

AMERICAN RADIO

WINTER 1997



DUNCAN'S AMERICAN RADIO

AMERICAN RADIO

WINTER 1997 REPORT

Arbitron Rating Period: 2 January - 26 March 1997

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INTRODUCTION

This is the 21st year AMERICAN RADIO has been published. And we sincerely appreciate your support of our work.

We invite your 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 clients and 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 is 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 as 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 May 12, 1997.

Compilation of this edition was completed May 12, 1997. Mailing will begin on or before May 26. If your copy is defective in any way, call the Cincinnati office and we will promptly mail you another copy.

Audience data in AMERICAN RADIO is extracted by our proprietary computer software from Arbitron's "r-sale" data tapes. Due to recent changes in Arbitron's method of rounding 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.

Again, thank you for your continued support of 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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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 Akron from Winter 1997 as an example, starting at the top left of the report:

Arbitron Rank:	67	Pop (12+):	571,800
MSA Rank:			77
MSA Pop:			683,000
DMA #		Cleveland (#13)	
Average Persons Ratings:			16.3
Market TSL in Hours:			21.50

The Arbitron rank is based on the 12+ population of the Arbitron metro survey area. The rank number (67 in this case) is Akron's ranking among the 265 Arbitron 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 this instance, in which Akron is part of the Cleveland DMA, which ranks #13).

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 standard survey 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 21.50 hours listening to radio over the broadcast week.

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

Stations:		31 / 7
Diaries	1,830 / 312:1	59.6%
Sample Target:		1,760
% Below Line:		55.5
% Not Listed:		13.4
Pop per Station:		81,686

There are 31 stations listed in the Akron Arbitron market report. Of those 31, 7 are home to the Arbitron metro survey area – listed "above the line." Thus, 24 stations listed are licensed to cities outside the metro, but they still accumulated enough listening within the Akron 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.

1,830 – the number of usable (in-tab) diaries return from respondents in the metro survey area (In general, the higher the number, the better.)

312:1 – an approximate "persons per diary" value: in the metro, the average diary represents 389 persons 12+ (generally, the lower the number, the better)

59.6% – 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: \$17,000,000
 Household Income: \$40,820
 Retail Dollars: \$6.6 Bil
 #1 Biller: WKDD-F \$14,000,000
 #1 Billing Portfolio:
 WAKR/WONE-F/WQMX-F \$7,900,000

The revenue estimates are based on figures found in the 1997 edition of Duncan's Radio Market Guide. The figures are gross, excluding "trade."

"HH Income" is Consumer Spendable Income per household. The estimate for Akron is \$40,820

Retail Dollars is the market's estimated Total Retail Sales – in this case, \$6.6 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 the 1997 edition of Duncan's Radio Market Guide.

The next section is the trended 12+ information:

12+ Metro	Format	% Share	Fall 96	Sum 96	Spg 96	Win 96	4 Book Avg	12+ Metro Cume / Rating	Fall 95	Win 96	Revenue Level
1 WONE-F	AOR	65 / 7.0	6.1	6.8	7.1	6.2	6.2	956 / 16.7	15.9	16.2	E WONE-F

All the figures in this section are based upon the standard survey (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 (the new "Modern AC" is abbreviated "AC-NR"; a "Hot" AC is AC/CHR, or CHR/AC)
- 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) (may have suffixes: /AC = AC; /O = Oldies; /G = Gospel)
- 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, WONE-FM has 6,500 listeners per average quarter hour in the metro. This gives it a 7.0 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). WONE-FM has 95,600 cume listeners 12+, which give it a 16.78 cume rating. Historical cume ratings follow (prior survey and prior year).

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): 83.50% (673 of 806) (Winter 96: 82.10%)

These figures indicate 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.

In the Fall and Spring American Radio only, we provide a summary of Format Performance, 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:

	12+	25-54	Revenue
Local	17.9%	18.3%	46.5%
WAKR-AM, WONE-FM, WQMX-FM			

The three operations owned by a local firm in Akron, WAKR, WONE-F and WQMX-F together attracted 17.9% of the 12+ total week metro audience and 18.3% of the adults 25-54 total week metro audience, as well as 46.5% 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 Akron:

WAKR	1590	5 KW (DA-N)	Full Service	Westwd, ABC	\$37.00	Christal	WQMX
WKDD	96.5	50 KW @ 441	CHR/AC		\$71.00	Eastman	Barnstable

The facilities data (power, directionality, antenna height) are taken from the FCC technical files. In this case, the AM, WAKR, operates on 1590 with 5,000 watts fulltime, with a directional antenna at 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)

WAKR has a Talk and Information format 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.

In the case of the FM, WKDD here, the only differences occur in the facilities section. For an FM, we present the station's licensed effective radiated power (ERP) and antenna height above average terrain.

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.

AKRON

Arbitron Rank: 67 **Pop (12+)** 571,800
MSA Rank: 77
MSA Pop: 683,000
DMA: Cleveland (#13)
Average Persons Rating: 16.3
Market TSL in Hours: 21.50

Stations: 31 / 7
Diaries: 1,830/312:1/59.6%
Sample Target: 1,760
% Below Line: 55.5
% Not Listed: 13.4
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Last Year's Revenue: \$17,000,000
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#1 Biller: WKDD-F \$4,300,000
#1 Billing Portfolio: WAKR/WONE-F/WQMX-F \$7,900,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1	WONE-F	65 / 7.0	6.1	6.8	7.1	6.2	6.7	956 / 16.7	15.9	16.2	E	WONE-F
2	WQMX-F	64 / 6.9	6.9	7.5	6.5	6.7	7.0	901 / 15.8	17.0	15.1	D	WQMX-F
3	WKDD-F	61 / 6.6	5.0	6.0	5.8	5.7	5.8	851 / 14.9	15.2	14.5	F	WKDD-F
4	WMJI-F	60 / 6.4	8.0	5.4	6.9	5.2	6.7	989 / 17.3	17.6	15.8		WMJI-F
5	WDOK-F	56 / 6.0	6.1	5.0	5.3	6.7	5.6	818 / 14.3	14.7	15.1		WDOK-F
6	WNIR-F	51 / 5.5	6.3	6.1	4.9	5.7	5.7	657 / 11.5	11.1	11.8	D	WNIR-F
7	WNCX-F	44 / 4.7	3.7	3.7	4.5	4.3	4.2	781 / 13.7	12.7	13.1		WNCX-F
8	WGAR-F	38 / 4.1	5.3	4.6	4.9	4.3	4.7	623 / 10.9	12.9	11.7		WGAR-F
9	WRMR	37 / 4.0	3.4	3.0	2.3	3.6	3.2	368 / 6.4	5.1	6.2		WRMR
	WAKR	37 / 4.0	4.3	4.9	3.2	4.9	4.1	558 / 9.8	12.2	13.8	C	WAKR
11	WMMS-F	35 / 3.8	3.8	3.7	3.9	3.8	3.8	760 / 13.3	13.8	14.8		WMMS-F
12	WZAK-F	29 / 3.1	3.2	3.6	3.2	2.9	3.3	507 / 8.9	8.7	8.3		WZAK-F

12+ FM Share (Metro): 83.50 % (673 of 806) (Winter 96: 82.10 %)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WKDD-F >	1 WKDD-F >>	1 WKDD-F >>	1 WKDD-F >	1 WKDD-F	1 WONE-F >>	1 WONE-F >	1 WNCX-F	1 WONE-F >	1 WONE-F <
2 WENZ-F	2 WQMX-F <	2 WQMX-F	2 WQMX-F	2 WDOK-F	2 WRQK-F	2 WNCX-F >	2 WONE-F >	2 WNCX-F	2 WMJI-F
3 WLTF-F	3 WDOK-F	3 WDOK-F	WDOK-F	3 WQMX-F	WMMS-F	3 WMMS-F >	3 WMMS-F >	3 WMJI-F	WNCX-F >
	4 WONE-F	4 WONE-F >	4 WONE-F	4 WMJI-F <	WNCX-F	4 WENZ-F	4 WQMX-F	4 WMMS-F <	4 WQMX-F
	5 WENZ-F		5 WMJI-F	5 WONE-F >	5 WENZ-F	5 WQMX-F	WENZ-F	5 WQMX-F >	5 WMMS-F
	WNCX-F					WGAR-F	WGAR-F		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WHLO	REL	640 Akron	0.3 1.6
WTOU	B/AC	1350 Akron	0.9 2.3

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBBG-F	O	93.3 Youngstown	0.4 1.0
WCLV-F	CL	95.5 Cleveland	1.0 3.7
WENZ-F	AOR-NR	107.9 Cleveland	2.5 9.8
WHBC-F	AC	94.1 Canton	0.9 4.3
WHOT-F	CHR	101.1 Youngstown	0.4 3.3
WKNR	SPRTS	1220 Cleveland	2.6 7.3
WLTF-F	AC	106.5 Cleveland	1.9 7.6
WNWW-F	J	107.3 Elyria	2.0 5.8
WQAL-F	AC/CHR	104.1 Cleveland	2.9 11.3
WQKT-F	C	104.5 Wooster	0.3 1.5
WQXK-F	C	105.1 Salem	1.6 7.1
WRQK-F	AOR	106.9 Canton	1.4 5.8
WTAM	N/T	1100 Cleveland	2.6 7.4
WTOF-F	REL	98.1 Canton	0.4 2.6
WYFM-F	AC/CHR	102.9 Sharon, PA	0.3 1.2
WZJM-F	CHR	92.3 Cleveland Heights	1.7 8.3
WZKL-F	O	92.5 Alliance	0.4 1.7

AKRON

Consolidation Report	12+	25-54	Revenue
Local WAKR-AM, WONE-FM, WQMX-FM	17.9 %	18.3 %	46.5 %
	17.9 %	18.3 %	46.5 %

AM Stations

WAKR	1590	5 kw (DA-N)	Full Service	Westwd, ABC	\$37.00	Christal	WQMX-F
WHLO	640	1 kw/0.5 kw (DA-N)	Religion	SRN	\$ NA		Salem
WTOU	1350	5 kw (DA-1)	Black AC	ABC	\$ NA	Eastman	Barnstable

FM Stations

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

Notes: Other ranked stations -- See Cleveland

Jim Duncan

Comments: WKDD-F had its highest 12+ share in more than 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	

ALBANY-SCHENECTADY-TROY

Arbitron Rank: 57 Pop (12+)	732,700	Stations:	30 / 30	Last Year's Revenue:	\$28,000,000
MSA Rank:	68	Diaries:	2,045/358:1/57.7%	Household Income:	\$46,196
MSA Pop:	872,000	Sample Target:	2,030	Retail Dollars:	\$8.0 Bil.
DMA:	52	% Below Line:	0.0	#1 Biller:	WGNA-AF \$4,800,000
Average Persons Rating:	16.1	% Not Listed:	16.0	#1 Billing Portfolio:	SFX \$9,250,000
Market TSL in Hours:	21.25	Pop per Station:	24,423		

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level		
1	WGNA-AF	C	132 / 11.2	11.1	11.7	13.2	12.9	11.8	1638 / 22.4	20.3	22.6	F	WGNA-AF
2	WYJB-F	SAC	121 / 10.3	10.0	9.0	6.9	7.9	9.0	1599 / 21.8	20.6	18.7	D	WYJB-F
3	WFLY-F	CHR	112 / 9.5	9.2	8.1	9.5	8.2	9.1	1982 / 27.1	24.2	22.8	E	WFLY-F
4	WGY	FS	104 / 8.8	9.6	9.3	8.3	10.0	9.0	1435 / 19.6	21.2	22.8	F	WGY
5	WPYX-F	AOR	85 / 7.2	7.7	7.4	7.5	6.7	7.5	1305 / 17.8	17.8	17.9	E	WPYX-F
6	WQBK-FF	AOR-NR	81 / 6.9	5.4	5.6	5.5	5.7	5.8	1406 / 19.2	17.1	17.8	D	WQBK-FF
7	WABY-AF	ST	69 / 5.9	7.2	6.1	6.2	6.1	6.3	838 / 11.4	12.0	11.0	A	WABY-AF
8	WRVE-F	AC/AOR	68 / 5.8	5.4	5.6	4.7	5.1	5.4	1243 / 17.0	15.0	13.8	D	WRVE-F
9	WKLI-FF	AC/CHR	25 / 2.1	2.3	3.2	2.8	4.0	2.6	703 / 9.6	10.6	13.8	C	WKLI-FF
10	WXCR-F	CL AOR	24 / 2.0	1.4	2.7	2.7	2.1	2.2	708 / 9.7	6.5	9.7		WXCR-F
11	WTRY-F	O	22 / 1.9	1.0	1.9	1.2	1.3	1.5	556 / 7.6	5.4	6.3		WTRY-F
12	WTRY	O	20 / 1.7	1.7	1.6	1.6	1.3	1.7	462 / 6.3	6.1	4.7		WTRY
	WPTR-F	C	20 / 1.7	1.4	0.8	1.4	1.4	1.3	208 / 2.8	3.7	4.0		WPTR-F
14	WHRL-F	J	16 / 1.4	2.3	1.7	1.5	1.1	1.7	232 / 3.2	4.5	3.0	A	WHRL-F
15	WROW	T	15 / 1.3	1.5	1.4	1.2	1.3	1.3	378 / 5.2	6.6	6.3		WROW

12+ FM Share (Metro): 81.28 % (803 of 988) (Winter 96: 79.10 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WFLY-F >>	1 WFLY-F	1 WGNA-AF <	1 WGNA-AF	1 WYJB-F <	1 WGY <	1 WQBK-FF	1 WYJB-F <	1 WGNA-AF <	1 WFLY-F <	1 WGY >>
2 WQBK-FF >>	2 WQBK-FF <	2 WFLY-F	WYJB-F	2 WGNA-AF	2 WYJB-F <	2 WGNA-AF <	2 WGNA-AF	2 WYJB-F <	2 WGNA-AF	2 WYJB-F
3 WGNA-AF	3 WGNA-AF <	3 WPYX-F <	3 WPYX-F <	3 WFLY-F <	3 WGNA-AF	3 WGY <	3 WGY <	3 WFLY-F	3 WGY <	3 WGNA-AF
	4 WPYX-F <	4 WYJB-F	4 WFLY-F <	4 WPYX-F <	4 WABY-AF >	4 WYJB-F	4 WFLY-F	4 WPYX-F <	4 WPYX-F <	
	5 WYJB-F	5 WQBK-FF	5 WRVE-F	5 WRVE-F	5 WRVE-F <	5 WFLY-F <	5 WPYX-F <	5 WGY	5 WYJB-F >	
	6 WRVE-F >	6 WRVE-F >	6 WQBK-FF >	6 WQBK-FF	6 WPYX-F	6 WPYX-F >	6 WRVE-F	WRVE-F	6 WQBK-FF <	
				7 WGY >		7 WABY-AF	7 WABY-AF	7 WQBK-FF <	7 WABY-AF	
							8 WQBK-FF	8 WABY-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 WFLY-F >>	1 WFLY-F	1 WGNA-AF <	1 WYJB-F <	1 WYJB-F	1 WQBK-FF <	1 WQBK-FF	1 WQBK-FF >	1 WPYX-F	1 WPYX-F
2 WGNA-AF >	2 WGNA-AF >	2 WFLY-F	2 WFLY-F <	2 WGNA-AF	2 WPYX-F <	2 WPYX-F	2 WPYX-F >	2 WQBK-FF	2 WQBK-FF <
3 WKLI-FF	3 WYJB-F >	3 WYJB-F >	3 WGNA-AF >	3 WFLY-F >	3 WFLY-F	3 WFLY-F	3 WGNA-AF	3 WGNA-AF <	3 WGNA-AF
4 WYJB-F	4 WPYX-F <	4 WPYX-F	4 WRVE-F	4 WRVE-F	4 WGNA-AF >	4 WGNA-AF	WFLY-F	4 WFLY-F <	4 WRVE-F
	5 WKLI-FF	5 WRVE-F	5 WPYX-F	5 WGY	5 WRVE-F	5 WRVE-F	WRVE-F	5 WRVE-F >	WQBK-F
6 WPYX-F	6 WQBK-FF	6 WKLI-FF	6 WQBK-FF	6 WPYX-F >	6 WRVE-F	6 WXCR-F >	6 WXCR-F >	6 WYJB-F	6 WFLY-F <
	7 WRVE-F							7 WYJB-F	7 WYJB-F

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
Dame WGY-AM, WHRL-FM, WRVE-FM	16.0 %	15.8 %	23.6 %	WBKK-F CL 97.7 Amsterdam	0.8	2.4	
Local WFLY-FM, WPTR-FM, WROW-AM, WYJB-FM	22.8 %	24.4 %	23.4 %	WBUG-F C 101.1 Ft. Plain	0.7	1.2	
Radio Enterprises/Arcara WQBJ-FM, WQBK-FM, WQBK-AM, WXCR-FM	9.7 %	10.1 %	11.4 %	WCSS ST 1240 Amsterdam	0.6	1.0	
SFX WGNA-AF, WPYX-FM, WTRY-FM, WTRY-AM	22.0 %	26.2 %	33.0 %	WEQX-F AOR-NR 102.7 Manchester, VT	0.9	5.3	
				WHAZ-AF REL 1330 Troy	0.3	1.1	
				WJKE-F AC 101.3 Stillwater	0.8	3.2	
				WKAJ-AF O 900 Saratoga Spgs	0.7	1.9	
				WQBK T 1300 Rensselaer	0.7	2.7	
				WXLE-F AOR-P 104.5 Mechanicville	0.8	4.6	
	70.5 %	76.5 %	91.4 %				

ALBANY-SCHENECTADY-TROY

AM Stations

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, UPI	\$20.00	Allied	WFLY/WYJB-F
WTRY	980	5 kw (DA-N)	Oldies	Westwd	\$<20.00	Mc-Guild	SFX

FM Stations

WABY	94.5	3 kw @ 328	Standards	Westwd	\$20.00	Banner		Ravena
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	WROW/WYJB-F	
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	WFLY/WROW/WYJB	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 - New Rock	CBS	\$40.00	Eastman	Radio Ent./Arcara	
WRVE	99.5	15 kw @ 927	AC/AOR		\$50.00	Katz	Dame	
WTRY	98.3	6 kw @ 328	Oldies		\$ NA	Mc-Guild	SFX	Rotterdam
WXCR	102.3	4.1 kw @ 387	Classic AOR	Westwd	\$22.00	Eastman	Radio Ent./Arcara	Ballston Spa
WXLE	104.5	5 kw @ 351	Progressive AOR	ABC	\$<20.00	Christal		Mechanicville
WYJB	95.5	12 kw @ 1023	Soft AC		\$54.00	Allied	WFLY/WROW	

Notes:

Jim Duncan

Comments: WYJB-F had its third straight up book and its highest 12+ share in over two years . . . WQBK-F had its highest share in many years . . . WKLI-F slipped to its lowest share in a decade or more

ALBUQUERQUE

Arbitron Rank: 71 **Pop (12+)** 546,300
MSA Rank: 79
MSA Pop: 677,000
DMA: 48
Average Persons Rating: 17.1
Market TSL in Hours: 22.50

Stations: 31 / 29
Diaries: 1,744/313:1/51.5%
Sample Target: 1,700
% Below Line: 1.9
% Not Listed: 8.9
Pop per Station: 18,838

Last Year's Revenue: \$30,800,000
Household Income: \$39,273
Retail Dollars: \$7.1 Bil.
#1 Biller: KRST-F \$5,000,000
#1 Billing Portfolio: Citadel \$17,100,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spq 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level		
1	KRST-F	C	98 / 10.5	10.1	9.9	10.8	8.9	10.3	1224 / 22.4	21.5	20.6	G	KRST-F
2	KKOB	FS	94 / 10.1	9.2	7.8	8.3	7.7	8.8	1214 / 22.2	20.1	18.3	F	KKOB
3	KZRR-AF	AOR	56 / 6.0	4.4	3.3	4.5	4.3	4.5	833 / 15.3	13.3	12.5	D	KZRR-AF
4	KKSS-F	CHR	54 / 5.8	7.7	7.8	6.4	6.4	6.9	896 / 16.4	18.1	15.2	D	KKSS-F
5	KKOB-F	AC	49 / 5.2	4.7	6.1	6.2	4.4	5.6	881 / 16.1	16.3	15.8	E	KKOB-F
6	KIVA	ST	44 / 4.7	4.8	5.5	5.0	3.4	5.0	462 / 8.4	4.8	6.5	A	KIVA
	KMGA-F	SAC	44 / 4.7	3.9	4.7	4.9	4.8	4.6	732 / 13.4	12.4	12.3	D	KMGA-F
8	KTEG-F	AOR-NR	43 / 4.6	3.9	3.6	3.6	5.7	3.9	688 / 12.2	14.1	16.9	C	KTEG-F
9	KHFM-F	CL	41 / 4.4	4.4	4.3	4.3	4.7	4.3	549 / 10.0	10.2	11.1	C	KHFM-F
10	KIOT-F	CL AOR	39 / 4.2	5.1	3.7	2.9	4.6	4.0	677 / 12.4	13.7	12.7	C	KIOT-F
11	KZKL-AF	O	37 / 4.0	4.7	3.7	4.5	4.4	4.2	660 / 12.1	13.3	10.5	C	KZKL-AF
12	KRZN-F	J	36 / 3.9	2.8	1.8	1.9	1.3	2.6	402 / 7.4	7.3	4.2	A	KRZN-F
13	KPEK-F	AOR-P	35 / 3.7	2.6	2.3	2.9	2.3	2.9	644 / 11.8	9.7	8.5	B	KPEK-F
14	KTBL-F	C	33 / 3.5	3.9	3.6	3.4	4.4	3.6	648 / 11.9	13.5	11.9	B	KTBL-F
15	KLSK-F	CL AOR	22 / 2.4	3.0	4.2	2.7	3.3	3.1	495 / 9.1	11.0	10.6	B	KLSK-F
16	KLVO-F	SP	21 / 2.2	2.6	4.0	2.8	3.6	2.9	327 / 6.0	6.3	6.0	B	KLVO-F
17	KZRR-F	AC/CHR	14 / 1.5	1.8	1.0	1.0	1.0	1.3	325 / 6.0	7.1	3.6	A	KZRR-F
18	KTMN-F	AOR-P	12 / 1.3	1.0	1.1	1.6	1.3	1.2	179 / 3.3	3.9	5.0		KTMN-F
19	KRZY-F	C	11 / 1.2	2.1	2.7	2.8	3.8	2.2	169 / 3.1	4.9	8.8	A	KRZY-F

12+ FM Share (Metro): 78.94 % (671 of 850) (Winter 96: 80.88 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KKSS-F >>	1 KRST-F <	1 KRST-F	1 KRST-F	1 KRST-F >	1 KKOB >	1 KKOB	1 KKOB <	1 KRST-F >	1 KKSS-F <	1 KKOB >
2 KTEG-F >	2 KZRR-AF	2 KZRR-AF	2 KZRR-AF	2 KKOB <	2 KRST-F	2 KRST-F >	2 KRST-F >	2 KKSS-F <	2 KTEG-F	2 KRST-F
	3 KTEG-F	3 KKOB-F	3 KKOB	3 KZRR-AF	3 KIVA	3 KKOB-F	3 KMGA-F <	3 KKOB <	3 KKOB	
	4 KKSS-F	4 KTEG-F <	KKOB-F <	4 KMGA-F <	4 KHFM-F	4 KZRR-AF	4 KKOB-F <	4 KTEG-F <	4 KRST-F	
	5 KPEK-F	5 KPEK-F <	5 KMGA-F <	5 KKOB-F <	5 KMGA-F <	5 KKSS-F <	5 KZRR-AF	5 KZRR-AF <	KZRR-AF >	
	6 KKOB-F	6 KIOT-F	6 KIOT-F	6 KIOT-F <	6 KZKL-AF	6 KMGA-F <	KVA <	6 KKOB-F	6 KMGA-F	
		KKOB <	KPEK-F	7 KZKL-AF <		7 KIVA <	7 KHFM-F	7 KPEK-F		
		8 KMGA-F <				8 KHFM-F	KRZN-F <	KIOT-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 KRST-F	1 KRST-F >	1 KRST-F >	1 KRST-F >	1 KRST-F >	1 KRST-F	1 KZRR-AF >	1 KZRR-AF >	1 KZRR-AF	1 KZRR-AF
2 KKSS-F >	2 KKSS-F <	2 KTEG-F	2 KKOB-F	2 KMGA-F	KZRR-AF	2 KTEG-F	2 KPEK-F	2 KRST-F >	2 KRST-F
3 KKOB-F	3 KTEG-F <	3 KKOB-F	3 KMGA-F	3 KKOB-F	KTEG-F	3 KRST-F	KTEG-F	3 KIOT-F	3 KKOB
	KPEK-F	4 KKOB-F <	KKSS-F	4 KKSS-F	4 KKOB	4 KKSS-F >>	4 KLSK-F	4 KLSK-F	4 KIOT-F
	KTEG-F	5 KPEK-F	KRZN-F	KPEK-F	KZKL-AF	5 KTBL-F >	KPEK-F <	5 KIOT-F	KTEG-F
	KZRR-AF >>	6 KZRR-AF	6 KPEK-F	6 KZKL-AF	6 KPEK-F	6 KKSS-F	KRST-F	6 KRST-F	6 KLSK-F
		KZRR-AF	7 KTEG-F <	7 KTEG-F <		7 KIOT-F >	7 KTMN-F >		KPEK-F <
		KZRR-F	8 KKOB <						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KALY	SP	1240	Los Ranchos ... 0.5 1.8
KARS	SP	860	Belen 0.5 1.3
KDNR-F	CHR/B	106.3	Los Lunas 1.1 5.4
KEXT-F	SP	104.7	Los Lunas 0.6 1.1
KHTL	T	920	Albuquerque 0.4 2.4
KNKT-F	REL	107.1	Armijo 0.7 2.8
KNML	SPRIS	1050	Albuquerque 0.9 2.6
KRZY	SP	1450	Albuquerque 0.9 2.2
KXKS	SP	1190	Albuquerque 0.9 1.9

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KBOM-F	O	106.7	Los Alamos 0.6 3.2

ALBUQUERQUE

Consolidation Report	12+	25-54	Revenue
Citadel	39.7 %	38.8 %	55.5 %
KMGA-FM, KTBL-FM, KRST-FM, KNML-AM, KKOB-AM, KKOB-FM, KHFM-FM, KHTL-AM			
Guardian	2.7 %	2.7 %	2.9 %
KLVO-FM, KARS-AM, KKIM-AM			
Simmons	14.0 %	12.6 %	13.5 %
KZRQ-FM, KZKL-AM, KZKL-FM, KRZN-FM, KIVA-AM			
Trumper	16.8 %	18.7 %	17.2 %
KPEK-FM, KTEG-FM, KZSS-AM, KLSK-FM, KZRR-FM, KDZZ-AM			
	73.2 %	72.8 %	89.1 %

AM Stations

Station	Freq	Power	Format	Daypart	Rate	Agency	Advertiser	Location
KALY	1240	1 kw	Hispanic		\$ NA	Katz Hisp.		Los Ranchos . . .
KIVA	1310	5 kw/500 w (DA-N)	Standards	Westwd	\$<20.00	Christal	Simmons	Corrales
KKOB	770	50 kw (DA-N)	Full Service	ABC	\$64.00	Mc-Guild	Citadel	
KRZY	1450	1 kw	Hispanic		\$ NA	---	EXCL	
KZSS	610	5 kw (DA-N)	See KZRR-F					

FM Stations

Station	Freq	Power	Format	Daypart	Rate	Agency	Advertiser	Location
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	Classic AOR		\$24.00	Allied	Simmons	Los Lunas
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	Santa Fe
KLSK	104.1	100 kw @ 1875	Classic AOR		\$21.00	Eastman	Trumper	Santa Fe
KLVO	97.7	100 kw @ 860	Hispanic		\$<20.00	---	Guardian	Belen
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	---	Simmons	
KRZY	105.9	100 kw @ 1936	Hispanic		\$ NA	---	EXCL	Santa Fe
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	Rio Rancho
KZRQ	105.1	100 kw @ 1936	AC/CHR		\$<20.00	Christal	Simmons	Santa Fe
KZRR	94.1	22.5 kw @ 4130	AOR	Source	\$50.00	Eastman	Trumper	

Notes: 4/97 KRZN-F's Jazz format moved to KZRQ-F; KRZN-F began simulcasting Standards KIVA (after Winter survey)

Jim Duncan

Comments: KKOB is into double figures for the first time in several years . . . KZRR-F recorded its highest share in many years . . . KKSS-F had its lowest share in more than two years . . . KRZN-F is on a strong short-term up trend . . . KLSK-F is at its lowest level in almost two years

ALLENTOWN-BETHLEHEM

Arbitron Rank: 65 **Pop (12+)** 599,900
MSA Rank: 87
MSA Pop: 616,000
DMA: Philadelphia DMA (#4)
Average Persons Rating: 16.5
Market TSL in Hours: 22.00

Stations: 46 / 14
Diaries: 1,232/487:1/60.0%
Sample Target: 1,210
% Below Line: 25.0
% Not Listed: 10.8
Pop per Station: 42,850

Last Year's Revenue: \$21,100,000
Household Income: \$45,705
Retail Dollars: \$5.1 Bil.
#1 Biller: WLEV-F \$4,400,000
#1 Billing Portfolio:
 Capstar (pending) \$14,000,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1	WAEB-F	125 / 12.6	11.6	13.3	12.7	11.9	12.6	1777 / 29.6	31.7	31.1	F	WAEB-F
2	WODE-F	102 / 10.3	7.9	11.5	9.2	8.2	9.7	1404 / 23.4	20.4	22.8	E	WODE-F
3	WFMZ-F	84 / 8.5	8.8	7.0	8.7	10.5	8.2	1013 / 16.9	18.3	20.8	D	WFMZ-F
4	WLEV-F	80 / 8.1	10.6	6.7	9.7	9.0	8.8	1150 / 19.2	23.0	22.1	F	WLEV-F
5	WZZO-F	69 / 7.0	9.4	8.7	9.7	11.3	8.7	970 / 16.2	20.9	22.9	F	WZZO-F
6	WAEB	52 / 5.3	5.0	5.2	4.7	5.4	5.0	738 / 12.3	12.2	15.1	C	WAEB
7	WKAP	37 / 3.7	4.1	4.9	3.5	3.5	4.1	405 / 6.7	6.8	7.3	A	WKAP
8	WRNJ-F	26 / 2.6	1.9	3.6	3.9	1.8	3.0	484 / 8.1	6.4	4.6	A	WRNJ-F
9	WXTU-F	24 / 2.4	1.9	1.9	2.1	2.1	2.1	329 / 5.5	7.1	6.2		WXTU-F
10	WEST	17 / 1.7	2.5	1.3	1.3	2.1	1.7	185 / 3.1	4.8	4.4	A	WEST
	WYSP-F	17 / 1.7	1.5	1.8	1.8	2.1	1.7	432 / 7.2	7.6	8.4		WYSP-F

12+ FM Share (Metro): 78.34 % (691 of 882) (Winter 96: 80.55 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WAEB-F >>	1 WAEB-F	1 WAEB-F >	1 WAEB-F	1 WAEB-F	1 WODE-F	1 WAEB-F	1 WAEB-F	1 WAEB-F	1 WAEB-F >	1 WAEB-F >
2 WZZO-F >	2 WZZO-F >	2 WLEV-F	2 WLEV-F <	2 WODE-F	2 WFMZ-F >	2 WODE-F	2 WODE-F <	2 WODE-F	2 WZZO-F	2 WODE-F
3 WLEV-F >	3 WLEV-F >	WZZO-F	3 WODE-F	3 WLEV-F	3 WAEB-F <	3 WFMZ-F	3 WFMZ-F <	3 WZZO-F	3 WLEV-F <	WZZO-F
4 WODE-F	4 WODE-F	4 WODE-F >	4 WZZO-F >	4 WZZO-F	4 WLEV-F	4 WAEB <	4 WLEV-F >	WLEV-F <	4 WODE-F >	4 WAEB
		5 WFMZ-F >	5 WFMZ-F >	5 WFMZ-F >	5 WAEB	5 WLEV-F <	5 WZZO-F	5 WFMZ-F >		
					6 WKAP >	6 WZZO-F >	6 WAEB			

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

Consolidation Report	12+	25-54	Revenue
Capstar, pend.	35.2 %	39.5 %	66.4 %
WAEB-FM, WAEB-AM, WEEX-AM, WODE-FM, WZZO-FM			
	35.2 %	39.5 %	66.4 %

ALLENTOWN-BETHLEHEM

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WGPA	?	1100	Bethlehem	1.4	2.2	KYW	N	1060	Philadelphia	0.8	3.8		
WLSH	ST	1410	Lansford	1.0	1.5	WABC	T	770	New York	0.8	2.6		
WRNJ	AC	1510	Hackettstown, NJ	0.9	1.3	WBEB-F	AC	101.1	Philadelphia	0.4	1.6		
WTKZ	SPRTS	1320	Allentown	0.3	1.2	WBYN-F	REL	107.5	Boyertown	1.5	3.7		
WYNS	C	1160	Lehighton	0.6	2.2	WCBS	N	880	New York	0.3	1.0		
						WFAN	SPRTS	660	New York	0.5	2.0		
						WFLN-F	CL	95.7	Philadelphia	0.9	3.0		
						WHCY-F	C	106.3	Blairstown, NJ	0.7	2.8		
						WIOQ-F	CHR	102.1	Philadelphia	1.2	5.6		
						WIOV-F	C	105.1	Ephrata	0.3	1.2		
						WIP	SPRTS	610	Philadelphia	0.7	3.0		
						WJJZ-F	J	106.1	Philadelphia	0.6	2.3		
						WKRZ-F	CHR	98.5	Wilkes Barre	0.5	2.2		
						WKTU-F	CHR/U	103.5	Lake Success, NY	0.3	0.9		
						WKXW-F	O	101.5	Trenton, NJ	0.7	2.8		
						WMGK-F	O-70S	102.9	Philadelphia	1.5	4.8		
						WMGS-F	AC	92.9	Wilkes Barre	0.3	0.9		
						WMMR-F	AOR	93.3	Philadelphia	0.8	2.3		
						WUGL-F	O	98.1	Philadelphia	0.3	1.7		
						WOR	T	710	New York	1.2	2.7		
						WPAT-F	SP	93.1	Paterson, NJ	0.5	1.1		
						WPLJ-F	CHR-NR	95.5	New York	0.6	2.2		
						WPST-F	AOR	97.5	Trenton, NJ	0.3	2.6		
						WRFY-F	CHR	102.5	Reading	1.0	3.7		
						WUSL-F	B	98.9	Philadelphia	0.9	3.8		
						WWDB-F	T	96.5	Philadelphia	0.8	2.3		
						WXRK-F	T/NR	92.3	New York	1.3	1.9		
						WYXR-F	AC/CHR	104.5	Philadelphia	0.7	4.0		
						WZMT-F	AOR	97.9	Hazletton	0.3	1.2		

AM Stations

WAEB	790	3.8 kw/1 kw (DA-2)	Talk	CBS, Westwd	\$30.00	Katz	Capstar
WEST	1400	1 kw	Standards	Westwd, ABC	\$<20.00	Mc-Guild	Citadel, pend.
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	Citadel, pend.
WODE	99.9	50 kw @ 449	Oldies	ABC	\$71.00	Eastman	Capstar, pend.
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: Other ranked stations -- See Philadelphia . . . 3/97 Telemedia sold these stations to Citadel: WEST for \$600,000; WLEV-F for \$19,500,000 . . . 4/97 Patterson sold these stations to Capstar: WEEZ for \$600,000; WODE-F for \$20,000,000

Jim Duncan

Comments: WAEB-F continues its strong performance . . . WZZO-F slipped to its weakest book in many year . . . Capstar now controls two-thirds of this market's revenue

ATLANTA

Arbitron Rank: 12 Pop (12+) 2,925,700	Stations: 24 / 22	Last Year's Revenue: \$192,200,000
MSA Rank: 9	Diaries: 3,991/733:1/55.5%	Household Income: \$47,295
MSA Pop: 3,560,000	Sample Target: 3,740	Retail Dollars: \$38.0 Bil.
DMA: 10	% Below Line: 0.9	#1 Biller: WSB \$22,600,000
Average Persons Rating: 15.9	% Not Listed: 12.9	#1 Billing Portfolio: Jacor \$43,000,000
Market TSL in Hours: 21.00	Pop per Station: 132,986	

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1	WVEE-F	B	455 / 9.8	10.4	9.4	8.9	9.6	5691 / 19.5	19.3	19.7	K	WVEE-F
2	WSB	FS/T	417 / 9.0	10.2	8.7	9.2	8.0	6352 / 21.7	24.3	19.7	K	WSB
3	WKHX-F	C	386 / 8.3	7.4	9.0	8.6	8.7	5064 / 17.3	17.2	19.0	J	WKHX-F
4	WALR-AF	B/A/C	289 / 6.2	6.5	5.7	4.8	5.3	3820 / 13.1	13.9	12.7	H	WALR-AF
5	WSTR-F	CHR/A/C	275 / 5.9	5.1	5.2	6.2	6.1	5370 / 18.4	16.9	19.0	I	WSTR-F
6	WPCH-F	SAC	261 / 5.6	6.2	5.9	5.1	6.0	4700 / 16.1	15.5	15.9	J	WPCH-F
7	WNNX-F	AOR-NR	233 / 5.0	5.0	4.9	5.7	6.2	3985 / 13.6	14.2	16.0	I	WNNX-F
8	WHTA-F	B	229 / 4.9	5.0	4.7	5.4	4.3	3649 / 12.5	12.5	11.0	B	WHTA-F
9	WKLS-F	AOR	211 / 4.5	4.9	5.2	5.0	3.9	3813 / 13.0	13.6	13.1	I	WKLS-F
10	WSB-F	AC	199 / 4.3	4.7	5.2	5.1	5.9	4354 / 14.9	17.0	17.4	I	WSB-F
11	WZGC-F	CL AOR	197 / 4.2	3.4	3.1	3.1	3.3	4064 / 13.9	12.8	12.6	H	WZGC-F
12	WFOX-F	O	195 / 4.2	3.9	4.8	5.0	4.5	4043 / 13.8	13.0	14.1	I	WFOX-F
13	WYAY-F	C	159 / 3.4	4.2	4.2	3.6	3.0	2862 / 9.8	9.8	9.9	G	WYAY-F
14	WGST-F	T/N	135 / 2.9	2.2	2.1	2.5	2.3	2003 / 6.8	5.8	6.1	*	WGST-F
15	WJZF-F	J	107 / 2.3	2.6	2.4	2.7	3.3	2469 / 8.4	9.3	9.0	F	WJZF-F
16	WGST	T	90 / 1.9	1.7	2.0	2.5	2.1	1754 / 6.0	6.4	6.9	I	WGST
17	WAOK	G	69 / 1.5	1.5	2.5	1.9	2.1	1094 / 3.7	3.6	3.9	D	WAOK
18	WCNN	SPRIS	59 / 1.3	1.1	1.0	0.7	1.0	1172 / 4.0	4.4	4.1	D	WCNN

12+ FM Share (Metro): 82.96 % (3364 of 4055) (Winter 96: 84.01 %)

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

Consolidation Report	12+	25-54	Revenue
ABC/Disney WKHX-FM, WKHX-AM, WYAY-FM	11.7 %	11.6 %	12.1 %
Cox WJZF-FM, WSB-FM, WSB-AM	15.6 %	16.4 %	21.1 %
Jacor WGST-AM, WKLS-FM, WPCH-FM	12.0 %	12.5 %	22.3 %
Westinghouse WAOK-AM, WVEE-FM, WZGC-FM	15.5 %	15.5 %	16.8 %
	54.8 %	56.0 %	72.3 %

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WGKA	CL	1190	Atlanta	0.7	1.0	
WNIV	REL	970	Atlanta	0.3	1.2	
Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WTSH-F	C	107.1	Rockmart	0.4	1.0	
WVJ-F	REL	93.3	Manchester	0.5	2.0	

ATLANTA

AM Stations

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)	Talk/News	ABC, CBS, AP	\$168.00	Eastman	Jacor
WSB	750	50 kw	Full Service/Talk	AP, CNN	\$230.00	Christal	Cox

FM Stations

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			Katz		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	Cox	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: * WGST-F billings included with WGST (AM) . . . 4/97 WQXI (AM) changed from Variety to Sports & Talk

Jim Duncan

Comments: WALR-AF held above the six-share mark . . . WSB-F slid to its lowest share in two years or more . . . WGST-F had its highest share in over two years . . . There's not much happening in this market except that it will surpass the \$200,000,000 mark in revenue this year

AUSTIN

Arbitron Rank: 51	Pop (12+) 845,700	Stations: 25 / 21	Last Year's Revenue: \$48,300,000
MSA Rank: 55		Diaries: 2,086/405:1/51.5%	Household Income: \$41,015
MSA Pop: 1,040,000		Sample Target: 2,030	Retail Dollars: \$11.3 Bil.
DMA: 64		% Below Line: 2.9	#1 Biller: KASE-F \$11,700,000
Average Persons Rating: 15.4		% Not Listed: 18.2	#1 Billing Portfolio:
Market TSL in Hours: 20.50		Pop per Station: 40,271	KVET-AF/KASE-F \$16,400,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1 KASE-F	C	159 / 12.2	12.8	13.1	12.0	11.8	12.5	1899 / 22.5	23.6	22.2	I	KASE-F
2 KHFI-F	CHR	124 / 9.5	9.8	9.0	9.9	9.7	9.6	2139 / 25.3	25.6	24.8	F	KHFI-F
3 KKMJ-F	SAC	110 / 8.5	7.0	5.9	7.3	5.6	7.2	1619 / 19.1	16.4	14.9	F	KKMJ-F
4 KVET-F	C	74 / 5.7	5.4	5.3	5.5	6.1	5.5	1208 / 14.3	15.1	14.1	D	KVET-F
5 KLBJ-F	AOR	66 / 5.1	5.3	5.4	5.7	7.2	5.4	1299 / 15.4	14.5	16.9	F	KLBJ-F
6 KPEZ-F	CL AOR	65 / 5.0	4.3	3.5	3.7	3.9	4.1	1258 / 14.9	14.3	13.1	C	KPEZ-F
7 KLBJ	N/T	62 / 4.8	5.0	5.7	5.7	6.4	5.3	1059 / 12.5	14.0	14.8	G	KLBJ
8 KEYI-F	O	57 / 4.4	5.3	4.9	5.6	5.8	5.0	1277 / 15.1	16.5	13.9	D	KEYI-F
9 KROX-F	AOR-NR	54 / 4.2	2.2	3.5	3.5	3.5	3.3	1011 / 12.0	10.5	10.1	C	KROX-F
10 KAMX-F	AC/CHR	49 / 3.8	3.7	4.6	4.3	2.8	4.1	1363 / 16.1	13.4	11.8	C	KAMX-F
	KGSR-F	49 / 3.8	3.6	3.5	3.0	4.0	3.5	835 / 9.9	9.3	9.8	D	KGSR-F
12 KAJZ-F	J	32 / 2.5	3.0	2.4	3.3	3.0	2.8	607 / 7.2	7.7	8.0	C	KAJZ-F
13 KVET	T	27 / 2.1	2.4	2.4	1.7	2.3	2.2	578 / 6.8	7.7	6.9	C	KVET
14 KCLB-F	SP	23 / 1.8	1.4	1.5	1.4	1.0	1.5	382 / 4.5	4.0	3.2	A	KCLB-F
15 KJCE	BIAC	20 / 1.5	1.4	1.8	1.6	0.9	1.6	263 / 3.1	2.5	2.0	A	KJCE
16 KJFK-F	T	14 / 1.1	2.7	1.7	2.4	2.0	2.0	367 / 4.3	8.5	7.6		KJFK-F

12+ FM Share (Metro): 84.57 % (899 of 1063) (Winter 96: 82.72 %)

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KELG	SP	1410	Elgin 0.9 1.8
KFIT	G	1060	Lockhart 0.5 0.7
KIXL	REL	970	Del Valle 0.8 2.3
KNNC-F	AOR-NR	107.7	Georgetown 0.5 2.6
KTAE	C	1260	Taylor 0.5 0.8

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KSAH	REL	720	Universal City 0.8 1.4
KWTX-F	CHR	97.5	Waco 0.5 2.7
KXTN-F	SP	107.5	San Antonio 0.8 2.3
WOAI	N/T	1200	San Antonio 0.8 3.0

AUSTIN

Consolidation Report	12+	25-54	Revenue
American Radio Sys. KJCE-AM, KKMJ-FM, KAMX-FM	13.8 %	14.6 %	13.0 %
Clear Channel KPEZ-FM, KEYI-FM, KFON-AM, KHFI-FM	18.9 %	17.8 %	18.6 %
LBJ KLBJ-AM, KLBJ-FM, KAJZ-FM	12.4 %	13.5 %	22.6 %
Local - 1 KASE-FM, KVET-FM, KVET-AM	20.0 %	20.4 %	34.0 %
Local - 2 KKLB-FM, KELG-AM, KTXZ-AM	2.7 %	2.8 %	1.0 %
Sinclair KGSR-FM, KROX-FM	8.0 %	8.4 %	8.9 %
	75.8 %	77.5 %	98.1 %

AM Stations

Station	Power	Time	Day	Genre	Advertiser	Agency	Product	City	
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/Talk	ABC, Westwd	\$62.00	Eastman		
KVET	1300	5 kw	1 kw (OA-2)	Talk	ABC	\$ NA	Katz		

FM Stations

Station	Frequency	Power	Time	Day	Genre	Advertiser	Agency	Product	City
KAJZ	93.3	100 kw	@ 1949		Jazz	\$28.00	---	KLBJ	Killeen
KAMX	94.7	100 kw	@ 1257		AC/CHR	\$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	Clr Chnl	Clear Channel	San Marcos
KGSR	107.1	46 kw	@ 518		Progressive AOR	\$50.00	Allied	Sinclair	Bastrop
KHFI	96.7	100 kw	@ 951		CHR	\$82.00	Clr Chnl	Clear Channel	Georgetown
KJFK	98.9	18.5 kw	@ 1814		Talk	\$ NA	Allied	Shamrock	Lampasas
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	Clr Chnl	Clear Channel	
KROX	101.5	100 kw	@ 981		AOR - New Rock	\$25.00	Allied	Sinclair	Giddings
KVET	98.1	100 kw	@ 686		Country	ABC \$50.00	Katz	KASE	

Notes: 1/97 KUTZ-F changed from AOR to Talk as KJFK-F . . . 4/97 KAMX changed from AC to Modern AC (AC-NR) at the beginning of Spring survey period

Jim Duncan

Comments: KKMJ-F registered its highest share in more than two years . . . KLBJ-F has had four consecutive down books . . . KROX-F bounced back from a weak Fall book

BAKERSFIELD

Arbitron Rank: 86 Pop (12+) 424,400	Stations: 32 / 27	Last Year's Revenue: \$16,000,000
MSA Rank: 83	Diaries: 1,540/276:1/54.4%	Household Income: \$35,095
MSA Pop: 633,000	Sample Target: 1,420	Retail Dollars: \$4.1 Bil.
DMA: 132	% Below Line: 4.1	#1 Biller: KUZZ-F \$3,500,000
Average Persons Rating: 16.1	% Not Listed: 15.1	#1 Billing Portfolio: Buck Owens \$3,900,000
Market TSL in Hours: 21.75	Pop per Station: 15,719	

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1	KUZZ-AF	87 / 12.7	14.0	12.4	13.6	12.6	13.2	1071 / 26.2	25.1	23.3	E	KUZZ-AF
2	KKXX-F	73 / 10.7	10.7	9.1	7.5	9.6	9.5	1045 / 24.6	26.2	25.5	C	KKXX-F
3	KRAB-F	42 / 6.2	7.6	8.0	7.6	8.1	7.3	756 / 17.8	17.1	19.8	C	KRAB-F
4	KERN	39 / 5.7	6.4	6.8	5.2	7.2	6.0	547 / 12.9	14.1	13.7	D	KERN
5	KGFM-F	37 / 5.4	5.5	4.9	5.9	4.9	5.4	543 / 12.8	12.4	12.2	B	KGFM-F
	KSMJ-F	37 / 5.4	1.8	0.9	1.0	1.2	2.3	376 / 8.9	4.9	4.6	B	KSMJ-F
7	KIWI-F	28 / 4.1	4.3	4.3	5.5	6.7	4.5	263 / 6.2	6.5	9.4	C	KIWI-F
	KSUV-F	28 / 4.1	2.8	4.9	3.8	3.1	3.9	331 / 7.8	6.4	5.5	B	KSUV-F
9	KKBB-F	26 / 3.8	2.8	4.3	4.2	4.5	3.8	379 / 8.9	2.8	9.4	B	KKBB-F
10	KERN-F	25 / 3.7	4.6	4.9	4.6	5.1	4.4	509 / 12.0	13.7	13.2	B	KERN-F
11	KLYD-F	18 / 2.6	1.5	2.4	1.4	1.5	2.0	182 / 4.3	3.8	3.5	B	KLYD-F
	KLLY-F	18 / 2.6	3.0	3.3	3.6	4.5	3.1	349 / 8.2	8.7	11.7	C	KLLY-F
13	KCWR-F	11 / 1.6	1.8	1.1	1.3	1.5	1.5	185 / 4.3	5.5	4.8	A	KCWR-F
	KNZR	11 / 1.6	1.9	2.2	2.3	2.5	2.0	220 / 5.2	5.8	6.5	A	KNZR
15	KWAC	10 / 1.5	1.3	1.6	2.2	1.6	1.6	132 / 3.1	3.2	4.0	B	KWAC
	KBOS-F	10 / 1.5	2.4	3.0	1.4	1.2	2.1	213 / 5.0	5.1	4.4	B	KBOS-F
	KCNQ-F	10 / 1.5	2.7	1.4	1.7	1.8	1.8	92 / 2.2	4.2	2.8	A	KCNQ-F

12+ FM Share (Metro): 80.86 % (469 of 580) (Winter 96: 79.65 %)

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

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
KAFY	SP	970 Bakersfield	0.6	1.0	
KBID	ST	1350 Bakersfield	0.7	2.6	
KCHJ	SP	1010 Delano	1.0	2.7	
KERI	REL	1180 Wasco	0.6	2.6	
KGEO	T	1230 Bakersfield	1.3	3.6	
KMYX-F	SP	103.9 Taft	1.0	2.8	
KRME-F	SP	97.7 Shafter	0.9	2.6	
KTRJ	CL	1050 Frazier Park	0.7	1.4	
KVLI-F	ST	104.5 Lake Isabella	0.7	1.7	

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KFI	T	640 Los Angeles	1.2	2.2		
KL0S-F	AOR	95.5 Los Angeles	0.4	1.2		
KRTH-F	O	101.1 Los Angeles	0.6	1.7		
KTP1-F	C	103.1 Tehachapi	0.4	1.1		

BAKERSFIELD

Consolidation Report	12+	25-54	Revenue
Buck Owens KCWR-FM, KUZZ-AF	14.3 %	15.6 %	24.2 %
Buckley KKBB-FM, KLLY-FM, KNZR-AM	8.0 %	9.6 %	14.3 %
Local KCHJ-AM, KIWI-FM, KWAC-AM	6.6 %	6.8 %	8.1 %
Mondosphere KKXX-FM, KRAB-FM, KSMJ-FM	22.3 %	20.4 %	21.6 %
Z-Spanish KRME-FM, KSUV-FM, KSUV-AM	5.0 %	4.8 %	5.0 %
	56.2 %	57.2 %	73.2 %

AM Stations

Station	Freq	Power	Format	Network	Rate	Agency	Advertiser
KERN	1410	1 kw	News/Talk	Talknt, ABC, Westwd	\$42.00	Christal	American General
KGEO	1230	1 kw	Talk	BRN	\$<20.00	Christal	
KNZR	1560	25 kw/10 kw (DA-N)	News	CBS, CNN	\$ NA	D&R	Buckley
KUZZ	550	5 kw (DA-2)	See KUZZ-F				

FM Stations

Station	Freq	Power	Format	Network	Rate	Agency	Advertiser
KCNQ	102.5	0.13 kw @ 1230	Country	ABC	\$ NA	Gillis	Kernville
KCWR	107.1	6 kw @ 164	Country		\$ NA	Katz	Buck Owens
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	
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
KKXX	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
KLYD	104.3	6 kw 2 305	Standards	CNN, Westwd	\$ NA	K&P	Shafter
KRAB	106.1	25 kw @ 328	AOR	CBS, Westwd	\$37.00	Banner	Mondosphere Greenacre
KSMJ	96.5	50 kw @ 500	Jazz		\$ NA	Banner	Mondosphere
KSUV	102.9	20.5 kw @ 364	Hispanic		\$21.00	Caballero	Z-Spanish
KUZZ	107.9	6 kw @ 1365	Country		\$71.00	Katz	Buck Owens

Notes: * KSUV-F received a page 13 notice for a promotional announcement it aired during the survey . . . KBOS-F -- See Fresno . . . 12/96 KHIS-F changed from Religion to Jazz as KSMJ-F . . . 12/96 The KCWR calls and Classic Country format moved to KTIE-F; KCWR (AM) became KUZZ, simulcasting KUZZ-F . . . 2/97 KAFY (970) returned to the air, resuming its Hispanic programming

Jim Duncan

Comments: KSMJ-F did surprisingly well with Jazz, tallying a 5.4 overall (and third place in adults 25-54) . . . KERN-F posted its lowest 12+ share in two years

BALTIMORE

Arbitron Rank: 19 Pop (12+) 2,069,500	Stations: 40 / 24	Last Year's Revenue: \$87,700,000
MSA Rank: 18	Diaries: 3,220/643:1/53.8%	Household Income: \$47,705
MSA Pop: 2,500,000	Sample Target: 3,270	Retail Dollars: \$22.7 Bil.
DMA: 65	% Below Line: 16.1	#1 Biller: WBAL \$13,400,000
Average Persons Rating: 18.3	% Not Listed: 12.8	#1 Billing Portfolio: American Radio Systems \$27,520,000
Market TSL in Hours: 23.75	Pop per Station: 86,229	

12+ Metro	Format	Winter 97 1/4 Share	Fail 96	Sum 96	Spq 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level		
1	WBAL	N/T	322 / 8.5	7.3	8.2	8.9	6.9	8.2	3933 / 19.0	19.6	18.7	I	WBAL
2	WERQ-F	B/CHR	301 / 8.0	7.7	6.4	5.8	5.6	7.0	3365 / 16.3	15.8	13.2	G	WERQ-F
3	WPOC-F	C	288 / 7.6	6.5	6.5	8.5	8.4	7.3	3438 / 16.6	16.5	17.5	I	WPOC-F
4	WWMX-F	AC	251 / 6.6	6.1	5.5	5.6	6.4	6.0	3852 / 18.6	19.5	17.6	I	WWMX-F
5	WQSR-F	O	228 / 6.0	6.5	6.7	7.4	6.7	6.7	3173 / 15.3	14.6	15.7	I	WQSR-F
6	WLIF-F	SAC	210 / 5.6	6.4	6.0	6.3	6.2	6.1	2860 / 13.8	14.7	14.4	H	WLIF-F
7	WIYY-F	AOR	153 / 4.0	3.1	3.6	3.9	4.1	3.7	2598 / 12.6	12.9	13.5	G	WIYY-F
8	WWIN-F	B/AC	137 / 3.6	3.2	4.3	3.8	3.3	3.7	1867 / 9.0	8.1	8.0	E	WWIN-F
9	WXYV-F	B	134 / 3.5	3.8	4.3	4.4	5.5	4.0	2808 / 12.6	13.0	13.3	G	WXYV-F
10	WHFS-F	AOR-NR	125 / 3.3	4.2	3.7	4.2	4.0	3.9	2672 / 12.9	15.0	14.0		WHFS-F
11	WOCT-F	O-70S	99 / 2.6	3.1	4.2	3.7	2.9	3.4	2248 / 10.9	11.6	10.5	G	WOCT-F
12	WCBM	T	94 / 2.5	2.1	3.1	1.9	2.8	2.4	1336 / 6.5	5.5	6.9	D	WCBM
13	WCAO	B/G	93 / 2.5	2.9	2.9	2.2	2.7	2.6	1081 / 5.2	6.0	5.0	C	WCAO
14	WRBS-F	REL	71 / 1.9	1.9	1.6	1.5	1.6	1.7	971 / 4.7	4.6	4.2		WRBS-F
15	WPGC-F	B/CHR	60 / 1.6	1.4	1.4	1.1	1.5	1.4	1544 / 7.5	7.0	5.9		WPGC-F
16	WJFK	T/J	59 / 1.6	1.8	1.7	2.0	1.6	1.8	882 / 4.3	4.9	4.3		WJFK
17	WHUR-F	B	53 / 1.4	1.4	1.6	1.1	1.2	1.4	1001 / 4.8	4.6	4.1		WHUR-F
18	WGRX-F	C	49 / 1.3	1.4	1.3	0.9	1.1	1.2	979 / 4.7	5.0	6.4	C	WGRX-F

12+ FM Share (Metro): 76.08 % (2509 of 3298) (Winter 96: 77.40 %)

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 WWMX-F	1 WWMX-F	1 WWMX-F	1 WBAL >	1 WBAL	1 WBAL <	1 WBAL <	1 WERQ-F >	1 WERQ-F >
2 WXYV-F	2 WWMX-F <	WERQ-F	2 WPOC-F <	2 WQSR-F <	2 WPOC-F	2 WPOC-F <	2 WWMX-F <	2 WERQ-F <	2 WBAL <	2 WBAL
3 WWMX-F <	3 WIYY-F	3 WPOC-F	3 WERQ-F <	3 WPOC-F	WQSR-F	3 WQSR-F <	3 WLIF-F <	3 WWMX-F <	3 WWMX-F <	3 WPOC-F >
4 WHFS-F	4 WPOC-F <	4 WQSR-F <	4 WQSR-F	4 WERQ-F	4 WLIF-F	4 WERQ-F	4 WPOC-F	4 WPOC-F	4 WPOC-F	4 WPOC-F
	5 WHFS-F	5 WIYY-F	5 WLIF-F <	5 WLIF-F	5 WWMX-F	5 WWMX-F	5 WQSR-F	5 WLIF-F <	WXYV-F <	
	6 WXYV-F >	6 WLIF-F	6 WIYY-F <	6 WBAL <		6 WLIF-F	6 WERQ-F	6 WQSR-F	6 WWIN-F <	6 WWMX-F
			7 WWIN-F	7 WWIN-F		7 WIYY-F	7 WIYY-F	7 WIYY-F	7 WHFS-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 WERQ-F	1 WWMX-F	1 WWMX-F	1 WWMX-F	1 WERQ-F	1 WERQ-F	1 WERQ-F	1 WERQ-F <	1 WBAL <
2 WWMX-F >	WWMX-F >	2 WERQ-F	2 WERQ-F	2 WQSR-F <	2 WHFS-F	2 WIYY-F >	2 WIYY-F >	2 WIYY-F	2 WQSR-F <
3 WIYY-F	3 WPOC-F	3 WPOC-F >	3 WPOC-F	3 WPOC-F	3 WIYY-F >	3 WHFS-F <	3 WPOC-F <	3 WPOC-F	3 WPOC-F <
	4 WHFS-F >	4 WHFS-F <	4 WIYY-F	4 WLIF-F <	4 WPOC-F <	4 WPOC-F <	4 WXYV-F	4 WWMX-F <	4 WIYY-F <
5 WPOC-F	5 WIYY-F	WHFS-F <	5 WQSR-F	5 WERQ-F	5 WXYV-F	5 WXYV-F	5 WWMX-F <	5 WBAL <	5 WWMX-F <
	6 WXYV-F <	6 WXYV-F <	6 WWIN-F	6 WWIN-F >	6 WOCT-F	6 WWMX-F <	6 WJFK	6 WQSR-F <	6 WERQ-F <
7 WLIF-F >	7 WLIF-F	7 WXYV-F	WLIF-F			7 WJFK	7 WOCT-F	7 WOCT-F <	7 WOCT-F
							WOCT-F	WBAL <	8 WHFS-F <

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBGR	B/G	860	Baltimore 0.4 1.3
WBMD	REL	750	Baltimore 0.3 1.0
WITH	ST	1230	Baltimore 1.1 2.5
WNAV	ST	1430	Annapolis 0.4 0.7
WOLB	B/T	1010	Baltimore 0.6 1.7
WRNR-F	AOR-P	103.1	Grasonville 0.7 2.1
WWIN	B/G	1400	Baltimore 0.9 2.4
WWLG	ST	1360	Baltimore 0.6 2.0
WXYV-F	C	103.7	Havre de Grace 0.4 1.5

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WASH-F	AC	97.1	Washington, DC 0.7 3.3
WBI-G-F	O	100.3	Washington, DC 0.8 3.8
WGAY-F	SAC	99.5	Washington, DC 1.1 3.1
WGMS-F	CL	103.5	Washington, DC 0.4 1.4
WKYS-F	B	93.9	Washington, DC 0.7 4.3
WMAL	FS/T	630	Washington, DC 0.6 2.0
WMZQ-F	C	98.7	Washington, DC 0.8 3.3
WRQX-F	AC/CHR	107.3	Washington, DC 1.2 5.6
WTOP	N	1500	Washington, DC 1.1 4.8
WWDC-F	AOR	101.1	Washington, DC 0.8 6.0
WWMD-F	EZ	104.7	Hagerstown 0.6 1.3
WWVZ-F	CHR	103.9	Braddock Hts. 0.1 0.3
WWZZ-F	CHR	104.1	Waldorf 0.7 4.1

BALTIMORE

Consolidation Report	12+	25-54	Revenue
American Radio Sys.	15.9 %	20.6 %	31.4 %
WBGR-AM, WBMD-AM, WOCT-FM, WQSR-FM, WWMX-FM			
Radio One	13.0 %	13.7 %	12.3 %
WERQ-FM, WOLB-AM, WWIN-FM, WWIN-AM			
Westinghouse	13.2 %	13.3 %	19.4 %
WCAO-AM, WJFK-AM, WLIF-FM, WXYV-FM			
	42.1 %	47.6 %	63.1 %

AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Buyer	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	Buyer	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
WIYY	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	70's Oldies		\$93.00	Katz	American Radio Sys.
WPOC	93.1	16 kw @ 860	Country		\$180.00	Mc-Guild	Nationwide
WQSR	105.7	50 kw @ 492	Oldies		\$185.00	Christal	American Radio Sys. 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	American Radio Sys.
WXYV	102.7	50 kw @ 437	Black		\$139.00	Mc-Guild	Westinghouse

Notes: Other ranked stations -- See Washington . . . 4/97 WRNR-F (103.1; Grasonville) sold to Empire (S. Kingston/D. Cavaleri) for \$2,300,000 . . . 4/97 WYRE (810; Annapolis) sold for \$275,000

Jim Duncan

Comments: WERQ-F had its best 12+ share ever and its sixth consecutive "up" book . . . WQSR-F had its lowest share since Spring '95 . . . WWMX-F had its highest 12+ share in over two years . . . WXYV-F suffered through its fourth consecutive down book

BATON ROUGE

Arbitron Rank: 81 Pop (12+) 457,900	Stations: 28 / 20	Last Year's Revenue: \$20,600,000
MSA Rank: 90	Diaries: 1,084/422:1/51.4%	Household Income: \$40,422
MSA Pop: 572,000	Sample Target: 1,070	Retail Dollars: \$5.8 Bil.
DMA: 98	% Below Line: 13.7	#1 Biller: WYNK-AF \$4,200,000
Average Persons Rating: 16.2	% Not Listed: 13.1	#1 Billing Portfolio: Gulfstar \$9,400,000
Market TSL in Hours: 21.50	Pop per Station: 22,895	

12+ Metro	Format	Winter 97		Fall	Sum	Spg	Win	4-Book	12+ Metro	Fall	Win	Revenue	
		1/4	Share	96	96	96	96	Avg		Cume / Rtg.	96	96	Level
1 WYNK-F	C	77 / 10.4	10.5	10.5	11.9	10.6	10.8	1189 / 26.0	23.2	23.0	F	WYNK-F	
2 WEMX-F	B	55 / 7.4	0.9	1.5	2.9	2.8	3.2	632 / 13.8	5.4	7.8	A	WEMX-F	
3 KQXL-F	B/AC	53 / 7.2	10.3	10.5	11.9	11.8	10.0	753 / 16.4	20.6	20.3	E	KQXL-F	
4 WGGZ-F	O-70s	52 / 7.0	6.3	7.8	5.8	7.9	6.7	792 / 17.3	15.2	15.2	E	WGGZ-F	
5 KRVE-F	AC	49 / 6.6	6.7	8.0	6.7	6.7	7.0	789 / 17.2	15.6	15.7	D	KRVE-F	
6 WXOK	B	48 / 6.5	8.2	8.7	8.3	7.6	7.9	623 / 13.6	14.0	12.8	C	WXOK	
7 WJBO	N/T	46 / 6.2	6.2	4.6	5.7	4.4	5.7	658 / 14.4	14.1	11.4	D	WJBO	
8 KHOM-F	CHR	35 / 4.7	5.5	4.7	3.0	1.3	4.5	826 / 18.0	17.0	6.7		KHOM-F	
9 WLSS-F	CHR	32 / 4.3	5.5	4.6	5.1	4.5	4.9	771 / 16.8	17.7	19.5	C	WLSS-F	
10 WTGE-F	C	29 / 3.9	5.6	5.5	4.8	4.4	5.0	548 / 12.0	9.2	13.0	C	WTGE-F	
11 WCKW-F	AOR	25 / 3.4	4.6	3.4	3.0	3.5	3.6	535 / 11.7	12.7	11.4		WCKW-F	
12 WKJN-F	C	21 / 2.8	2.7	3.3	3.5	3.8	3.1	593 / 13.0	12.8	13.6	D	WKJN-F	
13 WQUE-F	B	18 / 2.4	2.6	3.1	2.2	3.2	2.6	348 / 7.6	8.5	8.8		WQUE-F	
WNDC	G	18 / 2.4	2.2	2.2	1.7	1.9	2.1	299 / 6.6	4.4	3.8		WNDC	

12+ FM Share (Metro): 76.05 % (489 of 643) (Winter 96: 79.06 %)

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

Other Rated Stations	Metro	Cume	TSA		
	Share	Rating	AQH Cume		
KBRH	B/O	1260	Baton Rouge	0.7	1.3
KKAY-F	O	104.9	Donaldsonville	0.4	0.9
KTBT-F	B	93.7	New Iberia	0.8	3.4
WBBU-F	J	107.3	Baker	1.2	4.0
WBIU	REL	1210	Denham Spgs.	0.4	1.4
WIBR	SPRTS	1300	Baton Rouge	1.1	3.0
WPFC	REL	1550	Baton Rouge	1.9	3.0
WQCK-F	REL	92.7	Clinton	1.6	5.0
WYNK	C	1380	Baton Rouge	0.1	1.3

Other Rated Stations--Outside Market	Metro	Cume	TSA		
	Share	Rating	AQH Cume		
KSMB-F	CHR	94.5	Lafayette	0.4	1.5
WTKL-F	O	95.7	New Orleans	0.7	2.1
WWL	N/T	870	New Orleans	1.1	3.8
WYLD-F	B/AC	98.5	New Orleans	0.7	2.4
WYLD	G	940	New Orleans	0.4	1.8

BATON ROUGE

Consolidation Report	12+	25-54	Revenue
Citywide KQXL-FM, WEMX-FM, WIBR-AM, WKJN-FM, WXOK-AM	25.0 %	23.5 %	31.8 %
Guaranty WBBU-FM, WGGZ-FM, WTGE-FM	12.1 %	14.7 %	19.9 %
Gulfstar KRVE-FM, WBIU-AM, WJBO-AM, WLSS-FM, WYNK-FM, WYNK-AM	28.0 %	29.4 %	45.6 %
	65.1 %	67.6 %	97.3 %

AM Stations

Station	Power	Time	Format	Network	Rate	Advertiser	Market
WIBR	1300	5 kw/1 kw (DA-N)	Sports		\$ NA	Eastman	Citywide
WJBO	1150	5 kw (DA-1)	News/Talk	CBS	\$43.00	Christal	Gulfstar
WNDC	310	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	Power	Time	Format	Network	Rate	Advertiser	Market	Notes
KQXL	106.5	50 kw @ 298	Black AC	ABC, CBS, Westwd	\$53.00	Mc-Guild	Citywide	New Roads
KRVE	96.1	43 kw @ 449	AC		\$38.00	Katz	Gulfstar	Brusly
WBBU	107.3	4.6 kw @ 374	Jazz	Westwd	\$ NA	---	Guaranty	Baker
WCKW	92.3	100 kw @ 1946	Classic AOR		\$42.00	Christal		Laplace
WEMX	94.1	100 kw @ 981	Black	ABC	\$<20.00	Banner	Citywide	Kentwood
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	Hammond
WLSS	102.5	100 kw @ 1260	CHR	Westwd	\$41.00	---	Gulfstar	
WQCK	32.7	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 . . . 12/96 WEMX-F changed from Country to Black while sister station KQXL-F changed from Black to Black AC . . . 2/97 Gulfstar bought WBIU for \$250,000 and KRVE-F for \$7,100,000 (Barger)

Jim Duncan

Comments: WEMX-F had a strong debut with its new Black Contemporary format although it took a few shares away from its sister station, KQXL-F . . . Also, WXOK had its lowest share in several years

BIRMINGHAM

Arbitron Rank: 55 Pop (12+) 792,600
 MSA Rank: 65
 MSA Pop: 887,000
 DMA: 51
 Average Persons Rating: 15.8
 Market TSL in Hours: 21.25

Stations: 26 / 20
 Diaries: 1,417/559:1/50.2%
 Sample Target: 1,400
 % Below Line: 3.7
 % Not Listed: 10.2
 Pop per Station: 39,630

Last Year's Revenue: \$35,700,000
 Household Income: \$37,911
 Retail Dollars: \$9.1 Bil.
 #1 Biller: WZZK-AF \$7,370,000
 #1 Billing Portfolio: Cox \$10,170,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level		
1	WZZK-F	C	145 / 11.6	11.9	13.8	12.6	13.6	12.5	2019 / 25.5	25.1	29.4	G	WZZK-F
2	WBHJ-F	B	97 / 7.7	7.4	5.5				1158 / 14.6	14.3		A	WBHJ-F
3	WZRR-F	AOR/CL	89 / 7.1	7.6	7.1	6.8	6.2	7.1	1189 / 15.0	14.7	15.0	F	WZRR-F
4	WMJJ-F	AC	87 / 6.9	6.9	6.1	9.1	5.5	7.2	1244 / 15.7	15.2	15.4	F	WMJJ-F
5	WBHK-F	B/AC	79 / 6.3	6.6	2.6	1.2	0.9	4.2	986 / 12.4	12.4	2.4	B	WBHK-F
6	WYSF-F	SAC	76 / 6.1	4.6	4.9	4.3	5.3	5.0	1225 / 15.5	14.3	16.7	D	WYSF-F
7	WODL-F	O	72 / 5.7	4.8	5.4	6.9	5.7	5.7	991 / 12.5	15.0	15.1	D	WODL-F
8	WERC	N/T	71 / 5.7	6.5	6.9	5.8	8.4	6.2	995 / 12.6	13.8	14.8	E	WERC
9	WENN-F	B	68 / 5.4	6.6	9.1	10.8	9.7	8.0	1131 / 14.3	16.1	18.5	F	WENN-F
10	WRAX-F	AOR-NR	49 / 3.9	3.3	3.2	2.9	3.7	3.3	729 / 9.2	9.3	9.2	B	WRAX-F
11	WOWC-F	C	44 / 3.5	2.9	3.2	2.4	3.4	3.0	827 / 10.4	9.5	9.6	C	WOWC-F
12	WAGG	G	43 / 3.4	3.5	2.7	4.7	4.7	3.6	545 / 6.9	7.4	6.7	A	WAGG
13	WATV	B	39 / 3.1	3.1	3.2	3.1	4.1	3.1	396 / 5.0	5.8	8.2	B	WATV
	WDJC-F	REL	39 / 3.1	2.9	3.8	3.3	3.1	3.3	763 / 9.8	8.8	10.9	C	WDJC-F
15	WJOX	SPRTS	28 / 2.2	3.1	1.4	2.2	2.4	2.2	541 / 6.8	6.3	7.0	B	WJOX
16	WJLD	B	18 / 1.4	1.5	2.0	1.8	2.5	1.7	284 / 3.6	4.8	5.1	A	WJLD

12+ FM Share (Metro): 79.22 % (892 of 1126) (Winter 96: 71.43 %)

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAPI	N	1070 Birmingham	0.8 4.2
WAYE	REL	1220 Birmingham	0.6 2.8
WPYK	C	1010 Dora	0.7 0.7
WZZK	C	610 Birmingham	0.6 2.0

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WFMH-F	C	101.1 Cullman	0.8 1.9
WHMA-F	C	100.5 Anniston	0.4 1.5
WQEN-F	AC/CHR	103.7 Gadsden	1.0 3.8
WRS-A-F	EZ	96.9 Decatur	0.5 2.0
WTUG-F	B	92.9 Tuscaloosa	0.6 2.6
WZBQ-F	CHR	94.1 Carrollton	0.5 1.6

BIRMINGHAM

Consolidation Report	12+	25-54	Revenue
Capstar, pend. WERC-AM, WMJJ-FM, WOWC-FM	16.1 %	16.6 %	24.1 %
Cox WODL-FM, WZZK-FM, WZZK-AM	17.9 %	19.2 %	28.5 %
Dick WAPI-AM, WJOX-AM, WYSF-FM, WZRR-FM	16.2 %	19.3 %	20.0 %
H&P WBHJ-FM WBHK-FM	14.0 %	12.8 %	2.4 %
	64.2 %	67.9 %	75.0 %

AM Stations

Station	Power	Time	Genre	Network	Rate	Advertiser	Agency
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	Capstar, pend.
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	Genre	Network	Rate	Advertiser	Agency	Location
WBHJ	95.7	100 kw @ 981	Black		\$ NA	Mc-Guild	H&P	Tuscaloosa
WBHK	98.7	31 kw @ 620	Black AC	ABC	\$ 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	Capstar, pend.	
WODL	106.9	100 kw @ 1150	Oldies	ABC	\$53.00	Katz	Cox	
WOWC	102.5	83 kw @ 2096	Country		\$34.00	Eastman	Capstar, pend.	Jasper
WRAX	105.9	1.4 kw @ 673	AOR-New Rock	Westwd	\$27.00	---	American General	Trussville
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: 4/97 Capstar bought WERC/WMJJ-F/WOWC-F for \$31,000,000 (MVP)

Jim Duncan

Comments: The Heffel & Parmer (H&P) stations held onto the strong growth they displayed at the end of 1996; they have badly hurt WENN-F . . . Listening levels are up almost a full point versus a year ago . . . Soft AC WYSF-F is showing some growth . . . WTUG-F (Tuscaloosa) is no longer a factor in the market

BOSTON

Arbitron Rank: 10	Pop (12+): 3,264,900	Stations: 37 / 29	Last Year's Revenue: \$194,000,000
MSA Rank: 7		Diaries: 4,367/748:1/56.4%	Household Income: \$54,044
MSA Pop: 3,850,000		Sample Target: 4,100	Retail Dollars: \$34.7 Bil.
DMA: 6		% Below Line: 2.9	#1 Biller: WBZ \$22,500,000
Average Persons Rating: 16.5		% Not Listed: 13.1	#1 Billing Portfolio: Westinghouse \$68,100,000
Market TSL in Hours: 21.75		Pop per Station: 112,583	

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level		
1	WBZ	N/T	434 / 8.1	8.1	7.8	7.9	8.8	8.0	6845 / 21.0	23.4	24.8	K	WBZ
2	WRKO	T	336 / 6.2	6.0	6.4	6.6	6.7	6.3	4274 / 13.1	11.4	13.7	I	WRKO
3	WXKS-F	CHR/AC	323 / 6.0	5.7	6.4	6.9	5.7	6.2	6773 / 20.7	19.9	20.4	J	WXKS-F
4	WJMN-F	CHR	311 / 5.8	6.7	6.6	6.0	5.8	6.3	5590 / 17.1	16.0	15.5	I	WJMN-F
5	WMJX-F	AC	308 / 5.7	5.3	5.7	6.0	5.2	5.7	4722 / 14.5	15.2	14.5	I	WMJX-F
6	WCRB-F	CL	275 / 5.1	4.9	4.1	3.7	4.3	4.5	3789 / 11.6	12.1	11.6	F	WCRB-F
7	WBCN-F	AOR	260 / 4.8	4.9	5.2	5.0	5.7	5.0	5822 / 17.8	17.4	16.5	J	WBCN-F
	WODS-F	O	260 / 4.8	4.6	4.9	4.4	5.0	4.7	4785 / 14.7	14.3	14.1	I	WODS-F
9	WEEI	SPRTS	219 / 4.1	3.8	3.7	4.1	3.4	3.9	3513 / 10.8	10.3	9.3	K	WEEI
10	WBMX-F	AC	212 / 3.9	3.8	4.0	3.8	4.0	3.9	4285 / 13.1	12.7	13.1	I	WBMX-F
11	WZLX-F	CL AOR	186 / 3.5	3.9	3.9	5.0	4.3	4.1	3713 / 11.4	11.6	12.0	J	WZLX-F
12	WBOS-F	AOR-P	171 / 3.2	2.9	3.0	2.9	2.9	3.0	3691 / 11.3	11.1	10.1	H	WBOS-F
13	WKLB-F	C	168 / 3.1	2.8	2.4	1.7	1.6	2.5	2124 / 6.5	5.8	5.1	F	WKLB-F
14	WROR-F	AC	163 / 3.0	3.0	2.1	2.2	2.3	2.6	2995 / 9.2	8.1	5.5	D	WROR-F
15	WAAF-F	AOR-NR	155 / 2.9	2.8	2.4	2.6	2.7	2.7	2794 / 8.6	8.5	8.4	G	WAAF-F
16	WXKS	ST	130 / 2.4	1.8	2.4	2.4	2.1	2.3	1290 / 4.0	4.1	4.5	B	WXKS
17	WEGQ-F	O-70s	110 / 2.0	2.5	2.8	2.9	2.1	2.6	2593 / 7.9	8.0	8.8	G	WEGQ-F
	WOAZ-F	J	110 / 2.0	1.6	1.8	1.9	2.7	1.8	1786 / 5.5	5.8	7.6	F	WOAZ-F
19	WFNX-F	AOR-NR	92 / 1.7	1.2	1.3	1.3	1.5	1.4	2010 / 6.2	5.0	5.9	D	WFNX-F
20	WILD	B	64 / 1.2	1.1	1.5	1.2	1.2	1.3	722 / 2.2	2.3	2.0	C	WILD

12+ FM Share (Metro): 71.91 % (3366 of 4681) (Winter 96: 70.04 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WJMN-F >>	1 WXKS-F	1 WXKS-F	1 WXKS-F <	1 WMJX-F <	1 WBZ	1 WBZ >	1 WRKO <	1 WRKO <	1 WBZ >	1 WBZ >>
2 WXKS-F <	2 WBCN-F <	2 WBCN-F <	2 WMJX-F <	2 WXKS-F	2 WRKO	2 WBCN-F <	2 WMJX-F	2 WXKS-F <	2 WJMN-F <	2 WRKO >
3 WBCN-F	3 WJMN-F	3 WMJX-F <	3 WZLX-F <	3 WODS-F <	3 WCRB-F	3 WRKO <	3 WCRB-F <	3 WJMN-F <	3 WMJX-F	3 WMJX-F >
4 WAAF-F >>	4 WBMX-F <	4 WJMN-F	4 WBCN-F <	4 WBMX-F <	4 WODS-F	4 WXKS-F	4 WODS-F <	4 WBZ <	4 WXKS-F <	
	5 WMJX-F	5 WBMX-F <	5 WBMX-F <	5 WZLX-F <	5 WMJX-F <	5 WEEI	5 WBZ	5 WMJX-F	5 WBCN-F	
6 WBOS-F	6 WZLX-F	6 WBOS-F <	6 WBCN-F	6 WBCN-F	6 WEEI >	6 WJMN-F	WXS-F <	6 WODS-F <	6 WCRB-F	
	WAAF-F	7 WBOS-F <	7 WODS-F <	WBZ <	7 WMJX-F	7 WBMX-F	7 WCRB-F <	7 WCRB-F <	7 WRKO <	
	8 WODS-F	8 WJMN-F <	8 WEEI <		8 WCRB-F <	8 WJMN-F	8 WBCN-F <	8 WBCN-F <	8 WAAF-F	
	9 WEEI <	9 WEEI <	9 WBOS-F <		9 WODS-F <	9 WODS-F <	9 WEEI <	9 WEEI <	9 WODS-F >	
		10 WBZ	10 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 WXKS-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 WEEI <
2 WJMN-F >	2 WJMN-F	2 WMJX-F	2 WMJX-F	2 WXKS-F	2 WAAF-F	2 WAAF-F	2 WFNX-F	2 WZLX-F	2 WZLX-F <
3 WMJX-F >	3 WMJX-F	WBMX-F	3 WJMN-F	3 WBMX-F	3 WJMN-F	3 WJMN-F	WZLX-F <	3 WEEI	3 WBCN-F
4 WBCN-F	4 WBMX-F <	WBOS-F <	4 WBMX-F	4 WJMN-F <	4 WXKS-F	4 WBMX-F <	4 WBMX-F <	4 WAAF-F <	4 WODS-F <
5 WBMX-F	5 WBOS-F	5 WJMN-F >	5 WBOS-F	5 WODS-F	5 WBMX-F	5 WZLX-F	5 WBOS-F <	5 WXKS-F	5 WBZ
6 WAAF-F	6 WBCN-F >	6 WBCN-F	6 WODS-F <	6 WBOS-F <	6 WZLX-F	WXKS-F <	6 WAAF-F	6 WODS-F	6 WXKS-F <
		7 WROR-F <	7 WROR-F <	7 WROR-F <	WMJX-F	7 WFNX-F	7 WEEI	WJMN-F <	7 WBOS-F <
		8 WBCN-F	8 WBZ <	8 WBZ <			WXKS-F <	8 WBMX-F <	8 WRKO <

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume		
WATD-F	AC	95.9	Marshfield	0.4	1.0
WBOQ-F	CL	104.9	Gloucester	0.4	1.3
WCAP	T	980	Lowell	0.5	0.7
WCCM	T	800	Lawrence	0.3	1.0
WESX	ST	1230	Salem	0.4	0.9
WJDA	ST	1300	Quincy	0.6	1.1
WPLM-F	J	99.1	Plymouth	0.5	1.7
WROL	REL	950	Boston	0.4	1.9
WXRV-F	AOR-NR	92.5	Haverhill	0.9	3.0

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume		
WCTK-F	C	98.1	New Bedford	0.4	1.1
WGIR-F	AOR	101.1	Manchester, NH	0.5	1.5
WHJY-F	AOR	94.1	Providence, RI	0.5	1.8
WNNW	SP	1110	Salem, NH	0.4	0.5
WOKQ-F	C	97.5	Dover, NH	0.3	1.3
WSRS-F	SAC	96.1	Worcester	0.4	1.1
WXLO-F	AC	104.5	Fitchburg	0.5	2.4

BOSTON

Consolidation Report	12+	25-54	Revenue
American Radio Sys.	19.1 %	18.9 %	28.7 %
WBMX-FM, WEEI-AM, WEGQ-FM, WRKO-AM, WAAF-FM			
Chancellor, pend.	14.2 %	11.3 %	14.5 %
WJMN-FM, WXKS-AM, WXKS-FM			
Greater Media, pend.	17.0 %	21.1 %	16.6 %
WROR-AM, WROR-FM, WOAZ-FM, WKLB-FM, WBOS-FM, WMJX-FM			
Salem	0.0 %	0.0 %	%
WEZE-AM, WBNW-AM			
Westinghouse	21.2 %	20.8 %	35.1 %
WZLX-FM, WODS-FM, WBZ-AM, WBCN-FM			
	71.5 %	72.1 %	94.9 %

AM Stations

Station	Freq	Power	Format	Parent	Revenue	Group	Company	City
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)	Talk	ABC	\$180.00	Eastman	Amer. Radio Sys.	
WXKS	1430	5 kw/1 kw (DA-N)	Standards	Westwd	\$50.00	Katz	Chancellor, pend.	Everett

FM Stations

Station	Freq	Power	Format	Parent	Revenue	Group	Company	City
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	Progressive AOR		\$155.00	Allied	Greater Media, pend.	Brookline
WCRB	102.5	15 kw @ 925	Classical		\$110.00	Allied		Waltham
WEGQ	93.7	34 kw @ 587	70's Oldies		\$96.00	Christal	Amer. Radio Sys.	Lawrence
WFNX	101.7	1.65 kw @ 449	AOR-New Rock		\$60.00	Allied		Lynn
WJMN	94.5	11.5 kw @ 1053	CHR		\$165.00	Katz	Chancellor, pend.	
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	Greater Media, pend.	Lowell
WODS	103.3	16 kw @ 887	Oldies	CBS	\$200.00	CBS	Westinghouse	
WROR	105.7	8.5 kw @ 1145	AC		\$ NA	Mc-Guild	Greater Media	Framingham
WXKS	107.9	20.5 kw @ 771	CHR/AC		\$310.00	Katz	Chancellor, pend.	Medford
WXRV	92.5	25 kw @ 711	New Rock	Westwd, CBS	\$ NA	---		Haverhill
WZLX	100.7	21.4 kw @ 771	Classic AOR	Westwd	\$240.00	Infinity	Westinghouse	

Notes: 3/97 Westinghouse traded WBOS-F/WOAZ-F (+ WMMR-F Philadelphia) to Greater Media for KRLA/KLSX-F Los Angeles . . . 3/97 Chancellor acquired WXKS-AM and WJMN-F through merger with Evergreen

Jim Duncan

Comments: WCRB-F broke the five-share level for the first time, an outstanding achievement for a Classical station . . . WZLX-F fell into the "threes" for the first time in several years . . . WEGQ-F had its third consecutive down book . . . WXKS-F has successfully repositioned itself as a CHR/AC

BUFFALO-NIAGARA FALLS

Arbitron Rank: 40 Pop (12+) 984,900	Stations: 23 / 22	Last Year's Revenue: \$42,300,000
MSA Rank: 46	Diaries: 2,455/401:1/59.7%	Household Income: \$39,700
MSA Pop: 1,180,000	Sample Target: 2,420	Retail Dollars: \$10.5 Bil.
DMA: 39	% Below Line: 0.7	#1 Biller: WBEN \$6,700,000
Average Persons Rating: 16.5	% Not Listed: 9.5	#1 Billing Portfolio:
Market TSL In Hours: 22.00	Pop per Station: 44,768	Sinclair TV \$16,300,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1	WBEN	155 / 9.5	11.4	8.8	7.8	8.7	9.4	2238 / 22.7	31.1	20.6	G	WBEN
2	WYRK-F	145 / 8.9	7.4	9.0	9.0	10.1	8.6	1726 / 17.5	16.9	18.8	F	WYRK-F
3	WJYE-F	136 / 8.4	7.8	7.3	9.1	8.3	8.1	1982 / 20.1	18.2	19.2	F	WJYE-F
4	WKSE-F	123 / 7.6	7.4	7.6	7.2	7.0	7.4	2213 / 22.5	23.5	22.4	F	WKSE-F
5	WHTT-F	114 / 7.0	7.0	7.0	6.8	6.8	7.0	1918 / 19.5	20.4	19.1	F	WHTT-F
6	WMJQ-F	113 / 7.0	5.8	6.0	5.3	5.3	6.0	1755 / 17.8	17.9	16.0	E	WMJQ-F
7	WBLK-F	105 / 6.5	6.8	6.5	4.9	6.0	6.2	1140 / 11.6	11.8	10.1	D	WBLK-F
	WECK	105 / 6.5	6.1	6.0	5.2	6.6	5.9	1126 / 11.4	11.5	12.0	A	WECK
	WGRF-F	105 / 6.5	6.3	8.7	7.4	6.8	7.2	1622 / 16.5	15.8	15.4	F	WGRF-F
10	WGR	97 / 6.0	5.3	4.7	4.7	6.2	5.2	1861 / 18.9	18.5	18.8	C	WGR
11	WEDG-F	84 / 5.2	6.0	6.3	7.1	5.5	6.1	1767 / 17.9	17.9	16.3	E	WEDG-F
12	WSJZ-F	54 / 3.3	2.5	2.5	4.4	3.3	3.2	886 / 9.0	8.1	9.3	C	WSJZ-F
13	CFNY-F	20 / 1.2	1.0	0.4	1.1	0.7	0.9	421 / 4.3	3.5	3.9		CFNY-F
	WNUC-F	20 / 1.2	1.7	1.5	1.4	1.5	1.5	575 / 5.8	6.0	6.4	B	WNUC-F
15	WDCX-F	16 / 1.0	1.1	0.9	1.4	1.0	1.1	383 / 3.9	2.8	2.9		WDCX-F
	WWWS	16 / 1.0	1.1	0.9	1.4	0.9	1.1	231 / 2.3	2.8	2.8		WWWS

12+ FM Share (Metro): 71.99 % (1059 of 1471) (Winter 96: 70.93 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WKSE-F	1 WKSE-F	1 WGRF-F	1 WGRF-F	1 WMJQ-F	1 WBEN	1 WBEN	1 WJYE-F <	1 WYRK-F <	1 WBLK-F	1 WGR >
2 WBLK-F >	2 WGRF-F <	2 WKSE-F <	2 WHTT-F <	WGRF-F <	2 WJYE-F <	2 WYRK-F	2 WBEN	2 WJYE-F <	2 WKSE-F	2 WBEN
3 WEDG-F >>	3 WEDG-F	3 WMJQ-F <	3 WMJQ-F <	3 WHTT-F	3 WECK <	3 WGR <	3 WECK <	3 WBEN <	3 WGR	
	4 WBLK-F	4 WHTT-F <	4 WJYE-F <	WJYE-F <	4 WYRK-F	4 WKSE-F	4 WYRK-F <	4 WHTT-F <	4 WHTT-F <	4 WHTT-F <
	5 WYRK-F	5 WYRK-F <	5 WYRK-F	5 WYRK-F	5 WHTT-F	WJYE-F	5 WMJQ-F	5 WKSE-F <	5 WEDG-F <	5 WEDG-F <
	6 WMJQ-F >	6 WJYE-F <	6 WKSE-F	6 WKSE-F <	6 WMJQ-F	6 WGRF-F <	6 WGRF-F <	6 WMJQ-F	6 WMJQ-F <	6 WMJQ-F <
		7 WBLK-F <	7 WBLK-F	7 WBEN <	WGR >	7 WHTT-F <	7 WHTT-F	7 WBLK-F <	7 WYRK-F	7 WYRK-F
		8 WEDG-F	8 WGR	8 WBLK-F <		8 WMJQ-F	8 WKSE-F	8 WECK <		
				9 WGR				9 WGRF-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 WBLK-F	1 WJYE-F <	1 WJYE-F <	1 WEDG-F	1 WGRF-F	1 WGRF-F >	1 WGRF-F >	1 WGRF-F >
2 WEDG-F <	2 WBLK-F	2 WKSE-F	2 WMJQ-F <	2 WMJQ-F	2 WGRF-F <	2 WEDG-F >	2 WEDG-F	2 WEDG-F	2 WGR <
3 WBLK-F <	3 WMJQ-F <	3 WMJQ-F <	3 WKSE-F	3 WHTT-F <	3 WBLK-F	3 WKSE-F	WGR <	WGR <	3 WHTT-F <
4 WMJQ-F	4 WEDG-F	4 WJYE-F <	4 WYRK-F <	4 WYRK-F	4 WKSE-F >>	4 WBLK-F	4 WYRK-F	4 WHTT-F	4 WYRK-F <
	WYRK-F >>	5 WYRK-F <	5 WHTT-F <	5 WKSE-F <		WGR	5 WKSE-F	5 WKSE-F	5 WBEN
	6 WJYE-F	6 WGRF-F <	6 WBLK-F >	6 WBLK-F >		6 WYRK-F >	6 WBEN	WYRK-F	6 WMJQ-F
	7 WGRF-F	7 WEDG-F					7 WBLK-F	7 WBLK-F <	WEDG-F

Consolidation Report	12+	25-54	Revenue
American Radio Sys. WBLK-FM, WECK-AM, WJYE-FM, WSJZ-FM, WYRK-FM	33.6 %	30.0 %	30.4 %
Mercury WEDG-FM, WGRF-FM, WHTT-FM, WHTT-AM	19.0 %	24.5 %	27.2 %
Sinclair TV WBEN-AM, WGR-AM, WKSE-FM, WMJQ-FM, WWKB-AM, WWWS-AM	31.0 %	29.7 %	38.5 %
	83.6 %	84.2 %	96.1 %

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
CKEY-F	CHR	101.1 Ft. Erie, ON	0.7	3.7	
WHTT	O	1120 Buffalo	0.3	1.2	
WLVL	T	1340 Lockport	0.4	1.7	
WUFO	B	1080 Amherst	0.4	1.2	
WWKB	C	1520 Buffalo	0.9	3.2	
WXRL	C	1300 Lancaster	0.4	1.7	

Other Rated Stations--Outside Market			Metro Share	Cume Rating	TSA AQH Cume
CHTZ-F	AOR	97.7 St. Catharines, ON	0.7	3.2	

BUFFALO-NIAGARA FALLS

AM Stations

WBEN	930	5 kw (DA-N)	Full Service/Talk	CBS	\$78.00	D&R	Sinclair TV	
WECK	1230	1 kw	Standards	Westwd	\$<20.00	Christal	Amer. Radio Sys.	Cheektowaga
WGR	550	5 kw (DA-N)	Talk	ABC	\$52.00	Katz	Sinclair TV	
WWKB	1520	50 kw (DA-1)	Country	CNN	\$25.00	D&R	Sinclair TV	
WWWS	1400	1 kw	Black Oldies		\$ NA	Katz	Sinclair TV	

FM Stations

CFNY	102.1	35 kw @ 1380	AOR-New Rock		\$ NA	Canadian		Toronto, ON
CKEY	101.1	26 kw @ 400	CHR		\$ NA	---		Ft. Erie, 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	Interep	Mercury	
WGRF	96.9	24 kw @ 712	AOR-Classic		\$67.00	Interep	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	AC-New Rock		\$45.00	Eastman	Amer. Radio Sys.	
WYRK	106.5	50 kw @ 466	Country		\$94.00	Christal	Amer. Radio Sys.	

Notes: 3/97 WGR/WWWS sold by Rich to Sinclair for (supposedly) \$1,500,000 . . . 4/97 WSJZ-F changed from Jazz to Modern AC (AC-NR) as "Alice"

Jim Duncan

Comments: WMJQ-F jumped to a 7.0 -- its highest share in several years . . . WHTT-F scored its third consecutive 7.0 share . . . The viable stations are as tightly bunched as I have ever seen in this market

CHARLESTON, SC

Arbitron Rank: 91 Pop (12+) 409,200	Stations: 25 / 23	Last Year's Revenue: \$15,300,000
MSA Rank: 98	Diaries: 1,040/393:1/55.9%	Household Income: \$38,480
MSA Pop: 513,000	Sample Target: 1,040	Retail Dollars: \$4.6 Bil.
DMA: 108	% Below Line: 1.4	#1 Biller: WEZL-F \$2,800,000
Average Persons Rating: 15.5	% Not Listed: 11.8	#1 Billing Portfolio:
Market TSL in Hours: 20.50	Pop per Station: 17,791	Wicks \$6,340,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1	WWWZ-F	B	69 / 10.9	11.5	12.1	11.7	11.2	11.5	884 / 21.6	23.0	20.5	C
2	WEZL-F	C	63 / 9.9	7.8	8.3	9.2	8.3	8.8	855 / 20.9	18.6	18.8	D
3	WTMA	N/T	40 / 6.3	5.7	5.5	4.4	6.0	5.5	429 / 10.5	11.0	12.6	C
4	WAVF-F	AOR	36 / 5.7	6.4	8.8	7.5	7.9	7.1	731 / 17.9	16.3	19.4	D
5	WXLY-F	O	33 / 5.2	6.4	5.2	5.4	4.4	5.6	602 / 14.7	15.1	13.6	B
6	WSSX-F	CHR/AC	32 / 5.0	5.7	7.0	6.5	7.0	6.1	789 / 19.3	17.9	17.8	C
	WBUB-F	C	32 / 5.0	6.0	4.5	6.0	6.7	5.4	590 / 14.4	14.9	17.2	C
8	WSSP-F	ST	30 / 4.7	2.9	4.5	4.3	3.7	4.1	242 / 5.9	5.9	6.9	A
9	WSUY-F	SAC	29 / 4.6	4.6	3.6	5.6	3.9	4.6	450 / 11.0	9.2	11.5	B
10	WMGL-F	B/AC	27 / 4.3	4.3	4.0	3.8	4.2	4.1	379 / 9.3	8.9	10.2	A
11	WJZK-F	J	20 / 3.2	4.6	2.5	4.0	2.0	3.6	314 / 7.7	8.8	6.9	A
12	WYBB-F	CL AOR	19 / 3.0	3.5	3.0	3.8	4.1	3.3	426 / 10.4	11.3	12.0	B
	WPAL	B	19 / 3.0	3.2	4.2	3.4	3.7	3.4	259 / 6.3	5.5	6.7	A
	WRFQ-F	O-70S	19 / 3.0	3.1	2.4	2.3	1.7	2.7	433 / 10.6	8.8	6.7	A
15	WPAL-F	B	16 / 2.5	2.0	2.1	3.5	2.2	2.5	356 / 8.7	8.6	7.5	A
16	WWBZ-F	B	15 / 2.4	1.1	2.3	1.5	2.1	1.8	232 / 5.7	2.9	5.1	WPAL-F

12+ FM Share (Metro): 83.72 % (468 of 559) (Winter 96: 85.11 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WWWZ-F >>	1 WWWZ-F >	1 WWWZ-F	1 WEZL-F	1 WEZL-F >	1 WEZL-F	1 WEZL-F	1 WEZL-F <	1 WEZL-F	1 WWWZ-F >>	1 WWWZ-F >>
2 WSSX-F	2 WSSX-F	2 WEZL-F	2 WWWZ-F	2 WWWZ-F <	2 WTMA <	WWWZ-F >	2 WTMA >	2 WWWZ-F >	2 WAVF-F <	2 WAVF-F
WBUB-F >	WEZL-F <	3 WAVF-F	3 WAVF-F <	3 WXLY-F	3 WSSP-F <	3 WTMA	3 WWWZ-F	3 WXLY-F <	3 WBUB-F	
4 WAVF-F >	4 WSSX-F	4 WXLY-F	4 WAVF-F <	4 WXLY-F	4 WXLY-F >	4 WAVF-F <	4 WXLY-F <	4 WSSX-F <	4 WEZL-F	
5 WRFQ-F	5 WMGL-F <	WMGL-F	5 WMGL-F <	5 WSUY-F <	5 WBUB-F <	5 WAVF-F	5 WAVF-F <	5 WAVF-F <	5 WSSX-F	
WYBB-F <	6 WSUY-F	6 WSUY-F	6 WSUY-F	6 WJZK-F <	6 WMGL-F	WSSP-F	6 WTMA	6 WSUY-F <	6 WSUY-F <	
7 WBUB-F	WXLY-F <	WTMA	WTMA		WSUY-F <	WSUY-F <	WSSP-F	7 WMGL-F <		
						8 WSSX-F				

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WNST-F	AC/CHR	105.3	Moncks Corner 1.7 6.6
WQIZ	REL	810	St. George 1.3 2.1
WQNT	T	1450	Charleston 1.6 2.7
WQSC	SPRTS	1340	Charleston 0.5 2.2
WTUA-F	G	106.1	St. Stephen 1.3 2.1
WZJY	REL	1480	Mt. Pleasant 1.7 3.2

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WHLZ-F	C	92.5	Manning 0.6 2.1
WWDM-F	B	101.3	Sumter 0.8 2.1

CHARLESTON, SC

Consolidation Report	12+	25-54	Revenue
Dudley WBUB-FM, WJZK-FM, WSSP-FM, WXTC-AM	12.9 %	9.1 %	13.5 %
JS, pend. WEZL-FM, WXLV-FM	15.1 %	18.3 %	24.0 %
LM WNST-FM, WYBB-FM	4.7 %	6.0 %	3.5 %
Wicks WMGL-FM, WSSX-FM, WSUY-FM, WTMA-AM, WTMZ-AM, WWWZ-FM	31.1 %	28.6 %	40.9 %
	63.8 %	62.0 %	81.9 %

AM Stations

WPAL	730	1 kw/103 w	Black	AURN	\$<20.00	Unirep	
WTMA	1250	5 kw/1 kw (DA-N)	News/Talk	Westwd, CBS	\$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	JS, pend.
WHBZ	99.7	100 kw @ 1210	See WWBZ				Port Royal
WJZK	96.9	100 kw @ 1770	Jazz		\$<20.00	Mc-Guild	Dudley
WMGL	101.7	7 kw @ 423	Black AC	ABC	\$<20.00	D&R	Wicks Ravenal
WNST	105.3	13.5 kw @ 446	AC/CHR		\$ NA	---	LM Moncks Corner
WPAL	100.9	25 kw @ 328	Black		\$ NA	Unirep	Walterboro
WRFQ	104.5	28 kw @ 656	70's 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	JS, pend.
WYBB	98.1	50 kw @ 479	Classic AOR		\$21.00	Eastman	LM Folly Beach

Notes: 4/97 Jacor sold these stations to JS (Terry Jacobs & Bill Stakein): WEZL-F for \$11,900,000; WXLV-F for \$4,500,000

Jim Duncan

Comments: WEZL-F had its best book in nearly two years . . . WAVF-F is in a sharp down trend and had its lowest share in many years . . . WSSX-F is in a short-term decline

CHARLOTTE

Arbitron Rank: 37 Pop (12+) 1,097,400
MSA Rank: 43
MSA Pop: 1,340,000
DMA: 28
Average Persons Rating: 15.3
Market TSL in Hours: 20.25

Stations: 28 / 23
Diaries: 2,295/478:1/50.4%
Sample Target: 2,230
% Below Line: 4.9
% Not Listed: 13.9
Pop per Station: 47,713

Last Year's Revenue: \$70,000,000
Household Income: \$42,669
Retail Dollars: \$12.8 Bil.
#1 Biller: WRFX-F \$9,750,000
#1 Billing Portfolio:
 American Radio Sys. \$26,200,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level		
1	WPEG-F	B	168 / 10.0	9.3	9.4	10.3	11.5	9.8	2017 / 18.4	16.9	17.0	H	WPEG-F
2	WSOC-F	C	154 / 9.2	8.8	8.6	8.0	9.4	8.6	2017 / 18.4	19.2	20.3	H	WSOC-F
3	WRFX-F	AOR	135 / 8.1	8.0	9.5	7.2	7.4	8.2	2073 / 18.9	19.3	18.3	H	WRFX-F
4	WLYT-F	SAC	97 / 5.8	6.3	5.9	5.5	5.6	5.9	1583 / 14.4	16.1	13.7	G	WLYT-F
5	WWMG-F	O	93 / 5.5	5.5	5.9	4.5	4.8	5.4	1388 / 12.6	13.9	12.7	F	WWMG-F
6	WBT	FS	85 / 5.1	5.5	5.5	6.8	7.3	5.7	1523 / 13.9	14.2	16.8	H	WBT
7	WNKS-F	CHR	83 / 5.0	5.0	6.5	5.7	4.6	5.5	1833 / 16.7	17.9	16.3	D	WNKS-F
	WTDR-F	C	83 / 5.0	7.0	6.0	6.3	6.8	6.1	1631 / 14.9	15.6	15.4	F	WTDR-F
9	WSSS-F	O-70s	79 / 4.7	4.1	3.3	3.2	3.4	3.8	1294 / 11.8	10.1	10.9	E	WSSS-F
10	WBAV-F	BIAC	78 / 4.7	4.3	4.1	4.7	4.5	4.4	1185 / 10.8	8.6	9.4	C	WBAV-F
11	WEND-F	AOR-P	72 / 4.3	4.3	3.9	4.3	3.4	4.2	1253 / 11.4	11.3	9.0	D	WEND-F
12	WLNK-F	AC-NR	69 / 4.1	3.4	3.5	4.1	4.6	3.8	1341 / 12.2	13.1	15.5	E	WLNK-F
13	WNMX-F	ST	43 / 2.6	2.8	1.6	3.1	2.4	2.5	550 / 5.0	4.8	5.0	A	WNMX-F
14	WMIT-F	REL	33 / 2.0	1.6	1.6	1.5	1.4	1.7	530 / 4.8	5.5	5.4		WMIT-F
15	WCCJ-F	J	32 / 1.9	1.7	1.9	1.8	1.4	1.8	473 / 4.3	3.4	3.3	A	WCCJ-F

12+ FM Share (Metro): 89.54 % (1292 of 1443) (Winter 96: 87.98 %)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1	WPEG-F >	1 WPEG-F	1 WPEG-F	1 WLYT-F	1 WRFX-F	1 WRFX-F >	1 WRFX-F >	1 WRFX-F >	1 WRFX-F >
2	WNKS-F	2 WNKS-F <	2 WLYT-F	2 WLYT-F	2 WBAV-F <	WPEG-F >	2 WPEG-F >	2 WPEG-F	2 WPEG-F
3	WEND-F <	3 WLYT-F	3 WSSS-F <	3 WLNK-F <	3 WPEG-F <	3 WEND-F	3 WEND-F <	3 WSSS-F >	3 WSSS-F
4	WLNK-F	4 WLNK-F	4 WNKS-F <	4 WBAV-F <	4 WLNK-F <	4 WTDR-F	4 WSSS-F	4 WSOC-F	4 WSOC-F
	WTDR-F	5 WTDR-F	5 WRFX-F	5 WNKS-F	5 WSOC-F	5 WSOC-F	5 WEND-F	5 WTDR-F	5 WWMG-F
6	WLYT-F >>	6 WEND-F <	6 WBAV-F	6 WTDR-F <	6 WSSS-F	6 WNKS-F	6 WTDR-F	6 WBAV-F	6 WEND-F >
	7 WRFX-F <	7 WLNK-F >	7 WSSS-F <	7 WSSS-F					6 WBT

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBAV	B/O	1500	Charlotte 0.8 1.7
WBT-F	FS	99.3	Chester, SC 0.7 3.0
WFNZ	SPRIS	610	Charlotte 0.6 2.8
WGSP	REL	1310	Charlotte 0.9 2.0
WIXE	C	1190	Monroe 0.5 0.8
WLTC	REL	1370	Gastonia 0.5 0.8
WNMX	ST	1480	Charlotte 0.2 0.6
WRHI	T	1340	Rock Hill, SC 0.4 1.0
WXRC-F	AOR	95.7	Hickory 0.8 3.0

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WFMX-F	C	105.7	Statesville 1.0 3.6
WJMH-F	B	102.1	Reidsville 0.7 1.6
WKRR-F	AOR/CL	92.3	Asheboro 0.5 1.7
WTPT-F	AOR-NR	93.3	Forest City 0.8 2.4

CHARLOTTE

Consolidation Report	12+	25-54	Revenue
American Radio Sys. WBAV-FM, WBAV-AM, WFNZ-AM, WNKS-FM, WPEG-FM, WSOC-FM, WSSS-FM	35.0 %	34.7 %	37.4 %
Dalton WEND-FM, WWMG-FM	9.8 %	9.9 %	9.7 %
Jefferson-Pilot WBT-FM, WBT-AM, WLNK-FM	9.9 %	10.3 %	18.4 %
SFX, pend. WLYT-FM, WRFX-FM, WTDR-FM	18.9 %	21.9 %	28.8 %
	73.6 %	76.8 %	94.3 %

AM Stations

WBAV	1600	1 kw (DA-N)	Black Oldies	ABC	\$ NA	Katz	Amer. Radio Sys.
WBT	1110	50 kw (DA-N)	Full Service	CBS	\$108.00	CBS	Jefferson-Pilot
WFNZ	610	5 kw/1 kw (DA-2)	Sports	CBS, Westwd, 1/1	\$ NA	Eastman	Amer. Radio Sys.

