

AUDIENCE SHARE-TO-REVENUE SHARE
CONVERSION RATIOS

1999 EDITION

BASED ON 1998 REVENUE AND RATINGS



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DUNCAN'S AMERICAN RADIO
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Technical assistance: Thom Moon
DUNCAN'S AMERICAN RADIO

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INTRODUCTION

We are proud and pleased to present our tenth study of the relationship between an individual station's ratings and the revenue that station is able to generate. This is the figure we call a Conversion Ratio. It's a concept Jim Duncan originated in the 1980's.

The contents of this report are presented in the following order:

- This introduction
- Explanation of Methodology
- Revenue Share-to-Audience Share Results, for formats:
 - AC
 - Black and Urban:
 - Black/Urban
 - Black AC/Black Oldies
 - CHR
 - Classical
 - Country
 - Hispanic
 - Jazz/Smooth Jazz
 - News and Talk:
 - Full Service
 - News and News/Talk
 - Talk and Talk/News
 - Oldies:
 - Oldies (50's and 60's)
 - Classic Hits
 - Rock:
 - AOR/New Rock/Progressive
 - Classic AOR
 - Soft AC
 - Sports
 - Standards/Easy Listening

We cannot urge you strongly enough to read carefully the Explanation of Methodology section. You cannot hope to make full and reliable use of this report unless you understand how the information was gathered and calculated.

We believe this report makes an important contribution to the body of knowledge concerning the radio industry. As usual, we ask for, and value, your opinions and suggestions. Please contact either of us:

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EXPLANATION OF METHODOLOGY

The basic concept of the Conversion Ratio is to divide a station's share of revenue in its home market by its audience share. The resulting ratio indicates the mathematical relationship between the audience and revenue shares for an individual station and, if the sample is adequate, for various formats. The abbreviations within parentheses below refer to the column headings you'll see on the report pages.

Basic Information

All revenue figures are gross, for the calendar year 1998, and do not include trade dollars. The ratings periods used in this study were Fall 1997, Winter 1998, Spring 1998, and Summer 1998 – those surveys that would be consulted by advertisers and agencies during calendar 1998. Audience shares shown are 12+ Metro AQH, Monday-Sunday, 6 AM-12 Midnight, are Copyright 1998, The Arbitron Company, and may not be reproduced further without the written permission of Arbitron.

Station Selection

As you examine the study, you will note that it contains results for about half again as many stations as in the 1998 edition. After close consideration of these results, we decided to go much deeper than in the past, to more than 2,200 stations, up from 1,474 last year. This was possible because the actual calculations were done (for the first time) by subroutines in our new Radio Profiler software. It also means we have fairly high confidence in our revenue estimates for the smaller stations in a market.

Markets

The study contains results for almost every market for which Duncan's is able to estimate station revenues – more than 170 in all. In some cases, format results are shown for specific market-size categories, which are as follows:

Major Markets	- Markets ranked 1-40 in radio revenue
Medium Markets	- Markets ranked 41-80 in radio revenue
Small Markets	- Markets ranked 81-120 in radio revenue
Very Small Markets	- Markets ranked 121+ in radio revenue

Where sample sizes (numbers of stations in the market size and format) are adequate, we have grouped data within those categories. Where sample sizes were not adequate, we have merged market-size groupings.

Specific Format

In some cases, we group several related sub-formats into one larger category; the best example of this is "AOR/New Rock/Progressive." In order to allow you to distinguish a station's specific format, we have added this column this year.

Revenue (Rev \$Mil)

Revenue estimates are for calendar 1998 and are presented here in millions of dollars. They are gross and do not include trade. Generally, they are the same estimates found in the 1999 edition of Duncan's Radio Market Guide, although refinements have been made as required.

As noted previously, we are comfortable with our revenue estimates. Most come from group owners, group CEO's and general managers whom we trust. One other generality applies: the larger the market, the more reliable the revenue estimate.

Revenue Share (Rev Share)

This is the percentage of the market's total 1998 gross radio revenue controlled by the selected station. It is calculated by dividing the station's revenue by the market's revenue.

Multi-book Audience Share (Avg Share)

This is the average of the station's Monday-Sunday, 6 AM-12 Midnight, Metro area Persons 12+ AQH Arbitron shares from all books in the market during the period Fall 1997 through Summer 1998, inclusive. We use these surveys, as mentioned previously, because they are the ones that would be used during the calendar revenue year.

Adjusted Audience Share (Adj Share)

This figure is of utmost importance. If you do not adjust audience share, you develop erroneous data. We adjust for what we call "Lost Listening." That's listening that has been credited to:

- Stations that are not home to the market in questions (also called "below-the-line" stations)
- Non-commercial stations (college stations, NPR affiliates, some religious stations, etc.) that aren't shown in the Arbitron
- Local commercial stations that do not have enough audience to qualify for listing in the Arbitron (but whose listening is counted the market's total listening level or "APR"). Usually, this is a negligible figure and difficult to quantify.

Adjusted Audience Share (continued)

The first two points above are very important! THERE ARE NO MARKETS IN WHICH THE AUDIENCE BASE FOR LOCAL COMMERCIAL STATIONS IS THE FULL 100 SHARE POINTS. IF THE AUDIENCE SHARES ARE NOT ADJUSTED TO REFLECT THE LEVEL OF LOST LISTENING, THE RESULTING CONVERSION RATIOS ARE FALSE AND MISLEADING.

We have adjusted each sampled station's audience share thusly: 100 – ("Below-the-line" stations) – ("Unlisted" stations) = New audience "base." Then, we divide the station's 12+ share by the new base; the result is the station's adjusted share.

Let's see how this works in a real market, using Akron (which has a high level of listening to "below-the-line" stations)

AKRON

1998 Market Revenue: \$19,500,000

WQMX-F has a 6.9 average share and \$4,100,000 in revenue

	<u>Without Audience Adjustment</u>	<u>With Audience Adjustment</u>
WQMX-F revenue share:	21.0	21.0
Total Market Audience Share	100.0	100.0
Less: Below-the-line Listening	NA	-55.6
Unlisted Station Listening	NA	-17.7
Resulting New Audience Base	100.0	26.7
WQMX-F 12+ AQH Share	6.9	25.8
Conversion Ratio (Rev. Share as a % of Aud. Share)	4.00	1.07

Although Akron is an extreme example, every market is influenced by Lost Listening. And every market's Lost Listening level is different. Note these Conversion Ratio examples:

	<u>Without Audience Adjustment</u>	<u>With Audience Adjustment</u>
A station in New York	1.30	1.09
A station in Los Angeles	1.28	1.12
A station in Hartford	1.34	0.98
A station in Madison	1.23	0.97
A station in Raleigh-Durham	1.41	1.03

The difference is significant in each and every market. The adjustment of audience share to have it reflect listening to local stations is crucial to the viability of any revenue share/audience share study.

Rankings

These show the station's rankings in market revenue share, and 12+ and adults 25-54 audience shares.

Conversion Ratio (Conv Ratio)

The end result and most important figure in the study. It is developed by dividing a station's revenue share by its adjusted audience share. The resulting ratio shows the mathematical relationship between audience and revenue.

A mean (average) is calculated for all the stations within a particular format and market size. A median figure also is provided, although we believe the mean figure is more reflective of reality if there is an adequate sample base of stations.

Please read this final note: In past years, we have selected only the strongest stations within a format and/or, market. This year, the base is virtually all stations for which we had relevant revenue and ratings information. Thus, in some cases, the inclusion of weaker stations will have some downward effect on conversion ratios of the formats.

SUMMARY OF 1998 MEAN CONVERSION RATIOS

Key for market range data: Mean Conversion Ratio; # Stations in Sample

Formats	Major Markets		Medium Markets		Small Markets		Very Small Markets		All Markets	
	Mean	#	Mean	#	Mean	#	Mean	#	Mean	#
AC	1.19	68	1.19	62	1.17	51	1.21	51	1.19	232
Rock:										
AOR/New Rock/Prog.	1.04	107	1.08	70	<----- 1.03 119 ----->				1.05	296
Classic AOR	1.21	36	1.04	24	1.07	23	0.98	24	1.09	107
Black and Urban:										
Black/Urban									0.66	104
Black AC/Black Oldies									0.66	78
CHR	0.92	59	0.89	53	0.87	38	0.95	41	0.91	191
Classical/Fine Arts									0.64	25
Country	1.11	71	1.08	73	1.21	68	1.13	74	1.13	286
Hispanic	0.82	62	<----->		1.05	42	>-----<		0.91	104
Jazz/Smooth Jazz									0.80	54
News and Talk:										
Full Service/Talk	1.28	19	1.21	19	<----- 1.24 26 ----->				1.24	64
News and News/Talk									1.45	23
Talk and Talk/News	1.00	67	1.00	46	1.00	51	0.93	42	0.99	206
Oldies and Classic Hits:										
Oldies (50's & 60's)	1.13	43	1.04	38	0.99	31	0.90	36	1.02	148
Classic Hits									1.04	40
Soft AC	1.05	33	0.88	32	<----- 1.00 32 ----->				0.97	97
Sports	1.40	38	0.88	22	<----- 1.15 33 ----->				1.19	93
Standards/Easy Listening	<----- 0.36 71 ----->				<----- 0.52 57 ----->				0.43	128

NOTES

- Major Markets - Markets ranked 1-40 in radio revenue
- Medium Markets - Markets ranked 41-80 in radio revenue
- Small Markets - Markets ranked 81-120 in radio revenue
- Very Small Markets - Markets ranked 121+ in radio revenue

Only where samples sizes are adequate do we show average format conversion ratios for specific market rank ranges.

Mean: Average of the conversion ratios for all stations in the format in a specified market rank range

Total number of stations in sample: **2,276**

Average (mean) conversion ratio for all stations in sample: **0.99**

HISTORICAL TRENDS

Very Important Note: Longtime clients and those who review this table will notice that the 1998 average (mean) conversion figure for most formats is down from prior years'. Clearly at a time when overall revenues are up significantly, this may appear to be inconsistent. In fact, these changes are largely due to a modification in our methods rather than any industry trend.

In the past, the Conversion Ratios have been calculated only for the top-performing stations in each format. The rationale was to confine the study to these stations because: 1) they had the most-stable book-to-book ratings performance, and 2) we had higher confidence in our estimates of their revenue.

This year, in order to portray a more accurate overall picture of audience share-to-revenue share performance, we've added more than 700 stations to the study. Most of these are secondary and tertiary performers, as the format leaders already were in the study. This has resulted in lower arithmetic conversion averages in many formats, but we believe the new figures are more representative of radio as a whole.

	1998	1997	1996	1995	1994	1993	1992	1991	1990	1988
AC (all)	1.19	1.26	1.28	1.32	1.32	1.33	1.27	1.34	1.36	1.36
Major Markets	1.19	1.17	1.27	1.31	1.34	1.34	1.24	1.34	1.34	1.33
Medium Markets	1.19	1.34	1.29	1.39	1.34	1.33	1.29	1.36	1.45	1.49
Small Markets	1.17	1.31	1.35	1.33	1.34	1.26	1.30	1.36	1.38	1.34
Very Small Markets	1.21	1.26	1.23	1.22	1.24	1.39	1.32	1.28	1.26	1.23

Note: 1988 AC figures also included Soft AC and Oldies stations. As of 1990, the formats were split into separate categories.

Black/Urban, Black AC and Black Oldies (all)	0.66	0.74	0.77	0.76	0.74	0.73	0.7	0.71	0.69	0.77
Black/Urban (all)	0.66									
Black AC/Black Oldies (all)	0.66									

CHR (all)	0.91	0.99	1.01	1.03	1.00	1.01	1.04	1.02	1.00	1.03
Major Markets	0.92	0.96	0.95	0.97	0.91	0.89	0.91	0.98	0.98	1.02
Medium Markets	0.89	1.09	1.01	1.07	1.05	1.09	1.09	1.06	1.01	1.03
Small Markets	0.87	0.95	1.13	1.13	1.04	1.11	1.12	1.08	1.05	1.08
Very Small Markets	0.95	0.98	0.99	1.10	1.05	1.00	1.01	0.96	0.94	0.98

Classical/Fine Arts (all)	0.64	0.64	0.68	0.69	0.72	0.82	0.84	0.84	0.85	1.07
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Country (all)	1.11	1.17	1.17	1.20	1.18	1.13	1.07	1.10	1.13	1.16
Major Markets	1.11	1.12	1.09	1.11	1.14	1.09	1.03	1.05	1.07	1.08
Medium Markets	1.08	1.14	1.20	1.23	1.22	1.19	1.10	1.13	1.19	1.20
Small Markets	1.21	1.29	1.24	1.32	1.21	1.18	1.11	1.12	1.20	1.19
Very Small Markets	1.13	1.18	1.18	1.23	1.18	1.07	1.04	1.09	1.07	1.17

Hispanic (all)	0.91	0.95	0.89	0.95	1.03	0.98	0.95	1.01	1.03	1.07
Major Markets	0.82									
Medium/Small/Very Sm.	1.05									

Jazz/Smooth Jazz (all)	0.80	0.83	0.89	0.83	0.97	1.03	0.99	1.04	1.04	1.13
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News and Talk:

Full Service/Talk (all)	1.24	1.19	1.22	1.25	1.23	1.21	1.22	1.20	1.22	1.34
Major Markets	1.28	1.22	1.26	1.37	1.33	1.39	1.41	1.39	1.43	1.55
Medium Markets	1.21	1.23	1.25	1.18	1.17	1.07	1.11	1.17	1.18	1.28
Small/Very Small Mkts.	1.24	1.14	1.14	1.19	1.20	1.19	1.18	1.11	1.10	1.21

News and News/Talk (all)	1.45	1.46	1.40	1.34	1.40	1.73	1.41	1.35	NA	NA
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Note: News & News/Talk stations were separated from Talk & Talk/News stations in 1991.

Talk and Talk/News (all)	1.00	1.05	1.04	1.06	1.02	1.04	1.04	1.11	NA	NA
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Oldies and Classic Hits:

Oldies (50's & 60's) (all)	1.02	1.10	1.13	1.17	1.19	1.25	1.23	1.21	1.21	NA
Major Markets	1.13	1.11	1.16	1.15	1.21	1.26	1.25	1.28	1.30	NA
Medium Markets	1.04	1.07	1.08	1.20	1.16	1.21	1.21	1.11	1.13	NA
Small/Very Small Mkts.	0.94	1.12	1.14	1.20	1.17	1.27	1.22	1.21	1.14	NA
Classic Hits (all)	1.04	1.11	1.11	0.98	NA	NA	NA	NA	NA	NA

HISTORICAL TRENDS (Cont'd.)

	1998	1997	1996	1995	1994	1993	1992	1991	1990	1988
Soft AC (all)	0.97	1.05	0.99	1.04	1.06	1.02	0.95	0.90	0.86	0.75
Major Markets	1.05	1.06	1.05	1.05	1.05	1.05	0.99	0.93	0.88	0.72
Medium Markets	0.88	1.03	0.99	1.04	1.00	1.00	0.90	0.87	0.84	0.74
Small/Very Small Mkts.	1.00	1.05	0.90	1.04	1.14	1.00	0.91	0.87	0.83	0.79

Note: Data from 1988 is for Easy Listening stations only. Soft AC's were added in 1990 and by 1992, about 90% of the sample could be classified as Soft AC's. In 1999, Easy Listening stations (what few are left) have been combined with Standards stations.

Sports (all)	1.19	1.31	1.24	1.27	1.08	NA	NA	NA	NA	NA
Standards/EZ List. (all)	0.43	0.40	0.40	0.40	0.47	0.50	0.52	0.54	0.60	0.57
Major/Medium Markets	0.36									
Small/Very Small Mkts.	0.52									

AC
Major Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio	
WSB	FM	Atlanta	AC	18.30	7.1	5.0	5.7	6	7	3	1.24
KAMX	FM	Austin	AC-NR	4.40	7.0	5.5	7.1	7	5	4	0.98
WWMX	FM	Baltimore	AC	13.70	14.0	5.3	7.5	2	8	6	1.87
WBMX	FM	Boston	AC	15.80	6.4	4.4	5.4	9	8	5	1.18
WMJX	FM	Boston	AC	16.20	6.5	6.3	7.9	6	3	1	0.83
WXKS	FM	Boston	AC/CHR	24.30	9.8	5.7	7.1	3	4	2	1.38
WLNK	FM	Charlotte	AC-NR	6.13	6.6	4.1	5.1	7	10	10	1.28
WNND	FM	Chicago	AC-NR	9.20	2.2	2.7	3.1	21	14	15	0.70
WTMX	FM	Chicago	AC	17.40	4.2	3.0	3.4	13	7	6	1.22
WVMX	FM	Cincinnati	AC/CHR	6.65	5.9	4.9	6.1	8	12	7	0.97
WMVX	FM	Cleveland	AC/CHR	7.40	7.6	5.7	6.7	7	9	7	1.14
WQAL	FM	Cleveland	AC/CHR	7.70	7.9	4.5	5.3	6	11	9	1.50
WSNY	FM	Columbus, OH	AC	12.00	14.2	7.2	8.7	1	5	3	1.64
KDMX	FM	Dallas - Fort Worth	AC/CHR	13.10	4.7	4.2	4.7	8	9	11	1.01
KALC	FM	Denver	AC/CHR	8.43	5.5	4.5	5.2	7	7	8	1.05
KIMN	FM	Denver	AC	6.14	4.0	3.5	4.0	10	14	11	0.99
WKQI	FM	Detroit	AC/CHR	13.60	6.3	4.1	4.7	6	10	9	1.33
WNIC	FM	Detroit	AC	21.90	10.1	7.8	8.9	1	1	1	1.13
WTIC	FM	Hartford	AC/CHR	7.40	11.2	6.9	9.4	4	4	2	1.19
KHMX	FM	Houston	AC/CHR	14.50	5.7	4.4	5.3	10	10	1	1.08
WENS	FM	Indianapolis	AC	7.04	9.0	5.5	6.1	4	5	3	1.48
KOZN	FM	Kansas City	AC-NR	2.50	3.2	3.3	3.6	14	12	11	0.88
KUDL	FM	Kansas City	AC	5.90	7.5	5.8	6.5	6	7	5	1.16
KMXB	FM	Las Vegas	AC/CHR	5.80	9.2	6.3	7.3	3	7	1	1.26
KMZQ	FM	Las Vegas	AC	6.10	9.7	5.2	6.1	2	10	12	1.58
KSTJ	FM	Las Vegas	AC/CHR	1.67	2.7	2.9	3.4	16	12	13	0.80
KBIG	FM	Los Angeles	AC	27.20	4.2	2.6	3.0	12	16	15	1.39
KOST	FM	Los Angeles	AC	33.00	5.0	3.6	4.2	5	11	3	1.20
KYSR	FM	Los Angeles	AC/CHR	27.10	4.1	2.9	3.3	13	12	8	1.26
WRVR	FM	Memphis	AC	7.40	14.7	6.2	7.1	2	8	5	2.08
WFLC	FM	Miami - Fort Lauderdale	AC	10.00	4.8	3.6	4.2	10	12	10	1.15
WPLL	FM	Miami - Fort Lauderdale	AC	6.08	2.9	1.9	2.2	16	24	18	1.32
WKTJ	FM	Milwaukee	AC/CHR	8.05	11.7	5.1	5.8	3	12	3	2.01
WMYX	FM	Milwaukee	AC	4.03	5.8	5.0	5.6	6	9	4	1.03
WPNT	FM	Milwaukee	AC-NR	1.60	2.3	3.2	3.7	15	16	12	0.63
KSTP	FM	Minneapolis - Saint Paul	AC	12.00	8.4	5.3	6.5	6	8	8	1.30
WXPT	FM	Minneapolis - Saint Paul	AC-NR	3.00	2.1	3.6	4.4	13	9	11	0.48
WEZB	FM	New Orleans	AC/CHR	2.78	5.3	4.1	4.7	9	12	12	1.12
WLTS	FM	New Orleans	AC	3.00	5.7	3.6	4.2	6	13	8	1.36
WBIX	FM	New York	AC	8.30	1.4	1.6	1.9	21	10	9	0.75
WOMX	FM	Orlando	AC	9.10	9.8	6.0	7.1	2		1	1.38
WBEB	FM	Philadelphia	AC	18.90	7.5	6.3	7.7	4	2	1	0.97
WXXM	FM	Philadelphia	AC-NR	3.90	1.5	2.2	2.7	18	18	14	0.56
WYXR	FM	Philadelphia	AC/CHR	9.50	3.8	3.2	3.9	13	14	10	0.97
KESZ	FM	Phoenix	AC	10.60	7.2	5.3	6.3	5	5	4	1.14

68 Stations	1998 Mean:	1.19	Historic Means:	1997 - 1.17	1995 - 1.31	1993 - 1.34	1991 - 1.34	
	1998 Median:	1.18		1996 - 1.27	1994 - 1.34	1992 - 1.24	1990 - 1.34	1988 - 1.50

AC
Major Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
KMXP	FM	Phoenix	3.10	2.1	2.8	3.4	16	15	5	0.62
WDRV	FM	Pittsburgh	4.30	4.7	3.2	3.8	9	14	12	1.25
KBBT	FM	Portland, OR	4.15	3.9	2.8	3.4	12	14	12	1.15
KKCW	FM	Portland, OR	11.40	10.6	6.6	8.0	1	2	1	1.32
KRSK	FM	Portland, OR	3.60	3.3	3.6	4.4	13	13	10	0.75
WRAL	FM	Raleigh - Durham	9.00	13.5	6.2	8.5	2	4	3	1.58
WRSN	FM	Raleigh - Durham	3.60	5.4	4.2	5.8	10	10	5	0.93
KGBY	FM	Sacramento	7.48	9.1	4.3	5.4	4	15	5	1.70
KZZO	FM	Sacramento	9.40	11.5	6.0	7.3	2	7	7	1.57
KYKY	FM	Saint Louis	10.80	9.2	4.9	5.5	4	8	5	1.68
KBEE	FM	Salt Lake City	3.78	5.1	3.2	3.6	8	13	9	1.43
KQMB	FM	Salt Lake City	1.37	1.8	3.4	3.8	19	12	19	0.47
KSMG	FM	San Antonio	6.28	8.5	6.4	7.4	4	8	7	1.15
KFMB	FM	San Diego	10.78	8.1	5.9	7.2	4	4	1	1.12
KMSX	FM	San Diego	2.94	2.1	2.0	2.5	17	15	9	0.86
KYXY	FM	San Diego	12.09	9.0	5.9	7.2	3	1	3	1.25
KIOI	FM	San Francisco	18.30	6.0	3.8	4.7	7	15	7	1.27
KLLC	FM	San Francisco	14.10	4.6	2.6	3.3	11	17	6	1.41
KLSY	FM	Seattle - Tacoma	9.60	5.4	4.7	5.5	8	16	4	0.99
WAKS	FM	Tampa - Saint Petersburg	6.13	5.7	3.7	4.2	9	13	9	1.35
WSSR	FM	Tampa - Saint Petersburg	7.07	6.6	3.9	4.4	7	11	5	1.49
WASH	FM	Washington, DC	17.07	6.6	4.6	5.6	4	13	9	1.18
WRQX	FM	Washington, DC	16.00	6.2	4.5	5.5	6	5	2	1.14

68 Stations 1998 Mean: 1.19 Historic Means: 1997 - 1.17 1995 - 1.31 1993 - 1.34 1991 - 1.34
 1998 Median: 1.18 1996 - 1.27 1994 - 1.34 1992 - 1.24 1990 - 1.34 1988 - 1.50

AC
Medium Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio	
WKLI	FF	Albany - Schenectady - Troy	AC/CHR	1.00	3.0	2.4	2.8	9	10	12	1.06
WRVE	FM	Albany - Schenectady - Troy	AC-NR	2.90	8.6	4.9	5.9	6	7	6	1.47
WXLE	FM	Albany - Schenectady - Troy	AC/CHR	0.65	2.0	2.3	2.7	12	15	9	0.75
KKOB	FM	Albuquerque	AC	2.90	7.7	4.8	5.4	4	7	2	1.42
KPEK	FM	Albuquerque	AC-NR	2.62	6.9	5.3	6.0	5	3	4	1.15
WLEV	FM	Allentown - Bethlehem	AC	4.60	18.6	9.2	14.6	2	5	4	1.28
KRVE	FM	Baton Rouge	AC	2.20	9.1	5.4	7.4	5	3	2	1.24
WMJJ	FM	Birmingham	AC	5.70	13.7	6.1	7.1	2	8	5	1.92
WEBE	FM	Bridgeport	AC	9.20	28.5	10.4	27.2	1	1	2	1.05
WLCE	FM	Buffalo	AC-NR	1.60	3.3	3.8	4.4	11	12	9	0.75
WMJQ	FM	Buffalo	AC/CHR	4.60	9.4	4.6	5.3	7	10	7	1.77
WTCB	FM	Columbia, SC	AC	3.75	14.4	6.7	8.0	2	5	6	1.81
WMMX	FM	Dayton	AC/CHR	6.50	18.5	8.4	10.7	2	2	3	1.74
KMXD	FM	Des Moines	AC/CHR	1.50	6.0	5.7	6.5	7	8	9	0.92
WINK	FM	Fort Myers - Naples	AC	3.00	12.3	5.7	6.8	2	5	4	1.82
WSGL	FM	Fort Myers - Naples	AC/CHR	0.29	1.2	2.5	3.0	16	17	9	0.40
KALZ	FM	Fresno	AC-NR	0.95	3.1	3.4	4.1	14	17	7	0.75
KVSR	FM	Fresno	AC-NR	1.90	6.1	4.2	5.1	5	10	5	1.19
WLHT	FM	Grand Rapids	AC	5.00	13.1	5.9	7.3	3	6	3	1.79
WKSI	FM	Greensboro - Winston Salem	AC-NR	2.34	5.4	4.3	5.9	10	9	7	0.92
WKZL	FM	Greensboro - Winston Salem	AC/CHR	4.00	9.3	4.9	6.8	4	10	9	1.38
WMAG	FM	Greensboro - Winston Salem	AC	4.88	11.3	6.6	9.1	2	4	3	1.25
WMGV	FM	Greenville - New Bern - Jacksonville	AC/CHR	0.68	3.3	4.1	5.4	9	6	4	0.61
WMYI	FM	Greenville - Spartanburg	AC	3.80	11.6	6.0	7.7	4	4	4	1.50
KRTR	FM	Honolulu	AC	1.40	6.3	6.5	7.0	5	4	3	0.90
KSSK	FM	Honolulu	AC	4.00	17.9	9.4	10.2	1	1	2	1.76
KUCD	FM	Honolulu	AC-NR	0.50	2.2	3.4	3.7	14	12	14	0.59
WMXQ	FM	Jacksonville	AC	2.25	4.7	3.1	3.7	9	11	8	1.26
WJXB	FM	Knoxville	AC	4.70	16.4	10.9	13.0	2	2	2	1.27
WGKS	FM	Lexington	AC	0.85	4.0	5.0	6.0	7	7	5	0.66
WMXL	FM	Lexington	AC/CHR	2.90	13.7	7.9	9.6	3	4	2	1.43
KLAL	FM	Little Rock	AC-NR	0.50	2.4	4.9	5.6	11	10	13	0.43
KURB	FM	Little Rock	AC/CHR	2.60	12.3	5.1	5.9	3	4	6	2.07
WMHX	FM	Louisville	AC/CHR	0.41	0.9	1.5	1.8	14	17	12	0.51
WMGN	FM	Madison	AC	3.10	12.9	7.7	9.8	2	3	1	1.32
WALK	FM	Nassau - Suffolk (Long Island)	AC	14.00	33.4	5.7	20.2	1	2	1	1.65
WBLI	FM	Nassau - Suffolk (Long Island)	AC/CHR	5.50	13.1	4.6	16.2	2	5	4	0.81
WKJY	FM	Nassau - Suffolk (Long Island)	AC	4.80	11.5	2.7	9.6	4	20	14	1.20
WLIR	FM	Nassau - Suffolk (Long Island)	AC-NR	2.80	6.7	1.6	5.7	6	25	20	1.18
WPTE	FM	Norfolk	AC/CHR	3.30	7.3	5.1	6.0	6	5	9	1.23
WWDE	FM	Norfolk	AC	4.50	9.9	5.9	6.9	2	2	7	1.43
KMGL	FM	Oklahoma City	AC	3.90	9.3	6.2	7.1	5	7	7	1.31
KYIS	FM	Oklahoma City	AC-NR	2.00	4.8	5.4	6.1	9	9	5	0.78
KEFM	FM	Omaha	AC/CHR	3.10	8.8	5.5	6.5	5	8	4	1.35
KTNP	FM	Omaha	AC/CHR	0.88	2.5	2.2	2.6	11	16	12	0.97

62 Stations	1998 Mean:	1.19	Historic Means:	1997 - 1.34	1995 - 1.39	1993 - 1.33	1991 - 1.36	
	1998 Median:	1.23		1996 - 1.29	1994 - 1.34	1992 - 1.29	1990 - 1.45	1988 - 1.49

AC
Medium Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
WSNE FM	Providence	AC	4.60	10.5	5.1	7.2	4	8	3	1.45
WMXB FM	Richmond	AC	4.00	9.0	5.4	6.1	6	6	6	1.47
WVOR FM	Rochester, NY	AC	2.40	6.5	5.8	7.5	6	4	1	0.87
WZNE FM	Rochester, NY	AC-NR	1.50	4.1	4.2	5.4	9	10	10	0.76
KARA FM	San Jose	AC	3.60	8.2	2.9	11.4	7	11	4	0.72
KEZR FM	San Jose	AC/CHR	6.90	15.8	3.7	14.2	2	4	5	1.11
WYYY FM	Syracuse	AC	4.33	15.0	6.7	8.4	2	5	3	1.78
WRVF FM	Toledo	AC	3.30	12.1	8.5	11.0	3	3	2	1.10
WWWM FM	Toledo	AC	3.25	11.9	6.4	8.3	4	7	3	1.43
KMXZ FM	Tucson	AC	5.23	15.1	8.6	10.3	2	3	4	1.46
KZPT FM	Tucson	AC/CHR	1.80	5.2	5.0	6.0	8	8	8	0.87
KMRX FM	Tulsa	AC-NR	0.50	1.4	1.4	1.6	14	19	16	0.90
KRAV FM	Tulsa	AC	2.40	6.5	4.7	5.2	7	9	7	1.26
WMBX FM	West Palm Beach	AC/CHR	0.66	1.5	3.1	5.5	12	14	6	0.27
WRMF FM	West Palm Beach	AC	8.20	18.9	6.5	11.6	2	4	2	1.63
KRBB FM	Wichita	AC	2.40	9.8	7.4	8.4	4	4	4	1.17
WMGS FM	Wilkes Barre - Scranton	AC	3.40	13.2	7.9	10.2	2	2	2	1.29

62 Stations 1998 Mean: 1.19 Historic Means: 1997 - 1.34 1995 - 1.39 1993 - 1.33 1991 - 1.36
 1998 Median: 1.23 1996 - 1.29 1994 - 1.34 1992 - 1.29 1990 - 1.45 1988 - 1.49

AC
Small Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio	
KMXS	FM	Anchorage	AC/CHR	0.98	6.7	6.6	7.4	7	4	5	0.91
KYMG	FM	Anchorage	AC	1.10	7.6	5.9	6.6	4	10	6	1.15
WAYV	FM	Atlantic City - Cape May	AC/CHR	2.90	18.0	7.4	10.2	1	4	3	1.76
WFPG	FM	Atlantic City - Cape May	AC	2.15	13.4	6.7	9.2	2	1	2	1.45
WKOE	FM	Atlantic City - Cape May	AC-NR	1.10	6.8	4.3	6.0	5	5	8	1.14
WBBQ	AF	Augusta, GA	AC	2.05	13.3	7.9	9.4	2	3	1	1.41
KCID	FM	Boise	AC	0.30	1.7	2.4	2.8	14	16	11	0.61
KCIX	FM	Boise	AC	1.90	10.6	5.4	6.2	2	13	8	1.72
WALC	FM	Charleston, SC	AC-NR	0.90	5.1	4.8	5.7	9	8	8	0.90
WLMX	AF	Chattanooga	AC	0.80	3.9	3.7	4.4	8	10	10	0.88
KRDO	FM	Colorado Springs	AC	0.69	3.5	3.7	5.1	10	12	12	0.68
KVUU	FM	Colorado Springs	AC	1.20	6.1	5.4	7.6	6	9	5	0.81
KMXG	FM	Davenport - Rock Island - Moline	AC	1.30	9.0	6.0	7.4	5	5	4	1.21
KSII	FM	El Paso	AC	1.78	9.1	7.3	8.3	4	5	4	1.10
WDKS	FM	Evansville	AC/CHR	0.17	1.1	3.1	3.7	11	8	9	0.30
WIKY	FM	Evansville	AC	3.80	23.8	18.7	22.2	1	1	1	1.07
WQSM	FM	Fayetteville, NC	AC	2.67	15.8	8.3	10.9	3	4	2	1.45
WCRZ	FM	Flint	AC	4.40	29.7	9.0	16.5	1	3	2	1.80
WAJI	FM	Fort Wayne	AC	2.80	14.3	8.5	10.3	2	2	4	1.38
WYSR	FM	Fort Wayne	AC-NR	0.30	1.5	2.3	2.8	13	15	11	0.68
WAHR	FM	Huntsville	AC	2.20	14.7	8.4	10.6	3	4	3	1.39
WTFM	FM	Johnson City - Kingsport - Bristol	AC	2.30	15.3	6.1	9.8	3	3	3	1.55
KTDY	FM	Lafayette, LA	AC	2.00	13.6	6.7	8.8	4	6	1	1.54
WFMK	FM	Lansing	AC	4.85	25.5	11.4	15.5	1	1	2	1.64
KVLY	FM	McAllen - Brownsville	AC	1.90	9.9	8.3	10.2	4	3	2	0.97
WMXC	FM	Mobile	AC	1.20	6.5	3.8	5.4	7	14	7	1.20
KJSN	FM	Modesto	AC	2.10	11.4	7.2	11.9	4	6	3	0.95
KOSO	FM	Modesto	AC/CHR	2.35	12.8	7.1	11.9	3	4	3	1.08
KCDU	FM	Monterey - Salinas - Santa Cruz	AC-NR	0.41	2.5	4.2	6.6	13	8	8	0.38
KWAV	FM	Monterey - Salinas - Santa Cruz	AC	1.98	11.7	4.3	6.7	2	9	1	1.75
WFXF	FM	Peoria	AC	0.18	1.3	1.5	1.9	14	18	NA	0.69
WMGX	FM	Portland, ME	AC	2.90	16.3	8.3	10.2	2	3	2	1.59
WMWX	FM	Portland, ME	AC/CHR	0.70	3.9	2.3	2.8	10	13	11	1.42
KLCA	FM	Reno	AC-NR	0.70	3.9	4.9	5.5	11	7	7	0.71
KNEV	FM	Reno	AC	1.08	6.1	6.0	6.8	6	8	5	0.90
KRNO	FM	Reno	AC	1.10	6.2	6.1	6.9	5	6	3	0.90
WRVX	FM	Roanoke - Lynchburg	AC	0.31	1.6	1.4	1.7	12	12	11	0.92
WSLQ	FM	Roanoke - Lynchburg	AC	2.90	15.1	7.9	9.9	2	2	1	1.52
WIOG	FM	Saginaw - Bay City - Midland	AC/CHR	2.40	13.9	8.0	10.0	3	4	4	1.40
WAEV	FM	Savannah	AC	1.90	12.7	8.4	9.6	1	5	4	1.32
WWVV	FM	Savannah	AC	0.45	3.0	1.2	1.3	14	16	15	2.27
KSYR	FM	Shreveport	AC	0.18	1.2	3.9	4.4	13	12	10	0.27
KVKI	FM	Shreveport	AC	2.70	18.0	7.7	8.8	2	5	5	2.05
KISC	FM	Spokane	AC	1.90	10.7	5.8	6.5	3	5	6	1.64
WHYN	FM	Springfield, MA	AC	2.40	13.5	6.6	11.9	4	3	3	1.13

