42.00	(Christal)	Lotus
KSNE, 106.5,	100 KW @ 1155	, Soft AC	, \$40.00	( --- )	Regent
KRBO, 105.1,	50 KW @ 34	, Oldies	WESTWD, \$25.00	( --- )	
KRRI, 105.5,	3.7 KW @ 1476	, Oldies	WESTWD, \$21.00	( --- )	(BOULDER CITY)
KWNR, 95.5,	100 KW @ 1161	, Country	WESTWD, \$44.00	(Banner)	(HENDERSON)
KXPT, 97.1,	100 KW @ 1919	, AOR	, \$28.00	(Christal)	Lotus
KXTZ, 94.1,	100 KW @ 1210	, Urban/AC	, \$34.00	( --- )	Parker (HENDERSON)

Miscellaneous: KFMS-AM changed calls to KKDD (Feb). . .KRRI-F (Boulder) sold to American General for \$2,500,000. . .  
 KMZQ-F sold by Commonwealth to Crescent for \$11,000,000 (E) (MVP). . . KMTW (1340) sold by Max for \$350,000. . .

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

Stations: 22/21  
Diaries: 1431/313:1/55.3%  
Sample Target: 1365  
% Below Line: 0.4  
% Not Listed: 9.6

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: 15.1  
Market TSL: 20.00 hours

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. KSSN-F (C)	103/15.3	15.3	10.9	16.9	19.9	14.6		1279/28.6	30.1	36.4	F	KSSN-F
2. KIPR-F (B)	66/ 9.8	11.6	11.7	11.4	9.9	11.1		707/15.8	15.6	16.0	C	KIPR-F
3. KURB-F (AC/CHR)	61/ 9.0	8.2	7.7	7.4	7.1	8.1		879/19.7	21.9	18.3	C	KURB-F
4. KARN (N/T)	48/ 7.1	6.2	8.8	8.0	9.2	8.1		762/17.0	15.9	16.5	C	KARN
5. KMJX-F (AOR)	42/ 6.2	7.1	7.1	5.4	6.0	6.5		660/14.8	14.3	14.6	C	KMJX-F
6. KDDK-F (C)	39/ 5.8	6.8	7.4	8.0	7.2	7.0		727/16.3	18.1	19.3	D	KDDK-F
7. KOLL-F (O)	37/ 5.5	4.0	4.9	4.5	5.0	4.7		647/14.5	13.4	13.0	C	KOLL-F
8. KKPT-F (O-70's)	28/ 4.1	4.6	4.9	4.0	3.4	4.4		522/11.7	14.0	10.7	A	KKPT-F
9. KKYK-F (T)	25/ 3.7	3.6	5.0	4.5	3.1	4.2		549/12.3	12.1	10.6	B	KKYK-F
10. KEZQ-F (SAC)	23/ 3.4	3.6	3.4	1.7	2.8	3.0		349/ 7.8	10.2	6.7	A	KEZQ-F
KMVK-F (C)	23/ 3.4	2.4	3.2	3.8	3.6	3.2		396/ 8.9	7.7	8.8	A	KMVK-F
KYFX-F (J)	23/ 3.4	2.1	2.8	2.5	1.1	2.7		296/ 6.6	6.0	3.7	A	KYFX-F
13. KITA (G)	16/ 2.4	1.2	1.3	1.5	1.3	1.6		220/ 4.9	3.4	4.1		KITA
14. KLRG (G)	13/ 1.9	1.5	1.5	1.2	1.4	1.5		197/ 4.4	3.7	4.3	A	KLRG
KMZXF-F (B)	13/ 1.9	2.1	1.8	2.0	0.9	2.0		240/ 5.4	5.4	3.7	A	KMZXF-F
16. KYTN-F (REL)	11/ 1.6	1.8	1.3	0.9	2.2	1.4		200/ 4.5	4.7	5.3	A	KYTN-F
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 83.77% (511 of 610) (WIN 94: 82.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIPR-F>>	1 KIPR-F<	1 KSSN-F	1 KSSN-F	1 KSSN-F>	1 KSSN-F>	1 KSSN-F>	1 KSSN-F>	1 KSSN-F>	1 KIPR-F>>	1 KSSN-F
2 KURB-F	2 KSSN-F	2 KURB-F<	2 KURB-F	2 KURB-F	2 KARN >	2 KURB-F	2 KURB-F<	2 KIPR-F	2 KSSN-F	2 KIPR-F
3 KKYK-F	3 KMJX-F<	3 KIPR-F	3 KMJX-F	3 KMJX-F	3 KOLL-F<	3 KARN <	3 KARN	3 KURB-F	KURB-F	3 KURB-F
4	4 KURB-F	4 KMJX-F>	4 KIPR-F	4 KIPR-F<	4 KURB-F	4 KIPR-F	4 KIPR-F<	4 KMJX-F	4	4 KDDK-F
5	5 KDDK-F	5 KOLL-F<	5 KOLL-F	5 KOLL-F	5	5 KMJX-F	5 KMJX-F<	5 KDDK-F	5	KITA
6	6 KKPT-F	6 KDDK-F	6 KKPT-F	6 KKPT-F	6	6	6 KOLL-F	6 KARN	6	6
7	7	7 KKPT-F	7	7	7	7	7	7 KOLL-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 KIPR-F	1 KIPR-F<	1 KSSN-F	1 KSSN-F	1 KSSN-F	1 KIPR-F	1 KMJX-F	1 KMJX-F	1 KMJX-F<	1 KMJX-F
2 KDDK-F	2 KSSN-F	2 KIPR-F	KURB-F	2 KURB-F>	2 KSSN-F	2 KSSN-F	2 KSSN-F	2 KSSN-F	KSSN-F>
KURB-F	3 KURB-F<	KURB-F	3 KIPR-F	3 KDDK-F	3 KMJX-F	KIPR-F>	3 KKPT-F	3 KIPR-F	3 KIPR-F
4 KSSN-F	4 KDDK-F>>	4 KDDK-F	4 KDDK-F	KIPR-F	4 KMVX-F	4 KURB-F	4 KIPR-F	4 KURB-F	KURB-F
5	5	5 KKPT-F	5 KOLL-F	KOLL-F	KURB-F	5 KKPT-F	5 KURB-F	5 KKPT-F	5 KARN
6	6	6	6	6 KKPT-F	KKYK-F	6 KKYK-F	6	6 KOLL-F	6 KKPT-F
7	7	7	7	7 KEZQ-F	7	KMVX-F	7	7	6 KOLL-F

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

KAAY	1090	LITTLE ROCK	1.0/1.9
KDRE-F	101.1	N. LITTLE ROCK	1.5/4.1
KGHT	880	SHERIDAN	1.0/2.5
KLPQ-F	102.1	SHERWOOD	0.3/6.7
KSYG	1010	LITTLE ROCK	1.2/3.8
KLAZ-F	105.9	HOT SPRINGS	0.4/3.8

LITTLE ROCK  
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RADIO STATIONS  
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KARN, 920, 5 KW (DA-2)	, News/Talk	CBS , \$ 31.00 (Katz)	
KAAV, 1090, 50 KW (DA-1)	, Religion	, \$ 17.00 ( --- )	Beasley
KGHT, 880, 50 KW/1 KW (DA-N)	, Standards	SMN , \$ 15.00 ( --- )	(SHERIDAN)
KLRG, 1150, 5 KW/1 KW (DA-N)	, Gospel	WESTWD , \$ 14.00 (K & P)	
KDDK-F, 100.3, 44 KW @ 1368,	Country	, \$ 46.00 (Mc-Guild)	(JACKSONVILLE)
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)
KKYK-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)	(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 ( --- )	
Miscellaneous:	KMJX-F, KDDK-F sold to Ragan Henry (D) for \$10,000,000 (NBFC). . . KKYK-F changed to a Talk format (Apr). . .		
	KSYG (1010) will go off air in August. . . KURB-F reclassified as CHR/AC. . .		

LOS ANGELES

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

Stations: 49/46  
Diaries: 6427/1502:1/51.5%  
Sample Target: 6030  
% Below Line: 1.5  
% Not Listed: 9.7

1994 Revenue: \$457,400,000  
HH Inc.: \$41,467  
Retail \$: 98.3 Bil  
Pop per Station: 209,933  
#1 Biller: KABC \$28,500,000

MSA Rank/Pop: 2/12,500,000  
DMA # 2  
Average Person Ratings: 17.7  
Market TSL: 23.25 hours

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. KLVE-F (SP)	889/ 5.2	3.0	2.5	3.7	3.2	3.6		9334/ 9.7	7.3	7.2	I	KLVE-F
2. KPWR-F (U/CHR)	852/ 5.0	5.5	5.4	5.1	4.7	5.3		16093/16.7	17.1	16.4	K	KPWR-F
3. KLAX-F (SP)	790/ 4.5	5.6	5.4	6.1	5.6	5.4		8832/ 9.1	10.8	10.6	J	KLAX-F
4. KROQ-F (AOR-NR)	746/ 4.4	4.5	4.6	4.7	3.8	4.6		12861/13.3	12.9	11.4	K	KROQ-F
5. KIIS-F (CHR)	709/ 4.2	4.0	3.9	3.9	3.7	4.0		15776/16.3	15.9	16.0	K	KIIS-F
6. KOST-F (SAC)	707/ 4.1	4.0	3.8	4.2	4.7	4.0		13341/13.8	14.1	15.8	K	KOST-F
7. KKBT-F (B)	679/ 4.0	3.8	3.2	3.6	3.3	3.7		9082/ 9.4	9.4	9.0	J	KKBT-F
8. KNX (N)	634/ 3.7	2.2	2.6	2.6	2.6	2.8		13726/14.2	9.8	11.3	K	KNX
9. KFI (T)	578/ 3.4	4.6	4.7	3.8	4.5	4.1		9193/ 9.5	11.4	11.1	K	KFI
10. KRTH-F (O)	552/ 3.2	3.8	3.9	3.2	3.5	3.5		12566/13.0	12.9	12.6	K	KRTH-F
11. KBIG-F (AC)	539/ 3.2	3.6	3.6	2.9	3.4	3.3		10798/11.2	11.4	10.9	K	KBIG-F
12. KZLA-F (C)	476/ 2.8	2.3	2.5	2.9	2.3	2.6		6383/ 6.6	6.0	5.6	I	KZLA-F
13. KABC (T)	448/ 2.6	3.2	3.7	3.5	3.8	3.3		6851/ 7.1	7.5	8.7	K	KABC
14. KTWW-F (J)	439/ 2.6	2.5	2.6	2.0	1.8	2.4		6753/ 7.0	8.0	6.1	I	KTWW-F
15. KYSR-F (AC)	429/ 2.5	2.6	2.7	2.8	2.5	2.7		8059/ 8.3	8.8	9.4	J	KYSR-F
16. KFVB (N)	428/ 2.5	2.5	2.3	2.8	3.0	2.5		11323/11.7	11.7	13.4	K	KFVB
17. KCBS-F (O-70's)	410/ 2.4	2.4	2.9	3.0	3.2	2.7		8473/ 8.8	9.0	9.9	J	KCBS-F
18. KLOS-F (AOR)	384/ 2.3	2.7	2.5	2.8	2.7	2.6		9045/ 9.4	9.1	9.9	K	KLOS-F
19. KKHJ (SP)	368/ 2.2	1.7	1.3	1.7	2.0	1.7		4592/ 4.8	4.3	5.3	E	KKHJ
20. KLSX-F (CL AOR)	365/ 2.1	2.4	2.7	2.8	2.9	2.5		8736/ 9.0	8.9	10.6	K	KLSX-F
21. KXEZ-F (SAC)	364/ 2.1	1.9	2.1	1.8	1.8	2.0		6469/ 6.7	5.7	6.2	I	KXEZ-F
22. KKGO-F (CL)	309/ 1.8	1.3	1.8	1.7	1.9	1.7		6072/ 6.3	5.6	6.1	H	KKGO-F
23. KWKW (SP)	275/ 1.6	1.5	1.0	1.1	1.1	1.3		2891/ 3.0	3.7	3.2	F	KWKW
24. KLAC (ST)	254/ 1.5	1.7	1.6	1.7	1.0	1.6		4175/ 4.3	4.2	2.8	E	KLAC
25. KRLA (O)	239/ 1.4	1.5	1.5	1.2	1.1	1.4		3899/ 4.0	4.2	3.7	C	KRLA
26. KSCA-F (AOR-P)	220/ 1.3	0.9	1.1	0.8	0.9	1.0		3833/ 4.0	3.3	4.1	F	KSCA-F
27. KTNQ (SP)	211/ 1.2	1.8	2.1	2.2	2.9	1.8		3322/ 3.4	4.0	5.2	I	KTNQ
KXED (SP)	211/ 1.2	2.2	1.0	1.3	1.4	1.4		2020/ 2.1	3.0	2.3	G	KXED
29. KIKF-F (C)	192/ 1.1	0.9	0.6	0.6	0.4	0.8		2319/ 2.4	2.4	1.7	D	KIKF-F
30. KBUE-F (SP)	177/ 1.0	0.9	0.9	0.8	0.8	0.9		3015/ 3.1	2.9	2.5		KBUE-F
31. KMQA-F (SP)	173/ 1.0	0.7	0.6	0.7	1.2	0.8		2044/ 2.1	1.9	2.8	C	KMQA-F
32. KMPC (T)	144/ 0.8	1.0	0.8	0.7	0.5	0.8		3408/ 3.5	4.3	2.8	F	KMPC
33. KJQI-AA (ST)	135/ 0.8	1.0	0.9	1.3	0.9	1.0		1964/ 2.0	2.2	1.9	C	KJQI-AA
34.												
35.												

12+ FM SHARE (METRO): 72.73% (11213 of 15417) (WIN 94: 70.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPWR-F>>	1 KLVE-F<	1 KLVE-F<	1 KLVE-F	1 KLVE-F	1 KNX	1 KLVE-F	1 KLVE-F	1 KPWR-F	1 KPWR-F	1 KABC >>
2 KROQ-F	2 KROQ-F<	2 KLAX-F	2 KLAX-F	2 KLAX-F	2 KFI	2 KNX <	2 KFI	2 KROQ-F	2 KROQ-F>	2 KNX
3 KKBT-F	3 KLAX-F<	3 KROQ-F<	3 KOST-F	3 KOST-F	3 KABC	3 KIIS-AF<	3 KOST-F	3 KIIS-AF<	3 KKBT-F<	3 KKBT-F
4 KIIS-AF	4 KPWR-F	4 KIIS-AF	4 KIIS-AF	4 KIIS-AF	4 KFVB	4 KLSX-F	4 KNX	4 KOST-F<	4 KOST-F<	4 KLVE-F
5	5 KKBT-F<	5 KKBT-F	5 KBIG-F	5 KBIG-F	5 KOST-F	5 KPWR-F	5 KLAX-F	5 KKBT-F<	5 KLVE-F	5 KFVB
6	6 KIIS-AF	KOST-F	6 KCBS-F	KRTH-F	6 KLVE-F	6 KABC	6 KBIG-F	6 KLAX-F<	6 KIIS-AF	6 KFI
7	7 KOST-F	KPWR-F	7 KKBT-F	7 KCBS-F	7 KRTH-F	7 KKBT-F	7 KPWR-F	7 KLVE-F	7 KLAX-F	7 KOST-F
8	8 KLOS-F	8 KBIG-F	8 KRTH-F	8 KRTH-F	8 KTWW-F	8 KLAX-F	8 KRTH-F	8 KNX	8 KABC	8 KLAX-F
9	9 KBIG-F	9 KCBS-F	9 KYSR-F	9 KTWW-F	9 KZLA-F	9 KFVB	9 KROQ-F	9 KBIG-F	9 KKGO-F	9 KLAC-F
10	10 KYSR-F	KRTH-F	10 KLSX-F	10 KNX	10	10 KFI	KYSR-F	10 KRTH-F	10	10
11	11	KYSR-F	KROQ-F	11	11	11	KROQ-F	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 KROQ-F	1 KROQ-F	1 KLAX-F	1 KLAX-F<	1 KLAX-F
2 KROQ-F	2 KKBT-F	2 KKBT-F	2 KOST-F	2 KOST-F	2 KPWR-F	2 KLAX-F	2 KLVE-F	2 KROQ-F	2 KLVE-F
3 KKBT-F	3 KIIS-AF	3 KIIS-AF	3 KIIS-AF<	3 KBIG-F	3 KLAX-F	3 KPWR-F	3 KROQ-F	3 KLVE-F	3 KLSX-F
4 KLVE-F	4 KPWR-F	4 KOST-F	4 KKBT-F	4 KLAX-F<	4 KKBT-F	4 KLVE-F	4 KLOS-F	4 KLOS-F	4 KNX
5 KIIS-AF	5 KLAX-F<	5 KLAX-F	5 KLAX-F<	5 KIIS-AF	5 KIIS-AF	5 KLOS-F	5 KLSX-F	KPWR-F	KROQ-F
6 KLAX-F	6 KOST-F<	6 KYSR-F	6 KBIG-F	6 KBIG-F	6 KLVE-F	6 KIIS-AF	6 KPWR-F	6 KLSX-F	KCBS-F
7 KOST-F	7 KROQ-F	7 KBIG-F	7 KPWR-F	7 KYSR-F	7 KLOS-F	7 KKBT-F	7 KIIS-AF	7 KCBS-F	7 KLOS-F
8 KBIG-F	8 KBIG-F<	8 KPWR-F	8 KYSR-F	8 KZLA-F	8 KKHJ-F	8 KLSX-F	8 KCBS-F	KIIS-AF	KTWW-F
9	9 KYSR-F	9 KROQ-F	9 KROQ-F	9 KRTH-F	9 KBIG-F	9 KBIG-F	9 KKBT-F	9 KKBT-F	9 KRTH-F
10	10	10 KKHJ-F	10 KRTH-F	10 KXEZ-F	10 KBUE-F	10 KOST-F	10 KYSR-F	10 KRTH-F	KFI
11	11	11 KCBS-F	KZLA-F	11	11	11	11 KBIG-F	11	11



LOS ANGELES

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

KACD-F	103.1	SANTA MONICA/NEW.	BCH	0.5/0.7
KACE-F	103.9	INGLEWOOD		0.9/3.2
KEZY-F	95.9	ANAHEIM		0.4/2.2
KFSG-F	96.3	LOS ANGELES		0.4/1.4
KGFJ	1230	LOS ANGELES		0.5/1.0
KIEV	870	GLENDALE		0.4/1.5
KJLH-F	102.3	COMPTON		0.7/2.8
KKLA-F	99.5	LOS ANGELES		0.7/2.4
KVAR-F	97.5	RIVERSIDE		0.4/1.1
KWVE-F	107.9	SAN CLEMENTE		0.3/1.1
KFRG-F	95.1	SAN BERNARDINO		0.3/1.5
KGGI-F	99.1	RIVERSIDE		0.4/2.3
XTRA	690	TIJUANA		0.7/2.7

RADIO STATIONS

AM STATIONS

KABC, 790, 5 KW (DA-N)	, Talk	ABC	, \$ 350.00 (Katz)	Cap Cities/ABC
KALI, 1430, 5 KW (DA-2)	, Hispanic		, \$ 70.00 (Katz Hisp.)	Way
KFI, 640, 50 KW	, Talk	WESTWD	, \$ 270.00 (Christal)	Cox
KFWB, 980, 5 KW	, News	CNN, ABC	, \$ 330.00 (Group W)	Westinghouse
KGFJ, 1230, 1 KW	, Bl. Oldies	WESTWD, AURN	, \$ 70.00 (Roslin)	
KGRB, 900, 500 W/85 W (DA-1)	, Standards	ABC	, \$ 75.00 ( --- )	
KJQI, 1260, 5 KW (DA-2)	, Standards		, \$ 95.00 (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)	Shamrock
KMPC, 710, 50 KW/10 KW (DA-N)	, Talk	ABC	, \$ 160.00 (Katz)	Cap Cities/ABC
KNX, 1070, 50 KW	, News	CBS	, \$ 320.00 (CBS)	CBS
KRLA, 1110, 50 KW/20 KW (DA-2)	, Oldies		, \$ 75.00 (MMR)	Greater Media
KTNQ, 1020, 50 KW (DA-2)	, Hispanic	CRC	, \$ 195.00 (Caballero)	Heftel
KWKW, 1330, 5 KW (DA-N)	, Hispanic		, \$ 155.00 (Lotus)	Lotus
KXED, 1540, 50 KW/10 KW (DA-2)	, Hispanic		, \$ NA (SBS)	SBS

FM STATIONS

KACE, 103.9, 1.7 KW @ 371, Black AC		WESTWD, AP	, \$ 80.00 (K & P)	Cox
KACD, 103.1, 3 KW @ 266, AOR		CBS, ABC	, \$ 100.00 (CBS)	
KBIG, 104.3, 105 KW @ 2890, AC			, \$ 420.00 (CBS)	Bonneville
KCBS, 93.1, 29 KW @ 3496, Oldies		CBS	, \$ 290.00 (CBS)	CBS
KFSG, 96.3, 54 KW @ 479, Religion		AP	, \$ NA ( --- )	
KIIS, 102.7, 8 KW @ 2959, CHR			, \$ 470.00 (Mc-Guild)	Gannett
KJLH, 102.3, 2.3 KW @ 338, Black			, \$ 95.00 (Roslin)	
KKBT, 92.3, 43 KW @ 2909, Black			, \$ 320.00 (MMR)	Evergreen
KKGO, 105.1, 18 KW @ 2886, Classical		AP	, \$ 190.00 (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, Classic AOR			, \$ 440.00 (MMR)	Greater Media
KLVE, 107.5, 30 KW @ 2998, Hispanic			, \$ 250.00 (Caballero)	Heftel
KMAX, 107.1, 3 KW @ -43, Ethnic			, \$ 75.00 ( --- )	Douglas
KMQA, 98.3, 2.3 KW @ 328, Hispanic			, \$ 70.00 (Caballero)	El Dorado
KBUE, 105.5, 1 KW @ 469, Hispanic			, \$ 90.00 ( --- )	Liberman
KOST, 103.5, 13 KW @ 3100, AC			, \$ 560.00 (Christal)	Cox
KPWR, 105.9, 72 KW @ 771, CHR/Urban			, \$ 400.00 (D & R)	Emmis
KROQ, 106.7, 6 KW @ 1387, New Rock			, \$ 380.00 (Infinity)	Infinity
KRTH, 101.1, 51 KW @ 3129, Oldies			, \$ 510.00 (Banner)	Infinity
KTWV, 94.7, 55 KW @ 2831, Jazz			, \$ 350.00 (Group W)	Westinghouse
KXEZ, 100.3, 5 KW @ 3004, Scft AC/EZ			, \$ 240.00 (Torbet)	Viacom
KYSR, 98.7, 75 KW @ 1181, AC/CHR			, \$ 290.00 (Torbet)	Viacom
KZLA, 93.9, 19 KW @ 3136, Ccountry			, \$ 340.00 (Eastman)	Shamrock

Miscellaneous: KNAC-F changes from AOR to Hispanic (Feb). . . KNAC-F changes calls to KBUE-F. . . KBLA (Santa Monica) sold by Keymarket to River City for \$4,700,000 (E) (Star). . .

LOUISVILLE

Arbitron Rank/Pop (12+): 48/839,600  
 MSA Rank/Pop: 56/982,000  
 DMA # 49  
 Average Person Ratings: 15.7  
 Market TSL: 20.75 hours

Stations: 23/23  
 Diaries: 1472/570:1/50.3%  
 Sample Target: 1520  
 % Below Line: 0.0  
 % Not Listed: 13.1

1994 Revenue: \$33,900,000  
 HH Inc.: \$33,868  
 Retail \$: 8.9 Bil  
 Pop per Station: 36,504  
 #1 Biller: WAMZ-F \$7,800,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WAMZ-F (C)	182/13.8	15.8	19.0	17.0	16.7	16.4		2334/27.8	29.1	30.3	H	WAMZ-F
2. WHAS (FS)	162/12.3	13.5	13.0	13.1	17.9	13.0		2443/29.1	28.7	35.6	H	WHAS
3. WDJX-F (CHR)	86/ 6.5	4.8	6.8	7.5	8.6	6.4		1587/18.9	16.3	21.3	D	WDJX-F
4. WVEZ-F (SAC)	77/ 5.8	6.4	4.3	6.5	4.9	5.8		1270/15.1	15.0	12.8	D	WVEZ-F
5. WGZB-F (B)	71/ 5.4	6.8	6.3	6.1	6.0	6.2		868/10.3	10.9	10.8	C	WGZB-F
6. WQMF-F (CL AOR)	61/ 4.6	3.7	6.3	4.8	5.3	4.9		1246/14.8	12.7	16.2	E	WQMF-F
WRKA-F (O)	61/ 4.6	4.8	5.4	6.0	4.1	5.2		1063/12.7	13.0	12.4	D	WRKA-F
8. WHKW-F (C)	60/ 4.5	2.7	2.5	2.7	2.4	3.1		966/11.5	10.4	8.6	B	WHKW-F
9. WKJK-F (AC)	53/ 4.0	4.6	2.2	2.3	1.5	3.3		739/ 8.8	8.4	4.5	A	WKJK-F
WTFX-F (AOR)	53/ 4.0	4.7	5.4	5.6	4.9	4.9		1070/12.7	13.4	13.1	C	WTFX-F
11. WLRS-F (AC)	51/ 3.9	2.6	3.6	4.1	4.2	3.6		907/10.8	9.5	12.2	C	WLRS-F
12. WAVG (ST)	46/ 3.5	2.8	2.4	4.5	4.3	3.3		706/ 8.4	7.4	9.3	A	WAVG
13. WQLL-F (O-70's)	41/ 3.1	2.8	2.7	0.6	---	2.3		702/ 8.4	7.0	---	A	WQLL-F
14. WQNF-F (AOR-P)	32/ 2.4	3.0	1.5	1.6	1.0	2.1		601/ 7.2	7.1	4.2	A	WQNF-F
15. WLLV (G)	19/ 1.4	1.7	1.5	0.9	1.8	1.4		245/ 2.9	3.1	3.1	A	WLLV
16. WLOU (B)	18/ 1.4	1.5	1.6	0.9	1.7	1.4		352/ 4.2	4.1	4.6	A	WLOU
17. WLSY-F (B/AC)	17/ 1.3	1.9	2.5	1.4	1.5	1.8		359/ 4.3	4.9	4.2	A	WLSY-F
18. WWKY (T)	15/ 1.1	1.0	0.8	0.9	1.4	1.0		354/ 4.2	4.0	4.7	A	WWKY
19.												
20.												

12+ FM SHARE (METRO): 75.07% (804 of 1071) (WIN 94: 74.84%)

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 WAMZ-F>
2 WGZB-F>	2 WDJX-F	2 WHAS	2 WHAS	2 WHAS >	2 WAMZ-F>>	2 WAMZ-F>	2 WHAS >	2 WHAS >	2 WHAS	2 WHAS >
3 WAMZ-F	3 WGZB-F<	3 WDJX-F	3 WQMF-F<	3 WRKA-F<	3 WVEZ-F<	3 WDJX-F	3 WVEZ-F	3 WDJX-F	3 WDJX-F	3 WDJX-F
4	4 WTFX-F	4 WQMF-F<	4 WRKA-F	4 WVEZ-F<	4 WRKA-F<	4 WQMF-F<	4 WLRS-F	4 WGZB-F	4 WGZB-F>	4 WTFX-F
5	5 WQMF-F<	5 WVEZ-F	5 WVEZ-F	5 WQMF-F	5 WAVG	5 WVEZ-F<	5 WDJX-F<	5 WVEZ-F	5	5 WLRS-F
6	6 WVEZ-F	6 WGZB-F<	6 WLRS-F	6 WLRS-F	6	6 WGZB-F	6 WAVG-F	6 WHKW-F	6	6 WVEZ-F
7	7	7 WRKA-F	7 WDJX-F	7 WHKW-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 WAMZ-F	1 WAMZ-F>	1 WAMZ-F	1 WAMZ-F>	1 WAMZ-F>		1 WGZB-F	1 WAMZ-F	1 WAMZ-F	1 WAMZ-F	1 WAMZ-F
WDJX-F	2 WDJX-F>	2 WLRS-F	2 WDJX-F<	2 WVEZ-F		2 WTFX-F	2 WTFX-F	2 WQMF-F	2 WQMF-F<	WHAS
3 WGZB-F	3 WVEZ-F	WVEZ-F	3 WVEZ-F>	3 WHAS		3 WDJX-F	3 WQMF-F	3 WTFX-F	3 WHAS	3 WQMF-F>
4 WVEZ-F	4 WGZB-F<	4 WQLL-F	4 WLRS-F<	4 WLRS-F		4 WQNF-F	4 WQNF-F	4 WQNF-F	4 WTFX-F	4 WKJK-F<
5 WHKW-F	5 WLRS-F	WDJX-F	5 WHAS	WRKA-F		WAMZ-F	WGZB-F>	5 WHAS	5 WKJK-F	5 WRKA-F
WQNF-F	6 WQLL-F	6 WGZB-F	6 WRKA-F	6 WDJX-F		6 WHKW-F	6 WHKW-F	6 WGZB-F	6 WGZB-F	6 WHKW-F<
7	7	7	7	7		7	7	7 WKJK-F	7	7 WTFX-F

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
WTHQ-AF	101.3	SHELBYVILLE	0.9/1.7
WFIA	900	LOUISVILLE	0.9/1.8
WMPI-F	105.3	SCOTTSBURG	0.6/1.5
WTMT	620	LOUISVILLE	0.8/2.1

LOUISVILLE

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RADIO STATIONS

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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)	,	Black	AURN, \$ 15.00	( --- )	Johnson Prod.	
WWKY	,	790,	5 KW/1 KW (DA-2)	,	Talk	CBS, \$ 23.00	(Mc-Guild)	Prism	
WAMZ-F,		97.5,	100 KW @ 500	,	Country		(Christal)	Clear Channel	
WDJX-F,		99.7,	24 KW @ 715	,	CHR	AP, \$ 51.00	(Eastman)	Regent	
WGZB-F,		96.5,	3 KW @ 295	,	Black		(Mc-Guild)		(CORYDON)
WHKW-F,		107.7,	8.2 KW @ 567	,	Country		(Eastman)	Regent	(CORYDON)
WOLL-F,		103.9,	1.4 KW @ 489	,	Oldies-70's		(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		(Katz)		
WQNF-F,		105.9,	3 KW @ 328	,	AOR-NR		(Katz)	WQMF owner	(VALLEY ST.)
WRKA-F,		103.1,	6 KW @ 312	,	Oldies		(Banner)	Franklin	
WTFX-F,		100.5,	38 KW @ 567	,	AOR		(Mc-Guild)	Prism	
WVEZ-F,		106.9,	25 KW @ 669	,	Soft AC		(Mc-Guild)	Prism	
WKJK-F,		98.9,	50 KW @ 361	,	AC	SMN, ABC, \$ NA	(Christal)	Snowden	(SALEM, IN)

MADISON

Arbitron Rank/Pop (12+): 121/326,100  
 MSA Rank/Pop: 125/390,000  
 DMA # 88  
 Average Person Ratings: 16.3  
 Market TSL: 21.50 hours

Stations: 20/17  
 Diaries: 1102/296:1/65.0%  
 Sample Target: 1140  
 % Below Line: 1.7  
 % Not Listed: 23.1

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	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WZEE-F (CHR)	49/ 9.2	9.4	11.3	9.0	12.2	9.7		918/28.2	27.6	31.6	C	WZEE-F
2. WWQM-F (C)	46/ 8.6	8.4	9.2	8.8	9.4	8.8		612/18.8	17.8	19.6	D	WWQM-F
3. WIBA-F (AOR)	40/ 7.5	7.4	8.4	11.1	8.6	8.6		735/22.5	23.9	22.0	E	WIBA
4. WIBA (FS)	38/ 7.1	7.2	5.2	6.3	6.2	6.5		638/19.6	19.7	15.8	C	WIBA
5. WMGN-F (AC)	36/ 6.8	5.6	7.1	7.3	7.0	6.7		574/17.6	16.9	15.4	D	WMGN-F
6. WOLX-F (O)	29/ 5.4	7.4	8.1	6.7	6.0	6.9		666/20.4	24.3	21.5	D	WOLX-F
7. WMAD-F (AOR-NR)	25/ 4.7	6.4	6.3	5.4	4.4	4.4		540/16.6	16.3	13.7	A	WMAD-F
8. WTDY (T)	22/ 4.1	4.8	4.8	4.4	4.6	4.6		351/10.8	14.3	10.9	B	WTDY
WYZM-F (C)	22/ 4.1	3.0	1.9	4.0	3.8	3.3		331/10.2	9.1	9.1	A	WYZM-F
10. WJJO-F (AOR/AC)	21/ 3.9	3.6	3.8	5.2	5.2	4.1		450/13.8	16.0	16.5	B	WJJO-F
11. WMAD (ST)	13/ 2.4	3.2	1.0	0.4	0.4	1.8		105/ 3.2	3.3	1.2	A	WMAD
WSJY-F (EZ)	13/ 2.4	3.8	2.5	2.9	3.0	2.9		200/ 6.1	6.4	6.8		WSJY-F
13. WMXF-F (O-70's)	12/ 2.3	1.8	2.3	2.1	2.6	2.1		360/11.0	9.1	10.9	A	WMXF-F
14. WTSO (C/FS)	11/ 2.1	2.6	3.3	3.8	3.2	3.0		303/ 9.3	14.0	13.4	C	WTSO
15. WMMM-F (AC)	10/ 1.9	3.0	3.1	1.2	1.6	2.3		289/ 8.9	7.9	8.0	A	WMMM-F

12+ FM SHARE (METRO): 75.12% (308 of 410) (WIN 94: 80.34%)

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

OTHER RATED STATIONS	METRO CUME	TSA TSA	SHARE/RTG/AQH/CUME
WHIT	1550	MADISON	1.5/2.1
WIBU	1240	POYNETTE	1.1/3.8
WGN	720	CHICAGO	0.8/2.8
WJVL-F	99.9	JANESVILLE	0.6/2.2
WJJB-F	105.9	EVANSVILLE	0.4/1.1

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)	Double L
WMAD	,	1190,	1 KW (DAYS)	,	Standards	BRN, WESTWD, \$13.00	(Katz)	Double L
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)	Double L
WJJO-F,		94.1,	50 KW @ 492	,	AOR/AC	, \$24.00	(D & R)	(WATERTOWN)
WMAD-F,		92.1,	1.8 KW @ 400	,	AOR-NR	, \$21.00	(Katz)	Double L (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: WIBA A/F, WMAD A/F sold by Double L to Dick Verne (D) for \$14,200,000 (Americom). . .

MCALLEN-BROWNSVILLE

Arbitron Rank/Pop (12+): 66/565,200  
 MSA Rank/Pop: 111 - McAllen  
 160 - Browns. 734,000  
 DMA # 90  
 Average Person Ratings: 17.0  
 Market TSL: 22.75 hours

Stations: 21/17  
 Diaries: 1453/389:1/48.2%  
 Sample Target: 1440  
 % Below Line: 5.7  
 % Not Listed: 11.4

1994 Revenue: \$14,700,000  
 HH Inc.: \$21,860  
 Retail \$: 4.4 Bil  
 Pop per Station: 33,247  
 #1 Biller: KTEX-F \$2,300,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. KBFM-F (CHR)	122/12.7	12.2	15.4	12.7	12.6	13.3		1788/31.6	32.0	32.2	C	KBFM-F
2. KIWW-F (SP)	119/12.4	12.0	10.2	10.5	12.4	11.3		1665/29.5	32.2	29.2	D	KIWW-F
3. KGBT (SP)	94/ 9.8	11.5	9.4	12.0	9.3	10.7		1002/17.7	18.7	17.7	C	KGBT
KTEX-F (C)	94/ 9.8	8.7	9.1	8.9	9.0	9.1		1107/19.6	21.9	21.4	D	KTEX-F
5. KFRQ-F (C)	85/ 8.9	3.8	4.6	3.2	5.0	5.1		1036/18.3	13.4	17.0	B	KFRQ-F
6. KTJN-FF (SP)	54/ 5.6	4.9	5.2	5.9	5.0	5.4		798/14.1	14.7	17.4	C	KTJN-FF
7. KVLV-F (O)	48/ 5.0	6.9	7.4	7.1	8.0	6.6		759/13.4	18.4	19.9	C	KVLV-F
8. KQXX-F (SP)	45/ 4.7	2.3	3.9	2.9	3.7	3.5		521/ 9.2	7.9	10.2	B	KQXX-F
9. KKPS-F (SP)	43/ 4.5	5.7	6.0	5.3	5.1	5.4		999/17.7	19.6	16.4	B	KKPS-F
10. KURV (T)	27/ 2.8	3.5	3.0	2.8	2.8	3.0		283/ 5.0	6.0	5.6	B	KURV
11. XRYF-F (SP)	21/ 2.2	2.2	1.6	1.5	0.9	1.9		323/ 5.7	5.3	4.7		XRYF-F
12. XVTH-F (SP)	19/ 2.0	2.2	1.0	1.2	1.6	1.6		375/ 6.6	5.9	6.7		XVTH-F
13. KSOX-F (C)	16/ 1.7	2.0	3.8	1.8	2.0	2.3		306/ 5.4	8.1	6.6	A	KSOX-F
14. KBOR (SP)	13/ 1.4	1.0	1.6	2.6	2.8	1.7		285/ 5.0	3.2	6.3		KBOR
KRGE (REL)	13/ 1.4	1.9	1.7	1.7	2.0	1.7		177/ 3.1	4.0	2.9		KRGE

12+ FM SHARE (METRO): 80.47% (684 of 850) (WIN 94: 76.66%)

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

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
KIRT	1580	MISSION	0.6/2.9	
KVPA-F	101.1	PORT ISABEL	0.3/2.3	
XAAA-F	93.1	REYNOSA, MX	1.0/4.2	
XHNA-F	105.9	MATAMOROS	0.5/1.3	

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), EZ	ABC, \$ 16.00 (Christal)	Calendar
KBFM-F, 104.1, 100 KW @ 1000, CHR	ABC, \$ 38.00 (D & R)	Calendar
KFRQ-F, 94.5, 100 KW @ 1158, Country	, \$ 31.00 (Torbet)	Signature
KIWW-F, 96.1, 100 KW @ 449, Hispanic	, \$ 40.00 (Katz Hisp)	Tichenor
KKPS-F, 99.5, 100 KW @ 1036, Hispanic	, \$ 19.00 (---)	Signature
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: 16.7  
 Market TSL: 22.25 hours

Stations: 26/24  
 Diaries: 1575/591:1/47.8%  
 Sample Target: 1485  
 % Below Line: 1.1  
 % Not Listed: 12.1

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	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WHRK-F (B)	188/12.1	11.6	13.0	12.2	12.6	12.2		2404/25.8	22.6	23.1	G	WHRK-F
2. WDIA (B)	139/ 8.9	7.4	8.1	7.7	6.9	8.0		1709/18.4	16.5	16.0	D	WDIA
3. WEGR-F (AOR)	116/ 7.4	6.1	6.8	7.5	7.4	7.0		1540/16.5	15.2	14.9	F	WEGR-F
4. KJMS-F (B)	109/ 7.0	5.7	5.5	7.7	6.5	6.5		1828/19.6	17.0	18.5	C	KJMS-F
5. WMC -F (CHR/AC)	105/ 6.7	4.4	5.3	6.6	7.3	5.8		1611/17.3	16.1	17.9	E	WMC -F
6. WGKX-F (C)	102/ 6.5	8.0	8.5	8.1	8.4	7.8		1732/18.6	19.9	20.8	H	WGKX-F
WLOK (G)	102/ 6.5	5.4	3.8	5.0	4.9	5.2		1138/12.2	12.7	10.6	C	WLOK
8. WRVR-F (AC)	88/ 5.6	7.5	6.6	6.1	6.9	6.5		1424/15.3	14.6	16.5	F	WRVR-F
9. WOGY-F (C)	75/ 4.8	5.2	4.2	4.5	4.9	4.7		1240/13.3	14.4	12.5	C	WOGY-F
10. WMC (N/T)	65/ 4.2	5.8	5.6	5.7	6.8	5.3		1052/11.3	14.3	14.8	D	WMC
11. WYKL-F (O)	51/ 3.3	2.9	5.3	4.0	3.6	3.9		1122/12.0	11.0	11.9	C	WYKL-F
12. WRXQ-F (AOR-P)	46/ 3.0	2.7	2.9	3.5	2.1	3.0		865/ 9.3	7.3	5.1	B	WRXQ-F
13. WJCE (B/O)	41/ 2.6	3.0	2.2	1.5	1.8	2.3		585/ 6.3	5.0	4.2	A	WJCE
14. WCRV (REL)	20/ 1.3	2.0	1.5	1.6	1.6	1.6		431/ 4.6	5.2	5.5	A	WCRV
WREC (ST)	20/ 1.3	2.0	1.5	1.0	1.0	1.5		685/ 7.1	8.4	5.7	B	WREC

12+ FM SHARE (METRO): 67.91% (931 of 1370) (WIN 94: 69.40%)

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 WHRK-F	1 WDIA	1 WHRK-F	1 WEGR-F	1 WHRK-F>	1 WHRK-F>	1 WHRK-F>
2 KJMS-F>	2 WEGR-F	2 WEGR-F	2 WEGR-F<	2 WDIA <	2 WLOK	2 WEGR-F	2 WMC <	2 WMC -F	2 KJMS-F>>	2 KJMS-F>
3 WMC -F	3 WMC -F<	3 WMC -F<	3 WDIA	3 WEGR-F	3 WRVR-F	3 WDIA <	3 WMC -F<	3 WGKX-F<	3 WMC -F	3 WDIA
WRXQ-F	4 KJMS-F>>	4 KJMS-F<	4 KJMS-F<	4 KJMS-F	4 WRVR-F	4 WLOK <	4 WHRK-F<	4 KJMS-F<	4 WLOK <	4 WLOK
5	5	5 WDIA	5 WMC -F	5 WRVR-F<	5 WMC	5 WGKX-F	5 WDIA	5 WDIA <	5 WGKX-F<	5 WEGR-F
6	6	6 WRVR-F	6 WRVR-F	6 WMC -F	6 WHRK-F	6 WMC -F	6 WRVR-F	6 WEGR-F	6 WDIA	6 WGKX-F
7	7	7	7	7 WLOK	7	7	7 WGKX-F<	7 WRVR-F	7	7
8	8	8	8	8	8	8	8 WLOK	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 WMC -F	1 WHRK-F	1 WHRK-F<	1 WEGR-F	1 WEGR-F	1 WEGR-F	1 WEGR-F<	1 WEGR-F<
2 WMC -F	2 WMC -F>	2 WHRK-F	2 WMC -F	2 WMC -F	2 WHRK-F	2 WHRK-F>	2 WHRK-F	2 WHRK-F>	2 WHRK-F>
3 KJMS-F	3 KJMS-F	3 KJMS-F	3 WDIA	3 WDIA	3 WMC -F	3 KJMS-F>	3 KJMS-F	3 KJMS-F	3 WDIA
4 WRXQ-F	4 WEGR-F	4 WEGR-F	4 KJMS-F	4 WRVR-F	4 KJMS-F	4 WMC -F	4 WYKL-F	4 WDIA	4 KJMS-F
WEGR-F	5 WGKX-F	WGKX-F	WRVR-F	5 WLOK	5 WOGY-F	5 WOGY-F	5 WOGY-F	5 WMC -F	5 WMC
6	6 WRXQ-F	6 WDIA	6 WEGR-F<	6 KJMS-F	6 WRXQ-F	6 WDIA	6 WDIA	6 WOGY-F	6 WYKL-F
7	7	7 WYKL-F	7 WGKX-F	7 WGKX-F	7	7	7	7	7

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

KFTH-F	107.1	MARION, AR	0.5/2.6
KHLS-F	96.3	BLYTHEVILLE, AR	0.3/1.2
WBBP	1480	MEMPHIS	1.1/3.8
WHBQ	560	MEMPHIS	0.3/2.5
WKRA-F	92.7	HOLLY SPRINGS, MS	0.4/1.0
WMPS	1380	MILLINGTON	0.4/2.2
WPLX	1170	GERMANTOWN	1.0/1.8
WRRW-F	92.9	BARTLETT	0.9/4.5
WXSS	1030	MEMPHIS	0.6/2.5
KFIN-F	107.9	JONESBORO, AR	0.6/1.9
KIYS-F	101.9	JONESBORO, AR	0.4/2.1



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)	Keymarket
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
WOGY-F, 94.1, 50 KW @ 472, Country	WESTWD, \$ 39.00 (MMR)	Keymarket (GERMANTOWN)
WRVR-F, 104.5, 100 KW @ 751, AC	, \$ 97.00 (MMR)	Keymarket
WRXQ-F, 95.7, 6 KW @ 328, AOR-NR	, \$ NA (Mc-Guild)	Radio Equity (OLIVE BRANCH)
WYKL-F, 98.1, 100 KW @ 1240, Oldies	ABC, \$ 46.00 (D&R)	Barnstable

Miscellaneous: WJCE, WRVR-F, WOGY-F sold by Keymarket to River City (D) for \$24,000,000 (E) (Star). . .