FM Stations

WBAV	101.9	100 kw @ 988	Black AC	ABC	\$49.00	Katz	Amer. Radio Sys.	
WBT	99.3	7.6 kw @ 604	See WBT					Chester, SC
WCCJ	92.7	6 kw @ 328	Jazz		\$ NA	Allied	Davis	Harrisburg
WEND	106.5	100 kw @ 1003	Prog. AOR		\$30.00	Mc-Guild	Dalton	Salisbury
WLNK	107.9	100 kw @ 1694	AC-New Rock		\$90.00	Banner	Jefferson-Pilot	
WLYT	102.9	31 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, Westwd, ABC	\$127.00	Katz	Amer. Radio Sys.	Concord
WRFX	99.7	84 kw @ 1056	AOR		\$158.00	Eastman	SFX, pend.	Kannapolis
WSOC	103.7	100 kw @ 1059	Country		\$175.00	D&R	Amer. Radio Sys.	
WSSS	104.7	100 kw @ 1210	70's Oldies		\$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
WXRC	95.7	100 kw @ 1020	Prog. AOR	ABC	\$ NA	---		Hickory

Notes: 3/97 EZ/American Radio Systems sold WRFX-F to SFX for WDSY-F Pittsburg + \$20,000,000 . . . 3/97 WWSN-F changed from AC to Modern AC (AC-NR) as WLNK-F ("The Link")

Jim Duncan

Comments: WBT slipped to its lowest 12+ share in over two years; the same is true of WTDR-F . . . WSSS-F had its third consecutive up book and its highest share in more than two years

CHATTANOOGA

Arbitron Rank: 100 Pop (12+) 384,400	Stations: 21 / 21	Last Year's Revenue: \$17,700,000
MSA Rank: 112	Diaries: 1,459/263:1/55.6%	Household Income: \$35,475
MSA Pop: 448,000	Sample Target: 1,430	Retail Dollars: \$4.8 Bil.
DMA: 82	% Below Line: 0.0	#1 Biller: WUSY-F \$5,425,000
Average Persons Rating: 15.9	% Not Listed: 13.7	#1 Billing Portfolio: Colonial (WUSY-F) \$5,425,000
Market TSL in Hours: 21.25	Pop per Station: 18,305	

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1	WUSY-F	124 / 20.2	20.1	18.7	17.5	21.1	19.1	1329 / 34.6	33.8	36.4	G	WUSY-F
2	WDEF-F	59 / 9.6	6.5	8.6	7.3	8.0	8.0	719 / 18.7	17.8	17.8	D	WDEF-F
3	WSKZ-F	54 / 8.8	7.7	8.5	8.9	7.8	8.5	751 / 19.5	18.8	17.4	D	WSKZ-F
4	WJTT-F	46 / 7.5	6.4	8.0	6.8	7.3	7.2	432 / 11.2	9.9	11.1	C	WJTT-F
5	WKXJ-F	30 / 4.9	4.7	2.6	2.3	3.1	3.6	532 / 13.8	13.3	10.5	A	WKXJ-F
6	WZST-F	28 / 4.6	4.7	5.2	5.1	4.1	4.9	593 / 15.4	14.0	14.8	B	WZST-F
7	WGOW-F	26 / 4.2	3.7	3.6	2.3	2.7	3.5	352 / 9.2	8.0	8.2	A	WGOW-F
	WOGT-F	26 / 4.2	4.5	4.4	4.6	3.4	4.4	509 / 13.2	9.7	12.9	B	WOGT-F
9	WLMX-F	23 / 3.8	4.8	4.1	3.3	4.2	4.0	366 / 9.5	11.6	9.6	C	WLMX-F
10	WDOD-F	19 / 3.1	3.2	3.7	5.1	3.4	3.8	466 / 12.1	13.0	11.7	B	WDOD-F
11	WGOW	18 / 2.9	3.7	2.4	4.6	3.4	3.4	312 / 8.1	9.6	7.5	A	WGOW
12	WNOO	17 / 2.8	2.8	3.1	4.0	2.9	3.2	110 / 2.9	3.5	4.7	A	WNOO
13	WDOD	15 / 2.4	3.0	1.8	3.3	3.1	2.6	179 / 4.7	5.5	5.7	A	WDOD
14	WBOX-F	11 / 1.8	2.5	1.3	2.3	1.4	2.0	181 / 4.7	5.9	4.5	A	WBOX-F
	WMPZ-F	11 / 1.8	1.3	2.1	1.5	1.7	1.7	139 / 3.6	3.7	5.2	A	WMPZ-F

12+ FM Share (Metro): 87.31 % (461 of 528) (Winter 96: 82.29 %)

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

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
Bahakel WDEF-FM, WDEF-AM, WDOD-FM, WDOD-AM	15.6 %	14.2 %	19.9 %	WDEF T 1370 Chattanooga	0.5	2.2	
Bloomington WGOW-FM, WGOW-AM, WOGT-FM, WSKZ-FM	20.1 %	24.7 %	24.2 %	WEPG O 910 S. Pittsburg	0.7	1.3	
Brewer WJTT-FM, WMPZ-FM	9.3 %	9.6 %	8.9 %	WFLI REL 1070 Lookout Mtn.	1.0	2.7	
Wicks WCVT-AM, WLMX-FM, WZST-FM	8.4 %	8.2 %	11.2 %	WQCH C 1590 Lafayette, GA	0.7	1.0	
	53.4 %	56.7 %	64.2 %	WSGC-F CHR 101.9 Ringgold, GA	0.7	2.9	

CHATTANOOGA

AM Stations

WDEF	1370	5 kw (DA-N)	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
WNOO	1260	5 kw/25 w (DA-N)	Black	AURN	\$<20.00	Banner	

FM Stations

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	Roslin		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	Mc-Guild	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: 1/97 WSGC-F (101.9; Ringgold) changed from Country to CHR . . . 4/97 WDOD-F changed from Country to Modern AC (AC-NR) as "The Mountain" (at the beginning of the Spring survey)

CHICAGO

Arbitron Rank: 3 **Pop (12+)** 6,953,200
MSA Rank: 3
MSA Pop: 8,680,000
DMA: 3
Average Persons Rating: 17.3
Market TSL in Hours: 22.75

Stations: 40 / 40
Diaries: 6,053/1149:1/51.1%
Sample Target: 5,900
% Below Line: 0.0
% Not Listed: 11.4
Pop per Station: 173,830

Last Year's Revenue: \$337,600,000
Household Income: \$55,280
Retail Dollars: \$82.1 Bil.
#1 Biller: WGN \$38,300,000
#1 Billing Portfolio:
 Westinghouse \$113,500,000

12+ Metro	Format	Winter 97 1/4 Share	Fail 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fail 96	Win 96	Revenue Level		
1	WGN	FS/T	744 / 6.2	6.6	6.8	6.1	6.2	6.4	9112 / 13.1	15.4	12.6	K	WGN
2	WGCI-F	B	656 / 5.5	6.5	6.3	5.8	6.1	6.0	8489 / 12.2	13.4	12.6	K	WGCI-F
3	WLIT-F	SAC	617 / 5.1	4.2	4.0	4.8	4.4	4.5	8513 / 12.2	11.6	11.5	J	WLIT-F
4	WBBM-F	CHR	577 / 4.8	4.7	4.4	3.9	4.0	4.4	11286 / 16.2	15.8	14.8	I	WBBM-F
5	WVAZ-F	B/AC	536 / 4.5	3.9	4.3	4.2	4.6	4.2	6197 / 8.9	9.3	9.4	J	WVAZ-F
6	WBBM	N	489 / 4.1	3.5	3.6	3.6	3.7	3.7	11181 / 16.1	14.4	14.8	J	WBBM
7	WLS	T	483 / 4.0	3.3	4.1	3.7	3.0	3.8	5630 / 8.1	7.6	7.8	G	WLS
8	WUSN-F	C	441 / 3.7	3.0	3.0	3.6	3.6	3.3	6142 / 8.8	8.5	10.5	K	WUSN-F
9	WNUA-F	J	420 / 3.5	3.5	3.3	3.4	3.6	3.4	6335 / 9.1	10.1	9.6	I	WNUA-F
10	WJMK-F	O	399 / 3.3	3.4	4.2	4.1	3.0	3.8	8593 / 12.4	12.6	11.7	J	WJMK-F
11	WRCX-F	AOR	393 / 3.3	3.2	3.4	3.4	3.2	3.3	7820 / 11.2	11.1	10.4	I	WRCX-F
12	WXRT-F	AOR-P	355 / 2.9	2.8	2.8	2.8	3.0	2.8	5200 / 7.5	7.4	7.3	I	WXRT-F
13	WSCR	SPRTS	352 / 2.9	2.5	2.1	1.6	1.6	2.3	2919 / 4.2	3.8	3.3	H	WSCR
14	WKQX-F	AOR-NR	333 / 2.8	3.1	3.5	3.4	3.2	3.2	8770 / 12.6	13.3	13.1	I	WKQX-F
15	WOJO-F	SP	320 / 2.7	3.2	2.8	3.1	3.4	2.9	3191 / 4.6	5.4	5.7	I	WOJO-F
16	WCKG-F	CL AOR	315 / 2.6	2.6	2.8	2.1	2.3	2.5	7166 / 10.3	9.6	9.5	H	WCKG-F
17	WAIT	ST	309 / 2.6	2.6	2.0	2.1	3.3	2.3	2463 / 3.5	4.0	3.9	D	WAIT
18	WMAQ	N	260 / 2.2	2.7	2.1	2.9	2.8	2.5	7206 / 10.4	10.9	12.6	J	WMAQ
19	WTMX-F	AC	259 / 2.2	2.6	3.0	2.7	2.5	2.6	6372 / 9.2	10.7	9.0	I	WTMX-F
20	WLUP-F	AC-NR	252 / 2.1	2.1	2.2	2.6	2.5	2.2	6490 / 9.3	8.0	6.6	J	WLUP-F
21	WPNT-F	AC/CHR	236 / 2.0	2.2	2.6	2.2	2.1	2.3	5743 / 8.3	9.5	8.7	H	WPNT-F
22	WEJM-F	B	235 / 2.0	2.5	2.3	1.9	1.8	2.2	3655 / 5.3	6.5	4.9	D	WEJM-F
23	WYSY-F	O-70's	226 / 1.9	1.3	1.8	1.7	1.7	1.7	5054 / 7.3	6.1	6.4	F	WYSY-F
24	WNIB-F	CL	197 / 1.6	1.6	1.4	1.7	1.5	1.6	3749 / 5.4	5.2	5.6	E	WNIB-F
25	WFMT-F	CL	167 / 1.4	1.6	1.2	1.1	1.4	1.3	3061 / 4.4	4.9	4.6	E	WFMT-F
26	WGCI	B/O	147 / 1.2	1.1	1.3	1.4	1.5	1.3	2338 / 3.4	3.0	3.8	*	WGCI
27	WKXK-F	C	142 / 1.2	1.4	1.3	1.3	1.4	1.3	3303 / 4.8	4.9	4.6	E	WKXK-F
28	WMVP	T	133 / 1.1	1.0	0.3	0.8	0.9	0.8	3677 / 5.3	4.0	4.4	H	WMVP

12+ FM Share (Metro): 67.89 % (6919 of 10191) (Winter 96: 69.06 %)

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

CHICAGO

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
Bonneville, pend. WTMX-FM, WPNT-FM, WLUP-FM	6.3 %	8.2 %	11.1 %	WIL-F	AOR	95.1	Kenosha, WI	0.5	1.8
				WIND	SP	560	Chicago	0.6	1.9
				WJJD	ST	1160	Chicago	0.5	1.7
Chancellor, pend. WMVP-AM, WVAZ-FM, WCCI-FM, WGGI-AM, WRCX-FM, WNUA-FM	19.1 %	22.2 %	26.6 %	WLXX	SP	1200	Chicago	0.5	1.2
				WNIZ-F	CL	96.9	Zion	0.0	0.2
				WRZA-FF	SP	99.9	Kankakee	0.6	1.3
Heftel/Clr. Chnl. WOJO-FM, WLXX-AM, WIND-AM	3.8 %	3.8 %	4.6 %	WTAQ	SP	1300	La Grange	0.5	1.3
				WVON	B	1450	Cicero	0.8	0.8
				WXLC-F	AC	1220	Waukegan	0.3	1.8
Westinghouse WXRT-FM, WBBM-FM, WJMK-FM, WJJD-AM, WCKG-FM, WUSN-FM, WBBM-AM, WMAQ-AM	24.1 %	25.2 %	33.6 %	WYCA-F	REL	92.3	Hammond, IN	0.8	2.4
				WYLL-F	REL	106.7	Des Plaines	0.3	1.2
	53.3 %	59.4 %	75.9 %						

AM Stations

Station	Power	Time	Format	Company	Other	Notes
WAIT	850	2.5 kw (DA-D)	Standards	Westwd	\$65.00	Crystal Lake
WBBM	780	50 kw	News	CBS	\$270.00	Westinghouse
WGCI	1390	5 kw (DA-2)	Black Oldies	AURN	NA	Mc-Guild Chancellor, pend.
WGN	720	50 kw	Full Service/Talk	ABC	\$400.00	Eastman Tribune Co.
WIND	560	5 kw (DA-2)	Hispanic		\$105.00	Katz Heftel/Clr. Chnl.
WJJD	1160	50 kw/5 kw (DA-2)	Oldies	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	SBUSA, ABC	\$100.00	Christal Chancellor, pend.
WSCR	820	5 kw (Days)	Sports		\$110.00	CBS Westinghouse

FM Stations

Station	Power	Time	Format	Company	Other	Notes
WBBM	96.3	4.2 kw @ 1555	CHR	CBS	\$225.00	CBS Westinghouse
WCKG	105.9	4.1 kw @ 1581	Classic AOR	Source	\$188.00	Infinity Westinghouse Elmwood Park
WEJM	106.3	2 kw @ 397	Black	ABC	\$88.00	D&R Crawford, pend. Lansing
WFMT	98.7	15.5 kw @ 1174	Classical		\$110.00	Allied
WGCI	107.5	33 kw @ 603	Black		\$340.00	Mc-Guild Chancellor, pend.
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
WKXX	94.7	4.4 kw @ 1529	Country	ABC	\$150.00	Banner ABC/Disney
WLIT	93.9	4 kw @ 1581	Soft AC		\$325.00	Christal Chancellor, pend.
WLUP	97.9	6 kw @ 1174	AOR		\$340.00	Christal Bonneville, pend.
WNIB	97.1	8.4 kw @ 1190	Classical		\$125.00	Allied
WNUA	95.5	8.3 kw @ 1174	Jazz		\$245.00	Eastman Chancellor, pend.
WOJO	105.1	8.3 kw @ 1174	Hispanic		\$170.00	Katz Hisp. Heftel/Clr. Chnl. Evanston
WPNT	100.3	8.3 kw @ 1174	AC/CHR		\$178.00	Eastman Bonneville, pend.
WRCX	103.5	4.1 kw @ 1575	AOR		\$190.00	Eastman Chancellor, pend.
WTMX	101.9	4.2 kw @ 1558	AC		\$200.00	Sentry Bonneville Stokie
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 Chancellor, pend. Oak Park
WXRT	93.1	6.7 kw @ 1308	Progressive AOR		\$280.00	CBS Westinghouse
WYSY	107.9	21 kw @ 761	70's Oldies		\$90.00	Katz SBS Aurora

CHICAGO

Notes: * WGCI billings included with WGCI-F . . . 3/97 Evergreen sold WEJM to Douglas for \$7,500,000 . . . 3/97 Evergreen sold WEJM-F to Crawford for \$14,750,000 . . . 3/97 Chancellor acquired through merger with Evergreen WLUP-F, WMVP, WNUA-F, WPNT-F, WRCX-F, WVAZ-F . . . 3/97 Viacom sold WLIT-F to Chancellor for \$125,000,000 . . . 4/97 WSCR ("The Score") programming moved to WJJD 1160; ABC/Douglas motivational programming moved to 820 facility as WYPA . . . 4/97 Gannett sold WGCI-AF to Chancellor for \$140,000,000 . . . 4/97 Chancellor sold these stations to Bonneville: WLUP-F for \$90,000,000; WPNT-F for \$70,000,000 . . . 4/97 WVVX-F (103.1; Highland Park) sold by John Douglas to Odyssey for \$9,500,000 (Stevens) . . . 4/97 WJDK-F (103.1; Morris) sold to Odyssey for \$1,100,000 (Stevens)

Jim Duncan

Comments: WSCR is doing a fine job, registering its highest 12+ share ever . . . WLIT had its highest 12+ share in more than two years and is the leader in 25-54 . . . WKQX-F slipped to its lowest share in more than two years . . . WKXK-F still is going nowhere as a Country station . . . WGCI-F had its lowest share in more than two years

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

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

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

Arbitron Rank: 25 Pop (12+) 1,569,100	Stations: 28 / 24	Last Year's Revenue: \$90,200,000
MSA Rank: 31	Diaries: 2,968/529:1/55.3%	Household Income: \$43,877
MSA Pop: 1,930,000	Sample Target: 2,860	Retail Dollars: \$19.0 Bil.
DMA: 29	% Below Line: 2.9	#1 Biller: WLW \$19,500,000
Average Persons Rating: 15.6	% Not Listed: 13.2	#1 Billing Portfolio: Jacor \$43,900,000
Market TSL In Hours: 20.50	Pop per Station: 65,379	

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spq 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1 WLW	FS/T	252 / 10.3	9.3	9.5	11.0	10.3	10.0	3657 / 23.3	26.1	25.9	J	WLW
2 WUBE-F	C	234 / 9.6	9.9	8.1	8.6	9.9	9.0	3174 / 20.2	20.8	20.8	I	WUBE-F
3 WEBN-F	AOR	218 / 8.9	9.4	10.3	9.2	9.0	9.4	3128 / 19.9	21.0	23.2	H	WEBN-F
4 WKRQ-F	CHR	155 / 6.3	6.5	6.6	5.8	5.1	6.3	3479 / 22.2	21.1	19.8	H	WKRQ-F
5 WRRM-F	SAC	147 / 6.0	4.6	5.3	5.1	5.5	5.2	2352 / 15.0	13.5	12.4	G	WRRM-F
6 WGRR-F	O	145 / 5.9	6.2	5.6	5.9	5.5	5.9	2280 / 14.5	14.4	14.0	G	WGRR-F
7 WCKY	T	122 / 5.0	5.2	5.6	4.8	4.5	5.2	1945 / 12.4	12.7	10.8	G	WCKY
8 WIZF-F	B	121 / 5.0	6.2	5.7	5.3	5.4	5.5	1768 / 11.3	11.3	10.9	F	WIZF-F
9 WSAI	ST	104 / 4.3	4.1	4.2	4.9	4.6	4.4	1220 / 7.8	7.1	7.9	D	WSAI
10 WVAE-F	J	95 / 3.9	3.9	3.5	4.4	4.4	3.9	1348 / 8.6	9.3	10.3	E	WVAE-F
11 WOFX-F	CL AOR	92 / 3.8	4.2	3.4	3.2	3.6	3.6	2189 / 13.9	14.3	13.4	D	WOFX-F
WWNK-F	AC	92 / 3.8	3.5	3.6	4.3	3.8	3.8	1847 / 11.8	12.1	12.1	F	WWNK-F
13 WYGY-F	C	73 / 3.0	4.1	3.5	3.4	3.3	3.5	1703 / 10.9	11.9	12.8	E	WYGY-F
14 WAQZ-F	AOR-NR	48 / 2.0	1.9	2.3	1.8	2.6	2.0	1362 / 8.7	9.8	9.8	C	WAQZ-F
15 WAKW-F	REL	40 / 1.6	1.4	1.4	2.0	1.2	1.6	736 / 4.7	4.8	4.8		WAKW-F

12+ FM Share (Metro): 74.32 % (1574 of 2118) (Winter 96: 75.09 %)

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAXZ-F	C	97.7	Georgetown, OH 0.4 0.7
WCIN	B	1480	Cincinnati 0.8 1.9
WCVG	G	1320	Covington, KY 0.4 1.0
WKYN	SPRTS	1160	Florence, KY 0.7 2.0
WMMA-F	O	97.3	Lebanon, OH 0.5 1.7
WMOH	T	1450	Hamilton 0.3 1.5
WNLT-F	REL	104.3	Harrison, OH 0.3 1.6
WSCH-F	C	99.3	Aurora, IN 0.6 1.1
WUBE	ST	1230	Cincinnati 0.5 1.1

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WFCJ-F	REL	93.7	Miamisburg, OH 0.3 1.5
WGTZ-F	CHR	92.9	Eaton, OH 1.0 4.4
WHKO-F	C	99.1	Dayton 1.0 3.4
WPFB-F	C	105.9	Middletown, OH 0.7 2.8

CINCINNATI

Consolidation Report	12+	25-54	Revenue
American Radio Sys. WGRR-FM, WKRQ-FM	12.2 %	12.9 %	15.4 %
Chancellor WUBE-AM, WUBE-FM, WKYN-AM, WYGY-FM	13.7 %	16.2 %	15.2 %
Jacor WLW-AM, WWNK-FM, WOFX-FM, WEBN-FM, WCKY-AM	31.8 %	33.0 %	48.7 %
Local, SMA to Jacor WAQZ-FM, WSAI-AM, WAZU-AM	6.3 %	2.7 %	4.8 %
Susquehanna, pend. WVAE-FM, WRRM-FM	9.9 %	12.9 %	10.1 %
	73.9 %	77.7 %	94.2 %

AM Stations

Station	Power	Time	Genre	Daypart	Revenue	Advertiser	Agency	Market
WCIN	1480	410 w/47 w	Black		\$<20.00	—		
WCKY	550	5 kw/1 kw (DA-2)	Talk	ABC, Westwd, Tiknt	\$103.00	Eastman	Jacor	
WKYN	1160	5 kw/0.99 kw (DA-2)	Sports	1-on-1, Westwd	\$ NA	Regional	Chancellor	Florence, KY
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	Power	Time	Genre	Daypart	Revenue	Advertiser	Agency	Market
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	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	
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	Susquehanna, pend.	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: 2/97 Heritage traded WVAE-F (+ \$5,000,000) to Susquehanna for WGH-AF/WVCL-F Norfolk . . . 4/97 WTSJ sold by Guardian to Salem for \$1,000,000 (Force)

Jim Duncan

Comments: WLW is back into double digits . . . WRRM-F had its highest 12+ share in over two years . . . WYGY-F posted its lowest share in over two year (the second Country stations in most markets are having problems)

CLEVELAND

Arbitron Rank: 22 Pop (12+) 1,760,000
 MSA Rank: 21
 MSA Pop: 2,220,000
 DMA: 13
 Average Persons Rating: 17.1
 Market TSL in Hours: 22.50

Stations: 27 / 22
 Diaries: 3,155/558:1/58.8%
 Sample Target: 3,080
 % Below Line: 3.3
 % Not Listed: 11.5
 Pop per Station: 80,000

Last Year's Revenue: \$80,100,000
 Household Income: \$42,542
 Retail Dollars: \$21.3 Bil.
 #1 Biller: WMJI-FM \$9,425,000
 #1 Billing Portfolio: Nationwide \$22,850,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1	WMJI-F	264 / 8.8	7.8	7.7	6.3	7.2	7.6	3603 / 20.5	20.0	19.5	H	WMJI-F
2	WZAK-F	248 / 8.2	9.0	8.5	7.8	9.0	8.4	2582 / 14.7	15.2	15.6	H	WZAK-F
3	WGAR-F	226 / 7.5	8.7	8.4	9.3	8.9	8.5	3057 / 17.4	16.2	18.0	H	WGAR-F
4	WDOK-F	195 / 6.5	5.7	6.2	5.6	7.5	6.0	2944 / 16.7	16.3	17.3	H	WDOK-F
5	WNCX-F	186 / 6.2	6.4	6.2	5.7	6.6	6.1	3050 / 17.3	17.4	17.3	H	WNCX-F
6	WQAL-F	175 / 5.8	4.8	6.0	5.1	5.0	5.4	3168 / 18.0	17.8	17.7	G	WQAL-F
7	WZJM-F	169 / 5.6	4.4	4.7	4.7	4.5	4.9	3023 / 17.2	15.7	15.0	D	WZJM-F
8	WRMR	162 / 5.4	7.1	6.0	6.6	5.7	6.3	1655 / 9.4	10.4	9.6	D	WRMR
9	WTAM	161 / 5.3	4.7	4.0	4.6	4.9	4.7	2217 / 12.6	12.5	13.9	E	WTAM
10	WMMS-F	145 / 4.8	5.4	5.5	6.0	4.8	5.4	2820 / 16.0	16.8	17.0	G	WMMS-F
11	WLTF-F	134 / 4.4	3.7	2.6	4.6	4.7	3.8	2085 / 11.8	12.9	13.5	H	WLTF-F
12	WNWV-F	110 / 3.6	3.9	5.1	3.5	3.5	4.0	1762 / 10.0	9.4	9.1	D	WNWV-F
13	WCLV-F	99 / 3.3	3.0	2.4	2.6	3.0	2.8	1395 / 7.9	7.9	8.2	D	WCLV-F
14	WKNR	81 / 2.7	4.2	5.6	5.2	2.7	4.4	1632 / 9.3	15.3	9.3	D	WKNR
15	WABQ	51 / 1.7	1.1	1.2	1.4	0.8	1.4	424 / 2.4	1.7	2.0		WABQ
16	WENZ-F	48 / 1.6	2.3	1.9	2.1	2.1	2.0	1583 / 9.0	11.1	10.6	C	WENZ-F
17	WJMO	47 / 1.6	2.1	2.0	1.4	1.8	1.8	769 / 4.4	4.5	4.5	B	WJMO
18	WONE-F	41 / 1.4	1.2	1.3	1.2	1.4	1.3	1011 / 5.7	4.9	6.1		WONE-F

12+ FM Share (Metro): 79.10 % (2112 of 2670) (Winter 96: 78.55 %)

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 WNCX-F <	1 WMJI-F <	1 WMJI-F	1 WMJI-F	1 WMJI-F	1 WMJI-F	1 WZAK-F	1 WZAK-F	1 WZAK-F
2 WZAK-F >>	2 WNCX-F	2 WZAK-F <	2 WNCX-F	2 WNCX-F <	2 WGAR-F <	2 WNCX-F	2 WGAR-F <	2 WGAR-F <	2 WZJM-F >	2 WMJI-F <
3 WMMS-F >	3 WMMS-F	3 WMJI-F	3 WQAL-F <	3 WGAR-F <	3 WRMR <	3 WGAR-F <	3 WDOK-F	3 WMJI-F <	3 WMMS-F	3 WGAR-F
4 WZJM-F	4 WQAL-F	4 WZAK-F <	4 WZAK-F <	4 WZAK-F <	4 WDOK-F <	4 WDOK-F <	4 WQAL-F <	4 WDOK-F <	4 WTAM <	4 WTAM
5 WQAL-F >	5 WGAR-F <	5 WGAR-F	5 WQAL-F <	5 WTAM >	5 WZAK-F	5 WRMR <	5 WQAL-F	5 WGAR-F <	5 WGAR-F <	
6 WGAR-F	6 WMMS-F	6 WDOK-F <	6 WDOK-F	6 WDOK-F	6 WRMR <	6 WTAM <	6 WZJM-F <	6 WDOK-F <	6 WDOK-F <	
7 WLTF-F	7 WZJM-F <	7 WLTF-F <	7 WLTF-F <	7 WLTF-F	7 WQAL-F <	7 WLTF-F <	7 WTAM	7 WNCX-F <	7 WNCX-F <	
	8 WDOK-F	8 WMMS-F			8 WTAM <	8 WZAK-F	8 WMMS-F <	8 WMJI-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 WQAL-F	1 WQAL-F	1 WQAL-F <	1 WNCX-F	1 WNCX-F >	1 WNCX-F >	1 WNCX-F >	1 WMJI-F <
2 WZJM-F >	2 WZJM-F	2 WZAK-F <	WZAK-F	2 WGAR-F <	WMMS-F	2 WMMS-F	2 WMMS-F	2 WMJI-F <	2 WNCX-F >
3 WQAL-F	3 WQAL-F >	3 WZJM-F	3 WGAR-F <	3 WMJI-F <	WZAK-F >>	3 WZAK-F >	3 WZAK-F >	3 WMMS-F <	3 WMMS-F <
4 WMMS-F	4 WLTF-F <	4 WLTF-F	4 WMJI-F	4 WDOK-F <	4 WZJM-F >	4 WZJM-F	4 WKNR	4 WZAK-F >	4 WZAK-F <
5 WMJI-F	5 WMMS-F <	5 WGAR-F <	WZJM-F	5 WLTF-F <	5 WQAL-F	5 WQAL-F	WZJM-F <	5 WQAL-F <	5 WGAR-F <
6 WENZ-F	6 WGAR-F <	6 WDOK-F	6 WDOK-F	6 WZAK-F >	WGAR-F	WGAR-F		6 WGAR-F <	6 WTAM
	7 WDOK-F	7 WMMS-F <	WLTF-F >	7 WZJM-F				7 WTAM	7 WDOK-F <
		8 WNCX-F >						8 WQAL-F <	8 WQAL-F <

Consolidation Report	12+	25-54	Revenue
Clear Channel WENZ-FM, WERE-AM, WNCX-FM	8.3 %	10.2 %	12.8 %
Nationwide WGAR-FM, WMJI-FM, WMMS-FM	21.1 %	24.4 %	28.5 %
Zapis WJMO-AM, WZAK-FM, WZJM-FM	15.4 %	13.9 %	15.8 %
	44.8 %	48.5 %	57.1 %

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WELW	?	1330	Willoughby 0.4 1.2
WEOL	ST	930	Elyria 0.4 1.6
WERE	N/T	1300	Cleveland 0.5 2.4
WMIH	REL	1260	Cleveland 0.6 1.3
WZLE-F	REL	104.9	Lorain 0.5 2.2
Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WKDD-F	CHR/AC	96.5	Akron 0.5 3.7

CLEVELAND

AM Stations

WABQ	1540	1 kw (Days)	Gospel	AURN	\$22.00	---	Linn
WERE	1300	5 kw (DA-1)	News/Talk	CNN, Westwd	\$ NA	Clear Chnl	Clear Channel
WJMO	1490	1 kw	Black Oldies	ABC	\$32.00	D&R	Zapis
WKNR	1220	50 kw (DA-1)	Sports	ABC, CBS	\$51.00	CBS	Cablevision
WRMR	850	10 kw/5 kw (DA-2)	Standards	CNN	\$50.00	MMR/Espan	Media One
WTAM	1100	50 kw	News/Talk	ABC, AP	\$68.00	Christal	Secret

FM Stations

WCLV	95.5	31 kw @ 620	Classical		\$65.00	Allied	
WDOK	102.1	12 kw @ 1005	Soft AC		\$149.00	MMR/Espan	Media One
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	Secret
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 ... 4/97 WCCD sold by Guardian to Salem for \$1,000,000 (Force) ... 4/97 Secret sold WTAM/WLTF-F to Jacor for \$44,900,000

Jim Duncan

Comments: WMJI-F had its highest 12+ share in over two years and is becoming a huge radio station ... WGAR-F had its lowest share in more than two years ... WTAM is showing strength with its best book in several years ... WMMS-F continued to fade ... WLTF-F is recovering nicely from its severe decline in 1996

COLORADO SPRINGS

Arbitron Rank: 95 **Pop (12+)** 392,300
MSA Rank: 104
MSA Pop: 487,000
DMA: 97 (w/Pueblo)
Average Persons Rating: 15.5
Market TSL In Hours: 20.50

Stations: 23 / 17
Diaries: 1,434/274:1/58.8%
Sample Target: 1,360
% Below Line: 11.8
% Not Listed: 14.3
Pop per Station: 23,076

Last Year's Revenue: \$16,300,000
Household Income: \$37,305
Retail Dollars: \$4.7 Bil.
#1 Biller: KKCS-AF \$3,600,000
#1 Billing Portfolio: Citadel \$5,400,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spq 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level
1	KKMG-F	62 / 10.2	11.3	11.3	10.8	8.6	10.9	1056 / 26.9	25.9	22.2	C
2	KKFM-F	61 / 10.0	8.4	8.8	9.4	9.4	9.2	772 / 19.7	19.2	18.8	D
3	KKCS-F	51 / 8.4	8.2	9.3	8.7	9.3	8.6	658 / 16.8	17.1	20.0	E
4	KCCY-F	39 / 6.4	6.9	4.7	3.5	4.3	5.4	585 / 14.9	15.8	10.9	B
5	KILO-F	38 / 6.2	5.2	7.9	8.2	7.8	6.9	571 / 14.5	16.3	14.8	C
6	KVUU-F	33 / 5.4	4.4	4.7	4.9	3.8	4.9	628 / 16.0	14.6	15.9	C
7	KVOR	31 / 5.1	5.5	5.9	6.1	4.8	5.7	575 / 14.6	13.6	11.9	C
8	KSPZ-F	30 / 4.9	5.2	6.2	6.5	6.2	5.7	538 / 13.7	15.4	17.2	C
9	KSKX-F	27 / 4.4	3.7	1.9	1.0	1.3	2.8	393 / 10.0	8.9	4.5	A
	KRDO-F	27 / 4.4	4.8	3.2	3.8	3.2	4.1	485 / 12.4	12.7	12.0	B
11	KKLI-F	26 / 4.3	6.0	5.2	6.1	5.9	5.4	488 / 12.4	12.8	14.7	C
12	KOA	20 / 3.3	3.7	3.9	4.0	4.0	3.7	384 / 9.8	11.8	11.0	C
13	KBIQ-F	16 / 2.6	2.3	3.2	1.2	2.6	2.3	250 / 6.4	5.7	6.5	A
14	KCMN	10 / 1.6	1.8	1.7	2.6	2.6	1.9	81 / 2.1	2.9	2.9	A

12+ FM Share (Metro): 83.14 % (434 of 522) (Winter 96: 82.27 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1	KKMG-F >>	1 KKFM-F	1 KKFM-F	1 KKFM-F >	1 KKCS-F	1 KKFM-F	1 KKFM-F	1 KKMG-F <	1 KKMG-F >>	1 KKMG-F >
2	KILO-F >>	2 KKMG-F	2 KKMG-F	2 KKMG-F	2 KVOR	2 KKMG-F <	2 KKMG-F <	2 KKFM-F	2 KILO-F	2 KOA
3	KILO-F >	3 KIL0-F	3 KIL0-F	3 KVUU-F <	3 KSKX-F	3 KKCS-F >	3 KKCS-F <	3 KKCS-F	3 KKFM-F	3 KVOR
4	KCCY-F <	4 KKCS-F	4 KKCS-F <	4 KCCY-F	4 KSPZ-F	4 KIL0-F	4 KVOR	4 KCCY-F <	4 KKCS-F	4 KCCY-F
5	KKCS-F <	5 KVUU-F <	5 KCCY-F	5 KVUU-F	5 KKFM-F	5 KCCY-F	5 KCCY-F	5 KIL0-F <	5 KIL0-F	5 KCCY-F
6	KVUU-F >	6 KCCY-F	6 KCCY-F	6 KSPZ-F <	6 KSPZ-F	6 KVOR <	6 KIL0-F <	6 KRDO-F	6 KSKX-F	6 KSKX-F
7	KSPZ-F <	7 KSKX-F	7 KSKX-F	7 KSKX-F <	7 KLI-F <	7 KVUU-F <	7 KVUU-F <	7 KVUU-F <	7 KVUU-F <	7 KVUU-F <
8	KRDO-F	8 KRDO-F	8 KRDO-F	8 KRDO-F	8 KRDO-F	8 KSPZ-F <	8 KSPZ-F	8 KSPZ-F	8 KSPZ-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 KKMG-F >	1 KKMG-F	1 KIL0-F	1 KKFM-F >	1 KKFM-F >>	1 KKFM-F >	1 KKFM-F >>
2	KCCY-F	2 KVUU-F	2 KKFM-F	2 KVUU-F	2 KKCS-F <	2 KIL0-F >	2 KIL0-F >	2 KIL0-F >	2 KIL0-F
3	KRDO-F	3 KKCS-F	3 KVUU-F	3 KKCS-F	3 KVUU-F	3 KKMG-F >>	3 KCCY-F	3 KKMG-F	3 KCCY-F
4	KVUU-F	4 KKCS-F	4 KKCS-F	4 KKFM-F	4 KKFM-F	4 KCCY-F >>	4 KCCY-F	4 KCCY-F	4 KCCY-F <
5	KKCS-F >	5 KRDO-F	5 KRDO-F	5 KRDO-F	5 KLI-F <	5 KKCS-F	5 KRDO	5 KKCS-F	5 KSKX-F
6	KILO-F >>	6 KRDO-F	6 KIL0-F	6 KLI-F	6 KSKX-F	6 KCCY-F	6 KCCY-F	6 KCCY-F	6 KCCY-F
7	KILO-F >	7 KIL0-F >	7 KCCY-F	7 KCCY-F	7 KSPZ-F	7 KIL0-F >	7 KVUU-F >	7 KVUU-F >	7 KVUU-F >
8	KBIQ-F	8 KBIQ-F	8 KSPZ-F	8 KSPZ-F	8 KRDO-F <	8 KRDO-F <	8 KRDO-F <	8 KRDO-F <	8 KRDO-F <

Consolidation Report	12+	25-54	Revenue
Citadel KKFM-FM, KKLI-FM, KKMG-FM	24.5 %	25.4 %	33.1 %
Local KCBR-AM, KCMN-AM	1.6 %	0.3 %	1.5 %
Salem KBIQ-FM, KGFT-FM, KPRZ-FM	5.2 %	7.0 %	%
Triathlon KSPZ-FM, KTWK-AM, KVOR-AM, KVUU-FM	16.6 %	16.9 %	24.2 %
	47.9 %	49.6 %	58.8 %

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KGFT-F	REL	100.7	Pueblo 1.3 4.8
KKCS	T	1460	Colorado Springs 1.2 3.6
KPRZ-F	REL	96.1	Fountain 1.3 3.2
KRDO	SPRTS	1240	Colorado Springs 1.3 5.2
KTWK	ST	740	Colorado Springs 1.2 2.3

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KDZA-F	O	107.9	Pueblo 0.3 2.0
KHOW	T	630	Denver 0.8 2.4
KJMN-F	SP	92.1	Colorado Springs 0.3 1.7
KYZX-F	C	104.5	Pueblo 0.7 1.7

COLORADO SPRINGS

AM Stations

KCMN	1530	1 kw (Days)	Standards	CNN, Westwd	\$<20.00	---		
KRDO	1240	1 kw	Sports	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/Talk	ABC, CBS, CNN	\$25.00	Katz	Triathlon	

FM Stations

KBIQ	102.7	100 kw @ 2000	Religion		\$<20.00	Salem	Salem	Manitou Springs
KILO	94.3	83 kw @ 2110	AOR		\$32.00	Eastman	Bahaket	
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	Pueblo
KRDO	95.1	96 kw @ 2010	AC	ABC	\$21.00	D&R		
KSKX	105.5	0.4 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		\$30.00	Katz	Triathlon	Pueblo

Notes: Other ranked stations -- See Denver , or in the Spring 1996 American Radio, Pueblo

Jim Duncan

Comments: Total listening fell by almost a full rating point . . . KSPZ-F has three consecutive down books and is at its lowest share in over two years . . . KKLI-F recorded its lowest share in two years

COLUMBIA, SC

Arbitron Rank: 88 Pop (12+) 415,800	Stations: 20 / 17	Last Year's Revenue: \$21,800,000
MSA Rank: 101	Diaries: 1,468/283:1/53.0%	Household Income: \$39,991
MSA Pop: 500,000	Sample Target: 1,450	Retail Dollars: \$4.6 Bil.
DMA: 89	% Below Line: 1.3	#1 Biller: WWDM-F \$4,200,000
Average Persons Rating: 16.5	% Not Listed: 12.7	#1 Billing Portfolio:
Market TSL in Hours: 21.50	Pop per Station: 24,459	Capstar \$9,245,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1	WWDM-F	122 / 17.8	18.2	19.9	20.3	15.8	19.1	1043 / 25.1	25.5	24.8	F	WWDM-F
2	WCOS-F	67 / 9.8	11.1	8.3	10.5	12.1	9.9	876 / 21.1	20.8	23.9	E	WCOS-F
3	WTCB-F	51 / 7.4	6.5	6.4	6.6	7.5	6.7	624 / 15.0	15.4	16.0	E	WTCB-F
4	WNOK-F	50 / 7.3	8.2	7.1	8.5	7.9	7.8	934 / 22.5	22.8	22.8	D	WNOK-F
5	WFMV-F	44 / 6.4	5.2	5.6	4.2	7.2	5.4	520 / 12.5	10.7	12.5	B	WFMV-F
6	WMFX-F	AOR/CL	43 / 6.3	6.1	5.3	7.3	6.6	619 / 14.9	14.2	15.8	C	WMFX-F
7	WSCQ-F	ST/EZ	41 / 6.0	5.2	5.3	6.0	6.3	458 / 11.0	11.2	10.8	B	WSCQ-F
8	WVOC	N/T	37 / 5.4	5.3	5.9	3.9	4.3	622 / 14.9	15.2	10.4	C	WVOC
9	WARQ-F	AOR	36 / 5.3	5.0	5.5	4.5	5.5	598 / 14.4	14.2	14.6	B	WARQ-F
10	WOMG-F	O	33 / 4.8	5.3	4.5	5.1	4.6	578 / 13.9	14.1	13.2	B	WOMG-F
11	WOIC	B/O	15 / 2.2	1.8	1.0	1.6	1.5	169 / 4.1	4.9	3.2	A	WOIC
12	WHKZ-F	C	14 / 2.0	2.4	2.9	2.8	3.9	305 / 7.3	8.7	11.8	B	WHKZ-F

12+ FM Share (Metro): 87.96 % (526 of 598) (Winter 96: 90.25 %)

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

Consolidation Report	12+	25-54	Revenue
Bloomington WISW-AM, WOMG-FM, WTCB-FM	13.5 %	16.9 %	19.5 %
Capstar, pend. WCOS-FM, WCOS-AM, WHKZ-FM, WNOK-FM, WSCQ-FM, WVOC-AM	31.5 %	25.4 %	42.4 %
Clear Channel, pend. WARQ-FM, WMFX-FM, WOIC-AM, WWDM-FM	31.6 %	31.8 %	32.2 %
	76.6 %	74.1 %	94.1 %

Other Rated Stations					Metro Share	Cume Rating	TSA AQH Cume
WCOS	SPRTS	1400	Columbia		1.0	3.5	
WDXZ-F	C	106.3	Newberry		1.3	2.2	
WISW	N	1320	Columbia		1.3	6.0	
WLXC-F	B	98.5	Lexington		1.0	4.9	
WTGH	B/G	620	Cayce		0.6	1.9	
Other Rated Stations--Outside Market					Metro Share	Cume Rating	TSA AQH Cume
WBAV-F	B/A/C	101.9	Gastonia, NC		0.4	1.9	

COLUMBIA, SC

AM Stations

WCOS	1400	1 kw	Sports	CNN	\$<20.00	Allied	Capstar	
WISW	1320	5 kw/2.5 kw (DA-N)	News	AP	\$ NA	Christal	Bloomington	
WOIC	1230	1 kw	Black Oldies	AURN, ABC	\$<20.00	Katz	Clear Chnl., pend.	
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	

FM Stations

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	
WFMV	95.3	3 kw @ 328	Gospel	Westwd	\$<20.00	D&R		S. Congaree
WHKZ	96.7	3.3 kw @ 443	Country		\$25.00	Mc-Guild	Capstar	Cayce
WLXC	98.5	6 kw @ 328	Black		\$ NA	K&P		Lexington
WMFX	102.3	6 kw @ 328	AOR/Classic		\$33.00	Katz	Clear Chnl., pend.	St. Andrews
WNOK	104.7	100 kw @ 1004	CHR	ABC	\$42.00	Mc-Guild	Capstar, pend.	
WOMG	103.1	3 kw @ 300	Oldies		\$28.00	Christal	Bloomington	
WSCQ	100.1	5.9 kw @ 330	Standards/EZ	CBS	\$22.00	Eastman	Capstar	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: 4/97 WOIC/WMFX-F sold to Clear Channel for \$5,500,000 . . . 4/97 WNOK-F sold to Capstar for \$9,300,000

COLUMBUS, OH

Arbitron Rank: 32 **Pop (12+)** 1,237,600
MSA Rank: 38
MSA Pop: 1,460,000
DMA: 34
Average Persons Rating: 14.8
Market TSL in Hours: 19.50

Stations: 30 / 28
Diaries: 2,496/496:1/56.1%
Sample Target: 2,440
% Below Line: 1.1
% Not Listed: 13.8
Pop per Station: 44,200

Last Year's Revenue: \$60,000,000
Household Income: \$44,677
Retail Dollars: \$18.1 Bil.
#1 Biller: WSNY-F \$9,400,000
#1 Billing Portfolio: Jacor \$21,900,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1	WCOL-F	177 / 9.7	8.0	7.0	8.1	9.3	8.2	2311 / 18.7	16.7	17.7	G	WCOL-F
2	WNCI-F	174 / 9.5	9.0	11.3	7.7	7.8	9.4	3236 / 26.1	25.4	22.8	H	WNCI-F
3	WSNY-F	150 / 8.2	7.9	7.3	8.5	6.9	8.0	2421 / 19.6	18.2	17.8	H	WSNY-F
4	WTVN	134 / 7.3	7.9	8.3	7.2	9.6	7.7	2191 / 17.7	18.1	16.6	H	WTVN
5	WLWQ-F	99 / 5.4	5.2	6.8	7.0	5.6	6.1	1607 / 13.0	13.6	14.8	H	WLWQ-F
6	WJZA-F	98 / 5.4	5.1	6.1	5.1	3.2	5.4	1291 / 10.4	9.8	5.8		WJZA-F
7	WHOK-F	82 / 4.5	3.8	4.0	3.9	4.9	4.0	1498 / 12.1	10.8	11.8	D	WHOK-F
8	WBNS-F	80 / 4.4	5.3	5.4	5.9	4.7	5.3	1768 / 14.3	14.5	14.0	E	WBNS-F
9	WBZ-F	79 / 4.3	5.4	5.9	7.1	6.4	5.7	1939 / 15.7	15.6	17.0	F	WBZ-F
10	WZAZ-F	56 / 3.1	1.0	1.2	1.2	1.3	1.6	1186 / 9.6	4.2	3.9		WZAZ-F
11	WMNI	48 / 2.6	1.1	1.1	1.6	1.3	1.6	420 / 3.4	2.7	2.5	A	WMNI
12	WCKX-F	41 / 2.2	2.4	2.0	1.4	3.0	2.0	892 / 7.2	7.1	8.4	C	WCKX-F
13	WWCD-F	40 / 2.2	3.1	2.5	3.0	2.4	2.7	1131 / 9.1	9.8	8.2	C	WWCD-F
14	WCEZ-F	37 / 2.0	3.0	2.7	2.5	2.7	2.5	571 / 4.6	5.2	5.6	B	WCEZ-F
	WCLT-F	37 / 2.0	1.8	1.8	1.9	2.3	1.9	632 / 5.1	4.0	5.5		WCLT-F
16	WZJZ-F	29 / 1.6	1.5	1.4	1.7	1.8	1.6	541 / 4.4	4.2	6.0		WZJZ-F
17	WVVO	27 / 1.5	1.3	1.5	1.2	1.8	1.4	389 / 3.1	3.5	3.8	B	WVVO
	WBNS	27 / 1.5	2.7	1.2	1.4	1.6	1.7	743 / 6.0	9.8	4.9	B	WBNS
19	WFII	23 / 1.3	1.3	1.3	1.5	1.1	1.3	525 / 4.2	4.1	3.3	A	WFII
	WAZU-F	23 / 1.3	1.9	2.2	2.4	2.7	1.9	515 / 4.2	6.8	8.2		WAZU-F
21	WSMZ-F	21 / 1.1	1.0	0.6	0.7	0.7	0.8	351 / 2.8	2.8	2.2		WSMZ-F

12+ FM Share (Metro): 80.81 % (1272 of 1574) (Winter 96: 78.71 %)

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 WCOL-F	1 WNCI-F <	1 WNCI-F	1 WTVN
2 WJZA-F <	2 WCOL-F	2 WCOL-F	2 WNCI-F <	2 WCOL-F <	2 WCOL-F <	2 WNCI-F <	2 WSNY-F <	2 WCOL-F	2 WSNY-F	2 WNCI-F >
3 WBZ-F	3 WSNY-F	3 WSNY-F	3 WCOL-F	3 WNCI-F	3 WSNY-F >	3 WCOL-F	3 WTVN	3 WSNY-F	3 WCOL-F	
	4 WBZ-F <	4 WLWQ-F	4 WLWQ-F >	4 WLWQ-F	4 WBNS-F <	4 WSNY-F	4 WNCI-F	4 WJZA-F	4 WJZA-F	
	5 WLWQ-F	5 WJZA-F	5 WJZA-F <	5 WTVN <	5 WNCI-F <	5 WLWQ-F	5 WLWQ-F <	5 WLWQ-F <	5 WBZ-F <	
	6 WZAZ-F <	6 WBZ-F	6 WBNS-F <	6 WJZA-F <	6 WHOK-F <	6 WBZ-F	6 WJZA-F <	6 WTVN	6 WHOK-F <	
	7 WJZA-F	7 WBNS-F <	7 WTVN	7 WBNS-F	7 WLWQ-F <	7 WHOK-F <	7 WBNS-F	7 WBNS-F <	7 WZAZ-F <	
		8 WTVN				8 WJZA-F	8 WBZ-F <	8 WBZ-F <	8 WLWQ-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 WNCI-F	1 WNCI-F <	1 WSNY-F	1 WBZ-F	1 WBZ-F	1 WLWQ-F	1 WLWQ-F <	1 WLWQ-F <
2 WCOL-F	2 WSNY-F <	2 WSNY-F	2 WSNY-F	2 WNCI-F <	WCOL-F	WCOL-F	2 WBZ-F <	2 WCOL-F	2 WCOL-F
3 WSNY-F	3 WCOL-F >>	3 WCOL-F >	3 WCOL-F >	3 WCOL-F >	3 WNCI-F >	3 WLWQ-F <	3 WCOL-F	3 WNCI-F	3 WNCI-F
	WZAZ-F >	4 WJZA-F <	4 WLWQ-F <	4 WJZA-F	4 WZAZ-F	4 WNCI-F >	4 WNCI-F	4 WBZ-F	WTVN <
5 WJZA-F	5 WJZA-F	5 WBNS-F	5 WBNS-F <	WJZA-F	WCKX-F	5 WZAZ-F	5 WSNY-F	5 WSNY-F <	5 WSNY-F
	WWCD-F	6 WLWQ-F	WJZA-F	6 WLWQ-F	6 WLWQ-F	WJZA-F	WJZA-F <	6 WJZA-F <	6 WJZA-F <
	WBZ-F	7 WHOK-F >			7 WJZA-F	7 WWCD-F <	7 WZAZ-F	7 WTVN	WBNS-F <
				8 WHOK-F >		8 WSNY-F	WWCD-F		8 WBZ-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WHQK-F	C	105.7	Marysville 0.5 2.6
WHTH	C	790	Heath 0.5 0.6
WLOH	ST	1320	Lancaster 0.5 1.0
WNKO-F	AC	101.7	Newark 0.7 1.4
WQIO-F	CHR	93.7	Mt. Vernon 0.5 2.3
WRFD	REL	880	Worthington 0.6 1.5
WSWZ-F	O	103.5	Lancaster 0.5 2.1

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WLW	FS/T	700	Cincinnati 0.7 2.9
WMRN-F	C	106.9	Marion 0.4 1.0

COLUMBUS, OH

Consolidation Report	12+	25-54	Revenue
Jacor WAZU-FM, WHOK-FM, WHQK-FM, WLOH-AM, WLVQ-FM, WTVN-AM, WZAZ-FM	22.6 %	22.0 %	34.1 %
Nationwide WCOL-FM, WFII-AM, WNCI-FM	20.5 %	20.7 %	27.0 %
	43.1 %	42.7 %	61.1 %

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product	City
WBNS	1460	5 kw/1 kw (DA-N)	Sports	AP, CBS	\$28.00	Banner	Columbus Dispatch
WFII	1230	1 kw	Talk	AP, Westwd	\$29.00	Mc-Guild	Nationwide
WMNI	920	1 kw/500 w (DA-2)	Standards	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/Talk	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	Power	Time	Format	Advertiser	Agency	Product	City
WAZU	107.1	3 kw @ 328	AOR-New Rock	\$ NA	Katz	Jacor	Circleville
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
WCKX	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
WHQK	105.7	2.5 kw @ 512	Country	ABC	\$35.00	---	Jacor Marysville
WJZA	107.5	1.9 kw @ 413	Black	\$ NA	---		
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
WZAZ	98.9	0.58 kw @ 753	Prog. AOR	\$44.00	Katz	Jacor	Upper Arlington
WZJZ	104.3	3.4 kw @ 435	Jazz	\$ NA	---		Richwood

Notes: 1/97 WAKS-F changed from 70's Oldies to Country as WHQK-F ("Kicks"); at the same time, WAHC-F changed from 70's Oldies to AOR-NR as WAZU-F ("The Big Wazoo") and WLLD-F changed from Country to Progressive AOR as WZAZ-F ("Channel Z") . . . 3/97 WCOL (AM) changed calls to WFII; remains Talk

Jim Duncan

Comments: WCOL-F is number one 12+ for the first time, with a station-history best of 9.7 . . . WBZX-F seems to have been hurt by WZAZ-F, which jumped two share points . . . WMNI jumped with its Standards format

DALLAS-F.T. WORTH

Arbitron Rank: 7 Pop (12+) 3,621,500
MSA Rank: 11-Dallas 33-Ft. Worth
MSA Pop: 4,590,000
DMA: 8
Average Persons Rating: 16.7
Market TSL in Hours: 22.00

Stations: 35 / 35
Diaries: 4,303/842:1/50.3%
Sample Target: 4,120
% Below Line: 0.0
% Not Listed: 9.0
Pop per Station: 103,471

Last Year's Revenue: \$218,000,000
Household Income: \$46,261
Retail Dollars: \$46.0 Bil.
#1 Biller: KVIL-F \$29,800,000
#1 Billing Portfolio: Westinghouse \$83,900,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level
1 KHKS-F	CHR	413 / 6.8	6.1	5.9	6.2	5.7	6.3	7252 / 20.0	18.4	17.1	I KHKS-F
2 KKDA-F	B	405 / 6.7	6.2	6.3	5.7	5.4	6.2	4385 / 12.1	12.0	10.9	I KKDA-F
3 KVIL-F	AC/F5	382 / 6.0	6.0	4.7	5.2	5.4	5.5	5517 / 15.2	16.9	13.4	K KVIL-F
4 KSCS-F	C	351 / 5.8	4.9	4.9	6.2	5.0	5.4	5150 / 14.2	13.8	14.7	J KSCS-F
5 WBAP	FS/T	265 / 4.4	4.9	5.4	4.9	4.6	4.9	4401 / 12.2	12.8	12.9	J WBAP
6 KRLD	N	262 / 4.3	4.0	4.3	4.1	3.7	4.2	4718 / 13.0	13.4	11.7	I KRLD
7 KEGL-F	ADR	260 / 4.3	4.0	3.8	3.8	4.6	4.0	4562 / 12.6	12.6	13.4	H KEGL-F
8 KLUV-F	O	216 / 3.6	3.6	4.2	3.4	4.0	3.7	4378 / 12.1	13.0	12.6	I KLUV-F
9 KDMX-F	AC/CHR	213 / 3.5	3.7	3.3	3.9	2.8	3.6	4346 / 12.0	11.3	9.9	H KDMX-F
10 KOAI-F	J	212 / 3.5	3.7	3.5	3.4	3.6	3.5	3193 / 8.8	8.5	9.3	I KOAI-F
11 KYNG-F	C	208 / 3.4	3.8	4.8	4.9	3.9	4.2	3690 / 10.2	10.6	10.9	I KYNG-F
12 KPLX-F	C	195 / 3.2	4.0	3.8	4.3	4.4	3.8	3846 / 10.6	10.0	11.9	I KPLX-F
13 KLTY-F	REL	192 / 3.2	2.5	3.3	2.9	2.6	3.0	2870 / 7.9	6.8	6.6	F KLTY-F
14 WRR-F	CL	177 / 2.9	2.8	2.7	2.2	2.1	2.7	2896 / 8.0	8.0	6.7	D WRR-F
15 KTXQ-F	AOR	168 / 2.8	2.7	2.7	2.7	4.0	2.7	3997 / 11.0	10.4	13.1	G KTXQ-F
16 KDGE-F	AOR-NR	154 / 2.5	2.5	3.1	3.2	3.6	2.8	4147 / 11.5	11.0	14.9	G KDGE-F
17 KRBV-F	B/AC	153 / 2.5	3.6	4.6	4.2	4.2	3.7	2669 / 7.4	8.2	9.2	H KRBV-F
18 KRRW-F	CL AOR	142 / 2.3	2.1	2.7	2.2	2.9	2.3	3026 / 8.4	8.2	9.4	G KRRW-F
19 KLIF	T	134 / 2.2	2.4	2.3	2.6	2.3	2.4	2614 / 7.2	6.9	6.9	H KLIF
20 KZPS-F	CL AOR	122 / 2.0	3.0	2.5	2.6	2.2	2.5	3370 / 9.3	10.3	8.9	G KZPS-F
21 KESS	SP	121 / 2.0	2.2	1.8	1.7	1.7	1.9	1547 / 4.3	3.4	3.6	F KESS
22 KTCK	SPRTS	120 / 2.0	2.4	1.8	2.3	2.1	2.1	2083 / 5.8	5.9	5.9	D KTCK
23 KRNB-F	B/AC	97 / 1.6	1.2					1696 / 4.7	3.5		KRNB-F
24 KAAM	ST	93 / 1.5	1.1	0.8	1.2	1.5	1.2	1130 / 3.1	2.7	2.9	KAAM
25 KHVN	G	85 / 1.4	1.5	1.5	1.2	1.9	1.4	1101 / 3.0	2.9	3.6	KHVN
26 KHCK-FF	SP	82 / 1.4	1.6	1.3	1.7	1.6	1.5	1238 / 3.4	3.5	4.1	F KHCK-FF
27 KRVA	SP	67 / 1.1	0.8	1.0	0.8	0.9	0.9	908 / 2.5	2.1	2.1	KRVA
28 KKDA	B/O	58 / 1.0	1.1	1.3	1.0	1.1	1.1	1001 / 2.8	2.8	2.9	* KKDA

12+ FM Share (Metro): 76.75 % (4236 of 5519) (Winter 96: 76.63 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KKDA-F	1 KHKS-F <	1 KHKS-F	1 KVIL-F <	1 KVIL-F	1 KVIL-F	1 KHKS-F	1 KVIL-F <	1 KKDA-F	1 KKDA-F >	1 KRLD <
2 KHKS-F >>	2 KKDA-F	2 KKDA-F	2 KHKS-F <	2 KSCS-F <	2 KSCS-F <	2 KVIL-F <	2 KSCS-F <	KHKS-F	2 KHKS-F >	2 KKDA-F
3 KDGE-F	3 KEGL-F	3 KVIL-F <	3 KSCS-F <	3 KHKS-F	3 WBAP <	3 KEGL-F	3 WBAP <	3 KVIL-F <	3 KVIL-F <	3 KVIL-F
4 KDMX-F	4 KEGL-F	4 KEGL-F	4 KKDA-F	4 KKDA-F	4 KRLD	4 KKDA-F <	4 KHKS-F	4 KSCS-F	4 KEGL-F <	
5 KTXQ-F <	KSCS-F	5 KEGL-F <	5 KLUV-F	5 KLUV-F	5 KSCS-F	5 KSCS-F	5 KKDA-F <	5 WBAP <	5 KOAI-F <	
6 KSCS-F	6 KDMX-F	6 KLTY-F	6 KDMX-F <	6 KEGL-F <	6 WRR-F <	6 KRLD <	6 KRLD <	6 KRLD <		
	KYNG-F <	7 KLTY-F <	KDMX-F <	7 KLTY-F	7 KOAI-F <	7 WBAP >	7 KOAI-F	7 KYNG-F		
8 KDGE-F <	8 KYNG-F	8 KOAI-F	8 KOAI-F	KOAI-F <	8 KPLX-F		KDMX-F <	KDMX-F <		
	KOAI-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 KHKS-F	1 KVIL-F	1 KEGL-F	1 KEGL-F	1 KEGL-F	1 KEGL-F >	1 KEGL-F
2 KKDA-F >	2 KKDA-F	2 KKDA-F	2 KVIL-F	2 KHKS-F	2 KKDA-F <	2 KKDA-F	2 KKDA-F >	2 KKDA-F	2 KSCS-F <
3 KDMX-F <	3 KDMX-F >	3 KDMX-F	3 KKDA-F	3 KSCS-F <	3 KHKS-F	3 KHKS-F	3 KHKS-F <	3 KHKS-F <	3 WBAP
4 KYNG-F <	4 KVIL-F <	4 KLTY-F	4 KDMX-F <	4 KLTY-F <	4 KTXQ-F >	4 KTXQ-F	4 KTCK <	4 KSCS-F <	4 KTCK <
5 KVIL-F	5 KLTY-F <	5 KVIL-F	5 KSCS-F <	5 KKDA-F	5 KDGE-F	5 KTCK <	5 KTXQ-F	5 KTCK <	5 KVIL-F
6 KSCS-F	6 KSCS-F <	6 KSCS-F <	6 KLTY-F	6 KDMX-F <	6 KYNG-F <	6 KDGE-F <	6 KRRW-F	6 KTXQ-F <	6 KKDA-F <
7 KDGE-F	7 KYNG-F	7 KESS		7 KLUV-F <	7 KDMX-F <	7 KDMX-F <	7 KZPS-F	7 WBAP	7 KLUV-F <
		KRRW-F		8 KOAI-F <	8 KRBV-F <		KDGE-F <		
				9 KPLX-F			9 KDMX-F <		

DALLAS-FT. WORTH

Consolidation Report	12+	25-54	Revenue	Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
Bonneville KZPS-FM, KDGE-FM	4.5 %	4.6 %	5.6 %	KFJZ	SP	870	Ft. Worth	0.7	1.0	
Hefte/Cir. Chnl. KMRT-FM, KMRT-AM, KICI-FM, KHCK-FM, KESS-AM	4.0 %	4.3 %	4.4 %	KKZN-F	AOR-P	93.3	Haltom City	0.9	3.9	
				KMRT-AF	SP	1480	Dallas	0.7	2.2	
				KRVA-FF	SP	107.1	Terrell	0.8	2.3	
KKDA KKDA-FM, KKDA-AM, KRNB-FM	9.3 %	7.7 %	5.4 %							
Nationwide KDMX-FM, KEGL-FM	7.8 %	8.2 %	7.0 %							
Susquehanna KKZN-FM, KLIF-AM, KTCK-AM, KPLX-FM	8.3 %	9.8 %	9.8 %							
Westinghouse KYNG-FM, KVIL-FM, KRLD-AM, KRBV-FM, KLVU-FM, KOAI-FM, KHVN-AM, KOOO-AM	24.7 %	25.8 %	38.5 %							
	58.7 %	60.4 %	70.7 %							

AM Stations

Station	Power	Frequency	Format	Revenue	Other	Company	City
KAAM	620	5 kw/4.5 kw (DA-2)	Standards	\$ NA	---		Plano
KESS	1270	5 kw (DA-2)	Hispanic	\$65.00	Caballero	Hefte/Cir. Chnl.	
KHVN	970	1 kw/270 W	Gospel	ABC, Westwd	\$32.00	Mc-Guild	Westinghouse
KKDA	730	500 w (DA-N)	Black Oldies	AP	\$ NA	Christal	Grand Prairie
KLIF	570	5 kw (DA-2)	Talk	Westwd, ABC	\$148.00	Interep	Susquehanna
KRLD	1080	50 kw (DA-N)	News	CBS	\$165.00	CBS	Westinghouse
KTCK	1310	5 kw (DA-2)	Sports	1/1, WW1, ABC	\$70.00	Interep	Susquehanna
WBAP	820	50 kw	Full Service/Talk	ABC	\$270.00	Banner	ABC/Disney

FM Stations

Station	Power	Frequency	Format	Revenue	Other	Company	City
KDGE	94.5	100 kw @ 1896	AOR-New Rock	\$140.00	D&R	Bonneville	Gainesville
KDMX	102.9	100 kw @ 1348	AC/CHR	\$164.00	Allied	Nationwide	
KEGL	97.1	100 kw @ 1460	AOR	\$157.00	Christal	Nationwide	
KHCK	99.1	100 kw @ 1168	Hispanic	\$45.00	Caballero	Hefte/Cir. Chnl.	Denton
KHKS	106.1	100 kw @ 1590	CHR	\$210.00	D&R	Chancellor, pend.	Denton
KICI	107.9	100 kw @ 843	See KHCK-F				Corsicana
KKDA	104.5	100 kw @ 1590	Black	AP	\$190.00	Christal	
KKZN	93.3	50 kw @ 436	Prog. AOR	\$ NA	Eastman	Susquehanna	Haltom City
KLTY	94.1	100 kw @ 1590	Religion (CC)	AP	\$85.00	K&P	
KLVU	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	Susquehanna
KRBV	100.3	89 kw @ 1280	Black AC/Oldies	ABC	\$150.00	Infinity	Westinghouse
KRNB	105.7	100 kw @ 1672	Black AC	\$ NA	Christal	KKDA	Stephenville
KRRW	97.9	100 kw @ 1611	Classic AOR	CBS	\$135.00	---	Westinghouse
KSCS	96.3	100 kw @ 1611	Country	\$340.00	Banner	ABC/Disney	
KTXQ	102.1	100 kw @ 1447	AOR	CBS	\$125.00	CBS	Westinghouse
KVIL	103.7	100 kw @ 1570	AC/Full Service	\$425.00	Interep	Westinghouse	Highland Park
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	City of Dallas

Notes: * KKDA billings included with KKDA-F . . . 2/97 KTNO (1540; University Park) sold to John Douglas for \$2,300,000 . . . 4/97 Gannett sold KHKS-F to Chancellor for \$90,000,000 . . . 4/97 KRRW-F changed from Classic AOR to Soft AC after the Winter survey

Jim Duncan

Comments: WBAP had its lowest share in more than two years . . . KYNG-F slipped for the third straight book and is at its lowest share in several years . . . KPLX-F also is at a two year low . . . WRR-F had its highest 12+ share in more than two years (one of the reasons Classical stations are doing well this sweep is that many NPR affiliates have increased the amount of talk they program during daytime dayparts)

DAYTON

Arbitron Rank: 54	Pop (12+): 823,500	Stations: 30 / 22	Last Year's Revenue: \$29,800,000
MSA Rank: 61		Diaries: 1,470/560:1/58.9%	Household Income: \$43,342
MSA Pop: 953,000		Sample Target: 1,430	Retail Dollars: \$9.7 Bil.
DMA: 53		% Below Line: 8.5	#1 Biller: WTUE-F \$4,500,000
Average Persons Rating: 15.5		% Not Listed: 13.3	#1 Billing Portfolio:
Market TSL in Hours: 20.25		Pop per Station: 37,432	American Radio Systems \$13,290,000

12+ Metro	Format	Winter 97		Fall 96	Sum 96	Spq 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
		1/4	Share									96	96
1	WHKO-F	C	144 / 11.3	12.1	14.9	11.1	13.4	12.4	2124 / 25.8	24.3	27.8	E	WHKO-F
2	WMMX-F	AC	110 / 8.6	7.3	7.2	9.3	9.2	8.1	1429 / 17.3	17.2	19.1	F	WMMX-F
3	WROU-F	B	97 / 7.6	4.8	6.1	7.9	6.4	6.6	983 / 11.9	10.1	11.5	D	WROU-F
4	WLQT-F	SAC	85 / 6.7	4.9	5.0	7.3	6.4	6.0	1200 / 14.6	12.2	14.8	D	WLQT-F
5	WHIO	N/T	80 / 6.3	6.1	6.8	5.1	7.2	6.1	1172 / 14.2	15.8	15.9	E	WHIO
	WTUE-F	AOR	80 / 6.3	6.9	7.2	6.7	9.8	6.8	1231 / 14.9	14.5	20.3	F	WTUE-F
7	WGZ-F	CHR	58 / 4.6	6.2	6.4	7.8	6.0	6.2	1381 / 16.8	17.6	21.1	D	WGZ-F
8	WBTT-F	CHR/B	54 / 4.2	4.9	1.5	1.7	1.7	3.1	1078 / 13.1	12.0	5.6	A	WBTT-F
	WING-F	O-70s	54 / 4.2	5.0	4.0	4.1	3.8	4.3	999 / 12.1	13.9	12.6	C	WING-F
10	WLW	FS	48 / 3.8	4.1	4.5	3.8	3.6	4.0	815 / 9.9	10.0	10.9	C	WLW
11	WONE	ST	44 / 3.5	4.1	4.9	2.7	2.1	3.8	553 / 6.7	6.4	5.2	B	WONE
	WXEG-F	AOR-NR	44 / 3.5	3.8	4.1	5.3	5.0	4.2	839 / 10.2	11.8	13.7	C	WXEG-F
13	WCLR-F	O	37 / 2.9	2.4	3.0	1.4	1.8	2.4	741 / 9.0	8.3	5.0	A	WCLR-F
14	WKSW-F	C	22 / 1.7	1.4	1.0	2.4	0.9	1.6	325 / 3.9	2.9	3.6	A	WKSW-F
	WDAO	B	22 / 1.7	2.2	2.0	1.8	2.6	1.9	239 / 2.9	2.9	3.1	A	WDAO
16	WFJ-F	REL	20 / 1.6	1.8	1.1	1.6	1.2	1.5	380 / 4.6	5.0	3.9	C	WFJ-F
17	WVAE-F	J	17 / 1.3	1.2	1.1	1.5	1.2	1.3	280 / 3.4	3.1	2.6	C	WVAE-F
	WPFB-F	C	16 / 1.3	1.8	1.4	2.5	1.5	1.7	420 / 5.1	5.8	5.7	C	WPFB-F

12+ FM Share (Metro): 79.20 % (876 of 1106) (Winter 96: 79.79 %)

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

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WBLY	T	1600	Springfield	0.5	0.8	
WBZI	C	1500	Xenia	0.6	0.6	
WING	N	1410	Dayton	0.4	2.6	
WIZE	ST	1340	Springfield	0.5	1.4	
WPFB	ST	910	Middletown	0.4	1.2	

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WEBN-F	AOR	102.7	Cincinnati	0.6	1.8	
WGRR-F	O	103.5	Hamilton	0.6	1.3	
WLSN-F	J	106.5	Greenville	0.9	2.9	
WOFX-F	CL AOR	92.5	Cincinnati	0.4	1.8	
WTVN	FS/T	610	Columbus	0.4	1.2	
WYGY-F	C	96.5	Hamilton	0.5	3.6	

DAYTON

Consolidation Report	12+	25-54	Revenue
American Radio Sys. WBTT-FM, WLQT-FM, WMMX-FM, WONE-AM, WTUE-FM, WXEG-FM	32.8 %	34.4 %	44.6 %
Local WLSN-FM, WRNB-FM, WROU-FM	8.5 %	7.9 %	8.0 %
Local (SMA to ARS) WCLR-FM, WZLR-FM	2.9 %	3.9 %	1.2 %
	44.2 %	46.2 %	53.8 %

AM Stations

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

FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Product	Market
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	70's Oldies	ABC	\$23.00	Mc-Guild Capstar	Springfield
WKSX	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	— WROU	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: WLW, WVAE-F -- See Cincinnati

Jim Duncan

Comments: WROU-F recovered nicely from its weak Fall showing; the same is true of WLQT-F . . . WXEG-F declined for the third consecutive book but WTUE-F did not benefit

DENVER-BOULDER

Arbitron Rank: 23 Pop (12+) 1,756,100
 MSA Rank: 26
 MSA Pop: 2,300,000
 DMA: 18
 Average Persons Rating: 16.2
 Market TSL In Hours: 21.50

Stations: 28 / 28
 Diaries: 2,976/590:1/55.3%
 Sample Target: 2,930
 % Below Line: 0.0
 % Not Listed: 11.3
 Pop per Station: 62,718

Last Year's Revenue: \$115,200,000
 Household Income: \$46,330
 Retail Dollars: \$24.0 Bil.
 #1 Biller: KOA \$20,400,000
 #1 Billing Portfolio: Jacor \$50,900,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spq 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1	KYGO-F	300 / 10.5	10.0	8.9	8.7	8.6	9.5	3304 / 18.8	20.6	18.6	I	KYGO-F
2	KOA	199 / 7.0	7.7	8.9	8.7	6.9	8.1	3444 / 19.6	22.2	19.2	K	KOA
3	KOSI-F	180 / 6.3	5.8	5.7	5.6	5.7	5.8	2590 / 14.8	15.4	15.1	H	KOSI-F
4	KALC-F	164 / 5.8	4.6	4.2	4.7	4.8	4.8	3097 / 17.6	14.9	14.3	G	KALC-F
5	KKHK-F	153 / 5.4	4.7	4.9	4.2	0.9	4.8	2430 / 13.8	12.1	2.8	D	KKHK-F
6	KRFX-F	143 / 5.0	4.1	5.9	4.7	6.3	4.9	2087 / 11.9	12.3	16.3	I	KRFX-F
7	KXKL-F	141 / 4.9	4.5	4.7	4.0	5.2	4.5	2400 / 13.7	13.9	17.5	H	KXKL-F
8	KQKS-F	130 / 4.6	2.2	2.1	2.7	3.2	2.9	2279 / 13.0	9.0	11.0	E	KQKS-F
9	KHOW	123 / 4.3	3.3	2.8	2.9	2.7	3.3	1801 / 10.3	8.7	8.2	E	KHOW
10	KBCO-F	121 / 4.2	4.5	4.4	3.6	4.2	4.2	2315 / 13.2	13.2	12.9	G	KBCO-F
11	KBPI-F	106 / 3.7	3.6	5.3	5.6	4.2	4.6	1975 / 11.2	11.2	12.4	G	KBPI-F
12	KHIH-F	99 / 3.5	5.0	4.0	3.6	4.9	4.0	1563 / 8.9	10.8	11.1	E	KHIH-F
13	KXPK-F	94 / 3.3	2.5	3.6	4.0	3.6	3.3	2017 / 11.5	11.3	11.5	G	KXPK-F
14	KEZW	90 / 3.2	3.1	2.9	2.7	2.4	3.0	1158 / 6.6	6.1	5.3	B	KEZW
15	KVOD-F	81 / 2.8	3.1	2.4	2.6	3.3	2.7	1098 / 6.3	6.6	7.8	D	KVOD-F
16	KIMN-F	71 / 2.5	2.4	2.3	3.3	4.0	2.6	1592 / 9.1	9.7	12.0	F	KIMN-F
17	KJMN-F	53 / 1.9	3.3	2.5	2.6	2.1	2.6	1144 / 6.5	9.1	6.7	C	KJMN-F
18	KCKK-F	48 / 1.7	2.9	3.0	3.6	5.1	2.8	1164 / 6.6	10.9	13.4		KCKK-F
19	KTCL-F	45 / 1.6	1.1	1.5	1.1	0.7	1.3	995 / 5.7	4.6	4.5	C	KTCL-F
20	KYGO	41 / 1.4	2.1	1.2	1.4	1.6	1.5	624 / 3.6	4.4	3.6	*	KYGO
21	KKFN	38 / 1.3	1.3	1.1	1.8	1.1	1.4	1074 / 6.1	5.4	5.5	B	KKFN
22	KMXA	30 / 1.1	1.7	1.5	0.8		1.3	345 / 2.0	2.0		A	KMXA

12+ FM Share (Metro): 76.84 % (1944 of 2530) (Winter 96: 76.76 %)

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 KKHK-F <	2 KYGO-F	2 KOA <	2 KOA	2 KOSI-F <	2 KQKS-F	2 KHOW
3 KALC-F <	3 KKHK-F <	3 KALC-F <	3 KRFX-F <	3 KRFX-F <	3 KOSI-F <	3 KALC-F	3 KOSI-F <	3 KKHK-F <	3 KOSI-F <	3 KYGO-F
4 KJMN-F	4 KRFX-F <	4 KRFX-F <	4 KOSI-F <	4 KOSI-F	4 KXKL-F <	4 KHOW	4 KKHK-F	4 KOA <	4 KOA <	
	5 KQKS-F <	5 KOSI-F	5 KBCO-F <	5 KXKL-F <	5 KHOW	5 KRFX-F <	5 KXKL-F <	5 KALC-F <	5 KBPI-F	
	6 KBPI-F <	6 KBCO-F	6 KALC-F	6 KBCO-F <	6 KEZW <	6 KOSI-F	6 KRFX-F <	6 KXKL-F <	6 KKHK-F <	
	7 KBCO-F <	7 KXKL-F <	7 KXKL-F <	7 KALC-F <	7 KHIH-F <	7 KKHK-F <	7 KALC-F <	7 KQKS-F	7 KJMN-F	
	8 KXPK-F <	8 KXPK-F	8 KOA <	8 KOA	8 KKHK-F <	8 KXKL-F	8 KHOW	8 KRFX-F <	8 KRFX-F	
	9 KOSI-F >	KOA						9 KBCO-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 KYGO-F	1 KYGO-F	1 KYGO-F	1 KYGO-F
2 KYGO-F <	2 KYGO-F >	2 KALC-F	2 KOSI-F	2 KOSI-F >	2 KYGO-F >	2 KRFX-F	2 KRFX-F	2 KRFX-F	2 KRFX-F
3 KOSI-F <	3 KOSI-F	3 KKHK-F <	3 KALC-F	3 KXKL-F <	3 KJMN-F	3 KKHK-F <	3 KXPK-F	3 KKHK-F	3 KKHK-F
4 KQKS-F	4 KKHK-F	4 KOSI-F <	4 KKHK-F	4 KALC-F <	4 KTCL-F	4 KALC-F <	4 KKHK-F <	4 KOA <	4 KOA
5 KBPI-F	KQKS-F	5 KBCO-F <	5 KXKL-F <	5 KKHK-F	KALC-F	5 KXPK-F	5 KALC-F	5 KBCO-F	5 KBCO-F <
6 KKHK-F	6 KBCO-F	6 KQKS-F	6 KBCO-F	6 KBCO-F	KRFX-F	6 KBPI-F	6 KBCO-F	6 KALC-F <	6 KXKL-F <
7 KBCO-F	7 KBPI-F	7 KRFX-F	7 KQKS-F	7 KHIH-F	KQKS-F	7 KBCO-F	7 KQKS-F	7 KXPK-F	7 KXPK-F <
				KIMN-F <	8 KKHK-F	KQKS-F <	8 KTCL-F <		8 KALC-F <
									9 KHIH-F <

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KBNO	SP	1220	Denver 0.5 1.3
KLZ	REL	560	Denver 0.4 1.0
KRKS-F	REL	94.7	Boulder 0.5 2.2
KRKS	REL	990	Denver 0.1 0.7
KRRF	T	1280	Denver 0.4 1.3
KTLK	T	760	Thornton 0.9 5.1

DENVER-BOULDER

Consolidation Report	12+	25-54	Revenue
Chancellor KXKL-FM, KVOD-FM, KRRF-AM, KALC-FM, KIMN-FM	16.4 %	17.7 %	18.1 %
Crawford KLZ-AM, KLTT-AM	0.4 %	0.4 %	%
Jacor KTLK-AM, KRFX-FM, KOA-AM, KHOW-AM, KHIH-FM, KBPI-FM, KBCO-AM, KBCO-FM	28.6 %	29.4 %	44.2 %
Jefferson-Pilot KYGO-AM, KQKS-FM, KCKK-FM, KYGO-FM	18.2 %	16.8 %	17.7 %
Salem KRKS-FM, KRKS-AM, KNUS-AM	0.7 %	0.7 %	%
Tribune Co. KKHK-FM, KOSI-FM, KEZW-AM	14.9 %	14.8 %	10.6 %
	79.2 %	79.8 %	90.6 %

AM Stations

Station	Power	Time	Format	Network	Revenue	Advertiser	Agency	City
KEZW	1430	5 kw (DA-N)	Standards	ABC	\$35.00	Banner	Tribune Co.	Aurora
KHOW	630	5 kw (DA-2)	Talk	Westwd, ABC, TARN	\$49.00	Allied	Jacor	
KKFN	950	5 kw (DA-1)	Sports	AP, ABC, CBS	\$ NA	CBS	Jefferson-Pilot	
KLZ	560	5 kw (DA-1)	Religion	ABC, Westwd	\$ NA	Mc-Guild	Crawford	
KMXA	1090	50 kw/500 W (DA-2)	Hispanic		\$40.00	Lotus	EXCL	Aurora
KOA	850	50 kw	Talk/Full Service	ABC	\$265.00	Eastman	Jacor	
KRRF	1280	5 kw (DA-2)	Talk		\$ NA	Sentry	Chancellor	
KTLK	760	50 kw/1 kw (DA-2)	Talk	ABC	\$40.00	Eastman	Jacor	Thornton
KYGO	1600	5 kw (DA-2)	Country	CBS	\$ NA	CBS	Jefferson-Pilot	Lakewood

FM Stations

Station	Frequency	Power	Format	Network	Revenue	Advertiser	Agency	City
KALC	105.9	100 kw @ 1470	AC/CHR		\$100.00	Christal	Chancellor	
KBCO	97.3	100 kw @ 1541	Progressive AOR	Westwd	\$110.00	Allied	Jacor	Boulder
KBPI	106.7	100 kw @ 987	AOR-New Rock		\$124.00	Eastman	Jacor	
KCKK	104.3	58 kw @ 1204	Classic Country	Westwd	\$68.00	CBS	Jefferson-Pilot	Longmont
KHIH	95.7	100 kw @ 1608	Jazz		\$85.00	Allied	Jacor	
KIMN	100.3	100 kw @ 1152	70's Oldies		\$91.00	Christal	Chancellor	
KJMN	92.1	30 kw @ 627	Hispanic	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	107.5	100 kw @ 1198	CHR		\$84.00	CBS	Jefferson-Pilot	Lakewood
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	Progressive AOR		\$79.00	Katz		Evergreen
KYGO	98.5	100 kw @ 1821	Country		\$240.00	CBS	Jefferson-Pilot	

Notes: * KYGO billings included with KYGO-F ... 3/97 KJMN-F changed from CHR to Hispanic ... 2/97 The KQKS-F calls shifted to 107.5; the former KQKS (104.3) changed calls to KCKK-F

Jim Duncan

Comments: KOSI-F recorded its highest share in two years ... KRFX-F partially recovered from its weak Fall book, but not enough to catch KKKH-F ... KQKS-F jumped sharply to a 4.6 ... KALC-F had its highest share ever in its current format

DES MOINES

Arbitron Rank: 88 Pop (12+)	415,800	Stations: 20 / 19	Last Year's Revenue: \$22,600,000
MSA Rank:	118	Diaries: 1,062/392:1/59.8%	Household Income: \$46,392
MSA Pop:	427,000	Sample Target: 1,030	Retail Dollars: \$5.7 Bil.
DMA:	72	% Below Line: 0.6	#1 Biller: WHO \$7,200,000
Average Persons Rating:	15.6	% Not Listed: 12.2	#1 Billing Portfolio: Jacor \$9,100,000
Market TSL in Hours:	21.00	Pop per Station: 21,884	

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1	WHO	77 / 11.9	12.6	14.5	10.7	13.2	12.4	1006 / 24.2	24.5	25.8	H	WHO
2	KJYY-F	66 / 10.2	12.1	11.4	11.4	12.4	11.3	883 / 21.2	20.7	23.0	E	KJYY-F
3	KLYF-F	53 / 8.2	6.6	5.4	7.9	5.5	7.0	681 / 16.4	16.0	16.2	C	KLYF-F
4	KSTZ-F	47 / 7.3	5.9	5.7	7.5	6.5	6.6	887 / 21.3	20.3	20.6	C	KSTZ-F
5	KGGO-F	45 / 7.0	7.1	9.2	9.6	11.9	8.2	620 / 14.9	18.0	24.6	E	KGGO-F
6	KIOA-F	44 / 6.8	6.4	7.4	4.9	8.0	6.4	800 / 19.2	17.9	19.9	C	KIOA-F
7	KKDM-F	39 / 6.0	5.4	7.6	10.9	7.5	7.5	776 / 18.6	16.5	19.3	C	KKDM-F
8	KAZR-F	34 / 5.3	5.2	4.7	4.1	2.8	4.8	502 / 12.1	13.1	9.0	B	KAZR-F
9	KRNT	32 / 4.9	6.2	6.7	4.9	4.1	5.7	460 / 11.1	10.2	10.9	A	KRNT
10	KRKQ-F	27 / 4.2	4.1	3.1	5.0	3.1	4.1	559 / 13.4	12.3	9.5	B	KRKQ-F
	KHKI-F	27 / 4.2	4.8	4.0	2.8	3.3	4.0	479 / 11.5	12.2	9.3	B	KHKI-F
12	KMXD-F	20 / 3.1	3.3	2.6	3.6	2.9	3.1	293 / 7.0	7.1	6.5	A	KMXD-F
13	KLTI-F	18 / 2.8	1.7	1.6	1.6	1.8	1.9	399 / 9.6	7.0	7.0	A	KLTI-F

12+ FM Share (Metro): 76.76 % (436 of 568) (Winter 96: 76.38 %)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KJYY-F	1 KLYF-F <	1 KLYF-F >	1 KLYF-F	1 KLYF-F >	1 KKDM-F	1 KAZR-F	1 KGGO-F	1 KGGO-F	1 KIOA-F <
2 KKDM-F	2 KJYY-F <	2 KSTZ-F	2 KSTZ-F <	2 KJYY-F <	KAZR-F >	2 KGGO-F	2 KAZR-F	2 WHO <	2 WHO <
	KDMI	3 KSTZ-F >	3 KJYY-F >	3 KSTZ-F >	3 KGGO-F	3 KKDM-F	3 KJYY-F	3 KAZR-F <	3 KGGO-F <
4 KSTZ-F	4 KDMI	4 KGGO-F >	4 KGGO-F	4 KIOA-F	4 KSTZ-F >	4 KJYY-F <	4 WHO	4 KJYY-F <	4 KJYY-F
5 KCCQ-F	KGGO-F	5 KDMI	5 KIOA-F <	5 KGGO-F	5 KHKI-F	5 KSTZ-F	5 KSTZ-F	5 KIOA-F	5 KRKQ-F <
	KGGO-F >	KKDM-F >	6 KKDM-F	6 WHO	KRKQ-F >	6 WHO	6 KRKQ-F	6 KKDM-F	6 KLYF-F <
								KRKQ-F	7 KAZR-F

Consolidation Report	12+	25-54	Revenue
Barnstable KJYY-FM, KKSO-AM, KRKQ-FM	14.4 %	17.3 %	16.5 %
Capstar KDMI-AM, KGGO-FM, KHKI-FM	12.7 %	13.0 %	17.1 %
Saga KAZR-FM, KIOA-FM, KLTI-FM, KRNT-AM, KSTZ-FM, KXTK-AM	28.0 %	28.9 %	22.2 %
	55.2 %	59.2 %	55.8 %

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KCCQ-F	CHR	107.1	Ames	1.2	4.4	
KDMI	REL	1460	Des Moines	1.5	1.9	
KJJC-F	SPRTS	106.9	Osceola	0.6	1.5	
KWKY	REL	1150	Des Moines	0.5	2.3	
KXTK	T	940	Des Moines	0.9	3.3	
KZZQ-F	REL	99.5	Winterset	0.6	2.0	

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KWMT	C	540	Ft. Dodge	0.6	2.0	

DES MOINES

AM Stations

KDMI	1460	5 kw (DA-N)	Religion		\$15.00	Eastman	Capstar, pend.
KRNT	1350	5 kw (DA-N)	Standards	CBS, Westwd	\$<20.00	Katz	Saga
KXTK	940	10 kw/5 kw (DA-2)	Talk	ABC	\$ NA	Katz	Saga
WHO	1040	50 kw	Full Service	ABC, Westwd, Tiknt	\$78.00	Christal	Jacor

FM Stations

KAZR	103.3	100 kw @ 745	AOR		\$22.00	Katz	Saga	Pella
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	
KJYJ	92.5	41 kw @ 541	Country		\$70.00	Mc-Guild	Barnstable	Ankeny
KKDM	107.5	23 kw @ 722	AOR-New Rock	Westwd	\$29.00	---		
KLTI	104.1	100 kw @ 1010	Soft AC		\$<20.00	D&R	Saga	Ames
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: 1/97 KEZT-F changed calls to KLTI-F ("Lite 104.1"); remains Soft AC

Jim Duncan

Comments: KLYF-F had its best 12+ share in over two years . . . KGGO-F had its fourth consecutive down book and its lowest 12+ share in many years . . . By contrast, KAZR-F had its fourth 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	

DETROIT

Arbitron Rank: 6 Pop (12+) 3,679,000	Stations: 37 / 33	Last Year's Revenue: \$180,000,000
MSA Rank: 6	Diaries: 4,481/821:1/53.6%	Household Income: \$46,760
MSA Pop: 4,870,000	Sample Target: 4,360	Retail Dollars: \$43.9 Btl.
DMA: 9	% Below Line: 1.0	#1 Biller: WJR \$17,100,000
Average Persons Rating: 16.9	% Not Listed: 8.7	#1 Billing Portfolio:
Market TSL in Hours: 22.25	Pop per Station: 111,485	Westinghouse \$61,000,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level		
1	WJLB-F	B	494 / 7.9	9.1	10.5	10.3	9.7	9.5	6360 / 17.3	17.2	17.0	J	WJLB-F
2	WNIC-F	AC	420 / 6.8	6.4	5.5	5.4	5.3	6.0	5754 / 15.6	15.5	13.9	I	WNIC-F
3	WJR	FS/T	387 / 6.2	7.4	6.2	6.8	7.6	6.6	6464 / 17.6	19.8	19.0	J	WJR
4	WOMC-F	O	364 / 5.9	6.1	6.2	6.0	4.9	6.0	6118 / 16.6	17.1	14.2	J	WOMC-F
5	WWJ	N	348 / 5.6	5.4	5.4	5.0	4.8	5.3	6926 / 18.8	19.2	17.6	J	WWJ
6	WRIF-F	AOR	290 / 4.7	4.5	4.8	5.1	4.6	4.8	4958 / 13.5	12.7	13.7	I	WRIF-F
7	WKQI-F	AC	285 / 4.6	4.4	5.8	3.9	4.0	4.7	5736 / 15.6	16.7	15.3	I	WKQI-F
8	WWWW-F	C	244 / 3.9	4.0	3.9	4.7	3.9	4.1	3878 / 10.5	11.0	11.4	H	WWWW-F
9	WMXD-F	B/AC	231 / 3.7	3.8	4.4	3.7	4.4	3.9	3579 / 9.7	9.9	10.2	H	WMXD-F
10	WYCD-F	C	227 / 3.7	3.7	3.6	3.8	3.8	3.7	3534 / 9.6	10.3	11.5	I	WYCD-F
11	WXYT	T	204 / 3.3	3.2	3.8	3.7	3.8	3.5	2850 / 7.7	10.4	9.1	H	WXYT
12	WVMV-F	J	202 / 3.3	4.0	2.6	3.1	3.1	3.2	3218 / 8.7	9.4	8.6	E	WVMV-F
13	WCHB-F	B	197 / 3.2	2.6	2.9	2.9	3.4	2.9	3483 / 9.5	9.3	8.6	E	WCHB-F
14	WCSX-F	CL AOR	193 / 3.1	2.9	3.3	2.7	3.2	3.0	3756 / 10.2	10.1	10.4	H	WCSX-F
15	WDRQ-F	AC/CHR	188 / 3.0	2.7	2.3	3.2	3.6	2.8	4512 / 12.3	11.2	10.6	H	WDRQ-F
16	WQRS-F	CL	180 / 2.9	2.6	1.9	2.1	2.4	2.4	2622 / 7.1	7.0	6.7	D	WQRS-F
17	WHYT-F	CHR-NR	157 / 2.5	2.1	2.8	2.7	3.1	2.5	4283 / 11.6	11.5	6.7	G	WHYT-F
18	CKWW	ST	155 / 2.5	2.3	2.1	2.2	2.3	2.3	1658 / 4.5	5.1	4.8		CKWW
19	WWBR-F	AOR	118 / 1.9	1.8	1.5	1.4	1.3	1.6	2401 / 6.5	5.5	6.3	D	WWBR-F
20	CIMX-F	AOR-NR	89 / 1.4	1.8	1.9	1.8	1.6	1.7	3118 / 8.5	8.3	8.9		CIMX-F
21	WGPR-F	G	86 / 1.4	1.2	1.0	1.0	0.9	1.1	1517 / 4.1	4.0	4.0		WGPR-F
22	WQBH	G	85 / 1.4	1.6	1.2	1.1	1.4	1.3	1311 / 3.6	3.4	3.1		WQBH
23	WDFN	SPRTS	78 / 1.3	1.5	1.0	0.9	0.8	1.2	1250 / 3.4	5.0	2.8	C	WDFN
24	CIDR-F	AOR-P	76 / 1.2	1.0	1.0	1.4	1.4	1.2	1797 / 4.9	4.1	6.2		CIDR-F
25	WYST-F	AOR-NR	75 / 1.2	1.5	1.7	2.6	2.3	1.8	2575 / 7.0	7.6	9.3	F	WYST-F

12+ FM Share (Metro): 74.68 % (4120 of 5517) (Winter 96: 76.06 %)

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 WNIC-F	1 WNIC-F	1 WJR	1 WWJ <	1 WNIC-F	1 WJLB-F	1 WJLB-F >>	1 WWJ <
2	WCHB-F	2 WRIF-F	2 WNIC-F	2 WJLB-F <	2 WOMC-F <	2 WWJ <	2 WJR <	2 WOMC-F <	2 WNIC-F <	2 WCHB-F <	2 WJLB-F <
3	WKQI-F	3 WKQI-F <	3 WRIF-F	3 WOMC-F	3 WJLB-F	3 WOMC-F <	3 WJLB-F <	3 WJLB-F	3 WOMC-F	3 WJR <	3 WJR
4	WHYT-F	4 WNIC-F <	4 WOMC-F <	WRIF-F	4 WRIF-F	4 WNIC-F >	4 WRIF-F <	WJR	4 WJR <	4 WNIC-F	4 WOMC-F
5	WDRQ-F	5 WDRQ-F	5 WKQI-F	5 WYCD-F <	5 WMXD-F	5 WWWW-F <	5 WNIC-F <	5 WXYT	5 WKQI-F <	5 WKQI-F <	5 WKQI-F <
6	WCHB-F <	6 WYCD-F <	6 WKQI-F <	WKQI-F <	6 WXYT <	6 WOMC-F	6 WKQI-F	6 WWJ	6 WMXD-F <	6 WMXD-F <	6 WMXD-F <
7	WHYT-F <	7 WCSX-F <	7 WCSX-F <	7 WYCD-F <	7 WMXD-F	7 WKQI-F	WWJ <	7 WWWW-F	7 WVMV-F	7 WVMV-F	7 WVMV-F
8	WYCD-F <	8 WMXD-F <	8 WMXD-F <	8 WJR <	WQRS-F <	8 WRIF-F <	8 WRIF-F <	8 WYCD-F <	WDRQ-F <	WDRQ-F <	WDRQ-F <
9	WCSX-F <	9 WWWW-F <	9 WWWW-F <	9 WCSX-F <	9 CKWW <	9 WWWW-F <	9 WWWW-F <	9 WWWW-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 WNIC-F	1 WNIC-F >	1 WJLB-F <	1 WRIF-F	1 WRIF-F >	1 WRIF-F >	1 WRIF-F >
2	WDRQ-F <	2 WKQI-F	2 WNIC-F	2 WJLB-F >	2 WOMC-F <	2 WRIF-F >>	2 WJLB-F >	2 WWBR-F <	2 WJLB-F
3	WKQI-F >	WNIC-F	3 WKQI-F	3 WKQI-F <	3 WJLB-F	3 WCHB-F >	3 WWBR-F	3 WJLB-F	3 WCSX-F >
4	WCHB-F <	4 WDRQ-F >	4 WYCD-F	4 WOMC-F	4 WMXD-F	4 WCSX-F	4 WCSX-F <	4 WHYT-F <	4 WWBR-F <
5	WNIC-F	5 WYCD-F	5 WDRQ-F	5 WMXD-F <	5 WKQI-F <	WDRQ-F	5 WHYT-F <	5 WCSX-F	5 WOMC-F <
6	WHYT-F	6 WCHB-F	6 WMXD-F <	6 WYCD-F <	6 WYCD-F	WWBR-F	6 WCHB-F <	6 WDFN	6 WWJ <
7	WYCD-F <	7 WMXD-F	7 WOMC-F <	7 WDRQ-F	7 WWWW-F	WKQI-F	7 WKQI-F <	7 WKQI-F <	7 WJR <
		8 WRIF-F <					8 WDFN	8 WNIC-F	8 WWBR-F <
		9 WWWW-F <							9 WYCD-F <