51 Stations	1998 Mean: 1.17	Historic Means:	1997 - 1.31	1995 - 1.33	1993 - 1.26	1991 - 1.36
	1998 Median: 1.14		1996 - 1.35	1994 - 1.34	1992 - 1.30	1990 - 1.38
						1988 - 1.23

AC
Small Markets

Call Letters		Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
WMAS	FM	Springfield, MA	AC	2.70	15.2	9.7	17.7	3	1	2	0.86
KGBX	FM	Springfield, MO	AC	3.00	17.1	11.1	13.2	2	2	1	1.30
KTOZ	FM	Springfield, MO	AC-NR	0.82	4.7	5.0	5.9	10	4	4	0.79
WJBR	FM	Wilmington, DE	AC	5.60	28.7	9.7	25.9	2	1	2	1.11
WARM	FM	York	AC	5.40	31.4	10.6	26.1	1	1	2	1.20
WKBN	FM	Youngstown	AC	1.55	8.3	6.6	8.3	6	4	6	1.00

51 Stations	1998 Mean:	1.17	Historic Means:	1997 - 1.31	1995 - 1.33	1993 - 1.26	1991 - 1.36
	1998 Median:	1.14		1996 - 1.35	1994 - 1.34	1992 - 1.30	1990 - 1.38

AC
Very Small Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio	
WMXV	FM	Altoona	AC	0.80	13.6	10.2	12.4	3	7	5	1.10
KKMY	FM	Beaumont - Port Arthur, TX	AC	1.75	14.1	7.9	11.2	3	6	2	1.26
KBBB	FM	Billings, MT	AC	0.35	5.1	4.6	5.1	7	8	3	1.00
WMXW	FM	Binghamton	AC	1.00	11.1	7.6	9.3	4	6	5	1.19
WHBC	FM	Canton	AC	3.00	25.9	11.0	28.6	1	1	1	0.91
KDAT	FM	Cedar Rapids	AC	1.50	10.9	11.3	14.8	4	5	3	0.73
WMT	FM	Cedar Rapids	AC	2.00	14.5	11.9	15.7	3	4	3	0.92
WUMX	FM	Charlottesville, VA	AC	1.10	16.7	5.0	7.9	2	4	4	2.11
WCGQ	FM	Columbus, GA	AC/CHR	0.94	9.0	8.0	9.3	6	4	3	0.97
WGSY	FM	Columbus, GA	AC	1.40	13.3	7.9	9.1	4	4	6	1.45
KMXR	FM	Corpus Christi	AC	1.00	9.0	5.0	5.9	5	11	4	1.51
KDAL	FM	Duluth - Superior	AC	0.78	11.6	8.3	10.0	4	4	3	1.16
WWAX	FM	Duluth - Superior	AC-NR	0.42	6.3	6.0	7.2	8	6	4	0.87
WJET	FM	Erie	AC-NR	1.10	12.4	8.8	10.3	5	6	6	1.20
WXKC	FM	Erie	AC	1.60	18.0	10.3	12.0	1	3	5	1.50
KLTA	FM	Fargo - Moorhead	AC	1.30	8.1	10.2	11.7	3	7	2	0.69
WKTK	FM	Gainesville - Ocala	AC	2.50	18.9	7.3	11.2	2	2	1	1.68
WEZR	FM	Green Bay	AC/CHR	0.20	1.5	1.7	3.0	9	15	9	0.49
WKYE	FM	Johnstown, PA	AC	1.20	18.2	13.4	21.6	2	2	1	0.84
WFAT	FM	Kalamazoo	AC	1.60	14.0	7.0	12.7	4	4	2	1.10
WQLR	FM	Kalamazoo	AC	2.04	17.9	7.2	13.1	3	5	5	1.37
WAZY	FM	Lafayette, IN	AC	1.30	17.8	9.0	11.7	2	2	5	1.52
WGML	FM	Lafayette, IN	AC	1.20	16.4	8.9	11.6	4	6	3	1.41
KEZG	FM	Lincoln	AC	0.59	4.6	4.3	6.2	9	9	2	0.74
KKNB	FM	Lincoln	AC-NR	0.38	2.9	2.8	4.0	10	12	13	0.72
KMMX	FM	Lubbock	AC	0.52	4.9	6.0	6.8	7	9	7	0.72
WPEZ	FM	Macon	AC	1.80	15.8	10.8	13.3	2	2	1	1.19
WZID	FM	Manchester	AC/SAC	4.80	41.4	20.1	43.3	1	1	1	0.96
WMXS	FM	Montgomery	AC	1.30	9.2	4.2	5.0	3	7	7	1.84
WRWO	FM	Montgomery	AC	0.46	3.3	3.9	4.7	8	9	8	0.70
KCRS	FM	Odessa - Midland, TX	AC	0.34	3.5	3.8	4.2	8	11	8	0.83
KODM	FM	Odessa - Midland, TX	AC	1.05	10.9	8.8	9.8	3	4	3	1.11
KBBY	FM	Oxnard - Ventura	AC	2.10	19.3	4.5	10.2	2	6	5	1.89
WFSY	FM	Panama City, FL	AC	1.40	17.1	12.7	15.1	2	1	2	1.13
WRWC	FM	Rockford	AC	1.79	14.6	9.8	15.6	4	3	4	0.94
WQHQ	FM	Salisbury - Ocean City	AC	1.85	14.8	8.6	11.2	1	5	2	1.32
KJEE	FM	Santa Barbara, CA	AC-NR	0.53	5.0	3.8	5.9	8	7	7	0.85
KRUZ	FM	Santa Barbara, CA	AC	1.80	17.1	7.4	11.5	1	5	2	1.49
KSBL	FM	Santa Barbara, CA	AC	1.70	16.2	9.6	15.0	2	2	4	1.08
KMXC	FM	Sioux Falls	AC/CHR	0.90	10.1	10.9	13.3	4	4	2	0.76
WNNS	FM	Springfield, IL	AC	1.80	16.2	9.8	11.8	1	3	3	1.37
WBZE	FM	Tallahassee	AC	1.70	15.5	7.8	10.4	2	4	3	1.49
WFLV	FM	Tallahassee	AC/CHR	0.42	3.8	2.9	3.9	11	11	11	0.99
KMAJ	FM	Topeka	AC	1.70	20.0	12.0	18.9	2	2	2	1.06
KWIC	FM	Topeka	AC/CHR	0.34	4.0	3.1	4.9	8	7	3	0.82

51 Stations	1998 Mean:	1.21	Historic Means:	1997 - 1.26	1995 - 1.22	1993 - 1.39	1991 - 1.28	
	1998 Median:	1.12		1996 - 1.23	1994 - 1.24	1992 - 1.32	1990 - 1.26	1988 - 1.33

AC
Very Small Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
WLZW FM	Utica - Rome	AC	2.13	21.7	12.3	16.5	1	2	2	1.32
KEYR FM	Waco, TX	AC	0.31	3.9	0.6	1.1	8	13	16	3.61
WKWK FM	Wheeling	AC	1.10	14.5	10.4	12.9	3	3	3	1.12
WZNW FM	Wheeling	AC/CHR	0.70	9.3	4.3	5.4	6	5	5	1.72
WGNI FM	Wilmington, NC	AC	2.30	22.5	9.4	15.1	1	1	5	1.49
WXLO FM	Worcester	AC	4.00	30.5	8.5	23.2	2	2	2	1.31

51 Stations	1998 Mean:	1.21	Historic Means:	1997 - 1.26	1995 - 1.22	1993 - 1.39	1991 - 1.28
	1998 Median:	1.12		1996 - 1.23	1994 - 1.24	1992 - 1.32	1990 - 1.26

Black/Urban
All Market Sizes

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio	
WHTA	FM	Atlanta	B	7.70	3.0	4.6	5.3	13	10	16	0.56
WVEE	FM	Atlanta	B	26.60	10.4	9.2	10.6	2	2	2	0.98
WFXA	FM	Augusta, GA	B	1.90	12.3	12.4	14.8	3	1	2	0.83
WIIZ	FM	Augusta, GA	B	0.46	3.0	2.8	3.3	12	9	12	0.92
WERQ	FM	Baltimore	B/CHR	10.90	11.2	9.4	13.5	3	1	2	0.83
WEMX	FM	Baton Rouge	B	1.70	7.0	8.0	10.9	7	1	8	0.64
WXOK	AM	Baton Rouge	B	1.10	4.5	5.4	7.4	10	6	10	0.61
KALO	AM	Beaumont - Port Arthur, TX	B	0.30	2.4	3.9	5.6	9	8	14	0.43
KTCX	FM	Beaumont - Port Arthur, TX	B	0.88	7.1	6.8	9.6	6	1	2	0.74
WBHJ	FM	Birmingham	B	2.25	5.4	8.2	9.5	9	1	7	0.57
WENN	FM	Birmingham	B	0.95	2.3	2.2	2.6	12	14	16	0.89
WILD	AM	Boston	B	1.80	0.7	1.0	1.2	19	21	22	0.57
WBLK	FM	Buffalo	B	3.50	7.1	7.8	8.9	8	5	6	0.79
WUFO	AM	Buffalo	B	0.26	0.5	0.8	0.9	14	23	20	0.56
WPAL	FM	Charleston, SC	B	0.49	2.8	1.8	2.1	13	19	18	1.30
WWWZ	FM	Charleston, SC	B	2.60	14.6	11.9	14.0	2	1	1	1.04
WPEG	FM	Charlotte	B	8.54	9.2	10.3	12.8	4	1	3	0.72
WJTT	FM	Chattanooga	B	1.90	9.4	7.8	9.3	4	4	8	1.01
WGCI	FM	Chicago	B	25.00	6.1	7.1	8.1	3	1	2	0.75
WVON	AM	Chicago	B	1.80	0.4	0.7	0.8	30	30	29	0.50
WIZF	FM	Cincinnati	B	5.50	4.9	5.6	6.9	9	5	10	0.71
WENZ	FM	Cleveland	B	2.46	2.5	2.4	2.8	13	14	13	0.89
WZAK	FM	Cleveland	B	11.59	11.9	8.9	10.4	2	3	5	1.14
WWDM	FM	Columbia, SC	B	5.38	20.7	15.7	18.7	1	1	2	1.11
WFXE	FM	Columbus, GA	B	1.80	17.1	16.8	19.3	1	1	1	0.89
WCKX	FM	Columbus, OH	B	2.10	2.5	6.9	8.3	10	4	7	0.30
KKDA	FM	Dallas - Fort Worth	B	16.80	6.0	6.9	7.7	6	1	2	0.78
WROU	FM	Dayton	B	2.18	6.2	5.7	7.2	7	5	6	0.86
WDTJ	FM	Detroit	B	4.80	2.2	3.4	3.8	16	11	16	0.57
WJLB	FM	Detroit	B	19.20	8.8	7.4	8.5	4	2	5	1.03
WZFX	FM	Fayetteville, NC	B	3.80	22.5	16.2	21.4	2	1	3	1.05
WDZZ	FM	Flint	B	3.20	21.6	11.0	20.0	2	1	1	1.08
WJMH	FM	Greensboro - Winston Salem	B	3.58	8.3	8.9	12.3	5	3	8	0.67
WIKS	FM	Greenville - New Bern - Jacksonville	B	2.50	12.2	12.9	17.1	3	2	3	0.71
WRSV	FM	Greenville - New Bern - Jacksonville	B	0.24	1.2	1.9	2.6	14	10	17	0.47
WJMZ	FM	Greenville - Spartanburg	B	4.15	12.7	9.9	12.7	3	2	1	1.00
WNEZ	AM	Hartford	B	0.36	0.5	2.3	3.2	13	12	15	0.16
KBXX	FM	Houston	B/CHR	15.75	6.2	6.8	8.2	8	1	10	0.76
KCOH	AM	Houston	B	0.33	0.1	0.6	0.8	30	25	29	0.13
KHYS	FF	Houston	U/CHR	2.90	1.1	1.8	2.2	21	19	24	0.50
WEUP	AM	Huntsville	B	0.66	4.4	2.5	3.1	6	9	9	1.42
WTLC	FM	Indianapolis	B	3.50	4.5	6.0	6.7	10	9	10	0.67
WJMI	FM	Jackson, MS	B	3.20	19.2	14.6	18.0	2	1	4	1.06
WJBT	FM	Jacksonville	B	2.02	4.3	6.3	7.5	10	6	11	0.58
KPRS	FM	Kansas City	B	6.90	8.8	8.6	9.6	4	1	7	0.92

104 Stations 1998 Mean: 0.66 Historic Means: 1997 - 0.74 1995 - 0.76 1993 - 0.73 1991 - 0.71
1998 Median: 0.72 1996 - 0.77 1994 - 0.74 1992 - 0.70 1990 - 0.69 1988 - 0.77

Historic Means are for all Black formatted stations

**Black/Urban
All Market Sizes**

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio	
KJCB	AF	Lafayette, LA	B	0.59	4.0	5.5	7.3	7	8	7	0.55
KRRQ	FM	Lafayette, LA	B	0.79	5.4	8.6	11.4	5	2	3	0.47
WQHH	FM	Lansing	B	0.50	2.6	4.2	5.8	9	8	9	0.45
WTKT	AM	Lexington	B	0.23	1.1	3.6	4.3	13	15	21	0.25
KIPR	FM	Little Rock	B	2.00	9.4	6.5	7.5	5	3	3	1.25
KKBT	FM	Los Angeles	B	35.90	5.5	3.9	4.4	3	5	17	1.24
KPWR	FM	Los Angeles	U/CHR	26.80	4.1	3.9	4.5	15	4	21	0.91
WBLO	FM	Louisville	B	0.15	0.3	1.9	2.2	21	14	18	0.14
WGZB	FF	Louisville	B	2.60	5.5	5.8	6.6	7	8	7	0.84
WALJ	AF	Macon	B	0.23	2.0	1.3	1.6	10	4	8	1.26
WIBB	FM	Macon	B	1.50	13.2	14.7	18.0	3	2	4	0.73
WDIA	AM	Memphis	B	3.20	6.3	7.6	8.7	8	3	2	0.72
WHRK	FM	Memphis	B	5.64	11.2	8.3	9.5	3	1	7	1.18
WEDR	FM	Miami - Fort Lauderdale	B	12.40	5.9	7.0	8.1	3	1	1	0.73
WKKV	FM	Milwaukee	B	3.34	4.8	6.8	7.7	7	3	8	0.63
WNOV	AM	Milwaukee	B	0.43	0.6	1.7	1.9	18	18	17	0.31
WBLX	FM	Mobile	B	2.40	13.0	7.5	10.9	2	4	4	1.19
WYOK	FM	Mobile	B	1.00	5.4	6.8	9.8	8	3	11	0.55
WJWZ	FM	Montgomery	B	0.33	2.3	4.6	5.4	11	3	9	0.42
WZHT	FM	Montgomery	B	2.90	20.6	16.6	19.8	2	1	1	1.04
WQQK	FM	Nashville	B	5.00	7.9	10.0	11.5	3	2	4	0.69
WYBC	FM	New Haven	B	1.50	8.6	5.8	19.9	4	2	6	0.43
WQUE	FM	New Orleans	B	6.14	11.6	13.9	16.1	2	1	2	0.72
WBLS	FM	New York	B	13.50	2.3	3.1	3.6	16	11	8	0.63
WLIB	AM	New York	B/T	4.10	0.7	0.8	1.0	25	26	24	0.71
WQHT	FM	New York	U/CHR	30.80	5.2	5.6	6.6	8	2	13	0.79
WOWI	FM	Norfolk	B	6.40	14.1	12.8	14.9	1	1	1	0.95
KVSP	AM	Oklahoma City	B	0.80	1.9	3.9	4.5	13	12	12	0.42
WJHM	FM	Orlando	B	6.00	6.5	6.7	7.8	7		14	0.83
WBGE	FM	Peoria	B	0.27	1.9	3.6	4.6	12	9	11	0.42
WHAT	AM	Philadelphia	B/T	0.90	0.4	1.0	1.3	22	19	27	0.31
WPHI	FM	Philadelphia	B	4.10	1.6	3.3	4.1	17	15	17	0.39
WUSL	FM	Philadelphia	B	11.50	4.6	4.9	6.0	9	5	13	0.77
WAMO	FM	Pittsburgh	B	3.30	3.6	4.0	4.7	10	10	13	0.77
WQOK	FM	Raleigh - Durham	B	7.00	10.5	8.2	11.3	4	2	7	0.93
WCDX	FM	Richmond	B	5.00	11.3	9.7	11.0	3	3	2	1.02
WSOJ	FM	Richmond	B	0.55	1.2	2.4	2.7	14	12	12	0.44
WJJS	FF	Roanoke - Lynchburg	B	1.50	7.8	8.0	10.0	5	6	7	0.78
WDXK	FM	Rochester, NY	B	1.53	4.1	6.0	7.7	8	5	7	0.53
KATZ	FM	Saint Louis	B	1.20	1.0	2.9	3.3	18	11	13	0.31
WOCQ	FM	Salisbury - Ocean City	U/CHR	1.00	8.0	10.3	13.4	5	1	2	0.60
KSJL	AF	San Antonio	B	1.35	1.8	3.7	4.3	15	19	14	0.42
KYLD	FM	San Francisco	U/CHR	14.30	4.6	4.2	5.3	10	4	20	0.87
WEAS	FM	Savannah	B	1.30	8.7	12.4	14.2	3	1	1	0.61
WSGF	FM	Savannah	B	0.24	1.6	3.4	3.9	16	15	17	0.41

104 Stations 1998 Mean: 0.66 Historic Means: 1997 - 0.74 1995 - 0.76 1993 - 0.73 1991 - 0.71
1998 Median: 0.72 1996 - 0.77 1994 - 0.74 1992 - 0.70 1990 - 0.69 1988 - 0.77

Historic Means are for all Black formatted stations

**Black/Urban
All Market Sizes**

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
KDKS FM	Shreveport	B	1.20	8.0	10.6	12.1	4	3	2	0.66
KMJJ FM	Shreveport	B	1.70	11.3	13.8	15.8	3	1	1	0.72
KOKA AM	Shreveport	G/B	0.30	2.0	5.1	5.8	12	6	7	0.35
WRXB AM	Tampa - Saint Petersburg	B	0.27	0.3	0.7	0.8	26	28	23	0.35
WTMP AM	Tampa - Saint Petersburg	B	0.42	0.4	1.2	1.3	21	21	19	0.30
WJUC FM	Toledo	B	0.50	1.8	4.1	5.3	10	9	9	0.34
KJMM FM	Tulsa	B	0.70	1.9	4.0	4.5	12	6	13	0.42
WKYS FM	Washington, DC	B	13.50	5.2	5.2	6.3	8	3	10	0.82
WOL AM	Washington, DC	B/T	2.00	0.8	0.8	1.0	20	26	23	0.81
WPGC FM	Washington, DC	B/CHR	22.40	8.7	5.9	7.2	2	1	7	1.21
WPOM AM	West Palm Beach	B	0.39	0.9	0.9	1.7	14	35	24	0.53
KDGS FM	Wichita	B	0.66	2.7	5.0	5.7	11	8	9	0.47
WMNX FM	Wilmington, NC	B	1.70	16.7	8.1	12.9	2	2	7	1.29
WBTJ FM	Youngstown	B/CHR	0.55	2.9	4.1	5.1	8	10	10	0.56

104 Stations 1998 Mean: 0.66 Historic Means: 1997 - 0.74 1995 - 0.76 1993 - 0.73 1991 - 0.71
 1998 Median: 0.72 1996 - 0.77 1994 - 0.74 1992 - 0.70 1990 - 0.69 1988 - 0.77

Historic Means are for all Black formatted stations

Black AC/Black Oldies
All Market Sizes

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio	
WTOU	AM	Akron	B/AC	0.37	1.9	1.0	3.7	7	26	26	0.51
WALR	FM	Atlanta	B/AC	20.90	8.2	5.7	6.5	3	5	4	1.25
WAMJ	FM	Atlanta	B/O	1.40	0.5	2.2	2.5	18	15	14	0.20
WTTH	FF	Atlantic City - Cape May	B/AC	1.35	8.4	9.0	12.2	4	1	2	0.69
WAEG	FM	Augusta, GA	B/O	0.15	1.0	0.5	0.6	18	18	18	1.66
WAKB	FM	Augusta, GA	B/AC	0.50	3.2	4.5	5.4	11	13	5	0.59
KJCE	AM	Austin	B/AC	0.51	0.8	1.6	2.1	16	17	19	0.39
WWIN	FM	Baltimore	B/AC	4.80	4.9	5.0	7.2	9	5	1	0.68
KQXL	FM	Baton Rouge	B/AC	2.50	10.3	5.5	7.6	3	7	4	1.35
WATV	AM	Birmingham	B/O	0.40	1.0	2.6	3.1	16	11	17	0.33
WBHK	FM	Birmingham	B/AC	3.50	8.4	8.5	9.9	4	2	2	0.85
WMGL	FM	Charleston, SC	B/AC	0.64	3.6	4.6	5.4	12	6	8	0.66
WBAV	FM	Charlotte	B/AC	4.48	4.8	5.5	6.9	11	6	4	0.70
WUVA	FM	Charlottesville, VA	B/AC	0.50	7.6	7.8	12.2	6	3	3	0.62
WGCI	AM	Chicago	B/O	3.20	0.8	1.3	1.5	28	25	27	0.53
WVAZ	FM	Chicago	B/AC	21.40	5.2	4.5	5.1	6	5	1	1.01
WCIN	AM	Cincinnati	B/O	0.51	0.5	1.0	1.2	16	18	16	0.42
WLXC	FM	Columbia, SC	B/AC	0.23	0.9	2.3	2.7	12	13	3	0.33
WOIC	AM	Columbia, SC	B/O	0.19	0.7	1.9	2.2	13	13	12	0.31
WAGH	FM	Columbus, GA	B/AC	1.20	11.4	9.7	11.2	5	2	2	1.02
WOKS	AM	Columbus, GA	B/O	0.33	3.1	3.7	4.3	9	9	11	0.73
WXMG	FM	Columbus, OH	B/AC	0.60	0.7	1.2	1.5	16	18	10	0.48
KRNB	FM	Dallas - Fort Worth	B/AC	1.80	0.6	1.0	1.1	26	29	23	0.53
WDAO	AM	Dayton	B/AC	0.34	1.0	2.0	2.5	13	17	17	0.40
WGPR	FM	Detroit	B/AC	1.80	0.8	1.2	1.4	21	19	19	0.56
WMXD	FM	Detroit	B/AC	8.50	3.9	4.0	4.6	10	8	7	0.85
WQBH	AM	Detroit	B/O	1.25	0.6	1.2	1.3	22	22	27	0.44
WEOA	AM	Evansville	B/AC	0.12	0.8	2.8	3.3	14	13	8	0.24
WUKS	FM	Fayetteville, NC	B/AC	0.50	3.0	4.2	5.5	8	7	6	0.55
WOWE	FM	Flint	B/AC	0.40	2.7	3.4	6.2	8	9	7	0.43
WTMG	FM	Gainesville - Ocala	B/AC	0.82	6.2	5.4	8.3	7	4	5	0.75
WQMG	FM	Greensboro - Winston Salem	B/AC	3.06	7.1	6.6	9.1	7	2	4	0.78
WTCY	AM	Harrisburg	B/AC	0.30	1.2	2.8	4.0	10	12	10	0.30
KMJQ	FM	Houston	B/AC	16.30	6.4	5.9	7.0	6	5	3	0.91
WBKS	FM	Indianapolis	B/AC	0.45	0.6	2.2	2.4	16	15	14	0.25
WKXI	FM	Jackson, MS	B/AC	1.50	9.0	7.6	9.5	4	4	3	0.95
WQJQ	FM	Jackson, MS	B/O	0.10	0.6	1.6	2.0	16	5	6	0.30
WSOL	FM	Jacksonville	B/AC	3.10	6.5	6.9	8.2	8	4	3	0.79
WNWN	AM	Kalamazoo	B/AC	0.11	1.0	2.9	5.3	11	8	9	0.19
KNEK	FM	Lafayette, LA	B/AC	0.45	3.1	3.3	4.4	10	8	5	0.71
KISF	FM	Las Vegas	B/AC	2.23	3.5	3.5	4.1	12	14	7	0.86
KOKY	FM	Little Rock	B/AC	0.34	1.6	3.4	4.0	14	10	13	0.40
KYFX	FM	Little Rock	B/AC	0.36	1.7	2.5	2.9	13	15	10	0.58
KACE	FF	Los Angeles	B/O	2.90	0.4	0.9	1.1	31	28	28	0.38
KCMG	FM	Los Angeles	B/O	16.50	2.5	2.9	3.4	19	13	12	0.74

78 Stations 1998 Mean: 0.66 Historic Means: 1997 - 0.74 1995 - 0.76 1993 - 0.73 1991 - 0.71
1998 Median: 0.68 1996 - 0.77 1994 - 0.74 1992 - 0.70 1990 - 0.69 1988 - 0.77
1998 Means: Black AC - 0.71 (63); Black Oldies - 0.49 (15) Historic Means are for all Black formatted stations

**Black AC/Black Oldies
All Market Sizes**

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
KJLH	FM	Los Angeles	2.70	0.4	1.3	1.5	32	29	25	0.27
WPGA	FM	Macon	0.37	3.2	2.8	3.5	8	14	13	0.92
WRBV	FM	Macon	0.34	3.0	2.6	3.2	9	9	6	0.94
KJMS	FM	Memphis	4.00	7.9	5.6	6.3	6	2	4	1.25
WJCE	AM	Memphis	0.25	0.5	1.3	1.5	16	24	20	0.34
WRBO	FM	Memphis	0.70	1.4	3.5	4.0	14	4	5	0.35
WHQT	FM	Miami - Fort Lauderdale	9.30	4.4	5.0	5.8	12	7	1	0.76
WMCS	AM	Milwaukee	0.45	0.7	2.0	2.3	17	15	15	0.31
WDLT	FM	Mobile	1.30	7.1	7.1	10.2	6	6	1	0.69
WMCZ	FM	Montgomery	1.00	7.1	6.4	7.6	6	6	4	0.93
KMEZ	FM	New Orleans	1.70	3.2	3.8	4.4	12	8	3	0.73
WYLD	AF	New Orleans	6.05	11.5	8.4	9.7	3	2	1	1.18
WRKS	FM	New York	29.00	4.9	4.0	4.7	9	8	7	1.04
WSVY	FF	Norfolk	1.00	2.2	3.4	4.0	16	13	3	0.55
WCFB	FM	Orlando	3.30	3.6	4.2	4.9	14		12	0.73
WDAS	FM	Philadelphia	16.50	6.6	6.1	7.5	5	4	2	0.88
KHOT	FM	Phoenix	1.00	0.7	1.6	1.9	21	18	18	0.37
WFXC	FF	Raleigh - Durham	3.66	5.5	4.7	6.6	9	8	10	0.84
WKJS	FM	Richmond	1.20	2.7	5.4	6.1	12	10	5	0.44
WPLZ	FM	Richmond	1.90	4.3	4.5	5.1	9	10	10	0.84
KQBR	FM	Sacramento	0.50	0.6	1.6	2.0	17	18	11	0.30
WTLZ	FM	Saginaw - Bay City - Midland	0.73	4.2	5.0	6.2	9	7	8	0.68
KMJM	FM	Saint Louis	7.50	6.4	6.3	7.1	6	4	4	0.90
XHRM	FM	San Diego	4.48	3.5	2.1	2.6	14	8	5	1.34
KISQ	FM	San Francisco	13.20	4.3	3.3	4.1	12	5	10	1.04
WLVH	FM	Savannah	1.25	8.3	7.9	9.1	4	3	3	0.91
WRDS	FM	Syracuse	0.35	1.2	2.1	2.7	13	17	11	0.45
WHBX	FM	Tallahassee	2.00	18.2	13.8	18.2	1	1	1	1.00
WFJO	FM	Tampa - Saint Petersburg	0.81	0.8	1.9	2.2	17	15	12	0.37
WIMX	FM	Toledo	0.27	1.0	2.1	2.7	12	12	9	0.37
WHUR	FM	Washington, DC	12.79	5.0	5.8	7.1	10	2	1	0.70
WMMJ	FM	Washington, DC	9.80	3.8	4.2	5.2	14	4	8	0.73
WAAV	FM	Wilmington, NC	0.30	2.9	3.8	6.0	10	7	8	0.48

78 Stations 1998 Mean: 0.66 Historic Means: 1997 - 0.74 1995 - 0.76 1993 - 0.73 1991 - 0.71
 1998 Median: 0.68 1996 - 0.77 1994 - 0.74 1992 - 0.70 1990 - 0.69 1988 - 0.77
 1998 Means: Black AC - 0.71 (63); Black Oldies - 0.49 (15) Historic Means are for all Black formatted stations

CHR
Major Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
WSTR	FM	Atlanta	20.40	8.0	8.1	9.3	5	2	1	0.86
KHFI	FM	Austin	6.20	9.9	7.1	9.1	3	9	11	1.09
KQBT	FM	Austin	0.70	1.1	4.1	5.3	15	2	10	0.21
WXYV	FM	Baltimore	4.90	5.0	4.0	5.8	8	9	11	0.87
WJMN	FM	Boston	16.00	6.5	6.7	8.4	7	2	13	0.78
WNKS	FM	Charlotte	5.42	5.9	6.5	8.0	10	2	6	0.74
WBBM	FM	Chicago	19.80	4.8	4.8	5.5	10	3	17	0.87
WKRQ	FM	Cincinnati	9.50	8.5	5.8	7.1	4	10	8	1.19
WZJM	FM	Cleveland	4.85	5.0	5.3	6.2	10	6	10	0.81
WNCI	FM	Columbus, OH	11.50	13.6	9.1	11.0	2	1	2	1.23
KHKS	FM	Dallas - Fort Worth	21.50	7.7	7.5	8.4	2	2	1	0.92
KRBV	FM	Dallas - Fort Worth	6.70	2.4	2.6	2.9	16	19	21	0.82
KQKS	FM	Denver	5.46	3.6	6.1	7.1	12	5	13	0.51
WDRQ	FM	Detroit	6.20	2.8	2.9	3.3	14	12	13	0.84
WPLT	FM	Detroit	4.60	2.1	2.5	2.9	17	17	12	0.73
WKSS	FM	Hartford	6.50	9.9	7.4	10.1	5	3	4	0.98
KRBE	FM	Houston	17.90	7.0	6.6	7.9	5	3	7	0.89
WHHH	FM	Indianapolis	3.20	4.1	5.2	5.8	11	9	12	0.71
WZPL	FM	Indianapolis	4.20	5.4	5.7	6.4	8	7	5	0.85
KMXV	FM	Kansas City	7.30	9.3	6.9	7.7	2	6	1	1.21
KLUC	FM	Las Vegas	6.86	10.9	9.0	10.6	1	4	2	1.03
KIIS	FM	Los Angeles	39.10	6.0	3.5	4.1	1	3	4	1.48
WMC	FM	Memphis	7.50	14.9	6.0	6.9	1	7	2	2.17
WHYI	FM	Miami - Fort Lauderdale	11.28	5.4	3.8	4.4	9	8	3	1.24
WPOW	FM	Miami - Fort Lauderdale	12.80	6.1	5.2	6.0	2	3	11	1.01
WXSS	FM	Milwaukee	1.75	2.5	3.7	4.1	13	10	13	0.60
KDWB	FM	Minneapolis - Saint Paul	12.60	8.8	8.1	9.9	5	3	7	0.89
WQZQ	FM	Nashville	0.80	1.3	2.4	2.8	15	13	17	0.46
WRVW	FM	Nashville	4.90	7.8	5.0	5.8	5	6	7	1.33
KUMX	FM	New Orleans	1.75	3.3	4.2	4.8	11	11	13	0.68
WHTZ	FM	New York	20.50	3.5	4.7	5.6	14	5	11	0.62
WKTU	FM	New York	34.00	5.7	4.0	4.7	6	7	3	1.21
WPLJ	FM	New York	28.10	4.7	2.6	3.1	10	19	6	1.51
WXXL	FM	Orlando	7.30	7.9	7.3	8.5	5		11	0.93
WIOQ	FM	Philadelphia	11.00	4.4	3.9	4.8	10	9	8	0.91
WPLY	FM	Philadelphia	8.70	3.5	2.2	2.7	15	17	14	1.28
KKFR	FM	Phoenix	7.00	4.8	5.4	6.4	10	3	15	0.75
KPTY	FM	Phoenix	2.40	1.6	2.0	2.4	18	19	21	0.68
KZZP	FM	Phoenix	10.00	6.8	5.4	6.5	6	10	10	1.05
WBZZ	FM	Pittsburgh	7.90	8.6	6.1	7.1	4	4	3	1.21
KKRZ	FM	Portland, OR	10.95	10.2	10.2	12.4	2	1	3	0.83
WDCG	FM	Raleigh - Durham	10.20	15.3	7.3	10.1	1	1	5	1.52
KBMB	FM	Sacramento	0.60	0.7	3.8	4.7	17	11	14	0.15
KDND	FM	Sacramento	3.70	4.5	3.9	4.8	10	8	14	0.94
KSFM	FM	Sacramento	6.82	8.3	6.2	7.7	5	2	12	1.08
59 Stations	1998 Mean:	0.92	Historic Means:	1997 - 0.96	1995 - 0.97	1993 - 0.89	1991 - 0.98			
	1998 Median:	0.89		1996 - 0.95	1994 - 0.91	1992 - 0.91	1990 - 0.98			1988 - 1.02

CHR
Major Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio	
KSLZ	FM	Saint Louis	CHR	2.13	1.8	4.3	4.8	15	5	16	0.37
KISN	FM	Salt Lake City	CHR/AC	4.66	6.3	3.8	4.4	3	16	8	1.45
KZHT	FM	Salt Lake City	CHR	2.79	3.8	6.8	7.6	11	1	13	0.50
KTFM	FM	San Antonio	CHR/U	7.50	10.2	10.0	11.5	2	1	1	0.89
KHTS	FM	San Diego	CHR	5.00	3.7	4.4	5.4	12	6	16	0.68
XHTZ	FM	San Diego	CHR/U	5.45	4.1	5.0	6.1	11	5	19	0.68
KMEL	FM	San Francisco	CHR/U	16.20	5.2	3.2	4.0	9	5	14	1.29
KZQZ	FM	San Francisco	CHR	6.90	2.2	2.7	3.4	15	13	17	0.64
KBKS	AF	Seattle - Tacoma	CHR	6.60	3.7	4.5	5.2	14	6	10	0.72
KPLZ	FM	Seattle - Tacoma	CHR/AC	10.60	6.0	4.1	4.8	6	7	4	1.26
KUBE	FM	Seattle - Tacoma	CHR/U	12.00	6.7	6.2	7.1	3	2	15	0.94
WFLZ	FM	Tampa - Saint Petersburg	CHR	13.26	12.4	7.9	9.0	2	3	3	1.38
WLLD	FM	Tampa - Saint Petersburg	CHR/U	0.76	0.7	3.4	3.9	18	7	7	0.18
WWZZ	FM	Washington, DC	CHR	9.90	3.8	3.5	4.2	13	15	18	0.90

59 Stations 1998 Mean: 0.92 Historic Means: 1997 - 0.96 1995 - 0.97 1993 - 0.89 1991 - 0.98
 1998 Median: 0.89 1996 - 0.95 1994 - 0.91 1992 - 0.91 1990 - 0.98 1988 - 1.02