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: 19.2  
 Market TSL: 25.25 hours

Stations: 37/34  
 Diaries: 4293/662:1/44.5%  
 Sample Target: 4155  
 % Below Line: 2.0  
 % Not Listed: 9.1

1994 Revenue: \$130,600,000  
 HH Inc.: \$31,301  
 Retail \$: 36.0 Bil  
 Pop per Station: 83,617  
 #1 Biller: WRT0-F \$10,400,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WEDR-F (B)	347/ 6.4	6.1	5.8	7.4	6.9	6.4		3943/13.9	15.5	16.0	H	WEDR-F
2. WLYF-F (SAC)	306/ 5.6	6.0	6.7	6.1	6.3	6.1		3713/13.1	13.3	14.3	H	WLYF-F
3. WRMA-F (SP)	273/ 5.0	5.6	2.0	2.5	1.8	3.8		3008/10.6	10.5	6.9	E	WRMA-F
4. WHQT-F (B/CHR)	267/ 4.9	4.2	4.7	3.8	4.7	4.4		3800/13.4	12.9	12.8	G	WHQT-F
5. WAQI (SP)	247/ 4.5	4.6	6.6	4.7	4.3	5.1		1960/ 6.9	7.1	6.3	G	WAQI
6. WPOW-F (CHR)	246/ 4.5	4.5	4.5	4.9	5.9	4.6		4613/16.2	16.0	16.8	G	WPOW-F
7. WHYI-F (AC/CHR)	233/ 4.3	4.2	4.4	3.8	4.5	4.2		4153/14.6	14.7	14.6	H	WHYI-F
8. WIOD (T/N)	227/ 4.2	3.9	3.4	3.6	3.0	3.8		2434/ 8.6	10.1	7.7	H	WIOD
9. WKIS-F (C)	211/ 3.9	4.6	3.7	4.8	3.8	4.3		2763/ 9.7	9.8	9.6	G	WKIS-F
10. WFLC-F (AC)	200/ 3.7	3.5	3.8	4.1	4.1	3.8		3488/12.3	13.3	13.0	H	WFLC-F
11. WMXJ-F (O)	193/ 3.5	3.6	3.0	2.9	3.0	3.3		3078/10.8	11.4	9.5	G	WMXJ-F
12. WLVE-F (J)	189/ 3.5	3.0	3.4	2.4	2.9	3.1		2679/ 9.4	8.4	7.7	G	WLVE-F
13. WRT0-F (SP)	185/ 3.4	3.8	4.9	5.6	5.0	4.4		2051/ 7.2	7.9	8.2	I	WRT0-F
14. WTMI-F (CL)	163/ 3.0	3.3	2.9	2.7	3.1	3.0		2371/ 8.3	7.5	8.1	F	WTMI-F
15. WCMQ (SP)	154/ 2.8	3.5	2.2	2.8	1.6	2.8		1400/ 4.9	4.9	3.4	E	WCMQ
16. WXDJ-F (SP)	146/ 2.7	3.8	4.3	4.0	4.7	3.7		2545/ 9.0	9.3	9.4	G	WXDJ-F
17. WQBA (SP)	137/ 2.5	1.8	2.0	2.0	1.7	2.1		1395/ 4.9	4.7	4.4	G	WQBA
18. WZTA-F (AOR)	131/ 2.4	1.9	2.1	2.5	2.8	2.2		2782/ 9.8	8.8	10.4	G	WZTA-F
19. WSHE-F (AOR)	129/ 2.4	3.2	3.0	3.3	2.9	3.0		2656/ 9.3	9.8	9.4	G	WSHE-F
20. WBGJ-F (O-70's)	113/ 2.1	2.5	1.5	1.8	1.7	2.0		2575/ 9.1	9.4	7.1	C	WBGJ-F
21. WINZ (N/T)	106/ 1.9	1.8	2.1	2.2	1.8	2.0		2403/ 8.5	7.3	7.9	F	WINZ
22. WQAM (SPRST)	103/ 1.9	1.7	1.8	1.9	1.8	1.8		1423/ 5.0	5.2	5.8	C	WQAM
23. WSUA (SP)	81/ 1.5	1.2	1.5	1.7	0.9	1.5		747/ 2.6	2.1	1.7		WSUA
24. WCMQ-F (SP)	75/ 1.4	0.8	1.0	1.2	2.1	1.1		1085/ 3.8	3.3	5.5		WCMQ-F
25. WQBA-F (SP)	64/ 1.2	1.4	1.6	1.7	1.9	1.5		1270/ 4.5	4.6	5.5	G	WQBA-F
26. WRBD (G/B)	57/ 1.0	0.5	0.7	1.2	0.7	0.9		602/ 2.1	1.9	1.6		WRBD
27.												
28.												
29.												
30.												

12+ FM SHARE (METRO): 71.57% (3544 of 4952) (WIN 94: 76.17%)

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 WEDR-F	1 WEDR-F<	1 WEDR-F	1 WLYF-F	1 WAQI	1 WLYF-F	1 WEDR-F	1 WEDR-F	1 WEDR-F
2 WEDR-F>	2 WPOW-F	2 WHQT-F	2 WHQT-F	2 WHQT-F	2 WAQI >	2 WEDR-F	2 WIOD	2 WLYF-F	2 WHQT-F	2 WLYF-F
3 WHQT-F	3 WHYI-F	3 WHYI-F<	3 WRMA-F<	3 WRMA-F	3 WRMA-F	3 WRMA-F	3 WRMA-F	3 WHYI-F	3 WPOW-F	3 WHQT-F
4 WHYI-F	4 WHQT-F	4 WRMA-F	4 WHYI-F	4 WIOD <	4 WIOD	4 WLYF-F	4 WAQI	4 WRMA-F	4 WRMA-F>	4 WAQI
5	5 WFLC-F	5 WPOW-F<	5 WIOD	5 WHYI-F	5 WMXJ-F	5 WHQT-F	5 WHYI-F	5 WHQT-F	5 WAQI	5 WQBA >
6	6 WRMA-F	6 WFLC-F<	6 WFLC-F	6 WLVE-F	6 WKIS-F	6 WCMQ	6 WHQT-F	6 WPOW-F	6 WLYF-F	6 WIOD
7	7 WZTA-F<	7 WIOD	7 WLVE-F	7 WLYF-F	7 WLVE-F	7 WPOW-F	7 WFLC-F	7 WFLC-F	7 WQBA	7
8	8 WSHE-F	8 WLVE-F	8 WMXJ-F	8 WMXJ-F	8 WTMI-F	8 WHYI-F	8 WKIS-F	8 WKIS-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 WEDR-F	1 WEDR-F>	1 WEDR-F	1 WEDR-F	1 WHQT-F	1 WEDR-F	1 WEDR-F	1 WEDR-F	1 WIOD <	1 WIOD >
2 WPOW-F	2 WHYI-F<	2 WHQT-F	2 WHQT-F	2 WRMA-F	2 WPOW-F	2 WPOW-F	2 WIOD	2 WEDR-F>	2 WEDR-F
3 WHYI-F	3 WHQT-F<	3 WHYI-F	3 WHYI-F	3 WEDR-F	3 WZTA-F	3 WSHE-F<	3 WSHE-F	3 WHQT-F	3 WLVE-F
4 WHQT-F	4 WPOW-F	4 WRMA-F	4 WRMA-F	4 WHYI-F<	4 WSHE-F	4 WZTA-F<	4 WHQT-F	4 WHQT-F	4 WRMA-F
5 WRMA-F	5 WRMA-F	5 WFLC-F	5 WFLC-F<	5 WFLC-F	5 WHQT-F	5 WIOD <	5 WHYI-F	5 WPOW-F	5 WHQT-F
6 WFLC-F	6 WFLC-F>	6 WPOW-F	6 WPOW-F	6 WLYF-F	6 WHYI-F	6 WHQT-F	6 WPOW-F	6 WSHE-F	6 WHYI-F
7	7	7 WZTA-F	7 WLYF-F<	7 WMXJ-F	7 WFLC-F	7 WHYI-F	7 WZTA-F	7 WZTA-F	7 WMXJ-F
8	8	8	8	8 WRT0-F	8	8 WFLC-F	8 WRMA-F	8 WRMA-F	8 WKIS-F
9	9	9	9	9 WLVE-F	9	9	9 WFLC-F	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
WAVS	1170	DAVIE	0.6/1.6
WAXY	790	S. MIAMI	0.8/3.1
WEXY	1520	WILTON MANORS	0.6/0.9
WFTL	1400	FT. LAUDERDALE	0.8/2.8
WKAT	1360	N. MIAMI	0.4/1.5
WRFM	830	HIALEAH	0.6/1.2
WVCG	1080	CORAL GABLES	0.5/1.7
WWFE	670	MIAMI	0.4/1.2
WEAT-F	104.3	WEST PALM BEACH	0.6/2.6
WJNO	1230	WEST PALM BEACH	0.7/1.7
WRMF-F	97.9	WEST PALM BEACH	0.8/2.9

RADIO STATIONS

AM STATIONS

WAGI,	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)	
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	( --- )	WKAT owner
WWFE,	670,	50 KW/1 KW (DA-2)	, Hispanic	UPI, \$ 44.00	(Lotus)	WRHC owner

FM STATIONS

WBGJ,	105.9,	100 KW @ 1023	, Oldies - 70's	, \$ 78.00	(Mc-Guild)	Clear Channel
WCMQ,	92.3,	31 KW @ 617	, Hispanic	, \$ 65.00	(SBS)	SBS
WEDR,	99.1,	100 KW @ 918	, Black	CBS, \$165.00	(Mc-Guild)	Rivers
WFLC,	97.3,	100 KW @ 800	, AC	, \$170.00	(Christal)	Cox
WHQT,	105.1,	100 KW @ 1007	, Black/CHR	, \$130.00	(Christal)	Cox
WHYI,	100.7,	100 KW @ 928	, AC/CHR	, \$168.00	(Mc-Guild)	Clear Channel
WKIS,	99.9,	100 KW @ 984	, Country	WESTWD, \$150.00	(D&R)	Sunshine Wireless
WLVE,	93.9,	100 KW @ 1007	, Jazz	, \$172.00	(Katz)	Paxson
WLYF,	101.5,	100 KW @ 810	, Soft AC	, \$176.00	(Banner)	Jefferson-Pilot
WMXJ,	102.7,	100 KW @ 1007	, Oldies	, \$149.00	(Banner)	Jefferson-Pilot
WPOW,	96.5,	100 KW @ 1007	, CHR	SOURCE, \$170.00	(D&R)	Beasley
WQBA,	107.5,	95 KW @ 1007	, Hispanic	, \$100.00	(Katz Hisp.)	Heftel
WRTO,	98.3,	100 KW @ 1407	, Hispanic	, \$ 91.00	(Lotus)	Heftel (GOULDS)
WSHE,	103.5,	100 KW @ 1007	, AOR	, \$ 99.00	(Torbet)	TK
WTMI,	93.1,	96 KW @ 1007	, Classical	, \$102.00	(CMBS)	Marlin
WRMA,	106.7,	100 KW @ 984	, Spanish AC	, \$106.00	( --- )	WXDJ owner (D)
WXDJ,	95.7,	100 KW @ 980	, Hispanic	, \$129.00	( --- )	
WZTA,	94.9,	100 KW @ 1007	, AOR	, \$125.00	(Katz)	Paxson

Miscellaneous: WSUA sold to El Dorado for \$2,750,000 . . . WFTL sold to Paxson (D) for \$1,960,000. . .

MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,392,400  
 MSA Rank/Pop: 35/1,470,000  
 DMA # 28  
 Average Person Ratings: 16.8  
 Market TSL: 22.00 hours

Stations: 30/25  
 Diaries: 2380/568:1/54.6%  
 Sample Target: 2355  
 % Below Line: 2.6  
 % Not Listed: 10.3

1994 Revenue: \$51,500,000  
 HH Inc.: \$39,654  
 Retail \$: 13.5 Bil  
 Pop per Station: 54,116  
 #1 Biller: WTMJ \$9,000,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WMIL-F (C)	213/ 9.4	8.3	8.8	8.6	9.4	8.8		2444/18.1	16.5	17.4	G	WMIL-F
2. WTMJ (FS)	172/ 7.6	8.8	8.0	10.7	8.0	8.8		2832/20.9	26.2	22.5	H	WTMJ
3. WKTI-F (AC/CHR)	163/ 7.2	5.3	7.1	6.9	6.8	6.6		2843/21.0	18.4	21.2	G	WKTI-F
4. WKKV-F (B)	150/ 6.6	6.8	5.0	4.6	3.9	5.8		1778/13.1	12.4	10.8	C	WKKV-F
5. WOKY (ST/FS)	137/ 6.0	5.7	5.0	4.2	4.5	5.2		1554/11.5	11.0	9.5	D	WOKY
6. WKLH-F (CL AOR)	125/ 5.5	6.6	6.9	7.3	6.6	6.6		2058/15.2	16.3	18.5	G	WKLH-F
7. WLUM-F (AOR-NR)	118/ 5.2	6.0	3.8	5.1	5.7	5.0		2319/17.1	18.9	17.8	D	WLUM-F
8. WISN (T)	117/ 5.2	6.7	5.0	5.0	6.7	5.5		1975/14.6	14.5	15.7	E	WISN
9. WMYX-F (AC)	98/ 4.3	4.0	4.6	3.7	3.8	4.2		1527/11.3	11.5	12.3	E	WMYX-F
10. WLZR-F (AOR)	94/ 4.1	5.4	6.6	6.7	6.2	5.7		1634/12.1	14.8	15.7	E	WLZR-F
11. WZTR-F (O)	85/ 3.7	3.5	3.3	4.5	3.9	3.8		1687/12.5	12.2	13.2	D	WZTR-F
12. WEZW-F (SAC)	78/ 3.4	3.7	4.7	4.2	3.6	4.0		1416/10.5	9.8	10.1	D	WEZW-F
13. WLTQ-F (SAC)	63/ 2.8	3.4	3.3	2.8	3.5	3.1		1135/ 8.4	8.6	10.0	D	WLTQ-F
14. WQFM-F (AOR)	63/ 2.8	2.8	4.0	3.2	3.2	3.2		1354/10.0	10.9	12.6	C	WQFM-F
15. WFMR-F (CL)	57/ 2.5	2.8	2.2	1.9	3.0	2.4		1001/ 7.4	8.0	8.0	B	WFMR-F
16. WMCS (B)	53/ 2.3	1.4	1.8	2.0	1.7	1.9		617/ 4.6	4.0	3.1		WMCS
17. WNOV (G/B)	50/ 2.2	2.2	2.3	1.7	1.9	2.1		631/ 4.7	5.2	4.1		WNOV
18.												
19.												
20.												

12+ FM SHARE (METRO): 68.50% (1396 of 2038) (WIN 94: 70.26%)

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

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

WAUK	1510	WAUKESHA	0.7/1.4
WBKV	1470	WEST BEND	0.5/0.9
WBWI-F	92.5	WEST BEND	1.1/3.1
WEMP	1250	MILWAUKEE	0.8/3.0
WHKQ-F	92.1	RACINE	1.1/3.2
WRJN	1400	RACINE	0.5/1.6
WTKM	1540	HARTFORD	0.3/0.4
WTKM-F	104.9	HARTFORD	1.2/2.9
WGN	720	CHICAGO	0.9/2.6
WIIL-F	95.1	KENOSHA	0.5/1.8
WIND	560	CHICAGO	0.4/0.8
WLS	890	CHICAGO	0.4/0.7
WMAQ	670	CHICAGO	0.4/1.8

MILWAUKEE

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

FM STATIONS

WEZW, 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	
WKTJ, 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-NR	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-Lynette	
WZTR, 95.7, 34 KW @ 610, Oldies	, \$ 50.00 (Banner)	Shockley	

MINNEAPOLIS-ST. PAUL

Arbitron Rank/Pop (12+): 16/2,146,200

Stations: 21/21  
Diaries: 3047/ 722:1/61.3%  
Sample Target: 3030  
% Below Line: 0.0  
% Not Listed: 16.9

1994 Revenue: \$95,500,000  
HH Inc.: \$41,666  
Retail \$: 26.0 Bil  
Pop per Station: 104,795  
#1 Biller: WCCO \$19,200,000

MSA Rank/Pop: 12/2,740,000  
DMA # 14  
Average Person Ratings: 17.1  
Market TSL: 22.25 Hours

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. KQRS-AF (AOR/CL)	467/12.4	12.1	13.1	10.5	12.2	12.0		6353/28.9	28.1	27.3	J	KQRS-AF
2. WCCO (FS)	466/12.4	11.1	12.6	12.9	12.7	12.3		6212/28.2	29.8	31.6	J	WCCO
3. KDWB-F (CHR)	275/ 7.3	6.4	6.2	6.8	7.2	6.7		4756/21.6	20.8	20.9	G	KDWB-F
4. KEGE-F (AOR-NR)	257/ 6.8	5.8	6.5	5.3	4.2	6.1		4453/20.2	19.0	13.6	F	KEGE-F
5. WLTE-F (SAC)	233/ 6.2	6.4	5.7	6.4	7.1	6.2		4111/18.7	18.6	19.1	H	WLTE-F
6. WBOB-F (C)	220/ 5.8	4.8	4.6	4.1	5.4	4.8		3335/15.2	14.0	13.7	F	WBOB-F
7. KSTP-F (AC)	201/ 5.3	6.1	5.5	7.7	6.9	6.2		4592/20.9	19.5	21.8	I	KSTP-F
8. KEEY-F (C)	199/ 5.3	5.6	5.0	5.5	5.8	5.4		3278/14.9	17.1	16.1	H	KEEY-F
9. KSTP (N/T)	185/ 4.9	5.4	4.6	5.1	4.7	5.0		2621/11.9	12.5	12.0	E	KSTP
10. KTCZ-F (AOR-P)	152/ 4.0	3.9	3.9	4.0	3.9	4.0		2741/12.5	9.9	10.9	G	KTCZ-F
11. KQQL-F (O)	147/ 3.9	5.7	5.4	5.2	4.5	5.1		3391/15.4	17.3	15.7	G	KQQL-F
12. KJJO-F (J)	119/ 3.2	2.5	3.5	3.3	1.7	3.1		1820/ 8.3	7.9	7.5	D	KJJO-F
13. KLBB-AA (ST)	61/ 1.7	1.7	2.3	1.9	1.9	1.9		963/ 4.4	4.4	4.8	C	KLBB-AA
14. KFAN (SPRTS)	60/ 1.6	2.4	1.7	1.5	1.6	1.8		1471/ 6.7	8.4	6.3	C	KFAN
15.												

12+ FM SHARE (METRO): 73.78% (2314 of 3136) (WIN 94: 72.59%)

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 WCCO <	1 KDWB-F<	1 WCCO >>
2 KEGE-F>>	2 KEGE-F	2 KEGE-F	2 KSTP-F	2 WCCO <	2 KQRS-AF	2 WCCO >>	2 KSTP <	2 KQRS-AF	2 WCCO <	2 KQRS-F
3	3 KDWB-F	3 KDWB-F	3 WLTE-F	3 WLTE-F	3 WTLE-F	3 KDWB-F	3 WCCO	3 KEGE-F	3 KEGE-F	3 WLTE-F
4	4 KEEY-F	4 KSTP-F<	4 WCCO	4 KSTP-F	4 KSTP	4 WLTE-F	4 WLTE-F	4 KDWB-F	4 KQRS-AF	4 KDWB-F
5	5 WBOB-F	5 WBOB-F<	5 KTCZ-F	5 KEEY-F<	5 KQQL-F	5 WBOB-F<	5 KEGE-F<	5 WLTE-F	5 WBOB-F	5 KEEY-F
6	6 KSTP-F	6 WLTE-F	6 WBOB-F	6 KTCZ-F	6	6 KEGE-F<	6 KDWB-F<	6 KSTP-F<	6 WLTE-F	6 KQQL-F
7	7	7	7 KEEY-F	7 WBOB-F	7	7 KSTP-F<	7 KEEY-F	7 KEEY-F	7	7 KEGE-F
8	8	8	8	8 KSTP	8	8 KEEY-F	8 KSTP-F<	8	8	8
9	9	9	9	9	9	9	9 WBOB-F	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 KDWB-F	1 KQRS-AF<	1 KQRS-AF	1 KQRS-AF	1 KQRS-AF	1 KEGE-F	1 KQRS-AF	1 KQRS-AF>>	1 KQRS-AF>>	1 KQRS-AF>>
2 KQRS-AF	2 KDWB-F>	2 KDWB-F	2 KDWB-F	2 WLTE-F	2 KQRS-AF	2 KEGE-F>>	2 KEEY-F	2 KEGE-F>	2 WCCO <
3 KEGE-F	3 KSTP-F	3 KSTP-F	3 WLTE-F<	3 KSTP-F	3 KDWB-F	3 KEEY-F	3 KEGE-F	3 KSTP <	3 KSTP
4 WBOB-F	4 WBOB-F<	4 WBOB-F	4 KSTP-F	4 WCCO	4 WBOB-F	4 WBOB-F<	4 KTCZ-F	4 KTCZ-F<	4 KTCZ-F
5 KEEY-F	5 KEGE-F	5 KEEY-F	5 WBOB-F	5 KDWB-F	5 KSTP-F	5 KDWB-F	5 WBOB-F	5 WBOB-F	5 KEEY-F
6 WLTE-F	6 KEEY-F	6 WLTE-F	6 KEEY-F	6 KEEY-F	6 KTCZ-F	6 KTCZ-F	6 KSTP	6 WCCO	6 KEGE-F
7 KSTP-F	7 WLTE-F	7 KEGE-F	7 KEGE-F	7 KQQL-F	7	7	7 KSTP-F	7 KEEY-F	7 WBOB-F
8	8	8 KTCZ-F	8	8 WBOB-F	8	8	8 KFAN	8	8
9	9	9	9	9	9	9	9	9	9

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

KCFE-F	105.7	EDEN PRAIRIE	0.6/2.0
KREV-F	105.1	LAKEVILLE	0.6/2.7
WREV-F	105.3	CAMBRIDGE	0.1/1.1
WIMN	1220	STILLWATER	0.9/1.7
WMIN	740	HUDSON, WI	0.3/0.9

MINNEAPOLIS-ST. PAUL  
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RADIO STATIONS  
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AM STATIONS  
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KFAN, 1130, 50 KW/25 KW (DA-2), Sports	WESTWD, ABC, \$ 40.00 (Christal)	Shamrock
KLBB, 1400, 1 KW, Standards	WESTWD, \$ 29.00 ( --- )	
KSTP, 1500, 50 KW (DA-N), Talk	TALKNT, ABC, \$ 74.00 (Mc-Guild)	Hubbard
WCCO, 830, 50 KW, Full Service	CBS, \$ 310.00 (CBS)	CBS
WDGY, 630, 5 KW/500 W (DA-2), Country	, \$ 27.00 ( --- )	

FM STATIONS  
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KDWB, 101.3, 100 KW @ 1033, CHR	, \$ 149.00 (Banner)	Chancellor
KEEY, 102.1, 100 KW @ 1033, Country	, \$ 241.00 (Christal)	Shamrock
KJJO, 104.1, 100 KW @ 1069, Jazz	ABC, \$ 55.00 (MMR)	Park
KQQL, 107.9, 97 KW @ 1089, Oldies	, \$ 127.00 (D&R)	Colfax
KQRS, 92.5, 100 KW @ 1033, Classic AOR	ABC, \$ 255.00 (Katz)	Cap Cities/ABC
KEGE, 93.7, 100 KW @ 820, AOR-NR	ABC, \$ 96.00 (Katz)	Cap Cities/ABC
KSTP, 94.5, 100 KW @ 1220, AC	, \$ 178.00 (Mc-Guild)	Hubbard
KTCZ, 97.1, 100 KW @ 1033, Prog. AOR	, \$ 100.00 (MMR)	Chancellor
WBOB, 100.3, 100 KW @ 922, Country	, \$ 60.00 (D & R)	Colfax
WLTE, 102.9, 100 KW @ 1033, Soft AC	, \$ 198.00 (CBS)	CBS

Miscellaneous: KJJO A/F changes from Country to Jazz (Mar). . . Sherburne Rem (MN) and Pierce (WI) counties were added to the Metro (Winter 1995). . .

MOBILE  
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Arbitron Rank/Pop (12+): 85/414,500

Stations: 26/19  
Diaries: 1046/396:1/51.6%  
Sample Target: 990  
% Below Line: 13.3  
% Not Listed: 13.0

1994 Revenue: \$21,300,000 (Includes Pensacola)  
HH Inc.: \$26,898  
Retail \$: 7.3 Bil (Includes Pensacola)  
Pop per Station: 21,815  
#1 Biller: WKSJ-AF \$3,500,000

MSA Rank/Pop: 99/ NA  
DMA # 62  
Average Person Ratings: 15.8  
Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WBLX-F (B)	87/13.3	13.6	12.8	15.3	9.8	13.8		925/22.3	20.5	18.5	D	WBLX-F
2. WABB-F (CHR)	58/ 8.9	7.1	6.7	6.1	6.6	7.2		947/22.8	18.5	19.3	C	WABB-F
WKSJ-F (C)	58/ 8.9	8.5	11.8	13.3	15.8	10.6		919/22.2	22.5	30.2	E	WKSJ-F
4. WNTM (N/T)	36/ 5.5	5.1	5.1	5.5	8.1	5.3		427/10.3	11.5	13.9	C	WNTM
5. WWRO-F (O)	34/ 5.2	5.6	6.3	6.8	5.6	6.0		614/14.8	13.5	12.5	C	WWRO-F
6. WMXC-F (AC)	33/ 5.0	4.5	5.7	4.9	5.6	5.0		610/14.7	12.3	15.9		WMXC-F
7. WDWG-F (C)	32/ 4.9	5.8	---	---	---	---		623/15.0	14.4	---		WDWG-F
8. WDLT-F (B/AC)	31/ 4.7	5.1	6.8	6.8	3.1	5.9		482/11.6	10.9	7.4		WDLT-F
WGOK (B)	31/ 4.7	4.1	5.7	3.5	4.6	4.5		420/10.1	10.3	8.9		WGOK
10. WMYC-F (C)	25/ 3.8	2.0	4.8	4.8	4.1	3.9		416/10.0	6.2	12.2		WMYC-F
11. WGCK-F (AOR)	23/ 3.5	3.0	4.8	6.1	7.7	4.4		382/ 9.2	8.9	14.7		WGCK-F
12. WAVH-F (O)	20/ 3.1	3.4	0.6	---	0.4	---		349/ 8.4	6.9	2.6		WAVH-F
13. WMEZ-F (SAC)	19/ 2.9	2.8	3.3	1.0	1.3	2.5		254/ 6.1	7.0	5.2	B	WMEZ-F
14. WXBM-F (C)	16/ 2.4	3.2	3.9	4.9	5.0	3.6		342/ 8.3	8.8	9.8	E	WXBM-F
15.												

12+ FM SHARE (METRO): 80.67% (459 of 569) (WIN 94: 81.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WABB-F<	1 WBLX-F>	1 WBLX-F>	1 WBLX-F>	1 WBLX-F>	1 WKSJ-F	1 WBLX-F	1 WNTM	1 WBLX-F>	1 WBLX-F>>	1 WBLX-F
2 WBLX-F>>	2 WABB-F>	2 WABB-F	2 WMXC-F	2 WKSJ-F	2 WNTM <	2 WKSJ-F<	2 WKSJ-F	2 WABB-F	2 WABB-F>	2 WKSJ-F
3	3 WWRO-F	3 WKSJ-F	3 WKSJ-F<	3 WMXC-F	3 WBLX-F	3 WABB-F>	3 WBLX-F	3 WKSJ-F>	3 WGOK	3 WMXC-F
4	WGCK-F	WWRO-F<	4 WABB-F	4 WWRO-F	4 WDLT-F	4 WDWG-F<	4 WABB-F	4 WMXC-F	4 WDLT-F	4 WGCK-F
5	5 WKSJ-F	5 WMXC-F	WWRO-F	WABB-F	5 WMXC-F	5 WNTM	5 WMXC-F	WNTM	5 WDWG-F	5
6	WDWG-F	6 WDWG-F	6	6	6	6	6 WMYC-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 WBLX-F	1 WBLX-F>	1 WBLX-F	1 WBLX-F>	1 WBLX-F	1 WBLX-F	1 WBLX-F>	1 WBLX-F	1 WBLX-F>	1 WBLX-F>
2 WABB-F	2 WABB-F>	2 WKSJ-F	2 WABB-F<	2 WKSJ-F	2 WABB-F	2 WABB-F	2 WWRO-F	2 WABB-F	2 WKSJ-F
3 WMYC-F	3 WKSJ-F	3 WABB-F	3 WMXC-F<	3 WMXC-F	3 WGCK-F	3 WABB-F	3 WABB-F	3 WWRO-F	3 WWRO-F
4 WWRO-F	4 WDWG-F	WDWG-F	4 WKSJ-F	4 WABB-F	4 WDWG-F	4 WWRO-F	4 WGCK-F	4 WGCK-F	4 WABB-F
5	5 WMXC-F	WMXC-F	5 WDWG-F	5 WDWG-F	5	5 WDWG-F	5	5 WKSJ-F	5 WDLT-F
6	6 WMYC-F	6	6 WWRO-F	6	6	6	6	6 WDWG-F	6 WAVH-F
7	7	7	7	7	7	7	7	7	7

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

WABF	1220	FAIRHOPE	0.9/1.6
WBHY	840	MOBILE	0.9/2.1
WBLX	660	FAIRHOPE	0.9/2.6
WHEP	1310	FOLEY	1.5/1.7
WKSJ	1270	PRICHARD	0.5/1.2
WLTV	1410	MOBILE	1.4/3.3
WNXP-F	105.5	BAY MINETTE	0.8/2.9
WZBA-F	104.9	MOSS POINT, MS	0.5/3.7
WKNN-F	99.1	PASCAGOULA	0.5/2.9
WMJY-F	93.7	BILOXI	0.8/2.7
WOWW-F	107.3	PENSACOLA	1.1/3.7
WWL	870	NEW ORLEANS	0.5/1.6



MOBILE  
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RADIO STATIONS  
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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-N)	,	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  
 MSA Rank/Pop: 51/1,080,000  
 DMA # 34  
 Average Person Ratings: 16.7  
 Market TSL: 21.75 hours

Stations: 27/26  
 Diaries: 1492/594:1/51.3%  
 Sample Target: 1430  
 % Below Line: 3.9  
 % Not Listed: 13.8

1994 Revenue: \$42,400,000  
 HH Inc.: \$36,632  
 Retail \$: 11.4 Bil  
 Pop per Station: 34,085  
 #1 Biller: WSIX-F \$10,000,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WSIX-F (C)	217/14.7	15.9	14.8	18.6	14.7	16.0		2589/29.2	28.3	28.0	I	WSIX-F
2. WSM -F (C)	193/13.1	10.2	12.4	10.6	14.0	11.6		2232/25.2	22.8	26.1	G	WSM -F
3. WYHY-F (CHR)	93/ 6.3	5.1	5.1	6.0	7.9	5.6		1788/20.2	18.2	20.5	D	WYHY-F
WQQK-F (B)	93/ 6.3	5.5	7.3	8.6	8.2	6.9		1220/13.8	11.8	13.8	D	WQQK-F
5. WLAC-F (AC)	77/ 5.2	4.4	4.0	5.3	5.5	4.7		1317/14.9	15.8	16.2	E	WLAC-F
6. WRMX-F (O)	74/ 5.0	3.9	4.4	3.8	3.4	4.3		1176/13.3	11.3	9.3	C	WRMX-F
7. WJXA-F (SAC)	70/ 4.7	5.4	6.3	5.7	4.9	5.5		989/11.2	12.1	12.5	D	WJXA-F
8. WKDF-F (AOR)	69/ 4.7	5.9	6.0	5.6	6.0	5.6		1303/14.7	14.8	15.8	E	WKDF-F
9. WJCE-F (C)	58/ 3.9	3.6	2.9	2.2	2.0	3.2		778/ 8.8	7.7	5.5		WJCE-F
10. WSM (C/FS)	54/ 3.7	2.8	2.6	2.2	3.0	2.8		763/ 8.6	8.6	9.3	C	WSM
11. WGF-F (O-70's)	50/ 3.4	6.4	4.9	6.3	4.4	5.3		1184/13.4	15.7	13.0	D	WGF-F
12. WLAC (N/T)	47/ 3.2	4.6	4.3	3.7	4.4	4.0		761/ 8.6	12.0	10.1	D	WLAC
13. WVOL (B)	31/ 2.1	2.6	1.4	2.1	1.6	2.1		425/ 4.8	5.5	5.3	A	WVOL
14. WRLT-F (AOR)	29/ 2.0	1.5	2.1	2.0	2.3	1.9		496/ 5.6	6.1	5.0	C	WRLT-F
15. WWTN-F (T)	28/ 1.9	2.5	2.1	1.7	1.5	2.1		675/ 7.6	6.8	5.2	B	WWTN-F
16. WAMB-AF (ST)	24/ 1.6	1.4	1.8	2.2	1.3	1.8		318/ 3.6	3.0	3.9		WAMB-AF
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 85.48% (1089 of 1274) (WIN 94: 86.30%)

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 WSM -F<	1 WSIX-F>	1 WSIX-F	1 WSIX-F<	1 WQQK-F	1 WSIX-F
2 WQQK-F>	2 WSM -F	2 WSM -F>	2 WSM -F>	2 WSM -F>	2 WSIX-F>	2 WSM -F>	2 WSM -F>>	2 WSM -F>	2 WSIX-F	2 WSM -F
3 WKDF-F<	3 WYHY-F	3 WQQK-F<	3 WLAC-F	3 WRMX-F	3 WRMX-F	3 WSM	3 WJXA-F	3 WYHY-F	3 WSM -F<	3 WSM
4 WSIX-F	4 WQQK-F	4 WYHY-F	WRMX-F	4 WLAC-F	4 WSM	4 WYHY-F	WLAC <	4 WQQK-F<	4 WYHY-F	4 WQQK-F
5	5 WKDF-F	5 WLAC-F	5 WQQK-F	5 WJXA-F	5 WJXA-F	5 WJXA-F	5 WLAC-F	5 WLAC-F	5 WKDF-F	5 WJXA-F
6	6 WLAC-F	6 WKDF-F	6 WJCE-F	6 WQQK-F<	6	WLAC-F	6 WRMX-F	6 WKDF-F	6	6
7	7	7	WJXA-F<	7 WGF-F<	7	7	7	7	7	7
8	8	8	8 WGF-F	8 WJCE-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 WSM -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 WSIX-F
2 WYHY-F	2 WSM -F>	2 WLAC-F	2 WSM -F>	2 WSM -F>	2 WYHY-F	2 WYHY-F<	2 WSM -F	2 WSM -F>	2 WSM -F>
3 WSIX-F	3 WYHY-F	WSM -F	3 WLAC-F	3 WLAC-F	WKDF-F	3 WKDF-F<	3 WGF-F	3 WKDF-F	3 WRMX-F
4 WQQK-F	4 WQQK-F<	4 WQQK-F	4 WQQK-F	4 WRMX-F	4 WQQK-F	4 WSM -F	4 WYHY-F	4 WYHY-F	4 WGF-F
5 WKDF-F	5 WLAC-F	5 WGF-F	5 WYHY-F<	5 WJXA-F	5 WSM -F	5 WQQK-F>	5 WKDF-F	5 WQQK-F<	5 WKDF-F
WJCE-F	6 WJCE-F	WYHY-F	6 WRMX-F	6 WQQK-F	6	6 WGF-F	WQQK-F	6 WJCE-F	WJCE-F
7	7	WJCE-F	7	7	7	7	7	7	7

NASHVILLE

OTHER RATED STATIONS		METRO CUME TSA TSA SHARE/RTG/AQH/CUME	
WANT-AF	98.9	LEBANON	0.4/1.8
WDBL-F	94.3	SPRINGFIELD	0.4/1.0
WENO	760	NASHVILLE	0.3/0.9
WKDA	1240	NASHVILLE	0.5/3.6
WMDB	880	NASHVILLE	0.8/1.9
WNQM	1300	NASHVILLE	0.4/0.8
WQZQ-F	102.5	DICKSON	0.4/1.7
WRLG-F	94.1	SMYRNA	0.9/3.0
WYCO-F	102.9	SHELBYVILLE	0.4/3.7

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)	Keymarket
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)	Keymarket
WQQK, 92.1, 3 KW @ 462, Black	, \$ 46.00 (MMR)	(HENDERSON.)
WRLT, 100.1, 0.2 KW @ 1181, New Rock	, \$ 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 (---)	Keymarket (RUSSELLVILLE, KY)

Miscellaneous: WJCE-F, WLAC A/F sold by Keymarket to River City (semi-D) for \$26,000,000 (E) (Star). . .

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: 17.7  
Market TSL: 23.00 hours

Stations: 40/14  
Diaries: 2863/793:1/51.4%  
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	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WALK-AF (AC)	253/ 6.3	5.8	5.3	6.6	6.6	6.0		3118/13.7	13.6	14.5	I	WALK-AF
2. WBLI-F (AC/CHR)	147/ 3.6	3.9	4.0	3.8	3.5	3.8		2329/10.3	11.1	11.3	G	WBLI-F
3. WYNY-F (C)	146/ 3.6	2.7	3.0	2.1	3.1	2.9		1773/ 7.8	7.3	7.9		WYNY-F
4. WHLI (ST)	137/ 3.4	3.2	3.9	3.2	2.9	3.4		895/ 3.9	3.8	3.2	C	WHLI
5. WBAB-F (AOR)	135/ 3.4	3.6	3.8	3.5	4.1	3.6		2509/11.1	10.7	13.6	G	WBAB-F
6. WKJY-F (AC)	124/ 3.1	3.7	3.0	3.0	3.7	3.2		2047/ 9.0	7.8	8.0	F	WKJY-F
7. WBZO-F (O)	95/ 2.4	2.6	2.4	2.6	1.6	2.5		1332/ 5.9	6.5	4.2	C	WBZO-F
8. WDRE-F (AOR-NR)	64/ 1.6	1.9	1.9	2.3	1.7	1.9		1207/ 5.3	6.8	6.1	E	WDRE-F
WRCN-FF (AOR)	64/ 1.6	1.7	1.8	2.3	2.5	1.9		1293/ 5.7	5.0	NA	D	WRCN-FF
10. WGSN (ST)	22/ 0.5	0.4	0.4	1.4	1.8	0.7		362/ 1.6	1.7	3.3	B	WGSN
W LIM (ST)	22/ 0.5	---	---	---	0.3	---		195/ 0.9	---	0.8		W LIM
12. WBAZ-F (SAC)	18/ 0.4	---	---	---	0.6	---		289/ 1.3	---	1.5		WBAZ-F

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

12+ FM SHARE (METRO): NA

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDRE-F	1 WBAB-F<	1 WALK-AF>	1 WALK-AF>	1 WALK-AF>	1 WALK-AF	1 WALK-AF>>	1 WALK-AF>	1 WALK-AF>	1 WKJY-F	1 WALK-F>
2 WKJY-F	2 WALK-AF<	2 WBAB-F	2 WBAB-F	2 WBAB-F<	2 WHLI	2 WYNY-F<	2 WBLI-F	2 WYNY-F	2 WALK-AF	2 WBAB-F
3 WBLI-F	3 WBAB-F	3 WBLI-F	3 WYNY-F<	3 WYNY-F	3 WYNY-F	3 WBLI-F	3 WKJY-F	3 WBLI-F	3 WYNY-F	3 WBLI-F
4	4 WBLI-F	4 WKJY-F	4 WBLI-F<	4 WBLI-F	4 WBZO-F	4 WBAB-F	4 WBAB-F	4 WBAB-F	WBAB-F	4
5	5 WKJY-F	5 WYNY-F	5 WKJY-F	WKJY-F	5 WBLI-F	5 WBZO-F	5 WYNY-F	5	5 WBLI-F	5
6	6	6	6	6	6 WKJY-F	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 WBLI-F	1 WBLI-F	1 WALK-AF	1 WALK-AF>	1 WALK-AF>	1 WRCN-FF	1 WBAB-F<	1 WBAB-F	1 WALK-AF	1 WALK-AF
2 WALK-AF	2 WALK-AF	2 WBLI-F	2 WBLI-F	2 WKJY-F	2 WBAB-F	2 WALK-AF	2 WALK-AF	WBAB-F<	2 WBAB-F<
3 WKJY-F	3 WKJY-F	3 WKJY-F	3 WKJY-F	3 WBLI-F	3 WDRE-F	3 WRCN-FF	3 WYNY-F	3 WYNY-F	3 WYNY-F
4 WDRE-F	4 WBAB-F	4 WBAB-F	4 WYNY-F	4 WYNY-F	4 WALK-AF	4 WDRE-F	4 WBLI-F	4 WRCN-FF	4 WBZO-F
WRCN-FF	5	5 WYNY-F	5 WBAB-F	5 WBZO-F	5	5	WDRE-F	5	5
WYNY-F	6	6 WDRE-F	6	6	6	6	6	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	4.6/ 9.4	WHTZ-F	5.0/19.3	WPAT-F	1.5/ 4.6
WAXQ-F	2.3/ 7.1	WINS	2.3/13.3	WPLJ-F	3.8/13.2
WBLS-F	1.3/ 5.7	WLTW-F	2.1/ 8.1	WQCD-F	2.6/ 8.7
WCBS	3.9/14.5	WMXV-F	2.3/ 7.8	WQEW	1.1/ 3.2
WCBS-F	3.9/11.7	WNEW-F	2.4/ 9.0	WQHT-F	2.9/ 8.4
WFAN	3.6/12.0	WNWK-F	0.3/ 0.9	WQXR-F	2.3/ 5.1
WFME-F	0.3/ 1.0	WOR	3.0/ 6.8	WRKS-F	2.6/ 7.8
				WSKQ-F	1.4/ 2.3
				WXRK-F	3.5/12.0

WEZN-F	99.9	BRIDGEPORT, CT	1.1/5.2
WKHL-F	96.7	STAMFORD, CT	0.3/1.7
WPLR-F	99.1	NEW HAVEN	0.5/1.9

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

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

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

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

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

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NEW ORLEANS

Arbitron Rank/Pop (12+): 38/1,030,200  
 MSA Rank/Pop: 41/1,320,000  
 DMA # 40  
 Average Person Ratings: 17.2  
 Market TSL: 22.75 hours

Stations: 27/25  
 Diaries: 2577/400:1/48.2%  
 Sample Target: 2475  
 % Below Line: 1.1  
 % Not Listed: 10.6

1994 Revenue: \$38,600,000  
 HH Inc.: \$31,821  
 Retail \$: 11.6 Bil  
 Pop per Station: 41,208  
 #1 Biller: WWL \$8,000,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WQUE-F (B)	231/13.0	13.6	13.7	12.4	11.5	13.2		2717/26.4	23.8	22.4	E	WQUE-F
2. WNOE-AF (C)	162/ 9.2	10.4	9.0	9.0	8.2	9.4		2103/20.4	20.2	16.2	G	WNOE-AF
3. WRNO-F (O-70's)	130/ 7.3	3.8	3.9	4.8	3.5	5.0		1803/17.5	12.2	11.2	D	WRNO-F
4. WWL (N/T)	128/ 7.2	7.3	8.4	8.4	8.2	7.8		1789/17.4	18.2	19.7	H	WWL
5. WYLD-F (B/AC)	126/ 7.1	8.2	9.5	9.1	7.6	8.5		1973/19.2	21.0	17.8	D	WYLD-F
6. WEZB-F (CHR)	96/ 5.4	5.2	5.8	5.9	6.9	5.6		1979/19.2	18.7	23.9	E	WEZB-F
7. WLTS-F (AC)	89/ 5.0	5.1	5.3	5.7	5.6	5.3		1312/12.7	13.7	13.8	D	WLTS-F
8. KLJZ-F (J)	85/ 4.8	4.8	1.3	1.4	1.4	3.1		1257/12.2	11.4	4.2	A	KLJZ-F
9. KMEZ-F (B/AC)	74/ 4.2	4.5	4.3	3.8	5.2	4.2		1103/10.7	11.1	12.5	C	KMEZ-F
WTKL-F (O)	74/ 4.2	4.2	5.1	4.5	3.3	4.5		1110/10.8	10.9	8.3	C	WTKL-F
11. WLMG-F (SAC)	72/ 4.1	5.2	5.4	4.3	6.4	4.8		1321/12.8	14.6	15.3	E	WLMG-F
12. WYLD (G)	56/ 3.2	2.7	2.6	3.5	3.5	3.0		670/ 6.5	7.5	7.2		WYLD
13. WCKW-F (SAC)	54/ 3.0	1.7	2.7	3.7	2.8	2.8		898/ 8.7	7.9	8.2		WCKW-F
14. WBYU (ST)	49/ 2.8	3.3	2.3	3.5	3.7	3.0		601/ 5.8	6.1	7.1	B	WBYU
15. WZRH-F (AOR-NR)	28/ 1.6	1.5	1.9	1.5	1.8	1.6		666/ 6.5	5.5	5.5		WZRH-F
16. WSMB (T)	24/ 1.4	1.1	1.3	1.1	1.7	1.2		506/ 4.9	4.5	4.8		WSMB
WBOK (G)	24/ 1.4	1.7	1.9	1.2	2.6	1.6		537/ 5.2	5.5	5.2		WBOK
18. WTIX (ST)	17/ 1.0	0.8	1.2	1.2	1.3	1.1		262/ 2.5	2.4	3.6		WTIX
19.												
20.												

