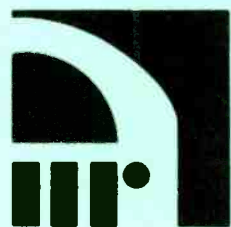


# AMERICAN RADIO

FALL 1996



DUNCAN'S AMERICAN RADIO



# AMERICAN RADIO

## FALL 1996 REPORT

Arbitron Rating Period: 19 September-11 December, 1996

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March, 1997

Volume XXI Number 5

ISSN 0738-8675



## INTRODUCTION

This is the 21<sup>st</sup> year **AMERICAN RADIO** has been published. Your support of this work is sincerely appreciated. Please feel free to make comments or suggestions at any time. Thom Moon or I can be reached at the following address:

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We strongly urge you (especially new subscribers) to read carefully the definition pages that immediately precede the individual market reports. They will help you understand all the information given in the Individual Market Reports. However, if you have any questions, please feel free to call me or Thom Moon. We figure that our time and our call back to you are part of the subscription price. Also, we always enjoy talking about **AMERICAN RADIO**.

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

Any corrections made by Arbitron to earlier published reports are included if they were received before February 15, 1997.

Compilation of this edition was completed February 26, 1997. Mailing will begin on or before March 14. If your copy is defective in any way, call the Cincinnati office and we will promptly mail you another copy.

One final note: **AMERICAN RADIO** is compiled wholly by computer, taking audience data from Arbitron's "r-sale" data tapes. Due to recent changes in Arbitron's method of rounding its audience estimates, there may be very minor (and insignificant) differences between what is found in a given Arbitron market report and what is found in this volume. Our software, however, follows Arbitron's published rounding procedures to the letter. The software was developed by our Software Thaumaturge (one who causes apparent miracles to occur), Dave Allen.

Thank you for your continued support of my/our efforts.

DUNCAN'S AMERICAN RADIO

James H. Duncan, Jr.

J.T. Anderton                      Thom Moon

Vaun Thygerson                      Jim Nolan

Dave Allen

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- Section 3: Individual Market Reports – for the following in alphabetical order:

Akron	Duluth-Superior	Los Angeles	Rochester, NY
Albany-Schenectady-Troy	El Paso	Louisville	Rockford
Albuquerque	Erie	Lubbock	Sacramento
Allentown-Bethlehem	Eugene	Macon	Saginaw-Bay City
Anchorage	Evansville	Madison	St. Louis
Ann Arbor	Fargo	Manchester	Salisbury-Ocean City
Appleton-Oshkosh	Fayetteville, NC	McAllen-Brownsville	Salt Lake City
Atlanta	Flint	Melbourne-Titusville	San Antonio
Atlantic City-Cape May	Ft. Myers-Naples	Memphis	San Diego
Augusta, GA	Ft. Pierce	Miami-Ft. Lauderdale	San Francisco
Austin	Ft. Wayne	Milwaukee	San Jose
Bakersfield	Fresno	Minneapolis-St. Paul	Santa Rosa
Baltimore	Gainesville-Ocala	Mobile	Sarasota-Bradenton
Baton Rouge	Grand Rapids	Modesto	Savannah
Binghamton, NY	Green Bay	Monmouth-Ocean	Seattle-Tacoma
Birmingham	Greensboro-Winston Salem	Monterey-Salinas	Shreveport
Boise	Greenville-New Bern	Montgomery	Sioux Falls, SD
Boston	Greenville Spartanburg	Nashville	South Bend
Bridgeport	Harrisburg	Nassau-Suffolk	Spokane
Buffalo	Hartford	New Haven	Springfield, MA
Canton	Honolulu	New Orleans	Springfield, MO
Cedar Rapids	Houston	New York	Stockton
Charleston, SC	Huntington-Ashland	Norfolk	Syracuse
Charleston, WV	Huntsville	Oklahoma City	Tallahassee
Charlotte	Indianapolis	Omaha	Tampa-St. Petersburg
Chattanooga	Jackson, MS	Orlando	Terre Haute
Chicago	Jacksonville	Oxnard-Ventura	Toledo
Cincinnati	Johnson City-Kingsport	Pensacola	Topeka
Cleveland	Johnstown	Peoria	Tucson
Colorado Springs	Kalamazoo	Philadelphia	Tulsa
Columbia, SC	Kansas City	Phoenix	Utica-Rome
Columbus, GA	Knoxville	Pittsburgh	Visalia-Tulare-Hanford
Columbus, OH	Lafayette, IN	Portland, ME	Washington, DC
Corpus Christi	Lafayette, LA	Portland, OR	Waterloo-Cedar Falls
Dallas-Ft. Worth	Lakeland	Portsmouth-Dover	West Palm Beach
Davenport-Rock Island	Lancaster, PA	Providence	Wichita
Dayton	Lansing	Raleigh-Durham	Wilkes Barre-Scranton
Daytona Beach	Las Vegas	Reno	Wilmington, DE
Denver	Lexington, KY	Richmond	Wilmington, NC
Des Moines	Lincoln	Riverside-San Bernardino	Worcester
Detroit	Little Rock	Roanoke-Lynchburg	York
			Youngstown

In addition, we're expanding coverage of the following 42 condensed markets, all of which are now surveyed twice-a-year by Arbitron. For each, there is a full page report, with added market data:

Bangor	Dubuque	Monroe	Santa Barbara
Beaumont-Port Arthur	Eau Claire	Myrtle Beach	Springfield, IL
Billings	Elmira-Corning	New Bedford-Fall River	Stamford-Norwalk
Bryan-College Station	Fayetteville-NW AR	New London	Trenton
Burlington	Florence, SC	Northwest Michigan	Tri-Cities, WA
Cape Cod	Hagerstown	Odessa-Midland	Tupelo
Chico	Joplin	Palm Springs	Tyler-Longview
Columbia, MO	Killeen-Temple	Reading, PA	Waco
Danbury	La Crosse	Redding, CA	Wausau-Stevens Point
Dothan	Marion-Carbondale	St. Cloud	Yakima
	Merced	San Luis Obispo	

**STATION TRADING ACTIVITY**  
(21 August 1996 - 1 February 1997)

WGSY-F	Columbus, GA	From Woodfin to WPNX/WVRK-F	\$2,000,000	
KMRR (1330)	Tucson		110,000	
WYFX (1040)	Boynton Beach (W. Palm Beach)	Sold to Fairbanks	2,250,000	
KFMG-F	Pella (Des Moines), IA	Sold to Saga	2,700,000	Stevens
KKCV-F	Waterloo-Cedar Falls	Sold to Connoisseur	3,200,000	Bergner
KOEL-AF	Oelwein (Waterloo-Cedar Falls)	From Independence to Connoisseur	6,700,000	Bergner
KCRS-AF	Midland, TX	Sold to Mayes	1,000,000	
WPGY (1520)	Canton, OH	Sold by Sabrecom	75,000	Rosenblum
KEGE	Minneapolis-St. Paul	From Entercom to Salem	3,000,000	Stevens
KDEA-F	Lafayette, LA	Sold to John Peroyea (KACY/KSMB-F)	2,000,000	
KVOL-AF	Lafayette, LA	Sold to John Peroyea (KACY/KSMB-F)	1,050,000	
KNCN-F	Corpus Christi	From Tippiie to Gulfstar	2,100,000	Whitley
WFOG-AF/WPTE-F	Norfolk	From Sunshine Wireless to Max	15,000,000	Blackburn
KVEN/KHAY-F	Oxnard-Ventura	Sold to Bengal/McDonald	12,700,000	MVP
KKSJ/KBAY-F	San Jose	Sold to American Radio Systems	31,000,000	MVP
KRRA (900)	W. Covina (metro LA), CA	Sold to El Dorado	3,100,000	
KKDD (1400)	Las Vegas	Sold by Regent	600,000	
KUTQ-F/KZHT-F	Salt Lake City	Sold to Regent	11,000,000	Media Svcs.
WFLB	Fayetteville, NC	From Curtis to Beasley	229,000	
WFLN-F	Philadelphia	From Secret to Evergreen	37,750,000	Star
WJLB-F/WMXD-F	Detroit	From Secret to Evergreen	168,000,000	Star
WQRS-F	Detroit	From Secret to Evergreen	32,000,000	Star
WQRS-F	Detroit	From Evergreen to Greater Media	WWRC Washington + \$9,500,000	
KVVA-F	Phoenix	Sold to Z-Spanish	8,550,000	
WNEZ	Hartford	From American Radio Sys. To Mega	750,000	
WTMP	Tampa		1,000,000	
KWNK	Simi Valley (Oxnard-Ventura)	Sold to Lotus	4,200,000	Bergner; Foreman
KRZN-F (101.3)	Albuquerque	Sold to Simmons	850,000	Baugh
KWIC-F	Topeka	Sold to Klebe (KQTP-F)	500,000	
KEYW-F	Tri-Cities, WA	Sold to Deschutes River	500,000	
WSTU	Stuart (Ft. Pierce), FL	Sold by Palm Beach (ARS)	350,000	Blackburn
WBHK-F	Warrior (Birmingham), AL	Sold to Parmer/Hefel	6,000,000	
KVVA	Phoenix	Sold to Pulitzer	4,925,000	
KIEZ (540)	Monterey-Salinas		217,000	
WNDB/WTSM-F	Daytona Beach	Sold by Root	907,000	
KTLH-F	Boonville (Columbia), MO	Sold to Zimmer	550,000	
KWNR-F	Las Vegas	Sold to Regent	21,000,000	
WYSR-F	Albany-Schenectady-Troy	From Jarad to SFX	1,000,000	
WAZL/WZMT-F	Hazleton (Wilkes Barre), PA	Sold to Telemedia	3,500,000	
WBLF (970)	Bellefonte (State College), PA	Sold to Telemedia	213,000	
WILPA/WVHF-F	Hazleton (Wilkes Barre), PA	Sold to Sinclair TV	575,000	
<u>ABS's Richmond, VA properties were purchased by SFX</u>		WBZU-F	\$ 5,500,000	
		WKHK-F	17,500,000	
		WLEE-F	5,800,000	
		WVGO-F	8,700,000	
			<u>\$37,500,000</u>	
<u>Colfax was purchased by Chancellor</u>		WOKY	Milwaukee	\$7,000,000
	WML-F	Milwaukee	34,000,000	
	KQQL-F	Minneapolis	49,000,000	
	WBOB-F	Minneapolis	37,000,000	
	WTEM	Washington	8,000,000	
	WBIG-F	Washington	55,000,000	
	WGMS-F	Washington	49,000,000	
	KISO	Phoenix	2,000,000	
	KOY	Phoenix	9,000,000	
	KOOL-F	Phoenix	45,000,000	
	KYOT-F	Phoenix	30,000,000	
	KZON-F	Phoenix	26,000,000	
	KIDO	Boise	1,900,000	
	KARO-F	Boise	2,200,000	
	KLTB-F	Boise	4,400,000	
			<u>\$371,000,000</u>	
KCEO/KUPR-F	San Diego	Sold to Nationwide	32,000,000	MVP; Stevens
WGKA	Atlanta		2,000,000	Sailors
WXCY-F	Havre de Grace, MD/Wilm., DE	Sold by Prettyman to Delmarva	3,500,000	
WLLV	Louisville	Sold to Mortenson	650,000	
WYSY-F	Chicago	From Infinity to SBS	29,000,000	MVP
WNAM/WUSW-F	Appleton-Oshkosh	Sold to Midwest Family	1,200,000	Minkow
WBIZ-AF	Eau Claire, WI		3,650,000	
WCLY	Raleigh	Sold to Mortenson	350,000	
WHRR-F	Avon (Rochester), NY	Sold to Heritage	2,000,000	
KLFI (1550)	Springfield, MO		140,000	
KBKO-F	Billings	<u>Traded</u> to Deschutes River	KBOZ/KATH-F/KPKX-F	Bozeman, MT

WKKQ/WTBX-F	Hibbing (Duluth), MN	Traded by Midwest Comm to Central States	WNFL/WNCY-F/ WROE-F Appleton + \$9,500,000	
WOCT-F	Baltimore	From Capitol to American Radio Systems	30,000,000	
WWMX-F	Baltimore	From Capitol to American Radio Systems	60,000,000	
KKMO (1360)	Tacoma	Sold to Douglas	900,000	Montcalm
KWTX-AF	Waco	Sold to Gulfstar	3,800,000	
WJXY-AF	Myrtle Beach		1,300,000	Snowden
WGRR-F	Cincinnati	From Dalton to Tsunami	31,000,000	(Cancelled)
WZRQ-F	Albany-Schenectady-Troy	Sold to Radio Enterprises/Arcara	1,000,000	
KFEZ	Kansas City	Sold to KNHN	1,300,000	
KASM-AF	Albany (St. Cloud), MN	Sold by Bob Ingstad	1,250,000	
WIOQ-F/WUSL-F	Philadelphia	Traded by EZ/ARS to Evergreen	WBAV-AF/WPEG-F/WFNZ/ WNKS-F/WRFX-F Charlotte less \$10,000,000	
WNKS-F/WRFX-F/WSSS-F	Charlotte	From EZ/ARS to SFX	WTDR-F + \$65,000,000	(Cancelled)
WDAS-AF	Philadelphia	From Beasley to Evergreen	103,000,000	Star
KKSF-F/KDFC-AF	San Francisco	From Brown to Evergreen	115,000,000	Star
KEZA-F	Fayetteville, AR	Sold to Gulfstar	6,000,000	
WSGF-F	Savannah	Sold to Dick Verne/Point	700,000	
WKXI-AF/WOAD/WJMI-F	Jackson, MS	Sold by Chrysler Capital to Benchmark	15,000,000	Stevens
KPFX-F	Fargo	From Tom Ingstad to Jim Ingstad	2,125,000	
WERA	Plainfield, NJ (metro NYC)	Sold to Unity	1,000,000	
KNOX-AF	Grand Forks	Sold to Leighton	1,100,000	
KGTO/KRAV-F	Tulsa	Sold to Cox	5,500,000	
KWSN/KRRO-F	Sioux Falls	From Biddinger/BCR to Midcontinent	3,000,000	
WPIC/WYFM-F	Sharon, PA (Youngstown)	From Regional to Connoisseur	?	
KLVL	Pasadena (Houston), TX	Sold to Tom Castro/El Dorado	1,000,000	
KTCX-F	Beaumont-Pt. Arthur	67% interest	650,000	
WEAS-AF	Savannah	From Rivers to Eddie Esserman/Ogeechee	3,700,000	Media Svcs
WTTM/WCHR-F	Trenton	From Great Scott to Nassau		Americom
WHFS-F	Annapolis, MD (Wash./Balto.)	Traded by SFX to Westinghouse	KTXQ-F/KRRW-F Dallas	Star
WRMA-F/WXDJ-F	Miami	Sold to SBS	110,000,000	
KIST/KMGQ-F	Santa Barbara		3,500,000	Media Svcs.
WWIQ-F	Gray (Macon), GA	From Ed Taylor to Steve Taylor	1,600,000	
WYIQ-F	Warner Robins (Macon), GA	Sold to Ed Taylor	500,000	
KPOI-F	Honolulu	Sold to Kent Nichols/Caribou	2,125,000	Kalil
KCAZ/KXTR-F	Kansas City	Sold to Heritage	9,700,000	
WNDU-AF	South Bend	Sold to Federated	5,800,000	MVP
KSAL/KYEZ-F	Salina, KS		4,000,000	
WSCQ-F	Columbia, SC	Sold to Benchmark	4,100,000	Americom
WLNA/WHUD-F	Peekskill (Poughkeepsie), NY	Sold to Albany Broadcasting	20,000,000	
KLEN-F	Cheyenne	Sold to KIGN-F	700,000	McCoy
KHXS-F	Abilene, TX		85,000	
KORQ-F	Abilene, TX		767,000	
KEWS-F	Dallas-Ft. Worth	From Infinity to Salem	\$35,000,000 + KDFX 1190	Stevens
KHIS-AF	Bakersfield	Sold to Mondosphere	2,650,000	Sterling
KWIZ-F	Santa Ana	From Odyssey to Liberman	11,200,000	
WMPZ-F	Ringgold, GA (Chattanooga)	Sold to WJTT-F	960,000	Sunbelt
KEZT-F	Ames (Des Moines), IA	Sold to Saga	3,200,000	
KEAG-F	Anchorage	Sold by Tom Ingstad	2,500,000	
WMOP	Ocala		350,000	
KFOR/KFRX-F	Lincoln	Sold by May to Rolland Johnson/3 Eagles	5,300,000	
WMYB-F/WYAK-F	Myrtle Beach	From Multi-Market to Pinnacle	5,125,000	
KPHT-F	Kindred (Fargo), ND	Sold to Otter Tail	800,000	
<u>Traded by Gannett to Jacor for WTSP-TV Tampa-St. Petersburg</u>				
	KIIS-AF	Los Angeles	\$205,000,000	(Est.)
	KSDO	San Diego	15,000,000	(Est.)
	KKBH	San Diego	20,000,000	(Est.)
	WDAE	Tampa	4,000,000	(Est.)
	WUSA-F	Tampa	28,000,000	(Est.)
			\$272,000,000	(Est.)
KQKS-F	Longmont (Denver), CO	Sold to Jefferson-Pilot	16,000,000	Blackburn
WOSN-F	Indian River (Ft. Pierce), FL	Sold to Commodore	1,600,000	MVP
KFAB/KGOR-F	Omaha	From American Radio Systems to Triathlon	39,000,000	MVP
<u>Elements of Secret sold to SFX</u>				
	WNDE	Indianapolis	\$2,000,000	(Est.)
	WFBQ-F	Indianapolis	88,000,000	(Est.)
	WRZX-F	Indianapolis	20,000,000	(Est.)
	WTAM	Cleveland	14,000,000	(Est.)
	WLTF-F	Cleveland	38,000,000	(Est.)
	WDVE-F	Pittsburgh	68,000,000	(Est.)
	WDSY-F	Pittsburgh	42,000,000	(Est.)
	WJJJ-F	Pittsburgh	10,000,000	(Est.)
	WXDX-F	Pittsburgh	18,000,000	(Est.)
			\$300,000,000	(Est.)

<u>Elements of Palmer sold to Jacor</u>	WHO	Des Moines	\$22,500,000	(Est.)
	KLYF-F	Des Moines	11,000,000	(Est.)
	WMT	Cedar Rapids	12,000,000	(Est.)
	WMT-F	Cedar Rapids	7,000,000	(Est.)
			<u>\$52,500,000</u>	(Est.)
WBBU-F	Baker (Baton Rouge), LA	Sold to Guaranty	1,750,000	MVP
WCKX-F	London (Columbus), OH	From Sunrise to Blue Chip	4,500,000	Star
WDIF-F	Marion, OH	Sold to Burbach	1,722,000	
WFXS-F	Soddy-Daisy (Chattanooga), TN	Sold to Bloomington	1,140,000	
WKYG/WXKX-F	Parkersburg, WV	From Fritz to Burbach	1,700,000	
<u>Regent sold to Jacor</u>	KFMS-F	Las Vegas	\$13,000,000	
	KSNE-F	Las Vegas	19,000,000	
	KWNR-F	Las Vegas	23,000,000	
	WEZL-F	Charleston, SC	15,000,000	
	WXLY-F	Charleston, SC	4,000,000	
	WFIA	Louisville	1,000,000	
	WDJX-F	Louisville	11,000,000	
	WSFR-F	Louisville	5,000,000	
	WVEZ-F	Louisville	14,000,000	
	KMXV-F	Kansas City	13,000,000	
	KUDL-F	Kansas City	17,000,000	
	KALL	Salt Lake City	4,000,000	
	KKAT-F	Salt Lake City	18,000,000	
	KODJ-F	Salt Lake City	9,000,000	
	KUTQ-F	Salt Lake City	8,000,000	
	KZHT-F	Salt Lake City	7,000,000	
			<u>\$187,000,000</u>	
WSCR (820)	Chicago	From Westinghouse to Douglas	7,500,000	LaRue
KQMQ-AF	Honolulu	Sold to Kent Nichols/Caribou	4,000,000	Kalii
WFAM (1050)	Augusta, GA		330,000	
KHAR/KBRJ-F	Anchorage	Sold to KFQD/KWHL-F	900,000	
WXCD-F (105.9)	Syracuse	Sold to Pilot	2,000,000	
WLAN-AF	Lancaster, PA	Sold to Clear Channel	7,000,000	
WHLO/WTOF-F	Akron-Canton	From Mortenson to Salem	8,000,000	
WCRY	Fuquay-Varina (Raleigh), NC	Sold to Willis	175,000	
KPOP/KGB-F	San Diego	Traded by Nationwide to Jacor	KOPA/KSLX-F Phoenix	Stevens
WWYZ-F	Waterbury (Hartford), CT	Sold to SFX	25,250,000	Media Svcs.
KLCX-F	Indio (Palm Springs), CA	Sold to KPLM	1,135,000	
WNCV-F	Niceville (Ft. Walton Beach), FL	Sold to New South	1,260,000	
WHRL-F	Albany-Schenectady-Troy	Sold to Dame	2,632,000	Kozacko
WRBD	Pompano Bch. (Ft. Laud.), FL	Sold by Rivers	1,500,000	
WALR	Atlanta	Sold to Midwestern	586,000	
WAKX-F	Holland (Grand Rapids), MI	From Federated to Clear Channel	4,100,000	
KKLZ-F	Las Vegas	From Max to Apogee	13,000,000	Foreman; Kalii
WFAZ-F	Thomasville (Greensboro), NC	Sold to GHB	925,000	
KIDO/KARO-F/KLTB-F	Boise	From Cofax to Jacor	11,000,000	
WBHR-F/WJXQ-F/WWDX-F	Lansing metro	From Patten to 62nd Street	?	Foreman
WMYM/WLRQ-F	Melbourne-Cocoa	Sold to Capstar	?	MVP
WMMB/WGGD-F	Melbourne-Cocoa	Sold to Capstar	?	MVP
WHKR-F	Rockledge (Melbourne), FL	Sold to Capstar	?	MVP
WHMQ-F	N. Baltimore, OH	Sold to Burbach	1,020,000	
WKES-F (101.5)	Tampa-St. Petersburg	From Moody to Paxson	35,300,000	Media Svcs.
WRXB (1590)	St. Petersburg Beach	Sold to Acker	409,000	
WACC (830)	Hialeah (Miami), FL		2,550,000	
KWHN/KMAG-F	Ft. Smith, AR	Sold to Gulfstar	3,250,000	MVP
KKIX-F/KKZQ-F	Fayetteville, AR	From Noalmark to Gulfstar	10,000,000	Whitley
KXOA-F	Sacramento	From American Radio Systems to Entercom	27,500,000	
KRXQ-F/KSEG-F	Sacramento	From Jacor to Entercom	45,000,000	Kalii
<u>Par sold these stations to Jacor</u>	KCBQ	San Diego	\$1,200,000	(Est.)
	KOGO	San Diego	4,100,000	(Est.)
	KIOZ-F	San Diego	25,700,000	(Est.)
	KKLQ-F	San Diego	41,000,000	(Est.)
			<u>\$72,000,000</u>	(Est.)
WEMG-F	Crete (metro Chicago), IL	Sold to George Flinn	2,500,000	
WAUR	Aurora (metro Chicago), IL	Sold to Children's Radio	3,900,000	
KYLT/KZOQ-F	Missoula, MT	Sold to Sunbrook/Fisher	3,900,000	
KFSB (1310)	Joplin, MO	Sold by KJKT-F/KSYN-F	150,000	
WCMB/WWKL-F/WYMJ-F	Harrisburg	From Barnstable to Dame	11,000,000	
WMCZ-F/WZHT-F	Montgomery	Sold to Benchmark	17,750,000	Sailors
WKBQ-AF/WKKX-F	St. Louis	From Zimmer to Emmis	42,500,000	Media Svcs.
WTXT-F	Fayette (Tuscaloosa)	From Dunnivant to Osborn	5,100,000	
KHOM-F	Houma (New Orleans)	Sold to Clear Channel	6,750,000	Serafin
KMDL-F/KFTE-F	Lafayette, LA		4,475,000	
WTOB	Winston Salem, NC	Sold to Salem	355,000	
KOSJ-F	Nebraska City (Omaha), NE	From Klebe to Journal Co.	5,000,000	Kalii
WMBH/KQYX	Joplin		400,000	
The Lesso stations in Kansas		Sold to Great Empire	13,800,000	



WSOM/WQXK-F KDAE/KLTG-F WDJL (1000)	Salem (Youngstown), OH Corpus Christi Huntsville, AL	From Lincoln to Connoisseur Sold to KCTA/KOUL-F/KRAD-F	13,500,000 1,600,000 110,000	
KSD (AM) WSNG WWLO (1430) WQSA (1220) WBCD-F WERK-AF KBOM-F WHAL WKIP/WRNQ-F WDSY (1080) WARM/WMGS-F KGGN (890) WIBR/WKJN-F KENZ-F WSTK (1290) KDMM	St. Louis Torrington, CT Gainesville, FL Sarasota Chattahoochee, FL Muncie Los Alamos (Santa Fe), NM Shelbyville, TN Poughkeepsie, NY Pittsburgh Wilkes Barre-Scranton Gladstone, KS (Kansas City metro) Baton Rouge Orem (Salt Lake City), UT Colonial Hts. (Richmond), VA Dallas	From EZ/ARS to WIBV Sold to Buckley Sold to Gulf South (Clay Holladay) Sold to David Keister From John Herklotz to Withers Sold by Cromwell Sold to Straus From Entercom to Mortenson From Susquehanna to Telemedia Sold to Mortenson From Don Nelson to Citywide Sold to Citadel Sold to Sheridan Sold to KLTU-F owner	10,000,000 275,000 200,000 135,000 745,000 475,000 2,400,000 250,000 3,475,000 750,000 9,400,000 Sold to Mortenson ? 5,500,000 550,000 675,000	Stevens Blackburn 450,000
WBHP/WHOS/WDRM-F WHMA-AF KNRO/KARZ-F KLOC/KTDO-F WCHZ-F WVJS/WSTO-F KCFE-F (105.7) WZVU-F KLLR-F (99.7) WUMX-F WLIP/WIIL-F KTLE-F WKSL-F	Huntsville Anniston, AL Burney (Redding), CA Modesto Harlem (Augusta), GA Owensboro (Evansville) Eden Prairie (Minneapolis), MN Long Branch (Monmouth), NJ Amarillo area Charlottesville, VA Kenosha, WI (Chicago metro) Tooele (Salt Lake City), UT Greencastle, PA (Hagerstown)	Sold to Osborn Sold to Susquehanna Sold to KLXR/KHZL-F/KNNN-F Sold to Silverado Sold to Beasley Sold to Brill Sold to KLBB/KREV-F Sold to Odyssey Sold to Jim Hooker Sold to Simmons Sold to WCHA/WIKZ-F	23,000,000 15,000,000 1,200,000 1,450,000 1,200,000 6,600,000 3,400,000 11,750,000 325,000 1,100,000 8,500,000 650,000 1,050,000	Raymond Larry Patrick Bergner Patrick; Tornberg (Est.) Stevens
WTKT/WKQQ-F/WXZZ-F WGCO-F FM CP	Lexington, KY Savannah Monterey-Salinas	From Village to Jacor From Clark to Adventure Sold to KCTY/KRAY-F	22,000,000 2,400,000 295,000	(Est.) MVP Serafin
KSVE/KINT-F KWBR-F KXSP/KTND-F KBBY-F KHJJ/KGMX-F KTPK-F WWDZ-F KGEM/KJOT-F WBNW KCQL/KPAW-F/KGLL-F KTHX-F WXKN (680) WAHC-F/WAKS-F WXEG-F KCQL/KDAT-F/KTRA-F/KKFG-F	El Paso San Luis Obispo area Oxnard-Ventura Oxnard-Ventura Lancaster, CA Topeka Danville, IL Boise Boston Ft. Collins/Greeley, CO Carson City Newburg (Louisville), KY Columbus, OH metro Beavercreek (Dayton), OH Farmington, NM area	Sold to American General Sold to Gold Coast Sold to Bengal Sold to Gold Coast Sold to Neuhoff Sold to American General From Back Bay to Salem From Angotti/Duchossois to Jacor Sold to Susquehanna Sold to Hal Gore Sold to Jacor sold to American Radio Systems Sold to Gulfstar	? 500,000 2,000,000 6,600,000 1,438,000 2,900,000 500,000 5,100,000 6,000,000 7,200,000 15,000,000 500,000 9,000,000 3,350,000 5,250,000	MVP MVP MVP Media Svcs. Patrick Force
WAEZ-F WDRE-F KBYB-F KBAI KMJI WQMF-F WWHB-F WXST-F KEZE-F KMPS	Johnson City-Kingsport Jenkintown (Philadelphia), PA El Dorado, AR Morro Bay, CA Sacramento Louisville the Hamptons (Long Island), NY Loudon (Knoxville), TN Spokane Seattle	Sold to Ninger/Bristol From Jarad to Radio One Sold to Gulfstar Sold to Jacor From American Radio Systems to Salem From Otting to Clear Channel From Eddie Simon to Odyssey Sold to John Rook From EZ/ARS to Salem	3,000,000 20,000,000 575,000 150,000 1,500,000 13,500,000 4,000,000 550,000 1,200,000 2,000,000	Blackburn Whitley Stanfield Stevens Crisler Stevens
<u>Sold by Community Airwaves to Roberts (Bob Pittman)</u>				
	KRRZ/KIZZ-F/KZPR-F KKAA/KQAA-F	Minot Aberdeen, SD	\$4,000,000	Montcalm
KJOJ KYKF-F WNDB/WTSM-F WMOG/WHFX-F/WFGA-F/WBGA-F	Conroe (Houston metro), TX San Fernando, CA Daytona Beach SE Georgia	Sold to Clear Channel Sold to Liberman Sold by Root Sold to Root	1,000,000 10,800,000 3,600,000 5,400,000	Saunders Jorgenson
WFOM KNBR-F	Marietta (metro Atlanta), GA Haltom City (Ft. Worth), TX	Sold to Midwestern 49% sold to Susquehanna	450,000 13,700,000	
WKRQ-F	Cincinnati	<u>Traded</u> by Jacor to American Radio Sys. WHAM/WHTK/WVOR-F Rochester, NY + \$16,000,000		
WKII/WFSN-F/WOLZ-F KIOU KSCA-F KEGL-F	Ft. Myers area Shreveport Los Angeles Dallas-Ft. Worth	From Osborn to Clear Channel Sold to Acker From Golden West to Heffel/Clear Channel <u>Traded</u> by Sandusky to Nationwide	11,000,000 70,500 113,000,000 KSLX-AF Phoenix	Fischer

WDDD-AF/WVZA-F	Marion-Carbondale	Sold to WQUL-F/WTAO-F	5,900,000	
WSUS-F	Franklin, NJ	Sold to Nassau	4,400,000	Serafin
WAQB-F	Brighton (Rochester), NY	Sold to American Radio Systems	3,500,000	Blackburn
WGRR-F	Cincinnati	From Dalton to American Radio Systems	30,000,000	MVP
KZSR-F (92.9)	Reno	Sold to Citadel	1,300,000	Kaili
WSNO/WORK-F	Barre, VT	Sold by Kimel	1,500,000	
WWSR/WLFE-F	St. Albans, VT	Sold by Kimel	1,000,000	

Traded between Bonneville and Entercom:

To Bonneville:	KLDE-F Houston + \$5,000,000			
To Entercom	KMBZ/KLTH-F/KCMO-AF Kansas City and KIRO-AF/KNWX Seattle			
KWAM/KJMS-F	Memphis	From Rivers to Clear Channel	12,500,000	Crisler
KHTC-F	Phoenix	From Bonneville to Nationwide	34,000,000	Star
WWDB-F	Philadelphia	From Mercury to Beasley	65,000,000	Star
WOKY/WMIIL-F	Milwaukee	From Chancellor to Clear Channel	40,000,000	Star
KTAE (1260)	Taylor (Austin), TX		400,000	
WKMC/WHPA-F	Altoona	Sold to Forever	2,000,000	
WBZO-F	Bay Shore (Long Island), NY	Sold to Barnstable	10,000,000	Blackburn
WQCK-F	Clinton (Baton Rouge), LA		2,025,000	Media Svcs.
WZNX-F	Sullivan, IL	Sold to Bud Walters/Cromwell	750,000	
WCPR-F	Biloxi-Gulfport	Sold to Gulf Coast	1,650,000	Bergner
WXBD/WXLS-FWXRG-F/WXYK-F	Biloxi-Gulfport	Sold to Gulf Coast	2,000,000	Bergner
KGEM/KCID-F/KJOT-F/KQXR-F	Boise	From American General to John Lynch	8,000,000	Media Svcs.

Community Pacific sold to Capstar

KENI	Anchorage	\$1,600,000
KASH-AF	Anchorage	3,500,000
KBFX-F	Anchorage	2,400,000
KFIV	Modesto	1,400,000
KJSN-F	Modesto	5,600,000
KJAX	Stockton	500,000
KVFX-F	Stockton/Modesto	2,100,000
KDMI	Des Moines	700,000
KGGO-F	Des Moines	14,000,000
KHKI-F	Des Moines	3,200,000
		<u>\$35,000,000</u>

Benchmark sold to Capstar

WDOV	Dover, DE	\$1,200,000
WDSF-F	Dover, Wilmington	6,500,000
WSRV-F	Smyrna/Dover, DE	2,500,000
WYYD-F	Roanoke	19,400,000
WROV-AF	Roanoke	9,300,000
WCOS-AF	Columbia, SC	14,000,000
WHKZ-F	Columbia, SC	3,500,000
WVOC	Columbia, SC	3,800,000
WSCQ-F	Columbia, SC	4,500,000
KRMD-AF	Shreveport, LA	13,200,000
WSIC/WFMX-F	Statesville/Statesville-Charlotte	13,100,000
WOSC-F	Salisbury-Ocean City	2,400,000
WWFG-F	Salisbury-Ocean City	6,600,000
WOAD	Jackson, MS	1,000,000
WKXI-AF	Jackson, MS	4,400,000
WJMI-F	Jackson, MS	9,600,000
WNTW	Winchester, VA	700,000
WUSQ-F	Winchester, VA	7,200,000
WFQX-F	Winchester, VA	1,800,000
WESC-AF	Greenville-Spartanburg	16,500,000
WFNQ-F	Greenville-Spartanburg	4,000,000
WJMZ-F	Greenville-Spartanburg	8,900,000
WMCZ-F	Montgomery	6,500,000
WZHT-F	Montgomery	12,000,000
		<u>\$173,000,000</u>

# INDIVIDUAL MARKET REPORTS

## Definitions, Clarifications and Explanations

Even long-term subscribers should review these pages carefully. We have made numerous changes and additions to American Radio. Your understanding of the Individual Market Reports will be far greater if you are familiar with the systems and methodologies used.

The best way to explain an Individual Market Report is to go through it section by section. We'll use Indianapolis from Fall 1996 as an example, starting at the top left of the report:

Arbitron Rank:	36	Pop (12+):	1,124,000
MSA Rank:			35
MSA Pop:			1,480,000
DMA #			25
Average Persons Ratings:			15.6
Market TSL in Hours:			20.50

The Arbitron rank is based on the 12+ population of the Arbitron metro survey area. The rank number (36 in this case) is Indianapolis's ranking among the 262 Arbitron standard radio markets.

The MSA (Metropolitan Statistical Area) rank is shown along with the total (0+) estimated population. Where the market is split into two or more MSA's, at least the largest is listed.

The Nielsen TV DMA (Designated Market Area) ranking is found directly below MSA rank. We note those cases in which a radio market is combined with others within a single DMA (such as Harrisburg-Lancaster-York, PA).

The Average Persons Rating indicates the percentage of the metro 12+ population which is using any and all radio in an average quarter-hour anytime during the broadcast week, Monday-Sunday, 6 AM-12 Midnight. The Average Persons Rating is roughly comparable to television's Persons Viewing Television (PVT) figure.

Market TSL (Time Spent Listening) is the time the average radio listener spent with any and all radio over the entire week. In this case, the average listener spent 20.50 hours listening to radio over the broadcast week.

Now we'll move to the top center column of information.

Stations:	24 / 23
Diaries	2866 / 392:1/55.3%
Sample Target:	2,810
% Below Line:	1.0
% Not Listed:	8.8
Pop per Station:	48,870

There were 24 stations listed in the Indianapolis Arbitron market report. Of those 24, 23 were home to the Arbitron metro survey area – listed "above the line." Thus, two stations listed are licensed to cities outside the metro, but they still accumulated enough listening within the Indianapolis metro to rate inclusion in the market report. Please be aware, however, that some stations appear above the line by virtue of its chosen home city of identification rather than by its FCC authorized city of license.

The information contained in "Diaries" is a bit complex but is all quite important. It gives you a thumbnail sketch of Arbitron's success in sending out and retrieving diaries in the market.

2866 – the number of usable (in-tab) diaries return from respondents in the metro survey area (In general, the higher the number, the better.)

392:1 – an approximate "persons per diary" value: in the metro, the average diary represents 389 persons 12+ (generally, the lower the number, the better)

55.3% – this is "return rate": total usable (in-tab) diaries expressed as a percentage of the total individuals who were sent a diary (again, higher is better). This number represents total diaries from the metro and does not necessarily indicate return from any individual sex/age group. It is not a percentage of total people contacted, but rather, a percentage of the total number of diaries sent out.

Sample Target is the number of usable (in-tab) diaries Arbitron designates for the market – its goal for return. Over the past few years, Arbitron has raised its market sample targets by at least 15% (and, in some cases, by as much as 70%) in response to broadcasters' concerns over unstable results.

The "% Below Line" figure indicates the percentage of total radio listening accumulated by "below the line" stations. This figure, along with the next, "% Not Listed", indicates how much listening in the market is not available to the local commercial stations. This may affect CPM's as well as the effectiveness and salability of local radio. "% Not Listed" reflects listening to stations that did not qualify for listing: distant stations, marginal local stations and public/non-commercial stations.

However, the "% Below Line" figures does not include the listening to home to the market which were placed "below the line" for violating one of Arbitron's policies on "special station activities" (which include on-air mentions of the radio ratings, or any other acknowledgment that the market's radio listening is being surveyed). The audience estimates of such stations are still considered as home to the market, although, in accordance with Arbitron policy, we will note local stations that have been placed "below the line."

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

Next, we move to the top right column:

**Last Year's Revenue:** \$62,000,000  
**Household Income:** \$45,665  
**Retail Dollars:** \$14.1 Bil  
**#1 Biller:** WFBQ-F \$14,000,000  
**#1 Billing Portfolio:**  
 Emmis duop \$18,500,000

The revenue estimates are based on figures found in the 1996 edition of **Duncan's Radio Market Guide**. The figures are gross, excluding "trade."

"HH Income" is Consumer Spendable Income per household. The estimate for Indianapolis is \$45,665.

Retail Dollars is the market's estimated Total Retail Sales – in this case, \$14.1 Billion. The data are based on *Sales & Marketing Management's Survey of Buying Power*, and is dated 1 January, 1996.

The #1 Biller is that station I believe to be the leading biller in the market, along with its estimated 1995 gross revenue. It is extracted from **Duncan's Radio Market Guide**.

The next section is the trended 12+ information:

12+ Metro	Format	% Share	Win 96	Fal 95	Sum 95	Spr 95	4 Book Avg	12+ Metro Cume / Rating	95	95	12+ TSA AQH / Cume	Revenue Level		
1	WFBQ-F	AOR/T	223 / 12.7	11.7	11.3	10.9	14.0	11.7	3014 / 26.8	25.4	30.3	363 / 3848	I	WFBQ-F

All the figures in this section are based upon the Broadcast Week (Mon-Sun, 6 AM-12 Mid). All audience figures are in hundreds (00); ratings and shares are always percentages.

First is the station's 12+ Broadcast Week ranking, based on its average quarter hour persons figure. Next to the station's calls is a format code. The legend is as follows:

- AC - Adult Contemporary
- AOR - Album Oriented Rock (may have suffixes: NR = New Rock; P = Progressive/Alternative; /CL = high % of Classic AOR)
- B - Black (audience is 75% or more Black)
- CHR - Contemporary Hit Radio, Top 40, Contemporary
- CL AOR - Classic Rock, Classic AOR
- CL - Classical
- C - Country
- FS - Full Service
- E - Ethnic (Foreign Language)
- EZ - Easy Listening, Beautiful Music
- G - Gospel
- J - Jazz, New Adult Contemporary
- N - News
- O - Oldies ("O-70S" indicates 70's Oldies)
- REL - Religion, Christian, Christian music
- SAC - Soft Adult Contemporary
- SP - Hispanic/Spanish
- SPRTS - Sports
- ST - Standards, Big Bands, Nostalgia
- T - Talk
- U - Urban (75% or more of audience is non-white)
- ? - Other, Unknown

These codes may be joined to best represent a station's individual format. The code that comes first is the one that represents the station's primary programming: FS/C is a Full Service station that also plays some Country music.

Within the numbers, reading from left to right, WFBQ-FM has 22,300 listeners per average quarter hour in the metro. This gives it a 12.7 share of audience during the latest survey period. Historical shares follow, along with a four-book average (the most recent survey, plus the three that precede it).

Next is the metro cume (cumulative) audience and cume rating (cume audience expressed as a percentage of 12+ population). WFBQ-FM has 301,400 cume listeners 12+, which give it a 26.8 cume rating. Historical cume ratings follow.

The Revenue Level provides an estimate of revenue of most, but often, not all, stations home to the market. No revenue level is provided for out-of-market stations; for those, look in their home market. For some stations – indeed, entire markets, in some cases – no revenue estimates are possible. Revenue levels are based on the stations' estimated revenues contained in the latest **Duncan's Radio Market Guide**.

The codes for revenue levels are:

A -	Less than \$500,000	G -	\$ 5,000,000 to \$ 6,999,999
B -	\$500,000 to \$1,000,000	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		

Then there's a line by itself:

12 + FM Share (Metro): 82.59% ( 1319 of 1597 ) (Fall 95: 80.51% )

These figures show how much of the market's listening goes to FM stations. These figures are calculated by adding up the Mon-Sun, 6 AM-12 Mid quarter-hour audience estimates for all the listed stations and dividing into it the total quarter-hour audience estimates for all listed FM stations. There is, of course, listening to stations which do not qualify for a listing in the Arbitron report. However, by definition, this amount is small and should not significantly affect the percentage.

Next are the 21 demographic and daypart rankings. We are not allowed to print actual ratings figures, per our agreement with Arbitron. The number of stations listed depends on the size of the market. All of these rankings are based on metro area average quarter-hour persons audience estimates:

Teens:	Persons 12-17, Mon-Sun, 6 AM-12 Mid
18-34:	Adults 18-34, Mon-Sun, 6 AM-12 Mid
18-49:	Adults 18-49, Mon-Sun, 6 AM-12 Mid
25-49:	Adults 25-49, Mon-Sun, 6 AM-12 Mid
25-54:	Adults 25-54, Mon-Sun, 6 AM-12 Mid
35+:	Adults 35+, Mon-Sun, 6 AM-12 Mid
12+ AMD:	Total persons 12+, Mon-Fri, 6-10 AM
12+ MID:	Total persons 12+, Mon-Fri, 10 AM-3 PM
12+ PMD :	Total persons 12+, Mon-Fri, 3-7 PM
12+ EVE:	Total persons 12+, Mon-Fri, 7 PM-12 Mid
Overnight :	Total persons 12+, Mon-Sun, 12 Mid-6 AM
Wom 18-24:	Women 18-24, Mon-Sun, 6 AM-12 Mid
Wom 18-34:	Women 18-34, Mon-Sun, 6 AM-12 Mid
Wom 25-34:	Women 25-34, Mon-Sun, 6 AM-12 Mid
Wom 18-49:	Women 18-49, Mon-Sun, 6 AM-12 Mid
Wom 25-54:	Women 25-54, Mon-Sun, 6 AM-12 Mid
Men 18-24:	Men 18-24, Mon-Sun, 6 AM-12 Mid
Men 18-34:	Men 18-34, Mon-Sun, 6 AM-12 Mid
Men 25-34:	Men 25-34, Mon-Sun, 6 AM-12 Mid
Men 18-49:	Men 18-49, Mon-Sun, 6 AM-12 Mid
Men 25-54:	Men 25-54, Mon-Sun, 6 AM-12 Mid

If a station's call letters are followed by a > symbol, there is a very large difference between that station and the station that follows it in the rankings. A >> means there is a huge difference between the marked station and the next ranked station -- around 10 shares or the marked station has twice as much audience as the next one. In a few cases, you'll see a >>>, which means the marked station has triple the audience of (or a lead of 15 shares over) the next ranked station. Conversely, the < symbol indicates the marked station has a very small lead over the next-ranked station -- 10 % or less.

A few stations from inside and outside the metro that have relatively small average quarter-hour audiences are found under "Other Rated Stations." For them, we show only their call letters/band identifier, format, frequency, city of license, metro 12+ total week share and metro 12+ cume rating.

With this Fall report, we begin providing a summary of Format Performance (in the past found only in the Spring **American Radio**, based on total broadcast week, metro 12+ average quarter-hour audience. The table includes every format in the market and the audience of every station which shows up in the Arbitron market report. Here's an example:

Country	AM	FM	Total	%	Spr 96
	0 (0)	326 (4)	326 (4)	20.4%	21.4%

In this market, there are no AM Country stations, but there are 4 FM Country stations which compiled a total 12+ metro audience of 32,600 in an average quarter-hour. The total audience to Country among listed stations is also 32,600, or 20.4% of all listening to stations listed in the market report. Last year, 21.4% of all listening to listed stations was to Country stations.

Next is the Consolidation Report, which provides summed 12+ and 25-54 audience shares and the share of last year's revenue accountable to consolidated radio operations in the market. Here's an example:

Emmis	12+	25-54	Revenue
WENS-FM, WIBC-AM, WNAP-FM	19.5%	19.4%	29.6%

The three operations owned by Emmis in Indianapolis, WENS-FM, WIBC and WNAP-FM combined attracted 19.5% of the 12+ total week metro audience and 19.4% of the adults 25-54 total week metro audience, as well as 29.6% of last year's revenue in the market.

In most cases, the consolidated operations presented in this report were in effect during the survey, or were acquisitions announced sometime during the survey period.

The last two sections provide an update on station facilities and happenings in the market. For example, here are sample listings from Indianapolis:

WIBC	1070	50 KW/10 KW (DA-2)	Talk/Full Svc	ABC, AP	\$110.00	Christal	Emmis
WFBQ	94.7	47 KW @ 892	AOR/Talk	Source	\$258.00	Katz	SFX, pend.

The facilities data (power, directionality, antenna height) are taken from the FCC technical files. In this case, the AM, WIBC, operates on 1070 with 50,000 watts days and 10,000 watts nights, with separate directional patterns day and night. Abbreviations you may find accompanying AM stations' power information are:

DA, Days	Directional daytime-only operation
DA-N	Directional antenna at night only (non-directional days)
DA-1	Same directional pattern day and night
DA-2	Different directional patterns day and night
DA-D	Fulltimer that's directional only during the day (very uncommon)

WIBC programs primarily Talk, with a healthy dose of general information that we call Full Service.

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

ABC	ABC (includes former SMN)	SRN	Salem Radio Network
AP	Associated Press Radio	Talknt, Tiknt	Westwood One Talknet Radio
AURN	American Urban Radio	TARN	Talk America Radio Network
BRN	Business Radio Network	UBN	United Broadcasting Network
CBS	CBS	UPI	United Press International Radio
CNN	Westwood One CNN+	USA	USA Radio
CRC	Cadena Radio Centro	Westwd, WW1	Westwood One
SBUSA	Sports Byline USA	1-on-1, 1/1	One-on-One Sports Radio
Source	Westwood One Source		

The spot rate is our estimate of each station's average unit rate. The unit rate estimate is what we project is the average rate for all spots run on the station. This estimate usually is derived by taking the station's gross billings and working backwards, with a formula based on spots per hour, the percentage of inventory sold and other factors.

Following spot rate are the station's national sales representative firm (if any), the station's group ownership (if any) and its city of license if it's somewhat removed from the population core of the metro.

The final section is "Notes," in which we attempt to provide a thumbnail sketch of significant changes in the radio market, including:

Call letter changes – both old and new of stations which have changed their identity since the last issue of **American Radio**, with a date of change, if available.

Major format changes – with indication of their old and new place within our format categories.

Station sales – proposed sales in each market, with price and broker, where possible. In some cases, the price has been estimated by Jim Duncan. Please understand these sales may not necessarily close.

Miscellaneous comments – relevant comments and observations which come to mind as we prepare the book.

Finally, in most markets, you'll find Jim Duncan's Comments on results from the Fall 1996 Arbitron.

We hope you find this edition of **American Radio** interesting and useful. Let us know what you think and any improvements you'd like to see.

**AMERICAN RADIO**  
FALL 1996  
INDIVIDUAL MARKET REPORTS

# AKRON

**Arbitron Rank:** 67 **Pop (12+)** 571,800  
**MSA Rank:** 76  
**MSA Pop:** 682,000  
**DMA:** Cleveland (#13)  
**Average Persons Rating:** 16.7  
**Market TSL In Hours** 22.00

**Stations** 30 / 7  
**Diaries:** 1,786/320:1/56.2%  
**Sample Target:** 1,760  
**% Below Line:** 55.9  
**% Not Listed:** 13.8  
**Pop per Station:** 81,686

**Last Year's Revenue:** \$14,900,000  
**Household Income:** \$40,820  
**Retail Dollars:** \$6.5 Bil.  
**#1 Biller:** WKDD-F \$3,800,000  
**#1 Billing Portfolio:** WAKR/WONE-F/WQMX-F \$7,500,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 96	12+ TSA AQH / Cume	Revenue Level	
1	WMJI-F	O	76 / 8.0	5.4	8.9	5.2	5.7	8.4	1004 / 17.6	18.5	15.0	113 / 1724	WMJI-F
2	WQMX-F	C	66 / 6.9	7.5	8.5	6.7	7.2	6.9	974 / 17.0	13.7	14.8	117 / 1833	D WQMX-F
3	WNIR-F	T	60 / 6.3	6.1	4.9	5.7	5.3	5.7	634 / 11.1	10.2	9.8	72 / 870	D WNIR-F
4	WONE-F	AOR	58 / 6.1	6.8	7.1	6.2	5.4	6.5	912 / 15.9	16.8	15.2	115 / 1816	E WONE-F
	WDOK-F	SAC	58 / 6.1	5.0	5.3	6.7	6.1	5.8	841 / 14.7	13.8	15.1	80 / 1293	WDOK-F
6	WGAR-F	C	51 / 5.3	4.6	4.9	4.3	4.7	4.8	736 / 12.9	12.0	13.1	83 / 1195	WGAR-F
7	WKDD-F	CHR/AC	48 / 5.0	6.0	5.8	5.7	5.4	5.6	870 / 15.2	14.8	13.2	75 / 1488	E WKDD-F
8	WAKR	FS	41 / 4.3	4.9	3.2	4.9	4.6	4.3	699 / 12.2	10.3	11.8	44 / 814	C WAKR
9	WMMS-F	AOR	36 / 3.8	3.7	3.9	3.8	4.4	3.8	792 / 13.8	15.7	14.0	66 / 1410	WMMS-F
10	WNCX-F	CL AOR	35 / 3.7	3.7	4.5	4.3	5.1	4.0	728 / 12.7	13.3	13.7	68 / 1278	WNCX-F
11	WRMR	ST	32 / 3.4	3.0	2.3	3.6	3.2	3.1	290 / 5.1	4.8	6.1	50 / 517	WRMR
12	WZAK-F	B	31 / 3.2	3.6	3.2	2.9	3.2	3.2	500 / 8.7	8.3	10.0	45 / 680	WZAK-F

12+ FM Share (Metro): 83.45 % ( 686 of 822 ) ( Fall 95: 82.49 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WQMX-F	1 WONE-F <	1 WONE-F	1 WMJI-F	1 WMJI-F >	1 WMJI-F	1 WMJI-F	1 WNIR-F <	1 WQMX-F	1 WQMX-F	1 WQMX-F >
WMMS-F	2 WQMX-F <	WQMX-F <	2 WONE-F <	2 WONE-F <	2 WNIR-F <	2 WNCX-F <	2 WMJI-F	2 WMJI-F <	2 WMMS-F	2 WNIR-F <
3 WENZ-F	3 WKDD-F	3 WMJI-F	3 WQMX-F <	3 WKDD-F	3 WDOK-F	3 WNIR-F	3 WDOK-F	3 WONE-F	WONE-F	3 WMJI-F <
WZJM-F	4 WMMS-F	4 WKDD-F	4 WKDD-F	WQMX-F <	4 WAKR	4 WDOK-F <	4 WONE-F <	4 WDOK-F <	4 WZAK-F <	4 WDOK-F
WZAK-F	5 WNCX-F	5 WNCX-F <	5 WNCX-F <	5 WDOK-F	5 WGAR-F <	5 WAKR <	5 WQMX-F	5 WNIR-F	5 WMJI-F	WAKR
WQAL-F	6 WZAK-F <	6 WGAR-F <	6 WGAR-F <	6 WGAR-F	6 WRMR <	6 WKDD-F <	6 WGAR-F <	6 WGAR-F <		
	7 WGAR-F	7 WMMS-F	7 WDOK-F		7 WQMX-F	7 WQMX-F <	7 WKDD-F			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54
1 WQMX-F	1 WKDD-F	1 WKDD-F >	1 WKDD-F <	1 WMJI-F
2 WKDD-F >	2 WQMX-F >	2 WQMX-F	2 WQMX-F	2 WKDD-F <
3 WZAK-F	3 WONE-F	WGAR-F	3 WMJI-F	3 WDOK-F
4 WZJM-F	4 WZAK-F	WONE-F	4 WONE-F <	4 WQMX-F
WONE-F	5 WGAR-F	5 WMJI-F	5 WGAR-F <	5 WGAR-F
		WZAK-F	6 WDOK-F <	6 WONE-F
		WMMS-F	7 WZAK-F <	

Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WONE-F	1 WONE-F	1 WONE-F	1 WONE-F	1 WMJI-F
2 WQMX-F	2 WMMS-F	2 WNCX-F	2 WMJI-F <	2 WONE-F
3 WMMS-F >>	3 WNCX-F <	3 WMMS-F	3 WQMX-F	3 WNCX-F
	4 WQMX-F	4 WKDD-F >	4 WNCX-F	4 WQMX-F
	5 WKDD-F >		5 WMMS-F	5 WGAR-F
				WNIR-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WHLO	REL	640 Akron	0.4 2.3 7 247
WTOU	BVO	1350 Akron	1.3 3.1 12 189

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WCLV-F	CL	95.5 Cleveland	1.5 4.3 17 324
WENZ-F	AOR-NR	107.9 Cleveland	1.8 9.7 22 799
WHBC	FS	1480 Canton	0.3 1.0 98 1083
WHBC-F	AC	94.1 Canton	0.9 4.4 84 1310
WHOT-F	CHR	101.1 Youngstown	0.6 2.9 11 290
WKNR	SPRTS	1220 Cleveland	2.5 9.9 37 886
WLTF-F	AC	106.5 Cleveland	2.1 7.9 33 834
WNWV-F	J	107.3 Elyria	1.8 5.9 24 463
WQAL-F	AC	104.1 Cleveland	2.6 11.1 41 1105
WQXK-F	C	105.1 Salem	2.0 6.7 67 1024
WRQK-F	AOR	106.9 Canton	1.0 6.2 63 1225
WTAM	T	1100 Cleveland	2.1 7.0 41 860
WTOF-F	REL	98.1 Canton	0.4 1.9 12 353
WYFM-F	AC/CHR	102.9 Sharon, PA	0.3 1.2 4 88
WZJM-F	CHR	92.3 Cleveland Heights	1.9 7.4 25 562
WZKL-F	O	92.5 Alliance	0.5 1.6 39 616



# AKRON

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	57 (4)	57 (4)	6.9 %	0.0 %	<b>Local</b> WAKR-AM, WONE-FM, WQMX-FM	17.3 %	16.4 %	50.3 %
AOR/Classic/NR	0 (0)	156 (5)	156 (5)	19.0 %	23.8 %		17.3 %	16.4 %	50.3 %
Black/Urban	12 (1)	31 (1)	43 (2)	5.2 %	4.9 %				
CHR	0 (0)	72 (3)	72 (3)	8.8 %	8.9 %				
Classical	0 (0)	14 (1)	14 (1)	1.7 %	0.0 %				
Country	0 (0)	136 (3)	136 (3)	16.5 %	17.7 %				
Full Service	44 (2)	0 (0)	44 (2)	5.4 %	4.9 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	17 (1)	17 (1)	2.1 %	0.0 %				
News/Talk	20 (1)	60 (1)	80 (2)	9.7 %	11.7 %				
Oldies	0 (0)	81 (2)	81 (2)	9.9 %	10.7 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	4 (1)	4 (1)	8 (2)	1.0 %	0.0 %				
Soft AC/EZ	0 (0)	58 (1)	58 (1)	7.1 %	8.1 %				
Sports	24 (1)	0 (0)	24 (1)	2.9 %	5.8 %				
Standards	32 (1)	0 (0)	32 (1)	3.9 %	3.6 %				
<b>Totals</b>	<b>136 (7)</b>	<b>686 (23)</b>	<b>822 (30)</b>						

### AM Stations

WAKR	1590	5 kw (DA-N)	Full Service	Westwd, ABC	\$37.00	Christal	WQMX duop
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### FM Stations

WKDD	96.5	50 kw @ 441	CHR/AC		\$71.00	Eastman	Barnstable
WNIR	100.1	1.95 kw @ 390	Tak	CBS	\$50.00	Banner	Kent
WONE	97.5	12 kw @ 890	AOR		\$67.00	Christal	WQMX duop
WQMX	94.9	16.2 kw @ 878	Country		\$60.00	Christal	

Notes: Other ranked stations: See Cleveland . . . 9/96 WHLO/WTOF-F sold by Mortenson to Salem (semi-duop with WHK Cleveland) for \$8,000,000

Jim Duncan

Comments: I believe this is the first time WMJI-F has led Akron in 12+ . . . WNIR-F had its best 12+ share since Spring 95 . . . WKDD-F had its lowest 12+ share since Fall 94

# ALBANY-SCHENECTADY-TROY

**Arbitron Rank:** 57 **Pop (12+)** 732,700  
**MSA Rank:** 67  
**MSA Pop:** 877,000  
**DMA:** 52  
**Average Persons Rating:** 16.1  
**Market TSL in Hours** 21.25

**Stations** 32 / 31  
**Diaries:** 2,054/357:1/57.2%  
**Sample Target:** 2,030  
**% Below Line:** 0.7  
**% Not Listed:** 12.9  
**Pop per Station:** 23,635

**Last Year's Revenue:** \$26,100,000  
**Household Income:** \$46,196  
**Retail Dollars:** \$8.0 Bil.  
**#1 Biller:** WGNA-AF \$5,000,000  
**#1 Billing Portfolio:**  
**SFX duop+** \$9,050,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WGNA-AF	C	130 / 11.1	11.7	13.2	12.9	11.3	12.2	1485 / 20.3	21.9	21.8	213 / 2479	G	WGNA-AF
2	WYJB-F	SAC	118 / 10.0	9.0	6.9	7.9	8.2	8.5	1508 / 20.6	18.4	19.5	148 / 2023	D	WYJB-F
3	WGY	FS	113 / 9.6	9.3	8.3	10.0	9.5	9.3	1550 / 21.2	20.5	21.5	153 / 2149	D	WGY
4	WFLY-F	CHR	108 / 9.2	8.1	9.5	8.2	9.1	8.8	1771 / 24.2	25.0	23.7	138 / 2314	E	WFLY-F
5	WPYX-F	AOR	91 / 7.7	7.4	7.5	6.7	6.4	7.3	1301 / 17.8	18.3	16.6	138 / 2067	E	WPYX-F
6	WABY-AF	ST	85 / 7.2	6.1	6.2	6.1	5.5	6.4	877 / 12.0	10.7	9.9	97 / 1018	A	WABY-AF
7	WRVE-F	AC/AOR	64 / 5.4	5.6	4.7	5.1	4.6	5.2	1099 / 15.0	15.5	12.9	87 / 1563	D	WRVE-F
8	WQBK-FF	AOR-NR	63 / 5.4	5.6	5.5	5.7	6.5	5.5	1252 / 17.1	16.0	16.2	94 / 1769	C	WQBK-FF
10	WKLI-FF	AC/CHR	27 / 2.3	3.2	2.8	4.0	4.8	3.1	778 / 10.6	10.4	12.0	39 / 993	D	WKLI-FF
9	WHRL-F	J	27 / 2.3	1.7	1.5	1.1	1.8	1.7	330 / 4.5	3.4	3.9	29 / 370	A	WHRL-F
11	WQBK	T	24 / 2.0	1.7	1.4	1.9	1.7	1.7	440 / 6.0	4.6	4.8	24 / 444	A	WQBK
12	WTRY	O	20 / 1.7	1.6	1.6	1.3	1.3	1.5	450 / 6.1	4.9	5.6	22 / 478	A	WTRY
13	WXLE-F	AOR-P	19 / 1.6	1.9	1.9	1.1	1.6	1.6	378 / 5.2	5.7	5.3	21 / 430		WXLE-F
14	WROW	T	18 / 1.5	1.4	1.2	1.3	1.7	1.4	487 / 6.6	5.6	6.7	20 / 534	A	WROW
15	WPTR-F	C	16 / 1.4	0.8	1.4	1.4	0.6	1.2	268 / 3.7	4.4	3.1	17 / 293		WPTR-F
	WXCR-F	CL AOR	16 / 1.4	2.7	2.7	2.1	2.8	2.2	476 / 6.5	10.4	9.8	22 / 806		WXCR-F
	WEQX-F	AOR-NR	16 / 1.4	1.3	1.5	1.2	1.8	1.3	432 / 5.9	6.2	6.3	26 / 672	A	WEQX-F

12+ FM Share (Metro): 79.79 % ( 817 of 1024 ) ( Fall 95: 79.35 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WFLY-F >>>	1 WPYX-F	1 WGNA-AF <	1 WGNA-AF	1 WGNA-AF <	1 WGY	1 WGY <	1 WYJB-F <	1 WGNA-AF	1 WFLY-F >	1 WGY >
2 WQBK-FF >>	2 WFLY-F	2 WPYX-F	2 WYJB-F	2 WYJB-F	2 WYJB-F <	2 WGNA-AF <	2 WGY	2 WYJB-F <	2 WGNA-AF	2 WGNA-AF
	3 WGNA-AF	3 WFLY-F <	WPYX-F	3 WPYX-F	3 WGNA-AF <	3 WYJB-F	3 WGNA-AF	3 WFLY-F	3 WGY	
	4 WQBK-FF	4 WYJB-F	4 WRVE-F	4 WRVE-F <	4 WABY-AF >>	4 WQBK-FF <	4 WABY-AF <	4 WPYX-F <	4 WYJB-F <	
	5 WRVE-F	5 WRVE-F	5 WFLY-F >	5 WFLY-F		5 WPYX-F <	5 WPYX-F <	5 WABY-AF <	5 WPYX-F	
	WYJB-F >>	6 WQBK-FF	6 WQBK-FF	6 WGY		6 WFLY-F	6 WFLY-F	6 WGY	6 WRVE-F	
			7 WGY					7 WRVE-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 WFLY-F >>	1 WFLY-F	1 WGNA-AF <	1 WYJB-F	1 WYJB-F	1 WPYX-F >	1 WPYX-F >>	1 WPYX-F >>	1 WPYX-F >	1 WPYX-F	
2 WGNA-AF	2 WGNA-AF	2 WFLY-F	WFLY-F <	2 WGNA-AF	2 WQBK-FF	2 WQBK-FF	2 WRVE-F	2 WGNA-AF	2 WGNA-AF	
3 WYJB-F	3 WYJB-F >	3 WYJB-F >	3 WGNA-AF >	3 WFLY-F >	3 WFLY-F	3 WFLY-F <	WFLY-F <	3 WQBK-FF	3 WRVE-F	
	WQBK-FF >	4 WPYX-F	4 WPYX-F	4 WRVE-F	4 WRVE-F <	4 WGNA-AF >	4 WGNA-AF <	4 WQBK-FF <	WRVE-F	4 WYJB-F <
5 WPYX-F	5 WQBK-FF	5 WRVE-F >>	5 WPYX-F	5 WGY	5 WXCR-F	5 WRVE-F >>	5 WGNA-AF >>	5 WFLY-F	5 WQBK-FF	5 WQBK-FF
	WKLI-FF			6 WPYX-F	6 WRVE-F			6 WYJB-F >	6 WGY	6 WGY
								7 WFLY-F >	7 WFLY-F >	

Consolidation Report	12+	25-54	Revenue
<b>Dame</b>	17.3 %	18.9 %	22.4 %
WHRL-FM, WGY-AM, WRVE-FM			
<b>Local</b>	22.1 %	21.7 %	22.8 %
WYJB-FM, WROW-AM, WFLY-FM, WPTR-FM			
<b>Radio Enterprises</b>	8.7 %	7.2 %	10.2 %
WQBK-AM, WQBK-FM, WQBJ-FM, WXCR-FM			
<b>SFX</b>	21.5 %	25.9 %	34.7 %
WYSR-FM, WTRY-AM, WPYX-FM, WGNA-FM, WGNA-AM			
	<b>69.5 %</b>	<b>73.7 %</b>	<b>90.1 %</b>

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBKK-F	CL	97.7	Amsterdam 0.6 2.3 9 226
WBUG-F	C	101.1	Ft. Plain 0.7 1.2 14 196
WCSS	ST	1490	Amsterdam 0.4 1.0 6 100
WDCD-AF	REL	96.7	Clifton Park 0.7 2.7 8 213
WHAZ-AF	REL	1330	Troy 0.3 1.3 6 112
WJKE-F	AC	101.3	Stillwater 1.1 3.4 14 301
WSRD-F	O	104.9	Johnstown 0.3 1.0 9 124
WYSR-F	O	98.3	Rotterdam 1.0 5.4 13 435
			<b>Metro Share Cume TSA</b>
<b>Other Rated Stations—Outside Market</b>	<b>Share</b>	<b>Rating</b>	<b>AQH Cume</b>
WJIV-F	REL	101.9	Cherry Valley 0.7 1.9 11 194

# ALBANY-SCHENECTADY-TROY

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	40 (3)	40 (3)	3.9 %	4.1 %
AOR/Classic/NR	0 (0)	268 (7)	268 (7)	26.2 %	28.1 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	108 (1)	108 (1)	10.5 %	11.2 %
Classical	0 (0)	7 (1)	7 (1)	0.7 %	0.8 %
Country	4 (1)	150 (3)	154 (4)	15.0 %	17.6 %
Full Service	113 (1)	0 (0)	113 (1)	11.0 %	9.9 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	27 (1)	27 (1)	2.6 %	1.8 %
News/Talk	42 (2)	0 (0)	42 (2)	4.1 %	3.1 %
Oldies	20 (1)	16 (2)	36 (3)	3.5 %	6.2 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	6 (2)	15 (3)	21 (5)	2.1 %	1.0 %
Soft AC/EZ	0 (0)	118 (1)	118 (1)	11.5 %	8.2 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %
Standards	22 (2)	68 (1)	90 (3)	8.8 %	7.8 %
<b>Totals</b>	<b>207 (9)</b>	<b>817 (23)</b>	<b>1024 (32)</b>		

## AM Stations

Station	Freq	Power	Format	Comments	Advertiser	Agency
WABY	1400	1 kw	Standards	Westwd, CNN	\$17.00	Christal Bendat
WGNA	1460	5 kw (DA-N)	See WGNA-F			
WGY	810	50 kw	Full Service	ABC	\$52.00	Katz Dame
WQBK	1300	5 kw (DA-2)	News/Talk	Westwd, ABC, CBS	\$20.00	D & R Radio Ent./Arcara
WROW	590	5 kw/1 kw (DA-2)	Talk	CBS, AP, UPI	\$20.00	Allied WFLY owner
WTRY	980	5 kw (DA-N)	Oldies	Westwd	\$<20.00	Mc-Guild SFX

## FM Stations

Station	Freq	Power	Format	Comments	Advertiser	Agency
WABY	94.5	3 kw @ 328	Standards		\$20.00	Banner Ravensburg
WEQX	102.7	1.3 kw @ 2490	AOR-New Rock	AP, ABC	\$<20.00	Manchester, VT
WFLY	92.3	17 kw @ 850	CHR	ABC	\$65.00	Allied
WGNA	107.7	12 kw @ 984	Country	Westwd	\$98.00	Mc-Guild SFX
WHRL	103.1	3 kw @ 325	Jazz	Westwd	\$<20.00	Dame
WKBE	100.3	1.45 kw @ 1312	See WKLI-F			Warrensburg
WKLI	100.9	6 kw @ 300	AC/CHR		\$59.00	Banner Bendat
WPTR	96.3	0.5 kw @ 1119	Classic Country	ABC	\$NA	Allied Voorheesville
WPYX	106.5	16 kw @ 902	AOR	ABC	\$66.00	Mc-Guild SFX
WQBJ	103.5	50 kw @ 492	See WQBK-F			Cobleskill
WQBK	103.9	6 kw @ 300	AOR	CBS	\$40.00	Eastman Radio Ent./Arcara
WRVE	99.5	15 kw @ 927	AC/AOR		\$50.00	Katz Dame
WXCR	102.3	4.1 kw @ 387	Classic AOR	Westwd	\$22.00	Eastman Radio Ent./Arcara
WYLE	104.5	5 kw @ 351	AOR-Prog	ABC	\$<20.00	Christal Ballston Spa
WYJB	95.5	12 kw @ 1023	Soft AC		\$54.00	Allied WFLY duop

Notes: 9/96 WYSR-F sold by Jarad to SFX (D+) for \$1,000,000 . . . 9/96 WZRQ-F sold by D. Arcara to Radio Enterprises/Arcara (D) for \$1,000,000 . . . 10/96 WHRL-F sold by Robt. Hill to Dame (D) for \$2,632,000 (Kozacko) . . . 10/96 WZRQ-F changed from AOR to Classic AOR as WXCR-F . . . 1/97 WYSR-F changed calls to WTRY-F; will resume simulcast of WTRY

Jim Duncan

Comments: WYJB-F hit double-figures for the first time in many years . . . WABY-AF had a record high 12+ share . . . WHRL-F had its third consecutive up book (it is an impressive Jazz station)

# ALBUQUERQUE

<b>Arbitron Rank:</b> 71 Pop (12+) 546,300	<b>Stations:</b> 32 / 29	<b>Last Year's Revenue:</b> \$27,000,000
<b>MSA Rank:</b> 79	<b>Diaries:</b> 1,762/310:1/51.1%	<b>Household Income:</b> \$39,273
<b>MSA Pop:</b> 665,000	<b>Sample Target:</b> 1,700	<b>Retail Dollars:</b> \$6.7 Bil.
<b>DMA:</b> 48	<b>% Below Line:</b> 1.9	<b>#1 Biller:</b> KRST-F \$4,800,000
<b>Average Persons Rating:</b> 16.5	<b>% Not Listed:</b> 9.2	<b>#1 Billing Portfolio:</b>
<b>Market TSL In Hours:</b> 21.50	<b>Pop per Station:</b> 18,838	Citadel duop+ \$15,900,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	KRST-F	C	91 / 10.1	9.9	10.8	8.9	10.3	9.9	1175 / 21.5	22.8	21.3	121 / 1587	F	KRST-F
2	KKOB	FS	83 / 9.2	7.8	8.3	7.7	8.3	8.3	1100 / 20.1	17.6	21.1	114 / 1564	F	KKOB
3	KKSS-F	CHR	69 / 7.7	7.8	6.4	6.4	6.0	7.1	989 / 18.1	16.7	14.2	99 / 1370	C	KKSS-F
4	KIOT-F	AOR-P	46 / 5.1	3.7	2.9	4.6	4.4	4.1	747 / 13.7	12.4	13.0	63 / 1070	B	KIOT-F
5	KIVA	ST	43 / 4.8	5.5	5.0	3.4	4.5	4.7	446 / 8.2	8.2	7.2	43 / 454	A	KIVA
6	KZKL-F	O	42 / 4.7	3.6	4.5	4.4	3.7	4.3	724 / 13.3	11.6	10.7	44 / 771	C	KZKL-F
	KKOB-F	AC	42 / 4.7	6.1	6.2	4.4	6.7	5.3	892 / 16.3	19.9	19.2	66 / 1377	E	KKOB-F
8	KZRR-AF	AOR	40 / 4.4	3.3	4.5	4.3	3.2	4.1	728 / 13.3	14.1	10.0	55 / 929	D	KZRR-AF
	KHFM-F	CL	40 / 4.4	4.3	4.3	4.7	5.0	4.4	557 / 10.2	12.2	10.3	69 / 930	B	KHFM-F
10	KMGA-F	SAC	35 / 3.9	4.7	4.9	4.8	5.0	4.6	677 / 12.4	13.3	14.4	46 / 882	D	KMGA-F
	KTBL-F	C	35 / 3.9	3.6	3.4	4.4	3.9	3.8	736 / 13.5	10.8	11.7	54 / 1003	B	KTBL-F
	KTEG-F	AOR-NR	35 / 3.9	3.6	3.6	5.7	3.8	4.2	768 / 14.1	15.1	13.5	46 / 1124	C	KTEG-F
13	KLSK-F	CL AOR	27 / 3.0	4.2	2.7	3.3	2.5	3.3	604 / 11.0	10.0	8.9	43 / 959	B	KLSK-F
14	KRZN-F	J	25 / 2.8	1.8	1.9	1.3	1.7	1.9	398 / 7.3	4.4	3.7	26 / 408	A	KRZN-F
15	KLVO-F	SP	23 / 2.6	4.0	2.8	3.6	2.8	3.2	345 / 6.3	5.2	6.1	43 / 467	A	KLVO-F
	KPEK-F	AOR-P	23 / 2.6	2.3	2.9	2.3	3.4	2.5	528 / 9.7	10.9	10.3	29 / 708	C	KPEK-F
17	KRZY-F	C	19 / 2.1	2.7	2.8	3.8	3.2	2.9	265 / 4.9	6.8	8.2	24 / 420	A	KRZY-F
18	KZRQ-F	AC/CHR	16 / 1.8	1.0	1.0	1.0	2.4	1.2	389 / 7.1	4.5	7.0	26 / 555	B	KZRQ-F
19	KALY	SP	11 / 1.2	1.5	0.9	1.2	0.8	1.2	163 / 3.0	1.9	1.6	11 / 163		KALY
20	KRZY	SP	10 / 1.1	1.0	0.8	1.0	1.2	1.0	159 / 2.9	2.5	3.9	10 / 176		KRZY
	KXKS	SP	10 / 1.1	1.1	0.6	1.1	0.4	1.0	119 / 2.2	1.6	2.1	10 / 119		KXKS
22	KTMN-F	AOR-P	9 / 1.0	1.1	1.6	1.3	1.1	1.3	214 / 3.9	4.3	3.3	16 / 338	A	KTMN-F
	KDNR-F	CHR/B	9 / 1.0	1.8	0.8	0.5		1.0	254 / 4.7	3.6		14 / 375		KDNR-F

12+ FM Share (Metro): 78.09 % ( 638 of 817 ) ( Fall 95: 80.74 % )

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 Kkob >	1 Kkob	1 KRST-F <	1 KRST-F	1 KKSS-F >>	1 Kkob
2 KTEG-F >>>	2 KKSS-F >	2 KKSS-F <	2 KIOT-F	2 KIOT-F	2 KRST-F	2 KRST-F >	2 Kkob >	2 KKSS-F	2 KRST-F <	2 KKSS-F >>
	3 KZRR-AF	3 KIOT-F <	3 KZRR-AF <	3 Kkob <	3 KIVA	3 KKSS-F <	3 KIOT-F	3 KIOT-F <	3 Kkob <	3 KRST-F
	4 KTEG-F	4 KZRR-AF <	4 Kkob-F <	4 Kkob-F	4 KHFM-F <	4 KZRR-AF <	KIVA <	4 Kkob	4 KMGA-F <	4 KZKL-F
	5 KIOT-F	5 Kkob-F <	5 KZKL-F	KZKL-F <	5 KZKL-F	5 Kkob-F <	5 KZKL-F <	5 Kkob-F <	5 KTEG-F	
	6 Kkob-F	6 KZKL-F	6 Kkob	6 KZRR-AF	6 KMGA-F	6 KIVA	6 KKSS-F <	6 KZKL-F <	6 KHFM-F <	
	7 KLSK-F	7 Kkob	7 KKSS-F	7 KHFM-F		7 KIOT-F	7 Kkob-F <	7 KTEG-F <	7 KZRQ-F	
	KPEK-F	KTEG-F <	8 KMGA-F	KTBL-F		KZKL-F <	8 KHFM-F <	8 KTBL-F <		
		9 KLSK-F	9 KLSK-F	KMGA-F <		8 KLSK-F		9 KIVA		
								KHFM-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 KKSS-F >>	1 KKSS-F	1 KRST-F >	1 KRST-F	1 KRST-F >	1 KTEG-F	1 KRST-F <	1 KZRR-AF	1 KRST-F	1 KRST-F
2 KRST-F	2 KRST-F	2 KKSS-F	2 KKSS-F	2 Kkob-F	KKSS-F	2 KZRR-AF	2 KRST-F	2 KIOT-F	2 KIOT-F
	KTEG-F	3 Kkob-F >	3 Kkob-F >	3 Kkob-F >	3 KRST-F >	3 KTEG-F	3 KIOT-F >	KZRR-AF	3 KZRR-AF <
	KKOB-F	4 KPEK-F	4 KIOT-F	4 KIOT-F	4 KZRR-AF	4 KKSS-F <	4 KLSK-F	4 KZKL-F <	4 KZRR-F <
5 KMGA-F	5 KZRQ-F	KZRQ-F	KTBL-F <	KTBL-F	KLSK-F	5 KIOT-F	5 KTEG-F	5 KLSK-F <	5 KZKL-F <
	KTBL-F	KTEG-F	KPEK-F	6 KMGA-F <	KKSS-F	6 KLSK-F >	KRZY	6 KKSS-F	6 Kkob
	KPEK-F	7 KIOT-F	7 KLSK-F	7 KZKL-F	7 KMGA-F <	7 KPEK-F	KKSS-F	KTEG-F	7 KLSK-F <
		KZRR-AF	KZRR-AF	KKOB	8 KZKL-F <				8 Kkob-F
		KTBL-F		9 KRZN-F					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KABQ	SP	1350	Abuquerque 0.4 1.3 5 83
KHTL	T	920	Abuquerque 0.9 3.1 8 170
KKIM	REL	1000	Abuquerque 0.3 2.0 3 109
KNKT-F	REL	107.1	Armijo 0.8 3.4 8 220
KNML	SPRTS	1050	Los Ranchos... 0.6 2.2 6 153

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KBOM-F	O	106.7	Los Alamos 0.6 2.4 15 393
KNYN-F	C	95.5	Santa Fe 0.3 2.2 17 392

# ALBUQUERQUE

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	58 (2)	58 (2)	7.1 %	8.1 %	<b>Citadel</b>	37.6 %	37.6 %	58.9 %
AOR/Classic/NR	2 (1)	177 (6)	179 (7)	21.9 %	17.1 %	KNML-AM, KMGA-FM, KKOB-FM, KKOB-AM, KHSTL-AM, KHFM-FM, KRST-FM, KTBL-FM			
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	<b>Guardian</b>	2.9 %	3.0 %	1.8 %
CHR	0 (0)	78 (2)	78 (2)	9.5 %	7.2 %	KARS-AM, KLVO-FM, KKIM-AM			
Classical	0 (0)	40 (1)	40 (1)	4.9 %	4.8 %	<b>Simmons</b>	14.1 %	13.6 %	13.1 %
Country	0 (0)	148 (4)	148 (4)	18.1 %	19.0 %	KZKL-FM, KZKL-AM, KRZN-FM, KIVA-AM, KZRQ-FM			
Full Service	83 (1)	0 (0)	83 (1)	10.2 %	9.3 %	<b>Trumper</b>	13.8 %	14.5 %	18.1 %
Hispanic	35 (4)	23 (1)	58 (5)	7.1 %	6.7 %	KZSS-AM, KZRR-FM, KTEG-FM, KPEK-FM, KLSK-FM, KDZZ-AM			
Jazz	0 (0)	25 (1)	25 (1)	3.1 %	2.2 %		68.5 %	68.7 %	91.9 %
News/Talk	8 (1)	0 (0)	8 (1)	1.0 %	1.9 %				
Oldies	0 (1)	47 (2)	47 (3)	5.8 %	9.1 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	3 (1)	7 (1)	10 (2)	1.2 %	2.8 %				
Soft AC/EZ	0 (0)	35 (1)	35 (1)	4.3 %	5.4 %				
Sports	5 (1)	0 (0)	5 (1)	0.6 %	0.9 %				
Standards	43 (1)	0 (0)	43 (1)	5.3 %	5.6 %				
<b>Totals</b>	<b>179 (11)</b>	<b>638 (21)</b>	<b>817 (32)</b>						

### AM Stations

Station	Power	Format	Ownership	Notes
KALY	1240 1 kw	Hispanic	\$ NA Katz	Hispanic
KIVA	1310 5 kw/500 w (DA-N)	Standards	Westwd \$<20.00	Christal Simmons
KKOB	770 50 kw (DA-N)	Full Service	ABC \$64.00	Mc-Guild Citadel
KRZY	1450 1 kw	Hispanic	\$ NA ---	EXCL
KXKS	1190 10 kw (Days)	Hispanic	CNN \$ NA	Caballero
KZSS	610 5 kw (DA-N)	See KZRR-F		

### FM Stations

Station	Power	Format	Ownership	Notes
KDNR	106.3 100 kw @ 860	CHR/Black	\$ NA ---	Los Lunas
KHFM	96.3 20 kw @ 4133	Classical	\$35.00 Allied	Citadel
KIOT	102.5 50 kw @ 371	Oldies	\$24.00 Allied	Simmons
KKOB	93.3 21.5 kw @ 4150	AC	\$65.00 Mc-Guild	Citadel
KKSS	97.3 100 kw @ 1875	CHR	\$42.00 D&R	SunGroup
KLSK	104.1 100 kw @ 1875	Classic AOR	\$21.00 Eastman	Trumper
KLVO	97.7 100 kw @ 860	Spanish	\$<20.00 ---	Guardian
KMGA	99.5 22.5 kw @ 4130	Soft AC	Westwd \$53.00	Christal Citadel
KPEK	100.3 22.5 kw @ 4107	Prog. AOR	\$29.00 Eastman	Trumper
KRST	92.3 22 kw @ 4160	Country	\$91.00 Katz	Citadel
KRZN	101.3 6 kw @ 328	Jazz	\$<20.00 ---	
KRZY	105.9 100 kw @ 1936	Hispanic	\$ NA ---	EXCL
KTBL	103.3 20.5 kw @ 4186	Classic Country	\$27.00 Christal	Citadel
KTEG	107.9 22.5 kw @ 4131	AOR-New Rock	\$30.00 Banner	Trumper
KZKL	101.7 3 kw @ 92	Oldies	\$38.00 Christal	Simmons
KZRQ	105.1 100 kw @ 1936	AC/CHR	\$<20.00 Christal	Simmons
KZRR	94.1 22.5 kw @ 4130	AOR	Source \$50.00	Eastman Trumper

Notes: 8/96 KRZN-F sold to Simmons for \$850,000 (Baugh) . . . 9/96 KHTZ-F changed from 70's Oldies to Progressive AOR as KPEK-F ("The Peak") . . . 10/96 KRZY changed from Sports to Hispanic; KRZY-F changed from Classic Country to Hispanic . . . 10/96 KASY-F changed from Country to Classic Country as KTBL-F ("The Bull") . . . 10/96 KHFN changed from News to Sports as KNML ("The Sports Animal") . . . 1/97 KZRQ-F changed from AC/CHR to Urban AC . . . 2/97 KZSS changed from simulcast of AOR KZRR-F to Imus & ABC's "Personal Achievement Radio"

Jim Duncan

Comments: KIOT-F had its third consecutive 12+ increase to post its best overall share of the past year . . . KZKL-F and KZRR-AM recovered after poor Summer showings

# ALLENTOWN-BETHLEHEM

**Arbitron Rank:** 65 **Pop (12+)** 599,900  
**MSA Rank:** 86  
**MSA Pop:** 615,000  
**DMA:** Philadelphia DMA (#4)  
**Average Persons Rating:** 17.3  
**Market TSL in Hours** 22.75

**Stations** 45 / 13  
**Diaries:** 1,236/485:1/61.2%  
**Sample Target:** 1,210  
**% Below Line:** 24.9  
**% Not Listed:** 10.4  
**Pop per Station:** 46,146

**Last Year's Revenue:** \$19,900,000  
**Household Income:** \$45,705  
**Retail Dollars:** \$5.7 Bil.  
**#1 Biller:** WLEV-F \$4,200,000  
**#1 Billing Portfolio:**  
 Capstar duop \$9,400,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WAEB-F	CHR	120 / 11.6	13.3	12.7	11.9	11.2	12.4	1899 / 31.7	32.3	29.0	129 / 2096	E	WAEB-F
2	WLEV-F	AC	110 / 10.6	6.7	9.7	9.0	9.8	9.0	1377 / 23.0	19.6	21.8	115 / 1581	F	WLEV-F
3	WZZO-F	AOR	97 / 9.4	8.7	9.7	11.3	10.1	9.8	1253 / 20.9	22.0	22.8	120 / 1594	F	WZZO-F
4	WFMZ-F	SAC	91 / 8.8	7.0	8.7	10.5	8.7	8.8	1100 / 18.3	19.5	16.9	101 / 1292	D	WFMZ-F
5	WODE-F	O	82 / 7.9	11.5	9.2	8.2	7.8	9.2	1221 / 20.4	26.2	23.6	121 / 1733	E	WODE-F
6	WAEB	T	82 / 5.0	5.2	4.7	5.4	5.1	5.1	733 / 12.2	14.8	14.7	58 / 818	C	WAEB
7	WKAP	ST	42 / 4.1	4.9	3.5	3.5	4.2	4.0	407 / 6.8	6.1	7.3	45 / 425	A	WKAP
8	WEST	ST	26 / 2.5	1.3	1.3	2.1	2.0	1.8	289 / 4.8	2.6	4.7	27 / 305	A	WEST
9	WXTU-F	C	20 / 1.9	1.9	2.1	2.1	3.4	2.0	425 / 7.1	7.2	9.1	42 / 682		WXTU-F
	WRNJ-F	C	20 / 1.9	3.6	3.9	1.8	2.7	2.8	387 / 6.4	6.9	6.8	34 / 586	B	WRNJ-F

12+ FM Share (Metro): 79.76 % ( 741 of 929 ) ( Fall 95: 79.05 % )

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 WLEV-F	1 WLEV-F	1 WFMZ-F <	1 WAEB-F <	1 WLEV-F	1 WAEB-F	1 WAEB-F >	1 WODE-F
2 WZZO-F >	2 WAEB-F	2 WZZO-F <	2 WAEB-F <	2 WODE-F <	2 WLEV-F <	2 WLEV-F	2 WAEB-F	2 WZZO-F <	2 WZZO-F	2 WAEB-F <
3 WLEV-F >>	3 WLEV-F >>	3 WLEV-F	3 WZZO-F <	3 WAEB-F <	3 WODE-F >	3 WZZO-F <	3 WFMZ-F <	3 WLEV-F	3 WLEV-F	3 WLEV-F
	4 WODE-F >>	4 WODE-F >>	4 WZZO-F >>	4 WZZO-F >	4 WAEB-F	4 WAEB <	4 WZZO-F <	4 WFMZ-F	4 WFMZ-F	4 WZZO-F >
	5 WFMZ-F >	5 WFMZ-F	5 WFMZ-F >	5 WFMZ-F >	5 WFMZ-F <	5 WODE-F >	WODE-F >>	5 WODE-F >>		
					6 WODE-F >>	6 WAEB <				
					7 WKAP >>	7 WKAP >>				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WAEB-F >>	1 WAEB-F >	1 WAEB-F	1 WAEB-F	1 WLEV-F	1 WZZO-F >>	1 WZZO-F >>	1 WZZO-F >>	1 WZZO-F >>	1 WZZO-F
2 WZZO-F	2 WLEV-F >>	2 WLEV-F >>	WLEV-F >	2 WAEB-F >	2 WAEB-F	2 WAEB-F	2 WLEV-F	2 WODE-F <	2 WODE-F >
WLEV-F	3 WZZO-F	3 WZZO-F	3 WODE-F	3 WODE-F	3 WLEV-F >>	WLEV-F >>	3 WAEB-F	3 WAEB-F <	3 WLEV-F
4 WFMZ-F >	4 WFMZ-F >>	WFMZ-F >	4 WFMZ-F	4 WFMZ-F >>			4 WAEB	4 WLEV-F >>	4 WAEB-F >
			5 WZZO-F >>						

Consolidation Report	12+	25-54	Revenue
Capstar	26.0 %	22.1 %	47.2 %
WAEB-AM, WAEB-FM, WZZO-FM	26.0 %	22.1 %	47.2 %

Format Performance	AM	FM	Total	%	Spr 96
AC	4 (1)	121 (3)	125 (4)	13.5 %	13.8 %
AOR/Classic/NR	0 (0)	110 (4)	110 (4)	11.8 %	13.2 %
Black/Urban	0 (0)	7 (1)	7 (1)	0.8 %	1.5 %
CHR	0 (0)	162 (8)	162 (8)	17.4 %	18.3 %
Classical	0 (0)	11 (1)	11 (1)	1.2 %	0.4 %
Country	6 (1)	60 (4)	66 (5)	7.1 %	8.3 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	12 (1)	12 (1)	1.3 %	0.4 %
News/Talk	75 (4)	27 (3)	102 (7)	11.0 %	11.9 %
Oldies	0 (0)	119 (5)	119 (5)	12.8 %	12.6 %
Others/Unknown	13 (1)	0 (0)	13 (1)	1.4 %	0.4 %
Religion/Gospel	0 (0)	21 (2)	21 (2)	2.3 %	1.7 %
Soft AC/EZ	0 (0)	91 (1)	91 (1)	9.8 %	10.1 %
Sports	22 (3)	0 (0)	22 (3)	2.4 %	1.9 %
Standards	68 (2)	0 (0)	68 (2)	7.3 %	5.3 %
<b>Totals</b>	<b>188 (12)</b>	<b>741 (33)</b>	<b>929 (45)</b>		

# ALLENTOWN-BETHLEHEM

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WEEX	SPRTS	1230	Easton	0.8	1.9	8	116
WGPA	?	1100	Bethlehem	1.3	2.5	14	176
WRNJ	AC	1000	Hackettstown, NJ	0.4	1.3	4	76
WYNS	C	1160	Lehighton	0.6	1.7	8	122

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KYW	N	1060	Philadelphia	0.7	5.1	13	448
WABC	T	770	New York	1.0	2.6	19	301
WAVT-F	CHR	101.9	Pottsville	0.6	1.1	27	427
WAWZ-F	REL	99.1	Zarephath, NJ	1.1	2.2	14	227
WBEB-F	AC	101.1	Philadelphia	0.6	2.3	8	198
WBYN-F	REL	107.5	Boyertown	1.0	2.8	15	238
WCBS-F	O	101.1	New York	0.3	1.1	6	122
WFAN	SPRTS	660	New York	0.7	2.2	14	269
WFLN-F	CL	95.7	Philadelphia	1.1	1.8	12	150
WHCY-F	C	106.3	Blairstown, NJ	1.1	2.0	25	344
WIOQ-F	CHR	102.1	Philadelphia	1.0	4.8	13	372
WIOV-F	C	105.1	Ephrata	0.9	1.5	12	179
WIP	SPRTS	610	Philadelphia	0.7	2.4	10	208
WJJZ-F	J	106.1	Philadelphia	1.2	2.8	14	194
WKRZ-FF	CHR	98.5	Wilkes Barre	0.8	2.9	17	355
WKXW-F	O	101.5	Trenton	0.6	2.4	16	471
WMGK-F	O-70S	102.9	Philadelphia	1.7	5.3	24	437
WMMR-F	AOR	93.3	Philadelphia	0.4	2.8	11	362
WUGL-F	O	98.1	Philadelphia	1.0	1.8	13	194
WOR	T	710	New York	0.6	1.9	13	250
WPLJ-F	CHR-NR	95.5	New York	0.6	2.0	18	365
WPLY-F	CHR-NR	100.3	Media	0.3	2.1	3	141
WPST-F	AOR	97.5	Trenton	0.3	3.5	14	394
WRFY-F	CHR	102.5	Reading	0.9	4.0	23	486
WUSL-F	B	98.9	Philadelphia	0.7	3.2	7	203
WWDB-F	T	96.5	Philadelphia	0.6	2.8	26	352
WXRK-F	T/NR	92.3	New York	0.5	1.7	16	341
WYSP-F	T/CL AOR	94.1	Philadelphia	1.5	7.6	24	612
WYXR-F	AC/CHR	104.5	Philadelphia	0.5	3.4	13	332
WZMT-F	AOR	97.9	Hazleton	0.6	0.8	10	121

### AM Stations

WAEB	790	3.8 kw/1 kw (DA-2)	News/Talk	CBS, Westwd	\$30.00	Katz	Capstar
WEST	1400	1 kw	Standards	Westwd, ABC	<\$20.00	Mc-Guild	Telemedia
WKAP	1470	5 kw (DA-N)	Standards	ABC	<\$20.00	Katz	HGF

### FM Stations

WAEB	104.1	50 kw @ 500	CHR	\$77.00	Katz	Capstar	
WFMZ	100.7	11 kw @ 1073	Soft AC	\$53.00	Allied	Dean	
WLEV	96.1	50 kw @ 500	AC	\$90.00	Mc-Guild	Telemedia	
WODE	99.9	50 kw @ 449	Oldies	ABC	\$71.00	Eastman	Patterson
WRNJ	107.1	1.2 kw @ 719	Country	ABC	<\$20.00	---	Belvidere, NJ
WZZO	95.1	30 kw @ 630	AOR	\$83.00	Katz	Capstar	

Notes: WXTU-F: See Philadelphia . . . 9/96 WEEX changed from Sports to Country . . . 12/96 WTKZ changed from Talk to Sports

Jim Duncan

Comments: WLEV-F recovered very nicely from its terrible Summer book; station had its best book in over a year . . . WAEB-F is building on a string of 8 consecutive books as #2 in 12+; WAEB is a strong #3 in 25-54 . . . one of the Standards stations (WEST or WKAP) should do something else

# ANCHORAGE

<b>Arbitron Rank:</b> 165	<b>Pop (12+)</b> 202,100	<b>Stations</b> 17 / 17	<b>Last Year's Revenue:</b> \$12,500,000
<b>MSA Rank:</b>	170	<b>Diaries:</b> 880/230:1/53.8%	<b>Household Income:</b> \$56,304
<b>MSA Pop:</b>	259,000	<b>Sample Target:</b> 860	<b>Retail Dollars:</b> \$3.1 Bil.
<b>DMA:</b>	156	<b>% Below Line:</b> 0.0	<b>#1 Biller:</b> KASH-AF \$1,700,000
<b>Average Persons Rating:</b>	15.7	<b>% Not Listed:</b> 11.1	<b>#1 Billing Portfolio:</b>
<b>Market TSL In Hours</b>	21.25	<b>Pop per Station:</b> 11,888	Pioneer duop+ \$4,340,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1	KGOT-F	34 / 10.7	11.0	9.1	7.8	9.3	524 / 25.9	25.5	23.6	39 / 638	B	KGOT-F
2	KWHL-F	32 / 10.1	10.4	13.6	12.2	9.9	454 / 22.5	20.5	24.6	42 / 563	C	KWHL-F
3	KASH-AF	29 / 9.2	10.4	9.8	7.0	9.8	350 / 17.3	19.6	23.1	41 / 493	C	KASH-AF
4	KENI	26 / 8.2	6.7	5.4	5.2	7.1	310 / 15.4	12.3	12.7	31 / 374	C	KENI
5	KBRJ-F	22 / 7.0	5.2	7.8	7.3	5.7	311 / 15.4	15.8	17.0	31 / 376	B	KBRJ-F
6	KEAG-F	21 / 6.6	7.0	5.1	6.7	5.4	332 / 16.4	16.0	15.3	28 / 411	B	KEAG-F
7	KYMG-F	20 / 6.3	5.8	2.8	5.2	6.2	325 / 16.1	15.9	11.2	22 / 351	C	KYMG-F
8	KLEF-F	17 / 5.4	4.0	3.7	7.0	4.0	248 / 12.3	9.3	10.2	19 / 279	B	KLEF-F
9	KMXS-F	15 / 4.7	7.3	5.9	5.8	3.7	314 / 15.5	18.2	18.3	16 / 353	B	KMXS-F
10	KBFX-F	14 / 4.4	4.9	5.4	5.5	4.8	258 / 12.8	14.4	16.5	16 / 310	C	KBFX-F
11	KHAR	12 / 3.8	5.2	3.1	2.9	4.0	148 / 7.3	7.4	5.5	17 / 217	A	KHAR
	KNIK-F	12 / 3.8	4.9	6.2	3.8	3.1	182 / 9.0	9.7	10.4	16 / 220	A	KNIK-F
13	KKRO-F	11 / 3.5	3.7	4.2	3.5	5.9	267 / 13.2	12.9	17.2	13 / 312	B	KKRO-F
14	KBYR	7 / 2.2	1.5	1.4	2.0	2.8	177 / 8.7	6.1	8.2	7 / 202	A	KBYR
15	KFQD	6 / 1.9	3.1	4.0	2.3	2.8	149 / 7.4	8.5	9.9	10 / 230	B	KFQD

12+ FM Share (Metro): 80.43 % ( 226 of 281 ) ( Fall 95: 84.62 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KGOT-F >>	1 KWHL-F	1 KWHL-F	1 KWHL-F <	1 KWHL-F	1 KENI	1 KENI	1 KASH-AF <	1 KWHL-F <	1 KGOT-F	1 KGOT-F
2 KWHL-F >>	2 KGOT-F	2 KGOT-F	2 KASH-AF	KASH-AF <	2 KEAG-F	KWHL-F <	2 KWHL-F <	2 KGOT-F	2 KENI <	2 KENI
3 KASH-AF	KASH-AF >	3 KGOT-F <	3 KENI	3 KLEF-F <	3 KASH-AF	3 KENI <	3 KASH-AF <	3 KWHL-F	3 KWHL-F	3 KWHL-F
4 KBRJ-F >	4 KBRJ-F	4 KEAG-F <	4 KEAG-F <	4 KASH-AF	4 KEAG-F >	4 KGOT-F	4 KBRJ-F	4 KBRJ-F	4 KASH-AF <	
	KYMG-F <	5 KENI	5 KGOT-F <	5 KHAR	5 KEAG-F	5 KEAG-F	5 KEAG-F	5 KYMG-F	5 KBRJ-F <	
	6 KEAG-F	KYMG-F	6 KYMG-F <	KYMG-F <	6 KYMG-F	6 KBRJ-F <	6 KEAG-F <	6 KEAG-F <	6 KYMG-F	
		7 KBRJ-F	7 KBRJ-F <	7 KBFX-F	7 KBRJ-F	7 KLEF-F <	7 KENI	7 KLEF-F		
		8 KBFX-F <		8 KNIK-F	KMXS-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 KGOT-F	1 KGOT-F	1 KGOT-F	1 KGOT-F <	1 KASH-AF	1 KWHL-F >	1 KWHL-F >>	1 KWHL-F >>	1 KWHL-F >>	1 KWHL-F
2 KASH-AF >	2 KASH-AF >	KASH-AF >	2 KASH-AF	KYMG-F	2 KGOT-F	2 KGOT-F	2 KGOT-F	2 KBFX-F	2 KENI >
3 KMXS-F	3 KMXS-F	3 KMXS-F	3 KEAG-F	3 KGOT-F	3 KASH-AF	3 KBRJ-F	3 KGOT-F	3 KGOT-F	3 KBFX-F
KBRJ-F >>	KBRJ-F >	KYMG-F	KYMG-F	4 KEAG-F	KBRJ-F >	4 KASH-AF >	KASH-AF	KENI	4 KEAG-F
5 KYMG-F	5 KBRJ-F >	5 KBRJ-F >	5 KBRJ-F	5 KNIK-F	5 KYMG-F >>	5 KYMG-F	5 KENI >	KASH-AF	5 KASH-AF
		6 KMXS-F	6 KBRJ-F	6 KBRJ-F				6 KBRJ-F	6 KBRJ-F
			KMXS-F						KGOT-F

Consolidation Report	12+	25-54	Revenue
<b>Capstar, pend.</b> KASH-AF, KBFX-FM, KENI-AM	21.8 %	22.7 %	32.0 %
<b>Comco/McCoy</b> KGOT-FM, KYAK-AM, KYMG-FM	17.6 %	15.8 %	14.9 %
<b>Pioneer</b> KBRJ-FM, KEAG-FM, KFQD-AM, KHAR-AM, KMXS-FM, KWHL-FM	34.1 %	31.9 %	34.7 %
	<b>73.5 %</b>	<b>70.3 %</b>	<b>81.6 %</b>

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KYAK KIDS 650 Anchorage	0.6	3.1	2 66



# ANCHORAGE

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	35 (2)	35 (2)	12.5 %	18.3 %
AOR/Classic/NR	0 (0)	46 (2)	46 (2)	16.4 %	16.7 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	34 (1)	34 (1)	12.1 %	12.0 %
Classical	0 (0)	17 (1)	17 (1)	6.0 %	4.3 %
Country	2 (1)	50 (2)	52 (3)	18.5 %	17.0 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	12 (1)	12 (1)	4.3 %	5.3 %
News/Talk	39 (3)	0 (0)	39 (3)	13.9 %	9.0 %
Oldies	0 (0)	32 (2)	32 (2)	11.4 %	11.7 %
Others/Unknown	2 (1)	0 (0)	2 (1)	0.7 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	12 (1)	0 (0)	12 (1)	4.3 %	5.7 %
<b>Totals</b>	<b>55 (6)</b>	<b>226 (11)</b>	<b>281 (17)</b>		

## AM Stations

Station	Freq	Power	Format	Company	Notes
KASH	1080	10 kw	See KASH-F		
KBYR	700	10 kw	Talk	CBS	\$<20.00 IMN Northern TV
KENI	550	5 kw	News/Talk	ABC, Westwd, Tknt	\$25.00 D&R Capstar, pend.
KFQD	750	50 kw	Talk	ABC	\$<20.00 Mc-Guild Pioneer
KHAR	590	5 kw	Standards	Westwd	\$<20.00 Katz Pioneer

## FM Stations

Station	Freq	Power	Format	Company	Notes
KASH	107.5	100 kw @ -285	Country	ABC	\$45.00 Allied Capstar, pend.
KBFX	100.5	25 kw @ 174	AOR/Classic AOR		\$30.00 Allied Capstar, pend.
KBRJ	104.1	55 kw @ 62	Country		\$28.00 Katz Pioneer
KEAG	97.3	100 kw @ 593	Oldies		\$23.00 Banner Pioneer
KGOT	101.3	26 kw @ -62	CHR	Westwd	\$25.00 Christal Comco
KKRO	102.1	25 kw @ -154	70's Oldies		\$27.00 Katz Tom Ingstad
KLEF	98.1	25 kw @ 30	Classical		\$24.00 Allied
KMXS	103.1	27 kw @ -177	AC		\$26.00 Mc-Guild Pioneer
KNIK	105.3	51 kw @ 256	Jazz	CBS	\$24.00 IMN Northern TV
KWHL	106.5	100 kw @ -85	AOR		\$41.00 Mc-Guild Pioneer
KYMG	98.9	100 kw @ 500	AC	AP	\$23.00 Banner Comco

Notes: 10/96 KHAR/KBRJ-F sold to Pioneer (KFQD/KMXS-F/KWHL-F) for \$900,000 . . . 10/96 KEAG-F sold by Tom Ingstad to Pioneer (D+) for \$2,500,000 . . . 12/96 KFQD dropped last of its music to become fulltime Talk . . . 1/97 Community Pacific sold these stations to Capstar (D+): KASH-AF for \$3,500,000; KBFX-F for \$2,400,000; KENI for \$1,600,000 (MVP)

Jim Duncan

Comments: Radio listening levels are down by 10% versus last year . . . KENI had its third consecutive up book and is at its highest 12+ share in over two years

# ANN ARBOR

**Arbitron Rank:** 147 **Pop (12+)** 251,700  
**MSA Rank:**  
**MSA Pop:** NA  
**DMA:** Detroit (#9)  
**Average Persons Rating:** 14.4  
**Market TSL In Hours** 19.25

**Stations** 30 / 5  
**Diaries:** 679/371:1/55.1%  
**Sample Target:** 680  
**% Below Line:** 70.9  
**% Not Listed:** 20.4  
**Pop per Station:** 50,340

**Last Year's Revenue:** NA  
**Household Income:** \$53,612  
**Retail Dollars:** \$3.9 Bil.  
**#1 Biller:** NA  
**#1 Billing Portfolio:** NA

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	2+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1	WJR	FS	42 / 11.6	11.8	8.2	10.2	562 / 22.3	27.1	22.1	54 / 793	WJR
2	WKQI-F	AC	24 / 6.6	4.2	4.5	4.6	499 / 19.8	17.2	13.4	28 / 530	WKQI-F
3	WJLB-F	B	23 / 6.3	6.7	7.4	6.2	302 / 12.0	10.5	13.9	24 / 331	WJLB-F
4	WRIF-F	AOR	20 / 5.5	5.9	4.0	2.4	310 / 12.3	16.4	12.2	28 / 422	WRIF-F
5	WNIC-F	AC	18 / 5.0	4.5	4.0	3.8	344 / 13.7	12.2	12.7	18 / 372	WNIC-F
6	WYCD-F	C	17 / 4.7	5.3	5.4	3.0	232 / 9.2	11.3	11.0	18 / 278	WYCD-F
7	WQRS-F	CL	13 / 3.6	2.5	0.6	2.4	203 / 8.1	7.9	6.2	14 / 212	WQRS-F
8	WQKL-F	O	12 / 3.3	3.1	2.5	1.9	277 / 11.0	9.5	12.3	13 / 297	WQKL-F
	WWWW-F	C	12 / 3.3	5.3	5.4	5.1	222 / 8.8	12.1	12.5	12 / 228	WWWW-F
10	CIMX-F	AOR-NR	10 / 2.8	2.5	2.0	3.5	284 / 11.3	12.5	12.7	13 / 389	CIMX-F
	WVMV-F	J	10 / 2.8	2.5	1.4	1.6	116 / 4.6	6.9	8.5	10 / 130	WVMV-F

12+ FM Share (Metro): 46479 % ( 220 of 284 ) ( Fall 95: 79.92 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WJLB-F	1 WKQI-F	1 WKQI-F	1 WJR	1 WJR	1 WJR >>	1 WJR >	1 WJR >	1 WJR >	1 WKQI-F <	1 WJR >
2 WKQI-F >	2 WRIF-F >	WRIF-F	2 WJLB-F	2 WJLB-F	2 WNIC-F <	2 WRIF-F	2 WJLB-F	2 WKQI-F <	2 WJLB-F	2 WJLB-F
3 CIMX-F >>	3 WJLB-F	WJLB-F <	3 WNIC-F	3 WNIC-F	3 WQRS-F <	3 WJLB-F	WRIF-F <	3 WJLB-F	3 WJR	WYCD-F
	4 WJR	4 WJR	4 WYCD-F	4 WYCD-F <	4 WJLB-F	4 WNIC-F <	4 WKQI-F	4 WNIC-F	4 WQRS-F	
	CIMX-F	5 WYCD-F	WRIF-F	5 WQKL-F	WYCD-F	5 WKQI-F	5 WNIC-F <	WRIF-F <	5 WYCD-F	
	WYCD-F	6 WNIC-F >		WRIF-F				6 WYCD-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 WYCD-F	1 WKQI-F	1 WKQI-F	1 WJLB-F >	1 WJLB-F	1 WKQI-F	1 WKQI-F	1 WJR	1 WRIF-F	1 WJR
2 WKQI-F	2 WYCD-F	2 WJLB-F >	2 WKQI-F	2 WJR	2 WRIF-F >>	WRIF-F >>	2 CIMX-F	2 WJR	2 WRIF-F
WJLB-F >	WJLB-F >	3 WHY-F	3 WYCD-F	3 WNIC-F		3 WJR	WRIF-F >	3 WKQI-F >	3 WYCD-F
4 CIMX-F	4 WHY-F	WRIF-F	WNIC-F	4 WKQI-F		CIMX-F >	WQIB-F	4 WJLB-F	4 WQIB-F
WWWW-F >>	5 WNIC-F	WNIC-F		WWWW-F				WYCD-F	WNIC-F
	WRIF-F >	WJR >>		WVMV-F					WJLB-F

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	44 (3)	44 (3)	15.5 %	11.5 %
AOR/Classic/NR	0 (0)	54 (6)	54 (6)	19.0 %	22.6 %
Black/Urban	0 (0)	34 (4)	34 (4)	12.0 %	9.8 %
CHR	0 (0)	8 (1)	8 (1)	2.8 %	4.2 %
Classical	0 (0)	13 (1)	13 (1)	4.6 %	3.1 %
Country	0 (0)	29 (2)	29 (2)	10.2 %	14.3 %
Full Service	42 (1)	0 (0)	42 (1)	14.8 %	14.6 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	10 (1)	10 (1)	3.5 %	4.2 %
News/Talk	14 (3)	0 (0)	14 (3)	4.9 %	6.3 %
Oldies	0 (0)	23 (3)	23 (3)	8.1 %	8.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	2 (1)	5 (1)	7 (2)	2.5 %	0.0 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	2.1 %
Sports	4 (1)	0 (0)	4 (1)	1.4 %	0.0 %
Standards	2 (1)	0 (0)	2 (1)	0.7 %	0.0 %
<b>Totals</b>	<b>64 (7)</b>	<b>220 (22)</b>	<b>284 (29)</b>		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAAM	ST/FS	1600	Ann Arbor 1.4 6.3 5 158
WQIB-F	AOR	102.9	Ann Arbor 2.2 10.6 9 351
WTKA	T	1050	Ann Arbor 1.4 5.1 5 129
WWCM	REL	990	Ypsilanti 0.6 1.5 2 37

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
CIDR-F	AOR-P	93.9	Windsor, ON 1.9 7.0 7 183
CKWW	ST	580	Windsor, ON 0.6 1.8 2 44
WCHB-F	B	105.9	Detroit 1.1 4.0 4 100
WCSX-F	CL AOR	94.7	Birmingham 1.9 9.6 7 263
WDFN	SPRTS	1130	Detroit 1.1 3.5 4 88
WDRQ-F	B/AC	93.1	Detroit 0.8 7.8 4 203
WFMK-F	AC	99.1	E. Lansing 0.6 1.9 2 60
WHYT-F	CHR	96.3	Detroit 2.2 14.4 8 376
WIOT-F	AOR	104.7	Toledo 0.6 2.3 6 163
WMUZ-F	REL	103.5	Detroit 1.4 5.3 5 135
WMXD-F	B/AC	92.3	Detroit 1.1 4.7 4 125
WOMC-F	O	104.3	Detroit 2.2 10.0 9 281
WWJ	N	950	Detroit 1.4 7.7 5 198
WXYT	T	1270	Detroit 1.1 2.7 4 68
WYST-F	O-70S	97.1	Detroit 0.8 6.4 4 182

# ANN ARBOR

Consolidation Report	12+	25-54	Revenue
Local	6.9 %	9.2 %	%
WAMX-AM, WIQB-FM, WQKL-FM, WTKA-AM			
	6.9 %	9.2 %	%

## AM Stations

WAAM	1600	5 kw (DA-2)	Standards/FS	Westwd, ABC, Taknt	\$18.00	Mich.	
WTKA	1050	10 kw/500 w (DA-2)	Tak	ABC, 1/1, SBUSA	\$13.00	Mich.	WIQB owner

## FM Stations

WIQB	102.9	49 kw @ 500	AOR	Westwd	\$54.00	Christal	
WQKL	107.1	3 kw @ 289	Oldies		\$26.00	Mich.	WIQB owner

Notes: Other ranked stations: See Detroit

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* 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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

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

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

# APPLETON-OSHKOSH

Arbitron Rank: 43 Pop (12+) 277,500	Stations 24 / 15	Last Year's Revenue: \$11,300,000
MSA Rank: 144	Diaries: 738/376:1/67.4%	Household Income: \$48,880
MSA Pop: 338,000	Sample Target: 710	Retail Dollars: \$3.6 Bil.
DMA: 71 (w/Green Bay)	% Below Line: 20.9	#1 Biller: WAPL-F \$2,700,000
Average Persons Rating: 17.0	% Not Listed: 15.0	#1 Billing Portfolio:
Market TSL in Hours 22.25	Pop per Station: 18,500	Midwest Family duop+ \$4,285,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1	WIXX-F	CHR	62 / 13.1	14.7	9.8	15.0	12.7	976 / 35.2	38.7	31.7	178 / 2672	WIXX-F
2	WAPL-F	AOR	35 / 7.4	8.5	10.4	10.7	12.2	573 / 20.6	20.4	23.1	122 / 1558	D WAPL-F
3	WNCY-F	C	34 / 7.2	7.7	7.2	1.8		474 / 17.1	17.7	3.1	84 / 1308	A WNCY-F
4	WVBO-F	O	32 / 6.8	7.9	5.6	5.6	6.9	448 / 16.2	19.2	19.6	51 / 793	C WVBO-F
5	WHBY	FS	31 / 6.6	5.5	9.3	8.3	8.3	496 / 17.9	13.5	18.2	35 / 581	C WHBY
6	WOZZ-F	AOR/CL	30 / 6.3	6.2	4.1	6.0	5.3	484 / 17.5	18.3	15.6	47 / 973	C WOZZ-F
7	WUSW-F	C	29 / 6.1	6.4	8.9	8.7	9.2	424 / 15.3	14.2	15.2	29 / 496	C WUSW-F
8	WNAM	ST	26 / 5.5	4.9	6.9	7.6	6.5	352 / 12.7	12.0	12.0	33 / 464	B WNAM
9	WROE-F	SAC	25 / 5.3	6.0	6.1	5.8	6.9	352 / 12.7	11.3	14.0	32 / 510	C WROE-F
10	WPKR-F	C	20 / 4.2	2.8	2.6	4.9	3.7	309 / 11.1	6.9	10.6	68 / 911	B WPKR-F
11	WOSH	T	14 / 3.0	4.3	2.6	2.2	3.7	253 / 9.1	8.5	7.4	17 / 306	B WOSH
12	WKSZ-F	CHR	11 / 2.3	3.2				366 / 13.2	12.8	0.0	28 / 841	WKSZ-F

12+ FM Share (Metro): 73.88 % ( 297 of 402 ) ( Fall 95: 71.39 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WIXX-F	1 WIXX-F	1 WIXX-F >	1 WIXX-F >	1 WIXX-F	1 WHBY <	1 WIXX-F >	1 WIXX-F >	1 WIXX-F	1 WIXX-F	1 WNCY-F
2 WKSZ-F >>	2 WAPL-F >	2 WAPL-F	2 WAPL-F <	2 WVBO-F	2 WVBO-F <	2 WHBY	2 WNAM <	2 WAPL-F <	2 WAPL-F >	2 WHBY
3 WNCY-F >>>	3 WOZZ-F	3 WOZZ-F	3 WVBO-F <	3 WAPL-F <	3 WNAM	3 WVBO-F <	3 WOZZ-F <	3 WOZZ-F <	3 WNCY-F	3 WIXX-F
	4 WNCY-F	4 WVBO-F <	4 WNCY-F <	4 WNCY-F <	4 WIXX-F	4 WAPL-F <	4 WROE-F <	4 WNCY-F	4 WKSZ-F	
	WUSW-F >	5 WNCY-F <	5 WOZZ-F	5 WOZZ-F	5 WROE-F	5 WNCY-F <	5 WVBO-F <	5 WUSW-F	WVBO-F <	
		6 WUSW-F	6 WUSW-F	6 WUSW-F	WNCY-F	6 WNAM <	6 WNCY-F <	WVBO-F	6 WUSW-F >	
				7 WROE-F	7 WUSW-F	7 WUSW-F <	7 WAPL-F <	7 WROE-F		
							8 WHBY <			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WIXX-F >>	1 WIXX-F >>	1 WIXX-F >>>	1 WIXX-F >>	1 WIXX-F >	1 WIXX-F	1 WAPL-F >	1 WAPL-F >>	1 WAPL-F	1 WAPL-F
2 WAPL-F	2 WUSW-F	2 WAPL-F	2 WVBO-F	2 WVBO-F >	2 WAPL-F >	2 WIXX-F	2 WNCY-F	2 WIXX-F	2 WNCY-F
WVBO-F	3 WAPL-F	WUSW-F	3 WUSW-F	3 WROE-F	3 WOZZ-F >	3 WOZZ-F >	WOZZ-F	3 WOZZ-F	WOZZ-F <
WUSW-F	4 WNCY-F	4 WNCY-F >	4 WNCY-F	WUSW-F	4 WUSW-F >>>	4 WNCY-F	4 WIXX-F	4 WNCY-F >	4 WIXX-F
WOZZ-F	5 WOZZ-F		5 WROE-F	5 WNCY-F		5 WPKR-F	5 WPKR-F >>	5 WUSW-F	5 WVBO-F
WNCY-F >>			WOZZ-F	WOZZ-F		WUSW-F >>		6 WVBO-F	6 WPKR-F
			7 WAPL-F >						WUSW-F

Consolidation Report	12+	25-54	Revenue
<b>Midwest Communications</b> WIXX-FM, WNCY-FM, WOZZ-FM, WROE-FM	31.9 %	37.8 %	%
<b>Midwest Family</b> WFDL-FM, WNAM-AM, WOGB-FM, WOSH-AM, WUSW-FM, WVBO-FM	22.5 %	23.7 %	%
<b>Woodward</b> WAPL-FM, WHBY-AM, WKSZ-FM	16.3 %	14.2 %	%
	70.7 %	75.7 %	%

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KFIZ-F	AC	107.1	Fond du Lac 0.6 2.0 10 204
WKFX-F	O	104.9	Kaukauna 0.8 4.1 13 306
WMBE	?	1530	Chilton 1.5 1.9 14 121
WOGB-F	O	103.1	Kaukauna 1.1 3.7 24 448
WRJQ	ST	1570	Appleton 1.7 5.6 11 231

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBBM	N	780	Chicago 1.1 1.6 5 57
WEZR-F	J	107.5	Brillon 0.4 2.3 5 154
WGEE	T	1360	Green Bay 0.6 3.4 21 329
WGN	FS/T	720	Chicago 0.6 1.2 3 52
WISN	T	1130	Milwaukee 0.4 1.7 19 184
WQLH-F	CHR	98.5	Green Bay 1.1 6.9 40 704
WTMJ	FS	620	Milwaukee 1.3 5.9 26 517

# APPLETON-OSHKOSH

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	3 (1)	3 (1)	0.7 %	0.5 %
AOR/Classic/NR	0 (0)	65 (2)	65 (2)	16.2 %	17.8 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	78 (3)	78 (3)	19.4 %	21.7 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	83 (3)	83 (3)	20.6 %	20.2 %
Full Service	40 (3)	0 (0)	40 (3)	10.0 %	8.3 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	2 (1)	2 (1)	0.5 %	0.0 %
News/Talk	24 (4)	0 (0)	24 (4)	6.0 %	6.8 %
Oldies	0 (0)	41 (3)	41 (3)	10.2 %	11.4 %
Others/Unknown	7 (1)	0 (0)	7 (1)	1.7 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	25 (1)	25 (1)	6.2 %	7.3 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	34 (2)	0 (0)	34 (2)	8.5 %	6.1 %
<b>Totals</b>	<b>105 (10)</b>	<b>297 (14)</b>	<b>402 (24)</b>		

## AM Stations

Station	Freq	Power	Format	Company	Revenue	Advertiser	Agency	Comments
WHBY	1150	5 kw (DA-2)	Full Service	CBS	\$30.00	Eastman	Woodward	Kimberly
WMBE	1530	0.25 kw (Days)	Polka/Country		\$11.00	---		Chilton
WNAM	1280	5 kw (DA-2)	Standards	ABC, Westwd	\$<20.00	K&P	Midwest Family	Neenah-Menasha
WOSH	1490	1 kw	Tak	Westwd, Tknt, ABC	\$<20.00	Mc-Guild	Midwest Family	
WRJQ	1570	1 kw/0.33 kw	Standards		\$11.00	---		

## FM Stations

Station	Freq	Power	Format	Company	Revenue	Advertiser	Agency	Comments
WAPL	105.7	100 kw @ 1174	AOR	ABC	\$59.00	Eastman	Woodward	
WKSZ	95.9	4.5 kw @ 774	CHR		\$ NA	K&P	Woodward	De Pere
WNCY	100.3	45 kw @ 489	Country		\$21.00	Christal	Midwest Comm.	
WQGB	103.1	3.6 kw @ 879	Oldies	ABC	\$ NA	K&P	Midwest Family	Kaukauna
WOZZ	93.5	50 kw @ 492	AOR/Classic AOR		\$29.00	Banner	Midwest Comm.	New London
WPKR	99.5	50 kw @ 420	Country	Westwd	\$<20.00	---		Omro
WROE	104.9	13 kw @ 459	Soft AC	AP	\$32.00	Banner	Midwest Comm.	
WUSW	96.9	6 kw @ 328	Country	ABC	\$35.00	K&P	Midwest Family	
WVBO	103.9	25 kw @ 318	Oldies	ABC	\$27.00	K&P	Midwest Family	Winnecone

Notes: Other ranked stations: See Green Bay . . . No revenue shares are available for the Consolidation Report due to overlap with Green Bay . . . 9/96  
 WNAM/WUSW-F sold by Odon to Midwest Family (D+) for \$1,200,000 (Minkow) . . . 11/96 WNFL/WNCY-F/WROE-F traded by Central States to Midwest  
 Communications (D+) for WKKQ/WTBX-F Hibbing (Duluth) + \$9,500,000

Jim Duncan

Comments: WAPL-F had its fourth consecutive down book and its lowest share in over two years

# ATLANTA

<b>Arbitron Rank:</b> 12	<b>Pop (12+)</b> 2,925,700	<b>Stations</b> 26 / 23	<b>Last Year's Revenue:</b> \$170,000,000
<b>MSA Rank:</b> 9		<b>Diaries:</b> 3,964/738:1/52.4%	<b>Household Income:</b> \$47,295
<b>MSA Pop:</b> 3,450,000		<b>Sample Target:</b> 3,740	<b>Retail Dollars:</b> \$34.9 Bil.
<b>DMA:</b> 10		<b>% Below Line:</b> 1.2	<b>#1 Biller:</b> WVEE-F \$20,000,000
<b>Average Persons Rating:</b> 16.2		<b>% Not Listed:</b> 11.4	<b>#1 Billing Portfolio:</b>
<b>Market TSL in Hours</b> 21.25		<b>Pop per Station:</b> 127,204	Jacor duop \$38,700,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1	WVEE-F	B	495 / 10.4	9.4	8.9	9.8	9.8	5639 / 19.3	19.6	19.7	570 / 6833	K	WVEE-F
2	WSB	FS/T	482 / 10.2	8.7	9.2	8.0	6.9	7106 / 24.3	16.4	17.5	504 / 7588	J	WSB
3	WKHX-F	C	351 / 7.4	9.0	8.6	8.7	9.0	5020 / 17.2	18.9	18.9	402 / 5803	J	WKHX-F
4	WALR-AF	B/AC	310 / 6.5	5.7	4.8	5.3	5.3	4075 / 13.9	12.2	12.7	347 / 4807	H	WALR-AF
5	WPCH-F	SAC	294 / 6.2	5.9	5.1	6.0	6.7	4544 / 15.5	15.0	15.9	317 / 4919	I	WPCH-F
6	WSTR-F	CHR	243 / 5.1	5.2	6.2	6.1	6.1	4932 / 16.9	17.8	17.8	298 / 6020	I	WSTR-F
7	WHTA-F	B	239 / 5.0	4.7	5.4	4.3	3.9	3643 / 12.5	11.7	10.0	249 / 3825	B	WHTA-F
8	WNNX-F	AOR-NR	238 / 5.0	4.9	5.7	6.2	6.0	4152 / 14.2	15.3	15.0	270 / 4805	I	WNNX-F
9	WKLS-F	AOR	233 / 4.9	5.2	5.0	3.9	4.9	3988 / 13.6	12.7	14.5	291 / 4924	I	WKLS-F
10	WSB-F	AC	224 / 4.7	5.2	5.1	5.9	5.6	4974 / 17.0	16.4	17.5	242 / 5517	I	WSB-F
11	WYAY-F	C	198 / 4.2	4.2	3.6	3.0	3.4	2875 / 9.8	10.7	10.2	277 / 3878	G	WYAY-F
12	WFOF-F	O	183 / 3.9	4.8	5.0	4.5	4.2	3815 / 13.0	14.1	13.9	252 / 4929	I	WFOF-F
13	WZGC-F	CL AOR	160 / 3.4	3.1	3.1	3.3	3.6	3758 / 12.8	11.8	14.8	194 / 4543	I	WZGC-F
14	WJZF-F	J	122 / 2.6	2.4	2.7	3.3	3.4	2721 / 9.3	8.6	9.4	128 / 2864	F	WJZF-F
15	WGST-F	T	105 / 2.2	2.1	2.5	2.3	2.1	1699 / 5.8	6.1	6.1	126 / 1893		WGST-F
16	WGST	T	82 / 1.7	2.0	2.5	2.1	2.1	1869 / 6.4	7.0	7.1	86 / 2011	I	WGST
17	WAOK	G	72 / 1.5	2.5	1.9	2.1	2.0	1040 / 3.6	3.7	4.1	72 / 1055	D	WAOK
18	WCNN	SPRTS	54 / 1.1	1.0	0.7	1.0	1.2	1276 / 4.4	3.1	4.7	59 / 1354	C	WCNN

12+ FM Share (Metro): 81.89 % ( 3446 of 4208 ) ( Fall 95: 84.69 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WVEE-F	1 WVEE-F >	1 WVEE-F >	1 WVEE-F	1 WSB	1 WSB >	1 WSB	1 WSB >	1 WVEE-F <	1 WVEE-F >	1 WVEE-F >
2 WHTA-F >	2 WNNX-F <	2 WALR-AF <	2 WALR-AF <	WVEE-F <	2 WPCH-F	2 WVEE-F	2 WVEE-F <	2 WSB	2 WHTA-F	2 WKHX-F <
3 WSTR-F	3 WHTA-F <	3 WKHX-F <	3 WSB	3 WALR-AF	3 WALR-AF <	3 WKHX-F	3 WPCH-F	3 WKHX-F	3 WALR-AF <	3 WSB
4 WNNX-F >	4 WKHX-F <	4 WSB <	4 WKHX-F	4 WKHX-F	4 WKHX-F <	4 WPCH-F <	4 WKHX-F	4 WALR-AF <	4 WSB	
	5 WKLS-F <	5 WKLS-F <	5 WPCH-F <	5 WPCH-F	5 WVEE-F	5 WALR-AF	5 WSB-F <	5 WSTR-F <	5 WKHX-F	
	6 WSTR-F	6 WNNX-F <	6 WSB-F <	6 WSB-F <	6 WFOF-F	6 WSTR-F <	6 WALR-AF <	6 WNNX-F <		
	7 WALR-AF	7 WSTR-F <	7 WKLS-F <	7 WKLS-F <		7 WKLS-F <	7 WKLS-F	7 WHTA-F		
	8 WSB-F	8 WPCH-F <	8 WSTR-F <	8 WSTR-F <			WNNX-F <	WPCH-F		
		9 WSB-F <	9 WNNX-F <							
		10 WHTA-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 WVEE-F	1 WVEE-F >	1 WVEE-F >	1 WVEE-F	1 WVEE-F <	1 WVEE-F	1 WKLS-F <	1 WKLS-F	1 WVEE-F <	1 WSB
2 WHTA-F	2 WSTR-F	2 WSTR-F <	2 WALR-AF <	2 WALR-AF <	2 WHTA-F <	2 WNNX-F <	2 WNNX-F	2 WKLS-F	2 WKLS-F <
3 WSTR-F >	3 WKHX-F <	3 WKHX-F	3 WSTR-F <	3 WPCH-F	3 WNNX-F <	3 WVEE-F	3 WVEE-F	3 WSB <	3 WVEE-F <
4 WNNX-F <	4 WHTA-F	4 WALR-AF	4 WPCH-F <	4 WKHX-F <	4 WKLS-F >	4 WHTA-F	4 WKHX-F	4 WNNX-F <	4 WKHX-F <
5 WKHX-F	5 WALR-AF	5 WSB-F	5 WKHX-F	5 WSB <	5 WKHX-F >	5 WKHX-F >	5 WSB	5 WKHX-F	5 WALR-AF
6 WYAY-F	6 WNNX-F <	6 WPCH-F <	6 WSB-F <	6 WSTR-F	6 WSB <	6 WSB <	6 WHTA-F <	6 WALR-AF	6 WZGC-F <
	7 WSB-F	7 WNNX-F <	7 WSB	WSB-F >	7 WZGC-F	7 WALR-AF <	7 WALR-AF <	WZGC-F	7 WNNX-F
	8 WPCH-F	8 WHTA-F <	8 WHTA-F <			8 WSB-F <	8 WHTA-F >		
		9 WSB	9 WYAY-F			9 WZGC-F <			

Consolidation Report	12+	25-54	Revenue
<b>ABC/Disney</b> WKHX-AM, WKHX-FM, WYAY-FM	11.6 %	11.8 %	13.8 %
<b>Cox, pend.</b> WJZF-FM, WSB-AM, WSB-FM	17.5 %	17.6 %	19.0 %
<b>Jacor</b> WGST-AM, WKLS-FM, WPCH-FM	12.8 %	13.3 %	22.8 %
<b>Westinghouse</b> WAOK-AM, WVEE-FM, WZGC-FM	15.3 %	14.9 %	18.9 %
	<b>57.2 %</b>	<b>57.7 %</b>	<b>74.5 %</b>

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAZX	SP	1550 Smyrna	0.5 0.5 22 148
WGKA	CL	1190 Atlanta	0.6 0.8 29 238
WNIV	REL	970 Atlanta	0.3 1.4 16 418
Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WNGC-F	C	95.5 Athens	0.4 1.8 65 1256
WTSJ-F	C	107.1 Rockmart	0.3 1.1 47 903
WVFI-F	REL	93.3 Manchester	0.5 1.9 29 675

# ATLANTA

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	224 (1)	224 (1)	5.3 %	5.9 %
AOR/Classic/NR	0 (0)	631 (3)	631 (3)	15.0 %	15.7 %
Black/Urban	5 (1)	1039 (3)	1044 (4)	24.8 %	21.7 %
CHR	0 (0)	243 (1)	243 (1)	5.8 %	7.0 %
Classical	29 (1)	0 (0)	29 (1)	0.7 %	0.6 %
Country	0 (0)	582 (4)	582 (4)	13.8 %	14.4 %
Full Service	482 (1)	0 (0)	482 (1)	11.5 %	10.5 %
Hispanic	22 (1)	0 (0)	22 (1)	0.5 %	0.0 %
Jazz	0 (0)	122 (1)	122 (1)	2.9 %	3.1 %
News/Talk	82 (1)	105 (1)	187 (2)	4.4 %	5.6 %
Oldies	0 (0)	183 (1)	183 (1)	4.3 %	5.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	88 (3)	23 (1)	111 (4)	2.6 %	3.1 %
Soft AC/EZ	0 (0)	294 (1)	294 (1)	7.0 %	5.8 %
Sports	54 (1)	0 (0)	54 (1)	1.3 %	0.8 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>Totals</b>	<b>762 (9)</b>	<b>3446 (17)</b>	<b>4208 (26)</b>		

## AM Stations

Station	Power	Format	Buyer	Price	Agency	Station
WALR	1340 1 kw	See WALR-F				
WAOK	1380 5 kw (DA-N)	Gospel	ABC	\$53.00	Infinity	Westinghouse
WCNN	680 50 kw/10 kw (DA-2)	Sports		\$51.00	Christal	Midwestern
WGST	640 50 kw/1 kw (DA-2)	News/Talk	ABC, CBS, AP	\$168.00	Eastman	Jacor
WSB	750 50 kw	Full Service/Talk	AP, CNN	\$230.00	Christal	Cox

## FM Stations

Station	Power	Format	Buyer	Price	Agency	Station
WALR	104.7 100 kw @ 983	Black AC		\$145.00	Christal	Midwestern Athens
WFOX	97.1 100 kw @ 1570	Oldies	Westwd	\$180.00	Group W	Chancellor Gainesville
WGST	105.7 50 kw @ 492	See WGST-AM			Eastman	Canton
WHTA	97.5 6.6 kw @ 636	Black		\$60.00	Allied	Radio One Fayetteville
WJZF	104.1 60 kw @ 1218	Jazz		\$100.00	Christal	New City La Grange
WKHX	101.5 100 kw @ 984	Country		\$295.00	Katz	ABC/Disney
WKLS	96.1 100 kw @ 984	AOR	Source	\$200.00	Eastman	Jacor
WNNX	99.7 100 kw @ 1032	AOR-New Rock		\$177.00	Allied	Susquehanna
WPCH	94.9 100 kw @ 984	Soft AC	CBS	\$244.00	Eastman	Jacor
WSB	98.5 100 kw @ 1022	AC		\$210.00	Christal	Cox
WSTR	94.1 100 kw @ 1022	CHR/AC		\$180.00	CBS	Jefferson-Pilot Smyrna
WVEE	103.3 100 kw @ 1022	Black		\$325.00	Infinity	Westinghouse
WYAY	106.7 99 kw @ 1401	Country	ABC	\$105.00	Katz	ABC/Disney Gainesville
WZGC	92.9 100 kw @ 914	Classic AOR		\$175.00	Infinity	Westinghouse

Notes: 9/96 WGKA (1190) sold by E. Holley to J. Weber for \$2,000,000 (Sailors) . . . 10/96 WALR (AM) sold to Midwestern for \$586,000 . . . 11/96 WKHX (AM) changed from Country to Children's . . . 11/96 WHMA-AF (Anniston, AL) sold to Susquehanna for \$15,000,000 (L. Patrick); price may be adjusted upward if WHMA-F is able to move in to the Atlanta market . . . 12/96 WFOM (1230; Marietta) sold to Midwestern (D) for \$450,000

Jim Duncan

Comments: Best book for WSB (AM) in many years and its cume rating is nearly 7 points higher than Fall 95 . . . part of its increase is due to Braves baseball . . . WKHX-F suffered its poorest book in several years . . . WALR-F had its strongest showing ever, but didn't hurt WVEE-F

# ATLANTIC CITY-CAPE MAY

<b>Arbitron Rank: 136</b>	<b>Pop (12+)</b> 280,800	<b>Stations</b> 37 / 21	<b>Last Year's Revenue:</b> \$13,400,000
<b>MSA Rank:</b> 145		<b>Diaries:</b> 1,296/217:1/49.4%	<b>Household Income:</b> \$41,247
<b>MSA Pop:</b> 333,000		<b>Sample Target:</b> 1,260	<b>Retail Dollars:</b> \$3.5 Bil
<b>DMA:</b> Philadelphia (#4)		<b>% Below Line:</b> 17.7	<b>#1 Biller:</b> WFPG-F \$2,100,000
<b>Average Persons Rating:</b> 15.8		<b>% Not Listed:</b> 10.4	<b>#1 Billing Portfolio:</b> WFPG-AF \$2,200,000
<b>Market TSL in Hours</b> 21.25		<b>Pop per Station:</b> 13,371	

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1	WTTH-FF	B	42 / 9.4	7.6	7.7	6.6	8.6	431 / 15.4	14.4	13.4	42 / 445	B
2	WFPG-F	AC	39 / 8.8	8.7	6.2	4.7	7.8	531 / 18.9	20.7	17.2	40 / 549	D
3	WAYV-F	AC/CHR	34 / 7.6	6.8	5.3	3.7	5.3	559 / 19.9	20.6	14.7	34 / 579	C
4	WZXL-F	AOR	29 / 6.5	5.4	6.8	6.2	5.5	530 / 18.9	17.3	18.1	39 / 663	D
5	WRDR-F	ST	24 / 5.4	8.4	5.1	6.2	3.6	274 / 9.8	12.1	7.6	26 / 306	B
6	WOND	T	17 / 3.8	3.5	4.6	5.4	6.1	272 / 9.7	7.9	9.6	17 / 272	B
7	WKOE-F	C	16 / 3.6	6.8	5.9	5.2	5.5	253 / 9.0	11.7	10.3	24 / 309	B
8	WMGM-F	AC	15 / 3.4	3.7	5.7	5.2	2.7	349 / 12.4	11.1	15.0	15 / 379	B
9	WXTU-F	C	14 / 3.1	2.9	2.9	2.3	1.3	142 / 5.1	5.4	7.5	33 / 371	B
	WMID-FF	AOR/CL	14 / 3.1	2.9	4.8	2.7	3.6	284 / 10.1	8.5	6.1	14 / 300	A
	WTKU-F	O	14 / 3.1	3.7	2.9	4.5	2.5	232 / 8.3	9.9	9.2	14 / 246	B
	WFPG	T	14 / 3.1	1.4	2.6	0.4	1.1	217 / 7.7	4.4	6.3	14 / 217	B
13	WCZT-F	AC	11 / 2.5	1.4	2.6	0.8	0.8	129 / 4.6	3.1	3.8	11 / 138	B
	WFNN-F	AC	11 / 2.5	2.1	1.8	0.8	2.1	110 / 3.9	4.3	4.7	11 / 110	B
	WMID	ST	11 / 2.5	4.1	2.6	4.5	4.2	175 / 6.2	5.6	6.1	11 / 175	A
16	WCMC	ST	9 / 2.0	3.1	2.6	3.7	3.8	104 / 3.7	4.1	4.8	9 / 104	A

12+ FM Share (Metro): 83.17 % ( 331 of 398 ) ( Fall 95: 86.96 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WTTH-FF >	1 WZXL-F <	1 WAYV-F <	1 WFPG-F	1 WFPG-F	1 WFPG-F <	1 WTTH-FF >	1 WFPG-F >	1 WFPG-F <	1 WTTH-FF >	1 WTTH-FF >
2 WAYV-F	2 WAYV-F <	2 WTTH-FF	2 WAYV-F <	2 WTTH-FF <	2 WRDR-F <	2 WAYV-F <	2 WAYV-F	2 WTTH-FF <	2 WZXL-F	2 WKOE-F
WZXL-F	3 WTTH-FF <	WFPG-F <	3 WTTH-FF	3 WAYV-F	3 WTTH-FF >	3 WFPG-F	3 WTTH-FF <	3 WAYV-F <	WAYV-F <	3 WOND
WJSE-F >>	4 WZXL-F >>	WZXL-F >>	4 WZXL-F >			4 WFPG <	4 WZXL-F	4 WZXL-F	4 WFPG-F <	WFPG-F
						5 WZXL-F <	5 WRDR-F >	5 WRDR-F	5 WKOE-F >	
						6 WOND <				
						7 WRDR-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 WAYV-F	1 WAYV-F <	1 WFPG-F	1 WTTH-FF	1 WTTH-FF <	1 WZXL-F >	1 WZXL-F >>	1 WZXL-F >>	1 WZXL-F >>	1 WZXL-F >
2 WTTH-FF >>	2 WTTH-FF	2 WAYV-F	2 WAYV-F	2 WFPG-F	2 WMID-FF	2 WTTH-FF	2 WAYV-F	2 WAYV-F <	2 WFPG-F
3 WFPG-F >>	3 WFPG-F >>	WTTH-FF >>	WFPG-F >>	3 WAYV-F >>	WTTH-FF >	WAYV-F	WTTH-FF	3 WFPG-F	3 WAYV-F
	4 WZXL-F				4 WMID-F	4 WMID-FF	4 WMID-F	4 WMID-FF	4 WTTH-FF
					WIOQ-F	5 WMID-F >	WMID-FF >	WTTH-FF	
					WAYV-F >>				

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
WBSS-F	T	97.3	1.1	5.9	5 200
WDOX-F	AOR-P	93.1	1.3	4.1	6 119
WIBG	REL	1020	0.4	1.5	5 47
WJSE-F	AOR-NR	102.7	1.6	7.5	7 226

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KYW	N	1060	0.7	4.0	4 148	
WBEB-F	AC	101.1	0.7	1.6	9 138	
WFLN-F	CL	95.7	0.7	1.6	7 101	
WIOQ-F	CHR	102.1	1.6	5.8	16 310	
WIP	SPRTS	610	1.8	4.7	9 174	
WJZZ-F	J	106.1	0.4	1.3	5 96	
WKXW-F	T/O	101.5	0.9	2.8	5 122	
WMGK-F	O-70S	102.9	0.4	1.3	6 123	
WMMR-F	AOR	93.3	1.1	4.4	8 241	
WUGL-F	O	98.1	0.9	2.7	9 191	
WOR	T	710	0.7	1.6	3 46	
WPLY-F	CHR-NR	100.3	0.4	3.1	10 229	
WUSL-F	B	98.9	1.3	4.7	18 311	
WVDB-F	T	96.5	1.6	3.3	15 192	
WYSP-F	T/CL AOR	94.1	1.3	5.5	16 338	



# ATLANTIC CITY-CAPE MAY

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	113 (6)	113 (6)	28.4 %	26.6 %	Local WMGM-FM, WOND-AM, WTKU-FM, WUSS-AM	10.3 %	11.3 %	13.2 %
AOR/Classic/NR	0 (0)	60 (6)	60 (6)	15.1 %	13.1 %				
Black/Urban	0 (0)	48 (3)	48 (3)	12.1 %	9.3 %		10.3 %	11.3 %	13.2 %
CHR	0 (0)	9 (2)	9 (2)	2.3 %	1.2 %				
Classical	0 (0)	3 (1)	3 (1)	0.8 %	0.5 %				
Country	0 (0)	30 (2)	30 (2)	7.5 %	11.0 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	2 (1)	2 (1)	0.5 %	0.7 %				
News/Talk	37 (4)	22 (4)	59 (8)	14.8 %	9.6 %				
Oldies	0 (0)	20 (3)	20 (3)	5.0 %	5.6 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	2 (1)	0 (0)	2 (1)	0.5 %	1.4 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	1.9 %				
Sports	8 (1)	0 (0)	8 (1)	2.0 %	1.2 %				
Standards	20 (2)	24 (1)	44 (3)	11.1 %	18.2 %				
<b>Totals</b>	<b>67 (8)</b>	<b>331 (29)</b>	<b>398 (37)</b>						

### AM Stations

Station	Power	Format	Advertiser	Agency	Location
WCMC	1230 1 KW	Standards	ABC	\$<20.00 D&R	Wildwood
WFPG	1450 1 kw	Tak	CBS, TARN, Taknt	\$<20.00 Eastman Spring	
WMD	1340 890 w	Standards	Westwd, ABC	\$<20.00 Direct	
WOND	1400 1 kw	Tak	ABC, CNN	\$<20.00 Mc-Guild	Pleasantville

### FM Stations

Station	Power	Format	Advertiser	Agency	Location
WAYV	95.1 50 kw @ 331	AC/CHR		\$30.00 Katz	
WBNJ	105.5 3 kw @ 295	See WTTH-F			Cape May C. H.
WCZT	94.3 3.3 kw @ 300	AC		\$<20.00 K&P	Avalon
WFNN	98.7 3 kw @ 233	AC	ABC	\$17.00 D&R Scott	Villas
WFPG	96.9 50 kw @ 360	AC		\$46.00 Eastman Spring	
WKOE	106.3 3 kw @ 310	Country	ABC	\$<20.00 Eastman	Ocean City
WMGM	103.7 50 KW @ 348	Oldies		\$22.00 Mc-Guild	
WMD	99.3 3.4 kw @ 289	AOR/Classic AOR	ABC	\$<20.00 Direct	Pleasantville
WRDR	104.9 10 kw @ 510	Standards	AP	\$21.00 ---	Egg Harbor
WSJL	102.3 3.2 kw @ 292	See WMD-F			Cape May
WTKU	98.3 3 kw @ 328	Oldies		\$21.00 Mc-Guild WMGM owner	Ocean City
WTTH	96.1 2.3 kw @ 371	Black	ABC	\$24.00 ---	Margate
WZXL	100.7 38 kw @ 350	AOR		\$44.00 D&R	Wildwood

Notes: Other rated stations: See Philadelphia

Jim Duncan

Comments: WTTH-F/F had its strongest book ever and is a close #2 in 25-54 adults . . . WAYV-F enjoyed its best book in over two years . . . WKOE-F had its worst book in over two years

# AUGUSTA, GA

Arbitron Rank: 111	Pop (12+): 367,400	Stations: 26 / 24	Last Year's Revenue: \$11,200,000
MSA Rank: 107		Diaries: 871/422:1/49.8%	Household Income: \$36,759
MSA Pop: 453,000		Sample Target: 850	Retail Dollars: \$3.9 Bil.
DMA: 111		% Below Line: 2.4	#1 Biller: WKXC-F \$2,400,000
Average Persons Rating: 16.9		% Not Listed: 14.6	#1 Billing Portfolio: WBBQ-AF/WZNY-F duop \$3,400,000
Market TSL in Hours: 22.25		Pop per Station: 15,308	

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1	WFXA-FF	78 / 12.5	13.5	12.0	12.9	12.2	814 / 22.2	21.2	19.8	84 / 933	C	WFXA-FF
2	WKXC-F	62 / 10.0	10.8	12.5	13.1	15.3	796 / 21.7	22.7	26.6	75 / 989	D	WKXC-F
3	WBBQ-AF	46 / 7.4	9.5	10.1	9.2	12.5	769 / 20.9	19.9	23.9	61 / 1030	D	WBBQ-AF
4	WZNY-F	43 / 6.9	5.3	3.2	5.8	4.5	657 / 17.9	14.6	12.7	55 / 803	C	WZNY-F
5	WAKB-F	37 / 5.9	5.3	4.1	4.4	5.7	460 / 12.5	9.5	9.8	42 / 589	A	WAKB-F
6	WGAC	31 / 5.0	5.5	6.3	4.2	5.9	450 / 12.2	12.1	13.2	32 / 478	B	WGAC
7	WEKL-F	27 / 4.3	3.3	3.1	6.0	2.9	415 / 11.3	10.3	9.9	28 / 443	A	WEKL-F
8	WTHB	25 / 4.0	3.8	2.0	2.7	1.7	144 / 3.9	3.4	3.5	25 / 144	A	WTHB
9	WRXR-F	AOR	24 / 3.9	4.6	5.0	5.3	371 / 10.1	12.2	11.6	24 / 405	C	WRXR-F
10	WUUS-F	C	22 / 3.5	1.8	2.7	3.3	427 / 11.6	6.4	10.5	26 / 481	A	WUUS-F
11	WGOR-F	O	21 / 3.4	3.8	4.7	3.3	355 / 9.7	10.4	11.6	23 / 394	A	WGOR-F
12	WLSL-F	SAC	19 / 3.1	3.7	2.9	4.4	335 / 9.1	9.3	9.8	19 / 346	A	WLSL-F
13	WKZK	G	13 / 2.1	3.5	2.5	3.8	145 / 3.9	2.7	3.6	14 / 158	A	WKZK

12+ FM Share (Metro): 83.05 % ( 441 of 531 ) ( Fall 95: 86.15 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WFXA-FF >>	1 WFXA-FF >	1 WFXA-FF	1 WBBQ-AF <	1 WFXA-FF <	1 WKXC-F	1 WFXA-FF <	1 WKXC-F	1 WFXA-FF	1 WFXA-FF >	1 WFXA-FF >
2 WZNY-F >>	2 WKXC-F	2 WKXC-F <	2 WFXA-FF	2 WBBQ-AF	2 WBBQ-AF	2 WKXC-F	2 WBBQ-AF	2 WKXC-F	2 WZNY-F	2 WKXC-F
3 WRXR-F >>	3 WZNY-F	3 WBBQ-AF	3 WAKB-F <	3 WKXC-F	3 WFXA-FF <	3 WBBQ-AF	3 WGAC <	3 WZNY-F <	3 WKXC-F <	3 WAKB-F
4 WBBQ-AF	4 WAKB-F	4 WAKB-F	4 WKXC-F <	4 WAKB-F	4 WGAC <	4 WZNY-F	4 WFXA-FF >	4 WBBQ-AF	4 WAKB-F >	
5 WEKL-F <	5 WZNY-F <	5 WEKL-F <	5 WEKL-F <	5 WEKL-F	5 WAKB-F	5 WAKB-F	5 WZNY-F	5 WAKB-F	5 WRXR-F	
	6 WEKL-F >	6 WZNY-F >	6 WZNY-F			WEKL-F <	6 WEKL-F <	6 WGAC		
						7 WGAC				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WFXA-FF	1 WFXA-FF <	1 WZNY-F	1 WFXA-FF	1 WFXA-FF <	1 WFXA-FF	1 WFXA-FF >	1 WFXA-FF	1 WFXA-FF <	1 WEKL-F
2 WKXC-F >	2 WZNY-F <	2 WBBQ-AF	2 WKXC-F	2 WKXC-F	2 WKXC-F >	2 WKXC-F	2 WEKL-F >	2 WEKL-F	2 WFXA-FF
3 WZNY-F	3 WKXC-F	3 WFXA-FF >	3 WZNY-F	WBBQ-AF	3 WRXR-F	3 WEKL-F	3 WBBQ-AF	3 WKXC-F	WBBQ-AF
WAKB-F	4 WBBQ-AF	4 WUUS-F	WAKB-F <	4 WZNY-F <	4 WCHZ-F	4 WRXR-F	4 WZNY-F	WBBQ-AF	4 WGAC
	5 WUUS-F	WKXC-F	5 WBBQ-AF	5 WAKB-F	WEKL-F >	WCHZ-F	WRXR-F	5 WRXR-F	5 WKXC-F
	6 WAKB-F		6 WUUS-F >	6 WUUS-F		6 WZNY-F	WCHZ-F	6 WAKB-F	6 WRXR-F
				WGOR-F					WAKB-F >

Consolidation Report	12+	25-54	Revenue
<b>Beasley</b> WGAC-AM, WCHZ-FM, WAJY-FM, WGOR-FM	12.3 %	11.8 %	13.7 %
<b>Davis</b> WAKB-FM, WFXA-FM, WTHB-AM	21.5 %	18.7 %	13.3 %
<b>GHB</b> WKXC-FM, WSLT-FM	13.1 %	11.8 %	24.0 %
<b>Local</b> WZNY-FM, WBBQ-FM, WBBQ-AM	14.3 %	16.1 %	30.0 %
<b>Wilks</b> WEKL-FM, WUUS-FM, WRXR-FM, WGU-AM	11.7 %	14.7 %	18.2 %
	<b>72.8 %</b>	<b>73.2 %</b>	<b>99.2 %</b>

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAEG-F	J	92.3	Evans 1.3 4.2 8 164
WAJY-F	ST	102.7	New Ellenton, SC 1.9 4.4 13 183
WCHZ-F	AOR-NR	95.1	Harlem 1.9 6.2 14 256
WFAM	G	1050	Augusta 0.5 1.6 3 57
WIIZ-F	B	97.9	Blackville, SC 1.9 6.2 36 440
WKIM	B/O	1230	Augusta 1.4 2.5 9 92
WRDW	SPRTS	1480	Augusta 1.0 3.3 6 129
WTHO-F	C	101.7	Thomson 1.0 3.0 10 161

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAAW-F	B/O	94.7	Williston, SC 0.5 1.8 3 75
WCOS-F	C	97.5	Columbia, SC 1.9 2.3 26 258

# AUGUSTA, GA

Format Performance	AM	FM	Total	%	Spr 96
AC	3 (1)	43 (1)	46 (2)	8.7 %	11.0 %
AOR/Classic/NR	0 (1)	63 (3)	63 (4)	11.9 %	8.4 %
Black/Urban	9 (1)	130 (5)	139 (6)	26.2 %	27.0 %
CHR	0 (0)	43 (1)	43 (1)	8.1 %	6.1 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	102 (4)	102 (4)	19.2 %	20.7 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	8 (1)	8 (1)	1.5 %	0.0 %
News/Talk	31 (1)	0 (0)	31 (1)	5.8 %	6.3 %
Oldies	0 (0)	21 (1)	21 (1)	4.0 %	4.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	41 (3)	0 (0)	41 (3)	7.7 %	8.4 %
Soft AC/EZ	0 (0)	19 (1)	19 (1)	3.6 %	4.2 %
Sports	6 (1)	0 (0)	6 (1)	1.1 %	1.1 %
Standards	0 (0)	12 (1)	12 (1)	2.3 %	2.3 %
<b>Totals</b>	<b>90 (8)</b>	<b>441 (18)</b>	<b>531 (26)</b>		

## AM Stations

Station	Freq	Pwr	Format	Owner	Advertiser	Agency	City
WBBQ	1340	1 kw	See WBBQ-F				
WGAC	580	5 kw/1 kw (DA-N)	News/Talk	CBS, Westwd	\$23.00	D&R	Beasley
WKZK	1600	0.5 kw (Days)	Gospel	AURN	\$<20.00	Dora	N. Augusta, SC
WTHB	1550	0.5 kw/11 w	Gospel/Black	ABC	\$<20.00	Katz	Davis

## FM Stations

Station	Freq	Pwr	Format	Owner	Advertiser	Agency	City
WAEG	92.3	3 kw @ 328	Jazz	\$ NA	---	Beasley	Evans
WAEJ	100.9	6 kw @ 328	See WFXA-F				Waynesboro
WAJY	102.7	3 kw @ 328	Standards	Westwd, CBS	\$ NA	D&R	Beasley
WAKB	96.9	0.75 kw @ 1364	Black		\$<20.00	Christal	Davis
WBBQ	104.3	100 kw @ 1000	AC	ABC	\$52.00	Eastman	
WEKL	102.3	1.5 kw @ 666	Classic AOR		\$18.00	Katz	Wiks
WFXA	103.1	3 kw @ 456	Black	CBS, ABC	\$30.00	Christal	Davis
WGOR	93.9	13 kw @ 456	Oldies	Westwd, CNN	\$<20.00	D&R	Beasley
WKXC	99.5	23 kw @ 728	Country		\$53.00	Mc-Guild	GHB
WRXR	96.3	15 KW @ 889	AOR	ABC	\$28.00	Christal	Wiks
WSLT	98.3	2.8 kw @ 485	Soft AC		\$<20.00	Mc-Guild	GHB
WUUS	107.7	50 kw @ 476	Country		\$<20.00	Katz	Wiks
WZNY	105.7	100 kw @ 1168	CHR	ABC	\$27.00	Eastman	WBBQ-AF

Notes: 8/96 WFAM (1050) sold for \$330,000 . . . 9/96 WKBG-F changed calls to WUUS-F; remains Country . . . 10/96 WAEG-F ended simulcast of WAEJ-F to become Smooth Jazz as "The Breeze"; WAEJ-F began simulcast of WFXA-F . . . 11/96 WCHZ-F sold to Beasley (D+) for \$1,200,000 (Bergner)

Jim Duncan

Comments: Listening levels are up by a full rating point versus last year . . . WBBQ-AF is down to its lowest share in many years . . . WZNY-F had its best book in more than two years . . . WKXC-F is down for its fifth consecutive survey

# AUSTIN

Arbitron Rank: 51 Pop (12+) 845,700	Stations 26 / 22	Last Year's Revenue: \$41,000,000
MSA Rank: 58	Diaries: 2,149/394:1/51.4%	Household Income: \$41,015
MSA Pop: 994,000	Sample Target: 2,030	Retail Dollars: \$10.5 Bil.
DMA: 64	% Below Line: 2.9	#1 Biller: KASE-F \$9,000,000
Average Persons Rating: 15.5	% Not Listed: 17.3	#1 Billing Portfolio: KVET-AF/KASE-F \$11,600,000
Market TSL in Hours 20.50	Pop per Station: 38,441	

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1 KASE-F	C	168 / 12.8	13.1	12.0	11.8	13.7	12.4	1995 / 23.6	22.8	25.1	192 / 2306	H	KASE-F
2 KHFI-F	CHR	129 / 9.8	9.0	9.9	9.7	9.1	9.6	2166 / 25.6	26.5	22.9	136 / 2401	F	KHFI-F
3 KKMJ-F	SAC	92 / 7.0	5.9	7.3	5.6	5.1	6.4	1387 / 16.4	16.5	13.7	95 / 1467	G	KKMJ-F
4 KVET-F	C	71 / 5.4	5.3	5.5	6.1	6.0	5.6	1277 / 15.1	15.0	15.5	79 / 1410	D	KVET-F
5 KEYI-F	O	70 / 5.3	4.9	5.6	5.8	6.3	5.4	1400 / 16.5	14.9	14.9	81 / 1598	D	KEYI-F
6 KLBJ-F	AOR	69 / 5.3	5.4	5.7	7.2	5.9	5.9	1230 / 14.5	16.0	16.3	78 / 1430	E	KLBJ-F
7 KLBJ	N/T	66 / 5.0	5.7	5.7	6.4	6.5	5.7	1183 / 14.0	13.0	14.3	71 / 1292	F	KLBJ
8 KPEZ-F	CL AOR	56 / 4.3	3.5	3.7	3.9	3.5	3.8	1207 / 14.3	13.3	12.7	61 / 1301	D	KPEZ-F
9 KAMX-F	AC/CHR	48 / 3.7	4.6	4.3	2.8	3.3	3.8	1135 / 13.4	13.8	10.6	60 / 1287	C	KAMX-F
10 KGSR-F	AOR-P	47 / 3.6	3.5	3.0	4.0	3.6	3.5	783 / 9.3	8.7	8.5	48 / 790	D	KGSR-F
11 KAJZ-F	J	40 / 3.0	2.4	3.3	3.0	1.9	2.9	651 / 7.7	7.5	7.4	50 / 845	B	KAJZ-F
12 KUTZ-F	AOR	36 / 2.7	1.7	2.4	2.0	2.1	2.2	717 / 8.5	8.5	7.1	44 / 923	C	KUTZ-F
13 KVET	T	32 / 2.4	2.4	1.7	2.3	2.7	2.2	653 / 7.7	6.1	7.9	33 / 719	*	KVET
14 KROX-F	AOR-NR	29 / 2.2	3.5	3.5	3.5	2.8	3.2	890 / 10.5	12.0	10.5	31 / 990	B	KROX-F
15 KCLB-F	SP	18 / 1.4	1.5	1.4	1.0	1.0	1.3	341 / 4.0	3.1	3.2	18 / 341		KCLB-F
KJCE	B/AC	18 / 1.4	1.8	1.6	0.9	1.0	1.4	212 / 2.5	2.4	1.9	18 / 226		KJCE

12+ FM Share (Metro): 83.52 % ( 907 of 1086 ) ( Fall 95: 81.10 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KHFI-F >>>	1 KASE-F	1 KASE-F	1 KASE-F >	1 KASE-F >	1 KASE-F	1 KASE-F	1 KASE-F >	1 KASE-F >	1 KHFI-F >	1 KHFI-F >
2 KASE-F >	2 KHFI-F	2 KHFI-F	2 KHFI-F	2 KHFI-F <	2 KKMJ-F	2 KHFI-F	2 KKMJ-F	2 KHFI-F >	2 KASE-F >	2 KKMJ-F
3 KROX-F >	3 KLBJ-F	3 KLBJ-F <	3 KKMJ-F <	3 KKMJ-F	3 KEYI-F <	3 KVET-F <	3 KLBJ <	3 KKMJ-F	3 KKMJ-F	3 KASE-F
	4 KAMX-F	4 KKMJ-F	4 KLBJ-F	4 KEYI-F <	4 KLBJ	4 KLBJ-F	4 KHFI-F >	4 KEYI-F	4 KPEZ-F <	4 KPEZ-F
	5 KPEZ-F	5 KPEZ-F	5 KEYI-F <	5 KLBJ-F <	5 KVET-F	5 KKMJ-F	5 KEYI-F <	5 KLBJ-F	5 KLBJ <	
	6 KKMJ-F	6 KVET-F <	6 KPEZ-F <	6 KVET-F	6 KAJZ-F	6 KEYI-F	6 KLBJ-F	6 KPEZ-F <	6 KEYI-F <	
	KUTZ-F <	7 KEYI-F	7 KGSR-F	7 KPEZ-F <	KHFI-F		KVET-F <	7 KVET-F <	7 KROX-F <	
			KVET-F	8 KGSR-F			8 KPEZ-F	8 KGSR-F		
							KLBJ			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F	1 KHFI-F	1 KLBJ-F	1 KLBJ-F	1 KASE-F	1 KASE-F
2 KHFI-F >	2 KHFI-F >	2 KHFI-F >	2 KHFI-F	2 KKMJ-F <	2 KLBJ-F	2 KASE-F	2 KASE-F	2 KLBJ-F	2 KLBJ-F
3 KAMX-F >	3 KAMX-F	3 KAMX-F	3 KKMJ-F >	3 KHFI-F >	3 KASE-F	3 KHFI-F	3 KUTZ-F	3 KPEZ-F <	3 KPEZ-F <
4 KKMJ-F	4 KKMJ-F	4 KGSR-F <	4 KAMX-F <	4 KEYI-F	4 KUTZ-F	4 KUTZ-F	4 KHFI-F	4 KHFI-F <	4 KVET-F <
5 KJCE	5 KLBJ-F <	5 KLBJ-F	5 KEYI-F	5 KGSR-F	5 KAMX-F	5 KPEZ-F	5 KPEZ-F <	5 KVET-F	5 KEYI-F
KPEZ-F	6 KGSR-F	6 KKMJ-F >	6 KGSR-F	6 KVET-F	6 KAMX-F <	6 KLBJ	6 KLBJ	6 KUTZ-F	6 KLBJ
KLBJ-F				7 KAMX-F	7 KVET-F	7 KGSR-F	7 KGSR-F	7 KEYI-F <	7 KHFI-F <
								8 KLBJ	8 KAJZ-F <

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KELG	SP	1440 Elgin	1.1 2.0 14 173
KFON	T	1490 Austin	0.4 1.7 6 153
KIXL	REL	970 Del Valle	1.0 3.5 13 303
KNNC-F	AOR-NR	107.7 Georgetown	1.0 5.5 17 542
KTAE	C	1260 Taylor	0.5 0.9 7 96
KTXZ	SP	1560 W. Lake Hills	0.6 1.4 8 114

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KISS-F	AOR	99.5 San Antonio	0.4 1.2 5 127
KSAH	REL	720 Universal City	0.5 1.4 7 132
KXTN-F	SP	107.5 San Antonio	1.2 2.1 17 219
WOAI	N/T	1200 San Antonio	0.8 3.0 21 480

# AUSTIN

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	48 (1)	48 (1)	4.4 %	5.2 %	<b>American Radio Sys.</b> KJCE-AM, KAMX-FM, KKMJ-FM	12.1 %	11.9 %	15.1 %
AOR/Classic/NR	0 (0)	255 (7)	255 (7)	23.5 %	23.3 %	<b>Clear Channel</b> KPEZ-FM, KHFI-FM, KFON-AM, KEYI-FM	19.8 %	20.0 %	22.2 %
Black/Urban	18 (1)	0 (0)	18 (1)	1.7 %	1.9 %	<b>LBJ</b> KAJZ-FM, KLBJ-AM, KLBJ-FM	13.3 %	14.1 %	21.0 %
CHR	0 (0)	129 (1)	129 (1)	11.9 %	11.9 %	<b>Local - 1</b> KVET-FM, KVET-AM, KASE-FM	20.6 %	20.8 %	28.3 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	<b>Local - 2</b> KTXZ-AM, KKLB-FM, KELG-AM	3.1 %	2.5 %	1.5 %
Country	6 (1)	239 (2)	245 (3)	22.6 %	21.0 %	<b>Sinclair</b> KGSR-FM, KROX-FM	5.8 %	6.4 %	7.8 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	22 (2)	34 (2)	56 (4)	5.2 %	5.0 %				
Jazz	0 (0)	40 (1)	40 (1)	3.7 %	3.9 %				
News/Talk	113 (4)	0 (0)	113 (4)	10.4 %	10.4 %				
Oldies	0 (0)	70 (1)	70 (1)	6.4 %	6.7 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		<b>74.7 %</b>	<b>75.7 %</b>	<b>95.9 %</b>
Religion/Gospel	20 (2)	0 (0)	20 (2)	1.8 %	2.0 %				
Soft AC/EZ	0 (0)	92 (1)	92 (1)	8.5 %	8.7 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
<b>Totals</b>	<b>179 (10)</b>	<b>907 (16)</b>	<b>1086 (26)</b>						

### AM Stations

KJCE	1370	5 kw/0.5 kw (DA-2)	Black AC	ABC	\$ NA	Allied	Amer. Radio Sys.	Rollingwood
KLBJ	590	5 kw/1 kw (DA-N)	News/Tak	ABC, Westwd	\$62.00	Eastman		
KVET	1300	5 kw/1 kw (DA-2)	Tak	ABC	\$ NA	Katz		

### FM Stations

KAJZ	93.3	100 kw @ 1949	Jazz		\$28.00		KLBJ	Kilben
KAMX	94.7	100 kw @ 1257	CHR/AC		\$30.00	Eastman	Amer. Radio Sys.	Luling
KASE	100.7	100 kw @ 1190	Country		\$155.00	Katz	KVET	
KEYI	103.5	100 kw @ 1257	Oldies		\$55.00	Ctr Chnl	Clear Channel	San Marcos
KGSR	107.1	46 kw @ 518	AOR - Prog		\$50.00	Allied	Sinclair	Bestrop
KHFI	96.7	100 kw @ 951	CHR		\$82.00	Ctr Chnl	Clear Channel	Georgetown
KKLB	92.5	1.6 kw @ 449	Hispanic		\$<20.00	Caballero		Elgin
KKMJ	95.5	100 kw @ 1001	Soft AC		\$84.00	Allied	Amer. Radio Sys.	
KLBJ	93.7	97 kw @ 1050	AOR		\$72.00	Banner		
KPEZ	102.3	20 kw @ 686	Classic AOR		\$50.00	Ctr Chnl	Clear Channel	
KROX	101.5	100 kw @ 981	AOR - New Rock		\$25.00	Allied	Sinclair	Giddings
KUTZ	98.9	18.5 kw @ 1814	AOR	ABC	\$34.00	Allied	Shamrock	Lampasas
KVET	98.1	100 kw @ 686	Country	ABC	\$50.00	Katz	KASE	

Notes: \*KVET (AM) revenue included in KVET-FM total . . . 1/97 KTAE (1260; Taylor) sold for \$400,000

Jim Duncan

Comments: KPEZ-F registered its best performance of the past year . . . after consistent 12+ shares in three consecutive books, KROX-F had (another) poor Fall showing

# BAKERSFIELD

<b>Arbitron Rank:</b> 86	<b>Pop (12+)</b> 424,400	<b>Stations</b> 31 / 26	<b>Last Year's Revenue:</b> \$15,200,000
<b>MSA Rank:</b> 84		<b>Diaries:</b> 1,512/281:1/51.3%	<b>Household Income:</b> \$35,095
<b>MSA Pop:</b> 624,000		<b>Sample Target:</b> 1,420	<b>Retail Dollars:</b> \$3.6 Bil.
<b>DMA:</b> 132		<b>% Below Line:</b> 5.4	<b>#1 Biller:</b> KUZZ-F \$3,400,000
<b>Average Persons Rating:</b> 15.8		<b>% Not Listed:</b> 13.4	<b>#1 Billing Portfolio:</b>
<b>Market TSL In Hours</b> 21.25		<b>Pop per Station:</b> 16,323	Buck Owens duop \$3,900,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	KUZZ-F	C	94 / 14.0	12.4	13.8	12.6	12.5	13.1	1067 / 25.1	24.7	24.2	99 / 1218	E	KUZZ-F
2	KKXX-F	CHR	72 / 10.7	9.1	7.5	9.6	11.8	9.2	1113 / 26.2	19.2	25.5	72 / 1147	C	KKXX-F
3	KRAB-F	AOR	51 / 7.6	8.0	7.8	8.1	6.2	7.8	724 / 17.1	16.8	17.1	53 / 749	C	KRAB-F
4	KERN	N/T	43 / 6.4	6.8	5.2	7.2	7.4	6.4	599 / 14.1	13.1	13.4	44 / 618	C	KERN
5	KGFM-F	SAC	37 / 5.5	4.9	5.9	4.9	5.7	5.3	526 / 12.4	14.4	13.5	38 / 556	B	KGFM-F
6	KERN-F	O	31 / 4.6	4.9	4.6	5.1	5.4	4.8	581 / 13.7	13.4	14.5	32 / 603	B	KERN-F
7	KIWI-F	SP	29 / 4.3	4.3	5.5	6.7	3.3	5.2	276 / 6.5	9.9	6.0	29 / 276	C	KIWI-F
8	KLLY-F	AC	20 / 3.0	3.3	3.6	4.5	3.6	3.6	371 / 8.7	9.7	10.6	20 / 379	B	KLLY-F
9	KKBB-F	CL AOR	19 / 2.8	4.3	4.2	4.5	3.5	4.0	338 / 8.0	8.8	8.1	20 / 353	B	KKBB-F
	KSUV-F	SP	19 / 2.8	4.9	3.8	3.1	3.3	3.6	273 / 6.4	7.1	5.7	19 / 273	B	KSUV-F
11	KCNQ-F	C	18 / 2.7	1.4	1.7	1.8	2.0	1.9	177 / 4.2	3.0	2.8	18 / 177	A	KCNQ-F
12	KBOS-F	CHR	16 / 2.4	3.0	1.4	1.2	2.0	2.0	218 / 5.1	5.2	5.3	70 / 964		KBOS-F
13	KNZR	N/T	13 / 1.9	2.2	2.3	2.5	1.4	2.2	248 / 5.8	8.4	7.0	13 / 256	A	KNZR
14	KTIE-F	C	12 / 1.8	1.1	1.3	1.5	1.7	1.4	232 / 5.5	4.7	5.8	12 / 241	A	KTIE-F
	KHIS-F	REL	12 / 1.8	0.9	1.0	1.2	1.2	1.2	206 / 4.9	4.0	4.0	12 / 210		KHIS-F

12+ FM Share (Metro): 80.69 % ( 468 of 580 ) ( Fall 95: 78.70 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KKXX-F >>	1 KUZZ-F <	1 KUZZ-F >	1 KUZZ-F >	1 KUZZ-F >	1 KUZZ-F >	1 KUZZ-F >	1 KUZZ-F >	1 KUZZ-F	1 KKXX-F	1 KUZZ-F
2 KRAB-F	2 KKXX-F	2 KKXX-F	2 KKXX-F	2 KGFM-F <	2 KERN	2 KRAB-F	2 KERN	2 KKXX-F >	2 KRAB-F	KERN
3 KUZZ-F >	KRAB-F >	3 KRAB-F	KRAB-F	3 KKXX-F <	3 KERN-F	KKXX-F	3 KKXX-F <	3 KRAB-F <	3 KUZZ-F >	3 KKXX-F <
	4 KIWI-F >	4 KIWI-F	4 KGFM-F	4 KRAB-F <	4 KRAB-F >	4 KERN	4 KGFM-F <	4 KGFM-F <	4 KERN	4 KRAB-F >>>
		KGFM-F	5 KERN-F	5 KERN-F	5 KKXX-F	5 KGFM-F <	5 KERN-F	5 KERN	5 KGFM-F <	
		6 KKBB-F	KLLY-F	6 KERN <	6 KERN <	6 KERN-F >	6 KRAB-F	6 KERN-F	6 KBOS-F	
		KLLY-F <	KKBB-F	7 KIWI-F <				7 KIWI-F		
		KIWI-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 KKXX-F	1 KUZZ-F	1 KUZZ-F	1 KUZZ-F >	1 KUZZ-F >	1 KKXX-F	1 KRAB-F >	1 KRAB-F >	1 KRAB-F	1 KUZZ-F
2 KUZZ-F	2 KKXX-F >	2 KKXX-F >	2 KKXX-F >	2 KGFM-F	KRAB-F >>	2 KUZZ-F	2 KUZZ-F >	2 KUZZ-F >	2 KRAB-F >
3 KIWI-F >	3 KIWI-F >	3 KLLY-F	3 KLLY-F	3 KKXX-F	3 KIWI-F	KKXX-F >	3 KIWI-F	3 KKXX-F	3 KERN-F
4 KRAB-F	4 KRAB-F	KIWI-F	4 KGFM-F <	4 KLLY-F	KUZZ-F >	4 KIWI-F	KKBB-F	4 KKBB-F <	4 KKBB-F
	KLLY-F >>>	KLLY-F >	5 KGFM-F	5 KIWI-F >	5 KKBB-F	5 KKBB-F	5 KERN	5 KIWI-F <	5 KKXX-F
		6 KGFM-F	KRAB-F		KSUV-F >>		KTIE-F	6 KGFM-F <	6 KERN <
							KKXX-F		7 KGFM-F

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KBD	ST	1350	Bakersfield	0.4	1.8	3	78
KCHJ	SP	1010	Delano	1.0	3.3	14	243
KQWR	C	550	Bakersfield	1.3	3.1	11	184
KERI	REL	1180	Wasco	0.6	2.4	5	117
KGEO	T	1230	Bakersfield	1.5	4.0	11	184
KLYD-F	ST	104.3	Shafter	1.5	3.8	10	168
KMYX-F	SP	103.9	Taft	0.7	1.8	6	92
KRME-F	SP	97.7	Shafter	1.0	2.6	7	112
KVLI-AF	ST	104.5	Lake Isabella	1.5	2.0	10	83
KWAC	SP	1490	Bakersfield	1.3	3.2	9	134

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KFI	T	640	Los Angeles	0.9	2.3	10	150
KMJ	N/T	580	Fresno	0.9	1.9	47	432
KTPI-F	C	103.1	Tehachapi	0.7	0.9	19	161
KTWV-F	J	94.7	Los Angeles	0.4	0.9	5	112

# BAKERSFIELD

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	20 (1)	20 (1)	3.4 %	4.2 %	<b>Buck Owens</b>	17.1 %	17.7 %	25.7 %
AOR/Classic/NR	0 (0)	70 (2)	70 (2)	12.1 %	14.4 %	KCWR-AM, KTIE-FM, KUZZ-FM			
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	<b>Buckley</b>	7.7 %	9.5 %	15.5 %
CHR	0 (0)	88 (2)	88 (2)	15.2 %	10.5 %	KKBB-FM, KLLY-FM, KNZR-AM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %	<b>Local</b>	6.7 %	6.1 %	11.2 %
Country	9 (1)	129 (4)	138 (5)	23.8 %	23.3 %	KCHJ-AM, KIWI-FM, KWAC-AM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	<b>Mondosphere</b>	20.1 %	16.1 %	18.4 %
Hispanic	16 (3)	60 (4)	76 (7)	13.1 %	16.6 %	KHIS-FM, KXXX-FM, KRAB-FM			
Jazz	0 (0)	3 (1)	3 (1)	0.5 %	0.0 %	<b>Z-Spanish</b>	3.8 %	4.8 %	5.9 %
News/Talk	78 (5)	0 (0)	78 (5)	13.4 %	12.0 %	KSUV-AM, KSUV-FM, KRME-FM			
Oldies	0 (0)	31 (1)	31 (1)	5.3 %	5.9 %		<b>55.5 %</b>	<b>54.1 %</b>	<b>76.7 %</b>
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	4 (1)	12 (1)	16 (2)	2.8 %	2.5 %				
Soft AC/EZ	0 (0)	37 (1)	37 (1)	6.4 %	6.9 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	5 (2)	18 (2)	23 (4)	4.0 %	3.2 %				
<b>Totals</b>	<b>112 (12)</b>	<b>468 (19)</b>	<b>580 (31)</b>						

### AM Stations

Station	Freq	Power	Format	Comments	Advertiser	Agency	Buyer
KCWR	550	5 kw (DA-2)	Country	\$ < 20.00	Katz	Buck Owens	
KERN	1410	1 kw	News/Talk	Taknt, ABC, Westwd \$42.00	Christal	American General	
KGEO	1230	1 kw	Tak	BRN \$ < 20.00	Christal		
KNZR	1560	25 kw/10 kw (DA-N)	News	CBS, CNN \$ NA	D&R	Buckley	

### FM Stations

Station	Freq	Power	Format	Comments	Advertiser	Agency	Buyer
KONQ	102.5	0.13 kw @ 1230	Country	ABC \$ NA	Gillis		Kernville
KERN	94.1	4.5 kw @ 1310	Oldies	ABC \$30.00	Christal	American General	
KGFM	101.5	4.8 kw @ 1280	Soft AC	\$33.00	Christal		
KHIS	96.5	50 kw @ 500	Religion	\$ NA	—	Mondosphere	
KIWI	92.1	6 kw @ 164	Hispanic	\$28.00	Lotus		
KKBB	99.3	1.2 kw @ 1345	Classic AOR	Westwd \$22.00	D&R	Buckley	
KXXX	105.3	35.4 kw @ 584	CHR	ABC, Westwd \$29.00	Banner	Mondosphere	Delano
KLLY	95.3	12.5 kw @ 463	AC	AP \$29.00	D&R	Buckley	Oildale
KRAB	106.1	25 kw @ 328	AOR	CBS, Westwd \$37.00	Banner	Mondosphere	Greenacre
KSUV	102.9	20.5 kw @ 364	Hispanic	\$21.00	Caballero	Z-Spanish	
KTIE	107.1	6 kw @ 164	Country	\$ NA	K&P	Buck Owens	
KUZZ	107.9	6 kw @ 1365	Country	\$71.00	Katz	Buck Owens	

Notes: KBOS-F: See Fresno . . . 10/96 KHIS-AF sold by the Int'l. Church of the Foursquare Gospel to Mondosphere for \$2,650,000 (Sterling) . . . 11/96 KZBA-F changed from regional Mexican to "Romantica" (SP) as KRME-F

# BALTIMORE

Arbitron Rank: 19 Pop (12+) 2,069,500	Stations 41 / 23	Last Year's Revenue: \$78,900,000
MSA Rank: 18	Diaries: 3,315/624:1/53.9%	Household Income: \$47,705
MSA Pop: 2,480,000	Sample Target: 3,270	Retail Dollars: \$21.7 Bil.
DMA: 65	% Below Line: 16.9	#1 Biller: WBAL \$13,000,000
Average Persons Rating: 17.5	% Not Listed: 13.4	#1 Billing Portfolio:
Market TSL in Hours 23.00	Pop per Station: 89,978	American Radio Sys. duop+ \$26,200,000

12+ Metro	Format	Fail 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1 WERQ-F	B/CHR	280 / 7.7	6.4	5.8	5.6	5.3	6.4	3279 / 15.8	14.2	13.5	294 / 3589	F	WERQ-F
2 WBAL	N/T	266 / 7.3	8.2	8.9	6.9	7.9	7.8	4058 / 19.6	21.6	18.9	281 / 4289	I	WBAL
3 WPOC-F	C	237 / 6.5	6.5	8.5	8.4	9.1	7.5	3407 / 16.5	17.9	17.9	281 / 3848	H	WPOC-F
4 WQSR-F	O	235 / 6.5	6.7	7.4	6.7	6.1	6.8	3031 / 14.6	17.1	15.7	246 / 3241	I	WQSR-F
5 WLIF-F	SAC	232 / 6.4	6.0	6.3	6.2	5.9	6.2	3047 / 14.7	14.4	14.0	244 / 3252	H	WLIF-F
6 WWMX-F	AC	222 / 6.1	5.5	5.6	6.4	4.7	5.9	4028 / 19.5	16.6	14.5	234 / 4244	H	WWMX-F
7 WHFS-F	AOR	151 / 4.2	3.7	4.2	4.0	4.7	4.0	3096 / 15.0	14.0	13.9	170 / 3456		WHFS-F
8 WXYV-F	B	138 / 3.8	4.3	4.4	5.5	5.3	4.5	2686 / 13.0	13.1	13.3	146 / 2977	G	WXYV-F
9 WWIN-F	B/AC	117 / 3.2	4.3	3.8	3.3	3.8	3.7	1668 / 8.1	8.7	8.0	118 / 1677	E	WWIN-F
10 WIYY-F	AOR	114 / 3.1	3.6	3.9	4.1	3.6	3.7	2660 / 12.9	13.0	12.6	148 / 3208	G	WIYY-F
11 WOCT-F	O-70S	111 / 3.1	4.2	3.7	2.9	3.4	3.5	2405 / 11.6	11.7	10.6	125 / 2627	F	WOCT-F
12 WCAO	B/G	105 / 2.9	2.9	2.2	2.7	2.8	2.7	1248 / 6.0	4.9	5.7	109 / 1296	C	WCAO
13 WCBM	T	76 / 2.1	3.1	1.9	2.8	3.0	2.5	1138 / 5.5	5.9	6.4	79 / 1199	D	WCBM
14 WRBS-F	REL	70 / 1.9	1.6	1.5	1.6	1.5	1.6	945 / 4.6	4.2	4.0	73 / 1012		WRBS-F
15 WJFK	T/J	64 / 1.8	1.7	2.0	1.6	1.9	1.8	1016 / 4.9	4.9	4.5	67 / 1072		WJFK
16 WWIN	B/G	53 / 1.5	0.9	1.0	1.0	1.1	1.1	698 / 3.4	2.9	2.8	53 / 698		WWIN

12+ FM Share (Metro): 76.58 % ( 2407 of 3143 ) ( Fall 95: 75.21 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WERQ-F >>	1 WERQ-F >	1 WERQ-F	1 WWMX-F <	1 WQSR-F	1 WBAL	1 WQSR-F	1 WLIF-F	1 WBAL <	1 WERQ-F >>	1 WERQ-F
2 WHFS-F <	2 WWMX-F <	2 WQSR-F	2 WQSR-F	2 WWMX-F <	2 WQSR-F <	2 WBAL	2 WBAL <	2 WERQ-F	2 WLIF-F	2 WBAL
3 WXYV-F	3 WHFS-F	3 WQSR-F	3 WERQ-F <	3 WPOC-F	3 WLIF-F <	3 WERQ-F <	3 WQSR-F <	3 WWMX-F <	WBAL <	3 WPOC-F
	4 WIYY-F	4 WPOC-F <	4 WPOC-F	4 WERQ-F <	4 WPOC-F >	4 WPOC-F <	4 WPOC-F <	4 WLIF-F <	4 WXYV-F <	
	5 WXYV-F	5 WHFS-F <	5 WLIF-F	5 WLIF-F	5 WWMX-F	5 WWMX-F	5 WWMX-F	5 WPOC-F	5 WHFS-F	
	6 WPOC-F <	6 WLIF-F	6 WBAL <	6 WBAL		6 WLIF-F >	6 WERQ-F	6 WQSR-F <		
	7 WOCT-F		7 WOCT-F <	7 WOCT-F <			7 WHFS-F	7 WHFS-F		
			8 WHFS-F <	8 WWIN-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 WERQ-F >	1 WWMX-F <	1 WWMX-F >	1 WWMX-F	1 WWMX-F	1 WERQ-F >	1 WERQ-F >	1 WERQ-F	1 WERQ-F >	1 WQSR-F
2 WWMX-F <	2 WERQ-F >	2 WERQ-F	2 WERQ-F	2 WLIF-F <	2 WIYY-F <	2 WHFS-F	2 WHFS-F	2 WQSR-F <	2 WBAL
3 WHFS-F	3 WHFS-F	3 WOCT-F <	3 WLIF-F <	3 WQSR-F <	3 WHFS-F >	WIYY-F >	WIYY-F	3 WHFS-F <	3 WPOC-F <
4 WXYV-F >	4 WXYV-F	4 WHFS-F <	4 WQSR-F	4 WPOC-F	4 WXYV-F >	4 WBAL >	4 WBAL	4 WBAL <	4 WERQ-F
5 WQSR-F	5 WLIF-F <	5 WLIF-F <	5 WPOC-F	5 WERQ-F	5 WWMX-F	5 WPOC-F	5 WJFK <	5 WIYY-F <	5 WHFS-F <
6 WLIF-F	6 WPOC-F <	6 WPOC-F	6 WXYV-F	6 WWIN-F	6 WWDC-F	WOCT-F <	6 WOCT-F	6 WPOC-F	6 WOCT-F
7 WIYY-F	7 WOCT-F	WXYV-F	7 WHFS-F <			7 WXYV-F	WPOC-F	7 WOCT-F	WWMX-F <
			8 WWIN-F			WJFK			8 WIYY-F <



# BALTIMORE

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	295 (3)	295 (3)	9.4 %	8.5 %
AOR/Classic/NR	0 (0)	343 (5)	343 (5)	10.9 %	11.7 %
Black/Urban	33 (1)	615 (5)	648 (6)	20.6 %	19.6 %
CHR	0 (0)	86 (3)	86 (3)	2.7 %	0.4 %
Classical	0 (0)	14 (1)	14 (1)	0.4 %	0.5 %
Country	0 (0)	344 (5)	344 (5)	10.9 %	13.0 %
Full Service	16 (1)	0 (0)	16 (1)	0.5 %	0.4 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	437 (4)	0 (0)	437 (4)	13.9 %	15.8 %
Oldies	0 (0)	376 (3)	376 (3)	12.0 %	14.6 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	181 (3)	70 (1)	251 (4)	8.0 %	5.8 %
Soft AC/EZ	0 (0)	264 (3)	264 (3)	8.4 %	7.7 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	69 (3)	0 (0)	69 (3)	2.2 %	1.9 %
<b>Totals</b>	<b>736 (12)</b>	<b>2407 (29)</b>	<b>3143 (41)</b>		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WBGR	B/G	860	Baltimore	0.6	1.4	23	307
WGRX-F	C	100.7	Westminster	1.4	5.0	67	1343
WITH	ST	1230	Baltimore	0.7	2.0	25	417
WNAV	ST	1430	Annapolis	0.4	1.0	16	238
WOLB	B/T	1010	Baltimore	0.9	1.4	33	291
WRNR-F	AOR-P	103.1	Grasonville	0.6	2.1	23	473
WWLG	ST	1360	Baltimore	0.9	2.1	31	443
WXY-F	C	103.7	Havre de Grace	0.4	1.2	41	521

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WARW-F	CL AOR	94.7	Bethesda	0.4	1.5	21	432
WASH-F	AC	97.1	Washington	0.9	3.3	40	769
WBIG-F	O	100.3	Washington	0.8	3.5	35	888
WFRE-F	C	99.9	Frederick	0.4	1.5	62	953
WGAY-F	SAC	99.5	Washington	0.5	1.8	18	409
WGMS-F	CL	103.5	Washington	0.4	1.6	18	386
WHUR-F	B	96.3	Washington	1.4	4.6	62	1127
WKYS-F	B	93.9	Washington	0.8	4.3	39	1098
WMAL	FS/T	630	Washington	0.4	1.7	19	443
WMZQ-F	C	98.7	Washington	0.7	2.9	40	714
WPGC-F	CHR/U	95.5	Morningside	1.4	7.0	53	1617
WRQX-F	AC/CHR	107.3	Washington	1.1	5.7	45	1326
WTOP	N	1500	Washington	0.9	4.7	33	1033
WWDC-F	AOR	101.1	Washington	1.1	6.5	61	1704
WWMD-F	EZ	104.7	Hagerstown	0.4	1.2	41	493
WWZZ-F	CHR	104.1	Waldorf	1.0	4.3	46	1068

Consolidation Report	12+	25-54	Revenue
<b>American Radio Sys.</b>	16.3 %	20.8 %	33.4 %
WBGR-AM, WBMD-AM, WOCT-FM, WQSR-FM, WWMX-FM			
<b>Radio One</b>	13.3 %	13.1 %	9.6 %
WERQ-FM, WOLB-AM, WWIN-AM, WWIN-FM			
<b>Westinghouse</b>	14.9 %	14.2 %	20.8 %
WCAO-AM, WJFK-AM, WLIF-FM, WXYV-FM			
<b>Totals</b>	<b>44.5 %</b>	<b>48.2 %</b>	<b>63.8 %</b>

### AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Station
WBAL	1090	50 kw (DA-N)	News/Talk	CBS	\$165.00	D&R Hearst
WCAO	600	5 kw (DA-1)	Black Gospel	Westwd	\$40.00	Mc-Guild Westinghouse
WCBM	680	10 kw/5 kw (DA-2)	Talk	ABC, Westwd	\$50.00	Katz
WJFK	1300	5 kw (DA-2)	Talk/Jazz	Source, Westwd	NA	Torbet Westinghouse
WWIN	1400	1 kw	Black Gospel		\$28.00	Allied Radio One

### FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Station
WERQ	92.3	37 kw @ 570	Black/CHR	AP	\$95.00	Allied Radio One
WGRX	100.7	15.8 kw @ 861	Country	ABC	\$48.00	Allied Shamrock Westminster
WYYY	97.9	13.5 kw @ 946	AOR	ABC	\$110.00	D&R Hearst
WLIF	101.9	13.5 kw @ 960	Soft AC		\$155.00	--- Westinghouse
WOCT	104.3	50 kw @ 420	Oldies-70's		\$93.00	Katz Amer. Radio Systems
WPOC	93.1	16 kw @ 860	Country		\$180.00	Mc-Guild Nationwide
WQSR	105.7	50 kw @ 492	Oldies		\$185.00	Christal Amer. Radio Systems Catonsville
WRBS	95.1	50 kw @ 500	Religion	SRN, ABC	\$25.00	---
WWIN	95.9	3 kw @ 300	Black AC	Westwd	\$72.00	Allied Radio One
WWMX	106.5	7.4 kw @ 1217	AC		\$183.00	Katz Amer. Radio Systems
WXYV	102.7	50 kw @ 437	Black		\$139.00	Mc-Guild Westinghouse

Notes: WHFS-F: See Washington . . . 9/96 Capitol sold these stations to American Radio Systems (D+): WOCT-F for \$30,000,000; WWMX-F for \$60,000,000

Jim Duncan  
 Comments: WERQ-F led the market in 12+ for the first time ever . . . WPOC's poor Summer book was confirmed by the Fall ratings . . . WQSR-F and WWMX-F were a close #1 and #2 in adults 25-54 . . . WXYV-F faded to below a four share with its third consecutive down book

# BATON ROUGE

Arbitron Rank: 81	Pop (12+): 457,900	Stations: 25 / 18	Last Year's Revenue: \$18,700,000
MSA Rank: 90		Diaries: 1,146/400:1/52.2%	Household Income: \$40,422
MSA Pop: 565,000		Sample Target: 1,070	Retail Dollars: \$5.5 Bil.
DMA: 98		% Below Line: 15.6	#1 Biller: WYNK-AF \$3,800,000
Average Persons Rating: 15.2		% Not Listed: 13.6	#1 Billing Portfolio:
Market TSL in Hours: 20.25		Pop per Station: 25,439	Gulfstar duop \$7,600,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1 WYNK-F	C	73 / 10.5	10.5	11.9	10.8	12.8	10.9	1064 / 23.2	22.4	25.2	138 / 2335	WYNK-F
2 KQXL-F	B	72 / 10.3	10.5	11.9	11.8	10.2	11.1	945 / 20.6	20.0	19.0	98 / 1295	D KQXL-F
3 WXOK	B	57 / 8.2	8.7	8.3	7.8	7.5	8.2	642 / 14.0	16.2	13.4	62 / 716	C WXOK
4 KRVE-F	AC	47 / 6.7	8.0	6.7	6.7	5.7	7.0	715 / 15.6	16.6	13.2	51 / 801	C KRVE-F
5 WGGZ-F	O-70s	44 / 6.3	7.8	5.8	7.9	8.5	6.9	695 / 15.2	15.1	17.6	77 / 1417	C WGGZ-F
6 WJBO	N/T	43 / 6.2	4.6	5.7	4.4	4.9	5.2	646 / 14.1	13.5	12.9	47 / 764	D WJBO
7 WTGE-F	C	39 / 5.6	5.5	4.8	4.4	5.7	5.1	423 / 9.2	13.5	14.1	47 / 765	C WTGE-F
8 KHOM-F	CHR	38 / 5.5	4.7	3.0	1.3	1.2	3.6	777 / 17.0	9.9	6.3	99 / 1966	KHOM-F
WLSS-F	CHR	38 / 5.5	4.6	5.1	4.5	5.7	4.9	811 / 17.7	17.2	16.8	54 / 1288	C WLSS-F
10 WCKW-F	AOR	32 / 4.6	3.4	3.0	3.5	2.5	3.6	581 / 12.7	9.8	11.2	80 / 1420	WCKW-F
11 WKJN-F	C	19 / 2.7	3.3	3.5	3.8	4.0	3.3	449 / 9.8	11.5	12.5	38 / 844	D WKJN-F
12 WQUE-F	B	18 / 2.6	3.1	2.2	3.2	2.8	2.8	391 / 8.5	7.3	9.4	55 / 795	WQUE-F
13 WNDC	G	15 / 2.2	2.2	1.7	1.9	1.5	2.0	202 / 4.4	4.2	4.1	18 / 210	A WNDC
14 WPFC	REL	13 / 1.9	0.7	0.4	0.4	2.4	0.9	136 / 3.0	1.6	2.4	13 / 142	WPFC
15 WQCK-F	REL	9 / 1.3	2.1	1.7	1.5	1.2	1.6	201 / 4.4	4.7	4.3	12 / 251	WQCK-F

12+ FM Share (Metro): 75.21 % ( 452 of 601 ) ( Fall 95: 75.53 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KHOM-F >>	1 KQXL-F	1 KQXL-F	1 KQXL-F <	1 WYNK-F	1 WYNK-F	1 WYNK-F	1 WYNK-F	1 WYNK-F <	1 KQXL-F >	1 KQXL-F
2 KQXL-F >	2 WGGZ-F	2 WYNK-F <	2 WGGZ-F <	2 KQXL-F <	2 WXOK	2 KQXL-F <	2 WXOK <	2 KQXL-F	2 KHOM-F >	2 WXOK <
3 WLSS-F >	3 WTGE-F <	3 WGGZ-F	3 WYNK-F	3 WGGZ-F	3 WJBO	3 WXOK	3 WJBO	3 KRVE-F	3 WQUE-F	3 WYNK-F <
	4 WCKW-F <	4 KRVE-F <	4 WXOK <	4 KRVE-F <	4 KRVE-F <	4 KRVE-F <	4 KRVE-F <	4 WGGZ-F	4 WXOK	4 WGGZ-F
	5 WLSS-F	5 WXOK <	5 KRVE-F	5 WXOK	5 KQXL-F >	5 WGGZ-F	5 WGGZ-F <	5 KHOM-F	WLSS-F	WLSS-F <
	6 KRVE-F	6 WTGE-F <	6 WLSS-F	6 WTGE-F		6 WTGE-F	6 WTGE-F	WTGE-F <	6 KRVE-F	
	WYNK-F <	7 WLSS-F <	7 WCKW-F <	WLSS-F <		7 WCKW-F	7 KQXL-F	7 WCKW-F	WGGZ-F	
	8 KHOM-F	8 WCKW-F	8 WTGE-F <	8 WCKW-F <		8 WLSS-F	8 WLSS-F	WLSS-F <		
		9 WJBO >	9 WJBO >			9 WJBO	9 WXOK			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KQXL-F >	1 KQXL-F >	1 KQXL-F	1 KQXL-F >	1 WYNK-F <	1 KQXL-F >	1 WGGZ-F <	1 WGGZ-F	1 WGGZ-F	1 WGGZ-F
2 WTGE-F	2 WLSS-F <	2 KRVE-F	2 WYNK-F <	2 KQXL-F	2 WTGE-F	2 WCKW-F	2 WCKW-F >	2 WCKW-F <	2 WYNK-F <
3 WLSS-F	3 KRVE-F <	3 WLSS-F	3 KRVE-F <	KRVE-F	WQUE-F	3 KQXL-F	3 KQXL-F	3 KQXL-F	3 WCKW-F
4 WQUE-F	4 WTGE-F	4 WGGZ-F	4 WXOK	4 WXOK >	WCKW-F	4 WTGE-F <	WXOK	4 WYNK-F	4 KQXL-F <
	KHOM-F	5 WGGZ-F	5 WYNK-F	5 WTGE-F <	5 KRVE-F	5 WYNK-F	5 WYNK-F	5 WTGE-F	5 WJBO
	6 KRVE-F	KHOM-F	6 WTGE-F	6 WLSS-F	6 KRVE-F	6 WXOK	6 WTGE-F	6 WLSS-F	6 WXOK
	WXOK >	7 WYNK-F	7 KHOM-F >	7 WGGZ-F	WYNK-F	7 WLSS-F	7 WLSS-F	7 WJBO	7 WTGE-F
		8 WQUE-F		WTGE-F >		8 KHOM-F	8 WJBO	8 KRVE-F	8 WLSS-F
								WXOK	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KBRH	B/O	1260	Baton Rouge 0.6 1.4 4 70
KKAY-F	O	104.9	Donaldsonville 0.4 1.2 4 95
KKAY	REL	1590	White Castle 0.6 1.1 5 72
WBIU	REL	1210	Denham Spgs. 0.6 1.3 4 61
WEMX-F	C	94.1	Kentwood 0.9 5.4 9 327
WYNK	C	1380	Baton Rouge 0.4 1.5 4 89

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WEZB-F	AC/CHR	97.1	New Orleans 0.6 1.3 9 295
WRNO-F	O-70S	99.5	New Orleans 1.0 2.1 15 320
WTKL-F	O	95.7	New Orleans 0.4 1.5 19 331
WWL	N/T	870	New Orleans 0.9 3.6 39 627

# BATON ROUGE

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	51 (2)	51 (2)	8.5 %	8.1 %	<b>Citywide</b>	22.1 %	20.3 %	35.3 %
AOR/Classic/NR	0 (0)	32 (1)	32 (1)	5.3 %	9.5 %	KQXL-FM, WEMX-FM, WIBR-AM, WKJN-FM, WXOK-AM			
Black/Urban	61 (2)	90 (2)	151 (4)	25.1 %	29.8 %	<b>Guaranty</b>	11.9 %	14.8 %	14.4 %
CHR	0 (0)	76 (2)	76 (2)	12.6 %	9.8 %	WBBU-FM, WGGZ-FM, WTGE-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	<b>Gulfstar</b>	22.6 %	22.0 %	40.6 %
Country	3 (1)	137 (4)	140 (5)	23.3 %	22.4 %	WJBO-AM, WLSS-FM, WYNK-AM, WYNK-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		56.6 %	57.1 %	90.3 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	49 (2)	0 (0)	49 (2)	8.2 %	7.9 %				
Oldies	0 (0)	57 (4)	57 (4)	9.5 %	7.9 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	36 (4)	9 (1)	45 (5)	7.5 %	4.7 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
<b>Totals</b>	<b>149 (9)</b>	<b>452 (16)</b>	<b>601 (25)</b>						

### AM Stations

Station	Freq	Power	Format	Company	Advertiser	Agency
WJBO	1150	5 kw (DA-1)	Talk/News	CBS	\$43.00	Christal Gulfstar
WNDC	910	1 kw (DA-1)	Gospel		<20.00	---
WPFC	1550	5 kw (Days)	Religion		\$ NA	---
WXOK	1460	5 kw/1 kw (DA-N)	Black	AURN	\$28.00	Banner Citywide

### FM Stations

Station	Freq	Power	Format	Company	Advertiser	Agency	City
KQXL	106.5	50 kw @ 298	Black	AURN, ABC	\$53.00	Banner	Citywide
KRVE	96.1	43 kw @ 449	AC		\$38.00	Katz	Brusly
WCKW	92.3	100 kw @ 1946	Classic AOR		\$42.00	Christal	Laplace
WEMX	94.1	100 kw @ 981	Country	CBS	<20.00	Banner	Citywide
WGGZ	98.1	100 kw @ 1499	70's Oldies	Westwd	\$48.00	Katz	Guaranty
WKJN	103.3	100 kw @ 1004	Country	Westwd	\$46.00	Eastman	Citywide
WLSS	102.5	100 kw @ 1260	CHR	Westwd	\$41.00	Christal	Gulfstar
WQCK	92.7	32 kw @ 604	Religion		\$16.00	---	Clinton
WTGE	100.7	100 kw @ 1499	Country		\$37.00	Katz	Guaranty
WYNK	101.5	100 kw @ 1499	Country	ABC	\$74.00	Allied	Gulfstar

Notes: Other ranked stations: See New Orleans . . . 7/96 WBBU-F (Baker) sold to Guaranty (D+) for \$1,750,000 (MVP) . . . 7/96 WTGE-F changed from AOR-New Rock to Country . . . 9/96 WFME-F changed from CHR to "Modern AC" (AC-NR) as WLSS-F "Loose 102" . . . 10/96 WBBU-F changed from AC to Jazz . . . 11/96 WLSS-F changed from Modern AC back to CHR . . . 11/96 WIBR/WKJN-F sold by Don Nelson to Citywide (D+) for \$ . . . 12/96 WQCK-F sold for \$2,025,000 (Media Services)

# BINGHAMTON

Arbitron Rank: 161	Pop (12+)	213,200	Stations	13 / 11	Last Year's Revenue:	\$8,000,000
MSA Rank:		167	Diaries:	809/264:1/57.7%	Household Income:	\$38,713
MSA Pop:		260,000	Sample Target:	770	Retail Dollars:	\$2.0 Bil.
DMA:		151	% Below Line:	1.2	#1 Biller:	WHWK-F \$2,200,000
Average Persons Rating:		15.7	% Not Listed:	17.0	#1 Billing Portfolio:	
Market TSL in Hours		20.50	Pop per Station:	19,382	Wicks duop	\$2,800,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WHWK-F	C	67 / 20.0	16.8	20.1	19.6	19.5	663 / 31.1	29.5	30.0	109 / 1213	D	WHWK-F
2	WYOS-F	O	35 / 10.4					422 / 19.8			38 / 486		WYOS-F
3	WMRV-F	CHR	34 / 10.1	10.8	9.7	7.2	7.4	598 / 28.1	29.0	22.9	56 / 940	B	WMRV-F
4	WNBF	N/T	33 / 9.8	7.5	8.4	8.0	13.8	400 / 18.8	17.0	17.7	35 / 443	B	WNBF
5	WAAL-F	CL AOR	30 / 9.0	12.9	8.8	14.3	9.8	517 / 24.2	27.9	24.8	57 / 913	C	WAAL-F
6	WMXW-F	SAC	24 / 7.2	9.9	10.1	11.6	10.1	434 / 20.3	21.3	21.4	34 / 554	C	WMXW-F
7	WINR	ST	13 / 3.9	4.2	6.2	3.0	5.9	177 / 8.3	10.4	9.6	13 / 186	A	WINR
8	WKGB-F	AOR	11 / 3.3	6.0	5.2	5.8	6.5	217 / 10.2	11.4	10.8	12 / 257	B	WKGB-F
9	WGRG-F	AC/CHR	10 / 3.0	3.3	5.2	3.9	4.7	234 / 11.0	14.9	15.0	12 / 277	A	WGRG-F
10	WKOP	ST	9 / 2.7	3.3	2.3	1.1	0.9	122 / 5.7	6.4	5.6	9 / 122	A	WKOP
11	WENE	SPRST	8 / 2.4	1.8	1.3	1.4	1.8	160 / 7.5	5.9	5.2	9 / 182	A	WENE

12+ FM Share (Metro): 77.34 % ( 215 of 278 ) (Fall 95: 76.92 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WMRV-F >>>	1 WHWK-F >	1 WHWK-F >	1 WHWK-F >	1 WHWK-F >	1 WHWK-F	1 WHWK-F >>	1 WHWK-F >	1 WHWK-F >	1 WMRV-F	1 WMRV-F
2 WYOS-F >	2 WMRV-F <	2 WAAL-F	2 WYOS-F	2 WYOS-F	2 WNBF	2 WNBF <	2 WYOS-F <	2 WAAL-F <	2 WHWK-F	2 WHWK-F >
3 WAAL-F >>	3 WYOS-F >>	3 WYOS-F <	3 WAAL-F >	3 WAAL-F	3 WYOS-F	3 WYOS-F <	3 WNBF >	3 WMRV-F <	3 WAAL-F	3 WYOS-F
4 WYOS-F	4 WMRV-F >	4 WMRV-F	4 WMRV-F	4 WMXW-F	4 WMXW-F >	4 WMRV-F	4 WAAL-F	4 WYOS-F	4 WYOS-F	
	WKGB-F	5 WMXW-F >	5 WMXW-F >	5 WMRV-F >	5 WAAL-F <	5 WMXW-F	5 WMRV-F <	5 WNBF	WNBF <	
					6 WINR	6 WAAL-F >	6 WMXW-F >	6 WMXW-F >	6 WMXW-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 WMRV-F	1 WHWK-F >	1 WHWK-F >>	1 WHWK-F >	1 WHWK-F	1 WAAL-F	1 WAAL-F <	1 WHWK-F	1 WAAL-F <	1 WHWK-F
WHWK-F >>>	2 WMRV-F >>>	2 WMRV-F >	2 WMRV-F <	2 WYOS-F	2 WMRV-F >	2 WHWK-F >	2 WAAL-F >>	2 WHWK-F >	2 WAAL-F
	3 WYOS-F	3 WKGB-F	3 WYOS-F >	3 WMXW-F	3 WKGB-F	3 WMRV-F >	3 WYOS-F	3 WYOS-F	3 WYOS-F >>
	WKGB-F	WAAL-F >	4 WMRV-F	4 WMRV-F	WHWK-F >>>	4 WYOS-F	4 WMRV-F >	4 WMRV-F	4 WNBF
	WGRG-F		5 WAAL-F >>	5 WAAL-F >>		WKGB-F		5 WNBF	WMXW-F
	WAAL-F >								WMRV-F >

Format Performance	AM	FM	Total	%	Spr 96	Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
AC	0 (0)	12 (2)	12 (2)	4.3 %	4.9 %	WQNY-F	0.6	1.8	6 127
AOR/Classic/NR	0 (0)	43 (3)	43 (3)	15.5 %	24.8 %	WYXL-F	0.6	1.6	7 143
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
CHR	0 (0)	34 (1)	34 (1)	12.2 %	13.5 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	67 (1)	67 (1)	24.1 %	23.3 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	33 (1)	0 (0)	33 (1)	11.9 %	9.4 %				
Oldies	0 (0)	35 (1)	35 (1)	12.6 %	0.0 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	0 (0)	24 (1)	24 (1)	8.6 %	12.4 %				
Sports	8 (1)	0 (0)	8 (1)	2.9 %	2.3 %				
Standards	22 (2)	0 (0)	22 (2)	7.9 %	9.4 %				
<b>Totals</b>	<b>63 (4)</b>	<b>215 (9)</b>	<b>278 (13)</b>						

# BINGHAMTON

Consolidation Report	12+	25-54	Revenue
<b>Enterprise</b> WENE-AM, WMRV-FM, WMXW-FM	19.7 %	21.0 %	27.6 %
<b>Wicks</b> WHWK-FM, WNBF-AM, WYOS-FM	40.3 %	40.9 %	34.8 %
	<b>60.0 %</b>	<b>61.9 %</b>	<b>62.4 %</b>

## AM Stations

WENE	1430	5 kw (DA-N)	Sports	AP, SBUSA, 1/1	\$<20.00	Christal	Enterprise	Endicott
WINR	680	1 kw/500 w (DA-2)	Standards	CBS	\$<20.00	Rosin		
WKOP	1360	5 kw/500 w (DA-2)	Standards	ABC	\$<20.00	Eastman	Regional	
WNBF	1290	5 kw (DA-N)	News/Tak	Westwd, Taknt	\$20.00	Katz	Wicks	

## FM Stations

WAAL	99.1	7.1 kw @ 1089	Classic AOR	ABC	\$34.00	Eastman	Regional	
WGRG	101.7	2 kw @ 558	AC/CHR		\$<20.00	Christal		Owego
WHWK	98.1	10 kw @ 960	Country		\$50.00	Katz	Wicks	
WKGB	102.7	1.3 kw @ 708	AOR	Source	\$<20.00	D&R		Susquehanna, PA
WMRV	105.7	35 kw @ 570	CHR	Westwd	\$23.00	Christal	Enterprise	Endicott
WMXW	103.3	0.59 kw @ 1014	Soft AC		\$35.00	Christal	Enterprise	Vestal
WYOS	104.1	0.93 kw @ 833	Oldies		\$ NA	Mc-Guild	Wicks	Chenango Bridge

Notes:

Jim Duncan

Comments: An outstanding debut for Wicks' WYOS-F; almost every other station was down from the Spring except for the other Wicks' stations

# BIRMINGHAM

**Arbitron Rank:** 55 **Pop (12+)** 792,600  
**MSA Rank:** 66  
**MSA Pop:** 885,000  
**DMA:** 51  
**Average Persons Rating:** 15.2  
**Market TSL in Hours** 20.75

**Stations** 26 / 20  
**Diaries:** 1,439/551:1/50.1%  
**Sample Target:** 1,400  
**% Below Line:** 3.9  
**% Not Listed:** 9.6  
**Pop per Station:** 39,630

**Last Year's Revenue:** \$31,400,000  
**Household Income:** \$37,911  
**Retail Dollars:** \$9.2 Bil.  
**#1 Biller:** WZZK-AF \$7,400,000  
**#1 Billing Portfolio:**  
 Cox duop \$9,400,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WZZK-F	C	144 / 11.9	13.8	12.6	13.6	13.4	13.0	1988 / 25.1	25.8	28.7	206 / 2995	G	WZZK-F
2	WZRR-F	AOR/CL	92 / 7.6	7.1	6.8	6.2	8.1	6.9	1163 / 14.7	14.6	18.7	145 / 1894	F	WZRR-F
3	WBHJ-F	B	89 / 7.4	5.5					1132 / 14.3			142 / 1728		WBHJ-F
4	WMJJ-F	AC	83 / 6.9	6.1	9.1	5.5	8.1	6.9	1204 / 15.2	17.8	18.0	101 / 1514	E	WMJJ-F
5	WBHK-F	B/AC	80 / 6.6	2.6	1.2	0.9	0.3	2.8	984 / 12.4	2.8	1.7	90 / 1217		WBHK-F
	WENN-F	B	80 / 6.6	9.1	10.8	9.7	9.6	9.1	1274 / 16.1	19.4	17.3	143 / 1986	F	WENN-F
7	WERC	N/T	78 / 6.5	6.9	5.8	8.4	7.1	6.9	1091 / 13.8	11.0	13.1	111 / 1267	D	WERC
8	WODL-F	O	58 / 4.8	5.4	6.9	5.7	4.8	5.7	1186 / 15.0	15.1	14.2	104 / 1870	D	WODL-F
9	WYSF-F	SAC	56 / 4.6	4.9	4.3	5.3	5.2	4.8	1134 / 14.3	14.4	15.6	98 / 1719	D	WYSF-F
10	WAGG	G	42 / 3.5	2.7	4.7	4.7	2.7	3.9	587 / 7.4	8.6	6.7	42 / 587	B	WAGG
11	WRAX-F	AOR-NR	40 / 3.3	3.2	2.9	3.7	3.0	3.3	733 / 9.3	7.9	7.2	52 / 832	B	WRAX-F
12	WJOX	SPRTS	38 / 3.1	1.4	2.2	2.4	2.5	2.3	503 / 6.3	5.5	8.2	45 / 699	B	WJOX
	WATV	B	38 / 3.1	3.2	3.1	4.1	5.0	3.4	458 / 5.8	6.6	8.1	38 / 458	B	WATV
14	WOWC-F	C	35 / 2.9	3.2	2.4	3.4	3.2	3.0	751 / 9.5	9.8	11.1	76 / 1332	B	WOWC-F
	WDJC-F	REL	35 / 2.9	3.8	3.3	3.1	2.9	3.3	695 / 8.8	9.0	7.9	52 / 1039	C	WDJC-F
16	WAPI	N	19 / 1.6	0.9	1.3	1.2	3.1	1.2	388 / 4.9	4.8	7.4	19 / 390	B	WAPI
17	WJLD	B	18 / 1.5	2.0	1.8	2.5	1.4	1.9	382 / 4.8	5.7	5.9	18 / 382	A	WJLD

12+ FM Share (Metro): 77.91 % ( 850 of 1091 ) ( Fall 95: 73.79 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WBHJ-F >>	1 WZRR-F >	1 WZRR-F <	1 WZRR-F <	1 WZZK-F	1 WZZK-F	1 WZZK-F >	1 WZZK-F	1 WZZK-F >	1 WBHJ-F	1 WZZK-F >
2 WENN-F	2 WBHJ-F <	2 WZZK-F	2 WZZK-F	2 WZRR-F	2 WERC	2 WMJJ-F <	2 WZRR-F <	2 WZRR-F	2 WENN-F <	2 WBHJ-F <
3 WZZK-F	3 WZZK-F	3 WBHK-F <	3 WBHK-F <	3 WMJJ-F <	3 WMJJ-F <	3 WZRR-F <	3 WERC	WMJJ-F <	3 WBHK-F	3 WBHK-F >
4 WENN-F	4 WMJJ-F	4 WMJJ-F	4 WMJJ-F	4 WBHK-F	4 WODL-F <	4 WERC	4 WMJJ-F	4 WBHJ-F	4 WZZK-F >	
5 WBHK-F	5 WENN-F	5 WENN-F	5 WENN-F	5 WBHK-F	5 WBHK-F	5 WBHJ-F <	5 WBHK-F <	5 WBHK-F	5 WZRR-F	
6 WRAX-F <	6 WBHJ-F	6 WODL-F <	WODL-F	6 WAGG <	6 WENN-F	6 WYSF-F <	WENN-F <	WENN-F <		
7 WMJJ-F		7 WYSF-F <	7 WERC <	7 WAGG <	7 WBHK-F	7 WODL-F	7 WERC	7 WERC		
		8 WERC	8 WYSF-F >				8 WYSF-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 WBHJ-F >	1 WZZK-F	1 WZZK-F	1 WZZK-F	1 WZZK-F	1 WZRR-F >	1 WZRR-F >>	1 WZRR-F >>	1 WZRR-F >>	1 WZRR-F >
2 WZZK-F >	2 WBHJ-F <	WBHK-F <	2 WBHK-F <	2 WMJJ-F <	2 WBHJ-F	2 WBHJ-F <	2 WENN-F	2 WZZK-F <	2 WERC
3 WENN-F	3 WBHK-F	3 WZRR-F	3 WMJJ-F >	3 WBHK-F >	3 WZZK-F >>	3 WRAX-F <	WRAX-F >	3 WENN-F	3 WZZK-F <
4 WOWC-F	4 WENN-F	4 WMJJ-F <	4 WZRR-F <	4 WZRR-F <	4 WRAX-F	4 WENN-F	4 WBHJ-F	WERC <	4 WMJJ-F <
5 WBHK-F	WZRR-F	5 WENN-F	5 WENN-F <	5 WENN-F <	5 WENN-F	5 WZZK-F	5 WBHK-F	5 WBHK-F	5 WBHK-F
	6 WMJJ-F	6 WYSF-F	6 WBHJ-F <	6 WYSF-F <	WJOX >	6 WJOX		WJOX	WODL-F <
		7 WYSF-F	7 WODL-F >						7 WJOX
									WENN-F

Consolidation Report	12+	25-54	Revenue
<b>Cox</b>	17.4 %	18.3 %	29.9 %
WODL-FM, WZZK-AM, WZZK-FM			
<b>Dick</b>	16.9 %	20.5 %	25.2 %
WAPI-AM, WJOX-AM, WYSF-FM, WZRR-FM			
<b>H&amp;P</b>	14.0 %	12.5 %	%
WBHK-FM, WBHJ-FM			
<b>Local</b>	16.3 %	17.1 %	21.6 %
WERC-AM, WMJJ-FM, WOWC-FM			
	<b>64.6 %</b>	<b>68.6 %</b>	<b>76.7 %</b>

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WFFN-F	C	95.3 Cordova	0.4 1.4 5 113
WKLD-F	C	97.7 Oneonta	0.5 1.6 7 176
WZZK	C	610 Birmingham	0.7 1.9 9 187

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WFMH-F	C	101.1 Cullman	0.7 2.0 17 373
WHMA-F	C	100.5 Anniston	0.4 1.2 57 582
WQEN-F	AC/CHR	107.3 Gadsden	0.5 2.7 34 838
WQSB-F	C	105.1 Albertville	0.5 1.7 80 819
WRSA-F	EZ	96.9 Decatur	1.0 1.9 27 404

# BIRMINGHAM

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	89 (2)	89 (2)	8.2 %	10.8 %
AOR/Classic/NR	0 (0)	132 (2)	132 (2)	12.1 %	11.6 %
Black/Urban	56 (2)	259 (4)	315 (6)	28.9 %	23.5 %
CHR	0 (0)	0 (0)	0 (0)	0.0 %	5.1 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	8 (1)	209 (7)	217 (8)	19.9 %	18.0 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	97 (2)	0 (0)	97 (2)	8.9 %	6.9 %
Oldies	0 (0)	58 (1)	58 (1)	5.3 %	8.2 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	42 (1)	35 (1)	77 (2)	7.1 %	9.5 %
Soft AC/EZ	0 (0)	68 (2)	68 (2)	6.2 %	2.0 %
Sports	38 (1)	0 (0)	38 (1)	3.5 %	2.6 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	1.6 %
<b>Totals</b>	<b>241 (7)</b>	<b>850 (19)</b>	<b>1091 (26)</b>		

### AM Stations

Station	Freq	Power	Format	Advertiser	Rate	Agency	Buyer
WAGG	1320	5 kw/110 w	Gospel	AURN	\$24.00	D&R	
WAPI	1070	50 kw/5 kw (DA-N)	News	AP	\$21.00	Christal	Dick
WATV	900	1 kw/165 w	Black	ABC	\$22.00	Banner	
WERC	960	5 kw (DA-N)	News/Talk	ABC, Westwd	\$44.00	Eastman	Ameron
WJLD	1400	1 kw	Black	Westwd, ABC	\$<20.00	Unirep	
WJOX	690	50 kw/500 w (DA-N)	Sports		\$22.00	Christal	Dick

### FM Stations

Station	Freq	Power	Format	Advertiser	Rate	Agency	Buyer
WBHJ	95.7	100 kw @ 981	Black	NA	Mc-Guild	H&P	Tuscaloosa
WBHK	98.7	31 kw @ 620	Black AC	NA	Mc-Guild	H&P	Warrior
WDJC	93.7	100 kw @ 1007	Religion		\$29.00	Crawford	Crawford
WENN	107.7	100 kw @ 1237	Black	AURN	\$78.00	D&R	
WMJJ	96.5	100 kw @ 1026	AC		\$84.00	Eastman	Ameron
WODL	106.9	100 kw @ 1150	Oldies	ABC	\$53.00	Katz	Cox
WOWC	102.5	83 kw @ 2096	Country		\$34.00	Eastman	Ameron
WRAX	105.9	1.4 kw @ 673	AOR-New Rock	Westwd	\$27.00	---	American General
WYSF	94.5	100 kw @ 1214	Soft AC		\$56.00	Christal	Dick
WZRR	99.5	100 kw @ 870	AOR-Classic		\$100.00	Christal	Dick
WZZK	104.7	100 kw @ 1300	Country		\$150.00	Katz	Cox

Notes: 9/96 WBHK-F sold to H&P (Hefel & Parmer) for \$6,000,000 . . . 9/96 WMXQ-F changed from CHR to Soft AC after the Summer survey . . . 11/96 WYDE changed from Classic Country to Children's . . . 12/96 WMXQ-F changed calls to WYSF-F

Jim Duncan

Comments: Carl Palmer's WBHJ-F built upon its successful Summer debut; so did co-owned WBHK-F . . . Both stations hurt WENN-F and drove WTUG-F back out of town . . . WJOX had a record high share in Sports format

# BOISE

<b>Arbitron Rank: 129 Pop (12+)</b>	303,100	<b>Stations</b>	18 / 18	<b>Last Year's Revenue:</b>	\$13,000,000
<b>MSA Rank:</b>	137	<b>Diaries:</b>	693/437:1/57.4%	<b>Household Income:</b>	\$42,208
<b>MSA Pop:</b>	355,000	<b>Sample Target:</b>	690	<b>Retail Dollars:</b>	\$3.8 Bil.
<b>DMA:</b>	127	<b>% Below Line:</b>	0.0	<b>#1 Biller:</b>	KQFC-F \$2,100,000
<b>Average Persons Rating:</b>	15	<b>% Not Listed:</b>	12.7	<b>#1 Billing Portfolio:</b>	
<b>Market TSL in Hours</b>	20.25	<b>Pop per Station:</b>	16,839	<b>Pacific NW duop+</b>	\$4,000,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1	KZMG-F	CHR	48 / 10.5	9.0	8.4	9.1	723 / 23.8	22.2	18.6	83 / 954	B
2	KIDO	N/T	44 / 9.7	9.0	8.1	7.9	463 / 15.3	14.5	14.0	52 / 554	C
3	KIZN-F	C	43 / 9.4	7.8	9.8	10.1	624 / 20.6	17.3	17.2	57 / 853	C
4	KQFC-F	C	40 / 8.8	10.9	8.4	10.6	466 / 15.4	19.3	15.5	56 / 872	D
5	KCIX-F	AC	31 / 6.8	5.5	4.4	7.9	507 / 16.7	17.0	15.0	39 / 644	D
6	KJOT-F	AOR	29 / 6.4	5.5	4.0	3.9	429 / 14.1	12.0	11.3	42 / 855	C
7	KGEM	ST	24 / 5.3	4.3	4.2	3.9	279 / 9.2	8.0	7.2	26 / 329	A
8	KBOI	FS	23 / 5.0	6.4	6.0	3.9	489 / 16.1	15.9	15.2	43 / 840	C
9	KQXR-F	AOR-NR	21 / 4.6	5.9	1.6	3.2	394 / 13.0	13.8	7.7	29 / 459	A
	KXLT-F	SAC	21 / 4.6	4.0	4.9	5.2	358 / 11.8	11.8	13.2	28 / 463	B
11	KLTB-F	O	19 / 4.2	5.0	4.2	5.7	432 / 14.3	13.3	14.3	28 / 566	C
12	KARO-F	CL AOR	18 / 3.9	3.6	7.7	8.8	428 / 14.1	14.7	14.3	22 / 524	B
13	KFXD-F	AC	11 / 2.4	3.6	3.0	1.0	208 / 6.9	7.7	7.7	11 / 210	A
14	KLCI-F	CL AOR	9 / 2.0	2.4	5.6	3.4	228 / 7.5	6.8	10.1	12 / 274	A

12+ FM Share (Metro): 73.87 % ( 294 of 398 ) (Fall 95: 74.66 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KZMG-F >>	1 KJOT-F	1 KZMG-F <	1 KCIX-F <	1 KIZN-F <	1 KIDO >	1 KIDO	1 KIDO	1 KZMG-F	1 KZMG-F	1 KIDO >
2 KQXR-F >>	KZMG-F	2 KJOT-F	2 KJOT-F	2 KZMG-F <	2 KIZN-F	2 KZMG-F <	2 KIZN-F <	2 KIZN-F	2 KIDO	2 KIZN-F
3 KIZN-F >>	3 KQFC-F	3 KCIX-F <	KZMG-F	3 KCIX-F	3 KGEM	3 KIZN-F <	3 KQFC-F	3 KQFC-F	3 KIZN-F <	3 KQFC-F
	4 KIZN-F	4 KIZN-F	4 KIZN-F	KQFC-F <	KQFC-F <	4 KBOI <	4 KCIX-F	4 KCIX-F <	4 KQFC-F	
	5 KARO-F	KQFC-F	KQFC-F	5 KJOT-F	5 KBOI	5 KQFC-F	5 KJOT-F	5 KJOT-F <	5 KQXR-F	
	6 KQXR-F	6 KARO-F	6 KARO-F <	6 KIDO	6 KCIX-F	6 KCIX-F	KZMG-F	6 KIDO <	6 KGEM <	
	KCIX-F >	7 KIDO	7 KIDO	7 KARO-F	7 KLTB-F <	7 KJOT-F >	7 KLTB-F	7 KLTB-F <	7 KCIX-F	
				KLTB-F				8 KQXR-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 KZMG-F >>	1 KZMG-F	1 KQFC-F	1 KZMG-F	1 KCIX-F	1 KJOT-F >>	1 KJOT-F >	1 KJOT-F	1 KJOT-F >	1 KJOT-F
2 KIZN-F	2 KQFC-F	2 KZMG-F	2 KCIX-F	KZMG-F <	2 KQXR-F	2 KZMG-F	2 KQFC-F >	2 KIZN-F <	2 KIZN-F <
KQXR-F	3 KIZN-F	3 KIZN-F	3 KQFC-F	3 KQFC-F	KZMG-F >>	KQFC-F	3 KARO-F	3 KZMG-F	3 KIDO
KQFC-F	4 KCIX-F	KCIX-F	4 KIZN-F	4 KIZN-F >	4 KCIX-F	4 KIZN-F	KIZN-F	4 KARO-F	4 KQFC-F
KARO-F >>	KARO-F	5 KIDO	5 KARO-F	5 KXLT-F	KLCI-F	KQXR-F	5 KZMG-F	KQFC-F	KZMG-F
		6 KJOT-F	6 KARO-F	6 KJOT-F	KIZN-F >>	6 KARO-F	KTIK	KCIX-F	6 KARO-F
		KXLT-F	KLTB-F	KLTB-F			KIDO >		KLTB-F
									KCIX-F

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
<b>Jacor</b> KARO-FM, KIDO-AM, KLTB-FM	17.8 %	17.9 %	20.7 %	KBXL-F REL 94.1 Caldwell	0.9	3.6	5 125
<b>Lynch, pend.</b> KGEM-AM, KJOT-FM, KQXR-FM	16.3 %	12.6 %	12.7 %	KFXD T 580 Nampa	1.1	4.1	7 175
<b>Pacific Northwest</b> KBOI-AM, KIZN-FM, KLCI-FM, KQFC-FM, KZMG-FM	35.7 %	32.9 %	43.9 %	KKIC REL 950 Boise	0.7	3.1	4 129
				KTIK SPRTS 1340 Nampa	1.1	2.5	5 86
	<b>69.8 %</b>	<b>63.4 %</b>	<b>77.3 %</b>				



# BOISE

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	42 (2)	42 (2)	10.6 %	10.5 %
AOR/Classic/NR	0 (0)	77 (4)	77 (4)	19.3 %	16.0 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	48 (1)	48 (1)	12.1 %	10.5 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	83 (2)	83 (2)	20.9 %	22.3 %
Full Service	23 (1)	0 (0)	23 (1)	5.8 %	7.4 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	49 (2)	0 (0)	49 (2)	12.3 %	11.8 %
Oldies	0 (0)	19 (1)	19 (1)	4.8 %	9.9 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	3 (1)	4 (1)	7 (2)	1.8 %	0.8 %
Soft AC/EZ	0 (0)	21 (1)	21 (1)	5.3 %	4.7 %
Sports	5 (1)	0 (0)	5 (1)	1.3 %	1.1 %
Standards	24 (1)	0 (0)	24 (1)	6.0 %	5.0 %
<b>Totals</b>	<b>104 (6)</b>	<b>294 (12)</b>	<b>398 (18)</b>		

### AM Stations

Station	Freq	Power	Format	Daypart	Rate	Agency	Advertiser
KBOI	670	50 kw (DA-N)	Full Service	Westwd, ABC	\$25.00	Katz	Pacific Northwest
KGEM	1140	10 kw (DA-N)	Standards	Westwd	\$<20.00	Allied	Lynch, pend.
KIDO	630	5 kw (DA-2)	News/Talk	Westwd	\$22.00	Christal	Jacor

### FM Stations

Station	Freq	Power	Format	Daypart	Rate	Agency	Advertiser
KARO	103.3	54 kw @ 2588	Classic AOR		\$24.00	Christal	Jacor
KCIX	105.9	49 kw @ 2699	AC		\$35.00	Mc-Guild	Garden City
KFXD	94.9	49 kw @ 2692	AOR		\$<20.00	IMN	Nampa
KIZN	92.3	44 kw @ 2499	Country		\$27.00	Banner	Pacific Northwest
KJOT	105.1	53 kw @ 2588	AOR		\$30.00	Allied	Lynch, pend.
KLCI	96.9	44 kw @ 2519	Classic AOR		\$<20.00	Katz	Pacific Northwest
KLTB	104.3	52 kw @ 2578	Oldies		\$25.00	Christal	Jacor
KQFC	97.9	47 kw @ 2499	Country		\$43.00	Katz	Pacific Northwest
KQXR	100.3	100 kw @ 708	AOR-New Rock		\$14.00	Allied	Lynch, pend.
KXLT	107.9	45 kw @ 2684	Soft AC		\$<20.00	Mc-Guild	Eagle
KZMG	93.1	50 kw @ 2631	CHR		\$22.00	Banner	Pacific Northwest

Notes: 11/96 KIDO/KARO-F/KLTB-F sold by Colfax to Jacor for \$13,000,000 . . . 11/96 KGEM/KJOT-F/KQXR-F sold by Viking to American General for \$5,100,000 . . . 1/97 American General resold KGEM/KJOT-F/KQXR-F to John Lynch for \$6,800,000 (Media Services)

Jim Duncan

Comments: KZMG-F is back in the #1 position for the first time since Spring 94 . . . KIDO had its fourth consecutive up book . . . KCIX-F recovered after two very difficult books . . . KGEM had its highest share in many years

# BOSTON

**Arbitron Rank:** 10 Pop (12+) 3,264,900  
**MSA Rank:** 7  
**MSA Pop:** 3,810,000  
**DMA:** 6  
**Average Persons Rating:** 16.3  
**Market TSL in Hours:** 21.75

**Stations:** 38 / 33  
**Diaries:** 4,365/748:1/54.5%  
**Sample Target:** 4,100  
**% Below Line:** 2.4  
**% Not Listed:** 14.6  
**Pop per Station:** 98,936

**Last Year's Revenue:** \$171,000,000  
**Household Income:** \$54,044  
**Retail Dollars:** \$34.2 Bil.  
**#1 Biller:** WBCN-F \$19,500,000  
**#1 Billing Portfolio:**  
 Westinghouse duop+ \$75,700,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WBZ	N/T	431 / 8.1	7.8	7.9	8.8	8.1	8.2	7626 / 23.4	21.8	22.5	565 / 10199	J	WBZ
2	WJMN-F	CHR	358 / 6.7	6.6	6.0	5.8	6.9	6.3	5211 / 16.0	16.5	16.9	487 / 7829	G	WJMN-F
3	WRKO	T	320 / 6.0	6.4	6.6	6.7	6.3	6.4	3712 / 11.4	13.5	13.2	387 / 4785	H	WRKO
4	WXKS-F	CHR	303 / 5.7	6.4	6.9	5.7	5.3	6.2	6494 / 19.9	21.9	18.9	359 / 8378	J	WXKS-F
5	WMJX-F	AC	282 / 5.3	5.7	6.0	5.2	5.0	5.5	4966 / 15.2	14.9	15.5	320 / 5818	H	WMJX-F
6	WBCN-F	AOR	263 / 4.9	5.2	5.0	5.7	4.7	5.2	5695 / 17.4	16.3	16.9	349 / 7834	J	WBCN-F
7	WCRB-F	CL	261 / 4.9	4.1	3.7	4.3	4.6	4.3	3934 / 12.1	9.9	12.6	366 / 5771	F	WCRB-F
8	WODS-F	O	245 / 4.6	4.9	4.4	5.0	4.6	4.7	4669 / 14.3	14.1	14.7	337 / 6700	H	WODS-F
9	WZLX-F	CL AOR	210 / 3.9	3.9	5.0	4.3	4.1	4.3	3788 / 11.6	12.6	13.2	291 / 5148	I	WZLX-F
10	WEEI	SPRTS	201 / 3.8	3.7	4.1	3.4	3.3	3.7	3347 / 10.3	12.1	10.6	248 / 4239	J	WEEI
11	WBMX-F	AC	200 / 3.8	4.0	3.8	4.0	4.2	3.9	4147 / 12.7	13.0	12.9	276 / 5704	I	WBMX-F
12	WROR-F	AC	160 / 3.0	2.1	2.2	2.3	2.7	2.4	2658 / 8.1	5.2	6.4	223 / 3928		WROR-F
13	WBOS-F	AOR-P	153 / 2.9	3.0	2.9	2.9	2.2	2.9	3638 / 11.1	10.9	8.7	223 / 4914	G	WBOS-F
14	WAAF-F	AOR-NR	151 / 2.8	2.4	2.6	2.7	2.5	2.6	2768 / 8.5	8.5	8.9	281 / 4875	G	WAAF-F
	WKLB-F	C	151 / 2.8	2.4	1.7	1.6	1.9	2.1	1879 / 5.8	5.3	4.8	228 / 3122		WKLB-F
16	WEGQ-F	O-70s	131 / 2.5	2.8	2.9	2.1	2.5	2.6	2622 / 8.0	9.6	8.2	173 / 3821	F	WEGQ-F
17	WXKS	ST	94 / 1.8	2.4	2.4	2.1	2.5	2.2	1341 / 4.1	4.5	4.7	95 / 1374	B	WXKS
18	WOAZ-F	J	84 / 1.6	1.8	1.9	2.7	3.0	2.0	1884 / 5.8	6.7	7.9	122 / 2531	G	WOAZ-F
19	WBNW	BIZ N	58 / 1.1	1.0	1.2	0.9	0.8	1.0	1265 / 3.9	3.3	3.3	64 / 1424		WBNW
	WILD	B	58 / 1.1	1.5	1.2	1.2	2.2	1.3	752 / 2.3	2.0	3.0	58 / 761	C	WILD
21	WXRV-F	AOR-NR	53 / 1.0	0.9	0.8	0.9	0.9	0.9	1026 / 3.1	2.9	3.0	85 / 1587		WXRV-F

12+ FM Share (Metro): 71.69 % ( 3261 of 4549 ) ( Fall 95: 69.93 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WJMN-F >>	1 WJMN-F <	1 WXKS-F <	1 WMJX-F <	1 WMJX-F	1 WBZ	1 WBZ >	1 WRKO	1 WRKO	1 WBZ <	1 WBZ >>
2 WBCN-F <	2 WXKS-F	2 WJMN-F	2 WXKS-F <	2 WODS-F <	2 WRKO	2 WXKS-F <	WMJX-F <	WJMN-F	2 WJMN-F	
3 WXKS-F >	3 WBCN-F	3 WBCN-F <	3 WZLX-F	3 WXKS-F <	3 WCRB-F	3 WBCN-F <	3 WODS-F <	3 WBZ <	3 WMJX-F >	
	4 WMJX-F	4 WMJX-F <	4 WBMX-F	4 WZLX-F <	4 WODS-F	4 WRKO	4 WCRB-F <	4 WXKS-F	4 WXKS-F <	
	5 WAAF-F	5 WZLX-F	WBCN-F <	5 WBZ <	5 WMJX-F	5 WJMN-F <	5 WXKS-F <	5 WMJX-F	5 WCRB-F <	
	6 WBOS-F	6 WBMX-F	6 WODS-F <	6 WBMX-F <	WEEI	6 WEEI	6 WJMN-F <	WODS-F	6 WBCN-F <	
		7 WODS-F <	7 WJMN-F <	7 WBCN-F	7 WROR-F	7 WMJX-F <	7 WBZ <	7 WBCN-F <	7 WRKO	
		8 WBOS-F				8 WZLX-F <	8 WZLX-F	8 WCRB-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 WJMN-F	1 WXKS-F <	1 WXKS-F	1 WXKS-F	1 WMJX-F	1 WBCN-F <	1 WBCN-F	1 WBCN-F >	1 WBCN-F	1 WZLX-F <
2 WXKS-F >>	2 WJMN-F >	2 WMJX-F <	2 WJMN-F <	2 WXKS-F <	2 WAAF-F	2 WAAF-F	2 WZLX-F	2 WZLX-F >	2 WBCN-F <
3 WBCN-F	3 WMJX-F >	3 WJMN-F	3 WMJX-F	3 WBMX-F	WJMN-F >	3 WZLX-F	3 WAAF-F <	3 WEEI <	3 WEEI
	4 WBMX-F	4 WBMX-F	4 WBMX-F >	4 WODS-F	4 WZLX-F	4 WJMN-F >	4 WEEI	4 WAAF-F <	4 WBZ
	5 WBCN-F	5 WBOS-F	5 WODS-F <	5 WJMN-F	5 WXKS-F >	5 WXKS-F <	5 WBOS-F <	5 WJMN-F	5 WODS-F
		6 WEGQ-F	6 WBOS-F	6 WCRB-F <		6 WEEI <	6 WEGQ-F		6 WROR-F
				7 WBZ <		7 WBOS-F	WJMN-F <		
				8 WBOS-F					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBOQ-F	CL	104.9	Gbuicester 0.5 1.3 26 492
WCAV-F	C	97.7	Brockton 0.3 0.6 21 288
WESX	ST	1230	Salem 0.3 1.2 18 399
WEZE	REL	1260	Boston 0.4 1.3 23 445
WFNX-F	AOR-NR	101.7	Lynn 1.2 5.0 71 1945
WJDA	ST	1300	Quincy 0.5 1.1 25 378
WJIB	EZ	740	Cambridge 0.4 1.1 22 375
WPLM-F	J	99.1	Plymouth 0.4 1.4 47 998
WRCA	E	1330	Waltham 0.4 0.9 20 304
WROL	REL	950	Boston 0.4 1.9 22 775

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WCTK-F	C	98.1	New Bedford 0.4 1.2 116 1897
WGIR-F	AOR	101.1	Manchester, NH 0.3 2.0 109 2304
WHJY-F	AOR	94.1	Providence 0.6 2.4 197 3403
WSRS-F	SAC	96.1	Worcester 0.5 1.3 123 1888
WXLO-F	AC	104.5	Fitchburg 0.5 2.3 139 2393

# BOSTON

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report		
						12+	25-54	Revenue
AC	0 (0)	671 (4)	671 (4)	14.8 %	12.7 %	American Radio Sys.	18.9 %	28.7 %
AOR/Classic/NR	0 (0)	943 (8)	943 (8)	20.7 %	21.0 %	WEGQ-FM, WEEI-AM, WBMX-FM, WAAF-FM, WRKO-AM		
Black/Urban	58 (1)	0 (0)	58 (1)	1.3 %	1.4 %	Evergreen	14.2 %	15.1 %
CHR	0 (0)	661 (2)	661 (2)	14.5 %	14.9 %	WJMN-FM, WXKS-FM, WXKS-AM		
Classical	0 (0)	286 (2)	286 (2)	6.3 %	4.8 %	Greater Media	11.1 %	10.1 %
Country	0 (0)	192 (3)	192 (3)	4.2 %	4.8 %	WROR-AM, WMJX-FM, WKLB-FM, WROR-FM		
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Westinghouse	26.0 %	44.3 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WBCN-FM, WZLX-FM, WODS-FM, WOAZ-FM, WBZ-AM, WBOS-FM		
Jazz	0 (1)	107 (2)	107 (3)	2.4 %	2.8 %		70.2 %	98.2 %
News/Talk	809 (3)	0 (0)	809 (3)	17.8 %	18.7 %			
Oldies	0 (0)	376 (2)	376 (2)	8.3 %	8.5 %			
Others/Unknown	20 (1)	0 (0)	20 (1)	0.4 %	0.0 %			
Religion/Gospel	42 (2)	0 (0)	42 (2)	0.9 %	1.0 %			
Soft AC/EZ	21 (2)	25 (1)	46 (3)	1.0 %	0.7 %			
Sports	201 (1)	0 (0)	201 (1)	4.4 %	4.7 %			
Standards	137 (3)	0 (0)	137 (3)	3.0 %	3.8 %			
<b>Totals</b>	<b>1288 (14)</b>	<b>3261 (24)</b>	<b>4549 (38)</b>					

## AM Stations

Station	Power	Time	Format	Parent	Revenue	Agency	Advertiser
WBNW	590	5 kw (DA-1)	Business News	ABC, WW1, BRN	\$130.00	---	
WBZ	1030	50 kw (DA-1)	News/Talk	ABC, CBS, AP	\$310.00	Group W	Westinghouse
WEEI	850	50 kw (DA-2)	Sports	CBS, Westwd	\$140.00	Eastman	Amer. Radio Sys.
WILD	1090	5 kw (Days)	Black	ABC	\$52.00	K&P	
WRKO	680	50 kw (DA-2)	Tak	ABC	\$180.00	Eastman	Amer. Radio Sys.
WXKS	1430	5 kw/1 kw (DA-N)	Standards	Westwd	\$50.00	Katz	Evergreen Everett

## FM Stations

Station	Power	Time	Format	Parent	Revenue	Agency	Advertiser
WAAF	107.3	18.5 kw @ 822	AOR-New Rock	Westwd	\$95.00	D&R	Amer. Radio Sys. Worcester
WBCN	104.1	20.9 kw @ 771	AOR		\$350.00	Infinity	Westinghouse
WBMX	98.5	9 kw @ 1145	AC		\$245.00	Christal	Amer. Radio Sys.
WBOS	92.9	8.81 kw @ 1152	AOR-Progressive		\$155.00	Allied	Westinghouse Brookline
WCRB	102.5	15 kw @ 925	Classical		\$110.00	Allied	Waltham
WEGQ	93.7	34 kw @ 587	Oldies - 70's		\$96.00	Christal	Amer. Radio Sys. Lawrence
WJMN	94.5	11.5 kw @ 1053	CHR		\$165.00	Katz	Evergreen
WKLB	96.9	9 kw @ 1152	Country		\$100.00	Mc-Guild	Greater Media
WMJX	106.7	21.4 kw @ 771	AC		\$190.00	Mc-Guild	Greater Media
WOAZ	99.5	32 kw @ 600	Jazz		\$150.00	D&R	Westinghouse Lowell
WODS	103.3	16 kw @ 887	Oldies	CBS	\$200.00	CBS	Westinghouse
WROR	105.7	8.5 kw @ 1145	AC	NA	NA	Mc-Guild	Greater Media Framingham
WXKS	107.9	20.5 kw @ 771	CHR		\$310.00	Katz	Evergreen Medford
WXRV	92.5	25 kw @ 711	Progressive AOR	Westwd, CBS	NA	---	Haverhill
WZLX	100.7	21.4 kw @ 771	Classic AOR	Westwd	\$240.00	Infinity	Westinghouse

Notes: 9/96 The WKLB-F calls and Country format moved to 96.9; the former WKLB-F at 105.7 became AC WROR-F . . . 10/96 WROR-AM changed from Ethnic to Children's . . . 11/96 WKOX changed from Talk to Ethnic . . . 12/96 WBNW sold by Back Bay to Salem for \$6,000,000 (Media Svcs.; Stevens)

Jim Duncan

Comments: Average Persons Rating is down by a full share point in the last year . . . WRKO had its lowest share in more than two years . . . Classical WCRB-F had its highest share in over two years . . . AC WROR-F rose to a three share . . . WOAZ-F isn't doing well with smooth Jazz format - 7 consecutive down books . . . FM's share was up almost two percentage points - a significant amount for a major market

# BRIDGEPORT

**Arbitron Rank:** 112 **Pop (12+)** 362,500  
**MSA Rank:** 69 (Fairfield Co.)  
**MSA Pop:** 829,000  
**DMA:** NY (#1)  
**Average Person Ratings:** 17.4  
**Market TSL in Hours:** 23.00

**Stations:** 40 / 5  
**Diaries:** 1216/1/48.71795%  
**Sample Target:** 1,210  
**% Below Line:** 66.2  
**% Not Listed:** 8.2  
**Pop per Station:** 72,500

**Last Year's Revenue:** \$27,300,000  
**Household Income:** \$52,928  
**Retail Dollars:** \$4.4 Bil.  
**#1 Biller:** WEBE-F \$6,100,000  
**#1 Billing Portfolio:** Fairfield/ML combo \$8,400,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	2+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1 WICC	FS	79 / 12.5	13.5	12.0	12.6	12.8	974 / 26.9	29.5	32.6	79 / 974	D WICC
2 WEBE-F	AC	77 / 12.2	11.5	9.7	9.4	8.9	875 / 24.1	24.0	25.7	77 / 875	G WEBE-F
3 WEZN-F	SAC	68 / 10.8	11.6	13.9	12.4	11.5	951 / 26.2	27.3	32.6	68 / 951	G WEZN-F
4 WFAN	SPRTS	38 / 6.0	4.2	4.1	4.8	5.6	546 / 15.1	14.0	13.2	38 / 546	WFAN
5 WPLR-F	AOR	37 / 5.9	4.6	4.8	4.3	6.2	489 / 13.5	13.0	14.7	37 / 489	WPLR-F
6 WKCI-F	CHR	26 / 4.1	5.1	4.5	5.7	6.4	509 / 14.0	18.7	17.3	26 / 509	WKCI-F
7 WQHT-F	U/CHR	25 / 4.0	4.3	5.6	4.0	2.9	397 / 10.9	10.7	12.7	25 / 397	WQHT-F
8 WCBS	N	17 / 2.7	2.9	2.6	2.7	3.7	370 / 10.2	13.3	13.7	17 / 370	WCBS
WOR	T	17 / 2.7	0.9	1.0	0.8	1.8	197 / 5.4	3.5	3.0	17 / 197	WOR
10 WWYZ-F	C	16 / 2.5	3.7	2.0	2.9	1.9	221 / 6.1	7.1	5.8	16 / 221	WWYZ-F
11 WABC	T	13 / 2.1	1.7	1.9	2.2	2.7	161 / 4.4	5.1	4.1	13 / 161	WABC
WRKS-F	B/AC	13 / 2.1	1.5	2.6	3.0	2.1	217 / 6.0	5.0	6.5	13 / 217	WRKS-F

12+ FM Share (Metro): 66.67 % ( 386 of 579 ) ( Spring 95: 65.25 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WQHT-F >	1 WEBE-F	1 WEBE-F >	1 WEBE-F >	1 WEBE-F >	1 WICC >	1 WICC >	1 WEBE-F >	1 WEBE-F	1 WEZN-F >	1 WICC >>
2 WKCI-F	2 WPLR-F >	2 WEZN-F <	2 WEZN-F	2 WEZN-F	2 WEZN-F <	2 WEBE-F	2 WEZN-F	2 WEZN-F	2 WQHT-F	2 WEBE-F >
3 WEZN-F >	3 WEZN-F	3 WPLR-F >	3 WPLR-F	3 WICC	3 WEBE-F >	3 WEZN-F <	3 WICC	3 WICC	3 WEBE-F	
	WQHT-F	4 WFAN <	4 WFAN <	4 WPLR-F <	4 WFAN >	4 WFAN >	4 WPLR-F	4 WPLR-F <	4 WICC	
	5 WKCI-F >	5 WKCI-F	5 WICC	5 WFAN	5 WOR <	5 WPLR-F	5 WFAN	5 WFAN	5 WKCI-F	
		6 WKCI-F >	6 WKCI-F >	6 WKCI-F >		6 WKCI-F	6 WKCI-F >	6 WQHT-F	6 WPLR-F	
		7 WQHT-F >						WOR		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WEZN-F	1 WEBE-F >	1 WEBE-F >>	1 WEBE-F >	1 WEBE-F >	1 WPLR-F	1 WPLR-F >	1 WPLR-F	1 WPLR-F	1 WFAN
2 WEBE-F	2 WEZN-F	2 WKCI-F >	2 WEZN-F >>	2 WEZN-F >	WQHT-F >>	2 WEBE-F	2 WFAN	2 WEBE-F <	WEBE-F
3 WQHT-F >	3 WKCI-F >	3 WEZN-F	3 WKCI-F	3 WICC	3 WKCI-F	WQHT-F	3 WEBE-F >>	3 WFAN >	3 WPLR-F >
4 WKCI-F	4 WQHT-F	4 WRKS-F	WICC >	4 WKCI-F >	WRKI-F	4 WFAN >	4 WXRK-F	4 WQHT-F	4 WICC
WPLR-F	WPLR-F	5 WPLR-F >	5 WPLR-F		WEFX-F		WEFX-F	5 WEZN-F	5 WEZN-F >
WKTU-F >>	6 WRKS-F				WEBE-F >>			6 WICC	

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	79 (2)	79 (2)	13.6 %	13.3 %
AOR/Classic/NR	0 (0)	68 (6)	68 (6)	11.7 %	12.1 %
Black/Urban	0 (0)	53 (5)	53 (5)	9.2 %	8.2 %
CHR	0 (0)	41 (4)	41 (4)	7.1 %	7.5 %
Classical	0 (0)	3 (1)	3 (1)	0.5 %	0.9 %
Country	0 (0)	16 (1)	16 (1)	2.8 %	4.2 %
Full Service	84 (2)	0 (0)	84 (2)	14.5 %	16.4 %
Hispanic	6 (1)	11 (2)	17 (3)	2.9 %	4.0 %
Jazz	0 (0)	7 (1)	7 (1)	1.2 %	1.4 %
News/Talk	47 (3)	7 (1)	54 (4)	9.3 %	6.6 %
Oldies	0 (0)	31 (4)	31 (4)	5.4 %	5.1 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	7 (1)	0 (0)	7 (1)	1.2 %	0.5 %
Soft AC/EZ	0 (0)	70 (2)	70 (2)	12.1 %	13.1 %
Sports	38 (1)	0 (0)	38 (1)	6.6 %	4.7 %
Standards	11 (3)	0 (0)	11 (3)	1.9 %	1.9 %
<b>Totals</b>	<b>193 (11)</b>	<b>386 (29)</b>	<b>579 (40)</b>		

# BRIDGEPORT

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	
WADS	ST	690	Ansonia	0.3	0.9	2	33
WCJM	SP	1450	Bridgeport	1.0	3.1	6	113
WFI	REL	1500	Milford	1.1	1.9	7	69

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume	
WALK-F	AC	97.5	Patchogue, NY	0.3	3.2		
WAVZ	ST	1300	New Haven	0.3	1.1		
WBLS-F	B	107.5	New York	0.5	2.4		
WCBS-F	O	101.1	New York	0.8	1.6		
WCCC-F	AOR	106.9	Hartford	0.3	1.2		
WDRC-F	O	102.9	Hartford	1.9	5.3		
WEFX-F	CL AOR	95.9	Norwalk	1.7	6.0		
WELI	FS	96.0	New Haven	0.8	1.6		
WHTZ-F	CHR	100.3	Newark, NJ	0.6	4.8		
WKHL-F	O	96.7	Stamford	1.9	5.8		
WKSS-F	CHR	95.7	Meriden	1.4	4.7		
WKTU-F	U/CHR	103.5	Lake Success, NY	1.6	5.9		
WMRQ-F	AOR-NR	104.1	Waterbury	1.0	5.2		
WNEW-F	AOR	102.7	New York	0.3	1.1		
WPAT-F	SP	93.1	Paterson, NJ	0.3	0.9		
WPLJ-F	CHR-NR	95.5	New York	0.3	3.0		
WQCD-F	J	101.9	New York	1.1	3.9		
WQEW	ST	1560	New York	1.1	2.4		
WQXR-F	CL	96.3	New York	0.5	1.6		
WRCH-F	SAC	100.5	New Britain	0.3	1.0		
WRKI-F	AOR	95.1	Brookfield	1.6	6.7		
WSKQ-F	SP	97.9	New York	1.4	3.5		
WXRK-F	T/NR	92.3	New York	1.1	3.9		
WYBC-F	BU	94.3	New Haven	0.3	1.7		
WZMX-F	O-70S	93.7	Hartford	0.3	2.8		

### AM Stations

WICC	600	1 kw/0.5 kw (DA-2)	Full Service	\$50.00	Banner	Fairfield/ML
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### FM Stations

WEBE	107.9	50 kw @ 384	AC	\$110.00	Banner	Fairfield/ML	Westport
WEFX	95.9	3 kw @ 298	Classic AOR	\$58.00	Eastman	Capstar	Norwalk
WEZN	99.9	27.5 KW @ 669	Soft AC	\$117.00	Katz	NewCity	
WRKI	95.1	50 kw @ 469	AOR	\$53.00	Mc-Guild	Capstar	Brookfield

Notes: There is no Bridgeport TSA

Jim Duncan

Comments: WEBE-F had its fourth consecutive up book . . . Listening levels are down by 10% versus year-ago rates

# BUFFALO-NIAGARA FALLS

<b>Arbitron Rank:</b> 40 Pop (12+) 984,900	<b>Stations</b> 24 / 22	<b>Last Year's Revenue:</b> \$38,200,000
<b>MSA Rank:</b> 45	<b>Diaries:</b> 2,537/388:1/57.5%	<b>Household Income:</b> \$39,700
<b>MSA Pop:</b> 1,190,000	<b>Sample Target:</b> 2,420	<b>Retail Dollars:</b> \$10.0 Bil
<b>DMA:</b> 39	<b>% Below Line:</b> 1.2	<b>#1 Biller:</b> WBEN \$5,500,000
<b>Average Persons Rating:</b> 16.9	<b>% Not Listed:</b> 10.1	<b>#1 Billing Portfolio:</b>
<b>Market TSL in Hours</b> 22.00	<b>Pop per Station:</b> 44,768	<b>Sinclair TV duop+</b> \$12,400,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WBEN	FS/T	190 / 11.4	8.8	7.8	8.7	10.0	9.2	3059 / 31.1	18.5	28.7	197 / 3266	G	WBEN
2	WJYE-F	SAC	130 / 7.8	7.3	9.1	8.3	8.8	8.1	1796 / 18.2	21.1	19.6	132 / 1853	E	WJYE-F
3	WKSE-F	CHR	123 / 7.4	7.6	7.2	7.0	6.9	7.3	2310 / 23.5	21.0	22.6	137 / 2617	E	WKSE-F
	WYRK-F	C	123 / 7.4	9.0	9.0	10.1	10.3	8.9	1661 / 16.9	17.5	18.6	143 / 1922	F	WYRK-F
5	WHTT-F	O	117 / 7.0	7.0	6.8	6.8	6.7	6.9	2010 / 20.4	19.3	19.2	133 / 2294	F	WHTT-F
6	WBLK-F	B	114 / 6.8	6.5	4.9	6.0	5.8	6.1	1166 / 11.8	9.7	9.8	120 / 1235	D	WBLK-F
7	WGRF-F	AOR/CL	105 / 6.3	8.7	7.4	6.8	6.7	7.3	1558 / 15.8	17.8	15.7	126 / 1851	E	WGRF-F
8	WECK	ST	101 / 6.1	6.0	5.2	6.6	5.9	6.0	1128 / 11.5	10.8	10.5	102 / 1161	A	WECK
9	WEDG-F	AOR-NR	100 / 6.0	6.3	7.1	5.5	5.1	6.2	1744 / 17.7	19.7	15.5	115 / 1965	D	WEDG-F
10	WMJQ-F	AC/CHR	97 / 5.8	6.0	5.3	5.3	6.1	5.6	1761 / 17.9	17.5	17.0	135 / 2494	E	WMJQ-F
11	WGR	T	88 / 5.3	4.7	4.7	6.2	4.8	5.2	1823 / 18.5	15.4	18.1	98 / 2096	D	WGR
12	WSJZ-F	J	42 / 2.5	2.5	4.4	3.3	4.1	3.2	800 / 8.1	10.6	10.2	50 / 905	C	WSJZ-F
13	WNUC-F	C	29 / 1.7	1.5	1.4	1.5	1.0	1.5	593 / 6.0	5.7	5.5	55 / 898	B	WNUC-F
14	WWWS	B/O	18 / 1.1	0.9	1.4	0.9	0.6	1.1	280 / 2.8	2.3	2.2	18 / 280		WWWS
15	WDCX-F	REL	18 / 1.1	0.9	1.4	1.0	0.9	1.1	280 / 2.8	3.7	3.6	21 / 384		WDCX-F
16	CFNY-F	AOR-NR	17 / 1.0	0.4	1.1	0.7	0.6	0.8	345 / 3.5	4.6	3.6	18 / 407		CFNY-F
17	WWKB	C	16 / 1.0	0.9	0.5	0.4	0.2	0.7	289 / 2.9	2.6	7.3	19 / 357		WWKB

12+ FM Share (Metro): 69.89 % ( 1047 of 1498 ) ( Fall 95: 71.81 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WKSE-F	1 WEDG-F <	1 WGRF-F <	1 WHTT-F <	1 WHTT-F	1 WBEN >	1 WBEN >	1 WBEN <	1 WJYE-F <	1 WBLK-F <	1 WGR >
2 WBLK-F >	2 WGRF-F <	2 WKSE-F <	2 WGRF-F <	2 WJYE-F <	2 WECK >	2 WKSE-F	2 WJYE-F	2 WBEN <	2 WKSE-F >	2 WBEN <
3 WEDG-F >>	3 WKSE-F	3 WHTT-F <	3 WJYE-F	3 WGRF-F	3 WYRK-F <	WHTT-F <	3 WECK <	3 WYRK-F <	3 WEDG-F <	3 WBLK-F
	4 WBLK-F	4 WEDG-F	4 WMJQ-F	WYRK-F	4 WHTT-F	4 WYRK-F <	4 WGRF-F <	4 WKSE-F <	4 WMJQ-F	
	5 WJYE-F <	WJYE-F <	5 WYRK-F <	5 WMJQ-F	WJYE-F	5 WGR <	5 WHTT-F <	5 WEDG-F	5 WYRK-F <	
	6 WMJQ-F	6 WMJQ-F <	6 WEDG-F <	6 WBEN		6 WJYE-F <	6 WYRK-F <	WHTT-F <	6 WHTT-F <	
		7 WBLK-F	7 WKSE-F <	8 WBEN		7 WGRF-F <	7 WMJQ-F	7 WBLK-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 WKSE-F	1 WKSE-F	1 WJYE-F	1 WKSE-F	1 WJYE-F	1 WEDG-F >	1 WEDG-F	1 WGRF-F	1 WGRF-F <	1 WGRF-F
2 WBLK-F >>	2 WBLK-F <	2 WMJQ-F	WJYE-F <	2 WMJQ-F	2 WKSE-F	2 WGRF-F >	2 WEDG-F >>	2 WEDG-F	WHTT-F >
3 WEDG-F	3 WJYE-F	3 WGRF-F	3 WMJQ-F	3 WYRK-F	3 WBLK-F <	3 WKSE-F	3 WHTT-F	3 WHTT-F >	3 WEDG-F
	4 WMJQ-F	WKSE-F <	4 WBLK-F	4 WHTT-F <	4 WGRF-F >>	4 WBLK-F	4 WGR	4 WBEN <	WBEN <
	5 WYRK-F	5 WYRK-F <	5 WYRK-F <	5 WKSE-F		5 WHTT-F	5 WMJQ-F	5 WGR	5 WGR
6 WGRF-F	6 WEDG-F	6 WBLK-F >	6 WHTT-F <	6 WBLK-F				6 WKSE-F <	WYRK-F >
	WYRK-F >		7 WGRF-F >						

Consolidation Report	12+	25-54	Revenue
<b>American Radio Sys.</b>	30.6 %	28.8 %	31.7 %
WBLK-FM, WECK-AM, WJYE-FM, WSJZ-FM, WYRK-FM			
<b>Mercury</b>	19.6 %	25.9 %	26.7 %
WEDG-FM, WGRF-FM, WHTT-AM, WHTT-FM			
<b>Sinclair TV</b>	25.6 %	14.8 %	32.5 %
WBEN-AM, WKSE-FM, WMJQ-FM, WWKB-AM			
	<b>75.8 %</b>	<b>69.4 %</b>	<b>90.9 %</b>

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
CKEY-F	CHR	101.1	Ft. Erie, ON	0.7	4.3	12 420
WHTT	O	1120	Buffab	0.3	1.1	5 113
WLVL	ST	1340	Lockport	0.7	1.7	11 170
WUFO	B	1080	Amherst	0.7	1.6	12 161
WXRL	C	1300	Lancaster	0.6	2.1	12 227
Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
CHTZ-F	AOR	97.7	St. Catharines, ON	0.9	4.3	16 467
CILQ-F	AOR	107.1	Toronto, ON	0.3	1.5	5 151

# BUFFALO-NIAGARA FALLS

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	97 (1)	97 (1)	6.5 %	6.0 %
AOR/Classic/NR	0 (0)	242 (5)	242 (5)	16.2 %	17.5 %
Black/Urban	30 (2)	114 (1)	144 (3)	9.6 %	7.9 %
CHR	0 (0)	135 (2)	135 (2)	9.0 %	10.4 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	26 (2)	152 (2)	178 (4)	11.9 %	12.6 %
Full Service	190 (1)	0 (0)	190 (1)	12.7 %	8.8 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	42 (1)	42 (1)	2.8 %	4.9 %
News/Talk	99 (2)	0 (0)	99 (2)	6.6 %	5.2 %
Oldies	5 (1)	117 (1)	122 (2)	8.1 %	8.5 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	18 (1)	18 (1)	1.2 %	1.5 %
Soft AC/EZ	0 (0)	130 (1)	130 (1)	8.7 %	10.3 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	101 (1)	0 (0)	101 (1)	6.7 %	6.3 %
<b>Totals</b>	<b>451 (9)</b>	<b>1047 (15)</b>	<b>1498 (24)</b>		

## AM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Comments
WBEN	930	5 kw (DA-N)	Full Service	CBS	\$78.00	D&R Sinclair TV
WECK	1230	1 kw	Standards	Westwd	\$<20.00	Mc-Guild Amer. Radio Sys. Cheektowaga
WGR	550	5 kw (DA-N)	News/Talk	ABC	\$52.00	Katz
WWKB	1520	50 kw (DA-N)	Country	cnn	\$25.00	D&R Sinclair TV
WWWS	1400	1 kw	Black Oldies		\$NA	Katz

## FM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Comments
CFNY	102.1	35 kw @ 1380	AOR-New Rock		\$NA	Canadian Toronto, ON
WBLK	93.7	50 kw @ 400	Black	CBS	\$47.00	Eastman Amer. Radio Sys. Depew
WDCX	99.5	110 kw @ 640	Religion		\$NA	--- Crawford
WEDG	103.3	49 kw @ 340	AOR-New Rock		\$51.00	Interrep Mercury
WGRF	96.9	24 kw @ 712	AOR-Classic		\$67.00	Interrep Mercury
WHTT	104.1	50 kw @ 390	Oldies		\$85.00	Allied Mercury
WJYE	96.1	47 kw @ 505	Soft AC		\$76.00	Christal Amer. Radio Sys.
WKSE	98.5	46 kw @ 420	CHR		\$61.00	D&R Sinclair TV Niagara Falls
WMJQ	102.5	110 kw @ 1340	AC/CHR		\$66.00	D&R Sinclair TV
WNUC	107.7	12 kw @ 800	Country	Westwd	\$25.00	--- Wethersfield
WSJZ	92.9	91 kw @ 580	Jazz		\$45.00	Eastman Amer. Radio Sys.
WYRK	106.5	50 kw @ 466	Country		\$94.00	Christal Amer. Radio Sys.