CHR
Medium Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
WFLY	FM	Albany - Schenectady - Troy	4.40	13.1	9.7	11.5	2	3	4	1.13
KKSS	FM	Albuquerque	1.60	4.2	4.2	4.7	8	9	16	0.89
KYLZ	FM	Albuquerque	0.25	0.7	4.1	4.7	19	12	14	0.15
WAEB	FM	Allentown - Bethlehem	5.70	23.1	12.0	19.0	1	1	1	1.22
WLSS	FM	Baton Rouge	1.65	6.8	4.6	6.3	8	4	10	1.08
WKSE	FM	Buffalo	4.70	9.6	7.0	8.1	6	6	5	1.19
WNOK	FM	Columbia, SC	3.30	12.7	7.7	9.2	4	2	3	1.38
WBTT	FM	Dayton	0.62	1.8	3.3	4.1	12	10	12	0.44
WGTZ	FM	Dayton	2.20	6.3	5.5	7.0	6	7	9	0.90
KCCQ	FM	Des Moines	0.26	1.0	2.5	2.9	14	14	12	0.35
KKDM	FM	Des Moines	0.90	3.6	4.1	4.7	10	13	12	0.77
KSTZ	FM	Des Moines	2.00	8.0	8.1	9.3	5	2	2	0.86
WXKB	FM	Fort Myers - Naples	3.50	14.3	9.7	11.6	1	2	2	1.23
KBOS	FM	Fresno	3.00	9.7	5.5	6.8	2	4	13	1.43
KKPW	FM	Fresno	0.26	0.8	2.8	3.4	19	18	23	0.24
WSNX	FM	Grand Rapids	2.00	5.2	7.6	9.5	7	1		0.55
WVTI	FM	Grand Rapids	0.94	2.5	3.9	4.9	12	10	10	0.51
WQSL	FM	Greenville - New Bern - Jacksonville	0.35	1.7	2.1	2.7	11	14	17	0.62
WRHT	FF	Greenville - New Bern - Jacksonville	1.70	8.3	4.8	6.4	5	5	6	1.30
WFBC	FM	Greenville - Spartanburg	2.60	7.9	8.3	10.6	7	3	5	0.74
WNNK	FM	Harrisburg	7.60	29.8	11.3	15.8	1	1	2	1.89
KIKI	FM	Honolulu	2.80	12.5	8.1	8.7	2	3	5	1.43
KQMQ	AF	Honolulu	1.20	5.4	5.3	5.8	7	9	10	0.94
KXME	FM	Honolulu	0.52	2.3	5.6	6.1	13	6	12	0.38
WAPE	FM	Jacksonville	6.50	13.7	8.6	10.2	2	1	2	1.34
WWST	FM	Knoxville	1.80	6.3	7.6	9.1	6	3	5	0.69
WLKT	FM	Lexington	2.08	9.9	11.1	13.5	5	2	7	0.73
KHTE	FM	Little Rock	0.22	1.0	2.2	2.5	16	13	15	0.40
KQAR	FM	Little Rock	0.37	1.7	3.3	3.8	12	7	9	0.44
WDJX	FM	Louisville	4.20	9.0	6.9	7.8	4	4	4	1.15
WZEE	FM	Madison	3.40	14.2	11.5	14.6	1	1	2	0.97
WNVZ	FM	Norfolk	2.13	4.7	5.1	6.0	10	8	9	0.78
WROX	FM	Norfolk	1.40	3.1	2.5	2.9	13	15	20	1.07
KJYO	FM	Oklahoma City	4.50	10.8	10.8	12.3	2	1	2	0.88
KQKQ	FM	Omaha	2.83	8.0	7.1	8.3	8	3	6	0.96
KSRZ	FM	Omaha	1.50	4.3	7.1	8.4	10	7	5	0.51
WPRO	FM	Providence	5.60	12.8	7.1	9.9	2	3	4	1.29
WWKX	FF	Providence	1.90	4.3	4.9	6.8	9	7	10	0.63
WRVQ	FM	Richmond	4.40	9.9	6.6	7.6	4	4	4	1.31
KGGI	FM	Riverside - San Bernardino	5.20	17.7	6.1	18.6	2	3	4	0.95
WMAX	FM	Rochester, NY	0.50	1.4	1.8	2.3	12	11	NA	0.61
WPXY	FM	Rochester, NY	4.00	10.8	6.0	7.7	5	8	8	1.40
WNTQ	FM	Syracuse	3.50	12.1	6.9	8.7	4	4	2	1.39
WWHT	FM	Syracuse	1.33	4.6	6.2	7.7	8	6	10	0.60
WVKS	FM	Toledo	4.06	14.9	10.3	13.3	2	2	4	1.12

53 Stations	1998 Mean:	0.89	Historic Means:	1997 - 1.09	1995 - 1.07	1993 - 1.09	1991 - 1.06
	1998 Median:	0.89		1996 - 1.01	1994 - 1.05	1992 - 1.09	1990 - 1.01
							1988 - 1.03

CHR
Medium Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
KOHT FM	Tucson	CHR/U	0.93	2.7	5.8	6.9	10	6	12	0.39
KRQQ FM	Tucson	CHR	4.10	11.8	8.4	10.0	3	2	5	1.18
KHTT FM	Tulsa	CHR	2.20	6.0	8.1	8.9	8	5	10	0.67
WLDI FM	West Palm Beach	CHR	0.80	1.8	1.9	3.3	10	6	10	0.54
KKRD FM	Wichita	CHR	2.50	10.2	8.6	9.8	3	2	2	1.04
WBHT FM	Wilkes Barre - Scranton	CHR	0.76	2.9	4.8	6.1	7	8	6	0.47
WKRZ FF	Wilkes Barre - Scranton	CHR	5.70	22.1	11.7	15.1	1	1	1	1.47
WSBG FM	Wilkes Barre - Scranton	CHR	0.30	1.2	2.1	2.7	13	12	9	0.44

53 Stations 1998 Mean: 0.89 Historic Means: 1997 - 1.09 1995 - 1.07 1993 - 1.09 1991 - 1.06
 1998 Median: 0.89 1996 - 1.01 1994 - 1.05 1992 - 1.09 1990 - 1.01 1988 - 1.03

CHR
Small Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio	
WKDD	FM	Akron	CHR/AC	5.10	26.2	5.3	19.8	1	6	1	1.32
KGOT	FM	Anchorage	CHR	1.70	11.7	11.8	13.1	2	1	2	0.89
WZNY	FM	Augusta, GA	CHR	1.20	7.8	7.0	8.4	4	4	3	0.93
KISV	FM	Bakersfield	CHR	1.30	7.3	7.5	9.1	6	8	10	0.80
KKXX	FM	Bakersfield	CHR	1.70	9.5	5.6	6.8	4	6	13	1.40
KLLY	FM	Bakersfield	CHR/AC	1.10	6.1	4.5	5.5	8	8	2	1.10
KTPZ	FM	Boise	CHR	0.10	0.6	2.3	2.7	17	14	22	0.22
KZMG	FM	Boise	CHR	1.65	9.2	8.6	10.0	4	2	3	0.92
WSSX	FM	Charleston, SC	CHR	1.50	8.4	6.6	7.7	6	5	7	1.09
WKXJ	FM	Chattanooga	CHR	0.62	3.1	5.6	6.7	9	9	7	0.46
KKMG	FM	Colorado Springs	CHR	2.70	13.7	10.8	15.0	3	1	3	0.91
WHTS	FM	Davenport - Rock Island - Moline	CHR	1.40	9.7	10.4	12.8	4	2	3	0.76
KPRR	FM	El Paso	CHR/U	2.42	12.3	15.0	17.1	3	1	3	0.72
WSTO	FM	Evansville	CHR	2.20	13.8	9.8	11.7	3	3	7	1.18
WJFX	FM	Fort Wayne	CHR/B	0.44	2.2	3.6	4.3	11	11	9	0.51
WMEE	FM	Fort Wayne	CHR/AC	1.35	6.9	7.4	8.9	6	6	6	0.78
WZYP	FM	Huntsville	CHR	2.40	16.0	11.6	14.7	2	2	2	1.09
WYOY	FM	Jackson, MS	CHR	1.20	7.2	8.3	10.3	5	3	5	0.70
WAEZ	FM	Johnson City - Kingsport - Bristol	CHR	0.71	4.7	8.3	13.4	5	2	4	0.35
KSMB	FM	Lafayette, LA	CHR	2.20	15.0	8.2	10.9	2	4	3	1.38
WHZZ	FM	Lansing	CHR	1.05	5.5	8.1	11.1	6	5	6	0.49
KBFM	FM	McAllen - Brownsville	CHR	2.70	14.1	15.1	18.5	1	1	5	0.76
WABB	FM	Mobile	CHR	2.20	12.0	8.5	12.4	3	1	3	0.97
KWNN	FM	Modesto	CHR	1.00	5.4	5.0	8.3	6	5	6	0.65
KDON	FM	Monterey - Salinas - Santa Cruz	CHR	1.72	10.4	9.3	14.5	3	1	5	0.72
WKCI	FM	New Haven	CHR	5.90	33.7	7.7	26.4	2	3	2	1.28
WEEK	FM	Peoria	CHR	0.36	2.5	2.2	2.8	11	11	14	0.88
WJBQ	FM	Portland, ME	CHR	0.80	4.5	8.8	10.8	8	4	4	0.42
KWNZ	FM	Reno	CHR	0.65	3.7	5.4	6.1	12	3	11	0.60
WXLK	FF	Roanoke - Lynchburg	CHR	2.20	11.5	7.0	8.8	4	4	4	1.31
WTCF	FM	Saginaw - Bay City - Midland	CHR	1.20	6.9	7.9	9.8	8	6	10	0.70
WZAT	FM	Savannah	CHR	0.74	4.9	3.5	4.0	8	8	11	1.22
KRUF	FM	Shreveport	CHR	0.90	6.0	9.3	10.6	6	4	3	0.57
KZZU	FM	Spokane	CHR	1.70	9.6	9.1	10.2	4	1	5	0.94
KHTO	FM	Springfield, MO	CHR	1.05	6.0	6.3	7.5	7	3	5	0.80
WSTW	FM	Wilmington, DE	CHR/AC	5.70	29.2	9.3	24.9	1	2	1	1.17
WYCR	FM	York	CHR	1.50	8.7	7.1	17.6	5	2	5	0.49
WHOT	FM	Youngstown	CHR	3.40	18.2	9.7	12.2	1	2	4	1.49

38 Stations 1998 Mean: 0.87 Historic Means: 1997 - 0.95 1995 - 1.13 1993 - 1.11 1991 - 1.08
1998 Median: 0.84 1996 - 1.13 1994 - 1.04 1992 - 1.12 1990 - 1.05 1988 - 1.08

CHR
Very Small Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
WPRR	FM Altoona	CHR	1.00	16.9	12.4	15.0	2	2	4	1.12
KQIZ	FM Amarillo, TX	CHR	0.85	10.1	11.6	13.2	3	4	5	0.77
KQXY	FM Beaumont - Port Arthur, TX	CHR	1.58	12.7	9.4	13.4	5	6	5	0.95
KRSQ	FM Billings, MT	CHR	0.45	6.6	9.9	11.0	5	3	7	0.60
KYYA	FM Billings, MT	CHR	0.80	11.8	6.9	7.7	4	5	6	1.53
WMRV	FM Binghamton	CHR	1.20	13.3	16.5	20.4	3	2	3	0.65
KYYY	FM Bismarck, ND	CHR/AC	0.63	11.5	13.2	14.4	2	2	5	0.80
WBNQ	FM Bloomington, IL	CHR	1.86	23.8	15.6	27.0	3	3	2	0.88
WXXX	FM Burlington, VT	CHR	1.20	13.0	8.4	10.4	4	2	2	1.25
KZIA	FM Cedar Rapids	CHR	0.66	4.8	4.5	6.0	7	3	5	0.80
WQMZ	FM Charlottesville, VA	CHR/AC	0.70	10.6	5.9	9.2	5	6	5	1.15
KBTE	FM Corpus Christi	CHR/U	0.39	3.5	3.4	4.0	12	11	14	0.87
KZFM	FM Corpus Christi	CHR/U	1.50	13.5	10.3	12.2	2	2	4	1.10
WRTS	FM Erie	CHR	1.00	11.2	12.1	14.1	6	1	1	0.79
WDAY	FM Fargo - Moorhead	CHR	0.85	5.3	8.8	10.0	7	2	7	0.53
WYKS	FM Gainesville - Ocala	CHR	0.70	5.3	4.2	6.5	8	9	9	0.82
WIXX	FM Green Bay	CHR	4.80	36.9	15.0	27.1	1	1	1	1.36
WQLH	FM Green Bay	CHR/AC	1.60	12.3	4.7	8.5	2	4	8	1.45
WKEE	FM Huntington - Ashland	CHR/AC	2.60	28.6	17.0	22.8	2	1	1	1.26
WGLU	FM Johnstown, PA	CHR	1.05	15.9	8.5	13.6	3	4	3	1.17
WKFR	FM Kalamazoo	CHR	2.25	19.7	10.4	18.8	2	2	3	1.05
WLAN	FM Lancaster	CHR	2.60	23.6	8.9	25.4	3	2	2	0.93
KFRX	FM Lincoln	CHR	2.00	15.5	9.7	14.2	3	1	2	1.09
KLZK	FM Lubbock	CHR/U	0.34	3.2	2.7	3.0	10	3	7	1.06
KZII	FM Lubbock	CHR	1.60	15.0	17.4	19.4	2	2	2	0.77
WMGB	FM Macon	CHR	0.54	4.7	5.8	7.1	6	7	7	0.66
WBAM	FM Montgomery	CHR	1.10	7.8	7.2	8.6	4	4	5	0.91
KCHX	FM Odessa - Midland, TX	CHR	0.85	8.9	13.8	15.3	4	1	2	0.58
KCAQ	FM Oxnard - Ventura	CHR/U	1.40	12.8	6.0	13.6	4	3	2	0.94
WILN	FM Panama City, FL	CHR	1.20	14.6	13.8	16.5	3	3	1	0.88
WERZ	FM Portsmouth - Dover - Rochester	CHR	2.40	17.0	7.7	21.1	3	2	3	0.81
WZOK	FM Rockford	CHR	2.45	19.9	12.2	19.2	2	1	2	1.04
KKLS	FM Sioux Falls	CHR	0.80	9.0	7.7	9.4	7	2	6	0.96
WDBR	FM Springfield, IL	CHR	1.30	11.7	12.1	14.5	3	1	2	0.81
WWLD	FM Tallahassee	CHR	0.51	4.6	4.5	6.0	10	8	6	0.77
WMGI	FM Terre Haute	CHR	1.00	16.9	12.0	15.1	2	2	2	1.12
WOWB	FF Utica - Rome	CHR	0.43	4.4	2.8	3.7	8	11	9	1.18
WSKS	FM Utica - Rome	CHR	0.72	7.3	6.1	8.2	5	5	5	0.89
KWTX	FM Waco, TX	CHR	1.48	18.5	14.1	23.5	2	2	3	0.79
KCVM	FM Waterloo - Cedar Falls	CHR/AC	0.50	7.6	8.1	11.3	6	5	6	0.67
WOMP	FM Wheeling	CHR	1.55	20.7	12.1	15.0	2	2	2	1.38

41 Stations 1998 Mean: 0.95 Historic Means: 1997 - 0.98 1995 - 1.10 1993 - 1.00 1991 - 0.96
1998 Median: 0.91 1996 - 0.99 1994 - 1.05 1992 - 1.01 1990 - 0.94 1988 - 0.97

Classical/Fine Arts
All Market Sizes

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
WBKK	FM	Albany - Schenectady - Troy	0.15	0.4	1.0	1.2	16	19	20	0.34
KHFM	FM	Albuquerque	1.50	4.0	4.4	5.0	10	5	12	0.80
KLEF	FM	Anchorage	0.53	3.6	3.8	4.2	11	12	13	0.85
WCRB	FM	Boston	5.00	2.0	4.2	5.2	16	7	17	0.39
WFMT	FM	Chicago	4.50	1.1	1.2	1.4	26	25	24	0.78
WNIB	FM	Chicago	5.20	1.3	1.6	1.8	23	22	24	0.72
WCLV	FM	Cleveland	2.26	2.3	2.8	3.2	14	13	15	0.71
WRR	FM	Dallas - Fort Worth	3.04	1.1	2.5	2.8	24	17	20	0.40
KVOD	FM	Denver	2.46	1.6	2.1	2.5	16	18	17	0.64
WFGR	FM	Grand Rapids	0.52	1.4	2.1	2.6	14	15	17	0.53
KRTS	FM	Houston	0.37	0.1	0.8	1.0	29	24	25	0.10
KXTR	FM	Kansas City	1.00	1.3	2.4	2.7	17	13	15	0.48
KKGO	FM	Los Angeles	9.40	1.4	1.8	2.1	23	21	23	0.68
WTMI	FM	Miami - Fort Lauderdale	5.40	2.6	2.9	3.4	18	11	19	0.76
WFMR	FM	Milwaukee	0.80	1.2	2.1	2.4	16	14	18	0.50
KBOQ	FM	Monterey - Salinas - Santa Cruz	0.77	4.6	4.0	6.2	8	7	13	0.74
WQXR	FM	New York	11.90	2.0	2.8	3.3	19	17	22	0.60
WBQW	FM	Portland, ME	0.40	2.2	1.6	2.0	14	15	11	1.12
KFUO	FM	Saint Louis	1.75	1.5	2.8	3.1	17	12	18	0.48
KFSD	FM	San Diego	1.50	1.1	1.4	1.7	22	23	24	0.65
KDFC	FM	San Francisco	6.00	1.9	2.7	3.3	18	9	14	0.58
KDB	FM	Santa Barbara, CA	0.75	7.1	4.2	6.5	7	9	13	1.10
KING	FM	Seattle - Tacoma	6.00	3.4	3.9	4.5	16	12	21	0.75
KCFM	FM	Tulsa	0.58	1.6	2.4	2.6	13	15	16	0.61
WGMS	FM	Washington, DC	10.00	3.9	4.1	5.0	12	14	16	0.78

25 Stations 1998 Mean: 0.64 Historic Means: 1997 - 0.64 1995 - 0.69 1993 - 0.82 1991 - 0.84
 1998 Median: 0.65 1996 - 0.68 1994 - 0.72 1992 - 0.84 1990 - 0.84 1988 - 0.85

Country
Major Markets

Call Letters		Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
WKHX	FM	Atlanta	C	20.50	8.0	6.4	7.3	4	5	6	1.10
WYAY	FM	Atlanta	C	6.50	2.5	3.4	3.9	15	14	13	0.65
KASE	FM	Austin	C	9.90	15.8	9.7	12.5	1	1	1	1.27
KVET	FM	Austin	C	5.30	8.5	5.6	7.3	5	7	4	1.17
WGRX	FM	Baltimore	C	1.20	1.2	1.2	1.7	14	24	25	0.71
WPOC	FM	Baltimore	C	9.30	9.5	7.0	10.0	6	2	3	0.95
WKLB	FM	Boston	C	7.00	2.8	3.0	3.8	14	12	10	0.75
WKKT	FM	Charlotte	C	6.48	7.0	6.3	7.8	6	9	7	0.90
WSOC	FM	Charlotte	C	9.44	10.2	6.9	8.6	3	8	8	1.19
WUSN	FM	Chicago	C	23.30	5.7	3.8	4.3	4	12	8	1.33
WUBE	FM	Cincinnati	C	15.10	13.5	8.6	10.5	2	3	1	1.28
WYGY	FM	Cincinnati	C	2.50	2.2	2.7	3.3	13	14	11	0.67
WGAR	FM	Cleveland	C	10.10	10.4	7.2	8.4	3	2	3	1.24
WCOL	FM	Columbus, OH	C	9.90	11.7	7.9	9.6	3	3	4	1.22
WHOK	FM	Columbus, OH	C	3.50	4.1	4.1	5.0	8	9	9	0.83
KPLX	FM	Dallas - Fort Worth	C	9.73	3.5	3.3	3.7	12	10	14	0.95
KSCS	FM	Dallas - Fort Worth	C	18.25	6.5	5.2	5.8	5	4	4	1.12
KYNG	FM	Dallas - Fort Worth	C	10.40	3.7	3.0	3.3	11	16	16	1.11
KCKK	AF	Denver	C/O	1.68	1.1	2.4	2.8	19	13	18	0.39
KYGO	FM	Denver	C	16.55	10.9	7.8	9.0	2	2	2	1.21
WWWW	FM	Detroit	C	6.40	2.9	3.6	4.2	13	14	14	0.70
WYCD	FM	Detroit	C	8.05	3.7	2.9	3.4	11	15	10	1.09
WWYZ	FM	Hartford	C	7.85	11.9	7.2	9.8	3	5	3	1.22
KIKK	AF	Houston	C	6.05	2.4	2.6	3.2	16	14	14	0.76
KILT	FM	Houston	C	21.90	8.6	5.2	6.2	2	4	5	1.38
KKBQ	FM	Houston	C	20.70	8.1	3.6	4.3	3	16	12	1.90
WFMS	FM	Indianapolis	C	12.61	16.2	12.1	13.5	2	2	1	1.20
WGRL	FM	Indianapolis	C	1.90	2.4	1.6	1.7	12	16	17	1.37
KBEQ	FM	Kansas City	C	5.40	6.9	4.8	5.3	7	10	7	1.29
KFKF	FM	Kansas City	C	7.00	8.9	6.5	7.2	3	3	10	1.23
WDAF	AM	Kansas City	C/F/S	3.10	3.9	6.9	7.6	11	2	14	0.51
WHB	AF	Kansas City	C/FARM	1.50	1.9	0.6	0.7	16	24	NA	2.68
KFMS	FM	Las Vegas	C	2.40	3.8	4.6	5.3	11	6	10	0.71
KWNR	FM	Las Vegas	C	4.95	7.9	5.3	6.2	5	2	4	1.27
KZLA	FM	Los Angeles	C	16.60	2.5	2.2	2.5	18	21	19	0.98
WGKX	FM	Memphis	C	4.50	8.9	5.8	6.7	5	10	8	1.34
WOGY	FM	Memphis	C	2.50	5.0	3.9	4.5	9	12	9	1.11
WKIS	FM	Miami - Fort Lauderdale	C	11.40	5.5	3.8	4.4	6	6	9	1.26
WMIL	FM	Milwaukee	C	6.60	9.6	7.4	8.4	4	8	6	1.14
KEEY	FM	Minneapolis - Saint Paul	C	13.30	9.3	7.6	9.4	3	4	2	0.99
WSIX	FM	Nashville	C	13.10	20.7	10.6	12.2	1	1	2	1.69
WSM	FM	Nashville	C	7.00	11.1	8.1	9.4	2	4	4	1.18
WZPC	FM	Nashville	C	0.40	0.6	1.2	1.3	16	18	9	0.45
WNOE	FM	New Orleans	C	5.05	9.6	5.7	6.6	4	4	4	1.45
WWKA	FM	Orlando	C	10.00	10.8	8.4	9.9	1		4	1.10

71 Stations	1998 Mean:	1.11	Historic Means:	1997 - 1.12	1995 - 1.11	1993 - 1.09	1991 - 1.05
	1998 Median:	1.14		1996 - 1.09	1994 - 1.14	1992 - 1.03	1990 - 1.06
							1988 - 1.08

Country
Major Markets

Call Letters		Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
WXTU	FM	Philadelphia	C	9.00	3.6	4.3	5.3	14	12	10	0.67
KMLE	FM	Phoenix	C	13.90	9.4	5.7	6.8	1	7	2	1.38
KNIX	FM	Phoenix	C	13.80	9.4	5.8	6.9	2	1	1	1.35
KWCY	FM	Phoenix	C	1.20	0.8	1.4	1.7	20	20	17	0.46
WDSY	FM	Pittsburgh	C	8.50	9.2	7.3	8.5	3	3	2	1.08
KUPL	FM	Portland, OR	C	9.23	8.6	5.8	7.1	4	6	4	1.22
KWJJ	FM	Portland, OR	C	6.46	6.0	4.6	5.6	8	7	8	1.07
WKIX	FF	Raleigh - Durham	C	4.45	6.7	4.1	5.6	8	9	11	1.20
WQDR	FM	Raleigh - Durham	C	4.81	7.2	6.1	8.4	6	3	8	0.85
KNCI	FM	Sacramento	C	7.55	9.2	5.4	6.6	3	3	2	1.39
KRAK	FM	Sacramento	C	2.86	3.5	2.7	3.3	12	13	13	1.06
WIL	FM	Saint Louis	C	11.10	9.5	7.4	8.3	2	3	3	1.14
WKKX	FM	Saint Louis	C	6.50	5.5	4.2	4.8	7	9	5	1.15
KKAT	FM	Salt Lake City	C	2.65	3.6	3.7	4.2	12	10	7	0.86
KSOP	FM	Salt Lake City	C	4.30	5.8	4.7	5.3	5	5	11	1.09
KUBL	FM	Salt Lake City	C	3.87	5.2	4.6	5.2	7	11	5	1.00
KAJA	FM	San Antonio	C	5.24	7.1	5.2	5.9	6	9	8	1.20
KCYX	FM	San Antonio	C	5.80	7.9	4.5	5.2	5	12	9	1.52
KKYX	AM	San Antonio	C/O	0.78	1.1	2.0	2.3	17	18	24	0.47
KSON	AF	San Diego	C	12.50	9.3	5.7	7.1	2	2	2	1.32
KYCY	FM	San Francisco	C	5.50	1.8	1.6	2.1	19	22	22	0.87
KMPS	FM	Seattle - Tacoma	C	11.30	6.3	5.0	5.7	4	4	1	1.10
KYCW	FM	Seattle - Tacoma	C	5.70	3.2	2.3	2.7	17	21	16	1.18
WQYK	FM	Tampa - Saint Petersburg	C	14.36	13.4	6.9	7.8	1	2	4	1.72
WRBQ	FM	Tampa - Saint Petersburg	C	7.09	6.6	4.6	5.2	6	9	5	1.27
WMZQ	FM	Washington, DC	C	18.67	7.3	4.8	5.8	3	10	5	1.26

71 Stations 1998 Mean: 1.11 Historic Means: 1997 - 1.12 1995 - 1.11 1993 - 1.09 1991 - 1.05
 1998 Median: 1.14 1996 - 1.09 1994 - 1.14 1992 - 1.03 1990 - 1.06 1988 - 1.08

Country
Medium Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio	
WGNA	AF	Albany - Schenectady - Troy	C	6.40	19.0	10.3	12.3	1	2	2	1.55
KRST	FM	Albuquerque	C	6.29	16.7	8.7	9.8	1	1	1	1.70
KTBL	FM	Albuquerque	C	1.58	4.2	4.0	4.5	9	11	7	0.93
WCAC	FM	Baton Rouge	C	1.50	6.2	2.9	4.1	9	11	12	1.53
WXCT	FM	Baton Rouge	C	2.30	9.5	6.7	9.2	4	7	5	1.03
WYNK	FM	Baton Rouge	C	4.50	18.5	8.6	11.8	1	2	3	1.56
WOWC	FM	Birmingham	C	0.95	2.3	2.8	3.3	12	13	11	0.69
WZZK	FM	Birmingham	C	7.10	17.1	9.8	11.5	1	3	1	1.49
WNUC	FM	Buffalo	C	0.60	1.2	1.3	1.5	12	14	13	0.79
WYRK	FM	Buffalo	C	4.80	11.8	8.9	10.2	5	2	1	1.16
WCOS	FM	Columbia, SC	C	3.70	14.2	10.1	12.1	3	3	1	1.18
WBKI	FM	Dayton	C	0.07	0.2	1.4	1.8	17	25	20	0.11
WHKO	FM	Dayton	C	6.90	19.7	11.9	15.1	1	1	1	1.30
WKSW	FM	Dayton	C	0.31	0.9	1.5	1.9	15	15	15	0.47
KHKI	FM	Des Moines	C	1.30	5.2	6.4	7.3	8	10	5	0.71
KJJY	FM	Des Moines	C	3.15	12.7	7.3	8.4	2	5	3	1.52
WCKT	FM	Fort Myers - Naples	C	2.10	8.6	6.6	7.8	4	8	6	1.10
WQNU	FM	Fort Myers - Naples	C	0.31	1.3	1.8	2.2	15	12	12	0.60
WWGR	FM	Fort Myers - Naples	C	1.80	7.4	3.7	4.4	5	7	11	1.67
KNAX	FM	Fresno	C	1.20	3.9	4.6	5.6	12	3	1	0.69
KSKS	FM	Fresno	C	2.50	8.1	5.1	6.2	3	2	3	1.30
WBCT	FM	Grand Rapids	C	5.30	13.9	7.3	9.1	2	2	2	1.54
WCUZ	FM	Grand Rapids	C	0.85	2.2	3.8	4.8	13	14	13	0.46
WHSL	FM	Greensboro - Winston Salem	C	2.60	6.0	5.2	7.2	9	8	6	0.84
WTQR	FM	Greensboro - Winston Salem	C	8.05	18.7	10.1	13.9	1	1	1	1.34
WNBR	FM	Greenville - New Bern - Jacksonville	C/O	0.28	1.4	2.0	2.6	13	20	19	0.54
WRNS	AF	Greenville - New Bern - Jacksonville	C	4.40	21.5	15.8	20.9	1	1	1	1.03
WESC	FM	Greenville - Spartanburg	C	3.30	10.1	8.0	10.2	6	7	5	0.99
WRIX	FM	Greenville - Spartanburg	C	0.20	0.6	0.9	1.2	14	16	17	0.50
WSSL	FM	Greenville - Spartanburg	C	5.30	16.2	9.2	11.8	1	1	1	1.37
WHYL	FM	Harrisburg	C	0.60	2.4	1.8	2.6	8	20	17	0.94
WRKZ	FM	Harrisburg	C	3.20	9.1	4.8	6.8	4	7	6	1.34
WQIK	FM	Jacksonville	C	5.14	10.8	7.0	8.4	3	2	4	1.29
WROO	FM	Jacksonville	C	4.00	8.4	5.3	6.3	6	7	6	1.34
WIVK	FM	Knoxville	C	10.00	35.0	21.4	25.5	1	1	1	1.37
WBUL	FM	Lexington	C	1.65	7.8	6.3	7.6	6	5	3	1.03
WVLK	FM	Lexington	C	4.60	21.8	14.5	17.6	1	1	1	1.24
KDDK	FM	Little Rock	C	0.87	4.1	2.8	3.3	9	10	10	1.26
KSSN	FM	Little Rock	C	3.80	17.9	11.1	12.7	1	1	1	1.40
WAMZ	FM	Louisville	C	8.90	19.0	13.8	15.6	2	2	1	1.22
WAVG	AM	Louisville	C/O	0.35	0.7	0.9	1.0	16	23	29	0.68
WHKW	FM	Louisville	C	0.97	2.1	2.9	3.3	11	16	9	0.63
WWQM	FM	Madison	C	2.20	9.2	6.4	8.1	6	3	5	1.14
WYZM	FM	Madison	C	0.63	2.6	3.0	3.7	11	14	11	0.70
WMJC	FM	Nassau - Suffolk (Long Island)	C	1.70	4.1	1.8	6.2	7	24	19	0.66

73 Stations 1998 Mean: 1.08 Historic Means: 1997 - 1.14 1995 - 1.23 1993 - 1.19 1991 - 1.13
1998 Median: 1.14 1996 - 1.20 1994 - 1.22 1992 - 1.10 1990 - 1.19 1988 - 1.20

Country
Medium Markets

Call Letters		Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
WCMS	AF	Norfolk	C	3.40	7.5	6.7	7.8	5	7	11	0.96
WGH	FM	Norfolk	C	4.00	8.8	5.8	6.8	3	3	5	1.29
KKNG	FM	Oklahoma City	C/O	1.30	3.1	3.1	3.6	11	10	11	0.86
KTST	FM	Oklahoma City	C	3.30	7.9	5.3	6.0	8	6	6	1.32
KXXY	FM	Oklahoma City	C	6.70	16.0	8.7	10.0	1	3	4	1.60
KXKT	FM	Omaha	C	3.84	10.9	8.5	10.1	3	2	1	1.08
WOW	AF	Omaha	C	4.00	11.4	8.1	9.7	2	5	8	1.17
WCTK	FM	Providence	C	2.60	5.9	4.9	6.9	8	5	6	0.86
WJRV	FM	Richmond	C	1.30	2.9	3.5	4.0	11	13	13	0.72
WKHK	FM	Richmond	C	6.30	14.2	9.9	11.3	2	1	3	1.26
WXGI	AM	Richmond	C	0.25	0.6	1.3	1.5	17	14	17	0.41
KFRG	FF	Riverside - San Bernardino	C	11.10	37.9	10.8	32.6	1	1	1	1.16
WBEE	FM	Rochester, NY	C	5.70	15.4	10.9	14.0	2	2	2	1.10
KRTY	FM	San Jose	C	3.80	8.7	3.0	11.8	6	20	6	0.74
WBBS	FM	Syracuse	C	4.34	15.0	9.8	12.2	1	1	1	1.23
WKKO	AF	Toledo	C	6.50	23.9	12.6	16.3	1	1	1	1.46
KCUB	AM	Tucson	C	0.14	0.4	1.3	1.6	20	21	17	0.25
KIIM	FM	Tucson	C	6.43	18.6	11.3	13.5	1	1	1	1.38
KIXD	FM	Tucson	C	0.19	0.5	1.3	1.5	19	16	6	0.33
KCKI	FM	Tulsa	C	1.14	3.1	2.8	3.0	11	14	14	1.02
KVOO	AF	Tulsa	C	3.70	10.1	4.2	4.7	4	9	8	2.17
KWEN	FM	Tulsa	C	5.10	13.9	9.1	10.0	1	2	2	1.39
WIRK	FM	West Palm Beach	C	6.50	14.9	6.0	10.6	3	3	3	1.41
KFDI	AF	Wichita	C	5.40	22.0	12.5	14.2	1	1	1	1.54
KYQQ	FM	Wichita	C	0.73	3.0	2.6	3.0	10	16	13	1.01
KZSN	FM	Wichita	C	3.20	13.1	8.9	10.1	2	5	3	1.30
WCTD	FF	Wilkes Barre - Scranton	C	0.70	2.7	2.6	3.4	9	11	23	0.80
WGGY	FF	Wilkes Barre - Scranton	C	3.30	12.8	9.6	12.3	3	3	3	1.04

73 Stations 1998 Mean: 1.08 Historic Means: 1997 - 1.14 1995 - 1.23 1993 - 1.19 1991 - 1.13
 1998 Median: 1.14 1996 - 1.20 1994 - 1.22 1992 - 1.10 1990 - 1.19 1988 - 1.20