DETROIT

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
ABC/Disney, pend. WDRQ-FM, WHYT-FM, WJR-AM	11.7 %	9.7 %	17.5 %	CKLW	N/T	800 Windsor, ON	0.3	1.5	
Chancellor, pend. WMXD-FM, WWWW-FM, WNIC-FM, WKQI-FM, WJLB-FM, WDOZ-AM, WDFN-AM	28.2 %	31.3 %	31.4 %	WCHB	B/G	1200 Taylor	0.9	1.6	
Greater Media WLLZ-AM, WCSX-FM, WQRS-FM, WRIF-FM	10.7 %	12.0 %	11.5 %	WHMI-F	O-70S	93.5 Howell	0.4	0.7	
Westinghouse WYST-FM, WVMV-FM, WWJ-AM, WXYT-AM, WYCD-FM, WOMC-FM	23.0 %	23.8 %	33.9 %	WLQV	REL	1500 Detroit	0.3	0.9	
				WMKM	REL	1440 Inkster	0.3	1.1	
				WMUZ-F	REL	103.5 Detroit	0.9	3.4	
				WPHM	T	1380 Pt. Huron	0.3	0.7	
				WSAQ-F	C	107.1 Pt. Huron	0.4	0.8	
	73.6 %	76.8 %	94.3 %	Other Rated Stations—Outside Market			Metro Share	Cume Rating	TSA AQH Cume
				WKKO-F	C	99.9 Toledo, OH	0.3	0.6	
				WRVF-F	AC	101.5 Toledo, OH	0.3	0.8	
				WTOD	C	1560 Toledo, OH	0.1	0.1	
				WTWR-F	CHR	98.3 Monroe	0.3	1.1	

AM Stations

Station	Power	Time	Format	Company	City
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	Power	Time	Format	Company	City
CIDR	93.9	100 kw @ 699	AOR-Prog.		\$77.00 Roslin CHUM, Ltd. Windsor, ON
CIMX	88.7	100 kw @ 577	AOR-New Rock		\$22.00 Roslin 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 ABC/Disney, pend.
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 Chancellor, pend.
WKQI	95.5	100 kw @ 426	AC		\$229.00 Eastman Chancellor, pend.
WMUZ	103.5	50 kw @ 465	Religion		\$ NA Crawford Crawford
WMXD	92.3	22 kw @ 459	Black AC		\$150.00 Allied Chancellor, pend.
WNIC	100.3	32 kw @ 600	AC		\$215.00 Eastman Chancellor, pend. 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	AOR-New Rock		\$130.00 CBS Westinghouse

Notes: 1/97 Chancellor sold WDFN/WWWV-F to Evergreen . . . 2/97 WYST-F changed from 70's Oldies to New Rock . . . 2/97 WQBH sold for \$2,890,000 . . . 3/97 WEXL (1340; Royal Oak) sold to Crawford for \$3,500,000 (Force) . . . 3/97 Chancellor acquired through merger with Evergreen WDFN, WDOZ, WJLB-F, WKQI-F, WMXD-F, WNIC-F, and WWWWV-F . . . 3/97 Viacom sold WDRQ-F to Chancellor for \$42,000,000 . . . 4/97 Chancellor sold WDRQ-F to ABC/Disney for \$45,000,000 (Star)

Jim Duncan

Comments: WJLB-F remained the leader in 12+ but has had two straight sharp declines, as it has been hurt by WCHB-F . . . WNIC-F had its fourth straight up book . . . WYST-F has faded to a 1.2

EL PASO

Arbitron Rank: 69 **Pop (12+)** 553,700
MSA Rank: 76
MSA Pop: 708,000
DMA: 99
Average Persons Rating: 17.8
Market TSL in Hours: 23.50

Stations: 30 / 27
Diaries: 1,094/506:1/50.9%
Sample Target: 1,070
% Below Line: 1.8
% Not Listed: 8.0
Pop per Station: 20,507

Last Year's Revenue: \$17,000,000
Household Income: \$29,366
Retail Dollars: \$5.5 Bil.
#1 Biller: KBNA-AF \$3,300,000
#1 Billing Portfolio: Clear Channel \$3,700,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level
1 KBNA-AF	SP	177 / 17.9	14.5	15.7	13.9	14.8	15.5	1734 / 31.3	29.7	28.1	E KBNA-AF
2 KPRR-F	CHR	152 / 15.4	14.8	14.3	15.2	14.4	14.9	1933 / 34.9	35.1	35.8	D KPRR-F
3 KLAQ-F	AOR	90 / 9.1	9.5	11.6	11.1	11.8	10.3	1376 / 24.9	23.2	24.7	D KLAQ-F
4 KTSM-F	SAC	71 / 7.2	8.6	7.5	7.2	8.5	7.6	1083 / 19.6	20.6	19.8	C KTSM-F
5 KOFX-F	O	83 / 6.4	6.1	6.1	6.0	5.4	6.1	1014 / 18.3	16.8	17.0	C KOFX-F
6 KSII-F	AC	54 / 5.5	6.3	5.9	6.9	6.2	6.1	1040 / 18.8	19.9	17.7	B KSII-F
7 KHEY-F	C	53 / 5.4	6.7	4.5	5.4	5.5	5.5	836 / 15.1	16.1	15.8	C KHEY-F
8 KTSM	N/T	41 / 4.2	4.6	3.4	2.5	2.6	3.7	371 / 6.7	8.5	7.4	B KTSM
9 KINT-F	SP	38 / 3.8	4.0	3.9	5.0	5.2	4.2	719 / 13.0	13.8	14.4	C KINT-F
10 KSET-F	C	24 / 2.4	1.9	1.8	1.9	1.8	2.0	497 / 9.0	7.7	7.9	B KSET-F
11 XHH-F	SP	22 / 2.2	3.0	2.2	1.5	1.6	2.2	423 / 7.6	9.0	6.7	XHH-F
12 KSVE	SP	11 / 1.1	0.3	0.6	1.4	1.4	0.8	178 / 3.2	2.0	4.3	KSVE
13 XHNZ-F	SP	10 / 1.0	1.1	1.4	0.8	0.6	1.1	239 / 4.3	4.3	3.9	XHNZ-F
XEJ	SP	10 / 1.0	1.1	0.4	0.9	0.9	0.9	121 / 2.2	2.2	3.5	XEJ
KROD	T	10 / 1.0	1.5	2.4	1.5	1.7	1.6	259 / 4.7	6.4	6.6	A KROD

12+ FM Share (Metro): 85.26 % (775 of 909) (Winter 96: 82.79 %)

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 KLAQ-F <	2 KLAQ-F >	2 KPRR-F	2 KLAQ-F	2 KLAQ-F	2 KTSM-F	2 KPRR-F	2 KPRR-F	2 KBNA-AF	2 KBNA-AF <	2 KBNA-F
3 KBNA-AF	3 KBNA-AF >	3 KLAQ-F >	3 KPRR-F	3 KPRR-F	3 KOFX-F <	3 KLAQ-F >	3 KTSM-F <	3 KLAQ-F <	3 KLAQ-F	3 KOFX-F
	4 KSII-F	4 KOFX-F <	4 KOFX-F <	KTSM-F <	4 KTSM	4 KHEY-F	4 KLAQ-F	4 KTSM-F	4 KSII-F	
	5 KTSM-F	5 KTSM-F	5 KTSM-F	5 KOFX-F	5 KHEY-F	KOFX-F <	5 KOFX-F	5 KSII-F	KTSM-F	
		6 KSII-F	6 KHEY-F	6 KHEY-F	KPRR-F	6 KSII-F	6 KTSM <	KOFX-F	6 KOFX-F	
			7 KSII-F			KTSM-F	7 KHEY-F	7 KHEY-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 KPRR-F	1 KLAQ-F >	1 KLAQ-F >>	1 KLAQ-F	1 KBNA-AF
2 KBNA-AF	2 KBNA-AF >	2 KPRR-F <	2 KPRR-F >	2 KTSM-F <	2 KLAQ-F >>	2 KPRR-F >	2 KBNA-AF	2 KBNA-AF	2 KLAQ-F >
3 KLAQ-F	3 KSII-F	3 KSII-F	3 KTSM-F	3 KPRR-F	3 KOFX-F	3 KBNA-AF >	KPRR-F >>	3 KPRR-F	3 KOFX-F
4 KSII-F >	4 KLAQ-F	KTSM-F >	4 KSII-F	4 KOFX-F	KTSM-F	4 KOFX-F	4 KHEY-F	4 KOFX-F	4 KPRR-F <
	KTSM-F >	5 KLAQ-F	5 KOFX-F <	5 KSII-F <	5 KBNA-AF	5 KSII-F	KOFX-F	5 KTSM-F	5 KTSM-F
	6 KHEY-F	6 KHEY-F	6 KHEY-F <	6 KHEY-F		6 KHEY-F		6 KHEY-F	6 KHEY-F
		KSET-F	7 KLAQ-F					7 KSII-F	KTSM

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KAMA	SP	750	El Paso 0.7 3.2
KELP	REL	1590	El Paso 0.4 1.6
KFNA	T	1060	El Paso 0.6 1.2
KHEY	O	690	El Paso 0.4 1.5
KPAS-F	REL	103.1	Fabens 0.4 1.2
KVIV	SP	1340	El Paso 0.9 2.4
XEWG	SP	1240	Cd. Juarez 0.8 1.7
XHEM-F	SP	103.5	Cd. Juarez 0.6 2.7
XHGU-F	SP	105.9	Cd. Juarez 0.3 1.9
XHIM-F	SP	105.1	Cd. Juarez 0.8 3.5
XHTO-F	SP	104.3	Cd. Juarez 0.5 2.3

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
XEFV	SP	1000	Cd. Juarez 0.3 1.7
XEWR	SP	1110	Cd. Juarez 0.7 2.4
XHPX-F	SP	98.3	Cd. Juarez 0.8 4.2

EL PASO

Consolidation Report	12+	25-54	Revenue
Clear Channel KHEY-FM, KHEY-AM, KPRR-FM	21.2 %	15.9 %	21.8 %
Hefte/Cir. Chnl. KAMA-AM, KBNA-FM, KBNA-AM	18.7 %	19.6 %	21.5 %
Local KOFX-FM, KSET-FM	8.8 %	11.9 %	13.6 %
New Wave KLAQ-FM, KROD-AM, KSII-FM	15.6 %	17.1 %	21.8 %
	64.3 %	64.5 %	78.7 %

AM Stations

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

FM Stations

Station	Freq	Power	Notes	Revenue	Advertiser	Comments
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-F
KPRR	102.1	100 kw @ 1190	CHR	\$44.00	Cir Chnl	Clear Channel
KSET	94.7	100 kw @ 1194	Country	\$26.00	Katz	KOFX-F
KSII	93.1	100 kw @ 1420	AC	\$22.00	Banner	New Wave
KTSM	99.9	100 kw @ 1820	Soft AC	\$32.00	Christal	Galloway, pend.
XHH	100.7	100 kw @ 249	Hispanic	\$22.00	Caballero	Cd. Juarez

Notes: 3/96 KTSM-AF sold to Galloway for \$6,300,000 (Blackburn)

Jim Duncan

Comments: KBNA-AF and KPRR-F dominate the market, as both properties had their highest shares in more than two years . . . KLAQ-F is in a medium-term decline

FRESNO

Arbitron Rank: 64	Pop (12+): 604,400	Stations: 29 / 28	Last Year's Revenue: \$27,500,000
MSA Rank: 67		Diaries: 1,732/349:1/49.6%	Household Income: \$32,725
MSA Pop: 888,000		Sample Target: 1,670	Retail Dollars: \$6.4 Bil.
DMA: 56		% Below Line: 0.6	#1 Biller: KMJ \$5,700,000
Average Persons Rating: 16.7		% Not Listed: 12.1	#1 Billing Portfolio: American Radio Systems \$12,280,000
Market TSL in Hours: 22.25		Pop per Station: 21,586	

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spq 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1	KMJ	N/T	117 / 11.6	13.3	9.6	9.5	11.1	11.0	1186 / 19.6	21.4	19.5	G KMJ
2	KBOS-F	CHR	83 / 8.2	8.9	10.4	9.8	8.6	9.3	1352 / 22.4	22.5	22.2	D KBOS-F
3	KJWL-F	ST	62 / 6.1	5.7	6.4	7.5	5.9	6.4	637 / 10.5	9.0	9.1	B KJWL-F
4	KVSR-F	AC-NR	57 / 5.6	4.5	1.9	1.2	0.9	3.3	952 / 15.7	11.8	4.7	B KVSR-F
5	KLBN-F	SP	52 / 5.2	5.3	4.9	7.4	7.0	5.7	604 / 10.0	10.9	9.7	C KLBN-F
	KRZR-F	AOR	52 / 5.2	3.5	4.9	4.9	5.0	4.6	673 / 11.1	10.8	12.5	C KRZR-F
7	KSKS-F	C	49 / 4.9	4.0	5.3	3.5	4.1	4.4	781 / 12.9	11.6	10.7	D KSKS-F
8	KTHT-F	AC/CHR	45 / 4.5	3.0	5.2	3.8	4.6	4.1	829 / 13.7	12.6	15.2	C KTHT-F
9	KJOI-F	SAC	39 / 3.9	3.6	4.3	3.7	3.6	3.9	662 / 11.0	9.9	11.8	C KJOI-F
	KFSO-F	O	39 / 3.9	4.9	5.2	4.2	4.2	4.5	822 / 13.6	14.0	13.2	D KFSO-F
11	KOQO-AF	SP	37 / 3.7	3.8	3.5	3.6	3.3	3.6	581 / 9.6	9.2	8.9	C KOQO-AF
12	KEZL-F	J	33 / 3.3	2.6	3.0	4.2	3.6	3.3	517 / 8.5	7.1	7.6	C KEZL-F
13	KNAX-F	C	32 / 3.2	3.4	3.4	2.6	3.9	3.1	474 / 7.8	8.6	9.0	C KNAX-F
14	KFRR-F	AOR-NR	29 / 2.9	2.8	3.5	3.0	3.4	3.0	580 / 9.6	10.4	9.0	C KFRR-F
15	KFIG	SP	27 / 2.7	1.7	1.2	1.7	1.1	1.8	236 / 3.9	5.3	3.3	C KFIG
16	KJFX-F	CL AOR	26 / 2.6	2.7	1.8	3.4	3.8	2.6	614 / 10.2	10.0	10.9	C KJFX-F
17	KKDJ-F	SP	17 / 1.7	2.5	2.9	2.3	2.2	2.3	300 / 5.0	5.5	6.8	A KKDJ-F

12+ FM Share (Metro): 76.78 % (681 of 887) (Winter 96: 76.34 %)

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 KRZR-F	2 KRZR-F <	2 KVSR-F <	2 KSKS-F <	2 KSKS-F <	2 KJWL-F >>	2 KBOS-F	2 KJWL-F	2 KBOS-F	2 KRZR-F	KBOS-F >
	KVSR-F	3 KVSR-F	3 KRZR-F <	3 KVSR-F <	3 KTHT-F <	3 KFSO-F <	3 KRZR-F	3 KVSR-F <	3 KVSR-F <	KLBN-F
		4 KLBN-F <	4 KRZR-F	4 KVSR-F <	4 KJOI-F <	4 KTHT-F	4 KBOS-F <	4 KLBN-F	KMJ <	4 KJWL-F <
		5 KSKS-F	5 KMJ	5 KBOS-F <	5 KFSO-F	5 KNAX-F <	5 KSKS-F	5 KTHT-F	5 KRZR-F	5 KVSR-F
		6 KTHT-F	6 KSKS-F <	6 KTHT-F <	6 KRZR-F	6 KJWL-F <	6 KSKS-F <	6 KJWL-F	6 KFRR-F	6 KFRR-F
		KFRR-F	7 KTHT-F	7 KLBN-F <	7 KBOS-F	7 KFRR-F	7 KLBN-F <	7 KSKS-F <		
			8 KEZL-F <	8 KLBN-F <		8 KFSO-F <	8 KJOI-F <	8 KTHT-F		
			9 KFSO-F <			9 KLBN-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 KSKS-F	1 KBOS-F <	1 KTHT-F	1 KBOS-F	1 KRZR-F >	1 KRZR-F >>	1 KRZR-F	1 KMJ
2 KVSR-F >	2 KVSR-F	2 KBOS-F	2 KSKS-F <	KJOI-F	2 KLBN-F	2 KBOS-F <	2 KLBN-F	2 KBOS-F <	2 KRZR-F >
3 KTHT-F	KSKS-F >	3 KVSR-F	3 KVSR-F <	KSKS-F	3 KVSR-F	3 KLBN-F	3 KVSR-F	3 KMJ <	3 KVSR-F
	KSKS-F	4 KTHT-F >	4 KTHT-F	4 KTHT-F	4 KMJ	KRZR-F >>	4 KVSR-F	4 KLBN-F <	4 KBOS-F <
	KRZR-F	5 KRZR-F	5 KEZL-F	5 KJOI-F	5 KFSO-F	5 KFRR-F	4 KBOS-F	5 KVSR-F >	5 KFSO-F
		KFRR-F	KJOI-F	6 KFSO-F	KVSR-F <		6 KFRR-F	6 KJFX-F <	6 KSKS-F
		KJOI-F	7 KFRR-F	7 KLBN-F <	7 KBOS-F <		6 KFIG	7 KFRR-F <	7 KJFX-F <
		KLBN-F		8 KEZL-F <			KSKS-F		8 KFRR-F <
									KLBN-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KCBL	SPRTS	1340	Fresno 0.6 1.4
KFRE	N/T	940	Fresno 1.2 2.9
KGST	SP	1600	Fresno 1.2 3.3
KMPH-F	N	107.5	Hanford 1.0 4.3
KQEQ	SP	1220	Fowler 1.3 3.7
KROU	REL	1130	Dinuba 0.4 0.8
KTAA-F	SP	94.3	Kerman 0.4 1.4
KXEX	SP	1550	Fresno 0.8 2.2
KYNO	SPRTS	1300	Fresno 0.5 1.9
KZFO-F	SP	52.1	Madera 1.1 2.6

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KCIV-F	REL	99.9	Mt. Bullion 0.6 1.9

FRESNO

Consolidation Report	12+	25-54	Revenue
American Radio Sys. KKDJ-FM, KMJ-AM, KNAX-FM, KOQO-AF, KSKS-FM, KVSR-FM	30.7 %	29.6 %	44.7 %
Americom KEZL-FM, KFSO-FM, KTHT-FM	11.7 %	16.1 %	17.0 %
Capstar, pend. KBOS-FM, KCBL-AM, KRZR-FM	14.0 %	11.9 %	15.6 %
Mondosphere KFRR-FM, KJFX-FM, KYNO-AM	6.0 %	7.4 %	11.6 %
	62.4 %	65.0 %	88.9 %

AM Stations

KFIG	1430	5 kw (DA-1)	Hispanic		\$<20.00	—	Lieberman	
KFRE	940	50 kw (DA-2)	News/Talk		\$ NA	D&R	Pappas	
KGST	1600	5 kw (DA-N)	Hispanic		\$<20.00	Lotus	Lotus	
KMJ	580	5 kw	News/Talk	Westwd, Talknt	\$91.00	Katz	Amer. Radio Sys.	
KOQO	790	5 kw/2.5 kw (DA-2)	See KOQO-F					Clovis
KQEQ	1220	250 w/67 w	Black AC		\$18.00	K&P		Fowler

FM Stations

KBOS	94.9	16.5 kw @ 847	CHR	ABC	\$51.00	Eastman	Capstar, pend.	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	Visalia
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	Capstar, pend.	Hanford
KSKS	93.7	68 kw @ 1912	Country		\$49.00	Katz	Amer. Radio Sys.	
KTHT	102.7	50 kw @ 500	AC/CHR	ABC	\$28.00	Banner	Americom	
KVSR	101.1	10 kw @ 1076	AC-New Rock		\$ NA	Katz	Amer. Radio Sys.	

Notes: 4/97 KEYQ sold for \$200,000 . . . 4/97 Patterson sold these stations to Capstar: KBOS-F for \$12,500,000; KCBL for \$600,000; KRZR-F for \$7,400,000

Jim Duncan

Comments: KBOS-F posted its lowest share in at least three years . . . KVSR-F enjoyed its fourth consecutive rise in 12+ share . . . KRZR-F recovered from its poor Fall book . . . Listening levels are up by more than a rating point compared to a year ago

GRAND RAPIDS

Arbitron Rank: 66 **Pop (12+)** 596,600
MSA Rank: 57
MSA Pop: 750,000
DMA: 38 (w/Kalamazoo)
Average Persons Rating: 15.6
Market TSL in Hours: 20.50

Stations: 30 / 23
Diaries: 1,835/325:1/61.5%
Sample Target: 1,740
% Below Line: 9.6
% Not Listed: 15.1
Pop per Station: 25,939

Last Year's Revenue: \$30,600,000
Household Income: \$48,501
Retail Dollars: \$7.8 Bil.
#1 Biller: WBCT-F \$5,400,000
#1 Billing Portfolio: Clear Channel \$11,780,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spq 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1	WLAV-F	77 / 8.3	7.5	7.3	7.0	7.8	7.5	1024 / 17.2	16.3	15.0	E	WLAV-F
	WBCT-F	77 / 8.3	6.5	10.2	10.2	8.8	8.8	1008 / 16.9	15.3	17.3	G	WBCT-F
3	WOOD-F	65 / 7.0	7.5	7.5	7.7	7.5	7.4	1177 / 19.7	19.5	19.0	E	WOOD-F
4	WOOD	63 / 6.8	7.9	7.5	6.9	7.4	7.3	887 / 14.9	18.5	15.3	D	WOOD
5	WLHT-F	60 / 6.4	5.6	5.3	6.6	6.4	6.0	883 / 14.8	13.6	13.5	F	WLHT-F
6	WGRD-F	AOR-NR	59 / 6.3	6.9	7.7	6.5	6.8	1017 / 17.1	19.1	19.2	D	WGRD-F
7	WSNX-F	CHR	56 / 6.0	5.4	6.0	6.1	5.2	1155 / 19.4	19.3	17.3	C	WSNX-F
8	WCUZ-F	C	44 / 4.7	4.8	4.5	3.5	4.6	759 / 12.7	12.2	10.1	C	WCUZ-F
9	WODJ-F	O	40 / 4.3	4.2	4.9	4.5	4.5	798 / 13.4	12.9	13.8	C	WODJ-F
10	WKLO-F	AOR-NR	37 / 4.0	5.0	5.2	5.0	3.8	732 / 12.3	12.3	12.5	D	WKLO-F
11	WFGR-F	CL	27 / 2.9	2.8	1.9	1.9	2.7	520 / 8.7	7.7	7.6	A	WFGR-F
12	WVTI-F	AC/CHR	26 / 2.8	1.7	1.7	1.8	1.3	550 / 9.2	8.3	5.4	A	WVTI-F
13	WJQK-F	REL	25 / 2.7	2.4	2.5	2.7	2.8	487 / 8.2	6.4	7.5		WJQK-F
14	WMJH	ST	21 / 2.3	2.0	1.8	0.4	1.6	169 / 2.8	2.7		A	WMJH
15	WFUR-F	REL	19 / 2.0	1.4	2.0	1.6	1.7	407 / 6.8	5.3	5.5		WFUR-F
16	WMUS-F	C	18 / 1.9	2.8	2.4	2.4	2.8	349 / 5.8	6.8	6.1		WMUS-F
17	WQFN-F	JEZ	17 / 1.8	1.5	1.4	2.1	1.7	288 / 4.8	4.0	4.3	A	WQFN-F
18	WKWM	B	13 / 1.4	2.0	1.5	1.8	1.4	88 / 1.5	2.1	2.2	A	WKWM

12+ FM Share (Metro): 83.57 % (646 of 773) (Winter 96: 83.75 %)

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

Wom 18-24	Wom 18-34	Wom 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 WLHT-F <	1 WLHT-F	1 WLHT-F <	1 WLHT-F <	1 WLAV-F >	1 WLAV-F >	1 WLAV-F >>	1 WLAV-F >>	1 WLAV-F >>
2 WBCT-F	2 WGRD-F <	WGRD-F	2 WBCT-F >	2 WBCT-F	2 WGRD-F	2 WGRD-F	2 WGRD-F >	2 WGRD-F <	2 WBCT-F
3 WGRD-F	3 WBCT-F <	3 WJQK-F	3 WOOD-F	3 WOOD-F >	WKLO-F >>	3 WKLO-F >	3 WBCT-F	3 WBCT-F	3 WGRD-F <
4 WLHT-F	4 WSNX-F	4 WBCT-F	4 WGRD-F	4 WODJ-F	4 WBCT-F	4 WBCT-F >	WKLO-F	4 WKLO-F	4 WOOD-F <
5 WKLO-F	5 WVTI-F	WVTI-F	WSNX-F	5 WGRD-F	WSNX-F		5 WOOD	5 WOOD-F	5 WODJ-F
	WOOD-F	6 WOOD-F	6 WVTI-F <	WLAV-F					WOOD
7 WVTI-F >>	7 WJQK-F	7 WLAV-F	7 WLAV-F <	WOOD <					
		WSNX-F							

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBBL	SPRTS	1340	Grand Rapids 0.3 1.9
WCUZ	T	1230	Grand Rapids 0.8 3.1
WGHN-F	AC	92.1	Grand Haven 0.4 1.7
WHTC	T	1450	Holland 0.8 2.1
WMFN	SPRTS	640	Zeeland 0.6 1.9
WYGR	ST	1530	Wyoming 0.3 0.6

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WEVS-F	O	92.7	Saugatuck 0.3 1.1
WKBZ	T	850	Muskegon 0.4 0.7
WMRR-F	AOR	101.7	Muskegon Hts. 0.3 1.6
WNTX-F	AOR-NR	92.3	Allegan 0.3 1.7
WQLR-F	AC	106.5	Kalamazoo 0.3 1.9

GRAND RAPIDS

Consolidation Report	12+	25-54	Revenue
Bloomington WLAV-FM, WBBL-AM, WKLQ-FM	12.6 %	14.6 %	20.9 %
Capstar, pend. WRCV-AM, WLHT-FM, WGRD-FM	12.7 %	14.6 %	21.2 %
Clear Channel WCUZ-AM, WCUZ-FM, WVTI-FM, WOOD-FM, WOOD-AM, WBCT-FM	30.4 %	31.0 %	38.5 %
Goodrich WODJ-FM, WSNX-FM, WKWM-AM	11.7 %	10.6 %	12.1 %
Kuiper WFUR-AM, WFUR-FM, WQFN-FM	3.8 %	3.5 %	%
	71.2 %	74.3 %	92.7 %

AM Stations

Station	Freq	Power	Format	Company	Revenue	Share	Notes
WCUZ	1230	1 kw	Talk	ABC, Westwd, UBN	\$ NA	Clr Chnl	Clear Channel
WKWM	1140	5 kw (Days, DA)	Black	AURN	\$<20.00	D&R	Goodrich Kentwood
WMJH	810	3.5 kw (Days)	Standards	Westwd, CBS	\$ NA	---	Rockford
WOOD	1300	5 kw (DA-N)	Full Svc/Talk	Westwd	\$47.00	Clr Chnl	Clear Channel

FM Stations

Station	Freq	Power	Format	Company	Revenue	Share	Notes
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	Capstar, pend.
WJQK	99.3	4.7 kw @ 371	Religion	ABC	\$<20.00	Mich.	Zeeland
WKLQ	94.5	50 kw @ 500	AOR-New Rock	ABC	\$73.00	Banner	Bloomington Holland
WLAV	96.9	50 kw @ 489	Classic AOR	ABC	\$57.00	---	Bloomington
WLHT	95.7	40 kw @ 554	AC	ABC	\$87.00	Eastman	Capstar, pend.
WMUS	106.9	50 kw @ 480	Country	ABC, Westwd	\$29.00	Banner	Muskegon
WODJ	107.3	50 kw @ 492	Oldies		\$44.00	D&R	Goodrich Greenville
WOOD	105.7	265 kw @ 810	Soft AC		\$62.00	Clr Chnl	Clear Channel
WQFN	100.5	3 kw @ 328	Jazz/EZ		\$ NA	---	Kuiper Walker
WSNX	104.5	32 kw @ 620	CHR		\$38.00	D&R	Goodrich Muskegon
WVTI	96.1	50 kw @ 492	AC/CHR		\$<20.00	Clr Chnl	Clear Channel Holland

Notes: 2/97 WAKX-F changed calls to WVTI-F; remains AC/CHR . . . 3/97 WKLQ-F changed from AOR to New Rock near the end of the Winter survey . . . 4/97 WCUZ changed calls to WTKG; remains Talk . . . 4/97 Patterson sold these stations to Capstar: WGRD-AF for \$13,200,000; WLHT-F for \$17,500,000

Jim Duncan

Comments: WLAV-F climbed back into a first place tie (12+) . . . Classical WFGR-F had its highest share in over two years . . . WVTI-F has become fully viable in the market

GREENSBORO-WINSTON SALEM

Arbitron Rank: 41	Pop (12+): 970,300	Stations: 32 / 23	Last Year's Revenue: \$34,500,000
MSA Rank: 47		Diaries: 2,329/417:1/57.9%	Household Income: \$38,477
MSA Pop: 1,150,000		Sample Target: 2,250	Retail Dollars: \$11.9 Bil.
DMA: 47		% Below Line: 7.6	#1 Biller: WTQR-F \$7,800,000
Average Persons Rating: 15.2		% Not Listed: 15.5	#1 Billing Portfolio:
Market TSL in Hours: 20.00		Pop per Station: 42,187	Clear Channel \$12,400,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level		
1	WTQR-F	C	177 / 12.0	10.6	11.5	11.3	11.7	11.3	2325 / 24.0	23.0	23.1	H	WTQR-F
2	WJMH-F	B	116 / 7.9	6.6	6.8	6.6	6.4	7.5	1580 / 16.3	14.6	15.8	D	WJMH-F
3	WQMG-F	B/AC	103 / 7.0	8.2	5.5	6.1	4.7	6.7	1182 / 12.2	12.9	12.4	C	WQMG-F
4	WMAG-F	AC	90 / 6.1	5.8	6.7	6.1	7.2	6.2	1444 / 14.9	15.0	15.3	F	WMAG-F
5	WKRR-F	AOR/CL	87 / 5.9	5.0	5.3	4.0	4.4	5.0	1458 / 15.0	12.8	12.2	E	WKRR-F
6	WMQX-F	O	83 / 5.6	5.7	5.5	5.5	5.1	5.6	1330 / 13.7	14.2	14.4	D	WMQX-F
7	WHSL-F	C	73 / 4.9	5.1	4.2	4.4	4.5	4.7	1245 / 12.8	13.1	11.4	C	WHSL-F
8	WKZL-F	AC/CHR	72 / 4.9	5.4	6.2	6.8	7.2	5.8	1404 / 14.5	15.1	16.3	E	WKZL-F
9	WSJS	FS/T	70 / 4.7	4.7	4.4	4.5	4.3	4.6	1078 / 11.1	11.5	10.8	E	WSJS
10	WXRA-F	AOR	54 / 3.7	2.9	4.1	3.5	5.1	3.5	1141 / 11.8	11.3	13.1	C	WXRA-F
11	WKSJ-F	AC-NR	38 / 2.6	1.9	3.0	3.4	3.7	2.7	957 / 9.9	8.0	10.1	C	WKSJ-F
12	WEND-F	AOR-NR	37 / 2.5	2.8	2.5	3.0	2.8	2.7	760 / 7.8	7.9	8.7		WEND-F
13	WPCM-F	C	33 / 2.2	2.5	2.8	2.1	1.6	2.4	720 / 7.4	7.3	6.1	C	WPCM-F
14	WQMG	G	26 / 1.8	2.3	1.6	1.3	0.9	1.8	182 / 1.9	2.3	1.3	A	WQMG
15	WWGL-F	REL	24 / 1.6	1.6	1.0	1.4	1.7	1.4	448 / 4.6	5.2	4.9		WWGL-F
16	WFMX-F	C	21 / 1.4	2.0	1.6	1.8	1.0	1.7	487 / 5.0	5.8	3.8		WFMX-F
17	WDCG-F	CHR	19 / 1.3	1.6	1.4	1.3	1.9	1.4	523 / 5.4	6.0	6.0		WDCG-F
18	WAAA	B	17 / 1.2	1.0	1.2	1.2	1.3	1.1	255 / 2.6	2.3	1.9		WAAA

12+ FM Share (Metro): 85.58 % (1068 of 1248) (Winter 96: 86.42 %)

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WBBB	T	920	Burlington	0.3 1.4
WIST-F	O	98.3	Thomasville	0.4 1.5
WKEW	T	1400	Greensboro	0.7 2.2
WMFR	T/FS	1230	High Point	0.9 2.6
WPET	REL	950	Greensboro	0.7 0.8
WPOL	REL	1340	Winston Salem	0.7 1.4
WSML	REL	1200	Graham	0.7 0.9
WTCK	SPRTS	1320	Greensboro	0.5 1.5

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WLNK-F	AC-NR	107.9	Charlotte	0.3 1.0
WNKS-F	CHR	95.1	Charlotte	0.4 2.0
WQOK-F	B	97.5	S. Boston, VA	0.6 2.2
WRAL-F	AC	101.5	Raleigh	0.3 1.6
WRSN-F	AC	93.9	Burlington	0.3 1.6
WSSS-F	O	104.7	Charlotte	0.3 1.5

GREENSBORO-WINSTON SALEM

Consolidation Report	12+	25-54	Revenue
Clear Channel WSJS-AM, WTQR-FM, WXRA-FM	20.4 %	18.8 %	35.9 %
Dick WKRR-FM, WKZL-FM	10.8 %	14.3 %	20.9 %
Max WJMH-FM, WMQX-FM, WQMG-FM, WQMG-AM	22.3 %	21.4 %	18.6 %
SFX WWSL-FM, WMAG-FM, WMFR-AM, WTCK-AM	12.4 %	14.0 %	18.3 %
	65.9 %	68.5 %	93.7 %

AM Stations

Station	Freq	Power	Genre	Comments	Revenue	Agency	Advertiser	Market
WAAA	980	1 kw (Days)	Black	AURN	\$16.00	---		
WMFR	1230	1 kw	Talk/Full Svc.	CBS, Westwd	\$18.00	Christal	SFX	High Point
WQMG	1510	1 kw (Days)	Gospel		\$ NA	Christal	Max	
WSJS	600	5 kw (DA-2)	Full Svc/Talk	Westwd, Tiknt. ABC	\$54.00	Mc-Guild	Clear Channel	

FM Stations

Station	Freq	Power	Genre	Comments	Revenue	Agency	Advertiser	Market
WWSL	100.3	100 kw @ 1035	Country		\$35.00	Allied	SFX	
WIST	98.3	1.7 kw @ 420	Standards	ABC	\$ NA	---	GHB	Thomasville
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	AC-New Rock		\$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	Cir Chnl	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: WDCG-F - See Raleigh; WEND-F - See Charlotte . . . 2/97 WKSI-F changed from Country to Modern AC (AC-NR) as "The Point" . . . 3/97 WFAZ-F changed from Religion to Standards as WIST-F (near end of Winter survey) . . . 3/97 AM CP (1470; Greensboro) sold to Salem for \$85,000

Jim Duncan

Comments: WKZL-F is in a sharp four-book decline . . . There were no other significant moves by other stations

GREENVILLE-NEW BERN

Arbitron Rank: 80 **Pop (12+)** 460,700
MSA Rank: 281 - Greenvl; 238 - Jksnvl
MSA Pop: 412,000
DMA: 104
Average Persons Rating: 15.1
Market TSL in Hours: 20.00

Stations: 37 / 28
Diaries: 1,121/411:1/57.0%
Sample Target: 1,040
% Below Line: 9.4
% Not Listed: 13.5
Pop per Station: 16,454

Last Year's Revenue: \$17,300,000
Household Income: \$34,500
Retail Dollars: \$3.9 Bil.
#1 Biller: WRNS-AF \$3,850,000
#1 Billing Portfolio: Beasley \$6,800,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level
1 WRNS-AF	C	123 / 17.7	17.9	21.6	19.3	21.1	19.1	1353 / 29.4	29.9	34.7	E WRNS-AF
2 WIKS-F	B	82 / 11.8	14.0	13.8	13.3	15.4	13.2	1043 / 22.6	21.7	24.9	D WIKS-F
3 WRHT-FF	CHR	44 / 6.3	5.1	5.6	5.2	5.5	5.6	797 / 17.3	15.5	17.0	C WRHT-FF
4 WSFL-F	AOR	41 / 5.9	6.2	7.1	6.9	7.5	6.5	710 / 15.4	14.0	17.5	D WSFL-F
5 WNCT-F	O	38 / 5.5	4.7	3.6	4.4	3.0	4.5	522 / 11.3	11.4	8.2	C WNCT-F
6 WERO-F	O-70s	35 / 5.0	4.6	4.3	3.9	4.8	4.5	565 / 12.3	10.6	13.0	C WERO-F
7 WKOO-FF	O	26 / 3.7	3.7	3.3	4.6	2.9	3.8	433 / 9.4	8.5	8.0	C WKOO-FF
8 WMGV-F	AC	24 / 3.5	3.7	3.0	1.0	2.7	2.8	380 / 8.2	9.3	6.5	WMGV-F
WXNR-F	AOR-NR	24 / 3.5	2.2	4.6	4.4	0.7	3.7	595 / 12.9	8.7	2.6	WXNR-F
10 WELS-F	G	15 / 2.2	1.5		0.8			148 / 3.2	3.6		WELS-F

12+ FM Share (Metro): 92.67 % (556 of 600) (Winter 96: 92.44 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WIKS-F >>	1 WRNS-AF >	1 WRNS-AF >	1 WRNS-AF	1 WRNS-AF	1 WRNS-AF >	1 WRNS-AF >	1 WRNS-AF >>	1 WRNS-AF >	1 WIKS-F >	1 WIKS-F
2 WRNS-AF >	2 WIKS-F	2 WIKS-F >	2 WIKS-F >	2 WIKS-F >	2 WNCT-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 WSFL-F	3 WSFL-F	3 WIKS-F >	WSFL-F >	3 WNCT-F <	3 WRHT-FF <	3 WRHT-FF >	
WXNR-F	4 WSFL-F >	WRHT-FF	4 WRHT-FF <	4 WRHT-FF <	4 WKOO-FF	4 WRHT-FF	4 WRHT-FF	4 WERO-F	4 WXNR-F <	
	5 WXNR-F <	5 WERO-F >	5 WERO-F >	5 WERO-F	5 WSFL-F	5 WERO-F	5 WERO-F	5 WERO-F	5 WNCT-F	
	6 WERO-F >			6 WNCT-F	WERO-F	WNCT-F <	6 WSFL-F	6 WXNR-F <		
							7 WSFL-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 WRNS-AF	1 WRNS-AF	1 WRNS-AF <	1 WRNS-AF	1 WRNS-AF	1 WRNS-AF >>	1 WRNS-AF >>	1 WRNS-AF	1 WRNS-AF >	1 WRNS-AF >
WIKS-F >	2 WRHT-FF <	2 WRHT-FF	2 WIKS-F	2 WIKS-F	2 WIKS-F >	2 WIKS-F	2 WIKS-F	2 WIKS-F	2 WSFL-F <
3 WRHT-FF >	3 WIKS-F >>	3 WIKS-F >>	3 WRHT-FF >	3 WRHT-FF >>	3 WSFL-F	3 WSFL-F	WSFL-F >	WSFL-F	3 WIKS-F
4 WXNR-F >	4 WSFL-F	4 WSFL-F >	4 WSFL-F	4 WMGV-F	WRHT-FF	4 WRHT-FF <	4 WRHT-FF	4 WERO-F >	4 WERO-F
	WXNR-F >>		5 WERO-F		WXNR-F	5 WERO-F	WERO-F >	5 WRHT-FF	5 WNCT-F >
					6 WERO-F	6 WXNR-F >	6 WMGV-F		6 WRHT-FF <

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WANG-F	C	105.1	Havelock 0.9 2.0
WCZI-F	T	98.3	Washington 0.6 2.5
WDLX	T	93.0	Washington 1.4 3.2
WELS	B	101.0	Kinston 0.9 2.3
WGPM-F	AC	94.3	Farmville 0.4 1.5
WJNC	T	124.0	Jacksonville 1.3 2.7
WLAS	T	91.0	Jacksonville 0.4 1.3
WNBR-FF	CL AOR	94.1	Oriental 0.6 3.2
WNOS	ST	145.0	New Bern 0.6 1.5
WOOW	G	134.0	Greenville 0.6 2.4
WQSL-F	CHR	92.3	Jacksonville 1.4 7.2
WTKF-F	T	107.3	Atlantic 1.3 3.5
WTOW	B	132.0	Washington 0.4 0.9
WXQR-F	AOR	105.5	Jacksonville 1.3 4.5

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WFXX-F	B	104.3	Tarboro 1.6 3.3
WGTM	REL	59.0	Wilson 0.6 2.0
WKTC-F	C	96.9	Goldensboro 1.6 7.1
WQDR-F	C	94.7	Raleigh 0.6 3.4
WRAL-F	AC	101.5	Raleigh 0.6 3.1
WRDU-F	AOR	106.1	Raleigh 1.0 5.2
WTRG-F	O	100.7	Rocky Mount 1.7 6.1
WZFX-F	B	99.1	Whiteville 0.4 2.5
WZXS-F	ST	103.9	Topsail Beach 1.3 2.6

GREENVILLE-NEW BERN

Consolidation Report	12+	25-54	Revenue
Beasley WMGV-FM, WXNR-FM, WSFL-FM, WNCT-FM, WIKS-FM, WNCT-AM	30.2 %	33.5 %	39.3 %
HVS WXQR-FM, WQSL-FM	2.7 %	2.3 %	4.1 %
Local WRHT-FM, WCBZ-FM	6.2 %	7.4 %	8.7 %
Pinnacle WKJA-FM, WKOO-FM, WANG-FM, WERO-FM, WRNS-FM, WRNS-AM, WDLX-AM	28.8 %	29.1 %	34.7 %
	67.9 %	72.3 %	86.8 %

AM Stations

Station	Power	Format	Network	Advertiser	Agency	City
WDLX	930	5 kw/1 kw (DA-N)	Talk	ABC	\$<20.00 Katz	Pinnacle Washington
WELS	1010	1 kw/78 w	Gospel		\$10.00 Dora	Kinston
WJNC	1240	1 kw	Talk	Westwd	\$10.00 ---	Jacksonville
WLAS	910	5 kw (DA-N)	Talk	CBS	\$ NA ---	Jacksonville
WRNS	960	5 kw/1 kw (DA-N)	See WRNS-F			Kinston

FM Stations

Station	Frequency	Power	Format	Network	Advertiser	Agency	City
WCBZ	103.7	100 kw @ 981	See WRHT-F				Williamston
WELS	102.9	3 kw @ 328	Gospel	ABC	\$ NA		Kinston
WERO	93.3	100 kw @ 1780	70's Oldies	Westwd	\$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	Pinnacle, pend.	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-Guild	Pinnacle	Kinston
WSFL	106.5	100 kw @ 915	AOR	Westwd	\$42.00 D&R	Beasley	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: 4/97 WKOO-F/WKJA-F sold by Roger Ingram to Pinnacle for \$4,000,000 (Snowden)

Jim Duncan

Comments: Market leaders WIKS-F and WRNS-AM are showing modest down trends . . . WNCT-F had its highest 12+ share in many years . . . WERO-F has three straight 12+ increases and is back to its year-ago level

GREENVILLE-SPARTANBURG

Arbitron Rank: 59 Pop (12+) 709,200	Stations: 29 / 21	Last Year's Revenue: \$28,000,000
MSA Rank: 64	Diaries: 1,972/360:1/50.5%	Household Income: \$36,755
MSA Pop: 900,000	Sample Target: 1,910	Retail Dollars: \$8.9 Bil.
DMA: 35 (w/Asheville)	% Below Line: 5.1	#1 Biller: WSSL-AF \$5,700,000
Average Persons Rating: 15.5	% Not Listed: 13.6	#1 Billing Portfolio:
Market TSL in Hours: 20.50	Pop per Station: 33,771	SFX, pend. \$22,510,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level
1 WSSL-F	C	133 / 12.1	11.7	10.6	12.3	14.5	11.7	1853 / 26.1	23.3	28.0	G WSSL-F
2 WESC-F	C	101 / 9.2	10.1	8.8	9.2	9.9	9.3	1436 / 20.3	19.9	21.7	E WESC-F
WJMZ-F	B	101 / 9.2	10.3	10.2	10.7	9.5	10.1	1073 / 15.1	16.6	15.1	E WJMZ-F
4 WROQ-F	AOR	92 / 8.4	7.2	10.1	8.9	9.2	8.6	1264 / 17.8	18.4	19.1	F WROQ-F
5 WSPA-F	SAC	88 / 8.0	6.9	5.2	7.2	7.0	6.8	1208 / 17.0	15.4	14.5	D WSPA-F
6 WMYI-F	AC	81 / 7.4	6.2	6.6	7.4	8.1	6.9	1336 / 18.8	18.0	19.2	F WMYI-F
7 WFBC-F	CHR	60 / 5.5	5.3	7.6	6.8	5.2	6.3	1174 / 16.6	16.4	16.2	C WFBC-F
8 WTPT-F	AOR	49 / 4.5	6.1	1.6	1.7	2.5	3.5	876 / 12.3	12.6	7.9	A WTPT-F
9 WORD-AA	NT	35 / 3.2	3.6	3.9	3.7	3.6	3.6	477 / 6.7	7.7	8.5	B WORD-AA
10 WOLI-F	O	27 / 2.5	3.1	3.2	1.8	2.8	2.6	547 / 7.7	7.7	7.0	A WOLI-F
11 WMUU-F	EZ/ST	25 / 2.3	2.9	4.1	1.9	1.7	2.8	361 / 5.1	6.0	4.9	A WMUU-F
12 WPJM	REL	21 / 1.9	0.9	1.9	1.6	1.2	1.6	251 / 3.5	2.4	2.0	WPJM
13 WESC	C	19 / 1.7	1.4	0.6	1.2	1.0	1.2	192 / 2.7	2.3	1.8	WESC
14 WSPA	FS	16 / 1.5	1.8	1.2	1.5	2.0	1.5	214 / 3.0	4.3	4.5	B WSPA
15 WRIX-F	C	14 / 1.3	1.2	0.9	1.8	0.6	1.3	154 / 2.2	2.5	1.1	A WRIX-F

12+ FM Share (Metro): 88.30 % (838 of 949) (Winter 96: 90.03 %)

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 WSSL-F <	1 WROQ-F <	1 WSSL-F <	1 WSSL-F <	1 WSSL-F	1 WSSL-F	1 WSSL-F	1 WJMZ-F	1 WJMZ-F
2 WJMZ-F >>	2 WSSL-F <	2 WROQ-F	2 WSSL-F	2 WROQ-F	2 WESC-F <	2 WROQ-F <	2 WSPA-F <	2 WSPA-F	2 WSSL-F	2 WSSL-F
3 WTPT-F >	3 WROQ-F >	3 WJMZ-F	3 WSPA-F	3 WSPA-F <	3 WSPA-F >	3 WESC-F	3 WESC-F	3 WESC-F	3 WFBC-F >	3 WFBC-F
	4 WTPT-F	4 WMYI-F <	WMYI-F <	4 WESC-F <	4 WMYI-F	WMYI-F	4 WROQ-F	4 WROQ-F <	4 WESC-F <	
	5 WFBC-F <	5 WESC-F <	5 WESC-F <	5 WMYI-F	5 WROQ-F	5 WJMZ-F <	5 WJMZ-F <	5 WJMZ-F	5 WTPT-F	
	6 WMYI-F <	6 WSPA-F >	6 WJMZ-F >	6 WJMZ-F >	6 WJMZ-F	6 WSPA-F >	6 WMYI-F	6 WMYI-F	6 WMYI-F <	
	7 WESC-F						7 WORD-AA >	7 WFBC-F	7 WSPA-F	
							8 WTPT-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 WSSL-F <	1 WSSL-F	1 WSSL-F	1 WSSL-F	1 WSPA-F <	1 WROQ-F	1 WROQ-F	1 WROQ-F >	1 WROQ-F >	1 WROQ-F >
2 WJMZ-F	2 WJMZ-F >	2 WJMZ-F	2 WMYI-F <	2 WSSL-F	2 WTPT-F	2 WTPT-F	2 WTPT-F	2 WSSL-F <	2 WSSL-F
3 WFBC-F >	3 WMYI-F <	3 WMYI-F	3 WSPA-F <	3 WMYI-F	3 WJMZ-F	3 WJMZ-F	3 WJMZ-F	3 WJMZ-F	3 WESC-F
4 WMYI-F	4 WFBC-F <	4 WESC-F	4 WJMZ-F <	4 WESC-F	4 WSSL-F	4 WSSL-F >	4 WSSL-F >>	4 WTPT-F <	4 WJMZ-F
WESC-F	5 WESC-F	WROQ-F >	5 WESC-F	5 WJMZ-F	5 WFBC-F	5 WFBC-F		5 WESC-F	5 WMYI-F
6 WTPT-F >	6 WROQ-F >		6 WROQ-F	6 WROQ-F >	6 WESC-F	6 WESC-F		6 WMYI-F	6 WSPA-F
			7 WFBC-F >>		7 WMYI-F			7 WSPA-F	7 WTPT-F >

Other Rated Stations Metro Cume TSA
Share Rating AQH Cume

WASC	B/O	1530	Spartanburg	0.5	0.8
WHYZ	B/AC	1070	Sans Souci	0.5	1.1
WPEK-F	T	98.1	Seneca	1.1	3.5
WRIX	REL	1020	Homeland	0.7	1.0

Other Rated Stations--Outside Market Metro Cume TSA
Share Rating AQH Cume

WBAV-F	B/AC	101.9	Gastonia, NC	0.5	1.1
WFOX-F	O	97.1	Gainesville, GA	0.5	1.6
WHLC-F	EZ	104.5	Highlands, NC	0.4	1.0
WKSF-F	C	99.9	Asheville	0.4	2.9
WMIT-F	REL	106.9	Black Mtn., NC	0.8	2.9
WNKS-F	CHR	95.1	Charlotte	0.5	2.9
WPEG-F	B	97.9	Concord, NC	1.2	2.7
WWMG-F	O	96.1	Shelby, NC	0.9	2.3

GREENVILLE-SPARTANBURG

Consolidation Report	12+	25-54	Revenue
Local WOLI-FM, WOLT-FM	2.4 %	3.2 %	1.4 %
SFX, pend. WESC-FM, WESC-AM, WGVL-AM, WJMZ-FM, WMYI-FM, WROQ-FM, WSSL-FM, WTPT-FM	52.5 %	56.3 %	80.4 %
Sinclair TV WFBC-FM, WORD-AM, WYRD-AM	8.7 %	6.0 %	6.3 %
	63.6 %	65.5 %	88.1 %

AM Stations

Station	Freq	Power	Time	Format	Owner	Advertiser	Agency	City
WESC	660	50 kw	(Days)	Classic Country	ABC	\$ NA	Banner	SFX, pend.
WORD	910	3.6 kw	890 w (DA-2)	News/Talk	CBS	\$15.00	Allied	Sinclair TV Spartanburg
WSPA	950	5 kw	(DA-N)	Talk	CBS	\$17.00	Allied	
WYRD	1330	5 kw	(DA-N)	See WORD				

FM Stations

Station	Freq	Power	Time	Format	Owner	Advertiser	Agency	City
WESC	92.5	100 kw	@ 2000	Country	ABC	\$77.00	Banner	SFX, pend.
WFBC	93.7	100 kw	@ 1850	CHR	CBS	\$40.00	Katz	Sinclair
WJMZ	107.3	100 kw	@ 1010	Black	ABC	\$59.00	Allied	Capstar Anderson
WMUU	94.5	100 kw	@ 1200	EZ/Standards	UPI	\$24.00	---	
WMYI	102.5	20 kw	@ 1782	AC		\$91.00	Eastman	SFX Hendersonville, NC
WOLI	103.9	6 kw	@ 328	Oldies	ABC	\$21.00	Allied	Easley
WOLT	103.3	2.7 kw	@ 495	See WOLI-F				Greer
WRIX	103.1	6 kw	@ 328	Country	USA, Westwd	\$16.00	---	Honea Path
WROQ	101.1	100 kw	@ 986	AOR	ABC	\$88.00	Banner	SFX Anderson
WSPA	98.9	100 kw	@ 1910	Soft AC		\$43.00	Allied	
WSSL	100.5	100 kw	@ 1240	Country	Westwd	\$105.00	Mc-Guild	SFX Gray Court
WTPT	93.3	93 kw	@ 2030	AOR	ABC	\$22.00	Banner	SFX, pend. Forest City, NC

Notes: * WESC billings included with WESC-F . . . 3/97 WFBC changed calls to WYRD; remains News/Talk . . . 4/97 Capstar traded WESC-AF/WTPT-F to SFX for WGNE-F Daytona Beach and KKRD-F/KRZZ-F Wichita. The trade puts SFX one FM over the ownership limits in Greenville-Spartanburg

Jim Duncan

Comments: This currently is a one-horse market, but SFX probably will end up spinning at least one station, and probably, two . . . WSPA-F posted its highest share in several years . . . WTPT-F lost some from their fat Fall book

HARRISBURG-LEBANON-CARLISLE

Arbitron Rank: 73 **Pop (12+)** 520,600
MSA Rank: 85
MSA Pop: 617,000
DMA: 44 (w/Lanc., York)
Average Persons Rating: 16.4
Market TSL in Hours: 21.75

Stations: 29 / 20
Diaries: 1,791/291:1/62.3%
Sample Target: 1,650
% Below Line: 16.5
% Not Listed: 12.4
Pop per Station: 26,030

Last Year's Revenue: \$21,700,000
Household income: \$45,749
Retail Dollars: \$6.2 Bil.
#1 Biller: WNNK-F \$6,350,000
#1 Billing Portfolio: Dame \$8,400,00

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spq 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level
1 WNNK-F	CHR	97 / 11.4	11.2	10.5	12.3	13.0	11.3	1392 / 26.7	26.7	31.5	G WNNK-F
2 WRKZ-F	C	77 / 9.0	10.4	7.8	9.6	7.0	9.2	853 / 16.4	18.9	15.2	E WRKZ-F
3 WHP	FS	76 / 8.9	10.9	8.4	8.4	10.0	9.1	1019 / 19.6	21.8	20.0	D WHP
4 WRVV-F	AC/AOR	66 / 7.7	6.8	7.2	7.1	8.9	7.2	879 / 16.9	16.5	18.5	E WRVV-F
5 WTPA-F	AOR	48 / 5.6	6.3	7.1	5.9	7.8	6.2	783 / 15.0	15.8	17.1	D WTPA-F
6 WWKL-F	O	41 / 4.8	4.5	6.0	4.3	4.3	4.9	709 / 13.6	13.6	12.8	C WWKL-F
7 WRBT-F	C	40 / 4.7	4.2	2.8	3.5	3.6	3.8	623 / 12.0	13.6	9.9	B WRBT-F
8 WQXA-F	AOR-NR	36 / 4.2	4.3	4.9	3.6	3.7	4.3	709 / 13.6	14.6	12.5	WQXA-F
9 WROZ-F	SAC	28 / 3.3	2.5	3.9	3.1	3.5	3.2	495 / 9.5	9.5	11.2	WROZ-F
10 WHYL	ST	27 / 3.2	2.7	3.8	3.8	2.6	3.4	335 / 6.4	6.2	6.2	A WHYL
11 WEGK-F	CL AOR	25 / 2.9	2.0	2.8	2.3	1.7	2.5	401 / 7.7	7.2	7.5	WEGK-F
12 WTCY	B	24 / 2.8	1.9	2.0	1.9	1.8	2.2	264 / 5.1	3.2	4.2	A WTCY
13 WNCE-F	EZ/ST	22 / 2.6	3.3	3.8	2.1	3.7	2.9	329 / 6.3	7.0	7.0	A WNCE-F
WLBR	FS	22 / 2.6	2.1	2.0	1.7	2.0	2.1	273 / 5.2	5.7	5.4	A WLBR
15 WHYL-F	C	17 / 2.0	2.6	2.4	2.9	3.4	2.5	310 / 5.9	6.7	6.2	B WHYL-F
16 WLAN-F	CHR	16 / 1.9	1.4	1.9	0.9	0.9	1.5	389 / 7.5	6.7	4.4	WLAN-F
17 WDAC-F	REL	13 / 1.5	1.9	1.6	1.5	1.0	1.6	200 / 3.8	4.4	2.4	WDAC-F
18 WCMB	T	11 / 1.3	1.3	1.6	1.7	1.1	1.5	261 / 5.0	4.4	4.5	A WCMB
19 WARM-F	SAC	10 / 1.2	2.3	0.9	1.5	1.5	1.5	248 / 4.8	6.8	4.7	WARM-F
20 WKBO	ST	9 / 1.1	0.7	0.7	0.6	0.7	0.8	149 / 2.9	2.5	3.2	A WKBO

12+ FM Share (Metro): 75.83 % (568 of 749) (Winter 96: 78.45 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WNNK-F >>	1 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 WHP
2 WTPA-F	2 WRVV-F	2 WRVV-F	2 WRVV-F >	2 WRVV-F >	2 WRKZ-F <	2 WHP	2 WRVV-F	2 WRKZ-F <	2 WTPA-F <	2 WNNK-F
3 WQXA-F <	3 WTPA-F <	3 WTPA-F <	3 WTPA-F <	3 WRKZ-F <	3 WNNK-F	3 WRKZ-F	WNNK-F <	3 WRVV-F <	3 WRKZ-F	3 WRKZ-F >
4 WRKZ-F <	4 WRKZ-F	4 WRKZ-F	4 WTPA-F <	4 WRVV-F	4 WRVV-F	4 WRVV-F	4 WRKZ-F >	4 WHP	4 WHP <	
5 WRVV-F	5 WQXA-F	5 WHP <	5 WWKL-F	5 WWKL-F	5 WQXA-F <	5 WQXA-F <	5 WTPA-F	5 WRBT-F	5 WQXA-F	
6 WEGK-F	6 WRBT-F <	6 WRBT-F <	6 WHP <	6 WHYL	6 WTPA-F	WWKL-F	6 WRBT-F	WEGK-F <		
	7 WHP <	7 WWKL-F	7 WRBT-F	7 WRBT-F	7 WRBT-F	WTPA-F	WWKL-F	7 WRVV-F		
			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 WNNK-F >>	1 WNNK-F >	1 WNNK-F >	1 WNNK-F >	1 WNNK-F >	1 WNNK-F	1 WTPA-F	1 WTPA-F	1 WTPA-F <	1 WRVV-F
2 WTCY	2 WRVV-F	2 WRVV-F	2 WRVV-F	2 WRVV-F	WQXA-F	2 WQXA-F	2 WQXA-F	2 WRVV-F	2 WTPA-F
WRVV-F	3 WRKZ-F <	3 WRKZ-F	3 WRKZ-F >	3 WRKZ-F	WTPA-F	3 WEGK-F	3 WEGK-F	3 WNNK-F <	3 WNNK-F
4 WRKZ-F	4 WTPA-F	4 WTPA-F	4 WRBT-F	4 WWKL-F	4 WRKZ-F	4 WNNK-F <	4 WRVV-F	4 WQXA-F	4 WRKZ-F
WTPA-F	5 WTCY	WRBT-F >	WTPA-F <	5 WRBT-F	5 WEGK-F	5 WRKZ-F	WRKZ-F	5 WRKZ-F <	5 WQXA-F
6 WRBT-F	6 WROZ-F	6 WROZ-F	6 WROZ-F	6 WROZ-F <	6 WRVV-F >	6 WNNK-F	6 WEGK-F	6 WEGK-F	WEGK-F
WROZ-F		WTCY <		7 WHP <		7 WHP	7 WHP	7 WHP	WHP <
				8 WTPA-F					8 WWKL-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WADV	REL	940	Lebanon	0.4 0.9
WIOO	AC	1000	Carlisle	0.4 1.4
WQIC-F	CHR	100.1	Lebanon	0.5 2.0
WQLV-F	SAC	98.9	Millersburg	0.8 1.5
WWII	REL	720	Shiremanstown	0.7 2.0
WYGL-F	C	100.5	Elizabeth	0.9 1.4

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WGTY-F	C	107.7	Gettysburg	0.4 2.5
WQKX-F	CHR	94.1	Sunbury	0.4 1.4
WYCR-F	CHR	98.5	Hanover	0.8 5.4

HARRISBURG-LEBANON-CARLISLE

Consolidation Report	12+	25-54	Revenue
Dame	28.5 %	31.0 %	38.7 %
WCMB-AM, WHP-AM, WKBO-AM, WRBT-FM, WRVV-FM, WWKL-FM			
Local	8.2 %	8.3 %	15.6 %
WNCE-FM, WTPA-FM			
	36.7 %	39.3 %	54.3 %

AM Stations

WCMB	1460	5 kw (DA-N)	Talk	CBS, Westwd	\$<20.00	D&R	Dame	
WHP	580	5 kw (DA-N)	Full Service	CNN, ABC, Talknt	\$51.00	Katz	Dame	
WHYL	960	5 kw/22 w (DA-1)	Standards	Westwd	\$<20.00	---		Carlisle
WKBO	1230	1 kw	Standards	Westwd	\$ NA	Katz	Dame	
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	Eastman	Capstar, pend.	

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	Palmyra
WNNK	104.1	22.5 kw @ 725	CHR	AP	\$105.00	Eastman	Capstar, pend.	
WRBT	94.9	25 kw @ 700	Country		\$22.00	Katz	Dame	
WRKZ	106.7	14 kw @ 928	Country	ABC	\$75.00	Allied	Citadel, pend.	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	Christal	Dame	

Notes: Other ranked stations -- See Lancaster (in Fall 1996 American Radio) or York . . . 1/97 WYMJ-F changed calls to WRBT-F and format to Country . . . 3/97 Telemedia sold WRKZ-F to Citadel for \$13,000,000 . . . 4/97 Patterson sold these stations to Capstar: WTCY for \$1,000,000; WNNK-F for \$30,800,000

Jim Duncan

Comments: WRBT-F showed good growth with its Country format

HARTFORD

Arbitron Rank: 42 Pop (12+) 962,000	Stations: 28 / 17	Last Year's Revenue: \$51,200,000
MSA Rank: 48	Diaries: 2,366/407:1/53.3%	Household Income: \$53,115
MSA Pop: 1,110,000	Sample Target: 2,320	Retail Dollars: \$10.7 Bil
DMA: 26 (w/New Haven)	% Below Line: 8.2	#1 Biller: WRCH-F \$8,000,000
Average Persons Rating: 16.5	% Not Listed: 17.0	#1 Billing Portfolio: American Radio Sys. \$26,300,000
Market TSL in Hours: 21.75	Pop per Station: 56,588	

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1 WRCH-F	SAC	203 / 12.8	12.5	9.7	10.3	10.1	11.3	2341 / 24.3	23.0	21.6	H	WRCH-F
2 WTIC	FS	198 / 12.5	12.1	9.3	11.8	12.5	11.4	2524 / 26.2	25.0	28.9	H	WTIC
3 WWYZ-F	C	127 / 8.0	7.4	7.7	7.9	8.6	7.7	1555 / 16.2	14.2	15.9	G	WWYZ-F
4 WTIC-F	AC/CHR	123 / 7.7	6.8	7.8	5.8	5.8	7.0	2286 / 23.8	22.4	21.9	F	WTIC-F
5 WKSS-F	CHR	95 / 6.0	5.7	6.7	6.4	6.3	6.2	2026 / 21.1	18.7	21.0	F	WKSS-F
6 WDRC-F	O	92 / 5.8	5.4	6.5	5.0	5.5	5.7	1676 / 17.4	15.6	15.0	F	WDRC-F
7 WMRQ-F	AOR-NR	76 / 4.8	6.2	5.3	5.7	5.1	5.5	1424 / 14.8	15.8	16.1	D	WMRQ-F
8 WDRC	ST	75 / 4.7	4.2	3.3	5.0	4.4	4.3	794 / 8.3	9.2	8.6	B	WDRC
9 WZMX-F	O-70s	61 / 3.8	3.8	5.2	5.3	6.1	4.5	1323 / 13.7	13.4	16.2	G	WZMX-F
10 WHCN-F	AOR	50 / 3.1	3.8	4.9	3.7	4.0	3.9	999 / 10.4	11.0	12.3	E	WHCN-F
11 WCCC-F	AOR	42 / 2.6	2.9	2.3	2.4	1.7	2.6	990 / 10.3	10.1	8.6	D	WCCC-F
12 WAQY-F	CL AOR	38 / 2.4	1.4	1.3	2.1	1.8	1.8	723 / 7.5	6.7	7.7		WAQY-F
13 WLAT	SP	18 / 1.1	1.1	1.0	1.4	1.5	1.2	163 / 1.7	1.8	2.5	A	WLAT
14 WFAN	SPRTS	17 / 1.1	1.6	1.3	1.8	1.8	1.5	416 / 4.3	5.5	6.0		WFAN

12+ FM Share (Metro): 74.00 % (976 of 1319) (Winter 96: 71.67 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WKSS-F	1 WTIC-F >	1 WRCH-F	1 WRCH-F	1 WRCH-F >	1 WTIC	1 WTIC >	1 WRCH-F	1 WRCH-F	1 WRCH-F <	1 WTIC >>
2 WMRQ-F >	2 WKSS-F <	2 WTIC-F >	2 WTIC-F	2 WTIC-F	2 WRCH-F >	2 WRCH-F	2 WTIC >	2 WTIC	2 WTIC	2 WRCH-F
3 WTIC-F >>	3 WMRQ-F	3 WWYZ-F <	3 WWYZ-F	3 WWYZ-F	3 WWYZ-F	3 WTIC-F	3 WTIC-F <	3 WWYZ-F <	3 WKSS-F <	3 WWYZ-F >
	4 WWYZ-F	4 WKSS-F	4 WDRC-F <	4 WDRC-F <	4 WDRC	4 WWYZ-F	4 WWYZ-F	4 WTIC-F	4 WMRQ-F <	
	5 WRCH-F	5 WDRC-F	5 WZMX-F	5 WTIC	WDRC-F >	5 WDRC <	5 WDRC-F	5 WKSS-F	5 WWYZ-F	
	6 WZMX-F	WMRQ-F <	6 WKSS-F <	6 WZMX-F		6 WKSS-F <	6 WDRC	6 WDRC-F	6 WTIC-F >	
	7 WCCC-F <	7 WZMX-F	7 WTIC	7 WKSS-F		7 WZMX-F	7 WKSS-F <	WMRQ-F >		
						WDRC-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 WTIC-F >	1 WRCH-F	1 WRCH-F >	1 WMRQ-F >	1 WMRQ-F	1 WTIC-F <	1 WMRQ-F	1 WRCH-F <
2 WTIC-F	2 WKSS-F	2 WRCH-F <	2 WTIC-F >	2 WTIC-F	2 WKSS-F	2 WTIC-F >	2 WMRQ-F <	2 WTIC-F <	2 WWYZ-F <
3 WRCH-F >>	3 WRCH-F	3 WWYZ-F <	3 WKSS-F	3 WWYZ-F	3 WCCC-F	3 WWYZ-F <	3 WZMX-F	3 WRCH-F <	3 WTIC <
	4 WKCI-F	4 WWYZ-F >	4 WKSS-F >	4 WWYZ-F	WHCN-F	4 WCCC-F	4 WWYZ-F >	4 WWYZ-F <	4 WDRC-F <
	WMRQ-F	5 WMRQ-F	5 WZMX-F >	5 WDRC-F >	5 WTIC-F	WZMX-F <	5 WCCC-F <	5 WHCN-F	5 WZMX-F
6 WWYZ-F	WZMX-F >>			6 WTIC	6 WAQY-F	6 WHCN-F <	6 WHCN-F	WZMX-F	WTIC-F
						7 WKSS-F		7 WDRC-F <	7 WMRQ-F <
								8 WCCC-F <	8 WHCN-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WNEZ	B	910	New Britain 0.4 1.0
WPOP	T	1410	Hartford 0.5 2.2
WRYM	SP	840	New Britain 0.9 1.3

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WCBS	N	880	New York 0.3 2.1
WEZN-F	SAC	99.9	Bridgeport 0.4 1.2
WHYN-F	AC	93.1	Springfield, MA 0.4 2.4
WILI-F	CHR	98.3	Willimantic 0.4 0.6
WKCI-F	CHR	101.3	Hamden 0.9 5.5
WMAS-F	AC	94.7	Springfield, MA 0.6 3.0
WPKX-F	C	97.9	Enfield 0.6 2.6
WPLR-F	AOR	99.1	New Haven 0.8 4.4
WWRX-F	CL AOR	103.7	Westerly, RI 0.3 1.7

HARTFORD

Consolidation Report	12+	25-54	Revenue
American Radio Sys. WRCH-FM, WTIC-FM, WTIC-AM, WZMX-FM	36.8 %	37.3 %	51.4 %
Buckley WDRC-FM, WDRC-AM, WSNG-AM	10.5 %	8.1 %	10.5 %
SFX WHCN-FM, WKSS-FM, WMRQ-FM, WPOP-AM, WWYZ-FM	22.4 %	23.1 %	33.4 %
	69.7 %	68.5 %	95.3 %

AM Stations

Station	Freq	Power	Format	Company	Advertiser	Agency	Notes
WDRC	1360	5 kw (DA-N)	Standards	Westwd	\$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	Company	Advertiser	Agency	Notes
WCCC	106.9	23.2 kw @ 725	AOR	Westwd, ABC	\$44.00	Allied	
WDRC	102.9	19.5 kw @ 810	Oldies	Westwd	\$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 Waterbury
WZMX	93.7	17 kw @ 850	70's Oldies		\$97.00	Katz	Amer. Radio Sys.

Notes: WAQY-F -- See Springfield, MA; WFAN -- See New York . . . 3/97 WNEZ changed from Hispanic to Black . . . 4/97 WWCO (1240; Waterbury) sold to Buckley for \$500,000 (New England)

Jim Duncan

Comments: WRCH-F set another all-time record 12+ share . . . WMRQ-F had its lowest share since Spring '95, as did WHCN-F . . . Howard Stern has not helped WCCC-F much . . . WZMX-F did not recover from its poor Fall book

HONOLULU

Arbitron Rank: 58	Pop (12+): 732,500	Stations: 25 / 25	Last Year's Revenue: \$22,000,000
MSA Rank: 66		Diaries: 1,914/383:1/59.3%	Household Income: \$59,677
MSA Pop: 884,000		Sample Target: 1,960	Retail Dollars: \$9.5 Bil.
DMA: 70		% Below Line: 0.0	#1 Biller: KSSK-F \$3,400,000
Average Persons Rating: 16.2		% Not Listed: 6.8	#1 Billing Portfolio:
Market TSL in Hours: 22.00		Pop per Station: 29,300	Capstar (pend.) \$11,420,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fail 96	Win 96	Revenue Level	
1	KSSK-F	137 / 11.6	10.3	12.1	10.4	12.3	11.1	1954 / 26.7	26.8	27.0	E	KSSK-F
2	KIKI-F	133 / 11.2	13.1	11.5	12.2	11.0	12.0	2003 / 27.3	26.8	25.1	D	KIKI-F
3	KRTR-AF	113 / 9.6	8.3	8.0	8.1	6.6	8.5	1432 / 19.6	19.2	18.3	C	KRTR-AF
4	KSSK	104 / 8.8	8.3	8.5	8.2	7.5	8.4	1036 / 14.1	14.9	14.0	E	KSSK
5	KCCN-F	90 / 7.6	7.0	7.8	7.1	7.5	7.4	1306 / 17.8	17.6	17.7	D	KCCN-F
6	KQMQ-AF	88 / 7.4	6.9	7.1	8.4	7.0	7.5	1665 / 22.7	23.8	24.6	C	KQMQ-AF
7	KUMU-F	75 / 6.3	5.7	6.2	7.5	6.1	6.4	836 / 11.4	11.6	12.7	C	KUMU-F
8	KINE-F	57 / 4.8	6.1	5.4	6.3	6.3	5.6	764 / 10.4	13.4	12.3	B	KINE-F
9	KHVH	N/T	4.1	2.9	3.7	3.7	3.7	577 / 7.9	8.2	7.2	B	KHVH
10	KGMZ-F	O	3.2	0.5	0.9	0.4	0.3	598 / 8.2	3.4	2.2		KGMZ-F
11	KPOI-F	AOR-NR	3.0	3.7	3.7	2.7	3.4	658 / 9.0	11.1	9.6	B	KPOI-F
12	KUCD-F	J	2.4	1.5	3.0	2.1	2.3	350 / 4.8	4.8	5.9	B	KUCD-F
	KKLV-F	CL AOR	2.4	4.0	4.7	4.4	4.9	601 / 8.2	11.7	12.3	B	KKLV-F
14	KDEO-F	AOR	2.2	2.3	2.4	2.4	2.4	454 / 6.2	7.0	6.7	B	KDEO-F
15	KUMU	ST	2.0	2.2	2.7	1.4	2.3	317 / 4.3	5.5	5.2	A	KUMU
16	KCCN	E	1.7	2.6	1.5	2.0	2.3	376 / 5.1	7.7	6.9	A	KCCN
17	KAIM-F	REL	1.2	1.7	1.5	2.1	1.2	286 / 3.9	4.1	3.4		KAIM-F
18	KHNR	N	1.0	1.3	1.1	1.5	1.1	370 / 5.0	6.2	5.6	A	KHNR
	KNDI	E	1.0	0.7	0.5	0.8	1.0	132 / 1.8	1.7	2.0		KNDI

12+ FM Share (Metro): 77.31 % (852 of 1102) (Winter 96: 76.40 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KIKI-F >>	1 KIKI-F >	1 KSSK-F <	1 KSSK-F	1 KSSK-F	1 KSSK-F <	1 KSSK-F	1 KSSK-F <	1 KIKI-F	1 KIKI-F	1 KSSK-F
2 KQMQ-AF >>	2 KRTR-AF	2 KIKI-F <	2 KRTR-AF >	2 KRTR-AF >	2 KSSK >	2 KSSK	2 KRTR-AF	2 KRTR-AF <	2 KCCN-F	2 KIKI-F
	3 KQMQ-AF <	3 KRTR-AF	3 KIKI-F	3 KIKI-F	3 KUMU-F	3 KIKI-F	3 KSSK <	3 KSSK-F	3 KRTR-AF	3 KSSK
	4 KCCN-F	4 KCCN-F	4 KCCN-F	KSSK	4 KRTR-AF >	4 KRTR-AF	4 KIKI-F	4 KCCN-F <	4 KQMQ-AF <	4 KUMU-F
	5 KSSK-F >	5 KQMQ-AF	5 KSSK <	5 KCCN-F	5 KHVH	5 KQMQ-AF <	5 KQMQ-AF <	5 KQMQ-AF	5 KSSK-F	
		6 KSSK <	6 KQMQ-AF	6 KQMQ-AF	KCCN-F	6 KUMU-F <	6 KCCN-F <	6 KSSK	6 KUMU-F	
		7 KINE-F >	7 KINE-F			7 KCCN-F <	7 KUMU-F <	7 KUMU-F		
						8 KQMQ-F	8 KQMQ-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 KIKI-F >	1 KRTR-AF <	1 KRTR-AF >	1 KSSK-F	1 KSSK-F	1 KIKI-F >	1 KIKI-F >	1 KIKI-F	1 KIKI-F <	1 KSSK-F
2 KQMQ-AF	2 KIKI-F	2 KSSK-F	2 KRTR-AF	2 KRTR-AF >	2 KCCN-F >	2 KCCN-F >	2 KRTR-AF	2 KCCN-F	2 KRTR-AF <
3 KRTR-AF	3 KQMQ-AF	3 KQMQ-AF <	3 KIKI-F >	3 KSSK	3 KQMQ-AF >	3 KQMQ-AF <	3 KSSK-F	3 KSSK-F <	3 KCCN-F
4 KCCN-F	4 KSSK-F >	4 KIKI-F >>	4 KQMQ-AF	4 KIKI-F	4 KINE-F	4 KRTR-AF	KCCN-F	4 KRTR-AF	4 KIKI-F
5 KSSK-F >		5 KUMU-F	5 KSSK	5 KQMQ-AF <	5 KDEO-F	5 KSSK-F	5 KPOI-F	5 KQMQ-AF	5 KSSK <
		KPOI-F	6 KCCN-F	6 KUMU-F		KINE-F <	KINE-F	6 KINE-F	6 KQMQ-AF
						7 KPOI-F	KQMQ-AF		

Consolidation Report	12+	25-54	Revenue
Capstar, pend.	40.3 %	40.9 %	51.9 %
KHVH-AM, KIKI-AF, KKLV-FM, KSSK-FM, KSSK-AM, KUCD-FM			
Caribou, pend.	12.6 %	11.4 %	12.2 %
KDEO-FM, KPOI-FM, KQMQ-AF			
KHWY, Inc.	14.1 %	14.5 %	17.1 %
KCCN-FM, KCCN-AM, KINE-FM			
KRTR, pend.	12.6 %	16.9 %	8.4 %
KGMZ-FM, KRTR-FM			
	79.6 %	83.7 %	89.6 %

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KGU	T	760	Honolulu 0.8 4.9
KLHT	REL	1040	Honolulu 0.4 1.6
KZOO	E	1210	Honolulu 0.6 1.7

HONOLULU

AM Stations

KCCN	1420	5 kw	Ethnic (Hawaiian)		\$ NA	Banner	KHWY, Inc.
KGU	760	10 kw	Talk	CBS, WW1, TARN	<\$20.00	---	
KHNR	650	10 kw	News		CNN	\$ NA	Chagal, pend.
KHVH	830	10 kw	News/Talk		ABC	\$25.00	Christal Capstar, pend.
KQMQ	690	10 kw	See KQMQ-F				
KSSK	590	7.5 kw	Full Service			\$60.00	Eastman Capstar, pend.
KULA	1460	5 kw	See KRTR-F				
KUMU	1500	10 kw	Standards	Westwd	\$ NA	Banner	

FM Stations

KAIM	95.5	100 kw @ -24	Religion	USA	\$16.00	---	
KCCN	100.3	100 kw @ 1965	Ethnic-Cont. Haw'n		\$57.00	Banner	KHWY, Inc.
KDEO	102.7	61 kw @ 1893	AOR		\$24.00	---	Caribou, pend. Waipahu
KGMZ	107.9	100 kw @ 1965	Oldies		\$18.00	---	KRTR Aiea
KIKI	93.9	100 kw @ -144	CHR		\$44.00	Christal	Capstar, pend.
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	---	Capstar, pend.
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	KGMZ Kailua
KSSK	92.3	100 kw @ 1950	AC		\$71.00	Eastman	Capstar, pend. Waipahu
KUCD	101.9	100 kw @ 1965	Jazz		\$25.00	---	Capstar, pend. Pearl City
KUMU	94.7	100 kw @ 78	EZ/Soft AC		<\$20.00	Banner	

Notes: 1/97 KGU sold for \$575,000 . . . 2/97 KIKI (AM) returned to the air, simulcasting KIKI-FM . . . 3/97 KDEO-F sold to Caribou (Kent Nichols) for \$1,590,000 (Kaili) . . . 3/97 KDEO-F changed from AOR to "Rhythmic AC" after Winter survey . . . 3/97 KUMU-AF sold to its GM, Jeff Coehlo, for \$2,800,000 . . . KHNR sold by Chris Dahl to Chagal for \$720,000 . . . 4/97 KGMZ-F sold to KRTR-F (Scott Fey, Jerry Clifton, Austin Vali) for \$1,600,000 (Exline) . . . 4/97 Patterson sold these stations to Capstar: KHVH for \$2,200,000; KIKI-AF for \$10,000,000; KKLV-F for \$3,700,000; KSSK for \$8,300,000; KSSK-F for \$16,200,000; KUCD-F for \$3,200,000

Jim Duncan

Comments: KGMZ-F jumped with its new Oldies format

HOUSTON-GALVESTON

Arbitron Rank: 9 Pop (12+) 3,393,100
MSA Rank: 8
MSA Pop: 4,250,000
DMA: 11
Average Persons Rating: 16.8
Market TSL in Hours: 22.25

Stations: 33 / 33
Diaries: 4,120/824:1/48.6%
Sample Target: 4,030
% Below Line: 0.0
% Not Listed: 13.4
Pop per Station: 102,821

Last Year's Revenue: \$199,000,000
Household Income: \$45,437
Retail Dollars: \$40.6 Bil.
#1 Biller: KKQB-AF \$18,130,000
#1 Billing Portfolio:
 Chancellor \$44,490,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level		
1	KBXX-F	CHR/B	460 / 8.1	7.7	7.0	7.5	7.2	7.6	6250 / 18.4	17.0	16.5	I	KBXX-F
2	KODA-F	SAC	384 / 6.7	5.8	5.4	6.2	7.5	6.0	5709 / 16.8	15.8	16.2	J	KODA-F
3	KRBE-F	CHR	375 / 6.6	5.8	5.4	4.5	4.2	5.6	7414 / 21.8	19.2	15.4	I	KRBE-F
4	KMJQ-F	B/AC	311 / 5.5	5.3	5.4	6.0	5.2	5.5	4112 / 12.1	11.3	11.4	H	KMJQ-F
5	KHMX-F	AC/CHR	308 / 5.4	5.9	5.3	4.9	4.6	5.4	5626 / 16.6	16.8	14.4	I	KHMX-F
6	KQUE-F	ST	270 / 4.7	5.2	4.1	5.1	5.0	4.8	2698 / 8.0	8.1	8.2	F	KQUE-F
7	KILT-F	C	261 / 4.6	4.5	5.9	4.6	5.6	4.9	4170 / 12.3	12.5	14.6	J	KILT-F
8	KKBQ-AF	C	259 / 4.5	4.7	4.6	5.3	5.4	4.8	4417 / 13.0	13.0	13.7	J	KKBQ-AF
9	KLDE-F	O	251 / 4.4	3.9	3.6	4.3	4.0	4.1	4426 / 13.0	12.3	12.2	I	KLDE-F
10	KTRH	N	230 / 4.0	4.6	3.7	4.6	4.9	4.2	5105 / 15.0	16.0	16.4	I	KTRH
11	KIKK-F	C	195 / 3.4	3.1	3.6	3.5	3.3	3.4	3879 / 11.4	11.1	12.5	H	KIKK-F
12	KLOL-F	AOR	191 / 3.3	3.6	3.8	3.3	3.4	3.5	3653 / 10.8	12.5	10.4	I	KLOL-F
13	KKRW-F	CL AOR	176 / 3.1	3.4	3.7	3.3	3.5	3.4	3674 / 10.8	11.7	11.2	H	KKRW-F
14	KTBF-F	AOR-NR	174 / 3.1	3.7	3.5	3.1	2.8	3.3	3349 / 9.9	12.1	9.5	G	KTBF-F
15	KLTN-FF	SP	171 / 3.0	3.2	3.8	3.1	2.7	3.3	2288 / 6.7	6.4	6.2	G	KLTN-FF
16	KPRC	T	159 / 2.8	3.8	3.1	3.3	2.8	3.2	2064 / 6.1	7.8	6.5	G	KPRC
17	KQKQ-F	SP	154 / 2.7	2.5	2.7	3.2	2.5	2.8	2954 / 8.7	7.8	7.3	F	KQKQ-F
18	KHYS-FF	CHR/U	117 / 2.1	1.4	1.6	1.8	1.8	1.7	2340 / 6.9	5.3	4.9	E	KHYS-FF
19	KLAT	SP	93 / 1.6	1.0	1.5	1.3	1.7	1.4	1150 / 3.4	2.9	3.5	D	KLAT
20	KXTJ-F	SP	69 / 1.2	1.0	1.1	1.2	1.2	1.1	1411 / 4.2	4.0	4.8	D	KXTJ-F
21	KSEV	T	61 / 1.1	1.0	1.2	1.0	0.9	1.1	1367 / 4.0	4.5	3.3	D	KSEV

12+ FM Share (Metro): 84.88 % (4195 of 4942) (Winter 96: 83.52 %)

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 KRBE-F	1 KODA-F <	1 KODA-F	1 KODA-F <	1 KBXX-F <	1 KODA-F >	1 KBXX-F	1 KBXX-F >	1 KBXX-F
2 KRBE-F >>	2 KRBE-F	KODA-F <	2 KHMX-F <	2 KHMX-F <	2 KQUE-F	2 KODA-F <	2 KHMX-F <	2 KRBE-F <	2 KMJQ-F <	2 KMJQ-F
3 KTBF-F	3 KHMX-F	3 KHMX-F	3 KMJQ-F <	3 KMJQ-F	3 KLDE-F	3 KTRH <	3 KRBE-F <	3 KODA-F	3 KRBE-F >	3 KTRH >
	4 KLTN-FF <	KBXX-F	4 KRBE-F	4 KRBE-F <	4 KTRH	4 KRBE-F	4 KQUE-F	4 KHMX-F	4 KODA-F <	
	5 KKBQ-AF <	5 KMJQ-F	5 KBXX-F <	5 KLDE-F	KMJQ-F	KHMX-F <	KBXX-F	5 KKBQ-AF <	5 KTBF-F <	
	6 KTBF-F	6 KKBQ-AF	6 KLDE-F <	6 KILT-F <	6 KILT-F	6 KILT-F <	6 KKBQ-AF <	6 KMJQ-F <	6 KTRH	
	KMJQ-F <	7 KLDE-F <	7 KKBQ-AF	7 KBXX-F <	7 KHMX-F	7 KLOL-F	7 KLDE-F <	7 KLDE-F	7 KILT-F	
	8 KLOL-F		8 KKRW-F <	8 KKBQ-AF <			8 KPRC	KILT-F <		
	KODA-F		9 KILT-F <	9 KKRW-F <			KMJQ-F	9 KQUE-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 KBXX-F <	1 KHMX-F	1 KODA-F	1 KODA-F	1 KBXX-F	1 KBXX-F <	1 KRBE-F <	1 KBXX-F	1 KLOL-F
2 KRBE-F	2 KHMX-F <	2 KRBE-F <	2 KHMX-F	2 KHMX-F	2 KRBE-F >	2 KRBE-F	2 KBXX-F <	KLDE-F <	2 KMJQ-F <
3 KHMX-F <	3 KRBE-F	3 KBXX-F	3 KRBE-F <	3 KMJQ-F	3 KTBF-F	3 KLOL-F	3 KLOL-F	3 KRBE-F	3 KKRW-F <
4 KODA-F	4 KODA-F	4 KODA-F	4 KMJQ-F <	4 KRBE-F <	4 KLOL-F <	4 KTBF-F	4 KHMX-F <	4 KMJQ-F <	4 KRBE-F <
5 KLTN-FF	5 KMJQ-F	5 KKBQ-AF <	5 KBXX-F	5 KLDE-F	5 KLTN-FF	5 KLTN-FF	5 KTBF-F <	5 KKRW-F <	5 KBXX-F <
KMJQ-F >	6 KKBQ-AF	6 KMJQ-F	6 KKBQ-AF	6 KILT-F <	6 KKBQ-AF	6 KHMX-F	6 KLTN-FF	6 KHMX-F	6 KLDE-F
	7 KLTN-FF	7 KILT-F	7 KLDE-F	7 KKBQ-AF	7 KIKK-F	7 KKBQ-AF	7 KKRW-F	7 KODA-F	KODA-F <
		8 KILT-F	8 KILT-F	8 KBXX-F				KKQB-AF <	8 KHMX-F <

HOUSTON-GALVESTON

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
Chancellor, pend. KTRH-AM, KKBQ-AF, KLOL-FM	11.8 %	12.3 %	22.3 %	KCOH	B	1430 Houston	0.5	1.9	
				KEYH	SP	850 Houston	0.5	1.7	
Clear Channel KMJQ-FM, KSEV-AM, KPRC-AM, KBXX-FM	17.5 %	15.4 %	16.3 %	KILT	SPRTS	610 Houston	0.9	3.5	
				KLVL	SP	1480 Pasadena	0.3	0.9	
EI Dorado KXTJ-FM, KQK-FM, KOND-FM, KLVL-AM, KEYH-AM	4.7 %	4.5 %	3.7 %	KRTS-F	CL	92.1 Seabrook	0.8	2.5	
				KRTX-F	SP	100.7 Winnie	0.4	2.0	
HefTel/Cir. Chnl. KLAT-AM, KMPQ-AM, KLTN-FM, KLTO-FM	4.6 %	4.6 %	4.7 %	KWWJ	B/G	1360 Baytown	0.4	1.2	
				KXYZ	SP	1320 Houston	0.4	1.7	
Nationwide KHMx-FM, KTBZ-FM	8.5 %	9.5 %	9.6 %	KYOK	G	1590 Houston	0.5	1.5	
SFX KKRW-FM, KNUZ-AM, KODA-FM, KQUE-FM	14.5 %	14.6 %	15.7 %						
Westinghouse KILT-AM, KIKK-FM, KILT-FM, KXYZ-AM, KIKK-AM	9.3 %	9.7 %	14.4 %						
	70.9 %	70.6 %	86.7 %						

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product	Station
KKBQ	790	5 kw (DA-2)	See KKBQ-F				
KLAT	1010	5 kw (DA-2)	Hispanic	\$71.00	Katz	HefTel/Cir. Chnl.	
KPRC	950	5 kw (DA-N)	Talk	ABC, WW1, Talknt	\$110.00	Katz	Clear Channel
KSEV	700	15 kw/1 kw (DA-2)	Talk	WW1, ABC, Talknt	\$40.00	Katz	Clear Channel
KTRH	740	50 kw (DA-2)	News	CBS, Westwd	\$240.00	Christal	Chancellor, pend.

