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Investing in Radio

1997 Market Report

**Fourth Edition
Summer 1997 Ratings**



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Chantilly, VA 20151

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Alphabetic Listing of Markets

Rank	Market	Rank	Market	Rank	Market
223	A bilene, TX	100	Chattanooga, TN	261	Great Falls, MT
67	Akron, OH	263	Cheyenne, WY	181	Green Bay, WI
245	Albany, GA	3	Chicago, IL	41	Greensboro-Winston Salem-High Point
57	Albany-Schenectady-Troy	186	Chico, CA	80	Greenville-New Bern-Jacksonville
71	Albuquerque, NM	25	Cincinnati	59	Greenville-Spartanburg, SC
200	Alexandria, LA	22	Cleveland		
65	Allentown-Bethlehem	95	Colorado Springs, CO	159	H agerstown-Chambersburg-Waynesboro
236	Altoona, PA	239	Columbia, MO	73	Harrisburg-Lebanon-Carlisle, PA
189	Amarillo, TX	88	Columbia, SC	255	Harrisonburg, VA
165	Anchorage, AK	164	Columbus, GA	42	Hartford-New Britain-Middletown
147	Ann Arbor, MI	32	Columbus, OH	58	Honolulu
138	Appleton-Oshkosh, WI	126	Corpus Christi, TX	9	Houston-Galveston
176	Asheville, NC			139	Huntington, WV-Ashland, KY
12	Atlanta, GA	7	D allas-Ft. Worth	115	Huntsville, AL
136	Atlantic City-Cape May, NJ	191	Danbury, CT		
111	Augusta, GA	257	Danville, IL	36	I ndianapolis, IN
243	Augusta-Waterville, ME	54	Dayton, Ohio	254	Ithaca, NY
51	Austin, TX	93	Daytona Beach, FL		
		23	Denver-Boulder	118	J ackson, MS
86	B akersfield, CA	89	Des Moines, IA	259	Jackson, TN
19	Baltimore, MD	6	Detroit	53	Jacksonville, FL
260	Bangor, ME	178	Dothan, AL	94	Johnson City-Kingsport-Bristol
81	Baton Rouge, LA	217	Dubuque, IA	166	Johnstown, PA
230	Battle Creek, MI	215	Duluth, MN-Superior, WI	224	Joplin, MO
128	Beaumont-Port Arthur, TX			171	K alamazoo, MI
262	Beckley, WV	229	E au Claire, WI	27	Kansas City
240	Billings, MT	69	El Paso, TX	143	Killeen-Temple, TX
133	Biloxi-Gulfport-Pascagoula, MS	194	Elmira-Corning, NY	68	Knoxville, TN
161	Binghamton, NY	152	Erie, PA		
55	Birmingham, AL	146	Eugene-Springfield, OR	251	L a Crosse, WI
258	Bismarck, ND	151	Evansville, IN	231	Lafayette, IN
207	Blacksburg-Christiansburg-Radford-Pulaski	208	F argo, ND-Moorhead, MN	98	Lafayette, LA
228	Bloomington, IL	155	Fayetteville, AR	203	Lake Charles, LA
129	Boise, ID	123	Fayetteville, NC	104	Lakeland-Winter Haven, FL
10	Boston	116	Flint, MI	110	Lancaster, PA
112	Bridgeport, CT	197	Florence, SC	113	Lansing-East Lansing, MI
235	Bryan-College Station, TX	199	Frederick, MD	211	Laredo, TX
40	Buffalo-Niagara Falls, NY	64	Fresno	45	Las Vegas, NV
221	Burlington, VT	76	Ft. Myers-Naples-Marco Island	204	Laurel-Hattiesburg, MS
		119	Ft. Pierce-Stuart-Vero Beach, FL	248	Lawton, OK
120	C anton, OH	170	Ft. Smith, AR	105	Lexington-Fayette, KY
182	Cape Cod, MA	206	Ft. Walton Beach, FL	220	Lima, OH
265	Casper, WY	99	Ft. Wayne, IN	169	Lincoln, NE
198	Cedar Rapids, IA			82	Little Rock, AR
212	Champaign, IL	108	G ainesville-Ocala, FL	2	Los Angeles
91	Charleston, SC	253	Grand Forks, ND-MN	50	Louisville, KY
156	Charleston, WV	249	Grand Junction, CO	172	Lubbock, TX
37	Charlotte-Gastonia-Rock Hill	66	Grand Rapids, MI		
222	Charlottesville, VA				

Alphabetic Listing of Markets

Rank	Market	Rank	Market	Rank	Market
148	M acon, GA	162	Portland, ME	17	St. Louis
121	Madison, WI	24	Portland, OR	134	Stamford-Norwalk, CT
193	Manchester, NH	117	Portsmouth-Dover-Rochester, NH	234	State College, PA
205	Marion-Carbondale, IL	160	Poughkeepsie, NY	85	Stockton, CA
63	McAllen-Brownsville-Harlingen, TX	31	Providence-Warwick-Pawtucket, RI	232	Sussex, NJ
202	Medford-Ashland, OR	238	Pueblo, CO	70	Syracuse, NY
96	Melbourne-Titusville-Cocoa, FL				
43	Memphis	132	Q uad Cities, IA-IL	167	T allahassee, FL
188	Merced, CA			21	Tampa-St. Petersburg-Clearwater
264	Meridian, MS	48	R aleigh-Durham, NC	183	Terre Haute, IN
11	Miami-Ft. Lauderdale-Hollywood	250	Rapid City, SD	241	Texarkana, TX-AR
29	Milwaukee-Racine	130	Reading, PA	75	Toledo, OH
16	Minneapolis-St. Paul	210	Redding, CA	177	Topeka, KS
84	Mobile, AL	131	Reno, NV	137	Trenton, NJ
122	Modesto, CA	201	Richland-Kennewick-Pasco, WA	60	Tucson, AZ
47	Monmouth-Ocean, NJ	56	Richmond, VA	61	Tulsa, OK
227	Monroe, LA	26	Riverside-San Bernardino	174	Tupelo, MS
78	Monterey-Salinas-Santa Cruz	102	Roanoke-Lynchburg, VA	213	Tuscaloosa, AL
140	Montgomery, AL	247	Rochester, MN	144	Tyler-Longview, TX
179	Morgantown-Clarksburg-Fairmont	46	Rochester, NY		
101	Morristown, NJ	149	Rockford, IL	142	U tica-Rome, NY
185	Myrtle Beach, SC			106	V isalia-Tulare-Hanford
		28	S acramento, CA	49	W . Palm Beach-Boca Raton
44	N ashville	124	Saginaw-Bay City-Midland	190	Waco, TX
15	Nassau-Suffolk	154	Salisbury-Ocean City, MD	8	Washington, D.C.
83	New Bedford-Fall River, MA	35	Salt Lake City-Ogden	175	Waterbury, CT
97	New Haven, CT	252	San Angelo, TX	225	Waterloo-Cedar Falls, IA
163	New London, CT	34	San Antonio, TX	246	Watertown, NY
39	New Orleans	14	San Diego	158	Wausau-Stevens Point, WI
1	New York	4	San Francisco	216	Wheeling, WV
141	Newburgh-Middletown, NY	30	San Jose	237	Wichita Falls, TX
33	Norfolk-Virginia Beach-Newport News	PR	San Juan, PR	90	Wichita, KS
195	Northwest Michigan	168	San Luis Obispo, CA	62	Wilkes Barre-Scranton
		184	Santa Barbara, CA	242	Williamsport, PA
173	O dessa-Midland, TX	233	Santa Fe, NM	74	Wilmington, DE
52	Oklahoma City	196	Santa Maria-Lompoc, CA	180	Wilmington, NC
72	Omaha-Council Bluffs	114	Santa Rosa, CA	219	Winchester, VA
38	Orlando	79	Sarasota-Bradenton, FL	107	Worcester, MA
256	Owensboro, KY	153	Savannah, GA		
109	Oxnard-Ventura, CA	13	Seattle-Tacoma	187	Y akima, WA
		127	Shreveport, LA	103	York, PA
150	P alm Springs, CA	244	Sioux City, IA	92	Youngstown-Warren, OH
226	Panama City, FL	209	Sioux Falls, SD		
218	Parkersburg-Marietta, WV-OH	157	South Bend, IN		
125	Pensacola, FL	87	Spokane, WA		
135	Peoria, IL	192	Springfield, IL		
5	Philadelphia	77	Springfield, MA		
18	Phoenix, AZ	145	Springfield, MO		
20	Pittsburgh, PA	214	St. Cloud, MN		

Rank Listing of Markets

Rank	Market	Rank	Market	Rank	Market
1	New York	46	Rochester, NY	91	Charleston, SC
2	Los Angeles	47	Monmouth-Ocean, NJ	92	Youngstown-Warren, OH
3	Chicago, IL	48	Raleigh-Durham, NC	93	Daytona Beach, FL
4	San Francisco	49	W. Palm Beach-Boca Raton	94	Johnson City-Kingsport-Bristol
5	Philadelphia	50	Louisville, KY	95	Colorado Springs, CO
6	Detroit	51	Austin, TX	96	Melbourne-Titusville-Cocoa, FL
7	Dallas-Ft. Worth	52	Oklahoma City	97	New Haven, CT
8	Washington, D.C.	53	Jacksonville, FL	98	Lafayette, LA
9	Houston-Galveston	54	Dayton, Ohio	99	Ft. Wayne, IN
10	Boston	55	Birmingham, AL	100	Chattanooga, TN
11	Miami-Ft. Lauderdale-Hollywood	56	Richmond, VA	101	Morristown, NJ
12	Atlanta, GA	57	Albany-Schenectady-Troy	102	Roanoke-Lynchburg, VA
13	Seattle-Tacoma	58	Honolulu	103	York, PA
14	San Diego	59	Greenville-Spartanburg, SC	104	Lakeland-Winter Haven, FL
15	Nassau-Suffolk	60	Tucson, AZ	105	Lexington-Fayette, KY
16	Minneapolis-St. Paul	61	Tulsa, OK	106	Visalia-Tulare-Hanford
17	St. Louis	62	Wilkes Barre-Scranton	107	Worcester, MA
18	Phoenix, AZ	63	McAllen-Brownsville-Harlingen, TX	108	Gainesville-Ocala, FL
19	Baltimore, MD	64	Fresno	109	Oxnard-Ventura, CA
20	Pittsburgh, PA	65	Allentown-Bethlehem	110	Lancaster, PA
21	Tampa-St. Petersburg-Clearwater	66	Grand Rapids, MI	111	Augusta, GA
22	Cleveland	67	Akron, OH	112	Bridgeport, CT
23	Denver-Boulder	68	Knoxville, TN	113	Lansing-East Lansing, MI
24	Portland, OR	69	El Paso, TX	114	Santa Rosa, CA
25	Cincinnati	70	Syracuse, NY	115	Huntsville, AL
26	Riverside-San Bernardino	71	Albuquerque, NM	116	Flint, MI
27	Kansas City	72	Omaha-Council Bluffs	117	Portsmouth-Dover-Rochester, NH
28	Sacramento, CA	73	Harrisburg-Lebanon-Carlisle, PA	118	Jackson, MS
29	Milwaukee-Racine	74	Wilmington, DE	119	Ft. Pierce-Stuart-Vero Beach, FL
30	San Jose	75	Toledo, OH	120	Canton, OH
31	Providence-Warwick-Pawtucket, RI	76	Ft. Myers-Naples-Marco Island	121	Madison, WI
32	Columbus, OH	77	Springfield, MA	122	Modesto, CA
33	Norfolk-Virginia Beach-Newport News	78	Monterey-Salinas-Santa Cruz	123	Fayetteville, NC
34	San Antonio, TX	79	Sarasota-Bradenton, FL	124	Saginaw-Bay City-Midland
35	Salt Lake City-Ogden	80	Greenville-New Bern-Jacksonville	125	Pensacola, FL
36	Indianapolis, IN	81	Baton Rouge, LA	126	Corpus Christi, TX
37	Charlotte-Gastonia-Rock Hill	82	Little Rock, AR	127	Shreveport, LA
38	Orlando	83	New Bedford-Fall River, MA	128	Beaumont-Port Arthur, TX
39	New Orleans	84	Mobile, AL	129	Boise, ID
40	Buffalo-Niagara Falls, NY	85	Stockton, CA	130	Reading, PA
41	Greensboro-Winston Salem-High Point	86	Bakersfield, CA	131	Reno, NV
42	Hartford-New Britain-Middletown	87	Spokane, WA	132	Quad Cities, IA-IL
43	Memphis	88	Columbia, SC	133	Biloxi-Gulfport-Pascagoula, MS
44	Nashville	89	Des Moines, IA	134	Stamford-Norwalk, CT
45	Las Vegas, NV	90	Wichita, KS	135	Peoria, IL

Rank Listing of Markets

Rank	Market	Rank	Market	Rank	Market
136	Atlantic City-Cape May, NJ	181	Green Bay, WI	226	Panama City, FL
137	Trenton, NJ	182	Cape Cod, MA	227	Monroe, LA
138	Appleton-Oshkosh, WI	183	Terre Haute, IN	228	Bloomington, IL
139	Huntington, WV-Ashland, KY	184	Santa Barbara, CA	229	Eau Claire, WI
140	Montgomery, AL	185	Myrtle Beach, SC	230	Battle Creek, MI
141	Newburgh-Middletown, NY	186	Chico, CA	231	Lafayette, IN
142	Utica-Rome, NY	187	Yakima, WA	232	Sussex, NJ
143	Killeen-Temple, TX	188	Merced, CA	233	Santa Fe, NM
144	Tyler-Longview, TX	189	Amarillo, TX	234	State College, PA
145	Springfield, MO	190	Waco, TX	235	Bryan-College Station, TX
146	Eugene-Springfield, OR	191	Danbury, CT	236	Altoona, PA
147	Ann Arbor, MI	192	Springfield, IL	237	Wichita Falls, TX
148	Macon, GA	193	Manchester, NH	238	Pueblo, CO
149	Rockford, IL	194	Elmira-Corning, NY	239	Columbia, MO
150	Palm Springs, CA	195	Northwest Michigan	240	Billings, MT
151	Evansville, IN	196	Santa Maria-Lompoc, CA	241	Texarkana, TX-AR
152	Erie, PA	197	Florence, SC	242	Williamsport, PA
153	Savannah, GA	198	Cedar Rapids, IA	243	Augusta-Waterville, ME
154	Salisbury-Ocean City, MD	199	Frederick, MD	244	Sioux City, IA
155	Fayetteville, AR	200	Alexandria, LA	245	Albany, GA
156	Charleston, WV	201	Richland-Kennewick-Pasco, WA	246	Watertown, NY
157	South Bend, IN	202	Medford-Ashland, OR	247	Rochester, MN
158	Wausau-Stevens Point, WI	203	Lake Charles, LA	248	Lawton, OK
159	Hagerstown-Chambersburg-Waynesboro	204	Laurel-Hattiesburg, MS	249	Grand Junction, CO
160	Poughkeepsie, NY	205	Marion-Carbondale, IL	250	Rapid City, SD
161	Binghamton, NY	206	Ft. Walton Beach, FL	251	La Crosse, WI
162	Portland, ME	207	Blacksburg-Christiansburg-Radford-Pulaski	252	San Angelo, TX
163	New London, CT	208	Fargo, ND-Moorhead, MN	253	Grand Forks, ND-MN
164	Columbus, GA	209	Sioux Falls, SD	254	Ithaca, NY
165	Anchorage, AK	210	Redding, CA	255	Harrisonburg, VA
166	Johnstown, PA	211	Laredo, TX	256	Owensboro, KY
167	Tallahassee, FL	212	Champaign, IL	257	Danville, IL
168	San Luis Obispo, CA	213	Tuscaloosa, AL	258	Bismarck, ND
169	Lincoln, NE	214	St. Cloud, MN	259	Jackson, TN
170	Ft. Smith, AR	215	Duluth, MN-Superior, WI	260	Bangor, ME
171	Kalamazoo, MI	216	Wheeling, WV	261	Great Falls, MT
172	Lubbock, TX	217	Dubuque, IA	262	Beckley, WV
173	Odessa-Midland, TX	218	Parkersburg-Marietta, WV-OH	263	Cheyenne, WY
174	Tupelo, MS	219	Winchester, VA	264	Meridian, MS
175	Waterbury, CT	220	Lima, OH	265	Casper, WY
176	Asheville, NC	221	Burlington, VT	PR	San Juan, PR
177	Topeka, KS	222	Charlottesville, VA		
178	Dothan, AL	223	Abilene, TX		
179	Morgantown-Clarksburg-Fairmont	224	Joplin, MO		
180	Wilmington, NC	225	Waterloo-Cedar Falls, IA		

Investing in Radio 1997 Market Report Overview

Introduction

This book profiles all 265 Arbitron-rated radio markets and the stations within those markets. Two new markets were added with the Spring 1997 ratings period—Santa Marie—Lompoc, CA and Sussex, NJ. The markets are arranged in rank order, ranks being assigned by Arbitron based on 12+ population in the markets. The book is ordered in this fashion to allow easy comparison of markets of similar size. There are **Market Overview** and **Competitive Overview** sections for each market.

Market Overview

The market overview section is presented on the top page(s) for each market. It has five main parts.

Market Map

The first part is a geographic orientation, containing a map of the region and a listing of the metro counties showing their respective populations. The maps were created using MapInfo software. The market city is indicated by a ♦; the city of license of other stations in the market are shown with a ▲; Cities with population greater than 50,000 but which do not have a commercial radio station are indicated with a •. They are listed for geographic location purposes only.

Market Radio Financials

The market radio financial section presents estimated gross revenues for the time period 1990 to 2000. The revenue estimates represent total time sales including local, regional and national spot sales plus political and network compensation. They do not include trade and barter, production or promotional revenues. Gross revenue est-

imates are based on several factors including retail sales growth, historical revenue trends, market development, new station entries and regional trends. BIA's direct consultation with and survey responses from station operators and group owners in many markets yield additional data. The first row of estimated gross revenues are for the five year period from 1990 to 1995. The growth rate to the right of these figures (Δ 90-95) is the compound average annual rate for that period. The second row of revenues shows the growth rate from 1995-1996 (Δ 95-96), 1996 estimated revenues and projections through 2000, and the compound average annual rate for 1996-2000 (Δ 96-00) at the end of the line. All figures are in nominal dollars.

All markets with financial data have from one to three stars located below the Estimated Gross Revenues header. These indicate BIA's confidence level for the estimated revenues. A high confidence level based on the availability of several pieces of revenue data for that market will be indicated by three stars. Markets with less data available are indicated by two stars while markets with one star reflect the lowest confidence level.

Radio market revenue to retail sales ratios and revenue per capita are presented for three periods. In addition, the estimated portion of 1996 revenue received from local and national sources is listed.

Demographic and Economic Overview

The demographic and economic overview examines historical and projected growth trends for four indicators: population, households, retail sales and effective buying income (EBI), which is after tax disposable income.

Demographic Breakdown

The demographic breakdown for the market summarizes the population dispersion by age and gender; after-tax per capita, median household and average household incomes for the market in 1995 as well as ethnic populations. Hispanic is defined by Arbitron as being of Hispanic origin or decent. Percentages for Hispanic should not be added to the other three percentages as Hispanic is included in all of the ethnic categories. In markets where the geographic definition differs from that of the Standard Metropolitan Statistical Area (SMSA), the median income figure is a weighted average of each counties' median income figure.

Please note that the demographic breakdown data and the demographic and economic overview data discussed above are for the *radio metro* as defined by Arbitron for the most recent survey period. Arbitron market ranking is based on the estimated 12+ population (i.e. the number of persons age 12 and older in the metro counties). As the geographic definition of the metro changes, the data are adjusted accordingly. Further, all data from 1990 are readjusted as well so that data from 1990, 1995, and 2000 represent the identical geography.

Comparisons of each market's growth rates with the entire country will provide useful indicators of a market's potential. Similar comparisons of average income figures for each market to national averages for 1995 will yield further insight. In addition, we have provided the national demographic breakdown by age group. **The nationwide figures are:**

1995 Population	264,900,900
1995 Retail Sales	\$2,355,241,609,000

National Growth Rates

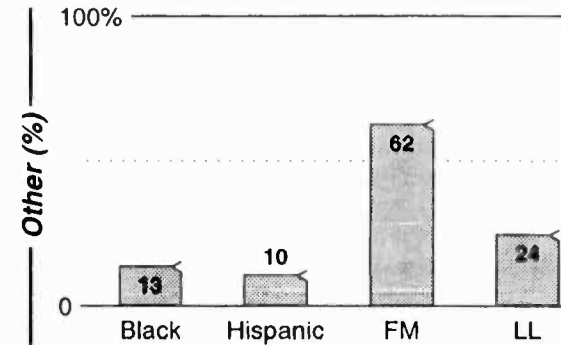
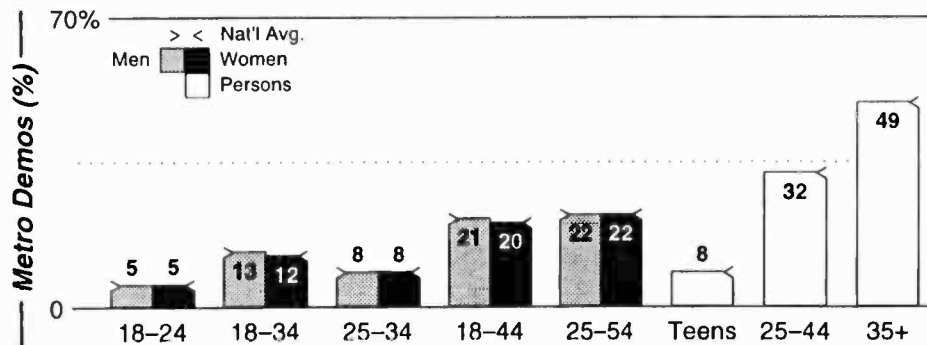
	'90-'95	'95-'00
Population	1.1%	0.8%
Households	1.0	1.4
Retail Sales	5.4	4.0
Effective Buying Income	2.5	4.0

1995 National Income

Per Capita	\$14,965
Median Household	32,238
Average Household	40,598

1995 National Demographic Breakdown

	Men	Women	Total
Under 12	9.1%	8.7%	17.7%
12-17	4.2	4.0	8.3
18-24	4.8	4.6	9.3
25-34	7.8	7.7	15.5
35-44	8.0	8.2	16.2
45-54	6.0	6.3	12.3
Over 55	9.0	11.7	20.7



Of the 263 markets profiled in *Investing In Radio 1997*, 260 markets have 1996 market revenue estimates totalling \$8.171 billion. The combined estimated population of these 260 markets is 211.1 million which represents 79.7% of the total U.S. population in 1995. Combined estimated 1995 retail sales for these markets are \$1,966.8 billion which is 83.5% of estimated total retail sales for the country. As of the end of December 1996, there were 4,857 commercial AM and 5,419 commercial FM stations licensed to operate in the U.S. Over fifty-four percent of these stations (2,497 AM and 3,068 FM) are profiled in these 260 markets with revenue estimates. The average ratio of revenue to retail sales of the combined markets for 1995 is \$3.88 per \$1,000 retail sales. The average combined revenue per capita for 1995 is \$36.17.

The demographic and income figures are based on data provided by Market Statistics, Inc. Any questions on the demographic or economic information should be directed to Market Statistics, Inc. (see *Copyrights*).

Market Summary

The fifth section is the Market Summary of the stations in the market. It lists the number of stations and the Arbitron 12+ AQH metro shares of AM stations and the FM stations by class. There is also the number of Viable FM stations; i.e. those stations with significant ratings which we feel are serious competitors in the market. The average 12+ share is calculated by dividing the total shares in each category by the number of stations in that category. In addition, BIA has calculated the local commercial share (LCS) for each category in the summary. The local commercial share adjusts for lost listening (LL on the previous graph) to non-commercial stations and stations not home to the market. This is calculated by dividing the 12+ share by the sum of the commercial station shares in the market. The Spring 1996 ratings period was used in the Market Summary.

Competitive Overview

The competitive overview is presented on the lower page(s) for each market. Each station is described on a single line. All commercial stations which are licensed to the market, or those stations belonging to other markets which receive significant ratings in the market are listed in this section in order of frequency. FM stations and AM stations are shown separately. For each station we detail:

- call letters
- city of license
- station class
- frequency
- power
- antenna height above average terrain (FM only)
- combo indicator
- owner
- date station was first came on air
- date station was last acquired (shown as yyymm)
- sales price (if sold since January 1, 1981)
- LMA indicator
- format
- estimated 1996 station revenue
- power ratio (local commercial share divided into revenue share)
- average 1996 local commercial share
- 12+ metro average quarter-hour shares (Monday-Sunday, 6:00 AM-Midnight).

In an effort to improve the quality of this publication, we estimate revenues for the leading stations in most markets. BIA's revenues estimates do not include trade/barter, production, or promotion revenues. We utilized direct mail surveys, telemarketing and computer modeling to generate these estimates. Despite this effort, we reiterate that these are just estimates and we recognize that we will be wrong in certain cases. We view these estimates, however, as an important enhancement to the

book and hope that through your participation, we will become more accurate in this area over time.

In addition to station revenue estimates, we have also calculated power ratios for those stations. This was calculated by determining the estimated revenue share for the station (station revenues divided by market revenues) and dividing this by the local commercial share. The local commercial share is the average share for the prior 12-month period adjusted for lost listening to out-of-market and non-commercial stations.

There are eight ratings periods profiled. Audience share data are generated by the Arbitron Ratings Company (see *Copyrights*). Format and LMA information is based on FCC data, announcements in trade publications and direct contact with the stations. In some instances, AM stations which are not part of a combo and have not received ratings for several periods are listed below by calls only by the heading "Other AM Stations." Finally, any new allocations through either Docket 80-90 or other FCC rule-making are listed at the bottom of the competitive overview.

Because the actual sales price of a station or group may vary from the reported price, caution should be exercised with respect to the use of these data. We have attempted to include the most recent ownership transfer activity from 1981 to a point approximately two weeks prior to publication. Some sales prices have not been included due to lack of available documentation. If a sale was proposed but not approved two weeks prior to publication, the owner listed is the proposed purchaser. You will notice special code letters adjacent to some of the listed sales prices. Please see the *Keys & Codes* section for explanation of these symbols.

We have not allocated the reported sales price for group sales among the individual stations in the group because

we believe that this may lead to incorrect valuation estimates for the individual stations. A listing of group sales since 1981 follows the Cross Market Analyses at the back of the book.

If there has been a change since the last edition was printed, the station will be preceded by a bullet. One can now tell at a glance what stations, if any, in a given market have had a change. This could be any combination of new call sign, technical facility upgrade, different format, new LMA or change in ownership.

Special Note for San Juan, Puerto Rico

These estimates are compiled by Asesores, Inc of San Juan. This market is rated only three times per year in March, June and October. The headings for this market reflect the ratings month rather than the season as rated by Arbitron. The June ratings period is the one used for the market summary section as it most closely compares to the Spring book used for all Arbitron markets.

Questions about the *Investing in Radio* 1997 Market Report or other BIA publications should be directed to BIA Publications, Inc., 15120 Enterprise Court, Suite 1000, Chantilly, VA 20151, or telephone (703) 818-2425.

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Market Statistics, Inc.

The market demographic and economic section is based on data prepared by Market Statistics, Inc. Any questions or comments regarding these data should be directed to:

Market Statistics, Inc.
633 Third Avenue
New York, NY 10017

Every effort has been made to ensure the accuracy of the information in this publication. However, any errors detected or called to our attention, which in our opinion are material, will be corrected in future releases.

Keys & Codes

General

cp	A "cp" following the Power column indicates that the station has a construction permit to change frequency, power, or its antenna height to upgrade its technical facilities. The station is also authorized to operate at the indicated power or height for testing purposes.
EBI	Effective Buying Income
HAAT	Height Above Average Terrain for the transmitter antenna
LCS	Local Commercial Share - Adjusts for lost listening to non-commercial and out-of-market stations. Calculated by dividing the station share by the sum of shares of all commercial stations in the market.
LMA	Local Marketing Agreement
Power Ratio	Comparison of revenue share to audience share. Calculated by dividing the station revenue by market revenue; then dividing the result by the local commercial share (LCS).

Codes under "C" in header

The letter codes under the "C" heading indicate a combo or duopoly. All AM and FM stations with the same owner will have the same letter code.

Codes under "LMA" header

The numeric codes under the "LMA" heading indicate which stations are operating under an LMA.

Codes for Sales Price

ac	Combo sale in adjacent market
al	Station sold for assumption of liabilities
c#	AM/FM combo sale. The combo price is listed with the FM station. The number following the "c" identifies the AM/FM combo involved. The AM and FM station will have the same number following the "c".
d#	Duopoly sale of two or more stations in the same service, either two FM's or two AM's.
d	Distress sale
dn	Donation
e	Estimated sales price
g	Group sale. If a combo is involved, a number following the "g" will indicate the combo in that market. The AM and FM station will have the same number following the "g".
na	No price available
nc	No cash consideration
p	Proposed sale
st	Transfer of stock or partnership interest
sw	Station swap
+	Plus additional considerations, (e.g., assumption of debt)

Formats for Radio Stations

The formats listed for stations in the Competitive Overview section of *Investing in Radio*, abbreviated where necessary, are as descriptive as possible given the space available in which to print them. These formats fall into one of the following sixteen major format categories:

Major Format Categories

- Adult Contemporary
- Album Oriented Rock/Classic Rock
- Contemporary Hit Radio/Top 40
- Classical
- Country
- Dark - Not on air
- Easy Listening/Beautiful Music
- Ethnic
- Jazz/New Age
- Miscellaneous
- Middle of the Road
- Nostalgia/Big Band
- News/Talk
- Oldies
- Religion
- Spanish
- Urban

Abbreviations are often used for formats in the Competitive Overview section. These abbreviations may appear by themselves or combined with other format abbreviations. The abbreviations and their expansions are listed in the following table:

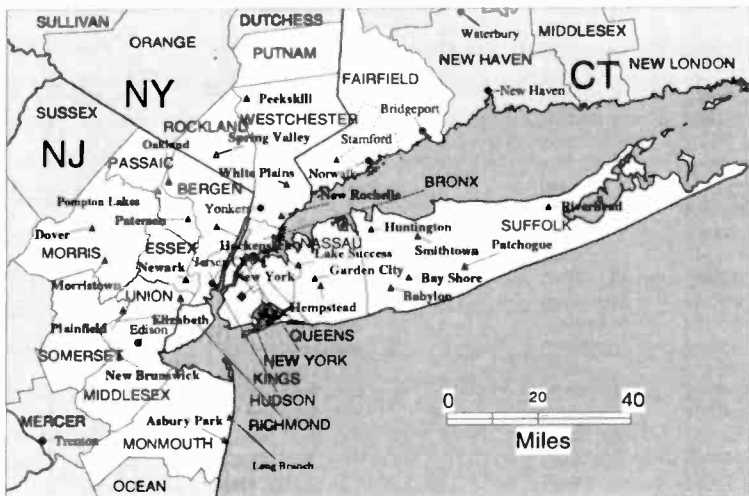
Format Abbreviation	Expansion
AC	Adult Contemporary
AOR	Album Oriented Rock
BB	Big Band
Btfl Music	Beautiful Music
Bus News	Business News
CHR	Contemporary Hit Radio
Chrs	Christian
ChrsContemp	Christian Contemporary
Clas or Class	Classical
Clsc Hits	Classic Hits
Clsc Rock	Classic Rock
Cnty or Cntry	Country
Contemp	Contemporary
Easy	Easy Listening
Gospl	Gospel
Info	Information
Ins or Insp	Inspirational
MOR	Middle of the Road
Nostalg	Nostalgia
New or Nws	News
Old or Olds	Oldies
NAC	New Adult Contemporary
R&B	Rhythm & Blues
Relig Music	Religious Music
Rck	Rock
Span	Spanish
Spt or Spts	Sports
Tk or Tlk	Talk
Urb or Urbn	Urban

The following table lists all formats as they appear in the Competitive Overview section of *Investing in Radio* and the major format category to which they belong:

<u>Format</u>	<u>Major Format Category</u>	<u>Format</u>	<u>Major Format Category</u>	<u>Format</u>	<u>Major Format Category</u>	<u>Format</u>	<u>Major Format Category</u>
70s Hits	Oldies	Chrstrn/Span	Spanish	Mexican	Spanish	Rock AC	Rock
70s Oldies	Oldies	Chrstrn/Cntry	Religion	Mix AC	Adult Contemporary	Rock/Oldies	Rock
AAA	Album Oriented Rock/Classic Rock	Classc/Nws	Classical	Modern AC	AC	Rock/Rap	Rock
AAA/NAC	Album Oriented Rock/Classic Rock	Class/Jazz	Classical	Modern Rock	Rock	Rock/Rhythm	Rock
AAA/Talk	Album Oriented Rock/Classic Rock	Classic MOR	Middle of the Road	Motivationl	News/Talk	Rock/Span	Rock
AC	Adult Contemporary	Classical	Classical	NAC	Jazz/New Age	Shopping	Miscellaneous
AC/AOR	Adult Contemporary	Clsc Hits	Rock	NAC/Jazz	Jazz/New Age	Show Tunes	Variety
AC/CHR	Adult Contemporary	Clsc Rck/AC	Rock	NAC/Soft AC	Jazz/New Age	Smooth Jazz	Jazz/New Age
AC/Country	Adult Contemporary	Clsc Rock	Rock	New Age	Jazz/New Age	Soft AC	Easy Listening/Beautiful Music
AC/MOR	Adult Contemporary	Cntry/Gospl	Country	New Rock	Rock	Soft Hits	Easy Listening/Beautiful Music
AC/News	Adult Contemporary	Cntry/Polka	Country	News	News/Talk	Soft Jazz	Jazz/New Age
AC/Nws/Info	Adult Contemporary	Cntry/Urban	Country	News/Info	News/Talk	Soft Rock	Adult Contemporary
AC/Nws/Olds	Adult Contemporary	Cntry/Varily	Country	News/Inspir	News/Talk	Span/Cntry	Spanish
AC/Nws/Spts	Adult Contemporary	Comedy	Miscellaneous	News/Jazz	News/Talk	Span/Ethnic	Spanish
AC/Nws/Talk	Adult Contemporary	Country	Country	News/MOR	News/Talk	Span/MOR	Spanish
AC/Oldies	Adult Contemporary	Country/CHR	Country	News/Nostal	News/Talk	Span/News	Spanish
AC/Sports	Adult Contemporary	Country/Nws	Country	News/Oldies	News/Talk	Span/Oldies	Spanish
AC/Talk	Adult Contemporary	Country/Old	Country	News/Sports	News/Talk	Span/Portg	Ethnic
AC/Tlk/Spts	Adult Contemporary	Country/Rck	Country	News/Talk	News/Talk	Span/Talk	Spanish
AOR	Album Oriented Rock	Country/Tlk	Country	Nostalgia	Nostalgia/Big Band	Span/Urban	Spanish
AOR/ClscRck	Album Oriented Rock	DARK	Station not on air	Nstlg/Spts	Nostalgia/Big Band	Spanish	Spanish
AOR/Talk	Album Oriented Rock	Dance	Contemporary Hit Radio/Top 40	Nws/Inf/Jaz	News/Talk	Sports	News/Talk
Adlt Stndrd	Nostalgia/Big Band	Diverseø	Miscellaneous	Nws/Inf/MOR	News/Talk	Sports/Cnty	News/Talk
Adult CHR	Contemporary Hit Radio/Top 40	Easy	Easy Listening/Beautiful Music	Nws/Spts/Tk	News/Talk	Sports/News	News/Talk
Adult Hits	Oldies	Easy/Nostlg	Easy Listening/Beautiful Music	Nws/Talk/AC	News/Talk	Sports/Olds	News/Talk
Adult Rock	Rock	Eclectic	Miscellaneous	Nws/Tk/Cnty	News/Talk	Sports/Talk	News/Talk
Adult Trad	Middle of the Road	Education	Miscellaneous	Nws/Tk/Gspl	News/Talk	Talk	News/Talk
Alternative	Rock	Ethnic	Ethnic	Nws/Tk/Info	News/Talk	Talk/AC	News/Talk
Asian	Ethnic	Ethnic/AC	Ethnic	Nws/Tk/Nost	News/Talk	Talk/CHR	News/Talk
Reach	Oldies	Ethnic/Talk	Ethnic	Nws/Tk/Olds	News/Talk	Talk/Easy	News/Talk
Big Band	Nostalgia/Big Band	Folk	Miscellaneous	Nws/Tk/Spts	News/Talk	Talk/Ethnic	News/Talk
Big Band/AC	Nostalgia/Big Band	FullService	Middle of the Road	Oldies	Oldies	Talk/Info	News/Talk
Big Band/FS	Nostalgia/Big Band	Gospel	Religion	Oldies/AC	Oldies	Talk/Nostlg	News/Talk
BigBand/Spt	Nostalgia/Big Band	Gospel/AC	Religion	Oldies/AOR	Oldies	Talk/Oldies	News/Talk
BigBand/Tlk	Nostalgia/Big Band	Gospel/Insp	Religion	Oldies/Blck	Urban	Talk/Sports	News/Talk
Bilingual	Ethnic	Gospel/R&B	Religion	Oldies/CHR	Oldies	Tejano	Spanish
Black	Urban	Gospel/Talk	Religion	Oldies/Info	Oldies	Tk/Spts/Old	News/Talk
Black AC	Urban	Greek	Ethnic	Oldies/Rock	Oldies	Top 40	Contemporary Hit Radio/Top 40
Black Gospl	Religion	Hawaiian	Ethnic	Oldies/Spts	Oldies	Top 40/Gspl	Contemporary Hit Radio/Top 40
Black Talk	Urban	Health	Miscellaneous	Oldies/Talk	Oldies	TouristInfo	News/Talk
Blue Grass	Country	Hot AC	Adult Contemporary	Olds/Nws/Tk	Oldies	TrafficInfo	News/Talk
Bright AC	Adult Contemporary	Info/Sports	News/Talk	Polish	Ethnic	Travel Info	News/Talk
Btl Music	Easy Listening/Beautiful Music	Information	News/Talk	Polka	Miscellaneous	Urb Chrstrn	Religion
Bus News	News/Talk	Inspiraton	Religion	Portuguese	Ethnic	Urb Insprtn	Religion
Bus/Finan	News/Talk	Internal'l	Ethnic	Progressive	Rock	Urb/Gospel	Urban
BusNws/Spts	News/Talk	Japanese	Ethnic	Public	Public - Non Commercial Station	Urban	Urban
CHR	Contemporary Hit Radio/Top 40	Jazz	Jazz/New Age	Public Svc	News/Talk	Urban AC	Urban
CHR/AC	Contemporary Hit Radio/Top 40	Jazz/AC	Jazz/New Age	R&B Oldies	Urban	Urban Rap	Urban
CHR/Dance	Contemporary Hit Radio/Top 40	Jazz/Gospel	Jazz/New Age	Ranchera	Spanish	Urban/Olds	Urban
CHR/Rhythmc	Contemporary Hit Radio/Top 40	Korean	Ethnic	Rck/Clsc/Jz	Rock	Urban/Rap	Urban
CHR/Rock	Contemporary Hit Radio/Top 40	Korean/Span	Ethnic	Relig/Music	Religion	Urban/Talk	Urban
CHR/Urban	Contemporary Hit Radio/Top 40	Lite AC	Easy Listening/Beautiful Music	Relig/Farm	Religion	Variety	Miscellaneous
Children	Miscellaneous	Lite Rock	Adult Contemporary	Religion	Religion	Variety Hit	Miscellaneous
Christian	Religion	MOR	Middle of the Road	Rhythm/Blue	Urban	Variety/Tlk	News/Talk
Chrstrn/MOR	Religion	MOR/Country	Middle of the Road	Rock	Rock	Weather	News/Talk
ChrsContemp	Religion	MOR/Nosialg	Middle of the Road	Rock & Roll	Rock		
Chrstrn Talk	Religion	MOR/Talk	Middle of the Road				

Metro Rank: 1
Revenue Rank: 2

New York Market Overview



Metro Counties

Fairfield, CT	340.3	Bronx, NY	1183.5
Bergen, NJ	845.1	Kings, NY	2251.2
Essex, NJ	766.0	Nassau, NY	1300.4
Hudson, NJ	554.8	New York, NY	1517.3
Middlesex, NJ	698.4	Putnam, NY	90.4
Monmouth, NJ	585.9	Queens, NY	1961.9
Morris, NJ	445.8	Richmond, NY	399.9
Passaic, NJ	464.4	Rockland, NY	278.3
Somerset, NJ	267.6	Suffolk, NY	1352.6
Union, NJ	500.9	Westchester, NY	890.9

16,695.6

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$353,300	349,000	348,000	374,000	428,800	462,100	5.5%
★ ★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	9.8%	\$507,200	530,000	559,200	592,700	631,300	5.6%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$2.95/1,000	\$3.44/1,000	\$4.09/1,000	Local	80%		
Revenue/Capita	\$21.35	\$27.68	\$37.66	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	16,547.0	16,695.6	0.2%	16,695.6	16,762.9	0.1%
Households	6,062.6	6,042.8	-0.1%	6,042.8	6,080.5	0.1%
Retail Sales	119,778.7	134,153.5	2.3%	134,153.5	154,260.4	2.8%
EBI	297,073.9	304,232.8	0.5%	304,232.8	356,757.5	3.2%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	7,987.4	1,334.0	648.8	757.7	1,327.5	1,324.5	1,054.3	1,540.6
Women (000)	8,708.2	1,277.7	624.9	755.0	1,337.7	1,425.7	1,175.0	2,112.2
Total	16,695.6	2,611.7	1,273.7	1,512.7	2,665.3	2,750.2	2,229.3	3,652.7
Percentage	100.0%	15.6%	7.6%	9.1%	16.0%	16.5%	13.4%	21.9%
Per Capita	\$18,222	Median Household		\$39,755	Avg Household		\$50,346	
Ethnic Population:	White 70.7%	Black 22.3%	Asian 6.3%	Hispanic 18.1%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	14	21		16	35	34	69
Tot 12+	3.8	60.9		57.1	64.7	22.8	87.5
Avg 12+	0.3	2.9		3.6	1.8	0.7	1.3
Tot LCS	4.3	69.6		65.3	73.9	26.1	100.0
Avg LCS	0.3	3.3		4.1	2.1	0.8	1.4

MARKET: New York

METRO RANK: 1

Competitive Overview

Some stations also rated in markets (15), (47) and (101).

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996 Revenue (000)	Power Ratio	Arbitron 12+ Metro Shares (see rights)										
														Avg '96 Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995		
WXRK	New York	B	92.3	6.0	1362	a CBS Corporation	51	9612		g1	Modern Rock	30,650	1.63	3.7	3.5	3.8	3.6	3.6	3.4	3.0	2.9	3.6		
WLIR	Garden City	A	92.7	1.0	522	Ronald J Morey Radio	59				Nostalgia	n/a		0.4	0.5	0.4	0.3	0.3	0.4	0.3	0.3	0.3		
WPAT	Paterson	B	93.1	5.4	1421	i Spanish Bcstg System	57	9608	83,500		Korean	11,000	0.66	3.3	2.8	3.2	3.4	2.9	3.2	2.8	3.3	2.3		
WRTN	New Rochelle	A	93.5	3.0	331	j Hudson Westchester	53				Nostalgia			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WJLK	Asbury Park	A	94.3	1.3	499	Nassau Bcstg Ptrs LP	47	9610	See (47)		Hot AC	n/a		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WMJC	Smithtown	A	94.3	1.3	299	o Barnstable Bcstg Inc	61	9708	See (15)		Country	n/a		0.1	0.3	0.3	0.0	0.3	0.3	0.0	0.1	0.0		
WFME	Newark	B	94.7	37.0	571	Family Stations Inc	47	6603			Christian			0.7	0.6	1.0	0.5	0.9	0.5	0.6	0.6	0.6		
WPLJ	New York	B	95.5	6.7	1335	c ABC Radio Inc	60	9602		g2	Hot AC	25,700	1.30	3.9	2.8	2.6	2.6	3.0	2.9	3.4	3.4	4.1		
WQXR	New York	B	96.3	6.0	1362	d New York Times Co	39				Classical	11,900	0.81	2.9	2.2	2.9	3.0	3.0	2.1	2.8	2.8	2.6		
WKHL	Stamford	A	96.7	3.0	328	Atlantic Star	47	9606	See (134)		Oldies	n/a		0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0		
WQHT	New York	B	97.1	6.7	1339	l Emmis Bcstg Corp	61	8809		g 1	CHR/R&B	22,400	0.65	6.8	6.2	6.1	6.1	5.7	6.3	5.8	5.4	6.1		
WALK	Patchogue	B	97.5	39.0	554	h Chancellor Media	52	9705	See (15)		AC	n/a		1.2	0.9	1.0	1.0	1.0	1.1	1.1	1.1	1.1		
WSKQ	New York	B	97.9	6.0	1362	i Spanish Bcstg System	50	8901	55,500		Spanish	18,300	0.71	5.1	5.1	4.3	4.4	4.3	4.2	3.6	4.4	5.5		
WKJY	Hempstead	A	98.3	3.0	328	o Barnstable Bcstg Inc	47	8412	See (15)		AC	n/a		0.6	0.5	0.4	0.5	0.4	0.5	0.4	0.6	0.5		
WMGQ	New Brunswick	A	98.3	1.2	525	e Greater Media	47				Rock AC	6,000	3.94	0.3	0.3	0.3	0.4	0.0	0.0	0.3	0.4	0.3		
WRKS	New York	B	98.7	6.0	1362	l Emmis Bcstg Corp	41	9411		st 1	Rhythm/Blue	26,850	1.00	5.3	4.6	4.1	4.3	4.3	4.0	4.7	5.1	4.9		
WHTZ	Newark	B	100.3	6.0	1362	h Chancellor Media	61	9705		g5	CHR	14,600	0.82	3.5	4.3	3.5	3.1	2.5	2.7	2.8	3.1	3.8		
WHUD	Peekskill	B	100.7	50.0	499	r Albany Bcstg Co Inc	58	9701	20,000	c2	AC	5,000	1.64	0.6	0.4	0.4	0.5	0.4	0.7	0.5	0.4	0.4		
WCBS	New York	B	101.1	6.8	1326	a CBS Corporation	41	9511		g4	Oldies	30,700	1.08	5.6	4.7	4.7	4.4	4.5	4.9	5.0	4.9	4.9		
WQCD	New York	B	101.9	3.3	1421	l Emmis Bcstg Corp	45	9707	150,000p	1	NAC/Jazz	17,300	0.95	3.6	3.2	3.4	3.1	3.3	3.0	2.9	3.5	3.1		
WBAB	Babylon	A	102.3	3.0	269	p Chancellor Media	58	9705	See (15)		AOR	n/a		0.5	0.5	0.4	0.5	0.4	0.5	0.5	0.4	0.4		
WNEW	New York	B	102.7	50.0 cp	282	a CBS Corporation	58	8912		g	Clsc Rock	14,150	1.39	2.0	1.8	1.6	1.8	1.2	1.7	1.9	1.7	1.7		
WBZO	Bay Shore	A	103.1	3.0	285	Barnstable Bcstg Inc	93	9705	12,450		Oldies	n/a		0.5	0.4	0.5	0.4	0.6	0.4	0.5	0.4	0.5		
WKTU	Lake Success	B	103.5	5.4	1417	h Chancellor Media	40	9705		g5	CHR/Rhythmc	20,000	0.73	5.4	4.7	4.7	4.8	6.2	6.8	6.7	3.4	1.9		
WFAS	White Plains	A	103.9	0.6	669	b BBR Corp	47	9710		p d1	AC	4,500	4.44	0.2	0.0	0.0	0.0	0.4	0.3	0.0	0.4	0.0		
WRCN	Riverhead	A	103.9	1.5	466	o Barnstable Bcstg Inc	62	9708	See (15)		Clsc Rock	n/a		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0		
WAXQ	New York	B	104.3	6.0	1362	h Chancellor Media	56	9707		g6	Clsc Rock	8,550	0.80	2.1	1.9	2.0	2.1	2.3	2.0	1.7	1.8	1.9		
WNSR	New York	B	105.1	6.0	1362	h Chancellor Media	53	9707		p sw	Hot AC	18,800	1.20	3.1	1.6	1.5	1.5	1.9	2.4	2.4	3.1	3.0		
WDHA	Dover	A	105.5	1.0	564	q Northern NJ Radio LP	61	9105	See (101)		AOR			0.3	0.3	0.4	0.3	0.0	0.0	0.3	0.4	0.3		
WNWK	Newark	B1	105.9	2.5	722	n Multicultural Bcstg	62	8309			Ethnic	2,000	0.66	0.6	0.8	0.7	0.7	0.5	0.5	0.4	0.5	0.6		
WBLI	Patchogue	B	106.1	48.5	499	p Chancellor Media	58	9705	See (15)		Hot AC	n/a		0.6	0.6	0.7	0.6	0.5	0.5	0.5	0.5	0.6		
WZZN	Mt Kisco	A	106.3	1.4	440	b BBR Corp	64	9710		p d1	Clsc Rock			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WLTW	New York	B	106.7	6.0	1362	h Chancellor Media	61	9707		g6	Lite AC	30,300	1.07	5.6	6.4	6.0	5.7	5.9	4.5	5.1	5.4	4.6		
WXY	Briarcliff Manor	A	107.1	0.9	591	k Odyssey Comm Inc	60				Country	1,600		0.0	0.6	0.7	0.5	0.0	0.0	0.0	0.0	0.0		
WVZY	Long Branch	A	107.1	2.3	371	k Odyssey Comm Inc	60	9702	See (47)		Country	n/a		0.0	0.5	0.4	0.3	0.0	0.0	0.0	0.0	0.0		
WBLS	New York	B	107.5	4.2	1362	g Inner City Bcstg	65				Urban	11,500	0.67	3.4	2.5	2.7	2.9	3.0	3.2	2.9	2.8	2.9		
														72.0	65.5	64.7	63.7	63.3	62.9	62.9	63.4	62.5		
# FM Stations - 36						# Combos - 31						FM TOTALS												

• Indicates a change since last edition.

METRO RANK: 1

Metro Rank: 1

Revenue Rank: 2

New York Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$353,300	349,000	348,000	374,000	428,800	462,100	5.5%
★ ★							
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$2.95/1,000	\$3.44/1,000	\$4.09/1,000	Local	80%		
Revenue/Capita	\$21.35	\$27.68	\$37.66	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	16,547.0	16,695.6	0.2%	16,695.6	16,762.9	0.1%
Households	6,062.6	6,042.8	-0.1%	6,042.8	6,080.5	0.1%
Retail Sales	119,778.7	134,153.5	2.3%	134,153.5	154,260.4	2.8%
EBI	297,073.9	304,232.8	0.5%	304,232.8	356,757.5	3.2%

Metro Counties

Fairfield, CT	340.3	Bronx, NY	1183.5
Bergen, NJ	845.1	Kings, NY	2251.2
Essex, NJ	766.0	Nassau, NY	1300.4
Hudson, NJ	554.8	New York, NY	1517.3
Middlesex, NJ	698.4	Putnam, NY	90.4
Monmouth, NJ	585.9	Queens, NY	1961.9
Morris, NJ	445.8	Richmond, NY	399.9
Passaic, NJ	464.4	Rockland, NY	278.3
Somerset, NJ	267.6	Suffolk, NY	1352.6
Union, NJ	500.9	Westchester, NY	890.9

			16,695.6

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	7,987.4	1,334.0	648.8	757.7	1,327.5	1,324.5	1,054.3	1,540.6
Women (000)	8,708.2	1,277.7	624.9	755.0	1,337.7	1,425.7	1,175.0	2,112.2
Total	16,695.6	2,611.7	1,273.7	1,512.7	2,665.3	2,750.2	2,229.3	3,652.7
Percentage	100.0%	15.6%	7.6%	9.1%	16.0%	16.5%	13.4%	21.9%
Per Capita	\$18,222	Median Household		\$39,755	Avg Household		\$50,346	
Ethnic Population:	White 70.7%	Black 22.3%	Asian 6.3%	Hispanic 18.1%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	14	21		16	35	34	69
Tot 12+	3.8	60.9		57.1	64.7	22.8	87.5
Avg 12+	0.3	2.9		3.6	1.8	0.7	1.3
Tot LCS	4.3	69.6		65.3	73.9	26.1	100.0
Avg LCS	0.3	3.3		4.1	2.1	0.8	1.4

Competitive Overview

Some stations also rated in markets (15), (47) and (101).

AM Stations

Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996 Revenue (000)	Power Ratio	Avg '96 Local Comm Sh	Arbitron 12+ Metro Shares (see rights)														
				Power (kW)	Power (kW)											Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995							
WMCA	New York	111	570	50.0	cp30.00	m	Salem Comm Corp	25	8909	15,000		Christian	1,000	0.66	0.3	0.3	0.5	0.3	0.0	0.4	0.3	0.3	0.0							
WJWR	Jersey City	111	620	3.0	cp 7.60		One-On-One Sports	48	9709		g	Sports/Talk	3,000	0.99	0.6	0.3	0.3	0.4	0.4	0.3	0.6	0.5	0.8							
WFAN	New York	11	660	50.0	50.00	a	CBS Corporation	22	9612		g1	Sports	42,300	2.78	3.0	2.9	2.5	2.5	2.9	2.7	2.3	2.6	2.9							
WOR	New York	1	710	50.0	50.00		Buckley Bcstg Corp	22	8809	24,000		News/Talk	17,050	0.91	3.7	3.2	3.6	3.4	3.4	3.4	3.8	2.8	2.8							
WGSM	Huntington	11	740	25.0	0.04	o	Barnstable Bcstg Inc	51	9708	See (15)		Country	n/a		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WABC	New York	1	770	50.0	50.00	c	ABC Radio Inc	21	9602		g2	Nws/Tk/Spts	22,500	1.06	4.2	3.2	2.7	3.1	2.9	3.3	3.4	3.6	4.5							
WCBS	New York	1	880	50.0	50.00	a	CBS Corporation	24	9511		g4	News	27,350	1.38	3.9	3.2	3.1	3.4	3.0	3.2	3.1	3.7	3.7							
WRKL	New City	111	910	1.0	0.07	k	Odyssey Comm Inc	64				News/Info	1,500		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1							
WPAT	Paterson	111	930	5.0	5.00	f	Heftel Bcstg Corp	41	9604	19,500		AC/Tlk/Spts	6,000		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WMDJ	Hackensack	111	970	5.0	5.00	m	Salem Comm Corp	21	9406		g	ChrContemp			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WINS	New York	11	1010	50.0	50.00	a	CBS Corporation	24	6207			News	32,100	1.51	4.2	3.6	3.5	3.7	3.4	3.7	3.6	3.8	3.5							
WEVD	New York	11	1050	50.0	50.00		Forward Bcstg Inc	22	8901	23,000		News/Talk			0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0							
WHLI	Hempstead	11	1100	10.0	0.00	o	Barnstable Bcstg Inc	47	8412	See (15)		MOR	n/a		0.6	0.4	0.5	0.6	0.7	0.5	0.5	0.7	0.5							
WBBR	New York	1	1130	50.0	50.00		Bloomberg Comm Inc	34	9211	13,580		News	2,500	1.23	0.4	0.4	0.3	0.5	0.5	0.4	0.3	0.4	0.3							
WVJN	Oakland	11	1160	20.0	2.50		Universal Bcstg	93				Nostalgia			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WLIB	New York	11	1190	10.0	cp30.00	g	Inner City Bcstg	42	7207	3,400		Talk	5,600	0.85	1.3	1.5	0.9	1.0	1.0	1.1	1.0	1.2	1.2							
WFAS	White Plains	1V	1230	1.0	1.00	b	BBR Corp	32	9710		p d1	Nws/Tk/Spts			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WMTR	Morristown	111	1250	5.0	1.00	q	Northern NJ Radio LP	48	9105	See (101)		Nostalgia			0.3	0.0	0.3	0.3	0.3	0.4	0.3	0.3	0.0							
WADO	New York	111	1280	50.0	cp 5.00	f	Heftel Bcstg Corp	34	9508		g	Spanish	8,500	0.76	2.2	1.8	1.9	2.0	1.9	1.6	1.9	2.0	2.3							
WLIR	Spring Valley	111	1300	0.5	0.08		Glicken Bcstg Inc	65	9702	285p		Nostalgia			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WWRV	New York	111	1330	5.0	5.00		Radio Vision	72	8906	13,000		Ethnic			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WALK	Patchogue	111	1370	0.5	0.10	h	Chancellor Media	52	9705	See (15)		AC	n/a		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WKDM	New York	111	1380	5.0	5.00	n	Multicultural Bcstg	27	9501	6,940		Ethnic			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WLNA	Peekskill	111	1420	5.0	1.00	r	Albany Bcstg Co Inc	48	9701		c2	News/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WNJR	Newark	111	1430	5.0	5.00		PAR Holdings LLC	47	9603		st	Ethnic			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WCTC	New Brunswick	1V	1450	1.0	1.00	e	Greater Media	46	5705			Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WVOX	New Rochelle	111	1460	0.5	0.12	j	Hudson Westchester	50				Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WZRC	New York	111	1480	5.0	5.00		PAR Holdings LLC	25	9706	13,000p		Korean			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WGHT	Pompton Lakes	11	1500	1.0	0.00		Mariana Bcstg Inc	64				Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WPUT	Brewster	11	1510	1.0	0.00		Atlantic Star	58	9603		g	Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WQEW	New York	1	1560	50.0	50.00	d	New York Times Co	36	4402			Adlt Stndrd	4,000	0.34	2.3	1.8	2.1	1.8	1.9	2.1	1.9	2.2	2.0							
WERA	Plainfield	111	1590	0.5	0.50	s	Unity Bcstg Network	61	9611	1,000		DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WURL	New York	111	1600	25.0	cp 5.00	s	Unity Bcstg Network	26	8206	1,985		Urban/Olds	2,000	0.56	0.7	0.4	0.6	0.6	0.5	0.7	0.5	0.8	0.6							
WJDM	Elizabeth	11	1660	10.0	1.00		Global Bcstg Co	70	9706		p g	Children			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
																# AM Stations - 34	# Combos - 22	AM TOTALS				27.8	23.0	22.8	23.6	22.8	23.8	23.8	24.9	25.2
																Stations Profiled - 70	# Duopolies - 19	Total Local Commercial Share				88.5	87.5	87.3	86.1	86.7	86.7	88.3	87.7	

* Indicates a change since last edition.

Metro Rank: 2

Revenue Rank: 1

Los Angeles Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$444,000	440,000	424,000	442,000	482,900	513,200	2.9%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.2%	\$540,000	562,700	592,000	624,500	662,000	5.2%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.97/1,000	\$5.56/1,000	\$7.15/1,000	Local	76%		
Revenue/Capita	\$38.88	\$43.15	\$54.99	National	24%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	11,419.0	11,892.5	0.8%	11,892.5	12,039.5	0.2%
Households	3,867.0	3,898.6	0.2%	3,898.6	3,887.6	-0.1%
Retail Sales	89,308.9	92,319.5	0.7%	92,319.5	92,644.2	0.1%
EBI	182,194.6	173,860.0	-0.9%	173,860.0	180,701.5	0.8%

Metro Counties

Los Angeles, CA	9,245.3
Orange, CA	2,647.2

	11,892.5

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	5,947.1	1,117.6	498.0	684.9	1,110.9	968.9	695.2	871.6
Women (000)	5,945.4	1,068.4	469.0	593.9	1,003.9	970.2	715.7	1,124.3
Total	11,892.5	2,186.0	967.0	1,278.8	2,114.8	1,939.1	1,410.9	1,995.8
Percentage	100.0%	18.4%	8.1%	10.8%	17.8%	16.3%	11.9%	16.8%
Per Capita	\$14,619	Median Household		\$35,000	Avg Household		\$44,595	
Ethnic Population:	White	76.8%	Black	9.5%	Asian	13.2%	Hispanic	40.0%

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	15	22		18	37	28	65
Tot 12+	7.3	60.9		55.8	68.2	20.2	88.4
Avg 12+	0.5	2.8		3.1	1.8	0.7	1.4
Tot LCS	8.3	68.9		63.1	77.1	22.9	100.0
Avg LCS	0.6	3.1		3.5	2.1	0.8	1.5

Competitive Overview

Some stations also rated in Riverside (26).

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales		1996 Revenue (000)	1996 Power Ratio	Avg '96 Local Cmm Sh	Arbitron 12+ Metro Shares (see rights)												
										Price (000)	LMA Format				Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995					
KKBT	Los Angeles	B	92.3	42.0	2910	h	Chancellor Media	48	9705	g7	Urban	26,100	0.95	5.1	4.0	4.5	5.5	4.9	5.0	5.0	4.2	4.0					
KLIT	Avalon	A	92.7	6.0 cp	148		Amaturo Group Ltd	94	9512		AC	600		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
KCBS	Los Angeles	B	93.1	28.5	3498	a	CBS Corporation	48	9511	g4	Clsc Rock	22,700	1.62	2.6	1.9	2.6	2.8	1.9	2.3	2.4	2.3	2.4					
KFOX	Redondo Beach	A	93.5	3.0	174	e	Chagal Comm	61	9308		Korean	9,800		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
KZLA	Los Angeles	B	93.9	18.5	3137		Bonneville Intl	57	9708	p sw	Country	13,900	1.17	2.2	2.5	2.5	2.1	2.9	2.1	2.0	2.0	1.6					
KIKF	Garden Grove	A	94.3	3.0	246		Astor Bcst Group	61	7607		Country	1,400		0.4	0.4	0.4	0.5	0.3	0.4	0.4	0.3	0.4					
KBUA	San Fernando	A	94.3	3.0	95	k	Liberman Bcstg Inc	58	9701		Country	10,800		0.2	0.1	0.3	0.1	0.0	0.2	0.1	0.3	0.2					
KTWV	Los Angeles	B	94.7	58.0	2832	a	CBS Corporation	61	8912	g	Smooth Jazz	23,200	1.10	3.9	3.6	3.4	3.8	3.6	3.5	3.5	3.7	3.2					
KLOS	Los Angeles	B	95.5	61.0	3130	b	ABC Radio Inc	47	9602	g1	AOR	25,650	1.64	2.9	2.0	2.2	2.3	2.0	2.5	2.7	2.6	2.4					
KEZY	Anaheim	A	95.9	2.4	328	j	M.L. Media LP	61	8911	c1	Hot AC	3,000	1.39	0.4	0.0	0.0	0.0	0.0	0.3	0.3	0.4	0.5					
KFSG	Los Angeles	B	96.3	54.0	479		Int'l Foursquare Ch	49			Christian			0.4	0.5	0.5	0.3	0.4	0.3	0.3	0.3	0.4					
KWIZ	Santa Ana	A	96.7	3.0	207	k	Liberman Bcstg Inc	47	9612		Ethnic	11,200		0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0					
KLSX	Los Angeles	B	97.1	21.0	3002	a	CBS Corporation	54	9708	sw	Talk	15,300	1.29	2.2	2.0	2.0	1.9	2.5	1.7	2.1	2.0	1.9					
KSSE	Riverside	B	97.5	72.0	1828		EXCL Comm Inc	59	9703	g	Spanish	3,000	0.56	1.0	1.4	0.8	0.4	0.5	0.6	0.9	0.9	1.1					
KLAX	Long Beach	B	97.9	50.0	390		Spanish Bcstg System	49	8712		Ranchera	17,300	0.87	3.7	2.3	2.6	3.2	4.0	3.4	3.3	3.2	3.2					
KRTO	West Covina	A	98.3	0.7	2891	d	Cox Radio Inc	57	9704		R&B Oldies	2,950	1.09	0.5	0.3	0.5	0.8	0.7	0.4	0.4	0.4	0.6					
KYSR	Los Angeles	B	98.7	75.0	1181	h	Chancellor Media	54	9707	g8	Hot AC	21,000	1.25	3.1	2.5	2.8	2.1	2.3	2.6	2.9	2.9	2.8					
KKLA	Los Angeles	B	99.5	10.5	2881	i	Salem Comm Corp	85			Chrstn Talk			0.7	0.5	0.6	0.4	0.6	0.6	0.7	0.5	0.6					
KIBB	Los Angeles	B	100.3	5.3	3005	h	Chancellor Media	57	9707	g8	CHR	10,000	0.93	2.0	1.7	1.6	1.8	1.2	1.6	1.6	1.8	2.0					
KRTH	Los Angeles	B	101.1	51.0	3130	a	CBS Corporation	41	9612	g5	Oldies	31,000	1.40	4.1	4.0	3.9	3.3	3.7	3.8	3.8	3.6	3.5					
KSCA	Glendale	B	101.9	4.8	2832	g	Heftel Bcstg Corp	48	9701	112,500p	Spanish	6,000	0.79	1.4	4.5	4.4	3.5	1.1	1.2	1.4	1.2	1.1					
KJLH	Compton	A	102.3	2.3	338		Taxi Prod Inc	65	7906		Urban	3,500	0.54	1.2	1.0	1.3	1.7	1.2	1.3	1.1	1.1	0.9					
KIIS	Los Angeles	B	102.7	8.0	2959	f	Jacor Comm Inc	48	9612	sw	Top 40	28,100	1.30	4.0	3.9	3.8	3.2	3.1	3.4	3.6	3.7	3.5					
KACD	Santa Monica	A	103.1	3.0	570	l	Kelsho Comm LP	60	9102	c3	CHR/Dance	1,500	1.39	0.2	0.4	0.5	0.5	0.5	0.6	0.0	0.0	0.0					
KBCD	Newport Beach	A	103.1	2.0	299	l	Kelsho Comm LP	62	9102	c3	CHR/Dance			0.0	0.2	0.2	0.1	0.2	0.1	0.0	0.0	0.0					
KOST	Los Angeles	B	103.5	12.5	3114	d	Cox Radio Inc	57	7606		Soft Hits	24,000	1.14	3.9	3.9	3.6	3.2	3.9	3.2	3.2	3.9	3.6					
KACE	Inglewood	A	103.9	1.7	397	d	Cox Radio Inc	59	9507		R&B Oldies	3,500	0.54	1.2	1.0	0.7	0.8	0.8	1.1	1.0	1.0	1.1					
KBIG	Los Angeles	B	104.3	84.0	2894	h	Chancellor Media	59	6903	p sw	AC	23,700	1.33	3.3	2.6	2.4	2.7	2.5	2.9	3.0	3.1	2.9					
KKGO	Los Angeles	B	105.1	18.0	2887	c	Mt Wilson FM Bcstrs	59			Classical	7,700	0.75	1.9	1.5	1.5	1.6	2.1	1.5	1.6	1.8	1.8					
KBUE	Long Beach	A	105.5	1.1	469	k	Liberman Bcstg Inc	61	9412	e	Mexican	4,000	0.37	2.0	1.4	1.7	2.0	1.7	2.2	1.6	1.8	1.6					
KPWR	Los Angeles	B	105.9	25.0	3035	n	Emmis Bcstg Corp	56	8401	g	CHR/Urban	25,650	0.81	5.9	4.6	4.3	4.6	4.6	5.0	5.4	5.0	5.5					
KALI	Santa Ana	A	106.3	3.0	203		Multicultural Bcstg	60	9512	9,100	Asian	500		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
KGMX	Lancaster	A	106.3	3.7 cp	256		Gold Coast Bcstg	70	9702	g	AC			0.1	0.0	0.4	0.0	0.3	0.3	0.0	0.0	0.0					
KROQ	Pasadena	B	106.7	5.5	1388	a	CBS Corporation	74	9612	g5	Alternative	26,600	1.26	3.9	3.6	3.8	3.4	2.9	3.1	3.3	3.8	3.6					
KLYY	Arcadia	A	107.1	3.0	-43	m	Odyssey Comm Inc	60	9606	g6	Modern Rock	4,000	1.06	0.7	1.3	1.0	1.0	1.2	1.3	1.2	0.0	0.0					
KLVE	Los Angeles	B	107.5	29.5	2999	g	Heftel Bcstg Corp	59	8804	g3	Spanish	26,700	0.63	7.9	6.0	6.6	6.0	6.9	7.1	7.2	7.1	6.9					
KWVE	San Clemente	B	107.9	0.6 cp	3691		Calvary Chapel	71	8504		Religion	2,000		0.5	0.6	0.5	0.6	0.4	0.5	0.4	0.4	0.4					
# FM Stations - 37														# Combos - 27													
FM TOTALS														73.5	66.2	68.2	66.2	64.9	66.1	66.4	65.3	63.7					

Metro Rank: 2

Revenue Rank: 1

Los Angeles Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$444,000	440,000	424,000	442,000	482,900	513,200	2.9%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.2%	\$540,000	562,700	592,000	624,500	662,000	5.2%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.97/1,000	\$5.56/1,000	\$7.15/1,000	Local	76%		
Revenue/Capita	\$38.88	\$43.15	\$54.99	National	24%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	11,419.0	11,892.5	0.8%	11,892.5	12,039.5	0.2%
Households	3,867.0	3,898.6	0.2%	3,898.6	3,887.6	-0.1%
Retail Sales	89,308.9	92,319.5	0.7%	92,319.5	92,644.2	0.1%
EBI	182,194.6	173,860.0	-0.9%	173,860.0	180,701.5	0.8%

Metro Counties

Los Angeles, CA	9,245.3
Orange, CA	2,647.2

	11,892.5

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	5,947.1	1,117.6	498.0	684.9	1,110.9	968.9	695.2	871.6
Women (000)	5,945.4	1,068.4	469.0	593.9	1,003.9	970.2	715.7	1,124.3
Total	11,892.5	2,186.0	967.0	1,278.8	2,114.8	1,939.1	1,410.9	1,995.8
Percentage	100.0%	18.4%	8.1%	10.8%	17.8%	16.3%	11.9%	16.8%
Per Capita	\$14,619	Median Household		\$35,000	Avg Household		\$44,595	
Ethnic Population:	White	76.8%	Black	9.5%	Asian	13.2%	Hispanic	40.0%

Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations	15	22		18	37	28	65
Tot 12+	7.3	60.9		55.8	68.2	20.2	88.4
Avg 12+	0.5	2.8		3.1	1.8	0.7	1.4
Tot LCS	8.3	68.9		63.1	77.1	22.9	100.0
Avg LCS	0.6	3.1		3.5	2.1	0.8	1.5

MARKET: Los Angeles

METRO RANK: 2

Competitive Overview

Some stations also rated in Riverside (26).

AM Stations

Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96 Local Comm Sh	Arbitron 12+ Metro Shares (see rights)									
				Power (kW)	Power (kW)								Revenue (000)	Power Ratio		Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995		
KNOB	Costa Mesa	II	540	25.0	0.00	c	Mt Wilson FM Bcstrs	85				Rock & Roll	500	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KLAC	Los Angeles	III	570	5.0	5.00	h	Chancellor Media	24	9705		g7	Adlt Stndrd	2,900	0.19	2.8	2.6	2.2	2.4	2.2	2.4	2.7	2.9	1.9		
KFI	Los Angeles	I	640	50.0	50.00	d	Cox Radio Inc	22	7306			Talk	28,100	1.08	4.8	4.1	3.7	4.3	4.3	4.0	4.0	4.3	4.8		
• KTZN	Los Angeles	II	710	50.0	10.00	b	ABC Radio Inc	27	9602		g1	Children	7,000	1.44	0.9	0.7	0.6	0.5	0.5	0.7	0.9	0.6	0.9		
KBRT	Avalon	II	740	10.0	0.11	a	Crawford Bcstg Co	52	8005	4,500		Chrstrn Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KABC	Los Angeles	III	790	5.0	5.00	b	ABC Radio Inc	29	9602		g1	Talk	27,000	1.47	3.4	3.1	2.8	3.0	3.2	3.3	3.1	3.0	2.9		
KPLS	Orange-Huntington	II	830	50.0	cp23.00		Global Bcstg Co	92	9706		p g	Children			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KIEV	Glendale	II	870	20.0	cp 3.00		So Calif Bcstg	31	6106			Talk			0.5	0.6	0.5	0.3	0.5	0.6	0.4	0.4	0.3		
KRRA	West Covina	II	900	5.0	cp 1.00	p	El Dorado Comm	63	9611	3,100		Ranchera			0.3	0.0	0.4	0.5	0.4	0.7	0.5	0.0	0.0		
KKHJ	Los Angeles	III	930	5.0	5.00	k	Liberman Bcstg Inc	22	9003	23,000		Spanish	5,500	0.46	2.2	0.8	0.8	1.1	1.2	1.6	1.4	1.8	3.1		
KFWB	Los Angeles	III	980	50.0	cp50.00	a	CBS Corporation	25	6612			News	23,700	1.83	2.4	1.8	2.0	2.1	1.9	1.9	2.2	2.1	2.4		
KTHQ	Los Angeles	II	1020	50.0	50.00	g	Heftel Bcstg Corp	25	8804		g3	Spanish	8,300	0.73	2.1	2.0	2.5	2.1	2.1	2.8	1.8	1.4	1.6		
KNX	Los Angeles	I	1070	50.0	50.00	a	CBS Corporation	20	9511		g4	News	25,100	1.72	2.7	2.2	2.0	2.4	2.5	2.1	2.1	2.8	2.7		
KRLA	Pasadena	II	1110	50.0	20.00	a	CBS Corporation	42	9703		p sw	Oldies	2,500	0.31	1.5	1.2	0.9	1.0	1.3	1.2	1.4	1.2	1.4		
KXTA	Los Angeles	III	1150	5.0	5.00	f	Jacor Comm Inc	27	9612		sw	Sports			0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0		
KORC	Anaheim	II	1190	20.0	cp 1.30	j	M.L. Media LP	59	8911		c1	Variety			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• KWPA	Pomona	II	1220	0.3	0.25	o	PAR Holdings LLC	60	9609	7,500		c2	Spanish			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KYPA	Los Angeles	IV	1230	1.0	1.00	o	PAR Holdings LLC	26	9609		c2	Motivationl	800	0.49	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.5		
KGIL	Beverly Hills	III	1260	5.0	5.00	c	Mt Wilson FM Bcstrs	47	9212	2,500		Show Tunes	1,000		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KAZN	Pasadena	III	1300	5.0	1.00		Par Asia Bcstg Inc	42	9106	7,500		Asian			0.1	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0		
KWKW	Los Angeles	III	1330	5.0	5.00		Lotus Comm Corp	31	8902	8,700		Spanish	4,800	0.56	1.6	0.9	0.9	1.1	1.7	1.6	1.2	1.3	1.5		
KLTY	Long Beach	III	1390	5.0	3.60	i	Salem Comm Corp	26	8612	4,350		Chrstrn Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KALI	San Gabriel	III	1430	5.0	5.00	n	Multicultural Bcstg	42	9408	5,750		Variety			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KTYM	Inglewood	III	1460	5.0	0.50		Trans America Bcstg	58				Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KWIZ	Santa Ana	III	1480	5.0	5.00	k	Liberman Bcstg Inc	26	8712			Asian			0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0		
KXMG	Los Angeles	II	1540	50.0	10.00		One-On-One Sports	52	9709		g	Sports/Talk	2,000	0.34	1.1	1.3	0.9	1.1	1.0	0.8	0.8	1.1	1.2		
KBLA	Santa Monica	II	1580	50.0	50.00		Sinclair Comm Inc	47	9609		g	Korean			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations - 27													# Combos - 19												
Stations Profiled - 64													# Duopolies - 15												
													AM TOTALS												
													Total Local Commercial Share												
													26.8 21.6 20.2 21.9 22.9 23.7 23.1 23.3 25.2												
													87.8 88.4 88.1 87.8 89.8 89.5 88.6 88.9												

• Indicates a change since last edition.

Metro Rank: 3

Revenue Rank: 3

Chicago, IL Market Overview



Metro Counties

Cook, IL	5,147.0
DuPage, IL	865.4
Grundy, IL	35.4
Kane, IL	360.0
Kendall, IL	46.4
Lake, IL	575.0
McHenry, IL	228.3
Will, IL	417.0
Lake, IN	482.3
Porter, IN	140.9
Kenosha, WI	140.4

	8,438.1

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$246,700	252,000	262,000	281,100	311,100	330,000	6.0%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	3.9%	\$343,000	358,400	378,100	400,800	425,600	5.5%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.02/1,000	\$4.25/1,000	\$4.47/1,000	Local	75%		
Revenue/Capita	\$30.49	\$39.11	\$48.85	National	25%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	8,091.8	8,438.1	0.8%	8,438.1	8,712.6	0.6%
Households	2,917.2	3,021.9	0.7%	3,021.9	3,137.4	0.8%
Retail Sales	61,391.2	77,722.4	4.8%	77,722.4	95,110.8	4.1%
EBI	128,300.5	147,594.0	2.8%	147,594.0	178,872.6	3.9%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	4,112.0	784.9	363.7	389.4	686.2	677.2	512.4	698.3
Women (000)	4,326.1	751.6	346.2	369.1	684.6	704.8	542.0	927.9
Total	8,438.1	1,536.5	709.8	758.5	1,370.7	1,382.0	1,054.4	1,626.2
Percentage	100.0%	18.2%	8.4%	9.0%	16.2%	16.4%	12.5%	19.3%
Per Capita	\$17,491	Median Household		\$40,114	Avg Household		\$48,841	
Ethnic Population:	White 76.1%	Black 19.5%	Asian 3.8%	Hispanic 12.7%				

Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations	16	25		18	41	38	79
Tot 12+	3.6	59.8		57.1	63.4	25.3	88.7
Avg 12+	0.2	2.4		3.2	1.5	0.7	1.1
Tot LCS	4.1	67.4		64.4	71.5	28.5	100.0
Avg LCS	0.3	2.7		3.6	1.7	0.8	1.3

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96 Local Comm Sh	Arbitron 12+ Metro Shares (see rights)												
													Revenue (000)	Power Ratio		Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995					
WYCA	Hammond	B	92.3	50.0	492	q	Crawford Bcstg Co	59	5909			Gospel			0.9	0.6	0.7	0.8	0.7	0.7	0.6	0.8	1.0					
WCBR	Arlington Hghts	A	92.7	3.0	299		Darrell Peters Prod	60	8209	550		Progressive			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WXRT	Chicago	B	93.1	6.7	1309	a	CBS Corporation	59	9601			AAA	14,100	1.28	3.2	2.5	2.9	2.9	2.8	2.8	2.8	3.0	2.7					
WJTW	Joliet	A	93.5	3.0	259	d	Barden Bcstg Inc	60	9511	800		AC			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WLIT	Chicago	B	93.9	4.0	1581	f	Chancellor Media	58	9707		g	AC	17,200	1.02	4.9	4.5	4.8	5.1	4.2	4.0	4.8	4.4	4.2					
WJKL	Elgin	A	94.3	6.0	328	o	McNaughton Stations	60				AC	2,300		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WXCD	Chicago	B	94.7	4.4	1529	b	ABC Radio Inc	25	9602		g1	Country	2,700	0.52	1.5	3.3	1.5	1.2	1.4	1.3	1.3	1.4	1.4					
WIL	Kenosha	B	95.1	50.0	384	i	Pride Comm LLC	61	9701	8,500	c7	AOR			0.5	0.4	0.4	0.5	0.5	0.5	0.6	0.4	0.4					
WNUA	Chicago	B	95.5	8.3	1175	f	Chancellor Media	59	9705		g4	NAC	14,500	1.08	3.9	4.3	3.9	3.5	3.5	3.3	3.4	3.6	3.6					
WKKD	Aurora	A	95.9	2.9	338	l	Salter Bcstg Co	61				Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WBBM	Chicago	B	96.3	4.2	1555	a	CBS Corporation	41	9511		g6	CHR/Dance	12,200	0.77	4.6	5.0	4.5	4.8	4.7	4.4	3.9	4.0	4.0					
WLLI	Joliet	A	96.7	3.0	299	d	Barden Bcstg Inc	60	9503	1,700	c3	Rock			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WNIZ	Zion	B	96.9	50.0	486	n	N Illinois Bcstg Co	62				Classical			0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0					
WNIB	Chicago	B	97.1	8.4	1191	n	N Illinois Bcstg Co	55				Classical	3,400	0.58	1.7	1.4	1.7	1.6	1.6	1.4	1.7	1.5	1.6					
WLUP	Chicago	B	97.9	6.0	1171	r	Bonneville Intl	42	9707		g8	Rock	16,800	1.75	2.8	1.8	2.0	2.1	2.1	2.2	2.6	2.5	2.8					
WCCO	Crest Hill	A	98.3	3.6 cp	427	r	Three Eagles Comm	76	9702	3,300		Country	1,400	1.02	0.4	0.4	0.3	0.0	0.4	0.4	0.3	0.4	0.3					
WFMT	Chicago	B	98.7	15.5	1171		Chicago Educ TV Assn	51	7003			Classical	3,800	0.79	1.4	1.3	1.5	1.4	1.6	1.2	1.1	1.4	1.2					
WUSN	Chicago	B	99.5	8.3	1175	a	CBS Corporation	40	9612		g5	Country	20,000	1.39	4.2	3.9	3.4	3.7	3.0	3.0	3.6	3.6	4.7					
WRZA	Kankakee	B	99.9	50.0	492	m	Z Spanish Radio Ntwk	62	9609	7,000		Spanish			0.3	0.3	0.7	0.5	0.2	0.0	0.4	0.4	0.3					
• WPNT	Chicago	B	100.3	8.3	1175	r	Bonneville Intl	47	9707		g8	AC	8,500	1.03	2.4	1.8	2.1	2.0	2.2	2.6	2.2	2.1	1.8					
WKQX	Chicago	B	101.1	8.3	1171	r	Emmis Bcstg Corp	48	8809		g	Alternative	12,000	0.95	3.7	3.4	3.3	2.8	3.1	3.5	3.4	3.2	3.1					
WTMX	Skokie	B	101.9	4.2	1558	r	Bonneville Intl	61	7508			Hot AC	10,900	1.06	3.0	2.6	2.7	2.2	2.6	3.0	2.7	2.5	2.4					
WEMG	Crete	A	102.3	3.0	299		Crawford Bcstg Co	65	9710	1,800		Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WXLC	Waukegan	A	102.3	3.0	322	c	Spring Bcstg LLC	63	9701	2,400	c2	AC	1,200	3.50	0.1	0.5	0.3	0.3	0.4	0.0	0.4	0.0	0.0					
WVAZ	Oak Park	B	102.7	6.0	1171	f	Chancellor Media	50	9705		g4	AC	15,000	0.91	4.8	4.7	4.2	4.5	3.9	4.3	4.2	4.6	3.9					
WJDK	Morris	A	103.1	3.0	328	j	Odyssey Comm Inc	93	9707	1,100		AC			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WVYX	Highland Park	A	103.1	3.0	246	j	Odyssey Comm Inc	63	9707	9,500		Asian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WRCK	Chicago	B	103.5	4.3	1550	f	Chancellor Media	57	9705		g4	Rock	13,000	1.02	3.7	2.9	3.2	3.3	3.2	3.4	3.4	3.2	3.3					
WXRD	Crown Point	A	103.9	3.0	299	e	M&M Broadcasting Inc	72	9701		p na	Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WZCH	Dundee	A	103.9	2.6	322	m	Z Spanish Radio Ntwk	67	9608			Spanish			0.1	0.1	0.5	0.1	0.4	0.3	0.0	0.0	0.0					
WJMK	Chicago	B	104.3	4.1	1575	a	CBS Corporation	61	9612		g5	Oldies	17,000	1.21	4.1	3.9	4.0	3.3	3.4	4.2	4.1	3.0	3.4					
WCFL	Morris	B	104.7	50.0	449		IL Bible Institute	90	9402	750		ChrsContemp			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
W0J0	Evanston	B	105.1	8.4	1175	g	Hefel Bcstg Corp	46	9702		g3	Spanish	10,400	0.89	3.4	2.0	2.9	2.7	3.2	2.8	3.1	3.4	3.0					
WLJE	Valparaiso	A	105.5	1.3	512	k	Porter County Bcstg	67				Country			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4					
WZSR	Woodstock	A	105.5	1.0 cp	558	i	Pride Comm LLC	74	9105	2,200	c1	AC			0.4	0.6	0.4	0.0	0.4	0.3	0.4	0.4	0.4					
WCKG	Elmwood Park	B	105.9	4.1	1581	a	CBS Corporation	47	9612		g5	Clsc Rock	11,000	1.23	2.6	2.3	2.8	2.6	2.6	2.8	2.1	2.3	2.0					
WYBA	Lansing	A	106.3	2.0	397	q	Crawford Bcstg Co	61	9705	14,750		Gospel	3,400	0.45	2.2	0.5	2.1	2.0	2.5	2.3	1.9	1.8	1.9					
WYLL	Des Plaines	B	106.7	50.0	299		Salem Comm Corp	71	9002	8,000		Chrstrn Talk			0.1	0.0	0.0	0.3	0.0	0.0	0.4	0.0	0.0					
WZVN	Lowell	A	107.1	1.3	492	e	M&M Broadcasting Inc	72	9603	5,300	c5	AC			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WGCI	Chicago	B	107.5	33.0	600	f	Chancellor Media	58	9704		p g7	Urban	15,700	0.67	6.8	7.0	5.6	5.5	6.5	6.3	5.8	6.1	6.1					
WLEY	Aurora	B	107.9	21.0	761		Spanish Bcstg System	65	9704	30,000	e	Spanish	4,500	0.66	2.0	1.7	1.0	1.9	1.3	1.8	1.7	1.7	1.8					
													# FM Stations - 41	# Combos - 33		FM TOTALS				69.8	63.7	63.4	61.6	62.4	62.8	62.9	61.7	61.7

• Indicates a change since last edition.



Metro Rank: 3

Revenue Rank: 3

Chicago, IL Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$246,700	252,000	262,000	281,100	311,100	330,000	6.0%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	3.9%	\$343,000	358,400	378,100	400,800	425,600	5.5%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.02/1,000	\$4.25/1,000	\$4.47/1,000	Local	75%		
Revenue/Capita	\$30.49	\$39.11	\$48.85	National	25%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	8,091.8	8,438.1	0.8%	8,438.1	8,712.6	0.6%
Households	2,917.2	3,021.9	0.7%	3,021.9	3,137.4	0.8%
Retail Sales	61,391.2	77,722.4	4.8%	77,722.4	95,110.8	4.1%
EBI	128,300.5	147,594.0	2.8%	147,594.0	178,872.6	3.9%

Metro Counties

Cook, IL	5,147.0
OuPage, IL	865.4
Grundy, IL	35.4
Kane, IL	360.0
Kendall, IL	46.4
Lake, IL	575.0
McHenry, IL	228.3
Will, IL	417.0
Lake, IN	482.3
Porter, IN	140.9
Kenosha, WI	140.4

	8,438.1

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	4,112.0	784.9	363.7	389.4	686.2	677.2	512.4	698.3
Women (000)	4,326.1	751.6	346.2	369.1	684.6	704.8	542.0	927.9
Total	8,438.1	1,536.5	709.8	758.5	1,370.7	1,382.0	1,054.4	1,626.2
Percentage	100.0%	18.2%	8.4%	9.0%	16.2%	16.4%	12.5%	19.3%
Per Capita	\$17,491	Median Household		\$40,114	Avg Household		\$48,841	
Ethnic Population:	White 76.1%	Black 19.5%	Asian 3.8%	Hispanic 12.7%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	16	25		18	41	38	79
Tot 12+	3.6	59.8		57.1	63.4	25.3	88.7
Avg 12+	0.2	2.4		3.2	1.5	0.7	1.1
Tot LCS	4.1	67.4		64.4	71.5	28.5	100.0
Avg LCS	0.3	2.7		3.6	1.7	0.8	1.3

Competitive Overview

AM Stations

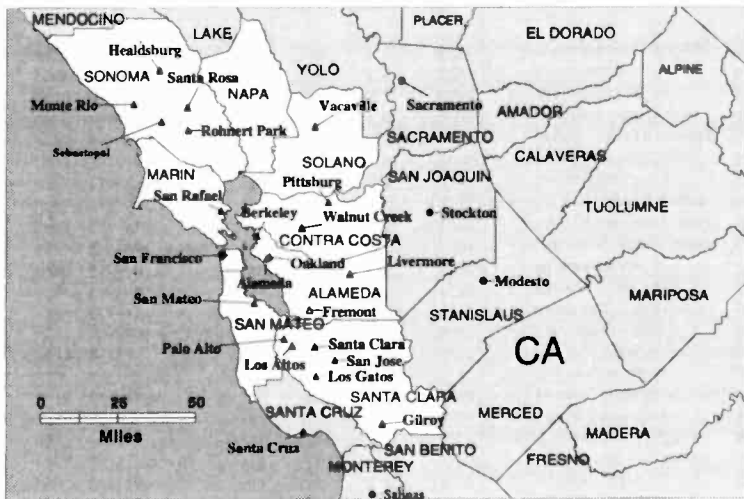
											Arbitron 12+ Metro Shares (see rights)									
City of		FCC	Day	Night			Sales		1996		Avg '96									
License	Class	Freq	Power	Power	C	Owner	Year	Date	Price	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
Calls			(kW)	(kW)			Std	Acq	(000)	(000)	Ratio	Comm	1997	1997	1996	1996	1996	1996	1995	1995
WIND	Chicago	III	560	5.0	5.00	g Heftel Bcstg Corp	27	9702		5,650	1.50	1.1	0.6	0.6	0.6	0.7	0.8	1.1	1.3	0.9
WMAQ	Chicago	I	670	50.0	50.00	a CBS Corporation	22	8801	13,000	17,500	1.70	3.0	2.2	1.8	2.2	2.7	2.1	2.9	2.8	2.9
WGN	Chicago	I	720	50.0	50.00	Tribune Bcstg Co	24			37,900	1.58	7.0	5.6	5.9	6.2	6.6	6.8	6.1	6.2	6.0
WNDZ	Portage	II	750	5.0	cp 0.00	h PAR Holdings LLC	87	9603				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBBM	Chicago	I	780	50.0	50.00	a CBS Corporation	23	9511		16,600	1.18	4.1	3.8	4.2	4.1	3.5	3.6	3.6	3.7	3.9
WYPA	Chicago	II	820	5.0	cp 1.20	h PAR Holdings LLC	41	9704	7,500	7,000	1.70	1.2	0.0	0.0	0.5	1.1	1.0	1.0	1.2	1.2
WAIT	Crystal Lake	II	850	2.5	0.00	i Pride Comm LLC	65	9105				2.9	2.2	2.2	2.6	2.6	2.0	2.1	3.3	3.1
WLS	Chicago	I	890	50.0	50.00	b ABC Radio Inc	24	9602		6,000	0.46	3.8	3.8	4.1	4.0	3.3	4.1	3.7	3.0	2.6
WZDB	Chicago	III	950	1.0	5.00	One-On-One Sports	22	9708	10,000p			0.1	0.7	0.0	0.0	0.2	0.0	0.0	0.0	0.2
WMVP	Chicago	I	1000	50.0	50.00	f Chancellor Media	26	9705		10,000	3.24	0.9	1.4	1.4	1.1	1.0	0.3	0.8	0.9	1.2
WLIP	Kenosha	II	1050	0.3	0.25	i Pride Comm LLC	47	9701				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSCR	Chicago	II	1160	50.0	5.00	a CBS Corporation	24	9612		2,100	0.29	2.1	1.9	1.6	2.9	2.5	2.1	1.6	1.6	2.3
WLXX	Chicago	II	1200	10.0	1.00	g Heftel Bcstg Corp	89	9505	4,500	1,300	0.76	0.5	0.7	0.6	0.5	0.4	0.5	0.5	0.4	0.3
WKRS	Waukegan	II	1220	1.0	0.00	c Spring Bcstg LLC	49	9701				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJOB	Hammond	IV	1230	1.0	1.00	e M&M Broadcasting Inc	28	9603				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WCRW	Chicago	IV	1240	1.0	1.00	WSBC Bcstg LLC	26	9607	564			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WEDC	Chicago	IV	1240	1.0	1.00	Foreign Language	26	6606				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSBC	Chicago	IV	1240	1.0	1.00	p NewsWeb Corp	25	9711	5,500p			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WWCA	East Chicago	III	1270	1.0	1.00	Willis Family Bcstg	49	9203	1,200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBIG	Aurora	III	1280	1.0	0.50	o McNaughton Stations	38	9312	579			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTAQ	La Grange	III	1300	4.5	4.00	s Lotus Comm Corp	50	8505	476	1,900	0.79	0.7	0.5	0.7	0.5	0.8	0.4	0.7	0.7	0.8
WKTA	Evanston	III	1330	5.0	0.02	Polnet Comm Ltd	53	8603	1,200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJOL	Joliet	IV	1340	1.0	1.00	d Barden Bcstg Inc	24	9503				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLTH	Gary	III	1370	1.0	0.50	Marshall Media Group	50	9701				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGCI	Chicago	III	1390	5.0	5.00	f Chancellor Media	24	9704		4,000	0.69	1.7	1.2	1.4	1.2	1.1	1.3	1.4	1.5	1.9
WRMN	Elgin	III	1410	1.0	0.50	o McNaughton Stations	49					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WCEV	Cicero	IV	1450	1.0	1.00	Migala Comm Corp	79					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WVON	Cicero	IV	1450	1.0	1.00	Midway Bcstg	79			2,000	0.53	1.1	0.7	0.8	0.8	0.9	1.0	1.0	1.1	0.7
WCFJ	Chicago Heights	III	1470	1.0	1.00	Liberty Temple Chrch	63	8904	400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WPNA	Oak Park	IV	1490	1.0	1.00	Polish Natl Alliance	50	8703	2,000			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAKE	Valparaiso	II	1500	1.0	0.00	k Porter County Bcstg	64					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTAU	Zion	II	1500	0.3	0.00	s Lotus Comm Corp	67	9603	215			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WWHN	Joliet	II	1510	1.0	0.00	Hawkins Bcstg Co	64	8907	250			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WCSJ	Morris	II	1550	0.3	0.01	Grundy County Bcstrs	64	9708	425			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBEE	Harvey	II	1570	1.0	0.50	Mariner Bcstrs Inc	55	8706	1,000			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKKD	Aurora	II	1580	0.2	0.20	l Salter Bcstg Co	60					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WONX	Evanston	III	1590	3.5	2.50	Kovas Comm	47					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WCGO	Chicago Heights	III	1600	1.0	0.02	Q Broadcasting Corp	59	9706	400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations - 38											# Combos - 22									
Stations Profiled - 79											# Duopolies - 22									
											AM TOTALS									
											Total Local Commercial Share									
											89.0 88.7 88.8 90.1 88.8 89.4 89.4 89.7									

* Indicates a change since last edition.

Metro Rank: 4

Revenue Rank: 4

San Francisco Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$183,400	172,000	165,000	179,500	197,200	214,200	3.2%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	12.6%	\$241,100	253,100	267,000	282,600	299,000	5.5%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.68/1,000	\$3.63/1,000	\$4.47/1,000	Local	71%		
Revenue/Capita	\$30.06	\$33.11	\$44.99	National	29%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	6,101.0	6,470.0	1.2%	6,470.0	6,645.7	0.5%
Households	2,275.3	2,360.8	0.7%	2,360.8	2,402.2	0.3%
Retail Sales	49,883.1	59,080.5	3.4%	59,080.5	66,916.0	2.5%
EBI	115,078.7	120,465.9	0.9%	120,465.9	138,427.5	2.8%

Metro Counties

Alameda, CA	1,362.8
Contra Costa, CA	884.2
Marin, CA	245.4
Napa, CA	119.2
San Francisco, CA	749.1
San Mateo, CA	694.4
Santa Clara, CA	1,601.6
Solano, CA	380.1
Sonoma, CA	433.2

6,470.0

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	3,227.7	542.5	235.1	306.8	587.5	599.7	425.7	530.3
Women (000)	3,242.3	516.4	223.3	274.5	537.8	591.5	424.5	674.4
Total	6,470.0	1,059.0	458.4	581.3	1,125.3	1,191.2	850.1	1,204.7
Percentage	100.0%	16.4%	7.1%	9.0%	17.4%	18.4%	13.1%	18.6%
Per Capita	\$18,619	Median Household		\$42,519	Avg Household		\$51,028	
Ethnic Population:	White 71.4%	Black 9.3%	Asian 18.4%	Hispanic 17.1%				

Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations	10	28		17	38	26	64
Tot 12+	3.0	51.2		43.7	54.2	28.5	82.7
Avg 12+	0.3	1.8		2.6	1.4	1.1	1.3
Tot LCS	3.6	61.9		52.8	65.5	34.5	100.0
Avg LCS	0.4	2.2		3.1	1.7	1.3	1.6

MARKET: San Francisco

METRO RANK: 4

Competitive Overview

Some stations also rated in San Jose (30) and Santa Rosa (114).

FM Stations

Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price		1996 Revenue		Avg '96		Arbitron 12+ Metro Shares (see rights)							
									(000)	LMA Format	(000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995	
KZWC	Walnut Creek	A	92.1 3.0	89	j	Z Spanish Radio Ntwk	59	9308	850	Spanish		0.2	0.1	0.0	0.2	0.1	0.2	0.3	0.2	0.1		
*KSJO	San Jose	B	92.3 50.0	466	q	Jacor Comm Inc	46	9710	See (30)	AOR	n/a	2.3	1.5	1.9	2.0	2.4	2.2	1.6	2.0	2.0		
KZSF	Alameda	A	92.7 1.8	400	j	Z Spanish Radio Ntwk	59	9410	6,000	Spanish	1,400	0.97	0.6	0.4	0.0	0.4	0.2	0.3	0.7	0.5		
KFGY	Healdsburg	B	92.9 2.3	1949	p	Amaturo Group Ltd	79	9607	See (114)	Country	n/a	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0		
KYCY	San Francisco	B	93.3 44.6 cp	518	b	CBS Corporation	59	9612	g5	Country	4,200	0.92	1.9	1.5	1.3	1.2	1.4	1.4	1.7	1.9		
KJZY	Sebastopol	A	93.7 0.5	781	n	Redwood Empire	95	9608	See (114)	Smooth Jazz	n/a	0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0		
*KUFX	Gilroy	B	94.5 34.0 cp	587	q	CBS Corporation	70	9709	See (30)	Clsc Rock	n/a	0.7	1.2	1.4	0.7	1.0	0.7	0.6	0.6	0.6		
*KYLD	San Francisco	B	94.9 30.0	1211	d	Chancellor Media	58	9706	na	CHR/Dance	8,200	0.76	4.5	4.3	4.2	4.8	4.2	3.8	3.7	3.6		
KRTY	Los Gatos	A	95.3 0.9	860	o	Empire Bcstg Corp	66	9212	See (30)	Country	n/a	0.9	1.3	0.8	1.0	0.7	0.8	0.7	0.7	0.9		
KUIC	Vacaville	B1	95.3 0.5	1949	l	Quick Bcstg Inc	68	8305		AC		0.3	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.4		
KZQZ	San Francisco	B	95.7 6.9	1289	a	Bonneville Intl	47	9706	39,600	CHR	3,000	0.89	1.4	1.9	0.0	1.0	1.1	1.2	1.1	0.8	1.5	
KOIT	San Francisco	B	96.5 33.0	1411	a	Bonneville Intl	59	7606		Soft AC	13,000	1.25	4.3	3.7	3.7	3.5	3.9	3.6	3.2	3.8	4.0	
KLLC	San Francisco	B	97.3 82.0	1014	b	CBS Corporation	48	9511	g4	AC	5,000	1.09	1.9	2.7	2.8	2.7	2.1	2.2	1.3	1.6	1.3	
KFFG	Los Altos	A	97.7 1.6	433	i	Susquehanna Radio	60	9510	See (30)	AAA	n/a	0.3	0.3	0.3	0.3	0.4	0.3	0.3	0.2	0.3		
KMGG	Monte Rio	B1	97.7 2.1	1122	Amaturo Group Ltd	77	9607	3,100		Oldies	n/a	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0		
*KISQ	San Francisco	B	98.1 100.0	961	d	Chancellor Media	58	9705	g1	Adult Hits	4,300	0.74	2.4	1.8	2.7	2.4	2.2	2.1	2.1	2.0	2.1	
KOME	San Jose	B	98.5 12.5	879	CBS Corporation	59	9612	See (30)		Alternative	n/a	2.3	2.1	2.0	2.0	1.9	1.7	2.1	2.2			
KSOL	San Francisco	B	98.9 6.0	1355	h	Heftel Bcstg Corp	59	9702	g6	Spanish	3,500	0.66	2.2	1.5	1.2	1.2	1.8	1.4	2.1	2.1	1.7	
*KZOL	Santa Cruz	B	99.1 1.1	2612	h	Heftel Bcstg Corp	61	9702	g6	CHR		0.2	0.4	0.4	0.3	0.5	0.2	0.0	0.2	0.3		
KFRG	San Francisco	B	99.7 40.0	1299	b	CBS Corporation	49	9612	g5	Oldies	11,000	1.43	3.2	2.6	3.0	3.0	2.6	2.9	2.7	2.5	2.6	
KZST	Santa Rosa	A	100.1 6.0 cp	243	n	Redwood Empire	71		See (114)	AC	n/a	0.6	0.5	0.5	0.6	0.5	0.4	0.6	0.5	0.7		
KBAY	San Jose	B	100.3 14.5	2579	g	EXCL Comm Inc	63	9704	See (30)	Soft Rock	n/a	2.0	1.7	1.3	1.4	1.6	1.7	1.9	1.7	1.5		
KKHI	San Rafael	A	100.7 0.9	810	e	Mt Wilson FM Bcstrs	61	9605	1,700	c1	Classical	1,000	0.59	0.7	0.4	0.4	0.7	0.6	0.6	0.6	0.6	
KIOI	San Francisco	B	101.3 125.0	1161	d	Chancellor Media	57	9705	g1	AC	15,500	1.61	4.0	3.3	3.2	3.3	3.2	3.2	3.7	3.3	3.5	
KKIQ	Livermore	A	101.7 2.2	381	Tri Valley Bcstrs	69	8102			AC	2,200	1.82	0.5	0.7	0.3	0.5	0.5	0.0	0.5	0.5	0.6	
KXFX	Santa Rosa	B1	101.7 2.2	1089	p	Amaturo Group Ltd	74	9607	See (114)	AOR	n/a	0.4	0.4	0.3	0.5	0.7	0.0	0.5	0.5	0.4		
KDFC	San Francisco	B	102.1 33.0	1047	a	Bonneville Intl	47	9707	g	Classical	5,000	0.63	3.3	2.7	2.5	2.6	2.8	2.7	2.7	2.8	2.9	
KBLX	Berkeley	B	102.9 6.6	1290	f	Inner City Bcstg	49	7906		AC	8,700	1.09	3.3	2.7	3.0	3.2	3.3	2.7	2.8	3.0	2.6	
KKSF	San Francisco	B	103.7 7.8	1470	d	Chancellor Media	47	9705	g1	NAC	11,450	1.19	4.0	3.3	3.6	3.7	3.3	3.5	3.9	3.5	2.8	
KFOG	San Francisco	B	104.5 7.9	1450	i	Susquehanna Radio	63	8312	4,500	Alternative	15,500	1.95	3.3	2.6	2.7	2.7	2.9	3.0	3.4	2.7	2.2	
*KBRG	Fremont	A	104.9 3.0	299	b	CBS Corporation	61	9709	g	Spanish	2,600	1.08	1.0	0.6	0.7	1.0	0.9	1.1	0.8	0.8	0.6	
*KRPG	Rohnert Park	A	104.9 0.7 cp	715	Results Radio Sonoma	86	9409	2,080		Country	n/a	0.7	0.0	0.0	0.5	0.4	0.4	0.7	0.7	0.5		
KITS	San Francisco	B	105.3 15.0	1201	b	CBS Corporation	64	9706	sw	Modern Rock	10,500	1.40	3.1	1.9	2.1	1.8	2.4	2.4	2.5	2.8	2.8	
KARA	Santa Clara	B	105.7 50.0	499	o	Empire Bcstg Corp	64	7207	See (30)	Adult Hits	n/a	0.9	1.0	0.7	0.7	0.8	0.8	0.6	0.8	1.0		
KMEL	San Francisco	B	106.1 69.0	1289	d	Chancellor Media	60	9705	g1	CHR/Dance	14,200	1.20	4.9	3.7	3.9	4.1	4.3	4.2	4.1	4.1		
*KEZR	San Jose	B	106.5 50.0	430	CBS Corporation	67	9709	See (30)		AC	n/a	1.6	1.2	1.4	1.3	1.1	1.4	1.4	1.5	1.0		
KEAR	San Francisco	B	106.9 80.0	1119	Family Stations Inc	47	5806			Religion		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
*KSAN	San Mateo	B	107.7 8.9	1161	i	Susquehanna Radio	63	9704	44,000p	Clsc Rock	2,100	0.36	2.4	1.0	1.9	1.8	1.6	2.4	1.7	1.9	2.1	

FM Stations - 38

Combos - 32

FM TOTALS

66.5 55.0 54.2 57.1 57.9 57.1 56.1 57.0 55.9

* Indicates a change since last edition.

METRO RANK: 4



Metro Rank: 4

Revenue Rank: 4

San Francisco Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$183,400	172,000	165,000	179,500	197,200	214,200	3.2%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	12.6%	\$241,100	253,100	267,000	282,600	299,000	5.5%

	1990	1995	2000	Est. Breakout
Revenue/Retail Sales	\$3.68/1,000	\$3.63/1,000	\$4.47/1,000	Local 71%
Revenue/Capita	\$30.06	\$33.11	\$44.99	National 29%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	6,101.0	6,470.0	1.2%	6,470.0	6,645.7	0.5%
Households	2,275.3	2,360.8	0.7%	2,360.8	2,402.2	0.3%
Retail Sales	49,883.1	59,080.5	3.4%	59,080.5	66,916.0	2.5%
EBI	115,078.7	120,465.9	0.9%	120,465.9	138,427.5	2.8%

Metro Counties

Alameda, CA	1,362.8
Contra Costa, CA	884.2
Marin, CA	245.4
Napa, CA	119.2
San Francisco, CA	749.1
San Mateo, CA	694.4
Santa Clara, CA	1,601.6
Solano, CA	380.1
Sonoma, CA	433.2

	6,470.0

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	3,227.7	542.5	235.1	306.8	587.5	599.7	425.7	530.3
Women (000)	3,242.3	516.4	223.3	274.5	537.8	591.5	424.5	674.4
Total	6,470.0	1,059.0	458.4	581.3	1,125.3	1,191.2	850.1	1,204.7
Percentage	100.0%	16.4%	7.1%	9.0%	17.4%	18.4%	13.1%	18.6%
Per Capita	\$18,619	Median Household		\$42,519	Avg Household		\$51,028	
Ethnic Population:	White 71.4%	Black 9.3%	Asian 18.4%	Hispanic 17.1%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	10	28		17	38	26	64
Tot 12+	3.0	51.2		43.7	54.2	28.5	82.7
Avg 12+	0.3	1.8		2.6	1.4	1.1	1.3
Tot LCS	3.6	61.9		52.8	65.5	34.5	100.0
Avg LCS	0.4	2.2		3.1	1.7	1.3	1.6

MARKET: San Francisco

METRO RANK: 4

Competitive Overview

Some stations also rated in San Jose (30) and Santa Rosa (114).

AM Stations

Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year	Date	Sales Price (000)	LMA	Format	1996		Avg '96 Local Comm Sh	Arbitron 12+ Metro Shares (see rights)								
				Power (kW)	Power (kW)								Revenue (000)	Power Ratio		1997	1997	1996	1996	1996	1996	1995	1995	
KSFO	San Francisco	III	560	5.0	5.00	k	ABC Radio Inc	25	9602		g3	Talk	4,000	0.66	2.5	3.2	2.6	2.2	2.4	2.8	2.2	1.8	1.8	
KFRC	San Francisco	III	610	5.0	5.00	b	CBS Corporation	24	9612		g5	Oldies	3,000	0.96	1.3	0.9	1.3	0.8	0.9	1.3	1.2	0.9	0.9	
KNBR	San Francisco	I	680	50.0	50.00	i	Susquehanna Radio	22	8905	21,000	e	Sports	25,000	2.25	4.6	4.5	4.3	3.1	3.5	3.6	4.5	3.6	3.9	
KCBS	San Francisco	II	740	50.0	50.00	b	CBS Corporation	9	9511		g4	News	20,000	1.43	5.8	4.0	4.3	4.5	4.6	4.8	4.8	4.8	5.3	
KGO	San Francisco	I	810	50.0	50.00	k	ABC Radio Inc	24	9602		g3	News/Talk	29,000	1.45	8.3	6.8	6.5	7.0	6.9	6.6	6.8	6.8	8.0	
KNEW	Oakland	III	910	5.0	5.00	d	Chancellor Media	21	9705		g1	Country	2,600	1.20	0.9	1.9	1.0	1.1	1.0	1.0	0.8	0.6	0.8	
KABL	Oakland	III	960	5.0	5.00	d	Chancellor Media	25	9705		g1	Nostalgia	3,400	0.54	2.6	3.0	2.5	2.1	1.8	2.0	1.9	2.3	2.6	
KATD	Pittsburg	II	990	5.0	5.00		People's Radio Inc	49	9308	600		AC			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KIQI	San Francisco	II	1010	10.0	cp 1.50		One-On-One Sports	57	9704		p na	Spanish	1,500	1.04	0.6	0.5	0.7	0.7	0.6	0.7	0.4	0.6	0.5	
KTCT	San Mateo	II	1050	50.0	cp 0.00	i	Susquehanna Radio	46	9710	14,500		Spanish	2,600	1.20	0.9	0.4	0.4	0.5	0.5	0.6	0.9	0.6	0.8	
KFAX	San Francisco	II	1100	50.0	50.00		Salem Comm Corp	25	8407	6,700		Religion	800	0.55	0.6	0.4	0.7	0.6	0.6	0.5	0.4	0.6	0.6	
KLOK	San Jose	II	1170	50.0	5.00	g	EXCL Comm Inc	46	9208	See (30)		Spanish	n/a		2.1	1.2	1.6	1.3	1.1	1.5	2.0	1.6	2.0	
KXBT	Vallejo	II	1190	1.0	0.00	l	Quick Bcstg Inc	47	9312	850		Urban/Olds			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KBPA	Palo Alto	II	1220	5.0	0.15	c	PAR Holdings LLC	47	9705		p g	Motivational			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KOIT	San Francisco	III	1260	5.0	1.00	a	Bonneville Intl	26	8311	3,500		Soft AC	700	0.97	0.3	0.1	0.2	0.3	0.1	0.2	0.2	0.2	0.3	
KAZA	Gilroy	III	1290	5.0	0.00		Radio Fiesta	57	7305			Spanish	n/a		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KDIA	Oakland	III	1310	20.0	cp20.00	m	Pacific FM Inc	22	9501	3,000		R&B Oldies	1,500	0.62	1.0	0.6	0.8	0.9	0.8	0.7	0.9	0.7	1.1	
KSRO	Santa Rosa	III	1350	5.0	5.00	p	Amaturo Group Ltd	37	9607	See (114)		Nws/Tk/Spts	n/a		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KKSJ	San Jose	III	1370	5.0	5.00	c	PAR Holdings LLC	47	9709	See (30)		Asian	n/a		1.0	0.0	0.8	1.1	0.9	0.7	1.1	0.9	0.8	
KVTO	Berkeley	IV	1400	1.0	1.00	f	Inner City Bcstg	22				Asian			0.3	0.0	0.5	0.0	0.0	0.4	0.4	0.3	0.0	
• KVVN	Santa Clara	III	1430	1.0	1.00		Inner City Bcstg	64	9704	2,200		Spanish	n/a		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	
KEST	San Francisco	IV	1450	1.0	1.00	c	PAR Holdings LLC	22	9601		st	Asian			0.0	0.0	0.3	0.0	0.3	0.0	0.0	0.0	0.0	
KSJX	San Jose	II	1500	10.0	5.00	c	PAR Holdings LLC	48	9601	See (30)		Asian	n/a		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KKHI	San Rafael	II	1510	8.0	cp 0.00	e	Mt Wilson FM Bcstrs	47	9605		c1	Classical			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KYCY	San Francisco	II	1550	10.0	10.00	b	CBS Corporation	47	9405		c4	Country	700	0.97	0.3	0.0	0.0	0.1	0.2	0.2	0.3	0.2	0.3	
KLIV	San Jose	III	1590	5.0	5.00	o	Empire Bcstg Corp	46	6707	See (30)		News	n/a		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations - 26													# Combos - 21		AM TOTALS									
Stations Profiled - 64													# Duopolies - 23		Total Local Commercial Share									
															33.2	27.5	28.5	26.3	26.2	27.6	28.8	26.9	29.7	
																82.5	82.7	83.4	84.1	84.7	84.9	83.9	85.6	

• Indicates a change since last edition.

METRO RANK: 4



Metro Rank: 5

Revenue Rank: 7

Philadelphia Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$145,200	135,000	139,000	155,000	174,100	195,000	6.1%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.6%	\$207,800	217,200	229,800	244,000	259,800	5.7%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.03/1,000	\$4.44/1,000	\$5.06/1,000	Local	68%		
Revenue/Capita	\$29.71	\$39.88	\$52.92	National	32%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	4,886.9	4,890.2	0.0%	4,890.2	4,909.7	0.1%
Households	1,788.4	1,794.6	0.1%	1,794.6	1,824.4	0.3%
Retail Sales	36,033.3	43,901.0	4.0%	43,901.0	51,326.3	3.2%
EBI	78,042.2	87,060.0	2.2%	87,060.0	102,782.3	3.4%

Metro Counties

Bucks, PA	576.1
Chester, PA	403.8
Delaware, PA	547.2
Montgomery, PA	707.0
Philadelphia, PA	1,503.0
Burlington, NJ	402.4
Camden, NJ	505.5
Gloucester, NJ	245.2

	4,890.2

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	2,347.9	425.3	195.0	220.3	377.1	380.7	290.4	459.2
Women (000)	2,542.3	406.9	186.2	219.3	382.2	403.7	315.2	628.9
Total	4,890.2	832.2	381.2	439.6	759.2	784.4	605.6	1,088.1
Percentage	100.0%	17.0%	7.8%	9.0%	15.5%	16.0%	12.4%	22.3%
Per Capita	\$17,803	Median Household		\$39,891	Avg Household		\$48,512	
Ethnic Population:	White 77.0%	Black 19.9%	Asian 2.6%	Hispanic 4.1%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1	16		15	17	22	39
Tot 12+	3.9	63.7		65.8	67.6	18.1	85.7
Avg 12+	3.9	4.0		4.4	4.0	0.8	2.2
Tot LCS	4.6	74.3		76.8	78.9	21.1	100.0
Avg LCS	4.6	4.6		5.1	4.6	1.0	2.6

MARKET: Philadelphia

METRO RANK: 5

Competitive Overview

Some stations also rated in Wilmington, DE (74) and Trenton, NJ (137).

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year	Date	Sales Price (000)	LMA	Format	Arbitron 12+ Metro Shares (see rights)											
													1996 Revenue (000)	1996 Power Ratio	Avg '96 Local Comm Sh	1997 Summer	1997 Spring	1996 Winter	1996 Fall	1996 Summer	1996 Spring	1995 Winter	1995 Fall	
WXTU	Philadelphia	B	92.5	15.5	899	a	Beasley Bcst Group	58	8308	6,000		Country	10,100	0.93	5.2	4.2	4.0	4.4	3.9	4.2	3.8	4.7	5.3	
WMMR	Philadelphia	B	93.3	18.0	827	c	Greater Media	42	9708		sw	Rock	13,500	1.48	4.4	3.9	4.5	3.5	3.7	3.5	4.5	3.4	3.9	
WYSP	Philadelphia	B	94.1	16.0	899	b	CBS Corporation	71	9612		g3	Rock	22,000	1.83	5.8	5.3	6.3	5.5	4.8	5.2	5.1	4.6	5.1	
• WXXM	Philadelphia	B	95.7	17.0	cp 850	d	Greater Media	49	9707	41,800		Hot AC	5,500	0.83	3.2	2.4	2.6	3.2	3.2	2.9	3.1	2.7	2.5	
WVDB	Philadelphia	B	96.5	17.0	866	a	Beasley Bcst Group	57	9705	65,000		News/Talk	10,000	0.83	5.8	4.7	5.0	5.3	4.9	5.1	4.4	5.9	4.7	
WPST	Trenton	B	97.5	50.0	430		Nassau Bcstg Ptrs LP	49	9508	See (137)		CHR	n/a		1.5	1.5	1.2	1.4	1.4	1.2	1.6	1.2	1.3	
WUGL	Philadelphia	B	98.1	12.5	1001	b	CBS Corporation	44	9511		g2	Oldies	12,000	0.96	6.0	5.4	5.5	4.5	5.0	5.9	5.4	4.4	5.0	
WUSL	Philadelphia	B	98.9	18.0	830	d	Chancellor Media	61	9705		g1	Urban AC	10,900	0.73	7.2	4.6	5.0	6.2	6.4	6.2	6.8	5.9	6.1	
WJBR	Wilmington	B	99.5	50.0	499		Atlantic Star	57	8509	See (74)		AC	n/a		0.6	0.4	0.6	0.5	0.8	0.7	0.5	0.4	0.6	
WPLY	Media	B	100.3	35.0	600		Greater Media Radio	82				Alternative	5,000	0.63	3.8	3.3	2.7	2.8	2.6	3.0	3.1	3.3	3.7	
WBEB	Philadelphia	B	101.1	14.0	942		WEAZ-FM Radio Inc	63				AC	13,600	1.01	6.5	5.7	6.0	6.2	5.7	5.5	5.7	5.6	5.5	
WIOQ	Philadelphia	B	102.1	27.0	669	d	Chancellor Media	41	9705		g1	Urban AC	8,600	0.80	5.2	4.1	3.6	4.5	4.8	4.5	4.3	4.8	4.3	
WMGK	Philadelphia	B	102.9	8.5	1181	c	Greater Media	42				Clsc Hits	9,500	0.97	4.7	4.5	4.4	4.1	4.7	4.7	4.6	3.8	3.1	
WPHI	Jenkintown	A	103.9	0.3	1001		Radio One Inc	60	9705	20,000		Urban	3,800	0.96	1.9	4.2	3.9	2.7	1.9	1.8	2.1	1.5	1.3	
WYXR	Philadelphia	B	104.5	16.0	873	d	Chancellor Media	65	9705		g1	Hot AC	9,000	0.98	4.4	3.6	3.5	2.6	3.5	3.6	3.9	3.9	3.7	
WDAS	Philadelphia	B	105.3	16.5	873	d	Chancellor Media	59	9705		g1	Urban AC	14,000	1.12	6.0	5.5	4.9	5.4	5.1	5.1	5.5	4.9	5.3	
WJJZ	Philadelphia	B	106.1	22.5	742	d	Chancellor Media	59	9705		g1	Smooth Jazz	7,500	0.84	4.3	4.2	3.9	4.1	4.3	4.2	3.2	3.8	3.5	
# FM Stations - 17													# Combos - 12		FM TOTALS									
															76.5	67.5	67.6	66.9	66.7	67.3	67.6	64.8	64.9	

• Indicates a change since last edition.

METRO RANK: 5



Metro Rank: 5

Revenue Rank: 7

Philadelphia Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

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Total	4,890.2	832.2	381.2	439.6	759.2	784.4	605.6	1,088.1
Percentage	100.0%	17.0%	7.8%	9.0%	15.5%	16.0%	12.4%	22.3%
Per Capita	\$17,803	Median Household		\$39,891	Avg Household		\$48,512	
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Avg LCS	4.6	4.6		5.1	4.6	1.0	2.6

MARKET: Philadelphia

METRO RANK: 5

Competitive Overview

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AM Stations

Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year	Date	Sales Price (000)	LMA	Format	1996 Revenue (000)	Power Ratio	Avg '96 Local Comm Sh	Arbitron 12+ Metro Shares (see rights)											
				Power (kW)	Power (kW)											Std	Acq	1997	1997	1996	1996	1996	1996	1995	1995		
WFIL	Philadelphia	III	560	5.0	cp 5.00	e	Salem Comm Corp	22	9310	4,000		Chrstrn Talk			0.2	0.0	0.3	0.4	0.4	0.4	0.4	0.0	0.0	0.3			
WIP	Philadelphia	III	610	5.0	5.00	b	CBS Corporation	22	9612		g3	Sports	12,500	1.54	3.9	3.7	3.4	3.7	3.6	2.8	3.7	3.7	3.7	3.2			
WNJZ	Mount Holly	II	640	50.0	cp 0.95		Mt Holly Radio Co	93				Nostalgia			0.2	0.4	0.0	0.3	0.4	0.3	0.5	0.0	0.0				
WVCH	Chester	II	740	1.0	0.01		WVCH Comm Inc	48				Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WTMR	Camden	II	800	5.0	0.50		Gore-Overgaard Bcstg	48	8608	1,730		Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WTEL	Philadelphia	II	860	10.0	0.00	a	Beasley Bcst Group	25	8608	2,400		Spanish	1,250	6.02	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0			
WURD	Philadelphia	II	900	1.0	0.04		Mega Bcstg	58	9609	1,570		Spanish			0.0	0.4	0.5	0.0	0.0	0.0	0.0	0.0	0.0				
WPEN	Philadelphia	III	950	5.0	5.00	c	Greater Media	29	7501			Big Band	5,500	0.47	5.6	4.7	4.0	5.0	4.5	4.3	4.8	4.7	5.7				
WZZD	Philadelphia	II	990	50.0	10.00	e	Salem Comm Corp	24	9406		g	ChrsContemp			0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
KYW	Philadelphia	I	1060	50.0	50.00	b	CBS Corporation	21				News	27,000	1.41	9.2	6.3	6.3	7.1	7.3	7.3	7.2	9.1	8.2				
WNAP	Norristown	II	1110	4.8	0.00		GHB Bcstg	46				Gospel			0.6	0.4	0.0	0.4	0.4	0.5	0.5	0.4	0.7				
WPHT	Philadelphia	I	1210	50.0	50.00	b	CBS Corporation	22	9511		g2	Talk	1,600	0.96	0.8	0.8	0.8	0.6	0.4	0.9	0.8	0.5	0.6				
WSSJ	Camden	III	1310	1.0	0.25		WSSJ Bcstg	25	8405	850		Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WHAT	Philadelphia	IV	1340	1.0	1.00		Anderson, William C.	25	8909	1,650		Talk	1,100	0.41	1.3	0.9	1.6	1.0	1.4	1.3	0.7	1.1	1.5				
WNJC	Washington Townsh	III	1360	1.0	1.00		Forsythe Bcstg Co	46				Variety			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WPAZ	Pottstown	III	1370	1.0	0.00		Great Scott Bcstg	51				Nws/Tk/Spts			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WCOJ	Coatesville	III	1420	5.0	5.00		Starnet Inc	49	9203		na	AC			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WNPV	Lansdale	III	1440	2.5	0.50		WNPV Inc	60				News/Info			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WIFI	Florence	III	1460	5.0	0.50		Real Life Bcstg	85				Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WDAS	Philadelphia	III	1480	5.0	1.00	d	Chancellor Media	23	9705		g1	Gospel	1,900	0.65	1.4	1.0	1.2	1.1	0.8	0.9	1.1	1.3	1.5				
WBCB	Levittown	IV	1490	1.0	1.00		Progressive Bcstg Co	57	9211	550		AC			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WNWR	Philadelphia	II	1540	50.0	0.50		New World Radio Inc	47	9503	1,400p		Ethnic			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
# AM Stations - 22																# Combos - 8		AM TOTALS									
Stations Profiled - 39																# Duopolies - 9		Total Local Commercial Share		86.8	85.7	86.5	85.9	86.0	86.9	86.0	86.6

* Indicates a change since last edition.

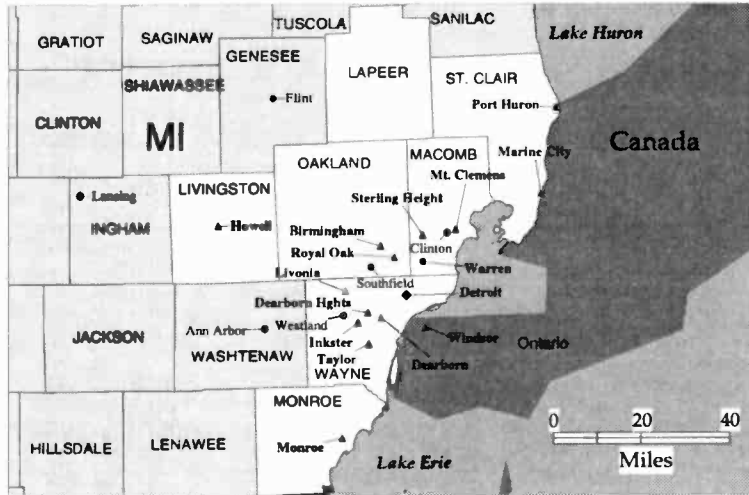
METRO RANK: 5



Metro Rank: 6

Revenue Rank: 12

Detroit Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$123,000	122,500	129,000	142,500	156,700	170,000	6.7%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	7.8%	\$183,200	191,400	202,000	214,000	226,900	5.5%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.69/1,000	\$3.93/1,000	\$4.45/1,000	Local	77%		
Revenue/Capita	\$28.03	\$38.16	\$50.13	National	23%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	4,387.9	4,454.4	0.3%	4,454.4	4,526.6	0.3%
Households	1,621.0	1,652.4	0.4%	1,652.4	1,704.7	0.6%
Retail Sales	33,349.9	43,252.8	5.3%	43,252.8	50,964.6	3.3%
EBI	6,407.0	71,155.2	61.8%	71,155.2	82,734.1	3.1%

Metro Counties

Lapeer, MI	83.6
Livingston, MI	134.7
Macomb, MI	731.3
Monroe, MI	139.9
Oakland, MI	1,163.4
St. Clair, MI	154.4
Wayne, MI	2,047.1

	4,454.4

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	2,152.1	404.6	195.9	187.8	340.4	359.6	275.7	388.2
Women (000)	2,302.3	387.0	188.9	192.0	351.5	379.6	290.1	513.2
Total	4,454.4	791.6	384.8	379.7	691.8	739.2	565.8	901.4
Percentage	100.0%	17.8%	8.6%	8.5%	15.5%	16.6%	12.7%	20.2%
Per Capita	\$15,974	Median Household		\$36,311	Avg Household		\$43,062	
Ethnic Population:	White 75.3%	Black 22.6%	Asian 1.6%	Hispanic 2.1%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	3	18	2	17	23	21	44
Tot 12+	0.3	65.6	3.0	65.1	68.9	20.6	89.5
Avg 12+	0.1	3.6	1.5	3.8	3.0	1.0	2.0
Tot LCS	0.3	73.3	3.4	72.7	77.0	23.0	100.0
Avg LCS	0.1	4.1	1.7	4.3	3.3	1.1	2.3

MARKET: Detroit

METRO RANK: 6

Competitive Overview

Some stations also rated in Ann Arbor (147).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)								
Calls	License	Class	Freq	(kW)						Price	LMA	Format	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
					(000)			Std	Acq	(000)	Ratio	Comm	Sh	1997	1997	1996	1996	1996	1996	1995	1995			
CIMX	Windsor	C1	88.7	100.0	577	g	CHUM Group Radio	67		p	Modern Rock			1.9	1.7	1.8	1.4	1.8	1.9	1.8	1.6	1.4		
WMXD	Detroit	B	92.3	50.0	459	d	Chancellor Media	64	9705	g2	Urban AC	7,000	0.76	5.0	3.9	4.3	3.7	3.8	4.4	3.7	4.4	5.6		
WDRQ	Detroit	B	93.1	26.5	669	b	ABC Radio Inc	47	9704	p g	CHR/Dance	7,000	1.06	3.6	3.4	3.8	3.0	2.7	2.3	3.2	3.6	4.0		
WHMI	Howell	A	93.5	2.6	354	f	Livingston Radio	77	8810	477 c2	AC			0.1	0.0	0.3	0.4	0.0	0.4	0.0	0.0	0.0		
CIDR	Windsor	C1	93.9	100.0	656	g	CHUM Group Radio	49	8505	p	AAA			1.4	1.1	1.2	1.2	1.0	1.0	1.4	1.4	1.2		
WCSX	Birmingham	B	94.7	13.5	951	a	Greater Media	58	7307		Clsc Rock	10,000	1.61	3.4	3.4	3.1	3.1	3.0	3.3	2.7	3.2	3.2		
WKQI	Detroit	B	95.5	100.0	430	d	Chancellor Media	49	9705	g2	AC	10,000	1.11	4.9	4.5	4.7	4.6	4.4	5.8	3.9	4.1	3.9		
WPLT	Detroit	B	96.3	20.0	787	b	ABC Radio Inc	48	9602	g3	Modern AC	6,000	1.09	3.0	3.5	2.5	2.5	2.1	2.8	2.7	3.1	2.2		
WKRK	Detroit	B	97.1	15.0	892	c	CBS Corporation	41	9511	g4	New Rock	4,400	0.96	2.5	1.4	1.1	1.2	1.5	1.7	2.6	2.3	2.5		
WJLB	Detroit	B	97.9	50.0	489	d	Chancellor Media	26	9705	g2	Urban AC	16,000	0.77	11.3	7.9	8.1	7.9	9.1	10.5	10.3	9.7	10.2		
WVMV	Detroit	B	98.7	50.0	463	c	CBS Corporation	61	8912	g	Smooth Jazz	6,000	1.09	3.0	3.5	3.2	3.3	4.0	2.6	3.1	3.1	2.0		
WYCD	Detroit	B	99.5	17.6	787	c	CBS Corporation	60	9612	g1	Country	11,400	1.48	4.2	3.3	3.5	3.7	3.7	3.6	3.8	3.8	3.9		
WNIC	Dearborn	B	100.3	32.0	600	d	Chancellor Media	46	9705	g2	AC	14,500	1.32	6.0	6.6	7.2	6.8	6.4	5.5	5.4	5.3	5.6		
WRIF	Detroit	B	101.1	27.0	879	a	Greater Media	48	9409	11,500	AOR	10,000	1.05	5.2	4.5	4.2	4.7	4.5	4.8	5.1	4.6	4.2		
WGRT	Port Huron	A	102.3	3.0	318		Pt Huron Family Rad	91			AC			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WWBR	Mt. Clemens	B	102.7	50.0	499		Syndicated Comm	60	9605	st	AOR	1,800	0.58	1.7	1.5	1.7	1.9	1.8	1.8	1.5	1.4	1.3		
WMUZ	Detroit	B	103.5	50.0	466	j	Crawford Bcstg Co	58			ChrsContemp	1,100	0.60	1.0	1.0	1.0	0.9	0.9	0.9	0.9	1.1	0.8		
WOMC	Detroit	B	104.3	190.0 cp	361	c	CBS Corporation	48	9612	g1	Oldies	12,000	1.13	5.8	5.9	5.8	5.9	6.1	6.2	6.0	4.9	4.0		
WQRS	Detroit	B	105.1	20.0	784	a	Greater Media	60	9701	sw	Classical	4,000	0.91	2.4	2.4	2.9	2.9	2.6	1.9	2.1	2.4	2.2		
WCHB	Detroit	B	105.9	20.0	725	h	Bell Bcstg Co	60			Urban	4,000	0.66	3.3	4.0	3.6	3.2	2.6	2.9	2.9	3.4	2.6		
WWWW	Detroit	B	106.7	61.0	509	d	Chancellor Media	60	9705	g2	Country	8,500	0.97	4.8	3.5	3.6	3.9	4.0	3.9	4.7	3.9	5.0		
WSAQ	Port Huron	A	107.1	6.0	299	e	Wisner Bcstg	64			Country			0.3	0.4	0.0	0.4	0.0	0.5	0.0	0.3	0.4		
WGPR	Detroit	B	107.5	50.0	361		WGPR Inc	61	6407		Urban AC	1,600	0.73	1.2	0.8	1.3	1.4	1.2	1.0	1.0	0.9	1.3		
# FM Stations - 23												# Combos - 20		FM TOTALS		76.0	68.2	68.9	68.0	67.2	69.7	68.8	68.5	67.5

Metro Rank: 6

Revenue Rank: 12

Detroit Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$123,000	122,500	129,000	142,500	156,700	170,000	6.7%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	7.8%	\$183,200	191,400	202,000	214,000	226,900	5.5%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.69/1,000	\$3.93/1,000	\$4.45/1,000	Local	77%		
Revenue/Capita	\$28.03	\$38.16	\$50.13	National	23%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	4,387.9	4,454.4	0.3%	4,454.4	4,526.6	0.3%
Households	1,621.0	1,652.4	0.4%	1,652.4	1,704.7	0.6%
Retail Sales	33,349.9	43,252.8	5.3%	43,252.8	50,964.6	3.3%
EBI	6,407.0	71,155.2	61.8%	71,155.2	82,734.1	3.1%

Metro Counties

Lapeer, MI	83.6
Livingston, MI	134.7
Macomb, MI	731.3
Monroe, MI	139.9
Oakland, MI	1,163.4
St. Clair, MI	154.4
Wayne, MI	2,047.1

	4,454.4

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	2,152.1	404.6	195.9	187.8	340.4	359.6	275.7	388.2
Women (000)	2,302.3	387.0	188.9	192.0	351.5	379.6	290.1	513.2
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Percentage	100.0%	17.8%	8.6%	8.5%	15.5%	16.6%	12.7%	20.2%
Per Capita	\$15,974	Median Household		\$36,311	Avg Household		\$43,062	
Ethnic Population:	White 75.3%	Black 22.6%	Asian 1.6%	Hispanic 2.1%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	3	18	2	17	23	21	44
Tot 12+	0.3	65.6	3.0	65.1	68.9	20.6	89.5
Avg 12+	0.1	3.6	1.5	3.8	3.0	1.0	2.0
Tot LCS	0.3	73.3	3.4	72.7	77.0	23.0	100.0
Avg LCS	0.1	4.1	1.7	4.3	3.3	1.1	2.3

Competitive Overview

Some stations also rated in Ann Arbor (147).

AM Stations

City of		FCC	Day	Night	Sales		1996		Avg '96	Arbitron 12+ Metro Shares (see rights)																					
Calls	License	Class	Freq	Power (kW)	Power (kW)	C	Owner	Year	Date	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995								
WLLZ	Monroe	III	560	0.5	cp 0.01	j	Crawford Bcstg Co	56	9707	3,150		Ethnic	400		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
CKWW	Windsor	III	580	0.5	0.50	g	CHUM Group Radio	82	9303			Nostalgia			2.4	2.9	2.4	2.5	2.3	2.1	2.2	2.3	2.0								
WNZK	Dearborn Hghts	II	690	2.5	2.50		Birach Bcstg Corp	59				Ethnic			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3								
WJR	Detroit	I	760	50.0	50.00	b	ABC Radio Inc	22	9602		g3	FullService	20,000	1.40	7.8	6.7	5.9	6.2	7.4	6.2	6.8	7.6	7.4								
CKLW	Windsor	II	800	50.0	50.00	g	CHUM Group Radio	32	8505			News/Talk			0.4	0.4	0.0	0.3	0.5	0.3	0.4	0.4	0.3								
WJWJ	Detroit	III	950	5.0	5.00	c	CBS Corporation	20	9511		g4	News	15,200	1.41	5.9	4.9	5.3	5.6	5.4	5.4	5.0	4.8	6.2								
WUFL	Sterling Height	II	1030	5.0	0.00		Family Life Bcstg	89				Inspiration			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WCAR	Livonia	II	1090	0.3	0.50		Global Bcstg Co	63	9706		p g	Children			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WDFB	Detroit	II	1130	50.0	10.00	d	Chancellor Media	39	9705		g2	Sports	1,500	0.82	1.0	1.4	1.3	1.3	1.5	1.0	0.9	0.8	1.0								
WCHB	Taylor	II	1200	50.0	cp 2.10	h	Bell Bcstg Co	56				News/Talk	1,100	0.75	0.8	0.7	0.8	0.9	0.8	1.0	0.8	0.5	0.7								
WXYT	Detroit	III	1270	5.0	5.00	i	CBS Corporation	25	9612		g1	Talk/Sports	8,000	1.04	4.2	2.6	3.1	3.3	3.2	3.8	3.7	3.8	3.9								
* WYUR	Dearborn	III	1310	5.0	5.00	d	Chancellor Media	46	9705		g2	DARK	500		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WEXL	Royal Oak	IV	1340	1.0	1.00	j	Crawford Bcstg Co	23	9705	3,500		Inspiration			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WHMI	Howell	III	1350	0.5	0.03	f	Livingston Radio	57	8810		c2	DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WPHM	Port Huron	III	1380	5.0	5.00	k	Hanson Comm Inc	47	8612	1,100		AC/Nws/Info			0.0	0.3	0.3	0.3	0.0	0.0	0.0	0.0	0.0								
WQBH	Detroit	IV	1400	1.0	1.00		Queens Bcstg Corp	26	9704	3,889		Urb/Gospel	1,200	0.47	1.4	1.5	1.5	1.4	1.6	1.2	1.1	1.4	1.3								
WMKM	Inkster	III	1440	1.0	1.00		Gallagher, M. & K.	89	8911	850	e	Gospel			0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0								
WHLS	Port Huron	IV	1450	1.0	1.00	e	Wisner Bcstg	38	5601			Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WLOV	Detroit	II	1500	50.0	5.00		Midwest Bcstg Corp	25	9312	2,650		Religion			0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0								
WIFN	Marine City	III	1590	1.0	0.10	k	Hanson Comm Inc	51	9708	150p		Nws/Tk/9pts			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
# AM Stations - 20		# Combos - 14		AM TOTALS										24.0		21.4		20.6		22.4		22.7		21.0		20.9		21.6		23.1	
Stations Profiled - 43		# Duopolies - 13		Total Local Commercial Share												89.6		89.5		90.4		89.9		90.7		89.7		90.1		90.6	

* Indicates a change since last edition.



Metro Rank: 7

Revenue Rank: 5

Dallas - Ft. Worth Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$141,000	143,000	149,000	168,000	187,000	203,900	7.7%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	7.7%	\$219,600	230,500	244,400	260,200	277,200	6.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.06/1,000	\$4.63/1,000	\$4.99/1,000	Local	80%		
Revenue/Capita	\$35.00	\$46.01	\$58.55	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	4,029.1	4,432.0	1.9%	4,432.0	4,734.7	1.3%
Households	1,503.5	1,641.6	1.8%	1,641.6	1,763.8	1.4%
Retail Sales	34,710.8	43,993.3	4.9%	43,993.3	55,566.5	4.8%
EBI	60,906.7	76,753.3	4.7%	76,753.3	97,022.2	4.8%

Metro Counties

Collin, TX	353.5
Dallas, TX	1,982.2
Denton, TX	339.4
Ellis, TX	94.3
Hood, TX	32.2
Johnson, TX	107.3
Kaufman, TX	61.3
Parker, TX	73.8
Rockwall, TX	33.1
Tarrant, TX	1,315.7
Wise, TX	39.2

	4,432.0

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	2,193.9	441.1	188.2	211.2	422.7	380.6	269.4	280.7
Women (000)	2,238.1	421.0	180.8	208.2	402.7	385.5	270.5	369.6
Total	4,432.0	862.1	369.0	419.4	825.4	766.1	539.8	650.2
Percentage	100.0%	19.5%	8.3%	9.5%	18.6%	17.3%	12.2%	14.7%
Per Capita	\$17,318	Median Household		\$37,463	Avg Household		\$46,755	
Ethnic Population:	White 81.7%	Black 14.6%	Asian 3.0%	Hispanic 15.7%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	3		24	18	27	23	50
Tot 12+	1.2		71.9	67.4	73.1	18.3	91.4
Avg 12+	0.4		3.0	3.7	2.7	0.8	1.8
Tot LCS	1.3		78.7	73.7	80.0	20.0	100.0
Avg LCS	0.4		3.3	4.1	3.0	0.9	2.0

Competitive Overview

Some stations also rated in Waco (190).

FM Stations

City of		FCC	Power		Year		Date		Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)														
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995						
KZPS	Dallas	C	92.5	96.0	1591	i	Chancellor Media	48	9710	83,500	c3	Clsc Rock	5,600	0.91	2.8	3.1	3.8	2.0	3.0	2.5	2.6	2.2	2.8						
KKZN	Haltom City	C2	93.3	50.0	436	f	Susquehanna Radio	96				Progressive			0.0	1.8	1.6	0.9	0.0	0.0	0.0	0.0	0.0						
KLTY	Ft. Worth	C	94.1	98.0	1591		Metroplex Bcstg Ltd	64			1	ChrsContemp	4,000	0.57	3.2	3.0	2.7	3.2	2.5	3.3	2.9	2.6	2.7						
KDGE	Gainesville	C	94.5	100.0	1896	i	Chancellor Media	58	9710		c3	Alternative	6,850	0.84	3.7	3.0	3.0	2.6	2.5	3.1	3.2	3.6	3.5						
KWRD	Arlington	C	94.9	98.0	1509		Salem Comm Corp	49	9612		sw	Chrstrn Talk	1,300	0.37	1.6	0.0	0.0	0.0	0.4	1.0	1.1	1.7	2.0						
KHYI	Howe	C3	95.3	10.5	cp 512		Metro Bcstrs-TX Inc	49				Country			0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0						
KSCS	Ft. Worth	C	96.3	99.0	1611	b	ABC Radio Inc	49	9602		g3	Country	16,000	1.23	5.9	5.7	5.7	5.8	4.9	4.9	6.2	5.0	5.5						
• KEGL	Ft. Worth	C	97.1	98.6	cp 1673	h	Jacor Comm Inc	59	9710		p g4	AOR	8,300	0.86	4.4	3.3	3.8	4.3	4.0	3.8	3.8	4.6	3.9						
KBFB	Dallas	C	97.9	100.0	1611	g	Capstar Bcstg Ptrs	61	9708		p g1	Soft Rock	4,500	0.71	2.9	2.4	1.7	2.3	2.1	2.7	2.2	2.9	2.6						
KLUV	Dallas	C1	98.7	40.0	509	d	CBS Corporation	61	9612		g2	Oldies	11,500	1.25	4.2	3.9	4.2	3.6	4.2	3.4	4.0	3.9							
KNCK	Denton	C	99.1	100.0	cp 1726	c	Heftel Bcstg Corp	88	9505		g	Tejano	1,500	0.68	1.0	1.1	1.1	1.0	1.3	0.8	1.1	0.8	1.1						
KPLX	Ft. Worth	C	99.5	100.0	1677	f	Susquehanna Radio	62	9701			Country	9,400	0.95	4.5	3.4	4.1	3.2	4.0	3.8	4.3	4.4	3.9						
KRBV	Dallas	C	100.3	98.3	cp 1670	d	CBS Corporation	65	9612		g2	R&B Oldies	7,000	0.65	4.9	2.7	2.8	2.5	3.6	4.6	4.2	4.2	5.0						
WRR	Dallas	C	101.1	98.0	1509		City of Dallas	48				Classical	2,500	0.47	2.4	2.7	2.8	2.9	2.8	2.7	2.2	2.1	1.8						
KTXQ	Ft. Worth	C	102.1	100.0	1447	g	Capstar Bcstg Ptrs	62	9708		p g1	AOR	8,000	1.04	3.5	2.3	2.9	2.8	2.7	2.7	2.7	4.0	3.3						
• KDMX	Dallas	C	102.9	99.0	1348	h	Jacor Comm Inc	65	9710		p g4	Mix AC	7,000	0.91	3.5	4.4	4.1	3.5	3.7	3.3	3.9	2.8	2.7						
KVIL	Highland Park	C	103.7	100.0	cp 1572	d	CBS Corporation	61	9612		g2	AC	30,000	2.40	5.7	5.2	5.3	6.0	6.0	4.7	5.2	5.4	5.6						
KKDA	Dallas	C	104.5	100.0	1591	a	Service Bcstg Corp	47				Urban	7,700	0.58	6.0	6.8	7.1	6.7	6.2	6.3	5.7	5.4	4.6						
KTCY	Pilot Point	A	104.9	2.8	1801		New World Bctrs Corp	83	9511	650		DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
KYNG	Dallas	C	105.3	100.0	1562	d	CBS Corporation	68	9612		g2	Country	13,500	1.23	5.0	3.8	3.3	3.4	3.8	4.8	4.9	3.9	4.8						
KRNB	Decatur	C	105.7	100.0	cp 1673	a	Service Bcstg Corp	68				Rhythm/Blue			0.0	1.1	1.1	1.6	1.2	0.0	0.0	0.0	0.0						
KHKS	Denton	C	106.1	100.0	1585	i	Chancellor Media	47	9704		p g	CHR	12,400	0.88	6.4	7.3	7.0	6.8	6.1	5.9	6.2	5.7	5.6						
KMRT	Granbury	C	106.7	100.0	991	c	Heftel Bcstg Corp	90	9503	1,450		Spanish	300	0.68	0.2	0.1	0.0	0.1	0.3	0.1	0.2	0.3	0.0						
KRVA	McKinney	A	106.9	3.9	400	e	Z Spanish Radio Ntwk	69	9601	2,200p	c2	Spanish			0.0	0.8	0.3	0.2	0.1	0.1	0.0	0.0	0.0						
• KZDL	Terrell	A	107.1	3.3	440	e	Z Spanish Radio Ntwk	79	9608	1,415		Spanish			0.2	1.0	0.9	0.7	0.4	0.4	0.5	0.0	0.0						
• KOAI	Ft. Worth	C1	107.5	28.0	cp 1591	d	CBS Corporation	65	9612		g2	Smooth Jazz	9,500	1.08	4.0	2.9	3.1	3.5	3.7	3.5	3.4	3.6	4.2						
KICI	Corsicana	C1	107.9	100.0	843	c	Heftel Bcstg Corp	93	9503			Tejano	1,000	0.65	0.7	0.4	0.4	0.4	0.3	0.5	0.5	0.8	0.9						
# FM Stations - 27															# Combos - 22														
															FM TOTALS														
															76.7 72.2 73.1 70.0 69.2 69.7 70.4 70.0 70.4														

• Indicates a change since last edition.



Metro Rank: 7

Revenue Rank: 5

Dallas - Ft. Worth Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$141,000	143,000	149,000	168,000	187,000	203,900	7.7%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	7.7%	\$219,600	230,500	244,400	260,200	277,200	6.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.06/1,000	\$4.63/1,000	\$4.99/1,000	Local	80%		
Revenue/Capita	\$35.00	\$46.01	\$58.55	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	4,029.1	4,432.0	1.9%	4,432.0	4,734.7	1.3%
Households	1,503.5	1,641.6	1.8%	1,641.6	1,763.8	1.4%
Retail Sales	34,710.8	43,993.3	4.9%	43,993.3	55,566.5	4.8%
EBI	60,906.7	76,753.3	4.7%	76,753.3	97,022.2	4.8%

Metro Counties

Collin, TX	353.5
Dallas, TX	1,982.2
Denton, TX	339.4
Ellis, TX	94.3
Hood, TX	32.2
Johnson, TX	107.3
Kaufman, TX	61.3
Parker, TX	73.8
Rockwall, TX	33.1
Tarrant, TX	1,315.7
Wise, TX	39.2

	4,432.0

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	2,193.9	441.1	188.2	211.2	422.7	380.6	269.4	280.7
Women (000)	2,238.1	421.0	180.8	208.2	402.7	385.5	270.5	369.6
Total	4,432.0	862.1	369.0	419.4	825.4	766.1	539.8	650.2
Percentage	100.0%	19.5%	8.3%	9.5%	18.6%	17.3%	12.2%	14.7%
Per Capita	\$17,318	Median Household		\$37,463	Avg Household		\$46,755	
Ethnic Population:	White 81.7%	Black 14.6%	Asian 3.0%	Hispanic 15.7%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	3		24	18	27	23	50
Tot 12+	1.2		71.9	67.4	73.1	18.3	91.4
Avg 12+	0.4		3.0	3.7	2.7	0.8	1.8
Tot LCS	1.3		78.7	73.7	80.0	20.0	100.0
Avg LCS	0.4		3.3	4.1	3.0	0.9	2.0

Competitive Overview

Some stations also rated in Waco (190).

AM Stations

City of		FCC	Day	Night	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)																			
Calls	License	Class	Freq	Power (kW)	Power (kW)	C	Owner	Year	Date	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995							
KDFT	DeSoto	III	540	1.0	0.22		Willis Family Bcstg	88	9203	2,000		Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
KLIF	Dallas	III	570	5.0	5.00	f	Susquehanna Radio	22	9702	4,200		Talk	8,500	1.43	2.7	1.9	1.4	2.2	2.4	2.3	2.6	2.3	2.5							
KAAM	Plano	III	620	5.0	4.50		Collin County Radio	39	9507	500		Adlt Stndrd	500	0.19	1.2	2.0	1.6	1.5	1.1	0.8	1.2	1.5	0.7							
KSKY	Balch Springs	II	660	10.0	cp 0.50	i	Chancellor Media	41	9705		g	Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
KKDA	Grand Prairie	II	730	0.5	0.50	a	Service Bcstg Corp	57	8212			FullService	1,900	0.72	1.2	0.9	1.2	1.0	1.1	1.3	1.0	1.1	1.1							
KPBC	Garland	II	770	10.0	1.00		Crawford Bcstg Co	90				Chrstrn Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WBAP	Ft. Worth	I	820	50.0	50.00	b	ABC Radio Inc	22	9602		g3	Nws/Tk/Spts	16,000	1.35	5.4	4.1	4.3	4.4	4.9	5.4	4.9	4.6	4.7							
KFJZ	Ft. Worth	II	870	0.5	0.00		Lujan, Christobal	47	8804	1,300		Spanish			0.1	0.0	0.6	0.7	0.5	0.0	0.0	0.0	0.0							
KXEB	Sherman	III	910	1.0	1.00		New World Bcstrs Cop	36	9608	700	na 1	Spanish			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
KHVN	Ft. Worth	III	970	1.0	0.27	d	CBS Corporation	46	9612		g2	Gospel	1,200	0.32	1.7	0.9	1.2	1.4	1.5	1.5	1.2	1.9	1.6							
KGGR	Dallas	III	1040	1.0	0.00		Mortenson Bcstg	47	9604	1,150		Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
KRLD	Dallas	I	1080	50.0	50.00	d	CBS Corporation	26	9612		sw	News/Talk	11,700	1.21	4.4	4.0	3.6	4.3	4.0	4.3	4.1	3.7	3.8							
KCLE	Cleburne	II	1140	1.0	cp 1.00		Moss, Gary L.	47	9607		nc	Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
KDMM	Highland Park	III	1150	1.0	0.01		Marcos Rodriguez Inc	60	9701		na 1	Nostalgia	800	0.61	0.6	0.0	0.0	0.0	0.7	0.7	0.5	0.5	0.5							
KOOO	Dallas	II	1190	50.0	5.00	d	CBS Corporation	47	9612		sw	Talk	1,500		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
KESS	Ft. Worth	III	1270	5.0	5.00	c	Heftel Bcstg Corp	22	9407			Spanish	3,500	0.94	1.7	1.5	1.5	2.0	2.2	1.8	1.7	1.7	1.1							
KTCK	Dallas	III	1310	5.0	5.00	f	Susquehanna Radio	20	9609	14,000		Sports	3,000	0.62	2.2	2.1	1.7	2.0	2.4	1.8	2.3	2.1	2.0							
KAHZ	Ft. Worth	III	1360	5.0	1.00		Global Bcstg Co	47	9706		p g	Children			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
KTNO	Denton	III	1440	5.0	0.50	c	Mortenson Bcstg Co	38	9709	650		Spanish	200		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
KMRT	Dallas	III	1480	5.0	1.90	c	Heftel Bcstg Corp	52	9411	1,500		Spanish	1,400	0.71	0.9	0.3	0.7	0.6	0.6	0.6	0.9	0.7	1.0							
KPAD	University Park	II	1540	35.0	cp 0.89		PAR Holdings LLC	45	9704	2,300		Spanish			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
KPYK	Terrell	II	1570	0.3	0.00		Mohnkern Electronics	86	9202	25	+	Big Band			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
KRVA	Cockrell Hill	III	1600	5.0	0.93	e	Z Spanish Radio Ntwk	47	9601		p c2	Spanish	1,000	0.41	1.1	1.1	0.5	1.1	0.8	1.0	0.8	0.9	1.2							
# AM Stations - 23												# Combos - 12		AM TOTALS																
Stations Profiled - 50												# Duopolies - 14		Total Local Commercial Share																
														23.2	18.8	18.3	21.2	22.2	21.5	21.2	21.4	20.2	91.0	91.4	91.2	91.4	91.2	91.6	91.4	90.6

* Indicates a change since last edition.