## Notes:

Jim Duncan

Comments: Football was one factor in WBEN's big 11.4 share - 1.4 shares above the year-ago level . . . WYRK-F had lowest 12+ share in many years . . . WBLK-F had its highest 12+ share in over two years . . . WSJZ-F going nowhere with its jazz format

# CANTON

**Arbitron Rank:** 120 **Pop (12+)** 337,800  
**MSA Rank:** 121  
**MSA Pop:** 404,000  
**DMA:** Cleveland (#13)  
**Average Persons Rating:** 16.7  
**Market TSL in Hours:** 22.25

**Stations:** 31 / 8  
**Diaries:** 852/396:1/57.8%  
**Sample Target:** 810  
**% Below Line:** 48.2  
**% Not Listed:** 10.4  
**Pop per Station:** 42,225

**Last Year's Revenue:** \$9,400,000  
**Household Income:** \$38,654  
**Retail Dollars:** \$4.2 Bil.  
**#1 Billet:** WHBC \$2,200,000  
**#1 Billing Portfolio:** WHBC-AF \$4,200,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 96	Fal 94	12+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WHBC	FS	92 / 16.3	12.5	11.5	15.9	13.5	955 / 28.3	23.7	22.6	95 / 1043	D	WHBC
2	WQXK-F	C	74 / 13.1	11.3	14.5	10.9	10.8	734 / 21.7	22.1	24.4	116 / 1140		WQXK-F
3	WHBC-F	AC	68 / 12.0	8.5	7.5	10.0	10.2	843 / 25.0	24.4	21.0	82 / 1123	D	WHBC-F
4	WONE-F	AOR	35 / 6.2	4.3	2.9	4.7	5.4	508 / 15.0	13.3	12.2	49 / 731		WONE-F
5	WRQK-F	AOR	29 / 5.1	7.5	7.1	5.4	5.4	550 / 16.3	20.7	19.1	52 / 834	C	WRQK-F
6	WQMX-F	C	25 / 4.4	3.4	4.6	4.3	3.3	399 / 11.8	9.3	12.0	39 / 704		WQMX-F
7	WZKL-F	O	24 / 4.2	6.2	5.5	4.5	7.1	438 / 13.0	16.4	14.3	40 / 603	C	WZKL-F
8	WKDD-F	CHR/AC	18 / 3.2	3.2	3.3	2.9	4.3	369 / 10.9	11.5	9.7	23 / 500		WKDD-F
9	WNCX-F	T/CL AOR	15 / 2.7	1.4	2.2	1.9	2.8	289 / 8.6	7.0	7.3	22 / 363		WNCX-F
10	WZAK-F	B	14 / 2.5	1.2	0.9	1.4	2.0	139 / 4.1	4.5	3.8	14 / 139		WZAK-F
11	WNPQ-F	C	11 / 1.9	0.9	1.3	0.9		200 / 5.9	3.6	6.0	14 / 358		WNPQ-F

12+ FM Share (Metro): 75.30 % ( 381 of 506 ) (Fall 95: 74.12 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WRQK-F	1 WONE-F >	1 WHBC-F	1 WHBC-F	1 WHBC-F	1 WHBC >>	1 WHBC >>	1 WHBC <	1 WHBC-F <	1 WQXK-F >	1 WQXK-F
WQXK-F >>>	2 WHBC-F	2 WQXK-F	2 WQXK-F	2 WQXK-F	2 WQXK-F <	2 WQXK-F <	2 WHBC-F	2 WQXK-F	2 WHBC	2 WHBC >>
	3 WRQK-F <	3 WONE-F >	3 WONE-F >	3 WONE-F >	3 WHBC-F >>	3 WHBC-F >	3 WQXK-F >	3 WHBC >	3 WRQK-F	
	4 WQXK-F	4 WRQK-F	4 WHBC	4 WHBC		4 WONE-F <	4 WONE-F >	4 WONE-F	4 WHBC-F >	
	5 WQMX-F	5 WQMX-F <	WRQK-F	5 WZKL-F <		5 WNCX-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 WRQK-F	1 WHBC-F >	1 WHBC-F >	1 WHBC-F	1 WHBC-F	1 WQXK-F	1 WONE-F >>	1 WONE-F >>	1 WONE-F >	1 WONE-F
2 WHBC-F	2 WQXK-F	2 WQXK-F	2 WQXK-F >	2 WQXK-F >>	2 WMMS-F	2 WRQK-F	2 WHBC-F	2 WHBC-F	2 WHBC-F
WKDD-F >	WRQK-F	3 WQMX-F	3 WKDD-F	3 WHBC	WONE-F >	3 WHBC-F	WRQK-F >	WQXK-F >	3 WQXK-F >>
	4 WKDD-F	4 WRQK-F	4 WQMX-F	WKDD-F <		4 WQXK-F	4 WNCX-F >	4 WRQK-F	4 WHBC
	5 WQMX-F		WRQK-F	5 WZKL-F		WNCX-F		5 WNCX-F >	WRQK-F

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	76 (4)	76 (4)	15.0 %	11.7 %
AOR/Classic/NR	0 (0)	76 (4)	76 (4)	15.0 %	16.0 %
Black/Urban	0 (0)	14 (1)	14 (1)	2.8 %	1.4 %
CHR	0 (0)	23 (2)	23 (2)	4.5 %	5.1 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	118 (5)	118 (5)	23.3 %	20.7 %
Full Service	94 (2)	0 (0)	94 (2)	18.6 %	15.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	2 (1)	2 (1)	0.4 %	0.0 %
News/Talk	7 (1)	24 (2)	31 (3)	6.1 %	7.2 %
Oldies	0 (0)	34 (2)	34 (2)	6.7 %	8.6 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	2 (1)	4 (1)	6 (2)	1.2 %	1.2 %
Soft AC/EZ	4 (1)	10 (1)	14 (2)	2.8 %	3.1 %
Sports	9 (1)	0 (0)	9 (1)	1.8 %	2.1 %
Standards	9 (2)	0 (0)	9 (2)	1.8 %	8.0 %
<b>Totals</b>	<b>125 (8)</b>	<b>381 (23)</b>	<b>506 (31)</b>		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WCER	EZ	900	Canton	0.7	2.4	4 100
WDPN	ST	1310	Alliance	0.4	1.4	2 48
WTOF-F	REL	98.1	Canton	0.7	3.6	9 267

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WAKR	FS	1590	Akron	0.4	1.7	2 93
WDOK-F	SAC	102.1	Cleveland	1.8	6.4	11 272
WENZ-F	AOR-NR	107.9	Cleveland	0.5	4.2	3 155
WGAR-F	C	99.5	Cleveland	0.5	2.9	12 207
WHLO	REL	640	Akron	0.4	1.7	3 124
WHOT-F	CHR	101.1	Youngstown	0.9	3.5	19 358
WJER-F	AC	101.7	Dover	0.4	1.3	8 241
WKNR	SPRTS	1220	Cleveland	1.6	6.3	13 271
WLTF-F	AC	106.5	Cleveland	0.5	3.0	3 131
WMJI-F	O	105.7	Cleveland	1.8	5.4	20 399
WMMS-F	AOR	100.7	Cleveland	1.6	6.2	14 300
WNIR-F	T	100.1	Kent	1.6	4.7	11 195
WNWV-F	J	107.3	Elyria	0.4	1.3	2 63
WQAL-F	AC	104.1	Cleveland	0.5	4.5	5 200
WQKT-F	C	104.5	Wooster	0.9	4.9	37 721
WRMR	ST	850	Cleveland	1.2	1.8	10 103
WTAM	T	1100	Cleveland	1.2	4.3	15 302



# CANTON

## AM Stations

WHBC	1480	5 kw (DA-2)	Full Service	ABC	\$45.00	Christal
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## FM Stations

WHBC	94.1	45 kw @ 515	AC	ABC	\$49.00	Christal	
WNPQ	95.9	2 kw @ 397	Country	ABC	\$NA	Regional	New Philadelphia
WRQK	106.9	27.5 kw @ 341	AOR	ABC	\$30.00	Eastman	SabreCom
WZKL	92.5	50 kw @ 500	Oldies	ABC	\$28.00	Katz	Alliance

Notes: Other ranked stations: See Akron, Cleveland or Youngstown . . . There is no Consolidation Report (no duopolies in place) . . . 9/96 WTOF-F sold by Mortenson to Salem (w/WHLO, Akron) for \$8,000,000 . . . 10/96 WPGY changed from Standards to Contemporary Christian

Jim Duncan

Comments: Best book in several years for WHBC . . . the same can be said for WHBC-F; the two stations have 28 of 41 above-the-line share points

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* 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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

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

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

# CEDAR RAPIDS

<b>Arbitron Rank:</b> 197 Pop (12+) 150,600	<b>Stations</b> 16 / 10	<b>Last Year's Revenue:</b> \$9,300,000
<b>MSA Rank:</b> 210	<b>Diaries:</b> 931/162:1/62.5%	<b>Household Income:</b> \$45,886
<b>MSA Pop:</b> 181,000	<b>Sample Target:</b> 890	<b>Retail Dollars:</b> \$2.2 Bil.
<b>DMA:</b> 87 (w/Waterloo, Dubuque)	<b>% Below Line:</b> 9.8	<b>#1 Biller:</b> WMT \$2,700,000
<b>Average Persons Rating:</b> 14.9	<b>% Not Listed:</b> 12.9	<b>#1 Billing Portfolio:</b>
<b>Market TSL In Hours</b> 19.75	<b>Pop per Station:</b> 15,060	Jacor combo \$4,100,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 96	Fal 94	12+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1	KHAK-F	C	38 / 16.9	16.2		22.2	434 / 28.8	28.5		87 / 1136	D	KHAK-F
2	WMT	FS	33 / 14.6	14.9		13.5	353 / 23.5	24.0		84 / 998	D	WMT
3	KDAT-F	AC	23 / 10.2	10.5		6.5	329 / 21.8	21.6		36 / 523	A	KDAT-F
4	WMT-F	AC	19 / 8.4	10.5		9.6	333 / 22.1	24.7		41 / 613	C	WMT-F
5	KRNA-F	AOR	16 / 7.1	8.7		8.7	306 / 20.3	21.2		46 / 793	C	KRNA-F
6	KXMX-F	C	15 / 6.7	5.7		6.1	230 / 15.3	15.9		22 / 371	C	KXMX-F
7	KKRQ-F	CL AOR	13 / 5.8	4.8		6.1	254 / 16.8	14.6		55 / 682	C	KKRQ-F
8	KFMW-F	AOR	9 / 4.0	5.7		3.5	244 / 16.2	16.4		22 / 581		KFMW-F
	KMRV	ST	9 / 4.0	3.9		3.9	130 / 8.6	7.6		11 / 158	A	KMRV
10	KCRG	T	7 / 3.1	3.1		2.2	203 / 13.5	11.8		9 / 309	A	KCRG
	KOKZ-F	CHR	7 / 3.1	3.1			193 / 12.8	13.9		22 / 413		KOKZ-F

12+ FM Share (Metro): 73.47 % ( 144 of 195 ) (Fall 95: NA)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KXMX-F	1 KHAK-F <	1 KHAK-F	1 KHAK-F <	1 KHAK-F	1 WMT	1 WMT <	1 KHAK-F >	1 KHAK-F >	1 KHAK-F <	1 KHAK-F
	2 KRNA-F	2 KDAT-F	2 KDAT-F	2 KDAT-F <	2 KHAK-F >	2 KHAK-F >	2 KDAT-F <	2 WMT	2 WMT	2 KDAT-F
3 KOKZ-F >>	3 KDAT-F	3 KRNA-F <	3 KKRQ-F	3 WMT-F	3 KDAT-F	3 KDAT-F	3 WMT	KDAT-F	3 KXMX-F	3 KXMX-F
	4 KFMW-F	4 KKRQ-F	WMT-F	4 KKRQ-F	WMT-F >	WMT-F >	4 WMT-F >	4 KRNA-F	4 KRNA-F	4 WMT
	KKRQ-F	WMT-F	5 KRNA-F >	5 KRNA-F	5 KXMX-F	5 KRNA-F	WMT-F	5 KFMW-F	5 KFMW-F	
							6 KKRQ-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 KDAT-F	1 KDAT-F	1 KHAK-F	1 KDAT-F	1 KDAT-F <	1 KHAK-F	1 KHAK-F	1 KKRQ-F	1 KHAK-F	1 KHAK-F >
	2 KHAK-F	WMT-F	2 KHAK-F	2 KHAK-F	KRNA-F >>	2 KRNA-F >	KRNA-F	2 KKRQ-F	2 KKRQ-F
	KXMX-F	KRNA-F	3 WMT-F	WMT-F >>	3 KXMX-F	3 KKRQ-F	KHAK-F >>	KRNA-F >	3 WMT
	KRNA-F	4 KXMX-F	KDAT-F >	4 KXMX-F	KOKZ-F	KFMW-F >>	4 KDAT-F	4 WMT	KRNA-F
	KHAK-F >>	WMT-F	5 KKRQ-F >>	5 KRNA-F	KFMW-F	KFMW-F >>	KFMW-F >>	WMT-F	5 KDAT-F
					KDAT-F			KDAT-F	WMT-F >

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	42 (2)	42 (2)	21.4 %	23.1 %
AOR/Classic/NR	0 (0)	38 (3)	38 (3)	19.4 %	21.2 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	7 (1)	7 (1)	3.6 %	3.4 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	55 (4)	55 (4)	28.1 %	25.5 %
Full Service	35 (2)	0 (0)	35 (2)	17.9 %	17.3 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	7 (1)	0 (0)	7 (1)	3.6 %	3.4 %
Oldies	0 (0)	2 (1)	2 (1)	1.0 %	1.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	1 (1)	0 (0)	1 (1)	0.5 %	1.0 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	9 (1)	0 (0)	9 (1)	4.6 %	4.3 %
<b>Totals</b>	<b>52 (5)</b>	<b>144 (11)</b>	<b>196 (16)</b>		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KTOF	REL	1360	Cedar Rapids	0.4	2.6	2 52

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KBOB-F	C	99.7	Muscatine	0.4	2.8	23 496
KOEL-F	C	92.3	Oelwein	0.4	3.9	22 365
KUUL-F	O	103.7	Davenport	0.9	2.5	13 286
WHO	FS/T	1040	Des Moines	0.9	3.0	22 307

# CEDAR RAPIDS

Consolidation Report	12+	25-54	Revenue
<b>Local - 1</b> KDAT-FM, KHAK-FM	27.1 %	31.9 %	29.1 %
<b>Local - 2</b> KRNA-FM, KXXM-FM	13.8 %	13.9 %	16.5 %
	<b>40.9 %</b>	<b>45.8 %</b>	<b>45.6 %</b>

## AM Stations

KCRG	1600	5 kw (DA-N)	News/Tak	ABC	\$9.00	K&P	
KMRY	1450	1 kw	Standards	ABC	\$10.00	--	
WMT	600	5 kw (DA-N)	Full Service	CBS, Westwd	\$39.00	Katz	Jacor

## FM Stations

KDAT	104.5	100 kw @ 550	AC		\$ NA	--	KHAK	
KHAK	98.1	100 kw @ 460	Country	ABC	\$50.00	Christal		
KKRQ	100.7	100 kw @ 530	Classic AOR	ABC	\$15.00	Banner	T. Ingstad	Iowa City
KRNA	94.1	100 kw @ 981	AOR		\$27.00	D&R		Iowa City
KXXM	102.9	100 kw @ 390	Country		\$ NA	D&R	KRNA	
WMT	96.5	100 kw @ 518	AC	CBS, Westwd	\$33.00	Katz	Jacor	

Notes: This is Cedar Rapids' first Fall Arbitron . . . Other ranked stations: See Waterloo . . . 10/96 Palmer sold these stations to Jacor: WMT for \$12,000,000; WMT-F for \$7,000,000 (Kalil)

Jim Duncan

Comments: This is the first time the market has been surveyed in the Fall - the results are not much different from those of the Spring

# CHARLESTON, SC

**Arbitron Rank:** 91 **Pop (12+)** 409,200  
**MSA Rank:** 96  
**MSA Pop:** 520,000  
**DMA:** 108  
**Average Persons Rating:** 16.0  
**Market TSL in Hours** 21.25

**Stations** 27 / 24  
**Diaries:** 1,175/348:1/57.3%  
**Sample Target:** 1,040  
**% Below Line:** 1.4  
**% Not Listed:** 11.6  
**Pop per Station:** 17,050

**Last Year's Revenue:** \$14,400,000  
**Household Income:** \$38,460  
**Retail Dollars:** \$4.5 Bil.  
**#1 Biller:** WEZL-F \$2,700,000  
**#1 Billing Portfolio:**  
 Wicks duop+ \$5,700,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WWWZ-F	B	75 / 11.5	12.1	11.7	11.2	11.6	940 / 23.0	21.3	20.6	95 / 1155	C	WWWZ-F	
2	WEZL-F	C	51 / 7.8	8.3	9.2	8.3	8.9	762 / 18.6	20.0	18.5	54 / 900	D	WEZL-F	
3	WAVF-F	AOR	42 / 6.4	8.8	7.5	7.9	9.0	665 / 16.3	17.8	15.9	42 / 687	D	WAVF-F	
	WXLY-F	O	42 / 6.4	5.2	5.4	4.4	4.8	5.3	619 / 15.1	13.7	13.0	51 / 808	B	WXLY-F
5	WBUB-F	C	39 / 6.0	4.5	6.0	6.7	5.8	608 / 14.9	15.8	16.6	60 / 904	C	WBUB-F	
6	WTMA	N/T	37 / 5.7	5.5	4.4	6.0	7.7	5.4	450 / 11.0	11.1	13.7	41 / 484	C	WTMA
	WSSX-F	CHR	37 / 5.7	7.0	6.5	7.0	7.4	6.5	732 / 17.9	17.9	19.0	41 / 823	C	WSSX-F
8	WJZK-F	J	30 / 4.6	2.5	4.0	2.0	1.4	3.3	361 / 8.8	10.2	7.9	40 / 462		WJZK-F
	WSUY-F	SAC	30 / 4.6	3.6	5.6	3.9	5.2	4.4	377 / 9.2	11.9	10.7	32 / 439	B	WSUY-F
10	WMGL-F	B/AC	28 / 4.3	4.0	3.8	4.2	4.1	4.1	365 / 8.9	8.5	9.3	29 / 387	A	WMGL-F
11	WYBB-F	CL AOR	23 / 3.5	3.0	3.8	4.1	4.4	3.6	464 / 11.3	10.2	13.0	24 / 500	B	WYBB-F
12	WPAL	B	21 / 3.2	4.2	3.4	3.7	3.7	3.6	226 / 5.5	5.4	6.9	21 / 245	A	WPAL
13	WRFQ-F	O	20 / 3.1	2.4	2.3	1.7	0.7	2.4	361 / 8.8	8.0	6.6	20 / 379	A	WRFQ-F
14	WSSP-F	ST	19 / 2.9	4.5	4.3	3.7	2.9	3.8	243 / 5.9	7.0	6.8	30 / 270	A	WSSP-F
15	WPAL-F	B	13 / 2.0	2.1	3.5	2.2	1.8	2.5	351 / 8.6	8.5	7.2	19 / 411	A	WPAL-F

12+ FM Share (Metro): 83.77 % ( 485 of 579 ) ( Fall 95: 83.07 % )

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 WXLY-F <	1 WWWZ-F <	1 WTMA	1 WWWZ-F	1 WWWZ-F >>>	1 WWWZ-F >>
2	WAVF-F	2 WAVF-F	2 WAVF-F <	2 WEZL-F	2 WWWZ-F <	2 WEZL-F >	2 WEZL-F	2 WEZL-F <	2 WAVF-F	2 WAVF-F
3	WSSX-F	3 WSSX-F >	3 WEZL-F	3 WXLY-F	3 WXLY-F	3 WBUB-F <	3 WXLY-F <	3 WXLY-F <	3 WJZK-F	3 WPAL
		4 WEZL-F	4 WSSX-F	4 WSUY-F	4 WBUB-F <	4 WAVF-F	4 WWWZ-F <	4 WAVF-F	4 WSSX-F <	WEZL-F
		5 WRFQ-F <	WXLY-F	WMGL-F	5 WSUY-F <	5 WXLY-F <	5 WAVF-F	WSSX-F <	5 WXLY-F	
		6 WBUB-F <	6 WSUY-F <	WJZK-F <	6 WMGL-F	6 WSUY-F	6 WYBB-F	WSSX-F <	6 WBUB-F	WMGL-F
			7 WMGL-F <	7 WAVF-F	WJZK-F <	7 WYBB-F	7 WBUB-F	7 WSUY-F <		
			8 WBUB-F <	8 WBUB-F	8 WAVF-F		8 WSUY-F	8 WJZK-F		
				WYBB-F <	WTMA					

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	
1	WWWZ-F >>	1 WWWZ-F >	1 WWWZ-F	1 WWWZ-F >	1 WWWZ-F <	1 WAVF-F	1 WAVF-F	1 WAVF-F >	1 WAVF-F	1 WEZL-F
2	WSSX-F >>	2 WSSX-F >	2 WSSX-F	2 WSSX-F <	2 WXLY-F <	2 WWWZ-F >	2 WWWZ-F >	2 WRFQ-F	2 WWWZ-F	2 WJZK-F <
3	WSUY-F	3 WAVF-F	3 WEZL-F	3 WXLY-F	3 WEZL-F	3 WSSX-F >>	3 WEZL-F	3 WEZL-F	3 WEZL-F	3 WAVF-F <
		4 WEZL-F	4 WAVF-F	4 WSUY-F	4 WSUY-F	4 WEZL-F	WSSX-F	4 WYBB-F	4 WJZK-F	4 WMGL-F
5	WBUB-F	WBUB-F	5 WMGL-F	WEZL-F >	WSSX-F	WYBB-F	5 WYBB-F	WWWZ-F	WYBB-F <	WYBB-F
		6 WRFQ-F	WXLY-F	6 WBUB-F	6 WBUB-F	WPAL-F >	6 WRFQ-F	WMGL-F >	6 WMGL-F <	WTMA
		7 WRFQ-F >>	WSUY-F	WBUB-F	WMGL-F		7 WRFQ-F	7 WBUB-F	7 WBUB-F <	WBUB-F <
				WAVF-F			WMGL-F	7 WBUB-F	8 WXLY-F	
								WSSX-F >>	9 WSSX-F <	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WHBZ-F	B	99.7	Port Royal 0.5 1.4 10 100
WMCJ	G	95.0	Moncks Corner 0.6 1.4 4 59
WNST-F	AC/CHR	105.3	Moncks Corner 1.4 6.9 9 283
WQIZ	REL	81.0	St. George 1.5 1.6 15 130
WQNT	T	145.0	Charleston 0.9 2.4 7 118
WQSC	SPRTS	134.0	Charleston 0.6 2.7 4 109
WTUA-F	G	106.1	St. Stephen 1.7 2.0 25 235
WWBZ-F	B	98.9	McClellan 0.6 2.9 4 129
WZJY	REL	148.0	Mt. Pleasant 1.8 3.3 13 137

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WHLZ-F	C	92.5	Manning 0.5 2.2 17 398
WWDM-F	B	101.3	Sumter 0.5 2.3 14 306
WYAV-F	CL AOR	104.1	Conway 0.5 1.7 10 185

# CHARLESTON, SC

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	9 (1)	9 (1)	1.6 %	1.9 %	<b>Dudley</b>	13.5 %	12.9 %	15.3 %
AOR/Classic/NR	0 (0)	68 (3)	68 (3)	11.7 %	12.4 %	WBUB-FM, WJZK-FM, WSSP-FM, WXTC-AM			
Black/Urban	21 (1)	126 (6)	147 (7)	25.4 %	26.8 %	<b>Jacor</b>	14.2 %	16.8 %	24.6 %
CHR	0 (0)	37 (1)	37 (1)	6.4 %	7.1 %	WEZL-FM, WXLV-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	<b>Wicks</b>	31.8 %	30.1 %	39.5 %
Country	0 (0)	93 (3)	93 (3)	16.1 %	17.4 %	WMGL-FM, WSSX-FM, WSUY-FM, WTMA-AM, WTMZ-AM, WWWZ-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		59.5 %	59.8 %	79.4 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	30 (1)	30 (1)	5.2 %	4.4 %				
News/Talk	43 (2)	0 (0)	43 (2)	7.4 %	5.3 %				
Oldies	0 (0)	62 (2)	62 (2)	10.7 %	8.6 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	26 (3)	11 (1)	37 (4)	6.4 %	4.0 %				
Soft AC/EZ	0 (0)	30 (1)	30 (1)	5.2 %	6.1 %				
Sports	4 (1)	0 (0)	4 (1)	0.7 %	1.1 %				
Standards	0 (0)	19 (1)	19 (1)	3.3 %	4.7 %				
<b>Totals</b>	<b>94 (7)</b>	<b>485 (20)</b>	<b>579 (27)</b>						

### AM Stations

WPAL	730	1 kw/103 w	Black	AURN	\$<20.00	K&P		
WTMA	1250	5 kw/1 kw (DA-N)	News/Talk	Westwd, ABC, CNN	\$34.00	Katz	Wicks	

### FM Stations

WAVF	96.1	100 kw @ 538	AOR		\$45.00	Christal		
WBUB	107.5	100 kw @ 984	Country		\$39.00	Allied	Dudley	St. George
WEZL	103.5	100 kw @ 661	Country	Westwd	\$57.00	Banner	Jacor	
WHBZ	99.7	100 kw @ 1210	Black		\$ NA	K&P	WWBZ	Port Royal
WJZK	96.9	100 kw @ 1770	AC		\$<20.00	Mc-Guild	Dudley	
WMGL	101.7	7 kw @ 423	Black AC	ABC	\$<20.00	D&R	Wicks	Ravenal
WPAL	100.9	25 kw @ 328	Black		\$ NA	K&P		Walterboro
WRFQ	104.5	28 kw @ 656	Oldies		\$17.00	Allied		Mt. Pleasant
WSSP	94.3	3 kw @ 480	Standards	Westwd	\$<20.00	---	Dudley	Goose Creek
WSSX	95.1	100 kw @ 1000	CHR/AC		\$30.00	Katz	Wicks	
WSUY	100.5	18 kw @ 394	Soft AC		\$25.00	Mc-Guild	Wicks	
WWBZ	98.9	50 kw @ 492	Black		\$ NA	K&P	WHBZ	McClellan
WWWZ	93.3	50 kw @ 492	Black	AURN	\$38.00	D&R	Wicks	Summerville
WXLV	102.5	100 kw @ 1000	Oldies	Westwd	\$26.00	Banner	Jacor	
WYBB	98.1	50 kw @ 479	Classic AOR		\$21.00	Eastman	Martin	Folly Beach

Notes: 9/96 Regent sold these stations to Jacor: WEZL-F for \$14,000,000; WXLV-F for \$5,000,000

# CHARLESTON, WV

**Arbitron Rank:** 156 **Pop (12+)** 217,200  
**MSA Rank:** 172  
**MSA Pop:** 256,000  
**DMA:** 57 (w/Huntington)  
**Average Persons Rating:** 14.5  
**Market TSL in Hours** 20.00

**Stations** 15 / 14  
**Diaries:** 716/303:1/55.2%  
**Sample Target:** 680  
**% Below Line:** 1.3  
**% Not Listed:** 11.4  
**Pop per Station:** 15,514

**Last Year's Revenue:** \$9,500,000  
**Household Income:** \$36,623  
**Retail Dollars:** \$2.7 Bil.  
**#1 Biller:** WQBE-AF \$3,500,000  
**#1 Billing Portfolio:** NA

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 96	Spg 95	Fal 94	12+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1	WQBE-F	66 / 21.0	24.9	22.9	20.5	31.9	802 / 36.9	44.4	40.0	117 / 1605	E	WQBE-F
2	WVSR-F	40 / 12.7	12.3	10.5	9.2	8.9	604 / 27.8	25.8	25.7	57 / 947		WVSR-F
3	WKWS-F	35 / 11.1	10.0	7.3	10.7	8.6	467 / 21.5	22.6	21.7	59 / 889		WKWS-F
4	WKLC-F	30 / 9.5	7.3	6.7	8.6	6.6	435 / 20.0	18.8	21.1	56 / 881		WKLC-F
5	WCHS	26 / 8.3	7.0	7.3	6.0	9.5	381 / 17.6	16.4	20.0	33 / 478		WCHS
6	WVAF-F	23 / 7.3	9.7	7.3	8.8	11.8	381 / 17.5	22.9	19.7	29 / 561		WVAF-F
7	WRVZ-F	13 / 4.1	2.3	1.8	2.4		244 / 11.3	5.7	4.7	14 / 291		WRVZ-F
	WKAZ-F	13 / 4.1	5.3	7.0	6.5	1.0	303 / 14.0	17.2	16.1	19 / 480		WKAZ-F
9	WQBE	9 / 2.9	1.5	1.3	1.5	2.3	134 / 6.1	5.2	4.4	11 / 182		WQBE
10	WCAW	6 / 1.9	3.2	3.8	3.8	3.3	126 / 5.8	6.5	8.3	7 / 136		WCAW

12+ FM Share (Metro): 83.51 % ( 233 of 279 ) (Fall 95: 83.91 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WSR-F >>>	1 WKLC-F	1 WQBE-F	1 WQBE-F	1 WQBE-F >	1 WQBE-F >>	1 WQBE-F >>	1 WQBE-F >>	1 WQBE-F >	1 WSR-F	1 WKWS-F
	2 WKWS-F >	2 WKLC-F <	2 WKLC-F	2 WSR-F <	2 WCHS	2 WKLC-F	2 WVSR-F	2 WSR-F	2 WKWS-F <	2 WQBE-F >
	WVSR-F	3 WSR-F <	WVSR-F	3 WKLC-F	3 WVAF-F	3 WKWS-F <	3 WCHS <	3 WKWS-F	3 WQBE-F >	3 WKLC-F >>
	4 WQBE-F >>	4 WKWS-F >	4 WKWS-F <	4 WKWS-F >	4 WKWS-F	4 WVAF-F	4 WKWS-F <	4 WKLC-F <	4 WKLC-F	WVSR-F
		5 WVAF-F >	5 WVAF-F >	WVAF-F	5 WRVZ-F <	WVSR-F	5 WKLC-F	5 WVAF-F	5 WCHS	
						6 WCHS >>	6 WVAF-F >	6 WCHS		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WKWS-F	1 WVSR-F	1 WSR-F	1 WVSR-F	1 WQBE-F	1 WKLC-F >>	1 WKLC-F	1 WKLC-F >	1 WKLC-F	1 WQBE-F
	WVSR-F	2 WKWS-F	WQBE-F >	2 WSR-F	2 WKWS-F >	2 WKWS-F	2 WKWS-F	2 WQBE-F >	2 WKLC-F
3 WQBE-F >>>	3 WKLC-F	3 WKWS-F >	3 WKWS-F	3 WVAF-F <	WQBE-F	3 WQBE-F	3 WQBE-F >	3 WKWS-F	3 WCHS >
	4 WQBE-F >	4 WKAZ-F >>	4 WVAF-F >	4 WKWS-F >	4 WSR-F >>	4 WVSR-F >	WVSR-F	4 WCHS	4 WKWS-F
	5 WKAZ-F	WQBE-F	5 WKLC-F >	5 WKLC-F >					

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	23 (1)	23 (1)	8.2 %	10.6 %
AOR/Classic/NR	2 (1)	30 (1)	32 (2)	11.5 %	9.0 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	40 (1)	40 (1)	14.3 %	13.5 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	114 (3)	114 (3)	40.9 %	44.1 %
Full Service	26 (1)	0 (0)	26 (1)	9.3 %	7.7 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	9 (1)	0 (0)	9 (1)	3.2 %	1.6 %
Oldies	0 (0)	13 (1)	13 (1)	4.7 %	3.2 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	3 (1)	9 (2)	12 (3)	4.3 %	3.9 %
Soft AC/EZ	0 (0)	4 (1)	4 (1)	1.4 %	2.9 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	6 (1)	0 (0)	6 (1)	2.2 %	3.5 %
<b>Totals</b>	<b>46 (6)</b>	<b>233 (10)</b>	<b>279 (16)</b>		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBES-F	SAC	94.5	Dunbar 1.3 6.2 6 213
WCZR	AOR	1490	Charleston 0.6 1.7 2 37
WJYP-F	REL	100.9	S. Charleston 1.6 4.7 9 175
WSCW	REL	1410	S. Charleston 1.0 1.9 4 48

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WEMM-F	REL	107.9	Huntington 1.3 2.8 16 289

# CHARLESTON, WV

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro	Cume	TSA		
				Share	Rating	AQH	Share	Rating	AQH	Cume	
<b>Bristol</b>	37.9 %	35.5 %	%	WBES-F	SAC	94.5	Dunbar	1.3	6.2	6	213
WBES-FM, WQBE-AM, WQBE-FM, WVSR-FM				WCZR	AOR	1490	Charleston	0.6	1.7	2	37
<b>W. Virginia Radio</b>	28.6 %	27.9 %	%	WJYP-F	REL	100.9	S. Charleston	1.6	4.7	9	175
WCAW-AM, WCHS-AM, WKWS-FM, WVAF-FM				WSCW	REL	1410	S. Charleston	1.0	1.9	4	48
	66.5 %	63.4 %	%								

Other Rated Stations—Outside Market							Metro	Cume	TSA	
Share	Rating	AQH	Cume	Share	Rating	AQH	Share	Rating	AQH	Cume
WEMM-F	REL	107.9	Huntington	1.3	2.8	16	289			

## AM Stations

Call	Freq	Power	Service	Station	City
WCAW	680	10 kw/221 w (DA-N)	Standards	CBS	West Virginia
WCHS	580	5 kw (DA-N)	Full Service	CBS, Westwd	West Virginia
WQBE	950	5 kw/1 kw (DA-2)	Tak	ABC, Westwd	Bristol

## FM Stations

Call	Freq	Power	Service	Station	City
WKAZ	107.3	23.5 kw @ 676	Classic Rock	Westwd	Miami
WKLC	105.1	3.6 kw @ 1663	AOR	Source, ABC	St. Albans
WKWS	96.1	45 kw @ 515	Country	ABC	West Virginia
WQBE	97.5	50 kw @ 500	Country	ABC	Bristol
WRVZ	98.7	3 kw @ 328	Oldies	NA	Pocatalico
WVAF	99.9	50 kw @ 430	AC	ABC	West Virginia
WVSR	102.7	50 kw @ 403	CHR	Westwd	Bristol

Notes:

Jim Duncan

Comments: WKWS-F had its highest share since Fall 93; WQBE-F has lost about 10 share points in the past year

# CHARLOTTE

Arbitron Rank: 37 Pop (12+) 1,097,400	Stations 27 / 23	Last Year's Revenue: \$56,000,000
MSA Rank: 43	Diaries: 2,373/462:1/49.0%	Household Income: \$42,669
MSA Pop: 1,290,000	Sample Target: 2,230	Retail Dollars: \$12.1 Bil.
DMA: 28	% Below Line: 4.1	#1 Biller: WSOC-F \$9,000,000
Average Persons Rating: 15.3	% Not Listed: 15.0	#1 Billing Portfolio:
Market TSL in Hours 20.50	Pop per Station: 47,713	American Radio Sys. duop+ \$23,500,000

12+ Metro	Format	Fall 96		Sum 96	Spg 96	Wln 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA		Revenue Level
		1/4	Share									AQH	Cume	
1 WPEG-F	B	156 / 9.3	9.4	10.3	11.5	9.0	10.1	1856 / 16.9	17.3	17.3	205 / 2554	G	WPEG-F	
2 WSOC-F	C	149 / 8.8	8.6	8.0	9.4	10.6	8.7	2106 / 19.2	18.7	21.7	241 / 3525	H	WSOC-F	
3 WRFX-F	AOR	134 / 8.0	9.5	7.2	7.4	7.3	8.0	2118 / 19.3	18.8	20.3	208 / 3248	H	WRFX-F	
4 WTDR-F	C	118 / 7.0	6.0	6.3	6.8	5.8	6.5	1707 / 15.6	15.4	16.8	191 / 2956	F	WTDR-F	
5 WLYT-F	SAC	106 / 6.3	5.9	5.5	5.6	7.4	5.8	1772 / 16.1	14.1	16.7	183 / 2884	E	WLYT-F	
6 WBT	FS	93 / 5.5	5.5	6.8	7.3	5.9	6.3	1554 / 14.2	14.0	15.1	105 / 1790	G	WBT	
WWMG-F	O	93 / 5.5	5.9	4.5	4.8	4.1	5.2	1521 / 13.9	14.5	13.5	149 / 2429	F	WWMG-F	
8 WNKS-F	CHR	85 / 5.0	6.5	5.7	4.6	4.3	5.5	1967 / 17.9	18.0	15.1	144 / 3183	D	WNKS-F	
9 WEND-F	AOR-P	73 / 4.3	3.9	4.3	3.4	2.3	4.0	1239 / 11.3	11.8	8.0	128 / 1921	B	WEND-F	
10 WBAV-F	B/AC	72 / 4.3	4.1	4.7	4.5	4.4	4.4	944 / 8.6	9.0	10.4	84 / 1170	C	WBAV-F	
11 WSSS-F	O-70s	69 / 4.1	3.3	3.2	3.4	4.3	3.5	1112 / 10.1	11.5	11.2	95 / 1842	F	WSSS-F	
12 WWSN-F	AC	57 / 3.4	3.5	4.1	4.6	5.3	3.9	1438 / 13.1	13.8	15.1	114 / 2821	F	WWSN-F	
13 WNMX-F	ST	47 / 2.8	1.6	3.1	2.4	2.0	2.5	524 / 4.8	5.7	3.8	54 / 630	A	WNMX-F	
14 WCCJ-F	J	28 / 1.7	1.9	1.8	1.4	1.6	1.7	377 / 3.4	3.4	3.0	28 / 382	A	WCCJ-F	
15 WMIT-F	REL	27 / 1.6	1.6	1.5	1.4	1.1	1.5	604 / 5.5	4.6	4.4	67 / 1277		WMIT-F	

12+ FM Share (Metro): 90.43 % ( 1294 of 1431 ) ( Fall 95: 90.08 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WPEG-F >>	1 WPEG-F	1 WRFX-F	1 WRFX-F >	1 WRFX-F	1 WSOC-F	1 WRFX-F >	1 WSOC-F	1 WPEG-F <	1 WPEG-F >	1 WPEG-F >
2 WNKS-F	2 WRFX-F	2 WPEG-F	2 WSOC-F <	2 WSOC-F <	2 WWMG-F <	2 WSOC-F	2 WLYT-F <	2 WSOC-F <	2 WNKS-F	2 WSOC-F
3 WEND-F >>	3 WNKS-F	3 WTDR-F <	3 WLYT-F	3 WLYT-F <	3 WBT <	3 WPEG-F <	3 WRFX-F <	3 WTDR-F	3 WTDR-F	3 WTDR-F
	4 WEND-F <	4 WSOC-F <	4 WTDR-F	4 WTDR-F	4 WLYT-F	4 WBT	4 WBT	4 WLYT-F	4 WEND-F <	4 WEND-F <
	5 WTDR-F	5 WLYT-F	5 WPEG-F	5 WPEG-F	5 WRFX-F <	5 WTDR-F <	5 WTDR-F	5 WRFX-F <	5 WSOC-F	5 WSOC-F
	6 WSOC-F	6 WSSS-F <	6 WSSS-F	6 WWMG-F <	6 WTDR-F	6 WLYT-F <	6 WPEG-F <	6 WWMG-F <	6 WLYT-F	6 WLYT-F
	7 WSSS-F	7 WNKS-F	7 WWMG-F	7 WSSS-F		7 WWSN-F	7 WWMG-F	7 WNKS-F <	7 WBAV-F <	7 WBAV-F <
	8 WLYT-F							8 WEND-F <		
								9 WSSS-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 WPEG-F	1 WNKS-F	1 WNKS-F	1 WLYT-F <	1 WLYT-F	1 WEND-F	1 WPEG-F	1 WRFX-F >	1 WRFX-F >	1 WRFX-F >
2 WNKS-F	2 WPEG-F	2 WLYT-F	2 WTDR-F	2 WTDR-F	2 WPEG-F	2 WRFX-F	2 WPEG-F	2 WPEG-F	2 WSOC-F
3 WTDR-F	3 WTDR-F	3 WTDR-F	3 WPEG-F	3 WSOC-F	3 WRFX-F	3 WEND-F >	3 WSSS-F	3 WSOC-F	3 WPEG-F <
4 WRFX-F	4 WLYT-F	4 WPEG-F	4 WSOC-F <	4 WWMG-F <	4 WRFX-F	4 WSOC-F <	4 WSOC-F	4 WEND-F	4 WSSS-F <
5 WLYT-F	5 WRFX-F	5 WRFX-F	5 WNKS-F	5 WPEG-F	5 WBAV-F	5 WSSS-F	5 WEND-F >	5 WTDR-F <	5 WWMG-F <
6 WSOC-F	6 WSOC-F	6 WRFX-F	6 WRFX-F	6 WWSN-F <	6 WTDR-F	6 WRFX-F	6 WWSN-F	6 WSSS-F	6 WSSS-F
7 WEND-F >>	7 WWSN-F <		7 WWSN-F <	7 WRFX-F <					6 WTDR-F
			8 WWMG-F <	8 WBAV-F <					

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WBAV	B/O	1600	Charlotte	0.7	1.5	12	166
WBT-F	FS	99.3	Chester, SC	0.8	3.1	19	437
WFNZ	SPRTS	610	Charlotte	0.5	2.7	9	341
WGSP	REL	1310	Charlotte	0.4	1.3	7	148
WLTC-AA	REL	1370	Gastonia	0.4	0.8	6	90
WNMX	ST	1480	Charlotte	0.3	0.7	5	74
WOCR	REL	1540	Charlotte	0.4	0.6	6	66
WXRC-F	AOR	95.7	Hickory	1.5	4.3	38	634

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WFMX-F	C	105.7	Statesville	1.1	4.4	115	1674
WFNQ-F	AOR	93.3	Forest City	1.0	2.3	40	642
WJMH-F	B	102.1	Reidsville	0.4	1.2	25	367



# CHARLOTTE

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	57 (1)	57 (1)	4.0 %	4.8 %	<b>American Radio Sys.</b> WBAV-AM, WBAV-FM, WFNZ-AM, WNKS-FM, WPEG-FM, WSOC-FM, WSSS-FM	32.7 %	30.9 %	42.0 %
AOR/Classic/NR	0 (0)	249 (4)	249 (4)	17.4 %	10.4 %		<b>Dalton</b> WEND-FM, WWMG-FM	9.8 %	9.6 %
Black/Urban	12 (1)	234 (3)	246 (4)	17.2 %	19.1 %	<b>Jefferson-Pilot</b> WBT-AM, WBT-FM, WWSN-FM		9.7 %	9.5 %
CHR	0 (0)	85 (1)	85 (1)	5.9 %	6.6 %		<b>SFX</b> WLYT-FM, WTDR-FM	13.3 %	15.5 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	286 (3)	286 (3)	20.0 %	24.5 %				
Full Service	93 (1)	13 (1)	106 (2)	7.4 %	8.6 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	28 (1)	28 (1)	2.0 %	2.1 %		65.5 %	65.6 %	82.6 %
News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Oldies	0 (0)	162 (2)	162 (2)	11.3 %	9.0 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	19 (4)	27 (1)	46 (5)	3.2 %	3.8 %				
Soft AC/EZ	0 (0)	106 (1)	106 (1)	7.4 %	6.5 %				
Sports	8 (1)	0 (0)	8 (1)	0.6 %	1.1 %				
Standards	5 (1)	47 (1)	52 (2)	3.6 %	3.7 %				
<b>Totals</b>	<b>137 (8)</b>	<b>1294 (19)</b>	<b>1431 (27)</b>						

### AM Stations

WBT	1110	50 kw (DA-N)	Full Service	CBS	\$108.00	CBS	Jefferson-Pilot
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### FM Stations

WBAV	101.9	100 kw @ 988	Black AC	ABC	\$49.00	Katz	Amer. Radio Sys.	
WCCJ	92.7	6 kw @ 328	Jazz		NA	Allied	Davis	Harrisburg
WEND	106.5	100 kw @ 1003	Prog. AOR		\$30.00	Mc-Guild	Dalton	Salsbury
WLYT	102.9	100 kw @ 1535	Soft AC		\$74.00	D&R	SFX	Hickory
WNKS	95.1	100 kw @ 1542	CHR		\$50.00	Eastman	Amer. Radio Sys.	
WNMX	106.1	20 kw @ 364	Standards	ABC	\$25.00	---	GHB	Waxhaw, SC
WPEG	97.9	95 kw @ 1610	Black	CBS, WW1, ABC	\$127.00	Katz	Amer. Radio Sys.	Concord
WRFX	99.7	84 kw @ 1056	AOR		\$158.00	Eastman	In trust	Kannapolis
WSOC	103.7	100 kw @ 1059	Country		\$175.00	D&R	Amer. Radio Sys.	
WSSS	104.7	100 kw @ 1210	Oldies-70's		\$80.00	Katz	Amer. Radio Sys.	
WTDR	96.9	100 kw @ 1548	Country		\$90.00	D&R	SFX	Statesville
WWMG	96.1	100 kw @ 1745	Oldies	CBS, AP	\$82.00	Mc-Guild	Dalton	Shelby
WWSN	107.9	100 kw @ 1694	AC/CHR		\$90.00	Banner	Jefferson-Pilot	

Notes: WMIT-F: See Asheville in the Spring 1996 American Radio . . . WEND-F reclassified as Prog. AOR from (mistakenly) Country in the Spring American Radio . . . 9/96 Evergreen traded WBAV-AF, WFNZ, WNKS-F, WPEG-F and WRFX-F to EZ/American Radio Systems for WIOQ-F/WUSL-F Philadelphia plus \$10,000,000 . . . 9/96 EZ/American Radio Systems traded WNKS-F, WRFX-F and WSSS-F to SFX for WTDR-F plus \$65,000,000 . . . 11/96 WSIC/WFMX-F (Statesville) was sold by Benchmark to Capstar for \$13,100,000 . . . 12/96 The exchange by SFX of WTDR-F to EZ/American Radio Systems for WNKS-F/WRFX-F/WSSS-F of 9/96 was cancelled . . . 12/96 WRFX-F was placed in trust by EZ/American Radio Systems . . . 1/97 WSIC/WFMX-F (Statesville) was sold by Benchmark to Capstar for \$13,100,000

Jim Duncan

Comments: WTDR-F had its best 12+ share since Spring 95 . . . WWSN-F had its fifth consecutive down book . . . listening to Country stations is down by about 20% since Spring

# CHATTANOOGA

**Arbitron Rank: 100** Pop (12+) 384,400  
**MSA Rank:** 112  
**MSA Pop:** 444,000  
**DMA:** 82  
**Average Persons Rating:** 15.6  
**Market TSL in Hours** 20.50

**Stations** 22 / 22  
**Diaries:** 1,475/261:1/52.6%  
**Sample Target:** 1,430  
**% Below Line:** 0.0  
**% Not Listed:** 15.9  
**Pop per Station:** 17,473

**Last Year's Revenue:** \$16,000,000  
**Household Income:** \$35,475  
**Retail Dollars:** \$4.5 Bil.  
**#1 Biller:** WUSY-F \$5,200,000  
**#1 Billing Portfolio:**  
 Colonial (WUSY-F) \$5,200,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WUSY-F	C	120 / 20.1	18.7	17.5	21.1	22.8	19.3	1297 / 33.8	31.2	38.7	230 / 2740	D	WUSY-F
2	WSKZ-F	AOR/CL	46 / 7.7	8.5	8.9	7.8	7.6	8.2	723 / 18.8	20.3	17.8	101 / 1553	G	WSKZ-F
3	WDEF-F	SAC	39 / 6.5	8.6	7.3	8.0	10.4	7.8	685 / 17.8	18.5	21.3	54 / 999	D	WDEF-F
4	WJTT-F	B	38 / 6.4	8.0	6.8	7.3	7.1	7.1	382 / 9.9	10.6	11.1	50 / 507	C	WJTT-F
5	WLMX-F	AC	29 / 4.8	4.1	3.3	4.2	3.3	4.1	446 / 11.6	11.8	10.3	30 / 508	C	WLMX-F
6	WKXJ-F	CHR	28 / 4.7	2.6	2.3	3.1	2.3	3.2	510 / 13.3	11.1	9.4	47 / 754	A	WKXJ-F
	WZST-F	CHR	28 / 4.7	5.2	5.1	4.1	5.0	4.8	536 / 14.0	16.1	14.2	29 / 574	B	WZST-F
8	WOGT-F	O	27 / 4.5	4.4	4.6	3.4	3.3	4.2	494 / 12.9	11.4	9.6	32 / 802	B	WOGT-F
9	WGOW	T	22 / 3.7	2.4	4.6	3.4	2.5	3.5	367 / 9.6	7.9	6.8	22 / 378	A	WGOW
	WGOW-F	T	22 / 3.7	3.6	2.3	2.7	3.1	3.1	307 / 8.0	8.2	7.2	24 / 351	A	WGOW-F
11	WDOD-F	C	19 / 3.2	3.7	5.1	3.4	4.0	3.8	498 / 13.0	13.8	13.2	33 / 870	B	WDOD-F
12	WDOD	ST	18 / 3.0	1.8	3.3	3.1	3.0	2.8	212 / 5.5	5.8	5.2	18 / 212	A	WDOD
13	WNOO	B	17 / 2.8	3.1	4.0	2.9	3.6	3.2	136 / 3.5	5.0	4.8	17 / 138	A	WNOO
14	WBDX-F	REL	15 / 2.5	1.3	2.3	1.4	2.0	1.9	226 / 5.9	5.4	4.9	15 / 255	A	WBDX-F
15	WMPZ-F	B/AC	8 / 1.3	2.1	1.5	1.7	1.5	1.7	143 / 3.7	4.2	3.8	8 / 143	A	WMPZ-F
16	WDEF	T	6 / 1.0	0.8	1.0	0.5	0.3	0.8	163 / 4.2	3.4	2.7	6 / 163		WDEF

12+ FM Share (Metro): 84.29 % ( 424 of 503 ) ( Fall 95: 86.44 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WUSY-F	1 WUSY-F >	1 WUSY-F >	1 WUSY-F >	1 WUSY-F >	1 WUSY-F >>	1 WUSY-F >>	1 WUSY-F >>	1 WUSY-F >>	1 WUSY-F >	1 WUSY-F >
WZST-F	2 WSKZ-F	2 WSKZ-F >	2 WSKZ-F >	2 WSKZ-F >	2 WDEF-F	2 WDEF-F <	2 WSKZ-F <	2 WSKZ-F	2 WJTT-F <	2 WJTT-F >>
WKXJ-F >	3 WJTT-F	3 WJTT-F	3 WJTT-F <	3 WOGT-F <	3 WSKZ-F	3 WSKZ-F <	3 WGOW	3 WDEF-F	3 WKXJ-F >	
4 WJTT-F >>	4 WKXJ-F <	4 WDEF-F	4 WDEF-F <	4 WDEF-F <	4 WOGT-F	4 WJTT-F	4 WLMX-F	4 WLMX-F <	4 WSKZ-F	
	5 WZST-F	WLMX-F <	5 WOGT-F <	5 WJTT-F	5 WDOD	5 WGOW-F	5 WDEF-F	5 WKXJ-F	WZST-F	6 WDEF-F
		6 WOGT-F	6 WLMX-F	6 WLMX-F	WLMX-F <	6 WLMX-F <	6 WOGT-F	WZST-F		
		7 WKXJ-F <	7 WGOW-F	7 WGOW-F	7 WGOW	7 WZST-F <	7 WJTT-F <	WOGT-F		
						8 WOGT-F <				
						9 WDOD				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WUSY-F >>	1 WUSY-F >>	1 WUSY-F >	1 WUSY-F >>	1 WUSY-F >>	1 WSKZ-F	1 WUSY-F <	1 WUSY-F	1 WUSY-F	1 WUSY-F >
2 WKXJ-F	2 WKXJ-F	2 WDEF-F	2 WSKZ-F	2 WDEF-F <	WUSY-F	2 WSKZ-F	2 WJTT-F	2 WSKZ-F >	2 WSKZ-F >
3 WJTT-F	3 WJTT-F	WSKZ-F	3 WJTT-F <	3 WSKZ-F	3 WZST-F >	3 WJTT-F >	3 WSKZ-F >	3 WJTT-F	3 WJTT-F
4 WSKZ-F	WSKZ-F	4 WJTT-F	4 WDEF-F	4 WOGT-F <	4 WJTT-F	4 WZST-F >	4 WBDX-F	4 WGOW-F	WOGT-F
WLMX-F	5 WLMX-F	WKXJ-F	WLMX-F	5 WLMX-F <	WNOO	5 WDEF-F	5 WDEF-F	5 WGOW-F	WGOW-F
6 WDOD-F	6 WDEF-F	6 WLMX-F	6 WKXJ-F <	6 WJTT-F >	WKXJ-F >>	WGOW-F	WZST-F	WOGT-F	6 WGOW
WZST-F >>	WZST-F >	WZST-F	7 WOGT-F			WGOW	WLMX-F		
						WKXJ-F	WGOW-F >		
						WBDX-F			

Consolidation Report	12+	25-54	Revenue
<b>Bahakel</b>	13.7 %	10.2 %	19.7 %
WDEF-AM, WDEF-FM, WDOD-AM, WDOD-FM			
<b>Bloomington</b>	19.6 %	26.4 %	22.2 %
WGOW-AM, WGOW-FM, WOGT-FM, WSKZ-FM			
<b>Brewer</b>	7.7 %	8.6 %	9.4 %
WJTT-FM, WMPZ-FM			
<b>Wicks</b>	9.5 %	9.1 %	11.6 %
WCVT-AM, WLMX-FM, WZST-FM			
	<b>50.5 %</b>	<b>54.3 %</b>	<b>62.9 %</b>

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WFLI	REL	1070	Lookout Mtn. 0.8 3.1 8 150
WJOC	REL	1490	Chattanooga 0.8 2.0 5 79
WQCH	C	1590	Lafayette, GA 0.7 1.2 4 48
WSGC-F	C	101.9	Ringgold, GA 0.8 3.1 6 171
WWAM	G	820	Jasper 0.3 0.7 2 26

# CHATTANOOGA

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	29 (1)	29 (1)	5.8 %	3.9 %
AOR/Classic/NR	0 (0)	46 (1)	46 (1)	9.1 %	10.4 %
Black/Urban	17 (1)	46 (2)	63 (3)	12.5 %	14.3 %
CHR	0 (0)	56 (3)	56 (3)	11.1 %	8.7 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	4 (1)	144 (3)	148 (4)	29.4 %	31.1 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	28 (2)	22 (1)	50 (3)	9.9 %	9.3 %
Oldies	0 (0)	27 (1)	27 (1)	5.4 %	5.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	12 (3)	15 (1)	27 (4)	5.4 %	4.4 %
Soft AC/EZ	0 (0)	39 (1)	39 (1)	7.8 %	8.5 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	18 (1)	0 (0)	18 (1)	3.6 %	3.9 %
<b>Totals</b>	<b>79 (8)</b>	<b>424 (14)</b>	<b>503 (22)</b>		

## AM Stations

Station	Freq	Power	Format	Company	Advertiser	Agency
WDEF	1370	5 kw (DA-2)	Talk	CBS	\$<20.00	Eastman Bahakel
WDOD	1310	5 kw (DA-N)	Standards	ABC	\$<20.00	Banner Bahakel
WGOW	1150	5 kw/1 kw (DA-N)	Talk	ABC	\$<20.00	Christal Bloomington
WN00	1260	5 kw/25 w (DA-N)	Black	AURN	\$<20.00	Banner

## FM Stations

Station	Freq	Power	Format	Company	Advertiser	Agency	Location
WBDX	102.7	0.32 kw @ 1375	Religion	SRN	\$<20.00	---	Trenton
WDEF	92.3	100 kw @ 1180	Soft AC	CBS	\$53.00	Eastman Bahakel	
WDOD	96.5	100 kw @ 1076	Country	Westwd	\$20.00	Banner Bahakel	
WGOW	102.3	6 kw @ 285	Talk	ABC, Westwd	\$<20.00	Christal Bloomington	Soddy-Daisy
WJTT	94.3	3 kw @ 300	Black		\$36.00	Mc-Guild Brewer	Red Bank
WKXJ	97.3	16 kw @ 866	CHR		\$<20.00	Rosin	S. Pittsburg
WLMX	105.5	1.55 kw @ 646	AC	ABC	\$41.00	Mc-Guild Wicks	Rossville, GA
WMPZ	93.7	3 kw @ 328	Black/AC	ABC	\$<20.00	Rosin Brewer	Ringgold, GA
WOGT	107.9	2.85 kw @ 968	Oldies	Westwd	\$21.00	Christal Bloomington	East Ridge
WSKZ	106.5	100 kw @ 1076	AOR/Classic		\$50.00	Christal Bloomington	
WUSY	100.7	100 kw @ 1190	Country	Westwd	\$94.00	Katz Colonial	
WZST	98.1	1 kw @ 794	CHR		\$25.00	---	Wicks Signal Mtn.

Notes: WKXJ-F is now simulcast on WDRZ-F (Etowah, TN) . . . 9/96 WFXS-F sold by WBDX-F/WN00 to Bloomington (D+) for \$1,140,000 . . . 9/96 WMPZ-F sold to Brewer (D) for \$960,000 (Sunbelt) . . . 12/96 WFXS-F changed calls to WGOW-F; remains Talk

# CHICAGO

**Arbitron Rank:** 3 **Pop (12+)** 6,953,200  
**MSA Rank:** 3  
**MSA Pop:** 8,610,000  
**DMA:** 3  
**Average Persons Rating:** 17.6  
**Market TSL in Hours:** 23.00

**Stations:** 43 / 43  
**Diaries:** 6,164/1128:1/49.4%  
**Sample Target:** 5,900  
**% Below Line:** 0.0  
**% Not Listed:** 10.4  
**Pop per Station:** 161,702

**Last Year's Revenue:** \$319,000,000  
**Household Income:** \$55,280  
**Retail Dollars:** \$78.6 Bil  
**#1 Biller:** WGN \$35,800,000  
**#1 Billing Portfolio:** Westinghouse duop+ \$112,000,000

12+ Metro	Format	Fall 96 1/4 Share	um 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WGN	FS/T	806 / 6.6	6.8	6.1	6.2	6.0	6.4	10681 / 15.4	12.7	16.3	908 / 12613	K	WGN
2	WGCI-F	B	791 / 6.5	6.3	5.8	6.1	6.1	6.2	9330 / 13.4	12.6	12.3	801 / 9501	J	WGCI-F
3	WBBM-F	CHR	578 / 4.7	4.4	3.9	4.0	4.0	4.3	10999 / 15.8	15.4	14.6	585 / 11444	I	WBBM-F
4	WLIT-F	SAC	516 / 4.2	4.0	4.8	4.4	4.2	4.3	8037 / 11.6	11.7	10.5	524 / 8176	I	WLIT-F
5	WVAZ-F	B/A/C	474 / 3.9	4.3	4.2	4.6	3.9	4.2	6494 / 9.3	9.3	8.6	476 / 6551	I	WVAZ-F
6	WBBM	N	432 / 3.5	3.6	3.6	3.7	3.9	3.6	9993 / 14.4	14.7	14.5	465 / 10839	J	WBBM
7	WNUA-F	J	425 / 3.5	3.3	3.4	3.6	3.6	3.4	7037 / 10.1	9.4	9.6	434 / 7185	I	WNUA-F
8	WJMK-F	O	411 / 3.4	4.2	4.1	3.0	3.4	3.7	8793 / 12.6	12.9	13.7	431 / 9392	I	WJMK-F
9	WLS	T	401 / 3.3	4.1	3.7	3.0	2.6	3.5	5302 / 7.6	7.7	6.9	511 / 6690	H	WLS
10	WRCX-F	AOR	397 / 3.2	3.4	3.4	3.2	3.3	3.3	7713 / 11.1	11.6	10.5	459 / 8682	I	WRCX-F
11	WOJO-F	SP	388 / 3.2	2.8	3.1	3.4	3.0	3.1	3730 / 5.4	5.4	5.5	390 / 3778	H	WOJO-F
12	WKQX-F	AOR-NR	384 / 3.1	3.5	3.4	3.2	3.1	3.3	9278 / 13.3	14.5	13.3	404 / 9830	I	WKQX-F
13	WUSN-F	C	366 / 3.0	3.0	3.6	3.6	4.7	3.3	5916 / 8.5	10.0	11.6	376 / 6228	K	WUSN-F
14	WXRT-F	AOR-P	348 / 2.8	2.8	2.8	3.0	2.9	2.9	5156 / 7.4	7.4	7.3	356 / 5300	I	WXRT-F
15	WMAQ	N	334 / 2.7	2.1	2.9	2.8	2.9	2.6	7597 / 10.9	14.6	13.1	368 / 8572	J	WMAQ
16	WEJM-AF	B	326 / 2.7	2.3	1.9	1.8	2.1	2.2	4534 / 6.5	5.2	5.6	327 / 4543		WEJM-AF
17	WCKG-F	CL AOR	320 / 2.6	2.8	2.1	2.3	2.0	2.5	6643 / 9.6	9.5	9.2	329 / 6971	I	WCKG-F
18	WAIT	ST	317 / 2.6	2.0	2.1	3.3	3.1	2.5	2769 / 4.0	3.8	3.4	328 / 2893	D	WAIT
19	WTMX-F	AC	316 / 2.6	3.0	2.7	2.5	2.4	2.7	7425 / 10.7	10.0	9.1	326 / 7735	I	WTMX-F
20	WSCR	SPRTS	301 / 2.5	2.1	1.6	1.6	2.3	1.9	2652 / 3.8	3.8	3.6	324 / 2882	G	WSCR
21	WPNT-F	AC/CHR	268 / 2.2	2.6	2.2	2.1	1.8	2.3	6575 / 9.5	8.7	8.8	272 / 6759	H	WPNT-F
22	WLUP-F	AC-NR	257 / 2.1	2.2	2.6	2.5	2.8	2.4	5534 / 8.0	6.9	7.4	265 / 5712	J	WLUP-F
23	WNIB-F	CL	190 / 1.6	1.4	1.7	1.5	1.6	1.5	3623 / 5.2	5.4	5.2	192 / 3712	E	WNIB-F
	WFMT-F	CL	190 / 1.6	1.2	1.1	1.4	1.2	1.3	3296 / 4.7	4.3	4.5	193 / 3402	E	WFMT-F
25	WKXK-F	C	175 / 1.4	1.3	1.3	1.4	1.4	1.4	3416 / 4.9	4.6	4.4	198 / 3723		WKXK-F
26	WYSY-F	O-70's	163 / 1.3	1.8	1.7	1.7	1.8	1.6	4256 / 6.1	6.8	7.4	168 / 4352	F	WYSY-F
27	WGCI	B/O	132 / 1.1	1.3	1.4	1.5	1.9	1.3	2082 / 3.0	3.4	3.8	132 / 2082		WGCI
28	WJJD	ST	130 / 1.1	1.0	1.0	1.2	1.2	1.1	2495 / 3.6	3.2	3.3	140 / 2671	E	WJJD
29	WMVP	SPRTS	118 / 1.0	0.3	0.8	0.9	0.1	0.7	2794 / 4.0	4.0	4.7	132 / 3037	G	WMVP
30	WVON	B	105 / 0.9	1.0	1.0	1.1	0.7	1.0	785 / 1.1	1.2	1.1	105 / 785		WVON

12+ FM Share (Metro): 69.40 % ( 7621 of 10981 ) ( Fall 95: 68.71 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1	WBBM-F	1 WGCI-F >	1 WGCI-F >	1 WGCI-F	1 WGN >	1 WGN >	1 WGCI-F <	1 WGCI-F	1 WGCI-F	1 WGN
2	WEJM-AF <	2 WBBM-F	2 WBBM-F <	2 WVAZ-F <	2 WVAZ-F	2 WBBM <	2 WGCI-F	2 WLIT-F <	2 WBBM-F	2 WGCI-F <
3	WGCI-F <	3 WRCX-F	3 WVAZ-F <	3 WXRT-F	3 WXRT-F	3 WLIT-F <	3 WBBM	3 WGN <	3 WLIT-F	3 WKQX-F
4	WEJM-F <	4 WKQX-F	4 WXRT-F <	4 WJMK-F	4 WJMK-F <	4 WLS <	4 WRCX-F	4 WNUA-F <	4 WGN <	4 WEJM-AF <
5	WKQX-F >>	5 WOJO-F <	5 WRCX-F <	5 WLIT-F	5 WLIT-F <	5 WNUA-F <	5 WBBM-F <	5 WLS	5 WCKG-F <	5 WVAZ-F
6	WTMX-F <	6 WLIT-F <	6 WCKG-F <	6 WNUA-F <	6 WJMK-F <	6 WMAQ <	6 WJMK-F <	6 WKQX-F <	6 WGN >	
7	WEJM-AF <	7 WCKG-F <	7 WBBM-F <	7 WCKG-F <		7 WLS	7 WBBM-F	7 WVAZ-F		
8	WLUP-F <					WLIT-F <				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1	WGCI-F <	1 WGCI-F >	1 WGCI-F >	1 WGCI-F	1 WRCX-F <	1 WRCX-F <	1 WGCI-F <	1 WGCI-F <	1 WSCR <
2	WBBM-F >	2 WBBM-F	2 WTMX-F >	2 WVAZ-F <	2 WEJM-AF <	2 WGCI-F	2 WRCX-F	2 WRCX-F	2 WGCI-F
3	WEJM-AF	3 WTMX-F	3 WBBM-F <	3 WBBM-F <	3 WBBM-F	3 WBBM-F	3 WSCR	3 WSCR	3 WXRT-F
4	WLIT-F <	4 WPNT-F	4 WVAZ-F <	4 WLIT-F	4 WGCI-F	4 WKQX-F	4 WCKG-F <	4 WCKG-F <	4 WRCX-F
5	WKQX-F <	5 WVAZ-F <	5 WPNT-F <	5 WTMX-F	5 WKQX-F >	5 WSCR	5 WKQX-F <	5 WXRT-F <	5 WCKG-F
6	WOJO-F	6 WOJO-F <	6 WLUP-F	6 WJMK-F	6 WOJO-F	6 WEJM-AF	6 WBBM-F <	6 WBBM-F	6 WVAZ-F
7	WTMX-F	7 WLIT-F <	7 WXRT-F	7 WPNT-F <	7 WCKG-F	7 WCKG-F <	7 WLUP-F <	7 WLUP-F <	7 WGN <
	WRCX-F		WOJO-F <	8 WUSN-F		8 WOJO-F	8 WOJO-F <		

# CHICAGO

Format Performance	AM	FM	Total	%	Spr 96	Other Rated Stations							
						Metro Share	Cume Rating	TSA AQH	Cume				
AC	0 (0)	936 (5)	936 (5)	8.5 %	5.9 %	WCCQ-F	C	98.3	Crest Hill	0.4	0.9	45	735
AOR/Classic/NR	0 (0)	1508 (5)	1508 (5)	13.7 %	14.1 %	WIL-F	AOR	95.1	Kenosha, WI	0.5	1.9	68	1460
Black/Urban	256 (3)	1572 (3)	1828 (6)	16.6 %	16.4 %	WIND	SP	560	Chicago	0.7	2.0	106	1533
CHR	0 (0)	578 (1)	578 (1)	5.3 %	5.3 %	WJOB	T	1230	Hammond, IN	0.3	0.7	36	521
Classical	0 (0)	382 (3)	382 (3)	3.5 %	3.2 %	WLXX	SP	1200	Chicago	0.4	1.2	49	845
Country	0 (0)	584 (3)	584 (3)	5.3 %	6.0 %	WNIZ-F	CL	96.9	Zion	0.0	0.2	2	157
Full Service	806 (1)	0 (0)	806 (1)	7.3 %	6.9 %	WTAQ	SP	1300	La Grange	0.8	2.0	96	1384
Hispanic	229 (3)	455 (3)	684 (6)	6.2 %	6.2 %	WXLC-F	AC	102.3	Waukegan	0.4	1.7	49	1175
Jazz	0 (0)	425 (1)	425 (1)	3.9 %	3.9 %	WYCA-F	REL	92.3	Hammond, IN	0.7	2.1	91	1453
News/Talk	1203 (4)	0 (0)	1203 (4)	11.0 %	15.7 %	WZCH-FF	SP	103.9	Dundee	0.5	1.5	72	1183
Oldies	0 (0)	574 (2)	574 (2)	5.2 %	4.6 %	WZSR-F	AC	105.5	Woodstock	0.4	1.0	46	692
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	<b>Consolidation Report</b>							
Religion/Gospel	0 (0)	91 (1)	91 (1)	0.8 %	1.2 %					12+	25-54	Revenue	
Soft AC/EZ	0 (0)	516 (1)	516 (1)	4.7 %	5.5 %	<b>Evergreen</b>				16.1 %	19.8 %	19.7 %	
Sports	419 (2)	0 (0)	419 (2)	3.8 %	2.7 %	WEJM-AM, WPNT-FM, WLUP-FM, WMVP-AM, WNUA-FM, WRCX-FM, WVAZ-FM							
Standards	447 (2)	0 (0)	447 (2)	4.1 %	2.4 %	<b>Westinghouse</b>				23.8 %	22.5 %	35.1 %	
<b>Totals</b>	<b>3360 (15)</b>	<b>7621 (28)</b>	<b>10981 (43)</b>			WBBM-AM, WBBM-FM, WCKG-FM, WJJD-AM, WJMK-FM, WMAQ-AM, WUSN-FM, WXRT-FM				<b>39.9 %</b>	<b>42.3 %</b>	<b>54.8 %</b>	

## AM Stations

Station	Power	Frequency	Format	Owner	Location
WAIT	850	2.5 kw (DA-D)	Standards	Westwd	\$65.00 --- Crystal Lake
WBBM	780	50 kw	News	CBS	\$270.00 CBS Westinghouse
WEJM	950	1 kw/5 kw (DA-N)	See WEJM-F		Evergreen
WGCI	1390	5 kw (DA-2)	Black Oldies	AURN	NA Mc-Guild Gannett
WGN	720	50 kw	Full Service/Talk	ABC	\$400.00 Eastman Tribune Co.
WJJD	1160	50 kw/5 kw (DA-2)	Standards	Westwd, AP	\$75.00 Infinity Westinghouse
WLS	890	50 kw	Talk	ABC	\$150.00 Banner ABC/Disney
WMAQ	670	50 kw	News/Sports	CNN, Westwd	\$225.00 Group W Westinghouse
WMVP	1000	50 kw (DA-2)	Talk		\$100.00 Christal Evergreen
WSCR	820	5 kw (Days)	Sports		\$110.00 CBS Westinghouse
WVON	1450	1 kw (Share time)	Black Talk	Westwd	NA RosIn Cicero

## FM Stations

Station	Power	Frequency	Format	Owner	Location
WBBM	96.3	4.2 kw @ 1555	CHR	CBS	\$225.00 CBS Westinghouse
WCKG	105.9	4.1 kw @ 1581	Classic AOR		\$188.00 Infinity Westinghouse Elmwood Park
WEJM	106.3	2 kw @ 397	Black	ABC	\$88.00 D&R (In trust) Lansing
WFMT	98.7	15.5 kw @ 1174	Classical		\$110.00 Allied
WGCI	107.5	33 kw @ 603	Black		\$340.00 Mc-Guild Gannett
WJMK	104.3	4.1 kw @ 1568	Oldies	Westwd	\$265.00 Infinity Infinity
WKQX	101.1	8.3 kw @ 1174	AOR-New Rock	Source	\$230.00 D&R Emmis
WKXK	94.7	4.4 kw @ 1529	Country	ABC	\$150.00 Banner ABC/Disney
WLIT	93.9	4 kw @ 1581	Soft AC		\$325.00 Christal Viacom
WLUP	97.9	6 kw @ 1174	AOR		\$340.00 Christal Evergreen
WNIB	97.1	8.4 kw @ 1190	Classical		\$125.00 Allied
WNUA	95.5	8.3 kw @ 1174	Jazz		\$245.00 Eastman Evergreen
WOJO	105.1	8.3 kw @ 1174	Hispanic		\$170.00 Katz Hisp. Heftel/Ct. Chnl Evanston
WPNT	100.3	8.3 kw @ 1174	AC/CHR		\$178.00 Eastman Evergreen
WRCX	103.5	4.1 kw @ 1575	AOR		\$190.00 Eastman Evergreen
WTMX	101.9	4.2 kw @ 1558	AC		\$200.00 Mc-Guild Bonneville Skokie
WUSN	99.5	8.3 kw @ 1174	Country		\$420.00 Infinity Westinghouse
WVAZ	102.7	6 kw @ 1174	Black AC	UPI, ABC	\$280.00 Eastman Evergreen Oak Park
WXRT	93.1	6.7 kw @ 1308	AOR- Prog.		\$280.00 CBS Westinghouse
WYSY	107.9	21 kw @ 761	Oldies - 70's		\$90.00 Katz SBS, pend. Aurora

# CHICAGO

Notes: 6/96 WABT-F changed to Spanish as WZCH-F; at the same time, WWJY-F Crown Point, IN changed to WZCO-F, simulcasting WZCH-F . . . 7/96 WJJD changed from Talk to Standards . . . 8/96 WYSY-F sold by Westinghouse to Spanish Bcstg. System (SBS) for \$29,000,000 (MVP) . . . 9/96 WSCR sold by Westinghouse to John Douglas for \$7,500,000 (LaRue) . . . 9/96 WBUS-F changed calls to WRZA-F; began simulcasting Hispanic WZCH-F . . . 10/96 WLUP-F changed from Talk/AOR to Modern AC (AC-NR) after the Summer survey . . . 10/96 WEMG-F (102.3; Crete, IL) sold to George Flinn for \$2,500,000 . . . 10/96 WEJM-F placed in trust by Evergreen as condition in purchase of WPNT-F . . . 10/96 WAUR (930; Sandwich-Aurora) sold to Children's Radio for \$3,900,000

Jim Duncan

Comments: WBBM-F had its best 12+ book in over two years . . . WUSN-F held steady at a 3.0; it has been hurt by WXKX-F which can not get above a 1.4 share . . . WEJM-F had its best book in many years -- perhaps the best in its history . . . 15 stations are jammed between a 2.5 share and 3.5 . . . WSCR had its highest 12+ share in more than two years

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

<ul style="list-style-type: none"> <li>* AC - Adult Contemporary</li> <li>* AOR - Album Oriented Rock</li> <li>* B - Black (audience 75%+ Black)</li> <li>* C - Country</li> <li>* CHR - Contemporary Hit Radio, Top 40, Contemporary</li> <li>* CL - Classical</li> <li>* CL AOR - Classic AOR, Classic Rock</li> <li>* E - Ethnic (usually Foreign Language)</li> <li>* EZ - Easy Listening, Beautiful Music</li> <li>* FS - Full Service</li> <li>* G - Gospel</li> </ul>	<ul style="list-style-type: none"> <li>J - Jazz and New Adult Contemporary</li> <li>N - News</li> <li>O - Oldies</li> <li>O-70S - 70's Oldies</li> <li>REL - Religion, Christian</li> <li>SAC - Soft Adult Contemporary</li> <li>SP - Hispanic/Spanish</li> <li>ST - Standards, Big Band, Nostalgia</li> <li>T - Talk</li> <li>U - Urban (majority of audience is non-white)</li> <li>? - Others or Unknown</li> </ul>
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## \*\*\*\*\* REVENUE LEVEL CODES \*\*\*\*\*

<ul style="list-style-type: none"> <li>* A - Less than \$500,000</li> <li>* B - \$500,000 to \$999,999</li> <li>* C - \$1,000,000 to \$1,999,999</li> <li>* D - \$2,000,000 to \$2,999,999</li> </ul>	<ul style="list-style-type: none"> <li>E - \$3,000,000 to \$3,999,999</li> <li>F - \$4,000,000 to \$4,999,999</li> <li>G - \$5,000,000 to \$6,999,999</li> <li>H - \$7,000,000 to \$9,999,999</li> </ul>	<ul style="list-style-type: none"> <li>I - \$10,000,000 to \$14,999,999</li> <li>J - \$15,000,000 to \$19,999,999</li> <li>K - \$20,000,000 +</li> </ul>
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# CINCINNATI

**Arbitron Rank:** 25 **Pop (12+)** 1,569,100  
**MSA Rank:** 30  
**MSA Pop:** 1,920,000  
**DMA:** 29  
**Average Persons Rating:** 15.4  
**Market TSL In Hours** 20.25

**Stations** 26 / 21  
**Diaries:** 2,912/539:1/54.5%  
**Sample Target:** 2,860  
**% Below Line:** 3.5  
**% Not Listed:** 12.5  
**Pop per Station:** 74,719

**Last Year's Revenue:** \$78,700,000  
**Household Income:** \$43,877  
**Retail Dollars:** \$17.9 Bil.  
**#1 Biller:** WLW \$18,000,000  
**#1 Billing Portfolio:** Jacor duop+ \$38,700,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WUBE-F	C	239 / 9.9	8.1	8.6	9.9	8.9	9.1	3266 / 20.8	19.4	18.8	283 / 3814	H	WUBE-F
2	WEBN-F	AOR	228 / 9.4	10.3	9.2	9.0	7.2	9.5	3303 / 21.0	21.1	20.1	252 / 3574	H	WEBN-F
3	WLW	FS/T	224 / 9.3	9.5	11.0	10.3	12.0	10.0	4091 / 26.1	28.6	28.1	287 / 4839	J	WLW
4	WKRR-F	CHR	157 / 6.5	6.6	5.8	5.1	6.0	6.0	3311 / 21.1	21.8	19.0	175 / 3842	G	WKRR-F
5	WGRR-F	O	150 / 6.2	5.6	5.9	5.5	5.5	5.8	2262 / 14.4	14.0	14.2	163 / 2481	G	WGRR-F
6	WIZF-F	B	149 / 6.2	5.7	5.3	5.4	6.6	5.6	1780 / 11.3	9.8	10.9	149 / 1780	D	WIZF-F
7	WCKY	T	126 / 5.2	5.6	4.8	4.5	5.4	5.0	1989 / 12.7	11.5	13.5	134 / 2128	G	WCKY
8	WRRM-F	SAC	111 / 4.6	5.3	5.1	5.5	4.6	5.1	2111 / 13.5	12.7	12.3	117 / 2227	G	WRRM-F
9	WOFX-F	CL AOR	102 / 4.2	3.4	3.2	3.6	4.0	3.6	2241 / 14.3	13.0	14.5	114 / 2440	D	WOFX-F
10	WSAI	ST	98 / 4.1	4.2	4.9	4.6	3.6	4.4	1115 / 7.1	7.4	7.1	112 / 1230	D	WSAI
	WYGY-F	C	98 / 4.1	3.5	3.4	3.3	3.7	3.6	2013 / 12.8	11.2	13.0	102 / 2219	E	WYGY-F
12	WVAE-F	J	95 / 3.9	3.5	4.4	4.4	5.0	4.1	1457 / 9.3	10.6	10.2	95 / 1480	D	WVAE-F
13	WWNK-F	AC	85 / 3.5	3.6	4.3	3.8	4.2	3.8	1901 / 12.1	14.2	11.7	89 / 1894	E	WWNK-F
14	WAQZ-F	AOR-NR	46 / 1.9	2.3	1.8	2.6	2.2	2.1	1258 / 8.0	8.6	8.5	46 / 1270	C	WAQZ-F
15	WAKW-F	REL	34 / 1.4	1.4	2.0	1.2	1.4	1.5	753 / 4.8	6.0	3.9	38 / 806		WAKW-F
16	WHKO-F	C	27 / 1.1	1.1	1.2	0.9	1.1	1.1	656 / 4.2	4.5	3.9	76 / 1384		WHKO-F
17	WCIN	B	22 / 0.9	1.0	1.1	0.9	0.9	1.0	364 / 2.3	2.4	2.3	22 / 373	A	WCIN

12+ FM Share (Metro): 76.23 % ( 1613 of 2116 ) ( Fall 95: 73.08 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WKRR-F <	1 WEBN-F >	1 WEBN-F	1 WEBN-F	1 WUBE-F <	1 WLW >	1 WLW <	1 WLW <	1 WUBE-F <	1 WEBN-F <	1 WLW
2 WIZF-F	2 WUBE-F	2 WUBE-F >	2 WUBE-F	2 WEBN-F	2 WUBE-F	2 WUBE-F <	2 WUBE-F	2 WEBN-F	2 WIZF-F	2 WUBE-F
3 WEBN-F >>	3 WKRR-F	3 WLW <	3 WLW	3 WLW <	WGRR-F	3 WEBN-F >	3 WEBN-F	3 WLW <	3 WUBE-F	
	4 WIZF-F	4 WKRR-F <	4 WGRR-F <	4 WGRR-F	4 WCKY	4 WGRR-F <	4 WGRR-F	4 WKRR-F	4 WLW	
	5 WYGY-F	5 WIZF-F <	5 WOFX-F <	5 WRRM-F <		5 WKRR-F	5 WCKY <	5 WGRR-F	5 WKRR-F >	
	6 WLW <	6 WOFX-F <	6 WRRM-F <	6 WOFX-F <		6 WCKY	6 WRRM-F	WIZF-F	6 WYGY-F	
	7 WWNK-F	7 WGRR-F <	7 WIZF-F <	7 WIZF-F <		WIZF-F <	7 WKRR-F	7 WCKY	7 WCKY	
	WOFX-F	8 WRRM-F <	8 WKRR-F	8 WKRR-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 WKRR-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 WEBN-F <
2 WUBE-F	2 WKRR-F >	2 WKRR-F	2 WKRR-F	2 WRRM-F <	2 WUBE-F >	2 WUBE-F	2 WLW	2 WLW >	2 WLW >
	WEBN-F	3 WEBN-F	3 WWNK-F <	3 WRRM-F <	3 WIZF-F <	3 WLW <	3 WUBE-F	3 WUBE-F <	3 WGRR-F <
4 WIZF-F	WIZF-F <	4 WYGY-F	4 WIZF-F	4 WKRR-F	4 WKRR-F	4 WIZF-F	4 WIZF-F	4 WOFX-F >	4 WOFX-F <
5 WYGY-F	5 WYGY-F	WIZF-F	5 WEBN-F	5 WIZF-F <	5 WYGY-F	5 WOFX-F <	5 WOFX-F	5 WIZF-F <	5 WUBE-F >
6 WAQZ-F	WWNK-F	6 WRRM-F <	6 WGRR-F <	6 WWNK-F	6 WYGY-F	6 WYGY-F	6 WYGY-F	6 WGRR-F	6 WCKY <
WWNK-F >	7 WRRM-F >	7 WEBN-F	7 WWNK-F	WAE-F		WKRR-F >	7 WKRR-F		7 WIZF-F
			8 WYGY-F						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCVG	G	1320	Covington, KY 0.4 1.3 10 207
WKYN	SPRTS	1160	Florence, KY 0.6 2.4 14 381
WMMA-F	O	97.3	Lebanon 0.4 1.6 10 268
WNLT-F	REL	104.3	Harrison 0.6 1.8 14 298
WSCH-F	C	99.3	Aurora, IN 0.8 1.2 24 269

Consolidation Report	12+	25-54	Revenue
Amer. Radio Sys., pend. WGRR-FM, WKRR-FM	12.7 %	14.1 %	16.9 %
Chancellor WKYN-AM, WUBE-AM, WUBE-FM, WYGY-FM	14.6 %	15.4 %	16.0 %
Jacor WCKY-AM, WEBN-FM, WLW-AM, WOFX-FM, WWNK-FM	31.6 %	33.1 %	49.2 %
	58.9 %	62.6 %	82.1 %

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WGTZ-F	CHR	92.9	Eaton 0.8 3.9 34 925
WPFB-F	C	105.9	Middletown 0.7 2.9 23 571
WPFB	ST	910	Middletown 0.4 1.4 11 243
WTUE-F	AOR	104.7	Dayton 0.6 2.8 29 634

# CINCINNATI

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	85 (1)	85 (1)	4.0 %	4.9 %
AOR/Classic/NR	0 (0)	391 (4)	391 (4)	18.5 %	17.2 %
Black/Urban	22 (1)	149 (1)	171 (2)	8.1 %	7.7 %
CHR	0 (0)	176 (2)	176 (2)	8.3 %	7.6 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	399 (5)	399 (5)	18.9 %	16.6 %
Full Service	224 (1)	0 (0)	224 (1)	10.6 %	12.4 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	95 (1)	95 (1)	4.5 %	5.0 %
News/Talk	126 (1)	0 (0)	126 (1)	6.0 %	5.5 %
Oldies	0 (0)	159 (2)	159 (2)	7.5 %	6.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	10 (1)	48 (2)	58 (3)	2.7 %	3.5 %
Soft AC/EZ	0 (0)	111 (1)	111 (1)	5.2 %	6.2 %
Sports	14 (1)	0 (0)	14 (1)	0.7 %	0.6 %
Standards	107 (2)	0 (0)	107 (2)	5.1 %	6.1 %
<b>Totals</b>	<b>503 (7)</b>	<b>1613 (19)</b>	<b>2116 (26)</b>		

## AM Stations

Station	Freq	Power	Format	Ownership	Share	Notes
WCIN	1480	410 w/47 w	Black	---	<20.00	
WCKY	550	5 kw/1 kw (DA-2)	Talk	ABC, WW1, Talknt	\$103.00	Eastman Jacor
WLW	700	50 kw	Talk/Full Service	ABC, AP	\$260.00	Eastman Jacor
WSAI	1530	50 kw (DA-N)	Standards	Westwd, CBS	\$52.00	Eastman

## FM Stations

Station	Freq	Power	Format	Ownership	Share	Notes
WAKW	93.3	50 kw @ 495	Religion	NA	---	Pillar of Fire
WAQZ	107.1	3 kw @ 300	AOR-New Rock	\$35.00	K&P	Milford
WEBN	102.7	16.5 kw @ 905	AOR	\$164.00	Eastman	Jacor
WGRR	103.5	10 kw @ 1037	Oldies	\$130.00	Mc-Guild	ARS, pend. Hamilton
WIZF	100.9	1.25 kw @ 508	Black	\$70.00	D&R	Blue Chip Erlanger, KY
WKRQ	101.9	16.2 kw @ 874	CHR	ABC \$125.00	Katz	ARS, pend.
WOFX	92.5	15.8 kw @ 905	Classic AOR	NA	Eastman	Jacor
WRRM	98.5	18 kw @ 808	Soft AC	\$101.00	Allied	Susquehanna
WUBE	105.1	14.5 kw @ 920	Country	\$170.00	Christal	Chancellor
WVAE	94.9	10.5 kw @ 1056	Jazz	\$72.00	Katz	Heritage Fairfield
WWNK	94.1	32 kw @ 600	AC	ABC \$88.00	Allied	Jacor
WYGY	96.5	19.5 kw @ 810	Country	\$76.00	Christal	Chancellor Hamilton

Notes: WHKO-F: See Dayton . . . 8/96 WAOZ (1360) changed its calls to WAZU . . . 9/96 WGRR-F sold by Dalton Group to Tsunami for \$31,000,000 (MVP); later cancelled . . . 9/96 WAZU changed from Children's to CNN news/brokered talk . . . 11/96 Jacor traded WKRQ-F to American Radio Systems for WHAM/WHTK/WVOR-F Rochester, NY + \$16,000,000 . . . 1/97 WGRR-F sold by Dalton Group to American Radio Systems (D) for \$30,000,000 (MVP)

Jim Duncan

Comments: WUBE-F leads in 12+ as WLW has worst book in several years . . . WLW gives up Bengals football to Chancellor's WKYN (very interesting) . . . WGRR-F has highest 12+ share in over two years



# CLEVELAND

**Arbitron Rank:** 22 **Pop (12+)** 1,760,000  
**MSA Rank:** 20  
**MSA Pop:** 2,220,000  
**DMA:** 13  
**Average Persons Rating:** 16.6  
**Market TSL In Hours** 22.00

**Stations** 26 / 22  
**Diaries:** 3,310/532:1/60.2%  
**Sample Target:** 3,080  
**% Below Line:** 2.9  
**% Not Listed:** 10.6  
**Pop per Station:** 80,000

**Last Year's Revenue:** \$76,000,000  
**Household Income:** \$42,542  
**Retail Dollars:** \$19.5 Bil.  
**#1 Biller:** WMJI-FM \$10,000,000  
**#1 Billing Portfolio:**  
 Nationwide duop+ \$24,700,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1	WZAK-F	264 / 9.0	8.5	7.8	9.0	8.0	8.6	2672 / 15.2	15.0	15.6	311 / 3422	H	WZAK-F
2	WGAR-F	253 / 8.7	8.4	9.3	8.9	7.7	8.8	2860 / 16.2	18.1	16.3	335 / 4119	H	WGAR-F
3	WMJI-F	229 / 7.8	7.7	6.3	7.2	7.4	7.3	3525 / 20.0	19.4	19.5	337 / 5178	I	WMJI-F
4	WRMR	207 / 7.1	6.0	6.6	5.7	6.3	6.3	1836 / 10.4	11.3	10.2	249 / 2247	C	WRMR
5	WNCX-F	188 / 6.4	6.2	5.7	6.6	5.8	6.2	3067 / 17.4	16.3	16.6	254 / 4420	H	WNCX-F
6	WDOK-F	168 / 5.7	6.2	5.6	7.5	7.1	6.3	2870 / 16.3	14.7	18.9	248 / 4106	H	WDOK-F
7	WMMS-F	157 / 5.4	5.5	6.0	4.8	5.8	5.4	2964 / 16.8	16.8	18.1	214 / 4315	G	WMMS-F
8	WQAL-F	141 / 4.8	6.0	5.1	5.0	5.2	5.2	3132 / 17.8	18.1	16.3	183 / 4189	F	WQAL-F
9	WTAM	138 / 4.7	4.0	4.6	4.9	3.9	4.6	2205 / 12.5	12.6	12.6	179 / 3066	E	WTAM
10	WZJM-F	129 / 4.4	4.7	4.7	4.5	3.2	4.6	2766 / 15.7	16.2	13.7	150 / 3284	D	WZJM-F
11	WKNR	122 / 4.2	5.6	5.2	2.7	4.9	4.4	2700 / 15.3	19.6	17.4	159 / 3609	D	WKNR
12	WNWV-F	113 / 3.9	5.1	3.5	3.5	4.0	4.0	1652 / 9.4	9.5	9.6	134 / 2112	D	WNWV-F
13	WLTF-F	108 / 3.7	2.6	4.6	4.7	5.6	3.9	2266 / 12.9	12.2	14.9	133 / 2971	H	WLTF-F
14	WCLV-F	89 / 3.0	2.4	2.6	3.0	2.6	2.7	1398 / 7.9	7.3	6.6	105 / 1690	D	WCLV-F
15	WENZ-F	68 / 2.3	1.9	2.1	2.1	2.2	2.1	1945 / 11.1	9.1	9.6	103 / 2893	C	WENZ-F
16	WJMO	62 / 2.1	2.0	1.4	1.8	2.2	1.8	793 / 4.5	4.3	5.6	62 / 801	B	WJMO
17	WONE-F	36 / 1.2	1.3	1.2	1.4	1.2	1.3	870 / 4.9	5.5	5.1	150 / 2671		WONE-F
18	WABQ	32 / 1.1	1.2	1.4	0.8	1.4	1.1	306 / 1.7	2.5	2.4	33 / 312	A	WABQ

12+ FM Share (Metro): 76.71 % ( 2003 of 2611 ) ( Fall 95: 75.89 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WZJM-F <	1 WZAK-F	1 WZAK-F <	1 WMJI-F <	1 WMJI-F	1 WRMR	1 WMJI-F	1 WRMR <	1 WZAK-F <	1 WZAK-F >	1 WZAK-F >
2 WZAK-F >	2 WNCX-F	2 WNCX-F	2 WNCX-F <	2 WNCX-F <	2 WMJI-F <	2 WNCX-F	2 WGAR-F	2 WGAR-F	2 WGAR-F	2 WMJI-F
3 WMMS-F >>	3 WMMS-F	3 WMJI-F	3 WZAK-F	3 WGAR-F	3 WGAR-F	3 WGAR-F	3 WMJI-F	3 WMJI-F	3 WZJM-F	3 WGAR-F
	4 WGAR-F	4 WGAR-F	4 WGAR-F <	4 WZAK-F	4 WDOK-F <	4 WZAK-F	4 WRMR	4 WRMR	4 WKNR	4 WKNR
	5 WZJM-F	5 WMMS-F	5 WQAL-F <	5 WDOK-F <	5 WTAM	5 WRMR <	5 WZAK-F <	5 WDOK-F <	5 WMMS-F	5 WMMS-F
	WQAL-F >	WQAL-F	6 WDOK-F	6 WQAL-F	6 WKNR <	6 WDOK-F <	6 WNCX-F	6 WTAM <	6 WMJI-F	6 WMJI-F
		7 WDOK-F	7 WMMS-F	7 WLTF-F		7 WMMS-F	7 WTAM	7 WMMS-F <		
			8 WNCX-F				8 WNCX-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 WZAK-F >>	1 WZAK-F >	1 WZAK-F	1 WZAK-F	1 WMJI-F	1 WZAK-F <	1 WNCX-F >	1 WNCX-F >>	1 WNCX-F >	1 WNCX-F <
2 WZJM-F <	2 WGAR-F <	2 WGAR-F <	2 WDOK-F	2 WDOK-F <	2 WMMS-F <	2 WMMS-F	2 WMMS-F	2 WZAK-F <	2 WMJI-F >
3 WMMS-F	3 WQAL-F	3 WQAL-F	3 WQAL-F	3 WZAK-F <	3 WNCX-F	3 WZAK-F >	3 WZAK-F	3 WMJI-F	3 WGAR-F <
4 WNCX-F	4 WZJM-F <	4 WDOK-F	4 WMJI-F	4 WGAR-F <	4 WZJM-F >	4 WGAR-F	4 WGAR-F	4 WMMS-F	4 WZAK-F
5 WGAR-F	5 WDOK-F <	5 WZJM-F <	5 WGAR-F	5 WQAL-F	5 WENZ-F	5 WZJM-F	5 WMJI-F	5 WGAR-F	5 WMMS-F <
6 WQAL-F	6 WMMS-F <	6 WNCX-F <	6 WNCX-F <	6 WLTF-F	6 WGAR-F	6 WMJI-F <	6 WONE-F <	6 WKNR	6 WKNR <
7 WENZ-F	7 WNCX-F	7 WMMS-F	7 WLTF-F <	7 WNCX-F <		7 WENZ-F <	7 WKNR <	7 WTAM	7 WTAM
	8 WLTF-F	8 WLTF-F	8 WZJM-F	8 WNCX-F					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WELW	?	1330	Wiltoughby 0.3 1.0 10 190
WEOL	ST	930	Elyria 0.5 1.9 16 357
WERE	N/T	1300	Cleveland 0.4 2.7 11 497
WMIH	REL	1260	Cleveland 0.4 1.3 12 235
WZLE-F	REL	104.9	Lorain 0.3 1.3 10 244

Consolidation Report	12+	25-54	Revenue
<b>Clear Channel</b>	9.1 %	11.1 %	12.8 %
WENZ-FM, WERE-AM, WNCX-FM			
<b>Nationwide</b>	21.9 %	24.4 %	32.5 %
WGAR-FM, WMJI-FM, WMMS-FM			
<b>Zapis</b>	15.5 %	13.8 %	14.7 %
WJMO-AM, WZAK-FM, WZJM-FM			

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WKDD-F	CHR/AC	96.5	Akron 0.5 3.7 90 2084
WKKY-F	C	104.7	Geneva 0.4 1.2 22 406
WQMX-F	C	94.9	Medina 0.7 3.1 131 2307

46.5 % 49.4 % 60.0 %

# CLEVELAND

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	249 (2)	249 (2)	9.5 %	11.5 %
AOR/Classic/NR	0 (0)	449 (4)	449 (4)	17.2 %	16.9 %
Black/Urban	62 (1)	264 (1)	326 (2)	12.5 %	10.9 %
CHR	0 (0)	145 (2)	145 (2)	5.6 %	5.3 %
Classical	0 (0)	89 (1)	89 (1)	3.4 %	2.9 %
Country	0 (0)	287 (3)	287 (3)	11.0 %	11.9 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	113 (1)	113 (1)	4.3 %	4.0 %
News/Talk	149 (2)	0 (0)	149 (2)	5.7 %	6.0 %
Oldies	0 (0)	229 (1)	229 (1)	8.8 %	7.1 %
Others/Unknown	10 (1)	0 (0)	10 (1)	0.4 %	0.0 %
Religion/Gospel	43 (2)	10 (1)	53 (3)	2.0 %	0.0 %
Soft AC/EZ	0 (0)	168 (1)	168 (1)	6.4 %	6.4 %
Sports	122 (1)	0 (0)	122 (1)	4.7 %	6.8 %
Standards	222 (2)	0 (0)	222 (2)	8.5 %	8.4 %
<b>Totals</b>	<b>608 (9)</b>	<b>2003 (17)</b>	<b>2611 (26)</b>		

## AM Stations

Station	Power	Time	Format	Source	Price	Buyer	Seller
WABQ	1540	1 kw (Days)	Gospel	AURN	\$22.00	---	Linn
WJMO	1490	1 kw	Black Oldies	ABC	\$32.00	D&R	Zapis
WKNR	1220	50 kw (DA-1)	Sports	ABC, CBS	\$51.00	CBS	
WRMR	850	10 kw/5 kw (DA-2)	Standards	CNN	\$50.00	MMR/Espa	
WTAM	1100	50 kw	News/Tak	ABC, AP	\$68.00	Christal	SFX

## FM Stations

Station	Frequency	Power	Format	Source	Price	Buyer	Seller
WCLV	95.5	31 kw @ 620	Classical		\$65.00	Allied	
WDOK	102.1	12 kw @ 1005	Soft AC		\$149.00	MMR/Espan	
WENZ	107.9	16 kw @ 892	AOR-New Rock	Source, Westwd	\$54.00	Mc-Guild	Clear Channel
WGAR	99.5	50 kw @ 500	Country		\$159.00	Mc-Guild	Nationwide
WLTF	106.5	11.5 kw @ 1037	AC	AP	\$145.00	Christal	SFX
WMJI	105.7	16 kw @ 1129	Oldies	Westwd	\$181.00	Mc-Guild	Nationwide
WMMS	100.7	32 kw @ 600	AOR-New Rock	Westwd, Source	\$140.00	Katz	Nationwide
WNCX	98.5	16 kw @ 961	Classic AOR	ABC, Westwd	\$146.00	Clear Chann	Clear Channel
WNWV	107.3	50 kw @ 466	Jazz	CBS	\$47.00	Allied	
WQAL	104.1	11 kw @ 1060	AC/CHR	Westwd	\$90.00	Banner	Fairfield/ML
WZAK	93.1	27.5 kw @ 623	Black	ABC	\$146.00	D&R	Zapis
WZJM	92.3	40 kw @ 548	CHR	ABC	\$50.00	D&R	Zapis

Notes: WONE-F: See Akron . . . 7/96 WWWE changed calls to WTAM; the station signed on with the WTAM calls in 1923 and used them until 1955 . . . 10/96 Secret sold these stations to SFX: WLTF-F for \$38,000,000; WTAM for \$14,000,000 . . . 1/97 Secret's sale of WTAM/WLTF-F to SFX was cancelled

Jim Duncan

Comments: WNWV-F fell back from its record-high Summer book . . . WLTF-F bounced back from its record low Summer book . . . WRMR had its highest 12+ share since Fall 94

# COLORADO SPRINGS

<b>Arbitron Rank:</b> 95 Pop (12+) 392,300	<b>Stations</b> 29 / 18	<b>Last Year's Revenue:</b> \$14,400,000
<b>MSA Rank:</b> 105	<b>Diaries:</b> 1,332/295:1/55.6%	<b>Household Income:</b> \$37,305
<b>MSA Pop:</b> 473,000	<b>Sample Target:</b> 1,360	<b>Retail Dollars:</b> \$4.5 Bil
<b>DMA:</b> 97 (w/Pueblo)	<b>% Below Line:</b> 15.0	<b>#1 Biller:</b> KKCS-AF \$3,400,000
<b>Average Persons Rating:</b> 15.8	<b>% Not Listed:</b> 13.2	<b>#1 Billing Portfolio:</b>
<b>Market TSL In Hours</b> 21.00	<b>Pop per Station:</b> 21,794	<b>Citadel duop+</b> \$4,600,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spq 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spq 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1	KKMG-F	CHR	70 / 11.3	11.3	10.8	8.6	8.4	10.5	1017 / 25.9	24.8	21.5	94 / 1485	C
2	KKFM-F	AOR/CL	52 / 8.4	8.8	9.4	9.4	8.6	9.0	755 / 19.2	19.4	17.8	73 / 1123	D
3	KKCS-F	C	51 / 8.2	9.3	8.7	9.3	12.2	8.9	669 / 17.1	17.6	20.8	57 / 784	E
4	KCCY-F	C	43 / 6.9	4.7	3.5	4.3	2.5	4.9	619 / 15.8	11.2	10.2	111 / 1198	A
5	KKLI-F	SAC	37 / 6.0	5.2	6.1	5.9	5.9	5.8	504 / 12.8	12.9	12.9	40 / 806	C
6	KVOR	N/T	34 / 5.5	5.9	6.1	4.8	5.9	5.6	535 / 13.6	12.9	14.7	35 / 565	B
7	KILO-F	AOR	32 / 5.2	7.9	8.2	7.8	6.1	7.3	582 / 14.8	15.3	14.8	41 / 785	C
	KSPZ-F	O	32 / 5.2	6.2	6.5	6.2	5.2	6.0	605 / 15.4	16.5	14.0	38 / 751	C
9	KRDO-F	SAC	30 / 4.8	3.2	3.8	3.2	3.5	3.8	500 / 12.7	9.7	12.4	44 / 745	B
10	KVUU-F	AC	27 / 4.4	4.7	4.9	3.8	5.9	4.4	571 / 14.6	14.9	17.4	40 / 788	C
11	KOA	T/FS	23 / 3.7	3.9	4.0	4.0	4.2	3.9	464 / 11.8	11.2	12.1	34 / 710	
	KSKX-F	J	23 / 3.7	1.9	1.0	1.3	1.0	2.0	348 / 8.9	4.8	5.0	28 / 408	
13	KBIQ-F	REL	14 / 2.3	3.2	1.2	2.6	1.9	2.3	223 / 5.7	4.3	5.8	17 / 258	A
14	KCMN	ST	11 / 1.8	1.7	2.6	2.6	2.2	2.2	115 / 2.9	3.8	3.6	12 / 125	A

12+ FM Share (Metro): 81.97 % ( 441 of 538 ) ( Fall 95: 80.61 % )

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	KVOR <	1	KKMG-F	1	KKMG-F >
2	KILO-F	2	KKFM-F <	2	KKCS-F <	2	KKCS-F	2	KKFM-F	2	KCCY-F <
		3	KILO-F	3	KKCS-F	3	KKFM-F	3	KVOR <	3	KKCS-F
		4	KCCY-F	4	KKLI-F	4	KSPZ-F	4	KKCS-F	4	KILO-F
		5	KKCS-F	5	KKLI-F	5	KSPZ-F	5	KCCY-F	5	KKFM-F
		6	KVUU-F	6	KILO-F <	6	KCCY-F	6	KKLI-F <	6	KSPZ-F
		7	KKLI-F	7	KVUU-F	7	KRDO-F	7	KRDO-F	7	KRDO-F
				9	KILO-F	9	KVUU-F <	8	KSPZ-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	KKMG-F >>	1	KKMG-F	1	KKCS-F >	1	KCCY-F	1	KILO-F <
2	KVUU-F	2	KKFM-F	2	KKCS-F	2	KKMG-F	2	KKFM-F >
3	KKLI-F	3	KKCS-F	3	KKLI-F	3	KILO-F	3	KILO-F <
	KCCY-F	4	KKCS-F	4	KKLI-F	4	KKMG-F	4	KKCS-F
5	KILO-F >	5	KKFM-F	5	KKFM-F	5	KCCY-F >	5	KCCY-F
		6	KRDO-F	6	KSPZ-F <	6	KKCS-F	6	KKMG-F
				7	KCCY-F	7	KVUU-F	7	KBIQ-F
								8	KVUU-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KGFT-F	REL	100.7	Pueblb 1.1 5.1 11 264
KKCS	C	1460	Colorado Springs 0.6 1.8 4 83
KPRZ-F	REL	96.1	Fountain 0.8 2.8 7 156
KRDO	N/T	1240	Colorado Springs 1.1 4.6 9 197
KTWK	ST	740	Colorado Springs 1.1 3.1 7 125
KWYD	REL	1580	Colorado Springs 0.3 0.8 2 40

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KBPI-F	AOR	106.7	Denver 0.3 0.9 3 38
KDZA-F	O	107.9	Pueblb 0.5 2.4 23 424
KGHF	ST	1350	Pueblb 0.5 1.3 11 175
KHOW	T	630	Denver 0.6 1.8 7 136
KJMN-F	CHR	92.1	Castle Rock 0.8 2.3 5 94
KTLK	T	760	Thornton 0.3 0.8 2 32
KVOD-F	CL	92.5	Greeley 0.3 1.0 2 40
KXPK-F	AOR-P	96.1	Evergreen 0.6 1.1 5 74
KYGO-F	C	98.5	Denver 0.3 1.2 5 82

# COLORADO SPRINGS

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	27 (1)	27 (1)	5.0 %	5.7 %	<b>Citadel</b> KKFM-FM, KKLI-FM, KKMG-FM	25.7 %	24.2 %	31.9 %
AOR/Classic/NR	0 (0)	90 (4)	90 (4)	16.7 %	20.6 %	<b>Local</b> KCBR-AM, KCMN-AM	1.8 %	0.5 %	1.4 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	<b>Salem</b> KBIQ-FM, KGFT-FM, KPRZ-FM	4.2 %	5.8 %	%
CHR	0 (0)	75 (2)	75 (2)	13.9 %	14.1 %	<b>Triathlon</b> KSPZ-FM, KTWK-AM, KVOR-AM, KVUU-FM	16.2 %	15.8 %	26.0 %
Classical	0 (0)	2 (1)	2 (1)	0.4 %	0.0 %		<b>48.0 %</b>	<b>46.3 %</b>	<b>59.3 %</b>
Country	4 (1)	96 (3)	100 (4)	18.6 %	15.7 %				
Full Service	23 (1)	0 (0)	23 (1)	4.3 %	4.7 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	23 (1)	23 (1)	4.3 %	0.4 %				
News/Talk	47 (4)	0 (0)	47 (4)	8.7 %	9.4 %				
Oldies	0 (0)	35 (2)	35 (2)	6.5 %	11.2 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	2 (1)	26 (3)	28 (4)	5.2 %	2.4 %				
Soft AC/EZ	0 (0)	67 (2)	67 (2)	12.5 %	11.6 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	21 (3)	0 (0)	21 (3)	3.9 %	3.5 %				
<b>Totals</b>	<b>97 (10)</b>	<b>441 (19)</b>	<b>538 (29)</b>						

### AM Stations

Station	Freq	Power	Format	Comments	Revenue	Advertiser	Agency	Notes
KCMN	1530	1 kw (Days)	Standards	CNN, Westwd	\$<20.00	---		
KRDO	1240	1 kw	Sports/Tak	ABC, 1-on-1	\$12.00	D&R		
KTWK	740	3.3 kw/1.5 kw (DA-2)	Standards		\$ NA	Katz	Triathlon	
KVOR	1300	5 kw/1 kw	News/Tak	ABC, CBS, CNN	\$25.00	Katz	Triathlon	

### FM Stations

Station	Freq	Power	Format	Comments	Revenue	Advertiser	Agency	Notes
KBIQ	102.7	100 kw @ 2000	Religion		\$<20.00	Salem	Salem	Manitou Springs
KILO	94.3	83 kw @ 2110	AOR		\$32.00	Eastman	Bahakel	
KKCS	101.9	72 kw @ 2280	Country		\$67.00	Torbet	Walton	
KKFM	98.1	71 kw @ 2290	AOR-Classic		\$52.00	Mc-Guild	Citadel	
KKLI	106.3	1.6 kw @ 2224	Soft AC		\$29.00	D&R	Citadel	Widefield
KKMG	98.9	70 kw @ 2300	CHR		\$30.00	Christal	Citadel	Puebb
KRDO	95.1	96 kw @ 2010	AC	ABC	\$21.00	D&R		
KSKX	105.5	400 kw @ 2228	Jazz		\$ NA	D&R		Security
KSPZ	92.9	72 kw @ 2130	Oldies	Westwd	\$36.00	Katz	Triathlon	
KVUU	99.9	68 kw @ 2000	AC/CHR		\$30.00	Katz	Triathlon	Puebb

Notes: Other ranked stations -- See Denver, or in the Spring 1996 American Radio, Pueblo . . . 8/96 The KBIQ-F calls and format (Religion) moved from 96.1 to 102.7 (the former KIKX-F); 96.1 became KPRZ-F, carrying Religion . . . 10/96 KKCS (AM) ceased simulcasting KKCS-F and became Talk . . . 10/96 KHII-F changed from Country to Smooth Jazz as KSKX-F

# COLUMBIA, SC

**Arbitron Rank: 88** Pop (12+) 415,800  
**MSA Rank:** 101  
**MSA Pop:** 495,000  
**DMA:** 89  
**Average Persons Rating:** 15.8  
**Market TSL in Hours** 21.00

**Stations** 18 / 16  
**Diaries:** 1,514/275:1/51.9%  
**Sample Target:** 1,450  
**% Below Line:** 0.6  
**% Not Listed:** 14.3  
**Pop per Station:** 25,988

**Last Year's Revenue:** \$17,300,000  
**Household Income:** \$39,991  
**Retail Dollars:** \$4.4 bil  
**#1 Biller:** WWDM-F \$3,300,000  
**#1 Billing Portfolio:**  
 Capstar duop+ \$5,900,000

12+ Metro	Format	Fall 96		Sum 96	Spq 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spq 96	Fal 95	12+ TSA		Revenue Level
		1/4	Share									AQH	Cume	
1	WWDM-F B	120 / 18.2	19.9	20.3	15.8	19.0	18.6	1061 / 25.5	25.9	25.6	183 / 1821	E	WWDM-F	
2	WCOS-F C	73 / 11.1	8.3	10.5	12.1	9.2	10.5	867 / 20.8	20.9	19.8	171 / 1925	E	WCOS-F	
3	WNOK-F CHR	54 / 8.2	7.1	8.5	7.9	7.3	7.9	948 / 22.8	22.1	21.2	90 / 1627	C	WNOK-F	
4	WTCB-F AC	43 / 6.5	6.4	6.6	7.5	7.8	6.7	641 / 15.4	13.7	15.9	60 / 1045	D	WTCB-F	
5	WMFX-F AOR/CL	40 / 6.1	5.3	7.3	6.6	4.8	6.3	591 / 14.2	15.7	15.0	48 / 736	C	WMFX-F	
6	WOMG-F O	35 / 5.3	4.5	5.1	4.6	3.6	4.9	587 / 14.1	12.8	11.8	44 / 770	C	WOMG-F	
	WVOC N/T	35 / 5.3	5.9	3.9	4.3	6.1	4.9	631 / 15.2	11.4	16.0	46 / 789	C	WVOC	
8	WSCQ-F EZ/SAC	34 / 5.2	5.3	6.0	6.3	6.9	5.7	465 / 11.2	11.4	12.8	38 / 524	B	WSCQ-F	
	WFMV-F G	34 / 5.2	5.6	4.2	7.2	5.5	5.5	444 / 10.7	10.5	11.1	41 / 528	A	WFMV-F	
10	WARQ-F AOR	33 / 5.0	5.5	4.5	5.5	6.2	5.1	592 / 14.2	15.1	14.2	41 / 679	B	WARQ-F	
11	WHKZ-F C	16 / 2.4	2.9	2.8	3.9	3.1	3.0	363 / 8.7	8.3	9.3	18 / 436	B	WHKZ-F	
12	WOIC O	12 / 1.8	1.0	1.6	1.5	2.0	1.5	202 / 4.9	3.6	4.4	12 / 206	A	WOIC	
13	WTGH B/G	9 / 1.4	1.0	0.9	0.7	0.3	1.0	100 / 2.4	2.4	3.3	9 / 120		WTGH	
14	WLXC-F B	8 / 1.2	2.1	1.9	1.6	1.6	1.7	196 / 4.7	4.1	5.4	9 / 232		WLXC-F	
	WCOS SPRTS	8 / 1.2	1.1	1.2	1.0		1.1	157 / 3.8	2.9		9 / 171		WCOS	

12+ FM Share (Metro): 87.43 % ( 494 of 565 ) ( Fall 95: 88.07 % )

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 WWDM-F <	1 WWDM-F >	1 WWDM-F	1 WWDM-F >	1 WWDM-F >>	1 WWDM-F >>
2 WNOK-F >	2 WNOK-F <	2 WCOS-F <	2 WCOS-F <	2 WCOS-F	2 WCOS-F	2 WCOS-F	2 WCOS-F	2 WCOS-F	2 WNOK-F <	2 WCOS-F
3 WCOS-F	3 WCOS-F	3 WNOK-F	3 WNOK-F	3 WNOK-F	3 WSCQ-F	3 WMFX-F	3 WVOC <	3 WNOK-F	3 WCOS-F	3 WCOS-F
WARQ-F >>	WARQ-F	4 WMFX-F	WTCB-F <	WTCB-F <	4 WVOC <	4 WSCQ-F <	4 WTCB-F <	4 WTCB-F	4 WARQ-F <	4 WARQ-F <
	5 WMFX-F	WTCB-F	5 WMFX-F >	5 WMFX-F	5 WOMG-F	5 WNOK-F <	5 WNOK-F <	5 WOMG-F <	5 WFMV-F >	5 WFMV-F >
	WTCB-F	6 WARQ-F	6 WFMV-F <	6 WOMG-F	6 WTCB-F	6 WTCB-F >	6 WOMG-F <	6 WARQ-F	6 WMFX-F <	6 WMFX-F <
	7 WFMV-F	7 WOMG-F	7 WFMV-F <	7 WFMV-F <		7 WMFX-F	8 WVOC	8 WVOC		
		8 WVOC	8 WVOC	8 WVOC						

Wom 18-24	Wom 18-34	Wom 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 WCOS-F	2 WNOK-F	2 WTCB-F	2 WTCB-F	2 WTCB-F	2 WCOS-F	2 WMFX-F	2 WMFX-F	2 WMFX-F	2 WMFX-F
3 WNOK-F	WTCB-F	3 WNOK-F	3 WCOS-F <	3 WCOS-F <	WARQ-F	WARQ-F <	3 WARQ-F	3 WCOS-F <	3 WCOS-F
WARQ-F	WCOS-F >	WCOS-F	4 WNOK-F >	4 WNOK-F <	4 WNOK-F	4 WNOK-F	4 WNOK-F >	4 WNOK-F	4 WNOK-F
5 WTCB-F >>	5 WARQ-F	5 WFMV-F >	5 WFMV-F	5 WFMV-F	5 WMFX-F >	5 WCOS-F >	5 WCOS-F	5 WARQ-F	5 WVOC <
	6 WFMV-F	6 WMFX-F	6 WOMG-F	6 WOMG-F >			WTCB-F	6 WVOC	6 WARQ-F
		WARQ-F							WOMG-F

Consolidation Report	12+	25-54	Revenue
<b>Bloomington</b> WISW-AM, WOMG-FM, WTCB-FM	12.9 %	15.7 %	22.5 %
<b>Capstar, pend.</b> WCOS-AM, WCOS-FM, WHKZ-FM, WSCQ-FM, WVOC-AM	25.2 %	20.6 %	34.1 %
<b>Clear Channel</b> WARQ-FM, WWDM-FM	23.2 %	21.4 %	23.1 %
<b>Local</b> WMFX-FM, WNOK-FM, WOIC-AM	16.1 %	18.7 %	17.9 %
	<b>77.4 %</b>	<b>76.4 %</b>	<b>97.6 %</b>

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WISW	N	1320	Columbia	1.1	5.4	7	239
Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WQKI-F	B	93.9	St. Matthews	0.6	1.5	14	221

# COLUMBIA, SC

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	43 (1)	43 (1)	7.6 %	8.5 %
AOR/Classic/NR	0 (0)	73 (2)	73 (2)	12.9 %	14.0 %
Black/Urban	0 (0)	132 (3)	132 (3)	23.4 %	25.3 %
CHR	0 (0)	54 (1)	54 (1)	9.6 %	9.7 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	89 (2)	89 (2)	15.8 %	15.1 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	42 (2)	0 (0)	42 (2)	7.4 %	5.5 %
Oldies	12 (1)	35 (1)	47 (2)	8.3 %	7.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	9 (1)	34 (1)	43 (2)	7.6 %	6.7 %
Soft AC/EZ	0 (0)	34 (1)	34 (1)	6.0 %	6.8 %
Sports	8 (1)	0 (0)	8 (1)	1.4 %	1.3 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>Totals</b>	<b>71 (5)</b>	<b>494 (12)</b>	<b>565 (17)</b>		

## AM Stations

Station	Power	Frequency	Format	Ownership	Value	Notes	Location
WCOS	1400	1 kw	Sports	CNN	\$<20.00	Allied	Capstar, pend.
WOIC	1230	1 kw	Black Oldies	AURN, ABC	\$<20.00	Mc-Guild	WNOK-F
WTGH	620	1 kw/0.125 kw	Gospel	AURN	\$14.00	---	Willis Cayce
WVOC	560	5 kw (DA-N)	News/Talk	Westwd	\$30.00	---	Capstar, pend.

## FM Stations

Station	Frequency	Power	Format	Ownership	Value	Notes	Location
WARQ	93.5	2.8 kw @ 443	AOR		\$24.00	Banner	Clear Channel
WCOS	97.5	100 kw @ 983	Country	ABC	\$68.00	Mc-Guild	Capstar, pend.
WFMV	95.3	3 kw @ 328	Gospel	CNN	\$<20.00	---	S. Congaree
WHKZ	96.7	3.3 kw @ 443	Country		\$25.00	Mc-Guild	Capstar, pend. Cayce
WLXC	98.5	6 kw @ 328	Black		\$ NA	K&P	Lexington
WMFX	102.3	6 kw @ 328	AOR/Classic		\$33.00	Katz	WNOK-F St. Andrews
WNOK	104.7	100 kw @ 1004	CHR	ABC	\$42.00	Mc-Guild	
WOMG	103.1	3 kw @ 300	Oldies		\$28.00	Christal	Bloomington
WSCQ	100.1	5.9 kw @ 330	EZ/Standards	CBS	\$22.00	Eastman	Capstar, pend. W. Columbia
WTCB	106.7	100 kw @ 787	AC		\$59.00	Christal	Bloomington Orangeburg
WWDM	101.3	100 kw @ 1322	Black	ABC, Westwd	\$71.00	Banner	Clear Channel Sumter

Notes: 9/96 WSCQ-F was sold to Benchmark for \$4,100,000 (Americom) ... 1/97 Benchmark sold these stations to Capstar (D+): WCOS-AF for \$14,000,000; WHKZ-F for \$3,500,000; WSCQ-F for \$4,500,000; WVOC for \$3,800,000

# COLUMBUS, GA

<b>Arbitron Rank: 164 Pop (12+)</b>	209,500	<b>Stations</b>	16 / 14	<b>Last Year's Revenue:</b>	\$8,100,000
<b>MSA Rank:</b>	166	<b>Diaries:</b>	679/309:1/48.1%	<b>Household Income:</b>	\$30,568
<b>MSA Pop:</b>	279,000	<b>Sample Target:</b>	640	<b>Retail Dollars:</b>	\$2.3 Bil.
<b>DMA:</b>	125	<b>% Below Line:</b>	2.5	<b>#1 Biller:</b>	WVRK-F \$1,350,000
<b>Average Persons Rating:</b>	15.5	<b>% Not Listed:</b>	10.5	<b>#1 Billing Portfolio:</b>	McClure duop \$2,485,000
<b>Market TSL in Hours</b>	20.50	<b>Pop per Station:</b>	14,964		

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1	WFXE-F	B	55 / 17.0	15.7	19.4		623 / 29.7	24.5		59 / 778	B
2	WGSY-F	AC	36 / 11.1	8.3	8.3		434 / 20.7	21.8		44 / 581	C
3	WVRK-F	AOR	31 / 9.6	10.8	12.4		356 / 17.0	22.3		53 / 754	C
4	WKNF-F	C	26 / 8.0	10.0	11.8		392 / 18.7	19.1		43 / 637	C
5	WSTH-F	C	22 / 6.8	5.3	4.5		304 / 14.5	11.9		62 / 995	C
	WAGH-F	B/AC	22 / 6.8	10.8	11.5		395 / 18.8	20.3		24 / 458	B
7	WCGQ-F	AC/CHR	20 / 6.2	8.5	4.1		366 / 17.5	14.3		28 / 675	B
8	WOKS	B/O	18 / 5.6	5.9	4.1		248 / 11.9	11.5		18 / 258	A
9	WRCG	T	17 / 5.3	4.4	5.4		251 / 12.0	10.2		19 / 301	B
10	WEAM	G	15 / 4.6	5.3	2.5		148 / 7.1	7.9		15 / 155	A

12+ FM Share (Metro): 80.69 % ( 234 of 290 ) (Fall 95: NA)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WFXE-F >>	1 WFXE-F <	1 WFXE-F	1 WFXE-F <	1 WFXE-F <	1 WGSY-F >	1 WGSY-F <	1 WGSY-F <	1 WFXE-F >	1 WFXE-F >>>	1 WFXE-F
2 WKNF-F >>	2 WVRK-F >>	2 WVRK-F	2 WGSY-F	2 WGSY-F	2 WFXE-F <	2 WFXE-F <	2 WFXE-F	2 WGSY-F	2 WVRK-F	2 WGSY-F
	3 WCGQ-F	3 WGSY-F	3 WAGH-F <	3 WAGH-F <	3 WSTH-F	3 WVRK-F	3 WVRK-F <	3 WVRK-F <	3 WOKS <	3 WAGH-F >
	4 WKNF-F	4 WAGH-F	4 WVRK-F >	4 WVRK-F	WRCG	4 WAGH-F	4 WSTH-F <	4 WKNF-F <	4 WGSY-F	
		5 WKNF-F	5 WKNF-F	5 WKNF-F	5 WOKS	5 WKNF-F	5 WKNF-F <	5 WCGQ-F	5 WKNF-F	
		WCGQ-F >	WCGQ-F	WCGQ-F	WEAM <	6 WSTH-F	6 WRCG	6 WSTH-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 WFXE-F >	1 WFXE-F >	1 WFXE-F >	1 WFXE-F	1 WGSY-F	1 WVRK-F	1 WVRK-F	1 WVRK-F >>	1 WVRK-F	1 WVRK-F
2 WCGQ-F	2 WCGQ-F	2 WKNF-F	2 WGSY-F	2 WFXE-F	2 WFXE-F >>>	2 WFXE-F >>>	2 WFXE-F >>>	2 WFXE-F >>>	2 WFXE-F
3 WKNF-F >	3 WKNF-F	WCGQ-F	3 WCGQ-F	3 WAGH-F			3 WAGH-F >	3 WGSY-F	3 WGSY-F
	4 WAGH-F	WAGH-F	WAGH-F	4 WCGQ-F			4 WKNF-F	4 WKNF-F	4 WAGH-F
	5 WGSY-F	5 WVRK-F	5 WKNF-F >>	5 WKNF-F >			WJZF-F	WAGH-F	5 WOKS
		WGSY-F >					WSTH-F		WKNF-F >
							WGSY-F >>		

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	56 (2)	56 (2)	19.3 %	16.3 %
AOR/Classic/NR	0 (0)	31 (1)	31 (1)	10.7 %	11.8 %
Black/Urban	18 (1)	86 (4)	104 (5)	35.9 %	37.9 %
CHR	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	48 (2)	48 (2)	16.6 %	17.0 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	4 (1)	4 (1)	1.4 %	0.0 %
News/Talk	17 (1)	0 (0)	17 (1)	5.9 %	4.9 %
Oldies	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	18 (2)	9 (1)	27 (3)	9.3 %	10.5 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	3 (1)	0 (0)	3 (1)	1.0 %	1.6 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>Totals</b>	<b>56 (5)</b>	<b>234 (11)</b>	<b>290 (16)</b>		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WDAK	SPRTS	540	Columbus	0.9	2.9	3 67
WKZJ-F	B/AC	95.7	Greenville, GA	1.5	3.2	14 179
WPNX	G	1460	Phenix City, AL	0.9	2.4	3 50
WVFJ-F	REL	93.3	Manchester, GA	2.8	4.7	27 333

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WJZF-F	J	104.1	La Grange, GA	1.2	2.3	6 87
WZHT-F	B	105.7	Troy, AL	1.2	5.0	27 457

# COLUMBUS, GA

Consolidation Report	12+	25-54	Revenue
<b>Local</b> WGSY-FM, WPNX-AM, WVRK-FM	21.6 %	23.1 %	30.6 %
<b>McClure</b> WCGQ-FM, WKCN-FM, WRCG-AM	19.5 %	18.5 %	29.2 %
	<b>41.1 %</b>	<b>41.5 %</b>	<b>59.8 %</b>

## AM Stations

WEAM	1580	2.3 kw/1 kw (DA-N)	Gospel	USA	\$8.00	---	GHB
WOKS	1340	1 kw	Black Oldies	AURN	\$ NA	Katz	Davis
WRCG	1420	5 kw (DA-N)	Tak	CBS, ABC, Westwd	\$14.00	Christal	McClure

## FM Stations

WAGH	98.3	6 kw @ 328	Black AC	ABC	\$18.00	Allied		Ft. Mitchell, AL
WCGQ	107.3	100 kw @ 1010	AC/CHR	ABC	\$19.00	Christal	McClure	
WFXE	104.9	6 kw @ 289	Black	ABC	\$25.00	Katz	Davis	
WGSY	100.1	6 kw @ 328	AC		\$30.00	Allied	WVRK/WPNX	Phenix City, AL
WKCN	99.3	50 kw @ 492	Country		\$22.00	D&R	McClure	Lumpkin, GA
WSTH	106.1	85 kw @ 1047	Country	ABC, Westwd	\$34.00	Katz		Alexander City, AL
WVRK	102.9	100 kw @ 1521	AOR	ABC, Westwd	\$30.00	Mc-Guild	WPNX/WGSY	

Notes: This is Coumbus's first Fall Arbitron . . . 8/96 WGSY-F sold by Woodfin to WPNX/WVRK-F owner for \$2,000,000



# COLUMBUS, OH

**Arbitron Rank:** 32 **Pop (12+)** 1,237,600  
**MSA Rank:** 38  
**MSA Pop:** 1,450,000  
**DMA:** 34  
**Average Persons Rating:** 14.9  
**Market TSL in Hours** 19.75

**Stations** 28 / 27  
**Diaries:** 2,440/507:1/52.5%  
**Sample Target:** 2,440  
**% Below Line:** 0.9  
**% Not Listed:** 14.4  
**Pop per Station:** 45,837

**Last Year's Revenue:** \$60,000,000  
**Household Income:** \$44,677  
**Retail Dollars:** \$17.2 Bil.  
**#1 Biller:** WSNY-F \$9,400,000  
**#1 Billing Portfolio:**  
 Jacor duop+ \$23,600,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WNCI-F	CHR	166 / 9.0	11.3	7.7	7.8	8.9	9.0	3148 / 25.4	22.8	22.3	198 / 3798	H	WNCI-F
2	WCOL-F	C	147 / 8.0	7.0	8.1	9.3	8.7	8.1	2064 / 16.7	17.2	16.7	157 / 2372	G	WCOL-F
3	WTVN	FS	146 / 7.9	8.3	7.2	9.6	8.1	8.2	2245 / 18.1	15.8	18.0	166 / 2694	H	WTVN
	WSNY-F	AC	146 / 7.9	7.3	8.5	6.9	6.4	7.7	2251 / 18.2	19.3	15.8	150 / 2385	H	WSNY-F
5	WBZX-F	AOR	99 / 5.4	5.9	7.1	6.4	7.5	6.2	1926 / 15.6	18.4	17.2	136 / 2562	F	WBZX-F
6	WBNS-F	O	97 / 5.3	5.4	5.9	4.7	4.2	5.3	1793 / 14.5	15.2	15.1	119 / 2151	E	WBNS-F
7	WLQ-F	AOR/CL	95 / 5.2	6.8	7.0	5.6	5.4	6.1	1679 / 13.6	15.7	15.8	113 / 1983	H	WLQ-F
8	WJZA-F	B	94 / 5.1	6.1	5.1	3.2		4.9	1208 / 9.8	8.4		95 / 1239		WJZA-F
9	WHOK-F	C	70 / 3.8	4.0	3.9	4.9	4.5	4.1	1337 / 10.8	10.9	11.6	118 / 2087	D	WHOK-F
10	WWCD-F	AOR-NR	57 / 3.1	2.5	3.0	2.4	3.5	2.7	1208 / 9.8	9.1	10.2	60 / 1227	C	WWCD-F
11	WCEZ-F	SAC	55 / 3.0	2.7	2.5	2.7	2.1	2.7	648 / 5.2	4.9	5.0	57 / 676	B	WCEZ-F
12	WBNS	SPRTS	49 / 2.7	1.2	1.4	1.6	2.7	1.7	1211 / 9.8	5.0	9.6	49 / 1222	B	WBNS
13	WCX-F	B	45 / 2.4	2.0	1.4	3.0	4.5	2.2	878 / 7.1	5.1	9.2	48 / 920	C	WCX-F
14	WLLD-F	C	34 / 1.9	2.2	2.4	2.7	2.9	2.3	838 / 6.8	8.1	8.1	34 / 860	C	WLLD-F
15	WCLT-F	C	33 / 1.8	1.8	1.9	2.3	2.7	2.0	492 / 4.0	4.4	5.5	104 / 1407		WCLT-F
16	WAKS-F	O-70s	32 / 1.7	2.2	2.1	2.1	2.3	2.0	900 / 7.3	7.4	8.7	35 / 943	C	WAKS-F
17	WZJZ-F	J	28 / 1.5	1.4	1.7	1.8		1.6	527 / 4.2	5.5		29 / 526		WZJZ-F
18	WVVO	B	24 / 1.3	1.5	1.2	1.8	3.2	1.4	422 / 3.5	3.4	6.4	24 / 427	B	WVVO
19	WCOL	T	23 / 1.3	1.3	1.5	1.1	1.4	1.3	503 / 4.1	4.3	4.5	26 / 549	B	WCOL
20	WMNI	C	20 / 1.1	1.1	1.6	1.3	1.2	1.3	330 / 2.7	3.9	3.0	21 / 336	A	WMNI
21	WSMZ-F	B	19 / 1.0	0.6	0.7	0.7	0.7	0.7	350 / 2.8	1.8	2.1	22 / 419		WSMZ-F
23	WAHC-F	O-70s	18 / 1.0	1.2	1.2	1.3	0.8	1.2	515 / 4.2	3.8	3.7	20 / 549		WAHC-F
22	WRFD	REL	18 / 1.0	0.7	0.8	0.5	0.5	0.7	279 / 2.3	2.3	1.9	32 / 432		WRFD

12+ FM Share (Metro): 80.22 % ( 1261 of 1572 ) ( Fall 95: 78.42 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WNCI-F >	1 WNCI-F	1 WNCI-F <	1 WSNY-F	1 WSNY-F	1 WTVN >	1 WTVN	1 WTVN <	1 WNCI-F	1 WNCI-F	1 WTVN >
2 WBZX-F <	2 WBZX-F <	2 WSNY-F	2 WNCI-F <	2 WCOL-F <	2 WSNY-F <	2 WNCI-F <	2 WSNY-F <	2 WCOL-F	2 WCOL-F <	2 WNCI-F <
3 WJZA-F	3 WCOL-F	3 WCOL-F	3 WCOL-F <	3 WNCI-F	3 WBNS-F <	3 WSNY-F <	3 WSNY-F <	3 WSNY-F	3 WSNY-F <	3 WSNY-F <
4 WCX-F >	4 WSNY-F <	4 WLQ-F	4 WLQ-F <	4 WLQ-F <	4 WCOL-F	4 WCOL-F	4 WNCI-F	4 WTVN <	4 WJZA-F <	4 WCOL-F
	5 WLQ-F <	5 WBZX-F <	5 WTVN <	5 WBNS-F <	5 WNCI-F	5 WLQ-F	5 WBNS-F	5 WJZA-F <	5 WBZX-F >	
	6 WJZA-F	6 WJZA-F	6 WBNS-F <	6 WTVN			6 WBZX-F <			
	7 WWCD-F >		7 WJZA-F				7 WLQ-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 WNCI-F >	1 WNCI-F	1 WSNY-F >	1 WNCI-F <	1 WSNY-F	1 WBZX-F >	1 WBZX-F	1 WLQ-F <	1 WLQ-F	1 WLQ-F
2 WCOL-F <	2 WSNY-F	2 WNCI-F <	2 WSNY-F	2 WCOL-F <	2 WNCI-F >	2 WNCI-F <	2 WBZX-F	2 WBZX-F	2 WTVN <
3 WJZA-F <	3 WCOL-F	3 WCOL-F	3 WCOL-F	3 WNCI-F <	3 WLQ-F	3 WLQ-F <	3 WNCI-F	3 WNCI-F	3 WSNY-F <
4 WBZX-F >	4 WJZA-F >	4 WJZA-F >	4 WJZA-F >	4 WJZA-F <	4 WCX-F	4 WCOL-F	4 WCOL-F	4 WTVN	4 WCOL-F <
	5 WBZX-F	5 WWCD-F <	5 WBNS-F	5 WBNS-F	5 WCOL-F	5 WWCD-F <	5 WBNS	WSNY-F <	5 WBNS-F <
	WWCD-F	6 WLQ-F >				6 WJZA-F	WWCD-F	6 WCOL-F	6 WNCI-F
	7 WLQ-F								

Consolidation Report	12+	25-54	Revenue
<b>Jacor, pend.</b>	21.5 %	21.8 %	39.3 %
WAHC-FM, WAKS-FM, WHOK-FM, WLLD-FM, WLOH-AM, WLQ-FM, WTVN-AM			
<b>Nationwide</b>	18.3 %	17.6 %	24.8 %
WCOL-AM, WCOL-FM, WNCI-FM			
	<b>39.8 %</b>	<b>39.4 %</b>	<b>64.1 %</b>

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WHTH	C	790 Heath	0.8 1.1 15 148
WNKO-F	AC	101.7 Newark	0.7 1.5 12 193
WQIO-F	CHR	93.7 Mt. Vernon	0.4 2.0 19 454
WSWZ-F	O	103.5 Lancaster	0.4 1.4 7 205

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WLW	FS/T	700 Cincinnati	0.9 3.6 26 754

# COLUMBUS, OH

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	158 (2)	158 (2)	10.1 %	10.4 %
AOR/Classic/NR	0 (0)	251 (3)	251 (3)	16.0 %	19.7 %
Black/Urban	24 (1)	158 (3)	182 (4)	11.6 %	9.6 %
CHR	0 (0)	173 (2)	173 (2)	11.0 %	9.4 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	35 (2)	284 (4)	319 (6)	20.3 %	20.6 %
Full Service	162 (2)	0 (0)	162 (2)	10.3 %	9.2 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	28 (1)	28 (1)	1.8 %	2.0 %
News/Talk	23 (1)	0 (0)	23 (1)	1.5 %	1.7 %
Oldies	0 (0)	154 (4)	154 (4)	9.8 %	11.3 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	18 (1)	0 (0)	18 (1)	1.1 %	1.0 %
Soft AC/EZ	0 (0)	55 (1)	55 (1)	3.5 %	2.8 %
Sports	49 (1)	0 (0)	49 (1)	3.1 %	1.6 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %
<b>Totals</b>	<b>311 (8)</b>	<b>1261 (20)</b>	<b>1572 (28)</b>		

## AM Stations

Station	Power	Time	Format	Service	Rate	Advertiser	Product	City
WBNS	1460	5 kw/1 kw (DA-N)	Sports	AP, CBS	\$28.00	Banner	Columbus Dispatch	
WCOL	1230	1 kw	Talk	AP, Westwd	\$29.00	Allied	Nationwide	
WMNI	920	1 kw/500 w (DA-2)	Country	Westwd	\$25.00	Eastman		
WRFD	880	5 kw (DA, Days)	Religion	SRN	\$19.00	Salem	Salem	Worthington
WTVN	610	5 kw (DA-N)	Full Service	ABC	\$149.00	Katz	Jacor	
WVKO	1580	1 kw/250 w (DA-2)	Black AC	Westwd, AURN	\$31.00	Mc-Guild	Saga	

## FM Stations

Station	Freq	Power	Format	Service	Rate	Advertiser	Product	City
WAHC	107.1	3 kw @ 328	Oldies-70's	\$NA	Allied	Jacor, pend.		Circleville
WAKS	105.7	2.5 kw @ 512	Oldies-70's	\$35.00	Allied	Jacor, pend.		Marysville
WBNS	97.1	20.5 kw @ 780	Oldies	CBS	\$75.00	Banner	Columbus Dispatch	
WBZX	99.7	20.2 kw @ 783	AOR		\$94.00	Eastman		
WCEZ	107.9	6 kw @ 285	Soft AC		\$23.00	K&P	Associated	Delaware
WCXX	106.3	6 kw @ 328	Black	AURN	\$36.00	D&R	Blue Chip	London
WCLT	100.3	50 kw @ 388	Country	Westwd	\$30.00	---		Newark
WCOL	92.3	21.9 kw @ 753	Country		\$125.00	Allied	Nationwide	
WHOK	95.5	21 kw @ 761	Country	AP, ABC	\$70.00	Christal	Jacor	Lancaster
WJZA	107.5	1.9 kw @ 413	Black	\$NA	---			
WLLD	98.9	0.58 kw @ 753	Country		\$44.00	Christal	Jacor	Upper Arlington
WLVQ	96.3	18 kw @ 753	AOR		\$157.00	Katz	Jacor	
WNCI	97.9	175 kw @ 560	CHR	AP	\$171.00	Allied	Nationwide	
WSMZ	103.1	1.6 kw @ 443	Black	ABC	\$NA	---		Johnstown
WSNY	94.7	22.3 @ 753	AC		\$175.00	Mc-Guild	Saga	
WWCD	101.1	6 kw @ 328	AOR-New Rock		\$39.00	Roslin		Grove City
WZJZ	104.3	3.4 kw @ 435	Jazz	\$NA	---			Richwood

Notes: 9/96 WCKX-F (106.3; London) sold by Sunrise to Blue Chip for \$4,500,000 . . . 12/96 WAHC-F/WAKS-F sold by Tel Lease, Inc. to Jacor (D+) . . . 1/97 WAKS-F changed from Classic Hits (70's Oldies) to Country as WHQK-F ("Kicks"); at the same time, WAHC-F changed from 70's Oldies to AOR as WAZU-F ("The Big Wazoo") and WLLD-F changed from Country to Progressive AOR as WZAZ-F ("Channel Z")

Jim Duncan

Comments: Listening levels are up almost a share point in the last year (a good sign for this low-usage market) . . . WJZA-F has become THE Black/Urban station in the market . . . If you can't get a five share in Columbus, you are one of the "pack" runners

# CORPUS CHRISTI

<b>Arbitron Rank:</b> 126 Pop (12+)	308,400	<b>Stations</b>	22 / 22	<b>Last Year's Revenue:</b>	\$9,400,000
<b>MSA Rank:</b>	127	<b>Diaries:</b>	863/357:1/46.8%	<b>Household Income:</b>	\$35,970
<b>MSA Pop:</b>	384,000	<b>Sample Target:</b>	750	<b>Retail Dollars:</b>	\$3.2 Bil.
<b>DMA:</b>	128	<b>% Below Line:</b>	0.0	<b>#1 Biller:</b>	KRYS-AF \$2,000,000
<b>Average Persons Rating:</b>	16	<b>% Not Listed:</b>	13.4	<b>#1 Billing Portfolio:</b>	
<b>Market TSL In Hours</b>	21.25	<b>Pop per Station:</b>	14,018	<b>Gulfstar duop+</b>	\$3,800,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	KZFM-F	CHR	64 / 13.0	11.4	9.1	10.2	13.0	771 / 25.0	23.4	23.4	79 / 1020	C	KZFM-F
2	KSAB-F	SP	53 / 10.8	9.3	7.1	7.9	3.3	678 / 22.0	19.7	17.8	97 / 1033	A	KSAB-F
3	KRYS-AF	C	43 / 8.7	10.7	11.6	13.0	13.8	728 / 23.6	27.1	23.8	64 / 1070	D	KRYS-AF
4	KLTG-F	O	30 / 6.1	4.9	5.1	5.3	6.7	443 / 14.4	14.4	10.8	34 / 555	B	KLTG-F
5	KOUL-F	C	28 / 5.7	9.9	9.3	10.0	8.3	565 / 18.3	23.2	22.1	49 / 808	C	KOUL-F
6	KMXR-F	AC	24 / 4.9	7.0	5.7	5.5	5.9	404 / 13.1	17.3	14.9	32 / 533	B	KMXR-F
	KKBA-F	SAC	24 / 4.9	2.1				367 / 11.9	5.7		32 / 440		KKBA-F
8	KEYS	N/T	22 / 4.5	3.8	4.1	2.0	2.0	270 / 8.7	8.0	9.5	27 / 350	A	KEYS
9	KNCN-F	AOR	21 / 4.3	6.1	4.9	4.9	6.7	436 / 14.2	16.6	16.6	32 / 611	C	KNCN-F
10	KRAD-F	AOR	17 / 3.5	3.0	3.9	5.3	3.9	354 / 11.5	11.4	11.8	18 / 392	A	KRAD-F
	KUNO	SP	17 / 3.5	2.3	5.1	5.7	5.9	224 / 7.3	5.5	8.1	17 / 239	B	KUNO
12	KFTX-F	C	16 / 3.3	1.9	1.2	1.6	0.6	220 / 7.1	3.9	5.0	20 / 299		KFTX-F

12+ FM Share (Metro): 85.88 % ( 365 of 425 ) (Fall 95: 85.89 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KZFM-F >>>	1 KZFM-F >	1 KZFM-F	1 KRYS-AF	1 KSAB-F <	1 KSAB-F	1 KZFM-F <	1 KZFM-F <	1 KZFM-F	1 KZFM-F >	1 KZFM-F >
2 KSAB-F	2 KRYS-AF <	KZFM-F <	2 KRYS-AF <	2 KRYS-AF <	2 KLTG-F <	2 KSAB-F	2 KSAB-F	2 KSAB-F	2 KSAB-F	2 KSAB-F >
3 KRYS-AF	3 KSAB-F	3 KSAB-F <	3 KLTG-F <	3 KRYS-AF	3 KRYS-AF	KRYS-AF >	3 KRYS-AF <	3 KRYS-AF	3 KRYS-AF	
4 KNCN-F	4 KLTG-F <	4 KLTG-F <	4 KZFM-F	4 KEYS	4 KOUL-F <	4 KLTG-F	4 KLTG-F	4 KLTG-F	4 KRAD-F	
5 KMXR-F	5 KMXR-F	5 KKBA-F	5 KKBA-F	KZFM-F	5 KLTG-F	5 KEYS	5 KOUL-F	5 KOUL-F	5 KNCN-F	
	KRAD-F	KOUL-F	6 KOUL-F	6 KOUL-F		6 KKBA-F	6 KKBA-F	6 KKBA-F		
		KKBA-F	7 KMXR-F			KOUL-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 KZFM-F >	1 KZFM-F	1 KSAB-F	1 KZFM-F	1 KSAB-F	1 KZFM-F >	1 KZFM-F >	1 KNCN-F >	1 KZFM-F <	1 KLTG-F
2 KMXR-F	2 KSAB-F	KZFM-F >	2 KSAB-F	2 KZFM-F	2 KRAD-F >>	2 KNCN-F	2 KSAB-F	2 KRYS-AF	2 KRYS-AF
3 KSAB-F	3 KRYS-AF	3 KKBA-F	3 KRYS-AF <	3 KRYS-AF <	3 KLHB-F	KRYS-AF	KRYS-AF	KLTG-F	3 KOUL-F <
	KRYS-AF	4 KMXR-F	4 KMXR-F <	4 KKBA-F	KRYS-AF >	KRAD-F	4 KKBA-F	4 KOUL-F <	4 KNCN-F
	KRAD-F >	5 KKBA-F	5 KKBA-F >	5 KMXR-F <	5 KSAB-F	5 KSAB-F >	KOUL-F	5 KNCN-F	KSAB-F
		6 KOUL-F	6 KOUL-F	6 KLTG-F	KOUL-F >>		KLTG-F >	6 KSAB-F	6 KZFM-F

Consolidation Report	12+	25-54	Revenue
<b>Davila</b> KFLZ-FM, KCCT-AM, KBSO-FM	3.1 %	3.2 %	5.3 %
<b>Gulfstar</b> KMXR-FM, KNCN-FM, KRYS-AM, KRYS-FM	17.9 %	20.7 %	40.4 %
<b>Local - 1</b> KEYS-AM, KFTX-FM, KZFM-FM	20.8 %	16.2 %	17.0 %
<b>Local - 2</b> KCTA-AM, KDAE-AM, KLTG-FM, KOUL-FM, KRAD-FM	17.3 %	18.3 %	26.1 %
	<b>59.1 %</b>	<b>58.3 %</b>	<b>88.8 %</b>

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume		
KBSO-F	SP	94.7	Corpus Christi	2.2	6.2	12	206
KCCT	SP	1150	Corpus Christi	0.8	3.2	4	100
KCTA	REL	1030	Corpus Christi	1.0	2.7	9	151
KDAE	ST	1590	Sinton	1.0	1.7	6	62
KLHB-F	SP	98.3	Odem	2.8	6.3	14	216
KMIQ-F	SP	105.1	Robstown	1.0	5.0	5	174
KNDA-F	SP	102.9	Alice	1.2	4.2	9	234
KSIX	EZ	1230	Corpus Christi	0.8	2.9	6	127
KXCC-F	CL AOR	102.3	Rockport	2.4	7.1	12	251

# CORPUS CHRISTI

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	24 (1)	24 (1)	5.6 %	8.3 %
AOR/Classic/NR	0 (0)	50 (3)	50 (3)	11.8 %	12.7 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	64 (1)	64 (1)	15.1 %	13.4 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	3 (1)	84 (3)	87 (4)	20.5 %	26.3 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	21 (2)	89 (5)	110 (7)	25.9 %	22.1 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	22 (1)	0 (0)	22 (1)	5.2 %	4.5 %
Oldies	0 (0)	30 (1)	30 (1)	7.1 %	5.8 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	5 (1)	0 (0)	5 (1)	1.2 %	0.9 %
Soft AC/EZ	4 (1)	24 (1)	28 (2)	6.6 %	3.8 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	5 (1)	0 (0)	5 (1)	1.2 %	2.2 %
<b>Totals</b>	<b>60 (7)</b>	<b>365 (15)</b>	<b>425 (22)</b>		

### AM Stations

KEYS	1440	1 kw (DA-N)	News/Talk	CNN, Westwd, BRN	\$<20.00	Banner	KZFM
KRYS	1360	1 kw	See KRYS-F				
KUNO	1400	1 kw	Hispanic		\$<20.00	Katz	Hefte/Ch. Chnl, pend.

### FM Stations

KFTX	97.5	97 kw @ 954	Country		\$ NA	D&R		Kingsville
KKBA	92.7	12.5 kw @ 868	Soft AC	ABC	\$ NA	---		Kingsville
KLTG	96.5	100 kw @ 955	Oldies		\$20.00	Mc-Guild		
KMXR	93.9	100 kw @ 840	AC		\$21.00	K&P	Gulfstar	
KNCN	101.3	100 kw @ 361	AOR		\$28.00	D&R	Gulfstar	Sinton
KOUL	103.7	100 kw @ 947	Country	AP	\$34.00	Katz		Sinton
KRAD	105.5	1.9 kw @ 354	AOR		\$<20.00	Katz	KOUL	Portland
KRYS	99.1	100 kw @ 932	Country	ABC	\$47.00	Banner	Gulfstar	
KSAB	99.9	100 kw @ 955	Hispanic		\$20.00	Katz Hisp.	Hefte/Ch. Chnl, pend.	Robstown
KZFM	95.5	100 kw @ 994	CHR		\$31.00	Banner	KEYS	

Notes: 8/96 KNCN-F sold by Tippie to Gulfstar (D+) for \$2,050,000 (Whitley) . . . 11/96 KDAE/KLTG-F sold to KCTA/KOUL-F/KRAD-F for \$1,600,000

Jim Duncan

Comments: KKBA-F is now a viable station and is becoming a real factor . . . KRYS had four consecutive down books . . . Listening to Country stations was down about 25% since the Spring book

# DALLAS-FT. WORTH

<b>Arbitron Rank:</b> 7 Pop (12+) 3,621,500	<b>Stations:</b> 36 / 36	<b>Last Year's Revenue:</b> \$200,100,000
<b>MSA Rank:</b> 11-Dallas	<b>Diaries:</b> 4,285/845:1/49.2%	<b>Household Income:</b> \$46,261
<b>MSA Pop:</b> 4,510,000	<b>Sample Target:</b> 4,120	<b>Retail Dollars:</b> \$44.0 Bil.
<b>DMA:</b> 8	<b>% Below Line:</b> 0.0	<b>#1 Biller:</b> KVIL-F \$26,000,000
<b>Average Persons Rating:</b> 16.6	<b>% Not Listed:</b> 8.8	<b>#1 Billing Portfolio:</b>
<b>Market TSL In Hours:</b> 21.75	<b>Pop per Station:</b> 100,597	<b>Westinghouse duop+:</b> \$81,200,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	KKDA-F	B	373 / 6.2	6.3	5.7	5.4	4.6	5.9	4330 / 12.0	10.7	10.2	415 / 4974	I	KKDA-F
2	KHKS-F	CHR	365 / 6.1	5.9	6.2	5.7	5.6	6.0	6675 / 18.4	18.7	17.2	387 / 7326	I	KHKS-F
3	KVIL-F	AC/FS	363 / 6.0	4.7	5.2	5.4	5.6	5.3	6135 / 16.9	13.8	17.6	391 / 6540	K	KVIL-F
4	WBAP	FS/T	296 / 4.9	5.4	4.9	4.6	4.7	4.9	4653 / 12.8	12.1	11.6	401 / 6183	J	WBAP
5	KSCS-F	C	295 / 4.9	4.9	6.2	5.0	5.5	5.3	4996 / 13.8	15.3	14.8	321 / 5873	J	KSCS-F
6	KEGL-F	AOR	243 / 4.0	3.8	3.8	4.6	3.9	4.1	4556 / 12.6	11.6	12.4	282 / 5139	H	KEGL-F
7	KRLD	N	241 / 4.0	4.3	4.1	3.7	3.8	4.0	4870 / 13.4	14.8	11.9	284 / 5455	H	KRLD
8	KPLX-F	C	240 / 4.0	3.8	4.3	4.4	3.9	4.1	3629 / 10.0	11.6	11.7	273 / 4244	I	KPLX-F
9	KYNG-F	C	227 / 3.8	4.8	4.9	3.9	4.8	4.3	3847 / 10.6	12.1	11.8	259 / 4401	I	KYNG-F
10	KDMX-F	AC	224 / 3.7	3.3	3.9	2.8	2.7	3.4	4095 / 11.3	11.9	9.9	229 / 4259	H	KDMX-F
11	KOAI-F	J	221 / 3.7	3.5	3.4	3.6	4.2	3.5	3063 / 8.5	9.9	10.2	229 / 3255	I	KOAI-F
12	KLUV-F	O	218 / 3.6	4.2	3.4	4.0	3.9	3.8	4719 / 13.0	12.2	12.7	248 / 5301	I	KLUV-F
13	KRBV-F	B/AC	217 / 3.6	4.6	4.2	4.2	5.0	4.2	2955 / 8.2	8.8	10.3	221 / 3113	G	KRBV-F
14	KZPS-F	CL AOR	182 / 3.0	2.5	2.6	2.2	2.8	2.6	3731 / 10.3	9.3	9.8	203 / 4338	G	KZPS-F
15	WRR-F	CL	171 / 2.8	2.7	2.2	2.1	1.8	2.5	2903 / 8.0	6.8	6.5	175 / 3024	D	WRR-F
16	KTXQ-F	AOR	161 / 2.7	2.7	2.7	4.0	3.3	3.0	3768 / 10.4	10.0	10.5	170 / 4106	G	KTXQ-F
17	KDGE-F	AOR-NR	153 / 2.5	3.1	3.2	3.6	3.5	3.1	3971 / 11.0	12.2	12.6	187 / 4752	H	KDGE-F
18	KLTY-F	REL	150 / 2.5	3.3	2.9	2.6	2.7	2.8	2463 / 6.8	7.2	6.8	163 / 2878	E	KLTY-F
19	KTCK	SPRST	144 / 2.4	1.8	2.3	2.1	2.0	2.1	2121 / 5.9	5.3	5.5	146 / 2162	F	KTCK
20	KLIF	T	143 / 2.4	2.3	2.6	2.3	2.5	2.4	2495 / 6.9	6.8	7.9	166 / 2843	H	KLIF
21	KESS	SP	131 / 2.2	1.8	1.7	1.7	1.1	1.9	1221 / 3.4	3.6	2.6	131 / 4221		KESS
22	KRRW-F	CL AOR	127 / 2.1	2.7	2.2	2.9	2.6	2.5	2980 / 8.2	8.2	9.2	139 / 3259	G	KRRW-F
23	KHCK-FF	SP	94 / 1.6	1.3	1.7	1.6	1.1	1.5	1285 / 3.5	3.8	2.5	100 / 1401		KHCK-FF
24	KHVN	G	90 / 1.5	1.5	1.2	1.9	1.6	1.5	1033 / 2.9	2.7	2.9	102 / 1129		KHVN
25	KRNB-F	B/AC	70 / 1.2						1259 / 3.5			71 / 1308		KRNB-F
26	KAAM	ST	66 / 1.1	0.8	1.2	1.5	0.7	1.1	990 / 2.7	3.2	1.7	81 / 1258		KAAM
27	KKDA	B/O	65 / 1.1	1.3	1.0	1.1	1.1	1.1	988 / 2.8	2.6	3.5	88 / 1094		KKDA

12+ FM Share (Metro): 75.78 % ( 4164 of 5495 ) ( Fall 95: 77.79 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KKDA-F <	1 KKDA-F <	1 KVIL-F	1 KVIL-F	1 KVIL-F >	1 WBAP <	1 KEGL-F <	1 WBAP <	1 KHKS-F <	1 KKDA-F >	1 KKDA-F >
2 KHKS-F >>	2 KHKS-F	KKDA-F	2 KHKS-F <	2 KSCS-F	2 KVIL-F	2 KHKS-F	2 KVIL-F	2 KKDA-F <	2 KHKS-F >	2 KRBV-F <
3 KEGL-F <	3 KEGL-F <	KHKS-F	3 KKDA-F	KOAI-F <	3 KRLD <	3 KVIL-F	3 KPLX-F <	3 KVIL-F <	3 KVIL-F	3 KHKS-F <
4 KDMX-F >	4 KEGL-F <	KRBV-F	4 KHKS-F <	4 KSCS-F	4 KKDA-F <	4 KRLD <	4 WBAP <		KRBV-F	4 KSCS-F
5 KVIL-F <	5 KDMX-F <	KDMX-F <	5 KLUV-F	5 KLUV-F	5 KSCS-F <	5 KDMX-F	5 KSCS-F <	5 KSCS-F <		
6 KDGE-F <	6 KRBV-F <	6 KSCS-F <	KRBV-F	6 KOAI-F	6 WBAP		KSCS-F	6 KDMX-F <		
	7 KSCS-F	7 KOAI-F <	KKDA-F				KHKS-F <	7 KYNG-F <		
			KDMX-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 KHKS-F >	1 KHKS-F >	1 KHKS-F <	1 KVIL-F <	1 KVIL-F >	1 KKDA-F	1 KEGL-F	1 KEGL-F	1 KEGL-F	1 WBAP <
2 KKDA-F >	2 KKDA-F <	2 KDMX-F	2 KHKS-F	2 KHKS-F	2 KEGL-F	2 KKDA-F >	2 KTCK	2 KKDA-F	2 KZPS-F <
3 KDMX-F <	3 KDMX-F	3 KVIL-F <	3 KKDA-F <	3 KSCS-F <	3 KDGE-F >	3 KDGE-F <	3 KKDA-F	KZPS-F <	3 KEGL-F <
4 KYNG-F >	4 KVIL-F	4 KKDA-F >	4 KDMX-F	4 KOAI-F <	4 KTXQ-F	4 KTCK	4 KZPS-F <	4 KTCK	4 KTCK <
5 KPLX-F <	5 KPLX-F <	5 KPLX-F	5 KSCS-F <	5 KDMX-F <	KHKS-F	5 KTXQ-F <	5 KTXQ-F <	5 KRBV-F	
6 KDGE-F <	6 KYNG-F		6 KPLX-F <	6 KKDA-F <		6 KHKS-F <	6 KDMX-F	WBAP	
			7 KRBV-F <	7 KPLX-F <			KHKS-F <		

Other Rated Stations		Metro Share	Cume Rating	TSA AQH	Cume
KDMM	ST 1150 Highland Park	0.7	1.7	42	617
KEWS-F	N 94.9 Arlington	0.4	2.0	23	784
KFJZ	SP 870 Ft. Worth	0.5	0.9	30	342
KMRT-AF	SP 1480 Dallas	0.9	2.2	55	805
KRVA	SP 1600 Cockrell Hill	0.8	2.1	47	764
KTLR-FF	SP 107.1 Terrell	0.5	2.0	34	801

# DALLAS-FT. WORTH

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	224 (1)	224 (1)	4.1 %	4.2 %	<b>Bonneville</b> KDGE-FM, KZPS-FM	5.5 %	5.8 %	6.5 %
AOR/Classic/NR	0 (0)	866 (5)	866 (5)	15.8 %	15.8 %	<b>HefTel/Clear Channel</b> KMRT-FM, KMRT-AM, KICI-FM, KHCK-FM, KESS-AM	4.7 %	4.5 %	3.0 %
Black/Urban	65 (1)	660 (3)	725 (4)	13.2 %	12.0 %	<b>KKDA</b> KKDA-FM, KRNB-FM, KKDA-AM	8.5 %	6.8 %	5.2 %
CHR	0 (0)	365 (1)	365 (1)	6.6 %	6.7 %	<b>Susquehanna</b> KLIF-AM, KNBR-FM, KPLX-FM, KTCK-AM	8.8 %	9.8 %	11.8 %
Classical	0 (0)	171 (1)	171 (1)	3.1 %	2.4 %	<b>Westinghouse</b> KLVV-FM, KVIL-FM, KRLD-AM, KOAI-FM, KHVN-AM, KYNG-FM, KDFX-AM, KRBV-FM	26.2 %	28.9 %	40.6 %
Country	0 (0)	762 (3)	762 (3)	13.9 %	16.8 %		<b>53.7 %</b>	<b>55.8 %</b>	<b>67.1 %</b>
Full Service	296 (1)	363 (1)	659 (2)	12.0 %	11.1 %				
Hispanic	244 (4)	142 (5)	386 (9)	7.0 %	6.2 %				
Jazz	0 (0)	221 (1)	221 (1)	4.0 %	3.7 %				
News/Talk	384 (2)	22 (1)	406 (3)	7.4 %	8.5 %				
Oldies	0 (0)	218 (1)	218 (1)	4.0 %	3.8 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	90 (1)	150 (1)	240 (2)	4.4 %	4.5 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	144 (1)	0 (0)	144 (1)	2.6 %	2.5 %				
Standards	108 (2)	0 (0)	108 (2)	2.0 %	1.8 %				
<b>Totals</b>	<b>1331 (12)</b>	<b>4164 (24)</b>	<b>5495 (36)</b>						

## AM Stations

Station	Power	Frequency	Format	Company	City
KAAM	620	5 kw/4.5 kw (DA-2)	Standards	SNA	Plano
KESS	1270	5 kw (DA-2)	Hispanic	\$65.00 Caballero	HefTel/Ctr. Chnl
KHVN	970	1 kw/270 W	Gospel	ABC, Westwd	Westinghouse
KKDA	730	500 w (DA-N)	Black Oldies	AP NA	Christal
KLIF	570	5 kw (DA-2)	Talk	Westwd, ABC	\$148.00 Eastman
KRLD	1080	50 kw (DA-N)	News	CBS	\$165.00 CBS
KTCK	1310	5 kw (DA-2)	Sports	1/1, WW1, ABC	\$70.00 Torbet
WBAP	820	50 kw	Full Service	ABC	\$270.00 Banner

## FM Stations

Station	Power	Frequency	Format	Company	City
KDGE	94.5	100 kw @ 1896	AOR-New Rock	\$140.00 D&R	Bonneville
KDMX	102.9	100 kw @ 1348	AC/CHR	\$164.00 Allied	Nationwide
KEGL	97.1	100 kw @ 1460	AOR	\$157.00 Christal	Sandusky
KHCK	99.1	100 kw @ 1168	Hispanic	\$45.00 Caballero	HefTel/Ctr. Chnl
KHKS	106.1	100 kw @ 1590	CHR	\$210.00 D&R	Gannett
KICI	107.9	100 kw @ 843	See KHCK-F		
KKDA	104.5	100 kw @ 1590	Black	AP \$190.00	Christal
KLTY	94.1	100 kw @ 1590	Religion (CC)	AP \$85.00	K&P
KLUV	98.7	100 kw @ 1590	Oldies	\$199.00 Infinity	Westinghouse
KOAI	107.5	25 kw @ 1657	Jazz	\$205.00 Katz	Westinghouse
KPLX	99.5	100 kw @ 1678	Country	AP \$200.00	Eastman
KRBV	100.3	89 kw @ 1280	Black AC/Oldies	ABC \$150.00	Mc-Guild
KRNB	105.7	100 kw @ 1672	Black AC	\$NA	Christal
KRRW	97.9	100 kw @ 1611	Classic AOR	CBS \$135.00	---
KSCS	96.3	100 kw @ 1611	Country	\$340.00 Banner	ABC/Disney
KTXQ	102.1	100 kw @ 1447	AOR	CBS \$125.00	CBS
KVIL	103.7	100 kw @ 1570	AC	\$425.00 Interep	Westinghouse
KYNG	105.3	100 kw @ 1560	Country	\$190.00 Infinity	Westinghouse
KZPS	92.5	100 kw @ 1590	Classic AOR	\$136.00 D&R	Bonneville
WRR	101.1	100 kw @ 1348	Classical	AP \$74.00	Allied

## DALLAS-FT. WORTH

Notes: 7/96 KTLR-F sold to El Dorado (D); concurrently changed from Country to simulcasting KRVA-F . . . 8/96 KRRW-F/KTXQ-F traded by Westinghouse to SFX for WHFS-F Washington, DC/Baltimore, MD . . . 9/96 KRNB-F (105.7; Stephenville) changed from Country to Urban AC . . . 10/96 KEWS-F sold by Infinity to Salem for KDFX-A Dallas +\$32,000,000 . . . 10/96 KEWS-F changed from News/Talk to pure Talk . . . 10/96 KDMM sold by Infinity to KLTY owner for \$675,000 . . . 10/96 KNBR-F (106.7; Haltom City) came on air with Prog. AOR format; shortly thereafter, 49% was sold to Susquehanna (D+) for \$13,700,000 . . . 11/96 KRVA-AF sold by El Dorado to Z-Spanish for approx. \$5,000,000 . . . 1/97 KEWS-F format moved to KDFX-AM (1190), which changed calls to KOOO . . . 2/97 KEGL-F traded by Sandusky to Nationwide for KSLX-AF Phoenix

Jim Duncan

Comments: KVIL-F bounced back nicely from its weak Summer book . . . WRR-F had its best book in over two years; I look for some ratings improvement for commercial classical stations as more NPR affiliates add more talk segments . . . Country stations were all below their 4-book averages . . . KRNB-F (owned by KKDA-F) debuted with a 1.2 share

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary	* *
* AOR - Album Oriented Rock	N - News	* *
* B - Black (audience 75%+ Black)	O - Oldies	* *
* C - Country	O-70S - 70's Oldies	* *
* 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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia	* *
* EZ - Easy Listening, Beautiful Music	T - Talk	* *
* FS - Full Service	U - Urban (majority of audience is non-white)	* *
* G - Gospel	? - Others or Unknown	* *

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

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

# DAVENPORT-ROCK ISLAND-MOLINE

Arbitron Rank: 132 Pop (12+)	294,100	Stations	19 / 17	Last Year's Revenue:	\$11,700,000
MSA Rank:	134	Diaries:	1,111/265:1/56.8%	Household Income:	\$39,354
MSA Pop:	358,000	Sample Target:	1,120	Retail Dollars:	\$3.5 Bil.
DMA:	88	% Below Line:	3.4	#1 Biller:	WLLR-F \$3,700,000
Average Persons Rating:	15.1	% Not Listed:	12.0	#1 Billing Portfolio:	
Market TSL in Hours	20.25	Pop per Station:	17,300	Dudley/Sconnix duop+	\$8,600,000

12+ Metro	Format	Fall 96		Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
		1/4	Share										
1	WLLR-F	C	55 / 12.4	14.5	16.1	14.9	17.7	668 / 22.7	23.5	28.7	83 / 1208	E	WLLR-F
2	KCQQ-F	CL AOR	47 / 10.6	11.6	11.4	11.7	5.4	718 / 24.4	22.2	25.0	59 / 924	C	KCQQ-F
3	WXL-F	AOR	37 / 8.3	7.8	6.3	7.2	14.8	513 / 17.4	17.5	17.0	82 / 1059	C	WXL-F
4	WOC	N/T	36 / 8.1	9.0	9.2	8.9	10.3	446 / 15.2	15.0	17.6	38 / 507	C	WOC
5	KUUL-F	O	34 / 7.7	8.5	9.2	5.7	8.3	543 / 18.5	18.3	18.7	69 / 1135	C	KUUL-F
6	WHTS-F	CHR	33 / 7.4	6.3	7.8	6.8	8.3	707 / 24.0	24.1	22.5	60 / 1335	B	WHTS-F
7	WKBF	ST	32 / 7.2	0.2		0.9		278 / 9.5	1.1		34 / 326		WKBF
8	KMXG-F	AC	31 / 7.0	6.3	5.1	5.3	7.2	564 / 19.2	20.0	15.5	43 / 867	B	KMXG-F
9	KBOB-F	C	29 / 6.5	6.1	4.9	6.4	6.9	457 / 15.5	16.9	16.0	56 / 933	B	KBOB-F
10	KORB-F	AOR	20 / 4.5	4.4	6.2	0.9	1.3	399 / 13.6	13.6	14.4	21 / 495	A	KORB-F
11	WGN	FS/T	9 / 2.0	2.4	0.9	0.9	0.9	158 / 5.4	5.5	5.0	28 / 427		WGN

12+ FM Share (Metro): 74.10 % ( 289 of 390 ) ( Spring 95: 80.77 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WHTS-F >>	1 WXL-F <	1 KCQQ-F	1 KCQQ-F	1 KCQQ-F	1 WLLR-F	1 KCQQ-F	1 WLLR-F	1 WLLR-F	1 WLLR-F	1 WLLR-F
2 WLLR-F	2 KCQQ-F	2 WXL-F	2 WXL-F	2 WLLR-F <	2 WOC <	2 WLLR-F	2 KCQQ-F	2 KCQQ-F <	2 WHTS-F <	2 KCQQ-F >
KORB-F	3 WHTS-F <	WLLR-F	WLLR-F	3 WXL-F	3 WKBF <	3 WOC >	3 WKBF <	3 WXL-F <	3 KCQQ-F <	
	4 KORB-F	4 KMXG-F <	4 KMXG-F <	4 KUUL-F <	4 KUUL-F	4 WXL-F <	4 WXL-F	4 KUUL-F	4 WXL-F	
	KBOB-F	5 WHTS-F	5 KUUL-F	5 KMXG-F	5 KCQQ-F >	5 WHTS-F <	WOC <	5 KMXG-F	5 WOC	
	6 WLLR-F <	KUUL-F <				6 KMXG-F	6 KUUL-F <	WHTS-F	6 KORB-F	
	7 KMXG-F >>	7 KBOB-F				KUUL-F		7 WKBF		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KCQQ-F	1 KCQQ-F	1 KCQQ-F	1 WLLR-F	1 WLLR-F	1 WXL-F	1 WXL-F >	1 WXL-F >	1 WXL-F <	1 WXL-F
WHTS-F	2 WHTS-F	2 WHTS-F	KCQQ-F	2 KCQQ-F	KORB-F	2 KCQQ-F	2 KORB-F	2 KCQQ-F >	2 KCQQ-F >
3 WLLR-F	KBOB-F	WLLR-F	3 KMXG-F	KMXG-F <	KCQQ-F	KORB-F >	3 KCQQ-F	3 WLLR-F	3 WLLR-F
KBOB-F >	4 WLLR-F	KBOB-F	4 WHTS-F	4 KUUL-F	4 WHTS-F >	4 WHTS-F	KMXG-F	4 KORB-F <	KUUL-F
	5 KMXG-F	5 WXL-F	KUUL-F	5 KBOB-F		5 KBOB-F	5 KBOB-F	5 WHTS-F	5 KMXG-F
	6 WXL-F	6 KMXG-F >	KBOB-F >					KUUL-F	

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	33 (2)	33 (2)	8.5 %	7.3 %
AOR/Classic/NR	0 (0)	104 (3)	104 (3)	26.7 %	14.6 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	33 (1)	33 (1)	8.5 %	7.6 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	3 (1)	84 (2)	87 (3)	22.3 %	25.4 %
Full Service	15 (2)	0 (0)	15 (2)	3.8 %	4.2 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	40 (2)	0 (0)	40 (2)	10.3 %	13.5 %
Oldies	0 (0)	34 (1)	34 (1)	8.7 %	23.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (1)	1 (1)	1 (2)	0.3 %	1.4 %
Sports	8 (1)	0 (0)	8 (1)	2.1 %	0.8 %
Standards	35 (2)	0 (0)	35 (2)	9.0 %	1.7 %
<b>Totals</b>	<b>101 (9)</b>	<b>289 (10)</b>	<b>390 (19)</b>		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KFQC	ST	1580	Davenport	0.7	1.4	3 42
KJOC	SPRTS	1170	Davenport	1.8	5.1	10 193
WGEN-F	SAC	104.9	Geneseo, IL	0.2	2.3	2 79
WJRE-F	AC	93.9	Kewanee, IL	0.5	1.5	2 51
WKEI	T	1450	Kewanee, IL	0.9	2.2	5 76
WLLR	C	1230	Moline	0.7	2.1	4 99

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WMT	FS	600	Cedar Rapids	1.4	4.3	16 312



# DAVENPORT-ROCK ISLAND-MOLINE

Consolidation Report	12+	25-54	Revenue
<b>Connoisseur</b> KJOC-AM, KBOB-FM, KORB-FM, WGEN-AM, WGEN-FM, WXL P-FM	21.3 %	25.8 %	25.8 %
<b>Dudley/Sconnix</b> KCQQ-FM, KMXG-FM, KUUL-FM, WHTS-FM, WKBF-AM, WLLR-AM, WLLR-FM, WOC-AM	61.1 %	59.1 %	73.5 %
	<b>82.4 %</b>	<b>84.9 %</b>	<b>99.3 %</b>

## AM Stations

WKBF	1270	5 kw (DA-N)	Adult Standards	ABC	NA	Mc-Guild	Sconnix
WOC	1420	5 KW (DA-2)	News/Talk	ABC, WW1, CNN	\$30.00	Christal	Sconnix

## FM Stations

KBOB	99.7	100 KW @ 895	Country		\$25.00	Allied	Connoisseur	Muscatine
KCQQ	106.5	60 KW @ 210	Classic AOR		\$35.00	Katz	Dudley	
KMXG	96.1	100 KW @ 981	AC	Westwd	\$25.00	Christal	Sconnix	Clinton
KORB	93.5	3.3 KW @ 300	AOR	CNN	\$20.00	--	Connoisseur	Bettendorf
KUUL	103.7	100 KW @ 1191	Oldies	Westwd, CBS	\$39.00	Christal	Sconnix	
WHTS	98.8	39 KW @ 900	CHR		NA	Katz	Dudley	
WLLR	101.3	50 KW @ 500	Country		\$70.00	Katz	Sconnix	
WXL P	96.9	50 KW @ 500	AOR	Westwd, Source	\$38.00	Allied	Connoisseur	

Notes: WGN: See Chicago . . . KCQQ-F reclassified as Classic AOR from 70's Oldies . . . 7/96 WKBF ceased simulcasting WHTS-F to become Adult Standards

Jim Duncan

Comments: This is the nation's most highly concentrated market . . . WLLR-F had its lowest 12+ share in many years and KCQQ-F took the lead in Adults 25-54 . . . FM share declined by over 6 share points due to the strong debut of WKBF (7.2) as a Standards station

# DAYTON

<b>Arbitron Rank:</b> 54 Pop (12+) 823,500	<b>Stations</b> 32 / 22	<b>Last Year's Revenue:</b> \$28,800,000
<b>MSA Rank:</b> 61	<b>Diaries:</b> 1,489/553/1/58.5%	<b>Household Income:</b> \$43,342
<b>MSA Pop:</b> 958,000	<b>Sample Target:</b> 1,430	<b>Retail Dollars:</b> \$9.4 Bil.
<b>DMA:</b> 53	<b>% Below Line:</b> 10.6	<b>#1 Biller:</b> WTUE-F \$4,900,000
<b>Average Persons Rating:</b> 15.2	<b>% Not Listed:</b> 10.3	<b>#1 Billing Portfolio:</b>
<b>Market TSL In Hours</b> 20.00	<b>Pop per Station:</b> 37,432	<b>American Radio Sys. duop+</b> \$13,600,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1	WHKO-F	151 / 12.1	14.9	11.1	13.4	14.9	12.9	2001 / 24.3	24.6	26.7	240 / 3537	F	WHKO-F
2	WMMX-F	91 / 7.3	7.2	9.3	9.2	6.9	8.3	1420 / 17.2	19.5	18.3	101 / 1689	F	WMMX-F
3	WTUE-F	86 / 6.9	7.2	6.7	9.8	5.7	7.6	1198 / 14.5	15.9	14.2	118 / 1799	F	WTUE-F
4	WGZT-F	78 / 6.2	6.4	7.8	6.0	5.6	6.6	1446 / 17.6	22.4	20.2	109 / 2295	D	WGZT-F
5	WHIO	76 / 6.1	6.8	5.1	7.2	5.3	6.3	1298 / 15.8	13.4	13.3	81 / 1398	E	WHIO
6	WING-F	62 / 5.0	4.0	4.1	3.8	2.8	4.2	1146 / 13.9	12.6	11.4	72 / 1451	C	WING-F
7	WLQT-F	61 / 4.9	5.0	7.3	6.4	6.4	5.9	1003 / 12.2	14.7	14.0	70 / 1176	D	WLQT-F
	WBTT-F	61 / 4.9	1.5	1.7	1.7	1.5	2.4	984 / 12.0	5.2	5.0	67 / 1097	F	WBTT-F
9	WROU-F	60 / 4.8	6.1	7.9	6.4	7.3	6.3	829 / 10.1	12.2	11.5	62 / 945	C	WROU-F
10	WONE	51 / 4.1	4.9	2.7	2.1	3.8	3.4	523 / 6.4	5.6	8.0	59 / 624	B	WONE
	WLW	51 / 4.1	4.5	3.8	3.6	4.5	4.0	826 / 10.0	12.3	12.2	145 / 2588		WLW
12	WXEG-F	48 / 3.8	4.1	5.3	5.0	5.4	4.5	971 / 11.8	13.2	12.8	53 / 1107	B	WXEG-F
13	WCLR-FF	30 / 2.4	3.0	1.4	1.8	1.9	2.2	682 / 8.3	5.2	6.0	51 / 1112	A	WCLR-FF
14	WDAO	28 / 2.2	2.0	1.8	2.6	2.0	2.2	242 / 2.9	3.8	3.2	28 / 251	A	WDAO
15	WPFB-F	23 / 1.8	1.4	2.5	1.5	2.2	1.8	475 / 5.8	6.1	5.9	39 / 835	B	WPFB-F
	WFCJ-F	23 / 1.8	1.1	1.6	1.2	0.9	1.4	414 / 5.0	3.9	4.3	35 / 638		WFCJ-F
17	WKSW-F	17 / 1.4	1.0	2.4	0.9	1.2	1.4	242 / 2.9	4.4	4.1	25 / 429	A	WKSW-F
18	WLSN-F	16 / 1.3	1.0	0.8*	1.2	1.9	1.0	284 / 3.4	2.2	4.1	22 / 392		WLSN-F
19	WVAE-F	15 / 1.2	1.1	1.5	1.2	0.6	1.3	252 / 3.1	4.2	2.1	34 / 506		WVAE-F
20	WING	14 / 1.1	1.0	0.8	0.8	1.0	0.9	495 / 6.0	4.2	7.0	15 / 554	A	WING

12+ FM Share (Metro): 76.88 % ( 861 of 1120 ) ( Fall 95: 78.70 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1	WBTT-F	1	WHKO-F	1	WHKO-F	1	WHKO-F	1	WBTT-F	1
	WGZT-F >>	2	WMMX-F <	2	WMMX-F >	2	WHIO <	2	WMMX-F <	2
		3	WHKO-F	3	WTUE-F <	3	WHIO	3	WTUE-F <	3
		4	WXEG-F <	4	WLQT-F <	4	WTUE-F <	4	WTUE-F <	4
		5	WBTT-F	5	WING-F	5	WLQT-F	5	WBTT-F	5
		6	WROU-F	6	WGTZ-F	6	WLW	6	WROU-F	6
		7	WXEG-F <	7	WROU-F	7	WGTZ-F	7	WXEG-F <	7
			WBTT-F					8	WLQT-F	8
									8	WING-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	WGZT-F >	1	WGZT-F	1	WTUE-F >>	1	WTUE-F >>	1	WING-F	
2	WXEG-F	2	WHKO-F	2	WHKO-F	2	WBTT-F <	2	WTUE-F <	
	WTUE-F	3	WMMX-F	3	WBTT-F <	3	WING-F	3	WHKO-F >	
4	WROU-F	4	WTUE-F	4	WXEG-F <	4	WHKO-F	4	WLW <	
	WHKO-F	4	WXEG-F	4	WING-F	5	WING-F	5	WMMX-F <	
	WBTT-F	5	WLQT-F	5	WROU-F >	6	WGTZ-F	6	WBTT-F <	
		6	WTUE-F	6		6	WROU-F	7	WXEG-F <	
		7	WBTT-F >					8	WHIO <	
									7	WLQT-F

Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume
WBZI	C 1500 Xenia	0.7	0.8	9 70
WIZE	ST 1340 Springfield	0.6	1.3	12 166
WPFB	ST 910 Middletown	0.5	1.6	13 289
WRNB-F	B/O 96.9 Troy	0.4	1.2	5 104

Other Rated Stations—Outside Market		Metro Share	Cume Rating	TSA AQH Cume
WCKY	T 550 Cincinnati	0.6	2.3	38 689
WGRR-F	O 103.5 Hamilton	0.4	1.9	51 771
WKRQ-F	CHR 101.9 Cincinnati	0.5	1.4	49 1027
WOFX-F	CL AOR 92.5 Cincinnati	0.6	1.8	40 863
WOXY-F	AOR-NR 97.7 Oxford	0.5	1.0	8 159
WTVN	FS 610 Columbus	0.7	1.5	15 263
WGY-F	C 96.5 Hamilton	0.7	3.8	49 1165

# DAYTON

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	91 (1)	91 (1)	8.1 %	10.4 %	American Radio Sys.	28.1 %	29.5 %	47.2 %
AOR/Classic/NR	0 (0)	148 (4)	148 (4)	13.2 %	13.4 %	WBTT-FM, WLQT-FM, WMMX-FM, WONE-AM, WTUE-FM			
Black/Urban	28 (1)	65 (2)	93 (3)	8.3 %	10.9 %	Local	6.5 %	6.0 %	6.3 %
CHR	0 (0)	145 (3)	145 (3)	12.9 %	8.8 %	WLSN-FM, WRNB-FM, WROU-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		34.6 %	35.5 %	53.5 %
Country	9 (1)	200 (4)	209 (5)	18.7 %	19.8 %				
Full Service	136 (3)	0 (0)	136 (3)	12.1 %	10.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	31 (2)	31 (2)	2.8 %	2.6 %				
News/Talk	21 (2)	0 (0)	21 (2)	1.9 %	1.6 %				
Oldies	0 (0)	97 (4)	97 (4)	8.7 %	8.1 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	23 (1)	23 (1)	2.1 %	1.8 %				
Soft AC/EZ	0 (0)	61 (1)	61 (1)	5.4 %	8.2 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	65 (3)	0 (0)	65 (3)	5.8 %	4.3 %				
<b>Totals</b>	<b>259 (10)</b>	<b>861 (22)</b>	<b>1120 (32)</b>						

### AM Stations

Station	Freq	Power	Format	Company	Notes
WDAO	1210	1 kw	Black	AURN	\$20.00 ---
WHIO	1290	5 kw	News/Talk	AP, Westwd	\$50.00 D&R Cox
WING	1410	5 kw	News	CBS, Westwd	\$19.00 Mc-Guild Great Trails
WONE	980	5 kw	Standards	ABC, Westwd	\$25.00 Eastman Amer. Radio Sys.

### FM Stations

Station	Freq	Power	Format	Company	Notes
WBTT	94.5	6 kw @ 328	CHR/Black	NA	--- Amer. Radio Sys. Englewood
WCLR	95.7	50 kw @ 476	Oldies	Westwd	\$20.00 Regional Piqua
WFCJ	93.7	50 kw @ 492	Religion	USA	\$17.00 --- Miamisburg
WGTZ	92.9	39.8 kw @ 551	CHR	Westwd	\$53.00 Mc-Guild Great Trails Eaton
WHKO	99.1	50 kw @ 1066	Country		\$83.00 D&R Cox
WING	102.9	50 kw @ 492	Oldies-70's	ABC	\$23.00 Mc-Guild Osborn Springfield
WKSW	101.7	3.2 kw @ 407	Country		\$18.00 --- Urbana
WLQT	99.9	50 kw @ 500	Soft AC		\$54.00 Katz Amer. Radio Sys.
WLSN	106.5	50 kw @ 479	Jazz	\$NA	--- Greenville
WMMX	107.7	50 kw @ 420	AC		\$87.00 Eastman Amer. Radio Sys.
WPFB	105.9	33.9 kw @ 593	Country	ABC	NA --- Braden Middletown
WROU	92.1	0.89 kw @ 597	Black	ABC	\$44.00 Allied W. Carrollton
WTUE	104.7	50 kw @ 500	AOR	ABC	\$84.00 Eastman Amer. Radio Sys.
WXEG	103.9	1.15 kw @ 522	AOR-New Rock		\$34.00 Eastman Beavercreek
WZLR	95.3	6 kw @ 321	See WCLR-F		Xenia

Notes: Other ranked stations -- See Cincinnati . . . 7/96 WDOL-F changed from Oldies to "Rhythmic CHR" (CHR/B) as WBTT-F ("The Beat 94.5") . . . 12/96 WXEG-F sale to American Radio Sys. (D+) finalized for \$3,350,000

im Duncan

Comments: WING-F had its highest 12+ share in at least three years . . . WLQT-F continued to slide . . . WBTT-F jumped to a 4.9 and hurt WROU-F

# DAYTONA BEACH

<b>Arbitron Rank:</b> 93 Pop (12+) 394,800	<b>Stations:</b> 25 / 9	<b>Last Year's Revenue:</b> NA
<b>MSA Rank:</b>	<b>Diaries:</b> 839/471:1/53.1%	<b>Household Income:</b> \$31,335
<b>MSA Pop:</b> NA	<b>Sample Target:</b> 850	<b>Retail Dollars:</b> \$3.9 Bil.
<b>DMA:</b> Orlando (#22)	<b>% Below Line:</b> 55.4	<b>#1 Biller:</b> NA
<b>Average Persons Rating:</b> 16.5	<b>% Not Listed:</b> 11.4	<b>#1 Billing Portfolio:</b>
<b>Market TSL in Hours:</b> 22.50	<b>Pop per Station:</b> 43,867	NA

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1	WGNE-F	C	56 / 8.6	8.9	9.8	6.6	654 / 16.6	19.6	18.9	64 / 722	WGNE-F
2	WROD	ST	51 / 7.8	7.8	5.4	5.3	432 / 10.9	8.7	8.6	51 / 432	WROD
	WOCL-F	O	51 / 7.8	5.5	5.5	7.0	635 / 16.1	14.8	13.2	82 / 1097	WOCL-F
4	WMGF-F	SAC	50 / 7.7	9.2	9.5	9.7	675 / 17.1	18.3	18.1	92 / 1092	WMGF-F
5	WJHM-F	B	41 / 6.3	5.5	4.6	5.9	558 / 14.1	10.5	10.6	94 / 1078	WJHM-F
6	WCFB-F	U/AC	31 / 4.8	2.6	2.3	2.7	344 / 8.7	6.7	7.4	48 / 555	WCFB-F
	WOMX-F	AC/CHR	31 / 4.8	4.2	3.8	5.5	453 / 11.5	12.3	11.2	38 / 610	WOMX-F
8	WHTQ-F	CL AOR	28 / 4.3	4.4	4.9	3.1	433 / 11.0	12.7	10.9	48 / 833	WHTQ-F
9	WWKA-F	C	27 / 4.1	5.0	6.9	5.5	374 / 9.5	12.2	14.0	65 / 823	WWKA-F
10	WHOG-F	C	25 / 3.8	1.6	0.3		426 / 10.8	6.7	2.3	25 / 426	WHOG-F
11	WTKS-F	T	24 / 3.7	2.8	4.1	4.5	401 / 10.2	8.1	10.1	38 / 625	WTKS-F
12	WNDB	T	21 / 3.2	2.9	3.8	2.8	321 / 8.1	6.6	9.5	21 / 321	WNDB
	WSBB	ST	21 / 3.2	5.5	2.9	2.5	288 / 7.3	8.6	6.2	21 / 288	WSBB
14	WKRO-F	AOR-P	19 / 2.9	2.1	2.4	1.1	339 / 8.6	8.2	8.1	19 / 339	WKRO-F
15	WJRR-F	AOR-NR	16 / 2.5	3.2	3.4	5.1	477 / 12.1	12.4	11.9	26 / 657	WJRR-F

12+ FM Share (Metro): 79.55 % ( 459 of 577 ) ( Fall 95: 81.26 % )

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 WOCL-F	1 WOCL-F	1 WOCL-F	1 WROD	1 WROD	1 WGNE-F <	1 WGNE-F	1 WJHM-F	1 WGNE-F
2 WXXL-F	2 WGNE-F >	2 WGNE-F <	2 WCFB-F <	2 WGNE-F	2 WOCL-F <	2 WGNE-F	2 WOCL-F <	2 WJHM-F	2 WMGF-F	2 WJHM-F
3 WWKA-F >	3 WTKS-F	3 WJHM-F	3 WGNE-F <	3 WCFB-F <	3 WMGF-F	3 WOCL-F <	3 WROD <	3 WMGF-F <	3 WGNE-F	3 WROD
	WKRO-F	WHTQ-F	4 WHTQ-F <	4 WMGF-F <	4 WGNE-F >	4 WMGF-F	4 WMGF-F	4 WROD	4 WOCL-F	4 WSHE-F
5 WHTQ-F	WCFB-F <	5 WOMX-F	5 WHTQ-F	5 WCFB-F	5 WTKS-F	5 WHTQ-F	WOCL-F	WROD <	WOCL-F	
6 WOMX-F	6 WOMX-F	6 WHOG-F	WOMX-F	7 WHOG-F	6 WJHM-F <	WCFB-F	6 WCFB-F <	6 WXXL-F	WCFB-F <	
	WFKS-F	7 WMGF-F <	7 WHOG-F		7 WOMX-F <	WNDB <				
		8 WJHM-F <			8 WHOG-F <	8 WOMX-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 WGNE-F	1 WGNE-F >	1 WGNE-F >	1 WGNE-F	1 WOMX-F <	1 WKRO-F	1 WJHM-F >	1 WJHM-F	1 WOCL-F >	1 WOCL-F
2 WJHM-F	2 WJHM-F >	2 WJHM-F >	2 WOMX-F <	2 WCFB-F <	2 WJHM-F >>	2 WKRO-F >	2 WHTQ-F	2 WHTQ-F	2 WHOG-F <
3 WXXL-F	3 WTKS-F	3 WOMX-F >	3 WCFB-F >	3 WGNE-F >	3 WOCL-F	3 WHTQ-F	3 WFKS-F	3 WHOG-F	3 WHTQ-F
4 WTKS-F	4 WTKS-F	4 WWKA-F	4 WJHM-F <	4 WMGF-F <	WJRR-F >	4 WTKS-F	4 WTKS-F	4 WJHM-F	4 WMGF-F <
5 WOMX-F	5 WHTQ-F	5 WTKS-F	5 WMGF-F <	5 WOCL-F	5 WFKS-F	5 WHOG-F	5 WHOG-F	5 WTKS-F	5 WTKS-F
6 WHTQ-F >	6 WXXL-F	6 WCFB-F >>	6 WHTQ-F	6 WJHM-F	WJRR-F	WCFB-F	WKRO-F	6 WKRO-F	6 WGNE-F
									7 WCFB-F

**Other Rated Stations**

Station	Format	Pop	City	Metro Share	Cume Rating	TSA AQH	Cume
WDXD-F	C	103.3	Holly Hill	0.9	2.3	6	92
WFKS-F	CHR	99.9	Palatka	2.3	10.8	21	589
WPUL	B	1590	S. Daytona Beach	0.5	1.7	3	67

**Other Rated Stations—Outside Market**

Station	Format	Pop	City	Metro Share	Cume Rating	TSA AQH	Cume
WDBO	T/FS	580	Orlando	1.4	4.2	21	332
WHOO	ST	990	Orlando	2.0	1.6	25	205
WLOQ-F	J	103.1	Winter Park	0.5	1.8	12	138
WMMO-F	AOR/AC	98.9	Orlando	0.5	1.9	5	177
WOGK-F	C	93.7	Ocala	0.8	2.0	92	1103
WSHE-F	AC	100.3	Orlando	2.3	9.3	18	496
WXXL-F	CHR	106.7	Tavares	2.0	9.3	43	761

# DAYTONA BEACH

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	46 (2)	46 (2)	8.0 %	4.8 %
AOR/Classic/NR	0 (0)	66 (4)	66 (4)	11.4 %	13.2 %
Black/Urban	3 (1)	72 (2)	75 (3)	13.0 %	10.4 %
CHR	0 (0)	28 (2)	28 (2)	4.9 %	6.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	119 (5)	119 (5)	20.6 %	17.6 %
Full Service	9 (1)	0 (0)	9 (1)	1.6 %	1.5 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	3 (1)	3 (1)	0.5 %	1.6 %
News/Talk	21 (1)	24 (1)	45 (2)	7.8 %	7.1 %
Oldies	0 (0)	51 (1)	51 (1)	8.8 %	10.8 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	50 (1)	50 (1)	8.7 %	10.4 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	85 (3)	0 (0)	85 (3)	14.7 %	16.5 %
<b>Totals</b>	<b>118 (6)</b>	<b>459 (19)</b>	<b>577 (25)</b>		

### AM Stations

Station	Freq	Pwr	Format	Service	Rate	Notes
WNDB	1150	1 kw (DA-N)	News/Talk	CBS, ABC, Talknt	\$23.00	Allied
WROD	1340	1 kw	Standards	ABC	\$24.00	---
WSBB	1230	1 kw	Standards	Westwd	\$<20.00	---

New Smyrna Beach

### FM Stations

Station	Freq	Pwr	Format	Service	Rate	Notes
WFKS	99.9	100 kw @ 1200	CHR	Mc-Guild	\$27.00	Renda Palatka
WGNE	98.1	100 kw @ 475	Country	D&R	\$46.00	SFX Titusville
WHOG	95.7	25 kw @ 328	Country	CBS	\$ NA	Allied Ormond by the Sea
WKRO	93.1	15 kw @ 425	Prog. AOR		\$<20.00	---

Edgewater

Notes: Other ranked stations: See Orlando . . . There is no Consolidation Report for the market (no duopolies in place) . . . 9/96 WNDB/WHOG-F sold by Root for \$907,000

Jim Duncan

Comments: WHOG-F is becoming a factor in the market

# DENVER-BOULDER

**Arbitron Rank:** 23 **Pop (12+)** 1,756,100  
**MSA Rank:** 26  
**MSA Pop:** 2,270,000  
**DMA:** 18  
**Average Persons Rating:** 16.1  
**Market TSL in Hours:** 21.25

**Stations:** 31 / 31  
**Diaries:** 3,012/583:1/54.6%  
**Sample Target:** 2,930  
**% Below Line:** 0.0  
**% Not Listed:** 11.9  
**Pop per Station:** 56,648

**Last Year's Revenue:** \$105,500,000  
**Household Income:** \$46,330  
**Retail Dollars:** \$21.1 Bil.  
**#1 Biller:** KOA \$19,000,000  
**#1 Billing Portfolio:** Jacor duop+ \$48,700,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	KYGO-F	C	283 / 10.0	8.9	8.7	8.6	8.8	9.1	3615 / 20.6	18.4	18.6	336 / 4415	J	KYGO-F
2	KOA	T/FS	219 / 7.7	8.9	8.7	8.9	9.0	8.0	3900 / 22.2	23.4	25.0	308 / 5538	J	KOA
3	KOSI-F	SAC	165 / 5.8	5.7	5.6	5.7	6.1	5.7	2711 / 15.4	15.1	14.0	184 / 3088	H	KOSI-F
4	KHIH-F	J	142 / 5.0	4.0	3.6	4.9	3.8	4.4	1899 / 10.8	9.6	9.3	151 / 2063	E	KHIH-F
5	KKHK-F	CL AOR	133 / 4.7	4.9	4.2	0.9		3.7	2132 / 12.1	11.4		146 / 2376		KKHK-F
6	KALC-F	AC/CHR	131 / 4.6	4.2	4.7	4.8	4.1	4.6	2623 / 14.9	14.6	14.5	148 / 3023	E	KALC-F
7	KXKL-F	O	127 / 4.5	4.7	4.0	5.2	4.6	4.6	2441 / 13.9	15.0	16.1	147 / 2987	G	KXKL-F
	KBCO-F	AOR	127 / 4.5	4.4	3.6	4.2	4.2	4.2	2319 / 13.2	12.5	12.7	139 / 2738	G	KBCO-F
9	KRFX-F	CL AOR	117 / 4.1	5.9	4.7	6.3	5.1	5.3	2161 / 12.3	12.9	15.0	158 / 2749	I	KRFX-F
10	KBPI-F	AOR-NR	103 / 3.6	5.3	5.6	4.2	3.2	4.7	1974 / 11.2	13.0	11.0	118 / 2332	G	KBPI-F
11	KJMN-F	CHR	94 / 3.3	2.5	2.6	2.1	1.9	2.6	1598 / 9.1	7.4	5.7	102 / 1832		KJMN-F
12	KHOW	T	93 / 3.3	2.8	2.9	2.7	2.5	2.9	1523 / 8.7	8.5	7.4	111 / 1835	E	KHOW
13	KVOD-F	CL	87 / 3.1	2.4	2.6	3.3	2.9	2.8	1165 / 6.6	7.1	7.9	108 / 1419	D	KVOD-F
	KEZW	ST	87 / 3.1	2.9	2.7	2.4	2.5	2.8	1077 / 6.1	5.7	5.1	89 / 1112	C	KEZW
15	KQKS-F	CHR	81 / 2.9	3.0	3.6	5.1	4.7	3.6	1910 / 10.9	10.5	13.1	110 / 2450	D	KQKS-F
16	KXPK-F	AOR-P	72 / 2.5	3.6	4.0	3.6	4.2	3.4	1982 / 11.3	12.2	12.7	87 / 2208	E	KXPK-F
17	KIMN-F	O-70S	68 / 2.4	2.3	3.3	4.0	3.7	3.0	1700 / 9.7	10.2	11.0	74 / 1898	F	KIMN-F
18	KHHT-F	AC/CHR	61 / 2.2	2.1	2.7	3.2	3.1	2.5	1575 / 9.0	10.6	12.0	65 / 1771	E	KHHT-F
19	KYGO	C	58 / 2.1	1.2	1.4	1.6	1.4	1.6	767 / 4.4	4.8	2.9	60 / 809		KYGO
20	KMXA	SP	47 / 1.7	1.5	0.8				357 / 2.0	1.5		53 / 423		KMXA
21	KKFN	SPRIS	38 / 1.3	1.1	1.8	1.1	0.7	1.3	950 / 5.4	8.1	3.4	47 / 1177		KKFN
22	KTCL-F	AOR-NR	30 / 1.1	1.5	1.1	0.7	1.1	1.1	800 / 4.6	5.2	4.7	42 / 1047	C	KTCL-F
23	KDKO	B	29 / 1.0	0.4	0.6	0.7	0.5	0.7	277 / 1.6	1.8	1.0	29 / 286		KDKO

12+ FM Share (Metro): 73.54 % ( 1832 of 2491 ) ( Fall 95: 72.76 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KQKS-F	1 KYGO-F <	1 KYGO-F >	1 KYGO-F >	1 KYGO-F >	1 KOA	1 KYGO-F	1 KYGO-F <	1 KYGO-F >	1 KYGO-F	1 KOA
2 KBPI-F <	2 KALC-F >	2 KKHK-F <	2 KKHK-F <	2 KHIH-F <	2 KYGO-F	2 KOA	2 KOA	2 KOSI-F	2 KJMN-F	2 KHOW
3 KJMN-F >	3 KKHK-F <	3 KBCO-F <	3 KHIH-F	3 KOA <	3 KHIH-F <	3 KALC-F	3 KOSI-F	3 KOA	3 KBPI-F <	3 KYGO-F
4 KYGO-F >	4 KRFX-F <	4 KALC-F	KBCO-F <	4 KKHK-F <	4 KOSI-F <	4 KOSI-F <	4 KKHK-F	KHIH-F <	4 KOSI-F	
	5 KBPI-F	KOSI-F <	5 KOSI-F <	5 KBCO-F	5 KXKL-F	5 KHOW <	5 KHIH-F <	5 KXKL-F <	5 KHIH-F <	
	6 KBCO-F	6 KHIH-F	6 KOA <	KOSI-F	6 KEZW <	6 KRFX-F <	6 KXKL-F	6 KBCO-F	6 KOA <	
	7 KJMN-F	KRFX-F	7 KRFX-F	7 KRFX-F <		7 KHIH-F <	KBCO-F	KKHK-F <	7 KQKS-F	
	8 KXPK-F <	8 KOA		8 KXKL-F		8 KKHK-F <	8 KRFX-F	8 KALC-F		
							KHOW	9 KRFX-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 KALC-F	1 KALC-F	1 KYGO-F <	1 KYGO-F	1 KYGO-F	1 KBPI-F >	1 KRFX-F	1 KRFX-F <	1 KYGO-F <	1 KOA <
2 KYGO-F	2 KYGO-F >	2 KALC-F	2 KOSI-F	2 KOSI-F	2 KJMN-F	KYGO-F <	2 KKHK-F <	2 KRFX-F	2 KYGO-F
3 KJMN-F >	3 KOSI-F	3 KXPK-F <	3 KALC-F	3 KHIH-F	KYGO-F	3 KBPI-F <	3 KYGO-F >	3 KKHK-F <	3 KRFX-F <
4 KOSI-F	4 KXPK-F <	4 KOSI-F	4 KHIH-F	4 KXKL-F	4 KRFX-F <	4 KKHK-F	4 KBCO-F	4 KOA	4 KKHK-F
5 KHHT-F	5 KJMN-F	5 KBCO-F	5 KBCO-F	5 KBCO-F <	5 KALC-F	5 KALC-F	5 KBPI-F <	5 KBCO-F	5 KBCO-F
	KBPI-F	KBCO-F <	6 KHHT-F <	6 KXKL-F	6 KOSI-F >	6 KBCO-F <	6 KALC-F	6 KHIH-F	6 KHIH-F >
7 KBCO-F	7 KHHT-F	7 KKHK-F	7 KKHK-F	7 KKHK-F		7 KMXA <	7 KMXA	7 KBPI-F <	
	8 KKHK-F		8 KXPK-F <				KOA	8 KALC-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
KBNO	SP	1220	Denver	0.5 1.3 13 236
KQJUV	SP	1150	Englewood	0.5 1.2 17 250
KLZ	REL	560	Denver	0.3 1.0 13 249
KNUS	T	710	Denver	0.4 2.3 16 490
KRKS-F	REL	94.7	Boulder	0.4 1.8 14 414
KRKS	REL	990	Denver	0.2 0.9 8 176
KRRF	T	1280	Denver	0.4 1.6 11 307
KTLK	T	760	Thornton	0.8 5.0 31 1042

# DENVER-BOULDER

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	192 (2)	192 (2)	7.7 %	8.3 %	<b>Chancellor</b>	15.0 %	14.6 %	16.5 %
AOR/Classic/NR	0 (0)	582 (6)	582 (6)	23.4 %	26.3 %	KXKL-FM, KRRF-AM, KIMN-FM, KALC-FM, KVOD-FM			
Black/Urban	29 (1)	0 (0)	29 (1)	1.2 %	0.7 %	<b>Crawford</b>	0.3 %	0.4 %	1.0 %
CHR	0 (0)	175 (2)	175 (2)	7.0 %	7.0 %	KLZ-AM, KLTT-AM			
Classical	0 (0)	87 (1)	87 (1)	3.5 %	3.0 %	<b>Jacor</b>	29.0 %	30.9 %	46.2 %
Country	58 (1)	283 (1)	341 (2)	13.7 %	11.5 %	KBCO-FM, KTLK-AM, KRFX-FM, KOA-AM, KHOW-AM, KBPI-FM, KBCO-AM, KHIH-FM			
Full Service	219 (1)	0 (0)	219 (1)	8.8 %	9.8 %	<b>Jefferson-Pilot</b>	18.5 %	17.1 %	19.3 %
Hispanic	75 (3)	0 (0)	75 (3)	3.0 %	2.0 %	KYGO-FM, KYGO-AM, KQKS-FM, KKFN-AM, KHHT-FM			
Jazz	0 (0)	142 (1)	142 (1)	5.7 %	4.1 %	<b>Salem</b>	1.1 %	0.7 %	1.0 %
News/Talk	138 (4)	0 (0)	138 (4)	5.5 %	5.6 %	KNUS-AM, KRKS-FM, KRKS-AM			
Oldies	0 (0)	195 (2)	195 (2)	7.8 %	8.9 %	<b>Tribune Co.</b>	13.6 %	13.3 %	10.3 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KOSI-FM, KKHK-FM, KEZW-AM			
Religion/Gospel	15 (2)	11 (1)	26 (3)	1.0 %	1.3 %				
Soft AC/EZ	0 (0)	165 (1)	165 (1)	6.6 %	6.3 %				
Sports	38 (1)	0 (0)	38 (1)	1.5 %	2.0 %				
Standards	87 (1)	0 (0)	87 (1)	3.5 %	3.1 %				
<b>Totals</b>	<b>659 (14)</b>	<b>1832 (17)</b>	<b>2491 (31)</b>				<b>77.4 %</b>	<b>77.0 %</b>	<b>94.3 %</b>

### AM Stations

Station	Freq	Power	Format	Company	City
KDKO	1510	10 kw/5 kw (DA-1)	Black	\$29.00 ---	Littleton
KEZW	1430	5 kw (DA-N)	Standards	ABC \$35.00 Banner	Aurora
KHOW	630	5 kw (DA-2)	News/Talk	Westwd, ABC, TARN \$49.00 Allied	Jacor
KKFN	950	5 kw (DA-1)	Sports	AP, ABC, CBS NA	CBS Jefferson-Pilot
KMXA	1090	50 kw/500 W (DA-2)	Hispanic	\$40.00 Lotus	EXCL Aurora
KOA	850	50 kw	Tak/News	ABC \$265.00 Eastman	Jacor
KYGO	1600	5 kw (DA-2)	Country	CBS NA	CBS Jefferson-Pilot Lakewood

### FM Stations

Station	Freq	Power	Format	Company	City
KALC	105.9	100 kw @ 1470	AC/CHR	\$100.00 Christal	Chancellor
KBCO	97.3	100 kw @ 1541	Prog. AOR	Westwd \$110.00 Allied	Jacor Boulder
KBPI	106.7	100 kw @ 987	AOR	\$124.00 Eastman	Jacor
KHHT	107.5	100 kw @ 1198	AC/CHR	\$84.00 CBS	Jefferson-Pilot Lakewood
KHIH	95.7	100 kw @ 1608	Jazz	\$85.00 Allied	Jacor
KIMN	100.3	100 kw @ 1152	Oldies-70's	\$91.00 Christal	Chancellor
KJMN	92.1	30 kw @ 627	CHR	ABC \$35.00	D&R EXCL Castle Rock
KKHK	99.5	100 kw @ 1624	Classic AOR	\$70.00 Banner	Tribune Co.
KOSI	101.1	100 kw @ 1624	Soft AC	\$155.00 Banner	Tribune Co.
KQKS	104.3	58 kw @ 1204	CHR	\$68.00 Allied	Jefferson-Pilot Longmont
KRFX	103.5	100 kw @ 1045	Classic AOR	\$178.00 ---	Jacor
KTCL	93.3	100 kw @ 1129	AOR-New Rock	\$50.00 Mc-Guild	Tsunami Ft. Collins
KVOD	92.5	57 kw @ 1237	Classical	\$50.00 Allied	Chancellor Greeley
KXKL	104.1	100 kw @ 1169	Oldies	\$145.00 Sentry	Chancellor
KXPK	96.5	100 kw @ 1739	Prog. AOR	\$79.00 Katz	Evergreen
KYGO	98.5	100 kw @ 1821	Country	\$240.00 CBS	Jefferson-Pilot

Notes: 9/96 KQKS-F sold by Western Cities to Jefferson-Pilot (D+) for \$16,000,000 (Blackburn) . . . 1/97 KQKS-F (104.3) format shifted to KHHT-F (107.5); 104.3 facility changed to Classic Country

Jim Duncan

Comments: KVOD-F listeners seem to have found it on its new frequency . . . KRFX-F had its poorest book in several years; the station has been hurt by similarly programmed KKHK-F . . . KHIH-F had its best 12+ share ever and is a close #2 in 25-54 adults . . . KOA had a very interesting "all-skiing" show on Sunday mornings

# DES MOINES

<b>Arbitron Rank:</b> 88	<b>Pop (12+):</b> 415,800	<b>Stations:</b> 21 / 19	<b>Last Year's Revenue:</b> \$20,100,000
<b>MSA Rank:</b> 118		<b>Diaries:</b> 1,096/379:1/59.5%	<b>Household Income:</b> \$46,392
<b>MSA Pop:</b> 421,000		<b>Sample Target:</b> 1,030	<b>Retail Dollars:</b> \$6.0 Bil.
<b>DMA:</b> 72		<b>% Below Line:</b> 1.2	<b>#1 Biller:</b> WHO \$4,700,000
<b>Average Persons Rating:</b> 13.9		<b>% Not Listed:</b> 11.9	<b>#1 Billing Portfolio:</b>
<b>Market TSL in Hours:</b> 18.50		<b>Pop per Station:</b> 21,884	Jacor combo \$6,700,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1 WHO	FS	73 / 12.6	14.5	10.7	13.2	13.9	12.8	1019 / 24.5	24.3	31.8	176 / 2378	F WHO
2 KJJY-F	C	70 / 12.1	11.4	11.4	12.4	12.5	11.8	860 / 20.7	20.3	22.4	86 / 1197	E KJJY-F
3 KGGO-F	AOR	41 / 7.1	9.2	9.6	11.9	11.6	9.4	746 / 18.0	21.8	21.3	71 / 1160	E KGGO-F
4 KLYF-F	AC	38 / 6.6	5.4	7.9	5.5	5.7	6.4	665 / 16.0	14.9	14.0	58 / 985	D KLYF-F
5 KIOA-F	O	37 / 6.4	7.4	4.9	8.0	5.4	6.7	743 / 17.9	16.2	14.8	62 / 1256	C KIOA-F
6 KRNT	ST	36 / 6.2	6.7	4.9	4.1	4.4	5.5	424 / 10.2	10.0	10.7	39 / 502	A KRNT
7 KSTZ-F	AC/CHR	34 / 5.9	5.7	7.5	6.5	6.9	6.4	843 / 20.3	22.1	19.4	61 / 1429	C KSTZ-F
8 KKDM-F	AOR-NR	31 / 5.4	7.6	10.9	7.5	7.5	7.8	685 / 16.5	22.1	19.8	38 / 900	A KKDM-F
9 KAZR-F	AOR	30 / 5.2	4.7	4.1	2.8	3.4	4.2	544 / 13.1	11.1	9.3	52 / 869	B KAZR-F
10 KHKI-F	C	28 / 4.8	4.0	2.8	3.3	3.8	3.7	507 / 12.2	10.6	8.6	41 / 728	A KHKI-F
11 KRKQ-F	CL AOR	24 / 4.1	3.1	5.0	3.1	2.3	3.8	510 / 12.3	12.2	7.7	32 / 645	B KRKQ-F
12 KMXD-F	SAC	19 / 3.3	2.6	3.6	2.9	3.1	3.1	293 / 7.1	7.1	8.3	20 / 318	A KMXD-F
13 KEZT-F	EZ/SAC	10 / 1.7	1.6	1.6	1.8	1.5	1.7	291 / 7.0	5.4	6.7	19 / 441	A KEZT-F

12+ FM Share (Metro): 73.53 % ( 375 of 510 ) ( Fall 95: 76.50 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KKDM-F >>	1 KJJY-F <	1 KJJY-F	1 KJJY-F	1 KJJY-F	1 WHO >	1 WHO	1 KJJY-F	1 KJJY-F	1 KJJY-F <	1 WHO <
2 KHKI-F	2 KGGO-F <	2 KGGO-F	2 KGGO-F <	2 WHO	2 KJJY-F	2 KJJY-F >	2 WHO >	2 WHO >	2 WHO	2 KJJY-F >>
3 KAZR-F	3 KAZR-F	3 KLYF-F <	3 KLYF-F	3 KLYF-F	3 KRNT	3 KLYF-F	3 KGGO-F	3 KGGO-F	3 KKDM-F >	
KJJY-F >>	4 KKDM-F	4 KSTZ-F <	WHO <	KIOA-F <	4 KIOA-F	KGGO-F	4 KLYF-F <	KIOA-F <	4 KGGO-F	
	5 KSTZ-F	5 WHO	5 KIOA-F <	5 KGGO-F	5 KLYF-F >	5 KSTZ-F <	5 KRNT <	5 KAZR-F <	5 KRKQ-F	
	6 KLYF-F	KIOA-F	6 KSTZ-F >	6 KSTZ-F >		6 KRNT	6 KIOA-F <	6 KKDM-F <	KAZR-F	
	KHKI-F <	7 KAZR-F				7 KIOA-F	7 KSTZ-F	7 KSTZ-F <		
								8 KLYF-F <		
								9 KRKQ-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 KJJY-F	1 KJJY-F >	1 KJJY-F >	1 KJJY-F	1 KJJY-F	1 KAZR-F >>	1 KAZR-F	1 KGGO-F	1 KGGO-F	1 WHO <
2 KGGO-F	2 KSTZ-F	2 KSTZ-F	2 KSTZ-F <	2 KSTZ-F <	2 KKDM-F	2 KGGO-F	2 WHO	2 KAZR-F	2 KGGO-F
KKDM-F	3 KLYF-F	3 KLYF-F >	3 KLYF-F >	3 KLYF-F >	3 KGGO-F	3 KKDM-F >	3 KAZR-F	3 WHO	3 KIOA-F
KHKI-F	4 KGGO-F >	4 KGGO-F	4 KIOA-F <	4 KIOA-F	4 KHKI-F	4 WHO	KKDM-F	4 KJJY-F	4 KJJY-F
5 KRKQ-F	5 KHKI-F	5 KRKQ-F >	5 KGGO-F >	5 WHO	KJJY-F >>	KJJY-F	5 KJJY-F >	5 KIOA-F	5 KRKQ-F >
KSTZ-F	KRKQ-F					6 KHKI-F >		KKDM-F <	
KLYF-F	KKDM-F >							7 KRKQ-F	
KAZR-F >									

Consolidation Report	12+	25-54	Revenue
<b>Barnstable</b>	16.2 %	19.2 %	21.9 %
KJJY-FM, KKSO-AM, KRKQ-FM			
<b>Capstar, pend.</b>	11.9 %	13.6 %	19.4 %
KDMI-AM, KGGO-FM, KHKI-FM			
<b>Saga</b>	26.3 %	25.0 %	22.4 %
KAZR-FM, KEZT-FM, KIOA-FM, KRNT-AM, KSTZ-FM, KXTK-AM			
	54.4 %	57.9 %	63.7 %

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KASI	T	1430 Ames	1.0 2.6 7 118
KCCQ-F	CHR	107.1 Ames	1.0 4.7 12 239
KWKY	REL	1150 Des Moines	1.4 3.4 8 150
KXLQ	SPRTS	1490 Indianola	0.5 1.3 3 56
KXTK	T	940 Des Moines	0.9 3.1 8 232
KZZQ-F	REL	99.5 Winterset	0.7 1.9 4 89

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KWMT	C	540 Ft. Dodge	0.7 1.1 25 358
KXIA-F	C	101.1 Marshalltown	0.5 1.2 25 326



# DES MOINES

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	72 (2)	72 (2)	14.1 %	17.4 %
AOR/Classic/NR	0 (0)	126 (4)	126 (4)	24.7 %	33.3 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	6 (1)	6 (1)	1.2 %	1.1 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	4 (1)	101 (3)	105 (4)	20.6 %	17.2 %
Full Service	73 (1)	0 (0)	73 (1)	14.3 %	12.1 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	11 (2)	0 (0)	11 (2)	2.2 %	0.5 %
Oldies	0 (0)	37 (1)	37 (1)	7.3 %	0.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	8 (1)	4 (1)	12 (2)	2.4 %	0.5 %
Soft AC/EZ	0 (0)	29 (2)	29 (2)	5.7 %	5.9 %
Sports	3 (1)	0 (0)	3 (1)	0.6 %	0.0 %
Standards	36 (1)	0 (0)	36 (1)	7.1 %	5.5 %
<b>Totals</b>	<b>135 (7)</b>	<b>375 (14)</b>	<b>510 (21)</b>		

### AM Stations

Station	Power	Frequency	Format	Company	Price	Buyer	Seller
KDMI	1460	5 kw (DA-N)	Religion		\$15.00	---	Capstar, pend.
KRNT	1350	5 kw (DA-N)	Standards	CBS, Westwd	\$<20.00	Katz	Saga
KXTK	940	10 kw/5 kw (DA-2)	Tak	ABC	\$ NA	Katz	Saga
WHO	1040	50 kw	Full Service	ABC, Westwd, Tknt	\$78.00	Christal	Jacor

### FM Stations

Station	Power	Frequency	Format	Company	Price	Buyer	Seller	Notes
KAZR	103.3	100 kw @ 745	AOR		\$22.00	Katz	Saga	Pella
KEZT	104.1	100 kw @ 1010	Soft AC		\$<20.00	D&R	Saga	Ames
KGGO	94.9	100 kw @ 1066	AOR		\$65.00	Eastman	Capstar, pend.	
KHKI	97.3	115 kw @ 450	Country		\$<20.00	Eastman	Capstar, pend.	
KIOA	93.3	100 kw @ 1066	Oldies	ABC	\$32.00	Katz	Saga	
KJJY	92.5	41 kw @ 541	Country		\$70.00	Mc-Guild	Barnstable	Ankeny
KKDM	107.5	23 kw @ 722	AOR-New Rock	Westwd	\$29.00	---		
KLYF	100.3	100 kw @ 1700	AC		\$47.00	Christal	Jacor	
KMXD	106.3	6 kw @ 328	Soft AC		\$<20.00	---		Ankeny
KRKQ	98.3	50 kw @ 492	Classic AOR		\$<20.00	Mc-Guild	Barnstable	Boone
KSTZ	102.5	100 kw @ 1260	AC/CHR		\$43.00	Katz	Saga	

Notes: 7/96 KFMG-F changed from Prog. AOR to AOR as KAZR-F ("Lazer 103.3") . . . 9/96 KEZT-F sold by Bunce to Saga (D+) for \$3,200,000 . . . 10/96 Palmer sold these stations to Jacor: WHO for \$22,500,000; KLYF-F for \$11,000,000 (Kalil) . . . 1/97 Community Pacific sold these stations to Capstar: KDMI for \$700,000; KGGO-F for \$14,000,000; KHKI-F for \$3,200,000 (MVP)

Jim Duncan

Comments: Market listening levels are down a full rating point from a year ago . . . KGGO-F suffered its third straight down book . . . KKDM-F has lost half its share since Spring 96 . . . KAZR-F had its second straight gain . . . KHKI-F posted its best showing of the year, but not at the expense of KJJY-F

# DETROIT

<b>Arbitron Rank:</b> 6	<b>Pop (12+)</b> 3,679,000	<b>Stations</b> 29 / 28	<b>Last Year's Revenue:</b> \$166,800,000
<b>MSA Rank:</b> 6		<b>Diaries:</b> 4,514/815:1/53.5%	<b>Household Income:</b> \$46,760
<b>MSA Pop:</b> 4,830,000		<b>Sample Target:</b> 4,360	<b>Retail Dollars:</b> \$43.3 Bil.
<b>DMA:</b> 9		<b>% Below Line:</b> 0.4	<b>#1 Biller:</b> WJR \$18,200,000
<b>Average Persons Rating:</b> 17.0		<b>% Not Listed:</b> 9.9	<b>#1 Billing Portfolio:</b>
<b>Market TSL in Hours</b> 22.00		<b>Pop per Station:</b> 131,393	<b>Westinghouse duop+</b> \$53,600,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WJLB-F	B	569 / 9.1	10.5	10.3	9.7	10.2	9.9	6337 / 17.2	17.5	16.9	614 / 7077	I	WJLB-F
2	WJR	FS	461 / 7.4	6.2	6.8	7.6	7.4	7.0	7273 / 19.8	19.8	17.0	602 / 9530	J	WJR
3	WNIC-F	AC	402 / 6.4	5.5	5.4	5.3	5.6	5.7	5701 / 15.5	14.7	14.0	428 / 6173	I	WNIC-F
4	WOMC-F	O	379 / 6.1	6.2	6.0	4.9	4.0	5.8	6281 / 17.1	17.2	12.6	394 / 6705	I	WOMC-F
5	WWJ	N	339 / 5.4	5.4	5.0	4.8	6.2	5.2	7079 / 19.2	17.2	19.8	352 / 7520	I	WWJ
6	WRIF-F	AOR	281 / 4.5	4.8	5.1	4.6	4.2	4.8	4660 / 12.7	15.2	13.2	341 / 5703	H	WRIF-F
7	WKQI-F	AC	274 / 4.4	5.8	3.9	4.0	3.9	4.5	6159 / 16.7	16.5	14.9	303 / 6835	I	WKQI-F
8	WWWW-F	C	251 / 4.0	3.9	4.7	3.9	5.0	4.1	4052 / 11.0	11.4	10.8	266 / 4368	H	WWWW-F
9	WVMV-F	J	249 / 4.0	2.6	3.1	3.1	2.0	3.2	3461 / 9.4	8.6	7.4	263 / 3704	I	WVMV-F
10	WMXD-F	BIAC	234 / 3.8	4.4	3.7	4.4	5.6	4.1	3646 / 9.9	9.8	11.2	239 / 3812	H	WMXD-F
11	WYCD-F	C	231 / 3.7	3.6	3.8	3.8	3.9	3.7	3795 / 10.3	10.9	10.7	256 / 4246	I	WYCD-F
12	WXYT	T	199 / 3.2	3.8	3.7	3.8	3.9	3.6	3810 / 10.4	7.1	8.4	206 / 3957	H	WXYT
13	WCSX-F	CL AOR	184 / 2.9	3.3	2.7	3.2	3.2	3.0	3703 / 10.1	9.3	10.6	199 / 4067	G	WCSX-F
14	WDRQ-F	AC/CHR	171 / 2.7	2.3	3.2	3.6	4.0	2.9	4134 / 11.2	10.4	11.4	177 / 4364	I	WDRQ-F
15	WCHB-F	B	162 / 2.6	2.9	2.9	3.4	2.6	2.9	3430 / 9.3	8.1	7.4	170 / 3615	F	WCHB-F
16	WQRS-F	CL	160 / 2.6	1.9	2.1	2.4	2.2	2.2	2559 / 7.0	6.3	6.1	176 / 2837	E	WQRS-F
17	CKWW	ST	144 / 2.3	2.1	2.2	2.3	2.0	2.2	1886 / 5.1	4.6	4.9	152 / 2035	I	CKWW
18	WHYT-F	CHR-NR	129 / 2.1	2.8	2.7	3.1	2.2	2.7	4248 / 11.5	13.4	10.9	138 / 4695	G	WHYT-F
19	WWBR-F	AOR	112 / 1.8	1.5	1.4	1.3	1.7	1.5	2016 / 5.5	6.2	5.8	114 / 2097	I	WWBR-F
20	CIMX-F	AOR-NR	110 / 1.8	1.9	1.8	1.6	1.4	1.8	3072 / 8.3	9.2	7.8	133 / 3836	I	CIMX-F
21	WQBH	G	97 / 1.6	1.2	1.1	1.4	1.3	1.3	1243 / 3.4	2.4	3.0	97 / 1250	I	WQBH
22	WYST-F	O-70s	94 / 1.5	1.7	2.6	2.3	2.5	2.0	2811 / 7.6	9.6	9.7	102 / 3161	G	WYST-F
23	WDFN	SPRTS	93 / 1.5	1.0	0.9	0.8	1.0	1.1	1843 / 5.0	3.2	2.6	104 / 2031	I	WDFN
24	WGPR-F	G	74 / 1.2	1.0	1.0	0.9	1.3	1.0	1486 / 4.0	3.1	4.5	75 / 1536	I	WGPR-F
25	CIDR-F	AOR-P	63 / 1.0	1.0	1.4	1.4	1.2	1.2	1517 / 4.1	6.0	5.2	72 / 1783	I	CIDR-F

12+ FM Share (Metro): 74.85 % ( 4209 of 5623 ) ( Fall 95: 74.54 % )

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 WNIC-F <	1 WJR	1 WJR <	1 WNIC-F	1 WJLB-F >	1 WJLB-F >>	1 WJLB-F <
2 WKQI-F >	2 WRIF-F >	2 WNIC-F	2 WNIC-F	2 WJLB-F <	2 WOMC-F <	2 WJLB-F <	2 WJR <	2 WJR <	2 WJR <	2 WWJ <
3 WCHB-F	3 WKQI-F	3 WRIF-F	3 WOMC-F	3 WOMC-F >	3 WWJ	3 WRIF-F <	3 WJLB-F <	WNIC-F <	3 WNIC-F <	3 WJR >
4 WNIC-F	4 WOMC-F <	4 WRIF-F	4 WRIF-F	4 WNIC-F	4 WWJ	4 WWJ	4 WOMC-F <	4 WOMC-F	4 WMXD-F <	
5 WWBR-F <	5 WKQI-F	5 WVMV-F <	5 WVMV-F <	5 WVMV-F	5 WOMC-F <	5 WXYT	5 WXYT	5 WWJ <	5 WCHB-F	
6 WDRQ-F <	6 WCSX-F	6 WKQI-F <	6 WJR <	6 WMXD-F <	6 WNIC-F >	6 WVMV-F <	6 WKQI-F <	6 WKQI-F <		
7 WYCD-F <	WVMV-F <	7 WCSX-F <	7 WMXD-F <	7 WXYT <			7 WWWV-F <	7 WWWV-F <		
	8 WWWV-F <	8 WJR <		8 WWWV-F <			8 WVMV-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 WJLB-F >	1 WJLB-F >	1 WJLB-F	1 WJLB-F <	1 WNIC-F	1 WRIF-F	1 WRIF-F >	1 WRIF-F >	1 WRIF-F	1 WRIF-F
2 WKQI-F >	2 WKQI-F	2 WKQI-F <	2 WNIC-F >	2 WOMC-F	2 WJLB-F >>	2 WJLB-F >	2 WJLB-F	2 WJLB-F	2 WJLB-F <
3 WDRQ-F	3 WNIC-F	3 WNIC-F >	3 WKQI-F	WJLB-F	3 CIMX-F <	3 WWBR-F >	3 WWBR-F >	3 WCSX-F	3 WOMC-F <
4 WNIC-F	4 WDRQ-F >	4 WDRQ-F	4 WOMC-F	4 WKQI-F <	4 WWBR-F	4 WCSX-F	4 WCSX-F <	4 WJR <	4 WJR <
5 WCHB-F		5 WYCD-F <	5 WMXD-F	5 WMXD-F <	5 WYCD-F		5 WDFN	5 WOMC-F <	5 WCSX-F
		6 WRIF-F <	WDRQ-F <	6 WYCD-F <			6 WNIC-F <	6 WNIC-F <	6 WVMV-F
		7 WWWV-F <	7 WYCD-F <	7 WVMV-F <				7 WVMV-F <	WNIC-F
								8 WWBR-F	8 WWJ

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
CKLW	N/T	800	Windsor, ON	0.5	2.1	32	906
WCHB	B/G	1200	Taylor	0.8	1.9	52	689
WMUZ-F	REL	103.5	Detroit	0.9	3.6	62	1506

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WCRZ-F	AC	107.9	Fint	0.4	0.8	89	1143

# DETROIT

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report			
						12+	25-54	Revenue	
AC	0 (0)	872 (4)	872 (4)	15.5 %	10.4 %	Evergreen	23.7 %	25.4 %	28.5 %
AOR/Classic/NR	0 (0)	750 (5)	750 (5)	13.3 %	14.0 %	WDOZ-AM, WJLB-FM, WKQI-FM, WMXD-FM, WNIC-FM			
Black/Urban	0 (0)	965 (3)	965 (3)	17.2 %	15.6 %	Greater Media	10.0 %	11.9 %	11.3 %
CHR	0 (0)	129 (1)	129 (1)	2.3 %	3.0 %	WCSX-FM, WLLZ-AM, WQRS-FM, WRIF-FM			
Classical	0 (0)	160 (1)	160 (1)	2.8 %	2.4 %	Westinghouse	23.9 %	25.0 %	32.1 %
Country	0 (0)	482 (2)	482 (2)	8.6 %	9.5 %	WOMC-FM, WXYT-AM, WVMV-FM, WWJ-AM, WYCD-FM, WYST-FM			
Full Service	461 (1)	0 (0)	461 (1)	8.2 %	7.6 %		57.6 %	62.3 %	71.9 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	249 (1)	249 (1)	4.4 %	6.6 %				
News/Talk	567 (3)	0 (0)	567 (3)	10.1 %	10.1 %				
Oldies	0 (0)	473 (2)	473 (2)	8.4 %	9.5 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	149 (2)	129 (2)	278 (4)	4.9 %	4.2 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	3.6 %				
Sports	93 (1)	0 (0)	93 (1)	1.7 %	1.0 %				
Standards	144 (1)	0 (0)	144 (1)	2.6 %	2.5 %				
<b>Totals</b>	<b>1414 (8)</b>	<b>4209 (21)</b>	<b>5623 (29)</b>						

## AM Stations

Station	Power	Time	Format	Buyer	Rate	Agency	Advertiser
CKWW	580	500 w (DA-1)	Standards	Westwd	\$55.00	D&R	CHUM, Ltd. Windsor, ON
WDFN	1130	50 kw/10 kw (DA-2)	Sports	Westwd, ABC	\$25.00	Katz	Chancellor
WJR	760	50 kw	Full Svc./Talk	ABC	\$260.00	Katz	ABC/Disney
WQBH	1400	1 kw	Gospel		\$23.00	Patt	
WWJ	950	5 kw (DA-N)	News	CBS	\$200.00	CBS	Westinghouse
WXYT	1270	5 kw (DA-N)	Talk	CNN, Westwd	\$146.00	Infinity	Westinghouse

## FM Stations

Station	Frequency	Power	Format	Buyer	Rate	Agency	Advertiser
CIDR	93.9	100 kw @ 699	AOR-Prog.		\$77.00	Rosin	CHUM, Ltd. Windsor, ON
CIMX	88.7	100 kw @ 577	AOR-New Rock		\$22.00	Rosin	CHUM, Ltd. Windsor, ON
WCHB	105.9	20 kw @ 724	Black		\$110.00	Allied	Bell
WCSX	94.7	13.5 kw @ 950	Classic AOR	Westwd	\$140.00	Mc-Guild	Greater Media Birmingham
WDRQ	93.1	26.5 kw @ 668	AC/CHR			Christal	Viacom
WGPR	107.5	50 kw @ 375	Gospel		\$43.00	---	
WHYT	96.3	20 kw @ 786	CHR-New Rock	ABC	\$110.00	Banner	ABC/Disney
WJLB	97.9	50 kw @ 490	Black		\$240.00	Sentry	Evergreen
WKQI	95.5	100 kw @ 426	AC		\$229.00	Eastman	Evergreen
WMXD	92.3	22 kw @ 459	Black AC		\$150.00	Allied	Evergreen
WNIC	100.3	32 kw @ 600	AC		\$215.00	Eastman	Evergreen Dearborn
WOMC	104.3	190 kw @ 360	Oldies	Westwd	\$190.00	Infinity	Westinghouse
WQRS	105.1	20 kw @ 784	Classical		\$90.00	Allied	Greater Media
WRIF	101.1	27 kw @ 880	AOR		\$180.00	Mc-Guild	Greater Media
WVMV	98.7	50 kw @ 463	Jazz	Westwd	\$100.00	Group W	Westinghouse
WWBR	102.7	50 kw @ 500	AOR	ABC, Westwd	\$21.00	D&R	Syncom Mt. Clemens
WWWV	106.7	61 kw @ 510	Country	Westwd	\$160.00	Shamrock	Chancellor
WYCD	99.5	17.5 kw @ 787	Country	ABC, WW1, Source	\$190.00	Group W	Westinghouse
WYST	97.1	15 kw @ 890	Oldies-70's		\$130.00	CBS	Westinghouse

Notes: 8/96 WLTI-F changed from Soft AC to AC/CHR ("Rhythmic CHR"), bringing back its old WDRQ-F calls in the process . . . 9/96 WJLB-F/WMXD-F sold by Secret to Evergreen (D+) for \$168,000,000 . . . 9/96 WQRS-F sold by Secret to Evergreen for \$32,000,000 (Star) . . . 9/96 WJZZ-F changed from Jazz to Black as WCHB-F ("The Beat") . . . 10/96 WQRS-F traded by Evergreen to Greater Media (D+) for WWRC Washington + \$9,500,000 . . . 11/96 WDZR-F changed calls to WWBR-F ("The Bear"); it remains AOR

Jim Duncan

Comments: WNIC-F enjoyed its highest 12+ share in several years . . . WJLB-F fell to its lowest share since Winter 95 . . . Jazz WVMV-F jumped up to its highest share in that format; it was helped by WJZZ-F (now WCHB-F) moving away from the format . . . WVMV-F was also helped by WLTI-F's dropping its Soft AC format (WVMV-F has had events go their way)

# DULUTH-SUPERIOR

<b>Arbitron Rank: 214 Pop (12+)</b>	134,300	<b>Stations</b>	21 / 16	<b>Last Year's Revenue:</b>	\$5,200,000
<b>MSA Rank:</b>	177	<b>Diaries:</b>	918/146:1/62.5%	<b>Household Income:</b>	\$36,075
<b>MSA Pop:</b>	240,000	<b>Sample Target:</b>	860	<b>Retail Dollars:</b>	\$1.6 Bil.
<b>DMA:</b>	137	<b>% Below Line:</b>	2.9	<b>#1 Biller:</b>	KKCB-F \$1,500,000
<b>Average Persons Rating:</b>	15.6	<b>% Not Listed:</b>	19.0	<b>#1 Billing Portfolio:</b>	
<b>Market TSL in Hours</b>	20.75	<b>Pop per Station:</b>	8,394		Shockley duop+ \$ NA

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1	KKCB-F	C	27 / 12.9	11.0		13.8	337 / 25.1	24.4		51 / 585	C
2	KDAL	FS	20 / 9.5	9.8		12.6	299 / 22.2	22.4		25 / 413	B
3	KDAL-F	AC	19 / 9.1	9.4		11.4	277 / 20.6	24.1		33 / 448	B
4	KRBR-F	AOR-P	18 / 8.6	8.1		6.9	303 / 22.5	25.1		28 / 530	B
5	KQDS-F	AOR/CL	17 / 8.1	11.8		13.0	231 / 17.2	22.0		33 / 479	B
	KTCO-F	C	17 / 8.1	7.7		9.8	252 / 18.7	18.5		22 / 385	A
7	KLDJ-F	O	16 / 7.6	4.5		2.4	247 / 18.4	13.7		18 / 312	A
8	WEBC	T	11 / 5.2	4.9		3.7	165 / 12.3	12.6		23 / 296	A
9	KXTP	ST	7 / 3.3	3.7		2.8	126 / 9.4	10.4		9 / 153	A

12+ FM Share (Metro): 74.12 % ( 126 of 170 ) (Fall 95: NA)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KRBR-F >>	1 KRBR-F	1 KDAL-F <	1 KDAL-F	1 KKCB-F <	1 KKCB-F	1 KDAL	1 KKCB-F	1 KKCB-F	1 KRBR-F	1 KDAL
2 KQDS-F >>	2 KTCO-F	2 KQDS-F <	KKCB-F <	2 KDAL-F <	KDAL >	2 KKCB-F >	2 KDAL-F <	2 KRBR-F <	2 KDAL-F	2 KDAL-F
	3 KKCB-F	3 KKCB-F <	3 KQDS-F <	3 KLDJ-F	3 KLDJ-F <	3 KDAL-F	3 KLDJ-F	3 KDAL-F	3 KTCO-F	3 KQDS-F
	KQDS-F	4 KRBR-F	4 KLDJ-F	KQDS-F >	4 KDAL-F	4 KQDS-F	4 KQDS-F <	KTCO-F	4 KKCB-F	WEBC
	5 KDAL-F >>	KTCO-F	5 KRBR-F	5 KTCO-F	5 WEBC	KRBR-F <	5 KTCO-F <	5 KQDS-F <	WEBC	
		6 KLDJ-F >>	KTCO-F >>	6 KRBR-F >	6 KTCO-F	6 KLDJ-F <	6 KDAL	6 KLDJ-F	KQDS-F	
						7 WEBC <	7 KRBR-F	7 KDAL		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KTCO-F >	1 KDAL-F	1 KKCB-F >	1 KDAL-F	1 KKCB-F	1 KRBR-F >>>	1 KQDS-F	1 KQDS-F	1 KQDS-F >	1 KQDS-F
2 KDAL-F	KTCO-F	2 KDAL-F >	KKCB-F	2 KDAL-F	2 WDSM	2 KRBR-F >	2 KKCB-F	2 KLDJ-F	2 KLDJ-F
KRBR-F >>	KKCB-F >	3 KRBR-F	3 KTCO-F >	3 KLDJ-F	KTCO-F	3 KKCB-F	KRBR-F >	KRBR-F	3 KDAL-F
	4 KRBR-F >	KTCO-F >>	4 KLDJ-F	4 KTCO-F	KQDS-F >>	KTCO-F >	4 KTCO-F >>	4 KDAL-F >	4 KKCB-F
	5 KQDS-F >>		KRBR-F	5 KQDS-F					KRBR-F
				6 KRBR-F >					6 KTCO-F

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	23 (2)	23 (2)	13.5 %	13.8 %
AOR/Classic/NR	0 (0)	35 (2)	35 (2)	20.6 %	14.6 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	0 (0)	0 (0)	0.0 %	10.6 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	1 (1)	48 (5)	49 (6)	28.8 %	26.1 %
Full Service	20 (1)	0 (0)	20 (1)	11.8 %	12.1 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	1 (1)	1 (1)	0.6 %	1.0 %
News/Talk	14 (2)	0 (0)	14 (2)	8.2 %	11.6 %
Oldies	1 (1)	18 (2)	19 (3)	11.2 %	6.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	1 (1)	0 (0)	1 (1)	0.6 %	1.5 %
Soft AC/EZ	0 (0)	1 (1)	1 (1)	0.6 %	0.5 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	7 (1)	0 (0)	7 (1)	4.1 %	4.5 %
<b>Totals</b>	<b>44 (7)</b>	<b>126 (13)</b>	<b>170 (20)</b>		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KUSZ-F	C	107.7	Procter, MN 0.5 3.4 1 52
WDSM	T	710	Superior 1.4 7.0 6 166
WNXR-F	SAC	107.3	Iron River, WI 0.5 1.3 3 61
WUSZ-F	C	99.9	Virginia, MN 1.0 2.7 39 421
WWAX-F	AC	92.1	Hermantown, MN 1.9 6.3 4 95
WWJC	REL	850	Duluth 0.5 2.2 8 79

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WEGZ-F	C	105.9	Washburn, WI 0.5 1.5 13 167
WKKQ	C	650	Nashawauk, MN 0.5 1.5 10 210
WKLK-F	O	96.5	Cloquet, MN 1.0 2.9 3 86
WKLK	O	1230	Cloquet, MN 0.5 1.5 1 38
WRSR-F	J	104.3	Two Harbors, MN 0.5 1.5 3 41

# DULUTH-SUPERIOR

Consolidation Report	12+	25-54	Revenue
<b>Brill</b> KKCB-FM, KLDJ-FM, WEBC-AM	25.7 %	27.8 %	%
<b>Shockley</b> KDAL-AM, KDAL-FM, KRBR-FM, KTCO-FM, KXTP-AM, WDSM-AM	40.0 %	33.1 %	%
	<b>65.7 %</b>	<b>60.9 %</b>	<b>%</b>

## AM Stations

KDAL	610	5 kw (DA-N)	Full Service	CBS	\$25.00	Katz	Shockley
KXTP	970	1 kw/27 w	Standards	Westwd	\$10.00	K&P	Shockley
WDSM	710	10 kw/5 kw (DA-N)	Talk	Westwd, 1/1, SBUSA	\$10.00	Allied	Shockley
WEBC	560	5 kw (DA-2)	Talk	ABC, Talknt, WW1	\$15.00	Christal	Bril

## FM Stations

KDAL	95.7	100 kw @ 803	AC	\$22.00	Katz	Shockley
KKCB	105.1	100 kw @ 789	Country	\$30.00	Christal	Bril
KLDJ	101.7	1.6 kw @ 446	Oldies	\$NA	Christal	Bril
KQDS	94.9	100 kw @ 730	AOR	\$20.00	O'Malley	
KRBR	102.5	100 kw @ 600	Prog. AOR	\$ NA	Katz	Shockley
KTCO	98.9	100 kw @ 600	Country	\$12.00	Allied	Shockley

Notes: This is Duluth-Superior's first Fall Arbitron . . . KQDS (AM) was off the air 9/19 thru 11/12 . . . 9/96 WKKQ/WTBX-F (Hibbing) were traded by Midwest Communications to Central States for WNFL/WNCY-F/WROE-F in Green Bay & Appleton + \$9,500,000 . . . 10/96 KZIO-F changed from CHR to Prog. AOR . . . 11/96 KZIO-F changed calls to KRBR-F

Jim Duncan

Comments: KDAL A/F and KQDS-F continued their down trend . . . KLDJ-F is becoming a strong viable station

# EL PASO

**Arbitron Rank:** 69 **Pop (12+)** 553,700  
**MSA Rank:** 77  
**MSA Pop:** 687,000  
**DMA:** 99  
**Average Persons Rating:** 17.6  
**Market TSL In Hours** 23.50

**Stations** 28 / 26  
**Diaries:** 1,075/515:1/49.6%  
**Sample Target:** 1,070  
**% Below Line:** 1.2  
**% Not Listed:** 8.2  
**Pop per Station:** 21,296

**Last Year's Revenue:** \$16,200,000  
**Household Income:** \$29,366  
**Retail Dollars:** \$5.1 Bil.  
**#1 Biller:** KBNA-AF \$2,700,000  
**#1 Billing Portfolio:** Clear Channel duop \$4,100,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	KPRR-F	CHR	144 / 14.8	14.3	15.2	14.4	14.3	14.7	1945 / 35.1	38.3	34.9	153 / 2198	C	KPRR-F
2	KBNA-AF	SP	141 / 14.5	15.7	13.9	14.8	14.3	14.7	1644 / 29.7	28.3	27.3	151 / 1890	D	KBNA-AF
3	KLAQ-F	AOR	92 / 9.5	11.6	11.1	11.8	11.2	11.0	1285 / 23.2	25.9	25.2	120 / 1743	D	KLAQ-F
4	KTSM-F	SAC	84 / 8.6	7.5	7.2	8.5	7.2	8.0	1140 / 20.6	20.3	19.4	91 / 1293	C	KTSM-F
5	KHEY-F	C	65 / 6.7	4.5	5.4	5.5	7.7	5.5	892 / 16.1	15.6	16.4	82 / 1111	D	KHEY-F
6	KSII-F	AC	61 / 6.3	5.9	6.9	6.2	4.5	6.3	1101 / 19.9	21.0	13.7	84 / 1358	B	KSII-F
7	KOFX-F	O	59 / 6.1	6.1	6.0	5.4	5.4	5.9	929 / 16.8	16.6	13.7	61 / 995	C	KOFX-F
8	KTSM	N/T	45 / 4.6	3.4	2.5	2.6	3.0	3.3	469 / 8.5	5.5	7.6	48 / 497	B	KTSM
9	KINT-F	SP	39 / 4.0	3.9	5.0	5.2	5.6	4.5	765 / 13.8	16.2	16.2	59 / 997	C	KINT-F
11	XHH-F	SP	29 / 3.0	2.2	1.5	1.6	2.4	2.1	498 / 9.0	7.6	7.2	29 / 513		XHH-F
12	KSET-F	C	18 / 1.9	1.8	1.9	1.8	2.5	1.8	425 / 7.7	7.2	7.9	19 / 467	C	KSET-F
	KVIV	SP	18 / 1.9	1.2	0.3	0.6		1.0	138 / 2.5	1.4		18 / 151		KVIV
14	KROD	T	15 / 1.5	2.4	1.5	1.7	2.9	1.8	356 / 6.4	5.5	9.6	18 / 439	A	KROD

12+ FM Share (Metro): 85.31 % ( 761 of 892 ) ( Fall 95: 87.05 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KPRR-F >>>	1 KPRR-F <	1 KBNA-AF	1 KBNA-AF >	1 KBNA-AF >	1 KBNA-AF	1 KBNA-AF	1 KBNA-AF >	1 KPRR-F >	1 KPRR-F >>	1 KPRR-F
2 KSII-F	2 KLAQ-F	2 KPRR-F	2 KPRR-F	2 KPRR-F <	2 KTSM-F >	2 KPRR-F	2 KTSM-F <	2 KBNA-AF	2 KBNA-AF	2 KBNA-AF >
3 KLAQ-F >>	3 KBNA-AF >>	3 KLAQ-F >	3 KLAQ-F	3 KTSM-F <	3 KOFX-F <	3 KLAQ-F	3 KLAQ-F <	3 KLAQ-F <	3 KLAQ-F	3 KPRR-F
4 KHEY-F <	4 KSII-F <	4 KOFX-F <	4 KOFX-F <	4 KLAQ-F <	4 KHEY-F	4 KTSM-F >	4 KPRR-F	4 KTSM-F	4 KSII-F	4 KOFX-F
5 KSII-F	5 KOFX-F <	5 KTSM-F <	5 KTSM-F <	5 KOFX-F	5 KTSM	5 KHEY-F <	5 KTSM	5 KHEY-F	5 KOFX-F	
6 KINT-F	6 KTSM-F	6 KSII-F	6 KSII-F	6 KSII-F	6 KPRR-F	6 KOFX-F <	6 KHEY-F <	KSII-F		
	7 KHEY-F	7 KHEY-F	7 KHEY-F >	7 KSII-F	7 KSII-F		KOFX-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 KPRR-F >>	1 KPRR-F <	1 KBNA-AF >	1 KBNA-AF	1 KBNA-AF >	1 KLAQ-F >>	1 KLAQ-F >	1 KLAQ-F	1 KLAQ-F	1 KBNA-AF
2 KLAQ-F	2 KBNA-AF >>	2 KPRR-F >	2 KPRR-F >	2 KPRR-F <	2 KPRR-F >>	2 KPRR-F	2 KPRR-F <	2 KBNA-AF <	2 KLAQ-F
3 KBNA-AF >	3 KLAQ-F <	3 KHEY-F	3 KTSM-F <	3 KTSM-F	3 KBNA-AF >	3 KBNA-AF >>	3 KBNA-AF >	3 KPRR-F >	3 KPRR-F
4 KSII-F	4 KHEY-F	4 KLAQ-F	4 KSII-F <	4 KHEY-F	4 XHNZ-F >>	4 KOFX-F <	4 KOFX-F	4 KOFX-F	4 KOFX-F
KINT-F	5 KSII-F	5 KSII-F	5 KHEY-F	5 KOFX-F <		5 KSII-F	5 KSII-F	5 KSII-F	KTSM-F
	6 KINT-F	XHH-F	6 KLAQ-F	6 KSII-F				6 KTSM-F	6 KSII-F
	XHH-F								

Other Rated Stations			Metro Share	Cume Rating	TSA AQH	Cume
KAMA	SP	750	0.4	2.8	6	245
KELP	REL	1590	0.4	1.5	4	84
KHEY	O	690	0.4	2.3	4	127
KROL-F	REL	99.5	0.4	2.2	7	190
KSVE	SP	1150	0.3	2.0	4	175
XEJ	SP	970	1.1	2.2	14	174
XEWG	SP	1240	0.8	1.7	8	93
XHEM-F	SP	103.5	0.6	3.7	6	203
XHIM-F	SP	105.1	0.7	4.0	7	223
XHNZ-F	SP	107.5	1.1	4.3	11	239
XHTO-F	SP	104.3	0.4	3.2	4	177
XROK	SP	800	0.4	1.2	5	129

Other Rated Stations—Outside Market			Metro Share	Cume Rating	TSA AQH	Cume
XEWR	SP	1110	0.3	1.1	3	58
XHPX-F	SP	98.3	0.9	4.1	9	228

# EL PASO

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	61 (1)	61 (1)	6.8 %	7.5 %	<b>Clear Channel</b> KHEY-AM, KHEY-FM, KPRR-FM	21.9 %	17.4 %	24.8 %
AOR/Classic/NR	0 (0)	92 (1)	92 (1)	10.3 %	12.2 %	<b>Hefte/Cir. Chnl.</b> KAMA-AM, KBNA-AM, KBNA-FM	14.9 %	17.7 %	20.4 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	<b>Local</b> KOFX-FM, KSET-FM	8.0 %	10.5 %	12.9 %
CHR	0 (0)	144 (1)	144 (1)	16.1 %	16.6 %	<b>New Wave</b> KLAQ-FM, KROD-AM, KSII-FM	17.3 %	17.8 %	17.8 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	83 (2)	83 (2)	9.3 %	8.0 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	63 (8)	234 (8)	297 (1)	33.3 %	34.3 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	60 (2)	0 (0)	60 (2)	6.7 %	4.4 %				
Oldies	4 (1)	59 (1)	63 (2)	7.1 %	7.0 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	4 (1)	4 (1)	8 (2)	0.9 %	2.1 %				
Soft AC/EZ	0 (0)	84 (1)	84 (1)	9.4 %	7.9 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
<b>Totals</b>	<b>131 (12)</b>	<b>761 (16)</b>	<b>892 (28)</b>				<b>62.1 %</b>	<b>63.3 %</b>	<b>75.9 %</b>

### AM Stations

Station	Freq	Power	Notes	ABC	\$ NA	Cir Chnl	Clear Channel
KBNA	920	1 kw/500 w (DA-N)	See KBNA-F				
KHEY	690	10 kw (DA-2)	Oldies				
KROD	600	5 kw (DA-N)	Tak	1-on-1, CBS	\$<20.00	Banner	New Wave
KTSM	1380	5 kw/500 w	News/Tak	Talknt, ABC, Westwd	\$20.00	Christal	
KVV	1340	1 kw	Hispanic		\$17.00	Lotus	

### FM Stations

Station	Freq	Power	Notes	ABC	\$ NA	Cir Chnl	Clear Channel
KBNA	97.5	100 kw @ 1088	Hispanic		\$55.00	Katz Hisp.	Hefte/Cir. Chnl
KHEY	96.3	100 kw @ 1388	Country		\$57.00	Cir Chnl	Clear Channel
KINT	93.9	100 kw @ 1420	Hispanic		\$30.00	Caballero	
KLAQ	95.5	100 kw @ 1388	AOR		\$50.00	Banner	New Wave
KOFX	92.3	100 kw @ 1860	Oldies	Westwd	\$28.00	Katz	KSET owner
KPRR	102.1	100 kw @ 1190	CHR		\$44.00	Cir Chnl	Clear Channel
KSET	94.7	100 kw @ 1194	Country		\$26.00	Katz	
KSII	93.1	100 kw @ 1420	AC		\$22.00	Banner	New Wave
KTSM	99.9	100 kw @ 1820	Soft AC		\$32.00	Christal	
XHH	100.7	100 kw @ 249	Hispanic		\$22.00	Caballero	Juarez

Notes: Facilities of Mexican Stations are not verified -- use with caution . . . 12/96 KHEY changed from Oldies to "Real Country" (Classic Country) from ABC . . . 12/96 KSVE/KINT-F sold for \$5,000,000 (est.)