FM Stations

Station	Power	Time	Format	Advertiser	Agency	Product	Station
KBXX	97.9	100 kw @ 1920	CHR/Black	\$164.00	Banner	Clear Channel	
KHMx	96.5	100 kw @ 1920	AC/CHR	\$200.00	Banner	Nationwide	
KHYS	98.5	100 kw @ 1952	CHR/Urban	\$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	Chancellor, pend.	Pasadena
KKRW	93.7	100 kw @ 1720	Classic AOR	\$154.00	Allied	SFX	
KLDE	94.5	100 kw @ 1920	Oldies	Westwd	\$195.00	D&R	Bonneville
KLOL	101.1	100 kw @ 1920	AOR	Source	\$212.00	Christal	Chancellor, pend.
KLTN	93.3	100 kw @ 1952	Hispanic	\$75.00	Katz Hisp.	HefTel/Cir. Chnl.	Pt. Arthur
KLTO	104.9	2.55 kw @ 350	See KLTN-F				
KMJQ	102.1	100 kw @ 1720	Black AC	\$175.00	Cir Chnl	Clear Channel	
KODA	99.1	100 kw @ 1920	Soft AC	\$340.00	Allied	SFX	
KQK	106.5	100 kw @ 1322	Hispanic	\$70.00	EI Dorado	EI Dorado	Galveston
KQUE	102.9	100 kw @ 984	Standards	\$100.00	Allied	SFX	
KRBE	104.1	100 kw @ 1920	CHR	\$175.00	Eastman	Susquehanna	
KTBZ	107.5	98 kw @ 1973	AOR-New Rock	\$125.00	Mc-Guild	Nationwide	
KXTJ	107.9	100 kw @ 1807	Hispanic	\$65.00	EI Dorado	EI Dorado	Beaumont

Notes: 3/97 KQUE-F format moved to KNUZ (1230); KQUE-F changed from Standards to Modern AC (AC-NR) as "Modern Hits 102.9 The Planet" . . . 3/97 KIKK-F changed from Country to "Young Country"; KIKK (AM) dropped its Classic Country to simulcast KIKK-F . . . 3/97 Chancellor acquired through merger with Evergreen KTRH and KLOL-F . . . 4/97 KKBQ-AF sold by Gannett to Chancellor for \$110,000,000 . . . KLVL sold for \$1,250,000

Jim Duncan

Comments: KBXX-F had its highest 12+ share in more than two years . . . KRBE-F recorded its fourth straight overall gain . . . This was KQUE-F's final rating period as a Standards station -- too bad . . . KKBQ-AF is showing a slow down trend

HUNTSVILLE

Arbitron Rank: 115 Pop (12+) 358,000	Stations: 22 / 19	Last Year's Revenue: \$13,200,000
MSA Rank: 147-Hunt.; 250-Dec.	Diaries: 932/384:1/59.4%	Household Income: \$43,616
MSA Pop: 433,000	Sample Target: 920	Retail Dollars: \$4.3 Bil.
DMA: 86 (w/Decatur)	% Below Line: 7.4	#1 Biller: WDRM-AF \$5,600,000
Average Persons Rating: 15.4	% Not Listed: 15.8	#1 Billing Portfolio: Osborn \$5,600,000
Market TSL in Hours: 20.75	Pop per Station: 18,842	

12+ Metro	Format	Winter 97 1/4 Share	Fail 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fail 96	Win 96	Revenue Level
1 WDRM-AF	C	107 / 19.5	16.2	20.3	25.6	24.9	20.4	1288 / 35.4	33.4	41.3	G WDRM-AF
2 WZYP-F	CHR	78 / 14.2	13.5	11.6	12.2	10.0	12.9	1069 / 29.9	29.2	24.7	D WZYP-F
3 WAHR-F	AC	45 / 8.2	12.7	8.3	9.6	10.5	9.7	818 / 17.3	21.3	19.7	C WAHR-F
4 WRSA-F	SAC	41 / 7.5	6.2	10.3	7.3	6.7	7.8	530 / 14.8	14.5	13.1	B WRSA-F
5 WTAK-F	AOR	30 / 5.5	7.3	7.9	7.9	7.4	7.1	542 / 15.2	15.7	16.9	C WTAK-F
6 WENN-F	B	26 / 4.7	1.9	3.6	2.5	2.0	3.2	323 / 9.0	5.6	6.8	WENN-F
7 WVNN	T	21 / 3.8	3.7	3.4	1.8	4.2	3.2	340 / 9.5	7.3	8.9	B WVNN
8 WEUP-F	B	20 / 3.8	3.8	2.6	1.8	1.8	3.0	310 / 8.8	7.3	5.9	A WEUP-F
9 WLOR	G	15 / 2.7	1.7	2.4	2.1	2.5	2.2	98 / 2.7	2.9	3.4	WLOR
10 WWXQ-FF	AC/CHR	14 / 2.5	1.7	3.2	2.7	2.9	2.5	281 / 7.3	7.8	8.6	A WWXQ-FF
11 WEUP	B	12 / 2.2	3.5	2.4	2.1	2.5	2.5	190 / 5.3	5.6	5.9	B WEUP
12 WKDF-F	AOR	11 / 2.0	3.3	2.6	3.4	2.5	2.8	243 / 6.8	9.2	8.1	WKDF-F
13 WPZM-F	C	8 / 1.5	2.3	1.5	1.6	1.8	1.7	231 / 6.5	8.0	7.6	A WPZM-F

12+ FM Share (Metro): 86.39 % (400 of 463) (Winter 96: 86.49 %)

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 WDRM-AF >	2 WDRM-AF >	2 WZYP-F >	2 WZYP-F >	2 WZYP-F >	2 WRSA-F	2 WZYP-F >>	2 WZYP-F	2 WZYP-F >	2 WDRM-AF <	2 WZYP-F >>
3 WENN-F	3 WTAK-F	3 WAHR-F	3 WAHR-F >	3 WAHR-F >	3 WAHR-F	3 WRSA-F <	3 WAHR-F	3 WAHR-F	3 WENN-F >	
4 WEUP-F >>	WENN-F >	4 WTAK-F >	4 WTAK-F >>	4 WTAK-F >	4 WZYP-F >	4 WAHR-F >	4 WVNN <	4 WTAK-F <	4 WEUP-F	
	5 WEUP-F	5 WENN-F			5 WVNN	5 WTAK-F >	5 WRSA-F >	5 WRSA-F >	5 WAHR-F <	5 WRSA-F
							6 WENN-F	6 WENN-F	6 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 WENN-F	1 WZYP-F >>	1 WZYP-F >>	1 WZYP-F <	1 WDRM-AF <	1 WZYP-F	1 WZYP-F <	1 WDRM-AF	1 WDRM-AF	1 WDRM-AF >
WZYP-F	2 WENN-F <	2 WAHR-F	2 WDRM-AF >	2 WZYP-F	2 WDRM-AF	2 WDRM-AF	WZYP-F >	2 WZYP-F	2 WZYP-F
3 WDRM-AF >>	3 WDRM-AF >	WDRM-AF	3 WAHR-F >	3 WAHR-F >>	3 WENN-F	3 WTAK-F >>	3 WTAK-F >	3 WTAK-F >	3 WTAK-F
4 WWXQ-FF	4 WAHR-F	4 WENN-F	4 WENN-F >	4 WLOR	WTAK-F	4 WKDF-F	4 WWXQ-FF	4 WAHR-F >	4 WAHR-F >
WEUP-F >>	5 WEUP-F	5 WEUP-F	5 WLOR		5 WKDF-F >>	WENN-F	5 WEUP-F	5 WVNN	5 WVNN
	6 WWXQ-FF					WWXQ-FF	WVNN >	6 WRSA-F	6 WRSA-F
						WEUP-F			

Consolidation Report	12+	25-54	Revenue
Athens WPZM-FM, WUMP-AM, WVNN-AM, WZYP-FM	20.2 %	20.7 %	21.6 %
Local WTAK-FM, WWXQ-FM, WXQW-FM	8.0 %	9.9 %	12.1 %
	28.3 %	30.6 %	33.7 %

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WDJL	ST	1000	Huntsville 1.3 3.0
WNDA-F	REL	95.1	Huntsville 1.3 3.6
WQLT-F	AC	107.3	Florence 1.3 5.6
WRJL-F	REL	99.9	Eva 0.5 1.7
WTKI	T	1450	Huntsville 0.5 2.4
WUMP	SPRST	730	Madison 0.7 2.5

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WVNA-F	CL AOR	100.3	Tuscumbia 0.7 1.8

HUNTSVILLE

AM Stations

WBHP	1230	1 kw	See WDRM-F					
WEUP	1600	5 kw/0.5 kw (DA-N)	Black	AURN	\$<20.00	---		
WLOR	1550	50 kw/0.5 kw (DA-N)	Gospel		\$ NA	---		
WVNN	770	10 kw/0.25 kw (DA-N)	Talk	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	Capstar	Decatur
WEUP	92.1	1.2 kw @ 460	Black		\$ NA	---		Minor Hill, TN
WNDA	95.1	50 kw @ 110	Religion	SRN	\$ NA	---		
WPZM	93.3	100 kw @ 1040	Country	ABC	\$<20.00	Christal	Athens	Tullahoma, TN
WRSA	96.9	100 kw @ 830	Soft AC	CBS	\$27.00	---		Decatur
WTAK	106.1	6 kw @ 328	AOR	ABC	\$26.00	Banner		Hartselle
WWXQ	92.5	3.1 kw @ 423	AC/CHR	ABC	\$ NA	Banner	WTAK-F	Trinity
WXQW	94.1	0.41 kw @ 1155	See WWXQ-F					Meridianville
WZYP	104.3	100 kw @ 1115	CHR	ABC	\$47.00	Christal	Athens	Athens

Notes: WENN-F -- See Birmingham; WKDF-F -- See Nashville . . . 3/97 WWXQ-F and WXQW-F changed from AC/CHR to Dance CHR (CHR/B) after the Winter survey

Jim Duncan

Comments: WZYP-F is in a nice uptrend . . . WAHR-F fell back into its normal range

***** 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	

INDIANAPOLIS

Arbitron Rank: 36 Pop (12+) 1,124,000
MSA Rank: 35
MSA Pop: 1,500,000
DMA: 25
Average Persons Rating: 15.2
Market TSL In Hours: 20.00

Stations: 28 / 25
Diaries: 2,979/377:1/58.2%
Sample Target: 2,810
% Below Line: 1.7
% Not Listed: 7.3
Pop per Station: 44,960

Last Year's Revenue: \$65,600,000
Household Income: \$45,665
Retail Dollars: \$16.1 Bil.
#1 Biller: WFBO-F \$14,600,000
#1 Billing Portfolio: SFX \$18,850,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1	WFBO-F	AOR/T	207 / 12.1	12.7	11.7	11.3	10.9	12.0	2948 / 26.2	26.8	26.1	I WFBO-F
2	WFMS-F	C	204 / 11.9	11.0	10.7	12.6	13.4	11.6	2512 / 22.3	22.5	23.9	I WFMS-F
3	WIBC	FS/T	155 / 9.1	9.0	8.6	8.2	9.7	8.7	2183 / 19.4	22.2	22.9	H WIBC
4	WHHH-F	CHR/B	109 / 6.4	4.6	5.0	4.0	4.6	5.0	1531 / 13.6	12.0	13.5	D WHHH-F
5	WGRL-F	C	95 / 5.6	6.2	5.1	6.1	5.7	5.7	1509 / 13.4	14.0	12.7	E WGRL-F
6	WTPI-F	SAC	95 / 5.6	6.0	4.4	6.7	6.6	5.7	1365 / 12.1	11.6	12.7	F WTPI-F
7	WENS-F	AC	93 / 5.4	5.8	5.8	6.1	5.8	5.8	1943 / 17.3	16.9	16.0	G WENS-F
8	WTLC-F	B	87 / 5.1	5.1	4.8	4.4	4.1	4.8	1114 / 9.9	10.2	10.2	E WTLC-F
9	WZPL-F	CHR/AC	76 / 4.4	4.7	4.6	4.3	4.2	4.5	1840 / 16.4	18.1	16.6	D WZPL-F
10	WNAP-F	O-70s	72 / 4.2	4.7	6.5	6.4	4.9	5.4	1772 / 15.8	17.5	14.0	E WNAP-F
	WRZX-F	AOR-NR	72 / 4.2	4.7	6.4	4.5	5.3	5.0	1412 / 12.6	12.3	14.7	E WRZX-F
12	WMYS	ST	69 / 4.0	3.4	3.3	3.5	3.5	3.6	758 / 6.7	6.2	6.8	A WMYS
13	WTTS-F	AOR-P	36 / 2.1	2.3	2.6	2.5	2.2	2.4	734 / 6.5	7.5	6.8	
14	WGGR-F	B/AC	26 / 1.5	1.7	1.5	1.3	1.9	1.5	387 / 3.4	4.1	4.1	A WGGR-F
15	WQFE-F	O	24 / 1.4	1.3	2.0	1.3	1.1	1.5	606 / 5.4	4.7	4.3	WQFE-F
16	WSYW-F	CL	22 / 1.3	1.1	0.7	0.6	0.5	0.9	328 / 2.9	3.5	2.0	WSYW-F
17	WNDE	SPRIS	21 / 1.2	1.6	1.3	1.1	1.8	1.3	622 / 5.5	6.5	6.4	A WNDE
18	WXIR-F	REL	20 / 1.2	1.1	1.0	0.9	1.4	1.1	455 / 4.0	3.6	3.8	WXIR-F
	WTLC	B/G/O	20 / 1.2	0.9	1.2	1.1	1.3	1.1	273 / 2.4	2.6	2.9	WTLC

12+ FM Share (Metro): 80.62 % (1094 of 1357) (Winter 96: 82.07 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overtime
1 WHHH-F >>	1 WFBO-F >>	1 WFBO-F >	1 WFBO-F >	1 WFBO-F >	1 WFMS-F <	1 WFBO-F >>	1 WFMS-F	1 WFMS-F	1 WHHH-F <	1 WHHH-F
2 WZPL-F >	2 WFMS-F	2 WFMS-F >	2 WFMS-F >	2 WFMS-F >	2 WIBC >	2 WFMS-F <	2 WFBO-F <	2 WFBO-F	2 WTLC-F <	2 WIBC
3 WRZX-F	WHHH-F	3 WENS-F <	3 WENS-F	3 WENS-F <	3 WFBO-F	3 WIBC >>	3 WIBC >	3 WIBC	3 WFMS-F >	3 WFMS-F
	WRZX-F	4 WGRL-F	4 WTPI-F <	4 WTPI-F <	4 WTPI-F <	4 WENS-F	4 WTPI-F <	4 WHHH-F <	4 WGRL-F	4 WFMS-F
	5 WTLC-F <	5 WTLC-F	5 WNAP-F	5 WIBC <	5 WMYS	5 WGRL-F <	5 WENS-F	5 WTPI-F <	5 WRZX-F <	5 WRZX-F
	6 WGRL-F <	WHHH-F <	WGRL-F <	6 WNAP-F	6 WENS-F	6 WTPI-F <	6 WGRL-F	6 WENS-F <	6 WFBO-F <	6 WFBO-F
	7 WZPL-F <	7 WNAP-F	7 WIBC	WGRL-F		7 WHHH-F <	WMYS	7 WGRL-F <	7 WZPL-F	7 WZPL-F
	8 WENS-F	WTPI-F <	8 WTLC-F					8 WZPL-F <		
		9 WRZX-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 WHHH-F	1 WFMS-F <	1 WENS-F	1 WFMS-F >	1 WFMS-F	1 WRZX-F	1 WFBO-F >>	1 WFBO-F >>	1 WFBO-F >>	1 WFBO-F >>
	WFMS-F	2 WFBO-F	2 WENS-F <	2 WENS-F	WFBO-F >>	2 WRZX-F >	2 WRZX-F	2 WFMS-F <	2 WFMS-F
3 WTLC-F <	3 WFBO-F	WFMS-F	3 WFBO-F	3 WTPI-F	3 WHHH-F	3 WHHH-F	3 WTTS-F	3 WRZX-F	3 WIBC <
4 WZPL-F	4 WENS-F <	4 WHHH-F	4 WGRL-F <	4 WFBO-F	4 WFMS-F	4 WFMS-F <	4 WIBC	4 WNAP-F	4 WNAP-F
5 WFBO-F	5 WTLC-F <	5 WGRL-F	5 WTPI-F <	5 WGRL-F	5 WGRL-F	5 WGRL-F <	5 WGRL-F	5 WIBC	5 WTTS-F
6 WGRL-F	6 WZPL-F	WTPI-F <	6 WTLC-F <	6 WTLC-F	6 WTLC-F	6 WTTS-F	WHHH-F		WTPI-F
7 WRZX-F	WGRL-F	7 WNAP-F	7 WHHH-F	7 WIBC	WZPL-F >	WTLC-F	WTLC-F		WRZX-F <
	8 WTPI-F	WTLC-F	8 WZPL-F	WHHH-F <					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBRI	REL	1500	Indianapolis 0.4 1.2
WCBK-F	C	102.3	Martinsville 0.4 1.7
WGLD-F	J	93.9	Noblesville 0.9 2.4
WIRE-F	C	100.9	Lebanon 0.4 0.8
WPZZ-F	REL	95.9	Franklin 0.6 1.4
WXLW	REL	95.0	Indianapolis 0.4 1.7

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WKKG-F	C	101.5	Columbus, IN 1.0 2.9
WLW	FS/T	700	Cincinnati 0.4 1.1
WXXP-F	AC	97.9	Anderson 0.4 1.9

INDIANAPOLIS

Consolidation Report	12+	25-54	Revenue
Emmis WENS-FM, WIBC-AM, WNAP-FM	18.7 %	19.4 %	28.0 %
Local WGGR-FM, WHHH-FM, WIRE-FM	8.3 %	16.1 %	3.8 %
MyStar WMYS-AM, WTPI-FM, WZPL-FM	14.0 %	11.4 %	11.4 %
SFX WFBQ-FM, WNDE-AM, WRZX-FM	17.5 %	20.8 %	28.7 %
Susquehanna, pend. WFMS-FM, WGLD-FM, WGRL-FM	18.4 %	18.5 %	21.2 %
	76.9 %	86.2 %	93.1 %

AM Stations

Station	Freq	Power	Format	Source	Rate	Agency	Advertiser
WIBC	1070	50 kw/10 kw (DA-2)	Full Service/Talk	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
WTLC	1310	5 kw/1 kw (DA-N)	Black Gospel/Oldies	CBS	\$ NA	Mc-Guild	Panache

FM Stations

Station	Freq	Power	Format	Source	Rate	Agency	Advertiser	City
WENS	97.1	23 kw @ 739	AC		\$137.00	Christal	Emmis	Shelbyville
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	Greenwood
WGLD	93.9	2.8 kw @ 492	Jazz	ABC	\$20.00	Mc-Guild	Susquehanna, pend.	Noblesville
WGRL	104.5	50 kw @ 492	Country		\$61.00	Allied	Susquehanna	
WHHH	96.3	0.64 kw @ 715	CHR/Black		\$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	Danville
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	Progressive AOR	CBS	\$33.00		Sarkes Tarzian	Bloomington
WXIR	98.3	3 kw @ 300	Religion		\$ NA	—	WBRI	Plainfield
WZPL	99.5	12.6 kw @ 990	CHR/AC	AP	\$59.00	D&R	MyStar	Greenfield

Notes: 2/97 WIRE-F (100.9; Lebanon) sold to WHHH-F/WGGR-F for \$1,200,000 . . . 4/97 WGLD-F sold to Susquehanna for \$4,300,000

Jim Duncan

Comments: WENS-F had its lowest share in two years . . . WRZX-F has showed a sharp decline over the last two surveys . . . WHHH-F had its highest share ever as WZPL-F becomes an indirect competitor . . . Classical WSYW-F had its fourth consecutive up book – all the way to a 1.3

JACKSON, MS

Arbitron Rank: 118 Pop (12+)	341,000	Stations: 25 / 24	Last Year's Revenue: \$15,200,000
MSA Rank:	120	Diaries: 1,008/338:1/54.5%	Household Income: \$38,344
MSA Pop:	421,000	Sample Target: 920	Retail Dollars: \$4.3 Bil.
DMA:	91	% Below Line: 0.4	#1 Biller: WMSI-F \$4,400,000
Average Persons Rating:	16.2	% Not Listed: 15.2	#1 Billing Portfolio:
Market TSL in Hours:	22.00	Pop per Station: 14,208	Capstar (pend.) \$12,050,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1	WJMI-F	B	91 / 16.4	13.9	13.9	15.7	14.5	15.0	847 / 24.8	24.5	25.7	D WJMI-F
2	WKXI-F	B/AC	54 / 9.7	7.2	8.2	8.0	7.6	8.3	672 / 19.7	20.0	18.0	B WKXI-F
	WMSI-F	C	54 / 9.7	10.8	12.6	11.1	11.2	11.1	796 / 23.3	22.0	27.2	F WMSI-F
4	WYOY-F	CHR	32 / 5.8	3.3	3.1	3.3	3.3	3.9	519 / 15.2	11.4	8.7	A WYOY-F
5	WJDX-F	AC/CHR	31 / 5.6	6.9	5.7	7.9	6.0	6.5	522 / 15.3	18.2	17.4	C WJDX-F
6	WSTZ-F	AOR	27 / 4.9	4.3	5.5	8.4	5.2	5.8	425 / 12.5	13.1	13.0	D WSTZ-F
7	WVIV-F	ST	24 / 4.3	3.8	1.9	2.6	3.7	3.2	260 / 7.6	6.2	6.3	A WVIV-F
8	WTYX-F	O	22 / 4.0	4.6	5.9	3.3	4.1	4.4	382 / 11.2	13.3	13.3	C WTYX-F
9	WJNT	N/T	21 / 3.8	4.0	4.6	3.7	5.6	4.0	254 / 7.4	8.3	8.3	B WJNT
10	WZRZ	B/G	17 / 3.1	4.1	1.0	1.3	1.9	2.3	189 / 5.5	5.3	4.5	A WZRZ
	WOAD	B/G	17 / 3.1	2.2	5.3	4.0	3.3	3.6	249 / 7.3	9.3	10.2	A WOAD
12	WJKK-F	C	13 / 2.3	3.4	3.2	2.6	2.1	2.9	225 / 6.6	9.0	7.3	A WJKK-F
13	WKTF-F	C	11 / 2.0	2.7	2.7	2.6	3.5	2.5	286 / 8.4	9.2	11.1	C WKTF-F

12+ FM Share (Metro): 82.77 % (389 of 470) (Winter 96: 81.51 %)

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 WJMI-F <	1 WKXI-F <	1 WMSI-F	1 WMSI-F	1 WJMI-F	1 WJMI-F >	1 WJMI-F >>	1 WJMI-F >>
2 WYOY-F >	2 WKXI-F	2 WKXI-F	2 WKXI-F	2 WJMI-F	2 WKXI-F	2 WJMI-F	2 WMSI-F	2 WKXI-F <	2 WKXI-F >>	2 WMSI-F
3 WKXI-F >>	3 WYOY-F	3 WMSI-F	3 WMSI-F	3 WMSI-F >	3 WVIV-F >	3 WKXI-F >	3 WKXI-F	3 WMSI-F	3 WMSI-F <	3 WKXI-F >
	WSTZ-F	4 WSTZ-F <	4 WSTZ-F	4 WSTZ-F <	4 WJMI-F	4 WYOY-F <	4 WJNT >	4 WYOY-F	4 WSTZ-F <	
5 WJDX-F	5 WYOY-F	5 WTYX-F	5 WTYX-F	5 WJDX-F	WJNT	5 WSTZ-F <	5 WJDX-F <	5 WJDX-F		
6 WMSI-F	WJDX-F <	6 WJDX-F <	WJDX-F			6 WJDX-F	6 WYOY-F <	6 WSTZ-F <		
	7 WTYX-F >	7 WYOY-F					7 WSTZ-F <			
							8 WVIV-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 WKXI-F	1 WJMI-F	1 WKXI-F	1 WJMI-F >>	1 WJMI-F >>	1 WJMI-F >	1 WJMI-F >	1 WJMI-F
2 WJDX-F	2 WKXI-F <	WJMI-F	2 WKXI-F	2 WMSI-F	2 WYOY-F	2 WSTZ-F >	2 WSTZ-F >	2 WKXI-F	2 WKXI-F
3 WKXI-F	3 WJDX-F	3 WJDX-F	3 WJDX-F	3 WJMI-F <	WSTZ-F	3 WYOY-F	3 WKXI-F	3 WSTZ-F	3 WSTZ-F
WYOY-F	4 WYOY-F >	WMSI-F	WMSI-F >	4 WJDX-F	WMSI-F >	4 WKXI-F	WYOY-F >>	4 WMSI-F	4 WMSI-F >
5 WJKK-F >>	5 WMSI-F	5 WYOY-F	5 WYOY-F	5 WOAD	5 WKXI-F	5 WMSI-F >	5 WTYX-F	5 WYOY-F	5 WTYX-F
		WOAD	6 WTYX-F	6 WTYX-F	WJDX-F >>		WJNT	6 WTYX-F >	6 WJNT
				WYOY-F			WMSI-F >>		7 WYOY-F >

Consolidation Report	12+	25-54	Revenue
Capstar, pend. WJDS-AM, WJDX-FM, WJMI-FM, WKTF-FM, WKXI-FM, WKXI-AM, WMSI-FM, WOAD-AM, WSTZ-FM, WZRZ-AM	56.5 %	57.1 %	79.2 %
New South WIIN-AM, WJKK-FM, WYOY-FM	8.1 %	6.1 %	5.9 %
	64.6 %	63.2 %	85.1 %

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WJNS-F REL	92.1	Yazoo City	0.4 1.1

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBKJ-F C	105.1	Kosciusko	0.5 2.7
WHJT-F REL	93.5	Clinton	1.4 5.4
WJDS SPRTS	620	Jackson	0.7 2.5
WJXN-F REL	92.9	Utica	0.9 2.4
WKXI B/O	1400	Jackson	1.3 2.7
WMGO G	1370	Canton	1.6 3.0
WRJH-F REL	97.7	Brandon	0.9 2.5

JACKSON, MS

AM Stations

WJDS	620	5 kw/1 kw (DA-N)	Sports	ABC	\$ NA	Mc-Guild	Capstar, pend.	
WJNT	1180	50 kw/500 w (DA-N)	Talk	ABC, CBS, Westwd	\$21.00	---		Pearl
WOAD	1300	5 kw/1 kw	Black Gospel	AURN, ABC, Westwd	\$<20.00	Banner	Capstar	
WZRZ	1590	5 kw/1 kw (DA-N)	Black Gospel		\$<20.00	D&R	Capstar, pend.	

FM Stations

WJDX	96.3	100 kw @ 1410	AC/CHR		\$35.00	Mc-Guild	Capstar, pend.	
WJKK	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	Capstar, pend.	
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	Capstar, pend.	
WSTZ	106.7	100 kw @ 1063	AOR		\$37.00	D&R	Capstar, pend.	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	---	New South	Gluckstadt

Notes: 4/97 WIIN changed from simulcasting WYOY-F to ABC's Oldies format . . . 4/97 WJKK-F changed from Country to Jones Satellite's AC format as "Love 98" . . .
 4/97 SFX sold these stations to Capstar: WJDS for \$1,900,000; WZRZ for \$1,000,000; WJDX-F for \$6,800,000; WKTF-F for \$4,900,000; WMSI-F for \$21,600,000; WSTZ-F for \$8,300,000. The purchase puts Capstar one FM and one AM over the ownership limits

Jim Duncan

Comments: When the dust settles, Capstar will have nearly 80% of revenue; ultimately, they will end up with less . . . WYOY-F is showing strength with CHR

JACKSONVILLE

Arbitron Rank: 53 Pop (12+) 834,600	Stations: 24 / 23	Last Year's Revenue: \$36,500,000
MSA Rank: 58	Diaries: 2,026/412:1/55.3%	Household Income: \$39,492
MSA Pop: 1,000,000	Sample Target: 2,040	Retail Dollars: \$9.7 Bil.
DMA: 55	% Below Line: 0.9	#1 Biller: WQIK-F \$5,800,000
Average Persons Rating: 15.0	% Not Listed: 17.3	#1 Billing Portfolio:
Market TSL in Hours: 20.25	Pop per Station: 36,287	SFX \$15,940,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spq 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1 WQIK-F	C	117 / 9.3	8.5	9.5	10.0	9.3	9.3	1385 / 16.6	19.2	19.0	G	WQIK-F
2 WAPE-F	CHR	103 / 8.2	6.8	7.4	7.2	7.5	7.4	1650 / 19.8	21.7	19.7	F	WAPE-F
3 WFYV-F	AOR	99 / 7.9	8.0	8.4	8.0	7.6	8.1	1348 / 16.1	16.0	15.4	G	WFYV-F
4 WEJZ-F	SAC	87 / 7.0	6.6	8.0	6.2	6.1	6.9	1467 / 17.6	16.4	16.7	E	WEJZ-F
5 WROO-F	C	87 / 7.0	5.5	5.8	6.3	7.3	6.1	1230 / 14.7	16.8	14.3	D	WROO-F
6 WJBT-F	B	72 / 5.8	6.8	5.5	5.0	5.9	5.8	927 / 11.1	12.4	12.4	C	WJBT-F
7 WSOL-F	B/AC	71 / 5.7	4.3	4.5	6.1	5.8	5.1	858 / 10.3	9.3	12.4	D	WSOL-F
8 WKQL-F	O	66 / 5.3	6.4	4.3	4.5	5.9	5.1	1112 / 13.3	17.9	14.0	D	WKQL-F
9 WPLA-F	AOR-NR	51 / 4.1	4.0	3.4	5.1	5.2	4.1	937 / 11.2	9.9	10.6	C	WPLA-F
10 WOKV	N/T	50 / 4.0	5.9	6.3	4.2	4.6	5.1	865 / 10.4	12.0	9.7	C	WOKV
11 WIVY-F	AC	46 / 3.7	4.2	4.2	5.0	4.0	4.3	915 / 11.0	11.8	13.8	D	WIVY-F
12 WZAZ	B/G	34 / 2.7	2.2	2.4	1.0	0.7	2.1	418 / 5.0	4.8	1.7	A	WZAZ
13 WFSJ-F	J	32 / 2.6	2.6	2.6	3.0	3.0	2.7	596 / 7.1	6.9	8.1	B	WFSJ-F
14 WWRR-F	O-70s	29 / 2.3	3.0	3.0	2.6	2.8	2.7	588 / 7.1	8.5	7.6	A	WWRR-F
15 WCGL	REL	19 / 1.5	1.0	1.0	0.8	1.7	1.1	177 / 2.1	2.3	3.2		WCGL
16 WNZS	SPRTS	15 / 1.2	1.6	1.6	1.5	1.5	1.5	370 / 4.4	4.8	4.7	B	WNZS

12+ FM Share (Metro): 85.70 % (887 of 1035) (Winter 96: 84.90 %)

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

Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume
WBWL	SPRTS	600	Jacksonville	0.7 3.2
WFOY	T	1240	St. Augustine	0.6 1.4
WJQR-F	C	105.5	St. Augustine Bch	0.4 0.8
WSVE	REL	1280	Jacksonville	0.7 2.4
WTLK-F	T	106.5	St. Augustine	0.5 1.1
WXQL-F	B/AC	105.7	Baldwin	0.4 2.2
WZNY	N	1460	Jacksonville	0.4 1.8

Other Rated Stations--Outside Market		Metro Share	Cume Rating	TSA AQH Cume
WFKS-F	CHR	99.9	Palatka	0.9 3.1

JACKSONVILLE

Consolidation Report	12+	25-54	Revenue
Jacor WZAZ-AM, WSOL-FM, WJBT-FM, WJGR-AM, WQIK-FM	23.5 %	21.6 %	25.5 %
Paxson WNZS-AM, WTLK-FM, WROO-FM, WZNZ-AM, WPLA-FM	13.2 %	12.1 %	16.8 %
SFX WAPE-FM, WKQL-FM, WIVY-FM, WFYV-FM, WBWL-AM, WOKV-AM	29.8 %	36.1 %	43.7 %
	66.5 %	69.8 %	86.0 %

AM Stations

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
WZNZ	1460	5 kw (DA-2)	Talk/News	CNN, Westwd, TARN	\$ NA	Banner	Paxson

FM Stations

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
WFYV	104.5	100 kw @ 1014	AOR		\$83.00	Christal	SFX	
WIVY	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
WTLK	106.5	6 kw @ 328	Talk	Westwd	\$ NA	Banner	Paxson	Ponte Verde
WWRR	100.7	36 kw @ 1463	70's Oldies		\$ NA	---	Renda	

Notes:

Jim Duncan

Comments: WAPE-F turned in its highest share in over two years . . . Listening levels are down a full rating point versus a year ago

KANSAS CITY

Arbitron Rank: 27 **Pop (12+)** 1,362,600
MSA Rank: 29
MSA Pop: 1,690,000
DMA: 32
Average Persons Rating: 16.2
Market TSL in Hours: 21.25

Stations: 27 / 27
Diaries: 2,695/506:1/58.1%
Sample Target: 2,660
% Below Line: 0.0
% Not Listed: 7.9
Pop per Station: 50,467

Last Year's Revenue: \$65,000,000
Household Income: \$45,022
Retail Dollars: \$18.0 Bil.
#1 Biller: KCFX-F \$9,400,000
#1 Billing Portfolio: Jacor \$15,600,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level		
1	KPRS-F	B	175 / 7.9	8.4	7.1	7.9	7.9	7.8	1712 / 12.6	12.1	12.7	F	KPRS-F
2	WDAF	C/F/S	165 / 7.5	7.3	6.9	8.4	7.8	7.5	1809 / 13.3	12.8	14.7	G	WDAF
3	KFKF-F	C	161 / 7.3	7.6	5.9	7.7	7.5	7.1	2393 / 17.6	18.1	17.9	G	KFKF-F
4	KMXV-F	CHR	144 / 6.5	5.2	5.3	5.1	4.6	5.5	2460 / 18.1	16.7	15.4	E	KMXV-F
5	KBEQ-F	C	140 / 6.4	5.5	5.3	6.3	5.9	5.9	2112 / 15.5	13.4	15.2	E	KBEQ-F
6	KQRC-F	AOR	136 / 6.2	6.6	6.1	6.2	5.6	6.3	2092 / 15.4	14.1	14.6	G	KQRC-F
7	KCMO-F	O	125 / 5.7	5.0	5.4	4.5	4.9	5.1	2222 / 16.3	14.6	15.0	E	KCMO-F
8	KMBZ	N/T	122 / 5.5	5.2	6.4	5.2	4.9	5.6	2076 / 15.2	13.9	14.6	F	KMBZ
9	KCFX-F	CL AOR	119 / 5.4	7.2	7.0	7.1	6.2	6.7	2418 / 17.7	25.5	19.7	H	KCFX-F
10	KCIY-F	J	101 / 4.6	4.3	5.6	3.3	4.1	4.5	1445 / 10.6	9.8	11.1	D	KCIY-F
11	KLTH-F	SAC	92 / 4.2	4.3	3.1	5.0	5.6	4.1	1677 / 12.3	11.1	14.4	D	KLTH-F
12	KYYS-F	AOR	87 / 3.9	4.2	4.5	4.5	4.8	4.3	1519 / 11.1	11.6	12.1	F	KYYS-F
13	KCMO	T	84 / 3.8	4.3	4.2	3.8	4.1	4.0	1534 / 11.3	11.4	10.5	C	KCMO
14	KUDL-F	AC*	79 / 3.6	3.8	4.8	3.5	4.0	3.9	1618 / 11.9	11.4	13.7	F	KUDL-F
15	KXTR-F	CL	73 / 3.3	2.9	3.4	3.1	3.3	3.2	1091 / 8.0	9.0	8.5	C	KXTR-F
16	KISF-F	AOR-NR	51 / 2.3	2.3	2.1	2.6	2.5	2.3	1355 / 9.9	9.7	10.6	C	KISF-F
17	KPRT	G	43 / 2.0	1.6	1.2	1.7	2.1	1.6	489 / 3.6	3.3	3.2	A	KPRT
18	KPHN	N/T	38 / 1.7	0.7	0.5	0.4	0.5	0.8	543 / 4.0	2.2	2.4		KPHN

12+ FM Share (Metro): 74.52 % (1512 of 2029) (Winter 96: 74.90 %)

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 KPRS-F	1 KFKF-F <	1 KFKF-F	1 WDAF >	1 WDAF	1 KFKF-F	1 KPRS-F <	1 KPRS-F >>	1 KPRS-F <
2 KMXV-F >	2 KPRS-F	2 KFKF-F	2 KCFX-F <	2 KCFX-F	2 KFKF-F <	2 KFKF-F <	2 KMBZ <	2 KFKF-F <	2 KMXV-F <	2 WDAF
3 KQRC-F >	3 KMXV-F <	KBEQ-F <	3 KBEQ-F <	KBEQ-F <	3 KCMO-F <	3 KPRS-F <	3 WDAF <	3 KMXV-F <	3 KBEQ-F	3 KCMO <
4 KISF-F >	4 KBEQ-F	4 KQRC-F <	4 KPRS-F	4 KCMO-F	4 KMBZ	4 KBEQ-F <	4 KCMO-F <	4 KQRC-F <	4 KQRC-F <	4 KQRC-F <
	5 KCFX-F <	5 KCFX-F <	5 KQRC-F <	KPRS-F	5 KCIY-F	5 KQRC-F	5 KQRC-F	5 KBEQ-F <	5 KCFX-F <	5 KCFX-F <
	6 KFKF-F	6 KMXV-F	6 KCMO-F <	6 KQRC-F <	6 KCMO	6 KCMO-F	KMXV-F <	6 KCFX-F <	6 KCIY-F <	6 KCIY-F <
	7 KYYS-F	7 KCMO-F <	7 KMXV-F	7 KMXV-F <		7 KMBZ	7 KPRS-F <	7 WDAF <	7 KCMO	7 KCMO
		8 KYYS-F	KYYS-F	8 KYYS-F <		8 KMXV-F	8 KBEQ-F <	8 KCIY-F <		8 KCIY-F <
							9 KMBZ <			9 KMBZ <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KMXV-F	1 KMXV-F	1 KMXV-F <	1 KPRS-F <	1 KFKF-F	1 KQRC-F	1 KQRC-F >	1 KQRC-F	1 KQRC-F <	1 KCFX-F
2 KPRS-F >	2 KPRS-F	2 KFKF-F <	2 KFKF-F	2 KPRS-F <	2 KPRS-F >	2 KPRS-F <	2 KCFX-F <	2 KCFX-F	2 KBEQ-F <
3 KBEQ-F >	3 KFKF-F <	3 KPRS-F	KMXV-F	3 KMXV-F <	3 KBEQ-F <	3 KBEQ-F <	3 KBEQ-F <	3 KBEQ-F <	3 KYYS-F <
4 KQRC-F >	4 KBEQ-F <	4 KQRC-F <	4 KBEQ-F	4 KCMO-F <	4 KFKF-F	4 KCFX-F	4 KYYS-F	4 KPRS-F <	4 KMBZ <
5 KISF-F	5 KQRC-F >	5 KBEQ-F	5 KLTH-F	5 KLTH-F <	KMXV-F >	5 KYYS-F	5 KPRS-F <	5 KYYS-F	5 KQRC-F <
KFKF-F	6 KCFX-F	6 KCFX-F	KUDL-F <	6 KUDL-F <	6 KCFX-F	6 KMXV-F <	6 KMBZ	6 KFKF-F <	6 KCMO-F
	7 KUDL-F <	7 KUDL-F <	7 KCMO-F <	7 KBEQ-F	7 KISF-F >>	7 KISF-F	7 KISF-F	7 KCMO-F <	7 KFKF-F <
	8 KLTH-F	8 KLTH-F <	8 KCFX-F			KFKF-F <		8 KMBZ	8 KCIY-F <
			KQRC-F			9 KMBZ >>		9 KMXV-F	9 KPRS-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KCCV-F	REL	92.3	Olathe 0.3 2.6
KCCV	REL	760	Overland Park 0.6 1.1
KCTE	SPRTS	1510	Independence 0.6 1.4
KCXL	O	1140	Liberty 0.4 0.5
KFEZ	ST	1340	Kansas City, KS 0.6 2.4
KGGN	REL	890	Gladstone 0.4 0.6
KLZR-F	AOR-NR	105.9	Lawrence, KS 0.7 4.7
KMZU-F	C	100.7	Carrollton 0.3 0.7
WHB	C/FARM	710	Kansas City 0.4 1.8

KANSAS CITY

Consolidation Report	12+	25-54	Revenue
American Radio Sys. KBEQ-FM, KFKF-FM, KOWW-AM	13.7 %	16.1 %	18.8 %
Entercom KCMO-FM, KCMO-AM, KLTH-FM, KMBZ-AM	19.2 %	20.3 %	18.5 %
Jacor KMXV-FM, KUDL-FM, KYYS-FM, WDAF-AM	21.5 %	19.9 %	25.5 %
Local KFEZ-AM, KPHN-AM	2.3 %	0.7 %	1.2 %
	56.7 %	57.0 %	64.0 %

AM Stations

Station	Power	Time	Format	Network	Revenue	Agency	Comments
KCMO	810	50 kw/5 kw (DA-N)	Talk	CBS, WW1, ABC	\$40.00	Sentry	Entercom
KCTE	1510	10 kw (DA, Days)	Sports	1-on-1	\$16.00	Allied	Independence
KFEZ	1340	1 kw	Standards		\$20.00	---	KPHN
KMBZ	980	5 kw (DA-N)	News/Talk	ABC, SBUSA, CBS	\$65.00	Sentry	Entercom
KPHN	1190	5 kw/0.25 kw (DA-N)	News/Talk	CNN, Westwd, Tiknt	\$ NA	---	KFEZ
KPRT	1590	1 kw/47 w	Gospel	CNN, AURN	\$20.00	Eastman	
WDAF	610	5 kw	Country/Full Svc	ABC	\$87.00	Katz	Jacor
WHB	710	10 kw/5 kw (DA-2)	Country/Farm	Westwd	\$ NA	Mc-Guild	

FM Stations

Station	Frequency	Power	Format	Network	Revenue	Agency	Comments
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
KFKF	94.1	100 kw @ 995	Country		\$138.00	Eastman	Amer. Radio Sys.
KISF	107.3	100 kw @ 1184	AOR-New Rock		\$30.00	Allied	Lexington, MO
KLTH	99.7	100 kw @ 1010	Soft AC		\$64.00	Sentry	Entercom
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 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
KYYS	102.1	100 kw @ 1000	AOR		\$84.00	Katz	Jacor

Notes: * KUDL-F was placed "below the line" for engaging "in a special station activity" . . . 1/97 KQRC-F was traded by the Journal Co. to Heritage for WMYU-F/ WWST-F Knoxville . . . 3/97 The KNHN News/Talk format switched to the facility of KFEZ 1190 as KPHN; the KFEZ calls and format moved to the former KNHN at 1340

Jim Duncan

Comments: KMXV-F continued its year-long up trend . . . KCFX-F had its lowest 12+ share in more than two years but remains #2 in 25-54's

KNOXVILLE

Arbitron Rank: 68 Pop (12+)	556,700	Stations:	24 / 23	Last Year's Revenue:	\$23,500,000
MSA Rank:	81	Diaries:	1,610/346:1/53.1%	Household Income:	\$35,806
MSA Pop:	656,000	Sample Target:	1,690	Retail Dollars:	\$8.4 Bil.
DMA:	62	% Below Line:	0.6	#1 Biller:	WIVK-F \$8,300,000
Average Persons Rating:	15.1	% Not Listed:	11.7	#1 Billing Portfolio:	Dick \$10,200,000
Market TSL in Hours:	20.25	Pop per Station:	24,204		

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1 WIVK-F	C	189 / 20.1	19.8	21.5	24.5	24.2	21.5	2139 / 38.4	39.0	44.1	H	WIVK-F
2 WJXB-F	AC	94 / 11.2	11.0	10.0	8.3	10.4	10.1	1172 / 21.1	20.9	22.4	E	WJXB-F
3 WIMZ-F	AOR/CL	85 / 10.1	11.1	8.9	9.0	10.0	9.8	1177 / 21.1	21.9	20.4	D	WIMZ-F
4 WMYU-F	O	58 / 6.9	10.0	9.2	8.6	4.8	8.7	920 / 16.5	20.1	15.4	C	WMYU-F
5 WWST-F	CHR	55 / 6.5	7.5	8.0	7.7	7.2	7.4	1036 / 18.6	19.6	17.7	C	WWST-F
6 WIVK	N/T	46 / 5.5	5.5	4.6	5.3	4.5	5.2	677 / 12.2	13.4	12.1	C	WIVK
7 WQBB-F	ST	41 / 4.9	3.6	4.7	3.8	4.5	4.2	518 / 9.3	8.8	9.4	A	WQBB-F
8 WOKI-F	C	38 / 4.5	4.7	6.2	5.4	5.1	5.2	699 / 12.6	13.0	14.5	D	WOKI-F
9 WJBZ-F	REL	31 / 3.7	3.1	2.5	2.3	2.4	2.9	450 / 8.1	7.4	5.9		WJBZ-F
10 WNFZ-F	AOR-NR	16 / 1.9	2.4	1.6	2.1	3.5	2.0	332 / 6.0	7.1	8.4	A	WNFZ-F
11 WNOX-F	B/AC	15 / 1.8	1.6	1.1	2.8	1.5	1.8	285 / 5.1	4.1	4.2	A	WNOX-F
12 WGAP-F	C	14 / 1.7	1.0	1.6	1.8	1.2	1.5	292 / 5.2	3.6	3.7		WGAP-F
13 WKGN	B	12 / 1.4	1.4	1.1	1.3	1.8	1.3	147 / 2.6	2.9	3.5	A	WKGN
14 WRJZ	REL	10 / 1.2	0.7	1.2	1.2	1.1	1.1	161 / 2.9	3.3	3.2		WRJZ
WXST-F	O	10 / 1.2	0.7	1.1	1.5	1.6	1.1	204 / 3.7	3.4	5.2	A	WXST-F
16 WDLY-F	C	9 / 1.1	0.5	1.4	1.1	1.3	1.0	167 / 3.0	1.5	3.1		WDLY-F

12+ FM Share (Metro): 86.79 % (644 of 742) (Winter 96: 89.47 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WWST-F >>	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 WJXB-F <	2 WJXB-F	2 WJXB-F	2 WJXB-F <	2 WJXB-F >	2 WJXB-F <	2 WIMZ-F <	2 WIMZ-F >
3 WIMZ-F	3 WJXB-F >	3 WJXB-F >	3 WIMZ-F >	3 WIMZ-F	3 WMYU-F <	3 WIMZ-F >	3 WIMZ-F	3 WIMZ-F >	3 WWST-F	3 WJBZ-F >
	4 WWST-F	4 WMYU-F	4 WMYU-F >	4 WMYU-F >	4 WQBB-F <	4 WWST-F <	4 WIVK <	4 WWST-F <	4 WJXB-F >	4 WWST-F
	5 WOKI-F >	5 WWST-F	5 WWST-F	5 WWST-F <	5 WIVK <	5 WMYU-F <	5 WMYU-F	5 WMYU-F	5 WMYU-F	5 WJXB-F
		6 WOKI-F >	6 WOKI-F	6 WOKI-F	6 WIMZ-F >	6 WIVK	6 WQBB-F	6 WIVK	6 WQBB-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 WIMZ-F	1 WJXB-F	1 WJXB-F	1 WJXB-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 WIVK-F >>	2 WIVK-F >	2 WJXB-F >>	2 WNFZ-F	2 WIVK-F >	2 WIVK-F >	2 WIVK-F >>	2 WIVK-F >>
3 WWST-F	3 WWST-F	3 WWST-F	3 WMYU-F <	3 WMYU-F >	3 WIVK-F >	3 WWST-F	3 WJXB-F	3 WMYU-F <	3 WJXB-F <
	WJXB-F	WIMZ-F <	WOKI-F >	4 WIMZ-F <	4 WMYU-F >	WJXB-F	WWST-F >	4 WJXB-F	4 WMYU-F
5 WOKI-F >>	5 WOKI-F >	5 WMYU-F	5 WWST-F	5 WOKI-F		5 WNFZ-F	5 WOKI-F	5 WIVK <	5 WIVK
6 WMYU-F >>	6 WMYU-F >>	WIMZ-F	6 WOKI-F >>	WIMZ-F >			WIVK	6 WWST-F <	6 WWST-F

Consolidation Report	12+	25-54	Revenue
Dick, pend.	28.4 %	27.5 %	44.8 %
WOL-AM, WIVK-FM, WIVK-AM, WNOX-FM, WXVO-FM			
Journal Co.	13.4 %	14.1 %	12.3 %
WMYU-FM, WWST-FM			
Local	6.4 %	6.1 %	10.1 %
WNFZ-FM, WOKI-FM			
South Central	21.3 %	26.3 %	28.3 %
WIMZ-FM, WIMZ-AM, WJXB-FM			
	69.5 %	74.0 %	95.5 %

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WGAP	C	1400	Maryville 0.5 1.6
WOL	N	850	Knoxville 1.0 3.3
WITA	REL	1490	Knoxville 0.4 0.6
WKXV	REL	900	Knoxville 0.4 0.9
WLIL-F	C	93.5	Lenoir City 0.5 1.3
WQBB	EZ	1040	Powell 0.8 1.8
WYSH	C	1380	Clinton 0.6 1.8

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WDRZ-F	CHR	103.1	Etowah 0.6 2.1

KNOXVILLE

AM Stations

WJOL	850	50 kw (DA, Days)	News	AP	\$ NA	---	Dick
WIVK	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	Salem	

FM Stations

WDLY	105.5	0.53 kw @ 1056	Country	CBS	\$ NA	---		Gatlinburg
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	
WIVK	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		\$60.00	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 AC		\$ NA	---	Dick, pend.	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	Roslin		
WWST	93.1	2.4 kw @ 512	CHR	AP	\$20.00	Eastman	Heritage	Karns
WXST	105.3	6 kw @ 328	Oldies	ABC	\$ NA	---		Loudon

Notes: 1/97 Heritage traded WMYU-F/WWST-F to the Journal Co. for KQRC-F Kansas City . . . 3/97 WNOX-F sold to Dick for \$400,000 . . . 4/97 WNOX-F changed from Black AC to simulcasting News/Talk WIVK (AM) (after Winter survey)

LANSING

Arbitron Rank: 113	Pop (12+): 360,400	Stations: 21 / 14	Last Year's Revenue: \$15,700,000
MSA Rank: 115		Diaries: 1,043/346:1/55.7%	Household Income: \$44,558
MSA Pop: 439,000		Sample Target: 990	Retail Dollars: \$4.7 Bil.
DMA: 106		% Below Line: 5.6	#1 Biller: WITL-AF \$3,850,000
Average Persons Rating: 15.4		% Not Listed: 17.9	#1 Billing Portfolio: Liggett \$10,850,000
Market TSL in Hours: 20.25		Pop per Station: 25,743	

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1	WITL-F	85 / 15.3	16.6	13.2	13.1	15.2	14.6	936 / 26.0	26.1	25.2	E	WITL-F
2	WFMK-F	70 / 12.6	11.7	9.9	12.9	11.8	11.8	942 / 26.1	25.5	24.8	E	WFMK-F
3	WJIM-F	43 / 7.8	6.1	8.2	9.1	6.8	7.8	754 / 20.9	19.3	18.8	C	WJIM-F
4	WHZZ-F	35 / 6.3	5.8	5.3	6.1	5.0	5.9	673 / 18.7	18.9	17.5	A	WHZZ-F
5	WVIC-F	28 / 5.1	5.4	7.1	6.1	5.9	5.9	623 / 17.3	16.5	18.1	B	WVIC-F
	WJIM	28 / 5.1	3.6	3.7	4.4	3.0	4.2	306 / 8.5	9.3	6.9	B	WJIM
7	WILS	26 / 4.7	4.0	4.8	3.1	2.6	4.1	235 / 6.5	7.5	5.1	A	WILS
	WXIK-F	26 / 4.7	3.8	4.2	4.0	4.6	4.2	465 / 12.9	11.6	12.2	B	WXIK-F
9	WQHH-F	25 / 4.5	4.7	3.7	3.5	5.4	4.1	314 / 8.7	7.9	11.2	A	WQHH-F
10	WJXQ-F	24 / 4.3	5.4	5.5	4.7	5.7	5.0	395 / 11.0	14.9	14.1	D	WJXQ-F
11	WWDX-F	14 / 2.5	2.3	2.0	3.0	3.9	2.5	420 / 11.6	12.8	8.2	A	WWDX-F
12	WMMQ-F	12 / 2.2	4.3	3.3	2.8	3.0	3.1	359 / 10.0	12.8	15.8	A	WMMQ-F
	WJR	12 / 2.2	2.5	2.6	4.0	2.4	2.8	239 / 6.6	7.4	7.9		WJR

12+ FM Share (Metro): 83.74 % (381 of 455) (Winter 96: 86.35 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WHZZ-F >	1 WFMK-F >	1 WFMK-F	1 WFMK-F	1 WFMK-F	1 WITL-F >	1 WITL-F <	1 WITL-F	1 WFMK-F	1 WITL-F	1 WITL-F >>
2 WVIC-F	2 WHZZ-F	2 WITL-F >	2 WITL-F >	2 WITL-F >	2 WFMK-F	2 WFMK-F >	2 WFMK-F >	2 WITL-F >	2 WFMK-F <	2 WFMK-F <
WQHH-F >	3 WITL-F	3 WHZZ-F <	3 WJIM-F	3 WJIM-F >	3 WJIM-F	3 WJIM-F	3 WJIM	3 WJIM-F	3 WHZZ-F <	3 WHZZ-F <
	4 WVIC-F	4 WJIM-F	4 WJXQ-F	4 WJXQ-F	4 WILS	4 WVIC-F	4 WJIM-F	4 WHZZ-F	4 WJIM-F <	4 WJIM-F <
	WQHH-F	5 WVIC-F	5 WVIC-F <	5 WXIK-F	5 WJIM	5 WXIK-F <	5 WHZZ-F	5 WVIC-F	5 WQHH-F <	5 WQHH-F <
	6 WJXQ-F >	6 WJXQ-F <	6 WVIC-F	6 WVIC-F	6 WXIK-F >	6 WJXQ-F <	6 WILS	6 WJXQ-F <	6 WVIC-F >	6 WVIC-F >
		7 WQHH-F	7 WJIM <	7 WJIM		7 WHZZ-F		7 WQHH-F	7 WWDX-F	
								WXIK-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 WFMK-F	1 WFMK-F >>	1 WFMK-F >	1 WFMK-F >	1 WFMK-F	1 WHZZ-F	1 WVIC-F	1 WJXQ-F	1 WITL-F	1 WITL-F
2 WHZZ-F >>	2 WHZZ-F	2 WITL-F	2 WITL-F >	2 WITL-F >	WQHH-F	2 WJXQ-F	2 WVIC-F	2 WFMK-F <	2 WFMK-F
3 WQHH-F	3 WITL-F >	3 WHZZ-F >	3 WHZZ-F <	3 WJIM-F	3 WVIC-F	WQHH-F	3 WFMK-F	3 WJXQ-F <	3 WJXQ-F <
4 WWDX-F	4 WQHH-F	4 WJIM-F >	4 WJIM-F >	4 WXIK-F	WITL-F >>	4 WHZZ-F	4 WJIM	4 WVIC-F	4 WJIM-F <
WITL-F >	5 WJIM-F	5 WQHH-F	5 WQHH-F	5 WHZZ-F >		WITL-F		5 WJIM-F	5 WJIM
	6 WVIC-F		WXIK-F			WFMK-F >>		6 WJIM	6 WVIC-F
								WQHH-F	

Consolidation Report	12+	25-54	Revenue
62nd Street WJXQ-FM, WWDX-FM, WXIK-FM	11.5 %	13.6 %	22.4 %
Liggett WFMK-FM, WITL-FM, WITL-AM, WJIM-FM, WJIM-AM, WVFN-AM, WVIC-FM	46.8 %	50.3 %	69.1 %
	58.3 %	63.9 %	91.5 %

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WVFN	SPRTS	730	E. Lansing	0.9	2.8	
WXLA	O	1180	Dimondale	0.5	0.9	
Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WBCT-F	C	93.7	Grand Rapids	0.7	3.4	
WCUZ-F	C	101.3	Grand Rapids	0.5	1.5	
WHMI-F	O-70S	93.5	Howell	0.7	0.9	

LANSING

AM Stations

WILS	1320	5 kw/1 kw (DA-2)	Standards	ABC	\$ NA	D&R	MacDonald	
WJIM	1240	1 kw	Talk	Westwd	<\$20.00	Eastman	Liggett	
WXLA	1180	1 kw (DA, Days)	Black Oldies		\$ NA	Mich.	WQHH-F	Dimondale

FM Stations

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.	WXLA	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
WXIK	94.1	40 kw @ 551	Country		\$25.00	D&R	62nd St.	Jackson

Notes: WJR - See Detroit . . . 3/97 WBHR-F changed calls to WXIK-F ("Kicks 94.1"); remains Country

***** 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	

LAS VEGAS

Arbitron Rank: 45	Pop (12+) 905,500	Stations: 23 / 23	Last Year's Revenue: \$44,700,000
MSA Rank:	45	Diaries: 2,103/431:1/54.9%	Household Income: \$41,615
MSA Pop:	1,260,000	Sample Target: 1,980	Retail Dollars: \$13.3 Bil.
DMA:	66	% Below Line: 0.0	#1 Biller: KSNE-F \$5,000,000
Average Persons Rating:	16.5	% Not Listed: 13.6	#1 Billing Portfolio:
Market TSL in Hours:	21.75	Pop per Station: 39,370	Jacor \$12,000,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level
1 KLUC-F	CHR	122 / 8.2	9.3	8.2	7.1	5.3	8.2	1862 / 20.6	22.0	18.1	E KLUC-F
2 KJUL-F	ST	120 / 8.0	7.0	10.0	9.3	7.9	8.6	1323 / 14.6	13.9	13.9	D KJUL-F
3 KSNE-F	SAC	93 / 6.2	6.9	6.6	8.3	8.9	7.0	1299 / 14.3	16.2	17.9	G KSNE-F
4 KMZQ-F	AC	91 / 6.1	5.7	6.0	5.6	6.5	5.8	1457 / 16.1	14.1	16.5	F KMZQ-F
5 KWNR-F	C	85 / 5.7	5.5	6.1	6.7	6.7	6.0	1255 / 13.9	13.3	14.9	F KWNR-F
6 KMXB-F	AC/CHR	84 / 5.6	4.9	5.7	4.6	4.7	5.2	1560 / 17.2	15.2	15.8	C KMXB-F
7 KFMS-F	C	76 / 5.1	4.7	6.2	5.2	5.1	5.3	1004 / 11.1	10.4	11.5	D KFMS-F
8 KKLZ-F	CL AOR	74 / 5.0	4.2	4.0	4.1	3.7	4.3	1063 / 11.7	11.2	12.1	E KKLZ-F
9 KQOL-F	O	71 / 4.8	4.7	3.6	4.7	4.7	4.4	1128 / 12.5	12.6	13.1	C KQOL-F
10 KXTE-F	AOR-NR	69 / 4.6	4.4	4.0	3.4	3.7	4.1	1298 / 14.3	11.7	12.3	D KXTE-F
11 KEDG-F	AOR-NR	54 / 3.6	5.0	5.0	7.0	7.3	5.2	1225 / 13.5	14.3	16.2	E KEDG-F
12 KLSQ	SP	50 / 3.4	1.9	2.1	1.8	2.0	2.3	349 / 3.9	4.2	3.7	B KLSQ
13 KOMP-F	AOR	47 / 3.2	4.6	3.9	4.4	5.1	4.0	900 / 9.9	10.1	11.6	E KOMP-F
14 KBGO-F	O	46 / 3.1	4.1	3.2	1.4	1.4	2.9	832 / 9.2	11.4	5.7	B KBGO-F
15 KXNT	T	43 / 2.9	1.6	1.3	1.1	0.9	1.7	685 / 7.6	5.0	2.5	A KXNT
16 KXPT-F	AOR-P	38 / 2.5	2.3	2.1	2.4	2.5	2.3	750 / 8.3	6.0	6.2	D KXPT-F

12+ FM Share (Metro): 84.87 % (1094 of 1289) (Winter 96: 87.31 %)

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 KMZQ-F <	1 KMZQ-F <	1 KJUL-F >	1 KXTE-F	1 KJUL-F	1 KLUC-F	1 KLUC-F >	1 KLUC-F <
2 KXTE-F	2 KMXB-F	2 KMZQ-F	2 KKLZ-F <	2 KKLZ-F <	2 KSNE-F <	2 KLUC-F <	2 KMZQ-F <	2 KJUL-F	2 KEDG-F <	2 KMXB-F
3 KXTE-F <	3 KMXB-F <	3 KMXB-F <	3 KLUC-F <	3 KLUC-F <	3 KQOL-F	3 KJUL-F	3 KLUC-F <	3 KWNR-F <	3 KSNE-F <	KSNE-F
4 KEDG-F <	4 KKLZ-F	4 KMXB-F	4 KMXB-F	4 KWNR-F	4 KWNR-F <	4 KWNR-F <	4 KSNE-F <	4 KSNE-F <	4 KMXB-F <	
5 KMZQ-F	5 KSNE-F <	5 KWNR-F <	KSNE-F <	5 KMZQ-F	5 KSNE-F <	5 KWNR-F	5 KMXB-F <	5 KMZQ-F <	5 KJUL-F	
6 KKLZ-F <	6 KWNR-F	6 KSNE-F <	6 KMXB-F <	KFMS-F	6 KMZQ-F <	KMXB-F	6 KQOL-F <	6 KQOL-F <	6 KMZQ-F <	
7 KLSQ	7 KXTE-F	7 KQOL-F <	7 KQOL-F <	7 KQOL-F	7 KQOL-F	7 KKLZ-F <	7 KKLZ-F <	7 KMZQ-F		
KOMP-F		8 KOMP-F <	8 KFMS-F	8 KFMS-F	8 KFMS-F					
9 KWNR-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 KLUC-F	1 KLUC-F	1 KLUC-F	1 KMZQ-F	1 KMZQ-F	1 KLUC-F	1 KLUC-F	1 KKLZ-F	1 KKLZ-F	1 KKLZ-F >
2 KMXB-F	2 KMXB-F	2 KMXB-F <	2 KLUC-F <	2 KSNE-F	2 KXTE-F	KXTE-F	KOMP-F <	2 KLUC-F <	2 KOMP-F <
3 KEDG-F	3 KMZQ-F >	3 KMZQ-F	3 KMXB-F <	3 KWNR-F <	3 KEDG-F	3 KEDG-F <	3 KXTE-F <	3 KXTE-F	3 KLUC-F <
KMZQ-F	4 KSNE-F	4 KWNR-F	4 KSNE-F	4 KQOL-F <	4 KLSQ >	4 KKLZ-F <	4 KLUC-F	4 KOMP-F	4 KXTE-F <
5 KLSQ	KWNR-F	5 KFMS-F	5 KQOL-F	5 KLUC-F <	5 KOMP-F	5 KOMP-F	5 KEDG-F	5 KMXB-F <	5 KMXB-F
KSNE-F >	6 KEDG-F <	KSNE-F	KWNR-F	6 KMXB-F <	6 KMXB-F	6 KMXB-F >	6 KMXB-F >	6 KEDG-F <	KWNR-F
	7 KLSQ <		7 KFMS-F	7 KFMS-F	7 KLSQ			7 KWNR-F	
	8 KFMS-F								

Consolidation Report	12+	25-54	Revenue
American Radio Sys.	27.4 %	27.4 %	26.7 %
KLUC-FM, KMXB-FM, KMZQ-FM, KXNO-AM, KXNT-AM, KXTE-FM			
Centennial, pend.	12.8 %	8.2 %	9.6 %
KJUL-FM, KQOL-FM			
Jacor	17.0 %	18.4 %	26.8 %
KFMS-FM, KSNE-FM, KWNR-FM			
Lotus	8.1 %	9.8 %	13.0 %
KENO-AM, KOMP-FM, KORK-AM, KXPT-FM			
	65.3 %	63.8 %	76.1 %

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KDOL	SP	1280	Henderson	0.9	2.0	
KDWN	T	720	Las Vegas	1.9	4.8	
KENO	SPRTS	1460	Las Vegas	0.9	3.7	
KNUU	N	970	Paradise	1.1	4.8	
KORK	ST	920	Las Vegas	1.5	3.1	
KSHP	T	1400	Las Vegas	0.5	1.2	
KVBC-F	N/T	105.1	Las Vegas	1.6	6.2	

LAS VEGAS

AM Stations

KDWN	720	50 kw (DA-N)	Talk	AP	\$23.00	Roslin		
KENO	1460	10 kw/0.625 kw (DA-2)	Sports	1-on-1	\$ NA	Lotus	Lotus	
KLSQ	870	10 kw/1 kw (DA-2)	Hispanic	CRC	\$ NA	---	Hefel/Cr. Chnl.	Laughlin
KNUU	970	5 kw/0.5 kw (DA-2)	News/Talk	CBS	\$ NA	---		
KORK	920	5 kw/0.5 kw (DA-2)	Standards	ABC	\$ NA	Christal	Lotus	
KXNT	840	50 kw/25 kw (DA-2)	Talk	ABC, Westwd	\$ NA	Eastman	Amer. Radio Sys.	

FM Stations

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	---	Centennial, pend.	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	Centennial, pend.	Boulder City
KSNE	106.5	100 kw @ 1155	Soft AC		\$68.00	---	Jacor	
KVBC	105.1	50 kw @ 36	News	AP, CNN	\$ NA	---		
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: 3/97 KQOL-F sold by American General to Centennial (Allen Shaw, Gordon Gray) for \$12,500,000 . . . 3/97 KJUL-F sold to Centennial for \$15,500,000 (Satterfield & Perry) . . . 4/97 KORK changed its calls to KBAD

Jim Duncan

Comments: KSNE-F had its lowest 12+ share in over two years . . . KEDG-F is in sharp decline as KXTE-F rises . . . KXNT jumped after taking Rush Limbaugh away from KDWN

LITTLE ROCK

Arbitron Rank: 82 Pop (12+) 452,600	Stations: 26 / 24	Last Year's Revenue: \$18,500,000
MSA Rank: 93	Diaries: 1,579/287:1/58.4%	Household Income: \$40,651
MSA Pop: 550,000	Sample Target: 1,550	Retail Dollars: \$6.0 Bil.
DMA: 58	% Below Line: 1.6	#1 Biller: KSSN-F \$3,500,000
Average Persons Rating: 15.0	% Not Listed: 9.7	#1 Billing Portfolio:
Market TSL in Hours: 20.00	Pop per Station: 18,858	Clear Channel (pend.) \$8,920,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level
1 KSSN-F	C	88 / 12.9	11.7	10.6	12.8	14.7	12.0	1105 / 24.4	22.7	28.2	E KSSN-F
2 KIPR-F	B	70 / 10.3	9.9	9.6	9.3	8.5	9.8	686 / 15.2	17.0	15.0	D KIPR-F
3 KARN-AF	N/T	51 / 7.5	6.1	6.6	6.2	6.6	6.6	709 / 15.7	14.9	13.4	D KARN-AF
4 KMJX-F	AOR	50 / 7.4	10.6	8.7	9.1	9.1	8.9	761 / 16.8	19.2	15.8	D KMJX-F
KURB-F	AC/CHR	50 / 7.4	7.9	8.4	10.4	9.0	8.5	919 / 20.3	19.4	23.2	D KURB-F
6 KESR-F	CHR	29 / 4.3	3.5	2.4				570 / 12.6	10.2		A KESR-F
KMVK-F	C	29 / 4.3	2.6	2.8	3.2	3.2	3.2	444 / 9.8	6.4	9.2	A KMVK-F
8 KVLO-F	SAC	28 / 4.1	3.6	5.2	3.6	4.0	4.1	474 / 10.5	9.8	7.9	B KVLO-F
9 KYFX-F	J	26 / 3.8	5.0	4.5	3.4	4.6	4.2	418 / 9.2	10.3	8.4	A KYFX-F
KKPT-F	CL AOR	26 / 3.8	5.6	5.1	5.4	4.0	5.0	568 / 12.5	14.1	14.1	C KKPT-F
KDDK-F	C	26 / 3.8	4.4	6.3	6.2	6.0	5.2	583 / 12.9	12.2	18.2	C KDDK-F
12 KOLL-F	O	25 / 3.7	3.8	4.2	4.0	5.0	3.9	513 / 11.3	10.4	12.0	B KOLL-F
13 KDRE-F	AOR-NR	21 / 3.1	1.8	2.4	2.6	2.6	2.5	349 / 7.7	5.9	7.3	A KDRE-F
14 KSYG-F	T	18 / 2.6	3.2	2.4	1.9	2.2	2.5	382 / 8.4	9.3	6.8	A KSYG-F
15 KITA	G	14 / 2.1	1.4	1.2	1.5	2.5	1.5	165 / 3.6	3.1	4.0	A KITA

12+ FM Share (Metro): 84.85 % (521 of 614) (Winter 96: 85.53 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KIPR-F >>	1 KIPR-F <	1 KIPR-F <	1 KSSN-F <	1 KSSN-F	1 KSSN-F >	1 KSSN-F >	1 KSSN-F >	1 KSSN-F >	1 KIPR-F >>	1 KIPR-F >
2 KESR-F	2 KMJX-F >	2 KMJX-F	2 KMJX-F	2 KMJX-F	2 KARN-AF >	2 KIPR-F <	2 KARN-AF <	2 KIPR-F <	2 KSSN-F >	2 KSSN-F
3 KURB-F >	3 KSSN-F	KSSN-F	3 KURB-F <	3 KURB-F <	3 KVLO-F <	3 KMJX-F	3 KMJX-F <	3 KARN-AF <	3 KMJX-F <	3 KARN-AF
	4 KURB-F	4 KURB-F >	4 KIPR-F >	4 KIPR-F	4 KURB-F <	4 KARN-AF <	4 KURB-F <	4 KURB-F	4 KURB-F	4 KURB-F
	5 KESR-F	5 KKPT-F <	5 KKPT-F	5 KKPT-F	5 KOLL-F	5 KURB-F >	5 KIPR-F >	5 KMJX-F	KESR-F	
	6 KDDK-F <	6 KYFX-F	6 KYFX-F	6 KYFX-F <	6 KYFX-F <	6 KMVK-F	6 KYFX-F <	6 KYFX-F <	6 KARN-AF	
	7 KDRE-F			7 KVLO-F		7 KDDK-F <		7 KESR-F		
				KARN-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 KIPR-F >	1 KIPR-F >	1 KSSN-F	1 KSSN-F <	1 KSSN-F	1 KMJX-F	1 KMJX-F >	1 KMJX-F >>	1 KMJX-F >	1 KMJX-F
2 KESR-F >	2 KURB-F <	KURB-F	2 KIPR-F	2 KURB-F >	KIPR-F >	2 KIPR-F >	2 KIPR-F >	2 KIPR-F <	2 KSSN-F >
3 KDRE-F	3 KSSN-F	3 KIPR-F >	KURB-F >	3 KIPR-F >	3 KSSN-F	3 KDRE-F	3 KDRE-F >	3 KSSN-F <	3 KIPR-F <
	KURB-F	4 KESR-F	4 KMJX-F	4 KYFX-F	4 KMVK-F	KSSN-F		4 KKPT-F	4 KKPT-F
	KSSN-F	5 KMJX-F	5 KDDK-F	5 KVLO-F	KESR-F	5 KESR-F		5 KARN-AF <	5 KARN-AF
		6 KDDK-F	6 KESR-F	KESR-F	KDRE-F >	6 KURB-F		6 KOLL-F	6 KOLL-F
				KOLL-F					

Consolidation Report	12+	25-54	Revenue
Clear Channel, pend.	32.1 %	35.2 %	48.2 %
KDDK-FM, KMJX-FM, KMVK-FM, KOLL-FM, KSSN-FM			
GHB	13.0 %	14.4 %	19.3 %
KEZQ-AM, KURB-FM, KVLO-FM			
Signal	6.4 %	9.5 %	7.3 %
KKPT-FM, KSYG-FM			
Snider	7.5 %	5.1 %	11.4 %
KARN-FM, KARN-AM, KRNN-AM, KRRN-FM			
	59.0 %	64.2 %	86.2 %

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KAAY	REL	1090	Little Rock	0.6	1.6	
KEZQ	ST	1250	Little Rock	1.5	3.2	
KGHT	REL	880	Shenwood	1.5	2.9	
KLRA-F	C	96.5	England	0.7	1.9	
KLRG	B/G	1150	N. Little Rock	0.9	2.2	
KMZX-F	B	106.3	Lonoke	0.7	2.7	
KYTN-F	REL	107.7	Wrightsville	1.8	5.8	

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KFFB-F	ST	106.1	Fairfield Bay	0.4	0.9	
KLAZ-F	CHR	105.9	Hot Springs	1.2	5.6	

LITTLE ROCK

AM Stations

KARN	920	5 kw (DA-N)	News/Talk	CBS	\$37.00	Katz	
KITA	1440	5 kw/0.24 kw (DA-N)	Religion		\$ NA	---	KYTN-F

FM Stations

KARN	102.5	3 kw @ 328	See KARN					Cabot
KDDK	100.3	44.2 kw @ 1369	Country	ABC	\$42.00	Mc-Guild	Clear Channel	Jacksonville
KDRE	101.1	6 kw @ 328	AOR-New Rock		\$ NA	---	Flinn	N. Little Rock
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	Chrystal	Signal	
KMJX	105.1	81 kw @ 1054	AOR	ABC	\$48.00	Clr Chnt	Clear Channel	Conway
KMVK	106.7	16 kw @ 866	Country		\$<20.00	Katz	Clear Channel, pend.	Benton
KOLL	94.9	100 kw @ 1844	Oldies	Westwd	\$30.00	Katz	Clear Channel, pend.	Maumelle
KSSN	95.7	100 kw @ 1664	Country		\$80.00	Katz	Clear Channel, pend.	
KSYG	103.7	100 kw @ 1663	News/Talk		\$ NA	Chrystal		
KURB	98.5	100 kw @ 1285	AC/CHR		\$54.00	D&R	GHB	
KVLO	102.9	50 kw @ 492	Soft AC		\$<20.00	D&R	GHB	Sheridan
KYFX	99.5	3 kw @ 312	Black AC	CNN	\$25.00	Eastman		
KYTN	107.7	50 kw @ 312	Black Gospel		\$ NA	---	KITA	Wrightsville

Notes: 4/97 Triathlon sold KMVK-F, KOLL-F and KSSN-F to Clear Channel for \$31,000,000 . . . 4/97 KDRE-F changed from New Rock to CHR as "Z-101"

Jim Duncan

Comments: KESR-F continued to grow with its CHR format . . . KMJX-F fell back from its strong Fall book . . . KARN-AF had its highest share in a couple of years . . . KDDK-F faded to its lowest share in more than two years

LOS ANGELES

Arbitron Rank: 2 Pop (12+) 9,741,200
MSA Rank: 2
MSA Pop: 12,700,000
DMA: 2
Average Persons Rating: 17.4
Market TSL in Hours: 23.00

Stations: 48 / 45
Diaries: 7,170/1359:1/50.5%
Sample Target: 6,840
% Below Line: 1.3
% Not Listed: 10.3
Pop per Station: 216,471

Last Year's Revenue: \$529,000,000
Household Income: \$44,898
Retail Dollars: \$100.4 Bil.
#1 Biller: KRTH-F \$30,200,000
#1 Billing Portfolio:
 Westinghouse (pend.) \$168,100,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1	KLVE-F	SP	1028 / 6.0	6.9	7.1	7.2	7.1	6.8	11589 / 11.9	13.3	12.4	K
2	KKBT-F	B	941 / 5.5	4.9	5.0	5.0	4.2	5.1	11552 / 11.9	11.0	9.7	K
3	KPWR-F	U/CHR	774 / 4.6	4.6	5.0	5.4	5.0	4.9	14543 / 14.9	14.3	15.6	K
4	KFI	T	734 / 4.3	4.3	4.0	4.0	4.3	4.2	9781 / 10.0	10.8	10.4	K
5	KTWV-F	J	642 / 3.8	3.6	3.5	3.5	3.7	3.6	8394 / 8.6	8.9	8.8	K
6	KSCA-F	SP	592 / 3.5	1.1	1.2	1.4	1.2	1.8	6250 / 6.4	3.8	3.8	F
7	KROQ-F	AOR-NR	585 / 3.4	2.9	3.1	3.3	3.8	3.2	11222 / 11.5	10.5	12.5	K
8	KRTH-F	O	559 / 3.3	3.7	3.8	3.8	3.6	3.6	12578 / 12.9	12.9	12.6	K
9	KLAX-F	SP	550 / 3.2	4.0	3.4	3.3	3.2	3.5	7861 / 8.1	8.9	7.9	J
10	KIIS-F	CHR	543 / 3.2	3.1	3.4	3.6	3.7	3.3	13680 / 14.0	14.6	15.3	K
11	KOST-F	AC	538 / 3.2	3.9	3.2	3.2	3.9	3.4	11108 / 11.4	12.8	12.9	K
12	KABC	T	502 / 3.0	3.2	3.3	3.1	3.0	3.1	7443 / 7.6	8.2	7.4	K
13	KCBS-F	CL AOR	482 / 2.8	1.9	2.3	2.4	2.3	2.3	9264 / 9.5	7.8	8.3	K
14	KBIG-F	AC	456 / 2.7	2.5	2.9	3.0	3.1	2.8	9371 / 9.6	9.9	10.4	K
15	KNX	N	410 / 2.4	2.5	2.1	2.1	2.8	2.3	9961 / 10.2	10.1	11.4	K
16	KLAC	ST	402 / 2.4	2.2	2.4	2.7	2.9	2.4	6289 / 6.5	6.0	6.6	E
17	KLOS-F	AOR	398 / 2.3	2.0	2.5	2.7	2.6	2.4	7993 / 8.2	8.1	9.7	K
18	KYSR-F	AC/CHR	359 / 2.1	2.3	2.6	2.9	2.9	2.5	9191 / 9.4	8.8	9.2	K
19	KBUE-F	SP	358 / 2.1	1.7	2.2	1.6	1.8	1.9	5919 / 6.1	5.0	5.0	E
20	KTNQ	SP	356 / 2.1	2.1	2.8	1.8	1.4	2.2	4071 / 4.2	4.0	3.6	G
21	KFWB	N	355 / 2.1	1.9	1.9	2.2	2.1	2.0	9440 / 9.7	9.4	10.3	K
22	KZLA-F	C	352 / 2.1	2.9	2.1	2.0	2.0	2.3	5795 / 5.9	6.3	5.3	I
23	KLSX-F	T	331 / 1.9	2.5	1.7	2.1	2.0	2.1	5951 / 6.1	6.8	6.2	I
24	KIBB-F	B/A/C	310 / 1.8	1.2	1.6	1.6	1.8	1.6	6704 / 6.9	5.0	6.0	H
25	KJLH-F	B	297 / 1.7	1.2	1.3	1.1	1.1	1.3	3919 / 4.0	3.8	3.4	C
26	KKGO-F	CL	264 / 1.6	2.1	1.5	1.6	1.8	1.7	5115 / 5.3	6.5	6.0	H
27	KXMG	SP	189 / 1.1	1.0	0.8	0.8	1.1	0.9	2212 / 2.3	1.8	2.1	D
	KWKW	SP	189 / 1.1	1.7	1.6	1.2	1.3	1.4	2686 / 2.8	3.0	2.7	G
29	KKHJ	SP	181 / 1.1	1.2	1.6	1.4	1.8	1.3	2843 / 2.9	3.5	4.3	F
30	KRLA	O	178 / 1.0	1.3	1.2	1.4	1.2	1.2	3113 / 3.2	3.4	3.8	D
31	KLYY-F	AOR-NR	173 / 1.0	1.2	1.3	1.2		1.2	5807 / 6.0	6.3		B

12+ FM Share (Metro): 74.75 % (11391 of 15239) (Winter 96: 72.87 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KPWR-F >	1 KKBT-F <	1 KLVE-F	1 KLVE-F >	1 KLVE-F >	1 KFI	1 KLVE-F	1 KFI <	1 KKBT-F	1 KPWR-F	1 KABC >
2 KKBT-F >	2 KLVE-F	2 KKBT-F >	2 KTWV-F <	2 KTWV-F <	2 KTWV-F <	2 KKBT-F	2 KLVE-F	2 KPWR-F <	2 KKBT-F <	2 KKBT-F
3 KIIS-F <	3 KPWR-F <	3 KSCA-F <	3 KKBT-F <	3 KKBT-F	3 KLVE-F <	3 KLSX-F	3 KTWV-F	3 KLVE-F <	3 KLVE-F <	3 KLVE-F <
4 KROQ-F >>	4 KROQ-F	4 KROQ-F	4 KSCA-F <	4 KSCA-F <	4 KABC	KFI	KKBT-F	4 KTWV-F	4 KROQ-F	4 KPWR-F
	5 KSCA-F	KTWV-F <	5 KCBS-F	5 KCBS-F	5 KRTH-F <	5 KABC <	5 KRTH-F	5 KFI <	5 KOST-F	5 KNX
	KLAX-F	6 KLAX-F	6 KOST-F <	KRTH-F <	6 KLAC	6 KROQ-F	KBIG-F	6 KRTH-F <	6 KSCA-F <	
	7 KIIS-F	KPWR-F <	7 KLAX-F <	7 KFI <	KNX	KNX <	KPWR-F	7 KROQ-F	7 KIIS-F	
	8 KYSR-F	8 KCBS-F <	8 KRTH-F <	8 KOST-F		8 KPWR-F <	KSCA-F <	KIIS-F <		
	KBIG-F <	9 KOST-F				9 KIIS-F	9 KOST-F	9 KOST-F		
	10 KOST-F <						KCBS-F	KCBS-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 KLVE-F	1 KLVE-F >	1 KLVE-F	1 KLVE-F >	1 KKBT-F	1 KKBT-F	1 KLVE-F <	1 KKBT-F	1 KLVE-F
2 KPWR-F	2 KKBT-F >	2 KKBT-F	2 KKBT-F	2 KTWV-F <	2 KPWR-F	2 KPWR-F <	2 KKBT-F <	2 KLVE-F	2 KCBS-F <
3 KLVE-F	3 KIIS-F	3 KSCA-F <	3 KOST-F <	3 KOST-F <	3 KROQ-F >	3 KROQ-F	3 KROQ-F	3 KCBS-F <	3 KSCA-F <
4 KROQ-F <	KROQ-F <	4 KOST-F <	4 KTWV-F	4 KKBT-F	4 KLAX-F	4 KLVE-F	4 KSCA-F <	4 KSCA-F <	4 KLOS-F <
5 KIIS-F	5 KPWR-F <	5 KLAX-F <	5 KIIS-F	5 KRTH-F	5 KLVE-F	5 KLAX-F <	5 KLAX-F <	5 KROQ-F <	5 KTWV-F <
6 KOST-F	6 KOST-F	6 KYSR-F <	6 KBIG-F <	6 KBIG-F <	6 KSCA-F <	6 KSCA-F	6 KPWR-F	6 KPWR-F <	6 KKBT-F <
7 KLAX-F	KSCA-F <	7 KIIS-F <	7 KSCA-F <	7 KFI	7 KIIS-F	7 KCBS-F	7 KCBS-F <	7 KLOS-F <	7 KFI <
8 KSCA-F	8 KLAX-F <	8 KRTH-F	KIIS-F		8 KLSX-F	8 KLSX-F	8 KLOS-F	8 KLAX-F	8 KLAX-F
9 KBIG-F <	9 KYSR-F		KLAX-F <			KLOS-F	KLSX-F		KLSX-F <

LOS ANGELES

Consolidation Report	12+	25-54	Revenue	Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
ABC/Disney KTZN-AM, KLOS-FM, KABC-AM	5.8 %	5.6 %	11.3 %	KACD-FF	U	103.1	Sta. Monica	0.7	3.2	
Chancellor, pend. KYSR-FM, KIBB-FM, KKBT-FM, KLAC-AM, KZLA-FM	13.9 %	12.5 %	13.9 %	KACE-F	B/AC	103.9	Inglewood	0.8	2.4	
Cox KOST-FM, KACE-FM, KFI-AM, KRTO-FM	9.1 %	9.2 %	10.8 %	KFSG-F	REL	96.3	Los Angeles	0.3	1.9	
HefTel/Cir. Chnl. KTNQ-AM, KSCA-FM, KLVE-FM	11.6 %	13.5 %	6.8 %	KIEV	T	870	Glendale	0.3	1.2	
Liberman KKHJ-AM, KBUE-FM, KWIZ-FM, KWIZ-AM, KBUA-FM	3.2 %	3.4 %	1.7 %	KIKF-F	C	94.3	Garden Grove	0.5	1.1	
Westinghouse, pend. KLSX-FM, KRLA-AM, KROQ-FM, KRTH-FM, KFWB-AM, KCBS-FM, KTWW-FM, KNX-AM	20.7 %	22.0 %	31.8 %	KKLA-F	REL	99.5	Los Angeles	0.4	1.7	
	64.3 %	66.2 %	76.3 %	KRRR	SP	900	W. Covina	0.5	1.2	
				KRTO-F	SP	98.3	W. Covina	0.8	1.9	
				KTZN	T	710	Los Angeles	0.5	2.7	
				KVAR-F	SP	97.5	San Bernardino	0.4	1.6	
				KWVE-F	REL	107.9	San Clemente	0.6	1.7	

Other Rated Stations--Outside Market								Metro Share	Cume Rating	TSA AQH Cume
KGGI-F	CHR/U	99.1	San Bernardino	0.3	2.1					
KOLA-F	O	99.9	San Bernardino	0.3	1.5					
XTRA	SPRTS	690	Tijuana, MX	0.7	2.7					

AM Stations

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
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	HefTel/Cir. Chnl.
KTZN	710	50 kw/10 kw (DA-N)	Talk	ABC	\$ NA	Katz	ABC/Disney
KWKW	1330	5 kw (DA-N)	Hispanic	CBS	\$155.00	Lotus	Lotus
KXMG	1540	50 kw/10 kw (DA-2)	Hispanic		\$ NA	Caballero	1-on-1, pend.

FM Stations

KACE	103.9	1.65 kw @ 390	Black AC		\$80.00	Christal	Cox
KBIG	104.3	105 kw @ 2890	AC		\$400.00	Sentry	Bonneville
KBUA	94.3	3 kw @ 85	See KBUE-F				San Fernando
KBUE	105.5	1.35 kw @ 407	Hispanic		\$90.00	---	Liberman
KCBS	93.1	28.5 kw @ 3498	Classic AOR	CBS	\$300.00	CBS	Westinghouse
KFSG	96.3	54 kw @ 480	Religion		\$ NA	---	Foursquare Gospel
KIBB	100.3	5.3 kw @ 3004	Black AC	Westwd	\$ NA	Banner	Chancellor, pend.
KIIS	102.7	8 kw @ 2960	CHR		\$450.00	Mc-Guid	Jacor
KJLH	102.3	2.25 kw @ 338	Black		\$75.00	K&P	Compton
KKBT	92.3	43 kw @ 2910	Black		\$375.00	Allied	Chancellor, pend.
KKGO	105.1	18 kw @ 2887	Classical	AP	\$175.00	Allied	Mt. Wilson
KKLA	99.5	10.5 @ 2881	Religion	SRN	\$ NA	Salem	Salem
KLAX	97.9	50 kw @ 390	Hispanic		\$260.00	Caballero	SBS
KLOS	95.5	63 kw @ 3130	AOR	ABC	\$400.00	Katz	ABC/Disney
KLSX	97.1	21 kw @ 3002	Talk		\$270.00	Allied	Westinghouse, pend.
KLVE	107.5	29.5 kw @ 2998	Hispanic		\$340.00	Caballero	HefTel/Cir. Chnl.
KLYY	107.1	3 kw @ -44	New Rock		\$ NA	---	Odyssey
KOST	103.5	12.5 kw @ 3100	AC		\$420.00	Christal	Cox
KPWR	105.9	25 kw @ 3035	Urban/CHR		\$400.00	D&R	Ermis
KROQ	106.7	5.6 kw @ 1387	New Rock		\$475.00	Infinity	Westinghouse
KRTH	101.1	51.3 kw @ 3130	Oldies		\$460.00	CBS	Westinghouse
KRTO	98.3	0.65 kw @ 971	See KACE-F			Christal	Cox
KSCA	101.9	4.8 kw @ 2831	Hispanic		\$ NA	Allied	HefTel/Cir. Chnl.
KTWW	94.7	58 kw @ 2831	Jazz		\$300.00	Group W	Westinghouse
KYSR	98.7	75 kw @ 1180	AC/CHR		\$275.00	Banner	Chancellor, pend.
KZLA	93.9	18.5 kw @ 3136	Country		\$240.00	Sentry	Chancellor

LOS ANGELES

Notes: 2/97 KSCA-F changed from Prog. AOR to Hispanic as "La Nueva" . . . 2/97 El Dorado sold KRTO-F to Cox for \$19,000,000 . . . 2/97 KMPC changed from Talk to "lifestyle-oriented" Talk as KTZN ("The Zone") . . . 3/97 KIIIS (AM) changed to Sports as "Xtra Sports 1150" . . . 3/97 KXMG (1540) sold by Spanish Broadcasting System to 1-on-1 Sports for \$17,000,000 . . . 3/97 Chancellor acquired KKBT-F through merger with Evergreen . . . 3/97 Viacom sold these stations to Chancellor: KYSR-F for \$200,000,000; KIBB-F for \$150,000,000 . . . 3/97 Greater Media traded KRLA/KLSX-F to Westinghouse for WMMR-F Philadelphia and WBOS-F/WOAZ-F Boston . . . 4/97 KNOB (540) changed from All Beatles to Classical as "X-Bach" . . . 4/97 KVAR-F changed from Hispanic AC to Hispanic CHR after the Winter survey

Jim Duncan

Comments: A huge first book for KSCA-F as an Hispanic station; however, it wasn't enough to dethrone KLVE-F as #1 in 12+ (these Hispanic-programmed stations move quickly!) . . . KTWV-F had its highest share in several years . . . KCBS-F had its strongest book in more than two years . . . KYSR-F had its third straight down book . . . KZLA-F dropped back within its normal range

LOUISVILLE

Arbitron Rank: 50 Pop (12+)	851,400	Stations:	28 / 27	Last Year's Revenue:	\$34,600,000
MSA Rank:	59	Diaries:	1,633/521:1/56.6%	Household Income:	\$39,881
MSA Pop:	995,000	Sample Target:	1,520	Retail Dollars:	\$9.7 Bil.
DMA:	50	% Below Line:	0.6	#1 Biller:	WHAS \$8,400,000
Average Persons Rating:	15.4	% Not Listed:	10.3	#1 Billing Portfolio:	
Market TSL in Hours:	20.50	Pop per Station:	31,533	Clear Channel	\$20,100,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spq 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1 WAMZ-F	C	201 / 15.4	15.2	14.9	12.8	12.7	14.6	2392 / 28.1	28.1	26.4	G	WAMZ-F
2 WHAS	FS	188 / 14.4	16.5	11.8	14.0	16.5	14.2	2596 / 30.5	30.3	33.8	H	WHAS
3 WGZB-F	B	104 / 8.0	7.7	6.5	6.6	5.3	7.2	1094 / 12.8	13.5	11.4	C	WGZB-F
4 WDJX-F	CHR	96 / 7.3	6.6	6.6	7.0	6.5	6.9	1814 / 19.0	18.4	18.5	E	WDJX-F
5 WTFX-F	AOR	71 / 5.4	5.0	4.8	6.4	6.1	5.4	1258 / 14.8	14.1	16.3	D	WTFX-F
6 WVEZ-F	SAC	70 / 5.4	3.8	5.2	4.9	6.3	4.8	1176 / 13.8	11.8	14.6	E	WVEZ-F
7 WSFR-F	O-70S	54 / 4.1	5.0	4.3	3.7	4.1	4.3	913 / 10.7	13.0	11.8	C	WSFR-F
8 WRKA-F	O	48 / 3.7	5.0	3.7	3.6	3.8	4.0	1050 / 12.3	13.6	12.9	E	WRKA-F
9 WAVG	ST	44 / 3.4	3.8	4.1	3.2	3.7	3.6	637 / 7.5	9.0	8.3	B	WAVG
10 WQMF-F	CL AOR	42 / 3.2	2.7	5.1	4.8	4.0	3.9	1183 / 13.9	11.8	12.3	D	WQMF-F
11 WSJW-F	J	40 / 3.1	3.0	4.3	4.0	2.7	3.6	586 / 6.9	9.0	7.1	B	WSJW-F
12 WHKW-F	C	37 / 2.8	2.3	2.3	2.3	2.5	2.4	776 / 9.1	8.1	11.8	A	WHKW-F
13 WLRS-F	AC	27 / 2.1	1.7	3.6	2.4	2.7	2.4	590 / 6.9	7.6	7.8	B	WLRS-F
14 WWKY	T	24 / 1.8	1.5	0.9	1.4	1.8	1.4	420 / 4.9	5.7	5.5	A	WWKY
15 WMJM-F	B/AC	18 / 1.4	1.6	1.2	1.9	1.4	1.5	345 / 4.1	3.5	4.2	A	WMJM-F
16 WRVI-F	AC	17 / 1.3	0.8	1.7	1.3	1.0	1.3	315 / 3.7	3.9	3.3		WRVI-F
17 WKJK	C	16 / 1.2	0.9	0.7		0.4		189 / 2.2	3.0	0.9		WKJK

12+ FM Share (Metro): 73.87 % (865 of 1171) (Winter 96: 69.79 %)

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 WGZB-F	1 WAMZ-F <
2 WDJX-F >>	2 WDJX-F <	2 WDJX-F <	2 WHAS	2 WHAS >	2 WAMZ-F >>	2 WAMZ-F >	2 WHAS >>	2 WHAS	WAMZ-F	2 WHAS
	3 WGZB-F <	3 WGZB-F <	3 WDJX-F	3 WGZB-F <	3 WVEZ-F	3 WTFX-F	3 WVEZ-F <	3 WGZB-F	3 WHAS <	3 WGZB-F
	4 WTFX-F >	4 WHAS	WGZB-F	4 WDJX-F <	4 WAVG <	4 WDJX-F <	4 WDJX-F	4 WDJX-F	4 WDJX-F >	4 WTFX-F
	5 WSFR-F	5 WTFX-F	5 WSFR-F <	5 WVEZ-F <	5 WRKA-F >	5 WGZB-F	5 WGZB-F	5 WVEZ-F	5 WTFX-F <	5 WTFX-F <
	6 WQMF-F	6 WSFR-F <	6 WVEZ-F	6 WSFR-F		6 WVEZ-F	6 WSFR-F <	6 WTFX-F <	6 WVEZ-F	6 WVEZ-F
		7 WVEZ-F	7 WTFX-F <				7 WTFX-F <	7 WSFR-F	7 WQMF-F	7 WQMF-F
			8 WRKA-F				8 WAVG			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WAMZ-F <	1 WAMZ-F >	1 WAMZ-F >	1 WAMZ-F >	1 WAMZ-F >>	1 WTFX-F >>	1 WTFX-F	1 WDJX-F <	1 WAMZ-F	1 WAMZ-F
2 WDJX-F	2 WGZB-F	2 WGZB-F >	2 WGZB-F	2 WGZB-F <	2 WGZB-F	2 WDJX-F <	2 WAMZ-F <	2 WTFX-F <	2 WHAS >
3 WGZB-F	3 WDJX-F >	3 WDJX-F	3 WDJX-F <	3 WVEZ-F <	3 WDJX-F >	3 WAMZ-F	3 WTFX-F	3 WHAS	3 WTFX-F <
4 WHKW-F	4 WVEZ-F	WSFR-F	4 WVEZ-F	4 WHAS	4 WAMZ-F	4 WGZB-F	4 WQMF-F	4 WDJX-F	4 WQMF-F <
5 WTFX-F	WTFX-F <	5 WHAS	5 WHAS	5 WDJX-F	5 WQMF-F >	5 WQMF-F	WSFR-F	5 WQMF-F <	5 WSFR-F
6 WVEZ-F	6 WSFR-F	6 WVEZ-F	6 WSFR-F	6 WSFR-F >		6 WSFR-F >	6 WHAS	6 WSFR-F <	WDJX-F <
7 WLRS-F		WTFX-F				7 WHAS >	7 WGZB-F	7 WGZB-F	7 WRKA-F
								8 WRKA-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCND	C	940	Shelbyville 0.0 0.2
WFIA	REL	900	Louisville 0.4 1.9
WHTE-F	AC/CHR	105.9	Valley Station 0.9 4.7
WLLV	G	1240	Louisville 0.8 2.2
WLOU	REL	1350	Louisville 0.8 2.3
WMPI-F	C	105.3	Scottsburg, IN 0.5 1.7
WTHQ-F	C	101.7	Shelbyville 0.5 1.8
WTMT	C	620	Louisville 0.5 1.8
WXLN-FF	REL	105.1	Shepherdsville 0.7 2.3

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WASE-F	O	103.5	Radcliff 0.6 2.3

LOUISVILLE

Consolidation Report	12+	25-54	Revenue
Blue Chip WGZB-FM, WMJM-FM	9.4 %	8.8 %	5.0 %
Clear Channel WAMZ-FM, WHAS-AM, WQMF-FM, WTFX-FM, WWKY-AM	40.2 %	38.2 %	57.3 %
Cox WHITE-FM, WRKA-FM, WRVI-FM	5.9 %	8.1 %	7.1 %
Jacor WDJX-FM, WFIA-AM, WLRS-FM, WSFR-FM, WVEZ-FM	19.3 %	22.5 %	24.4 %
	74.8 %	77.6 %	93.8 %

AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Product	Comments
WAVG	970	5 kw (DA-2)	Standards	ABC, CBS	\$20.00	D&R	Pulitzer
WFIA	900	1 kw/0.16 kw	Religion	USA	\$ NA	---	Jacor
WHAS	850	50 kw	Full Service	ABC	\$115.00	Christal	Clear Channel
WKJK	1080	10 kw/1 kw (DA-2)	Classic Country	ABC	\$ NA	Clr Chnl	Clear Channel
WWKY	790	5 kw/1 kw (DA-2)	Talk	CBS, Westwd	\$<20.00	Mc-Guild	Clear Channel

FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Product	Comments
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	Clr 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
WMJM	101.3	1.9 kw @ 415	Black AC	ABC	\$<20.00	Mc-Guild	Blue Chip Jeffersontown
WQMF	95.7	28.5 kw @ 643	Classic AOR		\$70.00	Katz	Clear Channel Jeffersonville, IN
WRKA	103.1	6 kw @ 312	Oldies	ABC	\$60.00	Christal	Cox
WRVI	94.7	3 kw @ 328	AC		\$ NA	---	Cox New Albany, IN
WSFR	107.7	31 kw @ 568	70's Oldies		\$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	Eastman	Jacor

Notes: 1/97 WLRS-F was sold by Champlin to Jacor for \$5,700,000

Jim Duncan

Comments: WGZB-F had its highest share ever . . . Clear Channel is at 57% of market revenue . . . WVEZ-F recovered from a weak Fall book

MADISON

Arbitron Rank: 121 **Pop (12+)** 337,100
MSA Rank: 124
MSA Pop: 404,000
DMA: 83
Average Persons Rating: 15.2
Market TSL in Hours: 20.00

Stations: 20 / 16
Diaries: 1,352/249:1/63.4%
Sample Target: 1,300
% Below Line: 2.9
% Not Listed: 18.5
Pop per Station: 21,069

Last Year's Revenue: \$18,700,000
Household Income: \$51,597
Retail Dollars: \$5.1 Bil.
#1 Biller: WIBA-F \$3,000,000
#1 Billing Portfolio: Capstar \$9,600,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1	WZEE-F	CHR	63 / 12.3	10.6	10.0	9.0	10.0	10.5	1028 / 30.5	29.5	29.2	D WZEE-F
2	WIBA-F	AOR	43 / 8.4	6.1	7.2	8.4	7.3	7.5	628 / 18.6	19.6	19.1	E WIBA-F
3	WWQM-F	C	40 / 7.8	6.1	8.2	7.5	6.6	7.4	612 / 18.2	11.9	14.9	D WWQM-F
4	WMGN-F	AC	38 / 7.4	7.6	6.1	8.4	7.2	7.4	543 / 16.1	17.1	18.2	D WMGN-F
5	WIBA	FS	32 / 6.2	6.3	6.9	6.7	5.5	6.5	596 / 17.7	17.9	16.6	C WIBA
6	WJJO-F	CL AOR	27 / 5.3	3.8	5.4	4.4	3.0	4.7	525 / 15.6	15.5	12.7	C WJJO-F
7	WOLX-F	O	26 / 5.1	6.5	6.5	4.8	6.6	5.7	552 / 16.4	20.7	18.6	D WOLX-F
8	WMAD-F	AOR-NR	24 / 4.7	6.7	6.1	7.1	6.0	6.1	577 / 17.1	19.1	20.1	B WMAD-F
9	WMMM-F	AOR-P	20 / 3.9	3.0	4.5	3.2	3.6	3.6	344 / 10.2	10.2	10.1	B WMMM-F
10	WTDY	T	17 / 3.3	4.2	4.6	4.8	4.9	4.2	315 / 9.3	12.0	9.2	B WTDY
11	WHIT	SPRTS	16 / 3.1	2.5	2.0	1.5	0.8	2.3	126 / 3.7	3.7	2.2	A WHIT
12	WTSO	T	15 / 2.9	2.1	1.9	1.3	1.5	2.1	259 / 7.7	10.4	6.6	C WTSO
	WYZM-F	C	15 / 2.9	3.2	3.5	4.0	5.5	3.4	333 / 9.9	8.5	13.5	B WYZM-F
14	WMLI-F	SAC	10 / 1.9	2.3	2.4	2.3	3.6	2.2	295 / 8.8	9.6	12.2	A WMLI-F
15	WIBU	C	9 / 1.8	2.5	1.5	1.1	1.9	1.7	94 / 2.8	3.3	3.1	WIBU
	WSJY-F	EZ	9 / 1.8	2.7	1.3	1.9	2.8	1.9	177 / 5.2	5.4	6.5	WSJY-F

12+ FM Share (Metro): 77.18 % (318 of 412) (Winter 96: 76.75 %)

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 WIBA-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 WIBA-F >	2 WIBA-F	2 WMGN-F <	2 WIBA-F <	2 WWQM-F	2 WIBA-F	2 WIBA-F	2 WIBA-F <	2 WMAD-F	2 WIBA
	3 WMAD-F	3 WMGN-F	3 WZEE-F >	3 WZEE-F	3 WMGN-F <	3 WIBA	3 WMGN-F	3 WMGN-F <	3 WWQM-F <	WWQM-F
	4 WMGN-F <	4 WJJO-F <	4 WJJO-F	4 WWQM-F	4 WOLX-F	WWQM-F	4 WWQM-F	4 WWQM-F	4 WMGN-F <	
	5 WJJO-F	5 WWQM-F	WWQM-F	5 WOLX-F	5 WZEE-F <	5 WMGN-F	5 WJJO-F	5 WJJO-F	5 WIBA-F	
	WWQM-F	6 WMAD-F <	6 WMMM-F <	WJJO-F	6 WIBA-F <	6 WJJO-F <	6 WIBA <	6 WMAD-F <	6 WOLX-F <	
		7 WMMM-F	7 WOLX-F	7 WMMM-F		7 WOLX-F >		7 WOLX-F <	7 WTDY	
			8 WHIT					8 WIBA		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WZEE-F >>	1 WZEE-F >>	1 WZEE-F	1 WZEE-F	1 WMGN-F	1 WIBA-F	1 WIBA-F	1 WIBA-F	1 WIBA-F >	1 WIBA-F >
2 WIBA-F	2 WMGN-F >	WMGN-F >	2 WMGN-F >>	2 WZEE-F >	2 WZEE-F >	2 WZEE-F	WHIT >	2 WJJO-F <	2 WHIT <
	WMAD-F	3 WIBA-F	3 WIBA-F	3 WWQM-F	3 WJJO-F	3 WMAD-F <	3 WJJO-F	3 WZEE-F	3 WJJO-F
	WMGN-F >	4 WMAD-F	WWQM-F	WWQM-F	WMAD-F	4 WJJO-F	WMAD-F	4 WWQM-F	4 WZEE-F
	5 WYZM-F	5 WWQM-F	5 WMMM-F	5 WOLX-F	5 WIBA-F	5 WWQM-F >	WHIT	WZEE-F	WHIT
	WWQM-F	6 WMMM-F	6 WMAD-F >	6 WJJO-F	6 WMMM-F	6 WWQM-F	6 WMMM-F	6 WMMM-F	6 WOLX-F
	WJJO-F >>		WMAD-F	WMAD-F		7 WMMM-F >	WWQM-F >>	WMAD-F	WMGN-F
			WMMM-F	WMMM-F					WMMM-F

Consolidation Report	12+	25-54	Revenue	Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
Capstar	36.4 %	31.9 %	47.1 %	WGN	FS/T	720	Chicago 0.6 2.2
WIBA-FM, WIBA-AM, WMAD-FM, WMLI-FM, WTOS-AM, WZEE-FM				WJVL-F	C	99.9	Janesville 1.4 3.4
Midwest Family, pend.	26.9 %	32.3 %	35.1 %	WMJB-F	CL AOR	105.9	Evansville 0.6 1.6
WHIT-AM, WJJO-FM, WMGN-FM, WTDY-AM, WWQM-FM				WTMJ	FS	620	Milwaukee 0.4 1.6
Woodward	11.9 %	14.6 %	17.2 %				
WMMM-FM, WOLX-FM, WYZM-FM							
	75.2 %	78.8 %	99.4 %				

MADISON

AM Stations

WHIT	1550	5 kw (Days)	Sports	ABC, 1-on-1	<\$20.00	Christal	Midwest Family, pend.	
WIBA	1310	5 kw/5.4 kw (DA-N)	Full Service	CBS	\$37.00	Katz	Capstar	
WIBU	1240	1 kw	Classic Country		\$ NA	---		Poynette
WTDY	1480	5 kw (DA-2)	Talk	ABC, Westwd	\$20.00	Mc-Guild	Midwest Family	
WTSO	1070	10 kw/5 kw (DA-2)	Talk	ABC	\$20.00	Banner	Capstar	

FM Stations

WIBA	101.5	12 kw @ 1017	AOR		\$60.00	Katz	Capstar	
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	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	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	Easy Listening	ABC	<\$20.00	---	Goetz	Ft. Atkinson
WWQM	106.3	4.5 kw @ 380	Country		\$50.00	Christal	Midwest Family, pend.	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: 3/97 WHIT/WWQM-F sold by Enterprise to Midwest Family for \$6,400,000 (Blackburn)

Jim Duncan

Comments: WZEE-F had its best book in several years . . . WMAD-F is in a downtrend . . . Sports WHIT had its fourth consecutive up book; WTSO, its third

MCALLEN-BROWNSVILLE

Arbitron Rank: 63 Pop (12+) 633,900	Stations: 26 / 18	Last Year's Revenue: \$16,000,000
MSA Rank: McAllen - 102; Brmsv. - 154	Diaries: 1,621/391:1/46.4%	Household Income: \$22,954
MSA Pop: 831,000	Sample Target: 1,640	Retail Dollars: \$6.1 Bil.
DMA: 107	% Below Line: 8.6	#1 Biller: KIWW-F \$2,400,000
Average Persons Rating: 16.3	% Not Listed: 12.5	#1 Billing Portfolio:
Market TSL In Hours: 21.50	Pop per Station: 35,217	Heftel/Clear Channel \$4,800,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1 KGBT-AF	SP	173 / 16.7	15.7	13.8	15.6	15.9	15.5	1799 / 28.4	27.8		C	KGBT-AF
2 KBFM-F	CHR	120 / 11.6	12.3	12.4	12.2	12.3	12.1	1873 / 29.6	29.9	32.1	C	KBFM-F
3 KIWW-F	SP	101 / 9.7	8.5	11.3	9.7	12.4	9.8	1793 / 28.3	28.1	32.5	D	KIWW-F
4 KVLY-F	AC	71 / 6.9	5.7	6.8	7.6	5.4	6.7	1128 / 17.8	15.7	14.4	C	KVLY-F
5 KFRQ-F	AOR	69 / 6.7	5.3	7.8	7.6	4.4	6.8	1090 / 17.2	14.3	12.8	C	KFRQ-F
6 KKPS-F	SP	67 / 6.5	7.0	7.3	9.3	7.0	7.5	1264 / 19.9	21.3	22.4	C	KKPS-F
7 KTEX-F	C	60 / 5.8	7.4	7.3	7.7	8.7	7.0	895 / 14.1	15.1	20.7	C	KTEX-F
8 XAAA-F	SP	38 / 3.7	4.0	3.3	2.5	3.5	3.4	648 / 10.2	10.1	8.1		XAAA-F
9 KBOR-AF	SP	28 / 2.7	2.3	2.6	2.3	2.9	2.5	516 / 8.1	3.8	4.1		KBOR-AF
10 KURV	T	26 / 2.5	2.4	2.2	1.4	2.3	2.1	336 / 5.3	4.9	5.2	B	KURV
11 KTJN-F	SP	25 / 2.4	2.7	2.3	3.1	4.0	2.6	577 / 9.1	9.5	12.5		KTJN-F
12 KRGE	REL	24 / 2.3	1.4	2.2	2.0	2.6	2.0	271 / 4.3	4.2	4.6		KRGE
13 KSOX-F	O	20 / 1.9	2.2	1.5	1.2	1.2	1.7	413 / 6.5	5.6	4.7		KSOX-F
14 KIRT	SP	18 / 1.7	2.4	1.7	1.7	2.2	1.9	338 / 5.3	4.9	6.7	A	KIRT
15 XVTH-F	SP	15 / 1.4	1.2	1.6	1.2	1.5	1.3	395 / 6.2	5.1	6.0		XVTH-F

12+ FM Share (Metro): 77.40 % (702 of 907) (Winter 96: 76.38 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KBFM-F >>	1 KIWW-F	1 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 KFRQ-F <	2 KIWW-F	2 KIWW-F <	2 KIWW-F	2 KIWW-F	2 KBFM-F	2 KIWW-F	2 KBFM-F	2 KGBT-AF	2 KGBT-AF >>
	3 KBFM-F <	3 KBFM-F <	3 KVLY-F	3 KVLY-F	3 KVLY-F <	3 KIWW-F	3 KVLY-F	3 KIWW-F	3 KIWW-F >	
	4 KGBT-AF <	4 KFRQ-F	4 KFRQ-F <	4 KKPS-F <	4 KTEX-F	4 KTEX-F	4 KFRQ-F	4 KVLY-F <	4 KKPS-F <	
	5 KKPS-F <	KVLY-F	5 KKPS-F	5 KFRQ-F <	5 KBFM-F <	5 KVLY-F	KBFM-F <	5 KKPS-F <	5 KFRQ-F <	
	6 KVLY-F >	6 KKPS-F	6 KBFM-F >	6 KBFM-F >	6 KKPS-F	6 KFRQ-F <	6 KKPS-F <	6 KFRQ-F	6 KVLY-F <	
						7 KKPS-F >>	7 KTEX-F	7 KTEX-F >	7 XAAA-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 KIWW-F	1 KVLY-F <	1 KGBT-AF	1 KGBT-AF	1 KFRQ-F <	1 KFRQ-F >	1 KFRQ-F	1 KFRQ-F	1 KGBT-AF
2 XAAA-F	KVLY-F	2 KGBT-AF	2 KVLY-F	2 KVLY-F	2 KBFM-F >>	2 KIWW-F <	2 KKPS-F	2 KGBT-AF <	2 KIWW-F <
3 KIWW-F	3 KGBT-AF	3 KIWW-F >	3 KIWW-F <	3 KIWW-F >	3 KGBT-AF	3 KKPS-F	KIWW-F >	3 KIWW-F	3 KFRQ-F >
4 KTEX-F	KBFM-F >	4 KKPS-F	4 KBFM-F	4 KKPS-F	KIWW-F	4 KBFM-F	4 KGBT-AF >	4 KKPS-F	4 KKPS-F
5 KVLY-F	5 KTEX-F	KBFM-F	5 KKPS-F	KBFM-F	KKPS-F	5 KGBT-AF >	5 KVLY-F	KBFM-F >	5 KBFM-F <
	KKPS-F <		6 KTEX-F >	6 KTEX-F	XAAA-F			6 KVLY-F	6 KVLY-F >
	7 XAAA-F								

Consolidation Report	12+	25-54	Revenue
Calendar	17.9 %	12.6 %	20.8 %
KBFM-FM, KTEX-FM, KVJY-AM			
Heftel/Clr. Chnl.	26.5 %	27.6 %	30.0 %
KGBT-FM, KGBT-AM, KIWW-FM			
Local	5.1 %	4.6 %	10.0 %
KBOR-AM, KTJN-FM, KTJX-FM			
Sunburst	20.1 %	26.7 %	25.0 %
KFRQ-FM, KKPS-FM, KVLY-FM			
	69.6 %	71.5 %	85.8 %

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KUBR	SP	1210	San Juan	0.6	1.6	
KVJY	T	840	Pharr	0.5	1.6	
KVPA-F	AOR	101.1	S. Padre Island	0.4	2.0	

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
XEEW-F	SP	93.1	Matamoros, MX	0.6	2.2	
XEOR	SP	1390	Reynosa, MS	0.5	1.0	
XHNA-F	SP	105.9	Matamoros, MX	0.4	2.5	
XHRR-F	SP	102.5	Reynosa, MX	0.5	2.6	
XMLS-F	SP	91.3	Matamoros, MX	0.7	3.5	
XRYS-F	SP	90.1	Reynosa, MX	0.9	3.5	

MCALLEN-BROWNSVILLE

AM Stations

KBOR	1600	1 kw (DA-1)	Hispanic		\$<20.00	Caballero		
KGBT	1530	50 kw/10 kw (DA-N)	Hispanic		\$38.00	Katz	Hefel/Cir. Chnl.	
KIRT	1580	1 kw/300 w	Hispanic		\$ NA	Lotus	Gomez	Mission
KRGE	1290	5 kw (DA-N)	Religion		\$<20.00	---		Weslaco
KURV	710	1 kw/900 w (DA-2)	Talk	CBS, SBUSA	\$<20.00	---		Edinburg
KVJY	840	5 kw/1 kw (DA-2)	Talk	ABC	\$<20.00	Christal	Calendar	Pharr

FM Stations

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	
KGBT	98.5	100 kw @ 997	See KGBT					
KIWW	96.1	100 kw @ 987	Hispanic		\$40.00	Katz Hisp.	Hefel/Cir. Chnl.	
KKPS	99.5	100 kw @ 1037	Hispanic		\$33.00	---	Sunburst	
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	Mercedes
KTJX	105.5	3 kw @ 285	See KBOR				KBOR	Mission
KVLY	107.9	100 kw @ 719	AC		\$32.00	Allied	Sunburst	
XAAA	93.1	50 kw @ 230	Hispanic		\$ NA	---		Reynosa, MX
XVTH	107.1	50 kw @ 210	Hispanic		\$ NA			Matamoros, MX

Notes: 1/97 KQXX-F changed calls to KGBT-F; continues to simulcast KGBT

Jim Duncan

Comments: KTEX-F had its lowest 12+ share in many years . . . It's a puzzling move by Hefel to simulcast KGBT and the old KQXX-F; KGBT usually had more than a 10 share on its own . . . It is nice to see independent stations KBOR and KTJN-F hanging in there