Metro Rank: 8

Revenue Rank: 6

Washington, D.C. Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$155,800	155,800	150,000	167,000	193,400	206,800	5.8%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	2.4%	\$211,700	220,200	231,200	242,700	257,300	5.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.73/1,000	\$4.84/1,000	\$5.04/1,000	Local	70%		
Revenue/Capita	\$39.06	\$49.30	\$58.29	National	30%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	3,988.4	4,194.8	1.0%	4,194.8	4,414.3	1.0%
Households	1,482.7	1,553.0	0.9%	1,553.0	1,643.4	1.1%
Retail Sales	32,925.7	42,694.4	5.3%	42,694.4	51,043.4	3.6%
EBI	79,219.0	86,926.0	1.9%	86,926.0	105,376.9	3.9%

Metro Counties

Dist. of Col.	547.9	Fairfax, VA	891.7
Calvert, MD	65.9	Fairfax City, VA	20.7
Charles, MD	111.9	Falls Church cty	9.7
Frederick, MD	179.7	Loudoun, VA	116.9
Montgomery, MD	818.5	Manassas city	32.9
Pr Georges, MD	774.0	Manassas Pk cty	6.8
Alexandria city	113.8	Pr William, VA	246.3
Arlington, VA	178.2	Stafford, VA	79.9

4,194.8

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	2,053.0	356.9	158.9	200.9	378.4	383.8	289.4	284.6
Women (000)	2,141.8	342.1	152.2	201.3	380.5	407.0	294.0	364.6
Total	4,194.8	699.1	311.2	402.2	758.9	790.8	583.4	649.2
Percentage	100.0%	16.7%	7.4%	9.6%	18.1%	18.9%	13.9%	15.5%
Per Capita	\$20,722	Median Household		\$47,825	Avg Household		\$55,973	
Ethnic Population:	White 65.5%	Black 27.4%	Asian 6.3%	Hispanic 6.9%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	4	19		16	23	26	49
Tot 12+	4.3	65.8		66.7	70.1	12.7	82.8
Avg 12+	1.1	3.5		4.2	3.0	0.5	1.7
Tot LCS	5.2	79.5		80.6	84.7	15.3	100.0
Avg LCS	1.3	4.2		5.0	3.7	0.6	2.0

Competitive Overview

Some stations also rated in Baltimore (19) and Frederick (199).

FM Stations

										Arbitron 12+ Metro Shares (see rights)													
City of		FCC	Power		Year		Date		Sales	1996		Avg '96											
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
										(000)	(000)	Ratio	Comm Sh	1997	1997	1996	1996	1996	1996	1995	1995		
WMJS	Prince Frederick	A	92.7	2.1	564		MJS Comm Inc	71					0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	
WFSL	Fredericksburg	B	93.3	50.0	492	e	Free Lance-Star	62					0.8	0.6	0.5	0.5	0.9	0.8	0.9	0.4	0.6		
WKYS	Washington	B	93.9	24.0	705	a	Radio One Inc	47	9506	34,000			5.0	5.9	5.9	5.1	4.8	4.2	4.8	4.1	3.6		
WARW	Bethesda	B	94.7	20.5	771	d	CBS Corporation	59	9511		g	Clsc Rock	6,500	1.10	2.8	2.6	2.4	2.0	2.1	2.5	2.3	2.1	
WPGC	Morningside	B	95.5	50.0	499	d	CBS Corporation	59	9612		g4	CHR/Urban	19,000	1.18	7.6	6.3	5.8	6.5	6.1	6.1	5.6	7.2	
WHUR	Washington	B	96.3	24.0	669		Howard Univ Bd	71					6.4	5.7	5.8	5.6	5.6	5.0	5.8	5.4	5.2		
WASH	Washington	B	97.1	26.0	687	g	Chancellor Media	48	9705		g2	Soft Rock	12,200	0.96	6.0	3.9	4.6	3.8	4.9	5.1	5.1	4.8	5.0
WMZQ	Washington	B	98.7	50.0	489	g	Chancellor Media	68	9707		g3	Country	16,000	1.11	6.8	5.0	5.0	4.5	6.0	5.3	6.4	5.3	5.6
WHFS	Annapolis	B	99.1	50.0	459	d	CBS Corporation	49	9704		sw	Alternative	9,500	1.12	4.0	2.4	2.6	2.3	3.1	3.3	2.9	3.6	3.4
WGAY	Washington	B	99.5	22.0	751	g	Chancellor Media	60	9705		g2	Soft AC	6,500	1.06	2.9	4.2	3.9	4.5	2.9	2.8	1.9	2.6	2.5
WFRE	Frederick	B	99.9	7.9	1166	i	Gibbons, James L	61	6711	See (199)			1.3	1.2	1.0	1.1	0.9	1.1	1.1	1.1	1.3	0.7	
WBIG	Washington	B	100.3	36.0	574	g	Chancellor Media	48	9705		g2	Oldies	9,800	0.81	5.7	4.4	4.7	4.5	3.7	5.3	4.9	4.4	4.4
WMDC	Washington	B	101.1	22.5	761	c	Capitol Bcstg Compny	47	7509			AOR	10,000	1.05	4.5	3.2	3.5	3.0	3.5	3.9	3.5	3.7	3.8
WMMJ	Bethesda	A	102.3	2.9	479	a	Radio One Inc	61	8709	7,500			5.4	3.9	4.1	4.2	4.2	4.5	4.6	4.9	4.0	4.0	
WAFY	Middletown	A	103.1	1.0	571		Frederick Bcstg LLC	90				n/a	0.1	0.3	0.0	0.3	0.0	0.0	0.4	0.0	0.0	0.0	
WGMS	Washington	B	103.5	44.0	518	f	Bonneville Intl	47	9708		p sw	Classical	8,800	0.85	4.9	3.0	4.1	4.0	3.7	4.0	4.1	4.5	3.7
WMVZ	Braddock Hghts	A	103.9	0.4	912	f	Bonneville Intl	72	9607	See (199)		CHR	n/a	0.1	0.2	0.2	0.2	0.2	0.1	0.1	0.0	0.1	
WMZZ	Waldorf	B	104.1	22.0	764	f	Bonneville Intl	65	9607		g	CHR	1,450	0.38	1.8	3.8	4.4	4.5	3.8	2.4	1.3	1.0	1.2
WAVA	Arlington	B	105.1	41.0	541		Salem Comm Corp	48	9202	20,000		Chrstn Talk	2,000	0.79	1.2	0.8	1.2	0.9	1.2	0.9	1.0	1.2	0.9
WJZW	Woodbridge	B	105.9	28.0	650	b	ABC Radio Inc	58	9704		p g	Smooth Jazz	8,000	0.90	4.2	3.6	3.4	3.8	3.1	4.0	3.4	3.2	3.3
WJFK	Manassas	B	106.7	34.0	597	d	CBS Corporation	68	9612		g4	Talk	17,000	1.78	4.5	3.6	2.8	3.4	3.6	3.7	3.3	3.7	4.2
WRQX	Washington	B	107.3	34.0	604	b	ABC Radio Inc	48	9602		g1	Hot AC	14,000	1.22	5.4	3.9	3.7	3.9	3.6	4.2	4.6	4.5	4.5
WUPP	Warrenton	B	107.7	29.0	646		First VA Comm Inc	66				Country		0.7	0.0	0.5	0.3	0.5	0.3	0.4	0.5	1.0	
													-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
# FM Stations - 23					# Combos - 18					FM TOTALS					82.2	68.5	70.1	68.9	68.4	69.5	68.4	68.1	67.3

* Indicates a change since last edition.



Metro Rank: 8

Revenue Rank: 6

Washington, D.C. Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$155,800	155,800	150,000	167,000	193,400	206,800	5.8%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	2.4%	\$211,700	220,200	231,200	242,700	257,300	5.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.73/1,000	\$4.84/1,000	\$5.04/1,000	Local	70%		
Revenue/Capita	\$39.06	\$49.30	\$58.29	National	30%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	3,988.4	4,194.8	1.0%	4,194.8	4,414.3	1.0%
Households	1,482.7	1,553.0	0.9%	1,553.0	1,643.4	1.1%
Retail Sales	32,925.7	42,694.4	5.3%	42,694.4	51,043.4	3.6%
EBI	79,219.0	86,926.0	1.9%	86,926.0	105,376.9	3.9%

Metro Counties

Dist. of Col.	547.9	Fairfax, VA	891.7
Calvert, MD	65.9	Fairfax City, VA	20.7
Charles, MD	111.9	Falls Church city	9.7
Frederick, MD	179.7	Loudoun, VA	116.9
Montgomery, MD	818.5	Manassas city	32.9
Pr Georges, MD	774.0	Manassas Pk city	6.8
Alexandria city	113.8	Pr William, VA	246.3
Arlington, VA	178.2	Stafford, VA	79.9

4,194.8

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	2,053.0	356.9	158.9	200.9	378.4	383.8	289.4	284.6
Women (000)	2,141.8	342.1	152.2	201.3	380.5	407.0	294.0	364.6
Total	4,194.8	699.1	311.2	402.2	758.9	790.8	583.4	649.2
Percentage	100.0%	16.7%	7.4%	9.6%	18.1%	18.9%	13.9%	15.5%
Per Capita	\$20,722	Median Household		\$47,825	Avg Household		\$55,973	
Ethnic Population:	White 65.5%	Black 27.4%	Asian 6.3%	Hispanic 6.9%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	4	19		16	23	26	49
Tot 12+	4.3	65.8		66.7	70.1	12.7	82.8
Avg 12+	1.1	3.5		4.2	3.0	0.5	1.7
Tot LCS	5.2	79.5		80.6	84.7	15.3	100.0
Avg LCS	1.3	4.2		5.0	3.7	0.6	2.0

Competitive Overview

Some stations also rated in Baltimore (19) and Frederick (199).

AM Stations

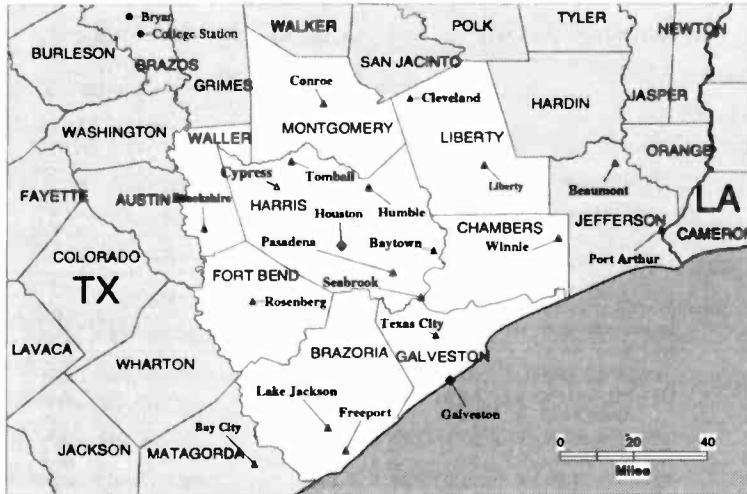
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year	Date	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
				Power (kW)	Power (kW)								Revenue (000)	Power Ratio	Local Comm	Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995
WTEM	Bethesda	III	570	4.7	3.00	g	Chancellor Media	47	9705		g2	Sports/Talk	4,800	1.74	1.3	1.0	1.0	1.1	1.0	0.9	1.0	1.3	1.1	
WMAL	Washington	III	630	5.0	5.00	b	ABC Radio Inc	25	9602		g1	News/Talk	12,000	1.11	5.1	4.2	3.6	4.9	4.7	4.0	4.2	4.0	4.6	
WBZS	Alexandria	II	730	5.0	cp 0.38	g	PAR Holdings LLC	45	9705		p g5	Bus News			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WABS	Arlington	II	780	5.0	0.00		Radio 780 Inc	46	7711			Christian			0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	
WXTR	Frederick	II	820	4.3	0.43	f	Bonneville Intl	60	9607	See (199)		Country	n/a		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WILC	Laurel	II	900	1.9	0.50		ILC Corporation	65				Spanish	500	0.39	0.6	0.4	0.3	0.8	0.4	0.9	0.6	0.6	0.0	
WFMD	Frederick	III	930	5.0	2.50	i	Gibbons, James L	36	6711	See (199)		News/Talk	n/a		0.2	0.4	0.0	0.4	0.4	0.3	0.0	0.0	0.4	
WWRC	Washington	III	980	50.0	5.00	g	Chancellor Media	23	9705		g2	Talk	4,000	0.90	2.1	1.1	0.9	0.8	1.0	1.3	2.0	1.9	1.8	
• WUGB	Indian Head	II	1030	50.0	0.00		Mortenson Bcstg Co	86	9708	1,500		DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WKDL	Silver Spring	II	1050	1.0	0.04	h	Mega Bcstg	46	9710		p na	Children			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WUST	Washington	II	1120	20.0	0.00		New World Radio Inc	49	9210	1,300		Ethnic			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WMET	Gaithersburg	III	1150	1.0	0.50		Beltway Comm	83	8607	525		Bus News			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WAGE	Leesburg	II	1200	5.0	1.00		Radio WAGE Inc	58	7904	300p		Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WFAX	Falls Church	II	1220	5.0	0.05		Newcomb Bcstg	48				Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WWDC	Washington	III	1260	5.0	5.00	c	Capitol Bcstg Compny	41				MOR	1,250	0.59	1.0	0.6	0.6	0.5	1.0	1.0	0.9	0.6	0.8	
WDCT	Fairfax	III	1310	5.0	0.50		Family Radio Ltd	55	9502	700		ChrsContemp			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WYCB	Washington	IV	1340	1.0	1.00		Williams, G. Cabell	78	9003	2,750		Gospel	1,000	0.28	1.7	1.5	0.9	1.4	1.4	1.1	1.4	1.5	1.8	
WYSK	Fredericksburg	III	1350	1.0	0.04	e	Free Lance-Star	60				Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WVPA	Arlington	III	1390	5.0	5.00	g	PAR Holdings LLC	47	9705		p g5	Motivationl			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	
WOL	Washington	IV	1450	1.0	1.00	a	Radio One Inc	24	8010	950		News/Talk	3,400	1.15	1.4	1.2	1.0	1.1	1.0	0.8	1.1	1.1	1.8	
• WKDV	Manassas	III	1460	5.0	5.00	h	Mega Bcstg	57	9710		p na	Children			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WTOP	Washington	I	1500	50.0	50.00	f	Bonneville Intl	26	9708		p sw 1	News	14,000	1.89	3.5	3.0	2.9	2.9	3.4	3.0	3.0	3.2	2.5	
WACA	Wheaton	II	1540	5.0	0.00		EXCL Comm Inc	54	8902	850		Spanish	500	0.47	0.5	0.4	0.3	0.8	0.8	0.5	0.5	0.0	0.5	
• WKIK	La Plata	II	1560	1.0	cp 0.00		Somar Comm Inc	65	9104	65		AC			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPGC	Morningside	II	1580	50.0	0.27	d	CBS Corporation	54	9612		g4	Gospel	800	1.26	0.3	0.7	0.9	1.2	0.4	0.0	0.0	0.4	0.5	
WINX	Rockville	III	1600	1.0	0.50		Montgomery Cnty Govmt	51	9708	450		Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
				# AM Stations - 26		# Combos - 14						AM TOTALS				17.7	14.5	12.7	15.9	15.5	13.8	14.7	14.7	15.8
				Stations Profiled - 49		# Duopolies - 12						Total Local Commercial Share				83.0	82.8	84.8	83.9	83.3	83.1	82.8	83.1	

• Indicates a change since last edition.

Metro Rank: 9

Revenue Rank: 9

Houston-Galveston Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$126,500	129,000	133,000	149,000	169,700	184,500	7.8%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	8.9%	\$200,900	210,900	222,500	235,900	251,200	5.7%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.71/1,000	\$4.77/1,000	\$4.96/1,000	Local	75%		
Revenue/Capita	\$33.62	\$43.95	\$56.09	National	25%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	3,762.1	4,198.0	2.2%	4,198.0	4,478.7	1.3%
Households	1,349.8	1,491.2	2.0%	1,491.2	1,598.1	1.4%
Retail Sales	26,850.4	38,704.4	7.6%	38,704.4	50,647.1	5.5%
EBI	52,405.6	69,877.8	5.9%	69,877.8	90,561.9	5.3%

Metro Counties

Brazoria, TX	220.1
Chambers, TX	22.0
Fort Bend, TX	297.3
Galveston, TX	238.5
Harris, TX	3,095.3
Liberty, TX	62.1
Montgomery, TX	235.7
Waller, TX	27.0

	4,198.0

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	2,098.2	435.0	195.8	194.4	377.2	379.1	255.5	261.3
Women (000)	2,099.8	417.0	186.6	185.9	360.9	373.5	251.7	324.3
Total	4,198.0	852.0	382.4	380.2	738.1	752.6	507.2	585.6
Percentage	100.0%	20.3%	9.1%	9.1%	17.6%	17.9%	12.1%	13.9%
Per Capita	\$16,645	Median Household		\$36,582	Avg Household		\$46,860	
Ethnic Population:	White 76.7%	Black 18.6%	Asian 4.4%	Hispanic 24.1%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	2		26	16	28	26	54
Tot 12+	0.5		67.7	64.2	68.2	17.0	85.2
Avg 12+	0.3		2.6	4.0	2.4	0.7	1.6
Tot LCS	0.6		79.5	75.4	80.0	20.0	100.0
Avg LCS	0.3		3.1	4.7	2.9	0.8	1.9

Competitive Overview

Some stations also rated in Beaumont-Port Arthur (128).

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
										(000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm	Sh	1997	1997	1996	1996	1996	1996	1995
• KRIS	Seabrook	C1	92.1	50.0	cp	981	Stude, M.S., et al	84	8705	2,250	e	Classical	2,000	1.42	0.7	1.0	0.6	0.8	0.8	0.4	0.6	0.9	0.6
KKBQ	Pasadena	C	92.9	97.0		1919	b Chancellor Media	62	9704		g6	Country	18,500	1.56	5.9	4.3	4.3	4.5	4.6	4.5	5.1	5.4	5.2
KLTH	Port Arthur	C	93.3	100.0		1952	g Heftel Bcstg Corp	92	9702		g3 2	Spanish	5,000	0.67	3.7	1.9	2.2	2.6	3.1	3.7	3.1	2.7	3.3
KKRW	Houston	C	93.7	100.0		1719	d Capstar Bcstg Ptrs	64	9708		p g7	70s Oldies	8,700	1.14	3.8	2.9	2.4	3.1	3.4	3.7	3.3	3.5	2.4
KLDE	Houston	C	94.5	100.0		1919	b Chancellor Media	64	9703		p sw	Oldies	11,300	1.20	4.7	3.9	4.2	4.4	3.9	3.6	4.3	4.0	4.1
KIKK	Houston	C	95.7	100.0		1919	a CBS Corporation	59	9310	40,000	c2	Country	8,200	1.05	3.9	2.3	2.3	3.4	3.1	3.6	3.5	3.3	3.1
• KHMV	Houston	C	96.5	97.0		1919	j Jacor Comm Inc	61	9710		p g8	AC	12,500	1.11	5.6	3.9	4.3	5.4	5.9	5.3	4.9	4.6	4.5
• KKTL	Cleveland	C	97.1	100.0	cp	984	Prefered Media Group	92	9702	10,000		Spanish	950	0.79	0.6	0.0	0.0	0.0	0.4	0.6	0.5	0.6	0.5
KBXX	Houston	C	97.9	95.0		1919	e Clear Channel Comm	58	9408	21,000		Urban	11,000	0.66	8.3	7.2	6.5	8.1	7.7	7.0	7.5	7.2	6.7
KHYS	Port Arthur	C	98.5	100.0		1952	i Faith Bcstg LP	63	9412		ac 1	Dance	3,000	0.71	2.1	1.9	1.8	2.0	1.2	1.5	1.8	1.8	2.1
KODA	Houston	C	99.1	95.0		1919	d Capstar Bcstg Ptrs	58	9708		p g7	AC	18,100	1.23	7.3	7.3	7.1	6.7	5.8	5.4	6.2	7.5	6.0
KSHN	Liberty	C2	99.9	26.0		679	Trinity River Valley	91				AC/Oldies		0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
KILT	Houston	C	100.3	100.0		1919	a CBS Corporation	61	8912		g1	Country	15,200	1.16	6.5	5.9	5.1	4.6	4.5	5.9	4.6	5.6	6.2
• KRTX	Winnie	C	100.7	100.0		1952	g Heftel Bcstg Corp	87	9702		g3	Internat'l		0.0	0.8	0.3	0.4	0.5	0.0	0.0	0.0	0.0	0.0
KLDL	Houston	C	101.1	95.0		1919	b Chancellor Media	47	9705		g5	AOR	11,400	1.38	4.1	3.9	3.2	3.3	3.6	3.8	3.3	3.4	3.5
• KSTB	Crystal Beach	C3	101.5	14.0		449	Galtex Bcstg Inc	95				Hot AC		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KMUQ	Houston	C	102.1	100.0		1719	e Clear Channel Comm	64	9412	39,000		Urban	12,000	0.92	6.5	5.5	5.7	5.5	5.3	5.4	6.0	5.2	5.7
KKPN	Houston	C	102.9	100.0		984	d Capstar Bcstg Ptrs	60	9708		p g7	Modern AC	4,600	0.39	5.8	3.0	3.0	4.7	5.2	4.1	5.1	5.0	5.6
KJOJ	Freeport	C	103.3	100.0		994	e Clear Channel Comm	65	9607		g 1	Dance		0.0	0.2	0.2	0.1	0.2	0.1	0.0	0.0	0.0	0.0
KVST	Willis	C3	103.7	15.0		427	New Wave Comm Group	93				Country		0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KRBE	Houston	C	104.1	100.0		1919	Susquehanna Radio	59	8610			AC	10,000	0.92	5.4	6.5	6.4	6.6	5.8	5.4	4.5	4.2	4.6
KLTO	Rosenberg	A	104.9	2.6		351	g Heftel Bcstg Corp	68	9708	3,100	2	Spanish		0.1	0.1	0.5	0.4	0.2	0.2	0.0	0.0	0.0	0.1
KLTP	Galveston	A	104.9	1.9		404	g Heftel Bcstg Corp	89	9702		g3	Tejano		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KHCB	Houston	C	105.7	100.0		1614	h Houston Christian	62				Religion		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KQOQ	Galveston	C	106.5	100.0		1322	c El Dorado Comm	68	9412	11,275		Tejano	3,700	0.59	3.1	2.2	2.4	2.7	2.5	2.7	3.2	2.5	2.3
KKHT	Conroe	C	106.9	100.0	cp	1900	f Salem Comm Corp	91	9503	12,000		Chrstn Talk	2,000	4.98	0.2	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.3
• XTBZ	Lake Jackson	C	107.5	95.0		1972	j Jacor Comm Inc	63	9710		p g8	Modern Rock	6,000	0.83	3.6	3.4	3.3	3.1	3.7	3.5	3.1	2.8	3.1
KXTJ	Beaumont	C	107.9	100.0		1952	c El Dorado Comm	67	9305	3,700		Spanish	2,500	0.83	1.5	2.0	1.6	1.2	1.0	1.1	1.2	1.2	1.6
# FM Stations - 28										# Combos - 22		FM TOTALS		83.4	70.1	68.2	73.6	72.8	72.0	71.8	71.4	71.5	

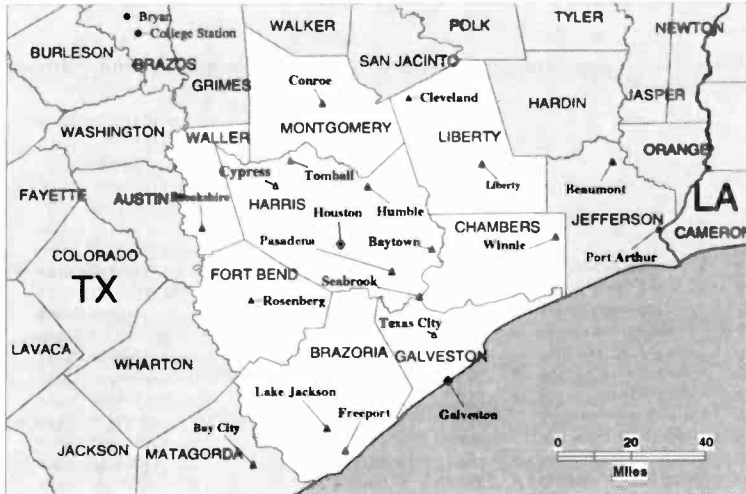
• Indicates a change since last edition.



Metro Rank: 9

Revenue Rank: 9

Houston-Galveston Market Overview



Metro Counties

Brazoria, TX	220.1
Chambers, TX	22.0
Fort Bend, TX	297.3
Galveston, TX	238.5
Harris, TX	3,095.3
Liberty, TX	62.1
Montgomery, TX	235.7
Waller, TX	27.0

	4,198.0

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$126,500	129,000	133,000	149,000	169,700	184,500	7.8%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	8.9%	\$200,900	210,900	222,500	235,900	251,200	5.7%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.71/1,000	\$4.77/1,000	\$4.96/1,000	Local	75%		
Revenue/Capita	\$33.62	\$43.95	\$56.09	National	25%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	3,762.1	4,198.0	2.2%	4,198.0	4,478.7	1.3%
Households	1,349.8	1,491.2	2.0%	1,491.2	1,598.1	1.4%
Retail Sales	26,850.4	38,704.4	7.6%	38,704.4	50,647.1	5.5%
EBI	52,405.6	69,877.8	5.9%	69,877.8	90,561.9	5.3%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	2,098.2	435.0	195.8	194.4	377.2	379.1	255.5	261.3
Women (000)	2,099.8	417.0	186.6	185.9	360.9	373.5	251.7	324.3
Total	4,198.0	852.0	382.4	380.2	738.1	752.6	507.2	585.6
Percentage	100.0%	20.3%	9.1%	9.1%	17.6%	17.9%	12.1%	13.9%
Per Capita	\$16,645	Median Household		\$36,582	Avg Household		\$46,860	
Ethnic Population:	White 76.7%	Black 18.6%	Asian 4.4%	Hispanic 24.1%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	2		26	16	28	26	54
Tot 12+	0.5		67.7	64.2	68.2	17.0	85.2
Avg 12+	0.3		2.6	4.0	2.4	0.7	1.6
Tot LCS	0.6		79.5	75.4	80.0	20.0	100.0
Avg LCS	0.3		3.1	4.7	2.9	0.8	1.9

Competitive Overview

Some stations also rated in Beaumont-Port Arthur (128).

AM Stations

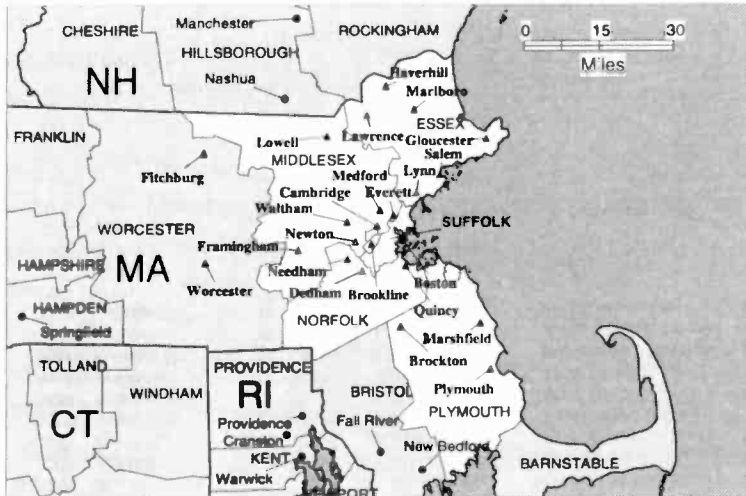
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq	Sales Price (000)	1996 Revenue (000)	1996 Power Ratio	Arbitron 12+ Metro Shares (see rights)								
				Power (kW)	Power (kW)								Avg '96	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995
KILT	Houston	III	610	5.0	5.00	a	CBS Corporation	48	8912		3,000	1.36	1.1	1.8	1.4	0.9	0.9	1.3	1.0	0.7	0.8
KIKK	Pasadena	II	650	0.3	0.00	a	CBS Corporation	57	9310		800	1.00	0.4	0.0	0.0	0.0	0.0	0.2	0.2	0.3	0.6
KSEV	Tomball	II	700	15.0	1.00	e	Clear Channel Comm	86	9412		2,500	1.13	1.1	1.1	0.8	1.1	1.0	1.2	1.0	0.9	0.8
KTRH	Houston	II	740	50.0	50.00	b	Chancellor Media	30	9705		14,400	1.41	5.1	3.8	4.5	4.0	4.6	3.7	4.6	4.9	4.3
KKBQ	Houston	III	790	5.0	5.00	b	Chancellor Media	44	9707				0.1	0.0	0.2	0.0	0.1	0.2	0.2	0.0	0.0
KEYH	Houston	II	850	10.0	0.00		El Dorado Comm	74	9603	1,200	850	0.53	0.8	0.6	1.1	0.5	0.5	0.7	0.5	0.5	0.9
KJOJ	Conroe	II	880	10.0	1.00		Clear Channel Comm	51	9611				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KYST	Texas City	III	920	5.0	1.00		Hispanic Bcstg Inc	47	9310	563			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KPRC	Houston	III	950	5.0	5.00	e	Clear Channel Comm	25	9412		6,300	0.90	3.5	2.4	2.8	2.8	3.8	3.1	3.3	2.8	3.0
*KRTX	Rosenberg	III	980	5.0	cp 4.00	g	HefTel Bcstg Corp	48	9702				0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
KLAT	Houston	II	1010	5.0	5.00	g	HefTel Bcstg Corp	61	9702		3,000	0.88	1.7	1.1	1.7	1.6	1.0	1.5	1.3	1.7	1.3
KCHN	Brookshire	II	1050	0.3	cp 0.00		Multicultural Bcstg	68					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KENR	Houston	II	1070	10.0	5.00	f	Salem Comm Corp	68	9503	5,000			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KTEK	Alvin	II	1110	2.5	0.00		Global Bcstg Co	81	9706				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KCHC	Conroe	II	1140	5.0	0.00		Martin Bcstg Inc	81	9202	175			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KGOL	Humble	II	1180	8.5	cp 1.00		PAR Holdings LLC	86	9603				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KQJQ	Houston	IV	1230	1.0	1.00	d	Capstar Bcstg Ptrs	48	9708				0.0	1.8	1.9	0.0	0.0	0.0	0.0	0.0	0.0
KFCC	Bay City	III	1270	1.0	1.00		Chameleon Radio Corp	47	9505	150			0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
KXYZ	Houston	III	1320	5.0	5.00	a	CBS Corporation	30	9612		1,400	1.00	0.7	0.0	0.6	0.4	0.4	0.4	0.7	0.6	0.6
KWJW	Baytown	III	1360	5.0	cp 1.00		Salt of Earth Bcstg	47	8808				0.4	0.7	0.3	0.4	0.5	0.7	0.0	0.5	0.3
KHCB	Galveston	IV	1400	1.0	1.00	h	Houston Christian	22	9010	150			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KCOH	Houston	III	1430	5.0	0.33		KCOH Inc	48	7512		1,300	0.65	1.0	0.5	0.8	0.5	0.9	0.8	1.0	0.7	1.0
KLVL	Pasadena	III	1480	1.0	0.50		SIGA Bcstg Corp	50	9706	1,250			0.1	0.0	0.4	0.3	0.0	0.0	0.0	0.0	0.3
KYND	Cypress	II	1520	3.0	0.00		Provenzano, Matthew	91					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KGBC	Galveston	II	1540	1.0	0.25		Harbor Bcstg Co Inc	47					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KYOK	Houston	III	1590	5.0	5.00	i	Faith Bcstg LP	55	9412		700	0.87	0.4	0.5	0.5	0.5	0.4	0.5	0.0	0.5	0.5
		# AM Stations - 26		# Combos - 13						AM TOTALS		16.6		14.3	17.0	13.0	14.1	14.6	14.1	14.1	14.4
		Stations Profiled - 54		# Duopolies - 15						Total Local Commercial Share		84.4		85.2	86.6	86.9	86.6	85.9	85.5	85.9	

* Indicates a change since last edition.

Metro Rank: 10

Revenue Rank: 7

Boston Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$130,000	132,000	135,000	146,000	172,400	189,500	7.8%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	11.2%	\$210,800	222,300	234,600	247,500	262,300	5.6%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.01/1,000	\$5.55/1,000	\$7.03/1,000	Local	75%		
Revenue/Capita	\$34.29	\$49.51	\$66.77	National	25%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	3,791.4	3,827.3	0.2%	3,827.3	3,928.4	0.5%
Households	1,415.0	1,426.3	0.2%	1,426.3	1,479.7	0.7%
Retail Sales	32,453.8	34,159.4	1.0%	34,159.4	37,288.1	1.8%
EBI	68,268.4	70,445.7	0.6%	70,445.7	80,533.8	2.7%

Metro Counties

Essex, MA	685.5
Middlesex, MA	1,412.8
Norfolk, MA	640.2
Plymouth, MA	458.0
Suffolk, MA	630.8

	3,827.3

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	1,842.9	297.9	135.5	202.0	329.2	310.6	229.5	338.4
Women (000)	1,984.4	284.5	129.6	203.6	323.9	324.2	244.1	474.5
Total	3,827.3	582.4	265.1	405.5	653.1	634.7	473.5	813.0
Percentage	100.0%	15.2%	6.9%	10.6%	17.1%	16.6%	12.4%	21.2%
Per Capita	\$18,406	Median Household		\$41,527	Avg Household		\$49,391	
Ethnic Population:	White 88.7%	Black 7.4%	Asian 3.7%	Hispanic 6.0%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	5	17		15	22	27	49
Tot 12+	2.0	59.3		58.9	61.3	22.4	83.7
Avg 12+	0.4	3.5		3.9	2.8	0.8	1.7
Tot LCS	2.4	70.8		70.4	73.2	26.8	100.0
Avg LCS	0.5	4.2		4.7	3.3	1.0	2.0

Competitive Overview

Some stations also rated in Worcester (107).

FM Stations

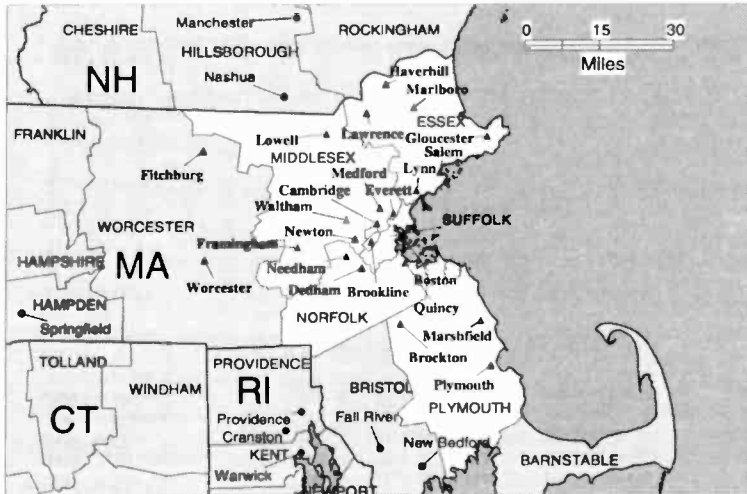
Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price		1996		Avg '96	Arbitron 12+ Metro Shares (see rights)							
									(000)	LMA	Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995
WXRV	Haverhill	B	92.5 25.0	712		Northeast Bcstg Co	59				2,000	0.95	1.0	0.7	0.7	0.9	1.0	0.9	0.8	0.9	0.9
WBOS	Brookline	B	92.9 8.8	1152	a	Greater Media	55	9708		sw	9,200	1.32	3.3	2.9	2.7	3.2	2.9	3.0	2.9	2.9	2.2
• WEGQ	Lawrence	B	93.7 34.0	cp 587	b	CBS Corporation	60	9709		p g3	5,800	0.89	3.1	2.9	2.7	2.0	2.5	2.8	2.9	2.1	2.5
WJMN	Boston	B	94.5 11.6	1053	c	Chancellor Media	48	9705		g1	10,300	0.65	7.5	6.1	6.3	5.8	6.7	6.6	6.0	5.8	6.9
WHRB	Cambridge	A	95.3 1.7	607		Harvard Radio Bcstg	57						0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WATD	Marshfield	A	95.9 1.5	cp 469		Marshfield Bcstg Co	77						0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
WSJZ	Boston	B	96.9 22.5	735	a	Greater Media	45	9703		p sw	5,000	0.85	2.8	1.4	1.8	2.0	1.6	1.8	1.9	2.7	3.0
• WCAV	Brockton	A	97.7 3.0	276	g	Aritaur Comm Inc	48	9710		p na			0.0	0.5	0.0	0.0	0.3	0.0	0.0	0.0	0.0
• WBMX	Boston	B	98.5 16.5	cp 850	b	CBS Corporation	48	9709		p g3			4.8	3.8	4.2	3.9	3.8	4.0	3.8	4.0	0.0
WPLM	Plymouth	B	99.1 50.0	430	d	Plymouth Rock Bcstg	61				12,600	1.25	0.7	0.5	0.4	0.5	0.4	0.6	0.5	0.5	0.9
• WKLB	Lowell	B	99.5 26.0	cp 666	a	Greater Media	47	9708	11,750				2.3	3.4	3.5	3.1	2.8	2.4	1.7	1.6	1.9
WZLX	Boston	B	100.7 21.5	771	b	CBS Corporation	79	9612		g2	15,500	1.44	5.1	3.1	3.4	3.5	3.9	3.9	5.0	4.3	4.1
WFNX	Lynn	A	101.7 1.7	450		MCC Bcstg Co Inc	63	8211	1,400		4,500	1.26	1.7	1.3	1.5	1.7	1.2	1.3	1.3	1.5	1.5
WCRB	Waltham	B	102.5 15.0	919		Charles River Bcstg	54				5,000	0.47	5.0	4.0	4.4	5.1	4.9	4.1	3.7	4.3	4.6
WODS	Boston	B	103.3 16.0	886	b	CBS Corporation	48	9511		g	12,000	1.02	5.6	4.4	4.9	4.8	4.6	4.9	4.4	5.0	4.6
WBCN	Boston	B	104.1 21.0	771	b	CBS Corporation	58	9612		g2	20,100	1.56	6.1	5.2	5.8	4.8	4.9	5.2	5.0	5.7	4.7
WXLO	Fitchburg	B	104.5 37.0	564		Deer River Group	60				n/a		0.5	0.4	0.8	0.5	0.5	0.5	0.4	0.4	
WBOQ	Gloucester	A	104.9 3.2	cp 446		Marlin Bcstg Inc	64	9610	3,250		1,000	0.79	0.6	0.3	0.5	0.4	0.5	0.4	0.5	0.5	0.6
WROR	Framingham	B	105.7 8.5	1145	a	Greater Media	59	9610		sw	6,300	1.07	2.8	3.8	3.2	3.0	2.1	2.2	2.3	2.7	
WMJX	Boston	B	106.7 21.5	771	a	Greater Media	82	8201	5,000		13,000	0.95	6.5	5.7	5.4	5.7	5.3	5.7	6.0	5.2	5.0
• WAAF	Worcester	B	107.3 18.5	820	b	CBS Corporation	61	9709		p g3	6,500	1.03	3.0	2.9	2.9	2.9	2.8	2.4	2.6	2.7	2.5
WXKS	Medford	B	107.9 20.5	771	c	Chancellor Media	60	9705		g1	16,800	1.11	7.2	6.6	6.2	6.0	5.7	6.4	6.9	5.7	5.3
		# FM Stations - 22		# Combos - 15						FM TOTALS			69.6	59.9	61.3	60.2	59.3	59.0	58.6	58.1	58.5

• Indicates a change since last edition.

Metro Rank: 10

Revenue Rank: 7

Boston Market Overview



Metro Counties

Essex, MA	685.5
Middlesex, MA	1,412.8
Norfolk, MA	640.2
Plymouth, MA	458.0
Suffolk, MA	630.8

	3,827.3

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$130,000	132,000	135,000	146,000	172,400	189,500	7.8%
★★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	11.2%	\$210,800	222,300	234,600	247,500	262,300	5.6%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.01/1,000	\$5.55/1,000	\$7.03/1,000	Local	75%		
Revenue/Capita	\$34.29	\$49.51	\$66.77	National	25%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

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Total	3,827.3	582.4	265.1	405.5	653.1	634.7	473.5	813.0
Percentage	100.0%	15.2%	6.9%	10.6%	17.1%	16.6%	12.4%	21.2%
Per Capita	\$18,406	Median Household		\$41,527	Avg Household		\$49,391	
Ethnic Population:	White 88.7%	Black 7.4%	Asian 3.7%	Hispanic 6.0%				

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	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	5	17		15	22	27	49
Tot 12+	2.0	59.3		58.9	61.3	22.4	83.7
Avg 12+	0.4	3.5		3.9	2.8	0.8	1.7
Tot LCS	2.4	70.8		70.4	73.2	26.8	100.0
Avg LCS	0.5	4.2		4.7	3.3	1.0	2.0

Competitive Overview

Some stations also rated in Worcester (107).

AM Stations

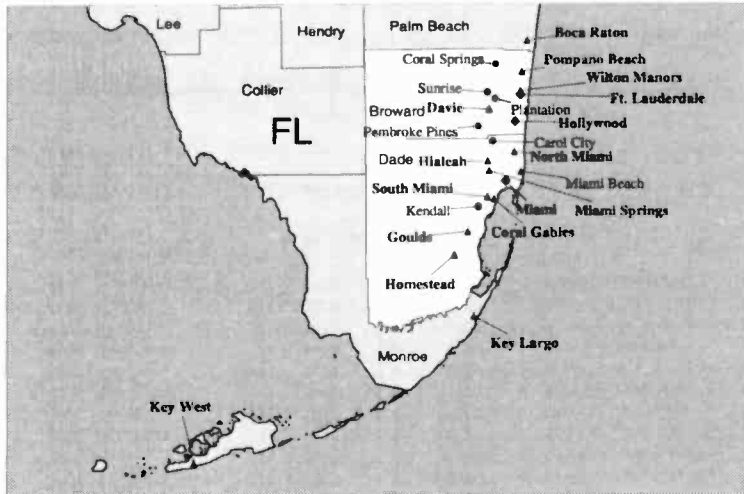
City of		FCC	Day	Night	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)										
Calls	License	Class	Freq	Power (kW)	Power (kW)	Year	Date	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995
WEZE	Boston	III	590	5.0	5.00			6,000		Chrstn Talk	2,800	1.11	1.2	0.5	0.4	0.0	1.1	1.0	1.2	0.9	0.8
* WRKO	Boston	II	680	50.0	50.00	b	9702			News/Talk	9,500	0.59	7.7	5.5	5.8	6.2	6.0	6.4	6.6	6.7	6.3
WJIB	Cambridge	II	740	0.3	0.01			160	p g3	Btfl Music			0.4	0.4	0.0	0.0	0.4	0.4	0.6	0.4	0.0
* WCCM	Lawrence	II	800	1.0	0.00	f	9709	405p		Nws/Tk/Nost	350	0.83	0.2	0.3	0.3	0.3	0.0	0.4	0.4	0.0	0.0
* WEEL	Boston	II	850	50.0	50.00	b	9709		p g3	Sports	21,300	2.35	4.3	3.3	3.6	4.1	3.8	3.7	4.1	3.4	3.3
WBPS	Dedham	II	890	25.0	3.40			95		Ethnic			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WROL	Boston	III	950	5.0	0.00			50		Religion			0.4	0.4	0.3	0.4	0.4	0.0	0.4	0.4	0.5
WCAP	Lowell	III	980	5.0	5.00			51		Nws/Tk/Spts			0.2	0.0	0.0	0.5	0.0	0.3	0.0	0.0	0.4
WBZ	Boston	I	1030	50.0	50.00	b		21		Nws/Tk/Spts	22,000	1.08	9.7	8.4	7.7	8.1	8.1	7.8	7.9	8.8	8.1
* WJLT	Natick	II	1060	0.5	0.00		9601		sw	DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WILD	Boston	II	1090	5.0	0.00		8008	1,000		Urban AC	2,200	0.58	1.8	1.4	1.1	1.2	1.1	1.5	1.2	1.2	2.2
* WNFT	Boston	III	1150	5.0	5.00	b	9709		p g3	Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKOX	Framingham	II	1200	10.0	1.00		7101			News/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WESX	Salem	IV	1230	1.0	1.00	e	5004			MOR			0.4	0.4	0.4	0.4	0.3	0.0	0.4	0.5	0.3
WPZE	Boston	III	1260	5.0	5.00		9707	5,000p		Religion			0.3	0.0	0.0	0.0	0.4	0.4	0.4	0.0	0.3
WJDA	Quincy	III	1300	1.0	0.07	e	47			Soft AC			0.6	0.0	0.4	0.6	0.5	0.6	0.4	0.6	0.5
WRCA	Waltham	III	1330	5.0	5.00	d	9512	1,700		Span/Ethnic			0.0	0.4	0.0	0.0	0.4	0.0	0.0	0.0	0.0
WPLM	Plymouth	III	1390	5.0	5.00			55		Smooth Jazz			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLLH	Lowell	IV	1400	1.0	1.00		8612			Adlt Stndrd			0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.3
WMSX	Brockton	III	1410	1.0	0.16		8908	175		Nws/Tk/Spte			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WXKS	Everett	III	1430	5.0	1.00	c	9705		g1	Nostalgia	1,500	0.25	2.8	2.4	1.7	2.4	1.8	2.4	2.4	2.1	2.5
* WBET	Brockton	III	1460	5.0	1.00	g	9710		p na	News/Talk			0.2	0.0	0.3	0.0	0.0	0.0	0.3	0.3	0.0
WSRO	Marlboro	III	1470	5.0	5.00		9703	700		Nws/Tk/Spts			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WNAV	Maverhill	IV	1490	1.0	1.00	f	9506		na	Spanish			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
* WNRB	Boston	II	1510	50.0	50.00		9708	8,000p		ChrsContemp			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WNTN	Newton	II	1550	10.0	0.00		7511			Talk/Ethnic			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WUNR	Brookline	III	1600	5.0	5.00			47		Spanish			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -		27	# Combos -		11	AM TOTALS							30.3	23.4	22.4	24.2	24.3	24.9	26.3	25.3	25.5
Stations Profiled -		49	# Duopolies -		11	Total Local Commercial Share							83.3	83.7	84.4	83.6	83.9	84.9	83.4	84.0	

* Indicates a change since last edition.

Metro Rank: 11

Revenue Rank: 11

Miami-Ft. Lauderdale-Hollywood Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$114,000	103,800	109,000	120,000	137,000	159,500	6.9%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	12.2%	\$179,000	189,400	201,200	212,800	226,000	6.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.19/1,000	\$4.11/1,000	\$4.93/1,000	Local	75%		
Revenue/Capita	\$35.17	\$46.09	\$61.28	National	25%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	3,241.4	3,460.3	1.3%	3,460.3	3,687.8	1.3%
Households	1,240.0	1,316.7	1.2%	1,316.7	1,415.6	1.5%
Retail Sales	27,177.9	38,799.5	7.4%	38,799.5	45,833.0	3.4%
EBI	47,230.4	52,032.6	2.0%	52,032.6	60,734.2	3.1%

Metro Counties

Broward, FL	1,420.5
Dade, FL	2,039.8

	3,460.3

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	1,664.0	278.1	128.5	138.0	263.1	263.4	212.6	380.2
Women (000)	1,796.3	265.3	121.8	139.2	263.0	273.6	225.0	508.5
Total	3,460.3	543.3	250.2	277.3	526.1	537.0	437.7	888.7
Percentage	100.0%	15.7%	7.2%	8.0%	15.2%	15.5%	12.6%	25.7%
Per Capita	\$15,037	Median Household		\$59,387	Avg Household		\$39,517	
Ethnic Population:	White 77.7%	Black 20.7%	Asian 1.6%	Hispanic 37.7%				

Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations			20	16	20	24	44
Tot 12+			65.9	61.8	65.9	23.3	89.2
Avg 12+			3.3	3.9	3.3	1.0	2.0
Tot LCS			73.9	69.3	73.9	26.1	100.0
Avg LCS			3.7	4.3	3.7	1.1	2.3

Competitive Overview

Some stations also rated in W. Palm Beach-Boca Raton (49).

FM Stations

City of		FCC	Power		Year		Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)									
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm	Summer '96	Spring '96	Winter '96	Fall '96	Summer '96	Spring '96	Winter '96	Fall '96
WCMQ	Hialeah	C2	92.3	31.0	617		Spanish Bcstg System	69	8611			Spanish	3,500	0.98	2.0	2.2	2.2	3.1	2.8	2.2	2.1	1.4	1.6
WTMI	Miami	C	93.1	100.0	1007		Marlin Bcstg Inc	60	9606	18,000		Classical	4,000	0.66	3.4	2.8	3.1	2.5	2.7	2.7	3.1	3.2	3.1
• WLVE	Miami Beach	C	93.9	100.0	1007	g	Clear Channel Comm	68	9706		p g1	NAC	7,000	1.12	3.5	3.4	4.0	3.7	3.1	3.0	3.5	3.3	2.8
• WZTA	Miami Beach	C	94.9	100.0	1007	g	Clear Channel Comm	61	9706		p g1	Rock	9,000	1.29	3.9	3.3	3.5	3.6	3.3	3.9	3.7	3.3	3.2
WXDJ	North Miami Beach	C2	95.7	41.3	548	d	Spanish Bcstg System	86	9704	111,000	d1	Spanish	8,500	1.28	3.7	3.6	3.3	3.1	4.4	3.0	3.2	3.0	4.1
WPOW	Miami	C	96.5	100.0	1007	f	Beasley Bcst Group	85	8603	10,600		CHR/Dance	9,550	0.95	5.6	6.1	5.3	5.1	5.7	4.9	5.6	5.2	4.3
WFLC	Miami	C	97.3	100.0	1007	b	Cox Radio Inc	51				AC	8,600	1.33	3.6	3.1	3.8	3.1	2.8	2.7	3.4	3.3	3.6
WRTO	Goulds	C	98.3	100.0	1408	a	Heftel Bcstg Corp	76	9508			g2 Spanish	4,400	0.98	2.5	1.6	1.9	1.9	1.5	1.4	1.5	1.4	4.7
WEDR	Miami	C1	99.1	100.0	919	c	Chancellor Media	63	9705			g3 Urban AC	10,000	0.85	6.6	5.3	4.9	5.4	5.5	5.9	5.7	6.0	6.2
WKIS	Boca Raton	C	99.9	100.0	984	f	Beasley Bcst Group	65	9610	57,000	c2	Country	8,350	1.20	3.9	3.8	4.2	3.8	3.1	3.6	3.3	3.6	3.3
WHYI	Ft. Lauderdale	C	100.7	100.0	1007	g	Clear Channel Comm	60	9410			g CHR	9,400	1.25	4.2	3.6	3.3	3.9	3.5	3.8	4.0	3.6	3.5
WLYF	Miami	C1	101.5	100.0	810	e	Jefferson-Pilot Comm	70				Soft AC	8,600	0.81	5.9	5.0	4.8	4.8	4.4	5.4	5.4	5.1	5.3
WMXJ	Pompano Beach	C	102.7	100.0	1007	e	Jefferson-Pilot Comm	60	9402	17,800		Oldies	8,100	1.13	4.0	3.6	3.1	3.1	3.5	3.9	3.3	3.9	3.1
• WPLL	Ft. Lauderdale	C	103.5	100.0	1007	g	Clear Channel Comm	59	9706		p g1	AC	5,000	1.21	2.3	2.3	2.1	2.2	2.0	2.5	2.1	1.6	2.0
WHOT	Coral Gables	C	105.1	100.0	1007	b	Cox Radio Inc	58	9212		sw	Urban AC	9,300	0.93	5.6	5.2	5.2	4.8	4.8	5.3	4.3	5.1	5.4
WBGQ	Ft. Lauderdale	C	105.9	100.0	1020	g	Clear Channel Comm	60	9403	14,000		Clsc Rock	4,600	0.95	2.7	2.7	2.6	2.8	2.4	2.5	2.3	2.2	2.6
• WZMQ	Key Largo	C2	106.3	50.0	430	d	Spanish Bcstg System	90				Spanish	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRMA	Ft. Lauderdale	C	106.7	100.0	984	d	Spanish Bcstg System	62	9704		d1	Spanish	8,000	0.77	5.8	3.7	4.0	3.8	4.5	4.3	5.4	4.8	6.3
WAMR	Miami	C1	107.5	95.0	1007	a	Heftel Bcstg Corp	47	9508			g2 Spanish	12,200	1.45	4.7	4.8	4.6	5.4	4.4	5.6	4.6	5.2	1.4
WSPK	Key West	C1	107.9	100.0	554	d	Spanish Bcstg System	94	9506	180	cp	Span/News	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
															73.9	66.1	65.9	66.1	64.4	66.6	66.5	65.2	66.5
# FM Stations - 20					# Combos - 18					FM TOTALS													

• Indicates a change since last edition.

Metro Rank: 11

Revenue Rank: 11

Miami-Ft. Lauderdale-Hollywood Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$114,000	103,800	109,000	120,000	137,000	159,500	6.9%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	12.2%	\$179,000	189,400	201,200	212,800	226,000	6.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.19/1,000	\$4.11/1,000	\$4.93/1,000	Local	75%		
Revenue/Capita	\$35.17	\$46.09	\$61.28	National	25%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	3,241.4	3,460.3	1.3%	3,460.3	3,687.8	1.3%
Households	1,240.0	1,316.7	1.2%	1,316.7	1,415.6	1.5%
Retail Sales	27,177.9	38,799.5	7.4%	38,799.5	45,833.0	3.4%
EBI	47,230.4	52,032.6	2.0%	52,032.6	60,734.2	3.1%

Metro Counties

Broward, FL	1,420.5
Dade, FL	2,039.8

	3,460.3

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	1,664.0	278.1	128.5	138.0	263.1	263.4	212.6	380.2
Women (000)	1,796.3	265.3	121.8	139.2	263.0	273.6	225.0	508.5
Total	3,460.3	543.3	250.2	277.3	526.1	537.0	437.7	888.7
Percentage	100.0%	15.7%	7.2%	8.0%	15.2%	15.5%	12.6%	25.7%
Per Capita	\$15,037	Median Household		\$59,387	Avg Household		\$39,517	
Ethnic Population:	White 77.7%	Black 20.7%	Asian 1.6%	Hispanic 37.7%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations			20	16	20	24	44
Tot 12+			65.9	61.8	65.9	23.3	89.2
Avg 12+			3.3	3.9	3.3	1.0	2.0
Tot LCS			73.9	69.3	73.9	26.1	100.0
Avg LCS			3.7	4.3	3.7	1.1	2.3

MARKET: Miami-Ft. Lauderdale-Hollywood

METRO RANK: 11

Competitive Overview

Some stations also rated in W. Palm Beach-Boca Raton (49).

AM Stations

Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Arbitron 12+ Metro Shares (see rights)								
				Power (kW)	Power (kW)								Revenue (000)	Power Ratio	Avg '96	Local	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995
WQAM	Miami	III	560	5.0	1.00	f	Beasley Bcst Group	21	9610		c2	Sports	6,200	1.73	2.0	2.4	1.4	1.6	1.8	2.3	1.7	1.8	1.4
WIOD	Miami	III	610	10.0	10.00	g	Clear Channel Comm	26	9706		p g1	Nws/Tk/Spts	8,700	1.35	3.6	1.4	2.2	2.4	3.3	3.4	2.6	3.4	3.4
WVFE	Miami	II	670	50.0	1.00	h	Carreras, Carlos etal	89	9306	2,700		Spanish	500	1.40	0.2	0.3	0.4	0.4	0.0	0.0	0.0	0.3	0.4
WAOI	Miami	II	710	50.0	50.00	a	Heffel Bcstg Corp	39	9508		g2	Spanish	5,100	0.59	4.8	4.4	4.3	3.9	3.9	4.7	4.0	4.5	4.0
WAXY	S. Miami	III	790	5.0	5.00	e	Jefferson-Pilot Comm	47	8511	6,000		Talk/Nostrlg	1,100	0.77	0.8	0.3	0.5	0.7	0.7	0.9	0.7	0.6	0.6
WACC	Hialeah	II	830	1.0	1.00		Radio Peace Catholic	87	9701	2,550	1	Spanish			0.0	0.8	0.7	0.9	0.8	0.0	0.0	0.0	0.0
WJNZ	Miami	II	940	50.0	10.00	g	Clear Channel Comm	46	9706		p g1 1	News/Sports	4,250	1.19	2.0	1.8	2.1	2.3	2.0	1.5	1.7	1.9	2.1
WHSR	Pompano Beach	III	980	5.0	cp 1.00	i	Goldsmith, H & S	59	9206	1,080		Health			0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
WJNO	Boynton Beach	II	1040	10.0	1.00		Fairbanks Comm Inc	73	7907			News/Talk	3,200		0.0	0.6	0.4	0.3	0.5	0.5	0.3	0.0	0.0
WVCG	Coral Gables	II	1080	50.0	10.00	c	Chancellor Media	49	9705		g3	Ethnic			0.4	0.6	0.6	0.3	0.0	0.5	0.5	0.3	0.0
WQBA	Miami	II	1140	50.0	10.00	a	Heffel Bcstg Corp	47	9508		g2	Spanish	3,600	0.74	2.7	2.5	2.0	2.7	2.5	2.3	2.2	2.6	2.5
WAVS	Davie	II	1170	5.0	0.25		Radio WAVS Inc	83	8305	600	e	Ethnic	700	0.43	0.9	1.3	0.9	1.0	1.2	0.9	0.9	0.8	0.8
WCMQ	Miami Springs	II	1210	25.0	2.50		One-On-One Sports	58	9709		g	Sports/Talk	5,000	0.96	2.9	2.1	2.4	2.1	2.0	2.1	2.7	2.8	2.9
WJNA	West Palm Beach	IV	1230	0.8	0.80	j	Fairbanks Comm Inc	36	9609	See (49)		Nostalgia	n/a		0.0	1.7	1.8	2.1	0.3	0.0	0.0	0.0	0.0
WSUA	Miami	III	1260	5.0	5.00		El Dorado Comm	69	9505	2,750		Spanish	1,500	0.52	1.6	1.4	1.5	1.4	1.7	1.3	1.7	1.7	1.0
WLGZ	Hollywood	III	1320	5.0	5.00		Genesis Comm Inc	53	8805	1,900		Ethnic			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKAT	North Miami	III	1360	10.0	1.00		Howard Bcstg Corp	37	9705		st	Variety	1,000	0.62	0.9	0.3	0.4	0.4	0.0	0.7	1.2	0.6	0.6
WFTL	Ft. Lauderdale	IV	1400	1.0	1.00	g	Clear Channel Comm	46	9706		p g1	Talk	1,250	0.63	1.1	0.8	0.7	0.8	0.9	1.1	1.0	0.7	1.0
WQIR	Homestead	III	1430	5.0	0.50		CORPO-MEX Inc	57	9607	130		DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WOCN	Miami	IV	1450	1.0	1.00		Cejas, Paul L	56	8808	440		News/Talk			0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
WNNN	Pompano Beach	III	1470	50.0	2.50	i	Goldsmith, H & S	59	9702	1,500		Urb/Gospel	1,000	0.70	0.8	0.0	0.0	0.7	0.7	0.7	0.8	0.8	0.6
WMBM	Miami Beach	IV	1490	1.0	1.00		New Birth Bcstg Corp	49	9502	1,500		Gospel	1,000	0.40	1.4	0.9	1.1	1.1	1.3	1.1	1.3	1.0	1.7
WEXY	Wilton Manors	II	1520	3.5	0.25		Celebrities Inc	63	8905		na	Religion			0.0	0.4	0.3	0.0	0.3	0.0	0.0	0.0	0.0
WRHC	Coral Gables	II	1560	45.0	cp 4.40	h	Carreras, Carlos etal	63	9303	525		Spanish			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSRF	Ft. Lauderdale	II	1580	10.0	5.00		Entertainment Radio	55	9707	499		Variety			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

				# AM Stations - 25		# Combos - 13		AM TOTALS					26.2 24.0 23.7 25.1 24.2 24.0 23.6 23.8 23.0										
				Stations Profiled - 45		# Duopolies - 15		Total Local Commercial Share					90.1 89.6 91.2 88.6 90.6 90.1 89.0 89.5										

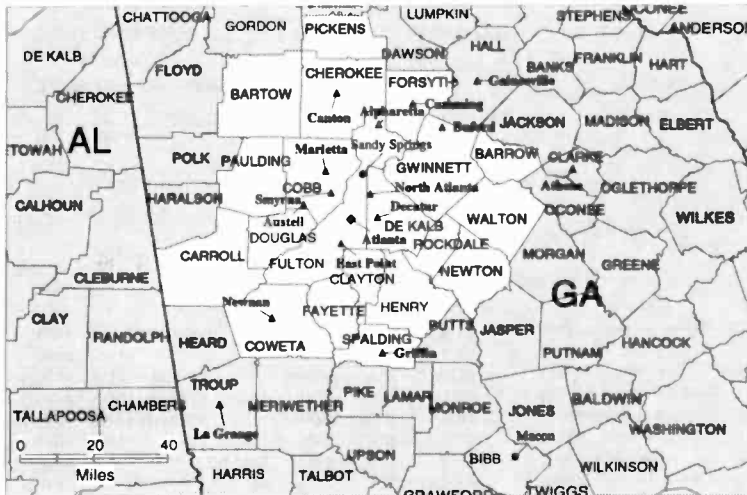
* Indicates a change since last edition.

METRO RANK: 11

Metro Rank: 12

Revenue Rank: 10

Atlanta, GA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$118,300	108,800	111,400	124,000	149,500	173,600	8.0%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	9.0%	\$189,300	196,800	209,600	222,600	238,100	5.9%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.74/1,000	\$4.97/1,000	\$5.14/1,000	Local	78%		
Revenue/Capita	\$38.86	\$49.86	\$60.71	National	22%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	3,043.9	3,481.5	2.7%	3,481.5	3,922.1	2.4%
Households	1,134.2	1,291.0	2.6%	1,291.0	1,468.5	2.6%
Retail Sales	24,970.0	34,926.3	6.9%	34,926.3	46,355.2	5.8%
EBI	45,832.2	56,913.7	4.4%	56,913.7	75,622.9	5.8%

Metro Counties

Barrow, GA	36.1	Forsyth, GA	62.7
Bartow, GA	63.6	Fulton, GA	715.0
Carroll, GA	78.8	Gwinnett, GA	465.9
Cherokee, GA	115.6	Henry, GA	87.4
Clayton, GA	199.9	Newton, GA	51.2
Cobb, GA	530.2	Paulding, GA	62.0
Coweta, GA	73.6	Pickens, GA	17.4
De Kalb, GA	588.6	Rockdale, GA	64.2
Douglas, GA	83.4	Spalding, GA	57.4
Fayette, GA	80.6	Walton, GA	47.9

3,481.5			

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	1,702.4	322.4	148.0	165.1	309.8	315.3	224.9	217.0
Women (000)	1,779.1	307.7	141.7	165.9	313.5	333.2	226.4	290.8
Total	3,481.5	630.1	289.7	331.0	623.3	648.5	451.3	507.7
Percentage	100.0%	18.1%	8.3%	9.5%	17.9%	18.6%	13.0%	14.6%
Per Capita	\$16,347	Median Household		\$36,332	Avg Household		\$44,085	
Ethnic Population:	White 71.3%	Black 26.4%	Asian 2.1%	Hispanic 2.3%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	2		14	13	16	25	41
Tot 12+	0.0		72.8	67.6	72.8	13.9	86.7
Avg 12+	0.0		5.2	5.2	4.6	0.6	2.1
Tot LCS	0.0		84.0	78.0	84.0	16.0	100.0
Avg LCS	0.0		6.0	6.0	5.2	0.6	2.4

MARKET: Atlanta, GA

METRO RANK: 12

Competitive Overview

FM Stations

													Arbitron 12+ Metro Shares (see rights)										
City of		FCC	Power		Year		Date		Sales	1996		Avg '96											
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price	LMA	Format	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
										(000)			(000)	Ratio	Comm Sh	1997	1997	1996	1996	1996	1996	1995	1995
WZGC	Atlanta	C1	92.9	99.0	909	c	CBS Corporation	65	9612		g1	Clsc Rock	8,000	1.11	3.8	4.0	4.3	4.2	3.4	3.1	3.1	3.3	3.6
WSTR	Smyrna	C	94.1	100.0	1020	h	Jefferson-Pilot Comm	66	7401			Top 40	13,500	1.05	6.8	7.0	7.3	5.9	5.1	5.2	6.2	6.1	6.1
WPCH	Atlanta	C	94.9	99.0	984	d	Jacor Comm Inc	62	9301		g2	Soft AC	16,000	1.24	6.8	5.9	4.9	5.6	6.2	5.9	5.1	6.0	6.7
WKLS	Atlanta	C	96.1	99.0	984	d	Jacor Comm Inc	60	9609		g	AOR	13,000	1.25	5.5	4.7	4.8	4.5	4.9	5.2	5.0	3.9	4.9
WMKJ	Newnan	A	96.7	1.0	545		Brookwood Hill Group	48	9604	1,510	c1	AC			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WFOX	Gainesville	C	97.1	100.0	1572		Chancellor Media	65	9705		g	Oldies	11,500	1.15	5.3	4.0	4.3	4.2	3.9	4.8	5.0	4.5	4.2
WHTA	Fayetteville	C3	97.5	6.6	637		Radio One Inc	66	9501	4,500		Urban	4,500	0.45	5.3	5.1	5.2	4.9	5.0	4.7	5.4	4.3	3.9
WSB	Atlanta	C	98.5	100.0	1020	b	Cox Radio Inc	34			1	Soft AC	13,200	1.11	6.3	5.5	5.1	4.3	4.7	5.2	5.1	5.9	5.6
WNNX	Atlanta	C	99.7	100.0	1034		Susquehanna Radio	63	7402			Modern Rock	11,000	0.88	6.6	5.1	4.8	5.0	5.0	4.9	5.7	6.2	6.0
WKHX	Marietta	C	101.5	99.0	984	a	ABC Radio Inc	60	9602		g3	Country	19,500	1.01	10.2	6.1	6.7	8.3	7.4	9.0	8.6	8.7	9.0
WLKO	Buford	A	102.3	4.0	400		Buford Bcstg Inc	70				Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WVEE	Atlanta	C	103.3	100.0	1020	c	CBS Corporation	48	9612		g1	Urban	21,000	1.03	10.8	9.7	10.7	9.8	10.4	9.4	8.9	9.6	9.8
WJZF	La Grange	C1	104.1	60.0	1217	b	Cox Radio Inc	47	9704		g 1	Jazz	5,500	0.85	3.4	3.2	2.8	2.3	2.6	2.4	2.7	3.3	3.4
WALR	Athens	C1	104.7	100.0	981	g	Midwestern Bcstg	64	9209	6,000	c2 2	Urban AC	9,000	0.79	6.0	6.2	5.8	6.0	6.4	5.7	4.8	5.0	5.3
WGST	Canton	C2	105.7	50.0	492	f	McClure Bcstg	64			3	News/Talk	3,000	0.61	2.6	1.8	2.5	2.9	2.2	2.1	2.5	2.3	2.1
WYAY	Gainesville	C	106.7	99.0	1401	a	ABC Radio Inc	49	9602		g3	Country	8,000	1.03	4.1	4.0	3.6	3.4	4.2	4.2	3.6	3.0	3.4

# FM Stations - 16					# Combos - 11					FM TOTALS					83.5	72.3	72.8	71.3	71.4	71.8	71.7	72.1	74.0

Metro Rank: 12

Revenue Rank: 10

Atlanta, GA Market Overview



Metro Counties

Barrow, GA	36.1	Forsyth, GA	62.7
Bartow, GA	63.6	Fulton, GA	715.0
Carroll, GA	78.8	Gwinnett, GA	465.9
Cherokee, GA	115.6	Henry, GA	87.4
Clayton, GA	199.9	Newton, GA	51.2
Cobb, GA	530.2	Paulding, GA	62.0
Coweta, GA	73.6	Pickens, GA	17.4
De Kalb, GA	588.6	Rockdale, GA	64.2
Douglas, GA	83.4	Spalding, GA	57.4
Fayette, GA	80.6	Walton, GA	47.9

3,481.5

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$118,300	108,800	111,400	124,000	149,500	173,600	8.0%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	9.0%	\$189,300	196,800	209,600	222,600	238,100	5.9%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.74/1,000	\$4.97/1,000	\$5.14/1,000	Local	78%		
Revenue/Capita	\$38.86	\$49.86	\$60.71	National	22%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	3,043.9	3,481.5	2.7%	3,481.5	3,922.1	2.4%
Households	1,134.2	1,291.0	2.6%	1,291.0	1,468.5	2.6%
Retail Sales	24,970.0	34,926.3	6.9%	34,926.3	46,355.2	5.8%
EBI	45,832.2	56,913.7	4.4%	56,913.7	75,622.9	5.8%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	1,702.4	322.4	148.0	165.1	309.8	315.3	224.9	217.0
Women (000)	1,779.1	307.7	141.7	165.9	313.5	333.2	226.4	290.8
Total	3,481.5	630.1	289.7	331.0	623.3	648.5	451.3	507.7
Percentage	100.0%	18.1%	8.3%	9.5%	17.9%	18.6%	13.0%	14.6%
Per Capita	\$16,347	Median Household		\$36,332	Avg Household		\$44,085	
Ethnic Population:	White 71.3%	Black 26.4%	Asian 2.1%	Hispanic 2.3%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	2		14	13	16	25	41
Tot 12+	0.0		72.8	67.6	72.8	13.9	86.7
Avg 12+	0.0		5.2	5.2	4.6	0.6	2.1
Tot LCS	0.0		84.0	78.0	84.0	16.0	100.0
Avg LCS	0.0		6.0	6.0	5.2	0.6	2.4

Competitive Overview

AM Stations

Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year	Date	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)								
				Power (kW)	Power (kW)								Revenue (000)	Power Ratio	Local Comm Sh	1997	1997	1996	1996	1996	1996	1995	1995		
WDWD	Atlanta	III	590	5.0	4.50	a	ABC Radio Inc	38	9602			g3	Children	500	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGST	Atlanta	II	640	50.0	1.00	d	Jacor Comm Inc	22	9301			g2 3	News/Talk	10,000	2.11	2.5	1.3	1.9	1.9	1.7	2.0	2.5	2.1	2.1	
• WCNW	N. Atlanta	II	680	50.0	10.00	g	Midwestern Bcstg	67	9209			c2 1	News/Talk	2,500	1.20	1.1	0.6	0.9	1.3	1.1	1.0	0.7	1.0	1.2	
WSB	Atlanta	I	750	50.0	50.00	b	Cox Radio Inc	22	3906			1	Nws/Tk/Spts	14,500	0.81	9.4	8.9	8.3	9.0	10.2	8.7	9.2	8.0	6.9	
WQXI	Atlanta	III	790	28.0	cp 1.00	h	Jefferson-Pilot Comm	47	7403				Children	1,000	5.28	0.1	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
WAEC	Atlanta	II	860	5.0	0.50		Forus Comm	47	8204	800			Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WAFS	Atlanta	III	920	5.0	1.00		Moody Bible Inst	88	8908	2,300			Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WNIV	Atlanta	III	970	5.0	0.00	e	Genesis Comm Inc	48	9512		st	Chrstn Talk	850	0.90	0.5	0.4	0.0	0.3	0.3	0.6	0.3	0.3	0.3	0.4	
WGUN	Atlanta	II	1010	50.0	0.08		Rivers Group	47				Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPBS	Conyers	II	1050	1.0	0.08		Midway Holiness Ch	79	9302	85			Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WFTD	Marietta	II	1080	10.0	0.00		Roswell St Bptst Ch	55	8710	240			Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WMLB	Cumming	II	1170	5.0	1.00		Lanier Bcstg Inc	62	8904	225			Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WGKA	Atlanta	II	1190	10.0	0.00		JW Bcstg Inc	55	9610	2,000			Classical	1,000	1.32	0.4	0.0	0.4	0.7	0.6	0.3	0.5	0.0	0.6	
WTJH	East Point	III	1260	5.0	0.00		Willis Bcstg Corp	49	8512	600			Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WCHK	Canton	III	1290	5.0	0.50	f	McClure Bcstg	57					Cntry/Gospl			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WXLL	Decatur	III	1310	0.5	0.00		Watson, Margery J	64	8508	465			Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WALR	Atlanta	IV	1340	1.0	1.00	g	Midwestern Bcstg	55	9701	586	2		Urban AC			0.1	0.0	0.1	0.2	0.1	0.1	0.1	0.2	0.0	
WAOK	Atlanta	III	1380	5.0	4.20	c	CBS Corporation	54	9612		g1	Gospel	2,200	0.48	2.4	2.0	2.3	1.5	1.5	2.5	1.9	2.1	2.0		
WCOH	Newnan	IV	1400	1.0	1.00		Brookwood Hill Group	47	9604		c1	Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WVNF	Alpharetta	IV	1400	1.0	1.00	e	Genesis Comm Inc	86				Chrstn Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WKEU	Griffin	IV	1450	1.0	1.00		WLT Associates LP	33	9504	575			MOR			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WXEM	Buford	III	1460	5.0	0.19	i	La Favorita Inc	57	9106	120	+	Spanish			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WYZE	Atlanta	III	1480	5.0	0.04		GHB Bcstg	57	7604				Gospel			0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0		
WAZX	Smyrna	II	1550	50.0	0.50		GA-MEX Bcstg Inc	62					Spanish			0.1	0.0	0.0	0.0	0.5	0.4	0.0	0.0		
WAOS	Austell	III	1600	5.0	0.00	i	La Favorita Inc	68	9006		st	Spanish			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
													AM TOTALS		16.6	14.3	13.9	14.9	16.0	15.6	15.2	13.7	13.5		
# AM Stations - 25													# Combos - 12												
Stations Profiled - 41													# Duopolies - 7		Total Local Commercial Share										
															86.6	86.7	86.2	87.4	87.4	86.9	85.8	87.5			

Docket 80-90 Allocations: 102.5, A, Mableton

• Indicates a change since last edition.



Metro Rank: 13

Revenue Rank: 13

Seattle-Tacoma Market Overview



Metro Counties

Island, WA	69.8
King, WA	1,615.5
Kitsap, WA	227.9
Pierce, WA	656.5
Snohomish, WA	536.3
Thurston, WA	193.1

	3,299.1

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 90,000	90,900	94,100	103,000	115,400	125,400	6.9%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.7%	\$132,500	139,100	147,800	156,700	166,900	5.9%

	1990	1995	2000	Est. Breakout
Revenue/Retail Sales	\$3.71/1,000	\$3.95/1,000	\$4.03/1,000	Local 82%
Revenue/Capita	\$29.78	\$38.01	\$47.60	National 18%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	3,021.7	3,299.1	1.8%	3,299.1	3,506.3	1.2%
Households	1,175.8	1,276.8	1.7%	1,276.8	1,362.9	1.3%
Retail Sales	24,246.9	31,753.0	5.5%	31,753.0	41,369.3	5.4%
EBI	48,411.8	61,962.3	5.1%	61,962.3	80,695.0	5.4%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	1,641.3	302.1	127.0	148.6	285.0	302.7	210.8	265.1
Women (000)	1,657.8	288.2	121.6	139.3	272.3	302.5	205.3	328.6
Total	3,299.1	590.3	248.6	287.8	557.2	605.2	416.2	593.7
Percentage	100.0%	17.9%	7.5%	8.7%	16.9%	18.3%	12.6%	18.0%
Per Capita	\$18,782	Median Household		\$40,363	Avg Household		\$48,529	
Ethnic Population:	White 86.3%	Black 4.9%	Asian 7.3%	Hispanic 3.5%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1		18	15	19	30	49
Tot 12+	0.7		62.1	57.6	62.8	25.9	88.7
Avg 12+	0.7		3.5	3.8	3.3	0.9	1.8
Tot LCS	0.8		70.0	64.9	70.8	29.2	100.0
Avg LCS	0.8		3.9	4.3	3.7	1.0	2.0

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)										
									(000)	LMA Format	Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995				
KLSY	Bellevue	C	92.5 56.0	2343	c	Sandusky Radio	64	7801	1,700	AC	6,700	1.20	4.2	4.0	3.0	3.9	3.6	4.0	3.7	3.4	3.7				
KUBE	Seattle	C	93.3 99.0	1289	i	New Century Media	64	9407	17,400	CHR	7,800	0.85	6.9	6.9	7.1	6.1	5.7	6.0	5.7	6.6	6.1				
*KMPS	Seattle	C	94.1 57.0	2343	b	CBS Corporation	61	9709		p g1 Country	9,000	1.23	5.5	4.7	5.2	4.4	5.7	5.8	5.3	4.2	4.3				
KJR	Seattle	C	95.7 100.0	cp 1220	i	New Century Media	60	9407	13,000	c3 70s Oldies	6,500	1.09	4.5	2.9	3.3	3.6	3.4	3.5	3.6	4.7	4.1				
KXXO	Olympia	C	96.1 85.0	2100		Three Cities FM Inc	90			Soft AC	700	0.88	0.6	0.6	0.6	0.7	0.6	0.6	0.6	0.4	0.4				
*KYCW	Seattle	C	96.5 100.0	1224	b	CBS Corporation	59	9709		p g1 Country	5,000	0.92	4.1	2.6	3.3	3.9	3.5	3.4	4.6	3.4	3.0				
KBSG	Tacoma	C	97.3 52.0	2392	g	Entercom	48	9607		sw Oldies	11,000	1.38	6.0	4.8	5.3	5.1	5.0	5.3	4.8	5.8	5.3				
KING	Seattle	C	98.1 58.0	2838		Beethoven	47	9501	9,000	st 1 Classical	3,300	0.54	4.6	3.4	4.3	4.5	4.7	4.1	3.8	4.0	4.3				
KWJZ	Seattle	C	98.9 57.0	cp 2343	c	Sandusky Radio	58	9604	26,000	c4 Smooth Jazz	2,600	0.70	2.8	3.2	2.6	3.0	2.4	2.9	2.3	2.5	2.2				
KISW	Seattle	C	99.9 100.0	1148	g	Entercom	50	9605		sw AOR	5,000	0.92	4.1	3.2	3.8	4.7	3.8	3.5	4.1	3.4	3.6				
KIRO	Seattle	C	100.7 56.8	cp 2343	g	Entercom	46	9703		sw 1 Talk	1,950	0.67	2.2	2.3	2.0	2.3	2.5	2.1	2.1	2.1	1.5				
KPLZ	Seattle	C	101.5 99.0	1201	d	Fisher Bcstg	59	9403	11,000	c2 Adult CHR	6,300	1.03	4.6	4.2	3.8	3.7	3.6	3.6	4.7	4.0	4.0				
*KZOK	Seattle	C	102.5 58.0	cp 2343	b	CBS Corporation	64	9709		p g1 Clsc Rock	9,200	1.48	4.7	3.4	3.7	4.0	3.8	3.8	4.2	4.4	4.2				
KMTT	Tacoma	C	103.7 57.0	2343	g	Entercom	58			Adult Rock	6,200	1.23	3.8	3.1	2.9	3.8	3.3	4.0	3.1	3.3	3.0				
*KMIH	Mercer Island	D	104.5 71.0	440		Mercer Island School	97						0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
KKBY	Eatonville	A	104.9 2.5	495	e	Joy Bcstg Inc	95	9705		Country			0.0	0.4	0.7	0.8	0.5	0.0	0.0	0.0	0.0				
KCMS	Edmonds	C	105.3 115.0	722	a	Crista Ministries	60			ChrsContemp	1,100	0.46	1.8	1.7	1.9	1.5	1.8	1.6	1.4	1.9	1.6				
*KBKS	Tacoma	C	106.1 57.0	2343	b	CBS Corporation	59	9709		p g1 AC	2,700	0.70	2.9	3.2	2.4	2.8	2.6	3.0	1.7	2.1	3.6				
KRWM	Bremerton	C1	106.9 55.0	cp 1244	c	Sandusky Radio	64	9609	29,250	Soft AC	3,500	0.94	2.8	2.6	2.6	2.8	2.9	2.0	2.7	2.2	2.9				
KNDD	Seattle	C	107.7 57.3	cp 2343	g	Entercom	62	9607		sw Modern Rock	5,500	0.81	5.1	4.2	4.3	4.6	3.7	4.3	4.3	5.1	4.5				
# FM Stations - 20													# Combos - 17												
FM TOTALS													71.2	61.4	62.8	66.2	63.1	63.5	62.7	63.5	62.3				

* Indicates a change since last edition.



Metro Rank: 13

Revenue Rank: 13

Seattle-Tacoma Market Overview



Metro Counties

Island, WA	69.8
King, WA	1,615.5
Kitsap, WA	227.9
Pierce, WA	656.5
Snohomish, WA	536.3
Thurston, WA	193.1

	3,299.1

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 90,000	90,900	94,100	103,000	115,400	125,400	6.9%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.7%	\$132,500	139,100	147,800	156,700	166,900	5.9%

	1990	1995	2000	Est. Breakout
Revenue/Retail Sales	\$3.71/1,000	\$3.95/1,000	\$4.03/1,000	Local 82%
Revenue/Capita	\$29.78	\$38.01	\$47.60	National 18%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	3,021.7	3,299.1	1.8%	3,299.1	3,506.3	1.2%
Households	1,175.8	1,276.8	1.7%	1,276.8	1,362.9	1.3%
Retail Sales	24,246.9	31,753.0	5.5%	31,753.0	41,369.3	5.4%
EBI	48,411.8	61,962.3	5.1%	61,962.3	80,695.0	5.4%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	1,641.3	302.1	127.0	148.6	285.0	302.7	210.8	265.1
Women (000)	1,657.8	288.2	121.6	139.3	272.3	302.5	205.3	328.6
Total	3,299.1	590.3	248.6	287.8	557.2	605.2	416.2	593.7
Percentage	100.0%	17.9%	7.5%	8.7%	16.9%	18.3%	12.6%	18.0%
Per Capita	\$18,782	Median Household		\$40,363	Avg Household		\$48,529	
Ethnic Population:	White 86.3%	Black 4.9%	Asian 7.3%	Hispanic 3.5%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1		18	15	19	30	49
Tot 12+	0.7		62.1	57.6	62.8	25.9	88.7
Avg 12+	0.7		3.5	3.8	3.3	0.9	1.8
Tot LCS	0.8		70.0	64.9	70.8	29.2	100.0
Avg LCS	0.8		3.9	4.3	3.7	1.0	2.0

Competitive Overview

AM Stations

Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)								
				Power (kW)	Power (kW)								Revenue (000)	Power Ratio	Local Comm	Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995	
KVI	Seattle	III	570	5.0	5.00	d	Fisher Bcstg	29	9403			c2	News/Talk	6,000	0.78	5.8	4.6	4.6	4.3	5.6	4.7	5.5	5.0	5.3	
KCIS	Edmonds	III	630	5.0	2.50	a	Crista Ministries	54					Inspiration			0.6	0.4	0.7	0.3	0.3	0.5	0.5	0.4	0.7	
KBRD	Lacey	I	680	0.3	0.00		Marrow, Skip	86	9504	50			Nostalgia			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KIRO	Seattle	I	710	50.0	50.00	g	Entercom	27	9703			sw 1	Nws/Tk/Spts	19,100	1.76	8.2	9.6	8.3	6.7	6.9	7.6	7.1	5.6	8.8	
KNWX	Seattle	II	770	50.0	5.00	g	Entercom	25	9703			sw 1	News	850	0.64	1.0	1.3	1.0	1.3	1.0	1.0	0.9	0.7	0.8	
KGNW	Burien-Seattle	II	820	50.0	10.00	f	Salem Comm Corp	70	8611	2,770			Chrstrn Talk	500	0.94	0.4	0.6	0.7	0.6	0.5	0.0	0.7	0.0	0.6	
KHHO	Tacoma	II	850	10.0	1.00		Southwave Wireless	42	9601	500			Nws/Tk/Spts			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KIXI	Mercer Island	II	880	50.0	10.00	c	Sandusky Radio	47	9201	3,500			Adlt Stndrd	2,000	0.30	5.1	3.7	4.6	3.9	4.7	4.3	3.6	5.7	4.3	
KGHO	Olympia	III	920	3.0	cp 0.50	j	Spencer Bcstg	56	9604	35			Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KJR	Seattle	III	950	50.0	cp50.00	i	New Century Media	21	9407			c3	Sports	4,000	1.21	2.5	2.2	2.5	2.5	2.0	1.8	2.9	2.4	1.8	
KOMO	Seattle	I	1000	50.0	50.00	d	Fisher Bcstg	26					News/Talk	5,200	0.93	4.2	3.4	2.9	2.7	3.6	3.1	3.9	4.3	3.7	
KBLE	Seattle	II	1050	5.0	0.44		Ostrander, R, Truste	48	8907				Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
* KRPM	Seattle	II	1090	50.0	50.00	b	CBS Corporation	27	9709			p g1	AC			0.1	0.1	0.1	0.0	0.0	0.0	0.1	0.1	0.1	
KEZX	Seattle	III	1150	5.0	5.00	c	Sandusky Radio	26	9604			c4	Bus News	400		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KBSG	Auburn	II	1210	27.5	10.00	g	Entercom	58	9607			sw	Oldies			0.2	0.2	0.3	0.2	0.1	0.2	0.2	0.1	0.1	
KWYZ	Everett	IV	1230	1.0	1.00	e	Joy Bcstg Inc	57	9303	686			Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KGY	Olympia	IV	1240	1.0	1.00		Kerry, Barbara	47					AC			0.3	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.5	
* KKDZ	Seattle	III	1250	5.0	5.00		ABC Radio Inc	20	9708			p na	Children			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KLDY	Lacey	III	1280	1.0	0.50		Gillie, Michael, Rcv	86	9608				DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KKOL	Seattle	III	1300	35.0	cp16.00	f	Salem Comm Corp	22	9705	2,000			Country	400	0.75	0.4	0.0	0.2	0.2	0.2	0.2	0.1	0.3	0.7	
KENU	Enumclaw	III	1330	0.5	0.03		Green River Foundatn	82	9607			p na	DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KKMO	Tacoma	III	1360	5.0	5.00	k	PAR Holdings LLC	22	9609	900p			Ethnic			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KRKO	Everett	III	1380	5.0	5.00		SR Broadcasting Inc	20	8801	600			Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KITZ	Silverdale	IV	1400	1.0	0.89		Kitsap Bcst Group	48	9504	56			Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KRIZ	Renton	III	1420	1.0	0.50	h	KRIS Bennett Bcstg	82					Urban			0.2	0.2	0.0	0.2	0.0	0.4	0.0	0.0	0.2	
* KSUH	Puyallup	IV	1450	1.0	1.00		Suh, Jean	51	9703	350p			Country			0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	
* KARR	Kirkland	III	1460	5.0	2.50		Family Stations Inc	64	8610	50			Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KBRD	Bremerton	IV	1490	1.0	1.00		Washington Bcst Mgmt	47	9701	350			Ethnic			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KXPA	Bellevue	II	1540	5.0	5.00	k	PAR Holdings LLC	58	9704	450			Motivationl			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KZIZ	Sumner	II	1560	5.0	0.00	h	KRIS Bennett Bcstg	90					Urban			0.1	0.2	0.0	0.3	0.0	0.1	0.0	0.0	0.1	
KLFE	Seattle	III	1590	5.0	5.00	f	Salem Comm Corp	56	9408	500			Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
													-----		-----										
# AM Stations - 31				# Combos - 19				AM TOTALS				29.1		26.5	25.9	23.2	25.0	24.3	25.5	24.6	27.7				
Stations Profiled - 51				# Duopolies - 14				Total Local Commercial Share				87.9		88.7	89.4	88.1	87.8	88.2	88.1	90.0					

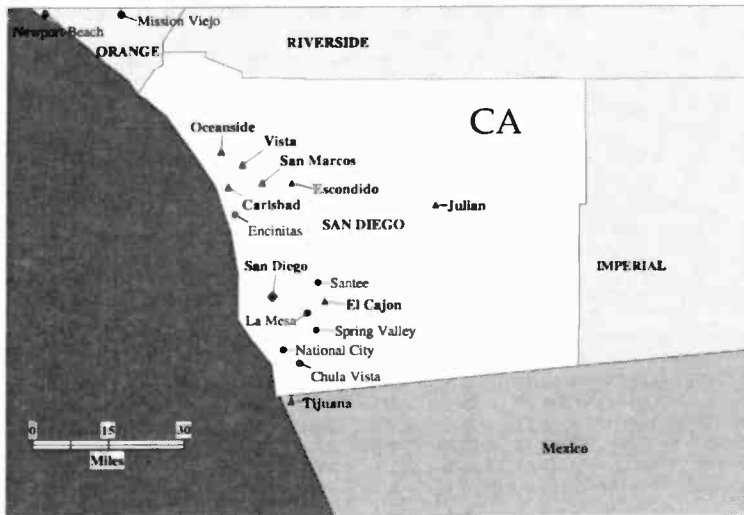
* Indicates a change since last edition.



Metro Rank: 14

Revenue Rank: 14

San Diego Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 90,000	89,000	88,000	91,000	105,800	110,500	4.2%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	8.3%	\$119,700	126,900	134,700	143,400	152,800	6.3%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.69/1,000	\$4.85/1,000	\$6.18/1,000	Local	76%		
Revenue/Capita	\$35.12	\$40.58	\$54.94	National	24%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	2,562.9	2,722.7	1.2%	2,722.7	2,781.3	0.4%
Households	911.8	940.1	0.6%	940.1	945.8	0.1%
Retail Sales	19,209.4	22,802.8	3.5%	22,802.8	24,743.8	1.6%
EBI	41,179.2	39,777.1	-0.7%	39,777.1	42,648.5	1.4%

Metro Counties

San Diego, CA	2,722.7

	2,722.7

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	1,387.2	247.6	102.4	186.6	262.6	226.4	144.5	216.9
Women (000)	1,335.5	235.5	97.6	134.7	225.7	220.0	149.3	272.7
Total	2,722.7	483.2	200.0	321.3	488.3	446.4	293.9	489.6
Percentage	100.0%	17.7%	7.3%	11.8%	17.9%	16.4%	10.8%	18.0%
Per Capita	\$14,609	Median Household		\$33,679	Avg Household		\$42,312	
Ethnic Population:	White 82.0%	Black 7.2%	Asian 9.9%	Hispanic 23.6%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	3	16	4	15	23	16	39
Tot 12+	2.5	51.2	11.1	51.1	64.8	20.0	84.8
Avg 12+	0.8	3.2	2.8	3.4	2.8	1.3	2.2
Tot LCS	2.9	60.4	13.1	60.3	76.4	23.6	100.0
Avg LCS	1.0	3.8	3.3	4.0	3.3	1.5	2.6

Competitive Overview

FM Stations

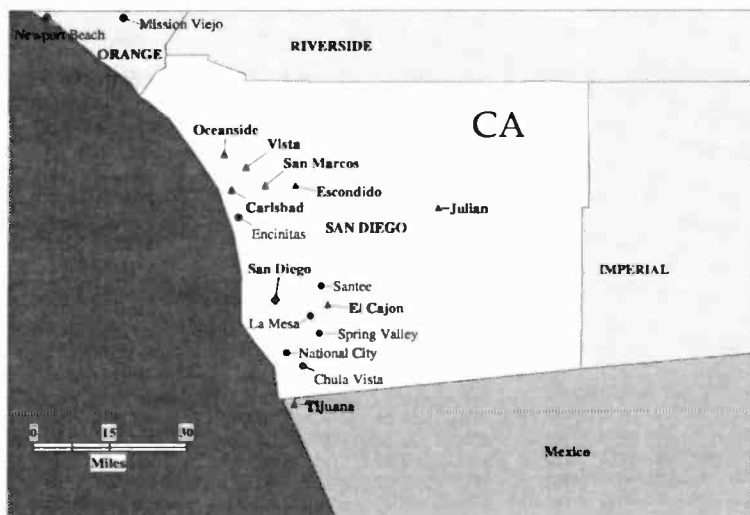
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96 Local Comm Sh	Arbitron 12+ Metro Shares (see rights)								
													Revenue (000)	Power Ratio		1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995	
XHTZ	Tijuana	C	90.3	100.0	994	b	Diaz, Victor&Martha	73				CHR	6,000	0.63	7.9	4.6	5.1	5.2	5.6	6.2	6.6	6.8	6.7	
XTRA	Tijuana	C	91.1	100.0	804	a	Jacor Comm Inc	69	9607		g2	Modern Rock	6,200	1.02	5.1	2.7	3.1	3.5	2.9	4.2	3.6	4.8	4.4	
XTIM	Tijuana	B	91.7	25.0	430		Sociedad Mexicana	93				Spanish			1.2	1.0	1.2	1.3	1.1	1.3	1.0	0.9	0.8	
KFSD	Escondido	A	92.1	0.6 cp	1024	e	Astor Bcst Group	66	8707	2,970	c3	Classical	1,500	1.25	1.0	1.7	2.1	2.0	1.0	1.3	1.0	0.9	0.8	
XHRM	Tijuana	C	92.5	100.0	1844		BiNational Bcstg	81				Alternative	3,500	1.04	2.8	1.6	2.1	2.0	1.6	1.8	2.4	2.4	2.6	
KHTS	El Cajon	B	93.3	1.8	1887	a	Jacor Comm Inc	61	9604	13,800	e	CHR			0.8	4.0	3.9	3.6	3.3	1.5	0.7	0.5	0.0	
* KXGL	San Diego	B	94.1	10.0	617	a	Jacor Comm Inc	49	9710		p g1	Rock & Roll	3,000	0.60	4.2	2.0	2.1	2.5	4.2	3.7	3.4	3.6	3.3	
KBZT	San Diego	B	94.9	22.0	702	c	Jefferson-Pilot Comm	60	9610	30,000		Oldies	4,950	0.88	4.7	3.5	3.9	3.8	4.1	4.4	4.3	3.6	3.5	
* KMCG	Carlsbad	B	95.7	29.0	640	a	Jacor Comm Inc	65	9710		p g1	Rhythm/Blue	1,300	0.84	1.3	3.5	3.5	1.6	0.8	1.1	1.1	1.1	1.2	
KYXY	San Diego	B	96.5	41.0	541	f	Capstar Bcstg Ptrs	60	9708		p g3	AC	11,000	1.16	7.9	6.1	5.5	6.4	7.0	6.8	6.4	6.4	6.8	
KSDN	San Diego	B	97.3	7.4 cp	1074	c	Jefferson-Pilot Comm	64	9612	5,575	c2	Country	11,400	1.16	8.2	5.5	7.6	4.3	6.2	6.0	6.8	6.9	7.5	
KIFM	San Diego	B	98.1	28.0	640	c	Jefferson-Pilot Comm	60	9612	28,750		NAC/Jazz	6,300	1.42	3.7	3.5	2.9	4.3	4.4	2.7	3.2	3.3	3.2	
XHKY	Tijuana	B	99.3	25.0	328	b	Diaz, Victor&Martha	75				Spanish	1,800	0.63	2.4	1.3	1.8	1.5	1.1	2.0	1.5	1.9	2.6	
KLJVJ	Julian	A	100.1	0.0	2221		Educational Media	91	9702	563		ChrsContemp			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KFMB	San Diego	B	100.7	30.0	620	d	Midwest TV Inc	59				Adult CHR	6,000	1.02	4.9	6.5	5.3	4.1	4.0	4.1	4.4	4.6	3.2	
KGB	San Diego	B	101.5	50.0	499	a	Jacor Comm Inc	56	9610		p sw	Clsc Rock	5,400	1.22	3.7	3.8	3.6	2.8	2.7	2.8	2.8	2.8	3.9	
KXST	Oceanside	B	102.1	9.5	981		Compass Radio Group	62	9603		nc	AC	2,000	1.19	1.4	1.7	1.0	1.1	1.1	1.0	1.1	1.2	1.3	
* KJQY	San Diego	B	102.9	31.6	617	a	Jacor Comm Inc	63	9612		sw	Soft AC	2,500	1.04	2.0	1.5	1.5	1.7	2.3	1.7	1.9	1.5	1.7	
KPLN	San Diego	B	103.7	36.0	581	f	Capstar Bcstg Ptrs	65	9708		p g3	Clsc Rock	2,200	0.84	2.2	1.9	1.9	2.4	2.8	2.3	1.7	1.3	2.2	
XLTN	Tijuana	C	104.5	60.0	994	b	Diaz, Victor&Martha	75				Spanish	900	0.68	1.1	1.2	0.8	1.2	1.3	1.3	0.8	0.7	1.0	
K102	San Diego	B	105.3	29.0	620	a	Jacor Comm Inc	54	9706	72,000	d1	AOR	5,200	1.21	3.6	3.6	3.6	3.5	2.7	3.2	3.6	2.7	2.5	
KKLQ	San Diego	B	106.5	50.0	440	a	Jacor Comm Inc	60	9706		d1	CHR	9,800	1.71	4.8	1.6	1.9	3.5	3.6	3.3	4.1	4.5	4.1	
KSYU	Fallbrook	A	107.1	3.0	299		Odyssey Comm Inc	77	9606		g	Modern Rock			0.2	0.6	0.4	0.4	0.4	0.4	0.4	0.0	0.0	
													75.1	63.4	64.8	62.7	64.2	62.6	62.6	62.4	63.5			
# FM Stations - 23													# Combos - 18		FM TOTALS									

* Indicates a change since last edition.

Metro Rank: 14

Revenue Rank: 14

San Diego Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS	\$ 90,000	89,000	88,000	91,000	105,800	110,500	4.2%
REVENUES	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
★★★	8.3%	\$119,700	126,900	134,700	143,400	152,800	6.3%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.69/1,000	\$4.85/1,000	\$6.18/1,000	Local	76%		
Revenue/Capita	\$35.12	\$40.58	\$54.94	National	24%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

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San Diego, CA	2,722.7

	2,722.7

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	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	1,387.2	247.6	102.4	186.6	262.6	226.4	144.5	216.9
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Percentage	100.0%	17.7%	7.3%	11.8%	17.9%	16.4%	10.8%	18.0%
Per Capita	\$14,609	Median Household		\$33,679	Avg Household		\$42,312	
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Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	3	16	4	15	23	16	39
Tot 12+	2.5	51.2	11.1	51.1	64.8	20.0	84.8
Avg 12+	0.8	3.2	2.8	3.4	2.8	1.3	2.2
Tot LCS	2.9	60.4	13.1	60.3	76.4	23.6	100.0
Avg LCS	1.0	3.8	3.3	4.0	3.3	1.5	2.6

Competitive Overview

AM Stations

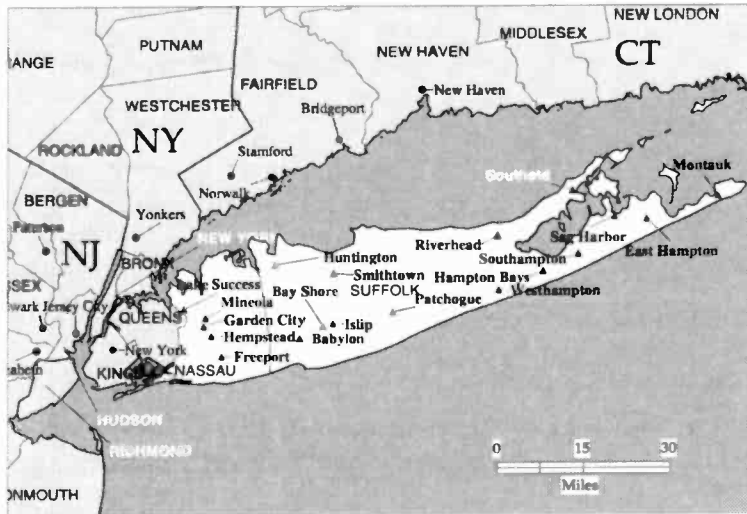
City of		FCC	Day	Night	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)																		
License	Class	Freq	Power (kW)	Power (kW)	C	Owner	Year Std	Date Acq	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm	Sh	1997	1997	1996	1996	1996	1996	1995	1995						
• XBAC	Tijuana	II	540	1.0	1.00	Mt Wilson FM Bcstrs	97				Classical			0.0		1.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0						
KOGO	San Diego	III	600	5.0	5.00	a Jacor Comm Inc	26	9706		d1	Talk	1,500	0.52	2.4		3.9	3.0	1.1	1.9	1.6	1.9	2.0	2.4						
XTRA	Tijuana	I	690	50.0	50.00	a Jacor Comm Inc	34	9607		g2	Sports	8,500	2.84	2.5		2.3	1.7	2.2	2.4	2.2	1.9	2.1	2.3						
KFMB	San Diego	II	760	5.0	50.00	d Midwest TV Inc	41	6404			FullService	7,000	1.04	5.6		5.5	5.3	4.2	4.6	6.1	5.6	3.6	3.5						
XEMO	Tijuana	II	860	5.0	5.00	Astiazaran, Gustavo	37				Spanish	750	0.63	1.0		0.8	1.1	0.7	0.9	1.0	0.7	0.8	0.9						
KECR	El Cajon	III	910	5.0	5.00	Family Stations Inc	55	9002	3,500		Religion			0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
• KCEO	Vista	II	1000	2.5	0.25	e Astor Bcst Group	67	9706	2,600		Bus News	1,000	1.19	0.7		0.6	0.4	0.6	0.6	0.6	0.7	0.6	0.6						
KURS	San Diego	II	1040	0.4	0.06	Pacific Spanish Ntwk	93	9303		st	Spanish	500	0.60	0.7		0.6	0.7	0.9	0.8	0.6	0.4	0.6	0.6						
XPRS	Rosarito	I	1090	50.0	50.00	Fregos, Teddy	47				Spanish			0.5		0.6	0.6	0.5	0.5	0.5	0.4	0.4	0.4						
KSDD	San Diego	II	1130	10.0	10.00	a Jacor Comm Inc	47	9612		sw	News/Talk	6,500	1.02	5.3		1.3	2.4	4.9	4.2	4.6	4.1	4.8	4.2						
KCBO	San Diego	II	1170	50.0	1.50	Regent Comm	46	9706	6,000		Talk			0.5		0.0	0.0	0.0	0.3	0.3	0.0	0.5	0.8						
KPRZ	San Marcos	II	1210	20.0	5.00	Salem Comm Corp	85				Chrstrn Talk	1,000	1.19	0.7		0.9	0.3	0.7	0.6	0.5	0.5	0.6	0.7						
KSON	San Diego	IV	1240	1.0	1.00	c Jefferson-Pilot Comm	46	9612		c2	Country			0.3		0.1	0.2	0.0	0.0	0.0	0.5	0.4	0.2						
KKSM	Oceanside	II	1320	0.5	0.50	Palomar Comm College	56	9603		dn	Alternative			0.1		0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1						
KPOP	San Diego	III	1360	5.0	1.00	a Jacor Comm Inc	22	9610		p sw	Adlt Stndrd	2,000	0.54	3.1		2.6	2.6	3.2	2.5	2.2	2.8	3.2	2.2						
KSPA	Escondido	IV	1450	1.0	1.00	e Astor Bcst Group	58	8707		c3	Adlt Stndrd			1.2		1.2	0.9	1.3	1.3	1.0	1.1	1.2	0.8						
# AM Stations - 16															# Combos - 8														
Stations Profiled - 39															# Duopolies - 11														
															AM TOTALS														
															Total Local Commercial Share														

• Indicates a change since last edition.

Metro Rank: 15

Revenue Rank: 44

Nassau-Suffolk Market Overview



Metro Counties

Nassau, NY	1,300.4
Suffolk, NY	1,352.6

	2,653.0

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 33,000	29,500	31,000	35,000	39,300	42,200	5.0%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	-2.6%	\$ 41,100	42,700	44,900	47,300	50,100	5.1%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$1.27/1,000	\$1.46/1,000	\$1.53/1,000	Local	81%		
Revenue/Capita	\$12.61	\$15.91	\$18.80	National	19%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	2,616.2	2,653.0	0.3%	2,653.0	2,665.1	0.1%
Households	858.5	864.3	0.1%	864.3	871.3	0.2%
Retail Sales	26,052.9	28,992.7	2.2%	28,992.7	32,843.0	2.5%
EBI	53,772.8	49,649.4	-1.6%	49,649.4	55,648.2	2.3%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	1,291.9	210.5	110.9	121.3	196.2	213.4	179.4	260.2
Women (000)	1,361.1	200.0	105.1	115.1	192.4	226.8	195.4	326.3
Total	2,653.0	410.4	216.0	236.4	388.6	440.3	374.8	586.5
Percentage	100.0%	15.5%	8.1%	8.9%	14.6%	16.6%	14.1%	22.1%
Per Capita	\$18,714	Median Household		\$98,981	Avg Household		\$57,445	
Ethnic Population:	White 88.6%	Black 8.4%	Asian 2.9%	Hispanic 7.6%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	14	3		7	17	12	29
Tot 12+	13.0	14.3		23.8	27.3	4.3	31.6
Avg 12+	0.9	4.8		3.4	1.6	0.4	1.1
Tot LCS	41.1	45.3		75.3	86.4	13.6	100.0
Avg LCS	2.9	15.1		10.8	5.1	1.1	3.4

Competitive Overview

Some stations also rated in New York (1).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)									
Calls	License	Class	Freq	(kW)						Price	LMA	Format	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
WLNG	Sag Harbor	A	92.1	5.3	348		Unity Bcstg Network	69	9611	1,603		Oldies/CHR	1,200	3.24	0.9	0.3	0.0	0.0	0.3	0.3	0.0	0.3	0.5		
WLIR	Garden City	A	92.7	1.0	522	c	Ronald J Morey Radio	59				Nostalgia	1,900	1.44	3.2	1.5	1.4	1.0	0.9	1.2	1.1	1.0	0.9		
• WMJC	Smithtown	A	94.3	1.3	299	b	Barnstable Bcstg Inc	61	9708	11,000p	d2 1	Country	500	0.45	2.7	1.9	1.6	1.5	1.9	1.8	1.3	0.4	0.2		
WNFM	Southampton	A	95.3	5.0	354	a	Chancellor Media	71	9705		g1	AOR	100	0.81	0.3	0.1	0.0	0.0	0.1	0.1	0.1	0.1	0.1		
WEHM	East Hampton	A	96.7	4.3	384	e	Hamptons Media Holdg	93	9707		p st	AAA	425	5.17	0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0		
WALK	Patchogue	B	97.5	39.0	554	a	Chancellor Media	52	9705		g1	AC	13,200	1.55	20.7	5.8	6.2	6.1	6.1	6.2	6.7	7.3	6.5		
WKJY	Hempstead	A	98.3	3.0	328	b	Barnstable Bcstg Inc	47	8412	5,250	c1 1	AC	5,200	1.44	8.8	3.1	2.3	2.7	2.4	2.8	2.4	3.2	2.9		
WDRE	Westhampton	A	98.5	6.0	282	c	Ronald J Morey Radio	93	9506		st	Modern Rock	200	4.87	0.1	0.2	0.2	0.1	0.2	0.1	0.0	0.0	0.0		
WBAZ	Southold	A	101.7	5.5 cp	341	d	MAK Communications	85	9706	1,650	d5	Lite AC	750	1.07	1.7	0.0	0.4	0.3	0.0	0.4	0.4	0.6	0.7		
WBAB	Babylon	A	102.3	3.0	269	a	Chancellor Media	58	9705		g1	AOR	5,400	1.41	9.3	3.2	2.6	2.8	2.9	3.1	3.2	3.1	2.6		
• WBSQ	Bridgehampton	A	102.5	4.8	103	d	MAK Communications	95	9706		d5	Bright AC			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WBZO	Bay Shore	A	103.1	3.0	285	b	Barnstable Bcstg Inc	93	9705	12,450	1	Oldies	2,600	0.75	8.4	2.3	3.2	2.9	3.2	2.6	3.0	2.3	2.9		
WKTU	Lake Success	B	103.5	5.4	1417		Chancellor Media	40	9705	See (1)		CHR/Rhythmc	n/a		15.9	3.9	3.7	4.9	6.2	7.0	7.4	4.0	2.7		
• WRCN	Riverhead	A	103.9	1.5	466	b	Barnstable Bcstg Inc	62	9708		p d2 1	Clsc Rock	1,600	0.95	4.1	0.7	1.2	0.9	0.8	1.1	1.1	1.6	1.4		
WBEA	Montauk	A	104.7	6.0	315	e	Hamptons Media Holdg	93	9707		p st	Hot AC			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WBLI	Patchogue	B	106.1	48.5	499	a	Chancellor Media	58	9705		g1	Hot AC	5,200	1.18	10.7	3.7	4.4	3.9	3.3	3.3	3.3	3.4	3.7		
WMVY	Hampton Bays	A	107.1	3.0	279		Odyssey Comm Inc	80	9702	8,000		Country			0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0		
# FM Stations - 17													# Combos - 14		FM TOTALS		87.0	26.9	27.3	27.1	28.3	30.0	30.3	27.3	25.1

AM Stations

City of		FCC	Day	Night	HAAT	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)									
Calls	License	Class	Power (kW)	Power (kW)						Price	LMA	Format	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
WLUX	Islip	II	540	0.3	0.20		Long Is. Multi-Media	60	9510	1,100		Nostalgia	300	0.35	2.1	1.0	1.0	1.1	1.2	1.3	0.9	0.7	0.0		
• WGSM	Huntington	II	740	25.0	0.04	b	Barnstable Bcstg Inc	51	9708		p d2 1	Country	350	1.06	0.8	0.1	0.0	0.0	0.1	0.0	0.5	0.6	0.0		
WHLI	Hempstead	II	1100	10.0	0.00	b	Barnstable Bcstg Inc	47	8412		c1 1	MOR	1,000	0.26	9.4	2.8	3.0	3.8	3.7	2.7	2.7	3.6	3.1		
WGBB	Freeport	IV	1240	1.0	1.00	a	Chancellor Media	24	9705		g1	News/Talk	400		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WALK	Patchogue	III	1370	0.5	0.10	a	Chancellor Media	52	9705		g1	AC	100		0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0		
• WRHD	Riverhead	II	1570	1.0	0.50	b	Barnstable Bcstg Inc	63	9708		p d2 1	Rock			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WLNG	Sag Harbor	III	1600	0.5	0.02		Main Street Bcstg	63	6801			Oldies/CHR			0.2	0.0	0.0	0.0	0.1	0.1	0.0	0.1	0.0		
# AM Stations - 7													# Combos - 5		AM TOTALS		12.5	3.9	4.3	4.9	5.1	4.1	4.1	5.0	3.1

Other AM stations: WZZU, WRIV, WNYG, WTBE, WLIM

Combined Share 0.0 0.0 0.4 0.0 0.0 0.3 0.0 0.3

Stations Profiled - 24

Duopolies - 10

Total Local Commercial Share 30.8 31.6 32.4 33.4 34.1 34.7 32.3 28.5

Other: 92.9,S'hmptn; 105.3,Calverton; 94.9,Montauk

• Indicates a change since last edition.

Metro Rank: 16

Revenue Rank: 16

Minneapolis - St. Paul Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 79,500	80,500	83,600	90,400	100,700	111,800	7.1%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.0%	\$117,400	123,300	130,100	137,900	146,200	5.6%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.83/1,000	\$3.97/1,000	\$4.12/1,000	Local	80%		
Revenue/Capita	\$31.00	\$41.08	\$50.91	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	2,564.2	2,721.2	1.2%	2,721.2	2,871.8	1.1%
Households	970.3	1,026.1	1.1%	1,026.1	1,090.8	1.2%
Retail Sales	20,752.4	28,188.2	6.3%	28,188.2	35,511.9	4.7%
EBI	40,895.7	46,714.9	2.7%	46,714.9	59,117.5	4.8%

Metro Counties

Anoka, MN	279.5
Carver, MN	60.1
Chisago, MN	37.7
Dakota, MN	316.0
Hennepin, MN	1,056.1
Isanti, MN	28.4
Ramsey, MN	480.8
Scott, MN	71.4
Sherburne, MN	37.3
Washington, MN	184.7
Wright, MN	79.3
Pierce, WI	34.6
St. Croix, WI	55.3

	2,721.2

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	1,336.9	265.0	109.7	118.5	245.3	238.3	165.0	195.1
Women (000)	1,384.3	254.2	104.5	121.7	241.3	240.1	166.1	256.3
Total	2,721.2	519.2	214.3	240.2	486.6	478.4	331.1	451.4
Percentage	100.0%	19.1%	7.9%	8.8%	17.9%	17.6%	12.2%	16.6%
Per Capita	\$17,167	Median Household		\$38,996	Avg Household		\$45,526	
Ethnic Population:	White 91.6%	Black 4.1%	Asian 3.0%	Hispanic 1.7%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	3		15	9	18	21	39
Tot 12+	2.1		58.7	54.6	60.8	21.9	82.7
Avg 12+	0.7		3.9	6.1	3.4	1.0	2.1
Tot LCS	2.5		71.0	66.0	73.5	26.5	100.0
Avg LCS	0.8		4.7	7.3	4.1	1.3	2.6

Competitive Overview

FM Stations

										Arbitron 12+ Metro Shares (see rights)														
City of		FCC	Power		Year		Date		Sales	1996		Avg '96												
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall			
										(000)	(000)	Ratio	Comm Sh	1997	1997	1996	1996	1996	1996	1995	1995			
KQRS	Golden Valley	C	92.5	100.0	1034	a	ABC Radio Inc	63	9602		g5	AOR	20,400	1.30	13.4	10.5	10.4	11.3	11.9	11.9	11.5	10.5	10.6	
• KEGE	Minneapolis	C	93.7	100.0	1034	a	ABC Radio Inc	61	9602		g5	Rock	7,250	0.89	6.9	4.5	4.6	5.6	6.0	6.7	5.8	5.3	5.3	
KSTP	St. Paul	C	94.5	95.0	1221	c	Hubbard Bcstg Inc	65	9701			AC	10,100	1.25	6.9	6.1	5.2	5.4	5.3	5.8	6.1	5.3	5.9	
KNOF	St. Paul	A	95.3	3.0	249		Selby Gospel Bcstg	60				Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KTCZ	Minneapolis	C	97.1	100.0	1034	g	Chancellor Media	56	9705		g2	AAA	6,400	1.16	4.7	4.5	4.4	3.6	3.8	3.8	4.6	4.0	3.1	
KTIS	Minneapolis	C	98.5	100.0	1034	i	Northwestern College	49				Inspiration			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KSJN	Minneapolis	C	99.5	100.0	1034		Minn Public Radio	56	9102	12,000		Classical			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WRQC	Minneapolis	C1	100.3	98.0	919	g	Chancellor Media	65	9705		g2	Rock	7,100	0.93	6.5	3.1	4.5	4.3	5.0	5.3	4.7	5.4	6.3	
KDWB	Richfield	C	101.3	100.0	1034	g	Chancellor Media	59	9705		g2	CHR	8,250	0.77	9.1	8.1	6.9	6.4	7.5	7.5	8.0	7.8	7.0	
KEEY	St. Paul	C	102.1	100.0	1034	g	Chancellor Media	69	9705		g2	Country	7,100	0.84	7.2	7.5	6.9	6.4	5.6	5.7	6.1	5.5	6.8	
WLTE	Minneapolis	C	102.9	100.0	1034	e	CBS Corporation	73	9511		g1	Soft AC	9,100	1.09	7.1	6.5	6.7	6.8	6.1	4.9	6.2	6.4	6.3	
• KMJZ	St. Louis Park	C1	104.1	89.0	1034	f	Jacor Comm Inc	62	9710		p g3	NAC	2,000	0.52	3.3	2.9	3.1	2.4	2.4	3.0	3.0	2.7	2.3	
KXXP	Lakeville	A	105.1	2.6	499	a	ABC Radio Inc	93	9708		c2	Alternative	1,500	0.80	1.6	0.8	1.4	0.7	1.2	1.1	1.4	1.1	1.8	
KXXU	Cambridge	C3	105.3	25.0	299	a	ABC Radio Inc	73	9708		c2	Alternative			0.4	0.6	0.5	0.5	0.2	0.4	0.4	0.4	0.4	
• KXXR	Eden Prairie	A	105.7	6.0 cp	240	a	ABC Radio Inc	93	9708		c2	Alternative	250	1.06	0.2	0.5	0.7	0.7	0.0	0.4	0.0	0.3	0.0	
• WOPM	Princeton	C2	106.1	30.0	604	j	Starcom	74	9710	2,750p	c1	Country			0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	
WIXX	New Richmond	C3	107.1	18.0	272	h	Smith Bcstg Co Inc	68				Country			0.6	0.8	0.5	0.6	0.8	0.6	0.5	0.4	0.6	
KQQL	Anoka	C	107.9	100.0	1089	g	Chancellor Media	68	9705		g2	Oldies	7,300	1.13	5.5	5.3	5.0	5.4	5.1	5.2	5.2	4.1	3.8	
# FM Stations - 18													# Combos - 16											
													FM TOTALS											
													73.4	61.7	60.8	60.1	61.5	62.1	63.5	59.2	60.2			

• Indicates a change since last edition.

Metro Rank: 16

Revenue Rank: 16

Minneapolis - St. Paul Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 79,500	80,500	83,600	90,400	100,700	111,800	7.1%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.0%	\$117,400	123,300	130,100	137,900	146,200	5.6%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.83/1,000	\$3.97/1,000	\$4.12/1,000	Local	80%		
Revenue/Capita	\$31.00	\$41.08	\$50.91	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	2,564.2	2,721.2	1.2%	2,721.2	2,871.8	1.1%
Households	970.3	1,026.1	1.1%	1,026.1	1,090.8	1.2%
Retail Sales	20,752.4	28,188.2	6.3%	28,188.2	35,511.9	4.7%
EBI	40,895.7	46,714.9	2.7%	46,714.9	59,117.5	4.8%

Metro Counties

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Hennepin, MN	1,056.1
Isanti, MN	28.4
Ramsey, MN	480.8
Scott, MN	71.4
Sherburne, MN	37.3
Washington, MN	184.7
Wright, MN	79.3
Pierce, WI	34.6
St. Croix, WI	55.3

	2,721.2

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	1,336.9	265.0	109.7	118.5	245.3	238.3	165.0	195.1
Women (000)	1,384.3	254.2	104.5	121.7	241.3	240.1	166.1	256.3
Total	2,721.2	519.2	214.3	240.2	486.6	478.4	331.1	451.4
Percentage	100.0%	19.1%	7.9%	8.8%	17.9%	17.6%	12.2%	16.6%
Per Capita	\$17,167	Median Household		\$38,996	Avg Household		\$45,526	
Ethnic Population:	White 91.6%	Black 4.1%	Asian 3.0%	Hispanic 1.7%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	3		15	9	18	21	39
Tot 12+	2.1		58.7	54.6	60.8	21.9	82.7
Avg 12+	0.7		3.9	6.1	3.4	1.0	2.1
Tot LCS	2.5		71.0	66.0	73.5	26.5	100.0
Avg LCS	0.8		4.7	7.3	4.1	1.3	2.6

Competitive Overview

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96 Local Comm Sh	Arbitron 12+ Metro Shares (see rights)								
													Revenue (000)	Power Ratio		1997	1997	1996	1996	1996	1996	1995	1995	
WDGY	St. Paul	III	630	5.0	0.50	k	Borgen Bcstg Corp	59	9609	87		DARK	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KTCJ	Minneapolis	II	690	1.5	cp 0.50	g	Chancellor Media	62	9705		g2	Country	0.0	0.0	0.2	0.2	0.2	0.0	0.1	0.0	0.0	0.0	0.0	
WMIN	Hudson	II	740	0.9	0.01	k	Borgen Bcstg Corp	83				Country	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KUOM	Minneapolis	II	770	5.0	0.00		University of MN	22				Variety	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WCCO	Minneapolis	I	830	50.0	50.00	e	CBS Corporation	24	9511		g1	FullService	20,000	1.17	14.5	11.6	11.5	13.0	12.3	11.4	10.5	13.3	13.1	
KTIS	Minneapolis	II	900	25.0	0.30	i	Northwestern College	49				Inspiration	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
*KSGS	St. Louis Park	III	950	1.0	1.00	f	Jacor Comm Inc	58	9710		p g3	Urban/Olds	200	1.70	0.1	0.6	0.0	0.0	0.3	0.0	0.0	0.4	0.0	
KKMS	Richfield	III	980	5.0	5.00		Salem Comm Corp	49	9701	3,000		Modern Rock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	
WCTS	Maplewood	II	1030	50.0	1.00		Central Baptist Sem	64	9301	1,500		Religion	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
KFAN	Minneapolis	II	1130	50.0	25.00	g	Chancellor Media	23	9705		g2	Sports/Talk	3,300	1.34	2.1	1.4	1.8	1.8	2.1	1.5	1.6	1.5	2.3	
WEZU	Stillwater	II	1220	5.0	0.25	h	Smith Bcstg Co Inc	49	9307	75		MOR/Nostalg	0.4	0.4	0.4	0.4	0.5	0.3	0.0	0.6	0.4	0.4	0.4	
WWTC	Minneapolis	III	1280	5.0	5.00	b	Global Bcstg Co	25	9706		p g	Children	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
*WQPM	Princeton	II	1300	1.0	0.08	j	Starcom	67	9710		p c1	Country	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WMNN	Minneapolis	III	1330	9.7	cp 5.10		Minn Public Radio	39				News	0.3	0.0	0.5	0.0	0.0	0.3	0.4	0.4	0.4	0.0	0.0	
KLBB	St. Paul	IV	1400	10.0	0.00	d	Cargill Comm	36	9402	935		Nostalgia	1,200	0.44	2.3	1.9	2.3	2.6	2.2	1.7	1.9	1.8	2.3	
KDIZ	Golden Valley	III	1440	5.0	0.50	a	ABC Radio Inc	48	9602		g5	Children	300	1.28	0.2	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.2	
WLOL	Brooklyn Park	III	1470	5.0	5.00	d	Cargill Comm	56	9401	400		Nostalgia	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	
KSTP	St. Paul	I	1500	50.0	50.00	c	Hubbard Bcstg Inc	24	9701			Talk	5,250	0.72	6.2	4.5	5.0	5.2	5.4	4.9	5.1	5.5	5.2	
KYCR	St Louis Park	II	1570	3.8	0.23	b	Global Bcstg Co	61	9706		p g	ChrsContemp	400		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WIXX	New Richmond	III	1590	5.0	0.25	h	Smith Bcstg Co Inc	60				Country	0.1	0.1	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.1	
KWOM	Watertown	III	1600	5.0	5.00		Linder Bcstg Group	95				Variety	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations - 21													# Combos - 16											
Stations Profiled - 39													# Duopolies - 10											
													AM TOTALS		26.3	20.5	21.9	23.4	22.9	20.1	20.4	23.5	23.7	
													Total Local Commercial Share		82.2	82.7	83.5	84.4	82.2	83.9	82.7	83.9		

* Indicates a change since last edition.

Competitive Overview

FM Stations

City of		FCC	Power			Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)																			
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Year	Date	Price	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall										
								Std	Acq	(000)	LMA	Format	(000)	Ratio	Comm	Sh	1997	1997	1996	1996	1996	1995	1995								
WIL	St. Louis	C1	92.3	100.0	910	h	Sinclair Comm Inc	62	9707		p g1	Country	7,800	0.86	9.1		8.4	7.8	8.6	6.9	7.9	7.8	8.3	9.3							
• KSD	St. Louis	C1	93.7	100.0	860	a	CBS Corporation	54	9709		p g4	Clsc Rock	6,000	1.73	3.5		2.8	3.0	3.2	2.9	3.5	3.3	2.7	3.4							
KSHE	Crestwood	C	94.7	100.0	1027	b	Emmis Bcstg Corp	61	8401		g	AOR	8,600	1.33	6.5		4.5	4.4	4.0	4.9	6.0	5.7	5.6	6.4							
WFUN	Bethalto	A	95.5	6.0	328		Coltre Bcstg Inc	90	9401		na	Children			0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
KIHT	St. Louis	C1	96.3	80.0	1027	h	Sinclair Comm Inc	65	9707		p g1	70s Oldies	3,700	1.10	3.4		2.5	2.6	2.6	3.0	2.9	3.3	3.4	2.9							
KXOK	Florissant	C1	97.1	100.0	561		Frischling, Saul	77	9001			Urban AC	1,800	0.63	2.9		2.4	2.4	2.6	2.7	3.0	2.1	2.3	3.1							
• KYKY	St. Louis	C1	98.1	90.0	1027	a	CBS Corporation	60	9709		p g4	AC	9,000	1.56	5.8		5.3	4.9	4.9	5.3	5.9	5.6	4.5	5.3							
KFUO	Clayton	C	99.1	100.0	1027	d	Lutheran Ch-MO Synod	48				Classical	1,800	0.60	3.0		2.6	2.7	2.8	2.8	2.6	2.2	3.5	2.7							
KFAV	Warrenton	C3	99.9	10.5	512	g	Kaspar Bcstg Co	91				Country			0.0		0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0							
KATZ	Alton	B	100.3	50.0	492	e	Jacor Comm Inc	61	9607		g2	Nostalgia	750	0.50	1.5		1.9	2.3	1.9	1.3	1.8	1.1	1.6	1.0							
WVRV	E St. Louis	C2	101.1	44.0	518	h	Sinclair Comm Inc	65	9604		p g3	Progressive	2,000	0.96	2.1		3.2	3.9	4.0	3.6	2.6	2.1	1.6	1.5							
KLPW	Union	A	101.7	1.3 cp	489	f	Franklin Radio Corp	66				Country			0.1		0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0							
• KEZK	St. Louis	C	102.5	100.0	1027	a	CBS Corporation	68	9709		p g4	Soft AC	8,250	1.14	7.3		6.0	6.1	6.9	6.7	5.7	6.9	7.3	7.0							
• KLOU	St. Louis	C1	103.3	100.0	919	a	CBS Corporation	62	9709		p g4	Oldies	3,700	0.85	4.4		4.6	4.9	4.3	4.6	3.7	4.7	3.9	4.0							
WALC	Jerseyville	C2	104.1	39.0	551	b	Emmis Bcstg Corp	67	9704	42,500	c1	AC	3,200	0.72	4.5		4.1	4.2	4.0	4.2	3.9	3.9	4.5	4.1							
• KMJM	Columbia	C3	104.9	7.8	574	e	Jacor Comm Inc	64	9707	13,200p		Urban	7,200	0.97	7.5		7.3	7.2	7.1	8.2	6.3	7.1	6.8	7.5							
KPNT	St. Genevieve	C	105.7	100.0	1375	h	Sinclair Comm Inc	67	9604		p g3	Alternative	3,400	0.65	5.3		4.6	5.4	4.7	5.0	4.4	5.7	4.4	4.8							
WKXX	Granite City	C1	106.5	90.0	1027	b	Emmis Bcstg Corp	65	9704		c1	Country	2,300	0.59	3.9		5.3	4.3	4.5	3.6	3.0	3.1	3.9	4.2							
• KSLZ	St. Louis	C	107.7	100.0	1027	e	Jacor Comm Inc	72	9607		g2	CHR	1,350	0.91	1.5		1.3	1.4	1.2	1.2	1.7	1.2	1.3	1.3							
		# FM Stations -		19		# Combos -		17		FM TOTALS				72.3		66.8		67.8		67.3		66.9		64.9		65.8		65.9		68.5	

• Indicates a change since last edition.

MARKET: St. Louis

METRO RANK: 17

Competitive Overview

AM Stations

City of		FCC	Day	Night	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)												
Calls	License	Class	Freq	Power (kW)	Power (kW)	C	Owner	Year	Date	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995
KTRS	St. Louis	III	550	5.0	5.00	i	Charter Comm	22	9705	10,000		News/Talk	1,200	0.76	1.6	2.9	2.3	2.4	2.0	1.8	1.1	1.3	1.5
* KFNS	Wood River	III	590	1.0	1.00		Missouri Sports Ntwk	61	9710	3,750p		Sports	1,600	1.47	1.1	1.1	0.8	1.2	1.0	0.9	1.0	1.0	1.2
KJSL	St. Louis	III	630	5.0	5.00	c	Crawford Bcstg Co	38	9402	1,500		Talk			0.2	0.0	0.0	0.0	0.0	0.3	0.4	0.0	0.0
XSTL	St. Louis	II	690	1.0	0.02	c	Crawford Bcstg Co	48	9406	525		Gospel			0.3	0.0	0.0	0.0	0.0	0.4	0.7	0.0	0.0
KWRE	Warrenton	II	730	1.0	0.12	g	Kaspar Bcstg Co	49				Country			0.1	0.3	0.4	0.3	0.6	0.0	0.0	0.3	0.0
WEW	St. Louis	II	770	1.0	0.00		Metropolitan Radio	21	9605	435		Nostalgia	700	0.44	1.6	1.1	1.0	1.2	1.1	1.0	1.8	1.8	1.2
KFUO	Clayton	II	850	5.0	0.00	d	Lutheran Ch-MO Synod	24				Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGNU	Granite City	III	920	0.5	0.50		Norman Bcstg	61				Talk	200	2.02	0.1	0.4	0.5	0.5	0.3	0.3	0.0	0.0	0.0
KXEN	Festus-St.Louis	II	1010	50.0	cp 0.50		Radio Prop Ventures	51	8609		g	Religion			0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0
KMOX	St. Louis	I	1120	50.0	50.00	a	CBS Corporation	25	9511		g2	Nws/Tk/Spts	21,900	1.48	14.9	12.0	11.8	11.8	13.0	13.2	13.1	14.1	14.4
* KLPW	Union	II	1220	1.0	0.13	f	Franklin Radio Corp	54	8204			Talk			0.1	0.0	0.0	0.3	0.0	0.0	0.4	0.0	0.0
WIBV	Belleville	III	1260	5.0	5.00	i	CH Holdings LLC	47	9709	2,500		Nws/Tk/Spts	750	0.34	2.2	0.8	0.5	1.0	1.9	2.8	2.7	1.5	1.0
KSTV	Clayton	III	1320	4.6	0.27		Bott Radio Network	46	8202	900		Christian			0.5	0.3	0.0	0.0	0.0	0.3	0.3	0.6	0.6
WKBO	St. Louis	III	1380	5.0	1.00	b	Emmis Bcstg Corp	27	9704		c1	DARK			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
WRTH	St. Louis	III	1430	5.0	5.00	h	Sinclair Comm Inc	22	9707		p g1	MOR	1,300	0.45	2.9	2.5	3.4	2.6	2.3	2.8	2.9	3.0	1.9
KIRL	St. Charles	III	1460	5.0	0.50		Bronco Bcstg	58	7911			Jazz/Gospel			0.4	0.3	0.6	0.4	0.5	0.4	0.4	0.6	0.0
WJBM	Jerseyville	III	1480	0.5	0.03		Brown Radio Group	59	9111	180		Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WESL	E St. Louis	IV	1490	1.0	1.00		M&R Enterprises Inc	34	9506	800		Urban			0.4	0.5	0.6	0.7	0.3	0.5	0.3	0.4	0.4
WBGZ	Alton	II	1570	1.0	0.07		Metroplex Comm	48	8407			News/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KATZ	St. Louis	III	1600	5.0	5.00	e	Jacor Comm Inc	55	9607		g2	Rhythm/Blue	700	0.50	1.4	1.9	1.0	0.5	0.5	1.3	1.1	1.4	1.5
# AM Stations - 20						# Combos - 11						AM TOTALS		27.9	24.1	22.9	22.9	24.0	26.0	26.2	26.1	23.8	
Stations Profiled - 39						# Duopolies - 8						Total Local Commercial Share		90.9	90.7	90.2	90.9	90.9	92.0	92.0	92.3		

* Indicates a change since last edition.

METRO RANK: 17

Metro Rank: 18

Revenue Rank: 17

Phoenix, AZ Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 72,500	72,000	69,400	75,000	90,900	104,200	7.5%
★ ★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.4%	\$110,900	117,600	125,200	133,700	142,400	6.4%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.35/1,000	\$4.24/1,000	\$4.46/1,000	Local	73%		
Revenue/Capita	\$33.41	\$42.18	\$49.94	National	27%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	2,169.7	2,470.6	2.6%	2,470.6	2,851.5	2.9%
Households	826.0	941.0	2.6%	941.0	1,102.4	3.2%
Retail Sales	16,652.4	24,575.5	8.1%	24,575.5	31,910.5	5.4%
EBI	30,177.8	35,819.1	3.5%	35,819.1	45,955.6	5.1%

Metro Counties

Maricopa, AZ	2,470.6

	2,470.6

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	1,220.5	235.2	101.3	118.6	209.3	196.2	141.3	218.7
Women (000)	1,250.1	224.7	97.2	109.8	198.4	196.7	147.0	276.3
Total	2,470.6	459.9	198.5	228.4	407.6	392.9	288.3	495.0
Percentage	100.0%	18.6%	8.0%	9.2%	16.5%	15.9%	11.7%	20.0%
Per Capita	\$14,498	Median Household		\$30,609	Avg Household		\$38,065	
Ethnic Population:	White 91.9%	Black 3.9%	Asian 2.2%	Hispanic 18.5%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1		22	14	23	20	43
Tot 12+	0.5		65.1	57.1	65.6	20.0	85.6
Avg 12+	0.5		3.0	4.1	2.9	1.0	2.0
Tot LCS	0.6		76.1	66.7	76.6	23.4	100.0
Avg LCS	0.6		3.5	4.8	3.3	1.2	2.3

Competitive Overview

Some stations also rated in Tucson (60).

FM Stations

City of		FCC	Power		Year		Date		Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)											
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995			
KESZ	Phoenix	C	99.9	100.0	1844	j	Owens-MAC Radio LLC	82	9707		p na 2	Soft AC	4,000	0.97	3.7	4.2	3.8	4.2	4.2	3.5	2.8	3.3	3.2			
KKFR	Glendale	C	92.3	100.0	1641	c	Twin W Comm Co	79	8201	6,250	c1	CHR	5,400	0.64	7.6	5.9	4.9	4.7	5.6	5.7	6.4	7.1	7.0			
KDKB	Mesa	C	93.3	96.0	1539	f	Sandusky Radio	68	7810	3,700		AOR	6,500	1.40	4.2	3.8	3.1	3.5	3.6	3.4	4.1	3.5	3.3			
KSWG	Wickenburg	C3	94.1	6.4	646	h	Circle S Bcstg Co	92				Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KOOL	Phoenix	C	94.5	100.0	1654	d	Chancellor Media	56	9705		g3	Oldies	7,700	1.24	5.6	5.4	6.0	4.8	5.4	5.5	5.0	4.6	4.1			
KYOT	Phoenix	C	95.5	96.0	1565	d	Chancellor Media	63	9705		g3	NAC	4,500	0.80	5.1	3.9	3.1	3.3	3.2	3.7	5.1	4.5	4.1			
KGLQ	Phoenix	C	96.9	98.0	1558	g	Jacor Comm Inc	64	9710		p g1	Clsc Hits	3,950	1.37	2.6	2.1	1.7	1.9	2.5	2.3	2.0	2.2	2.5			
KUPD	Tempe	C	97.9	96.0	1621	f	Sandusky Radio	60	9405	20,000	c2	AOR	8,000	1.39	5.2	4.2	4.7	5.1	4.6	3.5	4.5	4.8	5.0			
KKLT	Phoenix	C	98.7	99.0	1788	e	Pulitzer Bcstg Co	60				Lite Rock	4,000	0.84	4.3	2.6	2.9	2.8	3.0	4.3	3.4	3.7	3.5			
KHOT	Globe	C	100.3	90.0	2047	b	New Century AZ LLC	80	9701	900	c3 1	Modern Rock	600	0.68	0.8	0.7	1.0	1.1	0.8	0.9	0.9	0.6	0.5			
KSLX	Scottsdale	C	100.7	100.0	1841	f	Sandusky Radio	69	9610		p c4	Clsc Rock	5,500	1.27	3.9	2.6	3.1	2.6	3.1	3.2	3.6	2.9	3.8			
KZON	Phoenix	C	101.5	100.0	1739	d	Chancellor Media	64	9705		g3	AAA	3,800	0.93	3.7	3.7	3.0	3.2	3.8	2.9	3.3	2.7				
KNIX	Phoenix	C	102.5	98.0	1621	a	Buck Owens Prdctn Co	69	6806		2	Country	14,500	1.74	7.5	5.9	7.0	6.8	5.7	6.1	6.6	7.6	5.7			
KWCY	Glendale	C	103.5	56.0	2428	j	Owens-MAC Radio LLC	94	9707		p na 2	Country	650	0.37	1.6	1.4	1.9	1.3	1.5	1.4	0.9	1.0	2.1			
KPTY	Gilbert	C3	103.9	11.0	492		New Planet Radio	81	9609	7,350		Dance	800	0.66	1.1	3.2	2.6	2.9	1.3	1.4	0.8	0.7	0.8			
KRIM	Payson	C	104.3	100.0	1024		Rainbow Bcstg Inc	84	9607	850		Rock			0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.1	0.0			
KZZP	Mesa	C	104.7	100.0	1549	g	Jacor Comm Inc	76	9710		p g1	Adult Rock	4,500	1.13	3.6	4.4	4.5	3.4	3.6	3.9	3.5	2.6	2.5			
KMYL	Wickenburg	C2	105.3	6.0	1365	i	Interstate Bcstg	83	9010	1,200		Adlt Strndrd			0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.4			
KBUU	Paradise Valley	C3	105.9	11.0	492	b	New Century AZ LLC	96	9709	6,800p	1	Country			0.3	1.2	1.0	1.5	1.8	1.0	0.0	0.0	0.0			
KEDJ	Sun City	C2	106.3	23.0	725	b	New Century AZ LLC	75	9701		c3 1	Modern Rock	1,500	0.45	3.0	2.7	2.6	2.9	2.5	3.1	3.0	2.1	2.2			
KMJK	Buckeye	A	106.9	6.0	305		Syndicated Comm	92	9312	571		Urban	350	0.39	0.8	0.5	0.5	0.4	0.4	0.3	0.7	1.1	0.5			
KVVA	Apache Junction	C3	107.1	23.5	335	Z	Spanish Radio Ntwk	73	9610	8,550		Spanish			0.3	0.7	1.4	1.3	0.6	0.4	0.3	0.0	0.4			
KMLE	Chandler	C	107.9	96.0	1736	d	Chancellor Media	80	9705		g3	Country	12,200	1.43	7.7	5.9	6.0	6.3	6.1	7.6	6.7	6.6	5.8			
															---	---	---	---	---	---	---	---	---	---	---	---
# FM Stations - 23						# Combos - 19						FM TOTALS		72.9	65.1	65.6	63.9	62.7	65.1	63.3	62.6	60.1				

• Indicates a change since last edition.



Metro Rank: 18

Revenue Rank: 17

Phoenix, AZ Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 72,500	72,000	69,400	75,000	90,900	104,200	7.5%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.4%	\$110,900	117,600	125,200	133,700	142,400	6.4%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.35/1,000	\$4.24/1,000	\$4.46/1,000	Local	73%		
Revenue/Capita	\$33.41	\$42.18	\$49.94	National	27%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	2,169.7	2,470.6	2.6%	2,470.6	2,851.5	2.9%
Households	826.0	941.0	2.6%	941.0	1,102.4	3.2%
Retail Sales	16,652.4	24,575.5	8.1%	24,575.5	31,910.5	5.4%
EBI	30,177.8	35,819.1	3.5%	35,819.1	45,955.6	5.1%

Metro Counties

Maricopa, AZ	2,470.6

	2,470.6

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	1,220.5	235.2	101.3	118.6	209.3	196.2	141.3	218.7
Women (000)	1,250.1	224.7	97.2	109.8	198.4	196.7	147.0	276.3
Total	2,470.6	459.9	198.5	228.4	407.6	392.9	288.3	495.0
Percentage	100.0%	18.6%	8.0%	9.2%	16.5%	15.9%	11.7%	20.0%
Per Capita	\$14,498	Median Household		\$30,609	Avg Household		\$38,065	
Ethnic Population:	White 91.9%	Black 3.9%	Asian 2.2%	Hispanic 18.5%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	1		22	14	23	20	43
Tot 12+	0.5		65.1	57.1	65.6	20.0	85.6
Avg 12+	0.5		3.0	4.1	2.9	1.0	2.0
Tot LCS	0.6		76.1	66.7	76.6	23.4	100.0
Avg LCS	0.6		3.5	4.8	3.3	1.2	2.3

Competitive Overview

Some stations also rated in Tucson (60).

AM Stations

City of		FCC	Day	Night	Sales		1996		Avg '96	Arbitron 12+ Metro Shares (see rights)																			
Calls	License	Class	Freq	Power (kW)	Power (kW)	C	Owner	Year	Date	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall						
Std	Acq														Comm	Sh	1997	1997	1996	1996	1996	1995	1995						
KOY	Phoenix	III	550	5.0	1.00	d	Chancellor Media	21	9705		g3	Nostalgia	2,300	0.33	6.2	5.0	5.1	5.0	5.9	5.5	4.5	5.6	5.8						
KTAR	Phoenix	III	620	5.0	5.00	e	Pulitzer Bcstg Co	22	7904			Nws/Tk/Spts	10,400	1.12	8.4	5.6	5.5	6.3	7.1	7.1	6.2	7.6	8.0						
KIDR	Phoenix	II	740	1.0	0.29		Global Bcstg Co	58	9706		p g	Children			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
KMVP	Phoenix	II	860	1.0	1.00	e	Pulitzer Bcstg Co	49	9610	4,925		Sports	550	0.50	1.0	0.4	0.3	0.0	0.3	1.0	0.6	1.0	1.0						
KFYI	Phoenix	III	910	5.0	5.00	c	Twin W Comm Co	40	8201		c1	News/Talk	5,500	0.77	6.4	5.0	5.5	5.4	5.4	5.0	6.1	4.7	6.2						
KPXQ	Phoenix	III	960	5.0	5.00		Salem Comm Corp	47	9610	6,500		Talk	500	1.13	0.4	0.0	0.0	0.0	0.0	0.3	0.3	0.4	0.4						
KXEG	Tolleson	II	1010	7.5	0.25		Radio Prop Ventures	62	8609		g	Chrstrn Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
KDUS	Tempe	II	1060	5.0	0.50	f	Sandusky Radio	60	9405		c2	Sports	200	1.80	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
KMYL	Tolleson	II	1190	5.0	0.25	i	Interstate Bcstg	61	8112		g	Adlt Stndrd			0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.3						
KISO	Phoenix	IV	1230	1.0	1.00	d	Chancellor Media	49	9705		g3	Urban AC	400	0.45	0.8	0.3	0.8	0.4	0.4	0.5	0.9	0.6	0.6						
KBSZ	Wickenburg	III	1250	0.4	0.10	h	Circle S Bcstg Co	68	9012			Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
KHEP	Phoenix	III	1280	2.5	0.05		Christian Comm	56	5706			Chrstrn Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
KXAM	Mesa	III	1310	5.0	0.50		Gerson, B., D. & M.	46	8912	975		Talk	600	0.77	0.7	0.6	0.6	0.6	0.5	0.9	0.4	0.5	0.6						
KGME	Glendale	III	1360	5.0	1.00	b	New Century AZ LLC	46	9701		c3 1	Sports/Talk	700	0.57	1.1	1.0	0.9	0.8	1.0	0.9	1.1	1.1	0.8						
KSUN	Phoenix	IV	1400	1.0	1.00		Fiesta Radio Inc	54	8612	600		Spanish	350	0.53	0.6	0.7	0.4	0.5	0.5	0.4	0.5	0.6	0.5						
KSLX	Scottsdale	III	1440	5.0	0.05	f	Sandusky Radio	56	9610		p c4	Clsc Rock			0.0	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0						
KPHX	Phoenix	III	1480	1.0	0.50		Continental Bcstg	58	8002	650		Spanish	250	0.45	0.5	0.5	0.0	0.4	0.6	0.4	0.4	0.4	0.4						
KFNN	Mesa	II	1510	22.0	0.10		CRC Bcstg Co Inc	62	9109		st	Bus News			0.3	0.0	0.3	0.6	0.5	0.0	0.6	0.3	0.0						
KASA	Phoenix	II	1540	10.0	0.02		KASA Radio Hogar Inc	67	9208	475		Chrstrn/Span			0.1	0.3	0.0	0.0	0.5	0.5	0.0	0.0	0.0						
KCWW	Tempe	II	1580	50.0	50.00	a	Buck Owens Prdctn Co	60	6705			Country	500	0.90	0.5	0.8	0.5	1.0	0.6	0.4	0.3	0.3	0.8						
																-----	-----	-----	-----	-----	-----	-----	-----	-----	-----				
# AM Stations - 20																# Combos - 11	AM TOTALS				27.2	20.6	20.0	21.1	23.5	22.9	21.9	23.3	25.4
Stations Profiled - 43																# Duopolies - 10	Total Local Commercial Share				85.7	85.6	85.0	86.2	88.0	85.2	85.9	85.5	

* Indicates a change since last edition.



Metro Rank: 19

Revenue Rank: 19

Baltimore, MD Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 66,000	63,000	60,000	68,000	75,200	88,500	6.0%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.2%	\$ 93,100	97,300	102,200	107,300	113,200	5.0%

	1990	1995	2000	Est. Breakout
Revenue/Retail Sales	\$3.77/1,000	\$4.07/1,000	\$4.42/1,000	Local 76%
Revenue/Capita	\$27.44	\$35.70	\$44.22	National 24%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	2,404.9	2,479.0	0.6%	2,479.0	2,560.1	0.6%
Households	888.6	919.8	0.7%	919.8	963.1	0.9%
Retail Sales	17,489.3	21,744.8	4.5%	21,744.8	25,602.2	3.3%
EBI	36,179.6	39,957.7	2.0%	39,957.7	46,698.5	3.2%

Metro Counties

Anne Arundel, MD	465.6
Baltimore, MD	716.4
Baltimore city, MD	686.9
Carroll, MD	141.4
Harford, MD	209.4
Howard, MD	222.6
Queen Annes, MD	36.7

2,479.0

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	1,203.5	216.6	92.8	112.3	203.9	208.2	158.8	210.8
Women (000)	1,275.6	208.3	89.3	110.4	206.4	218.4	164.3	278.4
Total	2,479.0	424.9	182.1	222.7	410.4	426.6	323.1	489.2
Percentage	100.0%	17.1%	7.3%	9.0%	16.6%	17.2%	13.0%	19.7%
Per Capita	\$16,118	Median Household		\$36,955	Avg Household		\$43,442	
Ethnic Population:	White 71.5%	Black 26.0%	Asian 2.2%	Hispanic 1.4%				

Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations	2	13		10	15	16	31
Tot 12+	4.6	51.2		51.9	55.8	18.6	74.4
Avg 12+	2.3	3.9		5.2	3.7	1.2	2.4
Tot LCS	6.2	68.8		69.8	75.0	25.0	100.0
Avg LCS	3.1	5.3		7.0	5.0	1.6	3.2

MARKET: Baltimore, MD

METRO RANK: 19

Competitive Overview

Some stations also rated in Washington, D.C. (8) and York (103).

FM Stations

Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
												Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995	
WERQ	Baltimore	B	92.3	37.0	571	a	Radio One Inc	60	9306	9,000	c6	CHR/Urban	5,000	0.70	7.7	9.2	10.0	8.0	7.7	6.4	5.8	5.6	5.3
• WPOC	Baltimore	B	93.1	16.0	860		Jacor Comm Inc	60	9710		p g	Country	10,500	1.04	10.8	6.4	6.4	7.6	6.5	6.5	8.5	8.4	9.1
WRBS	Baltimore	B	95.1	50.0	499		Peter & John Radio	64	6409			Inspiration	900	0.46	2.1	1.5	1.6	1.9	1.9	1.6	1.5	1.6	1.5
WWIN	Glen Burnie	A	95.9	3.0	299	a	Radio One Inc	64	9202	4,700	c3	Urban AC	4,100	0.86	5.1	3.6	3.8	3.6	3.2	4.3	3.8	3.3	3.8
WIIY	Baltimore	B	97.9	13.5	945	d	Hearst Bcstg Group	58				AOR	5,800	1.22	5.1	3.9	4.1	4.0	3.1	3.6	3.9	4.1	3.6
WHFS	Annapolis	B	99.1	50.0	459		CBS Corporation	49	9704	See (8)		Alternative	n/a		5.5	3.7	3.8	3.3	4.2	3.7	4.2	4.0	4.7
WGRX	Westminster	B	100.7	16.0	860	c	Shamrock Comm Inc	59	8104	1,743	c2	Country	1,000	0.83	1.3	1.5	1.0	1.3	1.4	1.3	0.9	1.1	0.7
WLIF	Baltimore	B	101.9	13.5	961	e	CBS Corporation	70	9612		g1	Soft AC	7,400	0.98	8.1	5.3	4.7	5.6	6.4	6.0	6.3	6.2	5.9
WXYV	Baltimore	B	102.7	50.0	436	e	CBS Corporation	47	9612		g1	CHR	6,000	0.99	6.5	3.8	3.3	3.5	3.8	4.3	4.4	5.5	5.3
WRNR	Grasonville	A	103.1	6.0	328		Empire Bcstg System	79	9707	2,150		Progressive			0.6	0.6	0.8	0.7	0.6	0.5	0.6	0.3	0.5
WXCY	Havre de Grace	B	103.7	50.0	341		Delmarva Bcstg Co	60	9611	3,500		Country			0.7	0.0	0.5	0.4	0.4	0.6	0.6	0.5	0.4
• WOCT	Baltimore	B	104.3	50.0	420	e	CBS Corporation	49	9709		p g2	70s Oldies	5,000	1.14	4.7	3.4	3.7	2.6	3.1	4.2	3.7	2.9	3.4
• WOSR	Catonsville	B	105.7	50.0	492	e	CBS Corporation	63	9709		p g2	Oldies	11,000	1.31	9.0	6.8	6.2	6.0	6.5	6.7	7.4	6.8	6.1
• WMMX	Baltimore	B	106.5	7.4	1217	e	CBS Corporation	60	9709		p g2	AC	10,200	1.48	7.4	5.5	5.9	6.6	6.1	5.5	5.6	6.4	4.7
WFSI	Annapolis	B	107.9	50.0	499		Family Stations Inc	60	7201			Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations - 15						# Combos - 9						FM TOTALS		74.6	55.2	55.8	55.1	54.9	55.2	57.2	56.7	55.0	

• Indicates a change since last edition.