# ERIE

Arbitron Rank: 152 Pop (12+)	232,800	Stations	13 / 12	Last Year's Revenue:	\$7,300,000
MSA Rank:	164	Diarles:	643/362:1/58.0%	Household Income:	\$39,072
MSA Pop:	281,000	Sample Target:	680	Retail Dollars:	\$2.5 Bil.
DMA:	143	% Below Line:	0.9	#1 Biller:	WJET-F \$1,300,000
Average Persons Rating:	13.9	% Not Listed:	14.2	#1 Billing Portfolio:	WRKT-F/WRTS-F \$2,000,000
Market TSL in Hours	18.25	Pop per Station:	19,400		

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1	WXTA-F	C	46 / 14.3	10.0	10.3	11.4	501 / 21.5	22.3	21.9	54 / 587	C	WXTA-F
2	WXKC-F	C	37 / 11.5	12.7	10.3	10.3	527 / 22.6	27.2	23.1	39 / 624	C	WXKC-F
3	WJET-F	CHR	34 / 10.5	10.8	10.6	12.8	706 / 30.3	31.3	28.0	37 / 827	C	WJET-F
4	WFGO-F	O	33 / 10.2	11.9	8.1	7.8	512 / 22.0	30.3	21.6	43 / 701	B	WFGO-F
5	WRKT-F	AOR	30 / 9.3	11.4	12.6	13.6	431 / 18.5	24.1	23.5	32 / 475	C	WRKT-F
6	WRTS-F	AC	26 / 8.1	8.4	8.9	7.8	573 / 24.6	25.1	23.5	35 / 742	B	WRTS-F
7	WLKK	T	17 / 5.3	4.3	4.2	5.6	254 / 10.9	9.5	11.2	17 / 254	A	WLKK
8	WRIE	ST	14 / 4.3	6.0	5.6	5.3	203 / 8.7	13.3	10.7	14 / 210	A	WRIE
	WFLP	T	14 / 4.3	3.2	2.2	2.5	170 / 7.3	7.9	9.3	14 / 189	A	WFLP

12+ FM Share (Metro): 83.03 % ( 230 of 277 ) (Fall 95: 80.94 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WJET-F >	1 WRKT-F	1 WXTA-F	1 WXKC-F	1 WXKC-F <	1 WFGO-F <	1 WXTA-F	1 WXKC-F <	1 WXTA-F	1 WJET-F	1 WRTS-F
2 WRTS-F >>	2 WJET-F <	WRKT-F <	WRKT-F <	2 WXTA-F <	2 WXTA-F	WJET-F <	2 WXTA-F	2 WJET-F <	2 WRTS-F <	2 WXKC-F
3 WFGO-F	3 WXTA-F	3 WJET-F <	3 WXTA-F	3 WFGO-F <	WXKC-F >	3 WXKC-F	3 WFGO-F	3 WFGO-F <	3 WXTA-F	WFGO-F
WCTL-F >>>	4 WRTS-F >	4 WXKC-F	4 WFGO-F >	4 WRKT-F >	4 WLKK <	4 WRKT-F <	4 WRKT-F	4 WXKC-F <	4 WXKC-F	4 WRKT-F
		5 WRTS-F	5 WJET-F	5 WJET-F	5 WRIE	5 WFGO-F	5 WLKK	5 WRTS-F	5 WRKT-F	5 WRTS-F
		WFGO-F >>>	6 WRTS-F >		6 WFLP >	6 WRTS-F	6 WJET-F >	WRKT-F >	6 WFGO-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 WJET-F >	1 WJET-F	1 WXKC-F >	1 WXKC-F	1 WXKC-F	1 WRTS-F	1 WRKT-F	1 WRKT-F >	1 WRKT-F	1 WRKT-F
2 WRTS-F >>	2 WRTS-F	2 WRTS-F	2 WRTS-F	2 WFGO-F >	WJET-F	2 WXTA-F >	2 WXTA-F >>	2 WXTA-F >	2 WXTA-F >
	3 WXKC-F >	3 WXTA-F	WJET-F	3 WXTA-F	3 WXTA-F	3 WJET-F >	3 WJET-F	3 WJET-F >	3 WFGO-F
	4 WXTA-F	WRKT-F	WFGO-F	4 WRTS-F		4 WRTS-F >>		4 WRTS-F	4 WXKC-F
			5 WXTA-F >	5 WJET-F				WFGO-F	5 WJET-F

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	29 (2)	29 (2)	10.5 %	10.0 %
AOR/Classic/NR	0 (0)	30 (1)	30 (1)	10.8 %	15.5 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	34 (1)	34 (1)	12.3 %	12.9 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	91 (3)	91 (3)	32.9 %	29.4 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	33 (3)	0 (0)	33 (3)	11.9 %	9.1 %
Oldies	0 (0)	33 (1)	33 (1)	11.9 %	14.2 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	13 (1)	13 (1)	4.7 %	1.6 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	14 (1)	0 (0)	14 (1)	5.1 %	7.1 %
<b>Totals</b>	<b>47 (4)</b>	<b>230 (9)</b>	<b>277 (13)</b>		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WCTL-F	REL	106.3	Union City	4.0	9.0	23	282
WPSE	T	1450	Erie	0.6	3.5	2	86
WZPR-F	C	100.3	Meadville	2.5	6.5	54	701

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WREO-F	AC	97.1	Ashtabula	0.9	3.2	12	258



# ERIE

Consolidation Report	12+	25-54	Revenue
Local - 1 WFLP-AM, WEYZ-AM	4.3 %	3.8 %	4.1 %
Local - 2 WRTS-FM, WRKT-FM	17.4 %	12.5 %	27.4 %
	<b>21.7 %</b>	<b>16.3 %</b>	<b>31.5 %</b>

## AM Stations

WFLP	1330	5 kw (DA-2)	Tak	Westwd, ABC	\$11.00	---	
WLKK	1400	1 kw	Tak	Taknt, Westwd	\$12.00	---	
WRIE	1260	5 kw (DA-2)	Standards	ABC	\$10.00	Christal	Media One

## FM Stations

WFGO	94.7	1.1 kw @ 538	Oldies		\$22.00	Allied	
WJET	102.3	1.7 kw @ 613	CHR		\$31.00	Allied	Myron Jones
WRKT	100.9	4.2 kw @ 797	AOR		\$31.00	Eastman	North East
WRTS	103.7	50 kw @ 500	AC		\$21.00	Eastman	WRKT owner
WXKC	99.9	50 kw @ 492	AC		\$35.00	Christal	Media One
WXTA	97.9	10 kw @ 505	Country	CNN	\$28.00	Mc-Guild	Edinboro

### Notes:

Jim Duncan

Comments: Listening to Country stations is up by about 25% in the past year . . . Overall listening levels are down sharply (13.9 vs. 15.4)

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* 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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

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

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

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# EUGENE-SPRINGFIELD

Arbitron Rank: 146 Pop (12+) 255,900	Stations 15 / 14	Last Year's Revenue: \$9,900,000
MSA Rank: 156	Diaries: 915/280:1/57.3%	Household Income: \$34,935
MSA Pop: 304,000	Sample Target: 970	Retail Dollars: \$3.1 Bil.
DMA: 119	% Below Line: 0.5	#1 Biller: NA
Average Persons Rating: 15.6	% Not Listed: 19.6	#1 Billing Portfolio: NA
Market TSL in Hours 21.00	Pop per Station: 18,279	NA

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 96	Fal 94	12+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1 KUGN-F	C	45 / 11.3	11.3	8.8	10.5	11.7	521 / 20.4	21.6	17.7	47 / 574	KUGN-F
2 KMGE-F	AC	39 / 9.8	9.0	9.3	8.8	8.6	563 / 22.0	20.5	18.3	53 / 725	KMGE-F
3 KGNU-F	C	30 / 7.5	8.7	9.1	9.1	11.9	415 / 16.2	17.9	16.6	31 / 453	KGNU-F
4 KPNW	FS	29 / 7.3	5.6	7.1	7.2	8.1	378 / 14.8	13.3	13.9	50 / 607	KPNW
KODZ-F	O	29 / 7.3	5.6	5.4	6.1	6.4	438 / 17.1	14.6	15.6	38 / 570	KODZ-F
6 KZEL-F	AOR/CL	26 / 6.5	10.5	8.8	9.4	6.4	434 / 16.9	20.1	17.0	42 / 729	KZEL-F
7 KDUK-F	CHR	25 / 6.3	4.3	6.5	6.6	7.5	428 / 16.7	15.1	15.0	58 / 824	KDUK-F
8 KUGN	N/T	24 / 6.0	4.1	5.9	3.9	5.3	485 / 18.9	13.3	18.8	28 / 584	KUGN
KNRQ-F	AOR-NR	24 / 6.0	5.6	4.2	5.5	3.3	381 / 14.9	14.4	10.8	28 / 531	KNRQ-F
10 KXKO	ST	23 / 5.8	4.3	3.7	5.2	3.6	222 / 8.7	8.3	7.0	23 / 222	KXKO
11 KEHK-F	O-70S	15 / 3.8	2.8	4.2	3.9	4.7	251 / 9.8	6.7	7.9	15 / 272	KEHK-F

12+ FM Share (Metro): 74.38 % ( 238 of 320 ) ( Fall 95: 76.60 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KDUK-F	1 KMGE-F <	1 KMGE-F <	1 KUGN-F <	1 KUGN-F	1 KUGN-F	1 KUGN-F >	1 KUGN-F <	1 KMGE-F	1 KMGE-F	1 KPNW
KNRQ-F >	2 KDUK-F	2 KUGN-F	2 KMGE-F	2 KMGE-F	2 KPNW <	2 KPNW	2 KMGE-F	KUGN-F	2 KDUK-F	2 KGNU-F
3 KGNU-F >>	KNRQ-F	3 KZEL-F <	3 KZEL-F	3 KODZ-F	3 KMGE-F <	3 KMGE-F <	3 KODZ-F <	3 KDUK-F <	3 KGNU-F	KUGN-F
	4 KGNU-F	4 KGNU-F	4 KGNU-F	KZEL-F	4 KUGN <	4 KUGN	4 KPNW <	4 KODZ-F	KNRQ-F <	4 KMGE-F
	5 KUGN-F	KODZ-F	KODZ-F <	5 KGNU-F	5 KODZ-F <	5 KODZ-F <	5 KGNU-F	KZEL-F <	5 KODZ-F <	
	KZEL-F	6 KNRQ-F	6 KNRQ-F	6 KNRQ-F	6 KXKO	6 KGNU-F <	6 KXKO	6 KNRQ-F <	6 KPNW	
				KPNW		7 KZEL-F	7 KZEL-F		KZEL-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 KMGE-F	1 KMGE-F	1 KUGN-F >	1 KUGN-F <	1 KUGN-F	1 KDUK-F >>	1 KNRQ-F	1 KNRQ-F	1 KZEL-F	1 KZEL-F
2 KODZ-F	2 KUGN-F	2 KDUK-F	2 KMGE-F	2 KMGE-F >	2 KEHK-F	2 KZEL-F	2 KZEL-F	2 KMGE-F	KMGE-F
KGNU-F >>	3 KGNU-F	KMGE-F	3 KGNU-F <	3 KGNU-F	KZEL-F	KDUK-F	KGNU-F	3 KNRQ-F	3 KPNW
	4 KDUK-F	4 KXKO	4 KODZ-F	KODZ-F	KGNU-F >>	4 KGNU-F	4 KDUK-F	4 KEHK-F	KUGN-F <
	KODZ-F >	5 KGNU-F	5 KDUK-F	5 KDUK-F		KEHK-F	3 KEHK-F	KUGN-F	5 KNRQ-F
		KNRQ-F >				6 KMGE-F	KPNW	6 KGNU-F	KODZ-F <
							KMGE-F >	KPNW	

Consolidation Report	12+	25-54	Revenue
<b>Bengal</b> KNRQ-FM, KZEL-FM	12.5 %	14.3 %	%
<b>Citadel</b> KEHK-FM, KUGN-AM, KUGN-FM	21.1 %	22.0 %	%
<b>Local</b> KEED-AM, KGNU-FM, KXKO-AM, KMGE-FM	23.1 %	21.2 %	%
<b>McCoy</b> KDUK-AM, KDUK-FM, KODZ-FM, KPNW-AM	20.9 %	19.4 %	%
	<b>77.6 %</b>	<b>76.8 %</b>	<b>%</b>

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KCST-F	ST	106.9	Fibrencia	0.8	1.5	3 38
KCST	ST	1250	Fibrencia	0.5	1.3	2 34
KKNX	T	840	Eugene	1.0	1.6	4 42
Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KGON-F	CL AOR	92.3	Portland	0.5	1.5	4 88

# EUGENE-SPRINGFIELD

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	39 (1)	39 (1)	12.2 %	11.8 %
AOR/Classic/NR	0 (0)	52 (3)	52 (3)	16.3 %	25.3 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	25 (1)	25 (1)	7.8 %	5.7 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	75 (2)	75 (2)	23.4 %	26.9 %
Full Service	29 (1)	0 (0)	29 (1)	9.1 %	7.4 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	28 (2)	0 (0)	28 (2)	8.8 %	5.4 %
Oldies	0 (0)	44 (2)	44 (2)	13.8 %	7.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	2.0 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	1.3 %
Standards	25 (2)	3 (1)	28 (3)	8.8 %	6.7 %
<b>Totals</b>	<b>82 (5)</b>	<b>238 (10)</b>	<b>320 (15)</b>		

## AM Stations

Station	Freq	Power	Format	Westwd	Cost	Agency	Owner
KKXO	1450	1 kw	Standards		\$<20.00	Allied	KMGE owner
KPNW	1120	50 kw (DA-1)	Full Service	ABC	\$21.00	Katz	McCoy
KUGN	590	5 kw/1 kw (DA-N)	News/Talk	CNN, CBS, Talknt	\$20.00	Mc-Guild	Citadel

## FM Stations

Station	Freq	Power	Format	Westwd	Cost	Agency	Owner	Notes
KDUK	104.7	63 kw @ 2325	CHR		\$22.00	Mc-Guild	McCoy	Florence
KEHK	102.3	100 kw @ 918	70's Oldies		\$<20.00	Mc-Guild	Citadel	Brownsville
KKNU	93.1	100 kw @ 984	Country		\$33.00	Allied	KMGE owner	
KMGE	94.5	100 kw @ 1299	AC		\$36.00	Allied		
KNRQ	95.3	0.6 kw @ 1207	AOR-New Rock		\$<20.00	Christal	Bengal	Creswell
KODZ	99.1	100 kw @ 1630	Oldies		\$21.00	Katz	McCoy	
KUGN	97.9	100 kw @ 1010	Country	CBS	\$41.00	Mc-Guild	Citadel	
KZEL	96.1	100 kw @ 1092	Classic AOR	Westwd, Source	\$26.00	Christal	Bengal	

## Notes:

Jim Duncan

Comments: KZEL fell way off from its big Spring book . . . Listening to Country stations down by 13% since Spring . . . Listening levels up 1.7 rating points (a huge increase) since a year ago; Eugene has traditionally had a very low level of radio listening

# EVANSVILLE

Arbitron Rank: 151	Pop (12+)	240,300	Stations	17 / 13	Last Year's Revenue:	\$13,500,000
MSA Rank:		161	Diaries:	986/244:1/60.3%	Household Income:	\$38,265
MSA Pop:		289,000	Sample Target:	980	Retail Dollars:	\$2.8 Bil.
DMA:		94	% Below Line:	5.1	#1 Biller:	WIKY-F \$3,300,000
Average Persons Rating:		15.6	% Not Listed:	9.9	#1 Billing Portfolio:	
Market TSL in Hours		21.00	Pop per Station:	18,485	Brill (pend.) duop+	\$5,300,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1	WIKY-F	78 / 20.8	22.0	18.4	19.4	14.9	873 / 36.3	38.1	29.3	87 / 1243	E
2	WKDQ-F	54 / 14.4	13.7	16.8	16.7	18.5	605 / 25.2	29.6	32.2	114 / 1510	D
3	WSTO-F	49 / 13.1	12.6	8.1	10.8	9.8	700 / 29.1	30.1	25.8	105 / 1690	C
4	WGBF-F	37 / 9.9	8.9	8.9	10.8	4.6	559 / 23.2	23.8	24.3	47 / 849	C
5	WYNG-F	34 / 9.1	6.9	11.1	8.6	13.6	473 / 19.7	14.5	19.9	68 / 752	C
6	WJPS-AF	27 / 7.2	7.7	5.1	5.0	6.2	385 / 16.0	16.9	12.9	32 / 558	B
7	WBKR-F	13 / 3.5	4.0	6.0	4.7	5.9	304 / 12.6	12.3	13.9	78 / 1078	C
8	WTRI-F	12 / 3.2	2.3	1.9	2.2	2.1	229 / 9.5	7.9	6.1	37 / 539	A
9	WSON	9 / 2.4	2.0	1.1	0.8	1.3	152 / 6.3	5.0	5.7	11 / 177	WSON

12+ FM Share (Metro): 92.28 % ( 311 of 337 ) (Fall 95: 91.46 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WSTO-F >>>	1 WKDQ-F	1 WIKY-F <	1 WIKY-F	1 WIKY-F	1 WIKY-F >>	1 WIKY-F >>	1 WIKY-F >	1 WIKY-F	1 WSTO-F	1 WIKY-F
2 WKDQ-F >>	WGBF-F >	2 WKDQ-F	2 WKDQ-F	2 WKDQ-F >	2 WKDQ-F	2 WKDQ-F <	2 WKDQ-F	2 WKDQ-F	2 WKDQ-F	2 WSTO-F
	3 WSTO-F	3 WGBF-F <	3 WGBF-F <	3 WGBF-F	WYNG-F	3 WGBF-F	3 WSTO-F	3 WSTO-F >	3 WGBF-F <	WKDQ-F >
	4 WIKY-F >>	4 WSTO-F >	4 WSTO-F	4 WSTO-F <	4 WJPS-AF >	4 WSTO-F	4 WGBF-F <	4 WGBF-F	4 WIKY-F	
		5 WJPS-AF	5 WJPS-AF >	5 WJPS-AF >		5 WYNG-F >	5 WYNG-F	5 WJPS-AF	5 WJPS-AF >	
							6 WJPS-AF			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WSTO-F >>	1 WSTO-F	1 WIKY-F	1 WIKY-F	1 WIKY-F >>	1 WGBF-F >	1 WGBF-F	1 WGBF-F	1 WGBF-F	1 WKDQ-F
2 WGBF-F	2 WIKY-F	WKDQ-F	2 WSTO-F <	2 WKDQ-F	2 WKDQ-F >	2 WKDQ-F >	2 WKDQ-F	2 WKDQ-F	WGBF-F <
WKDQ-F	WKOQ-F >	3 WSTO-F >>	3 WKDQ-F >>	3 WSTO-F	3 WSTO-F >>>	3 WSTO-F	3 WSTO-F	3 WIKY-F >	3 WIKY-F >
WIKY-F >>>	4 WGBF-F >>	4 WGBF-F >	4 WJPS-AF	4 WJPS-AF >>		4 WIKY-F >>	4 WIKY-F >>	4 WSTO-F	4 WJPS-AF
			WGBF-F >>					5 WJPS-AF	5 WSTO-F

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	82 (2)	82 (2)	24.3 %	26.5 %
AOR/Classic/NR	0 (0)	37 (1)	37 (1)	11.0 %	13.9 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	49 (1)	49 (1)	14.5 %	14.6 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (1)	103 (4)	103 (5)	30.6 %	28.5 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	7 (1)	5 (1)	12 (2)	3.6 %	3.6 %
Oldies	3 (1)	35 (2)	38 (3)	11.3 %	8.9 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	2 (1)	0 (0)	2 (1)	0.6 %	0.0 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	5 (1)	0 (0)	5 (1)	1.5 %	1.7 %
Standards	9 (1)	0 (0)	9 (1)	2.7 %	2.3 %
<b>Totals</b>	<b>26 (6)</b>	<b>311 (11)</b>	<b>337 (17)</b>		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WGAB-F	T	106.1	Newburgh	1.3	3.6	5 97
WGAB	T	1180	Newburgh	1.9	2.5	7 64
WGBF	SPRTS	1280	Evansville	1.3	4.5	6 133
WVHI	REL	1330	Evansville	0.5	2.4	2 60

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WQXQ-F	AC/CHR	101.9	Central City, KY	1.1	5.3	24 447
WRAY-F	C	98.1	Princeton	0.5	2.5	19 330

# EVANSVILLE

Consolidation Report	12+	25-54	Revenue
<b>Brill</b> WSTO-FM, WBKR-FM, WKDQ-FM	17.9 %	29.7 %	39.3 %
<b>Connoisseur</b> WGBF-AM, WGBF-FM, WTRI-FM	14.4 %	18.6 %	15.6 %
<b>South Central</b> WIKY-FM, WJPS-AM, WJPS-FM	27.7 %	30.9 %	30.4 %
	<b>60.1 %</b>	<b>79.2 %</b>	<b>85.3 %</b>

## AM Stations

Station	Freq	Power	Day	Genre	Comments	Market
WGAB	1180	675 w	(Days)	Talk	Westwd, 1-on-1, SRN \$<20.00 ---	Newburgh
WGBF	1280	5 kw/1 kw		Sports	CNN, Westwd \$ NA Allied	Connoisseur
WJPS	1400	1 kw		See WJPS-F		
WSON	860	0.38 kw/0.5 kw	(DA-N)	Standards	ABC \$ NA ---	Lackey Henderson

## FM Stations

Station	Freq	Power	Day	Genre	Comments	Market
WBKR	92.5	91.4 kw	@ 1049	Country	\$ NA Banner Brill	Owensboro, KY
WGAB	106.1	6 kw	@ 328	Talk	Westwd, CBS, 1-on-1 \$ NA ---	Newburgh
WGBF	103.1	3.2 kw	@ 453	AOR	Westwd \$38.00 Allied	Connoisseur Henderson, KY
WIKY	104.1	39 kw	@ 571	AC	Westwd \$60.00 Katz	South Central
WJPS	93.5	3 kw	@ 328	Oldies	Westwd \$ NA Katz	South Central Chandler
WKDQ	99.5	100 kw	@ 985	Country	ABC \$48.00 Christal	Brill, pend. Henderson
WSTO	96.1	100 kw	@ 1000	CHR	ABC \$36.00 Katz	Brill, pend. Owensboro
WTRI	94.9	50 kw	@ 420	70's Oldies	Westwd \$ NA ---	Connoisseur Mt. Carmel, IL
WYNG	105.3	50 KW	@ 390	Country	CBS \$42.00 Eastman	Pinnacle

Notes: 9/96 WRBT-F changed from Classic AOR to 70's Oldies as WTRI-F . . . 1/97 WSTO-F/WVJS sold to Brill for \$6,600,000 (Patrick; Tornberg) . . . 2/97 WKDQ-F sold by Bristol to Brill (D+) for \$8,000,000 (Blackburn)

Jim Duncan

Comments: WIKY-F maintained its 20+ share level . . . WSTO is showing a good trend line

# FARGO-MOORHEAD

<b>Arbitron Rank:</b> 207	<b>Pop (12+)</b> 136,900	<b>Stations</b> 16 / 13	<b>Last Year's Revenue:</b> \$9,000,000
<b>MSA Rank:</b> 222		<b>Diaries:</b> 649/211:1/65.1%	<b>Household Income:</b> \$39,987
<b>MSA Pop:</b> 165,000		<b>Sample Target:</b> 610	<b>Retail Dollars:</b> \$1.9 Bil.
<b>DMA:</b> 112		<b>% Below Line:</b> 1.7	<b>#1 Biller:</b> KFGO \$2,000,000
<b>Average Persons Rating:</b> 17.3		<b>% Not Listed:</b> 11.4	<b>#1 Billing Portfolio:</b>
<b>Market TSL in Hours</b> 22.50		<b>Pop per Station:</b> 10,531	<b>Otter Tail duop+</b> \$4,950,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1	KFGO	36 / 15.2	16.3		10.2		377 / 27.5	30.5		65 / 733	C
2	KVOX-F	28 / 11.8	13.1		13.1		347 / 25.3	31.3		40 / 566	B
3	KLTA-F	21 / 8.9	6.1		9.0		303 / 22.2	19.7		30 / 492	C
4	WDAY-F	20 / 8.4	9.4		4.9		379 / 27.7	27.0		33 / 640	A
5	KFGO-F	19 / 8.0	11.4		10.6		284 / 20.7	25.7		49 / 578	C
	WDAY	19 / 8.0	10.2		8.2		318 / 23.2	23.8		39 / 648	B
7	KQWB-F	18 / 7.6	9.4		10.6		286 / 20.9	22.7		23 / 428	B
8	KPFX-F	17 / 7.2	5.7		6.9		228 / 16.6	15.7		27 / 349	B
9	KFGX-F	13 / 5.5	3.3		2.0		242 / 17.7	14.6		30 / 485	A
10	KQWB	7 / 3.0	0.4				96 / 7.0	2.2		8 / 109	
11	KVOX	5 / 2.1	2.5		4.1		80 / 5.9	8.1		5 / 100	A

12+ FM Share (Metro): 68.10 % ( 143 of 210 ) (Fall 95: NA )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WDAY-F >>	1 KQWB-F <	1 KVOX-F	1 KVOX-F	1 KVOX-F	1 KFGO >>	1 KFGO >	1 KFGO	1 KFGO	1 WDAY-F <	1 WDAY-F >
2 KFGX-F >	2 KLTA-F	2 KLTA-F	2 KLTA-F	2 KLTA-F <	2 WDAY <	2 KVOX-F	2 KVOX-F	KVOX-F <	2 KVOX-F	2 WDAY
3 KVOX-F >>	3 KVOX-F	3 KQWB-F	3 KPFX-F	3 KFGO	3 KVOX-F	3 WDAY <	3 KLTA-F	3 KLTA-F	3 WDAY	KVOX-F
	4 KFGX-F	KPFX-F	4 WDAY	4 KPFX-F <	4 KFGO-F	4 KLTA-F <	4 KQWB-F <	4 KPFX-F <	KFGX-F	4 KFGO-F
	KPFX-F	5 WDAY-F	KQWB-F	5 KFGO-F <	5 KLTA-F	5 KFGO-F <	5 WDAY <	5 KFGO-F	5 KQWB-F	
		6 KFGO-F <	KFGO-F	6 WDAY	KPFX-F	6 WDAY-F	6 KPFX-F	WDAY-F	6 KFGO-F	
		7 KFGO <	KFGO				KFGO-F	7 KQWB-F	7 KPFX-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 KFGX-F >	1 KLTA-F >	1 KLTA-F >	1 KLTA-F	1 KLTA-F <	1 KQWB-F	1 KQWB-F	1 KVOX-F	1 KPFX-F	1 KPFX-F
2 WDAY-F	2 KFGO-F	2 KQWB-F	2 KVOX-F <	2 KVOX-F	2 KPFX-F >>	2 KPFX-F	2 KQWB-F	2 KQWB-F	KVOX-F
	KLTA-F >	KVOX-F	3 KFGO-F >	3 KFGO-F >	3 WDAY-F	3 KVOX-F >	3 KPFX-F >	KVOX-F	3 KFGO >
4 KQWB-F	4 KQWB-F	KFGO-F >>	4 WDAY-F	4 KFGO	KFGX-F >>	4 KFGX-F	4 KFGO	4 KFGO	4 KQWB-F
KVOX-F	WDAY-F		5 KQWB-F	5 WDAY			WDAY	5 WDAY-F	WDAY
KFGO-F >>	KFGX-F >>						KLTA-F		KLTA-F >
							KFGX-F >>		

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	21 (1)	21 (1)	10.0 %	6.8 %
AOR/Classic/NR	0 (0)	36 (3)	36 (3)	17.1 %	17.2 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	33 (2)	33 (2)	15.7 %	14.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	50 (4)	50 (4)	23.8 %	28.1 %
Full Service	36 (1)	0 (0)	36 (1)	17.1 %	18.1 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	19 (1)	0 (0)	19 (1)	9.0 %	11.3 %
Oldies	5 (1)	1 (1)	6 (2)	2.9 %	0.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	2 (1)	2 (1)	1.0 %	0.9 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %
Standards	7 (1)	0 (0)	7 (1)	3.3 %	2.7 %
<b>Totals</b>	<b>67 (4)</b>	<b>143 (12)</b>	<b>210 (16)</b>		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KCQV-F	0	96.7 Arthur	0.4 2.2 1 30
KPHT-F	REL	92.7 Kindred	0.8 3.1 2 54

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KBOT-F	C	104.1 Peican Rpds., MN	0.4 2.9 6 113
KRCQ-F	C	102.3 Detroit Lakes, MN	0.8 1.8 20 155
KZCR-F	CL AOR	103.3 Fergus Falls, MN	0.4 3.0 5 168

# FARGO-MOORHEAD

Consolidation Report	12+	25-54	Revenue
<b>Jim Ingstad</b> KPFX-FM, KQWB-AM, KQWB-FM	17.8 %	19.1 %	19.4 %
<b>Otter Tail</b> KFGO-AM, KFGO-FM, KFGX-FM, KPHT-FM, KVOX-AM, KVOX-FM	43.4 %	42.1 %	55.0 %
<b>Tom Ingstad</b> KLTA-FM, WDAY-FM	17.3 %	19.1 %	19.4 %
	<b>78.5 %</b>	<b>80.2 %</b>	<b>93.8 %</b>

## AM Stations

KFGO	790	5 kw (DA-N)	Full Svc.	CBS	\$36.00	CBS	Otter Tail
KQWB	1550	10 kw/5 kw (DA-N)	Standards	Westwd	\$ NA	Christal	T. Ingstad
KVOX	1280	5 kw/1 kw (DA-2)	Oldies	Westwd	\$ NA	Torbet	Otter Tail
WDAY	970	5 kw (DA-N)	Tak	ABC	\$24.00	Katz	

## FM Stations

KFGO	101.9	93 kw @ 1001	Country		\$30.00	CBS	Otter Tail	
KFGX	95.1	100 kw @ 971	CHR-New Rock		\$21.00	Katz	Otter Tail	Detroit Lakes
KLTA	105.1	100 kw @ 649	AC		\$20.00	Christal	T. Ingstad	Breckenridge
KPFX	107.9	100 kw @ 656	Classic AOR		\$21.00	Christal	T. Ingstad	
KQWB	98.7	100 kw @ 581	AOR	Westwd	\$19.00	D&R	J. Ingstad	
KVOX	99.9	100 kw @ 380	Country		\$20.00	Katz	Otter Tail	
WDAY	93.7	100 kw @ 1030	CHR		\$20.00	Katz	T. Ingstad	

Notes: KFGX-F reclassified as CHR-New Rock . . . 9/96 KQFN changed from Sports to Standards as KQWB (AM) . . . 9/96 KPFX-F sold by Tom Ingstad to Jim Ingstad (D) for \$2,125,000 . . . 9/96 KPHT-F sold to Otter Tail (D+) for \$800,000 . . . 1/97 KPHT-F changed from Contemporary Christian to Westwood One's AC format

# FAYETTEVILLE, NC

Arbitron Rank: 123 Pop (12+) 331,500	Stations 29 / 16	Last Year's Revenue: \$10,800,000
MSA Rank: 160	Diaries: 1,155/287:1/49.6%	Household Income: \$39,435
MSA Pop: 291,000	Sample Target: 1,070	Retail Dollars: \$3.7 Bil.
DMA: Raleigh (#30)	% Below Line: 16.2	#1 Biller: WKML-F \$3,000,000
Average Persons Rating: 15.6	% Not Listed: 8.7	#1 Billing Portfolio:
Market TSL In Hours 20.75	Pop per Station: 20,719	Beasley duop+ \$6,700,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WZFX-F	B	73 / 14.1	12.8	18.8	14.1	19.9	905 / 27.3	28.5	32.3	119 / 1642	D	WZFX-F
2	WKML-F	C	72 / 13.9	14.7	18.1	15.5	16.2	881 / 26.6	28.1	27.3	117 / 1592	E	WKML-F
3	WQSM-F	AC	44 / 8.5	9.8	9.1	9.7	10.7	747 / 22.5	22.8	22.2	80 / 981	C	WQSM-F
4	WAZZ-F	O	36 / 7.0	4.9	5.1	4.6	5.1	476 / 14.3	11.6	13.7	48 / 750	B	WAZZ-F
	WLRD-F	B	36 / 7.0	6.6	6.6	6.0	2.9	555 / 16.7	17.6	17.4	52 / 790	A	WLRD-F
6	WRCQ-F	AOR	30 / 5.8	5.7	4.7	7.2	5.5	469 / 14.2	12.0	14.2	37 / 652	C	WRCQ-F
7	WFNC	N/T	26 / 5.0	4.2	3.6	5.4	7.4	321 / 9.7	8.5	9.2	27 / 380	C	WFNC
8	WKQB-F	CL AOR	16 / 3.1	3.0	1.3			268 / 8.1	7.9	2.0	23 / 379		WKQB-F
	WSTS-F	G	16 / 3.1	3.8	1.5	2.1	2.3	218 / 6.6	6.8	5.4	25 / 412	B	WSTS-F
10	WDCG-F	CHR	15 / 2.9	3.0	3.4	4.3	2.7	350 / 10.5	9.1	11.8	38 / 663		WDCG-F
11	WFMO	G	12 / 2.3	3.4		3.1	1.2	59 / 1.8	2.7		13 / 81		WFMO
	WIDU	G/B	12 / 2.3	2.8	4.0	3.9	3.5	158 / 4.8	5.9	8.2	12 / 162	A	WIDU
13	WCLN-F	REL	11 / 2.1	2.6	1.7	1.7	0.6	161 / 4.9	4.4	4.6	24 / 270		WCLN-F

12+ FM Share (Metro): 87.29 % ( 412 of 472 ) ( Fall 95: 90.87 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1	WLRD-F	1 WZFX-F >	1 WKML-F <	1 WKML-F	1 WKML-F >	1 WKML-F <	1 WKML-F	1 WKML-F <	1 WZFX-F	1 WZFX-F
2	WZFX-F >>	2 WKML-F <	2 WZFX-F >	2 WZFX-F >	2 WZFX-F	2 WZFX-F >	2 WZFX-F	2 WZFX-F >	2 WLRD-F >	2 WKML-F <
3	WRCQ-F	3 WQSM-F <	3 WQSM-F	3 WQSM-F <	3 WAZZ-F <	3 WQSM-F	3 WQSM-F <	3 WQSM-F	3 WKML-F >	3 WLRD-F
		4 WLRD-F	4 WAZZ-F <	4 WAZZ-F >	4 WQSM-F >	4 WFNC	4 WAZZ-F	4 WAZZ-F <	4 WQSM-F >	4 WQSM-F >>
		5 WRCQ-F	5 WRCQ-F <	5 WRCQ-F	5 WRCQ-F	5 WAZZ-F	5 WFNC	5 WRCQ-F <	5 WRCQ-F	
		6 WDCG-F	6 WLRD-F >			6 WLRD-F <	6 WRCQ-F >	6 WLRD-F >		
						7 WRCQ-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	WZFX-F	1 WQSM-F	1 WZFX-F <	1 WKML-F	1 WLRD-F	1 WZFX-F >	1 WZFX-F	1 WZFX-F >	1 WZFX-F <
2	WLRD-F	2 WQSM-F	2 WKML-F	2 WZFX-F	2 WZFX-F	2 WLRD-F <	2 WKML-F >	2 WKML-F	2 WKML-F >
3	WKML-F	3 WKML-F >	3 WKML-F >>	3 WQSM-F >	3 WRCQ-F	3 WKML-F	3 WKQB-F	3 WRCQ-F	3 WAZZ-F
		4 WLRD-F >	4 WAZZ-F	4 WAZZ-F >	4 WDCG-F >	4 WRCQ-F >	4 WRCQ-F	4 WAZZ-F	4 WRCQ-F <
		5 WRCQ-F	5 WLRD-F	5 WLRD-F >		5 WQSM-F	5 WQSM-F >	5 WLRD-F <	5 WQSM-F
		6 WDCG-F >	6 WDCG-F			6 WDCG-F	6 WQSM-F	6 WQSM-F	6 WFNC
									7 WKQB-F >

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAGR	C	1340	Lumberton 0.0 0.4 0 13
WFAI	T	1230	Fayetteville 0.4 1.9 2 62
WGQR-F	O	105.7	Elizabethtown 0.4 1.0 10 154
WJSK-F	C	102.3	Lumberton 0.6 1.2 3 50
WKKE	G	1080	St. Pauls 1.5 1.5 8 61

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WEGX-F	C	92.9	Dillon, SC 1.2 4.8 38 523
WFXC-FF	B/A/C	107.1	Durham 0.8 2.7 5 123
WIOZ-F	EZ	102.5	Southern Pines 0.4 1.0 29 272
WKIX-F	C	96.1	Raleigh 0.4 2.7 7 297
WQDR-F	C	94.7	Raleigh 1.4 7.1 26 596
WQMG-F	B/A/C	97.1	Greensboro 0.8 1.7 11 163
WRAL-F	AC	101.5	Raleigh 1.7 8.8 20 473
WRDU-F	AOR	106.1	Wilson 1.2 4.4 21 335
WRSN-F	AC	93.9	Burlington 1.7 5.8 11 304
WTRG-F	O	100.7	Rocky Mount 1.7 4.1 19 323



# FAYETTEVILLE, NC

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report			
						12+	25-54	Revenue	
AC	0 (0)	62 (3)	62 (3)	13.1 %	13.1 %	Beasley	35.0 %	40.4 %	62.0 %
AOR/Classic/NR	0 (0)	52 (3)	52 (3)	11.0 %	10.8 %				
Black/Urban	0 (0)	117 (5)	117 (5)	24.8 %	22.0 %	WAZZ-FM, WFLB-AM, WEGX-FM, WKML-FM, WZFX-FM			
CHR	0 (0)	15 (1)	15 (1)	3.2 %	3.3 %	35.0 %	40.4 %	62.0 %	
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (1)	90 (5)	90 (6)	19.1 %	21.6 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %				
News/Talk	28 (2)	0 (0)	28 (2)	5.9 %	4.6 %				
Oldies	0 (0)	47 (3)	47 (3)	10.0 %	7.9 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	32 (3)	27 (2)	59 (5)	12.5 %	15.6 %				
Soft AC/EZ	0 (0)	2 (1)	2 (1)	0.4 %	0.0 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
<b>Totals</b>	<b>60 (6)</b>	<b>412 (23)</b>	<b>472 (29)</b>						

### AM Stations

WFMO	860	1 kw/12w	Gospel	\$10.00	TN		Fairmont
WFNC	640	10 kw/1 kw (DA-N)	News/Talk	CBS \$20.00	Katz	Cape Fear	
WDU	1600	5 kw/147w (DA-2)	Gospel	CNN \$13.00	D&R		

### FM Stations

WAZZ	96.5	80 kw @ 755	Oldies	\$23.00	Mc-Guild	Beasley	Laurinburg
WEGX	92.9	100 kw @ 1800	Country	ABC \$20.00	---	Beasley	Dillon, SC
WKML	95.7	100 kw @ 1053	Country	ABC \$64.00	Mc-Guild	Beasley	Lumberton
WKQB	106.9	50 kw @ 492	Classic AOR	AP \$ NA	---		Southern Pines
WLRD	107.7	6 kw @ 328	Black	NA	Rosin	Dodenhoff	St. Pauls
WQSM	98.1	100 kw @ 830	AC	\$40.00	Katz	Cape Fear	
WRCQ	103.5	48 kw @ 502	AOR	ABC \$34.00	---		Dunn
WSTS	100.9	3 kw @ 298	Gospel	\$12.00	TN		Fairmont
WZFX	99.1	100 kw @ 981	Black	ABC \$47.00	---	Beasley	Whiteville

Notes: Other ranked stations: See Raleigh-Durham . . . 9/96 WFLB sold by Curtis to Beasley (D) for \$229,000 . . . 1/97 WZFX-F sold by Dodenhoff to Beasley for \$\_\_\_\_\_

Jim Duncan

Comments: WKML-F recorded its lowest 12+ share in many years . . . WKQB-F has become a viable property

# FLINT

**Arbitron Rank:** 116 **Pop (12+)** 354,100  
**MSA Rank:** 116  
**MSA Pop:** 433,000  
**DMA:** 60 (w/Saginaw)  
**Average Persons Rating:** 16.3  
**Market TSL In Hours** 21.50

**Stations** 34 / 13  
**Diaries:** 1,319/268:1/50.7%  
**Sample Target:** 1,260  
**% Below Line:** 40.4  
**% Not Listed:** 9.9  
**Pop per Station:** 27,238

**Last Year's Revenue:** \$11,900,000  
**Household Income:** \$40,935  
**Retail Dollars:** \$4.7 Bil  
**#1 Biller:** WCRZ-F \$4,500,000  
**#1 Billing Portfolio:**  
 Faircom duop \$5,500,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WDZZ-F	B	67 / 11.6	10.2	10.7	12.1	11.0	752 / 21.2	20.1	18.6	68 / 778	D	WDZZ-F
2	WCRZ-F	AC	64 / 11.1	12.8	10.7	12.3	13.8	797 / 22.5	25.6	24.1	76 / 988	F	WCRZ-F
3	WKQC-F	C	61 / 10.6	7.9	7.1	10.2	11.0	817 / 23.1	17.4	18.5	94 / 1342		WKQC-F
4	WWCK-AF	CHR	47 / 8.2	8.1	9.9	9.3	8.8	774 / 21.9	23.8	22.4	58 / 1005		WWCK-AF
5	WHNN-F	O	28 / 4.9	4.6	6.1	5.8	6.1	491 / 13.9	14.6	15.9	38 / 737		WHNN-F
6	WJR	FS	26 / 4.5	4.9	6.1	4.7	5.7	427 / 12.1	12.5	13.6	48 / 637		WJR
7	WOWE-F	B	25 / 4.3	4.0	3.8	2.1	3.7	314 / 8.9	8.7	7.6	25 / 314	A	WOWE-F
8	WWBN-F	AOR	20 / 3.5	5.3	4.8	4.4	4.6	348 / 9.8	13.1	12.7	30 / 488	B	WWBN-F
	WOAP	ST	20 / 3.5	1.6				132 / 3.7	1.9		30 / 212		WOAP
	WIOG-F	AC	20 / 3.5	3.1	4.6	2.6	2.6	465 / 13.1	12.1	13.6	37 / 760		WIOG-F
11	WRIF-F	AOR	19 / 3.3	2.6	2.3	3.2	2.0	292 / 8.2	8.5	6.3	29 / 412		WRIF-F
	WDFD	T	19 / 3.3	1.8	6.5	6.3	6.6	369 / 10.4	7.1	11.0	23 / 409	B	WDFD
13	WFLT	G	12 / 2.1	2.7	1.9	3.5	0.4	162 / 4.6	5.3	4.6	13 / 170		WFLT
	WAHV-F	AC	12 / 2.1	2.7				212 / 6.0	9.9		16 / 272		WAHV-F
15	WFNT	T	11 / 1.9	2.4	1.3	1.6	1.6	152 / 4.3	3.6	3.5	17 / 172	A	WFNT

12+ FM Share (Metro): 80.54 % ( 418 of 519 ) ( Fall 95: 78.36 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight	
1	WDZZ-F >>	1	WCRZ-F	1	WCRZ-F >	1	WCRZ-F >	1	WKQC-F <	1	WDZZ-F >
2	WWCK-AF >>	2	WDZZ-F	2	WDZZ-F <	2	WKQC-F <	2	WCRZ-F	2	WKQC-F <
3	WKQC-F	3	WKQC-F <	3	WKQC-F	3	WJR <	3	WDZZ-F	3	WCRZ-F
4	WCRZ-F <	4	WWCK-AF >	4	WWCK-AF	4	WHNN-F	4	WWCK-AF >	4	WWCK-AF >>
5	WRIF-F	5	WHNN-F <	5	WHNN-F	5	WDZZ-F <	5	WJR	5	WJR
		6	WOWE-F <	6	WOWE-F	6	WOAP <	6	WHNN-F <	6	WHNN-F <
		7	WIOG-F	7	WOWE-F	7	WDFD <	7	WDFD <	7	WDFD <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54		
1	WWCK-AF >>	1	WDZZ-F	1	WCRZ-F >	1	WRIF-F <	1	WRIF-F	1	WCRZ-F
2	WDZZ-F >	2	WWCK-AF	2	WCRZ-F	2	WDZZ-F	2	WKQC-F >	2	WDZZ-F
3	WCRZ-F	3	WKQC-F	3	WWCK-AF <	3	WKQC-F	3	WCRZ-F	3	WHNN-F <
	WKQC-F >	4	WKQC-F >>	4	WKQC-F >	4	WWCK-AF	4	WWBN-F	4	WDZZ-F
				5	WOWE-F	5	WWCK-AF >>	5	WWBN-F >	5	WRIF-F <
								6	WWCK-AF	6	WWCK-AF <
										6	WWBN-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WTAC	REL	600	Flint	0.5 2.7 4 99
WTRX	SPRTS	1330	Flint	0.7 4.0 5 163
WWGZ-F	AOR	103.1	Tuscola	0.5 3.8 8 216

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
CMX-F	AOR-NR	88.7	Windsor, ON	0.3 1.7 5 99
WCHB-F	B	105.9	Detroit	0.3 1.4 3 67
WCSX-F	CL AOR	94.7	Birmingham	1.2 1.8 9 162
WFMK-F	AC	99.1	E. Lansing	0.3 1.5 5 90
WITL-F	C	100.7	Lansing	1.2 3.2 25 276
WJLB-F	B	97.9	Detroit	0.5 2.4 4 112
WKQI-F	AC	95.5	Detroit	0.3 1.8 5 136
WMJA-F	O	104.5	Saginaw	0.7 2.1 9 151
WOMC-F	O	104.3	Detroit	0.7 2.0 9 164
WQRS-F	CL	105.1	Detroit	0.3 1.2 2 79
WTLZ-F	B	107.1	Saginaw	1.6 5.8 9 206
WVMV-F	J	98.7	Detroit	0.3 1.1 3 57
WWJ	N	950	Detroit	0.9 4.4 7 215
WYCD-F	C	99.5	Detroit	0.7 1.7 7 125
WYST-F	O-70S	97.1	Detroit	0.5 3.0 4 183

# FLINT

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	100 (5)	100 (5)	19.3 %	21.8 %
AOR/Classic/NR	0 (0)	51 (5)	51 (5)	9.8 %	12.4 %
Black/Urban	0 (0)	106 (5)	106 (5)	20.4 %	18.4 %
CHR	1 (1)	46 (1)	47 (2)	9.1 %	9.6 %
Classical	0 (0)	2 (1)	2 (1)	0.4 %	0.0 %
Country	0 (0)	72 (3)	72 (3)	13.9 %	13.0 %
Full Service	26 (1)	0 (0)	26 (1)	5.0 %	5.7 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	2 (1)	2 (1)	0.4 %	0.4 %
News/Talk	35 (3)	0 (0)	35 (3)	6.7 %	5.9 %
Oldies	0 (0)	39 (4)	39 (4)	7.5 %	7.3 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	15 (2)	0 (0)	15 (2)	2.9 %	4.6 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	4 (1)	0 (0)	4 (1)	0.8 %	0.8 %
Standards	20 (1)	0 (0)	20 (1)	3.9 %	0.0 %
<b>Totals</b>	<b>101 (9)</b>	<b>418 (25)</b>	<b>519 (34)</b>		

Consolidation Report	12+	25-54	Revenue
<b>Faircom</b>	16.5 %	20.4 %	46.4 %
WCRZ-FM, WFNT-AM, WWBN-FM			
<b>Majac</b>	13.8 %	7.9 %	23.5 %
WAHV-FM, WOAP-AM, WWCK-AM, WWCK-FM			
	<b>30.3 %</b>	<b>28.3 %</b>	<b>69.9 %</b>

### AM Stations

WFDF	910	5 kw/1 kw (DA-2)	Tak	CBS, WW1, SBUSA	\$16.00	Allied	Connoisseur	
WFLT	1420	500 w/142 w (DA-2)	Gospel	Westwd	\$10.00	P/W		
WFNT	1470	5 kw/1 kw (DA-N)	News/Talk	ABC	\$15.00	Katz	Faircom	
WOAP	1080	1 kw (Days)	Standards	AP	\$ NA	Patt		Owasso
WWCK	1570	1 kw/230 w	See WWCK-F					

### FM Stations

WAHV	103.9	6 kw @ 256	AC	NA	Christal	WWCK	Owosso	
WCRZ	107.9	50 kw @ 331	AC	CBS	\$84.00	Katz	Faircom	
WDZZ	92.7	3 kw @ 256	Black		\$44.00	Allied	Connoisseur	
WOWE	98.9	3 kw @ 328	Black	ABC	\$16.00	---	Vassar	
WWBN	101.7	3 kw @ 328	AOR		\$21.00	Katz	Faircom	Tuscola
WWCK	105.5	25 kw @ 328	CHR	Westwd	\$60.00	Christal		

Notes: Other ranked stations: See Saginaw or Detroit

Jim Duncan

Comments: WDZZ-F led in 12+ for the first time in over two years . . . Listening levels are up about 1.5 points- a strong increase . . . WOWE-F has its highest share since Fall 94 . . . WOAP and WAHV-F have become viable stations

# FT. MYERS-NAPLES

**Arbitron Rank:** 76 **Pop (12+)** 500,700  
**MSA Rank:** 130 - Ft. M.; 209 - Naples  
**MSA Pop:** 563,000  
**DMA:** 84  
**Average Persons Rating:** 16.5  
**Market TSL in Hours** 22.00

**Stations** 28 / 23  
**Diaries:** 1,498/334:1/50.3%  
**Sample Target:** 1,540  
**% Below Line:** 3.9  
**% Not Listed:** 13.3  
**Pop per Station:** 21,770

**Last Year's Revenue:** \$18,700,000  
**Household Income:** \$38,921  
**Retail Dollars:** \$6.7 Bil  
**#1 Biller:** WCKT-F \$3,000,000  
**#1 Billing Portfolio:**  
 Clear Channel duop \$5,350,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1	WAVV-F	SAC	95 / 11.5	13.1	13.1	10.6	1022 / 20.4	23.0	13.9	98 / 1075	C	WAVV-F
2	WXKB-F	CHR	79 / 9.6	10.3	11.5	10.3	968 / 19.3	21.2	17.4	90 / 1259	C	WXKB-F
3	WINK-F	AC	62 / 7.5	8.3	8.8	8.6	771 / 15.4	17.8	19.2	81 / 1088	D	WINK-F
4	WWGR-F	C	59 / 7.1	5.6	5.1	4.7	722 / 14.4	13.5	11.9	65 / 813		WWGR-F
5	WCKT-F	C	45 / 5.4	7.9	11.5	10.3	700 / 14.0	15.8	21.6	49 / 751	E	WCKT-F
6	WRXK-F	AOR	43 / 5.2	3.7	4.9	6.0	607 / 12.1	10.5	13.8	49 / 708	C	WRXK-F
7	WINK	N/T	42 / 5.1	5.2	5.0	4.4	466 / 9.3	8.6	9.3	44 / 518	C	WINK
8	WOLZ-F	O	39 / 4.7	4.0	4.2	3.4	633 / 12.7	11.6	10.6	42 / 816	C	WOLZ-F
9	WARO-F	CL AOR	36 / 4.4	4.7	4.7	7.4	577 / 11.5	11.8	13.9	40 / 641	C	WARO-F
10	WJBX-F	AC-NR	29 / 3.5	2.5	2.3	2.6	452 / 9.0	6.5	8.6	29 / 483	B	WJBX-F
11	WNOG-F	N/T	28 / 3.4	2.8	3.1	2.4	382 / 7.6	6.7	7.3	28 / 382	B	WNOG-F
12	WJST-F	ST	26 / 3.1	2.5	2.2	2.7	348 / 7.0	6.6	5.7	26 / 348	B	WJST-F
13	WDRR-F	J	18 / 2.2	1.3	1.0		235 / 4.7	4.0	3.3	18 / 235		WDRR-F
14	WXRm-F	SAC	16 / 1.9	2.3	1.1	8.0	297 / 5.9	7.9	4.9	17 / 314	B	WXRm-F
15	WSGL-F	SAC	13 / 1.6	1.6	1.5	0.9	311 / 6.2	4.0	5.2	13 / 311	A	WSGL-F
16	WFSN-F	C	12 / 1.5	1.0	0.6	1.0	285 / 5.7	4.1	2.2	20 / 391		WFSN-F
	WNOG	N/T	12 / 1.5	1.9	2.0	0.8	133 / 2.7	4.5	4.1	12 / 133		WNOG
	WKII	ST	12 / 1.5	2.2	2.1	1.8	196 / 3.9	4.9	4.0	31 / 403	A	WKII

12+ FM Share (Metro): 88.42 % ( 634 of 717 ) (Fall 95: 86.10 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WXKB-F >>>	1 WXKB-F	1 WXKB-F	1 WXKB-F <	1 WINK-F	1 WAVV-F >	1 WINK-F	1 WAVV-F >	1 WAVV-F	1 WXKB-F >	1 WWGR-F
2 WWGR-F >>	2 WRXK-F	2 WRXK-F <	2 WINK-F <	2 WXKB-F	2 WINK-F	2 WAVV-F	2 WINK-F <	WXKB-F	2 WAVV-F	WXKB-F
	3 WWGR-F <	3 WINK-F	3 WRXK-F	3 WRXK-F	3 WINK	WXKB-F	3 WXKB-F <	3 WWGR-F	3 WWGR-F >	3 WINK
	4 WJBX-F >	4 WARO-F <	4 WARO-F	4 WWGR-F <	4 WOLZ-F <	4 WRXK-F <	4 WINK	4 WINK-F	4 WINK-F	WINK-F
	5 WCKT-F	5 WWGR-F	5 WWGR-F	5 WARO-F	5 WWGR-F <	5 WWGR-F	5 WNOG-F <	5 WCKT-F	5 WOLZ-F <	
	WINK-F	6 WCKT-F <	6 WJBX-F	6 WOLZ-F	6 WCKT-F <	6 WCKT-F <	6 WWGR-F	WINK		
	WARO-F >	7 WJBX-F	WCKT-F	7 WCKT-F	7 WINK					

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WXKB-F >	1 WXKB-F >	1 WXKB-F >>	1 WXKB-F >	1 WXKB-F <	1 WXKB-F >	1 WRXK-F >	1 WRXK-F >	1 WRXK-F >	1 WRXK-F >
2 WWGR-F	2 WWGR-F	2 WJBX-F	2 WINK-F >	2 WINK-F >	2 WJBX-F	2 WXKB-F	2 WJBX-F	2 WARO-F	2 WARO-F
3 WCKT-F >>	3 WINK-F	WINK-F	3 WWGR-F	3 WWGR-F	WWGR-F	WJBX-F	3 WARO-F	3 WXKB-F	3 WINK-F <
4 WIKX-F	WCKT-F	4 WWGR-F	4 WARO-F	4 WOLZ-F	WRXK-F >>	4 WWGR-F	4 WWGR-F	4 WJBX-F	4 WWGR-F
WSGL-F	5 WJBX-F	WRXK-F	WCKT-F	5 WARO-F <	5 WARO-F >	5 WXKB-F	5 WXKB-F	WWGR-F <	5 WOLZ-F <
WARO-F >>	6 WSGL-F	6 WCKT-F	6 WOLZ-F	6 WCKT-F		6 WCKT-F	6 WINK-F	6 WCKT-F	6 WCKT-F <
									WJBX-F <

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAFZ	SP	1490	Immokalee 0.4 0.6 3 29
WCRM	SP	1350	Ft. Myers 0.4 0.8 3 40
WGCQ-F	ST	92.1	Immokalee 0.4 0.9 3 44
WGUF-F	J	98.9	Marco 1.3 2.6 11 128
WWCL	SP	1440	Lehigh Acres 1.0 1.2 13 110
WWCN	T	770	N. Ft. Myers 0.4 2.2 3 110

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WVCU-F	EZ	104.9	Solana 0.7 1.4 19 210
WFLZ-F	CHR	93.3	Tampa 0.7 1.9 27 393
WHPT-F	AOR-P	102.5	Sarasota 0.4 1.8 13 242
WIKX-F	C	92.9	Punta Gorda 0.6 2.0 30 421

# FT. MYERS-NAPLES

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report			
						12+	25-54	Revenue	
AC	0 (0)	91 (2)	91 (2)	12.7 %	9.8 %	<b>Beasley</b>	15.2 %	18.7 %	16.5 %
AOR/Classic/NR	0 (0)	82 (3)	82 (3)	11.4 %	15.9 %	WRXK-FM, WWCN-AM, WXKB-FM			
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	<b>Clear Channel</b>	15.0 %	16.4 %	28.6 %
CHR	0 (0)	85 (2)	85 (2)	11.9 %	12.5 %	WCKT-FM, WFSN-FM, WKII-AM, WOLZ-FM, WXRm-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	<b>Local</b>	6.6 %	5.5 %	7.5 %
Country	0 (0)	121 (4)	121 (4)	16.9 %	16.9 %	WJBX-FM, WJST-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	<b>Schwartzel</b>	9.3 %	9.9 %	13.2 %
Hispanic	14 (3)	0 (0)	14 (3)	2.0 %	2.0 %	WARO-FM, WNOG-AM, WNOG-FM			
Jazz	0 (0)	29 (2)	29 (2)	4.0 %	2.7 %		<b>46.1 %</b>	<b>50.5 %</b>	<b>65.8 %</b>
News/Talk	57 (3)	28 (1)	85 (4)	11.9 %	12.6 %				
Oldies	0 (0)	39 (1)	39 (1)	5.4 %	4.7 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	0 (0)	130 (4)	130 (4)	18.1 %	20.3 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	12 (1)	29 (2)	41 (3)	5.7 %	2.6 %				
<b>Totals</b>	<b>83 (7)</b>	<b>634 (21)</b>	<b>717 (28)</b>						

## AM Stations

WINK	1240	1 kw	News/Talk	CBS, Westwd, Taknt	\$32.00	Mc-Guild	
WNOG	1270	5 kw/1.9 kw (DA-2)	Standards	AP, ABC	\$25.00	Christal	Meridian (Schwartzel)

## FM Stations

WARO	94.5	100 kw @ 1014	70's Oldies		\$28.00	Christal	Meridian (Schwartzel)
WAVV	101.1	100 kw @ 981	Soft AC/EZ	AP	\$40.00	Banner	Marco
WCKT	107.1	25.5 kw @ 709	Country		\$65.00	Interep	Clear Channel
WDRR	98.5	2.2 kw @ 373	Jazz		\$NA	Katz	Lehigh Acres
WFSN	100.1	100 kw @ 476	Country	Westwd, CNN	\$NA	Rosin	Clear Channel
WINK	96.9	100 kw @ 1322	AC		\$50.00	Mc-Guild	
WJBX	99.3	50 kw @ 285	Prog. AOR		\$34.00	Eastman	WJST owner
WJST	106.3	6 kw @ 266	AOR		\$18.00	Eastman	Ft. Myers Beach
WNOG	93.5	3 kw @ 298	News/Talk	CBS, Westwd, Taknt	\$25.00	Christal	Meridian (Schwartzel)
WOLZ	95.3	79 kw @ 476	Oldies	Westwd	\$40.00	Katz	Clear Channel
WRXK	96.1	100 kw @ 1119	AOR	ABC, Westwd	\$48.00	D&R	Beasley
WSGL	103.1	14 KW @ 440	Soft AC		\$17.00	Regional	Timm
WWGR	101.9	100 KW @ 991	Country		\$26.00	---	Renda
WXKB	103.9	100 KW @ 981	CHR	ABC	\$24.00	D&R	Beasley
WXRm	105.5	7.1 KW @ 594	Soft AC		\$24.00	Banner	Clear Channel
							Naples Park

Notes: 9/96 WJST-F changed from AOR to Standards . . . 10/96 WJBX-F changed from New Rock to Modern AC (AC-NR) . . . 1/97 WKII/WFSN-F/WOLZ-F sold by Osborn to Clear Channel (D+) for \$11,000,000

Jim Duncan

Comments: WCKT-F continued its steep decline; 12+ share has been cut in half in the past year . . . Jazz WDRR-F increased nicely

# FT. PIERCE

<b>Arbitron Rank:</b> 119	<b>Pop (12+)</b> 338,800	<b>Stations</b> 24 / 15	<b>Last Year's Revenue:</b> NA
<b>MSA Rank:</b>	NA	<b>Diaries:</b> 705/481:1/48.6%	<b>Household Income:</b> \$35,651
<b>MSA Pop:</b>		<b>Sample Target:</b> 750	<b>Retail Dollars:</b> \$3.6 Bil.
<b>DMA:</b>	W. Palm Beach (#45)	<b>% Below Line:</b> 26.9	<b>#1 Biller:</b> NA
<b>Average Persons Rating:</b>	16.3	<b>% Not Listed:</b> 19.1	<b>#1 Billing Portfolio:</b>
<b>Market TSL in Hours</b>	22.25	<b>Pop per Station:</b> 22,587	NA

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1	WOSN-F	ST	48 / 8.7				340 / 10.0			48 / 347	WOSN-F
2	WKGR-F	CL AOR	39 / 7.1	6.9	5.9	5.0	494 / 14.6	15.2	14.1	40 / 512	WKGR-F
3	WGYL-F	EZ	38 / 6.9	7.8	9.3	10.1	332 / 9.8	13.0	15.1	42 / 363	WGYL-F
4	WFLM-F	B	30 / 5.4	6.0	4.1	4.2	337 / 9.9	12.0	9.2	30 / 339	WFLM-F
5	WBBE-F	AC/CHR	28 / 5.1	1.9	1.3	1.5	289 / 8.5	5.2	5.8	31 / 323	WBBE-F
	WHLG-F	EZ	28 / 5.1	4.6	3.5	4.2	417 / 8.1	9.3	7.7	28 / 273	WHLG-F
7	WPBZ-F	AOR-NR	25 / 4.5	5.3	3.3	2.8	218 / 12.3	11.5	9.5	28 / 446	WPBZ-F
	WQOL-F	O	25 / 4.5	5.1	4.3	5.7	365 / 10.8	13.1	12.5	30 / 414	WQOL-F
	WAVV-F	C	25 / 4.5	5.5	8.0	8.9	336 / 9.9	10.9	18.4	25 / 338	WAVV-F
10	WZZR-F	AOR	23 / 4.2	8.5	6.1	4.6	381 / 11.2	14.6	15.6	25 / 403	WZZR-F
11	WCLB-F	C	15 / 2.7	6.3	4.6	5.2	384 / 11.3	13.3	14.3	19 / 459	WCLB-F
	WJBW-F	ST	15 / 2.7	2.5	5.0	7.0	153 / 4.5	5.4	7.6	15 / 153	WJBW-F
13	WEAT-F	AC/SAC	14 / 2.5	2.8	3.3	3.3	194 / 5.7	9.5	8.7	17 / 227	WEAT-F
	WPAW-F	C	14 / 2.5	1.6	2.2		187 / 5.5	4.7	6.7	14 / 197	WPAW-F
15	WJNX	N/T	13 / 2.4	2.8	3.2	2.0	176 / 5.2	7.8	6.6	13 / 176	WJNX

12+ FM Share (Metro): 91.20 % ( 394 of 432 ) ( Fall 95: 87.88 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WPBZ-F >>	1 WKGR-F <	1 WKGR-F >	1 WKGR-F >	1 WKGR-F >	1 WOSN-F	1 WOSN-F <	1 WOSN-F	1 WKGR-F	1 WGYL-F <	1 WFLM-F >
2 WFLM-F >>	2 WZZR-F	2 WZZR-F	2 WZZR-F <	2 WBBE-F	2 WGYL-F	2 WKGR-F >	2 WZZR-F	WOSN-F	2 WPBZ-F <	2 WPBZ-F
	3 WPBZ-F	WBBE-F	3 WBBE-F	3 WZZR-F <	3 WHLG-F	3 WHLG-F	3 WKGR-F <	3 WGYL-F <	3 WFLM-F	WGYL-F
	4 WBBE-F	4 WFLM-F	4 WFLM-F <	4 WFLM-F	4 WKGR-F <	WGYL-F	4 WHLG-F <	4 WPBZ-F <	4 WKGR-F	
	5 WFLM-F	5 WPBZ-F	5 WQOL-F >	WQOL-F	5 WQOL-F	WFLM-F <	5 WGYL-F	5 WBBE-F <	5 WOSN-F	
		WQOL-F						6 WHLG-F <		
								7 WFLM-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 WBBE-F >>	1 WKGR-F	1 WKGR-F >>	1 WBBE-F	1 WBBE-F	1 WZZR-F >>	1 WZZR-F >	1 WZZR-F	1 WZZR-F	1 WKGR-F
2 WRMF-F	WBBE-F	2 WEAT-F	2 WKGR-F >	WKGR-F	2 WBBE-F	2 WKGR-F	2 WKGR-F >>	WKGR-F >	2 WZZR-F >
	WPBZ-F	3 WPBZ-F	3 WEAT-F	3 WHLG-F	WAOA-F	3 WPBZ-F	3 WPBZ-F	3 WFLM-F	3 WFLM-F
	WFLM-F >>	4 WEAT-F	WQOL-F	4 WEAT-F	WPBZ-F >>	4 WFLM-F	WFLM-F	4 WAOA-F	4 WQOL-F
			WHLG-F	WQOL-F		5 WBBE-F	5 WBBE-F	5 WPBZ-F	5 WBBE-F
						WCLB-F	WCLB-F >	6 WQOL-F	6 WAOA-F

Consolidation Report	12+	25-54	Revenue
<b>Capstar</b>	27.7 %	27.9 %	%
WOSN-FM, WAVV-FM, WAXE-AM, WBBE-FM, WQOL-FM, WZZR-FM			
	27.7 %	27.9 %	%

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WAXE	ST	1370	Vero Beach	0.7	1.8	4 62
WPSL	T	1590	Pt. St. Lucie	1.5	3.0	8 109
WSTU	AC	1450	Stuart	0.9	2.1	5 73
WTTB	T	1490	Vero Beach	0.9	1.6	5 55
WYFX	B/AC	1400	Ft. Pierce	0.5	2.3	3 78

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WAOA-F	CHR	107.1	Melbourne	2.0	4.5	11 153
WIRK-F	C	107.9	W. Palm Beach	2.0	7.0	12 275
WRLX-F	EZ	92.1	W. Palm Beach	1.3	3.1	7 106
WRMF-F	AC	97.9	Palm Beach	2.2	6.0	13 220

# FT. PIERCE

Format Performance	AM	FM	Total	%	Spr 96
AC	5 (1)	40 (2)	45 (3)	10.4 %	4.5 %
AOR/Classic/NR	0 (0)	87 (3)	87 (3)	20.1 %	25.7 %
Black/Urban	3 (1)	30 (1)	33 (2)	7.6 %	7.3 %
CHR	0 (0)	11 (1)	11 (1)	2.5 %	1.3 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	65 (4)	65 (4)	15.0 %	21.6 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	26 (3)	0 (0)	26 (3)	6.0 %	6.7 %
Oldies	0 (0)	25 (1)	25 (1)	5.8 %	6.9 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	73 (3)	73 (3)	16.9 %	19.9 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	4 (1)	63 (2)	67 (3)	15.5 %	6.0 %
<b>Totals</b>	<b>38 (6)</b>	<b>394 (17)</b>	<b>432 (23)</b>		

## AM Stations

WJNX	1330	5 kw/1 kw (DA-2)	News/Tak	CNN, AP, ABC	\$ NA	Allied	Fairbanks
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## FM Stations

WAVW	101.7	3.1 kw @ 466	Country	ABC	\$31.00	Rosin	Capstar	
WBBE	94.7	25 kw @ 295	AC/CHR		\$ NA	---	Capstar	Gifford
WFLM	104.7	25 kw @ 328	Black		\$<20.00	K&P		White City
WGYL	107.1	50 kw @ 479	EZ		\$33.00	---		Vero Beach
WHLG	102.3	3 kw @ 285	Soft AC/EZ	AP	\$24.00	---		Stuart
WOSN	97.1	6 kw @ 328	Standards	Westwd	\$ NA	---	Capstar	
WPAW	99.7	26 kw @ 440	Country		\$20.00	---		Vero Beach
WQOL	103.7	50 kw @ 475	Oldies	CNN, Westwd	\$25.00	Katz	Capstar	Vero Beach
WZZR	92.7	50 kw @ 482	AOR		NA	Eastman	Capstar	Stuart

Notes: Other ranked stations: See West Palm Beach . . . 8/96 WSTU sold by Palm Beach (Amer. Radio Sys.) for \$350,000 (Blackburn) . . . 9/96 WOSN-F sold to Commodore (Capstar) for \$1,600,000 (MVP) . . . 10/96 WIRA changed from Sports to Black AC as WYFX

Jim Duncan

Comments: WOSN-F debuted with the number one position in 12+

# FT. WAYNE

<b>Arbitron Rank:</b> 99	<b>Pop (12+)</b> 384,600	<b>Stations</b> 24 / 20	<b>Last Year's Revenue:</b> \$15,800,000
<b>MSA Rank:</b>	103	<b>Diaries:</b> 1,298/296:1/60.5%	<b>Household Income:</b> \$42,763
<b>MSA Pop:</b>	472,000	<b>Sample Target:</b> 1,210	<b>Retail Dollars:</b> \$4.3 Bil
<b>DMA:</b>	103	<b>% Below Line:</b> 3.2	<b>#1 Biller:</b> WAJI-F \$2,700,000
<b>Average Persons Rating:</b>	16.1	<b>% Not Listed:</b> 13.9	<b>#1 Billing Portfolio:</b>
<b>Market TSL in Hours</b>	21.25	<b>Pop per Station:</b> 19,230	<b>Federated duop+ \$7,700,000</b>

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WQHK-F	72 / 11.7	9.7	13.1	10.1	8.6	826 / 21.5	20.0	25.3	84 / 984	C	WQHK-F	
2	WAJI-F	58 / 9.4	10.7	7.0	11.5	9.9	769 / 20.0	23.2	18.9	85 / 1273	D	WAJI-F	
3	WFWI-F	47 / 7.6	8.5	4.1	7.2	1.9	700 / 18.2	20.0	13.5	50 / 798	C	WFWI-F	
4	WBTU-F	37 / 6.0	6.7	8.2	6.3	10.1	597 / 15.5	15.8	17.7	113 / 1483	D	WBTU-F	
5	WBYP-F	36 / 5.8	6.9	8.7	7.0	7.2	566 / 14.7	17.6	18.2	74 / 1322	D	WBYP-F	
	WJFX-F	36 / 5.8	3.2	2.5	3.1	1.4	295 / 7.7	6.8	5.1	36 / 304	A	WJFX-F	
7	WOWO	34 / 5.5	5.2	7.0	5.4	6.6	619 / 16.1	16.6	18.3	54 / 1080	C	WOWO	
	WLDE-F	34 / 5.5	6.4	4.9	5.4	5.8	593 / 15.4	14.9	15.7	42 / 759	B	WLDE-F	
9	WEJE-F	AOR-NR	28 / 4.5	5.0	5.2	1.7	2.2	591 / 15.4	15.3	12.1	38 / 789	A	WEJE-F
10	WXKE-F	AOR/CL	27 / 4.4	2.8	3.2	4.7	4.0	372 / 9.7	7.9	8.0	32 / 457	B	WXKE-F
11	WMEE-F	AC/CHR	26 / 4.2	4.7	3.5	5.0	5.4	518 / 13.5	16.0	16.6	40 / 845	C	WMEE-F
12	WHWD	ST	23 / 3.7	4.7	0.5	1.5	3.8	303 / 7.9	7.6	4.0	25 / 330	A	WHWD
13	WGL	T	20 / 3.2	2.0	2.5	3.1	3.7	314 / 8.2	7.0	8.6	22 / 355	B	WGL
14	WGL-F	T	13 / 2.1	2.3	2.2	2.0	2.7	263 / 6.8	6.3	6.5	18 / 338		WGL-F
15	WMRI-F	EZ	12 / 1.9	2.2	3.6	3.1	2.7	225 / 5.9	5.9	7.4	17 / 344	A	WMRI-F

12+ FM Share (Metro): 82.71 % ( 440 of 532 ) ( Fall 95: 87.21 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WEJE-F	1 WBYP-F	1 WQHK-F	1 WFWI-F	1 WQHK-F	1 WQHK-F	1 WFWI-F <	1 WQHK-F	1 WQHK-F	1 WAJI-F <	1 WOWO
2 WJFX-F	2 WQHK-F	2 WFWI-F	2 WQHK-F <	2 WFWI-F	2 WOWO <	2 WQHK-F	2 WAJI-F >	2 WAJI-F >	2 WQHK-F <	2 WQHK-F <
3 WAJI-F	3 WFWI-F	3 WAJI-F >	3 WAJI-F >	3 WAJI-F >	3 WAJI-F	3 WAJI-F	3 WBYP-F <	3 WBYP-F <	3 WJFX-F	3 WAJI-F
WQHK-F >>	4 WBYP-F	4 WBYP-F	4 WBYP-F	4 WLDE-F	4 WLDE-F	4 WOWO	4 WFWI-F <	4 WFWI-F	4 WLDE-F <	4 WLDE-F
5 WXKE-F	5 WXKE-F	5 WXKE-F	5 WLDE-F <	5 WBYP-F <	5 WFWI-F	5 WBTU-F <	5 WXKE-F	5 WLDE-F <	5 WEJE-F	5 WEJE-F
6 WEJE-F	6 WBTU-F	6 WXKE-F	6 WXKE-F	6 WBTU-F	6 WBTU-F	6 WJFX-F	6 WBTU-F	6 WBTU-F	6 WOWO <	6 WBYP-F
7 WMEE-F >	7 WMEE-F	7 WLDE-F <	7 WMEE-F	7 WQHK-F	7 WHWD	7 WBYP-F	7 WGL <	7 WEJE-F <	7 WBYP-F	7 WBYP-F
		9 WJFX-F		8 WMEE-F <		8 WOWO	8 WJFX-F	8 WMEE-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 WQHK-F >	1 WQHK-F	1 WAJI-F	1 WAJI-F	1 WAJI-F <	1 WXKE-F	1 WFWI-F	1 WFWI-F	1 WFWI-F >	1 WFWI-F >
2 WAJI-F	2 WAJI-F	2 WQHK-F	2 WQHK-F >	2 WQHK-F >	2 WBYP-F	2 WBYP-F <	2 WXKE-F	2 WXKE-F	2 WQHK-F
3 WJFX-F	3 WMEE-F	3 WMEE-F >	3 WMEE-F <	3 WBTU-F	3 WQHK-F	3 WXKE-F	3 WBYP-F >>	3 WBYP-F	3 WXKE-F
4 WBYP-F	4 WBYP-F >	4 WBYP-F	4 WBTU-F <	4 WMEE-F	4 WEJE-F	4 WEJE-F	4 WAJI-F	4 WQHK-F >	4 WBYP-F
WMEE-F	5 WBTU-F	5 WBTU-F	5 WBYP-F	5 WLDE-F <	5 WFWI-F	5 WAJI-F	5 WEJE-F	5 WAJI-F <	5 WAJI-F <
WEJE-F >	WEJE-F	WEJE-F	6 WFWI-F	6 WJFX-F	6 WJFX-F	6 WQHK-F >	6 WQHK-F	6 WLDE-F <	6 WAJI-F
			7 WLDE-F	7 WFWI-F <				7 WEJE-F	
			8 WJFX-F	8 WBYP-F >					

Consolidation Report	12+	25-54	Revenue
<b>Federated</b>	38.5 %	38.6 %	48.7 %
WBYP-FM, WFWI-FM, WHWD-AM, WMEE-FM, WOWO-AM, WQHK-FM			
<b>Local - 1</b>	9.8 %	8.8 %	4.7 %
WEJE-FM, WGL-AM, WGL-FM, WGLL-FM, WIFF-AM			
<b>Local - 2</b>	4.6 %	5.3 %	6.2 %
WEXI-FM, WXKE-FM			
<b>Sarkes Tarzian</b>	14.9 %	17.6 %	22.2 %
WAJI-FM, WLDE-FM			
	<b>67.8 %</b>	<b>70.3 %</b>	<b>81.8 %</b>

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WDJB-F	AOR-P	106.3	Columbia City	1.1	7.4	7 307
WFCV	REL	1090	Ft. Wayne	1.5	1.9	9 87
WNUY-F	AC	100.1	Bluffton	0.3	0.7	3 60
WZBD-F	AC	92.7	Berne	0.3	1.2	2 48
Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WFBQ-F	AOR	94.7	Indianapolis	0.3	1.5	25 310
WGN	FS/T	720	Chicago	0.3	0.9	3 77
WLW	FS/T	700	Cincinnati	0.6	1.6	10 213



# FT. WAYNE

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	88 (4)	88 (4)	16.5 %	17.9 %
AOR/Classic/NR	0 (0)	148 (7)	148 (7)	27.8 %	27.5 %
Black/Urban	0 (0)	36 (1)	36 (1)	6.8 %	3.7 %
CHR	0 (0)	0 (0)	0 (0)	0.0 %	3.9 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	109 (2)	109 (2)	20.5 %	19.1 %
Full Service	40 (3)	0 (0)	40 (3)	7.5 %	6.4 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	20 (1)	13 (1)	33 (2)	6.2 %	5.1 %
Oldies	0 (0)	34 (1)	34 (1)	6.4 %	7.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	9 (1)	0 (0)	9 (1)	1.7 %	1.0 %
Soft AC/EZ	0 (0)	12 (1)	12 (1)	2.3 %	2.5 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	23 (1)	0 (0)	23 (1)	4.3 %	5.5 %
<b>Totals</b>	<b>92 (6)</b>	<b>440 (17)</b>	<b>532 (23)</b>		

### AM Stations

Station	Freq	Power	Format	Comments	Rate	Agency	Status
WGL	1250	2.3 kw/1 kw (DA-2)	News/Talk	CNN, Talknt, Westwd	\$<20.00	---	
WHWD	1380	5 kw (DA-2)	Standards	ABC	\$ NA	Christal	Federated
WOWO	1190	50 kw (DA-N)	Full Service	ABC, CBS	\$35.00	Katz	Federated

### FM Stations

Station	Freq	Power	Format	Comments	Rate	Agency	Status	Location
WAJI	95.1	39 kw @ 679	AC		\$53.00	Katz	Sarkes-Tarzian	
WBTU	93.3	50 kw @ 492	Country	CNN, ABC	\$42.00	Eastman	McLravy	Kendalville
WBYS	98.9	50 kw @ 453	AOR		\$47.00	Eastman	Federated	Van Wert, OH
WEJE	96.3	6.7 kw @ 554	AOR-New Rock		\$<20.00	Mc-Guild	WGL owner	Churubusco
WEXI	102.9	3 kw @ 300	See WXKE-F					Huntington
WFWI	92.3	2.7 kw @ 482	Classic AOR		\$25.00	Allied	Federated	
WGL	94.1	6 kw @ 328	See WGL-AM					Roanoke
WJFX	107.9	2.5 kw @ 358	Black	ABC	\$<20.00	Allied		New Haven
WLDE	101.7	3 kw @ 328	Oldies		\$17.00	Katz	Sarkes-Tarzian	
WMEE	97.3	26 kw @ 689	AC/CHR	ABC	\$30.00	Christal	Federated	
WQHK	105.1	13.5 kw @ 449	Country		\$40.00	Christal	Federated	Decatur
WXKE	103.9	3 kw @ 328	AOR		\$26.00	D&R		

Notes: 10/96 WDJB-F changed from CHR to Modern AC (AOR-P), calling itself "Storm 106" (no change in calls)

# FRESNO

**Arbitron Rank:** 64 **Pop (12+)** 604,400  
**MSA Rank:** 68  
**MSA Pop:** 871,000  
**DMA:** 56  
**Average Persons Rating:** 16.9  
**Market TSL In Hours** 22.75

**Stations** 29 / 27  
**Diaries:** 1,808/334:1/49.6%  
**Sample Target:** 1,670  
**% Below Line:** 1.1  
**% Not Listed:** 13.7  
**Pop per Station:** 22,385

**Last Year's Revenue:** \$25,500,000  
**Household Income:** \$32,725  
**Retail Dollars:** \$5.5 Bil.  
**#1 Biller:** KMJ \$5,600,000  
**#1 Billing Portfolio:** American Radio Sys. duop+ \$11,725,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	KMJ	N/T	136 / 13.3	9.6	9.5	11.1	10.6	10.9	1296 / 21.4	16.7	19.8	225 / 2031	G	KMJ
2	KBOS-F	CHR	91 / 8.9	10.4	9.8	8.6	9.7	9.4	1359 / 22.5	23.7	23.4	177 / 2529	D	KBOS-F
3	KJWL-F	ST	58 / 5.7	6.4	7.5	5.9	5.3	6.3	546 / 9.0	10.7	8.6	64 / 649	B	KJWL-F
4	KLBN-F	SP	54 / 5.3	4.9	7.4	7.0	3.7	6.1	657 / 10.9	11.6	7.1	80 / 780	B	KLBN-F
5	KFSO-F	O	50 / 4.9	5.2	4.2	4.2	4.5	4.6	845 / 14.0	14.6	14.4	83 / 1444	D	KFSO-F
6	KVSR-F	AC-NR	46 / 4.5	1.9	1.2	0.9	2.1	2.1	712 / 11.8	4.6	6.3	80 / 1015	D	KVSR-F
7	KSKS-F	C	41 / 4.0	5.3	3.5	4.1	5.2	4.2	700 / 11.6	11.9	12.5	91 / 1428	D	KSKS-F
8	KOQO-AF	SP	39 / 3.8	3.5	3.6	3.3	4.8	3.5	554 / 9.2	10.1	10.2	80 / 942	C	KOQO-AF
9	KJOI-F	SAC	37 / 3.6	4.3	3.7	3.6	3.8	3.8	596 / 9.9	10.1	12.0	72 / 1110	C	KJOI-F
10	KRZR-F	AOR	36 / 3.5	4.9	4.9	5.0	4.0	4.6	653 / 10.8	13.1	11.1	57 / 1078	C	KRZR-F
11	KNAX-F	C	35 / 3.4	3.4	2.6	3.9	4.1	3.3	521 / 8.6	8.8	8.7	48 / 782	D	KNAX-F
12	KTHT-F	CHR	31 / 3.0	5.2	3.8	4.6	3.0	4.2	764 / 12.6	13.4	14.5	37 / 980	C	KTHT-F
13	KFRR-F	AOR-NR	29 / 2.8	3.5	3.0	3.4	2.3	3.2	631 / 10.4	9.4	7.8	59 / 1188	B	KFRR-F
14	KJFX-F	CL AOR	28 / 2.7	1.8	3.4	3.8	3.0	2.9	606 / 10.0	9.3	8.6	65 / 1118	C	KJFX-F
15	KEZL-F	J	27 / 2.6	3.0	4.2	3.6	3.1	3.4	431 / 7.1	6.8	7.9	31 / 501	C	KEZL-F
16	KKDJ-F	SP	26 / 2.5	2.9	2.3	2.2	2.4	2.5	335 / 5.5	6.7	8.1	34 / 485	A	KKDJ-F
17	KGST	SP	18 / 1.8	1.0	2.4	2.1	1.8	1.8	227 / 3.8	4.2	4.2	19 / 270	A	KGST
18	KFIG	SP	17 / 1.7	1.2	1.7	1.1	1.5	1.4	323 / 5.3	3.7	4.0	18 / 349	A	KFIG
19	KQEQ	SP	16 / 1.6	1.7	1.4	1.8	1.5	1.6	251 / 4.1	3.7	4.8	17 / 284	A	KQEQ
20	KMPH-F	N	15 / 1.5	1.5	1.2	1.1	1.1	1.3	413 / 6.8	5.5	4.5	25 / 678	A	KMPH-F

12+ FM Share (Metro): 75.08 % ( 663 of 883 ) ( Fall 95: 76.94 % )

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 KMJ	1 KBOS-F	1 KMJ >>
2 KVSR-F	2 KLBN-F	2 KMJ	2 KFSO-F	2 KFSO-F	2 KJWL-F >	2 KBOS-F >	2 KJWL-F	KBOS-F >	2 KMJ >	2 KBOS-F
KLBN-F	3 KVSR-F	3 KLBN-F <	3 KBOS-F <	3 KBOS-F <	3 KFSO-F >	3 KFSO-F <	3 KFSO-F	3 KLBN-F	3 KLBN-F <	3 KLBN-F
4 KKDJ-F <	4 KFSO-F	4 KLBN-F	4 KLBN-F	4 KLBN-F <	4 KLBN-F <	4 KLBN-F <	4 KBOS-F <	4 KFSO-F <	4 KVSR-F	4 KVSR-F
5 KRZR-F	5 KVSR-F <	5 KSKS-F	5 KSKS-F	5 KSKS-F <	5 KJWL-F	5 KVSR-F <	5 KVSR-F <	5 KVSR-F	5 KFRR-F <	5 KFRR-F <
6 KFRR-F	6 KSKS-F <	KJFX-F	6 KJFX-F <	7 KJOI-F <		6 KJOI-F				
KSKS-F										
KMJ <										

Wom 18-24	Wom 18-34	Wom 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 KKDJ-F	1 KBOS-F	1 KMJ	1 KBOS-F >	1 KBOS-F	1 KBOS-F	1 KMJ	1 KMJ >
2 KVSR-F	2 KVSR-F <	2 KBOS-F	2 KLBN-F	2 KLBN-F	2 KLBN-F	2 KRZR-F	2 KRZR-F	2 KBOS-F	2 KFSO-F
3 KOQO-AF	3 KKDJ-F <	3 KMJ	3 KJOI-F	3 KFSO-F	KRZR-F	3 KLBN-F	3 KMJ	3 KFSO-F	3 KBOS-F
4 KJOI-F	4 KLBN-F	KVSR-F	KVSR-F <	4 KEZL-F	4 KFRR-F	4 KFRR-F	KLBN-F	KRZR-F	KRZR-F <
KLBN-F	5 KJOI-F <	KLBN-F	5 KMJ <	KJOI-F	KVSR-F	KVSR-F	5 KKDJ-F	5 KJFX-F <	5 KJFX-F <
6 KTHT-F	6 KOQO-AF	6 KEZL-F	6 KOQO-AF	KBOS-F	KOQO-AF	KSKS-F	KSKS-F	6 KLBN-F	6 KSKS-F >
KKDJ-F		KNAX-F	KFSO-F <			KMJ	KFRR-F	KSKS-F	
KFRR-F		KJOI-F							

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KBIF	REL	900	Fresno 0.6 1.6 7 104
KFRE	N/T	940	Fresno 0.9 3.4 14 368
KKTR	T	1340	Fresno 0.7 2.6 8 190
KTAA-F	SP	94.3	Kerman 0.5 1.7 5 110
KYNO	SPRTS	1300	Fresno 0.7 2.9 9 260
KZFO-F	SP	92.1	Madera 0.8 2.8 13 250

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KCIV-F	REL	99.9	Mt. Bullion 0.7 1.5 9 149
KSEQ-F	AC	97.1	Visalia 0.4 1.8 17 416

# FRESNO

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	50 (2)	50 (2)	5.7 %	0.5 %	American Radio Sys.	31.5 %	30.3 %	46.0 %
AOR/Classic/NR	0 (0)	93 (3)	93 (3)	10.5 %	12.7 %	KKDJ-FM, KMJ-AM, KNAX-FM, KOQO-AF, KSKS-FM, KVSR-FM			
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Americom	10.5 %	14.6 %	16.8 %
CHR	0 (0)	122 (2)	122 (2)	13.8 %	15.8 %	KEZL-FM, KFSD-FM, KTHT-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Mondosphere	6.2 %	7.6 %	7.0 %
Country	0 (0)	76 (2)	76 (2)	8.6 %	8.6 %	KFRR-FM, KJFX-FM, KYNO-AM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Patterson	13.1 %	10.5 %	14.8 %
Hispanic	55 (4)	128 (5)	183 (9)	20.7 %	22.0 %	KBOS-FM, KKTR-AM, KRZR-FM			
Jazz	0 (0)	27 (1)	27 (1)	3.1 %	4.7 %		61.3 %	63.0 %	84.6 %
News/Talk	152 (3)	15 (1)	167 (4)	18.9 %	13.3 %				
Oldies	0 (0)	50 (1)	50 (1)	5.7 %	7.5 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	6 (1)	7 (1)	13 (2)	1.5 %	1.6 %				
Soft AC/EZ	0 (0)	37 (1)	37 (1)	4.2 %	4.1 %				
Sports	7 (1)	0 (0)	7 (1)	0.8 %	0.8 %				
Standards	0 (0)	58 (1)	58 (1)	6.6 %	8.4 %				
<b>Totals</b>	<b>220 (9)</b>	<b>663 (20)</b>	<b>883 (29)</b>						

## AM Stations

Station	Freq	Power	Format	Consolidation	Buyer	Agency	
KFIG	1430	5 kw (DA-1)	Hispanic	\$<20.00	---	Lieberman	
KGST	1600	5 kw (DA-2)	Hispanic	\$<20.00	Lotus	Lotus	
KMJ	580	5 kw	News/Talk	Westwd, Taknt	\$91.00	Katz	Amer. Radio Sys.
KOQO	790	5 kw/2.5 kw (DA-2)	See KOQO-F				Obvis
KQEQ	1220	250 w/67 w	Black AC	\$18.00	K&P		Fowler

## FM Stations

Station	Freq	Power	Format	Consolidation	Buyer	Agency			
KBOS	94.9	16.5 kw @ 847	CHR	ABC	\$51.00	Eastman	Patterson	Tulare	
KEZL	96.7	25 kw @ 328	Jazz		\$30.00	Mc-Guild	Americom	Fowler	
KFRR	104.1	17 kw @ 853	AOR-New Rock		\$24.00	---	Mondosphere	Woodlake	
KFSO	92.9	17.5 kw @ 853	Oldies		\$51.00	Mc-Guild	Americom	Visala	
KJFX	95.7	17.5 kw @ 850	Classic AOR		\$33.00	CBS	Mondosphere		
KJOI	98.9	19 kw @ 820	Soft AC		\$29.00	Allied		Dinuba	
KJWL	99.3	5 kw @ 340	Standards	Westwd, CNN	\$25.00	---			
KKDJ	105.9	2.4 kw @ 1960	Hispanic		NA	D&R	Amer. Radio Sys.		
KLBN	105.1	0.57 kw @ 1969	Hispanic		CBS	\$22.00	Lotus	Lotus	Auberry
KMPH	107.5	20.5 kw @ 783	News	CBS, AP	\$20.00	Eastman	Pappas	Hanford	
KNAX	97.9	2.1 kw @ 1988	Country		\$49.00	D&R	Amer. Radio Sys.		
KOQO	101.9	2.3 kw @ 1948	Hispanic		CNN	\$27.00	Katz Hisp.	Amer. Radio Sys.	
KRZR	103.7	50 kw @ 500	AOR		\$37.00	Eastman	Patterson	Hanford	
KSKS	93.7	68 kw @ 1912	Country		\$49.00	Katz	Amer. Radio Sys.		
KTHT	102.7	50 kw @ 500	CHR/AC	ABC	\$28.00	Banner	Americom		
KVSR	101.1	10 kw @ 1076	AC-New Rock		\$NA	Katz	Amer. Radio Sys.		

Notes: 7/96 KRBT-F changed from Country to Modern AC (AC-NR) as "Star 101" . . . 7/96 KKDJ-F changed from 70's Oldies to Hispanic as "Romantica 106" . . . 12/96 KRBT-F changed calls to KVSR-F; format remains Modern AC

Jim Duncan

Comments: KMJ bounced back to its best book in two years . . . KVSR-F enjoyed its best book ever . . . An interesting battle for Hispanic listening is shaping up between Lotus and American Radio Systems

# GAINESVILLE-OCALA

**Arbitron Rank:** 108 Pop (12+) 368,800  
**MSA Rank:** 202 - Gnsvl.; 186 - Ocala  
**MSA Pop:** 427,000  
**DMA:** 167  
**Average Persons Rating:** 16.2  
**Market TSL in Hours:** 22.00

**Stations:** 34 / 21  
**Diaries:** 768/480:1/47.9%  
**Sample Target:** 800  
**% Below Line:** 16.2  
**% Not Listed:** 15.2  
**Pop per Station:** 17,562

**Last Year's Revenue:** \$10,500,000  
**Household Income:** \$28,902  
**Retail Dollars:** \$3.9 Bil  
**#1 Biller:** WKTK-F \$2,500,000  
**#1 Billing Portfolio:**  
 Entercom (WKTK-F) \$2,500,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1	WOGK-F	80 / 13.4	12.6	12.5	9.4	10.1	697 / 18.9	19.4	20.9	110 / 1246	C	WOGK-F
2	WKTK-F	54 / 9.0	8.4	6.9	10.8	8.7	742 / 20.1	19.1	15.6	93 / 1224	D	WKTK-F
3	WRUF-F	35 / 5.9	7.5	6.6	7.2	6.5	648 / 17.6	17.7	19.0	53 / 945	C	WRUF-F
4	WTRS-F	31 / 5.2	5.1	6.4	6.4	6.0	366 / 9.9	10.8	12.7	38 / 530	C	WTRS-F
5	WJHM-F	27 / 4.5	3.7	3.5	4.5	3.2	317 / 8.6	7.9	8.4	54 / 467	C	WJHM-F
6	WMFQ-F	26 / 4.4	5.1	5.4	4.0	5.6	258 / 7.0	11.0	9.5	34 / 432	B	WMFQ-F
	WNDD-FF	26 / 4.4	3.2	2.2	2.6	2.4	299 / 8.1	7.8	6.4	32 / 341	B	WNDD-FF
8	WTMG-F	25 / 4.2	4.7	3.6	3.2	3.4	289 / 7.8	7.5	7.0	27 / 341	A	WTMG-F
	WYKS-F	25 / 4.2	2.1	3.8	3.6	2.0	444 / 12.0	9.5	11.2	30 / 529	B	WYKS-F
10	WYGC-F	24 / 4.0	3.2	2.9	0.9	2.4	263 / 7.1	7.4	6.9	25 / 301	A	WYGC-F
11	WOCL-F	18 / 3.0	1.9	2.2	1.3	2.2	239 / 6.5	5.8	6.5	23 / 359	C	WOCL-F
12	WRUF	16 / 2.7	2.5	1.9	0.9	1.6	254 / 6.9	5.6	4.6	17 / 262	A	WRUF
13	WRRX-F	14 / 2.3	2.5	2.6	1.1	1.4	169 / 4.6	6.4	5.8	15 / 182	A	WRRX-F
14	WOCA	12 / 2.0	2.8	3.1	3.8	2.8	104 / 2.8	4.8	4.4	12 / 104	A	WOCA
15	WRZN	10 / 1.7	4.9	3.6	4.7	5.0	146 / 3.9	7.1	4.6	26 / 280	B	WRZN

12+ FM Share (Metro): 87.35 % ( 442 of 506 ) ( Fall 95: 81.39 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WJHM-F >>	1 WOGK-F	1 WOGK-F <	1 WKTK-F <	1 WOGK-F <	1 WOGK-F >	1 WOGK-F	1 WOGK-F	1 WOGK-F >	1 WOGK-F >>	1 WOGK-F >
2 WOGK-F	2 WRUF-F	2 WKTK-F	2 WOGK-F >	2 WKTK-F >	2 WKTK-F >	2 WKTK-F >	2 WKTK-F >	2 WKTK-F >	2 WYKS-F	2 WYKS-F >
WYKS-F >>	3 WKTK-F	3 WRUF-F	3 WRUF-F <	3 WRUF-F <	3 WTRS-F	3 WTMG-F	3 WRUF-F <	3 WTRS-F	WJHM-F	
	4 WNDD-FF	4 WNDD-FF	4 WNDD-FF	4 WNDD-FF	4 WMFQ-F	4 WRUF-F <	4 WMFQ-F	4 WRUF-F	4 WKTK-F	
	WYKS-F	5 WTMG-F	5 WNDD-F	5 WTRS-F	5 WYGC-F	5 WTRS-F	WNDD-FF <	5 WJHM-F	5 WRUF-F	
	6 WJHM-F	6 WNDD-F	6 WTRS-F	6 WNDD-F	6 WOCL-F	6 WYGC-F <	6 WYGC-F	6 WYGC-F <	6 WTMG-F <	
	7 WTMG-F	WYKS-F				7 WYKS-F <		7 WYKS-F	WNDD-FF	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WYKS-F >	1 WOGK-F <	1 WKTK-F >	1 WKTK-F	1 WKTK-F	1 WRUF-F	1 WRUF-F	1 WOGK-F	1 WOGK-F	1 WOGK-F
2 WTMG-F	2 WKTK-F <	2 WOGK-F	2 WOGK-F >	2 WOGK-F >	2 WJHM-F >	2 WOGK-F	2 WRUF-F >	2 WRUF-F <	2 WKTK-F
WOGK-F	3 WYKS-F >	3 WTRS-F	3 WTRS-F	3 WTRS-F	3 WTMG-F >	3 WNDD-FF	3 WKTK-F	3 WKTK-F	3 WNDD-FF <
4 WJHM-F	4 WTRS-F	4 WNDD-FF	4 WRUF-F	4 WRUF-F	4 WNDD-FF >>	WJHM-F	WRRX-F	4 WNDD-FF >	4 WRUF-F >
5 WRUF-F >	WJHM-F	5 WYKS-F	WYKS-F	5 WNDD-FF		5 WKTK-F	WNDD-FF >	5 WRRX-F	5 WRRX-F >
	WTMG-F	WRUF-F >	WTMG-F	WTMG-F		6 WTMG-F		6 WTMG-F	
	WRUF-F		7 WNDD-FF			WRRX-F		7 WJHM-F	
	WNDD-FF >								

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAVQ-F	EZ	104.3	Inglis 0.3 1.5 8 155
WLUS	ST	980	Gainesville 1.2 2.4 8 123
WMOP	SPRTS	900	Ocala 1.3 3.0 8 110
WNFQ-F	B	100.5	Newberry 0.8 3.0 13 231
WTMC	T	1290	Ocala 0.5 1.5 3 61
WWLO	B	1430	Gainesville 0.5 2.1 3 76
WYOC-F	O	104.9	Oldies 0.7 3.0 8 152

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAPE-F	CHR	95.1	Jacksonville 0.3 1.3 7 181
WCFB-F	B/A/C	94.5	Daytona Beach 0.8 2.9 14 175
WFKS-F	CHR	99.9	Palatka 1.3 6.2 13 346
WHTQ-F	CL AOR	96.5	Orlando 0.2 1.4 5 84
WJRR-F	AOR-NR	101.1	Cocoa Beach 1.0 2.2 8 113
WMGF-F	AC	107.9	Mt. Dora 1.0 3.6 10 230
WNFB-F	AC/CHR	94.3	Lake City 0.5 1.6 14 185
WOKV	N/T	690	Jacksonville 0.8 2.7 8 124
WTKS-F	T	104.1	Cocoa Beach 0.8 2.3 10 143
WWKA-F	C	92.3	Orlando 0.7 1.6 7 119
WXXL-F	CHR	106.7	Tavares 1.2 4.1 9 208

# GAINESVILLE-OCALA

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	63 (3)	63 (3)	12.5 %	12.6 %
AOR/Classic/NR	0 (0)	81 (6)	81 (6)	16.0 %	17.0 %
Black/Urban	3 (1)	62 (4)	65 (5)	12.8 %	14.2 %
CHR	0 (0)	42 (4)	42 (4)	8.3 %	4.3 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	139 (4)	139 (4)	27.5 %	26.9 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	36 (4)	5 (1)	41 (5)	8.1 %	8.9 %
Oldies	0 (0)	22 (2)	22 (2)	4.3 %	3.2 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	28 (2)	28 (2)	5.5 %	6.3 %
Sports	8 (1)	0 (0)	8 (1)	1.6 %	0.0 %
Standards	17 (2)	0 (0)	17 (2)	3.4 %	6.7 %
<b>Totals</b>	<b>64 (8)</b>	<b>442 (26)</b>	<b>506 (34)</b>		

Consolidation Report	12+	25-54	Revenue
<b>Asterisk</b> WMFQ-FM, WTRS-AM, WTRS-FM, WYGC-FM	13.6 %	9.3 %	20.0 %
	<b>13.6 %</b>	<b>9.3 %</b>	<b>20.0 %</b>

### AM Stations

Station	Power	Time	Format	Company	City
WOCA	1370	5 kw/33 w	Tak	ABC \$<20.00 ---	Ocala
WRUF	850	5 kw (DA-N)	News/Tak	CBS \$<20.00 --- Univ. of Florida	Gainesville
WRZN	720	10 kw/250 w (DA-N)	Standards	ABC \$<20.00 ---	Hernando
WWLO	1430	2.5 kw (Days)	Black/Gospel	\$11.00 ---	Gainesville

### FM Stations

Station	Power	Time	Format	Company	City
WTKT	98.5	100 kw @ 1322	AC	\$48.00 --- Entercom	Crystal River
WMFQ	92.9	50 kw @ 476	Soft AC	USA \$20.00 --- Asterisk	Ocala
WNDD	95.5	6 kw @ 328	AOR	ABC \$<20.00 ---	Silver Springs
WNDT	92.5	3.2 kw @ 443	See WNDD-F		Alachua
WNFQ	100.5	11 kw @ 492	Black	\$ NA Mc-Guild	Newberry
WOGK	93.7	100 kw @ 1348	Country	\$35.00 Katz Dix	Ocala
WRRX	97.7	3.2 kw @ 305	AOR/Classic	Westwd \$<20.00 Christal	Micanopy
WRUF	103.7	100 kw @ 768	AOR	Source \$32.00 --- Univ. of Florida	Gainesville
WTMG	101.3	3.5 kw @ 433	Black AC	ABC \$<20.00 ---	Williston
WTRS	102.3	50 kw @ 489	Country	ABC \$29.00 --- Asterisk	Dunellon
WYGC	100.9	3 kw @ 298	Country	\$<20.00 Mc-Guild Asterisk	Gainesville
WYKS	105.5	3 kw @ 466	CHR	\$<20.00 ---	Gainesville

Notes: Other ranked stations: See Orlando . . . 7/96 WFEZ-F changed from Black to Black AC as WTMG-F . . . 8/96 WMOP was sold for \$350,000 . . . 9/96 WWLO was sold for \$200,000 . . . 10/96 WMOP changed from Country to Sports

# GRAND RAPIDS

**Arbitron Rank:** 66 **Pop (12+)** 596,600  
**MSA Rank:** 55  
**MSA Pop:** 739,000  
**DMA:** 38 (w/Kalamazoo)  
**Average Persons Rating:** 15.6  
**Market TSL in Hours** 20.50

**Stations** 29 / 22  
**Diaries:** 1,801/331:1/57.7%  
**Sample Target:** 1,740  
**% Below Line:** 10.5  
**% Not Listed:** 16.5  
**Pop per Station:** 27,118

**Last Year's Revenue:** \$30,000,000  
**Household Income:** \$48,501  
**Retail Dollars:** \$7.4 Bil  
**#1 Biller:** WLHT-F \$4,800,000  
**#1 Billing Portfolio:**  
 Clear Channel duop+ \$12,500,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WOOD	T	73 / 7.9	7.5	6.9	7.4	6.8	7.4	1101 / 18.5	15.6	16.0	88 / 1364	D	WOOD
2	WLAV-F	CL AOR	70 / 7.5	7.3	7.0	7.8	8.3	7.4	972 / 16.3	14.5	17.4	100 / 1682	D	WLAV-F
	WOOD-F	SAC	70 / 7.5	7.5	7.7	7.5	7.3	7.6	1162 / 19.5	20.2	19.1	109 / 1994	E	WOOD-F
4	WGRD-F	AOR-NR	64 / 6.9	7.7	6.5	6.8	5.5	7.0	1137 / 19.1	18.7	17.3	102 / 1917	D	WGRD-F
5	WBCT-F	C	60 / 6.5	10.2	10.2	8.8	10.1	8.9	912 / 15.3	19.1	20.8	189 / 2436	F	WBCT-F
6	WLHT-F	AC	52 / 5.6	5.3	6.8	6.4	6.4	6.0	812 / 13.6	13.8	15.2	57 / 994	F	WLHT-F
7	WSNX-F	CHR	50 / 5.4	6.0	6.1	5.2	5.9	5.7	1153 / 19.3	19.2	19.3	97 / 2003	C	WSNX-F
8	WKLQ-F	AOR	46 / 5.0	5.2	5.0	3.8	5.7	4.7	732 / 12.3	14.7	15.7	91 / 1640	F	WKLQ-F
9	WCUZ-F	C	45 / 4.8	4.5	3.5	4.6	3.4	4.4	730 / 12.2	10.9	10.1	82 / 1406	C	WCUZ-F
10	WODJ-F	O	39 / 4.2	4.9	4.5	4.5	4.7	4.5	767 / 12.9	14.3	14.0	65 / 1425	C	WODJ-F
11	WMUS-F	C	26 / 2.8	2.4	2.4	2.8	2.8	2.6	406 / 6.8	6.5	6.7	63 / 1022		WMUS-F
	WFGR-F	CL	26 / 2.8	1.9	1.9	2.7	2.4	2.3	462 / 7.7	6.6	7.2	40 / 522	A	WFGR-F
13	WJQK-F	REL	22 / 2.4	2.5	2.7	2.8	1.6	2.6	383 / 6.4	6.1	4.7	26 / 455	A	WJQK-F
14	WMJH	ST	19 / 2.0	1.8	0.4				161 / 2.7	1.6		27 / 239	A	WMJH
	WKWM	B	19 / 2.0	1.5	1.8	1.4	3.2	1.7	128 / 2.1	2.5	3.1	19 / 128	A	WKWM
16	WAKX-F	AC/CHR	16 / 1.7	1.7	1.8	1.3	1.2	1.6	495 / 8.3	7.6	4.4	21 / 887	A	WAKX-F
17	WQFN-F	J/EZ	14 / 1.5	1.4	2.1	1.7	1.2	1.7	240 / 4.0	4.5	3.5	15 / 280	A	WQFN-F
18	WFUR-F	REL	13 / 1.4	2.0	1.6	1.7	1.9	1.7	313 / 5.3	4.7	6.9	18 / 486	A	WFUR-F

12+ FM Share (Metro): 82.06 % ( 636 of 775 ) ( Fall 95: 83.88 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WSNX-F >>>	1 WGRD-F	1 WLAV-F	1 WLAV-F	1 WLAV-F	1 WOOD	1 WGRD-F	1 WOOD	1 WOOD-F <	1 WSNX-F	1 WOOD >
2 WGRD-F	2 WKLQ-F <	2 WGRD-F	2 WOOD-F <	2 WOOD-F <	2 WOOD-F	2 WOOD	2 WOOD-F	2 WLAV-F	2 WKLQ-F	2 WBCT-F >
	3 WLAV-F	3 WOOD-F <	3 WLHT-F <	3 WLHT-F	3 WLAV-F	3 WLAV-F	3 WLAV-F	3 WGRD-F <	WGRD-F <	
	4 WBCT-F	4 WLHT-F <	4 WGRD-F <	4 WBCT-F	4 WLHT-F <	4 WBCT-F <	4 WLHT-F <	4 WBCT-F <	4 WLAV-F <	
	5 WOOD-F <	5 WBCT-F <	5 WBCT-F <	WOOD <	5 WCUZ-F	5 WLHT-F	5 WBCT-F	5 WOOD <	5 WBCT-F <	
	6 WSNX-F	6 WKLQ-F	6 WOOD	6 WGRD-F	WODJ-F <	WOOD-F	6 WGRD-F	6 WSNX-F	6 WOOD-F	
	7 WLHT-F >	7 WOOD	7 WKLQ-F <	7 WODJ-F	7 WBCT-F >	7 WCUZ-F		WLHT-F	7 WOOD	
						8 WKLQ-F <			WODJ-F	
									WLHT-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 WSNX-F >>	1 WGRD-F	1 WOOD-F <	1 WOOD-F	1 WOOD-F	1 WGRD-F	1 WKLQ-F <	1 WLAV-F	1 WLAV-F >	1 WLAV-F >
2 WGRD-F	WOOD-F <	2 WGRD-F	2 WLHT-F	2 WLHT-F	2 WKLQ-F >>>	2 WGRD-F	2 WKLQ-F	2 WGRD-F <	2 WOOD <
3 WLAV-F	3 WSNX-F	3 WBCT-F	3 WBCT-F <	3 WBCT-F	3 WBCT-F	3 WLAV-F >	3 WGRD-F	3 WKLQ-F >	3 WGRD-F
	WOOD-F	4 WBCT-F <	4 WLHT-F >	4 WGRD-F	4 WGRD-F <	WLAV-F >>	4 WBCT-F >>	4 WOOD <	WKLQ-F
5 WBCT-F	5 WLHT-F >	5 WOOD	5 WSNX-F	5 WOOD				5 WBCT-F	5 WBCT-F
	WLHT-F	6 WLAV-F	6 WLAV-F	6 WLAV-F					6 WODJ-F
	WKWM	WAKX-F		WODJ-F					WLHT-F
	WAKX-F			8 WCUZ-F					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBBL	SPRTS	1340	Grand Rapids 0.9 2.8 8 178
WCJZ	T	1230	Grand Rapids 0.6 2.6 7 188
WGHN-AF	AC	92.1	Grand Haven 0.4 1.4 4 99
WHTC	T	1450	Holland 0.9 2.4 11 190
WMFN	SPRTS	640	Zeeland 0.5 2.3 5 153

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WCXT-F	AC	105.3	Hart 0.4 1.7 11 372
WEVS-F	O	92.7	Saugatuck 0.5 1.3 7 96
WMRR-F	AOR	101.7	Muskegon Hts. 0.5 2.3 24 392
WQLR-F	AC	106.5	Kalamazoo 0.3 1.7 31 615
WSHZ-F	AC/CHR	107.9	Muskegon 0.4 1.7 7 192

# GRAND RAPIDS

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	1 (1)	81 (6)	82 (7)	10.6 %	11.1 %	<b>Bloomington</b> WKLQ-FM, WLAV-FM, WBBL-AM	13.4 %	16.0 %	21.0 %
AOR/Classic/NR	0 (0)	185 (4)	185 (4)	23.9 %	23.1 %	<b>Clear Channel</b> WAKX-FM, WOOD-FM, WOOD-AM, WCUZ-FM, WCUZ-AM, WBCT-FM	29.0 %	28.3 %	41.7 %
Black/Urban	19 (1)	0 (0)	19 (1)	2.5 %	3.1 %	<b>Goodrich</b> WODJ-FM, WKWM-AM, WSNX-FM	11.6 %	10.0 %	11.6 %
CHR	0 (0)	50 (1)	50 (1)	6.5 %	7.1 %	<b>Kuiper</b> WQFN-FM, WFUR-FM, WFUR-AM	2.9 %	2.3 %	1.0 %
Classical	0 (0)	26 (1)	26 (1)	3.4 %	2.2 %	<b>Patterson</b> WGRD-AM, WLHT-FM, WGRD-FM	12.5 %	14.7 %	22.7 %
Country	0 (0)	131 (3)	131 (3)	16.9 %	18.8 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	14 (1)	14 (1)	1.8 %	0.0 %				
News/Talk	87 (3)	0 (0)	87 (3)	11.2 %	10.0 %				
Oldies	0 (0)	44 (2)	44 (2)	5.7 %	5.6 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	35 (2)	35 (2)	4.5 %	5.0 %				
Soft AC/EZ	0 (0)	70 (1)	70 (1)	9.0 %	11.4 %				
Sports	13 (2)	0 (0)	13 (2)	1.7 %	1.4 %				
Standards	19 (1)	0 (0)	19 (1)	2.5 %	0.9 %				
<b>Totals</b>	<b>139 (8)</b>	<b>636 (21)</b>	<b>775 (29)</b>				<b>69.4 %</b>	<b>71.4 %</b>	<b>98.0 %</b>

### AM Stations

Station	Freq	Power	Day	Genre	Comments	Revenue	Advertiser	Station
WKWM	1140	5 kw	Days, DA	Black	AURN	\$<20.00	D&R	Goodrich
WMJH	810	3.5 kw	Days	Standards	Westwd, CBS	\$ NA	---	Rockford
WOOD	1300	5 kw	(DA-N)	Full Svc/Tak	Westwd, Tknt, CBS	\$47.00	Clr Chnl	Clear Channel

### FM Stations

Station	Freq	Power	Genre	Comments	Revenue	Advertiser	Station
WAKX	96.1	50 kw @ 492	CHR		\$<20.00	Christal	Clear Channel
WBCT	93.7	320 kw @ 780	Country		\$85.00	Clr Chnl	Clear Channel
WCUZ	101.3	50 kw @ 420	Country		\$40.00	Clr Chnl	Clear Channel
WFGR	98.7	2.8 kw @ 492	Classical		\$<20.00	Allied	
WFUR	102.9	50 kw @ 492	Religion		\$<20.00	---	Kuiper
WGRD	97.9	13 kw @ 590	AOR-New Rock		\$51.00	Eastman	Patterson
WJQK	99.3	4.7 kw @ 371	Religion		ABC \$<20.00	Mich.	Zeeland
WKLQ	94.5	50 kw @ 500	AOR		ABC \$73.00	Banner	Bloomington
WLAV	96.9	50 kw @ 489	Classic AOR		ABC \$57.00	---	Bloomington
WLHT	95.7	40 kw @ 554	AC		ABC \$87.00	Eastman	Patterson
WODJ	107.3	50 kw @ 492	Oldies		\$44.00	D&R	Goodrich
WOOD	105.7	265 kw @ 810	Soft AC		\$62.00	Clr Chnl	Clear Channel
WQFN	100.5	3 kw @ 328	Jazz/EZ		\$ NA	---	Kuiper
							Waker

Notes: WQFN-F reclassified as Jazz/EZ Listening (from EZ/Jazz) as Jazz predominates in the music mix . . . 10/96 WAKX-F sold by Pathfinder to Clear Channel (D+) for \$4,100,000

# GREEN BAY

<b>Arbitron Rank:</b> 181	<b>Pop (12+)</b> 174,300	<b>Stations</b> 22 / 9	<b>Last Year's Revenue:</b> \$10,000,000
<b>MSA Rank:</b>	191	<b>Diaries:</b> 603/289:1/63.5%	<b>Household Income:</b> \$47,223
<b>MSA Pop:</b>	216,000	<b>Sample Target:</b> 610	<b>Retail Dollars:</b> \$2.3 Bil
<b>DMA:</b>	71 (w/Appleton)	<b>% Below Line:</b> 35.2	<b>#1 Biller:</b> WIXX-F \$3,600,000
<b>Average Persons Rating:</b>	17.3	<b>% Not Listed:</b> 11.6	<b>#1 Billing Portfolio:</b>
<b>Market TSL in Hours</b>	22.25	<b>Pop per Station:</b> 19,367	<b>Midwest Commun. duop</b> \$5,500,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1	WIXX-F	CHR	52 / 17.3	16.3	19.5		738 / 42.3	36.8		192 / 2921	WIXX-F
2	WAPL-F	AOR	29 / 9.6	11.0	11.7		373 / 21.4	22.9		129 / 1658	WAPL-F
3	WNFL	T	25 / 8.3	4.7	5.0		465 / 26.7	13.8		33 / 665	WNFL
	WQLH-F	AC	25 / 8.3	7.8	7.0		349 / 20.0	19.0		42 / 793	WQLH-F
5	WNCY-F	C	21 / 7.0	6.3	0.3		327 / 18.7	14.0		86 / 1383	WNCY-F
6	WGEE	N/T	16 / 5.3	5.0	5.4		186 / 10.7	14.3		21 / 329	WGEE
7	WOZZ-F	AOR/CL	13 / 4.3	5.0	5.7		286 / 16.4	17.0		48 / 991	WOZZ-F
	WDUZ	FS	13 / 4.3	4.7	5.7		224 / 12.9	15.9		16 / 293	WDUZ
9	WKSZ-F	CHR	11 / 3.6	3.7	3.4		282 / 16.2	16.5		28 / 841	WKSZ-F
10	WLTM-F	SAC	10 / 3.3	6.3	10.1		210 / 12.1	19.5		16 / 368	WLTM-F
11	WAUN-F	E	9 / 3.0	1.3	1.3		49 / 2.8	1.9		15 / 193	WAUN-F
	WOGB-F	O	9 / 3.0	2.0			202 / 11.6	6.2		27 / 506	WOGB-F

12+ FM Share (Metro): 76.32 % ( 203 of 266 ) ( Fall 95: NA )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WIXX-F >>	1 WIXX-F >	1 WIXX-F >	1 WIXX-F	1 WIXX-F >	1 WIXX-F	1 WIXX-F >>	1 WIXX-F	1 WIXX-F >	1 WIXX-F	1 WNFL
2 WKSZ-F >	2 WAPL-F >	2 WAPL-F	2 WAPL-F <	2 WAPL-F <	WNFL	2 WAPL-F <	2 WAPL-F	2 WAPL-F	2 WNFL	2 WIXX-F
3 WNCY-F >>	3 WQLH-F >>	3 WQLH-F >	3 WQLH-F >	3 WQLH-F	3 WGEE	3 WQLH-F	3 WQLH-F	3 WQLH-F	3 WNCY-F >	3 WNCY-F
	4 WNCY-F	4 WNCY-F <	4 WNFL <	4 WNFL	4 WQLH-F	4 WGEE >	4 WNFL <	4 WNCY-F	4 WAPL-F	4 WQLH-F
		5 WNFL <	5 WNCY-F <	5 WNCY-F	WNCY-F	5 WDUZ <	5 WDUZ	5 WKSZ-F	5 WOZZ-F	
		6 WOZZ-F	6 WOZZ-F	6 WOZZ-F	6 WDUZ	6 WNCY-F <	6 WOZZ-F	6 WOZZ-F	WKSZ-F	
					7 WAUN-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 WIXX-F >>	1 WIXX-F >	1 WIXX-F	1 WIXX-F >	1 WIXX-F >	1 WAPL-F	1 WAPL-F	1 WAPL-F >	1 WAPL-F	1 WAPL-F
2 WNCY-F >>	2 WQLH-F >>	2 WQLH-F >>>	2 WQLH-F >	2 WQLH-F >	WIXX-F >>>	2 WIXX-F >>>	2 WIXX-F >>	2 WIXX-F >	2 WIXX-F
	3 WNCY-F		3 WNCY-F	3 WLTM-F	3 WBO-F >>	3 WQLH-F	3 WNFL	3 WQLH-F	3 WNFL
	4 WAPL-F		4 WAPL-F	WLTM-F		4 WQLH-F >	4 WQLH-F >	4 WQLH-F >	4 WQLH-F >
	5 WLTM-F >		5 WAPL-F	WAPL-F			5 WOZZ-F	5 WOZZ-F	5 WOZZ-F

Consolidation Report	12+	25-54	Revenue
<b>Midwest Communications</b> WGEE-AM, WIXX-FM, WLTM-FM	25.9 %	25.3 %	55.0 %
	<b>25.9 %</b>	<b>25.3 %</b>	<b>55.0 %</b>

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WEZR-F	J	107.5	Brillon	1.0	3.7	6	156
WGBM-F	AC	94.7	Green Bay	1.7	5.7	6	169

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WCUB	C	980	Manitowoc	0.3	1.7	5	222
WHBY	FS	1150	Kimberley	0.7	2.5	38	610
WKFX-F	O	104.9	Kaukauna	1.3	8.7	13	303
WNAM	ST	1280	Neehah-Menasha	1.7	3.8	33	468



## GREEN BAY

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	30 (2)	30 (2)	11.3 %	10.0 %
AOR/Classic/NR	0 (0)	42 (2)	42 (2)	15.8 %	17.7 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	63 (2)	63 (2)	23.7 %	22.1 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	1 (1)	21 (1)	22 (2)	8.3 %	14.4 %
Full Service	16 (3)	0 (0)	16 (3)	6.0 %	5.9 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	41 (2)	0 (0)	41 (2)	15.4 %	11.4 %
Oldies	0 (0)	20 (3)	20 (3)	7.5 %	8.1 %
Others/Unknown	0 (0)	9 (1)	9 (1)	3.4 %	1.5 %
Religion/Gospel	0 (0)	3 (1)	3 (1)	1.1 %	1.1 %
Soft AC/EZ	0 (0)	15 (3)	15 (3)	5.6 %	3.7 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	5 (1)	0 (0)	5 (1)	1.9 %	4.1 %
<b>Totals</b>	<b>63 (7)</b>	<b>203 (15)</b>	<b>266 (22)</b>		

### AM Stations

Station	Power	Format	Advertisers	Agency	Agency
WDUZ	1400 1 kw	Full Service	ABC, Westwd, CBS	\$16.00	Mc-Guild
WGEE	1360 5 kw (DA-N)	News/Tak	ABC	\$ NA	Banner Midwest Commun.
WNFL	1440 5 kw/500 w (DA-2)	Tak	CBS, ABC, Taknt	\$15.00	Christal

### FM Stations

Station	Power	Format	Advertisers	Agency	Agency
WIXX	101.1 100 kw @ 1080	CHR		\$57.00	Banner Midwest Commun.
WKSZ	95.9 25 kw @ 272	CHR		\$ NA	K&P Woodward DePere
WLTM	99.7 46 kw @ 512	Soft AC		\$30.00	Banner Midwest Commun. Sturgeon Bay
WQLH	98.5 100 kw @ 500	AC	ABC	\$35.00	Mc-Guild

Notes: This is Green Bay's first Fall Arbitron . . . 9/96 WGEE-F changed from Country to Soft AC as WLTM-F ("Lite 99.7")

Jim Duncan

Comments: With the Fall ratings (for the first time) we finally can see how WNFL does with Packers football . . . WNCY-F picked up much of the former WGEE-F's audience

# GREENSBORO-WINSTON SALEM

Arbitron Rank: 41	Pop (12+): 970,300	Stations: 30 / 23	Last Year's Revenue: \$31,600,000
MSA Rank: 47		Diaries: 2,359/411:1/55.9%	Household Income: \$38,477
MSA Pop: 1,130,000		Sample Target: 2,250	Retail Dollars: \$11.2 Bil.
DMA: 47		% Below Line: 8.0	#1 Biller: WTQR-F \$7,500,000
Average Persons Rating: 15.9		% Not Listed: 15.8	#1 Billing Portfolio:
Market TSL In Hours: 20.75		Pop per Station: 42,187	Clear Channel duop \$12,000,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WTQR-F	C	164 / 10.6	11.5	11.3	11.7	12.7	11.3	2233 / 23.0	23.4	24.8	274 / 3645	H	WTQR-F
2	WQMG-F	B	127 / 8.2	5.5	6.1	4.7	4.1	6.1	1252 / 12.9	13.5	11.3	161 / 1822	C	WQMG-F
3	WJMH-F	B	102 / 6.6	6.8	8.6	6.4	5.4	7.1	1412 / 14.6	17.5	13.8	163 / 2479	D	WJMH-F
4	WMAG-F	AC	90 / 5.8	6.7	6.1	7.2	7.0	6.5	1460 / 15.0	14.0	14.0	118 / 1877	E	WMAG-F
5	WMQX-F	O	88 / 5.7	5.5	5.5	5.1	5.6	5.4	1381 / 14.2	13.9	13.3	123 / 2088	C	WMQX-F
6	WKZL-F	CHR/AC	84 / 5.4	6.2	6.8	7.2	6.6	6.4	1466 / 15.1	16.9	15.2	112 / 2072	E	WKZL-F
7	WHSL-F	C	79 / 5.1	4.2	4.4	4.5	2.7	4.6	1275 / 13.1	11.9	8.7	102 / 1791	B	WHSL-F
8	WKRR-F	AOR/CJL	77 / 5.0	5.3	4.0	4.4	4.7	4.7	1245 / 12.8	11.4	11.6	104 / 1788	D	WKRR-F
9	WSJS	FS/T	72 / 4.7	4.4	4.5	4.3	3.9	4.5	1117 / 11.5	10.3	10.2	75 / 1188	D	WSJS
10	WXRA-F	AOR	45 / 2.9	4.1	3.5	5.1	4.5	3.9	1098 / 11.3	12.3	13.8	67 / 1561	C	WXRA-F
11	WEND-F	AOR-NR	43 / 2.8	2.5	3.0	2.8	2.6	2.8	766 / 7.9	7.9	7.9	83 / 1349	D	WEND-F
12	WPCM-F	C	38 / 2.5	2.8	2.1	1.6	2.5	2.2	708 / 7.3	6.7	7.8	84 / 1445	C	WPCM-F
13	WQMG	G	35 / 2.3	1.6	1.3	0.9	2.5	1.5	225 / 2.3	2.5	2.2	36 / 236	A	WQMG
14	WFMX-F	C	31 / 2.0	1.6	1.8	1.0	2.5	1.6	563 / 5.8	5.5	6.9	67 / 1256	C	WFMX-F
15	WMFR	T/FS	30 / 1.9	1.0	1.3	1.2	1.2	1.4	336 / 3.5	2.5	2.8	30 / 336	A	WMFR
	WKSJ-F	C	30 / 1.9	3.0	3.4	3.7	4.6	3.0	778 / 8.0	8.8	12.9	51 / 1350	C	WKSJ-F
17	WDCCG-F	CHR	25 / 1.6	1.4	1.3	1.9	1.4	1.8	581 / 6.0	5.1	5.6	81 / 1455	C	WDCCG-F
	WWGL-F	REL	25 / 1.6	1.0	1.4	1.7	1.3	1.4	501 / 5.2	3.8	4.4	35 / 866	C	WWGL-F
19	WKEW	T	20 / 1.3	0.6	0.9	0.9	0.6	0.9	270 / 2.8	1.8	1.7	20 / 270	C	WKEW

12+ FM Share (Metro): 83.36 % ( 1082 of 1298 ) ( Fall 95: 80.60 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WJMH-F >>>	1 WQMG-F <	1 WQMG-F <	1 WQMG-F <	1 WQMG-F <	1 WTQR-F >	1 WTQR-F >	1 WTQR-F >	1 WTQR-F	1 WQMG-F	1 WQMG-F
2 WEND-F >	2 WJMH-F <	2 WTQR-F	2 WTQR-F	2 WTQR-F >	2 WMQX-F <	2 WKZL-F	2 WMAG-F <	2 WQMG-F <	2 WJMH-F >	2 WTQR-F
	3 WKRR-F	3 WKRR-F <	3 WKRR-F <	3 WMQX-F <	3 WSJS	3 WKRR-F <	3 WQMG-F <	3 WJMH-F	3 WTQR-F	3 WJMH-F
	4 WTQR-F	4 WKZL-F	4 WKZL-F	4 WMAG-F	4 WMQX-F <	4 WMAG-F <	4 WMQX-F <	4 WMQX-F	4 WEND-F	4 WEND-F
	5 WKZL-F	5 WJMH-F <	5 WMQX-F <	5 WKRR-F <	5 WMAG-F	5 WSJS <	5 WSJS <	5 WHSL-F	5 WMAG-F	5 WMAG-F
	6 WXRA-F	6 WMAG-F <	6 WMAG-F	6 WKZL-F	6 WHSL-F	6 WQMG-F	6 WHSL-F	6 WMAG-F <	6 WXRA-F <	6 WXRA-F <
	7 WEND-F	7 WMQX-F <	7 WHSL-F >	7 WHSL-F >		7 WJMH-F	7 WKZL-F <	7 WKRR-F <	7 WMQX-F	7 WMQX-F
	8 WHSL-F	8 WHSL-F				8 WMQX-F <	8 WKRR-F	8 WKZL-F >		
						9 WHSL-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 WJMH-F >	1 WQMG-F	1 WQMG-F	1 WQMG-F	1 WQMG-F	1 WJMH-F >	1 WKRR-F	1 WKRR-F >>	1 WKRR-F <	1 WKRR-F <
2 WEND-F	2 WKZL-F <	2 WKZL-F	2 WKZL-F <	2 WMAG-F <	2 WXRA-F	2 WXRA-F <	2 WQMG-F	2 WTQR-F	2 WTQR-F <
	3 WQMG-F	3 WJMH-F	3 WTQR-F	3 WTQR-F <	3 WEND-F >	3 WJMH-F	3 WXRA-F	3 WQMG-F >	3 WQMG-F
4 WTQR-F	4 WTQR-F >	4 WMAG-F	4 WMAG-F	4 WKZL-F	4 WTQR-F	4 WQMG-F	4 WKZL-F	4 WMQX-F <	4 WMQX-F
5 WKZL-F	5 WMAG-F <	5 WHSL-F	5 WJMH-F	5 WMQX-F <	5 WQMG-F	5 WEND-F	5 WTQR-F	5 WJMH-F <	5 WHSL-F
6 WKRR-F	6 WHSL-F	6 WJMH-F	6 WHSL-F	6 WHSL-F >	6 WKRR-F	6 WHSL-F	6 WTQR-F	6 WXRA-F	6 WKZL-F
	7 WKRR-F	7 WKSJ-F	7 WMQX-F >		7 WKZL-F	7 WEND-F	7 WEND-F	7 WHSL-F <	7 WMAG-F
	8 WKSJ-F				8 WHSL-F >			8 WKZL-F	8 WXRA-F <

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAAA	B	980 Winston-Salem	1.0 2.3 15 220
WBAG	?	1150 Burlington	0.5 0.9 8 92
WFAZ-F	REL	98.3 Thomasville	0.6 2.7 9 274
WGOS	REL	1590 High Point	0.6 0.7 10 68
WPET	REL	950 Greensboro	1.0 1.3 17 133
WPOL	REL	1340 Winston-Salem	0.3 0.7 5 74
WTOB	N	1380 Winston-Salem	0.3 1.2 5 116

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBRF-F	C	98.1 Galax, VA	0.4 1.1 36 492
WKBC-F	AC/CHR	97.3 N. Wilkesboro	0.4 0.9 23 465
WNKS-F	CHR	95.1 Charlotte	0.3 2.6 33 892
WSSS-F	O	104.7 Charlotte	0.5 1.5 26 502

# GREENSBORO-WINSTON SALEM

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	96 (2)	96 (2)	7.4 %	7.4 %	<b>Clear Channel</b> WSJS-AM, WTQR-FM, WXRA-FM	18.2 %	16.3 %	38.0 %
AOR/Classic/NR	0 (0)	165 (3)	165 (3)	12.7 %	13.8 %	<b>Dick</b> WKRR-FM, WKZL-FM	10.4 %	14.5 %	20.3 %
Black/Urban	15 (1)	229 (2)	244 (3)	18.8 %	19.6 %	<b>Max</b> WJMH-FM, WMQX-FM, WQMG-AM, WQMG-FM	22.8 %	24.0 %	17.7 %
CHR	0 (0)	114 (3)	114 (3)	8.8 %	10.6 %	<b>SFX</b> WHSL-FM, WMAG-FM, WMFR-AM, WTCK-AM	12.8 %	14.3 %	13.8 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	348 (6)	348 (6)	26.8 %	27.7 %				
Full Service	102 (2)	0 (0)	102 (2)	7.9 %	7.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	25 (2)	0 (0)	25 (2)	1.9 %	1.1 %				
Oldies	0 (0)	96 (2)	96 (2)	7.4 %	6.6 %				
Others/Unknown	8 (1)	0 (0)	8 (1)	0.6 %	0.6 %				
Religion/Gospel	66 (4)	34 (2)	100 (6)	7.7 %	5.2 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.6 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
<b>Totals</b>	<b>216 (10)</b>	<b>1082 (20)</b>	<b>1298 (30)</b>				<b>64.2 %</b>	<b>69.1 %</b>	<b>89.8 %</b>

## AM Stations

Station	Power	Time	Format	Ownership	Revenue	Shareholder	Notes
WKEW	1400	1 kw	Talk	ABC, Westwd	\$ NA	Southern	
WMFR	1230	1 kw	Talk/Full Svc.	CBS, Westwd	\$18.00	Christal	SFX
WQMG	1510	1 kw (Days)	Gospel		\$ NA	Christal	Max
WSJS	600	5 kw (DA-2)	Full Svc/Tak	Westwd, Tknt, ABC	\$54.00	Mc-Guild	Clear Channel

## FM Stations

Station	Freq	Power	Time	Format	Ownership	Revenue	Shareholder	Notes
WFMX	105.7	100 kw @ 1515		Country	ABC, Westwd	\$38.00	TN	Capstar, pend. Statesville
WHSL	100.3	100 kw @ 1035		Country		\$35.00	Allied	SFX
WJMH	102.1	100 kw @ 1204		Black		\$55.00	D&R	Max Reidsville
WKRR	92.3	100 kw @ 1288		AOR/Classic		\$65.00	Katz	Dick Asheboro
WKSI	98.7	100 kw @ 1035		Country		\$40.00	Eastman	Bahakel
WKZL	107.5	100 kw @ 994		AC/CHR		\$78.00	Katz	Dick
WMAG	99.5	100 kw @ 1500		AC		\$73.00	D&R	SFX
WMQX	93.1	100 kw @ 1099		Oldies		\$47.00	D&R	Max
WPCM	101.1	100 kw @ 1190		Country	Westwd	\$34.00	Mc-Guild	Curtis Burlington
WQMG	97.1	100 kw @ 1234		Black AC		\$35.00	Christal	Max
WTQR	104.1	100 kw @ 1420		Country		\$150.00	Chn1	Clear Channel
WWGL	94.1	100 kw @ 1014		Religion	CNN	\$17.00	TN	Lexington
WXRA	94.5	100 kw @ 982		AOR	Westwd, Source	\$39.00	Mc-Guild	Clear Channel Eden

Notes: WEND-F: See Charlotte . . . WDCG-F: See Raleigh . . . 10/96 WQMG-F changed from Black to Black AC . . . 10/96 WFAZ-F (98.3; Thomasville) sold to GHB for \$925,000 . . . 11/96 WTOB (1380; Winston Salem) sold to Salem for \$355,000

Jim Duncan

Comments: WQMG-F doubled its 12+ share versus a year ago and took over the lead among Black stations from WJMH-F . . . WKZL-F registered its third straight down book . . . WKSI-F slumped to below a 2 share

# GREENVILLE-NEW BERN

**Arbitron Rank:** 80 **Pop (12+)** 460,700  
**MSA Rank:** 282 - Greenville; 237 - Jksnvl  
**MSA Pop:** 407,000  
**DMA:** 104  
**Average Persons Rating:** 14.8  
**Market TSL in Hours** 19.75

**Stations** 36 / 26  
**Diaries:** 1,082/426:1/55.2%  
**Sample Target:** 1,040  
**% Below Line:** 12.9  
**% Not Listed:** 11.9  
**Pop per Station:** 17,719

**Last Year's Revenue:** \$13,000,000  
**Household income:** \$34,500  
**Retail Dollars:** \$4.6 Bil.  
**#1 Biller:** WRNS-AF \$3,400,000  
**#1 Billing Portfolio:**  
 Beasley duop+ \$4,800,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WRNS-AF	C	122 / 17.9	21.6	19.3	21.1	19.8	1379 / 29.9	28.8	31.1	166 / 1968	E	WRNS-AF
2	WIKS-F	B	95 / 14.0	13.8	13.3	15.4	16.0	1001 / 21.7	21.8	21.8	123 / 1385	D	WIKS-F
3	WSFL-F	AOR	42 / 6.2	7.1	6.9	7.5	9.9	644 / 14.0	16.1	18.5	46 / 764	C	WSFL-F
4	WRHT-FF	CHR	35 / 5.1	5.6	5.2	5.5	4.3	714 / 15.5	15.1	13.2	42 / 888	C	WRHT-FF
5	WNCT-F	O	32 / 4.7	3.6	4.4	3.0	4.3	526 / 11.4	11.2	11.5	53 / 843	B	WNCT-F
6	WERO-F	O-70s	31 / 4.6	4.3	3.9	4.8	4.5	486 / 10.6	11.5	14.5	54 / 862	C	WERO-F
7	WKO0-FF	O	25 / 3.7	3.3	4.6	2.9	4.9	394 / 8.5	11.5	7.2	30 / 467	C	WKO0-FF
	WMGV-F	AC	25 / 3.7	3.0	1.0	2.7	1.8	430 / 9.3	4.0	5.7	26 / 475		WMGV-F
9	WTRG-F	O	18 / 2.6	2.5	2.2	2.7	2.2	339 / 7.4	6.7	5.9	47 / 771		WTRG-F
10	WXNR-F	AOR-NR	15 / 2.2	4.6	4.4	0.7		401 / 8.7	10.6		17 / 438		WXNR-F
11	WZXS-F	ST	13 / 1.9	1.0	1.0	1.5	1.8	109 / 2.4	1.8	3.2	15 / 143		WZXS-F
	WQSL-F	CHR	13 / 1.9	2.4	2.7	2.8	1.2	326 / 7.1	7.8	4.8	16 / 394		WQSL-F
	WKTC-F	C	13 / 1.9	1.0	1.6	1.6	0.6	294 / 6.4	5.8	4.0	49 / 941		WKTC-F

12+ FM Share (Metro): 92.49 % ( 554 of 599 ) ( Fall 95: 94.28 % )

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-AF	1 WRNS-AF >	1 WRNS-AF >	1 WRNS-AF >>	1 WRNS-AF	1 WRNS-AF >	1 WRNS-AF >	1 WIKS-F	1 WIKS-F
2 WRNS-AF	2 WRNS-AF	2 WIKS-F >	2 WIKS-F >	2 WIKS-F >	2 WIKS-F <	2 WIKS-F >	2 WIKS-F >	2 WIKS-F >>	2 WRNS-AF >>	2 WRNS-AF >>
3 WRHT-FF	3 WRHT-FF	3 WSFL-F	3 WERO-F	3 WERO-F <	3 WNCT-F	3 WSFL-F >	3 WSFL-F	3 WERO-F <	3 WRHT-FF <	
	WSFL-F >	4 WERO-F <	4 WSFL-F <	4 WSFL-F	4 WKO0-FF	4 WRHT-FF	4 WNCT-F	4 WRHT-FF <	4 WERO-F	
	5 WERO-F	5 WRHT-FF	5 WNCT-F	WNCT-F	5 WSFL-F <		5 WERO-F	5 WNCT-F <	5 WSFL-F	
	6 WMGV-F	6 WNCT-F	6 WRHT-FF	6 WKO0-FF	6 WTRG-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 WIKS-F >>	1 WIKS-F >>	1 WIKS-F	1 WIKS-F <	1 WIKS-AF >	1 WRNS-AF <	1 WIKS-F	1 WIKS-F >	1 WRNS-AF >	1 WRNS-AF >
2 WRHT-FF	2 WRNS-AF	2 WRNS-AF	2 WRNS-AF >>>	2 WIKS-F >	2 WSFL-F <	2 WSFL-F	2 WRHT-FF	2 WIKS-F <	2 WIKS-F
3 WRNS-AF >	3 WRHT-FF	3 WMGV-F	3 WRHT-FF	3 WNCT-F	3 WIKS-F >>	WRNS-AF	3 WSFL-F	3 WSFL-F >	3 WSFL-F
4 WQSL-F	4 WMGV-F	4 WERO-F	WERO-F <	4 WERO-F	4 WRHT-FF	4 WRHT-FF >	WERO-F	4 WERO-F <	4 WERO-F
WSFL-F >	5 WERO-F	5 WRHT-FF >>	5 WMGV-F <	WMGV-F	WXNR-F	5 WERO-F	5 WRNS-AF	5 WRHT-FF >	5 WNCT-F
	6 WSFL-F >		6 WNCT-F <	6 WKO0-FF	WANG-F	6 WXNR-F	6 WRDU-F	6 WRHT-FF >	6 WNCT-F
			7 WRHT-F >				7 WXNR-F >>		WRHT-FF

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
WANG-F	C	105.1 Morehead City	0.9	2.1	6 96
WCZI-F	T	98.3 Greenville	0.9	2.5	6 115
WDLX	T	930 Washington	0.4	2.0	3 93
WEL-S-F	B/O	102.9 Kinston	1.5	3.6	14 207
WELS	B	1010 Kinston	0.6	2.0	4 92
WGPM-F	AC	94.3 Farmville	0.4	1.5	3 81
WJCV	REL	1290 Jacksonville	0.9	1.1	6 58
WJNC	T	1240 Jacksonville	0.6	1.8	4 85
WMEL	ST	740 Morehead City	0.7	1.1	5 48
WNOS	ST	1450 New Bern	0.6	1.1	4 51
WOOW	G	1340 Greenville	1.2	2.9	8 133
WTKF-F	T	107.3 Atlantic	1.3	3.5	9 163
WXQR-F	AOR	105.5 Jacksonville	0.9	3.9	7 204

Other Rated Stations—Outside Market			Metro Share	Cume Rating	TSA AQH Cume
WDRP-F	REL	98.9 Williamston	0.7	1.2	8 108
WFXK-F	B	104.3 Tarboro	1.8	5.3	66 655
WGTM	REL	590 Wilson	0.9	1.7	13 143
WPTF	FS/T	680 Raleigh	0.6	1.4	16 201
WRAL-F	AC	101.5 Raleigh	0.9	3.6	38 651
WRDU-F	AOR	106.1 Wilson	1.0	3.6	35 518
WZFX-F	B	99.1 Whiteville	0.6	2.6	12 250

# GREENVILLE-NEW BERN

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report		
						12+	25-54	Revenue
AC	0 (0)	34 (3)	34 (3)	5.7 %	1.4 %	30.8 %	30.3 %	36.9 %
AOR/Classic/NR	0 (0)	70 (4)	70 (4)	11.7 %	18.6 %	WSFL-FM, WNCT-FM, WNCT-AM, WMGV-FM, WIKS-FM, WXNR-FM		
Black/Urban	4 (1)	121 (4)	125 (5)	20.9 %	19.4 %	2.8 %	1.8 %	4.6 %
CHR	0 (0)	49 (3)	49 (3)	8.2 %	8.8 %	HVS WQSL-FM, WXQR-FM		
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Local - 1 WKJA-FM, WKOO-FM		
Country	1 (1)	141 (3)	142 (4)	23.7 %	14.5 %	Local - 2 WRHT-FM, WCBZ-FM		
Full Service	4 (1)	0 (0)	4 (1)	0.7 %	0.0 %	Pinnacle WDLX-AM, WRNS-FM, WRNS-AM, WERO-FM		
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	23.1 %	26.3 %	30.8 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
News/Talk	7 (2)	15 (2)	22 (4)	3.7 %	1.9 %	65.7 %	68.4 %	89.2 %
Oldies	0 (0)	106 (5)	106 (5)	17.7 %	17.1 %			
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Religion/Gospel	20 (3)	5 (1)	25 (4)	4.2 %	4.7 %			
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Standards	9 (2)	13 (1)	22 (3)	3.7 %	2.6 %			
<b>Totals</b>	<b>45 (10)</b>	<b>554 (26)</b>	<b>599 (36)</b>					

## AM Stations

Station	Freq	Power	Format	Company	City
WELS	1010	1 kw/78 w	Gospel	\$10.00 Dora	Kinston
WJNC	1240	1 kw	Talk	Westwd \$10.00 ---	Jacksonville
WNCT	1070	10 kw (DA-2)	Country	ABC \$14.00 Allied Beasley	Greenville
WRNS	960	5 kw/1 kw (DA-2)	See WRNS-F		Kinston

## FM Stations

Station	Freq	Power	Format	Company	City
WCBZ	103.7	100 kw @ 981	See WRHT-F		Williamston
WERO	93.3	100 kw @ 1780	Classic AOR	CNN \$38.00 Katz Pinnacle	Washington
WIKS	101.9	100 kw @ 983	Black	Westwd, ABC \$48.00 D&R Beasley	New Bern
WKJA	101.1	31 kw @ 614	See WKOO-F		Belhaven
WKOO	98.7	100 kw @ 978	Oldies	Westwd \$25.00 D&R	Jacksonville
WMGV	103.3	100 kw @ 593	AC	Westwd \$<20.00 D&R Beasley	Newport
WNCT	107.9	100 kw @ 1700	Oldies	ABC \$24.00 Allied Beasley	Greenville
WQSL	92.3	23 kw @ 725	AC/CHR	\$19.00 Banner HVS	Jacksonville
WRHT	96.3	100 kw @ 492	CHR	\$22.00 ---	Morehead City
WRNS	95.1	100 kw @ 1500	Country	ABC \$70.00 Mc-Guid Pinnacle	Kinston
WSFL	106.5	100 kw @ 915	AOR	Westwd \$42.00 D&R	New Bern
WTKF	107.3	7 kw @ 607	Talk	Westwd, Talknt \$16.00 TN	Atlantic
WXNR	99.5	16.5 kw @ 843	AOR-New Rock	Westwd \$17.00 D&R Beasley	Grifton
WXQR	105.5	19 kw @ 794	AOR/Classic	\$<20.00 Banner HVS	Jacksonville

Notes: Other ranked stations: See Raleigh-Durham . . . 8/96 WNCT (AM) changed from Standards to Country . . . 9/96 WELS-F changed from Black to Black Oldies

# GREENVILLE-SPARTANBURG

<b>Arbitron Rank:</b> 59 Pop (12+) 709,200	<b>Stations:</b> 29 / 22	<b>Last Year's Revenue:</b> \$26,700,000
<b>MSA Rank:</b> 64	<b>Diaries:</b> 1,892/375:1/49.4%	<b>Household Income:</b> \$36,755
<b>MSA Pop:</b> 888,000	<b>Sample Target:</b> 1,910	<b>Retail Dollars:</b> \$8.1 Bil
<b>DMA:</b> 35 (w/Asheville)	<b>% Below Line:</b> 4.9	<b>#1 Biller:</b> WSSL-AF \$5,900,000
<b>Average Persons Rating:</b> 15.6	<b>% Not Listed:</b> 13.6	<b>#1 Billing Portfolio:</b>
<b>Market TSL in Hours:</b> 20.75	<b>Pop per Station:</b> 32,236	<b>SFX duop+ \$14,900,000</b>

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WSSL-F	C	129 / 11.7	10.6	12.3	14.5	11.4	12.3	1654 / 23.3	25.1	24.7	208 / 2892	G	WSSL-F
2	WJMZ-F	B	114 / 10.3	10.2	10.7	9.5	10.7	10.2	1179 / 16.6	15.8	21.2	166 / 1690	D	WJMZ-F
3	WESC-F	C	112 / 10.1	8.8	9.2	9.9	11.1	9.5	1413 / 19.9	19.8	21.2	176 / 2536	E	WESC-F
4	WROQ-F	AOR	80 / 7.2	10.1	8.9	9.2	8.5	8.8	1306 / 18.4	18.8	18.5	142 / 2189	F	WROQ-F
5	WSPA-F	SAC	76 / 6.9	5.2	7.2	7.0	6.6	6.6	1093 / 15.4	15.0	15.8	121 / 1745	C	WSPA-F
6	WMIY-F	AC	69 / 6.2	6.6	7.4	8.1	8.3	7.1	1274 / 18.0	19.0	20.3	127 / 2404	F	WMIY-F
7	WFNQ-F	AOR	68 / 6.1	1.6	1.7	2.5	1.7	3.0	892 / 12.6	6.6	7.5	99 / 1555	C	WFNQ-F
8	WFBC-F	CHR	59 / 5.3	7.6	6.8	5.2	4.7	6.2	1160 / 16.4	7.6	4.6	104 / 2031	B	WFBC-F
9	WORD-AA	N/T	40 / 3.6	3.9	3.7	3.6	3.9	3.7	544 / 7.7	7.6	4.6	47 / 680	B	WORD-AA
10	WOLI-F	O	34 / 3.1	3.2	1.8	2.8	3.3	2.7	543 / 7.7	6.9	8.4	34 / 562	B	WOLI-F
11	WMUU-F	EZ/ST	32 / 2.9	4.1	1.9	1.7	3.6	2.6	428 / 6.0	5.4	8.5	47 / 659	B	WMUU-F
12	WSPA	FS	20 / 1.8	1.2	1.5	2.0	1.1	1.6	303 / 4.3	3.9	3.0	20 / 303		WSPA
13	WESC	C	15 / 1.4	0.6	1.2	1.0	0.9	1.0	162 / 2.3	2.4	1.8	17 / 213		WESC
14	WRIX-F	C	13 / 1.2	0.9	1.8	0.6	0.9	1.1	177 / 2.5	1.2	2.7	14 / 210	A	WRIX-F

12+ FM Share (Metro): 89.12 % ( 852 of 956 ) ( Fall 95: 89.50 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WFBC-F	1 WJMZ-F <	1 WJMZ-F	1 WJMZ-F	1 WSSL-F <	1 WSSL-F <	1 WSSL-F	1 WSSL-F	1 WSSL-F <	1 WJMZ-F >	1 WJMZ-F
WJMZ-F >>	2 WFNQ-F <	2 WROQ-F <	WROQ-F <	2 WJMZ-F <	2 WESC-F	2 WESC-F	2 WESC-F	2 WJMZ-F	2 WESC-F	2 WESC-F <
3 WFNQ-F >	3 WROQ-F <	3 WSSL-F	3 WSSL-F	3 WROQ-F	3 WSPA-F	3 WROQ-F <	3 WSPA-F <	3 WESC-F	WSSL-F <	3 WSSL-F
4 WSSL-F >	4 WFNQ-F <	4 WESC-F <	4 WESC-F <	4 WJMZ-F <	4 WJMZ-F	4 WROQ-F	4 WSPA-F <	4 WFNQ-F	4 WFNQ-F	
5 WFBC-F	5 WESC-F <	5 WMIY-F	5 WMIY-F	5 WMIY-F	5 WMIY-F	5 WMIY-F	5 WMIY-F	5 WFNQ-F <	5 WFBC-F	5 WFBC-F
6 WESC-F	6 WMIY-F	6 WSPA-F <	WSPA-F	6 WROQ-F <	6 WSPA-F	6 WFNQ-F <	6 WROQ-F	6 WROQ-F	6 WROQ-F	6 WROQ-F
	7 WSPA-F	7 WFNQ-F >	7 WFNQ-F	7 WORD-AA	7 WFBC-F	7 WORD-AA <	7 WMIY-F <	8 WMIY-F >	8 WFBC-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 WJMZ-F	1 WJMZ-F	1 WJMZ-F	1 WJMZ-F <	1 WSSL-F	1 WFNQ-F <	1 WFNQ-F	1 WFNQ-F <	1 WROQ-F	1 WROQ-F
2 WFBC-F	2 WSSL-F	2 WSSL-F	2 WSSL-F	2 WJMZ-F	2 WJMZ-F	2 WROQ-F >	2 WROQ-F >	2 WFNQ-F	2 WFNQ-F
WSSL-F >	3 WFBC-F	3 WROQ-F	3 WMIY-F <	WSPA-F	WROQ-F >	3 WJMZ-F	3 WSSL-F	3 WJMZ-F	3 WJMZ-F <
4 WFNQ-F	4 WMIY-F <	WESC-F	4 WSPA-F <	4 WESC-F	4 WSSL-F >	4 WSSL-F >	4 WESC-F	4 WSSL-F	4 WSSL-F <
5 WMIY-F >	5 WESC-F <	5 WFBC-F	5 WESC-F <	WMIY-F >	5 WFBC-F	5 WESC-F	WJMZ-F >	5 WESC-F	5 WESC-F
	6 WROQ-F <	6 WMIY-F	6 WFBC-F >	6 WFBC-F <	6 WESC-F >	6 WFBC-F >		6 WMIY-F >	6 WMIY-F
	7 WFNQ-F	WSPA-F >>		7 WROQ-F					
	WSPA-F >>								

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WASC	B/O	1530	Spartanburg	0.6	1.4	7	96
WCCP-F	CL AOR	104.9	Clemson	0.5	2.4	5	180
WGLV	T	1440	Greenville	0.5	1.1	6	79
WPEK-F	T	98.1	Seneca	0.6	3.4	9	319
WPJM	REL	800	Greer	0.9	2.4	11	179
WRIX	REL	1020	Homeland	0.5	1.1	12	138

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WBAV-F	B/AC	101.9	Gastonia, NC	0.9	1.9	14	203
WHLC-F	EZ	104.5	Highlands, NC	0.5	0.5	13	99
WMIT-F	REL	106.9	Black Mtn., NC	0.6	2.2	47	922
WNKS-F	CHR	95.1	Charlotte	0.5	3.2	20	572
WPEG-F	B	97.9	Kannapolis, NC	1.0	3.2	30	447
WWMG-F	O	96.1	Sheby, NC	0.9	2.9	22	443
WWSN-F	AC	107.9	Charlotte	0.5	1.5	10	242

# GREENVILLE-SPARTANBURG

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	74 (2)	74 (2)	7.7 %	9.3 %	<b>Capstar, pend.</b> WESC-AM, WESC-FM, WFNQ-FM, WJMZ-FM	27.9 %	26.1 %	27.7 %
AOR/Classic/NR	0 (0)	153 (3)	153 (3)	16.0 %	10.8 %	<b>Local</b> WOLI-FM, WOLT-FM	3.1 %	4.2 %	1.9 %
Black/Urban	7 (1)	135 (3)	142 (4)	14.9 %	14.0 %	<b>SFX</b> WGLV-AM, WMYI-FM, WROQ-FM, WSSL-FM	25.6 %	30.0 %	55.8 %
CHR	0 (0)	65 (2)	65 (2)	6.8 %	9.2 %	<b>Sinclair TV, semi-duop</b> WFBC-AM, WFBC-FM, WORD-AM	8.9 %	6.6 %	5.1 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	15 (1)	254 (3)	269 (4)	28.1 %	30.8 %				
Full Service	20 (1)	0 (0)	20 (1)	2.1 %	1.7 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	46 (3)	7 (1)	53 (4)	5.5 %	4.9 %				
Oldies	0 (0)	44 (3)	44 (3)	4.6 %	4.3 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	16 (2)	7 (1)	23 (3)	2.4 %	3.9 %				
Soft AC/EZ	0 (0)	81 (2)	81 (2)	8.5 %	8.9 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	0 (0)	32 (1)	32 (1)	3.3 %	2.2 %				
<b>Totals</b>	<b>104 (8)</b>	<b>852 (21)</b>	<b>956 (29)</b>				<b>65.5 %</b>	<b>66.9 %</b>	<b>90.5 %</b>

## AM Stations

Station	Power	Time	Format	Company	Revenue	Notes
WESC	660	50 kw (Days)	Classic Country	ABC	\$ NA	Banner Capstar, pend.
WFBC	1330	5 kw (DA-N)	News/Talk	CBS	\$15.00	Allied Sinclair TV
WORD	910	3.6 kw/960 w (DA-2)	See WFBC			Spartanburg
WSPA	950	5 kw (DA-N)	Talk	CBS	\$17.00	Allied

## FM Stations

Station	Frequency	Power	Format	Company	Revenue	Notes
WESC	92.5	100 kw @ 2000	Country	ABC	\$77.00	Banner Capstar, pend.
WFBC	93.7	100 kw @ 1850	CHR	CBS	\$40.00	Katz Sinclair
WFNQ	93.3	93 kw @ 2030	Country	ABC	\$22.00	Banner Capstar, pend.
WJMZ	107.3	100 kw @ 1010	Bleck	ABC	\$59.00	Allied Capstar, pend.
WMJU	94.5	100 kw @ 1200	EZ/Standards	ABC	\$24.00	---
WMYI	102.5	20 kw @ 1782	AC		\$91.00	Eastman SFX
WOLI	103.9	6 kw @ 328	Oldies	ABC	\$21.00	Allied
WOLT	103.3	2.7 kw @ 495	See WOLI-F			Greer
WRIX	103.1	6 kw @ 328	Country	USA, Westwd	\$16.00	---
WROQ	101.1	100 kw @ 986	AOR	ABC	\$88.00	Banner SFX
WSPA	98.9	100 kw @ 1910	Soft AC		\$43.00	Allied
WSSL	100.5	100 kw @ 1240	Country	Westwd	\$105.00	Mc-Guild SFX

Notes: 7/96 WXWZ-F changed calls to WOLT; remains Oldies simulcast of WOLI-F . . . 9/96 WFNQ-F changed from Country to AOR, calling itself "The Planet" . . . 10/96 WPEK-F (98.1; Seneca) changed from Modern AC to Talk & Sports . . . 11/96 Benchmark sold these stations to Capstar (D+): WESC-AM for \$16,500,000; WFNQ-F for \$4,000,000; WJMZ-F for \$8,900,000 . . . 12/96 WGLV (1440; Greenville) changed from News/Talk to Southern Gospel

Jim Duncan

Comments: WFNQ-F's new AOR format made an immediate impact, debuting with a 6.1 (12+) . . . WMYI-F had its fourth straight down book: it has lost a quarter of its 12+ share over the past year

# HARRISBURG-LEBANON-CARLISLE

Arbitron Rank: 73	Pop (12+): 520,600	Stations: 30 / 18	Last Year's Revenue: \$19,000,000
MSA Rank: 85		Diaries: 1,590/327:1/60.7%	Household Income: \$45,749
MSA Pop: 614,000		Sample Target: 1,650	Retail Dollars: \$5.9 Bil.
DMA: 44 (w/Lanc., York)		% Below Line: 17.5	#1 Biller: WNNK-F \$6,500,000
Average Persons Rating: 16.1		% Not Listed: 10.8	#1 Billing Portfolio:
Market TSL in Hours: 21.25		Pop per Station: 28,922	Dame duop+ \$8,120,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1 WNNK-F	CHR	94 / 11.2	10.5	12.3	13.0	10.5	11.8	1391 / 26.7	27.2	25.3	112 / 1828	G	WNNK-F
2 WHP	FS	91 / 10.9	8.4	8.4	10.0	9.7	9.4	1134 / 21.8	17.8	17.8	130 / 1732	D	WHP
3 WRKZ-F	C	87 / 10.4	7.8	9.6	7.0	9.7	8.7	986 / 18.9	16.5	17.5	163 / 2210	E	WRKZ-F
4 WRV-F	AC/AOR	57 / 6.8	7.2	7.1	8.9	7.8	7.5	860 / 16.5	15.9	15.8	99 / 1619	E	WRV-F
5 WTPA-F	AOR	53 / 6.3	7.1	5.9	7.8	8.5	6.8	822 / 15.8	15.1	15.2	92 / 1487	D	WTPA-F
6 WWKL-F	O	38 / 4.5	6.0	4.3	4.3	5.5	4.8	710 / 13.6	14.2	14.0	68 / 1252	D	WWKL-F
7 WQXA-F	AOR-NR	36 / 4.3	4.9	3.6	3.7	2.7	4.1	760 / 14.6	13.2	9.5	97 / 1854		WQXA-F
8 WYMJ-F	AC	35 / 4.2	2.8	3.5	3.6	3.4	3.5	613 / 11.8	10.0	9.4	46 / 874	B	WYMJ-F
9 WNCE-F	EZ/ST	28 / 3.3	3.8	2.1	3.7	2.6	3.2	366 / 7.0	5.7	6.3	38 / 621	A	WNCE-F
10 WHYL	ST	23 / 2.7	3.8	3.8	2.6	3.3	3.2	325 / 6.2	7.4	7.0	34 / 477	A	WHYL
11 WHYL-F	C	22 / 2.6	2.4	2.9	3.4	2.2	2.8	347 / 6.7	6.6	4.4	22 / 367	A	WHYL-F
12 WROZ-F	SAC	21 / 2.5	3.9	3.1	3.5	3.2	3.2	497 / 9.5	11.1	7.4	98 / 1681		WROZ-F
13 WARM-F	SAC	19 / 2.3	0.9	1.5	1.5	1.6	1.5	353 / 6.8	4.8	4.7	141 / 1817		WARM-F
14 WLBR	FS	18 / 2.1	2.0	1.7	2.0	1.9	2.0	298 / 5.7	4.8	5.3	21 / 381	A	WLBR
15 WEGK-F	CL AOR	17 / 2.0	2.8	2.3	1.7	1.5	2.2	376 / 7.2	7.6	7.1	67 / 1318		WEGK-F
16 WTCY	B	16 / 1.9	2.0	1.9	1.8	2.1	1.9	168 / 3.2	3.2	4.4	17 / 174	A	WTCY
WDAC-F	REL	16 / 1.9	1.6	1.5	1.0	1.6	1.5	227 / 4.4	4.3	4.7	68 / 859		WDAC-F

12+ FM Share (Metro): 76.47 % ( 572 of 748 ) ( Fall 95: 76.55 % )

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 WHP	1 WNNK-F	1 WNNK-F <	1 WRKZ-F >
2 WQXA-F >	2 WTPA-F	2 WRV-F	2 WRV-F	2 WRV-F <	2 WRKZ-F >	2 WHP	2 WRKZ-F <	2 WRKZ-F <	2 WRKZ-F >	2 WHP <
3 WRKZ-F	3 WQXA-F <	3 WTPA-F <	3 WTPA-F	3 WRKZ-F <	3 WNNK-F	3 WRKZ-F	3 WNNK-F	3 WHP >	3 WNCE-F <	3 WTPA-F >
4 WRV-F	4 WRKZ-F >	4 WRKZ-F >	4 WTPA-F >	4 WRV-F <	4 WTPA-F <	4 WRV-F	4 WRV-F	4 WRV-F	4 WTPA-F	4 WTPA-F
5 WRKZ-F >	5 WQXA-F	5 WHP <	5 WHP <	5 WHP <	5 WWKL-F	5 WRV-F	5 WTPA-F	5 WTPA-F	WHP	WHP
	6 WYMJ-F <	6 WWKL-F	6 WWKL-F	6 WWKL-F	6 WQXA-F	6 WQXA-F	6 WYMJ-F	6 WYMJ-F	6 WRV-F	6 WRV-F
	7 WHP <	7 WQXA-F	7 WQXA-F	7 WQXA-F	7 WWKL-F	7 WWKL-F	7 WWKL-F	7 WWKL-F	7 WYMJ-F	7 WYMJ-F
			WYMJ-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 WRKZ-F	1 WTPA-F	1 WTPA-F >	1 WTPA-F	1 WTPA-F
2 WYMJ-F	2 WRV-F	2 WRV-F >	2 WRV-F <	2 WRKZ-F <	2 WQXA-F	2 WQXA-F	2 WQXA-F >	2 WRV-F	2 WRV-F
3 WRKZ-F >	3 WRKZ-F	3 WRKZ-F	3 WRKZ-F >	3 WRV-F <	WNNK-F >	3 WNNK-F	3 WNNK-F	3 WNNK-F <	3 WNNK-F
	4 WYMJ-F	4 WTPA-F	4 WYMJ-F <	4 WWKL-F <	4 WTPA-F	4 WRV-F	WRV-F >	4 WQXA-F <	WRKZ-F
	5 WTPA-F	5 WQXA-F	5 WTPA-F	5 WYMJ-F	5 WRV-F >	5 WRKZ-F >	5 WHP	5 WRKZ-F	5 WHP
	6 WQXA-F	6 WHP	6 WHP	6 WHP				6 WHP	6 WQXA-F <
		WYMJ-F		WTPA-F					7 WWKL-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCMB	T	1460	Harrisburg 1.3 4.4 16 314
WIOO	AC	1000	Carlisle 0.6 1.9 5 102
WKBO	ST	1230	Harrisburg 0.7 2.5 6 144
WQLV-F	SAC	98.9	Millersburg 1.0 1.7 8 108
WWII	REL	720	Shiremanstown 0.7 2.1 8 160
WYGL-F	C	100.5	Selinsgrove 0.4 1.5 6 176

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WGTY-F	C	107.7	Gettysburg 0.5 3.1 73 897
WIOV-F	C	105.1	Ephrata 0.6 2.7 63 1049
WLAN-F	CHR	96.9	Lancaster 1.4 6.7 83 1629
WQKX-F	CHR	94.1	Sunbury 0.4 0.8 20 243
WRFY-F	CHR	102.5	Reading 0.4 0.7 29 517
WWMD-F	EZ	104.7	Hagerstown, MD 0.4 1.1 21 262
WYCR-F	CHR	98.5	Hanover 1.0 5.2 43 1183



# HARRISBURG-LEBANON-CARLISLE

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	5 (1)	35 (1)	40 (2)	5.3 %	4.0 %	<b>Dame</b>	28.4 %	30.2 %	36.9 %
AOR/Classic/NR	0 (0)	163 (4)	163 (4)	21.8 %	21.7 %	WCMB-AM, WHP-AM, WKBO-AM, WRVV-FM, WWKL-FM, WYMJ-FM			
Black/Urban	16 (1)	0 (0)	16 (1)	2.1 %	2.1 %	<b>Local</b>	9.6 %	11.1 %	17.8 %
CHR	0 (0)	120 (5)	120 (5)	16.0 %	16.8 %	WNCE-FM, WTPA-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		<b>38.0 %</b>	<b>41.3 %</b>	<b>54.7 %</b>
Country	0 (0)	121 (5)	121 (5)	16.2 %	17.4 %				
Full Service	109 (2)	0 (0)	109 (2)	14.6 %	11.6 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	11 (1)	0 (0)	11 (1)	1.5 %	2.7 %				
Oldies	0 (0)	38 (1)	38 (1)	5.1 %	4.9 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	6 (1)	16 (1)	22 (2)	2.9 %	3.2 %				
Soft AC/EZ	0 (0)	51 (4)	51 (4)	6.8 %	8.9 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	29 (2)	28 (1)	57 (3)	7.6 %	6.8 %				
<b>Totals</b>	<b>176 (8)</b>	<b>572 (22)</b>	<b>748 (30)</b>						

## AM Stations

WHP	580	5 kw (DA-N)	Full Service	CNN, ABC, Taknt	\$51.00	Katz	Dame	
WHYL	960	5 kw/22 w (DA-1)	Standards	Westwd	\$<20.00	---		Carlisle
WLBR	1270	5 kw/1 kw (DA-2)	Full Service	ABC	\$<20.00	K&P		Lebanon
WTCY	1400	1 kw	Black AC	ABC	\$<20.00	Mc-Guild	Patterson	

## FM Stations

WHYL	102.3	3 kw @ 328	Country	CNN	\$<20.00	---		Carlisle
WNCE	92.1	3.3 kw @ 300	EZ/Standards	ABC	\$15.00	Banner	WTPA owner	Palmyra
WNNK	104.1	22.5 kw @ 725	CHR	AP	\$105.00	Eastman	Patterson	
WRKZ	106.7	14 kw @ 928	Country	ABC	\$75.00	Allied	Telemedia	Hershey
WRVV	97.3	17 kw @ 840	AC/AOR		\$65.00	Katz	Dame	
WTPA	93.5	1.25 kw @ 719	AOR		\$64.00	Banner		Mechanicsburg
WWKL	99.3	6 kw @ 328	Oldies		\$50.00	D&R	Dame	
WYMJ	94.9	25 kw @ 700	AC		\$22.00	D&R	Dame	

Notes: Other ranked stations: See Lancaster or York . . . 10/96 WCMB/WWKL-F/WYMJ-F sold by Barnstable to Dame (D+) for \$11,000,000 . . . 10/96 WKBO changed from News to Standards

# HARTFORD

**Arbitron Rank:** 42 **Pop (12+)** 962,000  
**MSA Rank:** 48  
**MSA Pop:** 1,120,000  
**DMA:** 26 (w/New Haven)  
**Average Persons Rating:** 15.5  
**Market TSL In Hours** 20.50

**Stations** 26 / 16  
**Diaries:** 2,407/400:1/53.5%  
**Sample Target:** 2,320  
**% Below Line:** 14.6  
**% Not Listed:** 18.6  
**Pop per Station:** 60,125

**Last Year's Revenue:** \$46,900,000  
**Household Income:** \$53,115  
**Retail Dollars:** \$10.7 Bil  
**#1 Biller:** WTIC \$7,700,000  
**#1 Billing Portfolio:** American Radio Sys. duop+ \$23,600,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WRCH-F	SAC	187 / 12.5	9.7	10.3	10.1	9.3	10.7	2215 / 23.0	20.8	19.4	247 / 3328	G	WRCH-F
2	WTIC	FS	181 / 12.1	9.3	11.8	12.5	12.3	11.4	2406 / 25.0	27.2	25.7	224 / 3218	H	WTIC
3	WWYZ-F	C	110 / 7.4	7.7	7.9	8.8	7.7	7.9	1365 / 14.2	15.8	15.8	215 / 2813	G	WWYZ-F
4	WTIC-F	AC/CHR	101 / 6.8	7.8	5.8	5.8	5.8	8.8	2157 / 22.4	21.5	19.5	180 / 3783	F	WTIC-F
5	WMRQ-F	AOR-NR	92 / 6.2	5.3	5.7	5.1	5.8	5.8	1516 / 15.8	18.4	14.3	145 / 2815	C	WMRQ-F
6	WKSS-F	CHR	85 / 5.7	6.7	6.4	6.3	8.4	8.3	1795 / 18.7	21.0	21.0	169 / 3965	F	WKSS-F
7	WDRC-F	O	81 / 5.4	6.5	5.0	5.5	4.7	5.8	1500 / 15.6	14.3	14.0	179 / 3172	F	WDRC-F
8	WDRC	ST	62 / 4.2	3.3	5.0	4.4	4.6	4.2	880 / 9.2	9.1	9.0	63 / 932	C	WDRC
9	WHCN-F	AOR	57 / 3.8	4.9	3.7	4.0	5.8	4.1	1056 / 11.0	13.4	13.8	84 / 1870	E	WHCN-F
	WZMX-F	O-70s	57 / 3.8	5.2	5.3	6.1	6.3	5.1	1286 / 13.4	18.0	18.9	117 / 2405	G	WZMX-F
11	WCCC-AF	AOR	44 / 3.0	2.5	2.4	1.7	1.9	2.4	975 / 10.1	9.9	8.8	72 / 1728	D	WCCC-AF
12	WFAN	SPRTS	24 / 1.6	1.3	1.8	1.8	1.9	1.8	532 / 5.5	5.8	6.8	96 / 1875		WFAN
13	WAQY-F	CL AOR	21 / 1.4	1.3	2.1	1.8	1.9	1.8	649 / 6.7	8.2	7.3	94 / 1887		WAQY-F
14	WLAT	SP	17 / 1.1	1.0	1.4	1.5	1.2	1.3	176 / 1.8	2.3	2.2	17 / 184	A	WLAT
15	WPXX-F	C	16 / 1.1	1.3	1.2	0.5	1.2	1.0	254 / 2.6	3.3	2.6	93 / 1127		WPXX-F
16	WPOP	T	15 / 1.0	1.1	0.9	1.5	1.3	1.1	540 / 5.6	4.2	5.8	16 / 583	B	WPOP

12+ FM Share (Metro): 73.45 % ( 891 of 1213 ) ( Fall 95: 71.06 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WMRQ-F	1 WMRQ-F	1 WRCH-F >	1 WRCH-F >	1 WRCH-F >	1 WTIC	1 WTIC >	1 WRCH-F	1 WRCH-F	1 WMRQ-F	1 WTIC >>
2 WKSS-F >	2 WTIC-F	2 WTIC-F <	2 WTIC-F <	2 WTIC <	2 WRCH-F >	2 WRCH-F >	2 WTIC >	2 WTIC >	2 WRCH-F <	2 WWYZ-F
3 WTIC-F >	3 WRCH-F <	3 WMRQ-F <	3 WWYZ-F <	3 WWYZ-F <	3 WWYZ-F	3 WWYZ-F <	3 WWYZ-F	3 WMRQ-F	3 WTIC	
	4 WKSS-F	4 WKSS-F <	4 WTIC <	4 WTIC-F <	4 WDRC-F	4 WTIC-F	4 WTIC-F	WTIC-F <	4 WKSS-F	
	5 WWYZ-F	5 WWYZ-F	5 WZMX-F <	5 WDRC-F	5 WDRC	5 WKSS-F <	5 WMRQ-F	5 WWYZ-F	5 WTIC-F <	
	6 WHCN-F	6 WTIC <	6 WHCN-F	6 WHCN-F		6 WCCC-AF <	6 WDRC-F	6 WDRC-F	6 WWYZ-F	
	7 WCCC-AF	7 WZMX-F	WDRC-F <	WZMX-F <		7 WZMX-F	7 WKSS-F	7 WKSS-F		
	WZMX-F >	8 WHCN-F <	8 WMRQ-F	8 WMRQ-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 WKSS-F	1 WTIC-F	1 WRCH-F <	1 WRCH-F >	1 WRCH-F >>	1 WMRQ-F >>	1 WMRQ-F >	1 WMRQ-F >	1 WMRQ-F	1 WTIC <
2 WTIC-F	2 WKSS-F	2 WTIC-F >	2 WTIC-F <	2 WTIC-F	2 WKSS-F	2 WCCC-AF <	2 WCCC-AF	2 WRCH-F <	2 WRCH-F <
3 WMRQ-F >	3 WRCH-F	3 WKSS-F	3 WKSS-F >	3 WDRC-F	WWYZ-F	3 WHCN-F	WHCN-F >	3 WHCN-F <	3 WHCN-F <
4 WRCH-F >	4 WMRQ-F	WWYZ-F	4 WDRC-F	WWYZ-F	4 WTIC-F	4 WRCH-F	4 WRCH-F	4 WWYZ-F <	4 WMRQ-F <
	5 WWYZ-F	WMRQ-F	WWYZ-F <	WKSS-F <	5 WRCH-F	WTIC-F	5 WTIC-F	5 WCCC-AF	5 WWYZ-F <
	6 WZMX-F >>	6 WZMX-F >>	6 WMRQ-F <	6 WTIC	WZMX-F	6 WWYZ-F	WZMX-F	6 WTIC <	6 WCCC-AF <
		7 WZMX-F	7 WZMX-F	7 WZMX-F >	WCCC-AF	WZMX-F	7 WTIC	7 WZMX-F <	7 WDRC-F <
							8 WWYZ-F	8 WTIC-F	8 WZMX-F <

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WMRD	?	1150	Middletown	0.3	0.8	5 80
WPRX	SP	1120	Bristol	0.3	0.6	5 62
WRYM	SP	840	New Britain	0.5	1.3	7 142

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WHYN-F	AC	93.1	Springfield	0.3	2.4	65 1236
WKCI-F	CHR	101.3	Hamden	0.8	5.3	69 1929
WMAS-F	AC	94.7	Springfield	0.7	3.2	83 1317
WMMW	ST	1470	Meriden	0.3	0.8	9 173
WPLR-F	AOR	99.1	New Haven	0.9	3.9	96 1660

# HARTFORD

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	116 (3)	116 (3)	9.6 %	1.7 %
AOR/Classic/NR	1 (2)	227 (5)	228 (7)	18.8 %	19.2 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.6 %
CHR	0 (0)	97 (2)	97 (2)	8.0 %	16.3 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	126 (2)	126 (2)	10.4 %	10.9 %
Full Service	181 (1)	0 (0)	181 (1)	14.9 %	14.1 %
Hispanic	29 (3)	0 (0)	29 (3)	2.4 %	2.1 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	15 (1)	0 (0)	15 (1)	1.2 %	1.6 %
Oldies	0 (0)	138 (2)	138 (2)	11.4 %	12.2 %
Others/Unknown	5 (1)	0 (0)	5 (1)	0.4 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	187 (1)	187 (1)	15.4 %	12.3 %
Sports	24 (1)	0 (0)	24 (1)	2.0 %	2.2 %
Standards	67 (2)	0 (0)	67 (2)	5.5 %	6.8 %
<b>Totals</b>	<b>322 (11)</b>	<b>891 (15)</b>	<b>1213 (26)</b>		

Consolidation Report	12+	25-54	Revenue
<b>American Radio Sys.</b>	<b>35.2 %</b>	<b>35.5 %</b>	<b>50.0 %</b>
WRCH-FM, WTIC-AM, WTIC-FM, WZMX-FM			
<b>SFX</b>	<b>24.1 %</b>	<b>24.5 %</b>	<b>33.9 %</b>
WHCN-FM, WKSS-FM, WMRQ-FM, WPOP-AM, WWYZ-FM			
	<b>59.3 %</b>	<b>60.0 %</b>	<b>83.9 %</b>

### AM Stations

Station	Freq	Power	Format	Ownership	Notes
WCCC	1290	0.5 kw (Days)	See WCCC-F		
WDRC	1360	5 kw (DA-N)	Standards	Westwd, CNN	\$30.00 Mc-Guild Buckley
WLAT	1230	1 kw	Hispanic		\$22.00 -- Manchester
WPOP	1410	5 kw (DA-2)	Talk	ABC	\$27.00 D&R SFX
WTIC	1080	50 kw (DA-N)	Full Service	CBS	\$135.00 Group W Amer. Radio Systems

### FM Stations

Station	Freq	Power	Format	Ownership	Notes
WCCC	106.9	23.2 kw @ 725	AOR	Westwd, ABC	\$44.00 Allied
WDRC	102.9	19.5 kw @ 810	Oldies		\$90.00 Mc-Guild Buckley
WHCN	105.9	16 kw @ 867	AOR	ABC	\$71.00 D&R SFX
WKSS	95.7	16.5 kw @ 879	CHR	AP	\$88.00 Allied SFX
WMRQ	104.1	18 kw @ 866	AOR-New Rock	CBS, ABC	\$57.00 D&R SFX
WRCH	100.5	7.5 kw @ 1250	Soft AC		\$125.00 Katz Amer. Radio Sys. New Britain
WTIC	96.5	20 kw @ 810	AC/CHR		\$83.00 Group W Amer. Radio Sys.
WWYZ	92.5	17 kw @ 879	Country	Westwd	\$102.00 Banner SFX, pend. Waterbury
WZMX	93.7	17 kw @ 850	Oldies-70's		\$97.00 Katz Amer. Radio Sys

Notes: 8/96 WNEZ sold by American Radio Systems to Mega for \$750,000 . . . 9/96 WHCN-F changed from AOR to Classic AOR . . . 10/96 WWYZ-F sold by P. Gilmore to SFX (D+) for \$25,250,000 (Media Svcs.) . . . 11/96 WSNG (610; Torrington) sold to Buckley for \$275,000 (New England)

Jim Duncan

Comments: WZMX-F took a big hit and fell to its lowest share in several years . . . WRCH-F had its highest share in many years . . . WMRQ-F had its best 12+ share in over two years . . . Listening levels were down by almost 10% compared to year-ago levels . . . WCCC-F is showing some signs of life

# HONOLULU

**Arbitron Rank:** 58 Pop (12+) 732,500  
**MSA Rank:** 65  
**MSA Pop:** 882,000  
**DMA:** 70  
**Average Persons Rating:** 16.4  
**Market TSL in Hours:** 22.00

**Stations:** 27 / 27  
**Diaries:** 2,024/362:1/60.1%  
**Sample Target:** 1,960  
**% Below Line:** 0.0  
**% Not Listed:** 4.9  
**Pop per Station:** 27,130

**Last Year's Revenue:** \$21,500,000  
**Household Income:** \$59,677  
**Retail Dollars:** \$9.3 Bil  
**#1 Biller:** KSSK-F \$3,400,000  
**#1 Billing Portfolio:**  
 Patterson duop+ \$10,450,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1 KIKI-F	CHR	157 / 13.1	11.5	12.2	11.0	10.4	11.9	1960 / 26.8	26.2	22.1	157 / 1980	D KIKI-F
2 KSSK-F	AC	124 / 10.3	12.1	10.4	12.3	11.9	11.3	1966 / 26.8	26.9	25.7	130 / 2034	E KSSK-F
3 KSSK	FS	100 / 8.3	8.5	8.2	7.5	7.9	8.1	1092 / 14.9	14.5	16.3	101 / 1127	E KSSK
KRTR-AF	AC	100 / 8.3	8.0	8.1	6.6	5.2	7.8	1404 / 19.2	19.6	14.9	103 / 1500	C KRTR-AF
5 KCCN-F	E	84 / 7.0	7.8	7.1	7.5	4.6	7.3	1288 / 17.6	16.5	17.8	90 / 1380	D KCCN-F
6 KQM-QAF	CHR	83 / 6.9	7.1	8.4	7.0	6.8	7.4	1741 / 23.8	25.4	22.6	91 / 1897	C KQM-QAF
7 KINE-F	E	73 / 6.1	5.4	6.3	6.3	4.6	6.0	984 / 13.4	12.9	13.2	76 / 1027	B KINE-F
8 KUMU-F	EZ	68 / 5.7	6.2	7.5	6.1	5.3	6.4	851 / 11.6	12.7	11.4	73 / 898	C KUMU-F
9 KHVH	N/T	49 / 4.1	2.9	3.7	3.7	3.1	3.6	599 / 8.2	6.9	6.8	56 / 688	B KHVH
10 KKL-V	CL AOR	48 / 4.0	4.7	4.4	4.9	5.3	4.5	857 / 11.7	11.9	12.7	48 / 859	B KKL-V
11 KPOI-F	AOR-NR	45 / 3.7	3.7	2.7	3.4	3.4	3.4	817 / 11.1	8.7	10.1	47 / 882	B KPOI-F
12 KCCN	E	31 / 2.6	1.5	2.0	2.3	2.7	2.1	563 / 7.7	5.6	8.7	32 / 604	A KCCN
13 KDEO-F	AOR	28 / 2.3	2.4	2.4	2.4	2.9	2.4	509 / 7.0	5.9	8.2	29 / 517	B KDEO-F
14 KUMU	ST	26 / 2.2	2.7	1.4	2.3	2.4	2.2	401 / 5.5	4.1	4.7	26 / 411	A KUMU
15 KGU	T	23 / 1.9	1.4	1.0	1.3	1.7	1.4	585 / 8.0	4.3	7.4	25 / 641	A KGU
16 KAIM-F	REL	21 / 1.7	1.5	2.1	1.2	0.8	1.6	298 / 4.1	4.4	3.2	21 / 300	A KAIM-F
17 KUCC-F	J	18 / 1.5	3.0	2.1	2.3	2.8	2.2	349 / 4.8	5.7	6.8	19 / 384	A KUCC-F

12+ FM Share (Metro): 74.30 % ( 850 of 1144 ) ( Fall 95: 74.75 % )

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 KIKI-F	1 KSSK-F	1 KSSK-F	1 KSSK <	1 KSSK-F <	1 KIKI-F <	1 KIKI-F	1 KIKI-F >>	1 KIKI-F
2 KQM-QAF >>	2 KQM-QAF	2 KSSK-F	2 KRTR-AF <	2 KRTR-AF	2 KSSK-F	2 KSSK	2 KSSK-F	2 KSSK-F <	2 KRTR-AF <	2 KHVH
3 KCCN-F <	3 KRTR-AF	3 KRTR-AF	3 KIKI-F	3 KSSK <	3 KRTR-AF <	3 KIKI-F >	3 KSSK <	3 KRTR-AF	3 KQM-QAF <	3 KSSK-F
4 KSSK-F	4 KCCN-F <	4 KSSK	4 KIKI-F	4 KUMU-F	4 KRTR-AF	4 KRTR-AF	4 KRTR-AF	4 KCCN-F	4 KCCN-F >	KRTR-AF
5 KRTR-AF <	5 KQM-QAF	KCCN-F	5 KCCN-F	5 KINE-F	5 KINE-F	5 KQM-QAF	5 KCCN-F <	5 KQM-QAF	5 KHVH <	
6 KPOI-F	6 KSSK	6 KQM-QAF <	6 KINE-F <	6 KHVH	6 KHVH	6 KUMU-F <	6 KSSK <	6 KSSK <	6 KSSK-F	
			7 KQM-QAF			7 KINE-F <	7 KINE-F			
						8 KQM-QAF >				

Wom 18-24	Wom 18-34	Wom 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 KIKI-F <	1 KSSK-F	1 KIKI-F >>	1 KIKI-F >>	1 KIKI-F	1 KIKI-F	1 KSSK-F
2 KQM-QAF >>	2 KQM-QAF	2 KSSK-F	2 KSSK-F	2 KRTR-AF <	2 KQM-QAF	2 KCCN-F	2 KCCN-F	2 KSSK-F <	2 KCCN-F <
3 KSSK-F <	KRTR-AF	3 KRTR-AF	3 KRTR-AF	3 KSSK	3 KCCN-F	3 KQM-QAF	3 KKL-V <	3 KCCN-F	3 KIKI-F
4 KRTR-AF	4 KQM-QAF	4 KQM-QAF <	4 KIKI-F	4 KUMU-F	KPOI-F	4 KPOI-F <	4 KSSK-F <	4 KRTR-AF <	KRTR-AF
5 KPOI-F <	5 KPOI-F	5 KSSK >	5 KQM-QAF	5 KQM-QAF	5 KSSK-F	5 KSSK-F	5 KPOI-F	5 KKL-V-F	5 KSSK
6 KCCN-F	6 KCCN-F	6 KCCN-F	6 KCCN-F	6 KCCN-F	KDEO-F	KKLV-F			KKLV-F <
									7 KINE-F >

Consolidation Report	12+	25-54	Revenue
<b>Caribou</b>	10.6 %	10.5 %	9.8 %
KPOI-FM, KQM-QAM, KQM-QM			
<b>KHWY, Inc.</b>	15.7 %	16.2 %	16.3 %
KCCN-AM, KCCN-FM, KINE-FM			
<b>Patterson</b>	41.3 %	43.3 %	48.6 %
KHVH-AM, KIKI-FM, KKL-V-FM, KSSK-AM, KSSK-FM, KUCC-FM			
	<b>67.6 %</b>	<b>70.0 %</b>	<b>74.7 %</b>

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KGMZ-FF	AOR	107.9	Aiea 0.8 3.4 13 426
KHNR	N	650	Honolulu 1.3 6.2 16 454
KJPN	E	940	Waipahu 0.4 0.8 5 60
KLHT	REL	1040	Honolulu 0.7 2.2 8 159
KNDI	E	1270	Honolulu 0.7 1.7 10 140
KWAI	T	1080	Honolulu 0.4 1.1 5 80
KZOO	E	1210	Honolulu 1.2 2.2 16 181

# HONOLULU

Format Performance	AM	FM	Total	%	Spr 96
AC	2 (1)	222 (2)	224 (3)	19.6 %	19.7 %
AOR/Classic/NR	0 (0)	130 (5)	130 (5)	11.4 %	10.8 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	6 (1)	234 (2)	240 (3)	21.0 %	21.9 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Full Service	100 (1)	0 (0)	100 (1)	8.7 %	8.7 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	18 (1)	18 (1)	1.6 %	2.2 %
News/Talk	93 (4)	0 (0)	93 (4)	8.1 %	7.2 %
Oldies	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Others/Unknown	59 (4)	157 (2)	216 (6)	18.9 %	17.2 %
Religion/Gospel	8 (1)	21 (1)	29 (2)	2.5 %	2.8 %
Soft AC/EZ	0 (0)	68 (1)	68 (1)	5.9 %	8.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	26 (1)	0 (0)	26 (1)	2.3 %	1.5 %
<b>Totals</b>	<b>294 (13)</b>	<b>850 (14)</b>	<b>1144 (27)</b>		

## AM Stations

Station	Power	Frequency	Format	Ownership	Advertiser	Agency	Comments
KCCN	1420	5 kw	Ethnic (Hawaiian)		\$ NA	Banner	KHWY, Inc.
KGU	760	10 kw	News/Tak	CBS, WW1, TARN	<\$20.00	---	
KHMH	830	10 kw	News/Tak	ABC	\$25.00	Christal	Patterson
KQMQ	690	10 kw	See KQMQ-F				
KSSK	590	7.5 kw	Full Service		\$60.00	Eastman	Patterson
KULA	1460	5 kw	See KRTR-F				
KUMU	1500	10 kw	Standards	Westwd	\$ NA	Banner	

## FM Stations

Station	Power	Frequency	Format	Ownership	Advertiser	Agency	Comments
KAIM	95.5	100 kw @ -24	Religion	USA	\$16.00	---	Billy Graham
KCCN	100.3	100 kw @ 1965	Ethnic-Cont. Haw'n		\$57.00	Banner	KHWY, Inc.
KDEO	102.7	61 kw @ 1893	AOR		\$24.00	K&P	Waipahu
KGMZ	107.9	100 kw @ 1965	AOR (simul. KAOI-F)		\$18.00	---	Visionary Aiea
KIKI	93.9	100 kw @ -144	CHR		\$44.00	Christal	Patterson
KINE	105.1	100 kw @ 1965	Ethnic-Cont. Haw'n		\$30.00	Banner	KHWY, Inc.
KKLV	98.5	51 kw @ 59	Classic AOR	ABC, Westwd	\$30.00	---	Patterson
KPOI	97.5	83 kw @ 46	New Rock		\$28.00	Katz	Caribou
KQMQ	93.1	54 kw @ -119	CHR		\$41.00	Katz	Caribou
KRTR	96.3	75 kw @ 2140	AC		\$37.00	Mc-Guild	Kailua
KSSK	92.3	100 kw @ 1950	AC		\$71.00	Eastman	Patterson Waipahu
KUCD	101.9	100 kw @ 1965	Jazz		\$25.00	---	Patterson Pearl City
KUMU	94.7	100 kw @ 78	EZ/Soft AC		<\$20.00	Banner	

Notes: 9/96 KPOI-F sold by Chuck Cotton to Caribou (Kent Nichols) for \$2,125,000 (Kaili) . . . 9/96 KQMQ-AF sold to Caribou (D) for \$4,000,000 (Kaili)

# HOUSTON-GALVESTON

**Arbitron Rank:** 9 **Pop (12+)** 3,393,100  
**MSA Rank:** 8  
**MSA Pop:** 4,170,000  
**DMA:** 11  
**Average Persons Rating:** 17.3  
**Market TSL in Hours:** 22.75

**Stations:** 34 / 34  
**Diaries:** 4,176/813:1/47.0%  
**Sample Target:** 4,030  
**% Below Line:**  
**% Not Listed:** 13.3  
**Pop per Station:** 99,797

**Last Year's Revenue:** \$180,500,000  
**Household Income:** \$45,437  
**Retail Dollars:** \$38.7 Bil  
**#1 Biller:** KILT-AF \$17,100,000  
**#1 Billing Portfolio:**  
 Westinghouse duop+ \$26,000,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1 KBXX-F	CHR/U	454 / 7.7	7.0	7.5	7.2	6.7	7.3	5773 / 17.0	16.9	15.7	508 / 6576	H	KBXX-F
2 KHM-F	AC/CHR	348 / 5.9	5.3	4.9	4.6	4.5	5.2	5715 / 16.8	15.2	14.1	355 / 5930	I	KHM-F
3 KOD-F	SAC	342 / 5.8	5.4	6.2	7.5	6.0	6.2	5355 / 15.8	15.1	15.7	355 / 5685	J	KOD-F
4 KRBE-F	CHR	338 / 5.8	5.4	4.5	4.2	4.6	5.0	6517 / 19.2	16.5	17.1	350 / 6927	H	KRBE-F
5 KMJQ-F	BJAC	313 / 5.3	5.4	6.0	5.2	5.7	5.5	3820 / 11.3	11.4	12.3	332 / 4072	H	KMJQ-F
6 KQUE-F	ST	303 / 5.2	4.1	5.1	5.0	5.6	4.8	2763 / 8.1	8.4	8.8	319 / 3008	F	KQUE-F
7 KKBQ-AF	C	276 / 4.7	4.6	5.3	5.4	5.2	5.0	4403 / 13.0	13.0	12.7	289 / 4726	J	KKBQ-AF
8 KTRH	N	268 / 4.6	3.7	4.6	4.9	4.3	4.4	5413 / 16.0	15.5	15.2	300 / 5920	I	KTRH
9 KILT-F	C	264 / 4.5	5.9	4.6	5.6	6.2	5.2	4253 / 12.5	13.3	15.1	288 / 4734	J	KILT-F
10 KLDE-F	O	227 / 3.9	3.6	4.3	4.0	4.1	4.0	4183 / 12.3	13.2	13.3	245 / 4497	I	KLDE-F
11 KPRC	T	221 / 3.8	3.1	3.3	2.8	3.0	3.2	2659 / 7.8	7.9	7.6	232 / 2764	G	KPRC
12 KTBF-F	AOR-NR	216 / 3.7	3.5	3.1	2.8	3.1	3.3	4106 / 12.1	10.5	10.3	221 / 4330	F	KTBF-F
13 KLLO-F	AOR	214 / 3.6	3.8	3.3	3.4	3.5	3.5	4249 / 12.5	11.3	11.6	231 / 4725	I	KLLO-F
14 KKRW-F	CL AOR	202 / 3.4	3.7	3.3	3.5	2.4	3.5	3983 / 11.7	11.2	9.9	213 / 4168	H	KKRW-F
15 KLTN-FF	SP	191 / 3.2	3.8	3.1	2.7	3.4	3.2	2184 / 6.4	6.3	6.1	205 / 2322	E	KLTN-FF
16 KIKK-F	C	183 / 3.1	3.6	3.5	3.3	3.1	3.4	3774 / 11.1	13.0	12.6	200 / 4287	H	KIKK-F
17 KQK-F	SP	147 / 2.5	2.7	3.2	2.5	2.3	2.7	2635 / 7.8	7.8	6.0	161 / 2799	F	KQK-F
18 KHYS-FF	J	83 / 1.4	1.6	1.8	1.8	2.1	1.7	1786 / 5.3	5.2	6.1	108 / 2163	F	KHYS-FF
19 KLAT	SP	61 / 1.0	1.5	1.3	1.7	1.3	1.4	979 / 2.9	3.1	3.7	61 / 979	D	KLAT
20 KSEV	T	60 / 1.0	1.2	1.0	0.9	0.8	1.0	1520 / 4.5	4.4	3.9	64 / 1564	C	KSEV
21 KXTJ-F	SP	58 / 1.0	1.1	1.2	1.2	1.6	1.1	1367 / 4.0	4.8	5.1	60 / 1404	D	KXTJ-F

12+ FM Share (Metro): 83.88 % ( 4273 of 5094 ) ( Fall 95: 83.18 % )

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 KHM-F	1 KHM-F <	1 KHM-F <	1 KQUE-F	1 KTRH <	1 KOD-F <	1 KBXX-F	1 KBXX-F >	1 KBXX-F >
2 KRBE-F	2 KHM-F	2 KBXX-F <	2 KOD-F	2 KOD-F	2 KTRH	2 KHM-F <	2 KQUE-F <	2 KHM-F <	2 KMJQ-F	2 KTRH
3 KTBF-F >	KRBE-F >	3 KOD-F <	3 KMJQ-F <	3 KMJQ-F	3 KPRC <	3 KBXX-F <	3 KPRC <	3 KOD-F <	3 KRBE-F <	3 KMJQ-F
4 KOD-F <	4 KRBE-F <	4 KRBE-F	4 KRBE-F	4 KOD-F <	4 KILT-F <	4 KHM-F	4 KHM-F	4 KRBE-F	4 KTBF-F	
5 KLTN-FF <	5 KMJQ-F	5 KMJQ-F	5 KKBQ-AF <	5 KMJQ-F <	5 KMJQ-F <	5 KRBE-F <	5 KKBQ-AF <	5 KMJQ-F	5 KOD-F	
6 KLLO-F	6 KKBQ-AF <	6 KKRW-F <	6 KLDE-F	6 KLDE-F <	6 KOD-F	6 KKBQ-F <	6 KKBQ-AF	6 KKBQ-AF	6 KHM-F <	
	KTBF-F <		KILT-F <	7 KILT-F		7 KRBE-F <	KQUE-F <	7 KTRH		
8 KLTN-F						8 KBXX-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 KBXX-F >	1 KHM-F	1 KHM-F	1 KHM-F <	1 KOD-F <	1 KBXX-F >>	1 KBXX-F	1 KLLO-F	1 KLLO-F	1 KLLO-F
2 KRBE-F	2 KRBE-F <	2 KOD-F	2 KOD-F	2 KHM-F	2 KLLO-F	2 KLLO-F	2 KRBE-F	2 KBXX-F	2 KKRW-F <
3 KHM-F <	3 KBXX-F	3 KRBE-F	3 KMJQ-F	3 KMJQ-F	KRBE-F <	3 KRBE-F	3 KHM-F <	3 KHM-F <	3 KHM-F <
4 KTBF-F <	4 KOD-F	4 KKBQ-AF <	KRBE-F <	4 KKBQ-AF <	4 KLTN-FF	4 KTBF-F <	4 KTBF-F <	4 KKRW-F <	4 KTRH <
5 KLTN-FF	5 KKBQ-AF	5 KMJQ-F	5 KBXX-F <	5 KRBE-F	KTBF-F >	5 KLTN-FF <	5 KBXX-F <	5 KRBE-F	5 KPRC
6 KKBQ-AF >	6 KMJQ-F	6 KILT-F	6 KKBQ-AF >	6 KILT-F		6 KHM-F	6 KLTN-FF	6 KLTN-FF <	6 KRBE-F <
	7 KLTN-FF	7 KLTN-FF <		7 KLDE-F		7 KKRW-F	KKRW-F	7 KMJQ-F <	

Other Rated Stations				Metro Cume	TSA		
Station	Format	Pop	City	Share	Rating	AQH	Cume
KCOH	B	1430	Houston	0.9	2.1	50	719
KEYH	SP	850	Houston	0.5	1.5	29	525
KILT	SPRTS	610	Houston	0.9	4.1	58	1459
KOND-F	SP	97.1	Cleveland	0.4	1.5	32	605
KRTS-F	CL	92.1	Seabrook	0.8	2.7	48	922
KRTX-F	SP	100.7	Winnie	0.5	1.8	31	640
KSHN-F	?	99.9	Liberty	0.4	0.6	25	288
KWWJ	B/G	1360	Baytown	0.5	1.8	29	620
KXYZ	SP	1320	Houston	0.4	1.5	24	520
KYOK	G	1590	Houston	0.4	1.2	21	393

# HOUSTON-GALVESTON

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report			
						12+	25-54	Revenue	
AC	0 (0)	348 (1)	348 (1)	6.8 %	5.7 %	Clear Channel	17.8 %	14.2 %	14.2 %
AOR/Classic/NR	0 (0)	632 (3)	632 (3)	12.4 %	11.2 %	KPRC-AM, KMJQ-FM, KBXX-FM, KSEV-AM			
Black/Urban	50 (1)	767 (2)	817 (3)	16.0 %	16.8 %	El Dorado	4.4 %	3.9 %	3.8 %
CHR	0 (0)	338 (1)	338 (1)	6.6 %	5.3 %	KXTJ-FM, KQQK-FM, KOND-FM, KLVL-AM, KEYH-AM			
Classical	0 (0)	48 (1)	48 (1)	0.9 %	0.7 %	Hefte/Clr. Chnl.	4.2 %	4.3 %	3.4 %
Country	4 (1)	718 (3)	722 (4)	14.2 %	15.9 %	KLAT-AM, KMPQ-AM, KLTN-FM, KLTO-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Nationwide	9.6 %	10.3 %	8.3 %
Hispanic	114 (3)	446 (6)	560 (9)	11.0 %	12.5 %	KTBBZ-FM, KHMV-FM			
Jazz	0 (0)	83 (2)	83 (2)	1.6 %	2.1 %	SFX	14.4 %	14.4 %	16.2 %
News/Talk	549 (3)	0 (0)	549 (3)	10.8 %	10.4 %	KQUE-FM, KODA-FM, KNUZ-AM, KKRW-FM			
Oldies	0 (0)	227 (1)	227 (1)	4.5 %	5.0 %	Westinghouse	8.9 %	9.4 %	15.8 %
Others/Unknown	0 (0)	21 (1)	21 (1)	0.4 %	0.0 %	KIKK-AM, KXYZ-AM, KILT-FM, KILT-AM, KIKK-FM			
Religion/Gospel	50 (2)	0 (0)	50 (2)	1.0 %	0.0 %		59.3 %	56.4 %	61.7 %
Soft AC/EZ	0 (0)	342 (1)	342 (1)	6.7 %	7.2 %				
Sports	54 (1)	0 (0)	54 (1)	1.1 %	1.2 %				
Standards	0 (0)	303 (1)	303 (1)	5.9 %	5.9 %				
<b>Totals</b>	<b>821 (11)</b>	<b>4273 (23)</b>	<b>5094 (34)</b>						

### AM Stations

Station	Freq	Power	Class	Comments	Value	Buyer	Agency	Location
KKBQ	790	5 kw	(DA-2)	See KKBQ-F				
KLAT	1010	5 kw	(DA-2)	Hispanic	\$71.00	Katz	Hefte/Clr. Chnl	
KPRC	950	5 kw	(DA-N)	Tak	\$110.00	---	Clear Channel	
KSEV	700	15 kw/1 kw	(DA-2)	Tak	\$40.00	Katz	Clear Channel	Tomball
KTRH	740	50 kw	(DA-2)	News	\$240.00	Christal	Evergreen	

### FM Stations

Station	Freq	Power	Class	Comments	Value	Buyer	Agency	Location
KBXX	97.9	100 kw @	1920	CHR/Urban	\$164.00	Banner	Clear Channel	
KHMV	96.5	100 kw @	1920	AC/CHR	\$200.00	Banner	Nationwide	
KHYS	98.5	100 kw @	1952	Jazz	\$105.00	Mc-Guild		Pt. Arthur
KIKK	95.7	100 kw @	1920	Country	\$168.00	Group W	Westinghouse	
KILT	100.3	100 kw @	1920	Country	\$330.00	Group W	Westinghouse	
KJOJ	106.9	100 kw @	994	See KHYS-F				Freeport
KKBQ	92.5	100 kw @	1920	Country	\$305.00	Mc-Guild	Gannett	Pasadena
KKRW	93.7	100 kw @	1720	Classic AOR	\$154.00	Allied	SFX	
KLDE	94.5	100 kw @	1920	Oldies	\$195.00	Westwd	D&R	Entercom
KLLO	101.1	100 kw @	1920	AOR	\$212.00	Source	Christal	Evergreen
KLTN	93.3	100 kw @	1952	Hispanic	\$75.00	Katz	Hisp.	Hefte/Clr. Chnl
KLTO	104.9	2.55 kw @	350	See KLTN-F				
KMJQ	102.1	100 kw @	1720	Black AC	\$175.00	Clr Chnl	Clear Channel	
KODA	99.1	100 kw @	1920	Soft AC	\$340.00	Allied	SFX	
KQQK	106.5	100 kw @	1322	Hispanic	\$70.00	El Dorado	El Dorado	Galveston
KQUE	102.9	100 kw @	984	Standards	\$100.00	ABC	Allied	SFX
KRBE	104.1	100 kw @	1920	CHR	\$175.00	Eastman	Susquehanna	
KTBBZ	107.5	98 kw @	1973	AOR-New Rock	\$125.00	Mc-Guild	Nationwide	
KXTJ	107.9	100 kw @	1807	Hispanic	\$65.00	El Dorado	El Dorado	Beaumont

Notes: 8/96 KLVL (1480; Pasadena) sold to El Dorado (D+) for \$1,000,000 . . . 1/97 KLDE-F traded by Entercom to Bonneville for KIRO-AF/KNWX Seattle and KCMO-AF/KMBZ/KLTH-F Kansas City plus \$5,000,000 (Star)

Jim Duncan

Comments: KBXX-F led the market in 12+ for the seventh consecutive survey but is not among the top seven in Adults 25-54 . . . KHMV-F had its 4th consecutive up book . . . KILT-F had its lowest 12+ share in many years . . . KTBBZ-F shows continued growth . . . KHYS-F is showing continuing slippage . . . 14% decline in listening to Hispanic stations compared to the Spring book

# HUNTINGTON-ASHLAND

Arbitron Rank: 139	Pop (12+): 269,200	Stations: 23 / 17	Last Year's Revenue: \$7,500,000
MSA Rank: 149		Diaries: 1,002/269:1/55.5%	Household Income: \$30,258
MSA Pop: 316,000		Sample Target: 1,050	Retail Dollars: \$2.7 Bil.
DMA: 57 (w/Charleston)		% Below Line: 9.7	#1 Biller: WTCR-AF \$3,100,000
Average Persons Rating: 13.8		% Not Listed: 14.0	#1 Billing Portfolio:
Market TSL in Hours: 19.25		Pop per Station: 15,835	Capstar duop+ \$5,800,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1	WTCR-F	66 / 17.7	20.7	23.4	25.1	25.7	908 / 33.7	37.1	39.2	77 / 1233	E
2	WKEE-F	55 / 14.8	13.8	15.9	14.0	11.9	816 / 30.3	27.4	31.6	62 / 1055	D
3	WDGG-F	33 / 8.9	8.0	9.7	7.5	6.5	589 / 21.9	20.2	23.2	42 / 888	C
4	WKEE	20 / 5.4	4.7	2.8	3.1	2.4	267 / 9.9	7.0	7.8	20 / 278	A
	WRVC-F	20 / 5.4	4.1	3.6	1.4	0.5	351 / 13.0	9.3	9.5	21 / 388	A
6	WKLC-F	19 / 5.1	5.0	4.5	4.5	4.8	295 / 10.9	12.1	12.1	36 / 619	F
7	WEMM-F	15 / 4.0	4.7	4.5	5.3	3.3	278 / 10.3	8.7	11.6	20 / 450	B
8	WLGC-F	14 / 3.8	3.6	1.9	4.5	5.1	197 / 7.3	11.1	8.0	14 / 276	A
9	WFXN-F	12 / 3.2	3.3	2.5	3.4	3.5	249 / 9.2	8.1	8.6	18 / 412	F
10	WBVB-F	9 / 2.4	3.6	6.4	6.1	5.7	199 / 7.4	9.9	13.3	9 / 242	B
	WRVC	9 / 2.4	1.4	1.4	2.0	3.5	163 / 6.0	3.3	5.2	9 / 165	A
	WMLV-F	9 / 2.4	1.7	0.8		0.5	114 / 4.2	3.6	3.6	9 / 114	A

12+ FM Share (Metro): 85.00 % ( 272 of 320 ) ( Fall 95: 91.69 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WKEE-F >>	1 WKEE-F	1 WKEE-F	1 WTCR-F <	1 WTCR-F	1 WTCR-F >	1 WTCR-F	1 WTCR-F	1 WTCR-F	1 WTCR-F	1 WTCR-F
2 WDGG-F	2 WTCR-F >	WTCR-F >	2 WKEE-F >	2 WKEE-F >	2 WKEE-F	2 WKEE-F >	2 WKEE-F >	2 WKEE-F >	2 WKEE-F >	2 WDGG-F
	WTCR-F >	3 WDGG-F <	3 WDGG-F	3 WDGG-F <	3 WKEE <	3 WDGG-F	3 WDGG-F	3 WDGG-F >	3 WDGG-F	WKEE-F >>
		4 WKLC-F >	4 WKLC-F >	4 WKLC-F	4 WRVC-F	4 WKLC-F >	4 WKEE	4 WRVC-F <	4 WEMM-F >	
		5 WMLV-F	5 WFXN-F	5 WFXN-F <	5 WKLC-F	5 WRVC-F	5 WKEE	5 WRVC-F	5 WKEE <	
						WRVC-F		6 WKLC-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 WKEE-F	1 WTCR-F	1 WTCR-F >>	1 WTCR-F <	1 WTCR-F	1 WKEE-F >>	1 WKEE-F >>	1 WKEE-F >>	1 WKEE-F <	1 WTCR-F
WDGG-F	2 WKEE-F	2 WKEE-F >>	2 WKEE-F >	2 WKEE-F >>	2 WMLV-F	2 WKLC-F	2 WKLC-F	2 WTCR-F	2 WKEE-F
3 WTCR-F >>>	3 WDGG-F >>	3 WDGG-F >	3 WDGG-F >	3 WLGC-F	WKLC-F	WTCR-F	WTCR-F	3 WKLC-F >	3 WRVC-F <
	4 WKLC-F >	4 WKLC-F >>	4 WLGC-F >	WDGG-F >	WTCR-F >>	4 WMLV-F	WFXN-F	4 WDGG-F	4 WDGG-F
							5 WDGG-F >	WFXN-F >	WKLC-F
									6 WFXN-F

Consolidation Report	12+	25-54	Revenue
<b>Capstar</b>	47.8 %	48.4 %	77.3 %
WBVB-FM, WFXN-FM, WKEE-AM, WKEE-FM, WMLV-FM, WTCR-AM, WTCR-FM			
<b>Local</b>	17.8 %	18.6 %	13.3 %
WCMi-AM, WDGG-FM, WRVC-AM, WRVC-FM			
	<b>65.6 %</b>	<b>67.0 %</b>	<b>90.6 %</b>

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCMi	G	1340	Ashland 1.1 2.6 4 69
WGOH	C	1420	Grayson, KY 1.1 2.6 5 74
WIRO	SPRTS	1230	Ironton, OH 0.5 2.4 2 63
WMGG-F	AC	101.5	Gallipolis, OH 0.5 1.7 17 238
WTCR	C	1420	Kenova, WV 1.9 4.4 7 125
WUGO-F	AC	102.3	Grayson, KY 0.8 2.8 3 84

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WLW	FS/T	700	Cincinnati 0.5 1.5 5 102
WNXT-F	AOR-NR	99.3	Portsmouth, OH 0.5 1.6 9 166
WPAY-F	C	104.1	Portsmouth, OH 1.6 5.7 54 834
WQBE-F	C	97.5	Charleston 1.1 2.4 34 511
WVSR-F	CHR	102.7	Charleston 0.8 3.1 19 389



# HUNTINGTON-ASHLAND

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	5 (2)	5 (2)	1.6 %	2.5 %
AOR/Classic/NR	0 (0)	42 (4)	42 (4)	13.1 %	11.7 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	58 (2)	58 (2)	18.1 %	17.4 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	11 (2)	132 (6)	143 (8)	44.7 %	49.2 %
Full Service	2 (1)	0 (0)	2 (1)	0.6 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	9 (1)	0 (0)	9 (1)	2.8 %	1.6 %
Oldies	0 (0)	20 (1)	20 (1)	6.3 %	4.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	4 (1)	15 (1)	19 (2)	5.9 %	7.6 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	2 (1)	0 (0)	2 (1)	0.6 %	0.0 %
Standards	20 (1)	0 (0)	20 (1)	6.3 %	5.4 %
<b>Totals</b>	<b>48 (7)</b>	<b>272 (16)</b>	<b>320 (23)</b>		

### AM Stations

WKEE	800	5 kw/185 w	Standards	Westwd, CNN	\$<20.00	D&R	Capstar	
WRVC	930	5 kw/1 kw (DA-N)	News/Talk	Westwd, Taknt	\$<20.00	Banner		
WTCR	1420	5 kw/0.5 kw (DA-N)	Country	ABC	\$ NA	Katz	Capstar	Kenova, WV

### FM Stations

WBVB	97.1	3 kw @ 472	Country	ABC	\$24.00	K&P	Capstar	Coal Grove, OH
WDGG	93.7	100 kw @ 741	Country	Westwd	\$29.00	Banner	WRVC	
WEMM	107.9	50 kw @ 500	Religion	USA	\$21.00	---	Mortenson	
WFXN	106.3	0.53 kw @ 1092	AOR/Classic	Westwd	\$<20.00	K&P	Capstar	Milton
WKEE	100.5	53 kw @ 561	CHR/AC	ABC	\$47.00	D&R	Capstar	
WLGC	105.7	11.5 kw @ 479	Country		\$<20.00	D&R		Greenup, KY
WMLV	107.1	3 kw @ 125	Classic AOR	Westwd	\$10.00	---	Capstar	Ironton, OH
WRVC	92.7	6 kw @ 253	Oldies		\$<20.00	---		Ashland
WTCR	103.3	50 kw @ 493	Country	ABC	\$66.00	Katz	Capstar	

Notes: WKLC-F: See Charleston, WV

Jim Duncan

Comments: WTCR-F slipped below the 20-share level for the first time in many, many years . . . Listening to Country stations is down by about 10% in the last six months . . . At 13.8, Huntington has one of the lowest APR's in the nation

# HUNTSVILLE

**Arbitron Rank:** 115 **Pop (12+)** 358,000  
**MSA Rank:** 148  
**MSA Pop:** 404,000  
**DMA:** 86 (w/Decatur)  
**Average Persons Rating:** 14.5  
**Market TSL In Hours** 19.50

**Stations** 25 / 21  
**Diaries:** 980/365:1/58.1%  
**Sample Target:** 920  
**% Below Line:** 6.0  
**% Not Listed:** 14.8  
**Pop per Station:** 17,048

**Last Year's Revenue:** \$12,300,000  
**Household Income:** \$43,616  
**Retail Dollars:** \$4.0 Bil.  
**#1 Biller:** WDRM-F \$5,300,000  
**#1 Billing Portfolio:** WDRM-F \$5,300,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WDRM-AF	C	84 / 16.2	20.3	25.6	24.9	21.1	21.7	1195 / 33.4	40.6	38.7	128 / 1909	G	WDRM-AF
2	WZYP-F	CHR*	70 / 13.5	11.6	12.2	10.0	9.4	11.8	1045 / 29.2	25.0	27.6	121 / 1907	D	WZYP-F
3	WAHR-F	AC	66 / 12.7	8.3	9.6	10.5	10.9	10.3	764 / 21.3	17.9	21.7	80 / 1018	C	WAHR-F
4	WTAK-F	AOR	38 / 7.3	7.9	7.9	7.4	5.2	7.6	564 / 15.7	15.4	13.6	52 / 877	C	WTAK-F
5	WRSA-F	SAC	32 / 6.2	10.3	7.3	6.7	9.2	7.6	520 / 14.5	13.4	15.8	53 / 801	C	WRSA-F
6	WEUP-F	B	20 / 3.8	2.6	1.8	1.8	1.7	2.5	261 / 7.3	5.0	6.0	27 / 334	A	WEUP-F
7	WVNN	T	19 / 3.7	3.4	1.8	4.2	3.9	3.3	260 / 7.3	5.3	9.3	32 / 360	B	WVNN
8	WEUP	B	18 / 3.5	2.4	2.1	2.5	2.6	2.6	202 / 5.6	4.6	6.1	18 / 202	B	WEUP
9	WKDF-F	AOR	17 / 3.3	2.6	3.4	2.5	2.4	3.0	329 / 9.2	9.0	6.8	35 / 577		WKDF-F
10	WPZM-F	C*	12 / 2.3	1.5	1.6	1.8	0.3	1.8	287 / 8.0	7.1	9.3	31 / 661	A	WPZM-F

12+ FM Share (Metro): 85.10 % ( 377 of 443 ) ( Fall 95: 86.50 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WZYP-F >>	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 WZYP-F <	1 WDRM-AF
2 WTAK-F <	WZYP-F	2 WAHR-F	2 WAHR-F	2 WAHR-F >	2 WZYP-F	2 WAHR-F	2 WAHR-F <	2 WAHR-F <	2 WDRM-AF	2 WZYP-F >
3 WDRM-AF >	3 WAHR-F	WZYP-F >	3 WZYP-F >	3 WRSA-F >	3 WAHR-F >	3 WZYP-F >	3 WZYP-F >	3 WZYP-F >	3 WAHR-F	
4 WEUP-F	4 WTAK-F >>	4 WTAK-F >>	4 WTAK-F >>	4 WZYP-F	4 WTAK-F <	4 WTAK-F	4 WTAK-F	4 WTAK-F	4 WEUP-F <	
	WAHR-F >				5 WRSA-F >	5 WRSA-F	5 WRSA-F	5 WRSA-F	5 WTAK-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 WDRM-AF	1 WZYP-F	1 WZYP-F >>	1 WDRM-AF	1 WDRM-AF	1 WZYP-F >>	1 WZYP-F	1 WTAK-F	1 WZYP-F	1 WAHR-F
2 WZYP-F >	2 WDRM-AF >	2 WDRM-AF	2 WZYP-F	2 WAHR-F	2 WDRM-AF	2 WTAK-F >	2 WZYP-F >>	WTAK-F <	2 WTAK-F
3 WEUP-F	3 WTAK-F	3 WAHR-F	3 WAHR-F >>	WZYP-F >>>	WTAK-F	3 WDRM-AF	3 WEUP-F	3 WDRM-AF <	WDRM-AF
4 WAHR-F >>	WAHR-F	4 WAHR-F >	4 WTAK-F		4 WKDF-F >>	4 WKDF-F	4 WDRM-AF	4 WAHR-F >>	4 WZYP-F >>
	5 WEUP-F >					5 WEUP-F			

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	84 (4)	84 (4)	19.0 %	16.0 %
AOR/Classic/NR	3 (1)	57 (3)	60 (4)	13.5 %	13.2 %
Black/Urban	18 (1)	30 (2)	48 (3)	10.8 %	7.6 %
CHR	0 (0)	70 (1)	70 (1)	15.8 %	14.3 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	4 (2)	94 (2)	98 (4)	22.1 %	32.1 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	23 (2)	0 (0)	23 (2)	5.2 %	2.9 %
Oldies	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	13 (2)	10 (2)	23 (4)	5.2 %	4.0 %
Soft AC/EZ	0 (0)	32 (1)	32 (1)	7.2 %	8.6 %
Sports	3 (1)	0 (0)	3 (1)	0.7 %	0.0 %
Standards	2 (1)	0 (0)	2 (1)	0.5 %	1.3 %
<b>Totals</b>	<b>66 (10)</b>	<b>377 (15)</b>	<b>443 (25)</b>		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAVD	AOR	1400	Decatur 0.6 1.7 3 69
WBXR	G	1140	Hazel Green 0.8 1.4 4 50
WDJL	ST	1000	Huntsville 0.4 1.9 2 76
WLOR	G	1550	Huntsville 1.7 2.9 9 102
WNDA-F	REL	95.1	Huntsville 1.3 4.8 7 184
WQLT-F	AC	107.3	Florence 1.9 6.5 44 694
WRJL-F	REL	99.9	Eva 0.6 1.4 5 109
WTKI	T	1450	Huntsville 0.8 2.3 4 92
WUMP	SPRTS	730	Madison 0.6 2.1 3 82
WWXQ-F	AC/CHR	92.5	Trinity 1.7 7.8 9 290

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WENN-F	B	107.7	Birmingham 1.9 5.6 13 283
WSM	C	650	Nashville 0.4 0.9 7 138
WVNA-F	CL AOR	100.3	Tuscumbia 0.4 1.5 24 417

# HUNTSVILLE

Consolidation Report	12+	25-54	Revenue
<b>Athens</b> WPZM-FM, WVNN-AM, WZYP-FM	19.5 %	18.4 %	21.0 %
	19.5 %	18.4 %	21.0 %

## AM Stations

WBHP	1230	1 kw	See WDRM-F					
WEUP	1600	5 kw/500 w (DA-N)	Black	AURN	\$<20.00	---		
WVNN	770	10 kw/250 w (DA-N)	Tak	ABC, BRN	\$15.00	Christal	Athens	Athens

## FM Stations

WAHR	99.1	100 kw @ 984	AC	Westwd	\$37.00	Allied		
WDRM	102.1	100 kw @ 981	Country		\$82.00	Mc-Guild		Decatur
WEUP	92.1	1.2 kw @ 460	Black		\$ NA	---		Minor Hill, TN
WPZM	93.3	100 kw @ 1040	Country	ABC	\$<20.00	Christal	Athens	Tullahoma, TN
WRSA	96.9	100 kw @ 830	Soft AC/EZ	CBS	\$27.00	---		Decatur
WTAK	106.1	6 kw @ 328	AOR	ABC	\$26.00	Banner		Hartselle
WZYP	104.3	100 kw @ 1115	CHR	ABC	\$47.00	Christal	Athens	Athens

Notes: \*WPZM-F and WZYP-F were determined by Arbitron to have engaged in special station activities and were placed "below the line" (for the second Fall survey in a row) . . . WKDF-F: See Nashville . . . 11/96 WBHP/WHOS/WDRM-F sold to Osborn for \$23,000,000 (S. Raymond) . . . 11/96 WDJL (1000) sold for \$110,000

Jim Duncan

Comments: WDRM-F slid under a 20 share for the first time in many years . . . Both WAHR-F and WZYP-F enjoyed their best books in over two years

# INDIANAPOLIS

Arbitron Rank: 36 Pop (12+) 1,124,000  
 MSA Rank: 35  
 MSA Pop: 1,480,000  
 DMA: 25  
 Average Persons Rating: 15.6  
 Market TSL in Hours 20.50

Stations 24 / 23  
 Diaries: 2,866/392:1/55.3%  
 Sample Target: 2,810  
 % Below Line: 1.0  
 % Not Listed: 8.8  
 Pop per Station: 48,870

Last Year's Revenue: \$62,000,000  
 Household Income: \$45,665  
 Retail Dollars: \$14.1 Bil.  
 #1 Biller: WFBQ-F \$14,000,000  
 #1 Billing Portfolio:  
 Emmis duop \$18,500,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WFBQ-F	AOR/T	223 / 12.7	11.7	11.3	10.9	14.0	11.7	3014 / 26.8	25.4	30.3	363 / 5340	I	WFBQ-F
2	WFMS-F	C	192 / 11.0	10.7	12.6	13.4	10.8	11.9	2527 / 22.5	22.8	23.9	281 / 3716	I	WFMS-F
3	WIBC	FS/T	157 / 9.0	8.8	8.2	9.7	8.5	8.9	2494 / 22.2	19.4	21.3	175 / 2926	H	WIBC
4	WGRL-F	C	108 / 6.2	5.1	6.1	5.7	6.1	5.8	1571 / 14.0	14.1	14.0	125 / 2062	D	WGRL-F
5	WTPI-F	SAC	105 / 6.0	4.4	6.7	6.6	5.8	5.9	1306 / 11.6	13.0	12.3	118 / 1599	F	WTPI-F
6	WENS-F	AC	101 / 5.8	5.8	6.1	5.8	6.5	5.9	1901 / 16.9	16.9	17.2	125 / 2384	G	WENS-F
7	WTLC-F	B	89 / 5.1	4.8	4.4	4.1	5.2	4.6	1145 / 10.2	9.5	11.8	98 / 1349	E	WTLC-F
8	WNAP-F	O-70s	83 / 4.7	6.5	6.4	4.9	4.0	5.6	1965 / 17.5	17.9	15.0	135 / 3048	G	WNAP-F
9	WZPL-F	CHR/AC	82 / 4.7	4.6	4.3	4.2	4.5	4.5	2031 / 18.1	16.0	17.3	116 / 2893	D	WZPL-F
	WRZX-F	AOR-NR	82 / 4.7	6.4	4.5	5.3	4.1	5.2	1384 / 12.3	13.4	12.4	137 / 2432	E	WRZX-F
11	WHHH-F	U/CHR	81 / 4.6	5.0	4.0	4.6	4.3	4.6	1349 / 12.0	12.2	12.3	82 / 1422	C	WHHH-F
12	WMYS	ST	60 / 3.4	3.3	3.5	3.5	4.0	3.4	699 / 6.2	6.7	5.5	61 / 742	A	WMYS
13	WTTS-F	AOR-P	41 / 2.3	2.6	2.5	2.2	1.9	2.4	848 / 7.5	7.3	6.2	63 / 1295	D	WTTS-F
14	WGGR-F	BJAC	29 / 1.7	1.5	1.3	1.9	0.9	1.6	461 / 4.1	3.9	3.3	31 / 494	A	WGGR-F
15	WNDE	SPRTS	28 / 1.6	1.3	1.1	1.8	1.9	1.4	730 / 6.5	4.9	6.8	33 / 846	A	WNDE
16	WQFE-F	O	22 / 1.3	2.0	1.3	1.1	1.2	1.4	531 / 4.7	4.4	3.4	24 / 601	D	WQFE-F
17	WSYW-F	CL	20 / 1.1	0.7	0.6	0.5	0.6	0.7	388 / 3.5	2.1	2.4	22 / 430	D	WSYW-F
	WXIR-F	REL	19 / 1.1	1.0	0.9	1.4	1.2	1.1	400 / 3.6	3.6	3.9	19 / 411	D	WXIR-F

12+ FM Share (Metro): 82.59 % ( 1319 of 1597 ) ( Fall 95: 80.51 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WHHH-F >	1 WFBQ-F >>	1 WFBQ-F >	1 WFBQ-F >	1 WFBQ-F >	1 WFMS-F <	1 WFBQ-F >>	1 WFBQ-F <	1 WFBQ-F <	1 WHHH-F	1 WFBQ-F
2 WRZX-F >	2 WRZX-F <	2 WFMS-F	2 WFMS-F >	2 WFMS-F >	2 WIBC	2 WFMS-F	2 WFMS-F <	2 WFMS-F	2 WFMS-F <	2 WFMS-F
3 WZPL-F	3 WZPL-F <	3 WGRL-F <	3 WENS-F <	3 WENS-F <	3 WFBQ-F	3 WIBC >	3 WIBC	3 WIBC	3 WRZX-F <	3 WIBC
	4 WENS-F	4 WENS-F	4 WGRL-F <	4 WTPI-F	4 WTPI-F >	4 WTPI-F <	4 WTPI-F	4 WGRL-F <	4 WFBQ-F	
	WGRL-F	5 WNAP-F <	5 WNAP-F <	WGRL-F <		5 WENS-F <	5 WENS-F <	5 WTPI-F <	WGRL-F <	
	WFMS-F	6 WZPL-F <	6 WTPI-F <	6 WIBC		6 WGRL-F	6 WENS-F	6 WENS-F	6 WTLC-F	
	7 WTLC-F	7 WTLC-F <	7 WIBC	7 WNAP-F			7 WZPL-F <	7 WZPL-F		
		8 WTPI-F <								
		9 WRZX-F <								

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WZPL-F <	1 WFBQ-F	1 WFBQ-F >	1 WFBQ-F <	1 WFMS-F	1 WFBQ-F >	1 WFBQ-F >>	1 WFBQ-F >>	1 WFBQ-F >>	1 WFBQ-F >>
2 WENS-F <	2 WENS-F <	2 WFMS-F	2 WFMS-F <	2 WFBQ-F <	2 WRZX-F	2 WRZX-F >	2 WRZX-F >	2 WFMS-F	2 WIBC <
3 WGRL-F	3 WZPL-F	WENS-F	3 WENS-F	3 WENS-F <	3 WTLC-F	3 WTLC-F	3 WGRL-F <	3 WNAP-F <	3 WFMS-F
4 WHHH-F	4 WFMS-F	4 WZPL-F >	4 WZPL-F <	4 WTPI-F	4 WGRL-F	WGRL-F	4 WNAP-F	4 WGRL-F	4 WNAP-F <
5 WRZX-F	5 WGRL-F	5 WGRL-F	5 WGRL-F <	5 WGRL-F	WHHH-F >	5 WHHH-F <	WFMS-F <	WRZX-F	5 WGRL-F
	WFMS-F	6 WTLC-F	WTLC-F <	6 WTPI-F	6 WTTS-F	6 WNAP-F <	6 WTLC-F	WIBC	
	WFBQ-F	7 WTPI-F		7 WNAP-F <		7 WFMS-F	WIBC <		
				8 WTLC-F			8 WZPL-F		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCBK-F	C	102.3	Martinsville 0.5 1.3 10 193
WGLD-F	J	93.9	Noblesville 0.9 2.8 20 377
WNTS	REL	1590	Beech Grove 0.5 1.4 8 179
WTLC	B/G/O	1310	Indianapolis 0.9 2.6 16 294
WXLW	REL	950	Indianapolis 0.5 1.9 11 257

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WKKG-F	C	101.5	Columbus, IN 1.0 2.8 90 1290

# INDIANAPOLIS

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	101 (1)	101 (1)	6.3 %	6.7 %	<b>Emmis</b>	19.5 %	19.4 %	29.6 %
AOR/Classic/NR	0 (0)	346 (3)	346 (3)	21.7 %	20.3 %	WENS-FM, WIBC-AM, WNAP-FM			
Black/Urban	16 (1)	215 (4)	231 (5)	14.5 %	12.0 %	<b>Local</b>	6.3 %	4.8 %	3.0 %
CHR	0 (0)	82 (1)	82 (1)	5.1 %	4.7 %	WGGR-FM, WHHH-FM			
Classical	0 (0)	20 (1)	20 (1)	1.3 %	0.7 %	<b>MyStar</b>	14.1 %	11.8 %	11.5 %
Country	0 (0)	326 (4)	326 (4)	20.4 %	21.4 %	WZPL-FM, WMYS-AM, WTPI-FM			
Full Service	157 (1)	0 (0)	157 (1)	9.8 %	9.4 %	<b>SFX</b>	19.0 %	22.4 %	28.6 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WFBQ-FM, WNDE-AM, WRZX-FM			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	<b>Susquehanna</b>	17.2 %	17.3 %	21.6 %
News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WFMS-FM, WGRL-FM			
Oldies	0 (0)	105 (2)	105 (2)	6.6 %	8.4 %		<b>76.1 %</b>	<b>75.7 %</b>	<b>94.3 %</b>
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	17 (2)	19 (1)	36 (3)	2.3 %	4.0 %				
Soft AC/EZ	0 (0)	105 (1)	105 (1)	6.6 %	7.4 %				
Sports	28 (1)	0 (0)	28 (1)	1.8 %	1.2 %				
Standards	60 (1)	0 (0)	60 (1)	3.8 %	3.8 %				
<b>Totals</b>	<b>278 (6)</b>	<b>1319 (18)</b>	<b>1597 (24)</b>						

### AM Stations

Station	Freq	Power	Format	Owner	Advertiser	Agency	Product
WIBC	1070	50 kw/10 kw (DA-2)	Talk/Full Svc	ABC, AP	\$110.00	Christal	Emmis
WMYS	1430	5 kw (DA-N)	Standards	CNN	\$21.00	D&R	MyStar
WNDE	1260	5 kw (DA-N)	Sports	Westwd	\$20.00	Katz	SFX

### FM Stations

Station	Freq	Power	Format	Owner	Advertiser	Agency	Product
WENS	97.1	23 kw @ 739	AC		\$137.00	Christal	Emmis
WFBQ	94.7	47 kw @ 892	AOR/Talk	Source	\$258.00	Katz	SFX
WFMS	95.5	13 kw @ 990	Country		\$190.00	Allied	Susquehanna
WGGR	106.7	3 kw @ 328	Black AC	ABC	---	---	WHHH owner
WGLD	93.9	2.8 kw @ 492	Jazz	ABC	\$20.00	Mc-Guild	Noblesville
WGRL	104.5	50 kw @ 492	Country		\$61.00	Allied	Susquehanna
WHHH	96.3	0.64 kw @ 715	CHR/Urban		\$50.00	Banner	
WNAP	93.1	12.5 kw @ 1022	70's Oldies		\$75.00	Christal	Emmis
WQFE	101.9	2.5 kw @ 253	Oldies	ABC	\$NA	Unirep	Brownsburg
WRZX	103.3	18 kw @ 850	AOR-New Rock	ABC	\$68.00	Banner	SFX
WSYW	107.1	0.88 kw @ 604	Classical		\$NA	Allied	Universal
WTLC	105.7	50 kw @ 450	Black	CBS	\$60.00	D&R	Panache
WTPI	107.9	21.9 kw @ 762	Soft AC		\$84.00	D&R	MyStar
WTTS	92.3	37 kw @ 1090	Prog. Rock	CBS	\$33.00	Roslin	Sarkes Tarzian
WXIR	98.3	3 kw @ 300	Religion		NA	---	Plainfield
WZPL	99.5	12.6 kw @ 990	CHR/AC	AP	\$59.00	D&R	MyStar

Notes: 10/96 Secret sold these stations to SFX (D): WFBQ-F for \$88,000,000; WNDE for \$2,000,000; WRZX-F for \$20,000,000 (all est.) (Star) . . . 10/96 Sale of WGLD-F by Weiss to Panache cancelled; WGLD changed from Black Oldies to Jazz . . . 10/96 WTLC (AM) changed from Gospel to Black Oldies with some time dedicated to Black Gospel . . . 10/96 WZPL-F changed to more of an AC/CHR presentation

Jim Duncan

Comments: WGRL-F had its highest share ever . . . WNAP-F fell back after two strong books . . . WZPL-F repositioned itself to go after WENS-F

# JACKSON, MS

<b>Arbitron Rank:</b> 118	<b>Pop (12+)</b> 341,000	<b>Stations</b> 24 / 22	<b>Last Year's Revenue:</b> \$14,200,000
<b>MSA Rank:</b>	120	<b>Diaries:</b> 892/382:1/52.2%	<b>Household Income:</b> \$38,344
<b>MSA Pop:</b>	417,000	<b>Sample Target:</b> 920	<b>Retail Dollars:</b> \$4.1 Bil.
<b>DMA:</b>	91	<b>% Below Line:</b> 1.0	<b>#1 Biller:</b> WMSI-F \$4,500,000
<b>Average Persons Rating:</b>	17.1	<b>% Not Listed:</b> 19.1	<b>#1 Billing Portfolio:</b>
<b>Market TSL in Hours</b>	22.50	<b>Pop per Station:</b> 15,500	<b>SFX duop+ \$9,000,000</b>