12+ FM SHARE (METRO): 79.51% (1261 of 1586) (WIN 94: 75.13%)

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 WRNO-F	1 WRNO-F<	1 WWL <	1 WQUE-F	1 WWL	1 WQUE-F>	1 WQUE-F>>	1 WQUE-F
2 WEZB-F	2 WRNO-F<	2 WRNO-F	2 WNOE-AF<	2 WNOE-AF	2 WNOE-AF>	2 WNOE-AF	2 WNOE-AF<	2 WNOE-AF	2 WYLD-F>	2 WYLD-F
3	3 WYLD-F	3 WNOE-AF	3 WQUE-F	3 WQUE-F	3 WTKL-F	3 WWL	3 WRNO-F	3 WRNO-F	3 WNOE-AF	3 KLJZ-F
4	4 WEZB-F<	4 WYLD-F	4 WYLD-F	4 WYLD-F	4 KLJZ-F<	4 WEZB-F	4 WQUE-F	4 WWL	4 KMEZ-F	WNOE-F
5	5 WLTS-F<	5 WLTS-F	5 WLTS-F	5 WLTS-F	5 WRNO-F	5 WRNO-F	5 WLTS-F	5 WYLD-F	WRNO-F	WWL
6	6 WNOE-AF	6 WEZB-F	6 KLJZ-F	6 KLJZ-F	6	6 WYLD-F	6 WYLD-F	6 WLTS-F	6	6 WBYU
7	7	7 KLJZ-F	7 KMEZ-F	7 WTKL-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 WQUE-F	1 WQUE-F	1 WQUE-F	1 WQUE-F	1 WNOE-AF<	1 WQUE-F	1 WQUE-F	1 WRNO-F	1 WRNO-F	1 WRNO-F>
2 WLTS-F	2 WYLD-F<	2 WYLD-F	2 WNOE-AF<	2 WQUE-F<	2 WEZB-F	2 WRNO-F	2 WQUE-F	2 WQUE-F	2 WNOE-AF<
WNOE-AF	3 WLTS-F>	3 WLTS-F	3 WYLD-F	3 WYLD-F	3 WYLD-F	3 WEZB-F	3 WCKW-F	3 WEZB-F	3 WWL <
WYLD-F	4 WNOE-AF	4 WRNO-F	4 WLTS-F	4 WLTS-F	4 WNOE-AF	4 WYLD-F	4 WYLD-F	4 WNOE-AF<	4 WQUE-F<
5 WEZB-F	WRNO-F	5 WNOE-AF	5 WRNO-F	5 WLMG-F	WRNO-F	5 WCKW-F	5 WNOE-AF	5 WYLD-F	5 KLJZ-F<
6	6	6 KMEZ-F	6 KMEZ-F	KMEZ-F	6	6 WNOE-AF	WEZB-F	6 WCKW-F	6 WCKW-F<
7	7	WLMG-F	7 WLMG-F	7 WRNO-F	7	7	7	7 WWL	7 WYLD-F<
8	8	8	8	8	8	8	8	8 KLJZ-F	8 WTKL-F

METRO CUME TSA TSA  
 SHARE/RTG/AQH/CUME

OTHER RATED STATIONS			
KHOM-F	104.1	HOUMA	0.4/2.8
KLRZ-F	100.3	LAROSE	0.6/2.4
WADU-F	94.9	RESERVE	0.3/0.7
WGSO	990	NEW ORLEANS	0.5/2.3
WODT	1280	NEW ORLEANS	0.5/2.6
WSHO	800	NEW ORLEANS	0.3/1.1
WFMF-F	102.5	BATON ROUGE	0.6/2.0
WKJN-F	103.3	BATON ROUGE	0.5/1.6

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
WNOE, 1060, 50 KW/5 KW (DA-2)	-- SEE WNOE-FM		
WODT, 1280, 5 KW (DA-1)	-- SEE WQUE-FM		
WSMB, 1350, 5 KW (DA-2)	, Talk	ABC, \$ 21.00 (Katz)	
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)	Keymarket
WYLD, 940, 10 KW/500 W (DA-2)	, Gospel	ABC, \$ 19.00 (D&R)	Clear Channel

FM STATIONS

KGTR, 106.7, 100 KW @ 981, Country		, \$ 29.00 (Mc-Guild)	Radio Equity	(PORT SULPHUR)
KHOM, 104.1, 100 KW @ 1945, Oldies		WESTWD, \$ 27.00 (Torbet)		(HOUMA)
KMEZ, 102.9, 5 KW @ 604, Black AC		SMN, \$ 39.00 (Katz)		(BELLE CHASE)
WCKW, 92.3, 100 KW @ 1945, Classic AOR		, \$ 46.00 (Banner)		(LAPLACE)
WEZB, 97.1, 100 KW @ 449, CHR		, \$ 87.00 (MMR)	EZ	
WLMG, 101.9, 100 KW @ 830, Soft AC		, \$ 91.00 (Katz)	Keymarket	
WLTS, 105.3, 100 KW @ 902, AC		ABC, \$ 59.00 (Banner)	Muniz	
WNOE, 101.1, 100 KW @ 1003, Country		WESTWD, \$ 107.00 (Mc-Guild)	Radio Equity	
WQUE, 93.3, 93 KW @ 459, Black		, \$ 79.00 (D&R)	Clear Channel	
WRNO, 99.5, 100 KW @ 1004, Oldies-70's		SOURCE, \$ 40.00 (Christal)	EZ	
WTKL, 95.7, 100 KW @ 984, Oldies		, \$ 39.00 (Banner)	Muniz	
WYLD, 98.5, 100 KW @ 361, Black		ABC, \$ 54.00 (D&R)	Clear Channel	
WZRH, 106.1, 50 KW @ 492, New Rock		, \$ 17.00 ( --- )		(PICAYNE)

Miscellaneous: WSHO sold for \$675,000. . . WQUE changes to WODT (Feb). . . WWL, WSMB, WLMG-F and KMEZ-F sold by Keymarket to River City (D) for \$35,000,000 (E) (Star). . .

NEW YORK  
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Arbitron Rank/Pop (12+): 1/14,124,200  
MSA Rank/Pop: 1/15,600,000  
DMA # 1  
Average Person Ratings: 18.9  
Market TSL: 24.75 hours

Stations: 45/44  
Diaries: 8991/1571:1/47.6%  
Sample Target: 7455  
% Below Line: 0.5  
% Not Listed: 10.4

1994 Revenue: \$401,200,000  
HH Inc.: \$45,479  
Retail \$:114.4 Bil  
Pop per Station: 321,005  
#1 Biller: WFAN \$33,500,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WRKS-F (B/AC)	1960/ 7.4	3.8	4.2	4.1	4.3	4.9		22179/15.7	12.5	13.2	J	WRKS-F
2. WQHT-F (U/CHR)	1441/ 5.4	4.8	4.5	4.4	4.1	4.8		18641/13.2	13.5	13.0	I	WQHT-F
3. WCBS-F (O)	1236/ 4.6	4.9	4.3	4.5	4.6	4.6		17806/12.6	13.5	12.4	K	WCBS-F
4. WHTZ-F (CHR)	1184/ 4.4	4.2	4.6	4.1	4.0	4.3		23576/16.7	16.2	15.5	J	WHTZ-F
5. WSKQ-F (SP)	1171/ 4.4	4.2	3.4	3.1	3.1	3.8		11023/ 7.8	7.5	5.8	H	WSKQ-F
6. WLTW-F (SAC)	1093/ 4.1	4.4	4.9	5.0	4.7	4.6		17322/12.3	13.6	14.0	K	WLTW-F
7. WABC (T)	1087/ 4.1	4.7	3.9	3.7	4.2	4.1		12674/ 9.0	9.7	9.1	J	WABC
8. WINS (N)	1077/ 4.0	3.6	3.7	4.0	4.3	3.8		22987/16.3	16.0	17.6	K	WINS
9. WPLJ-F (CHR/MR)	929/ 3.5	3.8	4.5	4.0	3.4	4.0		17125/12.1	13.6	12.8	J	WPLJ-F
10. WCBS (N)	927/ 3.5	3.5	3.1	3.1	3.6	3.3		18912/13.4	13.2	14.4	K	WCBS
11. WQCD-F (J)	873/ 3.3	3.9	3.5	3.6	3.6	3.6		13470/ 9.5	9.7	9.7	I	WQCD-F
12. WXRK-F (CL AOR)	866/ 3.2	3.3	3.7	3.5	4.0	3.4		14958/10.6	10.7	11.9	K	WXRK-F
13. WOR (T)	799/ 3.0	3.3	3.1	3.4	3.1	3.2		9792/ 6.9	8.3	7.7	J	WOR
14. WQXR-F (CL)	739/ 2.8	2.7	2.5	2.3	2.2	2.6		9548/ 6.8	6.0	6.0	G	WQXR-F
15. WBLS-F (B)	730/ 2.7	3.8	4.1	3.8	4.2	3.6		13969/ 9.9	11.1	11.4	I	WBLS-F
16. WYNY-F (C)	729/ 2.7	1.8	1.9	2.0	2.1	2.1		9976/ 7.1	5.3	6.1	I	WYNY-F
17. WMXV-F (AC)	712/ 2.7	3.3	3.4	3.5	3.6	3.2		15320/10.8	10.9	11.4	J	WMXV-F
18. WFAN (SPRTS)	599/ 2.2	2.8	2.8	3.1	2.7	2.7		11417/ 8.1	9.5	8.8	K	WFAN
19. WADO (SP)	564/ 2.1	1.7	2.1	1.8	1.7	1.9		5042/ 3.6	3.1	3.4	H	WADO
20. WNEW-F (AOR)	561/ 2.1	2.3	2.5	2.3	2.2	2.3		11600/ 8.2	8.0	8.0	J	WNEW-F
21. WAXQ-F (AOR)	554/ 2.1	1.8	1.9	2.0	1.6	2.0		8935/ 6.3	5.9	5.4	G	WAXQ-F
22. WPAT-F (SAC)	501/ 1.9	2.4	2.5	3.0	2.6	2.5		9415/ 6.7	7.3	7.6	I	WPAT-F
23. WQEW (ST)	468/ 1.8	1.3	2.1	1.7	1.6	1.7		5258/ 3.7	3.8	3.2	E	WQEW
24. WLIB (B/T)	279/ 1.0	1.2	1.1	1.1	1.3	1.1		2998/ 2.1	2.2	2.3	E	WLIB
25. WALK-F (AC)	260/ 1.0	1.0	0.9	1.1	1.0	1.0		3386/ 2.4	2.5	2.6		WALK-F
26. WSKQ (SP)	257/ 1.0	0.7	1.0	0.8	1.1	0.9		2610/ 1.8	1.8	2.1		WSKQ
27. WNWK-F (V/E)	225/ 0.8	0.6	0.4	0.7	0.7	0.6		3161/ 2.2	2.3	2.2		WNWK-F
28.												
29.												
30.												

12+ FM SHARE (METRO): 71.20% (16999 of 23874) (WIN 94: 68.73%)

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



NEW YORK

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

WBAB-F	102.3	BABYLON	0.6/2.0
WBBR	1130	NEW YORK	0.4/2.0
WBLI-F	106.1	PATCHOGUE	0.6/1.9
WB20-F	103.1	BAY SHORE	0.4/1.1
WDRE-F	92.7	GARDEN CITY	0.5/2.0
WFAS-F	103.9	WHITE PLAINS	0.3/1.1
WFME-F	94.7	NEWARK	0.6/1.7
WHLI	1100	HEMPSTEAD	0.6/0.8
WHUD-F	100.7	PEEKSKILL	0.4/1.2
WKDM	1380	NEW YORK	0.3/1.0
WKJY-F	98.3	HEMPSTEAD	0.6/1.8
WMCA	570	NEW YORK	0.3/1.1
WMGQ-F	98.3	NEW BRUNSWICK, NJ	0.3/0.7
WMTR	1250	MORRISTOWN, NJ	0.3/0.7
WPAT	930	PATERSON, NJ	0.2/0.9
WWRL	1600	NEW YORK	0.5/1.3
WWRV	1330	NEW YORK	0.4/0.5
WXXW-F	101.5	TRENTON	0.5/1.9

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
WBBR,	1130,	50 KW (DA-N)	, Business News	,	\$150.00	( --- )	Bloomberg
WCBS,	880,	50 KW	, News	CBS,	\$390.00	(CBS)	CBS
WFAN,	660,	50 KW	, Sports	WESTWD, CBS,	\$369.00	(Eastman)	Infinity
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
WSKQ,	620,	5 KW (DA-2)	, Hispanic	,	\$130.00	(SBS)	SBS
WWRL,	1600,	5 KW (DA-2)	, Gospel	WESTWD, AURN,	\$ 50.00	( --- )	Unity
WWDJ,	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)	Shamrock
WHUD,	100.7,	50 KW @ 500	, EZ/Soft AC	ABC, AP,	\$105.00	(Katz)	(PEEKSKILL)
WLTW,	106.7,	7.8 KW @ 1223	, Soft AC	,	\$500.00	(Katz)	Viacom
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

Stations: 22/22

1994 Revenue: \$38,600,000

MSA Rank/Pop: 32/1,560,000

Diaries: 1869/654:1/56.4%

HH Inc.: \$34,831

DMA # 39

Sample Target: 1670

Retail \$: 14.1 Bil

Average Person Ratings: 15.6

% Below Line: 0.0

Pop per Station: 55,523

Market TSL: 20.50 hours

% Not Listed: 13.6

#1 Biller: WGH A/F \$4,700,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WOWI-F (B)	175/ 9.2	10.6	11.6	10.0	10.1	10.4		2425/19.9	20.3	20.7	F	WOWI-F
2. WNOR-F (AOR)	153/ 8.0	6.6	7.4	7.2	6.6	7.3		2076/17.0	15.1	15.1	F	WNOR-F
3. WGH -F (C)	127/ 6.7	6.5	8.9	7.9	6.9	7.5		1781/14.6	15.9	14.0	F	WGH -F
4. WCMS-AF (C)	119/ 6.2	6.5	7.5	8.1	7.2	7.1		1789/14.6	13.9	14.0	D	WCMS-AF
5. WFOG-F (SAC)	118/ 6.2	7.0	7.0	6.5	5.2	6.2		1710/14.0	15.8	12.3	D	WFOG-F
6. WWDE-F (AC)	107/ 5.6	4.9	4.6	4.5	5.1	4.9		1691/13.8	14.4	13.8	E	WWDE-F
7. WNVZ-F (CHR)	101/ 5.3	5.7	4.9	5.1	5.4	5.3		2031/16.6	17.4	17.2	E	WNVZ-F
8. WAFX-F (CL AOR)	92/ 4.8	3.5	4.9	2.9	4.4	4.1		1534/12.6	11.5	11.0	C	WAFX-F
9. WSVY-F (B)	81/ 4.3	3.2	2.9	2.3	2.6	3.2		1182/ 9.7	6.8	6.2	A	WSVY-F
10. WNIS (N/T)	64/ 3.4	3.0	3.8	3.4	4.9	3.4		1005/ 8.2	7.7	10.1	D	WNIS
11. WLTY-F (O)	64/ 3.4	3.5	3.1	2.5	3.7	3.1		1037/ 8.5	8.9	8.8	D	WLTY-F
12. WROX-F (AOR-NR)	61/ 3.2	3.6	3.9	2.8	2.9	3.4		1184/ 9.7	10.1	7.3	C	WROX-F
13. WKOC-F (AOR-P)	61/ 3.2	2.5	3.4	3.0	3.8	3.0		932/ 7.6	7.8	8.7	D	WKOC-F
14. WXEZ-F (SAC)	54/ 2.8	3.3	1.5	2.0	1.6	2.4		753/ 6.2	6.3	4.0	B	WXEZ-F
15. WPCE (G)	50/ 2.6	3.5	2.2	1.7	2.3	2.5		532/ 4.4	5.4	5.7	A	WPCE
16. WTAR (T)	48/ 2.5	1.8	2.0	2.1	2.4	2.1		839/ 6.9	6.9	8.7	B	WTAR
17. WMYK-F (B)	46/ 2.4	3.6	3.5	4.6	2.6	3.5		1243/10.2	9.5	9.0	B	WMYK-F
18. WJQI-F (AC)	44/ 2.3	3.5	2.4	3.3	2.5	2.9		984/ 8.1	9.8	7.5	C	WJQI-F
19. WJCD-F (J)	34/ 1.8	2.6	2.5	1.7	3.0	2.2		878/ 7.2	9.3	9.8	F	WJCD-F
20. WSVY (G)	29/ 1.5	1.0	1.5	1.6	1.6	1.4		436/ 3.6	2.7	3.6	F	WSVY

12+ FM SHARE (METRO): 86.94% (1431 of 1646) (WIN 94: 83.29%)

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

OTHER RATED STATIONS	METRO SHARE	CUME	TSA	RTG/AQH/CUME
WGH	1310	NEWPORT NEWS	0.9/3.4	

NORFOLK  
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RADIO STATIONS  
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AM STATIONS  
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WNIS , 850, 50 KW/2.5 KW(DA-2),	News/Talk	WESTWD, ABC, \$ 48.00	(MMR)	Sinclair
WPCE , 1400, 1 KW/250 W	Gospel	WESTWD, AURN, \$ 24.00	(Mc-Guild)	Willis
WSVY , 1350, 5 KW (DA-2)	Gospel/Black	AURN, ABC, \$ 24.00	(Mc-Guild)	Ragan Henry
WTAR , 790, 5 KW (DA-1)	Talk	WESTWD, CNN, \$ 30.00	(Katz)	Benchmark

FM STATIONS  
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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
WJQ1 , 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)
WUDE , 101.3, 50 KW @ 500	AC	CBS, \$ 86.00		(Christal)	Max
WXEZ , 94.1, 50 KW @ 500	EZ/Soft AC		\$ 23.00	( --- )	Eure

Miscellaneous: WMXN-F changes to WJCD and format from AC to Jazz (March). . .

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 51/823,000  
 MSA Rank/Pop: 54/999,000  
 DMA # 46  
 Average Person Ratings: 15.7  
 Market TSL: 21.00 hours

Stations: 21/20  
 Diaries: 1441/571:1/54.3%  
 Sample Target: 1440  
 % Below Line: 0.9  
 % Not Listed: 10.7

1994 Revenue: \$29,800,000  
 HH Inc.: \$30,108  
 Retail \$: 8.2 Bil  
 Pop per Station: 41,150  
 #1 Biller: KXXY-AF \$7,100,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. KJYO-F (CHR)	134/10.3	7.5	9.0	8.8	8.8	8.9		2111/25.7	21.0	24.6	D	KJYO-F
2. KXXY-AF (C)	130/10.1	15.5	13.7	13.9	14.1	13.3		1956/23.8	27.4	27.1	H	KXXY-AF
3. KATT-F (AOR)	111/ 8.6	9.6	8.9	6.0	6.9	8.3		1705/20.7	17.1	16.9	D	KATT-F
4. KRXO-F (CL AOR)	98/ 7.6	7.3	7.0	6.7	7.3	7.2		1549/18.8	17.2	16.5	E	KRXO-F
5. KTOK (N/T)	90/ 6.9	5.9	7.4	6.6	8.4	6.7		1377/16.7	15.2	18.4	E	KTOK
6. KOMA-F (O)	87/ 6.7	6.1	5.4	7.0	4.5	6.3		1151/14.0	14.3	11.4	D	KOMA-F
7. KMGL-F (AC)	82/ 6.3	7.6	5.8	7.3	5.8	6.8		1360/16.5	16.9	14.1	D	KMGL-F
8. KEBC-F (C)	69/ 5.3	6.6	8.1	7.0	6.8	6.8		1458/17.7	17.1	19.2	D	KEBC-F
9. KVSP (B)	59/ 4.6	4.2	6.3	5.9	5.5	5.3		598/ 7.3	7.5	7.0	B	KVSP
10. KTST-F (C)	56/ 4.3	5.2	4.0	4.1	3.9	4.4		943/11.5	13.2	11.5	C	KTST-F
11. KYIS-F (CHR/AC)	52/ 4.0	2.6	4.6	4.1	4.5	3.8		1080/13.1	11.0	14.8	C	KYIS-F
12. KTNT-F (J)	48/ 3.7	2.8	2.0	1.4	2.4	2.5		632/ 7.7	6.2	5.7	B	KTNT-F
13. KNTL-F (REL)	35/ 2.7	1.8	3.4	3.2	2.5	2.8		557/ 6.8	5.0	6.3		KNTL-F
14. WKY (T)	33/ 2.5	1.6	1.6	1.4	3.5	1.8		534/ 6.5	6.5	7.9	B	WKY
15. KOMA (O)	17/ 1.3	1.7	1.3	1.4	1.4	1.4		624/ 7.6	8.2	5.5		KOMA
WWLS (SPRTS)	17/ 1.3	2.5	1.2	1.2	1.7	1.6		412/ 5.0	6.0	5.1		WWLS

12+ FM SHARE (METRO): 78.55% (908 of 1156) (WIN 94: 74.80%)

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

OTHER RATED STATIONS	METRO SHARE	CUME RTG/AQH	TSA CUME	TSA CUME
KTLV	1220	MIDWEST CITY	0.5/1.8	
KZUE	1460	EL RENO	0.7/0.7	
KSPI-F	93.7	STILLWATER	0.9/1.8	

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: 14.6  
 Market TSL: 19.25 hours

Stations: 17/17  
 Diaries: 1208/433:1/63.3%  
 Sample Target: 1130  
 % Below Line: 0.0  
 % Not Listed: 12.8

1994 Revenue: \$26,900,000  
 HH Inc.: \$38,011  
 Retail \$: 6.8 Bil  
 Pop per Station: 30,753  
 #1 Biller: WOW -AF \$5,000,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. KQKQ-F (CHR)	73/ 9.5	13.5	10.6	11.6	11.7	11.3		1406/26.9	30.7	29.2	E	KQKQ-F
2. KFAB (FS)	72/ 9.4	11.6	8.0	8.3	10.4	9.3		1247/23.9	34.9	24.2	F	KFAB
3. KEZO-F (AOR)	70/ 9.2	8.0	8.3	10.0	6.7	8.9		995/19.0	19.7	17.0	E	KEZO-F
4. WOW -F (C)	55/ 7.2	6.3	7.4	7.2	9.6	7.0		779/14.9	14.1	17.9	G	WOW -F
KXKT-F (C)	55/ 7.2	5.0	7.3	6.4	5.6	6.5		720/13.8	13.0	12.5	C	KXKT-F
6. KEFM-F (AC)	50/ 6.5	9.6	6.6	6.6	7.7	7.3		923/17.7	22.6	21.0	D	KEFM-F
7. KESY-F (SAC)	47/ 6.1	4.6	6.4	5.7	6.4	5.7		649/12.4	11.2	15.2	C	KESY-F
8. KKAR (N/T)	36/ 4.7	4.4	5.7	5.9	5.2	5.2		665/12.7	12.8	12.4	C	KKAR
9. KGOR-F (O)	32/ 4.2	6.0	6.6	7.0	6.6	6.0		799/15.3	16.7	19.5	D	KGOR-F
KKCD-F (CL AOR)	32/ 4.2	4.6	2.7	3.6	4.1	3.8		620/11.9	10.8	12.5	C	KKCD-F
11. KYNN-F (AOR-NR)	28/ 3.7	2.5	2.8	2.4	3.2	2.9		667/12.8	9.6	8.1		KYNN-F
KOIL (ST)	28/ 3.7	3.0	3.7	2.4	4.3	3.2		467/ 8.9	8.6	8.4	A	KOIL
13. KRRK-F (AOR)	26/ 3.4	3.7	3.9	4.9	3.3	4.0		648/12.4	12.9	9.0	B	KRRK-F
14. WOW (C)	24/ 3.1	3.0	5.4	3.6	3.6	3.8		335/ 6.4	7.6	8.1		WOW
15. KBBX (B)	19/ 2.5	0.2	0.1	---	0.2	---		202/ 3.9	0.9	0.5		KBBX
16. KOTD-F (FS)	18/ 2.4	1.6	1.3	0.8	1.2	1.5		177/ 3.4	3.7	2.5		KOTD-F
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 72.86% (486 of 667) (WIN 94: 73.62%)

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 KEZO-F	1 KFAB >	1 KFAB >	1 KKAR-F	1 KEZO-F<	1 KQKQ-F>	1 KFAB >
2 KYNN-F	2 KQKQ-F	2 KQKQ-F<	2 KXKT-F	2 KXKT-F	2 WOW -F	2 KQKQ-F<	2 KEZO-F	2 KQKQ-F	2 KEZO-F	2 WOW -F
3	3 KEFM-F	3 KXKT-F<	3 KESY-F<	3 KESY-F	3 KESY-F	3 KEZO-F	3 KEFM-F	3 KFAB <	3 KEFM-F	3 KXKT-F
4	4 KXKT-F	4 KEFM-F	4 KQKQ-F<	4 KQKQ-F	4 KXKT-F	4 KXKT-F	4 KFAB <	4 KEFM-F<	4 KFAB	4 KQKQ-F
5	5 KRRK-F	5 KESY-F	5 KEFM-F	5 KEFM-F	5 WOW -F<	5 KKAR-F<	5 KQKQ-F	5 WOW -F	5 KYNN-F	5 KGOR-F
6	6 KYNN-F	6 KKCD-F<	6 KKCD-F	6 KEFM-F	6 KOIL	6 KEFM-F	6 KESY-F	6 KXKT-F<	6	6 KEZO-F
7	7	7 WOW -F	7	7	7	7	7	7 KESY-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 KQKQ-F	1 KQKQ-F	1 KQKQ-F	1 KEFM-F	1 KESY-F<	1 KEZO-F	1 KEZO-F>>>1	1 KEZO-F	1 KEZO-F>>	1 KEZO-F>
2 KEFM-F	2 KEFM-F<	2 KEZO-F	2 KQKQ-F	2 KXKT-F<	2 KQKQ-F	2 KQKQ-F	2 KKCD-F	2 KXKT-F	2 KXKT-F
3 KEZO-F	3 KEZO-F>	3 KEFM-F	3 KXKT-F<	3 KEFM-F<	3 KEFM-F	3 KRRK-F	3 KKAR-F	3 KKCD-F	3 WOW -F
KRRK-F	4 KXKT-F	4 KXKT-F	4 KESY-F	4 KQKQ-F	KRRK-F	4 KXKT-F	4 KQKQ-F	4 KQKQ-F	4 KKCD-F
5	5 KRRK-F	5	5 KEZO-F	5 WOW -F	KYNN-F	KYNN-F	5	5 WOW -F	5 KFAB
6	6 KYNN-F	6	6	6	6	6 KEFM-F	6	6 KKAR-F	6 KKAR-F
7	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
KEZO	1490	OMAHA	0.3/1.0	

OMAHA  
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RADIO STATIONS  
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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.
KGOR-F, 99.9, 115 KW @ 1230, Oldies		WESTWD, \$ 55.00 (Christal)	Henry
KKCD-F, 105.9, 6 KW @ 328, Classic AOR		, \$ 24.00 (Eastman)	Journal Co.
KQKQ-F, 98.5, 100 KW @ 508, C+R		, \$ 65.00 (Katz)	
KRRK-F, 93.3, 3.6 KW @ 426, AOR		, \$ 19.00 (---)	(BENNINGTON)
KXKT-F, 103.7, 100 KW @ 1246, Country		, \$ 25.00 (---)	(ATLANTIC, IA)
WOW -F, 94.1, 100 KW @ 1184, Country		ABC, \$ 105.00 (Torbet)	Great Empire

KYNN-F - See Lincoln

Miscellaneous: KYNN-F changes from Country to Modern AOR (Feb). . . KYNN-F (Lincoln) sold by Midwest Comm. to KQKQ-F owner (D) for \$1,700,000 (Chapin). . . KESY-AM change to KBBX and format to Black (Jan). . .

\*\*\*\*\* 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	*
*		*

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

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

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ORLANDO

Arbitron Rank/Pop (12+): 39/1,006,000  
 MSA Rank/Pop: 39/1,380,000  
 DMA # 24  
 Average Person Ratings: 16.9  
 Market TSL: 22.50 hours

Stations: 25/23  
 Diaries: 1867/539:1/48.9%  
 Sample Target: 1890  
 % Below Line: 2.3  
 % Not Listed: 11.6

1994 Revenue: \$57,000,000  
 HH Inc.: \$34,805  
 Retail \$: 15.2 Bil  
 Pop per Station: 43,739  
 #1 Biller: WWKA-F \$6,500,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WWKA-F (C)	141/ 8.3	8.5	6.7	8.2	8.7	7.9		1671/16.6	16.1	16.5	G	WWKA-F
2. WJHM-F (B)	133/ 7.8	8.7	9.1	9.0	9.0	8.7		1603/15.9	20.0	16.8	F	WJHM-F
3. WMGF-F (SAC)	122/ 7.2	7.3	8.1	7.5	8.3	7.5		1692/16.8	17.3	18.1	F	WMGF-F
4. WDBO (FS)	109/ 6.4	8.3	7.3	6.6	8.2	7.2		1628/16.2	16.3	17.7	F	WDBO
5. WOMX-F (AC)	102/ 6.0	8.1	7.2	9.0	6.8	7.6		1893/18.8	21.3	19.7	G	WOMX-F
6. WXXL-F (CHR)	99/ 5.8	7.2	6.0	6.9	7.0	6.5		1854/18.4	20.3	19.3	F	WXXL-F
7. WTGS-F (T/AOR)	99/ 5.8	4.3	6.4	3.8	3.5	5.1		1503/14.9	12.7	8.5	D	WTGS-F
8. WMMO-F (AC/AOR)	96/ 5.6	4.1	4.1	4.4	3.2	4.6		1158/11.5	9.6	10.6	E	WMMO-F
9. WJRR-F (AOR)	87/ 5.1	4.4	5.1	4.7	5.6	4.8		1586/15.8	16.0	15.8	F	WJRR-F
10. WOCL-F (O)	80/ 4.7	4.5	5.5	5.1	5.2	5.0		1345/13.4	13.5	15.4	G	WOCL-F
11. WDIZ-F (AOR)	79/ 4.6	3.6	4.2	3.9	4.9	4.1		1290/12.8	11.7	13.8	E	WDIZ-F
12. WLOQ-F (J)	77/ 4.5	4.8	3.1	3.8	2.9	4.1		1057/10.5	11.3	8.4	D	WLOQ-F
13. WHTQ-F (CL AOR)	51/ 3.0	2.9	3.2	3.4	3.5	3.1		932/ 9.3	10.7	11.4	C	WHTQ-F
14. WCFB-F (C)	39/ 2.3	2.4	2.8	3.3	3.1	2.7		712/ 7.1	8.6	9.9	C	WCFB-F
15. WHOO (ST)	36/ 2.1	2.0	2.4	2.6	1.4	2.3		413/ 4.1	3.6	2.6	A	WHOO
16. WTLN-F (REL)	32/ 1.9	1.3	1.4	1.2	1.8	1.5		443/ 4.4	4.7	4.9		WTLN-F
17. WPCV-F (C)	32/ 1.9	1.7	1.1	0.7	2.1	1.4		492/ 4.9	3.5	6.0		WPCV-F
18. WWNZ (N)	25/ 1.5	1.0	0.9	1.3	0.7	1.2		572/ 5.7	4.6	3.9		WWNZ
19. WONQ (SP)	23/ 1.4	0.8	1.3	0.8	1.0	1.1		236/ 2.3	2.2	2.5		WONQ
20.												

12+ FM SHARE (METRO): 84.90% (1276 of 1503) (WIN 94: 84.50%)

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

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

WFIV	1080	KISSIMEE	0.5/0.6
WOKB	1600	WINTER GARDEN	0.4/1.4
WRMQ	1140	ORLANDO	0.4/0.7
WTLN	1520	APOPKA	0.4/0.5
WWZN	540	PINE HILLS	0.4/3.0
WEZY-F	94.1	LAKELAND	0.4/1.4



ORLANDO

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RADIO STATIONS

WBDO	,	580,	5 KW (DA-N)	,	Full Service	ABC, \$ 76.00	(Katz)	NewCity
WHDQ	,	990,	50 KW/5 KW (DA-2)	,	Standards	SMN, \$ 20.00	(Torbet)	TK
WWNZ	,	740,	50 KW (DA-2)	,	News/Talk	CBS, AP, \$ 30.00	( --- )	Paxson
WCFB-F	,	94.5,	100 KW @ 1200	,	Country			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			TK
WJHM-F	,	101.9,	28 KW @ 1584	,	Black			Beasley (DAYTONA BCH)
WJRR-F	,	101.1,	100 KW @ 1597	,	AOR			Paxson (COCOA)
WLOQ-F	,	103.1,	2.7 KW @ 351	,	Jazz			
WMGF-F	,	107.7,	100 KW @ 1584	,	Soft AC			Paxson
WMMO-F	,	98.9,	38 KW @ 492	,	AOR/AC			Granum
WOCL-F	,	105.9,	100 KW @ 1581	,	Oldies	AP, \$131.00	(Christal)	Chancellor (DE LAND)
WOMX-F	,	105.1,	100 KW @ 1309	,	AC			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			NewCity
WXXL-F	,	106.7,	100 KW @ 387	,	CHR	AP, \$ 68.00	(MMR)	OmniAmerica(LEESBURG)

WCFB-F - See Daytona Beach

Miscellaneous: WCFB-F (Daytona) sold by Root to NewCity (D) for \$6,000,000 (Rumbaut). . . WGTO changes to WWZN (Dec). . .

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,115,300  
 MSA Rank/Pop: 4/5,020,000  
 DMA # 4  
 Average Person Ratings: 18.6  
 Market TSL: 24.25 hours

Stations: 31/23  
 Diaries: 4227/ 974:1/52.6%  
 Sample Target: 4080  
 % Below Line: 4.5  
 % Not Listed: 11.0

1994 Revenue: \$168,100,000  
 HH Inc.: \$40,712  
 Retail \$: 43.1 Bil  
 Pop per Station: 178,926  
 #1 Biller: KYW \$22,200,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. KYW (N)	591/ 7.7	7.3	7.4	7.4	10.0	7.5		13226/32.1	30.7	42.9	K	KYW
2. WUSL-F (B)	451/ 5.9	5.7	5.2	4.9	4.7	5.4		5388/13.1	13.2	12.4	H	WUSL-F
3. WBEB-F (AC/SAC)	417/ 5.5	4.3	5.1	4.9	4.5	5.0		5991/14.6	12.5	14.5	H	WBEB-F
4. WPEN (ST/FS)	416/ 5.4	5.9	4.2	6.1	5.5	5.4		3549/ 8.6	10.2	9.0	G	WPEN
5. WWDB-F (T)	414/ 5.4	4.9	5.7	6.1	5.6	5.5		5205/12.6	11.6	12.5	H	WWDB-F
6. WDAS-F (B/AC)	393/ 5.1	5.3	4.4	3.3	4.2	4.5		4213/10.2	11.0	9.9	F	WDAS-F
7. WOGL-F (O)	372/ 4.9	4.8	4.6	5.0	5.3	4.8		6262/15.2	12.8	15.5	I	WOGL-F
8. WXTU-F (C)	368/ 4.8	4.3	5.0	4.6	4.0	4.7		4487/10.9	10.3	11.3	I	WXTU-F
9. WMMR-F (AOR)	366/ 4.8	4.7	5.6	6.6	5.7	5.4		6205/15.1	14.4	17.5	J	WMMR-F
10. WYSP-F (CL AOR)	352/ 4.6	4.9	5.2	5.6	5.3	5.1		6692/16.3	18.8	17.4	J	WYSP-F
11. WIP (SPRST)	342/ 4.5	4.4	3.5	3.3	3.6	3.9		4885/11.9	11.3	10.9	H	WIP
12. WYXR-F (AC/CHR)	330/ 4.3	3.4	3.5	3.3	3.5	3.6		5972/14.5	11.9	13.0	H	WYXR-F
13. WPLY-F (CHR)	320/ 4.2	3.3	3.9	4.0	2.6	3.9		6233/15.1	13.3	10.8	F	WPLY-F
14. WMGK-F (O-70's)	271/ 3.5	4.1	4.5	3.6	3.4	3.9		5100/12.4	12.7	11.1	H	WMGK-F
15. WIOQ-F (CHR)	258/ 3.4	4.1	4.6	4.3	4.3	4.1		5754/14.0	14.0	14.4	G	WIOQ-F
16. WJJZ-F (J)	238/ 3.1	2.8	3.5	2.4	2.6	3.0		3393/ 8.2	8.8	8.0	G	WJJZ-F
17. WFLN-F (CL)	179/ 2.3	2.7	2.2	2.2	2.3	2.4		2836/ 6.9	8.3	7.3	F	WFLN-F
18. WIBF-F (AOR-NR)	146/ 1.9	3.0	2.1	2.8	2.4	2.5		3547/ 8.6	9.1	9.3	F	WIBF-F
19. WPST-F (CHR)	106/ 1.4	1.5	1.7	1.7	1.4	1.6		2965/ 7.2	6.7	6.8		WPST-F
20. WHAT (B/T)	79/ 1.0	1.1	1.1	1.0	1.1	1.1		782/ 1.9	2.5	2.6		WHAT
21. WDAS (G/B)	62/ 0.8	1.0	0.8	1.0	1.2	0.9		962/ 2.3	3.3	3.1		WDAS
22.												
23.												
24.												
25.												

12+ FM SHARE (METRO): 76.26% (5189 of 6804) (WIN 94: 73.33%)

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 WMMR-F<	1 WMMR-F<	1 WDAS-F<	1 KYW	1 KYW >	1 WBEB-F	1 WUSL-F	1 WUSL-F>	1 WWDB-F<
2 WIOQ-F	2 WMMR-F	2 WDAS-F<	2 WDAS-F	2 WBEB-F<	2 WXTU-F	2 WYSP-F>	2 WPEN	KYW <	2 WDAS-F>	2 KYW >>
3 WPLY-F	3 WYSP-F<	3 WYSP-F	3 WBEB-F<	3 WMMR-F<	3 WWDB-F	3 WIP	3 WMMR-F<	3 WBEB-F	3 WPLY-F<	3 WUSL-F
4	4 WPLY-F	4 WUSL-F	4 WYSP-F	4 WOGL-F	4 WOGL-F	4 WPEN	4 WWDB-F<	4 WMMR-F	4 WWDB-F<	4 WDAS-F>
5	5 WDAS-F	5 WBEB-F	5 WOGL-F	5 WYSP-F	5 WXTU-F<	5 WMMR-F	5 WOGL-F	5 WPEN	5 WYXR-F	5 WOGL-F
6	6 WYXR-F<	6 WYXR-F	6 WMGK-F	6 WYXR-F	6 WBEB-F	6 WBEB-F	6 WXTU-F	6 WWDB-F	6 WIOQ-F	6 WPEN
7	7 WBEB-F	7 WPLY-F<	7 WYXR-F	KYW <	7 WIP	7 WBEB-F<	7 WDAS-F	7 WXTU-F	7 WJJZ-F	7 WXTU-F
8	8 WIOQ-F	8 WOGL-F	8	8 WMGK-F	8	8 WUSL-F	8 KYW	8 WIP	KYW	8
9	9 WMGK-F	9	9	9 WIP <	9	9 WXTU-F	9	9 WDAS-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 WBEB-F	1 WBEB-F	1 WBEB-F		1 WUSL-F	1 WYSP-F<	1 WMMR-F	1 WYSP-F	1 WMMR-F<
2 WPLY-F	2 WPLY-F<	2 WDAS-F	2 WYXR-F<	2 WDAS-F		2 WYSP-F	2 WMMR-F	2 WYSP-F	2 WMMR-F	2 WYSP-F<
3 WIOQ-F	3 WYXR-F<	3 WYXR-F	3 WDAS-F	3 WYXR-F<		3 WIOQ-F	3 WUSL-F	3 WIP	3 WIP >	3 WIP >
4 WYXR-F	4 WBEB-F	4 WUSL-F	4 WUSL-F	4 WOGL-F		4 WPLY-F	4 WIP	4 WMGK-F	4 WDAS-F	4 WOGL-F<
5 WIBF-F	5 WDAS-F	5 WMMR-F	5 WPLY-F<	5 WMGK-F		5 WIP	5 WPLY-F	5 WUSL-F	5 WUSL-F	5 WDAS-F
6 WBEB-F	6 WIOQ-F	6 WMGK-F	6 WOGL-F	6 WXTU-F<		6 WMMR-F	6 WDAS-F	6 WDAS-F	6 WOGL-F	6 KYW
7 WDAS-F	7 WMMR-F<	7 WPLY-F	7 WMGK-F	7 KYW		7 WYXR-F	7 WMGK-F	7 WPLY-F	7 WMGK-F	7 WMGK-F
8 WMMR-F	8 WMGK-F	8 WIOQ-F	8	8 WUSL-F		8 WDAS-F	8	8 KYW	8 WPLY-F	8
9	9	9	9	9 WMMR-F		9 WIBF-F	9	9 WIBF-F	9	9

PHILADELPHIA

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

WGMP	1210	PHILADELPHIA	0.4/2.9
WNAP	1110	NORRISTOWN	0.5/1.0
WZZD	990	PHILADELPHIA	0.4/1.6
WABC	770	NEW YORK	0.4/0.9
WCHR-F	94.5	TRENTON	0.3/1.2
WFMZ-F	100.7	ALLENTOWN	0.5/1.4
WJBR-F	99.5	WILMINGTON, DE	0.4/1.9
WXW-F	101.5	TRENTON	0.7/3.1
WRDR-F	104.9	EGG HARBOR, NJ	0.3/1.2
WSTW-F	93.7	WILMINGTON	0.6/2.6

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 (Interp)	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 Rock	, \$ 63.00 (Roslin)	Jarad (JENKINTOWN)
WIOQ, 102.1, 27 KW @ 649, CHR	, \$ 153.00 (Banner)	EZ
WJJZ, 106.1, 23 KW @ 741, Jazz	, \$ 139.00 (Eastman)	Pyramid
WMGK, 102.9, 8.5 KW @ 1181, Oldies (70's)	, \$ 159.00 (MMR)	Greater Media
WMMR, 93.3, 18 KW @ 827, AOR	WESTWD, \$ 250.00 (Group W)	Westinghouse
WOGL, 98.1, 13 KW @ 1000, Oldies	CBS, \$ 253.00 (CBS)	CBS
WPLY, 100.3, 35 KW @ 600, CHR	, \$ 120.00 (Christal)	
WUSL, 98.9, 18 KW @ 830, Black	, \$ 164.00 (Katz)	EZ
WWDB, 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: WPGR sold for \$1,400,000. . .