Country
Small Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio	
WQMX	FM	Akron	C	4.10	21.0	6.9	25.8	2	3	3	0.81
KASH	FM	Anchorage	C	1.90	13.1	7.8	8.6	1	8	6	1.52
KBRJ	FM	Anchorage	C	0.80	5.5	7.2	7.9	8	2	3	0.69
WNCY	FM	Appleton - Oshkosh	C	1.50	10.6	7.8	12.5	2	3	6	0.85
WPCK	FF	Appleton - Oshkosh	C	1.05	7.4	3.7	5.8	5	8	14	1.27
WUSW	FM	Appleton - Oshkosh	C	0.95	6.7	4.4	7.0	8	11	5	0.95
WKXC	FM	Augusta, GA	C	2.50	16.2	9.1	10.8	1	3	1	1.50
WUUS	FM	Augusta, GA	C	0.61	4.0	4.1	4.9	8	8	11	0.82
KUZZ	FM	Bakersfield	C	3.50	19.6	12.1	14.7	1	1	1	1.33
KFXD	AM	Boise	C/O	0.09	0.5	1.8	2.1	19	15	15	0.24
KIZN	FM	Boise	C	1.70	9.4	7.2	8.2	3	6	9	1.14
KQFC	FM	Boise	C	2.00	11.1	7.9	9.1	1	2	1	1.22
WEZL	FM	Charleston, SC	C	3.25	18.3	8.9	10.8	1	2	2	1.69
WNKT	FM	Charleston, SC	C	0.85	4.8	3.6	4.2	10	8	12	1.14
WUSY	FM	Chattanooga	C	5.50	27.1	19.2	22.9	1	1	1	1.18
KKCS	FM	Colorado Springs	C	3.40	17.3	7.4	10.2	2	2	2	1.69
KBOB	FM	Davenport - Rock Island - Moline	C	0.85	5.9	5.6	6.9	8	8	9	0.86
WLLR	FM	Davenport - Rock Island - Moline	C	3.30	22.8	14.0	17.2	1	1	2	1.33
KATH	FM	El Paso	C	0.95	4.8	2.5	2.8	9	10	7	1.70
KHEY	FM	El Paso	C	1.14	5.8	5.5	6.2	8	8	10	0.93
WBKR	FM	Evansville	C	2.10	13.1	2.7	3.2	4	11	12	4.08
WKDQ	FM	Evansville	C	2.40	15.0	12.0	14.3	2	2	3	1.05
WYNG	FM	Evansville	C	0.75	4.7	5.7	6.7	7	6	2	0.70
WKML	FM	Fayetteville, NC	C	4.00	23.7	11.6	15.3	1	1	1	1.55
WFBE	FM	Flint	C	1.00	6.8	6.2	11.3	4	4	4	0.60
WBTU	FM	Fort Wayne	C	1.25	6.4	5.4	6.5	8	10	7	0.99
WQHK	FM	Fort Wayne	C	3.10	15.8	10.7	12.9	1	1	1	1.23
WDRM	FM	Huntsville	C	5.20	34.7	19.1	24.1	1	1	1	1.44
WKTF	FM	Jackson, MS	C	0.63	3.8	2.8	3.5	8	12	17	1.09
WKXS	FM	Jackson, MS	C	0.40	2.4	2.8	3.5	10	17	10	0.69
WMSI	FM	Jackson, MS	C	4.20	25.2	9.0	11.1	1	2	2	2.26
WGOC	AM	Johnson City - Kingsport - Bristol	C/O	0.42	2.8	2.9	4.6	8	6	9	0.60
WXBQ	FM	Johnson City - Kingsport - Bristol	C	5.00	33.3	17.6	28.4	1	1	1	1.17
KMDL	FM	Lafayette, LA	C	2.10	14.3	7.3	9.6	3	3	2	1.49
KXKC	FM	Lafayette, LA	C	2.70	18.4	9.8	13.0	1	1	6	1.41
WITL	FM	Lansing	C	3.95	20.8	11.5	15.7	2	2	1	1.32
WXIK	FM	Lansing	C	0.95	5.0	2.9	4.0	7	10	9	1.26
KTEX	FM	McAllen - Brownsville	C	1.80	9.4	7.1	8.7	5	5	7	1.08
WDWG	FM	Mobile	C	0.71	3.9	3.4	4.9	10	8	11	0.80
WKSJ	AF	Mobile	C	3.50	19.0	8.0	11.7	1	2	2	1.63
KATM	FM	Modesto	C	5.60	30.4	14.6	24.4	1	1	1	1.25
KFRY	FM	Modesto	C	0.38	2.1	1.0	1.7	11	20	7	1.22
KTOM	AF	Monterey - Salinas - Santa Cruz	C	2.18	13.1	5.7	8.9	1	3	2	1.47
WFYR	FM	Peoria	C	0.65	4.5	5.0	6.3	7	7	4	0.72
WXCL	FM	Peoria	C	2.20	15.4	9.6	12.2	1	1	6	1.27
68 Stations	1998 Mean:	1.21	Historic Means:	1997 - 1.29	1995 - 1.32	1993 - 1.18	1991 - 1.11				
	1998 Median:	1.18		1996 - 1.24	1994 - 1.21	1992 - 1.11	1990 - 1.20			1988 - 1.19	

Country
Small Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
WPOR FM	Portland, ME	C	2.90	16.3	9.3	11.4	2	1	2	1.43
WTHT FM	Portland, ME	C	0.82	4.6	3.4	4.1	7	13	10	1.12
KBUL FM	Reno	C	3.45	19.4	10.4	11.7	1	1	1	1.66
WJLM FM	Roanoke - Lynchburg	C	0.70	3.6	4.4	5.5	9	8	5	0.65
WSLC AM	Roanoke - Lynchburg	C/FS	0.35	1.8	2.5	3.1	10	13	22	0.59
WYYD FM	Roanoke - Lynchburg	C	4.00	20.8	11.6	14.6	1	1	2	1.43
WKQC FM	Saginaw - Bay City - Midland	C	3.10	17.9	10.8	13.4	1	1	1	1.34
WCHY FM	Savannah	C	1.20	8.0	4.8	5.6	5	6	7	1.43
WJCL FM	Savannah	C	1.70	11.3	8.8	10.1	2	6	2	1.12
KITT FM	Shreveport	C	1.00	6.7	5.6	6.5	5	10	11	1.04
KRMD FM	Shreveport	C	4.00	26.7	10.5	11.9	1	2	3	2.24
KCDA FM	Spokane	C	0.50	2.8	3.1	3.5	12	14	16	0.81
KDRK FM	Spokane	C	2.20	12.4	8.0	9.0	2	2	2	1.37
KNFR FM	Spokane	C	1.60	9.0	5.5	6.2	5	11	12	1.46
WPKX FM	Springfield, MA	C	3.20	18.0	7.7	13.9	2	2	4	1.29
KGMV FM	Springfield, MO	C	1.60	9.1	7.0	8.2	3	7	3	1.10
KLTV FM	Springfield, MO	C	0.43	2.4	4.8	5.6	13	9	10	0.43
KTTS AM	Springfield, MO	C/FS	1.00	5.7	4.2	5.0	8	13	13	1.15
KTTS FM	Springfield, MO	C	3.60	20.6	13.6	16.1	1	1	2	1.28
WXCZ FM	Wilmington, DE	C	1.60	8.2	3.3	8.8	6	8	10	0.93
WGTY FM	York	C	3.40	19.8	8.8	21.6	2	4	3	0.92
WICT FM	Youngstown	C	0.40	2.1	1.5	1.9	9	15	18	1.09
WQXK FM	Youngstown	C	3.00	16.0	12.8	16.1	3	1	1	0.99

68 Stations	1998 Mean: 1.21	Historic Means:	1997 - 1.29	1995 - 1.32	1993 - 1.18	1991 - 1.11	
	1998 Median: 1.18		1996 - 1.24	1994 - 1.21	1992 - 1.11	1990 - 1.20	1988 - 1.19

Country
Very Small Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio	
WFGY	FM	Altoona	C	1.66	27.1	21.9	26.5	1	1	1	1.02
KGNC	FM	Amarillo, TX	C	1.80	21.4	12.6	14.3	1	1	1	1.50
KMML	FM	Amarillo, TX	C	0.66	7.9	6.0	6.8	4	2	9	1.17
WKSF	FM	Asheville	C	4.80	55.8	13.2	28.0	1	1	1	1.99
WWNC	AM	Asheville	C/FS	1.70	19.8	13.8	29.3	2	2	3	0.68
KAYD	FM	Beaumont - Port Arthur, TX	C	2.80	22.6	12.2	17.3	1	2	2	1.36
KYKR	FM	Beaumont - Port Arthur, TX	C	1.60	12.9	12.9	18.3	4	3	6	0.70
KCTR	FM	Billings, MT	C	2.20	32.4	20.5	22.9	1	1	2	1.42
KGHL	AM	Billings, MT	C/O	0.17	2.5	3.3	3.7	10	8	10	0.68
KIDX	FM	Billings, MT	C	0.37	5.4	6.7	7.5	6	6	7	0.72
WHWK	FM	Binghamton	C	2.40	26.7	17.7	21.8	1	1	2	1.22
KBMR	AM	Bismarck, ND	C	0.50	9.1	12.1	13.2	6	3	7	0.69
KKCT	FM	Bismarck, ND	C	0.55	10.0	10.8	11.8	4	5	2	0.85
KQDY	FM	Bismarck, ND	C	0.43	7.8	8.0	8.8	7	7	7	0.89
WBWN	FM	Bloomington, IL	C	2.20	28.2	17.0	29.5	2	1	1	0.95
WOKO	FM	Burlington, VT	C	1.80	19.6	16.0	19.9	2	1	3	0.99
KHAK	FM	Cedar Rapids	C	2.80	20.3	13.2	17.4	2	1	2	1.17
WQBE	FM	Charleston, WV	C	4.00	33.3	20.0	23.9	1	1	1	1.39
WCYK	FM	Charlottesville, VA	C	1.30	19.7	12.8	20.0	1	1	2	0.98
WKCX	FM	Columbus, GA	C	1.45	13.8	9.6	11.0	3	3	4	1.26
WSTH	FM	Columbus, GA	C	0.61	5.8	2.9	3.4	7	13	7	1.72
KOUL	FM	Corpus Christi	C	1.10	9.9	5.5	6.5	4	14	13	1.51
KRYS	FM	Corpus Christi	C	2.00	18.0	8.7	10.4	1	1	2	1.74
KKCB	FM	Duluth - Superior	C	1.20	17.9	12.1	14.5	1	1	1	1.23
KTCO	FM	Duluth - Superior	C	0.50	7.5	5.5	6.7	6	5	5	1.12
WXTA	FM	Erie	C	1.30	14.6	12.5	14.7	3	5	3	0.99
KFGO	FM	Fargo - Moorhead	C	1.30	8.1	8.8	10.0	3	5	5	0.81
KVOX	FM	Fargo - Moorhead	C	1.50	9.4	10.4	11.9	2	2	3	0.79
WOGK	FM	Gainesville - Ocala	C	2.60	19.7	10.7	16.4	1	1	3	1.20
WTRS	FM	Gainesville - Ocala	C	0.97	7.3	5.3	8.1	5	7	6	0.90
WDGG	FM	Huntington - Ashland	C	0.78	8.6	7.2	9.6	3	3	4	0.89
WLGC	FM	Huntington - Ashland	C	0.29	3.2	2.5	3.3	8	8	13	0.96
WTCR	FM	Huntington - Ashland	C	3.00	33.0	17.8	23.7	1	2	2	1.39
WMTZ	FM	Johnstown, PA	C	1.40	21.2	17.8	28.5	1	1	2	0.74
WNWN	FM	Kalamazoo	C	1.13	9.9	3.4	6.2	5	6	12	1.60
WKOA	FM	Lafayette, IN	C	2.00	27.4	18.2	23.7	1	1	2	1.16
KFGE	FM	Lincoln	C	0.85	6.6	4.3	6.2	7	7	8	1.06
KZKX	FM	Lincoln	C	2.10	16.3	7.5	11.0	2	4	4	1.49
KLLL	FM	Lubbock	C	2.50	23.4	16.2	18.1	1	1	1	1.29
KRBL	FM	Lubbock	C	0.28	2.6	4.4	5.0	12	13	7	0.52
WDEN	AF	Macon	C	3.10	27.2	13.5	16.6	1	1	2	1.64
WMKS	FM	Macon	C	0.19	1.7	2.2	2.7	13	7	9	0.64
WJCC	FM	Montgomery	C	0.43	3.0	3.2	3.8	9	13	11	0.78
WLWI	FM	Montgomery	C	3.80	27.0	12.8	15.3	1	2	2	1.76
KGEE	FM	Odessa - Midland, TX	C	1.55	16.1	11.2	12.4	1	2	1	1.29

74 Stations	1998 Mean:	1.13	Historic Means:	1997 - 1.18	1995 - 1.23	1993 - 1.07	1991 - 1.08	
	1998 Median:	1.09		1996 - 1.18	1994 - 1.18	1992 - 1.04	1990 - 1.07	1988 - 1.17

Country
Very Small Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio	
KNFM	FM	Odessa - Midland, TX	C	1.30	13.5	9.0	10.0	2	3	3	1.35
KHAY	FM	Oxnard - Ventura	C	2.50	22.9	6.1	13.8	1	1	5	1.65
WAKT	FM	Panama City, FL	C	0.60	7.3	4.4	5.3	5	5	5	1.38
WPAP	FM	Panama City, FL	C	1.60	19.5	14.4	17.2	1	2	2	1.14
WXBM	FM	Pensacola	C	4.40	37.3	16.1	29.4	1	1	1	1.27
WOKQ	FM	Portsmouth - Dover - Rochester	C	3.50	24.8	8.5	23.4	2	1	2	1.06
WXXQ	FM	Rockford	C	1.87	15.2	9.5	14.9	3	4	3	1.02
WICO	FF	Salisbury - Ocean City	C	1.15	9.2	6.9	8.9	4	4	4	1.03
WWFG	FM	Salisbury - Ocean City	C	1.60	12.8	9.2	11.9	2	2	1	1.07
KIKN	FM	Sioux Falls	C	0.81	9.1	5.5	6.7	6	5	3	1.37
KLQL	FM	Sioux Falls	C	0.40	4.5	2.4	2.9	10	12	12	1.53
KTWB	FM	Sioux Falls	C	0.86	9.7	6.8	8.3	5	3	3	1.17
KXRB	AM	Sioux Falls	C	0.56	6.3	5.5	6.7	9	8	13	0.95
WFMB	FM	Springfield, IL	C	1.40	12.6	10.0	12.0	2	6	6	1.05
WYXY	FM	Springfield, IL	C	0.88	7.9	5.9	7.0	8	6	5	1.13
WAIB	FM	Tallahassee	C	0.85	7.7	6.5	8.6	4	9	6	0.90
WTNT	FM	Tallahassee	C	1.60	14.5	7.1	9.3	3	2	4	1.56
WTHI	FM	Terre Haute	C	1.75	29.7	21.4	27.0	1	1	1	1.10
KTPK	FM	Topeka	C	1.00	11.8	6.1	9.6	4	7	6	1.23
WIBW	FM	Topeka	C	2.00	23.5	18.8	29.5	1	1	1	0.80
WFRG	AF	Utica - Rome	C	2.10	21.4	15.3	20.4	2	1	1	1.05
KCKR	FM	Waco, TX	C	0.95	11.9	6.1	10.1	3	3	6	1.18
KWOW	FM	Waco, TX	C/O	0.66	8.3	5.2	8.7	5	6	7	0.96
WACO	FM	Waco, TX	C	2.00	25.0	17.5	29.2	1	1	1	0.86
KKCV	FM	Waterloo - Cedar Falls	C	1.50	22.7	16.0	22.3	1	1	1	1.02
KOEL	FM	Waterloo - Cedar Falls	C	1.25	18.9	10.2	14.2	2	4	2	1.33
WOVK	FM	Wheeling	C	1.75	23.3	19.7	24.5	1	1	1	0.95
WKXB	FM	Wilmington, NC	C	0.69	6.8	4.5	7.3	7	6	1	0.93
WWQQ	FM	Wilmington, NC	C	1.20	11.8	8.3	13.2	3	4	2	0.89

74 Stations 1998 Mean: 1.13 Historic Means: 1997 - 1.18 1995 - 1.23 1993 - 1.07 1991 - 1.08
1998 Median: 1.09 1996 - 1.18 1994 - 1.18 1992 - 1.04 1990 - 1.07 1988 - 1.17

Hispanic Major Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio	
KKLB	FM	Austin	SP-C	0.80	1.3	1.3	1.7	14	15	16	0.76
WIND	AM	Chicago	SP	5.10	1.2	0.6	0.7	24	28	29	1.66
WLEY	FM	Chicago	SP	10.10	2.5	2.2	2.5	19	15	18	1.00
WLXX	AM	Chicago	SP-TP	1.40	0.3	0.6	0.6	31	29	26	0.47
WOJO	FM	Chicago	SP-C	11.20	2.7	2.1	2.4	18	17	19	1.12
KDXX	AF	Dallas - Fort Worth	SP-R	0.97	0.3	1.1	1.2	29	23	26	0.25
KESS	AM	Dallas - Fort Worth	SP-C	5.40	1.9	1.3	1.5	19	26	27	1.29
KHCK	FM	Dallas - Fort Worth	SP-TJ	3.26	1.2	1.2	1.3	22	22	23	0.94
KZDF	FF	Dallas - Fort Worth	SP	1.90	0.7	0.8	0.9	25	29	29	0.82
KJME	AM	Denver	SP-R	0.38	0.2	0.3	0.4	26	22	21	0.53
KJMN	FM	Denver	SP-C	1.05	0.7	0.8	0.9	22	23	19	0.76
KMXA	AM	Denver	SP-R	1.51	1.0	1.1	1.3	21	20	21	0.77
WLAT	AM	Hartford	SP-TP	0.35	0.5	1.1	1.5	14	15	17	0.34
WRYM	AM	Hartford	SP-TP	0.15	0.2	0.3	0.4	16	22	NA	0.54
KLAT	AM	Houston	SP	4.70	1.8	1.0	1.2	17	23	20	1.56
KLTN	FM	Houston	SP-C	8.26	3.2	3.2	3.8	12	6	6	0.84
KOVE	FF	Houston	SP-C	3.47	1.4	1.6	1.9	18	18	17	0.75
KQKQ	FM	Houston	SP-C	7.20	2.8	2.4	2.9	15	19	19	0.96
KXTJ	FM	Houston	SP-R	3.13	1.2	1.3	1.6	19	21	23	0.75
KXYZ	AM	Houston	SP-NT	1.20	0.5	0.4	0.5	24	29	25	1.02
KDOX	AM	Las Vegas	SP-R	0.87	1.4	1.7	2.0	17	18	18	0.70
KLSQ	AM	Las Vegas	SP	2.08	3.3	3.0	3.5	14	16	16	0.95
KBUE	FF	Los Angeles	SP-R	4.50	0.7	1.8	2.0	27	15	10	0.35
KKHJ	AM	Los Angeles	SP-R	4.20	0.6	0.6	0.6	29	27	25	0.93
KLAX	FM	Los Angeles	SP-R	14.20	2.2	3.6	4.1	22	9	4	0.54
KLVE	FM	Los Angeles	SP	31.40	4.8	6.0	6.9	8	2	2	0.70
KSCA	FM	Los Angeles	SP-R	21.00	3.2	6.0	6.9	17	1	1	0.46
KSSE	FM	Los Angeles	SP-C	6.60	1.0	1.6	1.9	26	25	22	0.54
KTNQ	AM	Los Angeles	SP-NT	8.10	1.2	1.9	2.2	24	26	18	0.55
KWKW	AM	Los Angeles	SP-NT	4.30	0.7	0.8	0.9	28	37	37	0.78
WACC	AM	Miami - Fort Lauderdale	SP	0.70	0.3	0.8	1.0	27	31	29	0.31
WAMR	FM	Miami - Fort Lauderdale	SP	17.50	8.4	4.6	5.3	1	5	5	1.58
WAQI	AM	Miami - Fort Lauderdale	SP-VA	5.00	2.4	4.2	4.8	19	2	20	0.50
WCMQ	FM	Miami - Fort Lauderdale	SP-C	4.10	2.0	3.0	3.5	21	13	15	0.58
WQBA	AM	Miami - Fort Lauderdale	SP	3.70	1.8	1.9	2.2	22	23	26	0.81
WRMA	FM	Miami - Fort Lauderdale	SP-C	11.30	5.4	3.3	3.8	8	18	14	1.40
WRTQ	FM	Miami - Fort Lauderdale	SP-TP	5.90	2.8	2.0	2.3	17	19	17	1.21
WSUA	AM	Miami - Fort Lauderdale	SP	1.10	0.5	1.2	1.4	25	28	23	0.37
WXDJ	FM	Miami - Fort Lauderdale	SP-TP	8.33	4.0	3.1	3.6	14	10	7	1.11
WADO	AM	New York	SP-NT	6.60	1.1	2.0	2.4	23	21	21	0.46
WCAA	FM	New York	SP-TP	4.50	0.8	1.2	1.4	24	23	18	0.57
WPAT	FM	New York	SP-AC	11.20	1.9	3.2	3.8	20	14	11	0.50
WSKQ	FM	New York	SP-C	26.50	4.5	5.8	6.9	11	3	1	0.65
WONQ	AM	Orlando	SP	0.51	0.6	0.9	1.0	19	18	21	0.57
WRMQ	AM	Orlando	SP-TP	0.29	0.3	0.5	0.6	20	18	18	0.50

62 Stations 1998 Mean: 0.82 Historic Means: 1997 - 0.95 1995 - 0.89 1993 - 1.03 1991 - 1.00
1998 Median: 0.75 1996 - 0.89 1994 - 0.89 1992 - 0.95 1990 - 1.03 1988 - 1.07

Historic figures are for Hispanic stations in all market sizes

Hispanic Major Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
KVVA FM	Phoenix	SP-C	1.30	0.9	1.0	1.2	19	23	26	0.76
KRCX FM	Sacramento	SP	2.18	2.7	0.9	1.1	14	21	20	2.56
KZSA FM	Sacramento	SP-C	0.55	0.7	0.5	0.7	19	26	25	1.04
KCPX AM	Salt Lake City	SP-R	0.26	0.4	0.2	0.2	26	27	21	1.77
KCOR AM	San Antonio	SP	1.45	2.0	2.0	2.3	14	17	21	0.86
KEDA AM	San Antonio	SP	0.28	0.4	1.1	1.3	21	21	21	0.31
KLEY FM	San Antonio	SP	1.10	1.5	1.9	2.2	16	13	15	0.69
KROM FM	San Antonio	SP	4.03	5.5	3.8	4.3	10	11	13	1.28
KSAH AM	San Antonio	SP-C	0.34	0.5	0.7	0.8	20	21	18	0.62
KXTN AF	San Antonio	SP-TJ	8.90	12.1	5.5	6.3	1	7	3	1.91
KLNV FF	San Diego	SP-R	1.20	0.9	2.2	2.7	24	11	10	0.33
XHKY FM	San Diego	SP-R	2.00	1.5	1.1	1.3	21	24	23	1.15
XLTN FM	San Diego	SP-C	1.35	1.0	0.9	1.1	23	24	21	0.87
KIQI AM	San Francisco	SP-NT	1.00	0.3	0.7	0.9	23	28	24	0.35
KSOL FF	San Francisco	SP-R	6.40	2.1	1.6	2.0	17	19	17	1.03
WBDN AM	Tampa - Saint Petersburg	SP-C	0.28	0.3	0.7	0.7	25	22	NA	0.40
WRMD AM	Tampa - Saint Petersburg	SP-TP	0.33	0.3	0.7	0.8	23	24	21	0.39

62 Stations 1998 Mean: 0.82 Historic Means: 1997 - 0.95 1995 - 0.89 1993 - 1.03 1991 - 1.00
 1998 Median: 0.75 1996 - 0.89 1994 - 0.89 1992 - 0.95 1990 - 1.03 1988 - 1.07

Historic figures are for Hispanic stations in all market sizes

Jazz/Smooth Jazz
All Market Sizes

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio	
WHRL	FM	Albany - Schenectady - Troy	J	0.73	2.2	2.8	3.3	11	11	10	0.67
KRZN	FM	Albuquerque	J	0.48	1.3	2.0	2.3	17	19	21	0.57
KNIK	FM	Anchorage	J	0.51	3.5	3.4	3.7	12	11	9	0.94
WJZF	FM	Atlanta	J	7.00	2.7	2.4	2.7	14	16	15	0.98
WSAX	FM	Atlantic City - Cape May	J	0.32	2.2	3.3	4.5	12	12	8	0.49
KSMJ	FM	Bakersfield	J	0.62	3.5	3.1	3.7	10	11	10	0.94
WSJZ	FM	Boston	J	4.50	1.8	2.5	3.1	17	15	14	0.58
WCCJ	FM	Charlotte	J	1.32	1.4	2.0	2.5	13	13	14	0.56
WNUA	FM	Chicago	J	21.00	5.1	4.3	4.9	8	6	3	1.04
WVAE	FM	Cincinnati	J	2.75	2.5	4.2	5.2	12	8	9	0.48
WNWV	FM	Cleveland	J	2.90	3.0	4.4	5.2	11	12	8	0.58
KSKX	FM	Colorado Springs	J	0.64	3.2	3.7	5.2	11	8	11	0.62
WZJZ	FF	Columbus, OH	J	1.50	1.8	2.5	3.1	13	20	18	0.58
KOAI	FM	Dallas - Fort Worth	J	8.33	3.0	3.3	3.6	13	15	13	0.82
KHIH	FM	Denver	J	5.85	3.8	4.2	4.9	11	9	10	0.77
WVMV	FM	Detroit	J	8.00	3.7	4.5	5.2	12	6	5	0.71
WDRR	FM	Fort Myers - Naples	J	0.47	1.9	1.5	1.8	11	15	15	1.05
WGUF	FM	Fort Myers - Naples	J	0.25	1.0	0.8	0.9	18	22	23	1.06
KEZL	FM	Fresno	J	1.55	5.0	3.7	4.5	8	11	12	1.11
WYJZ	FM	Indianapolis	J	0.35	0.4	1.0	1.1	18	17	13	0.37
WFSJ	FM	Jacksonville	J	1.16	2.4	3.2	3.8	12	13	9	0.63
KCIY	FM	Kansas City	J	2.80	3.6	5.0	5.6	12	13	12	0.65
KTWV	FM	Los Angeles	J	34.50	5.3	3.3	3.8	4	8	4	1.38
WLVE	FM	Miami - Fort Lauderdale	J	8.52	4.1	3.7	4.3	13	9	8	0.95
WJZI	FM	Milwaukee	J	2.50	3.6	2.8	3.1	10	13	7	1.14
KRVR	FM	Modesto	J	0.43	2.3	2.9	4.9	10	11	11	0.47
KXDC	FM	Monterey - Salinas - Santa Cruz	J	0.21	1.3	2.3	3.6	15	16	5	0.37
WJZC	FM	Nashville	J	1.30	2.1	3.1	3.6	13	16	14	0.59
WQCD	FM	New York	J	20.80	3.5	3.0	3.6	13	15	9	0.97
WJCD	FM	Norfolk	J	2.06	4.5	5.0	5.8	11	6	6	0.77
KTNT	FM	Oklahoma City	J	1.45	3.5	2.9	3.3	10	13	14	1.05
WLOQ	FM	Orlando	J	4.50	4.9	4.2	4.9	10	10	9	1.01
WJPL	FM	Peoria	J	0.20	1.4	1.4	1.8	13	11	9	0.80
WJJZ	FM	Philadelphia	J	9.60	3.8	4.5	5.5	12	6	4	0.69
KYOT	FM	Phoenix	J	6.40	4.3	3.9	4.7	12	12	6	0.91
WJJJ	FM	Pittsburgh	J	3.00	3.3	3.4	3.9	12	12	7	0.84
KKJZ	FM	Portland, OR	J	4.20	3.9	3.4	4.2	11	15	11	0.93
WWND	FM	Raleigh - Durham	J	0.71	1.1	0.9	1.2	14	13	12	0.88
WJZR	FM	Rochester, NY	J	0.41	1.1	1.4	1.8	13	13	14	0.62
KSSJ	FM	Sacramento	J	2.01	2.5	3.5	4.3	16	5	2	0.58
KBZN	FM	Salt Lake City	J	1.38	1.8	1.9	2.1	18	19	20	0.85
KCJZ	FM	San Antonio	J	1.58	2.1	2.9	3.3	13	15	16	0.64
KIFM	FM	San Diego	J	6.80	5.1	3.8	4.7	8	12	4	1.08
KBLX	AF	San Francisco	J	12.60	4.1	2.8	3.4	13	16	14	1.21
KKSF	FM	San Francisco	J	16.40	5.3	3.0	3.8	8	9	4	1.40

54 Stations 1998 Mean: 0.80 Historic Means: 1997 - 0.83 1995 - 0.83 1993 - 1.03 1991 - 1.04
1998 Median: 0.77 1996 - 0.89 1994 - 0.97 1992 - 0.99 1990 - 1.04 1988 - 1.13

Jazz/Smooth Jazz
All Market Sizes

Call Letters		Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
KMGQ	FM	Santa Barbara, CA	J	0.78	7.4	6.3	9.8	6	11	2	0.76
KWJZ	AF	Seattle - Tacoma	J	6.20	3.5	3.7	4.3	15	14	10	0.81
WJZT	FM	Tallahassee	J	0.75	6.8	7.1	9.3	7	2	9	0.73
WSJT	FM	Tampa - Saint Petersburg	J	4.44	4.2	3.9	4.4	10	12	12	0.95
KOAZ	FM	Tucson	J	0.22	0.6	2.1	2.6	17	11	11	0.23
KBCT	FM	Waco, TX	J	0.34	4.3	2.6	4.3	7	9	5	0.99
WJZW	FM	Washington, DC	J	9.00	3.5	3.8	4.6	17	16	11	0.76
WWLV	FM	West Palm Beach	J	0.15	0.3	0.2	0.4	18	20	14	0.75
KWSJ	FM	Wichita	J	0.49	2.0	2.5	2.9	14	14	11	0.69

54 Stations 1998 Mean. 0.80 Historic Means. 1997 - 0.83 1995 - 0.83 1993 - 1.03 1991 - 1.04
 1998 Median: 0.77 1996 - 0.89 1994 - 0.97 1992 - 0.99 1990 - 1.04 1988 - 1.13

Full Service/Talk
Major Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
WSB AM	Atlanta	FS/T	28.10	11.0	10.2	11.7	1	1	5	0.94
WBT AF	Charlotte	FS	12.06	13.1	6.4	7.9	1	4	9	1.66
WGN AM	Chicago	FS/T	32.60	7.9	6.4	7.3	1	2	13	1.08
WLW AM	Cincinnati	FS/T	21.00	18.8	8.6	10.5	1	1	3	1.78
WTVN AM	Columbus, OH	FS/T	9.45	11.1	7.6	9.2	4	2	5	1.21
WBAP AM	Dallas - Fort Worth	FS/T	19.90	7.1	4.6	5.2	3	3	6	1.37
WJR AM	Detroit	FS/T	19.30	8.9	6.4	7.3	3	5	8	1.22
WTIC AM	Hartford	FS	10.00	15.2	11.0	14.9	2	2	5	1.02
WIBC AM	Indianapolis	FS/T	7.87	10.1	8.1	9.0	3	3	4	1.13
WTMJ AM	Milwaukee	FS	14.20	13.9	10.3	11.7	1	1	5	1.19
WCCO AM	Minneapolis - Saint Paul	FS	22.10	15.5	10.8	13.2	2	1	5	1.17
WSM AM	Nashville	FS/C	2.30	3.6	3.3	3.8	11	12	18	0.95
WDBO AM	Orlando	FS	5.50	5.9	6.7	7.9	8	2	13	0.75
KEX AM	Portland, OR	FS	6.80	6.3	5.0	6.2	6	4	9	1.02
WPTF AM	Raleigh - Durham	FS/T	8.00	12.0	5.9	8.2	3	5	10	1.47
KMOX AM	Saint Louis	FS/T	23.70	20.2	12.4	13.9	1	1	2	1.45
KSL AM	Salt Lake City	FS	9.53	12.8	6.2	7.0	1	3	6	1.83
KFMB AM	San Diego	FS/T	15.41	11.0	4.2	5.2	1	17	14	2.14
WMAL AM	Washington, DC	FS/T	12.80	5.0	4.2	5.2	9	8	14	0.96

19 Stations 1998 Mean: 1.28 Historic Means: 1997 - 1.22 1995 - 1.37 1993 - 1.39 1991 - 1.39
 1998 Median: 1.19 1996 - 1.26 1994 - 1.33 1992 - 1.41 1990 - 1.43 1988 - 1.55

Full Service/Talk
Medium Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
WGY	AM Albany - Schenectady - Troy	FS	4.20	12.5	9.3	11.1	4	1	7	1.13
KKOB	AM Albuquerque	FS	5.30	14.1	9.2	10.4	2	1	7	1.35
WBEN	AM Buffalo	FS/T	6.90	14.1	7.9	9.0	1	4	8	1.57
WHO	AM Des Moines	FS/T	7.20	28.9	12.3	14.1	1	1	4	2.05
WOOD	AM Grand Rapids	FS/T	4.10	10.7	6.2	7.7	4	7	8	1.39
WSJS	AM Greensboro - Winston Salem	FS/T	3.00	7.0	4.6	6.4	8	6	11	1.10
WHP	AM Harrisburg	FS	2.60	10.2	8.9	12.5	5	2	7	0.82
WLBR	AM Harrisburg	FS	0.32	1.3	2.1	3.0	9	9	15	0.44
KSSK	AM Honolulu	FS	2.30	10.3	5.5	6.0	4	10	8	1.71
WVLK	AM Lexington	FS	2.70	12.8	7.0	8.5	4	3	11	1.50
WHAS	AM Louisville	FS	9.50	20.3	12.1	13.8	1	1	3	1.47
WIBA	AM Madison	FS/T	2.30	9.6	6.7	8.5	5	2	9	1.13
KFAB	AM Omaha	FS/T	3.60	10.2	7.9	9.4	4	4	9	1.09
WRVA	AM Richmond	FS	4.10	9.2	8.2	9.4	5	4	11	0.98
WHAM	AM Rochester, NY	FS	6.00	16.3	11.2	14.4	1	1	4	1.13
WSYR	AM Syracuse	FS	3.55	12.3	8.8	11.0	3	2	7	1.12
WSPD	AM Toledo	FS	1.58	5.8	5.8	7.5	7	4	8	0.77
KRMG	AM Tulsa	FS	4.90	13.3	10.0	11.0	2	1	3	1.20
WARM	AM Wilkes Barre - Scranton	FS	0.80	3.1	2.3	3.0	6	13	16	1.05

19 Stations 1998 Mean: 1.21 Historic Means: 1997 - 1.23 1995 - 1.18 1993 - 1.07 1991 - 1.17
 1998 Median: 1.13 1996 - 1.25 1994 - 1.17 1992 - 1.11 1990 - 1.18 1988 - 1.28

Full Service/Talk
Small & Very Small Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
WFBG	AM	Altoona	0.47	8.0	7.7	9.3	7	3	7	0.86
WHBY	AM	Appleton - Oshkosh	1.40	9.9	8.2	13.2	3	4	9	0.75
KFYR	AM	Bismarck, ND	1.90	34.5	16.8	18.3	1	1	3	1.88
WJBC	AM	Bloomington, IL	2.70	34.6	18.0	31.3	1	1	3	1.11
KBOI	AM	Boise	1.60	8.9	5.7	6.5	5	8	12	1.37
WHBC	AM	Canton	2.50	21.6	11.8	30.7	2	1	7	0.70
WMT	AM	Cedar Rapids	3.30	23.9	13.7	18.0	1	2	8	1.33
WINA	AM	Charlottesville, VA	1.05	15.9	10.3	16.1	4	2	5	0.99
KDAL	AM	Duluth - Superior	0.65	9.7	11.1	13.4	5	2	10	0.73
KFGO	AM	Fargo - Moorhead	3.20	20.0	15.4	17.6	1	1	4	1.13
WJAC	AM	Johnstown, PA	0.47	7.1	3.2	5.1	6	7	11	1.38
KFOR	AM	Lincoln	2.20	17.1	10.9	15.9	1	2	6	1.07
KFYO	AM	Lubbock	0.44	4.1	2.0	2.3	9	14	11	1.79
WCOA	AM	Pensacola	1.00	8.5	6.3	11.4	5	6	10	0.75
WIRL	AM	Peoria	0.42	2.9	2.0	2.6	10	13	19	1.14
WMBD	AM	Peoria	1.70	11.9	4.6	5.9	4	5	11	2.02
WFIR	AM	Roanoke - Lynchburg	1.00	5.2	4.2	5.3	8	7	7	0.99
WROK	AM	Rockford	0.96	7.8	5.3	8.3	6	7	6	0.94
WSGW	AM	Saginaw - Bay City - Midland	1.90	11.0	8.6	10.7	5	1	7	1.03
KELO	AM	Sioux Falls	1.25	14.0	7.7	9.3	1	7	8	1.50
WTAX	AM	Springfield, IL	1.20	10.8	7.8	9.3	5	5	10	1.16
WIBW	AM	Topeka	1.30	15.9	5.1	7.9	3	4	10	2.01
WWVA	AM	Wheeling	1.00	13.3	6.3	7.8	4	6	8	1.71
WDEL	AM	Wilmington, DE	2.20	11.3	2.8	7.3	3	11	18	1.54
WTAG	AM	Worcester	2.00	15.3	9.0	24.6	3	4	6	0.62
WSBA	AM	York	3.10	18.0	4.5	11.2	2	7	15	1.61