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1 WJMI-F	B	81 / 13.9	13.9	15.7	14.5	15.7	14.5	836 / 24.5	27.8	27.2	176 / 1679	C WJMI-F
2 WMSI-F	C	63 / 10.8	12.6	11.1	11.2	12.0	11.4	749 / 22.0	25.1	24.3	113 / 1620	F WMSI-F
3 WKXI-F	B/AC	42 / 7.2	8.2	8.0	7.6	8.7	7.7	681 / 20.0	18.4	19.5	57 / 945	B WKXI-F
4 WJDX-F	AC/CHR	40 / 6.9	5.7	7.9	6.0	5.4	6.6	620 / 18.2	18.1	17.5	69 / 1247	C WJDX-F
5 WTYX-F	O	27 / 4.6	5.9	3.3	4.1	4.4	4.5	454 / 13.3	12.3	14.3	47 / 754	C WTYX-F
6 WSTZ-F	AOR	25 / 4.3	5.5	8.4	5.2	4.8	5.9	446 / 13.1	15.9	13.4	56 / 868	C WSTZ-F
7 WZRZ	B/G	24 / 4.1	1.0	1.3	1.9	2.4	2.1	180 / 5.3	3.6	5.5	24 / 180	A WZRZ
8 WJNT	N/T	23 / 4.0	4.6	3.7	5.6	3.7	4.5	282 / 8.3	8.8	7.4	25 / 323	B WJNT
9 WVIV-F	ST	22 / 3.8	1.9	2.6	3.7	2.0	3.0	210 / 6.2	5.6	4.9	24 / 215	A WVIV-F
10 WJKK-F	C	20 / 3.4	3.2	2.6	2.1	2.8	2.8	307 / 9.0	7.5	9.6	36 / 550	A WJKK-F
11 WYOY-F	CHR	19 / 3.3	3.1	3.3	3.3	2.8	3.2	388 / 11.4	9.8	7.3	21 / 480	A WYOY-F
12 WKTF-F	C	16 / 2.7	2.7	2.6	3.5	2.8	2.9	315 / 9.2	8.8	11.3	23 / 580	C WKTF-F
13 WMGO	G	13 / 2.2	1.5	2.0	0.8	0.9	1.6	108 / 3.2	2.5	2.5	16 / 120	A WMGO
WOAD	B/G	13 / 2.2	5.3	4.0	3.3	4.6	3.7	318 / 9.3	8.9	8.4	14 / 325	A WOAD

12+ FM Share (Metro): 81.74 % ( 385 of 471 ) ( Fall 95: 83.14 % )

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 WMSI-F	2 WMSI-F <	2 WMSI-F <	2 WKXI-F <	2 WKXI-F <	2 WZRZ <	2 WJMI-F >	2 WJDX-F <	2 WMSI-F	2 WKXI-F >	2 WKXI-F
3 WKXI-F	3 WKXI-F <	3 WKXI-F <	3 WJMI-F <	3 WJDX-F <	3 WKXI-F	3 WKXI-F	3 WJMI-F	3 WJDX-F	3 WZRZ	3 WJMI-F >>
4 WJDX-F	4 WJDX-F	4 WJDX-F <	4 WJMI-F	4 WJMI-F	4 WJMI-F	4 WSTZ-F	WJNT >	4 WKXI-F	WMSI-F	
5 WTYX-F	5 WTYX-F	5 WTYX-F	5 WTYX-F	5 WTYX-F	5 WJDX-F <	5 WJDX-F <	5 WKXI-F <	5 WTYX-F	5 WYOY-F	
6 WSTZ-F	6 WSTZ-F >	6 WSTZ-F >	6 WSTZ-F >	6 WSTZ-F >	6 WJNT >	6 WTYX-F	6 WTYX-F	6 WSTZ-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 WJMI-F >>>	1 WJMI-F >	1 WMSI-F	1 WJMI-F	1 WMSI-F	1 WJMI-F >>>	1 WJMI-F >>	1 WJMI-F	1 WJMI-F >	1 WMSI-F
2 WKXI-F	2 WMSI-F	2 WJMI-F >	2 WJDX-F	2 WJDX-F <	2 WKTF-F	2 WTYX-F	2 WTYX-F >	2 WTYX-F	2 WTYX-F
WJDX-F >>>	3 WKXI-F	3 WKXI-F	WMSI-F	3 WKXI-F	3 WMSI-F >	3 WKXI-F	3 WKXI-F	WMSI-F	3 WKXI-F
	WJDX-F >	WJDX-F	4 WKXI-F >>	4 WJMI-F >	4 WJDX-F	4 WSTZ-F	WSTZ-F >	4 WKXI-F	WJMI-F
	5 WYOY-F	5 WYOY-F	5 WTYX-F	5 WJKK-F	WSTZ-F	5 WKTF-F	5 WJDS	5 WSTZ-F	5 WSTZ-F
	WTYX-F	WTYX-F	6 WYOY-F	6 WYOY-F	WKXI-F >>	WMSI-F	WMSI-F	6 WJDX-F >	6 WJDX-F
	WSTZ-F >	WSTZ-F >>	WJKK-F	WTYX-F	7 WJDX-F				

Consolidation Report	12+	25-54	Revenue
<b>Capstar</b>	23.8 %	19.4 %	16.9 %
WJMI-FM, WKXI-AM, WKXI-FM, WOAD-AM			
<b>New South</b>	6.7 %	7.0 %	5.6 %
WIIN-AM, WJKK-FM, WYOY-FM			
<b>SFX</b>	30.0 %	31.6 %	63.4 %
WJDS-AM, WJDX-FM, WKTF-FM, WMSI-FM, WSTZ-FM, WZRZ-AM			
	<b>60.5 %</b>	<b>58.0 %</b>	<b>85.9 %</b>

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBKJ-F	C	105.1	Kosciusko 0.7 3.5 13 330
WHJT-F	REL	93.5	Clinton 1.2 4.7 7 183
WJDS	SPRTS	620	Jackson 1.2 4.3 8 178
WJXN-F	REL	92.9	Utica 1.4 3.2 15 215
WKXI	B/O	1400	Jackson 0.5 2.9 3 99
WRJH-F	REL	97.7	Brandon 0.9 2.2 8 141
WSLI	T	930	Jackson 0.5 3.5 4 159

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WJNS-F	REL	92.1	Yazoo City 0.7 1.7 12 141
WYJS-F	REL	105.9	Pickens 0.3 2.0 11 147

# JACKSON, MS

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	40 (1)	40 (1)	8.5 %	9.6 %
AOR/Classic/NR	0 (0)	25 (1)	25 (1)	5.3 %	10.2 %
Black/Urban	3 (1)	123 (2)	126 (3)	26.8 %	29.4 %
CHR	0 (1)	19 (1)	19 (2)	4.0 %	0.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	103 (4)	103 (4)	21.9 %	20.9 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	26 (2)	0 (0)	26 (2)	5.5 %	5.6 %
Oldies	0 (0)	27 (1)	27 (1)	5.7 %	4.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	50 (3)	26 (5)	76 (8)	16.1 %	11.8 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	7 (1)	0 (0)	7 (1)	1.5 %	1.3 %
Standards	0 (0)	22 (1)	22 (1)	4.7 %	3.1 %
<b>Totals</b>	<b>86 (8)</b>	<b>385 (16)</b>	<b>471 (24)</b>		

## AM Stations

Station	Power	Frequency	Format	Ownership	Value	Notes	City
WJNT	1180	50 kw/500 w (DA-N)	Tak	ABC, CBS, Westwd	\$21.00	---	Pearl
WMGO	1370	1 kw/28 w	Black/Gospel	Westwd	\$ NA	Bunchez	Canton
WOAD	1300	5 kw/1 kw	Gospel	AURN, ABC, Westwd	\$<20.00	Banner Capstar	
WZRZ	1590	5 kw/1 kw (DA-N)	Black Gospel		\$<20.00	D&R SFX	

## FM Stations

Station	Frequency	Power	Format	Ownership	Value	Notes	City
WJDX	96.3	100 kw @ 1410	AC/CHR		\$35.00	Mc-Guild SFX	
WJJK	98.7	100 kw @ 945	Country		\$<20.00	Interep New South	Vicksburg
WJMI	99.7	100 kw @ 1059	Black	ABC	\$46.00	D&R Capstar	
WKTF	95.5	100 kw @ 1059	Country	Westwd	\$24.00	Mc-Guild SFX	
WKXI	107.5	100 kw @ 951	Black AC		\$27.00	Banner Capstar	Magee
WMSI	102.9	100 kw @ 1801	Country	ABC	\$82.00	Mc-Guild SFX	
WSTZ	106.7	100 kw @ 1063	AOR		\$37.00	D&R SFX	Vicksburg
WTYX	94.7	100 kw @ 1115	Oldies		\$30.00	Christal	
WVIV	93.9	6 kw @ 282	Standards	ABC	\$<20.00	---	Pearl
WYOY	101.7	50 kw @ 456	CHR		\$<20.00	---	Gluckstadt

Notes: 9/96 WKXI-AF/WOAD/WJMI-F were sold by Chrysler Capital to Benchmark for \$15,000,000 (Stevens) . . . 9/96 WLIN-F changed from AC to CHR as WYOY-F ("Y-101.7") . . . 1/97 Benchmark sold these stations to Capstar: WJMI-F for \$9,600,000; WKXI-AF for \$4,400,000; WOAD for \$1,000,000

# JACKSONVILLE

<b>Arbitron Rank:</b> 53	<b>Pop (12+):</b> 834,600	<b>Stations:</b> 27 / 26	<b>Last Year's Revenue:</b> \$35,500,000
<b>MSA Rank:</b>	57	<b>Diaries:</b> 2,082/401:1/54.0%	<b>Household Income:</b> \$39,492
<b>MSA Pop:</b>	985,000	<b>Sample Target:</b> 2,040	<b>Retail Dollars:</b> \$9.4 Bil.
<b>DMA:</b>	55	<b>% Below Line:</b> 0.8	<b>#1 Biller:</b> WQIK-F \$5,800,000
<b>Average Persons Rating:</b>	16.2	<b>% Not Listed:</b> 15.9	<b>#1 Billing Portfolio:</b>
<b>Market TSL in Hours:</b>	21.50	<b>Pop per Station:</b> 32,100	<b>SFX duop+:</b> \$15,100,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WQIK-F	C	114 / 8.5	9.5	10.0	9.3	9.8	9.3	1603 / 19.2	20.8	20.5	166 / 2118	G	WQIK-F
2	WFYV-F	AOR	108 / 8.0	8.4	8.0	7.6	8.9	8.0	1337 / 16.0	16.9	18.4	119 / 1528	F	WFYV-F
3	WJBT-F	B	92 / 6.8	5.5	5.0	5.9	4.8	5.8	1035 / 12.4	11.0	10.9	94 / 1100	C	WJBT-F
4	WAPE-F	CHR	91 / 6.8	7.4	7.2	7.5	6.9	7.2	1810 / 21.7	20.8	21.8	100 / 2030	E	WAPE-F
5	WEJZ-F	SAC	89 / 6.6	8.0	6.2	6.1	6.9	6.7	1365 / 16.4	16.1	15.7	97 / 1482	F	WEJZ-F
6	WKQL-F	O	86 / 6.4	4.3	4.5	5.9	4.9	5.3	1497 / 17.9	13.9	15.4	99 / 1677	D	WKQL-F
7	WOKV	N/T	80 / 5.9	6.3	4.2	4.6	5.0	5.3	1004 / 12.0	13.9	15.4	85 / 1061	C	WOKV
8	WROO-F	C	74 / 5.5	5.8	6.3	7.3	5.6	6.2	1189 / 14.3	15.6	14.4	83 / 1369	E	WROO-F
9	WSOL-F	B/AC	58 / 4.3	4.5	6.1	5.8	6.8	5.2	776 / 9.3	11.5	12.6	89 / 1083	C	WSOL-F
10	WIVY-F	AC	56 / 4.2	4.2	5.0	4.0	3.8	4.3	988 / 11.8	14.2	12.0	57 / 1107	D	WIVY-F
11	WPLA-F	AOR-NR	54 / 4.0	3.4	5.1	5.2	5.4	4.4	829 / 9.9	10.2	11.1	59 / 902	B	WPLA-F
12	WWRR-F	O-70s	41 / 3.0	3.0	2.6	2.8	0.5	2.9	708 / 8.5	8.0	2.8	60 / 866		WWRR-F
13	WFSJ-F	J	35 / 2.6	2.6	3.0	3.0	2.8	2.8	574 / 6.9	8.2	8.0	37 / 603	B	WFSJ-F
14	WZAZ	B/G	30 / 2.2	2.4	1.0	0.7	0.7	1.6	398 / 4.8	2.2	2.0	30 / 398	A	WZAZ
15	WNZS	SPRTS	21 / 1.6	1.6	1.5	1.5	2.3	1.6	401 / 4.8	4.5	5.9	21 / 401	B	WNZS

12+ FM Share (Metro): 82.72 % ( 938 of 1134 ) ( Fall 95: 82.36 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WJBT-F >>	1 WFYV-F >	1 WFYV-F >	1 WFYV-F	1 WFYV-F <	1 WQIK-F	1 WFYV-F	1 WOKV <	1 WQIK-F	1 WJBT-F >	1 WJBT-F
2 WAPE-F	2 WJBT-F <	2 WAPE-F <	2 WKQL-F	2 WKQL-F <	2 WKQL-F <	2 WQIK-F	2 WQIK-F	2 WFYV-F <	2 WAPE-F	2 WQIK-F <
3 WPLA-F >>	3 WAPE-F	3 WQIK-F	WQIK-F <	3 WQIK-F	3 WOKV <	3 WEJZ-F	3 WFYV-F <	3 WJBT-F <	3 WSOL-F <	3 WAPE-F
	4 WPLA-F	4 WEJZ-F <	4 WEJZ-F <	4 WEJZ-F	4 WEJZ-F >	4 WAPE-F <	4 WEJZ-F	4 WAPE-F <	4 WQIK-F	
	5 WQIK-F	5 WKQL-F <	5 WAPE-F	5 WAPE-F	5 WROO-F	5 WKQL-F <	5 WKQL-F	5 WKQL-F <	5 WPLA-F <	5 WPLA-F <
	6 WIVY-F	6 WJBT-F	6 WIVY-F	6 WIVY-F <		6 WROO-F	6 WAPE-F	6 WOKV <	6 WFYV-F <	6 WFYV-F <
	WROO-F	7 WROO-F <	7 WROO-F	7 WROO-F		7 WJBT-F	7 WROO-F <	7 WEJZ-F	7 WKQL-F	7 WKQL-F
		8 WIVY-F		WROO-F <			8 WIVY-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 WJBT-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 WAPE-F >	2 WJBT-F >	2 WIVY-F	2 WEJZ-F	2 WKQL-F <	2 WJBT-F	2 WPLA-F	2 WPLA-F >	2 WQIK-F	2 WKQL-F
3 WQIK-F	3 WEJZ-F <	WEJZ-F	3 WQIK-F <	3 WQIK-F <	3 WPLA-F >	3 WJBT-F >	3 WWRR-F	3 WKQL-F	3 WQIK-F
WPLA-F	4 WIVY-F	4 WFYV-F	4 WIVY-F	4 WIVY-F	4 WAPE-F	4 WAPE-F	WQIK-F	WPLA-F <	4 WOKV
5 WFYV-F	WROO-F	WROO-F	WROO-F <	WAPE-F	5 WSOL-F	WQIK-F	5 WJBT-F	5 WOKV <	5 WWRR-F
WROO-F >	WQIK-F	6 WQIK-F	6 WJBT-F	6 WROO-F >	6 WROO-F	6 WWRR-F	WAPE-F	6 WJBT-F	WSOL-F <
	WFYV-F >	WJBT-F	WKQL-F			WSOL-F		WAPE-F <	7 WAPE-F

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WBWL	SPRTS	600	Jacksonville	0.8	3.4	11	283
WCGL	REL	1360	Jacksonville	1.0	2.3	14	201
WFOY	T	1240	St. Augustine	0.4	0.9	7	82
WJGR	T	1320	Jacksonville	0.5	2.1	7	172
WJQR-F	C	105.5	St. Augustine	0.4	1.3	6	120
WOBS	B	1530	Jacksonville	0.4	0.7	6	59
WROS	REL	1050	Jacksonville	0.8	1.6	11	142
WSOS-F	AC	94.1	St. Augustine	0.7	1.7	9	150
WSVE	REL	1280	Jacksonville	0.8	2.5	11	212
WTLK-F	T	106.5	Ponte Verde	0.5	0.9	7	77
WXQL-F	B/AC	105.7	Baldwin	0.6	2.4	13	325

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WFKS-F	CHR	99.9	Palatka	0.8	3.9	18	498



# JACKSONVILLE

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report			
						12+	25-54	Revenue	
AC	0 (0)	65 (2)	65 (2)	5.7 %	6.0 %	Jacor	22.3 %	19.9 %	25.9 %
AOR/Classic/NR	0 (0)	162 (2)	162 (2)	14.3 %	16.2 %	WJBT-FM, WJGR-AM, WQIK-FM, WSOL-FM, WZAZ-AM			
Black/Urban	6 (1)	158 (3)	164 (4)	14.5 %	15.2 %	Paxson	11.6 %	11.2 %	15.1 %
CHR	0 (0)	102 (2)	102 (2)	9.0 %	9.8 %	WNZS-AM, WZNZ-AM, WTLK-FM, WROO-FM, WPLA-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Renda	10.4 %	13.1 %	11.3 %
Country	0 (0)	193 (3)	193 (3)	17.0 %	20.1 %	WFKS-FM, WEJZ-FM, WWRR-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	SFX	32.1 %	36.4 %	42.5 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WAPE-FM, WOKV-AM, WKQL-FM, WIVY-FM, WFVY-FM, WBWL-AM			
Jazz	0 (0)	35 (1)	35 (1)	3.1 %	3.6 %		76.5 %	80.6 %	94.8 %
News/Talk	93 (3)	7 (1)	100 (4)	8.8 %	6.7 %				
Oldies	0 (0)	127 (2)	127 (2)	11.2 %	8.4 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	65 (4)	0 (0)	65 (4)	5.7 %	2.7 %				
Soft AC/EZ	0 (0)	89 (1)	89 (1)	7.8 %	7.4 %				
Sports	32 (2)	0 (0)	32 (2)	2.8 %	1.8 %				
Standards	0 (0)	0 (0)	0 (0)	0.0 %	2.1 %				
<b>Totals</b>	<b>196 (10)</b>	<b>938 (17)</b>	<b>1134 (27)</b>						

### AM Stations

Station	Freq	Power	Format	Owner	Advertiser	Agency
WNZS	930	5 kw (DA-N)	Sports	CBS, 1-on-1	<\$20.00	Banner Paxson
WOKV	690	50 kw/10 kw (DA-N)	News/Talk	CBS	\$36.00	Mc-Guild SFX
WZAZ	1400	1 kw	Black Gospel	ABC	\$15.00	Eastman Jacor

### FM Stations

Station	Freq	Power	Format	Owner	Advertiser	Agency	Location
WAPE	95.1	100 kw @ 984	CHR		\$76.00	Christal SFX	
WEJZ	96.1	100 kw @ 984	Soft AC		\$85.00	Katz Renda	
WFSJ	97.9	50 kw @ 482	Jazz		NA	Banner Paxson	St. Augustine
WFVY	104.5	100 kw @ 1014	AOR		\$83.00	Christal SFX	
WVY	102.9	100 kw @ 1014	AC		\$53.00	Allied SFX	
WJBT	92.7	6 kw @ 300	Black	CBS	\$33.00	Roslin Jacor	Green Cove Springs
WKQL	96.9	100 kw @ 1014	Oldies	AP	\$56.00	Mc-Guild SFX	
WPLA	93.3	50 kw @ 463	AOR-New Rock		\$35.00	Banner Paxson	Callahan
WQIK	99.1	100 kw @ 1014	Country	ABC	\$119.00	Eastman Jacor	
WROO	107.3	100 kw @ 705	Country		\$64.00	Banner Paxson	
WSOL	101.5	100 kw @ 1463	Black AC		\$48.00	Eastman Jacor	Brunswick, GA
WWRR	100.7	36 kw @ 1463	Classic AOR		NA	--- Renda	

Notes: 9/96 WPVJ-F sold by Intermark to Paxson (D+) . . . 9/96 WPVJ-F began operation with a Talk format as "Real Radio" . . . 10/96 WPVJ-F changed calls to WTLK-F . . . 11/96 WPDQ changed from Standards to Sports as WBWL

# JOHNSON CITY-KINGSPORT-BRISTOL

<b>Arbitron Rank:</b> 94 Pop (12+)	392,600	<b>Stations</b>	28 / 21	<b>Last Year's Revenue:</b>	\$11,900,000
<b>MSA Rank:</b>	106	<b>Diaries:</b>	879/447:1/60.5%	<b>Household Income:</b>	\$32,203
<b>MSA Pop:</b>	454,000	<b>Sample Target:</b>	860	<b>Retail Dollars:</b>	\$4.0 Bil.
<b>DMA:</b>	93	<b>% Below Line:</b>	5.8	<b>#1 Biller:</b>	WXBQ-AF \$3,700,000
<b>Average Persons Rating:</b>	14.5	<b>% Not Listed:</b>	11.2	<b>#1 Billing Portfolio:</b>	Bristol duop \$4,300,000
<b>Market TSL in Hours</b>	19.75	<b>Pop per Station:</b>	18,695		

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1	WXBQ-F	173 / 30.4	29.0	31.5	31.0	33.2	1873 / 47.7	47.2	47.7	231 / 2628	E	WXBQ-F
2	WQUT-F	77 / 13.5	12.9	9.3	11.4	12.6	1080 / 27.5	24.8	25.1	98 / 1451	D	WQUT-F
3	WTFM-F	54 / 9.5	9.3	9.3	11.4	12.6	1021 / 26.0	22.7	25.1	77 / 1511	D	WTFM-F
4	WAEZ-F	21 / 3.7	4.0	4.2	6.0	7.1	384 / 9.8	13.1	12.5	23 / 426	A	WAEZ-F
	WKOS-F	21 / 3.7	4.2	4.5	3.6	1.9	402 / 10.3	11.2	9.6	24 / 485	A	WKOS-F
6	WGOC	20 / 3.5	2.6	2.5	1.0	2.4	207 / 5.3	6.3	6.6	21 / 238	A	WGOC
	WJCW	N/T	3.6	4.8	4.1	2.9	339 / 8.6	10.8	12.9	22 / 380	B	WJCW
8	WKPT	ST/EZ	19 / 3.3	2.6	3.0	2.8	231 / 5.9	5.9	5.2	20 / 247	A	WKPT
9	WXIS-F	CHR	15 / 2.6	2.6	1.8	0.3	365 / 9.3	7.9	4.5	16 / 384		WXIS-F

12+ FM Share (Metro): 80.40 % ( 406 of 505 ) (Fall 95: 76.53 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WXBQ-F >>>	1 WXBQ-F >>	1 WXBQ-F >>	1 WXBQ-F >>	1 WXBQ-F >>	1 WXBQ-F >>	1 WXBQ-F >>	1 WXBQ-F >>	1 WXBQ-F >>	1 WXBQ-F >>	1 WXBQ-F >>
2 WXIS-F	2 WQUT-F >>>	2 WQUT-F >	2 WQUT-F >	2 WQUT-F	2 WTFM-F <	2 WQUT-F >>	2 WQUT-F <	2 WQUT-F	2 WQUT-F >	2 WQUT-F >
	WQUT-F	3 WTFM-F >	3 WTFM-F >>	3 WTFM-F >>	3 WTFM-F >>	3 WQUT-F >	3 WTFM-F >	3 WTFM-F >>	3 WTFM-F >	3 WQUT-F >
4 WTFM-F >>					4 WJCW	4 WGOC >	4 WJCW		4 WXIS-F >	
					WKPT					

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WXBQ-F >>>	1 WXBQ-F >>	1 WXBQ-F	1 WXBQ-F >>	1 WXBQ-F >>	1 WQUT-F >>	1 WXBQ-F	1 WXBQ-F >>	1 WXBQ-F >	1 WXBQ-F >>
2 WTFM-F	2 WQUT-F >>>	2 WQUT-F >>>	2 WQUT-F	2 WTFM-F	2 WXIS-F	2 WQUT-F >>>	2 WQUT-F >>>	2 WQUT-F >>>	2 WQUT-F >>
	WQUT-F >>	3 WTFM-F >>>	3 WTFM-F >>>	3 WQUT-F >>>	3 WXBQ-F >>	3 WXIS-F	3 WKOS-F >	3 WTFM-F >	3 WTFM-F >
4 WXIS-F >>									

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	54 (1)	54 (1)	10.7 %	10.4 %
AOR/Classic/NR	0 (0)	82 (2)	82 (2)	16.2 %	18.2 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	18 (2)	18 (2)	3.6 %	3.9 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	33 (5)	199 (7)	232 (1)	45.9 %	42.7 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	29 (3)	0 (0)	29 (3)	5.7 %	7.0 %
Oldies	0 (0)	23 (2)	23 (2)	4.6 %	4.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	18 (3)	9 (1)	27 (4)	5.3 %	5.7 %
Soft AC/EZ	0 (0)	21 (1)	21 (1)	4.2 %	4.5 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	19 (1)	0 (0)	19 (1)	3.8 %	2.9 %
<b>Totals</b>	<b>99 (12)</b>	<b>406 (16)</b>	<b>505 (28)</b>		

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume		
WABN-F	CHR	92.7	Abingdon, VA	0.5	3.5	4	154
WBEJ	C	1240	Elizabethton	0.9	2.6	5	103
WEMB	C	1420	Erwin	0.4	0.8	2	31
WETB	REL	790	Johnson City	1.4	3.3	8	156
WGAT	C	1050	Gate City	0.5	1.6	3	61
WIKQ-F	C	94.9	Greenville	0.4	2.9	8	290
WKIN	T	1320	Kingsport	0.9	2.8	5	109
WMCH	REL	1260	Church Hill	0.9	1.2	9	86
WMEV-F	C	93.9	Marion, VA	1.2	3.7	28	425
WRGS	C	1370	Rogersville	0.5	1.1	3	67
WXBQ	T	980	Bristol, VA	0.7	3.8	4	150
WZAP	REL	690	Bristol, VA	0.9	3.8	8	203

Other Rated Stations—Outside Market			Metro Share	Cume Rating	TSA AQH Cume		
WAXM-F	C	93.5	Big Stone Gap	0.5	1.6	17	255
WIMZ-F	AOR	103.5	Knoxville	0.9	4.9	32	520
WIVK-F	C	107.7	Knoxville	1.8	3.1	52	673
WKSF-F	C	99.9	Asheville, NC	0.4	1.7	11	253
WMIT-F	REL	106.9	Black Mtn., NC	1.6	4.3	17	261
WMYU-F	O	102.1	Sevierville	0.4	1.0	18	303
WOKI-F	C	100.3	Oak Ridge	0.4	1.0	12	341

# JOHNSON CITY-KINGSPORT-BRISTOL

Consolidation Report	12+	25-54	Revenue
<b>Bloomington</b>	21.6 %	23.5 %	24.4 %
WJCW-AM, WKIN-AM, WKOS-FM, WQUT-FM			
<b>Bristol</b>	34.8 %	39.4 %	36.1 %
WAEZ-FM, WXBQ-AM, WXBQ-FM			
<b>Home News</b>	12.8 %	11.6 %	31.1 %
WKPT-AM, WKTP-AM, WOPI-AM, WTFM-FM			
	<b>69.2 %</b>	<b>74.5 %</b>	<b>91.6 %</b>

## AM Stations

WETB	1420	5 kw/72 w	Gospel		\$10.00	---		
WGOC	640	10 kw/0.81 kw (DA-N)	Country	Westwd	\$ NA	TN	JT Parker	Bountville
WJCW	910	5 kw/1 kw (DA-N)	News/Tak	CBS, Westwd	\$20.00	Katz	Bloomington	
WKPT	1400	1 kw	Standards/EZ List.	ABC	\$<20.00	Eastman	Home News	
WXBQ	980	5 kw/1 kw (DA-N)	Tak	ABC, Westwd	\$ NA	Christal	Bristol	Bristol, VA

## FM Stations

WAEZ	99.3	3.8 kw @ 794	Soft AC	Westwd	\$<20.00	---	Bristol	Elizabethton
WKOS	104.9	2.75 kw @ 492	Oldies	Westwd	\$<20.00	Katz	Bloomington	
WQUT	101.5	100 kw @ 1499	AOR/Classic	Westwd, CNN	\$50.00	Katz	Bloomington	
WTFM	98.5	100 kw @ 1260	AC	ABC	\$50.00	Eastman	Home News	
WXBQ	96.9	75 kw @ 2240	Country	ABC	\$71.00	Christal	Bristol	Bristol
WXIS	103.9	3 kw @ 328	CHR	ABC	\$ NA	---		Erwin

Notes: 9/96 WAEZ-F sold to Bristol (D) for \$3,000,000 (Blackburn)

Jim Duncan

Comments: WQUT-F registered its highest share in more than two years . . . WXBQ-F is back above a 30 share

# JOHNSTOWN

<b>Arbitron Rank:</b> 166	<b>Pop (12+)</b> 201,500	<b>Stations</b> 23 / 11	<b>Last Year's Revenue:</b> \$5,700,000
<b>MSA Rank:</b> 178		<b>Diaries:</b> 703/287:1/64.1%	<b>Household Income:</b> \$30,815
<b>MSA Pop:</b> 238,000		<b>Sample Target:</b> 680	<b>Retail Dollars:</b> \$1.82 Bil.
<b>DMA:</b> 90 (w/Altoona)		<b>% Below Line:</b> 20.8	<b>#1 Biller:</b> NA
<b>Average Persons Rating:</b> 16.4		<b>% Not Listed:</b> 10.3	<b>#1 Billing Portfolio:</b> NA
<b>Market TSL in Hours</b> 22.25		<b>Pop per Station:</b> 18,318	

12+ Metro	Format	Fail 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1	WMTZ-F	C	63 / 19.0	15.4	16.7	14.2	567 / 28.1	23.8	24.7	74 / 729	WMTZ-F
2	WKYE-F	AC	46 / 13.9	11.1	12.0	11.4	505 / 25.1	21.6	25.5	55 / 656	WKYE-F
3	WGLU-F	CHR	28 / 8.5	9.1	7.1	9.5	440 / 21.8	23.5	24.3	38 / 574	WGLU-F
4	WQKK-F	AOR/CL	23 / 7.0	6.3	7.7	8.0	340 / 16.9	17.0	17.9	41 / 522	WQKK-F
5	WYSN-F	ST	21 / 6.3	7.4	9.9	11.7	281 / 13.9	15.0	15.7	22 / 291	WYSN-F
6	WDVE-F	AOR	19 / 5.7	5.1	3.7	3.4	236 / 11.7	10.7	9.3	27 / 448	WDVE-F
7	WFGY-F	C	16 / 4.8	4.6	4.9	5.2	216 / 10.7	9.3	11.9	31 / 435	WFGY-F
8	WJAC	ST/FS	12 / 3.6	5.1	4.0	3.7	165 / 8.2	13.4	10.6	12 / 165	WJAC
9	WQZS-F	O	8 / 2.4	1.4	1.2	0.6	58 / 2.9	2.6	3.4	8 / 58	WQZS-F
10	WZGO-F	O	7 / 2.1	1.7		0.9	124 / 6.2	5.1		8 / 147	WZGO-F
	WVSC	C	7 / 2.1	2.6	2.2	1.5	74 / 3.7	5.6	4.5	7 / 74	WVSC
	WNTJ	T	7 / 2.1	1.7	1.5	1.5	81 / 4.0	5.3	4.0	7 / 87	WNTJ

12+ FM Share (Metro): 91.25 % ( 271 of 297 ) (Fall 95: 88.73 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1	WGLU-F >>	1 WMTZ-F	1 WMTZ-F	1 WMTZ-F	1 WMTZ-F	1 WMTZ-F	1 WKYE-F <	1 WMTZ-F >	1 WMTZ-F >>	1 WMTZ-F >
2	WQKK-F >>	2 WQKK-F <	2 WKYE-F >	2 WKYE-F >>	2 WKYE-F >>	2 WKYE-F >>	2 WMTZ-F >>	2 WKYE-F	2 WKYE-F	2 WKYE-F
3	WMTZ-F >>	3 WKYE-F	3 WQKK-F	3 WDVE-F	3 WDVE-F	3 WYSN-F >	3 WGLU-F	3 WYSN-F <	3 WGLU-F	WQKK-F
4	WDVE-F <	4 WDVE-F <	4 WQKK-F <	4 WGLU-F	4 WJAC	4 WQKK-F	4 WGLU-F	4 WQKK-F	4 WQKK-F	WGLU-F
5	WGLU-F >	5 WGLU-F >	5 WGLU-F	5 WQKK-F	WGLU-F	5 WDVE-F	5 WQKK-F	5 WYSN-F <	5 WDVE-F >	WYSN-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	WMTZ-F >>	1 WMTZ-F	1 WKYE-F	1 WMTZ-F	1 WKYE-F <	1 WQKK-F >>	1 WQKK-F	1 WMTZ-F	1 WMTZ-F >
2	WKYE-F	2 WKYE-F	2 WMTZ-F	2 WKYE-F >>	2 WMTZ-F >>	2 WDVE-F >	2 WDVE-F	2 WDVE-F	2 WKYE-F
	WGLU-F >>	3 WGLU-F >	3 WGLU-F	3 WGLU-F >>	3 WGLU-F >	WMTZ-F >	3 WDVE-F	WQKK-F	3 WDVE-F
4	WFGY-F >>	4 WFGY-F >>>	4 WFGY-F >>>	4 WFGY-F >	4 WMTZ-F >>	4 WKYE-F	4 WKYE-F >>	4 WKYE-F >>	4 WQKK-F >>
						5 WGLU-F >>			

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	52 (2)	52 (2)	17.5 %	15.9 %
AOR/Classic/NR	0 (0)	48 (4)	48 (4)	16.2 %	16.2 %
Black/Urban	0 (0)	2 (1)	2 (1)	0.7 %	0.0 %
CHR	0 (0)	35 (3)	35 (3)	11.8 %	12.1 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	7 (1)	85 (3)	92 (4)	31.0 %	29.9 %
Full Service	12 (1)	0 (0)	12 (1)	4.0 %	5.6 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	7 (1)	0 (0)	7 (1)	2.4 %	3.4 %
Oldies	0 (0)	26 (5)	26 (5)	8.8 %	5.6 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	1.6 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	2 (1)	2 (1)	0.7 %	1.6 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	0 (0)	21 (1)	21 (1)	7.1 %	8.1 %
<b>Totals</b>	<b>26 (3)</b>	<b>271 (20)</b>	<b>297 (23)</b>		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WVSC-F	AC	97.7	Somerset 1.8 5.7 6 114

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WALY-F	O	103.9	Bellwood 0.9 3.0 4 98
WAMO-F	B	106.7	Beaver Falls 0.6 1.6 3 51
WBXQ-F	AOR	94.3	Cresson 1.2 3.4 4 68
WBZZ-F	CHR	93.7	Pittsburgh 1.2 6.9 7 266
WFRB-F	C	105.3	Frostburg, MD 1.8 5.0 7 126
WLTJ-F	SAC	92.9	Pittsburgh 0.6 3.3 3 88
WPRR-F	CHR	100.1	Altoona 0.9 3.8 4 119
WRRK-F	CL AOR	96.9	Braddock 0.6 2.6 10 129
WWSW-F	O	94.5	Pittsburgh 1.8 4.0 9 154
WZPT-F	O-70S	100.7	New Kensington 0.6 3.1 6 113

# JOHNSTOWN

Consolidation Report	12+	25-54	Revenue
<b>Telemedia</b>	15.5 %	14.3 %	%
WGLU-FM, WQKK-FM			
	15.5 %	14.3 %	%

## AM Stations

WJAC	850	10 kw (DA-1)	Standards/Full Svc	Westwd, ABC	\$16.00	Mc-Guild	
WNTJ	1490	1 kw	New/Tak	CNN, Taknt, Westwd	\$11.00	Katz	Dame
WVSC	990	10 kw/0.1 kw (DA-2)	Country	ABC	\$10.00	Regional	Somerset

## FM Stations

WGLU	92.1	0.58 kw @ 1043	CHR	Source	\$25.00	Christal	Telemedia
WKYE	95.5	57 kw @ 1059	AC	Westwd	\$30.00	Mc-Guild	
WMTZ	96.5	50 kw @ 489	Country		\$23.00	Katz	Dame
WQKK	99.1	50 kw @ 500	AOR/Classic		\$17.00	Allied	Telemedia
WQZS	93.3	0.63 kw @ 964	Oldies		\$ NA	---	Meyersdale
WVSC	97.7	3.5 kw @ 430	AC	Westwd, ABC	\$11.00	Regional	Somerset
WYSN	101.7	0.72 kw @ 643	Standards	CNN, Westwd	\$16.00	Commercial	Central City
WZGO	105.7	3 kw @ 321	Oldies	ABC	\$12.00	Commercial	Portage

Notes: Other ranked stations: See Pittsburgh, or, in the Spring American Radio, Altoona

Jim Duncan

Comments: WYSN-F has lost nearly half its audience in the last year; this is its third consecutive down book

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* 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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

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

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

# KALAMAZOO

**Arbitron Rank:** 171 Pop (12+) 193,200  
**MSA Rank:** 110 (w/ Battle Creek)  
**MSA Pop:** 230,000  
**DMA:** #38 (w/Grand Rapids)  
**Average Persons Rating:** 14.2  
**Market TSL in Hours:** 19.00

**Stations:** 24 / 12  
**Diaries:** 710/272:1/54.1%  
**Sample Target:** 680  
**% Below Line:** 24.3  
**% Not Listed:** 16.4  
**Pop per Station:** 16,100

**Last Year's Revenue:** \$8,600,000  
**Household Income:** \$42,890  
**Retail Dollars:** \$2.4 Bil.  
**#1 Biller:** WQLR-F \$1,900,000  
**#1 Billing Portfolio:** WKFR-F/WKMI/WRKR-F \$3,500,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 96	Fal 94	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1	WKFR-F	CHR	33 / 12.0	9.4	11.9	10.9	578 / 29.9	17.1	21.7	61 / 1062	C	WKFR-F
2	WRKR-F	AOR	27 / 9.8	9.0	8.9	8.8	453 / 23.4	21.1	20.3	69 / 807	C	WRKR-F
3	WBCT-F	C	25 / 9.1	11.2	13.8	9.8	318 / 16.5	17.1	21.7	95 / 1104		WBCT-F
4	WQLR-F	AC	18 / 6.6	8.0	5.9	9.5	351 / 18.2	19.3	16.9	27 / 483	C	WQLR-F
5	WFAT-F	AC	17 / 6.2	7.2	6.7	6.3	329 / 17.0	16.9	15.5	23 / 433	C	WFAT-F
6	WKZO	N/T	15 / 5.5	4.3	5.2	4.9	317 / 16.4	14.6	16.4	20 / 533	B	WKZO
7	WKMI	T	14 / 5.1	4.7	4.1	7.0	180 / 9.3	8.3	9.2	14 / 192	B	WKMI
8	WNWN	B/AC	12 / 4.4	1.1			62 / 3.2	1.3		12 / 62		WNWN
9	WQXC-F	O	10 / 3.6	4.0			206 / 10.6	7.8		15 / 321		WQXC-F
	WOOD-F	SAC	10 / 3.6	5.8	3.7	6.7	218 / 11.3	13.7	13.0	22 / 474		WOOD-F
	WGRD-F	AOR-NR	10 / 3.6	4.0	4.1	1.8	208 / 10.8	12.9	12.8	18 / 402		WGRD-F
12	WNWN-F	C	9 / 3.3	4.0	4.8	2.1	172 / 8.9	8.6	9.6	19 / 443	B	WNWN-F

12+ FM Share (Metro): 77.83 % ( 179 of 230 ) ( Fall 95: 84.95 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WKFR-F >>>	1 WKFR-F <	1 WRKR-F	1 WRKR-F >	1 WRKR-F	1 WBCT-F	1 WKFR-F	1 WKFR-F <	1 WKFR-F <	1 WKFR-F >	1 WKFR-F >
2 WRKR-F >>	2 WKFR-F >	2 WKFR-F >	2 WKFR-F	2 WBCT-F	2 WKZO <	2 WRKR-F	2 WRKR-F <	2 WRKR-F	2 WRKR-F	2 WKZO
3 WGRD-F	3 WFAT-F	3 WFAT-F	3 WKFR-F <	3 WQLR-F >	3 WQLR-F >	3 WBCT-F	3 WBCT-F	3 WBCT-F	3 WBCT-F >	3 WFAT-F >
	WBCT-F	WBCT-F	4 WBCT-F <	4 WFAT-F <	4 WRKR-F	4 WBCT-F	4 WKMI	4 WQLR-F	4 WFAT-F	
	WFAT-F	5 WQLR-F	5 WQLR-F	5 WQLR-F <	WKMI	5 WQLR-F	5 WQLR-F <	5 WFAT-F	5 WKZO	
6 WNWN >	6 WNWN	6 WNWN	6 WNWN	6 WNWN		WFAT-F <	6 WFAT-F >		WOOD-F	
				7 WKMI		7 WKMI			WQLR-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 WKFR-F >>>	1 WKFR-F >>	1 WKFR-F >	1 WKFR-F >	1 WKFR-F	1 WRKR-F >	1 WRKR-F >	1 WGRD-F	1 WRKR-F >	1 WRKR-F >
2 WGRD-F	2 WRKR-F	2 WRKR-F	2 WRKR-F	2 WBCT-F	2 WKFR-F	2 WKFR-F	WRKR-F	2 WBCT-F	2 WBCT-F
	WBCT-F >>	3 WNWN >>	3 WRKR-F	3 WRKR-F	3 WBCT-F >	3 WBCT-F	3 WFAT-F	3 WKFR-F	3 WKMI
	4 WFAT-F >	4 WFAT-F >>	4 WFAT-F	WQLR-F	4 WKLQ-F >>	WBCT-F	4 WKMI	WFAT-F	WGRD-F
			5 WNWN	5 WNWN		5 WFAT-F	WBCT-F >	5 WKMI	WFAT-F
			WBCT-F >	WFAT-F >		6 WKMI		WGRD-F	6 WKFR-F
								7 WQXC-F	WQXC-F

Consolidation Report	12+	25-54	Revenue
Local - 1	26.9 %	25.8 %	40.7 %
WKFR-FM, WKMI-AM, WRKR-FM			
Local - 2	12.5 %	11.0 %	30.8 %
WKZO-AM, WQLR-FM, WQSN-AM			
Midwest Communications	13.9 %	16.8 %	19.8 %
WFAT-FM, WNWN-AM, WNWN-FM			
	53.3 %	53.6 %	91.3 %

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WKPR	REL	1420	Kalamazoo 1.5 1.1 4 38
WNTX-F	AOR-NR	92.3	Allegan 1.1 6.3 7 191
WQSN	T	1470	Kalamazoo 0.4 2.3 1 53

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAKX-F	AC/CHR	96.1	Holland 0.4 2.4 3 109
WBHR-F	C	94.1	Jackson 0.4 1.9 2 73
WCUZ-F	C	101.3	Grand Rapids 0.7 1.9 13 207
WFRN-F	REL	104.7	Elkhart, IN 0.7 1.8 11 161
WFUR-F	REL	102.9	Grand Rapids 0.4 1.4 1 42
WJXQ-F	AOR	106.1	Jackson 0.7 2.6 4 128
WKLQ-F	AOR	94.5	Holland 2.2 8.9 23 425
WLAV-F	CL AOR	96.9	Grand Rapids 0.7 3.6 9 190
WQXC	ST	980	Otsego 1.8 4.0 7 102

# KALAMAZOO

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	36 (3)	36 (3)	15.7 %	10.4 %
AOR/Classic/NR	0 (0)	50 (6)	50 (6)	21.7 %	31.2 %
Black/Urban	12 (1)	0 (0)	12 (1)	5.2 %	1.3 %
CHR	0 (0)	33 (1)	33 (1)	14.3 %	11.3 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	37 (4)	37 (4)	16.1 %	18.6 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	30 (3)	0 (0)	30 (3)	13.0 %	12.1 %
Oldies	0 (0)	10 (1)	10 (1)	4.3 %	5.6 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	4 (1)	3 (2)	7 (3)	3.0 %	1.3 %
Soft AC/EZ	0 (0)	10 (1)	10 (1)	4.3 %	6.9 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	5 (1)	0 (0)	5 (1)	2.2 %	1.3 %
<b>Totals</b>	<b>51 (6)</b>	<b>179 (18)</b>	<b>230 (24)</b>		

## AM Stations

Station	Power	Time	Format	Network	Rate	Advertiser	Product
WKMI	1360	5 kw/1 kw (DA-N)	Tak	ABC	\$<20.00	Katz	WKFR-F
WKPR	1420	1 kw (Days, DA)	Religion		\$10.00	---	Kuiper
WKZO	590	5 kw (DA-N)	News/Tak	CBS, Westwd	\$20.00	Banner	WQLR-F
WNWN	1560	4.1 kw (Days, DA)	Black AC		\$ NA	Christal	Midwest Comm.
WQSN	1470	0.8 kw/1 kw (DA-N)	Sports	1-on-1	\$10.00	Banner	WQLR-F

## FM Stations

Station	Power	Time	Format	Network	Rate	Advertiser	Product
WFAT	96.5	3.6 kw @ 259	AC	Westwd	\$25.00	Christal	Midwest Comm. Portage
WKFR	103.3	50 kw @ 483	CHR	Westwd	\$36.00	Katz	Battle Creek
WNWN	98.5	50 kw @ 469	Country		\$21.00	Christal	Midwest Comm. Coldwater
WQLR	106.5	33 kw @ 600	AC		\$40.00	Banner	
WQXC	100.9	3 kw @ 299	Oldies	AP	\$ NA	---	Otsego
WRKR	107.7	50 kw @ 500	AOR	ABC	\$39.00	Katz	WKFR-F Portage

Notes: Other ranked stations: See Grand Rapids

Jim Duncan

Comments: WKFR-F had its best 12+ share in more than three years . . . Listening to Country stations is down sharply . . . Black WNWN made a nice showing

# KANSAS CITY

**Arbitron Rank:** 27 **Pop (12+)** 1,362,600  
**MSA Rank:** 29  
**MSA Pop:** 1,670,000  
**DMA:** 32  
**Average Persons Rating:** 15.5  
**Market TSL In Hours** 20.75

**Stations** 25 / 25  
**Diaries:** 2,751/495:1/55.9%  
**Sample Target:** 2,660  
**% Below Line:** 0.0  
**% Not Listed:** 8.3  
**Pop per Station:** 54,504

**Last Year's Revenue:** \$53,000,000  
**Household Income:** \$45,022  
**Retail Dollars:** \$17.1 Bil  
**#1 Biller:** KCFX-F \$7,800,000  
**#1 Billing Portfolio:**  
 Jacor duop+ \$15,900,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	KPRS-F	B	177 / 8.4	7.1	7.9	7.9	7.6	7.8	1650 / 12.1	12.6	13.0	195 / 1951	E	KPRS-F
2	KFKF-F	C	161 / 7.6	5.9	7.7	7.5	7.2	7.2	2470 / 18.1	17.0	16.7	190 / 2966	H	KFKF-F
3	WDAF	C/FS	155 / 7.3	6.9	8.4	7.8	8.4	7.6	1738 / 12.8	14.4	13.9	240 / 2817	F	WDAF
4	KCFX-F	CL AOR	153 / 7.2	7.0	7.1	6.2	7.5	6.9	3470 / 25.5	19.7	24.6	180 / 4193	H	KCFX-F
5	KQRC-F	AOR	140 / 6.6	6.1	6.2	5.6	5.2	6.1	1920 / 14.1	15.5	12.9	169 / 2526	E	KQRC-F
6	KBEQ-F	C	116 / 5.5	5.3	6.3	5.9	6.9	5.7	1830 / 13.4	16.1	15.7	163 / 2637	F	KBEQ-F
7	KMXV-F	CHR	111 / 5.2	5.3	5.1	4.6	4.0	5.1	2282 / 16.7	17.4	14.1	133 / 2930	E	KMXV-F
8	KMBZ	N/T	110 / 5.2	6.4	5.2	4.9	6.0	5.4	1900 / 13.9	15.7	14.7	121 / 2144	E	KMBZ
9	KCMO-F	O	105 / 5.0	5.4	4.5	4.9	4.8	4.9	1989 / 14.6	14.3	15.0	131 / 2542	E	KCMO-F
10	KCIY-F	J	92 / 4.3	5.6	3.3	4.1	5.2	4.3	1335 / 9.8	9.8	11.8	100 / 1521	C	KCIY-F
11	KLTH-F	SAC	91 / 4.3	3.1	5.0	5.6	4.0	4.5	1507 / 11.1	12.4	13.2	108 / 1804	E	KLTH-F
12	KCMO	T	90 / 4.3	4.2	3.8	4.1	3.6	4.1	1560 / 11.4	9.5	11.3	116 / 2047	C	KCMO
13	KYYS-F	AOR	88 / 4.2	4.5	4.5	4.8	4.5	4.5	1585 / 11.6	13.1	12.4	117 / 2151	F	KYYS-F
14	KUDL-F	AC	80 / 3.8	4.8	3.5	4.0	3.8	4.0	1560 / 11.4	11.5	12.3	90 / 1863	E	KUDL-F
15	KXTR-F	CL	61 / 2.9	3.4	3.1	3.3	2.6	3.2	1233 / 9.0	7.4	7.6	70 / 1409	C	KXTR-F
16	KISF-F	CHR	49 / 2.3	2.1	2.6	2.5	2.6	2.4	1327 / 9.7	11.2	10.3	66 / 1736	C	KISF-F
17	KFEZ	ST	39 / 1.8	1.9	1.8	1.9	1.8	1.9	512 / 3.8	4.2	4.1	40 / 518	B	KFEZ
18	KPRT	G	34 / 1.6	1.2	1.7	2.1	1.3	1.7	449 / 3.3	3.7	3.2	34 / 449		KPRT
19	KCTE	SPRTS	26 / 1.2	0.7	0.5	0.8	0.7	0.8	212 / 1.6	1.1	1.4	27 / 247		KCTE

12+ FM Share (Metro): 74.96 % ( 1455 of 1941 ) ( Fall 95: 73.55 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KPRS-F >	1 KQRC-F	1 KCFX-F <	1 KCFX-F	1 KCFX-F	1 WDAF >	1 WDAF	1 KFKF-F <	1 KFKF-F	1 KPRS-F >	1 KPRS-F >
2 KQRC-F	2 KPRS-F	2 KPRS-F <	2 KFKF-F <	2 KFKF-F <	2 KFKF-F	2 KFKF-F	2 KMBZ	KPRS-F	2 KQRC-F <	2 WDAF
3 KMXV-F >	3 KBEQ-F <	3 KQRC-F	3 KPRS-F	3 KPRS-F	3 KMBZ <	3 KQRC-F <	3 WDAF <	3 KQRC-F	3 KCFX-F	3 KBEQ-F
4 KCFX-F <	4 KFKF-F	4 KYYS-F <	4 KYYS-F <	4 KCMO-F	4 KCFX-F <	4 KPRS-F	4 KPRS-F <	4 KCFX-F <	4 KBEQ-F	
5 KMXV-F	5 KBEQ-F <	5 KBEQ-F <	KYYS-F	5 KCMO-F <	5 KBEQ-F <	5 KCMO <	5 KCMO <	5 KMXV-F <	5 KFKF-F <	
6 KFKF-F	6 KMXV-F <	6 KQRC-F <	KBEQ-F <	6 KCMO <	6 KMBZ <	6 KQRC-F <	6 KBEQ-F <	6 KBEQ-F <	6 KMXV-F	
7 KYYS-F	7 KYYS-F		7 KQRC-F <	7 KCIY-F	7 KCFX-F <	7 KCFX-F <	7 KMBZ <	7 KMBZ <		
			8 KCIY-F <		8 KCMO-F		8 KCMO-F <	8 KCMO-F <		
					KYYS-F <		9 WDAF <	9 WDAF <		

Wom 18-24	Wom 18-34	Wom 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 KMXV-F <	1 KPRS-F <	1 KFKF-F	1 KQRC-F >>	1 KQRC-F >	1 KQRC-F	1 KCFX-F	1 KCFX-F >
2 KMXV-F	KMXV-F	2 KPRS-F <	2 KFKF-F <	2 KPRS-F <	2 KPRS-F >	2 KCFX-F <	2 KCFX-F	2 KQRC-F >	2 KYYS-F <
3 KQRC-F	3 KBEQ-F	3 KBEQ-F <	3 KMXV-F	3 KLTH-F	3 KBEQ-F <	3 KPRS-F	3 KYYS-F	3 KYYS-F <	3 KQRC-F <
4 KBEQ-F >	4 KQRC-F	4 KLTH-F	4 KBEQ-F <	4 KUDL-F	4 KFKF-F	4 KBEQ-F <	4 KPRS-F	4 KPRS-F	4 KMBZ
5 KLTH-F <	KFKF-F	5 KLTH-F	KMXV-F <		5 KCFX-F	5 KYYS-F	5 KBEQ-F	5 KMBZ <	5 KPRS-F
6 KFKF-F	6 KCFX-F <	6 KUDL-F <	6 KBEQ-F		6 KFKF-F	6 KMBZ	6 KMBZ	6 KBEQ-F <	6 KCMO-F
	7 KUOL-F	7 KCFX-F	7 KCMO-F <		7 KISF-F	KFKF-F	7 KFKF-F	7 KFKF-F	KFKF-F <
	KQRC-F >	8 KCFX-F							8 KCIY-F

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
KCCV-F	REL	92.3 Olathe, KS	0.4	2.2	8 328
KCCV	REL	760 Overland Park	0.5	1.5	17 265
KLZR-F	AOR-NR	105.9 Lawrence, KS	0.9	4.5	34 1044
KMZU-F	C	100.7 Carrollton, MO	0.1	0.8	23 332
KNHN	N	1340 Kansas City, KS	0.7	2.2	14 303
WHB	C	710 Kansas City	0.4	2.3	21 537



# KANSAS CITY

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	80 (1)	80 (1)	4.1 %	3.8 %	<b>American Radio Sys.</b> KFKF-FM, KBEQ-FM, KOWW-AM	13.1 %	14.2 %	20.0 %
AOR/Classic/NR	0 (0)	401 (4)	401 (4)	20.7 %	19.9 %	<b>Entercom, pend.</b> KMBZ-AM, KLTH-FM, KCMO-FM, KCMO-AM	18.8 %	19.4 %	21.1 %
Black/Urban	0 (0)	177 (1)	177 (1)	9.1 %	8.5 %	<b>Heritage, pend.</b> KCIY-FM, KQRC-FM, KCFX-FM, KCAZ-AM, KXTR-FM	21.0 %	22.6 %	25.3 %
CHR	0 (0)	160 (2)	160 (2)	8.2 %	8.4 %	<b>Jacor</b> WDAF-AM, KYYS-FM, KUDL-FM, KMXV-FM	20.5 %	20.4 %	29.8 %
Classical	0 (0)	61 (1)	61 (1)	3.1 %	3.3 %	<b>Local</b> KFEZ-AM, KNHN-AM	2.5 %	0.9 %	1.7 %
Country	8 (1)	280 (3)	288 (4)	14.8 %	16.1 %				
Full Service	155 (1)	0 (0)	155 (1)	8.0 %	9.1 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	92 (1)	92 (1)	4.7 %	3.6 %				
News/Talk	214 (3)	0 (0)	214 (3)	11.0 %	11.1 %				
Oldies	0 (0)	105 (1)	105 (1)	5.4 %	4.8 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	44 (2)	8 (1)	52 (3)	2.7 %	3.5 %				
Soft AC/EZ	0 (0)	91 (1)	91 (1)	4.7 %	5.4 %				
Sports	26 (1)	0 (0)	26 (1)	1.3 %	0.5 %				
Standards	39 (1)	0 (0)	39 (1)	2.0 %	2.0 %				
<b>Totals</b>	<b>486 (9)</b>	<b>1455 (16)</b>	<b>1941 (25)</b>				<b>75.9 %</b>	<b>77.5 %</b>	<b>97.9 %</b>

## AM Stations

Station	Power	Time	Format	Owner	Notes
KCMO	810	50 kw/5 kw (DA-N)	Talk/News	CBS, WW1, ABC	\$40.00 Sentry Entercom, pend.
KCTE	1510	10 kw (DA, Days)	Sports	1-on-1	\$16.00 Allied Independence
KFEZ	1190	5 kw/250 w (DA-N)	Standards	AP	\$20.00 Direct KNHN owner
KMBZ	980	5 kw (DA-N)	News/Talk	ABC, SBUSA, CBS	\$65.00 Sentry Entercom, pend.
KPRT	1590	1 kw/47 w	Gospel	CNN, AURN	\$20.00 Eastman
WDAF	610	5 kw	Country/Full Svc	ABC	\$87.00 Katz Jacor

## FM Stations

Station	Freq	Power	Format	Owner	Notes
KBEQ	104.3	100 kw @ 987	Country	ABC	\$80.00 Eastman Amer. Radio Sys.
KCFX	101.1	97 kw @ 994	Classic AOR	Westwd	\$115.00 Christal Heritage Harrisonville, MO
KCIY	106.5	100 kw @ 981	Jazz		\$55.00 Christal Heritage Liberty
KCMO	94.9	100 kw @ 1057	Oldies		\$67.00 Sentry Entercom, pend.
KFKF	94.1	100 kw @ 995	Country		\$138.00 Eastman Amer. Radio Sys.
KISF	107.3	100 kw @ 1184	AOR-NR		\$30.00 Allied Lexington, MO
KLTH	99.7	100 kw @ 1010	Soft AC		\$64.00 Sentry Entercom, pend.
KMXV	93.3	100 kw @ 1056	CHR		\$61.00 Allied Jacor
KPRS	103.3	100 kw @ 995	Black	AURN, ABC	\$72.00 Eastman
KQRC	98.9	100 kw @ 1057	AOR	ABC	\$69.00 Christal Heritage, pend. Leavenworth, KS
KUDL	98.1	100 kw @ 995	AC	AP	\$70.00 Allied Jacor
KXTR	96.5	100 kw @ 984	Classical		\$47.00 Allied Heritage, pend.
KYYS	102.1	100 kw @ 1000	AOR		\$84.00 Katz Jacor

Notes: KISF-F reclassified from CHR to AOR-NR . . . 9/96 KCAZ (1480)/KXTR-F sold by Ingram to Heritage (D+) for \$9,700,000 . . . 9/96 KFEZ sold to KNHN for \$1,300,000 . . . 10/96 Regent sold these stations to Jacor (D+): KMXV-F for \$13,000,000; KUDL-F for \$17,000,000 . . . 11/96 KGGN (890; Gladstone) sold to Mortenson for \$450,000 . . . 1/97 Bonneville traded KCMO-AF, KMBZ and KLTH-F (+ KIRO-AF/KNWX Seattle) + \$5,000,000 to Entercom for KLDE-F Houston (Star) . . . 1/97 KQRC-F sold by the Journal Co. to Heritage (D+) for \$\_\_\_\_\_

Jim Duncan

Comments: The only major independent station in the market, KPRS-F, continued to lead in 12+ . . . KFKF-F bounced back from a weak Summer book . . . KCIY-F fell back from its outstanding Summer book

# KNOXVILLE

Arbitron Rank: 68 Pop (12+)	556,700	Stations	24 / 22	Last Year's Revenue:	\$21,500,000
MSA Rank:	81	Diaries:	1,691/329:1/56.4%	Household Income:	\$35,806
MSA Pop:	644,000	Sample Target:	1,690	Retail Dollars:	\$7.9 Bil.
DMA:	62	% Below Line:	0.3	#1 Biller:	WIVK-F \$8,000,000
Average Persons Rating:	15.6	% Not Listed:	12.0	#1 Billing Portfolio:	
Market TSL in Hours	20.75	Pop per Station:	25,305	Dick duop	\$9,600,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WIVK-F	C	172 / 19.8	21.5	24.5	24.2	24.7	22.5	2172 / 39.0	42.3	44.4	284 / 3627	H	WIVK-F
2	WIMZ-F	AOR/CL	96 / 11.1	8.9	9.0	10.0	10.0	9.7	1218 / 21.9	20.5	20.7	205 / 2381	D	WIMZ-F
3	WJXB-F	AC	95 / 11.0	10.0	8.3	10.4	9.7	9.9	1164 / 20.9	19.1	20.2	157 / 1844	E	WJXB-F
4	WMYU-F	O	87 / 10.0	9.2	8.6	4.8	5.1	8.2	1120 / 20.1	18.4	15.7	120 / 1698	C	WMYU-F
5	WWST-F	CHR	65 / 7.5	8.0	7.7	7.2	6.0	7.6	1092 / 19.6	19.2	16.9	88 / 1390	B	WWST-F
6	WIVK	N/T	48 / 5.5	4.6	5.3	4.5	5.0	5.0	745 / 13.4	11.5	11.8	57 / 1016	C	WIVK
7	WOKI-F	C	41 / 4.7	6.2	5.4	5.1	7.8	5.4	723 / 13.0	15.0	16.4	110 / 1899	C	WOKI-F
8	WQBB-F	ST	31 / 3.6	4.7	3.8	4.5	4.4	4.1	491 / 8.8	8.7	8.7	38 / 618	B	WQBB-F
9	WJZF-F	REL	27 / 3.1	2.5	2.3	2.4	3.1	2.6	411 / 7.4	6.3	6.6	34 / 540	A	WJZF-F
10	WNFZ-F	AOR-NR	21 / 2.4	1.6	2.1	3.5	2.0	2.4	394 / 7.1	6.8	8.1	22 / 448	A	WNFZ-F
11	WNOX-F	BI/AC	14 / 1.6	1.1	2.8	1.5	1.3	1.7	230 / 4.1	5.5	3.1	28 / 378	A	WNOX-F
12	WKGN	B	12 / 1.4	1.1	1.3	1.8	0.7	1.4	160 / 2.9	2.7	1.9	12 / 180	A	WKGN
13	WGAP-F	C	9 / 1.0	1.6	1.8	1.2	0.8	1.4	203 / 3.6	4.9	3.8	9 / 211	A	WGAP-F

12+ FM Share (Metro): 87.94 % ( 671 of 763 ) ( Fall 95: 89.04 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1	WIMZ-F	1 WIVK-F	1 WIVK-F	1 WIVK-F	1 WIVK-F >>	1 WIVK-F >>	1 WIVK-F >	1 WIVK-F >	1 WIVK-F	1 WIVK-F >>>
2	WIVK-F	2 WIVK-F	2 WIMZ-F	2 WIMZ-F <	2 WMYU-F	2 WIMZ-F	2 WJXB-F	2 WIMZ-F <	2 WWST-F	
3	WJXB-F <	3 WJXB-F	3 WJXB-F	3 WJXB-F <	3 WJXB-F >	3 WJXB-F	3 WMYU-F <	3 WJXB-F <	3 WJXB-F <	
4	WWST-F >	4 WMYU-F	4 WMYU-F >>	4 WMYU-F >>	4 WIMZ-F	4 WMYU-F >	4 WIMZ-F	4 WMYU-F	4 WMYU-F <	
5	WOKI-F	5 WWST-F >			5 WIVK	5 WIVK <	5 WIVK >	5 WWST-F >	5 WIMZ-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	WJXB-F <	1 WJXB-F	1 WIVK-F	1 WIVK-F	1 WIMZ-F	1 WIMZ-F >>	1 WIMZ-F >>	1 WIMZ-F >	1 WIMZ-F
2	WIVK-F	2 WIVK-F	2 WJXB-F	2 WJXB-F	2 WWST-F	2 WIVK-F	2 WIVK-F	2 WIVK-F	2 WIVK-F
3	WOKI-F	3 WWST-F	3 WIMZ-F	3 WMYU-F <	3 WIVK-F >>	3 WWST-F	3 WNFZ-F	3 WMYU-F	3 WMYU-F
4	WIMZ-F	4 WIMZ-F	4 WIMZ-F >	4 WIMZ-F >	4 WNFZ-F	4 WNFZ-F	4 WJXB-F	4 WJXB-F	4 WJXB-F >
5	WJXB-F >	5 WOKI-F >			5 WJXB-F	5 WIVK	5 WWST-F	5 WWST-F	

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	95 (1)	95 (1)	12.5 %	9.4 %
AOR/Classic/NR	0 (0)	117 (2)	117 (2)	15.3 %	12.6 %
Black/Urban	12 (1)	14 (1)	26 (2)	3.4 %	4.6 %
CHR	0 (0)	68 (2)	68 (2)	8.9 %	8.7 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	5 (1)	226 (4)	231 (5)	30.3 %	37.4 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	58 (3)	0 (0)	58 (3)	7.6 %	6.5 %
Oldies	0 (0)	93 (2)	93 (2)	12.2 %	11.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	9 (2)	27 (1)	36 (3)	4.7 %	4.4 %
Soft AC/EZ	3 (1)	0 (0)	3 (1)	0.4 %	0.8 %
Sports	5 (1)	0 (0)	5 (1)	0.7 %	0.0 %
Standards	0 (0)	31 (1)	31 (1)	4.1 %	4.2 %
<b>Totals</b>	<b>92 (9)</b>	<b>671 (14)</b>	<b>763 (23)</b>		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WATO	T	1290 Oak Ridge	0.3 1.2 4 92
WDLY-F	C	105.5 Gatinsburg	0.5 1.5 5 148
WGAP	C	1400 Maryville	0.6 1.6 5 89
WIMZ	SPRTS	1240 Knoxville	0.6 1.6 6 107
WKXV	REL	900 Knoxville	0.3 1.3 3 92
WQBB	EZ	1040 Powell	0.3 0.9 3 49
WRJZ	REL	620 Knoxville	0.7 3.3 6 202
WUTK	N	850 Knoxville	0.8 3.4 7 206
WXST-F	O	105.3 Loudon	0.7 3.4 10 271

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WDRZ-F	CHR	103.1 Etowah	0.3 1.4 20 247

# KNOXVILLE

Consolidation Report	12+	25-54	Revenue
<b>Dick</b> WVK-AM, WVK-FM, WUTK-AM, WXVO-FM	26.1 %	23.7 %	44.7 %
<b>Heritage</b> WMYU-FM, WWST-FM	17.5 %	18.3 %	12.5 %
<b>Local</b> WNFZ-FM, WOKI-FM	7.1 %	6.4 %	10.2 %
<b>South Central</b> WIMZ-AM, WIMZ-FM, WJXB-FM	22.7 %	28.0 %	29.3 %
	<b>73.4 %</b>	<b>76.4 %</b>	<b>96.7 %</b>

## AM Stations

Station	Freq	Power	Time	Genre	Ad Rate	Advertiser	Agency
WVK	990	10 kw (DA-N)		News/Talk	ABC, BRN, Westwd	\$37.00	Katz Dick
WKGN	1340	1 kw		Black	AURN	\$19.00	---
WRJZ	620	5 kw (DA-N)		Religion	USA	\$ NA	Salm

## FM Stations

Station	Freq	Power	Time	Genre	Ad Rate	Advertiser	Agency	Location
WGAP	95.7	3 kw @ 328		Country	AP, ABC	\$ NA	Regional	Maryville
WIMZ	103.5	100 kw @ 1722		AOR/Classic		\$70.00	D&R	South Central
WVK	107.7	91 kw @ 2054		Country	ABC	\$156.00	Katz Dick	
WJBZ	96.3	2.9 kw @ 479		Religion		<\$20.00	---	Seymour
WJXB	97.5	100 kw @ 1298		AC		NA	Eastman	South Central
WMYU	102.1	15.1 kw @ 1979		Oldies	Westwd, AP	<\$20.00	Eastman	Heritage
WNFZ	94.3	2.5 kw @ 515		AOR-New Rock		\$ NA	Allied	WOKI Oak Ridge
WNOX	99.1	6 kw @ 325		Black		\$ NA	---	Loudon
WOKI	100.3	100 kw @ 2000		Country	ABC, CBS	\$44.00	Allied	Oak Ridge
WQBB	104.5	2.8 kw @ 486		Standards	CNN	<\$20.00	Rosin	
WWST	93.1	2.4 kw @ 512		CHR	AP	\$20.00	Eastman	Heritage Kams

Notes: 1/97 WXST-F sold for \$550,000

# LAFAYETTE, IN

Arbitron Rank: 230	Pop (12+): 116,100	Stations: 16 / 10
MSA Rank: 214	Diaries: 897/129:1/55.6%	Last Year's Revenue: \$5,400,000
MSA Pop: 169,000	Sample Target: 960	Household Income: \$40,006
DMA: 196	% Below Line: 13.0	Retail Dollars: \$1.4 Bil
Average Persons Rating: 12.1	% Not Listed: 15.0	#1 Biller: NA
Market TSL in Hours: 17.00	Pop per Station: 11,610	#1 Billing Portfolio: NA

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1	WKOA-F	24 / 17.1	16.9	16.5	19.5	13.8	286 / 24.7	25.9	25.4	75 / 835	WKOA-F
2	WAZY-F	18 / 12.8	11.5	13.7	12.1	13.2	433 / 37.3	28.7	33.9	32 / 796	WAZY-F
3	WKHY-F	15 / 10.7	14.2	12.2	14.8	16.4	307 / 26.4	27.6	29.1	23 / 402	WKHY-F
4	WASK-AF	13 / 9.3	10.8	11.6	6.7	9.2	241 / 20.8	20.5	13.0	17 / 311	WASK-AF
	WGLM-F	13 / 9.3	8.8	10.1	9.4	9.9	204 / 17.6	20.2	19.6	17 / 297	WGLM-F
6	WGBD-F	AOR-P	8 / 5.7	2.7	4.3	2.7	190 / 16.4	10.1	10.5	11 / 229	WGBD-F
7	WEZV-F	EZ	7 / 5.0	4.7	5.0	5.4	100 / 8.6	9.8	9.8	12 / 178	WEZV-F
8	WFBQ-F	T/AOR	6 / 4.3	4.7	4.3	4.0	145 / 12.5	13.3	16.5	17 / 315	WFBQ-F
9	WRZX-F	AOR-NR	4 / 2.9	3.4	0.7	2.6	93 / 8.0	8.1	6.8	8 / 198	WRZX-F
	WNJY-F	O	4 / 2.9	3.4	1.4	2.0	88 / 7.6	7.8	7.7	9 / 214	WNJY-F

12+ FM Share (Metro): 92.44 % ( 110 of 119 ) (Fall 95: 92.79 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WAZY-F >>>	1 WKHY-F WAZY-F >	1 WKOA-F WKHY-F	1 WKOA-F WGLM-F	1 WKOA-F 2 WGLM-F	1 WKOA-F > 2 WASK-AF	1 WKOA-F 2 WAZY-F	1 WKOA-F 2 WASK-AF <	1 WKOA-F 2 WKHY-F <	1 WKOA-F 2 WAZY-F	1 WKOA-F >> 2 WASK-AF
	3 WKOA-F	WAZY-F	3 WAZY-F	3 WAZY-F	3 WGLM-F	3 WASK-AF <	3 WKHY-F	3 WAZY-F	3 WKHY-F	WAZY-F
	4 WGBD-F >	4 WGLM-F >	WKHY-F >	4 WKHY-F 5 WASK-AF	4 WEZV-F	4 WFBQ-F 5 WGLM-F < 6 WKHY-F <	4 WGLM-F < 5 WAZY-F >	4 WGLM-F >	4 WGBD-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 WKHY-F	1 WAZY-F >	1 WKOA-F	1 WKOA-F	1 WKOA-F	1 WKHY-F >	1 WKHY-F >	1 WKHY-F >>	1 WKHY-F >	1 WKHY-F
WAZY-F >	2 WKOA-F	WGLM-F	WAZY-F	2 WAZY-F	2 WAZY-F	2 WAZY-F	2 WAZY-F	2 WAZY-F	2 WKOA-F
3 WKOA-F >>	3 WKHY-F WGLM-F >	WAZY-F >>	3 WGLM-F	WGLM-F >	WGBD-F >	WGBD-F	3 WGBD-F	WFBQ-F	WFBQ-F
			4 WKHY-F >	4 WASK-AF >	4 WKOA-F	4 WKOA-F	WRZX-F	WKOA-F	WGLM-F

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	15 (2)	15 (2)	12.6 %	11.8 %
AOR/Classic/NR	0 (0)	33 (4)	33 (4)	27.7 %	26.0 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	18 (1)	18 (1)	15.1 %	13.4 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	24 (1)	24 (1)	20.2 %	22.8 %
Full Service	2 (2)	0 (0)	2 (2)	1.7 %	1.6 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	5 (2)	9 (1)	14 (3)	11.8 %	14.2 %
Oldies	0 (0)	4 (1)	4 (1)	3.4 %	3.9 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	2 (1)	0 (0)	2 (1)	1.7 %	0.8 %
Soft AC/EZ	0 (0)	7 (1)	7 (1)	5.9 %	5.5 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>Totals</b>	<b>9 (5)</b>	<b>110 (11)</b>	<b>119 (16)</b>		

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
WCFY	REL	1410 Lafayette	1.4	2.8	2 53
WSHW-F	AC	99.7 Frankfort	1.4	6.4	4 164

Other Rated Stations—Outside Market			Metro Share	Cume Rating	TSA AQH Cume
WGN	FS/T	720 Chicago	0.7	1.3	8 117
WIBC	FS/T	1070 Indianapolis	0.7	1.8	3 112
WLS	T	890 Chicago	1.4	3.1	13 170

# LAFAYETTE, IN

Consolidation Report	12+	25-54	Revenue
<b>Schurz</b> WASK-AM, WASK-FM, WKOA-FM	25.7 %	24.0 %	%
<b>University</b> WAZY-FM, WGBD-FM	18.5 %	15.5 %	%
	<b>44.2 %</b>	<b>39.5 %</b>	<b>%</b>

## AM Stations

Station	Power	Frequency	Format	Advertiser
WASK	1450	1 kw	News/Talk	Westwd \$16.00 Banner Schurz

## FM Stations

Station	Frequency	Power	Format	Advertiser
WASK	98.7	4.4 kw @ 384	News/Talk	Westwd \$ NA Banner Schurz Battleground
WAZY	96.5	50 kw @ 500	CHR	ABC \$26.00 Christal University
WEZV	95.3	2.45 kw @ 518	Easy Listening	CNN \$14.00 --- Bomar Brookston
WGBD	95.7	3.1 kw @ 430	Prog. AOR	\$13.00 Christal University Attica
WGLM	106.7	6 kw @ 328	AC	AP, CNN \$20.00 --- W. Lafayette
WKHY	93.5	6 kw @ 246	AOR	AP \$24.00 Katz Airplay
WKOA	105.3	50 kw @ 308	Country	ABC \$31.00 Banner Schurz
WNJY	102.9	2.2 kw @ 420	Oldies	Westwd, UPI \$ NA --- Delphi

Notes: Other ranked stations: See Indianapolis

# LAFAYETTE, LA

<b>Arbitron Rank:</b> 98	<b>Pop (12+)</b> 387,400	<b>Stations</b> 36 / 24	<b>Last Year's Revenue:</b> \$10,200,000
<b>MSA Rank:</b> 131		<b>Diaries:</b> 1,224/317:1/49.6%	<b>Household Income:</b> \$28,525
<b>MSA Pop:</b> 366,000		<b>Sample Target:</b> 1,190	<b>Retail Dollars:</b> \$4.3 Bil.
<b>DMA:</b> 121		<b>% Below Line:</b> 11.8	<b>#1 Biller:</b> KTDY-F \$2,000,000
<b>Average Persons Rating:</b> 17.6		<b>% Not Listed:</b> 7.9	<b>#1 Billing Portfolio:</b>
<b>Market TSL in Hours</b> 23.25		<b>Pop per Station:</b> 16,142	<b>Peroyea duop</b> \$2,800,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1	KSMB-F	CHR	64 / 9.4	10.3	10.2	10.6	993 / 25.6	28.8	27.4	71 / 1163	C	KSMB-F
2	KXKC-F	C	54 / 7.9	10.0	11.0	13.8	809 / 20.9	22.2	24.1	63 / 958	C	KXKC-F
3	KMDL-F	C	50 / 7.3	6.9	6.9	5.7	652 / 16.8	19.9	19.8	51 / 705	C	KMDL-F
	KRRQ-F	B	50 / 7.3	3.9			623 / 16.1	7.8		80 / 884		KRRQ-F
5	KTDY-F	AC	40 / 5.9	5.3	6.7	6.9	560 / 14.5	14.2	15.8	41 / 632	D	KTDY-F
6	KJCB	G/B	37 / 5.4	5.1	6.0	5.8	361 / 9.3	9.2	11.9	39 / 416	A	KJCB
7	KSIG-AF	ST	30 / 4.4	3.2	2.6	0.9	345 / 8.9	9.0	5.5	32 / 401	A	KSIG-AF
8	KFTE-F	CL AOR	29 / 4.3	4.3	3.1	2.5	420 / 10.8	9.7	8.7	36 / 444	A	KFTE-F
	KVOL-F	B/AC	29 / 4.3	2.6	3.5	4.8	379 / 9.8	9.3	11.5	30 / 418	B	KVOL-F
10	KNEK-F	B	26 / 3.8	4.6	5.5	4.2	424 / 11.0	13.5	13.3	30 / 534	A	KNEK-F
11	KFXZ-F	B/O	25 / 3.7	3.9	5.5	6.3	380 / 9.8	10.5	13.2	26 / 399	B	KFXZ-F
	WYNK-F	C	25 / 3.7	3.3	5.4	4.5	496 / 12.8	12.1	15.7	31 / 700		WYNK-F
13	KPEL-AF	N/T	24 / 3.5	4.6	3.7	3.5	385 / 10.0	8.8	11.8	24 / 422	B	KPEL-AF
14	KROF	O	20 / 2.9	2.1	1.8	1.2	102 / 2.6	4.2	2.9	20 / 108	A	KROF
15	WGGZ-F	O-70S	15 / 2.2	2.2	0.9	1.5	309 / 8.0	6.8	6.0	19 / 441		WGGZ-F
	WCKW-F	AOR	15 / 2.2	0.6	1.2	1.8	248 / 6.4	4.8	6.2	18 / 305		WCKW-F
	KROF-F	O	15 / 2.2	2.8	1.4	1.5	240 / 6.2	7.0	4.9	16 / 288	A	KROF-F

12+ FM Share (Metro): 86.62 % ( 544 of 628 ) ( Fall 95: 86.03 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KRRQ-F	1 KSMB-F	1 KSMB-F	1 KXKC-F <	1 KXKC-F	1 KJCB	1 KXKC-F <	1 KSMB-F <	1 KSMB-F	1 KRRQ-F	1 KRRQ-F
KSMB-F >>>	2 KXKC-F <	2 KXKC-F <	2 KMDL-F <	2 KMDL-F	2 KSIG-AF <	2 KSMB-F >	2 KMDL-F <	2 KMDL-F	2 KSMB-F >	KSMB-F >
3 KNEK-F	3 KRRQ-F	3 KMDL-F	3 KSMB-F	KSMB-F <	3 KXKC-F <	3 KJCB <	3 KTDY-F <	3 KXKC-F <	3 KVOL-F	3 KNEK-F
	4 KMDL-F	4 KRRQ-F	4 KTDY-F	4 KTDY-F	4 KMDL-F	4 KMDL-F <	4 KXKC-F >	4 KRRQ-F	KXKC-F <	
	5 KFTE-F <	5 KFTE-F	5 KFTE-F	5 KFTE-F <	KTDY-F <	5 KTDY-F <	5 KFTE-F <	5 KFTE-F	5 KMDL-F	5 KMDL-F
	6 KTDY-F	KTDY-F >	6 KRRQ-F <	6 KJCB <	6 KSIG-F	6 KRRQ-F	6 KPEL-AF <	KTDY-F	6 KNEK-F	6 KNEK-F
			7 KFXZ-F <	7 KRRQ-F <			7 KRRQ-F <	7 KSIG-AF <		
							8 WYNK-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 KRRQ-F	1 KSMB-F	1 KSMB-F	1 KSMB-F	1 KSMB-F <	1 KSMB-F	1 KSMB-F	1 KXKC-F >	1 KFTE-F	1 KXKC-F
KSMB-F >	2 KMDL-F	2 KXKC-F	2 KXKC-F <	2 KXKC-F	2 KRRQ-F >	2 KXKC-F <	2 KSMB-F	KSMB-F	2 KMDL-F <
3 KXKC-F	KXKC-F <	3 KMDL-F	3 KMDL-F	3 KMDL-F <	3 KFTE-F	3 KRRQ-F	3 KFTE-F	3 KXKC-F	3 KFTE-F
KMDL-F	4 KRRQ-F	KTDY-F	4 KRRQ-F	4 KTDY-F	4 WCKW-F	KFTE-F	KTDY-F	KMDL-F	KTDY-F
5 KNEK-F >	5 KTDY-F >	5 KRRQ-F >	KTDY-F	5 KJCB	KMDL-F >	5 KMDL-F	KMDL-F	5 KRRQ-F	5 KSMB-F
		6 KFTE-F	6 KJCB <	6 KRRQ-F		6 WCKW-F	6 WCKW-F	6 WGGZ-F <	6 WGGZ-F
			7 KFXZ-F	KVOL-F <		7 KTDY-F >	7 KRRQ-F	7 KTDY-F	KPEL-AF
			KVOL-F	8 KFXZ-F					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
KAJN-F	REL	102.9	Crowley	1.9 5.2 25 374
KANE	AC	1240	New Iberia	0.7 2.1 5 81
KCRL-F	C	106.7	Rayne	1.5 3.1 10 130
KDEA-F	SAC	93.7	New Iberia	1.9 7.4 13 287
KJJB-F	O	105.5	Eunice	0.3 1.2 2 46
KNEK	E	1190	Washington	0.7 0.8 5 30
KSLO	C	1230	Opelousas	0.7 2.2 5 85
KVOL	T	1330	Lafayette	0.4 2.2 3 87

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
KHOM-F	CHR	104.1	Houma	1.0 5.3 12 312
KJEF-F	C	92.9	Jennings	0.3 0.8 9 79
KLBG	G	580	Alexandria	0.3 0.7 3 55
KQXL-F	B	106.5	New Roads	0.3 1.2 8 152
KRRV-F	C	100.3	Alexandria	0.3 1.0 29 346
KZMZ-F	CL AOR	96.9	Alexandria	0.4 1.8 11 250
WLSS-F	CHR	102.5	Baton Rouge	0.6 3.2 5 156
WTGE-F	C	100.7	Baton Rouge	0.4 3.9 6 227

# LAFAYETTE, LA

Format Performance	AM	FM	Total	%	Spr 96
AC	5 (1)	40 (1)	45 (2)	7.2 %	6.8 %
AOR/Classic/NR	0 (0)	47 (3)	47 (3)	7.5 %	9.4 %
Black/Urban	0 (0)	132 (5)	132 (5)	21.0 %	17.9 %
CHR	0 (0)	75 (3)	75 (3)	11.9 %	12.2 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	5 (1)	146 (7)	151 (8)	24.0 %	24.4 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	7 (2)	19 (1)	26 (3)	4.1 %	5.6 %
Oldies	20 (1)	32 (3)	52 (4)	8.3 %	8.1 %
Others/Unknown	5 (1)	0 (0)	5 (1)	0.8 %	1.1 %
Religion/Gospel	39 (2)	13 (1)	52 (3)	8.3 %	8.9 %
Soft AC/EZ	0 (0)	13 (1)	13 (1)	2.1 %	0.8 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.3 %
Standards	3 (1)	27 (1)	30 (2)	4.8 %	4.5 %
<b>Totals</b>	<b>84 (9)</b>	<b>544 (26)</b>	<b>628 (35)</b>		

Consolidation Report	12+	25-54	Revenue
<b>Citywide</b>	11.0 %	9.7 %	6.9 %
KFXZ-FM, KRRQ-FM			
<b>Galloway</b>	9.3 %	10.7 %	25.2 %
KPEL-AM, KPEL-FM, KTDY-FM			
<b>Local - 2</b>	11.6 %	13.9 %	13.6 %
KFTE-FM, KMDL-FM			
<b>Peroyea</b>	16.0 %	14.7 %	27.5 %
KDEA-FM, KDYS-AM, KSMB-FM, KVOL-AM, KVOL-FM			
	<b>47.9 %</b>	<b>49.0 %</b>	<b>73.2 %</b>

### AM Stations

Station	Freq	Power	Format	Advertiser	Agency	City
KJCB	770	1 kw/500 w (DA-N)	Gospel/Black	AURN	\$10.00	K&P
KPEL	1420	1 kw/750 w (DA-N)	See KPEL-FM			
KROF	960	1 kw (Days)	Country		\$ NA	Abbeville
KSIG	1450	1 kw	Standards	CNN, Westwd	\$ NA	Rosin
KVOL	1330	5 kw/1 kw (DA-N)	Tak	1-on-1, ABC, Westwd	\$ NA	D&R Peroyea

### FM Stations

Station	Freq	Power	Format	Advertiser	Agency	City
KAJN	102.9	100 kw @ 1500	Religion/Gospel	USA, CNN	\$10.00	Crowley
KFTE	96.5	22.5 kw @ 328	Classic AOR	AP	\$ NA	Banner KMDL
KFXZ	106.3	2.6 kw @ 495	Black Oldies	ABC	\$15.00	D&R Citywide
KMDL	97.3	48 kw @ 502	Country	AP	\$22.00	Banner KFTE
KNEK	104.7	25 kw @ 328	Black		\$ NA	K&P
KPEL	107.7	10 kw @ 469	Talk	CBS, Westwd	\$16.00	Christal Galloway
KROF	105.1	25 kw @ 292	Oldies		\$ NA	---
KRRQ	96.5	50 kw @ 443	Black	ABC	\$ NA	---
KSIG	102.1	50 kw @ 492	Standards	CNN, Westwd	\$ NA	Rosin
KSMB	94.5	100 kw @ 1077	CHR	ABC, Source	\$25.00	Banner Peroyea
KTDY	99.9	100 kw @ 984	AC		\$20.00	Christal Galloway
KVOL	105.9	3.4 kw @ 433	Black/AC	ABC	\$14.00	Allied Peroyea
KXKC	99.1	100 kw @ 984	Country		\$45.00	Katz

Notes: Other ranked stations: See Baton Rouge . . . 9/96 KACY (1520) changed from Talk to Children's as KDYS; KACY's Talk format moved to KVOL (AM), which dropped its simulcast of KVOL-F . . . 11/96 KFTE-F/KMDL-F sold for \$4,475,000

Jim Duncan

Comments: KRRQ-F has become a strong competitor . . . KXKC-F had its third consecutive down book . . . Nobody has above a 10 share for the first time in this market's history

# LAKELAND

<b>Arbitron Rank:</b> 104	<b>Pop (12+)</b> 375,500	<b>Stations</b> 34 / 8	<b>Last Year's Revenue:</b> NA
<b>MSA Rank:</b>		<b>Diaries:</b> 784/479:1/46.9%	<b>Household Income:</b> \$30,156
<b>MSA Pop:</b>	NA	<b>Sample Target:</b> 810	<b>Retail Dollars:</b> \$3.8 Bil
<b>DMA:</b>	Tampa (#15)	<b>% Below Line:</b> 54.5	<b>#1 Biller:</b> WPCV-F
<b>Average Persons Rating:</b>	16	<b>% Not Listed:</b> 15.9	<b>#1 Billing Portfolio:</b>
<b>Market TSL in Hours</b>	22.00	<b>Pop per Station:</b> 46,938	NA

12+ Metro	Format	Fall 96		Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
		1/4	Share									
1	WPCV-F	C	113 / 18.8	17.9	21.7	23.6	21.1	1069 / 28.5	31.2	31.0	123 / 1276	WPCV-F
2	WFLZ-F	CHR	50 / 8.3	7.7	4.8	6.5	7.7	770 / 20.5	17.7	18.4	60 / 947	WFLZ-F
3	WDUV-F	EZ/ST	45 / 7.5	5.4	2.0	0.7		472 / 12.6	10.3	4.6	54 / 585	WDUV-F
4	WHNR	B	25 / 4.2	2.3	1.7	2.2	0.9	201 / 5.4	5.5	4.6	25 / 201	WHNR
5	WWRM-F	SAC	24 / 4.0	3.3	6.7	5.4	5.5	391 / 10.4	9.1	12.2	25 / 417	WWRM-F
6	WJHM-F	B	23 / 3.8	2.6	2.0	2.7	1.4	246 / 6.5	5.9	5.2	23 / 246	WJHM-F
7	WHPT-F	AOR-P	20 / 3.3	2.4	3.1	3.4	2.9	187 / 5.0	6.2	7.5	21 / 217	WHPT-F
8	WONN	ST	19 / 3.2	3.3	3.4	3.3	2.1	240 / 6.4	7.3	6.3	19 / 240	WONN
9	WHTQ-F	CL AOR	17 / 2.8	2.1	2.0	2.4	1.6	226 / 6.0	5.6	5.8	18 / 255	WHTQ-F
	WOCL-F	O	17 / 2.8	2.3	2.9	2.0	2.5	267 / 7.1	6.7	8.2	17 / 283	WOCL-F
11	WSJT-F	J	16 / 2.7	2.9	2.9	5.6	9.1	271 / 7.2	8.7	10.1	17 / 314	WSJT-F
12	WXXL-F	CHR	12 / 2.0	2.0	2.2	1.6	2.1	394 / 10.5	8.8	7.8	12 / 397	WXXL-F

12+ FM Share (Metro): 85.18 % ( 431 of 506 ) (Fall 95: 87.32 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WPCV-F	1 WFLZ-F <	1 WPCV-F >	1 WPCV-F >	1 WPCV-F >>	1 WPCV-F >	1 WPCV-F >>	1 WPCV-F >	1 WPCV-F >>	1 WPCV-F	1 WFLZ-F
2 WFLZ-F	2 WPCV-F >>	2 WFLZ-F >>	2 WFLZ-F >	2 WFLZ-F >	2 WDUV-F >>	2 WFLZ-F >	2 WDUV-F >	2 WFLZ-F >	2 WFLZ-F >	WPCV-F >>
3 WJHM-F >>	3 WJHM-F	3 WHPT-F	3 WHPT-F	3 WHPT-F	3 WONN <	3 WDUV-F >	3 WFLZ-F	3 WDUV-F	3 WJHM-F >>	
	4 WWRM-F	4 WWRM-F <	4 WHTQ-F	4 WHTQ-F <	4 WHNR <		WHNR	4 WWRM-F >		
		5 WHTQ-F		5 WOCL-F <	5 WOCL-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 WFLZ-F	1 WFLZ-F <	1 WPCV-F	1 WPCV-F	1 WPCV-F >	1 WFLZ-F >	1 WFLZ-F <	1 WPCV-F	1 WPCV-F >	1 WPCV-F >>
2 WPCV-F	2 WPCV-F >>	2 WFLZ-F	2 WFLZ-F >	2 WFLZ-F >	2 WPCV-F	2 WPCV-F >>	WFLZ-F >	2 WFLZ-F	2 WHPT-F
3 WWRM-F >>	3 WWRM-F	3 WCOF-F	3 WWRM-F >	3 WWRM-F	3 WQYK-F >	3 WJHM-F >	3 WJHM-F >	3 WHPT-F	3 WFLZ-F
	4 WCOF-F	4 WJHM-F >		4 WCOF-F			4 WHPT-F	4 WHTQ-F >	WHTQ-F >
	5 WJHM-F			WHNR >			WHTQ-F		

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	18 (4)	18 (4)	3.6 %	4.5 %
AOR/Classic/NR	0 (0)	53 (4)	53 (4)	10.5 %	12.6 %
Black/Urban	25 (1)	26 (2)	51 (3)	10.1 %	9.2 %
CHR	0 (0)	62 (2)	62 (2)	12.3 %	11.6 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	144 (4)	144 (4)	28.5 %	27.1 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	6 (2)	0 (0)	6 (2)	1.2 %	0.0 %
Jazz	0 (0)	16 (1)	16 (1)	3.2 %	3.5 %
News/Talk	9 (2)	5 (1)	14 (3)	2.8 %	6.7 %
Oldies	3 (1)	30 (3)	33 (4)	6.5 %	6.1 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	7 (1)	0 (0)	7 (1)	1.4 %	1.6 %
Soft AC/EZ	0 (0)	32 (2)	32 (2)	6.3 %	5.1 %
Sports	6 (2)	0 (0)	6 (2)	1.2 %	1.2 %
Standards	19 (1)	45 (1)	64 (2)	12.6 %	10.4 %
<b>Totals</b>	<b>75 (10)</b>	<b>431 (24)</b>	<b>506 (34)</b>		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WIPC	SP	1280	Lake Wales	0.7	1.6	4 66
WLKF	T	1430	Lakeland	0.8	3.2	5 121
WSIR	SP	1490	Winter Haven	0.3	1.3	2 48
WTWB	G	1570	Auburndale	1.2	2.0	7 73
WWBF	O	1130	Bartow	0.5	2.2	3 87

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WCFB-F	U/AC	94.5	Daytona Beach	0.5	2.8	4 108
WCOF-F	O-70S	107.3	St. Petersburg	1.8	3.4	11 129
WJRR-F	AOR-NR	101.1	Cocoa Beach	1.0	2.6	6 96
WMGF-F	SAC	107.9	Mt. Dora	1.3	3.0	8 118
WMTX-F	AC	95.7	Clearwater	0.7	2.5	4 101
WOMX-F	AC/CHR	105.1	Orlando	1.2	5.8	8 237
WQTM	SPRTS	540	Pine Hills	0.7	2.2	6 95
WQYK-F	C	99.5	Tampa	1.8	5.6	11 212
WQYK	T	1010	Seffner	0.7	1.9	4 70
WRBQ-F	C	104.7	Tampa	1.7	6.6	11 250
WSHE-F	AC	100.3	Orlando	0.7	2.4	5 93
WTKS-F	T	104.1	Cocoa Beach	0.8	2.9	5 113
WUSA-F	AC/CHR	100.7	Tampa	0.5	2.0	3 76
WWKA-F	C	92.3	Orlando	1.7	3.7	10 155
WXTB-F	AOR	97.9	Clearwater	1.7	4.9	10 184
WYUU-F	O	92.5	Safety Harbor	0.3	2.0	2 79
WZTM	SPRTS	820	Largo	0.3	1.5	2 60



# LAKELAND

Consolidation Report	12+	25-54	Revenue
<b>Hall</b> WLKF-AM, WONN-AM, WPCV-FM	22.8 %	19.1 %	%
	22.8 %	19.1 %	%

### AM Stations

WHNR	1360	5 kw/2.5 kw (DA-2)	Black	CBS, Westwd	\$ NA	---		Cypress Gardens
WONN	1230	1 kw	Standards	Westwd, CNN	\$20.00	D&R	Hall	

### FM Stations

WPCV	97.5	100 kw @ 1016	Country	Westwd	\$83.00	D&R	Hall	Winter Haven
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Notes: Other ranked stations: See Tampa or Orlando

Jim Duncan

Comments: WPCV-F continued to dominate what is basically a one company (Hall) market

# LANCASTER

**Arbitron Rank:** 110 **Pop (12+)** 368,200  
**MSA Rank:** 109  
**MSA Pop:** 448,000  
**DMA:** 44 (w/Harrisbg. & York)  
**Average Persons Rating:** 15.7  
**Market TSL in Hours** 21.00

**Stations** 34 / 6  
**Diaries:** 825/446:1/63.6%  
**Sample Target:** 810  
**% Below Line:** 46.7  
**% Not Listed:** 16.1  
**Pop per Station:** 61,367

**Last Year's Revenue:** \$8,700,000  
**Household Income:** \$46,449  
**Retail Dollars:** \$4.0 Bil.  
**#1 Biller:** WIOV-F \$3,300,000  
**#1 Billing Portfolio:**  
 Brill (WIOV-F) \$3,300,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WLAN-F	CHR	61 / 10.6	9.4	7.5	6.7	8.5	975 / 26.5	24.6	21.4	75 / 1311	C	WLAN-F
2	WIOV-F	C	52 / 9.0	8.6	9.1	9.7	13.6	709 / 19.3	21.6	20.9	59 / 920	E	WIOV-F
3	WROZ-F	SAC	50 / 8.7	8.8	9.5	9.9	10.6	703 / 19.1	21.2	21.9	77 / 1196	D	WROZ-F
4	WARM-F	AC	44 / 7.6	9.3	7.2	6.9	6.2	565 / 15.3	17.4	16.7	116 / 1391		WARM-F
5	WDAC-F	REL	38 / 6.6	7.6	8.5	5.2	7.7	429 / 11.6	13.3	13.5	52 / 641	D	WDAC-F
6	WQXA-F	AOR-NR	31 / 5.4	5.4	2.8	2.1	1.0	560 / 15.2	17.0	8.4	63 / 1112		WQXA-F
7	WEGK-F	CL AOR	27 / 4.7	4.2	4.7	4.7	2.9	477 / 13.0	13.3	9.6	50 / 898		WEGK-F
8	WRKZ-F	C	24 / 4.2	3.9	7.2	4.9	5.8	451 / 12.2	13.1	14.3	88 / 1289		WRKZ-F
9	WHP	FS	20 / 3.5	3.4	2.8	1.7	2.7	279 / 7.6	7.9	7.8	44 / 629		WHP
10	WRVV-F	AC/AOR	18 / 3.1	5.1	4.2	4.9	3.8	368 / 10.0	14.3	9.4	38 / 730		WRVV-F
11	WRFY-F	CHR	12 / 2.1	2.2	3.6	1.7	1.8	256 / 7.0	7.8	7.1	15 / 292		WRFY-F
12	WWKL-F	O	10 / 1.7	2.0	1.5	3.2	2.8	223 / 6.1	4.7	5.4	29 / 570		WWKL-F
13	WOGL-F	O	9 / 1.6	1.0	1.1	0.4		139 / 3.8	3.2	2.7	10 / 144		WOGL-F
	WLAN	ST	9 / 1.6	1.5	1.5	0.9	0.5	118 / 3.2	3.9	5.6	9 / 125	A	WLAN
15	WTPA-F	AOR	8 / 1.4	1.9	1.1	1.5	1.3	211 / 5.7	7.2	5.2	44 / 660		WTPA-F
16	WHYL	ST	7 / 1.2	0.8	0.9	0.4	1.4	70 / 1.9	1.5	1.9	10 / 144		WHYL
17	WLPA	SPRTS	6 / 1.0	0.3	0.6	1.1	1.0	108 / 2.9	2.3	5.3	6 / 123		WLPA
	WNCE-F	EZ/ST	6 / 1.0	2.5	1.7	3.0	2.2	152 / 4.1	5.5	3.7	20 / 316		WNCE-F

12+ FM Share (Metro): 88.87 % ( 431 of 485 ) ( Fall 95: 88.94 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WLAN-F >>>	1 WLAN-F <	1 WLAN-F	1 WROZ-F	1 WROZ-F <	1 WIOV-F	1 WLAN-F <	1 WROZ-F <	1 WLAN-F	1 WLAN-F	1 WLAN-F <
2 WQXA-F >>	2 WROZ-F	2 WROZ-F	WLAN-F	2 WLAN-F	2 WDAC-F <	2 WIOV-F	2 WARM-F <	2 WROZ-F <	2 WDAC-F	2 WIOV-F >
	3 WQXA-F <	3 WARM-F	3 WARM-F <	WARM-F	3 WARM-F	3 WROZ-F <	3 WLAN-F	3 WARM-F	3 WOV-F <	
	4 WEGK-F >	4 WEGK-F	4 WEGK-F	4 WIOV-F <	4 WROZ-F <	4 WARM-F	4 WIOV-F >	4 WIOV-F	4 WROZ-F <	
	5 WIOV-F	WQXA-F <	5 WIOV-F <	5 WEGK-F	5 WLAN-F	5 WQXA-F <	5 WDAC-F <	5 WDAC-F <	5 WEGK-F	
	WARM-F	6 WIOV-F >	6 WQXA-F	6 WQXA-F	6 WHP	6 WDAC-F >	6 WHP	6 WEGK-F	6 WRKZ-F <	
				7 WRVV-F				7 WQXA-F	7 WQXA-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 WLAN-F >>	1 WLAN-F	1 WROZ-F	1 WLAN-F	1 WLAN-F	1 WQXA-F >	1 WQXA-F	1 WEGK-F	1 WQXA-F <	1 WEGK-F
2 WROZ-F	2 WROZ-F >>	2 WLAN-F >>	2 WROZ-F	WARM-F <	2 WLAN-F	2 WEGK-F >	2 WQXA-F >	2 WEGK-F >	2 WQXA-F
3 WARM-F >	3 WIOV-F	3 WIOV-F	3 WARM-F >	3 WROZ-F >	3 WRKZ-F	3 WROZ-F	3 WRFY-F	3 WIOV-F	3 WIOV-F
4 WRKZ-F	WARM-F	4 WRKZ-F	4 WIOV-F >	4 WIOV-F >	WIOV-F >	4 WLAN-F	WROZ-F >	WLAN-F <	WROZ-F
WQXA-F	5 WRKZ-F	WEGK-F	5 WRKZ-F	5 WRKZ-F	5 WROZ-F	5 WRFY-F	5 WLAN-F	5 WROZ-F	5 WLAN-F
WEGK-F	WEGK-F	WARM-F >	6 WRVV-F	WDAC-F	WYSP-F	6 WIOV-F	6 WTPA-F >	6 WARM-F	WARM-F
WIOV-F >>					WEGK-F			7 WRFY-F	7 WRVV-F
					WARM-F >>			8 WRFY-F	8 WRFY-F

Consolidation Report	12+	25-54	Revenue
Hall (semi-duop) WEGK-FM, WLPA-AM, WROZ-FM	14.4 %	10.5 %	27.3 %
	14.4 %	10.5 %	27.3 %

# LANCASTER

Format Performance	AM		FM		Total	%	Spr 96	Other Rated Stations—Outside Market				Metro Cume		TSA	
	Share	Rating	Share	Rating				Share	Rating	AQH	Cume	Share	Rating		
AC	0 (0)		49 (2)		49 (2)	10.1 %	11.2 %	KYW	N	1060	Philadelphia	0.5	3.5	4	170
AOR/Classic/NR	0 (0)		91 (6)		91 (6)	18.8 %	19.9 %	WADV	REL	940	Lebanon	0.5	1.6	5	77
Black/Urban	0 (0)		2 (1)		2 (1)	0.4 %	0.4 %	WBYN-F	REL	107.5	Boyertown	0.5	2.1	4	88
CHR	0 (0)		86 (5)		86 (5)	17.7 %	15.6 %	WGCB-F	REL	96.1	Red Lion	0.3	1.6	4	124
Classical	0 (0)		0 (0)		0 (0)	0.0 %	0.0 %	WIP	SPRTS	610	Philadelphia	0.5	2.2	4	96
Country	0 (0)		80 (3)		80 (3)	16.5 %	14.6 %	WYFF-F	AOR	97.9	Baltimore	0.3	1.7	11	205
Full Service	23 (2)		0 (0)		23 (2)	4.7 %	4.5 %	WMGK-F	O-70S	102.9	Philadelphia	0.3	2.5	2	91
Hispanic	0 (0)		0 (0)		0 (0)	0.0 %	0.0 %	WNNK-F	CHR	104.1	Harrisburg	0.5	2.6	25	475
Jazz	0 (0)		0 (0)		0 (0)	0.0 %	0.0 %	WPLY-F	CHR-NR	100.3	Media	0.9	2.6	5	101
News/Talk	3 (1)		3 (1)		6 (2)	1.2 %	3.1 %	WSBA	FS	910	York	0.5	2.0	34	632
Oldies	0 (0)		21 (3)		21 (3)	4.3 %	3.5 %	WUSL-F	B	98.9	Philadelphia	0.3	2.8	3	111
Others/Unknown	0 (0)		0 (0)		0 (0)	0.0 %	0.0 %	WWDB-F	T	96.5	Philadelphia	0.5	1.6	5	80
Religion/Gospel	3 (1)		43 (3)		46 (4)	9.5 %	10.0 %	WXCY-F	C	103.7	Havre de Grace,	0.7	1.2	4	57
Soft AC/EZ	0 (0)		50 (1)		50 (1)	10.3 %	10.2 %	WYCR-F	CHR	98.4	Hanover	0.9	6.1	26	779
Sports	9 (2)		0 (0)		9 (2)	1.9 %	1.2 %	WYMJ-F	AC	94.9	Harrisburg	0.9	3.2	12	307
Standards	16 (2)		6 (1)		22 (3)	4.5 %	5.7 %	WYSP-F	T/AOR	94.1	Philadelphia	0.9	2.9	6	117
<b>Totals</b>	<b>54 (8)</b>		<b>431 (26)</b>		<b>485 (34)</b>										

### AM Stations

WLAN	1390	5 kw/1 kw (DA-2)	Standards	USA	\$10.00	Allied	Clear Channel
WLPA	1490	600 w	Sports	1-on-1, CNN	\$11.00	D&R	Hall

### FM Stations

WDAC	94.5	19 kw @ 810	Religion	USA	\$53.00	Dome	WDAC, Inc.	
WIOV	105.1	25 kw @ 696	Country	ABC	\$72.00	Banner	Bril	Ephrata
WLAN	96.9	50 kw @ 500	CHR	CBS	\$42.00	Allied	Clear Channel	
WROZ	101.3	6.9 kw @ 1289	Soft AC		\$62.00	D&R	Hall	

Notes: Other ranked stations: See Harrisburg, York, or among the Small Markets, Reading . . . 10/96 WLAN-AF sold by Altdoerfer to Clear Channel for \$7,000,000

Jim Duncan

Comments: WLAN-F had its third consecutive up book . . . Listening levels are up by almost 10% in the past year

# LANSING

**Arbitron Rank:** 113 **Pop (12+)** 360,400  
**MSA Rank:** 114  
**MSA Pop:** 437,000  
**DMA:** 106  
**Average Persons Rating:** 15.4  
**Market TSL in Hours** 20.50

**Stations** 23 / 14  
**Diaries:** 1,002/360:1/52.6%  
**Sample Target:** 990  
**% Below Line:** 6.7  
**% Not Listed:** 17.7  
**Pop per Station:** 25,743

**Last Year's Revenue:** \$14,800,000  
**Household Income:** \$44,558  
**Retail Dollars:** \$4.5 Bil.  
**#1 Biller:** WITL-AF \$4,000,000  
**#1 Billing Portfolio:**  
 Liggett duop+ \$9,400,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1	WITL-F	C	92 / 16.6	13.2	13.1	15.2	13.1	14.5	941 / 26.1	28.1	24.7	144 / 1634	F WITL-F
2	WFMK-F	AC	65 / 11.7	9.9	12.9	11.8	11.0	11.6	918 / 25.5	25.7	22.7	101 / 1455	F WFMK-F
3	WJIM-F	O	34 / 6.1	8.2	9.1	6.8	8.5	7.6	695 / 19.3	22.1	24.3	51 / 1036	C WJIM-F
4	WHZZ-F	CHR	32 / 5.8	5.3	6.1	5.0	3.4	5.5	682 / 18.9	19.6	13.3	34 / 735	A WHZZ-F
5	WVIC-F	AOR-NR	30 / 5.4	7.1	6.1	5.9	7.4	6.1	596 / 16.5	19.2	20.5	69 / 1166	C WVIC-F
	WJXQ-F	AOR	30 / 5.4	5.5	4.7	5.7	5.3	5.3	536 / 14.9	16.7	14.1	67 / 1024	D WJXQ-F
7	WQHH-F	B	26 / 4.7	3.7	3.5	5.4	3.2	4.3	285 / 7.9	8.1	6.5	26 / 327	A WQHH-F
8	WMMQ-F	CL AOR	24 / 4.3	3.3	2.8	3.0	3.2	3.3	460 / 12.8	10.9	10.2	27 / 553	A WMMQ-F
9	WILS	ST	22 / 4.0	4.8	3.1	2.6	2.5	3.6	270 / 7.5	5.7	5.4	26 / 346	A WILS
10	WBHR-F	C	21 / 3.8	4.2	4.0	4.6	4.0	4.2	417 / 11.6	9.8	11.9	55 / 989	C WBHR-F
11	WJIM	T	20 / 3.6	3.7	4.4	3.0	4.2	3.7	336 / 9.3	9.1	11.6	25 / 439	A WJIM
12	WJR	FS	14 / 2.5	2.6	4.0	2.4	3.6	2.9	266 / 7.4	10.0	10.4	74 / 1094	WJR
13	WWDX-F	AOR	13 / 2.3	2.0	3.0	3.9	3.4	2.8	416 / 11.5	14.2	17.5	14 / 495	B WWDX-F
14	WXLA	O	6 / 1.1	0.4	0.3	1.9	0.9	0.9	39 / 1.1	0.9	6 / 39	WXLA	

12+ FM Share (Metro): 85.53 % ( 390 of 456 ) ( Fall 95: 85.25 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WQHH-F	1 WITL-F	1 WFMK-F	1 WFMK-F <	1 WITL-F <	1 WITL-F >	1 WITL-F >	1 WITL-F	1 WITL-F	1 WITL-F <	1 WITL-F
WHZZ-F	2 WFMK-F	WITL-F >	2 WITL-F >	2 WFMK-F >	2 WFMK-F	2 WFMK-F >	2 WFMK-F >	2 WFMK-F >	2 WFMK-F	2 WFMK-F >
3 WWDX-F	3 WHZZ-F	3 WJXQ-F	3 WJXQ-F <	3 WJIM-F <	3 WJIM-F >	3 WJXQ-F	3 WJIM <	3 WHZZ-F <	3 WHZZ-F	3 WHZZ-F
WVIC-F	4 WVIC-F <	4 WVIC-F	4 WJIM-F <	4 WJXQ-F	4 WILS	4 WJIM-F	4 WJIM-F	4 WJIM-F <	4 WQHH-F	4 WJIM-F <
WFMK-F	5 WJXQ-F	WJIM-F	5 WMMQ-F >	5 WMMQ-F >	5 WJIM	5 WVIC-F	5 WILS	5 WVIC-F	5 WVIC-F	5 WVIC-F
	WQHH-F	WHZZ-F	6 WBHR-F <			6 WHZZ-F	WJXQ-F	WJXQ-F <	6 WJIM-F	
		7 WMMQ-F <						7 WMMQ-F		
		8 WQHH-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 WHZZ-F	1 WITL-F >	1 WITL-F >>	1 WFMK-F	1 WFMK-F <	1 WQHH-F	1 WVIC-F	1 WMMQ-F	1 WITL-F <	1 WITL-F
2 WITL-F	2 WFMK-F	2 WFMK-F >	2 WITL-F >	2 WITL-F >>	2 WVIC-F	2 WJXQ-F	2 WJXQ-F	2 WJXQ-F	2 WJXQ-F
3 WVIC-F	3 WHZZ-F >	3 WJXQ-F >	3 WHZZ-F >	3 WJIM-F	3 WHZZ-F	3 WMMQ-F	3 WVIC-F	3 WVIC-F	3 WMMQ-F
WQHH-F	4 WQHH-F	4 WHZZ-F	4 WJIM-F	4 WBHR-F	4 WFMK-F >	WQHH-F	4 WITL-F	WMMQ-F <	4 WJIM-F <
WFMK-F >>	5 WJXQ-F	WBHR-F	WBHR-F <	5 WHZZ-F	5 WITL-F	5 WFMK-F	5 WFMK-F	5 WFMK-F <	5 WFMK-F
6 WWDX-F >	6 WVIC-F	6 WMMQ-F >	6 WQHH-F		WWDX-F	WITL-F	6 WHZZ-F	6 WJIM-F >	6 WVIC-F
	WBHR-F >>				WJXQ-F >>	7 WHZZ-F >>	7 WVFN >	7 WQHH-F	

Consolidation Report	12+	25-54	Revenue
<b>62nd Street</b> WBHR-FM, WJXQ-FM, WWDX-FM	11.5 %	13.8 %	27.7 %
<b>Liggett</b> WFMK-FM, WITL-AM, WITL-FM, WJIM-AM, WJIM-FM, WVFN-AM, WVIC-FM	44.1 %	33.7 %	63.5 %
	<b>55.6 %</b>	<b>47.5 %</b>	<b>91.2 %</b>

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WVFN SPRTS 730 E. Lansing	0.7	2.6	4 100

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBCT-F C 93.7 Grand Rapids	0.9	2.5	43 551
WIOG-F AC/CHR 102.5 Bay City	0.4	1.6	10 367
WKFR-F CHR 103.3 Battle Creek	0.4	1.1	23 423
WLAV-F CL AOR 96.9 Grand Rapids	0.4	1.3	11 226
WNWN-F C 98.5 Coldwater	0.7	0.9	31 431
WODJ-F O 107.3 Greenville	0.4	2.1	10 280

# LANSING

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	67 (2)	67 (2)	14.7 %	16.7 %
AOR/Classic/NR	0 (0)	102 (6)	102 (6)	22.4 %	20.8 %
Black/Urban	0 (0)	26 (1)	26 (1)	5.7 %	4.3 %
CHR	0 (0)	34 (2)	34 (2)	7.5 %	8.2 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	122 (4)	122 (4)	26.8 %	22.1 %
Full Service	14 (1)	0 (0)	14 (1)	3.1 %	4.9 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	20 (1)	0 (0)	20 (1)	4.4 %	5.4 %
Oldies	6 (1)	36 (2)	42 (3)	9.2 %	12.2 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	3 (1)	3 (1)	0.7 %	0.6 %
Sports	4 (1)	0 (0)	4 (1)	0.9 %	0.9 %
Standards	22 (1)	0 (0)	22 (1)	4.8 %	3.9 %
<b>Totals</b>	<b>66 (5)</b>	<b>390 (18)</b>	<b>456 (23)</b>		

### AM Stations

Station	Power	Time	Format	Source	Share	Buyer	Address
WLS	1320	5 kw/1 kw (DA-N)	Standards	ABC	\$ NA	D&R	MacDonald
WJIM	1240	1 kw	Tak	Westwd	<\$20.00	Eastman	Liggett
WXLA	1180	1 kw (DA, Days)	Black Oldies		\$ NA	Mich.	Dimondale

### FM Stations

Station	Freq	Power	Format	Source	Share	Buyer	Address
WBHR	94.1	40 kw @ 551	Country		\$25.00	D&R	62nd St. Jackson
WFMK	99.1	28 kw @ 600	AC		\$55.00	Eastman	Liggett
WHZZ	101.7	3.3 kw @ 289	CHR		<\$20.00	D&R	MacDonald
WITL	100.7	26.5 kw @ 643	Country	ABC	\$80.00	Banner	Liggett
WJIM	97.5	28 kw @ 440	Oldies		\$34.00	Eastman	Liggett
WJXQ	106.1	50 kw @ 489	AOR		\$48.00	D&R	62nd St. Jackson
WMMQ	92.7	1.5 kw @ 466	Classic AOR	Source, Westwd, CBS	<\$20.00	Eastman	Goodrich Charlotte
WQHH	96.5	3 kw @ 328	Black		<\$20.00	Mich.	DeWitt
WVIC	94.9	49 kw @ 500	AOR-New Rock		\$28.00	Banner	Liggett
WWDX	92.1	4 kw @ 400	New Rock		<\$20.00	---	62nd St. St. Johns

Notes: WJR: See Detroit . . . 10/96 WBHR-F/WJXQ-F/WWDX-F sold by Regional (Patten) to 62nd Street (Foreman)

Jim Duncan

Comments: WITL-F had its strongest book in the past year . . . WFMK-F returned to its usual share level . . . WMMQ-F had its best book in some time

# LAS VEGAS

**Arbitron Rank:** 45 **Pop (12+)** 905,500  
**MSA Rank:** 46  
**MSA Pop:** 1,170,000  
**DMA:** 66  
**Average Persons Rating:** 15.6  
**Market TSL in Hours** 20.75

**Stations** 23 / 23  
**Diaries:** 1,969/460:1/52.1%  
**Sample Target:** 1,980  
**% Below Line:** 0.0  
**% Not Listed:** 13.1  
**Pop per Station:** 39,370

**Last Year's Revenue:** \$38,000,000  
**Household Income:** \$41,615  
**Retail Dollars:** \$11.0 Bil.  
**#1 Biller:** KWNR-F \$4,300,000  
**#1 Billing Portfolio:**  
 American Radio Sys. duop+ \$10,920,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	KLUC-F	CHR	131 / 9.3	8.2	7.1	5.3	7.6	7.5	1993 / 22.0	20.3	21.4	132 / 2055	E	KLUC-F
2	KJUL-F	ST	99 / 7.0	10.0	9.3	7.9	10.0	8.6	1256 / 13.9	15.3	15.1	113 / 1457	D	KJUL-F
3	KSNE-F	SAC	98 / 6.9	6.6	8.3	8.9	7.6	7.7	1465 / 16.2	17.0	16.0	98 / 1485	E	KSNE-F
4	KMZQ-F	AC	80 / 5.7	6.0	5.8	6.5	6.1	5.9	1276 / 14.1	14.5	15.3	80 / 1276	E	KMZQ-F
5	KWNR-F	C	78 / 5.5	6.1	6.7	6.7	5.8	6.3	1201 / 13.3	15.2	15.0	79 / 1240	F	KWNR-F
6	KEDG-F	AOR-NR	71 / 5.0	5.0	7.0	7.3	6.4	6.1	1290 / 14.3	16.1	15.6	83 / 1332	D	KEDG-F
7	KMXB-F	AC/CHR	69 / 4.9	5.7	4.6	4.7	4.8	5.0	1376 / 15.2	16.0	15.8	69 / 1382	C	KMXB-F
8	KFMS-F	C	67 / 4.7	6.2	5.2	5.1	5.2	5.3	944 / 10.4	11.6	10.7	72 / 999	D	KFMS-F
9	KQOL-F	O	66 / 4.7	3.6	4.7	4.7	4.8	4.4	1144 / 12.6	12.1	11.9	67 / 1171	B	KQOL-F
10	KOMP-F	AOR	65 / 4.6	3.9	4.4	5.1	4.3	4.5	913 / 10.1	10.3	12.0	72 / 998	D	KOMP-F
11	KXTE-F	AOR-NR	63 / 4.4	4.0	3.4	3.7	4.0	3.9	1063 / 11.7	11.5	10.6	77 / 1250	D	KXTE-F
12	KKLZ-F	CL AOR	60 / 4.2	4.0	4.1	3.7	3.8	4.0	1012 / 11.2	11.1	12.8	61 / 1038	D	KKLZ-F
13	KBGO-F	O	58 / 4.1	3.2	1.4	1.4	1.8	2.5	1029 / 11.4	5.8	6.9	64 / 1123		KBGO-F
14	KDWN	T	51 / 3.6	2.2	3.4	2.2	2.6	2.9	624 / 6.9	7.2	6.4	60 / 737	B	KDWN
15	KXPT-F	AOR-P	32 / 2.3	2.1	2.4	2.5	2.3	2.3	541 / 6.0	7.2	6.0	34 / 612	C	KXPT-F

12+ FM Share (Metro): 86.27 % ( 1062 of 1231 ) ( Fall 95: 86.72 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KLUC-F >>>	1 KLUC-F	1 KLUC-F	1 KSNE-F <	1 KSNE-F <	1 KJUL-F	1 KXTE-F	1 KJUL-F <	1 KLUC-F	1 KLUC-F >>	1 KLUC-F >
2 KEDG-F	2 KOMP-F <	2 KSNE-F <	2 KMZQ-F <	2 KMZQ-F	2 KSNE-F >	2 KLUC-F	2 KSNE-F	2 KSNE-F <	2 KEDG-F <	2 KXTE-F <
3 KEDG-F >	3 KOMP-F <	3 KOMP-F <	3 KLUC-F <	3 KLUC-F	3 KQOL-F <	3 KSNE-F	3 KMZQ-F <	3 KJUL-F	3 KMXB-F	3 KEDG-F
4 KMXB-F <	4 KMZQ-F <	4 KOMP-F <	4 KQOL-F <	4 KMZQ-F <	4 KMZQ-F <	4 KLUC-F	4 KWNR-F <	4 KJUL-F <		
5 KXTE-F	5 KEDG-F	5 KKLZ-F <	5 KOMP-F <	5 KDWN <	5 KWNR-F	5 KWNR-F	5 KDWN	5 KEDG-F	5 KWNR-F	
6 KMZQ-F <	KMXB-F	6 KQOL-F	6 KKLZ-F <	6 KWNR-F	6 KJUL-F	KWNR-F <	KMZQ-F	KXTE-F	KFMS-F <	KFMS-F <
7 KKLZ-F	KKLZ-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 KMXB-F	1 KLUC-F	1 KLUC-F >	1 KLUC-F <	1 KSNE-F <	1 KEDG-F	1 KOMP-F	1 KOMP-F >	1 KOMP-F	1 KOMP-F <
KLUC-F >	2 KMXB-F	2 KMZQ-F	2 KSNE-F <	2 KMZQ-F	KLUC-F <	2 KEDG-F	2 KKLZ-F <	2 KKLZ-F <	2 KKLZ-F
3 KEDG-F >	3 KMZQ-F	3 KMXB-F <	3 KMZQ-F	3 KLUC-F	3 KXTE-F >>	KXTE-F	3 KXTE-F	3 KEDG-F	3 KQOL-F <
4 KFMS-F	4 KFMS-F	4 KFMS-F	4 KMXB-F	4 KQOL-F <	4 KLUC-F	4 KEDG-F	4 KEDG-F	4 KXTE-F	4 KBGO-F <
KWNR-F	5 KEDG-F	5 KOMP-F	5 KFMS-F	5 KFMS-F <	5 KKLZ-F	5 KQOL-F <	5 KQOL-F <	5 KLUC-F	5 KXTE-F <
KSNE-F	6 KWNR-F	6 KQOL-F	6 KQOL-F	6 KMXB-F	6 KMXB-F		6 KQOL-F <	6 KQOL-F <	6 KEDG-F <
KMZQ-F >				KWNR-F					

Consolidation Report	12+	25-54	Revenue
<b>American Radio Sys.</b>	25.9 %	24.3 %	28.7 %
KLUC-FM, KMXB-FM, KMZQ-FM, KXTE-FM, KVEG-AM, KXNO-AM			
<b>Jacor</b>	17.1 %	18.7 %	28.4 %
KFMS-FM, KSNE-FM, KWNR-FM			
<b>Lotus</b>	8.9 %	10.8 %	12.2 %
KENO-AM, KOMP-FM, KORK-AM, KXPT-FM			
	<b>51.9 %</b>	<b>53.7 %</b>	<b>69.3 %</b>

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KDOL	SP	1280 Henderson	1.1 3.0 15 270
KENO	SPRTS	1460 Las Vegas	0.9 3.5 13 319
KLSQ	SP	870 Laughlin	1.9 4.2 33 414
KNUU	N	970 Las Vegas	1.3 4.0 20 372
KORK	ST	920 Las Vegas	1.1 2.8 15 252
KRLV	T	1340 Las Vegas	0.4 1.4 6 122
KVBC-F	N/T	105.1 Las Vegas	1.8 6.3 25 566
KVEG	T	840 E. Las Vegas	1.6 5.0 23 462

# LAS VEGAS

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	149 (2)	149 (2)	12.1 %	6.5 %
AOR/Classic/NR	0 (0)	291 (5)	291 (5)	23.6 %	24.3 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	131 (1)	131 (1)	10.6 %	13.4 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	145 (2)	145 (2)	11.8 %	13.7 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	42 (2)	0 (0)	42 (2)	3.4 %	3.3 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	99 (4)	25 (1)	124 (5)	10.1 %	7.6 %
Oldies	0 (0)	124 (2)	124 (2)	10.1 %	8.2 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	98 (1)	98 (1)	8.0 %	9.5 %
Sports	13 (1)	0 (0)	13 (1)	1.1 %	0.8 %
Standards	15 (1)	99 (1)	114 (2)	9.3 %	12.8 %
<b>Totals</b>	<b>169 (8)</b>	<b>1062 (15)</b>	<b>1231 (23)</b>		

### AM Stations

KDWN	720	50 kw (DA-N)	Tak	AP	\$23.00	Rosin
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### FM Stations

Station	Freq	Power	Format	AP	Rate	Comments	Location
KBGO	93.1	24 kw @ 3743	Oldies		\$24.00	Katz	
KEDG	103.5	100 kw @ 1158	AOR-New Rock		\$53.00	Allied	
KFMS	101.9	100 kw @ 1180	Country		\$59.00	Katz	Jacor
KJUL	104.3	24.5 kw @ 3727	Standards	Westwd, CNN	\$48.00	---	N. Las Vegas
KKLZ	96.3	100 kw @ 1176	Classic AOR		\$52.00	Sentry	Apogee
KLUC	98.5	100 kw @ 1180	CHR	AP	\$65.00	Eastman	Amer. Radio Sys.
KMXB	94.1	100 kw @ 1210	AC/CHR		\$ NA	Allied	Amer. Radio Sys. Henderson
KMZQ	100.5	100 kw @ 1104	AC		\$68.00	Eastman	Amer. Radio Sys. Henderson
KOMP	92.3	100 kw @ 1520	AOR		\$57.00	Christal	Lotus
KQOL	105.5	3.7 kw @ 1588	Oldies	Westwd	\$33.00	Allied	Amer. Gen'l Boulder City
KSNE	106.5	100 kw @ 1155	Soft AC		\$68.00	---	Jacor
KWNR	95.5	100 kw @ 1160	Country		\$75.00	D&R	Jacor Henderson
KXPT	97.1	100 kw @ 1919	Prog. AOR		\$31.00	Christal	Lotus
KXTE	107.5	25 kw @ 3678	AOR-New Rock		\$ NA	Eastman	Amer. Radio Sys. Pahrump

Notes: 7/96 KJMZ-F changed from CHR/Urban to AC/CHR as KMXB-F . . . 8/96 KFBI-F changed from AOR to Progressive AOR as KXTE-F . . . 8/96 KKDD sold by Regent for \$600,000 . . . 10/96 Regent sold these stations to Jacor: KFMS-F for \$13,000,000; KSNE-F for \$19,000,000; KWNR-F for \$23,000,000 . . . 11/96 KKDD changed from Children's to Shopping and Talk as KSHP . . . 11/96 KKLZ-F sold by Max to Apogee for \$13,000,000 (Kalil; Foreman)

Jim Duncan

Comments: KLUC-F had its strongest 12+ share in several years . . . The highest ranked AM station is KDWN which is ranked #14 . . . Country listening is down 14% since Spring 96

# LEXINGTON-FAYETTE

Arbitron Rank: 105	Pop (12+): 373,300	Stations: 24 / 19	Last Year's Revenue: \$17,000,000
MSA Rank: 116		Diaries: 1,171/319:1/53.6%	Household Income: \$38,259
MSA Pop: 437,000		Sample Target: 1,180	Retail Dollars: \$4.8 Bil.
DMA: 68		% Below Line: 3.3	#1 Biller: WVWLK-F \$4,200,000
Average Persons Rating: 15.4		% Not Listed: 12.7	#1 Billing Portfolio:
Market TSL In Hours: 20.50		Pop per Station: 19,647	Jacor duop+ \$8,950,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1	WVWLK-F	C	96 / 16.7	19.4	18.3	21.1	1312 / 35.1	34.1	34.7	183 / 2701	F
2	WLKT-F	CHR	57 / 9.9	0.7			913 / 24.5	2.3		89 / 1375	WLKT-F
3	WMXL-F	AC	43 / 7.5	7.8	7.9	8.3	725 / 19.4	22.5	23.3	72 / 1282	E
4	WKQQ-F	AOR	40 / 6.9	11.1	13.3	11.5	788 / 21.1	24.7	28.3	82 / 1508	E
5	WVWLK	FS	39 / 6.8	4.4	5.7	7.2	610 / 16.3	11.7	15.6	44 / 753	C
6	WWYC-F	C	36 / 6.3	7.4	7.5	7.9	565 / 15.1	17.0	20.1	49 / 857	C
7	WXZZ-F	AOR-NR	32 / 5.6	8.0	5.3	4.6	690 / 18.5	17.7	14.9	40 / 880	B
8	WLRO-F	CL AOR	30 / 5.2	6.1	3.5	3.0	485 / 13.0	12.3	8.2	54 / 762	B
9	WLXG	T	20 / 3.5	3.9	1.8	4.1	222 / 5.9	5.7	5.3	23 / 259	A
10	WLTO-F	O	19 / 3.3	2.4	1.1		353 / 9.5	8.7		25 / 457	WLTO-F
11	WGKS-F	AC	18 / 3.1	5.0	6.2	4.8	474 / 12.7	15.9	18.4	22 / 659	B
12	WTKT	B	14 / 2.4	3.7	0.7	2.2	210 / 5.6	5.6	2.6	14 / 215	WTKT
13	WCGW	REL	10 / 1.7	0.7	0.9	1.5	92 / 2.5	2.1	2.5	11 / 101	WCGW
14	WHAS	FS	9 / 1.6	0.9	0.4	0.7	191 / 5.1	3.8	3.9	32 / 564	WHAS
	WJMM-F	REL	9 / 1.6	0.9	1.8	1.7	158 / 4.2	4.2	6.5	10 / 197	WJMM-F

12+ FM Share (Metro): 77.14 % ( 388 of 503 ) (Fall 95: 81.03 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WLKT-F >>>	1 WVLK-F <	1 WVLK-F >	1 WVLK-F >	1 WVLK-F >	1 WVLK-F >	1 WVLK-F >	1 WVLK-F >	1 WVLK-F >	1 WLKT-F	1 WVLK-F
2 WXZZ-F	2 WLKT-F	2 WMXL-F	2 WMXL-F <	2 WMXL-F	2 WVLK >	2 WVLK	2 WMXL-F	2 WLKT-F >	2 WVLK-F >	2 WLKT-F >
WVWLK-F	3 WKQQ-F	WLKT-F <	3 WKQQ-F	3 WKQQ-F	3 WMXL-F	3 WKQQ-F <	3 WLKT-F	3 WMXL-F <	3 WKQQ-F >	3 WKQQ-F
	4 WXZZ-F <	4 WKQQ-F	4 WLRO-F <	4 WLRO-F <	4 WLXG	4 WMXL-F <	4 WWYC-F <	4 WXZZ-F <	4 WXZZ-F <	
	5 WMXL-F	5 WWYC-F <	5 WWYC-F <	5 WWYC-F	5 WLTO-F	5 WLKT-F	5 WKQQ-F	5 WKQQ-F	5 WLRO-F <	
	WWYC-F >	6 WLRO-F	6 WLKT-F	6 WLKT-F <	WLRO-F	6 WWYC-F	6 WXZZ-F <	WWYC-F	6 WWYC-F	
		WXZZ-F >		7 WVLK		7 WLRO-F	7 WLXG <	7 WLRO-F <	7 WVLK <	
							8 WLRO-F <	8 WVLK		
							9 WVLK >			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WLKT-F	1 WVLK-F <	1 WVLK-F	1 WVLK-F >	1 WVLK-F >	1 WLKT-F	1 WKQQ-F	1 WKQQ-F	1 WVLK-F	1 WVLK-F >
2 WVLK-F >	2 WLKT-F	2 WWYC-F	2 WMXL-F	2 WMXL-F >	2 WKQQ-F	2 WLKT-F <	2 WVLK-F	2 WKQQ-F >	2 WKQQ-F
3 WMXL-F	3 WMXL-F <	3 WMXL-F	3 WLKT-F >	3 WLKT-F	3 WXZZ-F	3 WVLK-F <	3 WXZZ-F	3 WLKT-F <	3 WLRO-F
	4 WWYC-F	4 WKQQ-F	4 WWYC-F	4 WWYC-F	4 WVLK-F	4 WXZZ-F	4 WMXL-F	4 WLRO-F	4 WMXL-F
5 WWYC-F	5 WXZZ-F	5 WKQQ-F	5 WKQQ-F	5 WGKS-F	5 WVLK-F	5 WMXL-F	5 WLRO-F	5 WMXL-F	5 WWYC-F
6 WKQQ-F >	6 WKQQ-F	WLKT-F >>	WXZZ-F	WVLK	6 WTKT >	WWYC-F	6 WLKT-F	WXZZ-F	6 WXZZ-F
	7 WLRO-F		7 WGKS-F	7 WKQQ-F		7 WLRO-F >		WWYC-F >	WVLK
			WLRO-F >	WLRO-F					

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WGBR	REL	1110	Richmond	0.3	1.1	2	40
WEKY	AC	1340	Richmond	0.3	1.0	2	39
WLAP	SPRTS	630	Lexington	1.0	4.4	7	191
WNL	B	1250	Nicholasville	1.2	2.6	7	96
WVRB-F	REL	105.9	Wilmore	0.7	2.6	4	105

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WASE-F	O	103.5	Radcliff	0.3	1.0	5	63
WCYO-F	C	106.1	Irvine	0.3	1.0	4	94
WKED	ST	1130	Frankfort	0.7	0.9	7	74
WLW	FS/T	700	Cincinnati	0.3	1.8	9	180



# LEXINGTON-FAYETTE

Format Performance	AM	FM	Total	%	Spr 96
AC	2 (1)	61 (2)	63 (3)	12.5 %	14.5 %
AOR/Classic/NR	0 (0)	102 (3)	102 (3)	20.3 %	29.8 %
Black/Urban	21 (2)	0 (0)	21 (2)	4.2 %	6.3 %
CHR	0 (0)	57 (1)	57 (1)	11.3 %	0.8 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	134 (3)	134 (3)	26.6 %	31.3 %
Full Service	50 (3)	0 (0)	50 (3)	9.9 %	6.1 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	20 (1)	0 (0)	20 (1)	4.0 %	4.4 %
Oldies	0 (0)	21 (2)	21 (2)	4.2 %	2.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	12 (2)	13 (2)	25 (4)	5.0 %	2.3 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	6 (1)	0 (0)	6 (1)	1.2 %	1.7 %
Standards	4 (1)	0 (0)	4 (1)	0.8 %	0.0 %
<b>Totals</b>	<b>115 (11)</b>	<b>388 (13)</b>	<b>503 (24)</b>		

Consolidation Report	12+	25-54	Revenue
<b>Jacor, pend.</b> WKQQ-FM, WLAP-AM, WLKT-FM, WMLX-FM, WTKT-AM, WWYC-FM, WXZZ-FM	39.6 %	38.3 %	52.6 %
	<b>39.6 %</b>	<b>38.3 %</b>	<b>52.6 %</b>

### AM Stations

Station	Power	Time	Religion	Market	Price	Buyer	Seller	Location
WOGW	770	1 kw (Days)	Religion	USA	\$11.00	---	Mortenson	Nicholasville
WLAP	630	5 kw/1 kw (DA-2)	Sports	CBS	\$12.00	Eastman	Jacor	
WLXG	1300	2.5 kw/1 kw (DA-N)	Talk	Westwd	\$14.00	Banner	L. M.	
WTKT	1580	10 kw/45 w (DA-2)	Black	ABC	\$12.00	Eastman	Jacor	Georgetown
WVLK	590	5 kw/1 kw (DA-2)	Full Service	ABC	\$38.00	Katz		

### FM Stations

Station	Frequency	Power	Religion	Market	Price	Buyer	Seller	Location
WGKS	96.9	50 kw @ 492	AC		\$25.00	Banner	L. M.	Paris
WJMM	106.3	3 kw @ 300	Religion	USA	\$15.00	---	Mortenson	Versailles
WKQQ	98.1	100 kw @ 98.1	AOR		\$61.00	Mc-Guild	Jacor, pend.	
WLKT	104.5	50 kw @ 476	CHR		\$ NA	Eastman	Jacor, pend.	
WLRO	101.5	7.2 kw @ 541	Oldies-70's		\$26.00	Eastman		Richmond
WLTO	102.5	2 kw @ 400	Oldies		\$ NA	Eastman	Clark	Nicholasville
WMLX	94.5	100 kw @ 640	AC		\$54.00	Eastman	Jacor	
WVLK	92.9	100 kw @ 850	Country		\$75.00	Katz		
WWYC	100.1	32 kw @ 492	Country		\$20.00	Eastman	Jacor	Winchester
WXZZ	103.3	1.8 kw @ 607	AOR-New Rock		\$21.00	Christal	Jacor, pend.	Georgetown

Notes: WHAS: See Louisville . . . 12/96 Village sold WKQQ-F/WTKT/WXZZ-F to Jacor (D+) for an est. \$22,000,000 (MVP) . . . 1/97 WLKT-F sold by BRC (Champlin) to Jacor (D+) for \$\_\_\_\_\_

# LINCOLN

**Arbitron Rank:** 169 **Pop (12+)** 194,000  
**MSA Rank:** 185  
**MSA Pop:** 229,000  
**DMA:** 101 (w/Central NE)  
**Average Persons Rating:** 15.8  
**Market TSL in Hours** 20.75

**Stations** 24 / 12  
**Diaries:** 848/229:1/59.6%  
**Sample Target:** 860  
**% Below Line:** 18.5  
**% Not Listed:** 13.4  
**Pop per Station:** 16,167

**Last Year's Revenue:** \$10,300,000  
**Household Income:** \$47,677  
**Retail Dollars:** \$2.4 Bil.  
**#1 Biller:** KZKX-F \$2,200,000  
**#1 Billing Portfolio:**  
 Triathlon duop+ \$5,000,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1	KFOR	30 / 9.8	8.9	9.5	8.8	9.7	364 / 18.8	19.4	21.7	31 / 406	C	KFOR
	KFRX-F	30 / 9.8	9.8	8.5	7.8	6.6	514 / 26.5	23.8	23.4	38 / 666	B	KFRX-F
3	KZKX-F	29 / 9.5	11.4	11.1	11.4	8.3	417 / 21.5	20.7	23.1	58 / 755	D	KZKX-F
4	KLIN	19 / 6.2	3.5	5.6	5.9	6.9	431 / 22.2	13.7	19.8	21 / 489	B	KLIN
	KTGL-F	19 / 6.2	7.9	8.5	9.8	6.6	288 / 14.9	19.8	20.4	45 / 583	C	KTGL-F
6	KGDE-F	17 / 5.5	3.8	4.9	5.2	5.2	351 / 18.1	15.3	15.2	26 / 584	B	KGDE-F
7	KEZG-F	15 / 4.9	7.0	7.2	5.2	4.8	216 / 11.1	12.7	12.5	17 / 247	B	KEZG-F
8	KKUL-F	14 / 4.6					190 / 9.8			16 / 241	B	KKUL-F
9	KIBZ-F	13 / 4.2	4.8	4.2	5.2	5.2	193 / 9.9	10.5	11.6	13 / 196	B	KIBZ-F
10	KFGE-F	12 / 3.9	4.4	3.6	6.2	2.8	249 / 12.8	11.3	12.2	21 / 387	B	KFGE-F
	KMEM	12 / 3.9	5.1	3.6	4.9	5.2	177 / 9.1	10.9	9.3	18 / 240	A	KMEM
12	KKNB-F	9 / 2.9	2.2	2.0	1.6	5.2	247 / 12.7	15.3	15.2	16 / 361	A	KKNB-F
13	KFAB	8 / 2.6	3.2	3.6	2.6	3.4	134 / 6.9	9.2	18.4	27 / 440		KFAB
14	KNET-F	7 / 2.3	4.8	3.3	5.5	3.4	179 / 9.2	13.0	11.4	9 / 220	B	KNET-F

12+ FM Share (Metro): 72.18 % ( 192 of 266 ) ( Fall 95: 72.73 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KFRX-F >	1 KFRX-F	1 KFRX-F	1 KTGL-F	1 KZKX-F <	1 KFOR >	1 KFOR >	1 KZKX-F	1 KFRX-F	1 KFRX-F	1 KFRX-F
2 KGDE-F >>>	2 KIBZ-F	2 KZKX-F <	KFRX-F <	2 KTGL-F <	2 KZKX-F	2 KZKX-F <	2 KFRX-F <	2 KZKX-F	2 KGDE-F >	2 KFOR
	KGDE-F	3 KTGL-F	3 KZKX-F <	3 KFRX-F <	3 KLIN >	3 KFRX-F	3 KLIN <	3 KFOR	3 KZKX-F	
4 KZKX-F >	4 KEZG-F	4 KKUL-F <	4 KFOR <	4 KMEM	4 KTGL-F	4 KFOR	KTGL-F <	KIBZ-F	KIBZ-F	
5 KKNB-F	5 KKNB-F	5 KEZG-F <	5 KEZG-F	5 KEZG-F	5 KLIN	5 KKUL-F <	5 KEZG-F	5 KMEM	5 KMEM	
	KTGL-F	6 KIBZ-F	6 KFOR	6 KKUL-F	6 KKUL-F	6 KTGL-F <	6 KTGL-F <	6 KFOR	6 KFOR	
	KEZG-F	KKUL-F >	7 KLIN	7 KLIN >	7 KEZG-F <	7 KEZG-F >	7 KFGE-F <	7 KFGE-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 KFRX-F	1 KFRX-F	1 KFRX-F >	1 KFRX-F	1 KFRX-F	1 KGDE-F >	1 KIBZ-F	1 KIBZ-F	1 KTGL-F	1 KTGL-F >
KZKX-F	2 KZKX-F >	2 KZKX-F	2 KZKX-F	KZKX-F	2 KIBZ-F	2 KGDE-F >	2 KTGL-F	2 KIBZ-F	2 KFOR
3 KIBZ-F	3 KEZG-F	KEZG-F	3 KEZG-F >	3 KEZG-F	3 KFRX-F >>>	3 KTGL-F	3 KEZO-F	3 KGDE-F	KLIN
KGDE-F >	4 KKNB-F	4 KKUL-F >	4 KKUL-F	4 KFOR		KFRX-F	KGDE-F	4 KFRX-F	KKUL-F
5 KFGE-F	5 KKNB-F	5 KKNB-F	5 KKUL-F	5 KKUL-F		5 KFGE-F		5 KFGE-F	5 KIBZ-F
KKNB-F >>		KQKQ-F	KTGL-F >>	KTGL-F >>		6 KZKX-F		6 KLIN	KZKX-F
		KTGL-F >>				KEZO-F >		7 KFGE-F	
								KZKX-F	

Consolidation Report	12+	25-54	Revenue
<b>3 Eagles</b> KFOR-AM, KFRX-FM, KMEM-AM, KNET-FM	25.8 %	21.6 %	32.9 %
<b>Triathlon</b> KIBZ-FM, KKNB-FM, KTGL-FM, KZKX-FM	22.8 %	25.1 %	48.5 %
<b>Warner</b> KEZG-FM, KFGE-FM, KKUL-FM, KLIN-AM	19.6 %	23.3 %	16.6 %
	<b>68.2 %</b>	<b>70.0 %</b>	<b>98.0 %</b>

Other Rated Stations—Outside Market	Metro Share	Cume	TSA Rating	AQH	Cume
KEFM-F AC	96.1	Omaha	1.3	8.6	12 272
KEZO-F AOR	92.3	Omaha	1.6	5.6	18 271
KGOR-F O	99.9	Omaha	1.3	5.5	18 296
KKAR N/T	1290	Omaha	0.7	3.2	3 106
KKCD-F CL AOR	105.9	Omaha	0.7	1.8	3 55
KOSJ-F J	97.7	Nebraska City	1.3	3.4	4 68
KQKQ-F CHR	98.5	Council Bluffs, IA	2.0	10.6	9 318
KRVN FS/C	880	Lexington	0.3	1.5	5 131
WOW-F C	94.1	Omaha	0.7	3.0	9 160
WOW C	590	Omaha	0.7	2.7	12 171

# LINCOLN

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	28 (3)	28 (3)	10.5 %	3.3 %
AOR/Classic/NR	0 (0)	63 (6)	63 (6)	23.7 %	27.9 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	36 (2)	36 (2)	13.5 %	13.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	2 (1)	43 (3)	45 (4)	16.9 %	19.2 %
Full Service	39 (3)	0 (0)	39 (3)	14.7 %	13.8 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	4 (1)	4 (1)	1.5 %	1.8 %
News/Talk	21 (2)	0 (0)	21 (2)	7.9 %	4.3 %
Oldies	0 (0)	18 (2)	18 (2)	6.8 %	2.2 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	8.7 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	12 (1)	0 (0)	12 (1)	4.5 %	5.8 %
<b>Totals</b>	<b>74 (7)</b>	<b>192 (17)</b>	<b>266 (24)</b>		

### AM Stations

KFOR	1240	1 kw	Full Service	ABC	\$36.00	Katz	3 Eagles
KLIN	1400	1 kw	Talk	CBS, CNN, ABC	\$<20.00	---	Wamer
KMEM	1480	3.3 kw/1 kw (DA-2)	Standards	Westwd, CNN	\$<20.00	Banner	3 Eagles

### FM Stations

KEZG	107.3	100 kw @ 548	AC	Westwd, CBS	\$20.00	---	Wamer	
KFGE	98.1	100 kw @ 981	Country		\$<20.00	---	Wamer	Milford
KFRX	102.7	100 kw @ 430	CHR		\$25.00	Katz	3 Eagles	
KIBZ	106.3	3 kw @ 213	AOR		\$<20.00	Rosin	Triathlon	
KKNB	104.1	31 kw @ 613	AC/CHR		\$<20.00	D&R	Triathlon	Crete
KKUL	105.3	3 kw @ 328	Oldies		\$<20.00	---	Wamer	
KNET	95.1	50 kw @ 286	AOR/Classic	ABC	\$20.00	Christal	3 Eagles	
KTGL	92.9	100 kw @ 810	Classic AOR		\$38.00	Katz	Triathlon	Beatrice
KZKX	96.9	100 kw @ 581	Country		\$51.00	Katz	Triathlon	Seward

Notes: KFAB: See Omaha . . . KEZG-F reclassified as AC (from Soft AC) . . . 6/96 KKNB-F changed from AOR-NR to Hot AC (CHR/AC) . . . 8/96 The KFGE-F calls and Country format moved from 105.3 to a new facility, 98.1, licensed to Milford; the 105.3 became Oldies as KKUL-F . . . 9/96 KFOR/KFRX-F sold by May to 3 Eagles (Rolland Johnson) for \$5,300,000

# LITTLE ROCK

<b>Arbitron Rank:</b> 82 Pop (12+)	452,600	<b>Stations</b>	23 / 22	<b>Last Year's Revenue:</b>	\$17,000,000
<b>MSA Rank:</b>	93	<b>Diaries:</b>	1,534/295:1/57.8%	<b>Household Income:</b>	\$40,651
<b>MSA Pop:</b>	543,000	<b>Sample Target:</b>	1,550	<b>Retail Dollars:</b>	\$5.6 Bil.
<b>DMA:</b>	58	<b>% Below Line:</b>	1.4	<b>#1 Biller:</b>	KSSN-F \$3,900,000
<b>Average Persons Rating:</b>	14.6	<b>% Not Listed:</b>	9.1	<b>#1 Billing Portfolio:</b>	
<b>Market TSL in Hours</b>	19.50	<b>Pop per Station:</b>	20,573	<b>Triathlon duop+:</b>	\$5,100,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1 KSSN-F	C	77 / 11.7	10.6	12.8	14.7	12.2	12.5	1028 / 22.7	25.1	28.9	171 / 2338	E	KSSN-F
2 KMJX-F	AOR	70 / 10.6	8.7	9.1	9.1	7.8	9.4	868 / 19.2	18.1	17.9	121 / 1485	D	KMJX-F
3 KIPR-F	B	65 / 9.9	9.6	9.3	8.5	9.8	9.3	772 / 17.0	15.1	16.0	101 / 1301	C	KIPR-F
4 KURB-F	AC/CHR	52 / 7.9	8.4	10.4	9.0	10.1	8.9	876 / 19.4	22.6	22.8	90 / 1633	D	KURB-F
5 KARN-AF	N/T	40 / 6.1	6.6	6.2	6.6	7.1	6.4	675 / 14.9	12.2	15.6	47 / 848	C	KARN-AF
6 KKPT-F	CL AOR	37 / 5.6	5.1	5.4	4.0	5.7	5.0	636 / 14.1	12.9	16.4	77 / 1336	B	KKPT-F
7 KYFX-F	J	33 / 5.0	4.5	3.4	4.6	4.6	4.4	465 / 10.3	7.3	8.1	34 / 494	A	KYFX-F
8 KDDK-F	C	29 / 4.4	6.3	6.2	6.0	6.3	5.7	550 / 12.2	15.7	17.5	55 / 1116	C	KDDK-F
9 KOLL-F	O	25 / 3.8	4.2	4.0	5.0	4.6	4.2	472 / 10.4	12.1	14.1	45 / 811	B	KOLL-F
10 KVLO-F	SAC	24 / 3.6	5.2	3.6	4.0	2.6	4.1	443 / 9.8	9.7	7.2	34 / 534	B	KVLO-F
11 KESR-F	CHR	23 / 3.5	2.4					463 / 10.2			27 / 505	A	KESR-F
12 KSYG-F	T	21 / 3.2	2.4	1.9	2.2	1.8	2.4	407 / 9.0	7.0	6.0	32 / 595	A	KSYG-F
13 KMKV-F	C	17 / 2.6	2.8	3.2	3.2	2.9	3.0	290 / 6.4	7.4	9.8	21 / 390	A	KMKV-F
15 KYTN-F	REL	15 / 2.3	2.2	1.7	1.5	2.3	1.9	254 / 5.6	6.7	7.1	19 / 460	A	KYTN-F

12+ FM Share (Metro): 85.98 % ( 515 of 599 ) ( Fall 95: 85.37 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KIPR-F >>	1 KMJX-F >	1 KMJX-F >	1 KMJX-F >	1 KMJX-F	1 KSSN-F >	1 KSSN-F <	1 KMJX-F	1 KMJX-F <	1 KIPR-F >	1 KSSN-F >
2 KSSN-F	2 KIPR-F >	2 KIPR-F <	2 KURB-F	2 KURB-F <	2 KARN-AF	2 KMJX-F	2 KSSN-F	2 KSSN-F	2 KSSN-F >	2 KIPR-F
3 KESR-F >	3 KURB-F	3 KURB-F	3 KIPR-F <	3 KSSN-F	3 KURB-F <	3 KURB-F	3 KURB-F	3 KIPR-F	3 KESR-F	3 KDDK-F
	4 KSSN-F	4 KSSN-F <	4 KKPT-F <	4 KKPT-F <	4 KKPT-F	4 KIPR-F	4 KARN-AF	4 KURB-F	4 KMJX-F	KOLL-F
	5 KYFX-F	5 KKPT-F	5 KSSN-F	5 KIPR-F	KMJX-F	5 KARN-AF	5 KIPR-F	5 KKPT-F	5 KURB-F <	KURB-F
	6 KESR-F <	6 KYFX-F >	6 KYFX-F >	6 KYFX-F		6 KYFX-F	6 KKPT-F	6 KARN-AF	6 KDDK-F <	
	7 KKPT-F						7 KYFX-F <		7 KYFX-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 KIPR-F >	1 KURB-F <	1 KURB-F	1 KURB-F	1 KURB-F	1 KMJX-F >>	1 KMJX-F >>	1 KMJX-F >>	1 KMJX-F >>	1 KMJX-F >
2 KESR-F	2 KIPR-F	2 KMJX-F	2 KIPR-F	2 KSSN-F >	2 KIPR-F >>	2 KIPR-F >	2 KIPR-F	2 KIPR-F <	2 KKPT-F
	KURB-F	3 KMJX-F	3 KIPR-F	3 KMJX-F <	3 KYFX-F	3 KYFX-F	3 KKPT-F	3 KKPT-F	3 KSSN-F <
4 KDDK-F	4 KSSN-F	4 KSSN-F	4 KSSN-F	4 KMJX-F >	KSSN-F >	KSSN-F	KYFX-F	4 KYFX-F	4 KYFX-F <
5 KSSN-F	5 KDDK-F	5 KYFX-F >>	5 KKPT-F <	5 KKPT-F		5 KKPT-F	KSSN-F >	5 KSSN-F	5 KARN-AF
	KLAZ-F	KYFX-F	6 KYFX-F	KYFX-F		KESR-F		6 KURB-F	KIPR-F <
	KMJX-F >	7 KESR-F	7 KVLO-F	7 KVLO-F		7 KMKV-F			7 KOLL-F
			KDDK-F						

Consolidation Report	12+	25-54	Revenue
<b>Clear Channel</b> KDDK-FM, KMJX-FM	15.0 %	16.8 %	22.4 %
<b>GHB</b> KEZQ-AM, KURB-FM, KVLO-FM	13.2 %	13.5 %	17.6 %
<b>Signal</b> KKPT-FM, KSYG-FM	8.8 %	12.0 %	5.9 %
<b>Snider</b> KARN-AM, KARN-FM, KRNN-AM, KRRN-FM	6.1 %	4.5 %	10.0 %
<b>Triathlon</b> KMKV-FM, KOLL-FM, KSSN-FM	18.1 %	16.8 %	30.0 %
	<b>61.1 %</b>	<b>63.6 %</b>	<b>85.9 %</b>

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KAAY	REL	1090	Little Rock	0.5	1.6	10	149
KDRE-F	AOR-NR	101.1	N. Little Rock	1.8	5.9	12	287
KEZQ	ST	1250	Little Rock	1.7	3.9	11	186
KGHT	REL	880	Sherwood	1.8	3.0	22	247
KITA	G	1440	Little Rock	1.4	3.1	9	181
KLRG	B/G	1150	N. Little Rock	1.8	4.2	12	188
KMZ-F	B	106.3	Lonoke	0.5	1.7	5	109

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KLAZ-F	CHR	105.9	Hot Springs	1.4	6.4	35	780

# LITTLE ROCK

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	52 (1)	52 (1)	8.7 %	11.4 %
AOR/Classic/NR	0 (0)	119 (3)	119 (3)	19.9 %	12.9 %
Black/Urban	0 (0)	68 (2)	68 (2)	11.4 %	11.2 %
CHR	0 (0)	32 (2)	32 (2)	5.3 %	2.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	123 (3)	123 (3)	20.5 %	24.5 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	33 (1)	33 (1)	5.5 %	3.7 %
News/Talk	37 (1)	24 (2)	61 (3)	10.2 %	8.8 %
Oldies	0 (0)	25 (1)	25 (1)	4.2 %	10.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	36 (4)	15 (1)	51 (5)	8.5 %	8.2 %
Soft AC/EZ	0 (0)	24 (1)	24 (1)	4.0 %	3.9 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %
Standards	11 (1)	0 (0)	11 (1)	1.8 %	2.4 %
<b>Totals</b>	<b>84 (6)</b>	<b>515 (17)</b>	<b>599 (23)</b>		

## AM Stations

KARN	920	5 kw (DA-N)	News/Talk	CBS	\$37.00	Katz
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## FM Stations

Station	Freq	Pwr	Format	Owner	Advertiser	Agency	City
KARN	101.7	6 kw @ 328	See KARN				Humnoke
KDDK	100.3	44.2 kw @ 1369	Country	ABC	\$42.00	Mc-Guild	Jacksonville
KESR	102.1	4.1 kw @ 387	CHR		\$ NA	Banner	Sherwood
KIPR	92.3	100 kw @ 938	Black	ABC	\$42.00	Banner	Pine Bluff
KKPT	94.1	100 kw @ 1602	Classic AOR		\$33.00	Christal	Signal
KMJX	105.1	81 kw @ 1054	AOR	ABC	\$48.00	Clr Chnl	Clear Channel
KMVK	106.7	16 kw @ 866	Country		\$<20.00	Katz	Triathlon
KOLL	94.9	100 kw @ 1844	Oldies	Westwd	\$30.00	Katz	Triathlon
KSSN	95.7	100 kw @ 1664	Country		\$80.00	Katz	Triathlon
KSYG	103.7	100 kw @ 1663	News/Talk		\$ NA	Christal	
KURB	98.5	100 kw @ 1285	CHR/AC		\$54.00	D&R	GHB
KVLO	102.9	50 kw @ 492	Soft AC		\$<20.00	D&R	GHB
KYFX	99.5	3 kw @ 312	Jazz	CNN	\$25.00	Eastman	Sheridan
KYTN	107.7	50 kw @ 312	Black Gospel		\$ NA	---	Wrightsville

Notes: 8/96 KLPQ-F changed calls to KESR-F; remains CHR . . . 9/96 KARN-F sold to Snider

Jim Duncan

Comments: KIPR-F continued its slow growth trend . . . KYFX-F and KSYG-F both have their second consecutive up books . . . KURB-F is on its second straight down book and hit its lowest share in a year

# LOS ANGELES

Arbitron Rank: 2 Pop (12+) 9,741,200	Stations 49 / 46	Last Year's Revenue: \$476,200,000
MSA Rank: 2	Diaries: 6,894/1413:1/47.8%	Household Income: \$44,898
MSA Pop: 12,500,000	Sample Target: 6,840	Retail Dollars: \$92.3 Bil.
DMA: 2	% Below Line: 1.6	#1 Biller: KIIS-AF \$28,500,000
Average Persons Rating: 17.4	% Not Listed: 10.7	#1 Billing Portfolio:
Market TSL in Hours 23.00	Pop per Station: 211,765	Westinghouse duop+ \$134,900,000

12+ Metro	Format	Fall 96		Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
		1/4	Share											
1	KLVE-F	SP	1163 / 6.9	7.1	7.2	7.1	6.9	7.1	12947 / 13.3	13.1	12.4	1287 / 14630	K	KLVE-F
2	KKBT-F	B	837 / 4.9	5.0	5.0	4.2	4.0	4.8	10760 / 11.0	11.2	9.7	1021 / 13412	K	KKBT-F
3	KPWR-F	U/CHR	786 / 4.6	5.0	5.4	5.0	5.5	5.0	13954 / 14.3	16.7	15.6	905 / 16425	K	KPWR-F
4	KFI	T	724 / 4.3	4.0	4.0	4.3	4.8	4.1	10500 / 10.8	10.2	10.4	1145 / 15933	K	KFI
5	KLAX-F	SP	676 / 4.0	3.4	3.3	3.2	3.2	3.5	8638 / 8.9	8.1	7.9	708 / 9252	K	KLAX-F
6	KOST-F	AC	669 / 3.9	3.2	3.2	3.9	3.6	3.5	12481 / 12.8	0.0	0.0	793 / 15007	K	KOST-F
7	KRTH-F	O	629 / 3.7	3.8	3.8	3.6	3.5	3.7	12613 / 12.9	13.1	12.6	747 / 15749	K	KRTH-F
8	KTWV-F	J	604 / 3.6	3.5	3.5	3.7	3.2	3.6	8718 / 8.9	8.9	8.8	729 / 10718	J	KTWV-F
9	KABC	T	545 / 3.2	3.3	3.1	3.0	2.9	3.2	8014 / 8.2	8.5	7.4	612 / 9100	K	KABC
10	KIIS-AF	CHR	537 / 3.2	3.4	3.6	3.7	3.6	3.5	14252 / 14.6	14.4	15.3	634 / 16880	K	KIIS-AF
11	KROQ-F	AOR-NR	500 / 2.9	3.1	3.3	3.8	3.6	3.3	10192 / 10.5	11.3	12.5	590 / 12084	K	KROQ-F
12	KZLA-F	C	494 / 2.9	2.1	2.0	2.0	1.6	2.3	6137 / 6.3	5.3	5.3	545 / 7329	I	KZLA-F
13	KLSX-F	T	424 / 2.5	1.7	2.1	2.0	1.9	2.1	6670 / 6.8	6.4	6.2	464 / 7512	J	KLSX-F
14	KBIG-F	AC	422 / 2.5	2.9	3.0	3.1	2.9	2.9	9614 / 9.9	11.4	10.4	533 / 11889	K	KBIG-F
15	KNX	N	416 / 2.5	2.1	2.1	2.8	2.7	2.4	9866 / 10.1	9.9	11.4	585 / 13360	K	KNX
16	KYSR-F	AC/CHR	382 / 2.3	2.6	2.9	2.9	2.8	2.7	8586 / 8.8	8.9	9.2	425 / 9765	J	KYSR-F
17	KLAC	ST	368 / 2.2	2.4	2.7	2.9	1.9	2.5	5858 / 6.0	5.7	6.6	409 / 6756	E	KLAC
18	KKGO-F	CL	363 / 2.1	1.5	1.6	1.8	1.8	1.8	6310 / 6.5	6.0	6.0	404 / 7220	H	KKGO-F
19	KTNQ	SP	354 / 2.1	2.8	1.8	1.4	1.6	2.0	3876 / 4.0	4.3	3.6	392 / 4344	H	KTNQ
20	KLOS-F	AOR	344 / 2.0	2.5	2.7	2.6	2.4	2.4	7914 / 8.1	9.3	9.7	532 / 11887	K	KLOS-F
21	KCBS-F	CL AOR	326 / 1.9	2.3	2.4	2.3	2.4	2.2	7586 / 7.8	7.9	8.3	422 / 10017	J	KCBS-F
22	KFWB	N	317 / 1.9	1.9	2.2	2.1	2.4	2.0	9134 / 9.4	9.7	10.3	356 / 10169	K	KFWB
23	KWKW	SP	282 / 1.7	1.6	1.2	1.3	1.5	1.4	2951 / 3.0	2.6	2.7	282 / 2960	G	KWKW
24	KBUE-F	SP	280 / 1.7	2.2	1.6	1.8	1.6	1.8	4919 / 5.0	4.4	5.0	283 / 5029	C	KBUE-F
25	KRLA	O	216 / 1.3	1.2	1.4	1.2	1.4	1.3	3321 / 3.4	4.0	3.8	235 / 3740	D	KRLA
26	KJLH-F	B	209 / 1.2	1.3	1.1	1.1	0.9	1.2	3685 / 3.8	3.5	3.4	215 / 3735	C	KJLH-F
27	KKHJ	SP	208 / 1.2	1.6	1.4	1.8	3.1	1.5	3429 / 3.5	4.2	4.3	215 / 3634	F	KKHJ
28	KLYY-F	AOR-NR	205 / 1.2	1.3	1.2				6092 / 6.3	3.7		243 / 7073		KLYY-F
29	KIBB-F	B/AC	204 / 1.2	1.6	1.6	1.8	2.0	1.5	4896 / 5.0	5.8	6.0	243 / 5866		KIBB-F
30	KSCA-F	AOR-P	188 / 1.1	1.2	1.4	1.2	1.1	1.2	3664 / 3.8	3.8	3.8	222 / 4195	F	KSCA-F
31	KXMG	SP	165 / 1.0	0.8	0.8	1.1	1.2	0.9	1794 / 1.8	1.8	2.2	185 / 1796		KXMG

12+ FM Share (Metro): 73.65 % ( 11154 of 15145 ) ( Fall 95: 71.27 % )

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 KFI	1 KLVE-F	1 KFI <	1 KLVE-F <	1 KPWR-F	1 KABC
2 KKBT-F >	2 KKBT-F >	2 KKBT-F	2 KKBT-F <	2 KRTH-F <	2 KLVE-F <	2 KLSX-F <	2 KLVE-F >	2 KKBT-F	2 KLVE-F	2 KLVE-F
3 KIIS-AF <	3 KPWR-F	3 KLAX-F	3 KLAX-F <	3 KOST-F <	3 KABC <	3 KKBT-F	3 KTWV-F <	3 KPWR-F	3 KKBT-F <	3 KTWV-F
4 KROQ-F >	4 KLAX-F	4 KPWR-F	4 KRTH-F	4 KTWV-F	4 KTWV-F <	4 KFI <	4 KOST-F <	4 KOST-F <	4 KOST-F	4 KOST-F
	5 KROQ-F	KOST-F <	KTWW-F <	KKBT-F <	5 KRTH-F	5 KABC <	5 KKBT-F <	5 KRTH-F <	5 KROQ-F	5 KROQ-F
	6 KIIS-AF <	6 KRTH-F <	6 KOST-F	6 KLAX-F <	6 KOST-F <	6 KLAX-F <	6 KLAX-F <	6 KTWV-F	6 KIIS-AF <	6 KIIS-AF <
	7 KOST-F <	7 KLSX-F	7 KLSX-F	7 KFI	7 KNX	7 KPWR-F <	7 KRTH-F	KFI <	7 KTNQ <	7 KTNQ <
	8 KYSR-F <	KTWW-F <	KFI <			8 KNX			8 KLAX-F <	8 KLAX-F <
	9 KLSX-F	9 KROQ-F	9 KTNQ <			KRTH-F				
		KIIS-AF				KIIS-AF				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KPWR-F <	1 KLVE-F >	1 KLVE-F >	1 KLVE-F >	1 KLVE-F >	1 KPWR-F	1 KPWR-F	1 KLVE-F	1 KLVE-F	1 KLVE-F >
2 KLVE-F	2 KKBT-F	2 KKBT-F	2 KKBT-F	2 KOST-F	2 KKBT-F	KLVE-F <	2 KKBT-F <	2 KLAX-F <	2 KLAX-F
3 KKBT-F >	3 KPWR-F	3 KYSR-F	3 KOST-F	3 KTWV-F <	3 KLAX-F	3 KKBT-F	3 KROQ-F	3 KKBT-F <	4 KLSX-F <
4 KROQ-F <	4 KLAX-F <	4 KLAX-F <	4 KLAX-F <	4 KRTH-F <	4 KROQ-F <	4 KROQ-F <	4 KPWR-F <	4 KLSX-F <	4 KFI
5 KIIS-AF <	5 KYSR-F	5 KOST-F	5 KRTH-F <	5 KKBT-F	5 KLVE-F	5 KLAX-F	5 KTNQ	5 KPWR-F	5 KRTH-F
6 KLAX-F	6 KIIS-AF <	6 KIIS-AF	6 KTWV-F <	6 KBIG-F	6 KLSX-F <	6 KLSX-F	KLAX-F	KROQ-F	KTNQ <
7 KOST-F <	7 KOST-F	7 KBIG-F	7 KIIS-AF <	7 KLAX-F	7 KLOS-F	7 KLOS-F <	7 KLSX-F	7 KTNQ <	7 KROQ-F <
8 KYSR-F		KTWW-F	8 KBIG-F			8 KTNQ			8 KKBT-F <
			KYSR-F <						

# LOS ANGELES

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	1525 (4)	1525 (4)	10.1 %	10.4 %
AOR/Classic/NR	0 (0)	1563 (5)	1563 (5)	10.3 %	9.4 %
Black/Urban	0 (0)	2282 (7)	2282 (7)	15.1 %	13.9 %
CHR	9 (1)	583 (2)	592 (3)	3.9 %	4.0 %
Classical	0 (0)	363 (1)	363 (1)	2.4 %	1.8 %
Country	0 (0)	617 (3)	617 (3)	4.1 %	2.8 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	1082 (5)	2316 (5)	3398 (1)	22.4 %	21.5 %
Jazz	0 (0)	604 (1)	604 (1)	4.0 %	3.9 %
News/Talk	2171 (6)	424 (1)	2595 (7)	17.1 %	16.4 %
Oldies	216 (1)	629 (1)	845 (2)	5.6 %	8.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.3 %
Religion/Gospel	6 (1)	248 (3)	254 (4)	1.7 %	1.6 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	1.8 %
Sports	139 (1)	0 (0)	139 (1)	0.9 %	0.7 %
Standards	368 (1)	0 (0)	368 (1)	2.4 %	3.0 %
<b>Totals</b>	<b>3991 (16)</b>	<b>11154 (33)</b>	<b>15145 (49)</b>		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KACD-FF	U	103.1	Sta. Monica	0.7	2.4	122 2373
KACE-F	B/A/C	103.9	Inglewood	0.8	2.4	138 2416
KFSG-F	REL	96.3	Los Angeles	0.4	1.5	77 1676
KGMX-F	AC	106.3	Lancaster	0.3	0.7	57 752
KIEV	T	870	Glendale	0.5	1.6	90 1694
KIKF-F	C	94.3	Garden Grove	0.3	1.2	57 1244
KKLA-F	REL	99.5	Los Angeles	0.6	2.0	119 2250
KMPC	T	710	Los Angeles	0.5	2.7	122 3426
KRRA	SP	900	W. Covina	0.4	1.0	74 1030
KRTO-F	SP	98.3	W. Covina	0.7	1.5	126 1833
KVAR-F	SP	97.5	Riverside	0.5	2.2	201 3708
KWVE-F	REL	107.9	San Clemente	0.4	1.7	90 2150

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KFRG-F	C	95.1	San Bernardino	0.4	1.7	353 5305
KGGI-F	CHR/U	99.1	Riverside	0.3	2.0	242 5839
XTRA	SPRTS	690	Tijuana, MX	0.8	3.2	218 4781

Consolidation Report	12+	25-54	Revenue
<b>ABC/Disney</b> KLOS-FM, KABC-AM, KMPC-AM	5.7 %	5.1 %	11.9 %
<b>Cox</b> KOST-FM, KFI-AM, KACE-FM	9.0 %	9.4 %	10.1 %
<b>Heffel, pend.</b> KTNQ-AM, KSCA-FM, KLVE-FM	10.1 %	12.6 %	5.5 %
<b>Liberman, pend.</b> KWIZ-AM, KWIZ-FM, KKHJ-AM, KBUE-FM, KYKF-FM	2.9 %	3.2 %	1.4 %
<b>Viacom</b> KYSR-FM, KIBB-FM	3.5 %	4.2 %	5.6 %
<b>Westinghouse</b> KCBS-FM, KTWV-FM, KRTH-FM, KROQ-FM, KNX-AM, KFWB-AM	16.5 %	17.2 %	28.3 %
	<b>47.7 %</b>	<b>51.6 %</b>	<b>62.8 %</b>

### AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product
KABC	790	5 kw (DA-N)	Talk	ABC	\$320.00	Katz ABC/Disney
KFI	640	50 kw	Talk	Westwd	\$340.00	Christal Cox
KFWB	980	5 kw	News	CNN, ABC, AP	\$310.00	Group W Westinghouse
KIIS	1150	5 kw (DA-N)	See KIIS-F			
KKHJ	930	5 kw (DA-N)	Hispanic		\$140.00	Liberman
KLAC	570	5 kw (DA-N)	Standards		\$100.00	Sentry Chancellor
KNX	1070	50 kw	News	CBS	\$300.00	CBS Westinghouse
KRLA	1110	50 kw/20 kw (DA-2)	Oldies		\$75.00	Allied Greater Media
KTNQ	1020	50 kw (DA-2)	Hispanic	CRC	\$130.00	Caballero Heffel/Cr. Chnl
KWKW	1330	5 kw (DA-N)	Hispanic	CBS	\$155.00	Lotus Lotus
KXMG	1540	50 kw/10 kw (DA-2)	Hispanic		\$ NA	Katz Hisp SBS

# LOS ANGELES

## FM Stations

KBIG	104.3	105 kw @ 2890	AC	\$400.00	Sentry	Bonneville	
KBUE	105.5	1.35 kw @ 407	Hispanic	\$90.00	—	Lieberman	
KCBS	93.1	28.5 kw @ 3498	Classic AOR	CBS \$300.00	CBS	Westinghouse	
KIBB	100.3	5.3 kw @ 3004	Black AC	Westwd \$ NA	Banner	Viacom	
KIIS	102.7	8 kw @ 2960	CHR	\$450.00	Mc-Guild	Jacor	
KJLH	102.3	2.25 kw @ 338	Black	\$75.00	K&P		Compton
KKBT	92.3	43 kw @ 2910	Black	\$375.00	Allied	Evergreen	
KKGO	105.1	18 kw @ 2887	Classical	AP \$175.00	Allied	Mt. Wilson	
KLAX	97.9	50 kw @ 390	Hispanic	\$260.00	Katz Hisp.	SBS	
KLOS	95.5	63 kw @ 3130	AOR	ABC \$400.00	Katz	ABC/Disney	
KLSX	97.1	21 kw @ 3002	Tak	\$270.00	Allied	Greater Media	
KLVE	107.5	29.5 kw @ 2998	Hispanic	\$340.00	Caballero	Hefel/Cf. Chnl	
KLYY	107.1	3 kw @ -44	New Rock	\$ NA	—	Odyssey	Arcadia
KOST	103.5	12.5 kw @ 3100	AC	\$420.00	Christal	Cox	
KPWR	105.9	25 kw @ 3035	Urban/CHR	\$400.00	D&R	Emmis	
KROQ	106.7	5.6 kw @ 1387	New Rock	\$475.00	Infinity	Westinghouse	Pasadena
KRTH	101.1	51.3 kw @ 3130	Oldies	\$460.00	Infinity	Westinghouse	
KSCA	101.9	4.8 kw @ 2831	AOR-Prog.	\$85.00	Allied	Hefel, pend.	Glendale
KTWW	94.7	58 kw @ 2831	Jazz	\$300.00	Group W	Westinghouse	
KYSR	98.7	75 kw @ 1180	AC/CHR	\$275.00	Banner	Viacom	
KZLA	93.9	18.5 kw @ 3136	Country	\$240.00	Sentry	Chancellor	

Notes: 7/96 KMAX-F changed calls to KLYY-F; it remains New Rock . . . 7/96 KACD-F/KBCD-F changed from Jazz to Urban ("Groove 103.1") . . . 7/96 KXEZ-F changed from Soft AC to Black AC as KIBB-F ("B-100.3") . . . 9/96 KRRA (900) sold to El Dorado for \$3,100,000 . . . 9/96 KIIS-AF sold by Gannett to Jacor for \$205,000,000 (est.) . . . 10/96 KVAR-F sold by Embarcadero to EXCL . . . 10/96 KWIZ-F sold by Odyssey to Liberman (D+) for \$11,200,000 . . . 12/96 KYKF-F (94.3, San Fernando) sold by Chagal to Liberman (D+); ends simulcast of Country KIKF-F to begin simulcast of Hispanic KBUE-F . . . 12/96 KHJJ/KGMX-F (Lancaster) sold to Gold Coast for \$1,438,000 (MVP) . . . 1/97 KSCA-F sold by Golden West to Hefel/Clear Channel for \$113,000,000

Jim Duncan

Comments: KPWR-F is down to its lowest share in over two years . . . Hefel/Clear Channel is paying about \$307 per cume listener for KSCA-F . . . LA's FM share is up by over 2 share points just as talk FM KLSX-F grows to a 2.5 share . . . KLAX-F had its best book in about 2 years but KLVE-F remains a strong #1 in 12+ and 25-54 . . . KIIS A/F slipped to its lowest share in over two years



# LOUISVILLE

**Arbitron Rank:** 50 **Pop (12+)** 851,400  
**MSA Rank:** 56  
**MSA Pop:** 987,000  
**DMA:** 50  
**Average Persons Rating:** 15.0  
**Market TSL in Hours** 20.00

**Stations** 29 / 28  
**Diaries:** 1,526/558:1/55.4%  
**Sample Target:** 1,520  
**% Below Line:** 0.5  
**% Not Listed:** 10.6  
**Pop per Station:** 30,407

**Last Year's Revenue:** \$35,800,000  
**Household Income:** \$39,881  
**Retail Dollars:** \$9.5 Bil.  
**#1 Biller:** WHAS \$7,500,000  
**#1 Billing Portfolio:** Clear Channel duop+ \$20,450,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WHAS	FS	211 / 16.5	11.8	14.0	16.5	13.5	14.7	2582 / 30.3	30.0	27.6	253 / 3194	H	WHAS
2	WAMZ-F	C	194 / 15.2	14.9	12.8	12.7	14.0	13.9	2396 / 28.1	25.5	27.6	259 / 3248	H	WAMZ-F
3	WGZB-F	B	99 / 7.7	8.5	6.6	5.3	5.9	6.5	1150 / 13.5	12.7	11.3	109 / 1282	C	WGZB-F
4	WDJX-F	CHR	84 / 6.6	6.6	7.0	8.5	6.1	6.6	1563 / 18.4	21.3	18.0	106 / 2071	D	WDJX-F
5	WTFX-F	AOR	64 / 5.0	4.8	6.4	6.1	6.2	5.6	1197 / 14.1	16.0	13.1	95 / 1860	C	WTFX-F
	WSFR-F	O-70S	64 / 5.0	4.3	3.7	4.1	4.1	4.3	1105 / 13.0	9.8	11.5	76 / 1286		WSFR-F
	WRKA-F	O	64 / 5.0	3.7	3.6	3.8	3.9	4.0	1162 / 13.6	11.5	12.8	66 / 1237	E	WRKA-F
8	WVEZ-F	SAC	49 / 3.8	5.2	4.9	6.3	6.0	5.1	1004 / 11.8	12.5	14.7	56 / 1198	D	WVEZ-F
9	WAVG	ST	48 / 3.8	4.1	3.2	3.7	4.1	3.7	765 / 9.0	8.1	8.9	55 / 845	B	WAVG
10	WSJW-F	J	39 / 3.0	4.3	4.0	2.7	3.0	3.5	606 / 7.1	9.1	8.8	39 / 641		WSJW-F
11	WQMF-F	CL AOR	35 / 2.7	5.1	4.8	4.0	4.6	4.1	1006 / 11.8	13.2	14.2	60 / 1314	E	WQMF-F
12	WHKW-F	C	30 / 2.3	2.3	2.3	2.5	3.1	2.4	691 / 8.1	6.8	7.3	42 / 856	A	WHKW-F
13	WLRN-F	AC	22 / 1.7	3.6	2.4	2.7	2.5	2.6	649 / 7.6	7.5	8.4	22 / 668	C	WLRN-F
14	WMJM-F	B/AC	21 / 1.6	1.2	1.9	1.4	1.6	1.5	298 / 3.5	3.3	4.8	22 / 318	A	WMJM-F
15	WWKY	T	19 / 1.5	0.9	1.4	1.8	1.1	1.4	481 / 5.7	4.7	4.3	20 / 509	A	WWKY
16	WHTE-F	AC/CHR	17 / 1.3	1.9	2.4	2.1	1.2	1.9	474 / 5.6	7.4	5.4	18 / 541		WHTE-F

12+ FM Share (Metro): 71.65 % ( 819 of 1143 ) ( Fall 95: 74.09 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1	WGZB-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
2	WDJX-F >	2 WGZB-F	2 WHAS	2 WHAS >	2 WHAS >	2 WAMZ-F >>	2 WAMZ-F >>	2 WHAS >	2 WHAS >	2 WHAS >
3	WAMZ-F >	3 WDJX-F	3 WSFR-F	3 WSFR-F <	3 WRKA-F	3 WTFX-F	3 WDJX-F <	3 WGZB-F	3 WGZB-F	3 WGZB-F
		4 WTFX-F	4 WDJX-F <	4 WTFX-F <	4 WRKA-F	4 WAVG	4 WRKA-F <	4 WDJX-F	4 WDJX-F >	4 WDJX-F >
		5 WHAS	5 WSFR-F <	5 WRKA-F <	5 WDJX-F <		5 WDJX-F	5 WSFR-F	5 WSFR-F	5 WSFR-F
		6 WSFR-F	6 WTFX-F	6 WDJX-F <	6 WTFX-F <		6 WSFR-F <	6 WTFX-F		
		7 WQMF-F >	7 WGZB-F	7 WGZB-F				WRKA-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	WAMZ-F	1 WAMZ-F	1 WAMZ-F >	1 WAMZ-F >>	1 WDJX-F	1 WAMZ-F	1 WAMZ-F	1 WHAS	1 WHAS >
	WGZB-F >>	2 WDJX-F	2 WGZB-F	2 WHAS	WGZB-F >	2 WTFX-F <	2 WHAS	2 WAMZ-F	2 WAMZ-F >
3	WDJX-F >	3 WDJX-F >	3 WDJX-F	3 WDJX-F	3 WTFX-F	3 WDJX-F <	3 WTFX-F	3 WTFX-F	3 WSFR-F <
		4 WTFX-F	4 WTFX-F <	4 WSFR-F	4 WHAS <	4 WDJX-F	4 WSFR-F	4 WSFR-F	4 WTFX-F
		5 WVEZ-F	5 WSFR-F >	5 WTFX-F	5 WVEZ-F <	5 WQMF-F >	5 WHAS	5 WDJX-F	5 WDJX-F >
		6 WQMF-F >	6 WHAS	6 WRKA-F <	6 WVEZ-F <		6 WSFR-F	6 WDJX-F	6 WDJX-F
			7 WHKW-F >	7 WSFR-F	7 WSFR-F		WQMF-F >	WGZB-F	WGZB-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCND	C	940	Shelbyville 0.1 0.1 1 11
WFIA	REL	900	Louisville 0.4 2.2 5 194
WKJK	C	1080	Louisville 0.9 3.0 14 313
WLLV	G	1240	Louisville 0.8 2.5 10 220
WLOU	REL	1350	Louisville 0.6 2.6 8 251
WMPI-F	C	105.3	Scottsburg, IN 0.4 1.0 6 111
WRVI-F	AC	94.7	New Albany, IN 0.8 3.9 10 334
WTHQ-F	C	101.7	Shelbyville 0.6 1.7 9 168
WTMT	C	620	Louisville 0.5 1.7 6 159
WXKN	N	680	Newburgh 0.4 2.2 5 197
WXLN-F	REL	105.1	Shepherdsville 0.6 2.0 9 200

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WASE-F	0	103.5	Radcliff 0.5 1.8 25 399

# LOUISVILLE

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	49 (3)	49 (3)	4.3 %	4.3 %	<b>Blue Chip</b>	9.3 %	7.5 %	5.9 %
AOR/Classic/NR	0 (0)	99 (2)	99 (2)	8.7 %	15.6 %	WGZB-FM, WMJM-FM			
Black/Urban	0 (0)	120 (2)	120 (2)	10.5 %	9.7 %	<b>Clear Channel</b>	40.9 %	38.8 %	57.1 %
CHR	0 (0)	84 (1)	84 (1)	7.3 %	8.0 %	WAMZ-FM, WWKY-AM, WTFX-FM, WQMF-FM, WHAS-AM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	<b>Cox</b>	7.1 %	9.5 %	9.6 %
Country	18 (3)	237 (4)	255 (7)	22.3 %	18.8 %	WRVI-FM, WHITE-FM, WRKA-FM			
Full Service	211 (1)	0 (0)	211 (1)	18.5 %	16.0 %	<b>Jacor</b>	17.5 %	20.1 %	23.5 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WVEZ-FM, WSFR-FM, WLRS-FM, WFIA-AM, WDJX-FM			
Jazz	0 (0)	39 (1)	39 (1)	3.4 %	4.6 %		74.8 %	75.9 %	96.1 %
News/Talk	24 (2)	0 (0)	24 (2)	2.1 %	1.6 %				
Oldies	0 (0)	134 (3)	134 (3)	11.7 %	8.3 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	23 (3)	8 (2)	31 (5)	2.7 %	3.8 %				
Soft AC/EZ	0 (0)	49 (1)	49 (1)	4.3 %	5.7 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	48 (1)	0 (0)	48 (1)	4.2 %	3.6 %				
<b>Totals</b>	<b>324 (10)</b>	<b>819 (19)</b>	<b>1143 (29)</b>						

### AM Stations

Call	Freq	Power	Format	Ownership	Revenue	Notes
WAVG	970	5 kw (DA-2)	Standards	ABC, CBS	\$20.00	D&R Pulitzer, pend.
WHAS	850	50 kw	Full Service	ABC	\$115.00	Christal Clear Channel
WWKY	790	5 kw/1 kw (DA-2)	Tak	CBS, Westwd	\$<20.00	Mc-Guild Clear Channel

### FM Stations

Call	Freq	Power	Format	Ownership	Revenue	Notes
WAMZ	97.5	100 kw @ 673	Country		\$155.00	Christal Clear Channel
WDJX	99.7	24 kw @ 715	CHR		\$52.00	Eastman Jacor
WGZB	96.5	3 kw @ 328	Black		\$38.00	Mc-Guild Blue Chip Corydon, IN
WHKW	98.9	50 kw @ 492	Country		\$24.00	Chr Chnl Snowden Salem, IN
WHITE	105.9	3 kw @ 328	AC/CHR		\$NA	Christal Cox Valley Station
WLRS	102.3	3 kw @ 285	AC		\$36.00	Eastman Jacor, pend.
WMJM	101.3	1.9 kw @ 415	Black AC	ABC	\$<20.00	Mc-Guild Blue Chip Jeffersonstown
WQMF	95.7	28.5 kw @ 643	Classic AOR		\$70.00	Katz Clear Channel, pend. Jeffersonville, IN
WRKA	103.1	6 kw @ 312	Oldies	ABC	\$60.00	Christal Cox
WSFR	107.7	31 kw @ 568	Oldies-70's		\$26.00	Eastman Jacor Corydon, IN
WSJW	103.9	1.35 kw @ 490	Jazz		\$25.00	Eastman
WTFX	100.5	37.4 kw @ 554	AOR	Source	\$53.00	Mc-Guild Clear Channel
WVEZ	106.9	24.5 kw @ 670	Soft AC		\$63.00	Mc-Guild Jacor

Notes: 9/96 WLLV was sold to Mortenson for \$650,000 . . . 9/96 WXNU-F changed from AOR-New Rock to AC/CHR as WHITE-F ("Hits 105.9") . . . 9/96 WHKW (AM) changed calls to WKJK; remains Country . . . 10/96 Regent sold these stations to Jacor (D+): WFIA for \$1,000,000; WDJX-F for \$11,000,000; WSFR-F for \$5,000,000; WVEZ-F for \$14,000,000 . . . 1/97 WLRS-F sold by Champlin to Jacor for \$\_\_\_\_\_ (Foreman) . . . 1/97 WQMF-F sold by Otting to Clear Channel (D+) for \$13,500,000 . . . 1/97 WAVG sold to Pulitzer for \$1,800,000

Jim Duncan

Comments: This market is WHAS, WAMZ-F and the rest; both of the Clear Channel flagships had big books . . . Clear Channel controls 57% of the revenue . . . Jacor is putting together a challenge with four FM's . . . WQMF-F fell to its lowest share in decades

# LUBBOCK

**Arbitron Rank:** 172 **Pop (12+)** 191,900  
**MSA Rank:** 182  
**MSA Pop:** 234,000  
**DMA:** 150  
**Average Persons Rating:** 16.7  
**Market TSL in Hours** 22.25

**Stations** 17 / 16  
**Diaries:** 911/211:1/47.0%  
**Sample Target:** 860  
**% Below Line:** 0.3  
**% Not Listed:** 14.7  
**Pop per Station:** 11,994

**Last Year's Revenue:** \$7,900,000  
**Household Income:** \$32,963  
**Retail Dollars:** \$2.4 Bil.  
**#1 Biller:** KLLL-AF \$2,300,000  
**#1 Billing Portfolio:** KLLL-AF \$2,300,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1	KLLL-F	C	57 / 17.8	18.7	20.1	21.2	598 / 31.2	32.8	33.7	109 / 1060	D	KLLL-F
2	KZII-F	CHR	51 / 16.0	12.9	13.5	12.1	650 / 33.9	31.6	30.1	66 / 936	B	KZII-F
3	KFMX-F	AOR	34 / 10.6	11.3	12.9	10.9	413 / 21.5	20.4	23.1	44 / 549	C	KFMX-F
4	KKCL-F	O	26 / 8.1	9.8	7.9	7.8	409 / 21.3	22.4	19.6	35 / 547	B	KKCL-F
5	KXTQ-F	SP	23 / 7.2	7.7	5.9	6.9	205 / 10.7	11.2	9.2	48 / 474	B	KXTQ-F
6	KMMX-F	AC	14 / 4.4	3.2	2.3	4.0	242 / 12.6	10.2	8.9	18 / 329	A	KMMX-F
7	KONE-F	C	13 / 4.1	3.5	4.0	5.9	254 / 13.3	13.6	11.7	18 / 406	A	KONE-F
8	KRFE	ST	12 / 3.8	2.9	4.0	4.4	163 / 8.5	7.1	8.0	15 / 204	A	KRFE
9	KRLB-F	AC	11 / 3.4	4.5	5.0	5.0	284 / 14.8	18.1	16.2	13 / 354	B	KRLB-F
10	KFYO	FS	8 / 2.5	2.8	3.0	1.9	188 / 9.8	8.9	12.2	12 / 236	B	KFYO

12+ FM Share (Metro): 89.38 % ( 244 of 273 ) (Fall 95: 86.84 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KZII-F >>	1 KZII-F	1 KLLL-F	1 KLLL-F >	1 KLLL-F >	1 KLLL-F >	1 KLLL-F	1 KLLL-F >	1 KLLL-F <	1 KZII-F >	1 KZII-F
2 KFMX-F >>	2 KFMX-F	2 KZII-F	2 KZII-F	2 KZII-F	2 KKCL-F >	2 KZII-F >	2 KZII-F	2 KZII-F >	2 KFMX-F	2 KLLL-F
	3 KLLL-F >	3 KFMX-F >	3 KFMX-F	3 KKCL-F	3 KZII-F	3 KFMX-F <	KKCL-F	3 KFMX-F >	3 KLLL-F >	KFMX-F >>>
	4 KXTQ-F >	4 KKCL-F	KKCL-F	4 KFMX-F	KRFE	4 KKCL-F	4 KFMX-F	4 KXTQ-F	4 KXTQ-F	
		5 KXTQ-F >	5 KXTQ-F >	5 KXTQ-F >	5 KXTQ-F	5 KRFE <	5 KXTQ-F	5 KKCL-F <	5 KONE-F	
						6 KXTQ-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 KZII-F >	1 KZII-F >	1 KZII-F >	1 KLLL-F <	1 KLLL-F >	1 KFMX-F >	1 KFMX-F	1 KFMX-F	1 KLLL-F	1 KLLL-F >
2 KLLL-F >	2 KLLL-F	2 KLLL-F	2 KZII-F >	2 KZII-F >	2 KZII-F	2 KZII-F	2 KLLL-F	2 KFMX-F	2 KFMX-F
3 KFMX-F >	3 KFMX-F	KXTQ-F	3 KFMX-F	3 KKCL-F >	3 KLLL-F >>	3 KLLL-F >>	KZII-F >	3 KZII-F	KKCL-F <
	4 KXTQ-F >	KFMX-F >>>	4 KKCL-F	4 KFMX-F			4 KXTQ-F >>	4 KKCL-F	4 KZII-F
			5 KXTQ-F					5 KXTQ-F >	KXTQ-F >>

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	25 (2)	25 (2)	9.2 %	8.8 %
AOR/Classic/NR	0 (0)	34 (1)	34 (1)	12.5 %	12.8 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	51 (1)	51 (1)	18.7 %	14.6 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	76 (3)	76 (3)	27.8 %	26.6 %
Full Service	9 (2)	0 (0)	9 (2)	3.3 %	3.3 %
Hispanic	3 (1)	27 (2)	30 (3)	11.0 %	15.7 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	1 (1)	0 (0)	1 (1)	0.4 %	2.9 %
Oldies	0 (0)	26 (1)	26 (1)	9.5 %	10.9 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	5 (1)	5 (1)	1.8 %	1.1 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	4 (1)	0 (0)	4 (1)	1.5 %	0.0 %
Standards	12 (1)	0 (0)	12 (1)	4.4 %	3.3 %
<b>Totals</b>	<b>29 (6)</b>	<b>244 (11)</b>	<b>273 (17)</b>		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KBZO	SP	1460 Lubbock	0.9 1.7 4 45
KEJS-F	SP	106.5 Lubbock	1.3 3.6 8 143
KJAK-F	REL	92.7 Slaton	1.6 6.9 6 165
KKAM	SPRTS	1340 Lubbock	1.3 5.6 6 130
KLLL	T	1590 Lubbock	0.3 1.6 5 45
KRBL-F	C	105.7 Idabou	1.9 4.2 6 93

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KGNC	FS	710 Amarillo	0.3 2.0 7 133

# LUBBOCK

Consolidation Report	12+	25-54	Revenue
<b>Gulfstar</b> KFMX-FM, KKAM-AM, KRLB-FM	15.3 %	14.9 %	26.6 %
<b>Local</b> KMMX-FM, KONE-FM	8.5 %	9.6 %	8.9 %
	<b>23.8 %</b>	<b>24.5 %</b>	<b>35.5 %</b>

## AM Stations

KBZO	1460	1 kw/0.243 kw	Hispanic	\$ NA	---		
KFYO	790	5 kw/1 kw (DA-2)	Full Service	CBS	\$<20.00	Allied	Seaton
KKAM	1340	1 kw	Sports	Westwd	\$11.00	Katz	Gulfstar
KRFE	580	0.5 kw/0.29 kw (DA-2)	Standards	ABC	\$<20.00	---	

## FM Stations

KEJS	106.5	34 kw @ 587	Hispanic	CNN	\$<20.00	---		
KFMX	94.5	100 kw @ 817	AOR	ABC	\$36.00	Katz	Gulfstar	
KKQL	98.1	100 kw @ 436	Oldies	Westwd, ABC	\$27.00	Christal	Amer. General	Lorenzo
KLLL	96.3	100 kw @ 817	Country	Westwd	\$50.00	Eastman	Pinnacle	
KMMX	100.3	48 kw @ 882	AC		\$<20.00	D&R	Dowdy	Tahoka
KONE	101.1	100 kw @ 751	Country		\$<20.00	D&R	Dowdy	
KRLB	99.5	100 kw @ 817	AC	ABC	\$<20.00	Katz	Gulfstar	
KXTQ	93.7	100 kw @ 741	Hispanic		\$<20.00	Katz Hisp.		
KZII	102.5	100 kw @ 817	CHR		\$26.00	Allied	Seaton	

Notes: 7/96 KLLL-AF sold by Schubert . . . 7/96 KMMX-F changed frequencies from 104.7 to 100.3 . . . 10/96 KKAM changed from Talk to Sports

# MACON

<b>Arbitron Rank: 148</b>	<b>Pop (12+)</b> 250,200	<b>Stations</b> 23 / 19	<b>Last Year's Revenue:</b> \$9,900,000
<b>MSA Rank:</b> 153		<b>Diaries:</b> 1,149/218:1/51.5%	<b>Household Income:</b> \$34,366
<b>MSA Pop:</b> 314,000		<b>Sample Target:</b> 970	<b>Retail Dollars:</b> \$3.2 Bil.
<b>DMA:</b> 123		<b>% Below Line:</b> 3.0	<b>#1 Biller:</b> WDEN-AF \$3,100,000
<b>Average Persons Rating:</b> 15.8		<b>% Not Listed:</b> 9.6	<b>#1 Billing Portfolio:</b>
<b>Market TSL in Hours</b> 21.00		<b>Pop per Station:</b> 13,168	<b>Magic duop+</b> \$5,200,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1	WIBB-F	68 / 17.2	12.3	12.6	11.8	8.2	634 / 25.3	21.5	20.8	93 / 982	B	WIBB-F
2	WDEN-AF	67 / 16.9	20.5	14.7	19.2	19.3	784 / 31.3	32.7	27.9	119 / 1548	E	WDEN-AF
3	WPEZ-F	40 / 10.1	11.1	10.5	7.9	9.9	502 / 20.1	18.4	19.8	52 / 736	C	WPEZ-F
4	WQBZ-F	26 / 6.6	6.8	5.7	5.9	6.9	380 / 15.2	14.9	13.9	37 / 575	B	WQBZ-F
5	WMGB-F	24 / 6.1	5.3	4.6	7.6	3.2	423 / 16.9	15.8	14.1	40 / 717	B	WMGB-F
6	WAYS-F	23 / 5.8	4.4	6.4	6.4	7.7	412 / 16.5	14.8	17.0	43 / 764	C	WAYS-F
7	WMWR	17 / 4.3	3.4	4.6	4.4	3.7	257 / 10.3	9.2	12.6	25 / 384	B	WMWR
8	WDDO	16 / 4.0	5.8	8.0	4.9	8.2	191 / 7.6	9.3	9.1	16 / 195	A	WDDO
9	WPGA-F	15 / 3.8	3.1	5.1	3.4	6.4	217 / 8.7	8.9	12.7	23 / 292	A	WPGA-F
10	WRBG-F	13 / 3.3	4.1	2.6	1.7	1.7	177 / 7.1	5.8	5.1	16 / 208	A	WRBG-F
11	WMKS-F	9 / 2.3	2.7	2.3	1.7	1.0	242 / 9.7	9.4	10.6	12 / 334	A	WMKS-F
12	WXKO	7 / 1.8	2.4	1.0	2.2	1.0	51 / 2.0	3.2	2.1	9 / 79		WXKO

12+ FM Share (Metro): 86.83 % ( 310 of 357 ) (Fall 95: 83.89 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WIBB-F >>	1 WIBB-F >>	1 WIBB-F	1 WIBB-F	1 WDEN-AF	1 WDEN-AF >>	1 WDEN-AF	1 WDEN-AF	1 WDEN-AF	1 WIBB-F >>>	1 WIBB-F >
2 WMGB-F >>	2 WQBZ-F	2 WDEN-AF	2 WDEN-AF	2 WIBB-F	2 WPEZ-F	2 WIBB-F	2 WPEZ-F	WIBB-F >	2 WDEN-F	2 WDEN-F >
	3 WPEZ-F	3 WPEZ-F >	3 WPEZ-F >	3 WPEZ-F >	3 WIBB-F <	3 WPEZ-F	3 WIBB-F >	3 WPEZ-F >	3 WMGB-F	3 WMGB-F
	WDEN-AF	4 WQBZ-F	4 WQBZ-F	4 WAYS-F <	4 WAYS-F	4 WQBZ-F >	4 WMWR	4 WQBZ-F	4 WPEZ-F	4 WPEZ-F
	5 WMGB-F >>	5 WMGB-F <	5 WAYS-F	5 WQBZ-F >	5 WDDO	5 WAYS-F	5 WAYS-F	5 WAYS-F	5 WQBZ-F	5 WQBZ-F
		6 WAYS-F			WMWR	6 WMGB-F <	WQBZ-F >	WMGB-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 WIBB-F >>	1 WIBB-F >>	1 WIBB-F	1 WIBB-F	1 WPEZ-F	1 WQBZ-F	1 WIBB-F <	1 WIBB-F	1 WIBB-F	1 WDEN-AF
2 WPEZ-F	2 WPEZ-F	2 WPEZ-F >	2 WPEZ-F >	WDEN-AF <	WIBB-F >>	2 WQBZ-F >	WQBZ-F >>	2 WQBZ-F <	2 WIBB-F
	WMGB-F	3 WMGB-F	3 WDEN-AF	3 WIBB-F >	3 WMGB-F	3 WDEN-AF >	3 WDEN-AF >>	3 WDEN-AF >>	3 WQBZ-F >
4 WDEN-AF >>>	4 WDEN-AF >>	4 WDEN-AF	4 WMGB-F >	4 WAYS-F	WDEN-AF >>	4 WMGB-F	4 WMGB-F	4 WPEZ-F	4 WAYS-F
		5 WAYS-F >>>	5 WAYS-F >	5 WMGB-F >			WPGA-F >>	WAYS-F	5 WPEZ-F

Format Performance	AM	FM	Total	%	Spr 96	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume				
AC	0 (0)	40 (1)	40 (1)	11.2 %	12.2 %	WALJ-F	J	107.1	Gordon	1.0	2.7	5	100
AOR/Classic/NR	0 (0)	30 (3)	30 (3)	8.4 %	8.8 %	WCOP	REL	1350	Warner Robins	0.5	1.5	2	38
Black/Urban	0 (0)	104 (6)	104 (6)	29.1 %	26.8 %	WFXM-F	B/G	100.1	Forsyth	1.5	5.0	8	172
CHR	0 (0)	24 (1)	24 (1)	6.7 %	5.8 %	WPGA	O	980	Perry	1.0	1.5	5	53
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WWIQ-FF	AOR-P	96.5	Gray	1.0	3.3	5	133
Country	1 (1)	75 (2)	76 (3)	21.3 %	25.5 %								
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %								
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %								
Jazz	0 (0)	4 (1)	4 (1)	1.1 %	1.3 %								
News/Talk	17 (1)	0 (0)	17 (1)	4.8 %	3.7 %								
Oldies	4 (1)	23 (1)	27 (2)	7.6 %	4.8 %								
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %								
Religion/Gospel	25 (3)	10 (2)	35 (5)	9.8 %	11.1 %								
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %								
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %								
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %								
<b>Totals</b>	<b>47 (6)</b>	<b>310 (17)</b>	<b>357 (23)</b>										

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume				
WALR-F	B/A/C	104.7	Athens	0.5	2.1	17	232
WVEE-F	B	103.3	Atlanta	0.8	3.7	14	247
WVFJ-F	REL	93.3	Manchester	1.0	3.9	6	161
WVKX-F	B	103.7	Inwinton	0.8	3.6	28	406

# MACON

Consolidation Report	12+	25-54	Revenue
<b>Ed Taylor</b> WQTK-AM, WITK-AM, WIBB-FM, WYIQ-FM, WWIQ-FM, WRBG-FM	21.5 %	20.6 %	9.1 %
<b>Local - 1</b> WALJ-FM, WNEX-AM, WBNM-AM	1.0 %	1.3 %	1.0 %
<b>Local - 2</b> WPGA-FM, WPGA-FM, WFXM-FM, WXKO-AM	10.9 %	11.2 %	7.8 %
<b>Magic</b> WDDO-AM, WPEZ-FM, WMGB-FM, WDEN-AF	37.1 %	36.8 %	52.5 %
	<b>70.5 %</b>	<b>69.9 %</b>	<b>70.4 %</b>

## AM Stations

WDDO	1240	1 kw	Gospel	Westwd, AURN	\$13.00	Christal	Magic	
WMWR	940	50 kw/10 kw (DA-N)	News/Talk	ABC, Westwd	\$16.00	Katz	Ocmulgee	
WXKO	1150	1 kw/62 w	Gospel		\$11.00	---	WPGA	Fort Valley

## FM Stations

WAYS	99.1	100 kw @ 663	Oldies	ABC, Westwd	\$31.00	Katz	Ocmulgee	
WDEN	105.3	100 kw @ 659	Country	Westwd	\$85.00	Mc-Guild	Magic	
WFXM	100.1	3 kw @ 298	Black Gospel	AURN	\$19.00	Allied	WPGA	Forsyth
WIBB	97.9	10.5 kw @ 500	Black		\$11.00	D&R	Ed Taylor	Fort Valley
WMGB	93.7	29.5 kw @ 646	CHR		\$12.00	Christal	Magic	Jeffersonville
WMKS	92.3	3 kw @ 328	Country		\$15.00	---		
WPEZ	107.9	100 kw @ 689	AC	Westwd, ABC	\$38.00	Christal	Magic	
WPGA	100.9	2.25 kw @ 354	Black	ABC	\$21.00	---		Perry
WQBZ	106.3	50 kw @ 493	AOR	Westwd	\$24.00	D&R	Steve Taylor	Fort Valley
WRBG	101.7	6 KW @ 328	Black/Oldies		\$14.00	D&R	Ed Taylor	Warner Robins

Notes: 8/96 WMAZ changed calls to WMWR; remains News/Talk . . . 10/96 WWIQ-F (Gray) sold by Steve Taylor to Ed Taylor for \$1,600,000; WYIQ-F (Warner Robins) sold to Ed Taylor for \$500,000 . . . 10/96 WWIQ-F/WYIQ-F changed from ABC's Classic Rock format to ABC's Modern AC

# MADISON

**Arbitron Rank:** 121 **Pop (12+)** 337,100  
**MSA Rank:** 124  
**MSA Pop:** 396,000  
**DMA:** 83  
**Average Persons Rating:** 15.6  
**Market TSL in Hours** 20.50

**Stations** 20 / 17  
**Diaries:** 1,304/259:1/61.9%  
**Sample Target:** 1,300  
**% Below Line:** 1.3  
**% Not Listed:** 20.7  
**Pop per Station:** 19,829

**Last Year's Revenue:** \$18,700,000  
**Household Income:** \$51,597  
**Retail Dollars:** \$4.7 Bil.  
**#1 Biller:** WIBA-F \$3,000,000  
**#1 Billing Portfolio:**  
 Capstar (pend.) duop+ \$8,650,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WZEE-F	CHR	56 / 10.6	10.0	9.0	10.0	9.1	9.9	995 / 29.5	30.0	29.2	120 / 2082	D	WZEE-F
2	WMGN-F	AC	40 / 7.6	6.1	8.4	7.2	6.9	7.3	614 / 18.2	17.0	16.9	70 / 950	D	WMGN-F
3	WMAD-F	AOR-NR	35 / 6.7	6.1	7.1	6.0	5.0	6.5	644 / 19.1	20.4	16.2	40 / 722	B	WMAD-F
4	WOLX-F	O	34 / 6.5	6.5	4.8	6.6	6.5	6.1	698 / 20.7	20.6	20.4	77 / 1441	D	WOLX-F
5	WIBA	FS	33 / 6.3	6.9	6.7	5.5	5.9	6.3	604 / 17.9	16.4	20.4	36 / 700	C	WIBA
6	WIBA-F	AOR	32 / 6.1	7.2	8.4	7.3	7.1	7.3	662 / 19.6	21.5	20.4	70 / 1325	E	WIBA-F
7	WWQM-F	C	32 / 6.1	8.2	7.5	6.6	6.9	7.1	402 / 11.9	16.4	16.1	36 / 553	D	WWQM-F
8	WTDY	T	22 / 4.2	4.6	4.8	4.9	4.2	4.6	406 / 12.0	10.0	10.2	24 / 464	B	WTDY
9	WJJO-F	AOR/CL	20 / 3.8	5.4	4.4	3.0	3.4	4.2	522 / 15.5	13.3	14.5	48 / 980	C	WJJO-F
10	WYZM-F	C	17 / 3.2	3.5	4.0	5.5	4.6	4.0	285 / 8.5	11.4	11.0	35 / 422	B	WYZM-F
11	WMMM-F	AOR	16 / 3.0	4.5	3.2	3.6	3.8	3.6	345 / 10.2	10.4	8.8	17 / 400	B	WMMM-F
12	WSJY-F	EZ	14 / 2.7	1.3	1.9	2.8	2.0	2.2	182 / 5.4	6.2	6.8	42 / 462	A	WSJY-F
13	WHIT	SPRTS	13 / 2.5	2.0	1.5	0.8	2.2	1.7	125 / 3.7	2.9	3.0	14 / 141	A	WHIT
	WIBU	C	13 / 2.5	1.5	1.1	1.9	1.2	1.8	110 / 3.3	2.5	2.7	21 / 190		WIBU
15	WMLI-F	SAC	12 / 2.3	2.4	2.3	3.6	2.2	2.6	324 / 9.6	10.9	8.7	22 / 524	A	WMLI-F
16	WTSO	T	11 / 2.1	1.9	1.3	1.5	3.4	1.7	351 / 10.4	6.4	12.8	15 / 457	C	WTSO
17	WMAD	ST	10 / 1.9	3.3	1.7	3.0	2.2	2.5	98 / 2.9	2.8	2.8	11 / 106	A	WMAD

12+ FM Share (Metro): 74.58 % ( 311 of 417 ) ( Fall 95: 74.62 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WZEE-F >>	1 WZEE-F	1 WZEE-F	1 WMGN-F	1 WMGN-F	1 WIBA <	1 WZEE-F	1 WZEE-F <	1 WZEE-F >	1 WZEE-F <	1 WZEE-F
2 WMAD-F >>	2 WMAD-F	2 WMGN-F	2 WZEE-F	2 WZEE-F <	2 WOLX-F	2 WIBA <	2 WMGN-F	2 WMGN-F <	2 WMAD-F >>	2 WIBA
	3 WIBA-F >	3 WIBA-F <	3 WOLX-F	3 WOLX-F	WMGN-F	3 WMGN-F	3 WTDY <	3 WMAD-F <	3 WBA <	WWQM-F >
	4 WMGN-F	4 WMAD-F	WIBA-F	4 WIBA-F	4 WTDY <	4 WWQM-F <	4 WIBA-F <	4 WOLX-F	4 WIBA-F	
	5 WMMM-F	5 WOLX-F >	5 WMAD-F	5 WMAD-F	5 WWQM-F	5 WIBA-F <	5 WWQM-F	5 WIBA-F	5 WOLX-F	
	6 WJJO-F	6 WJJO-F	6 WWQM-F <	6 WWQM-F <	6 WZEE-F	6 WOLX-F >	WMAD-F <	6 WIBA	WWQM-F	
	WYZM-F	WWQM-F	7 WJJO-F	7 WJJO-F <	7 WSJY-F	7 WTDY	7 WOLX-F >	WWQM-F	WJJO-F	
	WWQM-F >		WMMM-F	8 WIBA		8 WMAD-F		8 WJJO-F	WYZM-F	
				WMMM-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 WZEE-F >>	1 WZEE-F >	1 WMGN-F	1 WMGN-F	1 WMGN-F >	1 WZEE-F	1 WMAD-F	1 WIBA-F	1 WIBA-F <	1 WIBA-F
2 WMAD-F	2 WMGN-F	2 WZEE-F >	2 WZEE-F >	2 WZEE-F <	WMAD-F >	2 WZEE-F	WMAD-F	2 WMAD-F	2 WMAD-F <
3 WIBA-F >	3 WMAD-F	3 WYZM-F	3 WOLX-F >	3 WOLX-F >	3 WIBA-F	3 WIBA-F >	3 WZEE-F	3 WZEE-F >	3 WZEE-F <
4 WJJO-F	4 WIBA-F	4 WMMM-F	4 WMAD-F	4 WWQM-F	4 WYZM-F >	4 WHIT	WHIT	4 WJJO-F	4 WOLX-F
WMGN-F >>	5 WYZM-F	WWQM-F	5 WIBA-F	5 WYZM-F	5 WWQM-F >>	5 WMMM-F	5 WMMM-F >	5 WOLX-F	WHIT <
	6 WMMM-F	WMAD-F	WWQM-F	6 WIBA-F		WWQM-F	6 WJJO-F	WHIT	6 WIBA
	WJJO-F	WIBA-F		WMMM-F				7 WIBA	WJJO-F
				WMLI-F				WWQM-F	8 WMMM-F
								WMMM-F	WTDY

Consolidation Report	12+	25-54	Revenue	Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
<b>Capstar, pend.</b>	34.1 %	31.1 %	46.2 %	WGN FS/T 720 Chicago	0.4	1.7	10 236
WIBA-AM, WIBA-FM, WMAD-FM, WMLI-FM, WTSO-AM, WZEE-FM				WMJB-F CL AOR 105.9 Evansville	0.6	1.4	21 282
<b>Midwest Family</b>	15.6 %	19.5 %	22.9 %	WTMJ FS 620 Milwaukee	0.4	2.6	21 495
WJJO-FM, WMGN-FM, WTDY-AM							
<b>Woodward</b>	12.7 %	16.4 %	16.6 %				
WMMM-FM, WOLX-FM, WYZM-FM							
	<b>62.4 %</b>	<b>67.0 %</b>	<b>85.7 %</b>				

# MADISON

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	40 (1)	40 (1)	9.6 %	10.5 %
AOR/Classic/NR	0 (0)	106 (5)	106 (5)	25.4 %	29.3 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	56 (1)	56 (1)	13.4 %	11.2 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	13 (1)	49 (2)	62 (3)	14.9 %	18.3 %
Full Service	37 (3)	0 (0)	37 (3)	8.9 %	9.5 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	33 (2)	0 (0)	33 (2)	7.9 %	6.0 %
Oldies	0 (0)	34 (1)	34 (1)	8.2 %	6.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	26 (2)	26 (2)	6.2 %	5.2 %
Sports	13 (1)	0 (0)	13 (1)	3.1 %	1.9 %
Standards	10 (1)	0 (0)	10 (1)	2.4 %	2.1 %
<b>Totals</b>	<b>106 (8)</b>	<b>311 (12)</b>	<b>417 (20)</b>		

## AM Stations

Station	Freq	Power	Time	Format	ABC	Rate	Agency	Advertiser
WHIT	1550	5 kw	Days	Sports	ABC, 1-on-1	\$<20.00	Christal	Enterprise
WIBA	1310	5 kw/5.4 kw	(DA-N)	Full Service	CBS	\$37.00	Katz	Capstar, pend.
WIBU	1240	1 kw		Classic Country		\$ NA	---	Poynette
WMAD	1190	1 kw	(DA, Days)	Standards	BRN, Westwd	\$<20.00	Katz	Sun Prairie
WTDY	1480	5 kw	(DA-2)	Tak	ABC, Westwd	\$20.00	Mc-Guild	Midwest Family
WTSO	1070	10 kw/5 kw	(DA-2)	Tak	ABC	\$20.00	Banner	Capstar, pend.

## FM Stations

Station	Freq	Power	Time	Format	ABC	Rate	Agency	Advertiser
WIBA	101.5	12 kw	@ 1017	AOR		\$60.00	Katz	Capstar, pend.
WJJO	94.1	50 kw	@ 492	Classic AOR		\$24.00	D&R	Midwest Family Watertown
WMAD	92.1	1.8 kw	@ 400	AOR-New Rock		\$24.00	Katz	Capstar, pend. Sun Prairie
WMGN	98.1	38 kw	@ 581	AC		\$51.00	Mc-Guild	Midwest Family
WMLI	96.3	5 kw	@ 672	Soft AC	Westwd	\$<20.00	Banner	Capstar, pend. Sauk City
WMMM	105.5	2 kw	@ 573	Prog. AOR		\$<20.00	Eastman	Woodward Verona
WOLX	94.9	37 kw	@ 1299	Oldies		\$50.00	Christal	Woodward Baraboo
WSJY	107.3	26 kw	@ 674	Soft AC	ABC	\$<20.00	---	Goetz Ft. Atkinson
WWQM	106.3	4.5 kw	@ 380	Country		\$50.00	Christal	Enterprise Middleton
WYZM	105.1	6 kw	@ 243	Country		\$<20.00	Eastman	Woodward Waunakee
WZEE	104.1	9.4 kw	@ 1118	CHR		\$49.00	Banner	Capstar, pend.

Notes: 9/96 WMAD (AM) sold by Point to Northwestern College for \$85,000 . . . 1/97 WOLX-F tower felled by snow & ice; station was off the air temporarily . . . 2/97 Madison Radio Group (Point/Midcontinent) sold WIBA-AF, WMAD-F, WMLI-F, WTSO and WZEE-F to Capstar (D+) (Americom)



# MANCHESTER

**Arbitron Rank:** 193 **Pop (12+)** 160,500  
**MSA Rank:** 140  
**MSA Pop:** 275,000 (w/Nashua)  
**DMA:** Boston (#6)  
**Average Persons Rating:** 17.3  
**Market TSL in Hours:** 22.75

**Stations:** 32 / 10  
**Diaries:** 670/240:1/60.5%  
**Sample Target:** 610  
**% Below Line:** 45.4  
**% Not Listed:** 9.0  
**Pop per Station:** 16,050

**Last Year's Revenue:** \$7,700,000  
**Household Income:** \$48,665  
**Retail Dollars:** \$3.4 Bil  
**#1 Biller:** WZID-F \$3,900,000  
**#1 Billing Portfolio:**  
 Saga combo \$4,300,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1	WZID-F	AC/SAC	57 / 20.5	17.0	19.7	16.8	636 / 39.6	34.6	34.4	121 / 1360	E	WZID-F
2	WGIR-F	AOR	28 / 10.1	12.5	7.4	10.6	432 / 26.9	28.9	23.3	63 / 1041	D	WGIR-F
3	WGIR	N/T	18 / 6.5	4.5	5.3	5.5	221 / 13.7	11.2	16.3	24 / 338	C	WGIR
	WOKQ-F	C	18 / 6.5	7.8	9.9	8.8	274 / 17.1	16.5	17.5	59 / 824		WOKQ-F
5	WFEA	ST	14 / 5.0	5.7	5.8	5.9	168 / 10.5	11.0	8.7	18 / 243	A	WFEA
6	WJMN-F	CHR	13 / 4.7	5.7	5.3	4.8	235 / 14.6	18.1	15.4	28 / 473		WJMN-F
7	WAAF-F	AOR-NR	12 / 4.3	4.9	3.5	4.0	227 / 14.2	14.3	13.0	20 / 350		WAAF-F
8	WXR-V	AOR-NR	8 / 2.9	1.1	1.4	1.1	105 / 6.6	3.8	5.0	17 / 289		WXR-V
	WODS-F	O	8 / 2.9	2.7	2.5	1.5	176 / 11.0	10.8	9.5	15 / 363		WODS-F
	WBCN-F	AOR	8 / 2.9	3.0	4.6	2.2	212 / 13.2	12.7	11.9	12 / 367		WBCN-F
11	WRKO	T	7 / 2.5	2.3	0.7	1.5	125 / 7.8	6.8	5.0	18 / 327		WRKO

12+ FM Share (Metro): 80.24 % ( 203 of 253 ) (Fall 95: 79.91 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WJMN-F >	1 WZID-F	1 WZID-F >	1 WZID-F >>	1 WZID-F >>	1 WZID-F >>	1 WZID-F >>	1 WZID-F >>	1 WZID-F >	1 WZID-F >	1 WZID-F >
2 WGIR-F	2 WGIR-F >	2 WGIR-F >>	2 WGIR-F >>	2 WGIR-F >	2 WGIR	2 WGIR-F	2 WGIR-F	2 WGIR-F >	2 WGIR-F	2 WGIR-F
WBCN-F	3 WJMN-F	3 WOKQ-F <	3 WOKQ-F	3 WOKQ-F >	3 WFEA <	3 WGIR	3 WGIR	3 WOKQ-F	3 WJMN-F >	WFEA
WAAF-F	4 WAAF-F >	4 WJMN-F	4 WXR-V-F	4 WXR-V-F	4 WGIR-F <	4 WOKQ-F	4 WOKQ-F	4 WAAF-F <	4 WAAF-F	
WZID-F >>	5 WOKQ-F	5 WAAF-F	WAAF-F >	WAAF-F	5 WOKQ-F >			5 WRKO	5 WGIR	
		6 WXR-V-F						WJMN-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 WJMN-F	1 WZID-F >>	1 WZID-F >>>	1 WZID-F >>>	1 WZID-F >>>	1 WJMN-F >	1 WGIR-F	1 WGIR-F	1 WGIR-F >	1 WGIR-F >
WZID-F	2 WGIR-F	2 WOKQ-F >	2 WGIR-F	2 WOKQ-F	2 WGIR-F >>	2 WAAF-F	WAAF-F	2 WZID-F	2 WZID-F >
WGIR-F >>>	3 WJMN-F	3 WXR-V-F	3 WOKQ-F	3 WGIR-F >	3 WZID-F	3 WZID-F >>	3 WZID-F >>	3 WAAF-F >	3 WOKQ-F
	WOKQ-F >>	WGIR-F >>	4 WJMN-F >		4 WJMN-F >			4 WJMN-F	WAAF-F >
					5 WBCN-F >			WXR-V-F	5 WXR-V-F
								WOKQ-F	

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	72 (6)	72 (6)	28.5 %	23.3 %
AOR/Classic/NR	0 (0)	61 (9)	61 (9)	24.1 %	25.7 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	21 (3)	21 (3)	8.3 %	11.0 %
Classical	0 (0)	4 (1)	4 (1)	1.6 %	2.0 %
Country	0 (0)	22 (2)	22 (2)	8.7 %	9.8 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	5 (1)	5 (1)	2.0 %	4.1 %
News/Talk	30 (3)	0 (0)	30 (3)	11.9 %	9.0 %
Oldies	0 (0)	14 (3)	14 (3)	5.5 %	5.3 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	1 (1)	4 (1)	5 (2)	2.0 %	2.4 %
Sports	5 (1)	0 (0)	5 (1)	2.0 %	1.2 %
Standards	14 (1)	0 (0)	14 (1)	5.5 %	6.1 %
<b>Totals</b>	<b>50 (6)</b>	<b>203 (26)</b>	<b>253 (32)</b>		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WJYY-F AC/CHR	105.5	Concord	0.7 4.1 20 278
WKBR EZ	125.0	Manchester	0.4 1.5 1 51
WNNH-F O	99.1	Henniker	0.7 2.3 16 254
WOXF-F AC	96.5	Bedford	1.8 6.0 8 201

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBMX-F AC	98.5	Boston	1.1 4.2 11 223
WBOS-F AOR-P	92.9	Brookline, MA	1.1 3.9 5 134
WBZ N/T	103.0	Boston	1.8 7.6 18 515
WCRB-F CL	102.5	Waltham, MA	1.4 5.2 18 286
WEEI SPRTS	85.0	Boston	1.8 4.2 12 241
WEGQ-F O-70S	93.7	Lawrence, MA	1.4 6.5 16 347
WHEB-F AOR	100.3	Portsmouth	0.4 4.0 3 184
WHOB-F CHR	106.3	Nashua	1.1 6.9 9 310
WHOM-F SAC	94.9	Mt. Washington	1.4 3.5 14 289
WKLB-F C	96.9	Boston	1.4 3.1 14 265
WOAZ-F J	99.5	Lowell, MA	1.8 5.6 13 206
WROR-F AC	105.7	Frammingham, MA	1.1 2.2 9 155
WXKS-F CHR	107.9	Medford, MA	1.8 9.9 12 427
WXL-O-F AC	104.5	Fitchburg, MA	0.7 4.5 6 187
WZLX-F CL AOR	100.7	Boston	0.4 2.6 3 91

# MANCHESTER

## AM Stations

WFEA	1370	5 kw (DA-2)	Standards	ABC, Tiknt, WW1	\$<20.00	Mc-Guild	Saga
WGIR	610	5 kw/1 kw (DA-2)	News/Tak	ABC	\$28.00	Banner	Knight

## FM Stations

WGIR	101.1	11.5 kw @ 1027	AOR		\$54.00	Banner	Knight
WZID	95.7	14.5 kw @ 925	AC/Soft AC		\$75.00	Mc-Guild	Saga

Notes: Other ranked stations: See Boston or Portsmouth . . . There is no Consolidation Report for the market (no duopolies in place)

Jim Duncan

Comments: WZID-F is a hybrid AC/Soft AC in my opinion; whatever their nomenclature they certainly are successful with their highest 12+ share since 1993 . . .  
WXRV-F is beginning to show some strength

# McALLEN-BROWNSVILLE

**Arbitron Rank:** 63 Pop (12+) 633,900  
**MSA Rank:** McAllen - 104; Brnsv. - 155  
**MSA Pop:** 795,000  
**DMA:** 107  
**Average Persons Rating:** 16.1  
**Market TSL In Hours** 21.75

**Stations** 28 / 20  
**Diaries:** 1,777/357:1/48.9%  
**Sample Target:** 1,640  
**% Below Line:** 9.3  
**% Not Listed:** 12.5  
**Pop per Station:** 31,695

**Last Year's Revenue:** \$14,800,000  
**Household Income:** \$22,954  
**Retail Dollars:** \$5.6 Bil.  
**#1 Biller:** KIWW-F \$1,900,000  
**#1 Billing Portfolio:**  
**Hefel/Clr. Chnl. (Tichenor) duop** \$4,400,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	KGBT-AF	SP	160 / 15.7	13.8	15.6	15.9	14.8	15.2	1763 / 27.8		189 / 1833	C	KGBT-AF	
2	KBFM-F	CHR	126 / 12.3	12.4	12.2	12.3	12.8	12.3	1893 / 29.9	31.6	32.1	132 / 2008	C	KBFM-F
3	KIWW-F	SP	87 / 8.5	11.3	9.7	12.4	11.0	10.5	1779 / 28.1	29.1	30.2	100 / 2007	C	KIWW-F
4	KTEX-F	C	76 / 7.4	7.3	7.7	8.7	7.6	7.8	956 / 15.1	17.8	16.8	86 / 1064	C	KTEX-F
5	KKPS-F	SP	72 / 7.0	7.3	9.3	7.0	7.1	7.7	1353 / 21.3	28.4	19.4	78 / 1523	C	KKPS-F
6	KVLY-F	AC	58 / 5.7	6.8	7.6	5.4	5.3	6.4	997 / 15.7	16.0	14.2	61 / 1041	C	KVLY-F
7	KFRQ-F	AOR	54 / 5.3	7.8	7.6	4.4	5.8	6.3	906 / 14.3	16.5	15.0	56 / 971	C	KFRQ-F
8	XAAA-F	SP	41 / 4.0	3.3	2.5	3.5	3.3	3.3	640 / 10.1	7.6	7.2	45 / 757	C	XAAA-F
9	KTJN-F	SP	39 / 3.8	3.3	4.7	5.4	4.7	4.3	828 / 13.1	15.6	16.3	43 / 950	C	KTJN-F
10	KIRT	SP	25 / 2.4	1.7	1.7	2.2	2.1	2.0	312 / 4.9	5.4	5.1	25 / 324	A	KIRT
	KURV	T	25 / 2.4	2.2	1.4	2.3	1.9	2.1	310 / 4.9	3.6	4.0	29 / 380	B	KURV
12	KSOX-F	O	22 / 2.2	1.5	1.2	1.2	1.1	1.5	354 / 5.6	4.9	4.5	25 / 419	A	KSOX-F
13	KRGE	REL	14 / 1.4	2.2	2.0	2.6	1.8	2.1	268 / 4.2	3.4	3.8	20 / 319	A	KRGE
14	XVTH-F	SP	12 / 1.2	1.6	1.2	1.5	1.5	1.4	326 / 5.1	5.5	5.6	12 / 347	A	XVTH-F
	KBOR	SP	12 / 1.2	1.5	0.7	1.6	2.3	1.2	239 / 3.8	2.7	6.0	12 / 239	A	KBOR

12+ FM Share (Metro): 77.83 % ( 695 of 893 ) ( Fall 95: 73.93 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KBFM-F >>>	1 KBFM-F	1 KGBT-AF >	1 KGBT-AF >	1 KGBT-AF >	1 KGBT-AF >>	1 KGBT-AF >	1 KGBT-AF >	1 KGBT-AF >	1 KBFM-F >>	1 KBFM-F >>
2 KIWW-F	2 KGBT-AF	2 KIWW-F <	2 KIWW-F	2 KIWW-F	2 KTEX-F	2 KBFM-F <	2 KIWW-F	2 KBFM-F	2 KGBT-AF	2 KGBT-AF
3 KKPS-F	3 KFRQ-F	3 KBFM-F	3 KVLY-F <	3 KKPS-F <	3 KIWW-F	3 KTEX-F <	3 KKPS-F	3 KIWW-F	3 KIWW-F	3 KFRQ-F
KTJN-F	KIWW-F	4 KKPS-F	4 KKPS-F	4 KVLY-F	4 KKPS-F	4 KIWW-F	4 KBFM-F <	4 KTEX-F <	4 KTEX-F <	4 KTEX-F <
	5 KVLY-F	KVLY-F	5 KTEX-F <	5 KTEX-F	5 KVLY-F	5 KKPS-F <	5 KTEX-F	5 KKPS-F <	5 KKPS-F <	5 KKPS-F <
	6 KKPS-F <	6 KFRQ-F <	6 KBFM-F	6 KBFM-F		6 KVLY-F	KVLY-F	6 KQXX-F	6 KFRQ-F	6 KFRQ-F
	7 KTEX-F	7 KTEX-F	7 KFRQ-F					7 KVLY-F	KTJN-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 KBFM-F >	1 KBFM-F <	1 KGBT-AF	1 KGBT-AF >	1 KGBT-AF >	1 KBFM-F	1 KFRQ-F	1 KFRQ-F	1 KGBT-AF	1 KGBT-AF >
2 XAAA-F	2 KGBT-AF	2 KVLY-F <	2 KIWW-F <	2 KIWW-F <	2 KFRQ-F >	2 KBFM-F	2 KGBT-AF	2 KFRQ-F	2 KIWW-F
3 KIWW-F	3 KIWW-F	3 KIWW-F	3 KBFM-F <	3 KVLY-F	3 XAAA-F >	3 KIWW-F <	KIWW-F	3 KIWW-F <	3 KTEX-F
4 KGBT-AF	4 KVLY-F	4 KBFM-F	4 KVLY-F	4 KKPS-F	4 KTEX-F	4 KTEX-F <	4 KTEX-F	4 KBFM-F <	4 KFRQ-F
KKPS-F	5 KKPS-F	5 KKPS-F	5 KKPS-F >	5 KBFM-F	KKPS-F	5 KGBT-AF	KKPS-F	5 KTEX-F	5 KKPS-F >
	6 KTEX-F	6 KTEX-F		6 KTEX-F >		KKPS-F	6 KVLY-F >	6 KKPS-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KESO-F	AOR-P	92.7	S. Padre Island 0.6 1.4 6 86
KJAV-F	SP	104.9	Alamo 0.5 1.3 5 98
KUBR	SP	1210	San Juan 0.9 1.7 9 115
KVJY	T	840	Pharr 0.4 1.4 5 94
XERT	SP	1170	Reynosa 0.5 1.3 5 85

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
XEEW-F	SP	97.7	Matamoros 0.5 1.8 5 115
XEMS	SP	1490	Matamoros 0.9 1.7 9 107
XHNA-F	SP	105.9	Matamoros 0.6 3.1 6 194
XHRR-F	SP	102.5	Reynosa 0.4 1.8 4 116
XMLS-F	SP	91.3	Matamoros 0.9 2.9 9 187
XRYS-F	SP	90.1	Reynosa 0.9 3.4 9 217

# McALLEN-BROWNSVILLE

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	58 (1)	58 (1)	6.5 %	8.4 %	<b>Calendar</b> KBFM-FM, KTEX-FM, KVJY-AM	20.1 %	13.9 %	24.3 %
AOR/Classic/NR	0 (0)	60 (2)	60 (2)	6.7 %	8.4 %	<b>Heffel/Ctr. Chnl.</b> KGBT-AM, KIWW-FM, KQXX-FM	24.1 %	27.9 %	29.7 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	<b>Local</b> KBOR-AM, KTJN-FM, KTJX-FM	5.0 %	4.5 %	9.5 %
CHR	0 (0)	126 (1)	126 (1)	14.1 %	13.5 %	<b>Sunburst</b> KFRQ-FM, KKPS-FM, KVLV-FM	18.0 %	21.8 %	24.3 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	76 (1)	76 (1)	8.5 %	9.8 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	155 (6)	353 (1)	508 (1)	56.9 %	54.2 %		<b>67.2 %</b>	<b>68.0 %</b>	<b>87.8 %</b>
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	29 (2)	0 (0)	29 (2)	3.2 %	2.2 %				
Oldies	0 (0)	22 (1)	22 (1)	2.5 %	0.0 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	14 (1)	0 (0)	14 (1)	1.6 %	2.2 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
<b>Totals</b>	<b>198 (9)</b>	<b>695 (19)</b>	<b>893 (28)</b>						

## AM Stations

Station	Power	Frequency	Format	Ownership	Contract	Advertiser	Product
KBOR	1600	1 kw (DA-1)	Hispanic		\$<20.00	Caballero	
KGBT	1530	50 kw/10 kw (DA-N)	Hispanic		\$38.00	Katz	Heffel/Ctr. Chnl
KIRT	1580	1 kw/300 w	Hispanic		\$ NA	Lotus	Gomez
KRGE	1290	5 kw (DA-N)	Religion		\$<20.00	---	Mission
KURV	710	1 kw/900 w (DA-2)	Tak	CBS, SBUSA	\$<20.00	---	Westlaco
KVJY	840	5 kw/1 kw (DA-2)	Tak	ABC	\$<20.00	Christal	Edinburg
						Calendar	Pharr

## FM Stations

Station	Power	Frequency	Format	Ownership	Contract	Advertiser	Product
KBFM	104.1	100 kw @ 998	CHR	ABC	\$42.00	D&R	Calendar
KFRQ	94.5	100 kw @ 1158	AOR	ABC	\$33.00	Allied	Sunburst
KIWW	96.1	100 kw @ 987	Hispanic		\$40.00	Katz Hisp.	Heffel/Ctr. Chnl
KKPS	99.5	100 kw @ 1037	Hispanic		\$33.00	---	Sunburst
KQXX	98.5	100 kw @ 997	See KGBT		\$23.00	Lotus	Heffel/Ctr. Chnl
KSOX	102.1	18 kw @ 758	Oldies		\$<20.00	---	Raymondville
KTEX	100.3	100 kw @ 1125	Country	ABC	\$48.00	Christal	Calendar
KTJN	106.3	500 w @ 633	Hispanic		\$30.00	Caballero	KBOR
KTJX	105.5	3 kw @ 285	See KTJN-F				Mercedes
KVLV	107.9	100 kw @ 719	AC		\$32.00	Allied	KBOR
						Sunburst	Mission

Notes: KQXX-F now simulcasts KGBT . . . KVLV-F reclassified as AC (from Oldies) . . . KTEX-F operated at reduced power throughout the survey

# MELBOURNE-TITUSVILLE-COCOA

**Arbitron Rank:** 96 Pop (12+) 391,500  
**MSA Rank:** NA  
**MSA Pop:** NA  
**DMA:** Orlando (#22)  
**Average Persons Rating:** 15.7  
**Market TSL in Hours:** 20.75

**Stations:** 34 / 10  
**Diaries:** 1,161/337:1/56.8%  
**Sample Target:** 1,140  
**% Below Line:** 52.9  
**% Not Listed:** 12.8  
**Pop per Station:** 39,150

**Last Year's Revenue:** NA  
**Household Income:** \$37,394  
**Retail Dollars:** \$4.8 Bil.  
**#1 Biller:** NA  
**#1 Billing Portfolio:** NA

12+ Metro	Format	Fall 96 1/4 Share	Spq 96	Fal 95	Spq 95	Fal 94	12+ Metro Cume / Rtg.	Spq 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1 WMMB	ST/FS	54 / 8.8	9.3	9.8	9.4	9.7	449 / 11.5	14.7	12.8	54 / 449	WMMB
2 WWKA-F	C	45 / 7.3	7.0	8.2	9.9	7.6	644 / 16.5	15.2	20.0	102 / 1345	WWKA-F
3 WHTQ-F	AOR	43 / 7.0	5.4	5.7	4.9	4.3	581 / 14.8	13.2	14.3	85 / 1107	WHTQ-F
4 WAOA-F	CHR	41 / 6.7	7.8	3.9	5.7	6.2	704 / 18.0	18.1	17.3	41 / 709	WAOA-F
5 WJRR-F	AOR-NR	41 / 6.7	6.9	5.2	6.5	7.1	696 / 17.8	16.3	15.3	60 / 1229	WJRR-F
6 WLRQ-F	SAC	35 / 5.7	4.7	5.5	6.0	5.9	476 / 12.2	12.8	14.2	35 / 476	WLRQ-F
7 WTKS-F	T	33 / 5.4	5.2	4.2	3.9	3.3	536 / 13.7	12.4	11.7	58 / 1021	WTKS-F
8 WHKR-F	C	29 / 4.7	3.8	4.9	4.5	5.4	410 / 10.5	9.8	12.2	29 / 433	WHKR-F
9 WOMX-F	AC/CHR	26 / 4.2	6.2	5.1	4.7	4.4	552 / 14.1	16.4	15.9	63 / 1111	WOMX-F
10 WJHM-F	B	24 / 3.9	2.6	2.6	2.5	3.9	342 / 8.7	6.5	7.4	69 / 997	WJHM-F
11 WTAI	T	19 / 3.1	2.5	2.0	2.7	3.8	178 / 4.6	4.4	2.1	19 / 178	WTAI
12 WGGD-F	O	17 / 2.8	2.0	3.1	2.8	3.9	247 / 6.3	6.0	6.6	17 / 247	WGGD-F
13 WOCL-F	O	14 / 2.3	2.6	2.4	2.5	1.6	285 / 7.3	8.1	8.5	75 / 1036	WOCL-F
14 WSHE-F	AC	13 / 2.1	2.9	3.4	5.0	2.6	335 / 8.6	10.0	13.7	30 / 773	WSHE-F
15 WGNF-F	C	12 / 2.0	1.8	1.1	0.7	1.1	190 / 4.9	6.5	6.3	76 / 909	WGNF-F

12+ FM Share (Metro): 81.90 % ( 439 of 536 ) ( Fall 95: 78.66 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WJHM-F	1 WJRR-F	1 WHTQ-F	1 WHTQ-F >	1 WHTQ-F	1 WMMB >	1 WMMB	1 WMMB	1 WAOA-F <	1 WJRR-F	1 WJRR-F
2 WAOA-F	2 WHTQ-F	2 WJRR-F	2 WLRQ-F	2 WLRQ-F <	2 WWKA-F >	2 WTKS-F <	2 WHTQ-F <	2 WHTQ-F	2 WWKA-F	2 WMMB
3 WJRR-F	3 WTKS-F	3 WAOA-F	3 WTKS-F	3 WTKS-F	3 WHTQ-F <	3 WJRR-F <	3 WWKA-F	3 WWKA-F	3 WJHM-F	
4 WWKA-F	WAOA-F <	4 WLRQ-F <	WJRR-F	WAOA-F <	4 WHKR-F	4 WHTQ-F <	WAOA-F <	4 WMMB	WAOA-F <	
	5 WLRQ-F	5 WTKS-F	WAOA-F	5 WJRR-F	WLRQ-F <	5 WWKA-F	5 WLRQ-F	WJRR-F <	5 WHTQ-F	
	6 WWKA-F <	6 WOMX-F	6 WOMX-F	6 WOMX-F	6 WAOA-F <	6 WAOA-F	6 WJRR-F	6 WLRQ-F	6 WMMB	
				8 WHKR-F	7 WTAI	7 WLRQ-F	7 WTKS-F	7 WTKS-F	7 WHKR-F	
							WTAI	8 WHKR-F		
							WHKR-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 WJHM-F >	1 WAOA-F	1 WAOA-F	1 WAOA-F	1 WLRQ-F	1 WJRR-F >>	1 WJRR-F	1 WHTQ-F	1 WHTQ-F	1 WHTQ-F >
2 WAOA-F >	2 WOMX-F	WOMX-F	2 WLRQ-F <	WAOA-F <	2 WJHM-F	2 WHTQ-F	2 WJRR-F	2 WJRR-F	2 WTKS-F <
3 WJRR-F	3 WLRQ-F	3 WLRQ-F	3 WOMX-F >	3 WOMX-F >	WHTQ-F	3 WTKS-F >	WTKS-F >	3 WTKS-F >	3 WJRR-F >
WXXL-F	4 WJHM-F	4 WWKA-F	4 WWKA-F	4 WWKA-F	WAOA-F >	4 WLRQ-F >	4 WLRQ-F	4 WAOA-F	4 WHKR-F
WWKA-F	WWKA-F >	5 WSHE-F	WJHM-F	5 WHKR-F			5 WHKR-F	5 WHKR-F	WLRQ-F
WLRQ-F >>	6 WSHE-F	6 WCFB-F >	6 WHTQ-F	6 WHTQ-F >					
			WJRR-F						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WMEL	T	920 Melbourne	0.3 2.6 2 102
WMYM	N	1350 Cocoa	0.5 2.2 3 86
WRFB	EZ	860 Cocoa	1.5 3.8 9 150
WWBC	REL	1510 Cocoa	0.3 0.9 2 34

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WCFB-F	U/AC	94.5 Daytona Beach	1.5 3.4 43 488
WDBO	FS/T	580 Orlando	0.7 1.5 24 377
WFLM-F	B/AC	104.7 White City	0.3 1.2 2 47
WGYL-F	EZ	93.7 Vero Beach	0.5 2.1 3 82
WKGR-F	CL AOR	98.7 Ft. Pierce	0.8 3.6 5 142
WKRO-F	AOR-NR	93.1 Edgewater	0.3 1.7 22 400
WLQO-F	J	103.1 Winter Park	0.5 1.4 15 189
WGMF-F	SAC	107.9 Mt. Dora	1.8 5.5 86 1033
WMMD-F	AC-AOR	98.9 Orlando	0.7 2.5 8 242
WOSN-F	ST	97.1 Indian River	1.5 2.8 9 109
WPAW-F	C	99.7 Vero Beach	0.7 2.3 4 90
WPCV-F	C	97.5 Winter Haven	0.3 2.0 5 171
WQOL-F	O	103.7 Vero Beach	1.1 3.6 7 141
WQTM	SPRTS	540 Pine Hills	0.7 2.4 10 195
WXXL-F	CHR	106.7 Tavares	0.8 3.6 39 719

# MELBOURNE-TITUSVILLE-COCOA

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	43 (3)	43 (3)	8.0 %	7.0 %
AOR/Classic/NR	0 (0)	91 (4)	91 (4)	17.0 %	18.2 %
Black/Urban	0 (0)	35 (3)	35 (3)	6.5 %	4.0 %
CHR	0 (0)	46 (2)	46 (2)	8.6 %	10.1 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	92 (5)	92 (5)	17.2 %	15.8 %
Full Service	4 (1)	0 (0)	4 (1)	0.7 %	1.3 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	3 (1)	3 (1)	0.6 %	0.6 %
News/Talk	24 (3)	33 (1)	57 (4)	10.6 %	10.8 %
Oldies	0 (0)	38 (3)	38 (3)	7.1 %	6.6 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	2 (1)	0 (0)	2 (1)	0.4 %	0.0 %
Soft AC/EZ	9 (1)	49 (3)	58 (4)	10.8 %	14.1 %
Sports	4 (1)	0 (0)	4 (1)	0.7 %	0.4 %
Standards	54 (1)	9 (1)	63 (2)	11.8 %	10.8 %
<b>Totals</b>	<b>97 (8)</b>	<b>439 (26)</b>	<b>536 (34)</b>		

Consolidation Report	12+	25-54	Revenue
Capstar, pend. WGGD-FM, WHKR-FM, WLRQ-FM, WMMB-AM, WMYM-AM	22.5 %	19.7 %	%
	22.5 %	19.7 %	%

### AM Stations

WMEL	920	1 kw (DA-2)	Talk	Westwd, ABC	\$ NA	Savali	
WMMB	1240	1 kw	Standards	Westwd, ABC, Tknt	\$ NA	Allied	Capstar, pend.
WRFB	860	1 kw/121 w	Easy Listening		\$ NA	--	
WTAI	1560	5 kw (Days)	Talk	ABC	\$ NA	Allied	

### FM Stations

WAOA	107.1	100 kw @ 485	CHR		\$ NA	Allied	
WGGD	95.1	6 kw @ 210	Oldies		\$ NA	Allied	Capstar, pend.
WHKR	102.7	50 kw @ 492	Country		\$ NA	Eastman	Capstar, pend. Rockledge
WLRQ	99.3	50 kw @ 492	AC		\$ NA	Eastman	Capstar, pend.