MEMPHIS

Arbitron Rank: 43 Pop (12+) 943,800	Stations: 27 / 26	Last Year's Revenue: \$43,000,000
MSA Rank: 52	Diaries: 1,574/600:1/54.9%	Household Income: \$37,678
MSA Pop: 1,100,000	Sample Target: 1,490	Retail Dollars: \$10.6 Bil.
DMA: 42	% Below Line: 0.7	#1 Biller: WRVR-F \$6,400,000
Average Persons Rating: 15.7	% Not Listed: 10.2	#1 Billing Portfolio:
Market TSL in Hours: 21.25	Pop per Station: 36,300	Clear Channel \$16,650,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spq 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level
1 WHRK-F	B	190 / 12.8	126	128	128	143	127	2278 / 24.1	244	257	G WHRK-F
2 KJMS-F	B	129 / 8.7	58	70	61	69	69	1795 / 19.0	17.3	200	C KJMS-F
3 WRVR-F	AC	117 / 7.9	71	75	77	74	75	1672 / 17.7	17.2	157	G WRVR-F
4 WMC-F	CHR/AC	116 / 7.8	82	64	69	67	73	1737 / 18.4	17.4	174	F WMC-F
5 WLOK	G	98 / 6.6	44	66	43	54	55	1163 / 12.3	11.8	128	C WLOK
6 WGKX-F	C	90 / 6.1	65	58	71	74	64	1530 / 16.2	17.2	184	G WGKX-F
7 WEGR-F	AOR	86 / 5.8	50	67	69	52	61	1416 / 15.0	12.5	137	G WEGR-F
8 WDIA	B	85 / 5.7	69	87	80	90	73	1355 / 14.4	16.1	174	D WDIA
9 WOGY-F	C	72 / 4.8	39	34	39	41	40	1163 / 12.4	11.1	112	C WOGY-F
10 WMC	N/T	47 / 3.2	40	45	48	44	41	763 / 8.1	8.7	113	D WMC
11 WSRR-F	O-70s	42 / 2.8	37	32	31	29	32	1002 / 10.6	11.9	99	D WSRR-F
12 WPLX	ST	34 / 2.3	14	10	14	20	15	266 / 2.8	1.5	27	WPLX
13 WRXQ-F	AOR-NR	32 / 2.2	26	31	31	30	27	674 / 7.1	8.1	92	C WRXQ-F
14 WMFS-F	AOR	30 / 2.0	17	28	29	2.1	2.4	634 / 6.7	5.7	48	B WMFS-F
15 WCRV	REL	28 / 1.9	19	23	20	15	2.0	488 / 5.2	4.9	50	WCRV
16 WJCE	B/O	24 / 1.6	2.4	2.3	2.1	3.0	2.1	538 / 5.7	6.6	73	A WJCE
17 WREC	T	21 / 1.4	1.7	1.3	1.0	1.5	1.3	612 / 6.5	6.2	5.9	A WREC
18 WBBP	REL	17 / 1.1	1.1	0.9	0.8	0.9	1.0	331 / 3.5	4.5	3.8	WBBP

12+ FM Share (Metro): 69.47 % (926 of 1333) (Winter 96: 67.51 %)

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KANG-F	B	107.1	Marion, AR	WOJG-F	REL	94.7	Bolivar
KLCN	N	910	Blytheville, AR			0.7	0.8
KWAM	REL	990	Memphis				
WAVN	REL	1240	Southaven, MS				
WGSF	SP	1210	Bartlett				
WHBQ	SPRTS	560	Memphis				
WKRA-F	B/O	92.7	Holly Spgs., MS				
WSFZ	SPRTS	1030	Memphis				

MEMPHIS

Consolidation Report	12+	25-54	Revenue
Barnstable WGKX-FM, WSRR-FM	8.9 %	9.5 %	19.3 %
Clear Channel WHRK-FM, KJMS-FM, KWAM-AM, WDIA-AM, WEGR-FM, WRXQ-FM, WREC-AM	37.3 %	36.2 %	38.5 %
Flinn WNWZ-AM, WJOI-FM, KANG-FM, WHBQ-AM	1.1 %	1.1 %	2.0 %
Sinclair TV WOGY-FM, WRVR-FM, WJCE-AM	14.3 %	15.0 %	19.8 %
	61.7 %	61.8 %	79.6 %

AM Stations

Call	Freq	Power	Day	Genre	Share	Revenue	Advertiser	Agency	Market
WBBP	1480	5 kw	41 w	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	Clr Chnl	Clear Channel	
WHBQ	560	5 kw	1 kw (DA-2)	Sports	ABC, CBS, Westwd	\$ NA	---	Flinn	
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	Clr Chnl	Clear Channel	

FM Stations

Call	Freq	Power	Day	Genre	Share	Revenue	Advertiser	Agency	Market
KANG	107.1	3 kw	@ 328	Black		\$17.00	Williams	Flinn	Marion, AR
KJMS	101.1	100 kw	@ 450	Black	CBS, ABC	\$40.00	Clr Chnl	Clear Channel	
WEGR	102.7	100 kw	@ 900	AOR	Westwd, ABC	\$92.00	Clr 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	Clr 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	Clr Chnl	Clear Channel	Olive Branch, MS
WSRR	98.1	100 kw	@ 768	70's Oldies	ABC	\$49.00	Katz	Barnstable	Millington

Notes: 3/97 WJOI-F (107.5; Germantown) sold to Flinn for \$4,500,000

Jim Duncan

Comments: 12+ listening level is down by 1.2 rating points versus one year ago . . . KJMS-F had its highest share in over two years . . . WRVR-F was steady with six straight books in the seven-share area . . . WDIA had its lowest share in many years; the same was true for WMC

MIAMI-FT. LAUDERDALE

Arbitron Rank: 11 Pop (12+) 2,984,300	Stations: 39 / 34	Last Year's Revenue: \$174,500,000
MSA Rank: 24-Mia.; 39-Ft. L.	Diaries: 4,919/607:1/46.4%	Household Income: \$34,743
MSA Pop: 3,510,000	Sample Target: 4,710	Retail Dollars: \$40.5 Bil.
DMA: 16	% Below Line: 3.5	#1 Biller: WAMR-F \$12,700,000
Average Persons Rating: 19.2	% Not Listed: 8.1	#1 Billing Portfolio: Paxson \$34,890,000
Market TSL in Hours: 25.50	Pop per Station: 87,774	

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spq 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level
1 WEDR-F	B	311 / 5.4	55	59	57	60	56	4001 / 13.4	136	141	I WEDR-F
2 WAMR-F	SP	308 / 5.4	44	56	46	52	50	3190 / 10.7	102	105	I WAMR-F
3 WPOW-F	CHR	292 / 5.1	57	49	56	52	53	5061 / 17.0	185	170	H WPOW-F
4 WLYF-F	SAC	275 / 4.8	44	54	54	51	50	3617 / 12.1	113	119	H WLYF-F
5 WHQT-F	B/AC	273 / 4.8	48	53	43	51	48	3669 / 12.3	127	132	H WHQT-F
6 WHYI-F	CHR/AC	223 / 3.9	35	38	40	36	38	4362 / 14.6	129	134	H WHYI-F
7 WAQI	SP	221 / 3.9	39	47	40	45	41	1854 / 6.2	65	74	G WAQI
8 WKIS-F	C	218 / 3.8	31	36	33	36	34	2790 / 9.3	86	94	H WKIS-F
9 WRMA-F	SP	215 / 3.7	45	43	54	48	45	2815 / 9.4	110	114	H WRMA-F
10 WLVE-F	J	210 / 3.7	31	30	35	33	33	3111 / 10.4	94	88	H WLVE-F
11 WZTA-F	AOR	204 / 3.6	33	39	37	33	36	2942 / 9.9	91	93	H WZTA-F
12 WCMQ-F	SP	179 / 3.1	28	22	21	14	26	1964 / 6.6	68	50	F WCMQ-F
WFLC-F	AC	179 / 3.1	28	27	34	33	30	3361 / 11.3	108	112	H WFLC-F
14 WMXJ-F	O	177 / 3.1	35	39	33	39	35	3142 / 10.5	113	118	H WMXJ-F
15 WXDJ-F	SP	175 / 3.1	44	30	32	30	34	2658 / 8.9	104	93	H WXDJ-F
16 WBGJ-F	O-70s	159 / 2.8	24	25	23	22	25	2530 / 8.5	85	84	D WBGJ-F
17 WQBA	SP	152 / 2.7	25	23	22	26	24	1375 / 4.6	50	50	E WQBA
18 WTMI-F	CL	143 / 2.5	27	27	31	32	27	2247 / 7.5	78	77	F WTMI-F
19 WIOD	N/T	136 / 2.4	33	34	26	34	29	2132 / 7.1	89	94	H WIOD
20 WINZ	N/T	129 / 2.2	20	15	17	19	19	2432 / 8.1	84	75	F WINZ
21 WPLL-F	AOR-P	124 / 2.2	20	25	21	16	22	2782 / 9.3	88	71	F WPLL-F
22 WCMQ	SP	122 / 2.1	20	20	27	28	22	1014 / 3.4	38	50	F WCMQ
23 WJNA	ST	121 / 2.1	03					1147 / 3.8	09		F WJNA
24 WRTO-F	SP	107 / 1.9	15	14	15	14	16	2052 / 6.9	69	60	F WRTO-F
25 WQAM	SPRFS	94 / 1.6	18	23	17	18	19	1463 / 4.9	52	59	G WQAM
26 WSUA	SP	80 / 1.4	17	13	17	17	15	727 / 2.4	27	30	B WSUA
27 WMBM	G/B	64 / 1.1	13	11	13	10	12	507 / 1.7	25	21	H WMBM
28 WAVS	E	58 / 1.0	12	09	09	08	10	609 / 2.0	23	23	H WAVS

12+ FM Share (Metro): 72.82 % (3837 of 5269) (Winter 96: 73.18 %)

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 WHQT-F	1 WAMR-F <	1 WAMR-F <	1 WAMR-F >	1 WLYF-F	1 WPOW-F <	1 WPOW-F	1 WEDR-F
2 WEDR-F >	2 WEDR-F	WHQT-F	2 WAMR-F <	2 WHQT-F	2 WAQI <	2 WHQT-F	2 WAMR-F	2 WLYF-F <	2 WEDR-F	2 WHQT-F
3 WZTA-F >	3 WHYI-F <	3 WPOW-F <	3 WEDR-F	3 WEDR-F <	3 WLYF-F	3 WBGJ-F	3 WHQT-F <	3 WEDR-F <	3 WHQT-F <	3 WAQI <
	4 WZTA-F	4 WHYI-F <	4 WHYI-F <	4 WLYF-F <	4 WRMA-F <	WEDR-F <	4 WHYI-F	4 WHYI-F <	4 WAQI	4 WFTL <
	5 WHQT-F	5 WAMR-F <	5 WLYF-F <	5 WLVE-F <	5 WMXJ-F <	5 WAQI <	WIOD <	5 WHQT-F	5 WZTA-F <	5 WPOW-F
	6 WPLL-F <	6 WZTA-F <	6 WLVE-F <	6 WHYI-F <	6 WLVE-F	6 WLYF-F	6 WAQI	6 WZTA-F	6 WLVE-F	6 WFLC-F <
	7 WKIS-F <	7 WLYF-F <	7 WFLC-F <	7 WFLC-F <	WHQT-F <	WQBA	WLVE-F <	WKIS-F <	WCMQ-F <	
	8 WAMR-F <	8 WFLC-F <	8 WBGJ-F	8 WKIS-F	8 WCMQ-F		8 WFLC-F		8 WLYF-F	
				WRMA-F <			WRMA-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 WEDR-F	1 WEDR-F	1 WHYI-F <	1 WHQT-F <	1 WAMR-F <	1 WPOW-F	1 WZTA-F <	1 WZTA-F	1 WZTA-F	1 WBGJ-F
2 WPOW-F >	2 WHYI-F	2 WEDR-F <	2 WEDR-F	2 WHQT-F	2 WZTA-F >>	2 WPOW-F >	2 WPOW-F <	2 WBGJ-F <	2 WZTA-F
3 WHQT-F	3 WPOW-F	3 WLYF-F	3 WAMR-F <	3 WLYF-F	3 WEDR-F	3 WHYI-F	3 WBGJ-F <	3 WPOW-F	3 WLVE-F <
	WHYI-F	WHQT-F <	4 WAMR-F	4 WHYI-F <	4 WHYI-F	WBGJ-F <	4 WHYI-F	4 WEDR-F	4 WKIS-F <
	5 WPLL-F	5 WLYF-F	5 WHQT-F <	5 WLYF-F <	5 WBGJ-F	5 WEDR-F <	5 WKIS-F <	5 WHQT-F <	5 WHQT-F
	6 WXDJ-F	6 WAMR-F <	6 WFLC-F	6 WFLC-F <	6 WFLC-F <	6 WKIS-F	6 WHQT-F <	6 WLVE-F	6 WEDR-F <
	7 WKIS-F	7 WFLC-F <		7 WPOW-F	7 WRMA-F		7 WAMR-F <	7 WKIS-F	7 WAMR-F <
	8 WLYF-F	8 WPLL-F						WHYI-F	8 WIOD <

MIAMI-FT. LAUDERDALE

Consolidation Report	12+	25-54	Revenue	Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
Beasley WKIS-FM, WQAM-AM, WPOW-FM	10.5 %	9.9 %	13.4 %	WACC	SP	830	Hialeah	0.9	1.5	
Clear Channel WBGG-FM, WHYI-FM	6.7 %	8.8 %	7.6 %	WAXY	T	790	S. Miami	0.7	2.5	
Cox WFLC-FM, WHQT-FM	7.9 %	10.6 %	9.5 %	WFTL	T	1400	Ft. Lauderdale	0.8	2.0	
HefTel/Clr. Chnl. WAMR-FM, WAQI-AM, WRTO-FM, WQBA-AM	13.9 %	11.2 %	15.1 %	WKAT	SP	1360	N. Miami	0.4	1.2	
Jefferson-Pilot WMXJ-FM, WLYF-FM, WAXY-AM	8.6 %	9.1 %	9.9 %	WRBD	B	1470	Pompano Beach	0.7	1.6	
Local WRHC-AM, WWFE-AM	0.4 %	0.3 %	1.0 %	WVCG	E	1070	Coral Gables	0.3	1.0	
Paxson WZTA-FM, WIOD-AM, WPLL-FM, WINZ-AM, WFTL-AM, WLVE-FM	14.9 %	15.4 %	20.0 %	WWFE	SP	670	Miami	0.4	1.4	
SBS WCMQ-FM, WRMA-FM, WSKP-FM, WXDJ-FM	9.9 %	11.9 %	14.4 %							
	72.8 %	77.2 %	90.9 %							

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WEAT-F	SAC	104.3	W. Palm Beach	0.4	2.1	
WJNO	N/T	1230	W. Palm Beach	0.3	1.0	
WKGR-F	CL AOR	98.7	Ft. Pierce	0.3	1.4	
WRMF-F	AC	97.9	Palm Beach	0.5	2.6	

AM Stations

Station	Power	Time	Demographic	Revenue	Advertiser	Agency	Location
WAQI	710	50 kw (DA-2)	Hispanic	\$80.00	Caballero	HefTel/Clr. Chnl.	
WAVS	1170	5 kw/250 w (DA-N)	Ethnic	\$ NA	---		Davie
WAXY	790	25 kw (DA-2)	Talk	\$ NA	CBS	Jefferson-Pilot	S. Miami
WCMQ	1210	25 kw/2.5 kw (DA-2)	Hispanic (News)	\$55.00	SBS	1-on-1, pend.	
WINZ	940	50 kw (DA-N)	News/Talk	ABC, CBS, CNN	\$73.00	Katz	Paxson
WIOD	610	10 kw (DA-2)	News/Talk	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/Clr. Chnl.	
WSUA	1260	5 kw (DA-2)	Hispanic	\$41.00	---	El Dorado	

FM Stations

Station	Power	Time	Demographic	Revenue	Advertiser	Agency	Location
WAMR	107.5	96 kw @ 1006	Hispanic	\$80.00	Caballero	HefTel/Clr. Chnl.	
WBGG	105.9	100 kw @ 1024	70's Oldies	\$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	Chancellor, pend.
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	CHR/AC	\$172.00	Clear Chann	Clear Channel	
WKIS	99.9	100 kw @ 984	Country	Westwd	\$147.00	D&R	Beasley
WLVE	93.9	100 kw @ 1006	Jazz	\$140.00	Katz	Paxson	Boca Raton
WLYF	101.5	100 kw @ 810	Soft AC	\$164.00	CBS	Jefferson-Pilot	
WMXJ	102.7	100 kw @ 1006	Oldies	\$133.00	CBS	Jefferson-Pilot	
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	Hispanic AC	\$129.00	---	SBS	
WRTO	98.3	100 kw @ 1407	Hispanic	\$60.00	Lotus	HefTel/Clr. 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: WJNA -- See West Palm Beach . . . 3/97 Spanish Bcstg. System sold WCMQ (AM) to 1-on-1 Sports for \$6,000,000

Jim Duncan

Comments: WLVE-F had its highest share in more than two years . . . WCMQ-F has compiled a string of four consecutive up books . . . Standards WJNA becomes viable with a 2.1 share . . . WIOD faded to its lowest share in many years

MILWAUKEE-RACINE

Arbitron Rank: 29 Pop (12+) 1,342,500	Stations: 34 / 28	Last Year's Revenue: \$58,500,000
MSA Rank: 37	Diaries: 2,776/484:1/59.0%	Household Income: \$48,059
MSA Pop: 1,460,000	Sample Target: 2,670	Retail Dollars: \$15.0 Bil.
DMA: 31	% Below Line: 2.3	#1 Biller: WTMJ \$10,600,000
Average Persons Rating: 16.8	% Not Listed: 9.1	#1 Billing Portfolio:
Market TSL in Hours: 22.25	Pop per Station: 47,946	Journal Co. \$14,200,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1	WTMJ	FS	211 / 9.3	10.5	10.5	9.4	9.2	9.9	3246 / 24.2	29.5	22.3	H WTMJ
2	WMIL-F	C	171 / 7.6	8.0	9.0	9.8	8.4	8.6	2164 / 16.1	16.8	17.3	G WMIL-F
3	WKKV-F	B	167 / 7.4	7.4	6.0	6.1	7.5	6.7	1800 / 13.4	14.2	13.7	D WKKV-F
4	WLZR-F	AOR	155 / 6.9	6.8	6.0	6.6	5.4	6.6	2434 / 18.1	18.8	16.4	F WLZR-F
5	WKLH-F	CL AOR	154 / 8.8	6.7	7.6	6.9	6.4	7.0	2364 / 17.6	17.1	16.8	H WKLH-F
6	WISN	T	130 / 5.7	5.3	5.0	4.6	4.2	5.2	1753 / 13.1	13.8	12.1	D WISN
7	WOKY	ST	127 / 5.6	5.7	6.1	5.9	4.5	5.8	1481 / 11.0	11.0	9.4	D WOKY
8	WKTJ-F	AC/CHR	126 / 5.6	5.5	6.4	6.5	7.2	6.0	2512 / 18.7	18.4	20.8	H WKTJ-F
9	WMYX-F	AC	122 / 5.4	5.4	4.4	4.3	4.5	4.9	2359 / 17.6	15.7	13.4	D WMYX-F
10	WZTR-F	O	91 / 4.0	4.1	4.1	4.0	4.6	4.1	1731 / 12.9	14.6	14.4	D WZTR-F
11	WLTO-F	SAC	89 / 3.9	3.1	2.8	3.4	3.1	3.3	1412 / 10.5	9.0	10.2	D WLTO-F
12	WLUM-F	AOR-NR	85 / 3.8	3.7	4.0	4.0	4.0	3.9	1859 / 13.8	14.1	14.6	D WLUM-F
13	WJZI-F	J	62 / 2.7	2.7	3.1	2.0	1.5	2.6	968 / 7.2	7.2	7.4	C WJZI-F
14	WAMG-F	AC/CHR	50 / 2.2	2.4	2.0	2.7	2.5	2.3	988 / 7.4	8.1	8.3	D WAMG-F
15	WMCS	B	41 / 1.8	1.9	1.6	1.3	2.8	1.7	594 / 4.4	4.9	6.0	WMCS
16	WFMR-F	CL	40 / 1.8	1.9	1.9	2.1	2.4	1.9	799 / 6.0	6.4	7.2	C WFMR-F
17	WEZY-F	EZ	37 / 1.6	1.5	1.3	1.2	1.3	1.4	461 / 3.4	3.3	3.6	WEZY-F
18	WNOV	B/G	35 / 1.5	2.1	2.0	2.5	1.7	2.0	548 / 4.1	4.9	4.2	WNOV
19	WFMI-F	J	28 / 1.2	0.8	0.5	1.5	1.5	1.0	362 / 2.7	2.6	4.3	WFMI-F
20	WTKM-F	C	22 / 1.0	0.9	0.6	0.7	0.9	0.8	238 / 1.8	1.9	1.7	WTKM-F

12+ FM Share (Metro): 69.65 % (1432 of 2056) (Winter 96: 69.86 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WKKV-F >>	1 WLZR-F	1 WKLH-F <	1 WKLH-F	1 WKLH-F	1 WTMJ >	1 WTMJ	1 WTMJ <	1 WISN	1 WKKV-F >	1 WKKV-F
2 WLUM-F	2 WKKV-F	2 WLZR-F	2 WLZR-F	2 WLZR-F <	2 WOKY <	2 WLZR-F	2 WISN	2 WTMJ <	2 WLZR-F	2 WTMJ >
3 WLZR-F >>	3 WKLH-F	3 WKTJ-F <	3 WKTJ-F	3 WKTJ-F <	3 WMIL-F <	3 WKLH-F	3 WMIL-F <	3 WMIL-F <	3 WLUM-F <	3 WMIL-F
4 WKTJ-F <	4 WKKV-F <	4 WMYX-F	4 WMYX-F	4 WMYX-F <	4 WISN	4 WMIL-F <	4 WKLH-F	4 WKKV-F	4 WTMJ <	
5 WMYX-F <	5 WMYX-F <	5 WTMJ <	5 WTMJ <	5 WTMJ <		5 WKTJ-F <	5 WOKY <	5 WKLH-F <	5 WKLH-F <	
6 WLUM-F <	6 WMIL-F	6 WMIL-F <	6 WMIL-F	6 WMIL-F		6 WKKV-F	6 WMYX-F <	6 WLZR-F <	6 WMIL-F <	
7 WMIL-F >>	7 WTMJ <	7 WKKV-F	7 WKKV-F	7 WKKV-F <	8 WISN <	7 WMYX-F	7 WLZR-F <	7 WMYX-F	7 WLTO-F	
				8 WISN <	9 WZTR-F <	WOKY	8 WKTJ-F <	WKTJ-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 WKKV-F	1 WKTJ-F	1 WKTJ-F <	1 WKTJ-F	1 WLZR-F	1 WLZR-F >	1 WLZR-F <	1 WKLH-F <	1 WKLH-F
2 WMIL-F	2 WMYX-F <	2 WMYX-F	2 WMYX-F <	2 WMYX-F	2 WKKV-F >	2 WKLH-F	2 WKLH-F >>	2 WLZR-F >>	2 WLZR-F >
3 WMYX-F	3 WKTJ-F	3 WKKV-F <	3 WKKV-F	3 WLTO-F	3 WLUM-F >	3 WKKV-F	3 WKKV-F	3 WTMJ	3 WISN <
4 WLUM-F	4 WLZR-F <	4 WLZR-F	4 WMIL-F	4 WKLH-F	4 WMIL-F	4 WLUM-F	WLUM-F <	WKKV-F	4 WTMJ
WLZR-F	5 WMIL-F	5 WKLH-F <	5 WKLH-F <	WMIL-F	5 WKLH-F	5 WMIL-F	5 WMIL-F <	5 WISN <	5 WMIL-F <
6 WKTJ-F	6 WLUM-F	6 WMIL-F <	6 WLTO-F	6 WKKV-F <	WKTJ-F	6 WKTJ-F	6 WISN	6 WMIL-F <	6 WZTR-F
7 WAMG-F >>	7 WKLH-F	7 WLUM-F	7 WLZR-F >	7 WTMJ	WMYX-F			7 WLUM-F	WKTJ-F <
								8 WKTJ-F	9 WZTR-F

Other Rated Stations		Metro Cume	TSA		
Station	Share	Rating	AQH Cume		
WPAK	SPRTS	1510	Waukesha	0.7	1.9
WPAK	SPRTS	1550	Lk. Geneva	0.0	0.1
WBWI-F	C	92.5	W. Bend	0.6	2.0
WEMP	O	1250	Milwaukee	0.4	1.9
WGLB	G	1560	Pt. Washington	0.4	0.5
WRJN	T	1400	Racine	0.6	1.5

Other Rated Stations--Outside Market		Metro Cume	TSA		
Station	Share	Rating	AQH Cume		
WBBM	N	780	Chicago	0.3	2.2
WGN	FS/T	720	Chicago	0.6	2.1
WUHF	AOR	95.1	Kenosha	0.6	2.4
WIND	SP	560	Chicago	0.5	1.1
WNIB-F	CL	97.1	Chicago	0.2	0.6
WNIZ-F	CL	96.9	Zion, IL	0.1	0.5

MILWAUKEE-RACINE

Consolidation Report	12+	25-54	Revenue
Clear Channel WKKV-FM, WMIL-FM, WOKY-AM	20.6 %	13.6 %	19.3 %
Heritage WAMG-FM, WEMP-AM, WMYX-FM	8.0 %	9.6 %	8.4 %
Saga, pend. WFMI-FM, WFMR-FM, WKLH-FM, WLZR-FM, WLZR-AM	16.7 %	21.4 %	21.5 %
	45.4 %	44.6 %	49.2 %

AM Stations

Station	Power	Time	Format	Company	Revenue	Advertiser	Agency	Market
WEMP	1250	5 kw (DA-2)	Oldies	Westwd	\$ NA	Sentry	Heritage	
WISN	1130	50 kw/10 kw (DA-2)	Talk	ABC, Westwd	\$62.00	Katz	SFX, pend.	
WMCS	1290	5 kw (DA-2)	Black	ABC	\$26.00	Banner	All Pro	Greenfield
WNOV	860	250 w/5 w	Black/Gospel	AURN	\$22.00	---		
WOKY	920	5 kw/1 kw (DA-2)	Standards	CNN	\$56.00	Allied	Clear Channel	
WTMJ	620	50 kw/10 kw (DA-2)	Full Service	CBS, Talknt	\$139.00	Christal	Journal Co.	

FM Stations

Station	Power	Time	Format	Company	Revenue	Advertiser	Agency	Market
WAMG	103.7	19.5 kw @ 840	AC/CHR	Westwd	\$50.00	Sentry	Heritage	Wauwatosa
WEZY	92.1	2.7 kw @ 492	Easy Listening		\$ NA	Christal	WRJN	Racine
WFMI	106.9	6 kw @ 328	Jazz		\$ NA	Allied	Saga, pend.	Brookfield
WFMR	98.3	6 kw @ 292	Classical		\$39.00	Allied	Saga, pend.	Menomonee Falls
WJZI	93.3	12.5 kw @ 990	Jazz	ABC	\$ NA	Allied	Shamrock	
WKKV	100.7	50 kw @ 500	Black	Westwd	\$60.00	Allied	Clear Channel	Racine
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	SFX, pend.	
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	
WMIL	106.1	13.1 kw @ 976	Country		\$125.00	Allied	Clear Channel	
WMYX	99.1	50 kw @ 448	AC	Westwd	\$75.00	Sentry	Heritage	
WTKM	104.9	5.8 kw @ 300	Classic Country		\$ NA	---		Hartford
WZTR	95.7	34 kw @ 610	Oldies		\$59.00	Banner	Shockley	

Notes: 3/97 Harris sold WFMI-F/WFMR-F to Saga for \$5,000,000 (Blackburn) . . . 3/97 Hearst sold WISN/WLTQ-F to SFX for \$_____

Jim Duncan

Comments: WISN had its highest share in about two years . . . WLTQ-F had its highest share in many years

MINNEAPOLIS-ST. PAUL

Arbitron Rank: 16 Pop (12+) 2,227,400	Stations: 22 / 22	Last Year's Revenue: \$112,400,000
MSA Rank: 12	Diaries: 3,564/625: 1/62.1%	Household Income: \$53,125
MSA Pop: 2,770,000	Sample Target: 3,440	Retail Dollars: \$29.8 Bil.
DMA: 14	% Below Line: 0.0	#1 Biller: KQRS-AF \$20,200,000
Average Persons Rating: 16.5	% Not Listed: 16.6	#1 Billing Portfolio: Chancellor \$39,300,000
Market TSL in Hours: 21.50	Pop per Station: 101,245	

12+ Metro	Format	Winter 97		Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
		1/4	Share										
1	WCCO	FS	478 / 13.0	12.3	11.4	10.5	13.3	11.8	6571 / 29.5	30.8	29.3	J	WCCO
2	KQRS-F	CL AOR	416 / 11.3	11.9	11.9	11.5	10.5	11.6	6039 / 27.1	27.2	26.4	J	KQRS-F
3	WLTE-F	SAC	250 / 8.8	6.1	4.9	6.2	6.4	6.0	3769 / 16.9	15.5	16.5	H	WLTE-F
4	KDWB-F	CHR	235 / 8.4	7.5	7.5	8.0	7.8	7.4	4868 / 21.9	23.1	23.8	H	KDWB-F
5	KEEY-F	C	234 / 6.4	5.6	5.7	6.1	5.5	5.9	3474 / 15.6	15.8	15.7	G	KEEY-F
6	KEGE-F	AOR-NR	206 / 5.6	6.0	6.7	5.8	5.3	6.0	3804 / 17.1	17.7	17.0	H	KEGE-F
7	KSTP-F	AC	200 / 5.4	5.3	5.8	6.1	5.3	5.6	4484 / 20.1	20.5	20.2	H	KSTP-F
	KQQL-F	O	200 / 5.4	5.1	5.2	5.2	4.1	5.2	4063 / 18.2	15.9	15.6	G	KQQL-F
9	KSTP	N/T	191 / 5.2	5.4	4.9	5.1	5.5	5.1	2485 / 11.2	11.6	12.8	E	KSTP
10	WBOB-F	C	157 / 4.3	5.0	5.3	4.7	5.4	4.8	2794 / 12.5	14.7	15.6	G	WBOB-F
11	KTCZ-AF	AOR-P	138 / 3.7	4.0	3.8	4.7	4.0	4.1	2799 / 12.8	12.3	11.5	G	KTCZ-AF
12	KLBB-AA	ST	100 / 2.7	2.3	1.8	2.0	1.9	2.2	1261 / 5.7	5.6	5.3	C	KLBB-AA
13	KMJZ-F	J	90 / 2.4	2.4	3.0	3.0	2.7	2.7	1696 / 7.8	7.3	7.8	D	KMJZ-F
14	KFAN	SPRTS	66 / 1.8	2.1	1.5	1.6	1.5	1.7	1477 / 6.6	6.9	5.6	E	KFAN
15	KREV-FF	AOR-NR	44 / 1.2	1.6	1.4	1.8	1.5	1.5	1098 / 4.9	5.9	4.1	C	KREV-FF

12+ FM Share (Metro): 72.01 % (2213 of 3073) (Winter 96: 71.47 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KDWB-F >	1 KQRS-F >	1 KQRS-F >>	1 KQRS-F >>	1 KQRS-F >	1 WCCO >>	1 WCCO <	1 KQRS-F	1 WCCO <	1 WCCO	1 WCCO >>
2 KEGE-F >>	2 KEGE-F	2 WLTE-F <	2 WLTE-F <	2 WLTE-F <	2 KQRS-F <	2 KQRS-F >>	2 WLTE-F <	2 KQRS-F	2 KEGE-F <	2 KQRS-F >
3 KSTP-F <	3 KSTP-F <	3 WCCO	3 WCCO	3 WCCO	3 WLTE-F <	3 WLTE-F <	3 WCCO	3 KDWB-F <	3 KDWB-F	3 KDWB-F
4 KDWB-F	4 KDWB-F	4 KQQL-F	4 KQQL-F	4 KQQL-F	4 KQQL-F	4 KDWB-F <	4 KEEY-F <	4 KSTP	4 KQRS-F >	4 KQRS-F >
5 KEEY-F	5 KEGE-F	KSTP-F <	KEEY-F	KSTP	5 KEEY-F	5 KSTP <	WLTE-F <	5 KSTP-F <	5 KSTP-F <	5 KSTP-F <
6 WBOB-F <	KEEY-F <	6 KEEY-F	6 KSTP-F	6 KEEY-F	6 KSTP-F <	6 KSTP-F <	6 KEEY-F	6 KEEY-F	6 KEEY-F <	6 KEEY-F <
7 WLTE-F	7 WCCO <	7 KTCZ-AF <	7 KSTP <	8 KTCZ-AF <	7 KQQL-F <	7 KQQL-F	7 KSTP-F <	7 KQQL-F <	7 KQQL-F <	7 KQQL-F <
							8 KEGE-F <	8 KSTP <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KDWB-F	1 KSTP-F <	1 KSTP-F	1 WLTE-F <	1 WLTE-F	1 KQRS-F	1 KQRS-F >>	1 KQRS-F >>	1 KQRS-F >>	1 KQRS-F >>
2 KSTP-F	2 KDWB-F	2 KDWB-F	2 KSTP-F <	2 KEEY-F	2 KEGE-F >	2 KEGE-F >>	2 KEGE-F >>	2 KEGE-F	2 WCCO
3 KEGE-F <	3 KQRS-F	KEEY-F <	3 KQRS-F <	3 KSTP-F <	3 KDWB-F	3 KDWB-F	3 KSTP-F <	3 WCCO <	3 KSTP
4 KQRS-F >	4 KEEY-F	4 KQRS-F	4 KDWB-F	4 KQRS-F <	4 KEEY-F >	4 KSTP-F <	4 KSTP <	4 KSTP	4 KQQL-F
5 WBOB-F	5 WLTE-F <	5 WLTE-F	5 KEEY-F	5 WCCO <		5 KEEY-F	5 KTCZ-AF	5 KTCZ-AF	5 KTCZ-AF <
KTCZ-AF	6 KEGE-F <	6 WBOB-F >	6 KQQL-F <	6 KQQL-F				6 KQQL-F <	6 KEGE-F
7 KEEY-F	7 WBOB-F >	7 WBOB-F	7 WBOB-F	7 KDWB-F					7 WLTE-F
WLTE-F >	8 KTCZ-AF >>		8 WCCO	8 WBOB-F					

Consolidation Report	12+	25-54	Revenue	Other Rated Stations		Metro Share	Cume Rating	TSA AQH	Cume
				Station	Rating				
ABC/Disney	18.9 %	20.6 %	26.5 %	KCFE-F	AOR-NR	105.7	Eden Prairie	0.7	2.0
KCFE-FM, KDIZ-AM, KEGE-FM, KQRS-FM, KREV-FM, WREV-FM				WEZU	ST	1220	Stillwater	0.5	1.3
Chancellor	21.6 %	23.7 %	35.0 %	WIXX-F	C	107.1	New Richmond	0.6	1.8
KDWB-FM, KFAN-AM, KQQL-FM, KTCJ-AM, KTCZ-FM, WBOB-FM									
Local	2.7 %	0.9 %	1.0 %						
KLBB-AM, WLWL-AM									
	43.2 %	45.2 %	62.5 %						

MONTEREY-SALINAS-SANTA CRUZ

Consolidation Report	12+	25-54	Revenue
EXCL KLOK-FM, KVRG-FM, KVRG-AM	5.1 %	5.4 %	4.6 %
Lartigue (Lynch) KDON-FM, KHTX-AM KOCN-FM, KRQC-FM, KTOM-FM, KTOM-AM	22.1 %	21.2 %	36.8 %
Local KCDU-FM, KPIG-FM, KXDC-FM	7.3 %	9.5 %	11.2 %
	34.5 %	36.1 %	52.6 %

AM Stations

KCTY	980	1 kw/0.247 kw (DA-2)	Hispanic		\$<20.00	Lotus	
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				
KVRG	700	2.5 kw/0.7 kw (DA-2)	See KVRG-F				Soledad

FM Stations

KBOQ	95.5	1.7 kw @ 630	Classical		\$30.00	Allied		Carmel
KCDU	93.5	0.11 kw @ 2296	New Rock		\$ NA	Allied	KPIG/KXDC	Hollister
KDON	102.5	18.5 kw @ 2270	CHR		\$39.00	Christal	Lartigue, pend.	
KLFA	93.9	5.4 kw @ 702	Hispanic		\$<20.00	Caballero	KTGE	King City
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	Lartigue, pend.	Pacific Grove
KPIG	107.5	2.85 kw @ 335	Prog. AOR		\$27.00	Allied	KCDU/KXDC	Freedom
KRAY	103.5	2.5 kw @ 512	Hispanic		\$<20.00	Lotus		
KRQC	92.7	6.9 kw @ 620	70's Oldies		\$21.00	Christal	Lartigue, pend.	Marina
KTOM	100.7	1.4 kw @ 2385	Country	ABC	\$51.00	Katz	Lartigue, pend.	
KVRG	107.1	1.85 kw @ 587	Hispanic		\$ NA	Caballero	EXCL	Seaside
KWAV	96.9	1.8 kw @ 2450	AC	AP	\$47.00	D&R	Buckley	
KXDC	101.7	2.4 kw @ 528	Jazz		\$<20.00	---	KCDU/KPIG	Carmel
KZOL	99.1	1.1 kw @ 2612	Hispanic		\$ NA	Katz	Hefel/Cir. Chnl.	Santa Cruz

Notes: Other ranked stations -- See San Francisco or San Jose ... 2/97 KDON-F/KHTX/KRQC-F sold by Henry to Lartigue Multimedia (John Lynch) for \$8,250,000 (Media Svcs) ... 3/97 KLUE-F sold to American Radio Systems for \$2,000,000 ... 3/97 KOCN-F sold to Lartigue (Lynch) for \$8,000,000 (Media Svcs) ... 3/97 KOCN-F sold to Lartigue (Lynch) for \$6,500,000 (Media Svcs) ... 4/97 KOMY (1340; Watsonville) sold to KSCO (price NA)

Jim Duncan

Comments: KDON-F is steady in the sevens ... KTOM-F continues to recover

NASHVILLE

Arbitron Rank: 44 Pop (12+) 934,000	Stations: 26 / 26	Last Year's Revenue: \$52,800,000
MSA Rank: 49	Diaries: 1,484/629:1/54.9%	Household Income: \$44,921
MSA Pop: 1,140,000	Sample Target: 1,430	Retail Dollars: \$12.5 Bil.
DMA: 33	% Below Line: 0.0	#1 Biller: WSIX-F \$12,200,000
Average Persons Rating: 15.2	% Not Listed: 13.2	#1 Billing Portfolio: SFX \$15,000,000
Market TSL in Hours: 20.25	Pop per Station: 35,923	

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spq 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level		
1	WSIX-F	C	222 / 15.6	11.9	14.8	16.4	14.9	14.7	2479 / 26.5	26.6	27.7	I	WSIX-F
2	WSM-F	C	130 / 9.2	9.7	8.4	9.8	10.0	9.3	2017 / 21.6	19.9	22.5	H	WSM-F
3	WQOK-F	B	119 / 8.4	6.4	8.0	6.8	6.8	7.4	1415 / 15.2	12.1	12.2	D	WQOK-F
4	WRVW-F	CHR	70 / 4.9	6.4	7.2	7.7	5.4	6.6	1511 / 16.2	18.2	18.4	D	WRVW-F
5	WKDF-F	AOR-NR	68 / 4.8	4.7	6.3	6.3	6.3	5.5	1384 / 14.8	15.4	17.4	E	WKDF-F
6	WGFX-F	CL AOR	66 / 4.6	6.3	6.1	5.6	7.0	5.7	1351 / 14.5	16.6	17.4	F	WGFX-F
	WJXA-F	SAC	66 / 4.6	5.7	5.6	5.1	6.6	5.3	1063 / 11.4	13.8	13.6	E	WJXA-F
8	WRMX-F	O	64 / 4.5	4.2	4.1	3.9	3.8	4.2	1188 / 12.7	13.2	12.4	D	WRMX-F
9	WWTN-F	T	60 / 4.2	4.5	3.6	3.3	3.4	3.9	972 / 10.4	11.0	9.5	C	WWTN-F
10	WJZC-F	J	55 / 3.9	2.9	3.4	2.8	2.7	3.2	844 / 9.0	6.9	7.4		WJZC-F
	WLAC	T	55 / 3.9	3.3	3.1	3.6	4.0	3.5	857 / 9.2	9.0	10.0	D	WLAC
12	WSM	C/F/S	53 / 3.7	4.4	4.1	3.7	3.8	4.0	854 / 9.1	9.0	9.4	D	WSM
13	WLAC-F	AC	52 / 3.7	3.8	4.3	3.8	3.9	3.9	962 / 10.3	13.7	12.2	F	WLAC-F
14	WVOL	B/O	28 / 2.0	0.9	2.2	1.1	1.4	1.5	359 / 3.8	3.0	3.3		WVOL
	WQZQ-F	CHR/B	28 / 2.0	0.8	0.5	0.4		0.9	554 / 5.9	3.3			WQZQ-F
16	WRLG-F	AOR-NR	26 / 1.8	1.6	1.1	1.1	1.8	1.4	497 / 5.3	5.6	5.5		WRLG-F
17	WRLT-F	AOR-P	23 / 1.6	2.2	1.3	1.4	1.4	1.6	420 / 4.5	6.0	5.2		WRLT-F
18	WAMB-AF	ST	15 / 1.1	1.7	0.8	1.4	1.4	1.3	277 / 3.0	2.9	3.2		WAMB-AF

12+ FM Share (Metro): 87.34 % (1076 of 1232) (Winter 96: 85.73 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WQOK-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 WQOK-F >	1 WQOK-F
2 WKDF-F <	2 WQOK-F	2 WQOK-F	2 WQOK-F	2 WQOK-F <	2 WSM-F >	2 WSM-F	2 WSM-F	2 WSM-F <	2 WSIX-F <	2 WSIX-F >
3 WSIX-F	3 WKDF-F	3 WSM-F <	3 WGFX-F	3 WSM-F	3 WSM	3 WQOK-F	3 WLAC	3 WQOK-F	3 WSM-F	
4 WRVW-F	4 WRVW-F <	4 WRVW-F <	WSM-F <	4 WGFX-F	WJXA-F <	4 WGFX-F <	4 WJXA-F	4 WWTN-F	4 WKDF-F <	
	5 WSM-F	5 WGFX-F	5 WRVW-F	5 WRVW-F <	5 WRMX-F <	5 WKDF-F <	WQOK-F	5 WJXA-F <	5 WJZC-F	
	6 WGFX-F	6 WKDF-F	6 WJZC-F	6 WRMX-F <	6 WLAC <	6 WRMX-F <	6 WWTN-F	6 WRVW-F	6 WGFX-F <	
		7 WJZC-F <	WLAC-F	7 WJXA-F	7 WQOK-F	7 WRVW-F <	7 WRMX-F <	7 WKDF-F <	7 WRVW-F	
		8 WLAC-F <	WWTN-F <	WJZC-F <			8 WRVW-F	8 WRMX-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 WQOK-F	1 WSIX-F >	1 WSIX-F >>	1 WSIX-F >	1 WSIX-F >>	1 WKDF-F >	1 WKDF-F <	1 WSIX-F	1 WSIX-F >	1 WSIX-F >>
2 WSIX-F >	2 WQOK-F	2 WRVW-F	2 WQOK-F	2 WQOK-F <	2 WQOK-F	2 WSIX-F	2 WWTN-F <	2 WGFX-F	2 WGFX-F <
3 WRVW-F	3 WRVW-F	WSM-F <	3 WRVW-F	3 WSM-F <	3 WSIX-F	3 WQOK-F	3 WGFX-F <	WKDF-F <	3 WWTN-F
4 WSM-F	4 WSM-F >	4 WQOK-F	4 WSM-F	4 WRVW-F <	4 WSM-F >	4 WWTN-F	4 WKDF-F	4 WQOK-F <	4 WQOK-F
	WJZC-F	5 WGFX-F	5 WLAC-F	5 WLAC-F <	5 WRVW-F	WGFX-F	5 WQOK-F	5 WWTN-F	WSM-F
	WKDF-F	6 WKDF-F	6 WJXA-F <	6 WJXA-F <	6 WQZQ-F	6 WSM-F	6 WRVW-F	6 WSM-F	6 WLAC <
	WRLG-F		7 WRMX-F <	7 WRMX-F		WRVW-F	WRLG-F		7 WJZC-F
	WQZQ-F		8 WJZC-F						WKDF-F

Other Rated Stations		Metro	Cume	TSA
		Share	Rating	AQH Cume
WBOZ-F	G	104.9	Woodbury	0.4 1.4
WDBL-F	C	94.3	Springfield	0.4 0.9
WMDB	B	880	Nashville	0.4 1.7
WVRY-F	G	105.1	Waverly	0.2 1.0
WZPC-F	C	102.9	Shelbyville	0.8 4.5

NASHVILLE

Consolidation Report	12+	25-54	Revenue
Cromwell WQZQ-FM, WZPC-FM	2.8 %	2.5 %	1.0 %
Dick WGFX-FM, WKDF-FM	9.4 %	10.0 %	15.7 %
Gaylord WSM-FM, WSM-AM, WWTN-FM	17.1 %	13.3 %	21.4 %
SFX WRVW-FM, WSIX-FM	20.5 %	24.1 %	28.4 %
Sinclair TV WJZC-FM, WLAC-FM, WLAC-AM	11.5 %	13.1 %	12.3 %
South Central WJXA-FM, WRMX-FM	9.1 %	10.5 %	12.7 %
	70.4 %	73.5 %	91.5 %

AM Stations

Station	Power	Time	Format	Source	Rate	Advertiser	Agency	Location
WAMB	1160	50 kw/1 kw (DA-N)	Standards	Westwd	\$20.00	Roslin		Donelson
WLAC	1510	50 kw (DA-N)	Talk/Relig	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	
WVOL	1470	5 kw/1 kw (DA-2)	Black Oldies	ABC	\$ NA	Allied	WQZQ	Berry Hill

FM Stations

Station	Power	Time	Format	Source	Rate	Advertiser	Agency	Location
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	Russetville, KY
WKDF	103.3	100 kw @ 1233	AOR-NR	ABC	\$85.00	Katz	Dick	
WLAC	105.9	100 kw @ 1233	AC		\$63.00	Banner	Sinclair TV	
WQZQ	92.1	3 kw @ 463	Black		\$49.00	Allied		Hendersonville
WQZQ	102.5	100 kw @ 856	CHR/Black	ABC	\$ NA	Regional	Cromwell	Dickson
WRLG	94.1	3.9 kw @ 236	AOR-New Rock		\$ NA	Roslin	WRLT	Smyrna
WRLT	100.1	0.2 kw @ 1181	Prog. AOR		\$34.00	Roslin		Franklin
WRMX	96.3	100 kw @ 826	Oldies		\$52.00	Eastman	South Central	Murfreesboro
WRVW	107.5	58 kw @ 1235	CHR		\$58.00	Mc-Guild	SFX	Lebanon
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	Talk	Westwd	\$27.00	Mc-Guild	Gaylord	Manchester
WYYB	93.7	6 kw @ 328	See WRLG-F					Dickson
WZPC	102.9	100 kw @ 820	Country		\$ NA	---	Cromwell	Shelbyville

Notes: 2/97 WKDF-F changed from AOR to New Rock . . . 3/97 WZRS (710; Smyrna) sold to Moody Bible Institute for \$162,500 . . . 3/97 WDBL-AF (Springfield) sold to WRLT-F/WRLG-F/WYYB-F for \$580,000

Jim Duncan

Comments: WRVW-F fell below a five share for the first time in years . . . WGFX-F had its lowest share in two years . . . WJZC-F is showing some strength with its Jazz format (the station sounds good) . . . WLAC-F faded to its lowest share in years . . . Cromwell finally has made an impact with WQZQ-F

NASSAU-SUFFOLK (Long Island)

Arbitron Rank: 15 Pop (12+) 2,247,200	Stations: 41 / 16	Last Year's Revenue: \$38,000,000
MSA Rank: 14	Diaries: 3,240/694:1/52.5%	Household Income: \$71,266
MSA Pop: 2,660,000	Sample Target: 3,270	Retail Dollars: \$30.1 Bil.
DMA: New York (#1)	% Below Line: NA	#1 Biller: WALK-AF \$13,000,000
Average Persons Rating: 17.8	% Not Listed: NA	#1 Billing Portfolio:
Market TSL in Hours: 23.25	Pop per Station: 140,450	Chancellor \$24,000,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spq 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1 WALK-F	AC	243 / 6.1	6.1	6.2	6.7	7.3	6.3	3169 / 14.1	13.4	16.0	I	WALK-F
2 WKTU-F	CHR/U	195 / 4.9	6.2	7.0	7.4	4.0	6.4	3865 / 17.2	17.6	10.5		WKTU-F
3 WBLI-F	AC/CHR	156 / 3.9	3.3	3.3	3.3	3.4	3.4	2315 / 10.3	10.4	10.2	G	WBLI-F
4 WHLI	ST	153 / 3.8	3.7	2.7	2.7	3.6	3.2	984 / 4.4	3.6	4.3	C	WHLI
5 WBZO-F	O	115 / 2.9	3.2	2.6	3.0	2.3	2.9	1732 / 7.7	8.2	8.2	E	WBZO-F
WBAB-FF	AOR	115 / 2.9	2.9	3.2	3.3	3.1	3.1	2112 / 9.4	9.3	10.4	G	WBAB-FF
7 WKJY-F	AC	108 / 2.7	2.4	2.8	2.4	3.2	2.6	1427 / 6.3	6.3	8.0	G	WKJY-F
8 WMJC-AF	C	61 / 1.5	2.0	1.9	1.8	1.0	1.8	874 / 3.9	5.2	1.4	B	WMJC-AF
9 WLIR-FF	AC-NR	45 / 1.1	1.1	1.3	1.1	1.0	1.1	1591 / 7.1	5.0	5.9	D	WLIR-FF
10 WLUX	ST	44 / 1.1	1.2	1.3	0.9	0.7	1.1	645 / 2.9	2.4	1.7	A	WLUX
11 WRCN-F	AOR	35 / 0.9	0.8	1.1	1.1	1.6	1.0	617 / 2.7	2.4	6.3	C	WRCN-F
12 WLIM	ST	17 / 0.4			0.3			150 / 0.7			A	WLIM
13 WBAZ-F	SAC	12 / 0.3		0.4	0.4			278 / 1.2				WBAZ-F

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 WALK-F <	1 WALK-F	1 WALK-F >	1 WALK-F	1 WALK-F >	1 WALK-F	1 WALK-F <	1 WKTU-F	1 WALK-F >
2 WBLI-F >	2 WBLI-F <	2 WKTU-F	2 WKTU-F <	2 WKTU-F <	2 WHLI >	2 WKTU-F <	2 WBLI-F	2 WKTU-F	2 WALK-F	2 WKTU-F
3 WALK-F	3 WALK-F <	3 WBLI-F	3 WBLI-F	3 WBLI-F	3 WBZO-F	3 WBLI-F	3 WKTU-F	3 WBLI-F	3 WBLI-F <	
4 WMJC-AF	4 WBAB-FF >	4 WBAB-FF	4 WBAB-FF	4 WBAB-FF <	4 WKJY-F <	4 WHLI	4 WKJY-F	4 WKJY-F <	4 WBAB-FF	
	5 WLIR-FF <	5 WKJY-F	5 WKJY-F	5 WBZO-F <	5 WBLI-F <	5 WBAB-FF	5 WBZO-F <	5 WBAB-FF		
	6 WKJY-F <	6 WBZO-F >	6 WBZO-F	6 WKJY-F	6 WKTU-F	WBZO-F	6 WBAB-FF <	WBZO-F		
	7 WRCN-F						7 WHLI	7 WHLI		

Wom 18-24	Wom 18-34	Wom 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 WBLI-F	1 WALK-F	1 WALK-F >	1 WKTU-F	1 WKTU-F	1 WKTU-F <	1 WBAB-FF <	1 WALK-F <
2 WBLI-F >	2 WBLI-F >	2 WKTU-F	2 WBLI-F <	2 WBLI-F	2 WBAB-FF >	2 WBAB-FF >	2 WBAB-FF	2 WKTU-F	2 WBAB-FF
3 WALK-F	3 WALK-F >	3 WALK-F >	3 WKTU-F >	3 WKTU-F <	3 WBLI-F >	3 WALK-F <	3 WRCN-F	3 WALK-F	3 WKTU-F <
4 WBAB-FF	4 WKJY-F	4 WKJY-F >	4 WKJY-F >	4 WKJY-F >	4 WALK-F	4 WRCN-F <	4 WALK-F	4 WBZO-F	4 WBZO-F >
WKJY-F	5 WBAB-FF	5 WBAB-FF	5 WBAB-FF	5 WBZO-F		5 WBLI-F <	5 WLIR-FF	5 WBLI-F	5 WBLI-F
		6 WLIR-FF	6 WBZO-F	6 WBAB-FF		6 WLIR-FF	6 WBLI-F		
		7 WMJC-AF							

NASSAU-SUFFOLK (Long Island)

Consolidation Report	12+	25-54	Revenue	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
Barnstable	11.8 %	11.6 %	29.3 %	WABC	T	770	New York	3.4	8.0	
WBZO-FM, WGSM-AM, WHLI-AM, WKJY-FM, WMJC-FM, WRCN-FM				WAXQ-F	CL AOR	104.3	New York	2.5	8.6	
Chancellor	12.9 %	20.8 %	63.2 %	WBBR	BIZ N	1130	New York	0.3	1.7	
WALK-FM, WALK-AM, WBAB-FM, WBLI-FM, WGBB-AM, WHFM-FM				WBLS-F	B	107.5	New York	1.2	3.8	
Jarad	1.1 %	10.4 %	7.4 %	WCBS	N	880	New York	4.8	17.8	
WLIR-FM, WLRI-FM				WCBS-F	O	101.1	New York	3.9	11.7	
	25.8 %	42.8 %	99.9 %	WDBZ-F	AC-NR	105.1	New York	0.8	5.6	
				WEZN-F	SAC	99.9	Bridgeport, CT	0.8	4.1	
				WFAN	SPRST	660	New York	3.1	10.3	
				WHTZ-F	CHR	100.3	Newark, NJ	4.2	17.0	
				WINS	N	1010	New York	2.0	11.8	
				WKCI-F	CHR	101.3	New Haven	0.3	1.8	
				WLTW-F	SAC	106.7	New York	3.7	9.7	
				WNEW-F	AOR	102.7	New York	1.9	6.9	
				WOR	T	710	New York	4.0	8.9	
				WPAT-F	SP	93.1	Paterson, NJ	1.0	2.4	
				WPLJ-F	CHR-NR	95.5	New York	2.8	11.7	
				WPLR-F	AOR	99.1	New Haven, CT	0.5	1.8	
				WQCD-F	J	101.9	New York	2.8	8.0	
				WQEW	ST	1560	New York	0.9	3.0	
				WQHT-F	U/CHR	97.1	New York	3.2	7.7	
				WQXR-F	CL	96.3	New York	1.8	5.0	
				WRKS-F	B/AC	98.7	New York	1.6	4.6	
				WSKQ-F	SP	97.9	New York	1.2	2.9	
				WXRK-F	T/NR	92.3	New York	5.2	15.0	

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
WLIM	1580	10 kw/0.5 kw (DA-N)	Standards	ABC	\$ NA	K&P		Patchogue
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
WBAZ	101.7	5.5 kw @ 341	Soft AC	Westwd, CNN	\$ AC	Eastman	Barnstable	Southold
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
WHFM	95.3	5 kw @ 400	See WBAB-F					Southampton
WKJY	98.3	3 kw @ 328	AC		\$90.00	Interp	Barnstable	Hempstead
WLIR	92.1	1 kw @ 521	Prog. AOR		\$67.00	Roslin	Jarad	Garden City
WLRI	98.5	6 kw @ 282	See WLIR-F					Westhampton
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 . . . 3/97 WBAZ-F and CP for WLIE-F sold to MAK for \$1,650,000

Jim Duncan

Comments: WBLI-F gained as WKTU-F declined . . . WHLI had its highest 12+ share in more than two years

NEW ORLEANS

Arbitron Rank: 39 Pop (12+) 1,030,800	Stations: 24 / 23	Last Year's Revenue: \$46,500,000
MSA Rank: 41	Diaries: 2,782/371:1/49.9%	Household Income: \$35,025
MSA Pop: 1,320,000	Sample Target: 2,810	Retail Dollars: \$13.0 Bil.
DMA: 41	% Below Line: 0.4	#1 Biller: WWL/WSMB \$9,500,000
Average Persons Rating: 17.2	% Not Listed: 11.9	#1 Billing Portfolio:
Market TSL in Hours: 22.75	Pop per Station: 44,817	Clear Channel \$17,500,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level
1 WQUE-F	B	230 / 13.0	12.1	13.1	13.2	12.4	12.8	2575 / 25.0	23.6	23.7	G WQUE-F
2 WYLD-F	B/AC	154 / 8.7	9.4	8.0	7.5	7.3	8.4	1990 / 19.3	19.7	17.0	E WYLD-F
3 WWL	N/T	152 / 8.6	9.8	9.2	6.4	8.3	8.5	2040 / 19.8	22.2	17.0	H WWL
4 WNOE-F	C	132 / 7.5	7.3	6.4	7.4	8.5	7.1	1796 / 17.4	16.8	17.4	G WNOE-F
5 WTKL-F	O	106 / 6.0	4.9	4.8	5.0	5.5	5.2	1251 / 12.1	11.3	11.4	E WTKL-F
6 KHOM-F	CHR	93 / 5.3	4.1	5.1	5.0	4.1	4.9	1703 / 16.5	16.0	10.7	C KHOM-F
7 WLMG-F	SAC	91 / 5.1	5.5	4.8	4.8	5.3	5.1	1343 / 13.0	14.9	12.6	F WLMG-F
8 WYLD	G	72 / 4.1	3.8	3.2	3.6	2.5	3.7	844 / 8.2	7.9	6.7	KKND-F
9 KKND-F	AOR-P	67 / 3.8	2.3	2.7	3.0	3.2	3.0	1154 / 11.2	7.6	9.1	B KKND-F
10 WLTS-F	AC	65 / 3.7	4.2	3.8	4.3	4.0	4.0	1061 / 10.3	11.7	11.0	D WLTS-F
11 WRNO-F	O-70s	61 / 3.4	4.2	4.8	5.3	4.8	4.4	1198 / 11.6	13.0	13.2	F WRNO-F
12 KMEZ-F	B/AC	61 / 3.4	5.0	4.0	4.8	3.9	4.3	997 / 9.7	11.9	10.2	A KMEZ-F
13 WEZB-F	AC/CHR	52 / 2.9	3.3	4.7	3.6	4.5	3.6	1502 / 14.6	14.9	15.0	C WEZB-F
14 WCKW-F	CL AOR	51 / 2.9	3.7	3.5	3.4	4.5	3.4	928 / 9.0	11.8	11.3	C WCKW-F
15 WBYU	ST	47 / 2.7	2.2	3.1	2.9	2.7	2.7	530 / 5.1	4.3	5.5	B WBYU
16 WBOK	G	30 / 1.7	1.7	1.6	2.7	1.6	1.9	407 / 3.9	4.5	3.8	A WBOK
17 WZRH-F	AOR-NR	21 / 1.2	1.4	2.1	2.0	2.1	1.7	662 / 6.4	6.6	6.8	B WZRH-F

12+ FM Share (Metro): 76.84 % (1198 of 1559) (Winter 96: 79.87 %)

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 WWL	1 WWL	1 WQUE-F >	1 WQUE-F >>	1 WQUE-F
2 KHOM-F >>	2 WYLD-F	2 WYLD-F >	2 WQUE-F	2 WQUE-F	2 WTKL-F	2 WQUE-F	2 WQUE-F	2 WYLD-F <	2 WYLD-F >	2 WYLD-F <
3 KHOM-F <	3 WNOE-F	3 WNOE-F	3 WNOE-F	3 WNOE-F	3 WYLD-F	3 WNOE-F <	3 WNOE-F <	3 WWL <	3 KHOM-F >	3 WNOE-F >
4 WNOE-F <	4 KHOM-F <	4 WWL <	4 WWL <	4 WWL <	4 WNOE-F	4 WYLD-F	4 WYLD-F <	4 WNOE-F	4 WNOE-F	4 WWL >
5 KKND-F	5 WLMG-F <	5 WLMG-F	5 WLMG-F	5 WTKL-F	5 WLMG-F	5 WTKL-F	5 WTKL-F	5 KHOM-F <	KMEZ-F <	
6 WCKW-F	6 WWL <	6 WRNO-F <	6 WLMG-F	6 WLMG-F	6 WQUE-F <	6 KKND-F <	6 WLMG-F	6 WTKL-F <	6 KKND-F	
7 WEZB-F	7 WRNO-F <	7 WTKL-F	7 WRNO-F <			7 WLMG-F <	7 WLTS-F <	7 WLMG-F		
WLTS-F						8 WYLD <	8 KHOM-F <			
						9 WRNO-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 WQUE-F	1 WQUE-F >	1 WWL
2 KHOM-F	2 WYLD-F	2 WYLD-F	2 WQUE-F >	2 WQUE-F <	2 KKND-F	2 KKND-F <	2 KKND-F <	2 WYLD-F <	2 WYLD-F <
3 WYLD-F >	3 KHOM-F	3 WNOE-F	3 WNOE-F	3 WNOE-F	WCKW-F	3 WCKW-F <	3 WCKW-F <	3 WWL	3 WQUE-F
4 WEZB-F	4 WNOE-F	4 WLTS-F <	4 WLMG-F <	4 WLMG-F	4 WYLD-F >	4 WYLD-F	4 WNOE-F	4 WCKW-F <	4 WTKL-F
5 WNOE-F	5 WLTS-F	5 KHOM-F <	5 KHOM-F	5 WTKL-F <	5 KHOM-F >	5 WNOE-F	WYLD-F	5 KKND-F <	5 WNOE-F <
WLTS-F >	6 WEZB-F	6 WEZB-F	6 WLTS-F	6 WLTS-F		6 KHOM-F >	6 KHOM-F	6 WNOE-F <	6 WRNO-F
	7 WLMG-F	7 WLMG-F		7 KHOM-F <			7 WRNO-F	7 WRNO-F	7 KKND-F
				8 KMEZ-F <			8 WYLD		WCKW-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WCKW	G	1010	Garyville	0.5 0.6
WGSO	N	990	New Orleans	0.7 3.2
WODT	SPRTS	1280	New Orleans	0.7 1.4
WSMB	T	1350	New Orleans	0.7 3.3
WTIX-F	O	94.3	Galliano	0.4 2.1
WTIX	T	690	New Orleans	0.8 2.5

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
KLRZ-F	CL AOR	100.3	Larose	0.4 1.3

NEW ORLEANS

Consolidation Report	12+	25-54	Revenue
Clear Channel WNOE-FM, WYLD-FM, WYLD-AM, WODT-AM, KHOM-FM, KKND-FM, WQUE-FM	43.1 %	40.8 %	37.6 %
Heritage WEZB-FM, WBYU-AM, WRNO-FM	9.0 %	8.9 %	13.2 %
Muniz WLTS-FM, WTKL-FM	9.7 %	11.5 %	12.5 %
Sinclair TV WLMG-FM, KMEZ-FM, WSMB-AM, WWL-AM	17.8 %	18.0 %	29.9 %
	79.6 %	79.2 %	93.2 %

AM Stations

Station	Power	Time	Genre	Company	Rate	Class	Advertiser
WBOK	1230	1 kw	Gospel	Westwd, AURN	\$23.00	---	Willis
WBYU	1450	1 kw	Standards	ABC	\$30.00	---	Heritage
WODT	1280	5 kw (DA-1)	Sports/Talk	ABC, Westwd, TARN	\$ NA	D&R	Clear Channel
WSMB	1350	5 kw (DA-N)	Talk	CBS	\$21.00	Allied	Sinclair TV
WTIX	690	10 kw/5 kw (DA-2)	Talk	Westwd, BRN	\$22.00	---	GHB
WWL	870	50 kw (DA-1)	News/Talk	CBS	\$140.00	Allied	Sinclair TV
WYLD	940	10 kw/500 w (DA-2)	Gospel	ABC, AURN	\$19.00	Clr Chnl	Clear Channel

FM Stations

Station	Power	Time	Genre	Company	Rate	Class	Advertiser
KHOM	104.1	100 kw @ 1946	CHR	Westwd	\$26.00	Allied	Clear Channel Houma
KKND	106.7	100 kw @ 983	Prog. AOR		\$ NA	Clr 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 Slidell
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	70's Oldies	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	---	Guaranty, pend. Picayune

Notes: 3/97 WZRH-F sold to Guaranty for \$2,000,000

Jim Duncan

Comments: Oldies WTKL-F rose into six-share territory for the first time in several years . . . WEZB-F fell to its lowest share in many years . . . WRNO-F had its third straight down book and its lowest share in several years . . . KKND-F is showing some life

NEW YORK

Arbitron Rank: 1 Pop (12+) 14,114,400	Stations: 47 / 46	Last Year's Revenue: \$475,000,000
MSA Rank: 1	Diaries: 10,633/1327:1/50.6%	Household Income: \$54,204
MSA Pop: 15,700,000	Sample Target: 8,450	Retail Dollars: \$123.5 Bil.
DMA: 1	% Below Line: 0.7	#1 Biller: WFAN \$45,000,000
Average Persons Rating: 18.6	% Not Listed: 11.8	#1 Billing Portfolio: Westinghouse \$181,300,000
Market TSL in Hours: 24.50	Pop per Station: 306,835	

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level
1	WQHT-F	1596 / 6.1	5.7	6.3	5.8	5.4	6.0	18703 / 13.3	17.2	13.2	K WQHT-F
2	WLTW-F	1491 / 5.7	5.9	4.5	5.1	5.4	5.3	20291 / 14.4	14.1	14.4	K WLTW-F
3	WKTU-F	1259 / 4.8	6.2	6.8	6.7	3.4	6.1	22166 / 15.7	17.2	9.0	K WKTU-F
4	WCBS-F	1154 / 4.4	4.5	4.9	5.0	4.9	4.7	17374 / 12.3	12.3	13.2	K WCBS-F
	WSKQ-F	1154 / 4.4	4.3	4.2	3.6	4.4	4.1	11785 / 8.3	8.2	7.9	K WSKQ-F
6	WRKS-F	1137 / 4.3	4.3	4.0	4.7	5.1	4.3	15744 / 11.2	11.5	12.8	K WRKS-F
7	WINS	966 / 3.7	3.4	3.7	3.6	3.8	3.6	22133 / 15.7	14.9	16.7	K WINS
8	WXRK-F	947 / 3.6	3.6	3.4	3.0	2.9	3.4	15658 / 11.1	11.0	10.1	K WXRK-F
9	WCBS	901 / 3.4	3.0	3.2	3.1	3.7	3.2	19092 / 13.5	12.3	14.2	K WCBS
10	WPAT-F	896 / 3.4	2.9	3.2	2.8	3.3	3.1	9651 / 6.8	6.2	7.2	K WPAT-F
11	WOR	880 / 3.4	3.4	3.4	3.8	2.8	3.5	11649 / 8.3	8.8	7.5	J WOR
12	WHTZ-F	819 / 3.1	2.5	2.7	2.8	3.1	2.8	18955 / 13.4	11.6	14.3	J WHTZ-F
13	WQCD-F	812 / 3.1	3.3	3.0	2.9	3.5	3.1	12484 / 8.8	9.1	9.7	J WQCD-F
14	WABC	811 / 3.1	2.9	3.3	3.4	3.6	3.2	11527 / 8.2	8.8	8.5	K WABC
15	WQXR-F	780 / 3.0	3.0	2.1	2.8	2.8	2.7	10330 / 7.3	6.8	6.2	H WQXR-F
16	WBLS-F	773 / 2.9	3.0	3.2	2.9	2.8	3.0	11831 / 8.4	8.5	8.6	I WBLS-F
17	WPLJ-F	692 / 2.6	3.0	2.9	3.4	3.4	3.0	14262 / 10.1	11.3	12.0	K WPLJ-F
18	WFAN	645 / 2.5	2.9	2.7	2.3	2.6	2.6	10931 / 7.7	9.4	8.7	K WFAN
19	WAXQ-F	543 / 2.1	2.3	2.0	1.7	1.8	2.0	10513 / 7.4	7.7	6.5	H WAXQ-F
20	WADO	512 / 2.0	1.9	1.6	1.9	2.0	1.8	4658 / 3.3	3.5	3.2	G WADO
21	WNEW-F	485 / 1.8	1.2	1.7	1.9	1.7	1.7	9654 / 6.8	5.3	6.5	J WNEW-F
22	WQEW	482 / 1.8	1.9	2.1	1.9	2.2	1.9	5969 / 4.2	4.6	4.6	E WQEW
23	WDBZ-F	390 / 1.5	1.9	2.4	2.4	3.1	2.0	9419 / 6.7	8.1	10.8	J WDBZ-F
24	WLIB	267 / 1.0	1.0	1.1	1.0	1.2	1.0	2735 / 1.9	1.8	2.3	E WLIB
25	WALK-F	259 / 1.0	1.0	1.0	1.1	1.1	1.0	3508 / 2.5	2.4	2.8	K WALK-F

12+ FM Share (Metro): 71.52 % (15586 of 21792) (Winter 96: 72.07 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WQHT-F >>	1 WQHT-F	1 WQHT-F <	1 WLTW-F	1 WLTW-F	1 WLTW-F <	1 WXRK-F	1 WLTW-F >	1 WQHT-F	1 WQHT-F >	1 WINS <
2 WHTZ-F >	2 WKTU-F	2 WKTU-F <	2 WRKS-F <	2 WCBS-F <	2 WCBS-F	2 WINS	2 WCBS-F <	2 WLTW-F	2 WRKS-F	2 WRKS-F <
3 WKTU-F >	3 WXRK-F	3 WLTW-F	3 WSKQ-F	3 WRKS-F <	3 WOR	3 WCBS	3 WKTU-F <	3 WKTU-F	WKTU-F	3 WQHT-F <
	4 WHTZ-F <	4 WSKQ-F <	WKTU-F <	4 WSKQ-F <	WCBS	4 WQHT-F <	4 WABC <	4 WCBS-F <	4 WLTW-F <	4 WABC <
	5 WSKQ-F <	5 WXRK-F	5 WXRK-F <	5 WKTU-F <	WINS <	5 WSKQ-F <	5 WQHT-F <	5 WRKS-F <	5 WPAT-F <	5 WCBS <
	6 WLTW-F <	WRKS-F	6 WCBS-F <	6 WXRK-F <	6 WABC <	6 WOR <	6 WRKS-F <	6 WOR <	6 WSKQ-F <	6 WOR
	7 WRKS-F <	7 WCBS-F <	7 WBLS-F <	7 WQCD-F <	7 WQXR-F <	7 WLTW-F <	7 WSKQ-F <	7 WSKQ-F <	7 WHTZ-F <	
	8 WPLJ-F <	8 WPAT-F <	8 WPAT-F	8 WPAT-F <	8 WRKS-F <	8 WRKS-F	8 WQCD-F <	8 WHTZ-F <		
	9 WPAT-F	9 WBLS-F	WPLJ-F	9 WBLS-F <	9 WQCD-F <	WCBS-F <	9 WPAT-F <	9 WPLJ-F <		
		WPLJ-F <	WQHT-F <				10 WQXR-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 WQHT-F	1 WKTU-F <	1 WLTW-F	1 WLTW-F	1 WQHT-F >	1 WQHT-F	1 WXRK-F	1 WXRK-F	1 WXRK-F
2 WKTU-F	2 WKTU-F >	2 WQHT-F <	2 WKTU-F <	2 WRKS-F	2 WKTU-F	2 WXRK-F	2 WQHT-F	2 WQHT-F	2 WCBS-F
3 WHTZ-F >	3 WLTW-F <	3 WLTW-F	3 WQHT-F	3 WKTU-F <	3 WXRK-F >	3 WKTU-F >	3 WKTU-F	3 WKTU-F	3 WSKQ-F <
4 WSKQ-F <	4 WHTZ-F <	4 WRKS-F	4 WRKS-F	4 WSKQ-F <	4 WHTZ-F	4 WSKQ-F	4 WSKQ-F <	4 WSKQ-F	4 WFAN <
5 WLTW-F	5 WRKS-F <	5 WPAT-F	5 WSKQ-F	5 WCBS-F <	5 WSKQ-F >	5 WHTZ-F	5 WPLJ-F	5 WCBS-F	5 WQCD-F <
6 WRKS-F <	6 WSKQ-F	WPLJ-F	6 WPAT-F <	6 WPAT-F <	6 WRKS-F	6 WPLJ-F <	6 WPLJ-F <	6 WFAN	6 WAXQ-F
7 WXRK-F <	7 WPAT-F <	7 WPLJ-F	7 WBLS-F <	7 WBLS-F <	7 WLTW-F	7 WFAN	7 WAXQ-F	7 WNEW-F <	WKTU-F <
WDBZ-F	8 WPLJ-F	8 WSKQ-F	8 WHTZ-F <	8 WQHT-F <	8 WPAT-F	8 WHTZ-F	8 WHTZ-F	8 WAXQ-F <	8 WLTW-F <
		WHTZ-F	9 WPLJ-F <	9 WQCD-F <					9 WNEW-F <

NEW YORK

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
Chancellor, pend. WLTW-FM, WAXQ-FM, WHTZ-FM, WKTU-FM	15.7 %	16.9 %	15.7 %	WBAB-FF	AOR	102.3	Babylon	0.5	1.6
				WBBR	N	1130	New York	0.5	2.6
Emmis WRKS-FM, WQHT-FM	10.4 %	9.1 %	10.4 %	WBLI-F	AC/CHR	106.1	Patchogue	0.6	1.8
				WBZO-F	O	103.1	Bay Shore	0.4	1.3
Hefitel/Clear Channel WADO-AM, WPAT-AM	2.0 %	1.5 %	1.3 %	WDHA-F	AOR	105.5	Dover, NJ	0.3	1.2
				WFME-F	REL	94.7	Newark, NJ	0.5	1.5
SBS WXLX-AM, WSKQ-FM, WPAT-FM	8.2 %	9.8 %	6.1 %	WHLI	ST	1100	Hempstead	0.6	0.8
				WHUD-F	AC	100.7	Peekskill	0.5	1.5
Westinghouse WZRC-AM, WINS-AM, WFAN-AM, WCBS-AM, WCBS-FM, WXRK-FM, WNEW-FM	19.4 %	20.5 %	38.2 %	WKHL-F	O	96.7	Stamford, CT	0.4	1.0
				WKJY-F	AC	98.3	Hempstead	0.5	1.3
				WLIR-FF	AOR-NR	92.7	Garden City	0.3	1.8
				WMCA	REL	570	New York	0.3	1.0
				WMGQ-F	AC	98.3	New Brunswick, N	0.4	1.0
				WMTR	ST	1250	Morristown, NJ	0.3	0.8
				WNWK-F	E	105.9	Newark, NJ	0.7	2.2
				WRGX-FF	C	107.1	Briarcliff Manor	0.8	2.4
				WWRL	B/G	1600	New York	0.6	1.4
				WXLX	SP	620	Newark, NJ	0.4	1.1
	55.7 %	57.8 %	71.7 %						

Other Rated Stations--Outside Market			Metro Share	Cume Rating	TSA AQH Cume
WKXW-F	T	101.5	Trenton, NJ	0.7	2.8

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product
WABC	770	50 kw	Talk	ABC	\$345.00	Banner ABC/Disney
WADO	1280	5 kw (DA-1)	Hispanic		\$140.00	Katz Hisp Hefitel/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/Talk	AURN	\$75.00	Mc-Guild Inner City
WOR	710	50 kw (DA-1)	Talk	ABC, Westwd	\$305.00	Mc-Guild Buckley
WQEW	1560	50 kw (DA-2)	Standards		\$90.00	Allied New York Times

FM Stations

Station	Freq	Power	Time	Format	Advertiser	Agency	Product
WAXQ	104.3	7.8 kw @ 1223		Classic AOR	\$150.00	Katz	Chancellor, pend.
WBLS	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		CHR/Urban	Westwd	\$210.00	Eastman Chancellor, pend. Lake Success, NY
WLTW	106.7	6 kw @ 1362		Soft AC	\$510.00	Katz	Chancellor, pend.
WNEW	102.7	7.8 kw @ 1223		AOR	Westwd	\$320.00	Group W Westinghouse
WPAT	93.1	5.4 kw @ 1420		Hispanic CHR	\$210.00	Caballero	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	Chnstal	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	Caballero	SBS
WXRK	92.3	6 kw @ 1362		Talk/New Rock	ABC	\$471.00	Infinity Infinity

Notes: WALK-F - See Nassau-Suffolk . . . 3/97 WXLX sold by Spanish Broadcasting System to 1-on-1 Sports for \$22,000,000 . . . 3/97 Chancellor acquired WKTU-F through merger with Evergreen . . . 3/97 Viacom sold these stations to Chancellor: WLTW-F for \$224,000,000; WAXQ-F for \$117,000,000 . . . 4/97 WWRL (1600) changed from Gospel to Black Oldies (after Winter survey)

Jim Duncan

Comments: WQHT-F landed back in first place (12+) as WKTU-F declined sharply . . . WPLJ-F had its lowest share in several years . . . WQXR-F held its 3.0 share (Winter was a good rating period for many Classical stations) . . . WDBZ-F seems to be going nowhere as a Modern AC (AC-NR) . . . WCBS-F had its third consecutive down book and its lowest share in several years

NORFOLK-VIRGINIA BEACH

Arbitron Rank: 33 Pop (12+) 1,220,300	Stations: 26 / 26	Last Year's Revenue: \$42,500,000
MSA Rank: 32	Diaries: 1,719/710:1/58.1%	Household Income: \$40,280
MSA Pop: 1,570,000	Sample Target: 1,670	Retail Dollars: \$14.4 Bil.
DMA: 40	% Below Line: 0.0	#1 Biller: WOWI-F \$5,200,000
Average Persons Rating: 16.1	% Not Listed: 12.6	#1 Billing Portfolio: Max \$9,890,000
Market TSL in Hours: 21.50	Pop per Station: 46,935	

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1	WOWI-F	205 / 10.4	125	138	11.4	12.0	12.0	2423 / 19.9	23.5	209	G	WOWI-F
2	WGH-F	180 / 9.2	58	66	6.7	6.9	7.1	1989 / 16.3	14.1	162	E	WGH-F
3	WCMS-AF	119 / 6.1	60	90	5.8	7.2	6.7	1687 / 13.8	14.3	161	E	WCMS-AF
4	WNOR-F	114 / 5.8	49	4.7	5.7	5.6	5.3	1789 / 14.5	12.1	145	F	WNOR-F
5	WVCL-F	99 / 5.0	38	30	3.7	2.5	3.9	1407 / 11.5	10.3	82	C	WVCL-F
6	WFOG-AF	97 / 4.9	56	5.4	6.3	7.0	5.6	1679 / 13.8	12.4	138	D	WFOG-AF
7	WWDE-F	94 / 4.8	4.5	4.9	5.6	5.4	4.9	1578 / 12.9	13.2	142	F	WWDE-F
8	WJCD-F	90 / 4.6	5.8	4.2	4.1	4.3	4.7	1049 / 8.8	11.6	102	E	WJCD-F
9	WNVZ-F	87 / 4.4	5.3	4.4	5.6	5.7	4.9	1831 / 15.0	18.1	177	D	WNVZ-F
10	WAFX-F	77 / 3.9	3.5	4.6	4.8	4.2	4.2	1428 / 11.7	9.6	11.7	D	WAFX-F
11	WNIS	N/T	75 / 3.8	3.5	2.4	2.4	3.2	1148 / 9.4	8.5	7.5	D	WNIS
12	WROX-F	AOR-NR	70 / 3.6	3.0	4.0	4.7	5.0	1371 / 11.2	9.1	13.6	C	WROX-F
13	WPTE-F	AC/CHR	68 / 3.5	4.7	5.3	4.6	2.9	1413 / 11.6	12.8	8.4	C	WPTE-F
	WSVY-F	B	68 / 3.5	3.1	2.7	3.7	3.4	901 / 7.4	7.5	8.1	B	WSVY-F
15	WXEZ-F	SAC	56 / 2.9	4.0	3.1	2.7	2.0	714 / 5.8	7.3	5.4	C	WXEZ-F
16	WPCE	G	50 / 2.5	2.2	2.4	2.4	2.8	630 / 5.2	5.2	5.0	C	WPCE
17	WKOC-F	AOR-P	48 / 2.4	2.7	2.9	2.5	2.8	1237 / 10.1	9.2	10.7	C	WKOC-F

12+ FM Share (Metro): 87.69 % (1503 of 1714) (Winter 96: 85.29 %)

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
2	WROX-F >	2	WGH-F >	2	WGH-F >	2	WGH-F >	2	WGH-F >	2
3	WGH-F <	3	WNOR-F >	3	WNOR-F >	3	WNOR-F <	3	WNOR-F <	3
4	WNVZ-F >	4	WVCL-F <	4	WVCL-F <	4	WVCL-F <	4	WVCL-F <	4
5	WROX-F >	5	WJCD-F <	5	WJCD-F <	5	WJCD-F <	5	WJCD-F <	5
6	WPTE-F >	6	WNVZ-F >	6	WNVZ-F >	6	WNVZ-F >	6	WNVZ-F >	6
7	WVCL-F <	7	WAFX-F >	7	WAFX-F >	7	WAFX-F >	7	WAFX-F >	7
8	WVCL-F <	8	WVCL-F <	8	WVCL-F <	8	WVCL-F <	8	WVCL-F <	8

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1	WOWI-F >	1	WOWI-F >	1	WOWI-F >	1	WOWI-F >	1	WOWI-F >
2	WNVZ-F >	2	WGH-F >	2	WGH-F >	2	WGH-F >	2	WGH-F >
3	WGH-F >	3	WNOR-F >	3	WNOR-F >	3	WNOR-F >	3	WNOR-F >
4	WROX-F >	4	WVCL-F <	4	WVCL-F <	4	WVCL-F <	4	WVCL-F <
5	WPTE-F >	5	WNVZ-F >	5	WNVZ-F >	5	WNVZ-F >	5	WNVZ-F >
6	WVCL-F <	6	WAFX-F >	6	WAFX-F >	6	WAFX-F >	6	WAFX-F >
7	WVCL-F <	7	WVCL-F <	7	WVCL-F <	7	WVCL-F <	7	WVCL-F <
8	WVCL-F <	8	WVCL-F <	8	WVCL-F <	8	WVCL-F <	8	WVCL-F <

Consolidation Report	12+	25-54	Revenue
Clear Channel	21.2 %	20.6 %	21.1 %
WGPL-AM, WJCD-FM, WMYK-FM, WSVY-FM, WOWI-FM			
Heritage	15.3 %	17.9 %	13.1 %
WGH-FM, WGH-AM, WVCL-FM			
Max	17.6 %	18.8 %	23.3 %
WFOG-AF, WPTE-FM, WWDE-FM, WNVZ-FM			
Saga	9.7 %	11.8 %	17.6 %
WNOR-FM, WNOR-AM, WAFX-FM			
Sinclair	11.1 %	10.7 %	14.1 %
WROX-FM, WTAR-AM, WKOC-FM, WNIS-AM			
Total	74.9 %	79.8 %	89.2 %

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WGH	SPRTS	1310	Newport News 1.1 4.6
WGPL	B/G	1350	Portsmouth 0.7 2.4
WKGM	REL	940	Smithfield 0.5 1.6
WMYK-F	CHR/U	92.1	Moyock, NC 1.9 8.2
WTAR	T	790	Norfolk 1.3 4.7
WTJZ	REL	1270	Newport News 0.4 1.3

NORFOLK-VIRGINIA BEACH

AM Stations

WCMS	1050	5 kw/360 w	See WCMS-F					
WFOG	1600	5 kw/27 w	See WFOG-F					
WGH	1310	5 kw (DA-N)	Sports	1-on-1	\$ NA	Eastman	Heritage, pend.	
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

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/Urban		\$55.00	D&R	Clear Channel	
WKOC	93.7	100 kw @ 935	Prog. AOR		\$47.00	Katz	Sinclair	Elizabeth City, NC
WMYK	92.1	3.7 kw @ 420	CHR/Urban		\$ NA	Allied	Willis	Moyock, NC
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, Westwd	\$33.00	Mc-Guild	Clear Channel	Windsor
WVCL	95.7	40 kw @ 880	Oldies		\$54.00	Katz	Susquehanna	
WWDE	101.3	50 kw @ 500	AC		\$84.00	Christal	Max	
WXEZ	94.1	40 kw @ 531	Soft AC		\$22.00	---	Eure	Yorktown

Notes: 1/97 WLTY-F changed calls to WVCL-F ("Cool 95.7") . . . 2/97 Susquehanna traded WGH-AF/WVCL-F to Heritage for WVAE-F Cincinnati + \$5,000,000

Jim Duncan

Comments: WGH-F made a huge jump to a 9.2 -- its highest share in many years . . . Oldies WVCL-F is showing strength . . . WNIS had its highest share in about two years

OKLAHOMA CITY

Arbitron Rank: 52 Pop (12+) 844,500	Stations: 20 / 20	Last Year's Revenue: \$35,100,000
MSA Rank: 54	Diaries: 1,555/543:1/56.4%	Household Income: \$36,505
MSA Pop: 1,030,000	Sample Target: 1,440	Retail Dollars: \$9.9 Bil.
DMA: 43	% Below Line: 0.0	#1 Biller: KXXY-F \$6,100,000
Average Persons Rating: 15.2	% Not Listed: 11.1	#1 Billing Portfolio:
Market TSL in Hours: 20.25	Pop per Station: 42,225	Clear Channel \$16,600,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1	KXXY-F	193 / 15.0	13.9	10.3	8.9	8.5	12.0	2069 / 24.5	24.8	20.6	G	KXXY-F
2	KOMA-F	124 / 9.7	6.8	7.4	7.4	7.4	7.8	1544 / 18.3	16.1	14.9	E	KOMA-F
3	KJYO-F	121 / 9.4	7.2	8.5	10.3	9.4	8.9	2002 / 23.7	22.3	24.9	E	KJYO-F
4	KTST-F	91 / 7.1	6.9	6.6	5.5	4.2	6.5	1450 / 17.2	16.7	12.0	C	KTST-F
5	KATT-F	79 / 6.2	5.7	7.2	9.6	10.3	7.2	1195 / 14.1	15.4	19.2	E	KATT-F
6	KRXO-F	77 / 6.0	6.1	5.7	6.5	5.6	6.1	1393 / 16.5	15.3	15.8	E	KRXO-F
7	KTOK	76 / 5.9	6.4	5.8	6.4	6.1	6.1	1168 / 13.8	15.0	13.9	E	KTOK
	KMGL-F	76 / 5.9	7.6	7.6	5.3	6.7	6.6	1313 / 15.5	16.2	16.4	E	KMGL-F
9	KVSP	68 / 5.3	5.4	6.3	5.1	5.2	5.5	590 / 7.0	6.5	8.1	B	KVSP
10	KNRX-F	51 / 4.0	4.7	6.4	5.7	5.5	5.2	1029 / 12.2	13.0	15.4	D	KNRX-F
11	KTNT-F	41 / 3.2	3.6	4.8	2.6	3.9	3.5	685 / 8.1	7.6	8.6	C	KTNT-F
12	KYIS-F	39 / 3.0	3.0	3.7	3.9	4.3	3.4	971 / 11.5	12.8	13.2	C	KYIS-F
13	WWLS	22 / 1.7	1.9	1.2	1.4	1.7	1.6	496 / 5.9	5.4	5.0		WWLS
14	KOMA	20 / 1.6	1.5	1.6	1.9	1.6	1.6	491 / 5.8	6.3	6.2		KOMA
15	WKY	17 / 1.3	2.3	2.7	1.6	2.0	2.0	492 / 5.8	6.2	6.4	B	WKY
16	KQCV	14 / 1.1	1.1	0.9	1.2	1.3	1.1	265 / 3.1	3.5	3.0		KQCV

12+ FM Share (Metro): 79.84 % (911 of 1141) (Winter 96: 78.00 %)

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

Consolidation Report	12+	25-54	Revenue
Caribou KATT-FM, KTNT-FM, KYIS-FM	12.4 %	14.3 %	16.5 %
Clear Channel KEBC-AM, KJYO-FM, KNRX-FM, KTOK-AM, KTST-FM, KXXY-FM	42.0 %	36.0 %	47.2 %
Diamond KOMA-FM, KOMA-AM, KRXO-FM	17.3 %	22.6 %	20.7 %
	71.7 %	72.9 %	84.4 %

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
KEBC	SPRTS	1340	Oklahoma City	0.6	2.4
KIRC-F	C	105.9	Seminole	0.9	1.2
KNTL-F	REL	104.9	Bethany	0.5	2.3
KTUV	REL	1220	Midwest City	0.4	1.0

OKLAHOMA CITY

AM Stations

KEBC	1340	1 kw	Sports		\$ NA	Banner	Clear Channel
KOMA	1520	50 kw (DA-N)	Oldies	CBS	\$ NA	---	Diamond
KTOK	1000	5 kw (DA-2)	News/Talk	ABC	\$57.00	Christal	Clear Channel!
KVSP	1140	1 kw (Days)	Black	AURN	\$25.00	---	
WKY	930	5 kw (DA-N)	Talk/Farm		\$30.00	---	
WWLS	640	1 kw (DA-N)	Sports	CBS, Westwd	\$ NA	---	Moore

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
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:

Jim Duncan

Comments: KXXY-F is on a roll with four consecutive up books and a recent-history high of 15.0 . . . KOMA-F also had its best book in many years . . . New Rock KNRX-F continued to fade . . . KTST-F is working on a string of four consecutive share increases (this was a big book for Country in the market)

OMAHA-COUNCIL BLUFFS

Arbitron Rank: 72 Pop (12+) 526,600	Stations: 20 / 19	Last Year's Revenue: \$30,800,000
MSA Rank: 78	Diaries: 1,150/458:1/62.5%	Household Income: \$49,667
MSA Pop: 679,000	Sample Target: 1,130	Retail Dollars: \$7.7 Bil.
DMA: 75	% Below Line: 0.5	#1 Biller: WOW-AF \$4,300,000
Average Persons Rating: 16.0	% Not Listed: 11.7	#1 Billing Portfolio: Triathlon \$10,750,000
Market TSL in Hours: 21.25	Pop per Station: 27,716	

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level
1	KXKT-F	86 / 10.2	9.3	10.0	9.0	8.7	9.6	1024 / 19.4	21.3	17.0	D KXKT-F
2	KEZO-F	72 / 8.6	8.2	8.9	7.2	8.2	8.2	887 / 16.8	16.5	17.4	E KEZO-F
3	KQKQ-F	62 / 7.4	8.0	7.3	8.7	7.9	7.8	1123 / 21.3	21.3	24.4	D KQKQ-F
4	WOW-F	57 / 6.8	7.0	5.5	5.8	7.7	6.3	674 / 12.8	15.7	15.3	F WOW-F
5	KFAB	55 / 6.5	7.8	6.4	8.0	9.8	7.2	886 / 16.8	20.3	23.0	F KFAB
6	KGOR-F	55 / 6.5	6.5	7.9	8.0	8.3	7.2	930 / 17.7	17.9	20.0	E KGOR-F
7	KEFM-F	51 / 6.1	6.6	6.0	6.5	7.8	6.3	859 / 16.3	17.0	20.0	D KEFM-F
8	KKCD-F	48 / 5.7	4.8	4.7	6.5	5.2	5.4	697 / 13.2	11.4	12.3	C KKCD-F
9	KGDE-F	39 / 4.6	3.8	5.1	3.9	3.6	4.4	630 / 12.0	13.6	12.1	C KGDE-F
10	WOW	36 / 4.3	2.6	3.3	2.4	3.0	3.1	346 / 6.6	6.4	6.0	* WOW
11	KESY-F	35 / 4.2	4.0	2.8	3.1	3.3	3.5	521 / 9.9	7.3	10.1	C KESY-F
12	KOSJ-F	34 / 4.0	1.6	2.5	3.1	2.0	2.8	371 / 7.0	4.2	3.8	A KOSJ-F
13	KOIL	26 / 3.1	3.3	3.1	3.1	3.5	3.1	400 / 7.6	9.4	6.9	A KOIL
14	KKAR	24 / 2.9	6.6	4.4	4.7	4.7	4.6	484 / 9.2	19.1	11.5	C KKAR
15	KTNP-F	21 / 2.5	4.4	2.7	2.4	2.3	3.0	555 / 10.5	11.3	8.6	B KTNP-F
16	KBBX	17 / 2.0	2.6	3.3	1.5	0.7	2.4	117 / 2.2	2.3	1.7	A KBBX

12+ FM Share (Metro): 76.82 % (570 of 742) (Winter 96: 73.09 %)

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 KXKT-F <	1 KXKT-F <	1 KXKT-F <	1 KFAB	1 KXKT-F <	1 KXKT-F	1 KXKT-F	1 KGDE-F	1 KFAB >
2 KGDE-F >>	2 KXKT-F >	2 KEZO-F >	2 KEZO-F >	2 KEZO-F >	2 WOW-F	2 KEZO-F <	2 KEZO-F	2 KEZO-F <	2 KQKQ-F <	2 KGDE-F
3 KXKT-F >>	3 KQKQ-F	3 KKCD-F <	3 KKCD-F <	3 KKCD-F <	KGOR-F <	3 KFAB	3 KGOR-F <	3 KQKQ-F	3 KXKT-F	3 KOIL
	4 KGDE-F	4 KEFM-F <	4 KEFM-F <	4 KEFM-F <	4 KXKT-F	4 KQKQ-F	4 KKCD-F <	4 WOW-F <	4 KEZO-F	
	5 KEFM-F >	5 KQKQ-F	5 KGOR-F	5 KGOR-F	5 WOW	5 WOW-F	5 WOW-F	5 KEFM-F	5 KGOR-F	
		6 KGOR-F <	6 WOW-F	6 WOW-F	6 KKCD-F <	6 KEFM-F <	6 KEFM-F <	KGOR-F <	6 KEFM-F	
		7 KQKQ-F	7 KQKQ-F	7 KQKQ-F	7 KEFM-F <	7 KGOR-F	7 KGOR-F	7 KKCD-F <	7 KFAB <	
			KESY-F		8 KOSJ-F		8 KESY-F	8 KFAB		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KQKQ-F >>	1 KQKQ-F <	1 KXKT-F >	1 KXKT-F >	1 KXKT-F >	1 KXKT-F	1 KEZO-F >>	1 KEZO-F >>	1 KEZO-F >	1 KEZO-F >
2 KXKT-F >	2 KXKT-F >	2 KQKQ-F	2 KQKQ-F	2 KEFM-F	KEZO-F >	2 KXKT-F <	2 KGDE-F	2 KXKT-F	2 KKCD-F
3 KEFM-F	3 KEZO-F <	3 KEFM-F	3 KEFM-F >	3 KGOR-F <	3 KGDE-F >	3 KGDE-F >	3 KKCD-F	3 KKCD-F	3 KXKT-F
	4 KEFM-F >	KEZO-F >	4 KESY-F	4 KQKQ-F	4 KQKQ-F >>	4 KKCD-F	4 KEFM-F	4 WOW-F <	4 WOW-F <
	5 KGDE-F		KGOR-F <	5 KESY-F		KQKQ-F	KXKT-F	5 KGOR-F	5 KGOR-F
			6 KEZO-F <	6 KKCD-F <			6 KTNP-F	6 KEFM-F	6 KEFM-F
			7 KKCD-F	7 KEZO-F <				KGDE-F	7 KOSJ-F

Consolidation Report	12+	25-54	Revenue
Journal Co. KEZO-FM, KKCD-FM, KOSJ-FM, KOSR-AM	19.1 %	25.4 %	18.8 %
Local KGDE-FM, KKAR-AM, KOIL-AM, KQKQ-FM	18.0 %	12.2 %	18.1 %
Triathlon KFAB-AM, KGOR-FM, KTNP-FM, KXKT-FM	25.7 %	26.5 %	34.9 %
	62.8 %	64.1 %	71.8 %

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KCRO	REL	660	Omaha	0.4	1.1	
KOSR	SPRTS	1490	Omaha	0.8	2.2	
KOTD-F	ST	1000	Plattsmouth	1.2	2.3	
Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KMA	N/T	960	Shenandoah	0.5	1.4	

OMAHA-COUNCIL BLUFFS

AM Stations

KBBX	1420	1 kw/330 w (DA-2)	Black	ABC	\$<20.00	D&R	BCR	
KFAB	1110	50 kw (DA-N)	Full Service/Talk	CBS	\$72.00	Christal	Triathlon	
KKAR	1290	5 kw (DA-N)	News/Talk	CNN, Westwd	\$28.00	Banner		
KOIL	1180	5 kw/1 kw (DA-2)	Standards	Westwd	\$20.00	Banner	KKAR/KQKQ	Bellevue
WOW	590	5 kw	Country	ABC	\$ NA	Allied	Great Empire	

FM Stations

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	Lincoln
KGOR	99.9	115 kw @ 1230	Oldies	Westwd	\$58.00	Christal	Triathlon	
KKCD	105.9	50 kw @ 479	Classic AOR		\$30.00	Eastman	Journal Co.	
KOSJ	97.7	100 kw @ 981	Jazz	Westwd	\$ NA	---	Journal Co.	Nebraska City
KQKQ	98.5	100 kw @ 1175	CHR		\$64.00	Banner		Council Bluffs
KTNP	93.3	3.6 kw @ 427	AC/CHR		\$ NA	Katz	Triathlon	Bennington
KXKT	103.7	10C kw @ 1247	Country		\$51.00	Katz	Triathlon	Atlantic, IA
WOW	94.1	100 kw @ 1184	Country	ABC	\$95.00	Allied	Great Empire	

Notes: 3/97 Triathlon purchased the rights holder for University of Nebraska Cornhuskers sports (which are a VERY big deal in Nebraska)

Jim Duncan

Comments: KXKT-F had its highest share in more than two years . . . Jazz KOSJ-F had its biggest book ever . . . KKAR turned in its lowest 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	

ORLANDO

Arbitron Rank: 38 **Pop (12+)** 1,042,800
MSA Rank: 40
MSA Pop: 1,450,000
DMA: 22 w/Daytona, Melbourne
Average Persons Rating: 16.1
Market TSL In Hours: 21.50

Stations: 28 / 24
Diaries: 2,118/492:1/51.3%
Sample Target: 2,150
% Below Line: 2.5
% Not Listed: 11.2
Pop per Station: 43,450

Last Year's Revenue: \$70,700,000
Household Income: \$41,926
Retail Dollars: \$16.1 Bil.
#1 Biller: WWKA-F \$8,000,000
#1 Billing Portfolio: Chancellor \$24,400,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1	WWKA-F	168 / 10.0	102	80	7.9	8.7	9.0	1843 / 17.7	188	177	H	WWKA-F
2	WXXL-F	129 / 7.7	75	6.7	7.0	6.8	7.2	2163 / 20.7	20.5	19.4	G	WXXL-F
3	WJHM-F	116 / 6.9	69	93	6.5	6.4	7.4	1756 / 16.8	16.8	15.2	F	WJHM-F
4	WMGF-F	112 / 6.7	6.8	6.6	6.8	8.1	6.7	1619 / 15.5	15.4	197	G	WMGF-F
5	WDBO	110 / 6.5	76	63	5.6	6.2	6.5	1599 / 15.3	15.5	15.1	F	WDBO
6	WOMX-F	97 / 5.8	53	5.5	7.2	7.5	5.9	1853 / 17.8	17.2	20.4	H	WOMX-F
7	WTKS-F	89 / 5.3	58	5.0	6.2	5.8	5.6	1463 / 14.0	14.7	14.8	G	WTKS-F
8	WOCL-F	86 / 5.1	5.4	5.4	3.7	5.8	4.9	1410 / 13.5	15.6	16.7	G	WOCL-F
9	WJRR-F	71 / 4.2	43	45	5.2	4.5	4.6	1389 / 13.3	12.9	13.7	F	WJRR-F
	WLOQ-F	71 / 4.2	40	34	6.1	4.7	4.4	1047 / 10.0	10.3	10.6	E	WLOQ-F
11	WMMO-F	65 / 3.9	3.3	3.4	3.8	3.9	3.6	883 / 8.5	9.8	9.0	F	WMMO-F
12	WHTQ-F	59 / 3.5	3.5	5.1	4.0	3.2	4.0	1025 / 9.8	10.3	9.5	E	WHTQ-F
13	WCFB-F	58 / 3.5	4.9	4.5	3.9	4.1	4.2	886 / 8.5	10.1	10.1	D	WCFB-F
14	WHOO	53 / 3.2	2.6	2.9	3.1	3.2	2.9	540 / 5.2	6.1	5.2	A	WHOO
15	WSHE-F	52 / 3.1	3.0	3.2	4.4	4.1	3.4	1256 / 12.0	12.0	12.5	D	WSHE-F
16	WTLN-F	21 / 1.2	1.1	1.4	1.4	1.2	1.3	441 / 4.2	3.8	3.6		WTLN-F
17	WQTM	20 / 1.2	1.3	1.0	0.7	1.3	1.1	467 / 4.5	5.2	3.5	B	WQTM

12+ FM Share (Metro): 81.24 % (1113 of 1370) (Winter 96: 84.00 %)

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 WWKA-F	1 WWKA-F	1 WWKA-F	1 WWKA-F	1 WJHM-F >	1 WJHM-F
2 WXXL-F >	2 WJHM-F	WXXL-F	2 WOMX-F	2 WOMX-F	2 WDBO <	2 WTKS-F <	2 WDBO <	2 WXXL-F	2 WXXL-F	2 WWKA-F
3 WJRR-F >>	WOMX-F >	3 WOMX-F	3 WTKS-F <	3 WMGF-F <	3 WMGF-F	3 WDBO	3 WMGF-F	3 WJHM-F <	3 WWKA-F >	3 WOCL-F
4 WJRR-F	4 WJHM-F <	4 WXXL-F <	4 WTKS-F <	4 WOCL-F	4 WOMX-F <	4 WXXL-F	4 WMGF-F	4 WDBO <	4 WDBO <	4 WDBO <
5 WWKA-F	5 WTKS-F	5 WMMO-F	5 WOCL-F <	5 WLOQ-F	5 WLOQ-F	5 WXXL-F	5 WOMX-F	5 WTKS-F <	5 WJRR-F	5 WJRR-F
6 WTKS-F <	6 WMMO-F	WMGF-F	6 WXXL-F	6 WTKS-F	6 WMGF-F <	6 WOCL-F <	6 WOMX-F <	6 WMGF-F <	6 WMGF-F <	6 WMGF-F <
7 WHTQ-F	WSHE-F	7 WMGF-F <	7 WLOQ-F <	7 WMMO-F <	WHOO	7 WJHM-F	7 WMMO-F	7 WOCL-F	7 WTKS-F <	7 WTKS-F <
			8 WOCL-F <	8 WLOQ-F			WLOQ-F		8 WOCL-F	8 WOCL-F
			9 WHTQ-F	9 WDBO					9 WHTQ-F	9 WHTQ-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 WXXL-F <	1 WXXL-F <	1 WOMX-F	1 WOMX-F	1 WOMX-F <	1 WXXL-F	1 WXXL-F	1 WHTQ-F	1 WTKS-F <	1 WWKA-F <
2 WJHM-F >	2 WOMX-F	2 WXXL-F >	2 WXXL-F	2 WMGF-F	2 WJHM-F <	2 WJRR-F <	2 WXXL-F <	2 WWKA-F	2 WTKS-F
3 WWKA-F	3 WJHM-F	3 WMGF-F	WWKA-F	3 WWKA-F	3 WJRR-F >>	3 WJHM-F	3 WTKS-F	WXXL-F <	3 WHTQ-F
4 WOMX-F	4 WWKA-F	WSHE-F <	4 WMGF-F	4 WXXL-F	4 WSHE-F >	4 WHTQ-F	WOMX-F <	4 WHTQ-F <	4 WMMO-F
5 WSHE-F >	5 WSHE-F	5 WWKA-F	5 WJHM-F >	WOCL-F >		5 WTKS-F <	5 WJRR-F	5 WJRR-F	5 WOCL-F
6 WJRR-F	6 WMGF-F	6 WMMO-F	6 WCFB-F <	6 WCFB-F		6 WOMX-F	6 WWKA-F	6 WJHM-F <	6 WJHM-F <
WHTQ-F	WTKS-F	WJHM-F	7 WSHE-F	WLOQ-F <		7 WWKA-F	WJHM-F	7 WMMO-F	7 WDBO <
WTKS-F	8 WMMO-F	WTKS-F	WOCL-F <	8 WJHM-F <			WMMO-F		8 WXXL-F <

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAJL	REL	1190	Pinecastle 0.5 0.9
WONQ	SP	1030	Oviedo 0.8 2.4
WPRD	SP	1440	Winter Park 0.4 1.2
WRLZ	SP	1270	Eatonville 0.7 1.3
WRMQ	SP	1140	Orlando 0.8 1.5
WTRR	?	1400	Sanford 0.4 0.5
WWNZ	N	740	Orlando 0.7 3.9

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WFLZ-F	CHR	93.3	Tampa 0.4 1.4
WGNE-F	C	98.1	Titusville 0.6 3.1
WKRO-F	AOR-NR	93.1	Edgewater 0.5 2.5
WPCV-F	C	97.5	Lakeland 1.1 4.3

ORLANDO

Consolidation Report	12+	25-54	Revenue
Chancellor WOCL-FM, WXXL-FM, WOMX-FM, WJHM-FM	25.5 %	24.8 %	34.5 %
Cox WHTQ-FM, WCFB-FM, WHOO-AM, WZKD-AM, WWKA-FM, WDBO-AM, WMMO-FM	30.6 %	30.1 %	31.5 %
Paxson WJRR-FM, WMGF-FM, WQTM-AM, WSHE-FM, WTKS-FM, WWNZ-AM	21.2 %	22.2 %	27.1 %
	77.3 %	77.1 %	93.1 %

AM Stations

Station	Power	Frequency	Service	Revenue	Advertiser	Agency	Location
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
WWNZ	740	50 kw (DA-2)	News	CBS \$ NA	---	Paxson	

FM Stations

Station	Power	Frequency	Service	Revenue	Advertiser	Agency	Location
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	Sentry	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	Oldies	\$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	Talk	AP, Westwd \$70.00	Mc-Guild	Paxson	Cocoa Beach
WTLN	95.3	6 kw @ 315	Religion	USA \$ NA	Salem		Apopka
WWKA	92.3	100 kw @ 1341	Country	\$140.00	Katz	Cox	
WXXL	106.7	100 kw @ 824	CHR	\$97.00	Sentry	Chancellor	Leesburg

Notes:

Jim Duncan

Comments: WXXL-F had its highest share in more than two years . . . WWKA-F held on to double figures . . . WCFB-F is at its lowest level in about two years . . . This is the nation's most balanced market in terms of revenue shares among the major players; it will be interesting to see how this fluctuates over the years

PHILADELPHIA

Arbitron Rank: 5	Pop (12+): 4,065,300	Stations: 31 / 24	Last Year's Revenue: \$204,300,000
MSA Rank: 4		Diaries: 4,595/885:1/50.7%	Household Income: \$50,137
MSA Pop: 4,950,000		Sample Target: 4,630	Retail Dollars: \$45.9 Bil.
DMA: 4		% Below Line: 4.9	#1 Biller: KYW \$26,600,000
Average Persons Rating: 17.6		% Not Listed: 10.6	#1 Billing Portfolio: Westinghouse \$77,100,000
Market TSL in Hours: 23.00		Pop per Station: 169,388	

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1	KYW	511 / 7.1	7.3	7.3	7.2	9.1	7.2	12768 / 31.4	30.7	36.4	K	KYW
2	WBEB-F	446 / 6.2	5.7	5.5	5.7	5.6	5.8	6304 / 15.5	15.0	15.0	I	WBEB-F
3	WUSL-F	442 / 6.2	6.4	6.2	6.8	5.9	6.4	5912 / 14.5	14.5	13.3	I	WUSL-F
4	WYSP-F	391 / 5.5	4.8	5.2	5.1	4.6	5.1	6677 / 16.4	17.4	15.2	K	WYSP-F
5	WDAS-F	388 / 5.4	5.1	5.1	5.5	4.9	5.3	4329 / 10.6	9.9	10.3	I	WDAS-F
6	WWDB-F	381 / 5.3	4.9	5.1	4.4	5.9	4.9	5147 / 12.7	11.7	11.8	H	WWDB-F
7	WPEN	357 / 5.0	4.5	4.3	4.8	4.7	4.6	3432 / 8.4	7.6	8.4	F	WPEN
8	WUGL-F	324 / 4.5	5.0	5.9	5.4	4.4	5.2	6061 / 14.9	15.0	14.1	I	WUGL-F
9	WIOQ-F	319 / 4.5	4.8	4.5	4.3	4.8	4.5	6634 / 16.3	17.5	16.2	G	WIOQ-F
10	WXTU-F	317 / 4.4	3.9	4.2	3.8	4.7	4.1	3782 / 9.3	9.6	9.9	I	WXTU-F
11	WJJZ-F	295 / 4.1	4.3	4.2	3.2	3.8	3.9	4351 / 10.7	10.3	9.6	G	WJJZ-F
12	WMGK-F	291 / 4.1	4.7	4.7	4.6	3.8	4.5	5099 / 12.5	12.7	11.6	H	WMGK-F
13	WIP	282 / 3.7	3.6	2.8	3.7	3.7	3.4	4779 / 11.8	11.1	11.1	I	WIP
14	WMMR-F	249 / 3.5	3.7	3.5	4.5	3.4	3.8	5037 / 12.4	12.6	11.7	I	WMMR-F
15	WFLN-F	230 / 3.2	3.2	2.9	3.1	2.7	3.1	3388 / 8.3	8.5	7.3	E	WFLN-F
16	WPLY-F	198 / 2.8	2.6	3.0	3.1	3.3	2.9	5269 / 13.0	13.0	14.2	G	WPLY-F
17	WDRE-F	195 / 2.7	1.9	1.8	2.1	1.5	2.1	3666 / 9.0	8.4	7.2	D	WDRE-F
18	WYXR-F	183 / 2.6	3.5	3.6	3.9	3.9	3.4	4979 / 12.2	13.0	13.7	H	WYXR-F
19	WPST-F	97 / 1.4	1.4	1.2	1.6	1.2	1.4	2834 / 7.0	7.3	7.5		WPST-F
20	WDAS	79 / 1.1	0.8	0.9	1.1	1.3	1.0	1031 / 2.5	2.6	3.3	C	WDAS
21	WHAT	73 / 1.0	1.4	1.3	0.7	1.1	1.1	1001 / 2.5	2.3	2.6	B	WHAT

12+ FM Share (Metro): 75.88 % (4487 of 5913) (Winter 96: 76.16 %)

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

Other Rated Stations					Other Rated Stations--Outside Market						
			Metro Share	Cume Rating	TSA AQH Cume				Metro Share	Cume Rating	TSA AQH Cume
WFIL	REL	560	Philadelphia	0.4	1.3	WFMZ-F	SAC	100.7	Allentown	0.9	2.1
WNAP	REL	1110	Norristown	0.4	0.7	WJBR-F	AC	99.5	Wilmington, DE	0.5	2.0
WPHT	T	1210	Philadelphia	0.6	3.1	WKXW-F	O	101.5	Trenton, NJ	0.9	3.5
WWJZ	ST	640	Mt. Holly, NJ	0.3	0.8	WOR	T	710	New York	0.3	1.1
						WRDR-F	ST	104.9	Egg Harbor, NJ	0.4	1.2
						WSTW-F	CHR	93.7	Wilmington, DE	0.5	2.4

PHILADELPHIA

Consolidation Report	12+	25-54	Revenue
Beasley	9.7 %	8.3 %	10.4 %
WXTU-FM, WWDB-FM, WTEL-AM			
Chancellor, pend.	23.9 %	25.7 %	24.5 %
WDAS-FM, WDAS-AM, WYXR-FM, WIOQ-FM, WJJZ-FM, WUSL-FM			
Greater Media, pend.	15.8 %	14.0 %	15.4 %
WMMR-FM, WPEN-AM, WMGK-FM, WFLN-FM			
Salem	0.4 %	0.4 %	1.0 %
WZZD-AM, WFIL-AM			
Westinghouse	21.4 %	23.0 %	37.7 %
WPHT-AM, KYW-AM, WIP-AM, WYSP-FM, WOGL-FM			
	71.1 %	71.4 %	89.0 %

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Buyer	Station
KYW	1060	50 kw (DA-1)	News	WW1, CNN, ABC	\$380.00	Group W	Westinghouse
WDAS	1480	5 kw/1 kw (DA-2)	Black Gospel	AURN	\$ NA	D&R	Chancellor, pend.
WFIL	560	5 kw (DA-2)	Religion		\$ NA	Salem	Salem
WHAT	1340	1 kw	Black Talk		\$ NA	—	
WIP	610	5 kw (DA-1)	Sports	Westwd	\$150.00	Interep	Westinghouse
WPEN	950	5 kw (DA-N)	Standards	Westwd	\$107.00	Allied	Greater Media
WPHT	1210	50 kw	Talk	CBS	\$ NA	CBS	Westinghouse

FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Buyer	Station
WBEB	101.1	14 kw @ 940	AC		\$211.00	Mc-Guild	
WDAS	105.3	16.5 kw @ 873	Black AC	ABC	\$217.00	D&R	Chancellor, pend.
WDRE	103.9	0.34 kw @ 1000	Black		\$75.00	Eastman	Radio One Jenkintown
WFLN	95.7	50 kw @ 502	Classical		\$135.00	Allied	Greater Media, pend.
WIOQ	102.1	27 kw @ 670	CHR		\$159.00	Banner	Chancellor, pend.
WJJZ	106.1	22.5 kw @ 740	Jazz		\$157.00	Christal	Chancellor, pend.
WMGK	102.9	8.5 kw @ 1180	70's Oldies		\$160.00	Allied	Greater Media
WMMR	93.3	18 kw @ 827	AOR		\$265.00	Group W	Greater Media, pend.
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	Chancellor, pend.
WWDB	96.5	17 kw @ 865	Talk	ABC	\$175.00	Banner	Beasley
WXTU	92.5	15.5 kw @ 900	Country	Westwd	\$195.00	D&R	Beasley
WYSP	94.1	16 kw @ 900	Talk/Classic AOR	Source, Westwd	\$370.00	Interep	Westinghouse
WYXR	104.5	16.5 kw @ 873	AC/CHR		\$185.00	Katz	Chancellor, pend.