26 Stations 1998 Mean: 1.24 Historic Means: 1997 - 1.14 1995 - 1.19 1993 - 1.19 1991 - 1.11
1998 Median: 1.14 1996 - 1.14 1994 - 1.20 1992 - 1.18 1990 - 1.10 1988 - 1.21

**News and News/Talk
All Market Sizes**

Call Letters		Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
WBAL	AM	Baltimore	N/T	10.00	10.2	7.0	10.0	5	3	9	1.02
WBZ	AM	Boston	N/T	30.00	12.1	8.1	10.1	1	1	7	1.20
WBBM	AM	Chicago	N	21.40	5.2	3.7	4.2	6	8	19	1.24
WMAQ	AM	Chicago	N	18.40	4.5	2.1	2.3	12	20	21	1.92
KRLD	AM	Dallas - Fort Worth	N	19.70	7.1	3.8	4.3	4	11	15	1.66
WWJ	AM	Detroit	N	19.10	8.8	5.0	5.7	5	4	10	1.53
KMJ	AM	Fresno	N/T	6.00	19.4	9.6	11.7	1	1	1	1.65
KTRH	AM	Houston	N/T	18.70	7.3	4.3	5.2	4	7	12	1.41
KFWB	AM	Los Angeles	N	25.60	3.9	2.0	2.3	16	23	23	1.68
KNX	AM	Los Angeles	N	28.20	4.3	2.3	2.6	11	17	25	1.65
WIOD	AM	Miami - Fort Lauderdale	N/T	4.20	2.0	1.7	1.9	20	21	22	1.03
WWL	AA	New Orleans	N/T	10.25	19.4	8.4	9.7	1	3	9	2.00
WCBS	AM	New York	N	33.50	5.7	2.9	3.4	7	13	18	1.65
WINS	AM	New York	N	39.10	6.6	3.5	4.1	4	6	14	1.60
WNIS	AM	Norfolk	N/T	2.30	5.1	3.3	3.8	8	9	12	1.34
KYW	AM	Philadelphia	N	35.00	13.9	6.9	8.4	1	1	9	1.65
KTAR	AM	Phoenix	N/T	12.60	8.6	5.3	6.4	3	6	7	1.35
KXL	AM	Portland, OR	N/T	5.90	5.5	3.7	4.5	10	12	15	1.21
WHJJ	AM	Providence	N/T	1.80	4.1	3.1	4.4	10	15	30	0.93
KFBK	AM	Sacramento	N/T	12.30	15.0	9.8	12.1	1	1	4	1.24
KCBS	AM	San Francisco	N/T	27.50	8.9	4.7	5.9	3	3	9	1.51
KIRO	AM	Seattle - Tacoma	N/T	23.90	9.0	6.4	7.4	1	1	3	1.22
WTOP	AF	Washington, DC	N	16.88	6.6	3.5	4.2	5	12	12	1.57

23 Stations	1998 Mean:	1.45	Historic Means.	1997 - 1.46	1995 - 1.34	1993 - 1.43	1991 - 1.35	
	1998 Median:	1.51		1996 - 1.40	1994 - 1.40	1992 - 1.41	1990 - NA	1988 - NA

Talk and Talk News
Major Markets

Call Letters		Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
WCNN	AM	Atlanta	N/T	2.50	1.0	0.5	0.5	17	21	21	1.88
WGST	AF	Atlanta	T/N	14.30	5.6	3.9	4.4	9	11	11	1.27
KJFK	FM	Austin	T	1.30	2.1	1.6	2.1	12	15	14	0.99
KLBJ	AM	Austin	N/T	5.20	8.3	4.9	6.3	6	4	8	1.32
WCBM	AM	Baltimore	T	2.60	2.7	2.2	3.1	11	13	17	0.87
WRKO	AM	Boston	T	9.80	4.0	5.6	7.0	11	5	16	0.57
WCKG	FM	Chicago	T	19.20	4.7	2.6	2.9	11	17	7	1.61
WLS	AM	Chicago	T	12.10	2.9	4.2	4.8	16	4	12	0.61
WKRC	AM	Cincinnati	T	4.80	4.3	4.3	5.3	10	9	11	0.82
WERE	AM	Cleveland	N/T	0.89	0.9	0.5	0.6	17	22	22	1.46
WTAM	AM	Cleveland	N/T	5.47	5.6	7.2	8.4	9	6	2	0.67
KLIF	AM	Dallas - Fort Worth	T	7.67	2.7	1.5	1.7	14	24	25	1.59
KHOW	AM	Denver	T	7.66	5.0	4.3	4.9	9	11	12	1.01
KNUS	AM	Denver	T	0.51	0.3	0.5	0.6	24	25	23	0.50
KOA	AM	Denver	T/FS	25.13	16.5	7.4	8.6	1	1	5	1.91
KRRF	AM	Denver	T	0.69	0.5	0.6	0.8	23	24	25	0.67
KTLK	AM	Denver	T	1.96	1.3	0.9	1.0	18	21	23	1.26
WXYZ	AM	Detroit	T	10.40	4.8	3.2	3.6	8	13	17	1.32
KPRC	AM	Houston	T	7.70	3.0	2.9	3.5	14	11	16	0.86
KSEV	AM	Houston	T	1.84	0.7	1.1	1.4	23	22	21	0.52
KCMO	AM	Kansas City	T	2.70	3.4	3.9	4.4	13	15	16	0.78
KMBZ	AM	Kansas City	N/T	6.90	6.5	5.3	5.9	4	5	9	1.11
KDWN	AM	Las Vegas	T	0.40	0.6	1.3	1.5	21	19	20	0.40
KNUU	AM	Las Vegas	N/T	0.33	0.5	1.0	1.2	22	21	22	0.42
KVBC	FM	Las Vegas	T/N	0.61	1.0	1.9	2.3	20	15	15	0.44
KXNT	AM	Las Vegas	T	1.74	2.8	3.2	3.7	15	17	16	0.75
KABC	AM	Los Angeles	T	14.40	2.2	2.7	3.1	21	18	20	0.72
KFI	AM	Los Angeles	T	32.50	5.0	3.9	4.5	6	7	16	1.12
KLSX	AF	Los Angeles	T	32.40	4.9	3.0	3.4	7	24	14	1.44
WMC	AM	Memphis	N/T	1.60	3.2	2.3	2.6	10	19	20	1.21
WREC	AM	Memphis	T	1.10	2.2	2.8	3.2	12	13	13	0.70
WINZ	AM	Miami - Fort Lauderdale	T	2.75	1.3	1.8	2.1	23	22	20	0.61
WISN	AM	Milwaukee	T	3.33	4.8	4.9	5.5	8	7	11	0.87
KSTP	AM	Minneapolis - Saint Paul	N/T	6.80	4.8	5.1	6.3	9	5	8	0.76
WLAC	AM	Nashville	T	2.00	3.2	3.6	4.2	12	9	15	0.76
WWTN	FM	Nashville	T	4.20	6.6	3.9	4.5	7	8	8	1.47
WABC	AM	New York	T	17.50	3.0	3.1	3.7	15	12	20	0.81
WBBR	AM	New York	BIZ	8.10	1.4	0.5	0.6	22	32	34	2.25
WOR	AM	New York	T	23.00	3.9	3.0	3.6	12	16	25	1.09
WTKS	FM	Orlando	T	8.60	9.3	6.6	7.8	4		2	1.19
WWNZ	AM	Orlando	N	0.96	1.0	0.5	0.6	16		25	1.68
WPHT	AM	Philadelphia	T	2.60	1.0	1.2	1.4	19	22	24	0.71
WWDB	FM	Philadelphia	T	9.80	3.9	4.6	5.7	11	8	16	0.69
KFYI	AM	Phoenix	T	7.90	5.4	5.1	6.1	9	2	7	0.89
KDKA	AM	Pittsburgh	N/T	14.50	15.8	12.6	14.7	1	1	6	1.07

67 Stations 1998 Mean: 1.00 Historic Means: 1997 - 1.05 1995 - 1.06 1993 - 1.04 1991 - 1.11
1998 Median: 0.88 1996 - 1.04 1994 - 1.02 1992 - 1.04 1990 - 1.01 1988 - NA

Talk and Talk News
Major Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio	
KQV	AM	Pittsburgh	N	1.20	1.3	1.2	1.4	17	19	24	0.91
KEWS	AM	Portland, OR	N/T	2.70	2.5	3.9	4.8	15	11	13	0.52
KOTK	AM	Portland, OR	T	0.83	0.8	1.2	1.5	19	18	18	0.54
WRBZ	AM	Raleigh - Durham	T/SPRTS	0.85	1.3	1.3	1.8	12	15	13	0.72
KSTE	AM	Sacramento	T	2.12	2.6	3.1	3.8	15	17	16	0.69
KTRS	AM	Saint Louis	T	3.00	2.6	3.4	3.8	13	10	15	0.68
KALL	AM	Salt Lake City	T	2.20	3.0	2.1	2.4	14	20	21	1.26
KNRS	AM	Salt Lake City	N/T	1.63	2.2	2.9	3.3	17	18	12	0.66
KTSA	AM	San Antonio	T	4.36	5.9	4.8	5.6	9	5	12	1.06
WOAI	AM	San Antonio	N/T	4.47	6.1	3.0	3.5	8	14	11	1.76
KOGO	AM	San Diego	N/T	6.50	4.9	4.5	5.5	9	3	11	0.88
KSDO	AM	San Diego	T	2.65	2.0	1.5	1.9	18	27	34	1.07
KGO	AM	San Francisco	T	36.00	11.7	6.7	8.4	1	1	1	1.39
KSFO	AM	San Francisco	T	6.70	2.2	3.2	4.0	16	18	17	0.55
KIRO	FM	Seattle - Tacoma	T	4.10	2.3	2.6	3.0	20	17	19	0.77
KNWX	AM	Seattle - Tacoma	N	1.95	1.1	1.4	1.6	22	22	22	0.71
KOMO	AM	Seattle - Tacoma	N/T	5.10	2.9	3.4	3.9	18	14	17	0.74
KVI	AM	Seattle - Tacoma	T	10.20	5.7	4.1	4.7	7	11	14	1.21
WFLA	AM	Tampa - Saint Petersburg	T	8.50	8.0	6.4	7.3	3	4	8	1.09
WHNZ	AM	Tampa - Saint Petersburg	N/T	0.71	0.7	0.7	0.8	19	24	27	0.92
WJFK	FM	Washington, DC	T	23.27	9.0	4.0	4.8	1	9	6	1.87
WWRC	AM	Washington, DC	BIZ	1.70	0.7	0.4	0.5	23	33	31	1.35

67 Stations 1998 Mean: 1.00 Historic Means: 1997 - 1.05 1995 - 1.06 1993 - 1.04 1991 - 1.11
 1998 Median: 0.88 1996 - 1.04 1994 - 1.02 1992 - 1.04 1990 - 1.01 1988 - NA

Talk and Talk News
Medium Markets

Call Letters		Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
WROW	AM	Albany - Schenectady - Troy	T	0.30	0.9	2.2	2.6	14	13	15	0.35
KZSS	AM	Albuquerque	T	0.17	0.5	0.5	0.6	24	28	27	0.83
WAEB	AM	Allentown - Bethlehem	T	1.80	7.3	4.3	6.8	6	7	8	1.07
WJBO	AM	Baton Rouge	N/T	2.15	8.8	5.8	8.0	6	7	8	1.11
WAPI	AM	Birmingham	N	0.64	1.5	1.4	1.6	14	20	20	0.95
WERC	AM	Birmingham	N/T	2.70	6.5	5.2	6.0	6	7	12	1.08
WGR	AM	Buffalo	T	2.60	5.3	5.3	6.0	10	7	10	0.88
WISW	AM	Columbia, SC	N	0.16	0.6	1.3	1.6	14	15	16	0.39
WVOC	AM	Columbia, SC	N/T	1.80	6.9	5.4	6.4	6	7	11	1.07
WHIO	AM	Dayton	N/T	3.00	8.5	5.5	7.0	4	8	11	1.22
WING	AM	Dayton	N/T	0.32	0.9	0.7	0.9	14	25	24	1.05
KXTK	AM	Des Moines	T	0.20	0.8	1.0	1.1	16	20	18	0.71
WINK	AA	Fort Myers - Naples	N/T	1.60	6.6	6.1	7.3	8	4	19	0.90
WTLQ	AM	Fort Myers - Naples	T	0.27	1.1	2.1	2.5	17	16	8	0.44
WWCN	AM	Fort Myers - Naples	T	0.18	0.7	0.7	0.8	20	23	16	0.88
WTKG	AM	Grand Rapids	T	0.24	0.6	0.7	0.8	16	18	15	0.74
WMFR	AM	Greensboro - Winston Salem	T/FS	0.74	1.7	1.1	1.5	12	15	21	1.10
WORD	AM	Greenville - Spartanburg	N/T	0.98	3.0	4.0	5.2	9	9	11	0.58
WPEK	FM	Greenville - Spartanburg	T	0.75	2.3	2.1	2.6	10	12	10	0.88
WSPA	AM	Greenville - Spartanburg	T	0.67	2.0	1.1	1.4	11	14	25	1.38
KHVH	AM	Honolulu	N/T	0.65	2.9	3.3	3.5	12	15	16	0.82
WJGR	AM	Jacksonville	T	0.24	0.5	0.5	0.7	17	26	24	0.76
WOKV	AM	Jacksonville	N/T	4.50	4.4	4.6	5.5	5	10	12	0.80
WNOX	AF	Knoxville	N/T	2.10	7.3	6.0	7.1	5	5	7	1.03
WLAP	AM	Lexington	T/SPRTS	0.53	2.5	2.8	3.4	11	10	13	0.73
KARN	AF	Little Rock	N/T	2.10	9.9	6.3	7.3	4	5	7	1.36
KSYG	FM	Little Rock	T	1.05	5.0	4.6	5.3	7	9	8	0.94
WLKY	AM	Louisville	N	0.31	0.7	1.5	1.7	17	17	25	0.42
WWKY	AM	Louisville	T	0.50	1.1	1.4	1.6	13	19	22	0.69
WTDY	AA	Madison	T	1.10	4.6	3.7	4.7	8	10	12	0.98
WTAR	AM	Norfolk	T/SPRTS	0.66	1.5	1.4	1.6	17	18	18	0.92
KTOK	AM	Oklahoma City	N/T	3.60	8.6	7.0	8.0	7	5	10	1.08
WKY	AM	Oklahoma City	T	0.29	0.7	0.9	1.1	15	19	19	0.67
KKAR	AM	Omaha	N/T	2.20	6.3	5.3	6.2	9	9	11	1.01
WPRO	AM	Providence	T/SPRTS	2.70	6.2	4.4	6.2	7	9	11	1.00
KLIV	AM	San Jose	N	0.50	1.1	0.8	3.1	9	35	31	0.35
WNSS	AM	Syracuse	N	0.33	1.1	1.2	1.4	14	15	18	0.76
KNST	AM	Tucson	T/N	2.71	7.8	5.2	6.2	5	5	8	1.25
KTKT	AM	Tucson	N	0.24	0.7	0.6	0.8	16	27	20	0.93
WBZT	AM	West Palm Beach	T	0.69	1.6	2.4	4.3	11	20	26	0.37
WDJA	AM	West Palm Beach	N/T	0.13	0.3	0.7	1.3	19	41	40	0.24
WJNO	AM	West Palm Beach	N/T	4.20	9.7	4.2	7.4	4	6	16	1.31
WPBR	AM	West Palm Beach	T	0.29	0.7	0.2	0.4	16	37	40	1.65
KFH	AM	Wichita	T	0.47	1.9	4.3	4.9	14	14	12	0.39
KNSS	AM	Wichita	N/T	1.00	4.1	3.4	3.9	9	11	14	1.06

46 Stations 1998 Mean: 1.00
1998 Median: 0.89

Historic Means: 1997 - 1.05 1995 - 1.06 1993 - 1.04 1991 - 1.11
1996 - 1.04 1994 - 1.02 1992 - 1.04 1990 - 1.01 1988 - NA

Historic figures are for all market sizes

Talk and Talk News
Major Markets

Call Letters		Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
KQV	AM	Pittsburgh	N	1.20	1.3	1.2	1.4	17	19	24	0.91
KEWS	AM	Portland, OR	N/T	2.70	2.5	3.9	4.8	15	11	13	0.52
KOTK	AM	Portland, OR	T	0.83	0.8	1.2	1.5	19	18	18	0.54
WRBZ	AM	Raleigh - Durham	T/SPRTS	0.85	1.3	1.3	1.8	12	15	13	0.72
KSTE	AM	Sacramento	T	2.12	2.6	3.1	3.8	15	17	16	0.69
KTRS	AM	Saint Louis	T	3.00	2.6	3.4	3.8	13	10	15	0.68
KALL	AM	Salt Lake City	T	2.20	3.0	2.1	2.4	14	20	21	1.26
KNRS	AM	Salt Lake City	N/T	1.63	2.2	2.9	3.3	17	18	12	0.66
KTSA	AM	San Antonio	T	4.36	5.9	4.8	5.6	9	5	12	1.06
WOAI	AM	San Antonio	N/T	4.47	6.1	3.0	3.5	8	14	11	1.76
KOGO	AM	San Diego	N/T	6.50	4.9	4.5	5.5	9	3	11	0.88
KSDO	AM	San Diego	T	2.65	2.0	1.5	1.9	18	27	34	1.07
KGO	AM	San Francisco	T	36.00	11.7	6.7	8.4	1	1	1	1.39
KSFO	AM	San Francisco	T	6.70	2.2	3.2	4.0	16	18	17	0.55
KIRO	FM	Seattle - Tacoma	T	4.10	2.3	2.6	3.0	20	17	19	0.77
KNWX	AM	Seattle - Tacoma	N	1.95	1.1	1.4	1.6	22	22	22	0.71
KOMO	AM	Seattle - Tacoma	N/T	5.10	2.9	3.4	3.9	18	14	17	0.74
KVI	AM	Seattle - Tacoma	T	10.20	5.7	4.1	4.7	7	11	14	1.21
WFLA	AM	Tampa - Saint Petersburg	T	8.50	8.0	6.4	7.3	3	4	8	1.09
WHNZ	AM	Tampa - Saint Petersburg	N/T	0.71	0.7	0.7	0.8	19	24	27	0.92
WJFK	FM	Washington, DC	T	23.27	9.0	4.0	4.8	1	9	6	1.87
WWRC	AM	Washington, DC	BIZ	1.70	0.7	0.4	0.5	23	33	31	1.35

67 Stations 1998 Mean: 1.00 Historic Means: 1997 - 1.05 1995 - 1.06 1993 - 1.04 1991 - 1.11
 1998 Median: 0.88 1996 - 1.04 1994 - 1.02 1992 - 1.04 1990 - 1.01 1988 - NA

Talk and Talk News
Medium Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio	
WROW	AM	Albany - Schenectady - Troy	T	0.30	0.9	2.2	2.6	14	13	15	0.35
KZSS	AM	Albuquerque	T	0.17	0.5	0.5	0.6	24	28	27	0.83
WAEB	AM	Allentown - Bethlehem	T	1.80	7.3	4.3	6.8	6	7	8	1.07
WJBO	AM	Baton Rouge	N/T	2.15	8.8	5.8	8.0	6	7	8	1.11
WAPI	AM	Birmingham	N	0.64	1.5	1.4	1.6	14	20	20	0.95
WERC	AM	Birmingham	N/T	2.70	6.5	5.2	6.0	6	7	12	1.08
WGR	AM	Buffalo	T	2.60	5.3	5.3	6.0	10	7	10	0.88
WISW	AM	Columbia, SC	N	0.16	0.6	1.3	1.6	14	15	16	0.39
WVOC	AM	Columbia, SC	N/T	1.80	6.9	5.4	6.4	6	7	11	1.07
WHIO	AM	Dayton	N/T	3.00	8.5	5.5	7.0	4	8	11	1.22
WING	AM	Dayton	N/T	0.32	0.9	0.7	0.9	14	25	24	1.05
KXTK	AM	Des Moines	T	0.20	0.8	1.0	1.1	16	20	18	0.71
WINK	AA	Fort Myers - Naples	N/T	1.60	6.6	6.1	7.3	8	4	19	0.90
WTLQ	AM	Fort Myers - Naples	T	0.27	1.1	2.1	2.5	17	16	8	0.44
WWCN	AM	Fort Myers - Naples	T	0.18	0.7	0.7	0.8	20	23	16	0.88
WTKG	AM	Grand Rapids	T	0.24	0.6	0.7	0.8	16	18	15	0.74
WMFR	AM	Greensboro - Winston Salem	T/FS	0.74	1.7	1.1	1.5	12	15	21	1.10
WORD	AM	Greenville - Spartanburg	N/T	0.98	3.0	4.0	5.2	9	9	11	0.58
WPEK	FM	Greenville - Spartanburg	T	0.75	2.3	2.1	2.6	10	12	10	0.88
WSPA	AM	Greenville - Spartanburg	T	0.67	2.0	1.1	1.4	11	14	25	1.38
KHVV	AM	Honolulu	N/T	0.65	2.9	3.3	3.5	12	15	16	0.82
WJGR	AM	Jacksonville	T	0.24	0.5	0.5	0.7	17	26	24	0.76
WOKV	AM	Jacksonville	N/T	4.50	4.4	4.6	5.5	5	10	12	0.80
WNOX	AF	Knoxville	N/T	2.10	7.3	6.0	7.1	5	5	7	1.03
WLAP	AM	Lexington	T/SPRTS	0.53	2.5	2.8	3.4	11	10	13	0.73
KARN	AF	Little Rock	N/T	2.10	9.9	6.3	7.3	4	5	7	1.36
KSYG	FM	Little Rock	T	1.05	5.0	4.6	5.3	7	9	8	0.94
WLKY	AM	Louisville	N	0.31	0.7	1.5	1.7	17	17	25	0.42
WWKY	AM	Louisville	T	0.50	1.1	1.4	1.6	13	19	22	0.69
WTDY	AA	Madison	T	1.10	4.6	3.7	4.7	8	10	12	0.98
WTAR	AM	Norfolk	T/SPRTS	0.66	1.5	1.4	1.6	17	18	18	0.92
KTOK	AM	Oklahoma City	N/T	3.60	8.6	7.0	8.0	7	5	10	1.08
WKY	AM	Oklahoma City	T	0.29	0.7	0.9	1.1	15	19	19	0.67
KKAR	AM	Omaha	N/T	2.20	6.3	5.3	6.2	9	9	11	1.01
WPRO	AM	Providence	T/SPRTS	2.70	6.2	4.4	6.2	7	9	11	1.00
KLIV	AM	San Jose	N	0.50	1.1	0.8	3.1	9	35	31	0.35
WNSS	AM	Syracuse	N	0.33	1.1	1.2	1.4	14	15	18	0.76
KNST	AM	Tucson	T/N	2.71	7.8	5.2	6.2	5	5	8	1.25
KTKT	AM	Tucson	N	0.24	0.7	0.6	0.8	16	27	20	0.93
WBZT	AM	West Palm Beach	T	0.69	1.6	2.4	4.3	11	20	26	0.37
WDJA	AM	West Palm Beach	N/T	0.13	0.3	0.7	1.3	19	41	40	0.24
WJNO	AM	West Palm Beach	N/T	4.20	9.7	4.2	7.4	4	6	16	1.31
WPBR	AM	West Palm Beach	T	0.29	0.7	0.2	0.4	16	37	40	1.65
KFH	AM	Wichita	T	0.47	1.9	4.3	4.9	14	14	12	0.39
KNSS	AM	Wichita	N/T	1.00	4.1	3.4	3.9	9	11	14	1.06

46 Stations 1998 Mean: 1.00 Historic Means: 1997 - 1.05 1995 - 1.06 1993 - 1.04 1991 - 1.11
 1998 Median: 0.89 1996 - 1.04 1994 - 1.02 1992 - 1.04 1990 - 1.01 1988 - NA

Historic figures are for all market sizes

Talk and Talk News
Medium Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
WILK AA	Wilkes Barre - Scranton	N/T	0.75	2.9	4.2	5.5	8	9	13	0.53

46 Stations 1998 Mean: 1.00 Historic Means: 1997 - 1.05 1995 - 1.06 1993 - 1.04 1991 - 1.11
 1998 Median: 0.89 1996 - 1.04 1994 - 1.02 1992 - 1.04 1990 - 1.01 1988 - NA
 Historic figures are for all market sizes

Talk and Talk/News
Small Markets

Call Letters		Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
WAKR	AM	Akron	T/FS	1.90	9.7	3.7	13.7	5	13	19	0.71
WNIR	FM	Akron	T	3.20	16.4	5.4	20.1	4	1	10	0.81
KBYR	AM	Anchorage	T	0.26	1.8	1.7	1.8	15	17	17	0.98
KENI	AM	Anchorage	T/N	1.10	7.6	5.8	6.4	4	7	6	1.18
KFQD	AM	Anchorage	T	0.28	1.9	2.5	2.8	14	15	15	0.69
WOSH	AM	Appleton - Oshkosh	T	0.53	3.7	2.2	3.5	10	15	17	1.05
WBSS	FM	Atlantic City - Cape May	T	0.50	3.1	1.9	2.6	10	12	11	1.20
WOND	AM	Atlantic City - Cape May	T	0.72	4.5	4.8	6.6	9	8	15	0.68
WGAC	AM	Augusta, GA	N/T	1.15	7.5	4.7	5.6	5	5	6	1.34
KERN	AM	Bakersfield	N/T	2.30	12.8	6.1	7.4	2	2	3	1.72
KNZR	AM	Bakersfield	N/T	0.45	2.5	2.3	2.7	12	14	15	0.92
KIDO	AM	Boise	T/N	1.53	8.5	6.2	7.1	7	5	7	1.19
WTMA	AM	Charleston, SC	N/T	1.90	10.1	4.8	5.6	3	11	16	1.81
WGOW	FM	Chattanooga	T	1.30	6.4	4.2	5.0	5	8	5	1.27
KKCS	AM	Colorado Springs	T	0.10	0.5	0.8	1.2	15	22	24	0.43
KVOR	AM	Colorado Springs	T/N	1.05	5.3	6.0	8.4	8	5	9	0.63
WOC	AM	Davenport - Rock Island - Moline	N/T	1.00	6.9	7.2	8.8	7	4	7	0.79
KROD	AM	El Paso	T	0.41	2.1	1.5	1.7	11	14	12	1.23
KTSM	AM	El Paso	N/T	0.71	3.6	3.8	4.3	10	9	10	0.84
WGBF	AM	Evansville	T/SPRTS	0.18	1.1	3.0	3.6	10	10	9	0.31
WFNC	AM	Fayetteville, NC	N/T	1.07	6.3	5.1	6.7	7	6	9	0.94
WFDF	AM	Flint	T/SPRTS	0.60	4.1	2.8	5.0	6	14	13	0.81
WFNT	AM	Flint	T	0.27	1.8	1.8	3.3	9	17	18	0.55
WGL	AM	Fort Wayne	T/SPRTS	0.40	2.0	1.9	2.3	12	12	14	0.85
WOWO	AM	Fort Wayne	N/T	2.20	11.2	7.1	8.6	4	3	8	1.31
WVNN	AM	Huntsville	T	0.63	4.2	3.3	4.2	7	8	6	0.99
WJNT	AM	Jackson, MS	T/N	0.65	3.9	3.8	4.8	7	10	11	0.82
WJCW	AA	Johnson City - Kingsport - Bristol	N/T	0.73	4.9	2.1	3.4	4	8	6	1.43
KVOL	AM	Lafayette, LA	T	0.39	2.7	0.4	0.6	11	29	29	4.70
WJIM	AM	Lansing	T	0.90	4.7	3.2	4.4	8	8	7	1.06
WNTM	AM	Mobile	N/T	0.74	4.0	4.1	5.9	9	11	9	0.68
KFIV	AM	Modesto	T	0.51	2.8	3.5	5.8	9	13	14	0.49
KSCO	AM	Monterey - Salinas - Santa Cruz	T	0.54	3.3	3.0	4.7	12	12	19	0.70
WELI	AM	New Haven	N/T	1.60	9.1	4.7	16.0	3	8	13	0.57
WTAZ	FM	Peoria	T	0.53	3.7	4.4	5.6	9	9	15	0.66
WGAN	AM	Portland, ME	T/FS	1.20	6.7	7.2	8.8	5	2	6	0.76
WZAN	AM	Portland, ME	T/SPRTS	0.50	2.8	2.4	2.9	12	10	15	0.95
KKOH	AM	Reno	N/T	2.15	12.1	10.0	11.2	2	2	9	1.08
KRNV	FM	Reno	N/T	0.32	1.8	2.3	2.5	14	14	14	0.71
WLNI	FM	Roanoke - Lynchburg	T/SPRTS	0.26	1.4	1.1	1.4	13	15	16	0.98
WBMQ	AM	Savannah	T	0.59	3.7	3.1	3.6	11	4	7	1.02
KEEL	AM	Shreveport	T	0.74	4.9	6.2	7.1	7	7	8	0.69
KWKH	AM	Shreveport	N/T	0.35	2.3	2.2	2.5	11	13	15	0.90
KGA	AA	Spokane	N/T	0.90	5.1	5.2	5.9	9	7	10	0.87
KXLY	AM	Spokane	N/T	0.80	4.5	5.8	6.5	10	6	11	0.69

51 Stations 1998 Mean: 1.00 Historic Means: 1997 - 1.05 1995 - 1.06 1993 - 1.04 1991 - 1.11
1998 Median: 0.85 1996 - 1.04 1994 - 1.02 1992 - 1.04 1990 - 1.01 1988 - NA

Historic figures are for all market sizes

Talk and Talk/News
Small Markets

Call Letters		Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
WHYN	AM	Springfield, MA	T	1.38	7.7	6.0	10.9	6	6	7	0.71
WNNZ	AM	Springfield, MA	T	0.70	3.9	3.2	5.8	9	9	10	0.68
KWTO	AM	Springfield, MO	T	0.85	4.9	4.2	5.0	9	6	7	0.98
WILM	AM	Wilmington, DE	N/T	1.70	8.7	3.1	8.1	5	11	18	1.07
WKBN	AM	Youngstown	N/T	1.80	9.6	9.5	11.8	4	3	8	0.81
WRTK	AM	Youngstown	T	0.11	0.6	1.4	1.8	14	21	19	0.34

51 Stations 1998 Mean: 1.00 Historic Means: 1997 - 1.05 1995 - 1.06 1993 - 1.04 1991 - 1.11
 1998 Median: 0.85 1996 - 1.04 1994 - 1.02 1992 - 1.04 1990 - 1.01 1988 - NA
 Historic figures are for all market sizes

Talk and Talk/News
Very Small Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio	
WRTA	AM	Altoona	T	0.58	9.8	8.4	10.2	5	5	6	0.96
KGNC	AM	Amarillo, TX	N/T	1.50	17.9	8.1	9.2	2	3	7	1.95
WTZY	AM	Asheville	T	0.12	1.4	1.0	2.1	6	7	4	0.66
KLVI	AM	Beaumont - Port Arthur, TX	T	1.80	14.5	7.3	10.3	2	4	8	1.41
KBLG	AM	Billings, MT	T	0.33	4.9	5.7	6.4	8	6	9	0.77
WNBF	AM	Binghamton	N/T	0.68	7.6	8.5	10.5	5	4	8	0.72
KCRG	AM	Cedar Rapids	T	0.26	1.9	3.6	4.8	9	11	10	0.39
KXIC	AM	Cedar Rapids	T	0.13	0.9	0.4	0.6	11	12	NA	1.58
WRCG	AM	Columbus, GA	T	0.60	5.7	5.0	5.7	8	7	7	0.99
KEYS	AM	Corpus Christi	T/SPRTS	0.55	5.0	3.3	3.9	9	5	10	1.27
WEBC	AM	Duluth - Superior	T	0.40	6.0	6.7	8.1	9	9	8	0.74
WFLP	AM	Erie	T	0.33	3.7	3.0	3.5	8	9	10	1.05
WLKK	AM	Erie	T	0.46	5.2	5.5	6.4	7	7	8	0.82
WDAY	AM	Fargo - Moorhead	N/T	0.88	5.5	6.5	7.4	5	4	7	0.74
WOCA	AM	Gainesville - Ocala	N/T	0.46	3.5	2.4	3.6	10	12	NA	0.97
WRUF	AM	Gainesville - Ocala	N/T	0.50	3.8	2.8	4.4	9	12	16	0.87
WSKY	FM	Gainesville - Ocala	N/T	0.25	1.9	1.4	2.1	12	19	8	0.92
WGEE	AM	Green Bay	N/T	0.83	6.4	4.4	7.9	4	9	13	0.81
WNFL	AM	Green Bay	T/SPRTS	1.40	10.8	4.9	8.7	3	5	9	1.23
WNTJ	AM	Johnstown, PA	N/T	0.30	4.5	1.6	2.5	7	10	18	1.80
WKMI	AM	Kalamazoo	T	0.45	3.9	2.8	5.2	7	7	7	0.75
WKZO	AM	Kalamazoo	N/T	0.95	8.3	6.3	11.5	6	8	12	0.72
KLIN	AM	Lincoln	T	0.98	7.6	5.8	8.5	5	6	10	0.90
WMAC	AM	Macon	N/T	0.40	3.5	3.9	4.7	7	10	11	0.74
WGIR	AM	Manchester	N/T	1.40	12.1	4.3	9.2	3	4	11	1.32
WACV	AM	Montgomery	T	0.63	4.5	4.2	5.0	7	9	12	0.90
KVEN	AM	Oxnard - Ventura	N/T	1.05	9.6	2.8	6.3	5	11	18	1.52
WYOO	FM	Panama City, FL	N/T	0.50	6.1	4.7	5.6	6	4	5	1.09
WTSN	AM	Portsmouth - Dover - Rochester	T	0.61	4.3	3.3	8.9	6	15	25	0.48
WGMD	FM	Salisbury - Ocean City	T	0.46	3.7	3.5	4.6	9	7	9	0.80
KEYT	AM	Santa Barbara, CA	N	0.46	4.4	3.4	5.3	9	14	17	0.83
KTMS	AM	Santa Barbara, CA	T	0.80	7.6	6.3	9.9	5	1	10	0.77
KSOO	AM	Sioux Falls	T/SPRTS	0.38	4.3	4.0	4.8	11	10	13	0.89
KWSN	AM	Sioux Falls	T	0.24	2.7	4.4	5.4	12	10	10	0.50
WMAY	AM	Springfield, IL	T	0.55	5.0	6.4	7.7	9	8	9	0.65
WTAL	AM	Tallahassee	T	0.15	1.4	1.1	1.5	13	13	16	0.94
WTHI	AM	Terre Haute	T	0.16	2.7	2.5	3.2	8	9	9	0.86
KMAJ	AM	Topeka	T/SPRTS	0.18	2.1	2.5	4.0	10	13	8	0.53
WIBX	AM	Utica - Rome	T/N	0.75	7.7	5.8	7.7	4	4	8	1.00
KRZI	AM	Waco, TX	N/T	0.19	2.4	2.1	3.6	9	9	12	0.67
KXEL	AM	Waterloo - Cedar Falls	N/T	0.18	2.7	2.8	3.9	8	10	9	0.69
WAAV	AM	Wilmington, NC	T	0.46	4.5	4.6	7.3	8	7	10	0.62

42 Stations 1998 Mean: 0.93 Historic Means: 1997 - 1.05 1995 - 1.06 1993 - 1.04 1991 - 1.11
1998 Median: 0.86 1996 - 1.04 1994 - 1.02 1992 - 1.04 1990 - 1.01 1988 - NA
Historic figures are for all market sizes