Notes: Other ranked stations: See Orlando or Daytona Beach . . . 10/96 WMYM/WLRQ-F sold to Capstar . . . 10/96 WMMB/WGGD-F sold to Capstar (D) . . . 10/96 WHKR-F sold to Capstar (D+)

# MEMPHIS

**Arbitron Rank:** 43 **Pop (12+)** 943,800  
**MSA Rank:** 52  
**MSA Pop:** 1,080,000  
**DMA:** 42  
**Average Persons Rating:** 16.2  
**Market TSL in Hours** 21.50

**Stations** 28 / 26  
**Diaries:** 1,577/598:1/51.1%  
**Sample Target:** 1,490  
**% Below Line:** 1.0  
**% Not Listed:** 13.2  
**Pop per Station:** 36,300

**Last Year's Revenue:** \$39,200,000  
**Household Income:** \$37,678  
**Retail Dollars:** \$10.5 Bil.  
**#1 Biller:** WGKX-FM \$6,300,000  
**#1 Billing Portfolio:**  
 Clear Channel duop+ \$15,550,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spq 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spq 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WHRK-F	B	193 / 12.6	12.8	12.8	14.3	12.1	13.1	2305 / 24.4	24.7	23.1	220 / 2688	G	WHRK-F
2	WMC-F	CHR/AC	125 / 8.2	6.4	6.9	6.7	5.8	7.1	1640 / 17.4	19.2	15.4	146 / 2174	E	WMC-F
3	WRVR-F	AC	108 / 7.1	7.5	7.7	7.4	7.1	7.4	1621 / 17.2	17.9	15.3	124 / 1974	F	WRVR-F
4	WDIA	B	106 / 6.9	8.7	8.0	9.0	6.8	8.2	1519 / 16.1	16.8	15.5	115 / 1731	D	WDIA
5	WGKX-F	C	99 / 6.5	5.8	7.1	7.4	7.5	6.7	1619 / 17.2	17.8	19.1	141 / 2229	G	WGKX-F
6	KJMS-F	B	88 / 5.8	7.0	6.1	6.9	5.8	6.4	1634 / 17.3	17.7	17.4	99 / 1812	C	KJMS-F
7	WEGR-F	AOR	76 / 5.0	6.7	6.9	5.2	6.7	5.9	1177 / 12.5	14.8	14.6	114 / 1901	F	WEGR-F
8	WLOK	G	67 / 4.4	6.6	4.3	5.4	5.0	5.2	1110 / 11.8	10.8	9.5	68 / 1122	C	WLOK
9	WMC	NT	61 / 4.0	4.5	4.8	4.4	6.3	4.4	823 / 8.7	10.3	12.8	67 / 952	D	WMC
10	WOGY-F	C	60 / 3.9	3.4	3.9	4.1	5.6	3.8	1050 / 11.1	11.0	12.8	65 / 1125	C	WOGY-F
11	WSRR-F	O-70s	56 / 3.7	3.2	3.1	2.9	2.7	3.2	1122 / 11.9	10.8	10.5	65 / 1415	D	WSRR-F
12	WRXQ-F	AOR-NR	39 / 2.6	3.1	3.1	3.0	2.8	3.0	766 / 8.1	11.0	9.9	40 / 782	B	WRXQ-F
13	WJCE	B/O	36 / 2.4	2.3	2.1	3.0	2.6	2.5	625 / 6.6	5.9	7.0	37 / 670	B	WJCE
14	WCRV	REL	29 / 1.9	2.3	2.0	1.5	1.7	1.9	466 / 4.9	5.4	4.8	38 / 574	A	WCRV
15	WMFS-F	AOR	26 / 1.7	2.8	2.9	2.1	2.4	2.4	539 / 5.7	7.1	7.0	26 / 549	A	WMFS-F
	WREC	T	26 / 1.7	1.3	1.0	1.5	1.5	1.4	586 / 6.2	4.7	7.0	29 / 721	B	WREC
17	WPLX	ST	22 / 1.4	1.0	1.4	2.0	1.4	1.5	146 / 1.5	1.8	2.6	22 / 153	A	WPLX
18	KMZN-F	B	20 / 1.3		0.5	0.4			227 / 2.4	2.7		20 / 227		KMZN-F
19	WBBP	REL	17 / 1.1	0.9	0.8	0.9	1.0	0.9	427 / 4.5	3.7	3.6	18 / 438		WBBP

12+ FM Share (Metro): 68.75 % ( 911 of 1325 ) ( Fall 95: 67.72 % )

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 WMC-F <	1 WHRK-F	1 WHRK-F >>	1 WHRK-F >>
2 K.JMS-F >>	2 WEGR-F >	2 WMC-F	2 WMC-F	2 WMC-F <	2 WRVR-F <	2 WMC-F	2 WHRK-F	2 WMC-F	2 K.JMS-F >>	2 WLOK
3 K.JMS-F <	3 WRVR-F	3 WRVR-F	3 WRVR-F	3 WRVR-F	3 WMC-F	3 WRVR-F <	3 WRVR-F >	3 WRVR-F <	3 WDIA	3 K.JMS-F >
4 WMC-F	4 WEGR-F <	4 WDIA <	4 WDIA <	4 WDIA >	4 WGKX-F	4 WGKX-F <	4 WGKX-F <	4 WGKX-F	4 WLOK <	
5 WGKX-F <	5 K.JMS-F <	5 WEGR-F	5 WEGR-F	5 WEGR-F <	5 WHRK-F <	5 WEGR-F <	5 WMC <	5 WDIA	5 WGKX-F <	
6 WRVR-F <	6 WDIA	6 K.JMS-F <	6 K.JMS-F <	6 WGKX-F <	6 WMC <	6 WDIA >	6 WDIA <	K.JMS-F <	6 WMC-F	
7 WSRR-F <	7 WGKX-F	7 WSRR-F <	8 WGKX-F	8 K.JMS-F	7 WLOK >	7 WEGR-F <	7 WEGR-F <	7 WEGR-F	WRVR-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 WHRK-F >>	1 WHRK-F >	1 WHRK-F	1 WHRK-F <	1 WMC-F	1 WHRK-F	1 WHRK-F	1 WHRK-F	1 WHRK-F	1 WHRK-F
2 K.JMS-F <	2 WMC-F >	2 WMC-F >	2 WMC-F >	2 WHRK-F	2 WEGR-F >	2 WEGR-F >>	2 WEGR-F >>	2 WEGR-F >	2 WEGR-F
3 WMC-F >	3 K.JMS-F	3 WRVR-F	3 WRVR-F	3 WRVR-F	3 WGKX-F	3 K.JMS-F	3 WSRR-F	3 K.JMS-F <	3 WRVR-F
4 WGKX-F	4 WRVR-F	4 K.JMS-F	4 WDIA <	4 WDIA	K.JMS-F	4 WSRR-F	WMFS-F	4 WRVR-F <	4 WDIA
WOGY-F	5 WOGY-F <	5 WDIA	5 K.JMS-F	5 WLOK	5 WRXQ-F	WMFS-F	5 K.JMS-F	5 WGKX-F <	5 WMC-F <
6 KFIN-F	6 WEGR-F	6 WEGR-F	6 WGKX-F	6 K.JMS-F	6 WOGY-F >	6 WGKX-F	6 WRVR-F	6 WMC-F	6 WGKX-F <
	WGKX-F	7 WSRR-F	7 WLOK <	WSRR-F		WRXQ-F		WDIA <	7 WSRR-F
				WGKX-F >				8 WSRR-F	K.JMS-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KLCN	N	910	Blytheville, AR 0.5 1.0 9 108
WAVN	REL	1240	Southaven, MS 0.8 1.4 12 133
WHBQ	SPRTS	560	Memphis 0.7 3.4 14 379
WMPS	REL	1380	Millington 0.3 1.8 5 172
WNWZ	ST	1430	Germentown 0.5 1.4 7 133
WSFZ	SPRTS	1030	Memphis 0.5 1.2 7 116
WVIM-F	REL	98.3	Coldwater, MS 0.3 1.4 6 161

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KFIN-F	C	107.9	Jonesboro, AR 0.7 1.2 76 888
KIYS-F	AC	101.9	Jonesboro, AR 0.3 1.3 41 630

# MEMPHIS

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	113 (2)	113 (2)	8.5 %	9.2 %	<b>Barnstable</b>	10.2 %	10.7 %	21.2 %
AOR/Classic/NR	0 (0)	141 (3)	141 (3)	10.6 %	15.2 %	WGKX-FM, WSRR-FM			
Black/Urban	142 (2)	301 (3)	443 (5)	33.4 %	33.3 %	<b>Clear Channel</b>	34.6 %	34.3 %	39.7 %
CHR	0 (0)	125 (1)	125 (1)	9.4 %	7.8 %	KJMS-FM, KWAM-AM, WDIA-AM, WEGR-FM, WHRK-FM, WREC-AM, WRXQ-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	<b>Finn</b>	2.5 %	1.9 %	2.0 %
Country	0 (0)	170 (3)	170 (3)	12.8 %	12.9 %	KMZN-FM, WHBQ-AM, WNWZ-AM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	<b>Sinclair TV</b>	13.4 %	15.9 %	17.1 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WJCE-AM, WOGY-FM, WRVR-FM			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		<b>60.7 %</b>	<b>62.8 %</b>	<b>80.0 %</b>
News/Talk	95 (3)	0 (0)	95 (3)	7.2 %	6.6 %				
Oldies	0 (0)	56 (1)	56 (1)	4.2 %	4.0 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	130 (5)	5 (1)	135 (6)	10.2 %	9.2 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	18 (2)	0 (0)	18 (2)	1.4 %	0.8 %				
Standards	29 (2)	0 (0)	29 (2)	2.2 %	1.0 %				
<b>Totals</b>	<b>414 (14)</b>	<b>911 (14)</b>	<b>1325 (28)</b>						

## AM Stations

Station	Freq	Power	Format	Ownership	Share	Notes	
WBBP	1480	5 kw/0.1 kw (DA-N)	Religion	\$NA	---		
WCRV	640	50 kw/480 w (DA-N)	Religion	<20.00	---	Bott Collierville	
WDIA	1070	50 kw/5 kw (DA-2)	Black	ABC	\$48.00	Ctr Chnl Clear Channel	
WJCE	680	10 kw/5 kw (DA-N)	Black Oldies	ABC	\$25.00	Allied Sinclair TV	
WLOK	1340	1 kw	Gospel	AURN, Westwd	\$30.00	Salem	
WMC	790	5 kw (DA-N)	News/Talk	ABC, CBS	\$53.00	Mc-Guild Raycom	
WPLX	1170	1 kw (Days)	Standards	CNN, Westwd	\$19.00	---	Germantown
WREC	600	5 kw (DA-2)	Talk	CBS, AP, Westwd	<20.00	Ctr Chnl Clear Channel	

## FM Stations

Station	Freq	Power	Format	Ownership	Share	Notes	
KJMS	101.1	100 kw @ 450	Black	CBS, ABC	\$40.00	Ctr Chnl Clear Channel	
KMZN	107.1	3 kw @ 328	Black		\$17.00	---	Finn Marion, AR
WEGR	102.7	100 kw @ 900	AOR	Westwd, ABC	\$92.00	Ctr Chnl Clear Channel	
WGKX	105.9	100 kw @ 984	Country		\$111.00	D&R Barnstable	
WHRK	97.1	100 kw @ 531	Black	Westwd	\$95.00	Ctr Chnl Clear Channel	
WMC	99.7	300 kw @ 908	CHR/AC	Source	\$78.00	Mc-Guild Raycom	
WMFS	92.9	6 kw @ 328	AOR		\$21.00	---	Bartlett
WOGY	94.1	50 kw @ 472	Country	Westwd	\$40.00	Allied Sinclair TV	Germantown
WRVR	104.5	100 kw @ 750	AC		\$88.00	Allied Sinclair TV	
WRXQ	95.7	6 kw @ 328	AOR-New Rock		\$24.00	Ctr Chnl Clear Channel	Olive Branch, MS
WSRR	98.1	100 kw @ 768	70's Oldies	ABC	\$49.00	Katz Barnstable	Millington

Notes: 9/96 KMZN-F changed from AOR-New Rock to Black . . . 10/96 KWAM/KJMS-F sold by U.S. Radio to Clear Channel (D+) for \$12,500,000 (Crisler)

Jim Duncan

Comments: WSRR-F had its fourth consecutive up book . . . WMC-F had its highest 12+ share in at least several years



# MIAMI-FT. LAUDERDALE

**Arbitron Rank:** 11 **Pop (12+)** 2,984,300  
**MSA Rank:** 24-Mia./39-Ft. L.  
**MSA Pop:** 3,470,000  
**DMA:** 16  
**Average Persons Rating:** 19.1  
**Market TSL in Hours** 25.25

**Stations** 38 / 34  
**Diaries:** 4,729/631:1/45.4%  
**Sample Target:** 4,710  
**% Below Line:** 2.0  
**% Not Listed:** 9.9  
**Pop per Station:** 87,774

**Last Year's Revenue:** \$141,000,000  
**Household Income:** \$34,743  
**Retail Dollars:** \$38.8 Bil.  
**#1 Biller:** NA  
**#1 Billing Portfolio:**  
 Paxson duop+ \$31,300,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1	WPOW-F	326 / 5.7	4.9	5.6	5.2	4.3	5.3	5535 / 18.5	17.3	15.7	365 / 6308	H	WPOW-F
2	WEDR-F	312 / 5.5	5.9	5.7	6.0	6.2	5.8	4069 / 13.6	13.5	14.0	349 / 4727	H	WEDR-F
3	WHQT-F	275 / 4.8	5.3	4.3	5.1	5.4	4.9	3776 / 12.7	11.7	12.9	289 / 4194	H	WHQT-F
4	WRMA-F	255 / 4.5	4.3	5.4	4.8	6.3	4.8	3270 / 11.0	11.5	12.0	265 / 3442	G	WRMA-F
5	WLYF-F	253 / 4.4	5.4	5.4	5.1	5.3	5.1	3364 / 11.3	13.2	12.4	272 / 3789	H	WLYF-F
6	WAMR-F	251 / 4.4	5.6	4.6	5.2	4.7	5.0	3033 / 10.2	9.9	10.1	258 / 3182	H	WAMR-F
7	WXDJ-F	250 / 4.4	3.0	3.2	3.0	4.1	3.4	3100 / 10.4	9.1	10.1	251 / 3134	G	WXDJ-F
8	WAQI	223 / 3.9	4.7	4.0	4.5	4.0	4.3	1951 / 6.5	7.2	6.6	224 / 1970	G	WAQI
9	WMXJ-F	200 / 3.5	3.9	3.3	3.9	3.1	3.7	3360 / 11.3	11.0	10.9	229 / 3874	G	WMXJ-F
10	WHYI-F	198 / 3.5	3.8	4.0	3.6	3.5	3.7	3840 / 12.9	13.3	12.8	216 / 4380	H	WHYI-F
11	WIOD	190 / 3.3	3.4	2.6	3.4	3.4	3.2	2651 / 8.9	7.1	9.2	222 / 3104	H	WIOD
12	WZTA-F	189 / 3.3	3.9	3.7	3.3	3.2	3.5	2729 / 9.1	10.1	9.8	214 / 3301	G	WZTA-F
13	WKIS-F	178 / 3.1	3.6	3.3	3.6	3.3	3.4	2572 / 8.6	8.5	8.8	201 / 3063	H	WKIS-F
14	WLVE-F	175 / 3.1	3.0	3.5	3.3	2.8	3.2	2809 / 9.4	9.1	9.0	210 / 3278	G	WLVE-F
15	WFLC-F	160 / 2.8	2.7	3.4	3.3	3.6	3.1	3216 / 10.8	11.0	12.2	185 / 3476	H	WFLC-F
16	WCMQ-F	159 / 2.8	2.2	2.1	1.4	1.6	2.1	2037 / 6.8	5.8	5.2	160 / 2080	H	WCMQ-F
17	WTMI-F	154 / 2.7	2.7	3.1	3.2	3.1	2.9	2328 / 7.8	8.1	8.3	176 / 2786	F	WTMI-F
18	WQBA	141 / 2.5	2.3	2.2	2.6	2.5	2.4	1492 / 5.0	4.5	4.7	141 / 1496	H	WQBA
19	WBGG-F	137 / 2.4	2.5	2.3	2.2	2.6	2.3	2536 / 8.5	8.3	8.3	161 / 3125	D	WBGG-F
20	WCMQ	113 / 2.0	2.0	2.7	2.8	2.9	2.4	1148 / 3.8	5.0	4.4	113 / 1148	H	WCMQ
21	WPLL-F	111 / 2.0	2.5	2.1	1.6	2.0	2.0	2630 / 8.8	8.3	8.0	131 / 3217	H	WPLL-F
	WINZ	111 / 2.0	1.5	1.7	1.9	2.1	1.8	2516 / 8.4	6.9	8.0	117 / 2731	F	WINZ
23	WQAM	105 / 1.8	2.3	1.7	1.8	1.4	1.9	1552 / 5.2	5.1	5.3	124 / 1887	D	WQAM
24	WSUA	95 / 1.7	1.3	1.7	1.7	1.0	1.6	811 / 2.7	2.6	1.8	95 / 811	B	WSUA
25	WRTO-F	87 / 1.5	1.4	1.5	1.4	1.4	1.5	2056 / 6.9	5.9	5.1	95 / 2246	H	WRTO-F
26	WMBM	76 / 1.3	1.1	1.3	1.0	1.7	1.2	738 / 2.5	2.4	2.7	76 / 738	H	WMBM
27	WAVS	69 / 1.2	0.9	0.9	0.8	0.8	0.9	697 / 2.3	2.0	2.0	71 / 725	H	WAVS

12+ FM Share (Metro): 73.06 % ( 3742 of 5122 ) ( Fall 95: 74.24 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WPOW-F >>	1 WPOW-F	1 WEDR-F <	1 WEDR-F <	1 WHQT-F <	1 WAQI <	1 WAMR-F >	1 WIOD <	1 WPOW-F	1 WPOW-F >	1 WEDR-F >
2 WEDR-F >>	2 WEDR-F	2 WHQT-F <	2 WHQT-F	2 WEDR-F <	2 WLYF-F	2 WHQT-F <	2 WLYF-F	2 WEDR-F <	2 WEDR-F <	2 WHQT-F
	3 WHQT-F <	3 WPOW-F <	3 WXDJ-F <	3 WXDJ-F	WRMA-F <	3 WAQI	3 WAQI <	3 WLYF-F <	3 WHQT-F <	3 WAQI
	4 WZTA-F <	4 WXDJ-F	4 WPOW-F	4 WRMA-F <	4 WAMR-F <	WPOW-F	4 WRMA-F	4 WHQT-F	4 WAQI	WFTL
	5 WXDJ-F <	5 WZTA-F <	5 WRMA-F	5 WAMR-F <	5 WMXJ-F	WEDR-F <	WEDR-F <	5 WRMA-F	5 WRMA-F >	
	6 WHYI-F	6 WHYI-F	WHYI-F <	6 WPOW-F <		6 WBGG-F <	6 WPOW-F	WXDJ-F		
	7 WFLC-F <	7 WRMA-F <	7 WLYF-F	7 WLYF-F <		7 WQBA <	WXDJ-F			
	8 WBGG-F <	8 WLYF-F <	WZTA-F <	8 WHYI-F <						
	9 WPLL-F <	9 WAMR-F <	9 WAMR-F <	9 WMXJ-F <						
			10 WBGG-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 WPOW-F	1 WPOW-F <	1 WHQT-F <	1 WHQT-F	1 WHQT-F	1 WPOW-F >	1 WZTA-F <	1 WZTA-F	1 WZTA-F	1 WIOD <
2 WEDR-F <	2 WEDR-F <	2 WEDR-F <	2 WEDR-F	2 WEDR-F <	2 WZTA-F <	2 WPOW-F	2 WPOW-F <	2 WEDR-F	2 WZTA-F <
3 WHQT-F	3 WHQT-F	3 WPOW-F	3 WPOW-F <	3 WLYF-F	3 WEDR-F	3 WEDR-F >	3 WEDR-F	WPOW-F	3 WEDR-F <
4 WHYI-F	4 WHYI-F	4 WHYI-F <	4 WHYI-F <	WAMR-F <	4 WHQT-F >	4 WXDJ-F <	4 WXDJ-F <	4 WIOD	4 WXDJ-F
5 WXDJ-F >	5 WXDJ-F	5 WAMR-F <	5 WXDJ-F <	5 WRMA-F <	5 WFLC-F <	5 WBGG-F	5 WBGG-F <	5 WXDJ-F <	5 WPOW-F
6 WZTA-F <	6 WAMR-F	6 WXDJ-F	6 WLYF-F	6 WXDJ-F <	6 WKIS-F <	6 WHQT-F	6 WIOD	6 WHQT-F <	6 WMXJ-F <
	7 WLYF-F	7 WLYF-F <	WRMA-F <	7 WHYI-F	7 WHYI-F	WIOD	7 WQAM	7 WBGG-F	7 WHQT-F
	8 WFLC-F <	8 WPLL-F <	8 WAMR-F		8 WAVS	8 WHYI-F <			8 WBGG-F
	9 WPLL-F <								
	10 WRMA-F								

# MIAMI-FT. LAUDERDALE

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	208 (2)	208 (2)	4.1 %	4.5 %
AOR/Classic/NR	0 (0)	300 (2)	300 (2)	5.9 %	6.3 %
Black/Urban	42 (1)	587 (2)	629 (3)	12.3 %	11.8 %
CHR	0 (0)	524 (2)	524 (2)	10.2 %	10.5 %
Classical	0 (0)	154 (1)	154 (1)	3.0 %	3.3 %
Country	0 (0)	178 (1)	178 (1)	3.5 %	3.6 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	633 (6)	1002 (6)	1635 (1)	31.9 %	30.0 %
Jazz	0 (0)	175 (1)	175 (1)	3.4 %	3.9 %
News/Talk	422 (5)	0 (0)	422 (5)	8.2 %	7.6 %
Oldies	0 (0)	337 (2)	337 (2)	6.6 %	6.1 %
Others/Unknown	69 (1)	0 (0)	69 (1)	1.3 %	1.5 %
Religion/Gospel	94 (2)	0 (0)	94 (2)	1.8 %	2.7 %
Soft AC/EZ	0 (0)	277 (2)	277 (2)	5.4 %	6.4 %
Sports	105 (1)	0 (0)	105 (1)	2.0 %	1.9 %
Standards	15 (1)	0 (0)	15 (1)	0.3 %	0.0 %
<b>Totals</b>	<b>1380 (17)</b>	<b>3742 (21)</b>	<b>5122 (38)</b>		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WACC	SP	830	Hialeah	0.8	1.3	46 397
WAXY	T	790	Miami	0.7	2.8	46 939
WEXY	REL	1520	Wilton Manors	0.3	0.8	18 258
WFTL	T	1400	Ft. Lauderdale	0.9	2.8	56 938
WOCN	SP	1450	Miami	0.3	0.7	15 208
WRBD	B	1470	Pompano Beach	0.7	1.8	52 687

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WEAT-F	SAC	104.3	W. Palm Beach	0.4	2.1	143 2268
WJNA	ST	1040	Boynton Beach	0.3	0.9	23 445
WJNO	NT	1230	W. Palm Beach	0.5	1.3	86 1224
WRMF-F	AC	97.9	Palm Beach	0.8	2.3	154 1969

Consolidation Report	12+	25-54	Revenue
<b>Beasley</b>	10.6 %	9.8 %	12.6 %
WPOW-FM, WQAM-AM, WKIS-FM			
<b>Clear Channel</b>	5.9 %	7.9 %	7.2 %
WBGG-FM, WHYI-FM			
<b>Cox</b>	7.6 %	9.5 %	10.7 %
WHQT-FM, WFLC-FM			
<b>Heftel/Clear Channel</b>	12.3 %	9.7 %	16.4 %
WQBA-AM, WAQI-AM, WRTO-FM, WAMR-FM			
<b>Jefferson-Pilot</b>	8.6 %	8.7 %	9.9 %
WMXJ-FM, WLYF-FM, WAXY-AM			
<b>Local</b>	0.0 %	0.0 %	1.0 %
WWFE-AM, WRHC-AM			
<b>Paxson</b>	14.6 %	15.0 %	22.2 %
WPLL-FM, WLVE-FM, WIOD-AM, WINZ-AM, WFTL-AM, WZTA-FM			
<b>SBS</b>	13.7 %	14.4 %	13.9 %
WXDJ-FM, WRMA-FM, WSKP-FM, WCMQ-FM, WCMQ-AM			
	<b>73.4 %</b>	<b>75.0 %</b>	<b>93.9 %</b>

### AM Stations

Station	Power	Time	Demographic	Revenue	Advertiser	Agency	Notes
WAQI	710	50 kw (DA-2)	Hispanic	\$80.00	Caballero	Heftel/Ct. Chnl	
WAVS	1170	5 kw/250 w (DA-N)	Ethnic	\$NA	---		Davie
WCMQ	1210	25 kw/2.5 kw (DA-2)	Hispanic (News)	\$55.00	SBS	SBS	
WINZ	940	50 kw/25 kw (DA-N)	News/Tak	ABC, CBS, CNN	\$73.00	Katz	Paxson
WIOD	610	10 kw (DA-2)	News/Tak	Westwd	\$154.00	Christal	Paxson
WMBM	1490	1 kw	Gospel	NA	---		Miami Beach
WQAM	560	5 kw/1 kw	Sports	Westwd	\$47.00	D&R	Beasley
WQBA	1140	50 kw/10 kw (DA-N)	Hispanic	\$100.00	Katz Hisp.	Heftel/Ct. Chnl	
WSJA	1260	5 kw (DA-2)	Hispanic	\$41.00	---	El Dorado	

# MIAMI-FT. LAUDERDALE

## FM Stations

Station	Freq	Power	Genre	Company	Format	Notes
WAMR	107.5	96 kw @ 1006	Hispanic		\$80.00	Caballero Heftel/Cr. Chnl
WBGG	105.9	100 kw @ 1024	Oldies-70's		\$69.00	Clear Chann Clear Channel
WCMQ	92.3	31 kw @ 618	Hispanic		\$65.00	SBS SBS Hialeah
WEDR	99.1	100 kw @ 919	Black	CBS	\$155.00	Mc-Guild Evergreen
WFLC	97.3	100 kw @ 1006	AC		\$177.00	Christal Cox
WHQT	105.1	100 kw @ 1006	Black AC		\$150.00	Christal Cox Coral Gables
WHYI	100.7	100 kw @ 1006	AC/CHR		\$172.00	Clear Chann Clear Channel
WKIS	99.9	100 kw @ 984	Country	Westwd	\$147.00	D&R Beasley Boca Raton
WLVE	93.9	100 kw @ 1006	Jazz		\$140.00	Katz Paxson
WLYF	101.5	100 kw @ 810	Soft AC		\$164.00	CBS Jefferson-Pibst
WMXJ	102.7	100 kw @ 1006	Oldies		\$133.00	CBS Jefferson-Pibst
WPLL	103.5	100 kw @ 1006	Prog. AOR		NA	Allied Paxson
WPOW	96.5	100 kw @ 1006	CHR	Source	\$174.00	D&R Beasley
WRMA	106.7	100 kw @ 984	Spanish AC		\$129.00	--- SBS
WRTO	98.3	100 kw @ 1407	Hispanic		\$60.00	Lotus Heftel/Cr. Chnl Goulds
WTMI	93.1	100 kw @ 1006	Classical		\$115.00	Allied Tanger
WXDJ	95.7	46 kw @ 531	Hispanic		\$126.00	--- SBS Homestead
WZTA	94.9	100 kw @ 1006	AOR		\$110.00	Katz Paxson

Notes: 9/96 WRMA-F/WXDJ-F sold by R. Oasis to Spanish Broadcasting System for \$110,000,000 . . . 10/96 WRBD (1470; Pompano Beach) sold by Rivers for \$1,500,000 . . . 10/96 WACC (830; Hialeah) sold for \$2,550,000 . . . 10/96 WACC changed from Spanish Talk to Spanish Religion

Jim Duncan

Comments: For the first time, WPOW is the 12+ leader . . . Hispanic station listening is up to almost 32% . . . Most "Anglo" formats were down as compared to the Spring book . . . Listening levels are steady . . . WXDJ-F had its best book in over two years

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* 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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

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

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

# MILWAUKEE-RACINE

**Arbitron Rank:** 29 Pop (12+) 1,342,500  
**MSA Rank:** 36  
**MSA Pop:** 1,460,000  
**DMA:** 31  
**Average Persons Rating:** 16.7  
**Market TSL in Hours** 22.25

**Stations** 31 / 28  
**Diaries:** 2,768/485:1/56.8%  
**Sample Target:** 2,670  
**% Below Line:** 1.6  
**% Not Listed:** 8.7  
**Pop per Station:** 47,946

**Last Year's Revenue:** \$55,700,000  
**Household Income:** \$48,059  
**Retail Dollars:** \$15.8 Bil.  
**#1 Biller:** WTMJ \$9,900,000  
**#1 Billing Portfolio:**  
**Journal Co. combo** \$13,500,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1 WTMJ	FS	235 / 10.5	10.5	9.4	9.2	9.1	9.9	3967 / 29.5	22.6	27.2	283 / 4908	H WTMJ
2 WMIL-F	C	179 / 8.0	9.0	9.8	8.4	7.7	8.8	2259 / 16.8	18.4	16.7	217 / 2778	G WMIL-F
3 WKKV-F	B	166 / 7.4	8.0	6.1	7.5	6.7	6.8	1911 / 14.2	13.1	12.5	175 / 2073	D WKKV-F
4 WLZR-F	AOR	153 / 6.8	6.0	6.6	5.4	5.9	6.2	2529 / 18.8	16.9	17.3	184 / 3108	E WLZR-F
5 WKLH-F	CL AOR	151 / 6.7	7.6	6.9	6.4	6.5	6.9	2297 / 17.1	18.1	16.1	164 / 2643	G WKLH-F
6 WOKY	ST	128 / 5.7	6.1	5.9	4.5	6.6	5.6	1482 / 11.0	10.3	12.2	132 / 1594	D WOKY
7 WKTI-F	AC	123 / 5.5	6.4	6.5	7.2	6.2	6.4	2476 / 18.4	20.1	19.5	135 / 2753	H WKTI-F
8 WMYX-F	AC	122 / 5.4	4.4	4.3	4.5	4.1	4.6	2108 / 15.7	14.4	12.3	151 / 2537	E WMYX-F
9 WISN	T	120 / 5.3	5.0	4.6	4.2	4.8	4.8	1858 / 13.8	12.8	11.8	145 / 2180	E WISN
10 WZTR-F	O	91 / 4.1	4.1	4.0	4.6	4.2	4.2	1963 / 14.6	14.0	14.6	105 / 2354	D WZTR-F
11 WLUM-F	AOR-NR	84 / 3.7	4.0	4.0	4.0	3.9	4.0	1892 / 14.1	14.8	14.1	99 / 2295	D WLUM-F
12 WLTQ-F	SAC	69 / 3.1	2.8	3.4	3.1	2.8	3.1	1209 / 9.0	9.8	8.7	74 / 1340	E WLTQ-F
13 WJZI-F	J	60 / 2.7	3.1	2.0	1.5	1.3	2.3	968 / 7.2	7.5	8.4	65 / 1092	D WJZI-F
14 WAMG-F	AC/CHR	54 / 2.4	2.0	2.7	2.5	2.7	2.4	1093 / 8.1	7.9	8.5	56 / 1243	D WAMG-F
15 WNOV	B/G	46 / 2.1	2.0	2.5	1.7	1.7	2.1	654 / 4.9	4.8	4.1	46 / 654	A WNOV
16 WFMR-F	CL	43 / 1.9	1.9	2.1	2.4	2.7	2.1	862 / 6.4	6.6	6.7	43 / 868	C WFMR-F
17 WMCS	B	42 / 1.9	1.8	1.3	2.8	2.7	1.9	664 / 4.9	4.3	5.1	42 / 664	A WMCS
18 WEZY-F	EZ	34 / 1.5	1.3	1.2	1.3	1.0	1.3	441 / 3.3	2.5	3.4	54 / 681	A WEZY-F

12+ FM Share (Metro): 68.64 % ( 1405 of 2047 ) ( Fall 95: 68.47 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WKKV-F >>	1 WLZR-F >	1 WLZR-F <	1 WKLH-F <	1 WKLH-F	1 WTMJ >	1 WTMJ	1 WISN <	1 WISN <	1 WKKV-F >	1 WTMJ <
2 WLUM-F	2 WKKV-F <	2 WKLH-F	2 WLZR-F	2 WMIL-F <	2 WOKY	2 WLZR-F	2 WTMJ <	2 WKKV-F	2 WTMJ >	2 WKKV-F >
3 WLZR-F	3 WKLH-F <	3 WKTI-F <	3 WKTI-F <	3 WLZR-F <	3 WMIL-F	3 WMIL-F	3 WMIL-F	3 WTMJ <	3 WLZR-F <	
4 WMYX-F	4 WMIL-F	4 WMIL-F <	4 WKTI-F <	4 WISN	WKLH-F	WKLH-F	4 WMIL-F	4 WMIL-F <	4 WMIL-F <	
5 WMIL-F <	WKKV-F <	5 WMYX-F <	5 WTMJ <	5 WKLH-F	5 WKTI-F >	5 WOKY	5 WKLH-F <	5 WLUM-F <	5 WLUM-F <	
6 WKTI-F	6 WMYX-F	6 WTMJ	6 WMYX-F	6 WZTR-F	6 WOKY	6 WMYX-F <	6 WMYX-F <	6 WMYX-F	6 WMYX-F	
7 WLUM-F >>	7 WTMJ	7 WKKV-F <	7 WZTR-F <	8 WISN <	8 WISN	8 WZTR-F	8 WZTR-F <	8 WKTI-F <	7 WKLH-F >	
		9 WZTR-F	WKKV-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 WKKV-F	1 WMYX-F <	1 WKTI-F	1 WKTI-F	1 WKTI-F	1 WLZR-F >	1 WLZR-F >	1 WLZR-F >	1 WLZR-F	1 WKLH-F <
2 WMYX-F >	2 WKKV-F <	2 WMYX-F	2 WMYX-F	2 WMYX-F <	2 WKLH-F	2 WKLH-F >	2 WKLH-F >	2 WKLH-F >	2 WLZR-F
3 WLZR-F	3 WKTI-F	3 WMIL-F <	3 WKKV-F	3 WMIL-F	3 WKKV-F	3 WKKV-F	3 WLUM-F <	3 WMIL-F <	3 WTMJ <
4 WLUM-F	4 WLZR-F	4 WLZR-F	4 WMIL-F	4 WKLH-F <	4 WLUM-F <	4 WLUM-F	4 WKKV-F <	4 WTMJ <	4 WISN <
5 WKTI-F	WMIL-F >	WKKV-F >	5 WKLH-F	5 WZTR-F	5 WMIL-F >>	5 WMIL-F	5 WISN	5 WISN	5 WMIL-F >
6 WMIL-F	6 WLUM-F	6 WMCS <	6 WLZR-F	6 WLTQ-F	6 WTMJ <	6 WTMJ <	6 WKLH-F <	6 WKKV-F	6 WZTR-F
7 WKLH-F >>	WKLH-F >	WKLH-F	7 WZTR-F	WKKV-F <			7 WTMJ	7 WLUM-F	
		8 WLTQ-F	WLTQ-F	8 WTMJ					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAUK	SPRTS	1510	Waukesha 0.9 1.3 24 209
WBWI-F	C	92.5	West Bend 0.6 2.7 19 485
WEMP	O	1250	Milwaukee 0.5 2.1 11 294
WFMI-F	J	106.9	Brookfield 0.8 2.6 18 350
WRJN	T	1400	Racine 0.5 1.5 13 242
WTKM-F	C	104.9	Hartford 0.9 1.9 41 406
WTKM	C	1540	Hartford 0.1 0.3 4 65
WZXA-F	AC/CHR	104.7	Sturtevant 0.5 1.0 15 216

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBBM	N	780	Chicago 0.3 2.0 11 388
WGN	FS/T	720	Chicago 0.7 2.5 33 559
WIL-F	AOR	95.1	Kenosha 0.5 1.7 34 561

# MILWAUKEE-RACINE

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	311 (4)	311 (4)	15.2 %	11.9 %	<b>Clear Channel</b>	21.1 %	14.8 %	19.2 %
AOR/Classic/NR	1 (1)	400 (4)	401 (5)	19.6 %	20.4 %	WKKV-FM, WMIL-FM, WOKY-AM			
Black/Urban	42 (1)	166 (1)	208 (2)	10.2 %	8.3 %	<b>Heritage</b>	8.3 %	10.2 %	10.8 %
CHR	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WAMG-FM, WEMP-AM, WMYX-FM			
Classical	0 (0)	43 (1)	43 (1)	2.1 %	2.4 %	<b>Local</b>	2.7 %	2.3 %	2.0 %
Country	3 (1)	214 (3)	217 (4)	10.6 %	12.8 %	WFMI-FM, WFMR-FM			
Full Service	251 (2)	0 (0)	251 (2)	12.3 %	10.8 %	<b>Saga</b>	13.5 %	17.2 %	17.2 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WKLH-FM, WLZR-AM, WLZR-FM			
Jazz	0 (0)	77 (2)	77 (2)	3.8 %	3.8 %		45.6 %	44.4 %	49.2 %
News/Talk	139 (3)	0 (0)	139 (3)	6.8 %	5.9 %				
Oldies	11 (1)	91 (1)	102 (2)	5.0 %	5.0 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	46 (1)	0 (0)	46 (1)	2.2 %	2.7 %				
Soft AC/EZ	0 (0)	103 (2)	103 (2)	5.0 %	8.2 %				
Sports	21 (2)	0 (0)	21 (2)	1.0 %	0.8 %				
Standards	128 (1)	0 (0)	128 (1)	6.3 %	6.5 %				
<b>Totals</b>	<b>642 (13)</b>	<b>1405 (18)</b>	<b>2047 (31)</b>						

## AM Stations

Station	Power	Time	Format	Company	Price	Buyer	Agency
WISN	1130	50 kw/10 kw (DA-2)	Tak	ABC, Westwd	\$62.00	Katz	Hearst
WMCS	1290	5 kw (DA-2)	Black	ABC	\$26.00	Banner	All Pro
WNOV	860	250 w/5 w	Black/Gospel	AURN	\$22.00	---	
WOKY	920	5 kw/1 kw (DA-2)	Standards/FS	CNN	\$56.00	Allied	Clear Channel
WTMJ	620	50 kw/10 kw (DA-2)	Full Service	CBS, Taknt	\$139.00	Christal	Journal Co.

## FM Stations

Station	Freq	Power	Format	Company	Price	Buyer	Agency
WAMG	103.7	19.5 kw @ 840	AC/CHR	Westwd	\$50.00	Sentry	Heritage
WEZY	92.1	2.7 kw @ 492	EZ		\$NA	Christal	
WFMR	98.3	6 kw @ 292	Classical		\$39.00	Allied	
WJZI	93.3	12.5 kw @ 990	Jazz	ABC	NA	Allied	Shamrock
WKKV	100.7	50 kw @ 500	Urban	Westwd	\$60.00	Torbet	Clear Channel
WKLH	96.5	20 kw @ 807	Classic AOR		\$118.00	Mc-Guild	Saga
WKTJ	94.5	15.5 kw @ 911	AC/CHR	ABC	\$146.00	Christal	Journal Co.
WLTQ	97.3	15.5 kw @ 911	Soft AC	ABC	\$64.00	Katz	Hearst
WLUM	102.1	20 kw @ 761	AOR-New Rock	Source	\$60.00	Banner	All Pro
WLZR	102.9	50 kw @ 436	AOR	ABC	\$80.00	Eastman	Saga
WML	106.1	13.1 kw @ 976	Country		\$125.00	Allied	Clear Channel
WMYX	99.1	50 kw @ 448	AC	Westwd	\$75.00	Sentry	Heritage
WZTR	95.7	34 kw @ 610	Oldies		\$59.00	Banner	Shockley

Notes: 9/96 WAMG-F changed from Soft AC to a "Rhythmic AC" (AC/CHR) . . . 9/96 Colfax sold these stations to Chancellor: WMIL-F for \$43,000,000; WOKY for \$9,000,000 . . . 1/97 Chancellor sold WOKY/WMIL-F to Clear Channel (D) for a reported \$40,000,000

Jim Duncan

Comments: WTMJ had its second consecutive book in double-figures (10.5) . . . WISN had its third consecutive up book . . . Full Service/Talk format was up about 15% since Spring book . . . WMYX-F had its highest 12+ share in many years

# MINNEAPOLIS-ST. PAUL

<b>Arbitron Rank:</b> 16 Pop (12+) 2,227,400	<b>Stations:</b> 23 / 23	<b>Last Year's Revenue:</b> \$105,000,000
<b>MSA Rank:</b> 12	<b>Diaries:</b> 3,452/645:1/59.6%	<b>Household Income:</b> \$53,125
<b>MSA Pop:</b> 2,740,000	<b>Sample Target:</b> 3,440	<b>Retail Dollars:</b> \$28.2 Bil
<b>DMA:</b> 14	<b>% Below Line:</b> 0.0	<b>#1 Biller:</b> KQRS-AF \$18,200,000
<b>Average Persons Rating:</b> 17.1	<b>% Not Listed:</b> 15.7	<b>#1 Billing Portfolio:</b>
<b>Market TSL in Hours:</b> 22.25	<b>Pop per Station:</b> 96,843	<b>Chancellor duop+:</b> \$36,300,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1 WCCO	FS	469 / 12.3	11.4	10.5	13.3	13.1	11.9	6860 / 30.8	26.6	29.8	618 / 8971	J WCCO
2 KQRS-F	CL AOR	451 / 11.9	11.9	11.5	10.5	10.8	11.4	6062 / 27.2	27.3	27.4	518 / 7244	J KQRS-F
3 KDWB-F	CHR	283 / 7.5	7.5	8.0	7.8	7.0	7.7	5139 / 23.1	23.4	22.5	319 / 5985	H KDWB-F
4 WLTE-F	SAC	232 / 6.1	4.9	6.2	6.4	6.3	5.9	3452 / 15.5	16.3	17.5	261 / 3930	H WLTE-F
5 KEGE-F	AOR-NR	227 / 6.0	6.7	5.8	5.3	5.4	5.9	3940 / 17.7	17.3	17.3	264 / 4689	H KEGE-F
6 KEEY-F	C	214 / 5.6	5.7	6.1	5.5	6.8	5.7	3511 / 15.8	16.2	18.8	236 / 4142	G KEEY-F
7 KSTP	N/T	205 / 5.4	4.9	5.1	5.5	5.2	5.2	2585 / 11.6	11.1	12.1	217 / 2785	E KSTP
8 KSTP-F	AC	200 / 5.3	5.8	6.1	5.3	5.9	5.8	4561 / 20.5	21.9	20.2	222 / 5121	H KSTP-F
9 KQQL-F	O	192 / 5.1	5.2	5.2	4.1	3.8	4.9	3549 / 15.9	18.1	15.5	228 / 4287	H KQQL-F
10 WBOB-F	C	190 / 5.0	5.3	4.7	5.4	6.3	5.1	3266 / 14.7	15.1	16.2	217 / 3953	G WBOB-F
11 KTCZ-AF	AOR-P	151 / 4.0	3.8	4.7	4.0	3.1	4.1	2736 / 12.3	12.7	10.5	164 / 2884	G KTCZ-AF
12 KMJZ-F	J	91 / 2.4	3.0	3.0	2.7	2.3	2.8	1634 / 7.3	9.3	8.1	97 / 1733	D KMJZ-F
13 KLBB-AA	ST	88 / 2.3	1.8	2.0	1.9	2.3	2.0	1237 / 5.6	5.3	6.0	88 / 1237	C KLBB-AA
14 KFAN	SPRTS	78 / 2.1	1.5	1.6	1.5	2.3	1.7	1537 / 6.9	6.1	8.6	82 / 1673	E KFAN
15 KREV-F	AOR-NR	62 / 1.6	1.4	1.8	1.5	2.2	1.6	1317 / 5.9	4.8	5.3	64 / 1342	C KREV-F

12+ FM Share (Metro): 72.77 % ( 2330 of 3202 ) ( Fall 95: 71.80 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KEGE-F	1 KQRS-F >	1 KQRS-F >>	1 KQRS-F >>	1 KQRS-F >>	1 WCCO >>	1 KQRS-F	1 KQRS-F >	1 WCCO	1 KEGE-F <	1 WCCO >
KDWB-F >>	2 KDWB-F	2 KDWB-F	2 WCCO	2 WCCO	2 WLTE-F <	2 WCCO >>	2 KSTP	2 KQRS-F	2 KDWB-F	2 KQRS-F >
3 KEGE-F	3 KSTP-F >	3 KSTP-F <	KSTP-F <	3 WLTE-F <	3 KQRS-F <	3 KDWB-F	WLTE-F <	3 KDWB-F <	3 WCCO	
4 KSTP-F	4 WLTE-F <	4 WLTE-F <	4 WLTE-F <	4 KQQL-F	4 KQQL-F	4 WLTE-F <	4 WCCO	4 KEGE-F <	4 KQRS-F	
5 KEEY-F	5 KEGE-F <	KQQL-F	5 KSTP-F	KSTP	5 KEEY-F	5 KDWB-F <	5 KSTP <	5 KQQL-F		
6 KTCZ-AF <	6 KEEY-F <	6 KEEY-F <	6 KEEY-F <	6 KEEY-F <	6 KEEY-F <	6 KSTP-F <	6 KEEY-F <	WBOB-F		
7 WBOB-F <	7 WCCO <	7 KTCZ-AF <	7 KTCZ-AF <	7 WBOB-F	7 WBOB-F	7 KEEY-F <	7 WLTE-F <	KSTP-F <		
		8 KDWB-F	8 KDWB-F <				8 KSTP-F <	8 WLTE-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 KDWB-F >>	1 KDWB-F >	1 KQRS-F	1 KDWB-F	1 WLTE-F	1 KEGE-F	1 KQRS-F >>	1 KQRS-F >>	1 KQRS-F >>	1 KQRS-F >>
2 KSTP-F <	2 KQRS-F	2 KQRS-F <	2 KQRS-F <	2 WCCO	2 KQRS-F >	2 KEGE-F >>	2 KEGE-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 KSTP <	3 WCCO	3 KQQL-F <
4 WBOB-F	4 WLTE-F <	4 WLTE-F	4 KSTP-F >	4 KDWB-F <	4 KREV-F	4 KDWB-F <	4 KFAN <	4 KSTP <	4 KSTP
5 KQRS-F	5 KEEY-F <	5 KEEY-F	5 KEEY-F	5 WCCO <	5 WBOB-F	5 KSTP	5 KEEY-F <	5 KEEY-F <	5 KEGE-F <
6 KEEY-F	6 KEGE-F <	6 KTCZ-AF	WBOB-F <	6 KQQL-F	6 KEEY-F <	KFAN	6 KSTP-F <	6 KQQL-F <	6 KEEY-F
7 KTCZ-AF	7 KTCZ-AF	7 KEGE-F	7 KQQL-F	7 KEEY-F <	7 KREV-F >		7 KTCZ-AF >		KTCZ-AF <
	8 WBOB-F >>		KTCZ-AF	8 WBOB-F					

Consolidation Report	12+	25-54	Revenue
<b>ABC/Disney</b> KDIZ-AM, KEGE-FM, KQRS-FM	17.9 %	20.2 %	24.0 %
<b>Chancellor</b> KDWB-FM, KFAN-AM, KFAN-AM, KQQL-FM, KTCJ-AM, KTCZ-FM, WBOB-FM	25.8 %	27.9 %	34.6 %
<b>Local</b> KLBB-AM, KREV-FM, WLOL-AM, WREV-FM	3.9 %	1.2 %	2.4 %
	<b>47.6 %</b>	<b>49.4 %</b>	<b>61.0 %</b>

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KSGS	B/O	950	St. Louis Park 0.3 0.8 13 182
WIMN	ST	1220	Stillwater 0.3 1.3 15 299
WIXK-F	C	107.1	New Richmond, W 0.8 2.3 45 642
WQPM-F	C	106.1	Princeton 0.3 0.7 17 219

# MINNEAPOLIS-ST. PAUL

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	200 (1)	200 (1)	6.2 %	7.2 %
AOR/Classic/NR	6 (1)	885 (5)	891 (6)	27.8 %	28.4 %
Black/Urban	13 (1)	0 (0)	13 (1)	0.4 %	0.0 %
CHR	0 (0)	283 (1)	283 (1)	8.8 %	9.6 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	1 (1)	447 (4)	448 (5)	14.0 %	13.5 %
Full Service	469 (1)	0 (0)	469 (1)	14.6 %	12.6 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	91 (1)	91 (1)	2.8 %	3.5 %
News/Talk	205 (1)	0 (0)	205 (1)	6.4 %	6.5 %
Oldies	0 (0)	192 (1)	192 (1)	6.0 %	6.2 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	232 (1)	232 (1)	7.2 %	7.4 %
Sports	78 (1)	0 (0)	78 (1)	2.4 %	1.9 %
Standards	100 (3)	0 (0)	100 (3)	3.1 %	3.1 %
<b>Totals</b>	<b>872 (9)</b>	<b>2330 (14)</b>	<b>3202 (23)</b>		

## AM Stations

Station	Power	Time	Format	Network	Rate	Owner	Address
KFAN	1130	50 kw/25 kw (DA-2)	Sports	Westwd, ABC	\$50.00	Christal	Chancellor
KLBB	1400	1 kw	Standards	Westwd, CNN	\$32.00	---	
KSTP	1500	50 kw (DA-N)	Talk	ABC	\$74.00	Christal	Hubbard
KTCJ	690	500 w (DA, Days)	See KTCZ-F				
WCCO	830	50 kw	Full Service	CBS	\$268.00	CBS	Westinghouse
WLOL	1470	5 kw (DA-2)	See KLBB				KLBB/KREV owner Brooklyn Park

## FM Stations

Station	Power	Time	Format	Network	Rate	Owner	Address
KDWB	101.3	100 kw @ 1035	CHR		\$139.00	Banner	Chancellor
KEEY	102.1	100 kw @ 1035	Country		\$140.00	Christal	Chancellor
KEGE	93.7	100 kw @ 1035	AOR-New Rock	ABC	\$140.00	Katz	ABC/Disney
KMJZ	104.1	100 kw @ 1070	Jazz	ABC	\$80.00	Eastman	Nationwide
KQQL	107.9	100 kw @ 1090	Oldies		\$144.00	D&R	Chancellor
KQRS	92.5	100 kw @ 1035	Classic AOR	ABC	\$300.00	Katz	ABC/Disney
KREV	105.1	2.6 kw @ 499	AOR-New Rock		\$40.00	Allied	Lakeville
KSTP	94.5	100 kw @ 1220	AC		\$75.00	Christal	Hubbard
KTCZ	97.1	100 kw @ 1035	AOR-Prog.		\$111.00	Banner	Chancellor
WBOB	100.3	100 kw @ 922	Country		\$110.00	D&R	Chancellor
WLTE	102.9	100 kw @ 1035	Soft AC		\$118.00	CBS	Westinghouse
WREV	105.3	25 kw @ 299	See KREV				KLBB/KREV owner Cambridge

Notes: 8/96 ABC/Disney sold KEGE (AM) to Salem for \$3,000,000 . . . 9/96 Colfax sold these stations to Chancellor (D+): KQQL-F for \$49,000,000; WBOB-F for \$37,000,000 (both, est.) . . . 11/96 KQRS (AM) changed from simulcasting KQRS-F to Children's as KDIZ . . . 11/96 KCFE-F (105.7; Eden Prairie) sold to KLBB/KREV-F owner for \$3,400,000 . . . 12/96 KCFE-F changed from Jazz to simulcasting KREV-F

Jim Duncan

Comments: KQQL-F had its third consecutive book above a five share . . . WCCO had at least slowed its bleeding for now . . . Everything else was fairly steady in this market - not much going on

# MOBILE

**Arbitron Rank:** 84 **Pop (12+)** 430,500  
**MSA Rank:** 98  
**MSA Pop:** NA  
**DMA:** 61 (w/Pensacola)  
**Average Persons Rating:** 15.4  
**Market TSL In Hours** 21.00

**Stations** 27 / 19  
**Diaries:** 1,045/412:1/52.8%  
**Sample Target:** 990  
**% Below Line:** 16.8  
**% Not Listed:** 11.6  
**Pop per Station:** 22,658

**Last Year's Revenue:** \$22,600,000  
**Household Income:** \$34,919  
**Retail Dollars:** \$4.7 Bil (w/Pensacola)  
**#1 Biller:** WBLX-F \$3,000,000  
**#1 Billing Portfolio:** NA

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1 WYOK-F	B	70 / 10.5	7.9	7.6	7.8	5.3	8.5	824 / 19.1	14.4	11.4	103 / 1311	A	WYOK-F
2 WKSJ-AF	C	60 / 9.0	11.0	11.0	9.4	10.5	10.1	899 / 20.9	22.3	20.7	75 / 1281	D	WKSJ-AF
3 WABB-F	CHR	50 / 7.5	6.9	6.2	6.4	5.9	6.8	864 / 20.1	19.8	18.9	98 / 1693	C	WABB-F
4 WBLX-F	B	46 / 6.9	7.9	6.8	8.3	12.5	7.5	751 / 17.5	17.1	20.7	125 / 1631	E	WBLX-F
5 WDLT-F	B/AC	38 / 5.7	7.9	5.9	5.6	4.6	6.3	505 / 11.7	10.7	9.9	49 / 609		WDLT-F
6 WGOK	B	34 / 5.1	4.6	6.1	6.6	6.3	5.6	299 / 6.9	8.4	8.8	35 / 303	B	WGOK
	WNTM	N/T	34 / 5.1	4.3	5.4	4.8	5.3	331 / 7.7	10.4	11.0	34 / 349	C	WNTM
8 WMXC-F	AC	30 / 4.5	4.0	4.4	5.4	5.2	4.6	496 / 11.5	12.9	13.1	40 / 785		WMXC-F
	WRKH-F	CL AOR	30 / 4.5	2.5	3.4	2.4	2.6	393 / 9.1	8.9	9.3	43 / 722		WRKH-F
10 WWRO-F	O-70s	25 / 3.8	4.0	4.5	5.4	5.7	4.4	388 / 9.0	14.1	15.8	59 / 963	C	WWRO-F
11 WAVH-F	O	24 / 3.6	4.6	4.8	4.5	3.7	4.4	411 / 9.5	8.3	9.7	31 / 544	C	WAVH-F
12 WDWG-F	C	23 / 3.5	4.0	4.0	4.3	3.3	3.9	462 / 10.7	11.7	12.5	38 / 860	C	WDWG-F
13 WTKX-F	AOR	22 / 3.3	2.5	1.2	0.5		1.9	317 / 7.4	4.5		53 / 877		WTKX-F
14 WXBM-F	C	19 / 2.9	2.6	3.1	2.2	3.1	2.7	342 / 8.0	9.3	8.0	125 / 1504	E	WXBM-F
15 WYCL-F	O	16 / 2.4	3.3	2.5	4.0	2.0	3.1	307 / 7.1	5.9	6.3	45 / 872		WYCL-F
16 WABF	ST	13 / 2.0	0.4	1.9	0.8	0.7	1.3	67 / 1.6	2.4	1.9	13 / 67		WABF

12+ FM Share (Metro): 83.33 % ( 490 of 588 ) ( Fall 95: 83.15 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WYOK-F >>	1 WYOK-F	1 WYOK-F <	1 WKSJ-AF	1 WKSJ-AF	1 WKSJ-AF	1 WKSJ-AF >	1 WKSJ-AF	1 WYOK-F >	1 WYOK-F >>	1 WYOK-F
2 WABB-F >>	2 WABB-F <	2 WABB-F <	2 WRKH-F <	2 WMXC-F <	2 WNTM <	2 WABB-F <	2 WABB-F <	2 WKSJ-AF	2 WBLX-F >	2 WNTM
	3 WBLX-F >	3 WBLX-F <	3 WMXC-F	3 WRKH-F	3 WDLT-F	3 WRKH-F	3 WNTM	3 WABB-F	3 WGOK <	WBLX-F
	4 WTKX-F	4 WKSJ-AF	WYOK-F <	4 WBLX-F	4 WGOK	4 WDLT-F <	4 WYOK-F <	4 WBLX-F	4 WABB-F	
	5 WKSJ-AF	5 WRKH-F <	5 WABB-F	WYOK-F	5 WAVH-F	5 WYOK-F <	5 WMXC-F	5 WDLT-F <	5 WDLT-F	
	6 WRKH-F	6 WMXC-F	WBLX-F	WABB-F	6 WMXC-F <	6 WBLX-F	6 WNTM <	6 WNTM <	6 WKSJ-AF	
	WWRO-F		7 WWRO-F	7 WWRO-F	7 WBLX-F <	7 WNTM	7 WAVH-F <	7 WAVH-F <	7 WMXC-F	
							8 WRKH-F <	8 WRKH-F <		
							9 WMXC-F <	9 WMXC-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 WABB-F	1 WABB-F >	1 WBLX-F	1 WABB-F	1 WKSJ-AF	1 WYOK-F	1 WYOK-F	1 WRKH-F	1 WRKH-F	1 WRKH-F >
2 WYOK-F >>	2 WYOK-F	WMXC-F	2 WYOK-F	2 WMXC-F <	2 WBLX-F	2 WTKX-F	WYOK-F	2 WYOK-F	2 WKSJ-AF
3 WBLX-F >>>	3 WBLX-F >	3 WKSJ-AF	WBLX-F	3 WBLX-F	WTKX-F	3 WRKH-F	3 WTKX-F >	3 WTKX-F	3 WWRO-F
	4 WKSJ-AF	WYOK-F	4 WKSJ-AF	WABB-F	4 WABB-F >>	WBLX-F	4 WWRO-F	WKSJ-AF <	4 WMXC-F <
	WMXC-F	WABB-F	5 WMXC-F	5 WYOK-F		WABB-F >	5 WABB-F	5 WWRO-F	5 WYOK-F
	6 WWRO-F	6 WWRO-F	6 WGOK	6 WDLT-F			WKSJ-AF	WBLX-F <	6 WTKX-F
	WGOK >	7 WGOK >	7 WDLT-F	WGOK			WBLX-F	7 WABB-F	WNTM
				WAVH-F					WDWG-F
									WDLT-F
									WABB-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WABB	T	1480 Mobile	0.9 2.8 6 125
WGCK-F	AOR	92.1 Fairhope	0.5 3.4 4 162
WHEP	T	1310 Foley	0.6 1.4 4 59
WLTV	ST	1410 Mobile	0.5 1.3 3 60
WMOB	REL	1360 Mobile	0.5 1.3 3 57
WNXP-F	SPRTS	105.5 Bay Minette	0.9 4.0 6 189

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WKNN-F	C	99.1 Pascagoula	1.4 3.0 31 531
WMEZ-F	SAC	94.1 Pensacola	1.8 5.2 49 692
WMJY-F	AC	93.7 Bibxi, MS	0.6 2.6 11 347
WOSM-F	REL	103.1 Ocean Springs	0.6 1.4 11 222



# MOBILE

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	34 (2)	34 (2)	5.8 %	5.0 %	<b>Ken Johnson</b>	26.6 %	31.7 %	%
AOR/Classic/NR	0 (0)	55 (3)	55 (3)	9.4 %	9.2 %	WDWG-FM, WKSJ-AF, WMXC-FM, WNTM-AM, WRKH-FM			
Black/Urban	34 (1)	154 (3)	188 (4)	32.0 %	32.2 %	<b>Local</b>	0.0 %	0.0 %	%
CHR	0 (0)	50 (1)	50 (1)	8.5 %	7.2 %	WBHY-AM, WLPR-AM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		26.6 %	31.7 %	%
Country	1 (1)	110 (4)	111 (5)	18.9 %	21.6 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	44 (3)	0 (0)	44 (3)	7.5 %	9.0 %				
Oldies	0 (0)	65 (3)	65 (3)	11.1 %	10.8 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	3 (1)	4 (1)	7 (2)	1.2 %	0.7 %				
Soft AC/EZ	0 (0)	12 (1)	12 (1)	2.0 %	1.6 %				
Sports	0 (0)	6 (1)	6 (1)	1.0 %	0.0 %				
Standards	16 (2)	0 (0)	16 (2)	2.7 %	2.7 %				
<b>Totals</b>	<b>98 (8)</b>	<b>490 (19)</b>	<b>588 (27)</b>						

### AM Stations

WABF	1220	1 kw (Days)	Standards	Westwd	\$ NA	---		Fairhope
WGOK	900	1 kw/381 w (DA-2)	Black	AURN	\$20.00	Allied		
WKSJ	1270	5 kw/0.1 kw	See WKSJ-F					Pritchard
WNTM	710	1 kw (DA-N)	News/Tak	CBS, Westwd	\$31.00	Banner	K. Johnson	

### FM Stations

WABB	97.5	100 kw @ 1552	CHR	ABC	\$36.00	Christal		
WAVH	106.5	50 kw @ 449	Oldies	CBS, Westwd	\$<20.00	Mc-Guild		Daphne
WBLX	92.9	100 kw @ 1555	Black	Westwd, ABC	\$60.00	Katz	Calendar	
WDLT	98.3	40 kw @ 548	Black AC	ABC, AURN	\$<20.00	Allied		Chickasaw
WDWG	104.1	100 kw @ 1555	Country	ABC	\$29.00	Banner	K. Johnson	Atmore, AL
WKSJ	94.9	100 kw @ 1555	Country	ABC	\$53.00	Banner	K. Johnson	
WMXC	99.9	100 kw @ 1755	AC	CBS	\$<20.00	Banner	K. Johnson	
WRKH	96.1	100 kw @ 1342	Classic AOR	Westwd	\$<20.00	Banner	K. Johnson	
WYOK	104.9	33 kw @ 600	Black		\$<20.00	Allied	WGOK	Moss Point, MS

Notes: Other ranked stations: See Pensacola . . . Last year's revenue includes Pensacola . . . No revenue shares are available for the Consolidation Report due to overlap with Pensacola

# MODESTO

Arbitron Rank: 122 Pop (12+) 334,100	Stations 30 / 17	Last Year's Revenue: \$13,500,000
MSA Rank: 119	Diaries: 799/418:1/47.8%	Household Income: \$40,818
MSA Pop: 422,000	Sample Target: 730	Retail Dollars: \$3.5 Bil.
DMA: Sacramento (#21)	% Below Line: 21.4	#1 Biller: KATM-F \$4,600,000
Average Persons Rating: 13.7	% Not Listed: 16.1	#1 Billing Portfolio:
Market TSL in Hours 19.00	Pop per Station: 19,653	Citadel duop+ \$6,950,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1	KATM-F	C	71 / 15.5	16.2	15.6	17.1	16.7	28.4	28.3	176 / 2220	F
2	KJSN-F	AC	35 / 7.6	7.0	8.7	6.2	6.5	13.0	15.4	40 / 683	C
3	KHKK-F	CL AOR	27 / 5.9	3.6	5.3	6.4	8.4	12.8	12.8	85 / 1395	C
4	KWNN-F	CHR	25 / 5.5	5.2	4.9	5.2	7.0	13.0	11.6	31 / 624	B
5	KHOP-F	AOR/CL	22 / 4.8	7.4	3.8	3.9	2.3	16.7	9.9	114 / 1384	C
6	KFIV	T	17 / 3.7	4.0	3.2	1.5	2.7	5.9	0.0	20 / 253	A
	KMIX-F	C	17 / 3.7	1.4	3.0	3.1	0.6	7.5	5.8	48 / 496	
8	KOSO-F	AC	16 / 3.5	5.2	3.6	4.2	3.8	12.8	8.8	54 / 1058	D
9	KNBR	SPRTS	14 / 3.1	3.4	2.3	3.1	3.2	7.3	7.7	44 / 696	
	KHTN-F	CHR	14 / 3.1	2.6	1.7	2.7	8.2	9.9	10.8	48 / 887	A
11	KTRB	SP	13 / 2.8	3.4	1.5	1.5	1.1	5.7	6.3	51 / 419	
12	KABX-F	O	12 / 2.6	3.0	3.0	1.7	2.1	7.5	8.3	23 / 488	
	KZMS-F	SP	12 / 2.6	1.6				5.5	4.8	14 / 248	
14	KHTK	T	11 / 2.4	0.4				3.8	2.0	24 / 306	
15	KCBS	N/T	10 / 2.2	1.4	3.0	2.3	1.7	5.3	7.2	32 / 677	
16	KVFX-F	CL AOR	9 / 2.0	2.0	1.9	3.9	2.1	7.0	5.7	20 / 546	B

12+ FM Share (Metro): 74.29 % ( 286 of 385 ) ( Fall 95: 76.60 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KWNN-F >	1 KATM-F >	1 KATM-F >	1 KATM-F >	1 KATM-F >	1 KATM-F >	1 KATM-F >>	1 KATM-F >	1 KATM-F >>	1 KATM-F	1 KATM-F >
2 KHTN-F	2 KHOP-F	2 KHKK-F	2 KHKK-F	2 KHKK-F	2 KJSN-F >	2 KJSN-F	2 KJSN-F >	2 KJSN-F	2 KWNN-F <	2 KWNN-F <
3 KATM-F >	3 KWNN-F	3 KHOP-F <	3 KHOP-F	3 KJSN-F	3 KFIV	3 KHKK-F <	3 KHKK-F	3 KWNN-F	3 KHTN-F	3 KHTN-F
	KHKK-F	4 KJSN-F	KJSN-F	4 KHOP-F	4 KHKK-F	4 KHOP-F <	4 KFIV	KHKK-F	4 KHOP-F <	4 KHOP-F <
	5 KMIX-F >		5 KOSO-F	5 KOSO-F	5 KFIV				5 KHKK-F	5 KHKK-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 KATM-F >>	1 KATM-F >>	1 KATM-F >	1 KATM-F >>	1 KATM-F >>	1 KATM-F >>	1 KATM-F >	1 KHOP-F	1 KATM-F	1 KATM-F
2 KWNN-F >	2 KWNN-F	2 KHOP-F >	2 KJSN-F	2 KJSN-F	2 KWNN-F	2 KHKK-F	KHKK-F	2 KHKK-F >	2 KHKK-F >
3 KHTN-F	KHOP-F	3 KWNN-F	3 KHKK-F	3 KOSO-F	KHOP-F >>	3 KHOP-F >	KATM-F	3 KHOP-F	3 KJSN-F
	KUBB-F	4 KJSN-F	KOSO-F	4 KHKK-F		4 KWNN-F	4 KHTK >	4 KFIV	4 KNBR
	KMIX-F	KMIX-F >	5 KHOP-F	KHOP-F		KHTK	5 KWNN-F	4 KHTK	4 KHTK
	KJSN-F >>						KMIX-F >		KFIV

Consolidation Report	12+	25-54	Revenue
<b>Capstar, pend.</b>	13.3 %	10.0 %	%
KFIV-AM, KJSN-FM, KVFX-FM			
<b>Citadel</b>	28.0 %	30.8 %	%
KATM-FM, KBUL-AM, KDJK-FM, KHKK-FM, KHOP-FM			
	<b>41.3 %</b>	<b>40.8 %</b>	<b>%</b>

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KBUL	C	970	Modesto	1.7	3.6	13	211
KCDR	SP	1390	Modesto	0.7	1.5	4	73
KLOC	SP	920	Ceres	1.3	3.3	6	121
KRVR-F	J	105.5	Copperopolis	1.5	5.2	15	321
KTDO-F	SP	98.9	Columbia	0.4	1.3	2	60

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KCIV-F	REL	99.9	Mt. Bullion	1.1	2.7	7	125
KFBK	N/T	1530	Sacramento	0.7	1.6	14	232
KGO	T	810	San Francisco	0.7	2.2	13	246
KMJ	N/T	580	Fresno	1.1	2.6	20	226
KSFO	T	560	San Francisco	0.9	1.5	10	137
KSTE	T	650	Rancho Cordova	0.4	2.0	9	211
KUBB-F	C	96.3	Mariposa	1.3	4.7	26	466
KWIN-F	CHR	97.7	Lodi	1.3	3.7	66	1069

## MODESTO

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	51 (2)	51 (2)	13.2 %	14.2 %
AOR/Classic/NR	0 (0)	58 (4)	58 (4)	15.1 %	16.3 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	45 (3)	45 (3)	11.7 %	11.9 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	8 (1)	94 (3)	102 (4)	26.5 %	21.4 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	22 (3)	14 (2)	36 (5)	9.4 %	9.6 %
Jazz	0 (0)	7 (1)	7 (1)	1.8 %	1.9 %
News/Talk	55 (8)	0 (0)	55 (8)	14.3 %	9.8 %
Oldies	0 (0)	12 (1)	12 (1)	3.1 %	4.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	5 (1)	5 (1)	1.3 %	1.9 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	14 (1)	0 (0)	14 (1)	3.6 %	4.0 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	5.1 %
<b>Totals</b>	<b>99 (13)</b>	<b>286 (17)</b>	<b>385 (30)</b>		

### AM Stations

KFIV	1360	4 kw/950 w (DA-2)	News/Talk	CNN, ABC	\$12.00	Allied	Capstar, pend.
KTRB	860	50 kw/10 kw (DA-2)	Hispanic		\$14.00	Caballero	

### FM Stations

KATM	103.3	50 kw @ 500	Country	ABC	\$66.00	Mc-Guild	Citadel	
KDJK	103.9	71 w @ 2047	See KHKK-F					Mariposa
KHKK	104.1	50 kw @ 500	Classic AOR		\$33.00	Mc-Guild	Citadel	
KHOP	95.1	29.5 kw @ 633	AOR/Classic AOR		\$36.00	Mc-Guild	Citadel	Oakdale
KHTN	104.7	50 kw @ 500	CHR		\$25.00	D&R		Los Banos
KJSN	102.3	6 kw @ 298	AC		\$30.00	Allied	Capstar, pend.	
KOSO	93.1	2.95 kw @ 1790	AC/CHR		\$32.00	Katz		Patterson
KVFX	96.7	3 kw @ 328	AOR/Classic		\$18.00	---	Capstar, pend.	Manteca
KWNN	98.3	2 kw @ 390	CHR		\$36.00	Katz	Silverado	Turlock
KZMS	97.1	1.45 kw @ 164	Hispanic		NA	Caballero		Patterson

Notes: KCBS, KNBR: See San Francisco . . . No revenue shares are available in the Consolidation Report due to overlap with Stockton and Merced . . . 7/96 KDJK-F 95.1 became KHOP-F with an AOR/Classic AOR format; the KDJK-F calls were assigned to the former KHOP-F (103.9; Mariposa) . . . 8/96 KROW-F (104.1) changed calls to KHKK-F ("The Hawk"); still simulcast on KDJK-F (103.9; Mariposa) . . . 9/96 KBEE changed from Standards to Country as KBUL . . . 11/96 KLOC/KTDO-F sold to Silverado for \$1,450,000 . . . 1/97 Community Pacific sold these stations to Capstar: KFIV for \$1,400,000; KJSN-F for \$5,600,000; KVFX-F for \$2,100,000

Jim Duncan

Comments: APR's have dropped 2.4 percentage points in the last year . . . KATM-F continues to dominate this market thoroughly

# MONMOUTH-OCEAN

Arbitron Rank: 46 Pop (12+)	893,000	Stations	46 / 9	Last Year's Revenue:	NA
MSA Rank:	NA	Diaries:	1,067/837:1/51.9%	Household Income:	\$52,861
MSA Pop:		Sample Target:	1,050	Retail Dollars:	\$10.0 Bil.
DMA:	NY (#1)	% Below Line:	68.4	#1 Biller:	NA
Average Person Ratings:	17.2	% Not Listed:	9.5	#1 Billing Portfolio:	
Market TSL in Hours	22.25	Pop per Station:	99,222		NA

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1	WKXW-F	T	89 / 5.8	5.4	3.7	4.5	1623 / 18.2	17.6	14.1		WKXW-F
2	WOBM-F	AC	74 / 4.8	4.7	3.5	3.3	987 / 11.1	9.7	8.3		WOBM-F
3	WXRK-F	T/NR	73 / 4.8	6.0	4.9	4.6	1275 / 14.3	16.4	14.9		WXRK-F
4	WPLJ-F	CHR-NR	67 / 4.4	4.9	5.4	4.0	1319 / 14.8	16.4	17.6		WPLJ-F
5	WCBS	N	64 / 4.2	4.1	3.3	3.4	1218 / 13.6	13.4	13.1		WCBS
6	WKTU-F	U/CHR	60 / 3.9	6.0	3.9	2.7	1119 / 12.5	16.1	10.2		WKTU-F
7	WOBM	ST	58 / 3.8	2.1	2.7	2.8	513 / 5.7	4.0	4.2		WOBM
	WJLK-FF	AC	58 / 3.8	4.8	5.0	6.1	1110 / 12.4	12.6	13.1		WJLK-FF
	WFAN	SPRTS	58 / 3.8	3.7	3.2	3.3	1098 / 12.3	9.8	11.3		WFAN
10	WOR	T	55 / 3.6	4.0	3.8	3.1	978 / 10.9	9.7	10.3		WOR
11	WZVU-F	O	50 / 3.3	4.0	2.6	4.1	1031 / 11.5	12.8	8.8		WZVU-F
	WRDR-F	ST	50 / 3.3	3.1	3.2	3.1	502 / 5.6	5.1	4.0		WRDR-F
13	WAXQ-F	AOR	49 / 3.2	4.8	3.3	3.9	884 / 9.9	11.8	11.7		WAXQ-F
14	WABC	T	48 / 3.1	4.0	5.9	4.1	844 / 9.4	9.1	12.2		WABC
15	WQHT-F	U/CHR	43 / 2.8	1.3	1.1	1.6	568 / 6.4	4.6	5.1		WQHT-F
16	WJRZ-F	AC/CHR	39 / 2.5	1.9	3.3	2.1	706 / 7.9	7.8	8.7		WJRZ-F
17	WRAT-F	AOR	38 / 2.5	5.4	3.7	5.5	596 / 6.7	9.7	8.3		WRAT-F

12+ FM Share (Metro): 77.59 % ( 1077 of 1388 ) ( Fall 95: 77.72 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WQHT-F >	1 WXRK-F	1 WXRK-F <	1 WKXW-F <	1 WKXW-F	1 WKXW-F	1 WXRK-F >	1 WKXW-F	1 WKXW-F	1 WQHT-F <	1 WABC >
2 WJLK-F <	2 WPLJ-F <	2 WPLJ-F <	2 WPLJ-F	2 WPLJ-F <	2 WCBS <	2 WKXW-F	2 WOBM-F <	2 WPLJ-F	2 WKTU-F >	2 WCBS
3 WHTZ-F	3 WKTU-F	3 WKXW-F	3 WXRK-F	3 WXRK-F <	3 WOBM	3 WPLJ-F	3 WOBM <	3 WOR <	3 WCBS <	3 WKTU-F <
4 WXRK-F	4 WRAT-F	4 WKTU-F	4 WAXQ-F <	4 WOBM-F	WOBM-F	4 WOBM-F <	4 WABC	4 WKTU-F	4 WABC <	4 WFAN <
	WKTU-F	5 WJRZ-F	5 WAXQ-F <	5 WKTU-F <	5 WAXQ-F	5 WOR <	5 WCBS <	5 WJLK-FF <	5 WOBM-F <	5 WAXQ-F
		6 WAXQ-F <	6 WOBM-F <	6 WOBM-F	WKTU-F	6 WRDR-F <	6 WOR <	6 WAXQ-F <	6 WAXQ-F	6 WXRK-F
		7 WQHT-F <	7 WJLK-FF	7 WJLK-FF	7 WJLK-FF <	7 WFAN <	7 WFAN	7 WJRZ-F	WOBM <	6 WAXQ-F
		8 WJLK-FF <				8 WZVU-F <	8 WJLK-FF	WPLJ-F <	8 WFAN <	
						9 WABC		9 WCBS		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WKTU-F	1 WKTU-F	1 WPLJ-F <	1 WPLJ-F <	1 WOBM-F <	1 WXRK-F >>	1 WXRK-F >>	1 WXRK-F >	1 WXRK-F >	1 WXRK-F
2 WQHT-F	WPLJ-F	2 WJRZ-F	2 WKTU-F <	2 WKXW-F	2 WDBZ-F	2 WRAT-F	2 WRAT-F	2 WKXW-F <	2 WKXW-F
3 WPLJ-F	3 WJRZ-F	3 WKTU-F	3 WOBM-F <	3 WJLK-FF <	3 WRAT-F	3 WPLJ-F	3 WPLJ-F	3 WPLJ-F	3 WFAN <
4 WHTG-F	4 WQHT-F	4 WOBM-F	4 WKXW-F <	4 WPLJ-F	WKTU-F	4 WKTU-F	4 WAXQ-F	4 WFAN <	4 WPLJ-F
	WJLK-FF <	5 WKXW-F	5 WJLK-FF	5 WJRZ-F	WHTG-F	WAXQ-F	5 WFAN	5 WAXQ-F	5 WAXQ-F
	6 WOBM-F	WJLK-FF	6 WJRZ-F	WKTU-F		6 WFAN	WKTU-F	6 WRAT-F	6 WKTU-F <
		7 WRAT-F							7 WRAT-F
		WAXQ-F							WCBS

# MONMOUTH-OCEAN

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	216 (8)	216 (8)	15.6 %	15.1 %
AOR/Classic/NR	0 (0)	150 (5)	150 (5)	10.8 %	11.3 %
Black/Urban	0 (0)	146 (4)	146 (4)	10.5 %	9.5 %
CHR	0 (0)	121 (4)	121 (4)	8.7 %	10.4 %
Classical	0 (0)	21 (1)	21 (1)	1.5 %	1.0 %
Country	7 (1)	11 (1)	18 (2)	1.3 %	0.0 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	6 (1)	6 (1)	0.4 %	0.0 %
Jazz	0 (0)	37 (2)	37 (2)	2.7 %	1.8 %
News/Talk	178 (5)	177 (4)	355 (9)	25.6 %	22.7 %
Oldies	0 (0)	104 (4)	104 (4)	7.5 %	8.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	6 (1)	6 (1)	0.4 %	0.4 %
Soft AC/EZ	0 (0)	32 (1)	32 (1)	2.3 %	9.6 %
Sports	58 (1)	0 (0)	58 (1)	4.2 %	4.3 %
Standards	68 (2)	50 (1)	118 (3)	8.5 %	6.0 %
<b>Totals</b>	<b>311 (9)</b>	<b>1077 (37)</b>	<b>1388 (46)</b>		

Consolidation Report	12+	25-54	Revenue
<b>Nassau</b>	12.8 %	10.1 %	%
WADB-AM, WJLK-FM, WOBB-AM, WOBB-FM, WQNJ-FM			
	12.8 %	10.1 %	%

### AM Stations

WOBB	1160	5 kw/8.9 kw (DA-2)	Standards	Westwd	Katz	Nassau	Lakewood
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### FM Stations

WJRZ	100.1	1.6 kw @ 450	AC/CHR	NA	D&R		Manahawkin
WOBB	92.7	1.4 kw @ 485	AC	NA	Katz	Nassau	Lakewood
WRAT	95.9	4 kw @ 240	AOR	NA	Katz	New Jersey	Pt. Pleasant
WZVU	107.1	2.3 kw @ 371	Oldies	NA	Banner	Odyssey	Long Branch

Notes: Other ranked stations -- See New York (WKXW-F: see Trenton under Small Market section) . . . There is no TSA for Monmouth-Ocean . . . 11/96 WZVU-F sold to Odyssey for \$11,750,000 (Stevens) . . . 12/96 WZVU-F changed from Oldies to Country, simulcasting WRGX-F (Westchester Co., NY)

Jim Duncan

Comments: WKXW-F had its highest share ever in this market . . . WJLK-F fell to its lowest share since 1993

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WADB	C	1310	Asbury Park	0.5	1.6	
WHTG-F	AOR	106.3	Eatonstown	1.1	4.8	

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WAWZ-F	REL	99.1	Zarephath	0.4	1.2	
WAYV-F	AC/CHR	95.1	Atlantic City	0.4	1.3	
WBBR	BIZ N	1130	New York	0.3	1.0	
WBLS-F	B	107.5	New York	0.7	3.1	
WCBS-F	O	101.1	New York	2.3	7.3	
WFBZ-F	AC-NR	105.1	New York	1.1	5.9	
WFBG-F	AC	96.9	Atlantic City	0.5	2.1	
WHLI	ST	1100	Hempstead, NY	0.7	1.0	
WHTZ-F	CHR	100.3	Newark	1.4	8.9	
WINS	N	1010	New York	0.4	1.8	
WIOQ-F	CHR	102.1	Philadelphia	1.0	4.1	
WJZ-F	J	106.1	Philadelphia	0.3	0.8	
WLTW-F	SAC	106.7	New York	2.1	7.5	
WMGK-F	O-70S	102.9	Philadelphia	0.7	2.3	
WMGQ-F	AC	98.3	New Brunswick	0.9	1.0	
WMMR-F	AOR	93.3	Philadelphia	0.8	3.5	
WNEW-F	AOR	102.7	New York	2.2	8.8	
WOGL-F	O	98.1	Philadelphia	0.6	2.2	
WPAT-F	SP	93.1	Paterson	0.4	1.1	
WPST-F	CHR	97.5	Trenton	1.1	5.2	
WQCD-F	J	101.9	New York	2.1	6.5	
WQXR-F	CL	96.3	New York	1.4	3.8	
WRKS-F	B/AC	98.7	New York	2.1	5.9	
WWDB-F	T	96.5	Philadelphia	0.5	1.9	
WXTU-F	C	92.5	Philadelphia	0.7	3.0	
WYSP-F	T/CL AOR	94.1	Philadelphia	0.5	1.7	

# MONTEREY-SALINAS-SANTA CRUZ

Arbitron Rank: 78 Pop (12+) 484,900	Stations 39 / 24	Last Year's Revenue: \$13,600,000
MSA Rank: 27-Sal.-Mont./178-Sta. Cruz	Diaries: 1,712/283:1/49.8%	Household Income: \$47,893
MSA Pop: 619,000	Sample Target: 1,650	Retail Dollars: \$4.8 Bil.
DMA: 122	% Below Line: 27.5	#1 Biller: KWAV-F \$2,000,000
Average Persons Rating: 16.1	% Not Listed: 12.8	#1 Billing Portfolio:
Market TSL in Hours 21.75	Pop per Station: 20,204	Buckley combo \$2,300,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	KDON-F	CHR	57 / 7.3	7.4	7.3	4.0	5.1	8.5	825 / 17.0	18.0	16.6	65 / 909	C	KDON-F
2	KGO	T	42 / 5.4	7.2	7.9	7.9	8.1	7.1	725 / 15.0	15.1	16.2	50 / 794		KGO
3	KTOM-AF	C	40 / 5.1	4.0	6.2	4.7	6.1	5.0	658 / 13.6	13.6	13.5	48 / 753	C	KTOM-AF
4	KBOQ-F	CL	38 / 4.9	3.3	3.7	3.4	4.3	3.8	498 / 10.3	8.3	10.7	38 / 498	B	KBOQ-F
5	KOCN-F	O	35 / 4.5	4.0	4.9	5.4	6.7	4.7	644 / 13.3	13.8	13.1	35 / 644	C	KOCN-F
6	KZOL-FF	SP	34 / 4.3	1.9	2.6	1.9	2.3	2.7	320 / 6.6	5.3	8.0	36 / 354		KZOL-FF
	KWAV-F	AC	34 / 4.3	6.5	3.7	4.7	3.2	4.8	528 / 10.9	10.9	11.2	34 / 548	D	KWAV-F
8	KRAY-F	SP	30 / 3.8	3.9	2.4	2.5	2.5	3.2	418 / 8.6	5.4	7.5	30 / 422	B*	KRAY-F
9	KIDD	ST	26 / 3.3	2.9	4.1	3.0	3.0	3.3	278 / 5.7	5.8	5.3	26 / 278	A	KIDD
10	KPIG-F	AOR-P	24 / 3.1	2.9	3.2	3.2	2.8	3.1	329 / 6.8	6.9	5.4	24 / 329	C	KPIG-F
	KSCO	T	24 / 3.1	3.2	2.1	2.7	2.0	2.8	320 / 6.6	6.2	5.9	25 / 340	A	KSCO
12	KBAY-F	SAC	23 / 2.9	4.5	2.3	3.9	2.2	3.4	359 / 7.4	6.7	7.1	30 / 431		KBAY-F
13	KLOK-F	SP	22 / 2.8	2.7	4.4	4.7	5.1	3.6	339 / 7.0	8.5	7.7	22 / 339	A	KLOK-F
14	KMBY-F	AOR	20 / 2.6	3.5	3.0	3.0	1.9	3.0	434 / 8.9	8.7	5.6	20 / 434	A	KMBY-F
	KSJO-F	AOR	20 / 2.6	1.5	1.7	2.6	1.5	2.1	262 / 5.4	4.9	5.1	23 / 321		KSJO-F
	KTGE	SP	20 / 2.6	2.0	1.8	2.7	2.9	2.3	272 / 5.6	3.7	5.3	20 / 272	B^	KTGE
	KXDC-F	J	20 / 2.6	2.0	3.2	1.9	2.8	2.4	302 / 6.2	5.6	4.3	20 / 302	A	KXDC-F
18	KNBR	SPRSTs	19 / 2.4	2.4	2.6	2.1	2.7	2.4	393 / 8.1	6.6	7.7	19 / 397		KNBR
19	KRQC-F	O-70s	18 / 2.3	3.1	2.6	2.8	3.2	2.7	373 / 7.7	8.1	8.8	18 / 377	B	KRQC-F

12+ FM Share (Metro): 72.04 % ( 492 of 683 ) ( Fall 95: 68.45 % )

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 KDON-F	1 KWAV-F	1 KWAV-F	1 KGO	1 KDON-F <	1 KGO	1 KDON-F	1 KDON-F >>	1 KGO >>
2 KZOL-FF	2 KZOL-FF	2 KZOL-FF <	2 KZOL-FF <	2 KZOL-FF	2 KBOQ-F	2 KWAV-F <	2 KTOM-AF <	2 KTOM-AF	2 KGO <	2 KSJO-F
3 KMBY-F	KWAV-F	3 KDON-F <	KOCN-F <	3 KTOM-AF <	3 KTOM-AF <	3 KDON-F	3 KBOQ-F	3 KRAY-F <	3 KDON-F	3 KDON-F
4 KRAY-F <	4 KOCN-F	4 KOCN-F	4 KDON-F <	4 KIDD <	4 KGO <	4 KBOQ-F	4 KBOQ-F <	4 KBOQ-F	4 KBOQ-F	4 KBOQ-F >
5 KLOK-F <	KRAY-F <	5 KPIG-F <	5 KPIG-F <	5 KOCN-F <	5 KZOL-FF	KWAV-F	5 KGO	5 KGO	5 KOCN-F	
6 KWAV-F <	6 KTOM-AF	6 KRAY-F <	6 KTOM-AF <	6 KTOM-F	KLOK-F	KSCO <	7 KZOL-FF <			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KDON-F >>	1 KDON-F >	1 KWAV-F	1 KDON-F	1 KWAV-F >	1 KDON-F >	1 KDON-F	1 KZOL-FF	1 KZOL-FF	1 KZOL-FF <
2 KTOM-AF	2 KZOL-FF	2 KZOL-FF	KWAV-F >	2 KTOM-AF	2 KTOM-AF	2 KZOL-FF	2 KDON-F	KDON-F <	2 KPIG-F <
KVRG-F	KWAV-F	3 KDON-F	3 KTOM-AF <	KOCN-F	KSJO-F	3 KMBY-F <	KMBY-F	3 KSJO-F	3 KGO <
KRAY-F	4 KRAY-F >	4 KTGE	4 KOCN-F	4 KDON-F	KRQC-F	4 KSJO-F	4 KLOK-F	4 KMBY-F	4 KOCN-F
KMBY-F >		KOCN-F	KZOL-FF	5 KZOL-FF		5 KPIG-F	KRAY-F	KRAY-F	KSJO-F
		6 KRAY-F					KPIG-F	KPIG-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KCDU-F	AOR-P	93.5	Hollister	1.0	3.8	11	229
KCTY	SP	98.0	Salinas	1.1	2.0	9	99
KISE-F	CHR	103.9	Seaside	0.8	2.0	6	95
KKMC	REL	88.0	Gonzales	0.5	1.7	4	81
KLFA-F	SP	93.9	King City	1.5	3.6	12	175
KLUE-F	C	106.3	Soledad	0.5	1.4	4	68
KRKC-F	AC	102.1	King City	0.4	1.0	3	47
KRKC	C	149.0	King City	0.4	0.8	3	40
KVRG-F	SP	107.1	Seaside	1.4	3.1	11	149

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KCBS	N/T	74.0	San Francisco	1.9	8.9	15	457
KFOG-F	AOR-P	104.5	San Francisco	0.4	1.6	3	78
KLOK	SP	117.0	San Jose	1.1	3.5	10	187
KMEL-F	CHR/U	106.1	San Francisco	0.4	1.8	3	96
KMPG	SP	152.0	Hollister	1.1	1.2	15	99
KOME-F	AOR	98.5	San Jose	2.2	6.4	17	339
KSFO	T	56.0	San Francisco	1.0	1.6	10	113
KUFY-F	CL AOR	94.5	Gitroy	1.7	7.4	14	388

# MONTEREY-SALINAS-SANTA CRUZ

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	37 (2)	37 (2)	5.4 %	5.2 %	<b>EXCL</b>	4.2 %	4.6 %	3.7 %
AOR/Classic/NR	0 (0)	105 (7)	105 (7)	15.4 %	12.9 %	KLOK-FM, KVRG-FM			
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	5.1 %	<b>Henry</b>	9.6 %	7.2 %	13.2 %
CHR	0 (0)	66 (3)	66 (3)	9.7 %	8.5 %	KDON-FM, KRQC-FM			
Classical	0 (0)	38 (1)	38 (1)	5.6 %	4.9 %	<b>Local</b>	6.7 %	9.0 %	14.0 %
Country	6 (2)	41 (2)	47 (4)	6.9 %	10.7 %	KCDU-FM, KPIG-FM, KXDC-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		<b>20.5 %</b>	<b>20.9 %</b>	<b>30.9 %</b>
Hispanic	47 (4)	109 (6)	156 (1)	22.8 %	14.6 %				
Jazz	0 (0)	20 (1)	20 (1)	2.9 %	3.7 %				
News/Talk	89 (4)	0 (0)	89 (4)	13.0 %	14.4 %				
Oldies	0 (0)	53 (2)	53 (2)	7.8 %	8.6 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	4 (1)	0 (0)	4 (1)	0.6 %	0.9 %				
Soft AC/EZ	0 (0)	23 (1)	23 (1)	3.4 %	2.7 %				
Sports	19 (1)	0 (0)	19 (1)	2.8 %	3.0 %				
Standards	26 (1)	0 (0)	26 (1)	3.8 %	4.8 %				
<b>Totals</b>	<b>191 (13)</b>	<b>492 (25)</b>	<b>683 (38)</b>						

## AM Stations

KIDD	630	1 kw (DA-2)	Standards	CNN	\$<20.00	D&R	Buckley
KSCO	1080	10 kw/5 kw (DA-N)	Talk	AP	\$<20.00	K&P	
KTGE	1570	5 kw/0.5 kw (DA-2)	Hispanic		\$<20.00	Caballero	
KTOM	1380	5 kw (DA-2)	See KTOM-F				

## FM Stations

KBOQ	95.5	1.7 kw @ 630	Classical	\$30.00	Allied		Carmel
KDON	102.5	18.5 kw @ 2270	CHR	\$39.00	Christal	Henry	
KLOK	99.5	30 kw @ 640	Hispanic	\$<20.00	Caballero	EXCL	Greenfield
KMBY	104.3	6 kw @ 328	AOR	\$<20.00	Mc-Guild		Gonzales
KOCN	105.1	1.8 kw @ 600	Oldies	Westwd	\$31.00	Mc-Guild	Pacific Grove
KPIG	107.5	2.85 kw @ 335	Prog. AOR	\$27.00	Allied	KXDC owner	Freedom
KRAY	103.5	2.5 kw @ 512	Hispanic	\$<20.00	Lotus		
KRQC	92.7	6.9 kw @ 620	Oldies-70's	\$21.00	Christal	Henry	Marina
KTOM	100.7	1.4 kw @ 2385	Country	ABC	\$51.00	Katz	Magic
KWAV	96.9	18 kw @ 2450	AC	AP	\$47.00	D&R	Buckley
KXDC	101.7	2.4 kw @ 528	Jazz	\$<20.00	--		Carmel
KZOL	99.1	1.1 kw @ 2612	Hispanic	NA	Katz	Hefte/Ct. Chnl	

Notes: \*Billing in combination with KCTY . . . ^Billing in combination with KLFA-F . . . 8/96 KIEZ (540) sold for \$217,000 . . . 9/96 KSOL-F/KZOL-F (ex-KYLZ-F) changed from Urban AC to Hispanic near the end of the Summer survey period . . . 10/96 KJMY-F changed from Soft AC to CHR as KISE-F . . . 12/96 FM CP sold to KCTY/KRAY-F for \$295,000

Jim Duncan

Comments: KDON-F has become a solid seven share radio station again . . . KBOQ-F with a 4.9 share has its best book in over two years . . . KZOL-F has become the highest rated Hispanic station

# MONTGOMERY

Arbitron Rank: 140	Pop (12+)	263,200	Stations	17 / 15	Last Year's Revenue:	\$11,200,000
MSA Rank:		151	Diaries:	982/268:1/50.9%	Household Income:	\$36,234
MSA Pop:		317,000	Sample Target:	980	Retail Dollars:	\$3.0 Bil.
DMA:		113	% Below Line:	1.0	#1 Biller:	WLWI-F \$3,600,000
Average Persons Rating:		15.5	% Not Listed:	13.2	#1 Billing Portfolio:	
Market TSL in Hours		20.50	Pop per Station:	17,547	Colonial duop	\$4,600,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WZHT-F	B	75 / 18.3	20.8	18.2	18.1	17.2	823 / 31.3	30.5	30.2	139 / 1653	C	WZHT-F
2	WLWI-F	C	61 / 14.9	14.7	15.3	20.4	18.6	812 / 30.8	33.0	31.2	94 / 1299	E	WLWI-F
3	WMXS-F	AC	41 / 10.0	10.9	6.8	6.8	6.3	611 / 23.2	24.5	17.4	70 / 1083	C	WMXS-F
4	WMCZ-F	B/AC	27 / 6.6	6.5	7.5	5.7	7.0	445 / 16.9	16.1	17.7	30 / 514	B	WMCZ-F
5	WXFX-F	AOR	25 / 6.1	6.8	6.2	6.3	4.9	337 / 12.8	14.7	15.5	41 / 586	C	WXFX-F
6	WACV	T	22 / 5.4	4.1	3.9	3.2	5.8	246 / 9.3	9.3	9.7	24 / 318	B	WACV
7	WXVI	B	19 / 4.6	5.3	4.8	4.5	3.0	213 / 8.1	7.8	4.8	19 / 213	A	WXVI
8	WAPZ	G	16 / 3.9	2.4	3.9	0.9	2.3	119 / 4.5	5.0	5.4	16 / 130	A	WAPZ
	WJCC-F	C	16 / 3.9	3.9	5.0	6.1	5.8	341 / 13.0	14.5	14.3	33 / 693	C	WJCC-F
	WBAM-F	C	16 / 3.9	4.3	5.0	4.8	6.3	353 / 13.4	14.4	16.4	24 / 589	B	WBAM-F
11	WRWO-F	CL AOR	14 / 3.4	3.1	3.6	5.0	3.5	308 / 11.7	13.0	12.7	14 / 329	B	WRWO-F
12	WMSP	SPRTS	8 / 2.0	1.2	2.2	1.1	1.2	129 / 4.9	4.8	6.7	9 / 154	A	WMSP

12+ FM Share (Metro): 78.59 % ( 279 of 355 ) (Fall 95: 81.45 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WZHT-F >>>	1 WZHT-F >>	1 WZHT-F >	1 WZHT-F	1 WZHT-F	1 WLWI-F >	1 WLWI-F	1 WLWI-F	1 WZHT-F	1 WZHT-F >>>	1 WZHT-F >>
2 WXFX-F <	2 WMXS-F	2 WLWI-F <	2 WLWI-F <	2 WLWI-F	2 WZHT-F	2 WZHT-F	2 WZHT-F	2 WLWI-F	2 WLWI-F	2 WMXS-F
3 WMXS-F	WLWI-F	3 WMXS-F >	3 WMXS-F >	3 WMXS-F >	3 WMXS-F <	3 WMXS-F	3 WMXS-F	3 WMXS-F >	3 WMXS-F	3 WMCZ-F
4 WLWI-F	4 WXFX-F	4 WXFX-F	4 WXFX-F	4 WACV	4 WMCZ-F	4 WMCZ-F	4 WACV	4 WXFX-F <	4 WMCZ-F >	4 WLWI-F >
5 WMCZ-F >	5 WMCZ-F >	5 WMCZ-F >	5 WMCZ-F >	5 WXVI	5 WXFX-F	5 WXFX-F	5 WXFX-F >	5 WMCZ-F		
					6 WACV >					

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WZHT-F >	1 WZHT-F >	1 WZHT-F >>	1 WZHT-F	1 WZHT-F	1 WZHT-F	1 WZHT-F	1 WZHT-F	1 WZHT-F	1 WZHT-F
2 WMXS-F >	2 WMXS-F >	2 WMXS-F	2 WMXS-F	2 WMXS-F	2 WXFX-F >>	2 WXFX-F >	2 WXFX-F	2 WXFX-F	2 WLWI-F <
3 WMCZ-F >	3 WMCZ-F	WLWI-F	3 WLWI-F	3 WLWI-F >	3 WJCC-F	3 WLWI-F >	WLWI-F >>	3 WLWI-F >	3 WXFX-F >
4 WBAM-F >>	4 WLWI-F >	4 WMCZ-F >>	4 WMCZ-F >>	4 WMCZ-F >>	WLWI-F >	4 WMCZ-F	4 WMSP	4 WMXS-F >	4 WMXS-F
	5 WBAM-F						WRWO-F		WACV
							WMCZ-F >		

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	41 (1)	41 (1)	11.5 %	12.9 %
AOR/Classic/NR	0 (0)	39 (2)	39 (2)	11.0 %	11.8 %
Black/Urban	19 (1)	102 (2)	121 (3)	34.1 %	38.8 %
CHR	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	95 (4)	95 (4)	26.8 %	27.3 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	25 (2)	0 (0)	25 (2)	7.0 %	4.9 %
Oldies	3 (1)	2 (1)	5 (2)	1.4 %	0.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	21 (2)	0 (0)	21 (2)	5.9 %	2.9 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	8 (1)	0 (0)	8 (1)	2.3 %	1.4 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>Totals</b>	<b>76 (7)</b>	<b>279 (10)</b>	<b>355 (17)</b>		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WHYY	O	1440	Montgomery	0.7	2.7	3 87
WMGY	REL	800	Montgomery	1.2	4.2	5 117
WNZZ	N	950	Montgomery	0.7	2.2	3 68

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WACQ-F	O	99.9	Tallassee	0.5	2.7	6 223
WSTH-F	C	106.1	Alexander City	0.5	1.6	19 359



# MONTGOMERY

Consolidation Report	12+	25-54	Revenue
<b>Capstar, pend.</b> WMCZ-FM, WZHT-FM	24.9 %	23.8 %	21.2 %
<b>Colonial</b> WLWI-FM, WMSP-AM, WMXS-FM, WNZZ-AM	27.6 %	28.1 %	40.7 %
<b>McDonald</b> WHHY-AM, WJCC-FM, WAFX-FM	10.7 %	11.9 %	19.5 %
	<b>63.3 %</b>	<b>63.8 %</b>	<b>81.4 %</b>

## AM Stations

Station	Power	Time	Genre	Network	Rate	Advertiser	Agency	Location
WACV	1170	10 kw/1 kw (DA-2)	Tak	CBS, Taknt	\$<20.00	Banner		
WAPZ	1250	5 kw/80 w	Gospel	AURN	\$<20.00	---		Wetumpka
WMSP	740	50 kw/173 w (DA-2)	Sports	WW1, ABC, 1/1	\$<20.00	Katz	Colonial	
WXVI	1600	5 kw/1 kw (DA-2)	Black	ABC, AURN	\$<20.00	Rosin		

## FM Stations

Station	Power	Time	Genre	Network	Rate	Advertiser	Agency	Location
WBAM	98.9	99 kw @ 1096	Country		\$21.00	Banner		
WJCC	101.9	100 kw @ 1096	Country		\$32.00	Eastman	McDonald	
WLWI	92.3	100 kw @ 1096	Country		\$76.00	Katz	Colonial	
WMCZ	97.1	3 kw @ 328	Black AC	ABC	\$20.00	Mc-Guild	Capstar, pend.	Millbrook
WMXS	103.3	100 kw @ 1096	AC		\$25.00	Katz	Colonial	
WRWO	96.1	0.9 kw @ 820	Oldies		\$20.00	Banner	WACV	
WAFX	95.1	50 kw @ 492	AOR		\$27.00	Allied	McDonald	Prattville
WZHT	105.7	100 kw @ 1800	Black	ABC	\$46.00	Mc-Guild	Capstar, pend.	Troy

Notes: 9/96 WMCZ-F/WZHT-F sold by New South to Benchmark for \$17,750,000 (Sailors) . . . 11/96 Benchmark sold these stations to Capstar (D): WMCZ-F for \$6,500,000; WZHT-F for \$12,000,000

Jim Duncan

Comments: WACV continued to show good growth (3 consecutive books)

# NASHVILLE

**Arbitron Rank:** 44 **Pop (12+)** 934,000  
**MSA Rank:** 50  
**MSA Pop:** 1,100,000  
**DMA:** 33  
**Average Persons Rating:** 15.7  
**Market TSL in Hours** 20.45

**Stations** 26 / 26  
**Diaries:** 1,525/612:1/55.5%  
**Sample Target:** 1,430  
**% Below Line:** 0.0  
**% Not Listed:** 14.3  
**Pop per Station:** 35,923

**Last Year's Revenue:** \$46,800,000  
**Household Income:** \$44,921  
**Retail Dollars:** \$11.7 Bil.  
**#1 Biller:** WSIX-F \$11,100,000  
**#1 Billing Portfolio:**  
 SFX duop \$13,400,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WSIX-F	C	174 / 11.9	14.8	16.4	14.9	15.3	14.5	2485 / 26.6	28.8	28.3	249 / 3611	I	WSIX-F
2	WSM-F	C	142 / 9.7	8.4	9.8	10.0	9.4	9.5	1862 / 19.9	21.0	21.9	240 / 3460	H	WSM-F
3	WQKQ-F	B	94 / 6.4	8.0	6.8	6.8	7.4	7.0	1126 / 12.1	11.6	11.9	96 / 1211	D	WQKQ-F
4	WRVW-F	CHR	93 / 6.4	7.2	7.7	5.4	5.9	6.7	1701 / 18.2	18.6	20.2	135 / 2668	D	WRVW-F
5	WGFX-F	CL AOR	92 / 6.3	6.1	5.6	7.0	5.3	6.2	1548 / 16.6	15.6	16.4	130 / 2302	E	WGFX-F
6	WJXA-F	SAC	83 / 5.7	5.6	5.1	6.6	4.3	5.7	1291 / 13.8	11.8	12.2	106 / 1772	E	WJXA-F
7	WKDF-F	AOR	69 / 4.7	6.3	6.3	6.3	5.6	5.9	1440 / 15.4	15.7	14.4	141 / 2879	F	WKDF-F
8	WWTN-F	T	66 / 4.5	3.6	3.3	3.4	2.9	3.7	1023 / 11.0	8.8	9.2	93 / 1437	B	WWTN-F
9	WSM	C/FS	65 / 4.4	4.1	3.7	3.8	4.2	4.0	840 / 9.0	7.9	9.0	95 / 1372	D	WSM
10	WRMX-F	O	61 / 4.2	4.1	3.9	3.8	3.4	4.0	1234 / 13.2	11.5	12.1	87 / 1722	D	WRMX-F
11	WLAC-F	AC	56 / 3.8	4.3	3.8	3.9	5.2	4.0	1281 / 13.7	11.1	14.5	74 / 1791	D	WLAC-F
12	WLAC	T	48 / 3.3	3.1	3.6	4.0	3.4	3.5	845 / 9.0	8.9	9.9	56 / 975	D	WLAC
13	WJZC-F	J	43 / 2.9	3.4	2.8	2.7	3.2	3.0	643 / 6.9	6.5	7.4	77 / 1063	D	WJZC-F
14	WRLT-F	AOR-P	32 / 2.2	1.3	1.4	1.4	2.2	1.6	557 / 6.0	4.5	6.0	32 / 567	D	WRLT-F
15	WAMB-AF	ST	25 / 1.7	0.8	1.4	1.4	0.2	1.3	275 / 2.9	3.2	3.5	28 / 305	D	WAMB-AF
16	WRLG-FF	AOR-NR	24 / 1.6	1.1	1.1	1.8	1.3	1.4	519 / 5.6	5.5	2.9	25 / 564	D	WRLG-FF
17	WMDB	B	17 / 1.2	1.0	1.2	1.5	1.4	1.2	185 / 2.0	2.3	2.2	18 / 207	D	WMDB
18	WZPC-F	C	15 / 1.0	0.6	0.5	1.5	0.7	0.9	364 / 3.9	2.3	3.8	20 / 488	D	WZPC-F

12+ FM Share (Metro): 85.90 % ( 1078 of 1255 ) ( Fall 95: 83.86 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WQKQ-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 WQKQ-F >	1 WSM-F <
2 WKDF-F	2 WRVW-F <	2 WGFX-F	2 WGFX-F	2 WSM-F <	2 WSM-F >	2 WSM-F	2 WSM-F >	2 WSM-F >	2 WSM-F	2 WQKQ-F
3 WRVW-F >	3 WGFX-F	3 WSM-F <	3 WSM-F <	3 WGFX-F	3 WSM <	3 WRVW-F <	3 WGFX-F <	3 WGFX-F <	3 WKDF-F	3 WSIX-F
4 WKDF-F <	4 WRVW-F	4 WJXA-F	4 WJXA-F	4 WJXA-F	4 WJXA-F	4 WGFX-F	4 WJXA-F <	4 WRVW-F <	4 WRVW-F <	4 WRVW-F <
5 WSM-F	5 WJXA-F	5 WRVW-F	5 WRVW-F	5 WRVW-F	5 WRMX-F <	5 WQKQ-F	5 WWTN-F	5 WQKQ-F <	5 WQKQ-F <	5 WSIX-F <
6 WQKQ-F	WQKQ-F	6 WWTN-F	6 WWTN-F	6 WWTN-F <	WJXA-F	6 WRVW-F <	6 WWTN-F <	6 WWTN-F <	6 WRMX-F	6 WRMX-F <
		WQKQ-F	7 WRMX-F <	7 WRMX-F <		7 WLAC	7 WKDF-F <	7 WKDF-F <	7 WKDF-F <	7 WKDF-F <
		8 WRMX-F <	8 WQKQ-F <	8 WQKQ-F <			WJXA-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 WRVW-F	1 WRVW-F	1 WRVW-F <	1 WSIX-F	1 WSIX-F >	1 WGFX-F <	1 WGFX-F	1 WSIX-F	1 WGFX-F <	1 WSIX-F
2 WSM-F	2 WSIX-F	2 WSIX-F >	2 WRVW-F <	2 WSM-F <	2 WKDF-F	2 WSIX-F	2 WGFX-F	2 WSIX-F >	2 WGFX-F
3 WQKQ-F	3 WSM-F	3 WGFX-F	3 WSM-F <	3 WJXA-F <	3 WQKQ-F	3 WKDF-F	3 WWTN-F <	3 WWTN-F	3 WSM-F <
4 WLAC-F	4 WQKQ-F	WJXA-F <	4 WJXA-F	4 WRVW-F	4 WRLG-FF	4 WWTN-F	4 WKDF-F	4 WKDF-F	4 WWTN-F >
WSIX-F	5 WJXA-F <	5 WSM-F	5 WQKQ-F	5 WQKQ-F <	5 WSIX-F	5 WRVW-F <	5 WSM-F	5 WSM-F	5 WRMX-F
6 WKDF-F	6 WGFX-F <	WJZC-F	6 WLAC-F	6 WLAC-F <	WRVW-F	6 WSM-F <	6 WLAC	6 WQKQ-F <	6 WJXA-F <
	7 WLAC-F <	7 WQKQ-F	7 WGFX-F <	7 WRMX-F <		7 WQKQ-F	7 WRVW-F >	7 WRVW-F	
	8 WKDF-F		8 WRMX-F	8 WGFX-F					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WANT-F	C	98.9	Lebanon 0.6 1.7 9 161
WBOZ-FF	G	104.9	Woodbury 0.8 1.5 20 339
WQZQ-F	CHR/B	102.5	Dickson 0.8 3.3 31 781
WVOL	B/O	1470	Berry Hill 0.9 3.0 13 281
WZRS	G	710	Smyrna 0.7 1.1 10 105

# NASHVILLE

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	56 (1)	56 (1)	4.5 %	4.9 %	<b>Cromwell</b> WQZQ-FM, WZPC-FM	1.8 %	1.6 %	1.0 %
AOR/Classic/NR	0 (0)	217 (5)	217 (5)	17.3 %	16.7 %	<b>Dick</b> WGFX-FM, WKDF-FM	11.0 %	12.0 %	15.6 %
Black/Urban	30 (2)	94 (1)	124 (3)	9.9 %	13.4 %	<b>Gaylord</b> WSM-AM, WSM-FM, WWTN-FM	18.6 %	15.6 %	21.8 %
CHR	0 (0)	105 (2)	105 (2)	8.4 %	8.7 %	<b>SFX</b> WRVW-FM, WSIX-FM	18.3 %	19.9 %	28.6 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	<b>Sinclair TV</b> WJZC-FM, WLAC-AM, WLAC-FM	10.0 %	11.8 %	10.7 %
Country	0 (0)	340 (4)	340 (4)	27.1 %	31.5 %	<b>South Central</b> WJXA-FM, WRMX-FM	9.9 %	12.1 %	12.8 %
Full Service	65 (1)	0 (0)	65 (1)	5.2 %	4.2 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	43 (1)	43 (1)	3.4 %	0.0 %				
News/Talk	48 (1)	66 (1)	114 (2)	9.1 %	8.7 %				
Oldies	0 (0)	61 (1)	61 (1)	4.9 %	4.4 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	10 (1)	12 (2)	22 (3)	1.8 %	0.6 %				
Soft AC/EZ	0 (0)	83 (1)	83 (1)	6.6 %	5.8 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	24 (1)	1 (1)	25 (2)	2.0 %	1.6 %				
<b>Totals</b>	<b>177 (6)</b>	<b>1078 (20)</b>	<b>1255 (26)</b>				<b>69.6 %</b>	<b>73.0 %</b>	<b>90.5 %</b>

## AM Stations

Station	Power	Time	Format	Source	Advertiser	Product	City
WAMB	1160	50 kw/1 kw (DA-N)	Standards	Westwd	\$20.00	Rosin	Donelson
WLAC	1510	50 kw (DA-N)	Talk/Relg	CBS	\$49.00	Banner	Sinclair TV
WMDB	880	2.5 kw (DA, Days)	Black		\$19.00	---	
WSM	650	50 kw	Country/FS	Westwd	\$48.00	Christal	Gaylord

## FM Stations

Station	Power	Time	Format	Source	Advertiser	Product	City
WGFX	104.5	49 kw @ 1312	Classic AOR	Source	\$60.00	Katz	Dick
WJXA	92.9	100 kw @ 1053	Soft AC		\$72.00	Eastman	South Central
WJZC	101.1	47 kw @ 1289	Jazz	ABC	\$47.00	Banner	Sinclair TV
WKDF	103.3	100 kw @ 1233	AOR	ABC	\$85.00	Katz	Dick
WLAC	105.9	100 kw @ 1233	AC		\$63.00	Banner	Sinclair TV
WQKQ	92.1	3 kw @ 463	Black		\$49.00	Allied	Hendersonville
WRLG	94.1	3.9 kw @ 236	AOR-New Rock		\$ NA	Rosin	WRLT
WRLT	100.1	0.2 kw @ 1181	Prog. AOR		\$34.00	Rosin	Smyrna
WRMX	96.3	100 kw @ 826	Oldies		\$52.00	Eastman	South Central
WRVW	107.5	58 kw @ 1235	CHR		\$58.00	Mc-Guild	SFX
WSIX	97.9	100 kw @ 1145	Country		\$190.00	Mc-Guild	SFX
WSM	95.5	100 kw @ 1286	Country		\$139.00	Christal	Gaylord
WWTN	99.7	100 kw @ 1296	Tak	Westwd	\$27.00	Mc-Guild	Gaylord
WYYB	93.7	6 kw @ 328	See WRLG-F				Manchester
WZPC	102.9	100 kw @ 820	Country		\$ NA	---	Cromwell

Notes: 9/96 WQZQ-F changed from Classic AOR to Dance/CHR with the same calls but using "The Party" as its identifier . . . 10/96 WNPL-F (106.7; Mt. Juliet, TN) came on the air with a Black format . . . 10/96 WJCE-F changed from Black AC to Jazz . . . 12/96 WJCE-F changed calls to WJZC-F

Jim Duncan

Comments: WSIX-F had its lowest 12+ in many years . . . Listening to Country stations is down 14% since the Spring book . . . WWTN-F had its highest 12+ share ever . . . WKDF-F had its lowest share in more than two years

# NASSAU-SUFFOLK (Long Island)

Arbitron Rank: 15 Pop (12+) 2,247,200	Stations: 40 / 16	Last Year's Revenue: \$36,500,000
MSA Rank: 14	Diaries: 3,270/687:1/49.4%	Household Income: \$71,266
MSA Pop: 2,670,000	Sample Target: 3,270	Retail Dollars: \$29.0 Bil.
DMA: New York (#1)	% Below Line: NA	#1 Biller: WALK-AF \$11,400,000
Average Persons Rating: 17.2	% Not Listed: NA	#1 Billing Portfolio:
Market TSL in Hours: 22.50	Pop per Station: 140,450	Chancellor duop+ \$24,000,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1 WKTU-F	CHRU	238 / 6.2	7.0	7.4	4.0	2.7	6.2	3949 / 17.6	19.7	6.5		WKTU-F
2 WALK-F	AC	236 / 6.1	6.2	6.7	7.3	6.5	6.8	3008 / 13.4	15.1	14.5	I	WALK-F
3 WHLI	ST	144 / 3.7	2.7	2.7	3.6	3.1	3.2	818 / 3.6	3.3	3.2	C	WHLI
4 WBLI-F	AC/CHR	128 / 3.3	3.3	3.3	3.4	3.7	3.3	2347 / 10.4	10.1	10.9	G	WBLI-F
5 WBZO-F	O	122 / 3.2	2.6	3.0	2.3	2.9	2.8	1836 / 8.2	8.5	8.3	D	WBZO-F
6 WBAB-FF	AOR	112 / 2.9	3.2	3.3	3.1	2.7	3.1	2099 / 9.3	11.1	10.5	G	WBAB-FF
7 WKJY-F	AC	94 / 2.4	2.8	2.4	3.2	2.9	2.7	1427 / 6.3	6.9	7.5	F	WKJY-F
8 WGSM-AF	C	78 / 2.0	1.9	1.8	1.0	0.2	1.7	1158 / 5.2	3.1	1.7		WGSM-AF
9 WLUX	ST	46 / 1.2	1.3	0.9	0.7		1.0	530 / 2.4	2.3			WLUX
10 WLIR-FF	AC-NR	43 / 1.1	1.3	1.1	1.0	0.9	1.1	1122 / 5.0	5.2	5.2	E	WLIR-FF
11 WRCN-F	AOR	31 / 0.8	1.1	1.1	1.6	1.4	1.1	550 / 2.4	3.7	4.2	D	WRCN-F
12 WLNG-AF	O	15 / 0.4	0.3		0.4	0.5		230 / 1.0		0.9		WLNG-AF

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 WKTU-F >>	1 WKTU-F >>	1 WKTU-F	1 WALK-F <	1 WALK-F	1 WALK-F	1 WALK-F >	1 WALK-F	1 WKTU-F	1 WKTU-F >>	1 WKTU-F
2 WBLI-F	2 WBLI-F <	2 WALK-F	2 WKTU-F	2 WKTU-F	2 WHLI	2 WKTU-F	2 WKTU-F >	2 WALK-F >	2 WALK-F	2 WALK-F >
3 WALK-F	3 WBAB-FF >	3 WBAB-FF	3 WBAB-FF	3 WBAB-FF	3 WBZO-F	3 WBLI-F	3 WBZO-F <	3 WBLI-F	3 WBLI-F	
	4 WALK-F	4 WBLI-F	4 WBLI-F	4 WBLI-F <	4 WKTU-F	4 WBZO-F	4 WBLI-F <	4 WBAB-FF <	4 WBAB-FF	
	5 WKJY-F	5 WBZO-F <	5 WBZO-F	5 WBZO-F	5 WBLI-F	5 WHLI <	5 WBAB-FF	5 WHLI <		
	6 WGSM-AF <	6 WKJY-F	6 WKJY-F <	6 WKJY-F	6 WKJY-F	6 WKJY-F	WKJY-F	6 WBZO-F		
	7 WLIR-FF		7 WGSM-AF		7 WBAB-FF	WBAB-FF >				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WKTU-F >	1 WKTU-F >>	1 WKTU-F >>	1 WKTU-F	1 WALK-F	1 WKTU-F >>	1 WKTU-F >	1 WBAB-FF >>	1 WKTU-F <	1 WBAB-FF <
2 WBLI-F >>	2 WBLI-F >	2 WBLI-F	2 WALK-F >	2 WKTU-F >	2 WBAB-FF	2 WBAB-FF >	2 WBLI-F	2 WBAB-FF	2 WALK-F >
3 WALK-F	3 WALK-F	3 WALK-F	3 WBLI-F	3 WBLI-F <	WBLI-F >	3 WBLI-F >	3 WALK-F	3 WALK-F	3 WKTU-F <
	4 WKJY-F	4 WKJY-F	4 WKJY-F	4 WKJY-F	4 WLIR-FF	4 WRCN-F	4 WBZO-F <	4 WBLI-F	4 WBZO-F
5 WBAB-FF	5 WBAB-FF	5 WKJY-F	5 WBZO-F	5 WBZO-F		WLIR-FF	WKJY-F	5 WBZO-F	5 WBLI-F
	6 WGSM-AF	6 WBAB-FF	6 WBAB-FF <	6 WGSM-AF <		WALK-F	6 WGSM-AF	6 WLIR-FF	6 WGSM-AF
		7 WGSM-AF	7 WBAB-FF	7 WBAB-FF			WRCN-F	WGSM-AF	

# NASSAU-SUFFOLK (Long Island)

Consolidation Report	12+	25-54	Revenue	Other Rated Stations—Outside Market			Metro Share	Cume Rating	TSA AQH Cume
<b>Barnstable</b>	12.1 %	11.1 %	28.2 %	WABC	T	770	New York	2.7 / 7.8	
WBZO-FM, WGSM-AM, WHLI-AM, WKJY-FM, WMJC-FM, WRCN-FM				WAXQ-F	CL AOR	104.3	New York	1.9 / 7.4	
<b>Chancellor</b>	21.6 %	24.8 %	65.4 %	WBL5-F	B	107.5	New York	1.3 / 4.3	
WALK-AM, WALK-FM, WBAB-FM, WBLI-FM, WGBB-AM, WHFM-FM				WCBS	N	880	New York	3.7 / 14.5	
	<b>33.7 %</b>	<b>35.9 %</b>	<b>93.6 %</b>	WCBS-F	O	101.1	New York	3.6 / 11.4	
				WDBZ-F	AC-NR	105.1	New York	1.5 / 6.4	
				WEZN-F	SAC	99.9	Bridgeport, CT	1.2 / 4.5	
				WFAN	SPRTS	660	New York	4.1 / 12.2	
				WFME-F	REL	94.7	Newark, NJ	0.7 / 1.2	
				WHTZ-F	CHR	100.3	Newark, NJ	3.4 / 15.1	
				WINS	N	1010	New York	2.1 / 12.0	
				WLTW-F	SAC	106.7	New York	4.0 / 10.1	
				WNEW-F	AOR	102.7	New York	1.4 / 5.3	
				WOR	T	710	New York	3.6 / 8.2	
				WPAT-F	SP	93.1	New York	1.3 / 3.1	
				WPLJ-F	CHR-NR	95.5	New York	3.5 / 13.1	
				WPLR-F	AOR	99.1	New Haven	0.4 / 1.6	
				WQCD-F	J	101.9	New York	2.6 / 7.6	
				WQEW	ST	1560	New York	1.3 / 3.2	
				WQHT-F	U/CHR	97.1	New York	3.4 / 8.5	
				WQXR-F	CL	96.3	New York	2.0 / 5.4	
				WRKS-F	B/AC	98.7	New York	1.4 / 4.7	
				WSKQ-F	SP	97.9	New York	1.1 / 2.7	
				WXRK-F	T/NR	92.3	New York	4.8 / 13.3	

## AM Stations

WGSM	740	25 kw/43 w (DA-2)	See WMJC-F					
WHLI	1100	10 kw (Days, DA)	Standards	\$38.00	D&R	Barnstable	Hempstead	
WLNG	1600	500 w (Days)	See WLNG-F					
WLUX	540	250 w/204 w	Standards	ABC	NA	---	Islip	

## FM Stations

WALK	97.5	39 kw @ 554	AC	\$210.00	Katz	Chancellor	Patchogue	
WBAB	102.3	3 kw @ 268	AOR	ABC \$140.00	Mc-Guild	Chancellor	Babylon	
WBLI	106.1	48.5 kw @ 499	AC/CHR	\$140.00	Mc-Guild	Chancellor	Patchogue	
WBZO	103.1	3 kw @ 285	Oldies	\$57.00	D&R		Bay Shore	
WKJY	98.3	3 kw @ 328	AC	\$90.00	Interep	Barnstable	Hempstead	
WKTU	103.5	5.4 kw @ 1420	CHR/Urban	Westwd	NA	Eastman	Evergreen	Lake Success
WLIR	92.1	1 kw @ 521	Prog. AOR	\$67.00	Roslin	Jarad		Garden City
WLNG	92.1	5.3 kw @ 347	Oldies	Westwd	NA	---		Sag Harbor
WLRI	98.5	6 kw @ 282	See WLIR-F					
WMJC	94.3	3 kw @ 300	Country	NA	Katz	Barnstable		Smithtown
WRCN	103.9	1.52 kw @ 466	AOR	\$52.00	Mc-Guild	Barnstable		Riverhead

Notes: Nassau-Suffolk is a portion of the New York metro. Only stations home to the Nassau-Suffolk metro survey area are included here. There is no TSA for the market . . . 11/96 WWHB-F sold by Eddie Simon, et al to Odyssey Communications for \$4,000,000 . . . 12/96 WWHB-F changed from Rock to Country, as it ended its simulcast of WNEW-F and began simulcasting WRGX-F (Westchester Co.) . . . 1/97 WBZO-F sold by Shore Media to Barnstable for \$10,000,000 (Blackburn)

Jim Duncan

Comments: WGSM A/F shows steady progress with its country format . . . WKTU-F remains #1 in 12+ but the gap between the station and WALK-F has narrowed

# NEW HAVEN

**Arbitron Rank:** 97 **Pop (12+)** 389,200  
**MSA Rank:** 95  
**MSA Pop:** 524,000 (Approx.)  
**DMA:** 25 (w/Hartford)  
**Average Persons Rating:** 14.7  
**Market TSL in Hours:** 19.75

**Stations:** 30 / 7  
**Diaries:** 1,264/308:1/46.5%  
**Sample Target:** 1,210  
**% Below Line:** 53.4  
**% Not Listed:** 15.0  
**Pop per Station:** 55,600

**Last Year's Revenue:** \$14,200,000  
**Household Income:** \$52,508  
**Retail Dollars:** \$3.6 Bil.  
**#1 Biller:** WPLR-F \$6,500,000  
**#1 Billing Portfolio:**  
**SFX:** WPLR-F \$6,500,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WPLR-F	AOR	42 / 7.3	8.7	6.7	8.1	8.1	614 / 15.8	17.7	17.0	99 / 1446	G	WPLR-F
2	WWYZ-F	C	39 / 6.8	3.8	7.2	4.1	4.6	427 / 11.0	10.1	12.1	96 / 1125		WWYZ-F
3	WYBC-F	B/U	35 / 6.1	4.6	4.4	5.0	4.0	440 / 11.3	9.2	10.9	39 / 549	B	WYBC-F
4	WELI	FS	33 / 5.8	6.3	5.4	5.8	6.7	565 / 14.5	15.8	15.7	39 / 667	C	WELI
5	WFAN	SPRTS	32 / 5.6	3.6	4.6	5.1	4.9	583 / 15.0	12.4	13.7	84 / 1380		WFAN
6	WDRC-F	O	31 / 5.4	4.7	4.4	5.5	5.6	505 / 13.0	12.5	12.2	63 / 1016		WDRC-F
7	WEBE-F	AC	29 / 5.1	3.3	4.1	3.3	2.5	415 / 10.7	9.9	10.0	108 / 1421		WEBE-F
	WKCI-F	CHR	29 / 5.1	8.4	5.8	6.9	5.9	721 / 18.5	22.7	20.2	68 / 1580	F	WKCI-F
9	WEZN-F	SAC	27 / 4.7	5.4	6.1	6.9	8.9	488 / 12.5	13.6	15.4	104 / 1640		WEZN-F
10	WAVZ	ST	25 / 4.4	3.3	1.5			260 / 6.7	6.0	2.5	27 / 307	A	WAVZ
11	WKSS-F	CHR	23 / 4.0	3.3	3.1	2.5	3.7	618 / 15.9	13.0	14.3	70 / 1491		WKSS-F
12	WMRQ-F	AOR-NR	20 / 3.5	4.6	3.1	4.1	1.3	449 / 11.5	13.0	11.6	41 / 903		WMRQ-F
13	WCBS	N	17 / 3.0	2.5	3.0	3.5	2.2	396 / 10.2	8.4	10.8	43 / 850		WCBS
14	WNHC	B	16 / 2.8	3.6	2.8	2.6	3.0	222 / 5.7	6.7	7.9	17 / 241	B	WNHC

12+ FM Share (Metro): 67.21 % ( 328 of 488 ) (Fall 95: 68.31 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WKSS-F	1 WPLR-F >	1 WPLR-F	1 WPLR-F >	1 WPLR-F >	1 WWYZ-F	1 WFAN	1 WPLR-F <	1 WPLR-F	1 WYBC-F	1 WELI >
WMRQ-F	2 WKCI-F	2 WKCI-F	2 WYBC-F <	2 WEBE-F	2 WELI	2 WELI <	2 WWYZ-F	2 WYBC-F <	2 WELI	2 WCBS
3 WYBC-F	3 WKSS-F	WYBC-F <	3 WEBE-F	WDRC-F <	3 WDRC-F	3 WPLR-F	3 WEBE-F <	3 WWYZ-F	WEZN-F	
WQHT-F	4 WEZN-F	4 WDRC-F <	WDRC-F <	4 WYBC-F	WFAN <	4 WYBC-F <	4 WELI <	4 WKCI-F	WKSS-F <	
	WYBC-F	5 WFAN	5 WKCI-F	WWYZ-F <	5 WEBE-F <	5 WWYZ-F <	5 WYBC-F <	5 WDRC-F	WDRC-F	
		WEBE-F	WFAN	6 WFAN <	6 WAVZ <	6 WKCI-F	6 WEZN-F <	WFAN <		
		WWYZ-F	WWYZ-F	7 WKCI-F		7 WDRC-F	7 WDRC-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 WKCI-F	1 WKCI-F	1 WKCI-F	1 WKCI-F <	1 WEBE-F	1 WPLR-F >	1 WPLR-F >>	1 WPLR-F >>	1 WPLR-F >	1 WPLR-F
2 WPLR-F	2 WEZN-F	2 WEZN-F >	2 WYBC-F <	2 WYBC-F	2 WKSS-F >	2 WFAN	2 WFAN	2 WFAN >	2 WFAN
WKSS-F >	3 WKSS-F	3 WYBC-F	3 WEBE-F	3 WKCI-F	3 WMRQ-F >	3 WMRQ-F	3 WMRQ-F	3 WDRC-F >	3 WDRC-F
	4 WYBC-F	WEBE-F	4 WEZN-F	WEZN-F	4 WYBC-F	4 WKCI-F	4 WKCI-F	4 WYBC-F	4 WWYZ-F
	5 WPLR-F	WKSS-F	WWYZ-F	WWYZ-F	WKSS-F	WHCN-F >	WHCN-F >	WWYZ-F	5 WYBC-F
			6 WPLR-F	6 WDRC-F	WHCN-F	WKCI-F	WHCN-F	WMRQ-F	
			WKSS-F						

Consolidation Report	12+	25-54	Revenue
<b>Clear Channel</b> WAVZ-AM, WELI-AM, WKCI-FM	15.3 %	9.3 %	43.3 %
	15.3 %	9.3 %	43.3 %

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WMMW ST 1470 Meriden	0.3	1.0	8 150

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WABC T 770 New York	1.2	3.6	23 385
WALK-F AC 97.5 Patchogue, NY	0.7	2.4	6 240
WCCC-F AOR 106.9 Hartford	0.7	3.0	11 284
WFI-F REL 1500 Milford	0.7	1.3	11 134
WHCN-F AOR 105.9 Hartford	1.7	7.0	20 497
WICC FS 600 Bridgeport	0.9	2.8	84 1086
WOR T 710 New York	1.4	3.6	35 480
WQCD-F J 101.9 New York	0.3	1.3	10 225
WQEW ST 1560 New York	0.7	1.7	12 186
WQHT-F U/CHR 97.1 New York	1.7	6.8	36 682
WRCH-F SAC 100.5 New Britain	1.6	5.4	32 522
WTIC-F CHR 96.5 Hartford	0.9	6.0	14 463
WTIC FS 1080 Hartford	1.2	3.7	23 480
WZMX-F O-70S 93.7 Hartford	1.6	7.4	31 759

# NEW HAVEN

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	33 (2)	33 (2)	6.8 %	5.0 %
AOR/Classic/NR	0 (0)	76 (4)	76 (4)	15.6 %	19.5 %
Black/Urban	16 (1)	45 (2)	61 (3)	12.5 %	11.5 %
CHR	0 (0)	57 (3)	57 (3)	11.7 %	14.3 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	39 (1)	39 (1)	8.0 %	4.5 %
Full Service	45 (3)	0 (0)	45 (3)	9.2 %	10.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.7 %
Jazz	0 (0)	2 (1)	2 (1)	0.4 %	0.6 %
News/Talk	32 (3)	0 (0)	32 (3)	6.6 %	5.8 %
Oldies	0 (0)	40 (2)	40 (2)	8.2 %	9.1 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	4 (1)	0 (0)	4 (1)	0.8 %	0.6 %
Soft AC/EZ	0 (0)	36 (2)	36 (2)	7.4 %	8.9 %
Sports	32 (1)	0 (0)	32 (1)	6.6 %	4.3 %
Standards	31 (3)	0 (0)	31 (3)	6.4 %	6.2 %
<b>Totals</b>	<b>160 (12)</b>	<b>328 (17)</b>	<b>488 (29)</b>		

## AM Stations

WAVZ	1300	1 kw (DA-N)	Standards	Westwd	NA	Mc-Guild	Clear Channel
WELI	960	5 kw (DA-N)	Full Service	ABC, CBS, Westwd	\$44.00	Mc-Guild	Clear Channel
WNHC	1340	1 kw	Black	ABC	\$21.00	D&R	

## FM Stations

WKCI	101.3	10 kw @ 1069	CHR		\$94.00	Mc-Guild	Clear Channel
WPLR	99.1	14 kw @ 951	AOR		\$125.00	D&R	SFX
WYBC	94.3	1.7 kw @ 325	Black	ABC	\$25.00	D&R	

Notes: Other ranked stations: See Hartford, Bridgeport or New York

Jim Duncan

Comments: WWYZ-F is always unsteady in New Haven; it is either around a 7 or around a 4 and rarely in-between . . . WYBC-F had its best book ever and is really a player; unfortunately it appears to be hurting its cousin-station, WKCI-F . . . Listening levels were down almost a full point versus a year ago . . . WAVZ has finally become a viable station

# NEW ORLEANS

Arbitron Rank: 39	Pop (12+): 1,030,800	Stations: 25 / 23	Last Year's Revenue: \$40,600,000
MSA Rank: 41		Diaries: 3,004/343:1/52.3%	Household Income: \$35,025
MSA Pop: 1,310,000		Sample Target: 2,810	Retail Dollars: \$11.9 Bil.
DMA: 41		% Below Line: 0.8	#1 Biller: WWL/WSMB \$8,600,000
Average Persons Rating: 16.9		% Not Listed: 10.4	#1 Billing Portfolio:
Market TSL in Hours: 22.50		Pop per Station: 44,817	Clear Channel duop+ \$15,000,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WQUE-F	B	212 / 12.1	13.1	13.2	12.4	13.8	12.7	2438 / 23.6	24.2	25.0	295 / 3352	G	WQUE-F
2	WWL	N/T	172 / 9.8	9.2	6.4	8.3	8.8	8.4	2288 / 22.2	16.1	23.2	223 / 3119	H	WWL
3	WYLD-F	B/AC	164 / 9.4	8.0	7.5	7.3	7.2	8.0	2028 / 19.7	18.4	18.3	186 / 2401	E	WYLD-F
4	WNOE-F	C	127 / 7.3	6.4	7.4	8.5	7.8	7.4	1736 / 16.8	17.3	18.8	159 / 2351	F	WNOE-F
5	WLMG-F	SAC	96 / 5.5	4.8	4.8	5.3	4.9	5.1	1539 / 14.9	14.0	12.7	126 / 2011	D	WLMG-F
6	KMEZ-F	B/AC	87 / 5.0	4.0	4.8	3.9	4.8	4.4	1227 / 11.9	11.4	10.0	87 / 1238	C	KMEZ-F
7	WTKL-F	O	85 / 4.9	4.8	5.0	5.5	4.7	5.1	1166 / 11.3	11.9	11.0	115 / 1588	D	WTKL-F
8	WLTS-F	AC	73 / 4.2	3.8	4.3	4.0	3.6	4.1	1206 / 11.7	12.4	10.5	85 / 1524	D	WLTS-F
	WRNO-F	O-70s	73 / 4.2	4.8	5.3	4.8	4.8	4.8	1343 / 13.0	15.1	13.3	104 / 1888	E	WRNO-F
10	KHOM-F	CHR	72 / 4.1	5.1	5.0	4.1	2.4	4.6	1644 / 16.0	14.5	9.0	142 / 2983		KHOM-F
11	WYLD	G	67 / 3.8	3.2	3.6	2.5	3.2	3.3	814 / 7.9	7.5	7.6	75 / 933		WYLD
12	WCKW-F	CL AOR	64 / 3.7	3.5	3.4	4.5	2.4	3.8	1217 / 11.8	11.0	8.9	115 / 2146	C	WCKW-F
13	WEZB-F	AC/CHR	58 / 3.3	4.7	3.6	4.5	4.7	4.0	1532 / 14.9	14.5	17.2	75 / 2020	D	WEZB-F
14	KKND-F	AOR-P	40 / 2.3	2.7	3.0	3.2	3.3	2.8	785 / 7.6	8.3	8.3	47 / 944	B	KKND-F
15	WBYU	ST	38 / 2.2	3.1	2.9	2.7	2.3	2.7	446 / 4.3	5.6	4.4	39 / 465	B	WBYU
16	WBOK	G	30 / 1.7	1.6	2.7	1.6	2.9	1.9	466 / 4.5	4.5	4.8	31 / 476	A	WBOK
17	WZRH-F	AOR-NR	24 / 1.4	2.1	2.0	2.1	2.1	1.9	677 / 6.6	7.1	6.5	30 / 790	B	WZRH-F
18	WTIX	T	19 / 1.1	0.9	0.7	0.6	0.0	0.8	246 / 2.4	2.1	2.4	21 / 269		WTIX

12+ FM Share (Metro): 77.08 % ( 1207 of 1566 ) ( Fall 95: 74.94 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WQUE-F >>	1 WQUE-F >	1 WQUE-F <	1 WYLD-F	1 WYLD-F >	1 WWL >	1 WQUE-F <	1 WWL	1 WQUE-F	1 WQUE-F	1 WYLD-F <
2 KHOM-F >>	2 WYLD-F >	2 WYLD-F >	2 WQUE-F	2 WQUE-F <	2 WNOE-F	2 WWL	2 WYLD-F	2 WYLD-F <	2 WYLD-F	2 WQUE-F >>
3 WCKW-F	3 WNOE-F <	3 WWL	3 WWL	3 WWL	3 WYLD-F	3 WNOE-F <	3 WQUE-F <	3 WWL	3 KMEZ-F <	
4 WLTS-F <	4 WWL <	4 WNOE-F <	4 WNOE-F	4 WNOE-F	4 WLMG-F <	4 WYLD-F >	4 WNOE-F	4 WNOE-F	4 KHOM-F	
5 WNOE-F <	5 KMEZ-F <	5 KMEZ-F	5 WLMG-F <	5 WLMG-F <	5 WTKL-F	5 WTKL-F	5 WLMG-F	5 WLMG-F	5 WWL <	
6 WEZB-F	6 WRNO-F <	6 WRNO-F <	6 WRNO-F <	6 KMEZ-F <	6 KMEZ-F	6 WCKW-F <	6 WTKL-F <	6 KHOM-F	6 WNOE-F	
	7 WLTS-F <	7 WLMG-F <	7 WTKL-F <	7 WTKL-F <	7 WLMG-F	7 WLMG-F	7 WLTS-F	7 WTKL-F		
	8 WCKW-F <	8 WLTS-F <	8 WRNO-F	8 WRNO-F						
	9 WLMG-F	9 WCKW-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 WQUE-F >>	1 WQUE-F >	1 WQUE-F	1 WYLD-F <	1 WYLD-F	1 WQUE-F >>>	1 WQUE-F >	1 WCKW-F	1 WQUE-F	1 WWL <
2 WYLD-F >	2 WYLD-F >	2 WYLD-F >	2 WQUE-F >	2 WLMG-F <	2 WYLD-F	2 WCKW-F	2 WQUE-F	2 WYLD-F	2 WYLD-F
3 KHOM-F	3 WLTS-F	3 WLTS-F	3 WLTS-F	3 WQUE-F	3 WCKW-F	3 WYLD-F >	3 WYLD-F	3 WWL <	3 WCKW-F <
4 WLTS-F	4 WEZB-F	4 WEZB-F	4 WLMG-F <	4 WLTS-F	4 WNOE-F	4 WWL <	4 WWL	4 WCKW-F	4 WQUE-F <
5 WNOE-F	5 KHOM-F	5 WLMG-F	5 WNOE-F	5 WNOE-F	5 KHOM-F	5 WNOE-F	5 WRNO-F >	5 WNOE-F <	5 WRNO-F <
6 WEZB-F >>	6 WNOE-F	6 WNOE-F	6 KMEZ-F	6 KMEZ-F <	6 KKND-F	6 KKND-F	6 WRNO-F	6 WRNO-F	6 WNOE-F
	7 KHOM-F	7 KHOM-F	7 WTKL-F	7 WTKL-F		7 WRNO-F <		7 KMEZ-F >	7 KMEZ-F <
								8 WTKL-F >	8 WTKL-F >

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WADU-F	EZ	94.9 Reserve	0.4 1.4 13 224
WGSO	N	990 New Orleans	0.5 2.1 8 223
WODT	SPRTS	1280 New Orleans	0.6 1.3 12 146
WSMB	T	1350 New Orleans	0.9 3.1 16 343
WTIX-F	O	94.3 Galiano	0.6 1.9 19 309

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WLSS-F	CHR	102.5 Baton Rouge	0.3 2.0 27 722
WYNK-F	C	101.5 Baton Rouge	0.5 1.6 65 1181



# NEW ORLEANS

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	131 (2)	131 (2)	8.4 %	4.8 %	<b>Clear Channel</b>	39.6 %	36.4 %	36.9 %
AOR/Classic/NR	0 (0)	128 (3)	128 (3)	8.2 %	6.0 %	KHOM-FM, WYLD-AM, WQUE-FM, WODT-AM, WNOE-FM, KKND-FM, WYLD-FM			
Black/Urban	0 (0)	463 (3)	463 (3)	29.6 %	32.1 %	<b>Heritage</b>	9.7 %	10.2 %	16.7 %
CHR	0 (0)	78 (2)	78 (2)	5.0 %	5.5 %	WEZB-FM, WBYU-AM, WRNO-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	<b>Muniz</b>	9.1 %	11.6 %	12.6 %
Country	0 (0)	135 (2)	135 (2)	8.6 %	9.6 %	WTKL-FM, WLTS-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	<b>Sinclair TV</b>	21.2 %	21.3 %	28.8 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KMEZ-FM, WWL-AM, WSMB-AM, WLMG-FM			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		79.5 %	79.5 %	95.0 %
News/Talk	214 (4)	0 (0)	214 (4)	13.7 %	12.8 %				
Oldies	0 (0)	169 (3)	169 (3)	10.8 %	12.0 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	97 (2)	0 (0)	97 (2)	6.2 %	3.4 %				
Soft AC/EZ	0 (0)	103 (2)	103 (2)	6.6 %	5.7 %				
Sports	10 (1)	0 (0)	10 (1)	0.6 %	0.4 %				
Standards	38 (1)	0 (0)	38 (1)	2.4 %	3.2 %				
<b>Totals</b>	<b>359 (8)</b>	<b>1207 (17)</b>	<b>1566 (25)</b>						

## AM Stations

Station	Power	Time	Format	Company	Share	Notes
WBOK	1230	1 kw	Gospel	Westwd, AURN	\$23.00 ---	Willis
WBYU	1450	1 kw	Standards	ABC	\$30.00 ---	Heritage
WTKL	690	10 kw/5 kw (DA-2)	Tak	Westwd, BRN	\$22.00 ---	GHB
WWL	870	50 kw (DA-1)	News/Tak	CBS	\$140.00 Allied	Sinclair TV
WYLD	940	10 kw/500 w (DA-2)	Gospel	ABC, AURN	\$19.00 Cr Chnl	Clear Channel

## FM Stations

Station	Freq	Power	Time	Format	Company	Share	Notes
KHOM	104.1	100 kw @ 1946		CHR	Westwd	\$26.00 Allied	Cr. Chnl, pend. Houma
KKND	106.7	100 kw @ 983		Prog. AOR	\$NA	Cr Chnl	Clear Channel Pt. Sulphur
KMEZ	102.9	4.7 kw @ 604		Black AC	ABC	\$40.00 Allied	Sinclair TV Belle Chasse
WCKW	92.3	100 kw @ 1946		Classic AOR		\$42.00 Christal	Laplace
WEZB	97.1	100 kw @ 984		AC/CHR		\$70.00 Allied	Heritage
WLMG	101.9	100 kw @ 984		Soft AC		\$70.00 Allied	Sinclair TV
WLTS	105.3	100 kw @ 902		AC	ABC	\$64.00 Mc-Guild	Muniz Sidell
WNOE	101.1	100 kw @ 1004		Country	Westwd	\$102.00 Mc-Guild	Clear Channel
WQUE	93.3	100 kw @ 984		Black		\$98.00 D&R	Clear Channel
WRNO	99.5	100 kw @ 1004		Oldies-70's	Source	\$72.00 Allied	Heritage
WTKL	95.7	100 kw @ 984		Oldies	ABC	\$55.00 Mc-Guild	Muniz
WYLD	98.5	100 kw @ 902		Black AC	ABC, USA	\$66.00 D&R	Clear Channel
WZRH	106.1	50 kw @ 492		New Rock		\$27.00 ---	Picayune

Notes: WYLD reclassified as Gospel (from Black) . . . 9/96 KLJZ-F changed from Jazz to Prog. AOR as KKND-F ("The End") . . . 11/96 KHOM-F sold by Ray Saadi & partners to Clear Channel (D+) for \$6,750,000 (Serafin)

Jim Duncan

Comments: WWL had its highest share in over two years . . . The same is true for WYLD-F . . . WNOE-F recovered somewhat from its weak Summer book

# NEW YORK

<b>Arbitron Rank:</b> 1	<b>Pop (12+)</b> 14,114,400	<b>Stations</b> 45 / 43	<b>Last Year's Revenue:</b> \$428,000,000
<b>MSA Rank:</b> 1		<b>Diaries:</b> 11,410/1237:1/49.0%	<b>Household income:</b> \$54,204
<b>MSA Pop:</b> 15,700,000		<b>Sample Target:</b> 8,450	<b>Retail Dollars:</b> \$134.7 Bil.
<b>DMA:</b> 1		<b>% Below Line:</b> 1.1	<b>#1 Biller:</b> WFAN \$35,100,000
<b>Average Person Ratings:</b> 18.2		<b>% Not Listed:</b> 12.6	<b>#1 Billing Portfolio:</b>
<b>Market TSL in Hours</b> 24.00		<b>Pop per Station:</b> 328,242	<b>Westinghouse</b> \$161,200,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1	WKTU-F	1597 / 6.2	6.8	6.7	3.4	1.9	5.8	24278 / 17.2	18.1	5.5	1658 / 25273	I
2	WLTW-F	1521 / 5.9	4.5	5.1	5.4	4.6	5.2	19835 / 14.1	13.5	12.4	1544 / 20356	K
3	WQHT-F	1465 / 5.7	6.3	5.8	5.4	6.1	5.8	18127 / 12.8	13.0	13.5	1533 / 19352	K
4	WCBS-F	1162 / 4.5	4.9	5.0	4.9	4.9	4.8	17309 / 12.3	13.1	13.0	1206 / 18305	K
5	WRKS-F	1113 / 4.3	4.0	4.7	5.1	4.9	4.5	16196 / 11.5	11.5	12.5	1149 / 16790	K
6	WSKQ-F	1098 / 4.3	4.2	3.6	4.4	5.5	4.1	11588 / 8.2	7.4	8.1	1111 / 11804	I
7	WXRK-F	937 / 3.6	3.4	3.0	2.9	3.6	3.2	15496 / 11.0	10.1	10.9	1018 / 16945	K
8	WOR	883 / 3.4	3.4	3.8	2.8	2.8	3.4	12418 / 8.8	8.7	8.1	974 / 14074	J
9	WINS	872 / 3.4	3.7	3.6	3.8	3.5	3.6	21021 / 14.9	15.7	15.1	879 / 21387	K
10	WQCD-F	855 / 3.3	3.0	2.9	3.5	3.1	3.2	12865 / 9.1	8.9	9.1	902 / 13720	J
11	WPLJ-F	783 / 3.0	2.9	3.4	3.4	4.1	3.2	16010 / 11.3	11.8	12.7	858 / 17811	K
12	WCBS	775 / 3.0	3.2	3.1	3.7	3.7	3.3	17412 / 12.3	12.8	13.8	898 / 19991	K
13	WQXR-F	770 / 3.0	2.1	2.8	2.8	2.8	2.7	9667 / 6.8	6.9	6.4	824 / 10109	H
14	WBLF-F	759 / 3.0	3.2	2.9	2.8	2.9	3.0	11943 / 8.5	8.3	8.8	774 / 12305	I
15	WFAN	757 / 2.9	2.7	2.3	2.8	2.9	2.6	13218 / 9.4	8.5	9.1	958 / 16791	K
16	WPAT-F	752 / 2.9	3.2	2.8	3.3	2.3	3.1	8731 / 6.2	5.8	7.3	762 / 8891	I
17	WABC	743 / 2.9	3.3	3.4	3.6	4.5	3.3	12487 / 8.8	8.7	9.5	862 / 14318	K
18	WHTZ-F	656 / 2.5	2.7	2.8	3.1	3.8	2.8	16398 / 11.6	12.9	15.0	681 / 17358	J
19	WAXQ-F	592 / 2.3	2.0	1.7	1.8	1.9	2.0	10861 / 7.7	5.9	6.0	621 / 11729	H
20	WQEW	498 / 1.9	2.1	1.9	2.2	2.0	2.0	6551 / 4.6	4.2	4.2	521 / 8888	E
21	WDBZ-F	495 / 1.9	2.4	2.4	3.1	3.0	2.5	11481 / 8.1	9.5	10.1	507 / 11913	J
22	WADO	481 / 1.9	1.8	1.9	2.0	2.3	1.8	4882 / 3.5	3.6	3.9	481 / 4882	H
23	WNEW-F	313 / 1.2	1.7	1.9	1.7	1.7	1.8	7507 / 5.3	7.1	7.0	332 / 8101	J
24	WALK-F	251 / 1.0	1.0	1.1	1.1	1.1	1.1	3327 / 2.4	2.8	2.7	258 / 3617	
25	WLIB	245 / 1.0	1.1	1.0	1.2	1.2	1.1	2594 / 1.8	2.0	2.2	248 / 2807	E

12+ FM Share (Metro): 73.92 % ( 16626 of 22493 ) ( Fall 95: 71.58 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WQHT-F >>	1 WKTU-F	1 WKTU-F	1 WLTW-F <	1 WLTW-F	1 WLTW-F	1 WXRK-F	1 WLTW-F	1 WKTU-F <	1 WQHT-F	1 WQHT-F <
2 WKTU-F >	2 WQHT-F >	2 WLTW-F <	2 WKTU-F	2 WKTU-F	2 WCBS-F	2 WINS	2 WKTU-F	2 WLTW-F <	2 WKTU-F >	2 WRKS-F <
3 WHTZ-F >	3 WXRK-F >	3 WQHT-F	3 WRKS-F <	3 WRKS-F <	3 WOR <	3 WQHT-F <	3 WCBS-F	3 WQHT-F >	3 WRKS-F <	3 WCBS
4 WPLJ-F <	4 WSKQ-F <	4 WSKQ-F	4 WSKQ-F <	4 WSKQ-F <	4 WINS <	4 WSKQ-F <	4 WABC	4 WOR <	4 WLTW-F	4 WOR <
5 WSKQ-F <	5 WRKS-F <	5 WPLJ-F <	5 WCBS-F	5 WQXR-F <	5 WCBS <	5 WCBS <	WRKS-F	5 WCBS-F <	5 WSKQ-F	5 WINS
6 WRKS-F <	6 WXRK-F	6 WXRK-F <	6 WQCD-F	6 WCBS <	6 WKTU-F <	6 WQHT-F	6 WQHT-F	6 WRKS-F	WHTZ-F	
7 WHTZ-F <	7 WPLJ-F	7 WQCD-F <	7 WPLJ-F	7 WRKS-F <	7 WLTW-F <	WQCD-F <	7 WPLJ-F <	7 WQCD-F		
8 WLTW-F	8 WQCD-F <	8 WCBS-F <	WXRK-F <		8 WCBS-F <		8 WSKQ-F <	WBLF-F <		
		9 WBLF-F <			9 WOR <			9 WPAT-F <		
								10 WCBS-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 WKTU-F	1 WKTU-F >	1 WKTU-F	1 WLTW-F	1 WQHT-F	1 WXRK-F <	1 WXRK-F	1 WXRK-F	1 WXRK-F <
2 WKTU-F >	2 WQHT-F >	2 WLTW-F <	2 WLTW-F	2 WKTU-F <	2 WKTU-F	2 WQHT-F <	2 WKTU-F	2 WKTU-F	2 WFAN
3 WHTZ-F	3 WPLJ-F <	3 WLTW-F <	3 WRKS-F	3 WRKS-F	3 WXRK-F >	3 WKTU-F >>	3 WQHT-F	3 WQHT-F <	3 WCBS-F <
4 WSKQ-F >	4 WSKQ-F <	4 WPLJ-F <	4 WQHT-F <	4 WSKQ-F	4 WHTZ-F >	4 WFAN <	4 WFAN <	4 WFAN <	4 WSKQ-F <
5 WDBZ-F <	5 WRKS-F	5 WRKS-F	5 WSKQ-F	5 WCBS-F <	5 WSKQ-F <	5 WPLJ-F <	5 WPLJ-F	5 WSKQ-F	5 WKTU-F
6 WPAT-F <	6 WLTW-F	6 WBLF-F <	6 WPLJ-F	6 WQCD-F <	6 WPAT-F	6 WSKQ-F	6 WAXQ-F <	6 WPLJ-F <	6 WLTW-F <
7 WRKS-F <	7 WHTZ-F	7 WSKQ-F	7 WBLF-F <	7 WPLJ-F <			7 WSKQ-F	7 WLTW-F	7 WQCD-F <
8 WPLJ-F		8 WPAT-F	8 WPAT-F <	8 WBLF-F				WAXQ-F <	8 WPLJ-F <
			9 WQCD-F <					9 WQCD-F <	9 WAXQ-F

# NEW YORK

Format Performance	AM	FM	Total	%	Spg 96	Other Rated Stations							
						Metro Share	Cume Rating	TSA AQH	Cume				
AC	0 (0)	1187 (6)	1187 (6)	5.3 %	6.3 %	WBAB-FF	AOR	102.3	Babyln	0.5	1.7	118	2417
AOR/Classic/NR	0 (0)	1099 (6)	1099 (6)	4.9 %	5.7 %	WBBR	N	1130	New York	0.5	2.2	124	3407
Black/Urban	245 (1)	3337 (3)	3582 (4)	15.9 %	17.1 %	WBLI-F	AC/CHR	106.1	Patchogue	0.5	1.9	139	2709
CHR	0 (0)	3036 (3)	3036 (3)	13.5 %	11.3 %	WBZO-F	O	103.1	Bay Shore	0.6	1.6	142	2230
Classical	0 (0)	770 (1)	770 (1)	3.4 %	3.3 %	WFAS-F	AC	103.9	White Plains	0.4	1.2	98	1756
Country	4 (1)	90 (1)	94 (2)	0.4 %	0.0 %	WFME-F	REL	94.7	Newark, NJ	0.9	2.0	249	3110
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WHLI	ST	1100	Hempstead	0.7	0.7	179	1035
Hispanic	596 (2)	1850 (2)	2446 (4)	10.9 %	10.4 %	WHUD-F	AC	100.7	Peekskill	0.4	1.3	197	3149
Jazz	0 (0)	855 (1)	855 (1)	3.8 %	3.4 %	WKJY-F	AC	98.3	Hempstead	0.4	1.3	102	1772
News/Talk	3391 (5)	1131 (2)	4522 (7)	20.1 %	21.2 %	WLIR-FF	AOR-NR	92.1	Garden City	0.3	1.5	81	2230
Oldies	0 (0)	1304 (2)	1304 (2)	5.8 %	6.6 %	WMJC-F	C	94.3	Smithtown	0.3	0.9	91	1294
Others/Unknown	0 (0)	134 (1)	134 (1)	0.6 %	0.5 %	WMTR	ST	1250	Morristown, NJ	0.3	0.6	85	877
Religion/Gospel	119 (1)	234 (1)	353 (2)	1.6 %	1.7 %	WNWK-F	E	105.9	Newark, NJ	0.5	2.3	134	3195
Soft AC/EZ	0 (0)	1599 (2)	1599 (2)	7.1 %	6.1 %	WWRL	B/G	1600	New York	0.5	1.2	119	1759
Sports	757 (1)	0 (0)	757 (1)	3.4 %	2.8 %	WXLX	SP	620	Newark, NJ	0.4	1.1	115	1619
Standards	755 (3)	0 (0)	755 (3)	3.4 %	3.6 %								
<b>Totals</b>	<b>5867 (14)</b>	<b>16626 (31)</b>	<b>22493 (45)</b>										

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WEZN-F	SAC	99.9	Bridgeport, CT	0.3	1.2	190	3621
WKXW-F	T	101.5	Trenton, NJ	0.8	2.8	293	5790

Consolidation Report	12+	25-54	Revenue
<b>Emmis</b>	10.0 %	8.8 %	9.7 %
WQHT-FM, WRKS-FM			
<b>Hefte/Clear Channel</b>	1.9 %	1.8 %	2.3 %
WPAT-AM, WADO-AM			
<b>SBS</b>	7.6 %	8.8 %	5.6 %
WPAT-FM, WXLX-AM, WSKQ-FM			
<b>Viacom</b>	8.2 %	10.6 %	7.8 %
WAXQ-FM, WLTW-FM			
<b>Westinghouse</b>	18.6 %	19.9 %	37.7 %
WCBS-AM, WZRC-AM, WXRK-FM, WNEW-FM, WINS-AM, WFAN-AM, WCBS-FM			
	<b>46.3 %</b>	<b>49.8 %</b>	<b>63.1 %</b>

### AM Stations

Station	Power	Daypart	Format	Advertiser	Agency
WABC	770	50 kw	Tak	ABC	\$345.00 Banner ABC/Disney
WADO	1280	5 kw (DA-1)	Hispanic		\$140.00 Katz Hisp Hefte/Cr. Chnl
WCBS	880	50 kw	News	CBS	\$394.00 CBS Westinghouse
WFAN	660	50 kw	Sports	Westwd, CBS	\$385.00 Infinity Westinghouse
WINS	1010	50 kw (DA-2)	News	CNN, ABC	\$434.00 Group W Westinghouse
WLIB	1190	10 kw (Days, DA)	Black News/Tak	AURN	\$75.00 Mc-Guild Inner City
WOR	710	50 kw (DA-1)	Tak	ABC, Westwd	\$305.00 Mc-Guild Buckley
WQEW	1560	50 kw (DA-2)	Standards		\$90.00 Allied New York Times

# NEW YORK

## FM Stations

Station	Freq	Power	Format	Source	Company	City
WALK	97.5	39 kw @ 554	AC		Katz	Chancellor Patchogue
WAXQ	104.3	7.8 kw @ 1223	Classic AOR		\$150.00 Katz	Viacom
WBSL	107.5	4.2 kw @ 1362	Black AC	ABC	\$270.00 Mc-Guild	Inner City
WCBS	101.1	6.8 kw @ 1325	Oldies	CBS	\$500.00 CBS	Westinghouse
WDBZ	105.1	6 kw @ 1362	AC-New Rock		\$374.00 Sentry	Bonneville
WHTZ	100.3	6 kw @ 1362	CHR		\$340.00 ---	Chancellor Newark, NJ
WKTU	103.5	5.4 kw @ 1420	Urban/CHR	Westwd	\$210.00 Eastman	Evergreen Lake Success, NY
WLTW	106.7	6 kw @ 1362	Soft AC		\$510.00 Katz	Viacom
WNEW	102.7	7.8 kw @ 1223	AOR	Westwd	\$320.00 Group W	Westinghouse
WPAT	93.1	5.4 kw @ 1420	Hispanic AC		\$210.00 Katz	SBS Paterson, NJ
WPLJ	95.5	6.7 kw @ 1335	CHR	ABC	\$415.00 Banner	ABC/Disney
WQCD	101.9	6 kw @ 1362	Jazz		\$340.00 Christal	Tribune Co.
WQHT	97.1	6.7 kw @ 1339	Urban/CHR		\$370.00 Allied	Emmis
WQXR	96.3	6 kw @ 1362	Classical	Westwd	\$190.00 Allied	New York Times
WRKS	98.7	6 kw @ 1362	Black AC	Source, Westwd	\$404.00 D&R	Emmis
WSKQ	97.9	6 kw @ 1362	Hispanic		\$240.00 SBS	SBS
WXRK	92.3	6 kw @ 1362	Tak/NR	ABC	\$471.00 Infinity	Infinity

Notes: 7/96 WFAS-AF (White Plains) sold by Commodore to Capstar for \$\_\_\_\_\_ . . . 7/96 WAXQ-F changed from AOR to Classic AOR . . . 9/96 WERA (1590; Plainfield, NJ) sold to Unity for \$1,000,000 . . . 11/96 WMXV-F changed from AC to AC-New Rock as WDBZ-F ("The Buzz") . . . 1/97 WNEW-F changed from AOR to Classic AOR (after the Fall survey)

Jim Duncan

Comments: WLTW-F had its best 12+ book ever and is once again the leader in Adults 25-54 . . . WKTU-F proved it has staying power . . . Classical WQXR-F reached the three-share area for the first time in my memory . . . WABC had its lowest share in over two years . . . WHTZ-F has had seven straight down books . . . WAXQ-F had its highest 12+ share in over 2 years . . . WNEW-F fell to low one-share area

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* 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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

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

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

# NORFOLK-VIRGINIA BEACH

Arbitron Rank: 33 Pop (12+) 1,220,300	Stations 29 / 27	Last Year's Revenue: \$43,000,000
MSA Rank: 32	Diaries: 1,803/677:1/59.2%	Household Income: \$40,280
MSA Pop: 1,560,000	Sample Target: 1,670	Retail Dollars: \$13.5 Bil.
DMA: 40	% Below Line: 1.1	#1 Biller: WOWI-F \$5,000,000
Average Persons Rating: 15.2	% Not Listed: 10.8	#1 Billing Portfolio:
Market TSL In Hours 20.25	Pop per Station: 45,196	Max duop+ \$10,600,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WOWI-F	B	232 / 12.5	13.8	11.4	12.0	10.8	12.4	2864 / 23.5	20.9	20.9	255 / 3176	F	WOWI-F
2	WCMS-AF	C	112 / 6.0	9.0	5.8	7.2	7.6	7.0	1747 / 14.3	13.3	16.1	135 / 2085	E	WCMS-AF
3	WGH-F	C	107 / 5.8	6.6	6.7	6.9	5.5	6.5	1718 / 14.1	15.7	16.2	129 / 1987	F	WGH-F
	WJCD-F	J/U	107 / 5.8	4.2	4.1	4.3	6.5	4.6	1411 / 11.6	10.0	10.2	114 / 1504	C	WJCD-F
5	WFOG-AF	SAC	104 / 5.6	5.4	6.3	7.0	4.4	6.1	1516 / 12.4	14.1	13.8	112 / 1747	D	WFOG-AF
6	WNVZ-F	CHR	98 / 5.3	4.4	5.6	5.7	4.7	5.2	2215 / 18.1	17.8	17.7	116 / 2481	D	WNVZ-F
7	WNOR-F	AOR	90 / 4.9	4.7	5.7	5.6	6.6	5.2	1478 / 12.1	13.3	14.5	97 / 1633	F	WNOR-F
8	WPTE-F	AC/CHR	87 / 4.7	5.3	4.6	2.9	2.7	4.4	1556 / 12.8	11.7	8.4	89 / 1693	C	WPTE-F
9	WWDE-F	AC	84 / 4.5	4.9	5.6	5.4	5.3	5.1	1612 / 13.2	14.5	14.2	89 / 1795	F	WWDE-F
10	WXEZ-F	SAC	75 / 4.0	3.1	2.7	2.0	2.6	3.0	886 / 7.3	5.4	5.4	98 / 1096	A	WXEZ-F
11	WLTY-F	O	71 / 3.8	3.0	3.7	2.5	3.4	3.2	1254 / 10.3	11.5	8.2	78 / 1378	D	WLTY-F
12	WNIS	NT	64 / 3.5	2.4	2.4	3.2	3.0	2.9	1036 / 8.5	7.5	7.5	70 / 1148	D	WNIS
	WAFX-F	CL AOR	64 / 3.5	4.6	4.8	4.2	4.1	4.3	1166 / 9.6	13.7	11.7	97 / 1572	D	WAFX-F
14	WSVY-F	B	57 / 3.1	2.7	3.7	3.4	3.5	3.2	915 / 7.5	8.4	8.1	61 / 984	B	WSVY-F
15	WROX-F	AOR-NR	56 / 3.0	4.0	4.7	5.0	3.7	4.2	1109 / 9.1	12.3	13.6	59 / 1224	C	WROX-F
16	WKOC-F	AOR-P	50 / 2.7	2.9	2.5	2.8	3.7	2.7	1124 / 9.2	10.2	10.7	65 / 1399	D	WKOC-F
17	WTAR	T	41 / 2.2	1.2	1.2	1.4	1.6	1.5	875 / 7.2	4.6	5.7	45 / 948	B	WTAR
18	WPCE	G	40 / 2.2	2.4	2.4	2.8	2.6	2.4	637 / 5.2	4.7	5.0	41 / 641	A	WPCE

12+ FM Share (Metro): 86.99 % ( 1438 of 1653 ) ( Fall 95: 88.47 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WOWI-F >>	1 WOWI-F >>	1 WOWI-F >	1 WOWI-F	1 WOWI-F	1 WFOG-AF <	1 WOWI-F >	1 WOWI-F	1 WOWI-F	1 WOWI-F >>	1 WOWI-F >
2 WNVZ-F >>	2 WNOR-F	2 WGH-F <	2 WJCD-F	2 WJCD-F <	2 WJCD-F	2 WCMS-AF <	2 WJCD-F <	2 WJCD-F <	2 WNVZ-F	2 WSVY-F
	3 WPTE-F <	3 WNOR-F <	WGH-F	3 WGH-F	3 WCMS-AF	3 WGH-F <	3 WCMS-AF	3 WNVZ-F <	3 WJCD-F	3 WJCD-F <
	4 WGH-F <	4 WPTE-F <	4 WPTE-F <	4 WFOG-AF	4 WXEZ-F <	4 WWDE-F <	4 WFOG-AF <	4 WCMS-AF	4 WNOR-F <	4 WNVZ-F
	5 WNVZ-F	5 WJCD-F <	5 WWDE-F <	WWDE-F	5 WLTY-F	5 WFOG-AF <	5 WNIS	WGH-F <	5 WFOG-AF	5 WROX-F
	6 WROX-F	6 WWDE-F <	6 WNOR-F <	WPTE-F <	6 WNIS <	6 WNOR-F	6 WGH-F	6 WFOG-AF <		
		7 WNVZ-F <	7 WAFX-F <	7 WCMS-AF <			7 WPTE-F <	7 WNOR-F		
		8 WCMS-AF	8 WFOG-AF <	8 WNOR-F <			8 WWDE-F			
			9 WCMS-AF <	9 WAFX-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 WOWI-F >>	1 WOWI-F >	1 WOWI-F	1 WOWI-F >	1 WOWI-F <	1 WOWI-F >>	1 WOWI-F	1 WNOR-F	1 WOWI-F	1 WJCD-F <
2 WROX-F	2 WGH-F	2 WGH-F	2 WGH-F	2 WFOG-AF <	2 WNOR-F >>	2 WNOR-F >	2 WOWI-F >	2 WNOR-F >	2 WNOR-F
	WNVZ-F	3 WPTE-F <	3 WPTE-F <	3 WGH-F <	3 WROX-F	3 WPTE-F	3 WPTE-F	3 WAFX-F <	3 WOWI-F <
	4 WWDE-F	4 WPTE-F	4 WNVZ-F	4 WNVZ-F	4 WNVZ-F	4 WROX-F	4 WGH-F <	4 WCMS-AF <	4 WAFX-F <
	WKOC-F	5 WWDE-F >	5 WWDE-F >	WFOG-AF <	5 WPTE-F	5 WCMS-AF <	5 WAFX-F	5 WCMS-F	5 WCMS-AF
	6 WGH-F	6 WKOC-F <	6 WFOG-AF	6 WPTE-F >	6 WGH-F <	6 WGH-F <	WROX-F	WJCD-F <	6 WGH-F
	7 WPTE-F	7 WROX-F	7 WJCD-F >	7 WNVZ-F	7 WCMS-F <	7 WCMS-AF	7 WCMS-AF	7 WPTE-F <	7 WPTE-F <
	8 WCMS-AF							8 WGH-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WGH	SPRIS	1310	Newport News 1.4 4.7 27 588
WGPL	B/G	1350	Portsmouth 1.1 2.6 21 328
WMYK-F	CHR/U	92.1	Moyock, NC 1.3 7.5 27 999
WPMH	REL	1010	Portsmouth 0.4 1.4 7 175
WTJZ	REL	1270	Newport News 0.5 1.5 9 186
WXGM-F	AC	99.1	Gbuicester 0.4 1.1 8 144

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WLEE-F	O-70S	96.5	Williamsburg 0.8 1.5 34 625
WRVQ-F	CHR	94.5	Richmond 0.4 1.1 42 967

# NORFOLK-VIRGINIA BEACH

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	178 (3)	178 (3)	10.8 %	11.6 %	<b>Clear Channel</b>	23.8 %	22.2 %	17.0 %
AOR/Classic/NR	0 (1)	260 (4)	260 (5)	15.7 %	20.2 %	WOWI-FM, WMYK-FM, WJCD-FM, WGPL-AM, WSVY-FM			
Black/Urban	0 (0)	289 (2)	289 (2)	17.5 %	19.2 %	<b>Max</b>	20.1 %	21.8 %	24.6 %
CHR	0 (0)	129 (3)	129 (3)	7.8 %	6.3 %	WFOG-AM, WWDE-FM, WPTE-FM, WNVZ-FM, WFOG-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	<b>Saga</b>	8.4 %	10.2 %	17.4 %
Country	6 (1)	212 (2)	218 (3)	13.2 %	14.2 %	WNOR-AM, WAFX-FM, WNOR-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	<b>Sinclair</b>	11.4 %	9.6 %	17.4 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WTAR-AM, WROX-FM, WNIS-AM, WKOC-FM			
Jazz	0 (0)	107 (1)	107 (1)	6.5 %	4.7 %	<b>Susquehanna</b>	11.0 %	12.9 %	14.4 %
News/Talk	105 (2)	0 (0)	105 (2)	6.4 %	4.1 %	WGH-AM, WLTY-FM, WGH-FM			
Oldies	0 (0)	85 (2)	85 (2)	5.1 %	4.7 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	77 (4)	0 (0)	77 (4)	4.7 %	3.6 %				
Soft AC/EZ	1 (1)	178 (2)	179 (3)	10.8 %	10.3 %				
Sports	26 (1)	0 (0)	26 (1)	1.6 %	0.9 %				
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
<b>Totals</b>	<b>215 (10)</b>	<b>1438 (19)</b>	<b>1653 (29)</b>				<b>74.7 %</b>	<b>76.8 %</b>	<b>90.8 %</b>

## AM Stations

Station	Freq	Power	Comments	Company	Company	Company
WCMS	1050	5 kw/360 w	See WCMS-F			
WFOG	1600	5 kw/27 w	See WFOG-F			
WNIS	850	50 kw/25 kw (DA-2)	News/Talk	CBS, Westwd	\$47.00	Allied Sinclair
WPCE	1400	1 kw	Religion	AURN, Westwd	\$24.00	Mc-Guild Willis
WTAR	790	5 kw (DA-1)	Talk	Westwd, SBUSA	\$28.00	Allied Sinclair

## FM Stations

Station	Freq	Power	Comments	Company	Company	Company	Company
WAFX	106.9	100 kw @ 984	Classic AOR	\$53.00	CBS	Saga	
WCMS	100.5	50 kw @ 500	Country	ABC	\$76.00	D&R	
WFOG	92.9	50 kw @ 484	Soft AC	\$63.00	Banner	Max	Suffolk
WGH	97.3	74 kw @ 400	Country	\$83.00	Eastman	Susquehanna	
WJCD	105.3	50 kw @ 500	Jazz	\$55.00	D&R	Clear Channel	
WKOC	93.7	100 kw @ 935	Prog. AOR	\$47.00	Katz	Sinclair	Elizabeth City, NC
WLTY	95.7	40 kw @ 880	Oldies	\$54.00	Katz	Susquehanna	
WNOR	98.7	46 kw @ 520	AOR	\$96.00	Mc-Guild	Saga	
WNVZ	104.5	50 kw @ 479	CHR	\$49.00	Christal	Max	
WOWI	102.9	50 kw @ 472	Black	AURN	\$89.00	Mc-Guild	Clear Channel
WPTE	94.9	50 kw @ 500	AC/CHR	\$43.00	Banner	Max	
WROX	96.1	23 kw @ 722	New Rock	\$43.00	Allied	Sinclair	Cape Charles
WSVY	107.7	5.2 kw @ 351	Black	AURN, ABC, WW1	\$33.00	Mc-Guild	Clear Channel Windsor
WWDE	101.3	50 kw @ 500	AC	\$84.00	Christal	Max	
WXEZ	94.1	40 kw @ 531	EZ/Soft AC	\$22.00	---	Eure	Yorktown

Notes: 8/96 WMYK-F changed from Black to Urban CHR . . . 9/96 WKOC-F changed from AOR to Progressive AOR as "The Coast 93.7"

Jim Duncan

Comments: Market listening levels are down a full rating point from a year ago . . . WJCD-F had its best 12+ share since a year ago . . . WWDE-F, WAFX-F and WROX-F all slipped to their lowest 12+ shares of the year

# OKLAHOMA CITY

**Arbitron Rank:** 52 **Pop (12+)** 844,500  
**MSA Rank:** 54  
**MSA Pop:** 1,030,000  
**DMA:** 43  
**Average Persons Rating:** 15.3  
**Market TSL in Hours:** 20.75

**Stations:** 20 / 20  
**Diaries:** 1,506/561:1/53.6%  
**Sample Target:** 1,440  
**% Below Line:** 0.0  
**% Not Listed:** 13.0  
**Pop per Station:** 42,225

**Last Year's Revenue:** \$30,800,000  
**Household Income:** \$36,505  
**Retail Dollars:** \$9.3 Bil.  
**#1 Biller:** KXXY-AF \$5,500,000  
**#1 Billing Portfolio:**  
 Clear Channel duop+ \$14,600,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	KXXY-F	C	179 / 13.9	10.3	8.9	8.5	12.1	10.4	2095 / 24.8	22.4	22.3	225 / 2768	G	KXXY-F
2	KMGL-F	AC	98 / 7.6	7.6	5.3	6.7	6.2	6.8	1366 / 16.2	13.7	15.9	115 / 1780	E	KMGL-F
3	KJYO-F	CHR	93 / 7.2	8.5	10.3	9.4	9.7	8.9	1882 / 22.3	25.4	26.4	125 / 2299	D	KJYO-F
4	KTST-F	C	89 / 6.9	6.6	5.5	4.2	6.1	5.8	1407 / 16.7	15.7	13.6	121 / 1981	C	KTST-F
5	KOMA-F	O	87 / 6.8	7.4	7.4	7.4	7.6	7.2	1364 / 16.1	16.0	15.4	106 / 1873	E	KOMA-F
6	KTOK	N/T	83 / 6.4	5.8	6.4	6.1	6.0	6.2	1178 / 13.9	14.3	14.3	88 / 1323	E	KTOK
7	KRXO-F	CL AOR	79 / 6.1	5.7	6.5	5.6	6.8	6.0	1296 / 15.3	16.1	18.7	103 / 1668	E	KRXO-F
8	KATT-F	AOR	74 / 5.7	7.2	9.6	10.3	8.4	8.2	1302 / 15.4	19.1	18.7	99 / 2003	E	KATT-F
9	KVSP	B	69 / 5.4	6.3	5.1	5.2	5.0	5.5	1050 / 6.5	6.3	7.9	69 / 575	B	KVSP
10	KNRX-F	AOR-NR	61 / 4.7	6.4	5.7	5.5	5.0	5.6	1094 / 13.0	16.4	16.0	89 / 1534	E	KNRX-F
11	KTNT-F	J	46 / 3.6	4.8	2.6	3.9	3.9	3.7	646 / 7.6	7.4	8.4	46 / 658	B	KTNT-F
12	KYIS-F	AC-NR	39 / 3.0	3.7	3.9	4.3	3.3	3.7	1079 / 12.8	12.6	13.4	44 / 1294	C	KYIS-F
13	WKY	T/FARM	30 / 2.3	2.7	1.6	2.0	2.3	2.1	522 / 6.2	4.6	6.2	33 / 643	B	WKY

12+ FM Share (Metro): 76.61 % ( 858 of 1120 ) ( Fall 95: 79.15 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KJYO-F >	1 KXXY-F	1 KXXY-F >	1 KXXY-F >	1 KXXY-F >	1 KXXY-F >	1 KXXY-F >>	1 KXXY-F >	1 KXXY-F >	1 KJYO-F <	1 KXXY-F
2 KNRX-F >	KJYO-F <	2 KMGL-F <	2 KRXO-F <	2 KMGL-F	2 KOMA-F <	2 KATT-F <	2 KMGL-F	2 KTST-F	2 KXXY-F >	2 KOMA-F
3 KVSP <	3 KATT-F	3 KRXO-F	3 KMGL-F	3 KRXO-F	3 KTOK	3 KRXO-F <	3 KTOK <	KJYO-F <	3 KTOK <	
4 KMGL-F	4 KTST-F	4 KTST-F	4 KTST-F	4 KOMA-F <	4 KMGL-F	4 KOMA-F <	4 KTST-F <	4 KTST-F <	4 KRXO-F <	
5 KTST-F	KJYO-F	KATT-F	5 KTST-F	5 KRXO-F <	5 KRXO-F <	5 KOMA-F <	5 KOMA-F <	5 KTOK <	5 KVSP <	
6 KNRX-F	6 KATT-F	6 KOMA-F	6 KATT-F	6 KTST-F	6 KTST-F	6 KTST-F	6 KRXO-F	6 KOMA-F	6 KMGL-F	
7 KRXO-F	7 KOMA-F <	7 KVSP	7 KVSP	7 KTNT-F	KJYO-F	KJYO-F	7 KRXO-F			
	8 KVSP	8 KJYO-F			8 KTOK	8 KATT-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 KJYO-F >	1 KJYO-F	1 KXXY-F	1 KXXY-F <	1 KXXY-F	1 KNRX-F >	1 KATT-F	1 KATT-F	1 KXXY-F <	1 KXXY-F
2 KTST-F	2 KXXY-F <	2 KYIS-F	2 KMGL-F	2 KMGL-F >	2 KJYO-F	2 KNRX-F	2 KXXY-F >	2 KRXO-F <	2 KRXO-F
3 KMGL-F >	3 KTST-F <	3 KMGL-F	3 KJYO-F <	3 KOMA-F	3 KATT-F	3 KXXY-F	3 KMGL-F	3 KATT-F >	3 KATT-F
4 KXXY-F	4 KMGL-F	4 KTST-F	4 KTST-F	4 KTST-F	4 KVSP >	4 KVSP	4 KRXO-F <	4 KVSP >	4 KVSP
5 KATT-F	5 KYIS-F <	KRXO-F	5 KRXO-F <	5 KYIS-F <	5 KRXO-F	KJYO-F	5 KVSP	5 KNRX-F	5 KTST-F
6 KRXO-F	6 KRXO-F	6 KJYO-F >	6 KOMA-F	6 KJYO-F >	KTST-F	6 KRXO-F	6 KNRX-F	6 KTST-F	KOMA-F
KNRX-F >>	7 KATT-F		KYIS-F >	KRXO-F >		KMGL-F			7 KMGL-F
									KTOK

Consolidation Report	12+	25-54	Revenue
<b>Caribou</b>	12.3 %	13.6 %	16.9 %
KATT-FM, KTNT-FM, KYIS-FM			
<b>Clear Channel</b>	40.3 %	34.7 %	47.4 %
KEBC-AM, KJYO-FM, KNRX-FM, KTOK-AM, KTST-FM, KXXY-FM			
<b>Diamond</b>	14.4 %	17.5 %	22.4 %
KOMA-AM, KOMA-FM, KRXO-FM			
	<b>66.9 %</b>	<b>65.8 %</b>	<b>86.7 %</b>

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KEBC	SPRTS	1340	Oklahoma City 1.2 3.5 15 299
KNL-F	REL	104.9	Bethany 1.0 3.1 17 344
KOMA	O	1520	Oklahoma City 1.5 6.3 26 724
KQCV	REL	800	Oklahoma City 1.1 3.5 15 342
KTLV	REL	1220	Midwest City 0.6 1.6 8 135
WWLS	SPRTS	640	Moore 1.9 5.4 27 510

# OKLAHOMA CITY

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	137 (2)	137 (2)	12.2 %	6.0 %
AOR/Classic/NR	0 (0)	214 (3)	214 (3)	19.1 %	18.4 %
Black/Urban	69 (1)	0 (0)	69 (1)	6.2 %	5.8 %
CHR	0 (0)	93 (1)	93 (1)	8.3 %	16.2 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	268 (2)	268 (2)	23.9 %	23.7 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.6 %
Jazz	0 (0)	46 (1)	46 (1)	4.1 %	3.0 %
News/Talk	113 (2)	0 (0)	113 (2)	10.1 %	9.2 %
Oldies	19 (1)	87 (1)	106 (2)	9.5 %	10.6 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	22 (2)	13 (1)	35 (3)	3.1 %	4.8 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	39 (3)	0 (0)	39 (3)	3.5 %	1.6 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>Totals</b>	<b>262 (9)</b>	<b>858 (11)</b>	<b>1120 (20)</b>		

## AM Stations

KTOK	1000	5 kw (DA-2)	News/Tak	ABC	\$57.00	Christal	Clear Channel
KVSP	1140	1 kw (Days)	Black	AURN	\$25.00	---	
WKY	930	5 kw (DA-N)	Tak/Farm		\$30.00	---	

## FM Stations

KATT	100.5	100 kw @ 1191	AOR	Source	\$57.00	Banner	Caribou
KJYO	102.7	100 kw @ 985	CHR		\$55.00	Christal	Clear Channel
KMGL	104.1	100 kw @ 1362	AC		\$68.00	Eastman	Renda
KNRX	94.7	100 kw @ 1389	New Rock		\$ NA	Interep	Clear Channel
KOMA	92.5	100 kw @ 984	Oldies	CBS	\$67.00	---	Diamond
KRXO	107.7	100 kw @ 990	Classic AOR		\$74.00	---	Diamond
KTNT	97.7	6 kw @ 315	Jazz		\$32.00	---	Caribou Edmond
KTST	101.9	100 kw @ 1389	Country		\$40.00	Banner	Clear Channel
KXXY	96.1	100 kw @ 1171	Country		\$115.00	Banner	Clear Channel
KYIS	98.9	100 kw @ 1100	AC-NR	AP	\$29.00	D&R	Caribou

Notes: 8/96 KEBC-F changed calls to KNRX-F; remains AOR-New Rock . . . 8/96 KXXY (AM) changed from Traditional Country to Sports as KEBC . . . 12/96 KNOR (1400; Norman) added evening Sports to its Standards format

Jim Duncan

Comments: KXXY-F had its highest 12+ share since Fall 94 . . . Both KATT-F and KJYO-F continued their sharp decline . . . KTST-F had its third consecutive up book . . . Both KXXY-F and KTST-F were helped by KEBC-F (now KNRX-F) leaving the Country format



# OMAHA-COUNCIL BLUFFS

<b>Arbitron Rank:</b> 72 Pop (12+)	526,600	<b>Stations</b>	21 / 20	<b>Last Year's Revenue:</b>	\$28,500,000
<b>MSA Rank:</b>	78	<b>Diaries:</b>	1,164/452:1/61.7%	<b>Household Income:</b>	\$49,667
<b>MSA Pop:</b>	670,000	<b>Sample Target:</b>	1,130	<b>Retail Dollars:</b>	\$7.0 Bil.
<b>DMA:</b>	75	<b>% Below Line:</b>	0.6	<b>#1 Biller:</b>	WOW-AF \$5,000,000
<b>Average Persons Rating:</b>	15.1	<b>% Not Listed:</b>	8.2	<b>#1 Billing Portfolio:</b>	
<b>Market TSL in Hours</b>	20.00	<b>Pop per Station:</b>	26,330		Triathlon duop+ \$9,400,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1 KXKT-F	C	74 / 9.3	10.0	9.0	8.7	8.6	9.2	1122 / 21.3	18.6	17.9	95 / 1422	C
2 KEZO-F	AOR	65 / 8.2	8.9	7.2	8.2	7.1	8.1	866 / 16.5	18.0	16.3	104 / 1468	E
3 KQKQ-F	CHR	64 / 8.0	7.3	8.7	7.9	5.8	8.0	1120 / 21.3	25.5	21.6	87 / 1797	E
4 KFAB	FS/T	62 / 7.8	6.4	8.0	9.8	11.1	8.0	1068 / 20.3	20.7	30.7	110 / 1794	F
5 WOW-F	C	56 / 7.0	5.5	5.8	7.7	10.1	6.5	825 / 15.7	12.0	16.0	79 / 1178	F
6 KEFM-F	AC	53 / 6.6	6.0	6.5	7.8	5.7	6.7	897 / 17.0	16.8	17.0	78 / 1398	D
KKAR	N/T	53 / 6.6	4.4	4.7	4.7	3.7	5.1	1006 / 19.1	12.1	9.6	60 / 1201	C
8 KGOR-F	O	52 / 6.5	7.9	8.0	8.3	8.0	7.7	942 / 17.9	17.3	20.0	81 / 1422	E
9 KKCD-F	CL AOR	38 / 4.8	4.7	6.5	5.2	4.4	5.3	599 / 11.4	14.5	12.3	42 / 685	C
10 KTNP-F	AC/CHR	35 / 4.4	2.7	2.4	2.3	1.3	2.9	595 / 11.3	10.8	7.4	38 / 682	C
11 KESY-F	SAC	32 / 4.0	2.8	3.1	3.3	4.5	3.3	383 / 7.3	9.9	11.7	37 / 492	C
12 KGDE-F	AOR-NR	30 / 3.8	5.1	3.9	3.6	3.4	4.1	715 / 13.6	13.9	12.0	61 / 1458	B
13 KOIL	ST	26 / 3.3	3.1	3.1	3.5	4.1	3.2	493 / 9.4	7.5	7.5	30 / 587	A
14 KBBX	B	21 / 2.6	3.3	1.5	0.7	1.2	2.0	122 / 2.3	2.7	1.1	21 / 122	KBBX
WOW	C	21 / 2.6	3.3	2.4	3.0	4.4	2.8	336 / 6.4	4.3	6.9	58 / 772	WOW

12+ FM Share (Metro): 71.45 % ( 523 of 732 ) ( Fall 95: 70.83 % )

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 KEZO-F	1 KXKT-F	1 KQKQ-F	1 KXKT-F
2 KXKT-F	2 KXKT-F	2 KXKT-F	2 KXKT-F	2 KXKT-F	2 KKAR	2 KXKT-F	2 KKAR	2 KEZO-F <	2 KXKT-F	2 KFAB
3 KGDE-F >	3 KTNP-F <	3 KEFM-F <	3 KGOR-F	3 KGOR-F <	3 KGOR-F <	3 KEZO-F	3 KXKT-F	3 KQKQ-F <	3 KEFM-F	3 WOW-F
	4 KQKQ-F >	4 KQKQ-F <	4 KEFM-F	4 KEFM-F	4 WOW-F <	4 WOW-F <	4 WOW-F <	4 WOW-F <	4 KEZO-F <	4 KEZO-F <
	5 KGDE-F	5 KGOR-F	5 KKCD-F <	5 WOW-F <	5 KEFM-F <	5 KEFM-F <	5 KGOR-F <	5 KGOR-F <	5 KFAB <	5 KFAB <
	6 WOW-F	6 KKCD-F <	6 WOW-F <	6 KKCD-F	6 KXKT-F	6 KQKQ-F <	6 KEFM-F <	6 KEFM-F <	6 WOW-F <	6 WOW-F <
		7 WOW-F <	7 KQKQ-F <			7 KGOR-F	7 KQKQ-F <	7 KFAB <	7 KGDE-F	7 KGDE-F
		8 KTNP-F					8 KTNP-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 KXKT-F >	1 KXKT-F	1 KQKQ-F	1 KXKT-F <	1 KEFM-F	1 KEZO-F	1 KEZO-F >>	1 KEZO-F >>	1 KEZO-F >	1 KEZO-F >
2 KQKQ-F	2 KQKQ-F >	2 KXKT-F	2 KEFM-F	2 KXKT-F <	KQKQ-F	2 KTNP-F >	2 KTNP-F >	2 KXKT-F	2 KXKT-F
3 KGDE-F	3 KEZO-F	3 KEZO-F	3 KQKQ-F	3 KGOR-F <	3 KXKT-F	3 WOW-F	3 WOW-F	3 KKAR <	3 KKAR <
4 KEFM-F	KTNP-F	KTNP-F >	4 KGOR-F	4 KQKQ-F	KGDE-F	KXKT-F	KOSR	4 KTNP-F	4 WOW-F
5 KTNP-F	5 KEFM-F >	5 KEFM-F >	5 KKCD-F	5 WOW-F <	5 KTNP-F >	KGDE-F	5 KGDE-F	KKCD-F <	KGOR-F <
	KEZO-F >		6 WOW-F	6 KKCD-F				6 WOW-F	6 KKCD-F
			KEZO-F					KGOR-F	

Consolidation Report	12+	25-54	Revenue
<b>Journal Co.</b> KOSJ-FM, KEZO-FM, KKCD-FM, KOSR-AM	16.5 %	23.2 %	16.4 %
<b>Local</b> KGDE-FM, KKAR-AM, KOIL-AM, KQKQ-FM	21.7 %	15.2 %	19.9 %
<b>Triathlon</b> KFAB-AM, KGOR-FM, KTNP-FM, KXKT-FM	28.0 %	28.4 %	33.0 %
	<b>66.2 %</b>	<b>66.8 %</b>	<b>69.3 %</b>

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KLNG	REL	1560	Council Bluffs, IA	0.4	1.3	3 66
KOSJ-F	J	97.7	Nebraska City	1.6	4.2	19 337
KOSR	SPRST	1490	Omaha	1.9	4.2	15 222
KOTD-F	ST	106.9	Plattsmouth	1.4	3.6	12 216
KOTD	ST	1020	Plattsmouth	0.4	1.6	5 116
Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KMA	N/T	960	Shenandoah, IA	0.6	1.7	29 365

# OMAHA-COUNCIL BLUFFS

Format	Performance	AM	FM	Total	%	Spr 96
AC		0 (0)	88 (2)	88 (2)	12.0 %	7.4 %
AOR/Classic/NR		0 (0)	133 (3)	133 (3)	18.2 %	22.7 %
Black/Urban		21 (1)	0 (0)	21 (1)	2.9 %	1.7 %
CHR		0 (0)	64 (1)	64 (1)	8.7 %	10.3 %
Classical		0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country		21 (1)	130 (2)	151 (3)	20.6 %	19.5 %
Full Service		62 (1)	0 (0)	62 (1)	8.5 %	9.1 %
Hispanic		0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz		0 (0)	13 (1)	13 (1)	1.8 %	3.5 %
News/Talk		58 (2)	0 (0)	58 (2)	7.9 %	5.9 %
Oldies		0 (0)	52 (1)	52 (1)	7.1 %	9.1 %
Others/Unknown		0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel		3 (1)	0 (0)	3 (1)	0.4 %	0.0 %
Soft AC/EZ		0 (0)	32 (1)	32 (1)	4.4 %	3.5 %
Sports		15 (1)	0 (0)	15 (1)	2.0 %	0.7 %
Standards		29 (2)	11 (1)	40 (3)	5.5 %	6.5 %
<b>Totals</b>		<b>209 (9)</b>	<b>523 (12)</b>	<b>732 (21)</b>		

## AM Stations

Station	Freq	Power	Format	Owner	Notes
KBBX	1420	1 kw/330 w (DA-2)	Black	ABC	\$<20.00 D&R BCR
KFAB	1110	50 kw (DA-N)	Full Service	Westwd	\$72.00 Christal Triathlon
KKAR	1290	5 kw (DA-N)	News/Talk	CNN, ABC, Westwd	\$28.00 Katz
KOIL	1180	5 kw/1 kw (DA-2)	Standards	Westwd	\$20.00 Katz KKAR/KQKQ owner Bellevue
WOW	590	5 kw	Country	ABC NA Allied	Great Empire

## FM Stations

Station	Freq	Power	Format	Owner	Notes
KEFM	96.1	100 kw @ 1411	AC		\$50.00 Mc-Guild
KESY	104.5	100 kw @ 1086	Soft AC	ABC	\$43.00 D&R BCR
KEZO	92.3	100 kw @ 1212	AOR		\$70.00 Allied Journal Co.
KGDE	101.9	100 kw @ 1132	AOR-New Rock		\$25.00 Katz KKAR/KQKQ owner Lincoln
KGOR	99.9	115 kw @ 1230	Oldies	Westwd	\$58.00 Christal Triathlon
KKOD	105.9	50 kw @ 479	Classic AOR		\$30.00 Eastman Journal Co.
KQKQ	98.5	100 kw @ 1175	CHR		\$64.00 Katz Council Bluffs
KTNP	93.3	3.6 kw @ 427	AC/CHR	\$ NA	Katz Triathlon Bennington
KXKT	103.7	100 kw @ 1247	Country		\$51.00 Katz Triathlon Atlantic, IA
WOW	94.1	100 kw @ 1184	Country	ABC	\$95.00 Allied Great Empire

Notes: 9/96 KRRK-F changed calls to KTNP-F ("The Point"); remains Hot AC (AC/CHR) . . . 10/96 American Radio Systems sold KFAB/KGOR-F to Triathlon (D+) for \$39,000,000 (MVP) . . . 11/96 KOSJ-F sold by Klebe to the Journal Co. (D+) for \$5,000,000 (Kalil)

Jim Duncan

Comments: Listening levels are down by 1.1 rating points in the last year . . . KFAB is down sharply versus last year (7.8 versus 11.1); I believe KKAR now carries Nebraska football

# ORLANDO

**Arbitron Rank:** 38 **Pop (12+)** 1,042,800  
**MSA Rank:** 40  
**MSA Pop:** 1,430,000  
**DMA:** 22 w/Daytona, Melbourne  
**Average Persons Rating:** 16.3  
**Market TSL In Hours** 21.75

**Stations** 25 / 22  
**Diaries:** 2,226/468:1/52.2%  
**Sample Target:** 2,150  
**% Below Line:** 2.1  
**% Not Listed:** 10.3  
**Pop per Station:** 47,400

**Last Year's Revenue:** \$62,600,000  
**Household Income:** \$41,926  
**Retail Dollars:** \$13.8 Bil.  
**#1 Biller:** WWKA-F \$7,100,000  
**#1 Billing Portfolio:**  
 Chancellor duop+ \$23,200,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WWKA-F	C	174 / 10.2	8.0	7.9	8.7	9.7	8.7	1962 / 18.8	17.7	19.5	288 / 3501	H	WWKA-F
2	WDBO	FS	129 / 7.6	6.3	5.6	6.2	5.6	6.4	1619 / 15.5	13.7	12.4	157 / 2031	F	WDBO
3	WXXL-F	CHR	128 / 7.5	6.7	7.0	6.8	6.7	7.0	2143 / 20.5	22.4	20.1	180 / 3263	F	WXXL-F
4	WJHM-F	B	118 / 6.9	9.3	6.5	6.4	6.4	7.3	1756 / 16.8	15.7	15.0	234 / 3125	G	WJHM-F
5	WMGF-F	SAC	116 / 6.8	6.6	6.8	8.1	6.6	7.1	1604 / 15.4	16.0	15.0	221 / 2878	G	WMGF-F
6	WTKS-F	T	99 / 5.8	5.0	6.2	5.8	5.9	5.7	1534 / 14.7	14.4	15.1	166 / 2710	E	WTKS-F
7	WOCL-F	O	92 / 5.4	5.4	3.7	5.8	5.6	5.1	1629 / 15.6	13.0	16.5	186 / 3019	G	WOCL-F
8	WOMX-F	AC	90 / 5.3	5.5	7.2	7.5	7.6	6.4	1794 / 17.2	19.3	19.0	161 / 3131	H	WOMX-F
9	WCFB-F	AC/U	83 / 4.9	4.5	3.9	4.1	4.1	4.3	1058 / 10.1	9.4	9.4	136 / 1728	C	WCFB-F
10	WJRR-F	AOR	73 / 4.3	4.5	5.2	4.5	5.0	4.6	1347 / 12.9	15.6	16.2	140 / 2714	E	WJRR-F
11	WLOQ-F	J	69 / 4.0	3.4	6.1	4.7	3.2	4.6	986 / 9.5	11.0	8.9	84 / 1193	E	WLOQ-F
12	WHTQ-F	CL AOR	60 / 3.5	5.1	4.0	3.2	3.6	4.0	1077 / 10.3	10.2	9.5	166 / 2460	D	WHTQ-F
13	WMMO-F	AOR/AC	56 / 3.3	3.4	3.8	3.9	3.4	3.6	1017 / 9.8	9.8	8.9	68 / 1303	F	WMMO-F
14	WSHE-F	CHR/AC	51 / 3.0	3.2	4.4	4.1	3.2	3.7	1246 / 12.0	13.2	12.5	86 / 2155		WSHE-F
15	WHOO	ST	45 / 2.6	2.9	3.1	3.2	3.6	3.0	633 / 6.1	5.9	6.5	72 / 892	B	WHOO
16	WONQ	SP	23 / 1.3	1.6	0.8	0.7	1.3	1.1	270 / 2.6	2.4	2.8	24 / 284		WONQ
	WQTM	SPRTS	23 / 1.3	1.0	0.7	1.3	0.7	1.1	547 / 5.2	3.7	3.5	38 / 824		WQTM

12+ FM Share (Metro): 82.60 % ( 1263 of 1529 ) ( Fall 95: 83.49 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WJHM-F >>	1 WXXL-F	1 WWKA-F	1 WWKA-F	1 WWKA-F >	1 WDBO <	1 WDBO <	1 WWKA-F	1 WWKA-F	1 WJHM-F >	1 WDBO
2 WXXL-F >	2 WTKS-F <	2 WXXL-F	2 WTKS-F <	2 WMGF-F <	2 WWKA-F	2 WWKA-F	2 WDBO	2 WXXL-F <	2 WMGF-F <	2 WJHM-F
3 WWKA-F <	3 WWKA-F <	3 WTKS-F	3 WXXL-F	3 WTKS-F <	3 WMGF-F	3 WTKS-F	3 WXXL-F <	3 WJHM-F <	3 WXXL-F <	3 WWKA-F
4 WJRR-F >>>	4 WJHM-F	4 WOMX-F <	WMGF-F <	4 WXXL-F	4 WOCL-F >	4 WXXL-F <	4 WMGF-F	4 WMGF-F <	4 WWKA-F	
	5 WOMX-F <	5 WMGF-F <	5 WOMX-F <	WOCL-F <	5 WLOQ-F >	5 WMGF-F <	5 WMGF-F <	5 WTKS-F <	5 WDBO <	
	6 WJRR-F	6 WJHM-F	6 WOCL-F	6 WOMX-F	6 WCFB-F	6 WOMX-F <	6 WCFB-F <	6 WOCL-F <	6 WTKS-F	
	7 WSHE-F <	7 WOCL-F	7 WHTQ-F	7 WDBO	7 WJHM-F	7 WOMX-F <	7 WOMX-F <	7 WOMX-F	7 WCFB-F	
	8 WHTQ-F	WJRR-F	WCFB-F <	WCFB-F	8 WTKS-F	WDBO <				
		WCFB-F <	9 WMMO-F <	9 WLOQ-F <						
			10 WDBO <							

Wom 18-24	Wom 18-34	Wom 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 WXXL-F	1 WXXL-F <	1 WWKA-F	1 WWKA-F	1 WXXL-F	1 WTKS-F	1 WTKS-F >	1 WTKS-F	1 WTKS-F
2 WXXL-F	2 WWKA-F	2 WWKA-F	2 WXXL-F	2 WMGF-F	2 WJHM-F	2 WJRR-F <	2 WJRR-F	2 WWKA-F	2 WWKA-F <
3 WWKA-F >	3 WJHM-F	3 WOMX-F	3 WMGF-F <	3 WXXL-F <	WTKS-F	3 WXXL-F	WHTQ-F	WJRR-F <	3 WHTQ-F <
4 WOMX-F >	WOMX-F	4 WSHE-F	4 WOMX-F	4 WOMX-F	WJRR-F	4 WJHM-F <	4 WXXL-F	4 WHTQ-F	4 WDBO <
5 WSHE-F	5 WSHE-F	WMGF-F <	5 WJHM-F <	5 WOCL-F <	5 WWKA-F >	5 WHTQ-F	WOMX-F	WXXL-F	5 WOCL-F
	6 WCFB-F	6 WCFB-F	6 WCFB-F <	6 WCFB-F	6 WWKA-F	6 WWKA-F	6 WDBO <	6 WJHM-F	6 WMMO-F
	WMGF-F	7 WTKS-F	7 WSHE-F <	7 WLOQ-F <	7 WOMX-F	7 WJHM-F	7 WJHM-F	WMMO-F <	WJRR-F
		8 WJHM-F >	8 WOCL-F				WMMO-F		8 WXXL-F <

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WOKB	E	1600	Winter Garden 0.9 1.9 15 215
WPRD	SP	1440	Winter Park 0.6 1.0 10 102
WRMQ	SP	1140	Orlando 0.5 0.9 10 101
WTLN-F	REL	95.3	Apopka 1.1 3.8 19 461
WWNZ	N	740	Orlando 0.8 5.1 17 671

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WGNE-F	C	98.1	Titusville 0.4 2.7 83 1213
WKRO-F	AOR-NR	93.1	Edgewater 0.6 2.2 32 638
WPCV-F	C	97.5	Winter Haven 1.1 4.1 137 1702

# ORLANDO

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report			
						12+	25-54	Revenue	
AC	0 (0)	90 (1)	90 (1)	5.9 %	8.0 %	Chancellor WOMX-FM, WOCL-FM, WJHM-FM, WXXL-FM	25.1 %	23.6 %	37.1 %
AOR/Classic/NR	0 (0)	200 (4)	200 (4)	13.1 %	19.9 %				
Black/Urban	0 (0)	201 (2)	201 (2)	13.1 %	11.5 %	Cox WDBO-AM, WWKA-FM, WMMO-FM, WHOO-AM, WCFB-FM, WHTQ-FM	32.1 %	31.5 %	31.8 %
CHR	0 (0)	179 (2)	179 (2)	11.7 %	7.8 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Paxson WJRR-FM, WNNZ-AM, WTKS-FM, WSHE-FM, WQTM-AM, WMGF-FM	22.0 %	23.8 %	27.6 %
Country	0 (0)	199 (3)	199 (3)	13.0 %	11.0 %				
Full Service	129 (1)	0 (0)	129 (1)	8.4 %	6.3 %		79.2 %	78.9 %	96.5 %
Hispanic	41 (3)	0 (0)	41 (3)	2.7 %	2.4 %				
Jazz	0 (0)	69 (1)	69 (1)	4.5 %	6.8 %				
News/Talk	13 (1)	99 (1)	112 (2)	7.3 %	7.8 %				
Oldies	0 (0)	92 (1)	92 (1)	6.0 %	4.1 %				
Others/Unknown	15 (1)	0 (0)	15 (1)	1.0 %	0.5 %				
Religion/Gospel	0 (0)	18 (1)	18 (1)	1.2 %	1.9 %				
Soft AC/EZ	0 (0)	116 (1)	116 (1)	7.6 %	7.5 %				
Sports	23 (1)	0 (0)	23 (1)	1.5 %	0.8 %				
Standards	45 (1)	0 (0)	45 (1)	2.9 %	3.5 %				
<b>Totals</b>	<b>266 (8)</b>	<b>1263 (17)</b>	<b>1529 (25)</b>						

## AM Stations

WDBO	580	5 kw (DA-N)	Full Service	ABC	\$79.00	Katz	Cox	
WHOO	990	50 kw/5 kw (DA-2)	Standards	ABC	\$21.00	Eastman	Cox	
WONQ	1030	10 kw/500 w (DA-2)	Spanish	UPI, CNN	\$<20.00	Caballero		
WQTM	540	50 kw (DA-2)	Sports	1-on-1, CBS	\$ NA	Banner	Paxson	Pine Hills

## FM Stations

WCFB	94.5	100 kw @ 1470	Urban AC		\$47.00	Katz	Cox	Daytona Beach
WHTQ	96.5	100 kw @ 1598	Classic AOR		\$62.00	Eastman	Cox	
WJHM	101.9	28 kw @ 1585	Black		\$95.00	D&R	Chancellor	Daytona Beach
WJRR	101.1	100 kw @ 1598	AOR		\$74.00	Banner	Paxson	Cocoa
WLOQ	103.1	14 kw @ 440	Jazz		\$59.00	Eastman		Winter Park
WMGF	107.7	100 kw @ 1585	Soft AC		\$104.00	Banner	Paxson	Mt. Dora
WMMO	98.9	38 kw @ 440	AOR/AC		\$78.00	Eastman	Cox	
WOCL	105.9	100 kw @ 1585	AC		\$132.00	Christal	Chancellor	Deland
WOMX	105.1	100 kw @ 1598	AC		\$140.00	Christal	Chancellor	
WSHE	100.3	100 kw @ 1188	CHR/AC	ABC	\$54.00	Allied	Paxson	
WTKS	104.1	100 kw @ 1598	News/Talk	AP, Westwd	\$70.00	Mc-Guild	Paxson	Cocoa Beach
WWKA	92.3	100 kw @ 1341	Country		\$140.00	Katz	Cox	
WXXL	106.7	100 kw @ 824	CHR		\$97.00	Allied	Chancellor	Leesburg

Notes: 6/96 WDIZ-F changed from AOR to CHR/AC as WSHE-F after the Spring survey

Jim Duncan

Comments: WWKA-F recorded its best 12+ share in a year . . . WDBO posted its second straight up book . . . After a strong 12+ showing in the Summer, WJHM-F is back at a more typical share level

# PENSACOLA

<b>Arbitron Rank:</b> 125 Pop (12+)	317,100	<b>Stations</b>	22 / 11	<b>Last Year's Revenue:</b>	NA
<b>MSA Rank:</b>	129	<b>Diaries:</b>	746/425:1/47.2%	<b>Household Income:</b>	\$33,976
<b>MSA Pop:</b>	NA	<b>Sample Target:</b>	760	<b>Retail Dollars:</b>	\$3.3 Bil.
<b>DMA:</b>	61 (w/Mobile)	<b>% Below Line:</b>	30.3	<b>#1 Biller:</b>	WXBM-F \$3,300,000
<b>Average Persons Rating:</b>	15.1	<b>% Not Listed:</b>	14.6	<b>#1 Billing Portfolio:</b>	NA
<b>Market TSL In Hours</b>	20.25	<b>Pop per Station:</b>	28,827		

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1	WXBM-F	C 96 / 18.0	16.1	10.5	19.3	14.9	928 / 29.3	27.3	22.1	128 / 1466	E	WXBM-F
2	WBLX-F	B 54 / 11.3	12.1	10.3	9.7	14.2	538 / 17.0	16.3	16.0	88 / 882		WBLX-F
3	WCOA	FS/T 35 / 7.3	8.1	10.7	7.6	5.6	433 / 13.7	15.1	17.5	35 / 440	B	WCOA
	WMEZ-F	SAC 35 / 7.3	6.9	8.4	6.6	8.7	423 / 13.3	15.6	17.3	41 / 584	C	WMEZ-F
5	WABB-F	CHR 34 / 7.1	5.4	5.5	6.0	6.0	588 / 18.5	18.1	16.0	48 / 899		WABB-F
6	WWRO-F	CL AOR 29 / 6.1	6.5	7.8	8.4	7.3	462 / 14.6	14.9	17.6	44 / 697	C	WWRO-F
7	WTKX-F	AOR 26 / 5.4	6.5	5.3	4.5	4.9	463 / 14.6	11.7	12.6	44 / 778	C	WTKX-F
8	WYCL-F	O 24 / 5.0	4.7	5.0	6.4	5.3	448 / 14.1	11.9	12.7	49 / 904	B	WYCL-F
9	WWSF-F	CHR 15 / 3.1	0.9	0.9	1.2	0.7	246 / 7.8	6.4	5.5	21 / 380		WWSF-F
10	WRNE	B/G 14 / 2.9	3.1	2.1	3.5	3.8	137 / 4.3	5.3	4.4	14 / 137	A	WRNE

12+ FM Share (Metro): 84.56 % ( 345 of 408 ) (Fall 95: 82.09 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WBLX-F >>	1 WBLX-F	1 WXBM-F	1 WXBM-F >	1 WXBM-F >	1 WXBM-F >	1 WXBM-F >>	1 WXBM-F >	1 WXBM-F >	1 WBLX-F	1 WXBM-F <
2 WABB-F	2 WXBM-F	2 WBLX-F >	2 WBLX-F <	2 WBLX-F	2 WCOA	2 WBLX-F	2 WCOA >	2 WBLX-F	2 WXBM-F	2 WBLX-F
WXBM-F >>	3 WTKX-F	3 WABB-F <	3 WWRO-F <	3 WWRO-F	3 WMEZ-F >	3 WWRO-F <	3 WMEZ-F <	3 WMEZ-F <	3 WMEZ-F <	3 WMEZ-F >
	4 WABB-F	4 WWRO-F	4 WABB-F	WABB-F	4 WYCL-F <	4 WCOA <	4 WABB-F <	4 WABB-F	4 WTKX-F	
	5 WWRO-F >>	5 WTKX-F	5 WMEZ-F	5 WMEZ-F	5 WBLX-F <	5 WABB-F <	5 WBLX-F <	5 WWRO-F <	5 WABB-F >	
	6 WMEZ-F	6 WYCL-F	6 WYCL-F	6 WYCL-F		6 WMEZ-F >	6 WWRO-F	6 WCOA		

Wom 18-24	Wom 18-34	Wom 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 WXBM-F >	1 WTKX-F >>	1 WTKX-F	1 WXBM-F	1 WXBM-F	1 WXBM-F >
2 WXBM-F >>	2 WXBM-F	2 WABB-F >	2 WXBM-F >	2 WBLX-F <	2 WXBM-F >>	2 WXBM-F >	2 WTKX-F	2 WTKX-F	2 WWRO-F
3 WCOA >>	3 WABB-F >	3 WWRO-F	3 WABB-F	3 WMEZ-F	3 WWRO-F >	3 WWRO-F >	3 WWRO-F >	3 WWRO-F	3 WABB-F
	4 WWRO-F	4 WMEZ-F	WMEZ-F >	4 WABB-F >	4 WBLX-F	4 WBLX-F	4 WBLX-F	4 WABB-F <	WTKX-F <
	WMEZ-F >	WXBM-F >>	5 WWRO-F	5 WWRO-F	WABB-F >>	WABB-F >>	5 WBLX-F >	5 WBLX-F >	5 WBLX-F >
			WYCL-F	WYCL-F >				6 WYCL-F	6 WYCL-F

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	8 (1)	8 (1)	2.0 %	2.7 %
AOR/Classic/NR	0 (0)	69 (4)	69 (4)	16.9 %	24.9 %
Black/Urban	0 (0)	59 (2)	59 (2)	14.5 %	15.0 %
CHR	0 (0)	49 (2)	49 (2)	12.0 %	8.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	99 (3)	99 (3)	24.3 %	24.3 %
Full Service	35 (1)	0 (0)	35 (1)	8.6 %	9.6 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	7 (2)	0 (0)	7 (2)	1.7 %	0.5 %
Oldies	5 (1)	26 (2)	31 (3)	7.6 %	2.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	14 (1)	0 (0)	14 (1)	3.4 %	4.3 %
Soft AC/EZ	0 (0)	35 (1)	35 (1)	8.6 %	8.3 %
Sports	2 (1)	0 (0)	2 (1)	0.5 %	0.0 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>Totals</b>	<b>63 (6)</b>	<b>345 (15)</b>	<b>408 (21)</b>		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBSR O	1450	Pensacola	1.0 1.6 5 52
WEBY T	1330	Milton	0.8 1.5 4 48
WSWL N	790	Pensacola	0.6 2.7 3 84
WZNO SPRTS	1230	Pensacola	0.4 1.5 2 49

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAVH-F O	106.5	Mobile	0.4 2.0 9 178
WDWG-F C	104.1	Atmore, AL	1.7 7.7 19 542
WKSJ-F C	94.9	Mobile	1.0 4.4 26 532
WKSM-F AOR	99.5	Ft. Walton Beach	1.3 3.4 14 365
WMXC-F AC	99.9	Mobile	1.7 6.6 13 360
WRKH-F CL AOR	96.1	Mobile	1.7 6.4 17 371
WYOK-F B	104.9	Moss Pt., MS	1.0 2.8 14 256

# PENSACOLA

Consolidation Report	12+	25-54	Revenue
<b>Patterson</b> WWSF-FM, WXBM-FM	21.1 %	22.0 %	%
<b>Paxson</b> WTKX-FM, WYCL-FM	10.4 %	10.6 %	%
	<b>31.5 %</b>	<b>32.7 %</b>	<b>%</b>

## AM Stations

WCOA	1370	5 kw (DA-N)	Full Svc/Talk	Westwd, ABC	\$20.00	Katz	
WRNE	980	2.5 kw/1 kw (DA-2)	Black/Gospel	ABC, AURN	\$<20.00	Rosin	Gulf Breeze

## FM Stations

WMEZ	94.1	100 kw @ 1328	Soft AC	Westwd	\$31.00	Eastman	
WTKX	101.5	100 kw @ 1328	AOR		\$24.00	D&R	Paxson
WWRO	100.7	100 kw @ 1555	Classic AOR	ABC	\$33.00	Katz	
WWSF	98.1	89 kw @ 1023	Oldies		\$ NA	Katz	Patterson Andalusia, AL
WXBM	102.7	100 kw @ 1328	Country	Westwd	\$64.00	Katz	Patterson Milton
WYCL	107.3	100 kw @ 1407	Oldies	Westwd	\$22.00	Mc-Guild	Paxson

Notes: Other ranked stations: See Mobile . . . Consolidation report not available due to overlap with Mobile . . . 9/96 WOWW-F changed from Modern Rock (AOR-NR) to Oldies as WYCL ("Cool 107.3") . . . WPFL-F changed from Oldies to AC/CHR

Jim Duncan

Comments: WXBM-F has recovered very nicely from its poor Fall 95 showing . . . WCOA is in a sharp two-book decline

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* 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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

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

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

# OXNARD-VENTURA

**Arbitron Rank:** 109 **Pop (12+)** 368,600  
**MSA Rank:** 75  
**MSA Pop:** 717,000 (w/Sta. Barbara)  
**DMA:** LA (#2)  
**Average Persons Rating:** 15.9  
**Market TSL in Hours** 21.00

**Stations** 43 / 15  
**Diaries:** 1,132/326:1/49.9%  
**Sample Target:** 1,120  
**% Below Line:** 46.2  
**% Not Listed:** 11.1  
**Pop per Station:** 24,573

**Last Year's Revenue:** \$8,900,000  
**Household Income:** \$46,744  
**Retail Dollars:** \$3.5 Bil.  
**#1 Biller:** KHAY-F \$2,000,000  
**#1 Billing Portfolio:**  
 Bengal/McDonald duop \$4,400,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	KHAY-F	C	42 / 7.2	6.1	8.2	7.3	7.0	461 / 12.5	14.2	15.6	71 / 912	D	KHAY-F
2	KXLM-F	SP	32 / 5.5	6.9	6.2	9.3	7.2	422 / 11.4	12.6	11.7	33 / 458	C	KXLM-F
3	KCAQ-F	CHR	29 / 5.0	4.0	6.1	6.7	5.7	571 / 15.5	13.5	18.8	45 / 884	C	KCAQ-F
4	KRTH-F	O	28 / 4.8	4.0	5.3	3.7	3.9	583 / 15.8	14.9	15.8	54 / 1212		KRTH-F
	KFI	T	28 / 4.8	2.5	3.8	3.7	4.5	453 / 12.3	7.4	10.4	51 / 788		KFI
	KBBY-F	AC	28 / 4.8	7.2	4.6	6.1	5.8	454 / 12.3	13.5	11.1	38 / 583	C	KBBY-F
7	KLVE-F	SP	26 / 4.4	4.0	2.6	1.9	2.2	289 / 7.8	8.5	5.9	32 / 372		KLVE-F
8	KPWR-F	U/CHR	22 / 3.8	4.2	4.9	3.7	4.3	399 / 10.8	9.8	15.3	32 / 638		KPWR-F
9	KKZZ	ST	19 / 3.2	4.5	4.8	2.9	3.8	236 / 6.4	8.1	6.8	19 / 248		KKZZ
10	KTWV-F	J	18 / 3.1	1.7	2.0	2.9	1.0	332 / 9.0	5.9	6.7	25 / 545		KTWV-F
	KVYY-F	AOR-P	18 / 3.1	1.5				384 / 10.4	4.4		18 / 397		KVYY-F
	KNX	N	18 / 3.1	3.2	3.1	3.0	3.6	419 / 11.4	12.1	9.9	61 / 1054		KNX
13	KLOS-F	AOR	17 / 2.9	3.7	4.6	3.9	6.2	419 / 11.4	12.2	14.9	44 / 891		KLOS-F
14	KKBT-F	B	16 / 2.7	2.5	2.3	4.6	2.1	322 / 8.7	6.3	9.1	18 / 429		KKBT-F
15	KVEN	N/T	15 / 2.6	2.7	3.1	2.9	2.1	260 / 7.1	8.0	9.4	16 / 299	B	KVEN
16	KMLA-F	SP	14 / 2.4					145 / 3.9			14 / 154		KMLA-F
17	KOXR	SP	13 / 2.2	2.0	1.0	1.3	1.7	236 / 6.4	5.3	3.6	13 / 238		KOXR
	KDAR-F	REL	13 / 2.2	1.3	1.1	1.5	1.2	174 / 4.7	4.4	4.9	14 / 225		KDAR-F

12+ FM Share (Metro): 77.69 % ( 404 of 520 ) ( Fall 95: 82.09 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KPWR-F	1 KCAQ-F	1 KXLM-F <	1 KBBY-F <	1 KHAY-F	1 KHAY-F >	1 KHAY-F >	1 KHAY-F <	1 KHAY-F	1 KCAQ-F	1 KHAY-F >
2 KCAQ-F >	2 KXLM-F	2 KBBY-F <	2 KHAY-F <	2 KXLM-F	2 KFI	2 KBBY-F <	2 KFI	2 KXLM-F <	2 KRTH-F <	2 KFI
3 KVYY-F >	3 KBBY-F <	3 KHAY-F <	3 KXLM-F	KBBY-F	3 KKZZ	3 KFI <	3 KBBY-F	3 KRTH-F	3 KPWR-F	
	4 KPWR-F	4 KRTH-F	4 KRTH-F	4 KRTH-F	4 KNX	4 KCAQ-F <	4 KRTH-F <	4 KCAQ-F <	4 KXLM-F	
	KLVE-F <	5 KCAQ-F			KXLM-F <	5 KLVE-F <	5 KCAQ-F	5 KBBY-F		
							KXLM-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 KKBT-F	1 KCAQ-F	1 KCAQ-F	1 KBBY-F	1 KBBY-F	1 KPWR-F	1 KLOS-F	1 KLOS-F	1 KHAY-F	1 KHAY-F
2 KCAQ-F	2 KXLM-F	KLVE-F	2 KXLM-F <	2 KHAY-F	2 KCAQ-F	KRTH-F	2 KRTH-F >	KRTH-F	2 KRTH-F <
KXLM-F >	KLVE-F	3 KBBY-F	3 KCAQ-F	KXLM-F	KVYY-F >	3 KCAQ-F	3 KBBY-F	KXLM-F <	3 KXLM-F <
	KBBY-F	4 KXLM-F >	4 KHAY-F	4 KLVE-F		KPWR-F	KXLM-F	4 KLOS-F	4 KLOS-F
	5 KKBT-F >		KLVE-F	5 KCAQ-F		KXLM-F >			5 KFI

# OXNARD-VENTURA

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	43 (4)	43 (4)	8.3 %	12.4 %
AOR/Classic/NR	0 (0)	73 (8)	73 (8)	14.0 %	13.5 %
Black/Urban	0 (0)	43 (3)	43 (3)	8.3 %	7.4 %
CHR	0 (0)	33 (2)	33 (2)	6.3 %	6.5 %
Classical	0 (0)	7 (2)	7 (2)	1.3 %	1.8 %
Country	0 (0)	50 (3)	50 (3)	9.6 %	8.5 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	27 (5)	72 (3)	99 (8)	19.0 %	19.4 %
Jazz	0 (0)	18 (1)	18 (1)	3.5 %	1.8 %
News/Talk	67 (5)	8 (1)	75 (6)	14.4 %	14.0 %
Oldies	0 (0)	28 (1)	28 (1)	5.4 %	4.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	13 (1)	13 (1)	2.5 %	1.5 %
Soft AC/EZ	0 (0)	16 (2)	16 (2)	3.1 %	3.3 %
Sports	3 (1)	0 (0)	3 (1)	0.6 %	0.4 %
Standards	19 (1)	0 (0)	19 (1)	3.7 %	5.0 %
<b>Totals</b>	<b>116 (12)</b>	<b>404 (31)</b>	<b>520 (43)</b>		

Consolidation Report	12+	25-54	Revenue
<b>Bengal/McDonald</b> KBBY-FM, KHAY-FM, KVEN-AM	14.6 %	17.3 %	49.4 %
<b>Gold Coast</b> KCAQ-FM, KTND-FM, KTRO-AM, KXSP-AM	6.7 %	5.6 %	25.8 %
	<b>21.3 %</b>	<b>22.9 %</b>	<b>75.2 %</b>

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KOCP-F	CL AOR	95.9	Camarillo	1.7	5.4	13 288
KTND-F	C	105.5	Ojai	0.5	2.2	4 153
KTRO	SP	1520	Pt. Hueneme	0.3	1.6	2 92
KXBS-F	AOR	96.7	Sta. Paula	1.2	5.1	9 246
KXSP	SP	1590	Ventura	0.9	2.8	5 125

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KABC	T	790	Los Angeles	0.5	2.2	17 293
KBIG-F	AC	104.3	Los Angeles	1.7	7.3	29 649
KCBS-F	CL AOR	93.1	Los Angeles	1.7	7.1	24 587
KDB-F	CL	93.7	Sta. Barbara	0.7	2.1	20 328
KHTY-F	CHR	97.5	Sta. Barbara	0.7	3.9	21 486
KIBB-F	B/AC	100.3	Los Angeles	0.9	3.6	7 193
KKGO-F	CL	105.1	Los Angeles	0.5	2.4	6 160
KLSX-F	T	97.1	Los Angeles	1.4	4.1	16 311
KMPC	T	710	Los Angeles	0.5	3.0	12 322
KNJO-F	SAC	92.7	Thousand Oaks	1.5	3.3	23 328
KOST-F	AC	103.5	Los Angeles	0.3	1.8	16 315
KROQ-F	AOR-NR	106.7	Pasadena	0.3	2.9	7 345
KRUZ-F	SAC	103.3	Sta. Barbara	1.2	5.2	33 634
KSCA-F	AOR-P	101.9	Glendale	0.3	1.6	5 142
KTNQ	SP	1020	Los Angeles	0.9	1.8	6 86
KTYD-F	AOR	99.9	Sta. Barbara	1.2	4.5	24 543
KYSR-F	AC/CHR	98.7	Los Angeles	0.5	2.8	17 387
KZLA-F	C	93.9	Los Angeles	0.9	2.4	14 299
XPRS	SP	1090	Rosarito Beach	0.3	0.9	2 37
XTRA	SPRTS	690	Tijuana	0.5	1.6	11 187

## AM Stations

KKZZ	1400	1 kw	Standards	Westwd, CNN	\$20.00	---	Sta. Paula
KOXR	910	5 kw/1 kw (DA-2)	Hispanic		\$15.00	Caballero	
KVEN	1450	1 kw	News/Tak	ABC, Taknt, AP	\$25.00	---	Bengal/McDonald

## FM Stations

KBBY	95.1	12.5 kw @ 876	AC	Westwd	\$35.00	D&R	Bengal/McDonald
KCAQ	104.7	2.85 kw @ 1581	CHR		\$40.00	Mc-Guild	Gold Coast
KDAR	98.3	0.82 kw @ 886	Religion	SRN	\$12.00	---	Salbn
KHAY	100.7	39 kw @ 1204	Country		\$47.00	---	Bengal/McDonald
KMLA	103.7	0.48 kw @ 807	Hispanic	NA	Katz Hisp.		El Rio
KVYY	107.1	0.8 kw @ 872	Progressive Rock	NA	---		Odyssey
KXLM	102.9	5.5 kw @ 112	Hispanic		\$37.00	---	

Notes: Other ranked stations: See Los Angeles ... 12/96 KXSP-F/KTND-F sold to Gold Coast (D) for \$2,000,000 (MVP) ... 12/96 KBBY-F sold to Bengal/McDonald (D) for \$6,600,000 (MVP)

Jim Duncan

Comments: KVYY-F showed good growth; KMLA-F showed up for the first time with a 2.4 -- both are beginning to make an impact ... KXLM-F continued to decline ... Listening levels are down by almost a full share point



# PEORIA

<b>A Arbitron Rank: 135</b>	<b>Pop (12+)</b> 284,400	<b>Stations</b> 18 / 14	<b>Last Year's Revenue:</b> \$12,100,000
<b>MSA Rank:</b>	142	<b>Diaries:</b> 752/378:1/57.4%	<b>Household Income:</b> \$42,517
<b>MSA Pop:</b>	345,000	<b>Sample Target:</b> 770	<b>Retail Dollars:</b> \$3.4 Bil.
<b>DMA:</b>	109 (w/Bloomington)	<b>% Below Line:</b> 4.7	<b>#1 Biller:</b> WXCL-F \$2,300,000
<b>Average Persons Rating:</b>	15.8	<b>% Not Listed:</b> 11.4	<b>#1 Billing Portfolio:</b>
<b>Market TSL in Hours</b>	21.25	<b>Pop per Station:</b> 20,314	<b>Kelly duop</b> \$2,800,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1	WXCL-F	C	73 / 16.3	16.3	13.5	16.4	712 / 25.0	27.5	23.0	78 / 784	D	WXCL-F
2	WWCT-F	AOR	51 / 11.4	12.9	9.9	12.9	656 / 23.1	23.5	22.5	79 / 1116	C	WWCT-F
3	WSWT-F	SAC	43 / 9.6	10.1	9.9	6.7	509 / 17.9	18.8	17.8	65 / 733	C	WSWT-F
4	WOAM	ST	28 / 6.3	6.9	4.8	4.1	234 / 8.2	10.7	8.7	28 / 239	A	WOAM
5	WMBD	FS	27 / 6.0	5.7	5.8	5.8	426 / 15.0	17.4	16.0	28 / 477	C	WMBD
6	WTAZ-F	T	25 / 5.6	3.4	3.9	3.4	317 / 11.2	9.8	8.4	27 / 367	B	WTAZ-F
7	WGLO-F	CL AOR	24 / 5.4	5.5	6.8	6.7	419 / 14.7	14.8	15.3	31 / 579	B	WGLO-F
8	WMXP-F	AC/CHR	23 / 5.1	6.9	7.0	8.0	451 / 15.9	17.8	21.6	32 / 785	B	WMXP-F
9	WBGE-F	B	22 / 4.9	3.8	4.6	3.2	170 / 6.0	5.0	6.6	23 / 173	A	WBGE-F
10	WIVR-F	O	17 / 3.8	2.9	1.7	0.4	244 / 8.6	8.7	5.1	19 / 309	A	WIVR-F
11	WKZW-F	CHR	14 / 3.1	4.1	2.2	4.3	301 / 10.6	13.0	12.3	15 / 353	A	WKZW-F
12	WFYR-F	C	12 / 2.7	1.9	1.4	3.0	291 / 10.2	8.8	7.6	14 / 353	A	WFYR-F
13	WIRL	FS	9 / 2.0	2.4	3.1	3.7	216 / 7.6	9.9	11.8	10 / 278	B	WIRL

12+ FM Share (Metro): 79.35 % ( 315 of 397 ) ( Fall 95: 77.48 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WWCT-F	1 WWCT-F >	1 WWCT-F	1 WXCL-F	1 WXCL-F	1 WXCL-F >	1 WXCL-F >	1 WXCL-F	1 WXCL-F	1 WXCL-F	1 WMBD
2 WKZW-F >	2 WXCL-F >	2 WXCL-F	2 WWCT-F	2 WSWT-F	2 WSWT-F	2 WWCT-F	2 WSWT-F <	2 WWCT-F >	2 WWCT-F >	WXCL-F
3 WXCL-F	3 WMXP-F	3 WSWT-F	WSWT-F >	3 WWCT-F >	3 WOAM	3 WMBD <	3 WWCT-F	3 WSWT-F	3 WBGE-F	3 WSWT-F <
WBGE-F	4 WSWT-F	4 WGLO-F	4 WGLO-F	4 WGLO-F	4 WMBD	4 WSWT-F >	4 WTAZ-F	4 WBGE-F	4 WTAZ-F	4 WTAZ-F
	5 WGLO-F	5 WMXP-F	5 WMXP-F		5 WTAZ-F		5 WOAM >		WSWT-F	WMBD <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WMXP-F	1 WXCL-F	1 WXCL-F >	1 WSWT-F <	1 WSWT-F <	1 WWCT-F >>	1 WWCT-F >>	1 WWCT-F >>	1 WWCT-F >	1 WWCT-F
WWCT-F >>	2 WMXP-F	2 WSWT-F >	2 WXCL-F >	2 WXCL-F >>	2 WXCL-F	2 WXCL-F >	2 WXCL-F	2 WXCL-F	2 WXCL-F
3 WGLO-F	WSWT-F	3 WBGE-F	3 WMXP-F	3 WBGE-F	3 WGLO-F >>	3 WGLO-F >	3 WTAZ-F	3 WGLO-F >	3 WGLO-F
WBNQ-F	4 WWCT-F	4 WMXP-F	WBGE-F	4 WMXP-F			4 WGLO-F >	4 WSWT-F	WSWT-F >
WXCL-F	5 WBGE-F	5 WWCT-F >	5 WWCT-F						
WKZW-F >>									

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	23 (1)	23 (1)	5.8 %	7.8 %
AOR/Classic/NR	0 (0)	75 (2)	75 (2)	18.9 %	14.4 %
Black/Urban	0 (0)	22 (1)	22 (1)	5.5 %	4.3 %
CHR	0 (0)	19 (2)	19 (2)	4.8 %	5.6 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	91 (3)	91 (3)	22.9 %	21.9 %
Full Service	38 (3)	0 (0)	38 (3)	9.6 %	11.8 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	8 (1)	25 (1)	33 (2)	8.3 %	5.1 %
Oldies	0 (0)	17 (1)	17 (1)	4.3 %	6.1 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	8 (1)	0 (0)	8 (1)	2.0 %	0.8 %
Soft AC/EZ	0 (0)	43 (1)	43 (1)	10.8 %	14.4 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	28 (1)	0 (0)	28 (1)	7.1 %	7.9 %
<b>Totals</b>	<b>82 (6)</b>	<b>315 (12)</b>	<b>397 (18)</b>		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WPEO	REL	1020	Peoria	1.8	3.3	9	109

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WBNQ-F	CHR	101.5	Bloomington	1.1	3.9	25	494
WBWN-F	C	104.1	Leroy	1.3	2.7	57	596
WGN	FS/T	720	Chicago	0.4	2.2	17	286
WLS	T	890	Chicago	1.8	3.1	18	231

# PEORIA

Consolidation Report	12+	25-54	Revenue
<b>Cromwell</b> WFYR-FM, WGLO-FM, WVLE-AM	8.1 %	10.4 %	9.9 %
<b>Kelly</b> WKZW-FM, WOAM-AM, WXCL-FM	25.7 %	20.3 %	23.1 %
	<b>33.8 %</b>	<b>30.7 %</b>	<b>33.0 %</b>

## AM Stations

WIRL	1290	5 kw (DA-2)	Full Service	ABC, Westwd	\$<20.00	Christal	Comm. Service
WMBD	1470	5 kw (DA-2)	Full Service	CBS	\$30.00	Katz	Midwest TV
WOAM	1350	1 kw (DA-2)	Standards	ABC	\$<20.00	Banner	Kelly

## FM Stations

WBGE	92.3	6 kw @ 148	Black	ABC	\$<20.00	K&P	
WFYR	97.3	23.5 kw @ 338	Country		\$<20.00	---	Cromwell Elmwood
WGLO	95.5	7 kw @ 620	Classic AOR		\$22.00	D&R	Cromwell Pekin
WVR	98.5	3 kw @ 328	Oldies	CNN	NA	---	Eureka
WKZW	94.3	6 kw @ 300	CHR	CNN	\$<20.00	---	Kelly Chillicothe
WMXP	93.3	41 kw @ 551	AC/CHR		\$29.00	Katz	Midwest TV
WSWT	106.9	50 kw @ 479	Soft AC		\$43.00	Christal	Comm. Service
WTAZ	102.3	6 kw @ 298	Tak	ABC, Taknt, WW1	\$<20.00	K&P	Morton
WWCT	105.7	33 kw @ 591	AOR		\$46.00	Christal	
WXCL	104.9	3 kw @ 328	Country	Westwd	\$53.00	Banner	Kelly Pekin

Notes: WGLO-F reclassified as Classic AOR from Oldies, based on review of audience composition and station self-description in market report

Jim Duncan

Comments: Listening levels were up by over a share point versus last year . . . WIVR-F showed steady growth . . . WTAZ-F had its highest 12+ share since 1994

# PHILADELPHIA

**Arbitron Rank:** 5 Pop (12+) 4,065,300  
**MSA Rank:** 4  
**MSA Pop:** 4,960,000  
**DMA:** 4  
**Average Persons Rating:** 17.7  
**Market TSL in Hours:** 23.00

**Stations:** 33 / 24  
**Diaries:** 4,751/856:1/50.3%  
**Sample Target:** 4,630  
**% Below Line:** 5.7  
**% Not Listed:** 10.3  
**Pop per Station:** 169,388

**Last Year's Revenue:** \$186,000,000  
**Household Income:** \$50,137  
**Retail Dollars:** \$43.9 Bil.  
**#1 Biller:** KYW \$26,000,000  
**#1 Billing Portfolio:** Westinghouse duop+ \$88,700,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spq 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spq 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	KYW	N	529 / 7.3	7.3	7.2	9.1	8.2	7.7	12461 / 30.7	30.9	32.0	571 / 13891	K	KYW
2	WUSL-F	B	464 / 6.4	6.2	6.8	5.9	6.1	6.3	5906 / 14.5	14.0	13.3	579 / 7819	I	WUSL-F
3	WBEB-F	AC	410 / 5.7	5.5	5.7	5.6	5.5	5.6	6092 / 15.0	16.0	15.0	461 / 7161	I	WBEB-F
4	WDAS-F	B/AC	366 / 5.1	5.1	5.5	4.9	5.3	5.1	4017 / 9.9	10.6	9.9	441 / 4988	I	WDAS-F
5	WOGL-F	O	361 / 5.0	5.9	5.4	4.4	5.0	5.2	6102 / 15.0	15.5	15.4	458 / 7888	I	WOGL-F
6	WWDB-F	T	352 / 4.9	5.1	4.4	5.9	4.7	5.1	4772 / 11.7	10.7	11.6	464 / 6292	H	WWDB-F
7	WIOQ-F	CHR	347 / 4.8	4.5	4.3	4.8	4.3	4.6	7101 / 17.5	15.6	15.8	443 / 9391	G	WIOQ-F
	WYSP-F	T/CL AOR	347 / 4.8	5.2	5.1	4.6	5.1	4.9	7091 / 17.4	15.6	17.8	485 / 9820	K	WYSP-F
9	WMGK-F	O-70'S	339 / 4.7	4.7	4.6	3.8	3.1	4.4	5162 / 12.7	13.2	11.3	429 / 6777	H	WMGK-F
10	WPEN	ST	325 / 4.5	4.3	4.8	4.7	5.7	4.6	3103 / 7.6	7.8	10.1	341 / 3328	G	WPEN
11	WJZ-F	J	308 / 4.3	4.2	3.2	3.8	3.5	3.9	4356 / 10.7	9.9	9.7	380 / 5623	G	WJZ-F
12	WXTU-F	C	280 / 3.9	4.2	3.8	4.7	5.3	4.1	3916 / 9.6	9.8	10.7	408 / 5991	H	WXTU-F
13	WMMR-F	AOR	263 / 3.7	3.5	4.5	3.4	3.9	3.8	5120 / 12.6	14.3	13.0	330 / 7037	I	WMMR-F
14	WIP	SPRTS	259 / 3.6	2.8	3.7	3.7	3.2	3.5	4517 / 11.1	11.4	10.7	308 / 5540	I	WIP
15	WYXR-F	AC/CHR	255 / 3.5	3.6	3.9	3.9	3.7	3.7	5298 / 13.0	12.8	13.4	311 / 6856	H	WYXR-F
16	WFLN-F	CL	233 / 3.2	2.9	3.1	2.7	2.5	3.0	3463 / 8.5	7.9	7.6	277 / 4234	F	WFLN-F
17	WPLY-F	CHR-NR	190 / 2.6	3.0	3.1	3.3	3.7	3.0	5302 / 13.0	14.1	15.1	235 / 6586	G	WPLY-F
18	WDRE-F	AOR-NR	139 / 1.9	1.8	2.1	1.5	1.3	1.8	3397 / 8.4	9.1	6.0	145 / 3715	E	WDRE-F
19	WPST-F	CHR	104 / 1.4	1.2	1.6	1.2	1.7	1.3	2958 / 7.3	8.5	7.3	164 / 4389		WPST-F
20	WHAT	BT	100 / 1.4	1.3	0.7	1.1	1.5	1.1	917 / 2.3	1.9	2.7	100 / 935	B	WHAT

12+ FM Share (Metro): 76.54 % ( 4538 of 5929 ) ( Fall 95: 75.28 % )

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

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WDAS	G/B	1480	Philadelphia	0.8	2.6	65	1099
WFIL	REL	560	Philadelphia	0.4	1.4	27	652
WNAP	REL	1110	Norristown	0.4	0.9	35	420
WPHT	T	1210	Philadelphia	0.4	2.4	36	1204
WWJZ	ST	640	Mt. Holly, NJ	0.4	0.7	41	394

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WBYN-F	REL	107.5	Boyetown	0.3	1.0	48	836
WCHR-F	REL	94.5	Trenton, NJ	0.5	1.3	39	630
WFMZ-F	SAC	100.7	Allentown	0.7	1.6	161	2126
WJBR-F	SAC	99.5	Wilmington, DE	0.8	2.5	150	3126
WKXW-F	O	101.5	Trenton, NJ	0.8	2.8	163	3189
WRDR-F	ST	104.9	Egg Harbor City	0.4	1.2	100	1310
WSTW-F	CHR	93.7	Wilmington, DE	0.5	2.2	129	2317
WZZO-F	AOR	95.1	Bethlehem	0.3	0.8	152	2054

# PHILADELPHIA

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	726 (3)	726 (3)	12.2 %	11.2 %
AOR/Classic/NR	0 (0)	425 (3)	425 (3)	7.2 %	10.8 %
Black/Urban	100 (1)	830 (2)	930 (3)	15.7 %	14.5 %
CHR	0 (0)	487 (3)	487 (3)	8.2 %	7.0 %
Classical	0 (0)	233 (1)	233 (1)	3.9 %	3.5 %
Country	0 (0)	280 (1)	280 (1)	4.7 %	4.3 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	308 (1)	308 (1)	5.2 %	3.6 %
News/Talk	561 (2)	699 (2)	1260 (4)	21.3 %	18.6 %
Oldies	0 (0)	416 (2)	416 (2)	7.0 %	11.8 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	118 (3)	59 (2)	177 (5)	3.0 %	2.5 %
Soft AC/EZ	0 (0)	49 (1)	49 (1)	0.8 %	0.7 %
Sports	259 (1)	0 (0)	259 (1)	4.4 %	5.5 %
Standards	353 (2)	26 (1)	379 (3)	6.4 %	6.2 %
<b>Totals</b>	<b>1391 (9)</b>	<b>4538 (22)</b>	<b>5929 (31)</b>		

Consolidation Report	12+	25-54	Revenue
<b>Beasley, pend.</b>	8.8 %	6.8 %	10.6 %
WWDB-FM, WXTU-FM, WTEL-AM			
<b>Evergreen</b>	18.5 %	22.0 %	26.3 %
WDAS-AM, WYXR-FM, WUSL-FM, WJJZ-FM, WIOQ-FM, WDAS-FM			
<b>Salem</b>	0.4 %	0.4 %	1.0 %
WFIL-AM, WZZD-AM			
<b>Westinghouse</b>	24.8 %	28.1 %	47.7 %
KYW-AM, WYSP-FM, WPHT-AM, WOGL-FM, WMMR-FM, WIP-AM			
	<b>52.6 %</b>	<b>57.4 %</b>	<b>85.6 %</b>

## AM Stations

Station	Power	Frequency	Format	Company	Group	Parent
KYW	1060	50 kw (DA-1)	News	WW1, CNN, ABC	\$380.00	Group W Westinghouse
WHAT	1340	1 kw	Black Talk		NA	--
WIP	610	5 kw (DA-1)	Sports	Westwd	\$150.00	Interop Westinghouse
WPEN	950	5 kw (DA-N)	Stds/Full Svc.	Westwd	\$107.00	Allied Greater Media
WPHT	1210	50 kw	Tak	CBS	NA	CBS Westinghouse

## FM Stations

Station	Power	Frequency	Format	Company	Group	Parent
WBEB	101.1	14 kw @ 940	AC	\$211.00	Mc-Guild	
WDAS	105.3	16.5 kw @ 873	Black AC	\$217.00	D&R	Evergreen
WDRE	103.9	0.34 kw @ 1000	New Rock	\$75.00	Eastman	Jarad Jenkintown
WFLN	95.7	50 kw @ 502	Classical	\$135.00	Allied	Evergreen
WIOQ	102.1	27 kw @ 670	CHR	\$159.00	Banner	Evergreen
WJJZ	106.1	22.5 kw @ 740	Jazz	\$157.00	Katz	Evergreen
WMGK	102.9	8.5 kw @ 1180	Oldies-70's	\$160.00	Allied	Greater Media
WMMR	93.3	18 kw @ 827	AOR	\$265.00	Group W	Westinghouse
WOGL	98.1	12.5 kw @ 1000	Oldies	CBS \$268.00	CBS	Westinghouse
WPLY	100.3	35 kw @ 600	CHR-New Rock	\$148.00	Allied	Media
WUSL	98.9	18 kw @ 830	Black	\$202.00	Banner	Evergreen
WWDB	96.5	17 kw @ 865	Tak	ABC \$175.00	Banner	Beasley, pend.
WXTU	92.5	15.5 kw @ 900	Country	Westwd \$195.00	D&R	Beasley
WYSP	94.1	16 kw @ 900	Tak/Clas. AOR	Source, Westwd \$370.00	Interop	Westinghouse
WYXR	104.5	16.5 kw @ 873	AC/CHR	\$185.00	Katz	Evergreen

Notes: 8/96 WIBF-F changed calls to WDRE-F; remains New Rock . . . 8/96 WFLN-F was sold by Secret to Evergreen (D+) for \$37,500,000 (Star) . . . 8/96 WGMP changed from Sports to Talk as WPTS . . . 9/96 EZ/American Radio Systems traded WIOQ-F/WUSL-F to Evergreen (D+) for Evergreen's Charlotte, NC properties less \$10,000,000 (Star) . . . 9/96 Beasley sold WDAS-AM to Evergreen (D+) for \$103,000,000 (Star) . . . 10/96 WPTS changed calls to WPHT; remains Talk . . . 12/96 EZ/ARS sale of WIOQ-F/WUSL-F to Evergreen cancelled . . . 1/97 WWDB-F sold by Mercury to Beasley (D) for \$65,000,000 (Goldman Sachs; Star) . . . 1/97 WDRE-F sold by Jarad to Radio One for \$20,000,000

Jim Duncan

Comments: WPLY-F has not had an up book since Winter 95 . . . WJJZ-F had its best book in over two years . . . WMGK-F continues to hold at its new, higher levels

# PHOENIX

<b>Arbitron Rank:</b> 18 Pop (12+) 2,074,000	<b>Stations:</b> 36 / 33	<b>Last Year's Revenue:</b> \$95,500,000
<b>MSA Rank:</b> 17	<b>Diaries:</b> 2,948/704:1/48.9%	<b>Household Income:</b> \$38,029
<b>MSA Pop:</b> 2,600,000	<b>Sample Target:</b> 3,030	<b>Retail Dollars:</b> \$24.6 Bil.
<b>DMA:</b> 17	<b>% Below Line:</b> 1.7	<b>#1 Biller:</b> KNIX-F \$11,000,000
<b>Average Persons Rating:</b> 17.1	<b>% Not Listed:</b> 12.0	<b>#1 Billing Portfolio:</b>
<b>Market TSL in Hours:</b> 22.50	<b>Pop per Station:</b> 62,848	<b>Chancellor duop+:</b> \$24,000,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	KTAR	N/T	254 / 7.1	7.1	6.2	7.6	8.0	7.0	4129 / 19.9	19.3	21.3	275 / 4456	I	KTAR
2	KMLE-F	C	218 / 6.1	7.6	6.7	6.6	5.8	6.8	3354 / 16.2	16.3	14.7	255 / 3888	I	KMLE-F
3	KOY	ST	210 / 5.9	5.5	4.5	5.6	5.8	5.4	2224 / 10.7	9.3	9.7	220 / 2399	D	KOY
4	KNIX-F	C	201 / 5.7	6.1	6.6	7.6	5.7	6.5	3353 / 16.2	16.5	15.6	240 / 3883	I	KNIX-F
5	KKFR-F	CHR	200 / 5.6	5.7	6.4	7.1	7.0	6.2	3329 / 16.0	18.0	18.5	227 / 3675	F	KKFR-F
6	KFYI	T	193 / 5.4	5.0	6.1	4.7	6.2	5.3	2167 / 10.4	10.5	11.2	203 / 2379	G	KFYI
	KOOL-F	O	193 / 5.4	5.5	5.0	4.6	4.1	5.1	3044 / 14.7	15.5	12.0	197 / 3203	G	KOOL-F
8	KUPD-F	AOR	164 / 4.6	3.5	4.5	4.8	5.0	4.3	2481 / 12.0	10.9	12.0	175 / 2631	H	KUPD-F
9	KESZ-F	AC	151 / 4.2	3.5	2.8	3.3	3.2	3.5	2288 / 11.0	8.8	12.4	153 / 2374	G	KESZ-F
10	KZZP-F	CHR/AC	127 / 3.6	3.9	3.5	2.6	2.5	3.4	2878 / 13.9	12.5	10.0	129 / 2948	F	KZZP-F
	KDKB-F	AOR	127 / 3.6	3.4	4.1	3.5	3.3	3.6	2073 / 10.0	10.6	11.2	140 / 2229	G	KDKB-F
12	KEDJ-FF	AOR-NR	119 / 3.3	4.0	3.9	2.8	2.7	3.5	2498 / 12.0	12.3	10.9	129 / 2681	C	KEDJ-FF
13	KSLX-AF	CL AOR	116 / 3.3	3.2	3.6	2.9	3.8	3.2	2091 / 10.1	10.0	12.0	127 / 2235	G	KSLX-AF
14	KZON-F	AOR-P	115 / 3.2	3.8	2.9	3.3	2.7	3.3	2115 / 10.2	9.6	6.5	117 / 2172	E	KZON-F
15	KYOT-F	J	112 / 3.2	3.7	5.1	4.5	4.1	4.1	1833 / 8.8	9.1	8.9	125 / 2020	D	KYOT-F
16	KKLT-F	SAC	108 / 3.0	4.3	3.4	3.7	3.5	3.6	1894 / 9.1	9.4	10.0	112 / 2039	G	KKLT-F
17	KHTC-F	O-70s	89 / 2.5	2.3	2.0	2.2	2.5	2.2	1820 / 8.8	6.4	7.9	91 / 1923	E	KHTC-F
18	KBUQ-F	C	64 / 1.8	1.0					1248 / 6.0			65 / 1281		KBUQ-F
19	KOAZ-F	J	54 / 1.5	1.4	0.9	1.0	2.1	1.2	1056 / 5.1	2.3	5.0	58 / 1145		KOAZ-F
20	KBZR-F	CHR	47 / 1.3	1.4	0.8	0.7	0.0	1.1	1217 / 5.9	4.7	3.8	57 / 1380		KBZR-F
21	KGME	SPRTS	36 / 1.0	0.9	1.1	1.1	0.8	1.0	768 / 3.7	3.3	2.1	39 / 816		KGME

12+ FM Share (Metro): 72.88 % ( 2281 of 3130 ) ( Fall 95: 70.52 % )

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KMLE-F	1 KZZP-F <	1 KZZP-F <	1 KMLE-F <	1 KESZ-F	1 KUPD-F >	1 KUPD-F >	1 KUPD-F <	1 KUPD-F	1 KUPD-F <
KZZP-F	2 KMLE-F	2 KMLE-F	2 KESZ-F <	2 KMLE-F <	2 KEDJ-FF	2 KDKB-F	2 KDKB-F <	2 KDKB-F	2 KDKB-F <
3 KKFR-F >	3 KKFR-F >	3 KKFR-F	3 KOOL-F <	3 KOOL-F <	3 KMLE-F	KEDJ-FF	3 KEDJ-FF <	KMLE-F	3 KOOL-F <
4 KNIX-F <	4 KNIX-F	4 KNIX-F <	4 KKFR-F <	4 KNIX-F	4 KKFR-F	4 KKFR-F <	4 KSLX-AF <	4 KSLX-AF	4 KMLE-F <
5 KZON-F <	5 KKLT-F <	5 KKLT-F	5 KZZP-F <	5 KKLT-F	5 KEDJ-F <	5 KMLE-F <	5 KZON-F	5 KEDJ-FF <	5 KFYI <
6 KUPD-F	6 KZON-F	6 KUPD-F <	6 KKLT-F <	6 KKFR-F <	6 KZON-F	6 KZON-F <	6 KFYI <	6 KOOL-F <	6 KSLX-AF
	KUPD-F	7 KZON-F <	7 KNIX-F		7 KZZP-F	7 KSLX-AF <	7 KKFR-F	7 KKFR-F <	7 KTAR <
					8 KNIX-F	8 KEDJ-F	8 KZZP-F		
						KZZP-F	KHTC-F		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KASA	SP	1540	Phoenix 0.5 0.9 16 181
KCWW	C	1580	Tempe 0.6 1.4 24 314
KFNN	T	1510	Mesa 0.5 1.1 16 251
KISO	B/AC	1230	Phoenix 0.4 1.0 14 211
KMJK-F	B	106.9	Buckeye 0.4 1.8 15 402
KPHX	SP	1480	Phoenix 0.6 1.6 23 341
KSUN	SP	1400	Phoenix 0.5 1.5 19 331
KVVA-AF	SP	107.1	Apache Junction 0.9 2.8 31 607
KXAM	T	1310	Mesa 0.5 1.6 23 336

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KAHM-F	EZ	102.1	Prescott 0.7 1.5 63 643
KLVA-F	SP	105.5	Casa Grande 0.6 2.1 33 497
KSAZ	ST	580	Marana 0.3 0.7 13 202

# PHOENIX

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	151 (1)	151 (1)	4.8 %	3.2 %	<b>Chancellor</b> KYOT-FM, KOOL-FM, KOY-AM, KMLE-FM, KISO-AM, KZON-FM	24.2 %	23.2 %	25.1 %
AOR/Classic/NR	6 (1)	634 (6)	640 (7)	20.4 %	22.0 %	<b>Local</b> KESZ-FM, KOAZ-FM	5.7 %	7.8 %	6.1 %
Black/Urban	14 (1)	15 (1)	29 (2)	0.9 %	1.9 %	<b>Nationwide</b> KZZP-FM, KHTC-FM	6.1 %	7.0 %	8.2 %
CHR	0 (0)	374 (3)	374 (3)	11.9 %	12.5 %	<b>Pulitzer</b> KTAR-AM, KKLT-FM, KVVA-AM	10.4 %	8.7 %	16.7 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	<b>Sandusky</b> KUPD-FM, KUKQ-AM, KSLX-AF, KDKB-FM	11.5 %	15.1 %	21.0 %
Country	22 (1)	483 (3)	505 (4)	16.1 %	15.7 %		<b>57.9 %</b>	<b>61.8 %</b>	<b>77.1 %</b>
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	68 (4)	43 (2)	111 (6)	3.5 %	2.4 %				
Jazz	0 (0)	166 (2)	166 (2)	5.3 %	7.0 %				
News/Talk	481 (4)	0 (0)	481 (4)	15.4 %	15.4 %				
Oldies	0 (0)	282 (2)	282 (2)	9.0 %	8.4 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	0 (0)	133 (2)	133 (2)	4.2 %	4.8 %				
Sports	36 (1)	0 (0)	36 (1)	1.2 %	1.3 %				
Standards	222 (2)	0 (0)	222 (2)	7.1 %	5.5 %				
<b>Totals</b>	<b>849 (14)</b>	<b>2281 (22)</b>	<b>3130 (36)</b>						

## AM Stations

Station	Power	Time	Format	Company	Price	Notes	Group	City
KFYI	910	5 kw (DA-N)	Talk	CBS, Westwd	\$77.00	D&R	Broadcast Group	
KGME	1360	5 kw/1 kw (DA-N)	Sports	Westwd, 1-on-1	\$NA	Allied	New Century	Glendale
KOY	550	5 kw/1 kw	Standards/FS	Westwd, CNN	\$55.00	D&R	Chancellor	
KTAR	620	5 kw (DA-N)	News/Tak	ABC, CBS	\$174.00	CBS	Pulitzer	

## FM Stations

Station	Power	Time	Format	Company	Price	Notes	Group	City
KBUQ	105.9	8.2 kw @ 571	Country	NA	Allied	New Century	Paradise Valley	
KBZR	103.9	1.4 kw @ 1345	CHR	NA	Rosin		Coolidge	
KDKB	93.3	100 kw @ 1540	AOR		\$109.00	Allied	Sandusky	
KEDJ	106.3	23 kw @ 725	AOR-New Rock		\$49.00	Allied	New Century	Sun City
KESZ	99.9	100 kw @ 1702	AC	AP	\$78.00	CBS		
KHOT	100.3	90 kw @ 2047	See KEDJ-F					Globe
KHTC	96.9	100 kw @ 1560	Oldies-70's		\$73.00	CBS	Nationwide	
KKFR	92.3	100 kw @ 1647	CHR/Urban		\$82.00	D&R	Broadcast Group	
KKLT	98.7	100 kw @ 1788	Soft AC		\$114.00	Christal	Pulitzer	
KMLE	107.9	100 kw @ 1736	Country		\$183.00	Mc-Guild	Chancellor	
KNIX	102.5	100 kw @ 1620	Country		\$180.00	Katz	Buck Owens	
KOAZ	103.5	62 kw @ 2428	Jazz		\$35.00	CBS	KESZ-F owner	Glendale
KOOL	94.5	100 kw @ 1655	Oldies		\$101.00	Christal	Chancellor	
KSLX	100.7	100 kw @ 1840	Classic AOR		\$110.00	Eastman	Sandusky	
KUPD	97.9	100 kw @ 1620	AOR		\$151.00	Banner	Sandusky	Tempe
KYOT	96.5	100 kw @ 1570	Jazz		\$66.00	Allied	Chancellor	
KZON	101.5	100 kw @ 1740	Prog. AOR	ABC	\$70.00	D&R	Chancellor	
KZZP	104.7	100 kw @ 1550	AC/CHR		\$80.00	Mc-Guild	Nationwide	

Notes: KZZP-F reclassified as AC/CHR ... 8/96 Colfax sold these stations to Chancellor (D+): KISO for \$2,000,000; KOOL-F for \$45,000,000; KOY for \$9,000,000; KYOT-F for \$30,000,000; KZON-F for \$26,000,000 (all est.) ... 8/96 KUKQ (1060) changed from AOR to Sports ... 9/96 KVVA was sold to Pulitzer for \$4,925,000 ... 9/96 KVVA-F sold to Z-Spanish for \$8,550,000 ... 10/96 KOOL (AM) changed from Oldies to Religion as KPXQ ... 12/96 KVVA changed calls to KMVP ... 9/96 KBZR-F was sold by Rainbow to NPR/Phoenix (Scott Fey, Jerry Clifton) for \$7,350,000 (Seraphin) ... 1/97 KHTC-F sold by Bonneville to Nationwide (D) for \$34,000,000 ... KSLX-AF traded by Nationwide to Sandusky for KEGL-F Dallas-Ft. Worth

Jim Duncan

Comments: KKFR-F is showing signs of fading with three consecutive down books and two direct competitors ... KOY had its highest share since Winter 95 ... KBUQ-F (105.9) is starting to have an impact ... KOAZ-F and KYOT-F are battling over the Smooth Jazz audience; one of the very few markets where there are competitors in this format

# PITTSBURGH

**Arbitron Rank:** 20 Pop (12+) 2,029,000  
**MSA Rank:** 19  
**MSA Pop:** 2,400,000  
**DMA:** 19  
**Average Persons Rating:** 17.0  
**Market TSL in Hours:** 22.50

**Stations:** 29 / 27  
**Diaries:** 3,263/622:1/59.4%  
**Sample Target:** 3,300  
**% Below Line:** 0.7  
**% Not Listed:** 11.2  
**Pop per Station:** 75,148

**Last Year's Revenue:** \$69,000,000  
**Household Income:** \$39,726  
**Retail Dollars:** \$21.0 Bil  
**#1 Biller:** WDVE-F \$12,300,000  
**#1 Billing Portfolio:**  
 SFX duop+ \$19,500,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	KDKA	N/T	425 / 12.3	12.7	12.8	14.4	12.5	13.1	5144 / 25.4	26.7	28.5	467 / 5833	I	KDKA
2	WDVE-F	AOR	325 / 9.4	9.5	9.2	8.6	8.4	9.2	4047 / 19.9	20.3	17.9	417 / 5453	I	WDVE-F
3	WDSY-AF	C	271 / 7.9	8.2	7.8	7.3	8.3	7.8	3345 / 16.5	15.8	16.2	308 / 3852	G	WDSY-AF
4	WWSW-AF	O	215 / 6.2	6.9	6.5	5.7	6.7	6.3	3705 / 18.3	17.6	18.4	248 / 4361	G	WWSW-AF
5	WBZZ-F	CHR	213 / 6.2	6.1	6.7	6.2	6.4	6.3	4211 / 20.8	21.7	21.2	241 / 5016	G	WBZZ-F
6	WJAS	ST	192 / 5.6	3.9	3.8	4.0	4.3	4.3	2034 / 10.0	8.6	8.3	195 / 2064	C	WJAS
7	WXDX-F	AOR-P	172 / 5.0	5.8	2.8	1.9	1.7	3.9	2705 / 13.3	10.3	7.6	194 / 3117	B	WXDX-F
8	WSHH-F	SAC	167 / 4.8	4.9	4.1	4.9	5.1	4.7	2619 / 12.9	12.6	13.7	182 / 2905	E	WSHH-F
9	WTAE	T	153 / 4.4	3.9	3.8	3.9	3.6	4.0	2924 / 14.4	12.1	12.6	157 / 3004	G	WTAE
10	WVTY-F	AC	140 / 4.1	3.9	4.2	4.4	4.0	4.1	2991 / 14.7	13.8	14.2	149 / 3234	G	WVTY-F
11	WJJJ-F	J	130 / 3.8	4.0	3.0	4.1	3.4	3.7	2108 / 10.4	10.6	11.1	137 / 2275	C	WJJJ-F
12	WLTJ-F	SAC	127 / 3.7	3.1	3.6	3.7	4.4	3.5	2164 / 10.7	10.7	11.8	135 / 2405	D	WLTJ-F
13	WAMO-F	B	106 / 3.1	2.8	3.4	4.9	5.4	3.6	1369 / 6.7	7.6	10.2	125 / 1599	E	WAMO-F
14	WRRK-F	CL AOR	98 / 2.8	2.9	2.7	2.2	3.0	2.7	2352 / 11.6	10.0	9.9	123 / 2761	C	WRRK-F
15	WZPT-F	O-70s	90 / 2.6	3.3	3.6	2.7	2.8	3.1	2108 / 10.4	11.6	10.2	107 / 2420	D	WZPT-F
16	WORD-F	REL	48 / 1.4	0.8	1.2	0.9	1.1	1.1	745 / 3.7	4.0	2.8	55 / 910		WORD-F
17	WASP-F	C	37 / 1.1	1.0	1.0	1.4	0.9	1.1	528 / 2.6	2.2	2.0	40 / 614		WASP-F
18	KQV	N	36 / 1.0	1.1	1.3	1.4	1.3	1.2	1003 / 4.9	4.2	4.7	36 / 1003	C	KQV

12+ FM Share (Metro): 70.80 % ( 2165 of 3058 ) ( Fall 95: 70.13 % )

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 WDVE-F <	1 KDKA	1 KDKA >>>
2 WXDX-F >	2 WXDX-F <	2 WDSY-AF <	2 WDSY-AF <	2 WDSY-AF <	2 WDSY-AF <	2 WDVE-F >	2 WDVE-F <	2 KDKA <	2 WDSY-F <	2 WDSY-F <
3 WAMO-F >	3 WBZZ-F >	3 WBZZ-F >	3 WWSW-AF <	3 WWSW-AF <	WJAS <	3 WDSY-AF <	3 WDSY-AF <	3 WDSY-AF <	3 WAMO-F <	3 WAMO-F <
4 WDSY-AF <	4 WXDX-F <	4 WBZZ-F <	4 WBZZ-F <	4 KDKA <	4 WWSW-AF <	4 WBZZ-F <	4 WJAS <	4 WJAS <	4 WXDX-F <	4 WXDX-F <
5 WVTY-F <	5 WWSW-AF <	5 KDKA <	5 KDKA <	5 WBZZ-F <	5 WSHH-F <	5 WWSW-AF <	5 WWSW-AF <	5 WBZZ-F <	5 WBZZ-F <	5 WBZZ-F <
6 WAMO-F >	6 WVTY-F >	6 WVTY-F >	6 WVTY-F >	6 WVTY-F >	6 WTAE <	6 WXDX-F <	6 WSHH-F <	6 WWSW-AF <	6 WWSW-AF <	WDVE-F
	7 KDKA			7 WSHH-F <	7 WDVE-F <	7 WRRK-F <	7 WBZZ-F <	7 WXDX-F <		
							8 WLTJ-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 WBZZ-F >>	1 WBZZ-F	1 WDVE-F	1 WBZZ-F	1 WDSY-AF	1 WDVE-F <	1 WDVE-F >	1 WDVE-F >	1 WDVE-F >>	1 WDVE-F >>
2 WDVE-F	2 WDVE-F	2 WBZZ-F	2 WDSY-AF <	2 WBZZ-F <	2 WXDX-F >>	2 WXDX-F >>	2 WXDX-F >	2 WXDX-F >	2 WWSW-AF <
3 WXDX-F	3 WVTY-F <	3 WVTY-F <	3 WDVE-F	3 WVTY-F <	3 WBZZ-F >	3 WBZZ-F <	3 WRRK-F	3 WDSY-AF	3 WDSY-AF <
4 WVTY-F	4 WDSY-AF	4 WDSY-AF	4 WVTY-F	4 WWSW-AF <	4 WRRK-F	4 WRRK-F	4 WDSY-AF	4 WWSW-AF <	4 KDKA
5 WDSY-AF	5 WAMO-F <	5 WAMO-F >	5 WWSW-AF	5 WDVE-F <	WZPT-F		WBZZ-F	5 KDKA <	5 WXDX-F
6 WAMO-F >	6 WXDX-F >		6 WSHH-F <	6 WLTJ-F <	WAMO-F			6 WRRK-F	6 WRRK-F
			7 WLTJ-F <	7 WSHH-F				7 WBZZ-F <	

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume		
WAMO	B	860	Pittsburgh	0.3	1.1	10	216
WESA-F	CHR	98.3	Charleroi	0.5	2.1	18	449
WISR	AC	680	Butler	0.4	0.9	15	193
WXZ	SPRTS	1360	McKeesport	0.5	2.1	16	425
WJPA-F	O	95.3	Washington	0.3	0.9	12	187
WJPA	O	1450	Washington	0.1	0.7	5	137
WMBS	FS	590	Uniontown	0.4	1.1	14	265

Other Rated Stations—Outside Market			Metro Share	Cume Rating	TSA AQH Cume		
WMTZ-F	C	96.5	Johnstown	0.3	0.6	86	860
WRKY-F	C	103.5	Steubenville, OH	0.4	1.2	80	1071

# PITTSBURGH

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	14 (1)	140 (1)	154 (2)	5.0 %	5.3 %	American Radio Sys. WBZZ-FM, WZPT-FM	8.8 %	10.3 %	12.4 %
AOR/Classic/NR	0 (0)	595 (3)	595 (3)	19.5 %	20.5 %		Frischling WLTJ-FM, WRRK-FM	6.5 %	9.0 %
Black/Urban	10 (1)	106 (1)	116 (2)	3.8 %	4.3 %	SFX WDSY-FM, WDVE-FM, WJJJ-FM, WDX-FM		25.9 %	31.0 %
CHR	0 (0)	231 (2)	231 (2)	7.6 %	8.4 %		Sheridan, semi-duop WAMO-AM, WAMO-FM, WSSZ-FM	3.4 %	3.3 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	7 (1)	326 (4)	333 (5)	10.9 %	11.8 %				
Full Service	13 (1)	0 (0)	13 (1)	0.4 %	1.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	130 (1)	130 (1)	4.3 %	0.0 %				
News/Talk	614 (3)	0 (0)	614 (3)	20.1 %	21.1 %				
Oldies	27 (2)	295 (3)	322 (5)	10.5 %	12.5 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	48 (1)	48 (1)	1.6 %	1.8 %				
Soft AC/EZ	0 (0)	294 (2)	294 (2)	9.6 %	8.9 %				
Sports	16 (1)	0 (0)	16 (1)	0.5 %	0.0 %				
Standards	192 (1)	0 (0)	192 (1)	6.3 %	4.4 %				
<b>Totals</b>	<b>893 (11)</b>	<b>2165 (18)</b>	<b>3058 (29)</b>				<b>44.6 %</b>	<b>53.6 %</b>	<b>50.5 %</b>

### AM Stations

Station	Freq	Pwr	Format	Comments	Price	Buyer	Seller
KDKA	1020	50 kw	News/Talk	WW1, CNN, AP	\$170.00	Group W	Westinghouse
KQV	1410	5 kw (DA-2)	News	CBS, CNN	\$37.00	---	---
WJAS	1320	5 kw (DA-N)	Standards	CNN, Westwd	\$30.00	Allied	Renda
WTAE	1250	5 kw (DA-N)	Talk	ABC, Westwd	\$84.00	Katz	Hearst
WWSW	970	5 kw (DA-2)	See WWSW-F				

### FM Stations

Station	Freq	Pwr	Format	Comments	Price	Buyer	Seller
WAMO	106.7	47 kw @ 518	Black	AURN	\$70.00	D&R	Sheridan
WASP	94.9	0.2 kw @ 1240	Country		<\$20.00	Dome	Beaver Falls
WBZZ	93.7	41 kw @ 547	CHR		\$140.00	Banner	Amer. Radio Sys.
WDSY	107.9	50 kw @ 500	Country	Westwd	\$105.00	Eastman	SFX
WDVE	102.5	55 kw @ 820	AOR	Source	\$200.00	Christal	SFX
WJJJ	104.7	19 kw @ 794	Jazz		NA	Eastman	SFX
WLTJ	92.9	47 kw @ 894	Soft AC		\$60.00	K&P	Frischling
WORD	101.5	48 kw @ 505	Religion		\$38.00	Salem	Salem
WRRK	96.9	45 kw @ 530	Classic AOR		\$64.00	Allied	Frischling
WSHH	99.7	10.6 kw @ 928	Soft AC	UPI	\$86.00	Allied	Renda
WVTY	96.1	44 kw @ 522	AC		\$115.00	Katz	Hearst
WWSW	94.5	50 kw @ 810	Oldies	Westwd	\$153.00	Sentry	Chancellor
WDX	105.9	72 kw @ 440	AOR-New Rock	Westwd	\$50.00	Christal	SFX
WZPT	100.7	17 kw @ 850	Oldies- 70's		\$62.00	Banner	Amer. Radio Sys.