Notes: WPST-F -- See Trenton, NJ in the Fall 1996 American Radio . . . 2/97 WDRE-F changed from New Rock to Black . . . 3/97 Chancellor acquired these stations through merger with Evergreen: WDAS, WDAS-F, WIOQ-F, WJJZ-F, WUSL-F and WYXR-F . . . 3/97 Westinghouse traded WMMR-F (plus WBOS-F and WOAZ-F Boston) to Greater Media for KRLA/KLSX-F Los Angeles . . . 4/97 Evergreen sold WFLN-F to Greater Media for \$41,800,000

Jim Duncan

Comments: WBEB-F moved into second place overall and enjoyed its highest 12+ share since its Beautiful Music days (when it was WDVR) . . . WDRE-F jumped with its new Black format . . . WYXR-F suffered a sharp decline

PHOENIX

Arbitron Rank: 18 Pop (12+) 2,074,000	Stations: 34 / 32	Last Year's Revenue: \$106,300,000
MSA Rank: 16	Diaries: 3,111/667:1/52.4%	Household Income: \$38,029
MSA Pop: 2,700,000	Sample Target: 3,030	Retail Dollars: \$27.0 Bil.
DMA: 17	% Below Line: 2.1	#1 Biller: KCWW/KNIX-F \$12,100,000
Average Persons Rating: 16.1	% Not Listed: 13.0	#1 Billing Portfolio:
Market TSL in Hours: 21.25	Pop per Station: 64,812	Chancellor \$28,500,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1	KNIX-F	228 / 6.8	5.7	6.1	6.6	7.6	6.3	3349 / 16.1	16.2	15.5	I	KNIX-F
2	KMLE-F	209 / 6.3	6.1	7.6	6.7	6.6	6.7	3291 / 15.9	16.2	14.5	I	KMLE-F
	KTAR	N/T	209 / 6.3	7.1	7.1	6.2	7.6	3711 / 17.9	19.9	21.4	I	KTAR
4	KFYI	T	180 / 5.4	5.4	5.0	6.1	4.7	2109 / 10.2	10.4	9.2	G	KFYI
5	KUPD-F	AOR	172 / 5.1	4.6	3.5	4.5	4.8	2315 / 11.2	12.0	10.8	H	KUPD-F
6	KOY	ST	166 / 5.0	5.9	5.5	4.5	5.6	1962 / 9.5	10.7	10.1	D	KOY
7	KOOL-F	O	160 / 4.8	5.4	5.5	5.0	4.6	3065 / 14.8	14.7	14.1	G	KOOL-F
8	KKFR-F	CHR/U	158 / 4.7	5.6	5.7	6.4	7.1	3219 / 15.5	16.0	17.9	G	KKFR-F
9	KESZ-F	AC	140 / 4.2	4.2	3.5	2.8	3.3	2349 / 11.3	11.0	10.7	G	KESZ-F
10	KEDJ-FF	AOR-NR	135 / 4.0	3.3	4.0	3.9	2.8	2477 / 11.9	12.0	10.8	E	KEDJ-FF
11	KDKB-F	AOR	118 / 3.5	3.6	3.4	4.1	3.5	2028 / 9.8	10.0	9.8	G	KDKB-F
12	KZZP-F	CHR/AC	115 / 3.4	3.6	3.9	3.5	2.6	2457 / 11.8	13.9	9.2	F	KZZP-F
13	KYOT-F	J	111 / 3.3	3.2	3.7	5.1	4.5	1746 / 8.4	8.8	8.7	E	KYOT-F
14	KZON-F	AOR-P	101 / 3.0	3.2	3.8	2.9	3.3	1880 / 9.1	10.2	9.1	F	KZON-F
15	KPTY-FF	CHR/U	99 / 3.0	1.3	1.5	0.9	0.8	1608 / 7.8	5.9	4.0	B	KPTY-FF
16	KKLT-F	SAC	93 / 2.8	3.0	4.3	3.4	3.7	1712 / 8.3	9.1	10.8	G	KKLT-F
17	KSLX-AF	CL AOR	88 / 2.6	3.3	3.2	3.6	2.9	1988 / 9.6	10.1	9.7	G	KSLX-AF
18	KHTC-F	O-70a	63 / 1.9	2.5	2.3	2.0	2.2	1565 / 7.5	8.8	7.4	E	KHTC-F
19	KBUQ-F	C	50 / 1.5	1.8	1.0			1116 / 5.4	6.0			KBUQ-F
20	KAHM-F	EZ	45 / 1.3	0.7	0.3	0.8	0.7	278 / 1.3	1.5	1.6		KAHM-F
	KVVA-F	SP	45 / 1.3	0.6	0.4	0.3	0.6	489 / 2.4	2.8			KVVA-F
22	KOAZ-F	J	44 / 1.3	1.5	1.4	0.9	1.0	812 / 3.9	5.1	3.5	B	KOAZ-F
23	KCWW	C	33 / 1.0	0.6	0.4	0.3	0.3	407 / 2.0	1.4	1.1		KCWW

12+ FM Share (Metro): 76.01 % (2211 of 2909) (Winter 96: 73.07 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KKFR-F	1 KUPD-F >	1 KUPD-F <	1 KMLE-F	1 KMLE-F <	1 KTAR	1 KTAR	1 KFYI	1 KNIX-F <	1 KTAR >>	1 KTAR
	KPTY-FF >	2 KEDJ-FF <	2 KMLE-F	2 KNIX-F <	2 KOY	2 KNIX-F <	2 KNIX-F <	2 KMLE-F	2 KPTY-FF <	2 KFYI <
3 KEDJ-FF >	3 KMLE-F <	3 KNIX-F	3 KUPD-F	3 KOOL-F	KFYI <	3 KEDJ-FF	3 KMLE-F	3 KFYI	3 KKFR-F	3 KUPD-F
4 KUPD-F	4 KKFR-F <	4 KOOL-F <	KOOL-F <	4 KESZ-F <	4 KNIX-F	4 KESZ-F <	4 KOY <	4 KOOL-F <	4 KUPD-F	
	5 KZZP-F	5 KESZ-F	5 KESZ-F <	5 KUPD-F <	5 KOOL-F <	5 KUPD-F <	5 KOOL-F <	5 KTAR <	5 KMLE-F <	
	6 KZON-F <	KDKB-F <	6 KDKB-F	6 KDKB-F	6 KMLE-F	6 KMLE-F	6 KUPD-F <	6 KKFR-F	6 KEDJ-FF	
	7 KNIX-F <	7 KEDJ-FF	7 KZZP-F	7 KTAR <	7 KESZ-F <	7 KDKB-F <	7 KTAR	7 KUPD-F <	7 KEDJ-FF	
	8 KDKB-F	KZZP-F <	KZON-F <	8 KYOT-F <	8 KYOT-F	8 KKFR-F <	8 KESZ-F	8 KOY <		
		9 KKFR-F				9 KOY				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KKFR-F	1 KZZP-F	1 KZZP-F <	1 KMLE-F <	1 KMLE-F <	1 KUPD-F	1 KUPD-F >	1 KUPD-F >>	1 KUPD-F >	1 KUPD-F <
	KZZP-F <	2 KKFR-F	2 KMLE-F	2 KESZ-F	2 KEDJ-FF >	2 KEDJ-FF >	2 KMLE-F <	2 KDKB-F	2 KDKB-F
3 KEDJ-FF	KMLE-F	3 KKFR-F <	3 KNIX-F <	3 KNIX-F	3 KPTY-FF	3 KDKB-F <	3 KDKB-F <	3 KEDJ-FF	3 KMLE-F
	KUPD-F	4 KESZ-F <	4 KZZP-F <	4 KOOL-F	KKFR-F >>	4 KMLE-F <	4 KSLX-AF	KMLE-F <	KNIX-F <
	5 KESZ-F	5 KZON-F <	5 KOOL-F	5 KZZP-F <		5 KKFR-F	5 KEDJ-FF	5 KNIX-F	5 KOOL-F
	6 KZON-F	6 KNIX-F	6 KNIX-F >	6 KKFR-F		6 KSLX-AF	6 KZZP-F <	6 KOOL-F <	6 KSLX-AF <
	KMLE-F	7 KEDJ-FF <		7 KKL-T-F			7 KZON-F <	7 KSLX-AF <	7 KTAR <
	8 KNIX-F >	8 KUPD-F						8 KFYI <	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
KFNN	T	1510	Mesa	0.6 1.8
KGME	SPRTS	1360	Glendale	0.8 2.6
KISO	B/AC	1230	Phoenix	0.4 1.1
KMJK-F	B	106.9	Buckeye	0.4 1.7
KPHX	SP	1480	Phoenix	0.4 0.8
KSUN	SP	1400	Phoenix	0.5 1.0
KXAM	T	1310	Mesa	0.6 1.8

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
KLVA-F	SP	105.5	Casa Grande	0.8 2.4

PHOENIX

Consolidation Report	12+	25-54	Revenue
Chancellor KOOL-FM, KZON-FM, KYOT-FM, KOY-AM, KMLE-FM, KISO-AM	22.8 %	24.1 %	26.6 %
Local KESZ-FM, KOAZ-FM	5.5 %	7.1 %	5.7 %
Nationwide KZZP-FM, KHTC-FM	5.3 %	7.0 %	7.3 %
Pulitzer KKLT-FM, KMVP-AM, KTAR-AM	9.1 %	7.8 %	0.0 %
Sandusky KDKB-FM, KSLX-AF, KUKQ-AM, KUPD-FM	11.2 %	14.6 %	18.7 %
	53.9 %	60.6 %	58.3 %

AM Stations

Call	Power	Time	Format	Revenue	Agency	Advertiser	Market
KCWW	1580	5 kw (DA-N)	Classic Country	\$ NA	Katz	Buck Owens	Tempe
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	Westwd, CNN \$55.00	D&R	Chancellor	
KTAR	620	5 kw (DA-N)	News/Talk	ABC, CBS \$174.00	CBS	Pulitzer	

FM Stations

Call	Freq	Power	Format	Revenue	Agency	Advertiser	Market
KAHM	102.1	58 kw @ 2526	Easy Listening	\$ NA	---		Prescott
KBUQ	105.9	8.2 kw @ 571	Country	\$ NA	Allied	New Century	Paradise Valley
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	70's Oldies	\$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	Glendale
KOOL	94.5	100 kw @ 1655	Oldies	\$101.00	Christal	Chancellor	
KPTY	103.9	1.4 kw @ 1345	CHR/Urban	\$ NA	Roslin	Fey/Cifton	Coolidge
KRIM	104.3	100 kw @ 1023	See KPTY-F				Payson
KSLX	100.7	100 kw @ 1840	Classic AOR	\$110.00	Eastman	Sandusky	
KUPD	97.9	100 kw @ 1620	AOR	\$151.00	Banner	Sandusky	Tempe
KVVA	107.1	25 kw @ 312	Hispanic	\$ NA	Lotus		Apache Junction
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	CHR/AC	\$80.00	Mc-Guild	Nationwide	

Notes: 3/97 KRDS-AF changed from Religion (Contemp. Christian) to Jones Satellite Networks' Standards format as KMYL-AF

Jim Duncan

Comments: KNIX-F is back on top -- what a great battle between them and KMLE-F . . . KKFR-F is in a sharp decline; it has been hurt by KZZP-F and the newly viable KPTY-F . . . KKLT-F is at its lowest share level in many years . . . KHTC-F slipped below a two share -- look for a format change as Nationwide takes control

PITTSBURGH

Arbitron Rank: 20 Pop (12+) 2,029,000	Stations: 31 / 29	Last Year's Revenue: \$76,600,000
MSA Rank: 19	Diaries: 3,399/597:1/63.4%	Household Income: \$39,726
MSA Pop: 2,390,000	Sample Target: 3,300	Retail Dollars: \$22.0 Bil
DMA: 19	% Below Line: 0.8	#1 Biller: KDKA \$12,200,000
Average Persons Rating: 17.0	% Not Listed: 12.9	#1 Billing Portfolio:
Market TSL in Hours: 22.50	Pop per Station: 69.966	SFX (pend.) \$31,950,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spq 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level
1 KDKA	N/T	423 / 12.2	12.3	12.7	12.8	14.4	12.5	5032 / 24.8	25.4	27.9	I KDKA
2 WDVE-F	AOR	311 / 9.0	9.4	9.5	9.2	8.6	9.3	3914 / 19.3	19.9	17.9	I WDVE-F
3 WDSY-AF	C	258 / 7.5	7.9	8.2	7.8	7.3	7.8	3037 / 15.0	16.5	14.9	G WDSY-AF
4 WBZZ-F	CHR	217 / 6.3	6.2	6.1	6.7	6.2	6.3	4429 / 21.8	20.8	20.8	H WBZZ-F
5 WSHH-F	SAC	187 / 5.4	4.8	4.9	4.1	4.9	4.8	2596 / 12.8	12.9	12.8	E WSHH-F
6 WDX-F	AOR-NR	183 / 5.3	5.0	5.8	2.8	1.9	4.7	2854 / 14.1	13.3	7.9	C WDX-F
7 WWSW-AF	O	182 / 5.3	6.2	6.9	6.5	5.7	6.2	3193 / 15.7	18.3	16.3	H WWSW-AF
8 WJAS	ST	155 / 4.5	5.6	3.9	3.8	4.0	4.4	1841 / 9.1	10.0	8.3	C WJAS
9 WLTJ-F	SAC	150 / 4.3	3.7	3.1	3.6	3.7	3.7	2670 / 13.2	10.7	10.6	D WLTJ-F
10 WJJJ-F	J	133 / 3.8	3.8	4.0	3.0	4.1	3.7	2090 / 10.3	10.4	12.5	B WJJJ-F
11 WTAE	T	130 / 3.8	4.4	3.9	3.8	3.9	4.0	2506 / 12.3	14.4	12.6	G WTAE
12 WAMO-F	B	118 / 3.4	3.1	2.8	3.4	4.9	3.2	1635 / 8.1	6.7	9.5	D WAMO-F
13 WVTY-F	AC	114 / 3.3	4.1	3.9	4.2	4.4	3.9	2718 / 13.4	14.7	15.4	G WVTY-F
14 WRRK-F	CL AOR	90 / 2.6	2.8	2.9	2.7	2.2	2.8	2279 / 11.2	11.6	9.7	C WRRK-F
15 WZPT-F	O-70s	85 / 2.5	2.6	3.3	3.6	2.7	3.0	1883 / 9.3	10.4	9.4	D WZPT-F
16 KQV	N	37 / 1.1	1.0	1.1	1.3	1.4	1.1	1036 / 5.1	4.9	4.9	C KQV
17 WASP-F	C	35 / 1.0	1.1	1.0	1.0	1.4	1.0	526 / 2.6	2.6	2.6	WASP-F
18 WORD-F	REL	34 / 1.0	1.4	0.8	1.2	0.9	1.1	705 / 3.5	3.7	3.2	WORD-F

12+ FM Share (Metro): 71.54 % (2152 of 3008) (Winter 96: 68.25 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WBZZ-F	1 WDVE-F >	1 WDVE-F >	1 WDVE-F >	1 WDVE-F >	1 KDKA >>	1 KDKA >	1 KDKA <	1 KDKA <	1 KDKA	1 KDKA >>
2 WDX-F	2 WDX-F	2 WBZZ-F	2 WDSY-AF <	2 WDSY-AF <	2 WDSY-AF	2 WDVE-F	2 WDVE-F >	2 WDVE-F	2 WSHH-F	
3 WAMO-F >>	3 WBZZ-F	WDSY-AF <	3 WBZZ-F <	3 WWSW-AF	3 WJAS	3 WBZZ-F	3 WDSY-AF	3 WDSY-AF	WDX-F <	
4 WDSY-AF	4 WDX-F	4 WWSW-AF	4 WBZZ-F <	4 WWSW-AF	4 WWSW-AF <	4 WDSY-AF	4 WJAS	4 WBZZ-F <	4 WBZZ-F <	
5 WDVE-F	5 WAMO-F	5 WWSW-AF	5 WLTJ-F <	5 KDKA <	5 WSHH-F	5 WDX-F	WSHH-F <	5 WDX-F	5 WDSY-F <	
6 WVTY-F >>	6 WVTY-F	6 WLTJ-F <	6 WDX-F <	6 WLTJ-F		6 WWSW-AF <	6 WWSW-AF <	6 WWSW-AF	6 WAMO-F	
	7 WVTY-F <	7 WVTY-F <	7 WVTY-F <	WSHH-F		7 WSHH-F <	7 WLTJ-F	WSHH-F	7 WDVE-F	
	8 WSHH-F <	8 KDKA	8 WDX-F <	WSHH-F		8 WWSW-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 WBZZ-F <	1 WBZZ-F	1 WSHH-F <	1 WDVE-F >	1 WDVE-F >	1 WDVE-F >>	1 WDVE-F >>	1 WDVE-F >>
2 WDX-F <	2 WDVE-F	2 WDVE-F	2 WDSY-AF <	2 WBZZ-F <	2 WDX-F >>	2 WDX-F >	2 WDX-F	2 WDX-F	2 WDSY-AF
3 WAMO-F	3 WDX-F <	3 WLTJ-F	3 WDVE-F <	3 WWSW-AF <	3 WBZZ-F <	3 WDSY-AF <	3 WDSY-AF	3 WDSY-AF >	3 WWSW-AF
4 WDSY-AF	4 WDSY-AF <	4 WDSY-AF	4 WLTJ-F <	4 WLTJ-F	4 WAMO-F	4 WBZZ-F	4 WBZZ-F <	4 WRRK-F <	4 KDKA <
5 WDVE-F	5 WAMO-F	WVTY-F	5 WSHH-F <	5 WDSY-AF	5 WRRK-F	5 WRRK-F	5 WRRK-F	5 KDKA <	5 WDX-F
6 WVTY-F >>	6 WVTY-F <	6 WSHH-F <	6 WVTY-F	6 WDVE-F <	WDSY-AF >			6 WWSW-AF	6 WRRK-F
	7 WLTJ-F	7 WDX-F <	7 WWSW-AF	7 WVTY-F				WBZZ-F	
	8 WSHH-F	8 WZPT-F <	8 WAMO-F	8 KDKA					
		9 WAMO-F	WDX-F						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WASP	T	1130	Brownsville 0.3 0.5
WBUT	AC	1050	Butler 0.3 1.0
WESA-F	CHR	98.3	Charleroi 0.6 2.0
WISR	AC	680	Butler 0.3 0.9
WIXZ	SPRTS	1360	McKeesport 0.5 1.7
WJPA-F	O	95.3	Washington 0.5 1.3
WJPA	O	1450	Washington 0.4 1.1
WLSW-F	AC/CHR	103.9	Scottdale 0.3 0.9
WMBS	FS	590	Uniontown 0.6 1.1

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WQXK-F	C	105.1	Salem, OH 0.4 1.3
WRKY-F	C	103.5	Steubenville, OH 0.3 1.8

PITTSBURGH

Consolidation Report	12+	25-54	Revenue
American Radio Sys. WBZZ-FM, WZPT-FM	8.8 %	10.3 %	12.4 %
Frischling WLTJ-FM, WRRK-FM	6.9 %	9.8 %	5.8 %
SFX, pend. WDSY-FM, WDVE-FM, WJJJ-FM, WTAE-AM, WVTY-FM, WXDX-FM	32.5 %	37.8 %	41.7 %
Sheridan, semi-duop WAMO-FM, WAMO-AM, WSSZ-FM	3.4 %	2.5 %	4.2 %
	51.6 %	60.4 %	64.1 %

AM Stations

Call	Freq	Pwr	Format	Comments	Revenue	Advertiser	Agency
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	SFX, pend.
WWSW	970	5 kw (DA-2)	See WWSW-F				

FM Stations

Call	Freq	Pwr	Format	Comments	Revenue	Advertiser	Agency
WAMO	106.7	47 kw @ 518	Black	AURN	\$70.00	D&R	Sheridan Beaver Falls
WASP	94.9	0.2 kw @ 1240	Country		\$<20.00	Dome	Oliver
WBZZ	93.7	41 kw @ 547	CHR		\$140.00	Allied	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 Braddock
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
WXDX	105.9	72 kw @ 440	AOR-New Rock	Westwd	\$50.00	Christal	SFX
WZPT	100.7	17 kw @ 850	70's Oldies		\$62.00	Banner	Amer. Radio Sys. New Kensington

Notes: 3/97 SFX sold WDSY-F (+ \$20,000,000) to American Radio Systems for WRFX-F Charlotte . . . 3/97 Hearst sold these stations to SFX: WTAE for \$_____ ; WVTY-F for \$_____ . . . 4/97 WDSY changed from simulcasting WDSY-F to Religion as WPRG

Jim Duncan

Comments: WSHH-F had its highest 12+ share in more than two years . . . WWSW-F had its lowest share in more than two years (Oldies generally has been weak this rating period) . . . WZPT-F also had its poorest showing in more than two years

PORTLAND, OR

Arbitron Rank: 24	Pop (12+): 1,629,900	Stations: 25 / 25	Last Year's Revenue: \$86,100,000
MSA Rank: 27		Diaries: 2,867/569:1/58.2%	Household Income: \$43,680
MSA Pop: 1,770,000		Sample Target: 2,690	Retail Dollars: \$19.0 Bil.
DMA: 24		% Below Line: 0.0	#1 Biller: KKCW-F \$9,200,000
Average Persons Rating: 14.8		% Not Listed: 16.2	#1 Billing Portfolio: Jacor \$23,400,000
Market TSL in Hours: 20.00		Pop per Station: 65,196	

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spq 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1	KKRZ-F	CHR	190 / 7.9	7.8	7.7	7.3	6.1	7.7	3387 / 20.8	19.7	17.4	G KKRZ-F
2	KKCW-F	AC	177 / 7.3	6.3	7.1	6.1	7.1	6.7	2344 / 14.4	13.4	13.3	H KKCW-F
3	KEX	FS	167 / 6.9	6.1	3.6	5.8	5.8	5.6	2524 / 15.5	13.7	15.8	G KEX
4	KWJJ-F	C	158 / 6.5	6.7	7.2	6.1	6.8	6.6	2459 / 15.1	15.3	17.2	H KWJJ-F
5	KXL	N/T	154 / 6.4	7.4	5.9	6.3	7.1	6.5	2339 / 14.4	16.2	14.7	G KXL
6	KUPL-F	C	132 / 5.5	5.5	6.2	6.0	6.2	5.8	2230 / 13.7	14.5	15.0	H KUPL-F
7	KKSN-F	O	111 / 4.6	4.9	5.7	6.1	4.1	5.3	2422 / 14.9	15.0	14.6	G KKSN-F
8	KUFO-F	AOR	101 / 4.2	5.1	5.4	5.1	5.5	4.9	1875 / 11.5	12.4	13.4	G KUFO-F
9	KGON-F	CL AOR	96 / 4.0	4.9	4.7	5.2	5.3	4.7	2172 / 13.3	13.8	15.1	G KGON-F
10	KKJZ-F	J	90 / 3.7	3.1	3.0	3.7	3.7	3.4	1306 / 8.0	8.0	8.1	E KKJZ-F
11	KINK-F	AOR-P	85 / 3.5	3.8	3.0	4.0	4.4	3.6	1359 / 8.3	9.6	9.9	G KINK-F
12	KBBT-F	AC-NR	80 / 3.3	3.3	1.3	1.7	1.2	2.4	1789 / 11.0	9.7	4.0	A KBBT-F
13	KKSN	ST	73 / 3.0	3.1	2.8	4.3	4.2	3.3	1062 / 6.5	7.2	6.9	C KKSN
14	KNRK-F	AOR-NR	70 / 2.9	2.8	5.1	4.4	3.8	3.8	1620 / 9.9	10.6	10.4	E KNRK-F
15	KKRH-F	CL ADR	62 / 2.6	3.3	3.5	3.1	3.4	3.1	1477 / 9.1	11.1	11.2	E KKRH-F
16	KXL-F	AC	57 / 2.4	2.3	2.1	1.9	1.8	2.2	1338 / 8.2	7.2	7.8	D KXL-F
	KOTK	T	57 / 2.4	1.9	2.2	1.6	1.9	2.0	1071 / 6.6	5.4	4.8	C KOTK
18	KPDQ-F	REL	45 / 1.9	1.4	1.6	1.2	1.3	1.5	849 / 5.2	4.4	4.1	KPDQ-F
19	KWJJ	C	36 / 1.5	1.3	1.7	1.4	1.1	1.5	589 / 3.6	4.2	3.5	KWJJ
20	KFXX	SPRTS	31 / 1.3	0.9	1.3	1.1	1.6	1.1	593 / 3.6	3.8	4.0	C KFXX

12+ FM Share (Metro): 71.73 % (1454 of 2027) (Winter 96: 71.19 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KKRZ-F >>	1 KUFO-F <	1 KKCW-F	1 KKCW-F >	1 KKCW-F >	1 KEX <	1 KEX <	1 KKCW-F	1 KKRZ-F <	1 KKRZ-F	1 KEX >
2 KNRK-F <	2 KKRZ-F	2 KKRZ-F	2 KKRZ-F <	2 KWJJ-F <	2 KXL <	2 KXL <	2 KXL	2 KKCW-F	2 KEX >	2 KXL
3 KWJJ-F	3 KWJJ-F <	3 KWJJ-F <	3 KUPL-F <	3 KUPL-F <	3 KKCW-F >	3 KKCW-F <	3 KWJJ-F	3 KWJJ-F	3 KWJJ-F <	3 KKRZ-F
	4 KBBT-F <	4 KUPL-F <	4 KWJJ-F	4 KKRZ-F <	4 KKSN-F	4 KKRZ-F	KUPL-F	4 KUPL-F <	4 KNRK-F <	4 KKCW-F >
	5 KUPL-F <	5 KUFO-F <	KINK-F <	5 KINK-F <	KWJJ-F	5 KWJJ-F <	5 KEX	5 KEX	5 KXL <	
	6 KGON-F <	6 KGON-F	6 KGON-F <	6 KKSN-F <	6 KUPL-F <	6 KGON-F <	KKRZ-F	6 KKSN-F	6 KUFO-F <	
	7 KNRK-F	7 KINK-F <	7 KKSN-F	KGON-F <	7 KKSN <	7 KUPL-F	7 KKSN-F <	7 KUFO-F <	7 KKCW-F	
	KKCW-F			8 KEX <	8 KKJZ-F		8 KKJZ-F <	8 KXL <	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 KKCW-F	1 KKCW-F	1 KKCW-F >	1 KUFO-F >>	1 KUFO-F >	1 KUFO-F >	1 KUFO-F	1 KGON-F
2 KWJJ-F >	2 KKCW-F <	2 KKRZ-F	2 KKRZ-F	2 KUPL-F <	2 KNRK-F	2 KGON-F	2 KGON-F	2 KGON-F	2 KEX
3 KBBT-F	3 KWJJ-F	KBBT-F	3 KWJJ-F <	3 KINK-F <	KKRZ-F	3 KKRZ-F <	3 KWJJ-F	3 KKRZ-F <	KKCW-F
4 KNRK-F	KBBT-F	4 KUPL-F	4 KUPL-F	4 KKRZ-F <	4 KXL-F	4 KNRK-F	4 KBBT-F	4 KKCW-F <	KUFO-F <
	KUPL-F	5 KWJJ-F >	5 KWJJ-F	5 KINK-F <	KGON-F >	5 KWJJ-F	KKRZ-F <	5 KWJJ-F <	5 KWJJ-F <
6 KUFO-F	6 KNRK-F	6 KINK-F	6 KBBT-F	6 KKSN-F <	6 KWJJ-F	6 KUPL-F <	6 KNRK-F	6 KUPL-F <	6 KXL <
7 KXL-F	7 KXL-F <	7 KNRK-F	7 KKSN-F <	7 KKJZ-F	KUPL-F	7 KXL-F <	KUPL-F	7 KEX <	7 KKSN-F <
KKCW-F	8 KGON-F <	KXL-F	8 KKJZ-F		8 KBBT-F			8 KXL	8 KUPL-F <

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KBMS	B	1480	Vancouver, WA 0.5 1.4
KPDQ	REL	800	Portland 0.5 1.8
KUPL	C	970	Portland 0.4 1.6
KWIP	SP	880	Dallas 0.4 0.7
KYKN	T	1430	Salem 0.5 1.0

PORTLAND, OR

Consolidation Report	12+	25-54	Revenue
Amer. Radio Sys., pend.	20.6 %	24.5 %	26.6 %
KUPL-FM, KINK-FM, KUFO-FM, KKJZ-FM, KBBT-FM, KUPL-AM			
Entercom	8.2 %	9.1 %	13.4 %
KFXX-AM, KGON-FM, KNRK-FM			
Heritage	10.2 %	9.9 %	12.8 %
KKRH-FM, KKSJ-AM, KKSJ-FM			
Jacor	24.5 %	23.3 %	27.2 %
KOTK-AM, KKCW-FM, KEX-AM, KKRZ-FM			
	63.5 %	66.8 %	80.0 %

AM Stations

Station	Freq	Power	Service	Company	City
KEX	1190	50 kw (DA-N)	Full Service	ABC	Jacor
KFXX	1520	50 kw/15 kw (DA-2)	Sports	ABC, CBS, Westwd	Entercom
KKSJ	910	5 kw (DA-2)	Standards	Westwd	Heritage
KOTK	620	5 kw (DA-N)	Talk	ABC, AP, Westwd	Jacor, pend.
KUPL	970	5 kw (DA-N)	Talk		Amer. Radio Sys.
KWJJ	1080	50 kw/10 kw (DA-2)	Country		Fisher
KXL	750	50 kw/20 kw (DA-2)	News/Talk	CBS	Alexander

FM Stations

Station	Freq	Power	Service	Company	City
KBBT	107.5	6.3 kw @ 1332	AC-New Rock	\$ NA	Amer. Radio Sys.
KGON	92.3	100 kw @ 1268	Classic AOR	\$116.00	Entercom
KINK	101.9	100 kw @ 1674	Prog. AOR	\$106.00	Amer. Radio Sys., pend.
KKCW	103.3	100 kw @ 1674	AC	\$144.00	Jacor
KKJZ	106.7	100 kw @ 880	Jazz	\$75.00	Amer. Radio Sys.
KKRH	105.1	100 kw @ 1840	Classic AOR	\$63.00	Heritage
KKRZ	100.3	100 kw @ 1434	CHR	\$100.00	Jacor
KKSJ	97.1	100 kw @ 1268	Oldies	Westwd \$100.00	Heritage
KNRK	94.7	3.7 kw @ 850	AOR-New Rock	\$55.00	Entercom
KPDQ	93.7	100 kw @ 1268	Religion	\$23.00	Salem
KUFO	101.1	100 kw @ 1640	AOR	\$120.00	Amer. Radio Sys.
KUPL	98.5	100 kw @ 1106	Country	AP \$126.00	Amer. Radio Sys.
KWJJ	99.5	52 kw @ 1268	Country	\$122.00	Fisher
KXL	95.5	100 kw @ 990	AC	\$61.00	Alexander

Notes: 3/97 EXCL sold KOTK to Jacor for \$8,300,000 . . . 4/97 EXCL traded KINK-F (+ KBRG-F Fremont, CA + cash & stock) to American Radio Systems for KSSJ-F Sacramento and the facilities of KBAY-F San Jose (Star, MVP)

Jim Duncan

Comments: KKRZ-F has had five consecutive gains and is at its highest share level in two years . . . KKCW-F also is at its highest level in two years and so is KEX -- a great book for Jacor in Portland . . . KUFO-F fell to its lowest 12+ share in several years . . . KBBT-F leveled off at 3.3

PROVIDENCE

Arbitron Rank: 31	Pop (12+): 1,261,800	Stations: 45 / 26	Last Year's Revenue: \$37,900,000
MSA Rank: 63		Diaries: 1,738/726:1/54.4%	Household Income: \$42,376
MSA Pop: 903,000		Sample Target: 1,760	Retail Dollars: \$6.8 Bil.
DMA: 46		% Below Line: 16.8	#1 Biller: WHJY-F \$6,000,000
Average Persons Rating: 16.9		% Not Listed: 9.6	#1 Billing Portfolio: Citadel (Telemedia) \$12,100,000
Market TSL in Hours: 22.50		Pop per Station: 48,531	

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level
1	WWLI-F	188 / 8.8	8.1	9.1	9.7	7.6	8.9	2271 / 18.0	17.5	18.1	F WWLI-F
2	WHJY-F	147 / 6.9	8.1	8.2	6.5	6.6	7.4	2136 / 16.9	20.5	17.1	G WHJY-F
3	WWBB-F	131 / 6.2	6.0	5.1	5.2	5.6	5.6	1839 / 14.6	15.8	15.7	E WWBB-F
	WLKW	131 / 6.2	4.8	4.8	5.3	4.9	5.3	1255 / 9.9	9.3	9.6	B WLKW
5	WPRO-F	121 / 5.7	6.5	6.7	6.5	7.2	6.3	2768 / 21.9	21.9	22.2	F WPRO-F
6	WCTK-F	112 / 5.3	4.3	4.5	5.4	5.5	4.9	1450 / 11.5	10.6	11.4	C WCTK-F
7	WSNE-F	108 / 5.1	6.0	5.2	4.4	4.5	5.2	1963 / 15.6	17.1	11.4	E WSNE-F
8	WWKX-F	105 / 4.9	4.1	4.1	4.3	3.6	4.4	1641 / 13.0	11.2	10.9	C WWKX-F
9	WPRO	89 / 4.2	4.4	5.3	4.4	4.5	4.6	1613 / 12.8	12.5	13.0	D WPRO
10	WWRX-F	79 / 3.7	3.5	4.2	4.1	3.6	3.9	1865 / 14.8	14.3	14.8	E WWRX-F
11	WBRU-F	77 / 3.6	2.6	2.9	3.1	2.8	3.1	1596 / 12.6	12.1	11.3	C WBRU-F
12	WHJJ	71 / 3.3	4.6	4.0	4.0	4.4	4.0	992 / 7.9	9.5	10.2	D WHJJ
13	WDGE-F	45 / 2.1	2.3	2.8	3.0	2.4	2.5	1008 / 8.0	9.4	10.2	C WDGE-F

12+ FM Share (Metro): 75.38 % (1451 of 1925) (Winter 96: 76.28 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WWKX-F >>	1 WHJY-F	1 WHJY-F	1 WHJY-F <	1 WWLI-F	1 WWLI-F	1 WHJY-F <	1 WWLI-F	1 WWLI-F	1 WWLI-F <	1 WWLI-F <
2 WBRU-F	2 WPRO-F	2 WWLI-F <	2 WWLI-F	2 WHJY-F <	2 WLKW	2 WWLI-F	2 WLKW <	2 WLKW <	2 WWKX-F >	2 WBZ
3 WPRO-F	3 WWKX-F	3 WPRO-F	3 WSNE-F <	3 WWBB-F	3 WWBB-F	3 WPRO-F <	3 WHJY-F	3 WHJY-F	3 WHJY-F <	3 WWKX-F
	4 WBRU-F	4 WSNE-F	4 WPRO-F <	4 WSNE-F <	4 WCTK-F	4 WPRO <	4 WWBB-F	4 WWBB-F <	4 WWBB-F <	
	5 WSNE-F	5 WWBB-F	5 WWBB-F	5 WPRO-F	5 WPRO	5 WWBB-F <	5 WSNE-F <	5 WPRO-F <	5 WCTK-F	
		6 WWKX-F <	6 WWRX-F <	6 WCTK-F <	6 WHJJ <	6 WWRX-F <	6 WPRO-F <	6 WWKX-F <		
		7 WWRX-F <	7 WCTK-F	7 WWRX-F >	7 WSNE-F	7 WSNE-F <	7 WCTK-F	7 WCTK-F <		
		8 WBRU-F						8 WSNE-F >		
		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 WWLI-F	1 WWLI-F	1 WHJY-F >	1 WHJY-F >>	1 WHJY-F >>	1 WHJY-F >>	1 WHJY-F >
2 WWKX-F >	2 WSNE-F	2 WSNE-F	2 WSNE-F <	2 WSNE-F	2 WWKX-F >	2 WBRU-F	2 WBRU-F	2 WWRX-F	2 WWRX-F <
3 WBRU-F >	3 WWKX-F <	3 WWLI-F >	3 WPRO-F >	3 WWBB-F	3 WAAF-F	3 WWKX-F <	3 WPRO-F	3 WPRO-F <	3 WWBB-F
4 WDGE-F	4 WWLI-F	4 WHJY-F	4 WWBB-F	4 WPRO-F >	4 WBRU-F	4 WDGE-F <	WWRX-F	4 WWBB-F	4 WWLI-F <
	5 WHJY-F	5 WWKX-F	5 WWKX-F	5 WCTK-F	WDGE-F >	5 WPRO-F	5 WDGE-F	WBRU-F <	5 WCTK-F
	6 WSNE-F	6 WBRU-F	6 WCTK-F	6 WWKX-F		WAAF-F <	6 WWKX-F	6 WWLI-F	WPRO-F <
	7 WCTK-F			7 WHJY-F >		7 WWRX-F >	WAAF-F		7 WPRO <
									8 WBRU-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WADK	T	1540	Newport 0.5 0.8
WARV	REL	1590	Warwick 0.6 1.3
WBSM	T	1420	New Bedford, MA 1.0 1.9
WDGF-F	AC-NR	100.3	Middletown 0.9 4.4
WFHN-F	CHR	107.1	Fairhaven, MA 1.0 4.7
WHTB	E	1400	Fall River, MA 0.3 0.6
WJFD-F	E	97.3	New Bedford, MA 0.5 1.4
WNBH	C	1340	New Bedford, MA 0.5 1.4
WNRJ	T	1380	Woonsocket 0.3 1.3
WPMZ	SP	1110	E. Providence 0.7 1.1
WPNW	BIZ N	550	Pawtucket 0.4 1.3
WRCP	E	1290	Providence 0.3 0.8
WSAR	T	1480	Fall River, MA 0.5 1.5

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAAF-F	AOR-NR	107.3	Worcester, MA 1.9 4.0
WBCN-F	AOR	104.1	Boston 1.1 5.1
WBMX-F	AC	98.5	Boston 0.8 3.1
WBOS-F	AOR-P	92.9	Brookline, MA 1.2 4.0
WBZ	N/T	1030	Boston 1.3 5.4
WCIB-F	CL AOR	101.9	Falmouth, MA 0.5 2.0
WCRB-F	CL	102.5	Waltham, MA 1.2 4.2
WEEI	SPRTS	850	Boston 1.3 3.3
WFAN	SPRTS	660	New York 0.3 1.4
WJMN-F	CHR	94.5	Boston 1.3 9.0
WKLB-F	C	96.9	Boston 0.6 2.2
WMJX-F	AC	106.7	Boston 0.3 2.2
WODS-F	O	103.3	Boston 0.9 3.6
WPLM-F	J	99.1	Plymouth, MA 1.3 3.8
WRKO	T	680	Boston 0.5 1.8
WROR-F	AC	105.7	Framingham, MA 0.7 2.1
WXKS-F	CHR	107.9	Medford, MA 0.5 3.4
WZLX-F	CL AOR	100.7	Boston 1.0 3.0

PROVIDENCE

Consolidation Report	12+	25-54	Revenue
Back Bay WPJB-FM, WPNW-AM, WWKX-FM	5.3 %	3.2 %	4.6 %
Citadel, pend. WLKW-AM, WPRO-FM, WPRO-AM, WWLI-FM	24.9 %	20.6 %	31.9 %
Clear Channel WWBB-FM, WWRX-FM	9.9 %	12.8 %	18.5 %
Local WDGE-FM, WDFG-FM	3.0 %	2.9 %	3.7 %
SFX WHJJ-AM, WHJY-FM, WSNE-FM	15.3 %	17.4 %	31.4 %
	58.4 %	56.9 %	90.1 %

AM Stations

Station	Power	Time	Daypart	Format	Advertiser	Agency	Product
WHJJ	920	5:15w	(DA-N)	News/Talk	CBS, Talknt	\$47.00	Katz SFX
WLKW	790	5:15w	(DA-N)	Standards	ABC	\$38.00	Allied Citadel, pend.
WPRO	630	5:15w	(DA-N)	Talk	ABC, SBUSA, 1/1	\$77.00	Mc-Guild Citadel, pend.

FM Stations

Station	Power	Time	Daypart	Format	Advertiser	Agency	Product
WBRU	95.5	20 kw	@ 440	New Rock		\$40.00	—
WCTK	98.1	47 kw	@ 510	Country		\$52.00	D&R Hall New Bedford
WDGE	99.7	2.3 kw	@ 535	New Rock		\$ NA	Katz WDFG-F Wakefield
WHJY	94.1	50 kw	@ 440	AOR		\$97.00	D&R SFX
WPRO	92.3	39 kw	@ 551	CHR		\$77.00	Mc-Guild Citadel, pend.
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 Citadel, pend.
WWRX	103.7	37 kw	@ 568	Classic AOR	Source	\$61.00	Banner Clear Channel Westerly

Notes: 3/97 Telemedia sold these stations to Citadel: WLKW for \$2,000,000; WPRO for \$6,500,000; WPRO-F for \$17,500,000; WWLI-F for \$20,000,000 . . . 4/97 WPJB-F (102.7) sold to Back Bay for \$1,000,000; began simulcasting WWKX-F

Jim Duncan

Comments: WLKW had its highest share ever . . . WWKX-F had its highest share in many years . . . WHJJ recorded its lowest share in more than two years

RALEIGH-DURHAM

Arbitron Rank: 48	Pop (12+): 870,000	Stations: 32 / 26	Last Year's Revenue: \$50,000,000
MSA Rank: 56		Diaries: 2,109/413:1/58.3%	Household Income: \$45,067
MSA Pop: 1,030,000		Sample Target: 2,060	Retail Dollars: \$11.3 Bil.
DMA: 30		% Below Line: 4.9	#1 Biller: WRAL-F \$7,300,000
Average Persons Rating: 15.0		% Not Listed: 18.5	#1 Billing Portfolio:
Market TSL in Hours: 19.75		Pop per Station: 33,462	SFX \$20,000,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1	WQOK-F	B	122 / 9.3	85	81	85	7.7	8.6	1480 / 17.0	16.0	15.4	F WQOK-F
2	WDCG-F	CHR	112 / 8.6	80	83	8.8	9.3	8.4	2053 / 23.6	23.3	26.8	G WDCG-F
3	WRAL-F	AC	97 / 7.4	72	74	6.6	7.4	7.2	1941 / 22.3	22.7	20.8	H WRAL-F
4	WRDU-F	AOR	90 / 6.9	58	60	4.3	5.6	5.7	1496 / 17.2	16.2	16.1	G WRDU-F
5	WPTF	FS/T	82 / 6.3	61	62	6.9	6.3	6.4	1143 / 13.1	13.2	15.4	F WPTF
6	WQDR-F	C	79 / 6.0	62	5.9	6.4	5.9	6.1	1191 / 13.7	15.2	15.3	F WQDR-F
7	WFXC-FF	B/AC	75 / 5.7	61	5.1	5.4	5.8	5.6	1023 / 11.8	12.2	11.5	E WFXC-FF
8	WKIX-F	C	73 / 5.6	58	6.7	6.7	5.8	6.2	1249 / 14.4	14.7	15.8	E WKIX-F
9	WTRG-F	O	72 / 5.5	52	6.8	7.7	5.5	6.3	1494 / 17.2	17.6	16.0	G WTRG-F
10	WRSN-F	AC	50 / 3.8	32	4.7	3.8	4.0	3.9	1205 / 13.9	11.7	14.4	D WRSN-F
11	WZZU-F	O-70S	33 / 2.5	25	2.3	1.4	1.4	2.2	874 / 10.1	7.4	6.1	C WZZU-F
12	WJMH-F	B	23 / 1.8	1.8	1.6	1.3	1.7	1.7	561 / 6.4	6.4	5.5	WJMH-F
13	WLLE	B	18 / 1.4	1.3	1.2	1.0	1.3	1.2	216 / 2.5	2.1	2.9	WLLE
14	WRBZ	T	16 / 1.2	1.2	0.9	1.6	1.1	1.2	376 / 4.3	4.1	3.7	A WRBZ
15	WKTC-F	C	15 / 1.1	1.1	1.3	1.8	1.3	1.3	393 / 4.5	4.5	4.8	WKTC-F

12+ FM Share (Metro): 82.94 % (885 of 1067) (Winter 96: 83.75 %)

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 WDCG-F <	1 WRAL-F <	1 WPTF	1 WDCG-F	1 WPTF	1 WQOK-F	1 WQOK-F >	1 WQOK-F
2 WDCG-F	2 WQOK-F >	2 WQOK-F	2 WRAL-F <	2 WDCG-F <	2 WQDR-F <	2 WRAL-F <	2 WRAL-F <	2 WDCG-F	2 WFXC-FF	2 WDCG-F <
3 WJMH-F >	3 WRDU-F	3 WRDU-F <	3 WRDU-F	3 WRDU-F <	3 WTRG-F	3 WRDU-F	3 WDCG-F <	3 WRAL-F <	3 WDCG-F	3 WFXC-FF <
4 WRAL-F >	4 WRAL-F >	4 WQOK-F	4 WQOK-F	4 WQOK-F <	4 WRAL-F <	4 WPTF <	4 WQOK-F <	4 WRDU-F	4 WQDR-F	4 WKIX-F
5 WFXC-FF <	5 WFXC-FF <	5 WFXC-FF <	5 WFXC-FF <	5 WFXC-FF <	5 WFXC-FF	5 WQOK-F	5 WTRG-F <	5 WTRG-F <	5 WKIX-F <	
6 WKIX-F	6 WTRG-F <	6 WTRG-F >	6 WTRG-F	6 WTRG-F	6 WKIX-F	6 WKIX-F <	6 WQDR-F <	6 WQDR-F <	6 WRDU-F <	
	7 WKIX-F <			7 WQDR-F <	7 WRDU-F <	7 WQDR-F <	7 WRDU-F	7 WKIX-F <	7 WTRG-F <	
	8 WQDR-F			8 WKIX-F		8 WFXC-FF	8 WKIX-F <	8 WFXC-FF <	8 WRAL-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 WQOK-F <	1 WDCG-F <	1 WDCG-F	1 WQOK-F <	1 WRAL-F	1 WRDU-F	1 WRDU-F <	1 WDCG-F <	1 WRDU-F >	1 WRDU-F
2 WDCG-F >>	2 WQOK-F >	2 WQOK-F	2 WDCG-F <	2 WDCG-F <	2 WQOK-F	2 WDCG-F	2 WRDU-F	2 WDCG-F	2 WDCG-F
3 WRAL-F	3 WRAL-F >	3 WRAL-F	3 WRAL-F >	3 WQOK-F <	3 WDCG-F >	3 WQOK-F >	3 WQOK-F	3 WQOK-F	3 WTRG-F <
WKIX-F >	4 WFXC-FF <	4 WFXC-FF	4 WFXC-FF	4 WFXC-FF	4 WQDR-F	4 WRAL-F >	4 WRAL-F >	4 WRAL-F <	4 WRAL-F <
	5 WKIX-F	5 WRDU-F	5 WKIX-F	5 WTRG-F <	5 WKIX-F	5 WQDR-F	5 WFXC-FF	5 WTRG-F	5 WQOK-F <
	6 WRDU-F	6 WKIX-F	6 WTRG-F <	6 WKIX-F <	WRAL-F	6 WZZU-F	6 WZZU-F	6 WQDR-F <	6 WFXC-FF
			7 WRSN-F	7 WRSN-F <			WTRG-F	7 WFXC-FF <	WPTF
				8 WQDR-F					8 WQDR-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume				
WAUG	B/O	750	New Hope	0.5	1.5	WMAG-F	AC	99.5	High Point	0.5	1.9
WCHL	T	1360	Chapel Hill	0.5	2.2	WPCM-F	C	101.1	Burlington	0.9	3.8
WCLY	REL	1550	Raleigh	0.5	1.1	WQMG-F	B/AC	97.1	Greensboro	0.4	1.8
WDNC	SPRTS	620	Durham	0.8	4.5	WRCQ-F	AOR	103.5	Dunn	0.7	3.0
WDUR	B/O	1490	Durham	0.3	0.7	WZFX-F	B	99.1	Fayetteville	0.6	2.6
WMPM	C	1270	Smithfield	0.8	1.2						
WRTP-AA	REL	1530	Chapel Hill	0.5	0.9						
WSRC	B/G	1410	Durham	0.8	1.7						
WYRN-AF	C	1480	Louisburg	0.5	1.3						

RALEIGH-DURHAM

Consolidation Report	12+	25-54	Revenue
Clear Channel, pend. WDUR-AM, WFXC-FM, WFXK-FM, WQOK-FM, WZZU-FM	17.9 %	18.6 %	19.4 %
Curtis WKIX-FM, WKTC-FM, WPTF-AM, WQDR-FM	19.0 %	16.6 %	25.2 %
SFX WDCG-FM, WRDU-FM, WRSN-FM, WTRG-FM	24.8 %	28.4 %	40.0 %
	61.7 %	63.6 %	84.6 %

AM Stations

WLE	570	500 w/52 w	Black	AURN	NA	--		
WPTF	680	50 kw (DA-N)	Full Service/Talk	CBS	\$76.00	Mc-Guild	Curtis	
WRBZ	850	10 kw/5 kw (DA-N)	Talk	Westwd	\$ NA	Allied		
WSRC	1410	5 kw/0.29 kw	Black Gospel	AURN	\$ NA	Savalli	Willis	

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	Clear Channel, pend.	
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: WJMH-F – See Greensboro-Winston Salem . . . 2/97 WDUR/WFXC-F/WFXK-F sold by Pinnacle to Clear Channel for \$20,000,000 (Star)

Jim Duncan

Comments: WRDU-F bounced back from its string of weak books to its best 12+ share in more than two years . . . WQOK-F is at its highest share in over two years . . . WTRG-F had its usual weak Winter book

RICHMOND

Arbitron Rank: 56 Pop (12+) 782,500	Stations: 23 / 21	Last Year's Revenue: \$37,800,000
MSA Rank: 62	Diaries: 2,038/384:1/58.9%	Household Income: \$43,898
MSA Pop: 940,000	Sample Target: 1,980	Retail Dollars: \$10.0 Bil.
DMA: 54	% Below Line: 0.8	#1 Biller: WKHK-F \$6,100,000
Average Persons Rating: 16.3	% Not Listed: 11.3	#1 Billing Portfolio:
Market TSL In Hours: 21.50	Pop per Station: 37,262	Clear Channel \$16,400,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level		
1	WKHK-F	C	132 / 10.4	11.2	11.1	13.9	12.9	11.6	1649 / 21.1	20.8	22.5	G	WKHK-F
2	WCDX-F	B	126 / 9.9	10.6	9.7	10.3	11.0	10.1	1349 / 17.2	17.8	17.7	F	WCDX-F
3	WTVR-F	SAC	123 / 9.7	8.4	8.8	9.7	10.8	9.1	1543 / 19.7	18.1	22.6	F	WTVR-F
4	WRVA	FS	120 / 9.4	8.7	8.6	8.5	9.1	8.8	1622 / 20.7	18.8	21.1	F	WRVA
5	WRVQ-F	CHR	79 / 6.2	5.3	6.0	6.2	4.5	5.9	1555 / 19.9	18.4	18.1	E	WRVQ-F
6	WMXB-F	AC	77 / 6.0	5.0	4.3	5.9	5.1	5.3	1218 / 15.6	13.0	14.3	E	WMXB-F
7	WSMJ-F	J	67 / 5.3	5.8	6.2				834 / 10.7	12.2		B	WSMJ-F
8	WRXL-F	AOR	66 / 5.2	4.3	4.9	5.1	5.2	4.9	1040 / 13.3	12.7	14.9	E	WRXL-F
9	WPLZ-F	B/AC	61 / 4.8	6.3	4.6	6.7	6.5	5.6	1000 / 12.8	13.4	15.4	C	WPLZ-F
10	WBZU-F	AOR-NR	48 / 3.8	4.5	4.2	4.2	3.5	4.2	922 / 11.8	12.7	12.1	C	WBZU-F
11	WVGO-F	O	37 / 2.9	2.8	1.8	3.1	3.0	2.7	789 / 10.1	8.8	10.7	C	WVGO-F
12	WSOJ-F	B	35 / 2.7	2.2	1.8	2.9	3.1	2.4	557 / 7.1	5.5	8.1	A	WSOJ-F
13	WKLR-F	O-70S	34 / 2.7	2.6	2.9	2.9	2.9	2.8	701 / 9.0	9.6	10.9	C	WKLR-F
14	WXGI	C	30 / 2.4	1.7	1.4	1.1	1.6	1.7	317 / 4.0	3.8	3.8		WXGI
15	WTVR	ST	23 / 1.8	1.9	2.1	1.7	2.0	1.9	314 / 4.0	4.2	4.2	A	WTVR

12+ FM Share (Metro): 80.00 % (904 of 1130) (Winter 96: 76.78 %)

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

Consolidation Report	12+	25-54	Revenue
Clear Channel	33.3 %	30.0 %	43.2 %
WRNL-AM, WRVA-AM, WRVQ-FM, WRXL-FM, WTVR-FM, WTVR-AM			
SFX	25.8 %	29.7 %	37.6 %
WBZU-FM, WKHK-FM, WKLR-FM, WMXB-FM, WVGO-FM			
Sinclair	20.7 %	20.9 %	18.8 %
WCDX-FM, WGCV-AM, WPLZ-FM, WSMJ-FM			
	79.8 %	80.6 %	99.6 %

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCLM	B/O	1450 Highland Springs	0.3 1.1
WDYL-F	REL	105.7 Chester	0.7 2.3
WFTH	REL	1590 Richmond	1.3 2.0
WGCV	B/G	1240 Petersburg	0.7 2.1
WREJ	REL	1540 Richmond	0.8 2.9
WRNL	SPRTS	910 Richmond	1.0 4.4

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAFX-F	CL AOR	106.9 Suffolk	0.5 1.8
WFLS-F	C	93.3 Fredericksburg	0.3 0.8

RICHMOND

AM Stations

Station	Freq	Power	Format	Religion	Revenue	Advertiser	Channel
WREJ	1540	10 kw (Days, DA)	Religion		\$<20.00	---	
WRNL	910	5 kw/1.5 kw (DA-1)	Sports		Westwd, CBS \$21.00	Clr 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	Format	Religion	Revenue	Advertiser	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
WKLR	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	Clr Chnl	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: 3/97 WLEE-F changed calls to WKLR-F ("Classic Hits 96.5"); it remains 70's Oldies . . . 3/97 WSTK (1290; Colonial Hts.) changed from Standards to Oldies as WZOD

Jim Duncan

Comments: WSMJ-F is slipping back from its outstanding debut but still has a solid 5+ share . . . WRVA is at its highest 12+ share in two years . . . WMXB-F also had its highest 12+ share in 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	

RIVERSIDE-SAN BERNARDINO

Arbitron Rank: 26 Pop (12+) 1,363,300
 MSA Rank: 10
 MSA Pop: 3,070,000
 DMA: Los Angeles (#2)
 Average Persons Rating: 16.4
 Market TSL in Hours: 21.75

Stations: 44 / 14
 Diaries: 2,426/562:1/49.9%
 Sample Target: 2,420
 % Below Line: 55.4
 % Not Listed: 11.0
 Pop per Station: 97,379

Last Year's Revenue: \$26,400,000
 Household Income: \$37,498
 Retail Dollars: \$11.6 Bil.
 #1 Biller: KFRG-F \$9,700,000
 #1 Billing Portfolio:
 American Radio Sys. \$10,400,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spq 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1 KFRG-F	C	205 / 9.2	9.8	11.3	8.9	9.3	9.8	2558 / 18.8	20.4	18.5	G	KFRG-F
2 KFI	T	172 / 7.7	8.6	6.7	8.7	7.9	7.9	2178 / 16.0	16.9	15.3		KFI
3 KGGI-F	CHR	142 / 6.4	5.8	6.1	5.5	5.8	5.9	2659 / 19.5	20.1	18.5	G	KGGI-F
4 KKBT-F	B	110 / 4.9	4.0	4.9	4.1	4.2	4.5	1465 / 10.7	10.0	9.3		KKBT-F
5 KOLA-F	O	91 / 4.1	4.7	5.0	4.9	5.4	4.7	1868 / 13.7	14.3	13.7	E	KOLA-F
6 KWRP-F	EZ	86 / 3.8	2.5	1.8	2.0	2.1	2.5	587 / 4.3	4.6	3.8		KWRP-F
7 KOST-F	AC	80 / 3.6	3.5	3.1	3.7	3.8	3.5	1376 / 10.1	11.5	11.8		KOST-F
8 KBIG-F	AC	78 / 3.5	2.1	1.7	2.0	2.1	2.3	1134 / 8.3	7.2	7.0		KBIG-F
9 KCAL-F	AOR	77 / 3.4	1.9	2.0	2.4	2.2	2.4	1192 / 8.7	6.7	7.1	F	KCAL-F
10 KLOS-F	AOR	70 / 3.1	3.2	2.7	3.8	3.3	3.2	1375 / 10.1	11.1	10.8		KLOS-F
11 KIIS-F	CHR	64 / 2.9	2.6	2.1	2.4	2.9	2.5	1533 / 11.2	11.7	11.6		KIIS-F
12 KTWW-F	J	63 / 2.8	3.3	2.4	2.4	2.1	2.7	916 / 6.7	7.1	6.1		KTWW-F
13 KCBS-F	CL AOR	61 / 2.7	2.0	2.6	3.2	3.0	2.6	1435 / 10.5	8.5	9.7		KCBS-F
14 KPWR-F	U/CHR	57 / 2.5	2.3	2.5	2.2	2.1	2.4	1190 / 8.7	8.1	7.7		KPWR-F
15 KVAR-F	SP	52 / 2.3	3.1	4.9	3.8	5.5	3.5	744 / 5.5	7.4	8.4		KVAR-F
KRTH-F	O	51 / 2.3	2.0	2.5	2.9	2.2	2.4	1120 / 8.2	8.8	8.0		KRTH-F
17 KNX	N	43 / 1.9	1.5	1.7	1.9	2.1	1.8	1065 / 7.8	7.2	8.1		KNX
18 KROQ-F	AOR-NR	39 / 1.7	2.3	1.7	2.0	1.8	1.9	876 / 6.4	7.5	7.0		KROQ-F
19 KCXX-F	AOR-P	35 / 1.6	1.0	1.3	1.9	1.8	1.4	851 / 6.2	5.3	6.6	C	KCXX-F
KSCA-F	SP	35 / 1.6	0.7		0.3	0.7		481 / 3.4	1.8	1.8		KSCA-F
KLVE-F	SP	35 / 1.6	2.3	1.7	3.0	2.0	2.1	570 / 4.2	5.5	4.2		KLVE-F

12+ FM Share (Metro): 81.30 % (1617 of 1989) (Winter 96: 79.27 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KGGI-F >	1 KGGI-F <	1 KFRG-F	1 KFRG-F >	1 KFRG-F	1 KFRG-F <	1 KFRG-F <	1 KFI	1 KFRG-F	1 KGGI-F	1 KFI
2 KKBT-F	2 KKBT-F	2 KGGI-F <	2 KFI	2 KFI >	2 KFI >	2 KFI	2 KFRG-F >>	2 KGGI-F	2 KKBT-F	2 KKBT-F
3 KPWR-F	3 KFRG-F	3 KFI	3 KGGI-F <	3 KGGI-F	3 KWRP-F	3 KLOS-F	3 KBIG-F <	3 KFI	3 KFRG-F >	3 KGGI-F <
4 KIIS-F >	4 KCAL-F	4 KKBT-F <	4 KCAL-F <	4 KOLA-F	4 KOLA-F	4 KKBT-F	4 KOLA-F	4 KKBT-F	4 KOST-F <	4 KFRG-F >
	KBIG-F	5 KCAL-F <	5 KBIG-F	KBIG-F <		KGGI-F		5 KOLA-F <	5 KPWR-F	
	6 KLOS-F			6 KCAL-F <		6 KOLA-F		KOST-F <		
								7 KWRP-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 KKBT-F <	1 KKBT-F	1 KFRG-F >	1 KFRG-F >	1 KGGI-F >	1 KCAL-F	1 KCAL-F	1 KCAL-F <	1 KFI <
KGGI-F	2 KGGI-F	2 KFRG-F	2 KGGI-F <	2 KFI	2 KPWR-F <	KGGI-F	2 KLOS-F	2 KFRG-F	2 KFRG-F
3 KIIS-F	3 KFRG-F <	KGGI-F	3 KKBT-F <	3 KGGI-F	3 KROQ-F	3 KLOS-F <	3 KFRG-F	3 KGGI-F <	3 KCAL-F
4 KFRG-F	4 KBIG-F	KBIG-F >	4 KFI <	4 KBIG-F <	4 KKBT-F	4 KKBT-F <	4 KGGI-F	4 KFI	4 KLOS-F
5 KBIG-F	5 KOST-F	5 KOST-F	5 KBIG-F <	5 KKBT-F <	5 KCAL-F	5 KFRG-F	KFI <	KLOS-F	5 KGGI-F <
KROQ-F	6 KFI		6 KOST-F	6 KOLA-F	6 KIIS-F	6 KROQ-F <	6 KKBT-F	6 KCBS-F <	6 KCBS-F <
	KIIS-F			KOST-F		7 KPWR-F <	KBIG-F		7 KOLA-F <

Consolidation Report	12+	25-54	Revenue
American Radio Sys., pend. KFRG-FM, KXFG-FM	9.2 %	9.5 %	25.8 %
Anaheim KCAL-FM, KOLA-FM	7.5 %	9.3 %	26.5 %
EXCL KCAL-AM, KSZZ-AM, KVAR-FM	4.1 %	4.8 %	%
Local KXRS-FM, KXSB-FM	0.6 %	0.7 %	1.5 %
	21.5 %	24.3 %	53.8 %

ROCHESTER, NY

Arbitron Rank: 46 Pop (12+)	897,300	Stations:	33 / 24
MSA Rank:	50	Diaries:	2,247/399:1/60.9%
MSA Pop:	1,090,000	Sample Target:	2,200
DMA:	73	% Below Line:	4.6
Average Persons Rating:	15.7	% Not Listed:	14.6
Market TSL in Hours:	21.00	Pop per Station:	37,388
American Radio Systems \$13,200,000			

12+ Metro	Format	Winter 97	1/4 Share	Fall 96	Sum 96	Spq 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level
1 WHAM	FS	143 / 10.2	11.8	11.3	10.6	11.6	11.0	2131 / 23.8	26.3	26.4	26.4	F WHAM
2 WBEF-F	C	137 / 9.7	10.6	10.4	9.8	10.3	10.1	1560 / 17.4	20.4	19.3	19.3	F WBEF-F
3 WRMM-F	SAC	118 / 8.4	7.9	6.2	7.8	7.1	7.6	1725 / 19.2	21.3	20.9	20.9	E WRMM-F
4 WPXY-F	CHR	116 / 8.2	7.9	8.2	8.8	7.0	8.3	2139 / 23.8	23.6	23.3	23.3	E WPXY-F
5 WCMF-F	AOR	98 / 7.0	6.0	7.5	8.5	7.4	7.2	1557 / 17.3	18.7	18.9	18.9	G WCMF-F
6 WDKX-F	B	82 / 5.8	5.0	5.1	5.7	5.8	5.4	875 / 9.7	9.3	9.0	9.0	C WDKX-F
7 WKX-F	O	77 / 5.5	5.0	4.8	4.7	5.1	5.0	1482 / 16.5	16.8	15.7	15.7	D WKX-F
9 WVEF-F	C	73 / 5.2	5.5	6.0	6.3	5.8	5.7	1489 / 16.6	17.2	18.6	18.6	C WVEF-F
10 WMAX-F	AOR-P	45 / 3.2	2.8	3.3	2.9	2.2	3.0	666 / 7.4	7.8	7.2	7.2	C WMAX-F
11 WORV-F	CL AOR	44 / 3.1	2.3	3.1	2.7	3.4	2.8	886 / 9.9	10.3	9.1	9.1	A WORV-F
12 WBBF	ST	34 / 2.4	2.8	3.7	3.3	3.6	3.1	527 / 5.9	5.7	7.3	7.3	A WBBF
13 WRCD-F	J	16 / 1.1	0.7	0.3	1.2	0.7	0.8	178 / 2.0	2.3	1.8	1.8	F WRCD-F
14 WZRF	J	15 / 1.1	1.1	0.8	1.4	1.0	1.1	225 / 2.5	3.1	3.4	3.4	A WZRF

12+ FM Share (Metro): 81.95 % (985 of 1202) (Winter 96: 77.84 %)

Teens

1 WPXY-F	1 WCMF-F	2 WPXY-F	3 WDKX-F	4 WBEF-F	WRMM-F	5 WDKX-F	6 WHAM	7 WVEF-F	8 WKX-F
1 WPXY-F <	1 WCMF-F <	1 WPXY-F <	1 WDKX-F <	1 WBEF-F <	1 WHAM	1 WBEF-F <	1 WCMF-F <	1 WPXY-F <	1 WDKX-F <
2 WRMM-F <	2 WCMF-F <	2 WRMM-F <	2 WCMF-F <	2 WCMF-F <	2 WRMM-F <	2 WCMF-F <	2 WRMM-F <	2 WRMM-F <	2 WHAM
3 WVEF-F >	3 WBEF-F	3 WBEF-F	3 WCMF-F <	3 WRMM-F <	3 WRMM-F <	3 WRMM-F <	3 WRMM-F <	3 WRMM-F <	3 WPXY-F <
4 WBEF-F	4 WBEF-F	4 WBEF-F	4 WBEF-F <	4 WBEF-F	4 WBEF-F	4 WBEF-F	4 WBEF-F	4 WBEF-F	4 WBEF-F
5 WVEF-F	5 WVEF-F	5 WVEF-F	5 WVEF-F <	5 WVEF-F	5 WVEF-F	5 WVEF-F	5 WVEF-F	5 WVEF-F	5 WHAM
6 WDKX-F	6 WDKX-F	6 WDKX-F	6 WDKX-F <	6 WDKX-F	6 WDKX-F	6 WDKX-F	6 WDKX-F	6 WDKX-F	6 WHAM
7 WDKX-F	7 WDKX-F	7 WDKX-F	7 WDKX-F <	7 WDKX-F	7 WDKX-F	7 WDKX-F	7 WDKX-F	7 WDKX-F	7 WHAM
8 WZRF	8 WZRF	8 WZRF	8 WZRF <	8 WZRF	8 WZRF	8 WZRF	8 WZRF	8 WZRF	8 WZRF

Wom 18-24

1 WPXY-F	2 WRMM-F	3 WBEF-F	4 WBEF-F	5 WVEF-F	6 WDKX-F	7 WCMF-F	8 WZRF
1 WPXY-F >	1 WRMM-F >	1 WBEF-F	1 WBEF-F	1 WVEF-F	1 WDKX-F >	1 WCMF-F >	1 WZRF >
2 WRMM-F <	2 WRMM-F <	2 WBEF-F	2 WBEF-F	2 WVEF-F <	2 WDKX-F <	2 WCMF-F <	2 WZRF <
3 WBEF-F	3 WBEF-F	3 WBEF-F	3 WBEF-F	3 WVEF-F <	3 WDKX-F <	3 WCMF-F <	3 WZRF <
4 WBEF-F	4 WBEF-F	4 WBEF-F	4 WBEF-F	4 WVEF-F <	4 WDKX-F <	4 WCMF-F <	4 WZRF <
5 WVEF-F	5 WVEF-F	5 WVEF-F	5 WVEF-F	5 WVEF-F <	5 WDKX-F <	5 WCMF-F <	5 WZRF <
6 WDKX-F	6 WDKX-F	6 WDKX-F	6 WDKX-F	6 WVEF-F <	6 WDKX-F <	6 WCMF-F <	6 WZRF <
7 WCMF-F	7 WCMF-F	7 WCMF-F	7 WCMF-F	7 WVEF-F <	7 WDKX-F <	7 WCMF-F <	7 WZRF <
8 WZRF	8 WZRF	8 WZRF	8 WZRF	8 WVEF-F <	8 WDKX-F <	8 WCMF-F <	8 WZRF <

Wom 25-34

1 WPXY-F	2 WRMM-F	3 WBEF-F	4 WBEF-F	5 WVEF-F	6 WDKX-F	7 WCMF-F	8 WZRF
1 WPXY-F >	1 WRMM-F >	1 WBEF-F	1 WBEF-F	1 WVEF-F	1 WDKX-F >	1 WCMF-F >	1 WZRF >
2 WRMM-F <	2 WRMM-F <	2 WBEF-F	2 WBEF-F	2 WVEF-F <	2 WDKX-F <	2 WCMF-F <	2 WZRF <
3 WBEF-F	3 WBEF-F	3 WBEF-F	3 WBEF-F	3 WVEF-F <	3 WDKX-F <	3 WCMF-F <	3 WZRF <
4 WBEF-F	4 WBEF-F	4 WBEF-F	4 WBEF-F	4 WVEF-F <	4 WDKX-F <	4 WCMF-F <	4 WZRF <
5 WVEF-F	5 WVEF-F	5 WVEF-F	5 WVEF-F	5 WVEF-F <	5 WDKX-F <	5 WCMF-F <	5 WZRF <
6 WDKX-F	6 WDKX-F	6 WDKX-F	6 WDKX-F	6 WVEF-F <	6 WDKX-F <	6 WCMF-F <	6 WZRF <
7 WCMF-F	7 WCMF-F	7 WCMF-F	7 WCMF-F	7 WVEF-F <	7 WDKX-F <	7 WCMF-F <	7 WZRF <
8 WZRF	8 WZRF	8 WZRF	8 WZRF	8 WVEF-F <	8 WDKX-F <	8 WCMF-F <	8 WZRF <

Wom 18-49

1 WPXY-F	2 WRMM-F	3 WBEF-F	4 WBEF-F	5 WVEF-F	6 WDKX-F	7 WCMF-F	8 WZRF
1 WPXY-F >	1 WRMM-F >	1 WBEF-F	1 WBEF-F	1 WVEF-F	1 WDKX-F >	1 WCMF-F >	1 WZRF >
2 WRMM-F <	2 WRMM-F <	2 WBEF-F	2 WBEF-F	2 WVEF-F <	2 WDKX-F <	2 WCMF-F <	2 WZRF <
3 WBEF-F	3 WBEF-F	3 WBEF-F	3 WBEF-F	3 WVEF-F <	3 WDKX-F <	3 WCMF-F <	3 WZRF <
4 WBEF-F	4 WBEF-F	4 WBEF-F	4 WBEF-F	4 WVEF-F <	4 WDKX-F <	4 WCMF-F <	4 WZRF <
5 WVEF-F	5 WVEF-F	5 WVEF-F	5 WVEF-F	5 WVEF-F <	5 WDKX-F <	5 WCMF-F <	5 WZRF <
6 WDKX-F	6 WDKX-F	6 WDKX-F	6 WDKX-F	6 WVEF-F <	6 WDKX-F <	6 WCMF-F <	6 WZRF <
7 WCMF-F	7 WCMF-F	7 WCMF-F	7 WCMF-F	7 WVEF-F <	7 WDKX-F <	7 WCMF-F <	7 WZRF <
8 WZRF	8 WZRF	8 WZRF	8 WZRF	8 WVEF-F <	8 WDKX-F <	8 WCMF-F <	8 WZRF <

Other Rated Stations

Station	Share	Rating	Other Rated Stations--Outside Market	Metro Cume	TSA	AQH Cume
WBTM	0.6	1.3	101.7 Altica	0.4	0.9	0.9
WCMF	0.1	0.7	96.9 Buffalo	0.5	1.3	1.3
WDCZ-F	0.4	2.2	98.5 Niagara Falls	0.4	1.6	1.6
WDNY-F	0.4	0.5	102.5 Buffalo	0.7	2.2	2.2
WDNY	0.4	0.5	107.7 Westfield	0.7	2.2	2.2
WHTK	0.9	3.5	92.9 Buffalo	0.6	0.7	0.7
WNRR-F	0.4	1.1	107.9 Syracuse	0.4	0.8	0.8
WMMG	0.6	1.5	850 Penn Yan	0.4	0.9	0.9
WZXF-F	0.8	2.4	106.5 Buffalo	0.6	1.1	1.1

Other Rated Stations

Station	Share	Rating	Other Rated Stations--Outside Market	Metro Cume	TSA	AQH Cume
WBTA	0.6	1.3	1490 Batavia	0.6	1.3	1.3
WCMF	0.1	0.7	990 Rochester	0.1	0.7	0.7
WDCZ-F	0.4	2.2	102.7 Webster	0.4	2.2	2.2
WDNY-F	0.4	0.5	93.9 Dansville	0.4	0.5	0.5
WDNY	0.4	0.5	1280 Rochester	0.4	0.5	0.5
WHTK	0.9	3.5	1403 Rochester	0.9	3.5	3.5
WNRR-F	0.4	1.1	103.5odus	0.4	1.1	1.1
WMMG	0.6	1.5	1460 Rochester	0.6	1.5	1.5
WZXF-F	0.8	2.4	99.7 Palmyra	0.8	2.4	2.4

ROCHESTER, NY

American Radio Winter 97 Copyright 1997

RIVERSIDE-SAN BERNARDINO

Metro Cume Share Rating TSA
 Other Rated Stations--Outside Market

Station	Class	Power	City	Other Rated Stations--Outside Market	Metro Cume	Share Rating	TSA
KATY-F	AC	101.3	Idyllwild	790 Los Angeles	0.9	2.5	
KCAL	SP	1410	Redlands	980 Los Angeles	0.6	3.2	
KDIF	SP	1440	Riverside	100.3 Los Angeles	0.8	3.3	
KPRO	REL	1570	Riverside	105.1 Los Angeles	0.9	3.3	
KSZZ	SP	590	San Bernardino	1240 San Bernardino	0.5	2.4	
KXZF-F	SAC	92.7	Lake Arrowhead	570 Los Angeles	0.9	2.3	
KXRS-F	SP	101.7	Big Bear Lake	97.9 Long Beach	0.5	1.1	
KLSX-F	T	97.1	Los Angeles	107.1 Arcadia	1.2	3.4	
KLTY-F	AOR-NR	107.1	Arcadia	1020 Los Angeles	0.4	2.6	
KTNG	SP	1020	Los Angeles	107.9 San Clemente	0.7	1.3	
KWVE-F	REL	107.9	San Clemente	98.7 Los Angeles	0.7	1.8	
KYSR-F	AC/CHR	98.7	Los Angeles	93.9 Los Angeles	0.4	2.3	
KZLA-F	C	93.9	Los Angeles	690 Tijuana, MX	1.2	4.4	
XTRA	SPRTS	690	Tijuana, MX		0.5	1.8	

AM Stations

Station	Class	Power	City	Other Rated Stations--Outside Market	Metro Cume	Share Rating	TSA
KCAL	Hispanic	1410	5 kW/4 kw (DA-N)	Caballero	\$33.00	EXCL	Redlands
KDIF	Hispanic	1440	1 kw	Katz Hisp.	\$ NA	EXCL	Redlands
KMEN	Oldies	1290	5 kw (DA-2)	Mc-Guild	\$ NA	Chancellor	
KPRO	Religion	1570	5 kW/0.19 kw (DA-2)	Wallace	\$ NA	EXCL	
KSZZ	Hispanic	590	1 kw (DA-2)	Caballero	\$25.00	EXCL	

FM Stations

Station	Class	Power	City	Other Rated Stations--Outside Market	Metro Cume	Share Rating	TSA
KCAL	AOR	96.7	1.75 kw @ 376	Banner	\$89.00		Redlands
KCXX	Prog. AOR	103.9	0.19 kw @ 1751	All-Pro	\$ NA		Lake Arrowhead
KFRG	Country	95.1	50 kw @ 490	Allied	\$140.00		
KGCI	CHR	99.1	2.5 kw @ 1844	Mc-Guild	\$102.00		
KOLA	Oldies	99.9	29.5 kw @ 1663	Banner	\$69.00		Anaheim
KWRP	Easy Listening	96.1	0.25 kw @ 1565	K&P	\$35.00		San Jacinto
KXEZ	Soft AC	92.7	3 kw @ 300	---	\$ NA		

Notes: Other ranked stations -- See Los Angeles ... 1/97 KOOL-F changed from Country to Soft AC as KXEZ-F ... 3/97 Amature sold KFRG-F/KXZF-F (92.7) to American Radio Systems for \$60,000,000 ... 4/97 KCJC (1350) changed from News/Talk/Sports to Classic Country ... 4/97 KVAR-F changed from Hispanic AC to Hispanic CHR after Winter survey

Jim Duncan
 Comments: KWRP-F had a strong showing with its EZ format

ROCHESTER, NY

Consolidation Report	12+	25-54	Revenue
American Radio Sys. WAQB-FM, WCMF-FM, WPXY-FM, WRMM-FM	23.6 %	26.1 %	41.1 %
Heritage WBBF-AM, WBEE-FM, WKLX-FM, WQRV-FM	20.7 %	22.2 %	22.6 %
Jacor, pend. WHAM-AM, WHTK-AM, WMAX-FF, WNVE-FM, WRCD-FM, WVOR-FM	26.1 %	25.1 %	30.8 %
	70.4 %	73.4 %	94.5 %

AM Stations

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
WHTK	1280	5 kw (DA-N)	Talk	Westwd, CNN, CBS	\$ NA	Mc-Guild	Jacor

FM Stations

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.
WDXK	103.9	0.8 kw @ 540	Black		\$34.00	Allied	
WJZR	105.9	3 kw @ 180	Jazz	AP	\$ NA	—	
WKLX	98.9	37 kw @ 564	Oldies		\$52.00	Katz	Heritage
WMAX	106.7	3.5 kw @ 266	Progressive AOR		\$ NA	Allied	Jacor, pend. Irondequoit
WMHX	102.3	3.4 kw @ 282	See WMAX-F				Canandaigua
WNVE	95.1	9.5 kw @ 994	AOR-NR		\$39.00	D&R	Jacor 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
WRCD	107.3	6 kw @ 302	Jazz		\$ NA	Allied	Jacor, pend. Honeoye Falls
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

Notes: 1/97 WNVE-F was sold by Lerner to Jacor for \$5,000,000 . . . 3/97 Jacor bought these stations: WMAX-F for \$4,000,000; WMHX-F for \$1,200,000; WRCD-F for \$1,800,000 . . . 3/97 American Radio Systems sold WRMM to Crawford for \$600,000 . . . 4/97 WAQB-F changed to Modern AC (AC-NR) as "The Zone"

Jim Duncan

Comments: WBEE-F had its lowest share in more than two years . . . WCMF-F partially recovered from its weak Fall book . . . Not much going on with other stations

SACRAMENTO

Arbitron Rank: 28 Pop (12+) 1,358,400
 MSA Rank: 34
 MSA Pop: 1,670,000
 DMA: 21 (w/Stockton, Modesto)
 Average Persons Rating: 15.8
 Market TSL in Hours: 21.00

Stations: 31 / 24
 Diaries: 2,667/509:1/56.2%
 Sample Target: 2,520
 % Below Line: 3.4
 % Not Listed: 15.3
 Pop per Station: 56,600

Last Year's Revenue: \$71,400,000
 Household Income: \$42,902
 Retail Dollars: \$14.5 Bil.
 #1 Biller: KFBK \$10,600,000
 #1 Billing Portfolio:
 American Radio Systems \$25,650,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level		
1	KFBK	N/T	226 / 10.5	111	9.5	8.5	10.4	9.9	2917 / 21.5	21.6	20.5	I	KFBK
2	KSFM-F	CHR	191 / 8.9	7.9	9.4	8.4	8.5	8.6	2639 / 19.4	18.9	19.1	H	KSFM-F
3	KQPT-F	AC-NR	152 / 7.1	4.7	3.4	2.6	4.1	4.4	2529 / 18.6	13.5	10.5	E	KQPT-F
4	KYMX-F	SAC	100 / 4.6	4.5	4.8	4.3	4.3	4.6	1628 / 12.0	13.0	12.0	E	KYMX-F
5	KHYL-F	O	99 / 4.6	3.8	5.2	5.5	5.1	4.8	1899 / 14.0	14.9	15.7	G	KHYL-F
6	KNCI-F	C	97 / 4.5	5.4	6.5	5.9	6.0	5.6	1608 / 11.8	12.1	13.3	F	KNCI-F
7	KWOD-F	AOR-NR	92 / 4.3	3.1	3.5	3.8	4.4	3.7	1725 / 12.7	11.6	13.4	E	KWOD-F
8	KSEG-F	CL AOR	91 / 4.2	3.3	3.3	4.0	3.6	3.7	1301 / 9.6	10.7	11.0	F	KSEG-F
	KGBY-F	AC	91 / 4.2	5.3	5.0	5.1	5.8	4.9	1657 / 12.2	13.2	15.7	H	KGBY-F
10	KRXQ-F	AOR	89 / 4.1	5.6	4.7	5.8	4.8	5.1	1552 / 11.4	12.8	13.0	E	KRXQ-F
11	KXOA-F	O-70S	76 / 3.5	3.7	4.3	5.2	3.6	4.2	1476 / 10.9	11.1	13.4	G	KXOA-F
12	KRAK-F	C	73 / 3.4	3.2	3.2	3.2	2.5	3.3	1485 / 10.8	9.1	9.3	F	KRAK-F
13	KCTC	ST	68 / 3.2	4.1	4.3	4.0	2.8	3.9	969 / 7.1	7.5	6.3	B	KCTC
14	KHTK	T	56 / 2.6	2.6	1.4	1.9	2.8	2.1	992 / 7.3	6.3	7.4	C	KHTK
	KSSJ-F	J	56 / 2.6	2.8	2.6	2.7	2.7	2.7	1156 / 8.5	7.0	6.1	C	KSSJ-F
16	KSTE	T	54 / 2.5	3.0	3.7	3.5	3.2	3.2	1083 / 8.0	7.2	8.3	D	KSTE
17	KQBR-F	B/AC	36 / 1.7	1.4	0.8	1.1	1.7	1.2	444 / 3.3	3.2	3.9		KQBR-F
18	KZSA-FF	SP	29 / 1.3	1.0	0.5	0.4	1.0	0.8	289 / 2.1	1.6	1.9		KZSA-FF
19	KSXX-F	SP	21 / 1.0	1.0	0.7	1.4	0.9	1.0	246 / 1.8	2.2	1.9	B	KSXX-F
	KXOA	O	21 / 1.0	0.8	0.8	0.8	0.6	0.9	434 / 3.2	2.6	2.3		KXOA

12+ FM Share (Metro): 73.37 % (1336 of 1821) (Winter 96: 71.10 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KSFM-F >>	1 KSFM-F <	1 KQPT-F <	1 KQPT-F	1 KFBK	1 KFBK >>	1 KFBK >	1 KFBK >	1 KFBK <	1 KSFM-F >>	1 KSFM-F <
2 KWOD-F <	2 KQPT-F	2 KSFM-F >	2 KFBK <	2 KQPT-F	2 KHYL-F <	2 KSFM-F	2 KQPT-F	2 KSFM-F <	2 KQPT-F <	2 KFBK
3 KQPT-F >>	3 KRXQ-F	3 KFBK	3 KSEG-F <	3 KSEG-F <	3 KYMX-F	3 KGBY-F	3 KSFM-F <	3 KQPT-F >	3 KRXQ-F	3 KSTE >
	4 KWOD-F >	KSEG-F	4 KSFM-F	4 KSFM-F <	4 KCTC <	KQPT-F	4 KYMX-F <	4 KYMX-F <	4 KWOD-F <	
	5 KGBY-F	5 KGBY-F <	5 KXOA-F	5 KHYL-F <	5 KSEG-F <	5 KNCI-F <	5 KHYL-F <	5 KWOD-F <	5 KFBK	
	6 KRXQ-F	6 KRXQ-F	6 KGBY-F <	6 KNCI-F <	6 KNCI-F <	6 KSEG-F <	6 KSEG-F <	6 KHYL-F <	6 KSTE <	
		7 KHYL-F	7 KNCI-F	7 KGBY-F <		7 KYMX-F	7 KGBY-F <	7 KNCI-F <	7 KYMX-F	
		KNCI-F <	8 KHYL-F <	8 KYMX-F <		KXOA-F <	8 KNCI-F	8 KGBY-F <		
			9 KYMX-F	9 KXOA-F		9 KHYL-F <	9 KSEG-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 KQPT-F <	1 KQPT-F	1 KQPT-F <	1 KQPT-F <	1 KSFM-F	1 KRXQ-F	1 KRXQ-F >	1 KFBK	1 KFBK
2 KQPT-F >	2 KSFM-F >>	2 KSFM-F >	2 KSFM-F	2 KGBY-F <	2 KWOD-F <	2 KSFM-F	2 KSFM-F <	KSEG-F <	2 KSEG-F
3 KWOD-F >	3 KGBY-F <	3 KGBY-F <	3 KGBY-F	3 KYMX-F	3 KRXQ-F	3 KWOD-F	3 KHTK <	3 KSFM-F <	3 KHTK
4 KGBY-F	4 KWOD-F	4 KNCI-F	4 KYMX-F	4 KSFM-F <	4 KQPT-F >>	4 KQPT-F >	4 KFBK	4 KRXQ-F <	4 KQPT-F
5 KRXQ-F	5 KNCI-F	5 KRXQ-F <	5 KNCI-F <	5 KHYL-F <		5 KHTK <	KWOD-F <	5 KQPT-F	KRXQ-F <
	KRXQ-F	6 KYMX-F	6 KHYL-F	6 KNCI-F		6 KFBK <	6 KQPT-F	6 KHTK <	6 KSFM-F <
	7 KYMX-F	7 KWOD-F	7 KXOA-F	7 KFBK <		7 KSEG-F >	7 KSEG-F	7 KWOD-F	7 KXOA-F <
				8 KXOA-F					8 KNCI-F <
									9 KHYL-F >

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KFIA	REL	710 Carmichael	0.5 2.1
KLNA-F	SP	105.5 Dunnigan	0.4 0.6
KRLT-F	CL AOR	93.9 S. Lk. Tahoe	0.5 1.2

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KATM-F	C	103.3 Modesto	0.4 0.9
KCBS	N/T	740 San Francisco	0.4 1.6
KDOT-F	AOR	104.5 Reno	0.3 0.7
KGO	T	810 San Francisco	0.7 2.3
KHKK-F	CL AOR	104.1 Modesto	0.3 0.7
KNBR	SPRTS	680 San Francisco	0.9 3.3
KSFO	T	560 San Francisco	0.4 1.4

SACRAMENTO

Consolidation Report	12+	25-54	Revenue
American Radio Sys. KRAK-FM, KHTK-AM, KNCI-FM, KQPT-FM, KCTC-AM, KYMX-FM, KSFM-FM	34.3 %	31.4 %	35.9 %
Chancellor KFBK-AM, KGBY-FM, KHYL-FM, KSTE-AM	21.8 %	21.7 %	35.7 %
Entercom KXOA-FM, KSEG-FM, KRXQ-FM	11.8 %	15.5 %	19.2 %
EXCL, pend. KSSJ-FM, KSXX-FM, KMYC-AM, KRCX-AM	3.6 %	3.9 %	4.9 %
	71.5 %	72.5 %	95.7 %

AM Stations

Call	Freq	Power	Format	Station	Company	Advertiser	Agency
KCTC	1320	5 kw (DA-2)	Standards	Westwd, ABC	\$33.00	Allied	Amer. Radio Sys.
KFBK	1530	50 kw (DA-2)	News/Talk	ABC, CNN	\$180.00	Sentry	Chancellor
KFIA	710	25 kw/1 kw (DA-2)	Religion	SRN	\$ NA	---	Carmichael
KHTK	1140	50 kw (DA-2)	Talk	CBS	\$25.00	Katz	Amer. Radio Sys.
KSTE	650	21.4 kw/920 w (DA-2)	Talk	ABC, Talknt, Westwd	\$35.00	Allied	Chancellor Rancho Cordova

FM Stations

Call	Freq	Power	Format	Station	Company	Advertiser	Agency
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	AC-NR		\$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	D&R	Entercom Roseville
KRYR	103.5	2.6 kw @ 350	See KZSA-F				
KSEG	96.9	50 kw @ 500	Classic AOR		\$120.00	D&R	Entercom
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	EXCL, pend. 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	70's Oldies		\$100.00	D&R	Entercom
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: 4/97 American Radio Systems traded KSSJ-F (+ KBAY-F, San Jose, facility) to EXCL for KINK-F Portland, OR & KBRG-F Fremont/San Jose plus cash & stock (Star, MVP)

Jim Duncan

Comments: KQPT-F took a big leap up and has a string of three consecutive up books . . . KXOA-F had its third straight decrease, slipping to its lowest 12+ share in two years . . . KNCI-F is sliding significantly

SAGINAW-BAY CITY

Arbitron Rank: 124 Pop (12+) 329,200	Stations: 26 / 17	Last Year's Revenue: \$15,200,000
MSA Rank: 123	Diaries: 1,033/319:1/59.3%	Household Income: \$39,754
MSA Pop: 402,000	Sample Target: 950	Retail Dollars: \$4.3 Bil.
DMA: 60 (w/Flint)	% Below Line: 5.9	#1 Biller: WKQC-F \$3,000,000
Average Persons Rating: 15.9	% Not Listed: 12.6	#1 Billing Portfolio:
Market TSL in Hours: 21.00	Pop per Station: 19,365	McLravy (pend.) \$7,400,000

12+ Metro	Format	Winter 97		Fall 96	Sum 96	Spq 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
		1/4 Share	Share									E	D
1 WKQC-F	C	64 / 12.3	13.3	12.1	10.5	10.1	12.0	825 / 25.1	25.6	24.8		E	WKQC-F
2 WSGW	FS/T	49 / 9.4	10.4	6.7	11.1	10.4	9.4	611 / 18.6	18.6	21.1		D	WSGW
3 WKQZ-F	AOR	42 / 8.0	7.1	9.1	8.6	10.6	8.2	553 / 16.8	18.8	20.0		C	WKQZ-F
4 WIOG-F	AC/CHR	41 / 7.9	6.2	7.4	8.2	7.3	7.4	638 / 19.4	17.4	21.1		D	WIOG-F
5 WHNN-F	O	39 / 7.5	8.5	8.3	8.6	10.6	8.2	693 / 21.1	21.4	21.1		D	WHNN-F
6 WTLZ-F	B	39 / 7.5	5.4	5.4	5.1	5.6	5.8	332 / 10.1	10.5	10.1		B	WTLZ-F
7 WTCF-F	CHR	28 / 5.4	4.6	5.6	4.9	5.6	5.1	594 / 18.0	19.5	17.8		B	WTCF-F
8 WGER-F	SAC	26 / 5.0	5.0	4.9	5.1	3.1	5.0	394 / 12.0	14.6	11.6		C	WGER-F
9 WCEN-F	C	24 / 4.6	3.9	4.9	6.4	4.7	4.9	407 / 12.4	11.4	11.6			WCEN-F
10 WMJA-FF	O	22 / 4.2	3.4	3.6	3.5	2.2	3.7	304 / 9.2				A	WMJA-FF
11 WSAM	ST	17 / 3.3	5.2	5.3	4.7	4.2	4.6	256 / 7.8	10.3	8.8		A	WSAM
12 WKNX	ST	14 / 2.7	3.1	3.1	2.3	1.6	2.8	128 / 3.9	4.2	4.5		A	WKNX
13 WIXC-F	C	9 / 1.7	2.1	1.8	2.0	3.5	1.9	265 / 8.1	8.9	10.9		A	WIXC-F

12+ FM Share (Metro): 78.73 % (359 of 456) (Winter 96: 77.51 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WTLZ-F	1 WKQC-F	1 WKQC-F <	1 WIOG-F	1 WKQC-F <	1 WSGW	1 WSGW	1 WKQC-F >	1 WKQC-F	1 WTLZ-F <	1 WKQC-F
WTCF-F >>	WKQZ-F >	2 WIOG-F <	2 WKQC-F	2 WIOG-F <	2 WKQC-F <	2 WKQC-F	2 WIOG-F <	2 WKQZ-F	2 WKQC-F	2 WSGW
3 WKQZ-F >	3 WIOG-F >	3 WKQZ-F	3 WKQZ-F	3 WHNN-F	3 WHNN-F >	3 WHNN-F	3 WSGW	3 WIOG-F <	3 WKQZ-F	3 WKQZ-F >
	4 WTLZ-F	4 WHNN-F	4 WHNN-F	4 WKQZ-F	4 WIOG-F	4 WKQZ-F <	4 WKQZ-F	4 WTLZ-F	WTCF-F	
	WTCF-F	5 WTLZ-F	5 WTLZ-F	5 WGER-F	5 WGER-F	5 WIOG-F	5 WHNN-F	5 WHNN-F <	WSGW >	
	6 WCEN-F	6 WMJA-FF	6 WGER-F	6 WGER-F <	WTLZ-F <	6 WTLZ-F	6 WGER-F	6 WTCF-F	6 WMJA-FF	6 WMJA-FF
	WMJA-FF	WGER-F	7 WMJA-FF	7 WSGW	7 WSAM	7 WGER-F	7 WTLZ-F	WSGW	7 WIOG-F	7 WIOG-F
			WSGW				WCEN-F	8 WMJA-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 WKQC-F >>	1 WKQC-F	1 WIOG-F	1 WIOG-F	1 WIOG-F <	1 WKQZ-F >>	1 WKQZ-F >>	1 WKQZ-F >>	1 WKQZ-F >	1 WKQZ-F
2 WCEN-F >	2 WIOG-F >	2 WKQC-F	WKQC-F >	2 WKQC-F	2 WKQC-F	2 WKQC-F >>	2 WKQC-F >>	2 WKQC-F	2 WHNN-F
3 WKQZ-F	3 WTLZ-F	3 WTLZ-F >	3 WHNN-F	3 WHNN-F	WMJA-FF	3 WMJA-FF	3 WIOG-F	3 WIOG-F	WKQC-F
WGER-F	4 WTCF-F	4 WGER-F	4 WTCF-F	4 WGER-F	WWCK-F	WIOG-F	4 WCEN-F	4 WMJA-FF <	4 WIOG-F
WIOG-F	WGER-F	WTCF-F	WGER-F <	5 WTLZ-F	WTCF-F >>	5 WCEN-F	WMJA-FF	5 WHNN-F	5 WMJA-FF
WTCF-F	6 WKQZ-F		6 WTLZ-F	WTCF-F				6 WSGW	6 WTLZ-F
WMJA-FF >>	WCEN-F		7 WCEN-F					WTLZ-F	WSGW >

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
McLravy, pend.	34.5 %	37.9 %	48.0 %	WMAX SPRTS 1440	1.0	4.1	
WGER-FM, WIOG-FM, WKQZ-FM, WMJA-FM, WMJK-FM, WSGW-AM				WMPX ST 1490 Midland	1.1	1.8	
	34.5 %	37.9 %	48.0 %				

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WCFX-F CHR 95.3 Clare	0.4	2.2	
WDZZ-F B 92.7 Flint	0.6	1.9	
WJR FS 760 Detroit	1.1	5.3	
WOWE-F B 98.9 Vassar	1.3	3.1	
WSTD-F AC 96.9 Standish	0.4	0.8	
WUPS-F AC 98.5 Houghton Lake	0.4	1.6	
WVIC-F AOR-NR 94.9 E. Lansing	0.6	2.9	
WWBN-F AOR 101.7 Tuscola	0.4	2.0	
WWCK-F CHR 105.5 Flint	0.8	2.5	

SAGINAW-BAY CITY

AM Stations

WKNX	1250	1 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)	Full Service/Talk	CBS, Westwd	\$44.00	Mc-Guild	McLravy, pend.