Oldies (50's & 60's)
Major Markets

Call Letters		Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
WFOX	FM	Atlanta	O	14.20	5.5	3.8	4.4	10	12	10	1.25
KEYI	FM	Austin	O	3.10	4.9	4.3	5.5	9	11	9	0.90
WQSR	FM	Baltimore	O	13.90	14.2	5.8	8.2	1	4	4	1.73
WODS	FM	Boston	O	15.90	6.4	4.3	5.4	8	9	4	1.18
WROR	FM	Boston	O	8.40	3.4	2.9	3.6	12	11	12	0.94
WWMG	FM	Charlotte	O	5.60	6.1	5.5	6.8	8	7	2	0.90
WJMK	FM	Chicago	O	22.50	5.5	3.6	4.1	5	13	14	1.35
WGRR	FM	Cincinnati	O	9.00	8.0	6.5	7.9	5	6	6	1.01
WMJI	FM	Cleveland	O	12.50	12.8	8.3	9.6	1	1	1	1.33
WBNS	FM	Columbus, OH	O	5.10	6.0	5.1	6.2	7	7	8	0.97
KLUV	AM	Dallas - Fort Worth	O	0.95	0.3	0.4	0.5	30	35	35	0.66
KLUV	FM	Dallas - Fort Worth	O	16.40	5.9	3.6	4.0	7	13	9	1.47
KXKL	FM	Denver	O	8.67	5.7	4.8	5.5	6	8	6	1.03
WOMC	FM	Detroit	O	20.00	9.2	5.9	6.8	2	3	4	1.35
WDRC	FM	Hartford	O	5.50	8.3	5.6	7.6	6	6	9	1.09
KLDE	FM	Houston	O	15.98	6.2	4.2	5.0	7	8	8	1.24
WGLD	FM	Indianapolis	O	4.29	5.5	5.4	6.1	7	7	6	0.91
WQFE	FM	Indianapolis	O	0.21	0.3	0.7	0.8	21	25	19	0.39
KCMO	FM	Kansas City	O	5.30	6.8	4.8	5.3	8	11	6	1.28
KQOL	FM	Las Vegas	O	2.58	4.1	3.8	4.4	9	10	5	0.93
KRTH	FM	Los Angeles	O	37.10	5.7	3.3	3.7	2	10	11	1.52
WMXJ	FM	Miami - Fort Lauderdale	O	9.80	4.7	3.1	3.6	11	16	15	1.30
WZTR	FM	Milwaukee	O	2.25	3.3	4.0	4.6	11	11	9	0.72
KQQL	FM	Minneapolis - Saint Paul	O	10.00	7.0	4.9	6.1	7	7	3	1.15
WRMX	FM	Nashville	O	3.00	4.7	5.1	6.0	10	7	4	0.79
WTKL	FM	New Orleans	O	2.80	5.3	5.3	6.1	8	5	6	0.87
WCBS	FM	New York	O	36.30	6.1	4.5	5.4	5	9	4	1.14
WOCL	FM	Orlando	O	8.70	9.4	5.0	5.8	3		5	1.62
WSHE	FM	Orlando	O	4.08	4.4	3.5	4.1	12		6	1.07
WOGL	FM	Philadelphia	O	19.00	7.5	5.0	6.1	3	7	6	1.23
KOOL	FM	Phoenix	O	11.00	7.5	4.4	5.3	4	8	3	1.42
WWSW	AF	Pittsburgh	O	7.85	8.5	5.6	6.6	5	7	4	1.29
KKSN	FM	Portland, OR	O	8.68	8.1	5.8	7.0	5	10	6	1.16
WTRG	FM	Raleigh - Durham	O	6.60	9.9	5.5	7.7	5	7	4	1.29
KHYL	FM	Sacramento	O	4.38	5.3	4.2	5.1	8	9	7	1.03
KLOU	FM	Saint Louis	O	5.00	4.3	4.3	4.8	8	6	7	0.90
KODJ	FM	Salt Lake City	O	4.36	5.9	4.8	5.5	4	7	2	1.08
KONO	AF	San Antonio	O	3.18	4.3	4.5	5.1	12	6	5	0.84
KBZT	FM	San Diego	O	5.95	4.4	2.7	3.4	10	14	12	1.30
KFRC	AF	San Francisco	O	18.40	6.0	3.2	4.0	6	7	2	1.48
KBSG	AF	Seattle - Tacoma	O	13.60	7.6	5.1	5.9	2	3	9	1.28
WYUU	FM	Tampa - Saint Petersburg	O	3.97	3.7	2.8	3.2	12	17	16	1.15
WBIG	FM	Washington, DC	O	15.30	5.9	4.1	5.0	7	6	4	1.18

43 Stations 1998 Mean: 1.13 Historic Means: 1997 - 1.11 1995 - 1.15 1993 - 1.26 1991 - 1.28
1998 Median: 1.15 1996 - 1.16 1994 - 1.21 1992 - 1.25 1990 - 1.30 1988 - 1.27

Oldies (50's & 60's)
Medium Markets

Call Letters		Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
WTRY	AF	Albany - Schenectady - Troy	O	1.20	3.6	3.4	4.0	9	9	11	0.89
KZKL	FM	Albuquerque	O	1.08	2.9	3.3	3.7	13	17	16	0.78
WODE	FM	Allentown - Bethlehem	O	4.30	17.4	9.2	14.5	4	4	5	1.20
WTGE	FM	Baton Rouge	O	0.38	1.6	1.7	2.3	11	13	6	0.70
WODL	FM	Birmingham	O	2.70	6.5	4.7	5.5	6	9	6	1.19
WHTT	FM	Buffalo	O	5.00	10.2	7.0	8.0	3	7	3	1.28
WOMG	FM	Columbia, SC	O	1.35	5.2	5.6	6.7	8	8	7	0.78
WCLR	FF	Dayton	O	1.16	3.3	3.4	4.4	10	11	8	0.75
KIOA	FM	Des Moines	O	2.40	9.6	7.3	8.3	3	3	1	1.15
WOLZ	FM	Fort Myers - Naples	O	1.70	7.0	5.1	6.1	7	3	3	1.15
KFSO	FM	Fresno	O	2.10	6.8	3.3	4.0	4	9	10	1.68
WODJ	FM	Grand Rapids	O	1.60	4.2	3.6	4.5	8	9	7	0.94
WMQX	FM	Greensboro - Winston Salem	O	3.51	8.2	5.7	7.9	6	5	5	1.04
WKOO	FF	Greenville - New Bern - Jacksonville	O	0.70	3.4	2.5	3.3	8	12	10	1.02
WNCT	FM	Greenville - New Bern - Jacksonville	O	1.90	9.3	4.2	5.5	4	7	6	1.70
WWKL	FM	Harrisburg	O	2.40	9.4	5.1	7.2	6	4	5	1.31
KGMZ	FM	Honolulu	O	0.80	3.6	5.6	6.1	9	8	5	0.59
WKQL	FM	Jacksonville	O	3.65	7.7	6.0	7.1	7	7	7	1.08
WMYU	FM	Knoxville	O	2.90	10.1	6.1	7.3	4	6	3	1.39
WLTO	FM	Lexington	O	0.78	3.7	2.4	2.9	8	12	11	1.28
KOLL	FM	Little Rock	O	0.98	4.6	4.9	5.6	8	8	4	0.82
WRKA	FM	Louisville	O	3.70	7.9	4.9	5.6	5	6	5	1.41
WOLX	FM	Madison	O	2.90	12.1	6.9	8.7	4	6	3	1.38
WBZO	FM	Nassau - Suffolk (Long Island)	O	3.10	7.4	2.6	9.3	5	9	10	0.79
WVKL	FM	Norfolk	O	2.20	4.9	3.9	4.5	9	14	8	1.09
KOMA	AF	Oklahoma City	O	4.30	10.3	7.6	8.7	3	7	6	1.18
KGOR	FM	Omaha	O	2.98	8.5	6.4	7.5	7	6	3	1.13
WWBB	FM	Providence	O	4.10	9.4	6.1	8.5	5	2	5	1.11
WRCL	FM	Richmond	O	1.60	3.6	4.3	4.9	10	7	9	0.73
KOLA	FM	Riverside - San Bernardino	O	4.00	13.7	4.4	13.3	3	4	2	1.03
WBBF	FM	Rochester, NY	O	1.45	3.9	4.8	6.2	10	9	5	0.63
WSEN	FM	Syracuse	O	1.90	6.6	5.8	7.2	6	7	5	0.91
WRQN	FM	Toledo	O	1.92	7.1	5.4	7.0	6	6	6	1.02
KWFM	FM	Tucson	O	1.95	5.6	4.7	5.7	7	7	7	0.99
KQLL	FM	Tulsa	O	1.80	4.9	5.2	5.8	10	4	6	0.85
WOLL	FM	West Palm Beach	O	1.15	2.6	2.1	3.7	8	17	12	0.69
KEYN	FM	Wichita	O	1.30	5.3	4.9	5.6	7	9	5	0.94
WQFM	FM	Wilkes Barre - Scranton	O	0.66	2.6	2.7	3.4	10	9	6	0.75

38 Stations 1998 Mean: 1.04 Historic Means: 1997 - 1.07 1995 - 1.20 1993 - 1.21 1991 - 1.11
1998 Median: 1.03 1996 - 1.08 1994 - 1.16 1992 - 1.21 1990 - 1.13 1988 - NA

Oldies (50's & 60's)
Small Markets

Call Letters		Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
KEAG	FM	Anchorage	O	1.05	7.2	5.4	6.0	6	4	9	1.19
WVBO	FM	Appleton - Oshkosh	O	1.10	7.7	4.7	7.5	4	9	3	1.02
WTKU	FM	Atlantic City - Cape May	O	0.95	5.9	4.1	5.8	7	9	7	1.02
WGOR	FM	Augusta, GA	O	0.55	3.6	4.1	4.9	10	11	7	0.73
KLTB	FM	Boise	O	1.43	7.9	6.6	7.5	8	1	2	1.05
WXLY	FM	Charleston, SC	O	1.55	8.7	6.1	7.2	5	4	1	1.22
WOGT	FM	Chattanooga	O	1.00	4.9	4.6	5.5	7	6	4	0.89
KSPZ	FM	Colorado Springs	O	1.90	9.6	5.5	7.6	4	7	6	1.26
KUUL	FM	Davenport - Rock Island - Moline	O	1.50	10.3	6.5	8.0	3	7	6	1.29
KOFX	FM	El Paso	O	1.54	7.9	6.0	6.9	6	6	6	1.15
WJPS	FM	Evansville	O	1.00	6.3	6.8	8.0	6	5	4	0.79
WFLB	FM	Fayetteville, NC	O	1.80	10.7	7.1	9.4	4	3	4	1.13
WLDE	FM	Fort Wayne	O	1.30	6.6	6.6	8.0	7	4	2	0.83
WXOW	FF	Huntsville	O	0.40	2.7	5.6	7.1	8	5	5	0.38
WKOS	FM	Johnson City - Kingsport - Bristol	O	0.58	3.9	3.4	5.5	6	5	5	0.71
WJIM	FM	Lansing	O	2.40	12.6	8.2	11.2	3	4	4	1.13
WAVH	FM	Mobile	O	1.70	9.2	3.9	5.7	4	7	11	1.62
KOCN	FM	Monterey - Salinas - Santa Cruz	O	1.55	9.3	4.5	7.0	4	6	7	1.33
WPBG	FM	Peoria	O	1.90	13.3	10.3	13.0	3	2	1	1.02
WYNZ	FM	Portland, ME	O	0.90	5.1	5.6	6.9	6	8	8	0.74
KODS	FM	Reno	O	1.50	8.4	5.3	5.9	4	10	10	1.42
WLDJ	FF	Roanoke - Lynchburg	O	1.10	5.7	6.3	7.9	7	5	5	0.72
WHNN	FM	Saginaw - Bay City - Midland	O	2.80	16.2	8.7	10.8	2	3	2	1.50
WKNX	AM	Saginaw - Bay City - Midland	O	0.19	1.1	1.4	1.8	14	18	NA	0.63
WMJA	FF	Saginaw - Bay City - Midland	O	0.54	3.1	3.2	4.0	10	10	5	0.77
WGCO	FM	Savannah	O	0.84	5.6	4.4	5.0	7	12	7	1.11
KLKL	FM	Shreveport	O	0.55	3.7	3.5	4.0	10	13	11	0.93
KEYF	AF	Spokane	O	1.20	6.8	6.2	7.0	7	9	4	0.97
KOSP	FM	Springfield, MO	O	1.30	7.2	5.3	6.2	4	7	8	1.16
WSOX	FM	York	O	0.22	1.3	2.6	6.3	7	3	1	0.20
WBBG	FM	Youngstown	O	1.48	7.9	7.3	9.1	7	6	3	0.87

31 Stations	1998 Mean	0.99	Historic Means	1997 - 1.12	1995 - 1.20	1993 - 1.27	1991 - 1.21	
	1998 Median	1.02		1996 - 1.14	1994 - 1.17	1992 - 1.22	1990 - 1.14	1988 - NA

Historic figures are for Small and Very Small Markets

Oldies (50's & 60's)
Very Small Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
WALY	FM	Altoona	0.60	10.2	8.2	9.9	4	4	2	1.03
KPUR	FM	Amarillo, TX	0.47	5.6	4.3	4.9	7	7	5	1.13
KKBR	FM	Billings, MT	0.90	13.2	8.4	9.4	3	4	3	1.40
WYOS	FM	Binghamton	0.60	6.7	5.1	6.4	6	5	6	1.05
KACL	FM	Bismarck, ND	0.52	9.5	8.7	9.6	5	5	3	0.99
WKOL	FM	Burlington, VT	0.65	7.1	4.9	6.1	6	4	5	1.17
WZKL	FM	Canton	1.95	16.8	6.4	16.7	3	5	3	1.00
KCCG	FM	Corpus Christi	0.31	2.8	3.3	3.9	13	9	11	0.71
KLTG	FM	Corpus Christi	0.56	5.0	3.4	4.0	8	16	12	1.24
KLDJ	FM	Duluth - Superior	0.80	11.9	8.3	10.1	3	2	2	1.18
WFGO	FM	Erie	1.50	16.9	10.7	12.5	2	4	4	1.36
KPHT	FM	Fargo - Moorhead	0.22	1.3	3.1	3.6	11	11	9	0.36
WQGB	FM	Green Bay	0.63	4.8	6.9	12.4	5	10	3	0.39
WBVB	FM	Huntington - Ashland	0.33	3.6	2.4	3.3	7	7	4	1.10
WRVC	FM	Huntington - Ashland	0.44	4.8	3.5	4.7	5	8	7	1.01
WQXC	FM	Kalamazoo	0.26	2.3	3.0	5.5	8	12	6	0.42
WASK	FM	Lafayette, IN	0.85	11.6	9.6	12.5	5	4	1	0.93
KKUL	FM	Lincoln	0.60	4.7	4.9	7.2	8	8	4	0.65
KKCL	FM	Lubbock	1.15	10.7	9.2	10.3	3	3	3	1.03
WAYS	FM	Macon	0.75	6.6	5.6	6.9	5	6	3	0.96
WQLL	FM	Manchester	0.55	4.7	3.5	7.4	4	6	4	0.63
WQLD	FM	Montgomery	0.40	2.8	5.6	6.7	10	4	3	0.42
KMCM	FM	Odessa - Midland, TX	0.30	3.1	5.4	6.0	10	5	5	0.51
WPBH	FM	Panama City, FL	0.45	5.5	5.3	6.3	7	8	7	0.87
WYCL	FM	Pensacola	0.98	8.3	6.1	11.0	6	9	5	0.75
WQSO	FM	Portsmouth - Dover - Rochester	0.79	5.6	2.3	6.3	4	12	14	0.89
WKMQ	FM	Rockford	1.57	12.8	7.2	11.4	5	5	5	1.13
WLWW	FF	Salisbury - Ocean City	0.75	6.0	5.5	7.2	7	6	7	0.84
KIST	FM	Santa Barbara, CA	0.20	1.9	2.2	3.4	12	12	4	0.55
WQQL	FM	Springfield, IL	1.10	9.9	7.0	8.4	6	2	6	1.18
WOKL	FM	Tallahassee	0.65	5.9	5.5	7.2	8	5	9	0.82
WSDM	FM	Terre Haute	0.55	9.3	7.0	8.8	4	5	5	1.06
KQTP	FM	Topeka	0.50	5.9	4.2	6.6	7	7	5	0.90
WODZ	FM	Utica - Rome	0.25	2.6	3.6	4.7	11	6	5	0.55
KOKZ	FM	Waterloo - Cedar Falls	1.10	16.7	10.8	15.0	3	3	2	1.11
WEEL	FM	Wheeling	0.45	6.0	5.2	6.5	7	8	6	0.93

36 Stations 1998 Mean: 0.90 Historic Means: 1997 - 1.12 1995 - 1.20 1993 - 1.27 1991 - 1.21
 1998 Median: 0.95 1996 - 1.14 1994 - 1.17 1992 - 1.22 1990 - 1.14 1988 - NA
 Historic figures are for Small and Very Small Markets

Classic Hits
All Market Sizes

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
KKRO	FM	Anchorage	0.60	4.1	4.4	4.8	10	9	11	0.85
WMGM	FM	Atlantic City - Cape May	1.00	6.2	3.6	5.1	6	9	5	1.22
WCHZ	FM	Augusta, GA	0.45	2.9	1.7	2.0	13	17	12	1.44
WOCT	FM	Baltimore	4.50	4.6	3.3	4.8	10	12	8	0.97
WDGL	FM	Baton Rouge	4.00	16.5	6.6	9.1	2	5	1	1.82
WEGQ	FM	Boston	6.30	2.5	2.3	2.9	15	16	11	0.87
KKRQ	FM	Cedar Rapids	1.20	8.7	7.8	10.3	6	6	1	0.85
WRFQ	FM	Charleston, SC	1.20	6.7	4.0	4.8	7	11	5	1.40
WSSS	FM	Charlotte	5.44	5.9	3.7	4.6	9	11	11	1.29
WYLX	FM	Cincinnati	0.35	0.3	0.9	1.1	18	16	15	0.26
WXST	FM	Columbus, OH	0.45	0.5	2.1	2.5	17	13	13	0.20
KCQQ	FM	Davenport - Rock Island - Moline	2.70	18.6	10.8	13.3	2	3	1	1.40
KRKQ	FM	Des Moines	1.80	7.2	5.7	6.5	6	11	10	1.11
WTRI	FM	Evansville	0.42	2.6	3.1	3.7	9	11	11	0.71
WERO	FM	Greenville - New Bern - Jacksonville	0.90	4.4	2.4	3.2	6	11	9	1.37
WZMX	FM	Hartford	3.60	5.5	3.3	4.5	8	11	6	1.22
WNAP	FM	Indianapolis	4.08	5.2	3.7	4.1	9	12	6	1.27
WTYX	FM	Jackson, MS	0.90	5.4	3.1	3.8	6	8	9	1.43
WWRR	FM	Jacksonville	0.98	2.1	1.8	2.2	14	15	14	0.95
WLRO	FM	Lexington	0.73	3.4	5.3	6.5	10	8	7	0.52
WRVI	FM	Louisville	0.40	0.9	1.0	1.2	15	15	12	0.76
WSFR	FM	Louisville	2.90	6.2	4.7	5.3	6	9	6	1.18
WSRR	FM	Memphis	3.90	7.7	3.8	4.3	7	11	9	1.80
WGFX	FM	Nashville	4.40	7.0	4.4	5.0	6	11	12	1.39
WMGK	FM	Philadelphia	13.90	5.5	4.0	4.9	7	13	5	1.12
WZPT	FM	Pittsburgh	2.50	2.7	3.7	4.4	14	13	10	0.62
WHKK	FF	Providence	1.30	3.0	3.0	4.2	12	12	8	0.71
KNHK	FM	Reno	1.00	5.6	3.9	4.4	7	12	8	1.27
WKLR	FM	Richmond	2.30	5.2	4.1	4.7	8	9	7	1.10
KIHT	FM	Saint Louis	3.10	2.6	2.9	3.3	12	16	7	0.79
KUMT	FM	Salt Lake City	1.25	1.7	2.2	2.5	20	22	4	0.68
KPLN	FM	San Diego	3.00	2.2	2.5	3.1	15	19	12	0.70
KSAN	FM	San Francisco	4.90	1.6	1.8	2.2	20	24	14	0.72
WFXH	FM	Savannah	0.51	3.4	2.4	2.7	12	13	13	1.26
KJR	FM	Seattle - Tacoma	7.70	4.3	3.1	3.6	12	18	2	1.21
KKLH	FM	Springfield, MO	0.55	3.1	3.4	4.0	11	9	5	0.77
WCOF	FM	Tampa - Saint Petersburg	4.23	4.0	2.9	3.3	11	14	11	1.21
KHYT	FM	Tucson	2.13	6.1	5.1	6.1	6	10	3	1.00
KJSR	FM	Tulsa	2.58	7.0	5.4	6.0	6	6	4	1.17
KLLS	FM	Wichita	1.15	4.7	4.3	4.8	8	12	7	0.97

40 Stations 1998 Mean: 1.04 Historic Means: 1997 - 1.11 1995 - 0.98 1993 - NA 1991 - NA
1998 Median: 1.11 1996 - 1.11 1994 - NA 1992 - NA 1990 - NA 1988 - NA

AOR/New Rock/Progressive
Major Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio	
WKLS	FM	Atlanta	AOR	14.10	5.5	4.4	5.0	11	9	7	1.10
WNNX	FM	Atlanta	AOR-NR	15.30	6.0	5.1	5.9	8	4	8	1.02
KGSR	FM	Austin	AOR-P	3.00	4.8	3.3	4.2	10	12	6	1.14
KLBJ	FM	Austin	AOR	5.60	8.9	5.2	6.7	4	8	3	1.34
KROX	FM	Austin	AOR-NR	2.90	4.6	3.4	4.4	11	13	12	1.04
WIYY	FM	Baltimore	AOR	6.10	6.2	4.1	5.9	7	7	7	1.05
WAAF	FM	Boston	AOR-NR	8.10	3.3	3.0	3.7	13	10	14	0.89
WBCN	FM	Boston	AOR	29.20	11.8	5.6	7.0	2	6	6	1.68
WBOS	FM	Boston	AOR-P	10.10	4.1	2.1	2.6	10	20	9	1.56
WFNX	FM	Boston	AOR-NR	2.30	0.9	1.3	1.7	18	19	19	0.54
WEND	FM	Charlotte	AOR-NR	2.98	3.2	3.3	4.1	12	12	13	0.78
WRFX	FM	Charlotte	AOR	12.00	13.0	6.5	8.1	2	5	5	1.61
WXRC	FM	Charlotte	AOR	1.01	1.1	2.6	3.3	14	15	11	0.34
WKQX	FM	Chicago	AOR-NR	15.10	3.7	3.3	3.8	14	11	8	0.99
WLUP	FM	Chicago	AOR	4.90	1.2	1.8	2.1	25	16	8	0.57
WRCX	FM	Chicago	AOR	13.40	3.3	2.7	3.0	15	9	4	1.09
WXRT	FM	Chicago	AOR-P	20.90	5.1	2.5	2.9	9	19	5	1.78
WAQZ	FM	Cincinnati	AOR-NR	1.60	1.4	2.6	3.2	15	11	13	0.44
WEBN	FM	Cincinnati	AOR	11.50	10.3	7.7	9.4	3	2	2	1.10
WMMS	FM	Cleveland	AOR-NR	5.49	5.6	4.5	5.3	8	10	11	1.05
WAZU	FM	Columbus, OH	AOR-NR	1.00	1.2	1.2	1.4	14	16	14	0.86
WBZX	FM	Columbus, OH	AOR	5.50	6.5	4.8	5.7	6	8	6	1.13
WLVQ	FM	Columbus, OH	AOR	9.44	11.1	5.7	6.8	5	6	1	1.62
WWCD	FM	Columbus, OH	AOR-NR	1.70	2.0	1.6	1.9	12	11	11	1.05
WZAZ	FM	Columbus, OH	AOR-P	3.10	3.7	3.4	4.1	9	12	18	0.91
KDGE	FM	Dallas - Fort Worth	AOR-NR	6.90	2.5	2.5	2.8	15	13	21	0.91
KEGL	FM	Dallas - Fort Worth	AOR	6.60	2.4	4.0	4.5	18	6	8	0.54
KKZN	FM	Dallas - Fort Worth	AOR-P	3.11	1.1	1.7	1.9	23	20	16	0.59
KTXQ	FM	Dallas - Fort Worth	AOR	4.75	1.7	2.7	3.0	20	12	5	0.57
KBCO	FM	Denver	AOR-P	9.89	6.5	5.0	5.8	5	3	1	1.12
KBPI	FM	Denver	AOR-NR	5.07	3.3	4.5	5.2	13	12	8	0.63
KTCL	FM	Denver	AOR-NR	2.23	1.5	2.6	3.1	17	16	15	0.49
KXPK	FM	Denver	AOR-NR	4.76	3.1	2.6	3.1	14	17	14	1.02
WKRK	FM	Detroit	T/NR	3.30	1.5	1.9	2.2	19	20	22	0.67
WRIF	FM	Detroit	AOR	12.90	5.9	3.8	4.3	7	9	2	1.36
WWBR	FM	Detroit	AOR	2.50	1.1	1.7	2.0	20	25	23	0.56
WXDG	FM	Detroit	AOR-NR	4.00	1.8	1.3	1.5	17	18	15	1.18
WCCC	FM	Hartford	AOR	3.50	5.3	4.6	6.2	8	7	8	0.85
WMRQ	FM	Hartford	AOR-NR	5.00	7.6	4.6	6.2	7	8	10	1.23
KLOL	FM	Houston	AOR	15.20	5.9	3.9	4.7	9	12	9	1.27
KTBZ	FM	Houston	AOR-NR	8.00	3.1	3.7	4.4	13	9	11	0.70
WFBQ	FM	Indianapolis	AOR/T	15.67	20.1	10.4	11.5	1	1	2	1.74
WRZX	FM	Indianapolis	AOR-NR	4.30	5.5	5.1	5.7	6	6	8	0.96
WTTS	FM	Indianapolis	AOR-P	0.55	0.7	2.7	3.0	15	13	11	0.23
KNRX	FM	Kansas City	AOR-NR	1.30	1.7	1.9	2.1	15	16	13	0.80

107 Stations 1998 Mean: 1.04 Historic Means: 1997 - 1.11 1995 - 1.14 1993 - 1.16 1991 - 1.23
1998 Median: 1.12 1996 - 1.15 1994 - 1.18 1992 - 1.14 1990 - 1.23 1988 - 1.23
1998 Means: AOR - 1.08 (47 Stns); New Rock - 0.93 (36); Progressive - 1.13 (21)

AOR/New Rock/Progressive
Major Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
KORC	FM	Kansas City	4.80	6.1	5.4	6.0	9	4	2	1.01
KOMP	FM	Las Vegas	3.15	5.0	3.7	4.3	8	9	6	1.15
KXPT	FM	Las Vegas	2.10	3.3	3.3	3.8	13	13	9	0.86
KXTE	FM	Las Vegas	4.67	7.4	5.3	6.1	7	5	7	1.21
KACD	FF	Los Angeles	1.40	0.2	0.7	0.8	34	33	29	0.24
KLOS	FM	Los Angeles	27.00	4.1	2.4	2.7	14	20	7	1.49
KLYY	FM	Los Angeles	7.75	1.2	0.9	1.0	25	31	33	1.21
KROO	FM	Los Angeles	30.90	4.7	3.4	3.9	9	6	12	1.21
WEGR	FM	Memphis	4.69	9.3	5.3	6.0	4	9	1	1.55
WMFS	FM	Memphis	0.43	0.9	2.2	2.5	15	17	17	0.36
WRXO	FM	Memphis	0.86	1.7	1.5	1.7	13	16	13	1.00
WZTA	FM	Miami - Fort Lauderdale	11.32	5.4	3.2	3.7	7	17	13	1.46
WLUM	FM	Milwaukee	1.70	2.5	2.2	2.5	14	16	14	0.99
WLZR	FM	Milwaukee	6.00	8.7	6.5	7.3	5	2	2	1.19
KORS	FM	Minneapolis - Saint Paul	22.80	16.0	10.8	13.3	1	2	1	1.20
KTCZ	FM	Minneapolis - Saint Paul	8.10	5.7	3.9	4.8	8	10	5	1.18
KXXR	FM	Minneapolis - Saint Paul	5.00	3.5	3.6	4.4	11	10	10	0.80
KZNR	FF	Minneapolis - Saint Paul	1.80	1.3	1.7	2.1	14	15	14	0.61
WRQC	FM	Minneapolis - Saint Paul	4.80	3.4	3.0	3.7	12	12	13	0.93
WKDF	FM	Nashville	4.10	6.5	4.0	4.7	8	9	11	1.39
WRLT	FF	Nashville	1.20	1.9	1.0	1.2	14	17	16	1.63
KKND	FM	New Orleans	2.00	3.8	5.1	5.9	10	6	7	0.65
WNEW	FM	New York	13.30	2.2	1.6	1.8	17	22	17	1.20
WXRK	FM	New York	45.60	7.7	3.9	4.6	2	4	5	1.68
WJRR	FM	Orlando	4.40	4.8	4.4	5.2	11		7	0.92
WMMR	FM	Philadelphia	13.80	5.5	3.3	4.1	8	16	7	1.35
KDKB	FM	Phoenix	8.70	5.9	2.8	3.4	8	16	14	1.74
KEDJ	FF	Phoenix	4.50	3.1	3.7	4.3	15	14	16	0.71
KUPD	FM	Phoenix	9.00	6.1	4.4	5.3	7	4	13	1.15
KZON	FM	Phoenix	6.95	4.7	3.6	4.3	11	13	11	1.10
WDVE	FM	Pittsburgh	14.10	15.3	8.5	9.9	2	2	1	1.54
WXDX	FM	Pittsburgh	4.60	5.0	4.9	5.8	8	6	5	0.86
KINK	FM	Portland, OR	6.45	6.0	3.4	4.2	9	8	5	1.43
KNRK	FM	Portland, OR	3.25	3.0	3.4	4.2	14	8	15	0.72
KUFO	FM	Portland, OR	6.54	6.1	4.8	5.8	7	3	7	1.05
KXL	FM	Portland, OR	2.00	1.9	1.2	1.4	17	19	14	1.32
WBBB	FM	Raleigh - Durham	2.00	3.0	4.5	6.2	11	11	9	0.48
WRDU	FM	Raleigh - Durham	4.77	7.2	5.1	7.0	7	8	2	1.02
KRXO	FM	Sacramento	4.50	5.5	4.4	5.5	7	4	7	1.01
KWOD	FM	Sacramento	3.10	3.8	3.9	4.8	11	16	17	0.80
KPNT	FM	Saint Louis	4.95	4.2	3.8	4.3	9	15	14	0.98
KSHE	FM	Saint Louis	8.20	7.0	4.5	5.0	5	13	9	1.39
WVRV	FM	Saint Louis	4.60	3.9	2.9	3.2	10	14	11	1.21
WXTM	FM	Saint Louis	2.90	2.5	2.7	3.0	14	20	17	0.84
KBER	FM	Salt Lake City	2.50	3.4	3.9	4.4	13	8	17	0.77

107 Stations	1998 Mean	1.04	Historic Means	1997 - 1.11	1995 - 1.14	1993 - 1.16	1991 - 1.23			
	1998 Median	1.12		1996 - 1.15	1994 - 1.18	1992 - 1.14	1990 - 1.23			1988 - 1.23
	1998 Means	AOR - 1.08 (47 Stns) New Rock - 0.93 (36) Progressive - 1.13 (21)								

AOR/New Rock/Progressive
Major Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
KENZ FM	Salt Lake City	AOR-NR	3.32	4.5	4.2	4.8	9	9	3	0.94
KRAR FM	Salt Lake City	AOR	0.32	0.4	1.0	1.2	24	24	27	0.34
KURR FM	Salt Lake City	AOR	1.97	2.6	3.2	3.6	16	13	10	0.72
KXRK FM	Salt Lake City	AOR-NR	3.11	4.2	5.0	5.7	10	4	16	0.74
KISS FM	San Antonio	AOR	5.24	7.1	5.7	6.6	7	4	3	1.08
KIOZ FM	San Diego	AOR	7.20	5.4	4.0	4.8	7	9	7	1.11
KXST FM	San Diego	AOR-P	2.96	2.2	1.2	1.5	16	22	16	1.44
XTRA FM	San Diego	AOR-NR	4.95	3.7	3.8	4.7	13	7	8	0.79
KFOG AF	San Francisco	AOR-P	20.20	6.5	2.8	3.5	4	14	4	1.85
KITS FM	San Francisco	AOR-NR	9.60	3.1	2.3	2.9	14	12	11	1.05
KISW FM	Seattle - Tacoma	AOR	9.00	5.1	3.6	4.2	9	8	6	1.23
KMTT FM	Seattle - Tacoma	AOR-P	8.30	4.7	2.7	3.1	10	20	8	1.51
KNDD FM	Seattle - Tacoma	AOR-NR	8.10	4.6	3.8	4.4	10	5	10	1.04
WHPT FM	Tampa - Saint Petersburg	AOR-P	3.56	3.3	2.1	2.3	13	18	14	1.42
WXTB FM	Tampa - Saint Petersburg	AOR	6.50	6.1	5.2	5.9	8	6	2	1.04
WHFS FM	Washington, DC	AOR-NR	10.07	3.9	2.3	2.8	11	18	17	1.39
WWDC FM	Washington, DC	AOR	9.79	3.8	3.4	4.1	15	11	12	0.92

107 Stations 1998 Mean: 1.04 Historic Means: 1997 - 1.11 1995 - 1.14 1993 - 1.16 1991 - 1.23
 1998 Median: 1.12 1996 - 1.15 1994 - 1.18 1992 - 1.14 1990 - 1.23 1988 - 1.23
 1998 Means: AOR - 1.08 (47 Stns); New Rock - 0.93 (36); Progressive - 1.13 (21)