Metro Rank: 19

Revenue Rank: 19

Baltimore, MD Market Overview



Metro Counties

Anne Arundel, MD	465.6
Baltimore, MD	716.4
Baltimore city, MD	686.9
Carroll, MD	141.4
Harford, MD	209.4
Howard, MD	222.6
Queen Annes, MD	36.7

	2,479.0

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 66,000	63,000	60,000	68,000	75,200	88,500	6.0%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.2%	\$ 93,100	97,300	102,200	107,300	113,200	5.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.77/1,000	\$4.07/1,000	\$4.42/1,000	Local	76%		
Revenue/Capita	\$27.44	\$35.70	\$44.22	National	24%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	2,404.9	2,479.0	0.6%	2,479.0	2,560.1	0.6%
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EBI	36,179.6	39,957.7	2.0%	39,957.7	46,698.5	3.2%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	1,203.5	216.6	92.8	112.3	203.9	208.2	158.8	210.8
Women (000)	1,275.6	208.3	89.3	110.4	206.4	218.4	164.3	278.4
Total	2,479.0	424.9	182.1	222.7	410.4	426.6	323.1	489.2
Percentage	100.0%	17.1%	7.3%	9.0%	16.6%	17.2%	13.0%	19.7%
Per Capita	\$16,118	Median Household		\$36,955	Avg Household		\$43,442	
Ethnic Population:	White 71.5%	Black 26.0%	Asian 2.2%	Hispanic 1.4%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	2	13		10	15	16	31
Tot 12+	4.6	51.2		51.9	55.8	18.6	74.4
Avg 12+	2.3	3.9		5.2	3.7	1.2	2.4
Tot LCS	6.2	68.8		69.8	75.0	25.0	100.0
Avg LCS	3.1	5.3		7.0	5.0	1.6	3.2

MARKET: Baltimore, MD

METRO RANK: 19

Competitive Overview

Some stations also rated in Washington, D.C. (8) and York (103).

AM Stations

City of		FCC	Day	Night	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)												
Calls	License	Class	Freq	Power (kW)	Power (kW)	C	Owner	Year	Date	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995
WCAO	Baltimore	III	600	5.0	5.00	e	CBS Corporation	22	9612		g1	Gospel	2,500	0.77	3.5	2.2	2.7	2.5	2.9	2.9	2.2	2.7	2.8
WCBM	Baltimore	II	680	10.0	5.00		Mangiones, Nick	24	9509	1,775		News/Talk	1,900	0.57	3.6	2.1	2.5	2.5	2.1	3.1	1.9	2.8	3.0
• WBMD	Baltimore	II	750	0.7	0.00	e	CBS Corporation	47	9709		p g2	Religion			0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
WYRE	Annapolis	II	810	0.3	0.00		News Communications	46	9707	269p		R&B Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WBGR	Baltimore	II	860	2.5	0.07	e	CBS Corporation	55	9709		p g2	Gospel	650	1.00	0.7	0.5	0.3	0.4	0.6	0.6	0.3	0.7	0.4
WOLB	Baltimore	II	1010	1.0	0.03	a	Radio One Inc	47	9306		c6	Nws/Tk/Spts	500	0.77	0.7	1.0	1.0	0.6	0.9	0.5	0.4	0.6	0.7
WBAL	Baltimore	I	1090	50.0	50.00	d	Hearst Bcstg Group	25	3501			Nws/Tk/Spts	19,000	1.93	10.6	9.4	7.5	8.5	7.3	8.2	8.9	6.9	7.9
WANN	Annapolis	II	1190	10.0	0.00		Annapolis Bcstg	47	8412			DARK			0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
WITB	Baltimore	IV	1230	1.0	1.00		Salem Comm Corp	41	9707		g	Chrstn Talk	500	0.41	1.3	0.0	1.3	1.1	0.7	0.9	0.9	1.1	0.9
WJFX	Baltimore	III	1300	5.0	5.00	e	CBS Corporation	22	9612		g1	Talk			2.4	1.6	1.8	1.6	1.8	1.7	2.0	1.6	1.9
WASA	Havre de Grace	III	1330	5.0	0.50	f	Legends Bcstg LLC	48	9505	200		Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WWLG	Baltimore	III	1360	5.0	cp 1.50	f	Legends Bcstg LLC	55	9308	675		Big Band	300	0.32	1.0	1.0	0.8	0.6	0.9	1.0	0.7	0.5	0.7
WWIN	Baltimore	IV	1400	1.0	1.00	a	Radio One Inc	51	9202		c3	Gospel	850	0.70	1.3	0.7	0.7	0.9	1.5	0.9	1.0	1.0	1.1
WNAV	Annapolis	III	1430	5.0	1.00	b	Encore Bcstg of MD	49	8906	1,625		FullService			0.1	0.0	0.0	0.4	0.4	0.4	0.0	0.0	0.0
WTTR	Westminster	III	1470	1.0	1.00	c	Shamrock Comm Inc	53	8104		c2	FullService			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKDB	Towson	II	1570	5.0	0.24		Capital Kids Radio	55	9312	522		Children			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
				# AM Stations - 16		# Combos - 11		AM TOTALS															
				Stations Profiled - 31		# Duopolies - 8		Total Local Commercial Share															

• Indicates a change since last edition.



Metro Rank: 20

Revenue Rank: 24

Pittsburgh, PA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 58,500	55,600	60,000	64,400	71,900	75,000	5.1%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.3%	\$ 79,000	82,900	87,200	92,000	97,000	5.3%

	1990	1995	2000	Est. Breakout
Revenue/Retail Sales	\$3.65/1,000	\$3.56/1,000	\$3.74/1,000	Local 78%
Revenue/Capita	\$24.53	\$31.36	\$41.21	National 22%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	2,384.7	2,391.3	0.1%	2,391.3	2,354.0	-0.3%
Households	643.1	957.0	8.3%	957.0	960.5	0.1%
Retail Sales	16,045.0	21,041.0	5.6%	21,041.0	25,937.3	4.3%
EBI	33,082.0	39,022.3	3.4%	39,022.3	47,767.4	4.1%

Metro Counties

Allegheny, PA	1,306.0
Beaver, PA	187.6
Butler, PA	165.3
Fayette, PA	146.3
Washington, PA	208.9
Westmoreland, PA	377.2

	2,391.3

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	1,136.0	183.5	89.6	97.9	164.4	184.9	141.1	274.7
Women (000)	1,255.3	174.7	85.8	98.8	169.7	193.4	156.5	376.4
Total	2,391.3	358.1	175.3	196.7	334.1	378.3	297.6	651.1
Percentage	100.0%	15.0%	7.3%	8.2%	14.0%	15.8%	12.4%	27.2%
Per Capita	\$16,318	Median Household		\$31,902	Avg Household		\$40,776	
Ethnic Population:	White 91.2%	Black 7.8%	Asian 0.8%	Hispanic 0.6%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	6	15		12	21	26	47
Tot 12+	0.4	61.9		59.2	62.3	24.5	86.8
Avg 12+	0.1	4.1		4.9	3.0	0.9	1.8
Tot LCS	0.5	71.3		68.2	71.8	28.2	100.0
Avg LCS	0.1	4.8		5.7	3.4	1.1	2.1

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power			C	Owner	Year Std	Date Acq	Sales Price		1996 Revenue		Avg '96		Arbitron 12+ Metro Shares (see rights)							
			Freq	(kW)	HAAT					(000)	LMA	Format	(000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995
WLTJ	Pittsburgh	B	92.9	47.0	889	k	Frischling, Saul	42	8404	3,000	AC	4,500	1.36	4.2	3.6	3.7	4.3	3.7	3.1	3.6	3.7	4.4	
• WBZZ	Pittsburgh	B	93.7	41.0	551	l	CBS Corporation	48	9709		p g2 Modern AC	6,900	1.20	7.3	6.5	7.2	6.3	6.2	6.1	6.7	6.2	6.4	
WWSW	Pittsburgh	B	94.5	50.0	810	g	Chancellor Media	40	9705		g3 Oldies	7,900	1.49	6.7	5.7	5.6	4.9	5.6	6.4	5.7	5.2	6.2	
WASP	Oliver	B1	94.9	1.7 cp	1240	i	Humes Broadcasters	93			Country	900	0.95	1.2	1.0	1.5	1.0	1.1	1.0	1.0	1.4	0.9	
WJPA	Washington	A	95.3	4.2 cp	390	e	Washington Bcstg Co	64			Oldies			0.7	0.4	0.0	0.5	0.3	0.6	0.6	0.7	0.4	
WVTY	Pittsburgh	B	96.1	44.0	522	d	Capstar Bcstg Ptrs	60	9708		p g4 AC	6,300	1.70	4.7	3.5	3.1	3.3	4.1	3.9	4.2	4.4	4.0	
WRRK	Braddock	B	96.9	45.0	532	k	Frischling, Saul	59	9504	5,500	Clsc Rock	2,600	1.06	3.1	2.8	3.1	2.6	2.8	2.9	2.7	2.2	3.0	
WLER	Butler	A	97.7	4.6	374	a	WBUT Inc	49			AC			0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	
WESA	Charleroi	A	98.3	3.0	230	b	Farr Comm	67	8505	950	c2 AC			0.4	0.6	0.4	0.6	0.5	0.4	0.4	0.3	0.4	
WPQR	Uniontown	A	99.3	3.0	295	j	Kelly, Geoffrey	68	9212		st AC			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WSSH	Pittsburgh	B	99.7	10.5	929	f	Renda Bcstg Corp	48	8310	2,700	Soft AC	4,300	1.01	5.4	4.1	4.4	5.4	4.8	4.9	4.1	4.9	5.1	
• WZPT	New Kensington	B	100.7	17.0	850	l	CBS Corporation	67	9709		p g2 70s Oldies	2,400	0.84	3.6	3.1	3.2	2.5	2.6	3.3	3.6	2.7	2.8	
WORD	Pittsburgh	B	101.5	48.0	505	c	Salem Comm Corp	63	9212	6,500	c1 ChrsContemp	1,000	1.15	1.1	0.8	1.2	1.0	1.4	0.8	1.2	0.9	1.1	
WDVE	Pittsburgh	B	102.5	55.0	820	d	Capstar Bcstg Ptrs	62	9708		p g3 Rock	11,100	1.38	10.2	9.0	8.8	9.0	9.4	9.5	9.2	8.6	8.4	
WLSW	Scottdale	A	103.9	0.3	781		Wall, Stanley L	71			Hot AC			0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.3	
WELA	E. Liverpool	B	104.3	50.0	331		Constrander Corp	59	7110		Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WJJJ	Pittsburgh	B	104.7	20.0 cp	781	d	Capstar Bcstg Ptrs	93	9708		p g3 Smooth Jazz	1,500	0.45	4.2	3.3	3.7	3.8	3.8	4.0	3.0	4.1	3.4	
WXDX	Pittsburgh	B	105.9	72.0	528	d	Capstar Bcstg Ptrs	60	9708		p g3 Alternative	1,950	0.71	3.5	4.8	5.0	5.3	5.0	5.8	2.8	1.9	1.7	
WAMO	Beaver Falls	B	106.7	47.0	518	h	Sheridan Bcstg	60	7303		Urban	2,700	0.73	4.7	4.0	3.1	3.4	3.1	2.8	3.4	4.9	5.4	
WSSZ	Greensburg	A	107.1	1.6	449	h	Sheridan Bcstg	68	9609	2,400	Urban			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WDSY	Pittsburgh	B	107.9	17.7 cp	827	l	CBS Corporation	62	9709		p g2 Country	4,500	0.65	8.8	8.1	8.3	7.3	7.7	8.1	7.6	7.3	7.8	
		# FM Stations - 21			# Combos - 19			FM TOTALS															
													70.0	61.3	62.3	61.5	62.1	63.9	59.8	59.4	61.7		

• Indicates a change since last edition.



Metro Rank: 20

Revenue Rank: 24

Pittsburgh, PA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 58,500	55,600	60,000	64,400	71,900	75,000	5.1%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.3%	\$ 79,000	82,900	87,200	92,000	97,000	5.3%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.65/1,000	\$3.56/1,000	\$3.74/1,000	Local	78%		
Revenue/Capita	\$24.53	\$31.36	\$41.21	National	22%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	2,384.7	2,391.3	0.1%	2,391.3	2,354.0	-0.3%
Households	643.1	957.0	8.3%	957.0	960.5	0.1%
Retail Sales	16,045.0	21,041.0	5.6%	21,041.0	25,937.3	4.3%
EBI	33,082.0	39,022.3	3.4%	39,022.3	47,767.4	4.1%

Metro Counties

Allegheny, PA	1,306.0
Beaver, PA	187.6
Butler, PA	165.3
Fayette, PA	146.3
Washington, PA	208.9
Westmoreland, PA	377.2

	2,391.3

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	1,136.0	183.5	89.6	97.9	164.4	184.9	141.1	274.7
Women (000)	1,255.3	174.7	85.8	98.8	169.7	193.4	156.5	376.4
Total	2,391.3	358.1	175.3	196.7	334.1	378.3	297.6	651.1
Percentage	100.0%	15.0%	7.3%	8.2%	14.0%	15.8%	12.4%	27.2%
Per Capita	\$16,318	Median Household		\$31,902	Avg Household		\$40,776	
Ethnic Population:	White 91.2%	Black 7.8%	Asian 0.8%	Hispanic 0.6%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	6	15		12	21	26	47
Tot 12+	0.4	61.9		59.2	62.3	24.5	86.8
Avg 12+	0.1	4.1		4.9	3.0	0.9	1.8
Tot LCS	0.5	71.3		68.2	71.8	28.2	100.0
Avg LCS	0.1	4.8		5.7	3.4	1.1	2.1

Competitive Overview

AM Stations

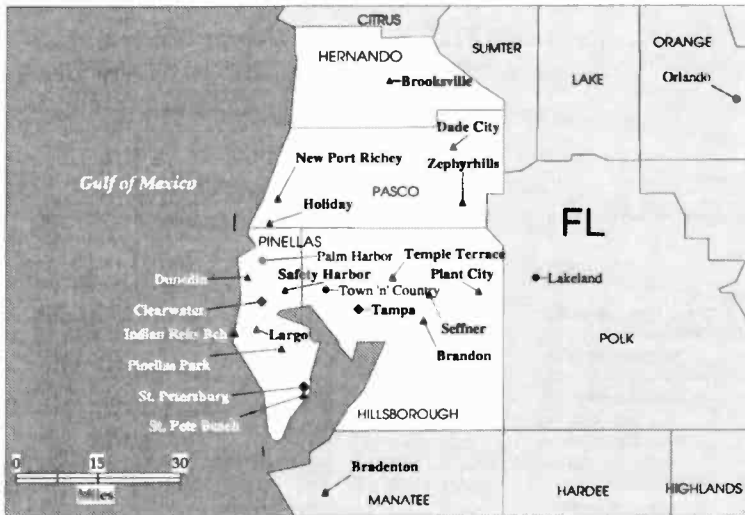
City of		FCC	Day	Night	Sales		1996		Avg '96	Arbitron 12+ Metro Shares (see rights)													
License	Class	Freq	Power (kW)	Power (kW)	C	Owner	Year	Date	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
Std	Acq	(000)												Comm Sh	1997	1997	1996	1996	1996	1996	1995	1995	
WMCB	Canonsburg	II	540	3.6	cp	0.50	Birach Bcstg Corp	57	9205	500		Internat'l		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMBS	Uniontown	III	590	1.0		1.00	Fayette Bcstg	37				AC/Country		1.1	0.9	0.5	0.6	0.4	0.7	0.9	1.3	1.0	
WHJB	Greensburg	III	620	1.3		0.11	Broadcast Comm Inc	34	9610	498		FullService		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WISR	Butler	II	680	0.3		0.05	a WBUT Inc	41	9701	730		AC		0.0	0.0	0.0	0.3	0.4	0.0	0.0	0.0	0.0	0.0
WPIT	Pittsburgh	II	730	5.0		0.02	c Salem Comm Corp	47	9212		c1	ChrsContemp		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
WEDO	McKeesport	II	810	1.0		0.00	810 Inc Bcstg	47	7206			Variety		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAMO	Millvale	II	860	1.0	cp	0.83	h Sheridan Bcstg	48	7303			Urban/Olds	300	1.90	0.2	0.0	0.0	0.0	0.3	0.3	0.4	0.0	0.0
WESA	Charleroi	II	940	0.3		0.01	b Farr Comm	48	8505		c2	Talk		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
WWSW	Pittsburgh	III	970	5.0		5.00	g Chancellor Media	32	9705		g3	Oldies		0.7	0.6	0.3	0.4	0.6	0.5	0.9	0.5	0.5	
KDKA	Pittsburgh	I	1020	50.0		50.00	l CBS Corporation	20				News/Talk	11,900	0.97	15.5	11.9	13.7	12.2	12.3	12.7	12.8	14.4	14.3
WBUT	Butler	II	1050	0.5		0.06	a WBUT Inc	49				AC		0.4	0.5	0.7	0.3	0.0	0.3	0.3	0.5	0.3	
WPGR	Pittsburgh	II	1080	50.0		2.50	Mortenson Bcstg Co	47	9701	750		Gospel	300	1.27	0.3	0.0	0.0	0.2	0.2	0.1	0.2	0.4	0.5
WKZV	Washington	II	1110	1.0		0.00	Helen Supinski	68	9306	267	st	Country		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WASP	Brownsville	II	1130	5.0		0.00	i Humes Broadcasters	68	8405	625		Talk		0.2	0.0	0.0	0.3	0.0	0.0	0.4	0.4	0.0	0.0
WGBN	New Kensington	III	1150	1.0		0.00	Pentacostal Temple	40	9211		dn	Gospel		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBVP	Beaver Falls	IV	1230	1.0		1.00	lorio Bcstg Inc	48	9605	450		Nws/Tk/Spts		0.4	0.6	0.5	0.0	0.0	0.4	0.0	0.6	0.4	
WTAE	Pittsburgh	III	1250	5.0		5.00	d Capstar Bcstg Ptrs	22	9708		p g4	Nws/Tk/Spts	5,600	1.61	4.4	3.6	3.5	3.8	4.4	3.9	3.8	3.9	3.6
WJAS	Pittsburgh	III	1320	5.0		5.00	f Renda Bcstg Corp	21	8501	700		Big Band	1,300	0.36	4.6	5.0	4.3	4.5	5.6	3.9	3.8	4.0	4.3
WCVI	Connellsville	IV	1340	1.0		1.00	j Kelly, Geoffrey	47	9212		st	AC		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WIXZ	McKeesport	III	1360	5.0		1.00	f Renda Bcstg Corp	47	9708	1,250p		Sports		0.2	0.3	0.0	0.5	0.5	0.3	0.3	0.0	0.0	0.0
KQV	Pittsburgh	III	1410	5.0		5.00	Calvary Inc	19	8212	1,800		News	1,000	0.84	1.5	1.1	1.0	1.1	1.0	1.1	1.3	1.4	1.3
WJPA	Washington	IV	1450	1.0		1.00	e Washington Bcstg Co	41				Oldies		0.1	0.1	0.0	0.4	0.1	0.1	0.1	0.0	0.0	0.0
WMBA	Ambridge	III	1460	0.5		0.50	Donn Communications	57	8608	270		Nws/Tk/Spts		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WXVX	Monroeville	II	1510	1.0		0.00	Horvath, Michael	64	9705	150		Urban AC		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBCH	Jeannette	II	1530	1.0		0.00	Cntrl Westmoreland	74				News/Talk		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WCXJ	Braddock	II	1550	1.0		0.00	Anderson, William C.	47	9607	150		Talk		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
# AM Stations - 26														# Combos - 13									
Stations Profiled - 47														# Duopolies - 8									
														AM TOTALS									
														Total Local Commercial Share									

* Indicates a change since last edition.

Metro Rank: 21

Revenue Rank: 21

Tampa-St. Petersburg-Clearwater Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 58,500	60,000	63,500	66,000	75,700	84,800	7.7%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.5%	\$ 89,500	94,800	101,000	107,300	114,200	6.3%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.46/1,000	\$3.74/1,000	\$4.23/1,000	Local	75%		
Revenue/Capita	\$27.72	\$38.54	\$49.96	National	25%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	2,110.1	2,200.3	0.8%	2,200.3	2,285.8	0.8%
Households	887.4	921.6	0.8%	921.6	963.3	0.9%
Retail Sales	16,910.8	22,666.7	6.0%	22,666.7	27,001.0	3.6%
EBI	29,695.2	34,113.2	2.8%	34,113.2	40,928.8	3.7%

Metro Counties

Hernando, FL	121.5
Hillsborough, FL	892.6
Pasco, FL	307.9
Pinellas, FL	878.3

	2,200.3

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	1,053.4	158.8	74.2	80.8	154.2	159.8	124.9	300.6
Women (000)	1,146.9	151.9	71.0	82.0	153.3	164.8	134.6	389.3
Total	2,200.3	310.7	145.2	162.8	307.6	324.7	259.5	689.9
Percentage	100.0%	14.1%	6.6%	7.4%	14.0%	14.8%	11.8%	31.4%
Per Capita	\$15,504	Median Household		\$28,566	Avg Household		\$37,015	
Ethnic Population:	White 89.2%	Black 9.2%	Asian 1.3%	Hispanic 7.8%				

Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations	1		15	13	16	23	39
Tot 12+	1.2		67.7	66.0	68.9	17.3	86.2
Avg 12+	1.2		4.5	5.1	4.3	0.8	2.2
Tot LCS	1.4		78.5	76.6	79.9	20.1	100.0
Avg LCS	1.4		5.2	5.9	5.0	0.9	2.6

Competitive Overview

Some stations also rated in Sarasota-Bradenton (79).

FM Stations

										Arbitron 12+ Metro Shares (see rights)												
City of		FCC	Power		Year		Sales		1996		Avg '96											
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Date	Price	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
										(000)	(000)	Ratio	Comm	Sh	1997	1997	1996	1996	1996	1996	1995	1995
WYUU	Safety Harbor	C2	92.5	50.0	489		Entercom	83	8506	1,500	4,000	0.99	4.5	4.5	4.4	3.6	4.8	4.2	4.0	3.9	3.5	
WFLZ	Tampa	C	93.3	99.0	1358	b	Jacor Comm Inc	48	9301		5,900	0.72	9.2	10.4	9.5	9.5	7.9	8.2	8.4	7.5	7.8	
• WSJT	Lakeland	C	94.1	100.0	1493	e	Clear Channel Comm	67	9706		3,000	0.76	4.4	4.1	3.5	3.3	4.0	4.5	3.3	3.5	3.9	
WWRM	Tampa	C	94.9	95.0	1289	a	Cox Radio Inc	70	9311	10,000	4,800	0.89	6.0	4.6	6.1	5.6	5.6	6.0	4.3	5.1	5.5	
WMTX	Clearwater	C1	95.7	100.0	607	e	Clear Channel Comm	63	9410		9,900	1.70	6.5	4.5	3.3	3.7	4.0	4.4	6.3	5.9	6.0	
WGUL	Dade City	A	96.1	2.8 cp	482	f	Gulf Atlantic Media	94	9507	700	1,500	0.84	2.0	1.7	1.2	2.0	1.0	1.8	2.2	2.1	0.8	
WLVU	Holiday	C2	97.1	11.4 cp	735	d	Times Publishing Co	78	8601	1,700	800	0.39	2.3	1.2	1.7	2.1	2.0	1.6	1.5	2.5	2.5	
WXTB	Clearwater	C	97.9	100.0	1345	b	Jacor Comm Inc	67	9609		6,500	1.17	6.2	4.9	5.3	4.8	5.2	5.5	5.3	5.0	5.9	
WQYK	St. Petersburg	C1	99.5	100.0	551	c	CBS Corporation	58	9612		12,200	1.64	8.3	7.2	6.8	8.2	7.9	7.7	7.3	5.9	7.9	
• WAKS	Tampa	C	100.7	100.0	1411	b	Jacor Comm Inc	47	9612		6,500	1.48	4.9	3.6	4.4	4.2	4.3	4.2	4.1	3.7	4.9	
• WILV	St. Petersburg	C	101.5	100.0 cp	1362	e	Clear Channel Comm	61	9706				0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WHPT	Sarasota	C	102.5	100.0	1650	e	Clear Channel Comm	60	9706		6,500	1.61	4.5	3.0	3.9	3.6	2.8	3.8	3.3	4.5	4.0	
WOUV	Bradenton	C	103.5	99.0	1358	b	Jacor Comm Inc	63	9508	14,000	2,500	0.38	7.3	8.7	6.7	8.1	6.6	6.5	6.6	6.7	5.6	
WRBO	Tampa	C1	104.7	100.0	561	e	Clear Channel Comm	54	9207		6,300	1.07	6.6	4.9	4.8	5.0	5.3	5.2	5.7	6.0	6.2	
WTBT	New Port Richey	C1	105.5	46.0 cp	1345	b	Jacor Comm Inc	69	9609		1,500	0.70	2.4	2.8	2.9	2.2	1.8	2.0	2.2	1.9	2.4	
WCOF	St. Petersburg	C1	107.3	100.0	620	a	Cox Radio Inc	93			3,000	0.86	3.9	3.8	4.4	4.0	4.4	4.0	3.3	3.4	3.0	
													---	---	---	---	---	---	---	---	---	
# FM Stations - 16										# Combos - 15	FM TOTALS		79.0	70.7	68.9	69.9	67.6	69.6	67.8	67.6	69.9	

• Indicates a change since last edition.

Metro Rank: 21

Revenue Rank: 21

Tampa-St. Petersburg-Clearwater Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 58,500	60,000	63,500	66,000	75,700	84,800	7.7%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.5%	\$ 89,500	94,800	101,000	107,300	114,200	6.3%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.46/1,000	\$3.74/1,000	\$4.23/1,000	Local	75%		
Revenue/Capita	\$27.72	\$38.54	\$49.96	National	25%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	2,110.1	2,200.3	0.8%	2,200.3	2,285.8	0.8%
Households	887.4	921.6	0.8%	921.6	963.3	0.9%
Retail Sales	16,910.8	22,666.7	6.0%	22,666.7	27,001.0	3.6%
EBI	29,695.2	34,113.2	2.8%	34,113.2	40,928.8	3.7%

Metro Counties

Hernando, FL	121.5
Hillsborough, FL	892.6
Pasco, FL	307.9
Pinellas, FL	878.3

	2,200.3

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	1,053.4	158.8	74.2	80.8	154.2	159.8	124.9	300.6
Women (000)	1,146.9	151.9	71.0	82.0	153.3	164.8	134.6	389.3
Total	2,200.3	310.7	145.2	162.8	307.6	324.7	259.5	689.9
Percentage	100.0%	14.1%	6.6%	7.4%	14.0%	14.8%	11.8%	31.4%
Per Capita	\$15,504	Median Household		\$28,566	Avg Household		\$37,015	
Ethnic Population:	White 89.2%	Black 9.2%	Asian 1.3%	Hispanic 7.8%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1		15	13	16	23	39
Tot 12+	1.2		67.7	66.0	68.9	17.3	86.2
Avg 12+	1.2		4.5	5.1	4.3	0.8	2.2
Tot LCS	1.4		78.5	76.6	79.9	20.1	100.0
Avg LCS	1.4		5.2	5.9	5.0	0.9	2.6

Competitive Overview

Some stations also rated in Sarasota-Bradenton (79).

AM Stations

Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
				Power (kW)	Power (kW)								Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995	
• WHNZ	Pinellas Park	III	570	5.0	5.00	e	Clear Channel Comm	66	9706		p g5	Bus News	900	0.91	1.1	0.8	0.7	0.9	0.8	1.0	0.9	1.0	0.9	
WSUN	St. Petersburg	III	620	5.0	5.00	a	Cox Radio Inc	27	9006	4,100		Soft AC	1,500	1.20	1.4	1.2	0.8	1.1	1.4	1.3	1.3	1.0	1.4	
WRMD	St. Petersburg	II	680	1.0	0.13	g	ZGS Bcstg of Tampa	50	9101	200		Spanish	600	0.96	0.7	0.0	0.6	0.7	0.6	0.4	0.8	0.8	0.6	
WBDN	Brandon	II	760	10.0	1.00		Mega Bcstg	88	9707	1,750		Spanish			0.3	0.7	0.5	0.0	0.3	0.0	0.6	0.4	0.0	
• WZTM	Largo	II	820	50.0	1.00	e	Clear Channel Comm	72	9706		p g5	Sports	500	0.93	0.6	1.1	0.8	0.9	1.5	0.5	0.4	0.6	0.5	
WGUL	Dunedin	II	860	2.0	1.50	f	Gulf Atlantic Media	59	9408		al	Nostalgia	1,500	0.40	4.2	1.8	2.6	3.0	3.6	2.9	3.9	3.6	4.3	
WFNS	Plant City	III	910	5.0	5.00	a	Cox Radio Inc	49	9610		na	Urban/Olds	750	1.40	0.6	0.0	0.0	0.3	0.3	0.8	0.4	0.4	0.6	
WFLA	Tampa	III	970	5.0	5.00	b	Jacor Comm Inc	24	9301		g3	Nws/Tk/Spts	5,950	0.94	7.1	7.1	6.4	5.8	6.9	6.9	6.5	6.8	4.7	
WQYK	Seffner	II	1010	50.0	5.00	c	CBS Corporation	60	9612		g1	Talk	800	0.99	0.9	0.7	0.8	0.8	0.9	1.0	0.9	0.9	0.4	
• WMTX	Pinellas Park	II	1040	3.6	0.42	h	Genesis Comm Inc	48	9709	1,500p		Sports	100	1.12	0.1	0.3	0.0	0.0	0.0	0.1	0.1	0.1	0.0	
WTIS	Tampa	II	1110	10.0	0.00		WTIS Inc	46	9002	1,700		Inspiration			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WTMP	Temple Terrace	III	1150	5.0	2.50		PSI Communications	54	9708	1,000p	e	Urban AC	600	0.45	1.5	1.4	1.5	1.5	1.5	1.0	1.7	1.2	1.4	
WDAE	Tampa	III	1250	5.0	5.00	b	Jacor Comm Inc	22	9612		sw	Sports			0.0	0.3	0.4	0.0	0.2	0.0	0.0	0.0	0.0	
WQBN	Temple Terrace	III	1300	5.0	cp 1.00	h	Genesis Comm Inc	50	9707	1,100p		Spanish			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WTAN	Clearwater	IV	1340	1.0	1.00		Nikitakis & Bouris	48	9010	750		Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WRBQ	St. Petersburg	III	1380	5.0	5.00	e	Clear Channel Comm	39	9207		g2	AC	1,000	0.70	1.6	1.6	1.4	1.8	2.0	1.3	1.6	1.3	1.3	
WZHR	Zephyrhills	IV	1400	1.0	1.00		Zephyr Bcstg Inc	62	9410	200		Adlt Stndrd			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WWJB	Brooksville	IV	1450	1.0	1.00		Hernando Bcstg Co	58	8202			Country/Tlk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WLVU	Dunedin	III	1470	5.0	0.50	d	Times Publishing Co	55	8601			Adlt Stndrd			0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.0	
WPSO	New Port Richey	II	1500	0.3	0.00		AKMA Bcst Network	63	9308	250		Greek			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WXYB	Indian Rcks Bch	II	1520	0.6	0.00		ASA Bcstg Inc	63	9306	31		Ethnic			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WAMA	Tampa	II	1550	10.0	0.13	g	ZGS Bcstg of Tampa	65	9707	1,900p		Spanish			0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	
WRRB	St. Pete Beach	III	1590	5.0	1.00		Metropolitan Radio	57	9701	409		Urban AC	350	0.65	0.6	0.4	0.8	0.6	0.4	0.7	0.5	0.4	0.6	
													AM TOTALS		20.9	17.4	17.3	17.4	20.4	17.9	20.1	18.8	16.7	
													Total Local Commercial Share		88.1	86.2	87.3	88.0	87.5	87.9	86.4	86.6		
				# AM Stations - 23				# Combos - 14																
				Stations Profiled - 39				# Duopolies - 12																

• Indicates a change since last edition.



Metro Rank: 22

Revenue Rank: 23

Cleveland Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 58,000	57,400	60,000	64,800	72,800	79,800	6.6%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.0%	\$ 83,800	87,600	92,000	97,000	102,300	5.1%

	1990	1995	2000	Est. Breakout
Revenue/Retail Sales	\$3.95/1,000	\$4.10/1,000	\$4.44/1,000	Local 76%
Revenue/Capita	\$27.66	\$37.61	\$48.41	National 24%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	2,097.1	2,121.5	0.2%	2,121.5	2,113.3	-0.1%
Households	806.2	818.7	0.3%	818.7	827.0	0.2%
Retail Sales	14,677.8	19,485.8	5.8%	19,485.8	23,065.6	3.4%
EBI	30,644.5	33,427.3	1.8%	33,427.3	39,080.9	3.2%

Metro Counties

Cuyahoga, OH	1,395.5
Geauga, OH	83.6
Lake, OH	222.4
Lorain, OH	283.1
Medina, OH	136.9

	2,121.5

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	1,012.9	184.8	88.5	84.7	153.3	164.5	127.2	209.8
Women (000)	1,108.6	177.3	85.0	86.4	160.4	175.5	140.2	283.8
Total	2,121.5	362.2	173.4	171.1	313.7	340.1	267.4	493.6
Percentage	100.0%	17.1%	8.2%	8.1%	14.8%	16.0%	12.6%	23.3%
Per Capita	\$15,756	Median Household		\$33,365	Avg Household		\$40,830	
Ethnic Population:	White 79.1%	Black 18.8%	Asian 1.3%	Hispanic 2.7%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1	14		12	15	15	30
Tot 12+	0.4	65.6		64.9	66.0	20.8	86.8
Avg 12+	0.4	4.7		5.4	4.4	1.4	2.9
Tot LCS	0.5	75.6		74.8	76.0	24.0	100.0
Avg LCS	0.5	5.4		6.2	5.1	1.6	3.3

MARKET: Cleveland

METRO RANK: 22

Competitive Overview

Some stations also rated in Akron (67).

FM Stations

										Arbitron 12+ Metro Shares (see rights)																
City of		FCC	Power		Year		Date		Sales		1996		Avg '96													
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price	LMA	Format	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall			
										(000)			(000)	Ratio	Comm Sh	1997	1997	1996	1996	1996	1996	1996	1995	1995		
WZJM	Cleveland Hts	B	92.3	40.0	548	c	Zapis Comm Corp	60	9707	750p	c2	1 CHR	3,000	0.73	4.9	5.2	5.0	5.6	4.4	4.7	4.7	4.5	3.2			
WZAK	Cleveland	B	93.1	27.5	620		Zapis Comm Corp	63				1 Urban	8,600	1.07	9.6	8.7	8.0	8.2	9.0	8.5	7.8	9.0	8.0			
WQMX	Medina	B	94.9	16.2	879		Rubber City Radio	60	8806	4,600		Country	n/a		0.7	0.4	0.7	0.6	0.7	0.6	0.6	0.8	0.6			
WCLV	Cleveland	B	95.5	31.0	620		Radio Seaway Inc	60	6211			Classical	2,000	0.80	3.0	2.1	2.3	3.3	3.0	2.4	2.6	3.0	2.6			
WNCX	Cleveland	B	98.5	16.0	961	e	Clear Channel Comm	48	9410			g1 2 Clsc Rock	8,200	1.40	7.0	6.7	5.6	6.2	6.4	6.2	5.7	6.6	5.8			
• WGAR	Cleveland	B	99.5	50.0	499	a	Jacor Comm Inc	48	9710			p g2 Country	8,200	0.99	9.9	9.1	8.3	7.5	8.7	8.4	9.3	8.9	7.7			
• WMMS	Cleveland	B	100.7	34.0	600	a	Jacor Comm Inc	48	9710			p g2 Rock	5,200	0.97	6.4	4.8	4.5	4.8	5.4	5.5	6.0	4.8	5.8			
WDOK	Cleveland	B	102.1	12.0	1004	d	Independent Group LP	50	8709	13,000	e	Soft AC	7,900	1.24	7.6	5.7	6.8	6.5	5.7	6.2	5.6	7.5	7.1			
WCRF	Cleveland	B	103.3	25.5	659		Moody Bible Inst	58				Inspiration			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WOAL	Cleveland	B	104.1	11.0	1060		M.L. Media LP	48	8804			g Hot AC	6,100	1.19	6.1	6.2	5.6	5.8	4.8	6.0	5.1	5.0	5.2			
WZLE	Lorain	A	104.9	1.3	499	f	Baldwin Broadcasting	75	8808	820		ChrsContemp			0.4	0.4	0.4	0.5	0.3	0.5	0.5	0.3	0.0			
• WMJI	Cleveland	B	105.7	16.0	1129	a	Jacor Comm Inc	54	9710			p g2 Oldies	9,500	1.38	8.2	8.0	8.7	8.8	7.8	7.7	6.3	7.2	7.4			
• WMVX	Cleveland	B	106.5	11.5	1037	a	Jacor Comm Inc	60	9707	45,000	c1	Mix AC	7,200	1.72	5.0	4.3	4.1	4.4	3.7	2.6	4.6	4.7	5.6			
WNWV	Elyria	B	107.3	50.0	466	b	Elyria-Lorain Bcstg	48				NAC	2,600	0.67	4.6	3.6	3.9	3.6	3.9	5.1	3.5	3.5	4.0			
WENZ	Cleveland	B	107.9	15.9	892	e	Clear Channel Comm	59	9605	6,000	2	Alternative	2,000	0.99	2.4	1.7	2.1	1.6	2.3	1.9	2.1	2.1	2.2			
															-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
# FM Stations - 15		# Combos - 10		FM TOTALS											75.8	66.9	66.0	67.4	66.1	66.3	64.4	67.9	65.2			

• Indicates a change since last edition.

Metro Rank: 22

Revenue Rank: 23

Cleveland Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 58,000	57,400	60,000	64,800	72,800	79,800	6.6%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.0%	\$ 83,800	87,600	92,000	97,000	102,300	5.1%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.95/1,000	\$4.10/1,000	\$4.44/1,000	Local	76%		
Revenue/Capita	\$27.66	\$37.61	\$48.41	National	24%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	2,097.1	2,121.5	0.2%	2,121.5	2,113.3	-0.1%
Households	806.2	818.7	0.3%	818.7	827.0	0.2%
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Metro Counties

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Geauga, OH	83.6
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Lorain, OH	283.1
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Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
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Women (000)	1,108.6	177.3	85.0	86.4	160.4	175.5	140.2	283.8
Total	2,121.5	362.2	173.4	171.1	313.7	340.1	267.4	493.6
Percentage	100.0%	17.1%	8.2%	8.1%	14.8%	16.0%	12.6%	23.3%
Per Capita	\$15,756	Median Household		\$33,365	Avg Household		\$40,830	
Ethnic Population:	White 79.1%	Black 18.8%	Asian 1.3%	Hispanic 2.7%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1	14		12	15	15	30
Tot 12+	0.4	65.6		64.9	66.0	20.8	86.8
Avg 12+	0.4	4.7		5.4	4.4	1.4	2.9
Tot LCS	0.5	75.6		74.8	76.0	24.0	100.0
Avg LCS	0.5	5.4		6.2	5.1	1.6	3.3

MARKET: Cleveland

METRO RANK: 22

Competitive Overview

Some stations also rated in Akron (67).

AM Stations

City of		FCC	Day	Night	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)													
Calls	License	Class	Freq	Power (kW)	Power (kW)	C	Owner	Year	Date	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995	
WRMR	Cleveland	II	850	50.0	cp 0.50	d	Independent Group LP	26	9006		sw	Adlt Stndrd	1,900	0.32	7.1	6.2	5.5	5.4	7.1	6.0	6.6	5.7	6.3	
WEOL	Elyria	III	930	1.0	1.00	b	Elyria-Lorain Bcstg	48				FullService	600	0.89	0.8	0.8	1.1	0.4	0.5	0.9	0.8	0.6	0.5	
WCCD	Parma	II	1000	0.5	0.00		Salem Comm Corp	73	9703		p g	Chrstn Talk	350	4.18	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	
WJTB	N Ridgeville	II	1040	5.0	0.00		Taylor Bcstg Co	84				Urban AC			0.1	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	
WTAM	Cleveland	I	1100	50.0	50.00	a	Jacor Comm Inc	23	9707		c1	News/Talk	3,400	0.81	5.0	4.7	4.5	5.3	4.7	4.0	4.6	4.9	3.9	
WKNR	Cleveland	II	1220	50.0	50.00	e	Jacor Comm Inc	30	9708	8,400p		Sports	3,500	0.79	5.3	4.7	5.0	2.7	4.2	5.6	5.2	2.7	4.9	
WMIH	Cleveland	III	1260	10.0	cp 5.00		Divine Mercy Comm	50	9502	1,500		Religion			0.1	0.3	0.5	0.6	0.4	0.0	0.0	0.4	0.0	
WERE	Cleveland	III	1300	5.0	5.00	e	Clear Channel Comm	49	9410		g1 2	News/Talk	650	0.97	0.8	0.3	0.4	0.5	0.4	0.6	0.7	0.7	0.9	
WOBL	Oberlin	III	1320	1.0	1.00		WOBL Radio Inc	71				Country			0.2	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.0	
WELW	Willoughby	III	1330	0.5	0.04		Spirit Bcstg Corp	65	9009	25	3	Variety			0.5	0.0	0.3	0.4	0.3	0.4	0.4	0.4	0.4	
WDLW	Lorain	III	1380	0.5	0.06	f	Baldwin Broadcasting	69	8912	300	3	ChrstnCntry			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WHK	Cleveland	III	1420	5.0	5.00		Salem Comm Corp	21	9701	6,500		Chrstn Talk	850	1.45	0.7	0.0	0.0	0.0	0.0	0.0	0.8	0.8	0.9	
WBKC	Painesville	III	1460	1.0	0.50		Water's Edge Comm	56	9511	50		Variety			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WJMO	Cleveland Hts	IV	1490	1.0	1.00	c	Zapis Comm Corp	47	9707		p c2 1	Oldies	1,400	0.80	2.1	1.7	1.8	1.6	2.1	2.0	1.4	1.8	2.2	
WABQ	Cleveland	II	1540	1.0	0.00		Linn, John R.	47	8008	600		Gospel	650	0.55	1.4	1.2	1.7	1.7	1.1	1.2	1.4	0.8	1.4	
# AM Stations - 15															# Combos - 7		AM TOTALS							
Stations Profiled - 30															# Duopolies - 6		Total Local Commercial Share							
																	86.8 86.8 86.0 86.9 87.3 86.8 87.3 86.6							

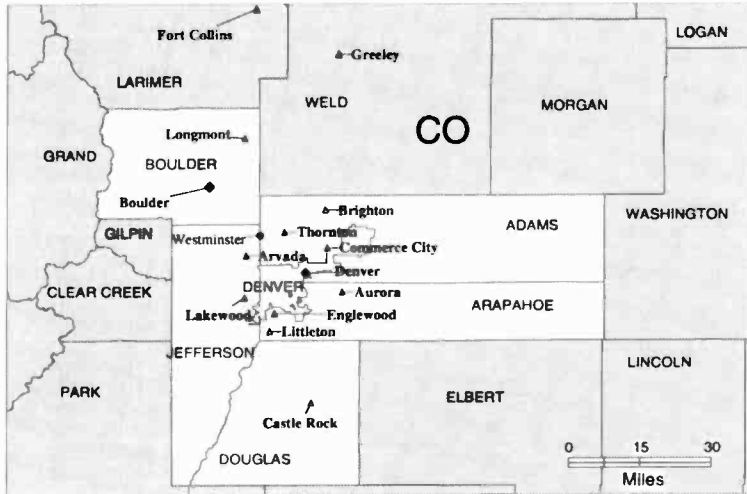
* Indicates a change since last edition.

METRO RANK: 22

Metro Rank: 23

Revenue Rank: 15

Denver - Boulder Market Overview



Metro Counties

Adams, CO	302.0
Arapahoe, CO	457.5
Boulder, CO	258.2
Denver, CO	499.7
Douglas, CO	99.1
Jefferson, CO	493.4

	2,109.9

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 73,300	75,000	77,900	83,000	96,500	109,300	8.3%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	7.7%	\$117,700	124,800	132,200	139,500	148,600	6.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.91/1,000	\$5.18/1,000	\$5.47/1,000	Local	77%		
Revenue/Capita	\$39.40	\$51.80	\$64.93	National	23%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,860.6	2,109.9	2.5%	2,109.9	2,288.7	1.6%
Households	742.2	847.6	2.7%	847.6	932.8	1.9%
Retail Sales	14,929.9	21,104.4	7.2%	21,104.4	27,182.0	5.2%
EBI	29,599.3	36,469.3	4.3%	36,469.3	47,798.9	5.6%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	1,041.6	196.7	84.2	88.6	184.1	204.4	133.8	149.7
Women (000)	1,068.3	187.5	80.8	86.9	182.4	203.6	136.1	191.0
Total	2,109.9	384.2	165.0	175.5	366.5	408.1	269.9	340.7
Percentage	100.0%	18.2%	7.8%	8.3%	17.4%	19.3%	12.8%	16.1%
Per Capita	\$17,285	Median Household		\$35,749	Avg Household		\$43,027	
Ethnic Population:	White 90.1%	Black 5.8%	Asian 2.8%	Hispanic 13.5%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations			17	14	17	23	40
Tot 12+			64.5	61.9	64.5	23.6	88.1
Avg 12+			3.8	4.4	3.8	1.0	2.2
Tot LCS			73.2	70.3	73.2	26.8	100.0
Avg LCS			4.3	5.0	4.3	1.2	2.5

MARKET: Denver - Boulder

METRO RANK: 23

Competitive Overview

FM Stations

										Arbitron 12+ Metro Shares (see rights)																
City of		FCC	Power		Year		Date		Sales		1996		Avg '96													
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price	LMA	Format	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall			
										(000)		(000)	Ratio	Comm Sh	1997	1997	1996	1996	1996	1996	1995	1995				
KJMN	Castle Rock	C2	92.1	32.5	600	f	EXCL Comm Inc	78	9605	7,700	c1	Spanish	1,000	0.33	2.6	0.7	1.3	1.9	3.4	2.5	2.6	2.1	1.9			
KVOD	Greeley	C1	92.5	57.0	1237	d	Chancellor Media	67	9705		g2	Classical	2,100	0.58	3.1	2.0	1.8	2.8	3.1	2.4	2.6	3.3	2.5			
KTCL	Fort Collins	C	93.3	100.0	1129		Tsunami Comm Inc	65	9506		1	Alternative	1,600	1.05	1.3	2.3	1.3	1.6	1.1	1.5	1.1	0.7	1.1			
KRKS	Boulder	C	94.7	100.0	984	g	Salem Comm Corp	71	9311	5,000		Religion	600	1.02	0.5	0.4	0.0	0.5	0.4	0.3	0.4	0.3	0.6			
KHIH	Denver	C	95.7	100.0	1608	b	Jacor Comm Inc	68	9607		g3	Smooth Jazz	4,000	0.74	4.6	3.9	3.8	3.5	5.1	4.0	3.6	4.9	3.8			
KXPX	Evergreen	C	96.5	100.0	1528	d	Chancellor Media	94	9707	26,000p		Alternative	4,500	0.87	4.4	3.1	3.1	3.3	2.5	3.6	4.0	3.6	4.2			
KBCO	Boulder	C	97.3	100.0	1539	b	Jacor Comm Inc	55	9607		g3	AAA	7,000	1.29	4.6	5.0	4.5	4.2	4.5	4.3	3.6	4.2	4.2			
KYGO	Denver	C	98.5	100.0	1821	e	Jefferson-Pilot Comm	53	7403			Country	14,100	1.21	9.9	7.8	7.9	10.5	10.0	8.9	8.7	8.6	8.8			
KKHK	Denver	C	99.5	100.0 cp	1624	c	Tribune Bcstg Co	59	9511		nc	Clsc Rock	2,400	0.55	3.7	3.9	4.6	5.4	4.7	4.9	4.2	0.9	2.9			
KIMN	Denver	C	100.3	100.0	1132	d	Chancellor Media	59	9705		g2	Lite AC	5,300	1.18	3.8	3.5	2.7	2.5	2.4	2.3	3.3	4.0	3.7			
KOSI	Denver	C	101.1	100.0	1624	c	Tribune Bcstg Co	68	9301	19,900	c1	AC	8,775	1.13	6.6	6.6	6.9	6.3	5.8	5.7	5.6	5.7	6.1			
KAGM	Strasburg	A	102.3	6.0	328		Alexander, Lenora	95				Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KRFX	Denver	C	103.5	100.0	1045	a	Jacor Comm Inc	61	9301		g1	Clsc Rock	9,000	1.21	6.3	5.5	5.1	5.0	4.1	5.9	4.7	6.3	5.1			
KCKK	Longmont	C1	104.3	58.0	1571	e	Jefferson-Pilot Comm	64	9701	15,000	e	CHR	2,250	0.41	4.7	1.6	2.0	1.7	2.9	3.0	3.6	5.1	4.7			
KXKL	Denver	C	105.1	100.0	1168	d	Chancellor Media	56	9705		g2	Oldies	7,700	1.23	5.3	5.4	4.2	4.9	4.5	4.7	4.0	5.2	4.6			
KALCO	Denver	C	105.9	100.0	1470	d	Chancellor Media	65	9705		g2	Modern AC	5,600	0.93	5.1	5.0	4.8	5.8	4.6	4.2	4.7	4.8	4.1			
KBPI	Denver	C	106.7	100.0	988	a	Jacor Comm Inc	62	9306	5,500	1	Modern Rock	6,000	0.98	5.2	3.5	4.3	3.7	3.6	5.3	5.6	4.2	3.2			
KQKS	Lakewood	C	107.5	91.0	1198	e	Jefferson-Pilot Comm	66	9301	6,100	c2	CHR/Rhythmc	3,200	0.85	3.2	6.5	6.2	4.6	2.2	2.1	2.7	3.2	3.1			
# FM Stations - 18															# Combos - 16		FM TOTALS									
																	74.9	66.7	64.5	68.2	64.9	65.6	65.0	67.1	64.6	

• Indicates a change since last edition.

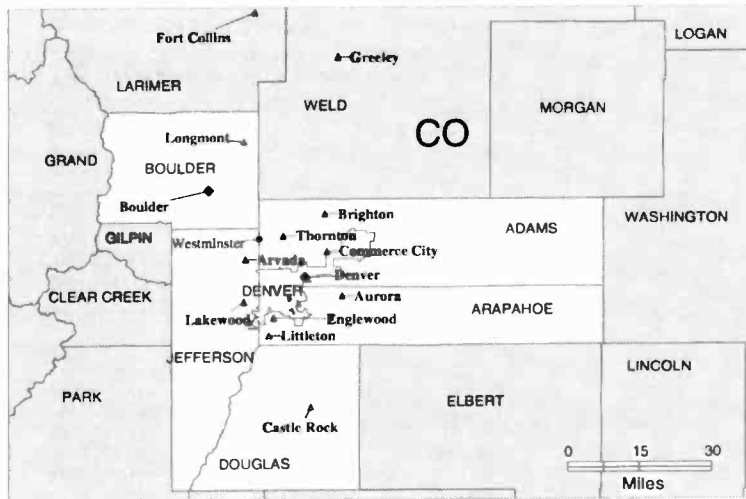
METRO RANK: 23



Metro Rank: 23

Revenue Rank: 15

Denver - Boulder Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 73,300	75,000	77,900	83,000	96,500	109,300	8.3%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	7.7%	\$117,700	124,800	132,200	139,500	148,600	6.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.91/1,000	\$5.18/1,000	\$5.47/1,000	Local	77%		
Revenue/Capita	\$39.40	\$51.80	\$64.93	National	23%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,860.6	2,109.9	2.5%	2,109.9	2,288.7	1.6%
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Retail Sales	14,929.9	21,104.4	7.2%	21,104.4	27,182.0	5.2%
EBI	29,599.3	36,469.3	4.3%	36,469.3	47,798.9	5.6%

Metro Counties

Adams, CO	302.0
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Boulder, CO	258.2
Denver, CO	499.7
Douglas, CO	99.1
Jefferson, CO	493.4

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Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	1,041.6	196.7	84.2	88.6	184.1	204.4	133.8	149.7
Women (000)	1,068.3	187.5	80.8	86.9	182.4	203.6	136.1	191.0
Total	2,109.9	384.2	165.0	175.5	366.5	408.1	269.9	340.7
Percentage	100.0%	18.2%	7.8%	8.3%	17.4%	19.3%	12.8%	16.1%
Per Capita	\$17,285	Median Household		\$35,749	Avg Household		\$43,027	
Ethnic Population:	White 90.1%	Black 5.8%	Asian 2.8%	Hispanic 13.5%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations			17	14	17	23	40
Tot 12+			64.5	61.9	64.5	23.6	88.1
Avg 12+			3.8	4.4	3.8	1.0	2.2
Tot LCS			73.2	70.3	73.2	26.8	100.0
Avg LCS			4.3	5.0	4.3	1.2	2.5

Competitive Overview

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
													Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995	
KLZ	Denver	III	560	5.0	5.00	h	Crawford Bcstg Co	22	9208	1,500		ChrsContemp			0.3	0.3	0.4	0.4	0.3	0.3	0.6	0.3	0.0	
KHOW	Denver	III	630	5.0	5.00	b	Jacor Comm Inc	25	9607		g3	News/Talk	3,600	0.99	3.1	3.9	4.0	4.3	3.3	2.8	2.8	2.7	2.5	
KLTT	Commerce City	II	670	50.0	1.40	h	Crawford Bcstg Co	95	9312	750		Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KNUS	Denver	II	710	5.0	5.00	g	Salem Comm Corp	41	9603	1,200		Nws/Tk/Spts	600	1.02	0.5	0.4	0.4	0.0	0.4	0.4	0.5	0.5	0.4	
KTLK	Thornton	II	760	50.0	1.00	a	Jacor Comm Inc	87	9410	1,600	1	Nws/Tk/Spts	1,500	0.53	2.4	1.0	1.1	0.9	0.8	1.9	1.6	2.2	2.8	
KLDC	Brighton	II	800	1.0	0.00	h	Crawford Bcstg Co	56	9312	750		Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KOA	Denver	I	850	50.0	50.00	a	Jacor Comm Inc	24	9301		g1 1	Nws/Tk/Spts	21,000	1.88	9.5	7.8	8.6	7.0	7.7	8.9	8.7	6.9	9.0	
KPOF	Denver	III	910	5.0	1.00		Pillar of Fire	28				Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KKFN	Denver	III	950	5.0	5.00	e	Jefferson-Pilot Comm	22	7403			Sports	1,750	1.14	1.3	1.2	1.6	1.3	1.3	1.1	1.8	1.1	0.7	
KRKS	Denver	II	990	5.0	0.39	g	Salem Comm Corp	53	9311	500		Religion			0.3	0.0	0.0	0.1	0.2	0.4	0.2	0.3	0.0	
KLMO	Longmont	II	1060	10.0	0.00		Stewart, W.G. & L.J.	49	5907			Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KMXA	Aurora	II	1090	50.0	0.50	f	EXCL Comm Inc	72	9605		c1	Spanish	1,200	1.02	1.0	0.9	1.3	1.1	1.7	1.4	0.8	0.0	1.4	
KCUV	Englewood	III	1150	5.0	1.00		Den-Mex LLC	51	9608	700	ce	Spanish	600	0.85	0.6	0.0	0.4	0.0	0.5	0.3	0.7	0.5	0.6	
KBCO	Boulder	II	1190	5.0	0.11	b	Jacor Comm Inc	73	9607		g3	News/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KBNO	Denver	II	1220	0.7	0.01		Colorado Comm Corp	54	9011	250		Spanish	300	0.85	0.3	0.0	0.0	0.5	0.5	0.0	0.0	0.7	0.5	
KRRF	Denver	III	1280	5.0	5.00	d	Chancellor Media	48	9705		g2	Talk	100	0.21	0.4	0.4	0.6	0.4	0.4	0.0	0.5	0.4	0.6	
KKYD	Denver	IV	1340	1.0	1.00		Global Bcstg Co	56	9706		p g	Children			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KJME	Denver	III	1390	5.0	0.14		Montana Media Inc	54	9603	1,500		Spanish	300	0.64	0.4	0.0	0.0	0.0	0.0	0.0	0.3	0.0	1.1	
KEZW	Aurora	III	1430	5.0	5.00	c	Tribune Bcstg Co	54	9301		c1	MOR/Nostalg	975	0.28	3.0	3.1	3.8	3.2	3.1	2.9	2.7	2.4	2.5	
KBVI	Boulder	IV	1490	1.0	1.00		Unicorn Productions	47	9509	300		AC			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KDKO	Littleton	II	1510	10.0	1.30		Peoples Wireless Inc	57	8901	900		Urban AC	450	0.55	0.7	0.4	0.0	0.0	1.0	0.4	0.7	0.7	0.5	
KQXI	Arvada	II	1550	10.0	cp 4.75		Radio Prop Ventures	62	8609		g	Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KYGO	Lakewood	III	1600	5.0	5.00	e	Jefferson-Pilot Comm	55	9301		c2	Country	200	0.11	1.6	1.6	1.4	1.4	2.1	1.2	1.4	1.6	1.4	
													----	----	----	----	----	----	----	----	----	----	----	
# AM Stations - 23						# Combos - 14						AM TOTALS		25.4	21.0	23.6	20.6	23.3	22.0	23.3	20.3	24.0		
Stations Profiled - 41						# Duopolies - 13						Total Local Commercial Share		87.7	88.1	88.8	88.2	87.6	88.3	87.4	88.6			

* Indicates a change since last edition.

Metro Rank: 24

Revenue Rank: 22

Portland, OR Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 50,200	52,500	57,500	62,000	69,200	74,000	8.1%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	16.5%	\$ 86,200	91,300	96,800	102,100	108,200	5.8%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.63/1,000	\$3.74/1,000	\$4.10/1,000	Local	77%		
Revenue/Capita	\$29.10	\$38.02	\$50.74	National	23%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,724.8	1,946.1	2.4%	1,946.1	2,132.3	1.8%
Households	666.1	746.1	2.3%	746.1	821.3	1.9%
Retail Sales	13,839.2	19,785.6	7.4%	19,785.6	26,368.2	5.9%
EBI	23,917.9	29,834.7	4.5%	29,834.7	39,501.1	5.8%

Metro Counties

Clackamas, OR	318.9
Marion, OR	257.5
Multnomah, OR	621.3
Washington, OR	373.1
Yamhill, OR	77.3
Clark, WA	298.0

	1,946.1

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	958.1	178.1	81.5	78.7	150.3	181.2	123.8	164.4
Women (000)	988.0	170.1	77.9	76.7	146.3	181.0	121.5	214.6
Total	1,946.1	348.2	159.4	155.4	296.6	362.2	245.3	379.0
Percentage	100.0%	17.9%	8.2%	8.0%	15.2%	18.6%	12.6%	19.5%
Per Capita	\$15,330	Median Household		\$33,209	Avg Household		\$39,988	
Ethnic Population:	White 92.0%	Black 2.7%	Asian 3.9%	Hispanic 4.9%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations			14	12	14	24	38
Tot 12+			61.7	57.0	61.7	19.3	81.0
Avg 12+			4.4	4.8	4.4	0.8	2.1
Tot LCS			76.2	70.4	76.2	23.8	100.0
Avg LCS			5.4	5.9	5.4	1.0	2.6

MARKET: Portland, OR

METRO RANK: 24

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)								
										(000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995	
KGON	Portland	C	92.3	100.0	1266	a	Entercom	67	9508	24,500	c1	Clsc Rock	7,000	1.45	5.6	5.2	5.2	4.0	4.9	4.7	5.2	5.3	4.1	
KPDQ	Portland	C	93.7	100.0	1270	g	Salem Comm Corp	61	8609	6,500	c3	Religion	1,000	0.73	1.6	1.4	1.1	1.9	1.4	1.6	1.2	1.3	1.3	
KNRK	Camas	C3	94.7	3.7 cp	807	a	Entercom	92	9508		c1	Modern Rock	2,900	0.65	5.2	3.1	2.9	2.9	2.8	5.1	4.4	3.8	4.5	
KXL	Portland	C	95.5	100.0	991	d	Kaye-Smith Radio	65				AC	1,800	0.95	2.2	2.4	2.3	2.4	2.3	2.1	1.9	1.8	1.9	
KKSN	Portland	C	97.1	100.0	1266	b	Sinclair Comm Inc	46	9707		p g4	Oldies	6,000	1.14	6.1	5.6	5.4	4.6	4.9	5.7	6.1	4.1	4.9	
• KUPL	Portland	C1	98.7	36.0 cp	1444	c	CBS Corporation	48	9709		p g2	Country	6,800	1.11	7.1	5.5	5.9	5.5	5.5	6.2	6.0	6.2	5.9	
• KOTK	Portland	C1	99.5	52.0	1266	f	Fisher Bcstg	68	9605	35,000	c2	Country	6,500	0.95	7.9	5.1	5.3	6.5	6.7	7.2	6.1	6.8	7.1	
• KKRZ	Portland	C	100.3	100.0	1434	e	Jacor Comm Inc	46	9609		g1	CHR	6,200	0.92	7.8	9.5	9.3	7.9	7.8	7.7	7.3	6.1	5.8	
• KUFO	Portland	C	101.1	100.0 cp	1444	c	CBS Corporation	77	9709		p g2	AOR	5,800	1.12	6.0	4.7	4.4	4.2	5.1	5.4	5.1	5.5	4.6	
• K1NK	Portland	C	101.9	100.0	1673	c	CBS Corporation	68	9709		p g2	AAA	6,300	1.56	4.7	3.4	3.5	3.5	3.8	3.0	4.1	4.4	4.6	
KKCW	Beaverton	C	103.3	100.0	1654	e	Jacor Comm Inc	84	9609		g1	AC	9,300	1.42	7.6	6.7	6.1	7.3	6.3	7.1	6.1	7.1	5.6	
KKRH	Salem	C	105.1	100.0	1841	b	Sinclair Comm Inc	70	9707		p g4	Clsc Rock	3,500	0.99	4.1	3.1	3.3	2.6	3.3	3.5	3.1	3.4	3.9	
• KKJZ	Lake Oswego	C	106.7	100.0 cp	1444	c	CBS Corporation	77	9709		p g2	Smooth Jazz	3,400	0.94	4.2	4.5	3.4	3.7	3.1	3.0	3.7	3.7	4.0	
• KBBT	Banks	C2	107.5	5.1 cp	1444	c	CBS Corporation	91	9709		p g2	Mix AC	300	0.19	1.8	3.0	3.6	3.3	3.3	1.3	1.7	1.2	2.1	
										# FM Stations - 14		# Combos - 14		FM TOTALS		71.9	63.2	61.7	60.3	61.2	63.6	62.0	60.7	60.3

• Indicates a change since last edition.

Metro Rank: 24

Revenue Rank: 22

Portland, OR Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 50,200	52,500	57,500	62,000	69,200	74,000	8.1%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	16.5%	\$ 86,200	91,300	96,800	102,100	108,200	5.8%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.63/1,000	\$3.74/1,000	\$4.10/1,000	Local	77%		
Revenue/Capita	\$29.10	\$38.02	\$50.74	National	23%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,724.8	1,946.1	2.4%	1,946.1	2,132.3	1.8%
Households	666.1	746.1	2.3%	746.1	821.3	1.9%
Retail Sales	13,839.2	19,785.6	7.4%	19,785.6	26,368.2	5.9%
EBI	23,917.9	29,834.7	4.5%	29,834.7	39,501.1	5.8%

Metro Counties

Clackamas, OR	318.9
Marion, OR	257.5
Multnomah, OR	621.3
Washington, OR	373.1
Yamhill, OR	77.3
Clark, WA	298.0

	1,946.1

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	958.1	178.1	81.5	78.7	150.3	181.2	123.8	164.4
Women (000)	988.0	170.1	77.9	76.7	146.3	181.0	121.5	214.6
Total	1,946.1	348.2	159.4	155.4	296.6	362.2	245.3	379.0
Percentage	100.0%	17.9%	8.2%	8.0%	15.2%	18.6%	12.6%	19.5%
Per Capita	\$15,330	Median Household		\$33,209	Avg Household		\$39,988	
Ethnic Population:	White 92.0%	Black 2.7%	Asian 3.9%	Hispanic 4.9%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations			14	12	14	24	38
Tot 12+			61.7	57.0	61.7	19.3	81.0
Avg 12+			4.4	4.8	4.4	0.8	2.1
Tot LCS			76.2	70.4	76.2	23.8	100.0
Avg LCS			5.4	5.9	5.4	1.0	2.6

Competitive Overview

AM Stations

City of		FCC	Day	Night	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)																				
Calls	License	Class	Freq	Power (kW)	Power (kW)	C	Owner	Year	Date	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall								
KEWS	Portland	111	620	5.0	5.00	e	Jacor Comm Inc	22	9705	8,300		Talk	1,000	0.55	2.1	2.6	2.5	2.4	1.9	2.2	1.6	1.9	1.6								
KXL	Portland	11	750	50.0	20.00	d	Kaye-Smith Radio	26	5806			News/Talk	6,300	0.95	7.7	5.5	5.4	6.4	7.4	5.9	6.3	7.1	7.1								
KPDO	Portland	11	800	1.0	0.50	g	Salem Comm Corp	47	8609		c3	Religion	150	0.58	0.3	0.2	0.0	0.5	0.2	0.3	0.4	0.2	0.3								
KWIP	Dallas	11	880	5.0	1.00		Jupiter Comm	55	9106	21		Spanish	250	0.97	0.3	0.5	0.0	0.4	0.7	0.5	0.0	0.0	0.6								
KKSN	Vancouver	111	910	5.0	5.00	b	Sinclair Comm Inc	80	9707		p g4	Oldies	1,400	0.36	4.5	2.6	2.9	3.0	3.1	2.8	4.2	4.2	4.2								
KWBY	Woodburn	11	940	0.3	0.20		Coss, Donald D.	64	9110		st	Spanish			0.5	0.0	0.0	0.0	0.0	0.5	0.4	0.3	0.4								
• KUPL	Portland	111	970	5.0	5.00	c	CBS Corporation	25	9709		p g2	Mix AC	400	0.66	0.7	0.6	0.7	0.4	0.0	0.3	0.7	0.8	0.6								
KXYO	Milwaukie	11	1010	4.5	0.00		Spartan Media Inc	88	9511	200		Sports/Talk	350	2.03	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8							
• KOTK	Portland	11	1080	50.0	10.00	f	Fisher Bcstg	25	9605		c2	Talk	500	0.39	1.5	1.0	1.1	1.5	1.3	1.7	1.4	1.1	0.8								
• KKEY	Portland	111	1150	5.0	0.05		Wells, Jeannine J.	54	9708	345p		Nws/Tk/Spts	250	0.73	0.4	0.4	0.7	0.0	0.0	0.6	0.4	0.0	0.5								
KEX	Portland	1	1190	50.0	50.00	e	Jacor Comm Inc	26	9609		g1	Talk	6,900	1.29	6.2	4.4	4.8	6.9	6.1	3.6	5.8	5.8	6.0								
KCCS	Salem	11	1220	1.0	0.17		Christian Center	61				Inspiration			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
KMUZ	Gresham	1V	1230	0.9	0.92		Pacific Northwest	56	9203	82		Spanish			0.5	0.0	0.0	0.0	0.0	0.3	0.5	0.6	0.2								
KLYC	McMinnville	111	1260	1.0	cp 0.80		Bohnsack Strategies	49	9010	120		AC/Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
KKSL	Lake Oswego	111	1290	3.5	cp 5.00	h	Crawford Bcstg Co	48	9109	450		Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
KKPZ	Portland	111	1330	5.0	5.00	h	Crawford Bcstg Co	23	9510	2,000		Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
KUIK	Hillsboro	111	1360	5.0	5.00		Dolphin Comm Inc	54	7808			Nws/Tk/Spts			0.3	0.0	0.0	0.0	0.5	0.5	0.0	0.0	0.4								
KSLM	Salem	111	1390	5.0	1.00	i	Willamette Bcstg Co	34	9411	350		DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
KBNP	Portland	111	1410	5.0	0.01		Comte Keep&Bear Arms	49	9008		st	Bus/Finan			0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
KYKN	Keizer	111	1430	5.0	5.00	i	Willamette Bcstg Co	51	9108		al	News/Talk			0.5	0.4	0.0	0.5	0.5	0.5	0.3	0.5	0.3								
• KBPS	Portland	1V	1450	1.0	1.00		School District #1	23				Variety			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
KBMS	Vancouver	111	1480	1.0	2.50		Bennett, C. & G.	55	8801	475		Urban	250	0.58	0.5	0.0	0.0	0.5	0.5	0.0	0.6	0.5	0.7								
KBZY	Salem	1V	1490	1.0	1.00		Capital Bcstg Inc	57	8206			AC			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
KFXX	Oregon City	11	1520	50.0	15.00	a	Entercom	47	9508		c1	Sports/Talk	1,600	1.24	1.5	1.9	0.8	1.3	0.9	1.3	1.1	1.6	1.2								
KVAN	Vancouver	11	1550	10.0	10.00		Vancouverradio Inc	63	9307	178		News/Talk			0.4	0.0	0.4	0.0	0.0	0.4	0.4	0.4	0.0								
# AM Stations - 25		# Combos - 12		AM TOTALS										28.1		20.5		19.3		23.8		23.1		21.4		24.1		25.0		25.7	
Stations Profiled - 39		# Duopolies - 9		Total Local Commercial Share												83.7		81.0		84.1		84.3		85.0		86.1		85.7		86.0	

• Indicates a change since last edition.

Metro Rank: 25

Revenue Rank: 20

Cincinnati Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 58,500	60,300	62,400	65,400	70,800	83,100	7.3%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	11.7%	\$ 92,800	97,900	103,700	110,500	117,600	6.1%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.61/1,000	\$4.64/1,000	\$5.21/1,000	Local	86%		
Revenue/Capita	\$32.03	\$43.40	\$59.33	National	14%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,826.2	1,914.6	0.9%	1,914.6	1,982.3	0.7%
Households	682.4	717.1	1.0%	717.1	752.8	1.0%
Retail Sales	12,698.2	17,912.4	7.1%	17,912.4	22,587.8	4.7%
EBI	25,301.8	29,984.7	3.5%	29,984.7	37,524.8	4.6%

Metro Counties

Brown, OH	39.8
Butler, OH	318.4
Clermont, OH	168.4
Hamilton, OH	863.2
Warren, OH	132.3
Dearborn, IN	44.9
Ohio, IN	5.4
Boone, KY	70.8
Campbell, KY	87.0
Gallatin, KY	6.4
Grant, KY	18.9
Kenton, KY	145.6
Pendleton, KY	13.5

	1,914.6

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	924.4	183.6	83.2	86.5	147.0	150.9	111.6	161.5
Women (000)	990.2	174.5	79.5	88.7	150.9	156.1	119.6	221.1
Total	1,914.6	358.1	162.7	175.2	297.8	307.0	231.2	382.6
Percentage	100.0%	18.7%	8.5%	9.2%	15.6%	16.0%	12.1%	20.0%
Per Capita	\$15,661	Median Household		\$34,403	Avg Household		\$41,814	
Ethnic Population:	White 87.0%	Black 11.4%	Asian 0.9%	Hispanic 0.5%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	9	11	1	11	21	13	34
Tot 12+	9.8	53.2	0.0	58.4	63.0	21.2	84.2
Avg 12+	1.1	4.8	0.0	5.3	3.0	1.6	2.5
Tot LCS	11.6	63.2	0.0	69.4	74.8	25.2	100.0
Avg LCS	1.3	5.7	0.0	6.3	3.6	1.9	2.9

MARKET: Cincinnati

METRO RANK: 25

Competitive Overview

Some stations also rated in Dayton (54).

FM Stations

City of		FCC	Power		Year		Date		Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)													
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price (000)	LMA	Format	Revenue (000)	Power	Local	Comm Sh	1997	Spring	Winter	Fall	Summer	Spring	Winter	Fall				
• WOFX	Cincinnati	B	92.5	16.0	cp	866	d	Jacor Comm Inc	64	9505	9,500	1	Clsc Rock	3,000	0.77	4.2	5.3	4.2	3.8	4.2	3.4	3.2	3.6	4.0				
WAKW	Cincinnati	B	93.3	50.0		492		Pillar of Fire	61				Religion			1.8	1.2	2.1	1.6	1.4	1.4	2.0	1.2	1.4				
• WVMX	Cincinnati	B	94.1	32.0	cp	600	c	Jacor Comm Inc	55	9609		g 1	AC	4,000	0.92	4.7	4.3	3.6	3.8	3.5	3.6	4.3	3.8	4.2				
WVAE	Fairfield	B	94.9	10.5		1056	i	Susquehanna Radio	62	9702		p sw	Smooth Jazz	3,300	0.70	5.1	3.3	3.4	3.9	3.9	3.5	4.4	4.4	5.0				
WYGY	Hamilton	B	96.5	19.5		810	a	Chancellor Media	58	9705		g2	Country	3,500	0.92	4.1	3.5	3.3	3.0	4.1	3.5	3.4	3.3	3.7				
• WMMMA	Lebanon	A	97.3	2.2		387	h	CBS Corporation	94	9709		p g3	Oldies			0.1	0.5	0.4	0.5	0.4	0.0	0.0	0.4	0.0				
WAXZ	Georgetown	A	97.7	2.1		387	e	Plessinger Radio Grp	76				Country			0.1	0.5	0.0	0.4	0.0	0.0	0.0	0.4	0.0				
WOXY	Oxford	A	97.7	3.0		322		Balogh Bcstg Co	59	8107			Modern Rock			0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.4	0.0				
WRRM	Cincinnati	B	98.5	17.5		807	i	Susquehanna Radio	59	7201			AC	5,700	1.01	6.1	5.7	5.7	6.0	4.6	5.3	5.1	5.5	4.6				
WSCH	Aurora	A	99.3	1.2		525		Dearborn Cnty Bcstrs	70				Country			0.5	0.0	0.4	0.6	0.8	0.4	0.3	0.6	0.3				
WAOL	Ripley	C3	99.5	25.0		322	e	Plessinger Radio Grp	93				Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WIZF	Erlanger	A	100.9	1.3		509		Blue Chip Bcstg Ltd	65	9603	4,000		Urban	4,400	0.70	6.8	6.2	5.8	5.0	6.2	5.7	5.3	5.4	6.6				
• WKRQ	Cincinnati	B	101.9	16.0		876	h	CBS Corporation	47	9709		p g3	CHR	7,200	1.11	7.0	7.1	7.0	6.3	6.5	6.6	5.8	5.1	6.0				
• WEBN	Cincinnati	B	102.7	16.0	cp	866	d	Jacor Comm Inc	67	9301		g1 1	AOR	12,500	1.27	10.6	7.9	7.9	8.9	9.4	10.3	9.2	9.0	7.2				
• WGRR	Hamilton	B	103.5	11.0		1037	h	CBS Corporation	61	9709		p g3	Oldies	6,500	1.05	6.7	5.6	6.6	5.9	6.2	5.6	5.9	5.5	5.5				
WNLT	Harrison	A	104.3	1.9	cp	410	g	Baldwin Broadcasting	91				ChrsContemp			0.6	0.5	0.9	0.3	0.6	0.5	0.7	0.6	0.3				
WUBE	Cincinnati	B	105.1	14.5		915	a	Chancellor Media	49	9705		g2	Country	10,400	1.07	10.5	9.9	8.6	9.6	9.9	8.1	8.6	9.9	8.9				
WPFB	Middletown	B	105.9	34.0		590	f	Braden, Ruth & Doug	59		See (54)		Country	n/a		1.1	0.7	0.8	0.7	0.7	1.2	0.8	0.8	0.9				
WNKR	Williamstown	A	106.5	1.4		476		21st Century Media	92	9207		st	Country			0.4	0.3	0.0	0.0	0.0	0.0	0.4	0.5	0.3				
WAQZ	Milford	A	107.1	6.0	cp	315	b	CR Acquisition Inc	69	9402	2,000	e 1	Modern Rock	1,500	0.62	2.6	2.1	2.3	2.0	1.9	2.3	1.8	2.6	2.2				
WIOK	Falmouth	A	107.5	1.4		696		Hammond Bcstg Inc	81	9212	100	+	Gospel			0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
																-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
# FM Stations - 21																# Combos - 15	FM TOTALS		73.2	65.1	63.0	62.3	64.3	61.4	61.5	63.0	61.1	

• Indicates a change since last edition.

METRO RANK: 25



Metro Rank: 25

Revenue Rank: 20

Cincinnati Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 58,500	60,300	62,400	65,400	70,800	83,100	7.3%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	11.7%	\$ 92,800	97,900	103,700	110,500	117,600	6.1%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.61/1,000	\$4.64/1,000	\$5.21/1,000	Local 86%			
Revenue/Capita	\$32.03	\$43.40	\$59.33	National 14%			

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,826.2	1,914.6	0.9%	1,914.6	1,982.3	0.7%
Households	682.4	717.1	1.0%	717.1	752.8	1.0%
Retail Sales	12,698.2	17,912.4	7.1%	17,912.4	22,587.8	4.7%
EBI	25,301.8	29,984.7	3.5%	29,984.7	37,524.8	4.6%

Metro Counties

Brown, OH	39.8
Butler, OH	318.4
Clermont, OH	168.4
Hamilton, OH	863.2
Warren, OH	132.3
Dearborn, IN	44.9
Ohio, IN	5.4
Boone, KY	70.8
Campbell, KY	87.0
Gallatin, KY	6.4
Grant, KY	18.9
Kenton, KY	145.6
Pendleton, KY	13.5

	1,914.6

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	924.4	183.6	83.2	86.5	147.0	150.9	111.6	161.5
Women (000)	990.2	174.5	79.5	88.7	150.9	156.1	119.6	221.1
Total	1,914.6	358.1	162.7	175.2	297.8	307.0	231.2	382.6
Percentage	100.0%	18.7%	8.5%	9.2%	15.6%	16.0%	12.1%	20.0%
Per Capita	\$15,661	Median Household		\$34,403	Avg Household		\$41,814	
Ethnic Population:	White 87.0%	Black 11.4%	Asian 0.9%	Hispanic 0.5%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	9	11	1	11	21	13	34
Tot 12+	9.8	53.2	0.0	58.4	63.0	21.2	84.2
Avg 12+	1.1	4.8	0.0	5.3	3.0	1.6	2.5
Tot LCS	11.6	63.2	0.0	69.4	74.8	25.2	100.0
Avg LCS	1.3	5.7	0.0	6.3	3.6	1.9	2.9

MARKET: Cincinnati

METRO RANK: 25

Competitive Overview

Some stations also rated in Dayton (54).

AM Stations

City of		FCC	Day	Night	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)																
License	Class	Freq	Power (kW)	Power (kW)	C	Owner	Year	Date	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995					
WKRC	Cincinnati	III	550	5.0	1.00	d	Jacor Comm Inc	22	9306	1,600	1	News/Talk	5,500	0.99	6.0	4.5	4.1	5.0	5.2	5.6	4.8	4.5	5.4				
WLW	Cincinnati	I	700	50.0	50.00	d	Jacor Comm Inc	22	9301		g1	1	Nws/Tk/Spts	20,000	1.70	12.7	9.5	9.5	10.3	9.3	9.5	11.0	10.3	12.0			
WNOP	Newport	II	740	1.0	0.03		Vontz, Albert	48	7206		2	Jazz			0.0	0.4	0.6	0.0	0.0	0.0	0.0	0.0	0.0				
WPFB	Middletown	III	910	1.0	0.10	f	Braden, Ruth & Doug	47		See (54)		Nostalgia	n/a		0.7	0.0	0.4	0.0	0.4	0.7	0.5	0.6	0.5				
WTSJ	Cincinnati	II	1050	1.0	0.28		Salem Comm Corp	47	9703		p	g	Chrstrn Talk	450		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WBOB	Florence	II	1160	5.0	1.00	a	Chancellor Media	84	9705		g2	Sports	150	0.54	0.3	0.7	0.5	0.7	0.6	0.5	0.5	0.0	0.0				
WUBE	Cincinnati	IV	1230	1.0	1.00	a	Chancellor Media	27	9705		g2	Oldies	250	1.35	0.2	0.0	0.4	0.5	0.0	0.0	0.0	0.0	0.6				
WCVG	Covington	III	1320	0.5	0.43	e	Plessinger Radio Grp	65				Gospel			0.3	0.5	0.6	0.4	0.4	0.5	0.0	0.4	0.0				
WAZU	Cincinnati	III	1360	5.0	5.00	b	CR Acquisition Inc	23	9401	800	1	Information	500		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WMOH	Hamilton	IV	1450	1.0	1.00		Findlay Publishing	44	8512	1,250		Nws/Tk/Spts	125	1.35	0.1	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.3				
WCIN	Cincinnati	III	1480	0.4	cp 0.05		J4 Broadcasting Co	53	9302	425		R&B Oldies	775	0.70	1.2	0.7	0.9	0.8	0.9	1.0	1.1	0.9	0.9				
WSAI	Cincinnati	I	1530	50.0	50.00	b	CR Acquisition Inc	29	9505	1,000	1	Oldies	3,000	0.63	5.1	3.8	3.9	4.3	4.1	4.2	4.9	4.6	3.6				
WCNW	Fairfield	II	1560	5.0	0.00	g	Baldwin Broadcasting	64	8406			Gospel			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0				
# AM Stations - 13															# Combos - 9		AM TOTALS		26.7	20.1	21.2	22.3	20.9	22.0	22.8	21.6	23.3
Stations Profiled - 34															# Duopolies - 9		Total Local Commercial Share		85.2	84.2	84.6	85.2	83.4	84.3	84.6	84.4	

* Indicates a change since last edition.

Metro Rank: 26

Revenue Rank: 61

Riverside-San Bernardino Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 20,900	20,800	22,500	23,000	24,200	26,700	5.0%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	9.0%	\$ 29,100	30,700	32,500	34,400	36,500	5.8%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$2.22/1,000	\$2.17/1,000	\$2.71/1,000	Local	85%		
Revenue/Capita	\$13.63	\$15.58	\$19.95	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,533.3	1,713.4	2.2%	1,713.4	1,829.9	1.3%
Households	516.9	560.4	1.6%	560.4	591.7	1.1%
Retail Sales	9,422.2	12,327.6	5.5%	12,327.6	13,450.0	1.8%
EBI	20,699.1	20,771.6	0.1%	20,771.6	22,385.7	1.5%

Metro Counties

Riverside, CA	980.1
San Bernardino, CA	733.3

	1,713.4

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	859.3	188.9	76.1	80.7	146.0	135.8	90.5	141.5
Women (000)	854.1	181.0	71.7	71.4	138.1	130.2	89.2	172.6
Total	1,713.4	369.8	147.7	152.0	284.1	266.0	179.7	314.1
Percentage	100.0%	21.6%	8.6%	8.9%	16.6%	15.5%	10.5%	18.3%
Per Capita	\$12,123	Median Household		\$30,713	Avg Household		\$37,066	
Ethnic Population:	White 86.4%	Black 7.7%	Asian 4.8%	Hispanic 30.9%				

Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations	9	4	1	8	14	13	27
Tot 12+	10.0	22.9	0.0	30.9	32.9	3.4	36.3
Avg 12+	1.1	5.7	0.0	3.9	2.4	0.3	1.3
Tot LCS	27.5	63.1	0.0	85.1	90.6	9.4	100.0
Avg LCS	3.1	15.8	0.0	10.6	6.5	0.7	3.7

Competitive Overview

Some stations also rated in Los Angeles (2).

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)									
			Freq	(kW)								Revenue (000)	Power Ratio	Local	Comm Sh	1997	1997	1996	1996	1996	1996	1996	1996	1996	1995
KELT	Riverside	A	92.7	6.0 cp	328	Amaturo Group Ltd	59	9301		nc	AC	950	0.91	3.6	0.8	0.7	0.8	1.3	1.5	1.3	1.2	1.4			
* KXFG	Sun City		92.9	6.0	328	f CBS Corporation	97	9709		p g1	Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KBHR	Big Bear City	A	93.3	1.5	663	Parallel Comm LP	95		150	0.86	AAA			0.6	0.0	0.0	0.0	0.4	0.5	0.0	0.4	0.0			
KREA	Ontario	A	93.5	3.0	-164	Chagal Comm	67	9308	4,200		Korean			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
* KFRG	San Bernardino	B	95.1	49.0	489	f CBS Corporation	74	9709		p g1	Country	9,000	1.18	26.1	10.5	10.0	9.2	9.8	11.3	8.9	9.3	9.5			
KWRP	San Jacinto	A	96.1	0.3	1503	HSC Radio Inc	90		800	0.51	Easy			5.4	3.5	2.6	3.8	2.5	1.8	2.0	2.1	2.1			
KCAL	Redlands	A	96.7	1.8	377	e Anaheim Bcstg Corp	65	8612	4,000		AOR	3,000	1.69	6.1	3.8	2.9	3.4	1.9	2.0	2.4	2.2	2.4			
KSSI	Riverside	B	97.5	72.0	1828	c EXCL Comm Inc	59	9703	See (2)		Spanish	n/a		12.6	2.0	2.4	2.3	3.1	4.9	3.8	5.5	4.6			
KGGI	Riverside	B	99.1	2.6	1844	a Chancellor Media	65	9705		g2	CHR	5,000	1.09	15.8	6.1	6.1	6.4	5.8	6.1	5.5	5.8	6.1			
KOLA	San Bernardino	B	99.9	29.5	1663	e Anaheim Bcstg Corp	59	9610	5,000		Oldies	4,500	1.20	12.9	4.9	4.4	4.1	4.7	5.0	4.9	5.4	3.9			
KATY	Idyllwild	A	101.3	1.9	597	Sadler-Gill, Kay	89				AC			1.3	0.7	0.6	0.4	0.6	0.8	0.3	0.3	0.5			
KXSB	Big Bear Lake	A	101.7	0.3 cp	1490	d KEXT Bcstrs Inc	75	9502	750		Spanish			0.7	0.9	0.7	0.4	0.5	0.4	0.1	0.3	0.3			
KCXX	Lake Arrowhead	A	103.9	0.2	1798	b All Pro Bcstg	78	9209	5,000	c3	Alternative	1,500	1.15	4.5	2.4	1.8	1.6	1.0	1.3	1.9	1.8	1.7			
KXRS	Hemet	A	105.7	0.2	1024	d KEXT Bcstrs Inc	63	9312	550	c2	Spanish	500	1.43	1.2	0.6	0.7	0.3	0.4	0.4	0.5	0.2	0.7			
# FM Stations - 14												# Combos - 9		FM TOTALS		90.8	36.2	32.9	32.7	32.0	36.0	31.6	34.5	33.2	

AM Stations

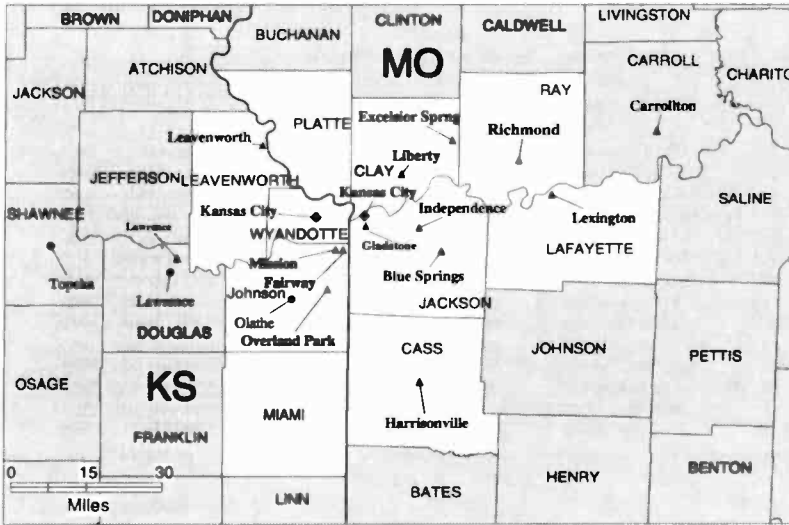
Calls	City of License	FCC Class	Day Power		Night Power		C Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)									
			Freq	(kW)	Freq	(kW)							Revenue (000)	Power Ratio	Local	Comm Sh	1997	1997	1996	1996	1996	1996	1996	1996	1996	1995
KSZZ	San Bernardino	III	590	1.0	1.00	c EXCL Comm Inc	29	9703		g1	Spanish	600	0.98	2.1	0.4	0.3	1.1	0.6	0.6	0.6	1.1	0.8				
KBBV	Big Bear Lake	II	1050	0.5 cp	0.00	Chameleon Radio Corp	64	9603	30		DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
KKLA	San Bernardino	IV	1240	1.0	1.00	Salem Comm Corp	47	8611	1,150		Religion	550	1.72	1.1	0.3	0.3	0.3	0.6	0.9	0.4	0.4	0.0				
KMRZ	San Bernardino	III	1290	5.0	5.00	a Chancellor Media	47	9705		g2	Oldies	200	0.76	0.9	0.0	0.4	0.0	0.5	0.0	0.4	0.5	0.4				
KSDT	Hemet	III	1320	0.5 cp	0.30	d KEXT Bcstrs Inc	59	9312		c2	Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
KCKC	San Bernardino	III	1350	5.0	0.60	b All Pro Bcstg	47	9209		c3	Country	250		0.0	0.4	0.7	0.0	0.5	0.0	0.0	0.0	0.0				
KWRM	Corona	III	1370	5.0	2.50	Major Market Stns	48	6706			Spanish			0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0				
KCAL	Redlands	III	1410	5.0	4.00	c EXCL Comm Inc	54	9703		g1	Spanish	1,300	1.60	2.8	0.8	0.7	0.8	0.8	1.3	0.7	1.1	1.1				
KDIF	Riverside	III	1440	1.0	1.00	Dellar Survivor Trst	41	8810	1,535		Spanish	800	1.10	2.5	0.5	0.4	1.0	0.6	0.9	0.9	1.0	0.9				
KMET	Banning	IV	1490	1.0	1.00	Robeson/Suttles Bctg	48	9511	103		Sports			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
KNSE	Ontario	II	1510	10.0	1.00	Coronado 4 Cnty Bcst	46	8108	1,300		Spanish			0.0	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0				
KHPY	Moreno Valley	II	1530	10.0	0.00	Van Voorhis, D.L.	90	9604	737	1	Variety			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
KPRO	Riverside	II	1570	5.0	0.19	Sherban, Olive	57	9205		nc	Inspiration			0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0				
# AM Stations - 13												# Combos - 5		AM TOTALS		9.4	2.8	3.4	3.5	3.6	3.7	3.0	4.1	3.2		
Stations Profiled - 27												# Duopolies - 4		Total Local Commercial Share		39.0	36.3	36.2	35.6	39.7	34.6	38.6	36.4			

* Indicates a change since last edition.

Metro Rank: 27

Revenue Rank: 30

Kansas City Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 44,500	42,500	44,000	47,600	53,300	59,400	5.9%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	11.4%	\$ 66,200	69,800	73,800	78,400	83,300	5.9%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.56/1,000	\$3.47/1,000	\$3.90/1,000	Local	86%		
Revenue/Capita	\$28.08	\$35.93	\$48.14	National	14%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,584.7	1,653.2	0.8%	1,653.2	1,730.4	0.9%
Households	609.4	635.3	0.8%	635.3	672.7	1.2%
Retail Sales	12,486.5	17,110.0	6.5%	17,110.0	21,377.6	4.6%
EBI	24,362.3	26,991.2	2.1%	26,991.2	33,431.6	4.4%

Metro Counties

Johnson, KS	405.4
Leavenworth, KS	71.7
Miami, KS	25.3
Wyandotte, KS	151.7
Cass, MO	74.7
Clay, MO	167.0
Jackson, MO	636.0
Lafayette, MO	32.5
Platte, MO	67.0
Ray, MO	21.9

1,653.2

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	802.7	155.9	69.7	64.6	133.8	138.8	102.3	137.7
Women (000)	850.5	148.7	67.2	66.3	135.0	142.9	105.9	184.5
Total	1,653.2	304.6	136.9	130.9	268.8	281.6	208.3	322.2
Percentage	100.0%	18.4%	8.3%	7.9%	16.3%	17.0%	12.6%	19.5%
Per Capita	\$16,327	Median Household		\$35,804	Avg Household		\$42,486	
Ethnic Population:	White 84.9%	Black 13.1%	Asian 1.4%	Hispanic 3.2%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1		17	13	18	18	36
Tot 12+	0.0		69.3	66.6	69.3	22.0	91.3
Avg 12+	0.0		4.1	5.1	3.9	1.2	2.5
Tot LCS	0.0		75.9	72.9	75.9	24.1	100.0
Avg LCS	0.0		4.5	5.6	4.2	1.3	2.8

MARKET: Kansas City

METRO RANK: 27

Competitive Overview

FM Stations

										Arbitron 12+ Metro Shares (see rights)													
City of		FCC	Power		Year		Date		Sales		1996		Avg '96										
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
										(000)	(000)	Ratio	Comm Sh	1997	1996	1996	1996	1996	1996	1995	1995		
KCCV	Olathe	C3	92.3	8.3	564	e	Bott Radio Network	93	9205	538	cp	Christian	0.9	0.5	0.3	0.4	0.7	0.9	0.7	0.9	0.9		
KAYX	Richmond	A	92.5	2.4	535	b	Bott Radio Network	91	9405	225	c2	Christian	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• KMXV	Kansas City	C	93.3	100.0	1066	d	CBS Corporation	58	9709		p g3	CHR	3,700	1.07	5.2	8.2	8.3	6.5	5.2	5.3	5.1	4.6	4.0
• KFKF	Kansas City	C	94.1	100.0	994	d	CBS Corporation	63	9709		p g3	Country	6,700	1.31	7.7	6.1	7.0	7.3	7.6	5.9	7.7	7.5	7.2
KCMO	Kansas City	C	94.9	100.0	1056	a	Entercom	48	9703		sw	Oldies	3,200	0.91	5.3	6.5	6.3	5.7	5.0	5.4	4.5	4.9	4.8
• KCHZ	Ottawa	C1	95.7	96.0	984		Radio 2000 Inc	62	9503		na	Modern Rock			0.0	0.8	0.8	0.0	0.0	0.0	0.0	0.0	0.0
KXTR	Kansas City	C	96.5	99.0	984	f	Sinclair Comm Inc	59	9707		p g4	Classical	1,700	0.76	3.4	3.0	2.6	3.3	2.9	3.4	3.1	3.3	2.6
KUDL	Kansas City	C	98.1	100.0	994	a	Entercom	59	9707		p sw	Lite AC	3,800	1.30	4.4	4.5	3.3	3.6	3.8	4.8	3.5	4.0	3.8
KQRC	Leavenworth	C	98.9	100.0	1056	f	Sinclair Comm Inc	62	9707		p g4	AOR	3,700	0.89	6.3	5.1	5.3	6.2	6.6	6.1	6.2	5.6	5.2
• KLTH	Kansas City	C	99.7	100.0	1011	a	Entercom	62	9703		sw	AOR	2,900	0.91	4.8	3.7	4.2	4.2	4.3	3.1	5.0	5.6	4.0
KMZU	Carrollton	C1	100.7	99.0	991	g	KANZA Inc	62				Country			0.4	0.2	0.4	0.3	0.1	0.3	0.3	0.3	0.4
KCFX	Harrisonville	C1	101.1	97.0	994	f	Sinclair Comm Inc	74	9707		p g4	70s Oldies	9,400	1.87	7.6	6.3	6.1	5.4	7.2	7.0	7.1	6.2	7.5
• KYYS	Kansas City	C	102.1	100.0	1001	d	CBS Corporation	61	9709		p g3	Modern AC	3,800	1.15	5.0	3.0	3.4	3.9	4.2	4.5	4.5	4.8	4.5
KPRS	Kansas City	C	103.3	100.0	994	c	Carter, Mildred	63				Urban	4,000	0.73	8.3	8.6	8.0	7.9	8.4	7.1	7.9	7.9	7.6
• KBEQ	Kansas City	C	104.3	99.0	988	d	CBS Corporation	60	9709		p g3	Country	5,200	1.19	6.6	6.0	6.2	6.4	5.5	5.3	6.3	5.9	6.9
KLZR	Lawrence	C1	105.9	100.0	774	i	Lawrence Bcstrs	63				Modern Rock	500	0.94	0.8	1.0	1.0	0.7	0.9	0.9	0.7	0.8	0.6
KCIY	Liberty	C1	106.5	100.0	981	f	Sinclair Comm Inc	79	9707		p g4	NAC	2,600	0.79	5.0	4.5	3.8	4.6	4.3	5.6	3.3	4.1	5.2
KCCX	Lexington	C	107.3	94.0	1184		Syndicated Comm	69	9606	2,420		Alternative	1,600	0.90	2.7	1.6	2.1	2.3	2.3	2.1	2.6	2.5	2.6
# FM Stations - 18													# Combos - 16										
													FM TOTALS										
													74.4 69.6 69.3 68.6 68.7 67.5 68.7 68.7 67.8										

• Indicates a change since last edition.



Metro Rank: 27
Revenue Rank: 30

Kansas City Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 44,500	42,500	44,000	47,600	53,300	59,400	5.9%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	11.4%	\$ 66,200	69,800	73,800	78,400	83,300	5.9%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.56/1,000	\$3.47/1,000	\$3.90/1,000	Local	86%		
Revenue/Capita	\$28.08	\$35.93	\$48.14	National	14%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,584.7	1,653.2	0.8%	1,653.2	1,730.4	0.9%
Households	609.4	635.3	0.8%	635.3	672.7	1.2%
Retail Sales	12,486.5	17,110.0	6.5%	17,110.0	21,377.6	4.6%
EBI	24,362.3	26,991.2	2.1%	26,991.2	33,431.6	4.4%

Metro Counties

Johnson, KS	405.4
Leavenworth, KS	71.7
Miami, KS	25.3
Wyandotte, KS	151.7
Cass, MO	74.7
Clay, MO	167.0
Jackson, MO	636.0
Lafayette, MO	32.5
Platte, MO	67.0
Ray, MO	21.9

1,653.2

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	802.7	155.9	69.7	64.6	133.8	138.8	102.3	137.7
Women (000)	850.5	148.7	67.2	66.3	135.0	142.9	105.9	184.5
Total	1,653.2	304.6	136.9	130.9	268.8	281.6	208.3	322.2
Percentage	100.0%	18.4%	8.3%	7.9%	16.3%	17.0%	12.6%	19.5%
Per Capita	\$16,327	Median Household		\$35,804	Avg Household		\$42,486	
Ethnic Population:	White 84.9%	Black 13.1%	Asian 1.4%	Hispanic 3.2%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1		17	13	18	18	36
Tot 12+	0.0		69.3	66.6	69.3	22.0	91.3
Avg 12+	0.0		4.1	5.1	3.9	1.2	2.5
Tot LCS	0.0		75.9	72.9	75.9	24.1	100.0
Avg LCS	0.0		4.5	5.6	4.2	1.3	2.8

MARKET: Kansas City

METRO RANK: 27

Competitive Overview

AM Stations

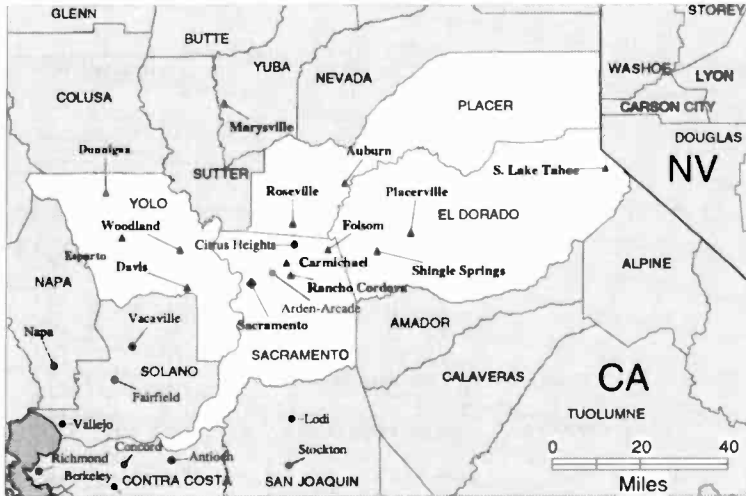
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq	Sales Price (000)	1996 Revenue (000)	1996 Power Ratio	Arbitron 12+ Metro Shares (see rights)									
				Power (kW)	Power (kW)								Local	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995	
WDAF	Kansas City	111	610	5.0	5.00	a	Entercom	22	9707	p sw	Country	5,200	0.91	8.6	6.5	6.6	7.5	7.3	6.9	8.4	7.8	8.4
WHB	Kansas City	11	710	10.0	5.00	g	KANZA Inc	22	9309		Country	400	1.01	0.6	0.6	0.0	0.4	0.4	0.6	0.6	0.5	0.6
KCCV	Overland Park	11	760	6.0	0.00	e	Bott Radio Network	47			Christian			0.7	0.7	0.4	0.6	0.5	0.6	0.6	0.4	0.8
KCMO	Kansas City	11	810	50.0	5.00	a	Entercom	36	9703	sw	Talk	1,750	0.61	4.3	3.4	4.3	3.8	4.3	4.2	3.8	4.1	3.6
KGGN	Gladstone	11	890	1.0	0.00		Mortenson Bcstg Co	96	9701		Gospel			0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
KMBZ	Kansas City	111	980	5.0	5.00	a	Entercom	21	9703	sw	Nws/Tk/Spts	4,150	1.03	6.1	6.1	5.8	5.5	5.2	6.4	5.2	4.9	6.0
* KOWW	Blue Springs	11	1030	1.0	0.50	d	CBS Corporation	84	9709	p g3	Country	200	0.60	0.5	0.0	0.5	0.0	0.0	0.5	0.8	0.0	0.5
KEXS	Excelsior Sprng	11	1090	1.0	0.00		Campbell, Brad L.	68	9704		Gospel/Insp			0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KCXL	Liberty	11	1140	0.5	0.00		Alpine Bcstg	67	9403		Talk/Oldies	15		0.0	0.0	0.3	0.4	0.0	0.0	0.0	0.0	0.0
KPHN	Kansas City	11	1190	5.0	0.25	h	KCBR-AM LP	71	9611		Adlt Stndrd	800	0.60	2.0	0.8	0.7	1.7	1.8	1.9	1.8	1.9	1.8
* KLWN	Lawrence	111	1320	0.5	cp 0.25	i	Lawrence Bcstrs	51			AC			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KFEZ	Kansas City	1V	1340	1.0	1.00		Innovative Bcstg	25	9705	110p	News/Talk	400	1.01	0.6	1.5	1.2	0.6	0.7	0.5	0.4	0.5	0.7
KCNW	Fairway	111	1380	2.5	0.03		Global Bcstg Co	53	9706	p g	ChrsContemp			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
XKLO	Leavenworth	111	1410	5.0	0.50		Chara Comm Inc	46	9206		Chrstn Talk	450		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KCAZ	Mission	111	1480	1.0	0.50	f	Sinclair Comm Inc	57	9707	p g4	Children			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KCTE	Independence	11	1510	10.0	0.00		Metropolitan Radio	89	9603		Sports	500	0.94	0.8	1.0	0.8	0.6	1.2	0.7	0.5	0.8	0.8
KLEX	Lexington	11	1570	0.3	0.05	b	Bott Radio Network	56	9405	c2	DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KPRT	Kansas City	111	1590	1.0	0.05	c	Carter, Mildred	50			Gospel	450	0.40	1.7	1.2	1.4	2.0	1.6	1.2	1.7	2.1	1.3
				# AM Stations = 18		# Combos = 11						AM TOTALS		25.9	22.1	22.0	23.5	23.0	23.5	23.8	23.0	24.5
				Stations Profiled = 36		# Duopolies = 9						Total Local Commercial Share		91.7	91.3	92.1	91.7	91.0	92.5	91.7	92.3	

* Indicates a change since last edition.

Metro Rank: 28

Revenue Rank: 25

Sacramento, CA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 58,300	59,000	58,100	63,300	68,100	70,200	3.8%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	7.7%	\$ 75,600	79,000	83,300	87,500	92,300	5.1%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$5.08/1,000	\$4.93/1,000	\$5.61/1,000	Local	72%		
Revenue/Capita	\$38.27	\$42.26	\$54.00	National	28%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,523.3	1,661.2	1.7%	1,661.2	1,709.2	0.6%
Households	572.8	616.7	1.5%	616.7	634.0	0.6%
Retail Sales	11,481.8	14,236.5	4.4%	14,236.5	16,464.9	3.0%
EBI	24,040.0	24,728.9	0.6%	24,728.9	28,364.8	2.8%

Metro Counties

El Dorado, CA	151.6
Placer, CA	209.3
Sacramento, CA	1,148.5
Yolo, CA	151.8

	1,661.2

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	819.1	159.5	66.6	75.2	137.9	144.3	98.2	137.4
Women (000)	842.1	152.6	63.5	74.3	135.8	146.1	101.6	168.1
Total	1,661.2	312.2	130.1	149.5	273.7	290.4	199.8	305.5
Percentage	100.0%	18.8%	7.8%	9.0%	16.5%	17.5%	12.0%	18.4%
Per Capita	\$14,886	Median Household		\$33,347	Avg Household		\$40,099	
Ethnic Population:	White 81.6%	Black 7.7%	Asian 9.3%	Hispanic 13.0%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	5	15		11	20	15	35
Tot 12+	2.5	56.8		53.4	59.3	20.4	79.7
Avg 12+	0.5	3.8		4.9	3.0	1.4	2.3
Tot LCS	3.1	71.3		67.0	74.4	25.6	100.0
Avg LCS	0.6	4.8		6.1	3.7	1.7	2.9

Competitive Overview

Some stations also rated in Stockton (85) and Chico (186).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
License	Class	Freq	(kW)							Std	Acq	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm	Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996
KZSA	Placerville	A	92.1	1.4	472	Z	Spanish Radio Ntwk	82	9305	400	1	Spanish	300	0.57	0.7	0.9	0.4	0.8	1.0	0.5	0.4	1.0	0.4
KGBY	Sacramento	B	92.5	39.0	449	c	Chancellor Media	46	9705		g6	AC	7,400	1.44	6.8	4.6	3.8	4.2	5.3	5.0	5.1	5.8	5.9
KRXQ	Roseville	B1	93.7	25.0	325	b	Entercom	70	9706	45,000	d1	AOR	5,500	1.28	5.7	4.5	4.8	4.1	5.6	4.7	5.8	4.8	3.0
KRLT	S. Lake Tahoe	A	93.9	6.0	-190	e	Regent Comm	76	9706		p g3	AC	650	1.23	0.7	0.4	0.4	0.5	0.7	0.6	0.5	0.4	0.8
KBYA	Fair Oaks	B1	94.7	25.0	cp 325	e	Entercom	70	9707	15,900p		DARK	500		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
* KVMX	Sacramento	B	96.1	50.0	476	d	CBS Corporation	47	9709		p g1	AC	3,300	0.78	5.6	4.0	5.0	4.6	4.5	4.8	4.3	4.3	4.7
KSEG	Sacramento	B	96.9	50.0	499	b	Entercom	59	9706		d1	Clsc Rock	5,300	1.52	4.6	3.4	3.0	4.2	3.3	3.3	4.0	3.6	4.0
KZAC	Esparto	A	97.9	6.0	328		Pacific Spanish Ntwk	95				Spanish			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
* KRAK	Sacramento	B	98.5	50.0	495	d	CBS Corporation	59	9709		p g1	Country	4,600	1.64	3.7	4.0	4.5	3.4	3.2	3.2	3.2	2.5	3.0
KSXX	Marysville	B	99.9	1.8	2182	a	EXCL Comm Inc	47	9703		g2	Spanish	900	0.85	1.4	0.5	0.6	1.0	1.0	0.7	1.4	0.9	1.5
* KZZO	Sacramento	B	100.5	115.0	328	d	CBS Corporation	58	9709		p g1	Alternative	3,200	0.98	4.3	7.1	8.2	7.1	4.7	3.4	2.6	4.1	3.7
KHYL	Auburn	B	101.1	36.0	577	c	Chancellor Media	61	9705		g6	Oldies	5,400	1.12	6.4	4.5	4.1	4.6	3.8	5.2	5.5	5.1	4.9
KSSJ	Shingle Springs	B	101.9	47.2	cp 505	a	EXCL Comm Inc	89	9704		p sw	NAC	1,900	0.76	3.3	3.0	2.8	2.6	2.8	2.6	2.7	2.7	2.7
* KSFM	Woodland	B	102.5	50.0	499	d	CBS Corporation	61	9709		p g1	CHR/Urban	6,600	0.82	10.7	7.5	8.0	8.9	7.9	9.4	8.4	8.5	8.2
* KBMB	Sacramento	A	103.5	3.0	295		Nelson, Paula	96			1	Spanish			0.0	0.2	0.1	0.5	0.0	0.0	0.0	0.0	0.0
KQBR	Davis	A	104.3	3.0	463		Progressive Media Gp	79	9402	2,500		NAC	1,000	0.83	1.6	1.4	1.6	1.7	1.4	0.8	1.1	1.7	1.6
* KNCI	Sacramento	B	105.1	50.0	499	d	CBS Corporation	60	9709		p g1	Country	5,000	0.87	7.6	6.3	5.2	4.5	5.4	6.5	5.9	6.0	6.1
KLNA	Dunnigan	B1	105.5	2.6	cp 1011		Pacific Spanish Ntwk	83				Spanish			0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
KWOD	Sacramento	B	106.5	50.0	411		Royce Intl Bcstg Co	57				Modern Rock	2,500	0.66	5.0	3.3	3.8	4.3	3.1	3.5	3.8	4.4	4.4
KXOA	Sacramento	B	107.9	50.0	404	b	Entercom	45	9706	27,500		70s Oldies	5,200	1.27	5.4	4.5	3.0	3.5	3.7	4.3	5.2	3.6	4.2
# FM Stations -		20	# Combos -		13	FM TOTALS						73.5	60.1	59.3	60.9	57.4	58.5	59.9	59.4	59.1			

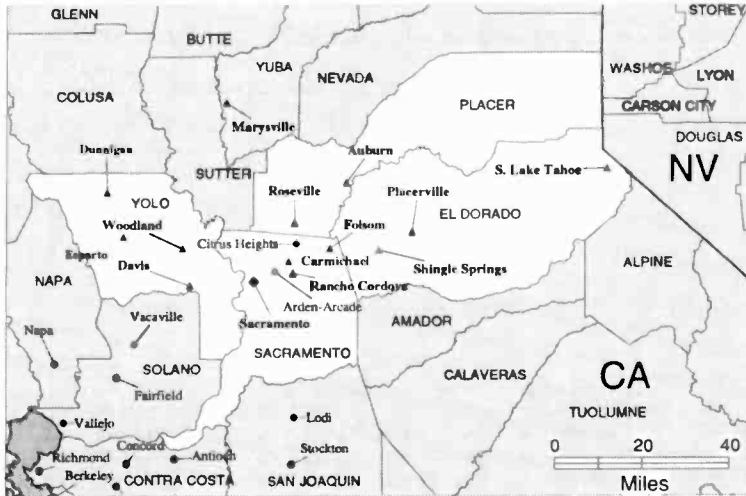
* Indicates a change since last edition.



Metro Rank: 28

Revenue Rank: 25

Sacramento, CA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 58,300	59,000	58,100	63,300	68,100	70,200	3.8%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	7.7%	\$ 75,600	79,000	83,300	87,500	92,300	5.1%

	1990	1995	2000	Est. Breakout
Revenue/Retail Sales	\$5.08/1,000	\$4.93/1,000	\$5.61/1,000	Local 72%
Revenue/Capita	\$38.27	\$42.26	\$54.00	National 28%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,523.3	1,661.2	1.7%	1,661.2	1,709.2	0.6%
Households	572.8	616.7	1.5%	616.7	634.0	0.6%
Retail Sales	11,481.8	14,236.5	4.4%	14,236.5	16,464.9	3.0%
EBI	24,040.0	24,728.9	0.6%	24,728.9	28,364.8	2.8%

Metro Counties

El Dorado, CA	151.6
Placer, CA	209.3
Sacramento, CA	1,148.5
Yolo, CA	151.8

	1,661.2

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	819.1	159.5	66.6	75.2	137.9	144.3	98.2	137.4
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Total	1,661.2	312.2	130.1	149.5	273.7	290.4	199.8	305.5
Percentage	100.0%	18.8%	7.8%	9.0%	16.5%	17.5%	12.0%	18.4%
Per Capita	\$14,886	Median Household		\$33,347	Avg Household		\$40,099	
Ethnic Population:	White 81.6%	Black 7.7%	Asian 9.3%	Hispanic 13.0%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	5	15		11	20	15	35
Tot 12+	2.5	56.8		53.4	59.3	20.4	79.7
Avg 12+	0.5	3.8		4.9	3.0	1.4	2.3
Tot LCS	3.1	71.3		67.0	74.4	25.6	100.0
Avg LCS	0.6	4.8		6.1	3.7	1.7	2.9

Competitive Overview

Some stations also rated in Stockton (85) and Chico (186).

AM Stations

City of		FCC	Day	Night	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)								
City	License	Class	Freq	Power (kW)	Power (kW)	Year	Date	Price (000)	Revenue (000)	Power Ratio	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
Calls					C	Owner	Std	Acq			Comm Sh	1997	1997	1996	1996	1996	1996	1995	1995
KTHO	S. Lake Tahoe	III	590	2.5	0.50	KIDD Communications	63	9507	425		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KSTE	Rancho Cordova	II	650	25.0	cp10.00	c Chancellor Media	91	9705		0.66	4.4	2.9	2.9	2.5	3.0	3.7	3.5	3.2	3.9
KFIA	Carmichael	II	710	25.0	1.00	f Salem Comm Corp	79	9502	4,100	0.76	0.7	0.5	0.5	0.5	1.0	0.5	0.7	0.5	0.5
KAHI	Auburn	III	950	5.0	4.40	Brock Family Trust	57	9404	250		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
K10Q	Folsom	II	1030	50.0	cp 1.00	Royce Intl Bcstg Co	85	9310	28		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KRCX	Roseville	II	1110	5.0	0.50	a EXCL Comm Inc	68	9703			0.6	0.1	0.0	0.0	0.3	0.4	0.6	0.4	0.6
* KHTK	Sacramento	II	1140	50.0	50.00	d CBS Corporation	26	9709			2.6	2.5	2.4	2.6	2.6	1.4	1.9	2.8	2.2
* KSQR	Sacramento	IV	1240	1.0	1.00	Z Spanish Radio Ntwk	37	9709			0.1	0.0	0.0	0.0	0.3	0.3	0.0	0.0	0.0
KCTC	Sacramento	III	1320	5.0	5.00	b Entercom	45	9707			4.5	3.6	3.4	3.2	4.1	4.3	4.0	2.8	3.5
KTKZ	Sacramento	III	1380	5.0	5.00	f Salem Comm Corp	52	9704	1,500	0.44	0.6	0.0	0.0	0.0	0.6	0.8	0.4	0.6	0.0
KMYC	Marysville	III	1410	5.0	1.00	a EXCL Comm Inc	40	9703			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KJAY	Sacramento	III	1430	0.5	0.00	KJAY LLC	63	9709			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
* KOPT	Sacramento	III	1470	5.0	1.00	d CBS Corporation	45	9709			0.8	0.7	0.7	1.0	0.8	0.8	0.8	0.6	0.5
KOWL	S. Lake Tahoe	IV	1490	1.0	1.00	e Regent Comm	56	9706			0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KFBK	Sacramento	I	1530	50.0	50.00	c Chancellor Media	22	9705		1.18	11.9	9.8	10.5	10.6	11.1	9.5	8.5	10.4	9.9
# AM Stations - 15						# Combos - 10						AM TOTALS							
Stations Profiled - 35						# Duopolies - 12						Total Local Commercial Share							
											26.3	20.5	20.4	20.4	23.8	21.7	20.4	21.7	21.1
											80.6	79.7	81.3	81.2	80.2	80.3	81.1	80.2	

* Indicates a change since last edition.

Metro Rank: 29

Revenue Rank: 31

Milwaukee – Racine Market Overview



Metro Counties

Milwaukee, WI	928.5
Ozaukee, WI	79.8
Racine, WI	183.7
Washington, WI	110.3
Waukesha, WI	338.7

	1,641.0

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 44,100	46,700	49,000	53,000	58,900	62,900	7.4%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	2.5%	\$ 64,500	67,000	70,700	74,300	78,300	5.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.51/1,000	\$3.99/1,000	\$3.98/1,000	Local	85%		
Revenue/Capita	\$27.35	\$38.33	\$47.30	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,612.4	1,641.0	0.4%	1,641.0	1,655.3	0.2%
Households	603.3	613.9	0.3%	613.9	625.6	0.4%
Retail Sales	12,560.7	15,777.0	4.7%	15,777.0	19,691.6	4.5%
EBI	25,072.8	25,857.9	0.6%	25,857.9	31,937.3	4.3%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	794.2	154.6	70.3	69.9	126.4	130.9	96.2	145.9
Women (000)	846.8	147.5	67.3	71.0	129.4	135.8	101.7	194.0
Total	1,641.0	302.1	137.6	140.9	255.8	266.7	198.0	339.9
Percentage	100.0%	18.4%	8.4%	8.6%	15.6%	16.3%	12.1%	20.7%
Per Capita	\$15,757	Median Household		\$36,036	Avg Household		\$42,121	
Ethnic Population:	White 83.0%	Black 14.5%	Asian 1.5%	Hispanic 4.3%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	6	12		12	18	16	34
Tot 12+	7.0	55.8		57.5	62.8	25.1	87.9
Avg 12+	1.2	4.7		4.8	3.5	1.6	2.6
Tot LCS	8.0	63.5		65.4	71.4	28.6	100.0
Avg LCS	1.3	5.3		5.5	4.0	1.8	2.9

Competitive Overview

FM Stations

City of		FCC	Power			Sales		1996		Avg '96	Arbitron 12+ Metro Shares (see rights)														
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Year	Date	Price	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall				
								Std	Acq	(000)	LMA	Format	(000)	Ratio	Comm	Sh	1997	1997	1996	1996	1996	1995	1995		
WEZY	Racine	A	92.1	2.7	492	c	Bliss Communications	62	9708	5,000	c3	Easy	900	1.00	1.4		1.1	1.9	1.6	1.5	1.3	1.2	1.3	1.0	
WBWI	West Bend	B	92.5	17.3	518	c	Bliss Communications	58				Country			1.0		0.6	0.6	0.6	0.6	1.0	0.9	0.7	1.0	
WJZI	Milwaukee	B	93.3	12.5	991	a	Milwaukee Radio LLC	58	9707		p st	NAC	1,300	0.92	2.2		3.4	2.7	2.7	2.7	3.1	2.0	1.5	1.3	
WKTI	Milwaukee	B	94.5	15.5	909	b	Journal Bcst Group	59				Hot AC	8,100	1.67	7.5		5.6	6.0	5.6	5.5	6.4	6.5	7.2	6.2	
WZTR	Milwaukee	B	95.7	34.0	610	g	Clear Channel Comm	61	9710	14,500		Oldies	2,500	0.81	4.8		3.8	4.7	4.0	4.1	4.1	4.0	4.6	4.2	
WKLH	Milwaukee	B	96.5	20.0	810	d	Saga Comm LP	58	8607	4,000	e	Clsc Rock	7,300	1.45	7.8		7.1	6.9	6.8	6.7	7.6	6.9	6.4	6.5	
WLTQ	Milwaukee	B	97.3	15.5	912	h	Capstar Bcstg Ptrs	61	9708		p g2	Lite AC	2,500	1.14	3.4		3.5	4.1	3.9	3.1	2.8	3.4	3.1	2.8	
WFMR	Menomonee Falls	A	98.3	6.0	292	d	Saga Comm LP	66	9705	5,000	d5	Classical	1,200	0.72	2.6		2.0	2.3	1.8	1.9	1.9	2.1	2.4	2.7	
WMYX	Milwaukee	B	99.1	50.0	449	f	Sinclair Comm Inc	62	9707		p g1	AC	2,800	0.89	4.9		3.8	5.2	5.4	5.4	4.4	4.3	4.5	4.1	
WGLB	Port Washington	A	100.1	6.0	318	i	Kinlow, Joel J	69	9508	312	c6	70s Oldies			0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WKKV	Racine	B	100.7	50.0	499	g	Clear Channel Comm	48	9607		g	CHR/Rhythmc	2,200	0.45	7.5		6.8	6.1	7.4	7.4	6.0	6.1	7.5	6.7	
WLUM	Milwaukee	B	102.1	20.0	761	a	Milwaukee Radio LLC	60	9707		p st	Modern Rock	1,700	0.59	4.5		3.3	3.2	3.8	3.7	4.0	4.0	4.0	3.9	
WLZR	Milwaukee	B	102.9	50.0	436	d	Saga Comm LP	60	9403	7,000	c2	AOR	4,400	1.00	6.8		5.9	7.0	6.9	6.8	6.0	6.6	5.4	5.9	
WAMG	Wauwatosa	B	103.7	19.5	840	f	Sinclair Comm Inc	61	9707		p g1	Lite AC	2,100	1.16	2.8		2.5	1.6	2.2	2.4	2.0	2.7	2.5	2.7	
WEXT	Sturtevant	A	104.7	3.0	328		Pride Comm LLC	93	9104	70	cp	AC			0.2		0.8	0.3	0.0	0.5	0.4	0.0	0.3	0.0	
WTKM	Hartford	A	104.9	5.8	299	e	Lopas, Scott A.	73	9003	750	c1	Polka	400	0.48	1.3		0.6	0.8	1.0	0.9	0.6	0.7	1.0	2.1	
WMIL	Waukesha	B	106.1	13.0	974	g	Clear Channel Comm	62	9702	40,000	c4	Country	8,800	1.38	9.9		8.2	7.7	7.6	8.0	9.0	9.8	8.4	7.7	
• WXPT	Brookfield	A	106.9	6.0	328	d	Saga Comm LP	95	9705		d5	Modern AC			1.4		4.3	1.7	1.2	0.8	0.5	1.5	1.5	1.4	
# FM Stations - 18													# Combos - 17												
													FM TOTALS												
													70.0 63.3 62.8 62.5 62.0 61.1 62.7 62.3 60.2												

* Indicates a change since last edition.



Metro Rank: 29

Revenue Rank: 31

Milwaukee - Racine Market Overview



Metro Counties

Milwaukee, WI	928.5
Ozaukee, WI	79.8
Racine, WI	183.7
Washington, WI	110.3
Waukesha, WI	338.7

	1,641.0

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 44,100	46,700	49,000	53,000	58,900	62,900	7.4%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	2.5%	\$ 64,500	67,000	70,700	74,300	78,300	5.0%

	1990	1995	2000	Est. Breakout
Revenue/Retail Sales	\$3.51/1,000	\$3.99/1,000	\$3.98/1,000	Local 85%
Revenue/Capita	\$27.35	\$38.33	\$47.30	National 15%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,612.4	1,641.0	0.4%	1,641.0	1,655.3	0.2%
Households	603.3	613.9	0.3%	613.9	625.6	0.4%
Retail Sales	12,560.7	15,777.0	4.7%	15,777.0	19,691.6	4.5%
EBI	25,072.8	25,857.9	0.6%	25,857.9	31,937.3	4.3%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	794.2	154.6	70.3	69.9	126.4	130.9	96.2	145.9
Women (000)	846.8	147.5	67.3	71.0	129.4	135.8	101.7	194.0
Total	1,641.0	302.1	137.6	140.9	255.8	266.7	198.0	339.9
Percentage	100.0%	18.4%	8.4%	8.6%	15.6%	16.3%	12.1%	20.7%
Per Capita	\$15,757	Median Household		\$36,036	Avg Household		\$42,121	
Ethnic Population:	White 83.0%	Black 14.5%	Asian 1.5%	Hispanic 4.3%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	6	12		12	18	16	34
Tot 12+	7.0	55.8		57.5	62.8	25.1	87.9
Avg 12+	1.2	4.7		4.8	3.5	1.6	2.6
Tot LCS	8.0	63.5		65.4	71.4	28.6	100.0
Avg LCS	1.3	5.3		5.5	4.0	1.8	2.9

Competitive Overview

AM Stations

City of		FCC	Day	Night			Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)									
License	Class	Freq	Power (kW)	Power (kW)	C	Owner	Year	Date	Price (000)	Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995		
WZER Jackson	II	540	0.4	0.40		Global Bcstg Co	64	9706				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WTMJ Milwaukee	III	620	50.0	10.00	b	Journal Bcst Group	27			10,800	1.51	11.1	10.4	8.9	9.3	10.5	10.5	9.4	9.2	9.9		
WNOV Milwaukee	II	860	0.3	0.01		Courier Comm	46	7301		650	0.46	2.2	1.3	1.4	1.5	2.1	2.0	2.5	1.7	1.7		
WOKY Milwaukee	III	920	5.0	1.00	g	Clear Channel Comm	47	9702	c4	Adlt Stndrd	2,200	0.52	6.5	5.7	5.6	5.7	6.1	5.9	4.5	6.6		
WISN Milwaukee	II	1130	50.0	10.00	h	Capstar Bcstg Ptrs	22	9708	p g2	Talk	2,800	0.82	5.3	4.2	5.0	5.7	5.3	5.0	4.6	4.8		
WEMP Milwaukee	III	1250	5.0	5.00	f	Sinclair Comm Inc	35	9707	p g1	Oldies			0.7	0.6	0.4	0.5	0.8	0.5	0.7	0.6		
WMCS Greenfield	III	1290	5.0	5.00	a	Milwaukee Radio LLC	47	9707	p st	Black AC	650	0.42	2.4	1.7	1.9	1.8	1.9	1.6	1.3	2.8		
WJYI Milwaukee	IV	1340	1.0	1.00	d	Saga Comm LP	55	9403	c2	AOR			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WKSH Sussex	III	1370	0.5	0.50		L&L Pewaukee Venture	79	8905	d	Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WRJN Racine	IV	1400	1.0	1.00	c	Bliss Communications	26	9705	c3	Nws/Tk/Spts	850	1.88	0.7	0.3	0.8	0.6	0.5	0.8	0.4	0.6		
WBJX Racine	III	1460	0.5	0.06		WBJX Inc	50	9601	275	Spanish			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WBKV West Bend	III	1470	2.5	2.50	c	Bliss Communications	50	7010		Nws/Tk/Spts			0.2	0.0	0.0	0.0	0.0	0.3	0.3	0.0		
WAUK Waukesha	II	1510	10.0	0.00	j	WALT-WEST WI Inc	47	8611		Sports	300	0.47	1.0	0.6	0.5	0.7	0.9	0.8	0.7	1.3		
WTKM Hartford	II	1540	0.5	0.00	e	Lopas, Scott A.	51	9003	c1	Polka			0.1	0.1	0.1	0.0	0.1	0.0	0.2	0.1		
WAUX Lake Geneva	II	1550	1.0	0.00	j	WALT-WEST WI Inc	64			Sports			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WGLB Port Washington	II	1560	0.3	0.00	i	Kintlow, Joel J	63	9508	c6	Gospel			0.0	0.4	0.5	0.0	0.0	0.0	0.0	0.0		
# AM Stations - 16												# Combos - 12		AM TOTALS								
Stations Profiled - 34												# Duopolies - 9		Total Local Commercial Share								
														30.2	25.3	25.1	25.6	27.5	27.6	25.8	25.5	27.5
														88.6 87.9 88.1 89.5 88.7 88.5 87.8 87.7								

* Indicates a change since last edition.



Metro Rank: 30

Revenue Rank: 43

San Jose Market Overview



Metro Counties

Santa Clara, CA	1,601.6

	1,601.6

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 29,100	27,000	30,000	33,000	37,700	39,500	6.3%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.3%	\$ 42,000	44,100	46,500	48,900	51,600	5.3%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$2.33/1,000	\$2.58/1,000	\$2.94/1,000	Local	82%		
Revenue/Capita	\$19.23	\$24.66	\$31.08	National	18%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,512.9	1,601.6	1.1%	1,601.6	1,660.1	0.7%
Households	525.7	540.5	0.6%	540.5	551.8	0.4%
Retail Sales	12,499.4	15,301.6	4.1%	15,301.6	17,580.1	2.8%
EBI	29,611.4	30,823.4	0.8%	30,823.4	35,923.9	3.1%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	812.7	139.7	61.2	85.5	163.5	142.9	105.5	114.4
Women (000)	788.9	133.3	58.1	74.0	138.8	136.9	106.0	141.8
Total	1,601.6	273.0	119.2	159.5	302.3	279.8	211.5	256.2
Percentage	100.0%	17.0%	7.4%	10.0%	18.9%	17.5%	13.2%	16.0%
Per Capita	\$19,245	Median Household		\$49,298	Avg Household		\$57,028	
Ethnic Population:	White 73.9%	Black 4.2%	Asian 21.2%	Hispanic 23.3%				

Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations	4	9		8	13	9	22
Tot 12+	5.1	29.4		29.0	34.5	9.2	43.7
Avg 12+	1.3	3.3		3.6	2.7	1.0	2.0
Tot LCS	11.7	67.3		66.4	78.9	21.1	100.0
Avg LCS	2.9	7.5		8.3	6.1	2.3	4.5

Competitive Overview

Some stations also rated in San Francisco (4) and Monterey (78).

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C Owner	Year Std	Date Acq	Sales Price		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)										
			Freq	(kW)					(000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995			
• KSJO	San Jose	B	92.3	50.0	466	d Jacor Comm Inc	46	9710	30,000p	AOR	7,300	1.76	9.9	2.9	4.1	3.6	4.8	5.0	3.7	4.7	4.2				
• KUFX	Gilroy	B	94.5	34.0 cp	587	d CBS Corporation	70	9709		Clsc Rock	2,200	1.28	4.1	3.4	4.5	2.1	2.6	2.2	1.9	1.7	1.6				
KRTY	Los Gatos	A	95.3	0.9	860	b Empire Bcstg Corp	66	9212	3,310	Country	4,300	1.46	7.0	4.7	2.8	3.7	2.9	3.2	2.8	2.9	3.5				
KSQQ	Morgan Hill	A	96.1	4.7	157	Coyote Comm Inc	90			Ethnic			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
KFFG	Los Altos	A	97.7	1.6	433	a Susquehanna Radio	60	9510	8,000	AAA	750	0.81	2.2	0.9	1.0	1.3	1.1	0.9	1.3	0.9	0.8				
KOME	San Jose	B	98.5	12.5	879	d CBS Corporation	59	9612		g Alternative	6,000	1.36	10.5	4.4	4.4	4.2	4.6	4.5	4.4	5.1	4.7				
• KZDL	Santa Cruz	B	99.1	1.1	2612	a Heftel Bcstg Corp	61	9702	See (4)	CHR			1.5	1.7	1.3	1.0	1.7	0.6	0.5	0.7	0.8				
KBAY	San Jose	B	100.3	14.5	2579	EXCL Comm Inc	63	9704		p sw Soft Rock	4,900	1.02	11.4	5.4	4.4	4.1	4.9	5.4	5.0	5.4	4.6				
KDFC	San Francisco	B	102.1	33.0	1047	e Bonneville Intl	47	9707	See (4)	Classical	n/a		5.4	1.8	1.6	2.5	2.3	2.3	2.8	2.4	2.1				
KFOG	San Francisco	B	104.5	7.9	1450	a Susquehanna Radio	63	8312	See (4)	Alternative	n/a		4.2	1.8	1.3	1.4	1.6	1.6	2.5	1.9	1.4				
• KBRG	Fremont	A	104.9	3.0	299	c CBS Corporation	61	9709	See (4)	Spanish	n/a		4.3	1.3	1.3	1.6	1.5	2.7	2.0	1.5	1.4				
KARA	Santa Clara	B	105.7	50.0	499	b Empire Bcstg Corp	64	7207		Adult Hits	3,600	1.34	6.4	3.7	2.5	2.5	2.9	3.0	2.1	3.0	3.4				
• KEZR	San Jose	B	106.5	50.0	430	d CBS Corporation	67	9709		p g AC	5,200	1.16	10.7	4.6	5.3	4.9	3.8	5.3	4.9	5.1	3.8				
# FM Stations - 13													# Combos - 10		FM TOTALS		77.6	36.6	34.5	32.9	34.7	36.7	33.9	35.3	32.3

AM Stations

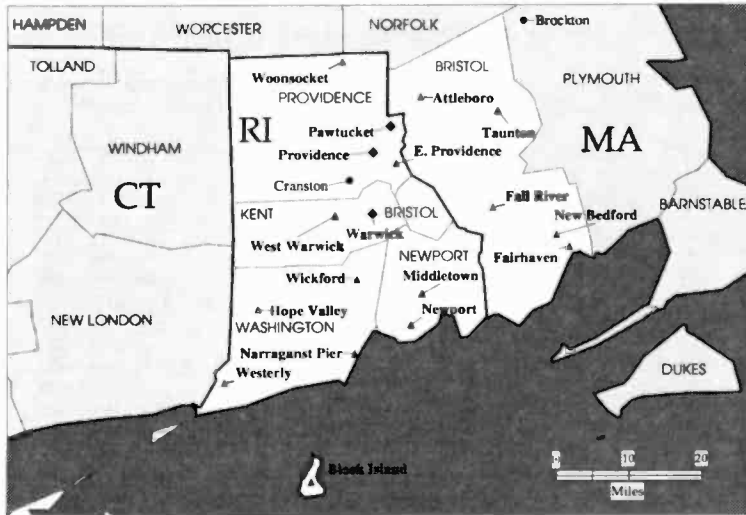
Calls	City of License	FCC Class	Power		C Owner	Year Std	Date Acq	Sales Price		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)											
			Freq	(kW)				(kW)	(000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995			
KTCT	San Mateo	11	1050	50.0 cp	0.00	Susquehanna Radio	46	9710	14,500	Spanish	n/a		1.1	0.5	0.0	0.0	0.4	0.5	0.4	0.5	0.6				
KZSJ	San Martin		1120	5.0	0.15	Z Spanish Radio Ntwk	96	9604	450	Spanish			0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0				
KLOK	San Jose	11	1170	50.0	5.00	c EXCL Comm Inc	46	9208		c2 Spanish	5,200	1.33	9.3	3.2	4.4	2.5	2.9	3.6	3.9	4.4	4.6				
• KBPA	Palo Alto	11	1220	5.0	0.15	e PAR Holdings LLC	47	9705	See (4)	Motivational			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
KAZA	Gilroy	111	1290	5.0	0.00	Radio Fiesta	57	7305		Spanish	500	0.85	1.4	0.7	0.9	0.4	0.0	0.5	0.2	0.6	1.1				
KKSJ	San Jose	111	1370	5.0	5.00	f PAR Holdings LLC	47	9709	3,190p	1 Asian	400	0.17	5.7	0.0	2.3	3.3	2.3	2.3	3.3	2.3	2.3				
• KVVN	Santa Clara	111	1430	1.0	1.00	Inner City Bcstg	64	9704	2,200	Spanish	550	0.69	1.9	0.0	0.0	0.4	0.0	0.6	0.7	1.4	0.7				
KSJX	San Jose	11	1500	10.0	5.00	f PAR Holdings LLC	48	9601		st 1 Asian	700	1.04	1.6	0.5	0.7	0.5	0.9	0.9	0.5	0.8	0.6				
KLIV	San Jose	111	1590	5.0	5.00	b Empire Bcstg Corp	46	6707		News	400	0.60	1.6	0.6	0.5	0.7	0.5	0.6	0.6	0.5	1.1				
# AM Stations - 9													# Combos - 5		AM TOTALS		22.6	5.5	9.2	7.8	7.0	9.0	9.6	10.5	11.0
Stations Profiled - 22													# Duopolies - 6		Total Local Commercial Share		42.1	43.7	40.7	41.7	45.7	43.5	45.8	43.3	

• Indicates a change since last edition.

Metro Rank: 31

Revenue Rank: 47

Providence-Warwick-Pawtucket, RI Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 30,000	25,000	28,000	30,700	34,700	36,300	3.9%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	9.1%	\$ 39,600	41,600	43,800	46,200	48,700	5.3%

	1990	1995	2000	Est. Breakout
Revenue/Retail Sales	\$2.62/1,000	\$2.97/1,000	\$3.67/1,000	Local 74%
Revenue/Capita	\$19.76	\$24.14	\$32.70	National 26%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,518.0	1,504.0	-0.2%	1,504.0	1,489.3	-0.2%
Households	568.7	563.2	-0.2%	563.2	562.5	0.0%
Retail Sales	11,430.1	12,205.5	1.3%	12,205.5	13,253.8	1.7%
EBI	21,353.7	22,240.1	0.8%	22,240.1	24,658.1	2.1%

Metro Counties

Bristol, RI	48.9
Kent, RI	161.4
Newport, RI	82.4
Providence, RI	581.9
Washington, RI	115.2
Bristol, MA	514.2

	1,504.0

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	722.0	123.9	57.9	75.9	114.4	117.1	86.6	146.3
Women (000)	782.0	117.3	55.7	76.5	114.6	120.5	91.3	206.1
Total	1,504.0	241.1	113.6	152.4	228.9	237.6	177.9	352.5
Percentage	100.0%	16.0%	7.6%	10.1%	15.2%	15.8%	11.8%	23.4%
Per Capita	\$14,787	Median Household		\$33,239	Avg Household		\$39,489	
Ethnic Population:	White 94.0%	Black 3.8%	Asian 1.8%	Hispanic 4.8%				

Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations	7	9		9	16	21	37
Tot 12+	9.0	45.0		48.1	54.0	19.8	73.8
Avg 12+	1.3	5.0		5.3	3.4	0.9	2.0
Tot LCS	12.2	61.0		65.2	73.2	26.8	100.0
Avg LCS	1.7	6.8		7.2	4.6	1.3	2.7

Competitive Overview

Some stations also rated in New Bedford-Fall River (83).

FM Stations

Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price		1996 Revenue		Power Ratio	Arbitron 12+ Metro Shares (see rights)									
									(000)	LMA Format	(000)	Ratio		Avg '96	Local	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995
WPRO	Providence	B	92.3	39.0	551	a	Citadel Comm Corp	49	9707		g1	CHR	4,500	1.20	9.5	5.6	7.8	5.7	6.5	6.7	6.5	7.2	7.5
WSNE	Taunton	B	93.3	30.0	620	e	Capstar Bcstg Ptrs	66	9708		p g2	AC	3,800	1.45	6.6	5.1	5.5	5.1	6.0	5.2	4.4	4.5	5.3
WHJY	Providence	B	94.1	50.0	440	e	Capstar Bcstg Ptrs	66	9708		p g2	AOR	5,200	1.33	9.9	7.7	6.1	6.9	8.1	8.2	6.5	6.6	7.7
WBRU	Providence	B	95.5	50.0 cp	492		Brown Bcstg Svc Inc	66				Alternative	1,500	0.97	3.9	3.0	2.8	3.6	2.6	2.9	3.1	2.8	2.6
WVBI	Block Island	A	95.9	3.0	177		English, Tim Gordon	94				Classical			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJFD	New Bedford	B	97.3	50.0	499		Dinis, Edmund	49				Portuguese	n/a		0.6	0.3	0.5	0.5	0.5	0.8	0.7	0.3	0.0
WCTK	New Bedford	B	98.1	47.0	509	b	Hall Communications	46	6610			Country	2,800	1.00	7.1	4.5	3.8	5.3	4.3	4.5	5.4	5.5	5.3
WERI	Block Island	A	99.3	4.6	177	f	Westerly Bcstg Co	88	9512	405		Adult Rock			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDGE	Wakefield-Peacedale	A	99.7	2.3	535	a	Citadel Comm Corp	95	9709	8,500	d1	Alternative	600	0.40	3.8	2.1	1.7	2.1	2.3	2.8	3.0	2.4	2.9
• WDFG	Middletown	A	100.3	4.2	295	a	Citadel Comm Corp	78	9706		p d1	Clsc Hits	500	0.97	1.3	1.1	1.8	0.9	0.4	0.4	0.9	1.0	1.5
WBBB	Providence	B	101.5	13.5	951	c	Clear Channel Comm	68	9612		g3	Oldies	4,200	1.41	7.5	6.5	7.1	6.2	6.0	5.1	5.2	5.6	6.2
WAKX	Narraganst Pier	A	102.7	2.0	226	d	Back Bay Bcstrs Inc	90	9703	1,000p		AC			0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WWRX	Westerly	B	103.7	37.0	568	c	Clear Channel Comm	67	9612		g3	Clsc Rock	3,800	1.85	5.2	3.4	3.8	3.7	3.5	4.2	4.1	3.6	3.3
WWLI	Providence	B	105.1	50.0	499	a	Citadel Comm Corp	48	9707		g1	AC	4,400	0.97	11.5	7.5	7.6	8.8	8.1	9.1	9.7	7.6	7.3
WWXX	Woonsocket	A	106.3	1.2	518	d	Back Bay Bcstrs Inc	49	9009	2,400		CHR	1,500	0.66	5.7	3.5	3.6	4.9	4.1	4.1	4.3	3.6	4.8
WFHN	Fairhaven	A	107.1	2.4	348	i	Spring Bcstg LLC	89	9701	See (83)		CHR	n/a		2.5	1.7	1.9	1.0	1.1	2.6	1.7	1.5	1.4
													75.1	52.2	54.0	54.7	53.5	56.6	55.5	52.2	55.8		

FM Stations - 16

Combos - 13

FM TOTALS

• Indicates a change since last edition.

Metro Rank: 31

Revenue Rank: 47

Providence-Warwick-Pawtucket, RI Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 30,000	25,000	28,000	30,700	34,700	36,300	3.9%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	9.1%	\$ 39,600	41,600	43,800	46,200	48,700	5.3%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$2.62/1,000	\$2.97/1,000	\$3.67/1,000	Local	74%		
Revenue/Capita	\$19.76	\$24.14	\$32.70	National	26%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,518.0	1,504.0	-0.2%	1,504.0	1,489.3	-0.2%
Households	568.7	563.2	-0.2%	563.2	562.5	0.0%
Retail Sales	11,430.1	12,205.5	1.3%	12,205.5	13,253.8	1.7%
EBI	21,353.7	22,240.1	0.8%	22,240.1	24,658.1	2.1%

Metro Counties

Bristol, RI	48.9
Kent, RI	161.4
Newport, RI	82.4
Providence, RI	581.9
Washington, RI	115.2
Bristol, MA	514.2

	1,504.0

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	722.0	123.9	57.9	75.9	114.4	117.1	86.6	146.3
Women (000)	782.0	117.3	55.7	76.5	114.6	120.5	91.3	206.1
Total	1,504.0	241.1	113.6	152.4	228.9	237.6	177.9	352.5
Percentage	100.0%	16.0%	7.6%	10.1%	15.2%	15.8%	11.8%	23.4%
Per Capita	\$14,787	Median Household		\$33,239	Avg Household		\$39,489	
Ethnic Population:	White 94.0%	Black 3.8%	Asian 1.8%	Hispanic 4.8%				

Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations	7	9		9	16	21	37
Tot 12+	9.0	45.0		48.1	54.0	19.8	73.8
Avg 12+	1.3	5.0		5.3	3.4	0.9	2.0
Tot LCS	12.2	61.0		65.2	73.2	26.8	100.0
Avg LCS	1.7	6.8		7.2	4.6	1.3	2.7

Competitive Overview

Some stations also rated in New Bedford-Fall River (83).

AM Stations

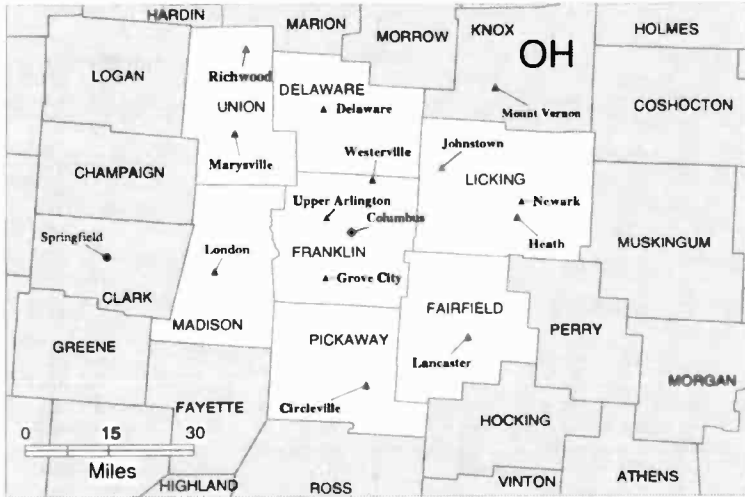
City of		FCC	Day	Night			Sales	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)															
Calls	License	Class	Freq	Power (kW)	Power (kW)	C	Owner	Year	Date	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall				
Std	Acq														Comm	Sh	1997	1997	1996	1996	1996	1996	1995	1995			
WPNW	Pawtucket	111	550	1.0	0.50	d	Back Bay Bcstrs Inc	50	9505	720		Bus/Finan			0.2	0.5	0.4	0.4	0.3	0.0	0.5	0.0	0.0	0.0			
WPRO	Providence	111	630	5.0	5.00	a	Citadel Comm Corp	31	9707		g1	Nws/Tk/Spts	3,000	1.15	6.6	5.4	4.2	4.2	4.4	5.3	4.4	4.5	5.1	5.1			
WLKW	Providence	111	790	5.0	5.00	a	Citadel Comm Corp	22	9707		g1	Sports	800	0.30	6.8	5.5	6.3	6.2	4.8	4.8	5.3	4.9	5.1	5.1			
WHJJ	Providence	111	920	5.0	5.00	e	Capstar Bcstg Ptrs	22	9708		p g2	News/Talk	2,100	0.91	5.8	3.1	3.4	3.3	4.6	4.0	4.0	4.4	4.6	4.6			
WALE	Providence	11	990	50.0	0.50		No Amer Bcstg Co Inc	48	9405	500		Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WPMZ	E. Providence	11	1110	5.0	0.25		Video Mundo Bcstg	47	9710	900p		Spanish	300	0.84	0.9	0.0	0.5	0.7	0.0	0.7	1.5	0.0	0.6	0.6			
WJFJ	Hope Valley	11	1180	1.8	0.00		Fuller, John	85				Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WRIB	Providence	11	1220	1.0	0.17		Carter Bcstg Corp	46	8612	379		Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WERI	Westerly	1V	1230	1.0	1.00	f	Westerly Bcstg Co	49	6706			Nws/Tk/Spts			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WOON	Woonsocket	1V	1240	1.0	1.00		Ocean State Bcstg	46	8601			FullService			0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0			
WRCP	Providence	111	1290	5.0	5.00		Neto Communications	47	8612	1,353		Spanish			0.1	0.0	0.8	0.3	0.0	0.3	0.0	0.0	0.0	0.0			
WARA	Attleboro	111	1320	5.0	5.00		Merolla, Michele	50	9510	275		News/Talk	n/a		0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4			
WNBH	New Bedford	1V	1340	1.0	1.00	b	Hall Communications	21	6610	See (83)		Country	n/a		0.2	0.3	0.3	0.5	0.4	0.0	0.0	0.3	0.4	0.4			
WEGM	Wickford	111	1370	0.3	0.13		Gaudet, Jerome F	61	9504	60		DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WNRI	Woonsocket	111	1380	2.5	0.02		American Indep Radio	54	8302			Talk/Nostlg	400	0.92	1.1	0.7	0.7	0.3	0.5	0.6	0.7	1.3	0.7	0.7			
WHTB	Fall River	1V	1400	1.0	1.00	h	Karam, Bob & James	48	8905	See (83)		Portuguese	n/a		0.1	0.0	0.0	0.3	0.0	0.0	0.4	0.0	0.0	0.0			
WBSM	New Bedford	111	1420	5.0	1.00	i	Spring Bcstg LLC	49	9701	See (83)		News/Talk	n/a		1.3	1.5	1.1	1.0	1.5	1.1	0.7	1.4	0.6	0.6			
WHIM	West Warwick	1V	1450	1.0	1.00	g	Providence Bcstg Co	56	9603	200		Country			0.2	0.7	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.3			
WSAR	Fall River	111	1480	5.0	5.00	h	Karam, Bob & James	21	9211	See (83)		Nws/Tk/Spts	n/a		0.8	0.6	1.0	0.5	0.5	0.6	0.4	0.5	0.9	0.9			
WADK	Newport	11	1540	1.0	0.00	f	Westerly Bcstg Co	48	9609		c3	News/Talk	100	2.53	0.1	0.0	0.4	0.5	0.0	0.0	0.0	0.0	0.3	0.3			
WARV	Warwick	111	1590	5.0	5.00		Blount Comm Group	59	7807			Religion			0.4	0.4	0.3	0.6	0.6	0.0	0.4	0.4	0.5	0.5			
# AM Stations - 21															# Combos - 11		AM TOTALS		24.8	18.7	19.8	18.8	17.6	17.4	19.0	17.7	19.5
Stations Profiled - 37															# Duopolies - 8		Total Local Commercial Share		70.9	73.8	73.5	71.1	74.0	74.5	69.9	75.3	

* Indicates a change since last edition.