PHOENIX

Arbitron Rank/Pop (12+): 20/1,932,800  
 MSA Rank/Pop: 18/2,520,000  
 DMA # 18  
 Average Person Ratings: 16.6  
 Market TSL: 21.75 hours

Stations: 30/28  
 Diaries: 2633/ 734:1/52.4%  
 Sample Target: 2670  
 % Below Line: 1.2  
 % Not Listed: 13.5

1994 Revenue: \$82,800,000  
 HH Inc.: \$33,372  
 Retail \$: 24.0 Bil  
 Pop per Station: 69,029  
 #1 Biller: KNIX-AF \$9,900,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. KTAR (N/T)	306/ 9.6	5.8	6.6	7.0	6.4	7.3		4596/23.8	19.5	19.7	H	KTAR
2. KMLE-F (C)	245/ 7.7	6.6	7.6	7.2	7.4	7.3		2876/14.9	16.1	17.1	H	KMLE-F
3. KOY (ST/FS)	190/ 5.9	5.7	6.7	5.3	5.6	5.9		1966/10.2	11.5	11.0	C	KOY
4. KNIX-F (C)	183/ 5.7	8.2	7.1	8.0	10.1	7.3		3058/15.8	18.7	20.7	H	KNIX-F
5. KFYI (T)	170/ 5.3	6.5	5.4	5.8	5.7	5.8		2009/10.4	11.6	11.5	F	KFYI
6. KKFR-F (CHR)	165/ 5.2	5.7	4.7	5.2	5.9	5.2		3108/16.1	17.6	16.3	E	KKFR-F
7. KUPD-F (AOR)	161/ 5.0	5.6	4.5	5.4	6.2	5.1		2531/13.1	12.1	13.7	G	KUPD-F
8. KKLT-F (SAC)	131/ 4.1	4.3	3.7	4.1	3.8	4.1		2293/11.5	10.8	10.9	G	KKLT-F
9. KSLX-F (CL AOR)	122/ 3.8	5.1	3.9	4.0	2.2	4.2		2293/11.9	12.9	9.6	F	KSLX-F
10. KDKB-F (AOR)	119/ 3.7	3.8	4.7	3.8	4.9	4.0		2381/12.3	11.9	13.4	G	KDKB-F
11. KESZ-F (AC)	118/ 3.7	2.9	3.4	3.7	4.0	3.4		2156/11.2	11.4	10.8	G	KESZ-F
12. KVMY-F (AC)	112/ 3.5	3.8	5.1	4.5	4.2	4.0		2104/10.9	10.4	13.7	F	KVMY-F
13. KOOL-F (O)	101/ 3.2	2.7	3.5	3.2	2.9	3.2		2025/10.5	9.6	10.5	G	KOOL-F
14. KHTC-F (O-70's)	91/ 2.8	1.9	2.4	3.1	3.0	2.6		1818/ 9.4	6.2	8.2	E	KHTC-F
15. KZON-F (AOR-P)	86/ 2.7	2.3	2.3	2.8	2.2	2.5		1263/ 6.5	5.4	5.9	E	KZON-F
16. KEDJ-F (AOR-NR)	75/ 2.3	1.9	2.1	2.6	2.2	2.2		1483/ 7.7	6.7	5.8	C	KEDJ-F
17. KYOT-F (J)	74/ 2.3	1.8	2.7	1.3	1.5	2.0		1177/ 6.1	5.4	6.0	C	KYOT-F
18. KMJK-F (B)	40/ 1.3	0.8	1.2	1.2	0.7	1.1		622/ 3.2	2.9	2.4		KMJK-F
19. KTWC-F (AC/O)	37/ 1.2	1.9	0.9	---	---	---		605/ 3.1	4.2	---		KTWC-F
20. KISO (B)	33/ 1.0	1.5	1.2	1.1	0.6	1.2		422/ 2.2	2.8	1.7		KISO

12+ FM SHARE (METRO): 68.73% (1903 of 2769) (WIN 94: 74.15%)

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 KMLE-F	1 KMLE-F	1 KMLE-F<	1 KTAR >	1 KTAR >	1 KMLE-F<	1 KTAR >	1 KFYI
2	2 KMLE-F>	2 KUPD-F	2 KTAR	2 KTAR >	2 KOY	2 KMLE-F	2 KFYI	2 KTAR	2 KKFR-F	2 KTAR >
3	3 KKFR-F<	3 KNIX-F<	3 KUPD-F<	3 KNIX-F	3 KFYI	3 KOY <	3 KMLE-F	3 KNIX-F<	3 KMLE-F>	3 KMLE-F>
4	4 KDKB-F<	4 KTAR	4 KNIX-F<	4 KUPD-F<	4 KMLE-F<	4 KESZ-F<	4 KOY	4 KKFR-F	4 KFYI <	4 KUPD-F
5	5 KNIX-F	5 KDKB-F<	5 KSLX-F	5 KSLX-F	5 KNIX-F	5 KNIX-F	5 KNIX-F	5 KOY	5 KUPD-F	5 KNIX-F
6	6 KSLX-F<	6 KSLX-F	6 KDKB-F	6 KESZ-F	6 KKLT-F	6 KDKB-F<	6 KUPD-F	6 KUPD-F	6	6 KDKB-F
7	7 KVMY-F	7	KESZ-F	KKLT-F	7	7 KKFR-F<	7 KKLT-F	7 KVMY-F	7	7
8	8	8	8	8	8	8 KUPD-F	8	KFYI	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 KMLE-F	1 KMLE-F>	1 KMLE-F	1 KUPD-F	1 KUPD-F>	1 KUPD-F	1 KUPD-F	1 KTAR >
2	2 KKFR-F	2 KKFR-F<	2 KNIX-F	2 KNIX-F<	2 KKLT-F	2 KDKB-F	2 KDKB-F	2 KDKB-F	2 KMLE-F	2 KMLE-F<
3	3 KUPD-F	3 KNIX-F<	3 KUPD-F	3 KKLT-F<	3 KNIX-F<	3 KEDJ-F	3 KMLE-F	3 KMLE-F	3 KTAR	3 KUPD-F
4	4 KNIX-F	4 KUPD-F	4 KVMY-F	4 KESZ-F	4 KESZ-F	KMLE-F	4 KSLX-F	4 KSLX-F	4 KDKB-F<	4 KFYI
5	KEDJ-F	5 KVMY-F	5 KSLX-F	5 KVMY-F	5 KTAR	5 KVMY-F	5 KKFR-F	5 KTAR	5 KSLX-F	5 KSLX-F
6	6 KVMY-F	6 KKLT-F	6 KKLT-F	6 KUPD-F	6 KVMY-F	6 KKFR-F	6 KNIX-F	6 KNIX-F	6 KFYI	6 KDKB-F
7	7	7 KESZ-F	KDKB-F	KZON-F	7 KHTC-F	7	7 KEDJ-F	7	7 KNIX-F	7 KOOL-F
8	8	8	8 KESZ-F	8	8	8	8	8	8	8
9	9	9	9 KHTC-F	9	9	9	9	9	9	9

PHOENIX  
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OTHER RATED STATIONS			METRO CUME	TSA TSA
-----			SHARE/RTG/AQH/CUME	
KCWW	1580	TEMPE	0.8/1.5	
KGME	1360	GLENDALE	0.8/3.0	
KHOT-F	100.3	GLOBE	0.7/3.1	
KOOL	960	PHOENIX	0.7/2.4	
KPHX	1480	PHOENIX	0.7/1.3	
KSUN	1400	PHOENIX	0.7/2.2	
KVVA	860	PHOENIX	0.7/1.9	
KXAM	1310	MESA	0.4/1.5	
KAHM-F	102.1	PRESCOTT	0.7/1.2	
KSAZ	580	MARANA	0.5/0.8	

RADIO STATIONS  
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AM STATIONS  
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KCWW	, 1580,	50 KW (DA-N)	, Country	SMN, \$ 35.00	(Katz)	Buck Owens
KFYI	, 910,	5 KW (DA-N)	, Talk	WESTWD, CBS, \$ 65.00	(D&R)	Broadcast Group
KOOL	, 960,	5 KW (DA-N)	, SEE KOOL-FM			
KOY	, 550,	5 KW/1 KW	, Standards/FS	WESTWD, CNN, \$ 54.00	(MMR)	Sundance
KSUN	, 1400,	1 KW	, Hispanic	, \$ 27.00	(Caballero)	
KTAR	, 620,	5 KW (DA-N)	, News/Talk	ABC, CBS, \$184.00	(CBS)	Pulitzer
KUKQ	, 1060,	5 KW/1 KW (DA-2)	, AOR	, \$ 26.00	(Banner)	Sandusky
KVVA	, 860,	1 KW (DA-N)	, Hispanic	, \$ 25.00	(Lotus)	
KISO	, 1230,	1 KW	, Black	SMN, AP, \$ 24.00	(MMR)	Sundance

FM STATIONS  
-----

KDKB	, 93.3,	100 KW @ 1538	, AOR	, \$ 92.00	(Torbet)	Sandusky
KEDJ	, 106.3,	3 KW @ 325	, New Rock	WESTWD, \$ 44.00	( --- )	(SUN CITY)
KESZ	, 99.9,	100 KW @ 1670	, AC	AP, \$ 77.00	(CBS)	
KKFR	, 92.3,	100 KW @ 1647	, CHR/Urban	, \$ 61.00	(D&R)	Broadcast Group
KKLT	, 98.7,	115 KW @ 1679	, Soft AC	, \$100.00	(Group W)	Pulitzer
KMJK	, 106.9,	6 KW @ 305	, Black	AURN, \$ NA	( --- )	(BUCKEYE)
KMLE	, 107.9,	100 KW @ 1000	, Country	, \$164.00	(Mc-Guild)	Shamrock
KNIX	, 102.5,	98 KW @ 1620	, Country	, \$259.00	(Katz)	Buck Owens
KOOL	, 94.5,	100 KW @ 1653	, Oldies	, \$ 87.00	(D&R)	Compass
KSLX	, 100.7,	100 KW @ 1840	, Classic AOR	, \$ 97.00	(Eastman)	Greater Media
KHTC	, 96.9,	100 KW @ 1558	, Oldies-70's	, \$ 70.00	(CBS)	Bonneville
KTWC	, 103.5,	62 KW @ 2428	, AC/Oldies	, \$ 55.00	(CBS)	
KUPD	, 97.9,	100 KW @ 1620	, AOR	, \$147.00	(Banner)	Sandusky
KVRY	, 104.7,	100 KW @ 1548	, AC	, \$ 81.00	(Mc-Guild)	Nationwide
KYOT	, 95.5,	96 KW @ 1571	, Jazz	, \$ 66.00	(MMR)	Sundance
KZON	, 101.5,	100 KW @ 1738	, Prog. AOR	AP, \$ 60.00	(MMR)	Sundance
KHOT	, 100.3,	90 KW @ 2047	, Talk	CBS, SOURCE, \$ 35.00	(Torbet)	(GLOBE)

Miscellaneous: KZRX-F changes from AOR to Talk (Mar). . . KZRX-F changes to KHOT-F (March). . . KPSN-F changes to KHTC-F-F and format from Oldies to 70's Oldies (Feb). . . For a short time KHTC-F used the KCHT-F calls. . .

PITTSBURGH

Arbitron Rank/Pop (12+): 19/2,031,400  
 MSA Rank/Pop: 19/2,390,000  
 DMA # 20  
 Average Person Ratings: 17.3  
 Market TSL: 23.00 hours

Stations: 26/26  
 Diaries: 3009/675:1/62.3%  
 Sample Target: 2910  
 % Below Line: 0.0  
 % Not Listed: 13.4

1994 Revenue: \$64,400,000  
 HH Inc.: \$32,122  
 Retail \$: 19.2 Bil  
 Pop per Station: 78,130  
 #1 Biller: KDKA \$11,000,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. KDKA (N/T)	504/14.3	13.1	13.8	15.4	14.4	14.2		5960/29.3	28.1	31.7	I	KDKA
2. WDVE-F (AOR)	363/10.3	11.0	11.7	10.7	8.9	10.9		4406/21.7	21.4	19.3	I	WDVE-F
3. WDSY-F (C)	233/ 6.6	6.5	4.1	5.7	4.7	5.7		2624/12.9	14.2	12.2	F	WDSY-F
4. WBZZ-F (CHR)	229/ 6.5	6.6	6.9	6.8	7.7	6.7		4174/20.5	20.4	22.2	G	WBZZ-F
5. WWSW-AF (O)	181/ 5.1	5.9	6.1	6.6	5.7	5.9		3451/17.0	17.7	17.6	G	WWSW-AF
6. WAMO-F (B)	192/ 5.4	5.2	4.8	4.4	5.0	5.0		1909/ 9.4	9.0	10.0	D	WAMO-F
7. WSHH-F (SAC)	173/ 4.9	4.0	5.2	4.9	5.5	4.8		2648/13.0	12.6	12.2	F	WSHH-F
8. WTAE (T)	163/ 4.6	4.5	4.4	3.3	4.6	4.2		2800/13.8	13.5	13.4	F	WTAE
WVTY-F (AC)	163/ 4.6	4.3	5.6	4.6	4.9	4.8		2851/14.0	15.2	14.3	G	WVTY-F
10. WLTJ-F (SAC)	137/ 3.9	3.3	3.8	3.7	3.9	3.7		2073/10.2	11.0	11.1	D	WLTJ-F
11. WJAS (ST)	128/ 3.6	4.4	4.2	3.7	4.5	4.0		1655/ 8.1	9.3	8.8	B	WJAS
12. WZPT-F (O-70's)	123/ 3.5	2.9	2.4	1.8	1.9	2.7		2597/12.8	10.2	7.3	C	WZPT-F
13. WXR-B (C)	116/ 3.3	2.5	2.3	2.8	2.4	2.7		1470/ 7.2	7.6	6.7	C	WXR-B
14. WRRK-F (CL AOR)	90/ 2.6	4.2	3.9	3.5	3.1	3.6		2152/10.6	12.3	9.9	D	WRRK-F
15. WWKS-F (AOR)	59/ 1.7	1.5	2.2	1.7	1.5	1.8		1009/ 5.0	5.0	5.4	B	WWKS-F
16. KQV (N/T)	48/ 1.4	1.3	1.2	1.3	1.5	1.3		1070/ 5.3	5.3	6.2	B	KQV
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 69.41% (2119 of 3053) (WIN 94: 66.25%)

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

OTHER RATED STATIONS	METRO CUME	TSA TSA	SHARE/RTG/AQH/CUME
WASP-F 94.9 OLIVER	0.5/1.5		
WBUT 1050 BUTLER	0.3/0.9		
WBVP 1230 BEAVER FALLS	0.4/1.4		
WDSY 1080 PITTSBURGH	0.4/1.0		
WJPA 1450 WASHINGTON	0.1/0.6		
WJPA-F 95.3 WASHINGTON	0.5/1.3		
WLSW-F 103.9 SCOTSDALE	0.3/0.9		
WMBS 590 UNIONTOWN	0.9/1.8		
WORD-F 101.5 PITTSBURGH	0.8/3.3		

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	
WWKS, 106.7, 47 KW @ 518	, AOR	WESTWD, \$ 28.00	(Dome)		(BEAVER FALLS)
WWSW, 94.5, 50 KW @ 810	, Oldies	ABC, \$165.00	(Mc-Guild)	Shamrock	
WXRБ, 104.7, 50 KW @ 500	, Country	, \$ 43.00	(Eastman)	Entercom	
WAMO, 105.9, 72 KW @ 430	, Black	AURN, \$ 54.00	(D&R)	Sheridan	

Miscellaneous: WEEP changed calls to WDSY-AM. . .

PORTLAND, OR

Arbitron Rank/Pop (12+): 24/1,563,300

MSA Rank/Pop: 29/1,700,000  
DMA # 27

Average Person Ratings: 15.3  
Market TSL: 20.25 hours

Stations: 28/26  
Diaries: 2247/696:1/56.8%  
Sample Target: 2370  
% Below Line: 1.1  
% Not Listed: 15.6

1994 Revenue: \$64,400,000  
HH Inc.: \$36,168  
Retail \$: 16.6 Bil  
Pop per Station: 60,126  
#1 Biller: KKCW-F \$7,500,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. KWJJ-AF (C)	201/ 8.4	9.0	9.1	7.9	8.6	8.6		2927/18.7	21.8	19.6	F	KWJJ-AF
2. KXL (N/T)	193/ 8.1	7.5	7.0	7.0	7.9	7.4		2640/18.9	17.3	17.1	G	KXL
3. KUPL-AF (C)	157/ 6.6	6.1	8.0	8.3	7.7	7.3		2389/15.3	16.8	19.3	G	KUPL-AF
KEX (FS)	157/ 6.6	5.8	5.2	5.9	6.2	5.9		2582/16.5	15.5	16.4	G	KEX
5. KKRZ-F (CHR)	147/ 6.2	5.3	7.2	7.2	7.6	6.5		2866/18.3	16.4	19.9	F	KKRZ-F
6. KGON-F (CL AOR)	142/ 6.0	5.9	6.7	6.1	4.6	6.2		2434/15.6	15.9	14.2	F	KGON-F
7. KKCW-F (AC)	137/ 5.7	4.3	5.6	6.1	5.6	5.4		2154/13.8	13.4	13.5	H	KKCW-F
8. KUFO-F (AOR)	130/ 5.4	6.4	5.9	7.0	6.0	6.2		2313/14.8	16.8	14.2	G	KUFO-F
9. KKSJ-F (O)	124/ 5.2	6.1	6.1	5.9	5.7	5.8		2487/15.9	17.6	15.3	F	KKSJ-F
10. KINK-F (AOR-P)	123/ 5.2	5.1	4.6	4.8	6.2	4.9		1762/11.3	12.0	12.8	G	KINK-F
11. KXL -F (O-70's)	89/ 3.7	2.9	2.1	2.7	2.7	2.9		1789/11.4	9.7	8.2	D	KXL -F
12. KKJZ-F (J)	68/ 2.8	4.9	4.3	2.8	1.5	3.7		1145/ 7.3	9.9	4.3	C	KKJZ-F
13. KKSJ (ST)	59/ 2.5	3.8	3.2	4.4	3.7	3.5		1046/ 6.7	7.5	6.9	C	KKSJ
14. KXYQ-AF (CHR/AC)	50/ 2.1	2.0	3.2	3.4	3.9	2.7		1338/ 8.6	8.7	11.3	D	KXYQ-AF
15. KMUZ-F (AOR-NR)	47/ 2.0	1.8	1.3	1.5	1.1	1.7		886/ 5.7	3.2	2.8		KMUZ-F
16. KBBT (AOR-NR)	42/ 1.8	1.3	1.7	1.6	1.5	1.6		860/ 5.5	4.9	4.0		KBBT
17. KFXJ (SPRIS)	35/ 1.5	2.6	1.1	1.2	1.1	1.6		648/ 4.1	5.6	3.3	C	KFXJ
18. KPQJ-F (REL)	32/ 1.3	1.4	1.4	1.3	1.2	1.4		637/ 4.1	4.7	3.8		KPQJ-F
19.												
20.												

12+ FM SHARE (METRO): 71.80% (1446 of 2014) (WIN 94: 70.82%)

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 KGON-F	1 KGON-F	1 KGON-F<	1 KXL	1 KXL	1 KXL	1 KWJJ-AF	1 KEX	1 KEX >
2 KUFO-F	2 KKRZ-F<	2 KWJJ-AF<	2 KINK-F<	2 KUPL-AF<	2 KEX	2 KGON-F<	2 KWJJ-AF	2 KUPL-AF	2 KWJJ-AF	2 KXL
3 KWJJ-AF	3 KWJJ-AF<	3 KUPL-AF<	3 KUPL-AF	3 KINK-F<	3 KWJJ-AF	3 KEX	3 KUPL-AF<	3 KUFO-F	3 KKRZ-F	3 KWJJ-F<
4	4 KGON-F	4 KUFO-F	4 KUFO-F<	4 KKCW-F	4 KKCW-F	4 KKRZ-F<	4 KKCW-F	4 KEX <	4 KUFO-F	4 KUFO-F
5	5 KUPL-AF>	5 KINK-F<	5 KKCW-F	5 KWJJ-AF	5 KKSJ-F<	5 KKCW-F	5 KGON-F<	5 KKSJ-F<	5 KUPL-AF<	5 KUPL-F
6	6 KXL -F	6 KKRZ-F	KWJJ-AF	6 KUFO-F	6 KUPL-AF	KWJJ-AF	6 KINK-F	6 KKRZ-F<	6 KKSJ-F	6 KKSJ-F
7	KINK-F	7 KKCW-F	7 KKRZ-F	7 KKSJ-F	7 KINK-F	7 KINK-F	KUFO-F<	7 KKCW-F	7 KXL	7
8	8	8	8	8	8	8	8 KKSJ-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 KWJJ-AF	1 KKRZ-F<	1 KUPL-AF	1 KKRZ-F<	1 KKCW-F	1 KUFO-F	1 KUFO-F	1 KUFO-F	1 KGON-F<	1 KGON-F
2 KKRZ-F	2 KWJJ-AF<	2 KKRZ-F	2 KUPL-AF	2 KINK-F	2 KGON-F	2 KGON-F>	2 KGON-F	2 KUFO-F>	2 KUFO-F
3 KGON-F	3 KUPL-AF>	3 KINK-F	KKCW-F	KUPL-AF	3 KWJJ-AF	3 KWJJ-AF	3 KKRZ-F	3 KWJJ-AF<	3 KXL
4 KUPL-AF	4 KKCW-F	4 KWJJ-AF	KWJJ-AF<	4 KWJJ-AF<	4 KBBT-F	4 KKRZ-F	4 KUPL-AF	4 KUPL-AF	4 KKSJ-F
5 KKCW	5 KINK-F	5 KXL -F	5 KINK-F	5 KKRZ-F	5 KKRZ-F	5 KUPL-AF	KWJJ-AF	KXL	5 KWJJ-AF
KUFO-F	6 KXL -F	6 KKCW-F	6 KGON-F	6 KXL -F<	6	6	6 KINK-F	6 KINK-F<	KUPL-AF<
KXYQ-AF	7 KGON-F	7	7 KXL -F	7 KEX	7	7	7	7 KKSJ-F	7 KINK-F
8	8	8	8	8	8	8	8	8	8

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
KBMS	1480	VANCOUVER, WA	0.4/1.2	
KDBX-F	107.5	BANKS	0.8/2.4	
KKEY	1150	PORTLAND	0.5/1.9	
KOTK	620	PORTLAND	0.4/1.8	
KPDQ	800	PORTLAND	0.3/1.3	
KDUK-F	104.7	EUGENE	0.3/1.2	
KSKD-F	107.1	SWEET HOME	0.8/1.4	



PORTLAND, OR

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)	Apogee
KOTK, 620, 5 KW (DA-N)	Talk	ABC	\$ NA (MMR)	Nogales
KKSN, 910, 5 KW (DA-2)	Standards	WESTWD	\$ 37.00 (Christal)	Heritage
KUPL, 1330, 5 KW (DA-1)	SEE KUPL-FM			
KWJJ, 1080, 50 KW/10 KW (DA-N)	SEE KWJJ-FM			
KXL, 750, 50 KW/20 KW (DA-1)	News/Talk	CBS	\$ 98.00 (Mc-Guild)	Alexander

FM STATIONS

KDBX, 107.5, 4.1 KW @ 397,	Religion		\$ NA ( --- )		(BANKS)
KGON, 92.3, 100 KW @ 1266,	Classic AOR		\$ 81.00 (CBS)	Apogee	
KINK, 101.9, 100 KW @ 1673,	Prog. AOR		\$ 147.00 (MMR)	Nogales	
KKJZ, 106.7, 100 KW @ 879,	Jazz		\$ 54.00 ( --- )	BayCom	(LAKE OSWEGO)
KKCW, 103.3, 95 KW @ 1653,	AC		\$ 148.00 (D&R)	Trumper	
KKRZ, 100.3, 95 KW @ 1433,	CHR		\$ 85.00 (Katz)	Citicasters	
KKSN, 97.1, 100 KW @ 1000,	Oldies	WESTWD	\$ 90.00 (Christal)	Heritage	
KMUZ, 94.7, 3.7 KW @ 850,	AOR-NR	CBS	\$ 27.00 ( --- )		(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	
KXYQ, 105.1, 100 KW @ 1840,	CHR/AC	ABC	\$ 38.00 (Torbet)	Trumper	(SALEM)

Miscellaneous: KMUZ-F changes from EZ/Standards to Modern AOR (Feb). . . KKCW-F sold by Trumper to Citicasters for \$30,000,000 (D) (Star). . . KXYQ-F (Salem) sold by Trumper to Heritage (D) for \$7,000,000. . . KMUZ-F (Camas) sold to Apogee (D) for \$3,500,000 (Star). . . KINK-AM changes to KOTK and format to Talk (Feb). . . KMUZ-F, KFXX, KGON-F sold by Apogee to Entercom (D) for \$24,500,000 (Blackburn). . .

PROVIDENCE

Arbitron Rank/Pop (12+): 31/1,278,800  
 MSA Rank/Pop: 62/920,000  
 DMA # 45  
 Average Person Ratings: 17.3  
 Market TSL: 23.00 hours

Stations: 39/21  
 Diaries: 1882/679:1/58.3%  
 Sample Target: 1760  
 % Below Line: 16.9%  
 % Not Listed: 9.9%

1994 Revenue: \$31,600,000  
 HH Inc.: \$36,077  
 Retail \$: 7.4 Bil  
 Pop per Station: 60,895  
 #1 Biller: WHJY-F \$5,200,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WHJY-F (AOR)	208/ 9.4	9.8	10.6	8.8	8.0	9.7		2790/21.8	20.5	20.0	G	WHJY-F
2. WWLI-F (SAC)	183/ 8.3	8.2	8.0	8.5	7.2	8.3		2377/18.6	18.2	17.1	F	WWLI-F
3. WPRO-F (CHR)	167/ 7.5	7.7	8.2	7.4	9.7	7.7		2993/23.4	22.2	26.1	E	WPRO-F
4. WWBB-F (O)	141/ 6.4	5.7	5.1	4.8	6.0	5.5		2214/17.3	15.2	15.3	E	WWBB-F
5. WLKW (ST)	119/ 5.4	4.8	5.4	4.4	2.1	5.0		1348/10.5	8.7	5.6	B	WLKW
6. WPRO (T)	112/ 5.1	3.8	5.3	4.3	4.7	4.6		1849/14.5	12.0	14.8	D	WPRO
7. WWRX-F (CL AOR)	103/ 4.6	3.8	4.5	4.7	4.7	4.4		2088/16.3	15.2	14.5	D	WWRX-F
8. WHJJ (N/T)	99/ 4.5	4.5	4.8	4.3	5.2	4.5		1349/10.5	10.7	11.1	D	WHJJ
9. WSNE-F (AC)	98/ 4.4	4.3	6.1	5.3	4.3	5.0		1765/13.8	14.4	13.5	E	WSNE-F
10. WWKX-F (CHR)	86/ 3.9	3.9	3.7	4.7	4.1	4.1		1401/11.0	11.4	12.0		WWKX-F
11. WBRU-F (AOR-NR)	71/ 3.2	3.8	3.7	3.5	3.3	3.6		1591/12.4	11.2	10.3		WBRU-F
12. WCTK-F (C)	70/ 3.2	4.1	3.5	5.1	3.9	4.0		1219/ 9.5	10.0	9.5		WCTK-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 74.76% (1493 of 1997) (WIN 94: 75.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWKX-F>>	1 WHJY-F>	1 WHJY-F>	1 WHJY-F	1 WHJY-F	1 WWLI-F	1 WHJY-F	1 WHJY-F<	1 WHJY-F	1 WHJY-F<	1 WHJJ
2 WPRO-F	2 WPRO-F>	2 WPRO-F	2 WPRO-F	2 WWLI-F<	2 WLKW <	2 WPRO-F	2 WWLI-F	2 WWLI-F	2 WWLI-F	2 WWLI-F
3 WJMN-F	3 WWLI-F	3 WWLI-F	3 WWLI-F	3 WPRO-F<	3 WWBB-F	3 WWLI-F<	3 WPRO-F<	3 WPRO-F	3 WWKX-F	WLKW
4 WBRU-F	4 WBRU-F<	4 WWRX-F	4 WWBB-F<	4 WWBB-F	4 WPRO	4 WWRX-F<	4 WWBB-F<	4 WWBB-F	4 WPRO-F	4 WBZ
5 WHJY-F	5 WWKX-F	5 WWBB-F<	5 WWRX-F	5 WWRX-F	5 WHJJ	5 WPRO	5 WLKW	5 WHJJ <	5 WLKW	5 WWBB-F
6	6 WWRX-F	6 WSNE-F	6 WSNE-F	6 WSNE-F	6	6 WHJJ <	6 WPRO	6 WLKW	6 WWBB-F<	WHJY-F
7	7	7	7	7	7	7 WWBB-F	7 WSNE-F	7 WSNE-F	7 WBRU-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 WPRO-F	1 WPRO-F	1 WPRO-F	1 WPRO-F	1 WWLI-F	1 WHJY-F	1 WHJY-F>>>	1 WHJY-F	1 WHJY-F>>	1 WHJY-F>
2 WHJY-F	2 WHJY-F	2 WHJY-F	2 WWLI-F	2 WPRO-F	2 WBRU-F	2 WPRO-F<	2 WPRO-F	2 WWRX-F<	2 WWRX-F
3 WWKX-F	3 WWLI-F<	3 WWLI-F	3 WSNE-F	3 WWBB-F<	WPRO-F	3 WWRX-F	3 WWRX-F	3 WPRO-F>	3 WWBB-F
4 WWLI-F	4 WWKX-F<	4 WSNE-F	WHJY-F>	4 WSNE-F	WWRX-F	4 WBRU-F	4 WBRU-F	4 WWBB-F<	4 WPRO-F
5 WSNE-F	5 WSNE-F>	5 WWKX-F	5 WWBB-F	5 WHJY-F	WAAF-F	5	5 WWLI-F	5 WWLI-F	5 WWLI-F
6 WBRU-F	6 WBRU-F	6 WWRX-F	6 WWKX-F	6 WWRX-F	6 WWKX-F	6	6	6 WBRU-F	6
7	7	WWBB-F	7 WWRX-F	7	7	7	7	7	7

PROVIDENCE

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WADK	1540	NEWPORT	0.3/0.6
WARV	1590	WARWICK	0.5/1.6
WBSM	1420	NEW BEDFORD	1.5/2.3
WFHN-F	107.1	FAIRHAVEN	1.2/4.9
WHIM	1110	E. PROVIDENCE	1.4/2.6
WJFD-F	97.3	NEW BEDFORD	0.5/1.3
WNR1	1380	WOONSOCKET	0.5/1.1
WOTB-F	100.3	MIDDLETOWN	0.9/3.4
WSAR	1480	FALL RIVER	0.6/2.0

SEE BOSTON FOR MORE ABOUT THE FOLLOWING:

WAAF-F	1.4/5.3	WBZ	1.9/7.5	WMJX-F	0.4/1.8
WBCN-F	1.0/3.5	WCLB-F	0.6/1.8	WODS-F	1.0/4.8
WBCS-F	1.5/3.4	WCRB-F	1.7/4.8	WPLM-F	0.6/2.8
WBMX-F	0.5/3.0	WEEI	0.5/2.2	WXKS-F	0.7/4.1
WBOS-F	1.4/3.7	WJMN-F	1.4/6.9	WZLX-F	0.7/3.2
WCIB-F	101.9	FALMOUTH			0.5/1.8
WFAN	660	NEW YORK			0.5/2.2
WQRC-F	99.9	BARNSTABLE, MA			0.4/1.4

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)	Teledia	
WPRO, 630,	5 KW (DA-N)	, Talk/News	ABC , \$ 51.00 (Mc-Guild)	Teledia	
WBRU-F, 95.5,	20 KW @ 440,	New AOR	Source , \$ 38.00 ( --- )		
WCTK-F, 98.1,	47 KW @ 508,	Country	, \$ 43.00 (D & R)	Hall	(NEW BEDFORD)
WFHN-F, 107.1,	3 KW @ 374,	CHR	, \$ 30.00 (Christal)	H & D	(FAIRHAVEN)
WHJY-F, 94.1,	50 KW @ 440,	AOR	Source , \$ 87.00 (Group W)	Liberty	
WOTB-F, 100.3,	6 KW @ 302,	Jazz	AP, ABC , \$ 26.00 (K & P)		(MIDDLETOWN)
WPRO-F, 92.3,	39 KW @ 551,	CHR	ABC , \$ 72.00 (Mc-Guild)	Teledia	
WSNE-F, 93.3,	30 KW @ 620,	AC	, \$ 83.00 (Eastman)	Liberty	(TAUNTON, MA)
WWBB-F, 101.5,	14 KW @ 951,	Oldies	, \$ 73.00 (Banner)	Radio Equity	
WWKX-F, 106.3,	1.2 KW @ 194,	CHR	WESTWD , \$ 32.00 (Christal)		(WOONSOCKET)
WWLI-F, 105.1,	50 KW @ 500,	Soft AC	, \$ 79.00 (Torbet)	Teledia	
WWRX-F, 103.7,	50 KW @ 500,	Classic AOR	CNN , \$ 40.00 (D & R)	Radio Equity	(WESTERLY)

Other Ranked Stations - See Boston or New Bedford

Miscellaneous: WICE sold to Back Bay (D) for \$720,000. . .

RALEIGH

Arbitron Rank/Pop (12+): 52/804,800  
 MSA Rank/Pop: 33/949,000  
 DMA # 61  
 Average Person Ratings: 15.1  
 Market TSL: 19.75 hours

Stations: 29/24  
 Diaries: 1841/437:1/56.7%  
 Sample Target: 1815  
 % Below Line: 5.1  
 % Not Listed: 21.5

1994 Revenue: \$33,600,000  
 HH Inc.: \$37,694  
 Retail \$: 9.2 Bil  
 Pop per Station: 33,533  
 #1 Biller: WRAL-F \$5,100,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WDCG-F (CHR)	93/ 7.7	6.2	7.0	7.1	8.2	7.0		1669/20.7	19.1	19.6	E	WDCG-F
WQOK-F (B)	93/ 7.7	8.8	7.3	7.6	9.5	7.9		1167/14.5	15.2	15.6	D	WQOK-F
3. WPTF (FS)	84/ 6.9	7.5	7.8	7.1	8.2	7.3		1273/15.8	16.0	17.3	E	WPTF
4. WQDR-F (C)	82/ 6.8	7.1	6.8	6.7	9.3	6.9		1279/15.9	17.3	17.3	G	WQDR-F
5. WRAL-F (AC)	81/ 6.7	6.5	7.9	6.9	7.6	7.0		1569/19.5	17.0	19.6	G	WRAL-F
6. WRDU-F (AOR)	66/ 5.4	7.3	5.3	6.0	4.8	6.0		1237/15.4	17.4	14.5	F	WRDU-F
7. WKIX-F (C)	63/ 5.2	6.8	7.5	5.1	2.5	6.2		1159/14.4	16.5	8.6	C	WKIX-F
8. WFXC-FF (B)	60/ 5.0	5.5	5.5	4.3	3.1	5.1		882/11.0	10.6	8.5	C	WFXC-FF
9. WZZU-F (CL AOR)	53/ 4.4	4.0	4.8	5.0	3.4	4.6		1092/13.6	14.3	13.3	C	WZZU-F
10. WTRG-F (O)	49/ 4.0	4.5	5.5	6.0	5.8	5.0		1152/14.3	13.1	14.6	E	WTRG-F
11. WNND-F (J)	33/ 2.7	2.5	2.4	3.1	2.1	2.7		530/ 6.6	6.0	6.4	B	WNND-F
12. WYLT (ST)	26/ 2.1	1.7	1.7	1.5	1.0	1.8		383/ 4.8	4.1	3.8	A	WYLT
13. WLLC (G/B)	20/ 1.6	1.1	1.3	1.3	2.4	1.3		243/ 3.0	3.0	3.3	A	WLLC
WPCM-F (C)	20/ 1.6	2.8	2.0	1.6	3.7	2.0		497/ 6.2	8.5	7.3		WPCM-F
15. WDNC (ST)	17/ 1.4	1.0	0.9	0.8	1.8	1.0		430/ 5.3	5.2	6.2		WDNC

12+ FM SHARE (METRO): 79.22% (755 of 953) (WIN 94: 80.22%)

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

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

WAUG	750	NEW HOPE	0.4/1.2
WCHL	1360	CHAPEL HILL	0.7/2.1
WDUR	1490	DURHAM	0.7/1.5
WKTC-F	96.9	GOLDSBORO	1.2/3.9
WMPM	1270	SMITHFIELD	0.4/0.7
WPJL	1240	RALEIGH	0.5/2.0
WRTP	1530	CHAPEL HILL	0.4/0.9
WSCR	1410	DURHAM	1.1/2.0
WHLQ-F	102.5	LOUISBURG	0.4/0.6
WHPE-F	95.5	HIGH POINT	0.4/0.7
WJMH-F	102.1	GREENSBORO	1.2/5.4
WQMG-F	97.1	GREENSBORO	1.0/3.5
WZFX-F	99.1	WHITEVILLE	0.8/2.6

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	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)

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

Stations: 22/21  
Diaries: 1940/395:1/56.4%  
Sample Target: 1740  
% Below Line: 0.5  
% Not Listed: 12.2

1994 Revenue: \$34,000,000  
HH Inc.: \$37,302  
Retail \$: 9.5 Bil  
Pop per Station: 36,841  
#1 Biller: WKHK-F \$5,000,000

MSA Rank/Pop: 63/924,000  
DMA # 56  
Average Person Ratings: 16.1  
Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WRVA (FS)	131/10.6	8.8	9.9	12.0	11.2	10.3		1750/22.8	20.2	23.9	F	WRVA
2. WKHK-F (C)	127/10.3	11.8	9.6	11.4	11.0	10.8		1521/19.9	21.0	20.8	G	WKHK-F
3. WCDX-F (B)	123/10.0	11.7	12.3	10.4	11.3	11.1		1386/18.1	19.1	18.9	F	WCDX-F
4. WTVR-F (SAC)	102/ 8.3	8.7	5.3	6.8	7.0	7.3		1605/21.0	16.6	17.5	D	WTVR-F
5. WRVQ-F (CHR)	88/ 7.1	7.0	8.6	6.3	7.0	7.3		1730/22.6	20.9	19.0	E	WRVQ-F
6. WRXL-F (AOR)	82/ 6.7	6.0	6.1	6.2	6.6	6.3		1371/17.9	17.3	18.1	E	WRXL-F
7. WPLZ-F (B)	74/ 6.0	6.3	7.5	8.2	8.1	7.0		1184/15.5	15.8	16.1	C	WPLZ-F
8. WMXB-F (AC)	65/ 5.3	5.7	6.5	6.1	6.4	5.9		1232/16.1	16.2	17.0	F	WMXB-F
9. WVGO-F (AOR-P)	55/ 4.5	5.0	6.8	4.5	4.1	5.0		786/10.3	11.6	10.5	D	WVGO-F
10. WLEE-F (O)	32/ 2.8	3.0	3.9	3.2	3.8	3.2		852/11.1	10.2	11.8		WLEE-F
11. WSOJ-F (B)	31/ 2.5	2.1	2.9	2.1	0.4	2.4		538/ 7.0	6.6	1.3		WSOJ-F
12. WKIK-F (C)	30/ 2.4	2.8	1.8	2.1	2.1	2.3		561/ 7.3	8.4	7.2	C	WKIK-F
13. WREJ (REL)	24/ 1.9	1.3	1.5	1.5	1.8	1.6		270/ 3.5	3.1	2.8		WREJ
14. WTVR (ST)	21/ 1.7	1.6	1.3	2.2	2.0	1.7		289/ 3.8	3.9	4.3		WTVR
15. WRVH (SPRTS)	20/ 1.6	1.0	0.8	1.0	0.8	1.1		381/ 5.0	4.7	4.1		WRVH
16. WFTH (G)	19/ 1.5	0.3	0.8	1.2	2.5	1.0		186/ 2.4	1.7	3.9		WFTH
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 76.34% (826 of 1082) (WIN 94: 76.41%)

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 WRVA >	1 WRVA	1 WKHK-F	1 WCDX-F>	1 WKHK-F
2 WRVQ-F>	2 WRXL-F	2 WKHK-F	2 WKHK-F<	2 WCDX-F<	2 WTVR-F<	2 WKHK-F	2 WKHK-F<	WCDX-F	2 WPLZ-F	2 WCDX-F
3 WKHK-F	3 WKHK-F<	3 WRXL-F	3 WTVR-F	3 WTVR-F	3 WKHK-F>	3 WCDX-F	3 WTVR-F	3 WTVR-F	3 WRVQ-F	3 WRVA
4 WPLZ-F<	4 WRVQ-F>	4 WTVR-F<	4 WMXB-F<	4 WMXB-F<	4	4 WTVR-F<	4 WCDX-F	4 WRVA <	4 WRVA <	4 WPLZ-F
5 WRXL-F	5 WVGO-F<	5 WRVQ-F	5 WRVQ-F<	5 WRVQ-F	5	5 WRVQ-F	5 WMXB-F<	5 WRXL-F<	5 WKHK-F	5 WTVR-F
6	6 WPLZ-F	6 WMXB-F<	6 WRXL-F	6 WVGO-F<	6	6 WRXL-F<	6 WRXL-F	6 WRVQ-F	6 WRXL-F	6 WRVQ-F
7	7 WTVR-F	7 WVGO-F<	WVGO-F	7 WRXL-F<	7	7 WMXB-F	7 WRVQ-F	7	WTVR-F	7
8	8	8 WPLZ-F	8	8 WRVA <	8	8	8	8	8	8
9	9	9	9	9 WPLZ-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 WCDX-F	1 WCDX-F	1 WCDX-F	1 WCDX-F	1 WTVR-F<	1 WRXL-F	1 WRXL-F	1 WCDX-F	1 WRXL-F	1 WKHK-F
2 WKHK-F	2 WKHK-F<	WRVQ-F	2 WTVR-F<	2 WMXB-F<	2 WCDX-F	2 WCDX-F>	2 WRXL-F	2 WCDX-F<	2 WRXL-F<
3 WRVQ-F	3 WRVQ-F	3 WMXB-F	3 WKHK-F<	3 WCDX-F<	3 WKHK-F	3 WKHK-F<	3 WKHK-F	3 WKHK-F	3 WCDX-F<
4 WRXL-F	4 WMXB-F	4 WKHK-F	4 WMXB-F	4 WKHK-F	WRVQ-F	4 WRVQ-F	4 WRVQ-F	4 WVGO-F	4 WRVA
WTVR-F	WTVR-F	5 WTVR-F	5 WRVQ-F	5 WRVQ-F	5 WPLZ-F	5 WVGO-F	WVGO-F	5 WRVQ-F	5 WVGO-F
6 WMXB-F	6 WRXL-F	6 WVGO-F	6 WPLZ-F	6 WPLZ-F	6	WPLZ-F	6 WPLZ-F	6 WPLZ-F<	6 WTVR-F
WPLZ-F	7	7	7	7	7	7	7	7 WRVA	7 WPLZ-F
8	8	8	8	8	8	8	8	8	8

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

WDYL-F	92.1	CHESTER	0.6/3.3
WGCV	1240	PETERSBURG	0.6/2.3
WLEE	1320	RICHMOND	1.1/2.9
WSTK	1290	COLONIAL HTS	0.6/1.5
WXGI	950	RICHMOND	1.1/3.3
WAFX-F	106.9	SUFFOLK	0.5/2.8

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)	, Talk/News	WESTWD, ABC , \$ 17.00 ( --- )	
WREJ, 1540, 10 KW (DAYS, DA)	, Religion	, \$ 16.00 ( --- )	
WRVA, 1140, 50 KW (DA-1)	, Full Service	CBS , \$ 89.00 (Mc-Guild)	Clear Channel
WRVH, 910, 5 KW/1.5 KW(DA-N)	, Sports	WESTWD, CBS , \$ 21.00 (Katz)	Clear Channel
WTVR, 1380, 5 KW (DA-2)	, Standards	SMN, ABC , \$ 20.00 (Katz)	Park
WXGI, 950, 5 KW/50 W	, Country	WESTWD , \$ 16.00 (---)	
WCDX-F, 92.7, 2.4 KW @ 367, Black		, \$ 68.00 (MMR)	Sinclair (MECHANICSVILLE)
WLEE-F, 96.5, 50 KW @ 558, Oldies		, \$ 50.00 (Christal)	Benchmark (WILLIAMSBURG)
WDYL-F, 92.1, 3 KW @ 298, Religion		CNN , \$ 24.00 (---)	(CHESTER)
WKHK-F, 95.3, 13 KW @ 449, Country		WESTWD , \$ 135.00 (Banner)	ABS (COLONIAL HTS)
WKIK-F, 104.7, 100 KW @ 980, Country		, \$ 40.00 ( --- )	ABS (CREWE)
WMXB-F, 103.7, 20 KW @ 840, AC		ABC, AP , \$ 100.00 (Mc-Guild)	Liberty
WPLZ-F, 99.3, 3 KW @ 328, Black		WESTWD, ABC , \$ 40.00 (MMR)	Sinclair
WRVQ-F, 94.5, 200 KW @ 351, CHR		ABC , \$ 70.00 (Katz)	Clear Channel
WRXL-F, 102.1, 20 KW @ 790, AOR		, \$ 67.00 (Katz)	Clear Channel
WSOJ-F, 100.3, 4.7 KW @ 371, Black		, \$ 17.00 ( --- )	(PETERSBURG)
WTVR-F, 98.1, 50 KW @ 807, EZ/Soft AC		ABC , \$ 47.00 (Katz)	Park
WVGO-F, 106.5, 8 KW @ 1233, Prog. AOR		, \$ 55.00 (Christal)	Benchmark

Miscellaneous: WDCK-F changes to WLEE-F and format from Oldies to Oldies-70's (March). . .

RIVERSIDE-SAN BERNARDINO

Arbitron Rank/Pop (12+): 28/1,347,800  
 MSA Rank/Pop: 10/3,020,000  
 Los Angeles DMA  
 Average Person Ratings: 16.6  
 Market TSL: 22.00 hours

Stations: 46/14  
 Diaries: 2200/613:1/51.2%  
 Sample Target: 2130  
 % Below Line: 55.6  
 % Not Listed: 11.8

1994 Revenue: \$21,200,000  
 HH Inc.: \$37,221  
 Retail \$: 19.7 Bil  
 Pop per Station: 96,271  
 #1 Biller: KFRG-F \$6,500,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. KFRG-F (C)	212/ 9.5	7.0	6.9	7.4	6.5	7.7		2609/19.4	14.7	16.7	G	KFRG-F
2. KFI (T)	168/ 7.5	6.6	6.2	7.1	7.0	6.9		2044/15.2	13.1	14.9		KFI
3. KGGI-F (CHR)	150/ 6.7	7.0	7.3	6.4	6.4	6.9		2499/18.5	21.0	18.8	F	KGGI-F
4. KOLA-F (O)	80/ 3.6	5.3	3.6	4.3	5.2	4.2		1511/11.2	15.2	12.6	D	KOLA-F
5. KKBT-F (B)	75/ 3.4	3.7	2.0	1.9	2.1	2.8		1057/ 7.8	7.9	6.3		KKBT-F
KLOS-F (AOR)	75/ 3.4	3.6	4.0	3.5	4.0	3.6		1682/12.5	10.7	10.8		KLOS-F
KROQ-F (AOR-NR)	75/ 3.4	3.2	3.8	3.8	3.4	3.6		1165/ 8.6	8.0	8.6		KROQ-F
8. KOST-F (SAC)	74/ 3.3	3.8	3.5	3.3	4.1	3.5		1583/11.7	12.0	12.1		KOST-F
9. KIIS-F (CHR)	68/ 3.0	2.9	2.5	3.9	3.8	3.1		1661/12.3	11.9	11.9		KIIS-F
10. KNX (N)	64/ 2.9	2.2	2.5	1.7	2.4	2.3		1298/ 9.6	7.3	8.3		KNX
11. KCBS-F (O-70's)	63/ 2.8	3.1	3.6	3.8	5.1	3.3		1349/10.0	9.6	10.3		KCBS-F
12. KRTH-F (O)	57/ 2.5	2.8	2.4	2.5	3.0	2.6		1345/10.0	10.5	10.4		KRTH-F
13. KCAL-F (AOR)	53/ 2.4	4.0	4.5	3.2	3.8	3.5		1048/ 7.8	9.5	10.3	F	KCAL-F
14. KTWV-F (J)	52/ 2.3	2.5	1.7	1.3	1.7	2.0		809/ 6.0	5.5	4.2		KTWV-F
15. KVAR-F (SP)	48/ 2.1	3.2	3.8	3.3	2.7	3.1		402/ 3.0	8.7	8.3		KVAR-F
16. KWRP-F (SAC)	46/ 2.1	2.4	2.7	2.6	2.2	2.5		486/ 3.6	3.2	3.0		KWRP-F
17. KOOJ-F (C)	43/ 1.9	0.7	0.8	0.8	0.9	1.1		737/ 5.5	3.0	2.6		KOOJ-F
18. KPWR-F (U/CHR)	42/ 1.9	2.2	1.4	2.0	1.3	1.9		1086/ 8.1	7.9	6.2		KPWR-F
19. KCXX-F (AOR-P)	40/ 1.8	1.3	1.5	0.8	0.8	1.4		773/ 5.7	3.8	3.4		KCXX-F
20.												