Notes: 7/96 WNRQ-F changed from AOR-New Rock to Jazz as WJJJ-F . . . 10/96 Secret sold these stations to SFX (D+): WDSY-F for \$42,000,000; WDVE-F for \$68,000,000; WJJJ-F for \$10,000,000; WDX-F for \$18,000,000 (all est.) (Star) . . . 10/96 WDSY (AM) sold by Entercom to Salem (D) for \$750,000

Jim Duncan

Comments: WJAS spiked up to a 5.6, its highest 12+ share in years . . . WAMO-F did not recover what it lost when it swapped frequencies . . . WDX-F held on to most of its Summer book gains . . . WZPT-F fell below a three share



# PORTLAND, ME

<b>Arbitron Rank: 162 Pop (12+)</b>	212,000	<b>Stations</b>	25 / 20	<b>Last Year's Revenue:</b>	\$13,000,000
<b>MSA Rank:</b>	175	<b>Diaries:</b>	624/340:1/56.2%	<b>Household Income:</b>	\$43,626
<b>MSA Pop:</b>	251,000	<b>Sample Target:</b>	620	<b>Retail Dollars:</b>	\$3.1 Bil.
<b>DMA:</b>	79	<b>% Below Line:</b>	5.1	<b>#1 Biller:</b>	WPOR-AF \$3,100,000
<b>Average Persons Rating:</b>	15.8	<b>% Not Listed:</b>	15.6	<b>#1 Billing Portfolio:</b>	Saga duop+ \$6,300,000
<b>Market TSL in Hours</b>	20.75	<b>Pop per Station:</b>	10,600		

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WPOR-AF	C	41 / 12.3	12.8	16.1	14.4	15.4	461 / 21.7	24.7	21.9	104 / 1387	E	WPOR-AF
2	WMGX-F	AC	33 / 9.9	10.7	8.1	9.1	6.0	481 / 22.7	21.7	20.9	53 / 908	C	WMGX-F
3	WBLM-F	AOR	32 / 9.6	10.4	12.8	10.5	13.0	436 / 20.6	23.5	22.8	113 / 1612	D	WBLM-F
4	WGAN	T/FS	20 / 6.0	7.0	8.4	6.7	8.1	347 / 16.4	17.0	17.3	33 / 528	C	WGAN
5	WYNZ-F	O	19 / 5.7	5.2	4.4	5.8	3.3	334 / 15.8	13.4	13.6	27 / 523	A	WYNZ-F
6	WCYY-FF	AOR-NR	17 / 5.1	9.9	6.2	2.4	2.1	307 / 14.5	19.6	15.8	35 / 751	B	WCYY-FF
7	WCLZ-F	AOR-P	16 / 4.8	3.5	3.1	1.8	3.0	224 / 10.6	12.1	10.4	26 / 449	A	WCLZ-F
8	WLAM-AF	ST	12 / 3.6	5.2	4.7	2.7	5.7	172 / 8.1	7.5	6.2	26 / 372	A	WLAM-AF
	WZAN	T	12 / 3.6	1.7	1.6	0.9	3.0	197 / 9.3	6.0	6.2	18 / 291	A	WZAN
	WTHT-F	C	12 / 3.6	2.6	3.8	3.0	5.4	215 / 10.2	8.6	8.2	52 / 786	B	WTHT-F
11	WCSD-F	CHR	11 / 3.3	2.9	5.0	4.0	4.8	236 / 11.2	11.3	15.7	23 / 582	C	WCSD-F
12	WKZS-F	AC	9 / 2.7	2.0	3.8	1.8	3.9	277 / 13.1	12.4	11.8	43 / 765	A	WKZS-F
	WRED-F	CHR	9 / 2.7	1.7	1.3	2.7	0.6	209 / 9.9	7.4	8.4	18 / 418	A	WRED-F
	WPKM-F	CL	9 / 2.7	1.5	0.6	1.8	1.8	100 / 4.7	3.7	3.9	9 / 105	A	WPKM-F
	WHOM-F	SAC	9 / 2.7	5.2	4.4	6.1	6.3	281 / 13.3	14.2	11.3	57 / 1087	D	WHOM-F

12+ FM Share (Metro): 82.98 % ( 234 of 282 ) ( Fall 95: 78.79 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WRED-F	1 WBLM-F	1 WMGX-F <	1 WMGX-F	1 WMGX-F	1 WPOR-AF >	1 WPOR-AF	1 WPOR-AF <	1 WPOR-AF	1 WPOR-AF	1 WPOR-AF >>
2 WCYY-FF >>>	WMGX-F >	2 WBLM-F >	2 WBLM-F >	2 WBLM-F	2 WGAN	2 WMGX-F <	2 WMGX-F	2 WMGX-F <	2 WBLM-F	2 WBLM-F
3 WYNY-FF	3 WPOR-AF	3 WPOR-AF	3 WPOR-AF	3 WPOR-AF >	3 WMGX-F	3 WBLM-F >	WBLM-F	3 WBLM-F >	3 WMGX-F	3 WGAN
4 WPOR-AF	4 WCLZ-F	4 WCLZ-F	4 WCLZ-F	4 WCLZ-F	WYNZ-F <	4 WGAN <	4 WGAN >	4 WCYY-FF <	4 WCYY-FF	4 WYNZ-F
5 WTHT-F	5 WCYY-FF	5 WGAN	WYNZ-F	6 WGAN	6 WBLM-F <	5 WYNZ-F	5 WYNZ-F	5 WYNZ-F	5 WRED-F >	
	6 WGAN	WYNZ-F	7 WZAN	7 WZAN	7 WCLZ-F	6 WZAN	6 WCLZ-F	7 WCLZ-F		
		WYNZ-F				7 WCYY-FF	7 WCLZ-F	WZAN		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WCYY-FF	1 WMGX-F >	1 WMGX-F >	1 WMGX-F >	1 WMGX-F	1 WBLM-F >	1 WBLM-F	1 WBLM-F	1 WBLM-F	1 WBLM-F
2 WBLM-F	2 WBLM-F	2 WPOR-AF	2 WPOR-AF	2 WPOR-AF	2 WCYY-FF	2 WMGX-F >	2 WMGX-F >	2 WMGX-F >	2 WMGX-F >
WCLZ-F >	3 WPOR-AF	3 WBLM-F	3 WCLZ-F	3 WPOR-AF >	3 WMGX-F >>	3 WCYY-FF >	3 WPOR-AF >	3 WPOR-AF	3 WPOR-AF
4 WPOR-AF	4 WCYY-FF	4 WKZS-F >	4 WBLM-F	4 WCLZ-F	4 WTOS-F >>	4 WPOR-AF	4 WCYY-FF	4 WPOR-AF	4 WZAN
WMGX-F >>	5 WKZS-F	5 WTHT-F	5 WYNZ-F	5 WBLM-F		5 WTHT-F	WYNZ-F	5 WCYY-FF	WGAN
	WTHT-F	WCSD-F	6 WKZS-F	6 WKZS-F			WTHT-F	WGAN	6 WCLZ-F >
	WCLZ-F	WCLZ-F	WCSD-F	WCSD-F			WGAN >>		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBCI-F	REL	105.9 Bath	0.9 4.6 7 183
WLPZ	SPRTS	1440 Westbrook	0.6 4.5 6 137

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WABK-F	O	104.3 Gardiner	0.6 1.6 34 524
WBQQ-F	CL	99.3 Kennebunk	1.2 4.3 13 182
WBZ	N/T	1030 Boston	1.2 3.6 12 343
WTOS-F	AOR	105.1 Skowhegan	1.2 4.3 32 527
WXGL-F	O	95.5 Topsham	0.9 2.6 7 134

# PORTLAND, ME

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	42 (2)	42 (2)	14.9 %	17.5 %
AOR/Classic/NR	0 (0)	68 (5)	68 (5)	24.1 %	27.8 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	20 (2)	20 (2)	7.1 %	4.9 %
Classical	0 (0)	13 (2)	13 (2)	4.6 %	2.3 %
Country	1 (1)	52 (2)	53 (3)	18.8 %	17.2 %
Full Service	20 (1)	0 (0)	20 (1)	7.1 %	7.8 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	16 (2)	0 (0)	16 (2)	5.7 %	3.2 %
Oldies	0 (0)	24 (3)	24 (3)	8.5 %	6.5 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	3 (1)	3 (1)	1.1 %	0.0 %
Soft AC/EZ	0 (0)	9 (1)	9 (1)	3.2 %	5.8 %
Sports	2 (1)	0 (0)	2 (1)	0.7 %	1.3 %
Standards	9 (1)	3 (1)	12 (2)	4.3 %	5.8 %
<b>Totals</b>	<b>48 (6)</b>	<b>234 (19)</b>	<b>282 (25)</b>		

Consolidation Report	12+	25-54	Revenue
<b>Fuller-Jeffrey</b>	21.0 %	20.5 %	45.4 %
WBLM-FM, WCSO-FM, WCYI-FM, WCYY-FM, WHOM-FM, WLPZ-AM			
<b>Lerner</b>	6.3 %	3.5 %	3.0 %
WKZS-FM, WLAM-AM, WLAM-FM, WZOU-AM			
<b>Saga</b>	37.5 %	40.0 %	48.4 %
WGAN-AM, WMGX-FM, WPOR-AF, WYNZ-FM, WZAN-AM			
	<b>64.8 %</b>	<b>64.0 %</b>	<b>96.8 %</b>

### AM Stations

Station	Power	Frequency	Service	Company	City
WGAN	560	5 kw (DA-2)	Tak/Full Svc	CBS, Taknt	\$27.00 Katz Saga
WLAM	870	10 kw/1 kw (DA-2)	Standards	ABC, Westwd	\$<20.00 Allied Lerner Gorham
WPOR	1490	1 kw	See WPOR-F		
WZAN	970	5 kw (DA-N)	Tak	Westwd	\$<20.00 Katz Saga

### FM Stations

Station	Power	Frequency	Service	Company	City
WBLM	102.9	100 kw @ 1460	AOR	\$56.00 Mc-Guild	Fuller-Jeffrey
WCLZ	98.9	48 kw @ 400	AOR-Prog.	\$<20.00 Christal	Brunswick
WCSO	97.9	16 kw @ 889	CHR	\$31.00 Mc-Guild	Fuller-Jeffrey
WCYI	93.9	27.5 kw @ 640	See WCYY-F		Lewiston
WCYY	94.3	12 kw @ 472	AOR-NR	\$22.00 Mc-Guild	Fuller-Jeffrey
WHOM	94.9	50 kw @ 3743	Soft AC	\$48.00 Christal	Fuller-Jeffrey
WKZS	99.9	50 kw @ 493	AC	\$<20.00 D&R	Lerner
WLAM	106.7	0.81 kw @ 623	See WLAM-F		Auburn
WMGX	93.1	50 kw @ 443	AC	\$44.00 Katz	Saga
WPKM	106.3	3 kw @ 300	Classical	\$17.00 Allied	Scarborough
WPOR	101.9	50 kW @ 152	Country	ABC \$64.00 Mc-Guild	Saga
WRED	95.9	3 kw @ 300	CHR	\$14.00 Rosin	Saco
WTHT	107.5	35 kw @ 610	Country	Westwd \$20.00 Allied	Beacon
WYNZ	100.9	25 kw @ 328	Oldies	Westwd \$<20.00 Katz	Saga

Notes: 10/96 WCSO-F changed from AC/CHR to CHR, calling itself "Q-97-dot-9"; new call letters to follow

# PORTLAND, OR

**Arbitron Rank:** 24 **Pop (12+)** 1,629,900  
**MSA Rank:** 27  
**MSA Pop:** 1,740,000  
**DMA:** 24  
**Average Persons Rating:** 14.9  
**Market TSL in Hours:** 19.75

**Stations:** 26 / 25  
**Diaries:** 2,755/592:1/56.9%  
**Sample Target:** 2,690  
**% Below Line:** 0.4  
**% Not Listed:** 15.4  
**Pop per Station:** 65,196

**Last Year's Revenue:** \$72,400,000  
**Household Income:** \$43,680  
**Retail Dollars:** \$19.8 Bil.  
**#1 Biller:** KKCW-F \$7,300,000  
**#1 Billing Portfolio:** Jacor duop \$18,300,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	KKRZ-F	CHR	189 / 7.8	7.7	7.3	6.1	5.8	7.2	3204 / 19.7	21.5	17.8	200 / 3541	G	KKRZ-F
2	KXL	N/T	179 / 7.4	5.9	6.3	7.1	7.1	6.7	2634 / 16.2	14.2	15.6	207 / 3049	G	KXL
3	KWJJ-F	C	163 / 6.7	7.2	6.1	6.8	7.1	6.7	2496 / 15.3	16.5	18.4	184 / 2824	G	KWJJ-F
4	KKCW-F	AC	152 / 6.3	7.1	6.1	7.1	5.6	6.6	2182 / 13.4	13.4	13.3	169 / 2358	H	KKCW-F
5	KEK	FS	147 / 6.1	3.6	5.8	5.8	6.0	5.3	2230 / 13.7	15.1	14.8	155 / 2437	G	KEK
6	KUPL-F	C	134 / 5.5	6.2	6.0	6.2	5.9	6.0	2367 / 14.5	13.8	12.9	164 / 2736	G	KUPL-F
7	KUFO-F	AOR	123 / 5.1	5.4	5.1	5.5	4.6	5.3	2023 / 12.4	13.1	13.8	144 / 2390	G	KUFO-F
8	KGON-F	AOR/CL	119 / 4.9	4.7	5.2	5.3	4.1	5.0	2248 / 13.8	13.7	14.7	137 / 2534	G	KGON-F
9	KKSN-F	O	118 / 4.9	5.7	6.1	4.1	4.9	5.2	2452 / 15.0	17.0	15.6	141 / 2899	G	KKSN-F
10	KINK-F	AOR-P	91 / 3.8	3.0	4.0	4.4	4.6	3.8	1571 / 9.6	9.3	10.5	102 / 1682	G	KINK-F
11	KBBT-F	AC-NR	81 / 3.3	1.3	1.7	1.2	2.1	1.9	1587 / 9.7	3.5	3.6	87 / 1714		KBBT-F
12	KKRH-F	CL AOR	79 / 3.3	3.5	3.1	3.4	3.9	3.3	1807 / 11.1	11.3	12.1	107 / 2270	C	KKRH-F
13	KKJZ-F	J	76 / 3.1	3.0	3.7	3.7	4.0	3.4	1307 / 8.0	9.3	7.6	84 / 1467	D	KKJZ-F
	KKSN	ST	76 / 3.1	2.8	4.3	4.2	4.2	3.6	1166 / 7.2	7.9	7.8	78 / 1270	C	KKSN
15	KNRK-F	AOR-NR	68 / 2.8	5.1	4.4	3.8	4.5	4.0	1721 / 10.6	12.8	11.8	69 / 1770	C	KNRK-F
16	KXL-F	AC	56 / 2.3	2.1	1.9	1.8	1.9	2.0	1167 / 7.2	7.9	8.6	66 / 1354	D	KXL-F
17	KOTK	T	45 / 1.9	2.2	1.6	1.9	1.6	1.9	878 / 5.4	5.3	4.6	48 / 972	A	KOTK
18	KPDQ-F	REL	34 / 1.4	1.6	1.2	1.3	1.3	1.4	710 / 4.4	3.9	4.6	37 / 808		KPDQ-F
19	KWJJ	C	31 / 1.3	1.7	1.4	1.1	0.8	1.4	691 / 4.2	3.8	3.2	39 / 794		KWJJ

12+ FM Share (Metro): 72.79 % ( 1493 of 2051 ) ( Fall 95: 70.39 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KKRZ-F >>>	1 KKRZ-F	1 KKRZ-F	1 KKCW-F <	1 KKCW-F <	1 KXL	1 KXL	1 KXL	1 KKRZ-F	1 KKRZ-F	1 KEX
2 KUFO-F <	2 KUFO-F	2 KWJJ-F <	2 KGON-F <	2 KWJJ-F	2 KEX	2 KEX <	2 KWJJ-F	2 KWJJ-F	2 KEX >	2 KKRZ-F >
3 KNRK-F >	3 KWJJ-F	3 KKCW-F <	3 KWJJ-F <	3 KGON-F <	3 KEX	3 KKRZ-F	3 KKCW-F	3 KKCW-F	3 KUFO-F	
	4 KBBT-F <	4 KGON-F <	4 KKRZ-F	4 KUPL-F	4 KKSN-F	4 KKRZ-F	4 KKRZ-F <	4 KUPL-F	4 KWJJ-F	
	5 KGON-F	5 KUFO-F	5 KINK-F <	5 KKRZ-F	5 KWJJ-F	5 KGON-F	5 KUPL-F <	5 KEX <	5 KKCW-F <	
	6 KUPL-F <	6 KUPL-F	6 KKSN-F	6 KKSN-F <	6 KUPL-F <	6 KWJJ-F	6 KKSN-F	6 KUFO-F <	6 KGON-F <	
	7 KKCW-F <	7 KKSN-F	7 KUPL-F	7 KINK-F	7 KINK-F <	7 KUPL-F	7 KEX	7 KKSN-F	7 KNRK-F <	
		8 KINK-F	8 KUFO-F <	8 KXL		8 KUFO-F	8 KUFO-F <	8 KGON-F	8 KXL <	
		KKRH-F <	9 KKRH-F <				9 KGON-F	9 KXL <	9 KUPL-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 KKRZ-F	1 KKRZ-F >	1 KKRZ-F	1 KKCW-F	1 KKCW-F >	1 KUFO-F >	1 KUFO-F >	1 KUFO-F	1 KGON-F	1 KGON-F
2 KUFO-F >	2 KWJJ-F	2 KKCW-F	2 KKRZ-F	2 KKRZ-F	2 KKRZ-F >	2 KKRZ-F	2 KGON-F	KUFO-F	2 KWJJ-F <
3 KBBT-F	3 KKCW-F <	3 KWJJ-F <	3 KWJJ-F	3 KWJJ-F <	3 KNRK-F >	3 KGON-F <	3 KWJJ-F	3 KWJJ-F <	3 KXL <
4 KUFO-F	4 KBBT-F >	4 KBBT-F	4 KUPL-F <	4 KUPL-F <	4 KWJJ-F	4 KNRK-F <	4 KUPL-F	4 KKRZ-F	4 KUFO-F
5 KUPL-F	5 KKRH-F	5 KKRH-F	5 KBBT-F <	5 KKSN-F <	5 KGON-F	5 KWJJ-F	5 KKRZ-F <	5 KXL	5 KUPL-F <
6 KKCW-F	KUPL-F	6 KXL-F <	6 KKSN-F <	6 KINK-F	6 KWJJ-F	6 KUPL-F	6 KNRK-F		6 KINK-F
7 KNRK-F	7 KXL-F	7 KUPL-F	7 KINK-F	7 KBBT-F					
KXL-F	KUFO-F								

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
KBMS	B	1480 Vancouver, WA	0.5	1.1	12 186
KFX	SPRTS	1520 Oregon City	0.9	3.8	23 659
KPDQ	REL	800 Portland	0.2	1.4	5 249
KUIK	T	1360 Hillsboro	0.5	1.8	14 345
KWIP	SP	880 Dallas	0.7	1.0	17 178
KYKN	T	1430 Salem	0.5	0.9	18 207

Other Rated Stations—Outside Market			Metro Share	Cume Rating	TSA AQH Cume
KSKD-F	REL	107.1 Sweet Home	0.4	1.4	20 413

# PORTLAND, OR

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	208 (2)	208 (2)	10.1 %	7.0 %	<b>American Radio Sys.</b>	17.0 %	18.0 %	21.0 %
AOR/Classic/NR	0 (0)	561 (6)	561 (6)	27.4 %	25.8 %	KBBT-AM, KBBT-FM, KKJZ-FM, KUFO-FM, KUPL-FM			
Black/Urban	12 (1)	0 (0)	12 (1)	0.6 %	0.7 %	<b>Entercom</b>	8.6 %	9.9 %	12.1 %
CHR	0 (0)	189 (1)	189 (1)	9.2 %	8.3 %	KFXX-AM, KGON-FM, KNRK-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	<b>Heritage</b>	11.3 %	10.8 %	10.8 %
Country	31 (1)	297 (2)	328 (3)	16.0 %	16.5 %	KKRH-FM, KKSAN-AM, KKSAN-FM			
Full Service	147 (1)	0 (0)	147 (1)	7.2 %	6.6 %	<b>Jacor</b>	20.2 %	18.6 %	25.4 %
Hispanic	17 (1)	0 (0)	17 (1)	0.8 %	1.1 %	KEX-AM, KKCW-FM, KKRZ-FM			
Jazz	0 (0)	76 (1)	76 (1)	3.7 %	4.2 %		<b>57.1 %</b>	<b>57.2 %</b>	<b>69.3 %</b>
News/Talk	248 (4)	0 (0)	248 (4)	12.1 %	10.2 %				
Oldies	0 (0)	118 (1)	118 (1)	5.8 %	9.1 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	5 (1)	44 (2)	49 (3)	2.4 %	4.2 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	22 (1)	0 (0)	22 (1)	1.1 %	1.2 %				
Standards	76 (1)	0 (0)	76 (1)	3.7 %	4.9 %				
<b>Totals</b>	<b>558 (11)</b>	<b>1493 (15)</b>	<b>2051 (26)</b>						

### AM Stations

Station	Power	Frequency	Format	Company	Advertiser	Agency	Location
KEX	1190	50 kw (DA-N)	Full Service	ABC	\$96.00	Katz	Jacor
KKSAN	910	5 kw (DA-2)	Standards	Westwd	\$38.00	Christal	Heritage
KOTK	620	5 kw (DA-N)	Talk	ABC, AP, WW1	\$27.00	Allied	EXCL
KWJJ	1080	50 kw/10 kw (DA-2)	Country		\$ NA	Banner	Fisher
KXL	750	50 kw/20 kw (DA-2)	News/Talk	CBS	\$94.00	Mc-Guild	Alexander

### FM Stations

Station	Power	Frequency	Format	Company	Advertiser	Agency	Location
KBBT	107.5	6.3 kw @ 1332	AC-New Rock		\$ NA	Katz	Amer. Radio Sys.
KGON	92.3	100 kw @ 1268	Classic AOR		\$116.00	CBS	Entercom
KINK	101.9	100 kw @ 1674	Prog. AOR		\$106.00	Allied	EXCL
KKCW	103.3	100 kw @ 1674	AC		\$144.00	Katz	Jacor
KKJZ	106.7	100 kw @ 880	Jazz		\$75.00	Katz	Amer. Radio Sys.
KKRH	105.1	100 kw @ 1840	Classic AOR		\$63.00	Christal	Heritage
KKRZ	100.3	100 kw @ 1434	CHR		\$100.00	Katz	Jacor
KKSAN	97.1	100 kw @ 1268	Oldies	Westwd	\$100.00	Christal	Heritage
KNRK	94.7	3.7 kw @ 850	AOR-New Rock		\$55.00	CBS	Entercom
KPDQ	93.7	100 kw @ 1268	Religion		\$23.00	Salem	Salem
KUFO	101.1	100 kw @ 1640	AOR		\$120.00	Katz	Amer. Radio Sys.
KUPL	98.5	100 kw @ 1106	Country	AP	\$126.00	Katz	Amer. Radio Sys.
KWJJ	99.5	52 kw @ 1268	Country		\$122.00	Banner	Fisher
KXL	95.5	100 kw @ 990	AC		\$61.00	Mc-Guild	Alexander

Notes: 6/96 KDBX-F began simulcasting AC-New Rock KBBT . . . 10/96 KOTK/KINK-F sold by Embarcadero to EXCL . . . 10/96 KDBX-F changed calls to KBBT-F . . . 10/96 KBBT dropped simulcast of KBBT-F to go Classic Country

Jim Duncan

Comments: KXL-A had its highest 12+ share since Winter 95 . . . KEX bounced back to normal levels after a bad Summer book . . . KUPL-F had its lowest 12+ share in over two years . . . KBBT-F enjoyed its best book ever and hurt KNRK-F

# PORTSMOUTH-DOVER-ROCHESTER

<b>Arbitron Rank: 117 Pop (12+)</b>	349,400	<b>Stations</b>	39 / 12	<b>Last Year's Revenue:</b>	\$9,200,000
<b>MSA Rank:</b>	132	<b>Diaries:</b>	899/389:1/59.0%	<b>Household Income:</b>	\$52,566
<b>MSA Pop:</b>	370,000	<b>Sample Target:</b>	790	<b>Retail Dollars:</b>	\$4.7 Bil.
<b>DMA:</b>	Boston (#6)	<b>% Below Line:</b>	48.8	<b>#1 Biller:</b>	WOKQ-F \$3,300,000
<b>Average Persons Rating:</b>	15.7	<b>% Not Listed:</b>	11.5	<b>#1 Billing Portfolio:</b>	Fuller-Jeffrey duop \$3,800,000
<b>Market TSL in Hours</b>	20.75	<b>Pop per Station:</b>	29,117		

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1 WOKQ-F	C	60 / 10.9	11.9	12.4	14.1	12.4	660 / 18.9	22.5	22.9	76 / 852	E	WOKQ-F
2 WHEB-F	AOR	46 / 8.4	8.1	10.7	10.6	10.4	735 / 21.0	21.1	23.6	51 / 809	D	WHEB-F
3 WZID-F	AC/SAC	24 / 4.4	4.0	2.5	2.0	3.1	351 / 10.1	8.0	7.4	24 / 351		WZID-F
4 WTSN	T	22 / 4.0	5.0	3.2	3.4	4.9	331 / 9.5	11.0	9.8	22 / 338	A	WTSN
5 WJMN-F	CHR	21 / 3.8	2.2	2.5	4.1	1.6	350 / 10.0	9.3	9.2	22 / 369		WJMN-F
6 WERZ-F	CHR	20 / 3.6	4.7	4.7	4.8	3.6	505 / 14.5	17.3	14.5	21 / 515	C	WERZ-F
WGIR-F	AOR	20 / 3.6	3.3	2.0	2.0	2.7	361 / 10.3	11.1	10.3	20 / 371		WGIR-F
8 WBZ	N/T	19 / 3.5	4.5	3.4	3.0	2.9	433 / 12.4	12.7	14.2	23 / 503		WBZ
9 WXR-V	AC/AOR	18 / 3.3	1.7	2.5	1.4	2.0	280 / 8.0	5.7	7.4	19 / 291		WXR-V
10 WXBB-F	O	17 / 3.1	2.8	1.7	3.2	1.6	315 / 9.0	10.6	8.1	19 / 331		WXBB-F
11 WRKO	T	15 / 2.7	1.7	3.7	2.7	4.0	256 / 7.3	6.2	8.2	16 / 263		WRKO
WBCN-F	AOR	15 / 2.7	3.1	4.4	3.2	2.2	353 / 10.1	11.1	12.7	15 / 353		WBCN-F

12+ FM Share (Metro): 82.89 % ( 402 of 485 ) ( Fall 95: 80.82 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WJMN-F >>	1 WHEB-F >>	1 WHEB-F	1 WOKQ-F	1 WOKQ-F >	1 WOKQ-F >>	1 WOKQ-F <	1 WOKQ-F >	1 WOKQ-F <	1 WOKQ-F >	1 WBZ >>
2 WERZ-F >>	2 WOKQ-F	2 WOKQ-F >	2 WHEB-F >	2 WHEB-F >	2 WTSN	2 WHEB-F >	2 WHEB-F	2 WHEB-F >>	2 WHEB-F	2 WJMN-F
	WGIR-F	3 WGIR-F <	3 WXR-V <	3 WZID-F	3 WBZ	3 WTSN	3 WZID-F <	3 WZID-F <	3 WZID-F <	3 WJMN-F
	4 WJMN-F <	4 WXR-V	4 WZID-F	4 WXR-V	WZID-F	4 WBZ	4 WTSN <	4 WJMN-F <	4 WERZ-F	4 WERZ-F
	5 WXR-V	5 WZID-F	5 WERZ-F	5 WERZ-F	5 WRKO	WBCN-F <	5 WGIR-F <	5 WGIR-F <	5 WBZ >	
	WXKS-F	WXBB-F <	WGIR-F <	WGIR-F <		6 WZID-F	6 WXR-V	6 WRKO <		
		7 WERZ-F	7 WXBB-F	7 WXBB-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 WHEB-F	1 WHEB-F	1 WHEB-F	1 WOKQ-F >	1 WOKQ-F	1 WHEB-F >>	1 WHEB-F >>	1 WHEB-F >	1 WHEB-F >	1 WOKQ-F
2 WJMN-F	2 WXKS-F	2 WOKQ-F	2 WHEB-F	2 WZID-F	2 WGIR-F	2 WGIR-F	2 WBCN-F	2 WOKQ-F >	2 WHEB-F >
3 WXKS-F	3 WOKQ-F >	3 WXR-V	3 WZID-F	3 WXR-V	3 WXBB-F >	3 WBCN-F	3 WOKQ-F	3 WGIR-F	3 WGIR-F <
	WGIR-F	4 WXR-V	WXKS-F >	4 WXKS-F	4 WJMN-F	4 WJMN-F	WGIR-F	4 WBCN-F	4 WBCN-F
	WBLM-F >>	5 WJMN-F	5 WZID-F	5 WXR-V	5 WXR-V >>	5 WOKQ-F	5 WERZ-F	5 WXR-V	5 WXR-V
		WGIR-F	WXHT-F >	WERZ-F		6 WERZ-F	WJMN-F	WXBB-F	WODS-F
				6 WXKS-F		WXBB-F			

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBYY-F	SAC	98.7	Somersworth 1.3 3.3 7 126
WCDQ-F	AOR	92.1	Sanford, ME 0.7 2.5 11 147
WMYF	ST	1540	Exeter 2.2 3.1 12 109
WSRI-F	AC	96.7	Rochester 1.6 6.2 10 240
WSTG-F	?	102.1	Hampton 1.1 1.9 6 66
WXHT-F	AC	95.3	York, ME 1.6 5.9 9 227
WZNN	ST	930	Rochester 0.9 3.1 5 133

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAAF-F	AOR-NR	107.3	Worcester, MA 1.6 4.5 9 158
WBLM-F	AOR	102.9	Portland, ME 1.1 5.1 39 520
WBMX-F	AC	98.4	Boston 1.5 3.6 8 127
WBOS-F	AOR-P	92.9	Brookline, MA 0.7 3.0 4 105
WBQQ-F	CL	99.3	Kennebunk, ME 1.1 1.9 10 114
WCRB-F	CL	102.5	Waltham, MA 2.0 4.5 11 156
WCYY-F	AOR-NR	94.3	Biddeford, ME 0.5 3.0 12 238
WEEI	SPRTS	850	Boston 1.3 4.3 7 157
WEGQ-F	O-70S	93.7	Lawrence, MA 0.9 5.1 5 177
WGIR	N/T	610	Manchester 0.5 1.5 3 52
WHOB-F	CHR	106.3	Nashua 0.4 2.1 2 73
WHOM-F	SAC	94.9	Mt. Washington 2.4 8.0 41 584
WKLB-F	C	96.9	Boston 0.5 1.7 3 85
WMJX-F	AC	106.7	Boston 1.5 3.6 8 125
WOAZ-F	J	99.5	Lowell, MA 1.6 6.9 10 247
WODS-F	O	103.3	Boston 2.4 7.4 13 258
WROR-F	AC	105.7	Frammingham, MA 0.7 2.3 4 81
WXKS-F	CHR	107.9	Medford, MA 2.6 10.0 14 359
WXLO-F	AC	104.5	Fitchburg, MA 0.4 1.4 2 83
WZLX-F	CL AOR	100.7	Boston 1.1 5.2 6 181

# PORTSMOUTH-DOVER-ROCHESTER

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	64 (7)	64 (7)	13.2 %	4.3 %	<b>Fuller-Jeffrey</b>	14.0 %	15.4 %	34.8 %
AOR/Classic/NR	0 (0)	131 (1)	131 (1)	27.0 %	26.4 %	WXBB-FM, WOKQ-FM			
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	<b>Knight</b>	10.0 %	10.3 %	28.2 %
CHR	0 (0)	57 (4)	57 (4)	11.8 %	10.9 %	WCQL-AM, WHEB-FM, WXHT-FM			
Classical	0 (0)	17 (2)	17 (2)	3.5 %	2.1 %	<b>Precision</b>	8.3 %	6.6 %	32.6 %
Country	0 (0)	63 (2)	63 (2)	13.0 %	15.1 %	WERZ-FM, WMYF-AM, WSRI-FM, WZNN-AM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		<b>32.4 %</b>	<b>32.3 %</b>	<b>95.6 %</b>
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	9 (1)	9 (1)	1.9 %	2.5 %				
News/Talk	59 (4)	0 (0)	59 (4)	12.2 %	13.0 %				
Oldies	0 (0)	35 (3)	35 (3)	7.2 %	10.9 %				
Others/Unknown	0 (0)	6 (1)	6 (1)	1.2 %	0.4 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.8 %				
Soft AC/EZ	0 (0)	20 (2)	20 (2)	4.1 %	8.2 %				
Sports	7 (1)	0 (0)	7 (1)	1.4 %	1.2 %				
Standards	17 (2)	0 (0)	17 (2)	3.5 %	4.3 %				
<b>Totals</b>	<b>83 (7)</b>	<b>402 (32)</b>	<b>485 (39)</b>						

## AM Stations

WTSN	1270	5 kw (DA-2)	News/Talk	ABC, Taknt, Westwd	\$20.00	---
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## FM Stations

WERZ	107.1	5.2 kw @ 351	CHR	\$40.00	Allied	Precision	Exeter
WHEB	100.3	50 kw @ 459	AOR	\$42.00	Banner	Knight	
WOKQ	97.5	50 kw @ 492	Country	\$66.00	Mc-Guild	Fuller-Jeffrey	
WXBB	105.3	2.2 kw @ 371	Classic AOR	\$12.00	Mc-Guild	Fuller-Jeffrey	Kittery

Notes: Other ranked stations: See Boston, Portland, ME or Manchester, NH . . . 8/96 WCQL-F changed from Oldies to AC as WXHT-F

# PROVIDENCE

**Arbitron Rank:** 31 **Pop (12+)** 1,261,800  
**MSA Rank:** 63  
**MSA Pop:** 906,000  
**DMA:** 46  
**Average Persons Rating:** 16.4  
**Market TSL In Hours:** 21.75

**Stations:** 42 / 22  
**Diaries:** 1,804/699:1/57.2%  
**Sample Target:** 1,760  
**% Below Line:** 19.7  
**% Not Listed:** 9.2  
**Pop per Station:** 57,355

**Last Year's Revenue:** \$33,300,000  
**Household Income:** \$42,376  
**Retail Dollars:** \$7.4 Bil.  
**#1 Biller:** WHJY-F \$5,500,000  
**#1 Billing Portfolio:** Telemedia duop \$12,200,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WWLI-F	SAC	167 / 8.1	9.1	9.7	7.6	7.3	8.6	2211 / 17.5	19.8	17.3	177 / 2435	F	WWLI-F
	WHJY-F	AOR	167 / 8.1	8.2	6.5	6.6	7.7	7.3	2581 / 20.5	17.2	19.1	194 / 3108	G	WHJY-F
3	WPRO-F	CHR	134 / 6.5	6.7	6.5	7.2	7.5	6.7	2758 / 21.9	22.1	23.4	143 / 3074	E	WPRO-F
4	WWBB-F	O	124 / 6.0	5.1	5.2	5.6	6.2	5.5	1987 / 15.8	16.1	16.3	137 / 2212	E	WWBB-F
5	WSNE-F	AC	123 / 6.0	5.2	4.4	4.5	5.3	5.0	2162 / 17.1	13.7	14.6	131 / 2422	D	WSNE-F
6	WLKW	ST	99 / 4.8	4.8	5.3	4.9	5.1	4.9	1174 / 9.3	9.7	10.2	105 / 1258	C	WLKW
7	WHJJ	N/T	95 / 4.6	4.0	4.0	4.4	4.6	4.3	1196 / 9.5	8.7	9.4	95 / 1196	C	WHJJ
8	WPRO	T	90 / 4.4	5.3	4.4	4.5	5.1	4.6	1583 / 12.5	12.0	13.0	92 / 1621	D	WPRO
9	WCTK-F	C	88 / 4.3	4.5	5.4	5.5	5.3	4.9	1340 / 10.6	9.7	11.1	107 / 1809	C	WCTK-F
10	WWKX-F	CHR	84 / 4.1	4.1	4.3	3.6	4.8	4.0	1418 / 11.2	12.4	12.5	88 / 1506	C	WWKX-F
11	WWRX-F	CL AOR	73 / 3.5	4.2	4.1	3.6	3.3	3.9	1801 / 14.3	15.0	14.5	105 / 2436	E	WWRX-F
12	WDGE-FF	AOR-NR	57 / 2.8	3.1	3.0	2.4	2.9	2.8	1434 / 11.4	10.8	10.7	66 / 1871	B	WDGE-FF
13	WBRU-F	AOR-NR	54 / 2.6	2.9	3.1	2.8	2.6	2.9	1530 / 12.1	11.4	10.4	64 / 1842	C	WBRU-F

12+ FM Share (Metro): 76.75 % ( 1439 of 1875 ) ( Fall 95: 74.68 % )

Teens	18-34	18-49	25-49	25-54	36+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WWKX-F >>	1 WHJY-F <	1 WHJY-F	1 WHJY-F	1 WHJY-F	1 WWLI-F	1 WHJY-F <	1 WWLI-F	1 WHJY-F	1 WWKX-F <	1 WBZ >
2 WDGE-FF	2 WPRO-F >	2 WPRO-F <	2 WSNE-F	2 WWLI-F <	2 WWBB-F <	2 WWLI-F	2 WHJY-F	2 WWLI-F <	2 WWLI-F <	2 WPRO
3 WDGE-F <	3 WSNE-F	3 WSNE-F	3 WPRO-F <	3 WSNE-F	3 WLKW <	3 WPRO-F <	3 WSNE-F	3 WPRO-F	3 WHJY-F	3 WWLI-F
4 WHJY-F	4 WWLI-F <	4 WWLI-F >	4 WWLI-F >	4 WPRO-F	4 WHJJ	4 WPRO <	4 WWBB-F <	4 WWBB-F <	4 WPRO-F >	4 WHJJ >
5 WWKX-F	5 WWBB-F <	5 WWBB-F <	5 WWBB-F <	5 WWBB-F	5 WPRO	5 WSNE-F <	5 WPRO-F <	5 WSNE-F <	5 WDGE-FF <	5 WCTK-F <
6 WBRU-F <	6 WWRX-F <	6 WWRX-F <	6 WWRX-F	6 WWRX-F	6 WHJY-F <	6 WWRX-F	6 WHJJ	6 WHJJ	6 WCTK-F <	6 WCTK-F <
7 WDGE-FF	7 WWKX-F <	7 WCTK-F >	7 WCTK-F >	7 WCTK-F	7 WSNE-F <	WWBB-F	WLKW		7 WSNE-F <	
		8 WCTK-F			8 WCTK-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 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 WSNE-F	2 WSNE-F >	2 WSNE-F	2 WSNE-F	2 WSNE-F	2 WWKX-F	2 WPRO-F	2 WPRO-F	2 WWRX-F <	2 WWRX-F
3 WWKX-F	3 WWLI-F >	3 WWLI-F	3 WWLI-F >	3 WPRO-F	3 WBRU-F	3 WBRU-F <	3 WDGE-FF	3 WPRO-F	3 WWLI-F <
4 WHJY-F	4 WCTK-F	4 WCTK-F >	4 WWBB-F	4 WWBB-F >	4 WPRO-F	4 WWKX-F <	4 WWRX-F	4 WSNE-F	4 WSNE-F <
5 WWLI-F >	WHJY-F <	5 WHJY-F	5 WHJY-F	5 WCTK-F	5 WDGE-FF	5 WDGE-FF	WSNE-F	5 WWLI-F	5 WPRO-F
	6 WWKX-F	6 WBRU-F	6 WCTK-F	WHJY-F >	WAAF-F			6 WBRU-F	
			7 WWKX-F >					WWKX-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WARV REL 1590 Warwick	0.6	1.2	12 149
WBSM T 1420 New Bedford, MA	1.5	2.1	31 269
WFHN-F CHR 107.1 Fairhaven, MA	1.1	4.4	27 684
WJFD-F E 97.3 New Bedford, MA	0.5	1.2	11 172
WNBH C 1340 New Bedford, MA	0.4	0.9	8 115
WNRI T 1380 Woonsocket	0.5	1.0	11 123
WPNW BIZ N 550 Pawtucket	0.3	1.5	7 188
WSAR T 1480 Fall River, MA	0.5	2.1	11 269

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAAF-F AOR-NR 107.3 Worcester, MA	1.6	4.4	71 1016
WBCN-F AOR 104.1 Boston	1.5	5.2	72 1585
WBMX-F AC 98.5 Boston	1.3	4.8	44 981
WBOS-F AOR-P 92.9 Brookline, MA	1.6	4.3	50 961
WBZ N/T 1030 Boston	1.4	5.0	75 1524
WBOS N 880 New York	0.6	1.0	21 373
WCIB-F CL AOR 101.9 Falmouth, MA	0.9	1.8	32 455
WCRB-F CL 102.5 Waltham, MA	1.6	5.4	48 908
WEEI SPRTS 850 Boston	1.1	2.7	52 910
WEGQ-F 0-70S 93.7 Lawrence, MA	0.5	1.9	26 474
WJMN-F CHR 94.5 Boston	1.3	7.2	78 1665
WKLBF C 96.9 Boston	1.1	2.6	35 536
WMJX-F AC 106.7 Boston	0.5	1.9	40 807
WODS-F O 103.3 Boston	1.0	4.0	50 1125
WPLM-F J 99.1 Plymouth, MA	0.7	3.3	32 658
WRKO T 680 Boston	0.4	1.6	41 628
WROR-F AC 105.7 Framingham, MA	1.0	3.0	35 690
WXKS-F CHR 107.9 Medford, MA	0.4	3.8	46 1162
WZLX-F CL AOR 100.7 Boston	1.2	3.2	66 1000

# PROVIDENCE

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	181 (4)	181 (4)	9.7 %	6.2 %	<b>Clear Channel</b> WWBB-FM, WWRX-FM	9.5 %	10.9 %	19.5 %
AOR/Classic/NR	0 (0)	491 (1)	491 (1)	26.2 %	24.7 %	<b>SFX</b> WHJJ-AM, WHJY-FM, WSNE-FM	18.7 %	20.4 %	30.6 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	<b>Telemidia</b> WLKW-AM, WPRO-AM, WPRO-FM, WWLI-FM	23.8 %	20.6 %	36.6 %
CHR	0 (0)	277 (5)	277 (5)	14.8 %	16.3 %				
Classical	0 (0)	34 (1)	34 (1)	1.8 %	1.6 %				
Country	8 (1)	111 (2)	119 (3)	6.3 %	8.4 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	1.6 %				
Jazz	1 (1)	14 (1)	15 (2)	0.8 %	0.7 %				
News/Talk	294 (9)	0 (0)	294 (9)	15.7 %	14.7 %				
Oldies	0 (0)	154 (3)	154 (3)	8.2 %	6.7 %				
Others/Unknown	0 (0)	10 (1)	10 (1)	0.5 %	1.2 %				
Religion/Gospel	12 (1)	0 (0)	12 (1)	0.6 %	0.4 %				
Soft AC/EZ	0 (0)	167 (1)	167 (1)	8.9 %	10.9 %				
Sports	22 (1)	0 (0)	22 (1)	1.2 %	0.8 %				
Standards	99 (1)	0 (0)	99 (1)	5.3 %	5.8 %				
<b>Totals</b>	<b>436 (14)</b>	<b>1439 (28)</b>	<b>1875 (42)</b>				<b>52.0 %</b>	<b>51.8 %</b>	<b>86.7 %</b>

## AM Stations

WHJJ	920	5 kw (DA-N)	News/Talk	CBS, Taknt	\$47.00	Katz	SFX
WLKW	790	5 kw (DA-N)	EZ/Standards	ABC	\$38.00	Allied	Telemidia
WPRO	630	5 kw (DA-N)	Talk/News	ABC, SBUSA, 1/1	\$77.00	Mc-Guild	Telemidia

## FM Stations

WBRU	95.5	20 kw @ 440	New Rock		\$40.00	---	
WCTK	98.1	47 kw @ 510	Country		\$52.00	D&R	Hall New Bedford
WHJY	94.1	50 kw @ 440	AOR		\$97.00	D&R	SFX
WPRO	92.3	39 kw @ 551	CHR		\$77.00	Mc-Guild	Telemidia
WSNE	93.3	29.8 kw @ 619	AC		\$69.00	---	SFX Taunton
WWBB	101.5	13.5 kw @ 950	Oldies		\$79.00	Banner	Clear Channel
WWKX	106.3	1.15 kw @ 518	CHR	Westwd	\$41.00	Christal	Back Bay Woonsocket
WWLI	105.1	50 kw @ 500	Soft AC		\$85.00	Allied	Telemidia
WWRX	103.7	37 kw @ 568	Classic AOR	Source	\$61.00	Banner	Clear Channel Westerly

### Notes:

Jim Duncan

Comments: WSNE-F had its best book in many years . . . Country listening has fallen by 25% since Spring



# RALEIGH-DURHAM

<b>Arbitron Rank:</b> 48 Pop (12+)	870,000	<b>Stations</b>	30 / 23	<b>Last Year's Revenue:</b>	\$39,400,000
<b>MSA Rank:</b>	59	<b>Diaries:</b>	2,111/412:1/57.3%	<b>Household Income:</b>	\$45,067
<b>MSA Pop:</b>	986,000	<b>Sample Target:</b>	2,060	<b>Retail Dollars:</b>	\$10.3 Bil.
<b>DMA:</b>	30	<b>% Below Line:</b>	6.4	<b>#1 Biller:</b>	WRAL-F \$6,200,000
<b>Average Persons Rating:</b>	14.6	<b>% Not Listed:</b>	20.2	<b>#1 Billing Portfolio:</b>	
<b>Market TSL in Hours</b>	19.25	<b>Pop per Station:</b>	37,826	<b>SFX duop+</b>	\$15,000,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WQOK-F	B	108 / 8.5	8.1	8.5	7.7	7.5	8.2	1389 / 16.0	16.4	15.3	168 / 2155	E	WQOK-F
2	WDCG-F	CHR	102 / 8.0	8.3	8.8	9.3	6.8	8.6	2023 / 23.3	24.7	21.2	170 / 3214	F	WDCG-F
3	WRAL-F	AC	92 / 7.2	7.4	6.6	7.4	6.0	7.2	1973 / 22.7	19.2	18.2	152 / 3041	G	WRAL-F
4	WQDR-F	C	79 / 6.2	5.9	6.4	5.9	7.4	6.1	1324 / 15.2	15.5	17.3	145 / 2883	F	WQDR-F
5	WFXC-FF	B/AC	78 / 6.1	5.1	5.4	5.8	6.8	5.6	1062 / 12.2	12.6	13.2	167 / 1995	D	WFXC-FF
6	WPTF	FS/T	77 / 6.1	6.2	6.9	6.3	7.8	6.4	1149 / 13.2	13.6	14.7	124 / 1888	F	WPTF
7	WRDU-F	AOR	74 / 5.8	6.0	4.3	5.6	6.0	5.4	1406 / 16.2	14.8	17.0	145 / 2349	F	WRDU-F
	WKIX-F	C	74 / 5.8	6.7	6.7	5.8	6.1	6.3	1279 / 14.7	17.5	16.4	101 / 1946	D	WKIX-F
9	WTRG-F	O	66 / 5.2	6.8	7.7	5.5	6.6	6.3	1533 / 17.6	16.8	16.9	138 / 2584	E	WTRG-F
10	WRSN-F	AC	41 / 3.2	4.7	3.8	4.0	4.6	3.9	1016 / 11.7	13.7	14.3	84 / 1598		WRSN-F
11	WZZU-F	O-70S	32 / 2.5	2.3	1.4	1.4	2.0	1.9	642 / 7.4	4.9	6.3	42 / 876		WZZU-F
12	WPCM-F	C	24 / 1.9	0.8	1.0	1.7	0.5	1.4	422 / 4.9	4.5	5.1	70 / 995		WPCM-F
13	WJMH-F	B	23 / 1.8	1.6	1.6	1.3	1.1	1.6	559 / 6.4	5.4	5.1	42 / 879		WJMH-F
14	WLLE	B	17 / 1.3	1.2	1.0	1.3	1.3	1.2	179 / 2.1	2.6	2.3	18 / 206		WLLE
	WSRC	B/G	16 / 1.3	0.7	0.4	1.3	0.7	0.9	156 / 1.8	1.0	1.9	16 / 184		WSRC
16	WRBZ	T	15 / 1.2	0.9	1.6	1.1	0.7	1.2	323 / 3.7	5.3	3.2	16 / 352	A	WRBZ
17	WKTC-F	C	14 / 1.1	1.3	1.8	1.3	1.3	1.4	396 / 4.5	5.4	4.6	55 / 1175		WKTC-F

12+ FM Share (Metro): 83.33 % ( 845 of 1014 ) ( Fall 95: 84.84 % )

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 WQOK-F <	1 WRAL-F <	1 WPTF	1 WDCG-F	1 WRAL-F <	1 WQOK-F <	1 WQOK-F >	1 WQOK-F >>
2 WDCG-F >	2 WQOK-F	2 WQOK-F <	2 WRAL-F <	2 WQOK-F <	2 WQDR-F <	2 WQOK-F <	2 WPTF	2 WDCG-F <	2 WFXC-FF	2 WPTF
3 WKIX-F	3 WRDU-F <	3 WRAL-F <	3 WDCG-F	3 WDCG-F	3 WRAL-F	3 WRAL-F	3 WDCG-F	3 WRAL-F <	3 WDCG-F	3 WFXC-FF
	4 WRAL-F	4 WRDU-F	4 WRDU-F <	WFXC-FF	WTRG-F	4 WRDU-F	4 WQOK-F <	4 WFXC-FF <	4 WQDR-F	
	5 WKIX-F	5 WFXC-FF	5 WFXC-FF	5 WRDU-F	WFXC-FF	5 WQDR-F <	5 WQDR-F <	5 WQDR-F <	5 WKIX-F	
	6 WFXC-FF <	6 WKIX-F	6 WQDR-F <	6 WQDR-F		6 WPTF	6 WRDU-F	6 WRDU-F <		
	7 WQDR-F >	7 WQDR-F	7 WKIX-F	7 WKIX-F <		7 WKIX-F	WKIX-F	7 WKIX-F <		
						8 WFXC-FF		WTRG-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 WDCG-F >	1 WDCG-F	1 WDCG-F	1 WRAL-F <	1 WRAL-F	1 WDCG-F	1 WDCG-F	1 WDCG-F	1 WRDU-F	1 WRDU-F
2 WQOK-F	2 WQOK-F	2 WQOK-F >	2 WDCG-F <	2 WFXC-FF <	WRDU-F	2 WRDU-F	2 WRDU-F	2 WQOK-F	2 WQOK-F
3 WKIX-F	3 WRAL-F <	3 WRAL-F <	3 WQOK-F	3 WDCG-F <	3 WQOK-F >	3 WQOK-F	3 WQOK-F	WDCG-F >	3 WDCG-F <
	WRAL-F >>	4 WKIX-F <	4 WKIX-F <	4 WQOK-F <	4 WFXC-FF	4 WQDR-F >	4 WQDR-F	4 WFXC-FF <	4 WFXC-FF <
		5 WFXC-FF	5 WQDR-F	5 WFXC-FF >	5 WKIX-F	5 WRAL-F <	5 WRAL-F >	5 WRAL-F <	5 WQDR-F <
		WRSN-F		6 WTRG-F		6 WFXC-FF		6 WQDR-F	6 WRAL-F <
		WFXC-FF		WQDR-F					7 WPTF
				8 WRSN-F					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAUG	B/O	750	New Hope 0.6 1.5 7 131
WCHL	T	1360	Chapel Hill 0.5 1.8 7 172
WQLY	REL	1550	Raleigh 0.5 1.2 6 106
WDNC	SPRTS	620	Durham 0.7 3.9 10 363
WMPM	C	1270	Smithfield 0.8 0.9 10 85
WYRN-AF	C	1480	Louisburg 0.9 1.4 11 132

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WKRR-F	AOR	92.3	Asheboro 0.4 3.0 23 563
WMAG-F	AC	99.5	High Point 0.5 2.4 19 406
WQMG-F	B/AC	97.1	Greensboro 0.8 3.3 29 526
WRCQ-F	AOR	103.5	Fayetteville 0.6 2.6 42 845
WZFX-F	B	99.1	Whitesville 0.4 2.2 98 1249

# RALEIGH-DURHAM

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	139 (3)	139 (3)	13.7 %	9.3 %	<b>Clear Channel</b> WQOK-FM, WZZU-FM	11.0 %	11.5 %	11.2 %
AOR/Classic/NR	0 (0)	87 (3)	87 (3)	8.6 %	9.9 %	<b>Curtis</b> WKIX-FM, WKTC-FM, WPTF-AM, WQDR-FM	19.2 %	17.8 %	27.2 %
Black/Urban	24 (2)	224 (6)	248 (8)	24.5 %	24.0 %	<b>Pinnacle</b> WFXC-FM, WFXK-FM	6.1 %	7.5 %	6.1 %
CHR	0 (0)	102 (1)	102 (1)	10.1 %	10.7 %	<b>SFX</b> WDCG-FM, WRDU-FM, WRSN-FM, WTRG-FM	22.2 %	24.2 %	38.1 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		<b>58.5 %</b>	<b>61.0 %</b>	<b>82.6 %</b>
Country	16 (2)	195 (5)	211 (7)	20.8 %	21.4 %				
Full Service	77 (1)	0 (0)	77 (1)	7.6 %	8.3 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	1.7 %				
News/Talk	21 (2)	0 (0)	21 (2)	2.1 %	1.9 %				
Oldies	0 (0)	98 (2)	98 (2)	9.7 %	9.3 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	22 (2)	0 (0)	22 (2)	2.2 %	2.8 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	9 (1)	0 (0)	9 (1)	0.9 %	0.5 %				
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
<b>Totals</b>	<b>169 (10)</b>	<b>845 (20)</b>	<b>1014 (30)</b>						

### AM Stations

WLLE	570	500 w/52 w	Black	AURN	NA	---	
WPTF	680	50 kw (DA-N)	Full Service/Tak	CBS	\$76.00	Mc-Guild	Curtis
WRBZ	850	10 kw/5 kw (DA-2)	Tak	Westwd	\$ NA	Allied	
WSRC	1410	5 kw/0.29 kw	Black Gospel	AURN	\$ NA	Sevalli	Wilis

### FM Stations

WDCG	105.1	100 kw @ 1040	CHR	ABC	\$80.00	Allied	SFX	
WFXC	107.1	2.6 kw @ 500	Black AC	ABC	\$53.00	Eastman	Pinnacle	
WFXK	104.3	100 kw @ 981	See WFXC-F					Tarboro
WKIX	96.1	100 kw @ 985	Country	Westwd	\$59.00	Mc-Guild	Curtis	
WKTC	96.9	100 kw @ 984	Country		\$26.00	D&R	Curtis	Goldsboro
WQDR	94.7	100 kw @ 1680	Country	Westwd	\$83.00	Mc-Guild	Curtis	
WQOK	97.5	100 kw @ 981	Black	ABC	\$67.00	D&R	Clear Channel	S. Boston, VA
WRAL	101.5	100 kw @ 1821	AC		\$104.00	Katz	Capitol	
WRDU	106.1	100 kw @ 1350	AOR	Source	\$88.00	Allied	SFX	Wilson
WRSN	93.9	100 kw @ 1270	AC		\$ NA	Allied	SFX	Burlington
WTRG	100.7	100 kw @ 1968	Oldies	ABC, CBS	\$73.00	Allied	SFX	Rocky Mount
WZZU	103.9	7.9 kw @ 577	70's Oldies		\$ NA	Eastman	Clear Channel	Fuquay-Varina

Notes: WPCM-F: See Greensboro . . . 8/96 WZZU-F changed from Classic AOR to AC as WRSN-F ("Sunny 93.9") . . . 9/96 WCLY sold to Mortenson for \$350,000 . . . 10/96 WTCD-F changed from Jazz to 70's Oldies as WZZU-F

Jim Duncan

Comments: Listening shares are down by a full point versus last year . . . WTRG-F is in the midst of a sharp decline . . . Most other stations are fairly steady

# RENO

<b>Arbitron Rank: 131 Pop (12+)</b> 294,800	<b>Stations</b> 22 / 21	<b>Last Year's Revenue:</b> \$12,000,000
<b>MSA Rank:</b> 162	<b>Diaries:</b> 672/439:1/48.1%	<b>Household Income:</b> \$46,564
<b>MSA Pop:</b> 299,000	<b>Sample Target:</b> 690	<b>Retail Dollars:</b> \$4.4 Bil.
<b>DMA:</b> 120	<b>% Below Line:</b> 0.6	<b>#1 Biller:</b> KBUL-F \$2,300,000
<b>Average Persons Rating:</b> 15.8	<b>% Not Listed:</b> 11.2	<b>#1 Billing Portfolio:</b>
<b>Market TSL in Hours</b> 20.50	<b>Pop per Station:</b> 14,038	<b>Citadel duop+ \$4,400,000</b>

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	KKOH	N/T	48 / 10.3	9.1	9.1	8.5	12.3	518 / 17.6	17.5	18.8	77 / 889	C	KKOH
2	KWNZ-F	CHR	44 / 9.5	6.1	7.7	6.7	8.1	522 / 17.7	17.2	19.8	57 / 769	C	KWNZ-F
3	KBUL-F	C	38 / 8.2	14.1	11.1	11.9	8.1	639 / 21.7	26.2	21.0	63 / 1015	D	KBUL-F
4	KRNO-F	AC	37 / 7.9	5.9	7.1	7.6	8.3	388 / 13.2	13.7	13.7	55 / 637	B	KRNO-F
5	KNEV-F	SAC	27 / 5.8	8.4	6.2	3.6	6.1	444 / 15.1	20.5	16.2	53 / 630	B	KNEV-F
6	KTHX-F	AOR-P	26 / 5.6	3.2	4.2	2.7	6.1	265 / 9.0	6.8	8.6	37 / 379	A	KTHX-F
	KRZQ-F	AOR-NR	26 / 5.6	3.4	3.3	4.3	2.9	497 / 16.9	12.7	11.4	32 / 642	A	KRZQ-F
8	KODS-F	O	25 / 5.4	4.2	5.3	4.3	4.0	440 / 14.9	12.8	14.7	42 / 686	C	KODS-F
9	KOZZ-F	AOR/CL	24 / 5.2	5.9	9.7	8.1	8.7	380 / 12.9	14.1	15.7	46 / 665	C	KOZZ-F
10	KSRN-F	ST/EZ	22 / 4.7	3.0	5.5	4.3	3.8	188 / 6.4	5.4	7.7	23 / 201	A	KSRN-F
11	KDOT-F	AOR	20 / 4.3	5.9	4.0	4.7	3.6	367 / 12.5	11.3	10.2	30 / 527	B	KDOT-F
12	KPLY	SPRTS	16 / 3.4	3.4	1.8	2.9	0.9	238 / 8.1	6.4	4.6	17 / 245	A	KPLY
13	KCBN	ST	14 / 3.0	3.6	4.2	3.8	5.4	200 / 6.8	6.4	8.0	16 / 245	A	KCBN
14	KQNV-F	C	12 / 2.6	1.7	2.9	3.8	1.1	173 / 5.9	8.0	10.8	14 / 216	A	KQNV-F
15	KRNV-F	N	11 / 2.4	2.1	2.0	2.7		217 / 7.4	8.5	7.7	11 / 245	A	KRNV-F

12+ FM Share (Metro): 77.78 % ( 322 of 414 ) ( Fall 95: 79.90 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KWNZ-F >>>	1 KWNZ-F >	1 KWNZ-F	1 KWNZ-F <	1 KBUL-F <	1 KKOH >	1 KKOH	1 KKOH	1 KWNZ-F <	1 KWNZ-F	1 KKOH >
2 KRZQ-F >	2 KRZQ-F	2 KBUL-F	2 KBUL-F <	2 KWNZ-F	2 KRNO-F	2 KWNZ-F <	2 KRNO-F	2 KRNO-F <	2 KKOH <	2 KRNO-F
	3 KNEV-F <	3 KTHX-F <	3 KTHX-F <	KRNO-F	3 KBUL-F <	3 KBUL-F	3 KWNZ-F	3 KBUL-F	3 KRZQ-F	KBUL-F
	4 KBUL-F <	4 KOZZ-F	4 KRNO-F <	4 KTHX-F <	4 KODS-F <	4 KTHX-F	4 KOZZ-F	4 KODS-F	4 KBUL-F <	
	5 KDOT-F	KRNO-F <	5 KOZZ-F	5 KNEV-F	5 KTHX-F	5 KRNO-F <	5 KRNO-F <	5 KKOH <	5 KRNO-F >	
		6 KNEV-F <	KNEV-F	6 KOZZ-F	KSRN-F	6 KNEV-F <	6 KBUL-F <	6 KNEV-F		
		7 KRZQ-F	7 KODS-F	KODS-F		7 KRZQ-F <	7 KNEV-F <	7 KRZQ-F <		
						8 KOZZ-F	8 KTHX-F	8 KTHX-F		
						KDOT-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 KWNZ-F >	1 KWNZ-F >>	1 KWNZ-F >>>	1 KWNZ-F	1 KWNZ-F >	1 KRZQ-F >	1 KRZQ-F >	1 KPLY	1 KOZZ-F	1 KTHX-F
2 KRZQ-F	2 KBUL-F	2 KBUL-F >	2 KBUL-F >	2 KBUL-F	2 KQNV-F >	2 KPLY	KRZQ-F	KTHX-F	2 KOZZ-F <
	KBUL-F >	3 KRZQ-F	3 KRNO-F	3 KRNO-F >	3 KOZZ-F	KWNZ-F	KNEV-F	3 KPLY	3 KPLY
	4 KTHX-F	4 KNEV-F >	KNEV-F >	4 KODS-F	KWNZ-F	KOZZ-F	4 KDOT-F	4 KDOT-F	4 KDOT-F
	KNEV-F >>	5 KDOT-F	5 KRZQ-F	KNEV-F >	KRNO-F	KNEV-F	KWNZ-F	KRZQ-F	5 KKOH
		KRNO-F >>>	KODS-F		KDOT-F >>	KDOT-F	KOZZ-F >	6 KRNO-F	6 KNEV-F
								7 KNEV-F	KRNO-F
									KODS-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KHIT	C	630 Reno	0.6 2.1 9 122
KHWG-F	C	107.7 Kings Beach, CA	0.4 2.2 2 77
KOZZ	AOR/CL	1450 Reno	0.2 0.7 1 26
KQLO	SP	920 Reno	1.3 1.9 6 59
KXEQ	SP	1340 Reno	0.9 1.5 4 45
KZAK-F	CL AOR	100.1 Incline Village	1.1 4.3 6 172

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KZZF-F	AOR-P	102.9 S. Lk. Tahoe, CA	0.6 3.0 7 162

# RENO

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	37 (1)	37 (1)	8.9 %	6.7 %
AOR/Classic/NR	1 (1)	104 (6)	105 (7)	25.4 %	25.5 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	44 (1)	44 (1)	10.6 %	6.9 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	3 (1)	52 (3)	55 (4)	13.3 %	19.1 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	10 (2)	0 (0)	10 (2)	2.4 %	4.5 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	48 (1)	11 (1)	59 (2)	14.3 %	10.7 %
Oldies	0 (0)	25 (1)	25 (1)	6.0 %	5.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	27 (1)	27 (1)	6.5 %	9.5 %
Sports	16 (1)	0 (0)	16 (1)	3.9 %	3.8 %
Standards	14 (1)	22 (1)	36 (2)	8.7 %	7.4 %
<b>Totals</b>	<b>92 (7)</b>	<b>322 (15)</b>	<b>414 (22)</b>		

Consolidation Report	12+	25-54	Revenue
<b>Americom</b> KRZQ-FM, KQNV-FM, KPLY-AM, KODS-FM, KZAK-FM	18.1 %	20.9 %	18.4 %
<b>Citadel</b> KBUL-FM, KZSR-FM, KNEV-FM, KKOH-AM	24.3 %	22.3 %	35.2 %
<b>Lotus</b> KOZZ-FM, KOZZ-AM, KHIT-AM, KDOT-FM, KXEQ-AM	11.2 %	14.0 %	19.4 %
<b>Patterson</b> KCBN-AM, KWNZ-FM, KRNO-FM	20.4 %	18.5 %	17.6 %
	<b>74.0 %</b>	<b>75.7 %</b>	<b>90.6 %</b>

### AM Stations

Station	Freq	Power	Format	Ownership	Notes
KCBN	1230	820 w	Standards	Westwd	\$<20.00 Allied Patterson
KKOH	780	50 kw (DA-N)	News/Tak	ABC	\$35.00 Mc-Guild Citadel
KPLY	1270	5 kw (DA-2)	Sports	CBS, Westwd	\$<20.00 Eastman Americom Sparks

### FM Stations

Station	Freq	Power	Format	Ownership	Notes
KBUL	98.1	76 kw @ 2273	Country		\$50.00 Mc-Guild Citadel Carson
KDOT	104.5	25 kw @ 2929	AOR		\$<20.00 Christal Lotus
KNEV	95.5	60 kw @ 2270	AC	Westwd	\$24.00 Mc-Guild Citadel
KODS	103.7	6.3 kw @ 2985	Oldies		\$30.00 Allied Americom Carmelian Bay, CA
KOZZ	105.7	75 kw @ 2178	Classic AOR	Source	\$44.00 D&R Lotus
KQNV	100.9	6 kw @ 203	Country	Westwd	\$<20.00 Allied Americom Sparks
KRNO	106.9	37 kw @ 2988	AC		\$31.00 Torbet Patterson
KRNV	101.7	11 kw @ 492	News	AP, CNN	\$<20.00 Katz
KRZQ	106.9	4 kw @ 2965	AOR-New Rock		\$<20.00 Allied Americom Tahoe City
KSRN	92.1	4.1 kw @ 390	Standards/EZ	CNN	\$20.00 --- Sparks
KTHX	94.7	88 kw @ 2073	AOR-Prog.		\$<20.00 Allied Susquehanna Carson City
KWNZ	97.3	87 kw @ 2112	CHR		\$30.00 D&R Patterson Carson City

Notes: 12/96 KTHX-F sold to Susquehanna for \$15,000,000; Susquehanna plans to move the station to suburban Sacramento . . . 1/97 KZSR-F sold to Citadel (D+) for \$1,300,000 (Kaill)

# RICHMOND

**Arbitron Rank:** 56 **Pop (12+)** 782,500  
**MSA Rank:** 62  
**MSA Pop:** 930,000  
**DMA:** 54  
**Average Persons Rating:** 15.3  
**Market TSL in Hours:** 20.25

**Stations:** 24 / 23  
**Diaries:** 2,129/368:1/57.5%  
**Sample Target:** 1,980  
**% Below Line:** 0.4  
**% Not Listed:** 11.7  
**Pop per Station:** 34,022

**Last Year's Revenue:** \$35,000,000  
**Household Income:** \$43,898  
**Retail Dollars:** \$9.4 Bil.  
**#1 Biller:** WKHK-F \$5,200,000  
**#1 Billing Portfolio:**  
**SFX duop+ \$14,500,000**

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WKHK-F	C	134 / 11.2	11.1	13.9	12.9	13.3	12.3	1628 / 20.8	24.7	24.8	154 / 1887	G	WKHK-F
2	WCDX-F	B	127 / 10.6	9.7	10.3	11.0	9.9	10.4	1391 / 17.8	18.1	18.4	164 / 1722	F	WCDX-F
3	WRVA	FS	104 / 8.7	8.6	8.5	9.1	8.6	8.7	1475 / 18.8	19.2	19.1	118 / 1641	F	WRVA
4	WTVR-F	SAC	100 / 8.4	8.8	9.7	10.8	9.6	9.4	1416 / 18.1	21.7	19.0	106 / 1623	D	WTVR-F
5	WPLZ-F	B/AC	76 / 6.3	4.6	6.7	6.5	5.2	6.0	1046 / 13.4	14.4	14.3	86 / 1225	C	WPLZ-F
6	WSMJ-F	J	70 / 5.8	6.2					953 / 12.2			70 / 965		WSMJ-F
7	WRVQ-F	CHR	64 / 5.3	6.0	6.2	4.5	5.4	5.5	1439 / 18.4	19.2	19.5	81 / 1716	D	WRVQ-F
8	WMXB-F	AC	60 / 5.0	4.3	5.9	5.1	5.5	5.1	1016 / 13.0	16.1	14.8	62 / 1123	F	WMXB-F
9	WBZU-F	AOR-NR	54 / 4.5	4.2	4.2	3.5	4.0	4.1	993 / 12.7	12.8	11.7	60 / 1160	C	WBZU-F
10	WRXL-F	AOR	51 / 4.3	4.9	5.1	5.2	5.8	4.9	997 / 12.7	13.4	14.1	65 / 1262	E	WRXL-F
11	WVGO-F	O	34 / 2.8	1.8	3.1	3.0	3.3	2.7	690 / 8.8	10.3	10.8	38 / 806	D	WVGO-F
12	WLEE-F	O-70s	31 / 2.6	2.9	2.9	2.9	3.3	2.8	750 / 9.6	11.8	10.6	32 / 820	C	WLEE-F
13	WSOJ-F	B	26 / 2.2	1.8	2.9	3.1	3.3	2.5	430 / 5.5	7.5	8.4	27 / 498	B	WSOJ-F
14	WTVR	ST	23 / 1.9	2.1	1.7	2.0	1.7	1.9	326 / 4.2	3.6	3.8	23 / 334	A	WTVR
15	WXGI	C	20 / 1.7	1.4	1.1	1.6	2.0	1.5	299 / 3.8	3.2	4.6	23 / 330	A	WXGI
16	WREJ	REL	19 / 1.6	1.0	1.2	2.3	1.6	1.5	190 / 2.4	2.2	3.0	19 / 190	A	WREJ
17	WRNL	SPRTS	16 / 1.3	1.1	1.1	1.8	0.8	1.3	387 / 4.9	4.0	4.0	17 / 397		WRNL

12+ FM Share (Metro): 79.38 % ( 839 of 1057 ) ( Fall 95: 79.22 % )

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 WKHK-F	1 WKHK-F	1 WRVA <	1 WKHK-F <	1 WTVR-F <	1 WKHK-F <	1 WCDX-F >	1 WCDX-F
2 WRVQ-F <	2 WKHK-F	2 WKHK-F	2 WCDX-F <	2 WTVR-F <	2 WKHK-F	2 WRVA	2 WKHK-F <	2 WCDX-F	2 WKHK-F <	2 WKHK-F >
3 WBZU-F >	3 WPLZ-F	3 WTVR-F <	3 WTVR-F	3 WCDX-F	3 WTVR-F	3 WCDX-F	3 WRVA >	3 WTVR-F >	3 WPLZ-F	3 WRVA >
4 WKHK-F	WBZU-F <	4 WPLZ-F	4 WPLZ-F <	4 WPLZ-F <	4 WSMJ-F >	4 WTVR-F >	4 WCDX-F <	4 WSMJ-F <	4 WBZU-F <	
5 WRVQ-F	5 WSMJ-F <	5 WSMJ-F	5 WSMJ-F	5 WSMJ-F	5 WPLZ-F <	5 WRVQ-F	5 WSMJ-F	5 WRVA <	5 WRVA	
6 WRXL-F <	6 WMXB-F <	6 WMXB-F <	6 WMXB-F	6 WMXB-F		WMXB-F	6 WMXB-F	6 WPLZ-F <		
7 WMXB-F							7 WRVQ-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 WCDX-F >>	1 WCDX-F >>	1 WCDX-F	1 WCDX-F	1 WKHK-F <	1 WCDX-F >	1 WCDX-F >	1 WKHK-F	1 WCDX-F <	1 WKHK-F
2 WMXB-F	2 WRVQ-F	2 WKHK-F	2 WKHK-F <	2 WTVR-F	2 WBZU-F >>	2 WRXL-F <	2 WKHK-F <	2 WKHK-F <	2 WSMJ-F <
3 WRVQ-F	WKHK-F <	3 WRVQ-F <	3 WTVR-F	3 WCDX-F	3 WPLZ-F	3 WKHK-F <	3 WCDX-F >	3 WRXL-F	3 WRXL-F
WBZU-F	4 WMXB-F <	4 WPLZ-F	4 WMXB-F	4 WMXB-F <	WRXL-F	4 WBZU-F	4 WLEE-F	4 WPLZ-F <	4 WPLZ-F <
5 WPLZ-F	5 WPLZ-F	WTVR-F	5 WPLZ-F	5 WPLZ-F	5 WKHK-F	5 WPLZ-F	5 WPLZ-F	5 WSMJ-F <	5 WCDX-F
WTVR-F	WTVR-F >	WMXB-F >	6 WRVQ-F	6 WRVQ-F <	6 WRVQ-F >	6 WLEE-F	6 WBZU-F	6 WBZU-F	6 WPLZ-F >
WKHK-F >>				7 WSMJ-F			7 WRVQ-F		WTVR-F

Consolidation Report	12+	25-54	Revenue
<b>Clear Channel</b>	29.9 %	26.7 %	41.0 %
WRNL-AM, WRVA-AM, WRVQ-FM, WRXL-FM, WTVR-AM, WTVR-FM			
<b>SFX</b>	26.1 %	29.3 %	41.3 %
WBZU-FM, WKHK-FM, WLEE-FM, WMXB-FM, WVGO-FM			
<b>Sinclair</b>	23.6 %	24.0 %	17.2 %
WCDX-FM, WGCV-AM, WPLZ-FM, WSMJ-FM			
	<b>79.6 %</b>	<b>80.1 %</b>	<b>99.5 %</b>

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCLM	B/O	1450	Highland Springs 0.6 1.3 7 102
WDYL-F	REL	105.7	Chester 0.6 3.4 7 281
WFTH	REL	1590	Richmond 0.7 1.3 8 103
WGCV	B/G	1240	Petersburg 0.9 1.9 12 170
WLEE	N	1320	Richmond 0.5 1.9 6 150
WSTK	ST	1290	Cobnial Hts. 0.3 1.0 4 87

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WKOC-F	AOR-P	93.7	Elizabeth City, NC 0.4 0.9 7 123

# RICHMOND

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	60 (1)	60 (1)	5.7 %	6.6 %
AOR/Classic/NR	0 (0)	110 (3)	110 (3)	10.4 %	14.5 %
Black/Urban	7 (1)	229 (3)	236 (4)	22.3 %	23.3 %
CHR	0 (0)	64 (1)	64 (1)	6.1 %	6.9 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	20 (1)	134 (1)	154 (2)	14.6 %	16.8 %
Full Service	104 (1)	0 (0)	104 (1)	9.8 %	9.5 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	70 (1)	70 (1)	6.6 %	0.0 %
News/Talk	6 (1)	0 (0)	6 (1)	0.6 %	0.0 %
Oldies	0 (0)	65 (2)	65 (2)	6.1 %	3.2 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	38 (3)	7 (1)	45 (4)	4.3 %	4.5 %
Soft AC/EZ	0 (0)	100 (1)	100 (1)	9.5 %	10.8 %
Sports	16 (1)	0 (0)	16 (1)	1.5 %	1.3 %
Standards	27 (2)	0 (0)	27 (2)	2.6 %	2.6 %
<b>Totals</b>	<b>218 (10)</b>	<b>839 (14)</b>	<b>1057 (24)</b>		

### AM Stations

Station	Freq	Power	Day	Format	Advertiser	Agency	Channel
WREJ	1540	10 kw	Days, DA	Religion	\$<20.00	---	
WRNL	910	5 kw/1.5 kw	(DA-1)	Sports	Westwd, CBS	\$21.00	Cf Chnl Clear Channel
WRVA	1140	50 kw	(DA-1)	Full Service	ABC, CBS	\$74.00	Mc-Guild Clear Channel
WTVR	1380	5 kw	(DA-2)	Standards	ABC	\$<20.00	Katz Clear Channel
WXGI	950	5 kw/57 w		Country	Westwd	\$<20.00	---

### FM Stations

Station	Freq	Power	Day	Format	Advertiser	Agency	Channel	Location	
WBZU	106.5	7.6 kw	@ 1234	AOR-New Rock	\$41.00	Banner	SFX		
WCDX	92.1	4.5 kw	@ 771	Black	\$72.00	Allied	Sinclair	Mechanicsville	
WKHK	95.3	17.5 kw	@ 394	Country	\$98.00	Banner	SFX	Colonial Heights	
WLEE	96.5	50 kw	@ 492	70's Oldies	\$49.00	Christal	SFX	Williamsburg	
WMXB	103.7	20 kw	@ 840	AC	AP	\$81.00	Mc-Guild	SFX	
WPLZ	99.3	6 kw	@ 328	Black/AC	Westwd, ABC	\$46.00	Allied	Sinclair	Petersburg
WRVQ	94.5	200 kw	@ 350	CHR	ABC	\$70.00	Katz	Clear Channel	
WRXL	102.1	20 kw	@ 791	AOR	\$77.00	Katz	Clear Channel		
WSMJ	101.1	2 kw	@ 404	Jazz	NA	Allied	Sinclair		
WSOJ	100.3	4.7 kw	@ 371	Black	\$22.00	---	WREJ	Petersburg	
WTVR	98.1	50 kw	@ 840	Soft AC	\$63.00	Katz	Clear Channel		
WVGO	104.7	100 kw	@ 981	Oldies	\$ NA	Banner	SFX	Crewe	

Notes: 8/96 ABS sold these stations to SFX (D+): WBZU-F for \$5,500,000; WKHK-F for \$17,500,000; WLEE-F for 5,800,000; WVGO-F for \$8,700,000 . . . 8/96 The WBZU-F calls and AOR-New Rock format switched from 104.7 to 106.5; at the same time, WVGO-F moved from 106.5 to 104.7 and changed from Prog. AOR to Oldies . . . 9/96 WSTK (1290; Colonial Heights) sold by Fletcher to Sherdian for \$550,000 . . . 11/96 WRVH changed calls back to WRNL; remains Sports

Jim Duncan

Comments: WSMJ-F held most of its gains from the Summer debut . . . WTVR-F had its third consecutive down book . . . WRXL-F had its fifth consecutive down book . . . Overall listening levels down sharply in the last year (16.6 to 15.3)

# RIVERSIDE-SAN BERNARDINO

**Arbitron Rank:** 26 Pop (12+) 1,363,300  
**MSA Rank:** 10  
**MSA Pop:** 3,030,000  
**DMA:** Los Angeles  
**Average Persons Rating:** 16.9  
**Market TSL In Hours:** 22.25

**Stations:** 52 / 16  
**Diaries:** 2,513/542:1/50.2%  
**Sample Target:** 2,420  
**% Below Line:** 57.0  
**% Not Listed:** 11.0  
**Pop per Station:** 85,206

**Last Year's Revenue:** \$23,400,000  
**Household Income:** \$37,498  
**Retail Dollars:** \$11.6 Bil.  
**#1 Biller:** KFRG-F \$5,300,000  
**#1 Billing Portfolio:** Anaheim duop \$7,100,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 96	12+ TSA AQH / Cume	Revenue Level		
1	KFRG-F	C	225 / 9.8	11.3	8.9	9.3	9.5	9.8	2781 / 20.4	19.1	19.3	287 / 3657	G	KFRG-F
2	KFI	T	198 / 8.6	6.7	8.7	7.9	9.4	8.0	2305 / 16.9	16.2	16.5	320 / 3762		KFI
3	KGGL-F	CHR	134 / 5.8	6.1	5.5	5.8	6.1	5.8	2740 / 20.1	17.8	19.0	177 / 3584	F	KGGL-F
4	KOLA-F	O	108 / 4.7	5.0	4.9	5.4	3.9	5.0	1953 / 14.3	14.6	12.2	123 / 2369	D	KOLA-F
5	KKBT-F	B	91 / 4.0	4.9	4.1	4.2	3.6	4.3	1370 / 10.0	8.6	8.6	156 / 1918		KKBT-F
6	KOST-F	AC	80 / 3.5	3.1	3.7	3.8	3.4	3.5	1574 / 11.5	11.3	10.0	106 / 2176		KOST-F
7	KTWV-F	J	77 / 3.3	2.4	2.4	2.1	1.7	2.6	971 / 7.1	5.1	4.8	96 / 1308		KTWV-F
8	KLOS-F	AOR	74 / 3.2	2.7	3.8	3.3	3.5	3.3	1507 / 11.1	11.0	11.4	125 / 2504		KLOS-F
9	KVAR-F	SP	71 / 3.1	4.9	3.8	5.5	4.6	4.3	1014 / 7.4	7.2	8.7	102 / 1424	C	KVAR-F
10	KIIS-F	CHR	61 / 2.6	2.1	2.4	2.9	2.3	2.5	1592 / 11.7	11.3	8.8	87 / 2290		KIIS-F
11	KWRP-F	EZ	58 / 2.5	1.8	2.0	2.1	2.1	2.1	631 / 4.6	2.8	3.3	59 / 670	B	KWRP-F
12	KROQ-F	AOR-NR	54 / 2.3	1.7	2.0	1.8	2.0	2.0	1026 / 7.5	8.2	6.7	81 / 1470		KROQ-F
	KLVE-F	SP	54 / 2.3	1.7	3.0	2.0	1.5	2.3	756 / 5.5	5.7	4.2	88 / 1203		KLVE-F
14	KPWR-F	U/CHR	53 / 2.3	2.5	2.2	2.1	2.2	2.3	1098 / 8.1	7.6	8.0	82 / 1615		KPWR-F
15	KBIG-F	AC	49 / 2.1	1.7	2.0	2.1	2.7	2.0	982 / 7.2	7.3	8.2	80 / 1588		KBIG-F
16	KCBS-F	CL AOR	47 / 2.0	2.6	3.2	3.0	2.3	2.7	1161 / 8.5	9.6	8.4	68 / 1676		KCBS-F
17	KRTH-F	O	46 / 2.0	2.5	2.9	2.2	2.6	2.4	1198 / 8.8	9.2	9.0	64 / 1793		KRTH-F
18	KCAL-F	AOR	44 / 1.9	2.0	2.4	2.2	2.4	2.1	909 / 6.7	7.3	7.9	65 / 1350	F	KCAL-F
19	KNX	N	34 / 1.5	1.7	1.9	2.1	2.4	1.8	977 / 7.2	7.0	9.4	86 / 1989		KNX
20	KOOJ-F	C	29 / 1.3	1.5	1.3	1.2	1.4	1.3	681 / 5.0	4.6	5.0	33 / 813		KOOJ-F

12+ FM Share (Metro): 78.29 % ( .1605 of 2050 ) ( Fall 95: 76.48 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KGGL-F >	1 KFRG-F <	1 KFRG-F >	1 KFRG-F >	1 KFRG-F >	1 KFI <	1 KFI <	1 KFI <	1 KFRG-F >	1 KGGL-F	1 KFI >
2 KKBT-F <	2 KGGL-F	2 KGGL-F <	2 KFI	2 KFI	2 KFRG-F >	2 KFRG-F >	2 KFRG-F >	2 KFI	2 KFI <	2 KFRG-F
3 KPWR-F	3 KKBT-F <	3 KFI	3 KGGL-F <	3 KOLA-F	3 KOLA-F >	3 KLOS-F <	3 KOLA-F	3 KGGL-F	3 KFRG-F	3 KKBT-F
4 KIIS-F >	4 KLOS-F	4 KLOS-F <	4 KOLA-F <	4 KGGL-F <	4 KWRP-F	4 KGGL-F	4 KGGL-F	4 KOLA-F <	4 KKBT-F	KGGL-F
	5 KVAR-F	5 KKBT-F <	5 KLOS-F <	5 KTWW-F <		5 KOLA-F <	5 KOST-F <	5 KKBT-F	5 KTWW-F	
	KROQ-F	6 KOLA-F <	6 KTWV-F <	6 KLOS-F <		6 KKBT-F >	6 KTWW-F	6 KOST-F	6 KOST-F	6 KPWR-F
		7 KVAR-F	7 KVAR-F <	7 KVAR-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 KGGL-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 KROQ-F	2 KGGL-F >	2 KGGL-F	2 KGGL-F	2 KFI <	KROQ-F <	2 KFRG-F <	2 KVAR-F	2 KLOS-F <	2 KFI >
3 KFRG-F	3 KKBT-F	3 KKBT-F	3 KOST-F	3 KGGL-F	3 KGGL-F	3 KGGL-F	KFRG-F	3 KFI	3 KOLA-F
4 KKBT-F	4 KVAR-F	4 KVAR-F <	4 KOLA-F	KOLA-F <	4 KPWR-F	KROQ-F	4 KTWV-F	4 KTWV-F <	KLOS-F <
KPWR-F	KOST-F	5 KOST-F <	KFI <	5 KOST-F	5 KFRG-F	5 KKBT-F	5 KFI	5 KGGL-F	5 KTWV-F
KOST-F		6 KFI <	6 KKBT-F			6 KVAR-F	6 KGGI-F	6 KKBT-F	
		7 KBIG-F	KVAR-F >						

# RIVERSIDE-SAN BERNARDINO

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	157 (4)	157 (4)	7.7 %	7.6 %
AOR/Classic/NR	0 (0)	288 (8)	288 (8)	14.0 %	16.0 %
Black/Urban	0 (0)	161 (3)	161 (3)	7.9 %	7.2 %
CHR	0 (1)	202 (3)	202 (4)	9.9 %	9.0 %
Classical	0 (0)	23 (1)	23 (1)	1.1 %	0.7 %
Country	0 (0)	289 (4)	289 (4)	14.1 %	12.6 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	63 (4)	159 (5)	222 (9)	10.8 %	12.0 %
Jazz	0 (0)	77 (1)	77 (1)	3.8 %	2.7 %
News/Talk	291 (6)	19 (1)	310 (7)	15.1 %	16.1 %
Oldies	24 (2)	154 (2)	178 (4)	8.7 %	9.6 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	21 (2)	18 (2)	39 (4)	1.9 %	1.5 %
Soft AC/EZ	0 (0)	58 (1)	58 (1)	2.8 %	3.1 %
Sports	22 (1)	0 (0)	22 (1)	1.1 %	0.6 %
Standards	24 (1)	0 (0)	24 (1)	1.2 %	1.4 %
<b>Totals</b>	<b>445 (17)</b>	<b>1605 (35)</b>	<b>2050 (52)</b>		

Consolidation Report	12+	25-54	Revenue
<b>Amaturo</b>	11.1 %	11.5 %	24.8 %
KFRG-FM, KOOJ-FM			
<b>Anaheim</b>	6.6 %	8.2 %	30.3 %
KCAL-FM, KOLA-FM			
<b>EXCL</b>	4.5 %	5.4 %	15.0 %
KCAL-AM, KSZZ-AM, KVAR-FM			
<b>Local</b>	0.9 %	0.9 %	2.0 %
KXRS-FM, KXSB-FM			
<b>Totals</b>	<b>23.1 %</b>	<b>25.9 %</b>	<b>72.1 %</b>

### AM Stations

Station	Power	Frequency	Format	Value	Company	Market	Notes
KCAL	1410	5 kw/4 kw (DA-N)	Hispanic	\$33.00	Caballero	EXCL	Redlands
KSZZ	590	1 kw (DA-2)	Hispanic	\$25.00	Caballero	EXCL	

### FM Stations

Station	Power	Frequency	Format	Value	Company	Market	Notes
KCAL	96.7	1.75 kw @ 376	AOR	\$89.00	Banner	Anaheim	Redlands
KFRG	95.1	50 kw @ 490	Country	\$140.00	Allied	Anaheim	
KGGI	99.1	2.5 kw @ 1844	CHR	\$102.00	Mc-Guild	Chancellor	
KOLA	99.9	29.5 kw @ 1663	Oldies	\$69.00	Banner	Anaheim	
KOOJ	92.7	3 kw @ 300	Country	\$30.00	Allied	Anaheim	
KWRP	96.1	0.25 kw @ 1565	Easy Listening	USA \$35.00	K&P		San Jacinto

Notes: Other ranked stations: See Los Angeles . . . 10/96 KCAL/KSZZ/KVAR-F were sold by Embarcadero to EXCL

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KATY-F	AC	101.3	Idyllwild	0.6	1.6	14 224
KBHR-F	AOR-NR	93.3	Big Bear	0.4	1.0	11 160
KCAL	SP	1410	Redlands	0.8	2.0	19 275
KCKC	T	1350	San Bernardino	0.5	1.6	11 234
KCXX-F	AOR-P	103.9	Lake Arrowhead	1.0	5.3	38 1012
KDIF	SP	1440	Riverside	0.6	2.0	13 294
KMEN	O	1290	San Bernardino	0.5	2.2	16 324
KSZZ	SP	590	San Bernardino	0.6	1.9	13 261
KXSB-FF	SP	101.7	Big Bear	0.9	2.4	21 325

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KABC	T	790	Los Angeles	1.0	2.6	51 698
KBRT	REL	740	Avalon	0.3	0.7	14 221
KFWB	N	980	Los Angeles	0.8	3.2	35 905
KIBB-F	B/AC	100.3	Los Angeles	0.7	3.4	32 702
KKGO-F	CL	105.1	Los Angeles	1.0	3.2	35 730
KKLA-AF	REL	1240	San Bernardino	1.0	2.9	27 426
KLAC	ST	570	Los Angeles	1.0	2.9	34 607
KLAX-F	SP	97.9	Long Beach	0.6	2.3	22 437
KLSX-F	T	97.1	Los Angeles	0.8	2.7	24 489
KLYY-F	AOR-NR	107.1	Arcadia	0.8	3.8	31 832
KMPC	T	710	Los Angeles	0.3	1.4	19 414
KPLM-F	C	106.1	Palm Springs	0.6	1.3	16 267
KPSI-F	CHR	100.5	Palm Springs	0.3	0.9	9 176
KRLA	O	1110	Pasadena	0.5	1.7	15 317
KSCA-F	AOR-P	101.9	Glendale	0.7	1.8	31 388
KTNQ	SP	1020	Los Angeles	0.8	1.6	33 371
KWVE-F	REL	107.9	San Clemente	0.3	1.5	9 261
KYSR-F	AC/CHR	98.7	Los Angeles	0.6	3.2	27 750
KZLA-F	C	93.9	Los Angeles	1.0	3.8	34 865
XTRA	SPRTS	690	Tijuana	1.0	3.4	36 787



# ROANOKE-LYNCHBURG

**Arbitron Rank: 102 Pop (12+)** 381,000  
**MSA Rank: 84 - Roanoke; 193 - Lynchburg**  
**MSA Pop:** 435,000  
**DMA:** 67  
**Average Persons Rating:** 16.0  
**Market TSL In Hours** 21.15

**Stations** 28 / 25  
**Diaries:** 928/411:1/56.7%  
**Sample Target:** 850  
**% Below Line:** 3.0  
**% Not Listed:** 17.2  
**Pop per Station:** 15,240

**Last Year's Revenue:** \$15,000,000  
**Household Income:** \$38,132  
**Retail Dollars:** \$5.3 Bil.  
**#1 Biller:** WYYD-F \$4,000,000  
**#1 Billing Portfolio:**  
 Capstar pending duop+ \$7,900,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 96	Fal 94	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1 WYYD-F	C	72 / 11.8	14.1	16.1	13.9	13.8	920 / 24.2	26.2	28.8	105 / 1462	F	WYYD-F
2 WJJS-FF	B	69 / 11.3	10.9	8.1	9.0	9.4	705 / 18.5	18.7	23.9	74 / 797	B	WJJS-FF
3 WROV-F	AOR	52 / 8.5	6.5	5.7	9.5	7.4	699 / 18.3	15.1	14.9	125 / 1396	D	WROV-F
4 WXLK-FF	CHR	46 / 7.6	8.7	8.1	9.0	9.4	818 / 21.5	25.3	23.9	91 / 1675	D	WXLK-FF
5 WSLQ-F	AC	43 / 7.1	7.5	6.5	6.8	6.6	588 / 15.4	15.3	15.9	103 / 1318	C	WSLQ-F
6 WPVR-F	O	32 / 5.3	5.3	6.8	5.0	8.5	548 / 14.4	15.7	17.2	66 / 1131	C	WPVR-F
7 WLDJ-FF	O	30 / 4.9	4.4	4.1	3.0	3.2	438 / 11.5	10.6	11.0	34 / 562	A	WLDJ-FF
8 WJLM-F	C	27 / 4.4	4.1	5.1	5.9	7.2	355 / 9.3	10.7	10.8	32 / 528	B	WJLM-F
9 WSLC	C/FS	21 / 3.5	3.1	5.1	3.8	3.1	272 / 7.1	5.2	9.5	32 / 406	A	WSLC
WFIR	FS	21 / 3.5	4.9	5.9	4.0	4.3	337 / 8.8	10.8	11.5	24 / 439	B	WFIR
11 WLLL	T	19 / 3.1					120 / 3.1			21 / 133		WLLL
12 WLQE-AF	ST	17 / 2.8	3.6	2.7	2.4	1.0	235 / 6.2	5.5	4.3	20 / 256	A	WLQE-AF

12+ FM Share (Metro): 84.72 % ( 427 of 504 ) ( Fall 95: 81.44 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WJJS-FF >>	1 WJJS-FF	1 WJJS-FF	1 WROV-F <	1 WROV-F <	1 WYYD-F >	1 WYYD-F	1 WYYD-F >	1 WJJS-FF <	1 WJJS-FF >>	1 WJJS-FF >>>
2 WXLK-FF >	2 WROV-F	2 WROV-F	2 WJJS-FF	2 WJJS-FF <	2 WSLQ-F >	2 WXLK-FF <	2 WROV-F	2 WYYD-F <	2 WYYD-F	2 WJLM-F
	3 WXLK-FF	3 WYYD-F <	3 WYYD-F	3 WYYD-F	3 WLDJ-FF	3 WJJS-FF <	3 WJJS-FF <	3 WROV-F	3 WROV-F	WYYD-F >>
	4 WYYD-F >	4 WXLK-FF	4 WSLQ-F <	4 WSLQ-F <	WJJS-FF <	4 WROV-F	4 WPVR-F <	4 WXLK-FF	4 WJMH-F <	
		5 WSLQ-F	5 WXLK-FF	5 WPVR-F	5 WROV-F	5 WSLQ-F >	5 WSLQ-F <	5 WSLQ-F	5 WXLK-FF <	
		6 WPVR-F	WPVR-F >	6 WXLK-FF	WPVR-F	6 WJLM-F	6 WXLK-FF	6 WPVR-F	6 WSLQ-F	
				7 WLDJ-FF	7 WFIR <	WPVR-F	7 WFIR <	7 WLDJ-FF		
							8 WLDJ-FF			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WJJS-FF	1 WJJS-FF	1 WJJS-FF >	1 WJJS-FF	1 WJJS-FF	1 WROV-F	1 WROV-F >>	1 WROV-F >>>	1 WROV-F >	1 WROV-F >
WXLK-FF >>>	2 WXLK-FF >>	2 WXLK-FF	2 WXLK-FF >	2 WSLQ-F <	WJJS-FF	2 WYYD-F	2 WYYD-F	2 WYYD-F	2 WYYD-F
3 WYYD-F >	3 WPVR-F	3 WPVR-F >	3 WSLQ-F	3 WYYD-F	3 WYYD-F >	WJJS-FF >>	3 WJJS-FF >	3 WJJS-FF >	3 WPVR-F
4 WSLQ-F	WYYD-F	4 WYYD-F	4 WYYD-F >	WXLK-FF >	4 WJMH-F	4 WXLK-FF	4 WXLK-FF	4 WPVR-F	4 WJJS-FF
WJMH-F >>	5 WSLQ-F	5 WSLQ-F	5 WPVR-F >	5 WPVR-F <		5 WJLM-F	WPVR-F >	WSLQ-F	5 WLDJ-FF <
		WROV-F >		6 WLLL				6 WJLM-F	6 WJLM-F
									WSLQ-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WGOL-F	O-70S	97.9	Lynchburg 0.7 2.0 5 87
WJJS	B/O	1320	Lynchburg 0.3 1.2 2 46
WLNI-F	T	105.9	Lynchburg 1.6 4.5 11 189
WLVA	T	590	Lynchburg 0.5 2.0 4 80
WRIS	REL	1410	Roanoke 0.5 2.9 3 109
WTOY	B	1480	Salem 0.5 1.3 3 48
WTTX-F	REL	107.1	Appamattox 0.3 1.1 3 62
WVWR	G	910	Roanoke 0.7 2.2 6 92
WZZI-F	C	101.5	Vinton 0.8 2.2 5 84

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAKG-F	C	103.3	Danville 0.5 2.2 44 705
WJMH-F	B	102.1	Reidsville, NC 2.0 4.5 36 547
WQOK-F	B	97.5	S. Boston 0.5 2.0 23 372

# ROANOKE-LYNCHBURG

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	43 (1)	43 (1)	8.5 %	8.6 %	<b>Capstar, pend.</b> WJJS-AF, WJXX-FM, WLDJ-FM, WRDJ-FM, WROV-AM, WROV-FM, WYYD-FM	36.8 %	39.8 %	52.9 %
AOR/Classic/NR	0 (0)	52 (1)	52 (1)	10.3 %	10.2 %		<b>Mel Wheeler</b> WSLC-AM, WSLQ-FM, WLYK-FM, WXLK-FM	18.1 %	17.0 %
Black/Urban	5 (2)	84 (4)	89 (6)	17.7 %	16.1 %				
CHR	0 (0)	46 (2)	46 (2)	9.1 %	10.8 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	107 (4)	107 (4)	21.2 %	23.1 %				
Full Service	42 (2)	0 (0)	42 (2)	8.3 %	9.6 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	22 (2)	10 (1)	32 (3)	6.3 %	3.5 %				
Oldies	0 (0)	66 (4)	66 (4)	13.1 %	12.9 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	7 (2)	2 (1)	9 (3)	1.8 %	0.4 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	1 (1)	17 (1)	18 (2)	3.6 %	4.3 %				
<b>Totals</b>	<b>77 (9)</b>	<b>427 (19)</b>	<b>504 (28)</b>				<b>54.8 %</b>	<b>56.8 %</b>	<b>81.6 %</b>

## AM Stations

Call	Freq	Power	Time	Format	Owner	Station	Notes
WFIR	960	5 kw	(DA-N)	Talk/News	CBS, Taknt	Torbet	Gibbons
WLL	930	5 kw	(Days)	Talk/News	BRN	\$ NA	Allied
WLQE	880	0.9 kw	(Days)	Standards	ABC	\$ NA	--- Moneta
WSLC	610	5 kw/1 kw	(DA-2)	Country/Full Svc.	Westwd	\$15.00	Katz Mel Wheeler

## FM Stations

Call	Freq	Power	Time	Format	Owner	Station	Notes
WJJS	106.1	5.8 kw	@ 92	CHR	\$27.00	Eastman	Capstar, pend. Vinton
WJXX	101.7	3.4 kw	@ 289	See WJJS-F			Lynchburg
WJLM	93.5	5.8 kw	@ 98	Country	Westwd	\$24.00	K&P Salem
WLDJ	102.7	22 kw	@ 745	See WRDJ-F			Appamattox
WLNI	105.9	6 kw	@ 266	News/Tak	Westwd	\$ NA	Christal Moran Lynchburg
WLQE	106.9	0.29 kw	@ 1276	Standards	ABC	\$ NA	--- Bedford
WLYK	100.1	20 kw	@ 328	See WXLK-F			Lynchburg
WPVR	94.9	100 kw	@ 1980	Oldies	\$40.00	Banner	Gibbons
WRDJ	105.3	3 kw	@ 75	Oldies	\$<20.00	Eastman	Capstar, pend. Roanoke
WROV	96.3	14 kw	@ 2076	AOR	ABC	\$53.00	Christal Capstar, pend. Martinsville
WSLQ	99.1	200 kw	@ 1990	AC	\$39.00	Katz	Mel Wheeler
WXLK	92.3	93 kw	@ 2050	CHR	CNN	\$54.00	Mc-Guild Mel Wheeler, pend.
WYYD	107.9	20.5 kw	@ 1768	Country	ABC	\$80.00	Mc-Guild Capstar, pend. Amherst

Notes: 9/96 WLVF changed from a simulcast of WJJS-F to Black Oldies (ABC Urban Gold) as WJJS . . . 1/97 Benchmark sold these stations to Capstar (D+): WYYD-F for \$19,400,000; WROV-AF for \$9,300,000 . . . 2/97 Point sold WJJS-AF/WJXX-F/WLDJ-F/WRDJ-F to Capstar (D+) . . . 2/97 WXLK-F/WLYK-F sold by A. Coleman to Mel Wheeler (WSLC/WSLQ-F) (D)

# ROCHESTER, NY

**A Arbitron Rank:** 46 **Pop (12+)** 897,300  
**MSA Rank:** 49  
**MSA Pop:** 1,090,000  
**DMA:** 73  
**Average Persons Rating:** 15.3  
**Market TSL in Hours** 20.25

**Stations** 27 / 21  
**Diaries:** 2,291/392:1/59.9%  
**Sample Target:** 2,200  
**% Below Line:** 3.3  
**% Not Listed:** 17.1  
**Pop per Station:** 42,729

**Last Year's Revenue:** \$29,800,000  
**Household Income:** \$45,479  
**Retail Dollars:** \$9.3 Bil.  
**#1 Biller:** WCMF-F \$6,000,000  
**#1 Billing Portfolio:**  
 American Radio Sys. duop+ \$12,600,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1 WHAM	FS	162 / 11.8	11.3	10.6	11.6	10.6	11.3	2363 / 26.3	21.4	25.5	169 / 2504	F	WHAM
2 WBEE-F	C	145 / 10.6	10.4	9.8	10.3	11.1	10.3	1828 / 20.4	19.0	21.0	157 / 2031	F	WBEE-F
3 WRMM-F	SAC	109 / 7.9	6.2	7.8	7.1	8.6	7.3	1913 / 21.3	21.6	21.2	119 / 2040	E	WRMM-F
4 WPXY-F	CHR	108 / 7.9	8.2	8.8	7.0	8.1	8.0	2117 / 23.6	23.8	22.7	116 / 2297	E	WPXY-F
5 WCMF-F	AOR	83 / 6.0	7.5	8.5	7.4	9.0	7.4	1682 / 18.7	19.2	19.8	98 / 1943	G	WCMF-F
6 WVOR-F	AC	82 / 6.0	4.6	5.2	5.9	5.0	5.4	1357 / 15.1	15.8	14.3	90 / 1480	C	WVOR-F
7 WNVE-F	C	76 / 5.5	6.0	6.3	5.8	5.4	5.9	1544 / 17.2	17.9	16.1	98 / 1984	C	WNVE-F
8 WDKX-F	B	69 / 5.0	5.1	5.7	5.8	6.0	5.4	833 / 9.3	10.1	10.0	69 / 833	C	WDKX-F
	WKLX-F	O	69 / 5.0	4.8	4.7	5.1	5.6	1511 / 16.8	16.1	16.5	80 / 1762	D	WKLX-F
10 WMAX-FF	AOR-P	39 / 2.8	3.3	2.9	2.2	2.1	2.8	697 / 7.8	8.5	7.3	39 / 724	C	WMAX-FF
11 WBBF	ST	38 / 2.8	3.7	3.3	3.6	3.4	3.4	513 / 5.7	6.5	6.6	38 / 513	A	WBBF
12 WQRV-F	CL AOR	32 / 2.3	3.1	2.7	3.4	2.3	2.9	924 / 10.3	10.0	7.3	35 / 972	A	WQRV-F
13 WJZR-F	J	15 / 1.1	0.8	1.4	1.0	0.7	1.1	274 / 3.1	4.8	2.9	15 / 279	B	WJZR-F
14 WMJQ-F	AC	14 / 1.0	1.1	0.9	1.0	0.9	1.0	227 / 2.5	2.6	2.7	21 / 352	F	WMJQ-F
	WHTK	T	14 / 1.0	1.2	0.8	0.6	1.2	384 / 4.3	3.8	4.2	14 / 392	A	WHTK

12+ FM Share (Metro): 78.56 % ( 894 of 1138 ) ( Fall 95: 79.47 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WPXY-F <	1 WPXY-F	1 WPXY-F	1 WBEE-F	1 WBEE-F	1 WHAM >	1 WHAM	1 WBEE-F <	1 WHAM <	1 WPXY-F <	1 WHAM
2 WNVE-F	2 WCMF-F <	WBEE-F	2 WHAM <	2 WHAM <	2 WBEE-F	2 WBEE-F	2 WHAM	2 WBEE-F	2 WHAM	2 WBEE-F >
3 WDKX-F >>	3 WNVE-F <	3 WCMF-F <	3 WRMM-F <	3 WRMM-F	3 WRMM-F >	3 WCMF-F	3 WRMM-F	3 WPXY-F <	3 WNVE-F <	3 WRMM-F
	4 WBEE-F	4 WRMM-F	4 WCMF-F <	4 WCMF-F <	4 WVOR-F	4 WRMM-F	4 WPXY-F	4 WRMM-F	4 WDKX-F <	
	5 WDKX-F	5 WHAM	5 WPXY-F	5 WPXY-F <	5 WKLX-F	5 WPXY-F	5 WVOR-F	5 WNVE-F <	5 WRMM-F <	
	6 WRMM-F <	6 WVOR-F <	6 WVOR-F <	6 WVOR-F	6 WVOR-F <	6 WVOR-F <	6 WCMF-F <	6 WVOR-F <	6 WBEE-F <	
	7 WVOR-F	7 WNVE-F <	7 WKLX-F	7 WKLX-F >	7 WNVE-F	7 WNVE-F	7 WKLX-F	7 WCMF-F <	7 WVOR-F	
		8 WKLX-F <						8 WKLX-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 WPXY-F >	1 WPXY-F >	1 WPXY-F	1 WBEE-F	1 WRMM-F <	1 WNVE-F >	1 WCMF-F	1 WCMF-F >	1 WCMF-F	1 WHAM
2 WBEE-F	2 WBEE-F	2 WBEE-F	WRMM-F <	2 WBEE-F	2 WCMF-F	2 WNVE-F	2 WPXY-F	2 WHAM	2 WCMF-F
3 WRMM-F	3 WRMM-F	3 WRMM-F	3 WPXY-F	3 WVOR-F <	WPXY-F	3 WPXY-F >	3 WBEE-F <	3 WNVE-F	3 WBEE-F >
4 WDKX-F	4 WVOR-F <	4 WVOR-F	4 WVOR-F >	4 WPXY-F	4 WDKX-F >>	4 WBEE-F	4 WNVE-F <	4 WPXY-F <	4 WKLX-F
	5 WDKX-F >	5 WDKX-F >	5 WKLX-F <	5 WKLX-F		WDKX-F	5 WHAM	5 WBEE-F >	WPXY-F
	6 WNVE-F <	6 WCMF-F	6 WDKX-F >	6 WHAM		6 WHAM >	6 WMAX-FF	6 WKLX-F <	6 WNVE-F
	7 WCMF-F <	WKLX-F	7 WDKX-F >						WRMM-F
									WQRV-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBTA	ST	1490	Batavia 0.6 1.3 10 125
WCMF	SPRIS	990	Rochester 0.7 2.4 9 217
WDCZ-F	REL	102.7	Webster 0.5 1.9 7 178
WRCD-F	J	107.3	Honeoye Falls 0.7 2.3 10 212
WWWG	REL	1460	Rochester 0.4 1.8 6 159
WZV-F	REL	99.7	Palmyra 0.9 2.5 13 231

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
CFMX-F	CL	103.1	Coburg, ON 0.5 1.5 7 136
WGRF-F	AOR/CL	96.9	Buffalo 0.4 0.7 8 126
WKSE-F	CHR	98.5	Niagara Falls 0.4 1.5 7 166
WYLF	ST	850	Penn Yan 0.5 1.2 12 163
WYRK-F	C	106.5	Buffalo 0.5 1.1 11 129

# ROCHESTER, NY

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	96 (2)	96 (2)	8.4 %	7.1 %	<b>American Radio Sys.</b>	21.8 %	24.1 %	42.3 %
AOR/Classic/NR	0 (0)	159 (5)	159 (5)	14.0 %	17.1 %	WCMF-FM, WPXY-FM, WRMM-FM			
Black/Urban	0 (0)	69 (1)	69 (1)	6.1 %	6.7 %	<b>Heritage</b>	20.7 %	20.7 %	24.2 %
CHR	0 (0)	114 (2)	114 (2)	10.0 %	10.7 %	WBBF-AM, WBEE-FM, WKLY-FM, WQRV-FM			
Classical	0 (0)	7 (1)	7 (1)	0.6 %	0.5 %	<b>Jacor</b>	24.3 %	21.9 %	24.2 %
Country	0 (0)	228 (3)	228 (3)	20.0 %	19.8 %	WHAM-AM, WHTK-AM, WNVE-FM, WVOR-FM			
Full Service	162 (1)	0 (0)	162 (1)	14.2 %	12.3 %		<b>66.8 %</b>	<b>66.7 %</b>	<b>90.7 %</b>
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	24 (2)	24 (2)	2.1 %	3.0 %				
News/Talk	14 (1)	0 (0)	14 (1)	1.2 %	1.0 %				
Oldies	0 (0)	69 (1)	69 (1)	6.1 %	5.5 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	6 (1)	19 (2)	25 (3)	2.2 %	1.4 %				
Soft AC/EZ	0 (0)	109 (1)	109 (1)	9.6 %	9.1 %				
Sports	9 (1)	0 (0)	9 (1)	0.8 %	0.6 %				
Standards	53 (3)	0 (0)	53 (3)	4.7 %	5.3 %				
<b>Totals</b>	<b>244 (7)</b>	<b>894 (20)</b>	<b>1138 (27)</b>						

### AM Stations

Station	Power	Frequency	Format	Ownership	Notes
WBBF	950	1 kw (DA-2)	Standards	CNN	\$25.00 Katz Heritage
WHAM	1180	50 kw	Full Service	Talknt, CBS, ABC	\$75.00 Mc-Guild Jacor, pend.
WHTK	1280	5 kw (DA-N)	Talk	WW1, CNN, CBS	NA Mc-Guild Jacor, pend.

### FM Stations

Station	Power	Frequency	Format	Ownership	Notes
WBEE	92.5	50 kw @ 500	Country	Westwd	\$84.00 Katz Heritage
WCMF	96.5	50 kw @ 450	AOR		\$117.00 Christal Amer. Radio Sys.
WDKX	103.9	0.8 kw @ 540	Black		\$34.00 Allied
WJZR	105.9	3 kw @ 180	Jazz	AP	\$NA ---
WKLY	98.9	37 kw @ 564	Oldies		\$52.00 Katz Heritage
WNVE	95.1	9.5 kw @ 994	AOR-NR		\$39.00 D&R Jacor, pend. S. Bristol
WPXY	97.9	50 kw @ 400	CHR		\$62.00 Eastman Amer. Radio Sys.
WQRV	93.3	4 kw @ 390	Classic AOR		\$<20.00 Katz Heritage Avon
WRMM	101.3	27 kw @ 640	Soft AC		\$68.00 Allied Amer. Radio Sys.
WVOR	100.5	50 kw @ 480	AC		\$43.00 Mc-Guild Jacor, pend.

Notes: WMJQ-F: See Buffalo . . . 9/96 WHRR-F sold by Livingston to Heritage (D+) for \$2,200,000 . . . 1/97 American Radio Systems traded WHAM/WHTK/WVOR-F (+\$16,000,000) to Jacor for WKRQ-F Cincinnati . . . 1/97 WAQB-F (Brighton) sold to American Radio Systems for \$3,500,000 . . . 1/97 WNVE-F was sold by Lerner to Jacor (D+)

Jim Duncan

Comments: WHAM had its highest 12+ share since Fall 94 . . . WCMF-F fell to its lowest share in a decade or more . . . WDKX-F had its sixth consecutive down book . . . WVOR-F is recovering from two poor books

# ROCKFORD

Arbitron Rank: 149 Pop (12+) 250,100	Stations 25 / 10	Last Year's Revenue: \$8,400,000
MSA Rank: 141	Diaries: 757/330:1/59.7%	Household Income: \$41,421
MSA Pop: 351,000	Sample Target: 680	Retail Dollars: \$2.7 Bil.
DMA: 136	% Below Line: 18.9	#1 Biller: WXRX-F \$2,400,000
Average Persons Rating: 16.7	% Not Listed: 12.0	#1 Billing Portfolio:
Market TSL in Hours 21.75	Pop per Station: 25,010	Connoisseur duop \$3,900,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1	WZOK-F	CHR	57 / 13.6	13.8	14.6	10.5	893 / 35.7	29.8	36.0	84 / 1500	C	WZOK-F
2	WXRX-F	AOR	55 / 13.2	18.0	14.6	18.0	599 / 23.9	29.1	26.2	78 / 824	D	WXRX-F
3	WRWC-F	AC	53 / 12.7	8.3	6.7	6.2	528 / 21.1	17.1	14.3	74 / 858	B	WRWC-F
4	WXXQ-F	C	42 / 10.0	5.9	7.9	8.5	443 / 17.7	15.7	17.2	66 / 871	B	WXXQ-F
5	WKMQ-F	O	26 / 6.2	7.4	7.7	5.4	403 / 16.1	20.9	19.5	33 / 547	C	WKMQ-F
6	WROK	FS	23 / 5.5	5.7	6.7	5.7	432 / 17.3	17.9	16.7	24 / 468	C	WROK
7	WNTA	ST/T	17 / 4.1	4.3	4.4	4.4	273 / 10.9	10.0	9.6	18 / 284	A	WNTA
8	WGN	FS/T	15 / 3.6	5.0	5.1	3.1	253 / 10.1	10.5	14.1	42 / 740		WGN
9	WLS	T	11 / 2.6	1.2	1.3	1.0	127 / 5.1	4.8	4.7	25 / 371		WLS

12+ FM Share (Metro): 78.35 % ( 275 of 351 ) ( Fall 95: 70.83 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WZOK-F >>	1 WXRX-F >	1 WXRX-F	1 WXRX-F	1 WXRX-F <	1 WRWC-F	1 WRWC-F <	1 WRWC-F <	1 WXRX-F	1 WZOK-F >	1 WZOK-F
	2 WZOK-F >	2 WRWC-F	2 WRWC-F >	2 WRWC-F >	2 WXXQ-F	2 WZOK-F <	2 WXRX-F >	2 WZOK-F <	2 WXRX-F >	2 WXRX-F
	3 WRWC-F	3 WZOK-F	3 WXXQ-F	3 WXXQ-F	3 WKMQ-F	3 WXRX-F <	3 WZOK-F <	3 WRWC-F	3 WXXQ-F	
	4 WXXQ-F >>	4 WXXQ-F >	WZOK-F	4 WKMQ-F	4 WROK <	4 WXXQ-F >	4 WXXQ-F >	4 WXXQ-F >	4 WRWC-F	
		5 WKMQ-F >>	5 WKMQ-F >>	WZOK-F >>	5 WXRX-F	5 WROK	5 WKMQ-F <	5 WKMQ-F >	5 WKMQ-F >	
							6 WROK			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WZOK-F	1 WXRX-F	1 WXRX-F	1 WRWC-F <	1 WRWC-F	1 WZOK-F	1 WXRX-F >>	1 WXRX-F >>	1 WXRX-F >>	1 WXRX-F
	2 WZOK-F	2 WZOK-F	2 WZOK-F <	2 WXXQ-F	2 WXRX-F	2 WZOK-F >	2 WRWC-F >	2 WRWC-F	2 WRWC-F >
	3 WRWC-F >>	3 WRWC-F	3 WXRX-F	3 WZOK-F <	3 WXXQ-F >	3 WRWC-F >	3 WZOK-F >	3 WZOK-F >	3 WXXQ-F
	4 WXXQ-F >>	4 WRWC-F >>	4 WXXQ-F	4 WXRX-F <		4 WXXQ-F >>		4 WXXQ-F	4 WKMQ-F
			5 WKMQ-F >>	5 WKMQ-F >>					

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	53 (1)	53 (1)	15.1 %	9.7 %
AOR/Classic/NR	0 (0)	61 (4)	61 (4)	17.4 %	21.7 %
Black/Urban	0 (0)	2 (1)	2 (1)	0.6 %	1.0 %
CHR	0 (0)	63 (3)	63 (3)	17.9 %	17.5 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	56 (4)	56 (4)	16.0 %	11.4 %
Full Service	38 (2)	0 (0)	38 (2)	10.8 %	12.5 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	23 (3)	0 (0)	23 (3)	6.6 %	4.2 %
Oldies	0 (0)	26 (1)	26 (1)	7.4 %	8.6 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	7 (1)	7 (1)	2.0 %	1.9 %
Soft AC/EZ	0 (0)	7 (1)	7 (1)	2.0 %	1.9 %
Sports	7 (1)	0 (0)	7 (1)	2.0 %	2.2 %
Standards	8 (2)	0 (0)	8 (2)	2.3 %	7.2 %
<b>Totals</b>	<b>76 (8)</b>	<b>275 (16)</b>	<b>351 (24)</b>		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WBEL	ST	1380	S. Bebit, IL	1.0	1.8	7 125
WLUV-F	C	96.7	Loves Park	1.2	4.3	5 108
WQFL-F	REL	100.9	Rockford	1.7	6.3	8 173

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WAIT	ST	850	Crystal Lake	1.0	2.8	5 93
WBBM	N	780	Chicago	1.7	6.9	14 412
WDEK-F	CHR	92.5	DeKalb	1.0	7.5	23 495
WGCI-F	B	107.5	Chicago	0.5	1.5	2 38
WIBA-F	AOR	101.5	Madison, WI	0.5	1.9	12 217
WJJO-F	CL AOR	94.1	Watertown, WI	0.5	2.0	6 151
WJVL-F	C	99.9	Janesville, WI	1.7	5.9	47 709
WMAQ	N	670	Chicago	1.2	5.9	13 411
WRGX-F	AOR	103.5	Chicago	0.5	2.5	12 152
WSCR	SPRST	820	Chicago	1.7	2.4	14 95
WSJY-F	SAC	107.3	Ft. Atkinson, WI	1.7	6.9	13 312
WUSN-F	C	99.5	Chicago	0.5	1.3	3 97
WZEE-F	CHR	104.1	Madison, WI	0.5	4.7	33 517

# ROCKFORD

Consolidation Report	12+	25-54	Revenue
<b>Airplay</b> WKMQ-FM, WNTA-AM, WRRR-AM, WXRX-FM	23.5 %	28.1 %	43.5 %
<b>Connoisseur</b> WROK-AM, WXXQ-FM, WZOK-FM	29.1 %	24.7 %	46.4 %
	<b>52.6 %</b>	<b>52.8 %</b>	<b>89.9 %</b>

## AM Stations

WNTA	1330	1 kw/91 w (DA-1)	Standards/Tak	ABC	\$<20.00	Katz	Airplay
WROK	1440	5 kw/270 w (DA-D)	Full Service	ABC	\$26.00	Allied	Connoisseur

## FM Stations

WKMQ	95.3	1.25 kw @ 512	Oldies		\$21.00	Katz	Airplay	Winnebago
WRWC	103.1	1.2 kw @ 525	Soft AC	Westwd	\$32.00	K&P	Salter	Rockton
WXRX	104.9	4 kw @ 400	AOR		\$35.00	Katz	Airplay	Belvidere
WXXQ	98.5	50 kw @ 400	Country		\$16.00	Allied	Connoisseur	Freeport
WZOK	97.5	50 kw @ 430	CHR		\$40.00	Allied	Connoisseur	

Notes: Other ranked stations: See Chicago

Jim Duncan

Comments: WZOK-F was #1 in 12+ for the first time in over two years . . . Listening levels (APR) have risen by about a share point in the last year . . . WRWC-F and WXXQ-F both reached double-figure shares for the first time

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* 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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

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

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

# SACRAMENTO

**Arbitron Rank:** 28 Pop (12+) 1,358,400  
**MSA Rank:** 34  
**MSA Pop:** 1,640,000  
**DMA:** 21 (w/Stockton, Modesto)  
**Average Persons Rating:** 15.1  
**Market TSL in Hours:** 20.25

**Stations:** 32 / 26  
**Diaries:** 2,576/527:1/52.2%  
**Sample Target:** 2,520  
**% Below Line:** 4.1  
**% Not Listed:** 14.5  
**Pop per Station:** 52,246

**Last Year's Revenue:** \$67,400,000  
**Household Income:** \$42,902  
**Retail Dollars:** \$14.2 Bil.  
**#1 Biller:** KFBK \$10,500,000  
**#1 Billing Portfolio:**  
**American Radio Sys. duop+:** \$23,700,000

12+ Metro	Format	Fall 96		Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
		1/4	Share											
1	KFBK	N/T	227 / 11.1	9.5	8.5	10.4	9.9	9.9	2936 / 21.6	18.9	21.6	274 / 3706	I	KFBK
2	KSFM-F	CHR	163 / 7.9	9.4	8.4	8.5	8.2	8.5	2570 / 18.9	20.1	19.4	237 / 3824	G	KSFM-F
3	KRXQ-F	AOR	114 / 5.6	4.7	5.8	4.8	3.0	5.2	1741 / 12.8	12.2	10.3	138 / 2242	E	KRXQ-F
4	KNCL-F	C	111 / 5.4	6.5	5.9	6.0	6.1	6.0	1647 / 12.1	13.9	13.5	131 / 2137	F	KNCL-F
5	KGBY-F	AC	109 / 5.3	5.0	5.1	5.8	5.9	5.3	1794 / 13.2	15.1	14.8	117 / 2009	G	KGBY-F
6	KQPT-F	AC-NR	96 / 4.7	3.4	2.6	4.1	3.7	3.7	1838 / 13.5	8.8	9.8	116 / 2320	D	KQPT-F
7	KYMX-F	SAC	93 / 4.5	4.8	4.3	4.3	4.7	4.5	1762 / 13.0	12.0	12.2	110 / 2077	E	KYMX-F
8	KCTC	ST	84 / 4.1	4.3	4.0	2.8	3.5	3.8	1020 / 7.5	7.8	6.1	122 / 1455	B	KCTC
9	KHYL-F	O	79 / 3.8	5.2	5.5	5.1	4.9	4.9	2020 / 14.9	16.6	15.9	112 / 2837	F	KHYL-F
10	XOAF	O-70S	76 / 3.7	4.3	5.2	3.6	4.2	4.2	1514 / 11.1	13.8	11.8	93 / 1928	F	XOAF
11	KSEG-F	CL AOR	68 / 3.3	3.3	4.0	3.6	4.0	3.8	1459 / 10.7	11.6	10.6	95 / 1956	G	KSEG-F
12	KRAK-F	C	66 / 3.2	3.2	3.2	2.5	3.0	3.0	1242 / 9.1	10.9	9.7	88 / 1812	F	KRAK-F
13	KWOD-F	AOR-NR	64 / 3.1	3.5	3.8	4.4	4.4	3.7	1579 / 11.6	12.9	12.4	92 / 2285	E	KWOD-F
14	KSTE	T	61 / 3.0	3.7	3.5	3.2	3.9	3.4	983 / 7.2	8.2	9.3	84 / 1462	C	KSTE
15	KSSJ-F	J	57 / 2.8	2.6	2.7	2.7	2.7	2.7	947 / 7.0	6.4	6.5	63 / 1204	B	KSSJ-F
16	KHTK	T	53 / 2.6	1.4	1.9	2.8	2.2	2.2	853 / 6.3	6.1	7.4	77 / 1240	C	KHTK
17	KQBR-F	B/AC	29 / 1.4	0.8	1.1	1.7	1.6	1.3	432 / 3.2	3.1	4.1	29 / 459	C	KQBR-F
18	KNBR	SPRTS	23 / 1.1	0.7	1.2	0.9	1.2	1.0	442 / 3.3	3.9	4.2	80 / 1352	C	KNBR
19	KSXX-F	SP	20 / 1.0	0.7	1.4	0.9	1.5	1.0	301 / 2.2	2.1	2.5	33 / 450	C	KSXX-F
	KZSA-F	SP	20 / 1.0	0.5	0.4	1.0	0.4	0.7	216 / 1.6	1.3	1.3	20 / 221		KZSA-F
	KFIA	REL	20 / 1.0	0.5	0.7	0.5	0.5	0.7	411 / 3.0	2.4	2.7	23 / 547		KFIA

12+ FM Share (Metro): 67.81 % ( 1190 of 1755 ) ( Fall 95: 70.26 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KSFM-F >>	1 KRXQ-F	1 KSFM-F <	1 KFBK <	1 KFBK	1 KFBK >>	1 KFBK >>	1 KFBK >>	1 KFBK <	1 KSFM-F >	1 KFBK
2 KWOD-F >	2 KSFM-F	2 KRXQ-F	2 KRXQ-F <	2 KGBY-F <	2 KCTC	2 KSFM-F	2 KGBY-F >	2 KSFM-F <	2 KRXQ-F >	2 KSTE <
3 KRXQ-F >	3 KQPT-F >	3 KGBY-F <	3 KGBY-F	3 KRXQ-F	3 KNCL-F <	3 KGBY-F <	3 KQPT-F <	3 KNCL-F <	3 KYMX-F <	3 KSFM-F <
	4 KNCL-F <	4 KQPT-F <	4 KQPT-F	4 KSFM-F <	4 KGBY-F <	4 KNCL-F <	4 KSFM-F <	4 KRXQ-F	4 KSTE	4 KNCL-F
	5 KGBY-F	5 KFBK <	5 KSFM-F <	5 KNCL-F <	5 KYMX-F <	5 KRXQ-F	5 KNCL-F	KQPT-F <	5 KNCL-F <	
	6 KWOD-F <	6 KNCL-F	6 KNCL-F <	6 KQPT-F			KYMX-F	6 KGBY-F		
			7 KXOA-F				KCTC <			
			KSEG-F				8 KRXQ-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 KRXQ-F	1 KSFM-F	1 KGBY-F	1 KSFM-F >	1 KRXQ-F >	1 KRXQ-F >>	1 KRXQ-F	1 KFBK
2 KQPT-F	2 KQPT-F <	2 KSFM-F	2 KGBY-F	2 KSFM-F	2 KRXQ-F >	2 KSFM-F	2 KQPT-F	2 KFBK	2 KRXQ-F
3 KNCL-F	3 KRXQ-F	3 KQPT-F	3 KNCL-F <	3 KNCL-F	3 KWOD-F	3 KQPT-F	3 KSEG-F	3 KXOA-F	3 KXOA-F <
4 KWOD-F	4 KNCL-F	4 KGBY-F	4 KQPT-F	4 KFBK <	4 KGBY-F	4 KXOA-F <	4 KXOA-F <	4 KSFM-F <	4 KSEG-F <
5 KYMX-F	5 KGBY-F	5 KNCL-F	5 KYMX-F	5 KYMX-F <	5 KNCL-F	5 KWOD-F <	5 KFBK	5 KSEG-F <	5 KHTK
	6 KRAK-F <	6 KRAK-F >	6 KRXQ-F	6 KQPT-F	KQPT-F	6 KSEG-F	6 KHTK	6 KQPT-F <	6 KQPT-F
	7 KYMX-F		7 KFBK	7 KRXQ-F <			KSFM-F	7 KHTK	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KMJI	SPRTS	1380	Sacramento	0.6	2.8	14	442
KRCX	SP	1110	Roseville	0.3	1.1	8	171
KRLT-F	CL AOR	93.9	S. Lk. Tahoe	0.7	1.0	16	160
KSQR	SP	1240	Sacramento	0.3	1.4	11	223
KXOA	O	1470	Sacramento	0.8	2.6	18	391

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KCBS	N/T	740	San Francisco	0.5	1.7	49	1134
KGO	T	810	San Francisco	0.8	3.1	64	1234
KODS-F	O	103.7	Camelion Bay	0.4	0.6	42	675
KSFO	T	560	San Francisco	0.9	1.4	45	471
KTRB	SP	860	Modesto	0.3	0.8	43	328

# SACRAMENTO

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	205 (2)	205 (2)	11.7 %	6.0 %
AOR/Classic/NR	0 (0)	261 (4)	261 (4)	14.9 %	19.7 %
Black/Urban	0 (0)	29 (1)	29 (1)	1.7 %	0.0 %
CHR	0 (0)	163 (1)	163 (1)	9.3 %	9.9 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	177 (2)	177 (2)	10.1 %	11.6 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	21 (3)	41 (3)	62 (6)	3.5 %	3.7 %
Jazz	0 (0)	57 (1)	57 (1)	3.2 %	4.5 %
News/Talk	387 (6)	0 (0)	387 (6)	22.1 %	18.5 %
Oldies	17 (1)	164 (3)	181 (4)	10.3 %	13.5 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	20 (1)	0 (0)	20 (1)	1.1 %	0.8 %
Soft AC/EZ	0 (0)	93 (1)	93 (1)	5.3 %	5.1 %
Sports	36 (2)	0 (0)	36 (2)	2.1 %	1.9 %
Standards	84 (1)	0 (0)	84 (1)	4.8 %	4.7 %
<b>Totals</b>	<b>565 (14)</b>	<b>1190 (18)</b>	<b>1755 (32)</b>		

Consolidation Report	12+	25-54	Revenue
<b>Amer. Radio Sys.</b>	33.2 %	29.5 %	39.3 %
KSFM-FM, KRAK-FM, KXOA-AM, KNCI-FM, KHTK-AM, KCTC-AM, KYMX-FM, KQPT-FM			
<b>Chancellor</b>	23.2 %	23.1 %	35.2 %
KGBY-FM, KHYL-FM, KFBK-AM, KSTE-AM			
<b>Entercom, pend.</b>	12.6 %	16.3 %	19.9 %
KXOA-FM, KSEG-FM, KRXQ-FM			
<b>EXCL</b>	1.3 %	0.8 %	2.2 %
KSXX-FM, KRXC-AM, KMYC-AM			
	<b>70.4 %</b>	<b>69.7 %</b>	<b>96.6 %</b>

### AM Stations

Station	Power	Frequency	Format	Ownership	Share	Notes
KCTC	1320	5 kw (DA-2)	Standards	Westwd, ABC	\$33.00 MMR	Amer. Radio Sys.
KFBK	1530	50 kw (DA-2)	News/Tak	ABC, CNN	\$180.00 Sentry	Chancellor
KFIA	710	25 kw/1 kw (DA-2)	Religion	SRN	\$ NA ---	Carmichael
KHTK	1140	50 kw (DA-2)	Tak	CBS	\$25.00 Katz	Amer. Radio Sys.
KSTE	650	21.4 kw/920 w (DA-2)	Tak	ABC, Taknt, Westwd	\$35.00 Allied	Chancellor Rancho Cordova

### FM Stations

Station	Power	Frequency	Format	Ownership	Share	Notes
KGBY	92.5	50 kw @ 450	AC		\$135.00 Sentry	Chancellor
KHYL	101.1	36.3 kw @ 577	Oldies		\$97.00 Group W	Chancellor Auburn
KNCI	105.1	50 kw @ 500	Country	CBS	\$125.00 Katz	Amer. Radio Sys.
KQBR	104.3	2.95 kw @ 463	Black AC	CBS, Westwd	\$ NA ---	Davis
KQPT	100.5	115 kw @ 328	AOR-Progressive		\$60.00 CBS	Amer. Radio Sys.
KRAK	98.5	50 kw @ 495	Country		\$82.00 Katz	Amer. Radio Sys.
KRXQ	93.7	25 kw @ 328	AOR		\$90.00 Christal	Entercom, pend. Roseville
KSEG	96.9	50 kw @ 500	Classic AOR		\$120.00 Christal	Entercom, pend.
KSFM	102.5	50 kw @ 500	CHR	ABC	\$140.00 Allied	Amer. Radio Sys. Woodland
KSSJ	101.9	4.1 kw @ 827	Jazz		\$ NA Eastman	Amer. Radio Sys. Shingle Springs
KSXX	99.9	1.74 kw @ 2181	Spanish		\$ NA Caballero	EXCL Marysville
KWOD	106.5	50 kw @ 410	AOR-New Rock	CBS, ABC	\$70.00 D&R	
KXOA	107.9	50 kw @ 404	Oldies-70's		\$100.00 CBS	Entercom, pend.
KYMX	96.1	50 kw @ 476	Soft AC		\$82.00 Allied	Amer. Radio Sys.
KZSA	92.1	1.4 kw @ 472	Hispanic		\$ NA Caballero	Z-Spanish Placerville

Notes: KNBR: See San Francisco . . . 9/96 KRYR-F Sacramento came on the air at 103.5, simulcasting KZSA-F . . . 10/96 KMYC/KRCX/KSXX-F sold by Embarcadero to EXCL (D) . . . 10/96 KRXQ-F/KSEG-F sold by Jacor to Entercom (D) for \$45,000,000 . . . 10/96 KXOA-F sold by American Radio Systems to Entercom (D+) for \$27,500,000 . . . 12/96 KQPT-F changed from New Rock to Modern AC (AC-NR) . . . 1/97 KTHX-F (94.7; Carson City, NV) sold to Susquehanna for \$15,000,000 (Susquehanna plans to move the station to suburban Sacramento) . . . 1/97 KMJI sold by American Radio Systems to Salem for \$1,500,000 (Stevens)

Jim Duncan

Comments: KFBK is back into double figures . . . KNCI-F had its worst book in over two years . . . KQPT-F put together two good books in a row . . . KHYL-F dove to its worst book in well over two years . . . KSSJ-F had its best 12+ share in its short history



# SAGINAW-BAY CITY

<b>Arbitron Rank:</b> 124	<b>Pop (12+):</b> 329,200	<b>Stations:</b> 25 / 17	<b>Last Year's Revenue:</b> \$13,700,000
<b>MSA Rank:</b> 85		<b>Diaries:</b> 929/354:1/52.5%	<b>Household Income:</b> \$39,754
<b>MSA Pop:</b> 614,000		<b>Sample Target:</b> 950	<b>Retail Dollars:</b> \$4.1 Bil.
<b>DMA:</b> 60 (w/Flint)		<b>% Below Line:</b> 5.4	<b>#1 Biller:</b> WKQC-F \$3,000,000
<b>Average Persons Rating:</b> 15.8		<b>% Not Listed:</b> 14.6	<b>#1 Billing Portfolio:</b>
<b>Market TSL in Hours:</b> 21.25		<b>Pop per Station:</b> 19,365	Fritz duop \$4,700,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1	WKQC-F	C	69 / 13.3	12.1	10.5	10.1	12.5	11.5	844 / 25.6	23.7	25.8	171 / 2396	E WKQC-F
2	WSGW	FS/T	54 / 10.4	6.7	11.1	10.4	9.8	9.7	613 / 18.6	21.3	20.1	87 / 735	D WSGW
3	WHNN-F	O	44 / 8.5	8.3	8.6	10.6	8.4	9.0	704 / 21.4	21.2	22.3	106 / 1884	D WHNN-F
4	WKQZ-F	AOR	37 / 7.1	9.1	8.6	10.6	9.1	8.9	619 / 18.8	18.7	19.3	79 / 1097	C WKQZ-F
5	WIOG-F	AC/CHR	32 / 6.2	7.4	8.2	7.3	7.1	7.3	574 / 17.4	21.2	21.8	82 / 1663	C WIOG-F
6	WTLZ-F	B	28 / 5.4	5.4	5.1	5.6	5.0	5.4	345 / 10.5	10.1	8.6	38 / 589	B WTLZ-F
7	WSAM	ST	27 / 5.2	5.3	4.7	4.2	4.3	4.8	339 / 10.3	10.1	9.2	29 / 373	A WSAM
8	WGER-F	SAC	26 / 5.0	4.9	5.1	3.1	5.7	4.5	481 / 14.6	12.4	14.5	29 / 534	B WGER-F
9	WTCF-F	CHR	24 / 4.6	5.6	4.9	5.6	5.7	5.2	641 / 19.5	17.4	18.4	26 / 759	B WTCF-F
10	WCEN-F	C	20 / 3.9	4.9	6.4	4.7	4.1	5.0	376 / 11.4	12.6	10.3	91 / 1101	C WCEN-F
11	WKNX	ST	16 / 3.1	3.1	2.3	1.6	3.2	2.5	140 / 4.2	6.3	4.8	20 / 228	A WKNX
12	WIXC-F	C	11 / 2.1	1.8	2.0	3.5	3.9	2.3	293 / 8.9	7.5	12.9	19 / 363	A WIXC-F
	WMJA-F	O	11 / 2.1	2.2	2.0	1.7	2.7	2.0	162 / 4.9	5.4	6.3	19 / 312	A WMJA-F

12+ FM Share (Metro): 74.94 % ( 332 of 443 ) ( Fall 95: 75.15 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WTLZ-F >	1 WKQZ-F <	1 WKQC-F	1 WKQC-F	1 WKQC-F	1 WSGW	1 WSGW	1 WKQC-F	1 WKQC-F >	1 WKQC-F	1 WKQC-F
2 WTCF-F >	2 WKQC-F	2 WKQZ-F <	2 WKQZ-F <	2 WHNN-F	2 WKQC-F	2 WKQC-F >	2 WSGW	2 WHNN-F	2 WTLZ-F	WSGW
3 WHNN-F	WIOG-F >	3 WIOG-F	3 WIOG-F <	3 WKQZ-F <	3 WHNN-F	3 WHNN-F	3 WHNN-F <	3 WKQZ-F	3 WKQZ-F	3 WHNN-F >
WKQZ-F	4 WTCF-F	4 WHNN-F >	4 WHNN-F >	4 WIOG-F >	4 WSAM	4 WKQZ-F <	4 WIOG-F <	4 WSGW <	4 WHNN-F	
	5 WTLZ-F	5 WTCF-F <	5 WGER-F <	5 WSGW	5 WGER-F	5 WIOG-F	5 WKQZ-F	5 WIOG-F <	WTCF-F	
		6 WTLZ-F <	6 WSGW <	WGER-F		6 WGER-F <	6 WGER-F	6 WSAM	WSGW	
		7 WGER-F <				7 WSAM	7 WSAM >	7 WTLZ-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 WKQC-F >	1 WIOG-F	1 WIOG-F >	1 WIOG-F	1 WKQC-F	1 WKQZ-F >>	1 WKQZ-F >	1 WKQZ-F >	1 WKQC-F	1 WKQC-F
2 WIOG-F	2 WKQC-F >	2 WKQC-F	WKQC-F	2 WIOG-F <	2 WKQC-F	2 WKQC-F	2 WIOG-F	2 WKQC-F >	2 WKQC-F
WTCF-F	3 WKQZ-F	3 WKQZ-F >	3 WHNN-F	3 WHNN-F	WTLZ-F >	3 WIOG-F	WKQC-F >	3 WHNN-F <	3 WHNN-F
4 WTLZ-F >	WTCF-F	4 WGER-F	4 WTCF-F	4 WGER-F	4 WHNN-F	4 WCEN-F >	4 WCEN-F	4 WIOG-F	4 WSGW
5 WHNN-F	5 WTLZ-F >	WTLZ-F	WGER-F	5 WKQZ-F	WIOG-F	5 WTLZ-F	5 WTCF-F	5 WCEN-F	5 WIOG-F
WMJA-F >>	6 WGER-F	WTCF-F >>	6 WKQZ-F	6 WTLZ-F	WCEN-F >>	WTCF-F		WSGW >	6 WCEN-F
			WTLZ-F >>	7 WTCF-F					

Consolidation Report	12+	25-54	Revenue
<b>Fritz</b> WGER-FM, WIOG-FM, WSGW-AM	21.6 %	20.2 %	33.6 %
<b>Local</b> WKQZ-FM, WMJA-FM, WMJK-FM	10.5 %	12.9 %	9.6 %
	<b>32.1 %</b>	<b>33.1 %</b>	<b>43.2 %</b>

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
WMAX	SPRTS	1440 Bay City	0.8	3.5	5 141
WMJK-F	O	100.9 Pinconning	1.3	4.3	8 184
WMPX-AF	ST	1490 Midland	1.2	3.6	27 239

Other Rated Stations—Outside Market			Metro Share	Cume Rating	TSA AQH Cume
WCFX-F	CHR	95.3 Clare	0.6	2.4	22 407
WCRZ-F	AC	107.9 Flint	0.6	2.7	80 1080
WJR	FS	760 Detroit	1.0	3.6	62 885
WOAP	ST	1080 Owasso	0.6	1.7	33 265
WOWE-F	B	98.9 Vassar	1.2	4.0	33 473
WSTD-F	AC	96.9 Standish	0.4	1.3	4 91

# SAGINAW-BAY CITY

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	37 (3)	37 (3)	8.4 %	9.9 %
AOR/Classic/NR	0 (0)	48 (3)	48 (3)	10.8 %	12.1 %
Black/Urban	0 (0)	34 (2)	34 (2)	7.7 %	8.1 %
CHR	0 (0)	29 (3)	29 (3)	6.5 %	6.4 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	100 (3)	100 (3)	22.6 %	21.3 %
Full Service	59 (2)	0 (0)	59 (2)	13.3 %	13.8 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Oldies	0 (0)	55 (2)	55 (2)	12.4 %	11.9 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	26 (1)	26 (1)	5.9 %	6.4 %
Sports	4 (1)	0 (0)	4 (1)	0.9 %	1.3 %
Standards	48 (4)	3 (1)	51 (5)	11.5 %	8.4 %
<b>Totals</b>	<b>111 (7)</b>	<b>332 (18)</b>	<b>443 (25)</b>		

## AM Stations

Station	Freq	Power	Format	Comments	Rate	Agency	Advertiser
WKNX	1210	10 kw (Days, DA)	Standards	USA, AP	\$<20.00	Patt	Bell
WMAX	1440	5 kw/2.5 kw (DA-2)	Sports	1-on-1, CBS	\$14.00	Patt	
WSAM	1400	1 kw	Standards	Westwd, CNN, ABC	\$<20.00	---	MacDonald
WSGW	790	5 kw/1 kw (DA-2)	News/Tak	CBS, Westwd	\$44.00	Mc-Guid	Fritz

## FM Stations

Station	Freq	Power	Format	Comments	Rate	Agency	Advertiser
WCEN	94.5	100 kw @ 981	Country	Westwd	\$29.00	---	Mt. Pleasant
WGER	106.3	2.05 kw @ 380	Soft AC		\$28.00	Katz	Fritz
WHNN	96.1	100 kw @ 1020	Oldies	Westwd	\$56.00	Eastman	Liggett
WIOG	102.5	86 kw @ 800	AC/CHR	ABC	\$42.00	Katz	Fritz
WIXC	97.3	3 kw @ 328	Country		\$<20.00	Mich.	Midwest Family
WKCCQ	96.1	50 kw @ 493	Country	ABC	\$65.00	---	MacDonald
WKQZ	93.3	39.2 kw @ 554	AOR	Westwd, ABC	\$33.00	Banner	WMJA/WMJK
WMJA	104.5	2.9 kw @ 413	Oldies	ABC	\$<20.00	Banner	WKQZWMJK
WMJK	100.9	2.6 kw @ 500	Oldies	ABC	\$ NA	Banner	WKQZWMJA
WTCF	100.5	3 kw @ 328	CHR	Source	\$21.00	Allied	Carrollton
WTLZ	107.1	4.9 kw @ 397	Black	AURN	\$10.00	Rosin	Steve Taybr

Notes:

# ST. LOUIS

**Arbitron Rank:** 17 Pop (12+) 2,094,500  
**MSA Rank:** 16  
**MSA Pop:** 2,550,000  
**DMA:** 20  
**Average Persons Rating:** 16.8  
**Market TSL in Hours:** 22.00

**Stations:** 29 / 29  
**Diaries:** 3,486/601:1/58.6%  
**Sample Target:** 3,340  
**% Below Line:** 0.0  
**% Not Listed:** 9.0  
**Pop per Station:** 72,224

**Last Year's Revenue:** \$90,000,000  
**Household Income:** \$45,083  
**Retail Dollars:** \$24.7 Bil.  
**#1 Biller:** KMOX \$19,000,000  
**#1 Billing Portfolio:**  
**ARS duopt+ & West. combo** \$22,700,000 ea.

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	KMOX	N/T	456 / 13.0	13.2	13.1	14.1	14.4	13.3	6627 / 31.6	30.4	30.4	494 / 7387	J	KMOX
2	KMJM-F	B	288 / 8.2	6.3	7.1	6.8	7.5	7.1	2682 / 12.8	11.4	12.3	301 / 2842	G	KMJM-F
3	WIL-F	C	243 / 6.9	7.9	7.8	8.3	9.3	7.7	3727 / 17.8	17.4	19.6	282 / 4348	H	WIL-F
4	KEZK-F	SAC	236 / 6.7	5.7	6.9	7.3	7.0	6.7	3473 / 16.6	16.2	18.0	259 / 3939	H	KEZK-F
5	KYKY-F	AC	186 / 5.3	5.9	5.6	4.4	5.3	5.3	3264 / 15.6	15.7	15.4	202 / 3551	H	KYKY-F
6	KPNT-F	AOR-NR	177 / 5.0	4.4	5.7	4.4	4.8	4.9	3026 / 14.4	15.3	14.1	201 / 3483	E	KPNT-F
7	KSHE-F	AOR	172 / 4.9	6.0	5.7	5.6	6.4	5.5	2668 / 12.7	16.4	16.3	203 / 3195	H	KSHE-F
8	KLOU-F	O	163 / 4.6	3.7	4.7	3.9	4.0	4.2	3120 / 14.9	13.8	12.9	173 / 3428	E	KLOU-F
9	WKBQ-F	CHR	148 / 4.2	3.9	3.9	4.6	4.1	4.2	3262 / 15.6	15.0	14.7	155 / 3399	E	WKBQ-F
10	WVRV-F	AOR-P	128 / 3.6	2.6	2.1	1.6	1.5	2.5	2344 / 11.2	8.3	6.6	129 / 2385	C	WVRV-F
11	WKXX-F	C	126 / 3.6	3.0	3.1	3.9	4.2	3.4	2153 / 10.3	9.8	10.7	154 / 2815	E	WKXX-F
12	KIHT-F	O-70S	104 / 3.0	2.9	3.3	3.4	2.9	3.1	2129 / 10.2	12.0	11.2	113 / 2358	F	KIHT-F
13	KSD-F	CL AOR	102 / 2.9	3.5	3.3	2.7	3.4	3.1	2552 / 12.2	12.7	13.6	112 / 2857	G	KSD-F
14	KFUO-F	CL	100 / 2.8	2.6	2.2	3.5	2.7	2.8	1844 / 8.8	7.9	8.4	104 / 1959	C	KFUO-F
15	KXOK-F	B	96 / 2.7	3.0	2.1	2.3	3.1	2.5	1665 / 7.9	6.4	7.6	97 / 1706	C	KXOK-F
16	WRTH	ST	80 / 2.3	2.8	2.9	3.0	1.9	2.7	1119 / 5.3	6.0	5.0	80 / 1124	C	WRTH
17	KSD	N/T	71 / 2.0	1.8	1.1	1.3	1.5	1.6	1631 / 7.8	4.6	7.0	77 / 1760	D	KSD
18	WIBV	T	68 / 1.9	2.8	2.7	1.5	1.0	2.2	1106 / 5.3	7.1	3.5	69 / 1158	B	WIBV
19	KATZ-F	B	46 / 1.3	1.8	1.1	1.6	1.0	1.5	923 / 4.4	3.7	2.6	46 / 929	B	KATZ-F
20	WCBW-F	REL	42 / 1.2	1.7	1.2	1.3	1.3	1.3	750 / 3.6	3.4	3.6	42 / 774		WCBW-F
21	WEW	ST	40 / 1.1	1.0	1.8	1.8	1.2	1.4	528 / 2.5	2.5	1.9	46 / 587	B	WEW
22	KFNS	SPRTS	34 / 1.0	0.9	1.0	1.0	1.2	1.0	760 / 3.6	3.8	3.5	35 / 791	C	KFNS

12+ FM Share (Metro): 73.56 % ( 2357 of 3204 ) ( Fall 95: 74.13 % )

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 KMJM-F <	1 KMOX	1 KMOX >>	1 KMOX >>	1 KMOX >	1 KMOX	1 KMJM-F	1 KMOX >>
2 KPNT-F >	2 KSHE-F <	2 KSHE-F <	2 KMOX <	2 KEZK-F <	2 KEZK-F <	2 WIL-F <	2 KEZK-F	2 KMJM-F	2 KMOX >	2 KMJM-F >>
3 WKBQ-F >	3 KPNT-F	3 KEZK-F <	3 KEZK-F <	3 KMJM-F <	3 WIL-F	3 KMJM-F	3 KYKY-F <	3 KEZK-F <	3 KPNT-F	3 KPNT-F
4 WKBQ-F <	4 KYKY-F	4 KSHE-F <	4 WIL-F <	4 WIL-F <	4 KLOU-F >	4 WKBQ-F <	4 KMJM-F <	4 WIL-F <	4 KEZK-F <	4 KEZK-F <
5 KYKY-F <	KMOX <	5 KYKY-F <	5 KYKY-F <	5 KYKY-F <		5 KEZK-F <	5 WIL-F	5 KPNT-F <	5 WIL-F	5 WIL-F
6 WVRV-F	6 WIL-F	6 WIL-F	6 WIL-F	6 KSHE-F <		6 KYKY-F	6 KSHE-F	6 KYKY-F <		
	7 KPNT-F	7 WVRV-F <	7 WVRV-F <	7 KLOU-F			KLOU-F	7 KSHE-F <		
	8 WVRV-F	8 KLOU-F	8 KLOU-F					8 KLOU-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 KMJM-F >	1 KMJM-F	1 KYKY-F	1 KMJM-F <	1 KEZK-F	1 KPNT-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 KPNT-F	2 KPNT-F <	2 KMOX	2 KSHE-F >
3 WKXX-F	3 WKBQ-F	3 WVRV-F	3 KYKY-F	3 KMJM-F	3 KSHE-F >	3 KMJM-F >	3 WVRV-F	3 KMJM-F <	3 KLOU-F <
4 KPNT-F	4 WVRV-F <	4 KEZK-F	4 WIL-F	4 WIL-F	4 WKBQ-F >	4 WVRV-F <	4 KMOX	4 KPNT-F	4 WIL-F <
KYKY-F >	5 KEZK-F <	5 WKBQ-F	5 WKBQ-F <	5 KMOX <		5 WKBQ-F	KMJM-F <	5 WIL-F <	5 WVRV-F <
	6 KPNT-F <	6 KPNT-F	6 WKXX-F	6 KLOU-F		6 KMOX	6 KSD-F	6 WVRV-F <	6 KMJM-F
	7 WKXX-F	WIL-F	WVRV-F	7 WVRV-F <		WIL-F <	7 KIHT-F <	7 KSD-F <	7 KSD-F <
						8 KSD-F	8 KYKY-F		8 KIHT-F

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KATZ	B	1600	St. Louis	0.5	1.7	16	352
KIRL	J	1460	St. Charles	0.5	1.3	18	285
KWRE	C	730	Warrenton	0.6	0.7	22	163
KXEN	REL	1010	Festus	0.5	0.7	17	146
WESL	B/C	1490	E. St. Louis	0.3	1.0	12	216
WGNU	T	920	Granite City, IL	0.3	1.1	12	237

# ST. LOUIS

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	186 (1)	186 (1)	5.8 %	6.1 %	<b>American Radio Sys.</b> KYKY-FM, KSD-FM, KFNS-AM, KEZK-FM	15.9 %	20.5 %	25.2 %
AOR/Classic/NR	0 (0)	579 (4)	579 (4)	18.1 %	18.2 %				
Black/Urban	28 (2)	430 (3)	458 (5)	14.3 %	12.7 %	<b>Crawford</b> KJSL-AM, KSTL-AM	0.0 %	0.0 %	1.0 %
CHR	1 (1)	148 (1)	149 (2)	4.7 %	4.3 %				
Classical	0 (0)	100 (1)	100 (1)	3.1 %	2.4 %	<b>Emmis</b> KSHE-FM, WKBQ-AM, WKBQ-FM, WKKX-FM	12.7 %	13.8 %	16.9 %
Country	22 (1)	369 (2)	391 (3)	12.2 %	11.9 %	<b>Heritage</b> KIHT-FM, WRTH-AM, WIL-FM	12.2 %	11.7 %	8.9 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	<b>Jacor</b> KATZ-FM, KATZ-AM, KMJM-FM	10.0 %	9.3 %	8.8 %
Jazz	18 (1)	0 (0)	18 (1)	0.6 %	0.5 %				
News/Talk	607 (4)	0 (0)	607 (4)	18.9 %	17.6 %	<b>Sinclair TV</b> WVRV-FM, KPNT-FM	8.6 %	9.2 %	5.5 %
Oldies	0 (0)	267 (2)	267 (2)	8.3 %	8.7 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	<b>WIBV</b> KSD-AM, WIBV-AM	3.9 %	3.6 %	3.6 %
Religion/Gospel	17 (1)	42 (1)	59 (2)	1.8 %	2.9 %				
Soft AC/EZ	0 (0)	236 (1)	236 (1)	7.4 %	7.5 %		<b>63.3 %</b>	<b>68.2 %</b>	<b>69.9 %</b>
Sports	34 (1)	0 (0)	34 (1)	1.1 %	1.1 %				
Standards	120 (2)	0 (0)	120 (2)	3.7 %	6.3 %				
<b>Totals</b>	<b>847 (13)</b>	<b>2357 (16)</b>	<b>3204 (29)</b>						

### AM Stations

Station	Power	Time	Format	Value	Agency	Location
KFNS	590	1 kw (DA-2)	Sports	\$30.00	D&R	American Radio Sys. Wood River, IL
KMOX	1120	50 kw	Tak/Full Svc.	CBS \$295.00	CBS	Westinghouse
KSD	550	5 kw (DA-N)	Tak	CNN, ABC \$32.00	Katz	WIBV, pend.
WEW	770	1 kw (Days)	Standards	CNN \$27.00	Rosin	
WIBV	1260	5 kw (DA-2)	Tak	WW1, Tknt, ABC \$30.00	---	Belleville, IL
WRTH	1430	5 kw (DA-2)	Standards	ABC, Westwd \$36.00	Christal	Heritage

### FM Stations

Station	Power	Time	Format	Value	Agency	Location
KATZ	100.3	50 kw @ 492	Black	\$36.00	Eastman	Jacor
KEZK	102.5	100 kw @ 1026	Soft AC	Westwd \$165.00	D&R	Amer. Radio Sys.
KFUO	99.1	100 kw @ 1026	Classical	Westwd \$56.00	Allied	
KIHT	96.3	80 kw @ 1026	Oldies-70's	\$76.00	Christal	Heritage
KLOU	103.3	100 kw @ 920	Oldies	CBS \$81.00	CBS	Westinghouse
KMJM	107.7	100 kw @ 1026	Black	\$140.00	Eastman	Jacor
KPNT	105.7	100 kw @ 1375	AOR-New Rock	\$75.00	Allied	Sinclair TV Ste. Genevieve
KSD	93.7	100 kw @ 860	Classic AOR	\$115.00	Katz	Amer. Radio Sys.
KSHE	94.7	100 kw @ 1026	AOR	\$170.00	D&R	Emmis Crestwood
KXOK	97.1	100 kw @ 560	Black AC	ABC \$50.00	Rosin	Frischling Florissant
KYKY	98.1	90 kw @ 1026	AC	\$180.00	Katz	Amer. Radio Sys.
WCBW	104.9	8 kw @ 574	Religion	\$22.00	Salem	Universal Columbia, IL
WIL	92.3	100 kw @ 984	Country	ABC \$160.00	Christal	Heritage
WKBQ	104.1	39 kw @ 550	CHR	\$71.00	Banner	Emmis, pend. Jerseyville, IL
WKKX	106.5	90 kw @ 1026	Country	\$73.00	Banner	Emmis, pend. Granite City, IL
WVRV	101.1	44 kw @ 525	AOR-Prog.	\$45.00	Allied	Sinclair TV E. St. Louis, IL

Notes: 11/96 Zimmer sold WKBQ-AF/WKKX-F to Emmis (D+) for \$42,500,000 (Media Svcs.) . . . 11/96 EZ/American Radio Sys. sold KSD-AM to Tim Dorsey/WIBV for \$10,000,000 (Stevens)

Jim Duncan

Comments: KMJM-F had its highest 12+ share in over two years . . . KMOX was steady while WIBV dropped off; WIBV will be helped once it acquires the 550 facility . . . KEZK-F bounced off its poor Summer showing . . . KSHE-F had its worst book in years, perhaps decades . . . WVRV-F enjoyed its 4th consecutive up book

# SALISBURY-OCEAN CITY

Arbitron Rank: 154 Pop (12+) 230,000	Stations 31 / 25	Last Year's Revenue: \$10,300,000
MSA Rank:	Diaries: 1,000/230:1/51.8%	Household Income: \$34,087
MSA Pop: NA	Sample Target: 900	Retail Dollars: \$3.2 Bil.
DMA: None	% Below Line: 6.0	#1 Biller: NA
Average Persons Rating: 16.1	% Not Listed: 17.6	#1 Billing Portfolio:
Market TSL in Hours 21.50	Pop per Station: 9,200	NA

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1	WQHQ-F	32 / 8.6	8.1	7.9	7.9	8.7	473 / 20.6	21.4	16.1	36 / 537		WQHQ-F
2	WOCQ-F	31 / 8.4	7.9	7.4	6.9	6.1	460 / 20.0	18.4	19.8	31 / 493		WOCQ-F
3	WWFG-F	29 / 7.8	11.0	9.0	10.6	11.3	446 / 19.4	18.4	23.4	31 / 517		WWFG-F
4	WZBH-F	AOR	25 / 6.8	4.7	8.2	7.7	360 / 15.7	14.2	17.3	32 / 446		WZBH-F
5	WLWV-FF	O	23 / 6.2	6.3	4.7	4.0	305 / 13.3	15.0	12.6	25 / 342		WLWV-FF
6	WICO-F	C	16 / 4.3	3.4	4.4	3.4	219 / 9.5	8.1	10.4	16 / 238		WICO-F
7	WRKE-F	B/CHR	14 / 3.8	3.1	4.1	5.0	263 / 11.4	10.5	11.7	14 / 263		WRKE-F
8	WOLC-F	REL	13 / 3.5	3.9	1.9	1.6	136 / 5.9	7.5	6.4	15 / 187		WOLC-F
	WOSC-F	AOR-NR	13 / 3.5	4.7	3.0	3.2	317 / 13.8	11.8	10.2	14 / 391		WOSC-F
10	WGMD-F	T	12 / 3.2	5.2	3.0	5.0	191 / 8.3	8.9	9.0	12 / 203		WGMD-F
	WAFL-F	AC/CHR	12 / 3.2	1.6		0.6	102 / 4.4	4.6		24 / 277		WAFL-F
	WDSO-F	C	11 / 3.0	1.8	1.4	1.9	133 / 5.8	5.3	5.7	59 / 495		WDSO-F
14	WLFX-F	CL AOR	10 / 2.7	2.9	1.9	3.2	168 / 7.3	7.3	8.0	10 / 177		WLFX-F
	WICO	T	5 / 1.4	2.1	1.6	3.2	58 / 2.5	0.0	0.0	5 / 58		WICO

12+ FM Share (Metro): 93.77 % ( 286 of 305 ) (Fall 95: 88.19 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WOCQ-F >>	1 WZBH-F	1 WZBH-F <	1 WZBH-F	1 WQHQ-F	1 WQHQ-F <	1 WQHQ-F	1 WQHQ-F <	1 WQHQ-F <	1 WOCQ-F >>	1 WOCQ-F >>>
2 WOSC-F	2 WOCQ-F >	2 WQHQ-F <	WQHQ-F	2 WZBH-F	2 WWFG-F <	2 WOCQ-F	2 WWFG-F <	2 WOCQ-F <	2 WQHQ-F	2 WRKE-F
3 WRKE-F >>	3 WQHQ-F	3 WOCQ-F >	3 WOCQ-F <	3 WLWV-FF <	3 WLWV-FF >	WWFG-F	3 WZBH-F <	3 WWFG-F	3 WRKE-F	WWFG-F
	4 WOSC-F	4 WLWV-FF	4 WLWV-FF	4 WOCQ-F <	4 WOLC-F	4 WZBH-F	4 WLWV-FF	4 WZBH-F	4 WLWV-FF	WQHQ-F
	WRKE-F	WWFG-F	5 WAFL-F	5 WWFG-F		5 WLWV-FF	5 WOCQ-F	5 WLWV-FF	WZBH-F	WZBH-F
		6 WAFL-F	WWFG-F	6 WAFL-F					WWFG-F	
		WRKE-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 WOCQ-F >>	1 WOCQ-F >	1 WOCQ-F	1 WQHQ-F	1 WQHQ-F >	1 WZBH-F >>	1 WZBH-F >>	1 WZBH-F >	1 WZBH-F >>	1 WZBH-F >
2 WQHQ-F	2 WQHQ-F >	2 WQHQ-F	2 WOCQ-F >	2 WLWV-FF	2 WICO-F	2 WRKE-F	2 WRKE-F	2 WLFX-F	2 WLFX-F
WOSC-F >>	3 WZBH-F	3 WZBH-F >	3 WLWV-FF	3 WOCQ-F	WOCQ-F >>	3 WICO-F	3 WLFX-F	3 WOCQ-F	3 WQHQ-F
	4 WOSC-F		4 WZBH-F	4 WWFG-F		WOSC-F	WOSC-F >	4 WRKE-F	WWFG-F
	WWFG-F		WWFG-F	5 WLWV-F		WOCQ-F		WWFG-F	WOCQ-F
	WAFL-F >		6 WLWV-F			WLFX-F		WAFL-F	WLWV-FF
									WAFL-F

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
WDNO-F	REL	95.3 Laurel, DE	1.1	3.0	5 75
WJDY	B	1470 Salisbury	0.8	3.5	3 93
WKHW-F	O	106.5 Pocomoke City	1.1	1.8	4 42
WRXS-F	AOR-P	106.9 Ocean City	1.6	5.2	6 119
WSBY-FF	O	98.9 Salisbury	1.1	4.8	4 110
WSSR	ST	900 Georgetown, DE	1.9	4.2	7 97
WTGM	SPRTS	960 Salisbury	0.5	3.2	2 74
WXJN-F	C	105.9 Lewes, DE	1.9	5.4	7 123
WXPZ-F	REL	101.3 Millford, DE	1.6	3.0	10 147
WZSK-F	CHR	103.5 Bethany Beach, D	0.8	3.7	3 86

Other Rated Stations--Outside Market			Metro Share	Cume Rating	TSA AQH Cume
WCAO	B/G	600 Baltimore	0.5	2.4	6 90
WKHI-F	AC	107.5 Exmore, VA	0.8	1.5	14 109
WTDK-F	O	107.1 Federalsburg, MD	0.5	2.5	3 91
WVES-F	C	99.3 Accomac, VA	0.5	1.5	10 113
WZXL-F	AOR	100.7 Wildwood, NJ	0.5	2.0	3 107

# SALISBURY-OCEAN CITY

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	48 (3)	48 (3)	15.7 %	12.5 %	Capstar, pend. WOSC-FM, WDSO-FM, WWFG-FM	14.3 %	12.8 %	%
AOR/Classic/NR	0 (0)	56 (5)	56 (5)	18.4 %	11.6 %	HVS, duop/semi-duop WTGM-AM, WQHQ-FM, WLWV-FM, WLBW-FM	15.6 %	19.7 %	%
Black/Urban	3 (1)	45 (2)	48 (3)	15.7 %	14.8 %	Local - 1 WDNO-FM, WXPZ-FM	2.7 %	4.4 %	%
CHR	0 (0)	3 (1)	3 (1)	1.0 %	5.8 %	Local - 2 WSBY-FM, WJDY-AM, WSUX-FM	2.2 %	2.5 %	%
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Prettyman, duop/semi-duop WAFL-FM, WXJN-FM, WLFX-FM, WICO-FM, WICO-AM	13.4 %	14.8 %	%
Country	0 (0)	65 (5)	65 (5)	21.3 %	25.4 %		48.2 %	54.1 %	%
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	5 (1)	12 (1)	17 (2)	5.6 %	10.0 %				
Oldies	0 (0)	34 (6)	34 (6)	11.1 %	9.3 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	2 (1)	23 (3)	25 (4)	8.2 %	7.1 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	2 (1)	0 (0)	2 (1)	0.7 %	1.0 %				
Standards	7 (1)	0 (0)	7 (1)	2.3 %	2.6 %				
<b>Totals</b>	<b>19 (5)</b>	<b>286 (26)</b>	<b>305 (31)</b>						

## AM Stations

WICO	1320	1 kw/36 w	Tak	ABC, CNN	\$<20.00	---		
WSSR	900	10 kw/1 kw	Standards	ABC	\$<20.00	---	Great Scott	Georgetown, DE

## FM Stations

WAFL	97.7	3 kw @ 328	AC/CHR		\$<20.00	K&P	Prettyman	Milford, DE
WGMD	92.7	3 kw @ 300	Tak	ABC, AP	\$<20.00	---		Rehoboth Beach, DE
WICO	94.3	3 kw @ 300	Country		\$30.00	---	Prettyman	
WLFX	97.1	4.6 kw @ 375	Classic Rock		\$<20.00	K&P	Prettyman	Ocean Pines
WOCQ	103.9	3 kw @ 328	Urban/CHR	ABC, Westwd	\$22.00	Allied		Berlin
WOLC	102.5	50 kw @ 500	Religion	USA	\$<20.00	---		Princess Anne
WOSC	95.9	6 kw @ 299	AOR-NR		\$24.00	---	Capstar, pend.	Bethany Beach, DE
WQHQ	104.7	33 kw @ 610	AC	Westwd	\$28.00	Banner	HVS	
WRKE	101.7	3 kw @ 300	Black/CHR	Westwd	\$<20.00	Banner		Ocean View
WWFG	99.9	50 kw @ 315	Country		\$30.00	---	Capstar, pend.	
WZBH	93.5	11 kw @ 485	AOR		\$23.00	---	Great Scott	Georgetown, DE

Notes: 1/97 Benchmark sold these stations to Capstar (D+): WDSO-F for \$6,500,000; WOSC-F for \$2,400,000; WWFG-F for \$6,600,000

# SALT LAKE CITY

**Arbitron Rank:** 35 **Pop (12+)** 1,180,000  
**MSA Rank:** 44  
**MSA Pop:** 1,530,000  
**DMA:** 36  
**Average Persons Rating:** 14.5  
**Market TSL in Hours:** 19.25

**Stations:** 31 / 31  
**Diaries:** 2,445/483:1/59.2%  
**Sample Target:** 2,350  
**% Below Line:** 0.0  
**% Not Listed:** 9.7  
**Pop per Station:** 38,065

**Last Year's Revenue:** \$48,000,000  
**Household Income:** \$44,583  
**Retail Dollars:** \$12.3 Bil.  
**#1 Biller:** KSFI-F \$6,400,000  
**#1 Billing Portfolio:** Simmons duop+ \$10,500,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1	KSFI-F	SAC	161 / 9.4	8.2	9.0	9.0	8.9	2606 / 22.1	23.4	24.1	177 / 2944	G	KSFI-F
2	KSL	FS	113 / 6.6	5.7	6.0	6.1	6.1	2575 / 21.8	17.6	20.6	132 / 2909	G	KSL
3	KUBL-F	C	89 / 5.2	5.1	5.6	5.9	5.7	1390 / 11.8	14.5	13.4	97 / 1526	C	KUBL-F
4	KODJ-F	O	83 / 4.8	6.7	5.2	4.9	4.1	1901 / 16.1	13.8	14.2	99 / 2242	C	KODJ-F
5	KISN-F	CHR/AC	81 / 4.7	5.3	5.3	5.0	4.9	1891 / 16.0	17.9	17.1	101 / 2251	D	KISN-F
6	KXRK-F	AOR-NR	80 / 4.7	3.1	3.1	3.0	4.1	1404 / 11.9	9.8	11.8	82 / 1463	D	KXRK-F
7	KSOP-AF	C	79 / 4.6	4.9	5.6	5.6	5.3	1451 / 12.3	13.8	14.4	110 / 1834	E	KSOP-AF
8	KRSP-F	CL AOR	77 / 4.5	6.0	5.6	6.7	6.2	1661 / 14.1	15.7	18.7	95 / 1904	E	KRSP-F
9	KZHT-F	CHR	76 / 4.4	3.2	3.7	2.6	2.8	1353 / 11.5	9.8	11.8	78 / 1413	C	KZHT-F
10	KBEE-F	AC	73 / 4.3	4.8	4.7	5.5	4.6	1818 / 15.4	16.4	17.4	77 / 1974	D	KBEE-F
11	KKAT-F	C	72 / 4.2	4.5	5.1	5.1	6.5	1629 / 13.8	14.4	16.6	88 / 1859	F	KKAT-F
12	KALL	T	70 / 4.1	3.9	2.6	3.4	4.5	1155 / 9.8	6.8	9.8	70 / 1203	D	KALL
13	KBER-F	AOR	65 / 3.8	4.0	5.3	3.8	4.3	1319 / 11.2	12.0	12.7	72 / 1471	D	KBER-F
	KDYL-AA	ST	65 / 3.8	5.1	3.7	2.9	3.0	827 / 7.0	7.5	6.6	68 / 883	A	KDYL-AA
15	KENZ-F	AOR-NR	54 / 3.2	3.2	3.6	2.9	0.9	1302 / 11.1	8.7	3.7	54 / 1358		KENZ-F
16	KBZN-F	J	44 / 2.6	2.1	2.6	2.7	2.6	772 / 6.5	6.8	7.4	49 / 860	C	KBZN-F
17	KQMB-F	AC	41 / 2.4	1.4	1.1	0.9	1.5	991 / 8.4	4.2		42 / 1018		KQMB-F
18	KURR-F	AOR	37 / 2.2	3.4	3.8	3.7	3.6	904 / 7.7	14.0	13.3	40 / 989		KURR-F
19	KUMT-F	AOR-P	26 / 1.5	1.6	2.8	2.6	1.7	649 / 5.5	6.4	4.2	28 / 710	C	KUMT-F
20	KISN	SPRST	25 / 1.5	1.3	2.3	2.2	2.3	571 / 4.8	9.1	7.0	26 / 621	C	KISN

12+ FM Share (Metro): 77.05 % ( 1192 of 1547 ) ( Fall 95: 77.69 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KZHT-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 KZHT-F	1 KRSP-F
2 KXRK-F <	2 KUBL-F <	2 KUBL-F <	2 KUBL-F <	2 KODJ-F <	2 KSL >	2 KSL	2 KALL	2 KSL <	2 KSFI-F <	2 KBER-F <
3 KBER-F >	3 KXRK-F	3 KRSP-F <	3 KRSP-F <	3 KRSP-F	3 KDYL-AA <	3 KISN-F <	3 KRSP-F	3 KUBL-F <	3 KBER-F <	3 KSFI-F
4 KISN-F <	4 KISN-F <	4 KODJ-F <		KUBL-F	4 KODJ-F	4 KUBL-F	KSL <	4 KXRK-F <	4 KXRK-F	4 KUBL-F <
5 KENZ-F <	5 KXRK-F <	5 KSL <		KSL	5 KALL	5 KSOP-AF <	5 KISN-F <	5 KZHT-F <	5 KODJ-F <	5 KZHT-F <
6 KBER-F	6 KBEE-F	6 KISN-F		6 KISN-F	6 KSOP-AF	6 KALL <	6 KUBL-F <	KODJ-F	6 KUBL-F	
7 KBEE-F <	KKAT-F <	7 KBEE-F <		7 KSOP-AF <		7 KKAT-F <	7 KBEE-F	7 KISN-F <		
8 KKAT-F <		8 KSOP-AF		8 KBEE-F		8 KODJ-F	KSOP-AF <	8 KBER-F <		
9 KRSP-F <		KKAT-F <		KALL <		9 KDYL-AA <	KODJ-F	9 KRSP-F <		
							10 KDYL-AA <			

Wom 18-24	Wom 18-34	Wom 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 KBER-F <	1 KXRK-F	1 KUBL-F	1 KSFI-F	1 KSFI-F
2 KENZ-F	2 KISN-F <	2 KISN-F <	2 KISN-F	2 KISN-F	2 KXRK-F >	KBER-F <	2 KRSP-F <	KRSP-F <	2 KRSP-F <
3 KBEE-F	3 KBEE-F	3 KUBL-F	KBEE-F	KODJ-F <	3 KUBL-F <	3 KUBL-F >	3 KXRK-F <	3 KUBL-F	3 KSL
4 KXRK-F	4 KUBL-F	4 KBEE-F >	4 KODJ-F <	4 KBEE-F	4 KKAT-F	4 KRSP-F	4 KBER-F	4 KXRK-F <	4 KUBL-F
	KISN-F	5 KKAT-F	5 KKAT-F <	5 KUBL-F	5 KZHT-F	5 KENZ-F <	5 KURR-F	5 KSL <	KALL
6 KQMB-F	6 KXRK-F <	6 KZHT-F	6 KUBL-F	6 KSL <	6 KENZ-F	6 KKAT-F <	KENZ-F	6 KBER-F	6 KODJ-F
	KZHT-F	7 KKAT-F	KXRK-F			7 KURR-F <	7 KSFI-F	7 KALL <	7 KSOP-AF
8 KKAT-F >	KZHT-F <	KENZ-F					KRKR-F	8 KSOP-AF	8 KXRK-F
	9 KQMB-F							KKAT-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KANN	REL	1120	Ogden 0.4 0.6 6 74
KBKK-F	C	106.5	Spanish Fork 1.1 2.6 19 341
KCNR	KIDS	860	Salt Lake City 0.6 2.3 10 271
KFAM	EZ	700	N. Salt Lake City 0.8 2.3 15 291
KFNZ	SPRST	1320	Salt Lake City 1.2 5.3 20 635
KLO	ST	1430	Ogden 0.9 1.9 17 244
KLZX-F	CL AOR	106.9	Brigham City 1.1 2.9 21 397
KRKR-F	AOR	107.9	Roy 1.3 4.0 28 608
KTKK	T	630	Sandy 0.6 1.4 11 174

# SALT LAKE CITY

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	114 (2)	114 (2)	7.4 %	6.4 %	<b>Citadel</b> KCNR-AM, KBER-FM, KUBL-FM	9.6 %	9.1 %	7.9 %
AOR/Classic/NR	0 (0)	379 (8)	379 (8)	24.5 %	17.2 %	<b>Jacor</b> KALL-AM, KKAT-FM, KODJ-FM, KURR-FM, KZHT-FM	19.7 %	19.7 %	20.8 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	<b>Simmons</b> KDYL-AM, KRSP-FM, KSFI-FM	17.6 %	18.4 %	21.9 %
CHR	0 (0)	157 (2)	157 (2)	10.1 %	14.0 %	<b>Trumper</b> KISN-AM, KISN-FM, KUMT-FM	7.7 %	9.4 %	11.7 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	5 (1)	254 (4)	259 (5)	16.7 %	18.7 %				
Full Service	113 (1)	0 (0)	113 (1)	7.3 %	6.6 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	44 (1)	44 (1)	2.8 %	2.8 %		<b>54.6 %</b>	<b>56.6 %</b>	<b>62.3 %</b>
News/Talk	81 (2)	0 (0)	81 (2)	5.2 %	4.3 %				
Oldies	0 (0)	83 (1)	83 (1)	5.4 %	11.8 %				
Others/Unknown	10 (1)	0 (0)	10 (1)	0.6 %	0.0 %				
Religion/Gospel	6 (1)	0 (0)	6 (1)	0.4 %	0.0 %				
Soft AC/EZ	14 (1)	161 (1)	175 (2)	11.3 %	10.7 %				
Sports	45 (2)	0 (0)	45 (2)	2.9 %	2.5 %				
Standards	81 (3)	0 (0)	81 (3)	5.2 %	4.4 %				
<b>Totals</b>	<b>355 (12)</b>	<b>1192 (19)</b>	<b>1547 (31)</b>						

## AM Stations

Call	Power	Time	Format	Station	Owner	Notes
KALL	910	5 kw/1 kw (DA-2)	Talk/Full Service	Westwd, ABC	\$47.00	Eastman Jacor
KDYL	1280	10 kw/600 w (DA-2)	Standards	CNN, Westwd, ABC	\$27.00	CBS Simmons
KISN	570	5 kw (DA-1)	Sports	SBUSA, 1 On 1	\$28.00	Christal Trumper
KOVO	960	5 kw/1 kw (DA-N)	See KDYL			Provo
KSL	1160	50 kw	Full Service	CBS	\$84.00	Sentry Bonneville
KSOP	1370	5 kw/500 w (DA-N)	See KSOP-F			S. Salt Lake City

## FM Stations

Call	Power	Time	Format	Station	Owner	Notes
KBEE	98.7	40 kw @ 2933	AC		\$58.00	Mc-Guild John Price
KBER	101.1	26.3 kw @ 3740	AOR	ABC	\$49.00	Mc-Guild Citadel Ogden
KBZN	97.9	26.3 kw @ 3740	Jazz		\$39.00	Eastman Ogden
KENZ	107.5	45 kw @ 2850	AOR-New Rock		\$30.00	Allied Orem
KISN	97.1	30 kw @ 3652	CHR/AC		\$57.00	Christal Trumper
KKAT	101.9	26.3 kw @ 3740	Country		\$86.00	Katz Jacor Ogden
KODJ	94.1	40 kw @ 3063	Oldies	ABC, Westwd	\$40.00	Katz Jacor
KQMB	102.7	47 kw @ 2699	AC	Westwd	\$ NA	Allied Midvale
KRSP	103.5	27.5 kw @ 3630	Classic AOR		\$64.00	Allied Simmons
KSFI	100.3	26.3 kw @ 3740	Soft AC		\$109.00	CBS Simmons
KSOP	104.3	25.1 kw @ 3640	Country		\$62.00	Allied
KUBL	93.3	26.3 kw @ 3740	Country	ABC	\$55.00	Mc-Guild Citadel
KUMT	105.7	7.3 kw @ 3661	Prog. AOR		\$33.00	Christal Trumper Centerville
KURR	99.5	40 kw @ 2953	AOR	Westwd, Source	\$33.00	K&P Jacor Bountiful
KXRK	96.1	55 kw @ 2630	AOR-New Rock		\$43.00	D&R Provo
KZHT	94.9	48 kw @ 2799	CHR		\$32.00	Allied Jacor Provo

Notes: 8/96 KUTQ-F/KZHT-F sold to Regent (D+) for \$11,000,000 (Media Services) . . . 9/96 KCNR (1320) changed from News to Sports as KFNZ; KAPN (860) picked up the KCNR calls . . . 9/96 KRGO-F changed calls to KRKR-F; remains AOR . . . 10/96 Regent sold these stations to Jacor: KALL for \$4,000,000; KKAT-F for \$18,000,000; KODJ-F for \$9,000,000; KUTQ-F for \$8,000,000; KZHT-F for \$7,000,000 . . . 10/96 KUTQ-F changed from CHR to AOR as KURR-F . . . 11/96 KCNR (860) changed from News to Children's . . . 11/96 KENZ-F sold to Citadel for \$5,500,000 . . . 11/96 KTLE-F (Tooele) sold to Simmons for \$650,000

Jim Duncan

Comments: Both KSOP-AM and KKAT-F had their second consecutive down books; the other major Country station, KUBL-F, didn't pick up any of their defectors . . . Relative newcomer KQMB-F posted its third straight gain, climbing above a two share . . . KALL registered its second consecutive gain . . . KXRK-F got quite an upward spike



**Consolidation Report**

12+	25-54	Revenue	14.6 %	13.6 %	37.6 %
<b>Amer. Radio Sys.</b> KBAY-FM, KKSJ-AM, KJSJ-FM, KUFJ-FM Empire KARA-FM, KLIV-AM, KRTR-FM					
6.3 %    7.0 %    18.8 %					
20.9 %    20.6 %    56.4 %					

Call	City	Power	Class	Station	Market	Share	Cume	TSA
KABL	Oakland	960	ST	0-70S	San Francisco	1.4	5.1	84
KBG-F	San Francisco	98.1	J	102.9	Berkeley	1.6	4.6	177
KBLX-F	Fremont	104.9	SP	104.9	Fremont	1.5	3.5	72
KBRG-F	San Francisco	740	N	102.1	San Francisco	3.6	13.5	4814
KDCG-F	San Francisco	102.1	CL	102.1	San Francisco	2.3	6.4	2313
KDON-F	Salt Lake	102.5	CHR	102.5	Salt Lake	0.7	3.7	84
KFAX	San Francisco	1100	REL	1100	San Francisco	0.5	2.3	39
KFCG-F	San Francisco	99.7	O	99.7	San Francisco	3.8	9.1	3131
KGO	San Francisco	810	T	810	San Francisco	6.5	17.5	5977
KIOI-F	San Francisco	101.3	AC	101.3	San Francisco	2.0	8.3	3231
KIQI	San Francisco	1010	SP	1010	San Francisco	0.4	0.9	29
KITS-F	San Francisco	105.1	AOR-NR	105.1	San Francisco	1.4	6.1	89
KKS-F	San Francisco	103.7	J	103.7	San Francisco	2.3	5.9	157
KLLC-F	San Francisco	97.3	AC-NR	97.3	San Francisco	1.0	4.9	74
KMEL-F	San Francisco	106.1	CHR/U	106.1	San Francisco	2.3	8.7	212
KNBR	San Francisco	680	SPRTS	680	San Francisco	3.7	10.0	181
KNEW	Oakland	910	C	910	Oakland	0.5	1.4	31
KOFY	San Mateo	1050	SP	1050	San Mateo	0.4	1.0	22
KOIT-AF	San Francisco	96.5	SAC	96.5	San Francisco	2.8	9.6	170
KPIX-AF	San Francisco	95.7	T	95.7	San Francisco	1.1	3.6	67
KSAN-F	San Francisco	94.9	C	94.9	San Francisco	1.1	4.6	60
KSF0	San Francisco	560	T	560	San Francisco	2.8	4.9	109
KSQL-F	Santa Cruz	99.1	SP	99.1	Santa Cruz	3.3	5.4	181
KYLD-F	San Mateo	107.7	U/CHR	107.7	San Mateo	5.0	12.8	209

**AM Stations**

KKSJ	1370	5 kw (DA-2)	Standards	UPI	Allied	\$40.00	Amer. Radio Sys.
KLIV	1590	5 kw (DA-N)	News	CNN	Allied	\$18.00	Empire
KLOK	1170	50 kw/5 kw (DA-2)	Hispanic	CRC	Caballero	\$74.00	EXCL
KSJX	1500	10 kw/5 kw (DA-2)	Ethnic	NA	---	NA	---

**FM Stations**

KARA	105.7	50 kw @ 500	Oldies	Empire	Allied	\$78.00	San Jose
KBAY	100.3	14.5 kw @ 2580	Soft AC	Empire	Allied	\$86.00	San Jose
KEZR	106.5	50 kw @ 430	AC/CHR	Empire	Allied	\$84.00	San Jose
KOME	98.5	12.5 kw @ 880	AOR-New Rock	Westinghouse	Infinity	\$110.00	San Jose
KRTY	95.3	0.9 kw @ 860	Country	Empire	Allied	\$83.00	San Jose
KJSJ	92.3	50 kw @ 466	AOR	Empire	Allied	\$130.00	San Jose
KUFJ	94.5	1.2 kw @ 2536	Classic AOR	Empire	Allied	\$63.00	San Jose

Notes: San Jose is a portion of the San Francisco metro survey area. Only stations home to the San Jose market are included in the rankings... 9/96 KKSJ/KBAY-F sold by United to American Radio Systems (D+) for \$31,000,000 (MVP)

Jim Duncan Comments: I question whether KFFG-F should be "above-the-line" in San Jose since it simulcasts with KFOG-F... KUFJ-F is on its 4th consecutive up book

Arbitron Rank: 30 Pop (12+) 1,339,500	Stations	43 / 11
MSA Rank: 31	Dialtes:	2,716/493:1/52.0%
MSA Pop: 1,590,000	Sample Target:	2,620
DMA: San Francisco (#5)	% Below Line:	NA
Average Persons Rating: 14.6	% Not Listed:	NA
Market TSL in Hours	Pop per Station:	121,773
19.50	American Radio Sys. dup+ \$14,000,000	

12+ Metro	Format	1/4 Share	Fall 96	Sum	Sp6	Win	Fall 95	4-Book Avg	12+ Metro	Sp6	Fall 95	AGH / Cum Revenue	12+ TSA	Cume Level
1 KBAY-F	SAC	97 / 4.9	5.4	5.0	5.4	4.7	4.7	4.6	1448 / 10.8	12.5	10.8	151 / 2470	F	KBAY-F
2 KSJO-F	AOR	94 / 4.8	5.0	3.7	4.7	4.2	4.2	4.5	1520 / 11.3	10.5	11.1	177 / 2756	G	KSJO-F
3 KOME-F	AOR-NR	91 / 4.6	4.5	4.7	4.7	4.7	4.7	4.7	1971 / 14.7	15.2	15.2	161 / 3388	G	KOME-F
4 KEZR-F	AC/CHR	74 / 3.8	5.3	4.9	5.1	3.8	4.8	4.8	1752 / 13.1	13.7	11.5	87 / 2102	E	KEZR-F
5 KARA-F	O	57 / 2.9	3.0	2.1	3.0	3.4	2.7	2.7	952 / 7.1	7.8	8.5	64 / 1228	D	KARA-F
KLOK	SP	57 / 2.9	3.8	3.9	4.4	4.6	3.7	3.7	708 / 5.3	5.8	5.9	98 / 1366	F	KLOK
7 KRTY-F	C	56 / 2.9	3.2	2.8	3.5	2.9	2.9	2.9	1054 / 7.9	7.8	9.1	60 / 1240	E	KRTY-F
8 KFFG-F	AOR-P	53 / 2.7	2.5	3.8	2.2	2.2	2.9	2.9	1076 / 8.0	10.2	7.7	132 / 2678	F	KFFG-F
9 KUFX-F	CL AOR	51 / 2.6	2.2	1.9	1.7	1.6	2.1	2.1	1190 / 8.9	7.8	7.7	91 / 2062	D	KUFX-F
10 KKSJ	ST	45 / 2.3	2.3	3.3	2.3	2.3	2.5	2.5	465 / 3.5	4.7	3.4	74 / 780	C	KKSJ
11 KSJX	E	17 / 0.9	0.9	0.5	0.8	0.6	0.8	0.8	247 / 1.8	1.5	1.0	17 / 247	A	KSJX
12 KUV	N	10 / 0.5	0.6	0.6	0.5	0.5	0.5	0.5	334 / 2.5	2.6	3.6	11 / 382	A	KLIV

12+ FM Share (Metro): NA

Teens	18-34	18-49	25-49	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KOME-F >>	1 KSJO-F	1 KSJO-F	1 KSJO-F <	1 KSJO-F <	1 KOME-F >	1 KBAY-F <	1 KBAY-F <	1 KOME-F	1 KOME-F
2 KSJO-F >	2 KOME-F <	2 KEZR-F	2 KBAY-F <	2 KBAY-F <	2 KSJO-F <	2 KSJO-F	2 KSJO-F	2 KBAY-F <	2 KBAY-F
3 KEZR-F	3 KEZR-F	3 KEZR-F	3 KEZR-F <	3 KEZR-F	3 KARAF	3 KARAF <	3 KSJO-F >	3 KSJO-F >	3 KLOK
4 KLOK	4 KLOK	4 KLOK	4 KFFG-F	4 KFFG-F	4 KLOK	4 KEZR-F	4 KARAF	4 KEZR-F	4 KEZR-F <
5 KBAY-F	5 KBAY-F	5 KUFX-F	5 KOME-F <	5 KOME-F <	5 KEZR-F	5 KOME-F	5 KUFX-F	5 KUFX-F	5 KUFX-F
6 KFFG-F <	6 KFFG-F <	6 KFFG-F <	6 KRTY-F	6 KRTY-F	6 KRTY-F	6 KOME-F <	6 KOME-F <	6 KOME-F <	6 KOME-F <

Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KEZR-F	1 KEZR-F >	1 KSJO-F >	1 KSJO-F >	1 KSJO-F >
2 KOME-F >>	2 KOME-F >	2 KOME-F >	2 KLOK >	2 KFFG-F <
3 KARAF	3 KARAF	3 KUFX-F	3 KLOK	3 KOME-F
4 KLOK	4 KRTY-F >	4 KLOK >	4 KEZR-F <	4 KEZR-F <
5 KLOK	5 KLOK	5 KUFX-F	5 KUFX-F	5 KUFX-F
6 KRTY-F >	6 KRTY-F >	6 KRTY-F >	6 KRTY-F >	6 KRTY-F >

REVENUE LEVEL CODES

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

FORMAT CODES

AC - Adult Contemporary	J - Jazz and New Adult Contemporary
AOR - Album Oriented Rock	N - News
B - Black (audience 75%+ Black)	O - Oldies
C - Country	O-70S - 70's Oldies
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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
EZ - Easy Listening, Beautiful Music	T - Talk
FS - Full Service	U - Urban (majority of audience is non-white)
G - Gospel	? - Others or Unknown

Notes: Other ranked stations: See San Jose... 7/96 KRQR-F changed from Classic AOR to Modern AC (AC-NR) as KLLC-F ("Alice")... 8/96 KSOL-F changed from Black AC to Hispanic, keeping its calls, while simulcast partner KYZZ-F became KZOL-F... 9/96 KDFC-AF/KKSF-F sold by Brown to Evergreen for \$115,000,000 (Star)... 9/96 KP1X-AF changed from News/Talk to Talk

Comments: FM share has jumped about 4 percentage points in the last year... KBLX-F had its best book in more than two years... San Jose's KSJO-F had its strongest book in San Francisco in years... Evergreen's KYLD/KMEL is a formidable combination among young demos

FM Stations

Call Letters	Power	Frequency	Format	Owner	City
KBGG	98.1	100 kW @ 960	70's Oldies	Century	Chancellor
KBLX	102.9	6.6 kW @ 1290	Jazz/Urban	D&R	Inner City
KDFC	102.1	33 kW @ 1047	Classical	Mc-Guild	Evergreen
KFOG	104.5	7.9 kW @ 1450	Progressive AOR	Eastman	Susquehanna
KFRC	99.7	40 kW @ 1299	Oldies	Group W	Westinghouse
KIOI	101.3	125 kW @ 1162	A/C/CHR	Christal	Evergreen
KITS	105.3	15 kW @ 1200	AOR-New Rock	D&R	Entercom
KKSF	103.7	7.8 kW @ 1470	Jazz	Mc-Guild	Evergreen
KLCC	97.3	82 kW @ 1014	A/C/CHR	CBS	Westinghouse
KMEL	106.1	69 kW @ 1290	CHR/Urban	Christal	Evergreen
KOIT	96.5	33 kW @ 1410	Soft AC	Katz	Bonnieville
KPIX	95.7	6.9 kW @ 1290	Talk	Group W	Westinghouse
KSAN	94.9	30 kW @ 1210	Country	Century	Chancellor
KSOL	98.9	6 kW @ 1355	Hispanic	Allied	Hether/Ct. Chnl
KVCY	93.3	50 kW @ 492	Country	Infinity	Westinghouse
KYLD	107.7	8.9 kW @ 1161	Urban/CHR	AP	San Mateo

Call Letters	Power	Frequency	Service	Station Name	City	Comments
KABL	960	5 kw (DA-1)	Standards	Westwd	Century	\$75.00
KCBS	740	50 kw (DA-2)	News/Talk	CBS	CBS	\$340.00
KFRG	610	5 kw	See KFRG-F	Westinghouse	Century	
KGO	810	50 kw (DA-1)	Talk	ABC	Banner	\$440.00
KLOK	1170	50 kw/5 kw (DA-2)	Spanish	CRC	Caballero	\$74.00
KMNR	680	50 kw	Sports/Full Svc.	ABC	Eastman	\$325.00
KNEW	910	5 kw (DA-N)	Country	ABC	Century	\$50.00
KOIT	1260	5 kw/1 kw	See KOIT-F	Chancellor	Century	
KPIX	1550	10 kw (DA-2)	See KPIX-F	ABC/Disney	Banner	\$80.00
KSFO	560	5 kw (DA-N)	Talk	ABC/Disney	Banner	\$80.00

AM Stations

Station Group	Revenue	Share	Rating
ABC/Disney	9.3%	7.3%	14.8%
Chancellor	6.6%	6.3%	5.0%
Evergreen	18.0%	15.5%	24.1%
Heff/Clear Channel	2.4%	2.5%	1.3%
Local	1.3%	1.0%	1.0%
Susquehanna	6.8%	8.8%	15.6%
Westinghouse	14.7%	15.1%	21.7%
Totals	59.1%	56.5%	83.5%

Consolidation Report

Category	12+	25-54	Revenue
Standards	225 (2)	225 (2)	3.5%
Spots	288 (1)	288 (1)	5.3%
Soft AC/EZ	11 (1)	454 (2)	6.2%
Religion/Gospel	50 (1)	0 (0)	0.5%
Others/Unknown	28 (1)	0 (0)	0.5%
Oldies	72 (1)	491 (4)	7.6%
News/Talk	1166 (4)	91 (1)	17.8%
Jazz	0 (0)	547 (2)	7.8%
Hispanic	185 (3)	297 (5)	6.1%
Full Service	0 (0)	0 (0)	0.0%
Country	79 (1)	354 (5)	6.2%
Classical	0 (0)	279 (2)	4.0%
CHR	0 (0)	391 (2)	5.6%
Black/Urban	65 (1)	357 (1)	6.0%
AOR/Classic/NR	0 (0)	978 (7)	13.9%
AC	0 (0)	620 (5)	8.8%
Totals	2169 (16)	4859 (36)	7028 (52)

Call Letters	Power	Frequency	Service	Station Name	City	Comments
KARA-F	105.7	Santa Clara	0			2.4
KBRG-F	104.9	Fremont	SP			1.9
KDIA	1310	Oakland	B/O			1.9
KEST	1450	San Francisco	E			0.9
KFAJ	1100	San Francisco	RBL			1.6
KIOL	1010	San Francisco	SP			1.4
KKHF	100.7	San Rafael	CL			2.0
KKIQ-F	101.7	Livermore	AC			1.5
KKSU	1370	San Jose	ST			1.6
KMGG-F	97.7	Monte Rio	O			0.4
KOBY	1050	San Mateo	SP			1.5
KRPQ-F	104.9	Rohmert Park	C			0.9
KRTY-F	96.3	Los Gatos	C			2.2
KXFX-F	101.7	Santa Rosa	AOR			0.7
KZSF-F	92.7	Alameda	SP			0.3
KZST-F	100.1	Santa Rosa	AC			0.5
Other Rated Stations	102.5	Woodland	CHR			0.4
KATM-F	103.3	Modesto	C			1.0
KSPM-F	102.5	Woodland	CHR			1.3
Totals	103.3	Modesto	C			1.0
Totals	103.3	Modesto	C			215
Totals	103.3	Modesto	C			2974

Metro Cume  
Share Rating  
A/H Cume  
TSA

Teens	18-34	18-49	25-49	25-54	35+	12+ AM/D	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KYLD-F	1 KYLD-F	1 KYLD-F	1 KFOG-FF	1 KGO	1 KGO	1 KGO	1 KGO	1 KGO	1 KMEL-F	1 KGO
2 KMEL-F >>	2 KMEL-F	2 KMEL-F	2 KGO	2 KGO	2 KGO	2 KGO	2 KGO	2 KGO	2 KYLD-F	2 KGO
3 KOMF-F >	3 KMEL-F	3 KIOF-F	3 KBLX-F	3 KBLX-F	3 KBLX-F	3 KBLX-F	3 KBLX-F	3 KBLX-F	3 KGO	2 KGO
4 KOT-FF >	4 KOT-FF	4 KOT-FF	4 KOT-FF	4 KOT-FF	4 KOT-FF	4 KOT-FF	4 KOT-FF	4 KOT-FF	4 KOT-FF	4 KOT-FF
5 KIOF-F	5 KIOF-F	5 KIOF-F	5 KIOF-F	5 KIOF-F	5 KIOF-F	5 KIOF-F	5 KIOF-F	5 KIOF-F	5 KIOF-F	5 KIOF-F
6 KILC-F	6 KILC-F	6 KILC-F	6 KILC-F	6 KILC-F	6 KILC-F	6 KILC-F	6 KILC-F	6 KILC-F	6 KILC-F	6 KILC-F
7 KOT-FF	7 KOT-FF	7 KOT-FF	7 KOT-FF	7 KOT-FF	7 KOT-FF	7 KOT-FF	7 KOT-FF	7 KOT-FF	7 KOT-FF	7 KOT-FF

12+ FM Share (Metro): 69.14% ( 4859 of 7028 ) ( Fall 95: 65.23% )

12+ Metro	Format	Fall 96	1/4 Share	Sum	Spq	Win	Fal	4-Book Avg	12+ Metro	Spq	Fal	12+ TSA Revenue
1 KGO	T	573 / 6.9		6.8	6.8	6.8	6.8	6.8	6.8	6.8	6.8	11474
2 KCBS	N/T	381 / 4.6		4.8	4.8	4.8	4.8	4.8	4.8	4.8	4.8	10532
3 KYLD-F	U/CHR	357 / 4.3		3.8	3.7	3.6	3.7	3.6	3.7	3.6	3.6	7156
4 KMEL-F	CHR/U	355 / 4.3		4.2	4.1	4.1	4.2	4.1	4.2	4.1	4.2	6633
5 KOT-FF	SAC	330 / 4.0		3.8	3.4	3.8	3.8	3.8	3.8	3.8	3.8	6648
6 KNBR	SPRTS	288 / 3.5		3.6	3.6	3.6	3.6	3.6	3.6	3.6	3.6	7173
7 KFRC-FF	AOR-P	285 / 3.5		4.2	3.8	3.5	3.7	3.7	3.7	3.5	3.5	5877
8 KFOG-FF	AOR-P	276 / 3.3		3.2	3.7	2.9	3.3	3.3	3.3	3.3	3.3	5527
9 KBLX-F	J	275 / 3.3		2.7	3.0	2.6	3.0	3.0	3.0	3.0	3.0	4106
10 KIOF-F	AC	274 / 3.3		3.2	3.7	3.3	3.4	3.4	3.4	3.4	3.4	5577
11 KDFC-F	J	272 / 3.3		3.5	3.9	2.8	3.5	3.5	3.5	3.5	3.5	4774
12 KDFC-F	CL	227 / 2.8		2.7	2.7	2.8	2.7	2.7	2.7	2.7	2.7	4174
13 KITS-F	AOR-NR	199 / 2.4		2.4	2.5	2.8	2.5	2.5	2.5	2.5	2.5	4798
14 KSJO-F	AOR	198 / 2.4		2.2	1.6	2.0	2.0	2.0	2.0	2.0	2.0	3661
15 KSFO	T	195 / 2.4		2.8	2.2	1.8	2.3	2.3	2.3	2.3	2.3	2732
16 KSBG-F	O-70s	183 / 2.2		2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	4613
17 KSBG-F	AC-NR	175 / 2.1		2.2	1.3	1.6	1.3	1.3	1.3	1.3	1.3	4394
18 KILC-F	AC-NR	175 / 2.1		2.2	1.3	1.6	1.3	1.3	1.3	1.3	1.3	4394
19 KOMF-F	AOR	165 / 2.0		1.9	2.3	2.2	2.2	2.2	2.2	2.2	2.2	4026
20 KABL	ST	148 / 1.8		2.0	1.9	2.0	2.0	2.0	2.0	2.0	2.0	2345
21 KBAY-F	SAC	135 / 1.6		1.7	1.9	1.7	1.5	1.7	1.7	1.7	1.7	2984
22 KSNAN-F	C	133 / 1.6		2.4	1.7	1.9	2.2	1.9	1.9	1.9	1.9	3128
23 KPX-FF	N	108 / 1.3		1.4	1.4	1.3	1.3	1.3	1.3	1.3	1.3	2717
24 KYCY-F	C	100 / 1.2		1.4	1.4	1.9	1.4	1.4	1.4	1.4	1.4	2420
25 KLOK	SP	94 / 1.1		1.5	2.0	1.6	2.0	1.6	1.6	1.6	1.6	1564
26 KEZR-F	AC/CHR	90 / 1.1		1.4	1.4	0.7	1.0	1.3	1.3	1.3	1.3	2278
27 KUPX-F	CL AOR	83 / 1.0		0.7	0.6	0.6	0.7	0.7	0.7	0.7	0.7	2282
28 KNEW	C	79 / 1.0		1.0	0.8	0.8	0.8	0.8	0.8	0.8	0.8	1484

Arbitron Rank: 4 Pop (12+)	5,445,800
MSA Rank:	28 (SF)/21 (Oakland)
MSA Pop:	5,050,000
DMA:	5
Average Persons Rating:	15.1
Market TSL in Hours:	20.25
Stations	52 / 50
Diaries:	7,573/719-1/54.0%
Sample Target:	5,100
% Below Line:	0.8
% Not Listed:	14.8
Pop per Station:	108,916
Last Year's Revenue:	\$198,000,000
Household Income:	\$55,679
Retail Dollars:	\$59.1 Bil.
#1 Billing:	KGO \$27,800,000
#1 Billing Portfolio:	Evergreen dup+ \$40,000,000

FM Stations

KBZT	94.9	22 kw @ 702	Oldies	Jefferson-Pixt	\$105.00	Banner	Jefferson-Pixt	Tijuana
KFMB	100.7	30kw @ 520	AC/CHR	Midwest TV	\$83.00	Mc-Guid	Midwest TV	Tijuana
KFSD	94.1	100 kw @ 540	Classical	Nationwide	\$100.00	Mc-Guid	Nationwide	Tijuana
KGB	101.5	50 kw @ 500	Classic AOR	Jacor	\$144.00	CBS	Jacor	Tijuana
KHTS	93.3	1.8 kw @ 1886	CHR	Jacor	NA	---	Jacor	Tijuana
KIFM	98.1	28 kw @ 640	Jazz	Jefferson-Pixt	\$138.00	CBS	Jefferson-Pixt	Tijuana
KIOZ	105.3	29 kw @ 520	AOR	Jacor	\$94.00	Katiz	Jacor	Tijuana
KKBH	102.9	32 kw @ 617	AC	Jacor	\$70.00	Group W	Jacor	Tijuana
KKLQ	106.5	50 kw @ 440	CHR/AC	Jacor	\$176.00	Katiz	Jacor	Tijuana
KOWF	92.1	0.17 kw @ 1024	Country	Astor	NA	---	Astor	Escondido
KPLN	103.7	36 kw @ 578	AOR/AC	SFX	\$65.00	D&R	SFX	Oceanside
KSON	97.3	50 kw @ 440	Country	Jefferson-Pixt	\$230.00	Banner	Jefferson-Pixt	Oceanside
KXST	102.1	9.5 kw @ 980	AC	Jacor	\$77.00	Katiz	Jacor	Oceanside
KYXY	96.5	41 kw @ 540	AC	SFX	\$145.00	D&R	SFX	Oceanside
XHKY	99.3	25 kw @ 328	Hispanic	Jacor	\$40.00	Katiz Hisp.	Jacor	Tijuana
XHRM	92.5	50 kw @ 650	AOR-Prog.	Jacor	\$58.00	Century	Jacor	Tijuana
XHTZ	90.3	93 kw @ 840	CHR	Jacor	\$101.00	Eastman	Jacor	Tijuana
XLTN	104.5	57 kw @ 721	Hispanic	Jacor	NA	Katiz Hisp.	Jacor	Tijuana
XTIM	91.7	25 kw @ 460	Hispanic	Jacor	NA	---	Jacor	Tijuana
XTRA	91.1	100 kw @ 791	New Rock	Jacor	\$136.00	Allied	Jacor	Tijuana

SAN DIEGO

Notes: There is no TSA for San Diego. 7/96 KMKX-F changed calls to KPLN-F ("The Planet"). 7/96 KBAX-F changed calls to KSYF-F ("107.3"). 8/96 KCEO/KUPR-F were sold to Nationwide (D) for \$32,000,000. 9/96 KHTS-F dropped simulcast of WFLZ-F Tampa for CHR/Urban format as "Radio 93.3". 9/96 Gannett sold these stations to Jacor (D+): KSDO for \$15,000,000; KKBH-F for \$20,000,000 (MVP); Stevens. 10/96 Par sold these stations to Jacor (D+): KCBQ for \$1,200,000; KIOZ-F for \$25,700,000; KKLQ-F for \$41,000,000; KOGO for \$4,100,000 (Kall). 10/96 Nationwide traded KPOP/KGB-F to Jacor (D+) for KOPA/KSLX-F Phoenix (Stevens). 11/96 KUPR changed format from Prog. AOR to Country. 11/96 KKLQ-F changed from CHR/AC to CHR. 1/97 KOWF-F changed from Country to Classical (from SW Network) after Fall survey. 1/97 KFSD-F changed from Classical to Oldies as KXGL-F ("The Eagle").

Jim Duncan  
Comments: KIFM-F bounced back nicely from its terrible Summer book. KHTS-F has become a factor with a 3.3 share. KFSD-F had its best book in over two years: just in time for the format change, a change which I find very disappointing and disturbing.

Station	Power	Service	Call	Value	Company
KFMB	760	5 kw/50 kw (DA-N)	Full Service	CBS \$133.00	Mc-Guid
KOGO	600	5 kw (DA-1)	Talk	CNN \$38.00	Katz
KPOP	1360	5 kw/1 kw	Standards	CBS \$44.00	Jacor
KSDO	1130	10 kw (DA-2)	News/Tak	ABC \$149.00	Group W
KSPA	1450	1 kw	Standards	NA	Astor
XTRA	690	50 kw (DA-2)	Sports	ABC, CBS \$125.00	Allied
Escondido					
Tijuana					

AM Stations

Station	Share	Revenue
Jacor	39.1 %	27.4 %
KGB-FM, XTRA-FM, KXST-FM, KSDO-AM, KPOP-AM, KOGO-AM, KQLQ-FM, XTRA-FM, KHTS-FM, KKBH-FM	25.0 %	27.4 %
Jefferson-Pilot	20.7 %	14.7 %
KSON-FM, KIFM-FM, KDDZ-AM, KBZT-FM	18.0 %	14.7 %
Nationwide	4.4 %	5.0 %
KUPR-FM, KFSD-FM	4.2 %	5.0 %
SFX	10.0 %	9.8 %
KPLN-FM, KXYX-FM	11.8 %	9.8 %
Totals	56.9 %	59.0 %

Consolidation Report

Format	AM	FM	Total	%	Spr 96
AC	0 (0)	425 (3)	425 (3)	13.4 %	13.3 %
AOR/Classic/NR	0 (0)	459 (6)	459 (6)	14.5 %	18.0 %
Black/Urban	0 (0)	17 (1)	17 (1)	0.5 %	0.0 %
CHR	0 (0)	439 (3)	439 (3)	13.9 %	12.9 %
Classical	0 (0)	147 (1)	147 (1)	4.6 %	3.8 %
Country	0 (0)	281 (3)	281 (3)	8.9 %	9.1 %
Full Service	162 (1)	0 (0)	162 (1)	5.1 %	6.3 %
Hispanic	89 (4)	160 (5)	249 (9)	7.9 %	6.6 %
Jazz	0 (0)	153 (1)	153 (1)	4.8 %	3.6 %
News/Talk	359 (6)	0 (0)	359 (6)	11.3 %	12.0 %
Oldies	0 (0)	224 (2)	224 (2)	7.1 %	6.9 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	22 (1)	12 (1)	34 (2)	1.1 %	0.6 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	84 (1)	0 (0)	84 (1)	2.7 %	2.1 %
Standards	133 (2)	0 (0)	133 (2)	4.2 %	4.8 %
Totals	849 (15)	2317 (26)	3166 (41)		

Station	Call	Power	Market	Share	Metro Cume	TSA AOH Cume
KCBQ	T	1170	San Diego	0.3	1.2	1.2
KCEO	T	1000	Vista	0.6	2.9	2.9
KPRZ	REL	1210	San Marcos	0.6	2.2	2.2
KSYF-F	AOR-NR	107.1	Falbrook	0.4	1.0	1.0
KUPR-F	C	95.7	Carlsbad	0.8	3.3	3.3
KURS	SP	1040	San Diego	0.8	2.0	2.0
XEMO	SP	860	Tijuana	0.9	2.9	2.9
XHFG-F	SP	107.3	Tijuana	0.5	1.3	1.3
KKBT-F	B	92.3	Los Angeles	0.5	1.9	1.9
KVAR-F	SP	97.5	San Bernardino	0.4	0.9	0.9
KWVE-F	REL	107.9	San Clemente	0.3	1.4	1.4
XKAM	SP	950	Tijuana	0.3	0.7	0.7
XPRS	SP	1090	Rosario Beach	0.5	1.3	1.3

Other Rated Stations

Metro Cume Share Rating TSA AOH Cume

Station	12+ Metro	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KXXY-F	246 / 7.0	16.5	17.0	17.0	17.0
2 KSON-F	216 / 6.2	13.6	16.1	16.1	16.1
3 XHTZ-F	196 / 5.6	14.9	14.9	14.9	14.9
4 KFMB	162 / 4.6	15.3	9.7	9.7	9.7
5 KIFM-F	153 / 4.4	8.8	8.8	8.8	8.8
6 KFSD-F	147 / 4.2	7.9	7.9	7.9	7.9
7 KSDD	146 / 4.2	9.6	9.6	9.6	9.6
8 KBZT-F	144 / 4.1	11.2	11.2	11.2	11.2
9 KFMB-F	140 / 4.0	10.6	10.6	10.6	10.6
10 KKLQ-F	126 / 3.6	14.1	14.1	14.1	14.1
11 KHTS-F	117 / 3.3	4.1	4.1	4.1	4.1
12 XTRA-F	102 / 2.9	13.4	14.1	14.1	14.1
13 KPLN-F	98 / 2.8	8.5	8.5	8.5	8.5
14 KIOZ-F	95 / 2.7	7.4	7.4	7.4	7.4
15 KGB-F	94 / 2.7	10.0	10.0	10.0	10.0
16 KPOP	89 / 2.5	5.1	5.1	5.1	5.1
17 XTRA	84 / 2.4	8.7	8.7	8.7	8.7
18 KKBH-F	80 / 2.3	6.9	6.9	6.9	6.9
19 KFI	80 / 2.3	5.8	5.8	5.8	5.8
20 KGO	65 / 1.9	6.8	6.8	6.8	6.8
21 XHRM-F	55 / 1.6	9.9	9.9	9.9	9.9
22 XLTN-F	47 / 1.3	2.6	2.6	2.6	2.6
23 KSPA	44 / 1.3	1.6	1.6	1.6	1.6
24 XHKY-F	40 / 1.1	4.5	4.5	4.5	4.5
25 XTM-F	40 / 1.1	1.3	1.3	1.3	1.3
26 KXST-F	39 / 1.1	5.8	5.8	5.8	5.8
28 KOWF-F	36 / 1.0	3.6	3.6	3.6	3.6

12+ FM Share (Metro): 73.18 % ( 2317 of 3166 ) ( Fall 95: 73.24 % )

Station	12+ Metro	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KXXY-F	246 / 7.0	16.5	17.0	17.0	17.0
2 KSON-F	216 / 6.2	13.6	16.1	16.1	16.1
3 XHTZ-F	196 / 5.6	14.9	14.9	14.9	14.9
4 KFMB	162 / 4.6	15.3	9.7	9.7	9.7
5 KIFM-F	153 / 4.4	8.8	8.8	8.8	8.8
6 KFSD-F	147 / 4.2	7.9	7.9	7.9	7.9
7 KSDD	146 / 4.2	9.6	9.6	9.6	9.6
8 KBZT-F	144 / 4.1	11.2	11.2	11.2	11.2
9 KFMB-F	140 / 4.0	10.6	10.6	10.6	10.6
10 KKLQ-F	126 / 3.6	14.1	14.1	14.1	14.1
11 KHTS-F	117 / 3.3	4.1	4.1	4.1	4.1
12 XTRA-F	102 / 2.9	13.4	14.1	14.1	14.1
13 KPLN-F	98 / 2.8	8.5	8.5	8.5	8.5
14 KIOZ-F	95 / 2.7	7.4	7.4	7.4	7.4
15 KGB-F	94 / 2.7	10.0	10.0	10.0	10.0
16 KPOP	89 / 2.5	5.1	5.1	5.1	5.1
17 XTRA	84 / 2.4	8.7	8.7	8.7	8.7
18 KKBH-F	80 / 2.3	6.9	6.9	6.9	6.9
19 KFI	80 / 2.3	5.8	5.8	5.8	5.8
20 KGO	65 / 1.9	6.8	6.8	6.8	6.8
21 XHRM-F	55 / 1.6	9.9	9.9	9.9	9.9
22 XLTN-F	47 / 1.3	2.6	2.6	2.6	2.6
23 KSPA	44 / 1.3	1.6	1.6	1.6	1.6
24 XHKY-F	40 / 1.1	4.5	4.5	4.5	4.5
25 XTM-F	40 / 1.1	1.3	1.3	1.3	1.3
26 KXST-F	39 / 1.1	5.8	5.8	5.8	5.8
28 KOWF-F	36 / 1.0	3.6	3.6	3.6	3.6

Arbitron Rank: 14 Pop (12+)	2,251,000	Stations	41 / 34
MSA Rank:	13	Diaries:	3,502/643:1/51.6%
MSA Pop:	2,690,000	Sample Target:	3,270
DMA:	27	% Below Line:	5.5
Average Persons Rating:	15.6	% Not Listed:	9.6
Market TSL In Hours	20.75	Pop per Station:	66,206
Household Income:	\$43,167	Last Year's Revenue:	\$104,900,000
Retail Dollars:	\$22.8 Bil.	#1 Biller:	KSON-AF
#1 Billing Portfolio:			Jacor dup+ \$41,000,000



Notes: KSMG-F reclassified as AC (from Oldies) based on station description and audience analysis  
 Jim Duncan  
 Comments: KTFM-F broke into double-figures (10.2); its highest share in over two years. Listening to Country stations increased as compared to Spring - a rarity during this sweep

Format Performance		AM	FM	Total	%	Spr 96	Consolidation Report			
12+	25-54	Revenue								
AC	0 (0)	121 (2)	121 (2)	121 (2)	6.5 %	7.3 %	Clear Channel	14.9 %	15.5 %	25.3 %
AOR/Classic/NR	0 (0)	246 (3)	246 (3)	246 (3)	13.2 %	13.9 %	KTRR-AM, KOXT-FM, KAJA-FM, WOAI-AM	11.6 %	12.4 %	14.6 %
Black/Urban	0 (0)	85 (1)	85 (1)	85 (1)	4.6 %	4.8 %	Cox	11.6 %	12.4 %	14.6 %
CHR	0 (0)	208 (1)	208 (1)	208 (1)	11.2 %	10.4 %	Heffel/Clear Channel	13.7 %	14.7 %	16.5 %
Classical	0 (0)	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KROM-FM, KXTN-AM, KCOR-AM, KXTN-FM	13.7 %	14.7 %	16.5 %
Country	51 (2)	276 (4)	327 (6)	327 (6)	17.6 %	15.9 %	John Barger	6.6 %	8.4 %	5.2 %
Full Service	0 (0)	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KRIO-FM, KONO-FM, KONO-AM	12.2 %	12.7 %	15.6 %
Hispanic	102 (3)	262 (3)	364 (6)	364 (6)	19.6 %	19.0 %	Rusk	12.2 %	12.7 %	15.6 %
Jazz	0 (0)	58 (1)	58 (1)	58 (1)	3.1 %	2.9 %	KISS-FM, KSMG-FM, KLUP-FM	59.0 %	63.7 %	77.2 %
News/Talk	163 (2)	0 (0)	163 (2)	163 (2)	8.8 %	9.9 %				
Oldies	30 (1)	81 (2)	111 (3)	111 (3)	6.0 %	5.9 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	22 (2)	0 (0)	22 (2)	22 (2)	1.2 %	1.1 %				
Soft AC/EZ	0 (0)	95 (1)	95 (1)	95 (1)	5.1 %	4.6 %				
Sports	12 (1)	0 (0)	12 (1)	12 (1)	0.6 %	0.6 %				
Standards	48 (1)	0 (0)	48 (1)	48 (1)	2.6 %	3.7 %				
Totals	428 (12)	1432 (18)	1860 (30)							
AM Stations										
KCOR	1350	5 kw (DA-N)	Hispanic	\$32.00	Katz Hisp.	Heffel/Ct. Chnl				
KKXX	680	50 kw/10 kw (DA-N)	Country	\$41.00	Katz	Cox				
KLUP	930	5 kw/1 kw (DA-N)	Standards	\$24.00	CBS	Rusk				
KONO	860	5 kw/0.9 kw (DA-N)	See KONO-F							
KSAH	720	10 kw/1 kw (DA-2)	Hispanic	NA	Caballero					
KTSA	550	5 kw (DA-N)	Talk/News	\$61.00	Banner					
WOAI	1200	50 kw	News/Talk	\$81.00	Chntal	Clear Channel				
FM Stations										
KAJA	97.3	100 kw @ 98.4	Country	\$85.00	Chntal	Clear Channel				
KCJZ	106.7	100 kw @ 101.6	Jazz	\$45.00	Katz	Cox				
KCYR	100.3	100 kw @ 98.4	Country	\$129.00	Katz	Cox				
KISS	99.5	100 kw @ 111.1	AOR	\$91.00	CBS	Rusk				
KONO	101.1	100 kw @ 137.1	Oldies	\$42.00	Allied	Barger				
KOXT	101.9	100 kw @ 67.2	Soft AC	\$100.00	Ct Chnl	Clear Channel				
KRIO	94.1	22 kw @ 69.6	Hispanic	\$34.00	---	Barger				
KROM	92.9	100 kw @ 101.6	Hispanic	\$34.00	Katz Hisp.	Heffel/Ct. Chnl				
KSAL	96.1	100 kw @ 59.7	Urban	\$35.00	Eastman	Inner City				
KSMG	105.3	100 kw @ 125.0	AC	\$57.00	CBS	Rusk				
KTFM	102.7	100 kw @ 67.2	CHR	\$81.00	Banner					
KXTN	107.5	100 kw @ 147.0	Hispanic	\$155.00	Katz Hisp.	Heffel/Ct. Chnl				
KZEP	104.5	100 kw @ 66.0	Classic AOR	\$71.00	D&R	Lotus				

Station	Class	Power	City	Other Rated Stations	Share Rating	Metro Cume	TSA Cume
KRUC-F	C	98.3	Pearanton	KAMX-F	AC	94.7	LuIng
KOHL	B/G	1480	San Antonio	KEYL-F	O	103.5	San Marcos
KEDA	SP	1540	San Antonio	KROX-F	AOR-NR	101.5	Giddings
KNBT-F	C	92.1	New Braunfels				
KSLR	REL	630	San Antonio				
KTKR	SPRTS	760	San Antonio				
KWED	C	1580	Seguin				

Station	Class	Power	City	Other Rated Stations	Share Rating	Metro Cume	TSA Cume
1 KTFM-F	>>>	1	KISS-F	1 KISS-F	>	1	KISS-F
2 KTFM-F	>	2	KISS-F	2 KISS-F	>	2	KISS-F
3 KTFM-F	>	3	KISS-F	3 KISS-F	>	3	KISS-F
4 KTFM-F	>	4	KISS-F	4 KISS-F	>	4	KISS-F
5 KTFM-F	>	5	KISS-F	5 KISS-F	>	5	KISS-F
6 KTFM-F	>	6	KISS-F	6 KISS-F	>	6	KISS-F
7 KTFM-F	>	7	KISS-F	7 KISS-F	>	7	KISS-F
8 KTFM-F	>	8	KISS-F	8 KISS-F	>	8	KISS-F

12+ FM Share (Metro): 76.99% (1432 of 1860) (Fall 95: 77.17%)

Station	Class	Power	City	Other Rated Stations	Share Rating	Metro Cume	TSA Cume
1 KTFM-F	CHR	208 / 10.2		2895 / 24.1	23.0	24.5	311.4
2 KXTN-F	SP	155 / 7.6		2028 / 16.9	15.2	20.0	248.5
3 KISS-F	AOR	142 / 7.0		2109 / 17.5	19.4	16.6	246.6
4 KCY-F	C	136 / 6.7		2081 / 17.3	16.7	18.1	245.9
5 KAJA-F	C	121 / 5.9		1997 / 16.6	17.5	16.6	233.2
6 KSMG-F	AC	106 / 5.2		1869 / 15.5	17.3	14.5	210.0
7 KONO-AF	O	101 / 5.0		1629 / 13.5	13.4	12.5	206.4
8 KOXT-F	SAC	95 / 4.7		1576 / 13.1	11.8	12.8	162.2
9 KZEP-F	CL AOR	92 / 4.5		1532 / 12.7	11.6	11.3	178.2
10 KTSA	T	88 / 4.3		1059 / 8.8	9.4	9.9	141.8
11 KSJL-F	U	85 / 4.2		1146 / 9.5	8.3	9.1	122.3
12 KROM-F	SP	75 / 3.7		823 / 6.8	6.3	6.7	88.7
14 KCJZ-F	J	58 / 2.8		979 / 8.1	7.6	8.4	108.6
15 KCOR	SP	49 / 2.4		597 / 5.0	5.3	3.5	60.6
16 KLUP	ST	43 / 2.1		629 / 5.2	5.8	5.2	71.0
17 KKXX	C	48 / 2.1		562 / 4.7	4.5	5.6	100.0
18 KSAH	SP	35 / 1.7		394 / 3.3	2.8	1.7	43.8
19 KRIO-F	SP	32 / 1.6		692 / 5.8	8.0	8.7	74.8

Station	Class	Power	City	Other Rated Stations	Share Rating	Metro Cume	TSA Cume	
Arbitron Rank: 34	Pop (12+)	1,203,100	Stations	30 / 27	Diaries:	2,701/445:1/47.7%	Household Income:	\$35,697
MSA Rank:	37	Sample Target:	2,490	Retail Dollars:	\$12.7 Bil.	Household Income:	\$35,697	
MSA Pop:	1,480,000	Sample Target:	2,490	Retail Dollars:	\$12.7 Bil.	Household Income:	\$35,697	
DMA:	37	% Below Line:	1.8	#1 Biller:	KXTN-AF	\$7,600,000	#1 Billing Portfolio:	
Average Persons Rating:	16.9	% Not Listed:	8.7	#1 Billing Portfolio:				
Market TSL In Hours:	22.25	Pop per Station:	44,559	Clear Channel dup+:	\$14,600,000			

Consolidation Report		12+	25-54	Revenue				
Local - 1	32.6 %	32.6 %	38.6 %					
Local - 2	18.5 %	17.8 %	10.3 %					
KDKS-FM, KFLO-AM, KTKL-FM, KOKA-AM								
KEEL-AM, KITT-FM, KRUF-FM, KVKI-FM, KWKH-AM								
KDKS-FM, KFLO-AM, KTKL-FM, KOKA-AM								
51.1 %								
50.4 %								
48.9 %								
AM Stations								
KEEL	710	50 kw/5 kW (DA-2)	Tak/Fs	CNN, TARN	\$24.00	Katz	KVKI-F owner	
KOKA	980	5 kw/80 w	Gospel	AURN, Westwd	\$20.00	K&P	KDKS-F owner	
KWKH	1130	50 kw (DA-N)	Tak	Westwd	\$ NA	Christal	KVKI-F owner	
FM Stations								
KDKS	103.7	6 kw @ 328	Black	ABC	\$22.00	K&P		Haughton
KITT	93.7	100 kw @ 1010	Country	ABC, CNN, Westwd	\$30.00	Katz	KVKI-F owner	
KLKL	92.1	3.3 kw @ 298	Oldies	ABC	\$<20.00	K&P	KDKS-F owner	Benton
KMJU	99.7	50 kw @ 462	Black	Westwd	\$34.00	Mc-Guid	SunGroup	
KRMD	101.1	100 kw @ 1118	Country	Country	\$70.00	Eastman	Capstar	
KRUF	94.5	100 kw @ 1296	CHR	Westwd	\$ NA	Katz	KVKI-F owner	
KTAL	98.1	100 kw @ 1361	AOR	AOR	\$25.00	Banner		Texarkana
KTUX	98.9	100 kw @ 718	AOR-New Rock	AOR-New Rock	\$<20.00	Banner		
KVKI	96.5	100 kw @ 797	AC	AC	\$36.00	K&P		

Notes: 7/96 KWKH-F changed from Country to CHR ... 11/96 KWKH-F changed calls to KRUF-F (The station's called "The Big Dawg" on the air) ... 11/96 Benchmark sold KRMD-AF to Capstar for \$13,200,000 ... 1/97 KIOU sold to Gary Acker for \$70,500 (Fischer)

# SHREVEPORT

**Arbitron Rank: 127 Pop (12+)** 307,900     **Stations** 16 / 16  
**MSA Rank:** 126     **Diaries:** 920/335:1/46.9%  
**MSA Pop:** 381,000     **Sample Target:** 940  
**DMA:** 76     **% Below Line:** 0.0  
**Average Persons Rating:** 15.6     **% Not Listed:** 8.9  
**Market TSL in Hours:** 21.50     **Pop per Station:** 19,244  
**Last Year's Revenue:** \$11,400,000     **Household Income:** \$33,683  
**Retail Dollars:** \$3.7 Bil.  
**#1 Billing:** KRM-D-AF \$3,500,000  
**#1 Billing Portfolio:** KVKI-F, etc. dup+ \$5,900,000

12+ Metro	Format	1/4 Share	Fall 96			12+ Metro	Spg	Fall	4-Book	12+ Metro	Spg	Fall	12+ TSA Revenue
			Sum	Spg	Win								
12 KTUX-F	AOR-NR	12 / 2.5	4.8	4.7	5.2	3.7	4.3	236 / 7.7	236	7.7	8.7	8.7	466
11 KWKH	T	14 / 2.9	2.9	1.5	3.6	3.2	2.7	290 / 9.4	290	9.4	7.2	7.2	465
10 KTLK-F	O	15 / 3.1	2.7	3.4	3.0	4.5	3.1	292 / 9.5	292	9.5	8.8	9.0	334
9 KTAL-F	AOR	25 / 5.2	3.7	5.2	4.8	4.5	4.7	340 / 11.1	340	11.1	10.4	11.3	570
8 KEEL	T	27 / 5.6	6.0	5.8	6.2	6.5	5.9	329 / 10.7	329	10.7	10.9	12.6	548
7 KDKS-F	B	35 / 7.3	9.8	11.4	6.4	8.9	8.7	474 / 15.4	474	15.4	20.0	18.8	536
6 KTT-F	C	35 / 7.3	6.0	5.6	7.4	5.8	6.6	500 / 16.2	500	16.2	11.3	13.4	730
5 KOKA	G/B	36 / 7.5	5.2	4.5	7.4	7.8	6.1	342 / 11.1	342	11.1	9.0	11.6	382
4 KRUF-F	CHR	38 / 7.9	7.3	4.9	4.2	3.7	6.1	562 / 18.2	562	18.2	12.9	13.0	1050
3 KVKI-F	AC	43 / 8.9	11.6	11.2	10.4	11.4	10.5	597 / 19.4	597	19.4	23.2	24.0	912
2 KRM-D-F	C	67 / 13.9	15.4	14.2	10.3	14.8	7.9	798 / 25.9	798	25.9	27.3	23.3	1227
1 KMJ-F	B	82 / 17.0	15.2	14.4	18.2	19.0	16.2	718 / 23.3	718	23.3	25.0	26.4	1181

12+ FM Share (Metro): 80.82% ( 354 of 438 ) ( Fall 95: 79.52% )

Teens	18-34	18-49	25-49	25-54	35+	12+ A-M-D	12+ Mid	12+ PM-D	12+ Eve	Overnight
1 KMJ-F	1 KMJ-F >	1 KMJ-F	1 KMJ-F <	1 KRM-D-F	1 KRM-D-F	1 KRM-D-F	1 KRM-D-F	1 KMJ-F	4 KMJ-F >>	1 KMJ-F
2 KRUF-F >>>	2 KRM-D-F	2 KRM-D-F	2 KRM-D-F	2 KOKA	2 KOKA	2 KMJ-F >	2 KMJ-F >	2 KRM-D-F >	2 KDKS-F	2 KDKS-F
3 KVKI-F	3 KVKI-F	3 KVKI-F	3 KVKI-F	3 KTT-F	3 KTT-F	3 KVKI-F >	3 KVKI-F >	3 KVKI-F >	3 KRUF-F <	3 KOKA <
4 KDKS-F	4 KDKS-F	4 KDKS-F	4 KDKS-F	4 KDKS-F	4 KDKS-F	4 KTT-F <	4 KEEL <	4 KRUF-F	4 KOKA	4 KRUF-F
5 KDKS-F	5 KDKS-F	5 KTL-F <	5 KTL-F <	5 KTT-F	5 KEEL <	5 KOKA	5 KTT-F >	5 KOKA	5 KRM-D-F	5 KRM-D-F
6 KTT-F	6 KTT-F >>	6 KTT-F	6 KTT-F	6 KVKI-F >	6 KVKI-F >	6 KDKS-F <	7 KRUF-F			
Men 18-24	Men 18-34	Men 18-49	Men 18-24	Men 18-24	Men 18-24	Men 18-24	Men 18-24	Men 18-49	Men 18-49	Men 25-54
1 KMJ-F >	1 KMJ-F >	1 KMJ-F	1 KMJ-F >>	1 KMJ-F >>	1 KMJ-F >>	1 KMJ-F >	1 KMJ-F >	1 KMJ-F >	1 KMJ-F >	1 KRM-D-F
2 KRM-D-F	2 KRM-D-F	2 KVKI-F	2 KRM-D-F <	2 KRM-D-F	2 KDKS-F	2 KRM-D-F	2 KRUF-F >>	2 KRAL-F	2 KRM-D-F <	2 KMJ-F
3 KVKI-F >	3 KVKI-F >	3 KVKI-F >	3 KVKI-F >	3 KVKI-F	3 KVKI-F	3 KRM-D-F	3 KRM-D-F	3 KRAL-F	3 KRAL-F	3 KRAL-F
4 KDKS-F >>>	4 KDKS-F	4 KDKS-F >>	4 KDKS-F >	4 KDKS-F >	4 KDKS-F >	4 KRAL-F	4 KRAL-F	4 KRUF-F >	4 KDKS-F <	4 KTT-F <
5 KVKI-F	5 KVKI-F	5 KDKS-F >>	5 KDKS-F >	5 KDKS-F >	5 KDKS-F >	5 KOKA	5 KDKS-F >	5 KRUF-F	5 KTT-F <	5 KVKI-F
6 KRUF-F >>	6 KRUF-F >>	6 KRUF-F >>	6 KRUF-F >	6 KRUF-F >	6 KRUF-F >	6 KOKA	6 KDKS-F >	6 KRUF-F	6 KRUF-F	6 KEEL

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	43 (1)	43 (1)	9.8%	12.4%
AOR/Classic/NR	0 (0)	37 (2)	37 (2)	8.4%	11.0%
Black/Urban	0 (0)	117 (2)	117 (2)	26.7%	28.6%
CHR	0 (0)	38 (1)	38 (1)	8.7%	0.0%
Classical	0 (0)	0 (0)	0 (0)	0.0%	0.0%
Country	2 (1)	102 (2)	104 (3)	23.7%	31.4%
Full Service	0 (0)	0 (0)	0 (0)	0.0%	0.0%
Hispanic	0 (0)	0 (0)	0 (0)	0.0%	0.0%
Jazz	0 (0)	0 (0)	0 (0)	0.0%	0.0%
News/Talk	41 (2)	0 (0)	41 (2)	9.4%	6.4%
Oldies	0 (0)	15 (1)	15 (1)	3.4%	3.8%
Others/Unknown	2 (1)	0 (0)	2 (1)	0.5%	0.5%
Religion/Gospel	39 (2)	2 (1)	41 (3)	9.4%	6.0%
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0%	0.0%
Sports	0 (0)	0 (0)	0 (0)	0.0%	0.0%
Standards	0 (0)	0 (0)	0 (0)	0.0%	0.0%
Totals	84 (6)	354 (10)	438 (16)		

Other Rated Stations	Share	Rating	AQH	Cume	TSA		
KASO	?	1420	Minden	0.4	2.1	2	63
KFLO	REL	1300	Shreveport	0.6	2.4	3	75
KRMD	C	1340	Shreveport	0.4	2.7	2	98
KWHN-F	REL	105.5	Haynesville	0.4	1.3	6	82

SEATTLE-TACOMA

Format Performance AM FM Total % Spt 96 Consolidation Report 12+ 25-54 Revenue

Format	AM	FM	Total	%	Spt 96
AC	0 (0)	170 (2)	170 (2)	4.7 %	4.9 %
AOR/Classic/NR	0 (0)	595 (4)	595 (4)	16.5 %	17.8 %
Black/Urban	0 (0)	105 (1)	105 (1)	2.9 %	2.1 %
CHR	0 (0)	381 (2)	381 (2)	10.5 %	11.8 %
Classical	0 (0)	194 (1)	194 (1)	5.4 %	4.4 %
Country	12 (2)	398 (3)	410 (5)	11.3 %	11.3 %
Full Service	147 (1)	0 (0)	147 (1)	4.1 %	4.4 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	100 (1)	100 (1)	2.8 %	2.6 %
News/Talk	551 (3)	103 (1)	654 (4)	18.1 %	17.7 %
Oldies	6 (1)	348 (2)	354 (3)	9.8 %	9.8 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	36 (2)	75 (1)	111 (3)	3.1 %	2.9 %
Soft AC/EZ	0 (0)	117 (1)	117 (1)	3.2 %	3.1 %
Sports	84 (1)	0 (0)	84 (1)	2.3 %	3.3 %
Standards	193 (1)	0 (0)	193 (1)	5.3 %	4.1 %
<b>Totals</b>	<b>1029 (11)</b>	<b>2586 (19)</b>	<b>3615 (30)</b>		

**AM Stations**

Station	Power	Program	Station	Power	Program
KBSG	1210	27.5 kw/10 kw (DA-2)	See KBSG-F		
KIRO	710	50 kw (DA-N)	News/Talk		
KIXI	880	50 kw/10 kw (DA-2)	Standards		
KJR	950	5 kw (DA-N)	Sports		
KMPS	1300	5 kw (DA-N)	See KMPS-F		
KMNW	770	50 kw/5 kw (DA-2)	News		
KOMO	1000	50 kw (DA-N)	Full Service		
KVI	570	5 kw	Talk		

**FM Stations**

Station	Power	Program	Station	Power	Program
KBS	106.1	58 kw @ 2343	A/C/Urban		
KBSG	97.3	55 kw @ 2393	Oldies		
KCMS	105.3	115 kw @ 722	Religion		
KING	98.1	58 kw @ 2343	Classical		
KIRO	100.7	100 kw @ 736	Talk		
KISW	99.9	100 kw @ 1448	AOR		
KJR	95.7	100 kw @ 1180	Oldies-70's		
KLSY	92.5	58 kw @ 2343	AC		
KMPS	94.1	58 kw @ 2343	Country		
KMTT	103.7	58 kw @ 2343	AOR-Prog		
KNDP	107.7	100 kw @ 1194	AOR-New Rock		
KPLZ	101.5	100 kw @ 1200	CHR/AC		
KRWM	106.9	100 kw @ 819	Soft AC		
KUBE	93.3	100 kw @ 1290	CHR		
KWJZ	98.9	100 kw @ 1110	Jazz		
KVCW	96.5	100 kw @ 1223	Country		
KZOK	102.5	100 kw @ 1194	Classic AOR		

Notes: 9/96 KKMO (1360; Tacoma) sold by Jim Blaine to John Douglas (semi-D) for \$900,000 (Moncalm) ... 12/96 KMPS (AM) sold by American Radio Systems to Salem (D) for \$2,000,000 (Stevens) ... 1/97 Bonneville traded KIRO-A/F/KMNW (+ KCMO-AF/KLTH-F/KMBZ Kansas City & \$5,000,000) to Entercom for KLD-F-Houston ...