Metro Rank: 32

Revenue Rank: 28

Columbus, OH Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 43,400	44,700	46,900	53,000	58,400	65,000	8.4%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.0%	\$ 68,900	72,300	76,300	80,500	85,300	5.5%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.11/1,000	\$3.78/1,000	\$3.83/1,000	Local	82%		
Revenue/Capita	\$31.23	\$43.81	\$54.54	National	18%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,389.7	1,483.6	1.3%	1,483.6	1,563.9	1.1%
Households	529.4	564.0	1.3%	564.0	602.4	1.3%
Retail Sales	10,567.4	17,212.5	10.2%	17,212.5	22,275.7	5.3%
EBI	18,747.2	23,874.7	5.0%	23,874.7	30,791.1	5.2%

Metro Counties

Delaware, OH	80.7
Fairfield, OH	118.7
Franklin, OH	1,016.7
Licking, OH	137.5
Madison, OH	40.6
Pickaway, OH	52.6
Union, OH	36.8

	1,483.6

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	726.3	132.9	61.1	82.0	128.2	122.4	87.1	112.6
Women (000)	757.3	127.1	58.0	77.8	124.1	126.5	92.9	151.0
Total	1,483.6	260.0	119.1	159.9	252.3	248.9	180.0	263.6
Percentage	100.0%	17.5%	8.0%	10.8%	17.0%	16.8%	12.1%	17.8%
Per Capita	\$16,092	Median Household		\$34,955	Avg Household		\$42,331	
Ethnic Population:	White 85.1%	Black 12.5%	Asian 1.8%	Hispanic 0.9%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	11	9		13	20	12	32
Tot 12+	21.2	50.4		59.8	71.6	15.4	87.0
Avg 12+	1.9	5.6		4.6	3.6	1.3	2.7
Tot LCS	24.4	57.9		68.7	82.3	17.7	100.0
Avg LCS	2.2	6.4		5.3	4.1	1.5	3.1

Competitive Overview

FM Stations

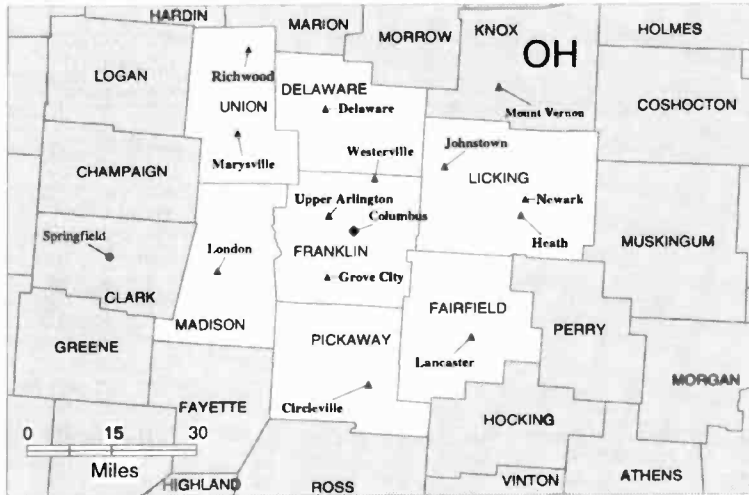
City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales Price (000)	LMA	Format	1996		Arbitron 12+ Metro Shares (see rights)									
Calls	License	Class	Freq	(kW)									Revenue (000)	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
• WCOL	Columbus	B	92.3	22.0	755	f	Jacor Comm Inc	47	9710		p c3	Country	8,000	1.20	9.7	8.9	10.0	9.7	8.0	7.0	8.1	9.3	8.7	
WQIO	Mount Vernon	B	93.7	37.0	564	g	KNOX Bcstg Corp	51				Mix AC			0.3	0.7	0.7	0.5	0.4	0.7	0.5	0.0	0.0	
WSNY	Columbus	B	94.7	22.0	755	d	Saga Comm LP	48	8607	16,900	c2	AC	9,100	1.54	8.6	7.3	8.1	8.2	7.9	7.3	8.5	6.9	6.4	
WHOK	Lancaster	B	95.5	21.0	761	f	Jacor Comm Inc	58	9609		g1	Country	3,000	0.85	5.1	4.6	4.0	4.5	3.8	4.0	3.9	4.9	4.5	
WLVO	Columbus	B	96.3	18.0	751	f	Jacor Comm Inc	59	9609		g1	Clsc Rock	8,000	1.59	7.3	6.0	5.7	5.4	5.2	6.8	7.0	5.6	5.4	
WBNS	Columbus	B	97.1	20.5	781	b	Dispatch Bcst Group	59				Oldies	2,500	0.61	5.9	5.5	5.2	4.4	5.3	5.4	5.9	4.7	4.2	
• WNCI	Columbus	B	97.9	175.0	561	f	Jacor Comm Inc	61	9710		p g2	Hot AC	9,000	1.24	10.5	10.1	8.8	9.5	9.0	11.3	7.7	7.8	8.9	
WZAZ	Upper Arlington	A	98.9	2.6 cp	505	f	Jacor Comm Inc	89	9609		g1	Modern Rock	2,000	0.97	3.0	3.8	3.6	3.1	1.8	2.2	2.4	2.7	2.9	
WBZX	Columbus	B	99.7	20.0	784	a	N American Bcstg Co	62				AOR	5,500	1.01	7.9	5.4	5.3	4.3	5.4	5.9	7.1	6.4	7.5	
WCLT	Newark	B	100.3	50.0	390	e	WCLT Radio Inc	47				Country	1,200	0.67	2.6	2.4	2.6	2.0	1.8	1.8	1.9	2.3	2.7	
WVCD	Grove City	A	101.1	6.0	328		Ingleside Radio Inc	90	9110	2,000		Alternative	2,500	1.07	3.4	1.8	2.2	2.2	3.1	2.5	3.0	2.4	3.5	
WNKO	Newark	A	101.7	3.0	299	c	Runnymede Corp	72				Oldies	300	1.09	0.4	0.8	0.6	0.7	0.7	0.4	0.5	0.0	0.5	
WSMZ	Johnstown	A	103.1	1.6	443		Stop 26-Riverbend	75	9512	1,500		Urban AC	200	0.36	0.8	1.0	1.2	1.1	1.0	0.6	0.7	0.6	0.7	
WSWZ	Lancaster	A	103.5	5.4	328	i	Scantland Bcstg Ltd	89	9706	1,200p		Smooth Jazz	150	0.36	0.6	0.7	0.7	0.5	0.4	0.5	0.5	0.5	0.5	
WZJZ	Richwood	A	104.3	3.4	436	i	Scantland Bcstg Ltd	96				Smooth Jazz	800	0.83	1.4	1.6	1.9	1.6	1.5	1.4	1.7	1.8	0.0	
WHQK	Marysville	A	105.7	2.5	512	f	Jacor Comm Inc	90	9701	9,500	c1	Country	2,000	1.12	2.6	0.4	0.9	0.5	1.7	2.2	2.1	2.1	2.3	
WCKX	London	A	106.3	6.0	328	h	Blue Chip Bcstg Ltd	65	9702	4,400		Urban	1,100	0.50	3.2	2.8	1.9	2.2	2.4	2.0	1.4	3.0	4.5	
WAZU	Circleville	A	107.1	3.0	328	f	Jacor Comm Inc	65	9701		c1	AOR	900	1.00	1.3	1.4	1.7	1.3	1.0	1.2	1.2	1.3	0.8	
WJZA	Columbus	A	107.5	1.9	413	h	Blue Chip Bcstg Ltd	96	9709	4,500		Urban AC	1,500	0.52	4.2	5.0	5.0	5.4	5.1	6.1	5.1	3.2	0.0	
• WLYR	Delaware	A	107.9	2.6 cp	505		Associated Comm	91	9605	1,950		Lite Rock	550	0.28	2.9	1.0	1.5	2.0	3.0	2.7	2.5	2.7	2.1	
				# FM Stations - 20		# Combos - 17						FM TOTALS				81.7	71.2	71.6	69.1	68.5	72.0	71.7	68.2	66.1

• Indicates a change since last edition.

Metro Rank: 32

Revenue Rank: 28

Columbus, OH Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 43,400	44,700	46,900	53,000	58,400	65,000	8.4%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.0%	\$ 68,900	72,300	76,300	80,500	85,300	5.5%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.11/1,000	\$3.78/1,000	\$3.83/1,000	Local	82%		
Revenue/Capita	\$31.23	\$43.81	\$54.54	National	18%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,389.7	1,483.6	1.3%	1,483.6	1,563.9	1.1%
Households	529.4	564.0	1.3%	564.0	602.4	1.3%
Retail Sales	10,567.4	17,212.5	10.2%	17,212.5	22,275.7	5.3%
EBI	18,747.2	23,874.7	5.0%	23,874.7	30,791.1	5.2%

Metro Counties

Delaware, OH	80.7
Fairfield, OH	118.7
Franklin, OH	1,016.7
Licking, OH	137.5
Madison, OH	40.6
Pickaway, OH	52.6
Union, OH	36.8

	1,483.6

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	726.3	132.9	61.1	82.0	128.2	122.4	87.1	112.6
Women (000)	757.3	127.1	58.0	77.8	124.1	126.5	92.9	151.0
Total	1,483.6	260.0	119.1	159.9	252.3	248.9	180.0	263.6
Percentage	100.0%	17.5%	8.0%	10.8%	17.0%	16.8%	12.1%	17.8%
Per Capita	\$16,092	Median Household		\$34,955	Avg Household		\$42,331	
Ethnic Population:	White 85.1%	Black 12.5%	Asian 1.8%	Hispanic 0.9%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	11	9		13	20	12	32
Tot 12+	21.2	50.4		59.8	71.6	15.4	87.0
Avg 12+	1.9	5.6		4.6	3.6	1.3	2.7
Tot LCS	24.4	57.9		68.7	82.3	17.7	100.0
Avg LCS	2.2	6.4		5.3	4.1	1.5	3.1

Competitive Overview

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	1996 Revenue (000)	1996 Power Ratio	Avg '96 Local Comm Sh	Arbitron 12+ Metro Shares (see rights)								
														Format	1997 Summer	1997 Spring	1996 Winter	1996 Fall	1996 Summer	1996 Spring	1995 Winter	1995 Fall
WTVN	Columbus	III	610	5.0	5.00	f	Jacor Comm Inc	24	9609		8,000	1.18	9.8	6.6	6.9	7.3	7.9	8.3	7.2	9.6	8.1	
WHTH	Heath	III	790	1.0	0.03	c	Runnymede Corp	70					0.2	0.0	0.0	0.5	0.8	0.0	0.0	0.6	0.0	
WRFD	Columbus	II	880	23.0	0.00	cp	Salem Comm Corp	47	8202	1,800	200	0.41	0.7	0.7	0.6	0.6	1.0	0.7	0.8	0.5	0.5	
WMNI	Columbus	III	920	1.0	0.50	a	N American Bcstg Co	58			600	0.58	1.5	2.8	3.2	2.6	1.1	1.1	1.6	1.3	1.2	
• WFII	Columbus	IV	1230	1.0	1.00	f	Jacor Comm Inc	22	9710		300	0.27	1.6	0.9	0.8	1.3	1.3	1.3	1.5	1.1	1.4	
WMVO	Mount Vernon	III	1300	0.4	0.05	g	KNOX Bcstg Corp	53					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WLOH	Lancaster	III	1320	1.0	0.03	f	Jacor Comm Inc	48	9609				0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	
WCLT	Newark	III	1430	0.5	0.05	e	WCLT Radio Inc	49	5801				0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	
WBNS	Columbus	III	1460	5.0	1.00	b	Dispatch Bcstg Group	22	3306		750	0.54	2.0	1.7	1.7	1.5	2.7	1.2	1.4	1.6	2.7	
WNRJ	Circleville	II	1540	1.0	0.00		Tel Lease Inc	74	8911				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WDLR	Delaware	II	1550	0.5	0.03		Esq. Comm Inc	61	9709	750p			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WVKO	Columbus	II	1580	1.0	0.25	d	Saga Comm LP	51	8607		700	0.44	2.3	2.0	2.2	1.5	1.3	1.5	1.2	1.8	3.2	
# AM Stations - 12													# Combos - 9		AM TOTALS							
Stations Profiled - 32													# Duopolies - 7		Total Local Commercial Share							
															85.9 87.0 84.9 84.6 86.1 85.4 85.2 83.2							

Other Rulemaking: 103.9, A, Westerville

• Indicates a change since last edition.

Metro Rank: 33

Revenue Rank: 39

Norfolk-Virginia Beach-Newport News Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 34,000	34,000	35,000	39,200	42,500	44,700	5.6%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	3.8%	\$ 46,400	48,300	50,400	52,900	55,900	4.8%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.27/1,000	\$3.31/1,000	\$3.46/1,000	Local	84%		
Revenue/Capita	\$23.95	\$29.87	\$35.69	National	16%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,419.4	1,496.4	1.1%	1,496.4	1,566.1	0.9%
Households	502.2	535.3	1.3%	535.3	568.3	1.2%
Retail Sales	10,395.3	13,510.0	5.4%	13,510.0	16,147.8	3.6%
EBI	18,355.9	20,138.4	1.9%	20,138.4	23,815.7	3.4%

Metro Counties

Chesapeake city, VA	188.8
Gloucester, VA	33.3
Hampton city, VA	141.3
James City, VA	41.0
Newport News city	181.3
Norfolk city, VA	237.3
Poquoson city, VA	11.6
Portsmouth city, VA	102.6
Suffolk city, VA	56.0
Virginia Beach city	436.3
Williamsburg city	12.0
York, VA	54.9

	1,496.4

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	745.8	147.0	60.5	96.8	139.2	119.4	80.8	102.1
Women (000)	750.6	141.1	59.4	77.7	130.2	121.3	85.2	135.5
Total	1,496.4	288.1	120.0	174.6	269.4	240.7	166.0	237.6
Percentage	100.0%	19.3%	8.0%	11.7%	18.0%	16.1%	11.1%	15.9%
Per Capita	\$13,458	Median Household		\$31,296	Avg Household		\$37,621	
Ethnic Population:	White 66.7%	Black 29.6%	Asian 3.1%	Hispanic 2.6%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	2	14	3	15	19	17	36
Tot 12+	3.5	66.9	8.1	75.0	78.5	8.5	87.0
Avg 12+	1.8	4.8	2.7	5.0	4.1	0.5	2.4
Tot LCS	4.0	76.9	9.3	86.2	90.2	9.8	100.0
Avg LCS	2.0	5.5	3.1	5.7	4.7	0.6	2.8

MARKET: Norfolk-Virginia Beach-Newport News

METRO RANK: 33

Competitive Overview

Some stations also rated in Richmond (56).

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)								
			Freq	(kW)									Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995		
• WSVV	Moyock	C3	92.1	14.5 cp	430	b	Clear Channel Comm	74	9608	3,350		Urban AC	500	0.57	1.9	1.4	1.9	1.9	1.3	1.9	1.8	1.5	1.5		
WFOG	Suffolk	B	92.9	50.0	479	d	Max Media Properties	65	9610	15,000	c1	Soft AC	2,100	0.70	6.5	3.9	5.6	4.8	5.6	5.3	6.3	7.0	4.4		
WKOC	Chesapeake	C1	93.7	100.0	942	g	Sinclair Telecable	73	9610	8,100	c4	AAA	1,700	1.08	3.4	1.9	2.7	2.4	2.7	2.9	2.5	2.8	3.7		
WXEZ	Yorktown	B	94.1	40.0	532		Eure Comm Inc	75	8612	1,950		Easy	1,200	0.89	2.9	3.3	3.5	2.9	4.0	3.1	2.7	2.0	2.6		
WPTE	Virginia Beach	B	94.9	50.0	499	d	Max Media Properties	84	9610		c1	AC	1,700	0.83	4.4	5.1	4.7	3.5	4.7	5.3	4.6	2.9	2.7		
WVCL	Norfolk	B	95.7	40.0	879	e	Sinclair Comm Inc	61	9707		p g2 1	Oldies	1,700	1.02	3.6	4.1	3.9	5.0	3.8	3.0	3.7	2.5	3.4		
WROX	Cape Charles	B	96.1	23.0	722	g	Sinclair Telecable	86	9309	1,500		Modern Rock	2,400	1.06	4.9	3.2	3.9	3.6	3.0	4.0	4.7	5.0	3.7		
WKLR	Fort Lee	B	96.5	50.0	492	d	Capstar Bcstg Ptrs	63	9708	See (56)		Clsc Hits	n/a		0.3	0.0	0.0	0.8	0.0	0.4	0.0	0.5			
WGH	Newport News	B	97.3	74.0	394	e	Sinclair Comm Inc	48	9707		p g2 1	Country	4,400	1.30	7.3	7.3	6.4	9.2	5.8	6.6	6.7	6.9	5.5		
WNOR	Norfolk	B	98.7	46.0	518	c	Saga Comm LP	61	8607	13,900	c3	AOR	3,900	1.31	6.4	6.6	6.7	5.8	4.9	4.7	5.7	5.5	6.6		
WXGM	Gloucester	A	99.1	6.0	328	h	Robinson Comm Ltd	91				AC			0.2	0.6	0.0	0.0	0.4	0.0	0.0	0.0	0.6		
WYFI	Norfolk	B	99.7	50.0	456		Bible Bcstg Network	71				Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WCMS	Norfolk	B	100.5	50.0	499	f	WCMS Radio Norfolk	62				Country	3,900	1.04	8.1	6.9	5.9	5.9	5.7	8.7	5.5	7.0	7.5		
WDE	Hampton	B	101.3	50.0	499	d	Max Media Properties	62	9211	5,400		Hot AC	4,300	1.54	6.0	5.8	5.2	4.8	4.5	4.9	5.6	5.4	5.3		
WOWI	Norfolk	B	102.9	50.0	469	b	Clear Channel Comm	48	9607		g1	Urban	6,200	0.98	13.6	11.9	11.5	10.4	12.5	13.8	11.4	12.1	10.8		
WNVZ	Norfolk	B	104.5	49.0	479	d	Max Media Properties	67	9308	3,600		CHR	2,000	0.74	5.8	5.3	4.4	4.4	5.3	4.4	5.6	5.7	4.7		
WJCD	Norfolk	B	105.3	50.0	499	b	Clear Channel Comm	62	9607		g1	Smooth Jazz	2,800	1.12	5.4	4.6	5.2	4.6	5.8	4.2	4.1	4.3	6.5		
WAFX	Suffolk	C	106.9	100.0	984	c	Saga Comm LP	83	9403	4,000		Clsc Hits	2,400	1.03	5.0	4.0	3.5	3.9	3.5	4.6	4.8	4.2	4.1		
WSVY	Windsor	A	107.7	2.4 cp	522	b	Clear Channel Comm	90	9609	3,000		Urban AC	900	0.51	3.8	3.1	3.5	3.5	3.1	2.7	3.7	3.4	3.5		
													----	----	----	----	----	----	----	----	----	----	----	----	
# FM Stations - 19													# Combos - 17		FM TOTALS		89.5	79.0	78.5	76.6	77.4	80.1	79.8	78.2	77.6

• Indicates a change since last edition.

METRO RANK: 33



Metro Rank: 33

Revenue Rank: 39

Norfolk-Virginia Beach-Newport News Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 34,000	34,000	35,000	39,200	42,500	44,700	5.6%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	3.8%	\$ 46,400	48,300	50,400	52,900	55,900	4.8%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.27/1,000	\$3.31/1,000	\$3.46/1,000	Local	84%		
Revenue/Capita	\$23.95	\$29.87	\$35.69	National	16%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,419.4	1,496.4	1.1%	1,496.4	1,566.1	0.9%
Households	502.2	535.3	1.3%	535.3	568.3	1.2%
Retail Sales	10,395.3	13,510.0	5.4%	13,510.0	16,147.8	3.6%
EBI	18,355.9	20,138.4	1.9%	20,138.4	23,815.7	3.4%

Metro Counties

Chesapeake city, VA	188.8
Gloucester, VA	33.3
Hampton city, VA	141.3
James City, VA	41.0
Newport News city	181.3
Norfolk city, VA	237.3
Poquoson city, VA	11.6
Portsmouth city, VA	102.6
Suffolk city, VA	56.0
Virginia Beach city	436.3
Williamsburg city	12.0
York, VA	54.9

	1,496.4

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	745.8	147.0	60.5	96.8	139.2	119.4	80.8	102.1
Women (000)	750.6	141.1	59.4	77.7	130.2	121.3	85.2	135.5
Total	1,496.4	288.1	120.0	174.6	269.4	240.7	166.0	237.6
Percentage	100.0%	19.3%	8.0%	11.7%	18.0%	16.1%	11.1%	15.9%
Per Capita	\$13,458	Median Household		\$31,296	Avg Household		\$37,621	
Ethnic Population:	White 66.7%	Black 29.6%	Asian 3.1%	Hispanic 2.6%				

Market Summary

	Class A	Class B	Class C	Viabie FM's	All FM's	All AM's	Total
# Stations	2	14	3	15	19	17	36
Tot 12+	3.5	66.9	8.1	75.0	78.5	8.5	87.0
Avg 12+	1.8	4.8	2.7	5.0	4.1	0.5	2.4
Tot LCS	4.0	76.9	9.3	86.2	90.2	9.8	100.0
Avg LCS	2.0	5.5	3.1	5.7	4.7	0.6	2.8

MARKET: Norfolk-Virginia Beach-Newport News

METRO RANK: 33

Competitive Overview

Some stations also rated in Richmond (56).

AM Stations

City of		FCC	Day	Night	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)												
License	Class	Freq	Power (kW)	Power (kW)	C	Owner	Year	Date	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
WMBG	Williamsburg	II	740	0.5	0.01	Great Sounds Inc	59	8609	250		Nostalgia			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTAR	Norfolk	III	790	5.0	5.00	g Sinclair Telecable	23	9610		c4	Nws/Tk/Spts	600	0.86	1.5	1.1	1.3	1.3	2.2	1.2	1.2	1.4	1.6	
WNIS	Norfolk	II	850	50.0	25.00	g Sinclair Telecable	52	8707	725		News/Talk	2,000	1.39	3.1	2.9	3.0	3.8	3.5	2.4	2.4	3.2	3.0	
WKGM	Smithfield	II	940	10.0	3.10	Baker Family Stns	74				Religion			0.1	0.0	0.0	0.5	0.0	0.5	0.0	0.0	0.0	
WPMH	Portsmouth	II	1010	5.0	0.45	Epperson, S & N	72	9306	140	st	Religion			0.2	0.6	0.0	0.0	0.4	0.0	0.0	0.0	0.0	
WCMS	Norfolk	II	1050	5.0	0.36	f WCMS Radio Norfolk	54	6107			Country			0.3	0.1	0.3	0.2	0.3	0.3	0.3	0.3	0.1	
WCKO	Norfolk	II	1110	50.0	0.00	J4 Broadcasting Co	76	9409	217		DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WNOR	Norfolk	IV	1230	1.0	1.00	c Saga Comm LP	49	8607		c3	AOR			0.1	0.0	0.1	0.0	0.0	0.1	0.0	0.2	0.0	
WTJZ	Newport News	III	1270	1.0	1.00	Reynolds, E. & C.	47	8602	350		Gospel			0.7	0.0	0.5	0.4	0.5	0.6	0.0	1.1	0.7	
WGH	Newport News	III	1310	5.0	5.00	e Sinclair Comm Inc	28	9707		p g2 1	Sports	550	1.19	1.0	1.6	1.2	1.1	1.4	0.7	0.8	1.3	0.7	
WGPL	Portsmouth	III	1350	5.0	5.00	a Willis Family Bcstg	42	9607	700		Gospel	500	1.20	0.9	1.0	1.0	0.7	1.1	0.9	0.8	0.9	0.7	
WPCE	Portsmouth	IV	1400	1.0	1.00	a Willis Family Bcstg	64	9203	1,200		Gospel	650	0.48	2.9	2.1	1.1	2.5	2.2	2.4	2.4	2.8	2.6	
WXGM	Gloucester	III	1420	0.7	0.06	h Robinson Comm Ltd	57				AC			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WLPM	Suffolk	IV	1450	1.0	1.00	Johnson Media Inc	65	9102	300		DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WXRE	Hampton	IV	1490	1.0	1.00	Hampton Radio Inc	48	8611	485		ChrsContemp			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WVAB	Virginia Beach	II	1550	5.0	0.01	Cowan, Ronald, Jr	54	9202	150		News/Info			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WVAV	Chesapeake	III	1600	5.0	0.00	Salem Comm Corp	67	9708	200p		News			0.1	0.0	0.0	0.2	0.1	0.1	0.1	0.0	0.0	
# AM Stations -		17	# Combos -		8	AM TOTALS						10.9	9.4	8.5	10.7	11.7	9.2	8.0	11.2	10.1			
Stations Profiled -		36	# Duopolies -		9	Total Local Commercial Share						88.4	87.0	87.3	89.1	89.3	87.8	89.4	87.7				

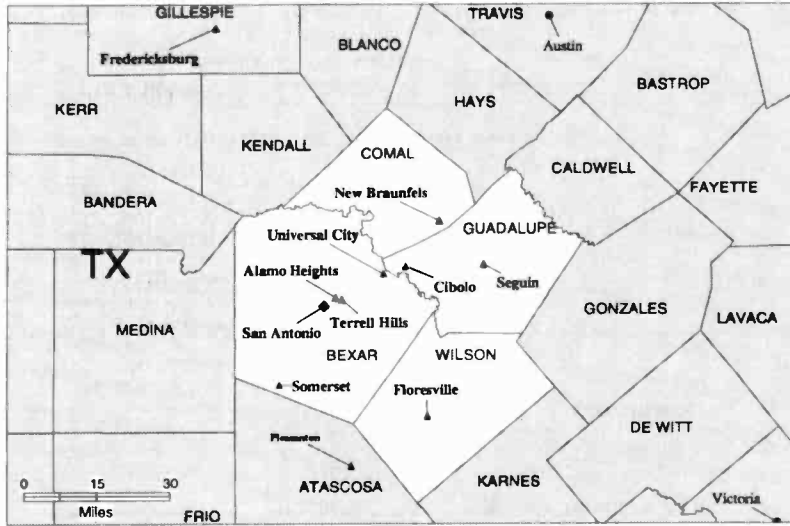
Docket 80-90 Allocations: 102.1, A, Virginia Beach

• Indicates a change since last edition.

Metro Rank: 34

Revenue Rank: 32

San Antonio, TX Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 42,500	42,000	44,500	49,600	54,700	60,200	7.2%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.0%	\$ 63,200	66,300	69,900	73,400	77,800	5.3%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.60/1,000	\$4.74/1,000	\$4.72/1,000	Local	76%		
Revenue/Capita	\$31.55	\$40.70	\$48.37	National	24%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,347.1	1,479.2	1.9%	1,479.2	1,608.4	1.7%
Households	466.4	510.9	1.8%	510.9	561.8	1.9%
Retail Sales	9,244.6	12,704.0	6.6%	12,704.0	16,472.2	5.3%
EBI	15,233.3	19,381.5	4.9%	19,381.5	25,013.4	5.2%

Metro Counties

Bexar, TX	1,312.9
Comal, TX	65.3
Guadalupe, TX	73.5
Wilson, TX	27.5

	1,479.2

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	720.4	151.9	70.8	73.4	115.6	112.8	81.4	114.5
Women (000)	758.8	145.8	68.6	71.2	116.6	120.2	87.8	148.7
Total	1,479.2	297.6	139.3	144.6	232.2	233.0	169.2	263.2
Percentage	100.0%	20.1%	9.4%	9.8%	15.7%	15.7%	11.4%	17.8%
Per Capita	\$13,103	Median Household		\$29,255	Avg Household		\$37,936	
Ethnic Population:	White 91.0%	Black 7.1%	Asian 1.5%	Hispanic 51.0%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	2		13	12	15	18	33
Tot 12+	0.0		67.1	62.2	67.1	21.2	88.3
Avg 12+	0.0		5.2	5.2	4.5	1.2	2.7
Tot LCS	0.0		76.0	70.4	76.0	24.0	100.0
Avg LCS	0.0		5.8	5.9	5.1	1.3	3.0

MARKET: San Antonio, TX

METRO RANK: 34

Competitive Overview

FM Stations

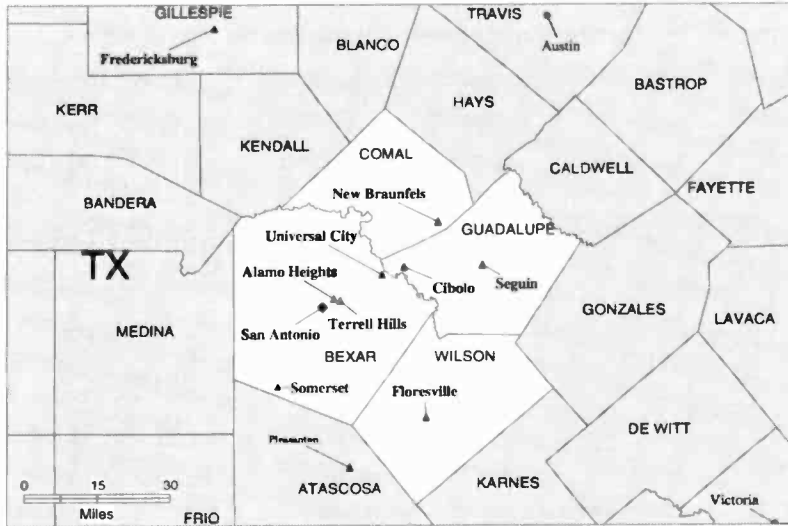
City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
Calls	License	Class	Freq	(kW)						Price	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	Summer	Spring
					(000)	(000)	Ratio	Comm	Sh	1997	1997	1996	1996	1996	1995	1995	1995	1995	1995	1995	1995		
KNBT	New Braunfels	A	92.1	3.0	299	d	New Braunfels Comm	68	8912	975	c2	Country		0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.3	0.0	
KROM	San Antonio	C1	92.9	45.0 cp	1352	b	Heftel Bcstg Corp	47	9702		g2	Internat'l	1,200	0.51	3.7	4.0	4.9	3.6	3.7	4.4	2.8	3.2	3.0
KRIO	Floresville	C2	94.1	25.0	696	f	Barger, John	77	9101	710		Tejano	1,200	0.79	2.4	1.3	1.6	1.7	1.6	1.7	2.8	1.9	2.3
KSJL	San Antonio	C1	96.1	99.0	597		Inner City Bcstg	64	8611	6,700	1	Urban	1,200	0.40	4.7	3.3	3.4	4.0	4.2	3.9	4.4	4.9	3.6
KAJA	San Antonio	C	97.3	98.0	984	a	Clear Channel Comm	79			1	Country	4,300	1.08	6.3	5.1	6.0	5.6	5.9	5.3	5.8	5.2	6.3
KBUC	Pleasanton	A	98.3	3.0	299		Reding Bcstg Co	76				Country			0.0	0.4	0.0	0.0	0.5	0.0	0.0	0.0	0.0
KISS	San Antonio	C	99.5	100.0	1112	e	Cox Radio Inc	46	9709	30,000	d3	AOR	5,100	1.11	7.3	6.3	5.2	6.3	7.0	6.3	7.3	6.0	6.7
KCYY	San Antonio	C	100.3	98.0	984	e	Cox Radio Inc	66	9704		g1	Country	6,700	1.47	7.2	5.7	6.1	5.2	6.7	5.3	6.5	7.0	7.1
KONO	Helotes	C	101.1	98.0 cp	1371	f	Barger, John	71	9401	5,405	c4	Oldies	2,500	0.92	4.3	4.7	4.4	4.4	3.5	4.3	4.2	3.7	3.3
KQXT	San Antonio	C1	101.9	100.0	669	a	Clear Channel Comm	67	9301	8,000	1	AC	3,900	1.06	5.8	4.1	4.1	5.3	4.7	5.6	4.2	5.6	5.4
KTFM	San Antonio	C1	102.7	100.0	669	g	Waterman Bcstg Corp	69				CHR/Dance	5,200	0.80	10.3	9.6	9.9	11.3	10.2	8.7	9.4	9.2	9.6
KZEP	San Antonio	C1	104.5	100.0	659	c	Lotus Comm Corp	66				Clsc Rock	3,300	1.09	4.8	6.5	7.4	4.3	4.5	4.7	3.8	4.4	4.2
KSMG	Seguin	C	105.3	94.0	1250	e	Cox Radio Inc	70	9709		d3	Mix AC	4,300	1.17	5.8	4.7	5.5	5.7	5.2	4.9	6.3	5.6	4.0
KCJZ	Terrell Hills	C	106.7	100.0	1017	e	Cox Radio Inc	79	9704		g1	Jazz	1,600	0.68	3.7	3.0	2.5	2.8	2.8	3.3	2.6	3.4	3.9
KXTN	San Antonio	C	107.5	97.0	1470	b	Heftel Bcstg Corp	67	9702		g2	Tejano	8,500	1.39	9.7	6.2	6.1	6.5	7.6	7.9	7.2	9.5	10.1
		# FM Stations -		15	# Combos -		13			FM TOTALS				76.1	64.9	67.1	66.7	68.5	66.3	67.3	69.9	69.5	



Metro Rank: 34

Revenue Rank: 32

San Antonio, TX Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 42,500	42,000	44,500	49,600	54,700	60,200	7.2%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.0%	\$ 63,200	66,300	69,900	73,400	77,800	5.3%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.60/1,000	\$4.74/1,000	\$4.72/1,000	Local	76%		
Revenue/Capita	\$31.55	\$40.70	\$48.37	National	24%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,347.1	1,479.2	1.9%	1,479.2	1,608.4	1.7%
Households	466.4	510.9	1.8%	510.9	561.8	1.9%
Retail Sales	9,244.6	12,704.0	6.6%	12,704.0	16,472.2	5.3%
EBI	15,233.3	19,381.5	4.9%	19,381.5	25,013.4	5.2%

Metro Counties

Bexar, TX	1,312.9
Comal, TX	65.3
Guadalupe, TX	73.5
Wilson, TX	27.5

	1,479.2

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	720.4	151.9	70.8	73.4	115.6	112.8	81.4	114.5
Women (000)	758.8	145.8	68.6	71.2	116.6	120.2	87.8	148.7
Total	1,479.2	297.6	139.3	144.6	232.2	233.0	169.2	263.2
Percentage	100.0%	20.1%	9.4%	9.8%	15.7%	15.7%	11.4%	17.8%
Per Capita	\$13,103	Median Household		\$29,255	Avg Household		\$37,936	
Ethnic Population:	White 91.0%	Black 7.1%	Asian 1.5%	Hispanic 51.0%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	2		13	12	15	18	33
Tot 12+	0.0		67.1	62.2	67.1	21.2	88.3
Avg 12+	0.0		5.2	5.2	4.5	1.2	2.7
Tot LCS	0.0		76.0	70.4	76.0	24.0	100.0
Avg LCS	0.0		5.8	5.9	5.1	1.3	3.0

MARKET: San Antonio, TX

METRO RANK: 34

Competitive Overview

AM Stations

City of		FCC	Day	Night	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)																				
Calls	License	Class	Freq	Power (kW)	Power (kW)	C	Owner	Year	Date	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995								
KTSA	San Antonio	III	550	5.0	5.00	g	Waterman Bcstg Corp	22	6506			Nws/Tk/Spts	3,400	1.05	5.1	6.4	4.1	4.7	4.3	4.7	4.5	4.3	4.7								
KSLR	San Antonio	III	630	5.0	4.30		Salem Comm Corp	26	9406		g	Religion	500	1.32	0.6	0.9	1.0	0.8	0.5	0.5	0.7	0.5	0.4								
KKYX	San Antonio	II	680	50.0	10.00	e	Cox Radio Inc	26	9704		g1	Country	500	0.33	2.4	2.1	2.3	2.1	2.1	1.9	1.8	2.3	2.6								
KSAH	Universal City	II	720	10.0	0.89		Ganadores Inc	86				Spanish	1,100	1.45	1.2	1.1	0.8	1.3	1.7	1.5	1.1	1.0	0.6								
KTKR	San Antonio	II	760	50.0	1.00	a	Clear Channel Comm	84	9306	800	1	Sports	450	1.02	0.7	0.8	0.7	0.5	0.6	0.6	0.5	0.7	0.6								
KCHG	Somerset	II	810	0.3	0.00		A.G.A. Inc	88	8904	476		ChrsContemp			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
KONO	San Antonio	II	860	5.0	0.90	f	Barger, John	27	9401		c4	Oldies	450	0.79	0.9	1.2	1.1	1.0	1.5	0.9	0.8	0.7	0.7								
KLUP	Terrell Hills	III	930	5.0	1.00	e	Cox Radio Inc	47	9709		d3	Nostalgia	450	0.23	3.1	2.4	2.6	1.9	2.4	2.7	3.4	2.3	2.6								
KDRY	Alamo Heights	II	1100	11.0	1.00		Nat'l Enterprises	63				Religion			0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.3								
• KENS	San Antonio	II	1160	10.0	1.00		Belo Corp	61	9709		p g	News/Talk	200	1.05	0.3	0.0	0.0	0.0	0.0	0.4	0.4	0.0	0.3								
• WOAI	San Antonio	I	1200	50.0	cp50.00	a	Clear Channel Comm	22	7506		1	News/Talk	5,100	1.83	4.4	3.5	3.4	4.1	3.7	4.2	3.7	3.9	4.1								
KZDC	San Antonio	III	1250	1.0	1.00	c	Lotus Comm Corp	53	8301	875		AOR	200	0.53	0.6	0.0	0.0	0.0	0.0	0.4	0.7	0.5	0.6								
KPOZ	San Antonio	III	1310	5.0	0.28	b	Heftel Bcstg Corp	48	9702		g2	Motivationl	100	0.79	0.2	0.0	0.0	0.0	0.0	0.2	0.2	0.3	0.1								
KCOR	San Antonio	III	1350	5.0	5.00	b	Heftel Bcstg Corp	46	9702		g2	Spanish	1,000	0.69	2.3	3.5	3.1	2.4	2.4	2.2	2.4	1.6	2.1								
KGNB	New Braunfels	III	1420	1.0	0.20	d	New Braunfels Comm	50	8912		c2	Nws/Tk/Spts			0.3	0.7	0.6	0.0	0.0	0.0	0.5	0.4	0.0								
KCHL	San Antonio	III	1480	2.5	0.09		Martin Bcstg Inc	60	9206	150		Gospel	200	1.05	0.3	0.5	0.0	0.4	0.5	0.6	0.3	0.0	0.0								
KEDA	San Antonio	II	1540	5.0	1.00		D & E Bcstg	66	7610			Spanish	500	0.61	1.3	0.5	1.5	0.9	0.9	1.0	0.7	1.8	1.1								
KWED	Seguin	II	1580	1.0	0.25		Pinwheel Comm Co	48	9411	348		Country			0.2	0.0	0.0	0.6	0.4	0.4	0.3	0.0	0.0								
				# AM Stations - 18		# Combos - 10				AM TOTALS				24.0		23.6		21.0		21.0		22.2		22.0		20.3		20.8			
				Stations Profiled - 33		# Duopolies - 8						Total Local Commercial Share				88.5		88.3		87.7		89.5		88.5		89.3		90.2		90.3	

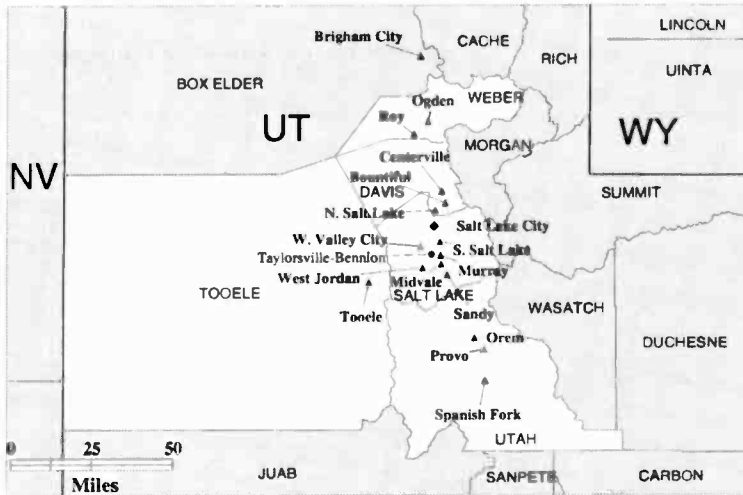
• Indicates a change since last edition.



Metro Rank: 35

Revenue Rank: 33

Salt Lake City – Ogden Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 32,900	32,500	33,000	36,500	43,400	50,300	8.9%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	12.7%	\$ 56,700	60,100	64,000	68,000	72,400	6.3%

	1990	1995	2000	Est. Breakout
Revenue/Retail Sales	\$3.70/1,000	\$4.08/1,000	\$4.44/1,000	Local 80%
Revenue/Capita	\$23.91	\$32.51	\$42.80	National 20%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,376.2	1,547.3	2.4%	1,547.3	1,691.6	1.8%
Households	430.7	482.5	2.3%	482.5	533.8	2.0%
Retail Sales	8,885.5	12,321.7	6.8%	12,321.7	16,299.6	5.8%
EBI	14,436.2	19,305.5	6.0%	19,305.5	27,035.0	7.0%

Metro Counties

Davis, UT	218.6
Salt Lake, UT	816.3
Tooele, UT	29.8
Utah, UT	305.7
Weber, UT	176.9

	1,547.3

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	770.5	199.5	91.3	79.7	116.3	110.0	75.1	98.6
Women (000)	776.8	189.4	88.0	80.6	112.1	110.0	76.8	119.9
Total	1,547.3	388.9	179.3	160.4	228.3	220.1	151.9	218.4
Percentage	100.0%	25.1%	11.6%	10.4%	14.8%	14.2%	9.8%	14.1%
Per Capita	\$12,477	Median Household		\$33,853	Avg Household		\$40,011	
Ethnic Population:	White 95.5%	Black 0.9%	Asian 2.7%	Hispanic 6.0%				

Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations	1		20	12	21	22	43
Tot 12+	0.0		69.5	52.2	69.5	21.4	90.9
Avg 12+	0.0		3.5	4.4	3.3	1.0	2.1
Tot LCS	0.0		76.5	57.4	76.5	23.5	100.0
Avg LCS	0.0		3.8	4.8	3.6	1.1	2.3

MARKET: Salt Lake City - Ogden

METRO RANK: 35

Competitive Overview

FM Stations

City of		FCC	Power		C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)										
Calls	License	Class	Freq	(kW)					HAAT	Std	Acq	Price	LMA	Format	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
								(000)			(000)	Ratio	Comm	Sh	1997	1997	1996	1996	1996	1996	1995	1995			
•	KMGR	Tooele	A	92.1	1.4	-758	e	Simmons Family Inc	79	9702	650														
	KUBL	Salt Lake City	C	93.3	26.0	3740	g	Citadel Comm Corp	65	9212		g2	1	Country	2,800	0.81	6.1	4.2	5.2	4.4	5.2	5.1	5.6	5.9	5.7
	KODJ	Salt Lake City	C	94.1	40.0	3061	c	Jacor Comm Inc	68	9702		g1	3	Oldies	3,000	0.93	5.7	4.5	4.6	5.7	4.8	6.7	5.2	4.9	4.1
	KZHT	Provo	C	94.9	47.0	2790	c	Jacor Comm Inc	81	9702		g1	3	CHR/Dance	1,000	0.53	3.3	5.4	4.4	4.0	4.4	3.2	3.6	2.6	2.8
	KYFO	Ogden	C1	95.5	100.0	cp 774	b	Bible Bcstg Network	83	9406	455	c4		Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	KXRK	Provo	C	96.3	38.0	2953		ACME Bcstg Inc	68	9309	925			Modern Rock	1,700	0.83	3.6	4.8	4.8	3.8	4.7	3.1	3.1	3.0	4.1
	KISN	Salt Lake City	C	97.1	30.0	3652	f	Trumper Comm Inc	61	9511	5,500	c2		Hot AC	3,800	1.20	5.6	5.5	6.1	5.3	4.7	5.3	5.0	4.9	
	KBZN	Ogden	C	97.9	26.0	3770	h	Webb, John	78	9004		al		Smooth Jazz	1,300	0.85	2.7	2.9	1.5	2.3	2.6	2.1	2.6	2.7	2.6
	KBEE	Salt Lake City	C	98.7	40.0	2933	g	Citadel Comm Corp	47	9709	2,873	c3	1	AC	3,200	1.05	5.4	3.9	5.0	4.2	4.3	4.8	4.7	5.5	4.6
	KURR	Bountiful	C	99.5	39.0	2953	c	Jacor Comm Inc	88	9702		g1	3	Rock	1,600	0.71	4.0	2.8	1.7	1.7	2.2	3.4	3.8	3.7	3.6
	KSFI	Salt Lake City	C	100.3	26.0	3740	e	Simmons Family Inc	46				2	Soft AC	7,300	1.33	9.7	8.8	8.2	9.3	9.4	8.2	9.0	9.0	9.1
	KBER	Ogden	C	101.1	25.0	3740	g	Citadel Comm Corp	75	9609	7,200	1		AOR	2,200	0.81	4.8	3.8	3.2	4.3	3.8	4.0	5.3	3.8	4.3
	KKAT	Ogden	C	101.9	26.0	3740	c	Jacor Comm Inc	64	9702		g1	3	Country	4,000	1.22	5.8	4.0	3.7	4.8	4.2	4.5	5.1	5.1	6.5
	KQMB	Midvale	C	102.7	47.0	2700		Quarry Mtn Bcstg Inc	95			2		Alternative	300	0.59	0.9	2.7	2.2	2.6	2.4	1.4	1.1	0.9	0.0
	KRSP	Salt Lake City	C	103.5	27.5	3629	e	Simmons Family Inc	68	9701	1,200	2		70s Oldies	4,500	1.18	6.7	4.7	4.6	5.0	4.5	6.0	5.6	6.7	6.2
	KSOP	Salt Lake City	C	104.3	25.0	3639	d	KSOP Inc	64					Country	3,000	0.94	5.6	5.5	3.6	5.1	4.4	4.7	5.4	5.3	5.2
	KUMT	Centerville	C	105.7	25.5	3645	f	Trumper Comm Inc	79	9511	1,850			AAA	1,300	0.96	2.4	3.1	3.5	2.0	1.5	1.6	2.8	2.6	1.7
	KBKK	Spanish Fork	C	106.5	46.0	cp 2746	f	Trumper Comm Inc	67	9708		p sw	3	Country	500	0.80	1.1	1.2	1.2	1.0	1.1	0.9	0.8	1.1	1.1
	KLZX	Brigham City	C	106.9	68.0	2369	a	First National Bcstg	72	8306	450	c1		Clsc Rock	400	0.71	1.0	0.7	0.0	0.4	1.1	1.2	0.4	0.9	1.2
	KENZ	Orem	C	107.5	45.0	2851	g	Citadel Comm Corp	78	9701	5,500			Alternative	1,100	0.67	2.9	5.0	4.1	4.3	3.2	3.2	3.6	2.9	0.9
	KRRR	Roy	C	107.9	67.0	2379		Sundance Bcstg LLC	84	9607	700			Adlt Stndrd	500	0.68	1.3	0.5	1.9	1.2	1.3	1.9	0.5	1.0	1.4
				# FM Stations - 21		# Combos - 18				FM TOTALS				78.6	74.0	69.5	71.4	69.8	71.3	73.5	72.6	70.0			

• Indicates a change since last edition.

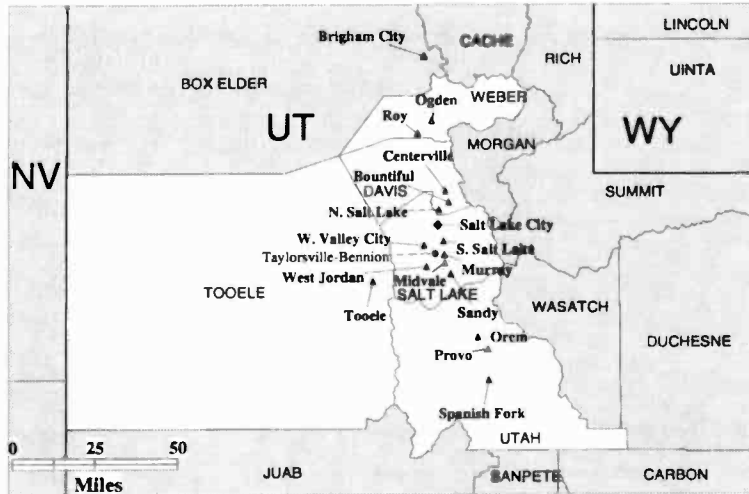
METRO RANK: 35



Metro Rank: 35

Revenue Rank: 33

Salt Lake City - Ogden Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 32,900	32,500	33,000	36,500	43,400	50,300	8.9%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	12.7%	\$ 56,700	60,100	64,000	68,000	72,400	6.3%

	1990	1995	2000	Est. Breakout
Revenue/Retail Sales	\$3.70/1,000	\$4.08/1,000	\$4.44/1,000	Local 80%
Revenue/Capita	\$23.91	\$32.51	\$42.80	National 20%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990		1995		2000		Growth Rate
	1990	1995	1995	2000	1995	2000	
MSA Population	1,376.2	1,547.3	1,547.3	1,691.6	2.4%	1.8%	
Households	430.7	482.5	482.5	533.8	2.3%	2.0%	
Retail Sales	8,885.5	12,321.7	12,321.7	16,299.6	6.8%	5.8%	
EBI	14,436.2	19,305.5	19,305.5	27,035.0	6.0%	7.0%	

Metro Counties

Davis, UT	218.6
Salt Lake, UT	816.3
Tooele, UT	29.8
Utah, UT	305.7
Weber, UT	176.9

	1,547.3

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	770.5	199.5	91.3	79.7	116.3	110.0	75.1	98.6
Women (000)	776.8	189.4	88.0	80.6	112.1	110.0	76.8	119.9
Total	1,547.3	388.9	179.3	160.4	228.3	220.1	151.9	218.4
Percentage	100.0%	25.1%	11.6%	10.4%	14.8%	14.2%	9.8%	14.1%
Per Capita	\$12,477	Median Household		\$33,853	Avg Household		\$40,011	
Ethnic Population:	White 95.5%	Black 0.9%	Asian 2.7%	Hispanic 6.0%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1		20	12	21	22	43
Tot 12+	0.0		69.5	52.2	69.5	21.4	90.9
Avg 12+	0.0		3.5	4.4	3.3	1.0	2.1
Tot LCS	0.0		76.5	57.4	76.5	23.5	100.0
Avg LCS	0.0		3.8	4.8	3.6	1.1	2.3

Competitive Overview

AM Stations

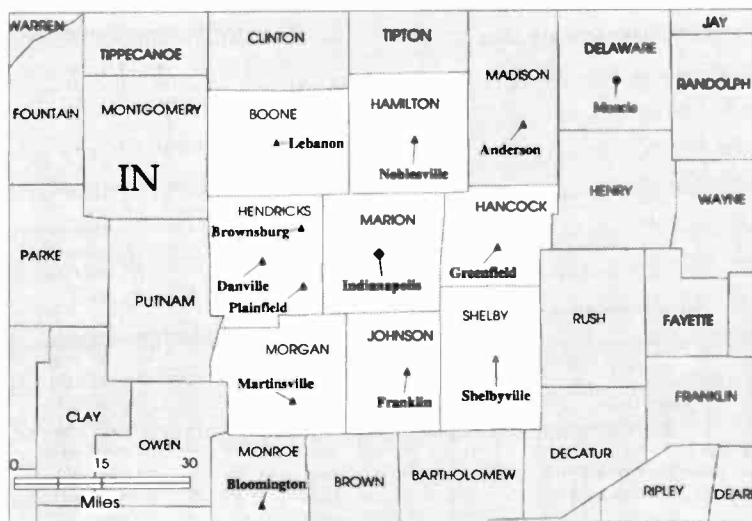
City of		FCC	Day	Night	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)									
Calls	License	Class	Freq	Power	Power	Year	Date	Price	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
			(kW)	(kW)	C	Owner	Std	Acq	(000)	Ratio	Comm	1997	1997	1996	1996	1996	1996	1995	1995	
KISN	Salt Lake City	III	570	5.0	5.00	c	Jacor Comm Inc	38	9708			2.2	0.0	0.8	0.9	1.5	1.3	2.3	2.2	2.3
KTKK	Sandy	III	630	1.0	0.50		United Bcstg Company	60	9605	250	0.71	0.5	0.4	0.6	0.8	0.6	0.0	0.4	0.5	0.8
KFAM	N. Salt Lake	II	700	50.0	1.00	c	Jacor Comm Inc	81	9707	1,200	0.32	1.1	0.6	1.4	0.6	0.8	1.4	0.8	1.2	0.5
KSVN	Ogden	II	730	1.0	0.07		Azteca Bcstg	46	8602	100		0.2	0.0	0.4	0.5	0.0	0.4	0.5	0.0	0.0
KSOS	Brigham City	II	800	1.0	0.03	a	First National Bcstg	48	8306			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KCNR	Salt Lake City	III	860	10.0	0.20	g	Citadel Comm Corp	92	9212			0.2	0.3	0.4	0.0	0.6	0.4	0.0	0.3	0.0
KALL	Salt Lake City	III	910	5.0	1.00	c	Jacor Comm Inc	45	9702			3.9	3.2	3.2	3.7	4.1	3.9	2.6	3.4	4.5
KOVO	Provo	III	960	5.0	1.00		Great Stock Co	39	9003			0.2	0.4	0.3	0.3	0.1	0.4	0.3	0.1	0.1
KTUR	Tooele	II	1010	50.0	0.01		Turley, Robert	33	9210	100		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KKDS	S. Salt Lake	II	1060	10.0	1.00		Carlson Comm Int'l	67				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KANN	Roy	II	1120	10.0	1.00		Faith Comm	61	7511			0.2	0.0	0.0	0.0	0.4	0.4	0.0	0.5	0.0
KSL	Salt Lake City	I	1160	50.0	50.00		Bonneville Intl	22				6.8	5.0	6.5	6.6	6.6	5.7	6.0	6.1	6.9
KWJN	Murray	IV	1230	1.0	1.00		B&B Bcstg LP	48	9003			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KDYL	Salt Lake City	III	1280	10.0	0.60	e	Simmons Family Inc	45	8205	750	0.46	3.8	3.8	3.8	3.6	3.7	4.8	3.4	2.8	2.9
KFNZ	Salt Lake City	III	1320	5.0	5.00	g	Citadel Comm Corp	55	9709			1.1	1.4	2.7	2.0	1.2	1.0	1.0	1.1	1.1
KSOP	S. Salt Lake	III	1370	5.0	0.50	d	KSOP Inc	55				0.2	0.2	0.2	0.4	0.3	0.2	0.2	0.3	0.1
KSRR	Provo	IV	1400	1.0	1.00		Morey, Robert H.	47	9706			0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
• KLD	Ogden	III	1430	10.0	cp 5.00	h	Webb, John	24	7910	400		0.8	0.8	0.7	0.6	0.9	1.1	0.4	0.6	0.9
KYFO	Ogden	IV	1490	1.0	1.00	b	Bible Bcstg Network	48	9406			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KLLB	West Jordan	II	1510	10.0	0.00		United Security Fin	82	9106	180		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KRGO	W. Valley City	II	1550	10.0	cp 0.50		KMRI Radio LLC	56	9709	500p		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KCPX	Centerville	III	1600	5.0	1.00		Utah Spanish Radio	57	9603	105		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
		# AM Stations - 22		# Combos - 10				AM TOTALS				21.2	16.1	21.4	20.0	20.8	21.0	17.9	19.1	20.1
		Stations Profiled - 43		# Duopolies - 10				Total Local Commercial Share				90.1	90.9	91.4	90.6	92.3	91.4	91.7	90.1	

• Indicates a change since last edition.

Metro Rank: 36

Revenue Rank: 29

Indianapolis, IN Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 50,400	48,900	47,700	51,000	59,100	66,200	5.6%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	0.6%	\$ 66,600	69,500	73,000	76,700	80,900	5.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.86/1,000	\$4.68/1,000	\$4.42/1,000	Local	86%		
Revenue/Capita	\$40.06	\$48.73	\$56.28	National	14%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,258.1	1,358.4	1.5%	1,358.4	1,437.4	1.1%
Households	483.2	524.2	1.6%	524.2	563.9	1.5%
Retail Sales	10,364.3	14,136.6	6.4%	14,136.6	18,312.4	5.3%
EBI	17,613.4	23,199.8	5.7%	23,199.8	30,396.4	5.6%

Metro Counties

Boone, IN	42.0
Hamilton, IN	144.1
Hancock, IN	51.1
Hendricks, IN	87.3
Johnson, IN	102.8
Marion, IN	825.3
Morgan, IN	63.1
Shelby, IN	42.7

1,358.4

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	656.0	127.0	58.7	57.1	111.7	109.6	82.3	109.3
Women (000)	702.4	121.6	56.1	59.6	114.8	115.9	86.5	148.0
Total	1,358.4	248.6	114.8	116.7	226.5	225.5	168.8	257.3
Percentage	100.0%	18.3%	8.5%	8.6%	16.7%	16.6%	12.4%	18.9%
Per Capita	\$17,079	Median Household		\$37,018	Avg Household		\$44,258	
Ethnic Population:	White 83.9%	Black 14.2%	Asian 1.0%	Hispanic 1.0%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	9	11		11	20	10	30
Tot 12+	17.8	57.5		62.7	75.3	15.7	91.0
Avg 12+	2.0	5.2		5.7	3.8	1.6	3.0
Tot LCS	19.6	63.2		68.9	82.7	17.3	100.0
Avg LCS	2.2	5.7		6.3	4.1	1.7	3.3

Competitive Overview

Some stations also rated in Lafayette, IN (231).

FM Stations

Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
												Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995	
WTTS	Bloomington	B	92.3 37.0	1089		Sarkes Tarzian Inc	60				Progressive	600	0.36	2.5	2.6	2.1	2.1	2.3	2.6	2.5	2.2	1.9	
WNAP	Indianapolis	B	93.1 12.5	1024	b	Emmis Bcstg Corp	60	9406	26,000	c1	70s Oldies	4,000	1.00	6.0	4.9	5.1	4.2	4.7	6.5	6.4	4.9	4.0	
WGRL	Noblesville	A	93.9 2.8	492	e	Susquehanna Radio	93	9706	4,300		Country	450	0.11	6.3	2.3	5.7	5.6	6.2	5.1	6.1	5.7	6.1	
WFBO	Indianapolis	B	94.7 58.0 cp	804	c	Capstar Bcstg Ptrs	59	9708		p g2	AOR	13,500	1.54	13.2	10.8	10.7	12.1	12.7	11.7	11.3	10.9	14.0	
WFMS	Indianapolis	B	95.5 13.0	991	e	Susquehanna Radio	57	7211			Country	10,000	1.15	13.1	13.8	12.5	11.9	11.0	10.7	12.6	13.4	10.8	
WPZZ	Franklin	A	95.9 3.0	299		Al-Grim Bcstg Inc	61	9706	1,500p		Religion			0.3	0.4	0.6	0.6	0.0	0.0	0.0	0.5	0.5	
WHHH	Indianapolis	A	96.3 3.3	285	g	Shirk Inc	91				Top 40	2,100	0.64	4.9	4.7	5.7	6.4	4.6	5.0	4.0	4.6	4.3	
WENS	Shelbyville	B	97.1 23.0	738	b	Emmis Bcstg Corp	64	8106	1,200		AC	6,400	1.43	6.7	4.7	5.9	5.4	5.8	5.8	6.1	5.8	6.5	
• WKXP	Anderson	B	97.9 50.0	489		Moody Bible Inst	73	9711		p g	AC			0.2	0.5	0.5	0.4	0.0	0.5	0.0	0.4	0.0	
WXIR	Plainfield	A	98.3 3.0	299		Radio 1500	64	8010	800		ChrsContemp	500	0.63	1.2	1.3	1.8	1.2	1.1	1.0	0.9	1.4	1.2	
WZPL	Greenfield	B	99.5 47.0 cp	479	f	MyStar Comm Corp	62	9405	10,800		Adult CHR	2,300	0.72	4.8	4.9	4.7	4.4	4.7	4.6	4.3	4.2	4.5	
WIRE	Lebanon	A	100.9 3.0 cp	299	g	Shirk Inc	67	9708	1,200		Country			0.1	0.0	0.0	0.4	0.0	0.0	0.0	0.4	0.0	
WQFE	Brownsburg	A	101.9 3.7	253		Quinn, Helen Sparks	92				Oldies	500	0.50	1.5	0.8	1.1	1.4	1.3	2.0	1.3	1.1	1.2	
WCBK	Martinsville	A	102.3 1.1 cp	558	a	Mid-Amer Radio Grp	68	9709		sw	Country			0.3	0.4	0.5	0.4	0.5	0.0	0.0	0.6	0.5	
WRZX	Indianapolis	B	103.3 18.0	850	c	Capstar Bcstg Ptrs	64	9708		p g2	Alternative	3,800	1.02	5.6	4.4	4.1	4.2	4.7	6.4	4.5	5.3	4.1	
WGLD	Indianapolis	B	104.5 14.0	512	e	Susquehanna Radio	41	9310	7,150		Oldies	3,600	3.86	1.4	6.4	0.0	0.9	0.9	1.3	1.2	1.1	1.4	
WTLC	Indianapolis	B	105.7 50.0	449	b	Emmis Bcstg Corp	68	9711	14,980	c2	Urban	3,300	0.97	5.1	4.9	5.6	5.1	5.1	4.8	4.4	4.1	5.2	
WGGR	Greenwood	A	106.7 3.0	328	g	Shirk Inc	94	9510	2,500		Urban AC	1,100	1.10	1.5	2.5	1.6	1.5	1.7	1.5	1.3	1.9	0.9	
WSYW	Danville	A	107.1 0.9	604	d	Continental Bcst Grp	75	9311		st	Classical	400	0.86	0.7	0.9	0.8	1.3	1.1	0.7	0.6	0.5	0.6	
WTPI	Indianapolis	B	107.9 22.0	761	f	MyStar Comm Corp	84	9001	12,000		AC	4,700	1.09	6.5	4.9	6.3	5.6	6.0	4.4	6.7	6.6	5.8	
# FM Stations - 20												# Combos - 15											
												FM TOTALS											
												81.9 76.1 75.3 75.1 74.4 74.6 74.2 75.6 73.5											

• Indicates a change since last edition.

Metro Rank: 36

Revenue Rank: 29

Indianapolis, IN Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 50,400	48,900	47,700	51,000	59,100	66,200	5.6%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	0.6%	\$ 66,600	69,500	73,000	76,700	80,900	5.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.86/1,000	\$4.68/1,000	\$4.42/1,000	Local	86%		
Revenue/Capita	\$40.06	\$48.73	\$56.28	National	14%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,258.1	1,358.4	1.5%	1,358.4	1,437.4	1.1%
Households	483.2	524.2	1.6%	524.2	563.9	1.5%
Retail Sales	10,364.3	14,136.6	6.4%	14,136.6	18,312.4	5.3%
EBI	17,613.4	23,199.8	5.7%	23,199.8	30,396.4	5.6%

Metro Counties

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Hancock, IN	51.1
Hendricks, IN	87.3
Johnson, IN	102.8
Marion, IN	825.3
Morgan, IN	63.1
Shelby, IN	42.7

	1,358.4

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	656.0	127.0	58.7	57.1	111.7	109.6	82.3	109.3
Women (000)	702.4	121.6	56.1	59.6	114.8	115.9	86.5	148.0
Total	1,358.4	248.6	114.8	116.7	226.5	225.5	168.8	257.3
Percentage	100.0%	18.3%	8.5%	8.6%	16.7%	16.6%	12.4%	18.9%
Per Capita	\$17,079	Median Household		\$37,018	Avg Household		\$44,258	
Ethnic Population:	White 83.9%	Black 14.2%	Asian 1.0%	Hispanic 1.0%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	9	11		11	20	10	30
Tot 12+	17.8	57.5		62.7	75.3	15.7	91.0
Avg 12+	2.0	5.2		5.7	3.8	1.6	3.0
Tot LCS	19.6	63.2		68.9	82.7	17.3	100.0
Avg LCS	2.2	5.7		6.3	4.1	1.7	3.3

MARKET: Indianapolis, IN

METRO RANK: 36

Competitive Overview

Some stations also rated in Lafayette, IN (231).

AM Stations

City of		FCC	Day	Night	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)												
Calls	License	Class	Freq	Power (kW)	Power (kW)	C	Owner	Year	Date	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995
WSYW	Indianapolis	11	810	0.3	0.00	d	Continental Bcst Grp	63	9311		st	Children			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WXLW	Indianapolis	111	950	5.0	0.12		Pilgrim Comm LLC	48	9508	700		ChrsContemp			0.5	0.4	0.6	0.4	0.5	0.5	0.7	0.0	0.5
WIBC	Indianapolis	11	1070	50.0	10.00	b	Emmis Bcstg Corp	38	9406		c1	Nws/Tk/Spts	7,800	1.22	9.6	8.0	8.3	9.1	9.0	8.6	8.2	9.7	8.5
WNDE	Indianapolis	111	1260	5.0	5.00	c	Capstar Bcstg Ptrs	24	9708		p g2	News/Talk	550	0.49	1.7	1.2	1.4	1.2	1.6	1.3	1.1	1.8	1.9
WTLC	Indianapolis	111	1310	5.0	1.00	b	Emmis Bcstg Corp	41	9711		c2	Gospel/R&B	450	0.42	1.6	0.8	0.9	1.2	0.9	1.2	1.1	1.3	2.4
WMYS	Indianapolis	111	1430	5.0	5.00	f	MyStar Comm Corp	23	9405	575		Nstlg/Sprts	500	0.19	3.9	4.2	3.3	4.0	3.4	3.3	3.5	3.5	4.0
WBRI	Indianapolis	11	1500	5.0	0.00		Amer Bible Radio	64				Religion			0.5	0.4	0.8	0.4	0.0	0.4	0.5	0.4	0.4
WOOO	Shelbyville	11	1520	1.0	0.25		Schriber, Alan	61	8902	450		Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMCB	Martinsville	11	1540	0.5	0.00	a	Mid-Amer Radio Grp	67	9709		sw	Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WNTS	Beech Grove	111	1590	5.0	0.50		S & M Bcstg Co Inc	56	7404			Religion			0.3	0.4	0.4	0.0	0.5	0.4	0.3	0.0	0.4
		# AM Stations -		10		# Combos -		6		AM TOTALS				18.1		15.4	15.7	16.3	15.9	15.7	15.4	16.7	18.1
		Stations Profiled -		30		# Duopolies -		8		Total Local Commercial Share				91.5		91.0	91.4	90.3	90.3	89.6	92.3	91.6	

* Indicates a change since last edition.

Metro Rank: 37

Revenue Rank: 27

Charlotte-Gastonia-Rock Hill Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 35,400	34,900	38,400	43,300	49,100	59,600	11.0%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	17.6%	\$ 70,100	75,000	80,600	86,300	92,700	7.2%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.04/1,000	\$4.91/1,000	\$5.78/1,000	Local	80%		
Revenue/Capita	\$29.96	\$46.01	\$64.99	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,181.4	1,295.5	1.9%	1,295.5	1,426.3	1.9%
Households	448.3	493.1	1.9%	493.1	551.5	2.3%
Retail Sales	8,769.1	12,134.3	6.7%	12,134.3	16,047.4	5.7%
EBI	15,831.0	19,809.8	4.6%	19,809.8	26,006.8	5.6%

Metro Counties

Cabarrus, NC	110.9
Gaston, NC	181.8
Lincoln, NC	56.8
Mecklenburg, NC	584.5
Rowan, NC	119.3
Union, NC	98.4
York, SC	143.8

	1,295.5

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	627.1	112.5	53.3	61.4	105.5	108.0	82.3	104.1
Women (000)	668.5	108.3	51.6	63.3	105.5	112.5	85.8	141.6
Total	1,295.5	220.8	104.9	124.7	211.0	220.4	168.1	245.7
Percentage	100.0%	17.0%	8.1%	9.6%	16.3%	17.0%	13.0%	19.0%
Per Capita	\$15,291	Median Household		\$33,272	Avg Household		\$40,174	
Ethnic Population:	White 78.0%	Black 20.5%	Asian 1.2%	Hispanic 1.0%				

Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations	1		14	11	15	25	40
Tot 12+	2.1		69.0	62.1	71.1	8.9	80.0
Avg 12+	2.1		4.9	5.6	4.7	0.4	2.0
Tot LCS	2.6		86.3	77.6	88.9	11.1	100.0
Avg LCS	2.6		6.2	7.1	5.9	0.4	2.5

Competitive Overview

Some stations also rated in markets (41) and (59).

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
										Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm	Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995
WCCJ	Harrisburg	A	92.7	6.0	328		Davis Bcstg	95	9507	2,200		NAC	1,400	0.95	2.1	1.6	2.1	1.9	1.7	1.9	1.8	1.4	1.6
• WTKS	Charlotte	C	95.1	100.0	1542	d	CBS Corporation	62	9709		p g3	CHR	3,100	0.68	6.5	5.1	4.6	5.0	5.0	6.5	5.7	4.6	4.3
WXRC	Hickory	C	95.7	100.0	1021		Pacific Bcstg Group	62	9410	3,050	2	AAA	750	0.63	1.7	2.0	1.6	0.8	1.5	1.0	1.3	1.2	1.9
WMMG	Shelby	C	96.1	99.0	1739	b	Dalton Group	48	9307	4,500		Oldies	4,100	0.97	6.0	6.2	4.9	5.5	5.5	5.9	4.5	4.8	4.1
• WKKT	Statesville	C	96.9	100.0	1549	d	Capstar Bcstg Ptrs	61	9708		p g1	Country	5,400	1.00	7.7	5.3	5.1	5.0	7.0	6.0	6.3	6.8	5.8
• WPEG	Concord	C	97.9	95.0	1611	c	CBS Corporation	62	9709		p g3	Urban	7,200	0.83	12.4	10.0	11.0	10.0	9.3	9.4	10.3	11.5	9.0
WBT	Chester	C3	99.3	7.6	604	a	Jefferson-Pilot Comm	69	9505	1,500		Beach			0.6	0.9	0.8	0.7	0.8	0.6	0.6	0.3	0.3
WRFX	Kannapolis	C1	99.7	84.0	1056	c	Capstar Bcstg Ptrs	64	9708		p g1	AOR	8,600	1.26	9.7	7.0	6.8	8.1	8.0	9.5	7.2	7.4	7.3
• WBAV	Gastonia	C	101.9	99.0	988	c	CBS Corporation	47	9709		p g3	Urban AC	2,500	0.65	5.5	5.6	4.3	4.7	4.3	4.1	4.7	4.5	4.4
WLYT	Hickory	C1	102.9	31.0	1536	d	Capstar Bcstg Ptrs	59	9708		p g1	Lite AC	5,400	1.03	7.5	5.6	7.1	5.8	6.3	5.8	5.5	5.6	7.4
• WSOC	Charlotte	C	103.7	99.0	1050	c	CBS Corporation	47	9709		p g3	Country	9,900	1.25	11.3	7.6	8.6	9.2	8.8	8.6	8.0	9.4	10.6
• WSSS	Charlotte	C	104.7	100.0	1211	c	CBS Corporation	72	9709		p g3	Clsc Hits	4,000	1.30	4.4	4.6	4.2	4.7	4.1	3.3	3.2	3.4	4.3
WMMX	Waxhaw	C3	106.1	20.0	364		GHB Bcstg	95	9506		st 1	Adlt Stndrd	700	0.36	2.8	2.0	2.4	2.6	2.8	1.6	3.1	2.4	2.0
WEND	Salisbury	C1	106.5	84.0 cp	1047	b	Dalton Group	46	9504			Alternative	2,000	0.66	4.3	3.9	3.7	4.3	4.3	3.9	4.3	3.4	2.3
WLNK	Charlotte	C	107.9	100.0	1694	a	Jefferson-Pilot Comm	62				Modern AC	5,900	1.56	5.4	4.1	3.9	4.1	3.4	3.5	4.1	4.6	5.3
# FM Stations - 15						# Combos - 12						FM TOTALS		87.9	71.5	71.1	72.4	72.8	71.6	70.6	71.3	70.6	

• Indicates a change since last edition.

Metro Rank: 37

Revenue Rank: 27

Charlotte-Gastonia-Rock Hill Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 35,400	34,900	38,400	43,300	49,100	59,600	11.0%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	17.6%	\$ 70,100	75,000	80,600	86,300	92,700	7.2%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.04/1,000	\$4.91/1,000	\$5.78/1,000	Local	80%		
Revenue/Capita	\$29.96	\$46.01	\$64.99	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,181.4	1,295.5	1.9%	1,295.5	1,426.3	1.9%
Households	448.3	493.1	1.9%	493.1	551.5	2.3%
Retail Sales	8,769.1	12,134.3	6.7%	12,134.3	16,047.4	5.7%
EBI	15,831.0	19,809.8	4.6%	19,809.8	26,006.8	5.6%

Metro Counties

Cabarrus, NC	110.9
Gaston, NC	181.8
Lincoln, NC	56.8
Mecklenburg, NC	584.5
Rowan, NC	119.3
Union, NC	98.4
York, SC	143.8

	1,295.5

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	627.1	112.5	53.3	61.4	105.5	108.0	82.3	104.1
Women (000)	668.5	108.3	51.6	63.3	105.5	112.5	85.8	141.6
Total	1,295.5	220.8	104.9	124.7	211.0	220.4	168.1	245.7
Percentage	100.0%	17.0%	8.1%	9.6%	16.3%	17.0%	13.0%	19.0%
Per Capita	\$15,291	Median Household		\$33,272	Avg Household		\$40,174	
Ethnic Population:	White 78.0%	Black 20.5%	Asian 1.2%	Hispanic 1.0%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1		14	11	15	25	40
Tot 12+	2.1		69.0	62.1	71.1	8.9	80.0
Avg 12+	2.1		4.9	5.6	4.7	0.4	2.0
Tot LCS	2.6		86.3	77.6	88.9	11.1	100.0
Avg LCS	2.6		6.2	7.1	5.9	0.4	2.5

MARKET: Charlotte-Gastonia-Rock Hill

METRO RANK: 37

Competitive Overview

Some stations also rated in markets (41) and (59).

AM Stations

City of		FCC	Day	Night	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)											
License	Class	Freq	Power (kW)	Power (kW)	C	Owner	Year	Date	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
Calls	Std	Acq	(000)	(000)										Comm	1997	1997	1996	1996	1996	1996	1995	1995
• WFNZ Charlotte	III	610	5.0	1.00	c	CBS Corporation	41	9709		p g3	Sports/Talk	300	0.43	1.0	0.7	0.6	0.6	0.5	0.7	0.9	0.6	1.0
WGTL Kannapolis	II	870	1.0	0.00		Fred H Whitley Inc	47				DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WYFQ Charlotte	III	930	5.0	1.00		Bible Bcstg Network	33	9202	475		Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WNOV Mint Hill	II	1030	9.4	0.00		Baker Family Stns	87				Chrstrn Talk	275		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLOW Lincolnton	II	1050	1.0	0.23		KTC Bcstg Inc	53	9411	450		Country			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
WKRE Monroe	II	1060	1.0	0.00		Helms Comm Corp	47	9607		dn	DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBT Charlotte	I	1110	50.0	50.00	a	Jefferson-Pilot Comm	22	4509			News/Talk	7,200	1.30	7.9	5.0	5.7	5.1	5.5	5.5	6.8	7.3	5.9
WRNA China Grove	II	1140	1.0	0.00	f	Ford Bcstg Inc	80	9205	178		Gospel			0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0
WAVO Rock Hill	III	1150	1.0	0.06	e	GHB Bcstg	48	9202	115		Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WIXE Monroe	II	1190	1.0	0.00		Monroe Bcstg Co	68	9009		st	Country	225	1.07	0.3	0.4	0.0	0.5	0.0	0.7	0.4	0.0	0.0
WHVN Charlotte	IV	1240	1.0	1.00	e	GHB Bcstg	28	8307	410		Religion	100	1.43	0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
WCGC Belmont	III	1270	5.0	0.50		Mintzer, James B.	54	8905	330		Talk			0.2	0.0	0.3	0.0	0.0	0.6	0.0	0.0	0.0
WSAT Salisbury	III	1280	1.0	1.00		WSAT Inc	39	9602	225		AC/Sports			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGSP Charlotte	III	1310	1.0	cp 1.60		Willis Family Bcstg	58	9203	550		Gospel	500	0.65	1.1	0.4	0.7	0.9	0.4	1.4	1.3	0.8	0.0
WRHI Rock Hill	IV	1340	1.0	1.00		Our Three Sons Bcstg	44	8410	650		AC/Sports			0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
WLTC Gastonia	III	1370	5.0	0.00	f	Ford Bcstg Inc	48	9305	175		Gospel			0.3	0.7	0.7	0.5	0.2	0.5	0.0	0.4	0.0
WEGO Concord	III	1410	1.0	0.18		Suburban Radio Group	43	9112		nc	Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGAS S Gastonia	III	1420	0.5	0.00	g	Victory Chrstrn Centr	59	9507		st	Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDEX Monroe	III	1430	2.5	2.50	f	Ford Bcstg Inc	83	9404	75		Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGNC Gastonia	IV	1450	1.0	1.00		Haetings, Calvin	39	8910	125		Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRKB Kannapolis	III	1460	0.5	0.19	f	Ford Bcstg Inc	60	9406	100		Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTLT Charlotte	III	1480	5.0	5.00		Christ Covenant Ch	55	9208		1	Adlt Stndrd	100	0.71	0.2	0.3	0.0	0.2	0.3	0.1	0.1	0.4	0.1
WSTP Salisbury	IV	1490	1.0	1.00		Davidson Cnty Bcstg	39	9512	210		News/Talk			0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
WOCR Charlotte	II	1540	2.5	cp 0.00	g	Victory Chrstrn Centr	64	8807	431		Gospel			0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
• WGIV Charlotte	III	1600	1.0	1.00	c	CBS Corporation	47	9709		p g3	Sports/Talk	450	0.71	0.9	0.7	0.6	0.8	0.7	0.6	0.7	0.8	0.9
# AM Stations - 25		# Combos - 11		AM TOTALS										12.1	8.2	8.9	9.0	8.1	10.6	10.2	10.3	8.3
Stations Profiled - 40		# Duopolies - 11		Total Local Commercial Share										79.7	80.0	81.4	80.9	82.2	80.8	81.6	78.9	

• Indicates a change since last edition.

METRO RANK: 37

Metro Rank: 38

Revenue Rank: 26

Orlando Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 48,400	47,400	48,600	51,500	58,800	64,400	5.9%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	12.3%	\$ 72,300	76,600	81,600	86,900	93,000	6.5%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.89/1,000	\$4.68/1,000	\$5.53/1,000	Local	70%		
Revenue/Capita	\$43.81	\$52.16	\$69.22	National	30%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,104.8	1,234.7	2.2%	1,234.7	1,343.6	1.7%
Households	414.1	461.1	2.2%	461.1	507.1	1.9%
Retail Sales	9,895.8	13,758.2	6.8%	13,758.2	16,809.3	4.1%
EBI	15,279.3	20,054.4	5.6%	20,054.4	25,831.2	5.2%

Metro Counties

Orange, FL	765.9
Osceola, FL	138.5
Seminole, FL	330.3

	1,234.7

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	610.5	107.5	49.1	65.2	110.4	102.3	73.5	102.6
Women (000)	624.2	103.2	47.4	59.4	104.6	103.8	76.3	129.5
Total	1,234.7	210.7	96.4	124.6	215.1	206.0	149.8	232.1
Percentage	100.0%	17.1%	7.8%	10.1%	17.4%	16.7%	12.1%	18.8%
Per Capita	\$16,242	Median Household		\$35,011	Avg Household		\$43,492	
Ethnic Population:	White 84.5%	Black 12.8%	Asian 2.3%	Hispanic 11.7%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1		13	13	14	14	28
Tot 12+	0.7		71.1	71.1	71.8	15.5	87.3
Avg 12+	0.7		5.5	5.5	5.1	1.1	3.1
Tot LCS	0.8		81.4	81.4	82.2	17.8	100.0
Avg LCS	0.8		6.3	6.3	5.9	1.3	3.6

Competitive Overview

Some stations also rated in Daytona Beach (93).

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)		1996 Revenue (000)		Avg '96		Arbitron 12+ Metro Shares (see rights)							
										LMA	Format	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995		
WKXA	Orlando	C	92.3	98.0	1339	b	Cox Radio Inc	52	9704	g1	Country	8,000	1.13	9.8	8.8	8.1	10.0	10.2	8.0	7.9	8.7	9.7	
WCFB	Daytona Beach	C	94.5	100.0	1470	b	Cox Radio Inc	47	9704	g1	Urban AC	2,300	0.68	4.7	3.3	3.6	3.5	4.9	4.5	3.9	4.1	4.1	
WTLN	Apopka	A	95.3	6.0	315	d	Hoffit, Thomas H	68			Christian	500	0.46	1.5	1.0	0.7	1.2	1.1	1.4	1.4	1.2	1.2	
WHTQ	Orlando	C	96.5	100.0	1598	b	Cox Radio Inc	52	9612	sw	Clsc Rock	3,000	0.92	4.5	4.0	4.4	3.5	3.5	5.1	4.0	3.2	3.6	
WMMO	Orlando	C2	98.9	38.0	440	b	Cox Radio Inc	90	9612	sw	Soft Rock	3,700	1.25	4.1	4.8	4.1	3.9	3.3	3.4	3.8	3.9	3.4	
WSHE	Orlando	C	100.3	94.0	1188	c	Clear Channel Comm	71	9706	p g3	AC	2,500	0.82	4.2	4.5	4.2	3.1	3.0	3.2	4.4	4.1	3.2	
WJRR	Cocoa Beach	C	101.1	100.0	1598	c	Clear Channel Comm	62	9706	p g3	Rock	4,200	1.06	5.5	3.9	4.1	4.2	4.3	4.5	5.2	4.5	5.0	
WJHM	Daytona Beach	C	101.9	61.0	1614	a	Chancellor Media	67	9705	g2	Urban	4,700	0.79	8.2	7.5	8.2	6.9	6.9	9.3	6.5	6.4	6.4	
WLOQ	Winter Park	C3	103.1	14.0	440		Gross, Herbert P.	66	7706		Smooth Jazz	3,000	0.83	5.0	3.8	3.9	4.2	4.0	3.4	6.1	4.7	3.2	
WTKS	Cocoa Beach	C	104.1	100.0	1598	c	Clear Channel Comm	61	9706	p g3	Talk	5,500	1.17	6.5	5.8	6.4	5.3	5.8	5.0	6.2	5.8	5.9	
WOMX	Orlando	C	105.1	100.0	1598	a	Chancellor Media	67	9705	g2	Mix AC	7,700	1.35	7.9	5.1	7.2	5.8	5.3	5.5	7.2	7.5	7.6	
WOCL	DeLand	C	105.9	96.0	1581	a	Chancellor Media	67	9705	g2	Oldies	6,300	1.50	5.8	5.2	4.5	5.1	5.4	5.4	3.7	5.8	5.6	
WXXL	Tavares	C1	106.7	100.0	824	a	Chancellor Media	69	9705	g2	CHR	5,700	1.02	7.7	6.9	6.9	7.7	7.5	6.7	7.0	6.8	6.7	
WMGF	Mount Dora	C	107.7	100.0	1585	c	Clear Channel Comm	66	9706	p g3	Soft AC	6,200	1.07	8.0	6.9	5.5	6.7	6.8	6.6	6.8	8.1	6.6	
														83.4	71.5	71.8	71.1	72.0	72.0	74.1	74.8	72.2	
# FM Stations - 14						# Combos - 13						FM TOTALS											

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)		1996 Revenue (000)		Avg '96		Arbitron 12+ Metro Shares (see rights)							
										LMA	Format	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995		
WOTM	Pine Mills	II	540	50.0	50.00	c	Clear Channel Comm	55	9706	p g3	Sports	1,200	1.51	1.1	1.5	1.1	1.2	1.3	1.0	0.7	1.3	0.7	
WBDO	Orlando	III	580	5.0	5.00	b	Cox Radio Inc	24	9704	g1	Talk	4,250	0.86	6.8	5.4	5.1	6.5	7.6	6.4	5.6	6.2	5.6	
WVNZ	Orlando	II	740	50.0	50.00	c	Clear Channel Comm	47	9706	p g3	News/Talk	1,000	1.38	1.0	0.9	0.7	0.7	0.8	0.7	0.8	0.8	1.1	
WZKD	Orlando	III	950	5.0	5.00	b	Cox Radio Inc	40	9704	g1	Children	300		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WHDQ	Orlando	II	990	50.0	5.00	b	Cox Radio Inc	47	9612	sw	Nostalgia	500	0.19	3.6	3.1	4.3	3.2	2.6	2.9	3.1	3.2	3.6	
WONQ	Oviedo	II	1030	10.0	cp 1.70	e	Florida Bcstrs	92			Spanish	700	0.74	1.3	1.4	1.1	0.8	1.3	1.6	0.8	0.7	1.3	
WFIV	Kissimmee	II	1080	10.0	0.00	g	Rama Comm Inc	64	9604	900	Spanish			0.5	0.0	0.4	0.0	0.4	0.0	0.5	0.8		
WRMQ	Orlando	II	1140	4.1	0.00	e	Florida Bcstrs	85			Spanish			0.6	0.7	1.1	0.8	0.5	0.4	0.7	0.5		
WRLZ	Eatonville	III	1270	5.0	5.00		Radio Luz Inc	57	9603	382	Spanish			0.4	0.4	0.6	0.7	0.0	0.6	0.7	0.0	0.0	
WTRR	Sanford	IV	1400	1.0	1.00	f	J&V Comm Inc	47	9206	300	Chrstrn Talk	250	3.46	0.1	0.0	0.0	0.4	0.0	0.4	0.0	0.0	0.0	
WPRD	Winter Park	III	1440	5.0	1.00	f	J&V Comm Inc	54	9411	300	Spanish			0.5	0.8	0.4	0.4	0.6	0.4	0.0	0.7	0.5	
WTLN	Apopka	II	1520	5.0	cp 0.35	d	Hoffit, Thomas H	64			Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WOKB	Winter Garden	III	1600	5.0	5.00	g	Rama Comm Inc	58	9310	g	Black			0.7	1.1	0.7	0.0	0.9	0.7	0.5	0.5	0.6	
														16.6	15.3	15.5	14.7	15.6	15.5	12.9	14.4	14.7	
# AM Stations - 13						# Combos - 12						AM TOTALS											

Other AM stations: WAJL, WOTS, WUNA

Combined Share 0.0 0.0 0.5 0.0 0.0 0.4 0.0 0.0

Stations Profiled - 27

Duopolies - 12

Total Local Commercial Share 86.8 87.3 86.3 87.6 87.5 87.4 89.2 86.9

* Indicates a change since last edition.

Metro Rank: 39

Revenue Rank: 38

New Orleans Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 34,000	32,300	33,500	37,200	40,400	42,500	4.6%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	13.4%	\$ 48,200	51,100	54,200	57,300	60,800	6.0%

	1990	1995	2000	Est. Breakout
Revenue/Retail Sales	\$3.48/1,000	\$3.58/1,000	\$4.11/1,000	Local 80%
Revenue/Capita	\$27.50	\$33.45	\$47.10	National 20%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,236.3	1,270.4	0.5%	1,270.4	1,290.8	0.3%
Households	454.0	467.9	0.6%	467.9	482.5	0.6%
Retail Sales	9,782.7	11,870.6	3.9%	11,870.6	14,808.0	4.5%
EBI	15,171.4	17,231.6	2.6%	17,231.6	21,383.7	4.4%

Metro Counties

Jefferson, LA	458.5
Orleans, LA	481.0
St. Bernard, LA	67.5
St. Charles, LA	46.8
St. John the Baptist	42.0
St. Tammany, LA	174.6

	1,270.4

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	607.6	124.4	59.1	55.2	95.3	101.1	72.5	100.0
Women (000)	662.8	119.5	57.9	58.6	101.0	108.9	79.2	137.7
Total	1,270.4	244.0	117.0	113.8	196.2	210.0	151.7	237.8
Percentage	100.0%	19.2%	9.2%	9.0%	15.4%	16.5%	11.9%	18.7%
Per Capita	\$13,564	Median Household		\$27,920	Avg Household		\$36,828	
Ethnic Population:	White 60.9%	Black 36.2%	Asian 2.0%	Hispanic 4.5%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	2		17	12	19	16	35
Tot 12+	0.5		67.6	62.9	68.1	20.7	88.8
Avg 12+	0.3		4.0	5.2	3.6	1.3	2.5
Tot LCS	0.6		76.1	70.8	76.7	23.3	100.0
Avg LCS	0.3		4.5	5.9	4.0	1.5	2.9

MARKET: New Orleans

METRO RANK: 39

Competitive Overview

Some stations also rated in Baton Rouge (81).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales		1996	Avg '96	Arbitron 12+ Metro Shares (see rights)											
Calls	License	Class	Freq	(kW)						Price	Revenue			Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
										(000)	LMA	Format	(000)	Ratio	Comm	Sh	1997	1997	1996	1996	1996	1996	1995		
WCKW	La Place	C	92.3	100.0	1946	e	222 Corp	66				2,000	1.06	3.9			3.5	2.7	2.9	3.7	3.5	3.4	4.5	2.4	
WQUE	New Orleans	C	93.3	100.0	984	c	Clear Channel Comm	49	8409		g2	Urban	5,600	0.79	14.7	13.4	13.2	13.0	12.1	13.1	13.2	12.4	13.8		
WTIX	Galliano	C1	94.3	100.0	cp	f	GHB Bcstg	75				Oldies			0.3	0.5	0.5	0.4	0.6	0.0	0.5	0.4	0.0		
WYLA	Lacombe	A	94.7	3.4	443	g	The Radio Co Inc	96				Country			0.1	0.2	0.3	0.0	0.0	0.2	0.3	0.0	0.0		
WADU	Reserve	C3	94.9	11.5	486		Du Treil Family	92				Btfl Music			0.2	0.0	0.0	0.0	0.4	0.0	0.3	0.0	0.4		
• WTKL	New Orleans	C	95.7	100.0	984	a	Sinclair Comm Inc	53	9710	29,000	p d2	Oldies	2,600	0.96	5.6	5.3	4.1	6.0	4.9	4.8	5.0	5.5	4.7		
WEZB	New Orleans	C	97.1	100.0	984	d	Sinclair Comm Inc	45	9707		p g4	AC	1,300	0.55	4.9	4.7	4.0	2.9	3.3	4.7	3.6	4.5	4.7		
WYLD	New Orleans	C1	98.5	100.0	902	c	Clear Channel Comm	71	9303	7,500	c1	Urban AC	3,900	0.96	8.4	10.0	7.7	8.7	9.4	8.0	7.5	7.3	7.2		
WRNO	New Orleans	C	99.5	100.0	1004	d	Sinclair Comm Inc	67	9707		p g4	70s Oldies	3,950	1.49	5.5	4.4	3.6	3.4	4.2	4.8	5.3	4.8	4.8		
KLRZ	Larose	C2	100.3	0.0	318		Elec Unlimited Inc	93				Clsc Rock			0.1	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.3		
WNOE	New Orleans	C	101.1	100.0	1004	c	Clear Channel Comm	68	9607		g1	Country	5,300	1.31	8.4	6.0	7.7	7.5	7.3	6.4	7.4	8.5	7.8		
WLMG	New Orleans	C	101.9	100.0	984	d	Sinclair Comm Inc	70	9609		g3	Soft AC	2,000	0.75	5.5	5.2	5.1	5.1	5.5	4.8	4.8	5.3	4.9		
KMEZ	Belle Chasse	C3	102.9	4.7	604	d	Sinclair Comm Inc	90	9609		g3	Urban/Olds	2,000	0.85	4.9	3.7	4.8	3.4	5.0	4.0	4.8	3.9	4.8		
WKJN	Hammond	C	103.3	100.0	1004		Citywide Comm Inc	65	9702	See (81)		Country	n/a		0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0		
KHOM	Houma	C	104.1	100.0	1946	c	Clear Channel Comm	68	9702	6,750		Hot AC	1,800	0.81	4.6	4.2	4.2	5.3	4.1	5.1	5.0	4.1	2.4		
WYLK	Folsom	A	104.7	6.0	328	g	The Radio Co Inc	96	9606	168	cp	Country			0.1	0.3	0.2	0.0	0.0	0.2	0.2	0.0	0.0		
• WLTS	Slidell	C1	105.3	100.0	902	a	Sinclair Comm Inc	70	9710		p d2	Lite Rock	2,700	1.27	4.4	4.4	5.2	3.7	4.2	3.8	4.3	4.0	3.6		
WZRH	Picayune	C2	106.1	50.0	492		Guaranty Bcstg Corp	73	9705	2,000		Alternative			2.3	0.6	1.0	1.2	1.4	2.1	2.0	2.1	2.1		
KKND	Port Sulphur	C1	106.7	100.0	981	c	Clear Channel Comm	85	9607		g1	Modern Rock	1,000	0.61	3.4	3.4	3.8	3.8	2.3	2.7	3.0	3.2	3.3		
# FM Stations - 19													# Combos - 15												
													FM TOTALS												
													77.4 70.2 68.1 67.7 68.4 68.2 70.9 70.5 67.2												

• Indicates a change since last edition.

Metro Rank: 39

Revenue Rank: 38

New Orleans Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 34,000	32,300	33,500	37,200	40,400	42,500	4.6%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	13.4%	\$ 48,200	51,100	54,200	57,300	60,800	6.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.48/1,000	\$3.58/1,000	\$4.11/1,000	Local	80%		
Revenue/Capita	\$27.50	\$33.45	\$47.10	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,236.3	1,270.4	0.5%	1,270.4	1,290.8	0.3%
Households	454.0	467.9	0.6%	467.9	482.5	0.6%
Retail Sales	9,782.7	11,870.6	3.9%	11,870.6	14,808.0	4.5%
EBI	15,171.4	17,231.6	2.6%	17,231.6	21,383.7	4.4%

Metro Counties

Jefferson, LA	458.5
Orleans, LA	481.0
St. Bernard, LA	67.5
St. Charles, LA	46.8
St. John the Baptist	42.0
St. Tammany, LA	174.6

	1,270.4

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	607.6	124.4	59.1	55.2	95.3	101.1	72.5	100.0
Women (000)	662.8	119.5	57.9	58.6	101.0	108.9	79.2	137.7
Total	1,270.4	244.0	117.0	113.8	196.2	210.0	151.7	237.8
Percentage	100.0%	19.2%	9.2%	9.0%	15.4%	16.5%	11.9%	18.7%
Per Capita	\$13,564	Median Household		\$27,920	Avg Household		\$36,828	
Ethnic Population:	White 60.9%	Black 36.2%	Asian 2.0%	Hispanic 4.5%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	2		17	12	19	16	35
Tot 12+	0.5		67.6	62.9	68.1	20.7	88.8
Avg 12+	0.3		4.0	5.2	3.6	1.3	2.5
Tot LCS	0.6		76.1	70.8	76.7	23.3	100.0
Avg LCS	0.3		4.5	5.9	4.0	1.5	2.9

MARKET: New Orleans

METRO RANK: 39

Competitive Overview

Some stations also rated in Baton Rouge (81).

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
													Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995	
WVOG	New Orleans	III	600	1.0	0.00		F.W. Robbert Bcstg	64	7406			Chrstn Talk			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
WTIX	New Orleans	II	690	10.0	5.00	f	GHB Bcstg	48	9202	800		News/Talk	500	1.15	0.9	0.8	0.6	0.8	1.1	1.0	0.7	0.6	0.9	
WASO	Covington	II	730	0.3	0.03		America First Comm	53	9207	200		News/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KKNO	Gretna	II	750	0.3	0.00		Blakes, Robert C, Sr	89				Christian			0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	
WSHO	New Orleans	II	800	1.0	cp 0.29		Shadowlands Comm LLC	26	9504	675		Religion			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WFNO	Norco	II	830	5.0	0.75	b	NOPG LLC	87	9611	700		Spanish			0.2	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.4	
WWL	New Orleans	I	870	50.0	50.00	d	Sinclair Comm Inc	22	9609		g3	Nws/Tk/Spts	10,000	2.26	9.2	7.2	8.5	8.6	9.8	9.2	6.4	8.3	8.8	
WYLD	New Orleans	II	940	10.0	0.50	c	Clear Channel Comm	49	9303		c1	Gospel	600	0.36	3.5	4.0	3.4	4.1	3.8	3.2	3.6	2.5	3.2	
WGSO	New Orleans	II	990	1.0	0.40	b	NOPG LLC	46	9611	575		News	400	2.07	0.4	0.5	0.3	0.7	0.5	0.5	0.0	0.5	0.4	
WCKW	La Place	II	1020	0.5	0.04	e	222 Corp	70				Rock			0.2	0.0	0.5	0.5	0.0	0.5	0.0	0.2		
WLNO	New Orleans	II	1060	50.0	5.00		Communicom	25	9503	700		Religion	100	2.07	0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	
WBOK	New Orleans	IV	1230	1.0	1.00		Willis Bcstg Corp	51	8305	450		Gospel	800	0.66	2.5	2.2	2.5	1.7	1.7	1.6	2.7	1.6	2.9	
WOOD	New Orleans	III	1280	5.0	5.00	c	Clear Channel Comm	23	8409		g2	Rhythm/Blue	250	1.30	0.4	0.8	0.9	0.7	0.6	0.3	0.3	0.3	0.6	
WSMB	New Orleans	III	1350	5.0	5.00	d	Sinclair Comm Inc	25	9609		g3	Talk	650	1.04	1.3	0.8	0.6	0.7	0.9	1.2	0.9	0.9	1.7	
WBYU	New Orleans	IV	1450	1.0	1.00	d	Sinclair Comm Inc	50	9707		p g4	Adlt Stndrd	750	0.50	3.1	2.1	2.6	2.7	2.2	3.1	2.9	2.7	2.3	
KGLA	Gretna	II	1540	1.0	0.00		Crocodile Bcstg Corp	69	9202	300		Spanish			0.4	0.0	0.0	0.0	0.0	0.0	0.5	0.5	0.6	
# AM Stations - 16													# Combos - 9		AM TOTALS									
Stations Profiled - 35													# Duopolies - 10		Total Local Commercial Share									
															88.6	88.8	88.2	89.0	89.3	89.9	88.4	89.5		

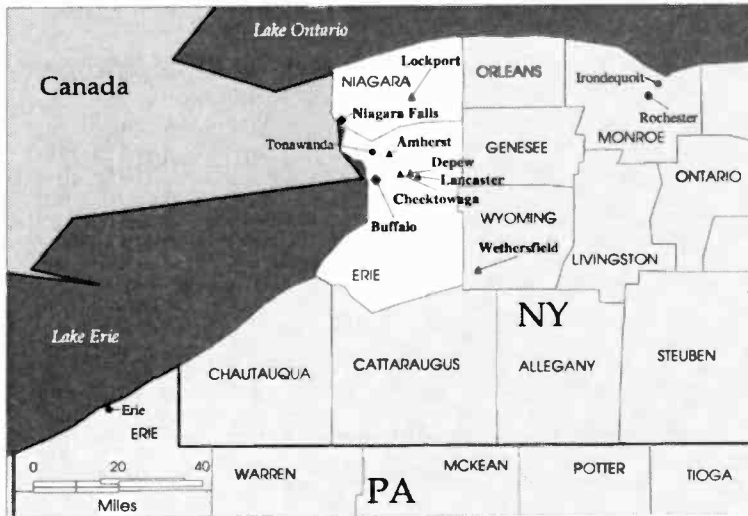
* Indicates a change since last edition.

METRO RANK: 39

Metro Rank: 40

Revenue Rank: 42

Buffalo-Niagara Falls, NY Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 30,700	30,800	31,500	32,500	37,000	39,900	5.4%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	7.3%	\$ 42,800	44,700	47,000	49,400	52,100	5.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.73/1,000	\$3.97/1,000	\$4.50/1,000	Local	81%		
Revenue/Capita	\$25.87	\$33.78	\$45.14	National	19%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,186.9	1,181.1	-0.1%	1,181.1	1,154.1	-0.5%
Households	460.8	461.5	0.0%	461.5	458.4	-0.1%
Retail Sales	8,229.7	10,049.9	4.1%	10,049.9	11,587.2	2.9%
EBI	16,602.8	16,099.3	-0.6%	16,099.3	18,731.9	3.1%

Metro Counties

Erie, NY	960.5
Niagara, NY	220.6

	1,181.1

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	564.6	98.7	45.7	54.1	85.3	88.3	68.5	124.1
Women (000)	616.5	94.1	44.0	53.9	87.3	92.9	75.4	169.0
Total	1,181.1	192.7	89.6	108.0	172.6	181.1	143.9	293.0
Percentage	100.0%	16.3%	7.6%	9.1%	14.6%	15.3%	12.2%	24.8%
Per Capita	\$13,631	Median Household		\$28,937	Avg Household		\$34,885	
Ethnic Population:	White 87.1%	Black 11.1%	Asian 1.1%	Hispanic 2.5%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations		12		9	12	12	24
Tot 12+		65.7		62.9	65.7	22.5	88.2
Avg 12+		5.5		7.0	5.5	1.9	3.7
Tot LCS		74.5		71.3	74.5	25.5	100.0
Avg LCS		6.2		7.9	6.2	2.1	4.2

Competitive Overview

FM Stations

City of		FCC	Power		Year		Sales			1996		Avg '96		Arbitron 12+ Metro Shares (see rights)													
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Date	Price	(000)	LMA	Format	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall			
• WLCE	Buffalo	B	92.9	91.0	581	c	CBS Corporation	47	9709			p g1 2	Modern AC	1,500	0.85	4.1	5.9	5.1	3.3	2.5	2.5	4.4	3.3	4.1			
WBLK	Depew	B	93.7	47.1	505	c	Palm Beach Radio	64	9603	4,125		2	Urban AC	2,100	0.74	6.6	7.4	8.4	6.5	6.8	6.5	4.9	6.0	5.8			
WNED	Buffalo	B	94.5	105.0	709	b	Western NY Educ TV	60					Classical			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
• WJYE	Buffalo	B	96.1	47.1	505	c	CBS Corporation	66	9709			p g1 2	Soft Rock	4,100	1.00	9.6	7.8	8.3	8.4	7.8	7.3	9.1	8.3	8.8			
WGRF	Buffalo	B	96.9	24.0	712	d	Bcstg Ptrs Holdings	59	9706	62,000p		d1	Clsc Rock	4,200	1.15	8.5	8.9	9.6	6.5	6.3	8.7	7.4	6.8	6.7			
WKSE	Niagara Falls	B	98.5	46.0	420	a	Sinclair Comm Inc	46	9609			g2 1	AC	3,300	0.94	8.2	6.3	7.0	7.6	7.4	7.6	7.2	7.0	6.9			
WDCK	Buffalo	B	99.5	110.0	640		Crawford Bcstg Co	63					Religion	350	0.68	1.2	1.4	1.3	1.0	1.1	0.9	1.4	1.0	0.9			
WMJQ	Buffalo	B	102.5	110.0	1339	a	Sinclair Comm Inc	46	9609			g2 1	Hot AC	3,250	1.17	6.5	4.6	5.8	7.0	5.8	6.0	5.3	5.3	6.1			
WEDG	Buffalo	B	103.3	49.0	341	d	Bcstg Ptrs Holdings	47	9706			p d1	Modern Rock	4,100	1.39	6.9	4.2	4.7	5.2	6.0	6.3	7.1	5.5	5.1			
WHTT	Buffalo	B	104.1	50.0	390	d	Bcstg Ptrs Holdings	54	9706			p d1	Oldies	4,900	1.47	7.8	7.5	6.7	7.0	7.0	7.0	6.8	6.8	6.7			
• WYRK	Buffalo	B	106.5	50.0	466	c	CBS Corporation	62	9709			p g1 2	Country	4,700	1.00	11.0	8.1	7.3	8.9	7.4	9.0	9.0	10.1	10.3			
WNUC	Wethersfield	B	107.7	18.0 cp	801		Casciani Comm Inc	48	8808	1,650			Country	750	1.17	1.5	1.4	1.5	1.2	1.7	1.5	1.4	1.5	1.0			
# FM Stations - 12													# Combos - 9		FM TOTALS				71.9	63.5	65.7	62.6	59.8	63.3	64.0	61.6	62.4

AM Stations

City of		FCC	Day Power		Night Power	Year		Sales			1996		Avg '96		Arbitron 12+ Metro Shares (see rights)												
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Date	Price	(000)	LMA	Format	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall			
WGR	Buffalo	III	550	5.0	5.00	a	Sinclair Comm Inc	22	9704	1,500		d3 1	Nws/Tk/Spts	1,800	0.73	5.8	4.5	5.7	6.0	5.3	4.7	4.7	6.2	4.8			
WBEN	Buffalo	III	930	5.0	5.00	a	Sinclair Comm Inc	30	9609			g2	News/Talk	5,400	1.25	10.1	8.7	7.4	9.5	11.4	8.8	7.8	8.7	10.0			
WNED	Buffalo	III	970	5.0	5.00	b	Western NY Educ TV	24	7608				News/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WJFO	Amherst	II	1080	1.0	0.00		Sheridan Bcstg	48	7203				Gospel/AC	400	0.78	1.2	0.7	0.6	0.4	0.7	1.4	0.8	0.8	1.1			
WHTT	Buffalo	II	1120	1.0	0.00	d	Bcstg Ptrs Holdings	47	9706			p d1	Oldies	200	1.56	0.3	0.6	0.0	0.3	0.3	0.0	0.5	0.6	0.0			
• WECK	Cheektowaga	IV	1230	1.0 cp	1.00	c	CBS Corporation	56	9709			p g1 2	Nostalgia	400	0.14	6.8	6.5	5.9	6.5	6.1	6.0	5.2	6.6	5.9			
WHLD	Niagara Falls	III	1270	5.0	0.14		Butler Comm	40	8005	500		e	FullService	375	2.92	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.7	0.0			
WXRL	Lancaster	III	1300	2.4	2.50		Dome Bcstg	64	7011				Country	225	0.88	0.6	0.4	0.5	0.4	0.6	0.5	0.4	0.6	0.5			
WLVL	Lockport	IV	1340	1.0	1.00		Culver Comm	47	8109	550			Talk	250	1.17	0.5	0.5	0.4	0.4	0.7	0.6	0.4	0.5	0.4			
WWMS	Buffalo	IV	1400	1.0	1.00	a	Sinclair Comm Inc	34	9704			d3 1	Urban/Olds	200	0.42	1.1	1.3	1.6	1.0	1.1	0.9	1.4	0.9	0.6			
WJJL	Niagara Falls	III	1440	1.0	0.06		M.J. Phillips Comm	47	9211	225			Oldies			0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.4	0.0			
WKWB	Buffalo	I	1520	50.0	50.00	a	Sinclair Comm Inc	25	9609			g2 1	Country	300	0.64	1.1	0.8	0.4	0.9	1.0	0.9	0.5	0.4	2.1			
# AM Stations - 12													# Combos - 7		AM TOTALS				28.0	24.0	22.5	25.4	27.2	24.1	22.0	26.4	25.4
Stations Profiled - 24													# Duopolies - 6		Total Local Commercial Share				87.5	88.2	88.0	87.0	87.4	86.0	88.0	87.8	

• Indicates a change since last edition.

Metro Rank: 41

Revenue Rank: 52

Greensboro-Winston Salem-High Point Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 24,000	22,600	25,000	27,500	28,800	33,300	6.8%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.1%	\$ 35,000	36,800	38,800	41,100	43,800	5.8%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$2.94/1,000	\$2.97/1,000	\$3.12/1,000	Local	85%		
Revenue/Capita	\$22.67	\$29.47	\$36.31	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,058.6	1,129.9	1.3%	1,129.9	1,206.2	1.3%
Households	418.2	448.8	1.4%	448.8	488.4	1.7%
Retail Sales	8,176.1	11,193.8	6.5%	11,193.8	14,041.7	4.6%
EBI	14,453.7	16,694.2	2.9%	16,694.2	20,706.1	4.4%

Metro Counties

Alamance, NC	115.6
Davidson, NC	137.2
Davie, NC	30.3
Forsyth, NC	281.1
Guilford, NC	376.2
Randolph, NC	115.2
Stokes, NC	41.2
Yadkin, NC	33.1

	1,129.9

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	541.5	89.1	44.8	54.4	85.8	91.5	74.0	101.9
Women (000)	588.4	84.8	43.2	57.9	87.0	97.3	78.4	139.7
Total	1,129.9	173.9	88.1	112.3	172.7	188.8	152.4	241.6
Percentage	100.0%	15.4%	7.8%	9.9%	15.3%	16.7%	13.5%	21.4%
Per Capita	\$14,775	Median Household		\$30,244	Avg Household		\$37,197	
Ethnic Population:	White 78.8%	Black 20.0%	Asian 0.8%	Hispanic 0.8%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1		14	10	15	21	36
Tot 12+	0.9		66.3	58.2	67.2	10.7	77.9
Avg 12+	0.9		4.7	5.8	4.5	0.5	2.2
Tot LCS	1.2		85.1	74.7	86.3	13.7	100.0
Avg LCS	1.2		6.1	7.5	5.8	0.7	2.8

MARKET: Greensboro-Winston Salem-High Point

METRO RANK: 41

Competitive Overview

Some stations also rated in Charlotte (37) and Raleigh-Durham (48).

FM Stations

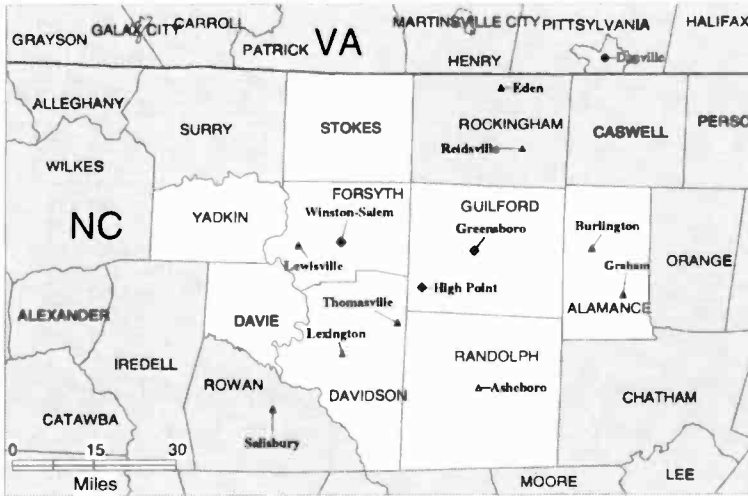
Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq	Sales Price		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)															
			Freq	(kW)						(000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm	Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995							
WKRR	Asheboro	C	92.3	100.0	1289	c	Dick Bcstg Co Inc	48	8503	2,000		Clsc Rock	3,300	1.57	6.0	4.9	5.5	5.9	5.0	5.3	4.0	4.4	4.7								
WMOX	Winston-Salem	C	93.1	99.0	1099	b	Max Media Properties	47	9310			Oldies	2,400	0.97	7.1	5.5	5.5	5.6	5.7	5.5	5.5	5.1	5.6								
WWGL	Lexington	C	94.1	100.0	1014	a	Davidson Cnty Bcstg	49				Gospel	350	0.56	1.8	1.2	1.5	1.6	1.6	1.0	1.4	1.7	1.3								
WXRA	Eden	C1	94.5	100.0	981	f	Clear Channel Comm	49	9607		g1	Alternative	1,800	0.92	5.6	3.2	3.0	3.7	2.9	4.1	3.5	5.1	4.5								
WHPE	High Point	C1	95.5	100.0	522		Bible Bcstg Network	47	7410			Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WOMG	Greensboro	C	97.1	100.0	1230	b	Max Media Properties	62	9607	6,900	c4	Rhythm/Blue	1,400	0.60	6.7	7.0	5.5	7.0	8.2	5.5	6.1	4.7	4.1								
WIST	Thomasville	A	98.3	1.7	420		GHB Bcstg	49	9701	925		ChrsContemp	150	1.07	0.4	1.4	0.9	0.4	0.6	0.4	0.4	0.4	0.0								
WKSI	Greensboro	C	98.7	100.0	1037	d	Bahakel Comm	58	8704	5,600	c1	Mix AC	1,200	0.71	4.8	4.2	4.8	2.6	1.9	3.0	3.4	3.7	4.6								
WMAG	High Point	C	99.5	100.0	1496	g	Capstar Bcstg Ptrs	46	9708		p g2	AC	4,100	1.33	8.8	6.4	5.9	6.1	5.8	6.7	6.1	7.2	7.0								
WHSL	High Point	C	100.3	100.0	1037	g	Capstar Bcstg Ptrs	53	9708		p g2	Country	1,300	0.71	5.2	5.3	4.8	4.9	5.1	4.2	4.4	4.5	2.7								
WPCM	Burlington	C	101.1	100.0	1191	e	Curtis Media Group	46	9001	3,450	c2	Country	750	0.71	3.0	3.0	2.9	2.2	2.5	2.8	2.1	1.6	2.5								
WJMH	Reidsville	C	102.1	99.0	1204	b	Max Media Properties	48	9402	3,125		Urban	2,600	0.83	8.9	9.3	8.2	7.9	6.6	6.8	8.6	6.4	5.4								
WTQR	Winston-Salem	C	104.1	100.0	1453	f	Clear Channel Comm	47	9607		g1	Country	7,100	1.31	15.5	9.5	10.7	12.0	10.6	11.5	11.3	11.7	12.7								
WEND	Salisbury	C1	106.5	84.0	1047		Dalton Group	46	9504			Alternative	n/a		3.6	2.9	1.8	2.5	2.8	2.5	3.0	2.8	2.6								
WKZL	Winston-Salem	C	107.5	100.0	994	c	Dick Bcstg Co Inc	72	9212		g	Hot AC	4,300	1.40	8.8	4.9	6.2	4.9	5.4	6.2	6.8	7.2	6.6								
		# FM Stations - 15		# Combos - 12						FM TOTALS				86.2		68.7		67.2		67.3		64.7		65.5		66.6		66.5		64.3	

METRO RANK: 41

Metro Rank: 41

Revenue Rank: 52

Greensboro-Winston Salem-High Point Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 24,000	22,600	25,000	27,500	28,800	33,300	6.8%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.1%	\$ 35,000	36,800	38,800	41,100	43,800	5.8%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$2.94/1,000	\$2.97/1,000	\$3.12/1,000	Local	85%		
Revenue/Capita	\$22.67	\$29.47	\$36.31	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,058.6	1,129.9	1.3%	1,129.9	1,206.2	1.3%
Households	418.2	448.8	1.4%	448.8	488.4	1.7%
Retail Sales	8,176.1	11,193.8	6.5%	11,193.8	14,041.7	4.6%
EBI	14,453.7	16,694.2	2.9%	16,694.2	20,706.1	4.4%

Metro Counties

Alamance, NC	115.6
Davidson, NC	137.2
Davie, NC	30.3
Forsyth, NC	281.1
Guilford, NC	376.2
Randolph, NC	115.2
Stokes, NC	41.2
Yadkin, NC	33.1

	1,129.9

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	541.5	89.1	44.8	54.4	85.8	91.5	74.0	101.9
Women (000)	588.4	84.8	43.2	57.9	87.0	97.3	78.4	139.7
Total	1,129.9	173.9	88.1	112.3	172.7	188.8	152.4	241.6
Percentage	100.0%	15.4%	7.8%	9.9%	15.3%	16.7%	13.5%	21.4%
Per Capita	\$14,775	Median Household		\$30,244	Avg Household		\$37,197	
Ethnic Population:	White 78.8%	Black 20.0%	Asian 0.8%	Hispanic 0.8%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1		14	10	15	21	36
Tot 12+	0.9		66.3	58.2	67.2	10.7	77.9
Avg 12+	0.9		4.7	5.8	4.5	0.5	2.2
Tot LCS	1.2		85.1	74.7	86.3	13.7	100.0
Avg LCS	1.2		6.1	7.5	5.8	0.7	2.8

MARKET: Greensboro-Winston Salem-High Point

METRO RANK: 41

Competitive Overview

Some stations also rated in Charlotte (37) and Raleigh-Durham (48).

AM Stations

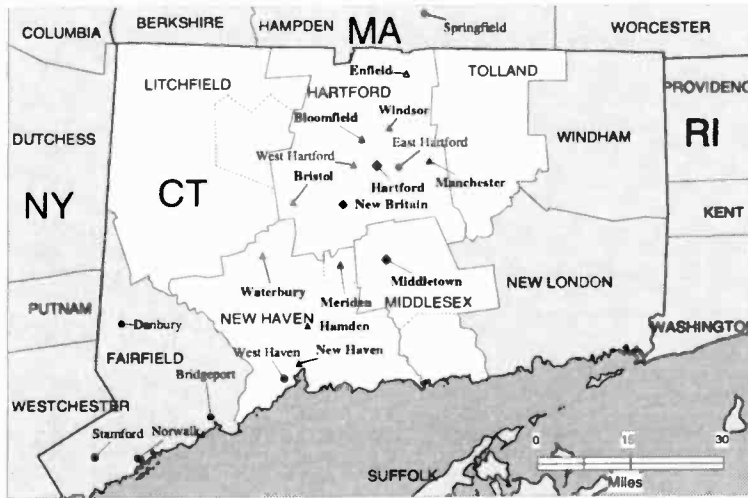
City of		FCC	Day	Night	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)												
Calls	License	Class	Freq	Power (kW)	Power (kW)	C	Owner	Year	Date	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
WSJS	Winston-Salem	III	600	5.0	5.00	f	Clear Channel Comm	30	9607		g1	Nws/Tk/Spts	2,600	1.33	5.6	4.0	3.1	4.7	4.7	4.4	4.5	4.3	3.9
WZOO	Asheboro	II	710	1.0	0.00		Faith Enterprises	71	8611			Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTNC	Thomasville	III	790	1.0	0.05	h	Willis Bcstg Corp	47	8601	230		Gospel			0.1	0.0	0.4	0.0	0.0	0.3	0.0	0.0	0.0
WBBB	Burlington	III	920	5.0	0.06	e	Curtis Media Group	41	9001		c2	News/Talk			0.0	0.0	0.4	0.3	0.0	0.0	0.0	0.0	0.0
WPET	Greensboro	III	950	0.5	0.00	d	Bahakel Comm	54	8704		c1	Gospel	100	0.95	0.3	0.4	0.3	0.7	1.0	0.0	0.3	0.6	0.0
WAAA	Winston-Salem	III	980	1.0	0.00		Media Bcstg	50	5609			Black AC	200	0.41	1.4	0.9	0.9	1.2	1.0	1.2	1.2	1.3	0.6
WSGH	Lewisville	II	1040	9.1	cp 0.18		Baker Family Stns	86				Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGOS	High Point	II	1070	1.0	0.00		Ritchy Bcstg	47	7906			Country/Tlk			0.0	0.0	0.4	0.0	0.6	0.0	0.0	0.0	0.0
WBAG	Burlington-Graham	III	1150	1.0	0.05	i	Key, Joel T.	46	9708	135		Variety			0.6	0.3	0.5	0.0	0.5	0.4	0.5	0.5	0.3
WSML	Graham	II	1200	10.0	1.00		Gray Casting Media	67	8507			Gospel/Talk			0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0
WMFR	High Point	IV	1230	1.0	1.00	g	Capstar Bcstg Ptrs	35	9708		p g2	News/Talk	800	1.52	1.5	0.7	1.6	0.9	1.9	1.0	1.3	1.2	1.2
WKXR	Asheboro	III	1260	5.0	0.50		Randolph Bcstg	47	8606	500		Country			0.4	0.3	0.3	0.0	0.0	0.4	0.0	0.4	0.3
WTCK	Greensboro	III	1320	5.0	cp 5.00	g	Capstar Bcstg Ptrs	48	9708		p g2	Sports	100	2.86	0.1	0.0	0.5	0.5	0.0	0.0	0.0	0.3	0.1
WPOL	Winston-Salem	IV	1340	1.0	1.00	h	Willis Bcstg Corp	37	9409	200		Gospel			0.6	0.5	0.7	0.7	0.3	0.3	0.9	0.0	0.6
WTOB	Winston-Salem	III	1380	5.0	2.50		Salem Comm Corp	47	9701	355		News/Talk			0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
WKEW	Greensboro	IV	1400	1.0	1.00		WKEW Partners	42	8210	661		Nws/Tk/Spts	250	0.71	1.0	0.4	0.0	0.7	1.3	0.6	0.9	0.9	0.6
WLXN	Lexington	III	1440	5.0	1.00	a	Davidson Cnty Bcstg	46				Nws/Tk/Spts	100	1.43	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.4
WSMX	Winston-Salem	II	1500	1.0	0.00		Gospel Media	64	8206	600		Gospel			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
WQMG	Greensboro	II	1510	1.0	0.00	b	Max Media Properties	62	9607		c4	Gospel	100	0.14	2.1	0.9	1.6	1.8	2.3	1.6	1.3	0.9	2.5
WBFJ	Winston-Salem	II	1550	2.5	0.00		Word of Life Bcstg	66	8306	281		Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WOKX	High Point	III	1590	1.0	0.03	i	Key, Joel T.	53	9007	176		Gospel/Insp			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations - 21		# Combos - 11		AM TOTALS		14.0		8.4		10.7		12.2		13.9		10.2		10.9		11.1		10.5	
Stations Profiled - 36		# Duopolies - 8		Total Local Commercial Share		77.1		77.9		79.5		78.6		75.7		77.5		77.6		74.8			



Metro Rank: 42

Revenue Rank: 35

Hartford-New Britain-Middletown Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 40,500	38,500	40,000	42,000	46,400	49,400	4.1%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	7.9%	\$ 53,300	55,700	58,800	62,000	65,700	5.4%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.23/1,000	\$4.59/1,000	\$5.59/1,000	Local	80%		
Revenue/Capita	\$34.90	\$43.24	\$58.03	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,160.3	1,142.4	-0.3%	1,142.4	1,132.2	-0.2%
Households	437.5	433.4	-0.2%	433.4	435.9	0.1%
Retail Sales	9,582.2	10,772.8	2.4%	10,772.8	11,742.8	1.7%
EBI	20,056.9	21,750.5	1.6%	21,750.5	23,879.5	1.9%

Metro Counties

Hartford, CT	834.7
Litchfield, CT	20.5
Middlesex, CT	98.5
New Haven, CT	57.0
Tolland, CT	131.7

	1,142.4

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	554.7	91.5	41.9	55.0	91.6	93.7	72.5	108.6
Women (000)	587.8	87.6	40.2	54.3	90.0	97.2	75.2	143.2
Total	1,142.4	179.1	82.1	109.3	181.6	190.9	147.7	251.8
Percentage	100.0%	15.7%	7.2%	9.6%	15.9%	16.7%	12.9%	22.0%
Per Capita	\$19,039	Median Household		\$42,654	Avg Household		\$50,183	
Ethnic Population:	White 87.9%	Black 9.9%	Asian 1.9%	Hispanic 8.3%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1	11		8	12	14	26
Tot 12+	0.7	53.0		48.6	53.7	21.0	74.7
Avg 12+	0.7	4.8		6.1	4.5	1.5	2.9
Tot LCS	0.9	71.0		65.1	71.9	28.1	100.0
Avg LCS	0.9	6.5		8.1	6.0	2.0	3.8

Competitive Overview

Some stations also rated in markets (77), (97) and (175).

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq	Sales Price		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)										
			Freq (kHz)	(kW)						(000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995			
WVYZ	Waterbury	B	92.5	17.0	879	c	Capstar Bcstg Ptrs	61	9708	p g1	Country	5,500	1.00	10.3	8.5	7.5	8.0	7.4	7.7	7.9	8.6	7.7				
• WZMX	Hartford	B	93.7	17.0	850	d	CBS Corporation	39	9709	p g2	Clsc Hits	6,500	1.65	7.4	4.1	3.8	3.8	3.8	5.2	5.3	6.1	6.3				
WKSS	Hartford-Meridn	B	95.7	16.5	879	c	Capstar Bcstg Ptrs	47	9708	p g1	Top 40	5,000	1.13	8.3	5.7	6.4	6.0	5.7	6.7	6.4	6.3	6.4				
• WTIC	Hartford	B	96.5	20.0	810	d	CBS Corporation	40	9709	p g2	Top 40	4,100	0.95	8.1	6.3	6.4	7.7	6.8	7.8	5.8	5.8	5.6				
WPKX	Enfield	A	97.9	2.2	528	c	Capstar Bcstg Ptrs	90	9708	See (77)	Country	n/a		1.4	0.8	0.7	0.6	1.1	1.3	1.2	0.5	1.2				
WPLR	New Haven	B	99.1	14.0	951	c	Capstar Bcstg Ptrs	44	9708	See (97)	AOR	n/a		1.4	1.4	0.8	0.8	0.9	1.1	1.1	1.3	0.9				
• WRCH	New Britain	B	100.5	7.5	1250	d	CBS Corporation	68	9709	p g2	Soft AC	7,900	1.16	12.8	11.2	12.2	12.8	12.6	9.7	10.3	10.1	9.3				
WKCI	Hamden	B	101.3	10.0	1070		Clear Channel Comm	69	9205		CHR/AC	n/a		1.3	0.8	0.5	0.9	0.8	1.1	1.4	0.9	0.7				
WDRG	Hartford	B	102.9	19.5	810	a	Buckley Bcstg Corp	36			Oldies	4,600	1.23	7.0	5.5	5.5	5.8	5.4	6.5	5.0	5.5	4.7				
WMRQ	Waterbury	B	104.1	17.8	837	c	Capstar Bcstg Ptrs	67	9708	p g1	Modern Rock	3,000	0.80	7.0	5.2	3.9	4.8	6.2	5.3	5.7	5.1	5.6				
WHCN	Hartford	B	105.9	16.0	866	c	Capstar Bcstg Ptrs	39	9708	p g1	AOR	3,500	1.11	5.9	2.0	2.9	3.1	3.8	4.9	3.7	4.0	5.6				
WCCC	Hartford	B	106.9	23.0	725	b	Gtr Hartford Comm	60	7004		AOR	2,000	1.39	2.7	3.4	3.1	2.6	2.9	2.3	2.4	1.7	1.9				
# FM Stations - 12														# Combos - 11		FM TOTALS		73.6	54.9	53.7	56.9	57.4	59.6	56.2	55.9	55.9

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq	Sales Price		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)									
			Freq (kHz)	(kW)	(kW)	(kW)					(000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995		
WSNG	Torrington	III	610	1.0	0.50	a	Buckley Bcstg Corp	48	9701		Nostalgia	425		0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0				
WRYM	New Britain	II	840	1.0	cp 0.13		Hartford Cty Bcstg	46	6108		Spanish			0.6	0.0	0.0	0.9	0.5	0.8	0.3	0.4	0.5				
WNEZ	New Britain	III	910	5.0	5.00	e	Mega Bcstg	49	9701		Urban	750	2.81	0.4	2.5	1.8	0.4	0.0	0.3	0.4	0.3	0.3				
WNTY	Southington	II	990	0.1	0.08		WNTY Associates	69			AC			0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0					
• WTIC	Hartford	I	1080	50.0	50.00	d	CBS Corporation	25	9709	p g2	News/Talk	7,800	0.98	14.9	12.0	11.4	12.5	12.1	9.3	11.8	12.5	12.3				
WPRX	Bristol	II	1120	1.0	0.50		Nievez Quez Prod Inc	48	8708		Spanish			0.0	0.0	0.3	0.0	0.3	0.0	0.0	0.0					
WMRD	Middletown	III	1150	2.5	0.05		Crossroads Comm LLC	48	9604		Nws/Tk/Spts	300		0.1	0.0	0.0	0.0	0.3	0.4	0.0	0.0					
WLAT	Manchester	IV	1230	1.0	1.00	e	Mega Bcstg	58	9707	550p	Spanish	600	0.66	1.7	0.7	1.7	1.1	1.1	1.0	1.4	1.5	1.2				
WCCC	West Hartford	III	1290	0.5	0.00	b	Gtr Hartford Comm	47	7004		Sports/Talk			0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.0					
WDRG	Hartford	III	1360	5.0	5.00	a	Buckley Bcstg Corp	22	5908		Big Band	1,000	0.34	5.6	5.7	4.9	4.7	4.2	3.3	5.0	4.4	4.6				
WPOP	Hartford	III	1410	5.0	5.00	c	Capstar Bcstg Ptrs	35	9708	p g1	Sports	1,000	1.17	1.6	0.6	0.5	0.5	1.0	1.1	0.9	1.5	1.3				
WMMW	Meriden	III	1470	2.5	2.50		Pescatello, Anthony	47	8612		Spanish	500		0.9	0.0	0.0	0.0	0.3	0.4	0.7	0.5	1.1				
WKND	Windsor	III	1480	0.5	0.01		Hartcom Inc	61	8107		Rhythm/Blue	500		0.5	0.0	0.0	0.0	0.0	0.7	0.5	0.0	0.5				
WRDM	Bloomfield	II	1550	5.0	2.40		Intal-Net Bcstg Corp	64	9307		Ethnic	275		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
# AM Stations - 14														# Combos - 7		AM TOTALS		26.4	21.6	21.0	20.1	19.9	17.4	21.0	21.1	21.9
Stations Profiled - 26														# Duopolies - 7		Total Local Commercial Share		76.5	74.7	77.0	77.3	77.0	77.2	77.0	77.8	

• Indicates a change since last edition.

Metro Rank: 43

Revenue Rank: 41

Memphis Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 29,400	28,500	31,500	35,500	41,600	41,700	7.2%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	4.6%	\$ 43,600	45,500	47,800	50,400	53,400	5.2%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.94/1,000	\$3.99/1,000	\$3.96/1,000	Local	82%		
Revenue/Capita	\$26.63	\$35.99	\$43.99	National	18%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,104.0	1,158.8	1.0%	1,158.8	1,214.0	0.9%
Households	399.2	419.6	1.0%	419.6	446.2	1.2%
Retail Sales	7,466.8	10,450.9	7.0%	10,450.9	13,478.6	5.2%
EBI	13,118.3	16,645.4	4.9%	16,645.4	21,259.4	5.0%

Metro Counties

Fayette, TN	26.8
Shelby, TN	871.5
Tipton, TN	44.0
Crittenden, AR	49.9
Mississippi, AR	49.6
De Soto, MS	84.9
Marshall, MS	32.1

	1,158.8

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	555.8	115.0	53.7	56.5	88.1	91.1	64.8	86.7
Women (000)	603.0	109.9	51.9	54.9	94.3	98.7	71.7	121.7
Total	1,158.8	224.9	105.6	111.3	182.4	189.8	136.5	208.4
Percentage	100.0%	19.4%	9.1%	9.6%	15.7%	16.4%	11.8%	18.0%
Per Capita	\$14,364	Median Household		\$30,827	Avg Household		\$39,670	
Ethnic Population:	White	57.2%	Black	41.5%	Asian	0.9%	Hispanic	0.8%

Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations	8		9	9	17	20	37
Tot 12+	9.1		51.9	53.5	61.0	28.5	89.5
Avg 12+	1.1		5.8	5.9	3.6	1.4	2.4
Tot LCS	10.2		58.0	59.8	68.2	31.8	100.0
Avg LCS	1.3		6.4	6.6	4.0	1.6	2.7

Competitive Overview

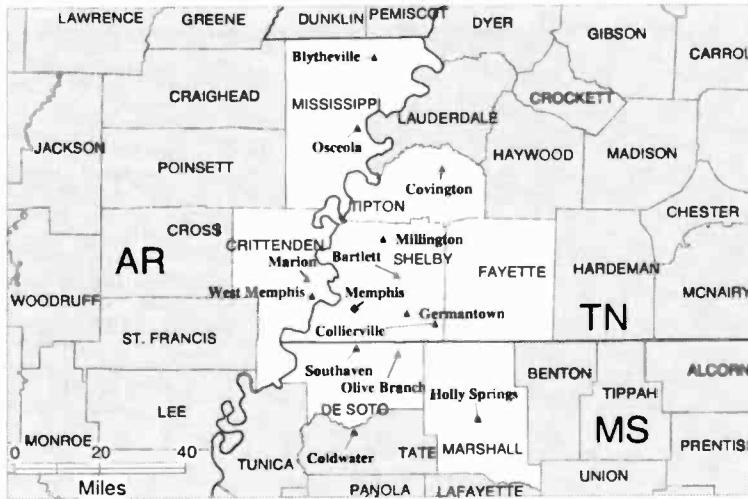
FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
Calls	License	Class	Freq	(kW)						Price	Revenue	Power	Local	Ratio	Comm	Sh	1997	1997	1996	1996	1996	1996	1995
WKRA	Holly Springs	A	92.7	3.0	299	i	Autry, Billy	76	9408	250	c1	Urban/Olds		0.7	0.3	0.3	0.3	0.0	0.7	0.3	0.3	1.4	
WMFS	Bartlett	A	92.9	6.0	328		Belz Bcstg Co	94				AOR	650	0.53	2.8	1.8	2.4	2.0	1.7	2.8	2.9	2.1	2.4
WKBL	Covington	A	93.5	6.0	328	g	Wilson, Royce D.	65	8203			Country		0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
WOGY	Germantown	C2	94.1	50.0	472	f	Sinclair Comm Inc	77	9609		g2	Country	1,800	0.88	4.7	4.4	4.2	4.8	3.9	3.4	3.9	4.1	5.6
WVIM	Coldwater	A	95.3	3.0	299		Tate & Desota Bcstg	76				ChrsContemp		0.3	0.0	0.3	0.0	0.3	0.7	0.0	0.0	0.0	0.3
WRXQ	Olive Branch	A	95.7	6.0	328	a	Clear Channel Comm	93	9612		g1	Alternative	1,000	0.70	3.3	2.3	1.9	2.2	2.6	3.1	3.1	3.0	2.8
KHLS	Blytheville	C1	96.3	100.0	351	h	Sudbury Bcst Group	48				Country		0.4	0.6	0.3	0.0	0.0	0.3	0.0	0.4	0.6	
WHRK	Memphis	C1	97.1	100.0	532	a	Clear Channel Comm	61	9607		g3	Urban	5,500	0.86	14.6	9.7	11.8	12.8	12.6	12.8	12.8	14.3	12.6
WSRR	Millington	C1	98.1	100.0	768	j	Barnstable Bcstg Inc	60	9305	4,250		Clsc Hits	2,200	1.53	3.3	5.2	3.8	2.8	3.7	3.2	3.1	2.9	2.7
WMC	Memphis	C	99.7	300.0	910	d	Raycom Media Inc	47	9605		p g3	AC	4,300	1.37	7.2	6.0	6.0	7.8	8.2	6.4	6.9	6.7	5.8
KJMS	Memphis	C1	101.1	100.0	449	a	Clear Channel Comm	65	9701	12,500	c2	Urban	1,500	0.48	7.2	7.4	6.8	8.7	5.8	7.0	6.1	6.9	5.8
WEGR	Memphis	C1	102.7	98.0	899	a	Clear Channel Comm	67	9612		g1	Clsc Rock	5,000	1.62	7.1	6.4	5.1	5.8	6.7	6.9	5.2	6.7	
WRVR	Memphis	C	104.5	100.0	751	f	Sinclair Comm Inc	68	9609		g2	Soft AC	5,000	1.40	8.2	7.0	8.4	7.9	7.1	7.5	7.7	7.4	7.1
WGKX	Memphis	C	105.9	100.0	994	j	Barnstable Bcstg Inc	68	8505	7,000	e	Country	6,200	1.85	7.7	5.2	5.5	6.1	6.5	5.8	7.1	7.4	7.5
XXHT	Marion	A	107.1	2.8 cp	479	b	Flinn Bcstg Corp	86	9508	1,650		Urban Rap		0.3	6.9	4.2	0.5	1.3	0.0	0.5	0.4	0.0	
KOSE	Osceola	A	107.3	3.0 cp	223	h	Sudbury Bcst Group	94	9608	273		Oldies		0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	
WJOI	Germantown	A	107.5	6.0	328	b	Flinn Bcstg Corp	94	9707	4,500		Variety		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
		# FM Stations - 17		# Combos - 15						FM TOTALS				68.0	63.6	61.0	61.7	58.7	60.4	61.5	61.5	61.3	

Metro Rank: 43

Revenue Rank: 41

Memphis Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 29,400	28,500	31,500	35,500	41,600	41,700	7.2%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	4.6%	\$ 43,600	45,500	47,800	50,400	53,400	5.2%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.94/1,000	\$3.99/1,000	\$3.96/1,000	Local	82%		
Revenue/Capita	\$26.63	\$35.99	\$43.99	National	18%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,104.0	1,158.8	1.0%	1,158.8	1,214.0	0.9%
Households	399.2	419.6	1.0%	419.6	446.2	1.2%
Retail Sales	7,466.8	10,450.9	7.0%	10,450.9	13,478.6	5.2%
EBI	13,118.3	16,645.4	4.9%	16,645.4	21,259.4	5.0%

Metro Counties

Fayette, TN	26.8
Shelby, TN	871.5
Tipton, TN	44.0
Crittenden, AR	49.9
Mississippi, AR	49.6
De Soto, MS	84.9
Marshall, MS	32.1

	1,158.8

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	555.8	115.0	53.7	56.5	88.1	91.1	64.8	86.7
Women (000)	603.0	109.9	51.9	54.9	94.3	98.7	71.7	121.7
Total	1,158.8	224.9	105.6	111.3	182.4	189.8	136.5	208.4
Percentage	100.0%	19.4%	9.1%	9.6%	15.7%	16.4%	11.8%	18.0%
Per Capita	\$14,364	Median Household		\$30,827	Avg Household		\$39,670	
Ethnic Population:	White 57.2%	Black 41.5%	Asian 0.9%	Hispanic 0.8%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	8		9	9	17	20	37
Tot 12+	9.1		51.9	53.5	61.0	28.5	89.5
Avg 12+	1.1		5.8	5.9	3.6	1.4	2.4
Tot LCS	10.2		58.0	59.8	68.2	31.8	100.0
Avg LCS	1.3		6.4	6.6	4.0	1.6	2.7

MARKET: Memphis

METRO RANK: 43

Competitive Overview

AM Stations

City of		FCC	Day	Night	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)										
Calls	License	Class	Freq	Power (kW)	Power (kW)	Year	Date	Price (000)	Revenue (000)	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
					C	Owner	Std	Acq	LMA	Format	Ratio	Comm	Sh	1997	1997	1996	1996	1996	1995	1995	
WHBQ	Memphis	III	560	5.0	1.00	b Flinn Bcstg Corp	25	8807		Sports	0.66	0.7		0.5	0.5	0.7	0.7	0.5	0.7	0.8	0.6
WREC	Memphis	III	600	5.0	5.00	a Clear Channel Comm	22	9612	g1	Talk/Info	750	1.15	1.5	1.9	1.3	1.4	1.7	1.3	1.0	1.5	1.5
WCRV	Collierville	II	640	50.0	0.48	Bott Radio Network	66	8611		Religion	750	0.82	2.1	1.4	1.7	1.9	1.9	2.3	2.0	1.5	1.7
WJCE	Memphis	II	680	10.0	5.00	f Sinclair Comm Inc	25	9609	g2	Urban AC	700	0.57	2.8	1.6	1.6	1.6	2.4	2.3	2.1	3.0	2.6
KSUD	West Memphis	II	730	0.2	0.27	e Pollack Bcstg Co	61	9607	sw	ChrsContemp			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMC	Memphis	III	790	5.0	5.00	d Raycom Media Inc	23	9605	p g3	News/Talk	2,300	0.96	5.5	2.3	3.1	3.2	4.0	4.5	4.8	4.4	6.3
KOSE	Osceola	II	860	1.0	0.02	h Sudbury Bcst Group	49	9607	sw	Gospel			0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
KLCN	Blytheville	III	910	5.0	0.00	h Sudbury Bcst Group	22			News			0.0	0.0	0.0	0.3	0.5	0.0	0.0	0.0	0.0
KWAM	Memphis	II	990	10.0	0.45	c Clear Channel Comm	46	9604	p c2	Gospel			0.4	1.1	0.6	0.7	0.0	0.0	0.6	0.0	0.7
WSFZ	Memphis	II	1030	50.0	1.00	Willis Family Bcstg	84	9203	1,000	Sports			0.3	0.0	0.3	0.5	0.5	0.3	0.0	0.4	0.5
WDIA	Memphis	II	1070	50.0	5.00	a Clear Channel Comm	47	9607	g3	Urban AC	3,600	0.92	9.0	6.9	8.8	5.7	6.9	8.7	7.9	9.0	6.8
WKRA	Holly Springs	II	1110	1.0	0.00	i Autry, Billy	66	9408	c1	Urb/Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WPLX	Germantown	II	1170	1.0	0.00	e Pollack Bcstg Co	87	9203	114	Easy	300	0.43	1.6	2.4	2.7	2.3	1.4	1.0	1.4	2.0	1.4
WGSF	Bartlett	II	1210	10.0	0.25	k Arlington Bcstg Corp	86			Spanish			0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0
WAVN	Southaven	IV	1240	0.6	0.58	k Arlington Bcstg Corp	90	9209	135	Gospel			0.1	0.5	0.0	0.6	0.8	0.0	0.5	0.0	0.0
WKBL	Covington	III	1250	0.8	0.08	g Wilson, Royce D.	54	8203		Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLOK	Memphis	IV	1340	1.0	1.00	Gilliam Comm	56	7701		Gospel	1,300	0.51	5.9	6.3	5.9	6.6	4.4	6.6	4.3	5.4	5.0
WMPS	Millington	III	1380	2.5	1.00	Grayson Ministries	62	9010	295	Religion			0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.4
WOWW	Germantown	III	1430	2.5	cp 2.50	b Flinn Bcstg Corp	55	9309	na	Children			1.0	0.0	0.0	0.0	0.5	0.9	0.9	0.8	1.0
WBBP	Memphis	III	1480	5.0	0.00	Bountiful Blessings	64	9010	420	Religion	500	1.15	1.0	0.9	2.0	1.1	1.1	0.9	0.8	0.9	1.0
		# AM Stations -		20	# Combos -		15	AM TOTALS				32.1	25.8	28.5	27.3	27.1	29.3	27.2	29.7	29.5	
		Stations Profiled -		37	# Ouopolies -		12	Total Local Commercial Share				89.4	89.5	89.0	85.8	89.7	88.7	91.2	90.8		

Metro Rank: 44

Revenue Rank: 34

Nashville Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 34,500	35,200	36,000	38,200	43,700	49,100	7.3%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	9.8%	\$ 53,900	56,500	59,900	63,200	67,300	5.7%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$ 4.40/1,000	\$ 4.21/1,000	\$ 4.21/1,000	Local	80%		
Revenue/Capita	\$34.59	\$44.33	\$55.22	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	997.5	1,107.6	2.1%	1,107.6	1,218.8	1.9%
Households	380.5	424.3	2.2%	424.3	474.4	2.3%
Retail Sales	7,838.3	11,675.1	8.3%	11,675.1	15,993.1	6.5%
EBI	14,218.8	19,219.8	6.2%	19,219.8	26,757.7	6.8%

Metro Counties

Cheatham, TN	32.9
Davidson, TN	536.0
Dickson, TN	39.0
Robertson, TN	48.2
Rutherford, TN	149.7
Sumner, TN	117.9
Williamson, TN	105.6
Wilson, TN	78.3

	1,107.6

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	537.3	98.7	47.0	51.6	90.4	94.3	69.7	85.6
Women (000)	570.3	93.7	44.7	53.7	93.3	97.3	72.0	115.6
Total	1,107.6	192.4	91.7	105.3	183.7	191.6	141.6	201.2
Percentage	100.0%	17.4%	8.3%	9.5%	16.6%	17.3%	12.8%	18.2%
Per Capita	\$17,353	Median Household		\$36,347	Avg Household		\$45,298	
Ethnic Population:	White 83.3%	Black 15.3%	Asian 1.2%	Hispanic 0.8%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	8		13	10	21	24	45
Tot 12+	10.2		64.8	64.1	75.0	11.2	86.2
Avg 12+	1.3		5.0	6.4	3.6	0.5	1.9
Tot LCS	11.8		75.2	74.4	87.0	13.0	100.0
Avg LCS	1.5		5.8	7.4	4.1	0.5	2.2

MARKET: Nashville

METRO RANK: 44

Competitive Overview

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales Price (000)	LMA	Format	1996		Avg '96	Arbitron 12+ Metro Shares (see rights)									
Calls	License	Class	Freq	(kW)									Std	Acq		Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995
WQOK	Hendersonville	A	92.1	3.0	463	d	Midwestern Bcstg	70	9709	12,000	c3	Urban	3,000	0.67	8.3	10.1	7.2	8.4	6.4	8.0	6.8	6.8	7.4		
WJXA	Nashville	C	92.9	97.0	1053	g	South Central Comm	76	8005	375		Soft AC	3,600	1.09	6.1	3.7	4.6	4.6	5.7	5.6	5.1	6.6	4.3		
WYYB	Dickson	A	93.7	6.0	328	e	Tuned In Bcstg Inc	91	9512	500		Modern Rock			0.1	0.0	0.0	0.1	0.3	0.1	0.1	0.1	0.0		
WRLG	Smyrna	A	94.1	3.9	237	e	Tuned In Bcstg Inc	93	9504		st	Alternative	500	0.66	1.4	0.6	1.2	1.8	1.3	1.0	1.0	1.7	1.3		
WDBL	Springfield	A	94.3	3.0	325	e	Tuned In Bcstg Inc	50	9706	580	c1	AAA			0.1	0.0	0.1	0.4	0.0	0.0	0.0	0.0	0.4		
WSM	Nashville	C	95.5	100.0	1280	c	Gaylord Bcstg Co	62	8412	10,000	c2	Country	6,900	1.20	10.7	7.1	6.1	9.2	9.7	8.4	9.8	10.0	9.4		
WRMX	Murfreesboro	C1	96.3	52.0	1286	g	South Central Comm	63	9402	6,500		Oldies	2,400	1.04	4.3	5.6	4.3	4.5	4.2	4.1	3.9	3.8	3.4		
WSIX	Nashville	C	97.9	100.0	1145	h	Capstar Bcstg Ptrs	48	9708		p g2	Country	12,200	1.29	17.5	12.5	13.8	15.6	11.9	14.8	16.4	14.9	15.3		
WANT	Lebanon	A	98.9	5.0	318	i	Bay, Susan	94				Country			0.3	0.6	0.3	0.0	0.6	0.4	0.6	0.0	0.0		
WMTN	Manchester	C	99.7	100.0	1296	c	Gaylord Bcstg Co	62	9508	3,800		Nws/Tk/Spts	1,450	0.71	3.8	3.8	3.7	4.2	4.5	3.6	3.3	3.4	2.9		
WRLT	Franklin	A	100.1	0.2	1181	e	Tuned In Bcstg Inc	61	9512	550		AAA	1,000	1.03	1.8	1.4	1.0	1.6	2.2	1.3	1.4	1.4	2.2		
• WJZC	Russellville	C1	101.1	47.0	1289	h	Capstar Bcstg Ptrs	65	9708	35,000p	d3	Smooth Jazz	1,200	0.65	3.4	2.3	3.9	3.9	2.9	3.4	2.8	2.7	3.2		
WQZQ	Dickson	C1	102.5	100.0	856	a	Cromwell Group	64	9201	1,638	e	Dance	200	1.24	0.3	2.3	2.8	2.0	0.8	0.5	0.4	0.0	0.0		
WZPC	Shelbyville	C1	102.9	100.0	810	a	Cromwell Group	62	8911			Country	600	1.24	0.9	1.0	1.0	0.8	1.0	0.6	0.5	1.5	0.7		
WKDF	Nashville	C	103.3	100.0	1234	b	Dick Bcstg Co Inc	67				AOR	5,000	1.33	7.0	6.7	5.0	4.8	4.7	6.3	6.3	6.3	5.6		
WGFX	Gallatin	C1	104.5	48.9	1312	b	Dick Bcstg Co Inc	60	9212		g	Oldies	3,700	1.01	6.8	8.0	7.6	4.6	6.3	6.1	5.6	7.0	5.3		
WBOZ	Woodbury	A	104.9	6.0	328		Reach Satellite Ntwk	94	9701	400		Gospel			0.1	0.6	0.4	0.4	0.7	0.3	0.0	0.0	0.0		
WVRY	Waverly	C2	105.1	50.0	492		Reach Satellite Ntwk	72	9701		g	Gospel			0.1	0.3	0.4	0.2	0.1	0.5	0.0	0.0	0.0		
• WLAC	Nashville	C	105.9	98.0	1234	h	Capstar Bcstg Ptrs	53	9708		p d3	AC	2,650	1.00	4.9	2.8	4.0	3.7	3.8	4.3	3.8	3.9	5.2		
WAMB	Donelson	A	106.7	0.1	250	f	Great Southern Bcstg	90				Nostalgia			0.1	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1		
WRVW	Lebanon	C1	107.5	29.8	1234	h	Capstar Bcstg Ptrs	67	9708		p g2	Hot AC	2,900	0.72	7.5	6.0	7.6	4.9	6.4	7.2	7.7	5.4	5.9		

# FM Stations - 21													# Combos - 19		FM TOTALS		85.5	75.4	75.0	75.8	73.6	76.6	75.6	75.6	72.6

• Indicates a change since last edition.