FM Stations

WCEN	94.5	100 kw @ 981	Country	Westwd	\$29.00	Christal		Mt. Pleasant
WGER	106.3	2.05 kw @ 380	Soft AC		\$28.00	Katz	McLravy, pend.	
WHNN	96.1	100 kw @ 1020	Oldies	Westwd	\$56.00	Eastman	Liggelt	
WIOG	102.5	86 kw @ 800	AC/CHR	ABC	\$42.00	Katz	McLravy, pend.	
WIXC	97.3	3 kw @ 328	Country		\$<20.00	Mich.	Midwest Family	Essexville
WKCQ	96.1	50 kw @ 493	Country	ABC	\$65.00	---	MacDonald	
WKQZ	93.3	39.2 kw @ 554	AOR	Westwd, ABC	\$33.00	Banner	McLravy	Midland
WMJA	104.5	2.9 kw @ 413	Oldies	ABC	\$<20.00	Banner	McLravy	
WMJK	100.9	2.6 kw @ 500	See WMJA-F					Pinconning
WTCF	100.5	3 kw @ 328	CHR	Source	\$21.00	Allied		Carrollton
WTLZ	107.1	4.9 kw @ 397	Black	AURN	\$10.00	Roslin	Steve Taylor	

Notes: 1/97 WKNX changed frequencies from 1210 to 1250 (to allow upgrade of co-owned WCHB, Detroit) . . . 3/97 Fritz sold these stations to McLravy (62nd Street): WSGW for \$5,200,000; WIOG-F for \$9,500,000; WGER-F for \$4,700,000

Jim Duncan

Comments: WTLZ-F had its highest 12+ share in several years . . . Listening levels dropped a huge 1.6 rating points as compared to a year ago

ST. LOUIS

Arbitron Rank: 17 Pop (12+) 2,094,500	Stations: 28 / 28	Last Year's Revenue: \$94,800,000
MSA Rank: 17	Diaries: 3,465/604:1/60.3%	Household Income: \$45,083
MSA Pop: 2,570,000	Sample Target: 3,340	Retail Dollars: \$24.5 Bil.
DMA: 20	% Below Line: 0.0	#1 Biller: KMOX \$20,500,000
Average Persons Rating: 16.8	% Not Listed: 9.4	#1 Billing Portfolio: American Radio Sys. \$21,900,000
Market TSL in Hours: 22.00	Pop per Station: 74,804	

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level
1 KMOX	T/FS	416 / 11.8	13.0	13.2	13.1	14.1	12.8	5686 / 27.1	31.6	30.6	K KMOX
2 WIL-F	C	304 / 8.6	6.9	7.9	7.8	8.3	7.8	4076 / 19.5	17.8	19.6	H WIL-F
3 KMJM-F	B	251 / 7.1	8.2	6.3	7.1	6.8	7.2	2445 / 11.7	12.8	11.7	G KMJM-F
4 KEZK-F	SAC	243 / 6.9	6.7	5.7	6.9	7.3	6.6	3496 / 16.7	16.6	17.5	H KEZK-F
5 KYKY-F	AC	171 / 4.9	5.3	5.9	5.6	4.4	5.4	3228 / 15.4	15.6	14.6	H KYKY-F
6 KPNT-F	AOR-NR	166 / 4.7	5.0	4.4	5.7	4.4	5.0	2859 / 13.6	14.4	13.6	F KPNT-F
7 WKXX-F	C	159 / 4.5	3.6	3.0	3.1	3.9	3.6	2929 / 14.0	10.3	10.9	E WKXX-F
8 KLOU-F	O	152 / 4.3	4.6	3.7	4.7	3.9	4.3	3125 / 14.9	14.9	13.7	F KLOU-F
9 WALC-F	AC-NR	142 / 4.0	4.2	3.9	3.9	4.6	4.0	3640 / 17.4	15.6	14.9	E WALC-F
10 KSHE-F	AOR	141 / 4.0	4.9	6.0	5.7	5.6	5.2	2655 / 12.7	12.7	17.0	H KSHE-F
WVRV-F	AOR-P	141 / 4.0	3.6	2.6	2.1	1.6	3.1	2556 / 12.2	11.2	7.0	D WVRV-F
12 KSD-F	CL AOR	112 / 3.2	2.9	3.5	3.3	2.7	3.2	2291 / 10.9	12.2	13.2	F KSD-F
13 KFUF-F	CL	98 / 2.8	2.8	2.6	2.2	3.5	2.6	1703 / 8.1	8.8	9.7	C KFUF-F
14 KXOK-F	B/AC	93 / 2.6	2.7	3.0	2.1	2.3	2.6	1582 / 7.6	7.9	6.7	C KXOK-F
15 WRTH	ST	92 / 2.6	2.3	2.8	2.9	3.0	2.7	1240 / 5.9	5.3	5.8	C WRTH
16 KIHT-F	O-70S	90 / 2.6	3.0	2.9	3.3	3.4	2.9	2089 / 10.0	10.2	10.7	E KIHT-F
17 KTRS	T	86 / 2.4	2.0	1.8	1.1	1.3	1.8	1471 / 7.0	7.8	5.8	D KTRS
18 KATZ-F	B	66 / 1.9	1.3	1.8	1.1	1.6	1.5	1287 / 6.0	4.4	4.0	B KATZ-F
19 WEW	ST	44 / 1.2	1.1	1.0	1.8	1.8	1.3	441 / 2.1	2.5	3.3	WEW
KFNS	SPRTS	44 / 1.2	1.0	0.9	1.0	1.0	1.0	859 / 4.1	3.6	3.0	C KFNS
21 WCBW-F	REL	43 / 1.2	1.2	1.7	1.2	1.3	1.3	818 / 3.9	3.6	4.3	WCBW-F
22 WIBV	T	38 / 1.0	1.9	2.8	2.7	1.5	2.1	755 / 3.6	5.3	4.4	C WIBV

12+ FM Share (Metro): 74.38 % (2372 of 3189) (Winter 96: 71.59 %)

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 WIL-F <	1 WIL-F	1 WIL-F <	1 KMOX >	1 KMOX >	1 KMOX	1 KMOX <	1 KMJM-F <	1 KMOX >>
2 KPNT-F <	2 KPNT-F	2 KMJM-F	2 KEZK-F	2 KEZK-F	2 WIL-F <	2 WIL-F >	2 WIL-F <	2 WIL-F	2 KMOX >	2 WIL-F
3 WALC-F >>	3 WVRV-F <	3 KEZK-F <	3 KMOX <	3 KMOX	3 KEZK-F >	3 KMJM-F	3 KEZK-F	3 KMJM-F <	3 WIL-F <	3 KMJM-F >
4 WKXX-F <	4 KYKY-F <	4 KYKY-F <	4 KYKY-F <	4 KLOU-F	4 KLOU-F	4 KEZK-F <	4 KMJM-F <	4 KEZK-F >	4 KEZK-F <	4 KEZK-F <
5 WIL-F <	5 KMOX	5 KMJM-F <	5 KMJM-F <	5 KMJM-F <	5 KYKY-F <	5 WKXX-F <	5 WVRV-F <	5 KPNT-F <	5 KPNT-F	5 KPNT-F
6 KSHE-F	WVRV-F	6 WVRV-F	6 WVRV-F	6 WVRV-F <	6 WRTH <	6 KYKY-F	6 KYKY-F <	6 KYKY-F	6 WALC-F	6 WALC-F
7 KYKY-F	WKXX-F <	7 KSD-F	7 KSD-F	7 KSD-F		7 KLOU-F	7 KLOU-F	7 KLOU-F <		
8 WALC-F	8 KSHE-F	8 WKXX-F <	8 KLOU-F <	8 KLOU-F <		9 WKXX-F <	9 WKXX-F <	9 WVRV-F <		
	KPNT-F	9 KSHE-F	9 KSHE-F	9 WKXX-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 WVRV-F	1 KEZK-F	1 KEZK-F >	1 KPNT-F	1 KPNT-F <	1 KSHE-F <	1 WIL-F <	1 WIL-F <
2 KPNT-F	2 WVRV-F <	2 KMJM-F <	2 KYKY-F <	2 KYKY-F <	2 KMJM-F	2 KMJM-F	2 KMJM-F	2 KSHE-F	2 KMOX
3 WALC-F <	3 KYKY-F <	3 KYKY-F	3 KMJM-F	3 WIL-F	3 KSHE-F	3 KSHE-F	KPNT-F <	3 KMOX <	3 KSHE-F
4 WKXX-F <	4 WKXX-F	4 WKXX-F <	4 WIL-F	4 KMJM-F	4 WKXX-F	4 WIL-F <	4 WIL-F	4 KPNT-F <	4 KSD-F <
5 KYKY-F	5 KPNT-F	5 KEZK-F	5 WVRV-F <	5 WVRV-F <	5 WIL-F	5 WVRV-F <	5 WVRV-F <	5 KMJM-F	5 KMJM-F <
6 WIL-F <	WALC-F <	6 KSD-F	6 WKXX-F <	6 KMOX	WVRV-F >	6 WKXX-F	6 KSD-F <	6 WKXX-F	6 WVRV-F <
7 KSHE-F	7 KEZK-F	WIL-F	7 WALC-F	7 KLOU-F <		7 KSD-F <	7 WKXX-F	WVRV-F <	7 KLOU-F <
	WIL-F >	8 WALC-F				8 WALC-F		8 KSD-F	8 WKXX-F <

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KATZ	B	1600 St. Louis	0.5 2.4
KIRL	J	1460 St. Charles	0.4 1.2
KLPW	T	1220 Union	0.3 0.6
KWRE	C	730 Warrenton	0.3 0.9
WESL	B/AC	1490 E. St. Louis	0.7 2.1
WGNU	T	920 Granite City, IL	0.5 1.7

ST. LOUIS

Consolidation Report	12+	25-54	Revenue
American Radio Sys. KEZK-FM, KFNS-AM, KYKY-FM, KSD-FM	16.2 %	21.7 %	22.6 %
Crawford KSTL-AM, KJSL-AM	0.0 %	0.0 %	%
Emmis WKKX-FM, WKBQ-AM, WALC-FM, KSHE-FM	12.5 %	13.2 %	14.3 %
Heritage WIL-FM, KIHT-FM, WRTH-AM	13.8 %	13.6 %	12.8 %
Jacor KATZ-FM, KMJM-FM, KATZ-AM	9.5 %	9.1 %	7.9 %
Sinclair TV WVRV-FM, KPNT-FM	8.7 %	9.2 %	6.3 %
WIBV WIBV-AM, KTRS-AM	3.4 %	2.6 %	4.4 %
	64.1 %	69.4 %	68.3 %

AM Stations

Station	Freq	Power	Format	Company	Market	Notes
KATZ	1600	5 kw (DA-N)	Black Talk	AURN	\$ NA	Eastman Jacor
KFNS	590	1 kw (DA-2)	Sports		\$30.00	D&R American Radio Sys. Wood River, IL
KMOX	1120	50 kw	Talk/Full Svc.	CBS	\$295.00	CBS Westinghouse
KTRS	550	5 kw (DA-N)	Talk	ABC	\$32.00	Mc-Guild WIBV
WEW	770	1 kw (Days)	Standards	CNN	\$27.00	Roslin Acker
WIBV	1260	5 kw (DA-2)	Talk	WW1, Tiknt, ABC	\$30.00	--- KTRS Belleville, IL
WRTH	1430	5 kw (DA-2)	Standards	ABC, Westwd	\$36.00	Christal Heritage

FM Stations

Station	Freq	Power	Format	Company	Market	Notes
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	70's Oldies		\$76.00	Christal Heritage
KLOU	103.3	100 kw @ 920	Oldies	CBS	\$81.00	CBS Entercom, pend.
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	Roslin Frischling Florissant
KYKY	98.1	90 kw @ 1026	AC		\$180.00	Katz Amer. Radio Sys.
WALC	104.1	39 kw @ 550	AC-NR		\$71.00	--- Emmis Jerseyville, IL
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
WKKX	106.5	90 kw @ 1026	Country		\$73.00	Banner Emmis Granite City, IL
WVRV	101.1	44 kw @ 525	Progressive AOR		\$45.00	Mc-Guild Sinclair TV E. St. Louis, IL

Notes: 1/97 WKBQ-F changed from CHR to Modern AC (AC-NR) as WALC-F ("Alice @ 104.1") . . . 2/97 KSD (AM) changed calls to KTRS; format remains Talk . . .
2/97 CBS traded KLOU-F (+ \$40,000,000) to Entercom for KITS-F San Francisco

Jim Duncan

Comments: Both KMOX and KSHE-F had their lowest 12+ shares in decades . . . KTRS (the old KSD, now owned and programmed by former KMOX staffers) is showing growth . . . WVRV-F had its fifth consecutive increase . . . Country WKKX-F is showing growth (helped by the better signal it gained in switching facilities with WALC-F), but it has not, so far, hurt WIL-F

SALT LAKE CITY

Arbitron Rank: 35 Pop (12+) 1,180,000
 MSA Rank: 44
 MSA Pop: 1,550,000
 DMA: 36
 Average Persons Rating: 14.5
 Market TSL in Hours: 19.25

Stations: 30 / 30
 Diaries: 2,253/524:1/56.1%
 Sample Target: 2,350
 % Below Line: 0.0
 % Not Listed: 8.7
 Pop per Station: 39,333

Last Year's Revenue: \$57,800,000
 Household Income: \$44,583
 Retail Dollars: \$13.1 Bil.
 #1 Biller: KSFI-F \$7,400,000
 #1 Billing Portfolio: Simmons \$13,325,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1	KSFI-F	159 / 9.3	9.4	8.2	9.0	9.0	9.0	2830 / 24.0	22.1	22.6	H	KSFI-F
2	KSL	113 / 6.6	6.6	5.7	6.0	6.1	6.2	2249 / 19.1	21.8	19.1	H	KSL
3	KODJ-F	96 / 5.6	4.8	6.7	5.2	4.9	5.6	1886 / 16.0	16.1	13.7	E	KODJ-F
4	KSOP-AF	94 / 5.5	4.6	4.9	5.6	5.6	5.1	1552 / 13.2	12.3	15.0	F	KSOP-AF
5	KISN-F	91 / 5.3	4.7	5.3	5.3	5.0	5.1	2051 / 17.4	16.0	16.9	E	KISN-F
6	KRSP-F	86 / 5.0	4.5	6.0	5.6	6.7	5.3	1923 / 16.3	14.1	16.7	F	KRSP-F
7	KKAT-F	82 / 4.8	4.2	4.5	5.1	5.1	4.7	1754 / 14.9	13.8	14.5	F	KKAT-F
8	KUBL-F	75 / 4.4	5.2	5.1	5.6	5.9	5.1	1489 / 12.6	11.8	15.0	E	KUBL-F
9	KBER-F	74 / 4.3	3.8	4.0	5.3	3.8	4.3	1498 / 12.7	11.2	10.7	D	KBER-F
10	KENZ-F	73 / 4.3	3.2	3.2	3.6	2.9	3.6	1425 / 12.1	11.1	8.1	B	KENZ-F
11	KBEE-F	72 / 4.2	4.3	4.8	4.7	5.5	4.5	1979 / 16.8	15.4	15.0	E	KBEE-F
12	KDYL-AA	68 / 4.0	3.8	5.1	3.7	2.9	4.1	875 / 7.4	7.0	7.0	B	KDYL-AA
	KZHT-F	68 / 4.0	4.4	3.2	3.7	2.6	3.8	1542 / 13.1	11.5	7.8	C	KZHT-F
14	KXRK-F	66 / 3.8	4.7	3.1	3.1	3.0	3.7	1348 / 11.4	11.9	9.3	D	KXRK-F
15	KALL	64 / 3.7	4.1	3.9	2.6	3.4	3.6	1246 / 10.6	9.8	10.1	D	KALL
16	KQMB-F	45 / 2.6	2.4	1.4	1.1	0.9	1.9	1014 / 8.6	8.4	3.4	A	KQMB-F
17	KBZN-F	39 / 2.3	2.6	2.1	2.6	2.7	2.4	791 / 6.7	6.5	6.9	C	KBZN-F
18	KUMT-F	35 / 2.0	1.5	1.6	2.8	2.6	2.0	747 / 6.3	5.5	6.2	C	KUMT-F
19	KFNZ	34 / 2.0	1.2	1.0				841 / 7.1	5.3		A	KFNZ
20	KURR-F	29 / 1.7	2.2	3.4	3.8	3.7	2.8	810 / 6.9	7.7	14.1	C	KURR-F
21	KRKR-F	20 / 1.2	1.3	1.9	0.5	1.0	1.2	591 / 5.0	4.0	2.9		KRKR-F
22	KBKK-F	18 / 1.0	1.1	0.9	0.8	1.1	1.0	379 / 3.2	2.6	3.5		KBKK-F

12+ FM Share (Metro): 78.03 % (1222 of 1566) (Winter 96: 79.20 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KZHT-F	1 KENZ-F	1 KSFI-F	1 KSFI-F >	1 KSFI-F >	1 KSFI-F	1 KSL	1 KSFI-F >>	1 KSFI-F >	1 KBER-F	1 KSFI-F
2 KBER-F	2 KISN-F <	2 KRSP-F <	2 KRSP-F	2 KODJ-F	2 KSL	2 KISN-F <	2 KSOP-AF <	2 KRSP-F <	2 KSFI-F	2 KQMB-F
3 KXRK-F	3 KSFI-F	3 KISN-F	3 KODJ-F <	3 KSOP-AF <	3 KODJ-F <	3 KODJ-F	3 KODJ-F	3 KODJ-F	3 KZHT-F	3 KISN-F <
	KBEE-F <	4 KODJ-F <	4 KISN-F	4 KRSP-F	4 KDYL-AA	4 KSOP-AF <	KSL	KSL <	4 KRSP-F <	4 KBEE-F
	5 KBER-F <	5 KKAT-F <	KSOP-AF	5 KISN-F <	5 KALL	5 KKAT-F	5 KRSP-F <	5 KSOP-AF	5 KKAT-F <	5 KXRK-F
	6 KXRK-F <	6 KSOP-AF <	6 KSL <	6 KSL	6 KSOP-AF	6 KALL	6 KALL <	6 KISN-F <	6 KXRK-F	6 KENZ-F
	7 KRSP-F	7 KUBL-F	7 KKAT-F	7 KKAT-F	7 KRSP-F <	7 KUBL-F	7 KISN-F <	7 KBEE-F <	7 KURR-F	7 KFNZ <
	KUBL-F <	KBEE-F		8 KENZ-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 KBEE-F <	1 KSFI-F <	1 KSFI-F	1 KSFI-F >	1 KSFI-F >>	1 KENZ-F	1 KBER-F	1 KBER-F	1 KRSP-F	1 KRSP-F <
2 KISN-F	2 KISN-F <	2 KISN-F <	2 KISN-F	2 KISN-F	2 KXRK-F	2 KENZ-F	2 KENZ-F	2 KKAT-F <	2 KODJ-F <
3 KSFI-F	3 KENZ-F <	3 KBEE-F	3 KBEE-F	3 KODJ-F	3 KUBL-F	3 KXRK-F	3 KSOP-AF	3 KRSP-F	3 KSOP-AF <
4 KXRK-F	4 KBEE-F	4 KBEE-F <	4 KODJ-F <	4 KSOP-AF	4 KBER-F	4 KRSP-F <	4 KRSP-F	4 KBER-F	4 KSL
5 KUBL-F	5 KZHT-F	5 KZHT-F	5 KENZ-F <	5 KRSP-F <	5 KKAT-F	5 KUBL-F <	5 KXRK-F <	5 KODJ-F	5 KSFI-F
6 KZHT-F	6 KKAT-F <	6 KSOP-AF	6 KRSP-F <	6 KBEE-F	6 KRSP-F	6 KSOP-AF <	6 KISN-F	6 KENZ-F <	6 KKAT-F
7 KKAT-F	7 KUBL-F <	7 KUBL-F <	KSL		7 KKAT-F	7 KKAT-F	7 KBEE-F	7 KUBL-F	7 KALL <
8 KENZ-F	8 KSOP-AF <				8 KISN-F	8 KISN-F		8 KSFI-F <	
					KBEE-F				

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume		
KFAM	EZ	700	N. Salt Lake City	0.6	2.0
KISN	SPRTS	570	Salt Lake City	0.9	4.0
KLO	ST	1430	Ogden	0.6	1.0
KLZX-F	CL AOR	106.9	Brigham City	0.4	2.4
KSVN	SP	730	Ogden	0.5	0.6
KTKK	T	630	Sandy	0.8	1.6

SALT LAKE CITY

Consolidation Report	12+	25-54	Revenue
Citadel KBER-FM, KCNR-AM, KUBL-FM, KENZ-FM	13.0 %	11.0 %	11.1 %
Jacor, pend. KKAT-FM, KURR-FM, KZHT-FM, KODJ-FM, KALL-AM, KFAM-AM, KBKK-FM	21.4 %	21.3 %	22.2 %
Simmons KQMB-FM, KRSP-FM, KSFI-FM, KDYL-AM	20.5 %	21.7 %	23.1 %
Trumper KISN-FM, KUMT-FM, KISN-AM	8.2 %	9.8 %	11.9 %
	63.1 %	63.8 %	68.3 %

AM Stations

Call	Power	Time	Genre	Station	Rate	Agency	Advertiser	Location
KALL	910	5 kw/1 kw (DA-2)	Talk	Westwd, ABC	\$47.00	Eastman	Jacor	
KDYL	1280	10 kw/600 w (DA-2)	Standards	CNN, Westwd, ABC	\$27.00	CBS	Simmons	
KFAM	700	50 kw/1 kw (DA-2)	Easy Listening		\$ NA	---	Jacor, pend.	N. Salt Lake City
KFNZ	1320	5 kw (DA-1)	Sports	ABC, CNN, Westwd	\$ NA	Mc-Guild	John Price	
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	Genre	Station	Rate	Agency	Advertiser	Location
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
KBKK	106.5	7.5 kw @ 2710	Classic Country		\$ NA	Katz	Jacor, pend.	Spanish Fork
KBZN	97.9	26.3 kw @ 3740	Jazz		\$39.00	Eastman		Ogden
KENZ	107.5	45 kw @ 2850	AOR-New Rock		\$30.00	Allied	Citadel	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	Simmons	Midvale
KRKR	107.9	67 kw @ 2377	AOR		\$ NA	Katz		Roy
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: 4/97 KFAM sold to Jacor for \$1,200,000 (Force) . . . 4/97 KBKK-F sold to Jacor for \$4,500,000

Jim Duncan

Comments: KUL-F is in a significant downtrend . . . Sports KFNZ is showing strength . . . KQMB-F is coming on with four consecutive up books, but it still has only a 2.6 . . . KBEE-F is in a down trend

SAN ANTONIO

Arbitron Rank: 34 **Pop (12+)** 1,203,100
MSA Rank: 36
MSA Pop: 1,510,000
DMA: 37
Average Persons Rating: 16.9
Market TSL in Hours: 22.50

Stations: 29 / 26
Diaries: 2,580/466:1/48.6%
Sample Target: 2,490
% Below Line: 2.9
% Not Listed: 9.4
Pop per Station: 46,273

Last Year's Revenue: \$62,000,000
Household Income: \$35,697
Retail Dollars: \$13.1 Bil.
#1 Biller: KXTN-AF \$8,600,000
#1 Billing Portfolio: Clear Channel \$13,800,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level		
1	KTFM-F	CHR	231 / 11.3	10.2	8.7	9.4	9.2	9.9	3126 / 26.0	24.1	22.7	G	KTFM-F
2	KXTN-F	SP	132 / 6.5	7.6	7.9	7.2	9.5	7.3	1947 / 16.2	16.9	18.4	H	KXTN-F
3	KISS-F	AOR	129 / 6.3	7.0	6.3	7.3	6.0	6.7	2149 / 17.9	17.5	17.9	G	KISS-F
4	KSMG-F	AC	116 / 5.7	5.2	4.9	6.3	5.6	5.5	1965 / 16.3	15.5	16.2	F	KSMG-F
5	KAJA-F	C	114 / 5.6	5.9	5.3	5.8	5.2	5.6	1832 / 15.2	16.6	15.0	F	KAJA-F
6	KONO-AF	O	110 / 5.4	5.0	5.2	5.0	4.4	5.2	1808 / 15.0	13.5	12.7	D	KONO-AF
7	KQXT-F	SAC	107 / 5.2	4.7	5.6	4.2	5.6	4.9	1596 / 13.3	13.1	13.5	E	KQXT-F
8	KCYY-F	C	105 / 5.2	6.7	5.3	6.5	7.0	5.9	1796 / 14.9	17.3	16.3	G	KCYY-F
9	KTSA	T	95 / 4.7	4.3	4.7	4.5	4.3	4.5	1222 / 10.2	8.8	8.7	E	KTSA
10	KZEP-F	CL AOR	88 / 4.3	4.5	4.7	3.8	4.4	4.3	1463 / 12.2	12.7	13.6	E	KZEP-F
11	WOAI	N/T	84 / 4.1	3.7	4.2	3.7	3.9	3.9	1461 / 12.1	11.6	13.4	G	WOAI
12	KSJL-F	U	81 / 4.0	4.2	3.9	4.4	4.9	4.1	1078 / 9.0	6.8	5.6	C	KSJL-F
13	KROM-F	SP	73 / 3.6	3.7	4.4	2.8	3.2	3.6	783 / 6.5	6.8	5.6	C	KROM-F
14	KCJZ-F	J	58 / 2.8	2.8	3.3	2.6	3.4	2.9	941 / 7.8	8.1	8.8	C	KCJZ-F
15	KCOR	SP	49 / 2.4	2.4	2.2	2.4	1.6	2.4	518 / 4.3	5.0	4.0	C	KCOR
16	KKYX	C	42 / 2.1	2.1	1.9	1.8	2.3	2.0	522 / 4.3	4.7	4.1	B	KKYX
17	KLUP	ST	39 / 1.9	2.4	2.7	3.4	2.3	2.6	594 / 4.9	5.2	5.0	B	KLUP
18	KRIO-F	SP	35 / 1.7	1.6	1.7	2.8	1.9	2.0	873 / 7.3	5.8	6.9	C	KRIO-F
19	KAMX-F	AC	32 / 1.6	0.7	0.8	0.3	0.4	0.9	716 / 6.0	4.1	2.4		KAMX-F
20	KSAH	SP	26 / 1.3	1.7	1.5	1.1	1.0	1.4	359 / 3.0	3.3	1.8	A	KSAH

12+ FM Share (Metro): 76.81 % (1418 of 1846) (Winter 96: 77.86 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KTFM-F >>	1 KTFM-F	1 KTFM-F >	1 KTFM-F <	1 KTFM-F <	1 KONO-AF	1 KTFM-F	1 KTFM-F	1 KTFM-F >	1 KTFM-F <<	1 KTFM-F >
2 KISS-F >	2 KISS-F	2 KSMG-F	2 KSMG-F	2 KXTN-F	2 KTSA	2 KISS-F	2 KQXT-F	2 KAJA-F <	2 KISS-F	2 KTSA <
3 KSJL-F >	3 KSMG-F	KISS-F	3 KXTN-F <	KSMG-F <	KXTN-F <	3 KXTN-F <	KTSA <	3 KISS-F <	3 KSJL-F <	3 KISS-F <
4 KAJA-F	4 KXTN-F <	4 KZEP-F <	4 KZEP-F <	4 KONO-AF <	4 WOAI <	4 KSMG-F	4 KONO-AF	4 KXTN-F	4 KXTN-F >	4 KXTN-F >
KXTN-F >	5 KQXT-F <	5 KQXT-F <	5 KQXT-F <	5 KAJA-F <	5 KQXT-F <	5 KAJA-F	KAJA-F <	KSMG-F		
6 KZEP-F <	6 KAJA-F <	6 KONO-AF	6 KONO-AF	6 KQXT-F <	6 KCYY-F	6 KCYY-F	6 KCYY-F <	6 KSMG-F <	6 KONO-AF <	
7 KQXT-F	7 KZEP-F <	KAJA-F <	7 KZEP-F	7 KAJA-F	7 KTSA <	7 KTSA <	7 KCYY-F <	7 KCYY-F <		
KSJL-F <	8 KONO-AF <	8 KISS-F	8 KISS-F <	8 KISS-F <	8 WOAI <	8 KXTN-F <	8 KQXT-F <	8 KQXT-F <		
			9 KCYY-F	9 KCYY-F	9 KQXT-F <	9 WOAI <	9 KZEP-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 KTFM-F >>	1 KTFM-F >	1 KTFM-F	1 KTFM-F >	1 KTFM-F <	1 KISS-F	1 KISS-F >	1 KISS-F >	1 KISS-F	1 KZEP-F <
2 KCYY-F	2 KSMG-F	2 KSMG-F	2 KSMG-F	2 KXTN-F	2 KTFM-F >>	2 KTFM-F >	2 KSMG-F <	2 KZEP-F	2 KISS-F
KAJA-F	3 KXTN-F	3 KXTN-F	3 KAJA-F <	3 KSMG-F <	3 KSJL-F	3 KZEP-F	3 KZEP-F	KTFM-F	3 KSMG-F
KSMG-F	4 KAJA-F	4 KAJA-F	4 KXTN-F <	4 KQXT-F <	4 KQXT-F >	KSMG-F	4 KTFM-F <	4 KSMG-F	KONO-AF
5 KISS-F	5 KCYY-F	5 KQXT-F	5 KQXT-F <	5 KAJA-F	5 KAJA-F	5 KAJA-F	5 KAJA-F	5 KXTN-F	5 KXTN-F
6 KXTN-F >	KISS-F <	6 KCYY-F	6 KCYY-F	6 KCYY-F <	6 KXTN-F	6 KXTN-F	6 KXTN-F	KONO-AF	KTSA
7 KQXT-F	KISS-F	7 KONO-AF	7 KONO-AF	7 KONO-AF >	KSJL-F	7 KQXT-F <	KTFM-F		8 KAJA-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KCHL	B/G	1480	San Antonio 0.4 0.8
KDRY	REL	1100	Alamo Heights 0.3 1.4
KEDA	SP	1540	San Antonia 0.9 2.1
KSLR	REL	630	San Antonio 0.8 2.4
KTKR	SPRTS	760	San Antonio 0.5 2.2
KWED	C	1580	Seguin 0.6 1.2

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KEYI-F	O	103.5	San Marcos 0.7 2.4
KROX-F	AOR-NR	101.5	Giddings 0.6 2.7

SAN ANTONIO

Consolidation Report	12+	25-54	Revenue
Clear Channel KQXT-FM, KTKR-AM, KAJA-FM, WOAI-AM	15.4 %	16.1 %	22.3 %
Cox KCJZ-FM, KCYY-FM, KKYX-AM	10.1 %	10.6 %	14.1 %
HefTel/Clear Channel KXTN-FM, KROM-FM, KPOZ-AM, KCOR-AM	12.5 %	12.8 %	18.8 %
John Barger KRIO-FM, KONO-AM	7.1 %	8.8 %	6.1 %
Rusk KLUP-AM, KSMG-FM, KISS-FM	13.9 %	14.0 %	16.4 %
	59.0 %	62.3 %	77.7 %

AM Stations

Station	Power	Time	Daypart	Demographic	Revenue	Advertiser	Agency	City
KCOR	1350	5 tw	(DA-N)	Hispanic	\$32.00	Katz Hisp.	HefTel/Clr. Chnl.	
KKYX	680	5d kw/10 kw	(DA-N)	Country	Westwd \$41.00	Katz	Cox	
KLUP	930	5 tw/1 kw	(DA-N)	Standards	\$24.00	CBS	Rusk	
KONO	860	5 tw/0.9 kw	(DA-N)	See KONO-F				
KSAH	720	10 kw/1 kw	(DA-2)	Hispanic	\$ NA	Caballero		Universal City
KTSA	550	5 tw	(DA-N)	Talk	ABC, Westwd \$61.00	Christal		
WOAI	1200	5c kw		News/Talk	CBS, ABC \$81.00	Clr Chnl	Clear Channel	

FM Stations

Station	Frequency	Power	Daypart	Demographic	Revenue	Advertiser	Agency	City
KAJA	97.3	100 kw @ 984		Country	\$85.00	Clr Chnl	Clear Channel	
KCJZ	106.7	100 kw @ 1016		Jazz	\$45.00	Katz	Cox	Terrell Hills
KCYY	100.3	100 kw @ 984		Country	\$129.00	Katz	Cox	
KISS	99.5	100 kw @ 1111		AOR	\$91.00	CBS	Rusk	
KONO	101.1	100 kw @ 1371		Oldies	\$42.00	Allied	Barger	Fredericksburg
KQXT	101.9	100 kw @ 672		Soft AC	\$100.00	Clr Chnl	Clear Channel	
KRIO	94.1	22 kw @ 696		Hispanic	\$34.00	---	Barger	Floresville
KROM	92.9	100 kw @ 1016		Hispanic	\$34.00	Katz Hisp.	HefTel/Clr. Chnl.	
KSJL	96.1	100 kw @ 597		Urban	ABC \$35.00	Eastman	Inner City	
KSMG	105.3	100 kw @ 1250		AC	\$57.00	CBS	Rusk	Seguin
KTFM	102.7	100 kw @ 672		CHR	\$81.00	Christal		
KXTN	107.5	100 kw @ 1470		Hispanic	\$155.00	Katz Hisp.	HefTel/Clr. Chnl.	
KZEP	104.5	100 kw @ 660		Classic AOR	\$71.00	D&R	Lotus	

Notes: KAMX-F -- See Austin . . . 3/97 KXTN (AM) changed its calls to KPOZ

Jim Duncan

Comments: KTFM-F had its highest share in over two years . . . KXTN-F had its lowest share in many years . . . KCYY-F registered its lowest share in more than two years

SAN DIEGO

Arbitron Rank: 14 Pop (12+) 2,251,000	Stations: 40 / 34	Last Year's Revenue: \$116,400,000
MSA Rank: 13	Diaries: 3,299/682:1/52.7%	Household Income: \$43,167
MSA Pop: 2,740,000	Sample Target: 3,270	Retail Dollars: \$24.3 Bil.
DMA: 27	% Below Line: 5.2	#1 Biller: KSON-AF \$11,200,000
Average Persons Rating: 15.5	% Not Listed: 10.9	#1 Billing Portfolio: Jacor \$48,000,000
Market TSL in Hours: 20.75	Pop per Station: 66,206	

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level
1	KYXY-F	223 / 6.4	7.0	6.8	6.4	6.4	6.6	3483 / 15.5	16.1	15.5	I KYXY-F
2	XHTZ-F	181 / 5.2	5.6	6.2	6.6	6.8	5.9	3140 / 14.0	15.7	15.5	G XHTZ-F
3	KSDO	170 / 4.9	4.2	4.6	4.1	4.8	4.4	2288 / 10.2	9.7	11.1	G KSDO
4	KIFM-F	151 / 4.3	4.4	2.7	3.2	3.3	3.7	2193 / 9.7	9.8	8.7	G KIFM-F
5	KSON-F	150 / 4.3	6.2	6.0	6.8	6.9	5.8	2324 / 10.3	12.1	14.4	I KSON-F
6	KFMB	147 / 4.2	4.6	6.1	5.6	3.6	5.1	2650 / 11.8	13.5	10.3	H KFMB
7	KFMB-F	AC/CHR	144 / 4.1	4.0	4.1	4.4	4.6	2927 / 13.0	12.2	13.6	F KFMB-F
8	KBZT-F	O	133 / 3.8	4.1	4.4	4.3	3.6	2640 / 12.6	13.0	12.5	G KBZT-F
9	KHTS-F	CHR	126 / 3.6	3.3	1.5	0.7	0.5	2983 / 13.3	10.7	1.3	C KHTS-F
10	KIOZ-F	AOR	123 / 3.5	2.7	3.2	3.6	2.7	1974 / 8.8	8.4	7.5	G KIOZ-F
	XTRA-F	AOR-NR	123 / 3.5	2.9	4.2	3.6	4.8	2902 / 12.9	11.1	14.9	G XTRA-F
	KKLQ-F	CHR/AC	123 / 3.5	3.6	3.3	4.1	4.6	2588 / 11.5	12.3	14.2	H KKLQ-F
13	KPOP	ST	113 / 3.2	2.5	2.2	2.8	3.2	1383 / 6.1	5.8	5.8	C KPOP
14	KGB-F	CL AOR	97 / 2.8	2.7	2.8	2.8	2.8	2216 / 9.8	8.6	9.8	G KGB-F
15	KXGL-F	O	87 / 2.5	4.2	3.7	3.4	3.6	1810 / 8.0	8.9	8.3	KXGL-F
16	KFI	T	86 / 2.5	2.3	3.0	3.0	3.0	1380 / 6.1	6.7	6.3	KFI
17	KPLN-F	CL AOR	85 / 2.4	2.8	2.3	1.7	1.3	1947 / 8.6	8.1	6.5	E KPLN-F
18	XTRA	SPRTS	76 / 2.2	2.4	2.2	1.9	2.1	1619 / 7.2	9.4	5.9	H XTRA
19	KFSD-F	CL	71 / 2.0	1.0	0.8	0.8	0.9	1074 / 4.8	2.6	2.5	KFSD-F
20	XHRM-F	AOR-P	70 / 2.0	1.6	1.8	2.4	2.0	1887 / 8.4	7.5	10.6	E XHRM-F
21	KKBH-F	SAC	58 / 1.7	2.3	1.7	1.9	1.5	1443 / 6.4	7.2	5.9	D KKBH-F
22	KMCG-F	BIAC	56 / 1.6	0.8	1.1	1.1	1.1	1184 / 5.3	3.3	3.9	KMCG-F
23	XHKY-F	SP	53 / 1.5	1.1	2.0	1.5	1.9	772 / 3.4	3.6	4.9	C XHKY-F
24	KSPA	ST	48 / 1.4	1.3	1.0	1.1	1.2	485 / 2.2	2.2	1.9	KSPA
25	XTIM-F	SP	46 / 1.3	1.1	1.3	1.0	0.9	600 / 2.7	2.2	1.9	XTIM-F
26	XLTN-F	SP	43 / 1.2	1.3	1.3	0.8	0.7	707 / 3.1	3.1	2.7	XLTN-F
27	KXST-F	AC	40 / 1.1	1.1	1.0	1.1	1.2	893 / 4.0	4.1	5.9	C KXST-F
28	KOGO	T	39 / 1.1	1.9	1.6	1.9	2.0	738 / 3.3	4.3	4.6	C KOGO
29	KNX	N	35 / 1.0	1.1	0.9	1.0	1.1	799 / 3.5	3.9	4.2	KNX

12+ FM Share (Metro): 72.71 % (2262 of 3111) (Winter 96: 71.56 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 XHTZ-F >>	1 XHTZ-F <	1 KYXY-F	1 KYXY-F	1 KYXY-F	1 KSDO	1 KKLQ-F	1 KSDO <	1 KYXY-F	1 XHTZ-F	1 XHTZ-F
2 KHTS-F	2 KFMB-F <	2 KFMB-F <	2 KIFM-F	2 KIFM-F	2 KFMB	2 KSDO	2 KYXY-F	2 XHTZ-F	2 KYXY-F >	2 KFMB
3 XTRA-F >	3 KIOZ-F <	3 XHTZ-F <	3 KIOZ-F <	3 KBZT-F <	KYXY-F	3 KYXY-F <	3 KIFM-F	3 KFMB-F <	3 XTRA-F	3 KYXY-F
	4 XTRA-F <	4 KIOZ-F	4 KKLQ-F <	4 KSON-F	4 KPOP <	4 KFMB	4 KSON-F <	4 KSON-F <	4 KHTS-F	4 KSDO
	5 KYXY-F <	KIFM-F <	5 KFMB-F <	KIOZ-F <	5 KIFM-F <	5 KIOZ-F <	5 KFMB	5 KHTS-F <	5 KFMB-F <	
	6 KHTS-F	6 KKLQ-F <	6 KSON-F <	6 KKLQ-F <	6 KSON-F	6 XTRA-F	6 KFMB-F <	6 KIFM-F	6 KBZT-F <	
	7 KKLQ-F	7 KSON-F <	7 KBZT-F <	7 KFMB-F	KBZT-F	7 KSON-F	7 KBZT-F <	7 KFMB <	7 KFMB	
	8 XHRM-F <	8 XTRA-F <	8 KGB-F	8 KGB-F <		8 XHTZ-F <	8 KPOP <	8 KIOZ-F <		
	9 KGB-F	9 KHTS-F <		9 KSDO <		9 KIFM-F <	9 XHTZ-F <	9 KSDO <		
								10 KBZT-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 KHTS-F <	1 KYXY-F <	1 KYXY-F	1 KYXY-F >	1 KYXY-F >	1 XHTZ-F	1 KIOZ-F	1 KIOZ-F >	1 KIOZ-F	1 KIFM-F <
2 XHTZ-F	2 KFMB-F	2 KFMB-F <	2 KKLQ-F <	2 KKLQ-F	2 XTRA-F >	2 XHTZ-F <	2 XTRA-F <	2 KIFM-F <	2 KIOZ-F >
	KFMB-F	3 KHTS-F	3 KKLQ-F	3 KFMB-F	3 KHTS-F <	3 XTRA-F	3 KFMB-F	3 XHTZ-F <	3 KGB-F <
	KYXY-F >>	4 XHTZ-F <	4 KSON-F	4 KSON-F	4 KIOZ-F	4 KFMB-F	4 KIFM-F	4 XTRA-F	4 KSDO <
5 KSON-F	5 KKLQ-F	XTRA-F	5 KBZT-F	5 KFMB-F	5 XHRM-F	5 KHTS-F	KGB-F	5 XTRA <	
	KKLQ-F	6 KSON-F	6 KHTS-F	KIFM-F >	KFMB-F	6 KGB-F <	XTRA	6 KFMB-F <	6 KYXY-F <
	XTRA-F	7 KIFM-F	7 XHTZ-F	7 KFMB	7 KGB-F	7 XHRM-F <	XHTZ-F <	7 XTRA <	7 KBZT-F <
	XTIM-F	XHTZ-F <	8 KIFM-F	KXGL-F		8 XTRA <	8 KYXY-F <	8 KYXY-F	
							9 KHTS-F		

SAN DIEGO

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
Jacor KOGO-AM, XTRA-FM, KXST-FM, KSDO-AM, XTRA-AM, KPOP-AM, KKLQ-FM, KKBH-FM, KHTS-FM, KGB-FM	27.6 %	25.8 %	41.2 %	KCEO	T	1000	Vista	0.6	2.2
				KPRZ	REL	1210	San Marcos	0.7	2.4
				KSYY-F	AOR-NR	107.1	Fallbrook	0.4	1.5
Jefferson-Pilot KBZT-FM, KIFM-FM, KSON-FM, KDDZ-AM	12.4 %	15.3 %	19.7 %	KURS	SP	1040	San Diego	0.9	1.9
				XEMO	SP	860	Tijuana, MX	0.7	2.0
				XHFG-F	SP	107.3	Tijuana, MX	0.6	1.4
Nationwide KMCG-FM, KXGL-FM	4.1 %	4.7 %	4.0 %	XPRS	SP	1090	Rosario, MX	0.5	0.9
				Other Rated Stations--Outside Market			Metro Share	Cume Rating	TSA AQH Cume
SFX KYXY-FM, KPLN-FM	8.8 %	10.5 %	11.4 %	KKBT-F	B	92.3	Los Angeles	0.4	1.7
				KVAR-F	SP	97.5	San Bernardino	0.4	0.7
				KWVE-F	REL	107.9	San Clemente	0.4	1.5
				XKAM	SP	950	Tijuana, MX	0.5	1.2
	52.9 %	56.3 %	76.3 %						

AM Stations

Station	Power	Time	Service	Station	Power	Time	Service	Station	Power	Time	Service
KFMB	760	5 kw/50 kw (DA-N)	Full Service	CBS	\$133.00	Mc-Guild	Midwest TV				
KOGO	600	5 kw (DA-1)	Talk	CNN	\$38.00	Katz	Jacor				
KPOP	1360	5 kw/1 kw	Standards	Westwd	\$44.00	CBS	Jacor				
KSDO	1130	10 kw (DA-2)	News/Talk	ABC	\$149.00	Group W	Jacor				
KSPA	1450	1 kw	Standards	Westwd	\$ NA	---	Astor				Escondido
XTRA	690	80 kw/50 kw (DA-2)	Sports	CBS, ABC	\$125.00	Allied	Jacor				Tijuana

FM Stations

Station	Power	Time	Service	Station	Power	Time	Service	Station	Power	Time	Service
KBZT	94.9	22 kw @ 702	Oldies		\$105.00	Banner	Jefferson-Pilot				
KFMB	100.7	30kw @ 620	AC/CHR		\$83.00	Mc-Guild	Midwest TV				
KFSD	92.1	0.17 kw @ 1024	Classical (SW Net)	Westwd	\$ NA	---	Astor				Escondido
KGB	101.5	50 kw @ 500	Classic AOR		\$144.00	CBS	Jacor				
KHTS	93.3	1.8 kw @ 1886	CHR		\$ NA	---	Jacor				El Cajon
KIFM	98.1	28 kw @ 640	Jazz		\$138.00	CBS	Jefferson-Pilot				
KIOZ	105.3	29 kw @ 620	AOR		\$94.00	Katz	Jacor				
KKBH	102.9	32 kw @ 617	Soft AC	ABC	\$70.00	Group W	Jacor				
KKLQ	106.5	50 kw @ 440	CHR/AC		\$176.00	Katz	Jacor				
KMCG	95.7	29 kw @ 640	Black AC		\$ NA	Mc-Guild	Nationwide				Carlsbad
KPLN	103.7	36 kw @ 578	Classic AOR		\$65.00	D&R	SFX				
KSON	97.3	50 kw @ 440	Country		\$230.00	Banner	Jefferson-Pilot				
KXGL	94.1	100 kw @ 640	Oldies		\$ NA	Mc-Guild	Nationwide				
KXST	102.1	9.5 kw @ 980	AC		\$77.00	Katz	Jacor				Oceanside
KYXY	96.5	41 kw @ 540	AC		\$145.00	D&R	SFX				
XHKY	99.3	25 kw @ 328	Hispanic		\$40.00	Katz	Hisp.				Tijuana
XHRM	92.5	50 kw @ 650	Progressive AOR	CNN, Westwd	\$58.00	Century					Tijuana
XHTZ	90.3	93 kw @ 840	CHR		\$101.00	Eastman					Tijuana
XLTN	104.5	57 kw @ 721	Hispanic		\$ NA	Katz	Hisp.				Tijuana
XTIM	91.7	25 kw @ 460	Hispanic		\$ NA	---					Tijuana
XTRA	91.1	100 kw @ 791	New Rock		\$136.00	Eastman	Jacor				Tijuana

Notes: Other ranked stations -- See Los Angeles . . . 1/97 Nationwide sold KCEO for \$2,600,000 (Stevens) . . . 2/97 KUPR-F changed from Country to "Rhythmic AC" (Black AC) as KMCG-F . . . 3/97 KDDZ resumed its simulcast of KSON-F . . . 4/97 XETIN-F changed from All-Beatles to Classical as "X-Bach" . . . 4/97 Jacor sold KCBQ (AM) to JS Communications (Terry Jacobs, Bill Stakelin) for \$6,000,000

Jim Duncan

Comments: XHTZ-F had its fourth consecutive down book as it has been hurt by KHTS-F . . . KIFM-F is all the way up to fourth place 12+ and second place 25-54 . . . KSON-F had its worst book in many years despite the fact it has no strong Country competitor . . . It was sad to see KFSD-F shuffled to a weaker frequency by Nationwide; this was not the sort of move I hoped deregulation would bring

SAN FRANCISCO

Arbitron Rank: 4 **Pop (12+)** 5,445,800
MSA Rank: 28-SF; 20-Oakland
MSA Pop: 5,140,000
DMA: 5
Average Persons Rating: 15
Market TSL in Hours: 20.25

Stations: 49 / 48
Diaries: 6,712/811:1/55.5%
Sample Target: 5,100
% Below Line: 0.5
% Not Listed: 16.0
Pop per Station: 113,454

Last Year's Revenue: \$229,700,000
Household Income: \$55,679
Retail Dollars: \$47.1 Bil.
#1 Biller: KGO \$29,100,000
#1 Billing Portfolio:
 Chancellor (pending) \$57,500,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1	KGO	T	571 / 7.0	6.9	6.6	6.8	6.8	8737 / 16.0	17.8	15.2	K	KGO
2	KYLD-F	U/CHR	389 / 4.8	4.3	4.2	3.8	3.7	7028 / 12.9	12.3	12.3	H	KYLD-F
3	KCBS	N/T	369 / 4.5	4.6	4.8	4.8	4.8	8837 / 16.2	16.5	16.3	K	KCBS
4	KMEL-F	CHR/U	336 / 4.1	4.3	4.3	4.2	4.1	6718 / 12.3	12.2	12.4	I	KMEL-F
5	KKSF-F	J	305 / 3.7	3.3	3.5	3.9	3.5	4364 / 8.0	8.3	8.2	I	KKSF-F
	KOIT-AF	SAC	305 / 3.7	4.0	3.8	3.4	4.0	5991 / 11.0	11.7	12.1	I	KOIT-AF
7	KIOI-F	AC/CHR	272 / 3.3	3.3	3.2	3.7	3.3	5546 / 10.2	10.0	10.6	J	KIOI-F
8	KBLX-F	J/U	259 / 3.2	3.3	2.7	2.8	3.0	3819 / 7.0	7.4	7.3	H	KBLX-F
9	KNBR	SPRST	254 / 3.1	3.5	3.6	4.5	3.6	4587 / 8.4	9.9	10.2	K	KNBR
10	KFOG-FF	AOR-P	249 / 3.1	3.3	3.2	3.7	2.9	4914 / 9.0	9.8	8.5	I	KFOG-FF
11	KFRC-F	O	242 / 3.0	2.6	2.9	2.7	2.5	4283 / 7.9	10.3	10.4	I	KFRC-F
12	KLLC-F	AC-NR	216 / 2.7	2.1	2.2	1.3	1.6	5189 / 9.5	7.6	6.2	F	KLLC-F
13	KDFC-F	CL	213 / 2.6	2.8	2.7	2.7	2.8	3950 / 7.3	7.5	7.3	G	KDFC-F
14	KBGG-F	O-70s	198 / 2.4	2.2	2.1	2.1	2.0	4855 / 8.9	8.1	7.5	E	KBGG-F
15	KSFO	T	176 / 2.2	2.4	2.8	2.2	1.8	2407 / 4.4	5.1	4.4	C	KSFO
16	KABL	ST	169 / 2.1	1.8	2.0	1.9	2.3	2623 / 4.8	4.2	4.3	D	KABL
17	KOME-F	AOR	162 / 2.0	2.0	1.9	1.7	2.1	3301 / 6.1	6.7	7.4		KOME-F
	KSJO-F	AOR	162 / 2.0	2.4	2.2	1.6	2.0	2880 / 5.3	5.9	5.7		KSJO-F
19	KITS-F	AOR-NR	149 / 1.8	2.4	2.4	2.5	2.8	4293 / 7.9	8.3	8.8	I	KITS-F
20	KSAN-F	C	147 / 1.8	1.6	2.4	1.7	1.9	3006 / 5.5	5.5	5.7	G	KSAN-F
21	KSOL-FF	SP	119 / 1.5	2.4	1.5	2.1	2.1	1874 / 3.4	4.2	7.3	E	KSOL-FF
22	KBAY-F	SAC	117 / 1.4	1.6	1.7	1.9	1.7	2267 / 4.2	4.5	4.6		KBAY-F
23	KLOK	SP	108 / 1.3	1.1	1.5	2.0	1.6	1195 / 2.2	2.4	2.7		KLOK
24	KEZR-F	AC/CHR	105 / 1.3	1.1	1.4	1.4	1.5	2395 / 4.4	4.1	4.5		KEZR-F
25	KYCY-F	C	98 / 1.2	1.2	1.4	1.4	1.7	2072 / 3.8	4.1	5.0	G	KYCY-F
26	KPIX-AF	N	95 / 1.2	1.3	1.4	1.4	1.0	2200 / 4.0	4.8	4.1	G	KPIX-AF
27	KNEW	C	90 / 1.1	1.0	1.0	0.8	0.6	1235 / 2.3	2.6	1.8		KNEW
28	KKSJ	ST	88 / 1.1	0.9	0.7	1.1	0.9	840 / 1.5	1.6	1.6		KKSJ
29	KRTY-F	C	83 / 1.0	0.7	0.8	0.7	0.8	1314 / 2.4	2.2	2.3		KRTY-F
30	KBRG-F	SP	80 / 1.0	0.9	1.1	0.8	0.8	1179 / 2.2	1.9	2.3		KBRG-F

12+ FM Share (Metro): 67.73 % (4489 of 6628) (Winter 96: 68.26 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overtime
1 KYLD-F >	1 KYLD-F	1 KYLD-F <	1 KKSF-F <	1 KGO <	1 KGO >	1 KGO	1 KGO >	1 KGO <	1 KYLD-F	1 KGO <
2 KMEL-F >>	2 KMEL-F >	2 KMEL-F <	2 KGO <	2 KKSF-F	2 KCBS	2 KCBS >	2 KOIT-AF <	2 KYLD-F	2 KGO <	2 KCBS >
3 KLLC-F <	3 KKSF-F	3 KKSF-F <	3 KFOG-FF <	3 KFOG-FF	3 KKSF-F	3 KYLD-F	3 KNBR <	3 KMEL-F <	3 KMEL-F >	
4 KIOI-F		KOIT-AF <	4 KOIT-AF <	KOIT-AF <	4 KBLX-F	4 KMEL-F <	4 KKSF-F <	4 KCBS	4 KKSF-F	
5 KOIT-AF	5 KGO <	5 KBLX-F	5 KBLX-F	5 KBLX-F	5 KOIT-AF	5 KNBR <	5 KIOI-F <	5 KOIT-AF	KCBS <	
	KOME-F <	KFOG-FF <	6 KFRC-F	6 KFRC-F <	KNBR <	6 KOIT-AF <	6 KFOG-FF <	6 KIOI-F	6 KIOI-F	
7 KSJO-F	7 KIOI-F <	KIOI-F <	7 KCBS	7 KCBS	7 KDFC-F <	7 KOME-F <	7 KKSJ-F <	7 KBLX-F <		
8 KFOG-FF <	8 KBLX-F <			KIOI-F <		8 KIOI-F				
	9 KLLC-F			9 KNBR						
	KFRC-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 KYLD-F	1 KYLD-F	1 KIOI-F <	1 KOIT-AF <	1 KOIT-AF <	1 KYLD-F >	1 KYLD-F	1 KSJO-F <	1 KNBR <	1 KNBR <
2 KMEL-F >>	2 KMEL-F	2 KOIT-AF	2 KIOI-F <	2 KGO <	2 KMEL-F >	2 KMEL-F <	2 KOME-F <	2 KYLD-F <	2 KFOG-FF <
3 KLLC-F	3 KIOI-F	3 KYLD-F	3 KMEL-F <	3 KIOI-F <	3 KSJO-F <	3 KSJO-F	3 KNBR	3 KFOG-FF <	3 KGO <
4 KIOI-F >	4 KLLC-F <	KLLC-F <	4 KYLD-F <	4 KFRC-F <	4 KIOI-F <	4 KOME-F <	4 KFOG-FF	4 KKSF-F <	4 KKSF-F
5 KOIT-AF	5 KOIT-AF >	5 KMEL-F	5 KFRC-F <	5 KKSF-F <	5 KLLC-F	5 KLLC-F	5 KLLC-F	5 KGO <	5 KCBS <
	KITS-F	6 KITS-F <	6 KFOG-FF <	6 KBLX-F <	6 KSOL-FF	6 KNBR	KYLD-F <	6 KMEL-F	6 KBLX-F
7 KRTY-F <	7 KFOG-FF <	7 KSAN-F	7 KGO <	7 KFOG-FF	7 KBGG-F <	7 KBGG-F <	7 KFOG-F <	7 KSJO-F	7 KOIT-AF
		KFOG-F <	8 KKSF-F <		8 KOME-F <	8 KFOG-FF <	8 KMEL-F	8 KBLX-F	KBGG-F <
		9 KITS-F <			9 KITS-F	9 KIOI-F	9 KBGG-F <	KBGG-F <	

SAN FRANCISCO

Consolidation Report	12+	25-54	Revenue
ABC/Disney KSFO-AM, KGO-AM	9.2 %	7.2 %	13.9 %
Bonneville, pend. KDFC-FM, KPIX-FM, KOIT-AM	7.3 %	7.4 %	10.4 %
Chancellor, pend. KKSF-FM, KYLD-FM, KNEW-AM, KMEL-FM, KABL-AM, KIOI-FM, KDFC-AM, KBGG-FM	21.5 %	18.2 %	25.0 %
Hefel/Cir. Chnl. KSOL-FM, KZOL-FM	1.5 %	1.4 %	3.6 %
Local KDIA-AM, KOFY-AM	1.3 %	1.2 %	1.1 %
Susquehanna, pend. KFFG-FM, KNBR-AM, KFOG-FM, KSAN-FM	8.0 %	10.0 %	18.6 %
Westinghouse KFRC-AM, KLLC-FM, KPIX-AM, KCBS-AM, KFRC-FM, KYCY-FM, KITS-FM, KOMA-FM	16.1 %	16.5 %	24.2 %
	64.9 %	61.9 %	96.8 %

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KARA-F	O	105.7	Santa Clara	0.7	2.4	
KDIA	B/O	1310	Oakland	0.9	1.7	
KFAX	REL	1100	San Francisco	0.6	2.0	
KFRC	O	610	San Francisco	0.8	3.0	
KIQI	SP	1010	San Francisco	0.7	1.6	
KKHI-F	CL	100.7	San Rafael	0.7	2.3	
KKIQ-F	AC	101.7	Livermore	0.5	1.6	
KOFY	SP	1050	San Mateo	0.5	1.3	
KRPQ-F	C	104.9	Rohnert Park	0.5	0.8	
KUFY-F	CL AOR	94.5	Gilroy	0.7	3.1	
KXFX-F	AOR	101.7	Santa Rosa	0.5	0.9	
KZSF-FF	SP	92.7	Alameda	0.6	1.2	
KZST-F	AC	100.1	Santa Rosa	0.6	1.1	

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KSFM-F	CHR	102.5	Sacramento	0.5	2.0	

AM Stations

Station	Power	Time	Format	Company	Price	Advertiser	Agency	Location
KABL	960	5 kw (DA-1)	Standards	Westwd	\$75.00	Century	Chancellor	Oakland
KCBS	740	50 kw (DA-2)	News/Talk	CBS	\$340.00	CBS	Westinghouse	
KDIA	1310	5 kw (DA-1)	Black Oldies		\$ NA	---	KOFY	Oakland
KFRC	610	5 kw	See KFRC-F					
KGO	810	50 kw (DA-1)	Talk	ABC	\$440.00	Banner	ABC/Disney	
KLOK	1170	50 kw/5 kw (DA-2)	Spanish	CRC	\$74.00	Caballero	EXCL	San Jose
KNBR	680	50 kw	Sports/Full Svc.	ABC	\$325.00	Eastman	Susquehanna	
KNEW	910	5 kw (DA-N)	Country		\$50.00	Century	Chancellor	
KOIT	1260	5 kw/1 kw	See KOIT-F					
KPIX	1550	10 kw (DA-2)	See KPIX-F					
KSFO	560	5 kw (DA-N)	Talk	ABC	\$80.00	Banner	ABC/Disney	

FM Stations

Station	Power	Time	Format	Company	Price	Advertiser	Agency	Location
KBGG	98.1	100 kw @ 960	70's Oldies		\$100.00	Century	Chancellor	
KBLX	102.9	6.6 kw @ 1290	Jazz/Urban		\$175.00	D&R	Inner City	Berkeley
KDFC	102.1	33 kw @ 1047	Classical		\$105.00	Mc-Guild	Bonneville, pend.	
KFOG	104.5	7.9 kw @ 1450	Progressive AOR		\$190.00	Eastman	Susquehanna	
KFRC	99.7	40 kw @ 1299	Oldies		\$215.00	Group W	Westinghouse	
KIOI	101.3	125 kw @ 1162	AC/CHR		\$249.00	Christal	Chancellor, pend.	
KITS	105.3	15 kw @ 1200	AOR-New Rock		\$185.00	D&R	Westinghouse, pend.	
KKHI	100.7	0.91 kw @ 797	Classical		\$ NA	Allied	Mt. Wilson	San Rafael
KKSF	103.7	7.8 kw @ 1470	Jazz		\$220.00	Mc-Guild	Chancellor, pend.	
KLLC	97.3	82 kw @ 1014	AC-NR	CBS	\$140.00	CBS	Westinghouse	
KMEL	106.1	69 kw @ 1290	CHR/Urban		\$238.00	Christal	Chancellor, pend.	
KOIT	96.5	33 kw @ 1410	Soft AC		\$235.00	Katz	Bonneville	
KPIX	95.7	6.9 kw @ 1290	Talk	WW1, CNN, AP	\$90.00	Group W	Bonneville, pend.	
KSAN	94.9	30 kw @ 1210	Country		\$160.00	Century	See notes	
KSOL	98.9	6 kw @ 1355	Hispanic		\$ NA	Allied	Hefel/Cir. Chnl.	
KYCY	93.3	50 kw @ 492	Country	Westwd	\$92.00	Infinity	Westinghouse	
KYLD	107.7	8.9 kw @ 1161	Urban/CHR	AP	\$150.00	Katz	See notes	San Mateo

Notes: Other ranked stations -- See San Jose . . . 2/97 Entercom sold KITS-F to Westinghouse for KLOU-F St. Louis plus KPIX-F; Entercom immediately sold KPIX-F to Bonneville for \$39,600,000 (Star) . . . 3/97 Chancellor acquired through merger with Evergreen these stations: KABL, KNEW, KBGG-F, KSAN-F . . . 4/97 Chancellor sold KDFC-F to Bonneville for \$45,000,000 . . . 4/97 Chancellor sold to Bonneville for \$44,000,000 the facilities of KYLD-F (107.7) and the calls of KSAN-F (94.9) (Star, Patrick). KYLD's calls and format will move to the 94.9 facility; the KSAN calls will move to 107.7

Jim Duncan

Comments: KYLD-F moved ahead of KMEL-F for the first time . . . KGO continues to amaze me -- a great radio station . . . KNBR had its lowest 12+ share in several years . . . KITS-F has been hurt badly by KLLC-F

SAN JOSE

Arbitron Rank: 30 **Pop (12+)** 1,339,500
MSA Rank: 30
MSA Pop: 1,620,000
DMA: San Francisco (#5)
Average Persons Rating: 14.7
Market TSL in Hours: 19.75

Stations: 45 / 13
Diaries: 2,686/499:1/54.9%
Sample Target: 2,620
% Below Line: NA
% Not Listed: NA
Pop per Station: 103,038

Last Year's Revenue: \$38,700,000
Household Income: \$66,078
Retail Dollars: \$15.9 Bil.
#1 Biller: KSJO-F \$7,250,000
#1 Billing Portfolio: American Radio Sys. \$19,910,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1	KEZR-F	96 / 4.9	3.8	5.3	4.9	5.1	4.7	1974 / 14.7	13.1	14.8	G	KEZR-F
2	KOME-F	83 / 4.2	4.6	4.5	4.4	5.1	4.4	1812 / 13.5	14.7	16.1	G	KOME-F
3	KBAY-F	81 / 4.1	4.9	5.4	5.0	5.4	4.9	1380 / 10.3	10.8	12.2	F	KBAY-F
4	KRTY-F	72 / 3.7	2.9	3.2	2.8	2.9	3.2	1067 / 8.0	7.9	7.9	F	KRTY-F
5	KSJO-F	70 / 3.6	4.8	5.0	3.7	4.7	4.3	1338 / 10.0	11.3	11.6	H	KSJO-F
6	KKSJ	65 / 3.3	2.3	2.3	3.3	2.3	2.8	599 / 4.5	3.5	4.0	B	KKSJ
7	KARA-F	50 / 2.5	2.9	3.0	2.1	3.0	2.6	1037 / 7.7	7.1	8.0	D	KARA-F
	KLOK	50 / 2.5	2.9	3.6	3.9	4.4	3.2	569 / 4.3	5.3	6.4	F	KLOK
9	KUFX-F	41 / 2.1	2.6	2.2	1.9	1.7	2.2	1095 / 8.2	8.9	4.0	D	KUFX-F
10	KLIV	14 / 0.7	0.5	0.6	0.6	0.5	0.6	417 / 3.1	2.5	2.5	A	KLIV
11	KSJX	9 / 0.5	0.9	0.9	0.5	0.8	0.7	180 / 1.3	1.8	2.0		KSJX
12	KAZA	8 / 0.4		0.5	0.2	0.6		150 / 1.1		1.2	A	KAZA
13	KNTA	7 / 0.4		0.6	0.7	1.4		169 / 1.3		2.3	A	KNTA

12+ FM Share (Metro): NA

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KOME-F >	1 KOME-F	1 KEZR-F	1 KEZR-F	1 KEZR-F	1 KKSJ	1 KOME-F >	1 KEZR-F	1 KEZR-F	1 KOME-F >	1 KSJO-F
2 KEZR-F >	2 KEZR-F <	2 KOME-F	2 KOME-F	2 KBAY-F <	2 KBAY-F	2 KEZR-F	2 KBAY-F >	2 KRTY-F <	2 KEZR-F	2 KRTY-F <
3 KSJO-F >>	3 KSJO-F <	3 KSJO-F <	3 KBAY-F	3 KOME-F <	3 KEZR-F	KSJO-F	3 KSJO-F <	3 KBAY-F	3 KBAY-F	3 KEZR-F
4 KRTY-F	4 KRTY-F <	4 KRTY-F <	4 KKSJ-F <	4 KRTY-F <	4 KARA-F	4 KRTY-F <	4 KKSJ	4 KKSJ	4 KLOK <	4 KKSJ
5 KLOK	5 KBAY-F	5 KBAY-F	5 KSJO-F <	5 KSJO-F <		5 KBAY-F	5 KARA-F	5 KOME-F <	5 KRTY-F <	5 KRTY-F <
6 KBAY-F			6 KRTY-F <	6 KARA-F			KRTY-F	6 KSJO-F	6 KSJO-F	6 KSJO-F
			7 KARA-F							
			KUFX-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 KRTY-F	1 KRTY-F	1 KRTY-F <	1 KEZR-F	1 KEZR-F	1 KSJO-F	1 KOME-F	1 KOME-F	1 KSJO-F	1 KSJO-F
2 KEZR-F >	2 KEZR-F	2 KOME-F <	2 KRTY-F	2 KBAY-F <	2 KLOK	KSJO-F >	2 KSJO-F >	2 KOME-F	2 KOME-F
3 KOME-F	3 KOME-F	3 KEZR-F	3 KBAY-F	3 KARA-F <	KOME-F >	3 KEZR-F	3 KEZR-F	3 KUFX-F <	3 KUFX-F
4 KBAY-F	4 KBAY-F	4 KBAY-F	4 KARA-F	4 KRTY-F	4 KEZR-F >	KLOK >	4 KLOK <	4 KEZR-F	4 KEZR-F
5 KSJO-F	5 KLOK	5 KLOK	5 KOME-F	5 KOME-F			5 KUFX-F	5 KLOK	5 KBAY-F <
	KSJO-F			6 KLOK					KRTY-F
									6 KLOK

SAN JOSE

Consolidation Report	12+	25-54	Revenue	Other Rated Stations--Outside Market			Metro Share	Cume Rating	TSA AQH Cume
American Radio Sys.	13.1 %	12.1 %	51.4 %	KABL	ST	960	Oakland	0.7	1.9
KBAY-FM, KKSJ-AM, KSJO-FM, KUFX-FM				KBGG-F	O-70S	98.1	San Francisco	1.2	6.4
Empire	6.9 %	8.2 %	21.6 %	KBLX-F	J/U	102.9	Berkeley	1.3	4.6
KARA-FM, KLIV-AM KRTY-FM				KBRG-F	SP	104.9	Fremont	1.6	3.2
	20.0 %	20.3 %	73.0 %	KCBS	N/T	740	San Francisco	4.0	14.3
				KDFC-F	CL	102.1	San Francisco	2.5	6.4
				KDON-F	CHR	102.5	Salinas	0.7	4.2
				KEST	E	1450	San Francisco	0.5	1.2
				KFAX	REL	1100	San Francisco	0.6	1.9
				KFOG-FF	AOR-P	104.5	San Francisco	2.6	8.3
				KFRC	O	610	San Francisco	0.8	2.7
				KFRC-F	O	99.7	San Francisco	2.3	6.5
				KGO	T	810	San Francisco	7.2	15.6
				KIOI-F	AC	101.3	San Francisco	2.4	9.6
				KIQI	SP	1010	San Francisco	0.6	0.8
				KITS-F	AOR-NR	105.3	San Francisco	0.9	4.9
				KKSF-F	J	103.7	San Francisco	3.3	7.5
				KLLC-F	AC-NR	97.3	San Francisco	1.5	7.1
				KMEL-F	CHR/U	106.1	San Francisco	2.7	9.7
				KNBR	SPRTS	680	San Francisco	3.6	8.9
				KNEW	C	910	Oakland	0.7	1.6
				KOIT-AF	SAC	96.5	San Francisco	2.2	8.4
				KPIX-AF	T	95.7	San Francisco	0.9	3.3
				KSAN-F	C	94.9	San Francisco	1.2	4.4
				KSFO	T	560	San Francisco	2.5	4.3
				KSOL-FF	SP	99.1	Santa Cruz	1.8	3.9
				KYCY-F	C	93.3	San Francisco	0.7	3.3
				KYLD-F	U/CHR	107.7	San Mateo	6.5	15.0

AM Stations

Station	Power	Frequency	Format	Ownership	Notes	Location
KAZA	1290	5 kw/88 w (DA-2)	Hispanic	\$ NA	Katz Hisp.	Gilroy
KKSJ	1370	5 kw (DA-2)	Standards	UPI	\$40.00 Allied	Amer. Radio Sys.
KLIV	1590	5 kw (DA-N)	News	CNN	\$18.00 Allied	Empire
KLOK	1170	50 kw/5 kw (DA-2)	Hispanic	CRC	\$74.00 Caballero	EXCL
KNTA	1430	1 kw (DA-1)	Hispanic	CBS	\$ NA	Lotus
KSJX	1500	10 kw/5 kw (DA-2)	Ethnic	\$ NA	---	Santa Clara

FM Stations

Station	Power	Frequency	Format	Ownership	Notes	Location
KARA	105.7	50 kw @ 500	Oldies	\$78.00	Allied	Empire
KBAY	100.3	14.5 kw @ 2580	Soft AC	UPI	\$86.00 Allied	Amer. Radio Sys.
KEZR	106.5	50 kw @ 430	AC/CHR	\$84.00	Christal	Amer. Radio Sys.
KOME	98.5	12.5 kw @ 880	AOR-New Rock	\$110.00	Infinity	Westinghouse
KRTY	95.3	0.9 kw @ 860	Country	\$83.00	Allied	Empire
KSJO	92.3	50 kw @ 466	AOR	\$130.00	Mc-Guild	Amer. Radio Sys.
KUFX	94.5	1.2 kw @ 2536	Classic AOR	ABC	\$63.00 Mc-Guild	Amer. Radio Sys.

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. . . 3/97 KEZR-F sold to American Radio Systems for \$23,000,000 . . . 4/97 American Radio Systems traded the KBAY-F facilities (+ KSSJ-F Sacramento) to EXCL in exchange for KINK-F Portland, OR, the facilities of KBRG-F Fremont, CA, cash & stock (Star; MVP)

Jim Duncan

Comments: KEZR-F recovered from its weak Fall book . . . KBAY-F had its lowest 12+ share in several years; the same is true for KSJO-F . . . KLOK had its fifth consecutive down book

SEATTLE-TACOMA

Arbitron Rank: 13 Pop (12+) 2,744,800	Stations: 32 / 32	Last Year's Revenue: \$132,500,000
MSA Rank: 22-Seattle; 80-Tacoma	Diaries: 3,728/736:1/56.1%	Household Income: \$50,136
MSA Pop: 3,340,000	Sample Target: 3,690	Retail Dollars: \$33.5 Bil.
DMA: 12	% Below Line: 0.0	#1 Biller: KIRO-AF \$19,100,000
Average Persons Rating: 15.4	% Not Listed: 10.9	#1 Billing Portfolio: Entercom \$53,590,000
Market TSL in Hours: 20.25	Pop per Station: 85,775	

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1 KIRO	N/T	283 / 6.7	6.9	7.6	7.1	5.6	7.1	4780 / 17.4	19.4	17.6	J	KIRO
2 KUBE-F	CHR	260 / 6.1	5.7	6.0	5.7	6.6	5.9	4615 / 16.8	17.0	16.7	H	KUBE-F
3 KBSG-AF	O	225 / 5.3	5.2	5.5	5.0	5.9	5.3	4605 / 16.8	16.9	17.1	I	KBSG-AF
4 KISW-F	AOR	197 / 4.7	3.8	3.5	4.1	3.4	4.0	2551 / 9.3	8.3	8.0	G	KISW-F
5 KNDD-F	AOR-NR	196 / 4.6	3.7	4.3	4.3	5.1	4.2	3717 / 13.5	11.9	12.8	G	KNDD-F
6 KMPS-AF	C	193 / 4.6	5.9	6.0	5.4	4.6	5.5	3496 / 12.7	13.3	12.3	H	KMPS-AF
7 KING-F	CL	192 / 4.5	4.7	4.1	3.8	4.0	4.3	2819 / 10.3	11.1	9.5	E	KING-F
8 KVI	T	180 / 4.3	5.6	4.7	5.5	5.0	5.0	2346 / 8.5	9.7	8.9	G	KVI
9 KZOK-F	CL AOR	168 / 4.0	3.8	3.8	4.2	4.4	3.9	3264 / 11.9	10.3	11.5	H	KZOK-F
10 KIXI	ST	166 / 3.9	4.7	4.3	3.6	5.7	4.1	2189 / 8.0	9.1	9.8	D	KIXI
11 KLSY-F	AC	165 / 3.9	3.6	4.0	3.7	3.4	3.8	2908 / 10.6	11.1	10.3	G	KLSY-F
12 KYCW-F	C	164 / 3.9	3.5	3.4	4.6	3.4	3.8	2383 / 8.7	8.6	6.9	G	KYCW-F
13 KMTT-F	AOR-P	162 / 3.8	3.3	4.0	3.1	3.3	3.5	2530 / 9.2	8.2	8.6	G	KMTT-F
14 KPLZ-F	CHR/AC	156 / 3.7	3.6	3.6	4.7	4.0	3.9	3527 / 12.8	12.0	12.9	G	KPLZ-F
15 KJR-F	O-70s	152 / 3.8	3.4	3.5	3.6	4.7	3.5	3292 / 12.0	11.0	12.8	G	KJR-F
16 KWJZ-F	J	125 / 3.0	2.4	2.9	2.3	2.5	2.6	1888 / 6.9	6.6	6.1	E	KWJZ-F
17 KRWM-F	SAC	119 / 2.8	2.9	2.0	2.7	2.2	2.6	1994 / 7.3	7.2	6.4	E	KRWM-F
18 KBKS-F	B/AC	118 / 2.8	2.6	3.0	1.7	2.1	2.5	2539 / 9.2	9.3	6.5	D	KBKS-F
19 KOMO	T	114 / 2.7	3.6	3.1	3.9	4.3	3.3	2767 / 10.1	13.7	13.2	F	KOMO
20 KJR	SPRTS	105 / 2.5	2.0	1.8	2.9	2.4	2.3	2248 / 8.2	6.4	8.2	D	KJR
21 KIRO-F	T	96 / 2.3	2.5	2.1	2.1	2.1	2.2	1780 / 6.5	6.4	6.2	C	KIRO-F
22 KCMS-F	REL	63 / 1.5	1.8	1.6	1.4	1.9	1.6	1108 / 4.0	5.1	5.3	B	KCMS-F
23 KNWX	N	53 / 1.3	1.0	1.0	0.9	0.7	1.0	1428 / 5.2	5.3	4.2	B	KNWX

12+ FM Share (Metro): 74.17 % (2799 of 3774) (Winter 96: 72.17 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KUBE-F >>	1 KISW-F	1 KISW-F	1 KMTT-F <	1 KBSG-AF	1 KIRO	1 KIRO >	1 KIRO <	1 KUBE-F	1 KUBE-F >	1 KIRO
2 KNDD-F >>	2 KNDD-F <	2 KUBE-F	2 KBSG-AF	2 KMTT-F <	2 KBSG-AF <	2 KUBE-F <	2 KBSG-AF	2 KBSG-AF <	2 KNDD-F <	2 KUBE-F
3 KLSY-F >	3 KUBE-F >	KZOK-F <	KZOK-F <	3 KZOK-F	3 KING-F <	3 KISW-F <	3 KVI <	3 KNDD-F <	3 KLSY-F >	3 KOMO
	4 KZOK-F <	4 KMTT-F	4 KJR-F <	KJR-F <	4 KIXI <	4 KBSG-AF <	4 KISW-F <	4 KIRO <	4 KING-F <	
	5 KPLZ-F <	KNDD-F <	5 KMPS-AF <	5 KMPS-AF	5 KVI	5 KVI <	5 KMPS-AF <	5 KING-F <	5 KIRO	
	6 KMTT-F <	6 KBSG-AF <	6 KISW-F	KIRO <	6 KMPS-AF <	6 KIXI <	6 KZOK-F	6 KZOK-F	6 KBSG-AF	
	7 KYCW-F <	KJR-F	7 KPLZ-F <	7 KISW-F	7 KPLZ-F <	7 KMTT-F <	KMPS-AF <	KJR <	KJR <	
	8 KBKS-F	7 KMPS-AF		KPLZ-F <	8 KZOK-F <			8 KISW-F	KZOK-F <	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KUBE-F	1 KUBE-F	1 KPLZ-F	1 KUBE-F <	1 KBSG-AF	1 KISW-F >>	1 KISW-F >	1 KISW-F >	1 KISW-F >	1 KISW-F <
2 KNDD-F	2 KPLZ-F	2 KUBE-F <	2 KLSY-F <	2 KLSY-F	2 KNDD-F >	2 KNDD-F >	2 KNDD-F	2 KZOK-F	2 KZOK-F <
3 KBKS-F	3 KBKS-F	3 KMTT-F	3 KBSG-AF <	3 KPLZ-F	3 KUBE-F	3 KZOK-F	3 KZOK-F	3 KNDD-F	3 KMTT-F <
4 KPLZ-F <	4 KNDD-F <	4 KLSY-F <	4 KPLZ-F	KRWM-F <	4 KZOK-F >	4 KUBE-F	4 KMTT-F	4 KMTT-F	4 KIRO <
5 KYCW-F >	5 KLSY-F <	5 KBKS-F	5 KMPS-AF <	5 KJR-F <		5 KMTT-F	5 KJR	5 KJR-F	5 KBSG-AF <
6 KMPS-AF	6 KYCW-F <	KMPS-AF <	6 KBKS-F <	6 KUBE-F		6 KJR <	6 KUBE-F <	6 KMPS-AF <	6 KMPS-AF <
	KLSY-F >	7 KMPS-AF <	7 KJR-F	7 KMTT-F		7 KYCW-F	7 KJR-F <	7 KJR	7 KJR-F <
		8 KMTT-F	8 KYCW-F	KJR-F <				KUBE-F <	
			9 KYCW-F						

SEATTLE-TACOMA

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
American Radio Sys. KMPS-FM, KYCW-FM, KRPM-AM, KZOK-FM, KBKS-FM	15.1 %	17.3 %	19.9 %	KCIS REL 630 Edmonds	0.3	1.6	
Entercom KNWX-AM, KMTT-FM, KBSG-AF, KNDO-FM, KISW-FM, KIRO-AM, KIRO-FM	28.7 %	28.6 %	40.4 %	KGNW REL 820 Burien	0.6	2.3	
Fisher KOMO-AM, KVI-AM, KPLZ-FM	10.7 %	9.8 %	13.3 %	KKBY-F C 104.9 Eatonville	0.8	1.0	
J. Douglas, semi-duop KKMO-AM, KBLV-AM	0.0 %	0.0 %	%	KRIZ-AA B 1420 Renton	0.4	0.7	
Local KZIZ-AM, KRIZ-AM	0.4 %	0.7 %	%	KXXO-F AC 96.1 Olympia	0.7	1.9	
New Century KJR-AM, KUBE-FM, KJR-FM	12.2 %	12.3 %	11.7 %				
Sandusky KEZX-AM, KIXI-AM, KLSY-FM, KRWM-FM, KWJZ-FM	13.6 %	12.1 %	11.5 %				
	80.7 %	80.8 %	96.8 %				

AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Product	Station
KBSG	1210	27.5 kw/10 kw (DA-2)	See KBSG-F				
KIRO	710	50 kw (DA-N)	News/Talk	CBS, AP	\$284.00	Sentry	Entercom
KIXI	880	50 kw/10 kw (DA-2)	Standards	Westwd	\$60.00	Christal	Sandusky
KJR	950	50 kw (DA-N)	Sports	WW1, ABC, SBUSA	\$51.00	---	New Century
KMPS	1300	5 kw (DA-N)	See KMPS-F				
KNWX	770	50 kw/5 kw (DA-2)	News	AP	\$ NA	Sentry	Entercom
KOMO	1000	50 kw (DA-N)	Talk	ABC	\$77.00	Banner	Fisher
KVI	570	5 kw	Talk	ABC	\$114.00	Banner	Fisher

FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Product	Station
KBKS	106.1	58 kw @ 2343	Black AC	AP	\$92.00	Eastman	Amer. Radio Sys. Tacoma
KBSG	97.3	55 kw @ 2393	Oldies		\$200.00	Katz	Entercom Tacoma
KCMS	105.3	115 kw @ 722	Religion	UPI	\$44.00	Radio Spot	Edmonds
KING	98.1	58 kw @ 2343	Classical		\$99.00	Sentry	
KIRO	100.7	100 kw @ 736	Talk	CBS	\$ NA	Sentry	Entercom, pend.
KISW	99.9	100 kw @ 1148	AOR		\$109.00	Mc-Guild	Entercom
KJR	95.7	100 kw @ 1180	70's Oldies		\$110.00	Allied	New Century
KLSY	92.5	58 kw @ 2343	AC	AP	\$145.00	Christal	Sandusky Bellevue
KMPS	94.1	58 kw @ 2343	Country	AP	\$195.00	Eastman	Amer. Radio Sys.
KMTT	103.7	58 kw @ 2343	Prog. AOR		\$90.00	D&R	Entercom Tacoma
KNDD	107.7	100 kw @ 1194	AOR-New Rock		\$140.00	Katz	Entercom
KPLZ	101.5	100 kw @ 1200	CHR/AC		\$107.00	Banner	Fisher
KRWM	106.9	100 kw @ 819	Soft AC		\$77.00	CBS	Sandusky Bremerton
KUBE	93.3	100 kw @ 1290	CHR		\$140.00	Allied	New Century
KWJZ	98.9	100 kw @ 1110	Jazz	ABC	\$65.00	D&R	Sandusky
KYCW	96.5	100 kw @ 1223	Country		\$84.00	Eastman	Amer. Radio Sys.
KZOK	102.5	100 kw @ 1194	Classic AOR		\$145.00	Eastman	Amer. Radio Sys.