Jim Duncan Comments: KVI had its highest 12+ share since Spring 95 ... FM share climbed to 71% ... KING-F had its highest share since Winter 95 ... Country listening is steady ... KIRO-F had its best share (as a talk station) ever ... KNDP-F resumed its downward trend

KCIS	REL	630	Edmonds	0.3	1.7	15	501
KGW	REL	820	Burien	0.5	1.9	24	545
KBY-AM	C	104.9	Puyallup	0.6	1.2	29	396
KXXO-F	AC	96.1	Olympia	0.6	1.4	31	506

Other Stations		Metro Cume		TSA		AQH Cume	
1	KIRO >	1	KIRO >	1	KIRO >	1	KOMO >
2	KVI >	2	KVI >	2	KVI >	2	KIRO >
3	KXII >	3	KXII >	3	KXII >	3	KMPS-AF >
4	KZOK-F >	4	KZOK-F >	4	KZOK-F >	4	KMPS-AF >
5	KING-F >	5	KING-F >	5	KING-F >	5	KMPS-AF >
6	KOMO >	6	KOMO >	6	KOMO >	6	KMPS-AF >
7	KMPS-AF >	7	KMPS-AF >	7	KMPS-AF >	7	KMPS-AF >
8	KVI >	8	KVI >	8	KVI >	8	KMPS-AF >
9	KYCW-F >	9	KYCW-F >	9	KYCW-F >	9	KMPS-AF >
10	KLSY-F >	10	KLSY-F >	10	KLSY-F >	10	KMPS-AF >

Teens	18-24	18-34	18-49	25-49	25-54	35+	12+ AM/D	12+ MID	12+ PMD	12+ Eve	Overnight
1	KIRO >	1	KIRO >	1	KIRO >	1	KIRO >	1	KIRO >	1	KIRO >
2	KMPS-AF >	2	KMPS-AF >	2	KMPS-AF >	2	KMPS-AF >	2	KMPS-AF >	2	KMPS-AF >
3	KZOK-F >	3	KZOK-F >	3	KZOK-F >	3	KZOK-F >	3	KZOK-F >	3	KZOK-F >
4	KMPS-AF >	4	KMPS-AF >	4	KMPS-AF >	4	KMPS-AF >	4	KMPS-AF >	4	KMPS-AF >
5	KMPS-AF >	5	KMPS-AF >	5	KMPS-AF >	5	KMPS-AF >	5	KMPS-AF >	5	KMPS-AF >
6	KMPS-AF >	6	KMPS-AF >	6	KMPS-AF >	6	KMPS-AF >	6	KMPS-AF >	6	KMPS-AF >
7	KMPS-AF >	7	KMPS-AF >	7	KMPS-AF >	7	KMPS-AF >	7	KMPS-AF >	7	KMPS-AF >
8	KMPS-AF >	8	KMPS-AF >	8	KMPS-AF >	8	KMPS-AF >	8	KMPS-AF >	8	KMPS-AF >
9	KMPS-AF >	9	KMPS-AF >	9	KMPS-AF >	9	KMPS-AF >	9	KMPS-AF >	9	KMPS-AF >
10	KMPS-AF >	10	KMPS-AF >	10	KMPS-AF >	10	KMPS-AF >	10	KMPS-AF >	10	KMPS-AF >

12+ FM Share (Metro): 71.54 % ( 2586 of 3615 ) ( Fall 95: 69.14 % )

12+ Metro	Format	1/4 Share	Fall 96	Sum	Spq	Win	Fal	4-Book Avg	12+ Metro Cume / Rtg.	Spq	Fal	12+ TSA Revenue	AQH / Cume Level
1	N/T	283 / 6.9	7.6	7.1	5.6	8.8	8.8	5.6	5319 / 19.4	20.7	28.9	299 / 5680	1
2	C	243 / 5.9	6.0	5.4	4.6	4.3	5.5	4.3	3645 / 13.3	13.3	10.9	264 / 4106	1
3	CHR	234 / 5.7	6.0	5.7	6.6	6.1	6.0	6.0	4671 / 17.0	16.6	15.7	252 / 5072	G
4	T	228 / 5.6	4.7	5.5	5.0	5.2	5.2	5.2	2674 / 9.7	9.6	9.1	237 / 2792	G
5	O	213 / 5.2	5.5	5.0	5.4	5.4	5.4	5.4	4625 / 16.9	15.7	15.2	246 / 5200	I
6	CL	194 / 4.7	4.1	4.0	4.3	4.2	4.2	4.2	3036 / 11.1	9.5	10.2	215 / 3189	E
7	ST	193 / 4.7	4.3	3.6	4.3	4.3	4.6	4.6	2505 / 9.1	8.5	8.1	205 / 2725	D
8	AOR	154 / 3.8	3.5	4.1	3.4	3.4	3.7	3.7	2288 / 8.3	9.2	8.8	171 / 2526	D
9	CL AOR	154 / 3.8	3.8	4.2	4.4	4.2	4.0	4.0	2834 / 10.3	11.0	10.6	158 / 2951	H
10	AOR-NR	152 / 3.7	4.3	4.3	4.5	4.5	4.3	4.3	3261 / 11.9	13.0	13.4	187 / 3512	G
11	CHR/RAC	147 / 3.6	3.6	4.7	4.0	4.0	4.0	4.0	3289 / 12.0	14.4	11.8	153 / 3473	G
12	KOMO	146 / 3.6	3.1	3.9	3.7	3.7	3.7	3.7	3758 / 13.7	11.7	11.4	104 / 4104	F
13	AC	146 / 3.6	4.0	3.7	3.4	3.7	3.7	3.7	3050 / 11.1	9.8	9.8	151 / 3244	G
14	KYCW-F	144 / 3.5	3.4	4.6	3.0	3.7	3.7	3.7	2352 / 8.6	9.0	6.7	158 / 2589	F
15	O-70s	141 / 3.4	3.5	3.6	4.7	4.1	3.8	3.8	3027 / 11.0	12.0	12.7	161 / 3432	G
16	AOR-P	135 / 3.3	4.0	3.1	3.3	3.9	3.4	3.4	2263 / 8.2	7.5	7.5	138 / 2362	G
17	SAC	117 / 2.9	2.0	2.7	2.2	2.9	2.4	2.4	1964 / 7.2	7.3	7.0	118 / 2018	E
18	BAC	105 / 2.6	3.0	1.7	2.1	3.6	2.3	2.3	2541 / 9.3	6.1	8.6	107 / 2702	F
19	T	103 / 2.5	2.1	2.1	1.5	2.2	2.2	2.2	1767 / 6.4	5.7	4.8	104 / 1849	D
20	J	100 / 2.4	2.9	2.3	2.5	2.2	2.5	2.5	1810 / 6.6	5.0	5.6	107 / 1869	D
21	SPRIS	84 / 2.0	1.8	2.9	2.4	1.8	2.3	2.3	1746 / 6.4	11.6	6.9	92 / 1889	D
22	REL	75 / 1.8	1.6	1.4	1.9	1.6	1.7	1.7	1404 / 5.1	4.5	4.3	76 / 1473	B
23	KNWX	N	1.0	0.9	0.7	0.8	0.9	0.9	1443 / 5.3	3.9	4.1	40 / 1446	B

Arbitron Rank: 13 Pop (12+)	2,744,800	Stations	30 / 30	Last Year's Revenue:	\$123,000,000
MSA Rank:	22-Seattle; 80-Tacoma	Diarles:	3,862/711:1/50.9%	Household Income:	\$50,136
MSA Pop:	3,310,000	Sample Target:	3,690	Retail Dollars:	\$31.8 Bill
DMA:	12	% Below Line:	0.0	#1 Biller:	KIRO-AF \$18,000,000
Average Persons Rating:	14.9	% Not Listed:	11.8	#1 Billing Portfolio:	Entercom dup+ \$47,500,000
Market TSL in Hours:	19.75	Pop per Station:	91,493		

Notes: WSOX reclassified as Black Gospel (B/G) from Black ... 9/96 WSGO-F sold to Point/Dick Verne (D) for \$700,000 ... 9/96 WEAS-AF sold by E.D. Rivers' family to Ogeechee (E. Esserman) for \$3,700,000 (Crisler) ... 1/97 WGOO-F sold by Clark to Adventure (D+) for \$2,400,000 (Serain)

Jim Duncan  
 Comments: Overall radio listening is down by nearly two full rating points versus last year -- a serious decline ... WZAT-F posted its highest 12+ share in several years

Station	Frequency	Power	Format	Owner	City	
WAEV	97.3	100 kw @ 991	AC	Westwd	Banner	Paterson
WCXY	94.1	100 kw @ 1320	Country	ABC	Eastman	Paterson
WEAS	93.1	100 kw @ 981	Black	ABC, Source, Westwd	D&R	Ogeechee
WFXH	106.1	10.5 kw @ 794	AOR/Classic	Source	---	Adventure
WGOO	98.3	100 kw @ 981	Oldies	Eastman	---	Clark
WIXV	95.5	100 kw @ 856	AOR	Eastman	Katiz	Point
WJCL	96.5	100 kw @ 1161	Country	Westwd	D&R	Point
WLOW	107.9	41 kw @ 538	Standards	Westwd	K&P	Adventure
WLVI	101.1	50 kw @ 476	Black/AC	Westwd	Banner	Paterson
WRHQ	105.3	11 kw @ 485	AC	---	K&P	Point
WSGF	103.9	6 kw @ 328	Black	---	---	Point
WKYZ	98.7	100 kw @ 710	Soft AC	ABC	Eastman	Paterson
WZAT	102.1	100 kw @ 1322	CHR	ABC	K&P	Point

FM Stations	
WBMQ	630 5 kw (DA-N)
WSOX	1230 1 kw
AM Stations	
WSOX	Black Gospel
WBMQ	Tak
WZAT	CBS \$20.00 Katiz
WZAT	AURN, Westwd \$17.00 Banner
WZAT	Point

Format	Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	43 (3)	43 (3)	86 (6)	14.6 %	
AOR/Classic/NR	0 (0)	40 (3)	40 (3)	80 (6)	13.6 %	
Black/Urban	0 (0)	80 (4)	80 (4)	160 (8)	27.1 %	39.6 %
CHR	0 (0)	4 (1)	4 (1)	8 (2)	1.4 %	0.9 %
Classical	0 (0)	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	54 (2)	54 (2)	108 (4)	18.3 %	16.7 %
Full Service	0 (0)	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	11 (1)	0 (0)	11 (1)	22 (2)	3.7 %	4.2 %
Oldies	0 (0)	13 (1)	13 (1)	26 (2)	4.4 %	3.9 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	26 (1)	0 (0)	26 (1)	52 (2)	8.8 %	0.0 %
Soft AC/EZ	0 (0)	10 (2)	10 (2)	20 (4)	3.4 %	3.9 %
Sports	2 (1)	0 (0)	2 (1)	4 (2)	0.7 %	0.6 %
Standards	0 (0)	12 (1)	12 (1)	24 (2)	4.1 %	4.8 %
<b>Totals</b>	<b>39 (3)</b>	<b>256 (17)</b>	<b>296 (20)</b>	<b>552 (40)</b>		

Station	Class	Power	Frequency	City	Other Rated Stations	Metro Cume	Share Rating	AQH Cume
WFGA-F	AC	103.3	Waycross	AC	103.3	0.6	1.4	7
WFXH-F	CL AOR	106.1	Hilton Head	CL AOR	106.1	1.7	6.4	11
WFBZ-F	B	99.7	Pt. Royal, SC	B	99.7	0.6	2.4	4
WJYF	SAC	106.9	Bluffton, SC	SAC	106.9	0.6	3.3	8
WSKX-F	CHR	92.3	Hinesville	CHR	92.3	1.2	6.1	16

Station	Class	Power	Frequency	City	Other Rated Stations	Metro Cume	Share Rating	AQH Cume
WEAS	SPRTS	900	Savannah	SPRTS	900	0.6	1.9	4

Station	Class	Power	Frequency	City	Other Rated Stations	Metro Cume	Share Rating	AQH Cume
WFGA-F	AC	103.3	Waycross	AC	103.3	0.6	1.4	7
WFXH-F	CL AOR	106.1	Hilton Head	CL AOR	106.1	1.7	6.4	11
WFBZ-F	B	99.7	Pt. Royal, SC	B	99.7	0.6	2.4	4
WJYF	SAC	106.9	Bluffton, SC	SAC	106.9	0.6	3.3	8
WSKX-F	CHR	92.3	Hinesville	CHR	92.3	1.2	6.1	16

Station	Class	Power	Frequency	City	Other Rated Stations	Metro Cume	Share Rating	AQH Cume
WEAS	SPRTS	900	Savannah	SPRTS	900	0.6	1.9	4

Arbitron Rank: 153 Pop (12+) 231,100 Stations 20 / 13 Last Year's Revenue: \$11,500,000

MSA Rank: 165 Diarles: 889/260:1/46.1% Household Income: Retail Dollars: \$2.6 Bil. MSA Pop: 282,000 Sample Target: 900 #1 Biller: WJCL-F \$1,900,000

DMA: 100 % Below Line: 10.5 #1 Billing Portfolio: WJCL-F \$37,757 Average Persons Rating: 14.9 % Not Listed: 14.2

Market TSL in Hours: 20.25 Pop per Station: 17,777

Station	Class	Power	Frequency	City	Other Rated Stations	Metro Cume	Share Rating	AQH Cume
WFGA-F	AC	103.3	Waycross	AC	103.3	0.6	1.4	7
WFXH-F	CL AOR	106.1	Hilton Head	CL AOR	106.1	1.7	6.4	11
WFBZ-F	B	99.7	Pt. Royal, SC	B	99.7	0.6	2.4	4
WJYF	SAC	106.9	Bluffton, SC	SAC	106.9	0.6	3.3	8
WSKX-F	CHR	92.3	Hinesville	CHR	92.3	1.2	6.1	16

SAVANNAH



Format Performance		AM	FM	Total	%	Spr 96	Consolidation Report		Revenue
		12+	25-54	12+	25-54	%			%
AC	0 (0)	29 (3)	29 (3)	29 (3)	4.4 %	5.6 %	Jacor	16.8 %	25.5 %
AOR/Classic/NR	0 (0)	108 (4)	108 (4)	108 (4)	16.5 %	15.4 %	WAMR-AM, WCTQ-FM, WSPB-AM, WSRZ-FM, WYNF-FM	16.8 %	25.5 %
Black/Urban	6 (1)	0 (0)	6 (1)	6 (1)	0.9 %	2.3 %			
CHR	0 (0)	50 (1)	50 (1)	50 (1)	7.6 %	8.0 %			
Classical	0 (0)	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Country	0 (0)	84 (5)	84 (5)	84 (5)	12.8 %	15.4 %			
Full Service	0 (0)	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Hispanic	0 (0)	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Jazz	0 (0)	17 (1)	17 (1)	17 (1)	2.6 %	2.8 %			
News/Talk	54 (4)	0 (0)	54 (4)	54 (4)	8.2 %	8.9 %			
Oldies	4 (1)	54 (3)	58 (4)	58 (4)	8.8 %	9.2 %			
Others/Unknown	0 (0)	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Religion/Gospel	0 (0)	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Soft AC/EZ	0 (0)	60 (2)	60 (2)	60 (2)	9.1 %	7.0 %			
Sports	6 (1)	0 (0)	6 (1)	6 (1)	0.9 %	2.1 %			
Standards	39 (3)	145 (1)	184 (4)	184 (4)	28.0 %	23.4 %			
Totals	109 (10)	547 (20)	656 (30)	656 (30)					

AM Stations		FM Stations	
WKXY	930 5 kw/2.5 kw (DA-2)	News/Tak	CBS \$ NA ---
<hr/>			
WCTQ	92.1 6 kw @ 295	Country	Westwd \$30.00 K&P Jacor
WISF	98.7 3 kw @ 328	Soft AC	CNN \$ NA Katz Entereom
WSRZ	106.3 3.6 kw @ 259	Oldies	\$32.00 Eastman Jacor
WYNF	107.9 46 kw @ 515	AOR/Classic	\$ NA Eastman Jacor

Notes: Other ranked stations: See Tampa-St. Petersburg... 11/96 WQSA (1220) sold for \$135,000

**SARASOTA-BRADENTON**

Arbitron Rank: 79 Pop (12+)	479,000	Stations	32 / 6
MSA Rank:	Diaries: 885/541:1/55.6%	Household Income:	\$37,013
MSA Pop:	Sample Target:	Retail Dollars:	\$5.5 Bill
DMA: Tampa (#15)	% Below Line:	# Biller:	NA
Average Persons Rating:	% Not Listed:	# Billing Portfolio:	NA
Market TSL In Hours	Pop per Station:		79,833
Fall 96	Spq	12+ Metro	96
1/4 Share	Fal	Cume / Rtg.	95
12+ Metro	Spq	12+ TSA	95
Format	Fal	Revenue	Level

1 WDUV-F	EZ/ST	145 / 18.5	14.5	14.6	16.8	15.3	1279 / 26.7	23.7	22.2	165 / 1400	WDUV-F
2 WYNN-F	AOR/CL	55 / 7.0	5.8	6.8	7.0	5.8	561 / 11.7	11.4	12.4	60 / 621	WYNN-F
3 WFLZ-F	CHR	50 / 6.4	5.8	4.7	4.5	5.8	766 / 16.0	14.9	16.2	61 / 906	WFLZ-F
4 WWRM-F	SAC	41 / 5.2	3.9	3.7	3.4	5.3	483 / 10.1	9.3	8.7	42 / 525	WWRM-F
5 WSRZ-F	O	40 / 5.1	4.6	2.9	6.1	4.6	480 / 10.0	8.9	11.0	40 / 480	WSRZ-F
6 WHPT-F	AOR-P	35 / 4.5	4.4	7.9	7.6	8.0	542 / 11.3	10.7	12.9	43 / 659	WHPT-F
7 WRBQ-F	C	33 / 4.2	5.6	4.1	3.4	2.5	367 / 7.7	9.9	10.1	33 / 367	WRBQ-F
WCTQ-F	C	33 / 4.2	4.0	3.3	4.4	4.5	406 / 8.5	7.7	9.5	35 / 435	WCTQ-F
9 WFLA	T	30 / 3.8	5.0	5.7	6.1	4.5	501 / 10.5	10.1	11.4	31 / 542	WFLA
10 WKII	ST	26 / 3.3	1.4	2.1	1.6	2.7	197 / 4.1	2.5	3.4	45 / 401	WKII
11 WISN-F	SAC	19 / 2.4	1.7	1.5	2.5	1.8	249 / 5.2	4.3	3.7	19 / 258	WISN-F
12 WSJT-F	J	17 / 2.2	2.2	2.5	2.5	2.2	238 / 5.0	6.1	5.4	19 / 273	WSJT-F

12+ FM Share (Metro): 83.38% ( 547 of 656 ) ( Fall 95: 79.16% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ Eve	Overnight
1 WFLZ-F >>>	1 WYNN-F >	1 WYNN-F >	1 WYNN-F >	1 WYNN-F >	1 WYNN-F >	1 WDUV-F >	1 WDUV-F >	1 WDUV-F >	1 WDUV-F	1 WDUV-F
2 WXTB-F	2 WFLZ-F >	2 WHPT-F	2 WHPT-F	2 WHPT-F	2 WSRZ-F	2 WYNN-F >	2 WYNN-F >	2 WFLZ-F >	2 WFLZ-F >>	2 WFLZ-F >
3 WWRM-F	3 WWRM-F	3 WWRM-F	3 WWRM-F	3 WWRM-F	3 WFLZ-F <	3 WYNN-F	3 WYNN-F	3 WYNN-F	3 WYNN-F	3 WYNN-F
4 WHPT-F	4 WWRM-F	4 WSRZ-F	4 WWRM-F	4 WWRM-F	4 WFLA <	4 WFLA <	4 WFLA <	4 WSRZ-F	4 WSRZ-F	4 WSRZ-F
5 WCTQ-F	5 WCTQ-F	5 WSRZ-F	5 WRBQ-F	5 WCTQ-F	5 WHT-F <	5 WWRM-F	5 WWRM-F	5 WHT-F <	5 WHT-F <	5 WHT-F <
6 WRBQ-F	6 WRBQ-F	6 WFLZ-F	6 WFLZ-F	6 WFLZ-F	6 WSRZ-F	6 WSRZ-F	6 WSRZ-F	6 WSRZ-F	6 WSRZ-F	6 WSRZ-F
7 WXTB-F	7 WXTB-F	7 WCTQ-F	7 WCTQ-F	7 WFLZ-F						
1 WRRM-F	1 WRRM-F	1 WRRM-F	1 WRRM-F	1 WRRM-F	1 WRRM-F	1 WRRM-F	1 WRRM-F	1 WRRM-F	1 WRRM-F	1 WRRM-F
2 WFLZ-F	2 WFLZ-F	2 WFLZ-F	2 WFLZ-F	2 WFLZ-F	2 WFLZ-F	2 WFLZ-F	2 WFLZ-F	2 WFLZ-F	2 WFLZ-F	2 WFLZ-F
3 WYNN-F	3 WYNN-F	3 WYNN-F	3 WYNN-F	3 WYNN-F	3 WYNN-F	3 WYNN-F	3 WYNN-F	3 WYNN-F	3 WYNN-F	3 WYNN-F
4 WINK-F	4 WINK-F	4 WINK-F	4 WINK-F	4 WINK-F	4 WINK-F	4 WINK-F	4 WINK-F	4 WINK-F	4 WINK-F	4 WINK-F
5 WRBQ-F	5 WRBQ-F	5 WRBQ-F	5 WRBQ-F	5 WRBQ-F	5 WRBQ-F	5 WRBQ-F	5 WRBQ-F	5 WRBQ-F	5 WRBQ-F	5 WRBQ-F
6 WHPT-F	6 WHPT-F	6 WHPT-F	6 WHPT-F	6 WHPT-F	6 WHPT-F	6 WHPT-F	6 WHPT-F	6 WHPT-F	6 WHPT-F	6 WHPT-F
WDUV-F	WDUV-F	WDUV-F	WDUV-F	WDUV-F	WDUV-F	WDUV-F	WDUV-F	WDUV-F	WDUV-F	WDUV-F

Other Rated Stations  
Metro Cume  
TSA  
Share Rating  
AQH Cume

WAMR	0	1320	Venice	0.5	2.3	5	132
WKXY	T	930	Sarasota	1.9	4.3	15	216

Other Rated Stations--Outside Market  
Metro Cume  
TSA  
Share Rating  
AQH Cume

WBRD	T	1420	Palmto	0.4	1.1	3	54
WCOF-F	0-70S	107.3	St. Petersburg	1.0	5.4	8	261
WFSN-F	C	100.1	Pt. Charlotte	0.5	1.5	10	171
WGUL	ST	860	Dunedin	0.8	2.6	6	145
WHNZ	N	570	Pineles Park	0.8	3.3	6	160
WIKX-F	C	92.9	Punta Gorda	0.6	2.8	29	452
WINK-F	AC	96.9	Ft. Myers	1.8	5.6	25	484
WNTX-F	AC	95.7	Clearwater	1.3	4.2	10	199
WQYK-F	C	99.5	Tampa	0.8	4.3	9	211
WRBQ	B	1380	St. Petersburg	0.8	1.7	6	82
WRXK-F	AOR	96.1	Bonita Spgs.	0.4	1.1	8	103
WSUN	ST	620	St. Petersburg	0.9	3.3	7	158
WUSA-F	AC/CHR	100.7	Tampa	0.6	2.2	5	105
WXTB-F	AOR	97.9	Clearwater	1.9	5.3	15	254
WYUU-F	O	92.5	Safety Harbor	0.8	3.5	9	189
WZTM	SPRTS	820	Largo	0.8	3.2	6	151

Format Performance		AM	FM	Total	%	Spr 96
AC	0 (0)	56 (3)	56 (3)	10.8 %	9.9 %	
AOR/Classic/NR	0 (0)	95 (6)	95 (6)	18.4 %	22.2 %	
Black/Urban	0 (0)	8 (1)	8 (1)	1.5 %	1.4 %	
CHR	0 (0)	19 (1)	19 (1)	3.7 %	3.1 %	
Classical	0 (0)	19 (2)	19 (2)	3.7 %	2.7 %	
Country	11 (1)	58 (5)	69 (6)	13.3 %	15.3 %	
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
Hispanic	20 (4)	0 (0)	20 (4)	3.9 %	5.5 %	
Jazz	0 (0)	21 (2)	21 (2)	4.1 %	5.7 %	
News/Talk	110 (5)	2 (1)	112 (6)	21.7 %	17.1 %	
Oldies	6 (1)	44 (3)	50 (4)	9.7 %	8.2 %	
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.6 %	
Soft AC/EZ	1 (1)	5 (1)	6 (2)	1.2 %	0.8 %	
Sports	17 (1)	0 (0)	17 (1)	3.3 %	4.5 %	
Standards	25 (1)	0 (0)	25 (1)	4.8 %	3.3 %	
<b>Totals</b>	<b>190 (14)</b>	<b>327 (25)</b>	<b>517 (39)</b>			

AM Stations		
KSRQ	1350	5 kw (DA-N)
News/Talk		
WW1, CNN		\$<20.00
Eastman		Amaturo

FM Stations		
KFGY	92.9	2.3 kw @ 1948
Country		
Jazz		
KJZY	93.7	1.1 kw @ 780
Oldies		
KMGG	97.7	2.05 kw @ 1122
Country		
KRPQ	104.9	340 w @ 915
AOR-Prog		
KRSH	98.7	340 w @ 1378
AOR-Prog		
KXFX	101.7	2.2 kw @ 1089
AOR		
KZST	100.1	6 kw @ 239
AC		
Westwd		\$62.00
Mc-Guild		Amaturo
Headstburg		\$<20.00
Eastman		Amaturo
Sebastapol		Mc-Guild
KZST-F		Amaturo
Monte Rio		Katz
Westwd		\$24.00
Christal		Amaturo
Rohmet Park		\$35.00
---		Christal
Middtown		\$<20.00
Eastman		Amaturo
Amaturo		Amaturo

Notes: Other ranked stations: See San Francisco . . . There is no TSA for the market . . . 9/96 KLCQ-F changed from AOR/Classic AOR to Country as KFGY-F ("Froggy")

Comments: KRPQ-F recorded its lowest share in three years . . . KJZY-F becomes viable with its Jazz format . . . KXFX-F had its third consecutive up book

Jim Duncan

Station	City	Class	Power	Share	Rating	Other Rated Stations
KBGG-F	San Francisco	0-70S	98.1	1.5	4.2	
KIOL-F	San Francisco	AC	101.3	0.7	2.1	
KIQI	San Francisco	SP	101.0	0.3	1.0	
KITS-F	San Francisco	AOR-NR	105.1	1.5	6.1	
KKHI-F	San Rafael	CL	100.7	0.7	2.0	
KKSF-F	San Francisco	J	103.7	0.7	2.5	
KLCC-F	San Francisco	AC-NR	97.3	1.7	7.0	
KNEW	Oakland	C	91.0	1.9	4.4	
KOFY	San Mateo	SP	105.0	1.0	2.8	
KOIT-AF	San Francisco	SAC	96.5	1.0	3.7	
KPIX-AF	San Francisco	T	95.7	0.3	1.6	
KSAN-F	San Francisco	C	94.9	0.3	2.6	
KSJO-F	San Jose	AOR	92.3	1.5	5.0	
KCY-F	San Francisco	C	93.3	0.5	2.0	
KYLD-F	San Mateo	B	107.7	1.4	5.9	

Station	City	Class	Power	Share	Rating	Other Rated Stations
KHBG-F	Healdsburg	AOR-NR	95.9	1.0	3.4	
KMN	Santa Rosa	SP	115.0	0.7	2.4	
KRAZ-F	Calistoga	C	100.9	0.9	3.4	
KRRS	Santa Rosa	SP	146.0	1.4	2.6	

Station	City	Class	Power	Share	Rating	Other Rated Stations
1 KGF-F >	Men 18-24	1 KRPF >	1 KRPF >	1 KRPF >	1 KRPF >	1 KRPF >
2 KZST-F	Men 18-24	2 KGF-F >	2 KGF-F >	2 KGF-F >	2 KGF-F >	2 KGF-F >
KYLD-F	Men 18-24	3 KRPF >	3 KRPF >	3 KRPF >	3 KRPF >	3 KRPF >
KMEL-F	Men 18-24	4 KGF-F >	4 KGF-F >	4 KGF-F >	4 KGF-F >	4 KGF-F >
KMGG-F	Men 18-24	5 KMEL-F	5 KMEL-F	5 KMEL-F	5 KMEL-F	5 KMEL-F

Station	City	Class	Power	Share	Rating	Other Rated Stations
1 KGF-F >	Wom 18-24	1 KRPF >	1 KRPF >	1 KRPF >	1 KRPF >	1 KRPF >
2 KZST-F	Wom 18-24	2 KGF-F >	2 KGF-F >	2 KGF-F >	2 KGF-F >	2 KGF-F >
KYLD-F	Wom 18-24	3 KRPF >	3 KRPF >	3 KRPF >	3 KRPF >	3 KRPF >
KMEL-F	Wom 18-24	4 KGF-F >	4 KGF-F >	4 KGF-F >	4 KGF-F >	4 KGF-F >
KMGG-F	Wom 18-24	5 KMEL-F	5 KMEL-F	5 KMEL-F	5 KMEL-F	5 KMEL-F

12+ FM Share (Metro): 63.25% (327 of 517) (Fall 95: 60.22%)

Station	City	Class	Power	Share	Rating	Other Rated Stations
1 KGO	San Francisco	T	54	9.3	7.4	5.9
2 KXFX-F	San Francisco	AOR	46	7.9	6.3	5.3
3 KZST-F	San Francisco	AC	42	7.2	7.9	10.1
4 KRPF-F	San Francisco	C	29	5.0	6.4	6.6
5 KMGG-F	San Francisco	O	28	4.8	3.3	4.2
6 KABL	San Francisco	ST	25	4.3	3.0	5.1
7 KSRO	San Francisco	N/T	21	3.6	3.0	3.7
8 KCBS	San Francisco	N/T	20	3.4	3.7	5.3
9 KMEL-F	San Francisco	CHR	19	3.3	3.2	2.0
KFGY-F	San Francisco	C	19	3.3	3.2	2.0
11 KJZY-F	San Francisco	J	17	2.9	2.6	0.7
KNBR	San Francisco	SPRTS	17	2.9	4.0	4.0
13 KDCC-F	San Francisco	CL	15	2.6	1.8	1.1
14 KSFO	San Francisco	T	14	2.4	1.2	1.8
15 KFOG-F	San Francisco	AOR-P	13	2.2	2.1	0.9
16 KRSH-F	San Francisco	AOR-P	12	2.1	3.2	3.1
KFRC-AF	San Francisco	O	12	2.1	2.1	1.6
17 KGO	San Francisco	T	12	2.1	2.1	1.7
18 KRSH-F	San Francisco	AOR-P	12	2.1	3.2	3.1
19 KGO	San Francisco	T	12	2.1	2.1	1.6
20 KGO	San Francisco	T	12	2.1	2.1	1.6
21 KGO	San Francisco	T	12	2.1	2.1	1.6
22 KGO	San Francisco	T	12	2.1	2.1	1.6
23 KGO	San Francisco	T	12	2.1	2.1	1.6
24 KGO	San Francisco	T	12	2.1	2.1	1.6
25 KGO	San Francisco	T	12	2.1	2.1	1.6
26 KGO	San Francisco	T	12	2.1	2.1	1.6
27 KGO	San Francisco	T	12	2.1	2.1	1.6
28 KGO	San Francisco	T	12	2.1	2.1	1.6
29 KGO	San Francisco	T	12	2.1	2.1	1.6
30 KGO	San Francisco	T	12	2.1	2.1	1.6
31 KGO	San Francisco	T	12	2.1	2.1	1.6
32 KGO	San Francisco	T	12	2.1	2.1	1.6
33 KGO	San Francisco	T	12	2.1	2.1	1.6
34 KGO	San Francisco	T	12	2.1	2.1	1.6
35 KGO	San Francisco	T	12	2.1	2.1	1.6

Station	City	Class	Power	Share	Rating	Other Rated Stations
36 KGO	San Francisco	T	12	2.1	2.1	1.6
37 KGO	San Francisco	T	12	2.1	2.1	1.6
38 KGO	San Francisco	T	12	2.1	2.1	1.6
39 KGO	San Francisco	T	12	2.1	2.1	1.6
40 KGO	San Francisco	T	12	2.1	2.1	1.6
41 KGO	San Francisco	T	12	2.1	2.1	1.6
42 KGO	San Francisco	T	12	2.1	2.1	1.6
43 KGO	San Francisco	T	12	2.1	2.1	1.6
44 KGO	San Francisco	T	12	2.1	2.1	1.6
45 KGO	San Francisco	T	12	2.1	2.1	1.6
46 KGO	San Francisco	T	12	2.1	2.1	1.6
47 KGO	San Francisco	T	12	2.1	2.1	1.6
48 KGO	San Francisco	T	12	2.1	2.1	1.6
49 KGO	San Francisco	T	12	2.1	2.1	1.6
50 KGO	San Francisco	T	12	2.1	2.1	1.6
51 KGO	San Francisco	T	12	2.1	2.1	1.6
52 KGO	San Francisco	T	12	2.1	2.1	1.6
53 KGO	San Francisco	T	12	2.1	2.1	1.6
54 KGO	San Francisco	T	12	2.1	2.1	1.6
55 KGO	San Francisco	T	12	2.1	2.1	1.6
56 KGO	San Francisco	T	12	2.1	2.1	1.6
57 KGO	San Francisco	T	12	2.1	2.1	1.6
58 KGO	San Francisco	T	12	2.1	2.1	1.6
59 KGO	San Francisco	T	12	2.1	2.1	1.6
60 KGO	San Francisco	T	12	2.1	2.1	1.6

Arbitron Rank: 114 Pop (12+) 360,000 Stations 39 / 12  
 MSA Rank: 117  
 MSA Pop: 424,000  
 DMA: San Fran. (#5)  
 Average Persons Rating: 16.2  
 Market TSL in Hours: 21.75  
 Pop per Station: 30,000  
 Retail Dollars: \$4.0 Bill  
 Househld Income: \$46,401  
 Last Year's Revenue: \$7,800,000  
 #1 Billing Portfolio: KZST-F \$2,700,000  
 #1 Billing: Retail Dollars: \$4.0 Bill  
 Amarturo duop+ \$3,350,000

# SOUTH BEND

<b>Arbitron Rank:</b> 157	<b>Pop (12+)</b> 215,500	<b>Stations</b> 17 / 15	<b>Last Year's Revenue:</b> \$11,300,000
<b>MSA Rank:</b>	169	<b>Diaries:</b> 659/327:1/52.6%	<b>Household Income:</b> \$38,447
<b>MSA Pop:</b>	258,000	<b>Sample Target:</b> 680	<b>Retail Dollars:</b> \$2.6 Bil.
<b>DMA:</b>	85 (w/Elkhart)	<b>% Below Line:</b> 1.8	<b>#1 Biller:</b> NA
<b>Average Persons Rating:</b>	15.5	<b>% Not Listed:</b> 15.6	<b>#1 Billing Portfolio:</b>
<b>Market TSL in Hours</b>	20.50	<b>Pop per Station:</b> 14,367	NA

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 96	Fal 94	12+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1	WNSN-F	AC	40 / 12.0	10.6	12.2	12.0	496 / 23.0	21.9	24.3	88 / 1394	WNSN-F
2	WBYT-F	C	38 / 11.4	13.1	7.9	7.2	460 / 21.3	20.8	19.8	101 / 1205	WBYT-F
3	WRBR-F	AOR	31 / 9.3	9.7	5.2	4.5	442 / 20.5	20.6	13.7	64 / 968	WRBR-F
	WNDU-F	CHR	31 / 9.3	9.4	12.8	9.1	611 / 28.4	29.0	31.3	62 / 1429	WNDU-F
5	WHLY	ST	25 / 7.5	5.4	5.5	4.3	204 / 9.5	8.9	8.1	29 / 231	WHLY
6	WSBT	FS	20 / 6.0	4.9	5.8	5.9	356 / 16.5	12.5	13.9	29 / 564	WSBT
7	WZOC-F	O	19 / 5.7	5.4	2.7	1.9	310 / 14.4	12.8	8.2	86 / 1035	WZOC-F
8	WAOR-F	AOR	18 / 5.4	6.0	10.7	10.2	341 / 15.8	15.0	21.3	53 / 815	WAOR-F
9	WUBU-F	B	15 / 4.5	3.7	2.7	5.1	165 / 7.7	6.5	4.5	17 / 195	WUBU-F
10	WGTC-F	C	14 / 4.2	6.3	5.2	7.2	247 / 11.5	12.9	13.3	25 / 583	WGTC-F
11	WZOW-F	CL AOR	10 / 3.0	1.1	3.7	4.5	181 / 8.4	5.8	11.5	42 / 657	WZOW-F
12	WFRN-F	REL	7 / 2.1	3.1	3.0	2.1	135 / 6.3	8.0	7.6	46 / 850	WFRN-F

12+ FM Share (Metro): 81.85 % ( 230 of 281 ) ( Fall 95: 82.73 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WNDU-F	1 WRBR-F	1 WNSN-F	1 WNSN-F	1 WNSN-F	1 WNSN-F	1 WRBR-F	1 WNSN-F	1 WNSN-F <	*1 WNDU-F	1 WNDU-F
2 WBYT-F	2 WNDU-F	2 WRBR-F	2 WRBR-F	2 WBYT-F <	2 WHLY	2 WNSN-F	2 WBYT-F	2 WBYT-F	WBYT-F >	2 WBYT-F
WUBU-F >>	3 WBYT-F	3 WNDU-F <	3 WBYT-F	3 WRBR-F >	3 WBYT-F	3 WBYT-F	3 WRBR-F <	3 WNDU-F <	3 WUBU-F	3 WZOC-F >
4 WRBR-F >>	4 WAOR-F <	4 WBYT-F	4 WNDU-F	4 WZOC-F	4 WSBT	4 WSBT	4 WHLY <	4 WHLY	4 WNSN-F	
	5 WNSN-F	5 WAOR-F	5 WAOR-F	WNDU-F <	5 WZOC-F >	WNDU-F >	5 WNDU-F >	5 WRBR-F <		
			6 WZOC-F >	6 WAOR-F >				6 WUBU-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 WNDU-F >	1 WNDU-F	1 WBYT-F >	1 WNSN-F	1 WNSN-F >	1 WNDU-F	1 WRBR-F >>	1 WRBR-F >>	1 WRBR-F >	1 WRBR-F >
2 WRBR-F	2 WBYT-F	2 WRBR-F	2 WNDU-F	2 WBYT-F	2 WRBR-F	2 WAOR-F	2 WBYT-F	2 WNSN-F	2 WNSN-F <
WUBU-F >>	WRBR-F	WNDU-F	3 WBYT-F	3 WNDU-F	WNSN-F >>	WNSN-F	WAOR-F	3 WBYT-F	3 WBYT-F <
4 WAOR-F	4 WUBU-F	4 WAOR-F	4 WRBR-F	4 WZOC-F >	4 WZOW-F >>	4 WBYT-F	4 WNSN-F >>	4 WAOR-F	4 WAOR-F
WBYT-F >>	5 WAOR-F	WNSN-F >	5 WUBU-F			WNDU-F >		5 WNDU-F >	5 WZOC-F

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	40 (1)	40 (1)	14.2 %	12.7 %
AOR/Classic/NR	0 (0)	59 (3)	59 (3)	21.0 %	19.2 %
Black/Urban	0 (0)	17 (2)	17 (2)	6.0 %	6.2 %
CHR	0 (0)	31 (1)	31 (1)	11.0 %	10.7 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	52 (2)	52 (2)	18.5 %	22.1 %
Full Service	24 (2)	0 (0)	24 (2)	8.5 %	6.8 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	2.9 %
Oldies	2 (1)	19 (1)	21 (2)	7.5 %	6.8 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	12 (3)	12 (3)	4.3 %	5.2 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	1.3 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	25 (1)	0 (0)	25 (1)	8.9 %	6.2 %
<b>Totals</b>	<b>51 (4)</b>	<b>230 (13)</b>	<b>281 (17)</b>		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WHME-F	REL	103.9	South Bend	0.9	4.6	5 213
WNDU	O	1490	South Bend	0.6	3.8	5 103
WSMK-F	B	99.1	Buchanan, MI	0.6	3.3	7 217

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WGN	FS/T	720	Chicago	1.2	3.9	21 270
WHPZ-F	REL	96.9	Bremen	0.6	1.6	3 173

# SOUTH BEND

Consolidation Report	12+	25-54	Revenue
<b>Federated</b>	30.6 %	20.0 %	%
WBYT-FM, WNDU-AM, WNDU-FM, WRBR-FM			
	30.6 %	20.0 %	%

## AM Stations

Station	Power	Frequency	Format	Network	Rate	Advertiser	Agency
WHLY	1580	1 kw/500 w (DA-N)	Standards	ABC	\$ NA	---	---
WNDU	1490	1 kw	Oldies	Westwd	\$12.00	Mc-Guild	Federated
WSBT	960	5 kw (DA-2)	Full Service	CBS	\$25.00	Katz	Schurz

## FM Stations

Station	Power	Frequency	Format	Network	Rate	Advertiser	Agency
WAOR	95.3	3 kw @ 300	AOR		\$30.00	Eastman	Niles
WBYT	100.7	15 kw @ 910	Country		\$24.00	Christal	Federated
WFRN	104.7	50 kw @ 488	Religion	SRN	\$16.00	---	Elkhart
WGTC	102.3	2 kw @ 397	Country	ABC	\$28.00	Banner	New Carlisle
WNDU	92.9	12.5 kw @ 879	CHR		\$35.00	Mc-Guild	Federated
WNSN	101.5	13 kw @ 970	AC	Westwd	\$42.00	Katz	Schurz
WRBR	103.9	3 kw @ 328	AOR/Classic		\$18.00	Christal	Federated
WUBU	106.3	3 kw @ 292	Black	ABC	\$12.00	Banner	
WZOC	94.3	11.5 kw @ 492	Soft AC		\$ NA	Katz	Plymouth
WZOW	97.7	2.9 kw @ 482	Classic Rock	ABC	\$11.00	---	Goshen

Notes: WRBR-F reclassified from Classic AOR to AOR based on audience composition and station self-description . . . WZOW-F reclassified from AOR to Classic Rock based on audience composition and station self-description . . . 9/96 WNDU-AF sold by Michiana (Univ. of Notre Dame) to Federated (D+) for \$5,800,000 (MVP)

Jim Duncan

Comments: WAOR-F continued its sharp decline as WRBR-F took over in the AOR format . . . WHLY is doing very well with standards format . . . WZOC-F had its 4th consecutive up book

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* 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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

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

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

# SIOUX FALLS

Arbitron Rank: 208 Pop (12+) 136,800  
 MSA Rank: 232  
 MSA Pop: 158,000  
 DMA: 105  
 Average Persons Rating: 16.4  
 Market TSL in Hours 21.50

Stations 22 / 13  
 Diaries: 664/206:1/59.8%  
 Sample Target: 610  
 % Below Line: 7.1  
 % Not Listed: 14.7  
 Pop per Station: 10,523

Last Year's Revenue: \$7,400,000  
 Household Income: \$46,140  
 Retail Dollars: \$2.2 Bil.  
 #1 Biller: KTWB-F \$1,400,000  
 #1 Billing Portfolio:  
 Midcontinent (pend.) duop+ \$3,420,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1	KTWB-F	C	26 / 11.5	12.6	9.3		282 / 20.6	21.5		41 / 438	C	KTWB-F
2	KRRO-F	AOR	24 / 10.7	12.2	13.7		278 / 20.3	24.3		35 / 410	B	KRRO-F
3	KMXC-F	CHR/AC	23 / 10.2	9.5	9.8		340 / 24.9	21.8		31 / 471	B	KMXC-F
4	KELO	FS	20 / 8.9	6.3	10.8		197 / 14.4	13.9		21 / 266	C	KELO
5	KELO-F	SAC	18 / 8.0	5.9	8.3		268 / 19.6	15.3		34 / 490	B	KELO-F
6	KKLS-F	O	13 / 5.8	4.1	4.4		183 / 13.4	12.3		20 / 348	B	KKLS-F
7	KSOO	T	12 / 5.3	6.3	3.9		187 / 13.7	12.7		15 / 236	A	KSOO
8	KIKN-F	C	11 / 4.9	4.5	3.9		218 / 15.9	14.2		43 / 684	B	KIKN-F
9	KIXK-F	O-70S	10 / 4.4	6.3			159 / 11.6	14.1		12 / 200		KIXK-F
10	KXRB	C	7 / 3.1	6.3	5.4		97 / 7.1	9.1		19 / 216	B	KXRB
11	KWSN	T	5 / 2.2	3.6	4.4		103 / 7.5	8.8		6 / 124	A	KWSN
12	KLQL-F	C	4 / 1.8	3.2	2.5		114 / 8.3	6.3		33 / 418		KLQL-F

12+ FM Share (Metro): 73.96 % ( 142 of 192 ) (Fall 95: NA)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KMXC-F >>	1 KRRO-F	1 KRRO-F	1 KRRO-F	1 KRRO-F <	1 KELO	1 KELO <	1 KTWB-F	1 KTWB-F <	1 KRRO-F <	1 KRRO-F >>
2 KRRO-F >>	2 KMXC-F <	KTWB-F	2 KTWB-F >	2 KTWB-F >	2 KELO-F <	2 KMXC-F	KRRO-F <	2 KRRO-F	2 KMXC-F	2 KTWB-F
	3 KTWB-F >>	3 KMXC-F >	3 KMXC-F <	3 KELO-F <	3 KTWB-F	3 KTWB-F	3 KELO-F <	3 KMXC-F	3 KTWB-F	KMXC-F
		4 KELO-F	4 KELO-F	4 KMXC-F	KKLS-F <	4 KRRO-F <	4 KELO	4 KELO	4 KSOO	4 KSOO
		5 KELO	5 KIXK-F	KELO	6 KIXK-F	6 KRRO-F	6 KELO-F	6 KKLS-F	6 KKLS-F <	5 KELO-F
			KELO	6 KIXK-F	6 KRRO-F	6 KELO-F	6 KKLS-F	6 KKLS-F	7 KIXK-F	
				KKLS-F	KIKN-F	7 KKLS-F >		7 KIXK-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 KMXC-F >>	1 KMXC-F	1 KTWB-F	1 KTWB-F	1 KELO-F	1 KTWB-F >	1 KRRO-F >>	1 KRRO-F >>	1 KRRO-F >	1 KRRO-F >
2 KTWB-F	2 KTWB-F	2 KMXC-F	2 KMXC-F	KTWB-F	2 KMXC-F	2 KTWB-F	2 KTWB-F	2 KTWB-F	2 KTWB-F
KELO-F >>	3 KELO-F >	3 KELO-F >	3 KELO-F	3 KELO >	KRRO-F >>	3 KMXC-F >	KIXK-F	3 KMXC-F	3 KIXK-F
	4 KRRO-F >	4 KIXK-F	4 KELO	4 KMXC-F		4 KIXK-F >>	4 KMXC-F >>	4 KIXK-F	KKLS-F
		KRRO-F	5 KIXK-F	5 KIKN-F				4 KIXK-F	5 KMXC-F
		KELO >>	6 KRRO-F	6 KRRO-F				KKLS-F >	6 KIKN-F >

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	1 (1)	1 (1)	0.5 %	0.0 %
AOR/Classic/NR	0 (0)	25 (2)	25 (2)	13.0 %	13.9 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	30 (4)	30 (4)	15.6 %	14.1 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	7 (1)	42 (4)	49 (5)	25.5 %	30.4 %
Full Service	23 (2)	0 (0)	23 (2)	12.0 %	8.8 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	17 (2)	0 (0)	17 (2)	8.9 %	11.3 %
Oldies	0 (0)	26 (4)	26 (4)	13.5 %	12.9 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	18 (1)	18 (1)	9.4 %	6.7 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	3 (1)	0 (0)	3 (1)	1.6 %	1.5 %
<b>Totals</b>	<b>50 (6)</b>	<b>142 (16)</b>	<b>192 (22)</b>		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KQAD ST 800 Luverne, MN	1.3	3.5	7 119
Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KBRK-F AC 93.7 Brookings, SD	0.4	1.9	7 167
KGLI-F CHR 95.5 Sioux City, IA	0.9	2.9	11 218
KISD-F O 98.7 Pipestone, MN	0.9	2.9	10 134
KIWA-F C 105.3 Sheldon, IA	0.4	1.4	5 119
KKCK-F CHR 99.7 Marshall, MN	0.9	6.3	11 282
KSEZ-F AOR 97.9 Sioux City, IA	0.4	1.7	9 134
KVHT-F CHR 106.3 Vermillion, SD	1.3	4.8	10 207
WNAX-F O 104.1 Yankton, SD	0.4	2.3	8 208
WNAX C/FS 570 Yankton, SD	1.3	7.2	37 500

# SIOUX FALLS

Consolidation Report	12+	25-54	Revenue
<b>Midcontinent, pend.</b> KELO-AM, KELO-FM, KRRO-FM, KWSN-AM	29.8 %	33.3 %	43.8 %
<b>So. Minnesota</b> KIKN-FM, KKLS-FM, KXRB-AM	13.8 %	17.0 %	25.3 %
	<b>43.6 %</b>	<b>50.4 %</b>	<b>69.1 %</b>

## AM Stations

KELO	1320	5 kw (DA-N)	Oldies/Full Svc.	AP	\$26.00	Banner	Midcontinent
KSOO	1140	10 kw/5 kw (DA-N)	Standards	ABC	\$18.00	Christal	T. Ingstad
KWSN	1230	0.81 kw	Tak	CBS, Westwd	\$9.00	Katz	Midcontinent, pend.
KXRB	1000	10 kw (Days, DA)	Country	Westwd, CNN	\$14.00	Mc-Guild	So. Minnesota

## FM Stations

KELO	92.5	100 kw @ 1850	Soft AC	AP	\$21.00	Banner	Midcontinent
KIKN	100.5	100 kw @ 942	Country		\$ NA	Mc-Guild	So. Minnesota Salem
KIXK	102.7	50 KW @ 200	70's Oldies	Westwd	\$ NA	Christal	Canton
KKLS	104.7	100 kw @ 705	Oldies	Westwd	\$16.00	Mc-Guild	So. Minnesota
KLQL	101.1	100 kw @ 531	Country	ABC	\$ NA	Katz	R. Johnson/3 Eagles Luverne, MN
KMXC	97.3	60 kw @ 220	AC/CHR	ABC	\$19.00	Christal	T. Ingstad
KRRO	103.7	50 kw @ 187	AOR	Westwd	\$20.00	Katz	Midcontinent, pend.
KTWB	101.9	34 kw @ 577	Country		\$27.00	Banner	

Notes: This is Sioux Falls's first Fall Arbitron . . . KIXK-F reclassified from Classic AOR to 70's Oldies; Spring 1996 Format Performance percentages have been adjusted to reflect this reclassification . . . 9/96 KWSN/KRRO-F sold by Biddinger/BCR to Midcontinent (D+) for \$3,000,000



# SPOKANE

**Arbitron Rank:** 87 **Pop (12+)** 419,100  
**MSA Rank:** 123  
**MSA Pop:** 404,000  
**DMA:** 74  
**Average Persons Rating:** 15.9  
**Market TSL in Hours** 21.25

**Stations** 21 / 21  
**Diaries:** 1,001/419:1/57.6%  
**Sample Target:** 960  
**% Below Line:** 0.0  
**% Not Listed:** 11.7  
**Pop per Station:** 19,957

**Last Year's Revenue:** \$13,700,000  
**Household Income:** \$36,870  
**Retail Dollars:** \$4.9 Bil.  
**#1 Biller:** KDRK-F \$2,500,000  
**#1 Billing Portfolio:** Triathlon duop+ \$6,000,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	KDRK-F	C	60 / 9.0	8.4	8.0	8.5	11.2	8.5	841 / 20.1	18.9	20.5	85 / 1252	C	KDRK-F
2	KKZX-F	AOR/CL	58 / 8.7	9.1	7.7	11.0	7.4	9.1	737 / 17.6	15.8	18.0	71 / 949	C	KKZX-F
3	KISC-F	AC	49 / 7.4	5.7	7.4	7.3	6.9	6.9	623 / 14.9	16.7	15.0	54 / 832	C	KISC-F
4	KZZU-F	CHR	43 / 6.5	6.3	9.5	7.1	8.3	7.3	805 / 19.2	19.2	19.3	58 / 1034	C	KZZU-F
5	KXLY	N/T	41 / 6.2	5.5	7.1	4.8	6.6	5.9	674 / 16.1	16.9	18.3	43 / 741	B	KXLY
6	KEYF-AF	O	39 / 5.9	7.0	6.4	6.5	6.4	6.4	630 / 15.0	17.2	17.1	58 / 867	C	KEYF-AF
7	KNFR-F	C	36 / 5.4	6.2	6.8	7.1	4.5	6.4	493 / 11.8	15.5	12.2	46 / 664	B	KNFR-F
	KAEP-F	AOR-NR	36 / 5.4	5.8	4.7	3.7	3.8	4.9	495 / 11.8	11.9	10.2	38 / 579	C	KAEP-F
9	KGA	N/T	34 / 5.1	5.5	5.0	4.9	4.8	5.1	472 / 11.3	10.9	11.0	42 / 561	B	KGA
10	KXLY-F	SAC	33 / 5.0	6.5	6.2	7.1	5.9	6.2	546 / 13.0	16.7	15.7	45 / 801	B	KXLY-F
11	KAQQ	ST	32 / 4.8	4.5	5.2	5.7	3.8	5.1	392 / 9.4	9.3	8.3	40 / 488	A	KAQQ
	KNJY-F	AOR	32 / 4.8	3.4	4.2	4.5	3.4	4.2	357 / 8.5	9.5	8.1	35 / 406	A	KNJY-F
13	KHTQ-F	CHR	24 / 3.6	3.4	2.3	1.9	3.8	2.8	364 / 8.7	8.3	8.5	27 / 441	A	KHTQ-F
14	KCDA-F	C	23 / 3.5	5.2	3.6	3.4	4.3	3.9	296 / 7.1	6.0	6.4	29 / 345	A	KCDA-F
15	KTSL-F	REL	13 / 2.0	1.3	2.1	1.2	1.4	1.6	253 / 6.0	5.0	4.6	13 / 253	A	KTSL-F
16	KJRB	T	12 / 1.8	1.3	1.4	0.9	1.8	1.4	194 / 4.6	4.0	4.9	16 / 245	A	KJRB
17	KEZE-F	CL AOR	8 / 1.2	1.8	1.2	0.6		1.2	151 / 3.6	3.7		8 / 170		KEZE-F
	KTRW	SPRTS	8 / 1.2	1.0	0.8	0.9	1.3	1.0	241 / 5.7	4.9	3.6	9 / 258		KTRW

12+ FM Share (Metro): 77.38 % ( 455 of 588 ) ( Fall 95: 78.32 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KZZU-F >>	1 KAEP-F	1 KKZX-F	1 KKZX-F >	1 KKZX-F	1 KXLY	1 KKZX-F	1 KKZX-F <	1 KDRK-F	1 KNJY-F <	1 KDRK-F
2 KNJY-F >	KDRK-F	2 KDRK-F	2 KISC-F	2 KISC-F	KKZX-F <	2 KDRK-F	2 KISC-F <	2 KISC-F <	2 KZZU-F <	2 KXLY-F
3 KHTQ-F	3 KKZX-F	3 KISC-F	3 KDRK-F	3 KDRK-F	3 KEYF-AF <	3 KXLY <	3 KDRK-F <	3 KKZX-F	3 KDRK-F	3 KKZX-F
	KDRK-F	KNJY-F	4 KAEP-F	4 KAEP-F	4 KNFR-F	4 KAQQ <	4 KZZU-F <	4 KGA	4 KXLY	4 KISC-F <
5 KAEP-F >>	5 KISC-F	5 KNFR-F	5 KNFR-F <	KEYF-AF	5 KDRK-F	5 KNFR-F <	5 KAEP-F <	KZZU-F <	5 KXLY <	KNJY-F
	KZZU-F	6 KZZU-F <	6 KXLY-F <	KAEP-F	KGA <	6 KISC-F <	6 KNFR-F <	6 KEYF-AF <	6 KXLY-F <	KGA
		7 KNJY-F <	7 KEYF-AF <	7 KXLY-F >	7 KISC-F	7 KGA <	7 KXLY-F <	7 KNJY-F	7 KKZX-F	
		8 KXLY-F			8 KXLY-F	8 KAEP-F	8 KXLY	8 KNFR-F <	8 KHTQ-F	
		KEYF-AF					KEYF-AF <	9 KAEP-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 KDRK-F	1 KISC-F	1 KISC-F	1 KDRK-F	1 KISC-F	1 KNJY-F >>	1 KNJY-F	1 KAEP-F >	1 KKZX-F >>	1 KKZX-F >>
2 KISC-F	KDRK-F	2 KNFR-F	2 KISC-F	2 KDRK-F	2 KHTQ-F	2 KAEP-F	2 KKZX-F >	2 KNJY-F <	2 KAEP-F
3 KHTQ-F	3 KNFR-F	3 KDRK-F	3 KNFR-F	3 KEYF-AF	KZZU-F	3 KKZX-F	3 KDRK-F	3 KAEP-F	3 KISC-F
4 KAEP-F	4 KZZU-F	4 KKZX-F	4 KXLY-F	4 KNFR-F <	4 KDRK-F	4 KDRK-F	KNJY-F >	4 KISC-F <	4 KXLY
	KZZU-F	5 KAEP-F	5 KZZU-F	KKZX-F		KZZU-F	5 KTSL-F	5 KDRK-F	KDRK-F <
		6 KAEP-F	6 KEYF-AF	6 KKZX-F		6 KHTQ-F >	KZZU-F	6 KZZU-F	6 KNFR-F
			KZZU-F						KGA
			8 KAEP-F						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KSP0-F	REL	106.5	Dishman 0.5 1.3 3 60
KVNI	SAC	1080	Coeur d'Alene, ID 0.6 1.6 4 74

# SPOKANE

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	49 (1)	49 (1)	8.3 %	8.2 %	<b>Citadel</b> KAEP-FM, KDRK-FM, KGA-AM, KJRB-AM	21.3 %	20.9 %	32.1 %
AOR/Classic/NR	0 (0)	134 (4)	134 (4)	22.8 %	19.7 %	<b>Morgan Murphy</b> KTRW-AM, KXLY-AM, KXLY-FM, KZZU-FM	18.9 %	16.7 %	15.3 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	<b>Rook</b> KODA-FM, KEZE-FM	4.7 %	4.1 %	%
CHR	0 (0)	67 (2)	67 (2)	11.4 %	13.0 %	<b>Triathlon</b> KAQQ-AM, KEYF-AF, KISC-FM, KKZX-FM, KNFR-FM	32.2 %	38.1 %	43.8 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	119 (3)	119 (3)	20.2 %	20.4 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	87 (3)	0 (0)	87 (3)	14.8 %	14.9 %				
Oldies	2 (1)	37 (1)	39 (2)	6.6 %	7.0 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	16 (2)	16 (2)	2.7 %	3.1 %				
Soft AC/EZ	4 (1)	33 (1)	37 (2)	6.3 %	7.4 %				
Sports	8 (1)	0 (0)	8 (1)	1.4 %	0.8 %				
Standards	32 (1)	0 (0)	32 (1)	5.4 %	5.7 %				
<b>Totals</b>	<b>133 (7)</b>	<b>455 (14)</b>	<b>588 (21)</b>				<b>77.1 %</b>	<b>79.8 %</b>	<b>91.2 %</b>

## AM Stations

Station	Power	Frequency	Format	Ownership	Company	Company	Company	Company
KAQQ	590	5 kw	Standards	Westwd, CNN	\$<20.00	Allied	Triathlon	
KEYF	1050	5 kw/335 w	See KEYF-F					Dishman
KGA	1510	50 kw (DA-N)	Tak	ABC	\$20.00	Mc-Guild	Citadel	
KJRB	790	5 kw (DA-N)	Tak	Westwd, Talknt	\$<20.00	Mc-Guild	Citadel	
KTRW	970	5 kw/1 kw (DA-N)	Sports	1-on-1, SBUSA	\$ NA	Eastman	Morgan Murphy	
KXLY	920	5 kw	News/Tak	CBS, ABC	\$22.00	Eastman	Morgan Murphy	

## FM Stations

Station	Power	Frequency	Format	Ownership	Company	Company	Company	Company
KAEP	105.7	100 kw @ 1910	AOR-New Rock		\$28.00	Mc-Guild	Citadel	
KODA	103.1	2.4 kw @ 1886	Country	ABC	\$<20.00	Allied	Rook	Coeur d'Alene, ID
KDRK	93.7	56 kw @ 2380	Country		\$55.00	Mc-Guild	Citadel	
KEYF	101.1	100 kw @ 1965	Oldies		\$38.00	Mc-Guild	Triathlon	Cheney
KEZE	96.9	9.8 kw @ 531	AOR/Classic	ABC	\$ NA	Allied	Rook	
KHTQ	94.5	100 kw @ 1883	CHR	ABC	\$<20.00	Moore		Hayden, ID
KISC	98.1	94 kw @ 2031	AC		\$44.00	Allied	Triathlon	
KKZX	98.9	100 kw @ 1614	AOR/Classic AOR		\$41.00	Mc-Guild	Triathlon	
KNFR	96.1	56 kw @ 2380	Country		\$22.00	Allied	Triathlon	Opportunity
KNJY	103.9	5.5 kw @ 303	AOR-New Rock	ABC	\$<20.00	Allied		
KTSL	101.9	12 kw @ 495	Religion	SRN	\$ NA	Salem		Medical Lake
KXLY	99.9	37 kw @ 3000	Soft AC		\$23.00	Allied	Morgan Murphy	
KZZU	92.9	85 kw @ 2080	CHR		\$32.00	Christal	Morgan Murphy	

Notes: 1/97 KEZE-F sold to John Rook (D) for \$1,200,000

# SPRINGFIELD, MA

Arbitron Rank: 77 Pop (12+) 496,800	Stations 29 / 14	Last Year's Revenue: \$15,800,000
MSA Rank: 89	Diaries: 1,750/284:1/56.4%	Household Income: \$39,770
MSA Pop: 598,000	Sample Target: 1,670	Retail Dollars: \$4.4 Bil
DMA: 65	% Below Line: 26.2	#1 Biller: WAQY-F \$3,400,000
Average Persons Rating: 15.8	% Not Listed: 18.1	#1 Billing Portfolio:
Market TSL in Hours 21.25	Pop per Station: 35,486	Clear Channel combo \$4,100,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1 WPKX-F	C	77 / 9.8	9.9	10.5	9.6	10.1	9.9	865 / 17.4	19.7	17.9	78 / 882	D WPKX-F
2 WMAS-F	AC	67 / 8.6	7.1	9.6	9.5	7.2	8.7	955 / 19.2	20.4	18.7	71 / 985	D WMAS-F
3 WAQY-F	CL AOR	62 / 7.9	9.0	8.4	7.9	8.1	8.3	1003 / 20.2	20.5	21.1	70 / 1136	E WAQY-F
4 WHYN-F	AC	56 / 7.2	8.1	7.7	6.7	8.4	7.4	900 / 18.1	19.1	19.7	60 / 985	D WHYN-F
5 WHYN	FS	55 / 7.0	6.7	6.4	6.9	7.4	6.8	762 / 15.3	15.6	18.1	56 / 774	C WHYN
6 WTIC-F	CHR	37 / 4.7	5.3	5.0	4.8	4.5	5.0	851 / 17.1	18.1	18.0	37 / 861	F WTIC-F
7 WMAS	ST	34 / 4.3	4.8	4.7	4.8	4.2	4.7	353 / 7.1	7.8	8.9	34 / 353	B WMAS
8 WDRC-F	O	29 / 3.7	3.4	3.4	2.8	2.8	3.3	489 / 9.8	9.5	8.5	30 / 492	D WDRC-F
9 WNNZ	T	24 / 3.1	1.9	2.0	2.2	3.5	2.3	422 / 8.5	6.9	8.7	25 / 449	B WNNZ
10 WAAF-F	AOR-NR	21 / 2.7	4.4	3.8	4.4	3.8	3.8	405 / 8.2	10.5	10.9	25 / 475	F WAAF-F
11 WKSS-F	CHR	19 / 2.4	2.4	3.1	2.6	3.0	2.6	544 / 10.9	12.3	10.7	19 / 548	F WKSS-F
12 WHMP-F	AOR-P	18 / 2.3	2.0	1.4	1.6	1.7	1.8	485 / 9.8	7.4	7.4	23 / 567	F WHMP-F
13 WRCH-F	SAC	17 / 2.2	3.0	2.6	2.4	2.8	2.5	395 / 7.9	7.3	7.4	18 / 415	F WRCH-F
14 WHMP	T	13 / 1.7	1.0	1.1	1.7	1.6	1.4	197 / 4.0	3.0	3.8	13 / 204	F WHMP
WMRQ-F	AOR-NR	13 / 1.7	2.2	2.6	2.1	1.6	2.1	375 / 7.5	8.7	8.2	13 / 375	F WMRQ-F
WRNX-F	AOR-P	13 / 1.7	2.2	1.4	2.4	1.4	1.9	288 / 5.8	3.9	5.8	19 / 321	F WRNX-F

12+ FM Share (Metro): 75.35 % ( 483 of 641 ) ( Fall 95: 75.36 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WTIC-F	1 WAQY-F	1 WAQY-F	1 WAQY-F <	1 WPKX-F	1 WPKX-F	1 WHYN <	1 WMAS-F	1 WPKX-F	1 WMAS-F	1 WMAS-F <
2 WKSS-F >	2 WMAS-F <	2 WPKX-F <	2 WPKX-F	2 WAQY-F <	2 WHYN	2 WPKX-F	WPKX-F	2 WMAS-F <	WPKX-F >	2 WTIC <
3 WMAS-F	3 WTIC-F >	3 WMAS-F	3 WHYN-F	3 WHYN-F <	3 WHYN-F <	3 WHYN-F	3 WAQY-F	3 WAQY-F <	3 WTIC-F <	3 WHYN
WMRQ-F	4 WAAF-F	4 WHYN-F	4 WMAS-F >	4 WMAS-F >	4 WMAS-F	WAQY-F <	4 WHYN <	4 WHYN-F <	4 WAQY-F	4 WAQY-F
WAAF-F	WHYN-F <	5 WTIC-F	5 WTIC-F <	5 WDRC-F	5 WMAS	5 WMAS-F >	5 WHYN-F >	5 WHYN	5 WAAF-F	5 WAAF-F
6 WPKX-F		6 WTIC-F	6 WDRC-F	6 WTIC-F	6 WAQY-F <	6 WTIC-F	6 WMAS	6 WTIC-F	WKSS-F	WHYN-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 WTIC-F	1 WMAS-F	1 WMAS-F	1 WMAS-F	1 WHYN-F <	1 WAAF-F	1 WAQY-F >>	1 WAQY-F >>	1 WAQY-F >	1 WAQY-F
WMAS-F	2 WTIC-F	2 WTIC-F	2 WHYN-F	2 WPKX-F <	WMAS-F	2 WAAF-F	2 WAAF-F	2 WPKX-F >	2 WPKX-F >
WHMP-F	3 WHYN-F <	3 WHYN-F >	3 WPKX-F	3 WMAS-F >	WAQY-F >>	3 WMAS-F	WTIC-F	3 WMAS-F	3 WHYN-F
WAQY-F >	4 WAQY-F	4 WAQY-F	4 WTIC-F <	4 WDRC-F <		4 WTIC-F	WPKX-F	4 WHYN-F	4 WMAS-F
5 WKSS-F	5 WPKX-F	5 WPKX-F	5 WAQY-F >	5 WAQY-F		5 WPKX-F	5 WHYN-F	5 WAAF-F	5 WHYN <
WPKX-F >		WDRC-F	6 WDRC-F >	WTIC-F >				6 WTIC-F	6 WDRC-F >

Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume
WACE	REL 730 Chicopee	0.4	1.6	3 84
WACM	SP 1490 W. Springfield	0.4	1.0	3 49
WSPR	SP 1270 Springfield	1.4	2.4	11 119

Other Rated Stations--Outside Market			Metro Share	Cume Rating	TSA AQH Cume
WCCC-F	AOR 106.9 Hartford	1.5	8.0	15 434	
WFAN	SPRTS 660 New York	0.5	2.1	5 114	
WHCN-F	AOR 105.9 Hartford	0.6	4.7	5 238	
WPVQ-F	C 93.9 Tumers Falls	1.1	2.3	17 244	
WRSI-F	AOR 95.3 Greenfield	0.4	1.2	6 162	
WRSR-F	AC 96.1 Worcester	0.9	4.6	8 280	
WTIC	FS 1080 Hartford	1.4	3.6	11 178	
WWYZ-F	C 92.5 Waterbury, CT	0.9	3.2	7 164	
WZMX-F	O-70S 93.7 Hartford	1.4	5.4	11 272	

# SPRINGFIELD, MA

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	130 (3)	130 (3)	20.3 %	21.6 %	SFX WHMP-AM, WHMP-FM, WPKX-FM	13.8 %	14.1 %	19.0 %
AOR/Classic/NR	0 (1)	147 (8)	147 (9)	22.9 %	23.6 %		13.8 %	14.1 %	19.0 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
CHR	0 (0)	56 (2)	56 (2)	8.7 %	10.2 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	93 (3)	93 (3)	14.5 %	14.7 %				
Full Service	66 (2)	0 (0)	66 (2)	10.3 %	7.6 %				
Hispanic	14 (2)	0 (0)	14 (2)	2.2 %	2.9 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	37 (2)	0 (0)	37 (2)	5.8 %	3.6 %				
Oldies	0 (0)	40 (2)	40 (2)	6.2 %	6.0 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	3 (1)	0 (0)	3 (1)	0.5 %	0.0 %				
Soft AC/EZ	0 (0)	17 (1)	17 (1)	2.7 %	3.1 %				
Sports	4 (1)	0 (0)	4 (1)	0.6 %	1.0 %				
Standards	34 (1)	0 (0)	34 (1)	5.3 %	5.5 %				
<b>Totals</b>	<b>158 (10)</b>	<b>483 (19)</b>	<b>641 (29)</b>						

### AM Stations

WHMP	1400	1 kw	Tak	Westwd, Taknt	\$14.00	D&R	SFX	Northampton
WHYN	560	5 kw/1 kw (DA-2)	Full Service	ABC, CNN	\$39.00	Banner	Clear Channel	
WMAS	1450	1 kw	Standards	Westwd, ABC	\$25.00	Mc-Guild	Lappin	
WNNZ	640	50 kw/1 kw (DA-2)	Tak/News	CBS, ABC, Westwd	\$25.00	Katz		

### FM Stations

WAQY	102.1	17 kw @ 780	Classic AOR		\$73.00	Katz	Saga	
WHMP	99.3	6 kw @ 325	Prog. AOR		\$33.00	D&R	SFX	Northampton
WHYN	93.1	8.9 kw @ 1000	AC		\$56.00	Clear Chann	Clear Channel	
WMAS	94.7	50 kw @ 195	AC		\$43.00	Mc-Guild	Lappin	
WPKX	97.9	2.2 kw @ 528	Country		\$62.00	D&R	SFX	Enfield, CT
WRNX	100.9	1.35 kw @ 692	Prog. AOR		\$20.00	--		Amherst

Notes: Other ranked stations: See Hartford or Boston

# SPRINGFIELD, MO

<b>Arbitron Rank:</b> 145	<b>Pop (12+)</b> 257,200	<b>Stations</b> 18 / 18	<b>Last Year's Revenue:</b> \$13,400,000
<b>MSA Rank:</b>	159	<b>Diaries:</b> 677/380:1/58.5%	<b>Household Income:</b> \$35,662
<b>MSA Pop:</b>	306,000	<b>Sample Target:</b> 680	<b>Retail Dollars:</b> \$4.1 Bil.
<b>DMA:</b>	77	<b>% Below Line:</b> 0.0	<b>#1 Biller:</b> KTTS-F \$4,300,000
<b>Average Persons Rating:</b>	14.9	<b>% Not Listed:</b> 12.0	<b>#1 Billing Portfolio:</b>
<b>Market TSL in Hours</b>	19.50	<b>Pop per Station:</b> 14,289	<b>Great Empire duop</b> \$5,000,000+

12+ Metro	Format	Fall 96 1/4 Share	Spq 96	Fal 95	Spq 95	Fal 94	12+ Metro Cume / Rtg.	Spq 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1	KTTS-F	C	54 / 14.1	18.8		19.0	775 / 30.1	30.3		142 / 1638	KTTS-F
2	KGMV-F	C	46 / 12.0	8.6		10.7	596 / 23.2	20.1		69 / 947	KGMV-F
3	KGBX-F	AC	44 / 11.5	13.5		9.6	551 / 21.4	25.2		63 / 750	KGBX-F
4	KTXR-F	SAC	22 / 5.8	4.3		5.6	339 / 13.2	12.4		38 / 603	KTXR-F
5	KXUS-F	AOR	20 / 5.2	5.3		6.4	286 / 11.1	13.5		33 / 506	KXUS-F
	KHTO-F	CHR	20 / 5.2	6.9		4.8	384 / 14.9	15.9		35 / 554	KHTO-F
7	KTTS	C	19 / 5.0	4.8		4.8	178 / 6.9	8.1		20 / 215	KTTS
8	KWTO	T	18 / 4.7	4.3		4.0	290 / 11.3	13.0		36 / 523	KWTO
9	KKLH-F	O-70S	17 / 4.4	5.3		6.4	282 / 11.0	13.4		26 / 463	KKLH-F
10	KWTO-F	CL AOR	14 / 3.7	2.8		1.9	299 / 11.6	12.7		20 / 473	KWTO-F
	KTOZ-F	AOR-NR	14 / 3.7	2.0		2.7	339 / 13.2	6.6		22 / 520	KTOZ-F
12	KADI-F	REL	13 / 3.4	2.0		4.0	174 / 6.8	5.8		13 / 182	KADI-F
13	KOSP-F	O	12 / 3.1	6.9		5.9	340 / 13.2	17.7		44 / 700	KOSP-F

12+ FM Share (Metro): 85.42 % ( 287 of 336 ) ( Fall 95: NA )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KHTO-F >	1 KGMV-F	1 KGMV-F <	1 KGBX-F	1 KGBX-F	1 KTTS-F >	1 KTTS-F >	1 KGBX-F	1 KTTS-F <	1 KGMV-F >	1 KTTS-F >
2 KTOZ-F >	2 KGBX-F	2 KGBX-F	2 KGMV-F	2 KGMV-F <	2 KGBX-F <	2 KGBX-F	2 KTTS-F <	2 KGMV-F	2 KHTO-F <	2 KGMV-F >
3 KGMV-F >>	3 KXUS-F >	3 KTTS-F >	3 KTTS-F	3 KTTS-F >	3 KTXR-F	3 KGMV-F >	3 KGMV-F	3 KGBX-F >	3 KXUS-F	3 KXUS-F >>
	4 KTTS-F	4 KXUS-F	4 KXUS-F >	4 KXUS-F	4 KGMV-F <	4 KTTS	4 KWTO >	4 KXUS-F	4 KTTS-F <	
	6 KKLH-F <	5 KKLH-F	5 KWTO-F <	5 KKLH-F <	5 KTTS	5 KWTO-F	5 KTXR-F	5 KHTO-F <	5 KGBX-F	
	6 KHTO-F	6 KWTO-F	6 KKLH-F	6 KTXR-F	6 KWTO	6 KXUS-F <	6 KTXR-F	6 KTXR-F		
		KHTO-F <		KWTO-F		7 KKLH-F				
				KWTO						

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KGMV-F >	1 KGBX-F	1 KGBX-F >>	1 KGBX-F	1 KGBX-F >>	1 KGMV-F	1 KGMV-F <	1 KXUS-F	1 KGMV-F	1 KGMV-F
2 KHTO-F >	2 KGMV-F >	2 KGMV-F >	2 KGMV-F >	2 KGMV-F	2 KTTS-F >	2 KXUS-F	2 KGMV-F	2 KTTS-F	2 KTTS-F
3 KGBX-F >	3 KHTO-F	3 KXUS-F	3 KTTS-F	3 KTTS-F >	3 KXUS-F >	3 KKLH-F	3 KKLH-F >	3 KXUS-F >	3 KXUS-F >
4 KTOZ-F	4 KXUS-F	4 KTTS-F >	4 KHTO-F	4 KTXR-F	4 KTOZ-F	4 KTTS-F >	4 KWTO-F	4 KGBX-F <	4 KXUS-F
	5 KKLH-F	5 KTTS-F	5 KADI-F	5 KOSP-F	5 KKLH-F	5 KGMV-F	5 KGMV-F	5 KWTO-F	5 KWTO
	KADI-F >>	KKLH-F		KADI-F	KHTO-F >>		6 KWTO >	6 KKLH-F	6 KWTO-F
		KADI-F							KKLH-F

Consolidation Report	12+	25-54	Revenue
<b>Great Empire</b>	20.1 %	13.5 %	37.3 %
KLQ-FM, KTTS-AM, KTTS-FM			
<b>Local</b>	8.9 %	5.1 %	%
KHTO-FM, KTOZ-FM			
<b>Meyer</b>	14.2 %	15.3 %	12.7 %
KTXR-FM, KWTO-AM, KWTO-FM			
<b>Midwest Family</b>	7.5 %	9.8 %	11.2 %
KKLH-FM, KOSP-FM			
<b>Sunburst</b>	25.6 %	31.4 %	21.6 %
KGBX-FM, KGMV-AM, KGMV-FM			
<b>Total</b>	<b>76.3 %</b>	<b>75.1 %</b>	<b>82.8 %</b>

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KCTG-F	C	92.9	Ozark 0.8 2.4 4 110
KGMV	ST	1400	Springfield 2.1 4.4 8 113
KLQ-F	C	96.5	Sparta 1.0 5.5 8 261
KQMO-F	AC/CHR	104.1	Ash Grove 1.0 6.2 14 237
KTOZ	ST	1060	Springfield 1.0 2.6 4 85

# SPRINGFIELD, MO

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	48 (2)	48 (2)	14.3 %	16.1 %
AOR/Classic/NR	0 (0)	48 (3)	48 (3)	14.3 %	17.3 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	20 (1)	20 (1)	6.0 %	7.6 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	19 (1)	107 (4)	126 (5)	37.5 %	38.5 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	18 (1)	0 (0)	18 (1)	5.4 %	4.8 %
Oldies	0 (0)	29 (2)	29 (2)	8.6 %	7.6 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	13 (1)	13 (1)	3.9 %	2.3 %
Soft AC/EZ	0 (0)	22 (1)	22 (1)	6.5 %	4.8 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	12 (2)	0 (0)	12 (2)	3.6 %	0.8 %
<b>Totals</b>	<b>49 (4)</b>	<b>287 (14)</b>	<b>336 (18)</b>		

### AM Stations

KTTS	1260	5 kw (DA-N)	Country	ABC	\$ NA	Torbet	Great Empire
KWTO	560	5 kw/4 kw (DA-2)	Tak	ABC, Westwd, CBS	\$15.00	Mc-Guild	Meyer

### FM Stations

KADI	99.5	6 kw @ 328	Religion	UPI	\$11.00	---	Republic
KGBX	105.9	38 kw @ 558	AC		\$25.00	Katz	Sunburst Nixa
KGMV	100.5	33 kw @ 600	Country		\$24.00	Katz	Sunburst Aurora
KHTO	106.7	25 kw @ 328	CHR		\$ NA	---	KTOZ-F Mt. Vernon
KKLH	104.7	35 kw @ 581	70's Oldies	AP	\$ NA	---	Midwest Family Marshfield
KLTQ	96.5	50 KW @ 492	Country		\$ NA	---	Great Empire Sparta
KOSP	105.1	50 kw @ 492	Oldies		\$21.00	---	Midwest Family Willard
KTOZ	95.5	50 kw @ 492	AOR-New Rock		\$10.00	---	KHTO Pleasant Hope
KTTS	94.7	100 kw @ 1102	Country	ABC	\$70.00	Torbet	Great Empire
KTXR	101.3	100 kw @ 1181	EZ/Soft AC	Westwd	\$22.00	Mc-Guild	Meyer
KWTO	98.7	100 kw @ 551	AOR/Classic	ABC	\$17.00	Mc-Guild	Meyer
KXUS	97.3	100 kw @ 581	AOR		\$25.00	Rosin	

Notes: This is Springfield's first Fall Arbitron . . . 7/96 The KTOZ-F calls and New Rock format shifted from Midwest Family's 104.7 to Channel Z's 95.5; the KZBE-F calls and New Rock format shifted from 95.5 to 104.7 . . . 8/96 KZBE 104.7 changed to 70's Oldies as KKLH-F . . . 9/96 KLFJ (1550) sold for \$140,000

# STOCKTON

**Arbitron Rank:** 85 **Pop (12+)** 429,400  
**MSA Rank:** 94  
**MSA Pop:** 536,000  
**DMA:** Sacramento (#17)  
**Average Persons Rating:** 16.2  
**Market TSL in Hours:** 22.00

**Stations:** 40 / 9  
**Diaries:** 944/455:1/52.7%  
**Sample Target:** 860  
**% Below Line:** 58.1  
**% Not Listed:** 16.2  
**Pop per Station:** 47,711

**Last Year's Revenue:** \$8,200,000  
**Household Income:** \$39,735  
**Retail Dollars:** \$3.7 Bil.  
**#1 Biller:** KWIN-F  
**#1 Billing Portfolio:** Sliverado duop \$NA

12+ Metro	Format	Fall 96 1/4 Share	Spq 96	Fal 95	Spq 95	Fal 94	12+ Metro Cume / Rtg	Spq 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1	KATM-F	79 / 11.3	11.9	11.2	13.1	11.6	964 / 22.4	22.5	22.2		KATM-F
2	KWIN-F	58 / 8.3	8.0	6.6	6.0	7.5	932 / 21.7	19.8	18.5		KWIN-F
3	KHKK-FF	45 / 6.5	5.9	6.6	6.9	8.8	684 / 15.9	14.8	15.8		KHKK-FF
4	KQOD-F	42 / 6.0	4.4	6.8	9.1	4.4	651 / 15.2	11.8	14.5		KQOD-F
5	KTRB	32 / 4.6	2.9	2.1	0.5	1.7	151 / 3.5	6.5	2.4		KTRB
	KHOP-F	AOR/CL	32 / 4.6	3.7	2.1	3.2	519 / 12.1	11.6	8.5		KHOP-F
7	KMIX-F	SP	29 / 4.2	1.8	1.2	1.4	220 / 5.1	5.3	4.3		KMIX-F
	KOSO-F	AC	29 / 4.2	4.1	5.6	3.2	522 / 12.2	11.4	11.9		KOSO-F
9	KNBR	SPRTS	23 / 3.3	3.9	3.5	3.9	348 / 8.1	11.0	9.6		KNBR
10	KCBS	N/T	17 / 2.4	2.9	2.1	2.5	363 / 8.5	8.8	7.8		KCBS

12+ FM Share (Metro): 70.33 % ( 410 of 583 ) (Fall 95: 67.37 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KWIN-F >>	1 KWIN-F <	1 KATM-F	1 KATM-F <	1 KATM-F	1 KATM-F	1 KATM-F >	1 KATM-F	1 KATM-F	1 KWIN-F >	1 KATM-F >
2 KATM-F >>	2 KATM-F	2 KHKK-FF <	2 KHKK-FF <	2 KHKK-FF	2 KQOD-F	2 KWIN-F	2 KHKK-FF	2 KWIN-F	2 KATM-F >	2 KWIN-F <
	3 KHOP-F <	3 KWIN-F	3 KTRB	3 KTRB <	3 KHKK-FF	3 KHKK-FF <	3 KQOD-F <	3 KHKK-FF	3 KHOP-F	3 KCBS >
	4 KMIX-F >	4 KTRB	4 KWIN-F	4 KQOD-F	*4 KTRB >	4 KQOD-F	4 KWIN-F	4 KQOD-F	4 KMIX-F <	
		KHOP-F	5 KHOP-F	5 KWIN-F				5 KHOP-F <	5 KQOD-F	
								6 KOSO-F	KTRB	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KATM-F	1 KWIN-F	1 KWIN-F	1 KATM-F	1 KATM-F	1 KMIX-F >	1 KHOP-F	1 KHOP-F >>	1 KHKK-FF <	1 KTRB
KWIN-F >	2 KATM-F >	2 KATM-F	2 KWIN-F	2 KQOD-F	2 KHOP-F	2 KMIX-F	2 KATM-F	2 KHOP-F	KHKK-FF
3 KOSO-F >>	3 KOSO-F >	3 KTRB	3 KOSO-F >	3 KOSO-F	3 KATM-F	3 KATM-F <	KMIX-F	3 KTRB	3 KHOP-F
		4 KOSO-F	4 KHKK-FF	KWIN-F	KWIN-F	4 KWIN-F		4 KATM-F	4 KATM-F
		KMIX-F >	5 KQOD-F >	5 KHKK-FF >	5 KHKK-FF >>	5 KHKK-FF >		5 KMIX-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KCVR SP 1570 Lodi	1.3	2.2	
KJAX T 1280 Stockton	1.7	3.7	
KJOY-F SAC 99.3 Stockton	1.6	5.1	
KSTN-F SP 107.3 Stockton	0.9	4.7	
KSTN B 1420 Stockton	0.4	3.3	
KWG SP 1230 Stockton	1.1	2.4	

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KBUL C 970 Modesto	0.6	1.4	
KCBC REL 770 Riverbank	0.6	1.9	
KCTC ST 1320 Sacramento	1.9	2.8	
KFBK N/T 1530 Sacramento	1.4	3.5	
KFRC-AF O 610 San Francisco	0.7	2.8	
KGBY-F AC 92.5 Sacramento	0.4	1.1	
KGO T 810 San Francisco	1.3	3.4	
KHTK T 1140 Sacramento	1.9	3.9	
KJSN-F AC 102.3 Modesto	0.6	2.2	
KKIQ-F AC 101.7 Livermore	0.4	1.9	
KMEL-F CHR 106.1 San Francisco	0.6	2.6	
KNCI-F C 105.1 Sacramento	0.7	3.0	
KQPT-F AOR-NR 100.5 Sacramento	0.7	2.8	
KRVR-F J 105.5 Copperopolis	1.1	3.1	
KSAN-F C 94.9 San Francisco	0.6	1.6	
KSFM-F CHR 102.5 Woodland	1.1	6.6	
KSFO T 560 San Francisco	0.9	1.9	
KSJO-F AOR 92.3 San Jose	1.0	1.4	
KSTE T 650 Rancho Cordova	1.0	2.7	
KVFX-F CL AOR 96.7 Manteca	1.6	6.7	
KWOD-F CHR-NR 106.5 Sacramento	1.3	5.1	
KYLD-F B 107.7 San Mateo	0.9	2.6	

# STOCKTON

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	39 (4)	39 (4)	6.7 %	6.3 %
AOR/Classic/NR	0 (0)	100 (6)	100 (6)	17.2 %	15.4 %
Black/Urban	3 (1)	6 (1)	9 (2)	1.5 %	1.3 %
CHR	0 (0)	79 (4)	79 (4)	13.6 %	12.3 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	4 (1)	88 (3)	92 (4)	15.8 %	18.9 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	41 (2)	35 (2)	76 (4)	13.0 %	10.5 %
Jazz	0 (0)	8 (1)	8 (1)	1.4 %	2.0 %
News/Talk	74 (7)	0 (0)	74 (7)	12.7 %	13.8 %
Oldies	11 (2)	44 (2)	55 (4)	9.4 %	9.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	4 (1)	0 (0)	4 (1)	0.7 %	0.7 %
Soft AC/EZ	0 (0)	11 (1)	11 (1)	1.9 %	1.1 %
Sports	23 (1)	0 (0)	23 (1)	3.9 %	4.8 %
Standards	13 (1)	0 (0)	13 (1)	2.2 %	3.5 %
<b>Totals</b>	<b>173 (16)</b>	<b>410 (24)</b>	<b>583 (40)</b>		

Consolidation Report	12+	25-54	Revenue
<b>Silverado</b>	14.9 %	11.6 %	44.9 %
KCVR-AM, KMIX-FM, KWG-AM, KWIN-FM			
	<b>14.9 %</b>	<b>11.6 %</b>	<b>44.9 %</b>

### AM Stations

KJAX	1280	1 kw (DA-N)	Tak	\$9.00	---	Capstar
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### FM Stations

KMIX	100.9	6 kw @ 328	Hispanic		Katz	Silverado	Tracy
KQOD	100.1	6 kw @ 285	Oldies	\$33.00	Eastman		
KWIN	97.7	3 kw @ 300	CHR	\$20.00	Allied	Silverado	Lodi

Notes: Other ranked stations: See Modesto, Sacramento or San Francisco . . . There is no TSA for the market . . . 1/97 Community Pacific sold these stations to Capstar: KJAX for \$500,000; KVFX-F for \$2,100,000



# SYRACUSE

<b>Arbitron Rank:</b> 70 Pop (12+)	547,400	<b>Stations</b>	32 / 23	<b>Last Year's Revenue:</b>	\$19,700,000
<b>MSA Rank:</b>	71	<b>Diaries:</b>	1,792/305:1/57.8%	<b>Household Income:</b>	\$42,014
<b>MSA Pop:</b>	753,000	<b>Sample Target:</b>	1,740	<b>Retail Dollars:</b>	\$5.6 Bil.
<b>DMA:</b>	69	<b>% Below Line:</b>	5.8	<b>#1 Biller:</b>	WYYY-F \$4,900,000
<b>Average Persons Rating:</b>	15.7	<b>% Not Listed:</b>	14.2	<b>#1 Billing Portfolio:</b>	Cox duop+ \$10,575,000
<b>Market TSL In Hours</b>	20.50	<b>Pop per Station:</b>	23,800		

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1 WNTQ-F	CHR	88 / 10.2	9.2	10.9	10.4	13.0	10.2	1553 / 28.4	31.8	30.7	117 / 2227	E WNTQ-F
2 WSYR	FS	82 / 9.5	8.9	8.4	12.3	11.3	9.8	1295 / 23.7	20.4	24.6	91 / 1567	E WSYR
3 WBBS-F	C	78 / 9.1	9.6	7.8	10.3	7.4	9.2	970 / 17.7	16.9	14.8	108 / 1432	C WBBS-F
4 WSEN-F	O	63 / 7.3	7.8	6.8	6.2	5.0	7.0	977 / 17.8	19.4	13.7	73 / 1188	C WSEN-F
5 WYYY-F	AC	61 / 7.1	6.8	9.7	7.1	9.5	7.7	1096 / 20.0	22.8	23.0	69 / 1356	F WYYY-F
6 WAQX-F	AOR	57 / 6.6	6.5	6.6	4.6	6.3	6.1	1020 / 18.6	16.8	20.7	65 / 1259	E WAQX-F
7 WTKW-F	CL AOR	38 / 4.4	5.1	5.5	3.4	4.2	4.6	591 / 10.8	11.8	10.9	42 / 654	A WTKW-F
8 WLTI-F	SAC	36 / 4.2	1.3	1.1				620 / 11.3	2.0		37 / 633	WLTI-F
9 WKRL-F	AOR	31 / 3.6	4.8	4.9	3.7	4.2	4.3	574 / 10.5	11.1	9.3	31 / 599	B WKRL-F
10 WWHT-F	CHR	29 / 3.4	2.5	2.8	3.1	2.4	2.9	686 / 12.5	7.1	7.4	47 / 947	WWHT-F
	WFBL	29 / 3.4	4.4	3.8	4.7	4.1	4.1	424 / 7.7	8.2	8.9	30 / 442	A WFBL
12 WRDS-F	BIAC	26 / 3.0	4.3	2.4	2.9	1.9	3.2	253 / 4.6	4.0	2.6	27 / 259	A WRDS-F
13 WHEN	SPRTS	23 / 2.7	1.8	1.8	1.8	2.3	2.0	480 / 8.8	7.4	8.6	29 / 569	A WHEN
14 WTLA-AA	ST	17 / 2.0	1.5	1.7	1.6	1.5	1.7	281 / 5.1	4.8	4.6	19 / 319	A WTLA-AA
15 WNSS	N	16 / 1.9	1.6	0.3	0.3		1.0	434 / 7.9	1.6		16 / 475	WNSS

12+ FM Share (Metro): 76.80 % ( 566 of 737 ) ( Fall 95: 75.71 % )

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 WNTQ-F	1 WBBS-F <	1 WBBS-F <	1 WSYR >	1 WSYR <	1 WSYR	1 WNTQ-F <	1 WNTQ-F	1 WSYR >>
2 WWHT-F >	2 WNTQ-F	2 WBBS-F <	2 WNTQ-F <	2 WNTQ-F <	2 WSEN-F <	2 WNTQ-F	2 WNTQ-F	2 WBBS-F >	2 WBBS-F	2 WBBS-F
3 WKRL-F >>	3 WBBS-F <	3 WAQX-F	3 WYYY-F	3 WYYY-F	3 WBBS-F	3 WAQX-F	WBBS-F	3 WSEN-F <	3 WWHT-F	
	4 WYYY-F	4 WSEN-F	4 WSEN-F	4 WSEN-F	4 WNTQ-F <	4 WBBS-F <	4 WYYY-F	4 WYYY-F <	4 WSYR <	
	5 WKRL-F	5 WSEN-F	5 WTKW-F	5 WTKW-F	5 WYYY-F	5 WYYY-F	5 WSEN-F	5 WSYR	5 WAQX-F	
	6 WTKW-F	6 WTKW-F	6 WAQX-F	6 WSYR <		6 WSEN-F >	6 WAQX-F	6 WLTI-F <	WSEN-F	
				7 WAQX-F <					WKRL-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 WNTQ-F >	1 WNTQ-F >	1 WNTQ-F <	1 WNTQ-F	1 WNTQ-F <	1 WAQX-F >	1 WAQX-F >	1 WAQX-F >	1 WAQX-F >	1 WTKW-F <
2 WAQX-F	2 WYYY-F <	2 WBBS-F <	2 WYYY-F <	2 WBBS-F <	2 WKRL-F >>	2 WKRL-F	2 WTKW-F	2 WTKW-F <	2 WAQX-F <
3 WYYY-F	3 WBBS-F >	3 WYYY-F >>	3 WBBS-F >	3 WYYY-F >	3 WNTQ-F	3 WBBS-F <	WBBS-F	3 WSEN-F	3 WBBS-F <
4 WRDS-F	4 WRDS-F		4 WSEN-F	4 WSEN-F	4 WSEN-F	4 WTKW-F	4 WHEN	4 WNTQ-F	4 WSYR
5 WWHT-F	WAQX-F >		5 WRDS-F	5 WLTI-F >	5 WWHT-F	WNTQ-F	5 WKRL-F	WBBS-F	WSEN-F
6 WBBS-F >>			WLTI-F <			WHEN	6 WNTQ-F	6 WYYY-F <	6 WNTQ-F
			7 WAQX-F				WYYY-F >	7 WKRL-F <	WYYY-F

Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume
WDCW	REL 1390 Syracuse	0.5	1.5	4 91
WMCR-F	AC 106.3 Oneida	0.3	0.6	5 58
WPCX-F	AOR-P 106.9 Auburn	0.3	1.9	13 227
WSCP-F	C 101.7 Pulaski	0.5	1.1	4 76

Other Rated Stations—Outside Market		Metro Share	Cume Rating	TSA AQH Cume
WFRG-F	C 104.3 Utica	1.5	4.6	42 614
WIII-F	AOR-P 99.9 Cortland	0.3	1.4	7 271
WKLL-F	AOR-NR 94.9 Frankfort	0.5	1.3	15 190
WLZW-F	AC 98.7 Utica	0.5	2.6	12 283
WNVE-F	AOR-NR 95.1 S. Bristol	0.8	4.6	30 750
WODZ-F	O 96.1 Rome	0.5	1.4	11 253
WOUR-F	AOR 96.9 Utica	1.0	3.3	21 393
WKS-F	CHR 102.5 Rome	0.7	4.1	16 371

# SYRACUSE

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report		
						12+	25-54	Revenue
AC	0 (1)	68 (3)	68 (4)	9.2 %	13.6 %	Cox	31.8 %	53.7 %
AOR/Classic/NR	0 (0)	151 (1)	151 (1)	20.5 %	23.6 %	WBBS-FM, WHEN-AM, WSYR-AM, WWHT-FM, WYYY-FM		
Black/Urban	0 (0)	26 (1)	26 (1)	3.5 %	2.8 %	Pilot	22.9 %	32.5 %
CHR	0 (0)	123 (3)	123 (3)	16.7 %	13.9 %	WAQX-FM, WLTJ-FM, WNSS-AM, WNTQ-FM		
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Radio Corp.	9.4 %	5.1 %
Country	0 (0)	95 (3)	95 (3)	12.9 %	16.3 %	WKRH-FM, WKRL-FM, WTKV-FM, WTKW-FM, WTLA-AM		
Full Service	82 (1)	0 (0)	82 (1)	11.1 %	9.9 %		64.1 %	91.3 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	1.3 %			
News/Talk	16 (1)	0 (0)	16 (1)	2.2 %	0.4 %			
Oldies	0 (1)	67 (2)	67 (3)	9.1 %	8.6 %			
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Religion/Gospel	4 (1)	0 (0)	4 (1)	0.5 %	0.4 %			
Soft AC/EZ	0 (0)	36 (1)	36 (1)	4.9 %	0.4 %			
Sports	23 (1)	0 (0)	23 (1)	3.1 %	2.2 %			
Standards	46 (3)	0 (0)	46 (3)	6.2 %	6.6 %			
<b>Totals</b>	<b>171 (9)</b>	<b>566 (23)</b>	<b>737 (32)</b>					

### AM Stations

Station	Freq	Power	Format	Comments	Owner	Location
WFBL	1050	2.5 kw/19 w (DA-2)	Standards	CNN, Westwd	Mc-Guild	Baldwinsville
WHEN	620	5 kw/1 kw (DA-N)	Sports	ABC, 1/1, WW1	Eastman	Cox
WNSS	1260	5 kw (DA-N)	News	CBS, AP	Banner	Piabt
WSYR	570	5 kw (DA-2)	Full Service	Westwd, AP	Katz	Cox
WTLA	1200	1 kw (DA-N)	Standards	ABC	Allied	Radio Corp. N. Syracuse

### FM Stations

Station	Freq	Power	Format	Comments	Owner	Location
WAQX	95.7	25 kw @ 298	AOR	ABC	Banner	Manlius
WBBS	104.7	50 kw @ 492	Country		Katz	Fulton
WKRH	106.5	5 kw @ 328	See WKRL-F			Minetto
WKRL	100.9	6 kw @ 165	AOR	ABC	Allied	Radio Corp. N. Syracuse
WLTJ	105.9	1.25 kw @ 200	Soft AC	CBS	\$ NA	Banner
WNTQ	93.1	97 kw @ 660	CHR		\$70.00	Banner
WRDS	102.1	6 kw @ 220	Black AC	ABC	\$ NA	---
WSEN	92.1	25 kw @ 300	Oldies	CBS, Westwd	\$33.00	Mc-Guild
WTKV	105.5	1.8 kw @ 417	See WTKW-F			Buckley
WTKW	99.5	6 kw @ 338	Classic AOR	ABC, AP	\$21.00	Allied
WWHT	107.9	50 kw @ 500	CHR	ABC	\$ NA	Eastman
WYYY	94.5	100 kw @ 650	AC		\$90.00	Katz

Notes: 8/96 WXCD-F sold to Pilot for \$2,000,000 . . . 8.96 WXCD-F changed from Jazz to Soft AC as WLTJ-F ("Lite 105.9") . . . 9/96 WSIV/WVOA-F sold by Forus to Cram for \$900,000 . . . 10/96 WPCX-F changed from Country to Adult Alternative (AOR-P), calling itself "The Breeze"

Jim Duncan

Comments: WLTJ-F moved well into viable station territory . . . WNTQ-F had excellent older demos for a CHR

# TALLAHASSEE

<b>Arbitron Rank: 167 Pop (12+)</b>	201,000	<b>Stations</b>	17 / 16	<b>Last Year's Revenue:</b>	\$9,100,000
<b>MSA Rank:</b>	170	<b>Diaries:</b>	585/344:1/46.1%	<b>Household Income:</b>	\$37,766
<b>MSA Pop:</b>	264,000	<b>Sample Target:</b>	610	<b>Retail Dollars:</b>	\$2.2 Bil.
<b>DMA:</b>	116	<b>% Below Line:</b>	1.1	<b>#1 Biller:</b>	WTNT \$2,300,000
<b>Average Persons Rating:</b>	13.8	<b>% Not Listed:</b>	19.5	<b>#1 Billing Portfolio:</b>	Paxson duop+ \$3,900,000+
<b>Market TSL In Hours</b>	18.00	<b>Pop per Station:</b>	12,562		

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1	WHBX-F	B	43 / 15.5	16.1		14.6	412 / 20.5	19.8		71 / 815	B
2	WTNT-F	C	24 / 8.7	8.2		9.5	390 / 19.4	19.2		59 / 847	D
3	WBZE-F	AC	21 / 7.6	8.5		7.8	393 / 19.5	24.2		27 / 506	B
4	WXSR-F	AOR-NR	18 / 6.5	8.3		8.8	327 / 16.3	16.8		19 / 389	A
5	WAIB-F	C	17 / 6.1	4.7		7.8	286 / 14.2	15.4		18 / 333	A
6	WGLF-F	AOR	16 / 5.8	5.4		4.1	335 / 16.7	14.4		34 / 588	B
7	WWFO-F	AOR/CL	15 / 5.4	6.0		4.7	296 / 14.7	14.8		17 / 363	A
8	WSNI-F	O	15 / 5.4	5.0		3.7	350 / 17.4	17.0		40 / 652	B
9	WWLD-F	CHR	12 / 4.3	5.4		4.1	375 / 18.7	15.6		15 / 428	A
10	WMLO-F	SAC	10 / 3.6	5.4		5.1	250 / 12.4	11.6		20 / 379	B

12+ FM Share (Metro): 92.83 % ( 207 of 223 ) ( Fall 95: NA )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WXSR-F	1 WHBX-F >	1 WHBX-F >>	1 WHBX-F >	1 WHBX-F >	1 WTNT-F <	1 WHBX-F >>	1 WHBX-F >	1 WHBX-F >	1 WHBX-F >>	1 WXSR-F
WHBX-F >	2 WXSR-F	2 WTNT-F	2 WWFO-F	2 WBZE-F <	2 WHBX-F	2 WXSR-F <	2 WTNT-F	2 WTNT-F	2 WWLD-F	2 WHBX-F >
3 WWLD-F	3 WAIB-F	WBZE-F <	WTNT-F	3 WTNT-F	3 WBZE-F <	3 WTNT-F <	3 WBZE-F	WBZE-F	3 WXSR-F	3 WTNT-F
WAIB-F >>	4 WWLD-F	4 WGLF-F	WBZE-F	4 WWFO-F	4 WSNI-F >	4 WBZE-F	4 WGLF-F <	4 WXSR-F	4 WWFO-F	5 WGLF-F >
	5 WGLF-F >	5 WXSR-F	5 WGLF-F	5 WSNI-F <	5 WMLO-F	5 WSNI-F	5 WTAL	WWFO-F	5 WTNT-F >	
		WWFO-F	6 WSNI-F	6 WGLF-F	WWFO-F	6 WXSR-F	6 WSNI-F <	7 WGLF-F		
		WAIB-F	7 WAIB-F	7 WAIB-F	7 WGLF-F	7 WAIB-F	8 WAIB-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 WHBX-F >>	1 WHBX-F >>>	1 WHBX-F >>	1 WHBX-F >>	1 WHBX-F >	1 WXSR-F	1 WXSR-F	1 WXSR-F	1 WHBX-F >	1 WHBX-F >
2 WWLD-F	2 WWLD-F	2 WAIB-F >>	2 WBZE-F	2 WBZE-F	WGLF-F >	2 WGLF-F >	WBZE-F >	2 WXSR-F	2 WWFO-F
3 WXSR-F	WAIB-F	3 WXSR-F	3 WTNT-F	3 WTNT-F	3 WAIB-F >	3 WHBX-F	3 WWFO-F	3 WGLF-F	3 WTNT-F
WAIB-F >	4 WXSR-F >	WWLD-F	WAIB-F	4 WWFO-F	4 WAIB-F	4 WAIB-F	WGLF-F >>	4 WWFO-F	4 WBZE-F
		WWFO-F >>	5 WGLF-F	WAIB-F	5 WWLD-F >	5 WWLD-F >		WTNT-F	5 WSNI-F
			WXSR-F	6 WGLF-F					6 WGLF-F
			WWLD-F	WSNI-F					
			WWFO-F >						

Consolidation Report	12+	25-54	Revenue
<b>HVS</b> WBZE-FM, WHBT-AM, WHBX-FM, WWLD-FM	27.4 %	28.9 %	25.9 %
<b>Local</b> WAIB-FM, WWFO-FM	11.5 %	13.5 %	11.0 %
<b>Partech</b> WJPH-AM, WMFL-AM, WMLO-FM	3.6 %	2.5 %	8.7 %
<b>Paxson</b> WJZT-FM, WNLS-AM, WSNI-FM, WTNT-FM, WXSR-FM	24.9 %	25.1 %	44.0 %
	<b>67.4 %</b>	<b>69.9 %</b>	<b>89.6 %</b>

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WAKU-F	AC	94.1	Crawfordville	1.8	2.0	5 40
WANM	N	1070	Tallahassee	0.7	3.5	2 70
WCVC	REL	1330	Tallahassee	0.7	1.7	2 34
WJZT-F	J	100.7	Midway	2.9	8.5	11 190
WNLS	SPRST	1270	Tallahassee	1.4	5.5	4 120
WTAL	T	1450	Tallahassee	2.9	6.5	11 161

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WGWD-F	C	93.3	Gretna	1.1	3.5	6 181

# TALLAHASSEE

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	26 (2)	26 (2)	11.7 %	12.9 %
AOR/Classic/NR	0 (0)	49 (3)	49 (3)	22.0 %	21.2 %
Black/Urban	0 (0)	43 (1)	43 (1)	19.3 %	19.3 %
CHR	0 (0)	12 (1)	12 (1)	5.4 %	6.4 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	44 (3)	44 (3)	19.7 %	17.0 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	8 (1)	8 (1)	3.6 %	0.0 %
News/Talk	10 (2)	0 (0)	10 (2)	4.5 %	6.4 %
Oldies	0 (0)	15 (1)	15 (1)	6.7 %	6.1 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	2 (1)	0 (0)	2 (1)	0.9 %	1.9 %
Soft AC/EZ	0 (0)	10 (1)	10 (1)	4.5 %	6.4 %
Sports	4 (1)	0 (0)	4 (1)	1.8 %	2.3 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>Totals</b>	<b>16 (4)</b>	<b>207 (13)</b>	<b>223 (17)</b>		

### AM Stations

WNLS	1270	5 kw (DA-N)	Sports	Westwd, 1-on-1	\$ NA	Christal	Paxson
WTAL	1450	1 kw	Tak	CBS, Westwd, UBN	\$ NA	Rosin	

### FM Stations

WAIB	103.1	50 kw @ 295	Country		\$ NA	K&P	WWFO	
WBZE	98.9	100 kw @ 390	AC	Westwd	\$19.00	Katz	HVS	
WGLF	104.1	100 kw @ 1394	AOR		\$27.00	Katz	Timm	
WHBX	96.1	37 kw @ 479	Black	ABC, Westwd	\$21.00	Katz	HVS	
WJZT	100.7	11.5 kw @ 489	Jazz		\$ NA	Mc-Guild	Paxson	Midway
WML0	104.9	47 kw @ 505	Soft AC	CNN	\$15.00	---	Partech	Havana
WSNI	107.1	61 kw @ 823	Oldies		\$24.00	---	Paxson	Thomasville, GA
WTNT	94.9	100 kw @ 840	Country	ABC	\$42.00	Christal	Paxson	
WWFO	99.9	50 kw @ 492	Classic AOR		\$16.00	Allied	WAIB	Lafayette
WWLD	106.1	3 kw @ 328	CHR		\$14.00	Katz	HVS/Timm	
WXSR	101.5	50 kw @ 476	CHR	Source, Westwd	\$13.00	Mc-Guild	Paxson	Quincy

Notes: This is Tallahassee's first Fall Arbitron . . . 10/96 WTPS-F changed from Hot AC (AC/CHR) to Smooth Jazz (J) as WJZT-F

# TAMPA-ST. PETERSBURG

**Arbitron Rank:** 21 Pop (12+) 1,906,400  
**MSA Rank:** 23  
**MSA Pop:** 2,200,000  
**DMA:** 15  
**Average Persons Rating:** 16.6  
**Market TSL in Hours:** 22.25

**Stations:** 29 / 28  
**Diaries:** 3,181/599:1/52.0%  
**Sample Target:** 3,080  
**% Below Line:** 0.6  
**% Not Listed:** 11.6  
**Pop per Station:** 68,086

**Last Year's Revenue:** \$78,500,000  
**Household Income:** \$34,064  
**Retail Dollars:** \$22.7 Bil.  
**#1 Biller:** WQYK-AF \$12,000,000  
**#1 Billing Portfolio:** Jacor duop+ \$29,200,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WFLZ-F	CHR	250 / 7.9	8.2	8.4	7.5	7.8	8.0	4165 / 21.8	20.9	19.2	379 / 6080	G	WFLZ-F
	WQYK-F	C	250 / 7.9	7.7	7.3	5.9	7.9	7.2	3290 / 17.3	16.1	17.9	271 / 3713	I	WQYK-F
3	WFLA	T	218 / 6.9	6.9	6.5	6.8	4.7	6.8	2307 / 12.1	13.5	10.8	252 / 2898	G	WFLA
4	WUV-F	EZ/ST	209 / 6.6	6.5	6.6	6.7	5.6	6.6	2316 / 12.2	12.2	11.0	433 / 4370	E	WUV-F
5	WWRM-F	SAC	177 / 5.6	6.0	4.3	5.1	5.5	5.2	2465 / 12.9	13.4	14.4	246 / 3429	G	WWRM-F
6	WRBQ-F	C	167 / 5.3	5.2	5.7	6.0	6.2	5.5	2489 / 13.1	13.8	14.8	211 / 3122	G	WRBQ-F
7	WXTB-F	AOR	164 / 5.2	5.5	5.3	5.0	5.9	5.3	2066 / 10.8	12.8	12.5	199 / 2567	H	WXTB-F
8	WYUU-F	O	151 / 4.8	4.2	4.0	3.9	3.5	4.2	2283 / 12.0	11.6	12.5	164 / 2606	E	WYUU-F
9	WGUL-AF	ST	148 / 4.7	4.7	6.0	5.7	5.1	5.3	1218 / 6.4	7.5	7.1	154 / 1394	C	WGUL-AF
10	WUSA-AF	AC/CHR	141 / 4.5	4.2	4.1	3.8	4.9	4.1	2234 / 11.7	10.5	11.3	149 / 2434	G	WUSA-AF
11	WCOF-F	O-70s	139 / 4.4	4.0	3.3	3.4	3.0	3.8	2095 / 11.0	10.5	10.5	159 / 2484	E	WCOF-F
12	WSJT-F	J	127 / 4.0	4.5	3.3	3.5	3.9	3.8	1767 / 9.3	7.7	9.4	163 / 2366	B	WSJT-F
13	WMTX-F	AC	126 / 4.0	4.4	6.3	5.9	6.0	5.2	2134 / 11.2	14.7	14.2	140 / 2434	H	WMTX-F
14	WHPT-F	AOR-P	90 / 2.8	3.8	3.3	4.5	4.0	3.6	1655 / 8.7	10.0	10.6	154 / 2529	G	WHPT-F
15	WRBQ	B	64 / 2.0	1.3	1.6	1.3	1.3	1.6	797 / 4.2	4.0	3.5	72 / 911	B	WRBQ
16	WLVU-F	ST	63 / 2.0	1.6	1.5	2.5	2.5	1.9	731 / 3.8	3.0	3.8	63 / 731	B	WLVU-F
17	WTBT-F	AOR/CL	57 / 1.8	2.0	2.2	1.9	2.4	2.0	1009 / 5.3	5.2	5.7	59 / 1016	B	WTBT-F
18	WZTM	SPRIS	46 / 1.5	0.5	0.4	0.6	0.5	0.7	823 / 4.3	1.9	2.3	54 / 1035		WZTM
	WTMP	B	46 / 1.5	1.0	1.7	1.2	1.4	1.3	663 / 3.5	3.8	3.6	46 / 693	B	WTMP
19	WSUN	ST	43 / 1.4	1.3	1.3	1.0	1.4	1.3	914 / 4.8	4.2	4.5	53 / 1133	D	WSUN

12+ FM Share (Metro): 77.00 % ( 2156 of 2800 ) ( Fall 95: 80.84 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WFLZ-F >>	1 WFLZ-F	1 WFLZ-F	1 WFLZ-F <	1 WQYK-F <	1 WDUV-F <	1 WFLZ-F	1 WFLA <	1 WFLZ-F <	1 WFLZ-F	1 WFLA
2 WXTB-F >	2 WXTB-F >	2 WXTB-F	2 WCOF-F	2 WFLZ-F <	2 WFLA <	2 WQYK-F <	2 WQYK-F <	2 WQYK-F	2 WFLA	2 WDUV-F
3 WRBQ-F >	3 WCOF-F	3 WCOF-F <	3 WUSA-AF	3 WCOF-F <	3 WQYK-F	3 WFLA	3 WDUV-F <	3 WDUV-F	3 WXTB-F	3 WXTB-F
	4 WQYK-F <	4 WUSA-AF <	4 WWRM-F <	4 WUSA-AF <	4 WGUL-AF <	4 WDUV-F	4 WWRM-F	4 WWRM-F <	4 WQYK-F	4 WQYK-F
	5 WMTX-F <	5 WWRM-F <	5 WYUU-F	5 WYUU-F <	5 WYUU-F	5 WRBQ-F	5 WFLZ-F <	5 WUSA-AF	5 WRBQ-F	5 WRBQ-F
	6 WWRM-F	6 WQYK-F <	WSJT-F	6 WWRM-F <	6 WWRM-F <	6 WWRM-F <	6 WCOF-F	WXTB-F <	6 WWRM-F	6 WWRM-F
	WRBQ-F	7 WMTX-F <	WQYK-F	7 WRBQ-F	7 WGUL	7 WUSA-AF <	WGUL-AF <	7 WRBQ-F <		
	WUSA-AF	8 WRBQ-F <	8 WXTB-F	WSJT-F		8 WYUU-F	8 WYUU-F	8 WFLA <		
		9 WYUU-F <	WRBQ-F <					9 WMTX-F <		
		10 WSJT-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 WFLZ-F >	1 WFLZ-F >	1 WFLZ-F >	1 WFLZ-F	1 WQYK-F <	1 WXTB-F >	1 WXTB-F	1 WXTB-F	1 WXTB-F	1 WCOF-F <
2 WWRM-F <	2 WWRM-F <	2 WCOF-F	2 WWRM-F <	2 WWRM-F <	2 WFLZ-F >>	2 WFLZ-F >>	2 WFLZ-F	2 WFLZ-F >	2 WXTB-F
3 WMTX-F <	3 WMTX-F <	3 WQYK-F <	3 WUSA-AF	3 WUSA-AF	3 WCOF-F	3 WCOF-F	3 WCOF-F	3 WCOF-F	3 WFLZ-F <
4 WRBQ-F <	4 WUSA-AF <	4 WWRM-F <	4 WQYK-F	4 WFLZ-F <	4 WHPT-F <	4 WHPT-F	4 WHPT-F	4 WHPT-F	4 WFLA
5 WXTB-F	5 WCOF-F	5 WMTX-F	5 WMTX-F	5 WYUU-F	5 WQYK-F	5 WQYK-F <	5 WQYK-F <	WSJT-F	5 WQYK-F <
	WUSA-AF	WQYK-F <	WUSA-AF	6 WRBQ-F <	6 WFLA	6 WFLA	6 WFLA	WFLA	6 WSJT-F <
	7 WRBQ-F	7 WRBQ-F	7 WCOF-F	WRBQ-F <				7 WYUU-F <	7 WYUU-F <
			8 WMTX-F	8 WMTX-F					8 WHPT-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBDN	T	760	Brandon 0.3 1.2 13 296
WFNS	SPRIS	910	Plant City 0.3 0.7 10 166
WHNZ	N/T	570	Pinellas Park 0.8 3.7 31 862
WQYK	T	1010	Seffner 0.9 3.7 36 795
WRMD	SP	680	St. Petersburg 0.6 1.4 19 273
WRXB	B	1590	St. Pete Beach 0.4 1.2 15 281

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WPCV-F	C	97.5	Lakeland 0.6 2.0 147 1715

# TAMPA-ST. PETERSBURG

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	5 (1)	261 (2)	266 (3)	9.5 %	13.5 %	<b>Clear Channel</b>	11.3 %	13.7 %	18.3 %
AOR/Classic/NR	0 (0)	311 (3)	311 (3)	11.1 %	12.3 %	WRBQ-AM, WMTX-FM, WMTX-AM, WRBQ-FM			
Black/Urban	124 (3)	0 (0)	124 (3)	4.4 %	4.3 %	<b>Cox</b>	11.4 %	15.3 %	13.1 %
CHR	0 (0)	250 (1)	250 (1)	8.9 %	9.5 %	WWRM-FM, WSUN-AM, WCOF-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	<b>Entercom, semi-duop</b>	4.8 %	6.7 %	4.9 %
Country	0 (0)	435 (3)	435 (3)	15.5 %	15.0 %	WYUU-FM, WISP-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	<b>Jacor</b>	32.8 %	29.1 %	37.2 %
Hispanic	19 (1)	0 (0)	19 (1)	0.7 %	1.3 %	WTBT-FM, WUSA-FM, WFLZ-FM, WFLA-AM, WDUV-FM, WDAE-AM, WXTB-FM			
Jazz	0 (0)	127 (1)	127 (1)	4.5 %	3.7 %	<b>Paxson</b>	7.6 %	10.8 %	10.2 %
News/Talk	283 (4)	0 (0)	283 (4)	10.1 %	9.8 %	WHNZ-AM, WZTM-FM, WSJT-FM, WKES-FM, WHPT-FM			
Oldies	0 (0)	290 (2)	290 (2)	10.4 %	8.6 %		67.9 %	75.6 %	83.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	0 (0)	177 (1)	177 (1)	6.3 %	4.9 %				
Sports	55 (2)	0 (0)	55 (2)	2.0 %	2.6 %				
Standards	158 (2)	305 (3)	463 (5)	16.5 %	16.0 %				
<b>Totals</b>	<b>644 (13)</b>	<b>2156 (16)</b>	<b>2800 (29)</b>						

## AM Stations

Station	Power	Frequency	Format	Ownership	Notes
WDAE	1250	5 kw (DA-1)	See WUSA-F		
WFLA	970	5 kw (DA-2)	Talk	ABC \$102.00	Eastman Jacor
WGUL	860	2 kw/1.5 kw (DA-2)	Standards	UPI \$51.00	Allied Dunedin
WRBQ	1380	5 kw (DA-N)	Black	ABC \$36.00	Chr Chnl Clear Channel
WSUN	620	10 kw (DA-N)	Standards	\$48.00	Christal Cox
WTMP	1150	5 kw/2.5 kw (DA-2)	Black	AURN, Westwd \$34.00	Roslin
WZTM	820	50 kw/1 kw (DA-2)	Sports	CBS, Westwd \$NA	Katz Paxson Largo

## FM Stations

Station	Power	Frequency	Format	Ownership	Notes
WCOF	107.3	100 kw @ 620	Oldies-70's	\$77.00	Christal Cox
WDUV	103.3	100 kw @ 1358	EZ	Westwd \$82.00	Eastman Jacor Bradenton
WFLZ	93.3	100 kw @ 1358	CHR	ABC \$108.00	Eastman Jacor
WGUL	96.1	4.1 kw @ 394	See WGUL		
WHPT	102.5	100 kw @ 1663	Prog. AOR	\$136.00	Banner Paxson Sarasota
WLUV	106.3	3.3 kw @ 300	Standards	AP \$35.00	--- Holiday
WMTX	95.7	100 kw @ 606	AC	\$161.00	Allied Clear Channel
WQYK	99.5	100 kw @ 550	Country	\$195.00	Katz Westinghouse
WRBQ	104.7	100 kw @ 555	Country	ABC \$111.00	Chr Chnl Clear Channel
WSJT	94.1	100 kw @ 1493	Jazz	\$70.00	Katz Paxson Lakeland
WTBT	105.5	6 kw @ 255	Classic AOR	ABC \$60.00	--- Jacor New Port Richey
WUSA	100.7	100 kw @ 1358	AC/CHR	\$145.00	Mc-Guid Jacor
WWRM	94.9	100 kw @ 1290	Soft AC	\$110.00	Christal Cox
WXTB	97.9	100 kw @ 1345	AOR	ABC \$131.00	Banner Jacor
WYUU	92.5	50 kw @ 488	Oldies	\$82.00	D&R Entercom Safety Harbor

Notes: 9/96 WSUN changed from Sports to Standards . . . 9/96 WTMP sold for \$1,000,000 . . . 9/96 WKES-F (101.5) was sold by Moody to Paxson (D+) for \$35,300,000 (Media Svcs.) . . . 9/96 Gannett sold these stations to Jacor (D+): WDAE for \$4,000,000; WUSA-F for \$28,000,000 (both est.) . . . 10/96 WRXB (1590) sold to Acker for \$409,000 . . . 12/96 WUSA-F changed calls to WUKS-F . . . 12/96 WMTX ended simulcasting WMTX-F to become all Sports as "The Score" . . . 1/97 WUKS-F changed calls to WAKS-F

Jim Duncan

Comments: WQYK-F recovered with its third consecutive up book . . . WDUV-F had its highest 12+ share in over three years . . . WYUU-F had its fourth consecutive up book . . . WMTX-F continued its sharp decline as did WHPT-F

# TERRE HAUTE

<b>Arbitron Rank:</b> 182	<b>Pop (12+):</b> 174,200	<b>Stations:</b> 20 / 15	<b>Last Year's Revenue:</b> \$4,900,000
<b>MSA Rank:</b>	235	<b>Diaries:</b> 609/286:1/59.7%	<b>Household Income:</b> \$33,745
<b>MSA Pop:</b>	150,000	<b>Sample Target:</b> 610	<b>Retail Dollars:</b> \$2.9 Bil.
<b>DMA:</b>	142	<b>% Below Line:</b> 3.0	<b>#1 Biller:</b> WTHI-F \$1,650,000
<b>Average Persons Rating:</b>	15.2	<b>% Not Listed:</b> 11.7	<b>#1 Billing Portfolio:</b>
<b>Market TSL in Hours:</b>	20.50	<b>Pop per Station:</b> 11,613	WTHI-AF \$1,850,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1	WTHI-F	C	73 / 27.5	32.5	27.6		790 / 45.4	43.5		113 / 1244	WTHI-F
2	WMGI-F	CHR	31 / 11.7	17.0	18.4		437 / 25.1	27.2		44 / 744	WMGI-F
3	WZZQ-F	AOR	29 / 10.9	9.8	9.6		396 / 22.7	18.2		42 / 636	WZZQ-F
4	WACF-F	C	19 / 7.2	4.0	2.4		174 / 10.0	9.7		23 / 280	WACF-F
5	WLEZ-F	EZ	15 / 5.7	3.3	4.8		209 / 12.0	8.8		15 / 236	WLEZ-F
6	WSDM-F	O	14 / 5.3	6.5	5.2		224 / 12.8	12.8		18 / 293	WSDM-F
7	WCBH-F	AC/CHR	13 / 4.9	1.8	2.8		235 / 13.5	9.0		34 / 558	WCBH-F
8	WTHI	T	9 / 3.4	2.9	1.2		177 / 10.2	7.0		10 / 201	WTHI
9	WAXI-F	ST	8 / 3.0	1.4	1.6		115 / 6.6	3.9		13 / 208	WAXI-F

12+ FM Share (Metro): 92.31 % ( 216 of 234 ) (Fall 95: NA)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WMGI-F >>	1 WTHI-F	1 WTHI-F >>	1 WTHI-F >>	1 WTHI-F >>	1 WTHI-F >>>	1 WTHI-F >>	1 WTHI-F >>>	1 WTHI-F >>	1 WZZQ-F <	1 WTHI-F >>>
2 WZZQ-F	2 WMGI-F <	2 WZZQ-F <	2 WZZQ-F	2 WZZQ-F	2 WACF-F	2 WMGI-F	2 WMGI-F <	2 WMGI-F <	2 WTHI-F <	2 WZZQ-F >
3 WTHI-F >>>	3 WZZQ-F >>	3 WMGI-F >	3 WMGI-F >	3 WMGI-F	3 WLEZ-F	3 WZZQ-F	3 WZZQ-F >	3 WZZQ-F >	3 WMGI-F >	
	4 WCBH-F >	4 WCBH-F	4 WCBH-F	WSDM-F >	4 WSDM-F <	4 WTHI	4 WACF-F	4 WACF-F	4 WACF-F >	
			WSDM-F >	5 WCBH-F	5 WZZQ-F	5 WSDM-F <				
						6 WACF-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 WMGI-F	1 WMGI-F	1 WTHI-F	1 WTHI-F >>	1 WTHI-F >>>	1 WZZQ-F >>	1 WZZQ-F	1 WTHI-F	1 WTHI-F	1 WTHI-F >
2 WTHI-F >>>	2 WTHI-F >>>	WMGI-F >>>	2 WMGI-F >>>	2 WMGI-F >>	2 WTHI-F	2 WTHI-F >>	2 WZZQ-F >>	2 WZZQ-F >>	2 WZZQ-F >
3 WZZQ-F >>	3 WZZQ-F >	3 WCBH-F >>	3 WZZQ-F	3 WSDM-F >	WMGI-F >>	3 WMGI-F	3 WCBH-F	3 WCBH-F	3 WSDM-F
						4 WCBH-F	WTHI >	4 WMGI-F	4 WCBH-F
									WTHI >

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	18 (4)	18 (4)	7.7 %	2.5 %
AOR/Classic/NR	0 (0)	31 (2)	31 (2)	13.2 %	12.0 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	31 (1)	31 (1)	13.2 %	19.4 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	98 (4)	98 (4)	41.9 %	41.7 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	16 (3)	0 (0)	16 (3)	6.8 %	7.0 %
Oldies	0 (0)	14 (1)	14 (1)	6.0 %	7.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	1 (1)	1 (1)	0.4 %	1.7 %
Soft AC/EZ	0 (0)	15 (1)	15 (1)	6.4 %	3.7 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	2 (1)	8 (1)	10 (2)	4.3 %	4.1 %
<b>Totals</b>	<b>18 (4)</b>	<b>216 (15)</b>	<b>234 (19)</b>		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WBOW	T	640	Terre Haute	1.9	6.0	6 134
WMMC-F	AC	105.9	Marshall, IL	0.8	2.8	2 50
WPRS	ST	1440	Paris, IL	0.8	3.2	2 61
WTHC-F	C	95.9	Seelyville, IN	1.9	2.7	5 46
WWVR-F	REL	105.5	W. Terre Haute	0.4	1.9	1 32

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WDNL-F	AC	102.1	Danville, IL	0.8	2.0	3 51
WFBQ-F	AOR	94.7	Indianapolis	0.8	3.4	12 210
WIXY-F	C	100.3	Champaign, IL	0.4	1.3	10 107
WLRW-F	AC/CHR	94.5	Champaign, IL	0.4	1.5	3 141
WLS	T	890	Chicago	0.8	1.6	6 96

# TERRE HAUTE

Consolidation Report	12+	25-54	Revenue
<b>Contemporary Media</b>	12.8 %	12.8 %	18.4 %
WBOW-AM, WZZQ-AM, WZZQ-FM			
	<b>12.8 %</b>	<b>12.8 %</b>	<b>18.4 %</b>

## AM Stations

WBOW	640	250 w (DA-N)	Tak	Westwd, CBS	\$ NA	Christal	Contemporary
WTHI	1480	5 kw/1 kw (DA-2)	Tak	ABC	\$ NA	Katz	

## FM Stations

WACF	98.5	50 kw @ 500	Country	Westwd	\$ NA	---	Paris, IL
WAXI	104.9	1.2 kw @ 440	Standards	Westwd, ABC	\$ NA	Regional	Rockville
WCBH	104.3	14.1 kw @ 446	AC/CHR	Westwd, Source, GNN	\$ NA	---	McNaughton Casey, IL
WLEZ	102.7	28 kw @ 659	EZ Listening	GNN	\$ NA	---	Bomar
WMGI	100.7	50 kw @ 500	CHR		\$ NA	Unirep	
WSDM	97.7	3 kw @ 300	Oldies	ABC	\$ NA	Regional	Brazil
WTHI	99.9	50 kw @ 490	Country	ABC	\$ NA	Katz	
WZZQ	107.5	27.5 kw @ 670	AOR	Westwd, ABC	\$ NA	Christal	Contemporary

Notes: This is Terre Haute's first Fall Arbitron . . . 11/96 WTHC-F (95.9; Seelyville, IN) comes on the air with a Country format . . . 11/96 WSDM-F was off the air from 11/22 through 8 AM, 11/29, due to apparent tower sabotage

Jim Duncan

Comments: WMGI-F took a serious hit as WCBH-F becomes viable

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* 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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

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

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



# TOLEDO

**Arbitron Rank:** 75 **Pop (12+)** 503,300  
**MSA Rank:** 85  
**MSA Pop:** 614,000  
**DMA:** 65  
**Average Persons Rating:** 15.4  
**Market TSL in Hours** 20.50

**Stations** 24 / 18  
**Diaries:** 1,922/262:1/53.6%  
**Sample Target:** 1,910  
**% Below Line:** 6.4  
**% Not Listed:** 16.5  
**Pop per Station:** 27,961

**Last Year's Revenue:** \$18,800,000  
**Household Income:** \$40,355  
**Retail Dollars:** \$6.4 Bil  
**#1 Biller:** WKKO-AF \$4,200,000  
**#1 Billing Portfolio:**  
 Jacor duop+ \$8,800,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WKKO-F	C	108 / 13.9	13.1	14.2	11.7	11.2	13.2	1192 / 23.7	23.5	22.4	164 / 2194	F	WKKO-F
2	WVKS-F	CHR	71 / 9.2	11.1	11.5	10.2	12.9	10.5	1251 / 24.9	26.4	28.3	111 / 2126	D	WVKS-F
3	WRVF-F	AC	67 / 8.6	7.5	7.9	8.8	9.4	8.2	949 / 18.8	19.7	21.5	106 / 1485	C	WRVF-F
4	WIOT-F	AOR	58 / 7.5	8.0	6.9	6.2	6.3	7.2	928 / 18.4	17.0	15.1	98 / 1529	D	WIOT-F
5	WSPD	FS	56 / 7.2	6.2	6.2	7.1	5.2	6.7	828 / 16.4	13.0	13.5	64 / 1025	C	WSPD
6	WWWM-F	AC	49 / 6.3	4.8	5.3	5.1	5.6	5.4	819 / 16.3	14.0	14.9	58 / 986	D	WWWM-F
7	WBUZ-F	AOR	36 / 4.6	5.3	5.2	5.8	5.0	5.2	792 / 15.7	14.9	12.3	56 / 1040	B	WBUZ-F
	WRQN-F	O	36 / 4.6	5.8	4.5	4.5	5.2	4.8	715 / 14.2	14.3	12.6	49 / 1067	C	WRQN-F
9	WIMX-F	B/AC	28 / 3.6	4.1	4.2	1.9	1.4	3.5	383 / 7.6	7.6	5.7	29 / 455	A	WIMX-F
10	WJZE-F	CL AOR	27 / 3.5	0.9	1.0	1.1	1.3	1.6	376 / 7.5	3.4	3.7	32 / 482	A	WJZE-F
11	WCWA	ST	20 / 2.6	3.0	2.7	2.2	3.1	2.6	351 / 7.0	6.7	6.3	21 / 359	A	WCWA
12	WJR	FS	19 / 2.4	3.3	3.3	3.6	4.0	3.2	471 / 9.4	9.5	9.5	62 / 1182		WJR
13	WJLB-F	B	12 / 1.5	1.0	1.6	2.6	2.0	1.7	233 / 4.6	4.2	5.2	14 / 306		WJLB-F
14	WLQR	B	9 / 1.2	1.2	1.4	2.5	3.0	1.6	252 / 5.0	4.0	5.7	10 / 276	A	WLQR
15	WXKR-F	AOR-P	8 / 1.0	1.7	1.7	3.1	2.6	1.9	286 / 5.7	8.8	10.3	17 / 464	C	WXKR-F
	CIMX-F	AOR-NR	8 / 1.0	1.0	1.5	1.2	0.9	1.2	281 / 5.6	5.6	5.0	20 / 646		CIMX-F

12+ FM Share (Metro): 81.48 % ( 528 of 648 ) ( Fall 95: 77.40 % )

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	WSPD
2	WBUZ-F >>	2	WKKO-F	2	WIOT-F <	2	WRVF-F <	2	WIOT-F <	2	WKKS-F
		3	WVKS-F	3	WRVF-F <	3	WSPD	3	WRVF-F	3	WRVF-F
		4	WBUZ-F <	4	WRVF-F	4	WWWM-F	4	WRQN-F <	4	WVKS-F
		5	WRVF-F	5	WWWM-F >	5	WVKS-F	5	WWWM-F	5	WWWM-F <
		6	WWWM-F >	6	WRQN-F >	6	WWWM-F	6	WWWM-F >	6	WRQN-F
										7	WSPD <

Wom 18-24	Wom 18-34	Wom 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	WWWM-F	1	WRVF-F <	1	WKKO-F <
2	WRVF-F	2	WKKO-F	2	WVKS-F <	2	WRVF-F	2	WKKO-F >
	WKKO-F >	3	WVKS-F	3	WKKO-F	3	WWWM-F	3	WWWM-F
		4	WIOT-F <	4	WWWM-F <	4	WRVF-F >	4	WWWM-F >
		5	WVKS-F >	5	WVKS-F	5	WIMX-F	5	WIMX-F
		6	WIMX-F	6	WIOT-F				

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WHMQ-F	C	107.7	N. Baltimore 0.4 1.3 24 391
WMTR-F	O	96.1	Archbold 0.6 2.6 8 150
WTOD	C	1560	Toledo 0.6 2.0 6 132
WTWR-F	CHR	98.3	Monroe, MI 0.8 6.3 11 551
WVOI	B/G	1520	Toledo 0.6 2.2 5 109

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
CKWW	ST	580	Windsor, ON 0.8 2.3 9 199
WQTE-F	C	95.3	Adrian 0.4 1.1 22 333
WRIF-F	AOR	101.1	Detroit 0.4 2.9 13 376

# TOLEDO

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report			
						12+	25-54	Revenue	
AC	0 (0)	116 (2)	116 (2)	17.9 %	16.0 %	Fritz WIMX-FM, WKKO-FM, WRQN-FM, WTOD-AM	22.7 %	25.6 %	27.6 %
AOR/Classic/NR	0 (0)	140 (6)	140 (6)	21.6 %	18.5 %		Jacor WCWA-AM, WIOT-FM, WRVF-FM, WSPD-AM, WVKS-FM	35.1 %	32.0 %
Black/Urban	9 (1)	40 (2)	49 (3)	7.6 %	8.2 %				
CHR	0 (0)	77 (2)	77 (2)	11.9 %	14.3 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	5 (1)	114 (3)	119 (4)	18.4 %	19.2 %				
Full Service	75 (2)	0 (0)	75 (2)	11.6 %	10.9 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Oldies	0 (0)	41 (2)	41 (2)	6.3 %	5.6 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	5 (1)	0 (0)	5 (1)	0.8 %	1.6 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	26 (2)	0 (0)	26 (2)	4.0 %	4.7 %				
<b>Totals</b>	<b>120 (7)</b>	<b>528 (17)</b>	<b>648 (24)</b>				<b>57.8 %</b>	<b>57.6 %</b>	<b>74.4 %</b>

### AM Stations

Station	Freq	Power	Format	Ownership	Revenue	Other
WCWA	1230	1 kw	Standards	Westwd, CBS	\$<20.00	Eastman Jacor
WLQR	1470	1 kw (DA-2)	Black	ABC	\$<20.00	D&R Midwestern
WSPD	1370	5 kw (DA-N)	Full Service	ABC, Talknt	\$36.00	Mc-Guild Jacor

### FM Stations

Station	Freq	Power	Format	Ownership	Revenue	Other
WBUZ	106.5	3 kw @ 328	AOR		\$20.00	Allied Delta
WIMX	95.7	3.5 kw @ 433	Black AC		\$20.00	Katz Fritz Gibsonburg
WIOT	104.7	50 kw @ 540	AOR	Source	\$58.00	Eastman Jacor
WJZE	97.3	1.6 kw @ 407	Classic AOR		\$ NA	Allied Oak Harbor
WKKO	99.9	50 kw @ 500	Country	ABC	\$75.00	Katz Fritz
WRQN	93.5	4.1 kw @ 397	Oldies	ABC	\$33.00	Katz Fritz Bowling Green
WRVF	101.5	19 kw @ 807	AC		\$46.00	Mc-Guild Jacor
WVKS	92.5	50 kw @ 480	CHR		\$52.00	Mc-Guild Jacor
WWWM	105.5	4.3 kw @ 390	AC		\$50.00	D&R Midwestern Sylvania
WXKR	94.5	30 kw @ 630	Prog. AOR	ABC	\$29.00	Banner Port Clinton

Notes: Other ranked stations: See Detroit . . . 9/96 WJZE-F changed from Jazz to Classic AOR . . . 10/96 WHMQ-F (107.7; N. Baltimore) sold by Bulmer to Burbach for \$1,020,000

Jim Duncan

Comments: WSPD had its strongest book in about two years . . . WJZE-F took a big jump as it changed from Jazz to Classic Rock . . . WKKO-F gained a couple of share points now that it is all alone in the format (95.7 formerly programmed Country)

# TOPEKA

Arbitron Rank: 177 Pop (12+) 180,100	Stations 27 / 10	Last Year's Revenue: \$6,700,000
MSA Rank: 218	Diaries: 614/293:1/58.3%	Household Income: \$38,506
MSA Pop: 167,000	Sample Target: 610	Retail Dollars: \$2.0 Bil.
DMA: 140	% Below Line: 18.1	#1 Biller: KMAJ-F \$1,500,000
Average Persons Rating: 16.6	% Not Listed: 15.1	#1 Billing Portfolio:
Market TSL in Hours 22.00	Pop per Station: 18,010	KMAJ-AF/KTOP/KDVF-F \$2,950,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 96	Fal 94	12+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1	WIBW-F	63 / 21.1	13.7		13.4		522 / 29.0	29.3		93 / 1089	C	WIBW-F
2	KMAJ-F	39 / 13.1	11.8		12.8		400 / 22.2	2.1		51 / 680	C	KMAJ-F
3	KTPK-F	26 / 8.7	11.0		12.1		357 / 19.8	21.4		39 / 641	C	KTPK-F
4	KDVF-F	17 / 5.7	9.1		4.0		229 / 12.7	18.8		38 / 534	B	KDVF-F
5	WIBW	14 / 4.7	6.1		6.0		281 / 15.6	12.5		23 / 496	C	WIBW
6	KQTP-F	12 / 4.0	6.1		5.4		209 / 11.6	14.8		13 / 260	A	KQTP-F
7	KWIC-F	10 / 3.4	3.4		1.0		116 / 6.4	7.3		10 / 125		KWIC-F
8	KLZR-F	8 / 2.7	3.8		1.3		198 / 11.0	10.1		15 / 438		KLZR-F
	KTOP	8 / 2.7	2.7		2.0		92 / 5.1	5.6		9 / 97		KTOP
	KMAJ	8 / 2.7	1.1				147 / 8.2	4.1		9 / 152		KMAJ

12+ FM Share (Metro): 84.25 % ( 214 of 254 ) (Fall 95: NA)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WIBW-F >>	1 WIBW-F >>	1 WIBW-F >	1 WIBW-F	1 WIBW-F <	1 KMAJ-F	1 WIBW-F	1 WIBW-F	1 WIBW-F >	1 WIBW-F >>>	1 WIBW-F >>>
2 KLZR-F >	2 KDVF-F	2 KMAJ-F >	2 KMAJ-F >	2 KMAJ-F >>	2 WIBW-F	2 KMAJ-F >	2 KMAJ-F >	2 KMAJ-F >	2 KTPK-F	2 KMAJ-F
	3 KMAJ-F	3 KDVF-F >	3 KDVF-F >	3 KDVF-F	-3 KTPK-F >	3 KTPK-F >	3 KTPK-F >	3 KTPK-F	KPRS-F	KTPK-F >
	4 KWIC-F >	4 KTPK-F	4 KTPK-F	4 KQTP-F	4 WIBW	4 WIBW >	4 KDVF-F <	4 KDVF-F >	4 KLZR-F	
		5 KWIC-F	5 KQTP-F	KTPK-F	5 KQTP-F	5 KDVF-F	5 KMAJ	5 KQTP-F >	5 KMAJ-F	
					6 KTOP	6 KQTP-F	6 KQTP-F		KDVF-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 WIBW-F >>>	1 WIBW-F >>	1 WIBW-F >>	1 WIBW-F >	1 WIBW-F <	1 WIBW-F >	1 WIBW-F	1 KDVF-F	1 WIBW-F	1 WIBW-F <
2 KCMO	2 KMAJ-F	2 KMAJ-F	2 KMAJ-F >>	2 KMAJ-F >>>	2 KDVF-F >>>	2 KDVF-F >>	WIBW-F >>	2 KMAJ-F	2 KMAJ-F >
KMXV-F	3 KWIC-F >>>	3 KWIC-F >>	3 KWIC-F	3 KQTP-F		3 KLZR-F >	3 KLZR-F >>	3 KDVF-F >>	3 KDVF-F >
KWIC-F	4 KMXV-F	4 KDVF-F >>	4 KTPK-F	KWIC-F			KCFX-F	4 KQRC-F	4 KTPK-F
KMAJ-F	KDVF-F		KTPK-F	KTPK-F			KMAJ-F	KTPK-F	KQTP-F
									6 KQRC-F

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	50 (3)	50 (3)	19.7 %	17.7 %
AOR/Classic/NR	0 (0)	40 (6)	40 (6)	15.7 %	21.6 %
Black/Urban	0 (0)	7 (1)	7 (1)	2.8 %	3.0 %
CHR	0 (0)	5 (1)	5 (1)	2.0 %	2.2 %
Classical	0 (0)	2 (1)	2 (1)	0.8 %	1.3 %
Country	0 (0)	93 (5)	93 (5)	36.6 %	31.0 %
Full Service	19 (2)	0 (0)	19 (2)	7.5 %	8.6 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	2 (1)	2 (1)	0.8 %	0.0 %
News/Talk	13 (3)	0 (0)	13 (3)	5.1 %	2.6 %
Oldies	0 (0)	13 (2)	13 (2)	5.1 %	8.6 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	2 (1)	2 (1)	0.8 %	0.4 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	8 (1)	0 (0)	8 (1)	3.1 %	3.0 %
<b>Totals</b>	<b>40 (6)</b>	<b>214 (21)</b>	<b>254 (27)</b>		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KMKF-F	AOR	101.5	Manhattan	1.0	4.4	9	402

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KBEQ-F	C	104.3	Kansas City	0.7	3.0	13	253
KCFX-F	CL AOR	101.1	Harrisonville, MO	1.0	4.4	12	318
KCIY-F	J	106.5	Liberty, MO	0.7	1.9	3	52
KCMO	N/T	810	Kansas City	1.3	5.7	10	250
KCMO-F	O	94.9	Kansas City	0.3	3.2	11	248
KKCF-F	C	94.1	Kansas City, KS	0.3	2.8	9	189
KLTH-F	SAC	99.7	Kansas City	0.7	2.3	10	201
KMBZ	N/T	980	Kansas City	0.3	2.0	4	127
KMXV-F	CHR	93.3	Kansas City	1.7	8.0	10	340
KPRS-F	B	103.3	Kansas City	2.3	5.6	11	185
KQRC-F	AOR	98.9	Leavenworth	2.0	5.6	15	254
KUDL-F	AC	98.1	Kansas City, KS	0.3	2.3	6	141
KXBZ-F	C	104.7	Manhattan	0.3	1.6	18	246
KXTR-F	CL	96.5	Kansas City	0.7	2.6	8	120
KYYF-F	AOR/CL	102.1	Kansas City	1.0	4.4	8	235
WDAF	C/FS	610	Kansas City	1.7	6.2	25	331

# TOPEKA

Consolidation Report	12+	25-54	Revenue
<b>Klebe</b> KQTP-FM, KWIC-FM	7.4 %	9.6 %	6.7 %
<b>Local</b> KDVV-FM, KMAJ-AM, KMAJ-FM, KTOP-AM	24.2 %	29.9 %	44.0 %
	<b>31.6 %</b>	<b>39.4 %</b>	<b>50.7 %</b>

## AM Stations

KMAJ	1440	5 kw/1 kw (DA-2)	Tak	Westwd, Taknt	\$ NA	Allied	
KTOP	1490	1 kw	Standards	Westwd	\$11.00	Banner	KMAJ-AF
WIBW	580	5 kw (DA-N)	Full Svc./Tak	CBS, UBN	\$23.00	Ketz	Stauffer

## FM Stations

KDVV	100.3	100 kw @ 260	Classic AOR	Westwd	\$22.00	Banner	KMAJ-AF
KLZR	105.9	100 kw @ 594	Prog. AOR	AP	\$ NA	---	Lawrence
KMAJ	10.7	100 kw @ 1214	AC		\$34.00	Allied	
KQTP	102.9	50 kw @ 320	Oldies	Westwd, CNN	\$ NA	---	Klebe St. Marys
KTPK	106.9	100 kw @ 1210	Country	ABC	\$31.00	Allied	
KWIC	99.3	6 kw @ 292	AC/CHR		\$ NA	---	Klebe
WIBW	97.3	100 kw @ 1220	Country	ABC	\$25.00	ABC	Stauffer

Notes: This is Topeka's first Fall Arbitron . . . 8/96 KWIC-F sold to Klebe (KQTP-F) for \$550,000 (McCoy) . . . 12/96 KTPK-F sold for \$2,900,000

Jim Duncan

Comments: Huge book for WIBW-F - perhaps their best ever . . . Since this is the first Fall book, it will be interesting to see if WIBW-F falls back to their normal 13 share area in the Spring

# TUCSON

**Arbitron Rank:** 60 Pop (12+) 652,900  
**MSA Rank:** 73  
**MSA Pop:** 758,000  
**DMA:** 80  
**Average Persons Rating:** 15.6  
**Market TSL in Hours:** 21.00

**Stations:** 26 / 23  
**Diaries:** 1,294/505:1/57.8%  
**Sample Target:** 1,190  
**% Below Line:** 1.7  
**% Not Listed:** 11.9  
**Pop per Station:** 28,387

**Last Year's Revenue:** \$23,700,000  
**Household Income:** \$31,323  
**Retail Dollars:** \$6.8 Bil.  
**#1 Biller:** KIIM-F \$4,900,000  
**#1 Billing Portfolio:**  
 SFX duop \$6,800,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spq 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spq 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1	KIIM-F	147 / 14.4	13.1	11.5	13.6	16.2	13.2	1590 / 24.3	21.9	25.1	164 / 1875	G
2	KMXZ-F	96 / 9.4	8.7	9.7	7.4	11.4	8.8	1354 / 20.7	20.6	21.0	108 / 1510	E
3	KRQQ-F	87 / 8.5	9.5	7.4	6.8	8.5	8.1	1536 / 23.5	22.2	21.9	97 / 1738	D
4	KNST	80 / 7.8	6.2	5.8	6.2	4.7	6.5	925 / 14.2	11.3	11.6	84 / 1019	D
5	KLPX-F	77 / 7.5	6.6	6.5	6.3	6.7	6.7	1173 / 18.0	16.2	18.1	82 / 1306	D
6	KOHT-F	52 / 5.1	5.5	5.0	6.8	4.0	5.6	772 / 11.8	10.7	8.6	52 / 780	E
7	KWFM-F	48 / 4.7	4.5	5.5	4.8	5.4	4.9	979 / 15.0	15.5	12.9	69 / 1269	D
8	KHYT-F	47 / 4.6	6.3	6.1	8.4	0.8	6.3	739 / 11.3	13.8	3.0	57 / 919	E
9	KKHG-F	46 / 4.5	3.7	4.7	4.9	5.1	4.5	829 / 12.7	11.3	13.8	47 / 864	C
10	KFMA-F	36 / 3.5	3.6	3.6	2.5	2.2	3.3	710 / 10.9	10.4	8.5	36 / 719	E
11	KCEE	31 / 3.0	3.7	3.4	3.1	4.0	3.3	437 / 6.7	6.6	7.3	31 / 437	E
12	KGvy	20 / 2.0	1.9	2.9	2.4	2.8	2.3	216 / 3.3	3.6	3.9	21 / 228	E
13	KTZR	19 / 1.9	2.6	2.6	1.3	1.2	2.1	242 / 3.7	4.1	3.0	33 / 313	E
14	KCUB	17 / 1.7	0.9	1.0	2.0	1.4	1.4	291 / 4.5	3.4	4.6	17 / 291	E
15	KTUC	14 / 1.4	1.4	1.7	2.0	2.5	1.6	386 / 5.9	6.7	6.9	14 / 386	E
16	KSJM-F	12 / 1.2	0.8		0.7	0.4		301 / 4.6		2.4	12 / 314	E
17	KXEW	10 / 1.0	1.1	1.5	1.0	1.6	1.2	199 / 3.0	3.1	3.9	10 / 199	E

12+ FM Share (Metro): 74.89 % ( 674 of 900 ) ( Fall 95: 74.26 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KRQQ-F >>	1 KIIM-F	1 KIIM-F <	1 KIIM-F >	1 KIIM-F	1 KIIM-F	1 KIIM-F >	1 KIIM-F <	1 KIIM-F >	1 KIIM-F <	1 KMXZ-F <
2 KOHT-F >>	1 KLPX-F <	2 KLPX-F <	2 KLPX-F	2 KMXZ-F	2 KNST	2 KMXZ-F <	2 KNST	2 KMXZ-F >	2 KRQQ-F	2 KIIM-F >
	3 KRQQ-F	3 KMXZ-F	KMXZ-F >	3 KLPX-F	3 KMXZ-F	3 KRQQ-F	3 KMXZ-F	3 KRQQ-F <	3 KLPX-F	
	4 KMXZ-F	4 KRQQ-F >	4 KRQQ-F <	4 KNST	4 KWFM-F	4 KLPX-F <	4 KRQQ-F	4 KLPX-F	4 KMXZ-F <	
	5 KOHT-F <	5 KKHG-F <	5 KHYT-F <	5 KRQQ-F <	5 KCEE	5 KNST	5 KLPX-F	5 KNST >	5 KFMA-F	5 KOHT-F >
	6 KFMA-F	6 KHYT-F <	6 KKHG-F <	6 KHYT-F	6 KHYT-F	6 KOHT-F <	6 KHYT-F	6 KWFM-F <	6 KOHT-F >	
			7 KNST	KKHG-F		7 KKHG-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 KRQQ-F	1 KIIM-F	1 KIIM-F <	1 KIIM-F	1 KIIM-F	1 KLPX-F	1 KLPX-F >	1 KLPX-F	1 KLPX-F	1 KIIM-F <
2 KIIM-F	2 KRQQ-F <	2 KMXZ-F	2 KMXZ-F	2 KMXZ-F >>	2 KRQQ-F	2 KIIM-F <	2 KIIM-F	2 KIIM-F >	2 KLPX-F
3 KMXZ-F	3 KMXZ-F	3 KLPX-F	3 KRQQ-F >	3 KWFM-F	3 KFMA-F	3 KRQQ-F	3 KRQQ-F	3 KKHG-F <	3 KNST
4 KFMA-F	4 KLPX-F <	4 KOHT-F	4 KLPX-F	KRQQ-F	4 KIIM-F >	4 KKHG-F <	4 KKHG-F	4 KRQQ-F <	4 KKHG-F <
5 KOHT-F	5 KOHT-F >	KRQQ-F	5 KWFM-F <	5 KLPX-F <	5 KOHT-F	5 KFMA-F	5 KMXZ-F >	5 KNST <	5 KMXZ-F <
6 KLPX-F >>		6 KHYT-F >>	6 KOHT-F	6 KHYT-F	6 KKHG-F	6 KMXZ-F	6 KMXZ-F	6 KMXZ-F <	6 KHYT-F
					KMXZ-F >>	7 KOHT-F			

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KFFN	SPRTS	1490	Tucson 0.6 2.5 6 208
KGMS-F	REL	97.1	Green Valley 0.9 3.1 10 235
KQTL	SP	1210	Sahuarita 0.8 1.4 8 128
KSAZ	ST	580	Marana 0.9 3.0 12 271
KTKT	T	990	Tucson 0.8 3.9 9 301
KVOI	REL	690	Oro Valley 0.4 1.8 4 119

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KNIX-F	C	102.5	Phoenix 0.4 1.6 31 411
KYOT-F	J	95.5	Phoenix 0.5 1.8 9 177
KZLZ-F	SP	105.3	Kearny 0.8 3.1 13 281

# TUCSON

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	96 (1)	96 (1)	10.7 %	11.2 %	<b>Journal Co.</b> KFFN-AM, KKHG-FM, KMXZ-FM	14.5 %	18.7 %	22.8 %
AOR/Classic/NR	0 (0)	159 (3)	159 (3)	17.7 %	24.5 %	<b>Local</b> KIIM-FM, KHYT-FM, KCUB-AM	20.7 %	23.0 %	22.4 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	<b>Lotus</b> KTKT-AM, KLPX-FM, KFMA-FM	11.8 %	12.3 %	14.8 %
CHR	0 (0)	87 (1)	87 (1)	9.7 %	8.5 %	<b>SFX</b> KCEE-AM, KNST-AM, KRQQ-FM, KWFM-FM	24.0 %	20.7 %	28.7 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	17 (1)	151 (2)	168 (3)	18.7 %	14.5 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	37 (3)	72 (3)	109 (6)	12.1 %	14.6 %				
Jazz	0 (0)	5 (1)	5 (1)	0.6 %	0.0 %		71.0 %	74.7 %	88.7 %
News/Talk	102 (3)	0 (0)	102 (3)	11.3 %	9.4 %				
Oldies	0 (0)	95 (2)	95 (2)	10.6 %	6.3 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	4 (1)	9 (1)	13 (2)	1.4 %	1.3 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	6 (1)	0 (0)	6 (1)	0.7 %	0.9 %				
Standards	60 (3)	0 (0)	60 (3)	6.7 %	8.9 %				
<b>Totals</b>	<b>226 (12)</b>	<b>674 (14)</b>	<b>900 (26)</b>						

### AM Stations

Station	Power	Time	Format	Comments	Revenue	Advertiser	Agency
KCEE	940	1 kw/250 w (DA-2)	Standards	Westwd	\$20.00	D&R	SFX
KCUB	1290	5 kw/1 kw	Country	CNN	\$22.00	Katz	
KGVI	1080	1 kw (Days)	Standards	AP	\$20.00	K&P	Green Valley
KNST	790	5 kw/500 w (DA-1)	News/Talk	ABC, Westwd	\$44.00	Banner	SFX
KTUC	1400	1 kw	Talk	CBS, Westwd, Talknt	\$<20.00	---	
KTZR	1450	1 kw	Hispanic		\$<20.00	Caballero	
KXEW	1600	1 kw (DA-N)	Hispanic	CRC	\$<20.00	Lotus	

### FM Stations

Station	Freq	Power	Format	Comments	Revenue	Advertiser	Agency
KFMA	92.1	50 kw @ 492	AOR-New Rock		\$23.00	Christal	Lotus Green Valley
KHYT	107.5	15 kw @ 3527	70's Oldies		NA	Katz	KIIM owner
KIIM	99.5	93 kw @ 2036	Country		\$93.00	Katz	
KKHG	104.1	3 kw @ 102	AOR/Classic		\$37.00	Eastman	Journal Co.
KLPX	96.1	100 kw @ 1952	AOR	UPI	\$62.00	Christal	Lotus
KMXZ	94.9	100 kw @ 1952	AC	ABC	\$70.00	Eastman	Journal Co.
KOHT	98.3	3 kw @ 202	Hispanic		\$22.00	Lotus	Marana
KRQQ	93.7	94 kw @ 2032	CHR		\$55.00	Banner	SFX
KSJM	97.5	3 kw @ 328	Hispanic		\$NA	---	KTUC
KWFM	92.9	93 kw @ 2036	Oldies	ABC, Westwd	\$51.00	D&R	SFX

Notes: 10/96 KCDI-F changed from Country to bilingual Dance (SP) as KSJM-F

Jim Duncan

Comments: KNST had its highest share in over two years . . . KLPX-F is on the rise with its third consecutive up book

# UTICA-ROME

**Arbitron Rank:** 142 **Pop (12+)** 260,600  
**MSA Rank:** 177  
**MSA Pop:** 316,000  
**DMA:** 166  
**Average Persons Rating:** 15.5  
**Market TSL in Hours:** 21.25

**Stations** 31 / 19  
**Diaries:** 701/372.1/57.9%  
**Sample Target:** 730  
**% Below Line:** 10.9  
**% Not Listed:** 12.3  
**Pop per Station:** 13,716

**Last Year's Revenue:** \$8,000,000  
**Household Income:** \$35,694  
**Retail Dollars:** \$2.4 Bil.  
**#1 Biller:** WLZW-F \$1,500,000  
**#1 Billing Portfolio:**  
 Forever duop+ \$4,000,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WLZW-F	AC/SAC	55 / 13.6	15.4	13.4	14.7	14.6	667 / 25.6	27.6	26.2	60 / 737	C	WLZW-F
2	WFRG-F	C	47 / 11.6	14.3	16.0	20.0	17.8	584 / 22.4	26.7	23.8	76 / 924	C	WFRG-F
3	WOUR-F	AOR	33 / 8.2	7.2	7.5	7.9	6.1	474 / 18.2	14.1	17.0	38 / 598	C	WOUR-F
4	WIBX	T/N	31 / 7.7	6.4	7.0	5.9	7.2	408 / 15.7	15.6	17.8	32 / 446	B	WIBX
5	WSKS-F	CHR	29 / 7.2	7.5	6.8	7.0	4.5	480 / 18.4	21.2	20.2	33 / 610	A	WSKS-F
6	WKLL-F	AOR	25 / 6.2	5.7	3.8	4.6	4.5	413 / 15.8	14.6	12.5	26 / 464	B	WKLL-F
7	WTLB	ST	15 / 3.7	2.9	3.3	2.2	1.3	171 / 6.6	6.9	7.2	15 / 175	A	WTLB
8	WODZ-AF	O	14 / 3.5	4.4	4.7	3.7	2.9	321 / 12.3	12.2	13.0	19 / 442	A	WODZ-AF
9	WRCK-F	AOR/CL	11 / 2.7	3.7	4.9	3.3	4.5	273 / 10.5	12.5	12.9	16 / 349	B	WRCK-F
10	WRFM-F	SAC	9 / 2.2	2.4	2.6	2.6	2.0	178 / 6.8	6.6	5.4	10 / 183	A	WRFM-F
	WOWB-FF	AC	9 / 2.2	2.4	2.1	1.7	1.8	172 / 6.6	8.5	10.0	11 / 197	A	WOWB-FF
12	WUTQ	ST	8 / 2.0	3.3	1.6	1.8	6.5	105 / 4.0	4.9	3.5	8 / 105	A	WUTQ

12+ FM Share (Metro): 78.03 % ( 277 of 355 ) ( Fall 95: 81.82 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WKLL-F	1 WSKS-F	1 WLZW-F	1 WLZW-F	1 WLZW-F	1 WLZW-F	1 WFRG-F <	1 WLZW-F >	1 WLZW-F <	1 WLZW-F >	1 WFRG-F
WSKS-F >>>	2 WLZW-F <	2 WOUR-F	2 WOUR-F <	2 WFRG-F	2 WFRG-F <	2 WLZW-F >	2 WFRG-F	2 WFRG-F	2 WSKS-F	2 WLZW-F
3 WFRG-F	3 WFRG-F >	3 WFRG-F	3 WFRG-F >>	3 WOUR-F >>	3 WIBX >	3 WIBX <	WIBX	3 WSKS-F <	3 WKLL-F <	3 WIBX
WWHT-F >>>	WKLL-F	4 WSKS-F	4 WSKS-F	4 WOUR-F	4 WOUR-F	4 WOUR-F >	4 WOUR-F >	4 WOUR-F	4 WOUR-F <	4 WOUR-F
	5 WOUR-F >>>	5 WKLL-F >>	5 WKLL-F	5 WTLB	5 WTLB	5 WKLL-F <	5 WSKS-F <	5 WIBX <	5 WFRG-F >	5 WFRG-F >
						6 WSKS-F >	6 WKLL-F >	6 WKLL-F >	6 WBX >	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WSKS-F >>	1 WLZW-F	1 WLZW-F	1 WLZW-F >>	1 WLZW-F >	1 WKLL-F >>>	1 WKLL-F	1 WOUR-F	1 WOUR-F >	1 WOUR-F
2 WLZW-F >>	WSKS-F	WFRG-F >>	2 WFRG-F	2 WFRG-F >>	2 WOUR-F	2 WOUR-F	WFRG-F >	2 WLZW-F <	2 WLZW-F
3 WOWB-FF	3 WFRG-F >	3 WOUR-F	3 WSKS-F >	3 WOUR-F	WAQX-F	3 WFRG-F	3 WSKS-F >	3 WKLL-F <	3 WFRG-F >
WNTQ-F	4 WOUR-F	WSKS-F >	4 WOUR-F >	4 WODZ-AF	WRCK-F >>	4 WSKS-F >	4 WKLL-F	4 WFRG-F >	4 WSKS-F
WOUR-F >>	5 WOWB-FF		5 WOWB-FF	5 WSKS-F		5 WLZW-F	WLZW-F >>	5 WSKS-F >	5 WIBX

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBRV	C	900	Boonville 1.2 1.9 11 97
WLFH	C	1230	Little Falls 1.0 2.6 4 70
WRUN	T	1150	Utica 0.7 4.2 3 110
WVVC-F	G	100.7	Utica 1.5 3.9 6 117
WXUR-F	O	92.7	Herkimer 1.5 6.5 6 170

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAQX-F	AOR	95.7	Manlius 1.0 3.0 8 146
WBBS-F	C	104.7	Fulton 1.0 3.3 14 242
WBUG-F	C	101.1	Ft. Plain 0.5 2.1 5 96
WGY	FS	810	Schenectady 0.7 3.1 9 198
WHEN	SPRTS	620	Syracuse 0.5 2.2 3 92
WJIV-F	REL	101.9	Cherry Valley 0.7 1.4 5 84
WMCR-F	AC	106.3	Oneida 1.0 1.4 6 63
WNTQ-F	CHR	93.1	Syracuse 1.7 6.4 17 366
WQBJ-F	AOR-NR	103.5	Cobleskill 1.2 5.5 13 296
WSYR	FS	570	Syracuse 1.5 6.1 14 275
WWHT-F	CHR	107.9	Syracuse 1.0 3.3 6 148

# UTICA-ROME

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (1)	69 (4)	69 (5)	19.4 %	20.7 %
AOR/Classic/NR	0 (0)	78 (5)	78 (5)	22.0 %	22.0 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	40 (3)	40 (3)	11.3 %	10.5 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	9 (2)	53 (3)	62 (5)	17.5 %	20.5 %
Full Service	9 (2)	0 (0)	9 (2)	2.5 %	0.7 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	2.7 %
News/Talk	34 (2)	0 (0)	34 (2)	9.6 %	8.3 %
Oldies	1 (1)	19 (2)	20 (3)	5.6 %	6.6 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	9 (2)	9 (2)	2.5 %	1.2 %
Soft AC/EZ	0 (0)	9 (1)	9 (1)	2.5 %	0.0 %
Sports	2 (1)	0 (0)	2 (1)	0.6 %	0.0 %
Standards	23 (2)	0 (0)	23 (2)	6.5 %	6.8 %
<b>Totals</b>	<b>78 (11)</b>	<b>277 (20)</b>	<b>355 (31)</b>		

Consolidation Report	12+	25-54	Revenue
<b>Dame</b>	19.6 %	20.6 %	26.9 %
WADR-AM, WOUR-FM, WRFM-FM, WRNY-AM, WSKS-FM, WUTQ-AM			
<b>Forever</b>	36.4 %	42.2 %	50.0 %
WFRG-FM, WFRY-AM, WIBX-AM, WLZW-FM, WODZ-FM			
<b>Radio Corp.</b>	12.6 %	8.7 %	15.0 %
WKLL-FM, WRCK-FM, WTLB-AM			
	<b>68.6 %</b>	<b>71.5 %</b>	<b>91.9 %</b>

### AM Stations

Station	Power	Frequency	Format	Ownership	City
WFRY	1450	1 kw	See WODZ-F		Rome
WIBX	950	5 kw (DA-1)	Talk/News	CBS, Westwd, ABC	
WTLB	1310	5 kw/0.5 kw (DA-2)	Standards	ABC	
WUTQ	1550	1 kw/3 w	Standards	CNN, Westwd	

### FM Stations

Station	Power	Frequency	Format	Ownership	City
WFRG	104.3	100 kw @ 495	Country	\$37.00 Katz	Forever
WKLL	94.9	50 kw @ 275	AOR	\$<20.00 Allied	Radio Corp. Frankfort
WLZW	98.7	25 kw @ 659	AC	CBS, Westwd \$38.00 Katz	Forever
WODZ	97.9	7.4 kw @ 600	Oldies	ABC \$20.00 Katz	Forever
WOUR	96.9	19.5 kw @ 790	AOR	\$31.00 ---	Dame
WOWB	105.5	2.3 kw @ 528	AC	\$<20.00 Rosin	Little Falls
WOWZ	97.9	1.5 kw @ 670	See WOWB-F		Whitesboro
WRCK	107.3	50 kw @ 500	AOR/Classic	ABC \$21.00 Allied	Radio Corp.
WRFM	93.5	6 kw @ 240	Soft AC	ABC \$<20.00 Christal	Dame Remsen
WSKS	102.5	27 kw @ 650	CHR	CNN \$<20.00 Christal	Dame Rome

Notes: 10/96 WUUU-F changed from Jazz to Soft AC as WRFM-F ... 11/96 WODZ (AM) changed calls to WFRY, but continues to simulcast WODZ-F

Jim Duncan

Comments: WFRG-F had its third consecutive down book; listening went away from the format, not to some other station



# VISALIA-TULARE-HANFORD

**Arbitron Rank: 106** Pop (12+) 370,300  
**MSA Rank:**  
**MSA Pop:** NA  
**DMA:** Fresno (#56)  
**Average Persons Rating:** 15.3  
**Market TSL in Hours:** 21.00

**Stations:** 31 / 8  
**Diaries:** 1,146/323:1/49.9%  
**Sample Target:** 1,170  
**% Below Line:** 64.1  
**% Not Listed:** 17.1  
**Pop per Station:** 46,288

**Last Year's Revenue:** NA  
**Household Income:** \$31,941  
**Retail Dollars:** \$2.7 Bil.  
**#1 Biller:** NA  
**#1 Billing Portfolio:** NA

12+ Metro	Format	Fall 96 1/4 Share	Sp96	Fal 95	Sp95	Fal 94	12+ Metro Cume / Rtg.	Sp96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1	KBOS-F	CHR	74 / 13.1	11.0	10.6	10.3	981 / 26.5	25.4	23.5		KBOS-F
2	KMJ	N/T	51 / 9.0	8.1	9.9	8.2	428 / 11.6	11.9	14.2		KMJ
3	KJUG-F	C	43 / 7.6	6.4	6.1	7.1	495 / 13.4	13.5	13.3		KJUG-F
4	KFSO-F	O	31 / 5.5	5.7	4.4	5.1	565 / 15.3	14.5	12.6		KFSO-F
5	KSKS-F	C	30 / 5.3	5.0	5.5	3.0	384 / 10.4	12.5	12.1		KSKS-F
6	KFRR-F	AOR-NR	26 / 4.6	4.8	3.8	3.7	467 / 12.6	11.4	10.6		KFRR-F
	KJOI-F	SAC	26 / 4.6	6.0	5.5	7.4	389 / 10.5	12.3	12.1		KJOI-F
8	KOQO-AF	SP	17 / 3.0	3.8	1.6	4.1	308 / 8.3	8.1	7.3		KOQO-AF
	KJFX-F	AOR	17 / 3.0	1.2	1.7	1.2	249 / 6.7	4.7	4.8		KJFX-F
10	KRZR-F	AOR	15 / 2.6	3.6	4.5	3.7	313 / 8.5	7.6	7.5		KRZR-F
11	KSEQ-F	AC	13 / 2.3	2.9	2.8	3.4	305 / 8.2	9.2	8.9		KSEQ-F
	KOJJ-F	SP	13 / 2.3	1.0	2.6	2.7	169 / 4.6	3.1	5.5		KOJJ-F
13	KCHJ	SP	12 / 2.1	1.2	1.7	1.5	156 / 4.2	2.1	3.8		KCHJ
	KSLK-F	SAC	12 / 2.1	1.4	1.0	1.5	114 / 3.1	3.6	3.2		KSLK-F
	KIOO-F	AOR	12 / 2.1	2.9	2.2	2.9	232 / 6.3	5.8	6.3		KIOO-F

12+ FM Share (Metro): 81.09 % ( 373 of 460 ) ( Fall 95: 79.41 % )

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 KJUG-F <	1 KJUG-F <	1 KMJ >	1 KBOS-F <	1 KMJ	1 KBOS-F >	1 KBOS-F >>	1 KBOS-F >
2 KFRR-F >>	2 KFRR-F	2 KJUG-F >	2 KBOS-F	2 KBOS-F	2 KJUG-F	2 KMJ >	2 KJUG-F	2 KJUG-F	2 KFRR-F	2 KMJ >>
	3 KJUG-F <	3 KFSO-F	3 KFSO-F <	KMJ <	3 KFSO-F	3 KJUG-F >	3 KBOS-F	3 KMJ	3 KMJ >	
	4 KOQO-AF <	KSKS-F	4 KSKS-F	4 KFSO-F	4 KJOI-F <	4 KFSO-F	4 KFSO-F	4 KSKS-F <		
	5 KSKS-F	5 KFRR-F	KMJ	5 KSKS-F	5 KSKS-F	5 KSKS-F <	5 KJOI-F <	5 KFSO-F <		
	6 KRZR-F >	KMJ	6 KJFX-F				6 KSKS-F >>	6 KFRR-F		
								KJOI-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 KBOS-F >>	1 KBOS-F >>	1 KBOS-F >	1 KBOS-F >	1 KBOS-F	1 KBOS-F	1 KBOS-F	1 KFRR-F >	1 KJUG-F	1 KMJ <
2 KJUG-F	2 KJUG-F	2 KJUG-F	2 KJUG-F	2 KFSO-F <	2 KFRR-F	KFRR-F	2 KSKS-F	KBOS-F <	2 KJUG-F >
KOQO-AF	3 KSKS-F	3 KSKS-F	3 KFSO-F	3 KJUG-F	KRZR-F >>	3 KRZR-F >	KRZR-F	3 KMJ <	3 KFSO-F
KJOI-F >	KOQO-AF >	KOQO-AF	KSKS-F	KSKS-F	4 KOQO-AF >>	4 KOQO-AF	KJFX-F	4 KFRR-F	KJFX-F <
	5 KJOI-F	KSEQ-F	5 KJOI-F	5 KJOI-F			KCHJ	5 KJFX-F	5 KSKS-F
	KFRR-F		6 KMJ				KBOS-F	6 KSKS-F	6 KBOS-F
	KSEQ-F							KRZR-F	KFRR-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
KJUG	C	1270	Tulare	0.7 2.5
KTHX	O	1400	Visalia	0.5 1.7
KTIP	?	1450	Porterville	1.1 2.8

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
KCWR	C	550	Bakersfield	0.4 1.5
KDNO-F	T	98.5	Delano	1.6 2.6
KEZL-F	J	96.7	Fowler	0.4 1.1
KFRE	T	940	Fresno	0.7 4.0
KKDJ-F	SP	105.9	Fresno	0.9 3.2
KLBN-F	SP	105.1	Auberry	0.5 1.8
KMPH-F	N/T	107.5	Hanford	1.8 6.8
KNAX-F	C	97.9	Fresno	0.9 3.8
KRDJ	REL	1130	Dinuba	0.9 1.3
KTHT-F	CHR	102.7	Fresno	0.9 3.7
KUZZ-F	C	107.9	Bakersfield	1.1 4.9
KVSR-F	AC-NR	101.1	Fresno	1.6 3.7

# VISALIA-TULARE-HANFORD

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	13 (1)	13 (1)	2.8 %	3.6 %
AOR/Classic/NR	0 (0)	70 (4)	70 (4)	15.2 %	16.6 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	79 (2)	79 (2)	17.2 %	15.3 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	6 (2)	84 (4)	90 (6)	19.6 %	18.3 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	12 (2)	37 (4)	49 (6)	10.7 %	12.1 %
Jazz	0 (0)	2 (1)	2 (1)	0.4 %	0.0 %
News/Talk	55 (2)	19 (2)	74 (4)	16.1 %	15.1 %
Oldies	3 (1)	31 (1)	34 (2)	7.4 %	8.7 %
Others/Unknown	6 (1)	0 (0)	6 (1)	1.3 %	0.8 %
Religion/Gospel	5 (1)	0 (0)	5 (1)	1.1 %	0.4 %
Soft AC/EZ	0 (0)	38 (2)	38 (2)	8.3 %	9.1 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>Totals</b>	<b>87 (9)</b>	<b>373 (21)</b>	<b>460 (30)</b>		

Consolidation Report	12+	25-54	Revenue
<b>Buckley</b> KIOO-FM, KSEQ-FM	4.4 %	6.7 %	%
	4.4 %	6.7 %	%

## FM Stations

Station	Freq	Power	Format	City	Notes
KIOO	99.7	24 kw @ 689	AOR	Westwd	\$ NA D&R Buckley Porterville
KJUG	106.7	1.2 kw @ 2550	Country		\$ NA Western
KOJJ	100.5	3.1 kw @ 466	Hispanic	Westwd	\$ NA --- E. Porterville
KSEQ	97.1	17 kw @ 777	AC		\$ NA D&R Buckley
KSLK	96.1	4.74 kw @ 360	Jazz		\$ NA ---

Notes: Other ranked stations: See Fresno . . . There is no TSA for the market . . . 11/96 KJUG ended its simulcast of KJUG-F; became Classic Country . . . 12/96 KSLK-F evolved from Easy Listening to "Smooth Jazz"

**TULSA**

Format Performance AM FM Total % Spr 96

Format	AM	FM	Total	%	Spr 96
AC	0 (0)	33 (1)	33 (1)	3.8 %	3.2 %
AOR/Classical/NR	0 (0)	138 (2)	138 (2)	15.9 %	15.1 %
Back/Urban	0 (0)	26 (1)	26 (1)	3.0 %	3.2 %
CHR	0 (0)	82 (1)	82 (1)	9.5 %	4.4 %
Classical	0 (0)	21 (1)	21 (1)	2.4 %	3.3 %
Country	39 (1)	172 (4)	211 (5)	24.4 %	26.4 %
Full Service	102 (1)	0 (0)	102 (1)	11.8 %	11.4 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	24 (1)	24 (1)	2.8 %	4.9 %
News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Oldies	0 (0)	93 (2)	93 (2)	10.7 %	13.3 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	8 (1)	39 (4)	47 (5)	5.4 %	2.1 %
Soft AC/EZ	0 (0)	45 (1)	45 (1)	5.2 %	7.7 %
Sports	16 (2)	0 (0)	16 (2)	1.8 %	2.3 %
Standards	28 (1)	0 (0)	28 (1)	3.2 %	2.8 %
<b>Totals</b>	<b>193 (6)</b>	<b>673 (18)</b>	<b>866 (24)</b>		

**AM Stations**

Station	Power	Service	Notes
KGTO	1050	Standards	1 kW/22 w
KRMG	740	Full Service	50 kw/25 kw (DA-2)
KVOO	1170	Country	50 kw (DA-N)

**FM Stations**

Station	Power	Service	Notes
KBEZ	92.9	Soft AC	100 kw @ 1318
KCFM	94.1	Classical	18 kw @ 817
KCKI	99.5	Country	100 kw @ 981
KHTT	106.9	CHR	100 kw @ 1010
KJMM	105.3	Back	3.4 kw @ 879
KJSR	103.3	Oldies-70s	100 kw @ 1280
KMOD	97.5	AOR	100 kw @ 1327
KMYZ	104.5	AOR-New Rock	70 kw @ 1130
KOAS	92.1	Jazz	27 kw @ 656
KOLL	106.1	Oldies	100 kw @ 1322
KRAV	96.5	AC	100 kw @ 1327
KVOO	98.5	Country	100 kw @ 1226
KWEN	95.5	Country	100 kw @ 1327
Renda	\$53.00	Eastman	
Shamrock	\$ NA	Banner	
Great Empire	\$<20.00	D&R	
Eastman	\$38.00	Eastman	
AURN, ABC	\$<20.00	Unrep	
Katz	\$45.00	Katz	
Cox	\$64.00	Christal	
Clear Channel	\$44.00	Banner	
Shamrock	\$44.00	Banner	
Clear Channel	\$32.00	Banner	
Clear Channel	\$37.00	Banner	
Clear Channel	\$30.00	Allied	
ABC	\$70.00	D&R	
Great Empire	\$98.00	Katz	

Notes: \*KVOO's revenue is included in KVOO-FM's total  
 Jim Duncan  
 Comments: KHTT-F more than doubled its share since Spring . . . KBEZ-F is on a down-trend . . . Market listening levels are down by a full rating point in the last year

Consolidation Report 12+ 25-54 Revenue

Clear Channel	16.5 %	22.0 %	18.1 %
Cox	31.5 %	30.4 %	39.4 %
Great Empire	12.4 %	10.6 %	15.3 %
Renda	13.1 %	11.6 %	15.7 %
Shamrock	8.1 %	6.2 %	0.0 %
<b>Total</b>	<b>81.6 %</b>	<b>80.8 %</b>	<b>88.5 %</b>

KAKC	SPRTS	1300	Tulsa	0.6	2.4	6	156
KCFO-AM	REL	970	Tulsa	0.9	2.7	10	213
KLL	SPRTS	1430	Tulsa	1.0	4.3	10	281
KREK-F	C	104.9	Bstow	0.4	1.0	4	87

Other Rated Stations		Metro Cume		Share Rating		AQH Cume	
TSA		TSA		TSA		TSA	
1	KHFF-F	1	KHFF-F	1	KHFF-F	1	KHFF-F
2	KWEN-F	2	KWEN-F	2	KWEN-F	2	KWEN-F
3	KJMR-F	3	KJMR-F	3	KJMR-F	3	KJMR-F
4	KXJF-F	4	KXJF-F	4	KXJF-F	4	KXJF-F
5	KXJF-F	5	KXJF-F	5	KXJF-F	5	KXJF-F
6	KXJF-F	6	KXJF-F	6	KXJF-F	6	KXJF-F
7	KXJF-F	7	KXJF-F	7	KXJF-F	7	KXJF-F

12+ FM Share (Metro): 77.71% (673 of 866.0) (Fall 95: 80.94%)

12+ Metro	Format	1/4 Share	Fall 96	Sum	Spq	Win	95	96	4-Book	12+ Metro	Spq	Fal	95	96	Revenue
1	FS	102 / 10.5	9.8	9.8	9.8	8.7	9.0	9.7	1330 / 20.6	19.7	20.0	136 / 1678	E	KRMG	136 / 1678
2	C	87 / 9.0	11.2	9.4	12.0	14.2	10.4	10.4	1441 / 22.4	23.5	28.2	138 / 2282	G	KWEN-F	138 / 2282
3	AOR	82 / 8.5	6.0	3.8	4.1	4.8	5.6	5.6	1295 / 20.1	14.3	14.6	116 / 1863	C	KHFF-F	116 / 1863
4	AOR-NR	57 / 5.9	7.8	6.9	7.8	6.4	7.1	7.1	965 / 15.0	17.2	14.7	122 / 1442	E	KMOD-F	122 / 1442
5	O-70s	55 / 5.7	5.2	6.2	6.2	6.7	5.9	5.9	1115 / 17.3	19.2	14.5	83 / 1530	B	KJSR-F	83 / 1530
6	C	48 / 5.0	4.5	5.7	5.7	4.5	4.9	4.9	719 / 11.2	10.1	10.4	60 / 1010	E	KVOO-F	60 / 1010
7	SAC	45 / 4.6	5.3	6.6	6.4	6.7	5.8	5.8	892 / 13.9	15.8	16.0	85 / 1459	D	KBEZ-F	85 / 1459
8	C	39 / 4.0	3.7	4.7	3.2	3.9	3.8	3.8	523 / 8.1	8.7	10.4	53 / 817	*	KVOO	53 / 817
9	AC	33 / 3.4	3.3	2.8	3.3	2.5	3.2	3.2	719 / 11.2	10.1	9.1	51 / 897	B	KCKF-F	51 / 897
10	C	38 / 3.9	5.7	5.4	4.3	4.2	4.8	4.8	800 / 12.4	14.3	12.4	61 / 1134	C	KOLL-F	61 / 1134
11	C	33 / 3.4	3.3	2.8	3.3	2.5	3.2	3.2	719 / 11.2	10.1	9.1	51 / 897	B	KCKF-F	51 / 897
12	REL	31 / 3.2	3.5	3.6	3.8	2.8	3.5	3.5	484 / 7.5	7.9	8.7	31 / 508	A	KXJF-F	31 / 508
13	ST	28 / 2.9	3.1	2.4	3.7	2.4	3.0	3.0	253 / 3.9	4.5	4.0	29 / 287	A	KGTO	29 / 287
14	B	26 / 2.7	4.0	2.8	3.2	2.9	3.2	3.2	358 / 5.6	5.3	5.3	31 / 491	A	KJMR-F	31 / 491
15	J	24 / 2.5	3.9	4.3	3.5	4.9	3.5	3.5	441 / 6.8	8.0	9.8	29 / 499	A	KOAS-F	29 / 499
16	CL	21 / 2.2	2.4	2.9	1.3	0.9	2.2	2.2	421 / 6.5	8.7	5.9	24 / 471		KCFM-F	24 / 471

Arbitron Rank: 61 Pop (12+)	64,000	Stations	24 / 23
MSA Rank:	72	Dialers:	1,315/490:1/55.7%
MSA Pop:	751,000	Sample Target:	1,290
DMA:	59	% Below Line:	0.7
Average Persons Rating:	15.0	% Not Listed:	10.5
Market TSL In Hours	20.15	Pop per Station:	28,000
Cox dupd+	\$11,300,000		
Last Year's Revenue:	\$28,700,000		
Household Income:	\$37,148		
Retail Dollars:	\$7.3 Bil.		
#1 Biller:	KWEN-F		
#1 Billing Portfolio:			

# WASHINGTON, DC

**Arbitron Rank:** 8 Pop (12+) 3,535,000  
**MSA Rank:** 5  
**MSA Pop:** 4,550,000  
**DMA:** 7  
**Average Persons Rating:** 16.6  
**Market TSL in Hours:** 21.75

**Stations:** 35 / 31  
**Diaries:** 4,243/833:1/51.5%  
**Sample Target:** 4,030  
**% Below Line:** 2.3  
**% Not Listed:** 14.8  
**Pop per Station:** 114,032

**Last Year's Revenue:** \$193,800,000  
**Household Income:** \$64,369  
**Retail Dollars:** \$42.7 Bil  
**#1 Biller:** WPGC-F \$20,500,000  
**#1 Billing Portfolio:** Westinghouse duop+ \$52,600,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spq 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spq 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WPGC-F	B/CHR	358 / 6.1	6.1	5.6	6.5	7.2	6.1	5943 / 16.8	17.4	17.2	418 / 7110	K	WPGC-F
2	WMZQ-F	C	352 / 6.0	5.3	6.4	5.3	5.8	5.8	4808 / 13.6	14.0	13.5	409 / 5791	J	WMZQ-F
3	WHUR-F	B	331 / 5.6	5.0	5.8	5.4	5.2	5.5	4730 / 13.4	14.2	13.0	367 / 5373	H	WHUR-F
4	WASH-F	AC	290 / 4.9	5.1	5.1	4.8	5.0	5.0	4476 / 12.7	14.5	13.9	335 / 5262	I	WASH-F
5	WKYS-F	B	281 / 4.8	4.2	4.8	4.1	3.6	4.5	4810 / 13.6	14.6	12.0	336 / 5802	G	WKYS-F
6	WMAL	FS/T	275 / 4.7	4.0	4.2	4.0	4.6	4.2	3568 / 10.1	10.5	10.9	308 / 4135	I	WMAL
7	WMMJ-F	B/AC	248 / 4.2	4.5	4.6	4.9	4.0	4.5	3058 / 8.7	10.4	8.9	253 / 3191	H	WMMJ-F
8	WWZZ-F	CHR/B	226 / 3.8	2.4	1.3	1.0	1.2	2.1	5256 / 14.9	5.2	4.9	286 / 6514	D	WWZZ-F
9	WGMS-F	CL	220 / 3.7	4.0	4.1	4.5	3.7	4.1	3152 / 8.9	9.2	9.7	240 / 3615	H	WGMS-F
10	WBIG-F	O	218 / 3.7	5.3	4.9	4.4	4.4	4.6	4350 / 12.3	13.8	13.1	269 / 5273	H	WBIG-F
11	WJFK-F	T/J	212 / 3.6	3.7	3.3	3.7	4.2	3.8	3900 / 11.0	8.4	12.0	258 / 4510	J	WJFK-F
12	WRQX-F	AC/CHR	210 / 3.6	4.2	4.6	4.5	4.5	4.2	4605 / 13.0	14.7	13.9	258 / 5664	I	WRQX-F
13	WWDC-F	AOR	204 / 3.5	3.9	3.5	3.7	3.8	3.6	4696 / 13.3	14.0	14.0	260 / 6230	H	WWDC-F
14	WTOP	N	198 / 3.4	3.0	3.0	3.2	2.5	3.1	4660 / 13.2	13.2	11.9	228 / 5506	I	WTOP
15	WJZW-F	J	185 / 3.1	4.0	3.4	3.2	3.3	3.4	3149 / 8.9	8.4	8.5	214 / 3552	H	WJZW-F
16	WHFS-F	AOR-NR	180 / 3.1	3.3	2.9	3.6	3.4	3.2	4200 / 11.9	13.1	12.9	269 / 5911	H	WHFS-F
17	WGAY-F	SAC	173 / 2.9	2.8	1.9	2.6	2.5	2.5	3381 / 9.6	7.3	9.2	193 / 3888	H	WGAY-F
18	WARW-F	CL AOR	125 / 2.1	2.5	2.3	2.5	2.1	2.4	2708 / 7.7	9.7	8.4	158 / 3259	G	WARW-F
19	WYCB	G	82 / 1.4	1.1	1.4	1.5	1.8	1.3	1193 / 3.4	3.1	2.8	82 / 1193		WYCB
20	WAVA-F	REL	73 / 1.2	0.9	1.0	1.2	0.9	1.1	1486 / 4.2	3.2	3.4	81 / 1790		WAVA-F
21	WWRC	T	61 / 1.0	1.3	2.0	1.9	1.8	1.5	1339 / 3.8	5.2	5.2	69 / 1544	D	WWRC
22	WOL	B/T	57 / 1.0	0.8	1.1	1.1	1.8	1.0	625 / 1.8	1.8	2.9	57 / 639	D	WOL
23	WTEM	SPRST	56 / 1.0	0.9	1.0	1.3	1.1	1.0	1578 / 4.5	4.4	4.4	61 / 1772	E	WTEM
	WWDC	ST	56 / 1.0	1.0	0.9	0.6	0.8	0.9	693 / 2.0	2.1	2.4	60 / 726	D	WWDC

12+ FM Share (Metro): 82.14 % ( 4116 of 5011 ) ( Fall 95: 81.33 % )

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 WHUR-F <	1 WHUR-F	1 WHUR-F	1 WMAL <	1 WHUR-F <	1 WMZQ-F <	1 WPGC-F <	1 WPGC-F	1 WPGC-F <
2 WKYS-F	2 WKYS-F	2 WPGC-F <	2 WMZQ-F <	2 WMZQ-F	2 WMZQ-F	2 WMZQ-F <	2 WMAL	2 WMZQ-F	2 WKYS-F <	2 WHUR-F
3 WWZZ-F >	3 WWDC-F <	3 WASH-F	3 WASH-F <	3 WASH-F <	3 WHUR-F	3 WMAL <	WASH-F	3 WJFK-F <	3 WASH-F <	3 WMZQ-F
4 WWZZ-F <	4 WMZQ-F <	4 WPGC-F	4 WPGC-F	4 WPGC-F	4 WGMS-F <	4 WPGC-F	4 WHUR-F	4 WKYS-F <	4 WHUR-F	
5 WASH-F	5 WKYS-F	5 WMMJ-F	5 WMMJ-F	5 WMMJ-F	5 WBIG-F <	5 WJFK-F <	WPGC-F <	5 WASH-F <	5 WHFS-F <	
6 WHFS-F <	6 WJFK-F <	6 WRQX-F <	6 WRQX-F <	6 WRQX-F <	6 WTOP <	6 WTOP <	6 WMMJ-F	6 WWZZ-F	6 WWZZ-F <	
7 WJFK-F	7 WRQX-F <	7 WJFK-F	7 WJFK-F	7 WJFK-F <	7 WMMJ-F <	7 WKYS-F <	7 WGMS-F <	7 WMAL	7 WMZQ-F <	
8 WHUR-F <	8 WMMJ-F <	8 WBIG-F	8 WBIG-F	8 WASH-F <	8 WASH-F <	8 WASH-F <	8 WRQX-F <	8 WMMJ-F	8 WMMJ-F	
9 WRQX-F <	9 WWDC-F <	9 WJZW-F	9 WJZW-F	9 WJZW-F	9 WKYS-F <	9 WKYS-F <	9 WKYS-F <	9 WKYS-F <	9 WKYS-F <	
10 WMZQ-F	10 WWZZ-F				10 WBIG-F					

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WPGC-F	1 WPGC-F	1 WRQX-F <	1 WHUR-F	1 WHUR-F	1 WKYS-F	1 WPGC-F <	1 WPGC-F	1 WJFK-F	1 WJFK-F
2 WKYS-F	2 WKYS-F	2 WPGC-F <	2 WASH-F <	2 WMZQ-F <	2 WPGC-F <	2 WKYS-F	2 WWDC-F <	2 WPGC-F <	2 WMZQ-F <
3 WWZZ-F	3 WRQX-F <	3 WHUR-F	3 WPGC-F	3 WASH-F <	3 WWZZ-F	WWDC-F	3 WJFK-F	3 WWDC-F <	3 WHUR-F
4 WASH-F	4 WASH-F	4 WMZQ-F <	4 WRQX-F <	4 WRQX-F	4 WJFK-F <	4 WKYS-F	4 WKYS-F	4 WKYS-F <	4 WPGC-F <
5 WHFS-F	5 WWZZ-F <	5 WKYS-F <	5 WMZQ-F <	5 WMMJ-F <	5 WASH-F	5 WWZZ-F <	5 WHUR-F <	5 WMZQ-F <	5 WJZW-F <
6 WWDC-F	6 WHUR-F	6 WASH-F	6 WKYS-F <	6 WPGC-F <	6 WHFS-F	6 WHFS-F <	6 WHFS-F	6 WHUR-F <	6 WMMJ-F
7 WRQX-F >	7 WMZQ-F <	7 WWZZ-F <	7 WMMJ-F	7 WBIG-F	7 WJFK-F	7 WASH-F	7 WMMJ-F	7 WASH-F	WWDC-F
	8 WHFS-F	8 WHFS-F <	8 WWZZ-F		8 WMZQ-F >	8 WHUR-F <	WWZZ-F		
		9 WMMJ-F	9 WBIG-F			9 WMZQ-F <	WARW-F		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WFMD	FS	930	Frederick, MD 0.4 1.3 27 582
WFRE-F	C	99.9	Frederick, MD 0.9 2.4 84 1523
WILC	SP	900	Laurel, MD 0.4 1.0 22 339
WMDO	SP	1540	Wheaton, MD 0.8 0.9 47 324
WPGC	B	1580	Morningside, MD 0.3 1.3 21 476
WRCY-F	C	107.7	Warrenton, VA 0.5 2.0 41 950
WWVZ-F	CHR/B	103.9	Braddock Heights 0.2 1.0 17 432

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBQB-F	AC/CHR	101.5	Fredericksburg 0.5 1.6 54 939
WFLS-F	C	93.3	Fredericksburg 0.9 2.5 96 1449
WIYY-F	AOR	97.9	Baltimore 0.7 3.5 77 2414
WWMD-F	EZ	104.7	Hagerstown, MD 0.3 0.9 46 682

# WASHINGTON, DC

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	531 (3)	531 (3)	10.6 %	14.5 %	<b>Chancellor</b> WGMS-FM, WTEM-AM, WBIG-FM	8.4 %	8.4 %	10.2 %
AOR/Classic/NR	0 (0)	549 (4)	549 (4)	11.0 %	11.0 %	<b>Radio One</b> WOL-AM, WKYS-FM, WMMJ-FM	10.0 %	9.4 %	8.6 %
Black/Urban	77 (2)	1218 (4)	1295 (6)	25.8 %	26.2 %	<b>Viacom</b> WBZS-AM, WJZW-FM, WMZQ-FM, WZHF-AM	9.1 %	10.7 %	13.5 %
CHR	0 (0)	240 (2)	240 (2)	4.8 %	0.0 %	<b>Westinghouse</b> WPGC-FM, WPGC-AM, WJFK-FM, WARW-FM, WHFS-FM	15.2 %	15.5 %	27.1 %
Classical	0 (0)	220 (1)	220 (1)	4.4 %	4.8 %		42.7 %	44.0 %	59.4 %
Country	0 (0)	480 (4)	480 (4)	9.6 %	10.5 %				
Full Service	296 (2)	0 (0)	296 (2)	5.9 %	5.0 %				
Hispanic	69 (2)	0 (0)	69 (2)	1.4 %	1.4 %				
Jazz	0 (0)	185 (1)	185 (1)	3.7 %	4.1 %				
News/Talk	259 (2)	212 (1)	471 (3)	9.4 %	9.8 %				
Oldies	0 (0)	218 (1)	218 (1)	4.4 %	7.6 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	82 (1)	73 (1)	155 (2)	3.1 %	2.8 %				
Soft AC/EZ	0 (0)	190 (2)	190 (2)	3.8 %	4.1 %				
Sports	56 (1)	0 (0)	56 (1)	1.1 %	1.2 %				
Standards	56 (1)	0 (0)	56 (1)	1.1 %	1.1 %				
<b>Totals</b>	<b>895 (11)</b>	<b>4116 (24)</b>	<b>5011 (35)</b>						

## AM Stations

Station	Power	Time	Format	Buy Price	Agency	Advertiser	Location
WMAL	630	5 kw (DA-2)	Full Svc/Tak	ABC \$180.00	Katz	ABC/Disney	
WOL	1450	1 kw	Black Tak	AURN, ABC, CNN \$64.00	Mc-Guild	Radio One	
WTEM	570	5 kw/1 kw (DA-2)	Sports	CBS, 1-on-1 \$70.00	Eastman	Chancellor	Bethesda
WTOP	1500	50 kw (DA-2)	News	CBS, AP \$180.00	Banner	Evergreen	
WWDC	1260	5 kw (DA-2)	Standards	Westwd \$50.00	Christal		
WWRC	980	50 kw/5 kw (DA-2)	Tak	CNN, Westwd \$54.00	Allied	Evergreen	
WYCB	1340	1 kw	Gospel	AURN \$40.00	---		

## FM Stations

Station	Power	Time	Format	Buy Price	Agency	Advertiser	Location
WARW	94.7	21 kw @ 771	Classic AOR	\$118.00	CBS	Westinghouse	
WASH	97.1	26 kw @ 686	AC	\$240.00	Banner	Evergreen	
WAVA	105.1	50 kw @ 500	Religion	Westwd, SRN \$70.00	Salem	Salem	
WBIG	100.3	36 kw @ 574	Oldies	\$160.00	Eastman	Chancellor	
WGAY	99.5	22 kw @ 751	Soft AC	\$160.00	Interep	Evergreen	
WGMS	103.5	44 kw @ 518	Classical	Westwd \$195.00	Eastman	Chancellor	
WHFS	99.1	50 kw @ 460	Prog. AOR	AP \$180.00	Allied	Westinghouse, pend.	Annapolis, MD
WHUR	96.3	24 kw @ 670	Black AC	ABC \$152.00	D&R	Howard Univ.	
WJFK	106.7	22 kw @ 730	Tak/Jazz	Westwd \$285.00	Infinity	Westinghouse	Manassas
WJZW	105.9	28 kw @ 648	Jazz	\$178.00	Christal	Viacom	Woodbridge, VA
WKYS	93.9	24.5 kw @ 705	Black	\$140.00	Mc-Guild	Radio One	
WMMJ	102.3	2.9 kw @ 480	Black AC	\$150.00	Mc-Guild	Radio One	Bethesda, MD
WMZQ	98.7	50 kw @ 490	Country	\$320.00	Christal	Viacom	
WPGC	95.5	50 kw @ 500	CHR/Urban	\$340.00	Infinity	Westinghouse	Morningside, MD
WRQX	107.3	34 kw @ 604	AC/CHR	ABC \$280.00	Katz	ABC/Disney	
WWDC	101.1	22.5 kw @ 760	AOR	\$179.00	Christal		
WWZZ	104.1	22 kw @ 764	CHR/Black	NA	Sentry	Bonneville	Waldorf, MD

Notes: 7/96 WXTR-F/WXVR-F simulcast pair changed calls to WWZZ-F and WWVZ-F, respectively; format remains CHR . . . 8/96 Colfax sold these stations to Chancellor (D): WTEM for \$8,000,000; WBIG-F for \$55,000,000; WGMS-F for \$49,000,000 . . . 10/96 WZHF (the former WMZQ-AM) added CNN Headline News to its Health Talk format . . . 11/96 WPGC-AM changed from Black & Gospel to all-Gospel as "Heaven 1580" . . . 11/96 SFX traded WHFS-F to Westinghouse (D+) for KTXQ-F/KRRW-F Dallas-Ft. Worth

Jim Duncan

Comments: WWZZ-F showed sharp increases with its Urban/CHR format . . . WBIG-F fell off dramatically from its strong Summer book and its four book average . . . WGAY-F bounced back from its terrible Spring book but has a long way to go before it achieves previous levels (4 share area)

# WATERLOO-CEDAR FALLS

**Arbitron Rank:** 224 Pop (12+) 120,500  
**MSA Rank:** 269  
**MSA Pop:** 122,000  
**DMA:** 87 (w/Cedar Rapids & Dubuque)  
**Average Persons Rating:** 13.8  
**Market TSL in Hours:** 18.50

**Stations:** 21 / 12  
**Diaries:** 632/191:1/65.1%  
**Sample Target:** 610  
**% Below Line:** 13.8  
**% Not Listed:** 16.3  
**Pop per Station:** 10,042

**Last Year's Revenue:** \$5,200,000  
**Household Income:** \$39,292  
**Retail Dollars:** \$1.55 Bil  
**#1 Biller:** KOEL-F \$1,500,000  
**#1 Billing Portfolio:** Connoisseur duop \$2,400,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1	KKCV-F	C	24 / 14.4	13.7		14.3	357 / 29.6	25.7		29 / 450	B	KKCV-F
2	KOKZ-F	CHR	18 / 10.8	10.2		7.4	343 / 28.4	28.1		39 / 571	B	KOKZ-F
3	KOEL-F	C	16 / 9.6	12.7		19.0	272 / 22.5	24.9		57 / 714	C	KOEL-F
4	KFMW-F	AOR	15 / 9.0	12.7		10.6	315 / 26.2	28.1		28 / 584	C	KFMW-F
5	KWLO	FS	13 / 7.8	6.6		10.1	207 / 17.2	18.4		17 / 263	B	KWLO
6	KCRR-F	AOR/CL	12 / 7.2	7.6		2.6	201 / 16.6	15.0		17 / 267	A	KCRR-F
7	WMT	FS	6 / 3.6	3.1		2.6	97 / 8.0	8.0		32 / 431		WMT
	KXEL	ST	6 / 3.6	5.1		3.7	102 / 8.5	9.5		9 / 174	A	KXEL
9	WHO	FS	5 / 3.0	3.6		3.2	95 / 7.9	7.8		28 / 411		WHO
10	KWOF	REL	4 / 2.4				32 / 2.7			4 / 45		KWOF
	KWAY-F	AC	4 / 2.4	2.0		2.6	100 / 8.3	7.1		5 / 111	A	KWAY-F

12+ FM Share (Metro): 73.38 % ( 102 of 139 ) (Fall 95: NA)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KFMW-F >	1 KKCV-F	1 KKCV-F	1 KKCV-F	1 KKCV-F	1 KOEL-F <	1 KKCV-F	1 KKCV-F	1 KKCV-F	1 KKCV-F	1 KKCV-F >
KOKZ-F	2 KFMW-F	2 KOKZ-F	KOKZ-F	2 KOEL-F	2 KWLO <	2 KWLO	2 KOEL-F <	2 KOKZ-F	2 KFMW-F	2 KOKZ-F
3 KROC-F	3 KOKZ-F	3 KCRR-F	3 KCRR-F	KOKZ-F	3 KKCV-F >	3 KFMW-F	3 KOKZ-F >	3 KOEL-F <	KOKZ-F >	3 KFMW-F
KKCV-F >>	4 KCRR-F >>	KFMW-F <	KOEL-F	4 KCRR-F	4 KCRR-F	KOKZ-F	4 KWLO	4 KFMW-F >	4 KCRR-F	
		5 KOEL-F >>	5 KWLO	5 KWLO >	WMT	5 KOEL-F	KCRR-F <	5 KCRR-F >	5 KOEL-F	
			KFMW-F >		KXEL	6 KCRR-F >	6 KFMW-F >			
					KOKZ-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 KFMW-F >	1 KOKZ-F	1 KOKZ-F	1 KOKZ-F	1 KOKZ-F	1 KKCV-F >	1 KKCV-F	1 KFMW-F >	1 KKCV-F >	1 KCRR-F
2 KKCV-F	2 KKCV-F	2 KKCV-F >	2 KKCV-F >	2 KKCV-F >	2 KFMW-F >>>	2 KFMW-F >	2 KCRR-F	2 KCRR-F	KOEL-F
KOKZ-F >>	3 KFMW-F	3 KCRR-F >>	3 KCRR-F	3 KOEL-F		3 KOKZ-F >	KKCV-F >>	KFMW-F	3 KWLO
	4 KCRR-F >>>		KOEL-F	4 KWLO				4 KOEL-F	KKCV-F
			KFMW-F >	KCRR-F >>				5 KOKZ-F	5 KFMW-F >>

Format Performance	AM	FM	Total	%	Spr 96
AC	2 (1)	7 (2)	9 (3)	6.5 %	7.1 %
AOR/Classic/NR	0 (0)	30 (4)	30 (4)	21.6 %	25.6 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	20 (2)	20 (2)	14.4 %	11.9 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	41 (3)	41 (3)	29.5 %	31.0 %
Full Service	24 (3)	0 (0)	24 (3)	17.3 %	15.5 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	1 (1)	0 (0)	1 (1)	0.7 %	0.6 %
Oldies	0 (1)	4 (2)	4 (3)	2.9 %	2.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	4 (1)	0 (0)	4 (1)	2.9 %	0.0 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	6 (1)	0 (0)	6 (1)	4.3 %	6.0 %
<b>Totals</b>	<b>37 (8)</b>	<b>102 (13)</b>	<b>139 (21)</b>		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KCNZ	T	1250	Cedar Falls 0.6 2.5 1 36
KQMG-F	O	95.3	Independence 1.8 5.3 9 126

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KDAT-F	AC	104.5	Cedar Rapids 1.8 6.3 10 139
KHAK-F	C	98.1	Cedar Rapids 0.6 1.6 9 150
KIOA-F	O	93.3	Des Moines 0.6 1.9 5 132
KKRQ-F	CL AOR	100.7	Iowa City 0.6 1.9 8 73
KOEL	AC	950	Oelwein 1.2 2.7 21 181
KRNA-F	AOR	94.1	Iowa City 1.2 5.3 11 160
KROC-F	CHR	106.9	Rochester, MN 1.2 3.6 5 79

# WATERLOO-CEDAR FALLS

Consolidation Report	12+	25-54	Revenue
<b>Bahakel</b> KFMW-FM, KOKZ-FM, KWLO-AM, KXEL-AM	31.2 %	28.7 %	41.0 %
<b>Connoisseur</b> KKCV-FM, KOEL-AM, KOEL-FM	25.2 %	27.5 %	46.2 %
	<b>56.4 %</b>	<b>56.2 %</b>	<b>87.2 %</b>

## AM Stations

Station	Freq	Power	Format	Comments	Rate	Buyer	Agency
KWLO	1330	5 kw (DA-2)	FS/Oldies	Westwd, CBS	\$15.00	Katz	Bahakel
KWOF	850	0.5 kw (Days, DA)	Religion	SRN	\$ NA	---	---
KXEL	1540	50 kw (DA-N)	Standards	ABC	\$8.00	Eastman	Bahakel

## FM Stations

Station	Freq	Power	Format	Comments	Rate	Buyer	Agency
KORR	97.7	16 kw @ 407	Classic AOR		\$ NA	Christal	Grundy Center
KFMW	107.9	100 kw @ 1804	AOR	Westwd	\$28.00	Katz	Bahakel
KKCV	98.5	15 kw @ 423	Country		\$16.00	---	Connoisseur Cedar Falls
KOEL	92.3	100 kw @ 991	Country		\$34.00	Banner	Connoisseur Oelwein
KOKZ	105.7	100 kw @ 1322	CHR		\$17.00	Eastman	Bahakel
KWAY	99.3	3 kw @ 180	AC	CNN	\$12.00	Pates	Waverly

Notes: This is Waterloo's first Fall Arbitron . . . WHO: See Des Moines; WMT: See Cedar Rapids

Jim Duncan

Comments: KOEL-F fell to its lowest 12+ share in many years

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary	* *
* AOR - Album Oriented Rock	N - News	* *
* B - Black (audience 75%+ Black)	O - Oldies	* *
* C - Country	O-70S - 70's Oldies	* *
* 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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia	* *
* EZ - Easy Listening, Beautiful Music	T - Talk	* *
* FS - Full Service	U - Urban (majority of audience is non-white)	* *
* G - Gospel	? - Others or Unknown	* *

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

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



# WEST PALM BEACH

<b>Arbitron Rank:</b> 49 Pop (12+) 865,700	<b>Stations:</b> 39 / 18	<b>Last Year's Revenue:</b> \$33,700,000
<b>MSA Rank:</b> 60	<b>Diaries:</b> 2,084/415:1/54.1%	<b>Household Income:</b> \$44,542
<b>MSA Pop:</b> 974,000	<b>Sample Target:</b> 2,130	<b>Retail Dollars:</b> \$11.3 Bil
<b>DMA:</b> 45	<b>% Below Line:</b> 27.6	<b>#1 Biller:</b> WRMF-F \$7,000,000
<b>Average Persons Rating:</b> 16.6	<b>% Not Listed:</b> 9.2	<b>#1 Billing Portfolio:</b>
<b>Market TSL in Hours:</b> 21.75	<b>Pop per Station:</b> 48,094	<b>American Radio Sys. duop+:</b> \$17,400,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1 WRLX-F	EZ	129 / 9.0	7.3	6.9	6.2	5.2	7.3	1173 / 13.5	13.6	11.8	141 / 1410	D WRLX-F
2 WEAT-F	AC/SAC	119 / 8.3	7.2	7.2	7.2	9.3	7.5	1648 / 19.0	18.1	19.6	156 / 2327	F WEAT-F
3 WRMF-F	AC	106 / 7.4	8.2	7.7	7.8	7.7	7.8	1292 / 14.9	15.9	16.1	165 / 2080	G WRMF-F
4 WIRK-F	C	102 / 7.1	5.5	6.6	5.9	8.1	6.3	1284 / 14.8	13.8	16.1	121 / 1757	G WIRK-F
5 WPBZ-F	AOR-NR	78 / 5.4	4.7	4.9	4.0	3.5	4.8	1092 / 12.6	13.6	10.2	111 / 1656	B WPBZ-F
6 WKGR-F	CL AOR	61 / 4.2	4.1	4.0	3.8	4.4	4.0	990 / 11.4	11.9	11.2	104 / 1720	F WKGR-F
7 WJNO	N/T	60 / 4.2	4.4	4.7	4.8	6.4	4.5	836 / 9.7	10.4	14.2	89 / 1266	E WJNO
8 WJBW-F	ST	53 / 3.7	3.3	3.8	4.0	2.6	3.7	684 / 7.9	8.6	7.1	70 / 887	B WJBW-F
9 WBZT	T	47 / 3.3	2.4	3.4	2.1	2.0	2.8	642 / 7.4	7.3	5.7	59 / 802	C WBZT
10 WPOW-F	CHR	39 / 2.7	2.1	2.2	2.5	1.4	2.4	773 / 8.9	7.9	6.5	134 / 2578	F WPOW-F
11 WEDR-F	B	36 / 2.5	3.0	3.3	3.6	3.3	3.1	650 / 7.5	7.3	7.2	141 / 2091	F WEDR-F
12 WLVE-F	J	33 / 2.3	2.0	1.5	2.0	2.0	2.0	438 / 5.1	4.9	6.0	122 / 1784	F WLVE-F
13 WCLB-F	C	29 / 2.0	3.0	2.2	2.2	2.9	2.4	687 / 7.9	8.1	10.3	50 / 1234	C WCLB-F
14 WOLL-F	O	28 / 1.9	1.7	2.2	2.8	2.9	2.1	645 / 7.5	7.1	7.5	30 / 750	C WOLL-F
WMXJ-F	O	27 / 1.9	1.9	1.4	1.5		1.7	472 / 5.5	5.2	6.9	142 / 2446	F WMXJ-F

12+ FM Share (Metro): 80.08 % ( 1045 of 1305 ) ( Fall 95: 77.63 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WPBZ-F <	1 WPBZ-F	1 WRMF-F	1 WRMF-F >	1 WRMF-F	1 WRLX-F >	1 WEAT-F	1 WRLX-F <	1 WRLX-F <	1 WRLX-F	1 WBZT
2 WPOW-F >>	2 WRMF-F <	2 WEAT-F	2 WEAT-F	2 WEAT-F	2 WEAT-F	2 WRMF-F <	2 WEAT-F <	2 WEAT-F <	2 WPBZ-F <	WRLX-F
	3 WEAT-F >	3 WPBZ-F <	3 WKGR-F <	3 WIRK-F <	3 WIRK-F <	3 WIRK-F <	3 WRMF-F	3 WRMF-F	3 WEAT-F	3 WEAT-F
	4 WIRK-F	4 WIRK-F <	4 WIRK-F	4 WKGR-F	4 WRMF-F	4 WRLX-F >	4 WIRK-F >	4 WIRK-F	4 WIRK-F <	
	5 WPOW-F	5 WKGR-F >>	5 WPBZ-F >>	5 WPBZ-F >	5 WJNO <	5 WJNO	5 WKGR-F <	5 WPBZ-F >	5 WPOW-F	
					6 WJBW-F	6 WPBZ-F	6 WPBZ-F <	6 WKGR-F	6 WEDR-F	
						WBZT	7 WBZT <	7 WJNO	7 WRMF-F	
							8 WJNO			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WEAT-F >	1 WEAT-F <	1 WRMF-F <	1 WRMF-F <	1 WRMF-F <	1 WPBZ-F >>	1 WPBZ-F >>	1 WPBZ-F >>	1 WPBZ-F	1 WKGR-F
2 WRMF-F	2 WRMF-F >>	2 WEAT-F >>	2 WEAT-F >>	2 WEAT-F >	2 WIRK-F >	2 WIRK-F	2 WRMF-F	2 WKGR-F	2 WRMF-F <
3 WPOW-F	3 WPBZ-F <	3 WKGR-F	3 WIRK-F >	3 WIRK-F >>	3 WEDR-F	3 WRMF-F	3 WZTA-F	3 WIRK-F	3 WPBZ-F <
4 WPBZ-F	4 WIRK-F	WIRK-F	4 WPBZ-F	4 WPBZ-F	4 WPOW-F	WZTA-F	4 WGGG-F	WRMF-F >	4 WIRK-F >
5 WEDR-F	5 WPOW-F	5 WPBZ-F >	5 WKGR-F	WKGR-F	5 WZTA-F >	5 WPOW-F	WKGR-F	5 WGGG-F	5 WEAT-F
			WEDR-F				WIRK-F	WZTA-F	WJNO <

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WDBF	ST	1420	Delray Beach 1.7 4.8 26 460
WEAT	N	850	W. Palm Beach 1.5 6.1 29 674
WJNA	ST	1040	Boynton Beach 0.6 2.2 24 440
WPBR	T	1340	Palm Beach 0.6 1.7 9 154
WPOM	B	1600	Riviera Beach 1.0 1.9 15 163
WSBR	T	740	Boca Raton 0.4 2.0 15 370
WSWN	B	900	Belle Glade 0.8 1.9 12 193

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAMR-F	SP	107.5	Miami 0.5 1.7 25 411
WBGG-F	O-70S	105.9	Ft. Lauderdale 1.7 6.8 125 2131
WFLC-F	AC	97.3	Miami 0.3 3.0 63 1402
WHQT-F	B	105.1	Coral Gables 1.0 4.8 113 1941
WHYI-F	CHR/AC	100.7	Ft. Lauderdale 1.3 6.2 100 2253
WINZ	N	940	Miami 0.3 2.2 62 1526
WIOD	N/T	610	Miami 1.6 4.5 122 1772
WKIS-F	C	99.9	Boca Raton 1.5 5.5 152 2240
WLYF-F	SAC	101.5	Miami 1.3 4.9 153 2214
WPLL-F	AOR-P	103.5	Ft. Lauderdale 1.3 6.7 83 1898
WQAM	SPRTS	560	Miami 1.3 3.8 68 1198
WRBD	B	1470	Pompano Beach 0.7 1.7 45 638
WRMA-F	SP	106.7	Ft. Lauderdale 0.7 1.9 38 630
WRTO-F	SP	98.3	Goulds 0.6 2.2 17 407
WTMI-F	CL	93.1	Miami 1.5 5.2 101 1586
WZTA-F	AOR	94.9	Miami Beach 1.6 6.1 141 2135
WZZR-F	AOR	92.7	Stuart 1.0 3.9 35 692

# WEST PALM BEACH

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	111 (2)	111 (2)	8.5 %	9.4 %
AOR/Classic/NR	0 (0)	195 (5)	195 (5)	14.9 %	15.8 %
Black/Urban	37 (3)	50 (2)	87 (5)	6.7 %	9.1 %
CHR	0 (0)	57 (2)	57 (2)	4.4 %	3.7 %
Classical	0 (0)	22 (1)	22 (1)	1.7 %	2.3 %
Country	0 (0)	153 (3)	153 (3)	11.7 %	11.8 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	25 (3)	25 (3)	1.9 %	1.7 %
Jazz	0 (0)	33 (1)	33 (1)	2.5 %	1.7 %
News/Talk	172 (7)	0 (0)	172 (7)	13.2 %	12.1 %
Oldies	0 (0)	79 (3)	79 (3)	6.1 %	6.1 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	267 (3)	267 (3)	20.5 %	19.3 %
Sports	18 (1)	0 (0)	18 (1)	1.4 %	0.9 %
Standards	33 (2)	53 (1)	86 (3)	6.6 %	6.1 %
<b>Totals</b>	<b>260 (13)</b>	<b>1045 (26)</b>	<b>1305 (39)</b>		

Consolidation Report	12+	25-54	Revenue
<b>American Radio Sys.</b> WKGR-FM, WBZT-AM, WEAT-AM, WEAT-FM, WIRK-FM, WOLL-FM	26.3 %	29.8 %	51.6 %
<b>Fairbanks</b> WCLB-FM, WJNA-AM, WJNO-AM, WRLX-FM, WRMF-FM	23.2 %	20.3 %	43.6 %
	<b>49.5 %</b>	<b>50.1 %</b>	<b>95.2 %</b>

### AM Stations

Station	Freq	Power	Format	Ownership	Advertiser	Agency
WBZT	1290	5 kw (DA-N)	Tak	ABC, CBS	\$26.00	Katz Amer. Radio Sys.
WJNO	1230	1 kw	News/Tak	CNN, ABC	\$73.00	Allied Fairbanks

### FM Stations

Station	Freq	Power	Format	Ownership	Advertiser	Agency
WCLB	95.5	100 kw @ 982	Country		\$47.00	Mc-Guild Fairbanks Ft. Pierce
WEAT	104.3	100 kw @ 1273	AC/Soft AC		\$89.00	Katz Amer. Radio Sys.
WIRK	107.9	100 kw @ 340	Country	ABC	\$119.00	Katz Amer. Radio Sys.
WJBW	99.5	6 kw @ 308	Standards		\$25.00	---
WKGR	98.7	100 kw @ 1380	Classic AOR	UPI	\$79.00	Katz Amer. Radio Sys. Ft. Pierce
WOLL	94.3	6 kw @ 328	Oldies		\$41.00	Allied Amer. Radio Sys. Riviera Beach
WPBZ	103.1	50 kw @ 482	AOR	ABC	\$30.00	Christal Amer. Radio Sys. Indiantown
WRLX	92.1	7 kw @ 499	Easy List.		\$52.00	Allied Fairbanks
WRMF	97.9	100 kw @ 1350	AC		\$140.00	Blair (?) Fairbanks

Notes: Other ranked stations: See Miami . . . 9/96 WYFX (1040; Boynton Beach) sold to Fairbanks for \$2,250,000 . . . 9/96 WOLL-F sold by Chancellor to American Radio Systems for \$33,000,000 . . . 10/96 WYFX changed from Urban AC to Standards as WJNA

Jim Duncan

Comments: WRLX-F had its highest 12+ share in over two years . . . WIRK-F bounced back while format competitor WCLB-F lost a third of its audience . . . WPBZ-F had its highest 12+ share ever . . . WJNO now has had four consecutive down books

# WICHITA

Arbitron Rank: 90 Pop (12+) 409,700	Stations 19 / 19	Last Year's Revenue: \$19,000,000
MSA Rank: 102	Diaries: 1,050/390:1/60.4%	Household Income: \$42,308
MSA Pop: 478,000	Sample Target: 1,010	Retail Dollars: \$5.1 Bil.
DMA: 63	% Below Line: 0.0	#1 Biller: KFDI-AF \$5,100,000
Average Persons Rating: 15.9	% Not Listed: 11.2	#1 Billing Portfolio:
Market TSL in Hours 21.00	Pop per Station: 21,563	Triathlon duop+ \$6,800,000

12+ Metro	Format	Fall 96		Sum 96	Spq 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spq 96	Fal 95	12+ TSA		Revenue Level
		1/4 Share	Share									AQH	Cume	
1 KZSN-F	C	64 / 9.8	9.2	10.2	8.8	9.8	9.5	782 / 19.1	20.1	21.8	77 / 978	D	KZSN-F	
2 KFDI-F	C	53 / 8.1	10.6	10.5	12.7	9.1	10.5	689 / 16.8	23.1	20.9	71 / 989	D	KFDI-F	
3 KRBB-F	AC	51 / 7.8	6.4	5.9	5.5	6.0	6.4	559 / 13.7	14.0	11.4	64 / 716	C	KRBB-F	
4 KKRD-F	CHR	48 / 7.3	6.8	6.6	5.5	7.7	6.6	894 / 21.8	21.2	21.4	68 / 1254	D	KKRD-F	
5 KICT-F	AOR	43 / 6.6	9.2	5.9	7.0	7.5	7.2	621 / 15.2	14.1	15.1	51 / 810	C	KICT-F	
6 KRZZ-F	AOR/CL	38 / 5.8	6.3	6.4	6.3	6.6	6.2	622 / 15.2	15.1	16.5	42 / 703	C	KRZZ-F	
7 KEYN-F	O	37 / 5.7	5.3	7.7	5.8	4.3	6.1	641 / 15.6	18.4	13.8	47 / 789	C	KEYN-F	
8 KLLS-F	O-70S	34 / 5.2	2.7	3.0	4.5	2.6	3.9	537 / 13.1	9.0	8.6	35 / 604	A	KLLS-F	
9 KDGS-F	B	29 / 4.4	6.3	4.5	5.5	4.6	5.2	397 / 9.7	9.8	11.4	30 / 426	A	KDGS-F	
10 KNSS	T	29 / 4.4	3.4	4.4	4.8	2.2	4.3	525 / 12.8	10.6	8.5	30 / 556	C	KNSS	
11 KFH	T	28 / 4.3	2.1	2.5	2.8	2.6	2.9	399 / 9.7	7.1	7.7	33 / 519	A	KFH	
12 KFDI	C/FS	26 / 4.0	3.5	6.3	5.7	6.0	4.9	423 / 10.3	11.0	9.7	36 / 659	C	KFDI	
13 KOEZ-F	SAC	25 / 3.8	4.5	2.7	3.4	4.2	3.6	368 / 9.0	8.2	9.7	37 / 549	B	KOEZ-F	
14 KWSJ-F	J	21 / 3.2	4.0	3.1	4.1	3.2	3.6	367 / 9.0	10.2	10.3	23 / 481		KWSJ-F	
15 KTLI-F	REL	17 / 2.6	2.3	3.1	3.2	3.2	2.8	304 / 7.4	7.5	7.3	26 / 383	A	KTLI-F	
16 KQAM	T	14 / 2.1	1.5	1.7	0.9	1.7	1.5	272 / 6.6	4.3	6.1	15 / 308		KQAM	

12+ FM Share (Metro): 82.93 % ( 481 of 580 ) ( Fall 95: 84.20 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KKRD-F	1 KZSN-F	1 KZSN-F >	1 KZSN-F	1 KZSN-F	1 KFDI-F >	1 KFDI-F	1 KRBB-F <	1 KZSN-F	1 KZSN-F <	1 KFDI-F
KICT-F >>	2 KICT-F	2 KRBB-F <	2 KRBB-F	2 KRBB-F	2 KEYN-F	2 KZSN-F <	2 KZSN-F <	2 KRBB-F <	2 KKRD-F	KFH
3 KDGS-F >	3 KRZZ-F	3 KRZZ-F <	3 KRZZ-F <	3 KRZZ-F	KRBB-F	3 KRBB-F <	3 KFDI-F	3 KKRD-F <	3 KDGS-F <	
	KKRD-F	KKRD-F	4 KLLS-F <	4 KLLS-F	4 KFDI	4 KKRD-F	4 KLLS-F <	4 KICT-F <	4 KRBB-F <	
	5 KRBB-F	5 KLLS-F	5 KKRD-F	KEYN-F	KFH <	5 KFDI <	5 KNSS	5 KEYN-F	5 KICT-F	
	KDGS-F	KICT-F	6 KEYN-F	6 KKRD-F	6 KOEZ-F	6 KICT-F	6 KICT-F <	6 KLLS-F <	6 KOEZ-F	
				7 KFDI-F	KNSS <		7 KKRD-F <			
					8 KZSN-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 KDGS-F	1 KZSN-F >>	1 KZSN-F >>	1 KZSN-F	1 KZSN-F	1 KICT-F >	1 KICT-F	1 KZSN-F	1 KRZZ-F	1 KZSN-F <
KZSN-F	2 KKRD-F	2 KRBB-F	2 KRBB-F >	2 KRBB-F >	2 KDGS-F	2 KZSN-F	2 KICT-F	KZSN-F	2 KRZZ-F <
KKRD-F	3 KICT-F	3 KRZZ-F	3 KKRD-F >	3 KEYN-F	3 KKRD-F	3 KRZZ-F	KRZZ-F	3 KLLS-F <	3 KLLS-F
4 KICT-F >>	4 KRBB-F	KKRD-F	4 KEYN-F	4 KKRD-F <	4 KRZZ-F >	4 KKRD-F	4 KRBB-F	4 KICT-F <	4 KRBB-F
	5 KDGS-F	KICT-F	KRZZ-F	5 KFDI-F	5 KZSN-F >>	5 KDGS-F	5 KLLS-F	5 KKRD-F	5 KEYN-F
	6 KRZZ-F	6 KWSJ-F	KFDI-F	6 KWSJ-F		6 KLLS-F	6 KKRD-F >		KKRD-F
				KRZZ-F <		KRBB-F >			

Consolidation Report	12+			Revenue		Other Rated Stations		Metro Share	Cume Rating	TSA AQH	Cume		
	25-54	20.7 %	34.8 %	25-54	Revenue	Station	Format	Pop	City	Share	Rating	AQH	Cume
<b>Great Empire</b>	25.7 %	20.7 %	34.8 %			KSPG-F	C	98.7	Clearwater	1.4	6.3	14	348
KLLS-FM, KICT-FM, KFDI-FM, KFDI-AM, KYQQ-FM													
<b>Local</b>	5.8 %	4.0 %	%			KYQQ-F	C	106.5	Arkansas City	1.8	8.2	24	629
KDGS-FM, KSPG-FM													
<b>SFX</b>	17.5 %	18.2 %	24.7 %			KZSN	C	1480	Wichita	0.3	1.2	2	67
KNSS-AM, KKRD-FM, KRZZ-FM													
<b>Triathlon</b>	27.5 %	34.2 %	35.8 %										
KFH-AM, KZSN-FM, KZSN-AM, KWSJ-FM, KRBB-FM, KQAM-AM													
	<b>76.5 %</b>	<b>77.1 %</b>	<b>95.3 %</b>										

# WICHITA

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	51 (1)	51 (1)	8.8 %	13.4 %
AOR/Classic/NR	0 (0)	81 (2)	81 (2)	14.0 %	13.7 %
Black/Urban	0 (0)	29 (1)	29 (1)	5.0 %	5.0 %
CHR	0 (0)	48 (1)	48 (1)	8.3 %	7.3 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	2 (1)	138 (4)	140 (5)	24.1 %	28.0 %
Full Service	26 (1)	0 (0)	26 (1)	4.5 %	7.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	21 (1)	21 (1)	3.6 %	0.0 %
News/Talk	71 (3)	0 (0)	71 (3)	12.2 %	9.6 %
Oldies	0 (0)	71 (2)	71 (2)	12.2 %	8.5 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	17 (1)	17 (1)	2.9 %	4.5 %
Soft AC/EZ	0 (0)	25 (1)	25 (1)	4.3 %	3.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>Totals</b>	<b>99 (5)</b>	<b>481 (14)</b>	<b>580 (19)</b>		

## AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Product
KFDI	1070	10 kw/1 kw (DA-N)	Country/Full Svc.	ABC \$45.00	Torbet	Great Empire
KFH	1330	5 kw (DA-N)	Talk	CBS, Westwd, ABC \$<20.00	Eastman	Triathlon
KNSS	1240	1 kw	News/Talk	Westwd, CNN, Tknt \$27.00	D&R	SFX
KQAM	1410	5 kw/1 kw (DA-1)	Talk	CBS, SBUSA \$<20.00	Eastman	Triathlon

## FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Product
KDGS	93.9	25 kw @ 328	Black	\$ NA	---	Andover
KEYN	103.7	100 kw @ 860	Oldies	ABC, Westwd, CBS \$27.00	Eastman	Triathlon
KFDI	101.3	100 kw @ 1140	Country	ABC \$58.00	Allied	Great Empire
KICT	95.1	100 kw @ 897	AOR	ABC \$31.00	Allied	Great Empire
KKRD	107.3	100 kw @ 860	CHR	\$31.00	D&R	SFX
KLLS	104.5	46 kw @ 515	70's Oldies	Westwd \$<20.00	---	Great Empire Augusta
KOEZ	92.3	100 kw @ 640	Soft AC	Westwd \$24.00	---	Newton
KRBB	97.9	100 kw @ 993	AC	\$40.00	Christal	Triathlon
KRZZ	96.3	50 kw @ 492	AOR/Classic Rock	\$38.00	D&R	SFX Derby
KTLI	99.1	100 kw @ 515	Religion	USA \$<20.00	Salem	El Dorado
KWSJ	105.3	100 kw @ 993	Jazz	\$ NA	Katz	Triathlon Hayesville
KZSN	102.1	100 kw @ 1032	Country	\$60.00	Katz	Triathlon Hutchinson

Notes: 10/96 KXLK-F changed from AC to Jazz as KWSJ-F . . . 11/96 Lesso sold KLLS-F and KYQQ-F to Great Empire (D+) for \$\_\_\_\_\_ . . . 11/96 KLLS-F changed from AC to 70's Oldies/Classic Hits (O-70s)

Jim Duncan

Comments: Both KRBB-F and KKRD-F are on three-book upswings

# WILKES BARRE-SCRANTON

**Arbitron Rank:** 62 Pop (12+) 638,800  
**MSA Rank:** 82  
**MSA Pop:** 634,000  
**DMA:** 49  
**Average Persons Rating:** 16.2  
**Market TSL in Hours:** 21.75

**Stations:** 39 / 29  
**Diaries:** 1,275/501:1/57.7%  
**Sample Target:** 1,270  
**% Below Line:** 8.4  
**% Not Listed:** 15.2  
**Pop per Station:** 22,028

**Last Year's Revenue:** \$20,800,000  
**Household Income:** \$35,244  
**Retail Dollars:** \$6.4 Bil.  
**#1 Biller:** WKRZ-F \$4,400,000  
**#1 Billing Portfolio:** Sinclair TV duopt \$7,400,000

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level		
1	WKRZ-F	CHR	121 / 11.7	12.5	12.0	11.8	11.8	12.0	1788 / 28.0	32.3	29.5	145 / 2198	F	WKRZ-F
2	WMGS-F	AC	96 / 9.3	8.9	9.7	9.6	8.0	9.4	1178 / 18.4	18.9	17.6	103 / 1272	D	WMGS-F
	WGGY-F	C	96 / 9.3	10.1	7.7	8.4	8.6	8.9	1345 / 21.1	19.9	18.5	117 / 1663	D	WGGY-F
4	WEZX-F	AOR	66 / 6.4	5.2	5.4	6.6	4.4	5.9	845 / 13.2	12.0	11.8	69 / 899	C	WEZX-F
5	WZMT-F	AOR	46 / 4.5	3.6	2.8	4.1	5.4	3.7	764 / 12.0	8.0	11.6	54 / 928	B	WZMT-F
6	WILK	T	45 / 4.4	4.2	3.5	3.6	4.2	3.9	610 / 9.6	8.0	10.2	45 / 637		WILK
7	WSGD-F	O	41 / 4.0	2.8	1.8	2.4	1.9	2.7	445 / 7.0	5.8	5.9	43 / 516	A	WSGD-F
8	WBHT-F	CHR	37 / 3.6	4.8	4.8	3.2	3.5	4.1	836 / 13.1	16.2	11.5	38 / 866	B	WBHT-F
	WARM-AF	FS	37 / 3.6	4.5	3.6	3.9	5.1	3.9	736 / 11.5	8.7	12.4	41 / 821	C	WARM-AF
10	WNAK	ST/FS	35 / 3.4	3.6	3.0	5.3	3.8	3.8	309 / 4.8	4.6	4.5	35 / 318	B	WNAK
11	WEJL-AA	ST	33 / 3.2	4.2	4.3	4.0	1.8	3.9	492 / 7.7	8.7	5.7	33 / 511	A	WEJL-AA
12	WWSH-F	SAC	20 / 1.9	3.3	2.5	2.0	3.1	2.4	449 / 7.0	9.0	8.6	27 / 513	A	WWSH-F
13	WHLM-F	AC/CHR	18 / 1.7	1.6	1.8	1.6	1.3	1.7	257 / 4.0	5.1	5.3	31 / 406		WHLM-F
14	WODE-F	O	16 / 1.5	1.0	1.5	1.1	1.2	1.3	233 / 3.7	4.7	4.1	29 / 435		WODE-F
16	WQFM-F	O	14 / 1.4	2.3	1.8	2.5	1.7	2.0	268 / 4.2	6.5	5.7	15 / 274	B	WQFM-F
15	WKAB-F	AC	14 / 1.4	1.3	1.4	1.7	0.4	1.4	187 / 2.9	1.4	1.5	18 / 247		WKAB-F
	WSBG-F	CHR	14 / 1.4	2.7	2.3	1.6	2.3	2.0	313 / 4.9	6.3	6.2	16 / 363	A	WSBG-F
18	WHCY-F	C	13 / 1.3	0.8	0.7	0.9	1.2	0.9	204 / 3.2	2.8	2.7	18 / 250		WHCY-F
19	WFMZ-F	SAC	12 / 1.2	1.1	0.5	1.0	0.6	1.0	78 / 1.2	1.7	1.4	16 / 193		WFMZ-F
	WWDL-F	SAC	12 / 1.2	0.8	0.4	1.0	0.5	0.8	188 / 2.9	1.7	2.9	12 / 188		WWDL-F

12+ FM Share (Metro): 78.54 % ( 688 of 876 ) ( Fall 95: 75.72 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WBHT-F <	1 WKRZ-F >	1 WKRZ-F >	1 WKRZ-F	1 WKRZ-F	1 WMGS-F	1 WKRZ-F	1 WKRZ-F	1 WKRZ-F	1 WKRZ-F	1 WARM-AF <
2 WKRZ-F >>	2 WEZX-F	2 WMGS-F <	2 WMGS-F	2 WMGS-F	2 WGGY-F	2 WMGS-F	2 WMGS-F	2 WGGY-F <	2 WBHT-F <	2 WGGY-F
3 WGGY-F	3 WEZX-F	3 WGGY-F	3 WGGY-F	3 WGGY-F	3 WKRZ-F	3 WGGY-F	3 WGGY-F	3 WMGS-F >	3 WMGS-F <	3 WKRZ-F >
WZMT-F >	4 WZMT-F <	WGGY-F >	WEZX-F >	4 WEZX-F >	4 WILK	4 WEZX-F	4 WILK	4 WEZX-F >	4 WGGY-F	
	5 WMGS-F	5 WZMT-F >	5 WZMT-F	5 WZMT-F <	5 WSGD-F <	5 WZMT-F <	5 WEZX-F	5 WSGD-F <	5 WEZX-F >	5 WZMT-F >
				6 WSGD-F >>	6 WARM-AF	6 WARM-AF	6 WSGD-F	6 WZMT-F	6 WZMT-F >	
					WNAK <	7 WILK	7 WZMT-F	7 WBHT-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 WKRZ-F >>	1 WKRZ-F >>	1 WKRZ-F	1 WKRZ-F	1 WKRZ-F <	1 WEZX-F	1 WKRZ-F <	1 WKRZ-F	1 WEZX-F	1 WEZX-F <
2 WGGY-F >	2 WGGY-F	2 WMGS-F >	2 WMGS-F >	2 WMGS-F >	WKRZ-F	2 WEZX-F <	2 WEZX-F	2 WKRZ-F	2 WKRZ-F
3 WBHT-F >>	WMGS-F >	3 WEZX-F	3 WGGY-F >	3 WGGY-F >	3 WZMT-F >	3 WZMT-F >	WZMT-F >	3 WGGY-F	3 WGGY-F
	4 WEZX-F	4 WGGY-F >	4 WEZX-F	4 WEZX-F	4 WGGY-F >	4 WGGY-F >	4 WGGY-F	WZMT-F >	4 WZMT-F
	5 WBHT-F >>	5 WBHT-F >	5 WBHT-F >	5 WSGD-F	5 WBHT-F >	5 WMGS-F	5 WMGS-F >	5 WMGS-F	5 WMGS-F
						6 WBHT-F >	6 WBHT-F >	6 WSGD-F >>	6 WSGD-F >

Other Rated Stations		Metro Share	Cume Rating	TSA AQH	Cume		
WAZL	T	1490	Hazleton	0.6	1.3	8	136
WEMR-F	AC	107.7	Tunkhannock	0.5	2.0	6	166
WGBI-AA	T	910	Scranton	0.9	2.2	9	140
WICK	EZ	1400	Scranton	0.6	2.1	10	153
WKXP-F	C	95.9	Benton	0.6	1.5	6	100

Other Rated Stations—Outside Market		Metro Share	Cume Rating	TSA AQH	Cume		
WABC	T	770	New York	1.0	2.1	18	235
WAEB-F	CHR	104.1	Allentown	0.5	1.6	21	332
WAEB	T	790	Allentown	0.5	1.3	5	96
WILQ-F	C	105.1	Williamsport	0.9	1.9	15	276
WOR	T	710	New York	0.4	1.0	4	90
WQKX-F	CHR	94.1	Sunbury	0.4	0.7	26	287
WRNJ-F	C	107.1	Belvidere, NJ	1.1	2.8	11	192
WZZO-F	AOR	95.1	Bethlehem	1.1	2.9	28	362

# WILKES BARRE-SCRANTON

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	133 (4)	133 (4)	15.2 %	16.6 %	<b>Local - 1</b> WYCK-AM, WICK-AM, WWDL-FM	1.8 %	2.0 %	%
AOR/Classic/NR	0 (0)	123 (3)	123 (3)	14.0 %	14.1 %	<b>Local - 2</b> WSGD-FM, WDLS-FM	4.0 %	5.0 %	%
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	<b>Shamrock</b> WBAX-AM, WQFM-FM, WEZX-FM, WEJL-AM	11.0 %	12.1 %	14.4 %
CHR	0 (0)	181 (6)	181 (6)	20.7 %	23.0 %	<b>Sinclair TV</b> WKRZ-FM, WILP-AM, WILK-AM, WGGY-FM, WGBI-AM, WWFH-FM	26.8 %	28.1 %	35.6 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	<b>Telemedia, pend.</b> WARM-AM, WZMT-FM, WMGS-FM, WKAB-FM, WAZL-AM	19.3 %	21.9 %	22.1 %
Country	0 (0)	149 (6)	149 (6)	17.0 %	14.9 %		<b>62.8 %</b>	<b>69.1 %</b>	<b>72.1 %</b>
Full Service	71 (2)	1 (1)	72 (3)	8.2 %	5.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	78 (7)	0 (0)	78 (7)	8.9 %	6.4 %				
Oldies	0 (0)	57 (3)	57 (3)	6.5 %	3.9 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	6 (1)	44 (4)	50 (5)	5.7 %	5.3 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	1.3 %				
Standards	33 (2)	0 (0)	33 (2)	3.8 %	9.5 %				
<b>Totals</b>	<b>188 (12)</b>	<b>688 (27)</b>	<b>876 (39)</b>						

## AM Stations

WARM	590	5 kw (DA-2)	Full Service	Westwd, Taknt	\$33.00	Eastman	Telemedia, pend.	
WBAX	1240	1 kw	See WEJL					Wilkes Barre
WEJL	630	0.5 kw/32 w	Standards/Full Svc.	ABC, Westwd	\$<20.00	Christal	Shamrock	Scranton
WILK	980	5 kw/1 kw (DA-N)	Talk/News	CBS, ABC	\$25.00	Katz	Sinclair TV	
WNAK	730	1 kw/12 W	Standards/Full Svc.	Westwd	\$24.00	K&P		Nanticoke

## FM Stations

WBHT	97.1	0.5 kw @ 1102	CHR		\$27.00	Eastman		Mountaintop
WDLS	93.7	1.5 kw @ 697	See WSGD-F					Dallas
WEZX	106.9	0.19 kw @ 1267	AOR/Classic	ABC, Westwd	\$44.00	Christal	Shamrock	
WGGY	101.3	7 kw @ 1110	Country		\$53.00	Katz	Sinclair TV	
WHCY	106.3	0.43 kw @ 859	Country		\$ NA	---	Nassau	Blairstown, NJ
WHLM	106.5	36 kw @ 579	AC	Westwd	\$17.00	Banner		Bloomsburg
WKAB	103.5	4.1 kw @ 387	Oldies	ABC	\$ NA	Katz	Telemedia	Berwick
WKQV	95.7	0.3 kw @ 1010	See WARM					Olyphant
WKRZ	98.5	8.7 kw @ 1172	CHR		\$80.00	Katz	Sinclair TV	
WMGS	92.9	5.3 kw @ 1383	AC		\$55.00	Eastman	Telemedia, pend.	
WQFM	92.1	0.76 kw @ 663	Oldies	Westwd	\$<20.00	Christal	Shamrock	Nanticoke
WSBG	93.5	0.55 kw @ 764	CHR	AP	\$<20.00	Market 4	Nassau	Stroudsburg
WSGD	94.3	1.1 kw @ 771	Oldies		\$<20.00	Roslin		Carbondale
WWDL	104.9	0.27 kw @ 1093	Soft AC	ABC	\$12.00	Roslin		
WWFH	103.1	1.4 kw @ 679	See WWSH-F					Freeland
WWSH	102.3	3 kw @ 72	Soft AC		\$<20.00			
WZMT	97.9	26 kw @ 672	AOR	Westwd	\$26.00	K&P	Telemedia	Hazleton

Notes: WODE-F, WFMZ-F: See Allentown . . . 8/96 WAZL/WZMT-F/WKAB-F sold to Telemedia for \$3,500,000 . . . 8/96 WILP/WWFH-F (Hazleton) sold to Sinclair TV for \$575,000 . . . 9/96 WZMT-F changed from Classic AOR to AOR . . . 10/96 WCCL changed from Standards to ABC's Real Country service . . . 11/96 Susquehanna sold WARM/WMGS-F (and LMA's of WBHT-F and WKQV-AF) to Telemedia (D+) for \$9,400,000

# WILMINGTON, DE

**Arbitron Rank:** 74 **Pop (12+)** 512,100  
**MSA Rank:** 92  
**MSA Pop:** 546,000  
**DMA:** Philadelphia (#4)  
**Average Persons Rating:** 16.8  
**Market TSL in Hours:** 22.00

**Stations:** 35 / 7  
**Diaries:** 1,346/380:1/52.0%  
**Sample Target:** 1,330  
**% Below Line:** 55.6  
**% Not Listed:** 9.9  
**Pop per Station:** 73,157

**Last Year's Revenue:** \$428,000,000  
**Household Income:** \$51,204  
**Retail Dollars:** \$5.8 Bil  
**#1 Biller:** WJBR-F \$5,200,000  
**#1 Billing Portfolio:** WDEL/WSTW-F \$6,400,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1	WSTW-F	CHR/JAC	92 / 10.7	7.9	8.8	9.8	1222 / 23.9	20.7	21.6	95 / 1316	F	WSTW-F
2	WJBR-F	AC	84 / 9.8	11.0	10.6	9.2	1137 / 22.2	24.9	20.9	86 / 1196	G	WJBR-F
3	WUSL-F	B	54 / 6.3	6.5	6.7	5.1	695 / 13.6	12.5	12.5	58 / 793		WUSL-F
4	WYSP-F	T/CL AOR	45 / 5.2	4.8	4.4	3.1	828 / 16.2	14.0	14.1	46 / 839		WYSP-F
5	WDAS-F	B/AC	40 / 4.7	3.8	4.6	4.3	482 / 9.4	7.8	7.7	41 / 520		WDAS-F
6	WDSD-F	C	39 / 4.5	4.2	4.2	3.5	582 / 11.4	10.2	11.4	81 / 838	D	WDSD-F
7	WOGL-F	O	32 / 3.7	4.6	2.6	2.4	524 / 10.2	11.3	9.8	35 / 569		WOGL-F
8	WXCY-F	C	30 / 3.5	3.2	1.9	2.4	307 / 6.0	6.8	5.1	30 / 307		WXCY-F
9	WILM	N/T	27 / 3.1	2.8	4.1	3.7	488 / 9.5	8.7	10.2	28 / 505	D	WILM
	WMGK-F	O-70S	27 / 3.1	3.7	2.1	2.4	389 / 7.6	9.3	7.7	28 / 410		WMGK-F
11	WWDB-F	T	26 / 3.0	2.4	3.4	2.8	411 / 8.0	6.4	7.2	28 / 411		WWDB-F
12	WDEL	FS	25 / 2.9	3.1	3.6	3.3	540 / 10.5	9.6	12.3	25 / 554	D	WDEL
13	WPLY-F	CHR-NR	24 / 2.8	3.9	4.7	5.6	700 / 13.7	16.6	16.0	24 / 709		WPLY-F
	WIOQ-F	CHR	24 / 2.8	2.5	3.2	2.3	553 / 10.8	9.9	10.9	24 / 609		WIOQ-F
15	WJBR	ST	22 / 2.6	2.7	2.4	2.4	254 / 5.0	5.8	5.0	22 / 268	A	WJBR

12+ FM Share (Metro): 84.61 % ( 654 of 773 ) ( Fall 95: 84.42 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WUSL-F >>	1 WSTW-F	1 WSTW-F	1 WSTW-F	1 WSTW-F <	1 WJBR-F >	1 WSTW-F <	1 WSTW-F <	1 WSTW-F	1 WUSL-F >	1 WUSL-F
2 WPLY-F	2 WYSP-F <	2 WJBR-F >	2 WJBR-F >	2 WJBR-F >	2 WSTW-F	2 WJBR-F	2 WJBR-F >>	2 WJBR-F	2 WSTW-F	2 WWDB-F
3 WSTW-F	3 WUSL-F >	3 WYSP-F	3 WYSP-F <	3 WYSP-F	3 WOGL-F	3 WYSP-F >	3 WDSD-F <	3 WUSL-F >	3 WDAS-F <	3 WSTW-F
	4 WDAS-F	4 WUSL-F	4 WDAS-F	4 WDAS-F	4 WILM	4 WILM <	4 WYSP-F	4 WMGK-F <	4 WIOQ-F	
	5 WJBR-F <	5 WDAS-F >	5 WUSL-F	5 WUSL-F <		5 WUSL-F	WXCY-F <	5 WDAS-F <	5 WJBR-F <	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WUSL-F	1 WSTW-F	1 WSTW-F >>	1 WJBR-F <	1 WJBR-F	1 WSTW-F	1 WYSP-F >	1 WYSP-F >	1 WSTW-F <	1 WSTW-F
2 WSTW-F >	2 WUSL-F >	2 WUSL-F	2 WSTW-F >	2 WSTW-F >>	2 WYSP-F	2 WSTW-F >	2 WSTW-F	2 WYSP-F >>	2 WYSP-F >
3 WJBR-F	3 WJBR-F	3 WDAS-F	3 WUSL-F	3 WDAS-F	3 WYFF-F	3 WUSL-F	3 WUSL-F	3 WJBR-F	3 WMGK-F
	4 WPLY-F	4 WJBR-F	4 WDAS-F >	4 WUSL-F <	4 WUSL-F	4 WDAS-F	4 WDAS-F	4 WUSL-F	4 WJBR-F <
	5 WIOQ-F	5 WDAS-F	5 WDSD-F	5 WDSD-F	5 WDSD-F	5 WDSD-F	5 WMGK-F	5 WDAS-F	5 WOGL-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WNRK	ST	1260 Newark	0.7 1.9 6 98

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KYW	N	1060 Philadelphia	0.7 5.3 6 277
WBEB-F	AC	101.1 Philadelphia	1.0 5.8 9 295
WDAS	G/B	1480 Philadelphia	0.3 0.7 3 38
WDRE-F	AOR-NR	103.9 Jenkintown, PA	0.3 2.7 3 137
WERQ-F	B/CHR	92.3 Baltimore	0.5 3.1 11 263
WFLN-F	CL	95.7 Philadelphia	2.0 6.2 17 317
WIP	SPRTS	610 Philadelphia	1.6 5.9 18 335
WYFF-F	AOR	97.9 Baltimore	1.9 5.2 17 289
WJZ-F	J	106.1 Philadelphia	2.1 7.6 18 388
WMMR-F	AOR	93.3 Philadelphia	2.3 9.1 20 467
WOCT-F	O-70S	104.3 Baltimore	0.7 2.3 6 120
WOR	T	710 New York	0.3 1.1 3 75
WPEN	ST/FS	950 Philadelphia	1.5 2.9 13 148
WPOC-F	C	93.1 Baltimore	0.5 2.2 4 113
WQSR-F	O	105.7 Baltimore	0.8 2.3 8 130
WSRV-F	AC	92.9 Smyrna, DE	0.3 0.8 15 209
WMMX-F	AC	106.5 Baltimore	0.5 1.2 4 60
WXTU-F	C	92.5 Philadelphia	2.2 8.0 22 443
WYXR-F	AC/CHR	104.5 Philadelphia	0.8 4.7 7 243

# WILMINGTON, DE

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	107 (5)	107 (5)	13.8 %	15.1 %
AOR/Classic/NR	0 (0)	39 (3)	39 (3)	5.0 %	4.9 %
Black/Urban	0 (0)	98 (3)	98 (3)	12.7 %	11.5 %
CHR	0 (0)	140 (3)	140 (3)	18.1 %	16.0 %
Classical	0 (0)	17 (1)	17 (1)	2.2 %	1.7 %
Country	0 (0)	92 (4)	92 (4)	11.9 %	11.9 %
Full Service	38 (2)	0 (0)	38 (2)	4.9 %	3.4 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	18 (1)	18 (1)	2.3 %	2.5 %
News/Talk	36 (3)	71 (2)	107 (5)	13.8 %	12.5 %
Oldies	0 (0)	72 (4)	72 (4)	9.3 %	11.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	3 (1)	0 (0)	3 (1)	0.4 %	0.8 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %
Sports	14 (1)	0 (0)	14 (1)	1.8 %	2.1 %
Standards	28 (2)	0 (0)	28 (2)	3.6 %	5.4 %
<b>Totals</b>	<b>119 (9)</b>	<b>654 (26)</b>	<b>773 (35)</b>		

Consolidation Report	12+	25-54	Revenue
<b>Capstar, pend.</b> WDSO-FM, WJBR-AM, WJBR-FM	16.9 %	17.1 %	38.2 %
<b>Delmarva, pend.</b> WDEL-AM, WSTW-FM, WXCX-FM	17.1 %	16.7 %	47.0 %
	<b>34.0 %</b>	<b>33.7 %</b>	<b>85.2 %</b>

### AM Stations

WDEL	1150	5 kw (DA-2)	Full Service	CNN, AP	\$35.00	Eastman
WLM	1450	1 kw	News/Talk	CBS, WW1	\$37.00	Savali
WJBR	1290	1 kw/32 w	Standards	AP, Westwd	\$<20.00	Katz Capstar

### FM Stations

WDSO	94.7	50 kw @ 360	Country	Westwd	\$35.00	Allied	Capstar, pend.	Dover
WJBR	99.5	50 kw @ 500	AC	AP, Westwd	\$87.00	Katz	Capstar	
WSTW	93.7	50 kw @ 491	CHR/AC		\$80.00	Eastman		
WXCX	103.7	50 kw @ 341	Country	Westwd	\$ NA	K&P	WDEL/WSTW	Havre de Grace, MD

Notes: Other ranked stations: See Philadelphia . . . 11/96 WXCX-F sold by Prettyman to Delmarva (WDEL/WSTW-F) (semi-duop) for \$3,500,000 . . . 1/97 WDSO-F sold by Benchmark to Capstar (D) for \$6,500,000

Jim Duncan

Comments: WSTW-F bounced back after several weak books . . . WXCX-F continued to gain some strength



# WILMINGTON, NC

**Arbitron Rank: 180 Pop (12+)** 176,600  
**MSA Rank:** 201  
**MSA Pop:** 210,000  
**DMA:** 155  
**Average Persons Rating:** 15.6  
**Market TSL in Hours** 21.25

**Stations** 25 / 12  
**Diaries:** 601/294:1/47.3%  
**Sample Target:** 610  
**% Below Line:** 22.4  
**% Not Listed:** 15.9  
**Pop per Station:** 14,717

**Last Year's Revenue:** \$5,500,000  
**Household Income:** \$34,967  
**Retail Dollars:** \$2.4 Bil.  
**#1 Biller:** WWQQ-F \$1,500,000  
**#1 Billing Portfolio:**  
 Cape Fear duop \$2,500,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1	WGNI-F	AC	40 / 14.5	12.1		11.5	424 / 24.0	23.2		50 / 508	C
2	WMNX-F	B	30 / 10.9	11.7		12.8	346 / 19.6	18.7		59 / 583	B
3	WWQQ-F	C	24 / 8.7	7.8		11.9	378 / 21.4	17.2		26 / 426	C
4	WSFM-F	AOR	17 / 6.2	7.4		10.6	301 / 17.0	16.3		17 / 315	B
5	WRQR-F	AOR	15 / 5.4	3.5		3.2	267 / 15.1	10.9		15 / 291	A
	WKOQ-F	O	15 / 5.4	4.7		5.5	198 / 11.2	12.4		20 / 270	B
7	WAAV-AF	T	13 / 4.7	6.6		4.2	156 / 8.8	13.1		14 / 179	A
8	WKXB-F	C	12 / 4.3	5.5		6.0	202 / 11.4	13.5		15 / 269	A
9	WXQR-F	AOR	10 / 3.6	4.3		0.5	188 / 10.7	11.6		11 / 229	
10	WMFD	T	8 / 2.9	1.6			69 / 3.9	3.9		13 / 76	
	WZFX-F	B	8 / 2.9	3.5		3.5	161 / 9.1	11.5		20 / 411	
	WQSL-F	CHR	8 / 2.9	2.3			140 / 7.9	8.7		11 / 211	
13	WLTT-F	SAC	6 / 2.2	2.3		1.4	84 / 4.8	5.6		6 / 84	

12+ FM Share (Metro): 91.38 % ( 212 of 232 ) ( Fall 95: NA )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WMNX-F >>	1 WGNI-F	1 WGNI-F >	1 WGNI-F >	1 WGNI-F >	1 WGNI-F	1 WGNI-F >	1 WGNI-F >>	1 WGNI-F	1 WMNX-F >>	1 WGNI-F
2 WGNI-F >	2 WMNX-F	2 WMNX-F >	2 WMNX-F	2 WMNX-F	2 WWQQ-F	2 WRQR-F <	2 WWQQ-F <	2 WMNX-F	2 WSM-F	2 WWQQ-F
	3 WSM-F >	3 WSM-F <	3 WRQR-F	3 WRQR-F	3 WKOQ-F	3 WWQQ-F	3 WMNX-F	3 WWQQ-F	3 WKXB-F	WMNX-F >
	4 WXQR-F	4 WRQR-F	4 WWQQ-F	WWQQ-F	4 WMNX-F	4 WMNX-F	WAAV-AF	4 WSM-F <	WWQQ-F	
	5 WRQR-F	5 WWQQ-F	5 WSM-F	5 WKOQ-F	5 WAAV-AF	5 WSM-F <	5 WKOQ-F <	5 WKXB-F <	5 WGNI-F	
	WWQQ-F			6 WSM-F		6 WAAV-AF	6 WXQR-F <	6 WKOQ-F >		
							7 WSM-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 WGNI-F	1 WGNI-F >>	1 WGNI-F >>	1 WGNI-F >>	1 WGNI-F >>	1 WQSL-F	1 WSM-F	1 WMNX-F	1 WRQR-F	1 WRQR-F
2 WMNX-F >	2 WMNX-F >	2 WMNX-F >	2 WMNX-F >	2 WMNX-F >	WSFM-F >	2 WMNX-F	WSFM-F >	2 WGNI-F	2 WGNI-F
3 WSM-F >>	3 WSM-F >	3 WSM-F >	3 WSM-F	3 WKOQ-F	3 WWQQ-F	3 WQSL-F	WRQR-F	3 WSM-F	3 WWQQ-F
	4 WXQR-F >		4 WKOQ-F	4 WWQQ-F >	WXQR-F	WXQR-F		WWQQ-F	4 WMFD
			WWQQ-F		WMNX-F >>	WRQR-F		WMNX-F	WMNX-F
								6 WXQR-F	6 WSM-F
								WMFD >	

Consolidation Report	12+	25-54	Revenue
<b>Cape Fear</b> WGNI-FM, WMNX-FM	25.4 %	29.0 %	41.7 %
<b>Local</b> WKXB-FM, WSM-FM	10.5 %	9.9 %	21.7 %
	35.9 %	38.9 %	63.4 %

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCCA-F	O	106.3	Shalotte 1.8 3.1 5 55
WWIL	G	1490	Wilmington 0.4 1.6 1 44

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WEGX-F	C	92.9	Dillon, SC 0.4 2.3 1 73
WJYR-F	EZ	92.1	Myrtle Beach, SC 1.8 2.7 5 73
WKML-F	C	95.7	Lumberton 0.7 1.6 15 212
WRNN-F	T	94.5	Myrtle Beach, SC 1.1 1.8 3 31
WRNS-F	C	95.1	Kinston 0.4 1.9 22 208

# WILMINGTON, NC

Format Performance	AM	FM	Total	%	Spr 96
AC	0 (0)	40 (1)	40 (1)	17.2 %	14.9 %
AOR/Classic/NR	0 (0)	45 (5)	45 (5)	19.4 %	19.7 %
Black/Urban	0 (0)	38 (2)	38 (2)	16.4 %	19.2 %
CHR	0 (0)	11 (2)	11 (2)	4.7 %	3.8 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	40 (5)	40 (5)	17.2 %	16.8 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	19 (2)	4 (2)	23 (4)	9.9 %	10.1 %
Oldies	0 (0)	20 (2)	20 (2)	8.6 %	7.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	1 (1)	0 (0)	1 (1)	0.4 %	0.0 %
Soft AC/EZ	0 (0)	11 (2)	11 (2)	4.7 %	5.3 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	0 (0)	3 (1)	3 (1)	1.3 %	2.4 %
<b>Totals</b>	<b>20 (3)</b>	<b>212 (22)</b>	<b>232 (25)</b>		

### AM Stations

WAAV	980	5 kw (DA-N)	Tak	Westwd	\$15.00	Katz	Leland
WMFD	630	1 kw (DA-2)	Tak	CBS	\$ NA	---	

### FM Stations

WAAV	94.1	5 kw @ 148	See WAAV-AM				
WGNI	102.7	100 kw @ 981	AC		\$31.00	Katz	Cape Fear
WKXB	99.9	100 kw @ 518	Country	Westwd	\$15.00	Christal	WSFM
WLTT	103.7	25 kw @ 328	Soft AC		\$ NA	---	Shalotte
WMNX	97.3	100 kw @ 561	Black		\$19.00	Banner	Cape Fear
WRQR	104.5	4.5 kw @ 377	AOR		\$10.00	Allied	
WSFM	107.5	32 kW @ 594	AOR		\$22.00	Mc-Guild	Southport
WWQQ	101.3	40 kw @ 545	Country	ABC	\$27.00	Banner	HVS

Notes: This is Wilmington's first Fall Arbitron . . . Other ranked stations: See Fayetteville and Greenville-New Bern

# WORCESTER

**Arbitron Rank:** 107 **Pop (12+)** 369,100  
**MSA Rank:** 74  
**MSA Pop:** 432,000 (County)  
**DMA:** Boston (#6)  
**Average Persons Rating:** 17.6  
**Market TSL in Hours:** 23.00

**Stations:** 34 / 8  
**Diaries:** 723/511:1/42.6%  
**Sample Target:** 820  
**% Below Line:** 54.6  
**% Not Listed:** 11.1  
**Pop per Station:** 46,138

**Last Year's Revenue:** \$13,000,000  
**Household Income:** \$45,992  
**Retail Dollars:** \$4.0 Bil  
**#1 Biller:** WSRF-F \$3,800,000  
**#1 Billing Portfolio:**  
 Knight combo \$6,100,000

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level	
1	WSRS-F	SAC 71 / 11.0	15.7	11.1	13.1	13.4	961 / 26.0	29.8	23.9	100 / 1460	E	WSRS-F
2	WXLO-F	AC 62 / 9.6	8.9	9.7	10.0	9.0	715 / 19.4	19.1	21.1	102 / 1373	E	WXLO-F
3	WTAG	FS 50 / 7.7	9.5	8.7	8.0	8.5	690 / 18.7	20.7	21.4	62 / 832	D	WTAG
4	WBZ	N/T 41 / 6.3	2.5	2.8	3.6	4.6	506 / 13.7	9.9	10.6	66 / 931		WBZ
5	WAAF-F	AOR-NR 39 / 6.0	5.9	8.0	9.0	9.3	641 / 17.4	14.5	17.9	77 / 1153		WAAF-F
	WJMN-F	CHR 39 / 6.0	5.6	5.1	4.4	3.6	587 / 15.9	15.5	14.8	55 / 896		WJMN-F
7	WZLX-F	CL AOR 29 / 4.5	3.6	4.7	4.1	4.7	442 / 12.0	10.6	12.9	45 / 662		WZLX-F
8	WCRB-F	CL 27 / 4.2	3.4	3.1	3.4	1.8	402 / 10.9	8.5	10.1	43 / 744		WCRB-F
	WODS-F	O 27 / 4.2	3.3	2.8	4.4	2.8	434 / 11.8	10.6	12.2	38 / 890		WODS-F
10	WROR-F	AC 21 / 3.2	2.5	2.6	2.9	4.1	321 / 8.7	7.0	6.9	30 / 620		WROR-F
11	WKLB-F	C 19 / 2.9	3.9	4.4	3.8	5.6	282 / 7.6	9.8	11.0	35 / 535		WKLB-F
12	WQVR-F	C 18 / 2.8	1.4	1.5	1.5	1.3	167 / 4.5	4.4	3.1	25 / 303		WQVR-F

12+ FM Share (Metro): 77.78 % ( 448 of 576 ) (Fall 95: 81.60 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WJMN-F	1 WAAF-F <	1 WXLO-F <	1 WXLO-F <	1 WXLO-F <	1 WTAG	1 WTAG <	1 WSRF-F	1 WXLO-F <	1 WSRF-F <	1 WBZ >>
2 WAAF-F >>>	2 WSRF-F	2 WSRF-F >	2 WSRF-F >>	2 WSRF-F >>	2 WSRF-F	2 WSRF-F	2 WXLO-F >	2 WSRF-F	*2 WAAF-F <	2 WTAG
	WXLO-F	3 WAAF-F <	3 WZLX-F	3 WZLX-F	3 WBZ <	3 WXLO-F	3 WTAG	3 WAAF-F	3 WBZ	
	4 WJMN-F	4 WJMN-F <	4 WJMN-F	4 WJMN-F	4 WXLO-F >	4 WBZ	4 WJMN-F <	4 WJMN-F	4 WJMN-F >	
	5 WZLX-F >	5 WZLX-F >		WODS-F	5 WCRB-F <	5 WAAF-F	5 WZLX-F <	5 WODS-F		
					6 WODS-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 WSRF-F	1 WXLO-F	1 WXLO-F >	1 WXLO-F <	1 WXLO-F <	1 WAAF-F >>	1 WAAF-F >	1 WAAF-F	1 WAAF-F	1 WZLX-F
WJMN-F	2 WSRF-F >	2 WSRF-F >>	2 WSRF-F >	2 WSRF-F >>	2 WJMN-F >	2 WZLX-F >	2 WSRF-F	2 WZLX-F	2 WSRF-F <
3 WXLO-F >>	3 WJMN-F >>	3 WJMN-F >>	3 WJMN-F >>	3 WJMN-F >	3 WXLO-F	3 WSRF-F	WZLX-F >	3 WXLO-F	3 WXLO-F
			4 WQVR-F >	4 WQVR-F	WZLX-F >	WJMN-F	4 WBMX-F	4 WSRF-F >	4 WODS-F >
				5 WKLB-F		5 WXLO-F	WBOS-F	5 WODS-F	5 WAAF-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WORC T 1310 Worcester	0.9	4.3	6 157
WVNE REL 760 Leicester	0.8	1.3	11 87
WWTM SPRTS 1440 Worcester	0.8	2.8	5 103
WXXW-F O 98.9 Webster	0.8	1.8	7 110

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBCN-F AOR 104.1 Boston	2.2	11.6	25 732
WBMX-F AC 98.5 Boston	2.2	7.3	30 548
WBOS-F AOR-P 92.9 Brookline	1.9	7.8	27 530
WBRU-F AOR-NR 95.5 Providence, RI	0.9	3.6	8 203
WCTK-F C 98.1 New Bedford	0.3	1.5	3 101
WEEI SPRTS 850 Boston	0.8	2.7	7 149
WEEQ-F O-70S 93.7 Lawrence	1.1	5.5	12 434
WESO AC 970 Southbridge	0.8	1.4	8 97
WGIR-F AOR 101.1 Manchester, NH	0.3	2.5	9 256
WMJX-F AC 106.7 Boston	0.8	5.6	18 376
WOAZ-F J 99.5 Lowell	0.9	3.1	12 195
WPRO-F CHR 92.3 Providence, RI	0.3	2.2	5 202
WRKO T 680 Boston	1.7	3.7	18 229
WSNE-F AC 93.3 Taunton	0.3	1.6	4 121
WWBB-F O 101.5 Providence	0.3	2.1	8 175
WWWX-F CHR/B 106.3 Woonsocket, RI	0.8	3.3	6 151
WWRX-F CL AOR 103.7 Westely, RI	0.3	1.7	12 304
WXKS-F CHR 107.9 Medford	1.5	10.2	18 634

# WORCESTER

Format Performance	AM	FM	Total	%	Spr 96
AC	5 (1)	104 (5)	109 (6)	18.9 %	14.6 %
AOR/Classic/NR	0 (0)	104 (7)	104 (7)	18.1 %	17.9 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	56 (4)	56 (4)	9.7 %	9.4 %
Classical	0 (0)	27 (1)	27 (1)	4.7 %	3.8 %
Country	0 (0)	39 (3)	39 (3)	6.8 %	9.4 %
Full Service	50 (1)	0 (0)	50 (1)	8.7 %	10.6 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	6 (1)	6 (1)	1.0 %	0.7 %
News/Talk	58 (3)	0 (0)	58 (3)	10.1 %	4.7 %
Oldies	0 (0)	41 (4)	41 (4)	7.1 %	7.1 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	5 (1)	0 (0)	5 (1)	0.9 %	1.7 %
Soft AC/EZ	0 (0)	71 (1)	71 (1)	12.3 %	18.4 %
Sports	10 (2)	0 (0)	10 (2)	1.7 %	1.7 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>Totals</b>	<b>128 (8)</b>	<b>448 (26)</b>	<b>576 (34)</b>		

### AM Stations

WORC	1310	5 kw/1 kw (DA-2)	Tak	CNN, Westwd, SRN	\$15.00	Kettell	
WTAG	580	5 kw (DA-2)	Full Service/Tak	CBS, Talknt	\$48.00	Banner	Knight
WWTM	1440	5 kw (DA-2)	Sports	ABC, Westwd	\$ NA	D&R	Amer. Radio Sys.