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METRO RANK: 44

Metro Rank: 44

Revenue Rank: 34

Nashville Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 34,500	35,200	36,000	38,200	43,700	49,100	7.3%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	9.8%	\$ 53,900	56,500	59,900	63,200	67,300	5.7%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.40/1,000	\$4.21/1,000	\$4.21/1,000	Local	80%		
Revenue/Capita	\$34.59	\$44.33	\$55.22	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	997.5	1,107.6	2.1%	1,107.6	1,218.8	1.9%
Households	380.5	424.3	2.2%	424.3	474.4	2.3%
Retail Sales	7,838.3	11,675.1	8.3%	11,675.1	15,993.1	6.5%
EBI	14,218.8	19,219.8	6.2%	19,219.8	26,757.7	6.8%

Metro Counties

Cheatham, TN	32.9
Davidson, TN	536.0
Dickson, TN	39.0
Robertson, TN	48.2
Rutherford, TN	149.7
Sumner, TN	117.9
Williamson, TN	105.6
Wilson, TN	78.3

	1,107.6

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	537.3	98.7	47.0	51.6	90.4	94.3	69.7	85.6
Women (000)	570.3	93.7	44.7	53.7	93.3	97.3	72.0	115.6
Total	1,107.6	192.4	91.7	105.3	183.7	191.6	141.6	201.2
Percentage	100.0%	17.4%	8.3%	9.5%	16.6%	17.3%	12.8%	18.2%
Per Capita	\$17,353	Median Household		\$36,347	Avg Household		\$45,298	
Ethnic Population:	White 83.3%	Black 15.3%	Asian 1.2%	Hispanic 0.8%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	8		13	10	21	24	45
Tot 12+	10.2		64.8	64.1	75.0	11.2	86.2
Avg 12+	1.3		5.0	6.4	3.6	0.5	1.9
Tot LCS	11.8		75.2	74.4	87.0	13.0	100.0
Avg LCS	1.5		5.8	7.4	4.1	0.5	2.2

Competitive Overview

AM Stations

City of		FCC	Day	Night	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)														
Calls	License	Class	Freq	Power (kW)	Power (kW)	C	Owner	Year	Date	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
• WYOR	Brentwood	III	560	0.5	0.06		Bell, Randolph V.	85	9709	185p	e	Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WSM	Nashville	I	650	50.0	50.00	c	Gaylord Bcstg Co	25	8412		c2	Country	2,500	1.03	4.5	4.1	2.8	3.7	4.4	4.1	3.7	3.8	4.2		
• WFCM	Smyrna	II	710	0.3	0.00		Moody Bible Inst	93	9706	163		Gospel			0.1	0.0	0.0	0.0	0.7	0.0	0.5	0.0	0.0		
• WENO	Nashville	II	760	1.0	0.00	cp	Radio Corp of Nashvl	88	9005	300		Chrstn Talk	125	2.32	0.1	0.6	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	
WMOB	Nashville	II	880	2.5	0.00		Babb Bcstg Co	83				Urban	500	0.62	1.5	1.1	0.8	0.4	1.2	1.0	1.2	1.5	1.4		
WCOR	Lebanon	II	900	0.5	0.14	i	Bay, Susan	49	9303	16		Country			0.0	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WAKM	Franklin	III	950	1.0	0.08		Franklin Radio Assoc	53	8209	600		Country			0.3	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.5		
WYFN	Nashville	III	980	5.0	5.00		Bible Bcstg Network	27	9101	600		Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WHIN	Gallatin	II	1010	5.0	0.05		WHIN Inc	48				Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WYXE	Gallatin	II	1130	2.3	0.00		Jon Gary Enterprises	66	9612	100		Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WAMB	Donelson	II	1160	50.0	1.00	f	Great Southern Bcstg	71				Nostalgia	350	0.43	1.5	0.8	1.3	1.0	1.6	0.8	1.4	1.4	1.7		
WGDD	Lebanon	II	1200	10.0	0.50		Radio Nashville Inc	79	9606		cp	DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WKDA	Nashville	IV	1240	1.0	1.00		Bart-Evins Bcstg LLC	48	9509	325		News/Talk	275	1.02	0.5	0.0	0.0	0.0	0.0	0.3	0.4	0.5	0.6		
WDKN	Dickson	III	1260	5.0	0.00		Edmisson/Eubank Comm	55	8705	220		Country			0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WNQM	Nashville	III	1300	50.0	5.00	cp	F.W. Robbert Bcstg	48	8312	700		Chrstn Talk			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4		
WNAH	Nashville	III	1360	1.0	0.03		Hermitage Bcstg	49				Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WHEW	Franklin	III	1380	5.0	0.50		Mid-State Comm Corp	69	9611	220		Sports			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WZNG	Shelbyville	IV	1400	1.0	1.00		Hopkins-Hall Bcstg	46	9701	250		Soft Rock			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WMAK	Madison	III	1430	5.0	1.00	f	Great Southern Bcstg	58	9512	25		DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WGNS	Murfreesboro	IV	1450	1.0	1.00		Rutherford Group Inc	47	8410	476		Talk			0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WVOL	Berry Hill	III	1470	5.0	1.00	d	Midwestern Bcstg	51	9709		c3	Urban/Olds	450	0.46	1.8	1.6	1.7	2.0	0.9	2.2	1.1	1.4	1.7		
• WLAC	Nashville	I	1510	50.0	50.00	h	Capstar Bcstg Ptrs	26	9708		p d3	Nws/Tk/Spts	2,350	1.09	4.0	3.1	3.8	3.9	3.3	3.1	3.6	4.0	3.4		
WMRO	Gallatin	II	1560	1.5	0.00		Classic Bcstg Inc	67	9310		na	Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WDBL	Springfield	III	1590	0.7	0.03	e	Tuned In Bcstg Inc	50	9706		c1	Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations - 24		# Combos - 7		AM TOTALS																					
Stations Profiled - 45		# Duopolies - 10		Total Local Commercial Share																					
																87.1	86.2	86.8	85.7	88.1	88.4	88.2	86.5		

Other Rulemaking: 97.1, C2, Goodlettsville

• Indicates a change since last edition.

Metro Rank: 45

Revenue Rank: 40

Las Vegas, NV Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 26,000	25,000	26,000	28,500	33,000	38,900	8.4%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	17.0%	\$ 45,500	48,400	51,800	55,400	59,300	6.8%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.48/1,000	\$3.54/1,000	\$3.87/1,000	Local	80%		
Revenue/Capita	\$33.62	\$36.84	\$46.80	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	773.4	1,055.9	6.4%	1,055.9	1,267.1	3.7%
Households	299.6	406.8	6.3%	406.8	490.8	3.8%
Retail Sales	5,806.8	10,990.8	13.6%	10,990.8	15,320.6	6.9%
EBI	10,409.0	17,395.2	10.8%	17,395.2	23,959.1	6.6%

Metro Counties

Clark, NV	1,055.9

	1,055.9

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	536.4	94.9	39.6	48.0	92.8	89.6	73.5	98.1
Women (000)	519.5	90.8	38.3	45.5	83.4	86.3	71.1	104.0
Total	1,055.9	185.7	77.9	93.5	176.2	175.9	144.5	202.1
Percentage	100.0%	17.6%	7.4%	8.9%	16.7%	16.7%	13.7%	19.1%
Per Capita	\$16,474	Median Household		\$34,315	Avg Household		\$42,761	
Ethnic Population:	White 84.9%	Black 9.8%	Asian 4.3%	Hispanic 13.2%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations			16	14	16	12	28
Tot 12+			74.1	72.7	74.1	12.2	86.3
Avg 12+			4.6	5.2	4.6	1.0	3.1
Tot LCS			85.9	84.2	85.9	14.1	100.0
Avg LCS			5.4	6.0	5.4	1.2	3.6

Competitive Overview

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)									
Calls	License	Class	Freq	(kW)						Price	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
KOMP	Las Vegas	C	92.3	25.0	3688	a	Lotus Comm Corp	66	7703		AOR	3,200	1.38	5.1	3.2	3.2	3.2	4.6	3.9	4.4	5.1	4.3			
KBGO	Las Vegas	C	93.1	24.0	3744	b	Jacor Comm Inc	80	9703		na	900	0.86	2.3	3.6	3.5	3.1	4.1	3.2	1.4	1.4	1.8			
• KMXB	Henderson	C	94.1	100.0	1217	c	CBS Corporation	71	9709		p g2	1,900	0.73	5.7	6.4	5.7	5.6	4.9	5.7	4.6	4.7	4.8			
KWNR	Henderson	C	95.5	92.0	1161	b	Jacor Comm Inc	72	9702		g1	4,400	1.32	7.3	6.3	6.0	5.7	5.5	6.1	6.7	6.7	5.8			
KKLZ	Las Vegas	C	96.3	100.0	1175		Apogee Comm	84	9701	13,000	Clsc Rock	3,300	1.61	4.5	5.0	5.5	5.0	4.2	4.0	4.1	3.7	3.8			
KXPT	Las Vegas	C	97.1	25.0	3675	a	Lotus Comm Corp	61	9211	1,425	c2	1,300	1.06	2.7	2.4	2.4	2.5	2.3	2.1	2.4	2.5	2.3			
• KLUC	Las Vegas	C	98.5	97.0	1181	c	CBS Corporation	56	9709		p g2	3,600	0.96	8.2	9.7	7.9	8.2	9.3	8.2	7.1	5.3	7.6			
• KMZQ	Henderson	C	100.5	96.0	1106	c	CBS Corporation	82	9709		p g2	4,900	1.54	7.0	6.1	5.3	6.1	5.6	6.0	5.6	6.5	6.1			
KFMS	Las Vegas	C	101.9	100.0	1181	b	Jacor Comm Inc	63	9702		g1	3,200	1.12	6.3	4.1	3.9	5.1	4.7	6.2	5.2	5.1	5.2			
KEBG	Las Vegas	C	103.5	100.0	1158		George Tobin Prdctns	89	9105	2,000		Modern Rock	2,500	0.74	7.4	3.5	4.1	3.6	5.0	5.0	7.0	7.3	6.4		
KJUL	N. Las Vegas	C	104.3	24.5	3701	d	Centennial Bcstg	89	9706	15,500		Nostalgia	2,500	0.51	10.8	8.6	8.8	8.0	7.0	10.0	9.3	7.9	10.0		
KVBC	Las Vegas	C2	105.1	50.0	36		Compass Comm Co	93	9602	2,500		News/Talk	400	0.73	1.2	1.1	1.4	1.6	1.8	1.3	1.0	0.9	0.8		
KOOL	Boulder City	C2	105.5	3.7	1588	d	Centennial Bcstg	82	9706	12,500		Oldies	2,300	0.97	5.2	3.5	3.4	4.8	4.7	3.6	4.7	4.7	4.8		
KSNE	Las Vegas	C	106.5	100.0	1155	b	Jacor Comm Inc	87	9702		g1	4,500	1.09	9.1	6.1	7.9	6.2	6.9	6.6	8.3	8.9	7.6			
• KXTE	Pahrump	C	107.5	24.5	3731	c	CBS Corporation	88	9709		p g2	2,300	1.15	4.4	5.2	5.1	4.6	4.4	4.0	3.4	3.7	4.0			
KLUC	Laughlin	C1	107.9	15.5	1867		H & R Bcstg Inc	92				Clsc Rock		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
# FM Stations - 16													# Combos - 12		FM TOTALS		87.2	74.8	74.1	73.3	75.0	75.9	75.2	74.4	75.3

AM Stations

City of		FCC	Power		Day	Night	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)								
Calls	License	Class	Freq	(kW)							(kW)	Price	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	Summer	Spring
KDWN	Las Vegas	11	720	50.0	50.00		Radio Nevada	75				Nws/Tk/Spts	800	0.59	3.0	1.5	1.4	1.9	3.6	2.2	3.4	2.2	2.6		
• KXNT	N. Las Vegas	11	840	50.0	25.00		CBS Corporation	86	9709		p g2	600	1.10	1.2	3.0	4.5	2.9	1.6	1.3	1.1	0.9	0.7			
KLSQ	Laughlin	11	870	10.0	1.00		Heftel Bcstg Corp	86	9505		g	700	0.64	2.4	3.1	2.9	3.4	1.9	2.1	1.8	2.0	2.5			
KBAD	Las Vegas	111	920	5.0	0.50	a	Lotus Comm Corp	53	9211		c2	500	0.58	1.9	0.4	0.3	1.5	1.1	1.3	1.8	2.0	1.6			
KNUU	Paradise	111	970	5.0	0.50		Bernstein-Rein Advtg	62	9401		nc	400	0.68	1.3	1.1	1.5	1.1	1.3	1.0	1.3	1.1	1.2			
KKVV	Las Vegas	11	1060	5.0	0.04		Las Vegas Bcstrs	90				Religion		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
• KSFN	N. Las Vegas	11	1140	10.0	2.50	c	CBS Corporation	56	9709		p g2	150		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KLAV	Las Vegas	1V	1230	1.0	1.00		Gore-Overgaard Bcstg	47	9507	1,240		Nws/Tk/Spts	400	2.20	0.4	0.0	0.0	0.0	0.4	0.4	0.0	0.5			
KDOL	Henderson	111	1280	5.0	0.05		S & R Bcstg Inc	56	9010	600	e	Spanish	200	0.31	1.4	0.8	0.7	0.9	1.1	1.1	1.1	1.6	1.2		
KRLV	Las Vegas	1V	1340	1.0	1.00		Weinberg, Fred	47	9512	315		Nws/Tk/Spts		0.1	0.0	0.0	0.0	0.4	0.0	0.4	0.0	0.0			
KSHP	N. Las Vegas	11	1400	1.0	1.00		McNaughton Stations	54	9610	600		DARK		0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0			
KENO	Las Vegas	111	1460	10.0	0.63	a	Lotus Comm Corp	40	6506			Sports/News	500	1.00	1.1	0.7	0.9	0.9	0.9	1.1	0.7	0.9	1.2		
# AM Stations - 12													# Combos - 4		AM TOTALS		12.8	10.6	12.2	13.1	11.9	10.5	12.0	10.7	11.5
Stations Profiled - 28													# Duopolies - 8		Total Local Commercial Share		85.4	86.3	86.4	86.9	86.4	87.2	85.1	86.8	

Other Rulemaking: 93.5, C, Laughlin

• Indicates a change since last edition.

Metro Rank: 46

Revenue Rank: 54

Rochester, NY Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 27,500	29,900	25,600	26,700	30,800	31,200	2.6%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.8%	\$ 33,000	34,500	36,200	38,200	40,300	5.1%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.43/1,000	\$3.34/1,000	\$3.82/1,000	Local	80%		
Revenue/Capita	\$25.82	\$28.66	\$37.09	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,065.0	1,088.7	0.4%	1,088.7	1,086.5	0.0%
Households	397.1	407.3	0.5%	407.3	412.6	0.3%
Retail Sales	8,010.6	9,336.7	3.1%	9,336.7	10,558.9	2.5%
EBI	16,402.0	15,674.7	-0.9%	15,674.7	17,550.7	2.3%

Metro Counties

Genesee, NY	61.2
Livingston, NY	65.5
Monroe, NY	723.1
Ontario, NY	99.0
Orleans, NY	46.4
Wayne, NY	93.5

	1,088.7

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	528.4	98.2	43.3	53.1	83.3	87.8	66.9	95.8
Women (000)	560.3	93.8	40.9	52.6	84.8	91.7	69.1	127.4
Total	1,088.7	192.0	84.2	105.7	168.0	179.5	136.0	223.3
Percentage	100.0%	17.6%	7.7%	9.7%	15.4%	16.5%	12.5%	20.5%
Per Capita	\$14,398	Median Household		\$33,116	Avg Household		\$38,484	
Ethnic Population:	White	88.1%	Black	9.9%	Asian	1.6%	Hispanic	3.6%

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	14	7		9	21	10	31
Tot 12+	17.3	47.6		54.9	64.9	16.0	80.9
Avg 12+	1.2	6.8		6.1	3.1	1.6	2.6
Tot LCS	21.4	58.8		67.9	80.2	19.8	100.0
Avg LCS	1.5	8.4		7.5	3.8	2.0	3.2

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)															
										(000)	LMA Format	Revenue (000)	Power Ratio	Local Comm Sh	1997	1997	1996	1996	1996	1996	1996	1996	1996	1995	1995						
WBEE	Rochester	B	92.5	50.0	499	c	Sinclair Comm Inc	61	9707	p g2 1	Country	4,600	1.09	12.8	10.5	12.0	9.7	10.6	10.4	9.8	10.3	11.1									
WQRV	Avon	A	93.3	4.0	390	c	Sinclair Comm Inc	93	9707	p g2	Clsc Rock	300	0.25	3.6	1.9	2.9	3.1	2.4	3.1	2.7	3.4	2.3									
WLLW	Clyde	A	93.7	3.8	328		Kimble, George	96	9604	cp	Clsc Rock			0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0									
WDNY	Dansville	A	93.9	0.6	742	d	Miller Media Inc	90	9603	300 c3	AC			0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0									
• WZNE	Brighton	A	94.1	3.0	328	b	CBS Corporation	97	9709	p g1	Modern AC			0.0	4.7	3.2	0.0	0.0	0.0	0.0	0.0	0.0									
• WNVE	S Bristol Twpshp	B	95.1	12.0	994	g	Jacor Comm Inc	48	9704	5,500	Modern Rock	2,100	0.87	7.3	5.5	5.1	5.2	5.5	6.0	6.3	5.8	5.4									
• WCMF	Rochester	B	96.5	50.0	449	b	CBS Corporation	60	9709	p g1	AOR	5,600	1.70	10.0	5.8	6.5	7.0	6.0	7.5	8.5	7.4	9.0									
• WPXY	Rochester	B	97.9	50.0	400	b	CBS Corporation	59	9709	p g1	CHR	3,500	1.07	9.9	8.9	7.9	8.2	7.9	8.2	8.8	7.0	8.1									
WKLX	Rochester	B	98.9	37.0	564	c	Sinclair Comm Inc	39	9707	p g2 1	Oldies	2,200	1.08	6.2	4.3	4.2	5.5	5.0	4.8	4.7	5.1	5.6									
WZXV	Palmyra	A	99.7	2.8	486		Palmyra Bcstg Corp	93			Christian			0.9	0.9	1.2	0.8	0.9	0.6	0.8	0.7	0.8									
WVOR	Rochester	B	100.5	50.0	479	g	Jacor Comm Inc	62	9702	sw	AC	1,400	0.66	6.4	4.9	4.5	5.5	6.0	4.6	5.2	5.9	5.0									
• WRMM	Rochester	B	101.3	27.0	640	b	CBS Corporation	66	9709	p g1	Soft AC	4,000	1.32	9.2	6.8	7.4	8.4	7.9	6.2	7.8	7.1	8.6									
WBTF	Attica	A	101.7	1.3	295	f	Doran, Kevin	77	9504	500 c1	Country			0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0									
WFLK	Geneva	A	101.7	5.4	125	e	M.B. Communications	74	9306		Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WMHX	Canandaigua	A	102.3	3.4	282		Jacor Comm Inc	74	9706	7,000 d4	Alternative			0.1	0.2	0.1	0.3	0.1	0.3	0.1	0.0	0.0									
WDCZ	Webster	A	102.7	6.0	328		Kimtron Inc	93	9212	950	Christian	100	1.52	0.2	0.4	0.5	0.4	0.5	0.0	0.0	0.5	0.0									
WNNR	Sodus	A	103.5	6.0	243		Waynco Radio Inc	91	9004	10 cp	Clsc Rock	400	12.1	0.1	0.4	0.4	0.4	0.0	0.0	0.0	0.3	0.0									
WDKX	Rochester	A	103.9	0.8	541		Monroe Cnty Bcstg	74			Urban AC	1,250	0.54	7.0	5.7	5.0	5.8	5.0	5.1	5.7	5.8	6.0									
WJZR	Rochester	A	105.9	3.0	180		R B Lee Rust	93			Diverse	450	1.14	1.2	0.9	0.9	1.1	1.1	0.8	1.4	1.0	0.7									
WMAX	Irondequoit	A	106.7	3.5	266		Jacor Comm Inc	92	9706	d4	Adult Rock	1,300	1.27	3.1	2.3	2.3	3.0	2.8	2.9	2.9	2.2	2.1									
WRCD	Honeoye Falls	A	107.3	6.0	305		Jacor Comm Inc	96	9706	d4	Smooth Jazz			0.7	0.9	0.5	1.1	0.7	0.3	1.2	0.7	0.0									
# FM Stations - 21														# Combos - 12														FM TOTALS			
																												78.7 65.0 64.9 66.3 62.4 60.8 65.9 63.2 64.7			

• Indicates a change since last edition.

Metro Rank: 46

Revenue Rank: 54

Rochester, NY Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 27,500	25,900	25,600	26,700	30,800	31,200	2.6%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.8%	\$ 33,000	34,500	36,200	38,200	40,300	5.1%
Revenue/Retail Sales	1990	1995	2000	Est. Breakout			
	\$3.43/1,000	\$3.34/1,000	\$3.82/1,000	Local	80%		
Revenue/Capita	\$25.82	\$28.66	\$37.09	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,065.0	1,088.7	0.4%	1,088.7	1,086.5	0.0%
Households	397.1	407.3	0.5%	407.3	412.6	0.3%
Retail Sales	8,010.6	9,336.7	3.1%	9,336.7	10,558.9	2.5%
EBI	16,402.0	15,674.7	-0.9%	15,674.7	17,550.7	2.3%

Metro Counties

Genesee, NY	61.2
Livingston, NY	65.5
Monroe, NY	723.1
Ontario, NY	99.0
Orleans, NY	46.4
Wayne, NY	93.5

	1,088.7

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	528.4	98.2	43.3	53.1	83.3	87.8	66.9	95.8
Women (000)	560.3	93.8	40.9	52.6	84.8	91.7	69.1	127.4
Total	1,088.7	192.0	84.2	105.7	168.0	179.5	136.0	223.3
Percentage	100.0%	17.6%	7.7%	9.7%	15.4%	16.5%	12.5%	20.5%
Per Capita	\$14,398	Median Household		\$33,116	Avg Household		\$38,484	
Ethnic Population:	White 88.1%	Black 9.9%	Asian 1.6%	Hispanic 3.6%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	14	7		9	21	10	31
Tot 12+	17.3	47.6		54.9	64.9	16.0	80.9
Avg 12+	1.2	6.8		6.1	3.1	1.6	2.6
Tot LCS	21.4	58.8		67.9	80.2	19.8	100.0
Avg LCS	1.5	8.4		7.5	3.8	2.0	3.2

MARKET: Rochester, NY

METRO RANK: 46

Competitive Overview

AM Stations

City of		FCC	Day	Night	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)												
Calls	License	Class	Freq	Power (kW)	Power (kW)	C	Owner	Year	Date	Price (000)	LMA	Format	Revenue (000)	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
WBBF	Rochester	III	950	1.0	1.00	c	Sinclair Comm Inc	47	9707		p g2 1	Nostalgia	200	0.14	4.3	3.0	3.1	2.4	2.8	3.7	3.3	3.6	3.4
WCMF	Rochester	II	990	5.0	2.50		Crawford Bcstg Co	47	9702	650p		AOR	100	0.43	0.7	0.0	0.2	0.1	0.7	0.8	0.5	0.7	0.3
WYSL	Avon	II	1040	2.5	0.50	cp	Livingston Comm Inc	86				News/Talk	225	2.27	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.5	0.6
WHAM	Rochester	I	1180	50.0	50.00	g	Jacor Comm Inc	22	9702		sw	News/Talk	4,500	1.00	13.6	11.0	10.7	10.2	11.8	11.3	10.6	11.6	10.6
WGVA	Geneva	IV	1240	1.0	1.00	a	Kimble, George, etal	47	9610			Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WHTK	Rochester	III	1280	5.0	5.00	g	Jacor Comm Inc	47	9702		sw	Talk	250	0.63	1.2	1.2	0.8	0.9	1.0	1.2	0.8	0.6	1.2
WDNY	Dansville	IV	1400	0.9	1.00	d	Miller Media Inc	78	9603		c3	Nostalgia			0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
WWWG	Rochester	III	1460	5.0	5.00		Amer General Media	25	7706			Gospel	300	1.52	0.6	0.0	0.6	0.6	0.4	0.5	0.4	0.7	0.5
WBTA	Batavia	IV	1490	1.0	1.00	cp	Doran, Kevin	41	9504		c1	News/Talk	200	1.01	0.6	0.0	0.3	0.6	0.6	0.6	0.4	0.5	0.5
WLKA	Canandaigua	II	1550	0.3	1.00	a	Kimble, George, etal	61	9312		na	MOR			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations - 10						# Combos - 7						AM TOTALS		21.3	15.2	16.0	15.2	17.3	18.1	16.0	18.2	17.1	
Stations Profiled - 31						# Duopolies - 8						Total Local Commercial Share		80.2	80.9	81.5	79.7	78.9	81.9	81.4	81.8		

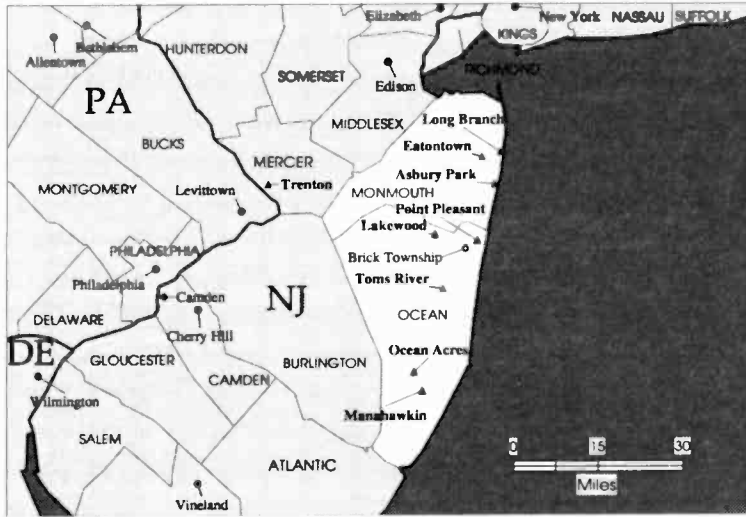
• Indicates a change since last edition.

METRO RANK: 46

Metro Rank: 47

Revenue Rank: 109

Monmouth-Ocean, NJ Market Overview



Metro Counties

Monmouth, NJ	585.9
Ocean, NJ	465.0

	1,050.9

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 13,200	12,300	12,500	13,500	14,800	14,100	1.3%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	-1.4%	\$ 13,900	14,400	15,100	15,800	16,600	4.5%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$1.54/1,000	\$1.41/1,000	\$1.39/1,000	Local	82%		
Revenue/Capita	\$13.19	\$13.42	\$14.95	National	18%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	1,000.9	1,050.9	1.0%	1,050.9	1,110.6	1.1%
Households	371.3	388.9	0.9%	388.9	414.4	1.3%
Retail Sales	8,593.2	10,004.9	3.1%	10,004.9	11,926.4	3.6%
EBI	18,768.7	18,883.3	0.1%	18,883.3	22,218.8	3.3%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	505.1	86.0	41.5	39.5	72.4	84.3	65.3	116.0
Women (000)	545.8	83.0	39.9	37.5	73.1	87.8	66.7	157.8
Total	1,050.9	169.0	81.4	77.0	145.6	172.1	132.0	273.8
Percentage	100.0%	16.1%	7.7%	7.3%	13.9%	16.4%	12.6%	26.1%
Per Capita	\$17,969	Median Household		\$40,478	Avg Household		\$48,556	
Ethnic Population:	White 91.2%	Black 6.3%	Asian 2.3%	Hispanic 4.4%				

Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations	7	1		4	8	3	11
Tot 12+	20.4	3.8		15.6	24.2	3.4	27.6
Avg 12+	2.9	3.8		3.9	3.0	1.1	2.5
Tot LCS	73.9	13.8		56.5	87.7	12.3	100.0
Avg LCS	10.6	13.8		14.1	11.0	4.1	9.1

Competitive Overview

Some stations also rated in New York (1) and Trenton (137).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)													
Calls	License	Class	Freq	(kW)						Price	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall						
WOBM	Toms River	A	92.7	1.4	486	a	Nassau Bcstg Ptrs LP	68	9607	p na 1	AC	3,200	1.60	14.4	3.8	4.8	4.7	3.5	3.3	4.5	4.1	3.3							
WJLK	Asbury Park	A	94.3	1.3	499	a	Nassau Bcstg Ptrs LP	47	9610	c1 1	Hot AC	4,000	1.73	16.6	3.7	3.7	4.4	4.9	5.7	5.6	4.8	2.6							
WRAT	Point Pleasant	A	95.9	4.0	240		Northern NJ Radio LP	68	9609		AOR/CiscRck	700	0.31	16.0	3.9	2.5	5.4	3.7	5.5	4.0	4.4	5.0							
WBBO	Ocean Acres	A	98.5	6.0	328	a	Nassau Bcstg Ptrs LP	93	9610	c1 1	Hot AC	100	0.80	0.9	0.3	0.1	0.4	0.1	0.4	0.2	0.1	0.1							
WJRZ	Manahawkin	A	100.1	1.6	449		Jersey Shore Bcstg	76			Hot AC	1,900	1.45	9.4	2.8	2.5	1.9	3.3	2.1	3.1	2.5	2.4							
WKXW	Trenton	B	101.5	19.0	804		Press Comm LLC	62	9706		Oldies/Talk	n/a		16.0	3.8	5.8	5.4	3.7	4.5	4.1	3.8	3.8							
WHTG	Eatontown	A	106.3	3.9	233	b	Gade, Faye B	61			Modern Rock	750	0.91	5.9	1.7	1.1	1.7	1.6	1.7	1.3	2.3	2.0							
WWZY	Long Branch	A	107.1	2.3	371		Odyssey Comm Inc	60	9702		Country	2,700	1.67	11.6	4.2	3.3	4.0	2.6	4.1	2.7	3.3	1.8							
# FM Stations -		8		# Combos -		4		FM TOTALS				90.8		24.2		23.8		27.9		23.4		27.3		25.5		25.3		21.0	

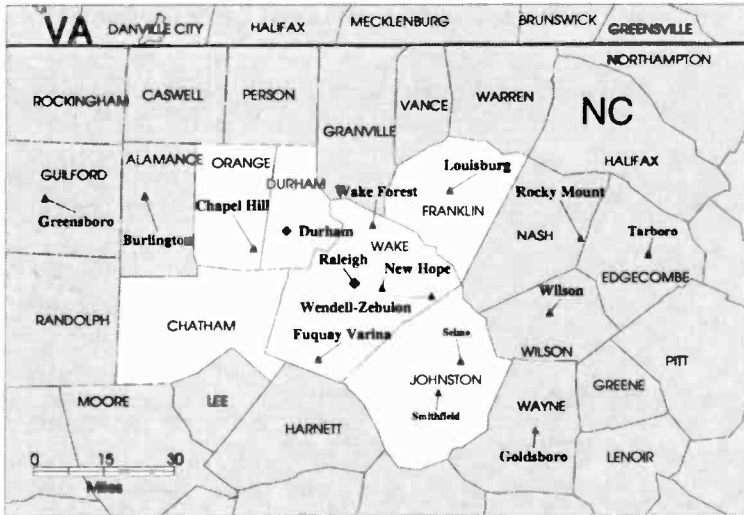
AM Stations

City of		FCC	Day		Night		C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)												
Calls	License	Class	Freq	(kW)	(kW)	Price					Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall						
WOBM	Lakewood	II	1160	5.0	8.90	a	Nassau Bcstg Ptrs LP	70	9607	p na 1	News/Nostal	350	0.29	8.6	2.3	3.8	2.1	2.7	2.8	2.4	2.8	2.3							
WAOB	Asbury Park	III	1310	2.5	1.00	a	Nassau Bcstg Ptrs LP	26	9610	c1 1	Adlt Stndrd	150	1.35	0.8	1.1	0.5	0.0	0.4	0.5	0.0	0.7	0.7							
WHTG	Eatontown	III	1410	0.5	0.13	b	Gade, Faye B	57			Nostalgia			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
# AM Stations -		3		# Combos -		3		AM TOTALS				9.4		3.4		4.3		2.1		3.1		3.3		2.4		3.5		3.0	
Stations Profiled -		11		# Duopolies -		3		Total Local Commercial Share				27.6		28.1		30.0		26.5		30.6		27.9		28.8		24.0			

Metro Rank: 48

Revenue Rank: 36

Raleigh – Durham, NC Market Overview



Metro Counties

Chatham, NC	42.9
Durham, NC	195.3
Franklin, NC	42.6
Johnston, NC	94.9
Orange, NC	109.6
Wake, NC	522.7

	1,008.0

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 27,500	28,100	29,400	32,000	35,700	41,700	8.7%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	18.2%	\$ 49,300	52,500	56,100	59,800	64,300	6.9%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.07/1,000	\$4.04/1,000	\$4.48/1,000	Local	80%		
Revenue/Capita	\$31.56	\$41.37	\$56.25	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	871.4	1,008.0	3.0%	1,008.0	1,143.1	2.5%
Households	341.0	398.1	3.1%	398.1	460.4	3.0%
Retail Sales	6,757.8	10,331.9	8.9%	10,331.9	14,338.9	6.8%
EBI	12,734.5	16,729.6	5.6%	16,729.6	22,908.8	6.5%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	488.3	81.9	37.5	58.8	90.9	88.5	61.1	69.6
Women (000)	519.7	79.0	36.3	60.4	91.0	93.3	63.1	96.7
Total	1,008.0	160.9	73.8	119.2	181.9	181.8	124.1	166.3
Percentage	100.0%	16.0%	7.3%	11.8%	18.0%	18.0%	12.3%	16.5%
Per Capita	\$16,597	Median Household		\$34,944	Avg Household		\$42,024	
Ethnic Population:	White	73.6%	Black	24.2%	Asian	2.0%	Hispanic	1.5%

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	2		13	9	15	21	36
Tot 12+	3.8		58.8	55.3	62.6	14.7	77.3
Avg 12+	1.9		4.5	6.1	4.2	0.7	2.1
Tot LCS	4.9		76.1	71.5	81.0	19.0	100.0
Avg LCS	2.5		5.9	7.9	5.4	0.9	2.8

MARKET: Raleigh - Durham, NC

METRO RANK: 48

Competitive Overview

Some stations also rated in Greensboro-WS (41) & Greenville (80).

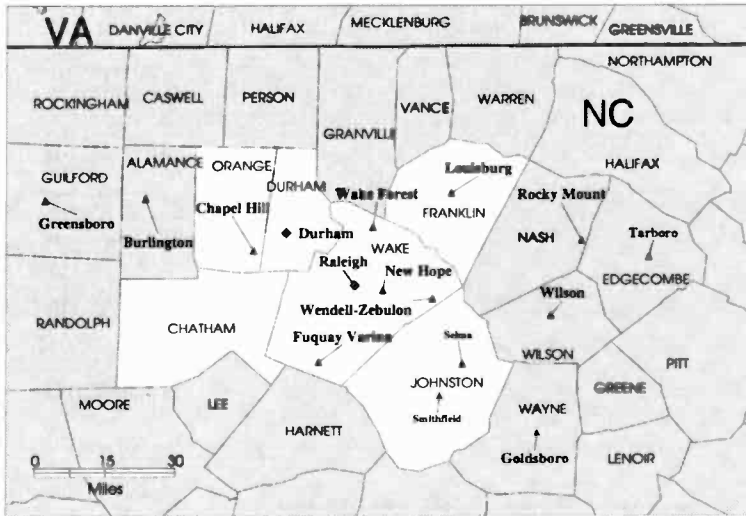
FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
													Revenue (000)	Power Ratio	Local Comm	Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995
WRSN	Burlington	C	93.9	100.0	1263	b	Capstar Bcstg Ptrs	46	9708		p g1	AC	2,700	1.00	5.5	4.4	4.2	3.8	3.2	4.7	3.8	4.0	4.6	
WQDR	Raleigh	C	94.7	95.0	1680	d	Curtis Media Group	49	9107		g	Country	4,400	1.08	8.3	4.8	5.7	6.0	6.2	5.9	6.4	5.9	7.4	
WKIX	Raleigh	C	96.1	98.0	984	d	Curtis Media Group	47	9608	16,000		Country	3,000	0.74	8.2	5.5	5.3	5.6	5.8	6.7	6.7	5.8	6.1	
WKTC	Greensboro	C	96.9	99.0	984	d	Curtis Media Group	46	9002	2,200	c1	Country	500	0.56	1.8	1.1	1.2	1.1	1.2	1.3	1.8	1.3	1.3	
WQMG	Greensboro	C	97.1	100.0	1230		Max Media Properties	62	9607	See (41)		Rhythm/Blue	n/a		0.7	0.7	0.5	0.4	0.8	0.5	0.7	0.6	0.5	
WQOK	South Boston	C1	97.5	100.0	981	c	Clear Channel Comm	60	9607		g2	Urban	3,600	0.71	10.3	7.6	9.4	9.3	8.5	8.1	8.5	7.7	7.5	
WTRG	Rocky Mount	C	100.7	100.0	1969	b	Capstar Bcstg Ptrs	47	9708		p g1	Oldies	5,300	1.25	8.6	5.3	6.3	5.5	5.2	6.8	7.7	5.5	6.6	
WPCM	Burlington	C	101.1	100.0	1191	d	Curtis Media Group	46	9001	See (41)		Country	n/a		1.5	1.3	1.3	0.9	1.9	0.8	1.0	1.7	1.1	
WRAL	Raleigh	C	101.5	96.0	1821		Capitol Bcstg Co	47			1	AC	7,300	1.66	8.9	6.3	6.3	7.4	7.2	7.4	6.6	7.4	6.0	
WHLQ	Louisburg	A	102.5	6.0	328	a	Franklin Bcstg Co	89				Country			0.6	0.2	0.6	0.2	0.3	0.4	0.3	0.5	0.5	
WZZU	Fuquay Varina	C3	103.9	7.9	577	c	Clear Channel Comm	80	9607		g2	Clsc Hits	1,200	0.97	2.5	1.8	2.2	2.5	2.5	2.3	1.4	2.0	2.1	
WFXX	Tarboro	C1	104.3	100.0	981	c	Clear Channel Comm	52	9706	20,000	d3	Urban AC	800	0.71	2.3	3.1	1.5	2.3	1.8	1.6	2.2	1.2	2.1	
WDCG	Durham	C	105.1	100.0	1040	b	Capstar Bcstg Ptrs	48	9708		p g1	CHR	6,600	1.24	10.8	8.4	7.8	8.6	8.0	8.3	8.8	9.3	6.8	
WRDU	Wilson	C	106.1	100.0	1348	b	Capstar Bcstg Ptrs	48	9708		p g1	ADR	5,400	1.54	7.1	6.0	7.1	6.9	5.8	6.0	4.3	5.6	6.0	
WFXC	Durham	A	107.1	2.6	502	c	Clear Channel Comm	71	9706		d3	Urban AC	2,300	0.90	5.2	4.0	3.2	3.5	4.3	3.5	3.3	4.5	4.7	
				# FM Stations - 15		# Combos - 13						FM TOTALS				82.3	60.5	62.6	64.0	62.7	64.3	63.5	63.0	63.3

Metro Rank: 48

Revenue Rank: 36

Raleigh – Durham, NC Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 27,500	28,100	29,400	32,000	35,700	41,700	8.7%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	18.2%	\$ 49,300	52,500	56,100	59,800	64,300	6.9%
Revenue/Retail Sales	1990	1995	2000	Est. Breakout			
	\$ 4.07/1,000	\$ 4.04/1,000	\$ 4.48/1,000	Local	80%		
Revenue/Capita	\$31.56	\$41.37	\$56.25	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	871.4	1,008.0	3.0%	1,008.0	1,143.1	2.5%
Households	341.0	398.1	3.1%	398.1	460.4	3.0%
Retail Sales	6,757.8	10,331.9	8.9%	10,331.9	14,338.9	6.8%
EBI	12,734.5	16,729.6	5.6%	16,729.6	22,908.8	6.5%

Metro Counties

Chatham, NC	42.9
Durham, NC	195.3
Franklin, NC	42.6
Johnston, NC	94.9
Orange, NC	109.6
Wake, NC	522.7

	1,008.0

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	488.3	81.9	37.5	58.8	90.9	88.5	61.1	69.6
Women (000)	519.7	79.0	36.3	60.4	91.0	93.3	63.1	96.7
Total	1,008.0	160.9	73.8	119.2	181.9	181.8	124.1	166.3
Percentage	100.0%	16.0%	7.3%	11.8%	18.0%	18.0%	12.3%	16.5%
Per Capita	\$16,597	Median Household		\$34,944	Avg Household		\$42,024	
Ethnic Population:	White 73.6%	Black 24.2%	Asian 2.0%	Hispanic 1.5%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	2		13	9	15	21	36
Tot 12+	3.8		58.8	55.3	62.6	14.7	77.3
Avg 12+	1.9		4.5	6.1	4.2	0.7	2.1
Tot LCS	4.9		76.1	71.5	81.0	19.0	100.0
Avg LCS	2.5		5.9	7.9	5.4	0.9	2.8

Competitive Overview

Some stations also rated in Greensboro-WS (41) & Greenville (80).

AM Stations

City of		FCC	Day	Night			Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)											
Calls	License	Class	Freq	Power (kW)	Power (kW)	C	Owner	Year	Date	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995	
WETC	Wendell-Zebulon	II	540	8.0	0.50		East Wake Bcstg Corp	59	9202		nc	Span/Cntry			0.0	0.4	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WRDT	Raleigh	III	570	0.5	0.05	h	Mortenson Bcstg Co	81	9707	525	na	Gospel/R&B	650	0.82	1.6	0.5	1.0	1.4	1.3	1.2	1.0	1.3	1.3	
WDNC	Durham	III	620	5.0	1.00		Durham Radio Corp	34			1	News/Sports	500	1.27	0.8	0.5	0.8	0.8	0.7	0.8	0.4	0.6	0.8	
WPTF	Raleigh	II	680	50.0	50.00	d	Curtis Media Group	24	9107	5,000		News/Talk	4,000	0.92	8.8	6.6	6.3	6.3	6.1	6.2	6.9	6.3	7.8	
WAUG	New Hope	II	750	0.5	0.00		St Augustine's Coll	87				Gospel	500	0.78	1.3	1.1	1.4	0.5	0.6	0.8	1.6	0.8	0.8	
WRBZ	Raleigh	II	850	10.0	5.00		Alchemy Comm	47	8909			Nws/Tk/Spts	300	0.43	1.4	0.5	1.1	1.2	1.2	0.9	1.6	1.1	0.7	
WRTG	Garner	II	1000	1.0	0.00	f	Carolina Christian	69				ChrsContemp			0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.0	
WFTK	Wake Forest	II	1030	50.0	0.00	e	Baker Family Stns	89				Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WBZB	Selma	II	1090	1.0	0.00		Word Became Flesh	64	9708	130p		ChrsContemp			0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WPYB	Benson	II	1130	1.0	0.00		Benson Bcstg Inc	61				Country			0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	
WGRR	Goldsboro	III	1150	5.0	1.00	d	Curtis Media Group	39	9002		c1	News/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPJL	Raleigh	IV	1240	1.0	1.00		Suttles, William	39	8605	600		ChrsContemp			0.1	0.4	0.4	0.0	0.0	0.0	0.4	0.0	0.0	
WMPM	Smithfield	III	1270	5.0	0.00		Carolina Bcst Svc	50				Country	200	0.45	0.9	0.9	0.6	0.8	0.8	0.4	1.0	0.9	0.4	
WTK	Durham	III	1310	5.0	1.00	e	Baker Family Stns	45	9410	320		Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WCHL	Chapel Hill	III	1360	5.0	1.00	d	Curtis Media Group	53	9708	400		News/Sports			0.1	0.4	0.4	0.5	0.5	0.0	0.0	0.4	0.0	
WSRC	Durham	III	1410	5.0	0.29	g	Willis Bcstg Corp	54	8611	450		Religion			1.0	0.7	0.9	0.8	1.2	0.7	0.4	1.3	0.7	
WCRY	Fuquay Varina	III	1460	5.0	0.12		Willis Bcstg Corp	49	9701	175		News/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WYRN	Louisburg	III	1480	0.5	0.04	a	Franklin Bcstg Co	58	6903			Country			0.3	0.1	0.2	0.3	0.5	0.2	0.4	0.3	0.0	
WDUR	Durham	IV	1490	1.0	1.00	c	Clear Channel Comm	47	9706		d3	Urban AC			0.2	0.4	0.0	0.4	0.0	0.0	0.6	0.0	0.0	
WRTP	Chapel Hill	II	1530	10.0	0.00	f	Carolina Christian	73	9404	297		ChrsContemp			0.5	0.0	0.3	0.4	0.0	0.0	0.9	0.0	0.7	
WCLY	Raleigh	II	1550	1.0	0.01	h	Mortenson Bcstg Co	62	9612	350		Gospel			0.4	0.7	0.6	0.5	0.5	0.7	0.4	0.0	0.0	
# AM Stations - 21													# Combos - 12											
Stations Profiled - 36													# Duopolies - 12											
													AM TOTALS		17.6	13.2	14.7	14.0	13.4	12.5	15.7	13.0	13.2	
													Total Local Commercial Share		73.7	77.3	78.0	76.1	76.8	79.2	76.0	76.5		

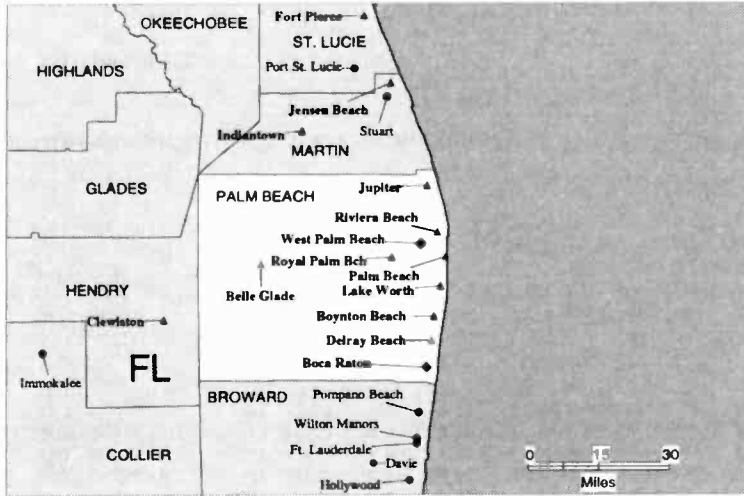
Docket 80-90 Allocations: 102.9, A, Raleigh

• Indicates a change since last edition.

Metro Rank: 49

Revenue Rank: 49

W. Palm Beach-Boca Raton Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 26,600	25,000	24,500	31,500	35,300	38,300	7.6%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	0.5%	\$ 38,500	40,000	42,000	44,400	46,800	5.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.31/1,000	\$3.39/1,000	\$3.12/1,000	Local	80%		
Revenue/Capita	\$29.67	\$38.94	\$42.95	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	896.4	983.6	1.9%	983.6	1,089.6	2.1%
Households	379.8	415.4	1.8%	415.4	463.6	2.2%
Retail Sales	8,040.9	11,298.5	7.0%	11,298.5	15,015.6	5.9%
EBI	16,306.4	21,112.7	5.3%	21,112.7	27,724.2	5.6%

Metro Counties

Palm Beach, FL	983.6

	983.6

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	474.5	70.3	29.7	32.5	70.3	71.4	53.9	146.6
Women (000)	509.1	66.8	28.8	32.2	67.4	71.2	56.5	186.1
Total	983.6	137.1	58.4	64.7	137.7	142.6	110.4	332.7
Percentage	100.0%	13.9%	5.9%	6.6%	14.0%	14.5%	11.2%	33.8%
Per Capita	\$21,465	Median Household		\$36,553	Avg Household		\$50,825	
Ethnic Population:	White 86.0%	Black 12.6%	Asian 1.3%	Hispanic 9.3%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	2		11	10	13	15	28
Tot 12+	4.7		40.6	44.1	45.3	15.5	60.8
Avg 12+	2.4		3.7	4.4	3.5	1.0	2.2
Tot LCS	7.7		66.8	72.5	74.5	25.5	100.0
Avg LCS	3.9		6.1	7.3	5.7	1.7	3.6

Competitive Overview

Some stations also rated in Miami (11) and Ft. Pierce (119).

FM Stations

										Arbitron 12+ Metro Shares (see rights)																		
City of		FCC	Power		C	Owner	Year	Date	Sales		1996		Avg '96															
Calls	License	Class	Freq	(kW)					HAAT	Std	Acq	Price	(000)	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall				
WRLX	West Palm Beach	C3	92.1	7.2	499	c	Fairbanks Comm Inc	75	9408	5,500		Easy	1,800	0.45	10.4	3.5	3.9	6.7	9.0	7.3	6.9	6.2	5.2					
WBGF	Belle Glade	A	93.5	5.0	269	b	BGI Bcstg LP	65	9608	1,000	c2	Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WOLL	Riviera Beach	C3	94.3	4.1 cp	807	e	Clear Channel Comm	71	9706	33,000p	d1	Oldies	2,700	1.80	3.9	3.1	2.3	2.3	1.9	1.7	2.2	2.8	2.9					
WCLB	Ft. Pierce	C1	95.5	100.0	981	c	Fairbanks Comm Inc	69	9605		g	Country	1,600	0.99	4.2	1.4	2.0	1.7	2.0	3.0	2.2	2.2	2.9					
WRNF	Palm Beach	C	97.9	100.0	1348	c	Fairbanks Comm Inc	57				AC	9,000	1.84	12.7	6.5	6.9	5.8	7.4	8.2	7.7	7.8	7.7					
WKGR	Fort Pierce	C1	98.7	100.0 cp	974	e	Clear Channel Comm	61	9706		p d1	Clsc Rock	3,800	1.50	6.6	3.5	3.2	4.4	4.2	4.1	4.1	3.8	4.4					
WJBW	Jupiter	A	99.5	6.0 cp	308	a	Goldsmith, H & S	71	9412	1,730		Variety Hit	700	0.32	5.6	4.9	4.7	3.6	3.7	3.3	3.8	4.0	2.6					
WKIS	Boca Raton	C	99.9	100.0	984		Beasley Bcst Group	65	9610	See (11)		Country	n/a		2.2	1.4	1.2	1.1	1.5	1.2	1.7	1.2	1.3					
WMBX	Jensen Beach	C1	102.3	13.0	974		Palm Beach Radio	80	9602			Hot AC	900		0.0	3.0	3.2	1.1	0.0	0.0	0.0	0.0	0.0					
WPBZ	Indiantown	C2	103.1	13.0	974		Palm Beach Radio	65	9502	10,000		Modern Rock	1,200	0.45	6.9	4.1	4.4	4.3	5.4	4.7	4.9	4.0	3.5					
WEAT	West Palm Beach	C	104.3	100.0	1273	d	CBS Corporation	69	9709		p g2	Soft AC	5,000	1.04	12.5	8.0	7.8	8.5	8.3	7.2	7.2	7.2	9.3					
WTPX	Jupiter	C3	105.5	2.8	974	d	CBS Corporation	97	9709		p g2	Information			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WIRK	West Palm Beach	C1	107.9	100.0 cp	427	d	CBS Corporation	65	9709		p g2	Country	6,000	1.48	10.5	7.0	5.7	7.0	7.1	5.5	6.6	5.9	8.1					
# FM Stations - 13													# Combos - 10		FM TOTALS					75.5	46.4	45.3	46.5	50.5	46.2	47.3	45.1	47.9

AM Stations

										Arbitron 12+ Metro Shares (see rights)																		
City of		FCC	Power		C	Owner	Year	Date	Sales		1996		Avg '96															
Calls	License	Class	Freq	(kW)					Day	Night	Std	Acq	Price	(000)	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall			
WAFC	Clewiston	III	590	0.9	0.47		Glades Media Company	88				1	Spanish			0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0				
WLJV	Royal Palm Bch	II	640	10.0	0.50		South Florida Radio	86					Religion			0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0				
WSBR	Boca Raton	II	740	2.5	0.94	a	Goldsmith, H & S	65	8809	1,350		Bus/Finan	250	0.65	1.0	0.4	0.5	0.4	0.4	0.5	0.8	0.6	0.6					
WEAT	West Palm Beach	II	850	5.0	1.00		Paxson Comm Corp	48	9708			News/Talk	400	0.42	2.5	1.5	1.8	1.1	1.5	1.5	1.6	1.4	1.8					
WSWN	Belle Glade	II	900	1.0	0.02	b	BGI Bcstg LP	47	9608		c2	Urb/Gospel			1.1	0.8	0.7	0.5	0.8	0.4	0.6	0.8	0.8					
WJBW	Jupiter	II	1000	0.7 cp	0.02		SSS Bcstg Inc	68	9406	75 cp		DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WJNO	Boynton Beach	II	1040	10.0	1.00	c	Fairbanks Comm Inc	73	7907	See (11)		News/Talk	n/a		8.2	3.9	4.0	3.9	4.2	4.4	4.7	4.8	6.4					
WPSP	Royal Palm Bch	II	1190	0.7	0.41		Q Broadcasting Corp	91				Spanish			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WJNA	West Palm Beach	IV	1230	0.8	0.80	c	Fairbanks Comm Inc	36	9609	2,250		Nostalgia	550	0.95	1.5	2.2	2.0	2.5	0.6	1.2	0.8	0.9	0.8					
WBZT	West Palm Beach	III	1290	5.0	5.00	e	Clear Channel Comm	47	9706		p d1	Nws/Tk/Spts	1,300	0.84	4.0	2.9	3.5	3.2	3.3	2.4	3.4	2.1	2.0					
WJNX	Fort Pierce	III	1330	5.0	1.00	c	Fairbanks Comm Inc	52	9102	365		News/Talk	400		0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0					
WPBR	Lantana	IV	1340	0.8	0.81		Omnilingual Bcstg	41	9403	700		News/Talk			0.2	0.3	0.0	0.0	0.6	0.0	0.5	0.0	0.0					
WLVS	Lake Worth	III	1380	1.0	0.10		Gold Coast Bcstg	59			1	Spanish			0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0					
WDBF	Delray Beach	III	1420	5.0	0.50		Quality Bcstg Corp	52	6508			Big Band	600	0.43	3.6	1.2	1.0	1.5	1.7	2.6	1.7	2.3	2.3					
WPOM	Riviera Beach	III	1600	5.0	4.70		WPOM Radio Inc	59	9312	411 al		Urb/Gospel	400	0.55	1.9	1.1	1.4	0.9	1.0	1.0	1.5	1.2	1.1					
# AM Stations - 15													# Combos - 6		AM TOTALS					24.3	14.3	15.5	14.1	14.1	14.0	15.6	14.9	15.8
Stations Profiled - 28													# Duopolies - 7		Total Local Commercial Share					60.7	60.8	60.6	64.6	60.2	62.9	60.0	63.7	

* Indicates a change since last edition.

Metro Rank: 50

Revenue Rank: 45

Louisville, KY Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 27,800	27,500	29,100	31,500	35,000	38,400	6.7%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.5%	\$ 40,500	42,500	44,900	47,400	50,200	5.5%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.84/1,000	\$4.04/1,000	\$4.09/1,000	Local	87%		
Revenue/Capita	\$28.54	\$37.70	\$47.90	National	13%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	974.1	1,018.6	0.9%	1,018.6	1,048.1	0.6%
Households	375.4	395.0	1.0%	395.0	412.9	0.9%
Retail Sales	7,245.8	9,511.5	5.6%	9,511.5	12,261.6	5.2%
EBI	12,635.8	15,482.1	4.1%	15,482.1	19,908.8	5.2%

Metro Counties

Bullitt, KY	57.4
Jefferson, KY	672.9
Oldham, KY	42.3
Shelby, KY	28.0
Clark, IN	92.0
Floyd, IN	70.6
Harrison, IN	32.8
Scott, IN	22.6

	1,018.6

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	488.6	88.5	45.2	41.4	76.1	83.8	63.0	90.6
Women (000)	530.0	84.3	43.2	42.1	79.2	88.6	67.1	125.6
Total	1,018.6	172.8	88.4	83.5	155.2	172.4	130.1	216.3
Percentage	100.0%	17.0%	8.7%	8.2%	15.2%	16.9%	12.8%	21.2%
Per Capita	\$15,199	Median Household		\$31,705	Avg Household		\$39,195	
Ethnic Population:	White 85.6%	Black 13.2%	Asian 0.7%	Hispanic 0.6%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	11	5	2	12	18	15	33
Tot 12+	24.5	25.0	19.7	64.0	69.2	20.3	89.5
Avg 12+	2.2	5.0	9.9	5.3	3.8	1.4	2.7
Tot LCS	27.4	27.9	22.0	71.5	77.3	22.7	100.0
Avg LCS	2.5	5.6	11.0	6.0	4.3	1.5	3.0

MARKET: Louisville, KY

METRO RANK: 50

Competitive Overview

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales Price	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)								
Calls	License	Class	Freq	(kW)							Std	Acq	(000)	LMA	Format	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer
• WLSY	New Albany	A	94.7	2.2	387	e	Cox Radio Inc	95	9601	8,500	c6	Rock AC	350	0.79	1.1	0.0	1.2	1.3	0.8	1.7	1.3	1.0	0.0
WOMF	Jeffersonville	B	95.7	29.5 cp	633	a	Clear Channel Comm	74	9702	13,500		Clsc Rock	3,200	1.49	5.3	4.1	4.7	3.2	2.7	5.1	4.8	4.0	4.6
WGZB	Corydon	A	96.5	3.0	328	f	Blue Chip Bcstg Ltd	90	9512	7,300	c5	Urban	1,900	0.67	7.0	7.0	8.1	8.0	7.7	6.5	6.6	5.3	5.9
WAMZ	Louisville	C1	97.5	100.0	673	a	Clear Channel Comm	66	8606	20,056	c3	Country	7,200	1.14	15.6	13.9	13.9	15.4	15.2	14.9	12.8	12.7	14.0
WHKW	Salem	B	98.9	50.0	492		Snowden Bcstg Inc	62	9702	2,400	1	Country	850	0.72	2.9	2.9	2.4	2.8	2.3	2.3	2.3	2.5	3.1
WDJX	Louisville	B	99.7	24.0	715	c	Jacor Comm Inc	63	9703		g1 2	Top 40	3,100	1.02	7.5	6.5	7.5	7.4	6.6	6.6	7.0	6.5	6.1
WTFX	Louisville	C2	100.5	37.0	554	a	Clear Channel Comm	93	9610	6,900	c4 1	AOR	2,800	1.02	6.8	5.0	5.8	5.4	5.0	4.8	6.4	6.1	6.2
WMJM	Jeffersontown	A	101.3	2.0	194	f	Blue Chip Bcstg Ltd	78	9512		c5	Urban	200	0.27	1.8	2.3	2.4	1.4	1.6	1.2	1.9	1.4	1.6
WTHO	Shelbyville	A	101.7	6.0	328	d	Shelby County Bcstg	89	9209	250	c2	Country		0.5	0.5	0.0	0.5	0.6	1.0	0.5	0.4	0.0	0.0
WLRS	Louisville	A	102.3	4.3	285	c	Jacor Comm Inc	64	9707	5,100	+	Hot AC	1,350	1.04	3.2	4.4	2.3	2.1	1.7	3.7	2.4	2.7	2.5
WRKA	St. Matthews	A	103.1	6.0	312	e	Cox Radio Inc	64	9601		c6	Oldies	2,400	1.38	4.3	4.7	4.9	3.7	5.0	3.7	3.6	3.8	3.9
WSJV	Louisville	A	103.9	1.4	489		Owen Company Inc	74	9412	1,700	2	Smooth Jazz	900	0.56	4.0	2.8	2.9	3.1	3.0	4.3	4.0	2.7	3.0
WXLN	Shepardsville	A	105.1	1.6	446	b	Cross Country Comm	93	9603	300		ChrsContemp	250		0.0	0.9	0.6	0.5	0.6	0.0	0.0	0.0	0.0
WMP1	Scottsburg	A	105.3	2.2	512		D.R. Rice Bcstg Inc	66				Country			0.4	0.6	0.8	0.5	0.4	0.0	0.8	0.0	0.5
WXLN	Eminence	A	105.7	3.0	328	b	Cross Country Comm	88	9302	210		ChrsContemp			0.0	0.2	0.2	0.1	0.0	0.0	0.0	0.0	0.0
• WRV1	Valley Station	A	105.9	1.9 cp	413	e	Cox Radio Inc	93	9608	2,500		AC	450	0.51	2.2	0.9	1.1	0.9	1.3	1.9	2.4	2.1	1.2
WVEZ	Louisville	B	106.9	24.5	669	c	Jacor Comm Inc	67	9702		g1 2	AC	3,050	1.18	6.4	6.4	6.0	5.4	3.8	5.2	4.9	6.3	6.0
WSFR	Corydon	B	107.7	36.0 cp	568	c	Jacor Comm Inc	94	9703		g1 2	Clsc Hits	1,800	0.95	4.7	4.0	4.4	4.1	5.0	4.3	3.7	4.1	4.1
# FM Stations -		18	# Combos -		15	FM TOTALS						73.7	67.1	69.2	65.8	63.3	67.2	65.4	61.6	62.7			

• Indicates a change since last edition.

METRO RANK: 50



Metro Rank: 50

Revenue Rank: 45

Louisville, KY Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 27,800	27,500	29,100	31,500	35,000	38,400	6.7%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.5%	\$ 40,500	42,500	44,900	47,400	50,200	5.5%

	1990	1995	2000	Est. Breakout
Revenue/Retail Sales	\$3.84/1,000	\$4.04/1,000	\$4.09/1,000	Local 87%
Revenue/Capita	\$28.54	\$37.70	\$47.90	National 13%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	974.1	1,018.6	0.9%	1,018.6	1,048.1	0.6%
Households	375.4	395.0	1.0%	395.0	412.9	0.9%
Retail Sales	7,245.8	9,511.5	5.6%	9,511.5	12,261.6	5.2%
EBI	12,635.8	15,482.1	4.1%	15,482.1	19,908.8	5.2%

Metro Counties

Bullitt, KY	57.4
Jefferson, KY	672.9
Oldham, KY	42.3
Shelby, KY	28.0
Clark, IN	92.0
Floyd, IN	70.6
Harrison, IN	32.8
Scott, IN	22.6

	1,018.6

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	488.6	88.5	45.2	41.4	76.1	83.8	63.0	90.6
Women (000)	530.0	84.3	43.2	42.1	79.2	88.6	67.1	125.6
Total	1,018.6	172.8	88.4	83.5	155.2	172.4	130.1	216.3
Percentage	100.0%	17.0%	8.7%	8.2%	15.2%	16.9%	12.8%	21.2%
Per Capita	\$15,199	Median Household		\$31,705	Avg Household		\$39,195	
Ethnic Population:	White 85.6%	Black 13.2%	Asian 0.7%	Hispanic 0.6%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	11	5	2	12	18	15	33
Tot 12+	24.5	25.0	19.7	64.0	69.2	20.3	89.5
Avg 12+	2.2	5.0	9.9	5.3	3.8	1.4	2.7
Tot LCS	27.4	27.9	22.0	71.5	77.3	22.7	100.0
Avg LCS	2.5	5.6	11.0	6.0	4.3	1.5	3.0

MARKET: Louisville, KY

METRO RANK: 50

Competitive Overview

AM Stations

City of		FCC	Day	Night	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)																				
Calls	License	Class	Freq	Power (kW)	Power (kW)	C	Owner	Year	Date	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local	Comm Sh	1997	1997	1996	1996	1996	1996	1995	1995							
WTMT	Louisville	III	620	0.5	0.50		Jefferson Bcstg	58				Sports/Talk			0.5		0.8	0.6	0.5	0.5	0.6	0.0	0.5	0.5							
WNAI	Newburg	II	680	1.0	0.45		Gore-Overgaard Bcstg	92	9704		na	News			0.0		0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0							
WKYK	Louisville	III	790	5.0	1.00	a	Clear Channel Comm	36	9610		c4 1	News/Talk	575	0.95	1.5		1.8	1.3	1.8	1.5	0.9	1.4	1.8	1.1							
WHAS	Louisville	I	840	50.0	50.00	a	Clear Channel Comm	22	8606		c3	FullService	8,500	1.31	16.0		11.6	12.1	14.4	16.5	11.8	14.0	16.5	13.5							
WFIA	Louisville	II	900	1.0	0.16	c	Jacor Comm Inc	47	9702		g1 2	Religion			0.8		0.4	0.4	0.4	0.4	0.5	1.0	0.9	0.4							
WCND	Shelbyville	II	940	0.3	0.00	d	Shelby County Bcstg	64	9209		c2	Country			0.0		0.1	0.0	0.0	0.1	0.0	0.0	0.1	0.0							
WLKY	Louisville	III	970	5.0	5.00		Pulitzer Bcstg Co	33	9706	1,800		Adlt Stndrd	800	0.46	4.3		0.5	3.3	3.4	3.8	4.0	3.2	3.7	4.1							
WKJK	Louisville	II	1080	10.0	1.00	a	Clear Channel Comm	48	9610	2,000		Country	300	2.47	0.3		1.9	0.4	1.2	0.9	0.7	0.0	0.4	0.0							
WLLV	Louisville	IV	1240	1.0	1.00	g	Mortenson Bcstg Co	40	9612	650		Gospel	250	0.32	1.9		0.6	0.8	0.8	0.8	1.1	2.3	1.6	1.5							
WDGS	New Albany	III	1290	0.5	1.00		BBH&H Bcstg Inc	66	9008	125		DARK			0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WLOU	Louisville	III	1350	2.2	0.50	g	Mortenson Bcstg Co	51	9509	265		Gospel	200	0.71	0.7		1.6	0.9	0.8	0.6	0.8	0.0	0.8	0.9							
WAVG	Jeffersonville	IV	1450	1.0	1.00		Sunnyside Comm Inc	61	9705	691		Adlt Stndrd			0.3		2.0	0.5	0.0	0.0	0.5	0.0	0.4	0.0							
WBUL	Shepherdsville	III	1470	0.8	0.00	b	Cross Country Comm	55	9401			Gospel			0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WOCC	Corydon	II	1550	0.3	0.01		M.C. Comm Inc	64	9506	50		Oldies			0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WXLN	New Albany	II	1570	1.5	0.23	b	Cross Country Comm	49	9211	175		Inspiration			0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
		# AM Stations - 15		# Combos - 9				AM TOTALS						26.3		21.3		20.3		23.3		25.5		20.9		21.9		26.7		22.0	
		Stations Profiled - 33		# Duopolies - 11				Total Local Commercial Share						88.4		89.5		89.1		88.8		88.1		87.3		88.3		84.7			

Docket 80-90 Allocations: 104.3, A, Charlestown,IN

* Indicates a change since last edition.

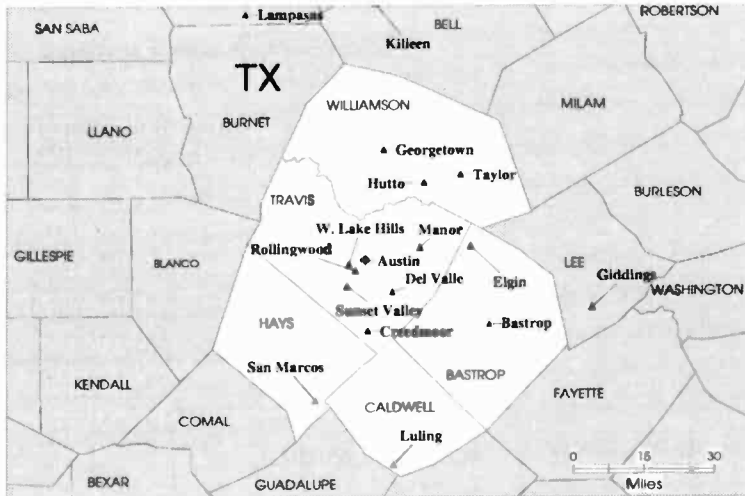
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METRO RANK: 50

Metro Rank: 51

Revenue Rank: 37

Austin, TX Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 24,000	24,500	26,000	29,000	36,400	43,800	12.8%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	11.0%	\$ 48,600	52,000	55,900	59,800	64,300	7.2%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.77/1,000	\$4.17/1,000	\$4.29/1,000	Local	85%		
Revenue/Capita	\$27.79	\$43.34	\$55.96	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	863.5	1,010.7	3.2%	1,010.7	1,149.0	2.6%
Households	332.8	390.6	3.3%	390.6	450.2	2.9%
Retail Sales	6,371.1	10,491.9	10.5%	10,491.9	14,993.4	7.4%
EBI	11,970.9	16,628.0	6.8%	16,628.0	23,612.0	7.3%

Metro Counties

Bastrop, TX	46.3
Caldwell, TX	29.0
Hays, TX	78.6
Travis, TX	669.1
Williamson, TX	187.7

	1,010.7

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	506.1	96.0	40.7	64.9	97.7	91.7	54.0	61.2
Women (000)	504.6	91.4	39.0	62.5	91.8	87.7	54.2	78.0
Total	1,010.7	187.4	79.7	127.3	189.5	179.4	108.2	139.2
Percentage	100.0%	18.5%	7.9%	12.6%	18.7%	17.7%	10.7%	13.8%
Per Capita	\$16,452	Median Household		\$33,057	Avg Household		\$42,570	
Ethnic Population:	White 87.0%	Black 9.8%	Asian 2.7%	Hispanic 23.1%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	2		13	10	15	11	26
Tot 12+	2.0		64.5	58.6	66.5	11.9	78.4
Avg 12+	1.0		5.0	5.9	4.4	1.1	3.0
Tot LCS	2.6		82.3	74.7	84.8	15.2	100.0
Avg LCS	1.3		6.3	7.5	5.7	1.4	3.8

Competitive Overview

Some stations also rated in Killeen-Temple (143).

FM Stations

City of		FCC	Power		C	Owner	Year	Date	Sales		1996	Avg '96	Arbitron 12+ Metro Shares (see rights)							
License	Class	Freq	(kW)	HAAT					Std	Acq			Price	Revenue	Power	Local	Summer	Spring	Winter	Fall
KIKY	Hutto	A	92.1	1.7	450	g	Burdette Investments	80	9404	345			0.3	0.0	0.4	0.0	0.0	0.4	0.0	0.0
KKLB	Elgin	A	92.5	1.6	449	f	Garcia, Lorenzo	92			700	0.96	1.5	1.8	1.6	1.8	1.4	1.5	1.4	1.0
KAJZ	Killeen	C	93.3	100.0	1949	a	LBJ-S Bcstg LP	61	9707	80,000p d3	1,200	0.75	3.3	2.5	2.4	2.5	3.0	2.4	3.3	3.0
KLBJ	Austin	C	93.7	97.0	1050	a	LBJ-S Bcstg LP	60	9707	p d3	4,900	1.33	7.6	6.4	6.2	5.1	5.3	5.4	5.7	7.2
*KAMX	Luling	C	94.7	100.0	cp 1303	c	CBS Corporation	87	9709	p g1	1,800	0.79	4.7	5.2	4.8	3.8	3.7	4.6	4.3	2.8
*KKMJ	Austin	C	95.5	100.0	cp 1135	c	CBS Corporation	68	9709	p g1	5,000	1.37	7.5	6.3	6.2	8.5	7.0	5.9	7.3	5.6
KHFI	Georgetown	C1	96.7	100.0	951	d	Clear Channel Comm	72	9303	3,500	4,700	0.82	11.8	9.8	8.8	9.5	9.8	9.0	9.9	9.7
KVET	Austin	C1	98.1	100.0	686	b	KVET Bcstg	50	9412	5,000	3,200	0.91	7.2	5.8	5.7	5.7	5.4	5.3	5.5	6.1
KJFK	Lampasas	C	98.9	18.5	1814		Shamrock Comm Inc	76	8709	425	1,200	0.95	2.6	1.9	1.3	1.1	2.7	1.7	2.4	2.0
KASE	Austin	C	100.7	100.0	1191	b	KVET Bcstg	69			9,000	1.16	15.9	10.2	11.1	12.2	12.8	13.1	12.0	11.8
KROX	Giddings	C1	101.5	100.0	981	e	LBJ-S Bcstg LP	84	9707	p d3 1	1,800	0.88	4.2	4.6	3.4	4.2	2.2	3.5	3.5	3.5
KPEZ	Austin	C2	102.3	20.0	686	d	Clear Channel Comm	76	8205	1,600	1,675	0.75	4.6	5.1	5.3	5.0	4.3	3.5	3.7	3.9
KEYI	San Marcos	C	103.5	96.0	1257	d	Clear Channel Comm	71	9607	3,100 c2	2,800	0.81	7.1	4.5	5.3	4.4	5.3	4.9	5.6	5.8
KGSR	Bastrop	C2	107.1	46.0	518	e	LBJ-S Bcstg LP	86	9707	p d3	2,700	1.26	4.4	2.9	3.9	3.8	3.6	3.5	3.0	4.0
KNNC	Georgetown	C3	107.7	9.1	538		Simmons Family Inc	91	9707	2,000p 1	450	0.93	1.0	0.2	0.1	0.5	1.0	0.8	0.7	1.2
												# FM Stations - 15 # Combos - 13 FM TOTALS 83.7 67.2 66.5 68.1 67.5 65.5 68.3 68.2 64.9								

AM Stations

City of		FCC	Day		Night		C	Owner	Year	Date	Sales		1996	Avg '96	Arbitron 12+ Metro Shares (see rights)								
License	Class	Freq	Power (kW)	Power (kW)	Std	Acq					Price	Revenue			Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter
KLBJ	Austin	III	590	5.0	1.00	a	LBJ-S Bcstg LP	39	9707		p d3	News/Talk	4,850	1.31	7.6	4.6	4.7	4.8	5.0	5.7			
KIXL	Del Valle	III	970	1.0	1.00		KIXL Bcstg Corp	59	9507	1,400		Chrstn Talk	750	1.40	1.1	1.3	0.8	0.8	1.0	0.8			
KFIT	Sunset Valley	II	1060	2.0	0.00		Onyx Bcstg Co	67	9106	400		Gospel			0.4	0.0	0.0	0.5	0.0				
KTAE	Taylor	III	1260	1.0	0.00		Vie Dansante Bcstg	48	9703	400		Sports			0.2	0.0	0.0	0.5	0.5				
KVET	Austin	III	1300	5.0	1.00	b	KVET Bcstg	46	6507			Nws/Tk/Spts	650	0.46	2.9	1.4	2.2	2.1	2.4				
*KJCE	Rollingwood	III	1370	5.0	0.50	c	CBS Corporation	58	9709		p g1	Urban AC	300	0.36	1.7	1.6	2.0	1.5	1.4				
KELG	Manor	III	1440	0.8	cp 0.50	f	Garcia, Lorenzo	81	8508			Spanish	500	1.03	1.0	1.5	1.6	0.9	1.1				
KUOL	San Marcos	III	1470	0.3	0.25		Bernal, Paulino	48	9704		na	Gospel			0.0	0.0	0.0	0.0	0.0				
KFOM	Austin	IV	1490	1.0	1.00	d	Clear Channel Comm	22	9607		c2	Talk	200	0.51	0.8	0.0	0.6	0.0	0.4				
KNEZ	Creedmoor	II	1530	10.0	0.00		Burdette Investments	62	9701	623		Public Svc			0.0	0.0	0.0	0.0	0.0				
KTZX	W. Lake Hills	II	1560	2.5	2.50	f	Garcia, Lorenzo	82	9506	342		Spanish	200	0.69	0.6	0.5	0.0	0.0	0.6				
												# AM Stations - 11 # Combos - 6 AM TOTALS 16.3 10.9 11.9 11.1 12.4 13.7 12.1 13.0 13.4											
Stations Profiled - 26												# Duopolies - 7		Total Local Commercial Share		78.1	78.4	79.2	79.9	79.2	80.4	81.2	78.3

* Indicates a change since last edition.

Metro Rank: 52

Revenue Rank: 50

Oklahoma City Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 23,900	24,000	24,000	27,000	30,900	33,600	7.1%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	8.0%	\$ 36,300	38,300	40,600	43,100	45,800	6.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.29/1,000	\$3.62/1,000	\$3.96/1,000	Local	85%		
Revenue/Capita	\$24.84	\$32.81	\$42.65	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	962.0	1,024.0	1.3%	1,024.0	1,073.8	1.0%
Households	369.0	389.7	1.1%	389.7	412.1	1.1%
Retail Sales	7,262.8	9,281.9	5.0%	9,281.9	11,579.7	4.5%
EBI	11,560.7	14,273.2	4.3%	14,273.2	17,819.5	4.5%

Metro Counties

Canadian, OK	83.8
Cleveland, OK	193.3
Logan, OK	29.8
McClain, OK	25.3
Oklahoma, OK	630.6
Pottawatomie, OK	61.2

1,024.0

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	500.3	96.4	44.9	49.3	82.5	82.7	61.8	82.8
Women (000)	523.7	92.0	42.9	48.9	80.4	84.5	64.4	110.6
Total	1,024.0	188.4	87.8	98.2	162.9	167.2	126.1	193.4
Percentage	100.0%	18.4%	8.6%	9.6%	15.9%	16.3%	12.3%	18.9%
Per Capita	\$13,939	Median Household		\$29,016	Avg Household		\$36,626	
Ethnic Population:	White 80.8%	Black 11.5%	Asian 2.3%	Hispanic 4.3%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	3		9	10	12	12	24
Tot 12+	4.0		66.1	69.5	70.1	20.2	90.3
Avg 12+	1.3		7.3	7.0	5.8	1.7	3.8
Tot LCS	4.4		73.2	77.0	77.6	22.4	100.0
Avg LCS	1.5		8.1	7.7	6.5	1.9	4.2

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)								
													Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995		
KOMA	Oklahoma City	C	92.5	100.0	984	b	Diamond Bcstg Inc	64	9505	2,500		Oldies	3,500	1.15	8.4	8.4	7.8	9.7	6.8	7.4	7.4	7.4	7.6		
KNRX	Oklahoma City	C	94.7	98.0	1388	a	Clear Channel Comm	67	9401	7,500	1	Modern Rock	1,900	0.82	6.4	3.8	4.0	4.0	4.7	6.4	5.7	5.5	5.0		
KXXY	Oklahoma City	C	96.1	98.0	1171	a	Clear Channel Comm	64	9607		g2	Country	5,300	1.30	11.2	13.6	12.6	15.0	13.9	10.3	8.9	8.5	12.1		
KTNT	Edmond	A	97.9	6.0	315	d	Caribou Comm Co	62	9605	2,650		Smooth Jazz	1,200	0.77	4.3	3.2	3.4	3.2	3.6	4.8	2.6	3.9	3.9		
KYIS	Oklahoma City	C	98.9	100.0	1099	d	Caribou Comm Co	69	9412	10,000	c2	AC	1,800	1.15	4.3	4.1	4.7	3.0	3.0	3.7	3.9	4.3	3.3		
KATT	Oklahoma City	C	100.5	97.0	1191	d	Caribou Comm Co	60	9412		c2	AOR	3,450	0.95	10.0	6.5	8.4	6.2	5.7	7.2	9.6	10.3	8.4		
KTST	Oklahoma City	C	101.9	98.0	1388	a	Clear Channel Comm	62	9607		g2	Country	1,700	0.74	6.3	8.1	6.8	7.1	6.9	6.6	5.5	4.2	6.1		
KJYO	Oklahoma City	C	102.7	100.0	984	a	Clear Channel Comm	61	8410		g1 1	CHR	3,000	0.77	10.7	10.2	9.2	9.4	7.2	8.5	10.3	9.4	9.7		
KMGL	Oklahoma City	C	104.1	99.0	1362		Renda Bcstg Corp	65	8803	3,050		AC	3,500	1.34	7.2	6.3	7.8	5.9	7.6	7.6	5.3	6.7	6.2		
KNTL	Bethany	A	104.9	6.0	299	e	Bott Radio Network	65	9410	600		ChrsContemp	500	0.60	2.3	0.7	0.6	0.5	1.0	1.0	2.0	3.1	2.0		
KIRC	Seminole	A	105.9	4.4	384		One Ten Bcst Group	78				Country			0.2	0.5	0.0	0.9	0.0	0.0	0.0	0.6	0.0		
KRXO	Oklahoma City	C	107.7	99.0	991	b	Diamond Bcstg Inc	76	8805	4,650	c1	Clsc Rock	3,850	1.54	6.9	5.0	4.8	6.0	6.1	5.7	6.5	5.6	6.8		
# FM Stations - 12													# Combos - 10		FM TOTALS		78.2	70.4	70.1	70.9	66.5	69.2	67.7	69.5	71.1

AM Stations

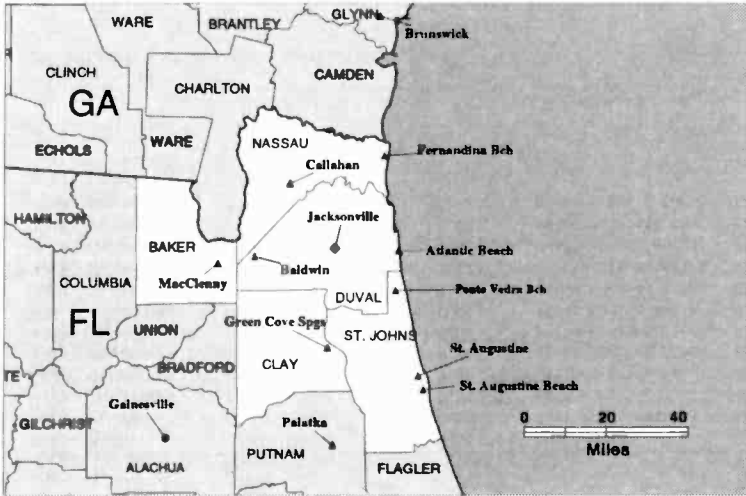
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)								
													Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995		
WWLS	Moore	II	640	1.0	1.00	c	Fox Family	22	8901	550		Sports	500	0.86	1.6	1.4	1.3	1.7	1.9	1.2	1.4	1.7	1.3		
KQCV	Oklahoma City	II	800	2.5	0.50	e	Bott Radio Network	48	7601			Christian	350	0.80	1.2	1.1	1.0	1.1	1.1	0.9	1.2	1.3	0.7		
KBYE	Oklahoma City	II	890	1.0	0.00		KBYE Inc	46	9102	315		Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WKY	Oklahoma City	III	930	5.0	5.00		Gaylord Bcstg Co	20	2808		1	Chrstrn Talk	650	0.75	2.4	1.4	0.8	1.3	2.3	2.7	1.6	2.0	2.3		
KTOK	Oklahoma City	II	1000	5.0	5.00	a	Clear Channel Comm	27	8410		g1 1	News/Talk	3,000	1.22	6.8	6.9	7.1	5.9	6.4	5.8	6.4	6.1	6.0		
KVSP	Oklahoma City	II	1140	1.0	0.00		Perry Bcstg Co Inc	46	9303	375		Urban	1,000	0.45	6.1	4.4	5.3	5.3	5.4	6.3	5.1	5.2	5.0		
KTLV	Midwest City	II	1220	0.3	0.00		First Choice Bcstg	73	7510			Black Gospl	200	0.92	0.6	0.6	1.0	0.4	0.6	0.6	1.0	0.5	0.0		
KEBC	Oklahoma City	IV	1340	1.0	1.00	a	Clear Channel Comm	20	9607		g2	Sports/Talk	250	1.15	0.6	1.1	1.0	0.6	1.2	0.3	0.6	0.8	0.6		
KNQR	Norman	IV	1400	1.0	1.00	c	Circle Broadcasting	49	9710	300p		Variety			0.4	0.0	0.6	0.0	0.0	0.6	0.0	0.6	0.4		
KGFF	Shawnee	IV	1450	1.0	1.00		Huston Comm Inc	30	9411	50		70s Oldies			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4		
KZUE	El Reno	III	1460	0.5	0.00		Magnolia Bcstg Co	62				Spanish			0.1	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0		
KOMA	Oklahoma City	I	1520	50.0	50.00	b	Diamond Bcstg Inc	22	8805		c1	Oldies	650	0.90	2.0	2.2	2.1	1.6	1.5	1.6	1.9	1.6	1.9		
# AM Stations - 12													# Combos - 6		AM TOTALS		21.9	19.1	20.2	17.9	20.4	20.0	19.7	19.8	18.6
Stations Profiled - 24													# Duopolies - 6		Total Local Commercial Share		89.5	90.3	88.8	86.9	89.2	87.4	89.3	89.7	

• Indicates a change since last edition.

Metro Rank: 53

Revenue Rank: 48

Jacksonville, FL Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 27,600	26,500	27,500	29,500	33,900	38,400	6.8%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	2.9%	\$ 39,500	41,200	43,500	45,900	48,600	5.3%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.74/1,000	\$4.07/1,000	\$4.32/1,000	Local	75%		
Revenue/Capita	\$29.18	\$37.84	\$46.29	National	25%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	945.9	1,014.9	1.4%	1,014.9	1,050.0	0.7%
Households	357.2	381.8	1.3%	381.8	395.8	0.7%
Retail Sales	7,387.4	9,441.1	5.0%	9,441.1	11,251.7	3.6%
EBI	12,843.6	15,696.9	4.1%	15,696.9	19,237.8	4.2%

Metro Counties

Baker, FL	20.0
Clay, FL	123.4
Duval, FL	720.1
Nassau, FL	50.3
St. Johns, FL	101.1

	1,014.9

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	494.7	95.2	42.0	47.0	84.5	83.2	60.3	82.4
Women (000)	520.2	91.9	41.4	44.6	83.1	86.2	64.0	109.1
Total	1,014.9	187.1	83.4	91.6	167.6	169.4	124.3	191.5
Percentage	100.0%	18.4%	8.2%	9.0%	16.5%	16.7%	12.2%	18.9%
Per Capita	\$15,466	Median Household		\$32,708	Avg Household		\$41,113	
Ethnic Population:	White 77.6%	Black 19.8%	Asian 2.0%	Hispanic 2.8%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	3		15	10	18	17	35
Tot 12+	6.8		67.4	65.2	74.2	11.7	85.9
Avg 12+	2.3		4.5	6.5	4.1	0.7	2.5
Tot LCS	7.9		78.5	75.9	86.4	13.6	100.0
Avg LCS	2.6		5.2	7.6	4.8	0.8	2.9

MARKET: Jacksonville, FL

METRO RANK: 53

Competitive Overview

Some stations also rated in Daytona Beach (93).

FM Stations

										Arbitron 12+ Metro Shares (see rights)																					
City of		FCC	Power		Year		Date		Sales	1996		Avg '96																			
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall										
										(000)	(000)	Ratio	Comm	Sh	1997	1997	1996	1996	1996	1996	1995	1995									
										LMA	Format																				
WJXR	MacClenny	C3	92.1	25.0	328		Perich, Gregory G	78	8501		800	10.1	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0									
WJBT	Green Cove Spgs	A	92.7	6.0	299	d	Jacor Comm Inc	78	9508	3,750	950	0.38	6.3	5.7	6.4	5.8	6.8	5.5	5.0	5.9	4.8										
• WPLA	Callahan	C2	93.3	50.0	463	a	Clear Channel Comm	90	9706		1,700	0.76	5.7	4.5	5.2	4.1	4.0	3.4	5.1	5.2	5.4										
WSOS	St. Augustine	C3	94.1	19.0	377		WSOS-FM Inc	82	9005	1,620			0.5	0.5	0.0	0.0	0.7	0.6	0.0	0.6	0.6										
WAPE	Jacksonville	C	95.1	100.0	984	b	Capstar Bcstg Ptrs	49	9708		4,300	1.27	8.6	7.8	8.1	8.2	6.8	7.4	7.2	7.5	6.9										
WEJZ	Jacksonville	C	96.1	100.0	984	e	Renda Bcstg Corp	49	9003		3,700	1.16	8.1	6.8	7.3	6.9	6.6	8.0	6.2	6.1	6.9										
WKQL	Jacksonville	C	96.9	98.0	1014	b	Capstar Bcstg Ptrs	69	9708		2,500	1.09	5.8	6.0	6.2	5.3	6.4	4.3	4.5	5.9	4.9										
• WFSJ	St. Augustine	C2	97.9	50.0	482	a	Clear Channel Comm	65	9706		1,100	0.82	3.4	3.6	3.5	2.6	2.6	2.6	3.0	3.0	2.8										
WQIK	Jacksonville	C	99.1	98.0	1014	c	Jacor Comm Inc	64	9301		5,500	1.21	11.5	9.2	8.6	9.3	8.5	9.5	10.0	9.3	9.8										
WFKS	Palatka	C	99.9	100.0	1201	e	Renda Bcstg Corp	73	9602	See (93)		n/a	1.0	1.0	0.5	0.9	0.8	0.6	1.0	0.7	0.9										
WMRR	Brunswick	C1	100.7	36.0	1463	e	Renda Bcstg Corp	65	9602				2.6	2.7	2.5	2.3	3.0	3.0	2.6	2.8	0.5										
WSOL	Brunswick	C	101.5	100.0	1463	c	Jacor Comm Inc	66	9508	4,500	1,800	0.66	6.9	4.9	6.0	5.7	4.3	4.5	6.1	5.8	6.8										
• WMXQ	Jacksonville	C	102.9	98.0	1014	b	Capstar Bcstg Ptrs	65	9708		2,150	1.09	5.0	3.5	3.6	3.7	4.2	4.2	5.0	4.0	3.8										
WFYV	Atlantic Beach	C	104.5	99.0	1014	b	Capstar Bcstg Ptrs	67	9708		5,200	1.34	9.8	8.7	8.6	7.9	8.0	8.4	8.0	7.6	8.9										
WJOR	St Augustine Bch	C3	105.5	16.0	410	f	Ariel Bcstg Inc	95					0.0	0.8	0.4	0.4	0.4	0.0	0.0	0.0	0.0										
WXQL	Baldwin	A	105.7	6.0	328		United Comm Inc	92	9603	120			0.4	0.6	0.4	0.4	0.6	0.5	0.6	0.4	0.0										
• WTLK	Ponte Vedra Beach	A	106.5	6.0	328	a	Clear Channel Comm	96	9706				0.0	0.7	0.0	0.5	0.5	0.0	0.0	0.0	0.0										
• WROO	Jacksonville	C	107.3	100.0	705	a	Clear Channel Comm	77	9706		3,000	1.03	7.4	5.5	6.9	6.9	5.5	5.8	6.3	7.3	5.6										
													---	---	---	---	---	---	---	---	---	---	---								
# FM Stations - 18					# Combos - 15					FM TOTALS					83.2	73.0	74.2	70.9	69.7	68.3	70.6	72.7	68.6								

• Indicates a change since last edition.

METRO RANK: 53

Metro Rank: 53

Revenue Rank: 48

Jacksonville, FL Market Overview



Metro Counties

Baker, FL	20.0
Clay, FL	123.4
Duval, FL	720.1
Nassau, FL	50.3
St. Johns, FL	101.1

	1,014.9

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 27,600	26,500	27,500	29,500	33,900	38,400	6.8%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	2.9%	\$ 39,500	41,200	43,500	45,900	48,600	5.3%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.74/1,000	\$4.07/1,000	\$4.32/1,000	Local	75%		
Revenue/Capita	\$29.18	\$37.84	\$46.29	National	25%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	945.9	1,014.9	1.4%	1,014.9	1,050.0	0.7%
Households	357.2	381.8	1.3%	381.8	395.8	0.7%
Retail Sales	7,387.4	9,441.1	5.0%	9,441.1	11,251.7	3.6%
EBI	12,843.6	15,696.9	4.1%	15,696.9	19,237.8	4.2%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	494.7	95.2	42.0	47.0	84.5	83.2	60.3	82.4
Women (000)	520.2	91.9	41.4	44.6	83.1	86.2	64.0	109.1
Total	1,014.9	187.1	83.4	91.6	167.6	169.4	124.3	191.5
Percentage	100.0%	18.4%	8.2%	9.0%	16.5%	16.7%	12.2%	18.9%
Per Capita	\$15,466	Median Household		\$32,708	Avg Household		\$41,113	
Ethnic Population:	White 77.6%	Black 19.8%	Asian 2.0%	Hispanic 2.8%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	3		15	10	18	17	35
Tot 12+	6.8		67.4	65.2	74.2	11.7	85.9
Avg 12+	2.3		4.5	6.5	4.1	0.7	2.5
Tot LCS	7.9		78.5	75.9	86.4	13.6	100.0
Avg LCS	2.6		5.2	7.6	4.8	0.8	2.9

Competitive Overview

Some stations also rated in Daytona Beach (93).

AM Stations

City of		FCC	Day Power	Night Power	Year	Date	Sales Price	1996 Revenue	1996 Power	Avg '96 Local	Arbitron 12+ Metro Shares (see rights)												
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	(000)	Ratio	Comm Sh	1997	1997	1996	1996	1996	1996	1996	1995	1995				
WBWL	Jacksonville	III	600	5.0	5.00	b	Capstar Bcstg Ptrs	33	9708	p g2	Sports	150	0.24	1.6	1.1	0.7	0.6	0.8	1.8	1.8	1.0	0.9	
WOKV	Jacksonville	II	690	50.0	10.00	b	Capstar Bcstg Ptrs	58	9708	p g2	Nws/Tk/Spts	3,600	1.52	6.0	4.2	3.5	4.0	5.9	6.3	4.2	4.6	5.0	
• WNZS	Jacksonville	III	930	5.0	5.00	a	Clear Channel Comm	25	9706	p g3	Sports	900	1.14	2.0	1.1	0.8	1.2	1.6	1.6	1.5	1.5	2.3	
WVOJ	Jacksonville	III	970	1.0	0.16		Spanish Bcstg Media	69	9505		Talk	150	3.80	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	
WIOJ	Baldwin	II	1010	23.0	cp 4.30		McEntee Bcstg FL Inc	47	9603		Religion	240		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WROS	Jacksonville	II	1050	5.0	0.00		Hall, Elwyn V.	55	8506		Religion	525		0.1	0.4	0.5	0.0	0.8	0.5	0.0	0.0	0.0	
WJAX	Jacksonville	II	1220	1.0	0.00		Jones College	58	8509	dn	Children			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WFOY	St. Augustine	IV	1240	1.0	1.00		Shull Bcstg Co Inc	36			Nws/Tk/Spts	150	0.95	0.4	0.0	0.6	0.6	0.4	0.0	0.6	0.5	0.4	
WSVE	Jacksonville	III	1280	5.0	0.00		Willis Bcstg Corp	48	9505		Gospel	750	0.95	2.0	0.6	1.2	0.7	0.8	1.4	1.5	1.6	2.2	
WJGR	Jacksonville	III	1320	5.0	5.00	c	Jacor Comm Inc	45	9301	g1	Nws/Tk/Spts	200	0.63	0.8	0.5	0.4	0.0	0.5	0.9	0.5	0.9	0.5	
WCGL	Jacksonville	III	1360	5.0	0.00		Maiden,D & Battle,B	48	8912		Gospel	350	0.52	1.7	1.0	1.6	1.5	1.0	1.0	0.8	1.7	2.2	
WZAZ	Jacksonville	IV	1400	1.0	1.00	d	Jacor Comm Inc	50	9508	c2	Gospel	250	0.45	1.4	3.1	1.9	2.7	2.2	2.4	1.0	0.7	0.7	
WAOC	St. Augustine	III	1420	2.2	0.25	f	Ariel Bcstg Inc	53	8507		Nws/Tk/Spts			0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	
• WZNZ	Jacksonville	III	1460	5.0	5.00	a	Clear Channel Comm	42	9706	p g3	News	250	2.11	0.3	0.0	0.5	0.4	0.0	0.4	0.0	0.0	0.5	
W OBS	Jacksonville	II	1530	50.0	0.00		Bradford, Pam, Recvr	76	9703		Black			0.2	0.0	0.0	0.0	0.4	0.8	0.0	0.0	0.0	
WQAI	Fernandina Bch	II	1570	5.0	0.00		NE Florida Radio Inc	55	9302		Country/Tlk	137		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WQOP	Atlantic Beach	III	1600	5.0	0.09		First Coast Catholic	58	9707		Christian	350		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations - 17		# Combos - 7		AM TOTALS		16.7		12.4		11.7		11.7		14.4		17.1		12.3		12.9		14.7	
Stations Profiled - 35		# Duopolies - 10		Total Local Commercial Share		85.4		85.9		82.6		84.1		85.4		82.9		85.6		83.3			

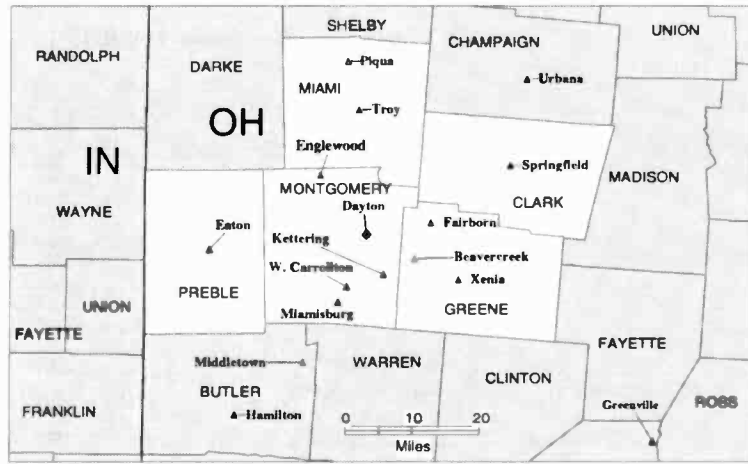
• Indicates a change since last edition.



Metro Rank: 54

Revenue Rank: 53

Dayton, Ohio Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 24,900	23,400	24,000	25,800	29,700	32,100	5.2%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	4.0%	\$ 33,400	34,900	36,800	39,000	41,400	5.5%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.60/1,000	\$3.41/1,000	\$3.67/1,000	Local	85%		
Revenue/Capita	\$25.05	\$32.18	\$41.99	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	994.1	997.5	0.1%	997.5	986.0	-0.2%
Households	379.6	380.7	0.1%	380.7	380.7	0.0%
Retail Sales	6,924.9	9,401.6	6.3%	9,401.6	11,293.5	3.7%
EBI	1,355.9	15,310.9	62.4%	15,310.9	18,234.8	3.6%

Metro Counties

Clark, OH	147.9
Greene, OH	140.7
Miami, OH	97.6
Montgomery, OH	569.3
Preble, OH	42.0

	997.5

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	482.2	88.6	42.2	46.8	72.1	77.6	63.9	90.9
Women (000)	515.3	84.5	40.3	47.5	73.6	82.4	67.2	119.9
Total	997.5	173.1	82.4	94.4	145.7	160.0	131.1	210.8
Percentage	100.0%	17.4%	8.3%	9.5%	14.6%	16.0%	13.1%	21.1%
Per Capita	\$15,349	Median Household		\$34,085	Avg Household		\$40,218	
Ethnic Population:	White 85.1%	Black 13.3%	Asian 1.1%	Hispanic 0.8%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	6	11		7	17	11	28
Tot 12+	16.0	54.2		51.2	70.2	11.7	81.9
Avg 12+	2.7	4.9		7.3	4.1	1.1	2.9
Tot LCS	19.5	66.2		62.5	85.7	14.3	100.0
Avg LCS	3.3	6.0		8.9	5.0	1.3	3.6

Competitive Overview

Some stations also rated in Cincinnati (25).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales Price	LMA	Format	1996 Revenue	1996 Power	Avg '96 Local	Arbitron 12+ Metro Shares (see rights)								
Calls	License	Class	Freq	(kW)				Std	Acq	(000)			(000)	Ratio	Comm Sh	1997	1997	1996	1996	1996	1995	1995		
WROU	W. Carrollton	A	92.1	0.9	597	f	Hawes-Saunders Bcst	91				Urban	2,600	0.92	8.5	5.1	5.0	7.6	4.8	6.1	7.9	6.4	7.3	
WGTZ	Eaton	B	92.9	40.0	551	a	Regent Comm	60	9707	18,400p	d1	CHR	2,150	0.81	7.9	5.2	5.6	4.5	6.3	6.4	7.8	6.0	5.6	
WFCJ	Miamisburg	B	93.7	50.0	492		Miami Valley Chrstn	61				Religion	600	1.20	1.5	1.7	2.1	1.6	1.8	1.1	1.6	1.2	0.9	
WBTT	Englewood	A	94.5	6.0	328	e	Jacor Comm Inc	94	9706		p sw	CHR/Dance	500	0.75	2.0	3.3	3.4	4.2	4.9	1.5	1.7	1.7	1.5	
• WZLR	Xenia	A	95.3	6.0	322	c	Xenia Broadcasting	67	9709	5,500p	d2	Oldies			0.8	1.2	1.5	0.8	0.7	0.7	0.5	0.6	0.8	
• WCLR	Piqua	B	95.7	50.0	476	c	Xenia Broadcasting	60	9709		p d2	Oldies	450	0.79	1.7	2.8	2.5	2.1	1.6	2.3	1.0	1.2	1.1	
WRNB	Troy	A	96.9	3.0	315	f	Hawes-Saunders Bcst	91	9602	1,100		Rhythm/Blue			0.2	0.5	0.9	0.0	0.4	0.0	0.0	0.0	0.6	
WHKO	Dayton	B	99.1	50.0	1066	d	Cox Radio Inc	46				Country	5,200	0.93	16.8	13.2	12.8	11.3	12.1	14.9	11.1	13.4	14.9	
WLQT	Kettering	B	99.9	50.0	499	e	Jacor Comm Inc	62	9706		p sw	AC	2,600	1.01	7.7	5.9	7.0	6.7	4.9	5.0	7.3	6.4	6.4	
WKSW	Urbana	A	101.7	3.2	397		US Bcstg Corp	65	7011			Country	1,000	1.76	1.7	1.7	1.3	1.7	1.4	1.0	2.4	0.9	1.2	
WING	Springfield	B	102.9	50.0	492	a	Regent Comm	58	9707		p d1	70s Oldies	1,700	1.13	4.5	4.3	4.7	4.2	5.0	4.0	4.1	3.8	2.8	
• WGRR	Hamilton	B	103.5	11.0	1037		CBS Corporation	61	9709	See (25)		Oldies	n/a		0.1	0.5	0.8	0.6	0.4	0.0	0.0	0.4	0.0	
WKEG	Beavercreek	A	103.9	2.6	cp 502	e	Jacor Comm Inc	72	9706		p sw	Modern Rock	1,400	0.69	6.1	3.3	3.9	3.5	3.8	4.1	5.3	5.0	5.4	
WTUE	Dayton	B	104.7	50.0	499	e	Jacor Comm Inc	59	9706		p sw	ADR	4,100	1.36	9.0	7.0	7.0	6.3	6.9	7.2	6.7	9.8	5.7	
WPFB	Middletown	B	105.9	34.0	590	b	Braden, Ruth & Doug	59				Country	800	1.04	2.3	1.8	1.5	1.3	1.8	1.4	2.5	1.5	2.2	
WLSN	Greenville	B	106.5	50.0	479	f	Hawes-Saunders Bcst	90	9609	2,350		NAC/Jazz			1.5	0.7	1.1	0.9	1.3	1.0	0.8	1.2	1.9	
WMMX	Dayton	B	107.7	50.0	420	e	Jacor Comm Inc	64	9706		p sw	AC	4,500	1.35	10.0	9.0	9.1	8.6	7.3	7.2	9.3	9.2	6.9	
																82.3	67.2	70.2	65.9	65.4	63.9	70.0	68.7	65.2

FM Stations - 17

Combos - 14

FM TOTALS

AM Stations

City of		FCC	Day Power	Night Power	HAAT	C	Owner	Year	Date	Sales Price	LMA	Format	1996 Revenue	1996 Power	Avg '96 Local	Arbitron 12+ Metro Shares (see rights)								
Calls	License	Class	Freq	(kW)	(kW)			Std	Acq	(000)			(000)	Ratio	Comm Sh	1997	1997	1996	1996	1996	1995	1995		
WPFB	Middletown	III	910	1.0	0.10	b	Braden, Ruth & Doug	47				Nostalgia	200	0.86	0.7	0.0	0.0	0.4	0.5	0.7	0.6	0.5	0.5	
WONE	Dayton	III	980	5.0	5.00	e	Jacor Comm Inc	49	9706		p sw	Adlt Stndrd	600	0.43	4.2	4.0	3.3	3.5	4.1	4.9	2.7	2.1	3.8	
WGNZ	Fairborn	II	1110	2.5	cp 0.00		L & D Bcstrs	68	7910			Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WCTM	Eaton	II	1130	0.3	0.00		Western OH Bcstg Svc	79				Talk/Easy			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WDAO	Dayton	II	1210	1.0	0.00		Johnson Comm Inc	55	8712	725		Rhythm/Blue	500	0.58	2.6	1.8	1.2	1.7	2.2	2.0	1.8	2.6	2.0	
WHIO	Dayton	III	1290	5.0	5.00	d	Cox Radio Inc	35				News/Talk	3,900	1.56	7.5	5.3	5.8	6.3	6.1	6.8	5.1	7.1	5.3	
WIZE	Springfield	IV	1340	1.0	1.00		Staggs Bcstg Inc	40	9204	550	e 2	AC	250	0.68	1.1	0.8	0.5	0.5	0.6	0.8	0.5	1.2	1.0	
WING	Dayton	III	1410	5.0	5.00	a	Regent Comm	21	9707		p d1	1 News	350	0.95	1.1	0.6	0.5	0.4	1.1	1.0	0.8	0.8	1.0	
WBZI	Xenia	II	1500	0.5	0.00		Town & Country Bcstg	63	9512	140		Country			0.3	0.0	0.0	0.6	0.7	0.0	1.1	0.0	0.0	
• WPTW	Piqua	II	1570	0.3	0.25	c	Xenia Broadcasting	47	9709		p d2	Adlt Stndrd			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WBLY	Springfield	III	1600	1.0	0.03		Yontz, Ronald	47	8811	200	2	Talk			0.0	0.0	0.4	0.5	0.0	0.0	0.0	0.0	0.0	
																17.5	12.5	11.7	13.9	15.3	16.2	12.6	14.3	13.6

AM Stations - 11

Combos - 5

AM TOTALS

Stations Profiled - 28

Duopolies - 6

Total Local Commercial Share

79.7 81.9 79.8 80.7 80.1 82.6 83.0 78.8

• Indicates a change since last edition.



Metro Rank: 55

Revenue Rank: 51

Birmingham, AL Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 25,500	25,700	26,000	27,500	31,500	33,200	5.4%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	8.1%	\$ 35,900	37,700	39,700	41,900	44,400	5.5%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.77/1,000	\$3.61/1,000	\$3.84/1,000	Local	80%		
Revenue/Capita	\$27.99	\$34.88	\$45.53	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	911.0	951.9	0.9%	951.9	975.1	0.5%
Households	346.6	363.3	0.9%	363.3	377.8	0.8%
Retail Sales	6,764.7	9,190.4	6.3%	9,190.4	11,571.0	4.7%
EBI	11,120.8	14,300.0	5.2%	14,300.0	18,097.9	4.8%

Metro Counties

Blount, AL	42.0
Jefferson, AL	656.0
St. Clair, AL	58.0
Shelby, AL	126.3
Walker, AL	69.6

	951.9

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	452.5	83.7	41.2	40.1	69.6	76.4	56.4	85.3
Women (000)	499.4	80.2	40.2	42.5	73.3	81.2	61.8	120.2
Total	951.9	163.9	81.3	82.6	142.9	157.7	118.1	205.5
Percentage	100.0%	17.2%	8.5%	8.7%	15.0%	16.6%	12.4%	21.6%
Per Capita	\$15,023	Median Household		\$31,002	Avg Household		\$39,361	
Ethnic Population:	White 71.6%	Black 27.4%	Asian 0.5%	Hispanic 0.4%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	3		11	9	14	19	33
Tot 12+	4.8		63.8	51.8	68.6	16.8	85.4
Avg 12+	1.6		5.8	5.8	4.9	0.9	2.6
Tot LCS	5.6		74.7	60.7	80.3	19.7	100.0
Avg LCS	1.9		6.8	6.7	5.7	1.0	3.0

MARKET: Birmingham, AL

METRO RANK: 55

Competitive Overview

Some stations also rated in Tuscaloosa (213).

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
													Revenue (000)	Power Ratio	Local Comm	Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995
WTUG	Tuscaloosa	C1	92.9	100.0	981		Radio South Inc	79				Urban AC	n/a		3.7	0.7	0.9	0.6	0.8	2.4	3.9	3.4	3.0	
WDJC	Birmingham	C	93.7	99.0	1007	g	Crawford Bcstg Co	68				Christian	750	0.55	3.8	3.0	2.7	3.1	2.9	3.8	3.3	3.1	2.9	
WYSF	Birmingham	C	94.5	100.0	1211	d	Dick Bcstg Co Inc	47	9404	6,300	c1 1	Soft AC	2,200	1.08	5.7	6.0	4.7	6.1	4.6	4.9	4.3	5.3	5.2	
WFFN	Cordova	A	95.3	5.0	354	f	New Century Radio	87	9310	610	c3	Country	200	1.86	0.3	0.5	0.3	0.0	0.4	0.3	0.3	0.0	0.6	
WBHJ	Tuscaloosa	C1	95.7	100.0	981	i	Cox Radio Inc	52	9705		p na	CHR/Rhythmc			1.6	8.3	8.5	7.7	7.4	5.5	0.0	0.0	0.0	
WMJJ	Birmingham	C	96.5	100.0	1027	e	Capstar Bcstg Ptrs	61	9709	31,000	c5	AC	4,400	1.48	8.3	5.1	8.2	6.9	6.9	6.1	9.1	5.5	8.1	
WKLD	Oneonta	A	97.7	4.0 cp	341	a	Blount County Bcstg	68				Country	200	0.93	0.6	0.3	0.0	0.0	0.5	0.3	0.7	0.7	0.5	
WBHK	Warrior	C2	98.7	31.0 cp	620	i	Cox Radio Inc	92	9705		p na	Urban AC	800	1.59	1.4	5.5	7.1	6.3	6.6	2.6	1.2	0.9	0.3	
WZRR	Birmingham	C	99.5	100.0 cp	1214	d	Dick Bcstg Co Inc	75	8811	7,750	c4 1	Clsc Hits	4,000	1.36	8.2	5.4	6.1	7.1	7.6	7.1	6.8	6.2	8.1	
WOWC	Jasper	C	102.5	79.0	2097	e	Capstar Bcstg Ptrs	62	9709		c5	Country	950	0.76	3.5	2.7	3.8	3.5	2.9	3.2	2.4	3.4	3.2	
WZZK	Birmingham	C	104.7	99.0	1299	c	Cox Radio Inc	48	9704		g1	Country	7,350	1.32	15.5	12.3	11.9	11.6	11.9	13.8	12.6	13.6	13.4	
WRAX	Trussville	A	105.9	1.4	673	h	Amer General Media	93	9505		st 1	Alternative	1,100	0.83	3.7	3.5	4.5	3.9	3.3	3.2	2.9	3.7	3.0	
WOOL	Birmingham	C	106.9	99.0	1152	c	Cox Radio Inc	59	9704		g1	Oldies	2,775	1.17	6.6	6.5	3.8	5.7	4.8	5.4	6.9	5.7	4.8	
WENN	Birmingham	C	107.7	100.0	1237	d	Dick Bcstg Co Inc	69	9707	14,500p		Urban AC	4,000	0.98	11.4	5.5	6.1	5.4	6.6	9.1	10.8	9.7	9.6	
													74.3	65.3	68.6	67.9	67.2	67.7	65.2	61.2	62.7			
						# FM Stations - 14	# Combos - 13	FM TOTALS																



Metro Rank: 55

Revenue Rank: 51

Birmingham, AL Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 25,500	25,700	26,000	27,500	31,500	33,200	5.4%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	8.1%	\$ 35,900	37,700	39,700	41,900	44,400	5.5%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.77/1,000	\$3.61/1,000	\$3.84/1,000	Local	80%		
Revenue/Capita	\$27.99	\$34.88	\$45.53	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	911.0	951.9	0.9%	951.9	975.1	0.5%
Households	346.6	363.3	0.9%	363.3	377.8	0.8%
Retail Sales	6,764.7	9,190.4	6.3%	9,190.4	11,571.0	4.7%
EBI	11,120.8	14,300.0	5.2%	14,300.0	18,097.9	4.8%

Metro Counties

Blount, AL	42.0
Jefferson, AL	656.0
St.Clair, AL	58.0
Shelby, AL	126.3
Walker, AL	69.6

	951.9

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	452.5	83.7	41.2	40.1	69.6	76.4	56.4	85.3
Women (000)	499.4	80.2	40.2	42.5	73.3	81.2	61.8	120.2
Total	951.9	163.9	81.3	82.6	142.9	157.7	118.1	205.5
Percentage	100.0%	17.2%	8.5%	8.7%	15.0%	16.6%	12.4%	21.6%
Per Capita	\$15,023	Median Household		\$31,002	Avg Household		\$39,361	
Ethnic Population:	White 71.6%	Black 27.4%	Asian 0.5%	Hispanic 0.4%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	3		11	9	14	19	33
Tot 12+	4.8		63.8	51.8	68.6	16.8	85.4
Avg 12+	1.6		5.8	5.8	4.9	0.9	2.6
Tot LCS	5.6		74.7	60.7	80.3	19.7	100.0
Avg LCS	1.9		6.8	6.7	5.7	1.0	3.0

MARKET: Birmingham, AL

METRO RANK: 55

Competitive Overview

Some stations also rated in Tuscaloosa (213).

AM Stations

City of		FCC	Day Power	Night Power	Year	Date	Sales Price	1996		Avg '96	Arbitron 12+ Metro Shares (see rights)									
Calls	License	Class	Freq	(kW)	Std	Acq	(000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995
WZZK	Birmingham	III	610	5.0	1.00	26	9704		g1 Country	150	0.52	0.8	1.0	0.5	0.6	0.7	0.6	1.2	0.4	0.4
WJOX	Birmingham	II	690	50.0	0.50	47	8811		c4 1 Sports	850	0.95	2.5	2.0	1.7	2.2	3.1	1.4	2.2	2.4	2.5
WJRL	Moody	II	760	1.0	0.00	84	8909	175				0.1	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0
WYDE	Birmingham	II	850	9.2	cp 1.00	h	8603	740	Amer General Media	200	1.86	0.3	0.0	0.0	0.0	0.0	0.4	0.3	0.5	0.0
WATV	Birmingham	II	900	1.0	0.16		8811	400	Birmingham Ebony Bcs	850	0.53	4.5	2.5	2.9	3.1	3.1	3.2	3.1	4.1	5.0
WERC	Birmingham	III	960	5.0	5.00	e	9709		Capstar Bcstg Ptrs	3,000	1.02	8.2	5.4	4.9	5.7	6.5	6.9	5.8	8.4	7.1
WPYK	Dora	II	1010	5.0	0.04		8912		Johnson, Paul T.			0.0	0.6	0.0	0.7	0.0	0.0	0.0	0.0	0.0
WAPI	Birmingham	II	1070	50.0	cp10.00	d	9404		Dick Bcstg Co Inc	750	1.10	1.9	0.5	1.0	0.8	1.6	0.9	1.3	1.2	3.1
WAYE	Birmingham	II	1220	1.0	0.08		8708	225	Willis Bcstg Corp	250	0.87	0.8	0.5	0.4	0.6	0.0	0.4	0.5	0.9	1.0
WARF	Jasper	IV	1240	1.0	1.00	f	9310		New Century Radio			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDJC	Birmingham	III	1260	5.0	0.04	g	9404	150	Crawford Bcstg Co			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAGG	Birmingham	III	1320	5.0	0.11	b	9705		Cox Radio Inc	600	0.39	4.3	3.9	4.4	3.4	3.5	2.7	4.7	4.7	2.7
WZPQ	Jasper	III	1360	1.0	0.04		8606		Grant Radio Group			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJLO	Fairfield	IV	1400	1.0	1.00		8712	515	Richardson, Gary	500	0.63	2.2	1.8	1.0	1.4	1.5	2.0	1.8	2.5	1.4
WPK	Pell City	III	1450	5.0	0.00		7610		St Clair Bcstg			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
WSM	Bessemer	IV	1450	1.0	1.00		8808	125	Landau, Gene & Betty			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLPH	Irondale	III	1480	5.0	0.00		6409		Alabama Relig Bcstg			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGTT	Alabaster	II	1500	1.0	0.00		9204	18	WGTT Inc			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WCRL	Oneonta	II	1570	2.5	0.00	a	5503		Blount County Bcstg			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -		19	# Combos -		9	AM TOTALS				25.7	18.2	16.8	18.5	20.0	19.0	20.9	25.4	23.2		
Stations Profiled -		33	# Duopolies -		7	Total Local Commercial Share				83.5	85.4	86.4	87.2	86.7	86.1	86.6	85.9			

Docket 80-90 Allocations: 97.3, A, Homewood

Metro Rank: 56

Revenue Rank: 46

Richmond, VA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 31,000	30,500	31,000	34,500	36,800	37,700	4.0%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.8%	\$ 39,900	41,900	44,200	46,500	49,200	5.4%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.37/1,000	\$4.03/1,000	\$4.44/1,000	Local	80%		
Revenue/Capita	\$35.41	\$40.43	\$50.36	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	875.4	932.5	1.3%	932.5	976.9	0.9%
Households	335.6	359.8	1.4%	359.8	384.4	1.3%
Retail Sales	7,095.8	9,351.9	5.7%	9,351.9	11,092.9	3.5%
EBI	13,307.6	14,458.3	1.7%	14,458.3	17,237.6	3.6%

Metro Counties

Charles City, VA	6.8
Chesterfield, VA	239.9
Colonial Heights cty	16.6
Dinwiddie, VA	22.8
Goochland, VA	16.3
Hanover, VA	72.8
Henrico, VA	234.1
Hopewell city, VA	22.7
New Kent, VA	11.6
Petersburg city, VA	38.5
Powhatan, VA	19.6
Prince George, VA	30.1
Richmond city, VA	200.7

	932.5

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	448.2	80.3	37.0	41.3	75.0	82.0	58.2	74.3
Women (000)	484.3	77.7	35.4	43.2	78.8	85.5	60.9	102.7
Total	932.5	158.0	72.4	84.5	153.8	167.6	119.2	177.0
Percentage	100.0%	16.9%	7.8%	9.1%	16.5%	18.0%	12.8%	19.0%
Per Capita	\$15,505	Median Household		\$33,663	Avg Household		\$40,184	
Ethnic Population:	White 67.8%	Black 30.2%	Asian 1.7%	Hispanic 1.2%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	4	8	1	11	13	13	26
Tot 12+	12.1	54.9	3.7	66.1	70.7	16.6	87.3
Avg 12+	3.0	6.9	3.7	6.0	5.4	1.3	3.4
Tot LCS	13.9	62.9	4.2	75.7	81.0	19.0	100.0
Avg LCS	3.5	7.9	4.2	6.9	6.2	1.5	3.8

Competitive Overview

Some stations also rated in Norfolk-Virginia Beach-Newprt News (33).

FM Stations

City of		FCC	Power		C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)									
Calls	License	Class	Freq	(kW)					HAAT	Std	Acq	Price	(000)	LMA	Format	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring
• WCDX	Mechanicsville	B1	92.1	3.0	cp	367	d	Sinclair Telecable	85		1	Urban	4,200	0.88	11.9	11.0	10.7	9.9	10.6	9.7	10.4	11.0	9.9	
WRVQ	Richmond	B	94.5	200.0		351	b	Clear Channel Comm	48	9207	g1	CHR	3,100	1.21	6.4	6.7	5.7	6.2	5.3	6.0	6.2	4.5	5.4	
WKHK	Colonial Hghts	B1	95.3	17.5	cp	394	a	Capstar Bcstg Ptrs	72	9708	p g2	Country	5,900	0.99	14.9	10.8	12.9	10.4	11.2	11.1	13.9	12.9	13.3	
WKLR	Fort Lee	B	96.5	50.0		492	a	Capstar Bcstg Ptrs	63	9708	p g2	Clsc Hits	1,800	1.29	3.5	2.9	3.2	2.7	2.6	2.9	2.9	2.9	3.3	
WTVR	Richmond	B	98.1	50.0		840	b	Clear Channel Comm	46	9606	c3	AC	4,500	1.00	11.3	9.7	8.0	9.7	8.4	8.8	9.7	10.8	9.6	
WPLZ	Petersburg	A	99.3	6.0		328	d	Sinclair Telecable	66	9206	c1	1 Urban AC	2,100	0.79	6.7	5.0	4.7	4.8	6.3	4.6	6.7	6.5	5.2	
WSDJ	Petersburg	A	100.3	4.7		371	e	FM-100 Inc	92			Urban AC	750	0.59	3.2	3.5	2.8	2.7	2.2	1.8	2.9	3.1	3.3	
WSMJ	Richmond	A	101.1	2.0		404		Old Dominion Bcg LLC	96	9609	1	AC			1.8	4.2	3.8	5.3	5.8	6.2	0.0	0.0	0.0	
WRXL	Richmond	B	102.1	20.0		791	b	Clear Channel Comm	49	9308	c2	Clsc Rock	3,400	1.40	6.1	4.3	4.9	5.2	4.3	4.9	5.1	5.2	5.8	
WMXB	Richmond	B	103.7	20.0		840	a	Capstar Bcstg Ptrs	61	9708	p g2	Hot AC	3,900	1.60	6.1	5.4	6.2	6.0	5.0	4.3	5.9	5.1	5.5	
• WVGO	Crew	C1	104.7	100.0		981	e	FM-100 Inc	49	9709		Oldies	1,000	5.01	0.5	3.2	3.7	2.9	2.8	1.8	0.0	0.0	0.0	
WDYL	Chester	A	105.7	3.3	cp	322	c	Hoffman Comm Inc	68		2	ChrsContemp			0.8	0.3	0.8	0.7	0.6	0.6	0.7	0.7	0.9	
WBZU	Richmond	B	106.5	7.6		1234	a	Capstar Bcstg Ptrs	57	9708	p g2	Alternative	1,300	0.71	4.6	3.1	3.3	3.8	4.5	4.2	4.2	3.5	4.0	
													77.8	70.1	70.7	70.3	69.6	66.9	68.6	66.2	66.2			
# FM Stations - 13						# Combos - 12						FM TOTALS												

AM Stations

City of		FCC	Day Power		Night Power		C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)													
Calls	License	Class	Freq	(kW)	(kW)	Std					Acq	Price	(000)	LMA	Format	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall				
WGGM	Chester	II	820	10.0	1.00	c	Hoffman Comm Inc	64	7610		2	Inspiration			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WRNL	Richmond	III	910	5.0	1.50	b	Clear Channel Comm	37	9308		c2	Sports/News	800	1.43	1.4	1.3	1.2	1.0	1.3	1.1	1.1	1.8	0.8							
WXGI	Richmond	III	950	5.0	0.06		Gee Comm Inc	47	9707	650p		Country	600	0.84	1.8	1.5	1.3	2.4	1.7	1.4	1.1	1.6	2.0							
WVNZ	Richmond	II	990	1.0	0.01		4M Comm Inc	51	9612		na	DARK			0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WRVA	Richmond	I	1140	50.0	50.00	b	Clear Channel Comm	25	9207		g1	News/Talk	4,300	1.07	10.1	7.6	7.6	9.4	8.7	8.6	8.5	9.1	8.6							
WGCV	Petersburg	IV	1240	1.0	1.00	d	Sinclair Telecable	45	9206		c1	2 Gospel	200	0.39	1.3	1.2	1.6	0.7	0.9	1.7	0.9	0.8	1.2							
• WZOD	Colonial Hghts	III	1290	25.0	cp	0.00	Sheridan Bcstg	55	9612	550	+	Oldies	100	0.25	1.0	0.0	0.0	0.0	0.3	0.7	0.7	1.0	0.9							
WLEE	Richmond	III	1320	5.0	0.00		Pearson, Max H.	55	8911		al	News/Talk	200	0.63	0.8	0.5	0.4	0.0	0.5	0.7	0.0	1.1	1.0							
• WHAP	Hopewell	IV	1340	1.0	1.00		Kelmckar Comm Inc	49	9406	250		Children			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WTVR	Richmond	III	1380	5.0	5.00	b	Clear Channel Comm	26	9606		c3	Big Band	250	0.28	2.2	1.9	1.9	1.8	1.9	2.1	1.7	2.0	1.7							
WCLM	Highland Springs	IV	1450	1.0	0.96		World Media Bcst Co	59	9410		na	Urban/Olds	500	2.51	0.5	0.8	0.4	0.3	0.6	0.7	0.9	0.0	0.0							
WREJ	Richmond	II	1540	10.0	0.00		Belle,W & Cummings,C	64	8603		al	ChrsContemp	700	0.97	1.8	0.8	0.9	0.8	1.6	1.0	1.2	2.3	1.6							
WFTH	Richmond	III	1590	5.0	0.02		Johnson, James Jr.	64	9003	450		Gospel	300	0.63	1.2	1.5	1.3	1.3	0.7	1.3	1.1	1.4	0.4							
# AM Stations - 13													# Combos - 5						AM TOTALS											
Stations Profiled - 26													# Duopolies - 7						Total Local Commercial Share											

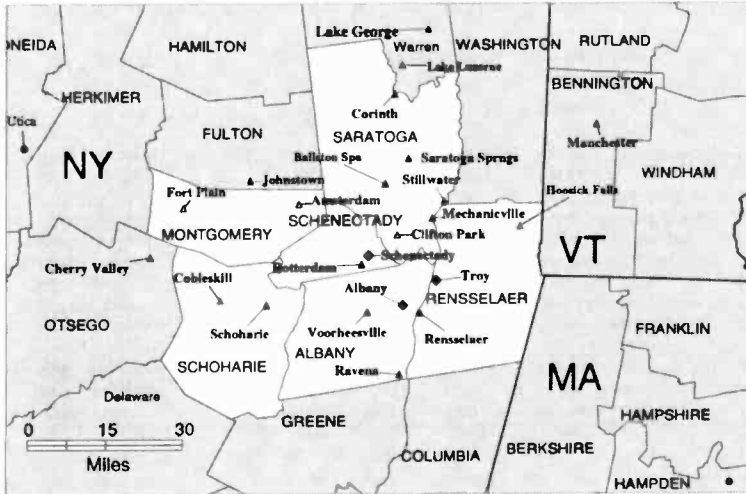
NOTE: August 1996, WBZU moved from 104.7 to 106.5; new station on 104.7 with no historic shares.

• Indicates a change since last edition.

Metro Rank: 57

Revenue Rank: 60

Albany-Schenectady-Troy Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 22,000	20,000	22,000	23,500	26,900	28,600	5.4%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.2%	\$ 30,100	31,400	33,000	34,600	36,500	4.9%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.19/1,000	\$3.58/1,000	\$3.91/1,000	Local	80%		
Revenue/Capita	\$25.38	\$32.75	\$41.98	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	866.9	873.4	0.1%	873.4	869.4	-0.1%
Households	332.7	335.9	0.2%	335.9	338.4	0.1%
Retail Sales	6,896.2	7,997.4	3.0%	7,997.4	9,334.4	3.1%
EBI	13,430.1	13,222.5	-0.3%	13,222.5	15,530.2	3.3%

Metro Counties

Albany, NY	289.0
Montgomery, NY	51.9
Rensselaer, NY	155.1
Saratoga, NY	196.4
Schenectady, NY	148.2
Schoharie, NY	32.8

	873.4

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	422.7	71.9	33.9	46.5	64.7	71.1	51.5	83.2
Women (000)	450.7	68.7	32.4	43.9	65.5	72.3	54.0	113.9
Total	873.4	140.6	66.3	90.4	130.2	143.4	105.4	197.1
Percentage	100.0%	16.1%	7.6%	10.4%	14.9%	16.4%	12.1%	22.6%
Per Capita	\$15,139	Median Household		\$33,383	Avg Household		\$39,364	
Ethnic Population:	White 93.2%	Black 5.2%	Asian 1.5%	Hispanic 2.1%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	18	10		8	28	14	42
Tot 12+	25.3	43.5		49.7	68.8	15.8	84.6
Avg 12+	1.4	4.4		6.2	2.5	1.1	2.0
Tot LCS	29.9	51.4		58.7	81.3	18.7	100.0
Avg LCS	1.7	5.1		7.3	2.9	1.3	2.4

Competitive Overview

FM Stations

City of		FCC	Power		Year		Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)								
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Date	Price	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
										(000)	(000)	Ratio	Comm Sh	1997	1997	1996	1996	1996	1996	1995	1995
WFLY	Troy	B	92.3	17.0	850	a	Albany Bcstg Co Inc	48	8702				10.3	9.2	9.3	9.5	9.2	8.1	9.5	8.2	9.1
WZZM	Corinth	A	93.5	1.4	420	l	Bradmark Comm LLC	81	9609	450			0.2	0.0	0.5	0.0	0.0	0.3	0.0	0.3	0.0
WABY	Ravena	A	94.5	3.0	328	i	Bendat Comm & Bcstg	91	9601	590	650	0.42	5.1	5.3	5.0	4.4	5.8	5.1	3.5	4.5	4.0
WBAR	Lake Luzerne	A	94.7	0.3	893	c	Capital Media Corp	92	9208	271			0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
WYJB	Albany	B	95.5	12.0	1024	a	Albany Bcstg Co Inc	66	9312	5,000	c2		9.5	8.5	7.8	10.3	10.0	9.0	6.9	7.9	8.2
WPTR	Voorheesville	A	96.3	0.5	1119	a	Albany Bcstg Co Inc	92	9608	850		0.83	1.2	1.4	1.5	1.7	1.4	0.8	1.4	1.4	0.6
WDCC	Clifton Park	A	96.7	4.7	328	d	Crawford Bcstg Co	85	9606	820			1.3	0.3	0.0	0.0	0.5	0.0	2.1	1.6	0.7
WMYX	Schoharie	A	97.3	2.0	577	c	Capital Media Corp	90	9202	525			0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0
WNGN	Hoosick Falls	A	97.5	0.9	702		Larson, Brian A.	92					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBKK	Amsterdam	A	97.7	1.6	388	f	MEG Associates Ltd	75	9410	400	c5		0.5	0.9	0.5	0.8	0.6	0.4	0.7	0.6	0.0
WTRY	Rotterdam	A	98.3	6.0	318	h	Capstar Bcstg Ptrs	86	9708		p g2	100	0.20	1.7	3.0	3.1	1.9	1.0	1.9	1.2	1.3
WCKM	Lake George	A	98.5	0.4	1289		Entertronics Inc	94					0.2	0.0	0.0	0.2	0.0	0.3	0.2	0.2	0.1
WRVE	Schenectady	B	99.5	14.5	925	b	Dame Media Inc	40	9311	5,500	c6	2,300	1.30	5.9	4.7	5.3	5.8	5.4	5.6	4.7	5.1
*WKBE	Warrensburg	B1	100.3	1.5	1312	g	Bendat Comm & Bcstg	91	9603	625			0.1	0.2	0.2	0.3	0.3	0.2	0.2	0.0	0.0
WKLI	Albany	A	100.9	6.0	299	g	Bendat Comm & Bcstg	72	9102		g1	1,400	1.11	4.2	2.5	2.9	1.8	2.0	2.9	2.6	4.6
WBUG	Fort Plain	A	101.1	1.3	719	j	Roser Communications	91	9411	400	c1		0.6	0.5	1.0	0.7	0.7	0.4	0.4	0.9	0.3
WJKE	Stillwater	A	101.3	2.9	469		Fair Way Comm Inc	88	9408	500		350	1.29	0.9	0.8	0.7	0.8	1.1	0.8	0.7	0.6
WJIV	Cherry Valley	B	101.9	11.5	1024		WJIV Radio Inc	48	8103				0.4	0.6	0.0	0.0	0.7	0.5	0.4	0.4	0.0
WXCR	Ballston Spa	A	102.3	4.1	387	e	Radio Enterprise Inc	68	9704		st	800	0.86	3.1	2.5	2.1	2.0	1.4	2.7	2.7	2.1
WEQX	Manchester	B	102.7	1.3	2490		Northshire Comm	84					1.7	1.8	1.2	0.9	1.4	1.3	1.5	1.2	1.8
WHRL	Albany	A	103.1	6.0	325	b	Dame Media Inc	66	9702	2,633			1.8	2.5	1.8	1.4	2.3	1.7	1.5	1.1	1.8
WQBJ	Cobleskill	B	103.5	50.0	492	e	Radio Enterprise Inc	88	9704	7,500	d4	400	0.74	1.8	1.8	2.1	1.6	1.3	1.8	1.4	1.3
WQBK	Rensselaer	A	103.9	6.0	302	e	Radio Enterprise Inc	72	9704		d4	2,000	1.30	5.1	6.0	5.0	5.4	4.0	3.9	4.0	4.4
WXLE	Mechanicville	A	104.5	5.0	351		Foley Bcstg LP	93	9303		st	800	1.40	1.9	2.5	1.2	0.8	1.6	1.9	1.9	1.1
WSRD	Johnstown	A	104.9	3.0	299	k	Hometown Bcstg Corp	68	8312				0.1	0.0	0.0	0.0	0.3	0.4	0.0	0.0	0.0
WNYQ	Queensbury	B1	105.7	2.5	1037	l	Bradmark Comm LLC	96					0.0	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0
WPYX	Albany	B	106.5	15.3	902	h	Capstar Bcstg Ptrs	80	9708		p g2	3,900	1.56	8.3	5.9	7.0	7.2	7.7	7.4	7.5	6.7
WGNA	Albany	B	107.7	12.5	984	h	Capstar Bcstg Ptrs	73	9708		p g2	4,800	1.13	14.1	10.3	10.3	10.8	10.7	11.4	12.7	12.6
													80.0	71.8	68.8	68.4	69.5	68.8	67.7	68.1	65.7

FM Stations - 28

Combos - 22

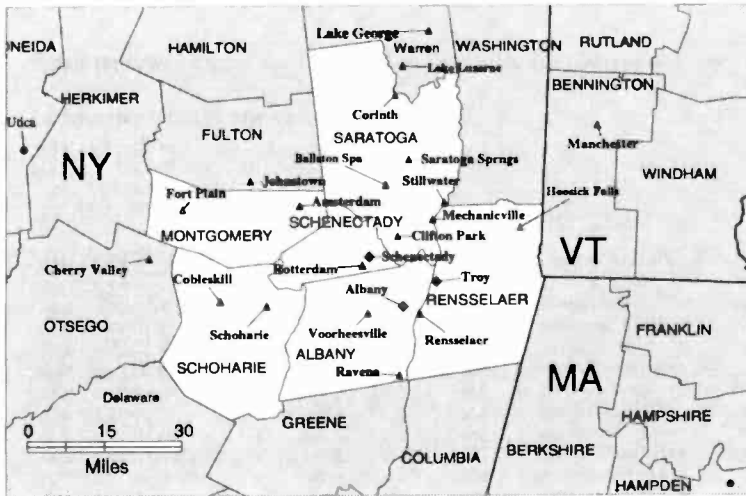
FM TOTALS

* Indicates a change since last edition.

Metro Rank: 57

Revenue Rank: 60

Albany-Schenectady-Troy Market Overview



Metro Counties

Albany, NY	289.0
Montgomery, NY	51.9
Rensselaer, NY	155.1
Saratoga, NY	196.4
Schenectady, NY	148.2
Schoharie, NY	32.8

	873.4

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 22,000	20,000	22,000	23,500	26,900	28,600	5.4%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.2%	\$ 30,100	31,400	33,000	34,600	36,500	4.9%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.19/1,000	\$3.58/1,000	\$3.91/1,000	Local	80%		
Revenue/Capita	\$25.38	\$32.75	\$41.98	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	866.9	873.4	0.1%	873.4	869.4	-0.1%
Households	332.7	335.9	0.2%	335.9	338.4	0.1%
Retail Sales	6,896.2	7,997.4	3.0%	7,997.4	9,334.4	3.1%
EBI	13,430.1	13,222.5	-0.3%	13,222.5	15,530.2	3.3%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	422.7	71.9	33.9	46.5	64.7	71.1	51.5	83.2
Women (000)	450.7	68.7	32.4	43.9	65.5	72.3	54.0	113.9
Total	873.4	140.6	66.3	90.4	130.2	143.4	105.4	197.1
Percentage	100.0%	16.1%	7.6%	10.4%	14.9%	16.4%	12.1%	22.6%
Per Capita	\$15,139	Median Household		\$33,383	Avg Household		\$39,364	
Ethnic Population:	White 93.2%	Black 5.2%	Asian 1.5%	Hispanic 2.1%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	18	10		8	28	14	42
Tot 12+	25.3	43.5		49.7	68.8	15.8	84.6
Avg 12+	1.4	4.4		6.2	2.5	1.1	2.0
Tot LCS	29.9	51.4		58.7	81.3	18.7	100.0
Avg LCS	1.7	5.1		7.3	2.9	1.3	2.4

Competitive Overview

AM Stations

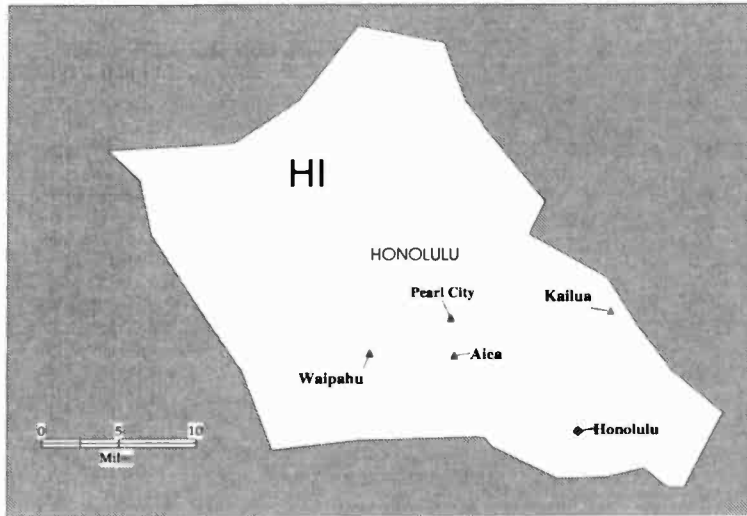
City of		FCC	Day	Night	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)																				
Calls	License	Class	Freq	Power (kW)	Power (kW)	C	Owner	Year	Date	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall								
WROW	Albany	III	590	5.0	1.00	a	Albany Bcstg Co Inc	47	9312		c2	News/Talk	300	0.59	1.7	1.4	1.4	1.3	1.5	1.4	1.2	1.3	1.7								
WGY	Schenectady	I	810	50.0	50.00	b	Dame Media Inc	22	9311		c6	News/Talk	3,300	1.00	11.0	8.7	9.3	8.8	9.6	9.3	8.3	10.0	9.5								
WKAJ	Saratoga Sprngs	II	900	0.3	0.05		Walker Bcstg	64	9208	258		Nostalgia			0.3	0.4	0.7	0.5	0.0	0.2	0.2	0.2	0.3								
WIZR	Johnstown	III	930	1.0	0.03	k	Hometown Bcstg Corp	64	8312			Big Band			0.2	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.0								
WTRY	Troy	III	980	5.0	5.00	h	Capstar Bcstg Ptrs	40	9708		p g2	Oldies	200	0.39	1.7	1.3	1.3	1.7	1.7	1.6	1.6	1.3	1.3								
WVKZ	Schenectady	IV	1240	1.0	1.00		Off-Track Betting	42	9411	90		DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WTMM	Rensselaer	III	1300	5.0	5.00	e	Radio Enterprise Inc	61	9704		d4	Talk	450	0.75	2.0	0.6	1.1	0.7	2.0	1.7	1.4	1.9	1.7								
WHAZ	Troy	III	1330	1.0	0.05	c	Capital Media Corp	22	8707	300		ChrsContemp			0.0	0.2	0.0	0.3	0.3	0.0	0.0	0.0	0.0								
WABY	Albany	IV	1400	1.0	1.00	i	Bendat Comm & Bcstg	34	9102		g1	MOR	300	0.50	2.0	1.3	1.0	1.4	1.4	0.9	2.7	1.6	1.5								
WSTL	South Glens Falls	III	1410	1.0	0.13	l	Bradmark Comm LLC	88	9612		c2	Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WGNA	Albany	III	1460	5.0	5.00	h	Capstar Bcstg Ptrs	24	9708		p g2	Country	100	1.11	0.3	0.2	0.2	0.4	0.3	0.3	0.3	0.3	0.2								
WCSS	Amsterdam	IV	1490	1.0	1.00	f	Weber Communications	48	9706	190		AC			0.7	0.0	0.5	0.6	0.4	0.7	0.4	0.6	0.5								
WDCD	Albany	II	1540	50.0	50.00	d	Crawford Bcstg Co	48	9510	700		Christian			0.2	0.0	0.3	0.0	0.2	0.4	0.4	0.0	0.0								
WBUG	Amsterdam	II	1570	1.0	0.20	j	Roser Communications	61	9411		c1	Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
# AM Stations - 14		# Combos - 12		AM TOTALS										20.1		14.1		15.8		15.7		17.4		16.8		16.5		17.5		16.7	
Stations Profiled - 42		# Duopolies - 10		Total Local Commercial Share												85.9		84.6		84.1		86.9		85.6		84.2		85.6		82.4	

* Indicates a change since last edition.

Metro Rank: 58

Revenue Rank: 64

Honolulu Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 22,600	20,300	20,800	20,200	22,300	22,600	0.0%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	7.1%	\$ 24,200	25,200	26,300	27,700	29,000	4.6%

	1990	1995	2000	Est. Breakout
Revenue/Retail Sales	\$2.70/1,000	\$2.42/1,000	\$2.68/1,000	Local 90%
Revenue/Capita	\$26.82	\$25.67	\$32.22	National 10%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	842.6	880.5	0.9%	880.5	900.1	0.4%
Households	267.3	283.8	1.2%	283.8	297.4	0.9%
Retail Sales	8,377.1	9,326.3	2.2%	9,326.3	10,822.0	3.0%
EBI	13,415.0	15,035.6	2.3%	15,035.6	18,681.3	4.4%

Metro Counties

Honolulu, HI	880.5

	880.5

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	449.5	78.2	34.6	51.8	78.3	75.0	52.1	79.5
Women (000)	431.0	73.7	32.8	40.2	69.5	72.7	52.5	89.6
Total	880.5	151.9	67.4	92.0	147.8	147.7	104.5	169.1
Percentage	100.0%	17.3%	7.7%	10.4%	16.8%	16.8%	11.9%	19.2%
Per Capita	\$17,076	Median Household		\$43,823	Avg Household		\$52,980	
Ethnic Population:	White 19.7%	Black 3.6%	Asian 76.2%	Hispanic 4.5%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations			15	12	15	17	32
Tot 12+			73.6	71.7	73.6	20.2	93.8
Avg 12+			4.9	6.0	4.9	1.2	2.9
Tot LCS			78.5	76.4	78.5	21.5	100.0
Avg LCS			5.2	6.4	5.2	1.3	3.1

MARKET: Honolulu

METRO RANK: 58

Competitive Overview

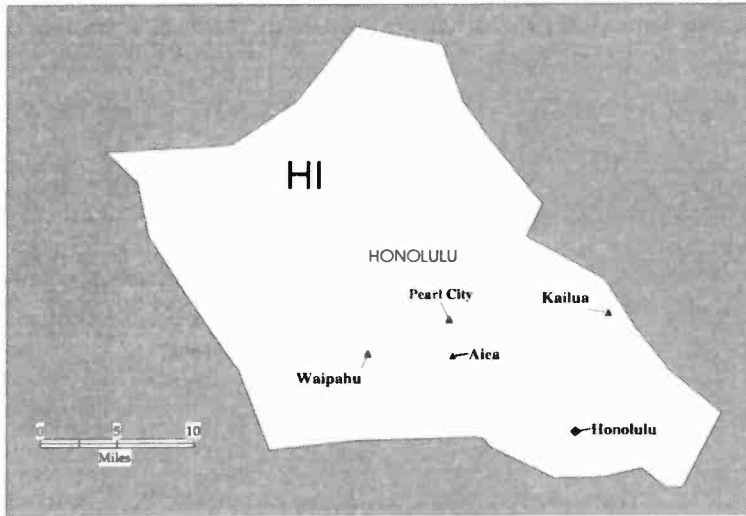
FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales			1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
Calls	License	Class	Freq	(kW)						Price	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	Summer	Spring	Winter
					(000)	(000)	Ratio	Comm	Sh	1997	1997	1996	1996	1996	1996	1996	1996	1996	1996	1995	1995			
KSSK	Waipahu	C	92.3	100.0	1949	b	Capstar Bcstg Ptrs	76	9703		p g1	AC	4,400	1.45	12.5	9.8	11.0	11.6	10.3	12.1	10.4	12.3	11.9	
KOMQ	Honolulu	C	93.1	100.0	1854	e	Caribou Comm Co	67	9701	4,000	c2	CHR	1,850	1.06	7.2	8.2	5.2	6.8	6.4	6.5	7.8	6.5	6.2	
KIKI	Honolulu	C1	93.9	100.0	-141	b	Capstar Bcstg Ptrs	79	9703		p g1	CHR	3,000	1.03	12.0	12.1	9.8	11.2	13.1	11.5	12.2	11.0	10.4	
KUMU	Honolulu	C1	94.7	100.0	79	c	Pacific West Bcstg	67	9705	850	c3	Nostalgia	1,000	0.62	6.7	4.9	5.9	6.3	5.7	6.2	7.5	6.1	5.3	
KAOI	Wailuku	C	95.1	100.0	1227		Visionary Relatd Ent	74	9008	650		Rock			0.2	0.0	0.0	0.0	0.2	0.2	0.1	0.2	0.3	
KAIM	Honolulu	C	95.5	100.0	cp 1929	a	Billy Graham Evangl	53	9102		nc	ChrsContemp			1.5	1.3	1.4	1.2	1.7	1.5	2.1	1.2	0.8	
KRTR	Kailua	C	96.3	75.0	cp 2116	f	New Planet Radio	78	9612		na	AC	1,900	1.06	7.4	5.9	7.2	9.4	8.1	7.9	8.0	6.6	5.2	
KPOI	Honolulu	C1	97.5	80.0	46	e	Caribou Comm Co	62	9701	2,125		Alternative	1,000	1.18	3.5	4.7	4.3	3.0	3.7	3.7	2.7	3.4	3.4	
KKLV	Honolulu	C1	98.5	51.0	59	b	Capstar Bcstg Ptrs	88	9703		p g1	Oldies/Rock	1,100	0.87	5.2	3.4	3.3	2.4	4.0	4.7	4.4	4.9	5.3	
KORL	Honolulu	C	99.5	100.0	1965		Loew Bcstg	96	9603	132	cp	TouristInfo			0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	
KCCN	Honolulu	C	100.3	100.0	1965	d	Diamond Head Radio	90	9412	250		Hawaiian	2,300	1.12	8.5	9.1	8.1	7.6	7.0	7.8	7.1	7.5	9.3	
KUCD	Pearl City	C	101.9	100.0	1965	b	Capstar Bcstg Ptrs	95	9703		p g1	NAC	550	0.84	2.7	1.8	2.0	2.4	1.5	3.0	2.1	2.3	2.8	
KHUL	Waipahu	C	102.7	61.0	1893	e	Caribou Comm Co	88	9706	1,865		Variety	600	0.92	2.7	1.4	1.9	2.2	2.3	2.4	2.4	2.4	2.9	
KINE	Honolulu	C	105.1	100.0	1965	d	Diamond Head Radio	88	9412	800		Hawaiian	500	0.34	6.0	8.1	7.5	4.8	6.1	5.4	6.3	6.3	4.6	
KGMZ	Aiea	C	107.9	100.0	1965	f	New Planet Radio	92	9707	1,600	e	Oldies	150	1.24	0.5	5.3	5.5	3.2	0.5	0.9	0.4	0.3	0.4	
		# FM Stations - 15		# Combos - 13						FM TOTALS				76.6	76.0	73.6	72.1	70.6	73.8	73.5	71.0	68.8		

Metro Rank: 58

Revenue Rank: 64

Honolulu Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 22,600	20,300	20,800	20,200	22,300	22,600	0.0%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	7.1%	\$ 24,200	25,200	26,300	27,700	29,000	4.6%

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Revenue/Retail Sales	\$2.70/1,000	\$2.42/1,000	\$2.68/1,000	Local 90%
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Metro Counties

Honolulu, HI	880.5

	880.5

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	449.5	78.2	34.6	51.8	78.3	75.0	52.1	79.5
Women (000)	431.0	73.7	32.8	40.2	69.5	72.7	52.5	89.6
Total	880.5	151.9	67.4	92.0	147.8	147.7	104.5	169.1
Percentage	100.0%	17.3%	7.7%	10.4%	16.8%	16.8%	11.9%	19.2%
Per Capita	\$17,076	Median Household		\$43,823	Avg Household		\$52,980	
Ethnic Population:	White 19.7%	Black 3.6%	Asian 76.2%	Hispanic 4.5%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations			15	12	15	17	32
Tot 12+			73.6	71.7	73.6	20.2	93.8
Avg 12+			4.9	6.0	4.9	1.2	2.9
Tot LCS			78.5	76.4	78.5	21.5	100.0
Avg LCS			5.2	6.4	5.2	1.3	3.1

MARKET: Honolulu

METRO RANK: 58

Competitive Overview

AM Stations

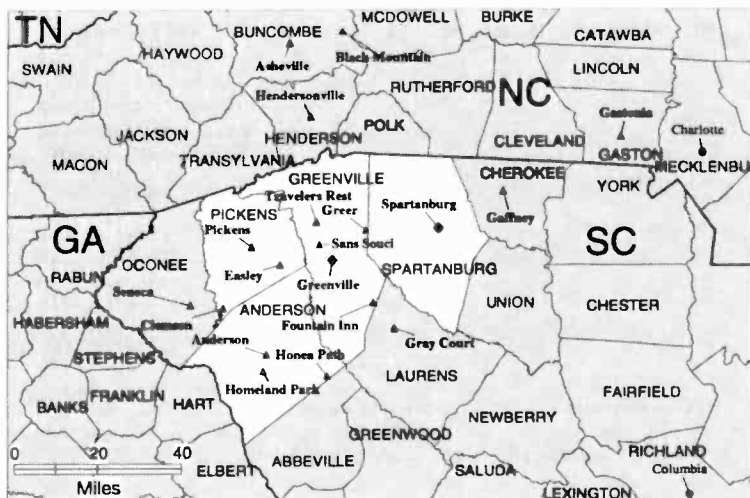
City of		FCC	Day	Night	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)									
License	Class	Freq	Power (kW)	Power (kW)	Owner	Year	Date	Price (000)	Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995	
KSSK Honolulu	III	590	7.5	7.50	b Capstar Bcstg Ptrs	29	9703		2,400	1.15	8.6	5.7	7.0	8.8	8.3	8.5	8.2	7.5	7.9	
KHNR Honolulu	II	650	10.0	10.00	g Chagal Comm	46	9706	720	575	1.70	1.4	1.6	1.3	1.0	1.3	1.1	1.5	1.1	1.6	
KGMQ Honolulu	II	690	10.0	10.00	e Caribou Comm Co	47	9701		100	0.69	0.6	0.5	0.2	0.7	0.5	0.7	0.6	0.4	0.6	
KGU Honolulu	II	760	10.0	10.00	g Chagal Comm	22	9706	575	250	0.74	1.4	0.7	1.0	0.8	1.9	1.4	1.0	1.3	1.7	
KHVV Honolulu	II	830	10.0	10.00	b Capstar Bcstg Ptrs	51	9703		750	0.86	3.6	4.2	4.0	3.9	4.1	2.9	3.7	3.7	3.1	
KAIM Honolulu	II	870	50.0	50.00	a Billy Graham Evangl	56	9102				0.2	0.0	0.3	0.0	0.0	0.4	0.0	0.5	0.0	
KJPN Waipahu	II	940	10.0	10.00	International Comm	50	9405	415	200	8.26	0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.3	
KIKI Honolulu	II	990	5.0	5.00	b Capstar Bcstg Ptrs	57	9703				0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	
KLHT Honolulu	II	1040	7.5	7.50	Calvary Chapel Hono	46	8504	650	125	0.86	0.6	0.6	0.8	0.4	0.7	0.5	0.5	0.7	0.6	
KWAI Honolulu	II	1080	5.0	5.00	Wagenvoord, Barry	72	9305				0.1	0.0	0.4	0.0	0.4	0.0	0.4	0.0	0.0	
KOHO Honolulu	II	1170	5.0	5.00	Hawaii Times	59	6109				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KZOO Honolulu	II	1210	1.0	1.00	Polynesia Bcstg	63	6704		250	1.03	1.0	0.8	0.8	0.6	1.2	0.6	0.9	0.8	1.3	
KNDI Honolulu	III	1270	5.0	5.00	Bcst House/Pacific	60	8805	250	600	2.75	0.9	0.9	0.8	1.0	0.7	0.5	0.8	1.0	1.1	
KCCN Honolulu	III	1420	5.0	5.00	d Diamond Head Radio	66	9412	4,250	200	0.36	2.3	1.4	1.1	1.7	2.6	1.5	2.0	2.3	2.7	
KULA Honolulu	III	1460	5.0	5.00	g New Planet Radio	90	9709	450			0.1	0.0	0.0	0.2	0.2	0.1	0.1	0.0	0.0	
KUMU Honolulu	II	1500	10.0	cp10.00	c Pacific West Bcstg	63	9705		350	0.60	2.4	1.5	2.4	2.0	2.2	2.7	1.4	2.3	2.4	
KISA Honolulu	II	1540	5.0	5.00	Swinerton, James	73	9604	200	50	2.07	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	
# AM Stations - 17					# Combos - 10					AM TOTALS		23.4	17.9	20.2	21.1	24.5	20.9	21.1	21.9	23.3
Stations Profiled - 32					# Duopolies - 8					Total Local Commercial Share		93.9	93.8	93.2	95.1	94.7	94.6	92.9	92.1	

Docket 80-90 Allocations: 105.9, C, Honolulu
 Other: 104.3, C, Kaneohe

Metro Rank: 59

Revenue Rank: 56

Greenville-Spartanburg, SC Market Overview



Metro Counties

Anderson, SC	154.8
Greenville, SC	340.6
Pickens, SC	102.0
Spartanburg, SC	240.5
.....	
	837.9

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 22,000	21,000	22,800	25,000	28,900	30,900	7.0%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	4.9%	\$ 32,400	33,900	35,600	37,300	39,400	5.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.76/1,000	\$3.81/1,000	\$3.85/1,000	Local	85%		
Revenue/Capita	\$27.72	\$36.88	\$44.66	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	793.7	837.9	1.1%	837.9	882.2	1.0%
Households	299.4	319.0	1.3%	319.0	342.8	1.4%
Retail Sales	5,846.7	8,106.2	6.8%	8,106.2	10,233.9	4.8%
EBI	9,495.1	11,272.4	3.5%	11,272.4	14,065.7	4.5%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	405.5	69.9	35.4	43.5	61.1	66.6	55.1	73.9
Women (000)	432.4	67.0	34.6	42.6	60.3	69.7	57.3	101.0
Total	837.9	136.9	70.0	86.1	121.4	136.3	112.4	174.9
Percentage	100.0%	16.3%	8.4%	10.3%	14.5%	16.3%	13.4%	20.9%
Per Capita	\$13,453	Median Household		\$29,276	Avg Household		\$35,337	
Ethnic Population:	White 81.3%	Black 17.8%	Asian 0.8%	Hispanic 0.8%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	4		14	10	18	21	39
Tot 12+	4.0		70.3	68.6	74.3	7.5	81.8
Avg 12+	1.0		5.0	6.9	4.1	0.4	2.1
Tot LCS	4.9		85.9	83.9	90.8	9.2	100.0
Avg LCS	1.2		6.1	8.4	5.0	0.4	2.6

MARKET: Greenville-Spartanburg, SC

METRO RANK: 59

Competitive Overview

Some stations also rated in Charlotte, NC (37) & Asheville, NC (176).