12+ FM SHARE (METRO): 77.80% (1535 of 1973) (WIN 94: 78.12%)

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



RIVERSIDE-SAN BERNARDINO

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KATY-F	101.3	IDYLLWILD	0.4/1.0
KCAL	1410	REDLANDS	1.3/3.3
KCKC	1350	SAN BERNARDINO	0.3/1.0
KDIF	1440	RIVERSIDE	1.2/3.0
KMEN	1290	SAN BERNARDINO	0.5/1.9
KSZZ	590	SAN BERNARDINO	0.4/0.9
KXRS-F	105.7	HEMET	0.5/1.1

SEE LOS ANGELES FOR MORE ABOUT THE FOLLOWING:

KABC	0.7/ 1.7	KLAX-F	0.5/ 1.6	KTNQ	0.6/ 1.6
KBIG-F	1.6/ 6.4	KLSX-F	1.5/ 4.8	KXEZ-F	1.6/ 3.8
KFWB	0.7/ 3.3	KLVE-F	1.5/ 4.5	KZLA-F	1.1/ 3.4
KOJY	0.9/ 1.9	KMPC	0.4/ 1.6		
KKGO-F	1.5/ 3.7	KSCA-F	0.5/ 1.1		
KLAC	1.1/ 3.0	KOJY	0.9/ 1.9		

KIOZ-F	102.1	OCEANSIDE	0.4/0.7
KNSE	1510	ONTARIO	0.4/0.7
KPLM-F	106.1	PALM SPRINGS	0.8/1.3
KPSI-F	100.5	PALM SPRINGS	0.4/0.7
XTRA	690	TIJUANA	0.7/2.0
KWVE-F	107.9	SAN CLEMENTE	0.4/1.7

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 W @ 1502, EZ/Soft AC	USA, \$ 25.00 (K & P)	(SAN JACINTO)

Other Ranked Stations -- See Los Angeles

Miscellaneous: KABE-F changed to KCXX-F (Feb). . . KHTX-AM changed to KSZZ and format from Standards to Hispanic (Dec). . . KHTX-F changed to KVAR-F and format from Country to Hispanic (Feb). . . KVAR-F went below-the-line in Riverside-SB and now calls Los Angeles its home market. . .

ROCHESTER

Arbitron Rank/Pop (12+): 44/897,500  
 MSA Rank/Pop: 48/1,090,000  
 DMA # 71  
 Average Person Ratings: 16.6  
 Market TSL: 22.00 hours

Stations: 29/21  
 Diaries: 2054/437:1/62.6%  
 Sample Target: 1935  
 % Below Line: 3.8  
 % Not Listed: 13.4

1994 Revenue: \$28,200,000  
 HH Inc.: \$38,240  
 Retail \$: 8.8 Bil  
 Pop per Station: 42,738  
 #1 Biller: WCMF A/F \$5,300,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WBEE-F (C)	188/12.6	11.7	12.7	11.4	14.1	12.1		1981/22.1	21.7	22.4	F	WBEE-F
2. WHAM (FS)	176/11.8	13.5	9.7	10.8	11.6	11.5		2311/25.7	27.4	27.1	F	WHAM
3. WCMF-F (AOR)	174/11.7	10.3	10.8	11.2	11.6	11.0		2158/24.0	24.9	26.1	G	WCMF-F
4. WPXY-F (CHR)	124/ 8.3	8.2	9.4	8.5	8.4	8.6		2341/26.1	25.1	23.7	E	WPXY-F
5. WRMM-F (SAC)	114/ 7.6	8.4	7.7	7.5	6.9	7.8		1727/19.2	20.1	18.3	D	WRMM-F
6. WKLX-F (O)	81/ 5.4	6.0	7.3	6.1	4.6	6.2		1461/16.3	18.4	13.8	C	WKLX-F
7. WDKX-F (B)	78/ 5.2	4.6	4.9	4.6	4.8	4.8		821/ 9.1	9.8	9.2	B	WDKX-F
8. WVOR-F (AC)	73/ 4.9	5.6	4.6	4.9	6.6	5.0		1556/17.3	18.4	17.5	C	WVOR-F
9. WBBF (ST)	65/ 4.4	2.8	3.3	3.6	3.1	3.5		771/ 8.6	6.7	7.1	A	WBBF
10. WMAX-F (AOR-P)	46/ 3.1	3.2	2.7	3.9	2.8	3.3		818/ 9.1	8.6	9.1	C	WMAX-F
11. WRQI-F (AOR-NR)	26/ 1.7	1.9	2.5	2.8	1.9	2.2		829/ 9.2	8.1	8.9	C	WRQI-F
12. WEZO-F (SAC)	19/ 1.3	1.3	0.8	0.8	0.9	1.1		404/ 4.5	3.6	2.4	A	WEZO-F
13. WJZR-F (J)	16/ 1.1	1.4	1.3	1.3	1.4	1.3		341/ 3.8	4.8	3.4	B	WJZR-F
14.												
15.												

12+ FM SHARE (METRO): 78.33% (1012 of 1292) (WIN 94: 78.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPXY-F>>	1 WCMF-F>	1 WCMF-F>	1 WCMF-F	1 WBEE-F	1 WHAM	1 WCMF-F	1 WCMF-F<	1 WBEE-F<	1 WPXY-F<	1 WHAM
2 WDKX-F>	2 WPXY-F>	2 WBEE-F	2 WBEE-F>	2 WCMF-F>	2 WBEE-F>>	WHAM	2 WHAM <	2 WHAM <	2 WHAM	2 WBEE-F
3 WCMF-F	3 WBEE-F	3 WPXY-F	3 WRMM-F	3 WRMM-F	3 WRMM-F<	3 WBEE-F>	3 WBEE-F	3 WCMF-F	WBEE-F	3 WDKX-F
4	4 WRMM-F<	4 WRMM-F>	4 WKLX-F	4 WKLX-F	4 WKLX-F	4 WPXY-F<	4 WRMM-F	4 WRMM-F<	4 WDKX-F	4 WCMF-F
5	5 WDKX-F	5 WVOR-F	5 WPXY-F<	5 WHAM	WBBF	5 WRMM-F>	5 WPXY-F	5 WPXY-F	5 WCMF-F	5 WJFX-F
6	6 WVOR-F	WKLX-F	6 WVOR-F	6 WVOR-F	6 WCMF-F	6 WKLX-F	6 WVOR-F	6 WVOR-F	6 WRMM-F<	6 WRMM-F
7	7	7 WDKX-F	7 WHAM	7 WPXY-F	7	7	7	7	7 WKLX-F	7 WPXY-F
8	8	8	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPXY-F	1 WPXY-F>	1 WPXY-F	1 WPXY-F<	1 WBEE-F<	1 WCMF-F	1 WCMF-F>>>	1 WCMF-F	1 WCMF-F>>	1 WCMF-F>
2 WCMF-F	2 WCMF-F<	2 WRMM-F	2 WRMM-F<	2 WRMM-F	2 WPXY-F	2 WBEE-F	2 WBEE-F	2 WBEE-F>	2 WBEE-F
3 WRMM-F	3 WRMM-F	3 WVOR-F	3 WBEE-F	3 WVOR-F<	3 WDKX-F	WPXY-F	3 WDKX-F	3 WHAM	3 WHAM
4 WBEE-F	4 WBEE-F	4 WCMF-F	4 WCMF-F>	4 WPXY-F	4 WBEE-F	4 WDKX-F>	WMAX-F	4 WPXY-F<	4 WKLX-F
5 WVOR-F	5 WVOR-F	5 WBEE-F	5 WKLX-F	5 WCMF-F	5 WRMM-F	5 WMAX-F	5 WPXY-F	5 WKLX-F<	5 WMAX-F
WDKX-F	6 WDKX-F	6 WDKX-F	6 WDKX-F	WKLX-F	6	6	6	6 WDKX-F	6 WRMM-F
7	7	7	7	7	7	7	7	7	7 WDKX-F

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

WBTA	1490	BATAVIA	0.4/1.4
WCMF	990	ROCHESTER	0.4/2.6
WDCZ-F	102.7	WEBSTER	0.3/1.6
WHTK	1280	ROCHESTER	0.8/3.9
WLKA-F	102.3	CANANDAIGUA	0.3/0.7
WNNR-F	103.5	SODUS	0.4/1.7
WWG	1460	ROCHESTER	0.3/1.7
WZXV-F	99.7	PALMYRA	0.7/2.2

SEE BUFFALO FOR MORE ABOUT THE FOLLOWING:

WGRF-F	0.3/1.4	WJFX-F	0.3/1.0
WKSE-F	0.3/1.8	WYLF	0.7/1.2
WMJQ-F	0.6/2.9	WYRK-F	0.5/1.1
WNUC-F	0.6/2.6	CFMX-F	0.4/2.0

ROCHESTER

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RADIO STATIONS

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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.
WDXK-F, 103.9, 0.8 KW @ 541,	Black	, \$ 28.00 (Williams)	
WEZO-F, 93.3, 2.1 KW @ 380,	EZ	, \$ 18.00 (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.
WRQI-F, 95.1, 50 KW @ 492,	AOR-NR	, \$ 29.00 (D&R)	(S. BRISTOL)
WVOR-F, 100.5, 50 KW @ 479,	AC	, \$ 65.00 (Mc-Guild)	Lincoln

Miscellaneous: WRQI-F changes from Classic Rock to Modern Rock (March). . .

SACRAMENTO

Arbitron Rank/Pop (12+): 29/1,340,800  
 MSA Rank/Pop: 34/1,650,000  
 DMA # 17  
 Average Person Ratings: 16.4  
 Market TSL: 21.75 hours

Stations: 28/24  
 Diaries: 2226/602:1/53.2%  
 Sample Target: 2220  
 % Below Line: 2.7  
 % Not Listed: 14.8

1994 Revenue: \$63,200,000  
 HH Inc.: \$37,617  
 Retail \$: 12.8 Bil  
 Pop per Station: 55,867  
 #1 Biller: KFBK \$12,100,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. KFBK (N/T)	250/11.4	13.9	11.6	11.8	13.3	12.2		3091/23.1	24.2	24.8	I	KFBK
2. KSFM-F (CHR)	169/ 7.7	5.8	7.4	8.4	7.2	7.3		2358/17.6	16.2	15.1	G	KSFM-F
3. KYMX-F (SAC)	129/ 5.9	4.4	5.1	4.4	5.0	5.0		1713/12.8	12.8	13.2	E	KYMX-F
4. KNCI-F (C)	126/ 5.7	5.7	7.1	6.4	6.0	6.2		2032/15.2	15.1	14.7	G	KNCI-F
5. KHYL-F (O)	122/ 5.6	5.8	4.4	3.8	4.9	4.9		2327/17.4	18.0	16.1	F	KHYL-F
6. KGBY-F (AC)	109/ 5.0	7.3	5.3	5.7	6.6	5.8		1988/14.8	18.0	15.7	G	KGBY-F
7. KWOD-F (AOR-NR)	108/ 4.9	3.8	4.5	3.9	4.5	4.3		1794/13.4	11.2	10.7	C	KWOD-F
8. KSEG-F (CL AOR)	99/ 4.5	4.3	5.0	5.0	5.3	4.7		1924/14.3	13.6	13.7	G	KSEG-F
9. KSTE (T)	96/ 4.4	2.8	1.7	1.6	2.1	2.6		1180/ 8.8	6.5	6.0	C	KSTE
10. KRXQ-F (AOR)	93/ 4.2	3.4	5.5	4.0	4.0	4.3		1666/12.4	9.5	10.2	E	KRXQ-F
11. KCTC (ST)	89/ 4.0	3.5	3.2	3.9	3.6	3.7		1016/ 7.6	6.8	7.3	B	KCTC
12. KRAK-F (C)	88/ 4.0	3.2	3.7	3.9	4.6	3.7		1686/12.6	11.4	11.1	F	KRAK-F
13. KXOA-F (O-70's)	72/ 3.3	4.5	4.6	4.5	3.1	4.2		1719/12.8	14.5	10.4	F	KXOA-F
14. KQPT-F (AOR-P)	57/ 2.6	1.6	2.9	3.5	1.8	2.7		1029/ 7.7	6.8	6.1	D	KQPT-F
15. KZSA-F (SP)	36/ 1.6	1.0	1.0	1.0	1.7	1.2		283/ 2.1	2.1	2.6		KZSA-F
16. KHTK (T)	32/ 1.5	2.0	0.9	0.5	1.5	1.2		759/ 5.7	4.5	3.5	C	KHTK
17. KGO (T/N)	30/ 1.4	2.0	1.6	1.3	1.7	1.6		584/ 4.4	4.8	3.9		KGO
18. KSSJ-F (REL)	28/ 1.3	2.2	2.3	1.9	1.5	1.9		761/ 5.7	5.6	7.0		KSSJ-F
19. KQBR-F (J)	24/ 1.1	1.2	1.1	0.8	0.5	1.1		416/ 3.1	2.9	2.0	B	KQBR-F
20. KSXX-F (SP)	22/ 1.0	0.5	0.2	---	---	---		207/ 1.5	1.0	---		KSXX-F

12+ FM SHARE (METRO): 69.87% (1308 of 1872) (WIN 94: 68.45%)

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

METRO CUME TSA TSA  
SHARE/RTG/AQH/CUME

KFIA	710	CARMICHAEL	0.6/3.0
KRCX	1110	ROSEVILLE	0.5/1.2
KRLT-F	93.9	S. LAKE TAHOE	0.5/1.1
KSMJ	1380	SACRAMENTO	0.4/2.2
KXOA	1470	SACRAMENTO	0.8/2.9
KHOP-F	104.1	MODESTO	0.4/1.3
KNBR	680	SAN FRANCISCO	0.7/3.3
KRZQ-F	96.5	TAHOE CITY	0.3/0.7

SACRAMENTO

RADIO STATIONS

AM STATIONS

KCTC	,	1320,	5 KW (DA-2)	,	EZ/Standards	WESTWD,	\$ 30.00	(Mc-Guild)	Tribune Co.
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)	
KSMJ	,	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)	Tribune Co.
KZSA	,	92.1,	1.4 KW @ 472	,	Hispanic		\$ 24.00	(Caballero)	Z-Spanish (PLACERVILLE)

SAGINAW-BAY CITY-MIDLAND

Arbitron Rank/Pop (12+): 119/329,000  
 MSA Rank/Pop: 121/403,000  
 DMA # 59 (w/Flint)  
 Average Person Ratings: 17.4  
 Market TSL: 22.75 hours

Stations: 21/16  
 Diaries: 996/330:1/56.6%  
 Sample Target: 945  
 % Below Line: 7.0  
 % Not Listed: 15.0

1994 Revenue: \$12,800,000  
 HH Inc.: \$33,148  
 Retail \$: 3.8 Bil  
 Pop per Station: 20,563  
 #1 Biller: WKCQ-F \$2,800,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WKCQ-F (C)	64/11.2	11.2	12.5	12.6	11.3	11.9		784/23.8	24.1	26.0	D	WKCQ-F
2. WSGW (T/N)	53/ 9.2	9.4	13.4	9.1	11.5	10.3		641/19.5	19.1	22.2	D	WSGW
3. WKQZ-F (AOR)	52/ 9.1	7.6	8.1	8.1	4.9	8.2		608/18.5	16.5	14.8	C	WKQZ-F
4. WHNN-F (O)	45/ 7.9	9.2	9.2	8.2	10.4	8.6		733/22.3	24.1	23.4	D	WHNN-F
5. WTCF-F (CHR)	41/ 7.2	4.4	4.8	5.2	4.4	5.4		675/20.5	16.5	15.3	A	WTCF-F
6. WGER-F (SAC)	38/ 6.6	6.9	7.1	7.1	6.2	6.9		574/17.4	16.9	15.9	C	WGER-F
7. WIOG-F (AC/CHR)	37/ 6.5	6.7	8.3	8.4	7.9	7.5		699/21.2	22.3	23.1	C	WIOG-F
8. WTLZ-F (B)	32/ 5.6	3.6	4.1	4.7	5.1	4.5		346/10.5	8.7	8.7	B	WTLZ-F
9. WCEN-F (C)	26/ 4.5	4.3	3.0	4.2	4.0	4.0		368/11.2	10.5	8.0		WCEN-F
10. WIXC-F (C)	23/ 4.0	5.5	5.7	4.7	4.8	5.0		406/12.3	13.8	11.1	B	WIXC-F
11. WJR (FS)	15/ 2.6	2.1	1.2	1.0	2.9	1.7		213/ 6.5	7.6	7.7		WJR
12. WKNX (ST)	13/ 2.3	3.4	2.5	2.5	3.5	2.7		154/ 4.7	5.9	5.3	A	WKNX
13. WFDF (ST)	11/ 1.9	1.6	1.4	1.9	2.6	1.7		155/ 4.7	5.9	5.5		WFDF
14. WSAM (ST)	9/ 1.6	2.8	2.7	3.9	2.6	2.8		211/ 6.4	9.6	7.5	A	WSAM
WUVE-F (AOR)	9/ 1.6	2.1	2.1	2.1	2.4	2.0		281/ 8.5	7.1	7.6	A	WUVE-F

12+ FM SHARE (METRO): 78.24% (381 of 487) (WIN 94: 71.66%)

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 WKQZ-F	1 WKQZ-F	1 WKQZ-F	1 WSGW	1 WSGW	1 WKQZ-F	1 WKQZ-F	1 WTCF-F	1 WSGW >
2 WTLZ-F>	2 WKQZ-F>	2 WKQZ-F	2 WKQZ-F	2 WKQZ-F	2 WKQZ-F<	2 WKQZ-F<	2 WKQZ-F	2 WKQZ-F<	2 WKQZ-F<	2 WKQZ-F
3	3 WTCF-F	3 WHNN-F<	3 WHNN-F<	3 WHNN-F<	3 WHNN-F<	3 WKQZ-F<	3 WSGW	3 WTCF-F<	3 WKQZ-F>	3 WGER-F
4	4 WGER-F	4 WIOG-F<	4 WIOG-F	4 WIOG-F	4 WIOG-F<	4 WHNN-F	4 WGER-F	4 WHNN-F<	4 WHNN-F	4 WHNN-F
5	5 WIOG-F	5 WGER-F	5 WGER-F	5 WGER-F	5 WGER-F	5 WGER-F	5 WGER-F	5 WSGW	5 WIXC-F	5 WIOG-F
6	6 WIXC-F	6 WTCF-F	6	6	6	6	6	6 WIOG-F	6 WSGW	6
7	7 WTLZ-F	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 WTCF-F<	1 WIOG-F	1 WGER-F	1 WIOG-F<	1 WKQZ-F	1 WKQZ-F>>	1 WKQZ-F>	1 WKQZ-F>	1 WKQZ-F>
2 WKQZ-F	2 WKQZ-F	2 WKQZ-F	2 WIOG-F	2 WGER-F<	2 WKQZ-F	2 WKQZ-F>>	2 WKQZ-F	2 WKQZ-F	2 WKQZ-F
3 WGER-F	3 WIOG-F	3 WGER-F	3 WKQZ-F	3 WKQZ-F	3 WTCF-F	3 WGER-F	3 WCEN-F	3 WHNN-F	3 WHNN-F>
4 WKQZ-F	4 WKQZ-F	4 WKQZ-F	4 WTCF-F<	4 WHNN-F>	4 WIXC-F	4 WIXC-F	4 WTLZ-F	4 WIOG-F	4 WIOG-F
5 WTLZ-F	5 WGER-F	5 WIXC-F	5 WHNN-F	5 WTCF-F	5 WGER-F	5 WTLZ-F	5	5 WGER-F	5 WSGW
6	6 WIXC-F	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7

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

WMAX	1440	BAY CITY	0.5/3.9
WMPX	1490	MIDLAND	0.3/1.2
WCRZ-F	107.9	FLINT	0.9/3.4
WOWE-F	98.9	VASSAR	1.2/4.1
WWCK-F	105.5	FLINT	0.3/3.3

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
WBTZ-F, 100.9, 2.6 KW @ 500, AOR (Simulcast w/WUVE)	, \$ 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, Oldies	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)
WKCQ-F, 96.1, 50 KW @ 493, Country	ABC, \$ 63.00 ( --- )		MacDonald
WKQZ-F, 93.3, 38 KW @ 554, AOR/Classic	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
WUVE-F, 104.5, 2.9 KW @ 413, AOR	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	*
*		*

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

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

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ST. LOUIS

Arbitron Rank/Pop (12+): 17/2,098,500

Stations: 29/29  
Diaries: 3064/685:1/56.5%  
Sample Target: 2940  
% Below Line: 0.0%  
% Not Listed: 8.2%

1994 Revenue: \$82,900,000  
HH Inc.: \$36,465  
Retail \$: 24.1 Bil  
Pop per Station: 72,293  
#1 Biller: KMOX \$19,500,000

MSA Rank/Pop: 16/2,580,000  
DMA # 19  
Average Person Ratings: 17.2  
Market TSL: 22.50 hours

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. KMOX (T/FS)	498/13.8	14.9	14.9	14.7	16.5	14.6		6833/32.6	32.3	32.8	J	KMOX
2. WIL -F (C)	321/ 8.9	7.2	9.1	8.8	8.7	8.5		3988/19.0	18.6	19.4	H	WIL -F
3. KEZK-F (SAC)	299/ 8.3	6.5	6.5	6.9	7.0	7.1		4336/20.7	17.5	18.6	G	KEZK-F
4. KMJM-F (B)	266/ 7.4	7.7	7.8	7.6	7.4	7.6		2452/11.7	12.5	11.5	G	KMJM-F
5. KYKY-F (AC)	205/ 5.7	4.9	5.2	5.3	6.4	5.3		3691/17.6	15.4	17.4	H	KYKY-F
6. KSHE-F (AOR)	196/ 5.4	7.9	7.9	6.7	6.5	7.0		3240/15.4	17.5	15.6	H	KSHE-F
7. WKX-F (C)	154/ 4.3	2.9	3.6	4.3	3.3	3.8		2123/10.1	9.3	10.2	D	WKX-F
8. WKBQ-F (CHR)	144/ 4.0	3.7	3.4	4.6	4.4	3.9		2918/13.9	14.5	14.3	E	WKBQ-F
9. KPNT-F (AOR-NR)	143/ 4.0	2.9	2.5	2.9	2.1	3.1		2413/11.5	9.2	7.1	C	KPNT-F
10. KLOU-F (O)	129/ 3.6	3.4	3.2	3.6	2.9	3.5		2676/12.8	12.5	10.5	E	KLOU-F
11. KIHT-F (O-70's)	106/ 2.9	4.5	5.6	3.7	1.1	4.2		2352/11.2	14.2	4.7	D	KIHT-F
12. KFUD-F (CL)	96/ 2.7	3.1	1.9	2.2	2.8	2.5		1706/ 8.1	7.9	8.2	C	KFUD-F
13. KXOK-F (B/AC)	82/ 2.3	2.0	2.1	2.0	1.8	2.1		1245/ 5.9	5.5	4.9	C	KXOK-F
14. KSD -F (CL AOR)	82/ 2.3	2.8	3.6	4.3	4.3	3.3		2158/10.3	12.8	14.9	G	KSD -F
15. WRTH (ST)	79/ 2.2	2.6	3.2	2.7	2.5	2.7		1230/ 5.9	6.3	5.2	C	WRTH
16. WVRV-F (AOR-P)	76/ 2.1	1.9	1.3	1.9	1.8	1.8		1407/ 6.7	5.6	5.5	C	WVRV-F
17. WIBV (T)	63/ 1.7	1.6	1.3	1.5	1.7	1.5		947/ 4.5	5.3	5.3	B	WIBV
18. WEW (ST)	56/ 1.5	2.2	1.0	1.0	1.9	1.4		535/ 2.5	3.4	2.9	B	WEW
19. WCBW-F (REL)	51/ 1.4	1.0	1.3	1.2	1.0	1.2		859/ 4.1	3.3	3.4	A	WCBW-F
20. KATZ (B)	46/ 1.3	1.4	1.5	1.2	1.4	1.4		780/ 3.7	3.1	3.4	A	KATZ
21. KNJZ-F (J)	42/ 1.2	2.1	1.4	1.2	0.9	1.5		848/ 4.0	5.0	3.3	B	KNJZ-F
22.												
23.												
24.												
25.												

12+ FM SHARE (METRO): 71.98% (2392 of 3323) (WIN 94: 67.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMJM-F	1 KMJM-F	1 KMJM-F	1 KMOX <	1 KMOX	1 KMOX >	1 KMOX >>	1 KMOX	1 KMOX	1 KMJM-F<	1 KMOX >>>
2 WKBQ-F	2 KSHE-F	2 WIL -F<	2 KYKY-F<	2 KEZK-F<	2 WIL -F	2 WIL -F	2 KEZK-F	2 KEZK-F<	2 KMOX >	2 KMJM-F
3 KPNT-F	3 KPNT-F<	3 KEZK-F<	3 WIL -F<	3 WIL -F<	3 KEZK-F>	3 KMJM-F	3 WIL -F>	3 WIL -F	3 KSHE-F<	3 WIL -F
4	4 KYKY-F	4 KYKY-F<	4 KEZK-F	4 KYKY-F	4 KLOU-F<	4 KEZK-F<	4 KYKY-F	4 KMJM-F<	4 KEZK-F	4 KSHE-F
5	5 WKBQ-F	5 KSHE-F<	5 KMJM-F	5 KMJM-F	5 KYKY-F	5 KYKY-F	5 KSHE-F	5 KYKY-F	5 WIL -F	5 KEZK-F
6	6 KEZK-F	6 KMOX	6 KSHE-F	6 KSHE-F	6 KFUD-F	6 WKBQ-F	6 KMJM-F	6 KSHE-F	6	6 WKX-F
7	7 WIL -F	7	7	7 KLOU-F	7	7 KSHE-F	7 WKX-F	7 KPNT-F	7	7
8	8 WKX-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 KMJM-F	1 KMJM-F	1 KYKY-F	1 KYKY-F	1 KEZK-F	1 KSHE-F	1 KSHE-F>	1 KSHE-F	1 KSHE-F	1 KMOX
2 WKBQ-F	2 KYKY-F>	2 KMJM-F	2 KEZK-F	2 KYKY-F	2 KMJM-F	2 KMJM-F	2 KMOX	2 KMOX	2 KSHE-F
3 KEZK-F	3 WKX-F	3 KIHT-F	3 KMJM-F	3 WIL -F	3 KPNT-F	3 KPNT-F	3 KPNT-F	3 WIL -F<	3 WIL -F
4 KYKY-F	4 KEZK-F	4 WKX-F	4 WIL -F	4 KMJM-F	4 WIL -F	4 WKBQ-F<	4 KMJM-F	4 KMJM-F	4 KEZK-F
5 WKX-F	5 WKBQ-F	5 KEZK-F	5 WKX-F	5 KMOX	5 WKBQ-F	5 KMOX	5 WKBQ-F	5 KPNT-F	5 KMJM-F
6	6 KIHT-F	6 WIL -F	6 KMOX	6 KLOU-F	6 WKX-F	6 WIL -F	6 WVRV-F	6 KEZK-F	6 KYKY-F
7	7 KPNT-F	7	7	7	7 KEZK-F	7 WVRV-F	7 KFNS	7	7 KPNT-F
8	8	8	8	8	8	8	8	8	8



ST. LOUIS

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

KFNS	590	WOOD RIVER, IL	1.0/3.4
KIRL	1460	ST. CHARLES, IL	0.9/1.9
KSD	550	ST. LOUIS	1.0/4.5
KSIV	1320	CLAYTON	0.5/1.4
KSTL	690	ST. LOUIS	0.5/0.8
KXEN	1010	FESTUS	0.3/0.8
WESL	1490	EAST ST. LOUIS	0.6/1.8
WGNU	920	GRANITE CITY, IL	0.6/1.6

RADIO STATIONS

AM STATIONS

KATZ, 1600,	5 KW (DA-N)	, Black	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 (---)	
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,	Jazz	,	\$ 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,	C.assical	WESTWD,	\$ 48.00 (CMBS)	Lutheran Synod
KLOU, 103.3,	100 KW @ 918,	O.dies	CBS,	\$ 88.00 (CBS)	CBS
KMJM, 107.7,	100 KW @ 1027,	B.ack	,	\$ 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,	O.dies (70's)	,	\$ 50.00 (Eastman)	Heritage
KSD, 93.7,	100 KW @ 859,	C.assical AOR	,	\$ 135.00 (Katz)	EZ
KSHE, 94.7,	100 KW @ 1027,	AOR	,	\$ 187.00 (D & R)	Emmis
KXOK, 97.1,	100 KW @ 561,	B.ack/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
WKDQ, 104.1,	39 KW @ 551,	CHR	,	\$ 73.00 (MMR)	Zimmer (JERSEYVILLE, IL)
WKXK, 106.5,	90 KW @ 1027,	Country	,	\$ 69.00 (Banner)	Zimmer

Miscellaneous: WESL sold by Willis for \$800,000. . .

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: 16.3  
 Market TSL: 21.75 hours

Stations: 33/21  
 Diaries: 1550/323:1/51.0%  
 Sample Target: 1455  
 % Below Line: 31.5%  
 % Not Listed: 14.4%

1994 Revenue: \$13,000,000  
 HH Inc.: \$39,392  
 Retail \$: 4.7 Bil  
 Pop per Station: 23,829  
 #1 Biller: KTOM-AF \$2,300,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 93	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. KDON-F (CHR)	62/ 7.6	5.1	5.5	6.3	5.1	6.1		1034/20.7	15.9	16.6	C	KDON-F
2. KGO (T/N)	59/ 7.2	7.1	8.8	8.4	7.9	7.9		830/16.6	17.2	16.2		KGO
3. KWAV-F (AC)	52/ 6.4	7.3	6.6	6.8	7.3	6.8		750/15.0	14.9	13.5	D	KWAV-F
4. KTOM-AF (C)	46/ 5.6	7.0	8.0	9.1	6.1	7.4		717/14.3	16.0	13.5	D	KTOM-AF
5. KYLZ-FF (U/CHR)	38/ 4.7	2.5	3.6	2.2	2.4	3.3		623/12.5	9.9	8.9		KYLZ-FF
6. KUFX-F (CL AOR)	37/ 4.5	4.0	4.5	4.6	3.2	4.4		647/12.9	12.9	11.7		KUFX-F
7. KBAY-F (SAC)	31/ 3.8	4.7	4.4	4.4	5.0	4.3		424/ 8.5	9.6	7.2		KBAY-F
8. KBOQ-F (CL)	30/ 3.7	4.7	4.6	3.2	4.2	4.1		478/ 9.6	10.2	9.6	B	KBOQ-F
9. KTGE (SP)	25/ 3.1	3.8	3.4	3.2	2.8	3.4		324/ 6.5	6.0	6.3	C (W/KLFA)	KTGE
10. KCBS (N)	24/ 2.9	2.1	2.6	1.5	2.3	2.3		454/ 9.1	8.6	9.6		KCBS
KRAY-F (SP)	24/ 2.9	2.9	2.7	2.2	2.9	2.7		339/ 6.8	5.7	7.0	B (W/KCTY)	KRAY-F
12. KPIG-F (AOR-P)	23/ 2.8	3.7	2.3	2.6	2.3	2.9		345/ 6.9	6.8	5.4	B	KPIG-F
KRQC-F (O-70's)	23/ 2.8	2.9	3.8	3.0	3.2	3.1		449/ 9.0	9.5	8.9	B	KRQC-F
14. KOCN-F (SAC)	22/ 2.7	1.8	3.3	3.1	2.9	2.7		340/ 6.8	6.7	6.6	B	KOCN-F
KNBR (FS/T)	22/ 2.7	2.5	2.4	3.0	2.3	2.7		398/ 8.0	6.9	7.4		KNBR
16. KLOK-F (SP)	20/ 2.4	---	---	---	0.6	---		262/ 5.2	---	2.2		KLOK-F
KSCO (T)	20/ 2.4	3.0	3.5	1.7	1.0	2.7		330/ 6.6	6.9	4.1	A	KSCO
KLFA-F (SP)	20/ 2.4	1.6	1.8	2.6	1.7	2.1		265/ 5.3	4.2	4.1		KLFA-F
19. KIDD (ST)	18/ 2.2	---	---	---	---	---		215/ 4.3	---	---		KIDD
KSJO-F (AOR)	18/ 2.2	0.9	1.7	0.5	0.8	1.3		288/ 5.8	4.1	3.7		KSJO-F
KXDC-F (J)	18/ 2.2	2.8	2.0	2.5	4.5	2.4		274/ 5.5	9.5	11.1		KXDC-F

12+ FM SHARE (METRO): 71.57% (501 of 700) (WIN 94: 74.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDON-F>>	1 KDON-F<	1 KWAV-F	1 KWAV-F>	1 KWAV-F>	1 KGO >	1 KGO	1 KGO <	1 KDON-F	1 KDON-F>	1 KGO >>
2 KYLZ-FF>	2 KWAV-F	2 KDON-F	2 KUFX-F	2 KTOM-AF<	2 KBAY-F	2 KWAV-F	2 KWAV-F	2 KWAV-F	2 KGO	2 KWAV-F
3	KYLZ-FF	3 KUFX-F	3 KDON-F	3 KGO	KTOM-AF<	3 KDON-F	3 KTOM-AF	3 KGO	3 KYLZ-FF>	3 KDON-F
4	4 KTOM-AF	4 KYLZ-FF	4 KTOM-AF	4 KUFX-F	4 KWAV-F	4 KTOM-AF	4 KUFX-F<	4 KTOM-AF<	4 KTOM-AF	4 KRQC-F
5	5 KUFX-F	5 KTOM-AF	5 KGO	5 KDON-F	5 KBOQ-F	5 KCBS	5 KBAY-F<	5 KUFX-F	5 KRAY-F	5 KBAY-F
6	6 KRAY-F	6	6 KTGE-F	6 KTGE-F	6	6	6 KDON-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 KYLZ-FF	1 KWAV-F	1 KWAV-F	1 KWAV-F>	1 KWAV-F>>	1 KYLZ-FF	1 KDON-F	1 KTOM-AF	1 KUFX-F	1 KUFX-F
2 KDON-F	2 KYLZ-FF	2 KRAY-F	2 KDON-F	2 KTOM-AF	2 KDON-F	2 KUFX-F	2 KTGE-F	2 KDON-F	2 KTOM-AF
3 KWAV-F	3 KDON-F	3 KTOM-AF	3 KYLZ-FF	KRAY-F	3 KUFX-F	KYLZ-FF	3 KRQC-F	3 KNBR	KWAV-F
4 KOME-F	4 KRAY-F	KDON-F	4 KUFX-F	4 KDON-F	4 KOME-F	4 KTOM-AF	4 KDON-F	4 KWAV-F	KGO
KUFX-F	5 KTOM-AF	5 KYLZ-FF	KRAY-F	KGO	5 KNBR	5 KRQC-F	KKLF-AF	5 KTOM-AF	5 KNBR
6	6	6	6 KTOM-AF	6	6	6	KLOK-F	KSJO-F	6
7	7	7	7	7	7	7	KWAV-F	KGO	7
8	8	8	8	8	8	8	KNBR	8	8

SALINAS-MONTEREY-SANTA CRUZ

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

KAXT-F	101.7	CARMEL	0.6/2.8
KCTY	980	SALINAS	1.1/4.3
KKLF-AF	104.3	GONZALES	1.7/5.2
KKMC	880	GONZALES	0.9/2.8
KRKC-F	102.1	KING CITY	0.5/0.7
KLOK	1170	SAN JOSE	1.1/2.4
KMEL-F	106.1	SAN FRANCISCO	0.4/2.0
KOME-F	98.5	SAN JOSE	1.6/5.1
KPIX-F	95.7	SAN FRANCISCO	0.5/0.8

RADIO STATIONS

KCTY	, 980,	1 KW/247W (DA-1),	Hispanic	CBS, \$14.00	(Lotus)	
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)
KRAY-F,	103.5,	1.2 KW @ 515	, Hispanic	, \$16.00	(Lotus)	
KRQC-F,	92.7,	7 KW @ 620	, Oldies-70's	, \$18.00	(Christal)	Henry
KTOM-F,	100.7,	1.4 KW @ 2421	, Country	ABC, \$50.00	(Katz)	Magic
KWAV-F,	96.9,	18 KW @ 2450	, AC	AP, \$42.00	(D&R)	Buckley
KAXT-F,	101.7	0.8 KW @ 590	, AOR	, \$20.00	(Eastman)	KXDC owner (D)

Other Ranked Stations - See San Jose or San Francisco

Miscellaneous: KIDD is now using a Standards format. . . KSUR-F changed to KLOK-F with a Hispanic format (Jan). . .  
KMZ-F picks up KXDC-F calls and Jazz (Dec). . .

SALT LAKE CITY

Arbitron Rank/Pop (12+): 35/1,138,000  
 MSA Rank/Pop: 45/1,480,000  
 DMA # 32  
 Average Person Ratings: 15.7  
 Market TSL: 20.50 hours

Stations: 30/30  
 Diaries: 2176/523:1/58.7%  
 Sample Target: 2070  
 % Below Line: 0.0%  
 % Not Listed: 9.8%

1994 Revenue: \$38,600,000  
 HH Inc.: \$36,509  
 Retail \$: 9.6 Bil  
 Pop per Station: 37,933  
 #1 Biller: KSFI-F \$5,500,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. KSFI-F (SAC)	192/10.8	9.4	8.9	10.5	10.5	9.9		2794/24.6	24.2	25.2	G	KSFI-F
2. KSOP-AF (C)	140/ 7.8	7.3	7.7	9.2	9.3	8.0		2112/18.6	18.1	20.1	D	KSOP-AF
3. KKAT-F (C)	109/ 6.1	6.7	7.9	8.2	8.5	7.2		1950/17.1	17.8	21.2	G	KKAT-F
4. KSL (FS)	101/ 5.7	6.6	5.3	5.9	6.2	5.9		2091/18.4	19.5	18.2	F	KSL
5. KRSP-F (O-70's)	97/ 5.4	5.1	5.9	4.7	2.8	5.3		1735/15.2	14.9	9.3	D	KRSP-F
6. KISN-F (CHR/AC)	86/ 4.8	5.1	3.5	4.7	4.5	4.5		1636/14.4	14.0	14.8	D	KISN-F
7. KUTQ-F (CHR)	85/ 4.8	4.7	3.1	4.0	3.7	4.2		1964/17.3	14.4	15.9	C	KUTQ-F
8. KALL (T/FS)	77/ 4.3	3.6	4.5	3.3	3.1	3.9		1162/10.2	9.6	7.9	C	KALL
9. KDYL-AA (ST)	73/ 4.1	3.8	3.9	3.0	3.6	3.7		828/ 7.3	7.7	6.3		KDYL-AA
10. KXRK-F (AOR-NR)	69/ 3.9	4.3	6.3	5.7	3.7	5.1		1110/ 9.8	11.8	9.4	C	KXRK-F
11. KBER-F (AOR)	68/ 3.8	3.9	5.0	4.0	6.1	4.2		1398/12.3	11.3	14.1	C	KBER-F
12. KVRI-F (AC)	63/ 3.5	3.9	4.5	2.1	4.1	3.5		1423/12.5	13.2	11.1	C	KVRI-F
13. KODJ-F (O)	62/ 3.5	3.6	3.5	3.4	2.7	3.5		1341/11.8	10.7	10.5	C	KODJ-F
14. KLZX-F (CL AOR)	59/ 3.3	4.2	4.0	4.7	3.8	4.1		1362/12.0	12.4	11.4	D	KLZX-F
15. KZHT-F (CHR)	58/ 3.3	3.0	2.7	3.8	4.5	3.2		1093/ 9.6	9.9	13.4		KZHT-F
16. KISN (T/SPRTS)	51/ 2.9	1.7	1.1	2.2	1.8	2.0		1185/10.4	6.6	7.1		KISN
17. KBZN-F (J)	40/ 2.2	2.9	2.3	2.2	2.6	2.4		740/ 6.5	7.1	6.2		KBZN-F
18. KUTC-F (AOR)	38/ 2.1	1.8	2.9	1.5	0.6	2.1		795/ 7.0	5.2	1.2		KUTC-F
19. KUMT-F (AOR-P)	23/ 1.3	1.4	1.4	0.8	1.6	1.2		340/ 3.0	3.2	3.8		KUMT-F
20. KFAM (EZ)	20/ 1.1	1.0	0.8	0.9	1.6	1.0		331/ 2.9	2.6	2.9		KFAM

12+ FM SHARE (METRO): 76.42% (1228 of 1607) (WIN 94: 78.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KUTQ-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 KUTQ-F	1 KSL
2 KZHT-F	2 KKAT-F	2 KSOP-AF<	2 KSOP-AF	2 KSOP-AF	2 KSL	2 KSL	2 KSOP-AF	2 KSOP-AF	2 KSFI-F	2 KSOP-F
3 KSOP-AF	3 KXRK-F	3 KRSP-F	3 KRSP-F	3 KRSP-F	3 KSOP-AF<	3 KSOP-AF	3 KALL <	3 KKAT-F	3 KSOP-AF	3 KSFI-F
4	4 KRSP-F	4 KKAT-F	4 KKAT-F	4 KKAT-F	4 KDYL-AA	4 KKAT-F	4 KRSP-F	4 KUTQ-F	4 KKAT-F<	4 KKAT-F
5	5 KBER-F	5 KISN-F	5 KISN-F	5 KISN-F	5 KALL <	5 KISN-F	5 KKAT-F	5 KRSP-F	5 KZHT-F	5 KDYL
6	KSOP-AF	6 KXRK-F	6 KSL	6 KSL	6	6 KRSP-F	6 KISN-F<	6 KSL	6 KISN	6
7	7 KISN-F<	7	7	7	7	7	7 KDYL-AA	7	7	7
8	8 KUTQ-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 KSFI-F	1 KSFI-F>	1 KSFI-F	1 KSFI-F>>	1 KSFI-F>>	1 KXRK-F	1 KXRK-F<	1 KRSP-F	1 KRSP-F	1 KRSP-F<
2 KKAT-F	2 KKAT-F	2 KISN-F	2 KISN-F	2 KISN-F	2 KBER-F	2 KBER-F	2 KSOP-AF	2 KSOP-AF	2 KSOP-AF>
3 KUTQ-F	3 KISN-F	3 KSOP-AF	KKAT-F<	KSOP-AF	3 KLZX-F	3 KKAT-F	KKAT-F	3 KLZX-F<	3 KSFI-F
4 KXRK-F	4 KSOP-AF	4 KKAT-F	4 KSOP-AF	4 KKAT-F	4 KUTQ-F	KLZX-F<	4 KXRK-F	4 KKAT-F<	4 KSL <
5 KVRI-F	5 KRSP-F	5 KRSP-F	5 KVRI-F	KVRI-F	5 KKAT-F	5 KRSP-F	5 KLZX-F	5 KXRK-F	5 KALL
KZHT-F	KUTQ-F	6 KVRI-F	6	6 KRSP-F	6	6 KSOP-AF	6 KBER-F	6 KBER-F<	6 KKAT-F
7	7 KVRI-F	7	7	7	7	7 KUTQ-F	7	7 KSFI-F	7

OTHER RATED STATIONS

METRO CUME TSA  
 SHARE/RTG/AQH/CUME

KANN	1120	ROY	0.4/1.3
KAPN	860	SALT LAKE CITY	0.8/2.3
KCNR	1320	SALT LAKE CITY	0.7/2.4
KMXB-F	107.5	OREM	0.7/4.0
KRGQ-F	107.9	ROY	0.7/2.9
KSOS-F	106.9	BRIGHAM	1.0/3.8
KSRR	1400	PROVO	0.3/2.0
KTKK	630	SALT LAKE CITY	0.7/1.8

SALT LAKE CITY

RADIO STATIONS

AM STATIONS

KALL, 910, 5 KW/1KW (DA-N)	, Talk/Full Service	WESTWD, \$ 32.00	(Eastman)	Apollo
KDYL, 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)	
KKAT, 101.9, 26 KW @ 3739	, Country	, \$120.00	(Katz)	Apollo (OGDEN)
KLZX, 93.3, 26 KW @ 3739	, Classic AOR	ABC, \$ 67.00	(Christal)	Citadel
KMXB, 107.5, 45 KW @ 2850	, AC	, \$ 30.00	(Eastman)	Ragan Henry (OREM)
KODJ, 94.1, 40 KW @ 3060	, Oldies	SMN, WESTWD, \$ 36.00	(Katz)	Apollo
KUTC, 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)	
KSOS, 106.9, 68 KW @ 2368	, Oldies	, \$ 22.00	( --- )	(BRIGHAM)
KUMT, 105.7, 7 KW @ 3660	, Prog. AOR	, \$ 29.00	(Eastman)	Ragan Henry (CENTERVILLE)
KUTQ, 99.5, 40 KW @ 2952	, CHR	WESTWD, Source, \$ 32.00	(K & P)	(BOUNTIFUL)
KVRI, 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: KUJJ-F changes calls to KUTC-F (March). . .