AOR/New Rock/Progressive
Medium Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
WPYX	FM	Albany - Schenectady - Troy	4.30	12.8	6.1	7.3	3	6	1	1.76
WOBK	FF	Albany - Schenectady - Troy	2.40	7.1	7.0	8.3	7	5	5	0.86
KTEG	FM	Albuquerque	1.18	3.1	3.5	3.9	11	6	9	0.79
KZRR	FM	Albuquerque	2.96	7.9	5.4	6.1	3	4	5	1.29
WZZO	FM	Allentown - Bethlehem	4.40	17.8	8.7	13.8	3	3	2	1.29
WRAX	FM	Birmingham	2.90	7.0	8.0	9.3	5	4	4	0.75
WEDG	FM	Buffalo	3.10	6.3	4.6	5.3	9	11	11	1.20
WGRF	FM	Buffalo	5.70	11.6	7.8	9.0	2	3	2	1.29
WARO	FM	Columbia SC	1.25	4.8	5.1	6.1	9	8	9	0.79
WMFX	FM	Columbia SC	2.50	9.6	6.4	7.7	5	4	5	1.25
WTUE	FM	Dayton	3.90	11.1	6.1	7.7	3	3	2	1.44
WXEG	FM	Dayton	1.22	3.5	4.3	5.5	9	13	10	0.64
KAZR	FM	Des Moines	1.00	4.0	7.2	8.2	9	3	8	0.49
KGGO	FM	Des Moines	2.20	8.8	5.5	6.3	4	6	5	1.40
WJBX	FM	Fort Myers - Naples	1.10	4.5	4.1	4.9	10	9	7	0.92
WRXK	FM	Fort Myers - Naples	2.90	11.9	5.9	7.1	3	6	1	1.67
KI RR	FM	Fresno	0.93	3.0	3.0	3.6	15	15	15	0.82
KRZR	FM	Fresno	1.85	6.0	3.7	4.5	6	13	10	1.32
WGRD	FM	Grand Rapids	3.60	9.4	6.7	8.3	5	3	5	1.13
WKLO	FM	Grand Rapids	1.50	3.9	4.9	6.0	9	8	4	0.65
WKRR	FM	Greensboro - Winston Salem	4.34	10.1	5.6	7.8	3	7	2	1.30
WXRA	FM	Greensboro - Winston Salem	1.60	3.7	2.9	4.0	11	11	10	0.92
WSFI	FM	Greenville - New Bern - Jacksonville	2.70	13.2	8.5	11.2	2	3	2	1.18
WXNR	FM	Greenville - New Bern - Jacksonville	0.85	4.1	4.6	6.1	7	4	5	0.67
WXOR	FM	Greenville - New Bern - Jacksonville	0.55	2.7	1.2	1.5	10	20	14	1.77
WTP1	FM	Greenville - Spartanburg	1.30	4.0	5.5	7.1	8	8	8	0.57
WTPA	FM	Harrisburg	3.50	13.7	5.0	7.0	3	7	8	1.95
KPOI	FM	Honolulu	0.74	3.3	2.7	3.0	11	11	12	1.12
WFYV	FM	Jacksonville	6.80	14.3	7.8	9.2	1	3	1	1.55
WPLA	FM	Jacksonville	1.98	4.2	4.5	5.4	11	9	10	0.78
WIMZ	FM	Knoxville	4.20	14.7	7.1	8.4	3	4	3	1.74
WNF7	FM	Knoxville	0.42	1.5	2.5	3.0	9	7	9	0.50
WXVO	FM	Knoxville	0.50	1.7	4.3	5.2	8	10	9	0.33
WKQQ	FM	Lexington	2.93	13.9	8.9	10.8	2	6	3	1.29
WXZZ	FM	Lexington	0.75	3.6	3.4	4.1	9	9	10	0.88
KDRE	FM	Little Rock	0.28	1.3	1.6	1.8	15	16	19	0.73
KMJX	FM	Little Rock	3.75	17.7	9.4	10.8	2	2	2	1.64
WLRS	FM	Louisville	1.03	2.2	4.1	4.7	10	5	12	0.47
WTFX	FM	Louisville	1.66	3.5	3.8	4.3	9	7	10	0.81
WIBA	FM	Madison	3.00	12.5	4.9	6.2	3	7	6	2.01
WJJO	FM	Madison	1.70	7.1	8.2	10.4	7	5	4	0.69
WMAD	FM	Madison	1.00	4.2	4.1	5.1	9	8	10	0.82
WMMM	FM	Madison	0.95	4.0	4.2	5.3	10	8	7	0.75
WBAB	FM	Nassau - Suffolk (Long Island)	5.00	11.9	3.1	11.1	3	11	3	1.07
WRCN	FM	Nassau - Suffolk (Long Island)	1.10	2.6	0.8	2.8	8	33	24	0.94

70 Stations: 1998 Mean 1.08 Historic Means 1997 - 1.11 1995 - 1.24 1993 - 1.22 1991 - 1.24
1998 Median 1.08 1996 - 1.17 1994 - 1.28 1992 - 1.19 1990 - 1.27 1988 - 1.19
1998 Means: AOR - 1.25 (44 Stns.) New Rock - 0.82 (23). Progressive - NA

AOR/New Rock/Progressive
Medium Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio	
WKOC	FM	Norfolk	AOR-P	1.30	2.9	2.6	3.1	14	12	13	0.95
WNOR	AF	Norfolk	AOR	4.00	8.8	5.6	6.5	3	4	4	1.35
KATT	FM	Oklahoma City	AOR	4.20	10.0	8.8	10.0	4	2	1	1.00
KEZO	FM	Omaha	AOR	4.80	13.6	10.6	12.5	1	1	2	1.09
WBRU	FM	Providence	AOR-NR	1.70	3.9	3.8	5.3	11	5	7	0.74
WHJY	FM	Providence	AOR	6.40	14.6	6.9	9.6	1	4	1	1.51
WRXL	FM	Richmond	AOR	3.33	7.5	4.2	4.8	7	7	8	1.57
KCAL	FM	Riverside - San Bernardino	AOR	3.20	10.9	2.7	8.0	4	10	6	1.36
KCXX	FM	Riverside - San Bernardino	AOR-NR	2.30	7.8	2.7	8.0	5	12	17	0.97
WCMP	FM	Rochester, NY	AOR	5.10	13.8	5.6	7.2	3	6	3	1.92
WNVE	FM	Rochester, NY	AOR-NR	2.07	5.6	4.5	5.8	7	7	9	0.96
KCNL	FM	San Jose	AOR-P	0.15	0.3	0.7	2.8	11	23	16	0.11
KSJO	FM	San Jose	AOR	7.20	16.5	3.3	12.8	1	3	3	1.29
WAQX	FM	Syracuse	AOR	3.40	11.8	7.5	9.3	5	3	4	1.27
WKRL	FF	Syracuse	AOR-NR	1.00	3.5	5.0	6.2	9	9	9	0.56
WBUZ	FM	Toledo	AOR	0.78	2.9	4.9	6.3	9	10	11	0.46
WIOT	FM	Toledo	AOR	3.14	11.5	6.0	7.8	5	5	7	1.47
KFMA	FM	Tucson	AOR-NR	1.20	3.5	3.3	4.0	9	9	10	0.88
KLPX	FM	Tucson	AOR	3.30	9.5	6.1	7.3	4	4	2	1.30
KMOD	FM	Tulsa	AOR	4.40	12.9	8.3	9.1	3	3	1	1.41
KMYZ	FM	Tulsa	AOR-NR	2.10	5.7	5.5	6.1	9	13	12	0.94
WPBZ	FM	West Palm Beach	AOR-NR	3.00	6.9	3.3	5.9	5	10	6	1.17
KICT	FM	Wichita	AOR	1.90	7.7	6.0	6.8	6	6	8	1.14
KRZZ	FM	Wichita	AOR/CL	2.20	8.9	6.6	7.5	5	7	6	1.19
WZMT	FF	Wilkes Barre - Scranton	AOR	1.50	5.8	5.4	7.0	5	6	5	0.83

70 Stations 1998 Mean: 1.08 Historic Means: 1997 - 1.11 1995 - 1.24 1993 - 1.22 1991 - 1.24
 1998 Median: 1.08 1996 - 1.17 1994 - 1.28 1992 - 1.19 1990 - 1.27 1988 - 1.15
 1998 Means: AOR - 1.25 (44 Stns); New Rock - 0.82 (23); Progressive - NA

AOR/New Rock/Progressive
Small & Very Small Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
WONE	FM Akron	AOR	3.70	19.0	4.5	16.8	3	15	2	1.13
WBXQ	FM Altoona	AOR	0.54	9.2	8.4	10.2	6	6	3	0.90
KBUY	FM Amarillo, TX	AOR	0.45	5.4	7.8	8.9	8	10	7	0.61
KZRK	FM Amarillo, TX	AOR-NR	0.65	7.7	6.7	7.6	5	8	10	1.02
KBFX	FM Anchorage	AOR/CL	0.61	4.2	8.3	9.2	9	4	3	0.46
KWHL	FM Anchorage	AOR	1.60	11.0	8.5	9.4	3	2	1	1.17
WAPL	FM Appleton - Oshkosh	AOR	3.20	22.5	11.0	17.6	1	1	2	1.28
WOZZ	FM Appleton - Oshkosh	AOR/CL	0.98	6.9	5.1	8.2	7	7	7	0.84
WZLS	FM Asheville	AOR	1.00	11.6	7.5	16.1	3	6	4	0.72
WZXL	FM Atlantic City - Cape May	AOR	2.10	13.0	5.9	8.1	3	3	5	1.60
WRXR	FM Augusta, GA	AOR	0.90	5.8	4.1	4.9	6	9	10	1.19
KRAB	FM Bakersfield	AOR	1.80	10.0	5.5	6.7	3	3	8	1.50
KIOC	FM Beaumont - Port Arthur, TX	AOR	0.85	6.9	6.7	9.4	7	5	2	0.73
KRKX	FM Billings, MT	AOR	1.00	14.7	14.0	15.6	2	2	1	0.94
WKGB	FM Binghamton	AOR	0.53	5.9	3.4	4.1	7	7	4	1.43
WIHN	FM Bloomington, IL	AOR	0.66	8.5	6.1	10.6	4	4	10	0.80
KARO	FM Boise	AOR	1.05	5.8	4.9	5.6	9	9	9	1.03
KFXJ	FM Boise	AOR-P	0.42	2.3	2.7	3.1	13	16	14	0.74
KJOT	FM Boise	AOR	1.00	5.6	3.0	3.5	10	7	4	1.62
KQXR	FM Boise	AOR-NR	0.53	2.9	4.4	5.0	12	12	12	0.58
WBTZ	FM Burlington, VT	AOR-NR	0.45	4.9	5.7	7.0	7	6	8	0.70
WIZN	FM Burlington, VT	AOR	1.60	17.4	9.1	11.4	3	7	6	1.53
WRQK	FM Canton	AOR	1.50	12.9	5.3	13.7	4	4	8	0.94
KRNA	FM Cedar Rapids	AOR	1.50	10.9	5.5	7.2	4	7	6	1.52
WAVF	FM Charleston, SC	AOR	1.60	9.0	5.2	6.1	4	3	8	1.47
WWWV	FM Charlottesville, VA	AOR	1.10	16.7	8.1	12.8	2	5	1	1.31
WDOD	FM Chattanooga	AOR-NR	1.10	5.4	7.2	8.6	6	5	6	0.63
WSKZ	FM Chattanooga	AOR/CL	3.10	15.3	7.2	8.6	2	3	2	1.78
KILO	FM Colorado Springs	AOR	1.60	8.1	6.3	8.8	5	3	4	0.92
KKFM	FM Colorado Springs	AOR/CL	3.50	17.8	8.8	12.2	1	4	1	1.46
WVRK	FM Columbus, GA	AOR	1.60	15.2	10.8	12.5	2	4	4	1.22
KNCN	FM Corpus Christi	AOR	0.90	8.1	5.3	6.3	6	7	3	1.29
KRAD	FM Corpus Christi	AOR	0.50	4.5	3.8	4.5	11	10	15	1.00
KORB	FM Davenport - Rock Island - Moline	AOR	0.44	3.0	3.7	4.6	9	11	8	0.65
WXLP	FM Davenport - Rock Island - Moline	AOR	1.20	8.3	6.6	8.1	6	6	4	1.02
KQDS	FM Duluth - Superior	AOR/CL	0.90	13.4	8.4	10.1	2	8	7	1.33
KRBR	FM Duluth - Superior	AOR-NR	0.43	6.4	5.3	6.4	7	6	5	1.00
KLAQ	FM El Paso	AOR	3.01	15.4	11.1	12.6	2	2	2	1.22
WRKT	FM Erie	AOR	1.20	13.5	13.4	15.7	4	2	1	0.86
WGBF	FM Evansville	AOR	1.60	10.0	7.0	8.4	5	4	5	1.19
KFGX	FM Fargo - Moorhead	AOR	0.33	2.1	3.0	3.4	9	9	9	0.62
KQWB	FM Fargo - Moorhead	AOR	0.84	5.3	7.1	8.1	8	7	6	0.65
WRCQ	FM Fayetteville, NC	AOR	1.46	8.6	6.1	8.1	5	5	5	1.07
WWBN	FM Flint	AOR	0.63	4.2	3.3	6.0	5	7	6	0.70
WBYR	FM Fort Wayne	AOR	2.30	11.7	6.4	7.7	3	5	2	1.52

119 Stations 1998 Mean: 1.03 Historic Means: 1997 - 1.17 1995 - 1.24 1993 - 1.22 1991 - 1.13
1998 Median: 0.99 1996 - 1.19 1994 - 1.28 1992 - 1.19 1990 - 1.08 1988 - 1.09
1998 Means: AOR - 1.08 (91 Stns); New Rock - 0.76 (21); Progressive - 1.23 (7)

AOR/New Rock/Progressive
Small & Very Small Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio	
WEJE	FM	Fort Wayne	AOR-NR	0.72	3.7	4.3	5.1	10	9	12	0.72
WXKE	FM	Fort Wayne	AOR/CL	0.80	4.1	2.6	3.1	9	14	10	1.33
WNDD	FF	Gainesville - Ocala	AOR	1.20	9.1	5.5	8.5	4	3	1	1.07
WAMX	FM	Huntington - Ashland	AOR	0.46	5.1	6.0	8.1	4	4	3	0.63
WFXN	FM	Huntington - Ashland	AOR/CL	0.23	2.5	2.5	3.3	9	14	9	0.75
WSTZ	FM	Jackson, MS	AOR	2.30	13.8	5.4	6.6	3	5	1	2.08
WQUT	FM	Johnson City - Kingsport - Bristol	AOR/CL	2.70	18.0	9.1	14.8	2	4	2	1.22
WRZK	FM	Johnson City - Kingsport - Bristol	AOR	0.47	3.1	2.3	3.8	7	7	6	0.82
WQKK	FM	Johnstown, PA	AOR/CL	0.88	13.3	5.5	8.9	4	3	4	1.49
WRKR	FM	Kalamazoo	AOR	2.30	20.2	9.8	17.9	1	1	1	1.13
WGBD	FM	Lafayette, IN	AOR-NR	0.55	7.5	10.2	13.3	6	4	6	0.56
WKHY	FM	Lafayette, IN	AOR	1.25	17.1	11.2	14.6	3	2	3	1.17
KFTE	FM	Lafayette, LA	AOR-NR	0.60	4.1	3.9	5.2	6	8	8	0.78
WJXQ	FM	Lansing	AOR	1.10	5.8	6.4	8.7	5	5	5	0.67
WWDX	FM	Lansing	AOR-NR	0.41	2.2	4.0	5.5	10	7	8	0.40
KIBZ	FM	Lincoln	AOR	0.90	7.0	6.1	9.0	6	3	1	0.78
KRKR	FM	Lincoln	AOR	0.30	2.3	2.6	3.7	11	10	8	0.62
KFMX	FM	Lubbock	AOR	1.10	10.2	9.5	10.7	4	5	5	0.96
WQBZ	FM	Macon	AOR	1.20	10.5	9.4	11.5	4	5	5	0.91
WGIR	FM	Manchester	AOR	4.35	37.5	9.4	20.3	2	2	2	1.85
KFRQ	FM	McAllen - Brownsville	AOR	1.43	7.5	7.1	8.7	7	5	5	0.86
WZEW	FM	Mobile	AOR-P	0.48	2.6	1.7	2.4	12	15	15	1.08
KHOP	FM	Modesto	AOR/CL	2.40	13.0	6.0	10.0	2	3	2	1.30
KMBY	FM	Monterey - Salinas - Santa Cruz	AOR-NR	0.31	1.9	2.1	3.3	14	15	15	0.58
KPIG	FM	Monterey - Salinas - Santa Cruz	AOR-P	0.78	4.7	4.0	6.2	7	4	4	0.76
KRQC	FM	Monterey - Salinas - Santa Cruz	AOR	0.68	4.1	2.6	4.1	10	12	8	1.01
WXFX	FM	Montgomery	AOR	1.10	7.8	4.8	5.7	8	8	6	1.36
WPLR	FM	New Haven	AOR	7.80	44.6	6.7	23.0	1	1	1	1.94
KBAT	FM	Odessa - Midland, TX	AOR	0.48	5.0	3.8	4.2	6	12	10	1.19
KCDQ	FM	Odessa - Midland, TX	AOR	0.35	3.6	3.9	4.3	7	7	6	0.83
WYYX	FM	Panama City, FL	AOR	0.33	4.0	4.4	5.2	9	6	7	0.76
WTKX	FM	Pensacola	AOR	1.80	15.3	7.7	14.0	2	4	2	1.09
WIXO	FM	Peoria	AOR-NR	0.60	4.2	6.2	7.9	8	6	7	0.54
WWCT	FM	Peoria	AOR	1.53	10.7	6.0	7.7	5	8	4	1.40
WCLZ	FM	Portland, ME	AOR-P	0.77	4.3	2.9	3.6	9	10	9	1.21
WCYY	FF	Portland, ME	AOR-NR	0.70	3.9	6.6	8.1	10	5	5	0.48
WHEB	FM	Portsmouth - Dover - Rochester	AOR	4.40	31.2	8.4	23.0	1	2	1	1.35
WXHT	FM	Portsmouth - Dover - Rochester	AOR-NR	0.47	3.3	0.9	2.4	8	31	30	1.37
KDOT	FM	Reno	AOR	1.00	5.6	5.8	6.5	7	4	4	0.86
KRZQ	FM	Reno	AOR-NR	0.93	5.2	5.4	6.1	10	9	6	0.85
KTHX	FM	Reno	AOR-P	0.98	5.5	3.3	3.8	9	11	11	1.46
WROV	FM	Roanoke - Lynchburg	AOR	2.60	13.5	8.4	10.6	3	3	3	1.27
WXRX	FM	Rockford	AOR	2.85	23.2	12.8	20.3	1	2	1	1.14
WKQZ	FM	Saginaw - Bay City - Midland	AOR	2.10	12.1	9.0	11.1	4	5	3	1.09
WOSC	FF	Salisbury - Ocean City	AOR-NR	0.58	4.6	3.6	4.8	8	7	10	0.97

119 Stations 1998 Mean: 1.03 Historic Means: 1997 - 1.17 1995 - 1.24 1993 - 1.22 1991 - 1.13
1998 Median: 0.99 1996 - 1.19 1994 - 1.28 1992 - 1.19 1990 - 1.08 1988 - 1.09
1998 Means: AOR - 1.08 (91 Stns); New Rock - 0.76 (21); Progressive - 1.23 (7)

AOR/New Rock/Progressive
Small & Very Small Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio	
WZBH	FM	Salisbury - Ocean City	AOR	0.95	7.6	6.2	8.1	6	3	4	0.94
KTYD	FM	Santa Barbara, CA	AOR	1.24	11.8	6.0	9.4	3	3	1	1.25
WIXV	FM	Savannah	AOR	0.70	4.7	3.2	3.7	10	10	7	1.28
WRHQ	FM	Savannah	AOR-P	0.73	4.8	2.3	2.6	9	14	11	1.86
KTAL	FM	Shreveport	AOR	0.63	4.2	3.8	4.4	8	11	9	0.96
KTUX	FM	Shreveport	AOR-NR	0.58	3.9	3.6	4.1	9	8	13	0.96
KRRO	FM	Sioux Falls	AOR	1.05	11.8	9.4	11.5	2	6	5	1.03
KAEP	FM	Spokane	AOR-NR	1.00	5.6	5.6	6.3	8	8	8	0.88
KHTQ	FM	Spokane	AOR	0.58	3.3	4.4	4.9	11	12	9	0.67
KNJY	FM	Spokane	AOR-NR	0.47	2.7	3.2	3.6	13	13	14	0.75
WQLZ	FM	Springfield, IL	AOR	1.30	11.7	9.8	11.8	3	3	1	0.99
WYMG	FM	Springfield, IL	AOR/CL	1.05	9.5	6.8	8.1	7	8	4	1.17
WHMP	FM	Springfield, MA	AOR-NR	1.60	3.5	2.4	4.4	5	14	13	0.80
WRNX	FM	Springfield, MA	AOR-P	1.05	5.9	2.2	3.9	7	11	8	1.50
KXUS	FM	Springfield, MO	AOR	1.25	7.1	6.4	7.6	5	12	9	0.94
WXSR	FM	Tallahassee	AOR-NR	0.65	5.9	6.0	7.9	8	6	8	0.74
WZZQ	FM	Terre Haute	AOR	0.81	13.7	12.2	15.3	3	4	3	0.89
KLZR	FM	Topeka	AOR-NR	0.51	6.0	5.8	9.1	6	3	6	0.66
WKLL	FM	Utica - Rome	AOR	0.70	7.1	6.0	8.1	6	6	7	0.88
WOUR	FM	Utica - Rome	AOR	0.98	9.9	7.5	10.1	3	3	4	0.98
WRCK	FM	Utica - Rome	AOR/CL	0.68	6.9	5.0	6.6	7	10	3	1.05
KCRR	FM	Waterloo - Cedar Falls	AOR/CL	0.53	8.0	7.0	9.7	5	6	2	0.82
KFMW	FM	Waterloo - Cedar Falls	AOR	1.05	15.9	9.6	13.3	4	2	2	1.19
WEGW	FM	Wheeling	AOR/CL	0.80	10.7	9.8	12.2	5	3	4	0.88
WRDX	FM	Wilmington, DE	AOR	2.00	10.3	3.9	10.4	4	6	10	0.99
WRQR	FM	Wilmington, NC	AOR	0.73	7.1	7.0	11.3	6	4	3	0.63
WSFM	FM	Wilmington, NC	AOR	1.20	11.8	7.3	11.7	4	3	3	1.01
WQXA	FM	York	AOR	1.70	9.9	6.8	16.8	4	5	4	0.59
WNCD	FM	Youngstown	AOR	1.80	9.6	7.3	9.1	4	7	5	1.05

119 Stations 1998 Mean: 1.03 Historic Means: 1997 - 1.17 1995 - 1.24 1993 - 1.22 1991 - 1.13
 1998 Median: 0.99 1996 - 1.19 1994 - 1.28 1992 - 1.19 1990 - 1.08 1988 - 1.09
 1998 Means: AOR - 1.08 (91 Stns); New Rock - 0.76 (21); Progressive - 1.23 (7)

Classic AOR
Major Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio	
WZGC	FM	Atlanta	14.00	5.5	3.2	3.7	12	13	11	1.50	
KPEZ	FM	Austin	3.20	5.1	3.9	5.0	8	10	7	1.02	
WZLX	FM	Boston	18.60	7.5	3.2	4.0	5	13	3	1.89	
WXCD	FM	Chicago	10.00	2.4	2.5	2.9	20	21	15	0.83	
WOFX	FM	Cincinnati	6.70	6.0	4.8	5.9	7	7	5	1.02	
WNCX	FM	Cleveland	8.19	8.4	5.3	6.1	5	8	4	1.37	
KZPS	FM	Dallas - Fort Worth	12.00	4.3	3.6	4.0	9	7	3	1.07	
KKHK	FM	Denver	8.16	5.4	4.0	4.7	8	10	7	1.15	
KRFX	FM	Denver	11.24	7.4	6.1	7.0	4	6	3	1.05	
WCSX	FM	Detroit	10.20	4.7	3.7	4.2	9	7	3	1.11	
WHCN	FM	Hartford	2.50	3.8	2.7	3.7	10	10	6	1.04	
KKRW	FM	Houston	11.05	4.3	3.5	4.2	11	13	3	1.02	
KCFX	FM	Kansas City	9.80	12.5	5.3	5.9	1	8	3	2.14	
KYYS	FM	Kansas City	4.20	5.4	4.8	5.3	10	9	3	1.01	
KKLZ	FM	Las Vegas	4.80	7.6	4.5	5.2	6	8	10	1.46	
KCBS	FM	Los Angeles	28.90	4.4	2.4	2.7	10	14	9	1.60	
WBGJ	FM	Miami - Fort Lauderdale	8.30	4.0	3.0	3.5	15	15	5	1.13	
WKLH	FM	Milwaukee	8.55	12.4	6.1	6.9	2	3	1	1.79	
WNRQ	FM	Nashville	3.90	6.2	8.2	9.5	9	3	1	0.66	
WCKW	FM	New Orleans	1.65	3.1	3.3	3.7	13	15	14	0.83	
WRNO	FM	New Orleans	2.90	5.5	3.8	4.4	7	9	5	1.26	
WAXQ	FM	New York	12.60	2.1	1.6	1.9	18	20	15	1.09	
WHTQ	FM	Orlando	3.90	4.2	3.4	4.0	13	14	8	1.06	
WYSP	FM	Philadelphia	T/CL AOR	28.80	11.4	5.4	6.6	2	3	3	1.73
KSLX	AF	Phoenix	4.80	3.3	2.6	3.0	14	17	9	1.09	
WRRK	FM	Pittsburgh	2.80	3.0	3.0	3.5	13	11	11	0.85	
KGON	FM	Portland, OR	10.08	9.4	5.1	6.2	3	4	2	1.52	
KSEG	FM	Sacramento	4.02	4.9	3.9	4.7	9	5	1	1.03	
KSD	FM	Saint Louis	4.15	3.5	2.6	2.9	11	18	11	1.20	
KXOK	FM	Saint Louis	1.95	1.7	2.5	2.8	16	7	10	0.60	
KRSP	FM	Salt Lake City	4.10	5.5	3.9	4.4	6	6	13	1.25	
KZEP	FM	San Antonio	6.50	8.8	7.2	8.3	3	3	2	1.07	
KGB	FM	San Diego	9.22	6.9	4.1	5.0	6	10	5	1.37	
KZOK	FM	Seattle - Tacoma	10.80	6.1	3.3	3.8	5	19	7	1.61	
WTBT	FM	Tampa - Saint Petersburg	7.94	7.4	5.7	6.5	4	10	1	1.15	
WARW	FM	Washington, DC	7.50	2.9	2.4	3.0	18	17	15	0.98	

36 Stations 1998 Mean: 1.21 Historic Means: 1997 - 1.19 1995 - 1.37 1993 - 1.26 1991 - 1.20
1998 Median: 1.10 1996 - 1.19 1994 - 1.33 1992 - 1.29 1990 - 1.23 1988 - NA

Classic AOR
Medium Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
WXCR FM	Albany - Schenectady - Troy	CL AOR	0.54	1.6	2.3	2.7	13	14	8	0.58
KIOT FM	Albuquerque	CL AOR	1.65	4.4	4.8	5.5	7	10	3	0.81
KLSK FM	Albuquerque	CL AOR	1.11	2.9	2.3	2.7	12	16	9	1.09
WZRR FM	Birmingham	CL AOR	4.00	9.6	5.1	6.0	3	6	8	1.60
WING FM	Dayton	CL AOR	2.05	5.8	5.2	6.6	8	6	4	0.88
WARO FM	Fort Myers - Naples	CL AOR	1.50	6.1	5.0	6.0	9	11	4	1.01
KJFX FM	Fresno	CL AOR	1.37	4.4	3.8	4.7	10	15	4	0.94
WLAV FM	Grand Rapids	CL AOR	6.00	15.7	9.0	11.2	1	4	1	1.41
WROQ FM	Greenville - Spartanburg	CL AOR	5.20	15.9	7.4	9.5	2	4	3	1.67
KKLV FM	Honolulu	CL AOR	0.79	3.5	2.9	3.2	10	14	10	1.10
WBGB FM	Jacksonville	CL AOR	0.30	0.6	1.2	1.4	16	17	15	0.43
WOKI FM	Knoxville	CL AOR	1.10	3.8	4.7	5.6	7	7	6	0.68
KKPT FM	Little Rock	CL AOR	1.20	5.7	5.4	6.3	6	6	4	0.91
WQMF FM	Louisville	CL AOR	2.23	4.7	3.8	4.3	8	10	8	1.10
WAFX FM	Norfolk	CL AOR	2.35	5.2	4.6	5.4	7	11	2	0.96
KRXO FM	Oklahoma City	CL AOR	3.70	8.9	6.4	7.3	6	4	2	1.21
KKCD FM	Omaha	CL AOR	3.00	8.5	4.9	5.9	6	10	7	1.45
WWRX FM	Providence	CL AOR	3.15	7.2	3.2	4.6	6	11	8	1.58
WQRV FM	Rochester, NY	CL AOR	0.55	1.5	2.4	3.1	11	15	11	0.49
KUFX FM	San Jose	CL AOR	4.60	10.5	2.1	8.3	4	10	2	1.27
WTKW FF	Syracuse	CL AOR	1.60	5.5	4.8	6.1	7	8	6	0.91
WXKR FM	Toledo	CL AOR	0.81	3.0	3.8	4.9	8	8	5	0.61
WKGR FM	West Palm Beach	CL AOR	2.98	6.8	3.1	5.6	6	9	4	1.22
WEZX FM	Wilkes Barre - Scranton	CL AOR	2.60	10.1	7.2	9.3	4	4	4	1.08

24 Stations 1998 Mean: 1.04 Historic Means: 1997 - 1.15 1995 - NA 1993 - NA 1991 - NA
 1998 Median: 1.04 1996 - NA 1994 - NA 1992 - NA 1990 - NA 1988 - NA

Classic AOR
Small Markets

Call Letters		Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
WEKL	FM	Augusta, GA	CL AOR	0.69	4.5	4.8	5.7	7	7	9	0.79
KKBB	FM	Bakersfield	CL AOR	0.90	5.0	4.2	5.1	9	7	6	0.98
KKGL	FM	Boise	CL AOR	0.75	4.2	4.3	4.9	11	9	5	0.86
WYBB	FM	Charleston, SC	CL AOR	0.70	3.9	3.1	3.6	11	14	14	1.08
WABX	FM	Evansville	CL AOR	0.65	4.1	6.8	8.1	8	7	5	0.50
WKQB	FM	Fayetteville, NC	CL AOR	1.10	6.5	5.5	7.3	6	8	6	0.89
WFWI	FM	Fort Wayne	CL AOR	2.00	10.2	6.3	7.6	5	6	4	1.35
WTAK	FM	Huntsville	CL AOR	1.80	12.0	8.2	10.4	4	3	4	1.16
KRXZ	FM	Lafayette, LA	CL AOR	0.47	3.2	3.3	4.3	9	7	9	0.74
WMMQ	FM	Lansing	CL AOR	2.30	12.1	8.8	12.0	4	3	3	1.01
WRKH	FM	Mobile	CL AOR	1.55	8.4	4.1	6.0	5	12	6	1.40
KHKK	FF	Modesto	CL AOR	1.30	7.1	5.8	9.7	5	2	5	0.73
KISE	FM	Monterey - Salinas - Santa Cruz	CL AOR	0.19	1.1	0.6	1.0	17	25	23	1.10
WGLO	FM	Peoria	CL AOR	1.35	9.4	6.2	7.9	6	4	2	1.20
WBLM	FM	Portland, ME	CL AOR	3.20	18.0	10.3	12.6	1	6	1	1.43
KOZZ	FM	Reno	CL AOR	1.78	10.0	5.3	6.0	3	5	1	1.68
WPVR	FM	Roanoke - Lynchburg	CL AOR	1.35	7.0	5.0	6.3	6	10	7	1.12
WIXC	FM	Saginaw - Bay City - Midland	CL AOR	0.22	1.3	1.8	2.3	13	10	10	0.57
KKZX	FM	Spokane	CL AOR	2.40	13.6	9.8	11.0	1	3	1	1.24
WAQY	AF	Springfield, MA	CL AOR	4.10	23.0	8.9	16.1	1	4	1	1.43
KWTO	FM	Springfield, MO	CL AOR	0.50	2.9	3.4	4.0	12	13	13	0.72
WEGK	FM	York	CL AOR	1.30	7.6	3.2	7.8	6	13	9	0.98
WYFM	FM	Youngstown	CL AOR	3.03	16.2	8.3	10.4	2	5	2	1.56

23 Stations 1998 Mean: 1.07 Historic Means: 1997 - 1.25 1995 - 1.26 1993 - 1.09 1991 - 1.21
 1998 Median: 1.08 1996 - 1.14 1994 - 1.25 1992 - 1.08 1990 - 0.99 1988 - NA

Classic AOR
Very Small Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
KARX FM	Amarillo, TX	CL AOR	0.60	7.1	7.1	8.1	6	6	2	0.88
KMHK FM	Billings, MT	CL AOR	0.30	4.4	4.9	5.4	9	8	5	0.81
WAAL FM	Binghamton	CL AOR	1.60	17.8	8.6	10.7	2	3	1	1.67
KBYZ FM	Bismarck, ND	CL AOR	0.60	10.9	10.0	10.9	3	3	1	1.00
WCPV FM	Burlington, VT	CL AOR	1.00	10.9	11.5	14.4	5	4	1	0.76
KBSO FM	Corpus Christi	CL AOR	0.27	2.4	1.0	1.2	14	13	8	2.02
KUSZ FM	Duluth - Superior	CL AOR	0.30	4.5	3.5	4.2	10	11	8	1.07
KPFX FM	Fargo - Moorhead	CL AOR	0.86	5.4	8.9	10.2	6	6	1	0.53
WJLW FM	Green Bay	CL AOR	0.50	3.8	3.9	7.0	6	6	5	0.54
KTGL FM	Lincoln	CL AOR	1.80	14.0	7.7	11.2	4	4	6	1.25
KCRM FM	Lubbock	CL AOR	0.61	5.7	4.6	5.1	6	6	4	1.11
WEBZ FM	Panama City, FL	CL AOR	0.13	1.6	1.8	2.1	11	13	NA	0.77
WRBA FM	Panama City, FL	CL AOR	0.70	8.5	7.3	8.8	4	6	4	0.97
WWRO FM	Pensacola	CL AOR	1.75	14.8	6.2	11.2	3	7	7	1.32
WXBB FF	Portsmouth - Dover - Rochester	CL AOR	0.65	4.6	3.5	8.5	5	6	5	0.54
KYBB FM	Sioux Falls	CL AOR	0.74	8.3	7.0	8.6	8	8	6	0.96
WCVS FM	Springfield, IL	CL AOR	0.16	1.4	3.2	3.9	11	10	8	0.36
WGLF FM	Tallahassee	CL AOR	0.76	6.9	5.2	6.9	6	7	2	1.00
WWFO FM	Tallahassee	CL AOR	0.77	7.0	5.5	7.3	5	9	4	0.96
WWVR FM	Terre Haute	CL AOR	0.29	4.9	3.7	4.7	6	3	3	1.05
KDVV FM	Topeka	CL AOR	0.80	9.4	6.6	10.2	5	4	4	0.92
KBRQ FM	Waco, TX	CL AOR	0.80	10.0	7.2	11.9	4	4	1	0.84
WORC AF	Worcester	CL AOR	0.30	2.3	1.2	3.3	4	17	13	0.70
WWFX FM	Worcester	CL AOR	1.40	10.7	2.6	7.1	3	8	3	1.50

24 Stations 1998 Mean: 0.98 Historic Means: 1997 - 1.21 1995 - 1.26 1993 - 1.09 1991 - 1.21
 1998 Median: 0.96 1996 - 1.14 1994 - 1.25 1992 - 1.08 1990 - 0.99 1988 - NA

Soft AC
Major Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
WPCH	FM	Atlanta	17.10	6.7	5.3	6.1	7	8	9	1.10
KKMJ	FM	Austin	6.50	10.4	6.4	8.3	2	5	2	1.26
WLIF	FM	Baltimore	10.40	10.6	5.4	7.6	4	6	5	1.39
WLYT	FM	Charlotte	8.41	9.1	6.4	7.9	5	3	1	1.16
WLIT	FM	Chicago	25.60	6.2	4.2	4.8	2	10	8	1.30
WRRM	FM	Cincinnati	7.90	7.1	6.4	7.8	6	4	3	0.91
WDOK	FM	Cleveland	9.74	10.0	6.6	7.8	4	4	6	1.29
KBFB	FM	Dallas - Fort Worth	4.73	1.7	2.4	2.7	21	21	18	0.63
KOSI	FM	Denver	11.89	7.8	5.8	6.7	3	4	4	1.17
WRCH	FM	Hartford	11.40	17.3	11.3	15.3	1	1	1	1.13
KODA	FM	Houston	23.00	9.0	7.0	8.4	1	2	2	1.07
WTPI	FM	Indianapolis	5.04	6.5	5.5	6.1	5	4	9	1.06
KSNE	FM	Las Vegas	5.74	9.1	6.4	7.4	4	3	3	1.22
WLYF	FM	Miami - Fort Lauderdale	11.70	5.6	4.6	5.4	5	4	4	1.05
WLTQ	FM	Milwaukee	3.30	4.8	4.4	5.0	9	5	10	0.96
WLTE	FM	Minneapolis - Saint Paul	13.10	9.2	6.0	7.3	4	6	4	1.25
WJXA	FM	Nashville	5.00	7.9	5.8	6.7	3	5	3	1.19
WLMG	FM	New Orleans	3.30	6.3	5.2	6.0	5	7	10	1.05
WLTW	FM	New York	45.40	7.7	6.0	7.1	3	1	2	1.09
WMGF	FM	Orlando	6.40	6.9	5.9	7.0	6		10	0.99
KKLT	FM	Phoenix	5.90	4.0	3.2	3.8	13	11	11	1.06
WLTJ	FM	Pittsburgh	3.20	3.5	4.2	4.9	11	8	8	0.72
WSHH	FM	Pittsburgh	4.70	5.1	4.9	5.8	7	5	8	0.88
KYMX	FM	Sacramento	4.67	5.7	4.2	5.1	6	10	6	1.11
KEZK	FM	Saint Louis	10.90	9.3	6.9	7.7	3	2	1	1.21
KOSY	FF	Salt Lake City	0.58	0.8	2.3	2.6	22	17	15	0.30
KSFI	FM	Salt Lake City	8.36	11.2	7.4	8.3	2	2	1	1.35
KQXT	FM	San Antonio	3.73	5.1	4.2	4.8	11	9	10	1.05
KJQY	FM	San Diego	2.10	1.6	2.3	2.8	20	16	15	0.57
KOIT	AF	San Francisco	18.50	6.0	4.5	5.7	5	2	2	1.06
KRWM	FM	Seattle - Tacoma	5.10	2.9	3.2	3.7	18	10	10	0.79
WWRM	FM	Tampa - Saint Petersburg	7.34	6.9	4.6	5.3	5	5	10	1.31
WGAY	FM	Washington, DC	9.30	3.6	3.3	4.0	16	7	5	0.89