FM Stations

Arbitron 12+ Metro Shares (see rights)

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq	Sales Price		1996		Avg '96				Arbitron 12+ Metro Shares (see rights)						
			Freq	(kW)						(000)	LMA	Revenue (000)	Power Ratio	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
WESC	Greenville	C	92.5	100.0	2001	g	Capstar Bcstg Ptrs	48	9709		g1	Country	4,000	1.05	11.8	8.2	8.4	9.2	10.1	8.8	9.2	9.9	11.1	
WTPY	Forest City	C	93.3	92.9	2031	g	Capstar Bcstg Ptrs	47	9709		g1	Rock	1,250	1.68	2.3	5.1	5.1	4.5	6.1	1.6	1.7	2.5	1.7	
WFBC	Greenville	C	93.7	100.0	1850	d	Sinclair Comm Inc	47	9604		p g2 1	Top 40	950	0.40	7.4	8.1	6.5	5.5	5.3	7.6	6.8	5.2	4.7	
WMUU	Greenville	C	94.5	100.0	1201	h	WMUU Inc	60				Btfl Music	700	0.64	3.4	2.8	2.5	2.3	2.9	4.1	1.9	1.7	3.6	
WPEK	Seneca	C	98.1	100.0	1001		Alpeak Bcstg Corp	47	9506	850		Nws/Tk/Spts			1.1	1.3	1.4	1.1	0.6	1.4	0.7	0.9	0.5	
WSPA	Spartanburg	C	98.9	100.0	1910	f	Spartan Radiocasting	46			1	Lite AC	2,700	1.05	7.9	6.6	4.9	8.0	6.9	5.2	7.2	7.0	6.6	
WKSF	Asheville	C	99.9	48.0	2622		Southern Star	47	9407	See (176)		Country	n/a		0.5	0.4	0.0	0.4	0.0	0.4	0.4	0.4	0.4	
WSSL	Gray Court	C	100.5	100.0	1240	g	Capstar Bcstg Ptrs	60	9708		p g1	Country	5,700	1.19	14.8	10.9	11.0	12.1	11.7	10.6	12.3	14.5	11.4	
WROQ	Anderson	C	101.1	100.0	988	g	Capstar Bcstg Ptrs	47	9708		p g1	Clsc Rock	4,700	1.31	11.1	8.2	8.8	8.4	7.2	10.1	8.9	9.2	8.5	
• WBAV	Gastonia	C	101.9	99.0	988		CBS Corporation	47	9709	See (37)		Urban AC	n/a		0.5	0.4	0.5	0.9	0.7	0.5	0.5	0.0		
WMYI	Hendersonvle	C1	102.5	20.0	1778	g	Capstar Bcstg Ptrs	58	9708		p g1	AC	4,600	1.54	9.2	5.9	7.2	7.4	6.2	6.6	7.5	8.1	8.3	
WRIX	Honea Path	A	103.1	6.0	328	c	Phillips, Matt	77				Country/Tlk	300	0.71	1.3	1.0	1.3	1.3	1.2	0.9	1.8	0.6	0.9	
WOLT	Greer	A	103.3	2.7	495	a	Palm Bcstg Co LP	93	9605	3,000	c4 1	Oldies	500	0.96	1.6	1.9	1.0	1.1	1.2	1.4	0.8	1.9	1.3	
WOLI	Easley	A	103.9	6.0	328	a	Palm Bcstg Co LP	65	9605		c4 1	Oldies	850	1.46	1.8	2.0	1.7	1.3	1.9	1.8	1.0	1.0	2.0	
WCCP	Clemson	A	104.9	6.0	302	e	Golden Corners Bcstg	93				70s Oldies			0.3	0.0	0.0	0.0	0.5	0.5	0.6	0.0	0.0	
WAGI	Gaffney	C	105.3	100.0	1191	i	Gaffney Bcstg Inc	59				Country			0.2	0.4	0.4	0.0	0.0	0.4	0.4	0.0	0.0	
WMIT	Black Mountain	C	106.9	36.0	3094		Billy Graham Evangl	41	9603	See (176)		Religion			1.3	0.5	1.1	0.8	0.6	1.3	0.8	1.3	0.9	
WJMZ	Anderson	C	107.3	100.0	1011	b	Capstar Bcstg Ptrs	63	9708		g1	Urban	3,200	0.79	12.5	9.9	12.5	9.2	10.3	10.2	10.7	9.5	10.7	
				# FM Stations - 18		# Combos - 14						FM TOTALS				89.0	73.6	74.3	73.1	73.6	73.6	73.2	74.2	72.6

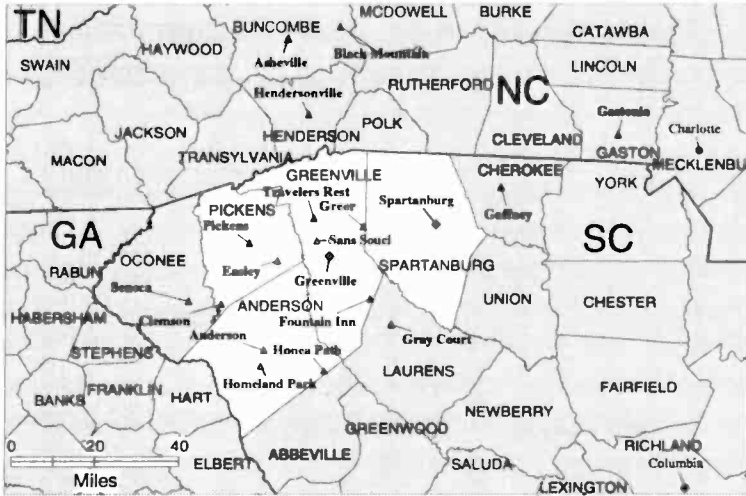
• Indicates a change since last edition.

METRO RANK: 59

Metro Rank: 59

Revenue Rank: 56

Greenville-Spartanburg, SC Market Overview



Metro Counties

Anderson, SC	154.8
Greenville, SC	340.6
Pickens, SC	102.0
Spartanburg, SC	240.5

	837.9

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 22,000	21,000	22,800	25,000	28,900	30,900	7.0%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	4.9%	\$ 32,400	33,900	35,600	37,300	39,400	5.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.76/1,000	\$3.81/1,000	\$3.85/1,000	Local	85%		
Revenue/Capita	\$27.72	\$36.88	\$44.66	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	793.7	837.9	1.1%	837.9	882.2	1.0%
Households	299.4	319.0	1.3%	319.0	342.8	1.4%
Retail Sales	5,846.7	8,106.2	6.8%	8,106.2	10,233.9	4.8%
EBI	9,495.1	11,272.4	3.5%	11,272.4	14,065.7	4.5%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	405.5	69.9	35.4	43.5	61.1	66.6	55.1	73.9
Women (000)	432.4	67.0	34.6	42.6	60.3	69.7	57.3	101.0
Total	837.9	136.9	70.0	86.1	121.4	136.3	112.4	174.9
Percentage	100.0%	16.3%	8.4%	10.3%	14.5%	16.3%	13.4%	20.9%
Per Capita	\$13,453	Median Household		\$29,276	Avg Household		\$35,337	
Ethnic Population:	White 81.3%	Black 17.8%	Asian 0.8%	Hispanic 0.8%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	4		14	10	18	21	39
Tot 12+	4.0		70.3	68.6	74.3	7.5	81.8
Avg 12+	1.0		5.0	6.9	4.1	0.4	2.1
Tot LCS	4.9		85.9	83.9	90.8	9.2	100.0
Avg LCS	1.2		6.1	8.4	5.0	0.4	2.6

MARKET: Greenville-Spartanburg, SC

METRO RANK: 59

Competitive Overview

Some stations also rated in Charlotte, NC (37) & Asheville, NC (176).

AM Stations

Call	City of	FCC License	Class	Freq	Day	Night	C	Owner	Year	Date	Sales Price	1996 Revenue	1996 Power	Avg '96 Local	Arbitron 12+ Metro Shares (see rights)							
					(kW)	(kW)									Std	Acq	(000)	(000)	Ratio	Comm Sh	1997	1997
WESC	Greenville	II	660	50.0	0.00	0.00	g	Capstar Bcstg Ptrs	47	9709		500	1.40	1.1	1.0	0.6	1.7	1.4	0.6	1.2	1.0	0.9
WPJM	Greer	II	800	1.0	0.44			Cohen, Bobby	49	9710	200p	350	0.60	1.8	2.0	1.1	1.9	0.9	1.9	1.6	1.2	1.1
WORD	Spartanburg	III	910	3.6	0.89		d	Sinclair Comm Inc	40	9604	p g2 1	700	0.83	2.6	1.6	1.9	1.9	2.0	1.9	2.4	2.2	2.0
WSPA	Spartanburg	III	950	5.0	5.00		f	Spartan Radiocasting	30		1	500	0.86	1.8	1.0	1.3	1.5	1.8	1.2	1.5	2.0	1.1
WRIX	Homeland Park	II	1020	10.0	0.00		c	Phillips, Matt	86					0.8	1.1	0.5	0.7	0.5	0.4	1.0	0.5	0.9
WHYZ	Sans Souci	II	1070	50.0	1.50			PSI Communications	66	9608	200	200		0.0	0.5	0.4	0.5	0.0	0.0	0.0	0.0	0.0
WAIM	Anderson	IV	1230	1.0	1.00			Palmetto Bcstg Co	35	9209	80	80		0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
WMUU	Greenville	III	1260	5.0	0.02		h	WMUU Inc	49	7503				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WANS	Anderson	III	1280	5.0	1.00		c	Phillips, Matt	49	9405	75	75		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WCKI	Greer	III	1300	1.0	0.00			Sira-Pack Radio	55	6405				0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WYRD	Greenville	III	1330	5.0	5.00		d	Sinclair Comm Inc	33	9604	p g2 1	800	1.23	2.0	1.5	1.3	1.3	1.6	2.1	1.3	1.4	1.9
WELP	Easley	III	1360	1.0	0.04		j	Associated Bcstg	51	9708	50p			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMMZ	Spartanburg	IV	1400	1.0	1.00		j	Associated Bcstg	52	9109	80			0.3	0.0	0.4	0.0	0.0	0.0	0.0	0.4	0.6
WGVL	Greenville	III	1440	5.0	5.00		g	Capstar Bcstg Ptrs	50	9708	p g1			0.3	0.4	0.0	0.0	0.5	0.5	0.6	0.0	0.0
WPCI	Greenville	IV	1490	1.0	1.00			Mathena, Randy R.	54	8901	15			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WEAC	Gaffney	II	1500	1.0	0.00		i	Gaffney Bcstg Inc	62					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WASC	Spartanburg	II	1530	1.0	0.00			New South Bcstg	68	7602		100		0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0
WTBI	Pickens	II	1540	10.0	0.00			Tabernacle Christian	67	8311				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAHT	Clemson	II	1560	1.0	0.00		e	Golden Corners Bcstg	69					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDAB	Travelers Rest	II	1580	5.0	0.00			Dabney-Adamson Bcstg	64	9304	180			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WFIS	Fountain Inn	III	1600	1.0	0.03			Golden Strip	56	8803	160			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations - 21										# Combos - 12		AM TOTALS										
Stations Profiled - 39										# Duopolies - 8		Total Local Commercial Share										
												11.0 9.1 7.5 10.0 9.3 9.0 9.6 8.7 9.1										
												82.7 81.8 83.1 82.9 82.6 82.8 82.9 81.7										

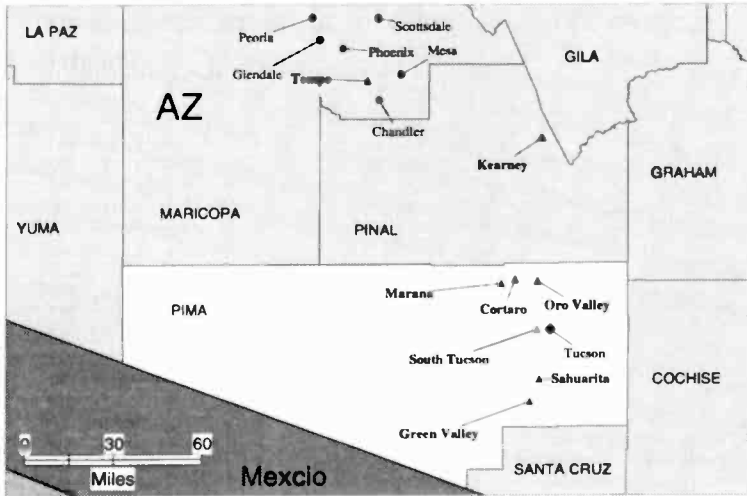
* Indicates a change since last edition.

METRO RANK: 59

Metro Rank: 60

Revenue Rank: 63

Tucson, AZ Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 17,100	16,800	17,200	20,100	24,400	24,700	7.6%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	10.5%	\$ 27,300	28,800	30,600	32,400	34,500	6.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.70/1,000	\$3.62/1,000	\$3.89/1,000	Local	84%		
Revenue/Capita	\$25.22	\$32.13	\$39.16	National	16%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	677.9	768.8	2.5%	768.8	880.9	2.8%
Households	266.2	301.7	2.5%	301.7	351.4	3.1%
Retail Sales	4,617.5	6,826.2	8.1%	6,826.2	8,872.2	5.4%
EBI	7,683.5	9,968.3	5.3%	9,968.3	12,801.8	5.1%

Metro Counties

Pima, AZ	768.8

	768.8

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	377.8	68.9	30.6	40.1	60.3	61.0	42.1	74.7
Women (000)	391.0	65.9	29.4	37.7	57.5	60.7	45.2	94.6
Total	768.8	134.8	60.0	77.8	117.9	121.8	87.3	169.3
Percentage	100.0%	17.5%	7.8%	10.1%	15.3%	15.8%	11.4%	22.0%
Per Capita	\$12,966	Median Household		\$25,542	Avg Household		\$33,040	
Ethnic Population:	White 90.6%	Black 3.6%	Asian 2.3%	Hispanic 27.3%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	4		9	8	13	15	28
Tot 12+	10.4		57.1	54.8	67.5	19.0	86.5
Avg 12+	2.6		6.3	6.9	5.2	1.3	3.1
Tot LCS	12.0		66.0	63.4	78.0	22.0	100.0
Avg LCS	3.0		7.3	7.9	6.0	1.5	3.6

Competitive Overview

Some stations also rated in Phoenix (18).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
Calls	License	Class	Freq	(kW)						Price	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
					(000)	(000)	Ratio	Comm	Sh	1997	1997	1996	1996	1996	1996	1995	1995						
KFMA	Green Valley	C2	92.1	50.0	492	c	Lotus Comm Corp	83	9308	1,500	0.78	3.5	4.0	5.6	4.3	3.5	3.6	2.5	2.2				
KWFM	Tucson	C	92.9	90.0	2038	d	Capstar Bcstg Ptrs	70	9708	p g1	Oldies	2,000	1.24	5.9	4.9	4.7	4.5	5.5	4.8	5.4			
KRQQ	Tucson	C	93.7	91.0	2031	d	Capstar Bcstg Ptrs	71	9708	p g1	CHR	2,700	1.05	9.4	9.4	9.5	7.6	8.5	7.4	6.8	8.5		
KMXZ	Tucson	C	94.9	97.0	1952	b	Journal Bcst Group	73	9601	16,500	c1	AC	4,100	1.39	10.8	8.8	9.3	9.0	8.7	9.7	7.4	11.4	
KLPX	Tucson	C	96.1	100.0	1952	c	Lotus Comm Corp	67	7906		AOR	2,400	1.16	7.6	6.9	6.3	7.5	6.6	6.5	6.3	6.7		
KGMS	Green Valley	A	97.1	1.7	387	f	Good News Bcstg Inc	90	9602		st	ChrsContemp		0.8	0.8	0.7	0.5	0.9	0.7	0.7	0.4	1.0	
XSJM	Oro Valley	A	97.5	6.0	cp 328		Maloney Bcstg Inc	92	9110	423	cp	CHR	150	0.92	0.6	3.7	2.3	1.7	1.2	0.8	0.0	0.7	0.4
KOHT	Marana	A	98.3	6.0	cp 184	a	Big Bcst of AZ LLC	84	9603	2,725	c2	Tejano	1,500	0.89	6.2	3.8	3.7	6.0	5.1	5.5	5.0	6.8	4.0
KIIM	Tucson	C	99.5	90.0	2038	e	Rex Bcstg Corp	54	8310	2,650		Country	5,200	1.20	15.9	12.0	13.5	11.4	14.4	13.1	11.5	13.6	16.2
KKHG	Tucson	A	104.1	3.0	102	b	Journal Bcst Group	94	9601		c1	Clsc Rock	1,800	1.22	5.4	3.6	3.7	4.6	4.5	3.7	4.7	4.9	5.1
KZLZ	Kearney	C2	105.3	50.0	492		Z Spanish Radio Ntwk	92	9407	750		Spanish	400	0.59	2.5	2.3	2.5	1.7	0.9	2.0	2.1	2.1	2.5
KHNT	Tucson	C	107.5	82.0	2034	e	Rex Bcstg Corp	93	9411	3,500		70s Hits	1,000	0.58	6.3	5.2	4.1	5.7	4.6	6.3	6.1	8.4	0.8
# FM Stations - 12										# Combos - 10		FM TOTALS		74.9	65.4	67.5	63.7	65.2	65.0	62.8	64.7	64.2	

AM Stations

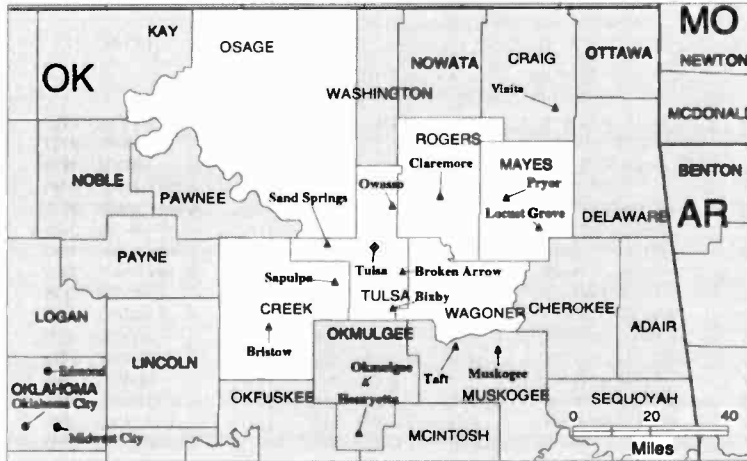
City of		FCC	Day Power	Night Power	HAAT	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
Calls	License	Class	(kW)	(kW)						Price	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
					(000)	(000)	Ratio	Comm	Sh	1997	1997	1996	1996	1996	1996	1995	1995						
KSAZ	Tucson	III	580	5.0	0.50		Ehlinger, P & W	87	8904	1,050	0.50	1.1	0.7	1.9	1.0	0.9	0.6	1.3	0.8	1.2			
KVOI	Tucson	II	690	0.3	0.00	f	Good News Bcstg Inc	53	9602		st	Religion		0.3	0.0	0.0	0.4	0.5	0.4	0.0	0.0		
KNST	Tucson	III	790	5.0	0.50	d	Capstar Bcstg Ptrs	63	9708	p g1	Nws/Tk/Spts	2,000	1.09	6.7	5.8	6.1	5.7	7.8	6.2	5.8	6.2	4.7	
KFLT	Tucson	II	830	50.0	1.00		Family Life Bcstg	86	8605	742		Christian		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KCEE	Tucson	II	940	1.0	0.25	d	Capstar Bcstg Ptrs	58	9708	p g1	Nostalgia	450	0.40	4.1	4.2	2.8	5.8	3.0	3.7	3.4	3.1	4.0	
KTKT	Tucson	II	990	10.0	1.00	c	Lotus Comm Corp	49	7208		Nws/Talk	200	0.67	1.1	0.6	0.5	0.5	0.8	0.9	0.7	1.3	0.8	
KEVT	Cortaro	II	1030	10.0	1.00		Cortaro Bcstg Corp	94			Spanish		0.3	0.4	0.0	0.7	0.0	0.0	0.6	0.0	0.4		
KGTV	Green Valley	II	1080	1.0	0.00		Crystal Sets Inc	81			Big Band	350	0.44	2.9	1.6	1.6	1.7	2.0	1.9	2.9	2.4	2.8	
KQTL	Sahuarita	II	1210	10.0	1.00		CIMA Bcstg LLC	85	9604	600		Spanish	100	0.92	0.4	1.6	0.4	0.5	0.8	0.0	0.8	0.0	0.6
• KOAZ	Tucson	III	1290	1.0	1.00	e	Rex Bcstg Corp	29	6806		Country	450	1.10	1.5	1.9	1.0	0.8	1.7	0.9	1.0	2.0	1.4	
KMRR	South Tucson	III	1330	2.0	5.00		Hudson Comm Inc	57	9612	110		DARK		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KTUC	Tucson	IV	1400	1.0	1.00		KTUC Inc	26	8310	893		Nws/Tk/Spts	350	0.58	2.2	1.0	0.9	1.4	1.4	1.4	1.7	2.0	2.5
KTZR	Tucson	IV	1450	1.0	1.00	a	Big Bcst of AZ LLC	47	9606	650		Spanish	400	0.67	2.2	1.0	2.1	2.5	1.9	2.6	2.6	1.3	1.2
KFFN	Tucson	IV	1490	1.0	1.00	b	Journal Bcst Group	57	9601		c1	Sports/Talk	150	0.69	0.8	1.0	0.6	0.7	0.6	0.5	0.8	0.4	0.9
KXEW	South Tucson	III	1600	1.0	1.00	a	Big Bcst of AZ LLC	63	9603		c2	Tejano	700	1.71	1.5	1.9	1.1	1.1	1.0	1.1	1.5	1.0	1.6
# AM Stations - 15										# Combos - 8		AM TOTALS		25.1	21.7	19.0	22.8	22.3	20.3	23.5	20.5	22.1	
Stations Profiled - 27										# Duopolies - 6		Total Local Commercial Share		87.1	86.5	86.5	87.5	85.3	86.3	85.2	86.3		

• Indicates a change since last edition.

Metro Rank: 61

Revenue Rank: 57

Tulsa, OK Market Overview



Metro Counties

Creek, OK	64.5
Mayes, OK	36.1
Osage, OK	42.5
Rogers, OK	62.2
Tulsa, OK	526.4
Wagoner, OK	52.9

	784.6

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	<u>1990</u>	<u>1991</u>	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>Δ 90-95</u>
ESTIMATED GROSS REVENUES	\$ 20,500	20,700	21,500	24,100	28,200	29,700	7.7%
★	<u>Δ 95-96</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>Δ 96-00</u>
	8.8%	\$ 32,300	33,800	35,400	37,400	39,600	5.2%

	<u>1990</u>	<u>1995</u>	<u>2000</u>	<u>Est. Breakout</u>
Revenue/Retail Sales	\$3.78/1,000	\$4.09/1,000	\$4.35/1,000	Local 83%
Revenue/Capita	\$27.54	\$37.85	\$49.13	National 17%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	<u>1990</u>	<u>1995</u>	<u>Growth Rate</u>	<u>1995</u>	<u>2000</u>	<u>Growth Rate</u>
MSA Population	744.4	784.6	1.1%	784.6	806.1	0.5%
Households	290.8	305.6	1.0%	305.6	316.7	0.7%
Retail Sales	5,419.7	7,258.7	6.0%	7,258.7	9,096.6	4.6%
EBI	9,108.3	11,456.6	4.7%	11,456.6	14,270.7	4.5%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12-17</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>Over 55</u>
Men (000)	381.5	74.0	34.9	32.1	59.2	64.0	49.4	67.9
Women (000)	403.1	71.1	32.9	31.7	59.4	66.8	51.9	89.3
Total	784.6	145.1	67.8	63.9	118.5	130.8	101.4	157.2
Percentage	100.0%	18.5%	8.6%	8.1%	15.1%	16.7%	12.9%	20.0%
Per Capita	\$14,602	Median Household		\$29,510	Avg Household		\$37,489	
Ethnic Population:	White 83.0%	Black 8.2%	Asian 1.1%	Hispanic 2.3%				

Market Summary

	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Viable FM's</u>	<u>All FM's</u>	<u>All AM's</u>	<u>Total</u>
# Stations	5		15	12	20	11	31
Tot 12+	5.5		70.8	69.6	76.3	15.5	91.8
Avg 12+	1.1		4.7	5.8	3.8	1.4	3.0
Tot LCS	6.0		77.1	75.8	83.1	16.9	100.0
Avg LCS	1.2		5.1	6.3	4.2	1.5	3.2

MARKET: Tulsa, OK

METRO RANK: 61

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96 Local Comm Sh	Arbitron 12+ Metro Shares (see rights)									
													Revenue (000)	Power Ratio		Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995		
KOAS	Broken Arrow	C2	92.1	27.0	656	a	Clear Channel Comm	70	9604		p g1	Smooth Jazz	1,400	0.94	4.6	2.5	2.8	2.4	2.5	3.9	4.3	3.5	4.9		
KBEZ	Tulsa	C	92.9	100.0	1319	c	Renda Bcstg Corp	64	9003		g	AC	3,400	1.53	6.9	5.9	5.3	6.3	4.6	5.3	6.6	6.4	6.7		
KCFM	Okmulgee	C1	94.1	100.0	814	h	Shamrock Comm Inc	76	9607	1,800		Classical	600	0.88	2.1	1.9	2.1	1.4	2.2	2.4	2.9	1.3	0.9		
KEMX	Locust Grove	A	94.5	2.3	367	b	Stephens Family LP	91	9204			ChrsContemp			0.1	0.0	0.4	0.0	0.1	0.0	0.1	0.1	0.1		
KWEN	Tulsa	C	95.5	96.0	1329	e	Cox Radio Inc	61	9704		g2	Country	5,100	1.23	12.8	10.5	10.7	11.9	9.0	11.2	9.4	12.0	14.2		
KITD	Vinita	C2	96.1	50.0	492	i	DLB Bcstg Corp	81				Country			0.1	0.0	0.4	0.0	0.0	0.0	0.3	0.0	0.0		
KRAV	Tulsa	C	96.5	96.0	1329	e	Cox Radio Inc	62	9612	5,500	c2	AC	1,200	1.06	3.5	4.0	5.0	4.6	3.4	3.0	2.8	4.0	3.1		
KMOD	Tulsa	C	97.5	96.0	1329	a	Clear Channel Comm	59	7904			AOR	2,800	1.26	6.9	8.3	7.5	7.9	8.4	6.3	6.2	5.7	6.9		
KVOO	Tulsa	C	98.5	99.0	1227	f	Great Empire Bcstg	73	9005		st	Country	1,800	1.05	5.3	4.0	4.3	4.6	5.0	4.5	4.5	5.7	4.5		
KCKI	Henryetta	C1	99.5	100.0	981	f	Great Empire Bcstg	66	9412	1,200		Country	1,000	0.94	3.3	3.3	2.8	2.6	3.4	3.3	3.3	2.8	2.5		
KHJM	Taft	A	100.3	3.9	220		Taft Bcstg Inc	90	9009		st	Gospel			0.6	0.5	0.7	0.6	0.7	0.6	0.7	0.5	0.5		
KXOJ	Sapulpa	A	100.9	5.0	361	b	Stephens Family LP	77	8210	600	c1	ChrsContemp	700	0.59	3.7	4.6	4.4	3.1	3.1	3.5	3.5	3.7	2.7		
KQSY	Collinsville	C3	101.5	6.2	656	a	Clear Channel Comm	96	9710	1,900		Religion			0.0	0.0	0.3	0.3	0.1	0.0	0.0	0.0	0.0		
KTFX	Sand Springs	A	102.3	1.7	436	g	FM 95.5 Inc	89	9601		na	Country	300	1.16	0.8	0.8	0.0	0.5	0.0	0.4	0.7	0.7	1.2		
KJSR	Tulsa	C	103.3	100.0	1280	e	Cox Radio Inc	66	9704		g2	70s Oldies	2,200	1.00	6.8	6.5	6.6	5.0	5.7	5.1	6.2	6.6	6.7		
KMYZ	Pryor	C1	104.5	70.0	1129	h	Shamrock Comm Inc	69	8404			Alternative	2,500	0.98	7.9	6.5	6.6	5.3	5.9	7.8	6.9	7.8	6.4		
KREK	Bristow	A	104.9	2.7	351		Big Chief Bcstg/OK	78				Country			0.2	0.0	0.0	0.0	0.4	0.0	0.0	0.5	0.4		
KJMM	Bixby	C2	105.3	10.0	879		Perry Bcstg Co Inc	94	9412			Urban	800	0.71	3.5	2.3	4.8	4.5	2.7	4.0	2.8	3.2	2.9		
KQLL	Owasso	C	106.1	100.0	1322	a	Clear Channel Comm	81	9604		p g1	Oldies	1,900	1.09	5.4	4.5	4.5	3.7	3.9	5.7	5.4	4.3	4.2		
KHTT	Muskogee	C	106.9	94.0	1011	c	Renda Bcstg Corp	72	9306	1,480		Top 40	850	0.52	5.1	6.7	7.1	7.0	8.5	6.0	3.8	4.1	4.8		
# FM Stations - 20													# Combos - 17												
FM TOTALS													79.6	72.8	76.3	71.7	69.6	73.0	70.4	72.9	73.6				

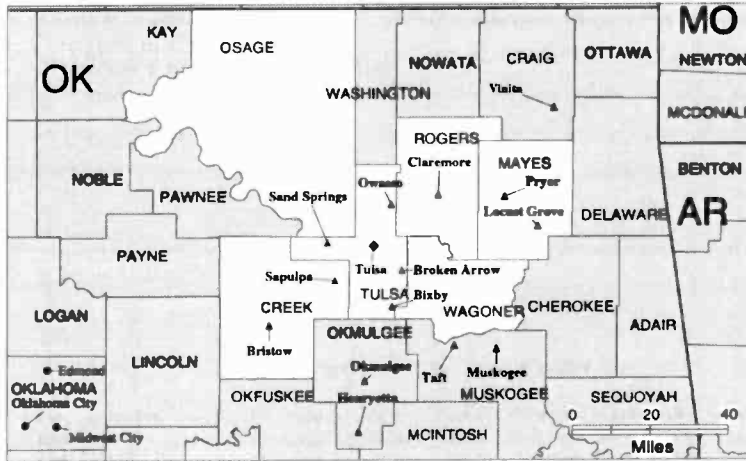
• Indicates a change since last edition.



Metro Rank: 61

Revenue Rank: 57

Tulsa, OK Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 20,500	20,700	21,500	24,100	28,200	29,700	7.7%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	8.8%	\$ 32,300	33,800	35,400	37,400	39,600	5.2%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.78/1,000	\$4.09/1,000	\$4.35/1,000	Local 83%			
Revenue/Capita	\$27.54	\$37.85	\$49.13	National 17%			

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	744.4	784.6	1.1%	784.6	806.1	0.5%
Households	290.8	305.6	1.0%	305.6	316.7	0.7%
Retail Sales	5,419.7	7,258.7	6.0%	7,258.7	9,096.6	4.6%
EBI	9,108.3	11,456.6	4.7%	11,456.6	14,270.7	4.5%

Metro Counties

Creek, OK	64.5
Mayes, OK	36.1
Osage, OK	42.5
Rogers, OK	62.2
Tulsa, OK	526.4
Wagoner, OK	52.9

	784.6

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	381.5	74.0	34.9	32.1	59.2	64.0	49.4	67.9
Women (000)	403.1	71.1	32.9	31.7	59.4	66.8	51.9	89.3
Total	784.6	145.1	67.8	63.9	118.5	130.8	101.4	157.2
Percentage	100.0%	18.5%	8.6%	8.1%	15.1%	16.7%	12.9%	20.0%
Per Capita	\$14,602	Median Household		\$29,510	Avg Household \$37,489			
Ethnic Population:	White 83.0%	Black 8.2%	Asian 1.1%	Hispanic 2.3%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	5		15	12	20	11	31
Tot 12+	5.5		70.8	69.6	76.3	15.5	91.8
Avg 12+	1.1		4.7	5.8	3.8	1.4	3.0
Tot LCS	6.0		77.1	75.8	83.1	16.9	100.0
Avg LCS	1.2		5.1	6.3	4.2	1.5	3.2

MARKET: Tulsa, OK

METRO RANK: 61

Competitive Overview

AM Stations

City of		FCC	Day	Night	Year		Sales	1996		Avg '96	Arbitron 12+ Metro Shares (see rights)								
Calls	License	Class	Freq	Power	Power	Std	Date	Price	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
			(kHz)	(kW)	(kW)	Acq		(000)	(000)	Ratio	Comm Sh	1997	1997	1996	1996	1996	1996	1995	1995
KRMG	Tulsa	11	740	50.0	25.00	49	9704		4,000	1.21	10.2	9.4	8.4	8.3	10.5	9.8	9.8	8.7	9.0
KCFO	Tulsa	111	970	2.5	1.00	46	9006	953			0.8	1.0	0.5	0.5	0.8	0.4	1.0	0.6	0.9
KGTO	Tulsa	11	1050	1.0	0.02	46	9612		150	0.15	3.2	2.5	2.5	3.1	2.9	3.1	2.4	3.7	2.4
KVOO	Tulsa	1	1170	50.0	50.00	25	9005		1,600	1.15	4.3	4.5	3.1	4.4	4.0	3.7	4.7	3.2	3.9
KTRT	Claremore	111	1270	1.0	cp 1.00	58	9008	70			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KAKC	Tulsa	111	1300	5.0	1.00	38	7310				0.7	0.5	0.6	0.6	0.6	0.4	0.7	0.8	0.7
KTOW	Sand Springs	1V	1340	0.5	0.90	61	9601				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KQLL	Tulsa	111	1430	5.0	5.00	34	9604	p g1			1.2	0.8	0.4	0.9	1.0	1.6	1.3	1.1	0.5
KITO	Vinita	111	1470	0.5	0.09	54	9212	70			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KXOJ	Sapulpa	11	1550	2.5	0.05	62	8210	c1			0.0	0.8	0.0	0.9	0.0	0.0	0.0	0.0	0.0
KMYZ	Pryor	11	1570	1.0	0.00	50	9605	40			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
		# AM Stations - 11		# Combos - 10				AM TOTALS			20.4	19.5	15.5	18.7	19.8	19.0	19.9	18.1	17.4
		Stations Profiled - 31		# Duopolies - 11				Total Local Commercial Share			92.3	91.8	90.4	89.4	92.0	90.3	91.0	91.0	

• Indicates a change since last edition.

MARKET: Wilkes Barre - Scranton

METRO RANK: 62

Competitive Overview

NOTE: Some stations also rated in Allentown (65) and Sussex(232)

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year Std	Date Acq	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)													
Calls	License	Class	Freq	(kW)						Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local	Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995					
WQFM	Nanticoke	A	92.1	0.3	1056	d	Shamrock Comm Inc	73	9408	na	AOR	450	0.74	2.6	2.4	2.3	1.5	1.4	2.3	1.7	2.5	1.7							
WMGS	Wilkes-Barre	B	92.9	5.3	1385	e	Citadel Comm Corp	46	9707	g2 1	AC	3,100	1.17	11.3	7.4	7.1	6.5	9.3	8.9	9.7	9.6	8.0							
WSBG	Stroudsburg	A	93.5	0.6	764	a	Nassau Bcstg Ptrs LP	64	9508	st	CHR	450	0.68	2.8	2.4	1.8	1.4	1.4	2.7	2.3	1.6	2.3							
• WOLS	Dallas	A	93.7	1.5	679	e	Citadel Comm Corp	89	9710	6,000p d1	Country	500	0.85	2.5	0.7	0.5	0.7	1.4	0.9	2.7	2.0	2.3							
• WSGD	Carbondale	A	94.3	1.1 cp	771	e	Citadel Comm Corp	65	9710	p d1	Oldies	950	1.62	2.5	2.4	1.5	1.8	2.6	1.9	1.8	2.4	1.9							
WKQV	Olyphant	A	95.7	0.3	1011		Monroe & Delaware	91	9208	nc 1	News/Talk	150	0.91	0.7	0.4	0.1	0.1	0.1	0.0	0.5	0.7	0.9							
WKXP	Benton	A	95.9	6.0	328		Emro Comm Inc	85	9402	186	Country	150	0.80	0.8	0.9	0.8	0.7	0.6	0.9	1.3	0.5	0.0							
WBHT	Mountaintop	A	97.1	0.5	1102		Fairview Comm Inc	92		1	CHR	650	0.54	5.1	4.2	3.7	4.3	3.6	4.8	4.8	3.2	3.5							
WZMT	Hazleton	B	97.9	15.0 cp	751	e	Citadel Comm Corp	49	9707	g2	Rock	800	0.68	5.0	5.6	5.3	4.2	4.5	3.6	2.8	4.1	5.4							
WKRZ	Wilkes-Barre	B	98.5	8.7	1171	f	Sinclair Comm Inc	47	9609	g1 2	CHR	4,800	1.35	15.1	13.0	11.6	11.6	11.7	12.5	12.0	11.8	11.8							
WGGY	Scranton	B	101.3	7.0	1109	f	Sinclair Comm Inc	48	9609	g1 2	Country	2,700	1.05	10.9	8.7	10.4	10.7	9.3	10.1	7.7	8.4	8.6							
WWSH	Pittston	A	102.3	3.0	72	f	Sinclair Comm Inc	83	9708	750 2	Soft Hits	300	0.49	2.6	2.2	2.0	1.3	1.4	2.6	1.5	1.4	2.7							
WWFH	Freeland	A	103.1	0.7	679	f	Sinclair Comm Inc	76	9611	575 c3 2	AC	150	0.80	0.8	0.2	0.9	0.7	0.6	0.7	0.9	0.5	0.4							
WKAB	Berwick	A	103.5	4.1 cp	387		Moisey, Robert J.	92			Oldies	350	0.99	1.5	1.6	1.9	1.1	1.4	1.3	1.4	1.7	0.4							
WMDL	Scranton	A	104.9	0.3	1093	c	Lane, Douglas	64			AC	150	0.80	0.8	0.4	0.9	1.6	1.2	0.8	0.4	1.0	0.5							
WHCY	Blairstown	A	106.3	0.4	860		Nassau Bcstg Ptrs LP	73	9602	1,925	Country	150	0.58	1.1	1.0	0.5	1.2	1.3	0.8	0.7	0.9	1.2							
WHLM	Bloomsburg	B	106.5	36.0	577	b	Magee Industrial	56			Hot AC	1,000	2.13	2.0	1.7	1.5	2.9	1.8	1.6	1.8	1.6	1.3							
WEZX	Scranton	A	106.9	1.5	617	d	Shamrock Comm Inc	67			AOR	2,000	1.25	6.8	5.6	5.9	5.1	6.4	5.2	5.4	6.7	4.4							
• WEMR	Tunkhannock	A	107.7	0.2	1161	e	Citadel Comm Corp	90	9709	815p c2	Clsc Rock			0.2	0.8	0.0	0.4	0.5	0.0	0.6	0.0	0.0							
WKRF	Tobyhanna	A	107.9	0.8 cp	873	f	Sinclair Comm Inc	93	9706	150 2	AC	50	1.06	0.2	0.1	0.2	0.3	0.0	0.2	0.2	0.3	0.1							
		# FM Stations -		20		# Combos -		15		FM TOTALS		75.3		61.7		58.9		58.1		60.5		61.8		60.2		60.9		57.4	

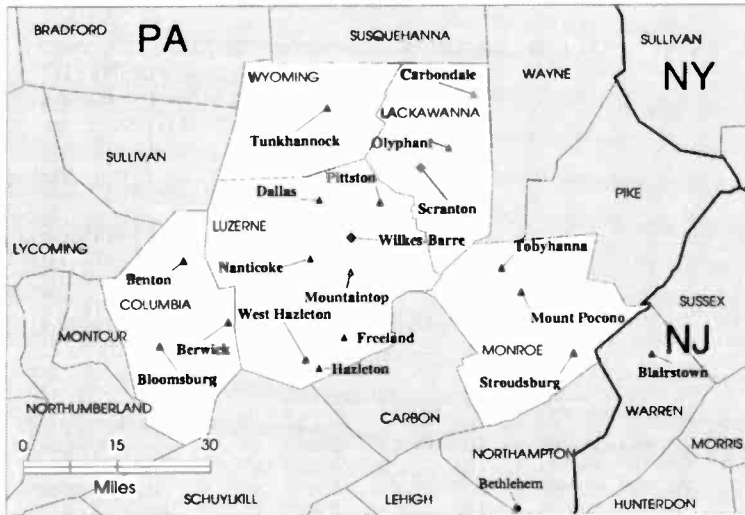
• Indicates a change since last edition.

METRO RANK: 62

Metro Rank: 62

Revenue Rank: 66

Wilkes Barre – Scranton Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 14,700	15,800	16,500	18,200	20,500	22,000	8.4%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.8%	\$ 23,500	24,500	25,800	27,100	28,500	4.9%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$2.76/1,000	\$3.42/1,000	\$3.79/1,000	Local	80%		
Revenue/Capita	\$19.96	\$29.31	\$37.76	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	736.3	750.5	0.4%	750.5	754.8	0.1%
Households	281.4	288.8	0.5%	288.8	294.9	0.4%
Retail Sales	5,316.8	6,432.7	3.9%	6,432.7	7,511.1	3.1%
EBI	9,129.9	10,317.6	2.5%	10,317.6	12,080.6	3.2%

Metro Counties

Columbia, PA	63.8
Lackawanna, PA	214.2
Luzerne, PA	325.2
Monroe, PA	117.7
Wyoming, PA	29.6

	750.5

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	358.0	58.0	29.0	33.4	49.3	57.1	45.1	86.1
Women (000)	392.5	55.0	28.0	34.1	48.6	56.5	46.2	124.1
Total	750.5	113.0	56.9	67.6	97.9	113.6	91.3	210.2
Percentage	100.0%	15.1%	7.6%	9.0%	13.0%	15.1%	12.2%	28.0%
Per Capita	\$13,748	Median Household		\$28,611	Avg Household		\$35,726	
Ethnic Population:	White 98.0%	Black 1.3%	Asian 0.6%	Hispanic 1.0%				

Market Summary

	Class A	Class B	Class C	Viabie FM's	All FM's	All AM's	Total
# Stations	15	5		7	20	20	40
Tot 12+	23.0	35.9		44.5	58.9	18.6	77.5
Avg 12+	1.5	7.2		6.4	2.9	0.9	1.9
Tot LCS	29.7	46.3		57.4	76.0	24.0	100.0
Avg LCS	2.0	9.3		8.2	3.8	1.2	2.5

MARKET: Wilkes Barre - Scranton

METRO RANK: 62

Competitive Overview

NOTE: Some stations also rated in Allentown (65) and Sussex(232)

AM Stations

City of		FCC	Day	Night	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)														
License	Class	Freq	Power (kW)	Power (kW)	C	Owner	Year	Date	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local	Comm Sh	1997	1997	1996	1996	1996	1996	1995	1995		
Std	Acq															Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
WJMW	Bloomsburg	III	550	1.0	1.00	b Magee Industrial	47				Adlt Stndrd			0.0		0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WARM	Scranton	III	590	5.0	5.00	e Citadel Comm Corp	40	9707		g2 1	FullService	1,600	1.26	5.4		2.9	3.4	3.9	3.5	4.6	3.6	3.9	5.1		
WEJL	Scranton	III	630	0.5	0.03	d Shamrock Comm Inc	22				AC	450	0.60	3.2		2.6	2.5	3.7	1.7	3.1	2.5	2.7	1.8		
WNAK	Nanticoke	II	730	1.0	0.01	Seven Thirty Bctrs	47	6603			Easy	550	0.48	4.9		3.0	3.4	4.4	3.4	3.6	3.0	5.3	3.8		
WMXH	Olyphant	II	750	1.6	0.00	Nardone, Carmen	87	9302	103		Adlt Stndrd			0.4		0.0	1.5	1.3	0.0	0.5	0.0	0.0	0.8		
WVPO	Stroudsburg	II	840	0.3	0.00	a Nassau Bcstg Ptrs LP	47	9508		st	AC	300	1.60	0.8		0.6	0.9	1.0	0.0	0.0	0.6	1.1	0.7		
WGBI	Scranton	III	910	1.0	0.50	f Sinclair Comm Inc	25	9609		g1 2	Nws/Tk/Spts	100	1.06	0.4		0.0	0.3	0.0	0.6	0.3	0.2	0.5	0.3		
WCNR	Bloomsburg	III	930	1.0	cp 0.50	Community Comm Inc	47	9707	130p		Clsc Hits			0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WILT	Mt. Pocono	III	960	1.0	0.02	Tiab Comm Corp	81	9202	196	2	Nws/Tk/Spts			0.0		0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0		
WILK	Wilkes-Barre	III	980	5.0	1.00	f Sinclair Comm Inc	47	9609		g1 2	News/Talk	1,000	0.87	4.9		3.7	3.2	4.4	4.4	4.2	3.5	3.6	4.2		
WBAX	Wilkes-Barre	IV	1240	1.0	1.00	d Shamrock Comm Inc	22	9408		na	AC	100	0.30	1.4		0.9	1.3	1.0	1.5	1.1	1.6	1.3	0.6		
WSQV	Berwick	III	1280	1.0	0.16	Media Management Bcg	57	9104	160		Country			0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WILP	West Hazleton	III	1300	5.0	0.50	f Sinclair Comm Inc	82	9611		c3 2	News/Talk			0.3		0.0	0.2	0.0	0.2	0.1	0.4	0.0	0.5		
WTSS	Scranton	III	1320	1.0	0.50	g Robert Cordaro Inc	47	9607	10		ChrsContemp			0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WYCK	Wilkes-Barre	IV	1340	0.8	0.81	c Lane, Douglas	23	9212	77		DARK			0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WICK	Scranton	IV	1400	1.0	1.00	c Lane, Douglas	54	7809			Easy	150	0.80	0.8		1.2	0.7	1.5	0.6	1.1	0.8	0.8	0.0		
• WC DL	Carbondale	III	1440	5.0	0.00	e Citadel Comm Corp	50	9710		p d1	Big Band/FS	100	0.43	1.0		0.0	0.0	0.5	0.0	0.5	1.0	1.0	0.7		
• WEMR	Tunkhannock	II	1460	5.0	1.00	e Citadel Comm Corp	86	9709		p c2	Country			0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WAZL	Hazleton	IV	1490	1.0	1.00	e Citadel Comm Corp	32	9707		g2	News/Talk	200	0.85	1.0		0.7	1.2	1.0	0.6	0.7	0.9	1.0	0.5		
WKQV	Pittston	II	1550	10.0	0.50	g Robert Cordaro Inc	53	9603	275	1	Nws/Talk	100	1.42	0.3		0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.5		
# AM Stations - 20														# Combos - 15		AM TOTALS									
Stations Profiled - 40														# Duopolies - 14		Total Local Commercial Share									
																77.8 77.5 80.9 77.0 81.6 78.6 82.1 76.9									

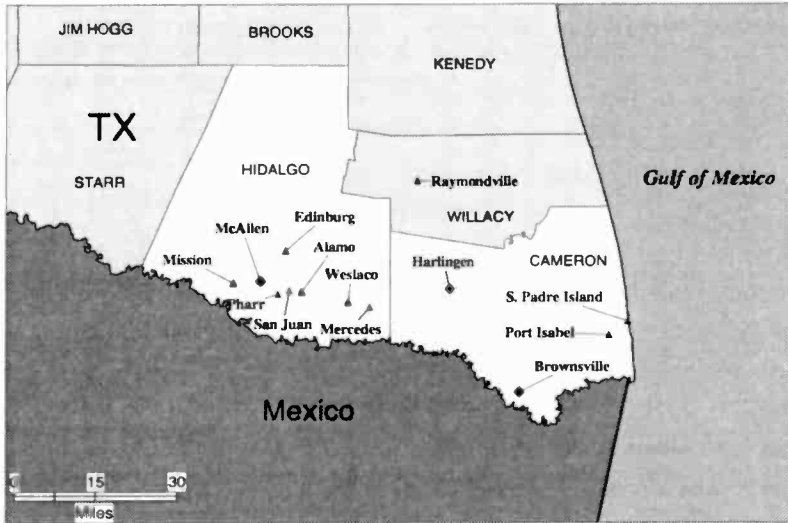
• Indicates a change since last edition.

METRO RANK: 62

Metro Rank: 63

Revenue Rank: 102

McAllen-Brownsville-Harlingen, TX Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 12,500	12,500	13,000	13,400	15,000	14,700	3.3%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	4.8%	\$ 15,400	16,100	17,000	17,800	18,800	5.1%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.88/1,000	\$2.63/1,000	\$2.62/1,000	Local	88%		
Revenue/Capita	\$19.05	\$18.30	\$20.00	National	12%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	656.0	803.2	4.1%	803.2	939.9	3.2%
Households	180.2	216.3	3.7%	216.3	253.4	3.2%
Retail Sales	3,224.3	5,592.2	11.6%	5,592.2	7,171.5	5.1%
EBI	4,400.0	5,999.7	6.4%	5,999.7	8,182.9	6.4%

Metro Counties

Cameron, TX	313.8
Hidalgo, TX	489.4

	803.2

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	387.5	96.7	53.9	38.6	49.9	51.2	35.8	61.4
Women (000)	415.7	93.8	52.4	40.1	54.7	59.2	41.4	74.2
Total	803.2	190.5	106.3	78.6	104.6	110.4	77.2	135.6
Percentage	100.0%	23.7%	13.2%	9.8%	13.0%	13.7%	9.6%	16.9%
Per Capita	\$ 7,470	Median Household		\$19,367	Avg Household		\$27,738	
Ethnic Population:	White 99.1%	Black 0.3%	Asian 0.4%	Hispanic 87.5%				

Market Summary

	Class A	Class B	Class C	Viabie FM's	All FM's	All AM's	Total
# Stations	6		8	8	14	9	23
Tot 12+	6.5		60.1	61.5	66.6	15.7	82.3
Avg 12+	1.1		7.5	7.7	4.8	1.7	3.6
Tot LCS	7.9		73.0	74.7	80.9	19.1	100.0
Avg LCS	1.3		9.1	9.3	5.8	2.1	4.3

Competitive Overview

FM Stations

													Arbitron 12+ Metro Shares (see rights)												
Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96	Arbitron 12+ Metro Shares (see rights)										
												Revenue (000)	Power Ratio		Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995		
* KESO	South Padre Island	C3	92.7 3.0	cp	299	Alternative Bcg Corp	96	9611	140p		Alternative	0.0	0.4	0.4	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0			
KFRQ	Harlingen	C	94.5 100.0	1158	f	Sunburst Media LP	60	9608	5,500	c2	Clsc Rock	1,300	1.08	7.8	4.2	5.6	6.7	5.3	7.8	7.6	4.4	5.8			
KZSP	South Padre Island	A	95.3 2.5	328		KZSP Bcstg Co	90	9504			Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
K11W	Harlingen	C	96.1 100.0	988	b	Heftel Bcstg Corp	75	9702		g1	Tejano	2,200	1.05	13.6	10.1	9.1	9.7	8.5	11.3	9.7	12.4	11.0			
KGBT	McAllen	C	98.5 100.0	997	b	Heftel Bcstg Corp	64	9702		g1	Spanish	600	1.03	3.8	8.4	7.6	6.5	6.3	1.8	1.9	4.9	3.9			
KKPS	Brownsville	C	99.5 100.0	1037	f	Sunburst Media LP	78	9608		c2	Tejano	1,325	0.93	9.3	7.2	7.7	6.5	7.1	7.2	9.3	7.0	7.1			
KTEX	Brownsville	C	100.3 99.0	1125	c	Calendar Bcstg Inc	75	9503	5,100	c1	Country	1,600	1.08	9.6	7.2	6.3	5.8	7.4	7.3	7.7	8.7	7.6			
KVPA	Port Isabel	A	101.1 4.0	cp	361	Trubb, Matthew C	93				Clsc Rock	200	3.25	0.4	0.0	0.0	0.4	0.0	0.5	0.0	0.7	0.0			
KSOX	Raymondville	C2	102.1 18.0	758	a	Clinton, Edgar L	80				Oldies	300	1.30	1.5	1.5	2.3	1.9	2.2	1.5	1.2	1.2	1.1			
KBFH	Edinburg	C	104.1 100.0	1001	c	Calendar Bcstg Inc	72	9105	3,500		CHR	1,700	0.73	15.2	14.0	13.0	11.6	12.3	12.4	12.2	12.3	12.8			
KJAV	Alamo	A	104.9 3.0	259	e	Bernal, Paulino	80	8610	475		Spanish			0.3	0.0	0.7	0.0	0.5	0.0	0.4	0.4	0.2			
KTJX	Mission	A	105.5 3.0	285	d	Trevino, Edgar	85	9305	350		Variety	250	1.01	1.6	2.1	1.7	1.4	1.1	1.1	1.6	1.3	1.1			
KTJN	Mercedes	A	106.3 1.6	650	d	Trevino, Edgar	82	8906	300		Variety	600	0.97	4.0	2.9	3.7	2.4	2.7	2.3	3.1	4.0	3.6			
KVLY	Edinburg	C1	107.9 98.0	719	f	Sunburst Media LP	74	9607	3,175		AC	1,000	0.84	7.7	7.3	8.5	6.9	5.7	6.8	7.6	5.4	5.3			
# FM Stations - 14													# Combos - 11		FM TOTALS		74.8	65.3	66.6	59.8	59.7	60.0	62.3	62.7	59.5

AM Stations

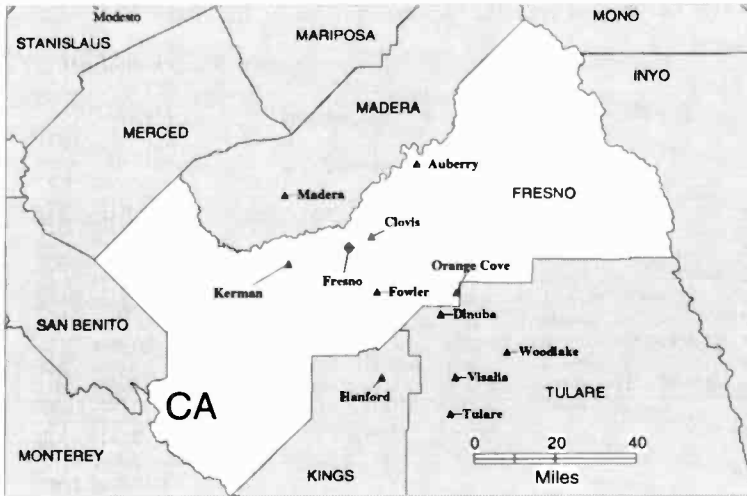
Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96	Arbitron 12+ Metro Shares (see rights)										
												Revenue (000)	Power Ratio		Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995		
KURV	Edinburg	II	710 1.0	0.91		Voice Vally Agricltr	47	8402	1,000		Nws/Tk/Spts	550	1.49	2.4	1.6	2.6	2.5	2.4	2.2	1.4	2.3	1.9			
KVJY	Pharr	II	840 5.0	1.00	c	Calendar Bcstg Inc	89	9503		c1	Easy	100	0.93	0.7	1.5	1.6	0.5	0.4	0.4	0.6	0.0	1.4			
KRIO	McAllen	III	910 5.0	5.00		Rio Grnde Bible Inst	47	8605			Spanish			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KUBR	San Juan	II	1210 10.0	cp 5.00	e	Bernal, Paulino	88				Spanish	200	1.62	0.8	1.2	0.5	0.6	0.9	0.6	0.6	0.6	0.8			
KSOX	Raymondville	IV	1240 1.0	1.00	a	Clinton, Edgar L	57	6909			Sports			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KRGE	Weslaco	III	1290 5.0	5.00		Christian Ministries	26	9101	300		Chrstrn/Span	500	1.25	2.6	1.6	1.8	2.3	1.4	2.2	2.0	2.6	1.8			
KGBT	Harlingen	II	1530 50.0	10.00	b	Heftel Bcstg Corp	41	9702		g1	Spanish	2,300	1.03	14.5	6.2	6.8	10.3	9.3	11.9	13.7	11.0	10.9			
KIRT	Mission	II	1580 1.0	0.30		Gomez Group	57	7008			Spanish	300	0.81	2.4	1.4	1.7	1.7	2.4	1.7	1.7	2.2	2.1			
KBOR	Brownsville	III	1600 1.0	1.00	d	Trevino, Edgar	49	8506	325		Variety	350	1.20	1.9	1.0	0.7	1.4	1.2	1.5	0.7	1.6	2.3			
# AM Stations - 9													# Combos - 5		AM TOTALS		25.3	14.5	15.7	19.3	18.0	20.5	20.7	20.3	21.2
Stations Profiled - 23													# Duopolies - 5		Total Local Commercial Share		79.8	82.3	79.1	77.7	80.5	83.0	83.0	80.7	

* Indicates a change since last edition.

Metro Rank: 64

Revenue Rank: 62

Fresno Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 20,500	21,700	21,500	22,800	25,100	25,800	4.7%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	7.0%	\$ 27,600	28,700	30,100	31,600	33,400	4.9%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.65/1,000	\$4.66/1,000	\$5.22/1,000	Local	75%		
Revenue/Capita	\$30.02	\$33.49	\$40.71	National	25%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	682.9	770.3	2.4%	770.3	820.4	1.3%
Households	226.2	250.4	2.1%	250.4	266.7	1.3%
Retail Sales	4,412.9	5,536.2	4.6%	5,536.2	6,393.4	2.9%
EBI	8,660.2	8,513.2	-0.3%	8,513.2	9,781.8	2.8%

Metro Counties

Fresno, CA	770.3

	770.3

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	382.8	89.1	37.6	39.3	59.5	58.1	40.7	58.6
Women (000)	387.5	85.0	35.0	36.0	57.8	58.2	41.3	74.2
Total	770.3	174.1	72.6	75.3	117.3	116.3	82.0	132.7
Percentage	100.0%	22.6%	9.4%	9.8%	15.2%	15.1%	10.6%	17.2%
Per Capita	\$11,052	Median Household		\$26,012	Avg Household		\$33,998	
Ethnic Population:	White 82.2%	Black 5.5%	Asian 10.8%	Hispanic 39.9%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	3	18		14	21	14	35
Tot 12+	4.4	65.3		60.1	69.7	18.1	87.8
Avg 12+	1.5	3.6		4.3	3.3	1.3	2.5
Tot LCS	5.0	74.4		68.5	79.4	20.6	100.0
Avg LCS	1.7	4.1		4.9	3.8	1.5	2.9

MARKET: Fresno

METRO RANK: 64

Competitive Overview

Some stations also rated in Visalia (106) and Merced (188).

FM Stations

Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price		1996 Revenue (000)	Power Ratio	Avg '96 Local Comm Sh	Arbitron 12+ Metro Shares (see rights)								
									(000)	LMA Format				Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995	
• KZFO	Madera	B	92.1 50.0 cp	492	d	Z Spanish Radio Ntwk	74	9412	775	c3 1	Spanish	300	0.99	1.1	1.6	1.8	1.1	0.8	0.5	1.2	1.0	1.1
KFSO	Visalia	B	92.9 18.0	853	a	Americom	51	8504	1,330		Oldies	2,100	1.46	5.2	5.5	3.7	3.9	4.9	5.2	4.2	4.2	4.5
• KSKS	Fresno	B	93.7 68.0	1910	g	CBS Corporation	46	9709		p g2 2	Country	2,400	1.67	5.2	6.6	4.6	4.9	4.0	5.3	3.5	4.1	5.2
KTAA	Kerman	A	94.3 1.4 cp	492		Hispanic Radio Entrp	90	9607	337		Spanish	225	1.16	0.7	0.0	0.0	0.4	0.5	1.0	0.6	0.3	0.5
• KBOS	Tulare	B	94.9 16.5	850	f	Capstar Bcstg Ptrs	65	9703		p g3	CHR	2,600	0.85	11.1	8.4	8.5	8.2	8.9	10.4	9.8	8.6	9.7
KJFX	Fresno	B	95.7 17.5	850	b	Mondosphere Bcstg	70	9512	3,000	c1	Clsc Rock	900	0.93	3.5	4.0	4.0	2.6	2.7	1.8	3.4	3.8	3.0
KEZL	Fowler	B1	96.7 25.0	328	a	Americom	80	9207	1,000		Smooth Jazz	1,500	1.36	4.0	2.8	3.2	3.3	2.6	3.0	4.2	3.6	3.1
KSEQ	Visalia	B	97.1 17.0	778		Buckley Bcstg Corp	84	8912	1,975		AC	n/a		0.5	0.8	0.5	0.0	0.4	0.6	0.4	0.3	0.5
• KNAK	Fresno	B	97.9 10.5 cp	1076	g	CBS Corporation	49	9709		p g2 2	Country	1,300	1.15	4.1	4.6	4.0	3.2	3.4	3.4	2.6	3.9	4.1
• KSOF	Dinuba	B	98.9 19.0	820	e	Capstar Bcstg Ptrs	75	9705	5,259	p c7	Soft AC	1,200	0.97	4.5	3.5	3.5	3.9	3.6	4.3	3.7	3.6	3.8
KJWL	Fresno	A	99.3 5.0	348		Ostlund, John Edward	94				Adlt Stndrd	650	0.33	7.2	5.2	4.4	6.1	5.7	6.3	7.5	5.9	5.3
KMAK	Orange Cove	A	100.3 0.1	2074		Smith, Richard B.	90				ChrsContemp			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KVSR	Fresno	B	101.1 10.0	1076	g	CBS Corporation	63	9709		p g2 2	AC	250	0.50	1.8	5.5	6.3	5.6	4.5	1.9	1.2	0.9	2.1
• KOQO	Fresno	B	101.9 2.3	1949	g	CBS Corporation	48	9709		p g2 2	Spanish	1,200	1.14	3.8	3.0	3.6	3.5	3.4	2.9	3.4	2.7	4.0
KTHT	Fresno	B	102.7 50.0	499	a	Americom	62	9512	2,200		AC	1,200	0.85	5.1	3.4	4.0	4.5	3.0	5.2	3.8	4.1	4.5
KRZR	Hanford	B	103.7 50.0	499	f	Capstar Bcstg Ptrs	76	9703		p g3	AOR	1,800	1.21	5.4	4.5	4.8	5.2	3.5	4.9	4.9	5.0	4.0
KFRR	Woodlake	B	104.1 17.0	853	b	Mondosphere Bcstg	92				Alternative	650	0.67	3.5	3.1	2.6	2.9	2.8	3.5	3.0	3.4	2.3
KLBN	Auberry	B1	105.1 0.6 cp	1970	c	Lotus Comm Corp	92	9408	1,500		Spanish	1,200	0.66	6.6	3.9	6.0	5.2	5.3	4.9	7.4	7.0	3.7
• KRNC	Fresno	B	105.9 2.4	1959	g	CBS Corporation	79	9709		p g2 2	Spanish	400	0.52	2.8	3.0	3.2	1.7	2.5	2.9	2.2	2.2	2.4
KJUG	Tulare	B	106.7 1.2	2553		Westcoast Bcstg Inc	65	8105	See (106)		Country	n/a		0.2	0.0	0.0	0.0	0.0	0.4	0.4	0.0	0.0
KMPH	Hanford	B	107.5 20.5	784	i	Pappas Telecasting	76	9212	550		News/Talk	325	0.84	1.4	1.3	1.0	1.0	1.5	1.5	1.2	1.1	1.1
													77.7	70.7	69.7	67.2	64.0	69.9	68.6	65.7	64.9	
# FM Stations - 21						# Combos - 16						FM TOTALS										

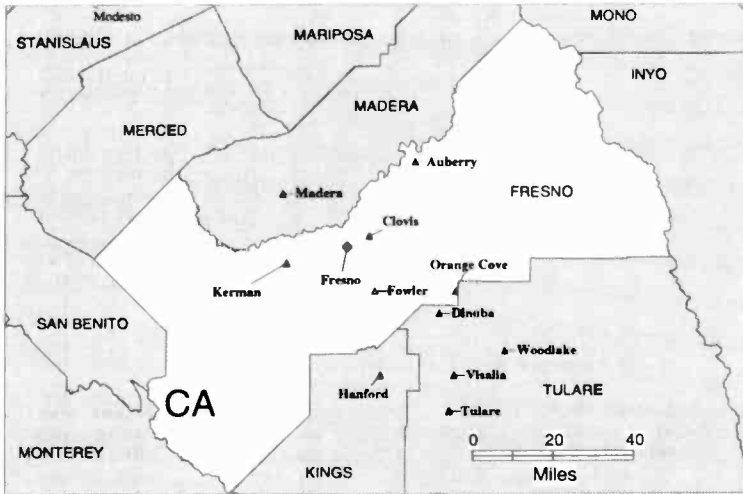
• Indicates a change since last edition.

METRO RANK: 64

Metro Rank: 64

Revenue Rank: 62

Fresno Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 20,500	21,700	21,500	22,800	25,100	25,800	4.7%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	7.0%	\$ 27,600	28,700	30,100	31,600	33,400	4.9%

	1990	1995	2000	Est. Breakout
Revenue/Retail Sales	\$4.65/1,000	\$4.66/1,000	\$5.22/1,000	Local 75%
Revenue/Capita	\$30.02	\$33.49	\$40.71	National 25%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	682.9	770.3	2.4%	770.3	820.4	1.3%
Households	226.2	250.4	2.1%	250.4	266.7	1.3%
Retail Sales	4,412.9	5,536.2	4.6%	5,536.2	6,393.4	2.9%
EBI	8,660.2	8,513.2	-0.3%	8,513.2	9,781.8	2.8%

Metro Counties

Fresno, CA	770.3

	770.3

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	382.8	89.1	37.6	39.3	59.5	58.1	40.7	58.6
Women (000)	387.5	85.0	35.0	36.0	57.8	58.2	41.3	74.2
Total	770.3	174.1	72.6	75.3	117.3	116.3	82.0	132.7
Percentage	100.0%	22.6%	9.4%	9.8%	15.2%	15.1%	10.6%	17.2%
Per Capita	\$11,052	Median Household		\$26,012	Avg Household		\$33,998	
Ethnic Population:	White 82.2%	Black 5.5%	Asian 10.8%	Hispanic 39.9%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	3	18		14	21	14	35
Tot 12+	4.4	65.3		60.1	69.7	18.1	87.8
Avg 12+	1.5	3.6		4.3	3.3	1.3	2.5
Tot LCS	5.0	74.4		68.5	79.4	20.6	100.0
Avg LCS	1.7	4.1		4.9	3.8	1.5	2.9

MARKET: Fresno

METRO RANK: 64

Competitive Overview

Some stations also rated in Visalia (106) and Merced (188).

AM Stations

City of		FCC	Day	Night	Sales		1996		Arbitron 12+ Metro Shares (see rights)																				
Calls	License	Class	Freq	Power (kW)	Power (kW)	C	Owner	Year	Date	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995						
• KMJ	Fresno	111	580	5.0	5.00	g	CBS Corporation	25	9709	p g2 2		Nws/Tk/Spts	5,700	1.75	11.8	8.9	8.6	11.6	13.3	9.6	9.5	11.1	10.6						
• KOQO	Clovis	111	790	5.0	2.50	g	CBS Corporation	77	9709	p g2 2		Spanish	150	0.91	0.6	0.0	0.7	0.2	0.4	0.6	0.2	0.5	0.8						
• KBIF	Fresno	11	900	1.0	0.50		Gore-Overgaard Bcstg	47	9709	900p		Religion			0.3	0.0	0.6	0.0	0.6	0.4	0.3	0.3	0.0						
KFRE	Fresno	11	940	50.0	50.00	i	Pappas Telecasting	37	9512	1,025p		News/Talk	150	0.54	1.0	1.1	1.1	1.2	0.9	0.8	0.5	0.9	1.4						
KEYQ	Fresno	111	980	0.5	0.05		Assoc for Comm Educ	57	9706	200		Oldies	100	3.62	0.1	0.0	0.4	0.0	0.0	0.2	0.2	0.1	0.0						
KRDU	Dinuba	11	1130	5.0	6.20	e	Capstar Bcstg Ptrs	46	9705	p c7		Religion			0.3	0.0	0.4	0.4	0.0	0.5	0.0	0.7	0.0						
KQEQ	Fowler	11	1220	0.3	0.07	h	RAK Comm Inc	62	9108	130		Oldies	350	0.67	1.9	1.2	1.1	1.3	1.6	1.7	1.4	1.8	1.5						
KHOT	Madera	111	1250	0.5	cp 0.50	d	Z Spanish Radio Ntwk	56	9412	c3 1		Spanish			0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0						
KYNO	Fresno	111	1300	5.0	1.00	b	Mondosphere Bcstg	47	9512	c1		Sports	100	0.40	0.9	1.2	0.7	0.5	0.7	0.7	0.7	1.0	0.7						
• KCBL	Fresno	1V	1340	1.0	1.00	f	Capstar Bcstg Ptrs	53	9703	p g3		Sports			0.6	0.5	0.5	0.6	0.7	0.5	0.6	0.5	0.6						
KFIG	Fresno	111	1430	5.0	5.00		Headliner Bcstg Inc	38	9109	1		Spanish	250	0.57	1.6	0.7	1.9	2.7	1.7	1.2	1.7	1.1	1.5						
KIRV	Fresno	11	1510	10.0	0.00		New Life Enterprises	62	7501			Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
KXEX	Fresno	11	1550	5.0	2.50	h	RAK Comm Inc	62	9408	212		Spanish	125	0.57	0.8	0.6	0.6	0.8	0.0	0.5	1.2	0.5	0.6						
KGST	Fresno	111	1600	5.0	5.00	c	Lotus Comm Corp	49	8505	1,764		Spanish	450	0.78	2.1	1.5	1.4	1.2	1.8	1.0	2.4	2.1	1.8						
# AM Stations - 14															# Combos - 10														
Stations Profiled - 35															# Duopolies - 10														
															AM TOTALS														
															Total Local Commercial Share														
															22.0 15.7 18.1 20.5 21.7 17.7 18.7 20.6 19.5														
															86.4 87.8 87.7 85.7 87.6 87.3 86.3 84.4														

• Indicates a change since last edition.

Metro Rank: 65

Revenue Rank: 70

Allentown – Bethlehem Market Overview



Metro Counties

Carbon, PA	59.2
Lehigh, PA	298.2
Northampton, PA	256.7
Warren, NJ	96.5

	710.6

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 15,800	15,700	16,200	17,400	19,400	21,400	6.3%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	3.3%	\$ 22,100	23,100	24,200	25,400	26,700	4.8%
Revenue/Retail Sales	1990	1995	2000	Est. Breakout			
	\$3.04/1,000	\$3.74/1,000	\$4.23/1,000	Local	80%		
Revenue/Capita	\$22.82	\$30.12	\$37.01	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990		1995		2000		Growth Rate	
	1990	1995	1995	2000	1995	2000	Rate	Rate
MSA Population	692.3	710.6	710.6	721.5	0.5%		0.3%	
Households	262.1	270.1	270.1	277.8	0.6%		0.6%	
Retail Sales	5,190.6	5,715.1	5,715.1	6,313.4	1.9%	2.0%		
EBI	9,973.2	11,636.2	11,636.2	13,689.9	3.1%	3.3%		

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	344.7	58.1	27.0	31.0	52.0	57.6	44.1	74.9
Women (000)	365.9	55.2	25.9	30.0	51.8	58.1	45.2	99.6
Total	710.6	113.3	52.9	61.0	103.9	115.7	89.3	174.5
Percentage	100.0%	15.9%	7.4%	8.6%	14.6%	16.3%	12.6%	24.6%
Per Capita	\$16,375	Median Household		\$36,645	Avg Household		\$43,081	
Ethnic Population:	White 96.1%	Black 2.4%	Asian 1.3%	Hispanic 5.2%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	3	5		5	8	11	19
Tot 12+	3.3	47.7		47.7	51.0	14.6	65.6
Avg 12+	1.1	9.5		9.5	6.4	1.3	3.5
Tot LCS	5.0	72.7		72.7	77.7	22.3	100.0
Avg LCS	1.7	14.5		14.5	9.7	2.0	5.3

Competitive Overview

NOTE: Some stations also rated in Wilkes Barre (62) and Reading (130).

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)															
			Freq	(kW)						Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm	Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995							
WZZD	Bethlehem	B	95.1	30.0	630	a	Atlantic Star	46	9311	9,375	1	AOR	4,300	1.31	14.8	9.0	8.2	7.0	9.4	8.7	9.7	11.3	10.1								
WCTO	Easton	B	96.1	50.0	499	b	Citadel Comm Corp	48	9707		g1	Country	3,800	1.32	13.0	8.9	8.9	8.1	10.6	6.7	9.7	9.0	9.6								
WODE	Easton	B	99.9	50.0	449	c	Capstar Bcstg Ptrs	50	9703		p g2	Oldies	3,800	1.26	13.7	11.3	10.0	10.3	7.9	11.5	9.2	8.2	7.8								
• WLEV	Allentown	B	100.7	11.0	1073	b	Citadel Comm Corp	47	9710	23,000	+	Mix AC	1,600	0.56	13.0	8.6	7.0	8.5	8.8	7.0	8.7	10.6	8.7								
WAEB	Allentown	B	104.1	19.4 cp	164	a	Atlantic Star	61	8207	5,500	c1 1	CHR	4,300	1.06	18.3	13.4	13.6	12.6	11.6	13.3	12.7	12.0	11.2								
WMMH	Tamaqua	A	105.5	1.5	469	e	HGF Media Group	65				AC			0.2	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0								
WHCY	Blairstown	A	106.3	0.4	860		Nassau Bcstg Ptrs LP	73	9602	1,925		Country	n/a		1.6	0.4	0.7	0.7	1.1	0.4	0.8	1.7	1.5								
WRNJ	Belvidere	A	107.1	1.2	719	d	Radio New Jersey	92				Country	600	0.60	4.5	2.3	2.6	2.6	1.9	3.6	3.9	1.8	2.7								
																-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----				
		# FM Stations - 8		# Combos - 7				FM TOTALS						79.1		53.9		51.0		49.8		51.3		51.2		55.2		54.6		51.6	

AM Stations

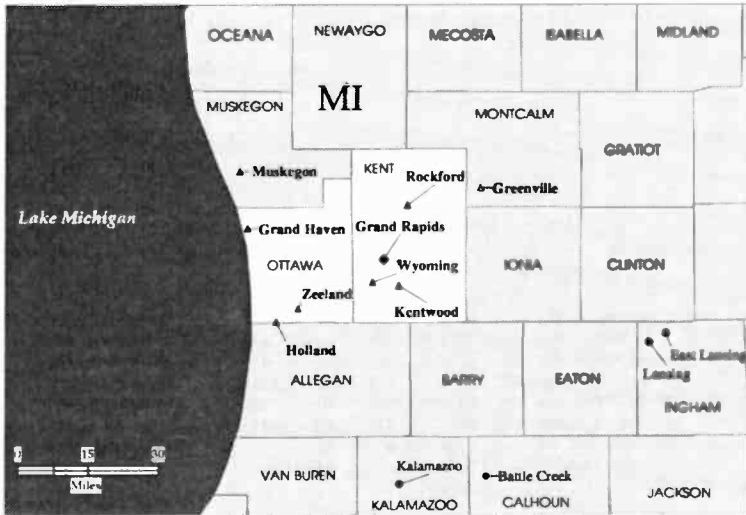
Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)														
			Freq	(kW)	(kW)	Price (000)					LMA	Format	Revenue (000)	Power Ratio	Local Comm	Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995							
WAEB	Allentown	III	790	3.8 cp	1.50	a	Atlantic Star	49	8207		c1 1	Nws/Tk/Spts	2,000	1.19	7.6	3.9	4.0	5.3	5.0	5.2	4.7	5.4	5.1								
WGPA	Bethlehem	II	1100	0.3	0.00		Timmer Bcstg Co	46	9206	100		AC	200	0.70	1.3	0.7	0.6	1.4	1.3	1.1	0.4	1.1	0.9								
WYNS	Lehighton	III	1160	4.0 cp	1.00		Valley Bcstg Co	62				Country	150	0.97	0.7	1.2	1.2	0.6	0.6	0.4	0.3	0.7	0.5								
WEEK	Easton	IV	1230	1.0	1.00	c	Capstar Bcstg Ptrs	56	9703		p g2	Country	200	4.52	0.2	0.3	0.6	0.0	0.8	0.3	0.0	0.0	0.3								
WTKZ	Allentown	III	1320	0.8 cp	0.20		Holt Crnp	48	8809	1,100		Sports	150	1.13	0.6	0.0	0.0	0.3	0.0	0.5	0.3	0.6	0.3								
WEST	Easton	IV	1400	1.0	1.00		Dean, Richard C.	36	9710		sw	Nostalgia	300	0.54	2.5	1.4	2.0	1.7	2.5	1.3	1.3	2.1	2.0								
WLSH	Lansford	III	1410	5.0	1.00	e	HGF Media Group	52	8812	300		Adlt Stndrd	100	1.13	0.4	0.3	1.0	0.0	0.5	0.0	0.3	0.4									
• WKAP	Allentown	III	1470	5.0	5.00	a	Atlantic Star	23	9710	2,130p	1	Nostalgia	400	0.30	6.0	3.8	5.2	3.7	4.1	4.9	3.5	3.5	4.2								
WRNJ	Hackettstown	II	1510	2.5	0.00	d	Radio New Jersey	76				Oldies	200	0.75	1.2	0.8	0.7	0.9	0.4	1.0	1.0	0.4	0.9								
WSRR	Washington	II	1580	4.4 cp	0.50		Star Bcstg	56	8503	650		DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WHOL	Allentown	III	1600	0.5	0.06		Lehigh Valley Bcstg	48	8509	500		ChrsContemp			0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.5	0.0								
																-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----				
		# AM Stations - 11		# Combos - 5				AM TOTALS						20.8		12.4		14.6		14.9		14.7		15.2		11.8		14.6		14.6	
		Stations Profiled - 19		# Duopolies - 3								Total Local Commercial Share				66.3		65.6		64.7		66.0		66.4		67.0		69.2		66.2	

• Indicates a change since last edition.

Metro Rank: 66

Revenue Rank: 58

Grand Rapids, MI Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 25,000	23,000	23,800	26,000	28,200	32,000	5.1%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	-1.6%	\$ 31,500	32,700	34,200	35,900	37,700	4.6%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$2.60/1,000	\$4.30/1,000	\$3.88/1,000	Local	82%		
Revenue/Capita	\$35.91	\$43.25	\$47.84	National	18%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	696.2	739.8	1.2%	739.8	788.0	1.3%
Households	247.3	263.4	1.3%	263.4	285.5	1.6%
Retail Sales	9,623.8	7,433.3	-5.0%	7,433.3	9,704.6	5.5%
EBI	5,588.8	11,523.6	15.6%	11,523.6	14,880.4	5.2%

Metro Counties

Kent, MI	527.6
Ottawa, MI	212.2

	739.8

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	361.1	77.2	32.4	35.1	60.6	58.7	40.7	56.5
Women (000)	378.7	74.1	30.9	36.8	60.2	59.9	42.4	74.4
Total	739.8	151.3	63.3	71.9	120.7	118.6	83.1	130.8
Percentage	100.0%	20.5%	8.6%	9.7%	16.3%	16.0%	11.2%	17.7%
Per Capita	\$15,577	Median Household		\$37,267	Avg Household		\$43,750	
Ethnic Population:	White 91.3%	Black 6.6%	Asian 1.4%	Hispanic 3.9%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	4	12		10	16	14	30
Tot 12+	7.9	61.9		57.6	69.8	14.3	84.1
Avg 12+	2.0	5.2		5.8	4.4	1.0	2.8
Tot LCS	9.4	73.6		68.5	83.0	17.0	100.0
Avg LCS	2.4	6.1		6.8	5.2	1.2	3.3

MARKET: Grand Rapids, MI

METRO RANK: 66

Competitive Overview

Some stations also rated in Kalamazoo (171).

FM Stations

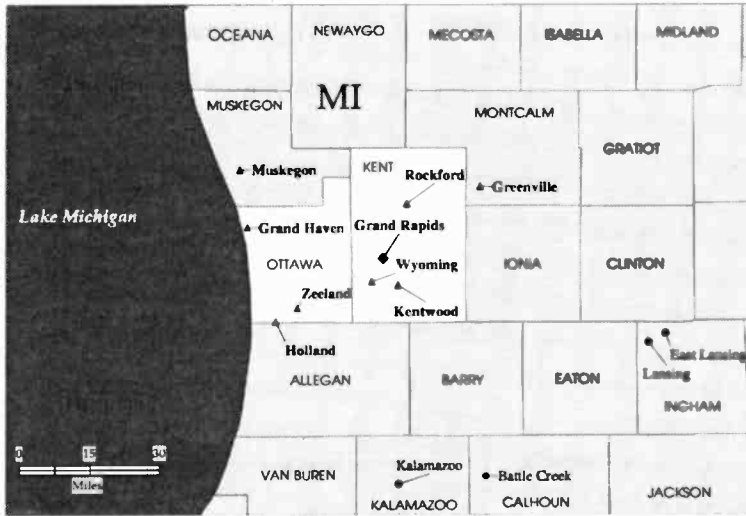
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96 Local Comm Sh	Arbitron 12+ Metro Shares (see rights)										
													Revenue (000)	Power Ratio		Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995			
WGHN	Grand Haven	A	92.1	3.0	246	g	WGHN Inc	69	8312	430	c1	AC	5,100	1.36	0.8	0.3	1.1	0.4	0.2	0.7	0.7	1.0	0.2			
WBCT	Grand Rapids	B	93.7	320.0	781	f	Clear Channel Comm	51	9604	42,250	c3	Country	2,400	1.27	11.9	7.9	7.0	8.3	6.5	10.2	10.2	8.8	10.1			
WKLO	Holland	B	94.5	50.0	499	a	Bloomington Bcstg	61	8309	1,500		Rock	5,000	2.12	6.0	3.6	4.3	4.0	5.0	5.2	5.0	3.8	5.7			
WLHT	Grand Rapids	B	95.7	40.0	551	e	Capstar Bcstg Ptrs	62	9703		p g1	AC	500	0.88	7.5	5.4	5.4	6.4	5.6	5.3	6.6	6.4	6.4			
WVTI	Holland	B	96.1	50.0	492	f	Clear Channel Comm	62	9703	4,100		AC	3,500	1.21	1.8	2.7	3.2	2.8	1.7	1.7	1.8	1.3	1.2			
WLAV	Grand Rapids	B	96.9	50.0	489	a	Bloomington Bcstg	47	9402	2,900	c2	Clsc Rock	2,700	1.07	9.2	9.8	11.6	8.3	7.5	7.3	7.0	7.8	8.3			
WGRD	Grand Rapids	B	97.9	13.0	591	e	Capstar Bcstg Ptrs	62	9703		p g1	Modern Rock	550	0.65	8.0	7.5	5.9	6.3	6.9	7.7	6.5	6.8	5.5			
WFGR	Grand Rapids	A	98.7	2.8	492	i	Haith Bcstg Corp	92				Classical	1,000	1.09	2.7	2.5	1.7	2.9	2.8	1.9	1.9	2.7	2.4			
WJQK	Zeeland	A	99.3	4.7	371	c	Lanser Bcstg Corp	71	8612	844		ChrsContemp	250	0.42	2.9	2.8	2.9	2.7	2.4	2.5	2.7	2.8	1.6			
WQFN	Walker	A	100.5	3.0 cp	328		Capstar Bcstg Ptrs	93	9708	1,900		Soft AC	1,100	0.73	1.9	3.8	2.2	1.8	1.5	1.4	2.1	1.7	1.2			
WCUZ	Grand Rapids	B	101.3	25.5 cp	702	f	Clear Channel Comm	65	9604		p g2	Country	450		4.8	2.8	3.8	4.7	4.8	4.5	3.5	4.6	3.4			
• WMRR	Muskegon Heights	B1	101.7	12.0	305	i	Goodrich Radio Mktg	74				Clsc Rock			0.0	0.4	0.3	0.3	0.5	0.6	0.0	0.0	0.0			
WFUR	Grand Rapids	B	102.9	50.0	492	d	Kuiper Stations	60				Religion	1,200	0.54	2.2	1.8	1.1	2.0	1.4	2.0	1.6	1.7	1.9			
WSNX	Muskegon	B	104.5	32.0	620	i	Goodrich Radio Mktg	71	8602	1,100	c4	CHR	2,800	0.98	7.1	7.4	7.2	6.0	5.4	6.0	6.1	5.4	5.9			
WOOD	Grand Rapids	B	105.7	265.0	810	f	Clear Channel Comm	62	9604		c3	AC			9.1	5.0	6.3	7.0	7.5	7.5	7.7	7.5	7.3			
WMUS	Muskegon	B	106.9	15.5	367	h	Gtr Muskegon Bcstr	62				Country	1,600	0.91	3.1	2.2	2.1	1.9	2.8	2.4	2.4	2.8	2.8			
WODJ	Greenville	B	107.3	50.0	492	i	Goodrich Radio Mktg	62	8908	2,790		Oldies			5.6	4.2	4.0	4.3	4.2	4.9	4.5	4.5	4.7			
													# FM Stations - 17	# Combos - 15		FM TOTALS		84.6	70.1	70.1	70.1	66.7	71.8	70.3	69.6	68.6

• Indicates a change since last edition.

Metro Rank: 66

Revenue Rank: 58

Grand Rapids, MI Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 25,000	23,000	23,800	26,000	28,200	32,000	5.1%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	-1.6%	\$ 31,500	32,700	34,200	35,900	37,700	4.6%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$2.60/1,000	\$4.30/1,000	\$3.88/1,000	Local	82%		
Revenue/Capita	\$35.91	\$43.25	\$47.84	National	18%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	696.2	739.8	1.2%	739.8	788.0	1.3%
Households	247.3	263.4	1.3%	263.4	285.5	1.6%
Retail Sales	9,623.8	7,433.3	-5.0%	7,433.3	9,704.6	5.5%
EBI	5,588.8	11,523.6	15.6%	11,523.6	14,880.4	5.2%

Metro Counties

Kent, MI	527.6
Ottawa, MI	212.2

	739.8

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	361.1	77.2	32.4	35.1	60.6	58.7	40.7	56.5
Women (000)	378.7	74.1	30.9	36.8	60.2	59.9	42.4	74.4
Total	739.8	151.3	63.3	71.9	120.7	118.6	83.1	130.8
Percentage	100.0%	20.5%	8.6%	9.7%	16.3%	16.0%	11.2%	17.7%
Per Capita	\$15,577	Median Household		\$37,267	Avg Household		\$43,750	
Ethnic Population:	White 91.3%	Black 6.6%	Asian 1.4%	Hispanic 3.9%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	4	12		10	16	14	30
Tot 12+	7.9	61.9		57.6	69.8	14.3	84.1
Avg 12+	2.0	5.2		5.8	4.4	1.0	2.8
Tot LCS	9.4	73.6		68.5	83.0	17.0	100.0
Avg LCS	2.4	6.1		6.8	5.2	1.2	3.3

Competitive Overview

Some stations also rated in Kalamazoo (171).

AM Stations

Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96 Local Comm Sh	Arbitron 12+ Metro Shares (see rights)								
				Power (kW)	Power (kW)								Revenue (000)	Power Ratio		Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995	
WMFN	Zeeland	II	640	1.2	0.23	b	Cook-Media II LLC	90	9602			Sports			0.5	0.8	0.5	0.6	0.5	0.5	0.7	0.4	0.0	
WMJH	Rockford	II	810	3.6	0.00	b	Cook-Media II LLC	65	9602	1,745		Nostalgia			0.7	3.3	3.2	2.3	2.0	1.8	0.4	0.0	0.0	
WMUS	Muskegon	II	1090	1.0	0.00	h	Gtr Muskegon Bcstr	47				Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	
WKWM	Kentwood	II	1140	5.0	0.00	i	Goodrich Radio Mktg	78	9610	200		Urban	250	0.33	2.4	2.4	1.1	1.4	2.0	1.5	1.8	1.4	3.2	
WTKG	Grand Rapids	IV	1230	1.0	1.00	f	Clear Channel Comm	45	9604			Talk	275	1.09	0.8	0.4	0.3	0.8	0.6	0.7	0.7	1.0	0.3	
WWJQ	Zeeland	III	1260	10.0	cp 1.00	c	Lanser Bcstg Corp	56	8309	950		Inspiration			0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	
WOOD	Grand Rapids	III	1300	5.0	5.00	f	Clear Channel Comm	24	9604			Nws/Tk/Spts	2,800	1.03	8.6	7.3	7.3	6.8	7.9	7.5	6.9	7.4	6.8	
WBBL	Grand Rapids	IV	1340	1.0	1.00	a	Bloomington Bcstg	40	9402			Sports	100	1.06	0.3	0.7	0.0	0.3	0.9	0.0	0.4	0.6	0.0	
WGHN	Grand Haven	III	1370	0.5	0.00	g	WGHN Inc	56	8312			AC			0.1	0.1	0.0	0.0	0.1	0.1	0.1	0.1	0.1	
WRCV	Grand Rapids	III	1410	1.0	0.05	e	Capstar Bcstg Ptrs	47	9703			Country			0.0	0.7	0.5	0.0	0.0	0.0	0.1	0.0	0.0	
WHTC	Holland	IV	1450	1.0	1.00		Holland Comm LLC	48				FullService	200	0.49	1.3	0.9	0.9	0.8	0.9	1.0	1.0	0.9	1.4	
WGVU	Kentwood	III	1480	2.0	5.00		Grand Valley St Univ	54	9204	1,000		News/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WYGR	Wyoming	II	1530	0.5	0.00		WYGR Bcstg MI GP	64	8903	135		Big Band			0.7	0.0	0.5	0.3	0.0	0.3	0.3	1.4	0.3	
WFUR	Grand Rapids	II	1570	1.0	0.31	d	Kuiper Stations	47	5003			Religion			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	
				# AM Stations - 14		# Combos - 11						AM TOTALS				15.6	16.9	14.3	13.3	14.9	13.4	12.4	13.5	12.4
				Stations Profiled - 31		# Duopolies - 8						Total Local Commercial Share				87.0	84.4	83.4	81.6	85.2	82.7	83.1	81.0	

* Indicates a change since last edition.

Metro Rank: 67

Revenue Rank: 102

Akron, OH Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 12,000	12,000	12,100	12,800	13,900	13,700	2.7%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	12.4%	\$ 15,400	16,100	16,900	17,900	18,800	5.1%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$2.77/1,000	\$2.10/1,000	\$2.33/1,000	Local	90%		
Revenue/Capita	\$18.22	\$20.07	\$26.71	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	658.6	682.7	0.7%	682.7	703.8	0.6%
Households	249.7	261.0	0.9%	261.0	273.7	1.0%
Retail Sales	4,335.2	6,523.1	8.5%	6,523.1	8,052.6	4.3%
EBI	8,656.7	10,329.2	3.6%	10,329.2	12,598.8	4.1%

Metro Counties

Portage, OH	150.7
Summit, OH	532.0

	682.7

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	329.3	58.8	28.1	34.0	49.5	54.6	40.4	64.0
Women (000)	353.4	56.2	26.7	35.4	51.1	56.8	43.2	84.1
Total	682.7	114.9	54.7	69.4	100.5	111.4	83.6	148.1
Percentage	100.0%	16.8%	8.0%	10.2%	14.7%	16.3%	12.3%	21.7%
Per Capita	\$15,130	Median Household		\$32,170	Avg Household		\$39,575	
Ethnic Population:	White 88.1%	Black 10.5%	Asian 1.1%	Hispanic 0.6%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1	3		4	4	5	9
Tot 12+	4.9	19.3		24.2	24.2	6.0	30.2
Avg 12+	4.9	6.4		6.1	6.1	1.2	3.4
Tot LCS	16.2	63.9		80.1	80.1	19.9	100.0
Avg LCS	16.2	21.3		20.0	20.0	4.0	11.1

MARKET: Akron, OH

METRO RANK: 67

Competitive Overview

Some stations also rated in Cleveland (22) and Canton (120).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales Price	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)												
Calls	License	Class	Freq	(kW)									Std	Acq	(000)	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	Summer	Spring	Winter
WQMX	Medina	B	94.9	16.2	879	a	Rubber City Radio	60	8806	4,600		Country	3,200	0.91	22.9	8.2	7.5	6.9	6.9	7.5	6.5	6.7	7.2						
WKDD	Akron	B	96.5	50.0	440	c	Barnstable Bcstg Inc	50	8308	5,300	c1	AC	4,000	1.38	18.8	4.9	5.4	6.6	5.0	6.0	5.8	5.7	5.4						
WONE	Akron	B	97.5	12.0	889	a	Rubber City Radio	47	9312	9,300	c2	Clsc Rock	3,600	1.12	20.9	6.3	6.4	7.0	6.1	6.8	7.1	6.2	5.4						
WNIR	Kent	A	100.1	2.0	390	b	Media Comm	62	7100			News/Talk	2,500	0.90	18.0	6.0	4.9	5.5	6.3	6.1	4.9	5.7	5.3						
# FM Stations -		4		# Combos -		4		FM TOTALS				80.6		25.4		24.2		26.0		24.3		26.4		24.3		24.3		23.3	

AM Stations

City of		FCC	Day Power		Night Power	C	Owner	Year	Date	Sales Price	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)												
Calls	License	Class	Freq	(kW)	(kW)								Std	Acq	(000)	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	Summer	Spring	Winter
WHLO	Akron	II	640	5.0	0.50		Salem Comm Corp	44	9701		g	ChrsContemp	250	1.62	1.0	0.0	0.0	0.3	0.4	0.4	0.0	0.5	0.3						
WCUE	Cuyahoga Falls	III	1150	5.0	0.50		Family Stations Inc	50	8610		nc	Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
WTOU	Akron	III	1350	5.0	5.00	c	Barnstable Bcstg Inc	25	8308		c1	AC	300	0.48	4.1	1.2	1.5	0.9	1.3	1.2	1.9	1.0	0.9						
WJMP	Kent	II	1520	1.0	0.00	b	Media Comm	64	7106			Diverse			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
WAKR	Akron	III	1590	5.0	5.00	a	Rubber City Radio	40	9312		c2	Nws/Spts/Tk	1,500	0.68	14.4	4.0	4.5	4.0	4.3	4.9	3.2	4.9	4.6						
# AM Stations -		5		# Combos -		3		AM TOTALS				19.5		5.2		6.0		5.2		6.0		6.5		5.1		6.4		5.8	
Station# Profiled -		9		# Duopolies -		1		Total Local Commercial Share				30.6		30.2		31.2		30.3		32.9		29.4		30.7		29.1			

Metro Rank: 68

Revenue Rank: 67

Knoxville, TN Market Overview



Metro Counties

Anderson, TN	71.7
Blount, TN	97.5
Knox, TN	364.9
Loudon, TN	36.7
Sevier, TN	60.9
Union, TN	15.1

	646.8

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 16,500	17,000	17,500	18,000	19,700	21,900	5.8%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.9%	\$ 23,200	24,400	25,700	27,000	28,600	5.4%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.47/1,000	\$2.79/1,000	\$2.73/1,000	Local	88%		
Revenue/Capita	\$27.98	\$33.86	\$40.91	National	12%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	589.7	646.8	1.9%	646.8	699.1	1.6%
Households	232.8	257.5	2.0%	257.5	283.1	1.9%
Retail Sales	4,759.4	7,855.8	10.5%	7,855.8	10,477.2	5.9%
EBI	7,521.1	9,877.0	5.6%	9,877.0	12,985.5	5.6%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	311.1	50.8	26.0	31.7	47.0	52.6	42.5	60.5
Women (000)	335.7	48.7	24.8	30.9	48.2	55.1	44.6	83.3
Total	646.8	99.5	50.8	62.7	95.2	107.7	87.1	143.9
Percentage	100.0%	15.4%	7.8%	9.7%	14.7%	16.7%	13.5%	22.2%
Per Capita	\$15,271	Median Household		\$29,408	Avg Household		\$38,357	
Ethnic Population:	White 92.6%	Black 6.2%	Asian 0.9%	Hispanic 0.5%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	10		6	8	16	19	35
Tot 12+	21.1		58.6	73.7	79.7	9.1	88.8
Avg 12+	2.1		9.8	9.2	5.0	0.5	2.5
Tot LCS	23.8		66.0	83.0	89.8	10.2	100.0
Avg LCS	2.4		11.0	10.4	5.6	0.5	2.9

Competitive Overview

FM Stations

													Arbitron 12+ Metro Shares (see rights)												
Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)									
												Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995			
WMST	Karns	A	93.1	2.4	512	e	88	9707		sw	CHR/Dance	950	0.50	8.2	9.0	8.5	6.5	7.5	8.0	7.7	7.2	6.0			
WLIL	Lenoir City	A	93.5	6.0	164	h	67				Country	0.2		0.2	0.0	0.0	0.5	0.0	0.6	0.0	0.0	0.0			
WNFZ	Oak Ridge	A	94.3	2.5	cp 515	d	67	9304	508		CHR	400	0.66	2.6	2.1	1.7	2.0	2.4	1.6	2.1	3.5	2.0			
WYFC	Clinton	A	95.3	0.5	669		66	8908	400		Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WGAP	Maryville	A	95.7	3.0	328	f	90	9701			Country	300	0.86	1.5	1.2	1.3	1.7	1.0	1.6	1.8	1.2	0.8			
WJBZ	Seymour	A	96.3	2.9	479		90				Religion	350	0.52	2.9	2.8	2.5	3.7	3.1	2.5	2.3	2.4	3.1			
WJXB	Knoxville	C	97.5	96.0	1296	b	67				AC/Oldies	3,300	1.29	11.0	10.8	11.7	11.2	11.0	10.0	8.3	10.4	9.7			
• WXVO	Oliver Springs	C3	98.7	8.0	cp 571	a	89	9702	1,500	1	Country			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3			
• WNOX	Loudon	A	99.1	6.0	328	a	89	9702	400	1	News/Talk	300	0.68	1.9	2.1	1.2	1.8	1.6	1.1	2.8	1.5	1.3			
WOKI	Oak Ridge	C	100.3	100.0	2001		74	9707		p na 1	Country	1,700	1.06	6.9	4.2	4.2	4.5	4.7	6.2	5.4	5.1	7.6			
WMYU	Sevierville	C1	102.1	15.0	1978	e	61	9707		sw	Oldies	1,750	0.95	7.9	6.6	7.3	6.9	10.0	9.2	8.6	4.8	5.1			
WIMZ	Knoxville	C	103.5	100.0	1723	b	49	9304	3,500	c2	Clsc Rock	3,000	1.20	10.8	11.1	11.2	10.1	11.1	8.9	9.0	10.0	10.0			
WQBB	Knoxville	A	104.5	2.8	486	g	91				Adlt Stndrd	700	0.60	5.0	4.6	4.1	4.9	3.6	4.7	3.8	4.5	4.4			
WXST	Loudon	A	105.3	6.0	328		91	9702	550		Oldies	250	0.72	1.5	1.2	1.0	1.2	0.7	1.1	1.5	1.6	1.2			
WDLY	Gatlinburg	A	105.5	0.5	1056	c	83	9005	715	c1	Country			1.5	1.1	0.8	1.1	0.5	1.4	1.1	1.3	1.6			
WIVK	Knoxville	C	107.7	91.0	2054	a	65			1	Country	8,400	1.34	27.1	22.4	24.2	20.1	20.0	21.5	24.5	24.2	24.7			
# FM Stations - 16													# Combos - 12		FM TOTALS		89.1	79.2	79.7	76.2	77.2	78.4	78.9	77.7	77.8

• Indicates a change since last edition.

Metro Rank: 68

Revenue Rank: 67

Knoxville, TN Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 16,500	17,000	17,500	18,000	19,700	21,900	5.8%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.9%	\$ 23,200	24,400	25,700	27,000	28,600	5.4%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.47/1,000	\$2.79/1,000	\$2.73/1,000	Local	88%		
Revenue/Capita	\$27.98	\$33.86	\$40.91	National	12%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	589.7	646.8	1.9%	646.8	699.1	1.6%
Households	232.8	257.5	2.0%	257.5	283.1	1.9%
Retail Sales	4,759.4	7,855.8	10.5%	7,855.8	10,477.2	5.9%
EBI	7,521.1	9,877.0	5.6%	9,877.0	12,985.5	5.6%

Metro Counties

Anderson, TN	71.7
Blount, TN	97.5
Knox, TN	364.9
Loudon, TN	36.7
Sevier, TN	60.9
Union, TN	15.1

	646.8

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	311.1	50.8	26.0	31.7	47.0	52.6	42.5	60.5
Women (000)	335.7	48.7	24.8	30.9	48.2	55.1	44.6	83.3
Total	646.8	99.5	50.8	62.7	95.2	107.7	87.1	143.9
Percentage	100.0%	15.4%	7.8%	9.7%	14.7%	16.7%	13.5%	22.2%
Per Capita	\$15,271	Median Household		\$29,408	Avg Household		\$38,357	
Ethnic Population:	White 92.6%	Black 6.2%	Asian 0.9%	Hispanic 0.5%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	10		6	8	16	19	35
Tot 12+	21.1		58.6	73.7	79.7	9.1	88.8
Avg 12+	2.1		9.8	9.2	5.0	0.5	2.5
Tot LCS	23.8		66.0	83.0	89.8	10.2	100.0
Avg LCS	2.4		11.0	10.4	5.6	0.5	2.9

Competitive Overview

AM Stations

City of		FCC	Day	Night	Sales		1996		Avg '96	Arbitron 12+ Metro Shares (see rights)																	
Calls	License	Class	Freq	Power (kW)	Power (kW)	C	Owner	Year	Date	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall				
Std	Acq														Comm Sh	1997	1997	1996	1996	1996	1996	1995	1995				
WRJZ	Knoxville	III	620	5.0	5.00		Tennessee Media	27	8611	300		Religion			1.3	0.9	1.1	1.2	0.7	1.2	1.2	1.1	1.2				
● WTNN	Farragut	II	670	2.5	0.00		670 Inc	88	9709		p nc	Talk			0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0				
WLIL	Lenoir City	II	730	1.0	0.21	h	Wilkerson Bcstg Grp	50				Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WMEN	Knoxville	II	760	2.4	0.00		Moffit, Thomas H	95	9412	18	cp	DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WVOL	Knoxville	II	850	50.0	0.00	a	Dick Bcstg Co Inc	53	9610	200	1	News	100	0.62	0.7	0.9	0.5	1.0	0.8	0.7	0.5	0.4	0.7				
WKXV	Knoxville	II	900	1.0	0.26		Knoxville Ra-Tel	53	8403	280	e	Gospel			0.1	0.7	0.0	0.4	0.3	0.0	0.4	0.0	0.0				
WSEV	Sevierville	III	930	5.0	0.15	c	Dollywood Bcstg Co	55	9005		c1	Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
● WNOX	Knoxville	II	990	10.0	10.00	a	Dick Bcstg Co Inc	21	8806	450	1	News/Talk	1,400	1.10	5.5	3.8	3.5	5.5	5.5	4.6	5.3	4.5	5.0				
WQBB	Powell	II	1040	10.0	3.00	g	Sequoyah Comm Inc	84	8803	225		Talk	100	0.86	0.5	0.0	0.6	0.8	0.3	0.0	0.7	0.4	0.7				
WKCE	Seymour	II	1120	0.5	cp 0.00	i	Morgan Bcstg Co	89				Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WHJM	Knoxville	II	1180	10.0	cp 0.00	i	Morgan Bcstg Co	88				Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WIMZ	Knoxville	IV	1240	1.0	1.00	b	South Central Comm	41	9302		c2	Sports/Talk			0.2	0.7	0.6	0.0	0.6	0.5	0.0	0.1	0.0				
WATO	Oak Ridge	III	1290	5.0	0.50		WATO Inc	48				Nws/Tk/Spts			0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0				
WVGN	Knoxville	IV	1340	1.0	1.00		Triple S Enterprises	46	9111	50		Urban AC	200	0.62	1.4	1.5	1.2	1.4	1.4	1.1	1.3	1.8	0.7				
WYSH	Clinton	III	1380	1.0	cp 0.08		Clinton Bcstrs Inc	60	9104		st	Country			0.4	0.0	0.4	0.6	0.0	0.4	0.0	0.4	0.6				
WGAP	Maryville	IV	1400	1.0	1.00	f	Plumlee, H & Calkin, J	47	8211	538		Country			0.7	0.5	0.6	0.5	0.6	0.6	0.5	0.5	0.8				
WEMG	Knoxville	III	1430	5.0	0.00		Bcst Media of Knxvle	60				DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WITA	Knoxville	IV	1490	1.0	1.00		F.W. Robbert Bcstg	60	8310	675		Religion			0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0				
WDMF	Knoxville	II	1580	5.0	0.00		Church Point Ministr	61	9004	150		DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
# AM Stations - 19															# Combos - 9		AM TOTALS		10.8	9.0	9.1	11.8	10.5	9.1	9.9	9.2	9.7
Stations Profiled - 35															# Duopolies - 6		Total Local Commercial Share		88.2	88.8	88.0	87.7	87.5	88.8	86.9	87.5	

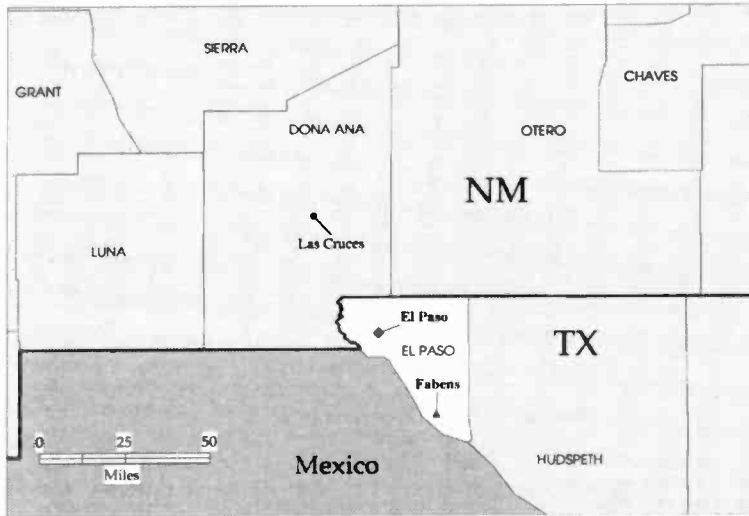
● Indicates a change since last edition.



Metro Rank: 69

Revenue Rank: 83

El Paso, TX Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 13,400	12,500	13,500	14,500	15,500	16,600	4.4%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.0%	\$ 17,600	18,400	19,300	20,200	21,400	5.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.76/1,000	\$3.23/1,000	\$3.35/1,000	Local	85%		
Revenue/Capita	\$22.24	\$23.97	\$27.48	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	602.6	692.5	2.8%	692.5	778.8	2.4%
Households	181.8	205.2	2.5%	205.2	231.9	2.5%
Retail Sales	3,561.7	5,145.4	7.6%	5,145.4	6,381.4	4.4%
EBI	5,372.9	6,632.6	4.3%	6,632.6	8,365.3	4.8%

Metro Counties

El Paso, TX	692.5

	692.5

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	337.3	78.0	39.5	37.3	52.4	48.8	34.3	46.9
Women (000)	355.2	74.4	38.9	35.5	54.3	53.2	39.4	59.6
Total	692.5	152.4	78.4	72.8	106.7	102.0	73.7	106.5
Percentage	100.0%	22.0%	11.3%	10.5%	15.4%	14.7%	10.6%	15.4%
Per Capita	\$ 9,578	Median Household		\$24,430	Avg Household		\$32,322	
Ethnic Population:	White 94.2%	Black 4.0%	Asian 1.4%	Hispanic 76.3%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	1		10	9	11	9	20
Tot 12+	0.0		69.5	69.5	69.5	12.0	81.5
Avg 12+	0.0		7.0	7.7	6.3	1.3	4.1
Tot LCS	0.0		85.3	85.3	85.3	14.7	100.0
Avg LCS	0.0		8.5	9.5	7.8	1.6	5.0

Competitive Overview

FM Stations

										Arbitron 12+ Metro Shares (see rights)														
City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales Price	1996 Revenue	1996 Power	Avg '96 Local	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995			
Calls	License	Class	Freq	(kW)																		Std	Acq	(000)
KOFX	El Paso	C	92.3	100.0	1860	f	Magic Media Inc	78	9409	3,000				4.8	5.8	6.4	6.1	6.1	6.0	5.4	5.4			
KSII	El Paso	C	93.1	98.0	1422	a	Ferrari Bcstg Inc	75	9705	4,500p				6.4	7.2	5.5	6.3	5.9	6.9	6.2	4.5			
KINT	El Paso	C	93.9	96.0	1421	b	Entravision Comm Co	75	9706		g3	Tejano	800	3.5	3.8	3.8	4.0	3.9	5.0	5.2	5.6			
KSET	El Paso	C	94.7	97.0	1191	f	Magic Media Inc	58	9309	2,700				2.3	2.2	2.4	1.9	1.8	1.9	1.8	2.5			
KLAQ	El Paso	C	95.5	88.0	1391	a	Ferrari Bcstg Inc	78	9705	4,500p				14.2	9.1	9.1	9.5	11.6	11.1	11.8	11.2			
KHEY	El Paso	C	96.3	88.0	1391	c	Clear Channel Comm	74	9607		g1	Country	2,000	4.3	6.4	5.4	6.7	4.5	5.4	5.5	7.7			
KBNA	El Paso	C	97.5	100.0	1089	d	Heftel Bcstg Corp	69	9702		g2	Spanish	3,100	12.2	12.4	16.6	13.3	14.2	12.0	11.9	12.3			
KROL	Las Cruces	C	99.5	100.0	1024	g	McClatchey Bcstg	94	9512	120				0.4	0.6	0.0	0.4	0.4	0.5	0.4	0.0			
KTSM	El Paso	C	99.9	87.0	1821	e	Comm Corp of America	62	9708		g4	Soft AC	1,500	6.9	7.0	7.2	8.6	7.5	7.2	8.5	7.2			
KPRR	El Paso	C	102.1	100.0	1191	c	Clear Channel Comm	69	9607		g1	CHR	2,100	13.8	15.6	15.4	14.8	14.3	15.2	14.4	14.3			
KPAS	Fabens	A	103.1	3.0	299		Felder, Algie A	79	8606	375				0.2	0.0	0.4	0.0	0.0	0.6	0.0	0.0			
# FM Stations - 11													# Combos - 10											
													FM TOTALS											
													86.8	69.0	69.5	72.2	71.6	70.2	71.8	71.1	70.7			

AM Stations

										Arbitron 12+ Metro Shares (see rights)														
City of		FCC	Day Power	Night Power	HAAT	C	Owner	Year	Date	Sales Price	1996 Revenue	1996 Power	Avg '96 Local	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995			
Calls	License	Class	(kW)	(kW)																		Std	Acq	(000)
KROD	El Paso	III	600	5.0	5.00	a	Ferrari Bcstg Inc	40	9705	750p				1.1	1.4	1.0	1.5	2.4	1.5	1.7	2.9			
KHEY	El Paso	II	690	10.0	10.00	c	Clear Channel Comm	47	9607		g1	Country	200	0.4	0.0	0.4	0.4	0.0	0.4	0.5	0.8			
KAMA	El Paso	II	750	10.0	1.00	d	Heftel Bcstg Corp	72	9702		g2	Spanish	300	0.5	1.3	0.7	0.4	1.1	1.3	1.1	1.6			
KBNA	El Paso	III	920	1.0	0.36	d	Heftel Bcstg Corp	47	9702		g2	Spanish	300	1.1	2.3	1.4	1.2	1.6	1.8	2.8	1.4			
KFNA	El Paso	II	1060	10.0	0.00		K-FINA Results Inc	85	9102	100				0.3	0.0	0.5	0.6	0.0	0.6	0.0	0.5			
KSVE	El Paso	III	1150	5.0	0.38	b	Entravision Comm Co	58	9706		g3	Tejano	150	0.6	0.8	1.1	0.3	0.6	1.4	1.4	0.4			
KVIV	El Paso	IV	1340	1.0	cp 1.00		Spanish Chrstn Bcstg	49	9505	550				0.4	1.6	0.9	1.9	1.2	0.3	0.6	0.0			
KTSM	El Paso	III	1380	5.0	0.50	e	Comm Corp of America	29	9708		g4	News/Talk	950	4.6	3.5	4.1	4.6	3.4	2.5	2.6	3.0			
KELP	El Paso	III	1590	5.0	cp 0.12	g	McClatchey Bcstg	59	8401	590				0.6	0.6	0.4	0.4	0.4	0.8	0.8	0.0			
# AM Stations - 9													# Combos - 7											
													AM TOTALS											
													13.2	9.3	12.0	10.6	10.7	11.3	10.0	11.5	10.6			
Stations Profiled - 20													# Duopolies - 4											
													Total Local Commercial Share											
													78.3	81.5	82.8	82.3	81.5	81.8	82.6	81.3				

Metro Rank: 70

Revenue Rank: 74

Syracuse, NY Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 20,300	19,000	19,000	19,000	20,500	20,700	0.4%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.3%	\$ 21,800	22,800	23,900	25,100	26,400	4.9%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.17/1,000	\$3.77/1,000	\$4.32/1,000	Local	80%		
Revenue/Capita	\$30.71	\$31.05	\$40.23	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	661.0	666.6	0.2%	666.6	656.3	-0.3%
Households	244.3	247.3	0.2%	247.3	246.8	0.0%
Retail Sales	4,863.4	5,496.4	2.5%	5,496.4	6,117.0	2.2%
EBI	9,462.6	8,980.4	-1.0%	8,980.4	10,070.1	2.3%

Metro Counties

Madison, NY	72.0
Onondaga, NY	469.0
Oswego, NY	125.6

	666.6

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	322.6	60.3	26.8	36.9	50.3	51.2	38.2	58.9
Women (000)	344.0	57.8	25.9	37.1	50.7	53.3	40.4	78.9
Total	666.6	118.1	52.7	74.0	101.0	104.4	78.6	137.7
Percentage	100.0%	17.7%	7.9%	11.1%	15.2%	15.7%	11.8%	20.7%
Per Capita	\$13,472	Median Household		\$30,690	Avg Household		\$36,314	
Ethnic Population:	White 91.2%	Black 6.6%	Asian 1.4%	Hispanic 1.6%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	9	11		8	20	13	33
Tot 12+	18.2	46.0		51.1	64.2	16.6	80.8
Avg 12+	2.0	4.2		6.4	3.2	1.3	2.4
Tot LCS	22.5	56.9		63.2	79.5	20.5	100.0
Avg LCS	2.5	5.2		7.9	4.0	1.6	3.0

MARKET: Syracuse, NY

METRO RANK: 70

Competitive Overview

Some stations also rated in Ithaca (254) and Utica (142).

FM Stations

Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
												Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995	
WSEN	Baldwinsville	B	92.1 25.0	299	b	Buckley Bcstg Corp	67	8008	700	c1	Oldies	1,400	0.78	8.2	6.4	6.2	6.7	7.3	7.8	6.8	6.2	5.0	
WNTQ	Syracuse	B	93.1 97.0	659	f	Pilot Comm LLC	56	9602	12,500	c2	CHR	3,500	1.16	13.8	8.7	8.0	9.2	10.2	9.2	10.9	10.4	13.0	
WYYY	Syracuse	B	94.5 100.0	650	d	Cox Radio Inc	46	9704		g1	AC	4,500	1.97	10.5	6.6	6.6	6.9	7.1	6.8	9.7	7.1	9.5	
WKLL	Frankfort	B	94.9 34.0 cp	568	e	Radio Corp	90	9004	See (142)		AOR	n/a		0.5	0.5	0.0	0.0	0.5	0.6	0.0	0.3	0.7	
WAQX	Manlius	B1	95.7 25.0	328	f	Pilot Comm LLC	78	9008	3,875		AOR	2,600	1.57	7.6	7.1	5.8	5.2	6.6	6.5	6.6	4.6	6.3	
WOLF	Oswego	A	96.7 3.0	328	h	WOLF Radio Inc	90	9709	80		DARK			0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	
WTKW	Bridgeport	A	99.5 5.7	338	e	Radio Corp	92	9408	100		Clsc Rock	900	0.78	5.3	4.2	4.2	3.7	3.5	4.4	4.8	3.4	4.2	
WKRL	N. Syracuse	A	100.9 6.0	164	e	Radio Corp	72	9402	1,375	c3	Modern Rock	750	0.61	5.6	4.8	3.6	3.9	3.4	4.8	4.9	3.7	4.2	
WSCP	Pulaski	A	101.7 2.5	364	a	Tri-County Bcstg	87	9506	170	c4	Country	200	0.71	1.3	0.9	1.0	1.3	0.5	0.8	1.1	1.2	1.0	
WRDS	Phoenix	A	102.1 6.0	220		Short Bcstg Co Inc	95				Urban AC	300	0.38	3.6	2.6	4.3	3.3	3.0	4.3	2.4	2.9	1.9	
WMHR	Syracuse	B	102.9 20.0	781		Mars Hill Bcstg	69				Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WFRG	Utica	B	104.3 100.0	495		Forever Bcstg Inc	48	9406	See (142)		Country	n/a		2.2	2.2	1.9	2.0	1.5	1.5	1.7	1.7	1.9	
WBBS	Fulton	B	104.7 50.0 cp	479	d	Cox Radio Inc	61	9704		g1	Country	2,500	1.03	11.1	9.7	11.5	10.8	9.1	9.6	7.8	10.3	7.4	
WVOA	DeRuyter	B	105.1 42.0	541	h	WOLF Radio Inc	48	9611	900		Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WTKV	Oswego	A	105.5 4.0 cp	397	c	Radio Corp	73	9512	466	c5	Clsc Rock			0.7	0.8	0.8	0.8	0.8	0.7	0.8	0.7	0.0	
WLTI	Syracuse	A	105.9 4.0 cp	200	f	Pilot Comm LLC	96	9612	2,000		Soft AC	200	1.31	0.7	3.5	3.9	4.6	4.2	1.3	1.1	0.0	0.0	
WMCR	Oneida	A	106.3 1.7 cp	719	g	Warren Bcstg Co Inc	72				MOR			0.3	0.0	0.1	0.2	0.3	0.1	0.7	0.0	0.0	
WKRH	Minetto	A	106.5 5.0	328	e	Radio Corp	96				Modern Rock			0.0	0.5	0.3	0.3	0.2	0.0	0.0	0.0	0.0	
WHCD	Auburn	B	106.9 13.8	942		Salt City Comm	49	9707	See (254)		Smooth Jazz	n/a		0.3	0.5	0.8	0.6	0.3	0.7	0.3	0.0	0.0	
WWHT	Syracuse	B	107.9 50.0	499	d	Cox Radio Inc	58	9606	4,500	c6	CHR	300	0.40	3.4	6.6	5.2	4.8	3.4	2.4	2.8	3.1	2.4	
												75.2	65.6	64.2	64.3	61.9	61.5	62.7	55.6	57.5			

FM Stations - 20

Combos - 16

FM TOTALS

* Indicates a change since last edition.

METRO RANK: 70

Metro Rank: 70

Revenue Rank: 74

Syracuse, NY Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 20,300	19,000	19,000	19,000	20,500	20,700	0.4%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.3%	\$ 21,800	22,800	23,900	25,100	26,400	4.9%

	1990	1995	2000	Est. Breakout
Revenue/Retail Sales	\$4.17/1,000	\$3.77/1,000	\$4.32/1,000	Local 80%
Revenue/Capita	\$30.71	\$31.05	\$40.23	National 20%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	661.0	666.6	0.2%	666.6	656.3	-0.3%
Households	244.3	247.3	0.2%	247.3	246.8	0.0%
Retail Sales	4,863.4	5,496.4	2.5%	5,496.4	6,117.0	2.2%
EBI	9,462.6	8,980.4	-1.0%	8,980.4	10,070.1	2.3%

Metro Counties

Madison, NY	72.0
Onondaga, NY	469.0
Oswego, NY	125.6

	666.6

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	322.6	60.3	26.8	36.9	50.3	51.2	38.2	58.9
Women (000)	344.0	57.8	25.9	37.1	50.7	53.3	40.4	78.9
Total	666.6	118.1	52.7	74.0	101.0	104.4	78.6	137.7
Percentage	100.0%	17.7%	7.9%	11.1%	15.2%	15.7%	11.8%	20.7%
Per Capita	\$13,472	Median Household		\$30,690	Avg Household		\$36,314	
Ethnic Population:	White 91.2%	Black 6.6%	Asian 1.4%	Hispanic 1.6%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	9	11		8	20	13	33
Tot 12+	18.2	46.0		51.1	64.2	16.6	80.8
Avg 12+	2.0	4.2		6.4	3.2	1.3	2.4
Tot LCS	22.5	56.9		63.2	79.5	20.5	100.0
Avg LCS	2.5	5.2		7.9	4.0	1.6	3.0

Competitive Overview

Some stations also rated in Ithaca (254) and Utica (142).

AM Stations

City of		FCC	Day	Night	Sales		1996	Arbitron 12+ Metro Shares (see rights)														
Calls	License	Class	Freq	Power (kW)	Power (kW)	C	Owner	Year	Date	Price	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
								Std	Acq	(000)	(000)	Ratio	Comm Sh	1997	1997	1996	1996	1996	1996	1995	1995	
WSYR	Syracuse	III	570	5.0	5.00	d	Cox Radio Inc	22	9704		3,500	1.24	13.0	7.6	8.4	9.1	9.5	8.9	8.4	12.3	11.3	
WHEN	Syracuse	III	620	5.0	1.00	d	Cox Radio Inc	41	9606		300	0.55	2.5	1.6	1.2	1.5	2.7	1.9	1.8	1.8	2.3	
WFBL	Baldwinsville	II	1050	2.5	0.02	b	Buckley Bcstg Corp	59	8008		350	0.30	5.4	2.6	3.3	2.9	3.4	4.4	3.8	4.7	4.1	
WSCP	Sandy Creek	II	1070	2.5	0.00	a	Tri-County Bcstg	74	9506				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WTLA	N. Syracuse	II	1200	1.0	1.00	e	Radio Corp	59	9402		50	0.13	1.7	1.7	1.6	1.7	1.5	1.0	1.4	1.6	1.5	
WNSS	Syracuse	III	1260	5.0	5.00	f	Pilot Comm LLC	46	9602		250	1.64	0.7	1.2	1.6	1.0	1.9	1.6	0.3	0.3	0.0	
WZZZ	Fulton	III	1300	1.0	0.00		Zinkhann, David	49	9412	150			0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.6	0.0	
WTLB	Utica	III	1310	5.0	0.50	e	Radio Corp	46	9409	See (142)	n/a		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	
WDCW	Syracuse	III	1390	5.0	5.00		Crawford Bcstg Co	22	9307	425			0.3	0.0	0.0	0.0	0.5	0.5	0.3	0.3	0.0	
WSGO	Oswego	III	1440	1.0	0.05	c	Radio Corp	60	9512				0.2	0.7	0.3	0.3	0.5	0.5	0.3	0.0	0.0	
WOLF	Syracuse	II	1510	50.0	0.00	h	WOLF Radio Inc	40	8210	428	100	0.76	0.6	0.3	0.0	0.0	0.0	0.0	0.0	1.3	0.6	
WSIV	E. Syracuse	II	1540	1.0	0.00		WOLF Radio Inc	55	9609	p c1			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WMCR	Oneida	III	1600	1.0	0.02	g	Warren Bcstg Co Inc	56	6901				0.1	0.0	0.2	0.1	0.0	0.2	0.1	0.0	0.0	
# AM Stations - 13													# Combos - 10									
Stations Profiled - 33													# Duopolies - 10									
													AM TOTALS									
													Total Local Commercial Share									
													24.8 15.7 16.6 16.6 20.0 19.3 16.4 23.0 19.8									
													81.3 80.8 80.9 81.9 80.8 79.1 78.6 77.3									

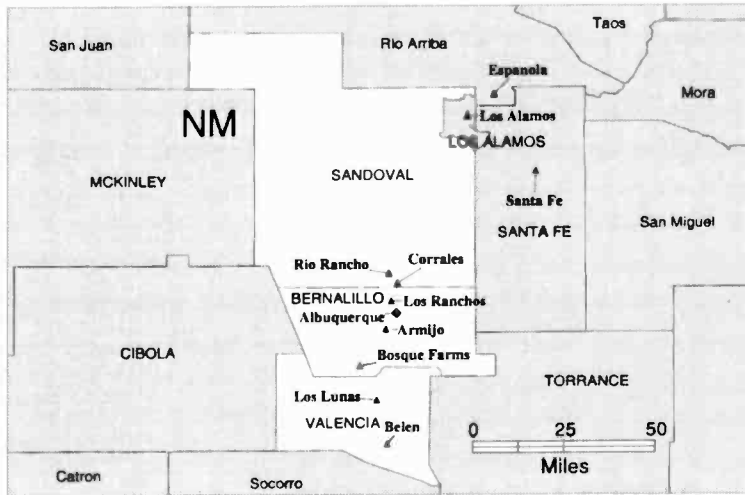
* Indicates a change since last edition.



Metro Rank: 71

Revenue Rank: 55

Albuquerque, NM Market Overview



Metro Counties

Bernalillo, NM	526.1
Sandoval, NM	81.5
Valencia, NM	58.0

	665.6

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 18,000	16,700	17,500	20,300	25,200	29,100	10.1%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	13.1%	\$ 32,900	34,800	37,100	39,300	41,900	6.2%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.23/1,000	\$4.37/1,000	\$4.70/1,000	Local	82%		
Revenue/Capita	\$29.83	\$43.72	\$58.04	National	18%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	603.5	665.6	2.0%	665.6	721.9	1.6%
Households	227.1	250.2	2.0%	250.2	274.7	1.9%
Retail Sales	4,259.4	6,666.2	9.4%	6,666.2	8,921.1	6.0%
EBI	7,273.2	9,573.5	5.6%	9,573.5	12,843.9	6.1%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	327.3	65.6	28.2	28.9	55.7	57.2	38.7	52.9
Women (000)	338.3	63.0	27.1	28.6	54.7	58.0	41.0	65.9
Total	665.6	128.6	55.3	57.5	110.4	115.1	79.8	118.8
Percentage	100.0%	19.3%	8.3%	8.6%	16.6%	17.3%	12.0%	17.9%
Per Capita	\$14,383	Median Household		\$30,833	Avg Household		\$38,263	
Ethnic Population:	White 90.5%	Black 2.9%	Asian 1.7%	Hispanic 39.5%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	2		19	12	21	15	36
Tot 12+	5.4		67.1	59.6	72.5	17.4	89.9
Avg 12+	2.7		3.5	5.0	3.5	1.2	2.5
Tot LCS	6.0		74.6	66.3	80.6	19.4	100.0
Avg LCS	3.0		3.9	5.5	3.8	1.3	2.8

MARKET: Albuquerque, NM

METRO RANK: 71

Competitive Overview

Some stations also rated in Santa Fe (233).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year Date		Sales Price		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
Calls	License	Class	Freq	(kW)				Std	Acq	(000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995
KRST	Albuquerque	C	92.3	22.0	4160	c	Citadel Comm Corp	65	9610	g		Country	5,100	1.37	11.3	11.1	10.3	10.5	10.1	9.9	10.8	9.0	10.3
KYBR	Espanola	C2	92.9	50.0	cp 203	c	Garcia, Richard L	81	9506		50	Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KKDB	Albuquerque	C	93.3	20.0	4150	c	Citadel Comm Corp	67	9403	9,000	c8	AC	4,000	1.84	6.6	4.1	4.7	5.2	4.7	6.1	6.2	4.4	6.7
KZRR	Albuquerque	C	94.1	22.5	4131	a	Trumper Comm Inc	61	9610	8,000	c5	AOR	1,900	1.38	4.2	5.3	5.5	5.8	4.1	3.2	4.5	4.1	3.2
• KBFG	Santa Fe	C1	95.5	19.0	cp 1850	e	Amer General Media	65	9609	3,500	c1	Country	600		0.0	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0
KHFM	Albuquerque	C	96.3	20.0	4134	c	Citadel Comm Corp	54	9605	5,725	c2	Classical	1,000	0.58	5.2	5.0	4.4	4.4	4.4	4.3	4.3	4.7	5.0
KKSS	Santa Fe	C	97.3	94.0	1877		SunGroup Inc	69	8604	1,840	e	CHR	1,500	0.61	7.5	5.6	8.1	5.8	7.7	7.8	6.4	6.4	6.0
• KLVO	Belen	C1	97.7	100.0	860	e	Amer General Media	83	9710		p d3	Spanish	800	0.66	3.7	3.2	2.9	2.2	2.6	4.0	2.8	3.6	2.8
KABG	Los Alamos	C	98.5	100.0	cp 1906	e	Amer General Media	56	9609		c1	AAA	400	0.87	1.4	1.0	0.8	1.3	1.0	1.1	1.6	1.3	1.1
KMGA	Albuquerque	C	99.5	22.5	4131	c	Citadel Comm Corp	63	9403	1,500	c4	AC	2,600	1.44	5.5	4.3	4.4	4.7	3.9	4.7	4.9	4.8	5.0
KPEK	Albuquerque	C	100.3	22.5	4111	a	Trumper Comm Inc	74	9607	7,400	c1	AC	1,200	1.18	3.1	4.8	4.6	3.7	2.6	2.3	2.9	2.3	3.4
KEZF	Albuquerque	A	101.3	6.0	328	d	Simmons Family Inc	94	9610	849		NAC	250	0.40	1.9	0.6	1.2	3.9	2.8	1.8	1.9	1.3	1.7
KZKL	Rio Rancho	A	101.7	3.0	98	d	Simmons Family Inc	85	9606		st 1	Oldies	1,800	1.19	4.6	5.0	4.2	3.9	4.7	3.6	4.5	4.4	3.7
K10T	Los Lunas	C	102.5	17.0	cp 4160	d	Simmons Family Inc	93	9508	1,600	1	70s Oldies	1,400	0.97	4.4	4.1	4.7	4.2	5.1	3.8	2.9	4.6	4.4
KTBL	Albuquerque	C	103.3	20.0	4187	c	Citadel Comm Corp	87	9604	5,000		Country	1,200	0.85	4.3	3.2	5.3	3.5	3.9	3.6	3.4	4.4	3.9
KLSK	Santa Fe	C	104.1	100.0	1877	a	Trumper Comm Inc	84	9610		c5	Clsc Rock	1,000	0.84	3.6	3.1	2.7	2.4	3.0	4.2	2.7	3.3	2.5
KEXT	Bosque Farms	C1	104.7	100.0	cp 843	b	Continental Bcstg	95	9504		na	Spanish			0.7	0.8	0.4	0.6	0.0	0.5	0.5	0.8	0.6
KRZN	Santa Fe	C	105.1	100.0	1936	d	Simmons Family Inc	85	9606		st 1	Hot AC	300	0.61	1.5	2.2	1.7	1.5	1.8	1.0	1.0	1.0	2.4
KRZY	Santa Fe	C	105.9	100.0	1936	f	EXCL Comm Inc	83	9609		na	Spanish	600	0.52	3.5	1.1	1.1	1.2	2.1	2.7	2.8	3.8	3.2
• KYLZ	Los Lunas	C1	106.3	100.0	859	e	Amer General Media	95	9710		p d3	CHR/Dance	400	1.35	0.9	3.4	1.5	1.1	1.0	1.8	0.8	0.5	0.0
KNKT	Armiijo	C3	107.1	20.0	cp 364		Calvary Chapel Inc	88	9410			Christian			1.2	1.1	0.5	0.7	0.8	0.8	1.4	1.0	0.9
KTEG	Albuquerque	C	107.9	22.5	4131	a	Trumper Comm Inc	79	9607		c1	Modern Rock	1,200	0.78	4.7	3.8	3.5	4.6	3.9	3.6	3.6	5.7	3.8
# FM Stations - 22		# Combos - 19		FM TOTALS		79.8		73.1		72.5		71.2		70.5		70.8		69.9		71.4		70.6	

• Indicates a change since last edition.

METRO RANK: 71

Metro Rank: 71

Revenue Rank: 55

Albuquerque, NM Market Overview



Metro Counties

Bernalillo, NM	526.1
Sandoval, NM	81.5
Valencia, NM	58.0

	665.6

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 18,000	16,700	17,500	20,300	25,200	29,100	10.1%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	13.1%	\$ 32,900	34,800	37,100	39,300	41,900	6.2%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.23/1,000	\$4.37/1,000	\$4.70/1,000	Local 82%			
Revenue/Capita	\$29.83	\$43.72	\$58.04	National 18%			

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	603.5	665.6	2.0%	665.6	721.9	1.6%
Households	227.1	250.2	2.0%	250.2	274.7	1.9%
Retail Sales	4,259.4	6,666.2	9.4%	6,666.2	8,921.1	6.0%
EBI	7,273.2	9,573.5	5.6%	9,573.5	12,843.9	6.1%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	327.3	65.6	28.2	28.9	55.7	57.2	38.7	52.9
Women (000)	338.3	63.0	27.1	28.6	54.7	58.0	41.0	65.9
Total	665.6	128.6	55.3	57.5	110.4	115.1	79.8	118.8
Percentage	100.0%	19.3%	8.3%	8.6%	16.6%	17.3%	12.0%	17.9%
Per Capita	\$14,383	Median Household		\$30,833	Avg Household \$38,263			
Ethnic Population:	White 90.5%	Black 2.9%	Asian 1.7%	Hispanic 39.5%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	2		19	12	21	15	36
Tot 12+	5.4		67.1	59.6	72.5	17.4	89.9
Avg 12+	2.7		3.5	5.0	3.5	1.2	2.5
Tot LCS	6.0		74.6	66.3	80.6	19.4	100.0
Avg LCS	3.0		3.9	5.5	3.8	1.3	2.8

MARKET: Albuquerque, NM

METRO RANK: 71

Competitive Overview

Some stations also rated in Santa Fe (233).

AM Stations

City of		FCC	Day	Night	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)												
License	Class	Freq	Power (kW)	Power (kW)	C	Owner	Year	Date	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
Std	Acq	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)
KZSS	Albuquerque	III	610	5.0	5.00	a	Trumper Comm Inc	28	9610		c5	Talk			0.1	0.7	0.3	0.3	0.2	0.1	0.0	0.2	0.0
XDAZ	Albuquerque	II	730	1.0	0.08		Pan American Bcstg	59	6506			ChrsContemp			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KKOB	Albuquerque	II	770	50.0	50.00	c	Citadel Comm Corp	22	9403		c8	FullService	4,400	1.47	9.1	8.2	8.5	10.1	9.2	7.8	8.3	7.8	8.3
KARS	Belen	II	860	1.3	0.19	e	Amer General Media	61	9710		p d3	Spanish	300	1.82	0.5	0.3	0.3	0.5	0.0	0.6	0.6	0.7	0.0
KHTL	Albuquerque	III	920	0.6	0.50	c	Citadel Comm Corp	47	9403		c4	Talk	200	0.87	0.7	0.4	0.4	0.4	0.9	0.6	0.7	0.7	0.5
KKIM	Albuquerque	II	1000	10.0	0.04	e	Amer General Media	72	9710		p d3	Chrstrn Talk	250	3.80	0.2	0.0	0.0	0.0	0.3	0.0	0.3	0.3	0.0
KNML	Los Ranchos	II	1050	1.0	0.50	c	Citadel Comm Corp	87	9605		c2	Sports	100	0.61	0.5	0.7	0.7	0.9	0.6	0.5	0.5	0.3	0.5
KDEF	Albuquerque	III	1150	5.0	0.50		RAMH Corp	53	9507	125		Sports	150	1.14	0.4	0.4	0.3	0.0	0.0	0.5	0.5	0.5	0.0
KXKS	Albuquerque	II	1190	10.0	0.02	b	Continental Bcstg	69	8206	325		Spanish	200	0.68	0.9	0.3	0.7	1.0	1.1	1.1	0.6	1.1	0.4
KALY	Los Ranchos	IV	1240	1.0	1.00		Septien & Associates	82	9205	482		Spanish	200	0.51	1.2	0.7	0.5	0.5	1.2	1.5	0.9	1.2	0.8
KIVA	Corrales	III	1310	5.0	0.50	d	Simmons Family Inc	85	9606		st 1	Nostalgia	375	0.22	5.2	3.0	3.5	4.7	4.8	5.5	5.0	3.4	4.5
KABQ	Albuquerque	III	1350	5.0	0.50	b	Continental Bcstg	47	9609	100		Tejano	100	0.76	0.4	0.4	0.5	0.0	0.4	0.3	0.5	0.0	0.6
KRZY	Albuquerque	IV	1450	1.0	1.00	f	EXCL Comm Inc	56	9609		na 1	Spanish	350	0.97	1.1	0.9	1.7	0.9	1.1	1.0	0.8	1.0	1.2
KHTZ	Albuquerque	II	1520	1.0	0.00	a	Trumper Comm Inc	71	9607		c1	Children			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KZKL	Albuquerque	II	1580	10.0	0.06	d	Simmons Family Inc	56	9606		st 1	Oldies			0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0
# AM Stations - 15														# Combos - 12		AM TOTALS							
Stations Profiled - 37														# Duopolies - 14		Total Local Commercial Share							
																89.2 89.9 90.5 90.3 90.4 88.6 88.6 87.4							

* Indicates a change since last edition.

METRO RANK: 71

Metro Rank: 72

Revenue Rank: 59

Omaha – Council Bluffs Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 20,500	20,900	21,600	23,400	26,400	28,700	7.0%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	9.5%	\$ 31,500	32,900	34,600	36,300	38,500	5.2%

	1990	1995	2000	Est. Breakout
Revenue/Retail Sales	\$4.36/1,000	\$4.12/1,000	\$4.14/1,000	Local 85%
Revenue/Capita	\$33.00	\$44.28	\$57.33	National 15%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	621.3	648.7	0.9%	648.7	671.5	0.7%
Households	233.6	242.8	0.8%	242.8	253.8	0.9%
Retail Sales	4,700.4	6,969.2	8.2%	6,969.2	9,307.6	6.0%
EBI	9,527.3	11,473.7	3.8%	11,473.7	15,138.3	5.7%

Metro Counties

Pottawattamie, IA	83.2
Douglas, NE	435.2
Sarpy, NE	112.5
Washington, NE	17.8

	648.7

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	315.9	64.6	29.1	28.2	52.9	52.6	37.4	51.0
Women (000)	332.8	61.7	27.7	29.3	53.0	54.9	38.8	67.4
Total	648.7	126.3	56.8	57.5	105.9	107.6	76.2	118.5
Percentage	100.0%	19.5%	8.8%	8.9%	16.3%	16.6%	11.7%	18.3%
Per Capita	\$17,687	Median Household		\$39,142	Avg Household		\$47,256	
Ethnic Population:	White 89.2%	Black 8.9%	Asian 1.3%	Hispanic 3.1%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	2		12	9	14	9	23
Tot 12+	3.8		63.2	59.7	67.0	22.1	89.1
Avg 12+	1.9		5.3	6.6	4.8	2.5	3.9
Tot LCS	4.3		70.9	67.0	75.2	24.8	100.0
Avg LCS	2.2		5.9	7.4	5.4	2.8	4.3

MARKET: Omaha - Council Bluffs

METRO RANK: 72

Competitive Overview

Some stations also rated in Lincoln (169).

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96 Local Comm Sh	Arbitron 12+ Metro Shares (see rights)									
													Revenue (000)	Power Ratio		Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995		
KEZO	Omaha	C	92.3	100.0	1211	a	Journal Bcst Group	61	9412	9,000	c3	Rock	3,700	1.34	8.8	8.4	8.2	8.6	8.2	8.9	7.2	8.2	7.1		
KTNP	Bennington	A	93.3	3.6	427	e	Triathlon Bcstg	91	9604	2,700		AC	700	0.93	2.4	2.8	2.6	2.5	4.4	2.7	2.4	2.3	1.3		
WOW	Omaha	C	94.1	100.0	1184	b	Great Empire Bcstg	59				Country	2,900	1.14	8.1	6.4	6.4	6.8	7.0	5.5	5.8	7.7	10.1		
KEFM	Omaha	C	96.1	100.0	1411		Webster Comm	76				AC	2,800	1.22	7.3	5.8	6.1	6.1	6.6	6.0	6.5	7.8	5.7		
KOSJ	Nebraska City	C1	97.7	100.0	981	a	Journal Bcst Group	77	9701	5,000		NAC	1,200	1.23	3.1	2.1	3.0	4.0	1.6	2.5	3.1	2.0	3.6		
KKQK	Council Bluffs	C	98.5	100.0	1175	c	Mitchell Bcstg Co	69				CHR	3,000	1.14	8.4	7.4	6.4	7.4	8.0	7.3	8.7	7.9	5.8		
KGOR	Omaha	C	99.9	115.0	1230	e	Triathlon Bcstg	59	9705	39,000	c2	Oldies	2,900	1.02	9.0	7.9	8.0	6.5	6.5	7.9	8.0	8.3	8.0		
KGBI	Omaha	C	100.7	100.0	1161		Grace University	66				Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KISP	Blair	C3	101.5	7.3 cp	597		Sunrise Bcstg Corp	79	9001		al	Country			0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0		
KGDE	Lincoln	C	101.9	100.0	1132	c	Mitchell Bcstg Co	58	9504	1,700		Alternative	1,100	0.78	4.5	3.8	4.2	4.6	3.8	5.1	3.9	3.6	3.4		
KXKT	Glenwood	C	103.7	100.0 cp	1014	e	Triathlon Bcstg	66	9604	8,125		Country	2,600	0.81	10.2	8.6	7.8	10.2	9.3	10.0	9.0	8.7	8.6		
* KESY	Omaha	C	104.5	100.0	1086	a	Journal Bcst Group	72	9709		p c1	Soft Rock	650	0.54	3.8	4.4	4.5	4.2	4.0	2.8	3.1	3.3	4.5		
KKCO	Omaha	C2	105.9	50.0	486	a	Journal Bcst Group	90	9501	3,500		Clsc Rock	1,800	0.97	5.9	6.9	8.1	5.7	4.8	4.7	6.5	5.2	4.4		
KOTD	Plattsmouth	A	106.9	6.0	328	d	Platte Bcstg Co	93				MOR	400	0.71	1.8	1.2	1.2	1.4	1.6	2.2	1.2	1.2			
# FM Stations - 14													# Combos - 11		FM TOTALS		73.3	65.7	67.0	67.8	65.6	65.0	66.4	66.2	63.8

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96 Local Comm Sh	Arbitron 12+ Metro Shares (see rights)									
													Revenue (000)	Power Ratio		Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995		
WOW	Omaha	III	590	5.0	5.00	b	Great Empire Bcstg	23	8309	1,900		Country	1,100	0.95	3.7	2.4	2.5	4.3	2.6	3.3	2.4	3.0	4.4		
KCRO	Omaha	II	660	1.0	0.00		RadiOmaha Inc	22	7904			Christian			0.6	0.6	0.5	0.4	0.0	0.7	0.0	0.5	0.8		
KOTD	Plattsmouth	II	1020	1.0	0.00	d	Platte Bcstg Co	70				MOR			0.8	0.7	0.5	0.0	0.4	0.5	0.4	1.4	0.4		
KFAB	Omaha	I	1110	50.0	50.00	e	Triathlon Bcstg	24	9705		c2	News/Talk	4,200	1.35	9.9	6.9	7.8	6.5	7.8	6.5	8.0	9.8	11.1		
KOIL	Bellevue	II	1180	25.0 cp	1.00	c	Mitchell Bcstg Co	87				Nostalgia	250	0.20	3.9	4.0	3.2	3.1	3.3	3.1	3.1	3.5	4.1		
KKAR	Omaha	III	1290	5.0	5.00	c	Mitchell Bcstg Co	76	9308	470		News/Talk	1,650	1.07	4.9	4.3	4.0	2.9	6.6	4.4	4.7	4.7	3.7		
* KBBX	Omaha	III	1420	1.0	0.33	a	Journal Bcst Group	57	9709		p c1	Urban/Olds	250	0.42	1.9	0.7	1.8	2.0	2.6	3.3	1.5	0.7	1.2		
KOSR	Omaha	IV	1490	1.0	1.00	a	Journal Bcst Group	42	9412		c3	Sports	250	0.79	1.0	1.3	1.8	0.8	1.9	1.4	0.6	0.9	0.6		
KLNG	Council Bluffs	II	1560	1.0	0.00		Wilkins Comm Network	47	8906	250		Religion			0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0		
# AM Stations - 9													# Combos - 7		AM TOTALS		26.7	20.9	22.1	20.0	25.6	23.2	20.7	24.5	26.3
Stations Profiled - 23													# Duopolies - 7		Total Local Commercial Share		86.6	89.1	87.8	91.2	88.2	87.1	90.7	90.1	

Docket 80-90 Allocations: 97.3, C3, Blair

* Indicates a change since last edition.

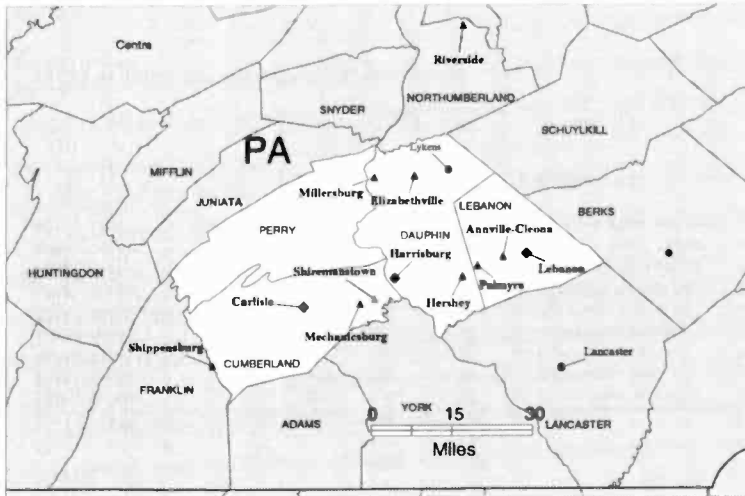
METRO RANK: 72



Metro Rank: 73

Revenue Rank: 64

Harrisburg-Lebanon-Carlisle, PA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 15,500	15,900	16,500	19,800	21,800	23,100	8.3%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	4.8%	\$ 24,200	25,200	26,500	27,900	29,400	5.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.14/1,000	\$3.89/1,000	\$4.07/1,000	Local	82%		
Revenue/Capita	\$26.20	\$37.57	\$46.61	National	18%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

			Growth		Growth	
	1990	1995	Rate	1995	2000	Rate
MSA Population	591.5	614.8	0.8%	614.8	630.7	0.5%
Households	227.6	237.1	0.8%	237.1	246.8	0.8%
Retail Sales	4,938.3	5,943.9	3.8%	5,943.9	7,226.5	4.0%
EBI	8,964.8	10,231.8	2.7%	10,231.8	12,531.8	4.1%

Metro Counties

Cumberland, PA	206.7
Dauphin, PA	247.7
Lebanon, PA	116.8
Perry, PA	43.6

	614.8

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	298.1	50.2	24.5	27.9	45.1	51.4	38.3	60.8
Women (000)	316.7	47.2	23.2	28.4	45.0	51.7	40.0	81.2
Total	614.8	97.4	47.7	56.3	90.1	103.0	78.4	141.9
Percentage	100.0%	15.8%	7.8%	9.2%	14.7%	16.8%	12.7%	23.1%
Per Capita	\$16,642	Median Household		\$36,625	Avg Household		\$43,154	
Ethnic Population:	White 91.2%	Black 7.3%	Asian 1.3%	Hispanic 2.1%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	8	4		8	12	11	23
Tot 12+	16.5	33.5		48.3	50.0	17.7	67.7
Avg 12+	2.1	8.4		6.0	4.2	1.6	2.9
Tot LCS	24.4	49.5		71.3	73.9	26.1	100.0
Avg LCS	3.1	12.4		8.9	6.2	2.4	4.3

Competitive Overview

Some stations also rated in Lancaster (110) and York (103).