SAN ANTONIO

Arbitron Rank/Pop (12+): 34/1,166,500

Stations: 28/26

1994 Revenue: \$52,000,000

MSA Rank/Pop: 37/1,460,000

Diaries: 2194/532:1/52.3%

HH Inc.: \$31,018

DMA # 36

Sample Target: 2190

Retail \$: 12.2 Bil

Average Person Ratings: 16.9

% Below Line: 0.8

Pop per Station: 44,865

Market TSL: 22.50 hours

% Not Listed: 9.5

#1 Biller: KCYY-F \$7,100,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. KTFM-F (CHR)	182/ 9.2	7.9	7.5	6.8	9.4	7.9	2770/23.7	22.1	24.9	F	KTFM-F	KTFM-F
2. KXTN-AF (SP)	164/ 8.3	9.2	9.8	8.5	7.8	9.0	2052/17.6	18.4	16.7	H	KXTN-AF	KXTN-AF
3. KCYY-F (C)	161/ 8.2	6.8	6.6	8.1	7.5	7.4	2228/19.1	19.0	19.0	H	KCYY-F	KCYY-F
4. KISS-F (AOR)	141/ 7.1	6.4	7.3	6.7	6.6	6.9	1959/16.8	17.1	17.4	E	KISS-F	KISS-F
5. KQXT-F (SAC)	129/ 6.5	7.2	6.6	6.2	6.8	6.6	1872/16.0	17.6	16.0	F	KQXT-F	KQXT-F
6. KAJA-F (C)	103/ 5.2	5.9	5.9	5.6	5.6	5.7	1885/16.2	15.7	16.5	F	KAJA-F	KAJA-F
7. KSJL-F (U/CHR)	100/ 5.1	3.8	5.5	5.3	4.0	4.9	1043/ 8.9	8.1	8.1	B	KSJL-F	KSJL-F
8. KTSA (T)	81/ 4.1	4.7	4.8	4.2	5.1	4.5	1158/ 9.9	10.1	12.0	E	KTSA	KTSA
9. KSMG-F (O)	81/ 4.1	4.4	4.4	4.7	4.9	4.4	1604/13.8	14.1	11.6	D	KSMG-F	KSMG-F
10. WOAI (N/T)	77/ 3.9	4.2	4.0	3.6	4.7	3.9	1485/12.7	12.9	15.7	G	WOAI	WOAI
11. KZEP-F (CL AOR)	74/ 3.7	4.9	4.5	4.9	4.6	4.5	1437/12.3	14.5	14.5	D	KZEP-F	KZEP-F
12. KONO-AF (O)	73/ 3.7	3.7	4.4	3.9	3.5	3.9	1422/12.2	12.9	11.7	C	KONO-AF	KONO-AF
13. KCJZ-F (J)	70/ 3.5	2.7	2.4	3.5	3.4	3.0	951/ 8.2	8.8	9.2	C	KCJZ-F	KCJZ-F
14. KROM-F (SP)	60/ 3.0	3.0	2.1	1.8	2.2	2.5	789/ 6.8	6.0	5.1	A	KROM-F	KROM-F
15. KCOR (SP)	54/ 2.7	2.4	2.1	1.8	1.9	2.3	535/ 4.6	5.0	4.7	B	KCOR	KCOR
16. KLUP (ST)	54/ 2.7	2.7	2.3	3.3	3.1	2.8	682/ 5.8	5.2	6.6	A	KLUP	KLUP
17. KKYX (C)	50/ 2.5	2.3	3.0	2.4	3.0	2.6	631/ 5.4	5.7	7.0	B	KKYX	KKYX
18. KEDA (SP)	29/ 1.5	1.2	1.2	1.4	1.0	1.3	365/ 3.1	2.7	1.8	A	KEDA	KEDA
19. KRIO-F (SP)	28/ 1.4	2.2	2.2	2.0	3.0	2.0	732/ 6.3	7.9	9.3	C	KRIO-F	KRIO-F
20.												

12+ FM SHARE (METRO): 75.89% (1357 of 1788) (WIN 94: 73.98%)

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 KISS-F	1 KXTN-AF	1 KXTN-AF	1 KCYY-F<	1 KCYY-F<	1 KCYY-F<	1 KCYY-F	1 KTFM-F	1 KXTN-F
2 KSJL-F	2 KTFM-F	KXTN-AF<	2 KCYY-F<	2 KCYY-F<	2 KXTN-AF	2 KTFM-F	2 KQXT-F<	KTFM-F	2 KISS-F<	2 KTFM-F
3 KISS-F	3 KXTN-AF	3 KCYY-F<	3 KQXT-F	3 KQXT-F	3 KQXT-F	KXTN-AF	3 KXTN-AF<	3 KXTN-AF	3 KSJL-F	KCYY-F
4	4 KCYY-F	4 KTFM-F	4 KISS-F<	4 KAJA-F	4 WOAI <	4 KISS-F	4 KTSA	4 KISS-F	4 KXTN-AF	4 KISS-F
5	5 KQXT-F<	5 KQXT-F	5 KTFM-F	KISS-F	5 KONO-AF	5 KQXT-F	5 KISS-F	5 KQXT-F	5 KCYY-F	5 KLUP-F
6	6 KSJL-F	6 KAJA-F	6 KAJA-F<	6 KTFM-F	6 KAJA-F	6 KAJA-F	6 KTFM-F	6 KAJA-F<	6	6 KSMG-F
7	7 KZEP-F	KSMG-F	7 KSMG-F	7 KSMG-F	7 KLUP	KSMG-F	7 KAJA-F	7 KSJL-F	7	7 KONO-F
8	8	KZEP-F	8 KZEP-F	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KTFM-F	1 KTFM-F>	1 KTFM-F	1 KTFM-F	1 KQXT-F	1 KISS-F	1 KISS-F>>	1 KISS-F	1 KISS-F>	1 KXTN-AF<
2 KISS-F	2 KXTN-AF<	2 KQXT-F	2 KQXT-F	2 KXTN-AF<	2 KTFM-F	2 KXTN-AF<	2 KXTN-AF	2 KXTN-AF<	2 KISS-F
3 KCYY-F	3 KQXT-F	KXTN-AF	3 KXTN-AF<	3 KTFM-F	3 KCJZ-F	3 KTFM-F	3 KCYY-F	3 KCYY-F	3 KCYY-F
4 KXTN-AF	4 KCYY-F	4 KCYY-F	4 KCYY-F	4 KCYY-F	4 KCYY-F	4 KCYY-F	4 KZEP-F	4 KZEP-F	4 KZEP-F
5 KQXT-F	5 KISS-F	KSJL-F	5 KAJA-F<	5 KAJA-F	5 KXTN-AF	5 KZEP-F	5 KTFM-F	5 KTFM-F<	5 KONO-AF
6	KSJL-F	6 KSMG-F	6 KSMG-F<	6 KSMG-F	6 KSJL-F	6 KCJZ-F	6 KTSA	6 KCJZ-F	6 KAJA-F<
7	7 KSMG-F	7 KAJA-F	7 KSJL-F	7 KSJL-F	7	7	7	7	7 KSMG-F
8	8	8	8	8	8	8	8	8	8 KTSA

SAN ANTONIO

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

KDRY	1100	ALAMO HEIGHTS	0.7/1.8
KGNB	1420	NEW BRAUNFELS	0.6/1.1
KSAH	720	UNIVERSAL CITY	0.8/1.9
KSLR	630	SAN ANTONIO	0.8/2.3
KTKR	760	SAN ANTONIO	0.6/2.2
KASE-F	100.7	AUSTIN	0.3/1.1
KEYI-F	103.5	SAN MARCOS	0.5/2.0

RADIO STATIONS  
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AM STATIONS  
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KCOR, 1350,	5 KW (DA-N)	, Hispanic	, \$ 43.00 (Katz Hisp.)	Tichenor
KEDA, 1540,	5 KW/1 KW (DA-N)	, Hispanic	, \$ 26.00 (Caballero)	
KENS, 1160,	10 KW/1 KW	, Talk/Variety	, \$ 21.00 ( --- )	KENS-TV
KKYX, 680,	50 KW/10 KW(DA-N)	, Country	ABC, \$ 45.00 (Katz)	NewCity
KLUP, 930,	5 KW/1 KW (DA-N)	, Standards	, \$ 29.00 (CBS)	Rusk
KONO, 860,	5 KW/1 KW (DA-N)	-- See KONO-FM		
KSLR, 630,	5 KW	, Religion	USA, \$ 20.00 ( --- )	Salem
KTSA, 550,	5 KW (DA-N)	, Talk/News	WESTWD, ABC, \$ 54.00 (Banner)	
WOAI, 1200,	50 KW	, News/Talk	CBS, \$ 115.00 (Christal)	Clear Channel

FM STATIONS  
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KAJA, 97.3,	100 KW @ 984,	Country	, \$ 84.00 (Christal)	Clear Channel
KCYY, 100.3,	100 KW @ 984,	Country	, \$ 146.00 (Katz)	NewCity
KCJZ, 106.7,	100 KW @ 1017,	Jazz	, \$ 37.00 (Katz)	
KISS, 99.5,	100 KW @ 1112,	AOR	, \$ 59.00 (CBS)	Rusk
KONO, 101.1,	100 KW @ 649,	O.dies	, \$ 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

Miscellaneous: KDIL-F changes from Country to Jazz (Feb). . . KDIL-F changed to KCJZ-F (Mar). . .

SAN DIEGO

Arbitron Rank/Pop (12+): 15/2,212,500

Stations: 34/31

1994 Revenue: \$94,400,000

MSA Rank/Pop: 14/2,680,000

Diaries: 3007/ 736:1/51.4%

HH Inc.: \$41,672

DMA # 22

Sample Target: 2880

Retail \$: 20.6 Bil

Average Person Ratings: 15.4

% Below Line: 5.1

Pop per Station: 71,371

Market TSL: 20.50 hours

% Not Listed: 10.3

#1 Biller: KSON AF \$10,300,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. KSON-AF (C)	232/ 6.8	6.3	7.1	7.2	7.9	6.9		3159/14.3	14.5	15.8	I	KSON-AF
2. KYXY-F (AC)	182/ 5.4	4.5	4.5	3.8	5.0	4.6		3193/14.4	15.4	13.9	G	KYXY-F
3. KSDO (N/T)	179/ 5.3	5.2	5.0	5.5	5.2	5.3		2548/11.5	11.6	10.4	H	KSDO
4. XITZ-F (CHR)	178/ 5.2	5.5	4.9	5.6	5.8	5.3		3043/13.8	13.1	14.8		XITZ-F
5. KKLQ-F (CHR/AC)	153/ 4.5	4.7	4.3	6.0	6.8	4.9		2943/13.3	14.7	18.3	H	KKLQ-F
6. KPOP (ST)	138/ 4.1	2.7	3.0	3.1	3.1	3.2		1459/ 6.6	5.2	6.7	C	KPOP
7. KGB -F (AOR/CL)	131/ 3.9	3.8	4.0	3.3	4.3	3.8		2668/12.1	12.7	11.9	G	KGB -F
8. KFSD-F (CL)	129/ 3.8	3.3	2.6	3.2	3.5	3.2		1793/ 8.1	8.1	8.8	E	KFSD-F
9. KIFM-F (J)	128/ 3.8	3.1	3.7	3.3	3.0	3.5		2166/ 9.8	9.0	8.4	G	KIFM-F
10. XTRA-F (AOR-NR)	123/ 3.6	3.6	4.4	3.8	3.5	3.9		3017/13.6	13.2	11.4	H	XTRA-F
11. KBZT-F (O)	122/ 3.6	4.0	3.7	3.3	4.0	3.7		2589/11.7	11.4	12.4		KBZT-F
12. XTRA (SPRTS)	105/ 3.1	3.8	2.4	1.9	2.4	2.8		2085/ 9.4	11.8	6.5	E	XTRA
13. KFMB (FS)	104/ 3.1	3.0	3.5	3.8	2.9	3.4		2125/ 9.6	9.7	10.0	G	KFMB
14. KIOZ-F (AOR)	103/ 3.0	3.1	4.1	3.2	3.2	3.4		1781/ 8.0	8.9	6.5	E	KIOZ-F
KMKX-F (AOR/AC)	103/ 3.0	4.0	3.3	4.6	5.4	3.7		2021/ 9.1	10.3	12.3		KMKX-F
16. KFMB-F (AC)	86/ 2.5	2.7	1.8	1.9	1.7	2.2		2191/ 9.9	10.4	8.7	E	KFMB-F
17. KCBQ-F (O)	85/ 2.5	3.1	2.7	2.2	2.4	2.6		1712/ 7.7	8.4	7.3	E	KCBQ-F
18. KOGO (T)	81/ 2.4	1.4	1.2	0.6	0.7	1.4		1166/ 5.3	4.2	2.2		KOGO
KCLX-F (O-70's)	81/ 2.4	2.4	2.2	2.5	2.0	2.4		2003/ 9.1	8.8	8.6	D	KCLX-F
20. XHRM-F (AOR-P)	78/ 2.3	3.0	3.1	3.0	2.9	2.9		2417/10.9	11.3	9.4	D	XHRM-F
21. KNX (N)	76/ 2.2	1.1	1.4	1.3	1.4	1.5		1658/ 7.5	4.3	4.8		KNX
22. KFI (T)	71/ 2.1	2.7	3.0	3.3	2.7	2.8		1380/ 6.2	6.6	7.1		KFI
23. XHKY-F (SP)	69/ 2.0	1.9	2.6	2.4	0.9	2.2		945/ 4.3	3.2	1.9	C	XHKY-F
24. KOWF-F (C)	43/ 1.3	1.3	1.0	1.4	1.0	1.3		929/ 4.2	4.2	3.7		KOWF-F
25.												

12+ FM SHARE (METRO): 68.37% (2084 of 3048) (WIN 94: 73.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 XITZ-F>>	1 XITZ-F	1 KSON-AF	1 KSON-AF	1 KSON-AF	1 KSDO	1 KKLQ-F	1 KSDO	1 KSON-AF	1 XITZ-F>	1 KSON-F<
2 XTRA-F	2 KGB -F	2 KYXY-F	2 KYXY-F<	2 KYXY-F	2 KSON-AF<	2 KSON-AF	2 KSON-AF	2 XITZ-F	2 KSON-AF<	2 KOGO
3 KKLQ-F	3 XTRA-F	3 XITZ-F	3 KGB -F	3 KGB -F<	3 KPOP	3 KSDO	3 KYXY-F	3 KYXY-F	3 KYXY-F	3 KNX
4 KSON-AF	KKLQ-F<	4 KKLQ-F<	4 KKLQ-F	4 KIFM-F	4 KFSD-F>	4 KYXY-F	4 KPOP	4 KBZT-F	4 XTRA-F<	4 KSDO <
5	5 KYXY-F<	5 KGB -F	5 KIFM-F	KKLQ-F	5 KYXY-F	5 KFMB	5 KGB -F	5 KKLQ-F	5 KNX	5 KGB -F
6	6 KIOZ-F	6 KBZT-F	6 KBZT-F	6 KBZT-F<	6 KFMB	6 KPOP	KIFM-F<	6 KSDO	6 KFSD-F	6 KYXY-F
7	7 KSON-AF	KIFM-F	7 XTRA	7 XTRA	7	7 KIOZ-F	7 KFSD-F	XTRA-F	7 KGB -F	7 KFMB
8	8	XTRA-F	8 KCBQ-F	8 KCBQ-F	8	XITZ-F	8	8 KGB -F	8	8
9	9	9	9	9	9	9	9	KIFM-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 XTRA	1 KYXY-F	1 KYXY-F	1 KYXY-F	1 KYXY-F	1 XITZ-F	1 KGB -F	1 KGB -F	1 KGB -F	1 KGB -F
2 XTRA-F	2 KKLQ-F<	2 KKLQ-F	2 KSON-AF<	2 KSON-AF	2 XTRA-F	2 XITZ-F<	2 KIOZ-F	2 XTRA	2 XTRA
3 XITZ-F	3 XITZ-F	3 XITZ-F	3 KKLQ-F	3 KKLQ-F>	3 KIOZ-F	3 XTRA-F	3 XTRA	3 XTRA-F	3 KSON-AF
4 KSON-AF	4 KSON-F>	4 KCBQ-F	4 XITZ-F	4 KIFM-F	4 XHRM-F	KIOZ-F>	4 XTRA-F	KSON-AF	4 KIFM-F
5 KKLQ-F	5 KCBQ-F	5 KSON-AF	5 KBZT-F	KBZT-F	5 KSON-AF	5 XTRA >	5 KCBQ-F	5 KIOZ-F<	5 KSDO
6 KYXY-F	6 XHRM-F	6 KMKX-F	6 KMKX-F	6 KMKX-F	6 KGB -F	6 XHRM-F	6 KIFM-F	6 XITZ-F	6 KIOZ-F
7 KFMB-F	7 XTRA-F	7 KGB -F	7 KIFM-F	7 XITZ-F	7 KKLQ-F	7 KKLQ-F	7 KKLQ-F	7 KIFM-F	7 XTRA-F
8 XHRM-F	8	KIFM-F	8	8 KCBQ-F	XTRA	8 KSON-AF	8	8 KKLQ-F	8
9 KBZT-F	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	0.7/2.6
KCEO	1000	VISTA	1.1/3.3
KKOS-F	95.9	CARLSBAD	0.6/1.9
KPRZ	1210	SAN MARCOS	0.8/2.5
KSPA	1450	ESCONDIDO	1.0/2.4
KURS	1040	SAN DIEGO	1.1/2.5
XEMO	860	TIJUANA	0.9/2.3
XLTN-F	104.5	TIJUANA	1.0/2.8
KKBT-F	92.3	LOS ANGELES	0.4/0.9
XPRS	1090	TIJUANA	0.4/1.0

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,	780,	5 KW (DA-N)	, Full Service	CBS,	\$128.00	(Mc-Guild)	Midwest TV
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
KCLX,	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)	KKLQ owner (OCEANSIDE)
KMKX,	103.7,	36 KW @ 581	, AOR/AC		\$110.00	(D&R)	SFX
KKLQ,	106.5,	50 KW @ 440	, CHR/AC		\$161.00	(Torbet)	
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)
XITZ,	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)

Miscellaneous: KJQY-F from Soft AC to AOR/AC (Feb). . .KJQY-F changes to KMKX-F (Mar). . . XHTZ-F changes to XITZ-F (Mar). . .KBZS-F changes to KBZT-F (Dec). . .

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: 15.6  
 Market TSL: 20.75 hours

Stations: 52/51  
 Diaries: 6053/ 881:1/52.3%  
 Sample Target: 4500  
 % Below Line: 0.3  
 % Not Listed: 13.4

1994 Revenue: \$187,000,000  
 HH Inc.: \$46,241  
 Retail \$: 43.0 Billion  
 Pop per Station: 104,524  
 #1 Biller: KGO \$27,400,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. KGO (T/N)	624/ 7.5	8.3	7.4	7.8	7.8	7.8		9443/17.7	19.4	18.0		K KGO
2. KCBS (N)	428/ 5.1	5.0	4.7	5.0	5.6	5.0		8741/16.4	17.7	18.3		J KCBS
3. KMEL-F (CHR/U)	375/ 4.5	4.4	3.8	4.2	4.7	4.2		6851/12.9	13.0	12.3		I KMEL-F
4. KNBR (FS/T)	351/ 4.2	4.4	4.8	5.4	4.2	4.7		6059/11.4	11.4	11.1		K KNBR
5. KOIT-AF (SAC)	332/ 4.0	4.3	3.9	4.0	4.3	4.1		6109/11.5	11.5	11.2		I KOIT-AF
6. KIOI-F (AC)	315/ 3.8	3.6	3.9	3.5	3.5	3.7		5790/10.9	10.6	10.9		I KIOI-F
7. KFRC-AF (O)	304/ 3.6	3.7	4.7	3.9	2.8	4.0		5832/10.9	11.0	N/A		H KFRC-AF
8. KYLD-FF (U/CHR)	265/ 3.2	3.4	2.9	4.1	4.5	3.4		6386/12.0	12.0	13.3		H KYLD-FF
9. KDFC-AF (CL)	255/ 3.1	3.6	3.3	2.0	2.3	3.0		4318/ 8.1	9.0	7.0		E KDFC-AF
10. KKSF-F (J)	253/ 3.0	3.7	2.8	2.9	3.2	3.1		3984/ 7.5	8.0	7.7		H KKSF-F
11. KITS-F (AOR-NR)	238/ 2.9	3.0	3.1	2.6	2.6	2.9		5016/ 9.4	9.0	7.9		H KITS-F
12. KBLX-F (J/U)	225/ 2.7	2.7	2.8	3.2	3.5	2.9		3743/ 7.0	7.6	8.2		H KBLX-F
13. KFOG-F (AOR-P)	220/ 2.6	2.2	2.1	2.2	2.0	2.3		3779/ 7.1	6.8	6.6		H KFOG-F
14. KPIX-F (N)	198/ 2.4	0.3	0.3	2.2	1.8	1.3		3033/ 5.7	1.7	5.7		KPIX-F
15. KOME-F (AOR)	177/ 2.1	2.0	1.9	1.2	1.0	1.8		4095/ 7.7	6.6	4.2		KOME-F
16. KRQR-F (CL AOR)	176/ 2.1	2.3	2.4	2.4	2.0	2.3		4035/ 7.6	8.0	8.0		G KRQR-F
17. KSAN-F (C)	173/ 2.1	2.7	2.4	2.4	3.4	2.4		3242/ 6.1	7.2	7.7		I KSAN-F
18. KABL (ST)	165/ 2.0	2.5	2.9	3.1	2.8	2.6		2438/ 4.6	5.5	5.4		D KABL
19. KSJO-F (AOR)	164/ 2.0	1.9	2.0	2.2	2.1	2.0		2969/ 5.5	5.6	5.3		D KSJO-F
20. KSOL-F (U/AC)	158/ 1.9	1.8	1.5	1.1	1.0	1.6		3089/ 5.8	6.0	4.4		C KSOL-F
21. KBAY-F (SAC)	134/ 1.6	1.8	1.9	2.3	2.3	1.9		2134/ 4.0	4.4	4.7		KBAY-F
22. KBBG-F (O-70's)	131/ 1.6	1.9	1.8	1.6	1.4	1.7		3439/ 6.5	5.9	5.7		KBBG-F
23. KSFO (T)	122/ 1.5	0.7	1.2	1.0	1.0	1.1		1696/ 3.2	3.4	4.2		C KSFO
24. KLOK (SP)	117/ 1.4	1.9	1.9	1.6	1.6	1.7		1473/ 2.8	2.6	2.7		KLOK
25. KYCY-F (C)	116/ 1.4	1.7	1.7	1.1	1.7	1.5		2396/ 4.5	4.3	6.4		D KYCY-F
26. KHQT-F (CHR)	103/ 1.2	1.2	1.0	1.2	1.4	1.2		2417/ 4.5	4.4	4.9		KHQT-F
27. KRTY-F (C)	77/ 0.9	1.0	0.8	1.0	1.1	0.9		1521/ 2.9	2.9	2.6		KRTY-F
KUFX-F (CL AOR)	77/ 0.9	0.8	0.8	0.9	0.8	0.9		1836/ 3.4	3.5	3.6		KUFX-F
29. KZSF-F (SP)	75/ 0.9	0.4	0.8	1.1	1.2	0.8		942/ 1.8	0.9	2.9		KZSF-F
30. KOFY (SP)	74/ 0.9	0.9	0.9	1.3	1.4	1.0		1162/ 2.2	1.9	2.4		C KOFY
31. KKHI-AF (CL)	72/ 0.9	0.9	---	---	---	---		1132/ 2.1	2.3	---		KKHI-AF
32.												
33.												
34.												
35.												

12+ FM SHARE (METRO): 67.09% (4836 of 7208) (WIN 94: 66.87%)

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

SAN FRANCISCO

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

KARA-F	105.7	SANTA CLARA	0.7/2.3
KBRG-F	104.9	FREMONT	0.7/1.6
KDIA	1310	OAKLAND	0.7/2.0
KEZR-F	106.5	SAN JOSE	0.7/3.0
KFAX	1100	SAN FRANCISCO	0.8/1.8
KIQI	1010	SAN FRANCISCO	0.5/1.5
KKIQ-F	101.7	LIVERMORE	0.5/1.4
KKSJ	1370	SAN JOSE	0.6/1.6
KLIV	1590	SAN JOSE	0.3/1.1
KNEW	910	OAKLAND	0.7/2.1
KPIX	1550	SAN FRANCISCO	0.3/1.4
KRPQ-F	104.9	ROHNERT PARK	0.6/1.1
KXFX-F	101.7	SANTA ROSA	0.5/1.1
KZST-F	100.1	SANTA ROSA	0.7/1.6
KSFM-F	102.5	WOODLAND	0.3/1.6

RADIO STATIONS

AM STATIONS

KABL, 960, 5 KW (DA-1)	, Standards	WESTWD, \$ NA (Christal)	Shamrock
KCBS, 740, 50 KW (DA-2)	, News	CBS, \$ 304.00 (CBS)	CBS
KDIA, 1310, 5 KW (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)	Shamrock
KBLX, 102.9, 7 KW @ 1289, Jazz/Urban		, \$ 172.00 (D & R)	Inner City
KBRG, 104.9, 3 KW @ 298, Hispanic		CRC, \$ 68.00 (Caballero)	(FREMONT)
KDFC, 102.1, 33 KW @ 1050, Classical		, \$ 85.00 (CBS)	Brown
KFOG, 104.5, 8 KW @ 1450, Prog. AOR		Source, \$ 142.00 (Eastman)	Susquehanna
KFRC, 99.7, 40 KW @ 1299, Oldies		, \$ 163.00 (Group W)	Alliance
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
KRQR, 97.3, 82 KW @ 1099, Classic AOR		CBS, \$ 144.00 (CBS)	CBS
KSAN, 94.9, 30 KW @ 1210, Country		, \$ 269.00 (Mc-Guild)	Shamrock
KYLD, 107.7, 9 KW @ 1161, Urban/CHR	AP	, \$ 132.00 (MMR)	Crescent
KSOL, 98.9, 6 KW @ 1355, AC/Urban		, \$ 73.00 (MMR)	Crescent
KYCY, 93.3, 50 KW @ 494, Country		, \$ 90.00 (Group W)	Alliance

Other Ranked Stations - See San Jose

Miscellaneous: KABL-F changed to KBGG-F (Jan). . . KJAZ-F changed to KZSF-F (Sep) and format from Jazz to Hispanic (Sep). . .

SAN JOSE

Arbitron Rank/Pop (12+): 30/1,302,400

Stations: 43/16  
Diaries: 2521/517:1/51.5%  
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

MSA Rank/Pop: 31/1,560,000  
San Francisco DMA  
Average Person Ratings: 15.2  
Market TSL: 20.00 hours

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. KOME-F (AOR-P)	100/ 5.0	4.4	5.3	2.8	2.2	4.4		2212/17.0	15.4	10.1	E	KOME-F
2. KSJO-F (AOR)	97/ 4.9	4.9	5.2	5.4	5.6	5.1		1730/13.3	12.3	14.0	G	KSJO-F
KBAY-F (SAC)	97/ 4.9	5.4	5.7	6.3	7.3	5.6		1478/11.3	11.5	13.1	F	KBAY-F
4. KHQT-F (CHR)	95/ 4.8	4.7	3.9	4.1	5.3	4.4		1962/15.1	14.3	17.5	E	KHQT-F
5. KLOK (SP)	74/ 3.7	4.8	4.2	4.9	3.7	4.4		756/ 5.8	6.3	5.3	G	KLOK
6. KRTY-F (C)	66/ 3.3	3.6	3.0	3.9	3.5	3.5		1208/ 9.3	9.9	8.5	E	KRTY-F
7. KUFX-F (CL AOR)	58/ 2.9	2.3	2.3	2.4	2.8	2.5		1253/ 9.6	8.9	9.7	E	KUFX-F
8. KARA-F (O)	52/ 2.6	2.7	3.0	2.6	2.0	2.7		999/ 7.7	8.6	7.5	D	KARA-F
9. KDFC-AF (CL)	51/ 2.6	2.8	1.8	1.9	1.9	2.3		927/ 7.1	6.5	5.5		KDFC-AF
10. KEZR-F (AC/CHR)	50/ 2.5	2.8	2.8	3.3	3.3	2.9		1333/10.2	10.2	10.0	F	KEZR-F
11. KKSJ (ST)	35/ 1.8	2.9	1.4	0.8	---	1.7		507/ 3.9	3.7	---	A	KKSJ
12. KLIV (T)	21/ 1.1	---	0.4	0.6	0.5	---		498/ 3.8	---	3.1		KLIV
13. KNTA (SP)	12/ 0.6	0.5	---	0.8	---	---		178/ 1.4	1.4	---		KNTA
14. KSJX (E)	9/ 0.5	1.1	0.4	0.7	0.4	0.7		147/ 1.1	1.6	0.9		KSJX
15. KAZA (SP)	7/ 0.4	0.7	1.5	0.6	1.2	0.8		152/ 1.2	1.0	1.6		KAZA

NOTE: San Jose is a portion of the San Francisco metro. Only stations home to the San Jose metro are included in the rankers.

12+ FM SHARE (METRO): NA

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHQT-F<	1 KSJO-F	1 KSJO-F	1 KSJO-F	1 KSJO-F	1 KBAY-F>	1 KOME-F>	1 KBAY-F<	1 KSJO-F	1 KOME-F	1 KLOK
2 KOME-F>	2 KOME-F	2 KOME-F	2 KOME-F	2 KOME-F	2 KDFC-AF	2 KSJO-F	2 KSJO-F	2 KBAY-F	2 KHQT-F	2 KSJO-F
3	3 KHQT-F	3 KHQT-F	3 KUFX-F	3 KUFX-F	3 KRTY-F	3 KBAY-F	3 KHQT-F	3 KHQT-F	3 KSJO-F	3 KBAY-F
4	4 KLOK	4 KLOK <	4 KLOK	4 KBAY-F	4 KKSJ	4 KLOK <	4 KARA-F	KOME-F	4 KDFC-AF<	4 KDFC-F
5	5 KEZR-F	5 KUFX-F	5 KHQT-F	KLOK	5 KARA-F	5 KHQT-F	KRTY-F	5 KRTY-F	5 KBAY-F	5 KKSJ
6	6	6	6 KARA-F	6 KHQT-F	KLOK	6	6 KLOK	6	KLOK	KRTY-F
7	7	7	KBAY-F	KRTY-F	KUFX-F	7	7	7	7	7
8	8	8	8	8 KARA-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 KHQT-F	1 KHQT-F	1 KEZR-F	1 KHQT-F	1 KBAY-F		1 KSJO-F	1 KSJO-F>	1 KSJO-F	1 KSJO-F	1 KSJO-F
2 KSJO-F	2 KOME-F	2 KOME-F	2 KBAY-F	2 KRTY-F		2 KOME-F	2 KOME-F>	2 KOME-F	2 KOME-F	2 KUFX-F
3 KOME-F	3 KEZR-F	3 KHQT-F	3 KOME-F	3 KEZR-F		3 KHQT-F	3 KLOK	3 KLOK	3 KUFX-F<	3 KLOK
4 KEZR-F	KSJO-F>	4 KRTY-F	KEZR-F	4 KHQT-F		4 KLOK	4 KHQT-F	4 KUFX-F	4 KLOK	4 KOME-F
5 KBAY-F	5 KRTY-F	5 KLOK	5 KRTY-F<	5 KARA-F		5 KARA-F	5 KUFX-F	5 KHQT-F	5 KHQT-F	5 KHQT-F
6	6	KSJO-F	6 KSJO-F	6 KOME-F		KUFX-F	6	6 KARA-F	6	6 KARA-F

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

SEE SAN FRANCISCO FOR MORE INFORMATION ABOUT THE FOLLOWING:

KABL	0.7/ 2.0	KGO	8.0/18.1	KPIX-F	2.1/ 4.8
KBGG-F	0.7/ 3.6	KIOI-F	2.8/ 9.4	KRQR-F	0.8/ 3.7
KBXL-F	1.7/ 5.2	KITS-F	1.9/ 7.5	KSAN-F	1.3/ 5.5
KBRG-F	1.0/ 2.8	KKSF-F	1.9/ 5.9	KSFO	1.4/ 2.7
KCBS	4.5/15.2	KMEL-F	2.6/ 7.8	KSOL-F	0.6/ 2.5
KFAX	0.8/ 2.1	KNBR	4.1/11.2	KYCY-F	1.8/ 4.9
KFOG-F	1.1/ 3.5	KNEW	0.5/ 1.4	KYLD-F	2.3/ 9.7
KFRC	0.7/ 3.0	KOIT-AF	2.1/ 9.1	KYLZ-F	0.4/ 2.7
KFRC-F	2.5/ 8.1	KPIX	0.2/ 0.7		

SAN JOSE  
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RADIO STATIONS  
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KAZA,	1290,	5 KW (DAYS, DA)	,	Hispanic	,	\$ 29.00 (Caballero)		
KKSJ,	1370,	5 KW (DA-2)	,	Standards	UPI,	\$ NA (MMR)		
KLIV,	1590,	5 KW	,	News	CNN,	\$ NA (MMR)		Empire
KLOK,	1170,	50 KW/5 KW (DA-2)	,	Hispanic	CRC,	\$ 70.00 (Caballero)		
KNTA,	1430,	1 KW/2.5 KW (DA-2)	,	Hispanic	,	\$ 36.00 (Lotus)		
KARA-F,	105.7,	50 KW @ 500	,	Oldies	,	\$ 80.00 (MMR)		Empire
KBAY-F,	100.3,	15 KW @ 2578	,	Soft AC	,	\$ 85.00 (MMR)		
KEZR-F,	106.5,	50 KW @ 430	,	AC/CHR	,	\$100.00 (Christal)		
KHQT-F,	97.7,	1.7 KW @ 449	,	CHR	,	\$ 68.00 (D&R)		Anaheim (LOS ALTOS)
KOME-F,	98.5,	13 KW @ 879	,	AOR-NR	,	\$ 90.00 (Torbet)		Infinity
KRTY-F,	95.3,	0.9 KW @ 859	,	Country	,	\$ 62.00 (MMR)		Empire (LOS GATOS)
KSJO-F,	92.3,	50 KW @ 466	,	AOR	,	\$121.00 (Mc-Guild)		Bay Com
KUFX-F,	94.5,	1.2 KW @ 2535	,	Classic AOR	,	\$ 60.00 (D&R)		(GILROY)
KYLZ-F,	99.1,	1.1 KW @ 2611	,	AC	,	\$ NA (MMR)		Crescent (SANTA CRUZ)

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock, HR - 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: 15.6  
 Market TSL: 20.75 hours

Stations: 29/29  
 Diaries: 3336/ 808:1/56.7%  
 Sample Target: 3255  
 % Below Line: 0.0  
 % Not Listed: 11.2

1994 Revenue: \$110,300,000  
 HH Inc.: \$40,721  
 Retail \$: 29.8 Bil  
 Pop per Station: 92,582  
 #1 Biller: KIRO \$15,000,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. KUBE-F (CHR)	258/ 6.1	5.4	5.2	5.5	6.2	5.6		4260/15.8	15.4	14.2	G	KUBE-F
2. KNDD-F (AOR-NR)	256/ 6.1	5.0	5.2	4.1	3.6	5.1		4483/16.6	13.6	10.5	G	KNDD-F
3. KMPS-AF (C)	248/ 5.9	6.5	7.9	8.6	7.3	7.2		3794/14.1	15.8	16.2	I	KMPS-AF
4. KING-F (CL)	233/ 5.5	3.2	4.2	4.2	4.4	4.3		2834/10.5	9.0	10.5	E	KING-F
5. KVI (T)	226/ 5.4	5.5	6.8	6.4	4.6	6.0		2837/10.5	10.5	8.7	G	KVI
6. KBSG-AF (O)	211/ 5.0	5.2	5.2	6.6	6.7	5.5		4320/16.0	15.0	16.9	I	KBSG-AF
7. KIRO (N/T)	207/ 4.9	7.1	6.4	6.1	6.0	6.1		4424/16.4	20.4	18.1	J	KIRO
8. KISW-F (AOR)	194/ 4.6	5.1	3.6	3.9	4.3	4.3		2571/ 9.5	9.0	10.2	G	KISW-F
KIXI (ST)	194/ 4.6	5.1	3.6	3.9	4.3	4.3		2326/ 8.6	8.6	8.0	C	KIXI
10. KLSY-F (AC)	191/ 4.5	3.6	3.5	3.5	4.5	3.8		3052/11.3	11.0	11.4	G	KLSY-F
11. KRPM-AF (C)	160/ 3.8	3.7	3.8	4.8	4.2	4.0		2393/ 8.9	9.9	11.3	G	KRPM-AF
12. KJR -F (O-70's)	155/ 3.7	3.8	4.1	3.1	2.5	3.7		2893/10.7	10.6	7.5	E	KJR -F
13. KPLZ-F (AC/CHR)	151/ 3.6	3.8	4.0	4.1	4.4	3.9		3284/12.2	12.7	12.9	G	KPLZ-F
14. KOMO (FS)	147/ 3.5	5.2	3.2	3.8	4.2	3.9		2847/10.6	15.5	11.7	F	KOMO
15. KZOK-F (CL AOR)	145/ 3.4	3.3	4.5	3.4	3.5	3.7		3023/11.2	10.5	11.6	G	KZOK-F
16. KMTT-F (AOR-P)	127/ 3.0	3.5	3.0	2.9	3.0	3.1		2095/ 7.8	8.1	8.2	F	KMTT-F
17. KYCW-F (C)	120/ 2.8	3.3	1.6	2.7	2.6	2.6		1810/ 6.7	7.2	8.6	C	KYCW-F
18. KRWM-F (SAC)	97/ 2.3	2.6	2.0	2.7	2.7	2.4		1686/ 6.3	6.3	6.5	E	KRWM-F
19. KEZX-F (J)	95/ 2.3	2.7	2.3	2.2	2.9	2.4		1373/ 5.1	5.1	5.3	D	KEZX-F
20. KJR (SPRST)	78/ 1.9	2.2	2.0	2.2	2.6	2.1		2026/ 7.5	7.0	9.2	D	KJR
21. KCMS-F (REL)	61/ 1.4	1.5	1.7	1.4	1.3	1.5		1218/ 4.5	4.6	3.7		KCMS-F
22. KIRO-F (T)	55/ 1.3	1.1	0.7	0.9	0.9	1.0		1365/ 5.1	3.6	3.9		KIRO-F
23. KINF (T)	55/ 1.3	0.6	1.8	1.2	1.9	1.2		1293/ 4.8	2.7	5.2		KINF
24.												
25.												

12+ FM SHARE (METRO): 74.06% (2770 of 3740) (WIN 94: 72.20%)

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

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
KCIS	630	EDMONDS	0.5/2.0	
KGNW	820	BURIEN	0.5/2.0	
KXXO-F	96.1	OLYMPIA	0.8/2.5	

SEATTLE-TACOMA

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 (---)	
KINF, 1090, 50 KW (DA-2)	, Talk/News	AP,	\$ 50.00 (MMR)	Bonneville
KIRO, 710, 50 KW (DA-N)	, News/Talk	AP, CBS,	\$ 280.00 (Torbet)	Bonneville
KIXI, 880, 50 KW/10 KW (DA-2)	, Standards	WESTWD,	\$ 51.00 (Christal)	Sandusky
KJR, 950, 5 KW (DA-N)	, Sports/Talk	WESTWD, ABC,	\$ 50.00 (CBS)	KUBE owner (D)
KOMO, 1000, 50 KW (DA-N)	, Full Service	ABC,	\$ 100.00 (Banner)	Fisher
KVI, 570, 5 KW	, Talk	ABC,	\$ 84.00 (Banner)	Fisher

FM STATIONS

KBSG, 97.3, 55 KW @ 2890,	Oldies		, \$ 175.00 (Torbet)	Viacom
KCMS, 105.3, 115 KW @ 718,	Religion	UPI,	\$ 43.00 (Radio Spot)	
KEZX, 98.9, 100 KW @ 1109,	Soft Jazz	ABC,	\$ 50.00 (D & R)	Park
KING, 98.1, 58 KW @ 2342,	Classical		, \$ 88.00 (MMR)	
KIRO, 100.7, 100 KW @ 731,	Talk	CBS,	\$ NA (Torbet)	Bonneville
KISW, 99.9, 100 KW @ 1148,	AOR		, \$ 86.00 (Mc-Guild)	Nationwide
KLSY, 92.5, 58 KW @ 2342,	AC	AP, ABC,	\$ 140.00 (Christal)	Sandusky
KJR, 95.7, 100 KW @ 1181,	Oldies - 70's		, \$ 57.00 (MMR)	KUBE owner (D)
KMPS, 94.1, 98 KW @ 1168,	Country	AP,	\$ 241.00 (Eastman)	EZ
KMTT, 103.7, 58 KW @ 2342,	Prog. AOR		, \$ 71.00 (D & R)	Entercom
KNDD, 107.7, 100 KW @ 1194,	New AOR		, \$ 118.00 (Torbet)	Viacom
KPLZ, 101.5, 100 KW @ 1200,	CHR		, \$ 104.00 (Banner)	Fisher
KRPM, 106.1, 58 KW @ 2342,	Country	WESTWD,	\$ 91.00 (Christal)	Heritage
KRWM, 106.9, 100 KW @ 820,	Soft AC		, \$ 60.00 (CBS)	Brown
KUBE, 93.3, 100 KW @ 1289,	CHR		, \$ 150.00 (MMR)	
KYCW, 96.5, 100 KW @ 1220,	Country		, \$ 87.00 (Group W)	Alliance
KZOK, 102.5, 100 KW @ 1171,	Classic AOR		, \$ 136.00 (Eastman)	EZ

Miscellaneous: KULL changes back to KRPM and now simulcasts with KRPM-F (March). . . KING-AM changes to KINF (Feb). . .