### FM Stations

WQVR	100.1	2.1 kw @ 397	Country	Westwd	\$32.00	Allied		Southbridge
WSRS	96.1	16.5 kw @ 863	Soft AC		\$81.00	Banner	Knight	
WLLO	104.5	37 kw @ 564	AC	AP	\$86.00	Mc-Guild	Deer River	Fitchburg

Notes: Other ranked stations: See Boston . . . There is no Consolidation Report for Worcester (no duopolies in place)

# YORK

**Arbitron Rank: 103 Pop (12+) 377,300**  
**MSA Rank: 134**  
**MSA Pop: 442,000**  
**DMA: 44 (w/Harris., Lanc.)**  
**Average Persons Rating: 16.6**  
**Market TSL in Hours 21.75**

**Stations 33 / 11**  
**Diaries: 1,358/278:1/63.2%**  
**Sample Target: 1,380**  
**% Below Line: 41.7**  
**% Not Listed: 10.8**  
**Pop per Station: 34,300**

**Last Year's Revenue: \$14,200,000**  
**Household Income: \$42,800**  
**Retail Dollars: \$4.0 Bil.**  
**#1 Biller: WARM-F \$4,600,000**  
**#1 Billing Portfolio: Susquehanna combo \$7,000,000**

12+ Metro	Format	Fall 96 1/4 Share	Sum 96	Spg 96	Win 96	Fal 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1 WARM-F	AC	79 / 12.6	11.8	10.8	12.0	9.7	11.8	899 / 23.8	20.4	19.0	141 / 1817	F WARM-F
2 WGTY-F	C	67 / 10.7	9.9	9.7	9.9	12.4	10.0	709 / 18.8	18.5	21.5	73 / 885	D WGTY-F
3 WRKZ-F	C	40 / 6.4	5.4	7.8	8.4	8.3	7.0	603 / 16.0	15.7	14.8	151 / 2039	WRKZ-F
4 WSBA	FS	32 / 5.1	5.7	4.4	5.3	5.7	5.1	562 / 14.9	13.3	14.0	35 / 681	D WSBA
5 WYCR-F	CHR	31 / 4.9	5.4	5.1	4.9	5.4	5.1	686 / 18.2	19.1	17.5	43 / 1183	C WYCR-F
6 WQXA-F	AOR-NR	29 / 4.6	4.9	5.1	3.4	3.8	4.5	500 / 13.3	15.1	11.5	96 / 1820	B WQXA-F
	WTPA-F	29 / 4.6	3.8	3.5	3.4	2.9	3.8	382 / 10.1	10.5	9.8	90 / 1415	WTPA-F
8 WROZ-F	SAC	26 / 4.1	4.9	4.3	4.4	6.4	4.4	451 / 12.0	11.6	14.3	97 / 1651	WROZ-F
9 WEGK-F	CL AOR	20 / 3.2	4.5	3.2	3.1	2.2	3.5	402 / 10.7	11.2	8.3	65 / 1255	C WEGK-F
10 WHP	FS	19 / 3.0	2.1	2.1	2.8	2.4	2.5	293 / 7.8	5.9	6.5	130 / 1707	WHP
11 WWKL-F	O	18 / 2.9	2.1	2.5	2.9	2.4	2.6	302 / 8.0	6.6	7.9	67 / 1235	WWKL-F
12 WWMD-F	EZ	17 / 2.7	1.8	2.2	2.9	1.9	2.4	194 / 5.1	5.5	5.0	20 / 250	WWMD-F
13 WRVV-F	AC/CHR	15 / 2.4	3.5	3.3	3.7	2.2	3.2	287 / 7.6	9.0	9.1	89 / 1515	WRVV-F

12+ FM Share (Metro): 82.47 % ( 461 of 559 ) ( Fall 95: 84.75 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WYCR-F >>>	1 WTPA-F	1 WARM-F	1 WARM-F >	1 WARM-F >	1 WARM-F	1 WARM-F >	1 WARM-F	1 WARM-F	1 WGTY-F <	1 WARM-F <
2 WLAN-F	2 WARM-F <	2 WGTY-F >	2 WGTY-F >	2 WGTY-F >	2 WGTY-F >	2 WGTY-F >	2 WGTY-F >	2 WGTY-F >	2 WARM-F <	2 WEGK-F
WRKZ-F	3 WQXA-F	3 WTPA-F	3 WTPA-F	3 WRKZ-F <	3 WSBA <	3 WSBA <	3 WRKZ-F <	3 WRKZ-F <	3 WYCR-F >	3 WGTY-F
WQXA-F >	4 WGTY-F	4 WRKZ-F <	4 WRKZ-F	4 WTPA-F	4 WRKZ-F >	4 WQXA-F <	4 WTPA-F <	4 WYCR-F <	4 WRKZ-F	WRKZ-F
5 WYCR-F	5 WQXA-F >	5 WYCR-F	5 WROZ-F	5 WROZ-F	5 WRKZ-F >	5 WSBA	5 WTPA-F	5 WTPA-F	5 WQXA-F	
6 WRKZ-F	6 WYCR-F <	6 WYCR-F <	6 WYCR-F	6 WYCR-F	6 WTPA-F <	6 WROZ-F >	6 WROZ-F	6 WROZ-F	6 WEGK-F	
	7 WEGK-F			WWKL-F	7 WYCR-F				WTPA-F	
				WQXA-F					WROZ-F >	
				WEGK-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 WGTY-F	1 WARM-F >	1 WARM-F >>	1 WARM-F >	1 WARM-F >>	1 WQXA-F	1 WTPA-F	1 WTPA-F >>	1 WGTY-F	1 WARM-F <
2 WYCR-F	2 WGTY-F	2 WYCR-F	2 WGTY-F >	2 WGTY-F >	2 WRKZ-F	2 WQXA-F >	2 WQXA-F	WTPA-F <	2 WGTY-F
3 WNNK-F	3 WYCR-F	WROZ-F	3 WYCR-F	3 WROZ-F <	3 WTPA-F >	3 WGTY-F	3 WIYY-F	3 WARM-F	3 WTPA-F >
WARM-F >	4 WROZ-F	4 WGTY-F	4 WRKZ-F	4 WRKZ-F	4 WGTY-F >	4 WRKZ-F	4 WGTY-F	4 WQXA-F	4 WRKZ-F <
5 WEGK-F	5 WQXA-F	5 WTPA-F	WROZ-F	5 WYCR-F		5 WIYY-F	WARM-F	5 WRKZ-F	5 WEGK-F
WTPA-F	WTPA-F	WRKZ-F >				WARM-F		6 WEGK-F	WQXA-F
WQXA-F >>									

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WGCB-F	REL	96.1	Red Lion 0.3 1.6 6 188
WGET	T	1320	Gettysburg 1.0 2.7 6 102
WHVR	ST	1280	Hanover 1.6 5.2 10 215
WOYK	C	1350	York 1.6 4.4 10 190
WQXA	ST	1250	York 1.8 4.2 11 181

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBAL	NT	1090	Baltimore 1.1 3.8 9 215
WDAC-F	REL	94.5	Lancaster 1.9 4.2 65 814
WFRE-F	C	99.9	Frederick, MD 0.5 3.1 3 121
WGRX-F	C	100.7	Westminster, MD 1.8 5.1 12 266
WHYL	ST	960	Carlsle 0.5 1.8 33 463
WIOV-F	C	105.1	Ephrata 0.6 3.6 60 984
WIYY-F	AOR	97.9	Baltimore 1.8 4.8 13 249
WLAN-F	CHR	96.9	Lancaster 1.4 6.6 82 1573
WLIF-F	SAC	101.9	Baltimore 0.3 1.4 2 58
WNCE-F	EZ/ST	92.1	Palmyra 0.3 1.9 37 591
WNNK-F	CHR	104.1	Harrisburg 1.9 7.2 110 1758
WROZ-F	O-70S	104.3	Baltimore 0.6 1.9 4 82
WPOC-F	C	93.1	Baltimore 1.4 4.4 9 191
WWMX-F	AC	106.5	Baltimore 0.6 1.7 4 64
WYMJ-F	AC	94.9	Harrisburg 0.8 3.0 45 845

# YORK

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report			
						12+	25-54	Revenue	
AC	0 (0)	103 (4)	103 (4)	18.4 %	17.2 %	Hall (semi-duop) WEGK-FM, WROZ-FM	7.3 %	9.1 %	%
AOR/Classic/NR	0 (0)	89 (4)	89 (4)	15.9 %	15.0 %				
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.7 %	Telemidia WQXA-AM, WQXA-FM, WRKZ-FM	12.8 %	10.7 %	%
CHR	0 (0)	52 (3)	52 (3)	9.3 %	11.1 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	10 (1)	134 (6)	144 (7)	25.8 %	27.4 %	20.1 %	19.8 %	%	
Full Service	51 (2)	0 (0)	51 (2)	9.1 %	7.3 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	13 (2)	0 (0)	13 (2)	2.3 %	2.9 %				
Oldies	0 (0)	22 (2)	22 (2)	3.9 %	3.8 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	14 (2)	14 (2)	2.5 %	2.9 %				
Soft AC/EZ	0 (0)	45 (3)	45 (3)	8.1 %	7.7 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	24 (3)	2 (1)	26 (4)	4.7 %	4.1 %				
<b>Totals</b>	<b>98 (8)</b>	<b>461 (25)</b>	<b>559 (33)</b>						

### AM Stations

WGTY	1320	1 kw/0.5 kw (DA-2)	Full Service	Westwd	\$15.00	Banner	WGTY	Gettysburg
WHVR	1280	5 kw/0.5 kw (DA-2)	Standards	Westwd	\$13.00	D&R	WYCR	Hanover
WOYK	1350	5 kw/1 kw (DA-N)	Classic Country	Westwd	\$12.00	Mc-Guild		
WSBA	910	5 kw/1 kw (DA-2)	Full Service		\$48.00	Eastman	Susquehanna	

### FM Stations

WARM	103.3	6.4 kw @ 1305	AC		\$86.00	Eastman	Susquehanna	
WEGK	92.7	1.4 kw @ 699	Classic AOR	Source	\$31.00	D&R	Hall	Starview
WGTY	107.7	16 kw @ 850	Country	Westwd	\$58.00	Banner		Gettysburg
WQXA	105.7	25 kw @ 705	AOR-New Rock		\$27.00	Mc-Guild	Telemidia	
WYCR	98.5	10.5 kw @ 928	CHR		\$35.00	Allied	WHVR	Hanover

Notes: Other ranked stations: See Harrisburg, Lancaster & Hagerstown . . . No revenue shares are available for the Consolidation Report due to overlap with Harrisburg and Lancaster . . .

# YOUNGSTOWN-WARREN

<b>Arbitron Rank: 92 Pop (12+)</b>	408,800	<b>Stations</b>	28 / 18	<b>Last Year's Revenue:</b>	\$14,000,000
<b>MSA Rank:</b>	88	<b>Diaries:</b>	1,360/301:1/57.3%	<b>Household Income:</b>	\$35,614
<b>MSA Pop:</b>	491,000	<b>Sample Target:</b>	1,320	<b>Retail Dollars:</b>	\$4.7 Bil.
<b>DMA:</b>	95	<b>% Below Line:</b>	8.0	<b>#1 Biller:</b>	WQXK-F \$3,000,000
<b>Average Persons Rating:</b>	18.2	<b>% Not Listed:</b>	10.2	<b>#1 Billing Portfolio:</b>	Connoisseur duop+ \$6,200,000
<b>Market TSL in Hours</b>	24.00	<b>Pop per Station:</b>	22,711		

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume / Rtg.	Spg 96	Fal 95	12+ TSA AQH / Cume	Revenue Level
1 WQXK-F	C	108 / 14.5	11.7	12.8	12.5	13.4	1166 / 28.5	23.2	24.3	165 / 1758	E WQXK-F
2 WHOT-F	CHR	76 / 10.2	10.7	10.9	11.0	9.1	1157 / 28.3	29.5	30.7	129 / 1875	D WHOT-F
WKBN	N/T	76 / 10.2	11.6	10.5	13.4	12.2	802 / 19.6	19.3	19.8	97 / 1090	D WKBN
4 WKBN-F	SAC	56 / 7.5	7.5	7.7	6.8	7.9	776 / 19.0	18.0	19.1	65 / 978	C WKBN-F
5 WBBG-F	O	52 / 7.0	7.3	7.6	9.2	7.3	831 / 20.3	19.1	18.0	69 / 1137	D WBBG-F
6 WYFM-F	AC	50 / 6.7	5.8	4.6	3.9	5.1	663 / 16.2	15.4	13.3	76 / 1056	C WYFM-F
7 WNCD-F	AOR	40 / 5.4	6.4	6.3	6.7	5.5	572 / 14.0	17.7	16.0	44 / 657	C WNCD-F
8 WNIO	ST	38 / 5.1	3.0	3.4	2.8	0.1	181 / 4.4	4.2	4.4	38 / 181	WNIO
9 WRBP-F	B	35 / 4.7	5.5	5.7	4.3	8.3	378 / 9.2	9.1	10.3	39 / 455	WRBP-F
10 WAMO-F	B	19 / 2.6	1.1				317 / 7.7	4.5		28 / 407	WAMO-F
11 WWSY-F	EZ	16 / 2.2	0.8	1.2	1.5	1.3	220 / 5.4	3.0	3.8	20 / 292	WWSY-F
12 WENZ-F	AOR-NR	14 / 1.9	1.8	2.0	1.3	1.4	270 / 6.6	7.4	5.8	16 / 322	WENZ-F
13 WICT-F	C	11 / 1.5	1.6	1.6	1.3	1.0	212 / 5.2	4.7	6.4	40 / 530	WICT-F
WSOM	ST	11 / 1.5	2.7	2.8	3.5	1.7	237 / 5.8	6.4	8.4	15 / 323	WSOM

12+ FM Share (Metro): 75.71 % ( 505 of 667 ) ( Fall 95: 72.96 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WHOT-F >>	1 WHOT-F	1 WQXK-F	1 WQXK-F	1 WQXK-F >	1 WKBN <	1 WKBN <	1 WKBN <	1 WQXK-F	1 WQXK-F	1 WKBN
2 WQXK-F >>	2 WNCD-F	2 WHOT-F	2 WYFM-F	2 WYFM-F	2 WQXK-F >	2 WQXK-F	2 WQXK-F >	2 WHOT-F	2 WHOT-F >	WHOT-F <
	WQXK-F	3 WYFM-F	3 WHOT-F	3 WHOT-F	3 WBBG-F <	3 WHOT-F >	3 WKBN-F <	3 WKBN-F <	3 WNCD-F	3 WQXK-F >
	4 WYFM-F >	4 WNCD-F	4 WNCD-F	4 WBBG-F	4 WKBN-F	4 WBBG-F <	4 WHOT-F	4 WKBN	4 WBBG-F <	
	5 WKBN-F	5 WBBG-F	WBBG-F	5 WKBN-F <	5 WNIO	5 WKBN-F <	5 WYFM-F	5 WYFM-F	5 WYFM-F	
	WENZ-F >	6 WKBN-F	6 WKBN-F	6 WNCD-F		6 WYFM-F	6 WBBG-F	6 WBBG-F	6 WRBP-F <	
		7 WRBP-F >	7 WRBP-F	7 WRBP-F		7 WRBP-F	7 WNCD-F	7 WNIO <	7 WAMO-F	
				8 WKBN		8 WNCD-F >		8 WNCD-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 WHOT-F >>	1 WHOT-F	1 WHOT-F	1 WHOT-F	1 WQXK-F <	1 WHOT-F >	1 WNCD-F >	1 WNCD-F	1 WQXK-F	1 WQXK-F
2 WAMO-F	2 WQXK-F >>	WQXK-F >>	2 WQXK-F >	2 WHOT-F	2 WNCD-F >>	2 WYFM-F	2 WYFM-F	2 WNCD-F	2 WYFM-F
WQXK-F >>	3 WKBN-F	3 WKBN-F	3 WKBN-F	3 WKBN-F	3 WENZ-F >	3 WQXK-F <	3 WQXK-F >>>	WYFM-F >	3 WNCD-F
	4 WYFM-F	WYFM-F >	4 WYFM-F	4 WBBG-F <	4 WYFM-F >>	4 WHOT-F >>		4 WHOT-F	4 WBBG-F >
	5 WNCD-F	5 WNCD-F	5 WBBG-F <	5 WYFM-F		5 WENZ-F >>		WBBG-F >	5 WKBN
	WENZ-F	WENZ-F >>	6 WRBP-F >	6 WRBP-F >					6 WKBN-F
	WAMO-F								

Other Rated Stations		Metro Cume	TSA
Station	Format	Share	AQH Cume
WBBW	T	1240	Youngstown 1.1 4.4 8 181
WGFT	T	1500	Youngstown 1.1 1.4 8 58
WKTX	ST	830	Cortland 0.9 1.3 7 59
WLLF-F	J	96.7	Mercer, PA 0.7 1.9 5 85
WRRO	T	1440	Warren 0.4 2.4 3 100
WRTK	T	1390	Youngstown 1.1 5.0 9 243

Other Rated Stations—Outside Market		Metro Cume	TSA
Station	Format	Share	AQH Cume
WDVE-F	AOR	102.5	Pittsburgh 0.4 1.5 29 321
WMJI-F	O	105.7	Cleveland 0.4 1.8 3 72
WMMS-F	AOR	100.7	Cleveland 0.4 2.3 3 106
WNCX-F	CL AOR	98.5	Cleveland 0.4 1.9 5 104
WNIR-F	T	100.1	Kent 0.4 1.0 4 45
WTAM	T	1100	Cleveland 0.4 2.0 4 126
WTOF-F	REL	98.1	Canton 0.7 3.2 8 220
WZKL-F	O	92.5	Alliance 0.4 2.1 4 128

# YOUNGSTOWN-WARREN

Format Performance	AM	FM	Total	%	Spr 96	Consolidation Report			
						12+	25-54	Revenue	
AC	0 (0)	50 (1)	50 (1)	7.5 %	6.5 %	Connoisseur WQXK-FM, WSOM-AM, WBBG-FM, WBBW-AM, WHOT-FM, WRTK-AM, WYFM-FM	42.1 %	48.3 %	57.2 %
AOR/Classic/NR	0 (0)	63 (5)	63 (5)	9.4 %	11.6 %		Zapis WICT-AM, WICT-FM, WWSY-FM	3.7 %	3.8 %
Black/Urban	0 (0)	54 (2)	54 (2)	8.1 %	7.4 %		45.8 %	52.1 %	60.7 %
CHR	0 (0)	76 (1)	76 (1)	11.4 %	12.0 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	119 (2)	119 (2)	17.8 %	14.9 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	5 (1)	5 (1)	0.7 %	0.0 %				
News/Talk	106 (6)	3 (1)	109 (7)	16.3 %	20.1 %				
Oldies	0 (0)	58 (3)	58 (3)	8.7 %	9.5 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	5 (1)	5 (1)	0.7 %	0.6 %				
Soft AC/EZ	0 (0)	72 (2)	72 (2)	10.8 %	10.0 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %				
Standards	56 (3)	0 (0)	56 (3)	8.4 %	6.8 %				
<b>Totals</b>	<b>162 (9)</b>	<b>505 (19)</b>	<b>667 (28)</b>						

## AM Stations

WBBW	1240	1 kw	Sports	\$<20.00	Christal	Connoisseur	
WKBN	570	5 kw (DA-N)	Tak/News	ABC, CBS	\$46.00	Katz	
WNIO	1540	500 w (Days)	Standards	ABC	\$ NA	Eastman	Niles
WRTK	1390	9.5 kw/5 kw (DA-N)	Tak	Westwd, CNN	\$13.00	Christal	Connoisseur
WSOM	600	1 kw (Days, DA)	Standards	Westwd	\$<20.00	Banner	Connoisseur Salem

## FM Stations

WBBG	93.3	50 kw @ 279	Oldies	\$40.00	Christal	Connoisseur	
WHOT	101.1	25 kw @ 695	CHR	\$44.00	Christal	Connoisseur	
WICT	95.1	19 kw @ 804	Country	\$<20.00	D&R	Zapis	Grove City
WKBN	98.9	4.5 kw @ 1371	Soft AC	CBS, ABC	\$42.00	Katz	
WNCD	106.1	3 kw @ 328	AOR	\$26.00	Eastman		Niles
WQXK	105.1	88 kw @ 430	Country	Westwd	\$70.00	Banner	Connoisseur Salem
WRBP	101.9	3 kw @ 328	Black	ABC	\$<20.00	Eastman	Hubbard
WWSY	95.9	3 kw @ 328	EZ	\$ NA	D&R	Zapis	Sharpsville, PA
WYFM	102.9	44 kw @ 459	Classic AOR	ABC	\$24.00	Eastman	Connoisseur Sharon

Notes: Other ranked stations: See Cleveland or Pittsburgh . . . 11/96 WSOM/WQXK-F sold by Lincoln to Connoisseur (D+) for \$13,500,000 . . . 12/96 Regional sold WPIC/WYFM-F to Connoisseur for \$\_\_\_\_\_

Jim Duncan

Comments: WQXK-F had its highest 12+ share in over three years . . . Pittsburgh's WAMO-F had some impact on this market - at the expense of WRBP



**AMERICAN RADIO**

FALL 1996

SMALL MARKET SUPPLEMENT

# BANGOR, ME

Arbitron Rank: 258 Pop (12+) 67,300	Stations 16 / 11	% Below Line: 9.0
Market TSL In Hours 20.00	Diaries: 409/165:1/58.6%	% Not Listed: 15.0
Average Person Rating: 14.9	Sample Target: 400	Total Retail Sales: \$1.23 Bil.

12+ Metro	Format	Fall 96		Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume	12+ Metro Cume Rtg			
		1/4	Share						Fall 96	Spg 96	Fal 95	
1	WQCB-F	C	21 / 21.0	14.0		1.7		206	30.6	28.6		WQCB-F
2	WKIT-F	AOR	10 / 10.0	6.0		11.8		137	20.3	18.9		WKIT-F
3	WEZQ-F	SAC	7 / 7.0	6.0		7.8		111	16.5	14.6		WEZQ-F
	WKSQ-F	AC	7 / 7.0	7.0		7.8		152	22.6	18.2		WKSQ-F
	WABI	ST	7 / 7.0	9.0		0.8		91	13.5	13.8		WABI
6	WTOS-F	AOR	6 / 6.0	4.0				99	14.8	13.7		WTOS-F
7	WWMJ-F	O	5 / 5.0	7.0		3.9		83	12.3	17.9		WWMJ-F
	WWBX-F	AOR-P	5 / 5.0	6.0		2.9		116	17.3	13.2		WWBX-F
9	WBZN-F	CL AOR	4 / 4.0	5.0				77	11.4	13.7		WBZN-F
	WWFX-F	C	4 / 4.0	9.0		9.8		99	14.6	25.4		WWFX-F

12+ FM Share (Metro): 88.24 % ( 75 of 85 ) ( Spring 96: 84.14 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WQCB-F	1 WQCB-F	1 WQCB-F	1 WQCB-F >>	1 WQCB-F >>	1 WKIT-F >	1 WQCB-F >>	1 WQCB-F >>	1 WQCB-F >	1 WQCB-F
2 WKIT-F	2 WKIT-F >	2 WKIT-F >	2 WABI >	2 WEZQ-F	2 WQCB-F	2 WKIT-F	2 WKIT-F >	2 WKIT-F >	2 WEZQ-F
3 WTOS-F	3 WKSQ-F	3 WKSQ-F	3 WWMJ-F	WKSQ-F >	3 WWMJ-F	3 WABI <	3 WKSQ-F <	3 WMBX-F	3 WMBX-F
4 WKSQ-F >	WTOS-F >	4 WWMJ-F	WEZQ-F	4 WWMJ-F	WTOS-F	4 WKSQ-F	4 WTOS-F	WEZQ-F	WTOS-F
		WTOS-F	5 WKIT-F	WKIT-F >>	WKSQ-F >	5 WWMJ-F	5 WEZQ-F		WZON >
		WEZQ-F	WKSQ-F >>				WABI		

Other Rated Stations	Metro Share	Cume Rating
WSNV-F T 103.9 Howland	3.0 /	6.0
WZON SPRTS 620 Bangor	3.0 /	9.8

Other Rated Stations—Outside Market	Metro Share	Cume Rating
WBYA-F CL 101.7 Searsport	1.0 /	5.0
WGUY-F O 102.1 Oldies	1.0 /	4.9
WMME-F CHR 92.3 Augusta	1.0 /	4.7

### AM Stations

WABI 910 5 kw (DA-N)	Standards	CNN	Eastman	WWBX-F
WZON 620 5 kw (DA-N)	Sports	CBS, 1-on-1	Christal	WKIT

### FM Stations

WBZN 107.3 50 kw @ 436	Classic AOR			Old Town
WEZQ 92.9 20 kw @ 784	Soft AC	Westwd	D&R	WWMJ-F
WKIT 100.3 16.5 kw @ 869	AOR		Christal	WZON
WKSQ 94.5 11.5 kw @ 1027	AC		Christal	Elsworth
WQCB 106.5 98 kw @ 1079	Country	AP	Mc-Guild	Brewer
WTOS 105.1 50 kw @ 2430	AOR	Westwd	K&P	Skowhegan
WWBX 97.1 5 kw @ 1230	Progressive AOR		Eastman	WABI
WWFX 104.7 10 kw @ 1099	Country		Banner	Belfast
WWMJ 95.7 11.5 kw @ 1029	Oldies	ABC	D&R	WEZQ-F
				Elsworth

Notes: This is Bangor's first Fall Arbitron

# BEAUMONT-PORT ARTHUR, TX

Arbitron Rank: 128 Pop (12+) 304,900  
 Market TSL in Hours 20.75  
 Average Person Rating: 15.2

Stations 29 / 14  
 Diaries: 648/471:1/47.2%  
 Sample Target: 620

% Below Line: 22.4  
 % Not Listed: 8.8  
 Total Retail Sales: \$3.3 Bil.

12+ Metro	Format	Fall 96		Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume	12+ Metro Cume Rtg			
		1/4	Share						Fall 96	Spg 96	Fal 95	
1 KYKR-F	C	55 / 11.8	10.0	8.8	12.6	11.1	713	23.4	23.8	22.7	KYKR-F	
2 KAYD-AF	C	45 / 9.7	12.4	14.5	9.8	12.5	714	23.4	21.2	24.5	KAYD-AF	
3 KLVI	T	43 / 9.3	6.0	7.9	9.5	9.0	511	16.8	14.8	14.8	KLVI	
4 KQXY-F	SAC	37 / 8.0	7.7	8.1	8.5	7.5	582	19.1	21.7	20.5	KQXY-F	
5 KKMY-F	AC	31 / 6.7	10.9	8.1	6.1	7.1	499	16.4	16.5	17.9	KKMY-F	
6 KTCX-F	B	29 / 6.2					275	9.0			KTCX-F	
7 KIOC-F	AOR-NR	24 / 5.2	4.1	5.7	5.4	4.0	400	13.1	14.3	15.6	KIOC-F	
8 KBXX-F	B/U	24 / 5.2	5.3	4.4	3.0	2.6	351	11.5	10.4	10.3	KBXX-F	
9 KALO	B	23 / 5.0	5.6	7.0	6.3	5.0	274	9.0	8.9	7.4	KALO	
10 KTFA-F	REL	17 / 3.7	3.8	2.0	2.2	3.1	287	9.4	7.0	6.9	KTFA-F	
11 KHYS-FF	J	16 / 3.4	4.9	4.8	4.3	9.9	290	9.5	11.5	11.4	KHYS-FF	

12+ FM Share (Metro): 78.25 % ( 331 of 423 ) ( Spring 96: 82.76 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KQXY-F	1 KKMY-F	1 KKMY-F	1 KYKR-F	1 KYKR-F <	1 KKMY-F	1 KLVI <	1 KYKR-F <	1 KYKR-F	1 KQXY-F
2 KYKR-F	2 KYKR-F	2 KAYD-AF	2 KLVI	2 KAYD-AF <	2 KLVI >	2 KYKR-F	2 KLVI	2 KQXY-F <	2 KBXX-F <
KTCX-F <	KAYD-AF <	KYKR-F <	3 KAYD-AF	3 KQXY-F	3 KIOC-F	3 KAYD-AF >	3 KAYD-AF	3 KAYD-AF <	3 KTCX-F
4 KBXX-F	4 KQXY-F <	4 KTCX-F	4 KKMY-F	KTCX-F >	4 KTCX-F	4 KKMY-F <	4 KKMY-F	4 KAYD-F	4 KAYD-AF
5 KAYD-AF	5 KTCX-F	5 KLVI			KAYD-AF	5 KQXY-F	5 KQXY-F	5 KKMY-F <	

Other Rated Stations				Metro Share	Cume Rating
KJUS	G	1380	Beaumont	1.1	2.8
KOGT	C	1600	Orange	0.6	2.6
KOLE	T	1450	Pt. Arthur	0.9	2.2
KZZB	REL	990	Beaumont	0.6	3.0

Other Rated Stations—Outside Market				Metro Share	Cume Rating
KBIU-F	AC	103.7	Lake Charles, LA	0.6	2.3
KHLA-F	AC	99.5	Lake Charles, LA	0.6	2.6
KIKK-F	C	95.7	Houston	0.4	1.7
KLDE-F	O	94.5	Houston	0.4	1.7
KLDL-F	AOR	101.1	Houston	0.9	3.2
KLTN-F	SP	93.3	Pt. Arthur	1.3	2.3
KNJQ-F	B/AC	102.1	Houston	1.3	3.6
KSHN-F	AC	99.9	Liberty	0.9	2.8
KT8Z-F	AOR-NR	107.5	Lake Jackson	0.4	2.9
KTRH	N	740	Houston	2.2	6.0
KYKZ-F	C	96.1	Lake Charles, LA	1.9	8.9
KZWA-F	B	105.3	Lake Charles, LA	2.8	9.4

**AM Stations**

KALO	1250	5 kw/1 kw (DA-N)	Black	AURN, Westwd	\$ NA	Christal
KLVI	560	5 kw (DA-N)	Tak	ABC	\$ NA	Banner Gulfstar

**FM Stations**

KAYD	97.5	100 kw @ 480	Country		\$ NA	Katz	KQXY
KIOC	106.1	100 kw @ 1059	AOR-New Rock		\$ NA	Eastman	
KKMY	104.5	100 kw @ 400	Adult Contemp	Westwd	\$ NA	Banner	Gulfstar
KQXY	94.1	100 kw @ 600	AC/CHR		\$ NA	Katz	
KTCX	102.5	50 kw @ 492	Black	ABC	\$ NA	---	
KTFA	92.5	50 kw @ 440	Religion		\$ NA	---	Groves
KYKR	95.1	100 kw @ 420	Country		\$ NA	Banner	Gulfstar

Notes: Other ranked stations: See Houston

# BILLINGS, MT

Arbitron Rank: 238 · Pop (12+) 103,600	Stations 12 / 12	% Below Line: 0.0
Market TSL in Hours 21.00	Diaries: 455/228:1/58.3%	% Not Listed: 9.4
Average Person Rating: 17.6	Sample Target: 440	Total Retail Sales: 1.45 Bil.

12+ Metro	Format	Fall 96		Spg	Fal	Spg	Fal	12+ Metro Cume	12+ Metro Cume Rtg			
		1/4	Share	96	95	95	94		Fall 96	Spg 96	Fal 95	
1 KCTR-F	C	37	23.1	20.9	25.2	22.5	26.1	340	32.9	33.7	39.0	KCTR-F
2 KRKX-F	AOR	19	11.8	10.4	10.1	11.9	16.4	206	19.9	21.4	22.2	KRKX-F
3 KKBR-F	O	18	11.2	13.5	13.2	11.9	7.3	216	20.9	26.4	26.7	KKBR-F
4 KYA-F	CHR	17	10.6	1.7	10.1	12.5	7.9	262	25.3	25.4	29.2	KYA-F
5 KBBB-F	AC	10	6.2	1.8	4.4	3.1	6.7	150	14.5	10.4	12.0	KBBB-F
6 KIDX-F	C	9	5.6	7.4	4.4	5.0	7.3	166	16.0	19.9	15.9	KIDX-F
	KGHL	9	5.6	3.1	1.9	2.5	1.2	102	9.9	8.6	8.8	KGHL
8 KBLG	T	8	5.0	4.3	6.3	4.4	2.4	113	10.9	10.3	12.5	KBLG
9 KURL	REL	6	3.7	3.1	2.5	0.6	1.2	68	6.6	7.3	6.3	KURL
10 KRSQ-F	REL	4	2.5	4.3	1.9	2.5	1.2	45	4.3	7.4	6.1	KRSQ-F
	KMHK-F	4	2.5	4.3	3.8	10.6	1.8	133	12.8	14.5	12.9	KMHK-F
	KDWG	4	2.5	3.1			0.6	98	9.5	7.6		KDWG

12+ FM Share (Metro): 81.38 % ( 118 of 145 ) ( Spring 96: 84.61 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KRKX-F >	1 KCTR-F	1 KCTR-F	1 KCTR-F >	1 KCTR-F >	1 KCTR-F	1 KCTR-F >>	1 KCTR-F >>	1 KCTR-F >	1 KYA-F
2 KCTR-F	2 KRKX-F	2 KKBR-F	2 KKBR-F >	2 KKBR-F	2 KRKX-F	2 KKBR-F	2 KRKX-F	2 KKBR-F <	2 KRKX-F
3 KYA-F >>	3 KKBR-F	3 KRKX-F >	3 KGHL	3 KYA-F >	3 KKBR-F >>>	3 KRKX-F <	3 KKBR-F	3 KRKX-F	3 KKBR-F
4 KKBR-F	4 KYA-F >	4 KYA-F >	4 KBLG	4 KBBB-F	4 KYA-F	4 KYA-F	4 KYA-F >	4 KYA-F	4 KCTR-F
			KBBB-F		KBBB-F			5 KBBB-F >	5 KGHL

### AM Stations

KBLG	910	1 kw/ 64 w	Tak	Westwd	---	Sunbrook
KDWG	970	5 kw (DA-N)	Country	ABC	Christal	Deschutes
KGHL	790	5 kw (DA-N)	Country	CBS	---	1-on-1 Sports
KURL	730	4.4 kw/0.24 kw	Religion		---	

### FM Stations

KBBB	103.7	100 kw @ 480	AC		---	Deschutes
KCTR	102.9	100 kw @ 489	Country	ABC	Christal	Deschutes
KIDX	98.5	85 kw @ 370	Country		---	1-on-1 Sports
KKBR	97.1	28.15 kw @ 325	Oldies		Mc-Guild	Deschutes
KMHK	95.5	95.4 kw @ 984	Classic AOR		Christal	Hardin
KRKX	94.1	100 kw @ 590	AOR		Allied	Sunbrook
KRSQ	101.7	100 kw @ 420	Religion		---	Laurel
KYA	93.3	100 kw @ 700	CHR	Westwd	Allied	Sunbrook

Notes: 9/96 KBKO-F traded to Deschutes River for KBOZ/KATH-F/KPKX-F Bozeman . . . 9/96 KBKO-F changed from Country to AC as KBBB-F . . . 9/96 KBMJ-F changed from AOR to Classic AOR as KMHK-F

# BRYAN-COLLEGE STATION, TX

Arbitron Rank: 233 Pop (12+) 113,600	Stations 23 / 12	% Below Line: 11.4
Market TSL in Hours 17.50	Diaries: 460/247:1/49.8%	% Not Listed: 13.3
Average Person Rating: 13.2	Sample Target: 470	Total Retail Sales: \$1.23 Bil.

		12+ Metro Cume Rtg										
12+ Metro	Format	Fall 96		Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume	Fall 96	Spg 96	Fal 95	
		1/4	Share									
1	KORA-F	C	19 / 12.7	11.9		20.1		309	27.2	28.0		KORA-F
2	KKYS-F	CHR/AC	16 / 10.7	14.7		10.4		340	29.9	33.2		KKYS-F
3	KHRN-F	B	14 / 9.4	4.9		6.5		124	10.9	9.5		KHRN-F
4	KTSR-F	AOR	13 / 8.7	9.8		5.2		248	21.9	22.9		KTSR-F
5	KBMA-F	SP	10 / 6.7	6.3		3.2		113	9.9	10.4		KBMA-F
6	WTAW	T	8 / 5.3	4.9		4.5		119	10.5	8.5		WTAW
	KAGG-F	C	8 / 5.3	7.0		9.7		256	22.5	21.9		KAGG-F
8	KHLR-F	CHR	7 / 4.7	4.9		5.2		201	17.7	18.1		KHLR-F
	KTTX-F	C	7 / 4.7	5.6		5.2		188	16.6	22.5		KTTX-F
10	KTAM	ST	6 / 4.0	5.6		1.9		124	10.9	8.6		KTAM

12+ FM Share (Metro): 86.92 % ( 113 of 130 ) ( Spring 96: 86.61 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KKYS-F	1 KKYS-F <	1 KKYS-F	1 KORA-F	1 KKYS-F >	1 KTSR-F	1 KORA-F >	1 KORA-F <	1 KORA-F	1 KHRN-F >>
2 KORA-F	2 KORA-F <	2 KORA-F	2 KHRN-F	2 KORA-F	2 KBMA-F	2 KKYS-F >	2 KKYS-F	KKYS-F	2 KKYS-F
3 KTSR-F	3 KTSR-F >	3 KTSR-F	3 WTAW	3 KHRN-F	KORA-F	3 KBMA-F <	3 KTSR-F <	3 KHRN-F <	3 KTTX-F
4 KHLR-F	4 KAGG-F	4 KBMA-F	4 KKYS-F	4 KTSR-F >	4 WTAW	4 KTSR-F	4 WTAW	4 KTSR-F >	KTSR-F
5 KAGG-F	KHRN-F	KHRN-F	KTAM		KKYS-F	5 KAGG-F	5 KBMA-F	5 KAGG-F	KORA-F
	KHLR-F	6 WTAW			KAGG-F >	KHRN-F			KHLR-F

Other Rated Stations				Metro Cume Share Rating
KAGC	REL	1510	Bryan	1.3 / 1.9
KMBV-F	SAC	92.5	Navasota	2.0 / 6.7

Other Rated Stations—Outside Market				Metro Cume Share Rating
KBXX-F	BUJ	97.9	Houston	1.3 / 5.5
KIKK-F	C	95.7	Houston	1.3 / 2.3
KLDE-F	O	94.5	Houston	0.7 / 2.6
KLLOL-F	AOR	101.1	Houston	0.7 / 4.2
KLTR-F	CL AOR	101.9	Franking	2.7 / 6.1
KODA-F	SAC	99.1	Houston	0.7 / 2.3
KRBE-F	CHR	104.1	Houston	0.7 / 5.7
KROX-F	AOR-NR	101.5	Giddings	0.7 / 2.6
KTRH	N/T	740	Houston	0.7 / 3.5
KWVIX-F	CHR	97.5	Waco	1.3 / 7.0
WACO-F	C	99.9	Waco	0.7 / 2.5

### AM Stations

KTAM	1240	1 kw	Standards	ABC	---	KORA/KHLR
WTAW	1150	1 kw/0.5 kw (DA-N)	Tak	CBS, Westwd	---	Gulfstar

### FM Stations

KAGG	96.1	40 kw @ 538	Country		Eastman	Gulfstar	Madisonville
KBMA	99.5	3 kw @ 328	Hispanic	CNN		Caballero	
KHLR	103.9	40 kw @ 548	CHR		---	KTAMKORA	Cameron
KHRN	94.3	3 kw @ 308	Black	ABC, AURN		---	Hearne
KKYS	104.7	50 kw @ 285	AC/CHR		Mc-Guild	SunGroup	
KORA	98.3	0.9 kw @ 528	Country	ABC		---	KTAMKHLR
KTSR	92.1	3 kw @ 275	AOR	ABC		---	Gulfstar
KTTX	106.1	50 kw @ 492	Country		Mc-Guild		Brenham

Notes: This is Bryan-College Station's first Fall Arbitron

# BURLINGTON, VT

Arbitron Rank: 220 Pop (12+) 123,700  
 Market TSL in Hours 19.75  
 Average Person Rating: 14.9

Stations 13 / 13  
 Diaries: 341/363:1/58.4%  
 Sample Target: 330

% Below Line: 0.0  
 % Not Listed: 21.3  
 Total Retail Sales: \$1.51 Bil.

12+ Metro	Format	Fall 96		Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume	12+ Metro Cume Rtg			
		1/4	Share						Fall 96	Spg 96	Fal 95	
1 WIZN-F	AOR	31	16.9	17.2	18.8	15.9	15.6	409	33.0	33.0	33.9	WIZN-F
2 WEZF-F	SAC	21	11.4	8.7	5.6	8.2	8.0	317	25.6	18.1	18.3	WEZF-F
3 WXXX-F	CHR	19	10.4	9.6	6.6	10.4	13.6	298	24.1	26.4	25.7	WXXX-F
4 WCPV-F	CL AOR	15	8.2	6.7	3.1	4.9	1.5	297	24.0	21.1	14.6	WCPV-F
5 WOKO-F	C	12	6.5	14.4	20.9	17.0	17.6	179	14.5	22.1	26.6	WOKO-F
6 WKOL-F	O	11	6.0	7.2	5.6	2.7	3.0	243	19.6	20.6	15.5	WKOL-F
7 WVMT	FS	9	4.9	3.8	2.0	3.3	1.5	130	10.5	9.8	8.1	WVMT
8 WKDR	T	7	3.8	2.9	4.6	4.4	2.0	118	9.5	7.2	9.5	WKDR
9 WJOY	ST	5	2.7	6.2	7.1	4.4	3.0	72	5.8	8.1	7.2	WJOY
WBTV-F	AOR-P	5	2.7	1.0	0.5	1.1	0.5	146	11.8	5.4	3.3	WBTV-F

12+ FM Share (Metro): 85.42 % ( 123 of 144 ) ( Spring 96: 83.93 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WIZN-F	1 WIZN-F >	1 WIZN-F >	1 WEZF-F <	1 WXXX-F	1 WIZN-F	1 WIZN-F >	1 WIZN-F <	1 WIZN-F	1 WXXX-F
2 WXXX-F	2 WXXX-F	2 WEZF-F	2 WIZN-F <	WEZF-F	2 WCPV-F >>	2 WCPV-F <	2 WEZF-F	2 WXXX-F	2 WIZN-F
3 WCPV-F	3 WEZF-F <	WCPV-F	3 WOKO-F	3 WIZN-F	3 WEZF-F	3 WEZF-F	3 WXXX-F	WEZF-F	3 WEZF-F
4 WEZF-F >>	4 WCPV-F >	4 WXXX-F	4 WKOL-F	4 WOKO-F >	4 WNCFS-F	4 WXXX-F	4 WKDR	4 WCPV-F >	4 WVMT
		5 WOKO-F	5 WVMT		WKOL-F >	5 WOKO-F	5 WCPV-F <		5 WCPV-F
		WKOL-F >					6 WOKO-F		

Other Rated Stations				Metro Cume Share Rating
WLFE-F	C	102.3	St. Albans	0.5 / 3.0
WNCFS-F	AOR-P	104.7	Montpelier	2.2 / 7.7
WXPS-F	AOR-NR	96.7	Vergennes	2.2 / 7.1

### AM Stations

WJOY	1230	1 kw	Standards	Westwd	D&R	Hall
WKDR	1390	5 kw/3 kw (DA-1)	Talk	ABC, 1-on-1, Tknt	---	
WVMT	620	5 kw (DA-2)	Full Service	ABC, CBS, Westwd	Mc-Guild	Goldman

### FM Stations

WBTV	99.9	100 kw @ 984	Prog. AOR		Allied		Plattsburgh
WCPV	101.3	1 kw @ 797	Classic AOR	Westwd	Katz		Essex, NY
WEZF	92.9	46 kw @ 2700	Soft AC		Banner	Knight	
WIZN	106.7	50 kw @ 374	AOR		Allied	Deer River	Vergennes
WKOL	105.1	23.5 kw @ 338	Oldies		D&R	Hall	Plattsburgh, NY
WOKO	98.9	100 kw @ 297	Country		D&R	Hall	
WXXX	95.5	25 kw @ 236	CHR		Mc-Guild	Goldman	S. Burlington

Notes: 8/96 WGFB-F changed from AC to Prog. AOR as WBTV-F ... 12/96 WWSR/WLFE-F sold by Kimel for \$1,000,000

# CAPE COD, MA

Arbitron Rank: 182 Pop (12+) 174,200  
 Market TSL in Hours 24.75  
 Average Person Rating: 19.1

Stations 30 / 13  
 Diaries: 417/418:1/56.7%  
 Sample Target: 400

% Below Line: 22.0  
 % Not Listed: 9.6  
 Total Retail Sales: \$2.46 Bil.

		12+ Metro Cume Rtg										
12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume	Fall 96	Spg 96	Fal 95		
1	WQRC-F	SAC	47 / 14.2	11.7	14.0	16.1	10.7	482	27.6	24.2	27.3	WQRC-F
2	WOCN-F	ST	39 / 11.8	9.8	8.1	3.2	7.3	392	22.5	17.1	12.2	WOCN-F
3	WKPE-F	AOR	28 / 8.4	4.9	5.3	4.2	3.0	295	17.0	16.7	15.4	WKPE-F
4	WXTK-F	T	23 / 6.9	8.9	4.6	4.8	8.0	255	14.6	15.7	11.1	WXTK-F
5	WFCC-F	CL	19 / 5.7	5.8	6.7	6.8	5.7	251	14.4	16.9	12.9	WFCC-F
	WCIB-F	AOR/CL	19 / 5.7	8.6	2.8	3.5	4.3	257	14.7	18.0	13.7	WCIB-F
7	WRZE-F	CHR	13 / 3.9	6.4	3.9	4.5	3.7	292	16.8	18.4	16.3	WRZE-F
8	WPXC-F	AOR	12 / 3.6	8.3	7.0	7.7	14.0	282	16.2	16.8	18.7	WPXC-F
9	WPLM-F	J	10 / 3.0	1.5	2.8	0.6	1.0	118	6.8	6.4	8.1	WPLM-F
	WCTK-F	C	10 / 3.0	1.5	3.5	2.9	2.3	168	9.7	4.9	8.7	WCTK-F
	WCOD-F	AC	10 / 3.0	4.3	4.9	7.1	4.7	207	11.9	15.7	15.0	WCOD-F

12+ FM Share (Metro): 91.00 % ( 273 of 300 ) ( Spring 96: 91.50 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WKPE-F >>	1 WKPE-F >	1 WKPE-F	1 WQRC-F	1 WQRC-F >	1 WKPE-F >>	1 WQRC-F >	1 WQRC-F	1 WQRC-F <	1 WXTK-F
2 WRZE-F	2 WCIB-F	2 WQRC-F	2 WOCN-F >	2 WCIB-F	2 WCIB-F	2 WOCN-F	2 WOCN-F	2 WOCN-F	2 WKPE-F
WCIB-F	3 WQRC-F >	3 WCIB-F	3 WXTK-F	3 WOCN-F	3 WPLM-F	3 WXTK-F	3 WKPE-F	3 WKPE-F >	WRZE-F
4 WPXC-F	4 WPXC-F	4 WPLM-F	4 WFCC-F >	4 WKPE-F	4 WPXC-F	4 WKPE-F	4 WXTK-F	4 WCIB-F <	WQRC-F
WQRC-F	WPLM-F	5 WPXC-F	5 WCIB-F >	WRZE-F	WQRC-F	5 WCIB-F	5 WCIB-F	5 WFCC-F	5 WOCN-F >
		WXTK-F					6 WFCC-F >		

Other Rated Stations				Metro Cume Share Rating
WJCO-F	ST	93.5	Harwich Port	1.5 / 4.9
WMVY-F	AOR	92.7	Tisbury	2.7 / 7.8
WWKJ-F	CL AOR	101.1	Mashpee	0.9 / 6.1

Other Rated Stations—Outside Market					Metro Cume Share Rating
WBCN-F	AOR	104.1	Boston		1.5 / 4.7
WBMX-F	AC	98.5	Boston		0.6 / 3.3
WBRU-F	AOR-P	95.5	Providence		1.5 / 3.3
WBZ	N/T	1030	Boston		2.7 / 10.7
WCRB-F	CL	102.5	Waltham		0.6 / 2.9
WEEI	SPRTS	850	Boston		1.5 / 5.2
WFAN	SPRTS	660	New York		1.2 / 3.9
WFHN-F	CHR	107.1	Fairhaven		0.6 / 4.2
WJMN-F	CHR	94.5	Boston		0.6 / 5.5
WODS-F	O	103.3	Boston		0.9 / 3.5
WRKO	T	680	Boston		2.7 / 6.5
WWBB-F	O	101.5	Providence		0.6 / 3.2
WWLI-F	AC	105.1	Providence		0.3 / 2.1
WXKS-F	CHR	107.9	Medford		0.6 / 4.0

### FM Stations

WCIB	101.9	50 kw @ 479	AOR/Classic AOR	D&R	WPXC-F/WRZE-F	Falmouth
WCOD	106.1	50 kw @ 450	AC	Banner	Boch	Hyannis
WFCC	107.5	50 kw @ 341	Classical	Allied	WCRB/Boston	Chatham
WKPE	104.7	50 kw @ 504	AOR	Katz		Orleans
WMVY	92.7	3 kw @ 285	AOR	Banner	Comm. Prop.	Tisbury
WOCN	103.9	3 kw @ 315	Standards	Allied		S. Yarmouth
WPXC	102.9	3.1 kw @ 462	AOR	Mc-Guild	WCIB-F/WRZE-F	Hyannis
WQRC	99.9	50 kw @ 378	Soft AC	Banner	Sandab	Barnstable
WRZE	96.3	50 kw @ 394	CHR	Mc-Guild	WCIB-F/WPXC-F	Nantucket
WXTK	94.9	50 kw @ 395	Tak	Christal	Boch	W. Yarmouth
				CNN, Westwd		

Notes: 8/96 WUNZ-F changed from AOR-New Rock to Classic AOR as WWKJ-F . . . 8/96 WUNX-F changed from AOR-New Rock to Standards as WJCO-F

# CHICO, CA

Arbitron Rank: 186 Pop (12+) 170,600	Stations 26 / 16	% Below Line: 15.9
Market TSL In Hours 20.50	Diaries: 556/307:1/54.6%	% Not Listed: 19.4
Average Person Rating: 15.1	Sample Target: 560	Total Retail Sales: \$1.5 Bil.

12+ Metro	Format	Fall 96		Spg	Fal	Spg	Fal	12+ Metro Cume	12+ Metro Cume Rtg			
		1/4	Share	96	95	95	94		Fall 96	Spg 96	Fal 95	
1 KALF-F	C	23	8.9	9.0	6.8	6.1	4.4	271	15.9	15.0	15.4	KALF-F
2 KPAY	FS/T	22	8.5	10.3	10.4	11.1	8.9	295	17.3	15.5	16.3	KPAY
3 KMXI-F	AC	20	7.8	3.8	6.8	4.6	4.4	269	15.8	12.0	13.8	KMXI-F
4 KRQR-F	AOR-P	17	6.6	9.0	4.8	8.0	3.6	286	16.8	16.2	18.0	KRQR-F
	KPPL-F	17	6.6	4.3	3.6	4.6	6.5	221	13.0	12.7	10.2	KPPL-F
6 KHSL-F	C	16	6.2	7.7	6.4	6.5	10.9	250	14.6	18.4	14.4	KHSL-F
7 KFMM-F	AOR	15	5.8	6.8	6.0	6.5	11.7	288	16.9	17.7	19.2	KFMM-F
8 KLRS-F	AC	12	4.7	4.3	2.8	3.1	2.0	190	11.1	13.9	10.3	KLRS-F
9 KZAP-F	CL AOR	11	4.3	4.3	1.6	1.5	2.4	142	8.3	10.3	8.2	KZAP-F
10 KSFM-F	CHR	10	3.9	3.4	1.6	2.7	0.8	170	10.0	7.6	6.5	KSFM-F
11 KFBK	N/T	9	3.5	4.7	1.6	2.7	3.6	160	9.4	9.2	8.4	KFBK

12+ FM Share (Metro): 76.44 % ( 159 of 208 ) ( Spring 96: 75.63 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KALF-F	1 KALF-F	1 KMXI-F	1 KPAY >	1 KALF-F	1 KFMM-F	1 KPAY	1 KPAY	1 KALF-F	1 KRQR-F
2 KRQR-F >	KMXI-F	2 KPPL-F	2 KMXI-F	KMXI-F	2 KZAP-F	2 KALF-F	2 KALF-F <	2 KPAY <	2 KSFM-F
3 KFMM-F	3 KFMM-F <	KALF-F <	KALF-F	3 KPPL-F	3 KMXI-F	3 KMXI-F	3 KMXI-F	3 KRQR-F	3 KPPL-F
KMXI-F	4 KPPL-F	4 KFMM-F	4 KPPL-F	4 KHSL-F	4 KPPL-F	4 KRQR-F	4 KPPL-F	4 KMXI-F	KLRS-F
KHSL-F	KRQR-F	5 KHSL-F		KLRS-F >>	KRQR-F		5 KHSL-F <	5 KHSL-F	KFMM-F
					KPAY				

Other Rated Stations	Metro Share	Cume Rating
KCEZ-F	O 100.7	Coming 1.9 / 6.6
KKCY-F	C 103.1	Colusa 1.6 / 4.6
KMJE-F	AC 101.5	Gridley 0.4 / 1.7
KYIX-F	AC 104.9	S. Oroville 1.2 / 3.8
KZCO-F	SP 97.7	Oroville 0.4 / 1.2

Other Rated Stations—Outside Market	Metro Share	Cume Rating
KCTC	ST 1320	Sacramento 1.9 / 3.1
KGO	T 810	San Francisco 2.7 / 5.8
KHYL-F	O 101.1	Auburn 0.4 / 2.2
KNBR	SPRTS 680	San Francisco 0.8 / 3.1
KSEG-F	CL AOR 96.9	Sacramento 0.4 / 1.8
KSTE	T 650	Rancho Cordova 1.6 / 6.2
KSXX-F	SP 99.9	Marysville 0.4 / 1.8
KXCL-F	AC 103.9	Yuba City 0.4 / 2.2

### AM Stations

KNSN	1290	5 kw (DA-N)	See KPAY	McCoy
KPAY	1060	10 kw (DA-N)	Full Service/Tak	Westwd Katz McCoy

### FM Stations

KALF	95.7	7 kw @ 1265	Country	Christal	Park Lane	Red Bluff
KFMM	93.9	2 kw @ 1128	AOR	Christal	Park Lane	
KHSL	103.5	1.61 kw @ 1250	Country	Katz	McCoy	Paradise
KLRS	92.7	1.5 kw @ 643	AC	ABC	Allied	
KMXI	95.1	8.17 kw @ 1170	AC	Katz	McCoy	
KPPL	107.5	28 kw @ 633	AC	Christal	Park Lane	Colusa
KRQR	106.7	25 kw @ 207	Progressive AOR	Allied	KLRS/KCEZ	Orland
KZAP	96.7	1.5 kw @ 1289	Classic Rock	Rosin		Paradise

Notes: KFBK: See Sacramento ... 9/96 KDIG-F changed calls to KRQR-F; remains Prog. AOR ... 10/96 KORV changed calls to KJAZ; continues to simulcast Hispanic KZCO-F



# COLUMBIA, MO

Arbitron Rank: 237 Pop (12+) 105,400  
 Market TSL in Hours 19.75  
 Average Person Rating: 15.2

Stations 16 / 14  
 Diaries: 506/208:1/57.0%  
 Sample Target: 440

% Below Line: 1.9  
 % Not Listed: 20.0  
 Total Retail Sales: \$1.6 Bil.

12+ Metro Cume Rtg												
12+ Metro	Format	Fall 96		Spg	Fal	Spg	Fal	12+ Metro	Fall	Spg	Fal	
		1/4	Share	96	95	95	94	Cume	96	96	95	
1 KFRU	FS/T	23	/ 14.4	11.0		9.5		295	28.0	24.8		KFRU
2 KCLR-F	C	22	/ 13.8	12.8		16.2		303	28.7	27.1		KCLR-F
3 KCMQ-F	AOR-NR	13	/ 8.1	11.6		6.8		213	20.2	27.1		KCMQ-F
	KTXY-F	13	/ 8.1	11.0		9.5		262	24.8	27.6		KTXY-F
5 KLSC-F	CL AOR	10	/ 6.3	1.7				160	15.1	4.0		KLSC-F
6 KPLA-F	AC	8	/ 5.0	7.0		6.8		163	15.5	17.4		KPLA-F
	KBXR-F	8	/ 5.0	6.4		4.7		131	12.5	16.1		KBXR-F
8 KFMZ-F	AOR-P	7	/ 4.4	5.2		10.1		173	16.4	21.5		KFMZ-F
9 KTGR	C	6	/ 3.8	1.7				45	4.3	1.6		KTGR
10 KOQL-F	O*	5	/ 3.1	5.2		4.7		118	11.2	14.7		KOQL-F

12+ FM Share (Metro): 75.78 % ( 97 of 128 ) ( Spring 96: 84.93 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KCMQ-F >	1 KCLR-F	1 KCLR-F	1 KFRU	1 KCLR-F >	1 KFRU	1 KFRU	1 KFRU	1 KCLR-F >	1 KTXY-F >>
2 KLSC-F	2 KCMQ-F	2 KFRU >	2 KCLR-F >>	2 KTXY-F >	2 KCLR-F >	2 KCMQ-F <	2 KCLR-F >>	2 KTXY-F	2 KLSC-F
	KCLR-F	3 KFRU	3 KBXR-F	3 KTGR	3 KLSC-F	3 KCLR-F >>	3 KLSC-F	3 KFRU	KFRU
4 KFRU	4 KLSC-F	KLSC-F	4 KPLA-F	KPLA-F	KLSC-F >>	4 KTXY-F	KTXY-F <	4 KLSC-F <	4 KPLA-F
	KTXY-F	5 KTXY-F	KCMQ-F	KFRU	KCMQ-F	5 KPLA-F	5 KBXR-F <	5 KCMQ-F <	KCMQ-F
				KCMQ-F				6 KBXR-F	KCLR-F
				KBXR-F >					

Other Rated Stations				Metro Cume
				Share Rating
KAT-F	C	94.3	California	0.6 / 5.0
KFAL	C	90.0	Fulton	1.3 / 1.7
KMFC-F	REL	92.1	Centralia	1.9 / 6.2
KWWR-F	C	95.7	Mexico	2.5 / 7.9

Other Rated Stations—Outside Market				Metro Cume
				Share Rating
KJMO-F	O	100.1	Jefferson City	0.6 / 3.2
KRES-F	C	104.7	Moberly	1.3 / 2.7

### AM Stations

KFRU	1400	1 kw	Full Service/Talk	ABC, Westwd, CBS	---	Germond/Baugher
KTGR	1580	0.25 kw/10 w	Country	Westwd, CBS	Banner	Zimmer

### FM Stations

KBXR	106.1	23 kw @ 722	AOR	CBS	---	Germond/Baugher	Ashland
KCLR	99.3	33.2 kw @ 591	Country		Banner	Zimmer	Boonville
KCMQ	96.7	18 kw @ 344	AOR-New Rock		Banner	Zimmer	
KFMZ	98.3	23.7 kw @ 712	AOR	ABC	Christal	Contemp. Media	
KLSC	93.9	6 kw @ 328	Classic AOR		---	Zimmer	Boonville
KOQL	102.3	2.2 kw @ 374	Oldies		---	Germond/Baugher	
KPLA	101.5	26.3 kw @ 692	AC		---	Germond/Baugher	
KTXY	106.9	100 kw @ 1250	CHR	ABC	Mc-Guild	Brill	Jefferson City
KWWR	95.7	100 kw @ 995	Country	Westwd	---		Mexico

Notes: \*KOQL-F was cited for a "special station activity" (a contest based on recording in a "20 in a Row Diary" songs played) . . . This is Columbia's first Fall Arbitron . . . 9/96 KTLH-F sold to Zimmer (D+) for \$550,000 . . . 9/96 KTLH-F changed from Soft AC to Classic Rock as KLSC-F

# DANBURY, CT

Arbitron Rank: 191 Pop (12+) 164,700  
 Market TSL in Hours 19.50  
 Average Person Ratings: 14.3

Stations 35 / 5  
 Diaries: 568/290:1/50.9%  
 Sample Target: 580

% Below Line: 51.3  
 % Not Listed: 16.9  
 Total Retail Sales: \$2.6 Bil

12+ Metro	Format	Fall 96		Spq	Fal	Spq	Fal	12+ Metro Cume	Fall	Spq	Fal	
		1/4	Share	96	95	95	94		96	96	95	
1 WDAQ-F	AC	33 / 14.0	15.8	15.4	15.4	12.9	449	27.2	30.6	27.4	WDAQ-F	
2 WFAN	SPRTS	17 / 7.2	5.1	4.2	3.5	8.0	280	17.0	16.2	14.3	WFAN	
	WLAD	17 / 7.2	6.5	5.3	5.8	8.8	242	14.7	17.3	14.3	WLAD	
4 WRKI-F	AOR	15 / 6.4	8.0	9.1	8.8	8.0	359	21.8	22.0	27.8	WRKI-F	
5 WEZN-F	SAC	14 / 5.9	7.2	8.4	5.4	6.8	305	18.5	22.1	19.4	WEZN-F	
6 WOR	T	9 / 3.8	1.8	2.8	1.2	1.6	127	7.7	4.7	8.5	WOR	
7 WAXB-F	O	8 / 3.4	1.4	0.7			204	12.4	6.1	3.5	WAXB-F	
8 WCBS	N	7 / 3.0	3.6	4.2	5.0	5.2	247	15.0	18.2	19.7	WCBS	
	WWYZ-F	7 / 3.0	4.7	3.5	5.4	1.6	139	8.4	10.2	11.7	WWYZ-F	
	WEBE-F	7 / 3.0	2.2	3.2	1.5	3.6	137	8.3	8.6	13.1	WEBE-F	
11 WABC	T	6 / 2.5	1.4	4.8	1.5	5.2	122	7.4	5.7	8.2	WABC	
	WRCH-F	6 / 2.5	0.7				71	4.3	2.7		WRCH-F	

12+ FM Share (Metro): 68.06 % ( 130 of 191 ) ( Spring 96: 73.59 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WDAQ-F >>	1 WDAQ-F >>	1 WDAQ-F >>	1 WDAQ-F	1 WDAQ-F >>	1 WFAN >	1 WDAQ-F	1 WDAQ-F >>	1 WDAQ-F >	1 WEZN-F
2 WRKI-F >>	2 WRKI-F	2 WFAN	WLAD	2 WEZN-F	2 WDAQ-F	2 WFAN	2 WLAD	2 WFAN	2 WDAQ-F
3 WKCI-F	3 WFAN >	3 WRKI-F >	3 WFAN	3 WLAD	3 WRKI-F >	3 WLAD >	3 WRKI-F	3 WRKI-F	3 WRKI-F
	4 WEZN-F	4 WLAD	4 WEZN-F		4 WAXB-F	4 WEZN-F	4 WABC	4 WEZN-F	4 WLAD
	5 WAXB-F >	WEZN-F >	5 WOR	5 WEBE-F		WRKI-F	WEZN-F	5 WOR	WMRQ-F
		WAXB-F		WAXB-F			6 WFAN <		WKCI-F

Other Rated Stations	Metro Share	Cume Rating
WREF ST 850 Ridgefield	0.8 /	2.4

Other Rated Stations—Outside Market	Metro Share	Cume Rating
WALK-F AC 97.5 Patchogue, NY	0.4 /	1.7
WBLS-F B 107.5 New York	0.4 /	1.8
WCBS-F O 101.1 New York	0.8 /	2.5
WDRC-F O 102.9 Hartford	2.1 /	7.1
WEFX-F CL AOR 95.9 Norwalk	0.4 /	2.9
WHTZ-F CHR 100.3 Newark, NJ	1.3 /	4.3
WHUD-F AC 100.7 Peekskill, NY	0.8 /	3.7
WICC FS 600 Bridgeport	1.3 /	2.6
WKCI-F CHR 101.3 New Haven	1.7 /	8.9
WKHL-F O 96.7 Stamford	1.3 /	2.0
WKSS-F CHR 95.7 Meriden	0.8 /	3.5
WKTU-F CHR/U 103.5 Lake Success, NY	0.4 /	2.5
WMRQ-F AOR-NR 104.1 Waterbury	2.1 /	7.0
WNEW-F AOR 102.7 New York	0.8 /	1.6
WPDH-F AOR 101.5 Poughkeepsie, NY	0.4 /	1.7
WPLJ-F CHR-NR 95.5 New York	0.4 /	2.0
WPLR-F AOR 99.1 New Haven	0.8 /	2.5
WQCD-F J 101.9 New York	0.4 /	1.9
WQHT-F U/CHR 97.1 New York	0.8 /	2.3
WSPK-F CHR 104.7 Poughkeepsie, NY	0.4 /	2.7
WXRK-F T/NR 92.3 New York	1.7 /	4.2
WZMX-F O-70S 93.7 Hartford	0.4 /	1.8

### AM Stations

WINE	940	1 kw (Days)	Country	ABC	Mc-Guild	Capstar	Brookfield
WLAD	800	1 kw/286 w	Tak	Taknt, Westwd, BRN	D&R		
WREF	850	2.5 kw (Days)	Oldies	Westwd	---		Ridgefield

### FM Stations

WAXB	105.5	0.9 kw @ 610	Oldies	Westwd	Mc-Guild	Capstar	Patterson, NY
WDAQ	98.3	1.3 kw @ 460	AC		D&R		
WRKI	95.1	50 kw @ 469	AOR		Mc-Guild	Capstar	Brookfield

Notes: Other ranked stations: See Bridgeport, New Haven or New York . . . 796 WINE/WRKI-F sold by Commodore to Capstar

# DOTHAN, AL

Arbitron Rank: 178 Pop (12+) 179,800  
 Market TSL in Hours 21.00  
 Average Person Rating: 15.3

Stations 19 / 13  
 Diaries: 449/400:1/53.9%  
 Sample Target: 420

% Below Line: 10.8  
 % Not Listed: 17.8  
 Total Retail Sales: \$1.88 Bil.

12+ Metro	Format	Fall 96		Spq	Fal	Spq	Fal	12+ Metro Cume	12+ Metro Cume Rtg			
		1/4	Share	96	95	95	94		Fall 96	Spq 96	Fal 95	
1	WTVY-F	C	37 / 13.4	13.7	15.9	19.9	21.8	458	25.5	29.9	24.2	WTVY-F
2	WDJR-F	C	36 / 13.1	10.7	11.5	7.3	7.6	359	20.0	19.1	26.8	WDJR-F
3	WOOF-F	AC	27 / 9.8	14.1	9.6	9.5	10.3	400	22.3	27.1	24.2	WOOF-F
4	WKMX-F	AC/CHR	23 / 8.4	11.1	14.8	11.3	6.9	435	24.2	30.1	33.1	WKMX-F
5	WJUN-F	B	20 / 7.3	8.1	7.0	6.1	9.2	246	13.7	12.9	13.4	WJUN-F
6	WZHT-F	B	16 / 5.8	8.1	4.4	6.1	7.3	210	11.7	15.9	10.5	WZHT-F
7	WRJM-F	SAC	15 / 5.4	3.3	5.6	3.4	5.3	197	10.9	9.3	7.9	WRJM-F
8	WESP-F	O	14 / 5.1	4.1	3.0	5.5	3.4	227	12.6	10.5	12.1	WESP-F
9	WXUS-F	O	7 / 2.5	0.7				56	3.1	3.7		WXUS-F
	WTBB-F	AOR	7 / 2.5		2.6	2.1	4.2	151	8.4		5.1	WTBB-F
11	WOOF	SPRTS	6 / 2.2	0.7	0.4			94	5.2	2.5		WOOF

12+ FM Share (Metro): 97.35 % ( 220 of 226 ) ( Spring 96: 94.85 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WDJR-F	1 WDJR-F	1 WDJR-F	1 WTVY-F >	1 WDJR-F <	1 WTVY-F	1 WDJR-F	1 WTVY-F	1 WDJR-F	1 WJUN-F
2 WKMX-F	2 WOOF-F	2 WTVY-F	2 WDJR-F	2 WOOF-F >	2 WDJR-F	2 WTVY-F	2 WDJR-F >	2 WTVY-F	2 WZHT-F <
3 WOOF-F	3 WTVY-F <	3 WOOF-F >	3 WOOF-F	3 WTVY-F	3 WESP-F >	3 WKMX-F	3 WOOF-F <	3 WOOF-F >	3 WDJR-F <
4 WJUN-F	4 WKMX-F <	4 WESP-F	4 WRJM-F >	4 WJUN-F	4 WOOF-F	4 WOOF-F >	4 WKMX-F >	4 WKMX-F <	4 WKMX-F <
	5 WJUN-F	5 WJUN-F	5 WKMX-F	5 WKMX-F	5 WKMX-F	5 WRJM-F		5 WJUN-F	5 WESP-F
		WKMX-F >							WOOF-F <

Other Rated Stations				Metro Cume Share Rating
WAGF-F	SAC	101.3	Dothan	0.4 / 3.2
WIZB-F	AOR	94.3	Abbeville	1.5 / 5.2
WQLS-F	O	104	Ozark	1.5 / 3.9
WZTZ-F	C	101.1	Eba	0.7 / 2.6

Other Rated Stations—Outside Market				Metro Cume Share Rating
WAMI-F	C	102.5	Opp	1.1 / 3.2
WFSY-F	AC	98.5	Panama City, FL	0.7 / 2.2
WPFM-F	CHR	107.9	Panama City, FL	0.7 / 3.6

### AM Stations

WOOF	560	5 kw/118 w	Sports	1-on-1	---
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### FM Stations

WDJR	96.9	100 kw @ 1027	Country	Mc-Guild	New South	Enterprise
WESP	102.5	10 kw @ 461	Oldies	---		
WJUN	92.1	2.55 kw @ 499	Black	AURN	K&P	WAGF-AF
WKMX	106.7	100 kw @ 1068	AC/CHR	Westwd	Mc-Guild	Enterprise
WOOF	99.7	100 kw @ 984	AC		Banner	
WQLS	103.9	25 kw @ 292	Oldies	CNN	Katz	WTVY
WRJM	93.7	100 kw @ 853	Soft AC	USA	---	Geneva
WTVY	95.5	100 kw @ 1059	Country	ABC	Katz	
WXUS	100.5	2.8 kw @ 476	Oldies	AP	---	Ft. Rucker

Notes:

# DUBUQUE, IA

Arbitron Rank: 216 Pop (12+) 132,800  
 Market TSL in Hours 22.75  
 Average Person Rating: 17.6

Stations 25 / 13  
 Diaries: 558/238:1/62.7%  
 Sample Target: 540

% Below Line: 9.9  
 % Not Listed: 14.1  
 Total Retail Sales: \$1.46 Bil.

12+ Metro	Format	Fall 96		Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume	12+ Metro Cume Rtg			
		1/4	Share						Fall 96	Spg 96	Fal 95	
1 WJOD-F	C	35	15.0	7.3		13.4		317	23.9	20.7		WJOD-F
2 KLYV-F	CHR	27	11.5	9.0		8.7		398	30.0	27.5		KLYV-F
3 KATF-F	AC	26	11.1	12.0		9.8		370	27.9	28.3		KATF-F
4 KDTH	FS	21	9.0	10.3		7.9		332	25.0	19.5		KDTH
5 KGRR-F	O-70S	15	6.4	5.6		7.5		196	14.8	15.0		KGRR-F
6 KGGY-F	CL AOR	14	6.0	4.7		7.5		209	15.8	13.1		KGGY-F
7 KIKR-F	C	11	4.7	5.6		7.5		213	16.0	16.8		KIKR-F
8 WGLR-F	C	10	4.3	3.4		7.5		130	9.8	8.6		WGLR-F
9 WPVL	ST	6	2.6	1.7		0.8		89	6.7	3.4		WPVL
WMT	FS	6	2.6	3.4		0.8		121	9.1	11.0		WMT
WDBQ	FS/T	6	2.6	2.6		2.8		131	9.9	9.0		WDBQ

12+ FM Share (Metro): 78.61 % ( 158 of 201 ) ( Spring 96: 74.76 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KATF-F	1 KATF-F	1 KATF-F <	1 WJOD-F <	1 WJOD-F	1 KATF-F	1 KDTH	1 WJOD-F >	1 WJOD-F >	1 KLYV-F >
2 KLYV-F	2 WJOD-F	2 WJOD-F >	2 KDTH >	2 KATF-F >	2 KGRR-F	2 KLYV-F <	2 KATF-F	2 KATF-F	2 WJOD-F
WJOD-F	3 KLYV-F <	3 KGRR-F	3 KATF-F	3 KIKR-F	WJOD-F	3 WJOD-F <	3 KDTH	3 KLYV-F	3 KATF-F <
4 KGGY-F	4 KGRR-F	4 KGGY-F	4 WGLR-F	4 KLYV-F	4 KGGY-F >	4 KATF-F >	4 KGRR-F	4 KDTH <	4 KGGY-F >>
5 KGRR-F >>	5 KGGY-F >	5 KLYV-F	5 KIKR-F	WGLR-F	5 KLYV-F	5 WGLR-F <	5 KLYV-F	5 KGGY-F	
			KLYV-F			6 KGRR-F			

Other Rated Stations	Metro Cume Share Rating
KDST-F	C 99.3 Dyersville 1.7 / 2.8
WGLR	C 1280 Lancaster, WI 0.4 / 3.1
WPVL-F	O 107.1 Platteville, WI 0.9 / 3.6

Other Rated Stations—Outside Market	Metro Cume Share Rating
KFMW-F	AOR 107.9 Waterloo 1.7 / 4.3
KUUL-F	O 103.7 Davenport 1.3 / 3.8
WBBM	N 780 Chicago 0.4 / 2.8
WCCI-F	C 100.3 Savanna, IL 0.9 / 1.9
WEKZ-F	AC 93.7 Monroe, WI 0.4 / 3.0
WGN	FS/T 720 Chicago 0.4 / 4.2
WIBA-F	AOR 101.5 Madison, WI 0.4 / 1.9
WIZM-F	CHR 93.3 La Crosse, WI 0.4 / 2.1
WMAQ	N 670 Chicago 0.4 / 3.1
WOLX-F	O 94.9 Baraboo, WI 0.4 / 1.9
WPRE-F	C 94.3 Prairie du Chien 0.4 / 1.6

### AM Stations

KDTH	1370	5 kw (DA-N)	Full Service	CBS	Eastman	Woodward
WDBQ	1490	1 kw	Full Service	ABC, Westwd	Banner	Comm. Prop.
WPVL	1590	1 kw/0.5 kw (DA-N)	Standards	ABC	K&P	Platteville, WI

### FM Stations

KATF	92.9	100 kw @ 470	AC	ABC	Eastman	Woodward
KDST	99.3	3 kw @ 300	Country	ABC	---	Dyersville
KGGY	102.3	2.4 kw @ 410	Classic AOR	ABC, Westwd	K&P	WJOD-F
KGRR	97.3	19 kw @ 380	70's Oldies	---	---	Epworth
KIKR	103.3	6.6 kw @ 643	Country	---	---	Asbury
KLYV	105.3	50 kw @ 330	CHR	Westwd	Banner	Comm. Prop.
WGLR	97.7	3.9 kw @ 235	Country	ABC	---	Lancaster, WI
WJOD	107.5	6 kw @ 328	Country	CNN, Westwd	D&R	KGGY-F Galena, IL

Notes: This is Dubuque's first Fall Arbitron

# EAU CLAIRE, WI

Arbitron Rank: 228 Pop (12+) 117,900  
 Market TSL In Hours 22.50  
 Average Person Rating: 17.1

Stations 17 / 12  
 Diaries: 490/241:1/67.2%  
 Sample Target: 490

% Below Line: 3.0  
 % Not Listed: 10.9  
 Total Retail Sales: \$1.56 Bil.

		Fall 96			Spg		Fal		Spg		Fal		12+ Metro Cume Rtg		
12+ Metro	Format	1/4	Share	96	95	95	94	95	94	12+ Metro Cume	Fall 96	Spg 96	Fal 95		
1	WAXX-F	C	42 / 20.8	18.1		22.1		404		34.2	36.0			WAXX-F	
2	WQRB-F	C	36 / 17.8	16.7		14.9		389		33.0	33.0			WQRB-F	
3	WIAL-F	AC/CHR	17 / 8.4	10.3		7.7		315		26.7	30.4			WIAL-F	
4	WBIZ-F	CHR	16 / 7.9	8.3		9.4		380		32.2	29.3			WBIZ-F	
5	WECL-F	O	14 / 6.9	8.9		8.6		171		14.5	16.6			WECL-F	
6	WAYY	T	10 / 4.9	6.4		2.9		136		11.6	10.6			WAYY	
	WEAQ	ST	10 / 4.9	4.4		5.0		93		7.9	9.7			WEAQ	
8	WISM-F	AOR	9 / 4.4	6.9		7.7		169		14.3	20.8			WISM-F	
9	WCFW-F	SAC	7 / 3.5	2.5		3.3		93		7.9	8.6			WCFW-F	
10	WMEQ-F	AOR/CL	6 / 3.0	2.9		1.7		146		12.4	11.1			WMEQ-F	

12+ FM Share (Metro): 86.11 % ( 155 of 180 ) ( Spring 96: 86.77 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WQRB-F	1 WQRB-F >	1 WAXX-F	1 WAXX-F >>	1 WQRB-F >	1 WAXX-F	1 WAXX-F >	1 WAXX-F	1 WAXX-F <	1 WQRB-F
2 WIAL-F	2 WAXX-F >	WQRB-F >>	2 WQRB-F >	2 WAXX-F >	2 WQRB-F >>	2 WQRB-F >>	2 WQRB-F >>	2 WQRB-F >>	2 WAXX-F
3 WAXX-F	3 WIAL-F	3 WIAL-F	3 WECL-F <	3 WIAL-F	3 WMEQ-F	3 WBIZ-F	3 WAYY	3 WIAL-F	3 WIAL-F >
4 WBIZ-F	4 WBIZ-F	WECL-F >	4 WEAQ	4 WECL-F >	WECL-F	WECL-F <	WECL-F	4 WECL-F	4 WBIZ-F
5 WISM-F >	5 WECL-F	5 WBIZ-F >		5 WBIZ-F >>	WAYY	5 WIAL-F	5 WIAL-F	5 WBIZ-F	5 WECL-F >

Other Rated Stations	Metro Share	Cume Rating
WBIZ	SPRTS 1400 Eau Claire	2.5 / 4.3
WWIB-F	REL 103.7 Halle	1.0 / 5.8

Other Rated Stations—Outside Market	Metro Share	Cume Rating
KDWB-F	CHR 101.3 Minneapolis	1.0 / 2.4
KEGE-F	AOR-NR 93.7 Minneapolis	0.5 / 3.7
KQRS-F	CL AOR 92.5 Golden Valley, MN	0.5 / 2.1
WCCN-F	CL AOR 107.5 Nellisville	0.5 / 3.0
WJMC-F	C 96.3 Rice Lake	0.5 / 2.3

### AM Stations

WAYY	790 5 kw (DA-1)	Tak	ABC, Westwd	Katz	Nelson	
WEAQ	1150 5 kw (Days)	Standards	CNN, Westwd	Katz	Nelson	Chippewa Falls

### FM Stations

WAXX	104.5 100 kw @ 1830	Country	ABC	Katz	Nelson	
WBIZ	100.7 100 kw @ 740	CHR		Katz		
WCFW	105.5 3 kw @ 300	SAC	AP	---		Chippewa Falls
WECL	92.9 3.3 kw @ 446	Oldies	Westwd	Katz	Nelson	Ek Mound
WIAL	94.1 85 kw @ 350	Hot AC (AC/CHR)		Katz	Nelson	
WISM	98.1 25 kw @ 279	AOR		---		Altoona
WMEQ	92.1 5.3 kw @ 465	AOR/Classic AOR	Westwd	Katz		Menomonie
WQRB	95.1 7.8 kw @ 561	Country		---		Blomer
WWIB	103.7 100 kw @ 1072	Religion		---		Halle

Notes: This is Eau Claire's first Fall Arbitron . . . 9/96 WBIZ-AF sold for \$3,650,000

# ELMIRA-CORNING, NY

Arbitron Rank: 194 Pop (12+) 158,400	Stations 20 / 16	% Below Line: 4.0
Market TSL In Hours 19.25	Diarles: 376/421:1/60.4%	% Not Listed: 25.3
Average Person Rating: 14.2	Sample Target: 410	Total Retail Sales: \$1.55 Bil.

12+ Metro	Format	Fall 96		Spg 96	Fai 95	Spg 95	Fai 94	12+ Metro Cume	12+ Metro Cume Rtg			
		1/4	Share						Fall 96	Spg 96	Fai 95	
1 WNKI-F	CHR/AC	27	12.0	9.3		11.5		498	31.4	24.8		WNKI-F
2 WLKY-F	CHR	22	9.8	9.7		10.1		351	22.2	20.8		WLKY-F
3 WOKN-F	C	18	8.0	6.9		4.7		193	12.2	12.0		WOKN-F
4 WPGI-F	C	13	5.8	6.1		6.8		197	12.4	12.3		WPGI-F
5 WKPQ-F	CHR	11	4.9	4.9		4.0		157	9.9	11.5		WKPQ-F
6 WCKR-F	C	10	4.4	7.3		4.0		122	7.7	8.6		WCKR-F
7 WENY-F	AC	9	4.0	4.0		6.5		173	10.9	10.3		WENY-F
8 WVIN-F	AC	8	3.6	3.2		4.3		143	9.0	8.5		WVIN-F
WGMM-F	O	8	3.6	2.8		5.4		200	12.6	9.9		WGMM-F
10 WENY	T	7	3.1	1.2		1.8		117	7.4	3.9		WENY

12+ FM Share (Metro): 86.90 % ( 146 of 168 ) ( Spring 96: 88.42 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WNKI-F >	1 WNKI-F >	1 WNKI-F	1 WNKI-F	1 WNKI-F >	1 WOKN-F	1 WNKI-F	1 WNKI-F >	1 WNKI-F	1 WOKN-F <
2 WLKY-F	2 WLKY-F	2 WOKN-F	WPGI-F	2 WLKY-F	2 WNKI-F	2 WLKY-F <	2 WLKY-F	2 WLKY-F >	2 WLKY-F >
3 WOKN-F >	WOKN-F >	3 WLKY-F >	3 WCKR-F	3 WOKN-F	3 WLKY-F	3 WVIN-F	3 WOKN-F	3 WOKN-F	3 WNKI-F
4 WKPQ-F >	4 WKPQ-F >	4 WPGI-F	WOKN-F	4 WPGI-F	WKPQ-F	4 WPGI-F	4 WENY-F <	4 WCKR-F	4 WKPQ-F
		5 WKPQ-F	5 WLKY-F			5 WOKN-F	5 WPGI-F	WPGI-F <	5 WCKR-F
								6 WKPQ-F	

Other Rated Stations				Metro Cume Share Rating
WCBA-F	AC	98.7	Corning	2.2 / 4.7
WCBA	ST	1350	Corning	2.2 / 3.6
WELM	SPRTS	1410	Elmira	1.8 / 4.4
WPHD-F	CL AOR	94.7	Tioga, PA	2.7 / 6.9
WQIX	T	820	Horseheads	2.7 / 6.6

Other Rated Stations—Outside Market				Metro Cume Share Rating
WHGL-F	C	100.3	Canton, PA	0.9 / 5.3
WKLY-F	O	98.9	Rochester	0.4 / 2.5
WNVE-F	AOR-NR	95.1	S. Bristol	1.8 / 5.6
WPCX-F	C	106.9	Auburn	0.9 / 3.8

### AM Stations

WENY	1230	1 kw	Tak	ABC, Westwd	Mc-Guild	Green
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### FM Stations

WCKR	92.1	1.26 kw @ 510	Country	USA	---	---	Hornell
WENY	92.7	1.2 kw @ 716	AC	Westwd	Mc-Guild	Green	
WGMM	97.7	1.3 kw @ 482	Oldies	ABC	Rosin	---	Big Flats
WKPQ	105.3	43 kw @ 530	CHR	ABC	---	---	Hornell
WLKY	94.3	1.75 kw @ 497	CHR	CBS, Westwd	Allied	Pembroke	
WNKI	106.1	50 kw @ 492	CHR/AC	Westwd	---	Sabre	Corning
WOKN	99.5	2.65 kw @ 489	Country		Allied	Pembroke	Southport
WPGI	100.9	3 kw @ 245	Country	ABC	K&P	Sabre	Horseheads
WVIN	98.3	2.75 kw @ 341	AC	CBS	---	Pembroke	Bath

Notes: This is Elmira-Corning's first Fall Arbitron

# FAYETTEVILLE-NW ARKANSAS

Arbitron Rank: 155 Pop (12+) 217,600  
 Market TSL in Hours 18.00  
 Average Person Rating: 13.7

Stations 18 / 17  
 Diaries: 576/378:1/57.5%  
 Sample Target: 590

% Below Line: 0.7  
 % Not Listed: 14.4  
 Total Retail Sales: \$2.5 Bil.

		12+ Metro Cume Rtg										
12+ Metro	Format	Fall 96		Spg	Fal	Spg	Fal	12+ Metro Cume	Fall	Spg	Fal	
		1/4	Share	96	95	95	94		96	96	95	
1	KKIX-F	C	59 / 19.7	18.4	23.0	20.8	23.7	698	32.1	28.7	31.8	KKIX-F
2	KEZA-F	AC	39 / 13.0	11.4	9.7	11.5	10.2	637	29.3	24.6	27.4	KEZA-F
3	KBVA-F	ST	27 / 9.0	4.7	8.3	8.7	9.1	291	13.4	10.3	14.8	KBVA-F
4	KMCK-F	CHR	26 / 8.7	14.2	9.7	9.0	10.2	531	24.4	26.8	23.4	KMCK-F
5	KKEG-F	AOR/CL	21 / 7.0	6.6	11.0	8.0	3.6	327	15.0	17.8	19.7	KKEG-F
6	KAMO-F	C	15 / 5.0	6.3	3.0	3.1	5.5	256	11.7	12.4	9.9	KAMO-F
7	KKZQ-F	AOR	13 / 4.3	5.4	6.7	5.2	5.5	237	10.9	11.5	13.6	KKZQ-F
8	KFAY	T	10 / 3.3	3.5	2.3	3.8	1.8	141	6.5	7.2	7.2	KFAY
9	KDAB-F	G	8 / 2.7	2.2	3.3	0.7	2.9	130	6.0	5.7	7.5	KDAB-F
	KBRS-F	AOR-NR	8 / 2.7	2.5	3.3	4.9	5.5	204	9.4	6.5	8.5	KBRS-F
11	KURM	N/T	6 / 2.0	2.2	1.3	3.5	1.1	113	5.2	5.6	7.3	KURM
	KJEM-F	ST	6 / 2.0	1.3	2.3	2.1	1.1	107	4.9	5.5	5.7	KJEM-F

12+ FM Share (Metro): 90.23 % ( 231 of 256 ) ( Spring 96: 89.74 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KKIX-F	1 KKIX-F	1 KKIX-F	1 KKIX-F	1 KKIX-F >>	1 KEZA-F	1 KKIX-F >>	1 KKIX-F >	1 KKIX-F	1 KMCK-F
2 KMCK-F <	2 KEZA-F >	2 KEZA-F >>	2 KEZA-F <	2 KEZA-F >>	2 KKIX-F	2 KEZA-F	2 KEZA-F	2 KEZA-F >	2 KKIX-F
3 KKEG-F	3 KKEG-F <	3 KKEG-F	3 KBVA-F >>	3 KAMO-F	3 KKEG-F >	3 KKEG-F <	3 KBVA-F >	3 KBVA-F <	3 KEZA-F >>
4 KEZA-F	4 KMCK-F >	4 KKZQ-F	4 KAMO-F	KMCK-F	4 KKZQ-F >	4 KBVA-F	4 KFAY	4 KBVA-F >	4 KKEG-F >>
5 KKZQ-F >>				5 KKZQ-F		5 KMCK-F	KKEG-F		

Other Rated Stations			Metro Cume Share Rating
KFAY-F	C	98.3 Bentonville	1.3 / 5.7
KOFC	REL	1250 Fayetteville	0.7 / 2.0
KREB-F	O	99.5 Huntsville	1.0 / 2.7
KUOA	C	1290 Sibam Springs	1.3 / 2.4
KZRA	SP	1590 Springdale	1.0 / 2.4

Other Rated Stations—Outside Market				Metro Cume Share Rating
KSYN-F	CHR	92.5 Joplin		0.7 / 2.1

### AM Stations

KFAY	1030	10 kw/1 kw (DA-2)	Tak	AP, Westwd, ABC	Rosin	Demaree	Farmington
KURM	790	5 kw/0.5 kw (DA-N)	News/Tak	CBS	---		Rogers

### FM Stations

KAMO	94.3	25.1 kw @ 692	Country	ABC	---		Rogers
KBRS	104.9	2.75 kw @ 485	New Rock		---		Springdale
KBVA	106.5	37 kw @ 567	Standards	CNN	---	Hendren	Bella Vista
KDAB	94.9	21 kw @ 761	Gospel	USA	---		Washington Grove
KEZA	107.9	100 kw @ 1259	AC		Banner	Gulfstar	
KJEM	93.3	100 kw @ 492	Standards	ABC	--		Seigman, MO
KKEG	92.1	7.6 kw @ 531	AOR/Classic AOR	AP	Rosin	Demaree	
KKIX	103.9	100 kw @ 482	Country		Katz	Gulfstar	
KKZQ	101.9	50 kw @ 492	AOR		Katz	Gulfstar	Lowell
KMCK	105.7	100 kw @ 476	CHR	AP	Christal		Sibam Springs

Notes: 8/96 KEZA-F sold by Communications Corp. (Galloway) to Gulfstar for \$6,000,000 . . . 10/96 KKIX-F/KKZQ-F sold by Noalmark to Gulfstar (D+) for \$10,000,000 (Whitley)

# FLORENCE, SC

Arbitron Rank: 196	Pop (12+): 154,600	Stations: 20 / 13	% Below Line: 16.2
Market TSL in Hours: 19.75		Diaries: 583/265:1/51.2%	% Not Listed: 12.3
Average Person Rating: 14.7		Sample Target: 550	Total Retail Sales: \$1.75 Bil.

12+ Metro	Format	Fall 96		Spq 96	Fal 95	Spq 95	Fal 94	12+ Metro Cume	12+ Metro Cume Rtq			
		1/4	Share						Fall 96	Spq 96	Fal 95	
1	WYNN-F	B	34 / 14.9	9.8		13.1		373	24.1	20.6		WYNN-F
2	WYNN	G/B	32 / 14.0	16.3		10.0		295	19.1	21.1		WYNN
3	WHLZ-F	C	19 / 8.3	8.6		8.0		268	17.3	18.9		WHLZ-F
	WJMX-F	CHR	19 / 8.3	6.9		6.4		323	20.9	18.5		WJMX-F
5	WVDM-F	B	16 / 7.0	7.8		6.8		289	18.7	18.9		WVDM-F
6	WEGX-F	C	13 / 5.7	8.6		8.0		200	12.9	15.5		WEGX-F
7	WSQN-F	SAC	11 / 4.8	2.9		1.6		167	10.8	10.1		WSQN-F
8	WDAR-F	C	9 / 3.9	4.5		6.0		180	11.7	10.8		WDAR-F
9	WJMX	N/T	8 / 3.5	2.4		1.6		134	8.6	4.3		WJMX
	WCMG-F	B/AC	8 / 3.5	2.9		3.2		106	6.8	7.1		WCMG-F
11	WMXT-F	AC	7 / 3.1	3.7		0.6		154	9.9	10.2		WMXT-F

12+ FM Share (Metro): 79.00 % ( 158 of 200 ) ( Spring 96: 78.03 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WYNN-F >>	1 WYNN-F >	1 WYNN-F >	1 WYNN >	1 WYNN-F	1 WYNN-F >	1 WYNN-F	1 WYNN	1 WYNN-F	1 WYNN-F >>
2 WJMX-F >	2 WJMX-F >	2 WYNN	2 WHLZ-F	2 WYNN >	2 WJMX-F	2 WYNN <	2 WYNN-F	2 WYNN	2 WVDM-F
3 WVDM-F	3 WYNN	3 WJMX-F	3 WSQN-F	3 WHLZ-F	3 WVDM-F	3 WJMX-F	3 WHLZ-F <	3 WJMX-F	3 WYNN >
4 WDAR-F	4 WVDM-F	4 WHLZ-F	4 WYNN-F	4 WJMX-F	4 WHLZ-F	4 WHLZ-F	4 WJMX-F	4 WHLZ-F <	4 WHLZ-F
WEGX-F	WHLZ-F	5 WVDM-F	5 WEGX-F	WEGX-F	5 WYAV-F	5 WVDM-F	5 WSQN-F	5 WEGX-F <	
WHLZ-F	6 WEGX-F	6 WEGX-F	6 WJMX-F	WSQN-F	WEGX-F >	6 WEGX-F	6 WEGX-F	6 WVDM-F >	
				WMXT-F					

Other Rated Stations				Metro Cume Share	Rating
WBZF-F	AOR-P	100.5	Marion	2.2 / 4.9	
WHSC-F	O	98.5	Hartsville	2.6 / 6.7	
WOLS	ST/REL	1230	Florence	0.9 / 3.8	
WWFN-F	O	100.5	Lake City	1.3 / 5.8	

Other Rated Stations—Outside Market				Metro Cume Share	Rating
WCOS-F	C	97.5	Columbia	0.4 / 2.3	
WXXM-F	CHR	97.7	Georgetown	0.4 / 1.7	
WYAV-F	AOR-CL	104.1	Conway	1.8 / 6.3	
WZFX-F	B	99.1	Whiteville	0.9 / 3.5	

### AM Stations

WJMX	970	10 kw/3 kw (DA-N)	News/Talk	AP	Mc-Guild	Atlantic
WYNN	540	0.25 kw/0.166 kw	Black/Gospel	AURN	Allied	

### FM Stations

WCMG	94.3	1.2 kw @ 500	Black AC	ABC	---	Marion
WDAR	105.5	17 kw @ 400	Country		---	Atlantic
WHLZ	92.5	98.2 kw @ 1170	Country	AP	Mc-Guild	WYMB/WBZF
WHSC	98.5	20 kw @ 136	Oldies		---	GHB
WJMX	103.3	50 kw @ 492	CHR	AP	Mc-Guild	Atlantic
WMXT	102.1	50 kw @ 492	AC	ABC	Regional	
WSQN	102.9	2.9 kw @ 466	Soft AC		Mc-Guild	Atlantic
WWFN	100.1	3.3 kw @ 433	Oldies	ABC	K&P	
WYNN	106.3	6 kw @ 328	Black	AURN	Allied	

Notes: WVDM-F: See Columbia; WEGX-F: See Fayetteville, NC . . . This is Florence's first Fall Arbitron . . . 9/96 WKSX-F changed from Soft AC to Progressive AOR (AOR-P) as WBZF-F



# HAGERSTOWN-CHAMBERSBURG-WAYNESBORO, MD-PA

Arbitron Rank: 159 Pop (12+) 214,800	Stations 29 / 14	% Below Line: 18.6
Market TSL in Hours 20.75	Diaries: 687/313:1/63.6%	% Not Listed: 22.5
Average Person Rating: 15.5	Sample Target: 620	Total Retail Sales: \$2.12 Bil.

12+ Metro	Format	Fall 96		Spq 96	Fal 95	Spq 95	Fal 94	12+ Metro Cume	12+ Metro Cume Rtg			
		1/4	Share						Fall 96	Spq 96	Fal 95	
1	WAYZ-F	C	46 / 13.8	13.2	10.8	17.9	16.2	585	27.2	24.6	23.4	WAYZ-F
2	WIKZ-F	AC/CHR	33 / 9.9	8.2	8.2	7.4	4.7	487	22.7	20.4	19.0	WIKZ-F
3	WWMD-F	EZ	22 / 6.6	5.0	6.7	4.1	5.5	211	9.8	8.7	9.5	WWMD-F
4	WARX-F	O	18 / 5.4	5.3	4.7	2.5	1.6	274	12.7	12.7	13.1	WARX-F
	WFRE-F	C	18 / 5.4	7.1	7.3	8.0	6.0	307	14.3	15.8	17.7	WFRE-F
6	WSRT-F	CL AOR	16 / 4.8	4.4	5.0	1.7	3.3	298	13.9	13.0	14.7	WSRT-F
7	WQCM-F	AOR	12 / 3.6	6.2	6.1	6.1	5.2	202	9.4	15.0	12.3	WQCM-F
8	WYII-F	C	9 / 2.7	3.8	3.2	5.2	6.9	156	7.3	7.7	5.9	WYII-F
	WKSL-F	C	9 / 2.7	2.4	4.1	3.0	3.6	162	7.5	5.5	9.3	WKSL-F
	WCHA	C	9 / 2.7	3.5	2.6	2.2	1.9	148	6.9	7.1	7.0	WCHA
11	WJEJ	FS	8 / 2.4	2.1	3.2	3.9	2.7	109	5.1	4.0	5.8	WJEJ

12+ FM Share (Metro): 87.26 % ( 226 of 259 ) ( Spring 96: 86.69 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WAYZ-F	1 WAYZ-F	1 WAYZ-F	1 WAYZ-F	1 WAYZ-F	1 WAYZ-F >	1 WAYZ-F	1 WAYZ-F >	1 WAYZ-F	1 WAYZ-F
WIKZ-F >	2 WIKZ-F >	2 WIKZ-F >	2 WWMD-F >	2 WIKZ-F >>	2 WIKZ-F	2 WIKZ-F >	2 WIKZ-F	2 WIKZ-F >	WIKZ-F >
3 WSRT-F	3 WSRT-F <	3 WARX-F	3 WARX-F <	3 WARX-F >	3 WARX-F	3 WWMD-F	3 WWMD-F >	3 WFRE-F	3 WWMD-F
4 WQCM-F >>	4 WARX-F	4 WFRE-F	4 WIKZ-F <	4 WQCM-F	4 WQCM-F	4 WARX-F <	4 WARX-F	4 WARX-F	4 WARX-F
	5 WSRT-F >	5 WSRT-F >	5 WFRE-F >	WFRE-F	WFRE-F >>	5 WFRE-F	5 WSRT-F	5 WWMD-F	5 WKYS-F
									WKSL-F

Other Rated Stations				Metro Cume Share Rating
WARK	T	1490	Hagerstown	1.5 / 4.6
WCBG	O	1590	Chambersburg	0.6 / 2.3
WHAG	T	1410	Halfway	1.5 / 4.3
WKMZ-F	CL AOR	97.5	Martinsburg, WV	0.9 / 6.0

Other Rated Stations—Outside Market				Metro Cume Share Rating
WASH-F	AC	97.1	Washington	0.9 / 2.2
WBIG-F	O	100.3	Washington	1.5 / 4.4
WFGY-F	C	98.1	Altoona, PA	0.9 / 2.9
WHP	FS/T	580	Harrisburg, PA	1.2 / 2.4
WVNC-F	AC/CHR	92.5	Winchester, VA	0.9 / 4.7
WYYY-F	AOR	97.9	Baltimore	0.6 / 3.2
WKYS-F	B	93.9	Washington	1.8 / 4.3
WNNK-F	CHR	104.1	Harrisburg, PA	0.6 / 3.1
WQXA-F	AOR-NR	105.7	York, PA	1.2 / 2.4
WRVV-F	AC/CHR	97.3	Harrisburg, PA	0.6 / 1.8
WVDC-F	AOR/CL	101.1	Washington	1.8 / 6.2
WVVC-F	CHR/CL	103.9	Braddock Hts.	0.6 / 2.0
WWZZ-F	CHR/U	104.1	Waldorf, MD	0.0 / 0.2
WYCR-F	CHR	98.5	Hanover, PA	0.6 / 4.0

### AM Stations

WCBG	1590	5 kw/1 kw (DA-N)	Oldies	Westwd	---	VerStandig	Chambersburg
WCHA	800	1 kw/0.2 kw	Country	ABC	---	WIKZ-F/WKSL-F	Chambersburg
WJEJ	1240	1 kw	Full Service/SAC	CBS	---	WWMD-F	Hagerstown

### FM Stations

WARX	106.9	15.5 kw @ 853	Oldies	Westwd	K&P	WARK	Hagerstown
WAYZ	101.5	50 kw @ 230	Country	AP, Westwd	---	VerStandig	Waynesboro
WIKZ	95.1	50 kw @ 449	AC/CHR	---	---	WCHAWKSL-F	Chambersburg
WKSL	94.3	3.5 kw @ 430	Country	AP	---	WCHAWIKZ-F	Greencastle
WQCM	96.7	4.8 kw @ 165	AOR	ABC	Dome	WHAG (AM)	Halfway, MD
WSRT	92.1	3.3 kw @ 295	Classic AOR	Westwd	---	VerStandig	Mercersburg
WWMD	104.7	8.3 kw @ 1378	Easy Listening	---	---	WJEJ	Hagerstown
WYII	95.9	3 kw @ 300	Country	Westwd	---	---	Williamsport

Notes: WFRE-F: See Frederick in American Radio Small Market Edition . . . 12/96 WKSL-F sold to WCHAWIKZ-F for \$1,050,000

# JOPLIN, MO

Arbitron Rank: 223 Pop (12+) 121,500  
 Market TSL in Hours 19.00  
 Average Person Rating: 14.2

Stations 15 / 15  
 Diaries: 350/347:1/58.8%  
 Sample Target: 330

% Below Line: 0.0  
 % Not Listed: 18.5  
 Total Retail Sales: \$1.59 Bll.

12+ Metro	Format	Fall 96		Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume	12+ Metro Cume Rtg			
		1/4	Share						Fall 96	Spg 96	Fal 95	
1 KSYN-F	CHR	26 / 15.0	12.3	13.2		405		33.3	29.8		KSYN-F	
2 KXDG-F	AOR	22 / 12.7	14.2	4.9		203		16.7	22.7		KXDG-F	
3 KJKT-F	C	15 / 8.7	10.8	9.9		208		17.1	20.5		KJKT-F	
KIXQ-F	C	15 / 8.7	12.3	15.4		240		19.8	25.4		KIXQ-F	
5 KWAS	ST	12 / 6.9	3.3	3.3		109		8.9	4.9		KWAS	
6 KMXL-F	SAC	9 / 5.2	7.1	6.6		117		9.7	11.0		KMXL-F	
KMOQ-F	O	9 / 5.2	5.2	6.6		138		11.3	12.3		KMOQ-F	
8 KKOW	C	7 / 4.0	2.8	0.5		121		10.0	7.3		KKOW	
9 KKOW-F	C	6 / 3.5	4.7	3.3		98		8.1	12.6		KKOW-F	
KDMO	C	6 / 3.5	1.4			117		9.6	5.7		KDMO	

12+ FM Share (Metro): 78.72 % ( 111 of 141 ) ( Spring 96: 87.01 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KXDG-F	1 KXDG-F	1 KXDG-F	1 KWAS <	1 KIXQ-F	1 KXDG-F >>	1 KSYN-F	1 KXDG-F	1 KXDG-F <	1 KSYN-F
2 KSYN-F >	2 KSYN-F >	2 KIXQ-F	2 KIXQ-F	2 KMXL-F	2 KMOQ-F	2 KJKT-F	2 KSYN-F	2 KSYN-F	2 KXDG-F >
3 KJKT-F >	3 KJKT-F	KSYN-F	3 KXDG-F	KSYN-F	3 KJKT-F	3 KXDG-F	3 KIXQ-F	3 KIXQ-F >	3 KIXQ-F >
4 KIXQ-F	4 KIXQ-F	4 KJKT-F	4 KJKT-F	4 KJKT-F >	KSYN-F	4 KIXQ-F	KWAS <	4 KJKT-F	4 KJKT-F
5 KMXL-F >	5 KMOQ-F	5 KMOQ-F >>	KMOQ-F	5 KXDG-F >	5 KIXQ-F >	5 KDMO	5 KJKT-F	5 KWAS	KMOQ-F
	KMXL-F >	KMXL-F				KKOW			

Other Rated Stations				Metro Cume Share	Rating
KBTN-F	C	99.7	Neosho	2.3 / 3.8	
KBTN	C	1420	Neosho	1.2 / 3.8	
KOCD-F	CL AOR	105.3	Columbus, KS	1.7 / 4.4	
KWXD-F	O	103.5	Asbury	1.2 / 4.2	
WMBH	T	1450	Joplin	1.7 / 5.0	

### AM Stations

KDMO	1490	1 kw	Country	ABC	Unirep	KMXL-F	Carthage
KKOW	860	10 kw/5 kw (DA-N)	Country	CBS	Mc-Guild		Pittsburg, KS
KWAS	1230	1 kw	Standards	ABC	Katz	KOCD-F	

### FM Stations

KIXQ	93.9	50 kw @ 500	Country	ABC	Banner	Hendren	Webb City
KJKT	102.5	100 kw @ 410	Country		Banner	Hendren	
KKOW	96.9	100 kw @ 390	Country	CBS	Mc-Guild		Pittsburg, KS
KMOQ	107.1	6 kw @ 300	Oldies	ABC	Katz		Baxter Springs
KMXL	95.1	50 kw @ 472	Soft AC	ABC	Unirep	KDMO	Carthage
KSYN	106.5	100 kw @ 430	CHR		Banner	Hendren	
KXDG	97.9	3.4 kw @ 443	AOR		Banner	Hendren	Webb City

Notes: This is Joplin's first Fall Arbitron

# KILLEEN-TEMPLE, TX

Arbitron Rank: 143 Pop (12+) 260,100  
 Market TSL In Hours 20.00  
 Average Person Rating: 15.2

Stations 20 / 9  
 Diaries: 573/454:1/49.2%  
 Sample Target: 620

% Below Line: 32.8  
 % Not Listed: 17.2  
 Total Retail Sales: \$1.94 Bil.

12+ Metro	Format	Fall 96		Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume	12+ Metro Cume Rtg			
		1/4	Share						Fall 96	Spg 96	Fal 95	
1	KIIZ-F	B	61 / 15.4	18.9		23.2		539	20.7	24.4		KIIZ-F
2	WACO-F	C	46 / 11.6	5.9		9.4		479	18.4	17.2		WACO-F
3	KOOV-F	C	35 / 8.8	6.1		5.3		391	15.0	14.0		KOOV-F
4	KWTF-F	CHR	28 / 7.1	10.9		7.8		605	23.2	23.6		KWTF-F
5	KOOC-F	AC	26 / 6.6	9.3		7.5		381	14.6	14.9		KOOC-F
6	KKIK-F	C	22 / 5.6	5.6		6.3		349	13.4	12.3		KKIK-F
7	KLFX-F	AOR	19 / 4.8	6.1		2.8		235	9.0	11.0		KLFX-F
8	KUTZ-F	AOR	14 / 3.5	3.2		3.4		267	10.3	9.9		KUTZ-F
9	KNRV-F	CHR	13 / 3.3	2.4		2.5		320	12.3	8.9		KNRV-F
10	KAJZ-F	J	12 / 3.0	2.9		3.4		206	7.9	7.6		KAJZ-F

12+ FM Share (Metro): 92.68 % ( 304 of 328 ) ( Spring 96: 94.70 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WACO-F	1 KIIZ-F	1 KIIZ-F >	1 KOOV-F	1 KIIZ-F	1 KIIZ-F	1 KIIZ-F <	1 WACO-F	1 KIIZ-F >	1 KIIZ-F >>
2 KIIZ-F >	2 WACO-F >	2 WACO-F	2 KIIZ-F	2 KOOV-F	2 WACO-F >	2 WACO-F <	2 KIIZ-F	2 WACO-F >	2 WACO-F
3 KWTF-F	3 KOOC-F <	3 KOOV-F	3 KKIK-F	3 KOOC-F	3 KOOV-F <	3 KOOV-F	3 KOOV-F <	3 KOOV-F <	3 KOOV-F <
4 KLFX-F	4 KWTF-F	4 KOOC-F	4 WACO-F <	4 WACO-F	4 KLFX-F	4 KOOC-F <	4 KOOC-F	4 KWTF-F <	4 KWTF-F >
5 KOOC-F <	KOOV-F	5 KWTF-F	5 KOOC-F	5 KWTF-F	KOOC-F	5 KWTF-F	5 KWTF-F	5 KKIK-F <	5 KNRV-F
6 KUTZ-F	6 KLFX-F			6 KWTF-F			KLFX-F	6 KLFX-F	KOOC-F >

Other Rated Stations				Metro Cume Share Rating
KLTD-F	REL	101.7	Temple	1.3 / 5.2
KTEM	T	1400	Temple	2.5 / 7.5
KTON	REL	940	Belton	1.8 / 2.5

Other Rated Stations—Outside Market				Metro Cume Share Rating
KCKR-F	C	95.5	Waco	1.0 / 3.2
KEYI-F	O	103.5	San Marcos	1.3 / 3.8
KHFI-F	CHR	96.7	Georgetown	1.0 / 4.6
KLBJ-F	AOR	93.7	Austin	0.5 / 2.8
KNNC-F	AOR-NR	107.7	Georgetown	1.5 / 4.8
KWOW-F	O	103.3	Cifton	0.5 / 2.3
WBAP	FS/T	820	Ft. Worth	1.8 / 5.7

### FM Stations

KIIZ	92.3	3 kw @ 259	Black	ABC	Christal	Capstar	
KKIK	104.3	34 kw @ 597	Country		---	Chaney	
KLFX	107.3	1.65 kw @ 581	AOR		Christal		Nolanville
KNRV	105.5	7.8 kw @ 587	CHR-NR		Banner	Chaney	Harker Heights
KOOC	106.3	11.5 kw @ 490	AC	ABC	Allied		Belton
KOOV	103.1	6.3 kw @ 66	Country	ABC	Allied		Copperas Cove

Notes: Other ranked stations: See Austin or Waco . . . This is Killeen-Temple's first Fall Arbitron

# LA CROSSE, WI

Arbitron Rank: 249 Pop (12+) 85,100  
 Market TSL in Hours 19.25  
 Average Person Rating: 14.7

Stations 16 / 14  
 Diaries: 394/216:1/58.4%  
 Sample Target: 410

% Below Line: 1.6  
 % Not Listed: 14.4  
 Total Retail Sales: \$1.28 Bil.

### 12+ Metro Cume Rtg

12+ Metro	Format	Fall 96 1/4 Share	Spq 96	Fal 95	Spq 95	Fal 94	12+ Metro Cume	Fall 96	Spq 96	Fal 95	
1 WIZM-F	CHR	16 / 12.8	16.1		20.9		342	40.2	47.6		WIZM-F
2 WQJY-F	AOR	13 / 10.4	8.1		4.3		133	15.6	18.3		WQJY-F
3 WQCC-F	C	12 / 9.6	8.9		13.7		175	20.6	20.8		WQCC-F
4 KQEG-F	O	11 / 8.8	7.3		5.0		194	22.8	18.9		KQEG-F
5 WLXR-F	AC	8 / 6.4	4.0		2.2		118	13.8	15.4		WLXR-F
WLFN	ST	8 / 6.4	3.2		4.3		86	10.1	8.3		WLFN
WKTY	SPRTS	8 / 6.4	9.7		4.3		201	23.6	19.5		WKTY
WCOW-F	C	8 / 6.4	5.6		7.2		140	16.5	14.8		WCOW-F
9 WIZM	NT	7 / 5.6	7.3		7.2		108	12.6	17.2		WIZM
10 WTRV-F	C	4 / 3.2	7.3		4.3		91	10.7	14.2		WTRV-F

12+ FM Share (Metro): 75.70 % ( 81 of 107 ) ( Spring 96: 75.00 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WIZM-F	1 WQJY-F	1 WQJY-F	1 KQEG-F	1 WIZM-F	1 WQJY-F >	1 WIZM-F	1 WQJY-F	1 WQCC-F <	1 WIZM-F >>
2 WQJY-F >	2 WIZM-F <	2 KQEG-F	2 WLFN	WQCC-F	2 KQEG-F >	2 WQJY-F	2 KQEG-F	2 WIZM-F <	2 WKBH-F
3 WQCC-F	3 KQEG-F	3 WQCC-F	3 WQCC-F	3 WLXR-F	3 WCOW-F	3 WQCC-F	3 WQCC-F	3 WQJY-F <	WQCC-F
4 WCOW-F	4 WQCC-F >	4 WCOW-F	WKTY	KQEG-F	WQCC-F >	4 WCOW-F	4 WIZM-F	4 KQEG-F	4 KQEG-F
WLXR-F	5 WCOW-F	WIZM-F >	5 WQJY-F	5 WQJY-F		WLFN <	5 WLXR-F	5 WCOW-F	
	WLXR-F >>		WIZM	WCOW-F >		6 KQEG-F <	WKTY		

Other Rated Stations	Metro Share	Cume Rating
KQYB-F C 98.3 Spring Grove, MN	0.8	2.5
KSOF-F SAC 94.7 Caledonia, MN	2.4	7.6
WKBH-F AOR 105.5 Trempealeau	2.4	7.7
WKBH SPRTS 1570 Holmen	2.4	9.3

Other Rated Stations—Outside Market	Metro Share	Cume Rating
KHME-F SAC 101.1 Winona, MN	0.8	2.9
KROC-F CHR 106.9 Rochester, MN	0.8	3.8

### AM Stations

WIZM 1410 5 kw (DA-2)	News/Talk	ABC, Westwd, Tknt	Christal	Midwest Family
WKTY 580 5 kw/1 kw (DA-2)	Sports	ABC, 1-on-1, SBUSA	Katz	Midwest Family
WLFN 1490 1 kw	Standards	CNN, Westwd	Rosin	Comm. Prop.

### FM Stations

KQEG 102.7 3.1 kw @ 863	Oldies	ABC	K&P	La Crescent, MN
WCOW 97.1 100 kw @ 587	Country	ABC	O'Malley	Sparta
WIZM 93.3 100 kw @ 1000	CHR	ABC	Christal	Midwest Family
WLXR 104.9 3.4 kw @ 440	AC	Westwd, CNN	Allied	Comm. Prop.
WQCC 106.3 18 kw @ 389	Country		Banner	Comm. Prop.
WQJY 100.1 1.8 kw @ 426	AOR	CBS, ABC	---	WKBH-AF W. Salem
WTRV 95.7 50 kw @ 492	Country	Westwd	Katz	Midwest Family

Notes: This is La Crosse's first Fall Arbitron

# MARION-CARBONDALE (Southern IL.)

Arbitron Rank: 204 Pop (12+) 139,400	Stations 24 / 16	% Below Line: 14.3
Market TSL in Hours 18.25	Diaries: 446/313:1/65.2%	% Not Listed: 13.2
Average Person Rating: 13.6	Sample Target: 380	Total Retail Sales: \$1.56 Bil.

12+ Metro	Format	Fall 96		Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume	12+ Metro Cume Rtg			
		1/4	Share						Fall 96	Spg 96	Fal 95	
1 WDDD-F	C	31 / 16.3	14.0	14.0		18.7		392	28.1	30.6		WDDD-F
2 WOOZ-F	C	26 / 13.7	13.1	13.1		13.1		307	22.0	25.5		WOOZ-F
3 WCIL-F	CHR	16 / 8.4	10.3	10.3		6.5		345	24.7	26.6		WCIL-F
4 WTOA-F	AOR	13 / 6.9	8.4	8.4		13.6		276	19.8	23.5		WTAO-F
5 WUEZ-F	EZ	10 / 5.3	5.6	5.6		2.8		127	9.1	8.9		WUEZ-F
6 WVZA-F	CHR	9 / 4.7	5.6	5.6		3.7		206	14.8	18.9		WVZA-F
7 KGMO-F	O-70S	8 / 4.2	4.7	4.7		7.0		185	13.2	14.6		KGMO-F
8 WQRL-F	O	7 / 3.7	1.9	1.9		0.9		108	7.8	5.5		WQRL-F
9 WBVN-F	REL	6 / 3.2				0.5		81	5.8			WBVN-F
10 WQUL-F	O	4 / 2.1	0.5	0.5		0.5		70	5.0	2.7		WQUL-F
WJPF	T	4 / 2.1	1.9	1.9		2.3		68	4.9	0.0		WJPF

12+ FM Share (Metro): 89.09 % ( 147 of 165 ) ( Spring 96: 90.27 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WCIL-F	1 WDDD-F	1 WDDD-F	1 WDDD-F >	1 WDDD-F >	1 WOOZ-F	1 WDDD-F	1 WDDD-F	1 WDDD-F	1 WDDD-F
WTAO-F	WOOZ-F >	2 WOOZ-F >>	2 WOOZ-F >	2 WOOZ-F >	2 WDDD-F >	2 WOOZ-F >>	2 WOOZ-F >	WOOZ-F >	WOOZ-F
WOOZ-F >	3 WTAO-F	3 WTAO-F	3 WUEZ-F >>	3 WBVN-F	3 WTAO-F	3 WCIL-F <	3 WCIL-F	3 WCIL-F	3 WCIL-F
4 WVZA-F	WCIL-F >	KGMO-F		4 WCIL-F	4 KGMO-F >>	4 WTAO-F	4 WUEZ-F >	4 WTAO-F	4 WTAO-F >
5 WDDD-F >>	5 KGMO-F	5 WBVN-F		KGMO-F >		5 WVZA-F <	5 WTAO-F	5 KGMO-F	5 WBVN-F
	WVZA-F					6 WUEZ-F			WVZA-F >

Other Rated Stations	Metro Share	Cume Rating
WCIL T 1020	Carbondale	1.1 / 3.2
WDDD C 810	Johnston City	1.6 / 5.5
WFRX T 1300	W. Frankfort	1.1 / 3.0
WGGH G 1150	Marion	1.1 / 3.8
WINI T 1420	Murphysboro	1.6 / 3.7
WXAN-F REL 103.9	Ava	1.6 / 5.5
WXL-T-F SAC 95.1	Carterville	1.6 / 5.9

Other Rated Stations—Outside Market	Metro Share	Cume Rating
KEZS-F C 102.9	Cape Girardeau	1.6 / 6.5
KMJM-F B 107.7	St. Louis	0.5 / 2.5
KMOX NT 1120	St. Louis	1.1 / 2.4
KPNT-F AOR-P 105.7	St. Genevieve	1.1 / 6.9
WMIX-F C 94.1	Mt. Vernon	1.6 / 2.7
WRAJ-F AC/CHR 96.5	Anna	1.1 / 3.4

### AM Stations

WINI 1420 0.42 kw (DA-N)	Tak	UBN, TARN	Roberts	Murphysboro
WJPF 1340 1 kw	Tak	ABC, Westwd	---	Herrin

### FM Stations

KEZS 102.9 100 kw @ 948	Country	ABC, Westwd	Banner Zimmer	Cape Girardeau	
KGMO 100.7 100 kw @ 989	70's Oldies	Westwd	Eastman Withers	Cape Girardeau	
WBVN 104.5 3 kw @ 328	Religion		---	Carrier Mills	
WCIL 101.5 50 kw @ 350	CHR	ABC, CNN	---	Zimmer	Carbondale
WDDD 107.3 50 kw @ 492	Country		---	WDDD/WVZA	Marion
WOOZ 99.9 32 kw @ 650	Country	Westwd	Banner Zimmer	Harrisburg	
WQRL 106.3 12.5 kw @ 459	Oldies	Westwd	---		Benton
WQUL 97.7 3.5 kw @ 433	Oldies	ABC	---	WFRX	W. Frankfort
WTAO 105.1 25 kw @ 328	AOR	Westwd	Christal Comm. Svc.	Murphysboro	
WUEZ 103.5 6 kw @ 328	Easy Listening		---		Christopher
WVZA 92.7 3.3 kw @ 430	CHR	ABC	---	WDDD	Herrin

Notes: This is Marion-Carbondale's first Fall Arbitron . . . 10/96 WFRX-F changed from Variety to Oldies as WQUL-F

# MERCED, CA

Arbitron Rank: 188	Pop (12+): 169,600	Stations: 31 / 9	% Below Line: 56.4
Market TSL in Hours: 21.00		Diaries: 543/312:1/49.3%	% Not Listed: 18.7
Average Person Rating: 14.9		Sample Target: 580	Total Retail Sales: \$1.15 Bil.

12+ Metro	Format	Fall 96		Spg 96	Fal 96	Spg 95	Fal 94	12+ Metro Cume	12+ Metro Cume Rtg			
		1/4	Share						Fall 96	Spg 96	Fal 96	
1 KHTN-F	CHR	32 / 12.7	12.3	13.5	8.9	14.1	453	26.7	25.3	28.1	KHTN-F	
2 KUBB-F	C	19 / 7.5	8.5	10.2	8.2	7.6	261	15.4	17.9	18.5	KUBB-F	
3 KATM-F	C	18 / 7.1	3.8	6.1	3.1	5.6	179	10.5	9.0	10.2	KATM-F	
4 KHOP-F	AOR	17 / 6.7	5.8	3.3	8.2	5.2	209	12.3	12.3	9.0	KHOP-F	
5 KMJ	N/T	13 / 5.2	5.0	5.7	3.9	6.4	95	5.6	8.6	8.3	KMJ	
6 KABX-F	O	10 / 4.0	6.5	5.7	6.6	6.0	217	12.8	16.2	13.8	KABX-F	
7 KLOQ-AF	SP	9 / 3.6	3.1	2.4	0.4	0.4	104	6.1	3.7	3.7	KLOQ-AF	
8 KSKS-F	C	9 / 3.6	3.1	4.9	6.6	5.6	167	9.8	9.0	11.4	KSKS-F	
9 KIBG-F	AC	8 / 3.2	2.7		3.5	3.2	84	5.0	6.0		KIBG-F	
10 KOSO-F	AC/CHR	8 / 3.2	2.3	2.0	1.6	2.0	112	6.6	5.6	6.0	KOSO-F	

12+ FM Share (Metro): 82.93 % ( 170 of 205 ) ( Spring 96: 82.38 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KHTN-F >	1 KHTN-F	1 KATM-F	1 KUBB-F	1 KATM-F	1 KATM-F	1 KHTN-F <	1 KHTN-F	1 KHTN-F >	1 KHTN-F >>
2 KHOP-F >	2 KATM-F	2 KHTN-F	2 KATM-F	2 KHTN-F >	2 KHOP-F	2 KHOP-F	2 KUBB-F	2 KATM-F	2 KUBB-F
3 KOSO-F	KHOP-F >	3 KHOP-F	3 KABX-F	3 KUBB-F	3 KHTN-F	3 KUBB-F	3 KATM-F <	3 KUBB-F	3 KMJ
4 KMJ	4 KUBB-F	4 KUBB-F	KMJ	KOSO-F	4 KUBB-F	4 KMJ	4 KMJ	4 KHOP-F >	KHOP-F >
KATM-F	5 KOSO-F	5 KABX-F	5 KNBR	KHOP-F	KABX-F	5 KABX-F	5 KHOP-F		
KIBG-F						6 KATM-F			

Other Rated Stations				Metro Cume Share Rating
KFIE-F	SP	107.7	Merced	1.6 / 4.7
KQLB-F	C	106.9	Los Banos	2.0 / 3.1
KVRQ-F	CL AOR	92.5	Atwater	2.0 / 7.3
KYOS	T	1580	Merced	1.2 / 4.3

Other Rated Stations—Outside Market				Metro Cume Share Rating
KAAT-F	SAC	103.1	Oakhurst	1.6 / 2.9
KBAY-F	SAC	100.3	San Jose	1.2 / 2.0
KBOS-F	CHR	94.9	Tulare	0.4 / 2.1
KCBS	N/T	740	San Francisco	0.8 / 3.5
KHKK-F	O-70S	104.1	Modesto	0.8 / 3.2
KJSN-F	AC	102.3	Modesto	0.4 / 2.8
KKDJ-F	SP	105.9	Fresno	1.2 / 1.8
KLBN-F	SP	105.1	Auberry	1.2 / 3.3
KNBR	SPRTS	680	San Francisco	2.4 / 3.7
KNTD-F	SP	95.9	Livingston	1.6 / 5.6
KOQO-F	SP	101.9	Fresno	1.6 / 4.8
KTRB	SP	860	Modesto	2.4 / 4.4
KWNN-F	CHR	98.3	Turlock	2.0 / 6.2
KZFO-F	SP	92.1	Madera	0.4 / 2.9

### AM Stations

KLOQ	1580	1 kw/0.3 kw	Hispanic	Caballero
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### FM Stations

KABX	97.5	50 kw @ 490	Oldies	ABC	Christal	KIBG	
KIBG	106.3	2.95 kw @ 476	AC	Westwd	Christal	KABX	
KLOQ	98.7	6 kw @ 246	See KLOQ				Winton
KUBB	96.3	1.95 kw @ 2112	Country	Westwd	D&R	Buckley	Mariposa
KVRQ	92.5	6 kw @ 328	Classic Rock		---	Clarke	Atwater

Notes: Other ranked stations: See Fresno, Modesto or Stockton

# MONROE, LA

Arbitron Rank: 226 Pop (12+) 118,700  
 Market TSL In Hours 20.00  
 Average Person Rating: 14.6

Stations 17 / 14  
 Diaries: 375/317:1/46.8%  
 Sample Target: 350

% Below Line: 5.8  
 % Not Listed: 16.8  
 Total Retail Sales: \$1.56 Bil.

12+ Metro	Format	Fall 96		Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume	12+ Metro Cume Rtg			
		1/4	Share						Fall 96	Spg 96	Fal 95	
1	KRVV-F	B	21 / 12.2	16.2		9.8		252	21.3	25.5		KRVV-F
2	KJLO-F	C	20 / 11.6	16.8		17.9		341	28.8	33.8		KJLO-F
3	KYEA-F	B	19 / 11.0	13.9		16.2		264	22.2	23.6		KYEA-F
4	KNOE-F	CHR	12 / 6.9	7.5		7.5		236	19.8	22.5		KNOE-F
5	KXKZ-F	C	9 / 5.2	2.3		2.3		192	16.1	12.2		KXKZ-F
6	KLIP-F	O-70S	8 / 4.6	4.0		10.4		169	14.3	12.0		KLIP-F
	KNOE	ST	8 / 4.6	2.9		4.6		91	7.7	7.9		KNOE
	KMYF-F	C	8 / 4.6	9.8		3.5		217	18.3	21.4		KMYF-F
	KLMB-F	B/AC	8 / 4.6					108	9.1			KLMB-F
10	KXLA	G	7 / 4.1	6.4		1.7		48	4.1	3.8		KXLA

12+ FM Share (Metro): 85.42 % ( 123 of 144 ) ( Spring 96: 86.27 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KRVV-F >	1 KRVV-F <	1 KJLO-F	1 KJLO-F	1 KRVV-F	1 KJLO-F >	1 KJLO-F	1 KJLO-F >	1 KRVV-F	1 KRVV-F
2 KNOE-F	2 KJLO-F <	KRVV-F >	2 KYEA-F	2 KJLO-F	2 KLIP-F	2 KYEA-F	2 KRVV-F	2 KJLO-F	2 KYEA-F >
KYEA-F >	3 KYEA-F	3 KYEA-F	3 KNOE	KYEA-F	KRVV-F	3 KRVV-F	3 KYEA-F <	3 KYEA-F	3 KNOE-F
KJLO-F >	4 KNOE-F	KLIP-F	KXLA	KLMB-F	4 KMYF-F	4 KNOE-F	4 KNOE-F	4 KNOE-F >	4 KNOE-F >
5 KLIP-F	5 KLIP-F	5 KNOE-F	KLMB-F		KYEA-F >	5 KLMB-F	5 KNOE	5 KLIP-F	5 KJLO-F >
			6 KXKZ-F >			KNOE <		KMYF-F <	

Other Rated Stations	Metro Share	Cume Rating
KCTO-F CL AOR 103.1 Columbia	1.2	6.7
KHLL-F CHR 100.9 Richwood	3.5	9.1
KLIC REL 1230 Monroe	1.2	3.8
KMLB T 1440 Monroe	2.3	9.0

Other Rated Stations—Outside Market	Metro Share	Cume Rating
KQID-F CHR 93.1 Alexandria	1.7	4.0
KSBH-F C 94.9 Coushatta	0.6	2.8
KWJM-F AC 92.7 Farmerville	3.5	8.1

### AM Stations

KMLB 1440 5 kw/1 kw	Tak	ABC	Mc-Guild	New South
KNOE 540 5 kw/1 kw (DA-2)	Standards	ABC, AP	Rosin	
KXLA 990 1 kw/0.25 kw (DA-2)	Gospel	AURN	K&P	Rayville

### FM Stations

KJLO 104.1 100 kw @ 1017	Country	ABC	Mc-Guild	New South
KLIP 105.3 50 kw @ 433	70's Oldies		Mc-Guild	
KLMB 97.3 3 kw @ 328	Black AC		---	Bastrop
KMYF 106.1 100 kw @ 1017	Country	ABC	Banner	KCTO-AF
KNOE 101.9 97 kw @ 1670	CHR	ABC	Rosin	
KRVV 100.1 50 kw @ 492	Black	ABC	Mc-Guild	New South
KXKZ 107.5 97.7 kw @ 1066	Country	AP, Westnd	---	Ruston
KYEA 98.3 50 kw @ 492	Black	ABC, AURN	D&R	W. Monroe

Notes: This is Monroe's first Fall Arbitron

# MYRTLE BEACH, SC

Arbitron Rank: 185 Pop (12+) 171,100  
 Market TSL In Hours 21.00  
 Average Person Rating: 15.8

Stations 27 / 19  
 Diaries: 592/289:1/49.8%  
 Sample Target: 570

% Below Line: 11.9  
 % Not Listed: 9.6  
 Total Retail Sales: \$2.77 Bil.

### 12+ Metro Cume Rtg

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume	Fall 96	Spg 96	Fal 95	
1	WWXM-F	CHR	25 / 9.3	10.7	7.5		354	20.7	22.6		WWXM-F
2	WYAV-F	AOR/CL	23 / 8.5	5.4	6.6		320	18.7	17.6		WYAV-F
3	WJYR-F	EZ	21 / 7.8	8.7	8.4		257	15.0	14.3		WJYR-F
4	WSYN-F	O	19 / 7.0	9.0	6.6		306	17.9	17.6		WSYN-F
5	WDAI-F	B	18 / 6.7	9.4	9.1		275	16.1	16.8		WDAI-F
6	WYAK-F	C	15 / 5.6	4.7	4.4		218	12.8	12.6		WYAK-F
7	WGTR-F	C	14 / 5.2	3.3	5.3		207	12.1	11.1		WGTR-F
	WWSK-F	AOR-NR	14 / 5.2	4.0			165	9.6	8.5		WWSK-F
	WRNN-F	T	14 / 5.2	3.3	6.3		164	9.6	9.0		WRNN-F
10	WNMB-F	AC	12 / 4.5	3.7	3.1		153	8.9	9.4		WNMB-F
11	WKZQ-F	AOR	10 / 3.7	3.7	6.6		161	9.4	11.3		WKZQ-F

12+ FM Share (Metro): 96.23 % ( 230 of 239 ) ( Spring 96: 95.55 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WYAV-F	1 WWXM-F	1 WSYN-F <	1 WJYR-F	1 WSYN-F	1 WYAV-F	1 WYAV-F <	1 WWXM-F <	1 WYAV-F	1 WDAI-F <
WWXM-F >>	WYAV-F	2 WYAV-F <	2 WSYN-F	WWXM-F	2 WWSK-F	2 WWXM-F	2 WYAV-F <	2 WSYN-F	2 WWXM-F >
3 WKZQ-F	3 WWSK-F <	3 WDAI-F	3 WRNN-F	3 WDAI-F	3 WSYN-F	3 WJYR-F	3 WJYR-F <	3 WWXM-F	3 WWXZ-F
WDAI-F	4 WSYN-F	WWXM-F	4 WGTR-F <	4 WYAK-F	WGTR-F	4 WDAI-F	4 WSYN-F	4 WDAI-F <	WYAV-F
5 WWSK-F	WDAI-F		5 WYAK-F	5 WGTR-F	5 WKZQ-F	5 WSYN-F <	WYAK-F	5 WJYR-F	WKZQ-F
					WDAI-F		WRNN-F		WGTR-F

Other Rated Stations	Metro Share	Cume Rating
WEGX-F	C 92.9	Dillon 2.2 / 8.2
WGTR-F	C 100.7	Andrews 0.4 / 1.5
WJXY-F	C 93.9	Conway 2.2 / 6.3
WJXY	ST 1050	Conway 1.1 / 3.5
WMBY-F	0-70S 99.5	Socastee 1.9 / 5.7

Other Rated Stations—Outside Market	Metro Share	Cume Rating
WHLZ-F	C 92.5	Manning 0.4 / 2.4
WJZK-F	J 96.9	Charleston 1.1 / 2.0
WKML-F	C 95.7	Lumberton, NC 0.7 / 2.6
WMNX-F	B 97.3	Wilmington, NC 1.5 / 3.6
WSTS-F	REL 100.9	Fairmont, NC 1.5 / 4.1
WTUA-F	REL 106.1	St. Stephen 1.9 / 2.4
WWWZ-F	B 93.3	Summerville 3.3 / 6.7
WZFX-F	B 99.1	Whiteville, NC 1.5 / 5.3

### FM Stations

Station	Power	Time	Format	Notes	Station	Power	Time	Format	Notes
WDAI	98.5	6 kw @ 328	Black	CBS	Allied	WSYN-F			Pawleys Island
WGTR	107.9	36 kw @ 571	Country		Mc-Guild	Atlantic			Bucksport
WJYR	92.1	50 kw @ 295	Easy Listening	Westwd	Banner				
WKZQ	101.7	37.3 kw @ 558	AOR/Classic AOR		---				
WNMB	105.9	17 kw @ 361	AC		---				N. Myrtle Beach
WRNN	94.5	3.5 kw @ 426	Tak	CBS, CNN, ABC	Katz				Murrells Inlet
WSYN	106.5	50 kw @ 492	Oldies		Allied	WDAI			Georgetown
WVCO	94.9	2.65 kw @ 495	See WYAK-F						Loris
WWSK	107.1	50 kw @ 492	AOR-New Rock		Mc-Guild	Atlantic			Mullins
WWXM	97.7	100 kw @ 492	CHR		---				Georgetown
WYAK	103.1	12.5 kw @ 328	Country	Westwd	D&R	Pinnacle			Surfside Beach
WYAV	104.1	100 kw @ 981	Classic AOR	Westwd	Katz	Pinnacle			Conway

Notes: This is Myrtle Beach's first Fall Arbitron . . . 9/96 WJXY-AF sold by Downs for \$1,300,000 (Snowden)



# NEW BEDFORD-FALL RIVER, MA

Arbitron Rank: 83 Pop (12+) 430,700  
 Market TSL in Hours 22.25  
 Average Person Rating: 16.9

Stations 40 / 8  
 Diaries: 598720:1/54.7%  
 Sample Target: 440

% Below Line: 70.8  
 % Not Listed: 8.7  
 Total Retail Sales: \$4.8 Bil.

12+ Metro	Format	Fall 96		Spg	Fal	Spg	Fal	12+ Metro Cume	Fall	Spg	Fal	
		1/4	Share	96	95	95	94		96	96	95	
1	WHJY-F	AOR	54 / 7.4	8.0	6.1	8.4	10.3	923	21.4	15.7	16.9	WHJY-F
2	WSNE-F	AC	38 / 5.2	4.8	5.8	3.3	4.1	723	16.8	14.7	13.3	WSNE-F
	WWBB-F	O	38 / 5.2	4.2	4.3	4.4	3.4	486	11.3	13.1	11.2	WWBB-F
	WPRO-F	CHR	38 / 5.2	4.3	7.2	6.9	5.3	831	19.3	17.6	20.9	WPRO-F
5	WWLI-F	AC	36 / 5.0	6.4	7.8	7.1	7.1	597	13.9	15.9	14.9	WWLI-F
6	WLKW	ST	34 / 4.7	3.6	3.7	2.9	2.5	315	7.3	5.2	6.1	WLKW
7	WBSM	T	31 / 4.3	2.4	1.8	3.3	3.4	269	6.2	5.0	6.2	WBSM
8	WCTK-F	C	26 / 3.6	6.0	5.0	4.8	4.1	448	10.4	10.0	11.4	WCTK-F
9	WBOS-F	AOR-P	24 / 3.3	1.6	0.8	1.4	2.3	288	6.7	4.8	6.2	WBOS-F
10	WFHN-F	CHR	21 / 2.9	4.9	3.9	5.1	4.0	437	10.1	11.6	13.8	WFHN-F
	WBZ	N/T	21 / 2.9	2.5	3.8	3.7	3.2	443	10.3	8.9	11.5	WBZ
	WBCN-F	AOR	21 / 2.9	1.8	1.4	1.8	1.8	444	10.3	6.2	7.4	WBCN-F

12+ FM Share (Metro): 76.17 % ( 505 of 663 ) ( Spring 96: 80.52 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WHJY-F	1 WHJY-F >	1 WHJY-F >	1 WWBB-F <	1 WSNE-F	1 WHJY-F >>	1 WHJY-F >	1 WWBB-F <	1 WHJY-F >	1 WHJY-F >
2 WPRO-F	2 WSNE-F <	2 WSNE-F <	2 WLKW <	WWLI-F	2 WEEI <	2 WBSM	2 WSNE-F <	2 WPRO-F	2 WWLI-F
3 WSNE-F	3 WPRO-F >	3 WWBB-F <	3 WBSM >	3 WWBB-F >	3 WZLX-F <	3 WWBB-F <	3 WHJY-F <	3 WWLI-F <	3 WBZ
4 WBCN-F	4 WBOS-F <	4 WWLI-F	4 WWLI-F	4 WPRO-F	4 WWRX-F <	4 WPRO-F	4 WWLI-F	4 WWBB-F	4 WWKX-F
	5 WWLI-F	5 WBOS-F <		5 WBOS-F	5 WBCN-F	WBCN-F <	5 WPRO-F	5 WSNE-F <	WLKW

Other Rated Stations			Metro Cume Share Rating
WJFD-F	E	97.3 New Bedford	1.4 / 2.8
WNBH	C	1340 New Bedford	1.1 / 2.6
WPEP	T	1570 Taunton	0.7 / 1.9
WSAR	T	1480 Fall River	1.4 / 6.1

Other Rated Stations—Outside Market			Metro Cume Share Rating
WAAF-F	AOR-NR	107.3 Worcester	1.9 / 5.0
WBMX-F	AC	98.5 Boston	2.1 / 6.3
WBRU-F	AOR-NR	95.5 Providence	2.1 / 10.1
WCIB-F	CL AOR	101.9 Falmouth	1.5 / 3.4
WCRB-F	CL	102.5 Waltham	1.7 / 4.8
WDGE-F	AOR-P	99.7 Wakefield, RI	1.7 / 7.3
WEEI	SPRTS	850 Boston	2.6 / 6.2
WEGQ-F	O-70S	93.7 Lawrence	1.0 / 4.8
WHJJ	T	920 Providence	1.0 / 3.4
WJMN-F	CHR	94.5 Boston	1.8 / 10.0
WKLB-F	C	96.9 Boston	0.8 / 2.8
WMJX-F	AC	106.7 Boston	0.7 / 3.0
WODS-F	O	103.3 Boston	1.5 / 6.0
WPLM-F	J	99.1 Plymouth	0.7 / 3.6
WPRO	T	630 Providence	2.1 / 6.7
WQRC-F	SAC	99.9 Barnstable	0.7 / 2.2
WRKO	T	680 Boston	1.1 / 4.0
WROR-F	AC	105.7 Framingham	1.9 / 4.4
WWKX-F	CHR	106.3 Woonsocket, RI	1.9 / 6.8
WWRX-F	CL AOR	103.7 Westerly, RI	2.6 / 11.4
WXXS-F	CHR	107.9 Medford	0.7 / 6.2
WZLX-F	CL AOR	100.7 Boston	2.2 / 5.7

### AM Stations

WBSM	1420	5 kw/1 kw (DA-1)	Tak	Westwd, Taknt	Mc-Guild	Spring
WNBH	1340	1 kw	Classic Country	ABC, Westwd, TARN	D&R	Hall
WSAR	1480	5 kw (DA-1)	Tak		Banner	

### FM Stations

WCTK	98.1	47 kw @ 510	Country	D&R	Hall	
WFHN	107.1	2.4 kw @ 348	CHR	Mc-Guild	Spring	Fairhaven
WJFD	97.3	50 kw @ 500	Portugese	Rosin		

Notes: Other ranked stations: See Providence or Boston

# NEW LONDON, CT

Arbitron Rank: 163 Pop (12+) 209,900  
 Market TSL in Hours 21.25  
 Average Person Rating: 15.9

Stations 22 / 10  
 Diaries: 422/497:1/50.4%  
 Sample Target: 440

% Below Line: 19.8  
 % Not Listed: 20.7  
 Total Retail Sales: \$2.3 Bil.

### 12+ Metro Cume Rtg

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume	Fall 96	Spg 96	Fal 95	
1	WCTY-F	C	50 / 15.0	12.7		10.6	480	22.9	28.5		WCTY-F
2	WQGN-F	CHR	29 / 8.7	9.4	8.7		569	27.1	26.9		WQGN-F
3	WVVE-F	O	28 / 8.4	4.2	5.0		326	15.5	13.3		WVVE-F
4	WTYD-F	SAC	21 / 6.3	7.5	9.0		335	16.0	16.7		WTYD-F
5	WWRX-F	CL AOR	20 / 6.0	4.2	8.1		358	17.1	17.2		WWRX-F
6	WXZR-F	AOR-P	18 / 5.4	5.8	5.0		251	12.0	15.0		WXZR-F
7	WBMW-F	AC	16 / 4.8	5.8	4.7		231	11.0	15.4		WBMW-F
8	WICH	FS	13 / 3.9	5.5	3.7		167	8.0	10.3		WICH
9	WKCD-F	J	10 / 3.0	1.6			178	8.5	4.7		WKCD-F
	WNLC	ST	10 / 3.0	2.9			137	6.5	5.3		WNLC

12+ FM Share (Metro): 81.51 % ( 216 of 265 ) ( Spring 96: 78.28 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WCTY-F	1 WCTY-F >	1 WCTY-F >	1 WCTY-F	1 WCTY-F <	1 WCTY-F >	1 WCTY-F >	1 WCTY-F >	1 WCTY-F >	1 WCTY-F
2 WXZR-F <	2 WVVE-F <	2 WVVE-F	2 WVVE-F >	2 WQGN-F	2 WWRX-F <	2 WWRX-F	2 WVVE-F	2 WQGN-F <	WQGN-F >
3 WQGN-F	3 WQGN-F	3 WWRX-F	3 WWRX-F	WVVE-F	3 WVVE-F >>	3 WQGN-F <	3 WTYD-F	3 WVVE-F	3 WVVE-F
4 WBMW-F	4 WWRX-F <	4 WQGN-F	WICH <	4 WTYD-F	4 WFAN	4 WVVE-F	4 WQGN-F <	4 WWRX-F	4 WXZR-F
5 WTYD-F	5 WXZR-F	5 WTYD-F	5 WTYD-F	WBMW-F	WXZR-F	5 WICH	5 WBMW-F <	WXZR-F	5 WTYD-F
6 WWRX-F >							6 WXZR-F		

Other Rated Stations	Metro Cume Share Rating
WSUB T 980 Groton	1.2 / 4.4

Other Rated Stations—Outside Market	Metro Cume Share Rating
WCBS N 880 New York	2.4 / 9.4
WDGE-F AOR-P 99.7 Wakefield, RI	1.2 / 6.1
WDRC-F O 102.9 Hartford	1.8 / 6.1
WFAN SPRTS 660 New York	2.4 / 10.7
WHCN-F CL AOR 105.9 Hartford	0.6 / 2.7
WKSS-F CHR 95.7 Meriden	1.5 / 6.8
WOR T 710 New York	0.9 / 2.6
WRCH-F SAC 100.5 New Britain	1.5 / 4.0
WTIC FS 1080 Hartford	0.9 / 3.9
WZMX-F O-70S 93.7 Hartford	0.6 / 2.6

### AM Stations

WICH 1310 5 kw (DA-2)	Full Service	D&R Hall	Norwich
WNLC 1510 10 kw/5 kw (DA-2)	Standards	CNN, Westwd	D&R Hall

### FM Stations

WBMW 106.5 6 kw @ 298	AC	---	Ledyard
WCTY 97.7 1.9 kw @ 410	Country	ABC	D&R Hall
WKCD 107.7 1.85 kw @ 399	Jazz	---	Pawcatuck
WQGN 105.5 3 kw @ 275	CHR	Eastman	Spring Groton
WTYD 100.9 3 kw @ 328	Soft AC	D&R Hall	
WVVE 102.3 3 kw @ 328	Okties	AP	Mc-Guid
WXZR 98.7 5.5 kw @ 279	Prog. AOR	Rosin	E. Lyme

Notes: WWRX-F: See Providence . . . This is New London's first Fall Arbitron

# NORTHWEST MICHIGAN (Traverse City-Petoskey-Charlevoix)

Arbitron Rank: 195 Pop (12+) 157,900  
 Market TSL in Hours 21.00  
 Average Person Rating: 15.6

Stations 19 / 18  
 Diaries: 569/278:1/62.5%  
 Sample Target: 540

% Below Line: 0.4  
 % Not Listed: 20.2  
 Total Retail Sales: \$2.2 Bil.

12+ Metro	Format	Fall 96		Spg	Fal	Spg	Fal	12+ Metro Cume	Fall	Spg	Fal	
		1/4	Share	96	95	95	94		96	96	95	
1	WTCM-F	C	37 / 15.0	18.2		18.2		448	28.4	31.9		WTCM-F
2	WKLT-FF	AOR	31 / 12.5	10.5		15.6		372	23.5	20.6		WKLT-FF
3	WKHQ-F	CHR*	19 / 7.7	5.8		4.8		345	21.8	20.9		WKHQ-F
4	WMKC-F	C	16 / 6.5	5.8		7.1		225	14.3	13.5		WMKC-F
5	WLDR-F	SAC	14 / 5.7	4.3		4.1		187	11.9	13.8		WLDR-F
6	WGFM-FF	CL AOR	13 / 5.3	5.0		4.1		194	12.3	9.6		WGFM-FF
	WCCW-F	O	13 / 5.3	5.4		5.9		246	15.6	12.6		WCCW-F
8	WLXT-F	SAC	12 / 4.9	3.6		4.8		179	11.3	11.9		WLXT-F
9	WKPK-F	CHR	11 / 4.5	6.2		5.9		240	15.2	19.0		WKPK-F
10	WAIR-F	O	10 / 4.0	4.3		2.6		165	10.5	12.2		WAIR-F
	WTCM	T	10 / 4.0	6.2		4.1		143	9.0	15.1		WTCM

12+ FM Share (Metro): 92.39 % ( 182 of 197 ) ( Spring 96: 86.70 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WKLT-FF >	1 WKLT-FF >	1 WKLT-FF	1 WTCM-F >>	1 WTCM-F	1 WKLT-FF >	1 WTCM-F >	1 WTCM-F	1 WKLT-FF <	1 WKLT-FF
2 WKHQ-F	2 WTCM-F	2 WTCM-F >	2 WMKC-F	2 WKHQ-F	2 WTCM-F	2 WKLT-FF	2 WKLT-FF >	2 WTCM-F >	2 WKPK-F
3 WTCM-F >	3 WKHQ-F	3 WGFM-FF	WLXT-FF	3 WKLT-FF	3 WGFM-FF >	3 WKHQ-F	3 WKHQ-F <	3 WKHQ-F >	3 WTCM-F
4 WGFM-FF >	4 WGFM-FF	WKHQ-F <	4 WLDR-F	4 WLDR-F	4 WCCW-F	4 WCCW-F	4 WLDR-F <	4* WLDR-F	4 WKHQ-F >
	5 WCCW-F	5 WLDR-F	WKLT-FF	5 WLXT-FF		WMKC-F	5 WMKC-F	WMKC-F	5 WGFM-FF
	WLDR-F	WCCW-F	WCCW-F	WAIR-FF				WLXT-FF <	

Other Rated Stations	Metro Cume Share Rating
WBCM-F	C 93.5 Boyne City 0.8 / 3.0
WBNZ-F	AC/CHR 99.3 Frankfort 1.2 / 2.8
WCCW	ST 1310 Traverse City 2.0 / 2.8

Other Rated Stations—Outside Market	Metro Cume Share Rating
WUPS-F	AC 98.5 Houghton Lake 0.4 / 3.1

### AM Stations

WTCM	580	15 kw/0.8 kw (DA-2)	Tak	ABC, Westwd, Taknt	Katz	Biederman
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### FM Stations

WAIR	92.5	100 kw @ 869	Oldies	ABC	Banner	WKLT	Atlanta
WCCW	107.5	50 kw @ 492	Oldies		---	Biederman	Traverse City
WGFM	105.1	100 kw @ 617	Classic Rock	Westwd	Allied		Cheboygan
WGFM	98.1	4.9 kw @ 741	See WGFM-F				Glen Arbor
WKHQ	105.9	100 kw @ 899	CHR	ABC	Mc-Guild	MacDonald	Charlevoix
WKLT	97.5	31.6 kw @ 617	AOR	ABC	Banner	WAIR	Kakaska
WKLZ	98.9	52 kw @ 1187	See WKLT-F				Petosky
WKPK	106.7	100 kw @ 580	CHR	Westwd	Banner		Gaylord
WLDR	101.9	100 kw @ 630	Soft AC	Westwd, CNN	Patt		Traverse City
WLXT	96.3	100 kw @ 981	Soft AC		Mc-Guild	MacDonald	Petosky
WMKC	102.9	100 kw @ 1037	Country	Westwd	Patt		St. Ignace
WTCM	103.5	100 kw @ 990	Country	ABC	Katz	Biederman	Traverse City

Notes: "WKHQ-F was cited by Arbitron for engaging in a "special station activity" (mention of diaries in conjunction with a "better chance of winning") . . . This is NW Michigan's first Fall Arbitron

# ODESSA-MIDLAND, TX

<b>Arbitron Rank:</b> 173	<b>Pop (12+)</b> 186,800	<b>Stations</b> 20 / 20	<b>% Below Line:</b> 0.0
<b>Market TSL in Hours</b> 21.25		<b>Diaries:</b> 630/297:1/47.5%	<b>% Not Listed:</b> 8.1
<b>Average Person Rating:</b> 16.0		<b>Sample Target:</b> 320	<b>Total Retail Sales:</b> \$2.19 Bil.

12+ Metro	Format	Fall 96		Spg 96	Fai 95	Spg 95	Fal 94	12+ Metro Cume	12+ Metro Cume Rtg			
		1/4	Share						Fall 96	Spg 96	Fal 95	
1	KGEE-F	C	38 / 12.8	10.8	10.2	10.2	13.3	504	27.0	24.7	22.5	KGEE-F
2	KCHX-F	CHR	31 / 10.4	7.3	8.6	8.6	9.0	418	22.4	17.1	20.4	KCHX-F
3	KNFM-F	C	29 / 9.7	10.1	11.7	13.7	9.3	427	22.9	19.9	24.0	KNFM-F
4	KMRK-F	SP	26 / 8.7	4.4	6.0	8.9	5.0	273	14.6	9.6	12.3	KMRK-F
5	KODM-F	AC	24 / 8.1	11.1	8.9	7.0	9.0	329	17.6	16.9	16.8	KODM-F
6	KQIP-F	O	17 / 5.7	6.0	5.1	4.1	5.0	279	14.9	13.7	14.5	KQIP-F
7	KMND	ST	16 / 5.4	4.1	5.7	4.1	6.0	116	6.2	6.2	6.9	KMND
8	KBAT-F	AOR	15 / 5.0	7.6	5.7	7.3	8.8	199	10.6	14.0	14.2	KBAT-F
9	KQRX-F	AOR-NR	12 / 4.0	3.8	2.5			182	9.7	11.3	5.3	KQRX-F
10	KCRS-F	C	11 / 3.7	3.2	2.5	3.5	1.7	211	11.3	11.0	8.6	KCRS-F
11	KQLM-F	SP	10 / 3.4	0.9				120	6.4	4.8		KQLM-F
12	KXXL-F	SP	9 / 3.0	3.8	4.1			143	7.6	6.8	8.0	KXXL-F
	KCDQ-F	AOR	9 / 3.0	3.2	5.7	4.8	6.0	130	7.0	9.2	9.9	KCDQ-F

12+ FM Share (Metro): 87.18 % ( 238 of 273 ) ( Spring 96: 83.73 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KCHX-F	1 KGEE-F	1 KGEE-F >	1 KGEE-F >	1 KGEE-F	1 KGEE-F >	1 KGEE-F >	1 KGEE-F	1 KGEE-F	1 KCHX-F
2 KNFM-F	2 KCHX-F	2 KNFM-F <	2 KODM-F <	2 KCHX-F	2 KMRK-F	2 KNFM-F <	2 KODM-F	2 KCHX-F <	2 KMRK-F >
3 KMRK-F	3 KMRK-F	3 KMRK-F	3 KMND <	KODM-F	KNFM-F	3 KMRK-F	3 KNFM-F <	3 KNFM-F	3 KNFM-F
4 KGEE-F	KODM-F	KODM-F	4 KMRK-F <	4 KNFM-F	4 KBAT-F	4 KCHX-F	4 KCHX-F <	4 KODM-F	4 KQRX-F
5 KODM-F	KNFM-F	5 KCHX-F <	5 KQIP-F	5 KMRK-F	5 KCDQ-F	5 KODM-F >	5 KMRK-F <	5 KMRK-F	5 KODM-F
	6 KQIP-F <	6 KQIP-F	KNFM-F >	KQIP-F >	KQIP-F		6 KMND	KQIP-F	
					KODM-F				

Other Rated Stations				Metro Cume Share	Rating
KCRS	N	550	Midland	1.7	7.7
KIOL-F	SAC	104.7	Lamesa	1.0	5.3
KJBC	C	1150	Midland	0.3	1.9
KKKK-F	REL	99.1	Odessa	1.3	6.6
KOZA	SP	1230	Odessa	2.0	3.0
KRIL	T	1410	Odessa	0.3	2.1
KWEL	SP	1070	Midland	2.4	2.0

### AM Stations

KMND	1510	2.4 kw (Days)	Tak	ABC	Katz	New Frontier
KOZA	1230	1 kw	Hispanic		---	
KWEL	1070	2.5 kw (Days)	Hispanic		Lotus	

### FM Stations

KBAT	93.3	100 kw @ 500	AOR		Eastman	KQIP	
KCDQ	102.1	100 kw @ 977	AOR		Christal	Champion	Monahans
KCHX	106.7	100 kw @ 679	CHR		---	Champion	
KCRS	103.3	100 kw @ 920	Country	Westwd	Mc-Guild	Mayes	
KGEE	99.9	98.4 kw @ 574	Country	ABC	Katz	New Frontier	Monahans
KMRK	96.1	50 kw @ 492	Hispanic		---	Champion	
KNFM	92.3	100 kw @ 984	Country		Katz	New Frontier	
KODM	97.9	100 kw @ 361	AC		D&R	New Frontier	
KQIP	96.9	100 kw @ 500	Oldies	ABC	Eastman	KBAT	
KQLM	107.9	100 kw @ 846	Hispanic		---		
KQRX	95.1	10.35 kw @ 505	AOR-NR		---		
KXXL	101.3	100 kw @ 433	Hispanic		---		Crane

Notes: 8/96 KCRS-AF sold to Mayes for \$1,000,000

# PALM SPRINGS, CA

Arbitron Rank: 150 Pop (12+) 242,300  
 Market TSL in Hours 23.75  
 Average Person Rating: 17.8

Stations 21 / 19  
 Diaries: 627/386:1/49.7%  
 Sample Target: 620

% Below Line: 1.2  
 % Not Listed: 12.1  
 Total Retail Sales: \$2.85 Bil.

12+ Metro	Format	Fall 96		Spg	Fal	Spg	Fal	12+ Metro Cume	12+ Metro Cume Rtg			
		1/4	Share	96	95	95	94		Fall 96	Spg 96	Fal 95	
1	KPSI-F	CHR	63 / 14.6	14.7	15.0	12.7	13.8	910	37.5	33.2	35.3	KPSI-F
2	KWXY-AF	EZ	59 / 13.7	12.7	11.7	8.7	10.7	377	15.6	16.4	14.5	KWXY-AF
3	KEZN-F	SAC	42 / 9.8	6.7	5.9	6.5	3.9	432	17.8	18.8	15.2	KEZN-F
4	KLOB-F	SP	33 / 7.7	6.7	5.3	5.7	6.3	395	16.3	15.0	15.7	KLOB-F
5	KDES-F	O	31 / 7.2	7.7	5.9	8.0	7.0	497	20.5	22.7	19.0	KDES-F
6	KPLM-F	C	29 / 6.7	7.2	6.4	9.0	8.7	336	13.9	14.7	13.3	KPLM-F
7	KUNA-F	SP	26 / 6.0	6.2	4.8	2.2	4.6	272	11.2	10.4	11.6	KUNA-F
8	KCLB-F	AOR	23 / 5.3	4.5	6.1	5.0	5.1	323	13.3	14.6	12.4	KCLB-F
9	KCMJ-F	CL AOR	20 / 4.6	4.2	3.1	4.5	7.3	346	14.3	14.6	11.5	KCMJ-F
10	KPSI	T	11 / 2.6	2.7	2.0	1.5	2.9	149	6.2	5.0	3.4	KPSI
11	KNWZ	NT	10 / 2.3	0.7	1.5	1.7	2.4	156	6.4	3.9	3.9	KNWZ

12+ FM Share (Metro): 88.39 % ( 335 of 379 ) ( Spring 96: 86.40 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KPSI-F	1 KPSI-F >	1 KEZN-F	1 KWXY-AF >>	1 KEZN-F <	1 KPLM-F	1 KWXY-AF	1 KWXY-AF	1 KPSI-F	1 KPSI-F >>
2 KLOB-F	2 KEZN-F	KPSI-F	2 KEZN-F <	2 KPSI-F	2 KCLB-F <	2 KPSI-F >	2 KEZN-F <	2 KWXY-AF	2 KDES-F
3 KCLB-F <	KLOB-F	3 KPLM-F	3 KPLM-F	3 KDES-F >	3 KPSI-F <	3 KEZN-F <	3 KPSI-F	3 KEZN-F	3 KWXY-AF
4 KEZN-F	4 KPLM-F	4 KDES-F <	4 KPSI-F <	4 KLOB-F	4 KEZN-F	4 KPLM-F	4 KPLM-F <	4 KPLM-F <	4 KEZN-F
5 KUNA-F	KDES-F	5 KLOB-F <	5 KDES-F >	5 KPLM-F	KLOB-F	5 KDES-F	5 KLOB-F <	5 KLOB-F <	5 KLOB-F
6 KDES-F	KCLB-F	6 KCLB-F		KUNA-F	6 KCMJ-F	KLOB-F <	6 KDES-F	6 KDES-F	
				KCMJ-F >					

Other Rated Stations	Metro Share	Cume Rating
KCLB SP 970 Coachella	1.9 / 5.1	
KCMJ ST 1140 Palm Springs	0.9 / 3.3	
KDES O 920 Palm Springs	0.0 / 0.1	
KJZ-F J 102.3 Indio	1.4 / 8.2	
KPSL T 1010 Thousand Palms	0.7 / 4.1	
KSES-F AC/CHR 106.9 Yucca Valley	0.9 / 5.3	
KUNA SP 1400 Indio	0.5 / 2.2	

Other Rated Stations—Outside Market	Metro Share	Cume Rating
KFI T 640 Los Angeles	0.7 / 2.4	
KKBT-F B 92.3 Los Angeles	0.5 / 2.2	

### AM Stations

KNWZ 1270 5 kw/0.75 kw (DA-2)	News/Tak	Westwd, CNN	—	KSES-F	Thousand Palms
KPSI 1450 1 kw	Tak	ABC	Christal	KDES-AF/KPSI-F	
KWXY 1340 1 kw	See KWXY-F				Cathedral City

### FM Stations

KCLB 93.7 26.5 kw @ 640	AOR	Katz		Coachella	
KCMJ 92.7 3 kw @ 300	Classic AOR	Mc-Guild		Indio	
KDES 104.7 42 kw @ 540	Oldies	Christal	KPSI-AF/KDES		
KEZN 103.1 1.9 kw @ 590	Soft AC	Westwd	Allied	Palm Desert	
KLOB 94.7 1.8 kw @ 607	Hispanic		Lotus	Thousand Palms	
KPLM 106.1 50 kw @ 392	Country	AP	Katz		
KPSI 100.5 25 kw @ 174	CHR		Christal	KDES-AF/KPSI	
KUNA 96.7 0.65 kw @ 577	Hispanic	CNN	—	KUNA	La Quinta
KWXY 98.5 50 kw 2 500	Easy Listening		Banner	Cathedral City	

Notes: 8/96 KNWZ-F changed from News/Talk to AC/CHR as KSES-F . . . 9/96 KLCX-F changed from AOR to Jazz . . . 12/96 KLCX-F changed calls to KJZ-F

# READING, PA

Arbitron Rank: 130 Pop (12+) 295,400  
 Market TSL In Hours 22.25  
 Average Person Rating: 16.8

Stations 28 / 5  
 Diaries: 465/635:1/68.4%  
 Sample Target: 440

% Below Line: 49.6  
 % Not Listed: 11.3  
 Total Retail Sales: \$3.2 Bil.

		<u>12+ Metro Cume Rtg</u>										
12+ Metro	Format	Fall 96		Spg	Fal	Spg	Fal	12+ Metro Cume	Fall	Spg	Fal	
		1/4	Share	96	95	95	94		96	96	95	
1	WRFY-F	CHR	101 / 20.4	16.9	18.8	18.8	18.7	1170	39.6	32.5	40.1	WRFY-F
2	WEEU	FS	52 / 10.5	9.8	8.0	11.2	13.8	625	21.2	18.8	19.0	WEEU
3	WIOV-F	C	32 / 6.5	7.9	10.0	13.5	11.6	458	15.5	16.5	18.5	WIOV-F
4	WRAW	ST	31 / 6.3	3.8	6.7	3.3	5.1	312	10.6	10.5	10.0	WRAW
5	WYSP-F	T/CL AOR	23 / 4.6	3.1	4.9	2.9	4.1	372	12.6	11.3	12.6	WYSP-F
6	WWDB-F	T	21 / 4.2	3.6	1.8	1.4	3.5	251	8.5	7.0	7.0	WWDB-F
	WFMZ-F	SAC	21 / 4.2	5.7	4.3	3.1	3.3	212	7.2	9.7	8.8	WFMZ-F
8	WBEB-F	AC	16 / 3.2	2.9	0.4	2.2	2.0	249	8.4	7.2	4.6	WBEB-F

12+ FM Share (Metro): 76.61 % ( 334 of 436 ) ( Spring 96: 80.79 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WRFY-F >>>	1 WRFY-F >>>	1 WRFY-F >>>	1 WEEU	1 WRFY-F >>>	1 WRFY-F >>>	1 WRFY-F >>	1 WRFY-F >>	1 WRFY-F >>	1 WRFY-F >
2 WIOV-F	2 WIOV-F <	2 WRFY-F	2 WRFY-F	2 WBEB-F	2 WYSP-F <	2 WEEU >	2 WEEU >>	2 WEEU >	2 WWDB-F
3 WYSP-F >	3 WYSP-F	3 WRAW	3 WRAW	3 WFMZ-F	3 WIOV-F <	3 WYSP-F	3 WIOV-F <	3 WIOV-F <	3 WRAW
4 WBEB-F	4 WMGK-F <	4 WIOV-F	4 WIOV-F	4 WIOV-F >	4 WMGK-F	4 WRAW	4 WRAW	4 WWDB-F <	
	WMGK-F <	5 WBEB-F				5 WIOV-F >	WFMZ-F		

Other Rated Stations				Metro Cume Share Rating
WBYN-F	REL	107.5	Boyerstown	1.0 / 4.1
WIOV	N/T	1240	Reading	0.8 / 3.0

Other Rated Stations—Outside Market				Metro Cume Share Rating
KYW	N	1060	Philadelphia	2.2 / 10.3
WAEB-F	CHR	104.1	Allentown	1.6 / 5.4
WFLN-F	CL	95.7	Philadelphia	0.6 / 3.5
WIOQ-F	CHR	102.1	Philadelphia	2.0 / 6.7
WIP	SPRTS	610	Philadelphia	0.8 / 3.7
WJJZ-F	J	106.1	Philadelphia	1.6 / 5.5
WLAN-F	CHR	96.9	Lancaster	0.8 / 5.0
WMGK-F	O-70S	102.9	Philadelphia	2.8 / 8.3
WMMR-F	AOR	93.3	Philadelphia	0.8 / 6.2
WODE-F	O	99.9	Easton	1.0 / 3.9
WQGL-F	O	98.1	Philadelphia	2.2 / 8.7
WPLY-F	CHR-NR	100.3	Media	0.6 / 3.6
WQXA-F	AOR-NR	105.7	York	0.6 / 3.5
WRKZ-F	C	106.7	Hershey	1.2 / 3.2
WRVV-F	AC/AOR	97.3	Harrisburg	2.2 / 5.8
WUSL-F	B	98.9	Philadelphia	1.6 / 3.4
WXTU-F	C	92.5	Philadelphia	2.4 / 7.5
WYXR-F	AC/CHR	104.5	Philadelphia	1.6 / 10.4

### AM Stations

WEEU	850	1 kw (DA-N)	Full Service	ABC	Mc-Guild
WIOV	1240	1 kw	News/Talk	ABC, CNN	Banner Brill
WRAW	1340	1 kw	Standards	ABC	Katz Clear Channel

### FM Stations

WBYN	107.5	30 kw @ 186	Religion	---	WDAC	Boyerstown
WRFY	102.5	19 kw @ 807	CHR	Allied	Clear Channel	

Notes: Other ranked stations: See Philadelphia or Allentown

# REDDING, CA

Arbitron Rank: 209 Pop (12+) 135,700  
 Market TSL in Hours 21.00  
 Average Person Rating: 15.8

Stations 12 / 9  
 Diaries: 339/400:1/58.8%  
 Sample Target: 350

% Below Line: 6.1  
 % Not Listed: 19.6  
 Total Retail Sales: \$1.43 Bil.

12+ Metro	Format	Fall 96		Spq 96	Fal 95	Spq 95	Fal 94	12+ Metro Cume	12+ Metro Cume Rtg			
		1/4	Share						Fall 96	Spq 96	Fal 95	
1	KQMS	FS/T	37 / 17.3	12.3	11.9	13.7	15.7	404	29.8	21.8	24.1	KQMS
2	KNCQ-F	C	31 / 14.5	13.4	13.4	11.8	11.1	329	24.3	22.6	22.6	KNCQ-F
3	KRDG-F	O	22 / 10.3	6.4				224	16.5	10.1		KRDG-F
4	KARZ-F	AC	17 / 8.0	5.9	8.4	5.9	5.1	240	17.7	15.7	21.0	KARZ-F
5	KEWB-F	C	15 / 7.0	9.1	9.4	8.8	12.1	214	15.8	16.6	18.8	KEWB-F
6	KSHA-F	SAC	13 / 6.1	7.5	8.9	11.8	11.6	233	17.2	16.9	20.7	KSHA-F
	KEGR-F	CL AOR	13 / 6.1	9.1	9.4	9.8	5.1	200	14.7	21.1	17.9	KEGR-F
8	KRQR-F	AOR-P	11 / 5.1	8.0	2.5	3.4	2.0	170	12.6	12.8	8.7	KRQR-F

12+ FM Share (Metro): 75.00 % ( 129 of 172 ) ( Spring 96: 83.22 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KEGR-F	1 KNCQ-F	1 KNCQ-F	1 KQMS	1 KRDG-F	1 KNCQ-F >	1 KQMS >>	1 KQMS >>	1 KNCQ-F >	1 KRQR-F
2 KRQR-F	2 KRDG-F	2 KRDG-F	2 KNCQ-F	2 KQMS	2 KRDG-F	2 KNCQ-F >	2 KNCQ-F	2 KARZ-F <	2 KQMS
	KEWB-F	3 KQMS <	3 KQMS >	KNCQ-F	3 KRQR-F	3 KRDG-F	3 KRDG-F >	3 KRDG-F >	3 KNCQ-F
4 KARZ-F	4 KEGR-F <	4 KEGR-F	4 KSHA-F	4 KSHA-F	KQMS	4 KEWB-F	4 KARZ-F <	4 KQMS	4 KEWB-F
5 KNCQ-F >>	5 KEWB-F	KARZ-F	5 KARZ-F		KEGR-F		5 KSHA-F	KEWB-F <	5 KARZ-F
	KARZ-F								

Other Rated Stations				Metro Cume Share Rating
KNNN-F	AC	99.3	Central Valley	2.8 / 12.6
KNRO	T	600	Redding	2.3 / 7.7

Other Rated Stations—Outside Market				Metro Cume Share Rating
KCEZ-F	O	100.7	Coming	0.5 / 2.8
KGO	T	810	San Francisco	0.5 / 2.6

### AM Stations

KNRO	600	1 kw (DA-1)	Tak	Westwd, 1-on-1, SRN	Allied	Redwood
KQMS	1400	1 kw	Tak	ABC	Christal	Park Lane

### FM Stations

KARZ	106.1	100 kw @ 1968	AC	---	Redwood	Burney
KEGR	102.7	5.5 kw @ 1414	Classic AOR	D&R	KNCQ	Red Bluff
KEWB	94.7	4.2 kw @ 1565	Country	D&R	KNCQ	Anderson
KNCQ	97.3	28 kw @ 3569	Country	D&R		
KRDG	105.3	9.9 kw @ 1056	Oldies	Eastman	Redwood	Shingletown
KSHA	104.3	100 kw @ 1560	SAC	Christal	Park Lane	

Notes: KRQR-F: See Chico . . . 9/96 KHZL-F changed calls to KRDG-F; remains Oldies . . . 11/96 KNRO/KARZ-F sold to Redwood (KLXR/KRDG-F/KNNN-F) for \$1,200,000

# ST. CLOUD, MN

Arbitron Rank: 213	Pop (12+): 134,500	Stations: 29 / 14	% Below Line: 24.1
Market TSL in Hours: 24.00		Diaries: 531/253/1/62.0%	% Not Listed: 11.2
Average Person Rating: 18.5		Sample Target: 550	Total Retail Sales: \$2.1 Bil.

12+ Metro	Format	Fall 96		Spq 96	Fal 95	Spq 95	Fal 94	12+ Metro Cume	12+ Metro Cume Rtg			
		1/4	Share						Fall 96	Spq 96	Fal 95	
1	WWJO-F	C	30 / 12.0	15.5		16.0		397	29.5	29.2		WWJO-F
2	KZPK-F	C	26 / 10.4	8.0				295	22.0	10.7		KZPK-F
3	KCLD-F	CHR	20 / 8.0	9.9		10.3		394	29.3	31.4		KCLD-F
4	KASM	C/FS	18 / 7.2	3.9		7.4		125	9.3	8.3		KASM
5	WCCO	FS	17 / 6.8	6.9		5.3		224	16.6	17.2		WCCO
	WJON	FS/T	17 / 6.8	5.2		6.2		235	17.5	15.1		WJON
7	KLZZ-F	AOR	12 / 4.8	3.9		6.2		177	13.1	14.0		KLZZ-F
8	KQRS-F	CL AOR	9 / 3.6	4.7		2.9		194	14.4	14.0		KQRS-F
9	KXSS	ST	8 / 3.2	2.2		2.5		67	5.0	3.3		KXSS
	WHMH-F	AOR	8 / 3.2	6.0		4.5		161	12.0	12.6		WHMH-F
11	KKJM-F	AC/CHR	7 / 2.8					98	7.3			KKJM-F
	KKSR-F	AC	7 / 2.8	4.3		2.5		108	8.0	12.0		KKSR-F

12+ FM Share (Metro): 71.49 % ( 158 of 221 ) ( Spring 96: 77.61 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KZPK-F >>	1 KZPK-F <	1 WWJO-F	1 WWJO-F	1 WWJO-F	1 KZPK-F >	1 WJON <	1 WWJO-F	1 WWJO-F <	1 KCLD-F >
2 WWJO-F	2 WWJO-F >	2 KZPK-F >>	2 KASM	2 KZPK-F >>	WWJO-F	2 WWJO-F	2 KZPK-F	2 KZPK-F	2 KZPK-F
3 KCLD-F	3 KCLD-F <	3 KCLD-F	3 WJON	3 KCLD-F	3 WCCO	3 KZPK-F	3 KLZZ-F	3 KCLD-F >	3 WWJO-F
	4 KLZZ-F	WCCO	4 WCCO >>	KKSR-F	4 KLZZ-F	4 KCLD-F	4 WCCO	4 KASM <	4 WCCO
5 KKSR-F	5 KQRS-F	KQRS-F			KQRS-F	KQRS-F	5 KCLD-F	5 WCCO	5 KEGE-F
	WHMH-F	KLZZ-F			WHMH-F >	6 WCCO	6 KLZZ-F	6 KLZZ-F	6 WJON

Other Rated Stations	Metro Share	Cume Rating
KMXK-F O 94.9 Cold Spring	2.0	7.7
KNSI T 1450 St. Cloud	0.8	3.5

Other Rated Stations—Outside Market	Metro Share	Cume Rating
KDWB-F CHR 101.3 Minneapolis	0.4	5.5
KEEY-F C 102.1 Minneapolis	0.8	4.0
KEGE-F AOR-NR 93.7 Minneapolis	2.4	11.7
KFAN SPRTS 1130 Minneapolis	0.4	2.5
KIKV-F C 100.7 Alexandria	1.6	4.6
KMJZ-F J 104.1 St. Louis Park	0.4	3.1
KQIC-F CHR 102.5 Willmar	0.4	2.7
KQQL-F O 107.9 Anoka	2.4	10.1
KSTP-F AC 94.5 St. Paul	0.8	5.5
KTCZ-F AOR-P 97.1 Minneapolis	0.8	4.6
WBOB-F C 100.3 Minneapolis	2.0	11.5
WLTE-F SAC 102.9 Minneapolis	0.8	4.1
WQPM-F C 106.1 Princeton	0.4	2.5

### AM Stations

KASM	1150	2.1 kw (Days)	Country/Full Svc.	---	Albany
KXSS	1390	2.5 kw/1 kw (DA-2)	Standards	ABC	Waite Park
WJON	1240	1 kw	Full Service/Tak	ABC, Westwd, CBS	WWJO

### FM Stations

KCLD	104.7	100 kw @ 1000	CHR	O'Mally	Leighton
KKJM	92.9	25 kw @ 328	Hot AC (AC/CHR)	---	St. Joseph
KKSR	96.7	15.5 kw @ 909	AC	O'Mally	Sartell
KLZZ	103.7	6 kw @ 328	AOR	---	KXSS
KMXK	94.9	50 kw @ 492	Oldies	---	WJON/WWJO
KZPK	98.9	47.3 kw @ 499	Country	O'Mally	Payneville
WHMH	101.7	38 kw @ 422	AOR	O'Mally	WVAL
WWJO	98.1	100 kw @ 1000	Country	---	WJON

Notes: This is St. Cloud's first Fall Arbitron ... 9/96 KASM-AF sold by Robt. Ingstad for \$1,250,000



# SAN LUIS OBISPO, CA

Arbitron Rank: 168 Pop (12+) 198,300	Stations 30 / 18	% Below Line: 14.6
Market TSL In Hours 20.25	Diaries: 680/292:1/53.5%	% Not Listed: 18.0
Average Person Rating: 14.8	Sample Target: 620	Total Retail Sales: \$1.65 Bil.

		12+ Metro Cume Rtg										
12+ Metro	Format	Fall 96		Spq	Fal	Spq	Fal	12+ Metro Cume	Fal	Spq	Fal	
		1/4	Share	96	95	96	94		96	96	95	
1	KZOZ-F	CL AOR	24 / 8.2	9.4	8.5	7.3	8.7	368	18.6	13.6	15.8	KZOZ-F
2	KSLY-F	CHR	23 / 7.8	9.4	8.5	7.3	8.7	481	24.3	25.2	25.8	KSLY-F
	KSTT-F	AC	23 / 7.8	6.8	8.5	6.7	8.4	355	17.9	18.1	16.7	KSTT-F
4	KKJG-F	C	18 / 6.1	4.7	6.1	8.6	7.1	227	11.4	12.4	15.4	KKJG-F
5	KIQO-F	O	16 / 5.4	6.1	4.8	6.4	6.1	328	16.5	16.5	16.9	KIQO-F
6	KDDB-F	C	14 / 4.8	4.7	5.1	7.0	6.7	229	11.6	10.4	14.6	KDDB-F
7	KOTR-F	AOR-P	13 / 4.4	4.0	3.7	2.9	4.7	151	7.6	7.2	8.0	KOTR-F
8	KGLW	T	10 / 3.4	1.8	2.0	2.2	3.7	138	7.0	3.8	5.1	KGLW
9	KWSP-F	SAC	8 / 2.7	4.0	2.7	4.5	1.7	103	5.2	7.5	6.9	KWSP-F
10	KKJL	ST	7 / 2.4	3.2	2.0			95	4.8	6.4	3.6	KKJL
	KPRL	T	7 / 2.4	3.6	3.1	4.2	3.4	113	5.7	5.8	8.0	KPRL

12+ FM Share (Metro): 77.59 % ( 187 of 241 ) ( Spring 96: 71.68 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KSLY-F	1 KZOZ-F	1 KZOZ-F	1 KZOZ-F	1 KSTT-F	1 KZOZ-F >	1 KSLY-F >	1 KZOZ-F	1 KZOZ-F <	1 KSLY-F
2 KSTT-F	2 KSLY-F <	2 KSTT-F	2 KIQO-F	2 KKJG-F	2 KSLY-F	2 KSTT-F	2 KSTT-F	2 KSTT-F >	2 KKJG-F
3 KZOZ-F >	3 KSTT-F	3 KSLY-F <	3 KKJG-F <	3 KZOZ-F	3 KIQO-F	3 KZOZ-F	3 KKJG-F	3 KSLY-F <	3 KIQO-F
4 KKJG-F >	4 KKJG-F	4 KIQO-F	4 KSTT-F	4 KDDB-F	4 KOTR-F	4 KKJG-F <	4 KGLW	4 KIQO-F	4 KSTT-F
	5 KOTR-F	5 KKJG-F	5 KGLW	5 KIQO-F	5 KSTT-F	5 KDDB-F >	5 KIQO-F <	6 KOTR-F	
	KIQO-F >	KOTR-F <		KSLY-F					

Other Rated Stations				Metro Cume Share Rating
KBAI	ST	1150	Morro Bay	2.0 / 4.7
KIXT-F	C	107.3	Grover Beach	1.7 / 3.4
KJDJ	SP	1030	San Luis Obispo	1.0 / 1.9
KNCR-F	SAC	103.1	Paso Robles	2.0 / 4.8
KVEC	N/T	920	San Luis Obispo	2.0 / 8.4
KWBR-F	AOR	95.3	Pismo Beach	1.7 / 7.0
KWWV-F	J	99.7	Morro Bay	1.4 / 4.2

Other Rated Stations—Outside Market				Metro Cume Share Rating
KBOX-F	AC	104.1	Lompoc	1.0 / 2.9
KCBS-F	CL AOR	93.1	Los Angeles	0.3 / 2.2
KGDP	REL	660	Orcutt	0.7 / 3.0
KHTY-F	CHR	97.5	Santa Barbara	2.0 / 6.0
KMJ	N/T	580	Fresno	2.0 / 4.3
KRKC-F	AC	102.1	King City	0.3 / 2.1
KRQK-F	SP	100.3	Lompoc	1.0 / 3.0
KRUZ-F	AC	103.3	Santa Barbara	1.4 / 7.0
KSMA	T	1240	Santa Maria	0.7 / 2.9
KSNI-F	C	102.5	Santa Maria	1.7 / 4.1
KUHL	T	1440	Santa Maria	1.7 / 4.0
KXFM-F	O	99.1	Santa Maria	1.7 / 4.2

### AM Stations

KGLW	1340	kw	Tak	ABC, Taknt	---	
KKJL	1400	1 kw	Standards	Westwd	Katz	
KPRL	1230	1 kw	Tak	ABC, CBS, Westwd	D&R	Paso Robles
KVEC	920	1 kw/0.5 kw (	News/Tak	ABC, CNN	---	

### FM Stations

KDDB	92.5	4.4 kw @ 1535	Country	Source	D&R	Paso Robles
KIQO	104.5	5.6 kw @ 1410	Oldies	ABC	---	Atascadero
KKJG	98.1	3.6 kw @ 1624	Country		D&R	
KOTR	94.9	25 kw @ 370	Prog. AOR		---	Cambria
KSLY	96.1	5.6 kw @ 1410	CHR		Katz	Mondosphere
KSTT	101.3	3.4 kw @ 1686	AC		---	Mondosphere
KWSP	106.1	0.95 kw @ 1463	Soft AC		---	Los Osos
KZOZ	93.3	29.5 kw @ 1470	AOR/Classic AOR		Christal	Am. General

Notes: 11/96 KWBR-F sold to American General (D+) for \$500,000 . . . 12/96 KBAI sold to Jacor for \$150,000 (Stanfield)

# SANTA BARBARA, CA

Arbitron Rank: 184 Pop (12+) 173,500	Stations 26 / 13	% Below Line: 22.2
Market TSL in Hours 20.75	Diaries: 644/269:1/48.5%	% Not Listed: 13.5
Average Person Rating: 15.3	Sample Target: 580	Total Retail Sales: \$1.7 Bil.

12+ Metro	Format	Fall 96		Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume	12+ Metro Cume Rtg			
		1/4	Share						Fall 96	Spg 96	Fal 95	
1	KTMS	T	22 / 8.3	6.4	6.7	6.0	7.4	222	12.8	15.2	15.8	KTMS
2	KSBL-F	AC	18 / 6.8	10.2	5.1	7.8	7.4	262	15.1	18.7	19.0	KSBL-F
3	KRUZ-F	SAC	17 / 6.4	3.8	8.7	5.2	6.3	284	16.4	15.5	13.0	KRUZ-F
4	KTYD-F	AOR	16 / 6.0	4.9	6.3	7.5	8.1	349	20.1	19.3	22.2	KTYD-F
	KDB-F	CL	16 / 6.0	6.0	5.1	3.7	4.1	247	14.2	12.2	11.2	KDB-F
6	KHTY-F	CHR	15 / 5.6	6.4	6.7	5.6	5.5	303	17.5	21.3	18.9	KHTY-F
7	KSPE	SP	13 / 4.9	3.0	1.2	3.7	3.0	123	7.1	5.8	6.0	KSPE
	KZBN	ST	13 / 4.9	6.4	7.1	5.2	0.4	178	10.3	9.8	8.3	KZBN
9	KMGQ-F	AC/CHR	12 / 4.5	4.9	4.3	5.6	8.1	208	12.0	12.2	15.7	KMGQ-F
	KNX	N	12 / 4.5	2.3	4.3	3.4	2.2	157	9.0	9.0	12.0	KNX
11	KHAY-F	C	9 / 3.4	1.9	1.6	5.2	4.8	108	6.2	8.2	5.7	KHAY-F
	KJEE-F	AC-NR	9 / 3.4	2.3	2.8	1.9	4.1	225	13.0	11.7	10.1	KJEE-F
	KCAQ-F	CHR	9 / 3.4	4.5	2.4	3.4	2.6	176	10.2	11.5	8.1	KCAQ-F
14	KSPE-F	SP	8 / 3.0	1.1	0.8	0.4		115	6.6	2.8	2.3	KSPE-F

12+ FM Share (Metro): 63.80 % ( 141 of 221 ) ( Spring 96: 65.16 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KTYD-F >	1 KTYD-F	1 KSBL-F	1 KTMS >	1 KSBL-F	1 KTYD-F	1 KTMS >	1 KTMS	1 KSBL-F <	1 KJEE-F
2 KHTY-F	2 KRUZ-F <	KTYD-F	2 KDB-F	2 KRUZ-F	2 KHTY-F	2 KSBL-F	2 KSBL-F	2 KRUZ-F <	KNX
KRUZ-F	3 KHTY-F <	3 KMGQ-F	3 KZBN	3 KTYD-F	3 KMGQ-F	3 KTYD-F	3 KRUZ-F	3 KHTY-F	3 KMGQ-F <
4 KJEE-F	4 KSBL-F	KRUZ-F	KSBL-F <	4 KMGQ-F	4 KTMS	4 KNX	4 KTYD-F	4 KDB-F <	4 KTMS
	5 KMGQ-F	5 KHTY-F	5 KNX	5 KSPE-F			5 KDB-F	5 KTYD-F	5 KSPE
									KDB-F

Other Rated Stations	Metro Share	Cume Rating
KIST O 1340 Sta. Barbara	2.3 /	5.5
KQSB T 990 Sta. Barbara	2.3 /	6.7

Other Rated Stations—Outside Market	Metro Share	Cume Rating
KFI T 640 Los Angeles	1.1 /	3.6
KKBT-F B 92.3 Los Angeles	1.1 /	4.1
KLOS-F AOR 95.5 Los Angeles	1.1 /	5.6
KLVE-F SP 107.5 Los Angeles	1.5 /	2.6
KOCP-F CL AOR 95.9 Camarillo	1.1 /	3.5
KPWR-F CHR/U 105.9 Los Angeles	1.1 /	5.3
KRTH-F O 101.1 Los Angeles	1.9 /	7.0
KVEN FS 1450 Ventura	0.4 /	1.8
KXSP SP 1590 Ventura	0.4 /	1.3
XTRA SPRTS 690 Tijuana	1.1 /	3.5

### AM Stations

KSPE 1490 1 kw	Hispanic	Caballero
KTMS 1250 2.5 kw/1 kw (DA-1)	Tak	ABC, CBS, CNN
KZBN 1290 0.5 kw/0.12 kw	Standards	Westwd
		Mc-Guild Engles
		Katz

### FM Stations

KDB 93.7 12.5 kw @ 870	Classical	Allied
KHTY 97.5 16 kw @ 2900	CHR	ABC
KJEE 92.9 0.82 kw @ 686	AC-New Rock	Eastman Engles
KMGQ 106.3 0.36 kw @ 827	AC/CHR	Banner
KRUZ 103.3 105 kw @ 2980	AC	Eastman Engles
KSBL 101.7 0.31 kw @ 810	AC	Mc-Guild
KSPE 94.5 0.88 kw @ 2954	Hispanic	Katz
KTYD 99.9 34 kw @ 1279	AOR	Katz
		KTYD owner
		Carpinteria
		Montecito
		Golba

Notes: Other ranked stations: See Los Angeles or Oxnard . . . 9/96 KIST/KMGQ-F sold to Engles (KTMS/KHTY-F) for \$\_\_\_\_\_ (Media Svcs.)

# SPRINGFIELD, IL

Arbitron Rank: 192 Pop (12+) 164,300  
 Market TSL in Hours 20.50  
 Average Person Rating: 15.3

Stations 16 / 12  
 Diaries: 634/259:1/56.5%  
 Sample Target: 580

% Below Line: 3.6  
 % Not Listed: 13.9  
 Total Retail Sales: \$1.77 Bil.

		12+ Metro Cume Rtg										
12+ Metro	Format	Fall 96		Spg	Fal	Spg	Fal	12+ Metro	Fal	Spg	Fal	
		1/4	Share	96	95	95	94	Cume	96	96	95	
1	WQLZ-F	AOR	36 / 14.3	9.9		10.6		398	24.2	18.9		WQLZ-F
2	WDBR-F	CHR	31 / 12.4	12.1		10.2		459	27.9	25.4		WDBR-F
3	WFMB-F	C	29 / 11.6	12.1		1.5		334	20.4	21.1		WFMB-F
4	WNNS-F	AC	25 / 10.0	9.9		9.9		310	18.8	23.1		WNNS-F
5	WTAX	FS/T	19 / 7.6	8.6		8.0		272	16.6	17.4		WTAX
6	WQQL-F	O	17 / 6.8	9.5		9.9		303	18.4	18.3		WQQL-F
7	WYMG-F	AOR/CL	16 / 6.4	5.6		6.6		316	19.2	17.6		WYMG-F
8	WYXY-F	C	13 / 5.2	3.9		1.1		179	10.9	7.4		WYXY-F
9	WMAY	T	11 / 4.4	5.6		5.5		209	12.7	15.0		WMAY

12+ FM Share (Metro): 80.56 % ( 174 of 216 ) ( Spring 96: 77.27 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WQLZ-F	1 WQLZ-F	1 WQLZ-F	1 WFMB-F	1 WNNS-F	1 WQLZ-F >>	1 WQLZ-F	1 WFMB-F	1 WQLZ-F <	1 WQLZ-F <
2 WDBR-F	2 WDBR-F	2 WDBR-F	2 WTAX	2 WDBR-F	2 WFMB-F	2 WFMB-F	WQLZ-F	2 WDBR-F	2 WDBR-F >>
3 WNNS-F >	3 WNNS-F <	WNNS-F <	3 WNNS-F <	3 WFMB-F >	3 WYMG-F	3 WDBR-F	3 WNNS-F	3 WNNS-F <	3 WNNS-F
4 WFMB-F	4 WFMB-F	4 WFMB-F	4 WQLZ-F <	4 WQQL-F	4 WDBR-F	4 WTAX <	4 WDBR-F	4 WFMB-F >	4 WTAX
5 WYMG-F >	5 WYMG-F	5 WYMG-F	5 WQQL-F <		WQQL-F >	5 WNNS-F	5 WYMG-F	5 WYMG-F	WQQL-F
	6 WQQL-F	WQQL-F >						WQQL-F >	

Other Rated Stations				Metro Cume	Share Rating
WCVS-F	CL AOR	96.7	Virden	0.8 / 5.3	
WFMB	SPRTS	1450	Springfield	2.0 / 6.3	
WLUJ-F	REL	97.7	Petersburg	1.2 / 5.0	

Other Rated Stations—Outside Market				Metro Cume	Share Rating
KMJM-F	B	107.7	St. Louis	0.8 / 2.1	
KMOX	FS	1120	St. Louis	0.8 / 3.0	
WLDS	AC	1180	Jacksonville	1.2 / 1.5	
WLS	T	890	Chicago	0.8 / 2.0	

### AM Stations

WMAY	970	1 kw/0.5 kw (DA-2)	Tak	CNN, ABC	Eastman	Midwest Family
WTAX	1240	1 kw	Full service	CBS, ABC, Westwd	Christal	Saga

### FM Stations

WDBR	103.7	50 kw @ 320	CHR		Christal	Saga	
WFMB	104.5	43 kw @ 430	Country	ABC	Mc-Guild	Patterson	
WNNS	98.7	50 kw @ 500	AC		Eastman	Midwest Family	
WQLZ	92.7	11.5 kw @ 482	AOR		Eastman	Midwest Family	Taybrsville
WQQL	101.9	50 kw @ 300	Oldies		Katz	Saga	
WYMG	100.5	40 kw @ 492	AOR/Classic AOR		Katz	Saga	Jacksonville
WYXY	93.9	15 kw @ 430	Country		Christal	Saga	Lincoln

Notes: This is Springfield's first Fall Arbitron . . . 9/96 WWTE-F changed calls to WYXY-F; format remains Country

# STAMFORD-NORWALK, CT

Arbitron Rank: 134	Pop (12+): 288,600	Stations: 33 / 6	% Below Line: 66.1
Market TSL In Hours: 21.00		Diaries: 604/478:1/48.8%	% Not Listed: 15.6
Average Person Ratings: 16.0		Sample Target: 620	Total Retail Sales: \$4.9 Bil

12+ Metro	Format	Fall 96		Spg	Fal	Spg	Fal	12+ Metro Cume	12+ Metro Cume Rtg			
		1/4	Share	96	95	95	94		Fall 96	Spg 96	Fal 95	
1	WFAN	SPRTS	32 / 6.9	4.4	4.2	4.6	4.6	522	18.1	15.0	16.3	WFAN
2	WEBE-F	AC	28 / 6.1	6.3	5.6	5.7	3.9	454	15.7	15.4	17.5	WEBE-F
	WCBS	N	28 / 6.1	7.3	6.4	8.0	7.6	558	19.3	23.3	26.6	WCBS
4	WEZN-F	SAC	22 / 4.8	4.2	3.8	5.2	6.1	370	12.8	14.2	16.7	WEZN-F
5	WKHL-F	O	21 / 4.5	3.1	5.3	6.6	3.2	338	11.7	12.0	15.5	WKHL-F
6	WOR	T	19 / 4.1	2.9	3.8	1.8	1.2	195	6.8	8.7	8.3	WOR
7	WHTZ-F	CHR	17 / 3.7	3.6	6.4	5.7	5.6	408	14.1	15.5	17.9	WHTZ-F
8	WRKS-F	B/AC	15 / 3.2	4.6	2.4	1.8	2.0	198	6.9	8.2	5.5	WRKS-F
	WQHT-F	U/CHR	15 / 3.2	3.6	3.3	2.1	2.2	214	7.4	8.9	7.4	WQHT-F
	WKTU-F	CHRJU	15 / 3.2	2.5	1.6	2.3	2.4	284	9.8	9.6	6.0	WKTU-F
11	WQCD-F	J	14 / 3.0	2.7	2.2	2.3	2.9	217	7.5	7.2	5.9	WQCD-F
	WEFX-F	CL AOR	14 / 3.0	4.2	3.3	3.2	5.1	281	9.7	13.2	11.5	WEFX-F

12+ FM Share (Metro): 67.18 % ( 262 of 390 ) ( Spring 96: 65.56 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WHTZ-F	1 WEBE-F	1 WFAN <	1 WFAN <	1 WEBE-F >	1 WFAN >>	1 WFAN >	1 WCBS <	1 WEBE-F <	1 WEBE-F <
2 WEBE-F	2 WFAN >	2 WEBE-F >	2 WCBS	2 WKHL-F	2 WEBE-F	2 WCBS	2 WKHL-F <	2 WCBS <	2 WHTZ-F <
3 WKTU-F	3 WKTU-F	3 WKHL-F	3 WKHL-F <	3 WKTU-F	WCBS	3 WRK-F <	3 WEBE-F	3 WFAN	3 WEZN-F <
	WQHT-F	WHTZ-F <	WCBS <	4 WEBE-F <	WRKS-F	4 WEBE-F <	4 WEZN-F <	4 WEZN-F <	4 WOR
5 WXRK-F	5 WRKS-F	5 WQCD-F <	5 WEZN-F <	WEZN-F	4 WEFX-F	5 WOR <	5 WFAN <	5 WRKS-F <	WKTU-F
6 WFAN	WEZN-F <	6 WKTU-F <	6 WOR			6 WKHL-F <	6 WABC	6 WOR	
						7 WSTC			

Other Rated Stations	Metro Share	Cume Rating
WGCH	SAC 1490	Greenwich 1.3 / 3.9
WNLK	T 1350	Norwalk 0.9 / 3.5
WSTC	T 1400	Stamford 2.4 / 5.4

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WABC	T 770	New York 2.8 / 9.5
WALK-F	AC 97.5	Patchogue, NY 0.9 / 2.8
WAXQ-F	CL AOR 104.3	New York 1.5 / 4.7
WBL-F	B 107.5	New York 0.9 / 3.0
WCBS-F	O 101.1	New York 1.7 / 4.6
WICC	FS 600	Bridgeport 0.4 / 1.9
WINS	N 1010	New York 0.4 / 6.3
WLIR-F	AC-NR 92.1	Garden City 0.6 / 3.4
WLTW-F	SAC 106.7	New York 2.2 / 4.5
WMJC-F	C 94.3	Smithtown, NY 2.6 / 4.3
WNEW-F	AOR 102.7	New York 0.9 / 6.1
WPAT-F	SP 93.1	New York 1.5 / 3.6
WPLJ-F	CHR-NR 95.5	New York 1.7 / 9.0
WQEW	ST 1560	New York 2.4 / 6.4
WQXR-F	CL 96.3	New York 2.6 / 9.8
WRGX-F	AOR-NR 107.1	Briarcliff Manor, NY 0.4 / 2.2
WSKQ-F	SP 97.9	New York 1.7 / 2.9
WXRK-F	T/NR 92.3	New York 2.6 / 10.7

### AM Stations

WGCH	1490	1 kw	Soft AC	Westwd	---	Greenwich
WNLK	1350	2.5 kw/0.5 kw (DA-2)	Tak	ABC, Westwd	Eastman Capstar	Norwalk
WSTC	1400	1 kw	Tak	ABC, Westwd	Christal Capstar	Stamford

### FM Stations

WEBE	107.9	50 kw @ 384	AC	Banner	Fairfield/ML	Westport
WEFX	95.9	3 kw @ 298	Classic AOR	Eastman	Capstar	Norwalk
WKHL	96.7	3 kw @ 328	Oldies	Allied	Capstar	Stamford

Notes: Other ranked stations: See Bridgeport or New York . . . 6/96 WNLK/WSTC/WEFX-F/WKHL-F sold by Commodore to Capstar (BT, MVP)

# TRENTON, NJ

Arbitron Rank: 137 Pop (12+) 279,700  
 Market TSL in Hours 21.25  
 Average Person Rating: 15.9

Stations 32 / 7  
 Diaries: 620/451:1/48.9%  
 Sample Target: 620

% Below Line: 58.7  
 % Not Listed: 14.8  
 Total Retail Sales: \$3.0 Bil.

### 12+ Metro Cume Rtg

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume	Fall 96	Spg 96	Fal 95		
1	WKXW-F	T/O	38 / 8.5	9.2	5.6	4.9	7.4	702	25.1	27.3	18.2	WKXW-F
2	WPST-F	CHR	36 / 8.1	8.3	8.8	12.0	11.1	701	25.1	25.4	24.5	WPST-F
3	WBUD	ST	23 / 5.2	4.8	7.0	5.1	5.7	261	9.3	9.4	7.5	WBUD
	WDAS-F	B/AC	23 / 5.2	3.5	2.6	4.3	4.1	245	8.7	7.6	7.1	WDAS-F
5	WUSL-F	B	19 / 4.3	3.9	5.6	4.1	4.6	310	11.1	11.1	11.5	WUSL-F
	WJZ-F	J	19 / 4.3	4.4	2.1	3.0	3.7	320	11.4	11.7	6.5	WJZ-F
	WIOQ-F	CHR	19 / 4.3	3.9	1.9	2.6	2.4	378	13.5	12.3	9.2	WIOQ-F
8	WYXR-F	AC/CHR	17 / 3.8	3.1	4.0	6.4	4.4	375	13.4	14.6	12.5	WYXR-F
	WYSP-F	T/CL AOR	17 / 3.8	5.0	3.5	4.3	3.5	313	11.2	14.0	12.7	WYSP-F
10	WOGL-F	O	15 / 3.4	4.1	3.5	2.8	2.8	287	10.3	12.5	9.8	WOGL-F

12+ FM Share (Metro): 78.16 % ( 297 of 380 ) ( Spring 96: 81.04 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WPST-F >>	1 WPST-F	1 WKXW-F	1 WKXW-F >	1 WKXW-F	1 WKXW-F <	1 WKXW-F >	1 WPST-F	1 WKXW-F	1 WPST-F
2 WYSP-F	2 WKXW-F	2 WPST-F	2 WBUD	2 WPST-F	2 WPST-F	2 WPST-F	2 WKXW-F <	WPST-F	2 WDAS-F
WIOQ-F	3 WYSP-F	3 WDAS-F <	3 WDAS-F	3 WYXR-F	3 WOGL-F	3 WYSP-F <	3 WDAS-F <	3 WIOQ-F	3 WIOQ-F
4 WYXR-F	WYXR-F <	4 WJZ-F	4 WJZ-F	4 WJZ-F	4 WYSP-F	4 WBUD	4 WBUD	4 WDAS-F <	4 WJZ-F
	5 WDAS-F <	WOGL-F <	5 WWDB-F	WDAS-F	5 WJZ-F	5 WUSL-F	5 WWDB-F <	5 WJZ-F	WUSL-F

Other Rated Stations	Metro Cume Share Rating
WCHR-F REL 94.5 Trenton	0.7 / 2.4
WHWH SAC 1350 Princeton	1.1 / 4.7
WIMG B 1300 Trenton	2.5 / 5.2
WPRB-F AOR 103.3 Princeton	0.7 / 2.4

Other Rated Stations--Outside Market	Metro Cume Share Rating
WABC T 770 New York	0.7 / 2.8
WBEB-F AC 101.1 Philadelphia	1.8 / 3.3
WCBS N 880 New York	2.5 / 8.0
WFAN SPRTS 660 New York	2.0 / 6.8
WIP SPRTS 610 Philadelphia	0.9 / 2.2
WLTW-F SAC 106.7 New York	0.7 / 2.4
WMGK-F O-70S 102.9 Philadelphia	2.2 / 7.0
WMGQ-F AC 98.3 New Brunswick	1.3 / 2.7
WMMR-F AOR 93.3 Philadelphia	2.7 / 10.3
WNEW-F AOR 102.7 New York	0.9 / 1.7
WOR T 710 New York	1.6 / 5.7
WPLJ-F CHR/AC 95.5 New York	0.9 / 4.3
WQHT-F CHR/AC 97.1 New York	1.6 / 5.0
WRKS-F B/AC 98.7 New York	0.7 / 1.7
WWDB-F T 96.5 Philadelphia	3.1 / 4.7
WWJZ ST 640 Mt. Holly, NJ	2.2 / 2.4
WXRK-F T/NR 92.3 New York	0.9 / 4.6
WXTU-F C 92.5 Philadelphia	2.9 / 8.4

### AM Stations

WBUD	1260	5 kw/2.5 kw (DA-2)	Standards	Mc-Guild	Press
WHWH	1350	5 kw (DA-2)	Soft AC	ABC	Katz Nassau Princeton
WIMG	1300	5 kw/1 kw (DA-2)	Black	Westwd	Williams

### FM Stations

WCHR	94.5	50 kw @ 492	Religion	---	Nassau
WKXW	101.5	19 kw @ 804	Talk/Oldies	Mc-Guild	Press
WPST	97.5	50 kw @ 430	CHR	Katz	Nassau

Notes: Other ranked stations: See Philadelphia . . . 9/96 WTTM/WCHR-F sold by Great Scott to Nassau (D) for \$20,000,000 (Americom)

# TRI-CITIES, WA (Richland-Kennewick-Pasco)

Arbitron Rank: 200 Pop (12+) 146,000	Stations 18 / 15	% Below Line: 7.9
Market TSL in Hours 20.75	Diaries: 494/296:1/53.4%	% Not Listed: 18.1
Average Person Rating: 15.5	Sample Target: 520	Total Retail Sales: \$1.56 Bil.

12+ Metro	Format	Fall 96		Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume	12+ Metro Cume Rtg			
		1/4	Share						Fall 96	Spg 96	Fal 95	
1 KEYW-F	AC/CHR	23	10.1	5.4		3.3		333	22.8	17.1		KEYW-F
2 KIOK-F	C	20	8.8	10.3		8.4		209	14.3	20.2		KIOK-F
	KORD-F	20	8.8	17.0		18.1		266	18.2	21.7		KORD-F
	KONA-F	20	8.8	6.7		6.5		267	18.3	16.5		KONA-F
5 KEGX-F	CL AOR	16	7.1	10.3		7.0		271	18.6	17.7		KEGX-F
	KXR-F	16	7.1	6.3		7.0		251	17.2	17.6		KXR-F
7 KONA	FS	14	6.2	7.6		6.5		288	19.8	16.5		KONA
8 KZHR-F	SP	13	5.7	4.0		6.5		81	5.5	8.0		KZHR-F
9 KNLT-F	O	11	4.8	0.0		0.0		194	13.3	14.2		KNLT-F
10 KTCR	T	10	4.4	2.7		5.1		144	9.9	7.0		KTCR
11 KALE	ST	7	3.1	1.8		0.5		82	5.6	4.2		KALE

12+ FM Share (Metro): 80.65 % ( 150 of 186 ) ( Spring 96: 80.30 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KEYW-F	1 KEGX-F <	1 KEGX-F	1 KONA	1 KORD-F >	1 KEGX-F	1 KORD-F <	1 KONA-F	1 KEYW-F	1 KEYW-F >
2 KIOK-F	2 KEYW-F	KORD-F	KONA-F <	2 KEYW-F	2 KXR-F	2 KEYW-F <	2 KEGX-F	2 KIOK-F <	2 KZHR-F
KZHR-F	KORD-F <	3 KEYW-F	3 KORD-F	KONA-F	3 KZHR-F	3 KXR-F <	KORD-F <	3 KONA-F	3 KONA-F
KXR-F >	4 KXR-F <	KZHR-F	4 KIOK-F	4 KNLT-F	4 KEYW-F	4 KONA <	4 KIOK-F	4 KORD-F	4 KONA
	5 KZHR-F	5 KXR-F		KZHR-F	KORD-F	5 KIOK-F <	5 KTCR <	5 KEGX-F	5 KIOK-F
				KIOK-F					
				KEGX-F >					

Other Rated Stations				Metro Cume Share Rating
KARY-F	C	100.9	Grandview	0.4 / 1.2
KFLD	SPRTS	870	Pasco	2.2 / 8.2
KGDN-F	REL	101.3	Pasco	0.9 / 2.6
KZXR-F	AC/CHR	101.7	Prosser	1.3 / 3.4

Other Rated Stations—Outside Market				Metro Cume Share Rating
KTWY-F	REL	93.3	Walla Walla	1.3 / 4.5
KWHT-F	C	103.5	Pendleton, OR	0.9 / 2.8

### AM Stations

KALE	960	5 kw/1 kw (DA-N)	Standards	CBS	D&R	Triathlon
KFLD	870	10 kw/0.25 kw	Sports		Moore	Deschutes
KONA	610	5 kw (DA-2)	Full Service	ABC	Allied	
KTCR	1340	1 kw	Tak	Taknt	Christal	Triathlon

### FM Stations

KEGX	106.5	100 kw @ 1053	Classic AOR	Westwd	Christal	Triathlon
KEYW	98.3	3 kw @ 195	AC/CHR		---	Deschutes
KIOK	94.9	100 kw @ 1250	Country		D&R	Triathlon
KNLT	95.7	100 kw @ 427	Oldies		Christal	Triathlon
KONA	105.3	100 kw @ 1138	Soft AC	ABC	Allied	
KORD	102.7	100 kw @ 1100	Country		Moore	Deschutes
KXR	97.1	50 kw @ 1338	AOR		Eastman	Deschutes

Notes: This is the Tri-Cities' first Fall Arbitron

# TUPELO, MS

Arbitron Rank: 174 Pop (12+) 182,400  
 Market TSL In Hours 19.25  
 Average Person Rating: 14.4

Stations 20 / 14  
 Diaries: 447/408:1/51.7%  
 Sample Target: 430

% Below Line: 9.9  
 % Not Listed: 18.7  
 Total Retail Sales: \$1.8 Bil.

12+ Metro Cume Rtg											
12+ Metro	Format	Fall 96 1/4 Share	Spq 96	Fal 95	Spq 95	Fal 94	12+ Metro Cume	Fall 96	Spq 96	Fal 95	
1	WWZD-F	C	35 / 13.3	17.0		17.2	494	27.1	32.4		WWZD-F
2	WWKZ-F	CHR	29 / 11.1	12.7		16.5	428	23.5	27.5		WWKZ-F
3	WWMS-F	C	23 / 8.8	14.4		10.7	349	19.1	23.9		WWMS-F
4	WESE-F	B	22 / 8.4	9.8		9.4	272	14.9	13.0		WESE-F
5	WSEL-F	REL	18 / 6.9	2.3			181	9.9	5.7		WSEL-F
6	WSYE-F	AC	16 / 6.1	7.5		8.7	351	19.2	20.0		WSYE-F
7	WBIP-F	G	11 / 4.2	3.6		2.3	139	7.6	9.0		WBIP-F
	WSMS-F	AOR	11 / 4.2	0.7			151	8.3	3.8		WSMS-F
9	WZLQ-F	C	9 / 3.4	3.3		2.6	203	11.1	10.1		WZLQ-F
10	WFTA-F	AC	8 / 3.1	4.9		4.5	186	10.2	14.9		WFTA-F

12+ FM Share (Metro): 97.18 % ( 207 of 213 ) ( Spring 96: 96.59 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WWZD-F <	1 WWZD-F	1 WWZD-F	1 WWZD-F	1 WWZD-F >	1 WWKZ-F	1 WWZD-F	1 WWZD-F	1 WWZD-F	1 WESE-F
2 WWKZ-F >	2 WWKZ-F	2 WWKZ-F	2 WWKZ-F <	2 WWKZ-F	2 WWMS-F	2 WWKZ-F	2 WWKZ-F	2 WWKZ-F	2 WSEL-F >
3 WSEL-F	3 WWMS-F <	3 WWMS-F	3 WWMS-F	3 WSYE-F	WWZD-F	3 WWMS-F	3 WWMS-F	3 WESE-F	3 WWKZ-F
	WWMS-F	4 WSYE-F	4 WSYE-F	4 WBIP-F	4 WSMS-F	4 WESE-F	4 WSYE-F	4 WSEL-F <	4 WWZD-F
5 WSYE-F	5 WSEL-F	5 WSEL-F	5 WESE-F	WWMS-F	5 WSYE-F	WSYE-F	5 WESE-F >	5 WWMS-F <	5 WWMS-F
	WESE-F							6 WSYE-F <	

Other Rated Stations			Metro Share	Cume Rating
WAFM-F	AC/CHR	95.3	Amory	1.1 / 2.0
WCNA-AF	C	95.9	Potts Camp	0.8 / 2.2
WCPC	REL	94.0	Houston	1.9 / 5.0
WWZQ-F	O	105.3	Aberdeen	2.3 / 6.6

Other Rated Stations—Outside Market				Metro Share	Cume Rating
WACR-F	B	103.9	Columbus	1.1 / 4.2	
WFCA-F	REL	107.9	Ackerman	1.9 / 4.3	
WKOR-F	C	94.9	Columbus	1.1 / 2.7	
WMXU-F	AOR	106.1	Starkville	0.8 / 2.3	
WZBQ-F	CHR	94.1	Carrollton, AL	0.8 / 3.1	

### FM Stations

WBIP	99.3	6 kw @ 300	Gospel	USA	Mid-South	Booneville
WESE	92.5	5.4 kw @ 328	Black	ABC	--- WWZD	Baldwyn
WFTA	101.9	50 kw @ 480	AC	ABC	Keystone Sisk	Fulton
WSEL	96.7	3 kw @ 298	Gospel		---	Pontotoc
WSYE	93.3	100 kw @ 1804	AC		Mc-Guild New South	Houston
WWKZ	103.5	100 kw @ 1004	CHR	Westwd, ABC	K&P Air South	New Albany
WWMS	97.5	100 kw @ 980	Country	Westwd	---	WZLQ Oxford
WWZD	106.7	28.1 kw @ 656	Country	Westwd, ABC	---	WESE New Albany
WZLQ	98.5	100 kw @ 981	Country	ABC	---	WWMS

Notes: This is Tupelo's first Fall Arbitron

# TYLER-LONGVIEW, TX

Arbitron Rank: 144 Pop (12+) 257,500  
 Market TSL in Hours 19.00  
 Average Person Rating: 14.2

Stations 26 / 16  
 Diaries: 638/404:1/48.9%  
 Sample Target: 620

% Below Line: 10.9  
 % Not Listed: 21.4  
 Total Retail Sales: \$3.3 Bil.

12+ Metro	Format	Fall 96		Spq 96	Fal 95	Spq 95	Fal 94	12+ Metro Cume	12+ Metro Cume Rtg			
		1/4	Share						Fall 96	Spq 96	Fal 95	
1	KISX-F	CHR	48 / 13.1	10.6		9.7		646	25.1	28.7		KISX-F
2	KNUE-F	C	45 / 12.3	11.9		19.2		562	21.8	22.7		KNUE-F
3	KOOL-F	SAC	25 / 6.8	7.0		5.9		369	14.3	14.3		KOOL-F
4	KYXX-F	C	23 / 6.3	9.3		6.4		354	13.8	12.4		KYXX-F
5	KTYL-F	AC	18 / 4.9	4.7		6.1		398	15.5	15.8		KTYL-F
6	KDOK-F	ST	13 / 3.6	6.7		4.1		182	7.1	11.0		KDOK-F
	KZEY	B	13 / 3.6	5.7		6.1		189	7.3	10.8		KZEY
	KTBB	N/T	13 / 3.6	4.4		2.0		257	10.0	10.7		KTBB
9	KKTX-F	CL AOR	12 / 3.3	3.1		3.1		217	8.4	9.3		KKTX-F
10	KEES-AA	T	11 / 3.0	3.0		3.3		175	6.8	4.8		KEES-AA

12+ FM Share (Metro): 82.93 % ( 238 of 287 ) ( Spring 96: 83.69 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KISX-F	1 KNUE-F <	1 KNUE-F	1 KNUE-F <	1 KNUE-F >	1 KISX-F <	1 KNUE-F	1 KISX-F <	1 KISX-F	1 KISX-F >
2 KNUE-F >>	2 KISX-F >	2 KISX-F >	2 KOOL-F >	2 KISX-F	2 KNUE-F >	2 KISX-F >	2 KNUE-F >	2 KNUE-F >	2 KNUE-F >>
3 KYXX-F	3 KYXX-F	3 KOOL-F	3 KTYL-F	3 KTYL-F	3 KYXX-F >	3 KOOL-F	3 KOOL-F	3 KOOL-F	3 KRUF-F
4 KKTX-F >	4 KOOL-F	KYXX-F	KYXX-F	KOOL-F >	4 KTBB	4 KYXX-F	4 KEES-AA <	KYXX-F >	KOOL-F
	5 KKTX-F <	5 KTYL-F >	KDOK-F <	5 KYXX-F	5 KKTX-F	5 KTYL-F <	5 KYXX-F <		
	6 KTYL-F		6 KTBB		KOOL-F	6 KTBB	6 KTYL-F		

Other Rated Stations	Metro Share	Cume Rating
KEBE C 1400 Jacksonville	0.5 / 1.8	
KFRO-F O 95.3 Gilmer	1.9 / 7.4	
KFRO N/T 1370 Longview	1.9 / 3.7	
KKUS-F C 104.1 Tyler	1.9 / 6.7	
KWRW-F O 97.7 Rusk	0.8 / 2.4	

Other Rated Stations—Outside Market	Metro Share	Cume Rating
KAFX-F CHR 95.5 Diboil	1.1 / 2.0	
KEGL-F AOR 97.1 Ft. Worth	0.8 / 2.3	
KKDA-F B 104.3 Dallas	0.8 / 3.0	
KMJJ-F B 99.7 Shreveport, LA	0.8 / 3.9	
KRUF-F CHR 94.5 Shreveport, LA	1.9 / 5.7	
KTBB-F AC 107.7 Nacogdoches	0.5 / 2.1	
KTUX-F AOR-NR 98.9 Carthage	1.1 / 2.1	
KYKS-F T 105.1 Lufkin	0.5 / 1.2	
KZEY-F B 103.9 Marshall	2.5 / 2.9	
WBAP T/FS 820 Ft. Worth	0.8 / 2.1	

### AM Stations

KEES	1430	5 kw/1 kw (DA-N)	Tak	ABC, Westwd	K&P	KYZS	Gladewater
KTBB	600	5 kw/2.5 kw (DA-2)	News/Tak	ABC	D&R	Gulfstar	
KYZS	1490	1 kw	See KEES				Tyler
KZEY	690	1 kw/90 w (DA-1)	Black		K&P		

### FM Stations

KDOK	92.1	9.6 kw @ 443	Standards	ABC	---		
KISX	107.3	50 kw @ 479	CHR	Westwd	Banner	Gulfstar	Whitehouse
KKTX	96.1	31.7 kw @ 620	AOR	ABC	---	Noalmark	Kilgore
KNUE	101.5	100 kw @ 1074	Country		Banner	Gulfstar	
KOOL	106.5	100 kw @ 1468	Soft AC	ABC	Eastman		Jacksonville
KTYL	93.1	100 kw @ 459	AC		D&R	Gulfstar	
KYXX	105.7	100 kw @ 1005	Country	ABC	Mc-Guild	SunGroup	

Notes: This is Tyler-Longview's first Fall Arbitron



# WACO, TX

Arbitron Rank: 190 Pop (12+) 166,200  
 Market TSL in Hours 19.00  
 Average Person Rating: 13.8

Stations 29 / 11  
 Diaries: 609/273:1/51.6%  
 Sample Target: 580

% Below Line: 30.2  
 % Not Listed: 10.9  
 Total Retail Sales: \$1.75 Bil.

12+ Metro Cume Rtg											
12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume	Fall 96	Spg 96	Fal 95	
1	WACO-F	C	38 / 16.6	15.8		18.1	473	28.4	30.9		WACO-F
2	KWTX-F	CHR	28 / 12.2	10.4		14.4	454	27.3	24.1		KWTX-F
3	KCKR-F	C	24 / 10.5	12.9		10.3	330	19.8	26.3		KCKR-F
4	KKDA-F	B	21 / 9.2	11.6		9.5	190	11.4	14.5		KKDA-F
5	KBRQ-F	CL AOR	18 / 7.8	7.9		7.8	218	13.1	15.2		KBRQ-F
6	WBAP	T/FS	13 / 5.7	7.1		4.5	164	9.9	11.1		WBAP
7	KWOW-F	O	6 / 2.6	4.1		3.3	136	8.2	9.8		KWOW-F
8	KWTK	T	5 / 2.2	1.7		1.2	119	7.2	6.1		KWTK
	KKTK	SPRTS	5 / 2.2	2.5		0.8	108	6.5	6.6		KKTK
	KBCT-F	J	5 / 2.2				72	4.3			KBCT-F

12+ FM Share (Metro): 83.33 % ( 170 of 204 ) ( Spring 96: 81.11 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WACO-F	1 WACO-F	1 WACO-F >	1 WACO-F	1 WACO-F	1 WACO-F	1 WACO-F >	1 WACO-F >	1 WACO-F	1 KWTX-F <
2 KWTX-F >	2 KWTX-F <	2 KBRQ-F	2 KCKR-F	2 KWTX-F	KBRQ-F >	2 KWTX-F <	2 KCKR-F	2 KWTX-F	2 KKDA-F
3 KBRQ-F	3 KBRQ-F	KWTX-F	3 WBAP >	3 KKDA-F >	3 KCKR-F	3 KCKR-F <	3 KBRQ-F	3 KCKR-F	3 WACO-F >>
4 KKDA-F >	4 KKDA-F <	4 KCKR-F	4 KWTX-F	4 KCKR-F >	4 KWTX-F	4 KKDA-F >	4 KWTX-F	4 KBRQ-F	4 KCKR-F >
	5 KCKR-F >	5 KKDA-F >	KKDA-F KBRQ-F >			5 KBRQ-F	5 WBAP >		

Other Rated Stations				Metro Cume Share Rating
KBBW	REL	1010	Marin	0.4 / 2.6
KEYR-F	AC	92.9	Marin	0.9 / 3.7
KRZI	T	1580	Waco	1.3 / 3.8

Other Rated Stations—Outside Market				Metro Cume Share Rating
KAJZ-F	J	93.3	Killeen	0.9 / 3.6
KEGL-F	AOR	97.1	Ft. Worth	0.4 / 1.7
KHKS-F	CHR	106.1	Denton	0.9 / 2.8
KHLR-F	CHR	103.9	Cameron	0.9 / 1.7
KICI-F	SP	107.9	Corsicana	1.7 / 4.2
KKDA	B/O	730	Grand Prairie	0.9 / 2.3
KLIF	T	570	Dallas	1.7 / 3.3
KLTD-F	REL	101.7	Temple	0.9 / 2.7
KLTY-F	REL	94.1	Ft. Worth	0.9 / 4.2
KLUV-F	O	98.7	Dallas	0.9 / 4.1
KPLX-F	C	99.5	Ft. Worth	0.4 / 1.8
KRLD	N/T	1080	Dallas	0.4 / 2.7
KRRW-F	CL AOR	97.9	Dallas	0.9 / 2.9
KSCS-F	C	96.3	Ft. Worth	0.9 / 2.3
KUTZ-F	AOR	98.9	Lampasas	1.3 / 2.9
KZPS-F	CL AOR	92.5	Dallas	1.3 / 6.7

### AM Stations

KKTK	1460	1 kw (DA-N)	Sports	ABC, CBS	Mc-Guild	Gulfstar
KWTX	1230	1 kw	News/Talk	CBS	Katz	Gulfstar

### FM Stations

KBCT	94.5	3.2 kw @ 453	Jazz			
KBRQ	102.5	100 kw @ 450	Classic AOR		Eastman	Gulfstar Hillsboro
KCKR	95.5	100 kw @ 1069	Country		Banner	Gulfstar
KWOW	103.3	8.4 kw @ 574	Oldies		Rosin	Cifton
KWTK	97.5	100 kw @ 890	CHR		Katz	Gulfstar
WACO	99.9	100 kw @ 1650	Country	ABC	Mc-Guild	Gulfstar

Notes: This Waco's first Fall Arbitron . . . Other ranked stations: See Dallas-Ft. Worth . . . 6/96 WACO (AM) changed calls to KKTK; format remains Sports

# WAUSAU-STEVEN'S POINT, WI

Arbitron Rank: 158	Pop (12+): 215,400	Stations: 20 / 17	% Below Line: 6.1
Market TSL in Hours: 21.00		Diaries: 651/331:1/67.8%	% Not Listed: 14.5
Average Person Rating: 16.0		Sample Target: 620	Total Retail Sales: \$2.7 Bil.

### 12+ Metro Cume Rtg

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume	Fall 96	Spg 96	Fal 95	
1	WDEZ-F	C	45 / 13.1	18.1		14.4	631	29.3	31.1		WDEZ-F
2	WIFC-F	CHR	43 / 12.5	12.4		8.7	705	32.7	32.6		WIFC-F
3	WYTE-F	C	41 / 11.9	13.7		10.2	469	21.8	24.2		WYTE-F
4	WGLX-F	AOR/CL	18 / 5.2	5.2		4.7	303	14.1	15.4		WGLX-F
	WLJY-F	SAC	18 / 5.2	4.4		5.5	241	11.2	13.7		WLJY-F
6	WOFM-F	O	16 / 4.6	4.1		5.2	242	11.2	13.6		WOFM-F
	WAXX-F	C	16 / 4.6	4.4		5.5	212	9.9	11.2		WAXX-F
8	WSPT-F	AC	15 / 4.4	2.6		3.4	249	11.5	11.7		WSPT-F
	WIZD-F	O	15 / 4.4	3.4		2.9	212	9.9	9.7		WIZD-F
10	WSAU	FS	11 / 3.2	1.6		3.7	209	9.7	8.1		WSAU
11	WYCO-F	AC	10 / 2.9	3.1		3.4	250	11.6	11.3		WYCO-F

12+ FM Share (Metro): 87.46 % ( 258 of 295 ) ( Spring 96: 88.41 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WIFC-F	1 WYTE-F <	1 WYTE-F	1 WDEZ-F	1 WDEZ-F	1 WYTE-F	1 WYTE-F <	1 WDEZ-F <	1 WIFC-F	1 WIFC-F >>
2 WYTE-F	2 WIFC-F	2 WDEZ-F	2 WYTE-F >	WYTE-F	2 WDEZ-F	2 WDEZ-F	2 WYTE-F	2 WDEZ-F <	2 WYTE-F
3 WGLX-F	3 WDEZ-F	3 WIFC-F >	3 WLJY-F	3 WIFC-F >	3 WOFM-F	3 WIFC-F >	3 WIFC-F >	3 WYTE-F >	WDEZ-F >
WDEZ-F	4 WGLX-F >	4 WOFM-F	4 WOFM-F	4 WYCO-F	4 WIFC-F	4 WIZD-F	4 WLJY-F <	4 WOFM-F	4 WOFM-F
5 WSPT-F >	5 WSPT-F	WGLX-F	WIZD-F <	WSPT-F	5 WGLX-F	5 WGLX-F	5 WGLX-F >	5 WGLX-F	5 WGLX-F >
			6 WAXX-F			WSPT-F	6 WAXX-F		
						WLJY-F			

Other Rated Stations				Metro Cume Share Rating
WDLB	O	1450	Marshfield	1.5 / 4.7
WFHR	T	1320	Wisconsin Rapids	1.5 / 5.5
WKQH-F	CL AOR	104.9	Marathon	2.3 / 6.6
WMZK-F	AOR	104.1	Memill	2.3 / 9.0
WRIG	ST	1390	Schofield	1.2 / 4.6
WSPT	T	1010	Stevens Point	2.3 / 5.6
WXCO	T	1230	Wausau	1.2 / 2.9

Other Rated Stations—Outside Market				Metro Cume Share Rating
WCCN-F	CL AOR	107.5	Neilsville	0.9 / 3.4
WIXX-F	CHR	101.1	Green Bay	0.6 / 3.1

#### AM Stations

WRIG	1390	5 kw (DA-2)	Standards	ABC, Westwd	Banner	Midwest Comm.	Schofield
WSAU	550	5 kw (DA-N)	Full Service	ABC, BRN, SBUSA	Christal	Midwest Comm.	
WSPT	1010	1 kw/10 w	Talk	Westwd	Katz		Stevens Point
WXCO	1230	1 kw	Talk	CBS, Westwd	O'Mally	Seehafer	

#### FM Stations

WDEZ	101.9	100 kw @ 1076	Country		Banner	Midwest Comm.	
WGLX	103.3	100 kw @ 331	AOR/Classic		---		Wisconsin Rapids
WIFC	95.5	98 kw @ 1150	CHR	ABC	Banner	Midwest Comm.	
WIZD	99.9	6 kw @ 328	Oldies	ABC	---		Rudolph
WLJY	106.5	100 kw @ 800	Soft AC		---	Goetz	Marshfield
WOFM	94.7	50 kw @ 492	Oldies		Eastman		Mosinee
WSPT	97.9	51 kw @ 340	AC	ABC, Westwd	Katz		Stevens Point
WYCO	107.9	100 kw @ 1000	AC	CBS	---	Seehafer	
WYTE	96.7	50 kw @ 492	Country		Mc-Guild		Whiting

Notes: This is Eau Claire's first Fall Arbitron . . . WAXX-F: See Eau Claire

# YAKIMA, WA

Arbitron Rank: 187 Pop (12+) 170,500  
 Market TSL in Hours 22.00  
 Average Person Rating: 16.5

Stations 17 / 15  
 Diaries: 580/294:1/53.7%  
 Sample Target: 550

% Below Line: 0.7  
 % Not Listed: 17.1  
 Total Retail Sales: \$1.62 Bil.

### 12+ Metro Cume Rtg

12+ Metro	Format	Fall 96 1/4 Share	Spg 96	Fal 95	Spg 95	Fal 94	12+ Metro Cume	Fall 96	Spg 96	Fal 95	
1 KXDD-F	C	42 / 14.9	15.5		22.8		448	26.3	29.8		KXDD-F
2 KFFM-F	CHR	40 / 14.2	12.9		12.6		521	30.6	26.4		KFFM-F
3 KATS-F	AOR	31 / 11.0	11.4		10.6		365	21.4	21.0		KATS-F
4 KIT	T/FS	30 / 10.7	9.6		5.3		406	23.8	20.6		KIT
5 KRSE-F	SAC	16 / 5.7	7.0		5.3		208	12.2	15.1		KRSE-F
6 KMWX	O	15 / 5.3	3.0		0.8		217	12.7	7.9		KMWX
KXXS-F	C	15 / 5.3	4.8		6.9		229	13.4	8.5		KXXS-F
8 KZTA-F	SP	13 / 4.6	8.5		6.9		120	7.0	10.9		KZTA-F

12+ FM Share (Metro): 72.10 % ( 168 of 233 ) ( Spring 96: 77.38 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KFFM-F	1 KFFM-F	1 KXDD-F	1 KXDD-F <	1 KXDD-F	1 KATS-F >	1 KIT	1 KXDD-F	1 KXDD-F <	1 KFFM-F
KATS-F >	KATS-F <	2 KATS-F	2 KIT >	2 KFFM-F >	2 KXDD-F	2 KXDD-F <	2 KIT <	2 KFFM-F	2 KXDD-F >
3 KXDD-F >	3 KXDD-F >>	3 KFFM-F	3 KMWX	3 KATS-F >>	3 KIT	3 KFFM-F	3 KFFM-F <	3 KATS-F >	3 KATS-F >
4 KZTA-F >	4 KIT	4 KIT	4 KATS-F	4 KRSE-F	4 KRSE-F	4 KATS-F >>	4 KATS-F >	4 KIT	4 KRSE-F
		5 KXXS-F	KRSE-F	KIT	KXXS-F		5 KMWX	5 KRSE-F	5 KZTA-F

Other Rated Stations				Metro Cume Share Rating
KBBO	REL	1390	Yakima	1.8 / 5.7
KCHT	T	980	Selah	2.5 / 7.1
KENE	C	1490	Toppenish	1.1 / 2.0
KHHK-F	O-70S	99.7	Yakima	1.4 / 6.2
KREW	ST	1210	Sunnyside	0.7 / 2.4
KYXE	SP	1020	Selah	1.1 / 3.1
KZTB-F	SP	96.7	Sunnyside	1.8 / 4.0

Other Rated Stations—Outside Market				Metro Cume Share Rating
KONA-F	SAC	105.3	Richland	0.4 / 2.4
KZXR-F	AC/CHR	101.7	Prosser	0.4 / 1.8

### AM Stations

KBBO	1390	5 kw/0.4 kw (DA-2)	Religion	USA	Allied	KRSE
KCHT	980	5 kw/0.5 kw (DA-N)	Tak	AP, Westwd, ABC	Tacher	KXDD-F/KHHK-F Selah
KIT	1280	5 kw/1 kw	Tak/Full Svc.	CBS, ABC, Westwd	Mc-Guild	T. Ingstad
KMWX	1460	5 kw/3.7 kw (DA-N)	Oldies	Westwd	Mc-Guild	T. Ingstad

### FM Stations

KATS	94.5	100 kw @ 909	AOR		Mc-Guild	T. Ingstad
KFFM	107.3	100 kw @ 1500	CHR		Mc-Guild	T. Ingstad
KHHK	99.7	7.6 kw @ 584	70's Oldies		Tacher	KCHT/KXDD
KRSE	105.7	100 kw @ 584	Soft AC	USA	Allied	KBBO
KXDD	104.1	61 kw @ 781	Country	ABC	Tacher	KCHT/KHHK-F
KXXS	92.9	17 kw @ 843	Country	ABC	Mc-Guild	T. Ingstad Toppenish
KZTA	96.9	5.8 kw @ 36	Spanish		Caballero	KYXE Naches

Notes: This is Yakima's first Fall Arbitron . . . 10/96 KUTI changed calls to KCHT; format remains Talk . . . 10/96 KZTA-F changed frequencies from 99.7 to 96.9; KYKA-F switched from 96.9 to 99.7 as KHHK-F ("The Hawk") and changed format from AOR to Classic Hits/70's Oldies



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