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq	Sales Price		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)										
			Freq (kW)	(kW)						(000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995			
WNCE	Palmyra	A	92.1	3.3	299		Quaker State Bcstg	59	9510	870		Easy	400	0.38	4.3	3.3	2.1	2.6	3.3	3.9	2.1	3.7	2.6			
WLGL	Riverside	A	92.3	0.4	833		Cantroair Comm Co	90			1	Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WTPA	Mechanicsburg	A	93.5	1.3	719		Quaker State Bcstg	78				AOR	3,000	1.22	10.2	5.6	4.8	5.6	6.3	7.1	5.9	7.8	8.5			
WRBT	Harrisburg	B	94.9	25.0	699	c	Dame Media Inc	62	9704	11,000	c2	Country	750	0.67	4.6	5.7	6.6	4.7	4.2	2.8	3.5	3.6	3.4			
WRVV	Harrisburg	B	97.3	17.0	840	c	Dame Media Inc	46	9201	3,250	c3	Rock AC	3,200	1.22	10.8	6.7	7.8	7.7	6.8	7.2	7.1	8.9	7.8			
WQLV	Millersburg	A	98.9	0.8	896		Hepco Comm Inc	92				Lite AC	300	0.69	1.8	0.8	0.5	0.8	1.0	0.7	1.9	1.6	1.1			
WWKL	Harrisburg	A	99.3	1.4	679	cp	Dame Media Inc	65	9704		c2	Oldies	2,000	1.18	7.0	5.7	5.6	4.8	4.5	6.0	4.3	4.3	5.5			
WQIC	Lebanon	A	100.1	3.0	269	b	Lebanon Bcstg Co	48				CHR	150	0.77	0.8	0.6	0.6	0.5	0.0	0.4	0.5	0.6	0.9			
WYGL	Elizabethville	A	100.5	1.2	515		Sunair Comm Inc	90	9003	100	cp 1	Country	250	0.94	1.1	0.5	0.6	0.9	0.4	0.4	1.2	0.9	0.8			
WHYL	Carlisle	A	102.3	3.0	328	a	Zeve Bcstg Co	59	8905	1,700	c1	Country	700	0.76	3.8	3.3	2.3	2.0	2.6	2.4	2.9	3.4	2.2			
WNNK	Harrisburg	B	104.1	22.5	725	d	Capstar Bcstg Ptrs	62	9703		p g1	CHR	6,100	1.57	16.1	10.5	11.1	11.3	11.2	10.5	12.3	13.0	10.5			
WRKZ	Hershey	B	106.7	14.0	929		Citadel Comm Corp	64	9707		g	Country	3,300	1.15	11.9	6.5	8.0	9.0	10.4	7.8	9.6	7.0	9.7			
													# FM Stations - 12	# Combos - 6		FM TOTALS		72.4	49.2	50.0	49.9	50.7	49.2	51.3	54.8	53.0

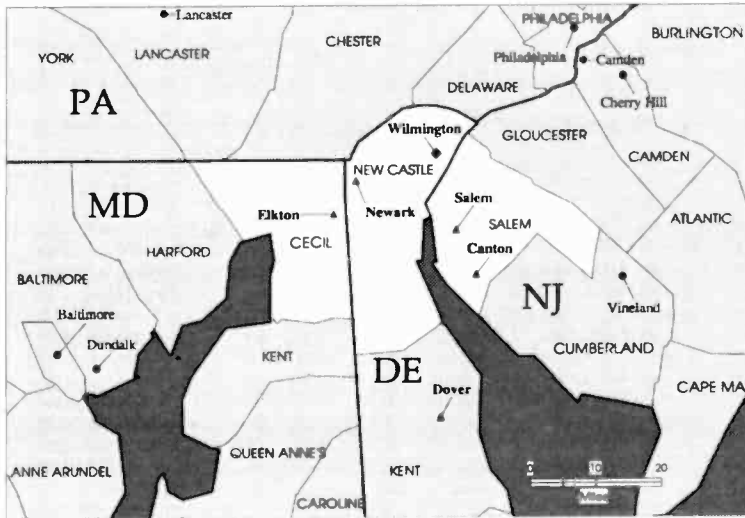
AM Stations

Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq	Sales Price		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)									
			Freq (kW)	(kW)	(kW)	(kW)					(000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995		
WHP	Harrisburg	III	580	5.0	5.00	c	Dame Media Inc	24	9201		c3	News/Talk	2,200	0.73	12.4	9.9	8.0	8.9	10.8	8.4	0.4	10.0	8.9			
WWII	Shiremanstown	II	720	2.0	0.00		Hensley Bcstg Inc	87				Christian	250	0.94	1.1	0.0	0.5	0.7	0.8	0.4	0.8	0.7	1.2			
WADV	Lebanon	II	940	1.0	0.01		F.D.K. Inc	76	9201	50		Gospel			0.3	0.5	0.6	0.4	0.0	0.4	0.5	0.0	0.0			
WHYL	Carlisle	III	960	5.0	0.00	a	Zeve Bcstg Co	48	8903		c1	Adlt Stndrd	300	0.26	4.7	3.3	2.8	3.2	2.7	3.8	3.8	2.6	3.3			
WIOD	Carlisle	II	1000	1.0	0.00		Swidler, Harold	65				Nws/Tk/Spts			0.5	0.5	0.6	0.4	0.6	0.5	0.0	0.4	0.5			
WKBO	Harrisburg	IV	1230	1.0	1.00	c	Dame Media Inc	22	9302	250		Nostalgia	100	0.46	0.9	1.1	0.4	1.1	0.7	0.7	0.6	0.7	0.6			
WLBR	Lebanon	III	1270	5.0	1.00	b	Lebanon Bcstg Co	46				FullService	400	0.61	2.7	1.8	1.7	2.7	2.1	2.0	1.7	2.0	1.9			
WTCY	Harrisburg	IV	1400	1.0	1.00	d	Capstar Bcstg Ptrs	45	9703		p g1	Urban	300	0.46	2.7	1.5	1.9	2.8	1.9	2.0	1.9	1.8	2.1			
WCMB	Harrisburg	III	1460	5.0	5.00	c	Dame Media Inc	48	9704		c2	News/Talk	450	0.89	2.1	1.5	1.2	1.3	1.3	1.6	1.7	1.1	1.6			
WSHP	Shippensburg	III	1480	0.5	0.02		Allegheny Mtn Ntwk	61	9701			Cntry/Gospl			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WWSM	Annville-Cleona	II	1510	5.0	0.00		Sickafus, Patrick H.	68	9310			DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
													# AM Stations - 11	# Combos - 6		AM TOTALS		27.4	20.1	17.7	21.5	20.9	19.8	19.4	19.3	20.1
													Stations Profiled - 23	# Duopolies - 4		Total Local Commercial Share		69.3	67.7	71.4	71.6	69.0	70.7	74.1	73.1	

Metro Rank: 74

Revenue Rank: 76

Wilmington, DE Market Overview



Metro Counties

New Castle, DE	469.0
Cecil, MD	78.9
Salem, NJ	64.1

	612.0

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 12,000	13,000	14,000	14,900	16,800	18,900	9.5%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	11.1%	\$ 21,000	21,400	22,500	23,800	25,200	4.7%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$2.45/1,000	\$3.27/1,000	\$3.89/1,000	Local	85%		
Revenue/Capita	\$20.53	\$30.88	\$39.34	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	584.4	612.0	0.9%	612.0	640.6	0.9%
Households	214.9	226.1	1.0%	226.1	240.6	1.3%
Retail Sales	4,899.8	5,774.1	3.3%	5,774.1	6,473.6	2.3%
EBI	9,028.0	10,525.5	3.1%	10,525.5	12,711.4	3.8%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	298.2	53.8	24.5	30.3	48.8	49.2	38.1	53.5
Women (000)	313.8	51.3	23.3	31.4	49.0	51.1	39.2	68.4
Total	612.0	105.1	47.8	61.7	97.8	100.3	77.3	121.9
Percentage	100.0%	17.2%	7.8%	10.1%	16.0%	16.4%	12.6%	19.9%
Per Capita	\$17,199	Median Household		\$40,221	Avg Household		\$46,552	
Ethnic Population:	White 82.4%	Black 15.7%	Asian 1.6%	Hispanic 2.8%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	2	3		3	5	8	13
Tot 12+	0.0	23.1		23.1	23.1	8.9	32.0
Avg 12+	0.0	7.7		7.7	4.6	1.1	2.5
Tot LCS	0.0	72.2		72.2	72.2	27.8	100.0
Avg LCS	0.0	24.1		24.1	14.4	3.5	7.7

Competitive Overview

Some stations also rated in Philadelphia(5) & Salisbury-OceanCity(154).

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)								
													Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993		
• WOSD	Smyrna	A	92.9	1.7	377	d	Capstar Bcstg Ptrs	93	9708		g1	Country	2,700	1.01	12.7	5.1	4.5	4.2	4.2	3.5	2.7	3.2	3.4		
WSTW	Wilmington	B	93.7	50.0	489	b	Delmarva Bcstg Co	50	8909		st	CHR	6,000	1.14	25.1	7.3	10.7	7.9	8.8	9.8	10.7	10.3	11.9		
• WRDX	Dover	B	94.7	50.0	378	d	Capstar Bcstg Ptrs	56	9708		g1	Rock	500		0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0		
WJBR	Wilmington	B	99.5	50.0	499	a	Atlantic Star	57	8509	4,300	c3	AC	6,200	0.91	32.6	10.7	9.8	11.0	10.6	9.2	9.9	9.8	11.4		
• WJKS	Canton	A	101.7	3.0	299	c	QC Communications	72	9704	1,800	c1	CHR			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# FM Stations - 5													# Combos - 5												
FM TOTALS													70.4	23.1	25.3	23.1	23.6	22.5	23.3	23.3	26.7				

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)		Night Power (kW)		C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
				Day	Night	Revenue (000)	Power Ratio								Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993			
WDEL	Wilmington	III	1150	5.0	5.00	b	Delmarva Bcstg Co	22	8909		st	Nws/Tk/Spts	2,000	0.94	10.1	3.3	2.9	3.1	3.6	3.3	3.5	3.6	4.2			
WNRK	Newark	III	1260	1.0	0.04		ARC Bcstg	64	8406	500		Oldies	350	1.11	1.5	0.0	0.7	0.5	0.5	0.0	0.4	0.0	0.5			
WJBR	Wilmington	III	1290	2.5	0.03	a	Atlantic Star	47	8509		c3	Adlt Stndrd	500	0.31	7.7	1.9	2.6	2.7	2.4	2.4	1.6	0.2	0.1			
• WAMS	Wilmington	III	1380	0.5	0.01	cp	Farley, J. & R.	47	9010		al	DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WDOV	Dover	III	1410	5.0	5.00	d	Capstar Bcstg Ptrs	48	9708		g1	News/Talk	350		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WILM	Wilmington	IV	1450	1.0	1.00		Delaware Bcstg Co	23	4906			News/Talk	1,700	0.79	10.3	3.7	3.1	2.8	4.1	3.7	4.7	5.0	4.2			
• WJKS	Salem	II	1510	2.5	0.00	c	QC Communications	66	9704		c1	News/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0			
WSER	Elkton	II	1550	1.0	0.00		First Philadelphia	63	8705	310		Nws/Tk/Spts	200		0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0			
# AM Stations - 8													# Combos - 4													
AM TOTALS													29.6	8.9	9.3	9.1	10.6	9.8	10.2	9.3	9.0					
Stations Profiled - 13													# Duopolies - 1													
Total Local Commercial Share													32.0	34.6	32.2	34.2	32.3	33.5	32.6	35.7						

• Indicates a change since last edition.

Metro Rank: 75

Revenue Rank: 69

Toledo, OH Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 16,200	15,400	15,600	17,700	20,000	20,400	4.7%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	8.8%	\$ 22,200	23,200	24,400	25,800	27,300	5.3%

	1990	1995	2000	Est. Breakout
Revenue/Retail Sales	\$3.56/1,000	\$3.18/1,000	\$3.60/1,000	Local 85%
Revenue/Capita	\$26.35	\$33.21	\$44.63	National 15%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	614.8	614.2	0.0%	614.2	611.7	-0.1%
Households	231.0	231.1	0.0%	231.1	233.1	0.2%
Retail Sales	4,551.3	6,422.9	7.1%	6,422.9	7,585.3	3.4%
EBI	8,105.2	9,018.6	2.2%	9,018.6	10,560.4	3.2%

Metro Counties

Fulton, OH	40.4
Lucas, OH	455.9
Wood, OH	117.9

	614.2

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	294.8	56.3	26.9	32.1	44.7	47.2	34.3	53.3
Women (000)	319.4	54.6	26.0	34.4	46.0	49.1	36.4	72.9
Total	614.2	110.9	52.9	66.5	90.7	96.3	70.7	126.2
Percentage	100.0%	18.1%	8.6%	10.8%	14.8%	15.7%	11.5%	20.6%
Per Capita	\$14,684	Median Household		\$31,868	Avg Household		\$39,025	
Ethnic Population:	White 86.5%	Black 12.0%	Asian 1.2%	Hispanic 3.8%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	11	6		8	17	9	26
Tot 12+	27.5	38.0		53.1	65.5	12.4	77.9
Avg 12+	2.5	6.3		6.6	3.9	1.4	3.0
Tot LCS	35.3	48.8		68.2	84.1	15.9	100.0
Avg LCS	3.2	8.1		8.5	4.9	1.8	3.8

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)												
			Freq	(kW)									Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995						
WVKS	Toledo	B	92.5	50.0	479	d	Jacor Comm Inc	57	9607		g2	CHR	3,100	0.94	14.8	8.9	9.1	9.5	9.1	11.1	11.5	10.2	12.9						
WRON	Bowling Green	A	93.5	4.1	397	a	Cumulus Media LLC	64	9707		p c3	Oldies	1,600	1.11	6.5	5.8	5.4	5.1	4.6	5.8	4.5	4.5	5.2						
WKKR	Port Clinton	B	94.5	30.0	630	a	Cumulus Media LLC	61	9707	5,000p		AAA	700	1.09	2.9	1.2	1.3	1.5	1.0	1.6	1.7	3.1	2.6						
WOTE	Adrian	A	95.3	3.0	299	b	Friends Comm	76	9010	1,500	c1	Country			0.4	0.4	0.4	0.8	0.4	0.4	0.6	0.0							
* WIMX	Gibsonburg	A	95.7	3.5	433		Riverside Bcstg	89	9709	1,500p		Urban AC	350	0.43	3.7	2.0	2.6	3.0	3.6	4.1	4.2	1.9	1.4						
WMTR	Archbold	A	96.1	3.8	400		Nobco Inc	68				Adult Rock			0.8	0.7	0.5	0.9	0.6	1.0	0.5	0.9	0.0						
WBVI	Fostoria	A	96.7	3.0	289	c	Roppe Corp	46	9105		st	AC			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
WJZE	Oak Harbor	A	97.3	1.6	407		Oak Harbor Cmnty Bcg	93				Clsc Rock	250	0.80	1.4	3.2	3.3	3.6	3.5	0.9	1.0	1.1	1.3						
WTWR	Monroe	A	98.3	1.4	466		Lesnick Comm	67	8208			AC	250	0.87	1.3	1.2	1.5	1.2	0.8	1.2	1.0	1.0	0.7						
WKKO	Toledo	B	99.9	50.0	499	a	Cumulus Media LLC	56	9707		p c3	Country	4,000	1.11	16.2	13.9	13.7	15.8	13.9	13.1	14.2	11.6	11.2						
WKXA	Findlay	B	100.5	20.0	440	e	Findlay Publishing	48				Hot AC			0.4	0.5	0.4	0.0	0.0	0.4	0.4	0.4	0.0						
WRVF	Toledo	B	101.5	19.0	807	d	Jacor Comm Inc	46	9607		g2	Soft Rock	3,400	1.41	10.9	7.4	6.3	7.8	8.6	7.5	7.9	8.8	9.4						
WIOT	Toledo	B	104.7	50.0	541	d	Jacor Comm Inc	49	9704	13,000	c2	AOR	2,800	1.43	8.8	7.8	7.2	5.4	7.5	8.0	6.9	6.2	6.3						
WVWM	Sylvania	A	105.5	4.3	390	a	Cumulus Media LLC	68	9707	10,000p	c4	AC	2,250	1.51	6.7	8.0	6.3	6.4	6.3	4.8	5.3	5.1	5.6						
WBUZ	Delta	A	106.5	3.0	328		Toledo Radio Inc	94				AOR	750	0.49	6.9	3.6	3.8	3.9	4.6	5.3	5.2	5.8	5.0						
WJUC	Swanton	A	107.3	3.0	328		Welch Comm Inc	97				Urban AC			0.0	2.0	3.1	0.4	0.0	0.0	0.0	0.0	0.0						
* WHMQ	North Baltimore	A	107.7	3.0	328		Jacor Comm Inc	91	9710		p g	Country			0.8	0.7	0.6	0.4	0.4	0.4	1.1	0.7	0.4						
# FM Stations - 17													# Combos - 10													FM TOTALS			
																										82.5 67.3 65.5 65.7 64.9 65.6 65.8 61.9 62.0			

AM Stations

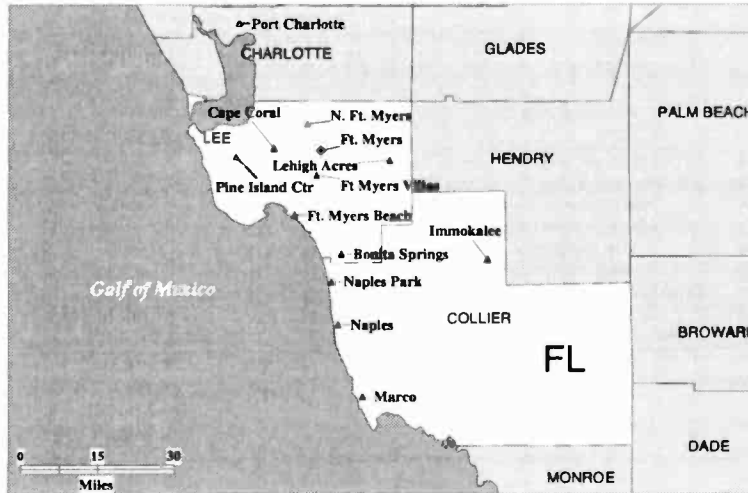
Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)											
			Freq	(kW)	Freq	(kW)								Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995					
WJYM	Bowling Green	II	730	1.0	0.00		Swaggart, Jimmy	64	7610			Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
WCHA	Toledo	IV	1230	1.0	1.00	d	Jacor Comm Inc	38	9704		c2	Nostalgia	350	0.44	3.6	2.6	3.2	2.6	2.6	3.0	2.7	2.2	3.1						
WFIN	Findlay	III	1330	1.0	0.08	e	Findlay Publishing	41				News/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
WSPD	Toledo	III	1370	5.0	5.00	d	Jacor Comm Inc	21	9607		g2	News/Talk	1,500	0.84	8.0	6.0	6.2	6.4	7.2	6.2	6.2	7.1	5.2						
WFOB	Fostoria	III	1430	1.0	1.00	c	Roppe Corp	52	9105		st	AC/Nws/Spts			0.4	0.4	0.0	0.4	0.0	0.5	0.0	0.6	0.0						
WLQR	Toledo	III	1470	1.0	1.00	a	Cumulus Media LLC	54	9707		p c4	Urban AC	300	0.52	2.6	1.6	1.7	1.2	1.2	1.4	2.5	3.0							
WABJ	Adrian	IV	1490	1.0	1.00	b	Friends Comm	46	9010		c1	News/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
WVOI	Toledo	II	1520	1.0	1.00		God's Way Comm Inc	66	9301		na	Gospel	200	0.50	1.8	0.9	0.9	0.9	0.6	2.3	1.4	0.9	0.9						
WTOD	Toledo	II	1560	5.0	0.00	a	Cumulus Media LLC	46	9707		p c3	Country	350	1.21	1.3	1.0	0.4	0.6	0.6	0.9	0.9	1.1	1.0						
# AM Stations - 9													# Combos - 7													AM TOTALS			
																										17.7 12.5 12.4 12.1 12.2 14.1 12.6 14.4 13.2			
Stations Profiled - 26													# Duopolies - 6													Total Local Commercial Share			
																										79.8 77.9 77.8 77.1 79.7 78.4 76.3 75.2			

* Indicates a change since last edition.

Metro Rank: 76

Revenue Rank: 72

Ft. Myers-Naples-Marco Island Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 15,000	16,200	16,000	16,500	18,400	20,500	6.4%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.8%	\$ 21,900	23,100	24,500	26,000	27,600	6.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.33/1,000	\$3.06/1,000	\$3.24/1,000	Local	88%		
Revenue/Capita	\$29.84	\$36.04	\$43.79	National	12%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	502.6	568.8	2.5%	568.8	630.3	2.1%
Households	208.3	232.6	2.2%	232.6	257.6	2.1%
Retail Sales	4,503.3	6,696.4	8.3%	6,696.4	8,531.6	5.0%
EBI	7,500.5	10,364.7	6.7%	10,364.7	13,105.8	4.8%

Metro Counties

Collier, FL	188.0
Lee, FL	380.8

	568.8

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	278.3	40.3	17.9	18.8	37.1	38.0	31.6	94.5
Women (000)	290.6	38.7	16.9	17.7	35.2	38.6	34.8	108.6
Total	568.8	79.0	34.8	36.6	72.3	76.6	66.4	203.1
Percentage	100.0%	13.9%	6.1%	6.4%	12.7%	13.5%	11.7%	35.7%
Per Capita	\$18,222	Median Household		\$32,640	Avg Household		\$44,560	
Ethnic Population:	White 93.3%	Black 5.8%	Asian 0.6%	Hispanic 8.8%				

Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations	5		12	11	17	10	27
Tot 12+	12.5		59.8	61.9	72.3	11.6	83.9
Avg 12+	2.5		5.0	5.6	4.3	1.2	3.1
Tot LCS	14.9		71.3	73.8	86.2	13.8	100.0
Avg LCS	3.0		5.9	6.7	5.1	1.4	3.7

MARKET: Ft. Myers-Naples-Marco Island

METRO RANK: 76

Competitive Overview

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
Calls	License	Class	Freq	(kW)						Price	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
					(000)	(000)	Ratio	Comm	1997	1996	1996	1995	1995	1994	1994	1993							
WGCO	Immokalee	A	92.1	4.1	397			84	9508	75p	Adlt Stndrd		0.0	0.6	0.4	0.0	0.0	0.0	0.0	0.0	0.0		
WPRW	Naples	A	93.5	3.0	299	c	Meridian Bcstg	71	9612		CHR/Dance	800	1.04	3.5	2.8	3.4	2.8	3.1	2.4	0.0	0.0		
WARD	Naples	C	94.5	99.0	1011	c	Meridian Bcstg	62	9612		Clsc Rock	1,500	1.22	5.6	2.8	4.4	4.7	4.7	7.4	8.3	4.8		
WOLZ	Ft. Myers	C1	95.3	78.5	476	d	Clear Channel Comm	70	9703	11,000	d1	Oldies	1,500	1.40	4.9	5.3	4.7	4.0	4.2	3.4	4.0		
WRXX	Bonita Springs	C	96.1	99.0	1119	a	Beasley Bcst Group	74	8608	3,500		AOR	2,350	2.06	5.2	5.9	5.2	3.7	4.9	6.0	5.3		
WINK	Ft. Myers	C	96.9	98.0	1322	b	Ft Myers Bcstg Co	64				AC	2,850	1.26	10.3	5.7	7.5	8.3	8.8	8.6	8.4		
WDRR	San Carlos Park	A	98.5	2.2	371		Ruth Comm Corp	95			Smooth Jazz			1.4	1.6	2.2	1.3	1.0	0.0	0.0	0.0		
WGUF	Marco	A	98.9	4.1	328	e	Renda Bcstg Corp	90	9705	2,000		Jazz/AC	500	1.76	1.3	1.8	1.3	1.0	1.1	1.3	0.0		
• WJBX	Ft. Myers Beach	C2	99.3	50.0	285	a	Beasley Bcst Group	83	9708	6,000p	d3	Alternative	950	1.50	2.9	3.1	3.5	2.5	2.3	2.6	1.9		
WXRK	Port Charlotte	C1	100.1	100.0	476	d	Clear Channel Comm	76	9703		d1	Soft AC			2.0	1.6	1.9	2.3	1.1	8.0			
WAVV	Marco	C1	101.1	100.0	981		Alpine Bcstg Corp	87				Easy	1,700	0.49	15.7	13.6	11.5	13.1	13.1	10.6	8.9		
WMGR	Ft. Myers	C	101.9	100.0	991	e	Renda Bcstg Corp	69	9407	4,000		Country	1,400	1.00	6.4	5.7	7.1	5.6	5.1	4.7	1.8		
• WSGL	Naples	C3	103.1	14.0	440	e	Renda Bcstg Corp	80	9710	3,650p		Hot AC	400	0.96	1.9	2.0	1.6	1.6	1.5	0.9	0.0		
WXKB	Cape Coral	C1	103.9	100.0	981	a	Beasley Bcst Group	75	9411	3,500		Adult CHR	1,800	0.80	10.3	7.4	9.6	10.3	6.9	4.7	8.7		
WONU	Naples Park	C3	105.5	6.3 cp	650	d	Clear Channel Comm	87	9607		g1	Country	600		0.0	0.9	0.0	0.0	0.0	0.0	0.0		
• WJST	Ft Myers Villas	A	106.3	6.0	328	a	Beasley Bcst Group	92	9708		p d3	Adlt Stndrd	550	0.90	2.8	5.7	3.1	2.5	2.2	2.7	2.8		
WCKT	Lehigh Acres	C2	107.1	28.5	650	d	Clear Channel Comm	76	9607		g1	Country	2,800	1.09	11.7	5.8	5.4	7.9	11.5	10.3	12.3		
# FM Stations - 17										# Combos - 14		FM TOTALS		85.9		72.3	72.8	71.6	71.5	73.6	69.7	72.3	73.6

AM Stations

City of		FCC	Day Power		Night Power		HAAT	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)					
Calls	License	Class	Freq	(kW)	(kW)	Price						Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
						(000)	(000)	Ratio	Comm	1997	1996	1996	1995	1995	1994	1994	1993						
WCCN	N. Ft. Myers	11	770	10.0	1.00	a	Beasley Bcst Group	83	8711	300		Talk	300	1.25	1.1	0.6	0.4	0.8	1.0	0.4	1.6		
• WKII	Solana	11	1070	3.1 cp	0.26	d	Clear Channel Comm	86	9703		d1	Adlt Stndrd	400	0.70	2.6	2.0	1.5	2.2	2.1	1.8	1.6		
WTLO	Pine Island Ctr	11	1200	10.0	1.00	b	Ft Myers Bcstg Co	86	9508	560p		News/Talk			0.0	1.5	0.0	0.0	0.0	1.2	3.7		
WINK	Ft. Myers	1V	1240	1.0	1.00	b	Ft Myers Bcstg Co	40				News/Talk	900	0.67	6.1	2.9	5.1	5.2	5.0	4.4	7.3		
WNOG	Naples	111	1270	5.0	1.90	c	Meridian Bcstg	54	9612		c2	News/Talk	300	0.60	2.3	2.5	1.5	1.9	2.0	0.6	0.0		
WCRM	Ft. Myers	111	1350	2.0	0.15		Manna Chrstn Mission	64	8904	450		Chrstn/Span			0.0	0.0	0.4	0.0	0.0	0.0	0.3		
WMYR	Ft. Myers	111	1410	5.0	5.00		Hecksher, Robert	52				Country	0.2		0.2	0.0	0.0	0.0	0.4	0.0	0.0		
WWCL	Lehigh Acres	111	1440	5.0	1.00		Dwyer, Robert	70	7901			Spanish	200	0.54	1.7	1.0	1.0	1.7	1.1	1.6	0.0		
WODX	Marco Island	111	1480	1.0	1.00		Costa Comm Corp	75	9309	47		Sports			0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WAFZ	Immokalee	1V	1490	1.0	1.00		Glades Media Company	64	9603		na	Tejano			0.0	1.1	0.4	0.0	0.0	0.0	0.0		
# AM Stations - 10										# Combos - 5		AM TOTALS		14.0		11.6	10.3	11.8	11.6	10.0	14.5	13.2	9.2
Stations Profiled - 27										# Duopolies - 8		Total Local Commercial Share		83.9		83.1	83.4	83.1	83.6	84.2	85.5	82.8	

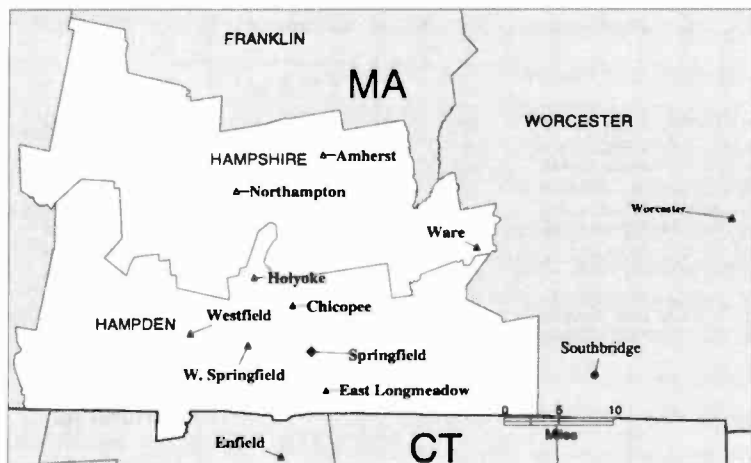
Docket 80-90 Allocations: 93.7, A, Tice
 Market combined Spring 1995; previous ratings for Ft. Myers market only.

• Indicates a change since last edition.

Metro Rank: 77

Revenue Rank: 85

Springfield, MA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 11,000	10,500	11,700	13,000	15,100	16,300	8.2%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	3.7%	\$ 16,900	17,700	18,500	19,500	20,600	5.1%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$2.44/1,000	\$3.74/1,000	\$4.77/1,000	Local	75%		
Revenue/Capita	\$18.13	\$27.41	\$34.77	National	25%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	606.6	594.7	-0.4%	594.7	592.5	-0.1%
Households	221.4	218.7	-0.2%	218.7	221.1	0.2%
Retail Sales	4,517.1	4,357.9	-0.7%	4,357.9	4,315.2	-0.2%
EBI	8,288.9	8,164.5	-0.3%	8,164.5	8,640.4	1.1%

Metro Counties

Hampden, MA	443.2
Hampshire, MA	151.5

	594.7

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	283.4	50.2	22.8	33.8	43.3	45.4	32.8	55.2
Women (000)	311.3	47.9	21.6	38.3	44.3	47.9	34.6	76.6
Total	594.7	98.2	44.4	72.1	87.5	93.3	67.4	131.9
Percentage	100.0%	16.5%	7.5%	12.1%	14.7%	15.7%	11.3%	22.2%
Per Capita	\$13,729	Median Household		\$31,477	Avg Household		\$37,332	
Ethnic Population:	White 90.8%	Black 7.2%	Asian 1.7%	Hispanic 10.2%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	3	5		4	8	10	18
Tot 12+	12.9	32.4		31.6	45.3	17.4	62.7
Avg 12+	4.3	6.5		7.9	5.7	1.7	3.5
Tot LCS	20.6	51.7		50.4	72.2	27.8	100.0
Avg LCS	6.9	10.3		12.6	9.0	2.8	5.6

Competitive Overview

Some stations also rated in Hartford (42).

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C Owner	Year Std	Date Acq	Sales Price (000)	LMA Format	1996 Revenue (000)	1996 Power Ratio	Arbitron 12+ Metro Shares (see rights)								
			Freq	(kW)									Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995
WHYN	Springfield	B	93.1	8.9	1001	b Clear Channel Comm	46	9607		g2 AC	2,600	1.28	12.0	6.4	5.8	7.0	7.2	8.1	7.7	6.7	8.4
WMAS	Springfield	B	94.7	50.0	194	a Lappin Comm	47			AC	2,200	1.00	13.0	9.2	9.4	7.1	8.6	7.1	9.6	9.5	7.2
• WTIC	Hartford	B	96.5	20.0	810	c CBS Corporation	40	9709	See (42)	Top 40	n/a		7.6	5.1	4.1	4.4	4.7	5.3	5.0	4.8	4.5
WPKX	Enfield	A	97.9	2.2	528	c Capstar Bcstg Ptrs	90	9708		p g3 Country	3,100	1.18	15.6	10.0	7.2	9.4	9.8	9.9	10.5	9.6	10.1
WHMP	Northampton	A	99.3	5.5 cp	341	c Capstar Bcstg Ptrs	56	9708		p g3 Alternative	1,100	2.50	2.6	2.7	3.3	2.6	2.3	2.0	1.4	1.6	1.7
WRNX	Amherst	A	100.9	1.4	692	e Hampshire Cnty Bcstg	90			AAA	650	1.33	2.9	1.7	2.4	2.2	1.7	2.2	1.4	2.4	1.4
WAQY	Springfield	B	102.1	17.0	781	d Saga Comm LP	66	9011		g1 Clsc Rock	3,400	1.55	13.0	6.9	9.2	7.3	7.9	9.0	8.4	7.9	8.1
• WAAF	Worcester	B	107.3	18.5	820	c CBS Corporation	61	9709	See (10)	AOR	n/a		6.4	3.7	3.9	3.9	2.7	4.4	3.8	4.4	3.8
# FM Stations - 8 # Combos - 6 FM TOTALS													73.1	45.7	45.3	43.9	44.9	48.0	47.8	46.9	45.2

AM Stations

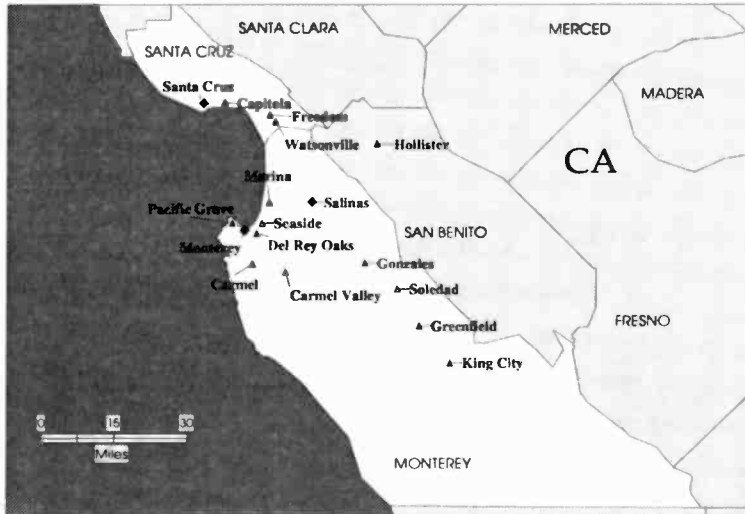
Calls	City of License	FCC Class	Freq	Day	Night	C Owner	Year Std	Date Acq	Sales Price (000)	LMA Format	1996 Revenue (000)	1996 Power Ratio	Arbitron 12+ Metro Shares (see rights)															
				Power (kW)	Power (kW)								Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995							
WHYN	Springfield	III	560	5.0	1.00	b Clear Channel Comm	41	9607		g2 News/Talk	1,700	0.94	10.7	5.6	5.9	7.0	7.0	6.7	6.4	6.9	7.4							
WNNZ	Westfield	II	640	50.0 cp	14.00	Celia Comm Inc	57	7807		Talk	500	0.80	3.7	3.2	3.0	3.5	3.1	1.9	2.0	2.2	3.5							
WACE	Chicopee	III	730	5.0 cp	0.50	Carter Bcstg Corp	46	7710		Religion			0.2	0.0	0.0	0.4	0.4	0.0	0.0	0.4	0.0							
WARE	Ware	III	1250	5.0	2.50	Eastern Media Inc	48	9509	150	Nostalgia	50	0.74	0.4	0.4	0.9	0.4	0.0	0.0	0.4	0.0	0.7							
WSPR	Springfield	III	1270	5.0	1.00	Dinis, Edmund	36	9302	70	Spanish	150	0.47	1.9	1.7	1.4	1.2	1.4	0.9	2.0	0.9	1.1							
WHMP	Northampton	IV	1400	1.0	1.00	c Capstar Bcstg Ptrs	50	9708		p g3 Talk	850	2.40	2.1	1.1	1.0	1.2	1.7	1.0	1.1	1.7	1.6							
WTTT	Amherst	III	1430	5.0	0.00	e Hampshire Cnty Bcstg	63	9002	400	News/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WMAS	Springfield	IV	1450	1.0	1.00	a Lappin Comm	32	7805		Nostalgia	600	0.49	7.2	4.7	4.8	4.2	4.3	4.8	4.7	4.8	4.2							
WACM	W. Springfield	IV	1490	0.5	0.47	Gois, Antonio F.	49	9707	600	Ethnic			0.5	0.0	0.4	0.9	0.4	0.5	0.5	0.4	0.0							
WAQY	East Longmeadow	III	1600	2.5	2.50	d Saga Comm LP	47	9011		g1 Clsc Rock			0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0							
# AM Stations - 10 # Combos - 5 AM TOTALS													26.8	16.7	17.4	18.8	18.3	15.9	17.2	17.3	18.5							
Stations Profiled - 18 # Duopolies - 2													Total Local Commercial Share								62.4	62.7	62.7	63.2	63.9	65.0	64.2	63.7

• Indicates a change since last edition.

Metro Rank: 78

Revenue Rank: 109

Monterey-Salinas-Santa Cruz Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 11,400	10,900	11,000	11,800	13,100	13,100	2.8%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.1%	\$ 13,900	14,500	15,300	16,000	16,900	5.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$2.66/1,000	\$2.68/1,000	\$3.14/1,000	Local	78%		
Revenue/Capita	\$19.12	\$21.74	\$29.07	National	22%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	596.2	602.6	0.2%	602.6	581.3	-0.7%
Households	200.3	199.7	-0.1%	199.7	190.7	-0.9%
Retail Sales	4,282.5	4,885.3	2.7%	4,885.3	5,389.3	2.0%
EBI	9,039.3	9,564.1	1.1%	9,564.1	10,817.0	2.5%

Metro Counties

Monterey, CA	360.2
Santa Cruz, CA	242.4

	602.6

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	305.2	58.9	24.8	35.4	53.6	54.2	33.0	45.4
Women (000)	297.4	55.9	23.0	29.3	47.1	51.2	32.3	58.5
Total	602.6	114.8	47.8	64.8	100.7	105.4	65.3	103.9
Percentage	100.0%	19.0%	7.9%	10.7%	16.7%	17.5%	10.8%	17.2%
Per Capita	\$15,871	Median Household		\$37,679	Avg Household		\$47,893	
Ethnic Population:	White 86.6%	Black 4.7%	Asian 7.9%	Hispanic 32.3%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	9	9		7	18	14	32
Tot 12+	22.1	32.1		30.9	54.2	12.6	66.8
Avg 12+	2.5	3.6		4.4	3.0	0.9	2.1
Tot LCS	33.1	48.1		46.3	81.1	18.9	100.0
Avg LCS	3.7	5.3		6.6	4.5	1.3	3.1

Competitive Overview

Some stations also rated in San Jose (30).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)								
Calls	License	Class	Freq	(kW)						Price	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	Summer	Spring	Winter
					(000)	(000)	(000)	Ratio	Comm Sh	1997	1997	1996	1996	1996	1996	1996	1996	1996	1995	1995				
	KROC	Marina	B1	92.7	6.9	620	a	Clear Channel Comm	82	9707	23,200	p d1	70s Oldies	800	1.17	4.9	2.6	2.6	3.0	2.3	3.1	2.6	2.8	3.2
	KCDU	Hollister	A	93.5	0.1	2297	b	New Wave Bcstg LP	79	9710	5,300	d2	Alternative	250	1.00	1.8	3.3	3.4	2.1	1.0	1.2	1.4	1.0	0.8
	KLFA	King City	B1	93.9	5.4	702	f	TGR Bcstg Inc	81	8906	1,000		Spanish	350	0.84	3.0	1.8	1.1	1.8	1.5	2.0	1.4	2.7	1.1
	KBOO	Carmel	A	95.5	1.7	630		J & M Bcstg Inc	93				Classical	500	0.59	6.1	4.5	3.1	4.2	4.9	3.3	3.7	3.4	4.3
	KWAV	Monterey	B	96.9	18.0	2451	d	Buckley Bcstg Corp	61	8005	700		AC	2,000	1.92	7.5	3.3	4.9	4.8	4.3	6.5	3.7	4.7	3.2
*	KLXM	Salinas	A	97.9	2.9	479		Villamil FM Radio	97				Spanish			0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
*	KZDL	Santa Cruz	B	99.1	1.1	2612		Heftel Bcstg Corp	61	9702	See (4)		CHR			3.3	2.9	2.4	3.0	4.2	1.1	2.6	1.9	2.3
	KLOK	Greenfield	B	99.5	30.0	640	e	EXCL Comm Inc	89	9411	1,000	c2	Spanish	600	0.61	7.1	2.4	3.2	3.1	2.8	2.8	4.4	4.7	5.1
	KTOM	Salinas	B	100.7	1.4	2421	a	Clear Channel Comm	64	9707		p d1	Country	1,900	1.82	7.5	6.5	6.0	5.8	4.7	3.6	4.8	4.3	5.3
	KXDC	Carmel	A	101.7	2.4	529	b	New Wave Bcstg LP	71	9710		d2	NAC/Jazz	500	0.88	4.1	1.8	2.9	2.5	2.6	2.0	3.2	1.9	2.8
	KRKC	King City	B	102.1	2.6	1821	g	Radio Del Rey Inc	89				AC			0.5	0.0	0.4	0.0	0.4	0.7	0.0	0.5	0.0
	KDON	Salinas	B	102.5	18.5	2270	a	Clear Channel Comm	59	9707		p d1	CHR	1,500	1.09	9.9	7.9	7.1	7.6	7.3	7.4	7.3	4.0	5.1
	KRAY	Salinas	A	103.5	2.5	512	c	Williams Trust	77	8801	366	c3	Spanish	450	0.69	4.7	3.3	3.2	2.5	3.8	3.9	2.4	2.5	2.5
	KISE	Seaside	A	103.9	1.4	686		Dunlin Group	94				CHR	200	7.19	0.2	1.8	1.2	0.9	0.8	0.4	0.0	0.0	0.0
*	KMBY	Gonzales	A	104.3	3.3	453	b	New Wave Bcstg LP	90	9708		p	Alternative	500	0.77	4.7	2.2	2.7	1.7	2.6	3.5	3.0	3.0	1.9
	KOCN	Pacific Grove	B1	105.1	4.2	791	a	Clear Channel Comm	77	9707		p d1	Oldies	1,400	1.14	8.8	5.4	4.4	5.4	4.5	4.0	4.9	5.4	6.7
*	KLUE	Soledad	A	106.3	5.1	345		CBS Corporation	91	9709		p g	AC	150	2.70	0.4	0.5	0.5	0.4	0.5	0.0	0.4	0.5	0.0
	KVRG	Seaside	A	107.1	1.9	587	e	EXCL Comm Inc	72	9508		na	Spanish	300	1.14	1.9	1.3	1.1	1.8	1.4	1.7	0.9	1.4	0.6
	KPIG	Freedom	A	107.5	2.9	335	b	New Wave Bcstg LP	87	9710		d2	AAA	800	1.15	5.0	3.2	4.0	2.7	3.1	2.9	3.2	3.2	2.8
																-----	-----	-----	-----	-----	-----	-----	-----	-----
													FM TOTALS			81.4	55.3	54.2	53.3	52.7	50.1	49.9	47.9	47.7

FM Stations - 19

Combos - 14

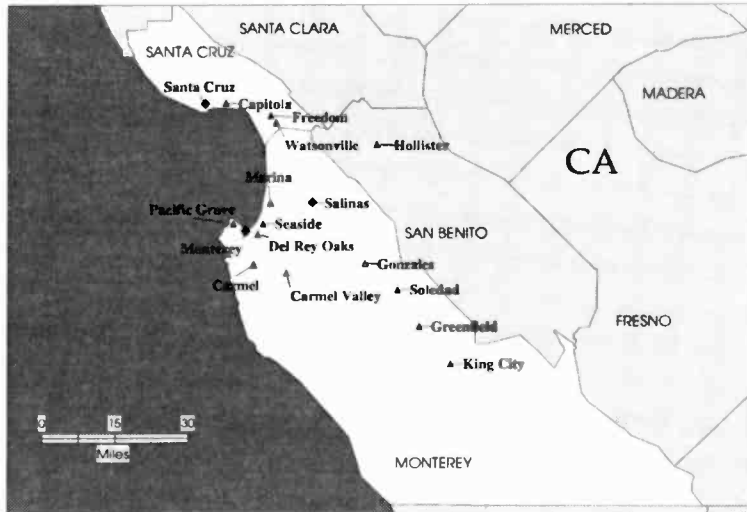
FM TOTALS

* Indicates a change since last edition.

Metro Rank: 78

Revenue Rank: 109

Monterey-Salinas-Santa Cruz Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 11,400	10,900	11,000	11,800	13,100	13,100	2.8%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.1%	\$ 13,900	14,500	15,300	16,000	16,900	5.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$2.66/1,000	\$2.68/1,000	\$3.14/1,000	Local	78%		
Revenue/Capita	\$19.12	\$21.74	\$29.07	National	22%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	596.2	602.6	0.2%	602.6	581.3	-0.7%
Households	200.3	199.7	-0.1%	199.7	190.7	-0.9%
Retail Sales	4,282.5	4,885.3	2.7%	4,885.3	5,389.3	2.0%
EBI	9,039.3	9,564.1	1.1%	9,564.1	10,817.0	2.5%

Metro Counties

Monterey, CA	360.2
Santa Cruz, CA	242.4

	602.6

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	305.2	58.9	24.8	35.4	53.6	54.2	33.0	45.4
Women (000)	297.4	55.9	23.0	29.3	47.1	51.2	32.3	58.5
Total	602.6	114.8	47.8	64.8	100.7	105.4	65.3	103.9
Percentage	100.0%	19.0%	7.9%	10.7%	16.7%	17.5%	10.8%	17.2%
Per Capita	\$15,871	Median Household		\$37,679	Avg Household		\$47,893	
Ethnic Population:	White 86.6%	Black 4.7%	Asian 7.9%	Hispanic 32.3%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	9	9		7	18	14	32
Tot 12+	22.1	32.1		30.9	54.2	12.6	66.8
Avg 12+	2.5	3.6		4.4	3.0	0.9	2.1
Tot LCS	33.1	48.1		46.3	81.1	18.9	100.0
Avg LCS	3.7	5.3		6.6	4.5	1.3	3.1

MARKET: Monterey-Salinas-Santa Cruz

METRO RANK: 78

Competitive Overview

Some stations also rated in San Jose (30).

AM Stations

City of		FCC	Day	Night	Sales		1996		Avg '96	Arbitron 12+ Metro Shares (see rights)														
License	Class	Freq	Power (kW)	Power (kW)	Year	Date	Price (000)	Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995						
KIEZ	Carmel Valley	II	540	50.0	cp	0.50	89	9708	250		DARK													
KIDD	Monterey	III	630	1.0		1.00	d	Buckley Bcstg Corp	55	9501	200		Nostalgia	250	0.33	5.4	3.3	3.7	4.4	3.3	2.9	4.1	3.0	3.0
KVRG	Soledad	II	700	2.5		0.70	e	EXCL Comm Inc	90	9411		c2	Spanish			0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0
KKMC	Gonzalez	II	880	50.0	cp	2.50		Monterey Cnty Bcstrs	84				Religion			1.0	0.4	0.5	0.5	0.5	0.7	0.8	0.4	0.5
KCTY	Salinas	III	980	10.0	cp	10.00	c	Williams Trust	63	8801		c3	Spanish	300	1.14	1.9	0.0	0.6	0.9	1.1	1.3	0.6	0.8	1.8
KSCO	Santa Cruz	II	1080	10.0		5.00	h	Zwerling Bcstg Sys	47	9012	600		News/Talk	650	1.11	4.2	2.2	3.2	2.5	3.1	3.2	2.1	2.7	2.0
KNRY	Monterey	IV	1240	1.0		1.00	h	Wagenvoord Advertsng	35	9202	425		Nws/Tk/Spts	100		0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0
KOMY	La Selva Beach	IV	1340	1.0	cp	0.85	h	Zwerling Bcstg Sys	37	9707	18		DARK			0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0
KTOM	Salinas	III	1380	5.0		5.00	a	Clear Channel Comm	47	9707		p d1	Country			1.3	0.4	0.0	0.4	0.4	0.5	1.4	0.4	0.8
KRML	Carmel	III	1410	2.5	cp	2.00		Wisdom Bcstg	57	8512	120		Jazz			0.4	0.0	0.5	0.0	0.0	0.0	0.0	0.4	0.6
KDON	Salinas	III	1460	10.0	cp	10.00	a	Clear Channel Comm	47	9707		p d1	DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KRKC	King City	IV	1490	1.0		1.00	g	Radio Del Rey Inc	58	8207	270		Country			0.4	0.0	0.5	0.0	0.4	0.0	0.5	0.5	0.0
KMBY	Capitola	II	1540	10.0		10.00		Atmor Properties Inc	77	9402		na	DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KTGE	Salinas	II	1570	5.0		0.50	f	TGR Bcstg Inc	63	8701	400		Spanish	400	0.74	3.9	2.3	2.9	1.8	2.6	2.0	1.8	2.7	2.9
# AM Stations - 14											# Combos - 9		AM TOTALS											
Stations Profiled - 33											# Duopolies - 7		Total Local Commercial Share											
													18.5	8.6	12.6	11.1	11.4	10.6	11.3	10.9	11.6			
													63.9	66.8	64.4	64.1	60.7	61.2	58.8	59.3				

Other Rulemaking: 107.9, B, Greenfield

* Indicates a change since last edition.

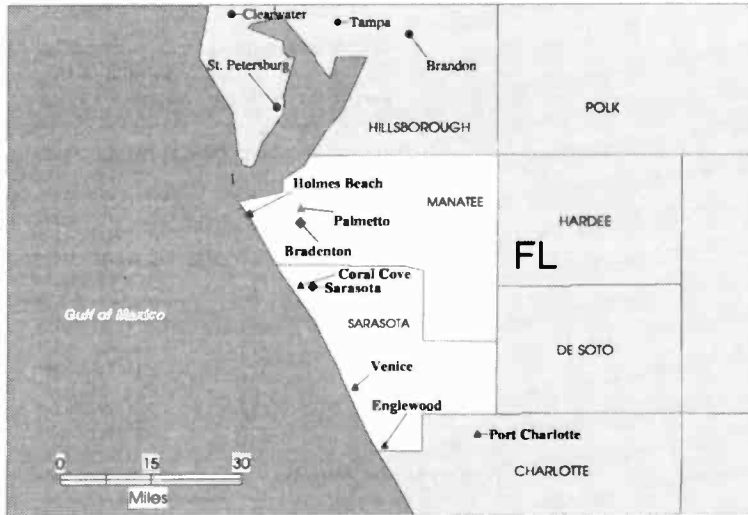
METRO RANK: 78



Metro Rank: 79

Revenue Rank: 215

Sarasota - Bradenton, FL Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 3,300	3,500	3,700	4,000	4,400	5,100	9.1%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	7.8%	\$ 5,500	5,800	6,100	6,500	6,900	5.8%

	1990	1995	2000	Est. Breakout
Revenue/Retail Sales	\$0.74/1,000	\$0.94/1,000	\$1.08/1,000	Local 90%
Revenue/Capita	\$ 6.62	\$ 9.50	\$12.14	National 10%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	498.3	536.8	1.5%	536.8	568.3	1.1%
Households	220.6	236.3	1.4%	236.3	251.1	1.2%
Retail Sales	4,436.6	5,451.4	4.2%	5,451.4	6,404.3	3.3%
EBI	7,494.4	9,548.8	5.0%	9,548.8	11,643.6	4.0%

Metro Counties

Manatee, FL	234.3
Sarasota, FL	302.5

	536.8

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	253.7	32.9	15.1	15.6	30.5	33.8	27.5	98.3
Women (000)	283.1	31.1	14.3	15.1	30.2	35.0	31.6	125.9
Total	536.8	64.0	29.4	30.7	60.7	68.8	59.1	224.2
Percentage	100.0%	11.9%	5.5%	5.7%	11.3%	12.8%	11.0%	41.8%
Per Capita	\$17,788	Median Household		\$30,844	Avg Household		\$40,410	
Ethnic Population:	White 93.5%	Black 5.6%	Asian 0.7%	Hispanic 3.9%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	3		5	6	8	8	16
Tot 12+	6.2		36.5	34.7	42.7	4.5	47.2
Avg 12+	2.1		7.3	5.8	5.3	0.6	3.0
Tot LCS	13.1		77.3	73.5	90.5	9.5	100.0
Avg LCS	4.4		15.5	12.3	11.3	1.2	6.3

Competitive Overview

Some stations also rated in Tampa-St. Petersburg-Clearwater (21).

FM Stations

											Arbitron 12+ Metro Shares (see rights)																					
City of		FCC	Power		Year		Date		Sales		1996		Avg '96		1997		1996		1995		1994		1993									
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall							
WCTQ	Venice	A	92.1	6.0	295	a	Jacor Comm Inc	74	9607	4,435	c1	Country	1,100	2.41	8.3	4.2	4.2	4.0	3.3	4.4	4.5	5.0	5.9									
WFLZ	Tampa	C	93.3	99.0	1358		Jacor Comm Inc	48	9301	See (21)		CHR	n/a		11.9	8.0	6.4	5.8	4.7	4.5	5.8	4.4	0.0									
WISF	Holmes Beach	A	98.7	3.0 cp	328		Entercom	91	9504	3,000		Soft AC	600	3.03	3.6	2.0	2.4	1.7	1.5	2.5	1.8	3.9	3.9									
• WHPT	Sarasota	C	102.5	100.0	1650		Clear Channel Comm	60	9706	See (21)		AAA	n/a		14.0	4.8	4.5	4.5	7.9	7.6	8.0	9.3	7.7									
WDUV	Bradenton	C	103.5	99.0	1358	a	Jacor Comm Inc	63	9508	See (21)		Easy	n/a		32.9	15.6	18.5	14.5	14.6	16.8	15.3	17.6	15.6									
• WKZM	Sarasota	C2	104.3	3.6 cp	266		Christian Fellowship	74				Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WSRZ	Sarasota	C2	106.5	31.0 cp	617	a	Jacor Comm Inc	65	9705	12,500	c2	Oldies	1,900	3.71	9.3	3.9	5.1	4.6	3.6	2.9	6.1	4.5	2.1									
WYNF	Coral Cove	C2	107.9	46.0 cp	515	a	Jacor Comm Inc	95	9705		c2	Clsc Rock	1,100	1.41	14.2	4.2	7.0	5.8	6.8	7.0	0.0	0.0	0.0									
# FM Stations - 8											# Combos - 4											FM TOTALS										
																						94.2 42.7 48.1 40.9 42.4 45.7 41.5 44.7 35.2										

AM Stations

											Arbitron 12+ Metro Shares (see rights)																					
City of		FCC	Day Power		Night Power		Year		Date		Sales		1996		Avg '96		1997		1996		1995		1994		1993							
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall					
WKXY	Sarasota	III	930	5.0	2.50		Sarasota Bcstg	49				News/Talk	250	2.27	2.0	1.8	1.9	1.1	0.7	1.0	2.2	1.0	0.5									
WQSA	Sarasota	II	1220	1.0	0.00		Sarasota Bcstg	61	9702	135		Sports			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4								
WTMY	Sarasota	III	1280	0.5	0.34	b	Metropolitan Radio	61	9609	125		Bus/Finan			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4								
WAMR	Venice	III	1320	5.0	1.00	a	Jacor Comm Inc	60	9607		c1	Nws/Tk/Spts	200	2.42	1.5	1.5	0.5	0.6	0.7	0.0	1.3	1.3	1.7									
WBRD	Palmetto	II	1420	2.5	1.00	b	Metropolitan Radio	57	9606	162		Gospel	100	1.65	1.1	0.7	0.4	0.4	0.6	1.2	0.9	0.6	0.9									
WSPB	Sarasota	IV	1450	1.0	1.00	a	Jacor Comm Inc	39	9705		c2	News/Info	200		0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.5									
WUPR	Bradenton	IV	1490	1.0	1.00		Greenrose Bctg Srvc	46	9708	275p		Nostalgia			1.1	0.5	0.0	0.4	0.6	0.7	0.0	0.0	0.0									
WENG	Englewood	II	1530	1.0	0.00		Murray Bcstg Co	64	9308	165		Nws/Tk/Spts			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
# AM Stations - 8											# Combos - 4											AM TOTALS										
																						5.7 4.5 2.8 2.5 2.6 2.9 4.4 3.9 4.4										
Stations Profiled - 16											# Duopolies - 6											Total Local Commercial Share 47.2 50.9 43.4 45.0 48.6 45.9 48.6 39.6										

• Indicates a change since last edition.

Metro Rank: 80

Revenue Rank: 101

Greenville–New Bern–Jacksonville Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 8,600	9,000	9,500	10,500	12,000	13,600	9.6%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	14.0%	\$ 15,500	16,300	17,400	18,400	19,600	6.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$2.62/1,000	\$2.99/1,000	\$3.24/1,000	Local	85%		
Revenue/Capita	\$16.17	\$24.58	\$33.87	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	532.0	553.3	0.8%	553.3	578.6	0.9%
Households	185.2	192.7	0.8%	192.7	204.5	1.2%
Retail Sales	3,288.0	4,554.9	6.7%	4,554.9	6,040.8	5.8%
EBI	5,129.1	7,057.6	6.6%	7,057.6	9,396.2	5.9%

Metro Counties

Beaufort, NC	44.4
Carteret, NC	58.0
Craven, NC	85.3
Greene, NC	17.0
Jones, NC	9.8
Lenoir, NC	59.3
Onslow, NC	148.3
Pamlico, NC	12.2
Pitt, NC	119.0

553.3

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	284.4	49.4	22.5	51.1	49.4	41.6	28.6	41.9
Women (000)	268.9	47.5	21.7	30.4	41.8	40.2	30.5	56.9
Total	553.3	96.8	44.2	81.5	91.1	81.8	59.1	98.8
Percentage	100.0%	17.5%	8.0%	14.7%	16.5%	14.8%	10.7%	17.9%
Per Capita	\$12,755	Median Household		\$26,898	Avg Household		\$36,625	
Ethnic Population:	White 70.9%	Black 27.3%	Asian 1.2%	Hispanic 2.5%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	4		18	7	22	19	41
Tot 12+	2.1		70.9	54.1	73.0	5.9	78.9
Avg 12+	0.5		3.9	7.7	3.3	0.3	1.9
Tot LCS	2.7		89.9	68.6	92.5	7.5	100.0
Avg LCS	0.7		5.0	9.8	4.2	0.4	2.4

MARKET: Greenville-New Bern-Jacksonville

METRO RANK: 80

Competitive Overview

Some stations also rated in Raleigh (48) and Wilmington, NC (180).

FM Stations

Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)																
									Price (000)	LMA Format	Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995										
WQSL	Jacksonville	C2	92.3	22.7	725	e	Cumulus Media LLC	94	9708		g1	Top 40	350	0.78	2.9	2.1	1.3	1.4	1.9	2.4	2.7	2.8	1.2								
WERO	Washington	C	93.3	100.0	1782	f	Pinnacle Bcstg	61	9605	3,750	c5	Oldies	950	1.09	5.6	4.0	3.7	5.0	4.6	4.3	4.0	4.8	4.5								
WNBR	Oriental	C3	94.1	11.0	486	b	Conner Media Corp	93	9410		st 1	70s Oldies	150	1.08	0.9	0.9	0.0	0.3	0.0	0.6	0.8	0.3	1.0								
WGPM	Farmville	A	94.3	2.0	407		Cohen, Steven	74	9210		st	Hot AC			0.8	0.0	0.0	0.4	0.4	0.6	0.4	0.0	1.5								
WRNS	Kinston	C	95.1	95.0	1499	f	Pinnacle Bcstg	68	8904		c2	Country	4,000	1.00	25.8	16.2	16.6	17.6	17.9	21.2	19.2	21.0	19.8								
WRHT	Morehead City	C1	96.3	100.0	492	h	Eastrn Carolina Bcst	72	9002	1,525		CHR	700	0.87	5.2	3.3	3.6	4.6	4.6	4.5	3.3	4.6	3.9								
WZBR	Kinston	A	97.7	1.6	451	b	Conner Media Corp	76	9403	29	c3 1	70s Oldies			0.2	0.4	0.0	0.3	0.0	0.1	0.5	0.0	0.0								
WCZI	Washington	A	98.3	1.4	489		New East Comm Inc	88	8910	640		Nws/Tk/Spts			0.1	0.6	0.4	0.6	0.9	0.4	0.0	0.0	0.0								
WKOO	Jacksonville	C1	98.7	100.0	978		Pinnacle Bcstg	65	9708	4,000	c4	Oldies	750	1.15	4.2	2.8	2.9	2.9	3.5	3.0	4.0	3.6	2.6								
WXNR	Grifton	C2	99.5	16.5	843	c	Beasley Bcst Group	89	9611	2,000		Alternative	350	0.73	3.1	5.0	4.7	3.5	2.2	4.6	4.4	0.7	0.0								
WLGP	Harkers Island	C1	100.3	100.0	486		Barinowski, Clarence	96				Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WKJA	Belhaven	C2	101.1	31.0	614		Pinnacle Bcstg	80	9708		c4	Oldies			0.6	0.4	0.1	0.9	0.1	0.3	0.7	0.6	0.3								
WIKS	New Bern	C1	101.9	100.0	981	c	Beasley Bcst Group	77	9611	14,000	c8	Urban	2,500	0.86	18.7	13.1	15.0	11.8	14.0	13.8	13.5	15.4	16.0								
WELS	Kinston	A	102.9	3.0	295	g	Willis Bcstg Corp	90	9607	150	c7	Gospel			0.7	2.1	1.7	2.2	1.5	0.0	0.8	0.0	1.5								
WMGV	Newport	C1	103.3	100.0	981	c	Beasley Bcst Group	83	9611		c8	AC	250	0.60	2.7	3.3	3.6	3.5	3.7	3.0	1.0	2.7	1.8								
WCBZ	Williamston	C1	103.7	100.0	981	h	Eastrn Carolina Bcst	88	9506	725		CHR	300	1.38	1.4	1.6	1.2	1.6	0.7	1.2	1.8	1.0	0.4								
WANG	Havelock	C3	105.1	18.5	384	f	Pinnacle Bcstg	71	9608	325	c1	Country			0.0	1.1	1.3	0.9	0.9	0.0	0.0	0.0	0.0								
WXQR	Jacksonville	C2	105.5	19.0	794	e	Cumulus Media LLC	66	9708		g1	Clsc Rock	600	1.49	2.6	1.3	1.3	1.3	0.9	2.2	1.9	1.8	2.2								
WRDU	Wilson	C	106.1	100.0	1348		Capstar Bcstg Ptrs	48	9708	See (48)		AOR	n/a		1.9	2.1	1.7	1.0	1.0	1.3	1.8	1.2	1.8								
WSFL	New Bern	C1	106.5	100.0	915	c	Beasley Bcst Group	68	9107			Rock & Roll	2,350	1.52	10.0	7.0	8.3	5.9	6.2	7.1	6.9	7.5	9.9								
WTKF	Atlantic	C3	107.3	7.0	607		Atlantic Ridge Tlcst	92	9512		st	Nws/Tk/Spts	200	0.81	1.6	0.7	1.6	1.3	1.3	1.3	1.1	1.3	1.4								
WNCT	Greenville	C	107.9	100.0	1700	c	Beasley Bcst Group	63	9603	3,000	c6	Oldies	1,350	1.81	4.8	3.6	4.0	5.5	4.7	3.4	4.4	3.0	4.3								
		# FM Stations -		22		# Combos -		15		FM TOTALS				93.8		71.6		73.0		72.5		71.0		75.3		73.2		72.3		74.1	

METRO RANK: 80



Metro Rank: 80

Revenue Rank: 101

Greenville–New Bern–Jacksonville Market Overview



Metro Counties

Beaufort, NC	44.4
Carteret, NC	58.0
Craven, NC	85.3
Greene, NC	17.0
Jones, NC	9.8
Lenoir, NC	59.3
Onslow, NC	148.3
Pamlico, NC	12.2
Pitt, NC	119.0

	553.3

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 8,600	9,000	9,500	10,500	12,000	13,600	9.6%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	14.0%	\$ 15,500	16,300	17,400	18,400	19,600	6.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$2.62/1,000	\$2.99/1,000	\$3.24/1,000	Local	85%		
Revenue/Capita	\$16.17	\$24.58	\$33.87	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	532.0	553.3	0.8%	553.3	578.6	0.9%
Households	185.2	192.7	0.8%	192.7	204.5	1.2%
Retail Sales	3,288.0	4,554.9	6.7%	4,554.9	6,040.8	5.8%
EBI	5,129.1	7,057.6	6.6%	7,057.6	9,396.2	5.9%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	284.4	49.4	22.5	51.1	49.4	41.6	28.6	41.9
Women (000)	268.9	47.5	21.7	30.4	41.8	40.2	30.5	56.9
Total	553.3	96.8	44.2	81.5	91.1	81.8	59.1	98.8
Percentage	100.0%	17.5%	8.0%	14.7%	16.5%	14.8%	10.7%	17.9%
Per Capita	\$12,755	Median Household		\$26,898	Avg Household		\$36,625	
Ethnic Population:	White 70.9%	Black 27.3%	Asian 1.2%	Hispanic 2.5%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	4		18	7	22	19	41
Tot 12+	2.1		70.9	54.1	73.0	5.9	78.9
Avg 12+	0.5		3.9	7.7	3.3	0.3	1.9
Tot LCS	2.7		89.9	68.6	92.5	7.5	100.0
Avg LCS	0.7		5.0	9.8	4.2	0.4	2.4

MARKET: Greenville-New Bern-Jacksonville

METRO RANK: 80

Competitive Overview

Some stations also rated in Raleigh (48) and Wilmington, NC (180).

AM Stations

													Arbitron 12+ Metro Shares (see rights)										
City of		FCC	Day	Night	Sales		1996		Avg '96														
Calls	License	Class	Freq	Power (kW)	Power (kW)	C	Owner	Year	Date	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995
WMBL	Morehead City	II	740	1.0	0.01		Moseley, Ashley	47	9705	40		Nostalgia	50	0.54	0.6	1.0	0.5	0.0	0.7	0.0	0.8	0.4	0.8
* WLAS	Jacksonville	III	910	5.0	5.00	b	Conner Media Corp	54	9710	17p	1	Nws/Tk/Spts	100	6.45	0.1	0.0	0.0	0.4	0.0	0.0	0.0	0.4	0.0
WDLX	Washington	III	930	5.0	1.00	f	Pinnacle Bcstg	42	9608			c5 News/Talk	150	1.21	0.8	0.6	1.1	1.4	0.4	1.2	0.0	0.4	0.8
WRNS	Kinston	III	960	5.0	1.00	f	Pinnacle Bcstg	37	8904			c2 Country			0.2	0.3	0.1	0.1	0.1	0.3	0.3	0.1	0.0
WELS	Kinston	II	1010	1.0	0.08	g	Willis Bcstg Corp	50	9607	150		c7 Gospel	225	1.61	0.9	1.0	0.7	0.9	0.6	0.6	1.1	0.6	0.6
WNCT	Greenville	II	1070	10.0	10.00	c	Beasley Bcst Group	40	9603			c6 Country			0.2	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
WLNR	Kinston	IV	1230	1.0	1.00	b	Conner Media Corp	54	9403			c3 1 Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJNC	Jacksonville	IV	1240	1.0	1.00		WJNC Inc	45	8703	600		Nws/Tk/Spts	125	0.81	1.0	0.7	0.7	1.3	0.6	1.2	0.5	0.9	0.6
WGHB	Farmville	III	1250	5.0	2.50		Rivercity Radio Inc	59	9103	325		Gospel			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
WJCV	Jacksonville	III	1290	1.0	0.00		Caleb Communications	68	7908			Gospel			0.3	0.6	0.5	0.0	0.9	0.0	1.0	0.0	0.0
WTOW	Washington	III	1320	0.5	0.05	d	Rouse, James	61	9302	75		Gospel			0.4	0.4	0.8	0.4	0.0	0.0	0.0	1.0	0.4
WCPQ	Havelock	III	1330	1.0	0.00	f	Pinnacle Bcstg	62	9608			c1 Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WOOV	Greenville	IV	1340	1.0	1.00	d	Rouse, James	59	8708	125	d	Religion			1.4	1.0	0.8	0.6	1.2	0.6	2.2	0.6	1.0
WCOO	New Bern	III	1380	5.0	0.00		J4 Broadcasting Co	73	9503	50		Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBTB	Beaufort	IV	1400	1.0	1.00	h	Eastrn Carolina Bcst	54	9705	18		Beach			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WNOS	New Bern	IV	1450	1.0	1.00		Thompson, Richard L.	42	8909	111		Adlt Stndrd			0.2	0.6	0.7	0.6	0.6	0.0	0.0	0.6	0.0
WLOJ	New Bern	IV	1490	1.0	1.00	a	CTC Media Group Inc	53	9010	100		ChrsContemp			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBZQ	Greenville	II	1550	1.0	0.00		Greenville Bcstg	62	7405			DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WCTJ	Camp Lejeune	II	1580	10.0	0.02	a	CTC Media Group Inc	80	9508	38		DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations - 19													# Combos - 12										
Stations Profiled - 41													# Duopolies - 13										
													AM TOTALS										
													Total Local Commercial Share										
													6.2 6.2 5.9 5.7 5.1 3.9 6.4 5.4 4.2 77.8 78.9 78.2 76.1 79.2 79.6 77.7 78.3										

Other Rulemaking: 97.9, A, Bayboro

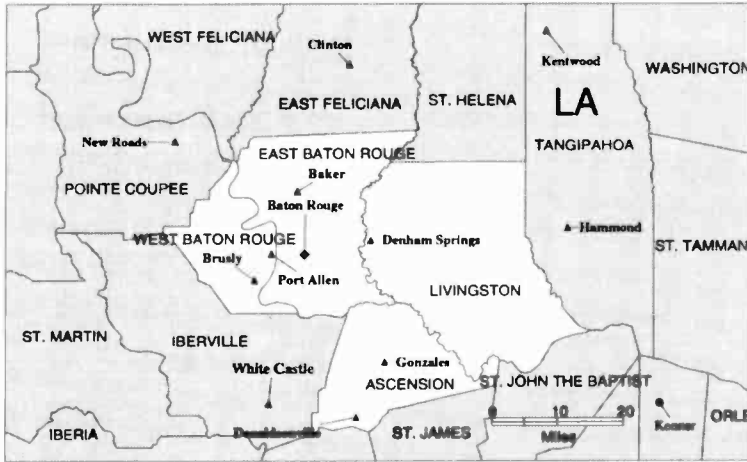
* Indicates a change since last edition.

METRO RANK: 80

Metro Rank: 81

Revenue Rank: 75

Baton Rouge, LA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 16,300	17,000	16,500	16,800	18,500	20,300	4.5%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	3.9%	\$ 21,100	22,300	23,700	25,000	26,600	6.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.98/1,000	\$3.67/1,000	\$3.58/1,000	Local	90%		
Revenue/Capita	\$30.86	\$35.86	\$44.67	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	528.2	566.1	1.4%	566.1	595.5	1.0%
Households	188.3	202.7	1.5%	202.7	216.7	1.3%
Retail Sales	4,099.4	5,527.3	6.2%	5,527.3	7,430.1	6.1%
EBI	6,692.9	8,057.6	3.8%	8,057.6	10,776.1	6.0%

Metro Counties

Ascension, LA	66.5
East Baton Rouge, LA	398.5
Livingston, LA	80.9
West Baton Rouge, LA	20.2

	566.1

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	274.5	58.0	26.8	30.4	43.5	45.2	31.9	38.8
Women (000)	291.6	55.1	26.0	32.0	45.3	48.2	34.1	50.9
Total	566.1	113.1	52.8	62.4	88.8	93.5	65.9	89.6
Percentage	100.0%	20.0%	9.3%	11.0%	15.7%	16.5%	11.6%	15.8%
Per Capita	\$14,234	Median Household		\$31,880	Avg Household		\$39,751	
Ethnic Population:	White 67.6%	Black 31.0%	Asian 1.3%	Hispanic 1.4%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	2		10	7	12	9	21
Tot 12+	1.7		52.6	37.3	54.3	18.7	73.0
Avg 12+	0.9		5.3	5.3	4.5	2.1	3.5
Tot LCS	2.3		72.1	51.1	74.4	25.6	100.0
Avg LCS	1.2		7.2	7.3	6.2	2.8	4.8

Competitive Overview

Some stations also rated in New Orleans (39) and Lafayette, LA (98).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales Price	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
Calls	License	Class	Freq	(kW)									Std	Acq	(000)	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring
WOCK	Clinton	C2	92.7	32.0	604		Bethany World Prayer	81	9703	2,025	+	AC	350	0.75	2.2	1.6	2.3	1.6	1.3	2.1	1.7	1.5	1.2	
* KTBT	New Iberia	C1	93.7	97.0	997		Powell Bcstg Co Inc	92	9611	2,000		Urban AC	175		0.0	5.2	4.7	0.8	0.0	0.0	0.0	0.0	0.0	
WEMX	Kentwood	C1	94.1	100.0	981	a	Citywide Comm Inc	67	9308	1,900		Urban	400	0.61	3.1	7.5	8.3	7.4	0.9	1.6	2.9	2.8	1.8	
KRVE	Brusly	C2	96.1	43.0	449	b	Capstar Bcstg Ptrs	89	9707			g1 AC	2,400	1.21	9.4	6.1	4.5	6.6	6.7	8.0	6.7	6.7	5.7	
WDGL	Baton Rouge	C	98.1	95.0	1499	d	Guaranty Bcstg Corp	68				Clsc Rock	3,500	1.61	10.3	6.3	5.8	7.0	6.3	7.8	5.8	7.9	8.5	
WXCT	Baton Rouge	C	100.7	97.0	1499	d	Guaranty Bcstg Corp	66	9608		na	Country	1,000	0.68	7.0	5.4	4.5	3.9	5.6	5.5	4.8	4.4	5.7	
WYNK	Baton Rouge	C	101.5	96.0	1499	b	Capstar Bcstg Ptrs	68	9707			g1 Country	4,000	1.21	15.7	10.2	8.4	10.4	10.5	10.5	11.9	10.6	12.6	
WLSS	Baton Rouge	C	102.5	100.0	1260	b	Capstar Bcstg Ptrs	41	9707			g1 Top 40	1,000	0.70	6.8	3.9	4.5	4.3	5.5	4.6	5.1	4.5	5.7	
WKJN	Hammond	C	103.3	100.0	1004	a	Citywide Comm Inc	65	9702	11,630	c3	Country	2,100	1.99	5.0	3.5	3.7	2.8	2.9	3.3	3.5	3.8	4.0	
KKAY	Donaldsonville	A	104.9	6.0 cp	283	c	LaFourche Valley	72				Oldies	1,000	0.0	0.4	0.6	0.4	0.4	0.0	0.0	0.0	0.0		
KQXL	New Roads	C2	106.5	50.0	486	a	Citywide Comm Inc	79	8302			Urban	3,000	0.93	15.3	3.9	5.9	7.2	10.3	10.5	11.9	11.8	10.2	
* WTGE	Baker	A	107.3	4.6	374	d	Guaranty Bcstg Corp	94	9701	1,750		Smooth Jazz			0.2	2.7	1.1	1.2	0.0	0.0	0.0	0.0		
													# FM Stations - 12											
													# Combos - 10											
													FM TOTALS											
													75.0 56.7 54.3 53.6 50.4 53.9 54.3 54.0 56.0											

AM Stations

City of		FCC	Day Power		Night Power		C	Owner	Year	Date	Sales Price	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
Calls	License	Class	Freq	(kW)	(kW)	Std								Acq	(000)	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter
WNDC	Baton Rouge	III	910	1.0	1.00		Church Point Ministr	46	8812	450	p	Gospel	350	0.66	2.5	2.0	2.3	2.4	2.2	2.2	1.7	1.9	1.5		
WJBO	Baton Rouge	III	1150	5.0	5.00	b	Capstar Bcstg Ptrs	34	9707			g1 Nws/Tk/Spts	1,850	1.29	6.8	5.5	5.6	6.2	6.2	4.6	5.7	4.4	4.9		
* WSKR	Denham Springs	II	1210	10.0	1.00	b	Capstar Bcstg Ptrs	59	9707			g1 ChrstnCnty			0.0	0.0	1.1	0.4	0.6	0.0	0.0	0.0			
KBRH	Baton Rouge	III	1260	1.0	0.13		E.Baton Rouge School	77				Urban/Olds	1.8		0.4	1.0	0.7	0.6	1.6	1.7	0.9	0.9			
WIBR	Baton Rouge	III	1300	5.0	1.00	a	Citywide Comm Inc	48	9611		p c3	Sports	175	1.38	0.6	1.4	1.7	1.1	0.0	0.4	0.0	0.7			
WYNK	Baton Rouge	III	1380	5.0	0.00	b	Capstar Bcstg Ptrs	56	9707			g1 Country			0.6	0.4	0.3	0.1	0.4	0.3	0.4				
WXOK	Baton Rouge	III	1460	5.0	1.00	a	Citywide Comm Inc	53	9009	1,000	+	Variety	1,000	0.43	11.1	6.6	5.9	6.5	8.2	8.7	8.3	7.6			
WPFC	Port Allen	II	1550	5.0	0.50		Victory & Power Inc	63	9411	450		Religion			1.3	1.1	0.8	1.9	1.9	0.6	0.4				
KKAY	White Castle	III	1590	1.0	0.07	c	LaFourche Valley	76				Gospel			0.2	0.7	0.0	0.0	0.6	0.0	0.0				
													# AM Stations - 9												
													# Combos - 6												
													AM TOTALS												
													24.9 18.1 18.7 19.3 20.7 18.5 18.1 16.3 19.1												
													Stations Profiled - 21												
													# Duopolies - 7												
													Total Local Commercial Share												
													74.8 73.0 72.9 71.1 72.4 72.4 70.3 75.1												

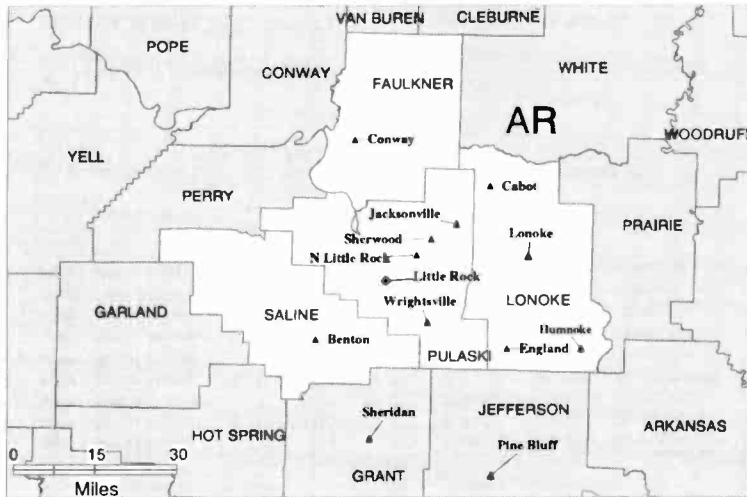
* Indicates a change since last edition.



Metro Rank: 82

Revenue Rank: 78

Little Rock, AR Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 15,500	15,300	15,700	17,000	19,100	19,600	4.8%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	2.6%	\$ 20,100	20,900	21,800	22,900	24,000	4.5%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.74/1,000	\$3.49/1,000	\$3.29/1,000	Local	80%		
Revenue/Capita	\$30.03	\$35.90	\$41.89	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	516.1	546.0	1.1%	546.0	572.9	1.0%
Households	196.6	207.5	1.1%	207.5	220.1	1.2%
Retail Sales	4,147.6	5,618.4	6.3%	5,618.4	7,295.5	5.4%
EBI	6,915.3	8,305.3	3.7%	8,305.3	11,136.1	6.0%

Metro Counties

Faulkner, AR	73.2
Lonoke, AR	46.6
Pulaski, AR	351.9
Saline, AR	74.3

	546.0

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	263.5	50.4	24.9	24.5	42.4	43.9	33.0	44.3
Women (000)	282.5	47.9	23.9	26.1	43.5	46.5	34.9	59.8
Total	546.0	98.3	48.8	50.7	86.0	90.3	67.9	104.1
Percentage	100.0%	18.0%	8.9%	9.3%	15.7%	16.5%	12.4%	19.1%
Per Capita	\$15,211	Median Household		\$32,298	Avg Household		\$40,025	
Ethnic Population:	White 78.7%	Black 20.2%	Asian 0.8%	Hispanic 0.8%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	5		13	12	18	13	31
Tot 12+	11.2		66.2	68.1	77.4	10.4	87.8
Avg 12+	2.2		5.1	5.7	4.3	0.8	2.8
Tot LCS	12.8		75.4	77.6	88.2	11.8	100.0
Avg LCS	2.6		5.8	6.5	4.9	0.9	3.2

Competitive Overview

FM Stations

											Arbitron 12+ Metro Shares (see rights)												
City of		FCC	Power		Year		Date	Sales		1996		Avg '96											
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price	LMA	Format	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
											(000)	(000)	Ratio	Comm	Sh	1997	1997	1996	1996	1996	1996	1995	1995
KIPR	Pine Bluff	C1	92.3	100.0	938	e	Citadel Comm Corp	59	9709	25,000	d1	Urban AC	2,100	1.00	10.5	10.1	9.9	10.3	9.9	9.6	9.3	8.5	9.8
KKPT	Little Rock	C	94.1	100.0	1601	b	Signal Media	60	8503	2,750	c3	Clsc Rock	800	0.70	5.7	5.6	5.5	3.8	5.6	5.1	5.4	4.0	5.7
KOLL	Maumelle	C	94.9	96.0	1844	a	Clear Channel Comm	71	9710	20,000	d4	Oldies	1,000	1.00	5.0	3.9	4.5	3.7	3.8	4.2	4.0	5.0	4.6
KSSN	Little Rock	C	95.7	100.0	1663	a	Clear Channel Comm	66	9710		d4	Country	3,500	1.23	14.2	12.4	9.6	12.9	11.7	10.6	12.8	14.7	12.2
KHUG	England	C3	96.5	10.5 cp	495	c	Pearson, Max H.	88	9404		g1	Country			0.0	0.8	0.9	0.7	0.0	0.0	0.0	0.0	0.0
KURB	Little Rock	C	98.5	100.0	1286	e	Citadel Comm Corp	72	9711	12,000	d2	Hot AC	2,500	1.16	10.7	7.8	7.7	7.4	7.9	8.4	10.4	9.0	10.1
KYFX	Little Rock	A	99.5	3.0	312		Nameloc Bcstg	92				NAC	1,000	1.04	4.8	4.1	5.0	4.0	5.0	4.5	3.4	4.6	4.6
• KMOV	Jacksonville	C1	100.3	85.0 cp	1053	a	Clear Channel Comm	92	9605		g3	Country	1,700	2.49	3.4	2.7	2.9	4.3	2.6	2.8	3.2	3.2	2.9
KDRE	N Little Rock	A	101.1	6.0	328		Flinn Bcstg Corp	94	9503		st	Modern Rock	250	0.43	2.9	2.6	2.3	3.1	1.8	2.4	2.6	2.6	2.6
KKRN	Humnoke	A	101.7	6.0	328	e	Citadel Comm Corp	95	9706		p d1	News/Talk			0.3	0.0	0.0	0.0	0.5	0.3	0.5	0.1	0.2
KESR	Sherwood	A	102.1	4.1	387	e	Citadel Comm Corp	94	9706		p d1	CHR	200	1.11	0.9	3.9	3.5	4.3	3.5	2.4	0.0	0.0	0.9
KARN	Cabot	A	102.5	3.0	328	e	Citadel Comm Corp	92	9706		p d1	News/Talk			0.5	0.6	0.4	0.3	0.0	0.0	0.5	0.6	0.6
KVLO	Sheridan	C2	102.9	50.0	492	e	Citadel Comm Corp	69	9711		d2	Soft AC	600	0.69	4.3	3.5	3.5	4.1	3.6	5.2	3.6	4.0	2.6
KSYG	Little Rock	C	103.7	100.0	1516	b	Signal Media	73	9311	2,000		Talk	350	0.76	2.3	3.9	2.6	2.6	3.2	2.4	1.9	2.2	1.8
KMJX	Conway	C1	105.1	81.0	1053	a	Clear Channel Comm	67	9605		g3	Clsc Rock	2,300	1.17	9.8	9.8	11.2	7.4	10.6	8.7	9.1	9.1	7.8
KMZK	Lonoke	C2	106.3	50.0 cp	492		Kaleidoscope Radio	82	9709	1,300		Gospel			0.7	0.5	0.9	0.7	0.5	0.7	0.9	1.0	0.0
• KDDK	Benton	C2	106.7	16.0	866	a	Clear Channel Comm	79	9710		d4	Country	350	0.25	7.0	4.5	4.8	3.8	4.4	6.3	6.2	6.0	6.3
KYTN	Wrightsville	C2	107.7	50.0	312	e	Citadel Comm Corp	92	9707	900p		ChrsContemp	300	0.68	2.2	1.8	2.2	1.8	2.3	2.2	1.7	1.5	2.3
# FM Stations - 18											# Combos - 15												
											FM TOTALS		85.2	78.5	77.4	75.2	76.9	75.8	75.5	76.1	75.0		

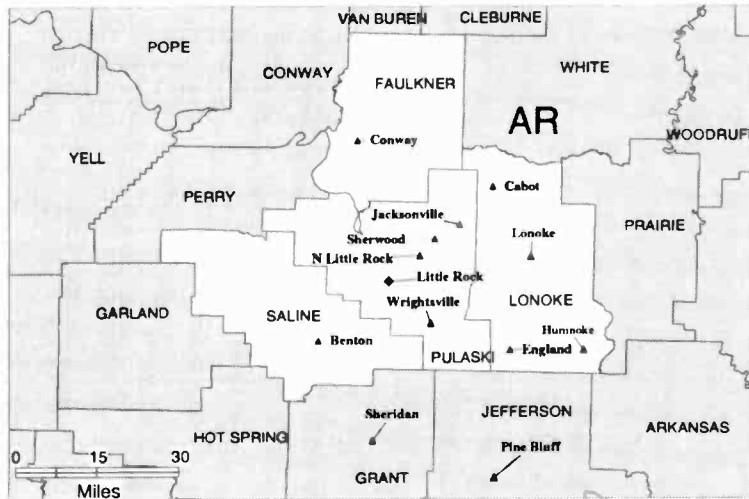
• Indicates a change since last edition.



Metro Rank: 82

Revenue Rank: 78

Little Rock, AR Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 15,500	15,300	15,700	17,000	19,100	19,600	4.8%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	2.6%	\$ 20,100	20,900	21,800	22,900	24,000	4.5%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.74/1,000	\$3.49/1,000	\$3.29/1,000	Local	80%		
Revenue/Capita	\$30.03	\$35.90	\$41.89	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	516.1	546.0	1.1%	546.0	572.9	1.0%
Households	196.6	207.5	1.1%	207.5	220.1	1.2%
Retail Sales	4,147.6	5,618.4	6.3%	5,618.4	7,295.5	5.4%
EBI	6,915.3	8,305.3	3.7%	8,305.3	11,136.1	6.0%

Metro Counties

Faulkner, AR	73.2
Lonoke, AR	46.6
Pulaski, AR	351.9
Saline, AR	74.3

	546.0

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	263.5	50.4	24.9	24.5	42.4	43.9	33.0	44.3
Women (000)	282.5	47.9	23.9	26.1	43.5	46.5	34.9	59.8
Total	546.0	98.3	48.8	50.7	86.0	90.3	67.9	104.1
Percentage	100.0%	18.0%	8.9%	9.3%	15.7%	16.5%	12.4%	19.1%
Per Capita	\$15,211	Median Household		\$32,298	Avg Household		\$40,025	
Ethnic Population:	White 78.7%	Black 20.2%	Asian 0.8%	Hispanic 0.8%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	5		13	12	18	13	31
Tot 12+	11.2		66.2	68.1	77.4	10.4	87.8
Avg 12+	2.2		5.1	5.7	4.3	0.8	2.8
Tot LCS	12.8		75.4	77.6	88.2	11.8	100.0
Avg LCS	2.6		5.8	6.5	4.9	0.9	3.2

Competitive Overview

AM Stations

										Arbitron 12+ Metro Shares (see rights)																				
City of		FCC	Day	Night			Sales		1996		Avg '96																			
Calls	License	Class	Freq	Power (kW)	Power (kW)	C	Owner	Year	Date	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995							
KMTL	Sherwood	II	760	10.0	0.00		Domerese, George	83	8808	575		Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
KGHT	Sheridan	II	880	50.0	0.22		Metropolitan Radio	82	9612	338		Gospel			1.6	1.5	0.9	1.5	1.8	1.2	2.2	1.0	1.4							
KARN	Little Rock	III	920	5.0	5.00	e	Citadel Comm Corp	28	9706		p d1	News/Talk	1,600	1.12	7.1	3.0	4.7	7.2	5.6	6.1	5.7	6.5	6.9							
KJBN	Little Rock	II	1050	1.0	0.02		Joshua Ministries	46	9209	250		ChrsContemp			0.2	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.0							
KAAY	Little Rock	I	1090	50.0	50.00		Beasley Bcst Group	24	8704	2,650		Gospel	950	11.8	0.4	0.0	0.0	0.6	0.5	0.4	0.6	0.4	0.4	0.0						
KLRG	N Little Rock	III	1150	5.0	1.00	d	Willis Bcstg Corp	46	9003	250		Gospel	100	0.50	1.0	0.9	1.0	0.9	1.8	0.7	1.4	0.7	0.9							
KCON	Conway	IV	1230	1.0	1.00		KCON Bcstg Co	50	8008	350	e	MOR			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
KEZQ	Little Rock	III	1250	2.0	1.20	e	Citadel Comm Corp	27	9711		d2	Nostalgia	175	0.44	2.0	1.5	1.5	1.5	1.7	2.7	2.2	1.6	0.5							
KBBL	Cabot	III	1350	2.5	0.07		Hall Bcstg Inc	80	9608			Sports			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
KRNN	N Little Rock	III	1380	5.0	2.50	e	Citadel Comm Corp	57	9706		p d1	News			0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
KITA	Little Rock	III	1440	5.0	0.24		Vaile, Gary	56	8405	675		Gospel	275	0.57	2.4	2.0	2.3	2.1	1.4	1.2	1.5	2.5	3.4							
KOKY	Jacksonville	II	1500	1.0	0.00		Ramsey, Richard, Trs	63	8911	165		DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
KLRA	England	II	1530	0.3	0.00	c	Pearson, Max H.	79	9404		g1	Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
# AM Stations - 13															# Combos - 5		AM TOTALS					14.7	9.8	10.4	13.8	12.8	12.7	13.6	13.1	13.1
Stations Profiled - 31															# Duopolies - 9		Total Local Commercial Share					88.3	87.8	89.0	89.7	88.5	89.1	89.2	88.1	

* Indicates a change since last edition.

Metro Rank: 83

Revenue Rank: 249

New Bedford-Fall River, MA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 3,200	2,900	3,000	3,500	3,900	3,800	3.5%
Δ 95-96	-2.6%						
★★	\$ 3,700	3,800	4,000	4,200	4,400		4.4%

	1990	1995	2000	Est. Breakout
Revenue/Retail Sales	\$0.78/1,000	\$0.78/1,000	\$0.79/1,000	Local 88%
Revenue/Capita	\$ 6.29	\$ 7.39	\$ 8.37	National 12%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	509.1	514.2	0.2%	514.2	525.4	0.4%
Households	188.7	190.9	0.2%	190.9	197.4	0.7%
Retail Sales	4,105.1	4,846.7	3.4%	4,846.7	5,560.2	2.8%
EBI	6,777.7	7,228.5	1.3%	7,228.5	8,193.8	2.5%

Metro Counties

Bristol, MA	514.2

	514.2

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	246.5	44.1	21.4	23.7	38.0	39.8	30.7	48.9
Women (000)	267.7	41.8	20.6	24.6	38.7	41.6	31.7	68.7
Total	514.2	85.9	42.0	48.3	76.7	81.4	62.4	117.6
Percentage	100.0%	16.7%	8.2%	9.4%	14.9%	15.8%	12.1%	22.9%
Per Capita	\$14,058	Median Household		\$32,794	Avg Household		\$37,866	
Ethnic Population:	White 96.8%	Black 2.0%	Asian 1.1%	Hispanic 3.0%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1	5		1	6	6	12
Tot 12+	5.3	24.0		5.3	29.3	7.9	37.2
Avg 12+	5.3	4.8		5.3	4.9	1.3	3.1
Tot LCS	14.2	64.5		14.2	78.8	21.2	100.0
Avg LCS	14.2	12.9		14.2	13.1	3.5	8.3

Competitive Overview

Some stations also rated in Providence-Warwick-Pawtucket (31).

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)								
													Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993		
WSNE	Taunton	B	93.3	30.0	620		Capstar Bcstg Ptrs	66	9708	See (31)		AC	n/a	14.6	6.4	5.2	4.8	5.8	3.3	4.1	3.2	4.9			
WNJY	Providence	B	94.1	50.0	440		Capstar Bcstg Ptrs	66	9708	See (31)		AOR	n/a	19.3	6.5	7.4	8.0	6.1	8.4	10.3	10.4	0.0			
WJFD	New Bedford	B	97.3	50.0	499		Dinis, Edmund	49				Portuguese	500	3.97	3.4	1.1	1.4	1.8	0.7	0.8	1.4	0.7	0.0		
WCTK	New Bedford	B	98.1	47.0	509	a	Hall Communications	46	6610	See (31)		Country	n/a	15.1	3.2	3.6	6.0	5.0	4.8	4.1	8.1	5.1			
WWLI	Providence	B	105.1	50.0	499		Citadel Comm Corp	48	9707	See (31)		AC	n/a	19.6	6.8	5.0	6.4	7.8	7.1	7.1	7.6	0.0			
WFHN	Fairhaven	A	107.1	2.4	348	b	Spring Bcstg LLC	89	9701	4,600	c1	CHR	1,600	3.57	12.1	5.3	2.9	4.9	3.9	5.1	4.0	3.5	5.4		
# FM Stations - 6													# Combos - 2		FM TOTALS		84.1	29.3	25.5	31.9	29.3	29.5	31.0	33.5	15.4

AM Stations

Calls	City of License	FCC Class	Freq	Day Power		Night Power (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
				(kW)	(kW)									Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993	
WARA	Attleboro	III	1320	5.0	5.00			Merolla, Michele	50	9510	275		News/Talk	300	8.11	1.0	0.7	0.0	0.0	0.7	0.4	0.0	0.0	0.0	
WNGH	New Bedford	IV	1340	1.0	1.00	a	Hall Communications	21	6610			Country	150	1.93	2.1	0.9	1.1	0.4	1.1	0.8	1.2	1.2	1.2		
WHTB	Fall River	IV	1400	1.0	1.00	c	Karam, Bob & James	48	8905	650		Portuguese	100	1.59	1.7	0.5	0.0	1.3	0.0	0.0	0.4	0.8	1.3		
WBSM	New Bedford	III	1420	5.0	1.00	b	Spring Bcstg LLC	49	9701		c1	News/Talk	550	2.56	5.8	3.1	4.3	2.4	1.8	3.3	3.4	3.7	3.3		
WSAR	Fall River	III	1480	5.0	5.00	c	Karam, Bob & James	21	9211	550		Nws/Tk/Spts	500	2.50	5.4	2.7	1.4	1.2	2.7	1.0	2.3	1.4	1.5		
• WPEP	Taunton	II	1570	1.0	0.23		Willow Farm Inc	49	9708	300p		News/Talk			0.0	0.0	0.7	0.0	0.0	0.0	0.7	0.0	0.0		
# AM Stations - 6													# Combos - 4		AM TOTALS		16.0	7.9	7.5	5.3	6.3	5.5	8.0	7.1	7.3
Stations Profiled - 12													# Duopolies - 2		Total Local Commercial Share		37.2	33.0	37.2	35.6	35.0	39.0	40.6	22.7	

• Indicates a change since last edition.

Metro Rank: 84

Revenue Rank: 105

Mobile, AL Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 10,500	10,500	10,800	11,500	12,800	13,200	4.7%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	11.4%	\$ 14,700	15,400	16,300	17,200	18,300	5.6%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.19/1,000	\$2.83/1,000	\$2.88/1,000	Local	82%		
Revenue/Capita	\$21.90	\$25.27	\$32.91	National	18%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	479.4	522.4	1.7%	522.4	556.0	1.3%
Households	174.9	192.3	1.9%	192.3	209.1	1.7%
Retail Sales	3,291.0	4,664.7	7.2%	4,664.7	6,354.4	6.4%
EBI	555.8	7,041.1	66.2%	7,041.1	9,481.0	6.1%

Metro Counties

Baldwin, AL	122.4
Mobile, AL	400.0

	522.4

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	250.1	50.0	25.6	21.8	35.6	39.2	30.7	47.3
Women (000)	272.3	48.0	24.5	23.1	38.7	41.9	33.9	62.2
Total	522.4	97.9	50.1	44.9	74.2	81.1	64.7	109.5
Percentage	100.0%	18.7%	9.6%	8.6%	14.2%	15.5%	12.4%	21.0%
Per Capita	\$13,478	Median Household		\$28,516	Avg Household		\$36,615	
Ethnic Population:	White 71.2%	Black 27.3%	Asian 0.9%	Hispanic 0.9%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1		14	8	15	12	27
Tot 12+	1.0		63.9	45.9	64.9	14.4	79.3
Avg 12+	1.0		4.6	5.7	4.3	1.2	2.9
Tot LCS	1.3		80.6	57.9	81.8	18.2	100.0
Avg LCS	1.3		5.8	7.2	5.5	1.5	3.7

Competitive Overview

Some stations also rated in Pensacola (125) and Biloxi (133).

FM Stations

Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C Owner	Year Std	Date Acq	Sales Price (000)	LMA Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)										
										Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995				
WZEW	Fairhope	C3	92.1 13.5	449	f Amer General Media	66	9706	1,370p	Clsc Rock	500	1.70	2.0	1.7	1.3	0.4	0.5	0.9	0.8	2.4	2.3				
WBLX	Mobile	C	92.9 98.0	1555	a Calendar Bcstg Inc	73	9007	5,250	Urban AC	3,250	2.03	10.9	7.6	5.7	7.2	6.9	7.9	6.8	8.3	12.5				
WMEZ	Pensacola	C	94.1 100.0	1329	Capstar Bcstg Ptrs	60	9703	See (125)	Soft AC	n/a		2.7	2.5	2.3	2.3	1.8	2.0	1.4	2.7	2.7				
WKSJ	Mobile	C	94.9 100.0	1555	d Clear Channel Comm	71	9705	24,000	Country	3,200	1.70	12.8	10.3	9.6	8.5	8.9	10.8	10.9	9.3	10.5				
WRKH	Mobile	C	96.1 97.0	1342	d Clear Channel Comm	64	9705		Clsc Rock	750	1.50	3.4	3.2	3.4	3.5	4.5	2.5	3.4	2.4	2.6				
WABB	Mobile	C	97.5 100.0	1552	c Dittman Group	73			Adult CHR	1,400	1.22	7.8	5.4	7.3	7.1	7.5	6.9	6.2	6.4	5.9				
WDLT	Chickasaw	C2	98.3 40.0	548	a Calendar Bcstg Inc	81	9711	3,400	Urban AC	600	0.55	7.4	6.4	6.9	6.5	5.7	7.9	5.9	5.6	4.6				
WMXC	Mobile	C	99.9 94.0	1755	d Clear Channel Comm	47	9705		AC	1,500	1.76	5.8	4.6	4.3	5.1	4.5	4.0	4.4	5.4	5.2				
WURO	Pensacola	C	100.7 100.0	1555	Coast Radio LC	65	9409	See (125)	Clsc Rock	n/a		6.0	3.1	4.1	3.6	3.8	4.0	4.5	5.4	5.7				
WXHT	Citronelle	C3	102.1 15.0	427	e United Bcstg Co Inc	89	9304	305	Country		0.0	1.4	1.9	0.4	0.0	0.0	0.0	0.0	0.0	0.0				
WXBM	Milton	C	102.7 100.0	1329	Capstar Bcstg Ptrs	64	9703	See (125)	Country	n/a		3.4	3.9	2.7	3.6	2.9	2.6	3.1	2.2	3.1				
WDWG	Atmore	C	104.1 100.0	1555	d Clear Channel Comm	66	9705		Country	700	0.99	4.8	3.6	2.9	2.9	3.5	4.0	4.0	4.3	3.3				
WYOK	Moss Point	C2	104.9 33.0	600	Dowdy, C. Wayne	64	8705	200	Urban	250	0.19	8.8	10.6	6.4	8.2	10.5	7.9	7.6	7.8	5.3				
WNSP	Bay Minette	A	105.5 5.3	348	Faulkner-Phillips	64	8704	425	Sports			1.0	0.8	1.0	1.2	0.9	1.3	0.0	1.0	1.0				
WAVH	Daphne	C2	106.5 50.0	450	f Amer General Media	93	9707	4,000	Oldies	1,000	1.26	5.4	5.7	5.1	2.7	3.6	4.6	4.8	4.5	3.7				
# FM Stations - 15												# Combos - 10		FM TOTALS		82.2	70.8	64.9	63.2	65.5	67.3	63.8	67.7	68.4

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C Owner	Year Std	Date Acq	Sales Price (000)	LMA Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)										
										Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995				
WHO2	Fairhope	11	660 10.0	0.00	a Calendar Bcstg Inc	65	9007		c1 Gospel			0.4	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0				
WNTM	Mobile	11	710 1.0	0.50	d Clear Channel Comm	46	9705		d2 News/Talk	800	0.89	6.1	4.3	4.3	5.1	4.3	5.4	4.8	5.3					
WBHY	Mobile	11	840 33.0	0.00	b Goforth Media Inc	43	8604	250	+ Christian			0.2	0.0	0.4	0.4	0.0	0.0	0.0	0.0					
WGOK	Mobile	11	900 1.0	0.38	Roberds Bcstg Co	58	7706		Gospel	800	0.76	7.2	3.6	6.7	4.8	5.1	4.6	6.1	6.5	6.3				
WLPR	Prichard	111	960 5.0	1.00	b Goforth Media Inc	85	9404	180	DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WBCA	Bay Minette	11	1110 10.0	0.00	Monroe, Gaston	57	9412		na Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WABF	Fairhope	11	1220 1.0	0.00	Jubilee Bcstg Co Inc	61	9204	350	Big Band			1.2	1.3	1.4	1.2	2.0	0.4	1.9	0.8	0.7				
WKSJ	Prichard	111	1270 5.0	0.10	d Clear Channel Comm	66	9705		d2 Country			0.2	0.4	0.1	0.0	0.2	0.3	0.0	0.2					
WHEP	Foley	111	1310 1.0	0.00	Stewart Bcstg Co	53	6105		Talk/Sports	200	1.36	1.0	0.8	0.0	0.9	0.6	0.4	0.9	1.0					
WMOB	Mobile	111	1360 5.0	0.21	B Tucker Assoc Inc	61	8409	350	Religion			0.0	1.0	0.0	0.4	0.5	0.0	0.0	0.0					
WLVV	Mobile	111	1410 3.9	cp 3.90	Crain Bcstg Co	30	9104	25	Gospel			0.6	0.7	0.6	0.6	0.5	1.0	0.5	0.5					
WABB	Mobile	111	1480 5.0	4.40	c Dittman Group	48			News/Talk			0.7	0.7	0.9	1.2	0.9	0.4	0.9	0.6					
# AM Stations - 12												# Combos - 6		AM TOTALS		17.6	12.8	14.4	14.6	14.9	11.4	17.1	14.4	14.6
Stations Profiled - 27												# Duopolies - 7		Total Local Commercial Share		83.6	79.3	77.8	80.4	78.7	80.9	82.1	83.0	



Metro Rank: 85

Revenue Rank: 162

Stockton, CA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 8,000	7,500	7,500	7,500	8,500	8,700	1.7%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	0.0%	\$ 8,700	9,000	9,500	9,900	10,400	4.6%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$1.34/1,000	\$2.33/1,000	\$2.35/1,000	Local	85%		
Revenue/Capita	\$16.31	\$16.19	\$18.27	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	490.6	537.3	1.8%	537.3	569.3	1.2%
Households	161.6	170.1	1.0%	170.1	178.1	0.9%
Retail Sales	5,985.3	3,727.0	-9.0%	3,727.0	4,418.2	3.5%
EBI	2,971.6	6,494.6	16.9%	6,494.6	7,607.4	3.2%

Metro Counties

San Joaquin, CA	537.3

	537.3

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	273.2	58.3	25.0	26.7	44.1	44.0	30.7	44.4
Women (000)	264.1	55.1	22.8	22.1	39.1	41.4	29.5	54.2
Total	537.3	113.4	47.8	48.8	83.3	85.4	60.1	98.6
Percentage	100.0%	21.1%	8.9%	9.1%	15.5%	15.9%	11.2%	18.3%
Per Capita	\$12,088	Median Household		\$31,057	Avg Household		\$38,181	
Ethnic Population:	White 77.7%	Black 6.0%	Asian 15.2%	Hispanic 26.3%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	5	5		5	10	5	15
Tot 12+	21.7	20.6		32.9	42.3	5.2	47.5
Avg 12+	4.3	4.1		6.6	4.2	1.0	3.2
Tot LCS	45.7	43.4		69.3	89.1	10.9	100.0
Avg LCS	9.1	8.7		13.9	8.9	2.2	6.7

Metro Rank: 86

Revenue Rank: 99

Bakersfield, CA Market Overview



Metro Counties

Kern, CA	539.4

	539.4

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 12,000	11,200	11,300	12,400	14,400	14,700	4.1%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.8%	\$ 15,700	16,500	17,400	18,400	19,500	5.6%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.14/1,000	\$4.25/1,000	\$5.00/1,000	Local	85%		
Revenue/Capita	\$24.99	\$27.25	\$33.67	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990		1995		2000		Growth Rate	
	1990	1995	1995	2000	1995	2000	Rate	
MSA Population	480.1	539.4	539.4	579.2	2.4%	1.4%		
Households	160.5	174.7	174.7	187.4	1.7%	1.4%		
Retail Sales	2,899.9	3,459.0	3,459.0	3,896.4	3.6%	2.4%		
EBI	6,229.8	6,132.6	6,132.6	7,159.4	-0.3%	3.1%		

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	274.1	62.4	25.3	25.0	47.3	43.1	29.7	41.2
Women (000)	265.3	59.7	24.0	22.2	41.3	40.0	29.0	49.0
Total	539.4	122.1	49.3	47.2	88.7	83.1	58.7	90.2
Percentage	100.0%	22.6%	9.1%	8.8%	16.4%	15.4%	10.9%	16.7%
Per Capita	\$11,370	Median Household		\$28,361	Avg Household		\$35,099	
Ethnic Population:	White 87.4%	Black 6.3%	Asian 4.5%	Hispanic 32.0%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	7	10		9	17	13	30
Tot 12+	10.4	56.4		54.4	66.8	15.3	82.1
Avg 12+	1.5	5.6		6.0	3.9	1.2	2.7
Tot LCS	12.7	68.7		66.3	81.4	18.6	100.0
Avg LCS	1.8	6.9		7.4	4.8	1.4	3.3

Metro Rank: 86

Revenue Rank: 99

Bakersfield, CA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 12,000	11,200	11,300	12,400	14,400	14,700	4.1%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.8%	\$ 15,700	16,500	17,400	18,400	19,500	5.6%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.14/1,000	\$4.25/1,000	\$5.00/1,000	Local	85%		
Revenue/Capita	\$24.99	\$27.25	\$33.67	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	480.1	539.4	2.4%	539.4	579.2	1.4%
Households	160.5	174.7	1.7%	174.7	187.4	1.4%
Retail Sales	2,899.9	3,459.0	3.6%	3,459.0	3,896.4	2.4%
EBI	6,229.8	6,132.6	-0.3%	6,132.6	7,159.4	3.1%

Metro Counties

Kern, CA	539.4

	539.4

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	274.1	62.4	25.3	25.0	47.3	43.1	29.7	41.2
Women (000)	265.3	59.7	24.0	22.2	41.3	40.0	29.0	49.0
Total	539.4	122.1	49.3	47.2	88.7	83.1	58.7	90.2
Percentage	100.0%	22.6%	9.1%	8.8%	16.4%	15.4%	10.9%	16.7%
Per Capita	\$11,370	Median Household		\$28,361	Avg Household		\$35,099	
Ethnic Population:	White 87.4%	Black 6.3%	Asian 4.5%	Hispanic 32.0%				

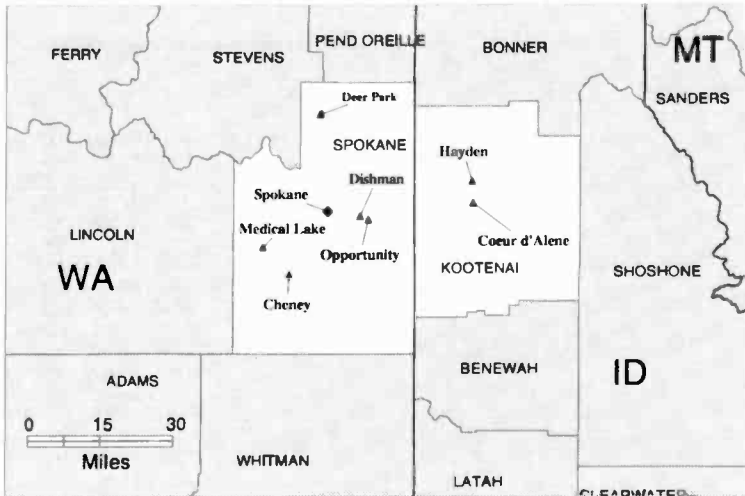
Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations	7	10		9	17	13	30
Tot 12+	10.4	56.4		54.4	66.8	15.3	82.1
Avg 12+	1.5	5.6		6.0	3.9	1.2	2.7
Tot LCS	12.7	68.7		66.3	81.4	18.6	100.0
Avg LCS	1.8	6.9		7.4	4.8	1.4	3.3

Metro Rank: 87

Revenue Rank: 90

Spokane, WA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 11,500	12,000	12,900	13,400	15,200	15,600	6.3%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.1%	\$ 16,400	17,100	17,900	18,900	20,000	5.1%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.32/1,000	\$3.12/1,000	\$3.06/1,000	Local	80%		
Revenue/Capita	\$26.60	\$31.05	\$36.21	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	432.4	502.4	3.0%	502.4	552.4	1.9%
Households	169.1	196.5	3.0%	196.5	218.7	2.2%
Retail Sales	3,466.3	4,992.6	7.6%	4,992.6	6,529.4	5.5%
EBI	5,182.7	7,360.0	7.3%	7,360.0	9,873.0	6.1%

Metro Counties

Spokane, WA	407.9
Kootenai, ID	94.5

	502.4

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	245.7	47.1	22.1	21.9	35.8	41.8	30.3	46.7
Women (000)	256.7	44.7	20.8	21.9	36.1	43.1	30.8	59.4
Total	502.4	91.8	42.9	43.8	71.8	84.8	61.1	106.1
Percentage	100.0%	18.3%	8.5%	8.7%	14.3%	16.9%	12.2%	21.1%
Per Capita	\$14,650	Median Household		\$29,899	Avg Household		\$37,455	
Ethnic Population:	White 95.4%	Black 1.3%	Asian 1.9%	Hispanic 2.2%				

Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations	1		14	10	15	11	26
Tot 12+	0.0		71.4	66.0	71.4	16.5	87.9
Avg 12+	0.0		5.1	6.6	4.8	1.5	3.4
Tot LCS	0.0		81.2	75.1	81.2	18.8	100.0
Avg LCS	0.0		5.8	7.5	5.4	1.7	3.8

Competitive Overview

FM Stations

City of		FCC	Power		Year		Sales				1996				Avg '96									
City	License	Class	Freq	(kW)	HAAT	Owner	Std	Date	Price	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall				
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	(000)	LMA	Format	(000)	Ratio	Comm	Sh	1997	1997	1996	1996	1995	1995		
KZZU	Spokane	C	92.9	81.0	2080	d	Morgan Murphy Stns	55	9506	1,750p	c2	CHR	1,400	0.97	8.8	7.6	7.7	7.5	6.5	6.3	9.5	7.1	8.3	
KDRK	Spokane	C	93.7	56.0	2379	a	Citadel Comm Corp	65	9212		g2	1 Country	2,100	1.24	10.3	9.1	6.7	8.3	9.0	8.4	8.0	8.5	11.2	
KHTQ	Hayden	C	94.5	100.0	1883	e	KXLY Bcstg Group	92	9708	2,500p	c4	CHR	350	0.67	3.2	3.7	2.2	3.0	3.6	3.4	2.3	1.9	3.8	
KNFR	Opportunity	C	96.1	56.0	2379	b	Triathlon Bcstg	61	9605	8,750	c1	2 Country	1,500	1.31	7.0	5.7	8.4	4.7	5.4	6.2	6.8	7.1	4.5	
KEZE	Spokane	C3	96.9	9.8	532	f	Washington Bcstg	93	9707		p	d3 Clsc Rock		1.0	1.0	1.5	1.0	1.3	1.2	1.8	1.2	0.6	0.0	
KISC	Spokane	C	98.1	94.0	2031	b	Triathlon Bcstg	66	9605		c1	AC	1,650	1.31	7.7	6.5	6.9	8.0	7.4	5.7	7.4	7.3	6.9	
KKZX	Spokane	C	98.9	94.0	1614	c	Triathlon Bcstg	75	9612		g1	1 Clsc Rock	1,900	1.16	10.0	9.0	9.5	7.4	8.7	9.1	7.7	11.0	7.4	
KXLY	Spokane	C	99.9	37.0	2999	d	Morgan Murphy Stns	59				Soft AC	850	0.71	7.3	5.7	6.0	7.5	5.0	6.5	6.2	7.1	5.9	
KEYF	Cheney	C	101.1	100.0	1608	c	Triathlon Bcstg	86	9612		g1	1 Oldies	1,500	1.29	7.1	5.1	5.7	4.1	5.6	6.8	5.8	6.2	6.1	
*KTSL	Medical Lake	C2	101.9	330.0	cp	594	Washington Bcstg	89	9708	1,200p		ChrsContemp	250	0.90	1.7	0.9	2.2	1.2	2.0	1.3	2.1	1.2	1.4	
KCDA	Coeur d'Alene	C2	103.1	2.4	1887	f	Washington Bcstg	79	9707	1,500p	d3	2 Country	800	1.04	4.7	3.4	4.7	4.3	3.5	5.2	3.6	3.4	4.3	
KNJY	Spokane	C2	103.9	7.1	cp	981	f	Washington Bcstg	86	9707		p	d3 Alternative	400	0.55	4.4	3.4	3.9	3.8	4.8	3.4	4.2	4.5	3.4
KAEP	Spokane	C	105.7	100.0	1910	a	Citadel Comm Corp	65	9303	2,900	e	1 Alternative	800	0.96	5.1	6.8	6.5	5.3	5.4	5.8	4.7	3.7	3.8	
KSPD	Dishman	A	106.5	2.6	509		Read Bcstg Network	95	9512	100	cp	Religion			0.3	0.8	0.0	0.0	0.5	0.6	0.5	0.0	0.0	
KAZZ	Deer Park	C3	107.1	8.3	cp	561	Kazmark, Barbara	83				Nostalgia			0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	
																78.6	69.2	71.4	67.6	68.6	70.5	70.0	69.6	67.0
# FM Stations - 15						# Combos - 12						FM TOTALS												

AM Stations

City of		FCC	Day		Night		Year		Sales				1996				Avg '96							
City	License	Class	Freq	Power	Power	Owner	Std	Date	Price	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall				
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	(000)	LMA	Format	(000)	Ratio	Comm	Sh	1997	1997	1996	1996	1995	1995		
KAQQ	Spokane	111	590	5.0	5.00	b	Triathlon Bcstg	72	9605		c1	MOR	500	0.56	5.4	5.0	5.4	7.4	4.8	4.5	5.2	5.7	3.8	
KXPL	Opportunity	111	630	0.0	0.54	d	Morgan Murphy Stns	55	9612	330p		Nostalgia		0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KJRB	Spokane	111	790	5.0	5.00	a	Citadel Comm Corp	47	9309	125	1	Talk	300	1.22	1.5	0.6	1.7	1.3	1.8	1.3	1.4	0.9	1.8	
KXLY	Spokane	111	920	5.0	5.00	d	Morgan Murphy Stns	22	6203			Nws/Tk/Spts	850	0.76	6.8	6.3	4.5	5.3	6.2	5.5	7.1	4.8	6.6	
KTRW	Spokane	111	970	5.0	1.00	d	Morgan Murphy Stns	47	9506		p	c2 Sports/Talk	200	1.11	1.1	1.2	1.3	1.5	1.2	1.0	0.8	0.9	1.3	
KEYF	Dishman	11	1050	5.0	0.34	c	Triathlon Bcstg	84	9612		g1	1 Oldies		0.4	0.2	0.2	0.1	0.3	0.3	0.6	0.3	0.3	0.3	
KVNI	Coeur d'Alene	11	1080	10.0	1.00	e	KXLY Bcstg Group	46	9708		p	c4 AC		0.3	0.8	0.0	0.0	0.6	0.0	0.5	0.6	0.0		
KSBN	Spokane	1V	1230	1.0	1.00		Cmnte Keep&Bear Arms	21	9505	150		Bus News		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KUDY	Spokane	111	1280	5.0	0.00	c	Triathlon Bcstg	65	9612		g1	1 Religion		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KGA	Spokane	1	1510	50.0	50.00	a	Citadel Comm Corp	26	9212		g2	1 Nws/Tk/Spts	1,000	1.07	5.7	5.6	3.4	6.1	5.1	5.5	5.0	4.9	4.8	
KSVY	Opportunity	11	1550	10.0	2.50		Orr, Harold	62	6907			Classical			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	
																21.3	20.3	16.5	21.7	20.0	18.1	20.6	18.6	18.6
# AM Stations - 11						# Combos - 9						AM TOTALS												
Stations Profiled - 26						# Duopolies - 10						Total Local Commercial Share				89.5 87.9 89.3 88.6 88.6 90.6 88.2 85.6								

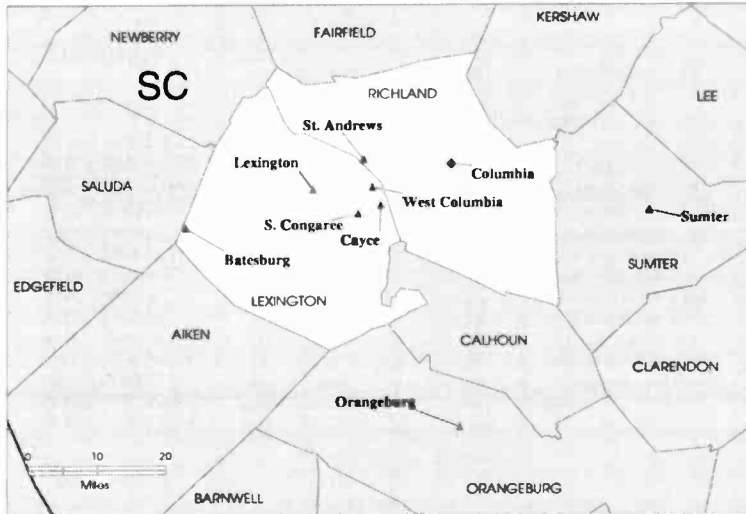
Other Rulemaking: 102.3, A, Coeur d'Alene

* Indicates a change since last edition.

Metro Rank: 88

Revenue Rank: 71

Columbia, SC Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 16,200	15,700	16,200	16,900	19,100	20,300	4.6%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	8.4%	\$ 22,000	23,100	24,300	25,700	27,200	5.4%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.57/1,000	\$4.62/1,000	\$5.22/1,000	Local	87%		
Revenue/Capita	\$35.35	\$41.13	\$51.61	National	13%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	458.3	493.5	1.5%	493.5	527.0	1.3%
Households	165.1	180.2	1.8%	180.2	196.6	1.8%
Retail Sales	3,545.1	4,394.5	4.4%	4,394.5	5,211.7	3.5%
EBI	6,283.3	6,953.5	2.0%	6,953.5	8,649.7	4.5%

Metro Counties

Lexington, SC	193.7
Richland, SC	299.8

	493.5

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	240.7	42.5	22.0	27.8	41.7	42.3	29.3	35.1
Women (000)	252.8	41.1	20.6	27.9	42.2	43.7	30.8	46.5
Total	493.5	83.6	42.6	55.7	83.9	86.0	60.1	81.6
Percentage	100.0%	16.9%	8.6%	11.3%	17.0%	17.4%	12.2%	16.5%
Per Capita	\$14,090	Median Household		\$31,755	Avg Household		\$38,588	
Ethnic Population:	White 66.9%	Black 31.6%	Asian 1.3%	Hispanic 1.4%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	9		5	10	14	9	23
Tot 12+	34.1		42.1	73.6	76.2	8.9	85.1
Avg 12+	3.8		8.4	7.4	5.4	1.0	3.7
Tot LCS	40.1		49.5	86.5	89.5	10.5	100.0
Avg LCS	4.5		9.9	8.6	6.4	1.2	4.3

Competitive Overview

Some stations also rated in Florence (197).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales		1996				Avg '96														
Calls	License	Class	Freq	(kW)						Price	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall									
					(000)			Std	Acq	LMA	Format	(000)	Ratio	Comm Sh	1997	1997	1996	1996	1996	1995	1995									
WKWQ	Batesburg	A	93.1	2.1	561		Willis Bcstg Corp	65	8705		Gospel	750		0.7	0.0	0.0	0.0	0.0	0.0	0.7	0.7	0.9								
WARQ	Columbia	A	93.5	2.8	443	d	Clear Channel Comm	71	9607	g1	Alternative	800	0.58	6.3	4.1	6.3	5.3	5.0	5.5	4.5	5.5	6.2								
WFHV	South Congaree	A	95.3	3.0	328	e	Glory Communications	93			Gospel	500	0.35	6.5	7.1	6.1	6.4	5.2	5.6	4.2	7.2	5.5								
WNKZ	Cayce	A	96.7	3.3	443	c	Capstar Bcstg Ptrs	74	9708	g1	Country	1,000	1.23	3.7	3.2	1.6	2.0	2.4	2.9	2.8	3.9	3.1								
WCOS	Columbia	C1	97.5	100.0	981	c	Capstar Bcstg Ptrs	51	9708	g1	Country	3,700	1.45	11.6	11.1	9.3	9.8	11.1	8.3	10.5	12.1	9.2								
WLJI	Summerton	A	98.3	6.0	328	e	Glory Communications	96	9702	108	cp	Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WLXC	Lexington	A	98.5	6.0	328		Baker Bcstg Inc	94	9602	1,386	Beach/Blues	400	0.87	2.1	2.9	1.9	1.0	1.2	2.1	1.9	1.6	1.6								
USCQ	West Columbia	A	100.1	5.9	328	c	Capstar Bcstg Ptrs	75	9708	g1	Adlt Stndrd	1,100	0.70	7.1	5.3	5.0	6.0	5.2	5.3	6.0	6.3	6.9								
WMDH	Sumter	C	101.3	100.0	1322	d	Clear Channel Comm	61	9607	g1	Urban	4,000	0.83	21.8	13.3	16.6	17.8	18.2	19.9	20.3	15.8	19.0								
WMFX	St. Andrews	A	102.3	6.0	328	d	Clear Channel Comm	85	9707	5,500	c3	Clsc Rock	1,900	1.25	6.9	7.0	7.7	6.3	6.1	5.3	7.3	6.6	4.8							
WOMG	Columbia	A	103.1	3.3	299	a	Bloomington Bcstg	84	9411	3,000	c1	Oldies	1,100	0.96	5.2	4.8	5.5	4.8	5.3	4.5	5.1	4.6	3.6							
*WNOK	Columbia	C	104.7	96.0	cp 1034	b	Capstar Bcstg Ptrs	59	9707	d2	CHR	2,600	1.33	8.9	9.1	8.3	7.3	8.2	7.1	8.5	7.9	7.3								
WDXZ	Newberry	C3	106.3	25.0	328		Professional Radio	89			Gospel			0.0	0.6	0.7	1.3	0.0	0.0	0.0	0.0	0.0								
WTCB	Orangeburg	C1	106.7	100.0	787	a	Bloomington Bcstg	67	8909	5,300	AC		3,000	1.66	8.2	4.5	7.2	7.4	6.5	6.4	6.6	7.5	7.8							
# FM Stations - 14														# Combos - 11				FM TOTALS				89.0	73.0	76.2	75.4	74.4	72.9	78.4	79.7	75.9

AM Stations

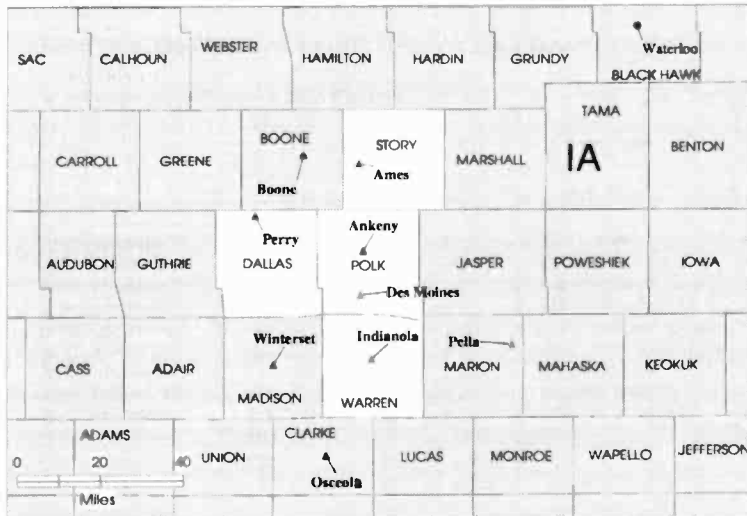
City of		FCC	Day		Night		HAAT	C	Owner	Year	Date	Sales		1996				Avg '96												
Calls	License	Class	Freq	(kW)	(kW)	Price						Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall								
						(000)	(000)			Std	Acq	LMA	Format	(000)	Ratio	Comm Sh	1997	1997	1996	1996	1996	1995	1995							
WVOC	Columbia	III	560	5.0	5.00	c	Capstar Bcstg Ptrs	30	9708			g1	Nws/Tk/Spts	1,300	1.00	5.9	5.0	4.1	5.4	5.3	5.9	3.9	4.3	6.1						
WTGN	Cayce	III	620	1.0	0.13		Midland Comm Co	58					Gospel	150	0.57	1.2	1.2	0.9	0.7	1.4	1.0	0.9	0.7	1.4						
WCTG	Columbia	III	840	50.0	0.00		Radio 840 Inc	93					Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
WLGO	Lexington	II	1170	10.0	0.00		AAARC Bcst Properties	88	9211	150			Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
WOIC	Columbia	IV	1230	1.0	1.00	d	Clear Channel Comm	47	9707			c3	Urban/Olds	175	0.44	1.8	2.3	1.9	2.2	1.8	1.0	1.6	1.5	2.0						
WISW	Columbia	III	1320	5.0	2.50	a	Bloomington Bcstg	54	9411			c1	News	250	0.87	1.3	1.1	1.0	1.3	1.1	1.6	0.9	1.0	0.8						
WCOS	Columbia	IV	1400	1.0	1.00	c	Capstar Bcstg Ptrs	39	9708			g1	Sports			1.0	0.9	1.0	1.0	1.2	1.1	1.2	1.0	0.0						
WBLR	Batesburg	III	1430	5.0	0.14		Durst Bcstg Co Inc	56	9306	40			Adlt Stndrd			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
WQXL	Columbia	III	1470	5.0	0.14		Metro Comm	45	8906	135			ChrsContemp			0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
# AM Stations - 9														# Combos - 4				AM TOTALS				11.2	11.0	8.9	10.6	10.8	10.6	8.5	8.5	10.3
Stations Profiled - 23														# Duopolies - 7				Total Local Commercial Share				84.0	85.1	86.0	85.2	83.5	86.9	88.2	86.2	

* Indicates a change since last edition.

Metro Rank: 89

Revenue Rank: 67

Des Moines, IA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 16,100	16,700	17,800	18,500	20,900	21,800	6.2%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.4%	\$ 23,200	24,400	25,700	27,100	28,600	5.4%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.05/1,000	\$3.61/1,000	\$3.57/1,000	Local	81%		
Revenue/Capita	\$34.24	\$43.77	\$54.66	National	19%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	470.2	498.1	1.2%	498.1	523.2	1.0%
Households	180.3	192.3	1.3%	192.3	204.7	1.3%
Retail Sales	3,975.9	6,044.6	8.7%	6,044.6	8,006.1	5.8%
EBI	6,771.2	8,075.3	3.6%	8,075.3	10,588.7	5.6%

Metro Counties

Dallas, IA	32.9
Polk, IA	351.9
Story, IA	73.9
Warren, IA	39.4

	498.1

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	241.7	44.8	19.5	28.9	39.5	39.8	29.1	40.1
Women (000)	256.4	42.2	18.9	28.2	40.2	41.4	30.5	55.0
Total	498.1	87.0	38.4	57.1	79.6	81.2	59.7	95.1
Percentage	100.0%	17.5%	7.7%	11.5%	16.0%	16.3%	12.0%	19.1%
Per Capita	\$16,212	Median Household		\$34,896	Avg Household		\$41,993	
Ethnic Population:	White 93.6%	Black 3.6%	Asian 2.4%	Hispanic 1.8%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	4		11	8	15	9	24
Tot 12+	5.7		65.1	54.9	70.8	16.4	87.2
Avg 12+	1.4		5.9	6.9	4.7	1.8	3.6
Tot LCS	6.5		74.7	63.0	81.2	18.8	100.0
Avg LCS	1.6		6.8	7.9	5.4	2.1	4.2

Competitive Overview

FM Stations

											Arbitron 12+ Metro Shares (see rights)														
City of		FCC	Power		Year		Date	Sales Price		1996		Avg '96													
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	(000)	LMA	Format	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
KJJY	Ankeny	C2	92.5	41.0	541	a	Barnstable Bcstg Inc	78	9610		sw	Country	3,200	1.01	13.6	8.4	8.7	10.2	12.1	11.4	11.3	12.4	12.5		
KIOA	Des Moines	C	93.3	100.0	1063	b	Saga Comm LP	64	9304	2,700	c1	Oldies	1,700	1.00	7.3	7.3	7.5	6.8	6.4	7.4	4.9	8.0	5.4		
KGGG	Des Moines	C	94.9	100.0	1066	d	Capstar Bcstg Ptrs	64	9709		g2	AOR	2,900	1.03	12.1	7.5	4.8	7.0	7.1	9.2	9.6	11.9	11.6		
KHKI	Des Moines	C1	97.3	115.0	449	d	Capstar Bcstg Ptrs	61	9709		g2	Country	450	0.48	4.0	5.2	10.4	4.2	4.8	4.0	2.8	3.3	3.8		
KRRQ	Boone	C2	98.3	50.0	492	a	Barnstable Bcstg Inc	75	9610	2,350		Clsc Rock	525	0.60	3.8	7.6	5.3	4.2	4.1	3.1	5.0	3.1	2.3		
KZZQ	Winterset	A	99.5	6.0	328		Positiv Impact Media	92	9607		al	ChrsContemp			0.7	1.1	1.3	0.6	0.7	0.9	0.5	0.7	0.5		
KLYF	Des Moines	C	100.3	100.0	1700	c	Jacor Comm Inc	48	9703		g1	AC	1,600	0.99	7.0	5.7	6.3	8.2	6.6	5.4	7.9	5.5	5.7		
KSTZ	Des Moines	C	102.5	92.0	1260	b	Saga Comm LP	70	8805	3,250	c2	Hot AC	2,200	1.25	7.6	8.9	7.2	7.3	5.9	5.7	7.5	6.5	6.9		
KAZR	Pella	C1	103.3	100.0	745	b	Saga Comm LP	76	9610	2,700		Alternative	1,000	1.00	4.3	6.2	4.7	5.3	5.2	4.7	4.1	2.8	3.4		
KLTI	Ames	C	104.1	100.0	1011	b	Saga Comm LP	67	9704	3,200		Soft AC	800	1.92	1.8	3.2	4.3	2.8	1.7	1.6	1.6	1.6	1.5		
KCCO	Ames	C3	105.1	25.0 cp	328	f	Ames Bcstg Company	68				CHR	175	0.50	1.5	1.1	1.8	1.2	1.0	1.0	1.0	0.8	2.5		
KDLS	Perry	A	105.5	6.0	305	e	Perry Bcstg	71				Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KMXD	Ankeny	A	106.3	6.0	328		V O B Inc	91				Easy	450	0.55	3.5	2.6	2.6	3.1	3.3	2.6	3.6	2.9	3.1		
KJJC	Osceola	C2	106.9	27.0	650		McBride, James S	82	8706	500		Nws/Tk/Spts			0.0	1.0	0.8	0.6	0.0	0.0	0.0	0.0	0.0		
KKDM	Des Moines	C1	107.5	23.0	722		Midwest Radio Inc	95				Alternative	1,400	0.63	9.6	5.5	5.1	6.0	5.4	7.6	10.9	7.5	7.5		
# FM Stations - 15													# Combos - 11												
													FM TOTALS												
													76.8	71.3	70.8	67.5	64.3	64.6	70.7	67.0	66.7				

AM Stations

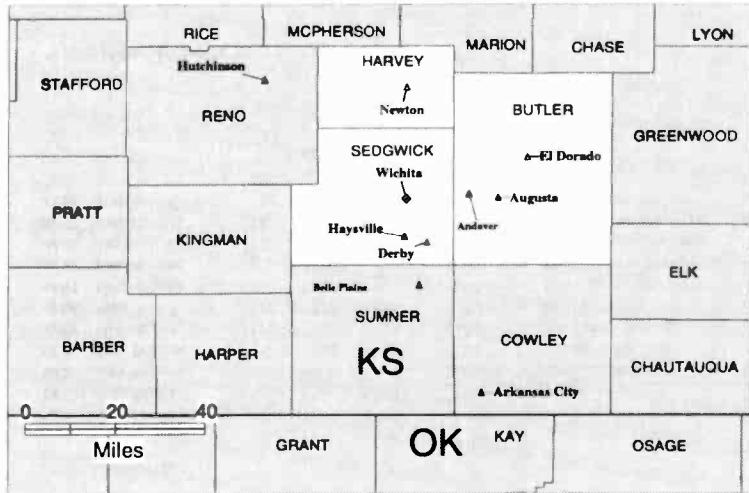
											Arbitron 12+ Metro Shares (see rights)														
City of		FCC	Day Power		Night Power		Year		Date	Sales Price		1996		Avg '96											
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	(000)	LMA	Format	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
KXTK	Des Moines	II	940	10.0	5.00	b	Saga Comm LP	47	9304		c1	Talk	250	0.98	1.1	1.3	1.1	0.9	0.9	0.9	1.0	1.1	0.7		
WHO	Des Moines	I	1040	50.0	50.00	c	Jacor Comm Inc	24	9703		g1	News/Talk	5,500	1.59	14.9	12.2	10.1	11.9	12.6	14.5	10.7	13.2	13.9		
KWKY	Des Moines	III	1150	1.0	1.00		Norseman Bcstg	48	6103			Religion	300	1.85	0.7	0.0	0.5	0.5	1.4	0.7	0.0	1.3	0.5		
KDLS	Perry	III	1310	0.5	0.30	e	Perry Bcstg	61				Country			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5		
KRNT	Des Moines	III	1350	5.0	5.00	b	Saga Comm LP	35	8805		c2	Nostalgia	400	0.30	5.7	3.7	4.7	4.9	6.2	6.7	4.9	4.1	4.4		
KKSO	Des Moines	III	1390	1.0	1.00	a	Barnstable Bcstg Inc	47	9610		sw	Children			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KASI	Ames	III	1430	1.0	0.03	f	Ames Bcstg Company	48				News/Talk			0.7	0.0	0.0	0.0	1.0	0.7	0.5	0.7	0.5		
KDMI	Des Moines	III	1460	5.0	5.00	d	Capstar Bcstg Ptrs	21	9709		g2	Gospel/Talk	350		0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0		
KXLQ	Indianola	IV	1490	0.5	0.50		Warren Bcstg Inc	63	8511			Nostalgia			0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0		
# AM Stations - 9													# Combos - 7												
													AM TOTALS												
													23.2	17.2	16.4	19.7	22.6	23.5	17.1	20.4	20.5				
Stations Profiled - 24													# Duopolies - 5												
													Total Local Commercial Share												
													88.5	87.2	87.2	86.9	88.1	87.8	87.4	87.2					

* Indicates a change since last edition.

Metro Rank: 90

Revenue Rank: 77

Wichita, KS Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 15,000	15,000	15,400	17,300	19,200	19,300	5.2%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.0%	\$ 20,500	21,500	22,800	24,000	25,400	5.6%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.13/1,000	\$3.75/1,000	\$4.10/1,000	Local	90%		
Revenue/Capita	\$30.64	\$37.98	\$49.24	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	489.6	508.2	0.7%	508.2	515.8	0.3%
Households	188.3	194.9	0.7%	194.9	200.1	0.5%
Retail Sales	3,632.9	5,147.0	7.2%	5,147.0	6,193.0	3.8%
EBI	7,503.2	7,758.8	0.7%	7,758.8	9,267.8	3.6%

Metro Counties

Butler, KS	57.3
Harvey, KS	31.8
Sedgwick, KS	419.1

	508.2

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	249.5	51.1	21.8	21.4	41.5	41.5	28.1	44.2
Women (000)	258.7	49.0	21.0	20.9	40.1	40.4	29.5	57.8
Total	508.2	100.1	42.8	42.3	81.6	81.8	57.6	102.0
Percentage	100.0%	19.7%	8.4%	8.3%	16.1%	16.1%	11.3%	20.1%
Per Capita	\$15,267	Median Household		\$32,869	Avg Household		\$39,809	
Ethnic Population:	White 88.5%	Black 8.0%	Asian 2.3%	Hispanic 4.7%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations		1	14	13	15	8	23
Tot 12+		0.0	77.6	76.3	77.6	14.1	91.7
Avg 12+		0.0	5.5	5.9	5.2	1.8	4.0
Tot LCS		0.0	84.6	83.2	84.6	15.4	100.0
Avg LCS		0.0	6.0	6.4	5.6	1.9	4.3

Competitive Overview

FM Stations

														Arbitron 12+ Metro Shares (see rights)														
City of		FCC	Power		Year		Date		Sales		1996		Avg '96															
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995					
KOEZ	Newton	C1	92.3	100.0	640	f	Anderson Stations	59	9108		st	Easy News	600	0.72	4.1	3.8	3.2	4.6	3.8	4.5	2.8	3.4	4.2					
KANR	Belle Plaine	B	92.7	12.2	469		Smith, Daniel D.	96				News			0.2	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0					
KDGS	Andover	C3	93.9	25.0	328	b	Violet, Viola & Gary	93				Rhythm/Blue	600	0.51	5.8	7.5	5.3	4.6	4.4	6.3	4.5	5.5	4.6					
KICT	Wichita	C1	95.1	100.0	899	a	Great Empire Bcstg	72	9401	939		AOR	1,300	0.78	8.2	4.1	3.8	5.8	6.6	9.2	5.9	7.0	7.5					
KRZZ	Derby	C2	96.3	50.0	492		Capstar Bcstg Ptrs	78	9708		p g	Clsc Rock	1,600	1.10	7.1	5.2	6.9	6.7	5.8	6.3	6.4	6.3	6.6					
KRBB	Wichita	C	97.9	100.0	994	e	Triathlon Bcstg	48	9509	3,300		AC	1,650	1.22	6.6	5.1	7.0	7.5	7.8	6.4	5.9	5.5	6.0					
KAYY	Clearwater	C2	98.7	50.0	492	b	Violet, Viola & Gary	95				Country	200	0.58	1.7	1.2	1.3	1.7	1.4	1.8	0.9	1.2	2.2					
KTLL	El Dorado	C1	99.1	100.0	617		Stephens Family LP	72	9606	1,253		ChrsContemp	650	0.96	3.3	2.9	3.5	4.1	2.6	2.3	3.1	3.2	3.2					
KFDI	Wichita	C	101.3	100.0	1139	a	Great Empire Bcstg	63				Country	3,200	1.31	11.9	11.1	9.1	11.0	8.1	10.6	10.5	12.7	9.1					
*KZSN	Hutchinson	C	102.1	98.0	1034	d	Triathlon Bcstg	68	9702		c1	Country	2,700	1.26	10.5	11.4	9.6	7.5	9.8	9.2	10.2	8.8	9.8					
KEYN	Wichita	C1	103.7	95.0	860	d	Triathlon Bcstg	68	9612		na	Oldies	1,200	0.92	6.4	6.1	7.5	5.6	5.7	5.3	7.7	5.8	4.3					
KLLS	Augusta	C2	104.5	45.0	515	a	Great Empire Bcstg	92	9703		g2	70s Oldies	700	0.98	3.5	4.3	4.5	4.6	5.2	2.7	3.0	4.5	2.6					
KMSJ	Haysville	C	105.3	100.0	988	e	Triathlon Bcstg	85	9509		g1	Smooth Jazz	700	0.86	4.0	2.8	3.3	4.7	3.2	4.0	3.1	4.1	3.2					
KYQQ	Arkansas City	C	106.5	100.0	1280	a	Great Empire Bcstg	79	9703		g2	Country	550	0.75	3.6	2.8	3.7	2.6	1.8	3.7	3.4	2.9	3.1					
KKRD	Wichita	C1	107.3	95.0	860	c	Capstar Bcstg Ptrs	67	9704		p sw	CHR	1,700	1.12	7.4	8.1	8.9	7.2	7.4	6.8	6.6	5.5	7.7					
# FM Stations - 15														# Combos - 12		FM TOTALS				84.3	76.4	77.6	78.2	73.6	79.9	74.0	76.4	74.1

AM Stations

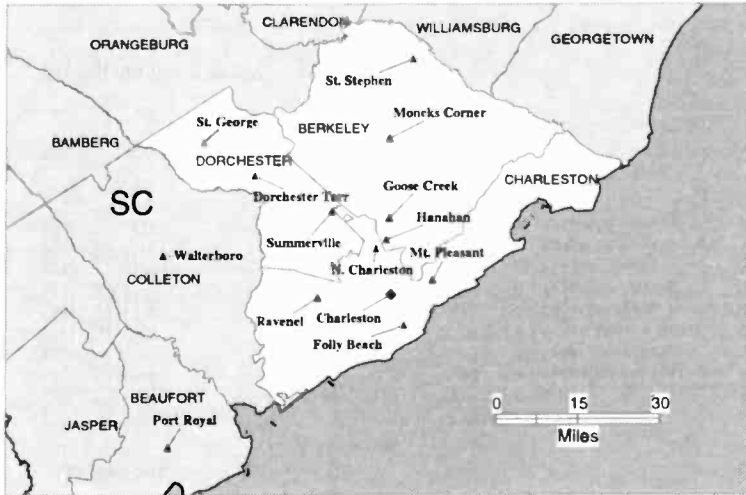
														Arbitron 12+ Metro Shares (see rights)														
City of		FCC	Day Power		Night Power		Year		Date		Sales		1996		Avg '96													
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995					
KSGI	Wichita	II	900	0.3	0.03	g	Agape Communications	57	8908		st	Christian			0.4	0.6	0.0	0.5	0.0	0.0	0.5	0.6	0.5					
KJRG	Newton	III	950	0.5	0.15	f	Anderson Stations	53	5907			Religion			0.5	0.0	1.0	1.1	0.0	0.5	0.5	0.0	0.9					
KFDI	Wichita	II	1070	10.0	1.00	a	Great Empire Bcstg	23	6601			Country	1,600	1.30	6.0	3.8	5.9	3.8	4.0	3.5	6.3	5.7	6.0					
KNSS	Wichita	IV	1240	0.6	0.64	c	Capstar Bcstg Ptrs	47	9704		p sw	Nws/Tk/Spts	1,000	1.19	4.1	3.5	3.3	2.9	4.4	3.4	4.4	4.8	2.2					
KFH	Wichita	III	1330	5.0	5.00	e	Triathlon Bcstg	22	9509		g1	News/Talk	200	0.35	2.8	2.9	2.9	2.0	4.3	2.1	2.5	2.8	2.6					
KSRX	El Dorado	III	1360	0.5	0.00		Elijah Comm	53	9609	125		Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
*KMYR	Wichita	III	1410	5.0	1.00	g	Agape Communications	77	9707	250p		Sports	200	0.61	1.6	0.8	0.8	1.7	2.1	1.4	1.7	0.9	1.7					
*KOAM	Wichita	III	1480	5.0	1.00	d	Triathlon Bcstg	36	9702		g2	Sports	100	2.44	0.2	0.3	0.2	0.0	0.3	0.3	0.2	0.1	0.2					
# AM Stations - 8														# Combos - 7		AM TOTALS				15.6	11.9	14.1	12.0	15.1	11.2	16.1	14.9	14.1
Stations Profiled - 23														# Duopolies - 8		Total Local Commercial Share				88.3	91.7	90.2	88.7	91.1	90.1	91.3	88.2	

* Indicates a change since last edition.

Metro Rank: 91

Revenue Rank: 90

Charleston, SC Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 11,600	11,000	11,500	13,000	14,400	15,600	6.1%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.1%	\$ 16,400	17,300	18,300	19,400	20,600	5.9%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.21/1,000	\$3.46/1,000	\$3.81/1,000	Local	85%		
Revenue/Capita	\$22.50	\$30.31	\$40.63	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	515.5	514.6	0.0%	514.6	507.0	-0.3%
Households	180.8	183.2	0.3%	183.2	183.1	0.0%
Retail Sales	3,615.9	4,507.7	4.5%	4,507.7	5,401.4	3.7%
EBI	5,888.0	6,871.6	3.1%	6,871.6	8,146.5	3.5%

Metro Counties

Berkeley, SC	140.1
Charleston, SC	284.1
Dorchester, SC	90.4

	514.6

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	254.0	53.1	21.9	28.3	46.8	41.3	28.5	34.1
Women (000)	260.6	51.2	21.3	27.5	43.9	42.3	29.5	44.9
Total	514.6	104.3	43.2	55.8	90.7	83.6	58.0	79.0
Percentage	100.0%	20.3%	8.4%	10.8%	17.6%	16.2%	11.3%	15.4%
Per Capita	\$13,353	Median Household		\$30,424	Avg Household		\$37,509	
Ethnic Population:	White 67.5%	Black 30.7%	Asian 1.5%	Hispanic 1.6%				

Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations	1		16	11	17	10	27
Tot 12+	1.3		74.7	61.9	76.0	11.4	87.4
Avg 12+	1.3		4.7	5.6	4.5	1.1	3.2
Tot LCS	1.5		85.5	70.8	87.0	13.0	100.0
Avg LCS	1.5		5.3	6.4	5.1	1.3	3.7

MARKET: Charleston, SC

METRO RANK: 91

Competitive Overview

Some stations also rated in Savannah (153).