SHREVEPORT

Arbitron Rank/Pop (12+): 127/302,300  
 MSA Rank/Pop: 126/376,000  
 DMA # 72  
 Average Person Ratings: 16.2  
 Market TSL: 21.50 hours

Stations: 14/14  
 Diaries: 972/311:1/49.4%  
 Sample Target: 935  
 % Below Line: 0.0  
 % Not Listed: 11.2

1994 Revenue: \$10,500,000  
 HH Inc.: \$29,549  
 Retail \$: 3.2 Bil  
 Pop per Station: 30,731  
 #1 Biller: KRMD-AF \$3,000,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. KRMD-F (C)	77/15.7	16.3	19.2	20.2	20.9	17.9		896/29.6	26.4	32.6	E	KRMD-F
2. KMJJ-F (B)	67/13.7	12.9	15.6	19.5	15.6	15.4		734/24.3	25.2	25.7	D	KMJJ-F
3. KVKI-F (AC)	57/11.7	10.7	9.4	9.4	6.5	10.3		709/23.5	21.6	18.4	D	KVKI-F
4. KDKS-F (B)	51/10.4	12.0	7.6	8.1	5.3	9.5		588/19.5	19.2	12.1	A	KDKS-F
5. KOKA (B)	35/ 7.2	7.2	3.8	5.5	7.5	5.9		332/11.0	11.5	11.2	A	KOKA
6. KEEL (T/FS)	31/ 6.3	7.6	5.4	6.6	7.7	6.5		367/12.1	14.2	14.8	B	KEEL
7. KWKH-F (C)	25/ 5.1	4.6	5.4	4.6	5.5	4.9		400/13.2	10.7	14.7	D	KWKH-F
8. KITT-F (C)	24/ 4.9	4.8	5.1	5.0	5.3	5.0		463/15.3	12.1	15.5	B	KITT-F
9. KTAL-F (AOR)	20/ 4.1	3.1	4.0	2.6	3.2	3.5		328/10.9	8.4	10.0	B	KTAL-F
10. KLLK-F (O)	19/ 3.9	3.3	2.9	2.9	4.7	3.3		335/11.1	10.5	10.9	A	KLLK-F
11. KTUX-F (AOR-NR)	17/ 3.5	4.4	4.2	3.1	3.2	3.8		289/ 9.6	9.2	9.7	B	KTUX-F
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 82.26% (357 of 434) (WIN 94: 77.75%)

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 KVKI-F<	1 KVKI-F	1 KRMD-F>	1 KRMD-F>	1 KRMD-F<	1 KRMD-F<	1 KMJJ-F>	1 KMJJ-F
2 KRMD-F	2 KDKS-F<	2 KRMD-F	2 KRMD-F<	KRMD-F<	2 KOKA <	2 KVKI-F<	2 KVKI-F	2 KMJJ-F	2 KDKS-F	2 KDKS-F
3 KDKS-F>	3 KVKI-F<	KVKI-F	3 KMJJ-F	3 KMJJ-F	3 KEEL	3 KMJJ-F	3 KEEL <	3 KVKI-F>	3 KRMD-F>	3 KRMD-F
4	4 KRMD-F>	4 KDKS-F>	4 KDKS-F	4 KDKS-F	KVKI-F	4 KOKA <	4 KMJJ-F	4 KDKS-F>	4 KVKI-F<	4 KWKH-F
5	5	5	5	5	5 KMJJ-F	5 KDKS-F	5 KDKS-F	5	5 KOKA	5
6	6	6	6	6	6 KWKH-F	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 KRMD-F	1 KRMD-F	1 KRMD-F	1 KRMD-F	1 KMJJ-F	1 KMJJ-F	1 KVKI-F	1 KMJJ-F>	1 KMJJ-F<
KRMD-F	2 KDKS-F	2 KVKI-F	2 KVKI-F	2 KVKI-F	2 KTUX-F	2 KDKS-F<	KDKS-F	2 KVKI-F	2 KVKI-F
3 KVKI-F	KVKI-F	KDKS-F	3 KMJJ-F<	3 KMJJ-F	3 KDKS-F	3 KVKI-F>	3 KMJJ-F	3 KDKS-F	3 KRMD-F<
KDKS-F	KMJJ-F	4 KMJJ-F	4 KDKS-F	4 KDKS-F	4	4 KRMD-F	4 KRMD-F	KRMD-F	4 KDKS-F
5	5	5	5	5	5	5	5	5	5 KEEL
6	6	6	6	6	6	6	6	6	6

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

KFLO	1300	SHREVEPORT	0.4/1.9
KRMD	1340	SHREVEPORT	0.2/1.9



SHREVEPORT

RADIO STATIONS

KEEL ,	710,	50 KW/10 KW(DA-2),	FS/Standards	WESTWD, ABC,	\$21.00	(Katz)	
KOKA ,	980,	5 KW/80 W (DA-1),	Gospel	WESTWD, AURN,	\$19.00	(K & P)	
KWKH ,	1130,	50 KW (DA-N)	SEE KWKH-FM				
KDKS-F,	103.7,	6 KW @ 328	Black	SMN,	\$19.00	(K & P)	(HAUGHTON)
KITT-F,	93.7,	100 KW @ 1010	AC	CNN, ABC,	\$31.00	(Katz)	KVKI owner
KLKL-F,	92.1,	3.3 KW @ 298	Oldies	ABC,	\$22.00	(K & P)	KDKS owner (DENTON)
KMJJ-F,	99.7,	50 KW @ 462	Black	WESTWD,	\$27.00	(Mc-Guild)	SunGroup
KRMD-F,	101.1,	100 KW @ 1118	Country	,	\$60.00	(Eastman)	AmCom
KTAL-F,	98.1,	100 KW @ 1361	AOR	,	\$24.00	(Banner)	(TEXARKANA)
KTUX-F,	98.9,	100 KW @ 718	AOR-NR	,	\$25.00	(Banner)	(CARTHAGE, TX)
KVKI-F,	96.5,	100 KW @ 797	AC	,	\$33.00	(K & P)	
KWKH-F,	94.5,	100 KW @ 321	Country	WESTWD,	\$45.00	(Christal)	Great Empire

SPOKANE

Arbitron Rank/Pop (12+): 91/391,800  
 MSA Rank/Pop: 123/397,000  
 DMA # 76  
 Average Person Ratings: 14.5  
 Market TSL: 19.50 hours

Stations: 20/20  
 Diaries: 939/417:1/57.4%  
 Sample Target: 955  
 % Below Line: 0.0  
 % Not Listed: 12.3

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	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. KZZU-F (CHR)	55/ 9.6	6.4	7.2	9.2	9.6	8.1		958/24.5	17.4	22.4	C	KZZU-F
2. KDRK-F (C)	48/ 8.4	10.0	11.0	8.9	12.1	9.6		736/18.8	19.0	22.5	D	KDRK-F
3. KNFR-F (C)	44/ 7.7	6.1	4.8	3.6	5.7	5.6		613/15.6	14.5	13.4	B	KNFR-F
4. KKZX-F (AOR/CL)	42/ 7.4	7.7	9.8	10.8	8.6	8.9		651/16.6	17.3	16.2	C	KKZX-F
5. KISC-F (AC)	39/ 6.8	7.7	8.0	8.0	7.1	7.6		622/15.9	16.3	17.7	C	KISC-F
6. KGA (C/FS)	37/ 6.5	4.8	5.5	3.1	3.4	5.0		423/10.8	9.9	9.2	B	KGA
KAQQ (ST)	37/ 6.5	6.4	5.7	4.4	4.2	5.8		317/ 8.1	10.0	7.4	A	KAQQ
8. KEZE-F (AOR)	36/ 6.3	4.4	6.5	6.2	6.9	5.9		500/12.8	12.4	13.4	C	KEZE-F
9. KXLY-F (SAC)	35/ 6.1	5.1	5.3	5.1	5.2	5.4		516/13.2	11.0	11.2	B	KXLY-F
10. KEYF-F (O)	29/ 5.1	6.7	6.8	8.0	7.6	6.7		591/15.1	16.2	16.8	C	KEYF-F
11. KXLY (N/T)	26/ 4.6	5.4	6.5	3.4	3.4	5.0		448/11.4	16.5	11.8	B	KXLY
12. KCDA-F (C)	20/ 3.5	4.6	2.7	4.6	3.0	3.9		296/ 7.6	8.2	5.8	A	KCDA-F
13. KNJY-F (AOR-P)	19/ 3.3	3.8	2.2	1.5	1.5	2.7		301/ 7.7	8.0	2.5	A	KNJY-F
14. KKCH-F (AC)	10/ 1.8	1.6	2.5	3.1	2.2	2.3		288/ 7.4	9.0	6.9	A	KKCH-F
15. KJRB (T)	6/ 1.1	0.7	2.8	3.8	5.5	2.1		199/ 5.1	4.4	9.6		KJRB

12+ FM SHARE (METRO): 76.80% (384 of 500) (WIN 94: 79.99%)

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

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

KAZZ-F	107.1	DEER PARK	0.4/1.0
KSPD-F	96.9	SPOKANE	0.5/1.5
KSVY	1550	OPPORTUNITY	0.7/1.5
KTRW	970	SPOKANE	0.7/1.8
KUDY	1280	SPOKANE	0.4/1.1

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 @ 237E	,	Country	,	\$51.00	(Mc-Guild)	Citadel
KEYF-F,		101.1,	100 KW @ 843	,	Oldies	,	\$30.00	(MMR)	Pourtales (CHENEY)
KEZE-F,		105.7,	100 KW @ 1909	,	AOR	,	\$33.00	(Christal)	Citadel
KISC-F,		98.1,	94 KW @ 203C	,	AC	,	\$42.00	(MMR)	Silverado
KKCH-F,		94.5,	100 KW @ 1883	,	AC	ABC, SMN,	\$15.00	(Eastman)	(HAYDON)
KKZX-F,		98.9,	100 KW @ 1614	,	Classic AOR	,	\$26.00	( --- )	Pourtales
KNFR-F,		96.1,	56 KW @ 237E	,	Country	WESTWD,	\$22.00	(MMR)	Silverado (OPPORTUNITY)
KNJY-F,		103.9,	5.5 KW @ 298	,	AOR-P	SMN, ABC,	\$15.00	(MMR)	
KTSL-F,		101.9,	12 KW @ 476	,	Religion	AP,	\$14.00	( --- )	(MEDICAL LAKE)
KXLY-F,		99.9,	37 KW @ 2998	,	Soft AC/EZ	,	\$25.00	(Torbet)	Morgan Murphy
KZZU-F,		92.9,	85 KW @ 2079	,	CHR	,	\$32.00	(Christal)	

SPRINGFIELD, MA  
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Arbitron Rank/Pop (12+): 75/508,200

Stations: 29/14  
Diaries: 1431/355:1/57.2%  
Sample Target: 1470  
% Below Line: 27.4  
% Not Listed: 17.4

1994 Revenue: \$13,000,000  
HH Inc.: \$37,104  
Retail \$: 4.4 Bil  
Pop per Station: 36,300  
#1 Biller: WAQY-AF \$3,200,000

MSA Rank/Pop: 88/609,000  
DMA # 103  
Average Person Ratings: 16.7  
Market TSL: 22.00 hours

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WHYN-F (AC)	82/ 9.7	7.6	7.6	9.1	8.0	8.5		1084/20.9	17.6	20.8	D	WHYN-F
2. WPKX-F (C)	68/ 8.0	10.5	12.8	9.7	9.9	10.3		835/16.4	19.7	18.1	D	WPKX-F
3. WHYN (FS)	62/ 7.3	5.6	6.1	8.7	10.0	6.9		873/17.2	16.7	20.1	C	WHYN
4. WMAS-F (AC)	60/ 7.1	6.7	9.3	7.8	7.7	7.7		983/19.3	16.8	18.4	D	WMAS-F
5. WAQY-AF (CL AOR)	54/ 6.4	10.0	10.1	10.4	8.5	9.2		1051/20.7	24.7	23.3	E	WAQY-AF
6. WMAS (ST)	47/ 5.5	5.5	5.3	3.7	4.3	5.0		430/ 8.5	9.1	7.4	B	WMAS
7. WTIC-F (CHR)	40/ 4.7	6.1	5.7	5.3	6.8	5.5		906/17.8	21.1	24.2		WTIC-F
8. WNNZ (N/T)	35/ 4.1	3.5	3.0	3.7	3.2	3.6		532/10.5	9.2	8.7	B	WNNZ
9. WAAF-F (AOR)	33/ 3.9	4.8	3.6	5.4	2.4	4.4		622/12.2	10.6	8.6		WAAF-F
10. WYSR-F (AOR-NR)	26/ 3.1	0.4	0.4	0.5	0.7	1.1		440/ 8.7	3.0	3.7		WYSR-F

12+ FM SHARE (METRO): 71.43% (500 of 700) (WIN 94: 71.09%)

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 WHYN-F	1 WHYN-F	1 WHYN-F	1 WHYN	1 WHYN <	1 WHYN-F>	1 WHYN-F	1 WAQY-AF	1 WHYN
2 WAAF-F	2 WHYN-F	2 WAQY-AF	2 WAQY-AF<	2 WPKX-F<	2 WHYN-F	2 WHYN-F>	2 WPKX-F<	2 WPKX-F	2 WMAS-F	2 WMAS-F
WYSR-F	3 WMAS-F	3 WMAS-F	3 WPKX-F<	3 WMAS-F	3 WPKX-F	3 WPKX-F<	3 WHYN <	3 WAQY-AF	WAAF-F	3 WAQY-F
4	4 WAAF-F	4 WPKX-F	4 WMAS-F>	4 WAQY-AF	4 WMAS	4 WMAS-F	4 WMAS-F	WMAS-F	4 WTIC-F	4 WPKX-F
5	5	5	5 WHYN	5 WHYN	5 WMAS-F	5 WAQY-AF	5 WAQY-AF<	5 WHYN	WPKX-F	WMAS
6	6	6	6	6	6	6	6 WMAS	WNNZ	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 WHYN-F	1 WHYN-F	1 WMAS-F	1 WHYN-F>	1 WHYN-F	1 WAAF-F	1 WAQY-AF	1 WAQY-AF	1 WAQY-AF>	1 WAQY-AF
2 WMAS-F	2 WMAS-F>	2 WHYN-F	2 WMAS-F	2 WMAS-F<	2 WAQY-AF	2 WAAF-F>	2 WPKX-F	2 WAAF-F	2 WHYN-F<
WTIC-F	3 WAQY-AF	3 WPKX-F	3 WPKX-F>	3 WPKX-F>>	3 WYSR-F	3 WYSR-F	3 WAAF-F	3 WHYN-F	3 WPKX-F
4 WYSR-F	WPKX-F	4 WAQY-AF	4 WAQY-AF	4 WAQY-AF	4 WCCC-F	4 WZMX-F	WZMX-F	4 WPKX-F	4 WHYN
5 WAQY-AF	5 WYSR-F	5 WTIC-F	5	5 WHYN	5 WTIC-F	WHYN-F	WHYN-F	5 WHYN	5 WMAS-F
WCCC-F	6	6	6	6	6	WPKX-F	6	WMAS-F	6

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

WACE	730	CHICOPEE	0.5/ 2.8
WARE	1250	WARE	0.7/ 2.4
WHMP	1400	NORTHAMPTON	1.1/ 3.7
WHMP-F	99.3	NORTHAMPTON	1.7/10.7
WRNX-F	100.9	AMHERST	1.7/ 5.0
WSPR	1270	SPRINGFIELD	1.5/ 2.3
WRSI-F	95.3	GREENFIELD	0.5/ 2.0

SEE BOSTON, HARTFORD OR NEW YORK FOR MORE ABOUT THE FOLLOWING:

WBZ	0.4/1.8	WFAN	0.4/2.2	WTIC	1.7/4.6
WCCC-F	2.0/9.1	WHCN-F	1.1/4.1	WVYZ-F	0.6/2.5
WORC	0.4/1.3	WKSS-F	1.7/8.3	WZMX-F	2.4/7.2
WCRC-F	2.6/8.5	WRCH-F	2.2/7.5		

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
WPKX-F, 97.9, 2.2 KW @ 528	Country		, \$ 51.00 (D & R)	Multimarket (ENFIELD)
WRNX-F, 100.9, 6 KW @ -105	Prog. AOR	CNN	, \$ 20.00 ( --- )	(AMHERST)

Other Ranked Stations -- See Boston or Hartford

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

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

* A - Less than \$ 500,000	G - \$ 5,000,000 to \$ 6,999,999
* B - \$ 500,000 to \$ 999,999	H - \$ 7,000,000 to \$ 9,999,999
* C - \$ 1,000,000 to \$ 1,999,999	I - \$ 10,000,000 to \$14,999,999
* D - \$ 2,000,000 to \$ 2,999,999	J - \$ 15,000,000 to \$19,999,999
* E - \$ 3,000,000 to \$ 3,999,999	K - \$ 20,000,000 +
* F - \$ 4,000,000 to \$ 4,999,999	*
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SYRACUSE  
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Arbitron Rank/Pop (12+): 68/555,200  
MSA Rank/Pop: 71/758,000  
DMA # 66  
Average Person Ratings: 16.4  
Market TSL: 21.25 hours

Stations: 25/20  
Diaries: 1565/355:1/58.4%  
Sample Target: 1530  
% Below Line: 3.1  
% Not Listed: 20.5

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

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WSYR (FS)	98/10.8	13.2	11.2	12.6	13.3	12.0		1381/24.9	24.3	26.5	E	WSYR
2. WNTQ-F (CHR)	87/ 9.5	10.0	10.6	11.4	10.2	10.4		1556/28.0	27.0	26.8	E	WNTQ-F
3. WYYY-F (AC)	84/ 9.2	11.1	11.7	10.0	10.1	10.5		1362/24.5	24.6	24.5	F	WYYY-F
4. WBBS-F (C)	77/ 8.5	6.0	6.5	6.1	6.3	6.8		1005/18.1	16.5	12.3	C	WBBS-F
5. WAQX-F (AOR)	76/ 8.3	8.4	9.8	11.0	12.0	9.4		1269/22.9	21.8	26.4	E	WAQX-F
6. WSEN-F (O)	63/ 6.9	6.2	6.8	5.0	5.0	6.2		1037/18.7	18.1	14.0	C	WSEN-F
7. WKRL-F (AOR)	45/ 4.9	3.0	3.6	4.0	4.0	3.9		619/11.1	9.4	6.5	A	WKRL-F
8. WHEN-F (C)	36/ 4.0	4.0	3.3	3.2	3.9	3.6		596/10.7	9.9	10.8	B	WHEN-F
9. WFBL (ST)	28/ 3.1	5.3	4.8	7.2	3.9	5.1		464/ 8.4	9.1	6.6	A	WFBL
WTKW-F (CL AOR)	28/ 3.1	1.9	2.7	1.6	1.9	2.3		507/ 9.1	7.7	6.7	A	WTKW-F
11. WHEN (FS)	22/ 2.4	3.2	2.5	2.8	2.9	2.7		484/ 8.7	11.3	10.8		WHEN
12. WOLF (B)	14/ 1.5	1.8	0.7	0.3	1.0	1.1		131/ 2.4	2.9	3.0	A	WOLF
WTLA-AA (?)	14/ 1.5	---	---	---	---	---		223/ 4.0	0.6	---		WTLA-AA
14.												
15.												

12+ FM SHARE (METRO): 73.48% (532 of 724) (WIN 94: 73.88%)

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 WYYY-F	1 WNTQ-F	1 WNTQ-F	1 WSYR >>>
2 WAQX-F	2 WNTQ-F>	2 WYYY-F<	2 WAQX-F	2 WBBS-F<	2 WSEN-F	2 WYYY-F<	2 WAQX-F<	WAQX-F<	WSYR	2 WBBS-F
3	3 WKRL-F	3 WNTQ-F	3 WBBS-F	3 WAQX-F	3 WBBS-F>	3 WNTQ-F	3 WSYR	3 WBBS-F	3 WAQX-F	3 WYYY-F
4	WYYY-F	4 WBBS-F	4 WNTQ-F<	WSEN-F	4 WYYY-F	4 WBBS-F<	4 WBBS-F<	4 WYYY-F	4 WKRL-F	4 WNTQ-F
5	5 WBBS-F	5 WSEN-F<	5 WSEN-F	5 WNTQ-F<	5 WFBL	5 WAQX-F	5 WNTQ-F	5 WSYR	5 WYYY-F	WAQX-F
6	6	6 WKRL-F	6 WSYR	6 WSYR	6	6	6 WSEN-F	6 WSEN-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 WNTQ-F	1 WNTQ-F>	1 WNTQ-F	1 WYYY-F	1 WYYY-F>	1 WKRL-F	1 WAQX-F	1 WAQX-F	1 WAQX-F>	1 WAQX-F
2 WYYY-F	2 WYYY-F>	2 WYYY-F	2 WNTQ-F>	2 WNTQ-F<	2 WAQX-F	2 WKRL-F>	2 WKRL-F	2 WKRL-F	2 WSEN-F<
WAQX-F	3 WAQX-F<	3 WBBS-F	3 WBBS-F	3 WBBS-F	3 WNTQ-F	3 WNTQ-F	3 WYYY-F	3 WBBS-F	3 WSYR <
4 WBBS-F	4 WBBS-F	4 WAQX-F	4 WAQX-F	4 WSEN-F	4 WBBS-F	4 WYYY-F	4 WNTQ-F	WSEN-F<	4 WBBS-F
5	5	5	5 WSEN-F	5 WAQX-F	WYYY-F	5 WBBS-F	WBBS-F	5 WNTQ-F	5 WYYY-F
6	6	6	6	6	6	6	6 WSYR	WYYY-F<	6
7	7	7	7	7	7	7	7	7 WSYR	7

OTHER RATED STATIONS	METRO CUME	TSA	TSA
	SHARE/RTG/AQH/CUME		
WDCW	1390	SYRACUSE	0.3/1.8
WMCR-AF	106.3	ONEIDA	0.3/1.0
WNDR	1260	SYRACUSE	0.8/3.2
WPCX-F	106.9	AUBURN	0.7/3.6
WZZZ	1300	FULTON	0.5/0.8
WFRG-F	104.3	UTICA	1.3/3.8
WKLL-F	94.9	FRANKFORT	0.4/1.9
WLZW-F	98.7	UTICA	0.4/3.7
WODZ-F	96.1	ROME	0.3/1.1
WOUR-F	96.9	UTICA	0.5/3.8

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)	
WSYR, 570, 5 KW (DA-2)	, Full Service	WESTWD	, \$ 70.00 (Katz)	NewCity
WAQX-F, 95.7, 25 KW @ 298, AOR		ABC	, \$ 71.00 (Banner)	Pilot (MANLIUS)
WBBS-F, 104.7, 50 KW @ 493, Country			, \$ 47.00 (Katz)	NewCity (FULTON)
WHEN-F, 107.9, 50 KW @ 500, Country		ABC	, \$ 28.00 (Eastman)	Park
WKRL-F, 100.9, 6 KW @ 164, AOR		ABC	, \$ 23.00 (Eastman)	Radio Corporation
WMHR-F, 102.9, 20 KW @ 781, Religion			, \$ NA ( --- )	
WNTQ-F, 93.1, 97 KW @ 659, CHR			, \$ 65.00 (Mc-Guild)	Osborn
WPCX-F, 106.9, 14 KW @ 469, Country			, \$ 19.00 (Market 4)	Great Scott (AUBURN)
WSCP-F, 101.7, 2.5 KW @ 364, Country (?)		UNISTR	, \$ 17.00 ( --- )	(PULASKI)
WSEN-F, 92.1, 25 KW @ 298, Oldies		CBS, WESTWD	, \$ 34.00 (D & R)	Buckley (BALDWINS.)
WTKW-F, 99.5, 2.9 KW @ 338, Classic AOR		AP	, \$ 21.00 ( --- )	Radio Corp. (BRIDGEPORT)
WYYY-F, 94.5, 100 KW @ 649, AC			, \$ 92.00 (Katz)	NewCity

Miscellaneous: WKRL-AM changed to WTLA (Jan). . .

TAMPA-ST. PETERSBURG

Arbitron Rank/Pop (12+): 21/1,864,200

Stations: 26/24  
Diaries: 3053/611:1/55.9%  
Sample Target: 2715  
% Below Line: 5.6  
% Not Listed: 14.0

1994 Revenue: \$73,000,000  
HH Inc.: \$28,944  
Retail \$: 21.8 Bil  
Pop per Station: 77,675  
#1 Biller: WQYK-AF \$13,200,000

MSA Rank/Pop: 23/2,190,000

DMA # 16

Average Person Ratings: 16.8

Market TSL: 22.75 hours

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WQYK-F (C)	242/ 7.7	9.8	9.0	9.3	9.7	9.0		3032/16.3	21.0	19.8	I	WQYK-F
2. WGUL-AF (ST)	218/ 6.9	7.2	6.0	5.7	5.8	6.5		1767/ 9.5	10.2	8.9	C	WGUL-AF
3. WFLA (N/T)	206/ 6.6	7.1	7.2	6.4	5.5	6.8		2327/12.5	12.9	12.5	G	WFLA
4. WRBQ-F (C)	201/ 6.4	5.5	6.4	6.1	7.1	6.1		2547/13.7	15.4	15.6	F	WRBQ-F
5. WXTB-F (AOR)	197/ 6.3	7.8	6.9	7.5	7.6	7.1		2618/14.0	15.1	13.3	G	WXTB-F
6. WMTX-AF (AC)	195/ 6.2	6.7	5.4	6.0	6.1	6.1		2847/15.3	16.6	14.6	H	WMTX-AF
7. WFLZ-F (CHR)	188/ 6.0	6.2	5.5	6.3	6.0	6.0		3535/19.0	17.0	16.2	F	WFLZ-F
8. WWRM-F (SAC)	166/ 5.3	6.6	6.2	5.9	5.8	6.0		2573/13.8	16.9	13.9	G	WWRM-F
9. WDUV-F (EZ)	160/ 5.1	5.0	4.8	4.7	4.7	4.9		1840/ 9.9	12.2	10.9	E	WDUV-F
10. WHPT-F (AOR-P)	128/ 4.1	4.1	4.3	4.9	4.0	4.4		1964/10.5	11.3	10.1	G	WHPT-F
11. WUSA-AF (AC)	153/ 4.9	4.4	5.2	4.2	5.6	4.7		2166/11.6	11.6	11.7	G	WUSA-AF
12. WYUU-F (O)	114/ 3.6	4.2	3.2	3.9	4.5	3.7		2085/11.2	12.2	10.9	E	WYUU-F
13. WCOF-F (O-70's)	106/ 3.4	4.0	4.4	5.3	5.8	4.3		2018/10.8	12.2	15.2	E	WCOF-F
14. WSUN (T)	91/ 2.9	2.1	3.2	2.9	2.0	2.8		1123/ 6.0	5.4	5.5	C	WSUN
15. WRBQ (B)	72/ 2.3	1.5	2.1	1.7	1.5	1.9		725/ 3.9	3.0	3.5	B	WRBQ
16. WLUV-F (ST)	55/ 1.8	1.0	1.4	1.2	1.5	1.4		577/ 3.1	2.6	3.3	A	WLUV-F
17. WTMP (B)	50/ 1.6	1.1	1.7	1.6	1.4	1.5		648/ 3.5	2.4	2.6	B	WTMP
18. WHNZ (T)	36/ 1.1	0.5	0.5	0.9	0.5	0.8		947/ 5.1	3.5	2.6		WHNZ
19. WFNS (SPRTS)	33/ 1.1	0.7	0.8	1.2	0.8	1.0		512/ 2.7	2.8	2.8		WFNS
20. WQYK (C)	27/ 0.9	1.0	0.8	0.5	0.7	0.8		487/ 2.6	3.6	2.5		WQYK

12+ FM SHARE (METRO): 75.05% (2024 of 2697) (WIN 94: 82.26%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F>	1 WXTB-F	1 WMTX-AF<	1 WMTX-AF<	1 WMTX-AF	1 WGUL-AF	1 WFLA <	1 WQYK-F<	1 WQYK-F	1 WFLZ-F	1 WFLA
2 WXTB-F>>	2 WFLZ-F<	2 WXTB-F	2 WRBQ-F	2 WRBQ-F<	2 WQYK-F<	2 WQYK-F	2 WFLA	2 WXTB-F	2 WXTB-F>	2 WQYK-F
3 WMTX-AF	3 WRBQ-F	3 WHPT-F<	3 WHPT-F<	3 WQYK-F	3 WFLA	3 WMTX-AF<	3 WGUL-AF	3 WRBQ-F<	3 WRBQ-F	3 WFLZ-F
4	4 WRBQ-F	4 WHPT-F	4 WXTB-F<	4 WUSA-AF	4 WDUV-F	4 WGUL-AF	4 WMTX-AF	4 WFLZ-F	4 WFLA <	4 WRBQ-F
5	5 WHPT-F	5 WFLZ-F<	5 WQYK-F	5 WHPT-F	5 WWRM-F	5 WRBQ-F	5 WRBQ-F	5 WGUL-AF<	5 WQYK-F	5 WXTB-F
6	6 WUSA-AF	6 WQYK-F	6 WUSA-AF<	6 WXTB-F	6	6 WXTB-F<	6 WWRM-F	6 WMTX-AF	6 WWRM-F	6 WGUL-F
7	7 WCOF-F<	7 WUSA-AF	7 WCOF-F	7 WCOF-F	7	7 WFLZ-F	7 WUSA-AF	7 WWRM-F	7	7 WHPT-F
8	8 WQYK-F	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFLZ-F	1 WMTX-AF	1 WMTX-AF	1 WMTX-AF	1 WMTX-AF	1 WXTB-F	1 WXTB-F>>	1 WXTB-F	1 WXTB-F>	1 WXTB-F<
2 WMTX-AF	2 WFLZ-F	2 WRBQ-F	2 WRBQ-F	2 WUSA-AF	2 WFLZ-F	2 WFLZ-F	2 WHPT-F	2 WHPT-F	2 WHPT-F
3 WXTB-F	3 WRBQ-F	3 WCOF-F	3 WUSA-AF	3 WRBQ-F	3 WRBQ-F	3 WHPT-F	3 WRQB-F	3 WRBQ-F	3 WQYK-F<
4 WRBQ-F	4 WUSA-AF	4 WUSA-AF	4 WFLZ-F	4 WQYK-F	4 WMTX-AF	4 WRBQ-F	4 WMTX-AF	4 WQYK-F<	4 WRBQ-F
5 WUSA-AF	5 WXTB-F	5 WFLZ-F	5 WQYK-F	5 WWRM-F	5 WQYK-F	5 WMTX-AF	5 WFLZ-F	5 WFLZ-F	5 WMTX-AF
6 WQYK-F	6 WCOF-F<	6 WQYK-F	6 WWRM-F	6 WCOF-F	6 WSUN	6 WSUN	6 WCOF-F	6 WMTX-AF	6 WCOF-F<
7	7 WQYK-F	7 WWRM-F	7 WCOF-F	7 WYUU-F	7	7 WCOF-F	7 WUSA-AF	7	7 WSUN
8	8	8	8 WYUU-F	8	8	8 WUSA-AF	8 WFLA	8	8 WUSA-AF
9	9	9	9	9	9	9 WQYK-F	9	9	9 WFLA

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

WRMD	680	ST. PETERSBURG	0.6/1.0
WRXB	1590	ST. PETERSBURG BCH	0.8/1.7
WPCV-F	97.5	WINTER HAVEN	0.5/2.0



TAMPA-ST. PETERSBURG

RADIO STATIONS

AM STATIONS

WDAE, 1250,	5 KW (DA-2)	, Country Oldies	ABC, \$ NA (Mc-Guild)	Gannett
WFLA, 970,	5 KW (DA-2)	, Talk	ABC, \$ 92.00 (Eastman)	Jacor
WFNS, 910,	5 KW (DA-2)	, Sports	WESTWD, CBS, \$ 33.00 ( --- )	
WGUL, 860,	2 KW/1.5KW (DA-2), ??		WESTWD, CNN, \$ NA (K & P)	
WHNZ, 570,	5 KW (DA-2)	, Talk	CBS, CNN, \$ 38.00 (Banner)	Paxson
WMTX, 1040,	5 KW (DAYS)	, SEE WMTX-F		
WQYK, 1010,	50 KW/5 KW (DA-2)	, SEE WQYK-F		
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)	Great Amer. (NEW PORT RICHEY)
WLWU, 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)	Great American
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)	(BRADENTON)

Miscellaneous: WGUL-F sold to Citicasters (D) for \$5,500,000 . . . WGUL-F changes to WTBT-F and format from Standards to Classic AOR (Feb). . . The old WGUL-F (Standards) moved to 96.1 out of Dade City. . .

TOLEDO

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Arbitron Rank/Pop (12+): 74/511,300  
 MSA Rank/Pop: 82/624,000  
 DMA # 63  
 Average Person Ratings: 16.9  
 Market TSL: 22.25 hours

Stations: 26/18  
 Diaries: 1723/297:1/57.1%  
 Sample Target: 1680  
 % Below Line: 9.8  
 % Not Listed: 13.7

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	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WKKO-F (C)	116/13.4	12.8	12.2	11.5	10.9	12.5		1180/23.1	22.6	22.3	E	WKKO-F
2. WSPD (FS)	73/ 8.5	6.6	7.6	7.0	8.5	7.4		930/15.2	15.5	18.7	C	WSPD
3. WVKS-F (CHR)	66/ 7.6	8.2	10.8	11.1	10.5	9.4		1303/25.5	24.0	27.0	D	WVKS-F
4. WWM-F (AC)	64/ 7.4	6.6	5.9	7.0	7.0	6.7		916/17.9	18.7	18.2	D	WWM-F
5. WLQR-F (SAC)	60/ 7.0	6.8	6.9	7.6	6.5	7.1		859/16.8	17.4	15.4	C	WLQR-F
6. WIOT-F (AOR)	45/ 5.2	6.8	9.9	8.0	8.5	7.5		836/16.4	17.9	21.3	D	WIOT-F
7. WXKR-F (CL AOR)	42/ 4.9	5.1	5.4	6.0	5.5	5.4		601/11.8	13.1	13.8	C	WXKR-F
8. WRQN-F (O)	39/ 4.5	4.2	4.5	4.1	4.4	4.3		684/13.4	13.8	13.5	C	WRQN-F
9. WJR (FS)	33/ 3.8	3.8	4.0	4.5	3.4	4.0		531/10.4	10.4	10.5		WJR
10. WWM (T)	28/ 3.2	3.3	2.2	2.9	2.7	2.9		386/ 7.5	6.8	5.8	A	WWM
11. WCWA (ST)	26/ 3.0	2.6	2.9	2.1	2.5	2.7		386/ 7.5	5.8	5.7	A	WCWA
12. WBUZ-F (AOR)	25/ 2.9	3.8	---	---	---	---		470/ 9.2	8.2	---	A	WBUZ-F
13. WJLB-F (B)	17/ 2.0	2.2	0.6	1.5	1.8	1.6		248/ 4.9	5.1	4.7		WJLB-F
WYHK-F (C)	17/ 2.0	1.6	1.8	1.7	1.3	1.8		345/ 6.7	5.7	6.1		WYHK-F
15. WJZE-F (J)	13/ 1.5	0.5	0.6	1.7	1.0	1.1		190/ 3.7	3.0	2.8		WJZE-F

12+ FM SHARE (METRO): 74.77% (557 of 745) (WIN 94: 74.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVKS-F>>>1	WKKO-F<	1 WKKO-F>	1 WKKO-F	1 WKKO-F>	1 WKKO-F	1 WKKO-F>	1 WKKO-F	1 WKKO-F>	1 WSPD <	1 WSPD <
2 WBUZ-F	2 WVKS-F	2 WWM-F<	2 WWM-F	2 WWM-F	2 WRQN-F>	2 WSPD	2 WSPD	2 WVKS-F<	2 WKKO-F	2 WKKO-F
3	3 WXKR-F	3 WVKS-F	3 WLQR-F<	3 WLQR-F	3 WLQR-F<	3 WVKS-F	3 WLQR-F<	3 WWM-F	3 WVKS-F	3 WWM-F
4	WIOT-F	4 WIOT-F	4 WIOT-F	4 WIOT-F<	4 WWM-F	4 WWM-F	4 WWM-F	4 WLQR-F	4 WWM-F	4 WLQR-F
5	5 WWM-F	5 WLQR-F	5 WVKS-F	5 WVKS-F<	5 WJR	5 WLQR-F	5 WVKS-F	5 WIOT-F	5 WIOT-F	5 WJR
6	6	6 WXKR-F	6 WXKR-F	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVKS-F	1 WVKS-F>	1 WVKS-F	1 WWM-F<	1 WKKO-F<	1 WKKO-F	1 WIOT-F	1 WXKR-F	1 WKKO-F<	1 WKKO-F
2 WKKO-F	2 WKKO-F<	2 WKKO-F	2 WKKO-F<	2 WWM-F	2 WBUZ-F	2 WXKR-F	2 WIOT-F	2 WIOT-F	2 WIOT-F
3 WWM-F	3 WWM-F>	3 WWM-F	3 WVKS-F	3 WLQR-F	3 WIOT-F	3 WKKO-F>	3 WLQR-F	3 WXKR-F>	3 WXKR-F>
4	4 WLQR-F	4 WLQR-F	4 WLQR-F>	4 WVKS-F>	4 WVKS-F	4 WBUZ-F	4 WWM-F	4 WVKS-F	4 WSPD
5	5 WWM	5 WWM	5 WRQN-F	5 WRQN-F	5 WXKR-F	5 WVKS-F	5	5 WSPD	5 WRQN-F
6	6	6	6	6	6	6	6	6	6
								WWM-F	WWM-F
								WBUZ-F	WWM-F

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

WHMQ-F	107.7	N. BATLIMORE	0.6/1.7
WMTR-F	96.1	ARCHBOLD	0.9/2.6
WTOD	1560	TOLEDO	1.2/2.7
WTWR-F	98.3	MONROE, MI	1.4/7.8
WVOI	1520	TOLEDO	1.3/3.0
WDFM-F	98.1	DEFIANCE	0.3/0.8
WLZZ-F	104.5	MONTPELIER	0.3/1.9
WQTE-F	95.3	ADRIAN, MI	0.6/1.4
WRIF-F	101.1	DETROIT	0.5/2.0
CIMX-F	88.7	WINDSOR, ONT	1.5/5.9
CKWW	580	WINDSOR, ONT	0.8/1.9

TOLEDO

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RADIO STATIONS

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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)	
WVVM	,	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)
WLQR-F,		101.5,	19 KW @ 810	,	Soft AC		\$40.00 (Christal)	Noble
WKKO-F,		99.9,	50 KW @ 500	,	Country	ABC, \$67.00	(Katz)	Fritz
WRQN-F,		93.5,	4.1 KW @ 397	,	Oldies	WESTWD, \$32.00	(Katz)	Fritz (BOWLING GREEN)
WTWR-F,		98.3,	1.4 KW @ 466	,	AC	AP, \$16.00	(Patt)	(MONROE, MI)
WVKS-F,		92.5,	50 KW @ 479	,	CHR		\$54.00 (Mc-Guild)	Noble
WVVM-F,		105.5,	2.7 KW @ 344	,	AC		\$51.00 (D&R)	Midwestern (SYLVANIA)
WXXR-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

Miscellaneous: WSPD, WLQR-F sold to Noble (D) for \$6,600,000 . . . The previous sale of these properties to Ellis was canceled. . .

TUCSON

Arbitron Rank/Pop (12+): 62/608,100

Stations: 24/23  
Diaries: 1266/480:1/58.0%  
Sample Target: 1185  
% Below Line: 0.4  
% Not Listed: 15.3

1994 Revenue: \$24,500,000  
HH Inc.: \$27,229  
Retail \$: 6.6 Bil  
Pop per Station: 26,439  
#1 Biller: KCUB/KIIM-F \$6,000,000

MSA Rank/Pop: 74/739,000  
DMA # 81  
Average Person Ratings: 16.7  
Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. KIIM-F (C)	137/13.5	14.0	13.4	14.4	17.7	13.8		1692/27.8	25.9	31.4	F	KIIM-F
2. KLPX-F (AOR)	98/ 9.7	8.6	9.2	10.5	10.5	9.5		1266/20.8	17.7	21.9	D	KLPX-F
3. KKLD-F (AC)	84/ 8.3	9.9	10.3	10.7	10.7	9.8		1090/17.9	19.9	22.3	E	KKLD-F
4. KNST (N/T)	74/ 7.3	6.1	6.9	6.2	6.9	6.6		946/15.6	14.5	16.1	D	KNST
5. KRQQ-F (CHR)	65/ 6.4	5.7	7.7	7.8	6.4	6.9		1248/20.5	18.9	22.0	D	KRQQ-F
6. KKHG-F (AOR/CL)	60/ 5.9	5.3	5.6	2.8	---	4.9		881/14.5	14.4	---		KKHG-F
7. KWFM-F (O)	41/ 4.0	5.0	5.3	5.8	5.7	5.0		967/15.9	17.2	19.3	D	KWFM-F
8. KCEE (ST)	36/ 3.6	3.0	4.4	2.3	0.8	3.3		396/ 6.5	6.0	3.1		KCEE
9. KGVY (ST)	34/ 3.4	3.1	2.7	3.3	5.1	3.1		235/ 3.9	3.9	6.5		KGVY
10. KTZR (SP)	31/ 3.1	1.8	1.2	1.7	1.5	2.0		192/ 3.2	4.2	3.6		KTZR
11. KTUC (T)	28/ 2.8	0.9	0.9	1.3	0.9	1.5		484/ 8.0	4.6	4.8		KTUC
12. KJYK (CHR)	23/ 2.3	3.8	2.8	2.5	2.8	2.9		482/ 7.9	8.0	7.6		KJYK
13. KCUB-AF (C)	22/ 2.2	3.1	3.3	2.2	3.6	2.7		425/ 7.0	8.0	9.0	C	KCUB-AF
KOHT-F (SP)	22/ 2.2	2.9	3.6	2.2	1.0	2.7		343/ 5.6	8.6	5.0		KOHT-F
15. KVOI (REL)	18/ 1.8	---	1.1	0.3	0.4	1.1		128/ 2.1	---	1.4		KVOI
16. KEKO-F (AOR-P)	15/ 1.5	1.4	1.2	1.4	1.6	1.4		419/ 6.9	6.1	6.1		KEKO-F
KXEW (SP)	15/ 1.5	1.8	0.8	1.5	1.4	1.4		143/ 2.4	4.4	3.4		KXEW
KQTL (SP)	15/ 1.5	1.2	0.6	1.4	1.6	1.2		132/ 2.2	2.3	3.1		KQTL

19.  
20.

12+ FM SHARE (METRO): 63.29% (543 of 858) (WIN 94: 68.62%)

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 KIIM-F>	1 KIIM-F	1 KIIM-F	1 KIIM-F	1 KIIM-F>	1 KIIM-F>	1 KIIM-F>>
2 KJYK	2 KIIM-F>	2 KLPX-F>	2 KLPX-F	2 KLPX-F<	2 KNST	2 KLPX-F	2 KNST <	2 KLPX-F	2 KLPX-F	2 KLPX-F
3 KLPX-F	3 KRQQ-F	3 KKLD-F<	3 KKLD-F	3 KKLD-F	3 KKLD-F	3 KKLD-F	3 KLPX-F	3 KKLD-F	3 KRQQ-F	KNST
4 KIIM-F	4 KKLD-F	4 KKHG-F	4 KKHG-F>	4 KKHG-F	4 KCEE <	4 KNST	4 KKLD-F>	4 KKHG-F	4 KKLD-F	4
5	5 KKHG-F	5 KRQQ-F	5 KRQQ-F<	5 KNST	5 KGVY	5 KRQQ-F	5 KRQQ-F<	5 KRQQ-F	5 KKHG-F	5
6	6	6	6 KNST	6 KWFM-F	6	6 KKHG-F	6 KKHG-F	6 KNST	6	6
7	7	7	7	7 KRQQ-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 KIIM-F	1 KIIM-F	1 KKLD-F	1 KIIM-F	1 KIIM-F<	1 KLPX-F	1 KLPX-F>>	1 KLPX-F	1 KLPX-F>	1 KLPX-F
2 KRQQ-F	2 KKLD-F	2 KIIM-F	2 KKLD-F>	2 KKLD-F>>	2 KIIM-F	2 KIIM-F	2 KIIM-F	2 KIIM-F	2 KIIM-F
3 KLPX-F	3 KRQQ-F	3 KLPX-F	3 KRQQ-F>	3 KRQQ-F	3 KKHG-F	3 KKHG-F	3 KKHG-F	3 KKHG-F	3 KNST <
4 KKHG-F	4 KLPX-F>	4 KRQQ-F	4 KLPX-F	4 KKHG-F	4 KRQQ-F	4 KRQQ-F	4 KNST-F	4 KNST >	4 KKHG-F>
KKLD-F	5 KKHG-F	5	5 KKHG-F	KWFM-F	5	5 KNST	KRQQ-F	5 KRQQ-F	5
6	6	6	6	6	6	6	6	6	6

OTHER RATED STATIONS

METRO CUME TSA TSA  
SHARE/RTG/AQH/CUME

KCDI-F	97.5	ORO VALLEY	0.7/3.7
KGMS-F	97.1	GREEN VALLEY	0.6/1.9
KSAZ	580	MARANA	1.1/3.1
KTKT	990	TUCSON	1.2/6.2
KZLZ-F	105.3	KEARNEY	0.4/1.5

TUCSON

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RADIO STATIONS

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AM STATIONS

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KCEE, 940, 5 KW/1 KW (DA-2), Standards	WESTWD, \$ 15.00 ( --- )	Prism	
KCUB, 1290, 1 KW, Country	, \$ NA (Katz)		
KGYY, 1080, 1 KW (DAYS), Standards	AP, \$ 20.00 (K & P)		(GREEN VALLEY)
KJYK, 1490, 1 KW (DA-1), CHR	, \$ 15.00 (MMR)	Apogee	
KNST, 790, 5 KW/500 W (DA-2), News/Talk	ABC, IBN, \$ 42.00 (Banner)	Prism	
KQTL, 1210, 10 KW/1 KW (DA-2), Hispanic	, \$ 17.00 (Caballero)		(SAHURRITO)
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

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KCRZ, 107.5, 15 KW @ 3500, Country	, \$ NA (Katz)	KIIM owner (D)	
KEKO, 92.1, 50 KW @ 493, Prog. AOR	, \$ 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)		
KKLD, 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)

TULSA

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Arbitron Rank/Pop (12+): 60/641,700  
 MSA Rank/Pop: 72/750,000  
 DMA # 60  
 Average Person Ratings: 15.8  
 Market TSL: 21.00 hours

Stations: 21/21  
 Diaries: 1347/476:1/57.4%  
 Sample Target: 1290  
 % Below Line: 0.0  
 % Not Listed: 8.7

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

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. KWEN-F (C)	126/12.4	12.8	12.1	13.4	14.1	12.7		1694/26.4	26.9	30.0	G	KWEN-F
2. KRMG (FS)	93/ 9.2	11.3	9.3	11.5	10.3	10.3		1320/20.6	23.4	22.5	E	KRMG
3. KBEZ-F (SAC)	74/ 7.3	9.0	7.1	8.0	7.1	7.9		1030/16.1	17.5	15.8	D	KBEZ-F
4. KMOD-F (AOR)	69/ 6.8	8.5	7.8	7.8	7.8	7.7		851/13.3	16.2	17.9	E	KMOD-F
5. KVOO-F (C)	65/ 6.4	4.5	4.6	5.4	4.1	5.2		786/12.2	10.8	11.8	SEE KVOO	KVOO-F
6. KTFX-F (C)	64/ 6.3	2.2	1.8	1.9	2.5	3.1		994/15.5	8.1	8.3	B	KTFX-F
7. KHTT-F (CHR)	54/ 5.3	5.7	5.7	7.1	6.4	6.0		1055/16.4	16.6	14.2	C	KHTT-F
8. KQLL-F (O)	46/ 4.5	5.2	5.7	3.5	4.0	4.7		774/12.1	13.5	13.0	C	KQLL-F
9. KVOO (C/FS)	45/ 4.4	5.4	6.0	4.0	4.6	5.0		617/ 9.6	10.4	8.7	E	KVOO
10. KMYZ-F (AOR-NR)	44/ 4.3	4.3	5.5	5.3	5.5	4.9		992/15.5	12.2	17.5	C	KMYZ-F
KRAV-F (AC)	44/ 4.3	3.9	4.1	5.5	4.5	4.5		837/ 3.0	11.8	12.6	C	KRAV-F
12. KXOJ-F (REL)	39/ 3.8	2.4	2.5	1.1	1.9	2.5		465/ 7.2	6.6	4.8		KXOJ-F
13. KGTO (ST)	34/ 3.3	2.5	1.8	1.9	2.9	2.4		234/ 3.6	3.3	3.9	A	KGTO
KCKI-F (C)	34/ 3.3	3.1	4.5	3.7	3.5	3.7		684/10.7	8.9	10.7	B	KCKI-F
15. KJMM-F (B)	29/ 2.9	---	---	---	---	---		369/ 5.8	---	---		KJMM-F
16. KCMA-F (CL)	20/ 2.0	2.4	2.6	2.1	2.2	2.3		474/ 7.4	6.5	6.3	B	KCMA-F
17. KTHK-F (CL AOR)	18/ 1.8	2.9	2.2	2.0	2.5	2.2		468/ 7.3	8.1	8.7	B	KTHK-F
18. KTOW-F (B)	10/ 1.0	3.1	3.4	1.9	3.2	2.4		243/ 3.8	4.8	5.3	A	KTOW-F
19.												
20.												