33 Stations 1998 Mean: 1.05 Historic Means: 1997 - 1.06 1995 - 1.05 1993 - 0.99 1991 - 0.88
1998 Median: 1.07 1996 - 1.05 1994 - 1.05 1992 - 0.93 1990 - 0.72 1988 - NA

Soft AC
Medium Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
WXRМ	FM	Fort Myers - Naples	0.33	1.4	2.3	2.7	13	14	9	0.52
WRLX	FM	West Palm Beach	1.70	3.9	2.8	5.0	7	16	12	0.78
KESY	FM	Omaha	0.63	1.8	2.3	2.7	13	12	13	0.67
WYSY	FM	Rochester, NY	0.36	1.0	1.8	2.3	15	11	13	0.44
WYJB	FM	Albany - Schenectady - Troy	3.20	9.5	7.8	9.3	5	4	2	1.02
KMGA	FM	Albuquerque	2.00	5.3	3.8	4.3	6	8	6	1.24
WYSF	FM	Birmingham	2.60	6.3	3.9	4.5	8	5	3	1.40
WEZN	FM	Bridgeport	6.20	19.2	12.6	32.8	2	3	1	0.59
WJYE	FM	Buffalo	4.90	10.0	7.8	8.9	4	1	4	1.12
WLTУ	FM	Columbia, SC	0.49	1.9	2.4	2.9	11	11	9	0.66
WLQT	FM	Dayton	2.90	8.3	6.1	7.8	5	4	5	1.07
KLTI	FM	Des Moines	0.50	2.0	4.4	5.0	11	7	7	0.40
KYSY	FM	Des Moines	0.24	1.0	2.9	3.3	15	12	11	0.30
KSOF	FM	Fresno	1.34	4.3	3.6	4.4	11	7	9	0.98
WOOD	FM	Grand Rapids	3.20	8.4	6.2	7.7	6	5	5	1.09
WTRV	FM	Grand Rapids	1.10	2.9	3.1	3.9	11	13	10	0.74
WSPA	FM	Greenville - Spartanburg	3.55	10.8	6.8	8.7	5	6	7	1.24
WEJZ	FM	Jacksonville	4.52	9.5	7.2	8.5	4	4	5	1.11
KVLO	FM	Little Rock	0.55	2.6	4.5	5.2	10	14	12	0.50
WVEZ	FM	Louisville	5.06	10.8	6.3	7.2	3	3	2	1.50
WMLI	FM	Madison	0.37	1.5	2.3	2.9	14	12	7	0.51
WFOG	FM	Norfolk	1.80	4.0	4.2	4.9	12	10	13	0.82
KQSR	FM	Oklahoma City	1.15	2.8	5.1	5.9	12	11	9	0.48
WWLI	FM	Providence	5.60	12.8	8.2	11.5	2	1	2	1.12
WTVR	FM	Richmond	6.40	14.4	9.7	11.1	1	1	1	1.30
WRMM	FM	Rochester, NY	4.50	12.2	7.4	9.5	4	3	5	1.29
KBAY	FM	San Jose	6.00	13.7	3.4	13.3	3	12	9	1.03
WLTl	FM	Syracuse	0.95	3.3	5.2	6.5	10	10	8	0.51
KBEZ	FM	Tulsa	3.05	8.3	4.9	5.4	5	8	11	1.54
KOAS	FM	Tulsa	0.26	0.7	2.4	2.6	17	18	15	0.26
WEAT	FM	West Palm Beach	8.50	19.5	8.0	14.1	1	1	1	1.38
WSHG	FF	Wilkes Barre - Scranton	0.20	0.8	2.0	2.6	14	14	14	0.31

32 Stations 1998 Mean: 0.88 Historic Means: 1997 - 1.03 1995 - 1.04 1993 - 1.00 1991 - 0.87
1998 Median: 0.90 1996 - 0.99 1994 - 1.00 1992 - 0.90 1990 - 0.84 1988 - NA

Soft AC
Small and Very Small Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
KAEZ	FM	Amarillo, TX	0.32	3.8	5.8	6.6	9	8	3	0.58
KQEZ	FM	Anchorage	0.15	1.0	3.0	3.3	16	13	12	0.30
WROE	FM	Appleton - Oshkosh	1.00	7.0	6.0	9.5	6	6	3	0.73
KGFM	FM	Bakersfield	1.40	7.8	5.9	7.1	5	4	7	1.09
WLTB	FM	Binghamton	0.40	4.4	4.2	5.1	8	9	8	0.86
KXLT	FM	Boise	1.55	8.6	6.9	8.0	6	2	5	1.08
WEZF	FM	Burlington, VT	2.10	22.8	8.1	10.1	1	3	3	2.25
WSUY	FM	Charleston, SC	1.20	6.7	5.0	5.9	7	10	3	1.14
WDEF	FM	Chattanooga	2.80	13.8	7.8	9.3	3	2	3	1.48
KKLI	FM	Colorado Springs	1.15	5.8	4.9	6.9	7	11	7	0.85
KKBA	FM	Corpus Christi	0.53	4.8	4.1	4.9	10	7	8	0.98
KQLI	FM	Davenport - Rock Island - Moline	0.10	0.7	1.8	2.2	12	10	9	0.33
KTSM	FM	El Paso	1.57	8.0	7.2	8.3	5	4	5	0.97
WRSR	FM	Flint	0.43	2.9	2.0	3.7	7	11	15	0.79
WMFQ	FM	Gainesville - Ocala	0.90	6.8	4.5	6.9	6	6	6	0.98
WLTM	FM	Green Bay	0.43	3.3	3.6	6.4	7	8	4	0.52
WRSA	FM	Huntsville	1.00	6.7	6.2	7.9	5	6	8	0.85
WJKK	FM	Jackson, MS	0.44	2.6	3.8	4.6	9	7	8	0.56
WSRA	FM	Johnstown, PA	0.56	8.5	4.1	6.7	5	7	5	1.28
KONE	FM	Lubbock	0.45	4.2	2.7	3.0	8	7	5	1.39
WLHR	FM	Panama City, FL	0.40	4.9	2.1	2.4	8	9	13	2.00
WMEZ	FM	Pensacola	1.55	13.1	8.5	15.6	4	4	3	0.84
WSWT	FM	Peoria	2.00	14.0	9.5	12.0	2	3	2	1.16
WHOM	FM	Portland, ME	1.25	7.0	4.5	5.5	4	6	6	1.28
WBYY	FM	Portsmouth - Dover - Rochester	0.55	3.9	1.9	5.3	7	18	14	0.73
WGER	FM	Saginaw - Bay City - Midland	1.30	7.5	5.7	7.0	7	8	5	1.06
WYKZ	FM	Savannah	0.90	6.0	5.8	6.7	6	8	5	0.90
KELO	FM	Sioux Falls	1.00	11.2	10.8	13.1	3	1	1	0.85
KXLY	FM	Spokane	1.30	7.3	6.6	7.5	6	4	3	0.98
KTXR	FM	Springfield, MO	1.10	6.3	5.0	5.9	6	4	10	1.06
WRFM	FM	Utica - Rome	0.32	3.3	2.5	3.3	10	9	18	1.01
WSRS	FM	Worcester	5.10	38.9	13.9	38.2	1	1	1	1.02

32 Stations 1998 Mean: 1.00 Historic Means: 1997 - 1.05 1995 - 1.04 1993 - 1.00 1991 - 0.87
1998 Median: 0.98 1996 - 0.90 1994 - 1.14 1992 - 0.91 1990 - 0.83 1988 - NA

Sports
Major Markets

Call Letters		Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
KVET	AM	Austin	SPRTS	1.30	2.1	1.2	1.6	13	21	25	1.31
WEEI	AM	Boston	SPRTS	18.70	7.5	3.8	4.7	4	14	8	1.60
WFNZ	AM	Charlotte	SPRTS	0.72	0.8	1.3	1.6	15	19	15	0.51
WMVP	AM	Chicago	SPRTS	11.40	2.8	1.0	1.1	17	38	34	2.45
WSCR	AM	Chicago	SPRTS	8.90	2.1	1.6	1.8	22	24	21	1.18
WBOB	AM	Cincinnati	SPRTS	1.90	1.7	0.8	1.0	14	20	18	1.64
WCKY	AM	Cincinnati	SPRTS	0.40	0.4	0.2	0.2	17	27	21	2.13
WKNR	AM	Cleveland	SPRTS	1.73	1.8	2.0	2.3	15	16	12	0.78
WBNS	AM	Columbus, OH	SPRTS	1.95	2.3	1.7	2.1	11	16	14	1.09
KTCK	AM	Dallas - Fort Worth	SPRTS	10.70	3.8	2.8	3.1	10	18	11	1.24
KKFN	AM	Denver	SPRTS	2.48	1.6	1.1	1.3	15	19	16	1.27
WDFN	AM	Detroit	SPRTS	5.00	2.3	1.7	1.9	15	20	17	1.21
WPOP	AM	Hartford	SPRTS	0.43	0.6	0.4	0.5	12	21	16	1.15
KILT	AM	Houston	SPRTS	3.10	1.2	2.1	2.5	20	20	18	0.48
WNDE	AM	Indianapolis	SPRTS	0.88	1.1	1.5	1.6	13	14	15	0.68
KBAD	AM	Las Vegas	SPRTS	0.31	0.5	0.3	0.3	23	22	20	1.56
KENO	AM	Las Vegas	SPRTS	0.75	1.2	0.8	1.0	18	20	19	1.26
KXTA	AM	Los Angeles	SPRTS	15.10	2.3	0.8	0.9	20	31	30	2.56
WQAM	AM	Miami - Fort Lauderdale	SPRTS	12.30	5.9	3.0	3.4	4	14	12	1.71
KFAN	AM	Minneapolis - Saint Paul	SPRTS	5.20	3.6	2.3	2.9	10	13	12	1.26
WFAN	AM	New York	SPRTS	54.00	9.1	2.5	3.0	1	18	15	3.00
WQTM	AM	Orlando	SPRTS	1.35	1.5	1.2	1.5	15		15	1.03
WIP	AM	Philadelphia	SPRTS	15.60	6.2	2.9	3.6	6	11	10	1.74
KGME	AM	Phoenix	SPRTS	0.80	0.5	0.9	1.0	22	21	20	0.48
KMVP	AM	Phoenix	SPRTS	0.60	0.4	0.5	0.6	23	24	25	0.62
WEAE	AM	Pittsburgh	SPRTS	5.40	5.9	1.5	1.8	6	15	14	3.31
KFXX	AM	Portland, OR	SPRTS	2.35	2.2	1.5	1.9	16	19	15	1.16
KHTK	AM	Sacramento	SPRTS	2.30	2.8	3.3	4.1	13	14	10	0.68
KFNS	AM	Saint Louis	SPRTS	1.70	1.5	1.1	1.2	18	21	20	1.24
KFNZ	AM	Salt Lake City	SPRTS	2.18	2.9	2.8	3.2	15	21	17	0.90
KTKR	AM	San Antonio	SPRTS	0.54	0.7	0.7	0.8	19	24	17	0.86
XTRA	AM	San Diego	SPRTS	9.40	7.0	2.2	2.7	5	18	18	2.57
KNBR	AM	San Francisco	SPRTS	29.00	9.4	3.5	4.4	2	7	11	2.12
KTCT	AM	San Francisco	SPRTS	4.00	1.3	0.5	0.7	21	33	32	1.95
KJR	AM	Seattle - Tacoma	SPRTS	6.90	3.9	2.2	2.6	13	13	18	1.52
WDAE	AM	Tampa - Saint Petersburg	SPRTS	0.65	0.6	0.7	0.9	20	23	18	0.70
WZTM	AM	Tampa - Saint Petersburg	SPRTS	1.24	1.2	1.1	1.2	16	20	23	1.00
WTEM	AM	Washington, DC	SPRTS	4.20	1.6	1.2	1.5	19	19	20	1.09

38 Stations 1998 Mean: 1.40 Historic Means: 1997 - 1.31 1995 - 1.27 1993 - NA 1991 - NA
 1998 Median: 1.21 1996 - 1.24 1994 - 1.08 1992 - NA 1990 - NA 1988 - NA
 Historic figures are for all market sizes

**Sports
Medium Markets**

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
WTMM AM	Albany - Schenectady - Troy	SPRTS	0.13	0.4	0.4	0.4	17	25	23	0.93
KNML AM	Albuquerque	SPRTS	0.66	1.8	1.1	1.2	15	22	20	1.46
WIBR AM	Baton Rouge	SPRTS	0.15	0.6	1.0	1.4	12	18	18	0.42
WJOX AM	Birmingham	SPRTS	1.80	4.3	2.1	2.4	10	18	14	1.76
WWKB AM	Buffalo	SPRTS	0.17	0.3	1.0	1.1	15	21	18	0.27
WBBL AM	Grand Rapids	SPRTS	0.20	0.5	0.7	0.8	17	20	22	0.61
KGU AM	Honolulu	SPRTS	0.37	1.7	1.3	1.4	15	17	18	1.21
WBWL AM	Jacksonville	SPRTS	0.68	1.4	1.7	2.1	15	17	16	0.68
WNZS AM	Jacksonville	SPRTS	1.07	2.3	1.3	1.6	13	16	16	1.43
WHIT AM	Madison	SPRTS	0.41	1.7	2.0	2.6	13	13	14	0.66
WGH AM	Norfolk	SPRTS	0.44	1.0	0.8	0.9	19	20	17	1.12
WWLS AM	Oklahoma City	SPRTS	0.30	0.7	1.3	1.4	14	14	16	0.48
KOIL AM	Omaha	SPRTS	0.24	0.7	1.1	1.3	16	18	16	0.52
KOSR AM	Omaha	SPRTS	0.31	0.9	1.5	1.8	14	15	14	0.51
WSKO AM	Providence	SPRTS	0.74	1.7	0.6	0.9	12	23	30	1.87
WRNL AM	Richmond	SPRTS	0.85	1.9	1.4	1.6	13	18	17	1.19
WHTK AM	Rochester, NY	SPRTS	0.38	1.0	1.4	1.8	14	14	12	0.55
WHEN AM	Syracuse	SPRTS	0.37	1.3	2.3	2.8	12	12	11	0.46
WLQR AM	Toledo	SPRTS	0.33	1.2	0.8	1.0	11	17	17	1.19
KFFN AM	Tucson	SPRTS	0.25	0.7	1.6	1.9	15	17	17	0.36
KQLL AM	Tulsa	SPRTS	0.22	0.6	0.8	0.9	18	20	19	0.70
KQAM AM	Wichita	SPRTS	0.35	1.4	1.4	1.6	15	18	16	0.90

22 Stations 1998 Mean: 0.88 Historic Means: 1997 - 1.31 1995 - 1.27 1993 - NA 1991 - NA
 1998 Median: 0.69 1996 - 1.24 1994 - 1.08 1992 - NA 1990 - NA 1988 - NA

Historic figures are for all market sizes

Sports Small and Very Small Markets

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
WVAM	AM Altoona	SPRTS	0.22	3.7	2.2	2.7	8	9	9	1.37
WRDW	AM Augusta, GA	SPRTS	0.20	1.3	0.7	0.8	16	16	20	1.62
WENE	AM Binghamton	SPRTS	0.17	1.9	2.3	2.8	10	12	10	0.68
KTIK	AM Boise	SPRTS	0.13	0.7	1.6	1.8	16	18	16	0.39
KRDO	AM Colorado Springs	SPRTS	0.21	1.1	1.0	1.3	13	16	15	0.82
WDAK	AM Columbus, GA	SPRTS	0.18	1.7	1.3	1.5	11	16	14	1.14
KJOC	AM Davenport - Rock Island - Moline	SPRTS	0.16	1.1	1.6	1.9	11	15	12	0.57
WDSM	AM Duluth - Superior	SPRTS	0.14	2.0	2.3	2.8	12	12	10	0.72
KHEY	AM El Paso	SPRTS	0.13	0.7	0.7	0.8	14	22	14	0.89
KVOX	AM Fargo - Moorhead	SPRTS	0.22	1.4	1.7	1.9	10	10	11	0.73
WHWD	AM Fort Wayne	SPRTS	0.15	0.8	3.5	4.3	15	18	17	0.19
WDUZ	AM Green Bay	SPRTS	0.39	3.0	4.0	7.3	8	10	9	0.41
WJDX	AM Jackson, MS	SPRTS	0.26	1.6	1.1	1.4	13	15	15	1.15
WQSN	AA Kalamazoo	SPRTS	0.20	1.8	0.9	1.6	10	15	14	1.13
KPEL	AM Lafayette, LA	SPRTS	0.55	3.7	0.5	0.7	8	15	29	5.51
WLPA	AM Lancaster	SPRTS	0.18	1.6	0.5	1.5	6	18	17	1.08
WVFN	AM Lansing	SPRTS	0.25	1.3	0.6	0.8	12	14	11	1.54
KLMS	AM Lincoln	SPRTS	0.26	2.0	1.9	2.8	12	15	14	0.72
KKAM	AM Lubbock	SPRTS	0.33	3.1	2.2	2.5	11	10	15	1.24
WKBR	AM Manchester	SPRTS	0.19	1.6	0.2	0.4	6	30	NA	3.71
WNSP	FM Mobile	SPRTS	0.36	2.0	0.9	1.3	13	18	22	1.50
KANM	AM Modesto	SPRTS	0.15	0.8	0.4	0.7	14	21	NA	1.20
WMSP	AM Montgomery	SPRTS	0.16	1.1	1.4	1.7	13	13	13	0.64
WOAM	AM Peoria	SPRTS	0.19	1.3	5.5	6.9	13	20	17	0.19
KPLY	AM Reno	SPRTS	0.24	1.3	3.1	3.5	15	16	13	0.37
WMAX	AM Saginaw - Bay City - Midland	SPRTS	0.26	1.5	1.0	1.3	12	18	13	1.17
KXXT	AM Santa Barbara, CA	SPRTS	0.16	1.5	1.5	2.4	13	19	18	0.62
KRMD	AM Shreveport	SPRTS	0.16	1.1	0.9	1.1	14	16	NA	1.02
WFMB	AM Springfield, IL	SPRTS	0.35	3.2	3.2	3.8	10	11	13	0.84
WNLS	AM Tallahassee	SPRTS	0.19	1.7	1.3	1.7	12	12	12	0.99
KKTK	AM Waco, TX	SPRTS	0.35	4.4	1.5	2.5	6	9	16	1.73
WWTM	AM Worcester	SPRTS	0.28	2.4	0.8	2.3	5	16	20	1.05
WBBW	AM Youngstown	SPRTS	0.16	0.9	0.7	0.9	13	15	26	1.02

33 Stations 1998 Mean: 1.15 Historic Means: 1997 - 1.31 1995 - 1.27 1993 - NA 1991 - NA
1998 Median: 1.02 1996 - 1.24 1994 - 1.08 1992 - NA 1990 - NA 1988 - NA

Historic figures are for all market sizes

**Standards/Easy Listening
Major and Medium Markets**

Call Letters	Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
WABY	AF	Albany - Schenectady - Troy	0.77	2.3	5.7	6.7	10	8	15	0.34
KIVA	AM	Albuquerque	0.24	0.6	3.6	4.1	23	15	NA	0.15
WEST	AM	Allentown - Bethlehem	0.18	0.7	1.7	2.7	8	11	23	0.26
WKAP	AM	Allentown - Bethlehem	0.32	1.3	4.1	6.6	7	6	38	0.20
WWLG	AM	Baltimore	0.54	0.6	1.3	1.8	16	18	37	0.33
WEZN	AM	Birmingham	0.29	0.7	2.6	3.0	17	14	23	0.23
WXKS	AM	Boston	0.55	0.2	1.8	2.2	20	17	35	0.09
WECK	AM	Buffalo	0.45	0.9	5.7	6.6	13	9	17	0.14
WNMX	FM	Charlotte	0.60	0.6	2.2	2.7	16	14	20	0.22
WAIT	AM	Chicago	3.50	0.8	2.2	2.5	27	23	34	0.32
WSAI	AM	Cincinnati	2.95	2.6	3.6	4.4	11	13	21	0.59
WRMR	AM	Cleveland	2.86	2.9	5.6	6.5	12	5	18	0.45
WSCQ	FM	Columbia, SC	1.50	5.8	4.9	5.8	7	10	14	1.00
WMNI	AM	Columbus, OH	0.85	1.0	3.0	3.7	15	10	21	0.27
WONE	AM	Dayton	0.84	2.4	3.9	4.9	11	12	20	0.49
KEZW	AM	Denver	1.65	1.1	3.1	3.6	20	15	20	0.31
KRNT	AM	Des Moines	0.32	1.3	3.9	4.5	13	8	16	0.29
WAVV	FM	Fort Myers - Naples	1.75	7.2	12.1	14.5	6	1	14	0.50
WJST	FM	Fort Myers - Naples	0.41	1.7	4.6	5.5	12	10	16	0.31
KJWL	FM	Fresno	1.00	3.2	4.8	5.9	13	5	17	0.54
WMJH	AM	Grand Rapids	0.25	0.7	2.9	3.5	15	11	22	0.20
WHYL	AM	Harrisburg	0.27	1.1	2.8	3.9	11	16	26	0.28
WKBO	AM	Harrisburg	0.16	0.6	1.4	1.9	12	16	26	0.31
WDRC	AM	Hartford	1.30	2.0	4.9	6.7	11	9	19	0.30
KBME	AM	Houston	0.90	0.3	1.5	1.8	25	15	22	0.17
WMYS	AM	Indianapolis	0.68	0.9	3.0	3.4	14	11	21	0.27
KFEZ	AA	Kansas City	0.90	1.1	1.3	1.4	18	21	24	0.79
WQBB	AM	Knoxville	0.14	0.5	1.3	1.5	12	12	17	0.33
KJUL	FM	Las Vegas	2.41	3.8	8.7	10.1	10	1	14	0.37
KLAC	AM	Los Angeles	4.10	0.6	2.2	2.5	30	19	33	0.24
WKJK	AM	Louisville	0.30	0.6	2.7	3.1	18	11	17	0.19
WTSO	AM	Madison	0.54	2.3	3.3	4.2	12	11	18	0.54
WOKY	AM	Milwaukee	1.82	2.6	5.3	6.0	12	5	16	0.43
KLBB	AA	Minneapolis - Saint Paul	1.40	1.0	1.7	2.0	15	14	20	0.49
WHLI	AM	Nassau - Suffolk (Long Island)	1.00	2.4	3.0	10.7	9	8	34	0.23
WBYU	AM	New Orleans	0.66	1.3	2.3	2.6	14	14	21	0.50
WQEW	AM	New York	3.20	0.5	2.0	2.3	26	19	30	0.21
WXEZ	FM	Norfolk	1.10	2.4	2.8	3.3	15	16	16	0.73
KOTD	FM	Omaha	0.29	0.8	1.8	2.1	15	14	15	0.38
WHOO	AM	Orlando	0.58	0.6	2.7	3.2	18		21	0.19
WPEN	AM	Philadelphia	5.20	2.1	3.8	4.7	16	10	27	0.45
KOY	AM	Phoenix	2.90	2.0	4.4	5.2	17	8	24	0.39
WJAS	AM	Pittsburgh	1.50	1.6	5.6	6.5	16	8	19	0.25
KKSN	AM	Portland, OR	0.50	0.5	2.8	3.4	20	16	27	0.15
WLKW	AM	Providence	0.50	1.1	4.3	6.0	15	10	25	0.18

71 Stations 1998 Mean: 0.36 Historic Means: 1997 - 0.40 1995 - 0.40 1993 - 0.50 1991 - 0.54
1998 Median: 0.32 1996 - 0.40 1994 - 0.47 1992 - 0.52 1990 - 0.60 1988 - 0.57

Historic figures are for all market sizes

Standards/Easy Listening
Major and Medium Markets

Call Letters		Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
WTVR	AM	Richmond	ST	0.27	0.6	1.6	1.9	16	15	24	0.32
KWRP	FM	Riverside - San Bernardino	ST	1.60	5.5	2.8	8.6	6	9	41	0.64
WEZO	AM	Rochester, NY	ST	0.21	0.6	2.6	3.3	16	12	15	0.18
KCTC	AM	Sacramento	ST	0.57	0.7	3.6	4.4	18	11	19	0.16
WRTH	AM	Saint Louis	ST	0.60	0.5	2.4	2.7	20	18	21	0.19
KDYL	AA	Salt Lake City	ST	0.86	1.2	3.0	3.4	21	15	25	0.36
KLO	AM	Salt Lake City	ST	0.28	0.4	0.8	0.9	25	24	29	0.45
KLUP	AM	San Antonio	ST	0.69	0.9	2.5	2.8	18	16	19	0.32
KPOP	AM	San Diego	ST	2.38	1.8	3.1	3.8	19	13	26	0.47
KABL	AM	San Francisco	ST	2.90	0.9	3.0	3.8	22	11	34	0.24
KIXI	AM	Seattle - Tacoma	ST	2.50	1.4	3.8	4.4	21	9	23	0.32
WFBL	AM	Syracuse	ST	0.45	1.6	2.8	3.4	11	12	18	0.47
WTLA	AA	Syracuse	ST	0.25	0.9	2.0	2.5	15	11	18	0.36
WDUV	FM	Tampa - Saint Petersburg	EZ/ST	3.36	3.1	6.8	7.7	14	2	22	0.39
WGUL	AM	Tampa - Saint Petersburg	ST	1.67	1.6	4.2	4.8	15	8	30	0.34
WCWA	AM	Toledo	ST	0.24	0.9	2.7	3.5	13	11	15	0.26
KCEE	AM	Tucson	ST	0.48	1.4	3.0	3.6	12	11	20	0.39
KGTV	AM	Tucson	ST	0.43	1.2	2.1	2.5	13	17	NA	0.48
KGTO	AM	Tulsa	ST	0.33	0.9	2.2	2.4	16	16	20	0.38
WWDC	AM	Washington, DC	ST	1.75	0.7	0.8	0.9	22	22	32	0.76
WDBF	AM	West Palm Beach	ST	0.37	0.9	2.4	4.3	15	8	36	0.21
WJBW	FM	West Palm Beach	ST	1.10	2.5	5.9	10.5	9	2	38	0.24
WJNA	AM	West Palm Beach	ST	0.45	1.0	1.4	2.5	13	26	NA	0.41
KOEZ	FM	Wichita	EZ	0.65	2.6	3.4	3.8	12	10	19	0.68
WEJL	AA	Wilkes Barre - Scranton	ST/FS	0.44	1.7	4.2	5.4	12	4	17	0.32
WNAK	AM	Wilkes Barre - Scranton	ST/FS	0.56	2.2	4.4	5.7	11	7	27	0.39

71 Stations 1998 Mean: 0.36 Historic Means: 1997 - 0.40 1995 - 0.40 1993 - 0.50 1991 - 0.54
 1998 Median: 0.32 1996 - 0.40 1994 - 0.47 1992 - 0.52 1990 - 0.60 1988 - 0.57

Historic figures are for all market sizes

Standards/Easy Listening
Small and Very Small Markets

Call Letters		Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
KHAR	AM	Anchorage	ST	0.32	2.2	3.1	3.5	13	14	16	0.63
WNAM	AM	Appleton - Oshkosh	ST	0.55	3.9	6.7	10.7	9	5	15	0.36
WISE	AM	Asheville	ST	0.32	3.7	3.8	8.0	5	8	15	0.46
WCMC	AM	Atlantic City - Cape May	ST	0.35	2.2	3.0	4.2	12	16	28	0.52
WMID	AM	Atlantic City - Cape May	ST	0.40	2.5	3.0	4.2	11	7	22	0.59
WRDR	FM	Atlantic City - Cape May	ST	0.85	5.3	5.0	6.9	8	11	22	0.77
WAJY	FM	Augusta, GA	ST	0.23	1.5	1.9	2.3	14	14	20	0.65
WINR	AM	Binghamton	ST	0.25	2.8	2.6	3.2	9	10	NA	0.87
WKOP	AM	Binghamton	ST	0.15	1.7	2.3	2.8	11	10	14	0.61
KGEM	AM	Boise	ST	0.28	1.6	4.3	4.9	15	9	18	0.33
WDPN	AM	Canton	ST	0.20	1.7	1.4	3.7	6	11	28	0.46
KMRY	AM	Cedar Rapids	ST	0.29	2.1	3.9	5.1	8	8	10	0.41
KCMN	AM	Colorado Springs	ST	0.25	1.3	1.8	2.5	12	13	19	0.52
WMLF	AM	Columbus, GA	ST	0.08	0.7	2.3	2.6	13	10	14	0.27
WKBF	AM	Davenport - Rock Island - Moline	ST	0.18	1.2	5.2	6.4	10	8	15	0.19
KZIO	FM	Duluth - Superior	ST	0.15	2.2	3.0	3.6	11	10	12	0.61
WRIE	AM	Erie	ST	0.30	3.4	5.3	6.2	9	7	10	0.55
WGAB	AM	Evansville	ST	0.14	0.9	0.7	0.8	13	16	NA	1.12
WSON	AM	Evansville	ST	0.16	1.0	4.0	4.7	12	9	NA	0.21
KQWB	AM	Fargo - Moorhead	ST	0.13	0.8	2.9	3.3	12	12	13	0.24
WSHI	FM	Fort Wayne	ST	0.28	1.4	4.3	5.1	14	8	12	0.27
WRZN	AM	Gainesville - Ocala	ST	0.35	2.7	2.4	3.8	11	10	28	0.72
WKEE	AM	Huntington - Ashland	ST	0.21	2.3	4.4	5.9	10	5	19	0.39
WVIV	FM	Jackson, MS	ST	0.39	2.3	3.1	3.8	11	12	17	0.61
WLAN	AM	Lancaster	ST	0.25	2.3	2.1	5.9	5	12	25	0.39
WILS	AM	Lansing	ST	0.27	1.4	3.1	4.2	11	10	13	0.33
KRFE	AM	Lubbock	ST	0.14	1.3	1.6	1.8	14	12	16	0.73
WFEA	AM	Manchester	ST	0.34	2.9	5.0	10.8	5	6	19	0.27
KVIN	AM	Modesto	ST	0.16	0.9	1.4	2.4	13	7	23	0.37
KIDD	AM	Monterey - Salinas - Santa Cruz	ST	0.20	1.2	2.9	4.5	16	5	23	0.26
WNZZ	AM	Montgomery	ST	0.10	0.7	2.4	2.9	14	12	16	0.24
WAVZ	AM	New Haven	ST	0.30	1.7	2.3	7.9	5	12	28	0.22
WQUN	AM	New Haven	ST	0.21	1.2	2.0	6.9	6	17	28	0.18
KMND	AM	Odessa - Midland, TX	ST	0.25	2.6	4.7	5.2	11	7	15	0.50
WDIZ	AM	Panama City, FL	ST	0.15	1.8	3.2	3.9	10	9	NA	0.47
WLAM	AF	Portland, ME	ST	0.44	2.5	5.9	7.2	13	9	11	0.35
KCBN	AM	Reno	ST	0.20	1.1	4.1	4.6	16	12	NA	0.24
KSRN	FM	Reno	ST	0.45	2.5	3.2	3.5	13	15	15	0.70
WLQE	AF	Roanoke - Lynchburg	ST	0.33	1.7	5.1	6.3	11	9	22	0.27
WNTA	AM	Rockford	ST/T	0.49	4.0	4.7	7.3	7	6	11	0.54
WSAM	AM	Saginaw - Bay City - Midland	ST	0.40	2.3	3.7	4.6	11	8	16	0.50
KZBN	AM	Santa Barbara, CA	ST	0.41	3.9	5.9	9.2	11	10	18	0.42
WLOW	FM	Savannah	ST	0.41	2.7	3.7	4.3	15	11	16	0.63
KAQQ	AM	Spokane	ST	0.41	2.3	4.5	5.1	14	10	16	0.46
WMAS	AM	Springfield, MA	ST	0.61	3.4	4.0	7.2	10	7	23	0.47

57 Stations 1998 Mean: 0.52 Historic Means: 1997 - 0.40 1995 - 0.40 1993 - 0.50 1991 - 0.54
 1998 Median: 0.46 1996 - 0.40 1994 - 0.47 1992 - 0.52 1990 - 0.60 1988 - 0.57

Historic figures are for all market sizes

Standards/Easy Listening
Small and Very Small Markets

Call Letters		Market	Specific Format	Rev \$Mil.	Rev Share	Avg Share	Adj Share	Rev Rank	12+ Rank	25 54 Rank	Conv Ratio
KGMY	AM	Springfield, MO	ST	0.11	0.6	0.5	0.6	15	17	NA	0.97
WAXI	FM	Terre Haute	ST	0.22	3.7	1.7	2.2	7	8	10	1.68
WLEZ	FM	Terre Haute	EZ	0.35	5.9	5.5	7.0	5	5	6	0.84
KTOP	AM	Topeka	ST	0.20	2.4	3.8	5.9	9	10	NA	0.40
WRNY	AA	Utica - Rome	ST	0.35	3.5	1.4	1.8	9	22	22	1.92
WTLB	AM	Utica - Rome	ST	0.10	1.0	3.5	4.6	12	8	18	0.22
KWLO	AM	Waterloo - Cedar Falls	ST	0.36	5.5	5.3	7.5	7	7	9	0.74
WBBD	AM	Wheeling	ST	0.12	1.6	5.5	6.9	7	8	10	0.23
WJBR	AM	Wilmington, DE	ST	0.70	3.6	2.9	7.8	7	11	24	0.46
WQXA	AM	York	ST	0.23	1.3	2.0	5.0	6	17	27	0.26
WNIO	AM	Youngstown	ST	0.33	1.8	3.5	4.4	11	9	22	0.41
WSOM	AM	Youngstown	ST	0.26	1.4	2.2	2.8	12	12	26	0.51

57 Stations 1998 Mean: 0.52 Historic Means: 1997 - 0.40 1995 - 0.40 1993 - 0.50 1991 - 0.54
 1998 Median: 0.46 1996 - 0.40 1994 - 0.47 1992 - 0.52 1990 - 0.60 1988 - 0.57
 Historic figures are for all market sizes

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- Revenue rank, 12+ and 25-54
- Revenue and revenue share
- Conversion (or "power") ratio

Additionally, national means are provided for formats by market size

The second part of this book analyzes the audiences of more than 1500 stations, with the following provided for each:

- Time Spent Listening
- % Male, % Female
- Turnover Ratio
- % Exclusive Cume
- % 12-24, % 25-54, % 55+
- Highest cume-sharing station
- % of listening at home

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