Notes:

Jim Duncan

Comments: KISW-F recorded its highest 12+ share in several years; its TSL is extremely high for an AOR station . . . KVI slipped to its lowest share in several years . . . KWJZ-F is showing a bit of growth with its Jazz format . . . KNDD-F recovered from its weak Fall book

SHREVEPORT

Arbitron Rank: 127 Pop (12+)	307,900	Stations:	15 / 15	Last Year's Revenue:	\$11,000,000
MSA Rank:	129	Diaries:	884/348:1/47.2%	Household Income:	\$33,683
MSA Pop:	383,000	Sample Target:	940	Retail Dollars:	\$3.9 Bil.
DMA:	76	% Below Line:	0.0	#1 Biller:	KRMD-AF \$3,200,000
Average Persons Rating:	15.8	% Not Listed:	10.1	#1 Billing Portfolio:	KVKI-F, etc. \$4,350,000
Market TSL in Hours:	21.50	Pop per Station:	20,527		

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level		
1	KMJJ-F	B	66 / 13.6	17.0	15.2	14.4	18.2	15.0	714 / 23.2	23.3	27.0	C	KMJJ-F
2	KRMD-F	C	56 / 11.5	13.9	15.4	15.9	14.2	14.2	764 / 24.8	25.9	26.4	E	KRMD-F
3	KRUF-F	CHR	52 / 10.7	7.9	7.3	4.9	4.2	7.7	616 / 20.0	18.2	12.4	B	KRUF-F
4	KVKI-F	AC	50 / 10.3	8.9	11.6	11.2	10.4	10.5	709 / 23.0	19.4	22.3	C	KVKI-F
5	KDKS-F	B	43 / 8.9	7.3	9.8	11.4	6.4	9.3	533 / 17.3	15.4	16.6	B	KDKS-F
6	KEEL	T	33 / 6.8	5.6	6.0	5.8	6.2	6.1	409 / 13.3	10.7	11.6	B	KEEL
7	KITT-F	C	32 / 6.6	7.3	6.0	5.6	7.4	6.4	480 / 15.6	16.2	14.8	B	KITT-F
8	KOKA	G/B	31 / 6.4	7.5	5.2	4.5	7.4	5.9	377 / 12.2	11.1	12.1	A	KOKA
9	KTAL-F	AOR	17 / 3.5	5.2	3.7	5.2	4.8	4.4	318 / 10.3	12.8	11.1	B	KTAL-F
10	KLKL-F	O	16 / 3.3	3.1	2.7	3.4	3.0	3.1	294 / 9.6	9.5	8.2	A	KLKL-F
11	KWKH	T	15 / 3.1	2.9	2.9	1.5	3.6	2.6	343 / 11.1	9.4	7.3	A	KWKH
12	KTUX-F	AOR-NR	14 / 2.9	2.5	4.8	4.7	5.2	3.7	270 / 8.8	7.7	12.7	A	KTUX-F

12+ FM Share (Metro): 79.18 % (346 of 437) (Winter 96: 79.70 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1	KMJJ-F	1 KMJJ-F	1 KVKI-F	1 KVKI-F	1 KRMD-F	1 KRMD-F >	1 KRMD-F	1 KMJJ-F	1 KMJJ-F >>	1 KMJJ-F
2	KRUF-F >>	2 KRUF-F	2 KVKI-F <	2 KMJJ-F	2 KVKI-F	2 KMJJ-F <	KEEL <	2 KRUF-F <	2 KRUF-F	2 KRMD-F >
3		3 KVKI-F	3 KRUF-F <	KDKS-F	KDKS-F <	3 KEEL	3 KVKI-F	3 KVKI-F <	3 KDKS-F	3 KOKA
4		KDKS-F <	4 KDKS-F	4 KRUF-F	4 KRMD-F	4 KOKA <	KRUF-F <	4 KMJJ-F	4 KRMD-F >	4 KVKI-F
5		5 KRMD-F >	5 KRMD-F	KRMD-F	5 KRUF-F <	5 KDKS-F <	5 KDKS-F	5 KRUF-F	5 KDKS-F	5 KRMD-F
6			6 KITT-F	6 KITT-F	6 KMJJ-F	6 KOKA <	6 KITT-F	6 KITT-F	6 KITT-F	6 KITT-F
7						7 KEEL	KDKS-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	KMJJ-F >	1 KVKI-F	1 KVKI-F	1 KVKI-F	1 KMJJ-F	1 KMJJ-F	1 KMJJ-F	1 KMJJ-F	1 KMJJ-F <
2	KRUF-F	KMJJ-F <	2 KRMD-F	2 KMJJ-F	2 KRMD-F	2 KRUF-F >>	2 KRUF-F >	2 KRUF-F	2 KRUF-F <
3	KVKI-F	3 KRUF-F	3 KRUF-F	3 KRUF-F	3 KDKS-F <	3 KTUX-F	3 KRMD-F	3 KTUX-F	3 KDKS-F
4	KDKS-F >	4 KRMD-F	4 KMJJ-F	KRMD-F <	4 KMJJ-F	KRMD-F	KDKS-F	KRMD-F	4 KEEL <
5		5 KDKS-F >	KDKS-F	5 KDKS-F	KITT-F	KDKS-F >	5 KTUX-F	KDKS-F	5 KVKI-F <
6							6 KITT-F	6 KITT-F	6 KRMD-F <
7									6 KRMD-F <

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
Local - 1 KEEL-AM, KITT-FM, KRUF-FM, KVKI-FM, KWKH-AM	37.5 %	39.1 %	39.5 %	KASO ? 1420 Minden	0.4	1.4	
Local - 2 KDKS-FM, KFLO-AM, KLKL-FM, KOKA-AM	19.4 %	20.2 %	11.7 %	KFLO REL 1300 Shreveport	0.8	2.0	
	56.9 %	59.3 %	51.2 %	KRMD C 1340 Shreveport	1.2	4.5	

SHREVEPORT

AM Stations

KEEL	710	50 kw/5 KW (DA-2)	Talk	CNN, TARN	\$24.00	Katz	KVKI-F
KOKA	980	5 kw/80 w	Gospel/Black	AURN, Westwd	\$20.00	K&P	KDKS-F
KRMD	1340	1 kw	Country		\$ NA	Eastman	Capstar
KWKH	1130	50 kw (DA-N)	Talk	Westwd	\$ NA	Katz	KVKI-F

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	
KLKL	92.1	3.3 kw @ 298	Oldies	ABC	\$<20.00	K&P	KDKS-F	Benton
KMJJ	99.7	50 kw @ 462	Black	Westwd	\$34.00	Mc-Guild	SunGroup	
KRMD	101.1	100 kw @ 1118	Country		\$70.00	Eastman	Capstar	
KRUF	94.5	100 kw @ 1296	CHR	Westwd	\$ NA	Katz	KVKI-F	
KTAL	98.1	100 kw @ 1361	AOR		\$25.00	Banner		Texarkana
KTUX	98.9	100 kw @ 718	AOR-New Rock		\$<20.00	Banner		Carthage, TX
KVKI	96.5	100 kw @ 797	AC		\$36.00	K&P		

Notes:

Jim Duncan

Comments: KRUF-F (the former KWKH-F) posted its fifth straight 12+ gain . . . KRMD-F is showing a substantial down trend . . . For the most part, the major groups are avoiding Shreveport

***** 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	

SPOKANE

Arbitron Rank: 87 Pop (12+) 419,100	Stations: 20 / 20	Last Year's Revenue: \$14,800,000
MSA Rank: 121	Diaries: 997/420:1/56.4%	Household Income: \$36,870
MSA Pop: 413,000	Sample Target: 960	Retail Dollars: \$4.2 Bil.
DMA: 74	% Below Line: 0.0	#1 Biller: KDRK-F \$2,700,000
Average Persons Rating: 16.1	% Not Listed: 10.4	#1 Billing Portfolio: Triathlon \$6,630,000
Market TSL in Hours: 21.50	Pop per Station: 20,955	

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1 KDRK-F	C	56 / 8.3	9.0	8.4	8.0	8.5	8.4	766 / 18.3	20.1	19.0	D	KDRK-F
2 KISC-F	AC	54 / 8.0	7.4	5.7	7.4	7.3	7.1	641 / 15.3	14.9	13.4	C	KISC-F
3 KXLY-F	SAC	51 / 7.6	5.0	6.5	6.2	7.1	6.3	697 / 16.6	13.0	16.9	C	KXLY-F
	KZZU-F	CHR	51 / 7.6	6.5	6.3	9.5	7.1	872 / 20.8	19.2	20.8	C	KZZU-F
5 KAQQ	ST	50 / 7.4	4.8	4.5	5.2	5.7	5.5	442 / 10.6	9.1	9.4		KAQQ
	KKZX-F	AOR/CL	50 / 7.4	8.7	9.1	7.7	11.0	710 / 16.9	17.6	19.3	D	KKZX-F
7 KGA	N/T	41 / 6.1	5.1	5.5	5.0	4.9	5.4	507 / 12.1	11.3	9.2	B	KGA
8 KAEP-F	AOR-NR	36 / 5.3	5.4	5.8	4.7	3.7	5.3	640 / 15.3	11.8	10.3	C	KAEP-F
	KXLY	N/T	36 / 5.3	6.2	5.5	7.1	4.8	563 / 13.4	16.1	14.3	B	KXLY
10 KNFR-F	C	32 / 4.7	5.4	6.2	6.8	7.1	5.8	583 / 13.9	11.8	13.8	B	KNFR-F
11 KEYF-AF	O	30 / 4.4	5.9	7.0	6.4	6.5	5.9	649 / 15.5	16.9	15.0	C	KEYF-AF
12 KCDA-F	C	29 / 4.3	3.5	5.2	3.6	3.4	4.1	377 / 9.0	7.1	7.1	A	KCDA-F
13 KNJY-F	AOR-NR	26 / 3.8	4.8	3.4	4.2	4.5	4.1	405 / 9.7	8.5	10.7	A	KNJY-F
14 KHTQ-F	CHR	20 / 3.0	3.6	3.4	2.3	1.9	3.1	340 / 8.1	8.7	8.2	A	KHTQ-F

12+ FM Share (Metro): 75.70 % (458 of 605) (Winter 96: 78.81 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KZZU-F >	1 KZZU-F	1 KISC-F	1 KKZX-F <	1 KISC-F <	1 KAQQ	1 KAQQ <	1 KISC-F <	1 KISC-F <	1 KZZU-F <	1 KZZU-F >
2 KNJY-F	2 KISC-F	KKZX-F	2 KISC-F >	2 KKZX-F	2 KDRK-F <	2 KKZX-F	2 KXLY-F	2 KZZU-F <	2 KNJY-F	2 KDRK-F
3 KHTQ-F	3 KAEP-F	3 KZZU-F	3 KXLY-F	3 KXLY-F <	3 KGA	3 KISC-F <	KDRK-F <	3 KXLY-F <	3 KXLY-F <	KKZX-F >
4 KAEP-F >	4 KDRK-F	4 KDRK-F <	KDRK-F <	4 KDRK-F	KXLY-F	4 KDRK-F <	4 KGA <	4 KDRK-F	4 KISC-F	
	KNJY-F	5 KXLY-F <	5 KGA <	KGA	KKZX-F	5 KZZU-F <	5 KAQQ <	5 KAEP-F <	KDRK-F	
	6 KXLY-F <	6 KAEP-F	6 KNFR-F	6 KNFR-F	6 KISC-F <	6 KXLY	6 KKZX-F	6 KXLY <	6 KAEP-F	
		7 KNFR-F <	KZZU-F <	KZZU-F <	7 KXLY	7 KGA	7 KZZU-F	7 KKZX-F	7 KGA	
			8 KAEP-F	8 KEYF-AF <		KXLY-F			KNFR-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 KZZU-F >>	1 KZZU-F >	1 KISC-F	1 KISC-F	1 KISC-F >	1 KNJY-F	1 KNJY-F	1 KDRK-F	1 KKZX-F >	1 KKZX-F >
2 KXLY-F	2 KISC-F <	2 KZZU-F	2 KXLY-F <	2 KXLY-F >	2 KDRK-F	2 KDRK-F	KNJY-F	2 KDRK-F <	2 KGA
	KAEP-F	3 KXLY-F	3 KZZU-F	3 KEYF-AF <	KAEP-F	KAEP-F	3 KISC-F	3 KGA	3 KDRK-F
4 KISC-F	4 KAEP-F	4 KNFR-F	4 KAEP-F	4 KAEP-F <	4 KISC-F	4 KISC-F	KEZE-F	4 KISC-F	4 KISC-F <
	KNJY-F	5 KNFR-F	KAEP-F	5 KNFR-F	KCDA-F	KZZU-F	KAEP-F	KZZU-F	5 KNFR-F
	6 KDRK-F	6 KDRK-F	6 KDRK-F	6 KDRK-F	KHTQ-F	6 KHTQ-F	KZZU-F	6 KNFR-F	KXLY
			KEYF-AF	KNFR-F <	KZZU-F	KKZX-F		KAEP-F	7 KZZU-F
			KKZX-F >>	8 KKZX-F >				KNJY-F	

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
Citadel KAEP-FM, KDRK-FM, KGA-AM, KJRB-AM	21.0 %	21.5 %	29.7 %	KAZZ-F ST 107.1 Deer Park	1.2	1.8	
Morgan Murphy KTRW-AM, KXLY-FM, KXLY-AM, KZZU-FM	22.0 %	20.8 %	20.8 %	KEZE-F CL AOR 96.9 Spokane	1.3	3.8	
Rook KCDA-FM, KEZE-FM	5.6 %	5.6 %	3.4 %	KJRB T 790 Spokane	1.3	4.8	
Triathlon KAQQ-AM, KEYF-AF, KISC-FM, KKZX-FM, KNFR-FM	31.9 %	36.8 %	44.8 %	KTRW SPRTS 970 Spokane	1.5	4.4	
	80.5 %	84.7 %	98.7 %	KTSL-F REL 101.9 Medical Lake	1.2	3.4	

SPOKANE

AM Stations

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)	News/Talk	Westwd	\$20.00	Mc-Guild	Citadel	
KJRB	790	5 kw (DA-N)	Talk	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/Talk	CBS, ABC	\$22.00	Eastman	Morgan Murphy	

FM Stations

KAEP	105.7	100 kw @ 1910	AOR-New Rock		\$28.00	Mc-Guild	Citadel	
KCDA	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:

Jim Duncan

Comments: KNFR-F has had four consecutive down books . . . Standards KAQQ is at a record 7.4 in 12+

SPRINGFIELD, MA

Arbitron Rank: 77 Pop (12+) 496,800	Stations: 31 / 15	Last Year's Revenue: \$16,800,000
MSA Rank: 89	Diaries: 1,717/289:1/59.5%	Household Income: \$39,770
MSA Pop: 595,000	Sample Target: 1,670	Retail Dollars: \$4.5 Bil.
DMA: 65	% Below Line: 28.0	#1 Biller: WAQY-F \$3,600,000
Average Persons Rating: 15.5	% Not Listed: 17.6	#1 Billing Portfolio:
Market TSL in Hours: 20.50	Pop per Station: 33,120	Clear Channel \$4,300,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level		
1	WPKX-F	C	72 / 9.4	9.8	9.9	10.5	9.6	9.9	802 / 16.1	17.4	16.4	E	WPKX-F
2	WAQY-F	CL AOR	56 / 7.3	7.9	9.0	8.4	7.9	8.1	1094 / 22.0	20.2	21.1	E	WAQY-F
3	WMAS-F	AC	55 / 7.1	8.6	7.1	9.6	9.5	8.1	921 / 18.5	19.2	20.5	D	WMAS-F
4	WHYN-F	AC	54 / 7.0	7.2	8.1	7.7	6.7	7.5	890 / 17.9	18.1	19.3	D	WHYN-F
	WHYN	FS	54 / 7.0	7.0	6.7	6.4	6.9	6.8	705 / 14.2	15.3	15.1	C	WHYN
6	WTIC-F	CHR	34 / 4.4	4.7	5.3	5.0	4.8	4.9	814 / 16.4	17.1	20.1		WTIC-F
7	WMAS	ST	32 / 4.2	4.3	4.8	4.7	4.8	4.5	350 / 7.0	7.1	7.5	B	WMAS
8	WAAF-F	AOR-NR	30 / 3.9	2.7	4.4	3.8	4.4	3.7	531 / 10.7	10.9	11.5		WAAF-F
9	WNNZ	T/N	27 / 3.5	3.1	1.9	2.0	2.2	2.6	406 / 8.2	8.5	5.7	B	WNNZ
10	WKSS-F	CHR	23 / 3.0	2.4	2.4	3.1	2.6	2.7	695 / 14.0	10.9	12.5		WKSS-F
11	WRCH-F	SAC	21 / 2.7	2.2	3.0	2.6	2.4	2.6	397 / 8.0	7.9	8.4		WRCH-F
12	WHMP-F	AOR-P	20 / 2.6	2.3	2.0	1.4	1.6	2.1	529 / 10.6	9.8	10.1	C	WHMP-F
13	WDRC-F	O	19 / 2.5	3.7	3.4	3.4	2.8	3.3	445 / 9.0	9.8	8.4		WDRC-F
14	WCCC-F	AOR	18 / 2.3	1.5	1.8	1.2	0.9	1.7	421 / 8.5	8.0	6.5		WCCC-F
15	WRNX-F	AOR-P	17 / 2.2	1.7	2.2	1.4	2.4	1.9	340 / 6.8	5.8	7.0	B	WRNX-F
	WMRQ-F	AOR-NR	17 / 2.2	1.7	2.2	2.6	2.1	2.2	410 / 8.2	8.6	7.5		WMRQ-F

12+ FM Share (Metro): 74.61 % (473 of 634) (Winter 96: 75.89 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WAAF-F	1 WAQY-F	1 WAQY-F	1 WAQY-F	1 WAQY-F <	1 WHYN <	1 WHYN <	1 WPKX-F	1 WPKX-F	1 WMAS-F <	1 WHYN <
WKSS-F	2 WAAF-F	2 WMAS-F <	2 WPKX-F <	2 WPKX-F	2 WPKX-F	2 WPKX-F	2 WMAS-F	2 WHYN <	2 WPKX-F <	2 WHYN <
3 WMRQ-F	WPKX-F <	3 WPKX-F <	3 WHYN-F	3 WHYN-F <	3 WHYN-F	3 WAQY-F <	3 WAQY-F	3 WAQY-F	3 WHYN-F <	3 WMAS-F
	4 WMAS-F <	4 WHYN-F	WMAS-F >	4 WMAS-F >	4 WMAS-F <	4 WHYN-F <	WHYN	4 WHYN-F <	4 WAAF-F	4 WAQY-F
	5 WTIC-F >	5 WTIC-F	5 WTIC-F >	5 WTIC-F <	5 WMAS	5 WMAS-F >	WHYN-F >	5 WMAS-F <	WMRQ-F	WPKX-F
	6 WHMP-F	6 WAAF-F		6 WHYN <	6 WAQY-F <	6 WMAS <	6 WTIC-F <	6 WAAF-F	6 WKSS-F <	6 WAQY-F
	WHYN-F			7 WDRC-F	7 WNNZ >	7 WCCC-F	7 WMAS	7 WTIC-F	7 WAQY-F	7 WHMP-F
	WKSS-F <								WHMP-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 WMAS-F	1 WAAF-F >>	1 WAQY-F	1 WAQY-F >	1 WAQY-F >	1 WAQY-F >
WMAS-F >	2 WTIC-F	2 WPKX-F	2 WTIC-F	2 WPKX-F <	2 WKSS-F	2 WAAF-F >	2 WPKX-F	2 WAAF-F <	2 WPKX-F
3 WAAF-F	3 WPKX-F	3 WTIC-F	WHYN-F <	3 WHYN-F >	WCCC-F	3 WPKX-F	3 WAAF-F	3 WPKX-F <	3 WHYN-F
WMRQ-F	4 WAQY-F	4 WAQY-F	4 WPKX-F	4 WTIC-F	4 WAQY-F	4 WCCC-F	4 WCCC-F	4 WHYN-F	4 WHYN
WKSS-F	WHYN-F	WHYN-F	5 WAQY-F	5 WAQY-F	WTIC-F	5 WHMP-F	5 WHMP-F >	5 WCCC-F	5 WCCC-F <
6 WAQY-F	WKSS-F >	6 WKSS-F	6 WKSS-F	6 WDRC-F	WHMP-F >	6 WTIC-F		6 WAAF-F	6 WAAF-F
WHYN-F >		7 WHMP-F >		WRCH-F				7 WTIC-F	7 WMAS-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
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WACE	REL	730 Chicopee	0.4 1.9
WACM	SP	1490 W. Springfield	0.9 1.4
WARE	C	1250 Ware	0.4 1.6
WHMP	T	1400 Northampton	1.2 3.1
WSPR	SP	1270 Springfield	1.2 2.5

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
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WFAN	SPRIS	660 New York	0.6 2.2
WGAM	ST	1520 Greenfield	0.8 0.7
WHCN-F	AOR	105.9 Hartford, CT	0.4 3.4
WPVQ-F	C	93.9 Turners Falls	0.9 1.7
WRSI-F	AOR	95.3 Greenfield	0.4 1.7
WSRS-F	AC	96.1 Worcester	1.0 4.0
WTIC	FS	1080 Hartford, CT	0.8 2.8
WWYZ-F	C	92.5 Waterbury, CT	0.8 3.6
WZMX-F	O-70S	93.7 Hartford, CT	1.3 5.0

SPRINGFIELD, MA

Consolidation Report	12+	25-54	Revenue
SFX WHMP-FM, WHMP-AM, WPKX-FM	13.2 %	14.3 %	18.4 %
	13.2 %	14.3 %	18.4 %

AM Stations

Station	Power	Format	Service	Revenue	Advertiser	Agency	City
WHMP	1400	1 kw	Talk	Westwd, Talknt	\$14.00	D&R	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)	Talk/News	CBS, ABC, Westwd	\$25.00	Katz	
WSPR	1270	5 kw/1 kw (DA-2)	Hispanic	\$ NA	Roslin		

FM Stations

Station	Power	Format	Service	Revenue	Advertiser	Agency	City
WAQY	102.1	17 tw @ 780	Classic AOR	\$73.00	Katz	Saga	
WHMP	99.3	6 kw @ 325	Prog. AOR	\$33.00	D&R	SFX	Northampton
WHYN	93.1	8.9kw @ 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

SYRACUSE

Arbitron Rank: 70 Pop (12+) 547,400	Stations: 29 / 22	Last Year's Revenue: \$23,000,000
MSA Rank: 73	Diaries: 1,769/309:1/57.4%	Household Income: \$42,014
MSA Pop: 748,000	Sample Target: 1,740	Retail Dollars: \$5.6 Bil.
DMA: 69	% Below Line: 5.9	#1 Biller: WYYY-F \$4,500,000
Average Persons Rating: 15.9	% Not Listed: 15.3	#1 Billing Portfolio:
Market TSL in Hours: 21.00	Pop per Station: 24,882	Cox \$11,150,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level		
1	WBBS-F	C	94 / 10.8	91	9.6	7.8	10.3	9.3	1053 / 19.2	17.7	18.4	D	WBBS-F
2	WNTQ-F	CHR	80 / 9.2	10.2	9.2	10.9	10.4	9.9	1623 / 29.6	28.4	28.6	E	WNTQ-F
3	WSYR	FS	79 / 9.1	9.5	8.9	8.4	12.3	9.0	1114 / 20.4	23.7	24.2	E	WSYR
4	WYYY-F	AC	60 / 6.9	7.1	6.8	9.7	7.1	7.6	1131 / 20.7	20.0	22.0	F	WYYY-F
5	WSEN-F	O	58 / 6.7	7.3	7.8	6.8	6.2	7.1	936 / 17.1	17.8	16.0	C	WSEN-F
6	WAQX-F	AOR	45 / 5.2	6.6	6.5	6.6	4.6	6.2	1048 / 19.2	18.6	17.7	E	WAQX-F
7	WWHT-F	CHR	42 / 4.8	3.4	2.5	2.8	3.1	3.4	730 / 13.3	12.5	7.1	A	WWHT-F
8	WLTI-F	SAC	40 / 4.6	4.2	1.3	1.1		2.8	585 / 10.7	11.3			WLTI-F
9	WTKW-FF	CL AOR	38 / 4.4	4.4	5.1	5.5	3.4	4.8	578 / 10.6	10.8	9.9	C	WTKW-FF
10	WKRL-FF	AOR	37 / 4.2	3.6	4.8	4.9	3.7	4.4	682 / 12.5	10.5	10.1	B	WKRL-FF
11	WRDS-F	B/AC	29 / 3.3	3.0	4.3	2.4	2.9	3.3	299 / 5.5	4.6	4.2	A	WRDS-F
12	WFBL	ST	25 / 2.9	3.4	4.4	3.8	4.7	3.6	325 / 5.9	7.7	8.9	A	WFBL
13	WFRG-F	C	17 / 2.0	1.5	1.5	1.7	1.7	1.7	271 / 5.0	4.6	3.6		WFRG-F
	WTLA-AA	ST	17 / 2.0	2.0	1.5	1.7	1.6	1.8	242 / 4.4	5.1	4.1	A	WTLA-AA
15	WHEN	SPRTS	13 / 1.5	2.7	1.8	1.8	1.8	1.9	332 / 6.1	8.8	6.6	A	WHEN
16	WSCP-F	C	11 / 1.3	0.5	0.8	1.1	1.2	0.9	91 / 1.7	1.1	1.9		WSCP-F
17	WNSS	N	9 / 1.0	1.9	1.6	0.3	0.3	1.2	268 / 4.9	7.9	2.0		WNSS

12+ FM Share (Metro): 80.35 % (593 of 738) (Winter 96: 72.31 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight	
1	WWHT-F >	1 WNTQ-F	1 WNTQ-F	1 WBBS-F	1 WBBS-F	1 WSYR	1 WSYR <	1 WBBS-F	1 WBBS-F	1 WNTQ-F <	1 WSYR >
2	WNTQ-F	2 WBBS-F	WBBS-F	2 WNTQ-F <	2 WNTQ-F <	2 WBBS-F	2 WNTQ-F <	2 WSYR	2 WNTQ-F	2 WWHT-F	2 WBBS-F
	WKRL-FF	3 WAQX-F <	3 WYYY-F	3 WYYY-F	3 WYYY-F	3 WSEN-F	3 WBBS-F >	3 WNTQ-F	3 WSEN-F <	3 WBBS-F <	
		4 WWHT-F <	4 WAQX-F	4 WTKW-FF <	4 WSEN-F	4 WYYY-F	4 WYYY-F	WYYY-F <	4 WYYY-F <	4 WKRL-FF	
		5 WKRL-FF <	5 WTKW-FF <	5 WSEN-F <	5 WTKW-FF <	5 WLTI-F	5 WAQX-F	5 WSEN-F	5 WSYR	5 WSYR <	
		6 WYYY-F <	6 WSEN-F	6 WAQX-F	6 WAQX-F <	6 WNTQ-F	6 WSEN-F >	6 WLTI-F	6 WKRL-FF <	6 WYYY-F <	
		7 WTKW-FF >	7 WKRL-FF <		7 WLTI-F <			7 WTKW-FF	7 WAQX-F <	7 WAQX-F	
		8 WWHT-F <						8 WWHT-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 WKRL-FF	1 WBBS-F	1 WBBS-F	1 WBBS-F	1 WBBS-F >
2	WWHT-F	2 WYYY-F >	2 WYYY-F >	2 WYYY-F	2 WAQX-F	2 WAQX-F	2 WTKW-FF	2 WAQX-F	2 WAQX-F
3	WYYY-F	3 WWHT-F	3 WBBS-F	3 WBBS-F	3 WBBS-F	3 WKRL-FF	3 WAQX-F >	3 WTKW-FF	3 WTKW-FF
4	WBBS-F	WBBS-F >	4 WTKW-FF	4 WSEN-F >	4 WSEN-F	4 WNTQ-F	4 WTKW-FF	4 WNTQ-F	4 WKRL-FF <
5	WAQX-F	5 WKRL-FF	5 WLTI-F	5 WLTI-F	5 WNTQ-F	5 WNTQ-F	WWHT-F	WYYY-F	5 WYYY-F
			WWHT-F <	6 WSYR	6 WWHT-F >>	6 WWHT-F >>	6 WKRL-FF	5 WNTQ-F	6 WSYR
			7 WTKW-FF	7 WTKW-FF			7 WSEN-F	7 WSEN-F	WNTQ-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WMCR-AF	AC	106.3	Oneida 0.3 0.8
WPCX-F	AOR-P	106.9	Auburn 0.6 2.1

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WLZW-F	AC	98.7	Utica 0.7 2.2
WNVE-F	AOR-NR	95.1	S. Bristol 0.8 3.8
WODZ-F	O	96.1	Rome 0.3 1.0
WOUR-F	AOR	96.9	Utica 0.9 3.8
WRCK-F	AOR/CL	107.3	Utica 0.5 1.1
WSKS-F	CHR	102.5	Rome 0.7 3.6

SYRACUSE

Consolidation Report	12+	25-54	Revenue
Cox WBBS-FM, WHEN-AM, WSYR-AM, WWHT-FM, WYYY-FM	33.1 %	32.4 %	48.5 %
Pilot WAQX-FM, WLTl-FM, WNSS-AM, WNTQ-FM	20.0 %	22.9 %	32.6 %
Radio Corp. WKRH-FM, WKRL-FM, WSGO-AM, WTKV-FM, WTKW-FM, WTLA-AM	10.8 %	10.5 %	8.3 %
	63.9 %	65.8 %	89.4 %

AM Stations

Station	Freq	Power	Service	Network	Rate	Advertiser	Agency	City
WFBL	1050	2.5 kw/19 w (DA-2)	Standards	CNN, Westwd	\$<20.00	Mc-Guild	Buckley	Baldwinsville
WHEN	620	5 kw/1 kw (DA-N)	Sports	ABC, 1-on-1, Westwd	\$22.00	Eastman	Cox	
WNSS	1260	5 kw (DA-N)	News	CBS, AP	\$16.00	Banner	Pilot	
WSYR	570	5 kw (DA-2)	Full Service	Westwd, AP	\$63.00	Katz	Cox	
WTLA	1200	1 kw (DA-N)	Standards	ABC	\$<20.00	Allied	Radio Corp.	N. Syracuse

FM Stations

Station	Freq	Power	Service	Network	Rate	Advertiser	Agency	City
WAQX	95.7	25 kw @ 298	AOR	ABC	\$75.00	Banner	Pilot	Manlius
WBBS	104.7	50 kw @ 492	Country		\$49.00	Katz	Cox	Fulton
WKRH	106.5	5 kw @ 328	See WKRL-F					Minetto
WKRL	100.9	6 kw @ 165	AOR	ABC	\$25.00	Allied	Radio Corp.	N. Syracuse
WLTl	105.9	1.25 kw @ 200	Soft AC	CBS	\$ NA	Banner	Pilot	
WNTQ	93.1	97 kw @ 660	CHR		\$70.00	Banner	Pilot	
WRDS	102.1	6 kw @ 220	Black AC	ABC	\$ NA	---		Phoenix
WSCP	101.7	2.5 kw @ 364	Country		\$ NA	---		Pulaski
WSEN	92.1	25 kw @ 300	Oldies	CBS, Westwd	\$33.00	Mc-Guild	Buckley	Baldwinsville
WTKV	105.5	1.8 kw @ 417	See WTKW-F					Oswego
WTKW	99.5	6 kw @ 328	Classic AOR	ABC, AP	\$21.00	Allied	Radio Corp.	Bridgeport
WWHT	107.9	50 kw @ 500	CHR	ABC	\$ NA	Eastman	Cox	
WYYY	94.5	100 kw @ 650	AC		\$90.00	Katz	Cox	

Notes: WFRG-F -- See Utica-Rome in Fall 1996 American Radio

Jim Duncan

Comments: WLTl-F continued to show growth with Soft AC . . . WWHT-F had its highest share in more than two years

TAMPA-ST. PETERSBURG

Arbitron Rank: 21 Pop (12+) 1,906,400	Stations: 27 / 26	Last Year's Revenue: \$91,000,000
MSA Rank: 23	Diaries: 3,049/625:1/50.7%	Household Income: \$34,064
MSA Pop: 2,220,000	Sample Target: 3,080	Retail Dollars: \$24.0 Bil.
DMA: 15	% Below Line: 0.4	#1 Biller: WQYK-AF \$12,100,000
Average Persons Rating: 16.7	% Not Listed: 12.4	#1 Billing Portfolio: Jacor \$30,850,000
Market TSL in Hours: 22.50	Pop per Station: 73,323	

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level		
1	WFLZ-F	CHR	301 / 9.5	7.9	8.2	8.4	7.5	8.5	4399 / 23.1	21.8	19.3	H	WFLZ-F
2	WQYK-F	C	261 / 8.2	7.9	7.7	7.3	5.9	7.8	3036 / 15.9	17.3	14.4	I	WQYK-F
3	WDUV-F	EZ/ST	257 / 8.1	6.6	6.5	6.6	6.7	6.9	2422 / 12.7	12.2	10.9	D	WDUV-F
4	WFLA	T	184 / 5.8	6.9	6.9	6.5	6.8	6.5	2373 / 12.4	12.1	13.0	G	WFLA
5	WWRM-F	SAC	177 / 5.6	5.6	6.0	4.3	5.1	5.4	2639 / 13.8	12.9	12.2	G	WWRM-F
6	WRBQ-F	C	158 / 5.0	5.3	5.2	5.7	6.0	5.3	2233 / 11.7	13.1	12.9	G	WRBQ-F
	WGUL-AF	ST	158 / 5.0	4.7	4.7	6.0	5.7	5.1	1303 / 6.8	6.4	7.8	C	WGUL-AF
8	WXTB-F	AOR	153 / 4.8	5.2	5.5	5.3	5.0	5.2	2258 / 11.8	10.8	12.4	H	WXTB-F
9	WAKS-F	AC/CHR	132 / 4.2	4.5	4.2	4.1	3.8	4.2	2073 / 10.9	11.7	9.6	G	WAKS-F
10	WCOF-F	O-70s	126 / 4.0	4.4	4.0	3.3	3.4	3.9	1969 / 10.3	11.0	10.5	E	WCOF-F
11	WMTX-F	AC	119 / 3.7	4.0	4.4	6.3	5.9	4.6	2198 / 11.5	11.2	14.5	H	WMTX-F
12	WYUU-F	O	114 / 3.6	4.8	4.2	4.0	3.9	4.1	1958 / 10.3	12.0	11.4	F	WYUU-F
	WHPT-F	AOR-P	114 / 3.6	2.8	3.8	3.3	4.5	3.4	1715 / 9.0	8.7	11.3	H	WHPT-F
14	WSJT-F	J	104 / 3.3	4.0	4.5	3.3	3.5	3.8	1642 / 8.6	9.3	8.0	E	WSJT-F
15	WTBT-F	CL AOR	71 / 2.2	1.8	2.0	2.2	1.9	2.0	1102 / 5.8	5.3	5.7	C	WTBT-F
16	WLVU-F	ST	67 / 2.1	2.0	1.6	1.5	2.5	1.8	695 / 3.6	3.8	3.8	B	WLVU-F
17	WRBQ	B	57 / 1.8	2.0	1.3	1.6	1.3	1.7	670 / 3.5	4.2	3.2	B	WRBQ
18	WTMP	B	49 / 1.5	1.5	1.0	1.7	1.2	1.4	535 / 2.8	3.5	3.2	B	WTMP
19	WSUN	ST	35 / 1.1	1.4	1.3	1.3	1.0	1.3	638 / 3.3	4.8	3.7	C	WSUN

12+ FM Share (Metro): 80.04 % (2229 of 2785) (Winter 96: 78.40 %)

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 WDUV-F <	1 WFLZ-F	1 WFLZ-F >>	1 WFLZ-F
2 WXTB-F >	2 WXTB-F >	2 WXTB-F	2 WQYK-F	2 WFLZ-F	2 WQYK-F	2 WQYK-F	2 WQYK-F <	2 WQYK-F <	2 WXTB-F <	2 WFLA
3 WRBQ-F >	3 WRBQ-F	3 WQYK-F	3 WHPT-F <	3 WWRM-F <	3 WFLA <	3 WFLA <	3 WDUV-F >	3 WDUV-F >	3 WDUV-F <	3 WRBQ-F <
4 WMTX-F <	4 WRBQ-F <	4 WRBQ-F <	4 WRBQ-F <	4 WRBQ-F <	4 WGUL-AF	4 WDUV-F	4 WWRM-F <	4 WWRM-F <	4 WQYK-F	4 WDUV-F <
5 WQYK-F <	5 WHPT-F	5 WXTB-F <	5 WCOF-F	5 WCOF-F	5 WWRM-F	5 WWRM-F	5 WFLZ-F	5 WXTB-F <	5 WRBQ-F	5 WQYK-F
6 WAKS-F <	6 WWRM-F <	6 WCOF-F <	6 WHPT-F <	6 WHPT-F <	6 WRBQ-F <	6 WRBQ-F <	6 WGUL-AF <	6 WRBQ-F <	6 WFLA	6 WFLA
7 WWRM-F	7 WCOF-F <	7 WWRM-F <	7 WAKS-F <	7 WAKS-F <	7 WAKS-F <	7 WAKS-F <	7 WRBQ-F <	7 WFLA <	7 WFLA <	7 WWRM-F
		8 WAKS-F	8 WAKS-F	8 WXTB-F		8 WGUL-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 WFLZ-F >>	1 WFLZ-F >>	1 WFLZ-F >	1 WFLZ-F >	1 WWRM-F	1 WFLZ-F >	1 WXTB-F	1 WXTB-F >>	1 WXTB-F	1 WQYK-F <
2 WMTX-F <	2 WRBQ-F	2 WRBQ-F <	2 WWRM-F <	2 WFLZ-F	2 WXTB-F >>	2 WFLZ-F >>	2 WFLZ-F >	2 WFLZ-F	2 WXTB-F
3 WXTB-F	3 WMTX-F <	3 WAKS-F <	3 WRBQ-F	3 WQYK-F <	3 WMTX-F	3 WQYK-F <	3 WQYK-F	3 WQYK-F	3 WCOF-F <
4 WRBQ-F	4 WAKS-F <	4 WWRM-F	4 WQYK-F <	4 WRBQ-F	4 WAKS-F	4 WRBQ-F <	4 WRBQ-F	4 WCOF-F <	4 WFLA <
5 WRBQ	5 WWRM-F	5 WQYK-F <	5 WMTX-F <	5 WAKS-F	5 WQYK-F	5 WMTX-F	5 WHPT-F	5 WHPT-F	5 WHPT-F <
6 WTMP	6 WQYK-F	6 WHPT-F	6 WAKS-F <	6 WHPT-F	6 WRBQ-F	6 WAKS-F	6 WCOF-F	6 WRBQ-F	6 WFLZ-F <
	7 WXTB-F	7 WMTX-F	7 WHPT-F	7 WMTX-F <	7 WWRM-F >	7 WCOF-F		7 WTBT-F <	7 WYUU-F <
	8 WHPT-F	8 WCOF-F <	8 WCOF-F	8 WCOF-F				8 WAKS-F <	8 WTBT-F <
		9 WXTB-F							

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WFNS	B/O	910	Plant City 0.3 0.8
WHNZ	N/T	570	Pinellas Park 0.9 4.4
WQYK	T	1010	Seffner 0.8 2.8
WRMD	SP	680	St. Petersburg 0.7 1.0
WRXB	B	1590	St. Pete. Beach 0.6 1.6
WZTM	SPRST	820	Largo 0.9 3.7

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WPCV-F	C	97.5	Lakeland 0.4 1.7

TAMPA-ST. PETERSBURG

Consolidation Report	12+	25-54	Revenue
Clear Channel WMTX-FM, WRBQ-AM, WRBQ-FM, WMTX-AM	10.5 %	13.3 %	18.7 %
Cox WCOF-FM, WWRM-FM, WSUN-AM	10.7 %	13.7 %	11.2 %
Entercom, semi-duop WYUU-FM, WISP-FM	3.6 %	5.1 %	4.9 %
Jacor WXTB-FM, WTBT-FM, WDAE-AM, WFLA-AM, WDUV-FM, WAKS-FM, WFLZ-FM	34.6 %	30.4 %	33.9 %
Paxson WKES-FM, WSJT-FM, WHPT-FM, WHNZ-AM, WZTM-AM	8.7 %	13.0 %	13.3 %
	68.1 %	75.5 %	82.0 %

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Buyer	Product	Station
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
WQYK	1010	50 kw/5 kw (DA-2)	Talk	Westwd, CNN	\$ NA	Katz	Westinghouse	Seffner
WRBQ	1380	5 kw (DA-N)	Black	ABC	\$36.00	Clr 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	Freq	Power	Format	Advertiser	Agency	Buyer	Product	Station
WAKS	100.7	100 kw @ 1358	AC/CHR	\$145.00	Eastman	Jacor		
WCOF	107.3	100 kw @ 620	70's Oldies	\$77.00	Christal	Cox		
WDUV	103.3	100 kw @ 1358	EZ List/Standards	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					Dade City
WHPT	102.5	100 kw @ 1663	Prog. AOR	\$136.00	Banner	Paxson		Sarasota
WLVU	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	Clr 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
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: 4/97 WBDN (760; Brandon) sold to Mega for \$1,750,000

Jim Duncan

Comments: WFLZ-F recorded its highest share in some years . . . WQYK-F recovers with four consecutive up books . . . WDUV-F had its highest share ever in Tampa . . . WXTB-F posted its lowest share in more than two years . . . WMTX-F continued its sharp decline

TOLEDO

Arbitron Rank: 75 Pop (12+)	503,300	Stations:	29 / 20	Last Year's Revenue:	\$21,100,000
MSA Rank:	86	Diaries:	1,971/255:1/57.9%	Household Income:	\$40,355
MSA Pop:	614,000	Sample Target:	1,910	Retail Dollars:	\$6.6 Bil.
DMA:	65	% Below Line:	8.1	#1 Biller:	WKKO-AF \$4,700,000
Average Persons Rating:	15.5	% Not Listed:	15.0	#1 Billing Portfolio:	Jacor \$10,180,000
Market TSL in Hours:	20.50	Pop per Station:	25,165		

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level
1 WKKO-F	C	123 / 15.8	13.9	13.1	14.2	11.7	14.3	1276 / 25.4	23.7	22.3	F WKKO-F
2 WVKF-F	CHR	74 / 9.5	9.2	11.1	11.5	10.2	10.3	1321 / 26.2	24.9	25.3	E WVKF-F
3 WRVF-F	AC	61 / 7.8	8.6	7.5	7.9	8.8	8.0	978 / 19.4	18.8	19.9	D WRVF-F
4 WWWW-F	AC	50 / 6.4	6.3	4.8	5.3	5.1	5.7	862 / 17.1	16.3	14.6	D WWWW-F
5 WSPD	FS	50 / 6.4	7.2	6.2	6.2	7.1	6.5	721 / 14.3	16.4	16.0	C WSPD
6 WIOT-F	AOR	42 / 5.4	7.5	8.0	6.9	6.2	7.0	792 / 15.7	18.4	17.0	D WIOT-F
7 WRQN-F	O	40 / 5.1	4.6	5.8	4.5	4.5	5.0	757 / 15.0	14.2	12.3	C WRQN-F
8 WBUZ-F	AOR	30 / 3.9	4.6	5.3	5.2	5.8	4.7	750 / 14.9	15.7	16.5	B WBUZ-F
9 WJZE-F	CL AOR	28 / 3.6	3.5	0.9	1.0	1.1	2.2	450 / 8.9	7.5	3.6	A WJZE-F
10 WIMX-F	B/AC	23 / 3.0	3.6	4.1	4.2	1.9	3.7	356 / 7.1	7.6	6.4	B WIMX-F
11 WJR	FS	23 / 3.0	2.4	3.3	3.3	3.6	3.0	453 / 9.0	9.4	10.1	C WJR
12 WCWA	ST	20 / 2.6	2.6	3.0	2.7	2.2	2.7	307 / 6.1	7.0	6.0	A WCWA
13 WXKR-F	AOR-P	12 / 1.5	1.0	1.7	1.7	3.1	1.5	392 / 7.8	5.7	11.2	B WXKR-F
14 CIMX-F	AOR-NR	11 / 1.4	1.0	1.0	1.5	1.2	1.2	296 / 5.9	5.6	5.8	CIMX-F
15 WLQR	B/O	9 / 1.2	1.2	1.2	1.4	2.5	1.2	165 / 3.3	5.0	5.9	A WLQR
16 WTWR-F	CHR	9 / 1.2	0.8	1.2	1.0	1.0	1.0	359 / 7.1	6.3	6.2	WTWR-F

12+ FM Share (Metro): 80.97 % (536 of 662) (Winter 96: 77.35 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WVKF-F >>	1 WKKO-F <	1 WKKO-F	1 WKKO-F >	1 WKKO-F >	1 WKKO-F >	1 WKKO-F >	1 WKKO-F >	1 WKKO-F >	1 WKKO-F	1 WKKO-F <
2 WKKO-F >	2 WVKF-F	2 WVKF-F	2 WVKF-F	2 WVKF-F <	2 WSPD <	2 WVKF-F	2 WRVF-F	2 WVKF-F	2 WVKF-F >	2 WSPD >
3 WBUZ-F	3 WIOT-F	3 WRVF-F	3 WRVF-F	3 WRVF-F	3 WRVF-F	3 WSPD	3 WSPD	3 WRVF-F	3 WSPD <	
4 WJLB-F	4 WBUZ-F	4 WIOT-F	4 WWWW-F	4 WWWW-F	4 WRQN-F <	4 WRVF-F	4 WWWW-F	4 WWWW-F <	4 WWWW-F	
5 WWWW-F	WWW-F >	5 WIOT-F	5 WIOT-F	5 WRQN-F <	5 WWWW-F	5 WWWW-F <	WVKF-F	5 WIOT-F	5 WIOT-F <	
6 WRVF-F		6 WJZE-F <	6 WIOT-F	6 WVKF-F	6 WRQN-F	6 WRQN-F	6 WIOT-F <	6 WRQN-F	6 WRVF-F	
							7 WRQN-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 WVKF-F	1 WVKF-F <	1 WVKF-F	1 WKKO-F <	1 WKKO-F	1 WIOT-F	1 WIOT-F	1 WIOT-F	1 WKKO-F	1 WKKO-F >
2 WKKO-F	2 WKKO-F >	WKKO-F >	2 WVKF-F <	2 WRVF-F	2 WBUZ-F >	2 WBUZ-F	2 WKKO-F	2 WIOT-F >	2 WIOT-F
3 WWWW-F	3 WRVF-F	3 WRVF-F	3 WRVF-F <	3 WVKF-F	3 WKKO-F	3 WKKO-F	3 WBUZ-F	3 WVKF-F <	3 WJZE-F
4 WRVF-F	WWW-F >	4 WWWW-F >	4 WWWW-F >>	4 WWWW-F >>	4 WVKF-F	4 WVKF-F >	4 WVKF-F	4 WBUZ-F <	WVKF-F <
5 WIMX-F	5 WIMX-F				5 WWWW-F >	5 WJZE-F	5 WJZE-F >>	5 WJZE-F	5 WRQN-F
								6 WRQN-F	6 WRVF-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WFOB	T	1430	Fostoria 0.4 1.4
WHMQ-F	C	107.7	N. Baltimore 0.4 1.6
WJUC-F	B	107.3	Swanton 0.4 1.0
WMTR-F	O	96.1	Archbold 0.9 2.7
WTOD	C	1560	Toledo 0.6 2.0
WVOI	B/G	1520	Toledo 0.9 2.2

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
CIDR-F	AOR-P	93.9	Windsor, ON 0.4 1.7
CKLW	N/T	800	Windsor, ON 0.4 1.8
CKWW	ST	580	Windsor, ON 0.4 1.7
WDFN	SPRST	1130	Detroit 0.4 0.6
WJLB-F	B	97.9	Detroit 1.0 3.8
WQTE-F	C	95.3	Adrian 0.8 1.9
WRIF-F	AOR	101.1	Detroit 0.4 1.6

TOLEDO

Consolidation Report	12+	25-54	Revenue
62nd Street, pend. WIMX-FM, WKKO-FM, WRQN-FM, WTOD-AM	24.5 %	26.4 %	30.7 %
Jacor WCWA-AM, WIOT-FM, WRVF-FM, WSPD-AM, WVKS-FM	31.7 %	29.3 %	48.2 %
	56.2 %	55.7 %	78.9 %

AM Stations

WCWA	1230	1 kw	Standards	Westwd, CBS	\$<20.00	Eastman	Jacor
WLQR	1470	1 kw (DA-2)	Black Oldies	ABC	\$<20.00	D&R	Midwestern
WSPD	1370	5 kw (DA-N)	Full Service	ABC, Talknt	\$36.00	Mc-Guild	Jacor

FM Stations

WBUZ	106.5	3 kw @ 328	AOR		\$20.00	Allied		Delta
WIMX	95.7	3.5 kw @ 433	Black AC		\$20.00	Katz	62nd St.	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	62nd St.	
WRQN	93.5	4.1 kw @ 397	Oldies	ABC	\$33.00	Katz	62nd St.	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 . . . 1/97 WJUC-F (107.3; Swanton) came on the air with a Black format . . . 3/97 Fritz sold these stations to 62nd Street: WIMX-F for \$2,300,000; WKKO-F for \$18,500,000; WRQN-F for \$4,200,000; WTOD for \$600,000

Jim Duncan

Comments: WKKO-F is at its highest level in over two years . . . WIOT-F registered its lowest 12+ share in two years . . . WBUZ-F is in a downtrend . . . WJZE-F is holding the gain it made when it switched to Classic AOR

TUCSON

Arbitron Rank: 60 Pop (12+)	652,900	Stations: 27 / 24	Last Year's Revenue: \$27,300,000
MSA Rank:	71	Diaries: 1,249/523:1/60.2%	Household Income: \$31,323
MSA Pop:	785,000	Sample Target: 1,190	Retail Dollars: \$7.3 Bil.
DMA:	80	% Below Line: 2.6	#1 Biller: KIIM-F \$5,100,000
Average Persons Rating:	16.4	% Not Listed: 12.6	#1 Billing Portfolio: SFX \$7,100,000
Market TSL in Hours:	22.25	Pop per Station: 27,204	

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1	KIIM-F	122 / 11.4	14.4	13.1	11.5	13.6	12.6	1504 / 23.0	24.3	28.1	G	KIIM-F
2	KMXZ-F	97 / 9.0	9.4	8.7	9.7	7.4	9.2	1266 / 19.4	18.1	20.7	F	KMXZ-F
3	KRQQ-F	82 / 7.6	8.5	9.5	7.4	6.8	8.3	1375 / 21.1	23.5	22.0	D	KRQQ-F
4	KLPX-F	68 / 6.3	7.5	6.6	6.5	6.3	6.7	1012 / 15.5	18.0	16.9	D	KLPX-F
5	KOHT-F	64 / 6.0	5.1	5.5	5.0	6.8	5.4	757 / 11.6	11.8	12.9	C	KOHT-F
6	KCEE	62 / 5.8	3.0	3.7	3.4	3.1	4.0	585 / 9.0	6.7	6.5	A	KCEE
7	KHYT-F	61 / 5.7	4.6	6.3	6.1	8.4	5.7	907 / 13.9	11.3	19.0	C	KHYT-F
	KNST	61 / 5.7	7.8	6.2	5.8	6.2	6.4	813 / 12.5	14.2	14.1	D	KNST
9	KWFM-F	53 / 4.9	4.7	4.5	5.5	4.8	4.9	965 / 14.8	15.0	14.0	D	KWFM-F
10	KKHG-F	49 / 4.6	4.5	3.7	4.7	4.9	4.4	831 / 12.7	12.7	14.0	C	KKHG-F
11	KFMA-F	46 / 4.3	3.5	3.6	3.6	2.5	3.7	757 / 11.6	10.9	10.1	A	KFMA-F
12	KTZR	27 / 2.5	1.9	2.6	2.6	1.3	2.4	273 / 4.2	3.7	3.7	A	KTZR
13	KSJM-F	18 / 1.7	1.2	0.8		0.7		357 / 5.5	4.6		A	KSJM-F
	KZLZ-F	18 / 1.7	0.8	2.0	2.1	2.1	1.6	208 / 3.2	3.1	4.1	C	KZLZ-F
	KGVY	18 / 1.7	2.0	1.9	2.9	2.4	2.1	198 / 3.0	3.3	3.1	A	KGVY
16	KTUC	15 / 1.4	1.4	1.4	1.7	2.0	1.5	308 / 4.7	5.9	6.8		KTUC
17	KXEW	12 / 1.1	1.0	1.1	1.5	1.0	1.2	184 / 2.8	3.0	2.1		KXEW
18	KSAZ	11 / 1.0	0.9	0.6	1.3	0.8	0.9	187 / 2.6	3.0	2.5		KSAZ

12+ FM Share (Metro): 73.88 % (693 of 938) (Winter 96: 76.07 %)

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 KRQQ-F	1 KRQQ-F <
2 KOHT-F >>	2 KLPX-F <	2 KMXZ-F	2 KMXZ-F <	2 KMXZ-F	2 KMXZ-F	2 KMXZ-F	2 KMXZ-F >	2 KMXZ-F	2 KIIM-F <	2 KFMA-F
3 KRQQ-F	3 KLPX-F <	3 KHYT-F	3 KHYT-F	3 KHYT-F	3 KCEE	3 KRQQ-F	3 KNST	3 KRQQ-F	3 KOHT-F	3 KIIM-F <
4 KFMA-F	4 KRQQ-F <	4 KLPX-F <	4 KLPX-F <	4 KLPX-F <	4 KNST	4 KLPX-F <	4 KCEE <	4 KLPX-F <	4 KFMA-F	4 KOHT-F
5 KOHT-F	5 KHYT-F	5 KKHG-F	5 KKHG-F	5 KKHG-F <	5 KWFM-F	5 KWFM-F <	5 KRQQ-F <	5 KHYT-F	5 KLPX-F	5 KNST
6 KMXZ-F	6 KOHT-F <	6 KRQQ-F	6 KRQQ-F	6 KWFM-F	6 KHYT-F	6 KNST	6 KHYT-F	6 KNST <	6 KNST	6 KWFM-F <
7 KHYT-F	7 KKHG-F	7 KWFM-F	7 KRQQ-F	7 KRQQ-F		7 KWFM-F <	7 KCEE <	7 KMXZ-F	7 KLPX-F	7 KLPX-F
							8 KLPX-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 KOHT-F	1 KLPX-F >	1 KLPX-F	1 KLPX-F	1 KHYT-F <
2 KMXZ-F	2 KRQQ-F	2 KHYT-F <	2 KMXZ-F	2 KMXZ-F	KLPX-F	2 KIIM-F	2 KIIM-F	2 KHYT-F	2 KLPX-F
3 KIIM-F	3 KOHT-F <	3 KOHT-F	3 KRQQ-F	3 KRQQ-F	KRQQ-F	3 KFMA-F	3 KFMA-F	3 KIIM-F	3 KMXZ-F <
	KOHT-F	4 KMXZ-F	KRQQ-F	4 KOHT-F	4 KFMA-F	KRQQ-F >	KHYT-F	4 KMXZ-F <	4 KIIM-F
5 KFMA-F	5 KFMA-F	5 KFMA-F	5 KHYT-F <	KHYT-F	5 KIIM-F >>	5 KOHT-F <	5 KKHG-F	5 KKHG-F	5 KKHG-F <
6 KLPX-F >>	6 KHYT-F	6 KKHG-F	6 KKHG-F	6 KKHG-F		6 KHYT-F <	6 KMXZ-F	6 KFMA-F	6 KWFM-F
		KMXZ-F		7 KWFM-F			KRQQ-F >	KRQQ-F	7 KNST

Consolidation Report	12+	25-54	Revenue
Journal Co. KFFN-AM, KKHG-FM, KMXZ-FM	14.3 %	18.5 %	22.7 %
Local KCUB-AM, KHYT-FM, KIIM-FM	17.9 %	21.1 %	25.6 %
Lotus KFMA-FM, KLPX-FM, KTKT-AM	11.1 %	11.9 %	11.0 %
SFX KCEE-AM, KNST-AM, KRQQ-FM, KWFM-FM	24.0 %	21.0 %	26.0 %
	67.4 %	72.5 %	85.3 %

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KCUB	C	1290	Tucson	0.8	2.4	
KEVT	REL	1030	Tucson	0.7	1.2	
KFFN	SPRTS	1490	Tucson	0.7	2.6	
KGMS-F	REL	97.1	Tucson	0.5	1.8	
KQTL	SP	1210	Sauhaunta	0.5	1.5	
KTKT	T	990	Tucson	0.5	3.0	
KVOI	REL	690	Tucson	0.4	1.3	

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KHOT-F	AOR-NR	100.3	Globe	0.5	1.9	
KYOT-F	J	95.5	Phoenix	0.5	1.5	

TUCSON

AM Stations

KCEE	940	1 kw/250 w (DA-2)	Standards	Westwd	\$20.00	D&R	SFX	
KCUB	1290	1 kw	Country	CNN	\$22.00	Katz		
KGYY	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	
KSAZ	580	5 kw/0.32 kw (DA-N)	Standards	ABC	\$ NA	---		Marana
KTUC	1400	1 kw	Talk	CBS, Westwd, Talknt	\$<20.00	---		
KTZR	1450	1 kw	Hispanic		\$<20.00	Lotus		
KXEW	1600	1 kw (DA-N)	Hispanic	CRC	\$<20.00	Lotus		

FM Stations

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	KCUB/KIIM	
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: * KXEW billings included with KOHT-F

TULSA

Arbitron Rank: 61 Pop (12+)	644,000	Stations:	27 / 24	Last Year's Revenue:	\$32,100,000
MSA Rank:	73	Diaries:	1,314/490:1/59.6%	Household Income:	\$37,148
MSA Pop:	754,000	Sample Target:	1,290	Retail Dollars:	\$7.5 Bil.
DMA:	59	% Below Line:	1.1	#1 Biller:	KWEN-F \$5,100,000
Average Persons Rating:	15.7	% Not Listed:	9.4	#1 Billing Portfolio:	Cox \$12,750,000
Market TSL In Hours:	20.75	Pop per Station:	26,833		

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level
1 KWEN-F	C	120 / 11.9	9.0	11.2	9.4	12.0	10.4	1511 / 23.5	23.5	25.0	G KWEN-F
2 KRMG	FS	84 / 8.3	10.5	9.8	9.8	8.7	9.6	1144 / 17.8	20.6	20.0	F KRMG
3 KMOD-F	AOR	80 / 7.9	8.4	6.3	6.2	5.7	7.2	917 / 14.2	16.0	13.2	E KMOD-F
4 KHTT-F	CHR	71 / 7.0	8.5	6.0	3.8	4.1	6.3	1402 / 21.8	20.1	13.8	C KHTT-F
5 KBEZ-F	SAC	64 / 6.3	4.6	5.3	6.6	6.4	5.7	923 / 14.3	13.9	15.9	E KBEZ-F
6 KMYZ-F	AOR-NR	54 / 5.3	5.9	7.8	6.9	7.8	6.5	901 / 14.0	15.0	15.7	D KMYZ-F
7 KJSR-F	O-70s	50 / 5.0	5.7	5.2	6.2	6.6	5.5	1031 / 16.0	17.3	13.6	D KJSR-F
8 KVOO-F	C	46 / 4.6	5.0	4.5	4.5	5.7	4.6	696 / 10.8	11.2	10.9	E KVOO-F
	KRAV-F	46 / 4.6	3.4	3.0	2.8	4.0	3.4	903 / 14.0	12.1	11.0	C KRAV-F
10 KJMM-F	B	45 / 4.5	2.7	4.0	2.8	3.2	3.5	498 / 7.7	5.6	6.2	B KJMM-F
11 KVOO	C	44 / 4.4	4.0	3.7	4.7	3.2	4.2	505 / 7.8	8.1	7.0	* KVOO
12 KQLL-F	O	37 / 3.7	3.9	5.7	5.4	4.3	4.7	791 / 12.3	12.4	13.1	C KQLL-F
13 KXOJ-F	REL	31 / 3.1	3.1	3.5	3.5	3.7	3.3	545 / 8.5	7.1	8.6	KXOJ-F
	KGTO	31 / 3.1	2.9	3.1	2.4	3.7	2.9	321 / 5.0	3.9	4.5	A KGTO
15 KCKI-F	C	26 / 2.6	3.4	3.3	3.3	2.8	3.1	466 / 7.2	11.2	10.0	C KCKI-F
16 KOAS-F	J	24 / 2.4	2.5	3.9	4.3	3.5	3.3	363 / 5.6	6.8	9.0	C KOAS-F
17 KCFM-F	CL	14 / 1.4	2.2	2.4	2.9	1.3	2.2	327 / 5.1	6.5	6.7	A KCFM-F

12+ FM Share (Metro): 79.45 % (727 of 915) (Winter 96: 80.28 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KHTT-F >	1 KMOD-F	1 KWEN-F <	1 KMOD-F <	1 KWEN-F	1 KWEN-F <	1 KWEN-F	1 KWEN-F <	1 KWEN-F >	1 KWEN-F	1 KWEN-F >
2 KMYZ-F >	KWEN-F <	2 KMOD-F >	2 KWEN-F >	2 KMOD-F >	2 KRMG >	2 KRMG	2 KRMG	2 KRMG <	2 KHTT-F <	2 KVOO
3 KWEN-F	3 KHTT-F	3 KHTT-F	3 KJSR-F <	3 KRMG <	3 KBEZ-F	3 KMOD-F >	3 KMOD-F <	3 KMOD-F <	3 KMYZ-F >	3 KHTT-F <
4 KJMM-F >>	4 KMYZ-F	4 KJSR-F <	4 KRAV-F <	4 KJSR-F <	4 KMOD-F	4 KHTT-F	4 KBEZ-F >	4 KHTT-F	4 KBEZ-F <	4 KMOD-F
	5 KRAV-F <	5 KRAV-F <	5 KHTT-F	5 KBEZ-F <	KVOO	5 KBEZ-F <	5 KHTT-F <	5 KBEZ-F <	5 KJMM-F	KRMG
	6 KJMM-F <	6 KMYZ-F	KRMG <	6 KRAV-F <	6 KVOO-F	6 KVOO <	6 KVOO-F <	6 KMYZ-F	KMOD-F <	
	7 KJSR-F	7 KRMG <	7 KBEZ-F	7 KHTT-F		7 KVOO-F <	7 KJSR-F <	7 KJSR-F <	7 KJSR-F	
						8 KJMM-F	8 KRAV-F	8 KRAV-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 KHTT-F	1 KHTT-F	1 KWEN-F	1 KWEN-F >	1 KWEN-F >	1 KMYZ-F >	1 KMOD-F	1 KMOD-F >	1 KMOD-F >	1 KMOD-F >
2 KWEN-F	KWEN-F	KJMM-F	2 KHTT-F <	2 KRAV-F <	2 KMOD-F	2 KMYZ-F >	2 KMYZ-F >	2 KWEN-F	2 KWEN-F
3 KMYZ-F	3 KJMM-F	3 KHTT-F	3 KRAV-F	3 KBEZ-F	KWEN-F	3 KWEN-F	3 KWEN-F	3 KMYZ-F	3 KRMG
4 KCKI-F	KRAV-F	KRAV-F	4 KBEZ-F	4 KHTT-F <	4 KHTT-F >	4 KHTT-F	KHTT-F	4 KJSR-F <	4 KJSR-F
	KRAV-F >	5 KCKI-F	5 KBEZ-F	5 KJMM-F <	5 KJSR-F	5 KJSR-F	5 KJSR-F	5 KRMG	5 KMYZ-F
		6 KBEZ-F	KCKI-F	6 KMOD-F	KVOO-F >	6 KVOO-F	6 KBEZ-F	6 KHTT-F	6 KVOO-F
		7 KJSR-F	7 KJSR-F	KCKI-F			KRAV-F		7 KBEZ-F
			KJSR-F <	8 KMOD-F					
				KRMG <					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KAKC	SPRTS	1300	Tulsa 0.6 2.8
KCFO-AF	REL	970	Tulsa 0.8 3.3
KQLL	SPRTS	1430	Tulsa 0.9 3.4
KTFX-F	C	102.3	Broken Arrow 0.5 2.2
KXOJ	REL	1550	Sapulpa 0.9 1.0

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KHJM-F	REL	100.3	Taft 0.6 2.3
KOMA-F	O	92.5	Oklahoma City 0.5 1.0

TULSA

Consolidation Report	12+	25-54	Revenue
Clear Channel KMOD-FM, KQLL-AM, KQLL-FM, KOAS-FM, KAKC-AM	15.5 %	20.3 %	21.8 %
Cox KJSR-FM, KGTO-AM, KWEN-FM, KRAV-FM, KRMG-AM	32.9 %	32.9 %	39.7 %
Great Empire KCKI-FM, KVOD-FM, KVOO-AM	11.6 %	8.9 %	14.3 %
Renda KHTT-FM, KBEZ-FM	13.3 %	11.8 %	14.6 %
Shamrock KCFM-FM, KMYZ-FM	6.7 %	5.1 %	8.7 %
	80.0 %	79.0 %	99.1 %

AM Stations

Station	Freq	Power	Service	Ad	Agency	Advertiser
KGTO	1050	1 kw/22 w	Standards	CNN, Westwd	\$<20.00	Allied Cox
KRMG	740	50 kw/25 kw (DA-2)	Full Service	ABC, Talknt	\$63.00	Katz Cox
KVOO	1170	50 kw (DA-N)	Country	ABC	\$ NA	D&R Great Empire

FM Stations

Station	Freq	Power	Service	Ad	Agency	Advertiser
KBEZ	92.9	100 kw @ 1318	Soft AC		\$53.00	Eastman Renda
KCFM	94.1	18 kw @ 817	Classical		\$ NA	Banner Shamrock Okmulgee
KCKI	99.5	100 kw @ 981	Country		\$<20.00	D&R Great Empire Henryetta
KHTT	106.9	100 kw @ 1010	CHR		\$38.00	Eastman Renda Muskogee
KJMM	105.3	3.4 kw @ 879	Black	AURN, ABC	\$<20.00	Unirep Bixby
KJSR	103.3	100 kw @ 1280	70's Oldies		\$45.00	Katz Cox
KMOD	97.5	100 kw @ 1327	AOR		\$64.00	Christal Clear Channel
KMYZ	104.5	70 kw @ 1130	AOR-New Rock	ABC	\$44.00	Banner Shamrock Pryor
KOAS	92.1	27 kw @ 656	Jazz		\$32.00	Banner Clear Channel Broken Arrow
KQLL	106.1	100 kw @ 1322	Oldies		\$37.00	Banner Clear Channel Owasso
KRAV	96.5	100 kw @ 1327	AC		\$30.00	Allied Cox
KVOO	98.5	100 kw @ 1226	Country	ABC	\$70.00	D&R Great Empire
KWEN	95.5	100 kw @ 1327	Country		\$98.00	Katz Cox
KXOJ	100.9	5 kw @ 360	Religion		\$ NA	Salem Sapulpa

Notes: * KVOO's revenue is included in KVOO-FM's total

Jim Duncan

Comments: KMOD-F held on to most of its gain from the Fall . . . KBEZ-F recovered from its terrible Fall book . . . KMYZ-F is in a downtrend, as it KQLL-F

WASHINGTON, DC

Arbitron Rank: 8 Pop (12+) 3,535,000	Stations: 36 / 32	Last Year's Revenue: \$195,600,000
MSA Rank: 5	Diaries: 4,204/841:1/52.7%	Household Income: \$64,369
MSA Pop: 4,590,000	Sample Target: 4,030	Retail Dollars: \$47.3 Bil.
DMA: 7	% Below Line: 1.9	#1 Biller: WPGC-F \$19,500,000
Average Persons Rating: 17.1	% Not Listed: 13.7	#1 Billing Portfolio: Chancellor (pend.) \$70,200,000
Market TSL in Hours: 22.25	Pop per Station: 110,469	

12+ Metro	Format	Winter 97		Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
		1/4	Share									J	WPGC-F
1	WPGC-F	B/CHR	392 / 6.5	6.1	6.1	5.6	6.5	6.1	6210 / 17.6	16.8	16.8	J	WPGC-F
2	WHUR-F	B/A/C	341 / 5.6	5.6	5.0	5.8	5.4	5.5	5026 / 14.2	13.4	13.5	G	WHUR-F
3	WKYS-F	B	309 / 5.1	4.8	4.2	4.8	4.1	4.7	5350 / 15.1	12.7	13.6	G	WKYS-F
4	WMAL	FS/T	293 / 4.9	4.7	4.0	4.2	4.0	4.4	4075 / 11.5	10.1	10.7	I	WMAL
5	WGAY-F	SAC	274 / 4.5	2.9	2.8	1.9	2.6	3.0	4434 / 12.5	9.6	9.1	F	WGAY-F
6	WBIG-F	O	273 / 4.5	3.7	5.3	4.9	4.4	4.6	4475 / 12.7	12.3	12.6	H	WBIG-F
7	WMZQ-F	C	270 / 4.5	6.0	5.3	6.4	5.3	5.5	3927 / 11.1	13.6	13.4	J	WMZQ-F
8	WWZZ-F	CHR/B	269 / 4.5	3.8	2.4	1.3	1.0	3.0	5407 / 15.3	14.9	5.0	C	WWZZ-F
9	WMMJ-F	B/A/C	256 / 4.2	4.2	4.5	4.6	4.9	4.4	3368 / 9.5	8.7	9.5	H	WMMJ-F
10	WGMS-F	CL	241 / 4.0	3.7	4.0	4.1	4.5	3.9	3479 / 9.8	8.9	11.3	H	WGMS-F
11	WRQX-F	AC/CHR	234 / 3.9	3.6	4.2	4.6	4.5	4.1	4713 / 13.3	13.0	13.8	I	WRQX-F
12	WASH-F	AC	231 / 3.8	4.9	5.1	5.1	4.8	4.7	4737 / 13.4	12.7	14.4	I	WASH-F
13	WJZW-F	J	227 / 3.8	3.1	4.0	3.4	3.2	3.6	3228 / 9.1	8.9	8.3	H	WJZW-F
14	WJFK-F	T/J	206 / 3.4	3.6	3.7	3.3	3.7	3.5	3035 / 8.6	11.0	8.9	J	WJFK-F
15	WWDC-F	AOR	182 / 3.0	3.5	3.9	3.5	3.7	3.5	4796 / 13.6	13.3	15.5	H	WWDC-F
16	WTOP	N	177 / 2.9	3.4	3.0	3.0	3.2	3.1	4449 / 12.6	13.2	13.9	I	WTOP
17	WHFS-F	AOR-NR	138 / 2.3	3.1	3.3	2.9	3.6	2.9	4023 / 11.4	11.9	13.5	I	WHFS-F
18	WARW-F	CL AOR	122 / 2.0	2.1	2.5	2.3	2.5	2.2	2814 / 8.0	7.7	9.8	G	WARW-F
19	WYCB	G	84 / 1.4	1.4	1.1	1.4	1.5	1.3	1110 / 3.1	3.4	3.0		WYCB
20	WPGC	B	70 / 1.2	0.3			0.4		850 / 2.4	1.3	1.6		WPGC
21	WTEM	SPRTS	69 / 1.1	1.0	0.9	1.0	1.3	1.0	1643 / 4.6	4.5	5.2	E	WTEM
22	WFRE-F	C	67 / 1.1	0.9	1.1	1.1	1.3	1.0	1048 / 3.0	2.4	2.9		WFRE-F
23	WOL	B/T	64 / 1.1	1.0	0.8	1.1	1.1	1.0	676 / 1.9	1.8	2.1	D	WOL

12+ FM Share (Metro): 81.61 % (4252 of 5210) (Winter 96: 82.72 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WPGC-F <	1 WPGC-F	1 WPGC-F	1 WHUR-F	1 WHUR-F	1 WMAL	1 WMAL <	1 WMAL <	1 WPGC-F	1 WPGC-F	1 WPGC-F <
2 WKYS-F	2 WKYS-F	2 WHUR-F	2 WPGC-F <	2 WBIG-F <	2 WGAY-F	2 WHUR-F <	2 WGAY-F <	2 WWZZ-F	2 WKYS-F	2 WHUR-F
3 WWZZ-F >	3 WWZZ-F	3 WKYS-F <	3 WRQX-F <	3 WPGC-F <	3 WGMS-F <	3 WJFK-F	3 WPGC-F <	3 WKYS-F <	3 WWZZ-F <	3 WKYS-F
4 WHUR-F <	4 WRQX-F <	4 WASH-F <	4 WRQX-F <	4 WBIG-F <	4 WPGC-F	4 WBIG-F <	4 WGMS-F <	4 WHUR-F	4 WHUR-F	4 WHUR-F
5 WJFK-F <	5 WWZZ-F	5 WMMJ-F	5 WMMJ-F <	5 WHUR-F	5 WKYS-F	5 WHUR-F <	5 WBIG-F <	5 WASH-F <	5 WASH-F <	5 WASH-F <
6 WRQX-F <	WASH-F <	WBIG-F <	6 WASH-F <	6 WJZW-F	6 WJZW-F	6 WGMS-F <	6 WGAY-F <	6 WMMJ-F <	6 WMMJ-F <	6 WMMJ-F <
7 WWDC-F <	7 WJFK-F <	7 WJZW-F <	7 WJZW-F <	7 WJZW-F <	7 WRQX-F	7 WMZQ-F <	7 WMZQ-F <	7 WJZW-F	7 WJZW-F	7 WJZW-F
8 WASH-F	8 WBIG-F <	8 WJFK-F <	8 WMZQ-F <	8 WMZQ-F	8 WMZQ-F	8 WKYS-F	8 WMAL	8 WMAL	8 WMAL	8 WMAL
9 WMZQ-F	9 WMMJ-F <	9 WMZQ-F				9 WMZQ-F	WRQX-F <	WHUR-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 WPGC-F	1 WPGC-F <	1 WHUR-F	1 WKYS-F <	1 WPGC-F	1 WJFK-F <	1 WJFK-F <	1 WJFK-F <
2 WKYS-F	2 WWZZ-F <	WRQX-F <	2 WHUR-F	2 WRQX-F <	2 WPGC-F	2 WKYS-F <	2 WPGC-F	2 WPGC-F	2 WHUR-F
3 WWZZ-F >>	3 WKYS-F	3 WHUR-F	3 WRQX-F <	3 WASH-F	3 WWDC-F	3 WJFK-F	3 WHUR-F	3 WKYS-F <	3 WJZW-F <
4 WRQX-F	4 WASH-F <	4 WASH-F	4 WASH-F	4 WMMJ-F <	4 WWZZ-F <	4 WWDC-F	4 WKYS-F	4 WHUR-F <	4 WBIG-F <
5 WHUR-F <	5 WWZZ-F	5 WKYS-F	5 WKYS-F	5 WBIG-F <	5 WJFK-F >	5 WWZZ-F	WWDC-F	5 WWDC-F	5 WPGC-F
6 WASH-F	6 WKYS-F	WWZZ-F <	6 WPGC-F	6 WPGC-F	6 WHFS-F	6 WHUR-F	6 WWZZ-F <	6 WJZW-F <	6 WMZQ-F <
	7 WMZQ-F <	7 WMMJ-F <	7 WMZQ-F <	7 WMZQ-F <	7 WMZQ-F	7 WMZQ-F	7 WMZQ-F <	7 WMZQ-F <	7 WMMJ-F <
			8 WBIG-F <	8 WGAY-F			WHFS-F	8 WHFS-F <	
			9 WMZQ-F						

WASHINGTON, DC

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
ABC/Disney, pend. WMAL-AM, WJZW-FM, WRQX-FM	12.6 %	13.0 %	18.0 %	WAFY-F AC 103.1 Middletown, MD	0.3	0.8	
Chancellor, pend. WASH-FM, WBIG-FM, WGAY-FM, WGMS-FM, WTOP-AM, WTEM-AM, WWRC-AM, WMZQ-FM	26.1 %	26.5 %	35.9 %	WAVA-F REL 105.1 Arlington, VA	0.9	3.7	
Radio One WOL-AM, WKYS-FM, WMMJ-FM	10.4 %	9.2 %	8.8 %	WFMD FS 930 Frederick, MD	0.4	1.0	
Westinghouse WPGC-FM, WPGC-AM, WARW-FM, WJFK-FM, WHFS-FM	15.4 %	16.2 %	27.1 %	WILC SP 900 Laurel, MD	0.8	1.9	
	64.5 %	64.9 %	89.8 %	WMDO SP 1540 Wheaton, MD	0.8	1.1	
				WRCY-F C 107.7 Warrenton, VA	0.3	1.9	
				WWDC ST 1260 Washington	0.5	1.7	
				WWRC T 980 Washington	0.8	3.3	
				WWVZ-F CHR/B 103.9 Braddock Hts., MD	0.2	0.7	
				Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
				WFLS-F C 93.3 Fredericksbg., VA	0.5	2.1	
				WIYY-F AOR 97.9 Baltimore	0.5	2.9	
				WRBS-F REL 95.1 Baltimore	0.4	1.1	
				WWMD-F EZ 104.7 Hagerstown, MD	0.5	1.1	

AM Stations

Station	Power	Format	Advertiser	Agency	Product	Station	Power	Format	Advertiser	Agency	Product
WMAL	630	5 kw (DA-2)	Full Svc/Talk	ABC	\$180.00	Katz	ABC/Disney				
WOL	1450	1 kw	Black Talk	ABC	\$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	Chancellor, pend.				
WWDC	1260	5 kw (DA-2)	Standards	Westwd	\$50.00	Christal					
WWRC	980	50 kw/5 kw (DA-2)	Talk	CNN, Westwd	\$54.00	Allied	Chancellor, pend.				
WYCB	1340	1 kw	Gospel	AURN	\$40.00	---					

FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Product	Station	Freq	Power	Format	Advertiser	Agency	Product
WARW	94.7	21 kw @ 771	Classic AOR	\$118.00	CBS	Westinghouse							
WASH	97.1	26 kw @ 686	AC	\$240.00	Banner	Chancellor, pend.							
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	Interp	Chancellor, pend.							
WGMS	103.5	44 kw @ 518	Classical	Westwd	\$195.00	Eastman	Chancellor						
WHFS	99.1	50 kw @ 460	AOR - New Rock	AP	\$180.00	Allied	Westinghouse	Annapolis, MD					
WHUR	96.3	24 kw @ 670	Black AC	ABC	\$152.00	D&R	Howard Univ.						
WJFK	106.7	22 kw @ 730	Talk/Jazz	Westwd	\$285.00	Infinity	Westinghouse	Manassas					
WJZW	105.9	28 kw @ 648	Jazz	\$178.00	Christal	ABC/Disney, pend.	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	Chancellor, pend.							
WPGC	95.5	50 kw @ 500	Black/CHR	\$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: WFRE-F - See Frederick, MD in the 1996 American Radio Small Market edition . . . 3/97 Viacom sold these stations to Chancellor: WBZS for \$4,000,000; WJZW-F for \$57,000,000; WMZQ-F for \$151,000,000 . . . 4/97 Chancellor sold WJZW-F to ABC/Disney for \$60,000,000

Jim Duncan

Comments: WKYS-F had its highest 12+ share in several years; the same was true for WMAL . . . WMZQ-F fell to its lowest share in many years despite having no strong competition in the Country format . . . WBIG-F recovered from its weak Fall book . . . WWZZ-F continued its strong growth with its four straight up book . . . WASH-F was down sharply

WEST PALM BEACH

Arbitron Rank: 49 Pop (12+)	865,700	Stations: 40 / 19	Last Year's Revenue: \$35,200,000
MSA Rank:	60	Diaries: 2,202/393:1/54.2%	Household Income: \$44,542
MSA Pop:	999,000	Sample Target: 2,130	Retail Dollars: \$12.4 Bil.
DMA:	45	% Below Line: 29.1	#1 Biller: WRMF-F \$7,000,000
Average Persons Rating:	16.4	% Not Listed: 11.3	#1 Billing Portfolio:
Market TSL in Hours:	21.75	Pop per Station: 45,563	American Radio Sys. \$17,700,000

12+ Metro	Format	Winter 97		Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
		1/4	Share									Level	Station
1	WEAT-F	121 / 8.5	8.3	7.2	7.2	7.2	7.2	7.8	1509 / 17.4	19.0	17.1	G	WEAT-F
2	WIRK-F	100 / 7.0	7.1	5.5	6.6	5.9	6.5	1159 / 13.4	14.8	13.4		G	WIRK-F
3	WRLX-F	96 / 6.7	9.0	7.3	6.9	6.2	7.5	1007 / 11.6	13.5	12.5		D	WRLX-F
4	WRMF-F	83 / 5.8	7.4	8.2	7.7	7.8	7.3	1184 / 13.7	14.9	15.2		H	WRMF-F
5	WKGR-F	83 / 4.4	4.2	4.1	4.0	3.8	4.2	914 / 10.6	11.4	10.8		E	WKGR-F
6	WPBZ-F	61 / 4.3	5.4	4.7	4.9	4.0	4.8	1022 / 11.8	12.6	11.6		D	WPBZ-F
7	WJNO-AA	58 / 4.1	4.2	4.4	4.7	4.8	4.3	883 / 10.0	9.7	11.2		E	WJNO-AA
8	WJBW-F	51 / 3.6	3.7	3.3	3.8	4.0	3.6	607 / 7.0	7.9	7.6		B	WJBW-F
9	WBZT	45 / 3.2	3.3	2.4	3.4	2.1	3.1	576 / 6.7	7.4	6.0		C	WBZT
10	WEDR-F	39 / 2.7	2.5	3.0	3.3	3.6	2.9	672 / 7.8	7.5	8.9			WEDR-F
11	WJNA	36 / 2.5	0.6					495 / 5.7	2.2				WJNA
	WHQT-F	35 / 2.5	1.0	1.2	1.5	1.8	1.5	496 / 5.7	4.8	6.5			WHQT-F
13	WOLL-F	33 / 2.3	1.9	1.7	2.2	2.8	2.0	561 / 6.5	7.5	8.7		C	WOLL-F
	WPOW-F	33 / 2.3	2.7	2.1	2.2	2.5	2.3	730 / 8.4	8.9	8.6			WPOW-F

12+ FM Share (Metro): 78.11 % (892 of 1142) (Winter 96: 79.14 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WPBZ-F >>	1 WIRK-F <	1 WEAT-F	1 WEAT-F <	1 WEAT-F	1 WRLX-F	1 WEAT-F	1 WEAT-F >	1 WEAT-F	1 WIRK-F	1 WRLX-F
2 WPOW-F >	2 WPBZ-F <	2 WIRK-F <	2 WRMF-F	2 WRMF-F	2 WEAT-F >	2 WRMF-F <	2 WRLX-F <	2 WIRK-F	2 WPBZ-F	2 WEAT-F
3 WEDR-F	3 WEAT-F >	3 WRMF-F	3 WIRK-F <	3 WIRK-F	3 WRMF-F <	3 WIRK-F	3 WRMF-F	3 WRMF-F <	3 WEAT-F <	WIRK-F
4 WIRK-F >	4 WRMF-F <	4 WKGR-F	4 WKGR-F >	4 WKGR-F >	4 WIRK-F	4 WRLX-F	4 WIRK-F	4 WRLX-F	4 WRLX-F <	
	5 WEDR-F <	5 WPBZ-F >	5 WPBZ-F <	5 WPBZ-F	5 WJNO-AA	5 WJNO-AA <	5 WBZT <	5 WJNO-AA <	5 WEDR-F <	
	6 WKGR-F <		6 WOLL-F <	WOLL-F <	WJBW-F	6 WKGR-F	6 WKGR-F	6 WPBZ-F	6 WPOW-F	
			7 WHQT-F	7 WHQT-F			7 WJNO-AA	WKGR-F	7 WKGR-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 WIRK-F	1 WEAT-F	1 WEAT-F	1 WEAT-F	1 WEAT-F	1 WPBZ-F >	1 WPBZ-F >	1 WPBZ-F	1 WKGR-F	1 WKGR-F
2 WEAT-F	2 WIRK-F >	2 WIRK-F <	2 WRMF-F	2 WRMF-F	2 WZTA-F	2 WKGR-F	2 WKGR-F	2 WPBZ-F	2 WEAT-F
3 WEDR-F	3 WRMF-F >	3 WRMF-F >>	3 WIRK-F >>	3 WIRK-F >	WIRK-F >	WIRK-F <	3 WZZR-F	WIRK-F	WIRK-F
4 WPOW-F	4 WPBZ-F	4 WOLL-F	4 WHQT-F	4 WKGR-F	4 WCLB-F	4 WZTA-F <	4 WIRK-F	4 WEAT-F	4 WRMF-F
WPBZ-F	WEDR-F	WPBZ-F	WKGR-F <	5 WHQT-F <	WPOW-F >	5 WZZR-F	5 WZTA-F	5 WRMF-F	5 WPBZ-F
6 WRMF-F >>	6 WPOW-F	WHQT-F	6 WPBZ-F <	6 WOLL-F >		6 WEAT-F	6 WEAT-F	6 WZZR-F <	6 WZZR-F
		7 WRMA-F						7 WZTA-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume	
WCLB-F	C	95.5	Ft. Pierce	1.7	6.2
WDBF	ST	1420	Delray Beach	1.5	3.8
WEAT	N	850	W. Palm Beach	1.1	5.7
WMBX-F	AC/CHR	102.3	Jensen Beach	1.1	3.7
WPOM	B	1600	Riviera Beach	0.9	2.3
WSBR	T	740	Boca Raton	0.4	2.2
WSWN	B	900	Belle Glade	0.5	1.2

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume	
WAMR-F	SP	107.5	Miami	1.0	2.5
WBG-G	O-70S	105.9	Ft. Lauderdale	1.1	4.6
WFLC-F	AC	97.3	Miami	0.7	3.0
WHYI-F	CHR/AC	100.7	Ft. Lauderdale	1.4	5.8
WINZ	N	940	Miami	0.4	2.0
WIOD	N/T	610	Miami	1.6	3.4
WKIS-F	C	99.9	Boca Raton	1.1	4.3
WLVE-F	J	93.9	Miami	1.9	4.5
WLYF-F	SAC	101.5	Miami	1.1	3.5
WMXJ-F	O	102.7	Pompano Beach	1.8	6.2
WPLL-F	AOR-P	103.5	Ft. Lauderdale	1.0	5.7
WQAM	SPRTS	560	Miami	0.8	2.6
WRBD	B	1470	Pompano Beach	0.6	1.2
WRMA-F	SP	106.7	Ft. Lauderdale	1.1	2.4
WRTO-F	SP	98.3	Goulds	0.6	1.5
WTMI-F	CL	93.1	Miami	1.8	5.1
WZTA-F	AOR	94.9	Miami Beach	1.8	6.5
WZZR-F	AOR	92.7	Stuart	1.8	4.5

WEST PALM BEACH

AM Stations

WBZT	1290	5 kw (DA-N)	Talk	ABC, CBS	\$26.00	Katz	Amer. Radio Sys.	
WEAT	850	5 kw/1 kw (DA-2)	News	CBS, AP	\$ NA	Katz	Amer. Radio Sys.	
WJNA	1040	10 kw/1 kw (DA-2)	Standards	ABC	\$ NA	Allied	Fairbanks	Boynton Beach
WJNO	1230	1 kw	News/Talk	ABC	\$73.00	Allied	Fairbanks	

FM Stations

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	---		Jupiter
WKGR	98.7	100 kw @ 1380	Classic AOR	UPI	\$79.00	Katz	Amer. Radio Sys.	Ft. Pierce
WMBX	102.3	25 kw @ 328	AC/CHR		\$ NA	Katz	Palm Beach	Jensen Beach
WOLL	94.3	6 kw @ 328	Oldies		\$41.00	Allied	Amer. Radio Sys.	Riviera Beach
WPBZ	103.1	50 kw @ 482	AOR-New Rock	ABC	\$30.00	Christal	Palm Beach	Indiantown
WRLX	92.1	7 kw @ 499	Easy Listening		\$52.00	Allied	Fairbanks	
WRMF	97.9	100 kw @ 1350	AC		\$140.00	Blair (?)	Fairbanks	

Notes: Other ranked stations -- See Miami ... 2/97 WHLG-F (102.3; Jensen Beach) became an upgrade/move-in to the market; format: AC/CHR ... 3/97 WHLG-F changed calls to WMBX-F ... 4/97 WRLX-F shifted from Easy Listening to Soft AC (after Winter survey)

Jim Duncan

Comments: WRMF-F finally is feeling the effects of increased format competition and it had its lowest share in, perhaps, decades ... In response, Fairbanks has changed WRLX-F to more of a Soft AC presentation ... Standards WJNA has become viable so far as ratings go; the station also had a 2 share in Miami

***** 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	

WICHITA

Arbitron Rank: 90 Pop (12+) 409,700	Stations: 20 / 20	Last Year's Revenue: \$19,600,000
MSA Rank: 103	Diaries: 1,025/400:1/60.7%	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 \$5,300,000
Average Persons Rating: 16.0	% Not Listed: 10.2	#1 Billing Portfolio: Great Empire \$6,800,000
Market TSL in Hours: 21.00	Pop per Station: 20,485	

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level		
1	KFDI-F	C	72 / 11.0	8.1	10.6	10.5	12.7	10.1	858 / 21.0	16.8	23.4	G	KFDI-F
2	KRBB-F	AC	49 / 7.5	7.8	6.4	5.9	5.5	6.9	661 / 16.1	13.7	13.4	C	KRBB-F
	KZSN-F	C	49 / 7.5	9.8	9.2	10.2	8.8	9.2	742 / 18.1	17.7	19.1	D	KZSN-F
4	KKRD-F	CHR	47 / 7.2	7.3	6.8	6.6	5.5	7.0	883 / 21.6	21.8	18.0	C	KKRD-F
5	KRZZ-F	AOR/CL	44 / 6.7	5.8	6.3	6.4	6.3	6.3	607 / 14.8	15.2	15.6	C	KRZZ-F
6	KICT-F	AOR	38 / 5.8	6.6	9.2	5.9	7.0	6.9	567 / 13.8	15.2	14.6	C	KICT-F
7	KEYN-F	O	37 / 5.6	5.7	5.3	7.7	5.8	6.1	641 / 15.7	15.6	15.1	C	KEYN-F
8	KWSJ-F	J	31 / 4.7	3.2	4.0	3.1	4.1	3.8	389 / 9.5	9.0	11.5	B	KWSJ-F
9	KDGS-F	B	30 / 4.6	4.4	6.3	4.5	5.5	4.9	481 / 11.7	9.7	9.2	B	KDGS-F
	KLLS-F	O-70S	30 / 4.6	5.2	2.7	3.0	4.5	3.9	430 / 10.5	13.1	10.9	B	KLLS-F
	KOEZ-F	SAC	30 / 4.6	3.8	4.5	2.7	3.4	3.9	293 / 7.1	9.0	8.6	B	KOEZ-F
12	KTLI-F	REL	27 / 4.1	2.6	2.3	3.1	3.2	3.0	318 / 7.8	6.2	7.4	A	KTLI-F
13	KFDI	C/FS	25 / 3.8	4.0	3.5	6.3	5.7	4.4	368 / 9.0	10.3	8.9	-	KFDI
14	KNSS	N/T	19 / 2.9	4.4	3.4	4.4	4.8	3.8	387 / 9.4	12.8	12.2	C	KNSS
15	KYQQ-F	C	17 / 2.6	1.8	3.7	3.4	2.9	2.9	337 / 8.2	8.2	8.7	A	KYQQ-F
16	KFH	T	13 / 2.0	4.3	2.1	2.5	2.8	2.7	225 / 5.5	9.7	9.3		KFH

12+ FM Share (Metro): 86.78 % (512 of 590) (Winter 96: 75.02 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight	
1	KKRD-F	1 KRZZ-F >	1 KRBB-F <	1 KRBB-F <	1 KRBB-F	1 KFDI-F >>	1 KFDI-F >	1 KFDI-F	1 KFDI-F	1 KKRD-F <	1 KRBB-F
2	KDGS-F >	2 KICT-F >	2 KRZZ-F	2 KRZZ-F	2 KRZZ-F <	2 KEYN-F <	2 KRBB-F <	2 KRZZ-F <	2 KZSN-F	2 KDGS-F >	2 KFDI-F
3	KICT-F >>	3 KZSN-F	3 KZSN-F	3 KZSN-F	3 KZSN-F <	3 KRBB-F <	3 KZSN-F <	3 KRBB-F <	3 KRBB-F <	3 KICT-F	3 KICT-F
4	KKRD-F	4 KKRD-F <	4 KKRD-F <	4 KLLS-F <	4 KEYN-F <	4 KWSJ-F <	4 KKRD-F	4 KZSN-F	4 KRZZ-F <	4 KFDI-F <	
5	KRBB-F >	5 KICT-F <	5 KICT-F <	5 KTLI-F	5 KLLS-F	5 KOEZ-F <	5 KRZZ-F	5 KEYN-F <	5 KKRD-F	5 KRBB-F	
6	KTLI-F	6 KLLS-F <	6 KKRD-F <	6 KFDI-F	6 KFDI	6 KFDI <	6 KWSJ-F <	6 KEYN-F <	6 KEYN-F <	6 KZSN-F <	
7	KLLS-F	7 KTLI-F <	7 KWSJ-F	7 KWSJ-F	7 KTLI-F <	7 KZSN-F	7 KICT-F <	7 KLLS-F	7 KICT-F <	7 KRZZ-F <	
		8 KEYN-F <	KFDI-F	8 KKRD-F	8 KKRD-F	8 KEYN-F	KOEZ-F	8 KLLS-F <	8 KTLI-F <	8 KTLI-F <	
			KEYN-F	KWSJ-F >				9 KDGS-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	KICT-F	1 KKRD-F	1 KTLI-F	1 KRBB-F >	1 KRBB-F >	1 KICT-F >	1 KRZZ-F	1 KRZZ-F >	1 KRZZ-F	1 KRZZ-F
2	KKRD-F	KTLI-F <	2 KRBB-F	2 KKRD-F	2 KEYN-F	2 KRZZ-F >	2 KICT-F	2 KLLS-F	2 KLLS-F <	2 KLLS-F
	KDGS-F	3 KRBB-F	3 KKRD-F	KZSN-F <	KTLI-F	3 KKRD-F	3 KZSN-F	KZSN-F	3 KICT-F <	3 KZSN-F
	KZSN-F >>	KZSN-F	4 KZSN-F	4 KTLI-F	KZSN-F	KEYN-F	4 KLLS-F	4 KICT-F	4 KZSN-F	4 KEYN-F
		5 KICT-F	5 KRZZ-F	5 KRZZ-F <	5 KFDI-F <	KRBB-F	5 KKRD-F	5 KKRD-F	5 KRBB-F	KFDI-F
		6 KDGS-F	6 KFDI-F	6 KEYN-F	6 KKRD-F <	KZSN-F >	6 KRBB-F	6 KTLI-F	6 KKRD-F	KRBB-F <
			KRZZ-F	KWSJ-F	7 KRZZ-F <		7 KYQQ-F	KYQQ-F	7 KEYN-F <	7 KWSJ-F
				8 KFDI-F	8 KWSJ-F >		KQAM	KQAM	8 KFDI-F	KICT-F

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
Capstar, pend. KNSS-AM, KKRD-FM, KRZZ-FM	16.8 %	17.6 %	21.7 %	KJRG	REL	950	1.1
Great Empire KFDI-FM, KFDI-AM, KICT-FM, KLLS-FM, KYQQ-FM	27.8 %	22.6 %	34.3 %	KQAM	T	1410	1.7
Local KDGS-FM, KSPG-FM	6.3 %	4.8 %	4.0 %	KSGI	REL	900	0.5
Triathlon KZSN-FM, KWSJ-FM, KZSN-AM, KQAM-AM, KFJ-AM, KRBB-FM	23.4 %	28.8 %	26.8 %	KSPG-F	C	98.7	1.7
	74.3 %	73.8 %	86.8 %				

WICHITA

AM Stations

KFDI	1070	10 kw/1 kw (DA-N)	Country/Full Svc.	ABC	\$45.00	Allied	Great Empire
KFH	1330	5 kw (DA-N)	Talk	CBS, Westwd, ABC	\$<20.00	Eastman	Triathlon
KNSS	1240	1 kw	News/Talk	Westwd, CNN, Tiknt	\$27.00	D&R	Capstar, pend.
KQAM	1410	5 kw/1 kw (DA-2)	Talk	CBS, SBUSA	\$<20.00	Eastman	Triathlon

FM Stations

KDGS	93.9	25 kw @ 328	Black		\$ NA	---	KSPG-F	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	Capstar, pend.	
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	Capstar, pend.	Derby
KSPG	98.7	50 kw @ 492	Country		\$ NA	Allied	KDGS-F	Cleanwater
KTLI	99.1	100 kw @ 515	Religion	USA	\$<20.00	Salem		El Dorado
KWSJ	105.3	100 kw @ 993	Jazz		\$ NA	Katz	Triathlon	Hayesville
KYQQ	106.5	100 kw @ 1280	Country	ABC	\$20.00	---	Great Empire	Arkansas City
KZSN	102.1	100 kw @ 1032	Country		\$60.00	Katz	Triathlon	Hutchinson

Notes: * KFDI's billings included with KFDI-FM . . . 4/97 SFX traded KNSS/KKRD-F/KRZZ-F (+ WGNE-F Daytona Beach) for WESC-AF/WTPT-F Greenville-Spartanburg

Jim Duncan

Comments: KFDI-F is back on top after a weak Fall book . . . KRBB-F held on to its recent gains . . . KICT-F has declined sharply since the Summer 1996 book . . . KKRD-F had its fourth straight up book . . . KWSJ-F is showing well with its Jazz format . . . KOEZ-F had its highest 12+ share in several years

WILKES BARRE-SCRANTON

Arbitron Rank: 62 Pop (12+) 638,800	Stations: 40 / 31	Last Year's Revenue: \$22,200,000
MSA Rank: 82	Diaries: 1,277/500:1/59.2%	Household Income: \$35,244
MSA Pop: 630,000	Sample Target: 1,270	Retail Dollars: \$5.6 Bil.
DMA: 49	% Below Line: 5.9	#1 Biller: WKRZ-F \$5,000,000
Average Persons Rating: 17.9	% Not Listed: 13.4	#1 Billing Portfolio:
Market TSL in Hours: 24.25	Pop per Station: 20,606	Sinclair TV \$8,730,000

12+ Metro	Format	Winter 97		Fall 96	Sum 96	Spq 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
		1/4	Share									Level	Station
1	WKRZ-FF	CHR	135 / 11.8	11.7	12.8	12.2	12.1	12.1	1993 / 31.2	28.0	30.2	G	WKRZ-FF
2	WGGY-F	C	122 / 10.7	9.3	10.1	7.7	8.4	9.4	1377 / 21.5	21.1	18.1	D	WGGY-F
3	WMGS-F	AC	74 / 6.5	9.3	8.9	9.7	9.6	8.6	1034 / 16.2	18.4	19.0	D	WMGS-F
4	WEZX-F	AOR/CL	58 / 5.1	6.4	5.2	5.4	6.6	5.5	789 / 12.4	13.2	15.1	C	WEZX-F
5	WEJL-AA	ST/FS	54 / 4.7	3.2	4.2	4.3	4.0	4.1	581 / 9.1	7.7	9.9	A	WEJL-AA
6	WILK-AA	T/N	51 / 4.5	4.4	4.2	3.5	3.6	4.1	582 / 9.1	9.6	10.1	B	WILK-AA
7	WNAK	ST/FS	50 / 4.4	3.4	3.6	3.0	5.3	3.6	390 / 6.1	5.9	4.8	B	WNAK
8	WBHT-F	CHR	49 / 4.3	3.6	4.8	4.8	3.2	4.4	952 / 14.9	13.1	13.6	B	WBHT-F
9	WZMT-F	AOR	48 / 4.2	4.5	3.6	2.8	4.1	3.8	789 / 12.3	12.0	10.1	B	WZMT-F
10	WARM-AF	FS	46 / 4.0	3.6	4.5	3.6	3.9	3.9	634 / 9.9	11.5	12.6	C	WARM-AF
11	WHLM-F	AC/CHR	33 / 2.9	1.7	1.6	1.8	1.6	2.0	361 / 5.6	4.0	4.5	A	WHLM-F
12	WSGD-FF	O	29 / 2.5	4.0	2.8	1.8	2.4	2.8	405 / 6.3	7.0	6.0	B	WSGD-FF
13	WWSH-FF	SAC	23 / 2.0	1.9	3.3	2.5	2.0	2.4	433 / 6.8	7.0	8.2	A	WWSH-FF
14	WWDL-F	SAC	18 / 1.6	1.2	0.8	0.4	1.0	1.0	190 / 3.0	2.9	2.9	A	WWDL-F
15	WQFM-F	O	17 / 1.5	1.4	2.3	1.8	2.5	1.8	349 / 5.5	4.2	7.8	A	WQFM-F
	WICK	EZ	17 / 1.5	0.6	1.1	0.8	0.8	1.0	189 / 3.0	2.1	2.7	A	WICK
17	WSBG-F	CHR	16 / 1.4	1.4	2.7	2.3	1.6	2.0	316 / 5.0	4.9	5.0	A	WSBG-F
18	WMXH	ST	15 / 1.3		0.5				117 / 1.8				WMXH
19	WHCY-F	C	14 / 1.2	1.3	0.8	0.7	0.9	1.0	153 / 2.4	3.2	2.3		WHCY-F
20	WKAB-F	AC	13 / 1.1	1.4	1.3	1.4	1.7	1.3	170 / 2.7	2.9	3.6		WKAB-F

12+ FM Share (Metro): 76.65 % (719 of 938) (Winter 96: 75.02 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WKRZ-FF	1 WKRZ-FF >>	1 WKRZ-FF >	1 WKRZ-FF	1 WKRZ-FF	1 WGGY-F >	1 WKRZ-FF >	1 WKRZ-FF	1 WKRZ-FF <	1 WGGY-F >	1 WGGY-F >
2 WBHT-F >	2 WZMT-F <	2 WGGY-F	2 WGGY-F	2 WGGY-F >	2 WMGS-F <	2 WGGY-F	2 WGGY-F	2 WGGY-F >	2 WKRZ-FF	2 WARM-AF
3 WGGY-F >	3 WGGY-F <	3 WEZX-F <	3 WMGS-F	3 WMGS-F	3 WKRZ-FF <	3 WARM-AF	3 WILK-AA <	3 WMGS-F <	3 WBHT-F <	
	4 WBHT-F	4 WMGS-F	WEZX-F	4 WEZX-F >	4 WEJL-AA <	4 WMGS-F	4 WMGS-F	4 WEZX-F	4 WMGS-F	4 WMGS-F
	WEZX-F >>	5 WZMT-F	5 WZMT-F >	5 WZMT-F	5 WNAK <	5 WZMT-F <	5 WEJL-AA	5 WBHT-F	5 WEZX-F	5 WEZX-F
		6 WBHT-F >		6 WSGD-FF	6 WILK-AA <	6 WEZX-F		6 WZMT-F >		6 WZMT-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-FF >	1 WKRZ-FF >>	1 WKRZ-FF >>	1 WKRZ-FF >	1 WKRZ-FF	1 WBHT-F <	1 WKRZ-FF	1 WKRZ-FF	1 WKRZ-FF	1 WKRZ-FF
2 WBHT-F >	2 WGGY-F	2 WGGY-F >	2 WGGY-F	2 WGGY-F	2 WKRZ-FF	2 WZMT-F	WZMT-F <	2 WEZX-F <	2 WEZX-F <
3 WGGY-F	3 WBHT-F	3 WMGS-F >	3 WMGS-F >	3 WMGS-F >>	3 WGGY-F	3 WEZX-F >	3 WEZX-F >>	3 WZMT-F <	3 WGGY-F
4 WHLM-F	4 WMGS-F	4 WBHT-F	4 WBHT-F	4 WEZX-F <	WZMT-F >	4 WBHT-F	4 WGGY-F	4 WGGY-F >	4 WZMT-F >
WMGS-F	5 WEZX-F	WEZX-F	5 WEZX-F >	5 WSGD-FF	5 WEZX-F >>	WGGY-F >>	WZZO-F >>	5 WBHT-F >	5 WSGD-FF
WZMT-F	6 WZMT-F	6 WWSH-FF		WWSH-FF					WMGS-F
WSBG-F									

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAZL	T	1490	Hazleton 1.0 1.5
WCDL	C	1440	Carbondale 0.5 1.0
WEMR-F	AC	107.7	Tunhannock 0.4 0.8
WKXP-F	C	95.9	Benton 0.7 1.8
WVPO	AC	840	Stroudsburg 1.0 1.7

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WABC	T	770	New York 1.0 1.9
WAEB-F	CHR	104.1	Allentown 0.4 2.2
WILQ-F	C	105.1	Williamsport 0.5 1.2
WJZ-F	J	106.1	Philadelphia 0.5 0.9
WKS-B	AC	102.7	Williamsport 0.4 1.4
WLEV-F	AC	96.1	Easton 0.6 2.0
WODE-F	O	99.9	Easton 1.0 3.5
WRNJ-F	C	107.1	Belvidere, NJ 0.5 2.2
WZZO-F	AOR	95.1	Bethlehem 1.0 2.6

WILKES BARRE-SCRANTON

Consolidation Report	12+	25-54	Revenue
Citadel, pend. WAZL-AM, WARM-AM, WZMT-FM, WMGS-FM	15.5 %	15.9 %	20.9 %
Local - 1 WYCK-AM, WICK-AM, WWDL-FM	3.1 %	2.5 %	%
Local - 2 WDLS-FM, WSGD-FM	2.5 %	4.6 %	2.4 %
Shamrock WBAX-AM, WEJL-AM, WEZX-FM, WQFM-FM	11.2 %	11.1 %	9.9 %
Sinclair TV WILK-AM, WWFH-FM, WKRZ-FM, WILT-AM, WGGY-FM, WGBI-AM, WKRF-FM	27.7 %	30.4 %	39.3 %
	60.1 %	64.5 %	72.5 %

AM Stations

Call	Freq	Power	Service	Station	Price	Buyer	Seller	Location
WARM	590	5 kw (DA-2)	Full Service	Westwd, Talknt	\$33.00	Eastman	Citadel, 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
WICK	1400	1 kw	Easy Listening	ABC	\$ NA	Roslin	WWDL	
WILK	980	5 kw/1 kw (DA-N)	Talk/News	CBS, ABC	\$25.00	Katz	Sinclair TV	
WMXH	750	1.6 kw (Days)	Standards	CNN	\$ NA	---		Olyphant
WNAK	730	1 kw/12 w	Standards/Full Svc.	Westwd	\$24.00	K&P		Nanticoke

FM Stations

Call	Freq	Power	Service	Station	Price	Buyer	Seller	Location
WBHT	97.1	0.5 kw @ 1102	CHR		\$27.00	Eastman		Mountaintop
WDLS	93.7	1.5 kw @ 697	See WSGD-F					Dalías
WEZX	106.9	1.45 kw @ 617	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/CHR	Westwd	\$17.00	Banner		Bloomsburg
WKAB	103.5	4.1 kw @ 387	Oldies	ABC	\$ NA	Katz		Berwick
WKQV	95.7	0.3 kw @ 1010	See WARM					Olyphant
WKRF	107.9	5.7 kw @ 335	See WKRZ-F					Tobyhanna
WKRZ	98.5	8.7 kw @ 1172	CHR		\$80.00	Katz	Sinclair TV	
WMGS	92.9	5.3 kw @ 1383	AC		\$55.00	Eastman	Citadel, 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	WICK	
WWFH	103.1	1.4 kw @ 679	See WWSH-F				Sinclair TV	Freeland
WWSH	102.3	3 kw @ 72	Soft AC		\$<20.00	---		Pittston
WZMT	97.9	26 kw @ 672	AOR	Westwd	\$26.00	K&P	Citadel, pend.	Hazleton

Notes: 2/97 WKRF-F sold to Sinclair TV for \$150,000 . . . 3/97 Telemedia sold these stations to Citadel: WARM for \$2,000,000; WAZL for \$800,000; WMGS-F for \$8,000,000; WZMT-F for \$4,200,000

Jim Duncan

Comments: WGGY-F had its highest 12+ share in more than two years; perhaps, ever . . . WMGS-F is in a sharp one-book decline and had its lowest share in more than two years . . . Hang in there, WNAK!

YORK

Arbitron Rank: 103 **Pop (12+)** 377,300
MSA Rank: 134
MSA Pop: 445,000
DMA: 44 (w/Harris., Lanc.)
Average Persons Rating: 16.1
Market TSL in Hours: 21.50

Stations: 39 / 11
Diaries: 1,429/264:1/68.9%
Sample Target: 1,380
% Below Line: 44.0
% Not Listed: 8.4
Pop per Station: 34,300

Last Year's Revenue: \$15,100,000
Household Income: \$42,800
Retail Dollars: \$4.0 Bil.
#1 Biller: WARM-F \$5,100,000
#1 Billing Portfolio: Susquehanna \$7,700,000

12+ Metro	Format	Winter 97 1/4 Share	Fall 96	Sum 96	Spg 96	Win 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 96	Win 96	Revenue Level	
1	WGTY-F	C	63 / 10.4	10.7	9.9	9.7	9.9	10.2	731 / 19.4	18.8	19.1	D
2	WARM-F	AC	61 / 10.0	12.6	11.8	10.8	12.0	11.3	776 / 20.6	23.8	22.2	F
3	WYCR-F	CHR	38 / 6.3	4.9	5.4	5.1	4.9	5.4	752 / 19.9	18.2	17.7	C
4	WQXA-F	AOR-NR	35 / 5.8	4.6	4.9	5.1	3.4	5.1	558 / 14.8	13.3	11.1	C
5	WRKZ-F	C	33 / 5.4	6.4	5.4	7.8	8.4	6.3	558 / 14.8	16.0	18.5	C
6	WEGK-F	CL AOR	32 / 5.3	3.2	4.5	3.2	3.1	4.0	484 / 12.8	10.7	9.4	B
7	WROZ-F	SAC	29 / 4.8	4.1	4.9	4.3	4.4	4.5	549 / 14.6	12.0	13.2	D
8	WSBA	FS	28 / 4.6	5.1	5.7	4.4	5.3	5.0	472 / 12.5	14.9	15.4	D
9	WRVV-F	AC/CHR	23 / 3.8	2.4	3.5	3.3	3.7	3.2	312 / 8.3	7.6	7.9	D
10	WTPA-F	AOR	21 / 3.5	4.6	3.8	3.5	3.4	3.8	406 / 10.8	10.1	9.6	D
11	WWMD-F	EZ	19 / 3.1	2.7	1.8	2.2	2.9	2.4	253 / 8.7	5.1	5.5	D
	WHP	FS	19 / 3.1	3.0	2.1	2.1	2.8	2.6	243 / 6.4	7.8	6.8	D
13	WWKL-F	O	15 / 2.5	2.9	2.1	2.5	2.9	2.5	298 / 7.9	8.0	9.9	D
14	WDAC-F	REL	14 / 2.3	1.9	1.6	1.7	2.4	1.9	195 / 5.2	4.2	5.7	D

12+ FM Share (Metro): 84.92 % (473 of 557) (Winter 96: 82.09 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WYCR-F >>	1 WQXA-F	1 WARM-F <	1 WARM-F <	1 WARM-F <	1 WGTY-F <	1 WGTY-F	1 WARM-F	1 WARM-F <	1 WYCR-F	1 WGTY-F >
2 WQXA-F >>	WARM-F	2 WGTY-F	2 WGTY-F	2 WGTY-F >	2 WARM-F >	2 WARM-F <	2 WGTY-F >	2 WGTY-F	2 WGTY-F	2 WARM-F
	3 WYCR-F	3 WEGK-F	3 WEGK-F	3 WEGK-F	3 WSBA	3 WQXA-F >	3 WRKZ-F <	3 WYCR-F	3 WQXA-F	3 WRKZ-F
	WYCR-F <	4 WQXA-F	4 WQXA-F	4 WQXA-F <	4 WRKZ-F <	4 WSBA	4 WEGK-F <	4 WEGK-F	WARM-F	WEGK-F
	5 WTPA-F	5 WROZ-F <	5 WRVV-F <	5 WRKZ-F <	5 WWMD-F	5 WRKZ-F <	5 WROZ-F	5 WQXA-F	WROZ-F <	WROZ-F <
	WROZ-F	6 WYCR-F	6 WRKZ-F	6 WROZ-F <	WHP	6 WYCR-F <	6 WYCR-F <	WRKZ-F <	6 WEGK-F	6 WEGK-F
	7 WEGK-F	WRKZ-F <	WROZ-F	7 WRVV-F <	WEGK-F	7 WEGK-F	7 WRVV-F <	7 WROZ-F <	7 WRKZ-F >	7 WRKZ-F >
							8 WSBA <	8 WSBA		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WROZ-F	1 WYCR-F	1 WARM-F	1 WARM-F >	1 WARM-F >	1 WQXA-F >	1 WQXA-F	1 WQXA-F	1 WEGK-F	1 WEGK-F
	WYCR-F >	2 WRVV-F	2 WGTY-F	2 WGTY-F >	2 WARM-F	2 WTPA-F	2 WEGK-F	2 WGTY-F	2 WGTY-F
3 WARM-F >	3 WROZ-F	WYCR-F	3 WYCR-F <	3 WYCR-F <	WGTY-F	3 WEGK-F	WTPA-F	3 WQXA-F	3 WQXA-F
	4 WRVV-F	4 WGTY-F	4 WROZ-F	4 WROZ-F	WTPA-F	WGTY-F	4 WRKZ-F	4 WTPA-F <	WARM-F
	5 WGTY-F >		5 WRVV-F	5 WRVV-F	WYCR-F >	5 WRKZ-F	WGTY-F	5 WARM-F	5 WRKZ-F <
			6 WRKZ-F	6 WRKZ-F		WARM-F	6 WARM-F	WRKZ-F	6 WTPA-F
			7 WQXA-F	7 WQXA-F		7 WYCY-F			7 WSBA

Consolidation Report	12+	25-54	Revenue
Hall (semi-duop) WEGK-FM, WROZ-FM	10.1 %	13.3 %	%
Telemedia WQXA-FM, WQXA-AM, WRKZ-FM	12.7 %	12.0 %	%
	22.8 %	25.3 %	%

YORK

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WGCB-F	REL	1440	Red Lion	0.5	1.8		WBAL	N/T	1090	Baltimore	0.8	2.5	
WGET	T	1320	Gettysburg	1.2	3.5		WERQ-F	B/CHR	92.3	Baltimore	0.3	1.3	
WHVR	ST	1280	Hanover	1.3	3.4		WFRE-F	C	99.9	Frederick	1.0	3.3	
WOYK	C	1350	York	1.0	3.1		WGRX-F	C	100.7	Westminster	1.8	5.9	
WQXA	ST	1250	York	1.5	2.6		WHYL	ST	960	Carlisle	0.3	1.0	
							WHYL-F	C	102.3	Carlisle	0.5	1.5	
							WIOV-F	C	105.1	Ephrata	0.8	4.4	
							WIYY-F	AOR	97.9	Baltimore	1.2	4.4	
							WLAN-F	CHR	96.9	Lancaster	1.6	8.4	
							WLIF-F	SAC	101.9	Baltimore	0.5	1.7	
							WNCE-F	EZ/ST	92.1	Palmyra	0.7	1.4	
							WNNK-F	CHR	104.1	Harrisburg	1.6	6.8	
							WOCT-F	O-70S	104.3	Baltimore	0.5	1.2	
							WPOC-F	C	93.1	Baltimore	1.3	3.5	
							WQSR-F	O	105.7	Baltimore	0.3	1.2	
							WRBS-F	REL	95.1	Baltimore	0.3	1.3	
							WRBT-F	C	94.9	Harrisburg	0.8	4.1	
							WWMX-F	AC	106.5	Baltimore	0.3	1.0	
							WXCX-F	C	103.7	Havre de Grace	0.3	1.3	
							WXVY-F	B	102.7	Baltimore	0.3	1.2	

AM Stations

WGET	1320	1 kw/0.5 kw (DA-2)	Full Service	Westwd, CBS, 1/1	\$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	Citadel, pend.	
WYCR	98.5	10.5 kw @ 928	CHR		\$35.00	Allied	WHVR	Hanover

Notes: Other ranked stations -- See Harrisburg, or, in Fall 1996 American Radio, Lancaster or Hagerstown . . . There are no revenue percentages for consolidated entities due to overlap with Harrisburg and Lancaster . . . 3/97 Telemedia sold WQXA-AF to Citadel for \$7,000,000

Jim Duncan

Comments: WGTY-F is #1 in 12+ for the first time since Fall 95 . . . WYCR-F had its highest share in more than two years . . . WEGK-F is showing growth with Classic AOR



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