12+ FM SHARE (METRO): 80.04% (742 of 927) (WIN 94: 79.32%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KXOJ-F	1 KWEN-F>	1 KWEN-F	1 KWEN-F	1 KWEN-F<	1 KMOD-F	1 KMOD-F>	1 KMOD-F	1 KMOD-F>	1 KMOD-F>
2 KWEN-F	2 KTFX-F<	2 KTFX-F	2 KBEZ-F	2 KBEZ-F>	2 KWEN-F	2 KWEN-F	2 KVOO-F	2 KWEN-F	2 KQLL-F<
3 KHTT-F	3 KHTT-F	3 KHTT-F	3 KTFX-F	3 KTFX-F	3 KMYZ-F	3 KMYZ-F	KWEN-F	3 KTFX-F>	3 KRMG
4 KCKI-F	4 KXOJ-F	4 KVOO-F	4 KXOJ-F	4 KRAV-F	4 KHTT-F	4 KHTT-F	4 KHTT-F	4 KQLL-F	4 KTFX-F
5	5 KVOO-F	5 KRAV-F	KHTT-F	KVOO-F	5 KCKI-F	5 KVOO-F	KMYZ-F	KRMG	KWEN-F<
6	6 KRAV-F	KBEZ-F	KRAV-F	6 KRMG	6	6 KTFX-F	6	6 KMYZ-F	6 KVOO-F
7	KBEZ-F	7	7	7	7	7	7	7	KBEZ-F

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
KCFO	970	TULSA	0.6/2.8	
KHJM-F	100.3	TAFT	0.7/1.3	
KQLL	1430	TULSA	0.7/3.7	

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)
KCMA-F, 92.1, 27 KW @ 656, Classical		\$ 21.00 (CMBS)	(BROKEN ARRCW)
KHTT-F, 106.9, 100 KW @ 1010, CHR		\$ 31.00 (Eastman)	Renda
KJMM-F, 105.3, 3.4 KW @ 879, Black	AURN, ABC	\$ 16.00 (K & P)	(BIXBY)
KMOD-F, 97.5, 96 KW @ 1328, AOR		\$ 65.00 (Christal)	Clear Channel
KMYZ-F, 104.5, 70 KW @ 1128, CHR	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, Country		\$ 23.00 (---)	NewCity
KTHK-F, 94.1, 18 KW @ 817, Classic AOR		\$ 21.00 (Banner)	(OKMULGEE)
KTOW-F, 102.3, 1.7 KW @ 436, Black		\$ 18.00 (---)	(SAND SPRINGS)
KVOO-F, 98.5, 100 KW @ 1227, Country	ABC	\$ 76.00 (D & R)	Great Empire
KWEN-F, 95.5, 96 KW @ 1328, Country		\$ 97.00 (Katz)	NewCity
KXOJ-F, 100.9, 2 KW @ 361, Religion		\$ 14.00 (Keystone)	(SAPULPA)

Miscellaneous: KMYZ-F changes to Modern AOR (Feb). . . 87.5% of KJMM-F sold for \$875,000. . . KTFX-F changes from Country to Oldies - 70's (after book) and changes calls to KJSR-F. . .

WASHINGTON

Arbitron Rank/Pop (12+): 8/3,493,700

Stations: 35/31

1994 Revenue: \$182,200,000

MSA Rank/Pop: 5/4,560,000

Diaries: 3609/ 968:1/53.0%

HH Inc.: \$51,936

DMA # 7

Sample Target: 3555

Retail \$: 42.1 Bil

Average Person Ratings: 16.9

% Below Line: 2.2

Pop per Station: 112,700

Market TSL: 22.00 hours

% Not Listed: 15.2

#1 Biller: WPGC-F \$19,000,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WPGC-F (B/CHR)	517/ 8.8	9.0	8.8	9.8	9.1	9.1		6326/18.1	18.9	20.6	I	WPGC-F
2. WMZQ-AF (C)	366/ 6.2	6.3	5.8	5.2	6.2	5.9		4749/13.0	14.3	14.8	J	WMZQ-AF
3. WRQX-F (AC/CHR)	282/ 4.8	4.6	5.2	5.1	4.3	4.9		4722/13.5	12.8	14.3	I	WRQX-F
4. WMAL (FS/T)	246/ 4.2	4.6	4.1	4.6	4.8	4.4		3742/10.7	11.8	12.9	I	WMAL
5. WJZW-F (J)	241/ 4.1	3.3	1.7	1.6	1.9	2.7		3325/ 9.5	7.8	8.5	G	WJZW-F
6. WASH-F (AC)	226/ 3.8	4.2	4.4	3.4	3.7	4.0		3958/11.3	13.3	11.1	I	WASH-F
7. WGAY-F (SAC)	225/ 3.8	4.0	3.7	3.8	5.2	3.8		3717/10.6	10.8	12.5	G	WGAY-F
8. WKYS-F (B)	224/ 3.8	3.3	4.0	4.1	4.0	3.8		4037/11.6	11.0	13.5	H	WKYS-F
9. WHFS-F (AOR-P)	218/ 3.7	3.7	4.1	3.3	3.7	3.7		4063/11.6	11.5	10.1	H	WHFS-F
10. WWDC-F (AOR)	215/ 3.6	2.9	3.8	3.5	2.6	3.5		4407/12.6	12.4	10.5	H	WWDC-F
11. WGMS-F (CL)	214/ 3.6	3.4	3.5	3.1	4.0	3.4		3112/ 8.9	9.1	8.5	G	WGMS-F
12. WHUR-F (B)	211/ 3.6	3.7	4.7	4.5	4.7	4.1		4117/11.8	12.2	12.2	G	WHUR-F
13. WMMJ-F (B/AC)	206/ 3.5	4.1	4.6	4.9	3.7	4.3		2847/ 8.1	8.2	9.3	H	WMMJ-F
14. WTOP (N)	199/ 3.4	3.0	3.0	3.7	3.4	3.3		4416/12.6	13.3	14.7	I	WTOP
15. WBIG-F (O)	192/ 3.3	3.4	3.5	3.6	2.7	3.5		3526/10.1	11.0	9.7	H	WBIG-F
16. WJFK-F (CL AOR)	187/ 3.2	4.2	4.3	4.6	4.4	4.1		2995/ 8.6	9.9	10.2	I	WJFK-F
17. WARW-F (O-70's)	155/ 2.6	2.5	2.2	2.5	2.0	2.5		3790/10.8	9.1	9.2	G	WARW-F
18. WWRC (T)	99/ 1.7	1.6	1.9	1.2	1.3	1.6		1574/ 4.5	4.7	4.4	D	WWRC
19. WYCB (G)	98/ 1.7	1.1	1.4	1.2	1.1	1.4		1056/ 3.0	2.7	3.0		WYCB
20. WOL (B/T)	94/ 1.6	1.1	1.1	1.9	2.5	1.4		771/ 2.2	2.2	3.0	C	WOL
21. WAVA-F (REL)	79/ 1.3	1.0	1.2	1.1	1.2	1.2		1572/ 4.5	3.3	3.3		WAVA-F
22. WXTR-F (O)	63/ 1.1	1.5	1.5	1.3	2.0	1.4		2044/ 5.9	7.5	8.3	G	WXTR-F
23. WFRE-F (C)	57/ 1.0	1.1	1.2	1.1	1.2	1.1		826/ 2.4	2.7	2.3		WFRE-F
24. WILC (SP)	56/ 1.0	0.6	0.4	0.7	0.6	0.7		689/ 2.0	1.6	1.2		WILC
25. WWDC (ST)	54/ 0.9	1.0	1.0	1.1	0.8	1.0		886/ 2.5	2.5	2.0	C	WWDC
WTEM (SPRTS)	54/ 0.9	1.3	0.8	0.8	1.2	1.0		1719/ 4.9	6.5	4.8	H	WTEM

12+ FM SHARE (METRO): 80.78% (4036 of 4996) (WIN 94: 80.96%)

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 WPGC-F	1 WPGC-F	1 WMZQ-AF	1 WPGC-F	1 WMZQ-AF	1 WPGC-F>	1 WPGC-F>>	1 WPGC-F>
2	2 WHFS-F	2 WRQX-F<	2 WRQX-F<	2 WMZQ-AF	WMAL	2 WMZQ-AF	WPGC-F	2 WMZQ-AF	2 WHUR-F	2 WHUR-F
3	3 WWDC-F<	3 WMZQ-AF	3 WMZQ-AF	3 WRQX-F	3 WGMS-F	3 WMAL	3 WRQX-F	3 WJFK-F	3 WMMJ-F	3 WTOP
4	4 WRQX-F	4 WKYS-F	4 WJZW-F	4 WJZW-F	4 WJZW-F	WRQX-F	4 WMAL	4 WRQX-F	4 WASH-F<	4 WMZQ-F
5	5 WKYS-F<	5 WHFS-F<	5 WKYS-F	5 WMMJ-F	5 WGAY-F	5 WTOP	5 WGAY-F	5 WHFS-F	5 WHFS-F	5 WMMJ-F
6	6 WMZQ-AF	6 WWDC-F	6 WHUR-F	6 WKYS-F	WMMJ-F	6 WKYS-F	6 WJZW-F	6 WGAY-F	6 WWDC-F	6 WWDC-F
7	7 WJFK-F	WJZW-F	WMMJ-F	7 WASH-F	WTOP	7 WJFK-F	7 WASH-F	7 WJZW-F	7 WMZQ-F	7 WWRC
8	8	8 WASH-F	WASH-F	WHUR-F	8 WBIG-F	8	8 WWDC-F	8 WASH-F	8 WJZW-F	8
9	9	9	WWDC-F	9	9	9	9 WKYS-F	9	9 WKYS-F	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 WPGC-F<	1 WPGC-F	1 WPGC-F	1 WWDC-F	1 WPGC-F	1 WPGC-F
2 WRQX-F	2 WRQX-F	2 WRQX-F	2 WRQX-F	2 WMZQ-AF<	2 WHFS-F	2 WHFS-F<	2 WPGC-F	2 WWDC-F	2 WJZW-F<
3 WMZQ-AF	3 WKYS-F	3 WKYS-F	3 WMZQ-AF	3 WRQX-F	3 WWDC-F	3 WWDC-F	3 WHFS-F	3 WHFS-F	3 WWDC-F<
4 WHFS-F	WMZQ-AF	4 WMZQ-AF	4 WASH-F<	4 WASH-F	4 WRQX-F	4 WJFK-F>	4 WJFK-F	4 WJFK-F	4 WJFK-F<
5 WKYS-F	5 WASH-F	WASH-F	5 WKYS-F	5 WMMJ-F	5 WJFK-F	5 WKYS-F	5 WARW-F	5 WJZW-F	5 WMZQ-AF
6 WASH-F	6 WHFS-F	6 WHUR-F	6 WHUR-F	6 WKYS-F<	6 WASH-F	6 WRQX-F	6 WKYS-F	6 WRQX-F	6 WHFS-F
7 WWDC-F	7 WHUR-F	7 WHFS-F	7 WMMJ-F	7 WHUR-F	7 WKYS-F	7 WMZQ-AF	7 WMZQ-AF	7 WMZQ-AF	7 WBIG-F
8 WJFK-F	8 WWDC-F	WARW-F	8 WJZW-F	8 WJZW-F	WMZQ-AF	8 WARW-F	8 WHUR-F	8 WARW-F	8 WARW-F
9	9	9 WWDC-F	9	9	9 WHUR-F	9	9	9	9 WRQX-F
10	10	10	10	10	10	10	10	10	10 WMMJ-F



WASHINGTON

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

WAFY-F	103.1	MIDDLETOWN, MD	0.3/0.6
WMDO	1540	WHEATON, MD	0.4/1.5
WPGC	1580	MORNINGSIDE, MD	0.3/1.4
WRCY-F	107.7	WARRENTOWN, VA	0.4/2.1
WFLS-F	93.3	FREDRICKSBURG, VA	0.6/2.2
WINC-F	92.5	WINCHESTER, VA	0.4/2.2
WIYY-F	97.9	BALTIMORE	0.6/3.9
WWMD-F	104.7	HAGERSTOWN	0.6/1.1

RADIO STATIONS

AM STATIONS

WCPT,	730,	5 KW/20W (DA-1)	, Business News	, \$ 38.00	(Group W)	Viacom
WFAX,	1220,	5 KW/500 W	, Religion	, \$ 25.00	( --- )	
WMAL,	630,	5 KW (DA-2)	, Full Service/Talk	ABC, \$160.00	(Katz)	Cap Cities/ABC
WMDO,	1540,	5 KW (DAYS)	, Hispanic	CRC, \$ 36.00	(Katz Hisp.)	
WOL,	1450,	1 KW	, Black Talk	ABC, AURN, \$ 64.00	(Mc-Guild)	Radio One
WTEM,	570,	5 KW/1 KW (DA-2)	, Sports	CBS, \$ 80.00	(Eastman)	Colfax
WTOP,	1500,	50 KW (DA-2)	, News	CBS, AP, \$175.00	(Group W)	Evergreen
WWDC,	1260,	5 KW (DA-2)	, Standards	WESTWD, \$ 50.00	(Christal)	
WWRC,	980,	5 KW (DA-N)	, Talk	WESTWD, \$ 50.00	(MMR)	Greater Media
WYCB,	1340,	1 KW	, Gospel	AURN, \$ 40.00	( --- )	

FM STATIONS

WARW,	94.7,	23 KW @ 741	, Oldies (70's)	, \$138.00	(CBS)	CBS
WASH,	97.1,	26 KW @ 686	, AC	, \$175.00	(Group W)	Evergreen
WAVA,	105.1,	50 KW @ 500	, Religion	WESTWD, \$ 70.00	(Salem)	Salem
WBIG,	100.3,	36 KW @ 574	, Oldies	ABC, \$140.00	(Eastman)	Colfax
WCXR,	105.9,	28 KW @ 649	, Classic AOR	, \$168.00	(Group W)	Viacom
WGAY,	99.5,	21 KW @ 771	, Soft AC	, \$173.00	(MMR)	Greater Media
WGMS,	103.5,	46 KW @ 508	, Classical	WESTWD, \$165.00	(Eastman)	Colfax
WHFS,	99.1,	50 KW @ 459	, Prog. AOR	AP, \$ 94.00	(Banner)	Liberty (ANNAPOLIS)
WHUR,	96.3,	24 KW @ 669	, Black/AC	, \$105.00	(D&R)	Howard Univ.
WJFK,	106.7,	22 KW @ 745	, CL. AOR/Talk	ABC, \$215.00	(Torbet)	Infinity
WKYS,	93.9,	24 KW @ 705	, Black	, \$210.00	(D&R)	Radio One
WMMJ,	102.3,	3 KW @ 479	, Black AC	ABC, WESTWD, \$145.00	(Mc-Guild)	Radio One
WMZQ,	98.7,	50 KW @ 489	, Country	, \$305.00	(Christal)	Viacom
WPGC,	95.5,	50 KW @ 500	, CHR/Urban	, \$280.00	(Banner)	Infinity
WRQX,	107.3,	36 KW @ 590	, AC/CHR	ABC, \$203.00	(Katz)	Cap Cities/ABC
WWDC,	101.1,	23 KW @ 761	, AOR	, \$174.00	(Christal)	
WXTR,	104.1,	22 KW @ 764	, Oldies	, \$163.00	(Mc-Guild)	Liberty (WALDORF)

WEST PALM BEACH

Arbitron Rank/Pop (12+): 49/829,100  
 MSA Rank/Pop: 59/955,000  
 DMA # 52  
 Average Person Ratings: 16.4  
 Market TSL: 21.50 hours

Stations: 36/17  
 Diaries: 1948/426:1/53.1%  
 Sample Target: 1875  
 % Below Line: 25.0  
 % Not Listed: 15.0

1994 Revenue: \$32,100,000  
 HH Inc.: \$35,681  
 Retail \$: 11.0 Bil  
 Pop per Station: 48,771  
 #1 Biller: WRMF-F \$8,300,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WRLX-F (EZ)	112/ 8.3	7.1	8.1	7.5	7.3	7.8		1196/14.4	14.7	13.0	D	WRLX-F
2. WIRK-F (C)	110/ 8.1	7.4	8.9	6.7	7.2	7.7		1186/14.3	15.4	16.6	G	WIRK-F
3. WRMF-F (AC)	107/ 7.9	8.9	9.1	8.5	8.8	8.6		1252/15.1	18.4	18.0	H	WRMF-F
4. WJNO (N/T)	95/ 7.0	5.5	5.5	5.0	5.6	4.6		1243/15.0	12.4	13.5	E	WJNO
5. WEAT-F (AC)	62/ 4.6	7.6	8.9	6.7	7.2	7.0		1084/13.1	15.4	16.6	F	WEAT-F
6. WKGR-F (CL AOR)	46/ 3.4	5.4	4.2	4.7	5.6	4.4		829/10.0	12.7	13.8	E	WKGR-F
7. WBZT (T)	45/ 3.3	2.4	2.3	2.0	2.5	2.5		513/ 6.2	6.1	7.1	B	WBZT
8. WOVV-F (CHR)	43/ 3.2	3.1	3.4	4.0	4.5	3.4		1029/12.4	11.7	14.4	E	WOVV-F
9. WEDR-F (B)	40/ 2.9	3.0	2.5	3.4	2.6	3.0		574/ 6.9	7.6	6.5		WEDR-F
10. WJBW-F (ST)	33/ 2.4	1.3	0.4	---	0.4	1.4		363/ 4.4	2.7	1.4		WJBW-F
11. WOLL-F (O)	31/ 2.3	1.8	3.4	3.4	2.5	2.7		524/ 6.3	6.9	8.5	D	WOLL-F
12. WLVE-F (J)	30/ 2.2	1.4	1.5	1.2	1.3	1.6		360/ 4.3	5.5	4.8		WLVE-F
13. WPBZ-F (AOR)	30/ 2.2	3.5	0.7	---	---	---		436/ 5.3	7.3	---		WPBZ-F
14. WDBF (ST)	29/ 2.1	1.5	1.9	2.5	1.7	2.0		368/ 4.4	4.5	3.8		WDBF
15. WPOW-F (CHR)	28/ 2.1	1.5	1.2	1.3	1.7	1.5		607/ 7.3	7.4	8.0		WPOW-F

12+ FM SHARE (METRO): 76.56% (882 of 1152) (WIN 94: 79.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOVV-F	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WRLX-F	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WIRK-F	1 WJNO
2 WPBZ-F	2 WIRK-F	2 WIRK-F	2 WIRK-F	2 WIRK-F	2 WJNO	2 WJNO	2 WRLX-F	2 WIRK-F	2 WRLX-F	2
3 WIRK-F	3 WOVV-F	3 WKGR-F	3 WKGR-F	3 WKGR-F	3 WIRK-F	3 WIRK-F	3 WIRK-F	3 WRLX-F	3 WEDR-F	3
4 WEDR-F	4 WKGR-F	4 WEAT-F	4 WEAT-F	4 WJNO	4 WRMF-F	4 WRLX-F	4 WJNO	4 WJNO	4 WJNO	4
5 WPOW-F	5 WEAT-F	5 WOVV-F	5 WJNO	5 WEAT-F	5 WBZT-F	5 WEAT-F	5 WBZT-F	5 WEAT-F	5 WOVV-F	5
6	6 WEDR-F	6	6	6	6 WEAT-F	6	6 WEAT-F	6	6 WPBZ-F	6
7	7	7	7	7	7	7	7	7	7 WEAT-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIRK-F	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WOVV-F	1 WIRK-F	1 WIRK-F	1 WIRK-F	1 WRMF-F
2 WOVV-F	2 WEAT-F	2 WEAT-F	2 WIRK-F	2 WIRK-F	2 WIRK-F	2 WPBZ-F	2 WKGR-F	2 WRMF-F	2 WIRK-F
3 WRMF-F	3 WIRK-F	3 WIRK-F	3 WEAT-F	3 WEAT-F	3 WPOW-F	3 WKGR-F	3 WRMF-F	3 WKGR-F	3 WKGR-F
4 WEDR-F	4 WOVV-F	4 WOVV-F	4 WOVV-F	4 WJNO	4 WPBZ-F	4 WRMF-F	4 WPBZ-F	4 WJNO	4 WJNO
5	5 WEDR-F	5 WKGR-F	5 WKGR-F	5 WKGR-F	5 WEDR-F	5 WOVV-F	5 WOVV-F	5	5 WOLL-F
6	6	6	6 WEDR-F	6	6 WKIS-F	6	6 WSHE-F	6	6
7	7	7	7	7	7	7	7 WZZR-F	7	7

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

WEAT	850	WEST PALM	1.3/5.5
WJNX	1330	FT. PIERCE	0.2/0.3
WPOW	1600	RIVIERA BEACH	1.4/3.2
WSWN	900	BELLE GLADE	0.9/1.6
WYFX	1040	BOYNTON BEACH	1.4/3.1
WZZR-F	92.7	STUART	1.7/4.1

SEE MIAMI FOR MORE ABOUT THE FOLLOWING:

WBGG-F	1.4/5.8	WIOD	1.3/3.8	WQBA-F	0.4/2.4
WFLC-F	1.0/3.4	WKIS-F	2.0/7.8	WRMA-F	0.7/2.6
WHQT-F	1.1/5.2	WLYF-F	1.1/3.6	WSHE-F	1.3/5.9
WHYI-F	0.6/4.6	WMXJ-F	1.5/4.9	WTMI-F	1.8/4.8
WINZ	0.4/2.8	WQAM	0.7/2.7	WZTA-F	1.0/5.0

WEST PALM BEACH  
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RADIO STATIONS  
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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
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: WQOL-F (Nero Beach) sold to CRB (D) for \$3,080,000 (D) (MVP). . .

WICHITA

Arbitron Rank/Pop (12+): 87/412,900  
 MSA Rank/Pop: 101/481,000  
 DMA # 64  
 Average Person Ratings: 15.7  
 Market TSL: 20.75 hours

Stations: 21/21  
 Diaries: 1006/410:1/60.5%  
 Sample Target: 1005  
 % Below Line: 0.0  
 % Not Listed: 9.9

1994 Revenue: \$18,200,000  
 HH Inc.: \$36,304  
 Retail \$: 4.9 Bil  
 Pop per Station: 19,662  
 #1 Biller: KFDI-AF \$4,900,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. KFDI-F (C)	78/12.1	11.0	8.6	10.2	12.0	10.5		862/20.9	21.7	22.4	F	KFDI-F
2. KKR-D-F (CHR)	60/ 9.3	10.3	10.0	9.4	12.3	9.8		991/24.0	23.4	25.5	C	KKR-D-F
3. KZSN-F (C)	58/ 9.0	10.0	10.7	12.0	10.2	10.4		901/21.8	22.2	20.6	D	KZSN-F
4. KEYN-F (O)	41/ 6.3	7.5	5.1	7.0	5.9	6.5		543/13.2	14.7	16.0	B	KEYN-F
KFDI (C/FS)	41/ 6.3	5.4	5.6	5.5	6.6	5.7		497/12.0	8.0	10.7		KFDI
6. KRZZ-F (AOR/CL)	37/ 5.7	6.7	6.1	7.6	5.9	6.5		656/15.9	15.9	13.5	C	KRZZ-F
7. KICT-F (AOR)	36/ 5.6	4.7	6.6	7.3	7.4	6.1		547/13.2	13.9	14.0	B	KICT-F
8. KXLK-F (AC)	29/ 4.5	4.0	3.6	4.9	6.1	4.3		480/11.6	11.6	14.0	B	KXLK-F
9. KRBB-F (AC)	28/ 4.3	6.2	6.9	6.6	4.9	6.0		467/11.3	13.7	14.3	C	KRBB-F
10. KYQQ-F (C)	27/ 4.2	3.3	3.6	3.0	3.0	3.5		488/11.8	9.4	7.8	A	KYQQ-F
11. KDLE-F (B)	25/ 3.9	4.4	5.1	0.9	---	3.6		304/ 7.4	7.0	---	A	KDLE-F
KLLS-F (AC)	25/ 3.9	---	---	0.6	0.5	---		354/ 8.6	---	2.5		KLLS-F
13. KNSS (N/T)	23/ 3.6	5.9	4.0	4.3	4.8	4.5		428/10.4	12.9	12.0	C	KNSS
14. KOEZ-F (SAC)	20/ 3.1	4.2	4.3	5.5	3.3	4.3		336/ 8.1	10.1	8.5	B	KOEZ-F
15. KFH (T)	15/ 2.3	2.0	1.3	1.6	1.8	1.8		289/ 7.0	6.1	6.9	A	KFH
KQAM (?)	15/ 2.3	1.2	1.0	0.7	1.0	1.3		220/ 5.3	5.4	4.1		KQAM
17. KTLI-F (REL)	12/ 1.9	2.5	4.1	2.1	2.5	2.7		239/ 5.8	6.1	6.5	A	KTLI-F
18.												
19.												
20.												

12+ FM SHARE (METRO): 81.64% (476 of 583) (WIN 94: 83.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKR-D-F>>>1	KKR-D-F<	1 KZSN-F	1 KZSN-F	1 KZSN-F	1 KFDI-F>	1 KFDI-F>	1 KFDI-F>	1 KKR-D-F<	1 KKR-D-F>	1 KFDI-F>
2 KICT-F	2 KICT-F<	2 KKR-D-F	2 KEYN-F	2 KEYN-F	2 KFDI	2 KKR-D-F<	2 KZSN-F>	2 KFDI-F<	2 KDLE-F<	2 KDLE-F
3 KDLE-F	3 KZSN-F<	3 KEYN-F<	3 KKR-D-F	3 KFDI-F	3 KEYN-F	3 KFDI <	3 KEYN-F<	3 KZSN-F>	3 KICT-F	3 KICT-F
KYQQ-F	4 KRZZ-F>	4 KRZZ-F	4 KRZZ-F<	4 KKR-D-F	KZSN-F	4 KZSN-F	4 KKR-D-F	4 KRZZ-F	4 KRZZ-F	4 KRZZ-F
5	5 KXLK-F	5 KICT-F	5 KFDI-F<	5 KRZZ-F<	5	5 KEYN-F	5 KNSS-F	5 KEYN-F	KFDI-F<	5
6	6	6 KFDI-F<	6 KXLK-F<	6 KXLK-F	6	6 KRZZ-F	6	6 KICT-F	6 KZSN-F	6
7	7	7 KXLK-F<	7 KLLS-F	7 KLLS-F	7	7	7	7	7	7
8	8	8 KLLS-F	KRBB-F	KRBB-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 KZSN-F	1 KZSN-F>	1 KZSN-F	1 KZSN-F	1 KZSN-F	1 KICT-F	1 KICT-F<	1 KKR-D-F	1 KICT-F<	1 KZSN-F
2 KDLE-F	2 KKR-D-F	2 KLLS-F	2 KKR-D-F	2 KEYN-F<	2 KKR-D-F	2 KKR-D-F	2 KRZZ-F	2 KRZZ-F	2 KEYN-F<
KKR-D-F	KDLE-F	KRBB-F	3 KEYN-F	3 KFDI-F	3 KRZZ-F	3 KRZZ-F>	3 KICT-F	KZSN-F	3 KRZZ-F<
4 KYQQ-F	4 KLLS-F	KXLK-F	KRBB-F	KRBB-F	4 KQAM	4 KZSN-F	KZSN-F	4 KKR-D-F	4 KFDI-F
5	KXLK-F	5 KDLE-F	5 KXLK-F	5 KKR-D-F	5	5 KQAM	5 KFDI-F	5 KEYN-F	5 KKR-D-F
6	6 KRBB-F	KKR-D-F	KLLS-F	6 KLLS-F	6	6 KFDI-F	6	6 KFDI-F	6 KXLK-F
7	7	7	KRBB-F	KXLK-F	7	7	7	7	KICT-F

METRO CUME TSA  
 SHARE/RTG/AQH/CUME

OTHER RATED STATIONS			
KJRG	950	NEWTON	0.6/1.6
KSGI	900	WICHITA	0.9/2.5
KZSN	1480	WICHITA	0.5/2.6

WICHITA

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)	Pourtales
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)	Pourtales
KZSN, 1480,	5 KW/1 KW (DA-2),	SEE KZSN-FM			
KDLE-F,	93.9,	25 KW @ 328,	Black	, \$ NA ( --- )	(ANDOVER)
KEYN-F,	103.7,	100 KW @ 859,	Oldies	, \$ 24.00 (Eastman)	Pourtales
KFDI-F,	101.3,	100 KW @ 1138,	Country	ABC, \$ 85.00 (Torbet)	Great Empire
KICT-F,	95.1,	100 KW @ 898,	AOR	ABC, \$ 27.00 (Mc-Guild)	Great Empire
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)	
KRZZ-F,	96.3,	50 KW @ 493,	Classic AOR	, \$ 37.00 (D & R)	Prism (DERBY)
KTLI-F,	99.1,	100 KW @ 617,	Religion	USA, \$ 16.00 (Salem)	(EL DORARDO)
KXLK-F,	105.3,	100 KW @ 987,	AC	AP, \$ 28.00 (Eastman)	Pourtales (HAYSVILLE)
KYQQ-F,	106.5,	100 KW @ 1115,	Country	ABC, \$ 15.00 ( --- )	Lesso (ARKANSAS CITY)
KZSN-F,	102.1,	100 KW @ 1033,	Country	, \$ 65.00 (Katz)	So. Skies (HUTCHINSON)

Miscellaneous: KRBB-F sold to Triatholon for \$3,300,000 (Star). . . KQAM, KFH, KXLK-F sold by Pourtales to Triatholon (D) for \$3,500,000 (E) (Star). . .

\*\*\*\*\* 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	

WILKES BARRE-SCRANTON

Arbitron Rank/Pop (12+): 61/636,600  
 MSA Rank/Pop: 81/640,000  
 DMA # 48  
 Average Person Ratings: 18.6  
 Market TSL: 24.75 Hours

Stations: 38/31  
 Diaries: 1287/495:1/59.8%  
 Sample Target: 1265  
 % Below Line: 5.3  
 % Not Listed: 15.1

1994 Revenue: \$19,600,000  
 HH Inc.: \$30,724  
 Retail \$: 5.6 Bil  
 Pop per Station: 20,535  
 #1 Biller: WKRZ-F \$5,500,000

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WKRZ-F (CHR)	120/10.2	12.1	12.4	11.9	13.9	11.7		1849/29.0	30.8	32.4	G	WKRZ-F
2. WMGS-F (AC)	107/ 9.1	9.3	8.1	9.5	8.5	9.0		1176/18.5	18.5	17.5	D	WMGS-F
3. WNAK (ST/FS)	89/ 7.5	4.5	3.4	2.7	3.2	4.5		430/ 6.8	6.0	6.9	B	WNAK
4. WGGY-F (C)	86/ 7.3	8.5	8.8	10.0	8.3	8.7		1061/16.7	19.8	16.1	D	WGGY-F
5. WILK-AA (T)	59/ 5.0	3.9	4.1	4.0	4.6	4.3		667/10.5	9.8	10.3	B	WILK-AA
6. WEJL-AA (ST)	56/ 4.8	3.1	3.2	3.3	4.1	3.6		545/ 8.6	7.9	6.8	B	WEJL-AA
7. WEZX-F (AOR/CL)	53/ 4.5	4.7	6.8	6.3	6.1	5.6		823/12.9	13.1	13.4	D	WEZX-F
8. WARM (FS)	52/ 4.4	3.7	4.7	4.9	4.5	4.4		603/ 9.5	12.6	14.3	C	WARM
9. WBHT-F (CHR)	41/ 3.5	3.8	2.8	3.0	2.4	3.3		921/14.5	11.0	9.0	B	WBHT-F
10. WTZR-F (O)	31/ 2.6	2.1	1.1	0.9	1.4	1.7		516/ 8.1	5.8	5.0		WTZR-F
11. WZMT-F (AOR)	30/ 2.5	4.7	6.5	4.6	3.1	4.6		482/ 7.6	9.0	6.3	B	WZMT-F
12. WWSH-F (SAC)	25/ 2.1	1.9	1.7	1.5	0.8	1.8		435/ 6.8	8.7	6.2		WWSH-F
13. WSGD-F (O)	24/ 2.0	2.2	1.6	2.1	1.4	2.0		344/ 5.4	7.1	4.6		WSGD-F
14. WDLS-F (C)	19/ 1.6	3.3	2.7	2.8	3.1	2.6		370/ 5.8	7.7	7.2	B	WDLS-F
WSBG-F (CHR)	19/ 1.6	1.7	0.7	1.5	2.4	1.4		297/ 4.7	5.1	6.3		WSBG-F
16. WHLM-F (AC)	18/ 1.5	1.2	1.4	1.6	1.2	1.4		315/ 4.9	4.1	3.6		WHLM-F
17.												
18.												
19.												
20.	12+ FM SHARE (METRO):	69.19%	(694 of 1003)	(WIN 94:	74.64%)							

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 WMGS-F	1 WMGS-F	1 WNAK	1 WKRZ-F<	1 WMGS-F	1 WKRZ-F	1 WKRZ-F>	1 WKRZ-F
2 WBHT-F>>	2 WMGS-F<	2 WMGS-F>	2 WKRZ-F>	2 WKRZ-F>	2 WMGS-F	2 WMGS-F>	2 WKRZ-F<	2 WMGS-F	2 WGGY-F	2 WMGS-F
3	3 WEZX-F	3 WGGY-F	3 WGGY-F	3 WGGY-F>	3 WGGY-F	3 WGGY-F	3 WILK-AA	3 WGGY-F>	3 WMGS-F	3 WARM
4	4 WTZR-F	4 WEZX-F>	4 WEZX-F>	4 WEZX-F>	4 WEJL-AA	4 WARM	4 WGGY-F	4 WEJL-AA<	4 WBHT-F<	4 WZMT-F
5	5 WGGY-F	5	5	5 WSGD-F	WKRZ-F	5 WEZX-F<	5 WNAK	5 WBHT-F	5 WARM	5 WDLS-F
6	6 WBHT-F<	6	6	6	6 WILK-AA	6 WNAK	6	6 WEZX-F<	6	6
7	7 WZMT-F	7	7	7	7	7	7	7 WNAK	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 WMGS-F	1 WMGS-F<	1 WMGS-F		1 WKRZ-F	1 WEZX-F<	1 WEZX-F	1 WKRZ-F	1 WMGS-F<
2 WBHT-F	2 WMGS-F>	2 WKRZ-F	2 WKRZ-F>>	2 WKRZ-F>		2 WEZX-F	2 WKRZ-F<	2 WTZR-F	2 WEZX-F<	2 WGGY-F<
3 WGGY-F	3 WBHT-F	3 WBHT-F	3 WGGY-F	3 WGGY-F>		3 WBHT-F	3 WTZR-F>	3 WGGY-F	3 WMGS-F<	3 WKRZ-F
4 WMGS-F	4 WGGY-F	WEZX-F	4 WBHT-F	4 WEZX-F		4 WMGS-F	4 WGGY-F	WKRZ-F	4 WGGY-F>	4 WEZX-F
5 WZMT-F	5 WZMT-F	5	5 WEZX-F	5 WWSH-F		5 WGGY-F	5 WZMT-F	5 WTZR-F	5 WTZR-F	5 WILK-AA
6	6 WEZX-F	6	6	6		6	6 WMGS-F	6	6 WZMT-F	6 WSGD-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WARD	1550	PITTSTON	0.4/2.5
WAZL	1490	HAZLETON	0.4/1.5
WC DL-F	1440	CARBONDALE	0.6/1.7
WHCY-F	106.3	BLAIRSTOWN, NJ	1.0/2.1
WICK	1400	SCRANTON	0.9/2.7
WKAB-F	103.5	BERWICK	0.7/2.4
WKQV-F	95.7	OLYPHANT	0.4/2.5
WKXP-F	95.9	BENTON	0.7/1.9
WMXH	750	OLYPHANT	1.0/1.2
WPMR-F	107.9	TOBYHANNA	0.5/2.3
WQEQ-F	103.1	FREELAND	0.8/2.7
WVPO	840	STROUDSBERG	0.7/1.7
WV DL-F	104.9	SCRANTON	1.2/2.4
WABC	770	NEW YORK	1.0/2.3
WFMZ-F	100.7	ALLENTOWN	0.8/2.8
WILQ-F	105.1	WILLIAMSPORT	0.4/1.5
WLEV-F	96.1	EASTON	0.6/1.8
WODE-F	99.9	EASTON	1.1/3.4
WRNJ-F	107.1	BELVIDERE, NJ	0.6/1.6
WZZO-F	95.1	BETHLEHEM	0.8/3.2

WILKES BARRE-SCRANTON

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)	Keymarket
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)	Keymarket
WHLM-F,		106.5,	36 KW @ 577	,	AC	WESTWD,	\$ 17.00	(Banner)	(BLOOMSBURG)
WKRZ-F,		98.5,	8.7 KW @ 1171	,	CHR	,	\$100.00	( --- )	Keymarket
WMGS-F,		92.9,	5.3 KW @ 1384	,	AC	,	\$ 42.00	(Eastman)	Susquehanna
WQEQ-F,		103.1,	1.5 KW @ 679	,	AC	USA,	\$ 15.00	( --- )	(FREELAND)
WSBG-F,		93.5,	3 KW @ 781	,	CHR	AP,	\$ 14.00	(Market 4)	(STROUDSBERG)
WSGD-F,		94.3,	1.1 KW @ 771	,	Oldies	,	\$ 20.00	(Eastman)	(CARBONDALE)
WWSH-F,		102.3,	3 KW @ 72	,	Soft AC	,	\$ 13.00	( --- )	(PITSTON)
WVDL-F,		104.9,	0.27 KW @ 1092	,	Soft AC	ABC,	\$ 12.00	(Roslin)	
WZMT-F,		97.9,	20 KW @ 728	,	AOR	WESTWD,	\$ 17.00	(K & P)	(HAZLETON)
WTZR-F,		92.1,	0.28 KW @ 1056	,	Oldies	,	\$ 18.00	(Christal)	Shamrock-Lynett (NANTICOKE)

Miscellaneous: WILK, WGBI, WKRZ-F, WGGY-F sold by Keymarket to River City (D) for \$25,000,000 (E) (Star). . .

YORK

Arbitron Rank/Pop (12+): 100/370,000

Stations: 33/11  
Diaries: 1247/297:1/66.7%  
Sample Target: 1215  
% Below Line: 43.0  
% Not Listed: 12.2

1994 Revenue: \$13,400,000  
HH Inc.: \$38,736  
Retail \$: 3.7 Bil  
Pop per Station: 33,636  
#1 Biller: WARM-F \$4,400,000

MSA Rank/Pop: 134/439,000  
DMA #43 (w/Harrisburg & Lancaster)  
Average Person Ratings: 16.6  
Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	FAL 94	SUM 94	SPG 94	WIN 94	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 94	WIN 94	Revenue Level	
1. WARM-F (AC)	68/11.0	9.9	9.8	11.6	13.4	10.6		847/22.9	18.7	25.0	F	WARM-F
WGTY-F (C)	68/11.0	10.7	11.0	11.6	8.9	11.1		725/19.6	20.6	17.6	D	WGTY-F
3. WRKZ-F (C)	40/ 6.5	6.1	6.4	6.3	6.7	6.3		540/14.6	15.2	16.7		WRKZ-F
4. WSBA (FS)	38/ 6.2	5.1	5.1	5.0	7.9	5.4		605/16.4	14.9	22.4	D	WSBA
5. WROZ-F (SAC)	32/ 5.2	6.3	5.2	4.8	5.3	5.4		512/13.8	16.7	13.7		WROZ-F
6. WYCR-F (CHR)	30/ 4.9	5.4	6.4	6.9	5.6	5.9		698/18.9	19.0	21.6	C	WYCR-F
7. WHTF-F (AOR)	27/ 4.4	5.1	4.8	4.5	3.4	4.7		434/11.7	12.1	10.2	C	WHTF-F
8. WQXA-F (AC/CHR)	23/ 3.7	3.1	3.0	1.4	2.7	2.8		398/10.8	10.2	10.6	B	WQXA-F
9. WTPA-F (AOR)	22/ 3.6	4.3	3.4	3.4	3.5	3.7		396/10.7	10.1	9.9		WTPA-F
10. WWKL-F (O)	19/ 3.1	2.8	2.6	2.9	2.1	2.9		300/ 8.1	8.9	6.5		WWKL-F

12+ FM SHARE (METRO): 85.58% (463 of 541) (WIN 94: 81.71%)

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 WARM-F	1 WGTY-F	1 WYCR-F	1 WARM-F
2	2 WARM-F	2 WGTY-F>	2 WGTY-F	2 WGTY-F	2 WGTY-F	2 WGTY-F	2 WGTY-F>	2 WARM-F>	2 WGTY-F<	WGTY-F
3	WHTF-F	3 WRKZ-F<	3 WRKZ-F	3 WRKZ-F	3 WSBA	3 WSBA >	3 WRKZ-F	3 WROZ-F<	3 WARM-F	3 WHTF-F
4	4 WTPA-F	4 WHTF-F	4 WHTF-F	4 WHTF-F	4 WRKZ-F	4 WROZ-F<	4 WSBA <	4 WRKZ-F<	4 WHTF-F	4 WRKZ-F
5	5 WQXA-F	5 WROZ-F	5 WTPA-F	5 WROZ-F	5	5 WRKZ-F	5 WROZ-F	5 WHTF-F	5 WRKZ-F	5
6	WGRX-F	WTPA-F	6	6	6	6	6	6 WYCR-F	6	6
7	7 WYCR-F	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 WGTY-F	1 WARM-F	1 WARM-F	1 WARM-F>	1 WARM-F>>	1 WGTY-F	1 WGTY-F	1 WTPA-F	1 WGTY-F	1 WARM-F
2 WQXA-F	WGTY-F	2 WGTY-F	2 WGTY-F	2 WGTY-F	2 WHTF-F	2 WHTF-F	WHTF-F	2 WARM-F<	WGTY-F
3 WROZ-F	3 WQXA-F	WHTF-F	3 WROZ-F	WRKZ-F	WGRX-F	3 WGRX-F	3 WGRX-F	3 WHTF-F	3 WHTF-F
4 WTPA-F	4 WROZ-F	WQXA-F	4 WQXA-F	4 WROZ-F	4 WYCR-F	WTPA-F	WGTY-F	4 WRKZ-F	4 WRKZ-F
WYCR-F	5 WTPA-F	5 WTPA-F	5 WRKZ-F	5 WQXA-F	WSBA	5 WARM-F	5 WRKZ-F	5 WTPA-F	5 WTPA-F
WARM-F	WHTF-F	WROZ-F	6 WYCR-F	6	6	WRKZ-F	WARM-F	6 WGRX-F	6
7	7 WYCR-F	7	7	7	7	7	7	7	7

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

WGCB-F	96.1	RED LION	0.3/1.9
WGET	1320	GETTYSBURG	0.6/2.2
WHVR	1280	HANOVER	1.3/3.7
WOYK	1350	YORK	1.0/4.1
WQXA	1250	YORK	0.3/1.9
WWMD-F	104.7	HAGERSTOWN	2.8/7.9

SEE LANCASTER OR HARRISBURG FOR MORE ABOUT THE FOLLOWING:

WIMX-F	1.3/3.8	WHYL	0.5/1.8
WCTX-F	1.1/1.5	WIOV-F	1.0/4.5
WDAC-F	1.9/4.2	WLAN-F	1.3/5.5
WHP	2.1/5.5	WNNK-F	2.3/7.6
		WRVV-F	2.3/9.0

SEE BALTIMORE FOR MORE ABOUT THE FOLLOWING:

WBAL	0.6/3.1	WLIF-F	1.0/1.3
WFRE-F	1.0/4.5	WOCT-F	0.6/1.5
WGRX-F	2.6/8.9	WPOC-F	0.5/0.3
WYYY-F	0.8/3.6	WMMX-F	1.0/1.2



YORK  
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RADIO STATIONS  
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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/CHR		, \$ 22.00 (D & R)	
WYCR-F, 98.5, 11 KW @ 928, CHR		, \$ 32.00 (D & R)	

Other Ranked Stations -- See Harrisburg, Lancaster, Baltimore and Hagerstown

\*\*\*\*\* 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	*
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* 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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- Revenue and revenue share
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- Audience share

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The second part of this book breaks down the audiences of over 1500 stations. For each station the following is provided:

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- % Exclusive Cume
- % 12-24, % 25-54, % 55+
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