FM Stations

Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)								
									Price	Price	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
WWVZ	Summerville	C2	93.3	50.0	492	a	WICKS Radio LP	74	9607	7,505	c4	Urban	2,000	0.92	13.2	11.5	11.9	10.9	11.5	12.1	11.7	11.2	11.2
WSSP	Goose Creek	C3	94.3	5.8 cp	479	b	Dudley, William III	83	9603	2,700p	c2	Oldies	200	0.28	4.4	3.2	3.2	4.7	2.9	4.5	4.3	3.7	2.9
WSSX	Charleston	C	95.1	100.0	1001	a	WICKS Radio LP	45	9404	5,750	c3	Hot AC	1,600	1.22	8.0	5.7	7.2	5.0	5.6	7.0	6.5	7.0	7.4
WAVF	Hanahan	C1	96.1	100.0	538		Cordes Street Comm	85				AOR	2,000	1.28	9.5	6.4	4.2	5.7	6.4	8.8	7.5	7.9	9.0
WJZK	Charleston	C	96.9	99.0	1768	a	WICKS Radio LP	48	9705		p sw	Smooth Jazz	800	1.74	2.8	3.5	3.3	3.2	4.6	2.5	4.0	2.0	1.4
WYBB	Folly Beach	C2	98.1	50.0	479	e	L. M. Communications	88	8806	2,000		Clsc Rock	700	0.97	4.4	3.9	7.2	3.0	3.5	3.0	3.8	4.1	4.4
WNBZ	McClellanville	C2	98.9	50.0	492		Baker Bcstg Inc	94	9508	848	1	Beach/Blues	1.2	1.0	1.0	0.6	1.4	0.6	1.6	0.9	1.0	0.8	
WNBZ	Port Royal	C	99.7	100.0	1211		Barnacle Bcstg Ltd	89			1	Beach/Blues	1.0	1.0	0.7	0.9	0.5	0.7	0.6	1.1	1.1	1.1	
• WSUY	Charleston	C3	100.5	17.5	394	d	Jacor Comm Inc	89	9709	4,500p	d5	Hot AC	1,200	1.41	5.2	4.1	4.7	4.6	4.6	3.6	5.6	3.9	5.2
WPAL	Walterboro	C3	100.9	3.0	328	f	WPAL Radio Inc	68				Urban AC	300	0.68	2.7	2.2	3.0	2.5	2.0	2.1	3.5	2.2	1.8
WMGL	Ravenel	C3	101.7	6.5	423	a	WICKS Radio LP	86	9607		c4	Urban	500	0.66	4.6	3.1	2.3	4.3	4.0	3.8	4.2	4.1	
WXLY	N. Charleston	C	102.5	100.0	1001	d	Jacor Comm Inc	62	9610		g1	Oldies	1,000	1.09	5.6	6.0	5.2	5.2	6.4	5.2	5.4	4.4	4.8
WEZL	Charleston	C1	103.5	100.0	659	d	Jacor Comm Inc	70	9610		g1	Country	2,400	1.48	9.9	8.9	7.5	9.9	7.8	8.3	9.3	8.3	8.9
• WRFQ	Mt. Pleasant	C2	104.5	28.0	656	d	Jacor Comm Inc	85	9709		p d5	70s Oldies	350	1.07	2.0	4.7	5.9	3.0	3.1	2.4	2.3	1.7	0.7
WNST	Moncks Corner	C3	105.3	13.5	446	e	L. M. Communications	69	9505		na	AC	1.7	2.8	2.6	1.7	1.4	1.9	1.8	1.4	0.8		
WTUA	St. Stephen	A	106.1	6.0	328		Wells, George	89				Gospel	1.6	1.2	1.3	1.3	1.7	1.6	0.4	2.0	1.5		
WBUB	St. George	C	107.5	100.0	984	a	WICKS Radio LP	71	9705		p sw	Country	1,100	1.02	6.6	5.7	5.2	5.0	6.0	4.5	6.0	6.7	5.8
# FM Stations - 17										# Combos - 13		FM TOTALS		84.4	74.9	76.0	72.3	72.9	73.8	77.4	72.8	71.8	

AM Stations

Calls	City of License	FCC Class	Power Freq (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
										Price	Price	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
WPAL	Charleston	11	730	1.0	0.10	f	WPAL Radio Inc	47	8403	465	e	Urban AC	350	0.50	4.3	3.9	1.9	3.0	3.2	4.2	3.4	3.7	3.7
WQ12	St. George	11	810	5.0	0.00		Lowcountry Media Inc	62	9701			Gospel	1.4	2.0	2.2	1.3	1.5	1.0	1.2	1.4	1.4	1.2	
WTM2	Dorchester Terr	111	910	0.5	0.50	a	WICKS Radio LP	60	9404		c3	News	0.4	0.0	0.6	0.0	0.0	1.0	0.4	0.0	0.0	0.0	
WMCJ	Moncks Corner	111	950	0.5	0.00		Berkeley Bcstg	63	8406	90	e	Gospel	0.4	0.0	0.6	0.0	0.6	0.0	0.0	1.0	0.0	0.5	
WAZS	Summerville	111	980	1.0	0.13		Radio Summerville	63	6502			Cntry/Gospl	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WTMA	Charleston	111	1250	5.0	1.00	a	WICKS Radio LP	39	9404		c3	News/Talk	1,500	1.37	6.7	4.1	3.6	6.3	5.6	5.5	4.4	6.0	7.7
WQSC	Charleston	1V	1340	1.0	1.00	c	Kirkman Bcstg Inc	46	9411	100		Sports	0.4	0.9	1.0	0.5	0.6	0.6	1.0	0.0	0.0		
WXTC	Charleston	111	1390	5.0	5.00	a	WICKS Radio LP	30	9705		p sw	Country	150	3.05	0.3	0.0	0.0	0.0	0.1	0.0	0.4	0.4	
WQNT	Charleston	1V	1450	0.8	0.85	c	Kirkman Bcstg Inc	48	9512	10		News/Talk	0.0	0.6	0.6	1.6	0.9	0.0	0.0	0.0	0.0		
WZJY	Mt. Pleasant	111	1480	0.9	0.04		Johnson, Edward L.	82	9108		st	Gospel	250	0.85	1.8	1.3	0.9	1.7	1.8	1.9	2.1	1.1	1.4
# AM Stations - 10										# Combos - 6		AM TOTALS		15.7	12.8	11.4	14.4	14.2	14.3	12.5	13.6	14.9	
Stations Profiled - 27										# Duopolies - 8		Total Local Commercial Share		87.7	87.4	86.7	87.1	88.1	89.9	86.4	86.7		

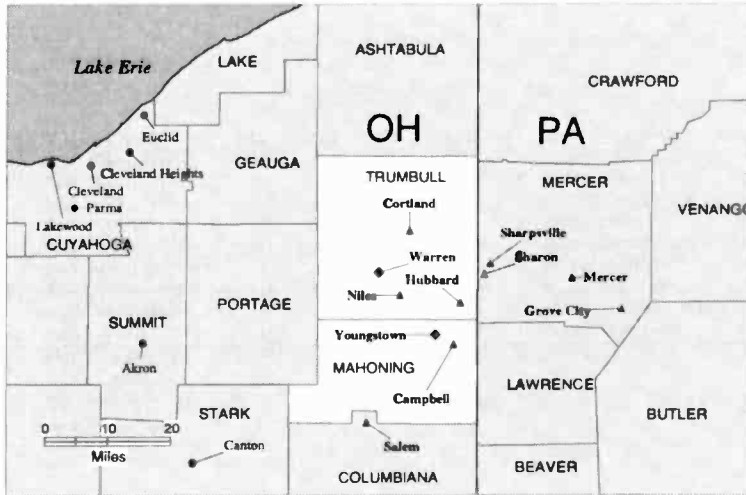
* Indicates a change since last edition.

METRO RANK: 91

Metro Rank: 92

Revenue Rank: 86

Youngstown - Warren, OH Market Overview



Metro Counties

Mahoning, OH	262.5
Trumbull, OH	227.7

	490.2

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 11,400	11,900	12,700	13,600	14,100	15,600	6.5%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	7.1%	\$ 16,700	17,400	18,300	19,200	20,100	4.7%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.28/1,000	\$3.31/1,000	\$3.62/1,000	Local	90%		
Revenue/Capita	\$23.26	\$31.82	\$41.68	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	490.2	490.2	0.0%	490.2	482.2	-0.3%
Households	186.2	188.2	0.2%	188.2	188.9	0.1%
Retail Sales	3,478.6	4,709.8	6.2%	4,709.8	5,545.0	3.3%
EBI	6,226.1	6,541.3	1.0%	6,541.3	7,600.3	3.0%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	233.9	41.0	21.6	18.8	30.8	37.5	29.8	54.5
Women (000)	256.3	39.6	20.6	18.9	33.0	39.8	32.4	72.0
Total	490.2	80.5	42.2	37.7	63.8	77.3	62.2	126.4
Percentage	100.0%	16.4%	8.6%	7.7%	13.0%	15.8%	12.7%	25.8%
Per Capita	\$13,344	Median Household		\$28,458	Avg Household		\$34,757	
Ethnic Population:	White 87.5%	Black 11.8%	Asian 0.5%	Hispanic 1.7%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	5	6		7	11	11	22
Tot 12+	13.4	48.9		58.2	62.3	17.1	79.4
Avg 12+	2.7	8.2		8.3	5.7	1.6	3.6
Tot LCS	16.9	61.6		73.3	78.5	21.5	100.0
Avg LCS	3.4	10.3		10.5	7.1	2.0	4.5

Competitive Overview

Some stations also rated in Canton (120).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
Calls	License	Class	Freq	(kW)						Price	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
					(000)	(000)	Ratio	Comm	Sh	1997	1996	1996	1995	1995	1994	1994	1993						
• WBBG	Youngstown	B	93.3	50.0	279	d	GOCOM Comm LLC	59	9710	7,025p	c3	Oldies	2,100	1.35	9.3	6.8	7.0	7.3	7.6	9.2	7.3	8.1	7.9
• WICT	Grove City	B	95.1	19.0	804	d	GOCOM Comm LLC	62	9710	2,600p	d6	Country	400	1.20	2.0	1.1	1.5	1.6	1.6	1.3	1.0	0.0	0.0
• WWSY	Sharpsville	A	95.9	3.0	328	d	GOCOM Comm LLC	76	9710		p d6	Easy	150	0.75	1.2	2.3	2.2	0.8	1.2	1.5	1.3	0.9	2.9
WLLF	Mercer	A	96.7	1.4	486	b	GBS Communications	85	9401	400		Easy		0.0	0.0	0.7	0.7	0.0	0.4	0.0	0.0	0.0	0.0
WKBN	Youngstown	B	98.9	5.9	1371	c	Jacor Comm Inc	47	9707	11,000p	c4	AC	1,600	1.01	9.5	7.7	7.5	7.5	7.7	6.8	7.9	8.5	7.5
WHOT	Youngstown	B	101.1	25.0	696	a	Connoisseur Comm	59	9410	6,000	c1	CHR	2,650	1.18	13.5	11.4	10.2	10.7	10.9	11.0	9.1	9.8	11.4
WRBP	Hubbard	A	101.9	3.0	328		Stop 26-Riverbend	93				Urban	550	0.47	7.0	4.7	4.7	5.5	5.7	4.3	8.3	4.8	4.4
WYFM	Sharon	B	102.9	44.0	456	a	Connoisseur Comm	47	9611		p st 1	70s Oldies	1,700	1.57	6.5	7.5	6.7	5.8	4.6	3.9	5.1	4.4	3.8
WVIZ	Mercer	A	103.9	3.0	299	b	GBS Communications	72	8508	850		Country		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
WQXK	Salem	B	105.1	88.0	430		Connoisseur Comm	58	9708	13,500	c2	Country	2,500	0.98	15.3	14.4	14.5	11.7	12.8	12.5	13.4	13.8	12.9
WNCO	Niles	A	106.1	3.0	328	c	Jacor Comm Inc	88	9710	3,400	c5	Clsc Rock	1,600	1.21	7.9	5.7	5.4	6.4	6.3	6.7	5.5	8.1	6.4
													72.2	62.3	60.4	57.3	58.4	57.6	58.9	58.8	57.2		

FM Stations - 11

Combos - 9

FM TOTALS

AM Stations

City of		FCC	Day Power		Night Power	HAAT	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
Calls	License	Class	Freq	(kW)	(kW)						Price	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
						(000)	(000)	Ratio	Comm	Sh	1997	1996	1996	1995	1995	1994	1994	1993						
WKBN	Youngstown	III	570	5.0	5.00	c	Jacor Comm Inc	26	9707		p c4	News/Talk	1,600	0.69	13.9	9.3	10.2	11.7	10.5	13.4	12.2	12.1	12.6	
WSOM	Salem	III	600	1.0	0.00		Connoisseur Comm	65	9708		c2	Country	100	0.18	3.4	2.6	1.5	2.7	2.8	3.5	1.7	2.7	2.5	
WPIC	Sharon	III	790	1.0	0.05	a	Connoisseur Comm	38	9611		st 1	Easy	700	8.38	0.5	0.4	0.0	0.4	0.4	0.4	0.0	0.4	0.0	
• WKTU	Cortland	II	830	1.0	cp 0.00		Kossanyi Family	85	9108	160		Ethnic		0.7	0.7	0.9	0.0	1.1	0.7	1.0	0.0	0.5		
WBBW	Youngstown	IV	1240	1.0	1.00	a	Connoisseur Comm	49	9410		c3	Sports	200	0.86	1.4	0.0	1.1	0.7	1.5	0.7	2.1	1.9	2.1	
WASN	Campbell	III	1330	0.5	1.00		WVBR Inc	55	9008		st	ChrsContemp		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	
• WRTK	Youngstown	III	1390	9.5	cp 4.20	d	GOCOM Comm LLC	39	9710		p c3	News/Talk	300	1.06	1.7	1.1	1.1	1.8	0.9	0.8	4.6	3.6	2.1	
WRR0	Warren	III	1440	5.0	5.00		Star Communications	41	9604	425		Nws/Tk/Spts	200	1.71	0.7	0.4	0.4	0.4	0.7	1.0	0.6	0.0	0.7	
WGFT	Youngstown	II	1500	0.5	0.00		Esq. Comm Inc	76	9509	250		Chrstrn Talk		1.3	0.0	1.1	1.0	1.1	0.6	1.5	0.7	1.6		
WNIO	Niles	II	1540	0.5	0.00	c	Jacor Comm Inc	63	9710		c5	Big Band	300	0.45	4.0	2.6	5.1	3.0	3.4	2.8	0.1	0.1	0.0	
WANR	Warren	II	1570	0.5	0.12		W-A Bcstg Inc	71	9011	47		News/Talk		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
													27.6	17.1	21.4	21.7	22.4	23.9	23.8	21.5	22.9			

AM Stations - 11

Combos - 5

AM TOTALS

Stations Profiled - 22

Duopolies - 8

Total Local Commercial Share

79.4 81.8 79.0 80.8 81.5 82.7 80.3 80.1

• Indicates a change since last edition.

Metro Rank: 93

Revenue Rank: 186

Daytona Beach, FL Market Overview



Metro Counties

Flagler, FL	40.2
Volusia, FL	408.6

	448.8

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 3,500	3,600	3,800	4,300	5,100	6,100	11.8%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	8.2%	\$ 6,600	6,900	7,400	7,900	8,400	6.2%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$1.17/1,000	\$1.56/1,000	\$1.78/1,000	Local	85%		
Revenue/Capita	\$ 8.54	\$13.59	\$17.32	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	410.0	448.8	1.8%	448.8	485.1	1.6%
Households	169.8	184.9	1.7%	184.9	201.0	1.7%
Retail Sales	3,000.4	3,918.2	5.5%	3,918.2	4,725.3	3.8%
EBI	5,357.9	6,273.5	3.2%	6,273.5	7,518.1	3.7%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	217.6	31.0	14.8	19.5	29.7	30.7	24.2	67.7
Women (000)	231.2	29.6	14.2	16.4	28.1	31.4	26.9	84.7
Total	448.8	60.7	28.9	35.9	57.8	62.1	51.1	152.4
Percentage	100.0%	13.5%	6.4%	8.0%	12.9%	13.8%	11.4%	34.0%
Per Capita	\$13,978	Median Household		\$26,551	Avg Household		\$33,929	
Ethnic Population:	White 90.4%	Black 8.4%	Asian 1.0%	Hispanic 5.3%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1		13	3	14	8	22
Tot 12+	1.8		62.1	18.0	63.9	12.8	76.7
Avg 12+	1.8		4.8	6.0	4.6	1.6	3.5
Tot LCS	2.3		81.0	23.5	83.3	16.7	100.0
Avg LCS	2.3		6.2	7.8	6.0	2.1	4.5

Competitive Overview

Some stations also rated in markets 38, 53, and 96.

FM Stations

Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)						
												Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993
WKKA	Orlando	C	92.3 98.0	1339	c	Cox Radio Inc	52	9704	See (38)		Country	n/a	7.9	6.5	4.1	5.0	6.9	5.5	4.0	3.2	4.3	
WKRO	Edgewater	C3	93.1 14.9	427	a	Black Crow Bcstg	93	9412	1,250		Rock	950	4.80	3.0	1.6	2.9	2.1	2.4	1.1	0.5	0.5	0.3
WCFB	Daytona Beach	C	94.5 100.0	1470	c	Cox Radio Inc	47	9704	See (38)		Urban AC	n/a		3.2	2.6	4.8	2.6	2.3	2.7	5.5	4.3	6.1
WHOG	Ormond-by-the-Sea	C3	95.7 25.0	328	a	Black Crow Bcstg	95	9610	850	c1	70s Oldies			1.2	2.9	3.8	1.6	0.3	0.0	0.0	0.0	0.0
WHTQ	Orlando	C	96.5 100.0	1598	c	Cox Radio Inc	52	9612	See (38)		Clsc Rock	n/a		6.1	5.2	4.3	4.4	4.9	3.1	3.5	4.5	4.0
WGNE	Titusville	C1	98.1 100.0	463		Capstar Bcstg Ptrs	68	9704		p sw	Country	2,200	2.69	12.4	7.3	8.6	8.9	9.8	6.6	7.3	6.5	7.2
WFKS	Palatka	C	99.9 100.0	1201		Renda Bcstg Corp	73	9602		g	CHR	1,100	3.14	5.3	4.2	2.3	3.4	4.6	4.1	3.6	2.9	2.4
• WSHE	Orlando	C	100.3 94.0	1188	d	Clear Channel Comm	71	9706	See (38)		AC	n/a		4.3	2.4	2.3	3.2	3.3	4.2	3.6	3.7	4.1
• WJRR	Cocoa Beach	C	101.1 100.0	1598	d	Clear Channel Comm	62	9706	See (38)		Rock	n/a		4.4	3.1	2.5	3.2	3.4	5.1	7.8	4.9	4.6
WJHM	Daytona Beach	C	101.9 61.0	1614	b	Chancellor Media	67	9705	See (38)		Urban	n/a		6.7	6.5	6.3	5.5	4.6	5.9	4.5	3.5	5.3
WVYB	Holly Hill	A	103.3 3.0	315	a	Black Crow Bcstg	96	9706	1,100		CHR			0.4	1.8	0.9	0.6	0.0	0.0	0.0	0.0	0.0
WOMX	Orlando	C	105.1 100.0	1598	b	Chancellor Media	67	9705	See (38)		Mix AC	n/a		5.3	3.7	4.8	4.2	3.8	5.5	5.0	5.4	5.4
WOCL	DeLand	C	105.9 96.0	1581	b	Chancellor Media	67	9705	See (38)		Oldies	n/a		7.3	8.2	7.8	5.5	5.5	7.0	5.7	6.0	6.4
• WMGF	Mount Dora	C	107.7 100.0	1585	d	Clear Channel Comm	66	9706	See (38)		Soft AC	n/a		12.3	7.9	7.7	9.2	9.5	9.7	11.1	12.2	9.9
												79.8	63.9	63.1	59.4	61.3	60.5	62.1	57.6	60.0		
# FM Stations - 14						# Combos - 12						FM TOTALS										

AM Stations

Calls	City of License	FCC Class	Day Power Freq (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)									
												Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993			
WNDB	Daytona Beach	III	1150 1.0	1.00	a	Black Crow Bcstg	48	9610		c1	Nws/Tk/Spts	800	2.89	4.2	2.7	3.2	2.9	3.4	2.8	3.8	4.8	5.7			
WSBB	New Smyrna Bch	IV	1230 1.0	1.00		TK Radio Inc	50	9110	50		Adlt Stndrd	375	1.03	5.5	3.1	3.2	5.5	2.9	2.5	4.0	2.9	3.0			
WYND	DeLand	III	1310 5.0	0.10		B Tucker Assoc Inc	56	8902	255	al	Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WROD	Daytona Beach	IV	1340 1.0	1.00		LaPaz Bcstg	47	8603	1,200		Big Band	900	1.57	8.7	6.5	7.8	7.8	5.4	5.3	4.8	6.4	6.7			
WELE	Ormond Beach	III	1380 5.0	2.50		J&V Comm Inc	57	9412	313		Nws/Tk/Spts	50		0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.3			
WMFJ	Daytona Beach	IV	1450 1.0	1.00		Cornerstone Bcg Corp	35	9510	225		Religion			0.0	0.0	0.0	0.0	0.5	0.0	0.3	0.0	0.0			
WXVQ	DeLand	IV	1490 1.0	1.00		Green Bcst Group Inc	48	9111	325		Nws/Tk/Spts	75	2.84	0.4	0.0	0.0	0.6	0.0	0.0	0.7	0.8	0.8			
WPUL	South Daytona	III	1590 1.0	0.03		PSI Communications	57	8902	250		Urban AC	100	0.95	1.6	0.5	0.5	1.1	1.3	0.8	1.4	2.1	0.5			
# AM Stations - 8												# Combos - 1						AM TOTALS							
Stations Profiled - 22												# Duopolies - 6						Total Local Commercial Share		76.7 77.8 77.3 74.3 73.0 76.8 74.9 77.0					

• Indicates a change since last edition.

Metro Rank: 94

Revenue Rank: 118

Johnson City-Kingsport-Bristol Market Overview



Metro Counties

Carter, TN	53.6
Hawkins, TN	47.9
Sullivan, TN	148.4
Unicoi, TN	16.7
Washington, TN	99.1
Bristol City, VA	17.9
Scott, VA	23.3
Washington, VA	48.1

	455.0

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 9,600	10,000	9,800	10,700	11,600	12,200	4.9%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	4.9%	\$ 12,800	13,300	14,000	14,700	15,500	4.9%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.73/1,000	\$3.08/1,000	\$3.08/1,000	Local	85%		
Revenue/Capita	\$22.00	\$26.81	\$33.13	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	436.4	455.0	0.8%	455.0	467.8	0.6%
Households	170.6	179.4	1.0%	179.4	187.5	0.9%
Retail Sales	2,574.2	3,958.9	9.0%	3,958.9	5,037.6	4.9%
EBI	5,077.8	6,045.3	3.5%	6,045.3	7,637.4	4.8%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	219.8	33.2	19.2	20.4	30.6	36.0	32.8	47.4
Women (000)	235.2	31.8	18.3	20.3	30.7	37.3	33.6	63.4
Total	455.0	65.0	37.5	40.7	61.3	73.3	66.4	110.8
Percentage	100.0%	14.3%	8.2%	9.0%	13.5%	16.1%	14.6%	24.4%
Per Capita	\$13,286	Median Household		\$26,148	Avg Household		\$33,697	
Ethnic Population:	White 97.4%	Black 2.1%	Asian 0.3%	Hispanic 0.4%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	6		6	5	12	21	33
Tot 12+	13.3		50.7	56.6	64.0	16.6	80.6
Avg 12+	2.2		8.5	11.3	5.3	0.8	2.4
Tot LCS	16.5		62.9	70.2	79.4	20.6	100.0
Avg LCS	2.8		10.5	14.0	6.6	1.0	3.0

MARKET: Johnson City-Kingsport-Bristol

METRO RANK: 94

Competitive Overview

FM Stations

													Arbitron 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		1996		1995		1994		1993	
												Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993	
WABN	Abingdon	A	92.7 1.8	371	f	Legend Radio Group	56	8705	466	c1	Adult CHR		1.3	0.7	0.5	0.9	1.2	0.5	0.0	0.0	0.0	1.5	
WMEV	Marion	C	93.9 100.0	1460	g	Summit Bcstg	61	8212	650	c3	Country	850	5.53	1.2	0.9	1.2	0.9	1.0	1.4	1.3	1.4	2.7	
WIKQ	Greeneville	C	94.9 100.0	1089		Radio Greeneville	56				Country			0.9	0.4	0.4	0.9	0.5	0.9	0.3	0.8	0.7	
WXBQ	Bristol	C	96.9 75.0	2241	e	Nininger Stations	45				Country	4,500	0.96	36.7	24.5	30.4	29.0	31.5	31.0	33.2	32.4	29.6	
WTFM	Kingsport	C	98.5 74.0	2242	d	Holston Valley Bcstg	48			1	AC	2,000	1.38	11.3	9.2	9.5	9.3	9.3	11.4	12.6	12.8	11.5	
WAEZ	Elizabethton	A	99.3 3.9	795	e	Nininger Stations	68	9706	3,000		CHR/Dance	650	1.00	5.1	6.7	3.7	4.2	4.2	6.0	7.1	2.9	4.1	
WQUT	Johnson City	C	101.5 100.0	1499	a	Bloomington Bcstg	48	8212	3,400	c2	Clsc Rock	1,900	1.18	12.6	12.8	13.5	12.9	7.8	12.6	10.0	10.7	9.8	
WXIS	Erwin	A	103.9 2.5	328	c	WEMB Inc	68				CHR	100	0.29	2.7	1.6	2.6	2.6	1.8	0.3	0.0	0.6	0.0	
WEYE	Surgoinsville	A	104.3 4.4	381	b	Beal, C. Philip	90	9102		st	Country			0.3	0.2	0.0	0.0	0.5	0.3	0.6	0.0	0.0	
WKOS	Kingsport	A	104.9 2.8	492	a	Bloomington Bcstg	70	9212	500	c4	Oldies	350	0.52	5.3	3.4	3.7	4.2	4.5	3.6	1.9	3.5	3.1	
WRZK	Colonial Heights	C3	105.9 1.5	1296		Murray Comm	97			1	AOR			0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WJDT	Rogersville	A	106.5 0.3	1378		C & S Bcstg	90				Country			0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# FM Stations - 12													# Combos - 9										
													FM TOTALS		77.4	64.0	65.5	64.9	62.3	68.0	67.0	65.1	63.0

AM Stations

Calls	City of License	FCC Class	Power Freq (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		1996		1995		1994		1993	
													Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993	
WGOC	Blountville	II	640 10.0	0.81			JT Parker Bcstg Corp	89				Country	400	1.01	3.1	4.5	3.5	2.6	2.5	1.0	2.4	1.6	0.3	
WZAP	Bristol	II	690 10.0	0.01			RAM Comm Inc	46	7701	375		Religion	300	1.17	2.0	0.7	0.9	1.6	1.7	0.7	0.8	1.1	1.4	
WETB	Johnson City	III	790 5.0	0.07			Mountain Signals, Inc	47	9012		dn	Gospel	350	1.44	1.9	1.1	1.4	2.0	1.2	1.5	0.8	2.1	2.1	
WJCV	Johnson City	III	910 5.0	1.00		a	Bloomington Bcstg	38	8212		c2	FullService	500	0.77	5.1	4.3	3.5	3.6	4.8	4.1	2.9	4.8	5.3	
WXBQ	Bristol	III	980 5.0	1.00		e	Nininger Stations	47	7206			News/Talk	250	0.85	2.3	1.8	0.7	2.0	1.8	1.7	1.0	0.8	0.7	
WMEV	Marion	II	1010 1.0	0.04		g	Summit Bcstg	48	8212		c3	Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WGAT	Gate City	II	1050 1.0	0.27			Tri-Cities Bcst Corp	39	6503			Country			0.3	0.5	0.5	0.5	0.0	0.7	0.5	0.0	0.3	
WABN	Abingdon	IV	1230 1.0	1.00		f	Legend Radio Group	56	8704		c1	AC			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	
WBEJ	Elizabethton	IV	1240 1.0	1.00			CB Radio	46	8209	335		Country	50	0.65	0.6	0.7	0.9	0.5	0.5	1.9	0.8	0.8	0.9	
WMCH	Church Hill	III	1260 1.0	0.00			Wallace Bcstg	54				Gospel			1.7	0.5	0.9	0.0	2.8	0.3	0.0	0.0	0.0	
WKIN	Kingsport	III	1320 5.0	0.50		a	Bloomington Bcstg	51	9212		c4	News			0.6	0.0	0.9	0.5	0.5	0.0	0.0	0.0	0.0	
WRGS	Rogersville	III	1370 1.0	0.00		b	Beal, C. Philip	54				Country	100	0.71	1.1	0.5	0.5	1.3	0.5	0.3	0.6	0.3	0.9	
WKPT	Kingsport	IV	1400 1.0	1.00		d	Holston Valley Bcstg	40	6606		1	Nstlg/Sprts	500	1.15	3.4	1.6	3.3	2.6	3.0	2.8	2.6	3.0	3.4	
WEMB	Erwin	III	1420 5.0	0.00		c	WEMB Inc	56	6104			Country			0.7	0.4	0.4	0.0	1.2	0.0	1.0	0.0	0.5	
WOP1	Bristol	IV	1490 1.0	1.00		d	Holston Valley Bcstg	29	9604	140	1	Nstlg/Sprts			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	
WKTP	Jonesboro	III	1590 1.6	5.00		d	Holston Valley Bcstg	58	8912	90	1	Nstlg/Sprts			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations - 16													# Combos - 10											
													AM TOTALS		22.8	16.6	17.4	17.2	20.5	15.0	13.4	15.1	16.1	

Other AM stations: WPWT, WKCV, WDUF, WKPP, WBCV

Combined Share 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0

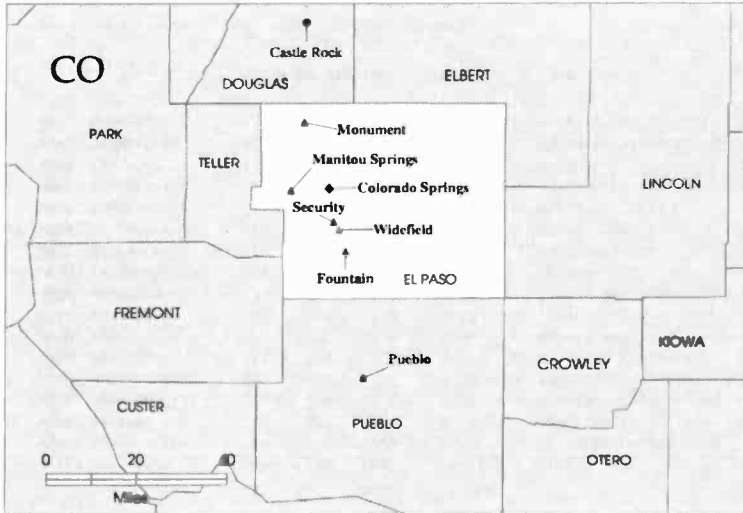
Stations Profiled - 28

Duopolies - 5

Total Local Commercial Share 80.6 82.9 82.1 82.8 83.0 80.4 80.2 79.1

Metro Rank: 95
Revenue Rank: 106

Colorado Springs, CO Market Overview



Metro Counties

El Paso, CO	473.8

	473.8

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 10,900	9,700	10,400	11,500	12,600	12,800	3.3%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	13.3%	\$ 14,500	15,200	16,000	16,900	17,900	5.4%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.87/1,000	\$2.85/1,000	\$3.02/1,000	Local	80%		
Revenue/Capita	\$26.91	\$27.02	\$32.74	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	405.0	473.8	3.2%	473.8	546.8	2.9%
Households	150.1	177.1	3.4%	177.1	208.0	3.3%
Retail Sales	2,818.4	4,493.4	9.8%	4,493.4	5,917.7	5.7%
EBI	5,084.0	6,377.7	4.6%	6,377.7	8,299.2	5.4%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	237.4	47.7	20.4	27.7	42.4	40.7	27.1	31.3
Women (000)	236.4	45.7	19.5	21.3	40.7	41.7	28.4	39.1
Total	473.8	93.4	39.9	49.0	83.2	82.4	55.5	70.4
Percentage	100.0%	19.7%	8.4%	10.3%	17.6%	17.4%	11.7%	14.9%
Per Capita	\$13,461	Median Household		\$29,345	Avg Household		\$36,012	
Ethnic Population:	White 88.0%	Black 8.0%	Asian 3.1%	Hispanic 9.4%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations			13	9	13	8	21
Tot 12+			68.9	56.6	68.9	9.4	78.3
Avg 12+			5.3	6.3	5.3	1.2	3.7
Tot LCS			88.0	72.3	88.0	12.0	100.0
Avg LCS			6.8	8.0	6.8	1.5	4.8

Competitive Overview

Some stations also rated in Pueblo (238).

FM Stations

														Arbitron 12+ Metro Shares (see rights)											
City of		FCC	Power		Year		Date		Sales		1996		Avg '96												
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995		
KSPZ	Colorado Springs	C	92.9	60.0	cp	2198	a	Triathlon Bcstg	60	9612		g1 2	Oldies	1,300	1.15	7.8	6.2	4.8	4.9	5.2	6.2	6.5	6.2	5.2	
KILO	Colorado Springs	C	94.3	83.0		2110		Bahakel Comm	66	8408	3,600		AOR	1,000	0.70	9.8	6.7	7.4	6.2	5.2	7.9	8.2	7.8	6.1	
KRDO	Colorado Springs	C	95.1	96.0		2011	d	Pikes Peak Bcstg	69			1	Soft Rock	500	0.77	4.5	2.8	3.5	4.4	4.8	3.2	3.8	3.2	3.5	
KPRZ	Fountain	C2	96.1	0.5	cp	2021		Atsinger III, Edward	92	9701		g	3	ChrsContemp	275	0.82	2.3	0.5	1.1	1.3	0.8	1.3	1.2	2.6	1.9
KCCY	Pueblo	C	96.9	58.0		2280		McCoy Bcstg Co	75	8509	1,825		Country	n/a		4.9	7.4	5.3	6.4	6.9	4.7	3.5	4.3	2.5	
KKFM	Colorado Springs	C	98.1	71.0		2290	c	Citadel Comm Corp	58	9212		g	2	Clsc Rock	2,900	1.69	11.8	9.8	9.0	10.0	8.4	8.8	9.4	8.6	
KKMG	Pueblo	C	98.9	57.0	cp	2280	c	Citadel Comm Corp	67	9403	913	2	CHR	1,500	0.81	12.7	10.9	10.3	10.2	11.3	11.3	10.8	8.6	8.4	
KVUU	Pueblo	C	99.9	79.0	cp	2198	a	Triathlon Bcstg	76	9612		g1 2	AC	950	1.04	6.3	5.3	5.1	5.4	4.4	4.7	4.9	3.8	5.9	
KGFT	Pueblo	C	100.7	13.0		2123	f	Salem Comm Corp	76	9603	3,000	3	Christian	100	0.43	1.6	1.7	1.4	1.3	1.3	1.3	0.9	1.6	1.2	
KKCS	Colorado Springs	C	101.9	72.1		2280	b	Walton Stations	67	8209	1,020		Country	3,200	1.74	12.7	8.1	8.2	8.4	8.2	9.3	8.7	9.3	11.5	
KBIQ	Manitou Springs	C	102.7	72.0		2280	f	Salem Comm Corp	74	9610	100	3	70s Oldies	450	0.86	3.6	1.9	1.9	2.6	2.3	3.2	2.4	2.6	2.9	
KSKX	Security	C3	105.5	0.4		2228		Optima Comm	73	8902	1,460	1	Smooth Jazz	275	1.12	1.7	3.9	4.5	4.4	3.7	1.9	1.0	1.3	1.0	
KKLI	Widefield	C2	106.3	1.6		2225	c	Citadel Comm Corp	87	9609	3,800	2	Soft AC	1,400	1.29	7.5	4.2	6.4	4.3	6.0	5.2	6.1	5.9	5.9	
# FM Stations - 13																# Combos - 9		FM TOTALS							
																		87.2 69.4 68.9 69.8 68.5 69.0 67.4 66.6 64.6							

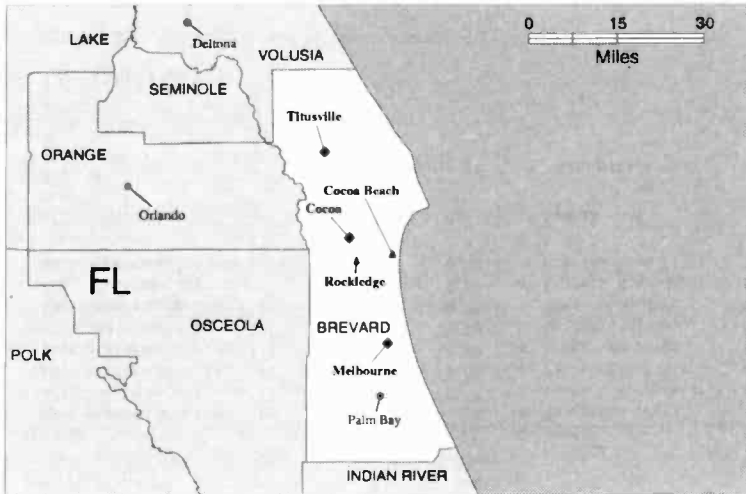
AM Stations

														Arbitron 12+ Metro Shares (see rights)											
City of		FCC	Power		Year		Date		Sales		1996		Avg '96												
Calls	License	Class	Freq	(kW)	Day	Night	C	Owner	Std	Acq	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995	
KTWK	Colorado Springs	II	740	3.3		1.50	a	Triathlon Bcstg	55	9612		g1 2	Nostalgia			0.4	0.8	1.0	1.1	1.1	0.7	0.3	0.3	0.0	
KCBR	Monument	II	1040	2.0		0.00	e	Lusko,C & Bagdasar,K	85	9201	3		ChrsContemp			0.1	0.3	0.3	0.0	0.0	0.0	0.0	0.3	0.0	
KRDO	Colorado Springs	IV	1240	1.0		1.00	d	Pikes Peak Bcstg	47			1	Sports/Talk	200	0.86	1.6	1.1	1.0	1.3	1.1	1.5	1.4	0.8	1.2	
KVOR	Colorado Springs	III	1300	5.0		1.00	a	Triathlon Bcstg	22	9612		g1 2	Talk	350	0.33	7.4	3.9	4.2	5.1	5.5	5.9	6.1	4.8	5.9	
KKCS	Colorado Springs	III	1460	5.0		0.50	b	Walton Stations	56	8207	1,300		News/Talk			0.4	0.6	1.0	1.1	0.6	0.2	0.2	0.2	0.7	
KXRE	Manitou Springs	IV	1490	0.5		0.25		Polar Comm Corp	56	9602		st	Spanish			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KCMN	Colorado Springs	II	1530	3.0		0.00	e	Lusko,C & Bagdasar,K	64	8801	150		Nostalgia	150	0.34	3.0	1.4	1.9	1.6	1.8	1.7	2.6	2.6	2.2	
KWYD	Colorado Springs	II	1580	10.0		0.07		Patrick Comm II	57	8706	200		Religion			0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	
# AM Stations - 8																# Combos - 6		AM TOTALS							
																		12.9 8.1 9.4 10.2 10.4 10.0 10.6 9.0 10.0							
Stations Profiled - 21																# Duopolies - 6		Total Local Commercial Share							
																		77.5 78.3 80.0 78.9 79.0 78.0 75.6 74.6							

Metro Rank: 96

Revenue Rank: 199

Melbourne-Titusville-Cocoa, FL Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 4,500	5,000	5,500	6,000	5,800	5,800	5.2%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.2%	\$ 6,100	6,300	6,600	6,900	7,300	4.6%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$1.52/1,000	\$1.20/1,000	\$1.26/1,000	Local	82%		
Revenue/Capita	\$11.01	\$12.74	\$14.81	National	18%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	Growth			Growth		
	1990	1995	Rate	1995	2000	Rate
MSA Population	408.8	455.1	2.2%	455.1	492.8	1.6%
Households	165.4	185.3	2.3%	185.3	203.8	1.9%
Retail Sales	2,964.0	4,825.7	10.2%	4,825.7	5,794.7	3.7%
EBI	5,509.4	7,031.3	5.0%	7,031.3	8,342.5	3.5%

Metro Counties

Brevard, FL	455.1

	455.1

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	225.4	36.0	15.8	18.1	37.0	33.4	27.8	57.3
Women (000)	229.7	34.3	15.2	16.1	33.9	33.1	30.3	66.8
Total	455.1	70.3	30.9	34.3	70.9	66.5	58.1	124.0
Percentage	100.0%	15.5%	6.8%	7.5%	15.6%	14.6%	12.8%	27.3%
Per Capita	\$15,450	Median Household		\$31,598	Avg Household		\$37,945	
Ethnic Population:	White 90.2%	Black 7.8%	Asian 1.6%	Hispanic 3.7%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	2		4	4	6	8	14
Tot 12+	3.1		16.7	18.3	19.8	12.6	32.4
Avg 12+	1.6		4.2	4.6	3.3	1.6	2.3
Tot LCS	9.6		51.5	56.5	61.1	38.9	100.0
Avg LCS	4.8		12.9	14.1	10.2	4.9	7.1

MARKET: Melbourne-Titusville-Cocoa, FL

METRO RANK: 96

Competitive Overview

Some stations also rated in Daytona Beach (93).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year Date		Sales Price		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)										
Calls	License	Class	Freq	(kW)				Std	Acq	(000)	LMA	Format	Revenue (000)	Power Ratio	Local	Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993		
WBVD	Melbourne	A	95.1	6.0	cp	253	a	Capstar Bcstg Ptrs	65	9701	1,800	c3	Oldies	600	1.37	7.2	3.1	2.8	2.0	3.1	2.8	3.9	3.6	1.9		
WGNE	Titusville	C1	98.1	100.0		463		Capstar Bcstg Ptrs	68	9704	See (93)		Country	n/a		4.0	1.5	2.0	1.8	1.1	0.7	1.1	1.2	1.5		
WLRO	Cocoa	C2	99.3	50.0		492	a	Capstar Bcstg Ptrs	67	9701	3,500	c2	AC	1,300	1.49	14.3	4.2	5.7	4.7	5.5	6.0	5.9	5.0	5.3		
WHKR	Rockledge	C2	102.7	50.0		492	a	Capstar Bcstg Ptrs	89	9701	4,000		Country	1,000	1.33	12.3	5.0	4.7	3.8	4.9	4.5	5.4	5.0	7.0		
WCIF	Melbourne	A	106.3	6.0		210		First Baptist Church	80				Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WAOA	Melbourne	C1	107.1	100.0		486	b	Gem Bcstg Inc	72	9603	5,000	c1	CHR	1,600	1.62	16.2	6.0	6.7	7.8	3.9	5.7	6.2	5.6	7.1		
# FM Stations - 6														# Combos - 4		FM TOTALS		54.0	19.8	21.9	20.1	18.5	19.7	22.5	20.4	22.8

AM Stations

City of		FCC	Day Power		Night Power		C	Owner	Year Date		Sales Price		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)									
Calls	License	Class	Freq	(kW)	(kW)	Std			Acq	(000)	LMA	Format	Revenue (000)	Power Ratio	Local	Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993		
WPGS	Mims	II	840	0.3	0.00			Bryan, J./Shiflett, Ed	86				News/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WRFB	Cocoa	II	860	1.0	0.12			Brevard Bcstg Inc	52	9309	90		Btfl Music			6.8	1.9	1.5	2.8	2.1	1.7	0.0	0.0	0.0		
WMEL	Melbourne	III	920	5.0	1.00			Twin Towers Bcstg	56	9308	450		Nws/Tk/Spts	450	2.84	2.6	1.0	0.3	1.1	0.8	1.3	1.1	1.2	1.3		
WAMT	Titusville	II	1060	10.0	5.00			Radio Brevard Inc	57	9212	265		Variety Hit			0.4	0.0	0.0	0.3	0.0	0.0	0.3	0.0	0.3		
WMMB	Melbourne	IV	1240	0.9	cp 0.94		a	Capstar Bcstg Ptrs	47	9701		c3	MOR	600	0.37	26.8	6.0	8.8	9.3	9.8	9.4	9.7	8.5	11.7		
WXXU	Cocoa Beach	III	1300	5.0	1.00			Rama Comm Inc	59	9310		g	TouristInfo			1.1	0.0	0.0	0.3	0.5	1.0	0.8	0.0	0.0		
WMMV	Cocoa	III	1350	1.0	1.00		a	Capstar Bcstg Ptrs	57	9701		c2	Adlt Stndrd	250	2.28	1.8	0.3	0.5	0.5	0.8	0.7	0.5	0.5	0.3		
WABC	Cocoa	II	1510	1.0	cp 0.49			Astro Enterprises	65	7603			Religion			0.0	0.0	0.3	0.0	0.0	0.0	0.7	0.0	0.0		
W TMS	Melbourne	II	1560	5.0	0.00		b	Gem Bcstg Inc	68	9603		c1	Talk	250	0.65	6.3	3.4	3.1	2.5	2.0	2.7	3.8	3.5	2.1		
# AM Stations - 9														# Combos - 3		AM TOTALS		45.8	12.6	14.5	16.8	16.0	16.8	16.9	13.7	15.7
Stations Profiled - 15														# Duopolies - 3		Total Local Commercial Share		32.4	36.4	36.9	34.5	36.5	39.4	34.1	38.5	

* Indicates a change since last edition.

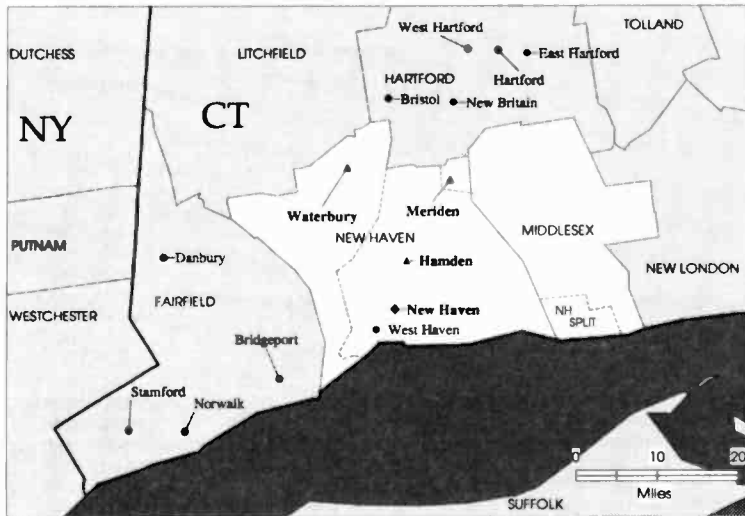
METRO RANK: 96



Metro Rank: 97

Revenue Rank: 94

New Haven, CT Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 16,800	14,500	14,400	13,900	15,200	15,300	-1.9%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	3.9%	\$ 15,900	16,600	17,400	18,300	19,300	5.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.44/1,000	\$3.96/1,000	\$4.96/1,000	Local	88%		
Revenue/Capita	\$35.67	\$33.07	\$42.39	National	12%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	471.0	462.7	-0.4%	462.7	455.3	-0.3%
Households	178.6	176.3	-0.3%	176.3	176.3	0.0%
Retail Sales	3,785.1	3,862.3	0.4%	3,862.3	3,889.3	0.1%
EBI	7,927.3	8,360.6	1.1%	8,360.6	9,195.5	1.9%

Metro Counties

Middlesex, CT	12.4
New Haven, CT	450.3

	462.7

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	222.8	37.7	16.9	22.1	37.0	36.7	27.4	45.0
Women (000)	239.9	35.9	16.0	21.6	37.1	38.4	29.1	61.9
Total	462.7	73.6	32.8	43.7	74.1	75.1	56.5	106.9
Percentage	100.0%	15.9%	7.1%	9.4%	16.0%	16.2%	12.2%	23.1%
Per Capita	\$18,069	Median Household		\$40,252	Avg Household		\$47,429	
Ethnic Population:	White 87.1%	Black 11.1%	Asian 1.6%	Hispanic 7.6%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1	3		3	4	5	9
Tot 12+	5.4	20.9		20.5	26.3	11.8	38.1
Avg 12+	5.4	7.0		6.8	6.6	2.4	4.2
Tot LCS	14.2	54.9		53.8	69.0	31.0	100.0
Avg LCS	14.2	18.3		17.9	17.3	6.2	11.1

MARKET: New Haven, CT

METRO RANK: 97

Competitive Overview

Some stations also rated in markets 42, 112, 175 and 191.

FM Stations

City of		FCC	Power				Year		Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)											
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price	LMA	Format	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
										(000)			(000)	Ratio	Comm	1997	1996	1996	1995	1995	1994	1994	1993			
WVYZ	Waterbury	B	92.5	17.0	879	b	Capstar Bcstg Ptrs	61	9708	See (42)		Country	n/a		14.6	5.8	6.8	3.8	7.2	4.1	4.6	6.4	3.3			
WYBC	New Haven	A	94.3	1.8	325		Yale Bcstg Co	59			1	Urban AC	800	0.43	11.8	5.4	6.1	4.6	4.4	5.0	4.0	3.0	4.3			
WPLR	New Haven	B	99.1	14.0	951		Capstar Bcstg Ptrs	44	9708		p g 1	AOR	7,200	2.25	20.1	7.8	7.3	8.7	6.7	8.1	8.1	9.3	10.8			
WKCI	Hamden	B	101.3	10.0	1070	a	Clear Channel Comm	69	9205	14,000		CHR/AC	4,600	1.56	18.5	7.3	5.1	8.4	5.8	6.9	5.9	8.4	7.3			
# FM Stations -		4		# Combos -		2		FM TOTALS						65.0		26.3	25.3	25.5	24.1	24.1	22.6	27.1	25.7			

AM Stations

City of		FCC	Day		Night		Year		Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)											
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	Price	LMA	Format	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
										(000)			(000)	Ratio	Comm	1997	1996	1996	1995	1995	1994	1994	1993			
WELI	New Haven	III	960	5.0	5.00	a	Clear Channel Comm	35	8409		g	FullService	1,250	0.51	15.3	5.8	5.7	6.3	5.4	5.8	6.7	7.0	9.2			
WQUN	Hamden	II	1220	1.0	0.00		Quinnipiac College	60	9608	500		Nostalgia	500	1.26	2.5	0.7	0.0	0.6	1.3	0.3	1.0	1.2	0.0			
WAVZ	New Haven	III	1300	1.0	1.00	a	Clear Channel Comm	47	9212	10		Talk	500	0.51	6.2	3.3	4.4	3.3	1.5	0.0	0.0	0.0	0.0			
WNHC	New Haven	IV	1340	1.0	1.00		Willis, Edith Acabbo	44	8806		al	Urban AC	700	0.53	8.3	2.0	2.8	3.6	2.8	2.6	3.0	2.4	2.5			
WMMW	Meriden	III	1470	2.5	2.50		Pescatello, Anthony	47	8612	500		Spanish	350	0.82	2.7	0.0	0.3	0.5	1.5	1.3	1.6	0.0	1.4			
# AM Stations -		5		# Combos -		2		AM TOTALS						35.0		11.8	13.2	14.3	12.5	10.0	12.3	10.6	13.1			
Stations Profiled -		9		# Duopolies -		2		Total Local Commercial Share						38.1		38.5	39.8	36.6	34.1	34.9	37.7	38.8				

Metro Rank: 98

Revenue Rank: 136

Lafayette, LA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 7,100	7,300	7,600	8,100	9,400	10,200	7.5%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	4.9%	\$ 10,700	11,200	11,800	12,400	13,000	5.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$2.54/1,000	\$2.38/1,000	\$2.29/1,000	Local	80%		
Revenue/Capita	\$15.40	\$20.87	\$25.38	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	461.1	488.7	1.2%	488.7	512.3	0.9%
Households	161.7	173.5	1.4%	173.5	186.8	1.5%
Retail Sales	2,794.0	4,277.1	8.9%	4,277.1	5,677.2	5.8%
EBI	4,955.0	5,419.3	1.8%	5,419.3	7,073.1	5.5%

Metro Counties

Acadia, LA	57.1
Iberia, LA	71.1
Lafayette, LA	180.8
St. Landry, LA	82.4
St. Martin, LA	46.3
Vermilion, LA	51.0

	488.7

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	236.3	53.9	24.1	21.7	36.3	35.5	26.4	38.4
Women (000)	252.4	51.5	23.5	23.3	38.1	37.1	28.7	50.1
Total	488.7	105.4	47.6	45.0	74.4	72.6	55.2	88.5
Percentage	100.0%	21.6%	9.7%	9.2%	15.2%	14.9%	11.3%	18.1%
Per Capita	\$11,089	Median Household		\$23,280	Avg Household		\$31,235	
Ethnic Population:	White 71.5%	Black 27.5%	Asian 1.0%	Hispanic 1.0%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	5		16	11	21	12	33
Tot 12+	7.2		68.9	54.9	76.1	10.3	86.4
Avg 12+	1.4		4.3	5.0	3.6	0.9	2.6
Tot LCS	8.3		79.7	63.5	88.1	11.9	100.0
Avg LCS	1.7		5.0	5.8	4.2	1.0	3.0

Competitive Overview

Some stations also rated in Baton Rouge (81).

FM Stations

City of		FCC	Power		Year		Date		Sales	1996	Avg '96		Arbitron 12+ Metro Shares (see rights)													
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993			
* KTBT	New Iberia	C1	93.7	97.0	997	b	Powell Bcstg Co Inc	92	9611	See (81)		Urban AC	n/a		1.1	3.6	1.9	0.7	1.2	1.2	1.2	0.0	1.1			
KSMB	Lafayette	C	94.5	100.0	1079	b	Powell Bcstg Co Inc	64	9606	4,000	c1	CHR	2,100	1.68	11.7	7.4	9.4	10.3	10.2	10.6	8.0	8.6	13.1			
KRRQ	Lafayette	C2	95.5	50.0	443		Citywide Comm Inc	96	9703	750		Urban AC			2.2	7.3	7.2	3.9	0.0	0.0	0.0	0.0	0.0			
KFTE	Breaux Bridge	C3	96.5	22.5	328	a	Comm Corp of America	92	9612	4,475	d3	Modern Rock	400	0.89	4.2	5.4	4.2	4.3	3.1	2.5	3.3	1.2	2.8			
KMDL	Kaplan	C2	97.3	38.0	cp 561	a	Comm Corp of America	81	9612		d3	Country	1,000	1.18	7.9	7.1	7.3	6.9	6.9	5.7	6.6	8.2	4.8			
WDGL	Baton Rouge	C	98.1	95.0	1499		Guaranty Bcstg Corp	68				Clsc Rock	n/a		1.8	3.7	2.2	2.2	0.9	1.5	1.0	1.8	0.9			
KXKC	New Iberia	C	99.1	100.0	984	g	Bonin Bcstg Corp	69				Country	1,800	1.40	12.0	11.3	7.9	10.0	11.0	13.8	13.5	10.4	8.7			
KTDY	Lafayette	C	99.9	100.0	984	a	Comm Corp of America	66	8804	3,500	c2	Lite Rock	1,600	2.20	6.8	4.5	5.8	5.3	6.7	6.9	6.6	7.3	8.7			
WXCT	Baton Rouge	C	100.7	97.0	1499		Guaranty Bcstg Corp	66	9608	See (81)		Country	n/a		4.1	1.0	0.4	3.5	3.7	3.1	3.2	6.3	3.7			
* KBON	Mamou	C3	101.1	25.0	cp 328		Soto Broadcasting	97				Variety			0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WYNK	Baton Rouge	C	101.5	96.0	1499		Capstar Bcstg Ptrs	68	9707	See (81)		Country	n/a		5.0	4.4	3.7	3.3	5.4	4.5	6.5	7.8	7.6			
KQJS	Basile	C1	102.1	100.0	cp 981	f	Broadcast Ptnrs Inc	90	9412	380		MOR			2.7	0.8	3.9	2.2	2.6	0.9	1.1	0.0	1.8			
KAJN	Crowley	C	102.9	95.0	1499	d	Rice Capital Bcstg	77				Religion	350	0.93	3.5	2.1	1.9	3.1	3.1	3.0	2.9	3.1	2.8			
KNEK	Washington	C3	104.7	25.0	364	e	Citywide Comm Inc	89	9707	1,500	c5	Urban	450	0.73	5.8	4.1	3.8	4.6	5.5	4.2	2.5	4.7	3.9			
KROF	Abbeville	C3	105.1	25.0	292	c	Abbeville Bcstg Svc	74				Oldies			2.4	3.2	2.2	2.8	1.4	1.5	1.7	0.8	0.2			
KJJB	Eunice	A	105.5	3.0	299	i	Tri-Parish Bcstg Inc	81	9311	216		Oldies	200	4.67	0.4	0.5	0.3	0.4	0.3	0.0	1.0	0.4	0.0			
KVOL	Opelousas	A	105.9	3.1	cp 459	b	Powell Bcstg Co Inc	89	9611	1,050	c4	NAC	400	1.07	3.5	0.8	4.2	2.6	3.5	4.8	4.0	6.1	3.7			
KFXZ	Maurice	A	106.3	2.6	495		Citywide Comm Inc	85	9002	1,344		Urban/Olds	650	1.12	5.4	3.4	3.8	3.9	5.5	6.3	6.9	2.7	4.1			
KSIG	Rayne	A	106.7	4.5	377	f	Broadcast Ptnrs Inc	93	9304	60	cp	Country	100	1.17	0.8	2.2	1.5	1.1	0.3	0.0	1.5	1.0	0.5			
KOGM	Opelousas	A	107.1	3.0	203	h	KSLO Bcstg Co Inc	65				Oldies			0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KPEL	Erath	C1	107.9	100.0	cp 584	a	Comm Corp of America	92	9704	2,000		Nws/Tk/Spts	300	0.72	3.9	2.5	2.8	3.7	3.1	2.8	2.3	2.9	3.4			
																-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
# FM Stations - 21						# Combos - 15						FM TOTALS		85.2	76.1	74.4	74.8	74.4	73.3	73.8	73.3	71.8				

* Indicates a change since last edition.

Metro Rank: 98

Revenue Rank: 136

Lafayette, LA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 7,100	7,300	7,600	8,100	9,400	10,200	7.5%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	4.9%	\$ 10,700	11,200	11,800	12,400	13,000	5.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$2.54/1,000	\$2.38/1,000	\$2.29/1,000	Local	80%		
Revenue/Capita	\$15.40	\$20.87	\$25.38	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	461.1	488.7	1.2%	488.7	512.3	0.9%
Households	161.7	173.5	1.4%	173.5	186.8	1.5%
Retail Sales	2,794.0	4,277.1	8.9%	4,277.1	5,677.2	5.8%
EBI	4,955.0	5,419.3	1.8%	5,419.3	7,073.1	5.5%

Metro Counties

Acadia, LA	57.1
Iberia, LA	71.1
Lafayette, LA	180.8
St. Landry, LA	82.4
St. Martin, LA	46.3
Vermilion, LA	51.0

	488.7

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	236.3	53.9	24.1	21.7	36.3	35.5	26.4	38.4
Women (000)	252.4	51.5	23.5	23.3	38.1	37.1	28.7	50.1
Total	488.7	105.4	47.6	45.0	74.4	72.6	55.2	88.5
Percentage	100.0%	21.6%	9.7%	9.2%	15.2%	14.9%	11.3%	18.1%
Per Capita	\$11,089	Median Household		\$23,280	Avg Household		\$31,235	
Ethnic Population:	White 71.5%	Black 27.5%	Asian 1.0%	Hispanic 1.0%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	5		16	11	21	12	33
Tot 12+	7.2		68.9	54.9	76.1	10.3	86.4
Avg 12+	1.4		4.3	5.0	3.6	0.9	2.6
Tot LCS	8.3		79.7	63.5	88.1	11.9	100.0
Avg LCS	1.7		5.0	5.8	4.2	1.0	3.0

Competitive Overview

Some stations also rated in Baton Rouge (81).

AM Stations

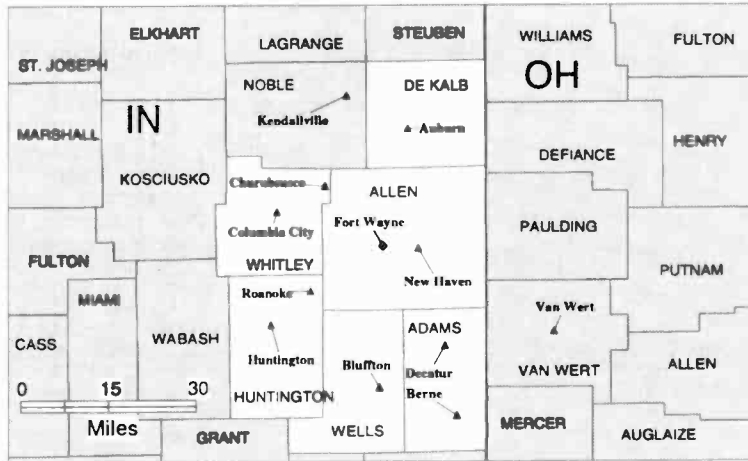
City of		FCC	Day	Night	Sales		1996		Avg '96	Arbitron 12+ Metro Shares (see rights)											
License	Class	Freq	Power (kW)	Power (kW)	Year	Date	Price (000)	Revenue (000)	Power Ratio	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall			
Calls					Std	Acq	LMA			Comm Sh	1997	1996	1996	1995	1995	1994	1994	1993			
KJCB	Lafayette	II	770	1.0	0.50																
KROF	Abbeville	III	960	1.0	0.10																
KNEK	Washington	II	1190	0.3	0.00																
KSLO	Opelousas	IV	1230	1.0	1.00																
KANE	New Iberia	IV	1240	1.0	1.00																
KVOL	Lafayette	III	1330	5.0	1.00																
KNIR	New Iberia	III	1360	1.0	0.21																
KPEL	Lafayette	III	1420	1.0	0.75																
KSIG	Crowley	IV	1450	1.0	1.00																
KEUN	Eunice	IV	1490	1.0	1.00																
KDYS	Lafayette	II	1520	10.0	0.50																
KPWS	Crowley	II	1560	1.0	0.00																
# AM Stations - 12											# Combos - 10										
Stations Profiled - 33											# Duopolies - 8										
											AM TOTALS		15.1	10.3	12.0	14.2	12.3	13.3	13.7	14.0	13.6
											Total Local Commercial Share		86.4	86.4	89.0	86.7	86.6	87.5	87.3	85.4	

* Indicates a change since last edition.

Metro Rank: 99

Revenue Rank: 84

Ft. Wayne, IN Market Overview



Metro Counties

Adams, IN	32.8
Allen, IN	309.8
De Kalb, IN	38.1
Huntington, IN	36.8
Wells, IN	26.6
Whitley, In	29.5

	473.6

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 12,800	12,500	12,600	13,800	16,000	16,800	5.6%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	1.8%	\$ 17,100	17,700	18,500	19,400	20,300	4.4%

	1990	1995	2000	Est. Breakout
Revenue/Retail Sales	\$3.84/1,000	\$3.91/1,000	\$3.94/1,000	Local 80%
Revenue/Capita	\$27.90	\$35.47	\$41.70	National 20%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	458.8	473.6	0.6%	473.6	486.8	0.6%
Households	169.7	176.9	0.8%	176.9	185.7	1.0%
Retail Sales	3,329.7	4,300.4	5.2%	4,300.4	5,158.7	3.7%
EBI	5,841.1	7,187.5	4.2%	7,187.5	8,805.0	4.1%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	230.8	46.8	22.4	19.8	35.9	38.3	27.5	40.2
Women (000)	242.8	44.6	21.4	19.6	35.9	38.8	28.6	53.9
Total	473.6	91.4	43.8	39.5	71.8	77.1	56.1	94.0
Percentage	100.0%	19.3%	9.2%	8.3%	15.2%	16.3%	11.8%	19.9%
Per Capita	\$15,176	Median Household		\$34,644	Avg Household		\$40,630	
Ethnic Population:	White 91.7%	Black 7.2%	Asian 0.8%	Hispanic 1.9%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	10	6		10	16	7	23
Tot 12+	24.0	42.3		60.7	66.3	15.2	81.5
Avg 12+	2.4	7.1		6.1	4.1	2.2	3.5
Tot LCS	29.4	51.9		74.5	81.3	18.7	100.0
Avg LCS	2.9	8.7		7.4	5.1	2.7	4.3

MARKET: Ft. Wayne, IN

METRO RANK: 99

Competitive Overview

Some stations also rated in Lima (220).

FM Stations

Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA Format	1996		Avg '96 Local Comm Sh	Arbitron 12+ Metro Shares (see rights)												
											Revenue (000)	Power Ratio		1997	1996	1996	1995	1995	1994	1994	1993					
WFWI	Ft. Wayne	A	92.3 2.7	482	e	Federated Media	93	9702	4,350	1 Clsc Hits	1,500	1.12	7.8	7.0	7.6	8.5	4.1	7.2	1.9	1.9	3.4					
WZBD	Berne	A	92.7 4.1	394		Weaver, Robert Alan	93			AC			0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.3	0.0					
WBTV	Kendallville	B	93.3 50.0	492		62nd Street Bcstg	55	9702	6,800	Country	1,800	1.13	9.3	5.5	6.0	6.7	8.2	6.3	10.1	7.5	9.5					
WYSR	Roanoke	A	94.1 3.0	328	d	Kovas Comm	91	9305	100	AAA	300	0.63	2.8	0.8	2.1	2.3	2.2	2.0	2.7	2.2	1.1					
WAJI	Ft. Wayne	B	95.1 39.0	679	b	Sarkes Tarzian Inc	59			AC	2,700	1.45	10.9	9.0	9.4	10.7	7.0	11.5	9.9	11.2	10.4					
WEJE	Churubusco	B1	96.3 6.7	554	d	Kovas Comm	94	9311	259	cp Alternative	500	0.46	6.3	3.8	4.5	5.0	5.2	1.7	2.2	1.2	0.0					
WMEE	Ft. Wayne	B	97.3 26.0	689	e	Federated Media	65			1 Hot AC	1,100	1.26	5.1	6.6	4.2	4.7	3.5	5.0	5.4	7.0	9.3					
WBYR	Van Wert	B	98.9 50.0	453	e	Federated Media	62	9610	5,800	e 1 Clsc Rock	2,800	1.69	9.7	5.1	5.8	6.9	8.7	7.0	7.2	9.8	7.8					
WNUY	Bluffton	A	100.1 5.2	351	a	Wells County Radio	63	9312		st AC			0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.3	0.0					
WLDE	Ft. Wayne	A	101.7 3.0	328	b	Sarkes Tarzian Inc	70	9304	1,500	Oldies	900	0.75	7.0	5.3	5.5	6.4	4.9	5.4	5.8	5.6	2.9					
WGL	Auburn	A	102.3 3.0	299	d	Kovas Comm	67	9505	300	c1 Nws/Tk/Spts			0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.5					
WEXI	Huntington	A	102.9 3.0	299	c	Taylor Bcst Group	65	9507	300	AOR			0.0	0.2	0.2	0.0	0.0	0.3	0.8	0.8	1.1					
WXKE	Ft. Wayne	A	103.9 3.0	328	c	Taylor Bcst Group	76	8212	1,000	AOR	850	1.34	3.7	3.6	4.4	2.8	3.2	4.7	4.0	5.9	5.9					
WQHK	Decatur	B1	105.1 13.5	449		JAM Communications	66	9309		1 Country	1,700	0.70	14.2	12.3	11.7	9.7	13.1	10.1	8.6	5.6	3.8					
WSHI	Columbia City	A	106.3 2.0	407		Linn, John R.	68	8912		al CHR	450	0.52	5.1	1.3	1.1	3.3	4.9	4.3	6.6	6.2	6.0					
WJFX	New Haven	A	107.9 2.5	358		Allen County Bcstg	90			Urban	500	0.84	3.5	5.0	5.8	3.2	2.5	3.1	1.4	2.2	1.3					
													# FM Stations - 16	# Combos - 11		FM TOTALS		85.4	66.3	68.9	70.2	67.5	68.6	66.6	67.7	63.0

AM Stations

Calls	City of License	FCC Class	Power Freq (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA Format	1996		Avg '96 Local Comm Sh	Arbitron 12+ Metro Shares (see rights)											
												Revenue (000)	Power Ratio		1997	1996	1996	1995	1995	1994	1994	1993				
WFCV	Ft. Wayne	II	1090 1.0	0.00			Bott Radio Network	68	8005	240	Chrstrn Talk		0.8	1.2	1.5	0.8	0.5	0.8	0.5	0.0	1.1					
WQWO	Ft. Wayne		1190 50.0	cp 9.80		e	Federated Media	25	9506		1 Nws/Tk/Spts	1,300	1.00	7.6	5.6	5.5	5.2	7.0	5.4	6.6	6.7	7.8				
WGL	Ft. Wayne	III	1250 2.3	1.00		d	Kovas Comm	24	8109	425	Nws/Tk/Spts	350	0.73	2.8	3.6	3.2	2.0	2.5	3.1	3.7	4.4	3.6				
WHWD	Ft. Wayne	III	1380 5.0	5.00		e	Federated Media	47			1 Nostalgia	300	0.55	3.2	4.8	3.7	4.7	0.5	1.5	3.8	2.3	2.4				
WLYV	Ft. Wayne	IV	1450 1.0	1.00			Midwest Bcstg Corp	48	9412	90	Gospel		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WADM	Decatur	II	1540 0.3	0.00		a	Wells County Radio	64	9409	28	DARK		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WGLL	Auburn	II	1570 0.5	cp 0.15		d	Kovas Comm	68	9505		c1 Talk		0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.3					
													# AM Stations - 7	# Combos - 5		AM TOTALS		14.4	15.2	13.9	12.7	10.5	10.8	15.2	13.4	15.2
													Stations Profiled - 23	# Duopolies - 7		Total Local Commercial Share		81.5	82.8	82.9	78.0	79.4	81.8	81.1	78.2	

METRO RANK: 99

Metro Rank: 100

Revenue Rank: 79

Chattanooga, TN Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 13,900	14,000	14,300	14,700	16,600	17,500	4.7%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	9.1%	\$ 19,100	20,100	21,300	22,500	23,800	5.7%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.62/1,000	\$3.87/1,000	\$4.07/1,000	Local 88%			
Revenue/Capita	\$31.94	\$38.50	\$50.17	National 12%			

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	435.2	454.6	0.9%	454.6	474.4	0.9%
Households	167.1	175.4	1.0%	175.4	185.9	1.2%
Retail Sales	3,008.4	4,524.2	8.5%	4,524.2	5,852.6	5.3%
EBI	5,147.8	6,445.8	4.6%	6,445.8	8,215.3	5.0%

Metro Counties

Hamilton, TN	295.6
Marion, TN	26.7
Sequatchie, TN	9.5
Catoosa, GA	48.0
Dade, GA	14.5
Walker, GA	60.3

	454.6

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	217.5	37.9	20.6	19.4	31.5	36.4	29.8	41.9
Women (000)	237.1	36.2	19.3	19.9	32.9	38.6	31.7	58.5
Total	454.6	74.1	39.9	39.3	64.4	75.1	61.5	100.4
Percentage	100.0%	16.3%	8.8%	8.6%	14.2%	16.5%	13.5%	22.1%
Per Capita	\$14,179	Median Household		\$29,089	Avg Household		\$36,749	
Ethnic Population:	White 85.2%	Black 13.6%	Asian 0.8%	Hispanic 0.6%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	8		7	9	15	14	29
Tot 12+	20.3		53.8	64.3	74.1	12.8	86.9
Avg 12+	2.5		7.7	7.1	4.9	0.9	3.0
Tot LCS	23.4		61.9	74.0	85.3	14.7	100.0
Avg LCS	2.9		8.8	8.2	5.7	1.1	3.4

MARKET: Chattanooga, TN

METRO RANK: 100

Competitive Overview

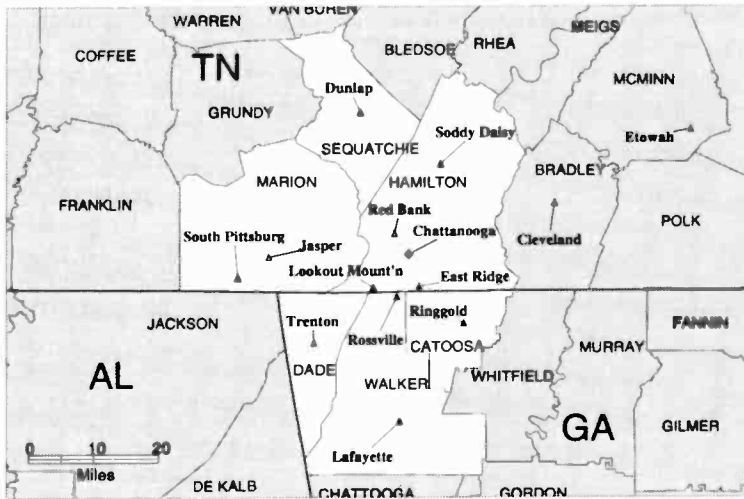
FM Stations

Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)								
												Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995		
WDEF	Chattanooga	C	92.3 97.0	1181	a	Bahakel Comm	64	9609	7,700	c3	Soft AC	2,700	1.40	10.1	8.0	7.7	9.6	6.5	8.6	7.3	8.0	10.4		
WMPZ	Ringgold	A	93.7 3.0	328	f	Brewer Bcstg Corp	94	9612	960		Urban/Olds	150	0.39	2.0	1.8	1.9	1.8	1.3	2.1	1.5	1.7	1.5		
WJTT	Red Bank	A	94.3 3.0	299	f	Brewer Bcstg Corp	72	9401		al	Urban	1,750	1.07	8.6	7.0	5.4	7.5	6.4	8.0	6.8	7.3	7.1		
WALV	Cleveland	A	95.3 3.5	436	e	Thomason Bcstg	80	8307	650		AC			0.3	0.0	0.0	0.0	0.0	0.5	0.0	0.5	0.0		
WDOO	Chattanooga	C	96.5 100.0	1079	a	Bahakel Comm	60				Adult Rock	600	0.65	4.8	6.0	6.1	3.1	3.2	3.7	5.1	3.4	4.0		
WKXJ	S. Pittsburg	C2	97.3 16.0	856		Marson Bcstg Inc	90	8912	17	cp	CHR	300	0.51	3.1	4.7	4.9	4.9	4.7	2.6	2.3	3.2	2.3		
WZST	Signal Mountain	A	98.1 1.0	794	d	WICKS Radio LP	94	9409	440	cp	CHR	550	0.51	5.7	2.6	2.7	4.6	4.7	5.2	5.1	4.1	5.0		
WUSY	Cleveland	C	100.7 100.0	1191		Colonial Bcstg	61	8305	2,210		Country	5,600	1.24	23.7	20.2	23.0	20.3	20.1	18.7	17.5	21.1	22.8		
WSGC	Ringgold	A	101.9 1.3	702		Battlefield Bcstg.	89			1	Country	450	1.07	2.2	1.0	0.9	0.7	0.8	2.8	2.8	2.0	0.0		
WGOW	Soddy Daisy	A	102.3 6.0	285	b	Bloomington Bcstg	77	9612	1,143		Talk	600	0.90	3.5	3.4	4.1	4.2	3.7	3.6	2.3	2.7	3.1		
WBDX	Trenton	A	102.7 0.3	1375	c	RA-AD of Trenton	90				Christian	325	0.81	2.1	2.3	1.9	1.8	2.5	1.3	2.3	1.4	2.0		
WDRZ	Etowah	C2	103.1 50.0	492		Bvack Bcstg Co Inc	77			1	Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WLMX	Rossville	A	105.5 1.6	646	d	WICKS Radio LP	66	9307	2,300	c2	AC	1,050	1.25	4.4	4.1	3.4	3.8	4.8	4.1	3.3	4.2	3.3		
WSKZ	Chattanooga	C	106.5 100.0	1079	b	Bloomington Bcstg	60	7805			Adult Rock	2,850	1.54	9.7	6.2	7.0	8.8	7.7	8.5	8.9	7.8	7.6		
WOGT	East Ridge	C3	107.9 2.9	968	b	Bloomington Bcstg	90	9308	1,300		Oldies	700	0.80	4.6	5.2	5.1	4.2	4.5	4.4	4.6	3.4	3.3		
# FM Stations - 15												# Combos - 11		FM TOTALS		84.8	72.5	74.1	75.3	70.9	74.1	69.8	70.8	72.4

Metro Rank: 100

Revenue Rank: 79

Chattanooga, TN Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 13,900	14,000	14,300	14,700	16,600	17,500	4.7%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	9.1%	\$ 19,100	20,100	21,300	22,500	23,800	5.7%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.62/1,000	\$3.87/1,000	\$4.07/1,000	Local	88%		
Revenue/Capita	\$31.94	\$38.50	\$50.17	National	12%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	435.2	454.6	0.9%	454.6	474.4	0.9%
Households	167.1	175.4	1.0%	175.4	185.9	1.2%
Retail Sales	3,008.4	4,524.2	8.5%	4,524.2	5,852.6	5.3%
EBI	5,147.8	6,445.8	4.6%	6,445.8	8,215.3	5.0%

Metro Counties

Hamilton, TN	295.6
Marion, TN	26.7
Sequatchie, TN	9.5
Catoosa, GA	48.0
Dade, GA	14.5
Walker, GA	60.3

	454.6

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	217.5	37.9	20.6	19.4	31.5	36.4	29.8	41.9
Women (000)	237.1	36.2	19.3	19.9	32.9	38.6	31.7	58.5
Total	454.6	74.1	39.9	39.3	64.4	75.1	61.5	100.4
Percentage	100.0%	16.3%	8.8%	8.6%	14.2%	16.5%	13.5%	22.1%
Per Capita	\$14,179	Median Household		\$29,089	Avg Household		\$36,749	
Ethnic Population:	White 85.2%	Black 13.6%	Asian 0.8%	Hispanic 0.6%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	8		7	9	15	14	29
Tot 12+	20.3		53.8	64.3	74.1	12.8	86.9
Avg 12+	2.5		7.7	7.1	4.9	0.9	3.0
Tot LCS	23.4		61.9	74.0	85.3	14.7	100.0
Avg LCS	2.9		8.8	8.2	5.7	1.1	3.4

MARKET: Chattanooga, TN

METRO RANK: 100

Competitive Overview

AM Stations

Calls	City of License	FCC Class	Freq	Power		C	Owner	Year	Date	Sales Price		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
				(kW)	(kW)					(000)	(000)	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
WWAM	Jasper	II	820	5.0	cp	0.00	Shelton Bctg Systems	87	9602					0.4	0.0	0.0	0.0	0.3	0.0	0.7	0.5	0.0	
WEPG	S. Pittsburg	III	910	5.0		0.00	Nelson, Jerry	54	9208	110				0.6	0.7	0.3	0.7	0.0	0.3	0.8	0.7	0.3	
WLMX	Rossville	III	980	0.5	0.11	d	WICKS Radio LP	58	9307					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WFLI	Lookout Mount'n	II	1070	50.0	2.50		WFLI Inc	61						175	0.92	1.0	0.7	1.0	1.0	0.8	1.5	0.8	0.7
WGOW	Chattanooga	III	1150	5.0	1.00	b	Bloomington Bcstg	36	7805					400	0.54	3.9	2.3	2.2	2.9	3.7	2.4	4.6	3.6
WSDQ	Dunlap	II	1190	5.0	0.00		Tittsworth, T. W.	80	8406					0.4	0.0	0.5	0.0	0.0	0.5	0.0	0.5	0.5	
WNOO	Chattanooga	III	1260	5.0	0.03	c	RA-AD of Trenton	51	9312					400	0.52	4.0	3.3	3.1	2.8	2.8	3.1	4.0	2.9
WDOO	Chattanooga	III	1310	5.0	5.00	a	Bahakel Comm	25	6206					300	0.48	3.3	3.4	3.9	2.5	3.0	1.8	3.3	3.1
WBAC	Cleveland	IV	1340	1.0	1.00	e	Thomason Bcstg	45	7610					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDEF	Chattanooga	III	1370	5.0	5.00	a	Bahakel Comm	41	9609					150	0.98	0.8	0.7	0.7	0.5	1.0	0.8	1.0	0.5
• WKWN	Trenton	III	1420	2.5	0.00		Dade County Bcstg	84	9709	63p				0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLMR	Chattanooga	IV	1450	1.0	1.00		Wilkins Comm Network	61	9301	307				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJOC	Chattanooga	IV	1490	1.0	1.00		Fryar, Sarah M.	48	9709	230				0.1	0.7	0.3	0.0	0.0	0.8	0.3	0.0	0.0	0.0
WQCH	Lafayette	III	1590	5.0	0.00		Gwyn, Charles	54	8804	300				0.8	0.3	0.5	0.7	0.7	0.8	0.3	0.8	0.8	0.7
				# AM Stations - 14		# Combos - 6						AM TOTALS		15.3	12.1	12.8	11.1	13.1	11.5	15.5	13.3	11.4	
				Stations Profiled - 29		# Duopolies - 6						Total Local Commercial Share		84.6	86.9	86.4	84.0	85.6	85.3	84.1	83.8		

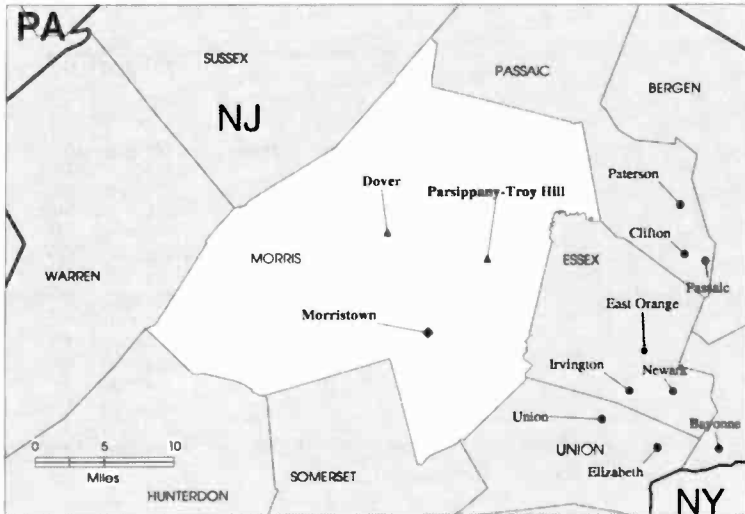
• Indicates a change since last edition.

METRO RANK: 100

Metro Rank: 101

Revenue Rank: N/A

Morristown, NJ Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	DATA NOT AVAILABLE						
	Δ 92-93	1993	1994	1995	1996	1997	Δ 93-97
Revenue/Retail Sales	1987	1992	1997	Est. Breakout			
Revenue/Capita							

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	422.2	445.8	1.1%	445.8	472.7	1.2%
Households	149.1	157.8	1.1%	157.8	169.2	1.4%
Retail Sales	4,248.4	4,964.4	3.2%	4,964.4	5,662.8	2.7%
EBI	9,942.5	10,524.6	1.1%	10,524.6	12,245.2	3.1%

Metro Counties

Morris, NJ	445.8

	445.8

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	218.4	34.6	17.8	18.7	33.7	39.4	35.2	38.9
Women (000)	227.4	33.2	16.9	18.2	33.1	42.1	36.0	47.9
Total	445.8	67.8	34.7	37.0	66.8	81.5	71.2	86.8
Percentage	100.0%	15.2%	7.8%	8.3%	15.0%	18.3%	16.0%	19.5%
Per Capita	\$23,608	Median Household		\$54,728	Avg Household		\$66,696	
Ethnic Population:	White 91.8%	Black 3.3%	Asian 4.8%	Hispanic 5.8%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	1			1	1	2	3
Tot 12+	5.4			5.4	5.4	4.8	10.2
Avg 12+	5.4			5.4	5.4	2.4	3.4
Tot LCS	52.9			52.9	52.9	47.1	100.0
Avg LCS	52.9			52.9	52.9	23.5	33.3

MARKET: Morristown, NJ

METRO RANK: 101

Competitive Overview

Some stations also rated in New York (1).

FM Stations

													Arbitron 12+ Metro Shares (see rights)											
City of	FCC	Power		Year	Date	Sales	1996		Avg '96															
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	(000)	LMA	Format	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	
													(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990	
WDHA	Dover	A	105.5	1.0	564	a	Northern NJ Radio LP	61	9105	7,300	c1	AOR			45.3	5.4	4.3	5.6	4.5	3.8	4.4	4.3	4.8	
# FM Stations - 1													# Combos - 1											
													FM TOTALS		45.3	5.4	4.3	5.6	4.5	3.8	4.4	4.3	4.8	

AM Stations

City of	FCC	Day		Night		Year	Date	Sales	1996		Avg '96													
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	(000)	LMA	Format	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	
													(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990	
WMTR	Morristown	III	1250	5.0	1.00	a	Northern NJ Radio LP	48	9105		c1	Nostalgia			54.7	4.8	5.2	4.4	3.7	6.7	3.6	0.8	0.3	
WXMC	Prsipy-Troy HI	III	1310	1.0	cp 0.09		Chiadek, James	73	9301	200		Spanish			0.0	0.0	0.0	0.0	0.0	0.0	1.8	1.7	4.7	
# AM Stations - 2													# Combos - 1											
													AM TOTALS		54.7	4.8	5.2	4.4	3.7	6.7	5.4	2.5	5.0	
Stations Profiled - 3																								
													Total Local Commercial Share		10.2	9.5	10.0	8.2	10.5	9.8	6.8	9.8		

Metro Rank: 102

Revenue Rank: 86

Roanoke-Lynchburg, VA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 14,500	13,500	13,600	13,800	14,800	15,900	1.9%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.0%	\$ 16,700	17,600	18,600	19,900	21,200	6.1%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.23/1,000	\$2.97/1,000	\$3.34/1,000	Local	85%		
Revenue/Capita	\$33.56	\$35.55	\$46.53	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	432.0	447.2	0.7%	447.2	455.6	0.4%
Households	167.3	175.8	1.0%	175.8	182.4	0.7%
Retail Sales	3,427.7	5,347.2	9.3%	5,347.2	6,353.4	3.5%
EBI	5,514.3	6,346.1	2.8%	6,346.1	7,776.7	4.1%

Metro Counties

Amherst, VA	29.9
Appomattox, VA	12.8
Bedford, VA	52.4
Bedford city, VA	6.6
Botetourt, VA	27.3
Campbell, VA	48.8
Lynchburg city, VA	66.6
Roanoke, VA	81.7
Roanoke city, VA	96.6
Salem city, VA	24.5

447.2

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	213.2	34.9	17.6	18.8	31.2	36.2	29.1	45.4
Women (000)	234.0	33.2	17.2	21.4	31.9	37.9	30.8	61.6
Total	447.2	68.1	34.7	40.3	63.1	74.1	59.9	107.0
Percentage	100.0%	15.2%	7.8%	9.0%	14.1%	16.6%	13.4%	23.9%
Per Capita	\$14,191	Median Household		\$29,724	Avg Household		\$36,099	
Ethnic Population:	White 75.5%	Black 15.6%	Asian 0.7%	Hispanic 0.6%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	7	1	9	8	17	18	35
Tot 12+	15.3	2.6	48.4	52.7	66.3	14.9	81.2
Avg 12+	2.2	2.6	5.4	6.6	3.9	0.8	2.3
Tot LCS	18.8	3.2	59.6	64.9	81.7	18.3	100.0
Avg LCS	2.7	3.2	6.6	8.1	4.8	1.0	2.9

MARKET: Roanoke-Lynchburg, VA

METRO RANK: 102

Competitive Overview

NOTE: Some stations also rated in Blacksburg (207).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)															
Calls	License	Class	Freq	(kW)						Price	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall								
					(000)	(000)	Ratio	Comm	Sh	1997	1996	1996	1995	1995	1994	1994	1993														
WXLK	Roanoke	C	92.3	93.0	2051	f	Wheeler, Mel	60	9702	7,500	d3	CHR	2,000	1.12	10.7	8.3	7.1	8.8	8.1	9.0	9.4	9.7	11.1								
WJLM	Salem	A	93.5	5.8	98	a	Capstar Bcstg Ptrs	69	9709	3,100	1	Country	800	0.83	5.8	5.0	4.4	4.1	5.1	5.9	7.2	5.9	6.1								
WPVR	Roanoke	C	94.9	98.0	1982	e	Gibbons, James L	48	7704			70s Oldies	1,300	1.01	7.7	4.9	5.3	5.3	6.8	5.0	8.5	6.9	7.8								
WROV	Martinsville	C1	96.3	13.8	2077	a	Capstar Bcstg Ptrs	50	9708		g1 1	AOR	2,500	1.94	7.7	5.4	8.5	6.5	5.7	9.5	7.4	8.5	9.4								
WVKV	Lynchburg	C3	97.9	0.6	1926		Shircliff Partnership	70	9707		p nc	Oldies	175	0.95	1.1	1.1	0.7	0.5	1.5	1.0	0.0	0.5	1.6								
WSLQ	Roanoke	C	99.1	200.0	1992	f	Wheeler, Mel	47				AC/Oldies	2,100	1.41	8.9	8.3	7.1	7.5	6.5	6.8	6.6	5.9	8.0								
WLYK	Lynchburg	C3	100.1	20.0	328	f	Wheeler, Mel	48	9704		d3	CHR			0.1	0.2	0.5	0.2	0.0	0.3	0.0	0.0	0.5								
WZZI	Vinton	A	101.5	0.6	705		Carousel Entertainmt	95				Country			0.0	0.7	0.8	0.0	0.0	0.0	0.0	0.0	0.0								
WJXX	Lynchburg	C3	101.7	5.5 cp	692	h	Atlantic Star	64	9707		g2 1	CHR/Urban	500	0.68	4.4	4.2	5.3	4.7	2.2	4.2	3.4	4.9	3.9								
WLDJ	Appomattox	B	102.7	22.0	745	h	Atlantic Star	89	9707		g2 1	Oldies	375	1.02	2.2	2.6	3.3	1.8	1.7	1.6	1.1	1.3	3.1								
WRDJ	Roanoke	C3	104.9	3.1 cp	925	h	Atlantic Star	92	9707		g2 1	Oldies	500	0.94	3.2	3.6	1.6	2.6	2.4	1.4	2.1	2.3	1.1								
WKDE	Altavista	A	105.5	3.0	328	c	DJ Bcstg Inc	69	9201	375	c1	Country	150	1.50	0.6	0.5	0.0	0.5	0.5	0.3	0.3	0.3	0.0								
WNHI	Lynchburg	A	105.9	6.0	266	g	Moran, David H	93				Sports/Talk			2.0	2.0	1.6	1.9	1.3	1.0	1.8	0.0	0.0								
WJJS	Vinton	A	106.1	0.7 cp	909	h	Atlantic Star	94	9707		g2 1	CHR/Dance	600	0.49	7.3	4.2	6.1	6.0	5.5	4.9	3.4	1.3	0.0								
WLDE	Bedford	A	106.9	0.3	1276	b	JLR Communications	92	9511	300		Adlt Stndrd			2.8	2.9	2.8	3.6	0.8	1.2	0.3	0.0	0.3								
WTTX	Appomattox	A	107.1	1.7 cp	427	d	CLL Inc	76	8812	350	c2	Religion			0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0								
WYYD	Amherst	C1	107.9	20.5	1768	a	Capstar Bcstg Ptrs	81	9708		g1 1	Country	3,800	1.19	19.1	12.4	11.8	14.1	16.1	13.9	13.8	18.8	18.0								
		# FM Stations - 17		# Combos - 15						FM TOTALS				83.6		66.3		67.2		68.1		64.0		66.0		65.3		66.1		70.9	

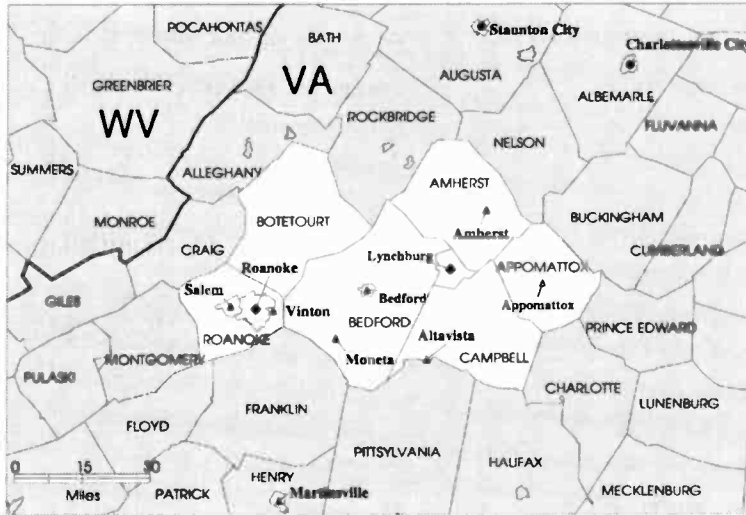
• Indicates a change since last edition.



Metro Rank: 102

Revenue Rank: 86

Roanoke-Lynchburg, VA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 14,500	13,500	13,600	13,800	14,800	15,900	1.9%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.0%	\$ 16,700	17,600	18,600	19,900	21,200	6.1%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.23/1,000	\$2.97/1,000	\$3.34/1,000	Local	85%		
Revenue/Capita	\$33.56	\$35.55	\$46.53	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	432.0	447.2	0.7%	447.2	455.6	0.4%
Households	167.3	175.8	1.0%	175.8	182.4	0.7%
Retail Sales	3,427.7	5,347.2	9.3%	5,347.2	6,353.4	3.5%
EBI	5,514.3	6,346.1	2.8%	6,346.1	7,776.7	4.1%

Metro Counties

Amherst, VA	29.9
Appomattox, VA	12.8
Bedford, VA	52.4
Bedford city, VA	6.6
Botetourt, VA	27.3
Campbell, VA	48.8
Lynchburg city, VA	66.6
Roanoke, VA	81.7
Roanoke city, VA	96.6
Salem city, VA	24.5

447.2

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	213.2	34.9	17.6	18.8	31.2	36.2	29.1	45.4
Women (000)	234.0	33.2	17.2	21.4	31.9	37.9	30.8	61.6
Total	447.2	68.1	34.7	40.3	63.1	74.1	59.9	107.0
Percentage	100.0%	15.2%	7.8%	9.0%	14.1%	16.6%	13.4%	23.9%
Per Capita	\$14,191	Median Household		\$29,724	Avg Household		\$36,099	
Ethnic Population:	White 75.5%	Black 15.6%	Asian 0.7%	Hispanic 0.6%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	7	1	9	8	17	18	35
Tot 12+	15.3	2.6	48.4	52.7	66.3	14.9	81.2
Avg 12+	2.2	2.6	5.4	6.6	3.9	0.8	2.3
Tot LCS	18.8	3.2	59.6	64.9	81.7	18.3	100.0
Avg LCS	2.7	3.2	6.6	8.1	4.8	1.0	2.9

MARKET: Roanoke-Lynchburg, VA

METRO RANK: 102

Competitive Overview

NOTE: Some stations also rated in Blacksburg (207).

AM Stations

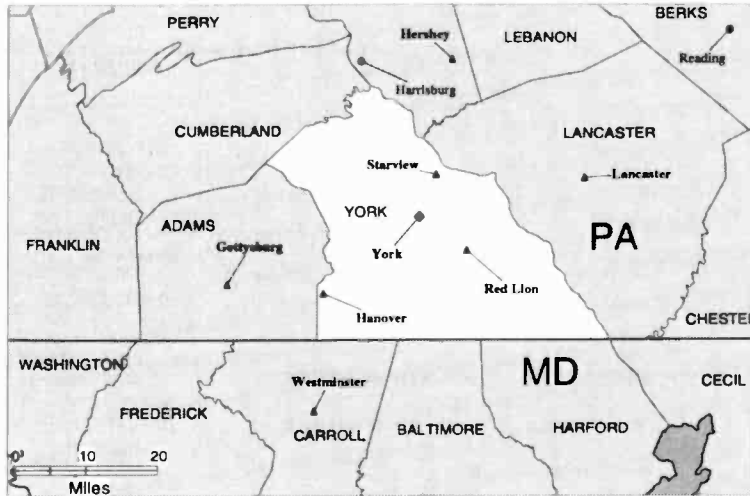
City of		FCC	Day	Night	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)																				
Calls	License	Class	Freq	Power (kW)	Power (kW)	C	Owner	Year	Date	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993								
WLVA	Lynchburg	III	590	5.0	1.00		Madison Bcstg Group	30	9102	100		Adlt Stndrd	350	1.40	1.5	0.8	0.5	1.0	1.4	0.9	1.1	1.3	2.3								
WSLC	Roanoke	III	610	5.0	1.00	f	Wheeler, Mel	40	7610			Country	450	0.52	5.2	5.2	3.4	3.1	5.1	3.8	3.1	4.2	3.1								
• WVLR	Moneta	II	880	0.9	0.00	b	JLR Communications	91				Adlt Stndrd			1.2	0.0	0.2	0.0	1.9	1.2	0.7	0.0	0.0								
WWR	Roanoke	III	910	1.0	0.08		Perception Media Grp	57	9104	150		Gospel			0.3	0.7	0.7	0.0	0.5	0.0	0.0	0.3	0.0								
WLLL	Lynchburg	III	930	5.0	0.05		Hubbards Ad Agency	63	9602	28		Gospel			0.0	2.6	3.1	0.0	0.0	0.0	0.0	0.0	0.0								
WFIR	Roanoke	III	960	5.0	5.00	e	Gibbons, James L	24	7704			News/Talk	1,000	0.88	6.8	3.4	3.4	4.9	5.9	4.0	4.3	6.5	4.2								
WKDE	Altavista	II	1000	1.0	0.00	c	DJ Bcstg Inc	62	9201		c1	Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WBRG	Lynchburg	II	1050	1.0	0.10		Tri-County Bcstg Inc	56	6707			Chrstn Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WKPA	Lynchburg	II	1170	2.5	cp 0.00	g	Moran, David H	88				Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WROV	Roanoke	IV	1240	1.0	1.00	a	Capstar Bcstg Ptrs	46	9708		g1 1	AOR	100	1.20	0.5	0.0	0.0	0.5	0.3	0.0	0.7	0.8	0.5								
WVAR	Appomattox	III	1280	1.0	cp 0.00	d	CLL Inc	74	8812		c2	Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WJJS	Lynchburg	III	1320	1.0	0.02	h	Atlantic Star	62	9707		g2 1	Urban/Olds			0.0	1.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0								
WBLT	Bedford	III	1350	1.0	0.00		Bedford Bcstg Co	50				Diverse			0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.9								
WWOOD	Lynchburg	III	1390	5.0	1.00		Bahakel Comm	47				DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WRIS	Roanoke	III	1410	5.0	0.07		WRIS Inc	53	6405			Inspiration			0.2	0.5	0.5	0.3	0.0	0.0	1.0	0.3	0.6								
WAHV	Amherst	III	1420	2.2	cp 0.02		Community First Bcst	76	8801	50		Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WTOY	Salem	III	1480	5.0	0.02		Ward, Irving & Barb	56	8711	375		Urban AC			0.6	0.7	0.5	0.5	0.5	0.5	1.6	0.8	0.0								
WKBA	Vinton	II	1550	10.0	0.00		Moran, David H	61	8301	350		Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
# AM Stations - 18		# Combos - 8		AM TOTALS										16.3		14.9		12.6		10.3		15.6		10.4		13.0		14.2		11.6	
Stations Profiled - 35		# Duopolies - 6		Total Local Commercial Share												81.2		79.8		78.4		79.6		76.4		78.3		80.3		82.5	

• Indicates a change since last edition.

Metro Rank: 103

Revenue Rank: 96

York, PA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 12,900	12,200	12,600	12,800	13,500	14,900	2.9%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.0%	\$ 15,800	16,500	17,400	18,400	19,500	5.4%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.15/1,000	\$3.73/1,000	\$4.17/1,000	Local	85%		
Revenue/Capita	\$30.60	\$33.28	\$41.58	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	421.6	447.7	1.2%	447.7	469.0	0.9%
Households	158.2	168.2	1.2%	168.2	178.7	1.2%
Retail Sales	3,107.0	3,989.7	5.1%	3,989.7	4,680.1	3.2%
EBI	5,890.9	6,748.2	2.8%	6,748.2	7,838.4	3.0%

Metro Counties

Adams, PA	84.6
York, PA	363.1

	447.7

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	219.8	38.4	18.1	19.5	33.7	37.6	29.2	43.4
Women (000)	227.9	36.0	17.7	19.4	33.4	37.7	29.2	54.4
Total	447.7	74.4	35.7	38.8	67.1	75.4	58.4	97.9
Percentage	100.0%	16.6%	8.0%	8.7%	15.0%	16.8%	13.0%	21.9%
Per Capita	\$15,073	Median Household		\$34,756	Avg Household		\$40,120	
Ethnic Population:	White 95.9%	Black 3.2%	Asian 0.7%	Hispanic 1.9%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1	8		5	9	6	15
Tot 12+	3.2	44.6		34.9	47.8	11.6	59.4
Avg 12+	3.2	5.6		7.0	5.3	1.9	4.0
Tot LCS	5.4	75.1		58.8	80.5	19.5	100.0
Avg LCS	5.4	9.4		11.8	8.9	3.3	6.7

Competitive Overview

Some stations also rated in markets 19, 73 and 110.

FM Stations

													Arbitron 12+ Metro Shares (see rights)												
City of		FCC	Power		Year		Date		Sales		1996		Avg '96		Summer		Spring		Winter		Fall				
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price	LMA	Format	Revenue	Power	Local	1997	1997	1996	1996	1996	1996	1995	1995		
WEGK	Starview	A	92.7	1.4	682		Hall Communications	71	9512	3,200		Clsc Rock	900	1.04	5.5	3.9	3.2	5.3	3.4	4.5	3.2	3.1	2.2		
WGCB	Red Lion	B	96.1	50.0	499	c	Moffit, Thomas H	60	9305	3,000	c2	Religion			0.4	0.7	0.0	0.5	0.3	0.0	0.0	0.3	0.6		
WYCR	Hanover	B	98.5	10.5	929	b	Radio Hanover Inc	62				CHR	1,300	0.93	8.8	6.9	6.0	6.3	4.9	5.4	5.1	4.9	5.4		
WGRX	Westminster	B	100.7	16.0	860		Shamrock Comm Inc	59	8104	See (19)		Country	n/a		3.4	1.8	2.4	2.0	1.8	1.0	1.7	2.1	3.2		
WROZ	Lancaster	B	101.3	6.9	1289		Hall Communications	44				Soft AC	n/a		8.5	5.5	4.8	4.8	4.2	5.0	4.3	4.4	6.4		
WARM	York	B	103.3	6.4	1306	d	Susquehanna Radio	62				AC	4,800	1.62	18.8	9.8	10.3	10.0	12.6	11.8	10.8	12.0	9.7		
WOXA	York	B	105.7	25.0	705	a	Citadel Comm Corp	48	9707		g1	Alternative	1,000	0.86	7.4	5.7	7.0	5.8	4.6	5.0	5.1	3.4	3.8		
WRKZ	Hershey	B	106.7	14.0	929	a	Citadel Comm Corp	64	9707	See (73)		Country	n/a		12.7	6.7	5.7	5.4	6.4	5.4	7.8	8.4	8.3		
WGTY	Gettysburg	B	107.7	16.0	850	e	Times & News Publ	62				Country	3,100	1.11	17.7	7.8	8.4	10.4	10.7	9.9	9.7	9.9	12.4		
# FM Stations - 9													# Combos - 6		FM TOTALS		83.2	48.8	47.8	50.5	48.9	48.0	47.7	48.5	52.0

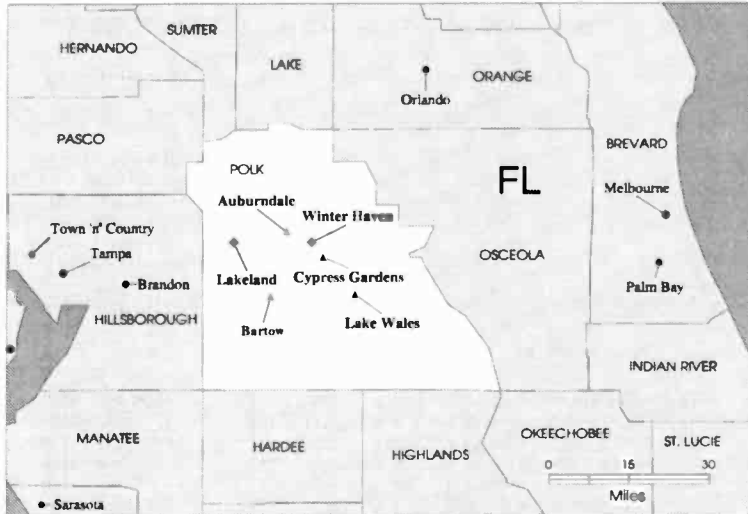
AM Stations

													Arbitron 12+ Metro Shares (see rights)												
City of		FCC	Day		Night		Year		Date		Sales		1996		Avg '96		Summer		Spring		Winter		Fall		
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	Price	LMA	Format	Revenue	Power	Local	1997	1997	1996	1996	1996	1996	1995	1995		
WSBA	York	III	910	5.0	1.00	d	Susquehanna Radio	42				Nws/Tk/Spts	2,800	1.97	9.0	3.9	5.6	4.6	5.1	5.8	4.4	5.3	5.7		
WOXA	York	III	1250	1.0	0.03	a	Citadel Comm Corp	48	9707		g1	Nostalgia	200	0.70	1.8	1.5	1.3	1.5	1.8	1.1	1.0	1.9	0.3		
WHVR	Hanover	III	1280	5.0	0.50	b	Radio Hanover Inc	49				AC	400	1.05	2.4	1.3	2.2	1.3	1.6	1.4	1.4	1.9	1.0		
WGET	Gettysburg	III	1320	1.0	0.50	e	Times & News Publ	50				AC/Nws/Spts	500	1.98	1.6	0.7	1.1	1.2	1.0	0.8	1.3	0.6	1.1		
WOYK	York	III	1350	5.0	1.00		Starview Media Inc	32	8711	250		Country	200	0.63	2.0	1.0	1.4	1.0	1.6	1.1	1.4	1.8	0.3		
WGCB	Red Lion	III	1440	1.0	0.00	c	Moffit, Thomas H	50	9305		c2	Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations - 6													# Combos - 5		AM TOTALS		16.8	8.4	11.6	9.6	11.1	10.2	9.5	11.5	8.4
Stations Profiled - 15													# Duopolies - 2		Total Local Commercial Share		57.2	59.4	60.1	60.0	58.2	57.2	60.0	60.4	

Metro Rank: 104

Revenue Rank: 219

Lakeland-Winter Haven, FL Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 3,900	4,000	4,200	4,400	4,700	5,200	5.9%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	1.9%	\$ 5,300	5,500	5,800	6,100	6,500	5.2%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$1.39/1,000	\$1.36/1,000	\$1.48/1,000	Local	85%		
Revenue/Capita	\$ 9.47	\$11.69	\$13.84	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	411.9	445.0	1.6%	445.0	469.8	1.1%
Households	158.6	171.0	1.5%	171.0	182.0	1.3%
Retail Sales	2,805.1	3,812.8	6.3%	3,812.8	4,396.2	2.9%
EBI	5,077.7	5,588.1	1.9%	5,588.1	6,366.4	2.6%

Metro Counties

Polk, FL	445.0

	445.0

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	216.4	38.0	18.1	17.2	29.3	30.6	26.1	57.1
Women (000)	228.6	36.0	17.0	17.6	29.0	31.8	27.8	69.2
Total	445.0	74.1	35.2	34.8	58.3	62.4	53.9	126.4
Percentage	100.0%	16.6%	7.9%	7.8%	13.1%	14.0%	12.1%	28.4%
Per Capita	\$12,558	Median Household		\$25,802	Avg Household		\$32,679	
Ethnic Population:	White 85.7%	Black 13.2%	Asian 0.7%	Hispanic 4.8%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1		4	1	5	9	14
Tot 12+	0.4		31.6	13.7	32.0	8.7	40.7
Avg 12+	0.4		7.9	13.7	6.4	1.0	2.9
Tot LCS	1.0		77.6	33.7	78.6	21.4	100.0
Avg LCS	1.0		19.4	33.7	15.7	2.4	7.1

Competitive Overview

FM Stations

												Arbitron 12+ Metro Shares (see rights)											
City of		FCC	Power				Year	Date	Sales	1996		Avg '96											
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
										(000)	(000)	Ratio	Comm	1997	1996	1996	1995	1995	1994	1994	1993		
WFLZ	Tampa	C	93.3	99.0	1358	a	Jacor Comm Inc	48	9301	See (21)	CHR	n/a	14.6	8.4	8.3	7.7	4.8	6.5	7.7	7.5	0.0		
WSJT	Lakeland	C	94.1	100.0	1493	b	Clear Channel Comm	67	9706	See (21)	Jazz	n/a	6.9	2.4	2.7	2.9	2.9	5.6	9.1	8.8	11.1		
WPCV	Winter Haven	C	97.5	100.0	1017	c	Hall Communications	62	8110	2,000	c1	Country	3,400	1.35	47.6	13.7	18.8	17.9	21.7	23.6	21.1	20.8	17.5
WWRZ	Arcadia	C2	98.3	50.0	459	d	Hall Communications	77			Lite AC		0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WDOV	Bradenton	C	103.5	99.0	1358		Jacor Comm Inc	63	9508	14,000	Easy	n/a	8.5	7.1	7.5	5.4	2.0	0.7	0.0	0.7	0.0		
# FM Stations - 5												# Combos - 4											
												FM TOTALS											
												77.6	32.0	37.3	33.9	31.4	36.4	37.9	37.8	28.6			

AM Stations

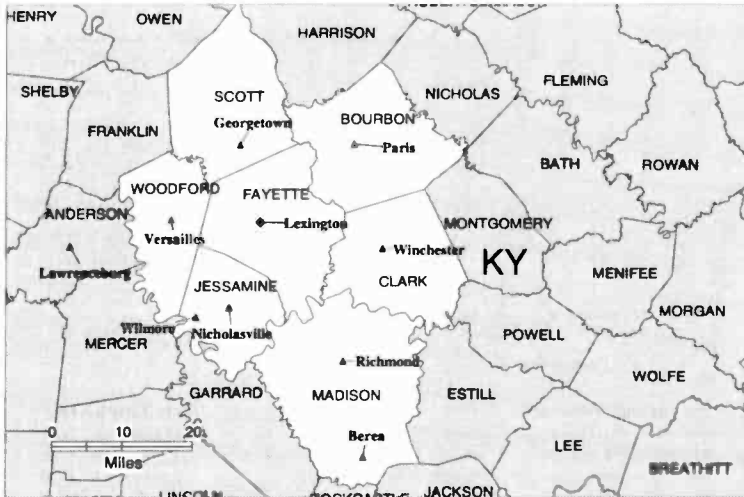
												Arbitron 12+ Metro Shares (see rights)											
City of		FCC	Day	Night			Year	Date	Sales	1996		Avg '96											
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	Price	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
										(000)	(000)	Ratio	Comm	1997	1996	1996	1995	1995	1994	1994	1993		
WMBF	Bartow	II	1130	2.5	0.50		Thornburg, Thomas W	69	8401		150	3.14	0.9	0.7	0.5	0.8	0.0	1.3	0.0	0.3	0.7		
WONN	Lakeland	IV	1230	1.0	1.00	c	Hall Communications	49	8110		400	0.94	8.0	2.7	3.2	3.3	3.4	3.3	2.1	2.5	4.6		
WIPC	Lake Wales	III	1280	1.0	0.50		Rama Comm Inc	51	9611	90			0.0	0.0	0.7	0.0	0.0	0.0	0.5	0.3	0.0		
WWAB	Lakeland	III	1330	1.0	0.00		Radio Sta. WWAB Inc	57	7301		200	1.30	2.9	0.0	0.0	1.8	0.7	0.0	1.1	0.5	0.7		
WHNR	Cypress Gardens	III	1360	5.0	2.50		GB Enterprises Comm	58	9507	250	300	1.20	4.7	2.6	4.2	2.3	1.7	2.2	0.9	0.7	1.2		
WLKF	Lakeland	III	1430	5.0	1.00	c	Hall Communications	36	9609	550	700	2.94	4.5	2.7	0.8	2.3	1.5	2.2	2.3	2.2	4.1		
WBAR	Bartow	III	1460	1.0	0.16		Bartow Bestg Co Inc	53	9509	140			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WSIR	Winter Haven	IV	1490	1.0	1.00		Histed, William Mark	47	9003	230			0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0		
WTWB	Auburndale	II	1570	5.0	0.01		Evangel Christn Sch	56	9708	275p e 1	100	1.35	1.4	0.0	1.2	1.3	0.0	1.3	0.0	0.5	1.0		
# AM Stations - 9												# Combos - 2											
												AM TOTALS											
												22.4	8.7	10.9	11.8	7.3	10.3	6.9	7.0	12.3			
Stations Profiled - 14												# Duopolies - 3											
												Total Local Commercial Share											
												40.7	48.2	45.7	38.7	46.7	44.8	44.8	40.9				

* Indicates a change since last edition.

Metro Rank: 105

Revenue Rank: 80

Lexington-Fayette, KY Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 12,100	12,500	13,500	14,600	16,500	17,400	7.5%
★	Δ 95-96 7.5%	1996 \$ 18,700	1997 19,600	1998 20,700	1999 21,900	2000 23,200	Δ 96-00 5.5%
Revenue/Retail Sales	1990 \$3.57/1,000	1995 \$3.60/1,000	2000 \$3.65/1,000	Est. Breakout			
Revenue/Capita	\$29.58	\$39.56	\$50.01	Local	90%		
				National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	409.1	439.8	1.5%	439.8	463.9	1.1%
Households	155.3	167.1	1.5%	167.1	179.6	1.5%
Retail Sales	3,392.5	4,831.9	7.3%	4,831.9	6,356.5	5.6%
EBI	5,288.4	6,462.2	4.1%	6,462.2	8,431.3	5.5%

Metro Counties

Bourbon, KY	19.0
Clark, KY	30.8
Fayette, KY	242.4
Jessamine, KY	34.5
Madison, KY	63.5
Scott, KY	27.9
Woodford, KY	21.7

	439.8

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	211.6	36.4	17.6	27.2	35.8	35.7	25.7	33.3
Women (000)	228.2	34.5	17.0	29.6	36.9	38.0	27.3	44.9
Total	439.8	70.9	34.6	56.8	72.6	73.7	53.0	78.2
Percentage	100.0%	16.1%	7.9%	12.9%	16.5%	16.8%	12.0%	17.8%
Per Capita	\$14,694	Median Household		\$30,192	Avg Household		\$38,673	
Ethnic Population:	White 88.5%	Black 10.0%	Asian 1.3%	Hispanic 0.9%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	7		7	7	14	10	24
Tot 12+	12.2		56.1	49.8	68.3	17.5	85.8
Avg 12+	1.7		8.0	7.1	4.9	1.8	3.6
Tot LCS	14.2		65.4	58.0	79.6	20.4	100.0
Avg LCS	2.0		9.3	8.3	5.7	2.0	4.2

Competitive Overview

FM Stations

														Arbitron 12+ Metro Shares (see rights)												
City of		FCC	Power		Year		Date		Sales		1996		Avg '96													
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993			
WVLK	Lexington	C1	92.9	100.0	850	a	HMH Bcstg Inc	79	9410	10,900	c2	Country	4,500	1.06	22.6	15.2	16.7	19.4	18.3	21.1	21.6	23.0	22.8			
WMLX	Lexington	C1	94.5	100.0	640	c	Jacor Comm Inc	40	9609	14,000	c3	Hot AC	2,700	1.54	9.4	7.6	7.5	7.8	7.9	8.3	9.3	9.2	7.4			
WKYI	Stamping Ground	A	96.1	4.3	200		Scott County Bcstg	94				ChrsContemp			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WGKS	Paris	C2	96.9	50.0	492	b	L. M. Communications	68	8407	700		Lite Rock	1,100	0.88	6.7	5.7	3.1	5.0	6.2	4.8	6.0	5.5	5.7			
WKQQ	Lexington	C1	98.1	100.0	561	c	Jacor Comm Inc	69	9707	24,000	d1	Clsc Rock	4,000	1.46	14.7	7.8	6.9	11.1	13.3	11.5	10.7	13.7	12.1			
WNYC	Winchester	C2	100.1	32.0	492	c	Jacor Comm Inc	74	9609		c3	Country	1,400	0.84	8.9	4.6	6.3	7.4	7.5	7.9	6.6	6.2	5.7			
• WLRO	Richmond	C3	101.5	9.0	541	f	HMH Bcstg Inc	72	9708		p d4	Rock & Roll	1,000	0.94	5.7	3.7	5.2	6.1	3.5	0.6	0.4	0.5	0.0			
• WKYL	Lawrenceburg	A	102.1	3.0	328		Davenport Bcstg Inc	93	9702	525		Soft Hits			0.6	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0			
• WLTO	Nicholasville	A	102.5	2.0	400	f	HMH Bcstg Inc	88	9708		p d4	Oldies	300	0.76	2.1	2.2	3.3	2.4	1.1	3.0	4.1	7.1	7.2			
• WXZZ	Georgetown	A	103.3	1.0	794		HMH Bcstg Inc	73	9708	3,450p		Alternative	1,200	0.82	7.8	6.7	5.6	7.9	5.3	4.6	5.4	3.7	6.4			
WLKT	Lexington	C2	104.5	50.0	466	c	Jacor Comm Inc	95	9707		g	CHR			0.4	11.5	9.9	0.7	0.0	0.0	0.0	0.0	0.0			
WVRB	Wilmore	A	105.9	6.0	328	g	Baldwin Broadcasting	95	9507	45	cp	ChrsContemp			0.6	2.0	0.7	1.1	0.0	0.0	0.0	0.0	0.0			
WJMM	Versailles	A	106.3	3.0	300	d	Mortenson Bcstg Co	73	7307			ChrsContemp	200	0.67	1.6	0.9	1.6	0.9	1.8	1.7	1.0	1.6	2.7			
WXKO	Berea	A	106.7	2.0	584	e	Pioneer Comm	91				Country			0.2	0.4	0.0	0.4	0.0	0.0	0.4	0.0	0.0			
# FM Stations - 14														# Combos - 11		FM TOTALS		81.3	68.3	66.8	70.2	65.8	63.5	65.5	70.5	70.0

AM Stations

														Arbitron 12+ Metro Shares (see rights)												
City of		FCC	Day Power		Night Power		Year		Date		Sales		1996		Avg '96											
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993			
WVLK	Lexington	III	590	5.0	cp 1.60	a	HMH Bcstg Inc	47	9410		c2	FullService	1,200	1.05	6.1	6.1	6.8	4.4	5.7	7.2	5.6	6.4	8.0			
WLAP	Lexington	III	630	5.0	1.00	c	Jacor Comm Inc	22	9609		c3	News/Talk			1.4	1.5	1.0	1.5	0.9	0.9	0.6	0.0	0.4			
WCGW	Nicholasville	II	770	1.0	0.00	d	Mortenson Bcstg Co	86				Gospel	150	0.80	1.0	1.5	1.7	0.7	0.9	1.5	1.0	2.8	1.2			
WCBR	Richmond	II	1110	0.3	0.00		WCBR Radio Inc	69	9612			Gospel	50	0.45	0.6	0.6	0.3	0.0	0.9	0.0	0.0	0.0	0.0			
WNVL	Nicholasville	III	1250	0.5	0.00		Benedictus Bcstg Co	62	9705	166	+	Urb/Gospel	300	0.50	3.2	0.7	1.2	1.8	3.5	4.6	4.5	0.5	0.0			
WLXG	Lexington	III	1300	2.5	1.00	b	L. M. Communications	46	8510	881		Nws/Tk/Spts	400	0.63	3.4	3.0	3.5	3.9	1.8	4.1	3.9	3.0	2.7			
WEKY	Richmond	IV	1340	1.0	1.00	e	Pioneer Comm	53	9306			AC			0.2	0.4	0.3	0.0	0.4	0.0	0.4	0.0	0.0			
WMJR	Winchester	III	1380	2.5	0.04		Lyon Bcst Group Inc	54	9512	110		ChrstrnCntry			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4			
WXKO	Berea	II	1500	0.3	0.00	e	Pioneer Comm	71				Country			0.2	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0			
WTKT	Georgetown	II	1580	10.0	0.05	c	Jacor Comm Inc	57	9707		d1	Urban AC	200	0.41	2.6	3.7	2.4	3.7	0.7	2.2	1.0	1.8	1.6			
# AM Stations - 10														# Combos - 7		AM TOTALS		18.7	17.5	17.2	16.4	14.8	21.4	17.0	14.5	14.3
Stations Profiled - 24														# Duopolies - 6		Total Local Commercial Share		85.8	84.0	86.6	80.6	84.9	82.5	85.0	84.3	

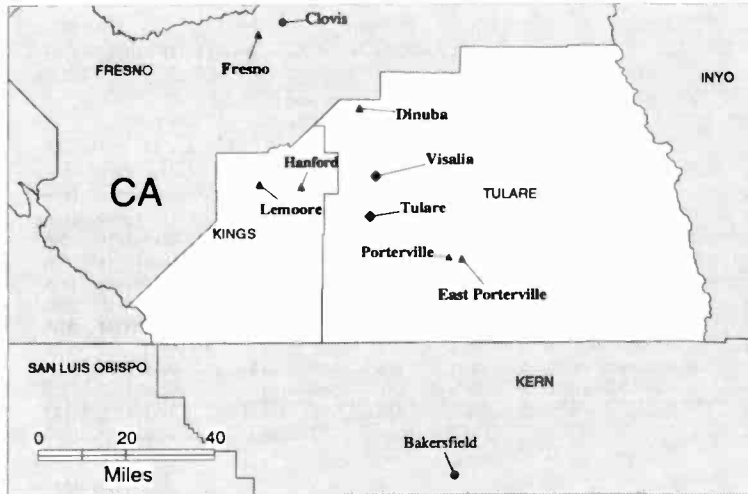
Docket 80-90 Allocations: 107.9, A, Midway

• Indicates a change since last edition.

Metro Rank: 106

Revenue Rank: 250

Visalia-Tulare-Hanford Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ N/A	N/A	N/A	2,900	3,100	3,300	
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	9.1%	\$ 3,600	3,800	4,000	4,200	4,400	5.1%
Revenue/Retail Sales	1990	1995	2000	Est. Breakout			
	N/A	\$1.20/1,000	\$1.34/1,000	Local	80%		
Revenue/Capita	N/A	\$ 6.97	\$ 8.64	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

MSA	Growth			Growth		
	1990	1995	Rate	1995	2000	Rate
Population	422.5	473.4	2.3%	473.4	509.2	1.5%
Households	129.9	142.2	1.8%	142.2	152.4	1.4%
Retail Sales	2,042.0	2,749.5	6.1%	2,749.5	3,292.0	3.7%
EBI	4,183.7	4,752.0	2.6%	4,752.0	5,710.3	3.7%

Metro Counties

Kings, CA	116.7
Tulare, CA	356.7

	473.4

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	240.9	55.9	24.4	24.6	39.2	35.8	25.2	35.8
Women (000)	232.5	53.2	22.9	19.5	34.0	33.9	25.3	43.7
Total	473.4	109.1	47.4	44.1	73.2	69.6	50.5	79.5
Percentage	100.0%	23.0%	10.0%	9.3%	15.5%	14.7%	10.7%	16.8%
Per Capita	\$10,038	Median Household		\$25,328	Avg Household		\$33,418	
Ethnic Population:	White 88.7%	Black 4.0%	Asian 5.6%	Hispanic 43.0%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	4	7		2	11	7	18
Tot 12+	4.2	39.6		9.7	43.8	8.8	52.6
Avg 12+	1.1	5.7		4.9	4.0	1.3	2.9
Tot LCS	8.0	75.3		18.4	83.3	16.7	100.0
Avg LCS	2.0	10.8		9.2	7.6	2.4	5.6

MARKET: Visalia-Tulare-Hanford

METRO RANK: 106

Competitive Overview

Some stations also rated in Fresno (64).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales Price	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)														
Calls	License	Class	Freq	(kW)									Std	Acq	(000)	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall			
KFSO	Visalia	B	92.9	18.0	853	b	Americom	51	8504	See (64)		Oldies	n/a		9.4	6.1	5.5	5.7	4.2	5.1	4.9	6.1	0.0								
* KSKS	Fresno	B	93.7	68.0	1910	a	CBS Corporation	46	9709	See (64)		Country	n/a		10.0	4.3	5.3	5.0	5.5	3.0	3.9	4.5	0.0								
KGEN	Hanford	A	94.5	3.3	443	e	Collantes, Rolando	96				Spanish			0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
* KBOS	Tulare	B	94.9	16.5	850		Capstar Bcstg Ptrs	65	9703	See (64)		CHR	n/a		20.6	10.6	13.1	11.0	10.6	10.3	11.5	10.1	0.0								
KSLK	Visalia	A	96.1	4.8	361		New Visalia Bcstg	94				Smooth Jazz	350	4.23	2.3	1.6	2.1	1.4	1.0	1.5	0.0	0.0	0.0								
KSEQ	Visalia	B	97.1	17.0	778	d	Buckley Bcstg Corp	84	8912	1,975		AC	850	4.37	5.4	2.4	2.3	2.9	2.8	3.4	3.1	5.7	0.0								
* KSOF	Dinuba	B	98.9	19.0	820		Capstar Bcstg Ptrs	75	9705	See (64)		Soft AC	n/a		11.0	5.4	4.8	6.0	5.5	7.4	7.1	5.0	0.0								
KIOO	Porterville	B	99.7	24.0	689	d	Buckley Bcstg Corp	72	9404	360		Clsc Rock	550	3.12	4.9	3.5	2.1	2.9	2.2	2.9	4.8	3.9	0.0								
KOJJ	E. Porterville	A	100.5	1.5	466		Azia's Entertainment	89	9310	275		Spanish	200	1.59	3.5	1.6	2.3	1.0	2.6	2.7	3.5	2.0	0.0								
KCRZ	Tipton	A	104.9	2.3	528		Lemoore Wireless Co	79			1	Oldies	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
KJUG	Tulare	B	106.7	1.2	2553	c	Westcoast Bcstg Inc	65	8105		c2 1	Country	1,300	3.03	11.9	7.3	7.6	6.4	6.1	7.1	8.2	9.1	0.0								
# FM Stations - 11		# Combos - 6		FM TOTALS										79.0		43.8		45.1		42.3		40.5		43.4		47.0		46.4		0.0	

AM Stations

City of		FCC	Day Power		Night Power	C	Owner	Year	Date	Sales Price	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)														
Calls	License	Class	Freq	(kW)	(kW)								Std	Acq	(000)	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall			
* KMJ	Fresno	III	580	5.0	5.00	a	CBS Corporation	25	9709	See (64)		Nws/Tk/Spts	n/a		17.2	6.4	9.0	8.1	9.9	8.2	8.1	8.6	0.0								
KIGS	Hanford	III	620	1.0	1.00		P&C Broadcasting	48	8906	300		Portuguese			0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0								
KJOP	Lemoore	IV	1240	0.3	1.00		Goodwill Bcstg Co	63	9012	377		Spanish			0.8	0.0	0.0	0.9	0.0	0.3	0.3	0.8	0.0								
KJUG	Tulare	III	1270	5.0	1.00	c	Westcoast Bcstg Inc	46	8105		c2 1	Country			1.1	1.4	0.7	0.5	0.7	0.2	0.7	0.3	0.0								
KGEN	Tulare	III	1370	1.0	0.14	e	Collantes, Rolando	57	8507			Spanish			0.3	0.0	0.0	0.0	0.3	0.3	0.0	0.3	0.0								
KTHX	Visalia	IV	1400	1.0	1.00	b	Americom	48	8504		c1	Oldies			0.8	0.3	0.5	0.9	0.0	0.0	0.0	0.5	0.0								
KTIP	Porterville	IV	1450	1.0	1.00		Caldwell Bcstg Co	47	9701	300		FullService	350	13.9	0.7	0.7	1.1	0.7	0.0	0.3	0.3	0.0	0.0								
# AM Stations - 7		# Combos - 4		AM TOTALS										20.9		8.8		11.3		11.1		10.9		10.0		9.4		10.5		0.0	
Stations Profiled - 18		# Duopolies - 2		Total Local Commercial Share										52.6		56.4		53.4		51.4		53.4		56.4		56.9		0.0			

Docket 80-90 Allocations: 103.3, A, Lindsay

Other Rulemaking: 102.3, B1, Corcoran NOTE: Market first rated Spring 1994.

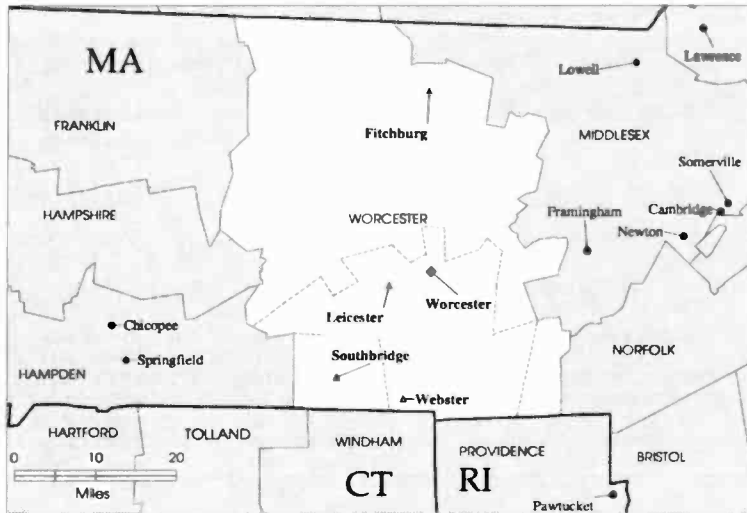
* Indicates a change since last edition.

METRO RANK: 106

Metro Rank: 107

Revenue Rank: 134

Worcester, MA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 8,400	8,400	8,500	9,200	10,000	10,400	4.4%
★ ★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.8%	\$ 11,000	11,600	12,200	12,800	13,600	5.4%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$2.52/1,000	\$2.79/1,000	\$3.40/1,000	Local	85%		
Revenue/Capita	\$19.10	\$23.40	\$29.62	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	439.8	444.5	0.2%	444.5	459.1	0.6%
Households	161.3	163.6	0.3%	163.6	171.5	0.9%
Retail Sales	3,332.4	3,732.4	2.3%	3,732.4	3,997.9	1.4%
EBI	6,740.5	6,713.0	-0.1%	6,713.0	7,467.1	2.2%

Metro Counties

Worcester, MA	444.5

	444.5

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	217.0	39.1	17.4	22.1	35.9	36.3	25.6	40.6
Women (000)	227.5	37.2	16.5	21.2	34.9	35.8	26.0	55.9
Total	444.5	76.3	33.9	43.3	70.8	72.1	51.7	96.5
Percentage	100.0%	17.2%	7.6%	9.7%	15.9%	16.2%	11.6%	21.7%
Per Capita	\$15,101	Median Household		\$35,836	Avg Household		\$41,031	
Ethnic Population:	White 95.1%	Black 2.8%	Asian 2.0%	Hispanic 5.9%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	2	3		3	5	7	12
Tot 12+	4.2	28.0		28.0	32.2	10.6	42.8
Avg 12+	2.1	9.3		9.3	6.4	1.5	3.6
Tot LCS	9.8	65.4		65.4	75.2	24.8	100.0
Avg LCS	4.9	21.8		21.8	15.0	3.5	8.3

MARKET: Worcester, MA

METRO RANK: 107

Competitive Overview

Some stations also rated in Boston (10).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)														
Calls	License	Class	Freq	(kW)						Price	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall							
					(000)			Std	Acq	LMA	Format	(000)	Ratio	Comm	Sh	1997	1996	1996	1995	1995	1994	1994	1993							
WSRS	Worcester	B	96.1	16.5	863	a	Capstar Bcstg Ptrs	40	9704		p g1	4,000	1.19	30.6	11.1	11.0	15.7	11.1	13.1	13.4	11.8	12.2								
WXXW	Webster	A	98.9	1.9	410	b	Bengal Comm Co LLC	94	9707		1,675p c1	200	1.40	1.3	0.8	0.8	0.6	0.5	0.8	0.0	0.0	0.0								
WQVR	Southbridge	A	100.1	2.1	397		Eastern Media Inc	68			Country	500	1.38	3.3	3.4	2.8	1.4	1.5	1.5	1.3	1.9	1.7								
WXLO	Fitchburg	B	104.5	37.0	564		Deer River Group	60			Hot AC	3,600	1.53	21.4	8.0	9.6	8.9	9.7	10.0	9.0	9.9	8.7								
• WAAF	Worcester	B	107.3	18.5	820		CBS Corporation	61	9709		AOR	n/a		16.1	8.9	6.0	5.9	8.0	9.0	9.3	9.7	6.9								
# FM Stations - 5														# Combos - 2		FM TOTALS						72.7	32.2	30.2	32.5	30.8	34.4	33.0	33.3	29.5

AM Stations

City of		FCC	Day		Night	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)														
Calls	License	Class	Freq	(kW)	(kW)					Price	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall							
						(000)	(000)	Ratio	Comm	Sh	1997	1996	1996	1995	1995	1994	1994	1994	1994	1993										
WTAG	Worcester	III	580	5.0	5.00	a	Capstar Bcstg Ptrs	24	9704		p g1	1,900	0.83	20.9	7.9	7.7	9.5	8.7	8.0	8.5	9.6	9.0								
WVNE	Leicester	II	760	25.0	0.00		Blount Comm Group	91			Christian	100	0.38	2.4	0.3	0.8	1.6	0.5	0.0	0.0	0.7	0.0								
WCRN	Worcester	II	830	7.0	5.00		Carter Bcstg Corp	94			Religion	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WGFP	Webster	II	940	1.0	0.00	b	Bengal Comm Co LLC	80	9707		p c1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8									
WNEB	Worcester	IV	1230	1.0	1.00		Heirwaves Inc	46	9707		225p	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WORC	Worcester	III	1310	5.0	1.00		Davis, A. & J.	25	8911		600 e	300	1.52	1.8	1.2	0.9	1.1	0.5	1.0	0.7	1.3	2.7								
• WWTM	Worcester	III	1440	5.0	5.00		CBS Corporation	26	9709		p g	400	1.65	2.2	0.7	0.8	0.9	1.0	0.3	0.5	0.9	0.6								
# AM Stations - 7														# Combos - 2		AM TOTALS						27.3	10.6	10.2	13.1	10.7	9.3	9.7	12.5	13.1
Stations Profiled - 12														Total Local Commercial Share						42.8	40.4	45.6	41.5	43.7	42.7	45.8	42.6			

NOTE: \$3.0M of the revenues listed for WAAF-FM in the Boston market are derived from Worcester.

• Indicates a change since last edition.

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METRO RANK: 107

Metro Rank: 108

Revenue Rank: 122

Gainesville – Ocala, FL Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ N/A	N/A	N/A	9,500	10,900	11,800	
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	4.2%	\$ 12,300	12,900	13,600	14,300	15,200	5.4%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	N/A	\$2.99/1,000	\$3.04/1,000	Local	85%		
Revenue/Capita	N/A	\$27.55	\$32.31	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	384.4	428.3	2.2%	428.3	470.4	1.9%
Households	152.7	170.4	2.2%	170.4	190.0	2.2%
Retail Sales	2,869.6	3,948.1	6.6%	3,948.1	5,004.9	4.9%
EBI	4,488.0	5,560.8	4.4%	5,560.8	7,041.6	4.8%

Metro Counties

Alachua, FL	198.6
Marion, FL	229.7

	428.3

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	208.7	34.1	15.2	27.2	30.4	30.1	22.6	49.2
Women (000)	219.6	32.6	14.8	26.2	30.2	31.7	24.9	59.2
Total	428.3	66.6	30.0	53.4	60.6	61.9	47.5	108.3
Percentage	100.0%	15.6%	7.0%	12.5%	14.1%	14.4%	11.1%	25.3%
Per Capita	\$12,983	Median Household		\$24,493	Avg Household		\$32,634	
Ethnic Population:	White 82.8%	Black 15.3%	Asian 1.7%	Hispanic 3.9%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	8		6	7	14	10	24
Tot 12+	19.1		35.5	45.3	54.6	13.3	67.9
Avg 12+	2.4		5.9	6.5	3.9	1.3	2.8
Tot LCS	28.1		52.3	66.7	80.4	19.6	100.0
Avg LCS	3.5		8.7	9.5	5.7	2.0	4.2

Competitive Overview

FM Stations

														Arbitron 12+ Metro Shares (see rights)											
City of		FCC	Power		Year		Date		Sales		1996		Avg '96												
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price	(000)	LMA	Format	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
• WNDT	Alachua	A	92.5	3.2	443	e	Dix Communications	96	9709	675p		1	AOR			0.0	1.3	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMFQ	Ocala	C2	92.9	50.0	476	a	Asterisk Comm Inc	77	9503	2,100			Soft AC	1,000	0.98	8.3	5.0	4.4	5.1	5.4	4.0	5.6	4.3	5.9	
WOCK	Ocala	c	93.7	100.0	1348	c	Dix Communications	60	8605				Country	1,300	1.16	9.1	10.9	13.4	0.0	12.5	9.4	10.1	8.5	6.3	
WNDD	Silver Springs	A	95.5	6.0	328	e	Dix Communications	91	9709	4,060		1	AOR	600	1.13	4.3	3.1	3.2	3.2	2.2	2.6	2.4	1.7	2.8	
• WRRX	Micanopy	C2	97.3	13.5	cp	948	Gator Bcstg	85	8610				Adult Rock	400	0.81	4.0	2.0	2.3	2.5	2.6	1.1	1.4	1.6	2.2	
WKTK	Crystal River	C1	98.5	100.0	cp	981	Entercom	76	8612	3,600			AC	2,600	1.73	12.2	8.1	9.0	8.4	6.9	10.8	8.7	9.6	7.1	
WNFO	Newberry	C3	100.5	11.0	492		Newberry Bcstg Corp	94					Urban AC			2.4	0.4	0.8	1.9	1.0	0.4	0.4	0.0	0.0	
WYGC	Gainesville	A	100.9	3.0	299	a	Asterisk Comm Inc	82	9310	1,400			Country	600	1.02	4.8	1.9	4.2	3.2	2.9	0.9	2.4	3.7	3.5	
WTMG	Williston	A	101.3	3.5	433		Connecticut Bcst Med	83	9603	870			Urban	650	0.80	6.6	6.7	4.2	4.7	3.6	3.2	3.4	4.5	3.7	
WTRS	Dunnellon	C2	102.3	50.0	489	a	Asterisk Comm Inc	69	8303	385			Country	1,250	1.13	9.0	4.8	5.2	5.1	6.4	6.4	6.0	7.5	13.0	
WRUF	Gainesville	C1	103.7	100.0	768	c	Univ of Florida	48					AOR/ClscRck	1,700	1.23	11.2	6.3	5.9	7.5	6.6	7.2	6.5	9.6	5.4	
WAVQ	Inglis	A	104.3	6.0	328		Gulf Atlantic Media	96	9706	652			Adlt Stndrd			0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	
WYOC	High Springs	A	104.9	3.2	449		Millstone Bcstg LLC	84	9507	750			Oldies	300	2.22	1.1	0.6	0.7	0.9	0.5	0.6	0.8	0.5	0.4	
WYKS	Gainesville	A	105.3	3.0	466	b	Gillen, Albert J	70	8708	1,900	c2		CHR	350	0.62	4.6	3.5	4.2	2.1	3.8	3.6	2.0	3.5	3.3	
														FM TOTALS		77.6	54.6	59.0	44.6	54.4	50.2	49.7	55.0	53.6	

AM Stations

														Arbitron 12+ Metro Shares (see rights)											
City of		FCC	Power		Year		Date		Sales		1996		Avg '96												
Calls	License	Class	Freq	(kW)	Day	Night	C	Owner	Std	Acq	Price	(000)	LMA	Format	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
WRZN	Hernando	11	720	10.0	0.25			Mgmt & Marketing	89					Adlt Stndrd			6.8	3.1	1.7	4.9	3.6	4.7	5.0	3.1	4.1
WRUF	Gainesville	11	850	5.0	5.00		c	Univ of Florida	28					Nws/Tk/Spts	300	0.70	3.5	2.4	2.7	2.5	1.9	0.9	1.6	1.6	1.1
WMOP	Ocala	11	900	3.3	0.02		d	Florida Sportstalk	53	9612	350			Sports	300	1.02	2.4	0.7	1.5	1.4	1.7	1.5	1.6	3.1	1.5
WTRS	Dunnellon	111	920	0.5	0.00		a	Asterisk Comm Inc	69	8303				DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLUS	Gainesville	111	980	5.0	0.17			Pinnacle Bcstg Inc	54	9603	75			Talk/Hostlg	375	1.05	2.9	2.0	1.2	0.9	2.9	2.1	1.4	1.4	1.3
WGGG	Gainesville	1V	1230	1.0	1.00		d	Florida Sportstalk	48	9612	300			DARK			0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.6
WTMC	Ocala	111	1290	5.0	1.00			News & Travel Ntwk	39	9509	125			News/Talk			1.2	0.4	0.5	0.4	1.2	0.6	1.4	0.0	0.4
WQCA	Ocala	111	1370	5.0	0.03			Greater Ocala Bcstg	57	6508	70			News/Talk	425	0.74	4.7	2.8	2.0	2.8	3.1	3.8	2.8	1.9	1.5
WAJD	Gainesville	111	1390	5.0	0.05		b	Gillen, Albert J	61	8708		c2		Alternative			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WWLO	Gainesville	111	1430	2.5	0.00			Connecticut Bcst Med	91	9701	200			Urban AC	100	1.02	0.8	1.5	0.5	0.9	0.0	1.7	1.4	1.4	2.4
														AM TOTALS		22.3	13.3	10.1	13.8	14.4	15.3	15.2	12.5	12.9	
														Total Local Commercial Share		67.9	69.1	58.4	68.8	65.5	64.9	67.5	66.5		

Docket 80-90 Allocations: 92.5, A, Alachua

• Indicates a change since last edition.

Metro Rank: 109
Revenue Rank: 130

Oxnard - Ventura, CA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 9,300	9,800	9,500	9,000	9,700	10,800	3.0%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.6%	\$ 11,400	11,900	12,500	13,000	13,600	4.5%
Revenue/Retail Sales	1990	1995	2000	Est. Breakout			
	\$2.76/1,000	\$2.92/1,000	\$3.34/1,000	Local	85%		
Revenue/Capita	\$21.89	\$24.03	\$28.89	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	Growth			Growth		
	1990	1995	Rate	1995	2000	Rate
MSA Population	424.8	449.5	1.1%	449.5	470.8	0.9%
Households	138.0	142.3	0.6%	142.3	147.3	0.7%
Retail Sales	3,365.3	3,696.0	1.9%	3,696.0	4,073.5	2.0%
EBI	6,960.3	7,105.3	0.4%	7,105.3	7,810.8	1.9%

Metro Counties

Ventura, CA	449.5

	449.5

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	227.0	43.7	20.2	22.8	37.8	39.6	29.4	33.5
Women (000)	222.5	41.9	19.1	18.7	34.4	39.2	28.6	40.7
Total	449.5	85.7	39.2	41.5	72.1	78.8	58.0	74.2
Percentage	100.0%	19.1%	8.7%	9.2%	16.0%	17.5%	12.9%	16.5%
Per Capita	\$15,806	Median Household		\$43,605	Avg Household		\$49,942	
Ethnic Population:	White 90.2%	Black 2.6%	Asian 6.4%	Hispanic 29.9%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	5	5		4	10	5	15
Tot 12+	14.7	20.8		23.3	35.5	11.9	47.4
Avg 12+	2.9	4.2		5.8	3.6	2.4	3.2
Tot LCS	31.0	43.9		49.2	74.9	25.1	100.0
Avg LCS	6.2	8.8		12.3	7.5	5.0	6.7

Competitive Overview

FM Stations

														Arbitron 12+ Metro Shares (see rights)																					
City of		FCC	Power		Year		Date		Sales		1996		Avg '96		1997		1996		1996		1995		1995		1994		1994		1993						
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price	(000)	LMA	Format	Revenue	Power	Local	Comm Sh	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall						
KBBY	Ventura	B	95.1	12.3	876	a	McDonald Media Group	62	9612	6,600p		AC	1,650	1.01	14.3	5.3	4.8	7.2	4.6	6.1	5.8	5.8	2.7												
KOCP	Camarillo	B1	95.9	1.0	1555	b	Gold Coast Bcstg	72	9502	1,200	c3	Adult Rock	325	0.84	3.4	2.6	1.7	1.3	1.5	1.5	1.4	1.7	1.6												
KXBS	Santa Paula	A	96.7	0.3	cp 1499		Daradics, Peter	76	9201	775		Alternative	700	2.36	2.6	2.1	1.2	1.0	1.1	2.5	1.9	3.1	2.2												
KDAR	Oxnard	B1	98.3	1.5	cp 1289		Salem Comm Corp	48				Religion	950	2.87	2.9	1.9	2.2	1.3	1.1	1.5	1.2	1.5	0.4												
KHAY	Ventura	B	100.7	39.0	1211	a	McDonald Media Group	62	9612		na	Country	2,400	1.20	17.6	6.2	7.2	6.1	8.2	7.3	7.0	8.3	9.7												
KXLM	Oxnard	A	102.9	5.5	112		KEXT Bcstrs Inc	91				Spanish	1,000	0.55	16.0	7.0	5.5	6.9	6.2	9.3	7.2	6.8	6.7												
KMLA	El Rio	A	103.7	0.5	807	b	Gold Coast Bcstg	96				Spanish			0.0	2.2	2.4	0.0	0.0	0.0	0.0	0.0	0.0												
• KCAQ	Oxnard	B	104.7	5.1	cp 1476	b	Gold Coast Bcstg	58	9608	3,650	c2	CHR	1,100	0.78	12.4	4.8	5.0	4.0	6.1	6.7	5.7	6.6	7.2												
• KKBE	Ojai	A	105.5	0.3	cp 1460	b	Gold Coast Bcstg	72	9612	2,000p	c1	Country	200	0.73	2.4	0.7	0.5	1.3	0.7	1.2	1.4	2.1	0.9												
KVYY	Ventura	A	107.1	0.8	876		Odyssey Comm Inc	89	9606		g	Modern Rock	200	0.97	1.8	2.7	3.1	1.5	0.0	0.0	0.0	0.0	0.0												
# FM Stations - 10														# Combos - 6		FM TOTALS		73.4		35.5		33.6		30.6		29.5		36.1		31.6		35.9		31.4	

AM Stations

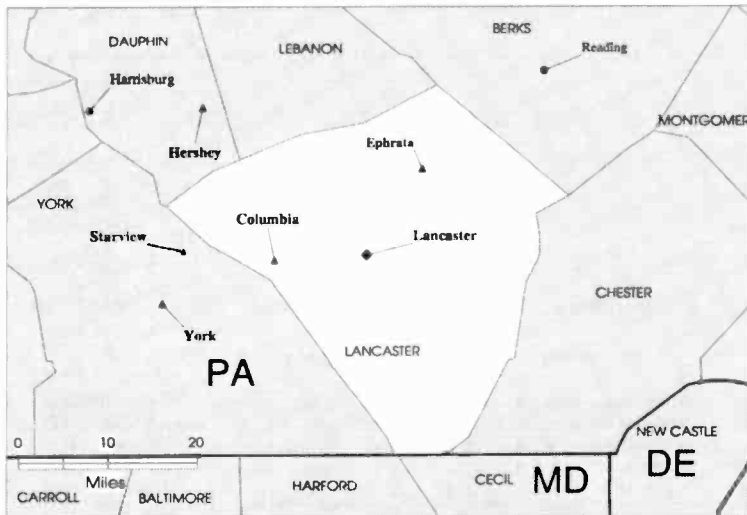
														Arbitron 12+ Metro Shares (see rights)																					
City of		FCC	Power		Day		Night		Year		Date		Sales		1996		Avg '96		1997		1996		1996		1995		1995		1994		1994		1993		
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	Price	(000)	LMA	Format	Revenue	Power	Local	Comm Sh	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall				
KOXR	Oxnard	III	910	5.0	1.00		Vera, Albert	55	9409	350		Spanish	450	1.10	3.6	1.9	2.2	2.0	1.0	1.3	1.7	1.8	1.4												
KKZZ	Santa Paula	IV	1400	1.0	1.00	b	Gold Coast Bcstg	48	9502		c3	Oldies	325	0.25	11.4	4.3	3.2	4.5	4.8	2.9	3.8	3.0	4.5												
KVEN	Ventura	IV	1450	1.0	1.00	a	McDonald Media Group	48	9612		na	Nws/Tk/Spts	1,100	1.36	7.1	3.8	2.6	2.7	3.1	2.9	2.1	2.8	3.4												
KTRO	Port Hueneme	II	1520	10.0	1.00	b	Gold Coast Bcstg	58	9608		c2	Talk	750	2.19	3.0	0.7	0.3	1.8	0.7	1.7	1.4	1.7	2.0												
KXSP	Ventura	III	1590	5.0	5.00	b	Gold Coast Bcstg	47	9612		p c1	Spanish	250	1.37	1.6	1.2	0.9	1.0	0.3	1.0	0.0	0.0	0.0												
# AM Stations - 5														# Combos - 4		AM TOTALS		26.7		11.9		9.2		12.0		9.9		9.8		9.0		9.3		11.3	
Stations Profiled - 15														# Duopolies - 5		Total Local Commercial Share		47.4		42.8		42.6		39.4		45.9		40.6		45.2		42.7			

• Indicates a change since last edition.

Metro Rank: 110

Revenue Rank: 129

Lancaster, PA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 7,400	8,000	8,500	9,000	10,300	11,100	8.4%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	3.6%	\$ 11,500	12,000	12,700	13,300	14,000	5.0%

	1990	1995	2000	Est. Breakout
Revenue/Retail Sales	\$ 2.26/1,000	\$ 2.77/1,000	\$ 2.90/1,000	Local 85%
Revenue/Capita	\$17.23	\$24.78	\$30.08	National 15%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	Growth			Growth		
	1990	1995	Rate	1995	2000	Rate
MSA Population	429.6	447.9	0.8%	447.9	465.4	0.8%
Households	153.5	160.6	0.9%	160.6	169.4	1.1%
Retail Sales	3,276.0	4,001.8	4.1%	4,001.8	4,834.4	3.9%
EBI	5,975.6	6,988.8	3.2%	6,988.8	8,371.2	3.7%

Metro Counties

Lancaster, PA	447.9

	447.9

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	218.3	42.6	18.9	20.2	33.3	35.0	26.5	41.7
Women (000)	229.6	40.3	18.3	20.9	33.0	35.5	27.3	54.3
Total	447.9	82.9	37.2	41.2	66.3	70.5	53.8	96.0
Percentage	100.0%	18.5%	8.3%	9.2%	14.8%	15.7%	12.0%	21.4%
Per Capita	\$15,604	Median Household		\$37,227	Avg Household		\$43,517	
Ethnic Population:	White 95.6%	Black 3.0%	Asian 1.3%	Hispanic 4.4%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1	7		4	8	3	11
Tot 12+	3.9	52.6		33.0	56.5	2.8	59.3
Avg 12+	3.9	7.5		8.3	7.1	0.9	5.4
Tot LCS	6.6	88.7		55.6	95.3	4.7	100.0
Avg LCS	6.6	12.7		13.9	11.9	1.6	9.1

MARKET: Lancaster, PA

METRO RANK: 110

Competitive Overview

Some stations also rated in Harrisburg (73), York (103) & Reading (130)

FM Stations

Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)												
												Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993						
WEGK	Starview	A	92.7 1.4	682		Hall Communications	71	9512	3,200		Clsc Rock	n/a		7.3	3.9	4.7	4.2	4.7	2.9	5.2	4.2							
WDAC	Lancaster	B	94.5 19.0	810		WDAC Radio Co Inc	59	8103	900	e	Religion	2,600	1.70	13.3	7.4	6.6	7.6	8.5	5.2	7.7	6.9	8.9						
WLAN	Lancaster	B	96.9 50.0	499	b	Clear Channel Comm	48	9707	7,000	c1	Hot AC	2,000	1.24	14.0	8.5	10.6	9.4	7.6	6.7	8.5	7.0	5.1						
WROZ	Lancaster	B	101.3 6.9	1289	a	Hall Communications	44				Soft AC	2,200	1.27	15.1	8.5	8.7	8.8	9.5	9.9	10.6	10.4	8.7						
WARM	York	B	103.3 6.4	1306		Susquehanna Radio	62				AC	n/a		13.6	6.5	7.6	9.3	7.2	6.9	6.2	6.9	10.8						
WIOV	Ephrata	B	105.1 25.0	696		Brill Media Co	62	8501	1,750	e	Country	3,800	2.26	14.6	8.6	9.0	8.6	9.1	9.7	13.6	10.4	11.4						
WQXA	York	B	105.7 25.0	705		Citadel Comm Corp	48	9707	See (103)		Alternative	n/a		6.8	7.8	5.4	5.4	2.8	2.1	1.0	0.8	0.0						
WRKZ	Hershey	B	106.7 14.0	929		Citadel Comm Corp	64	9707	See (73)		Country	n/a		9.1	5.3	4.2	3.9	7.2	4.9	5.8	7.0	6.1						
# FM Stations - 8												# Combos - 2		FM TOTALS						93.8	56.5	56.8	57.2	56.6	50.1	56.3	54.6	55.2

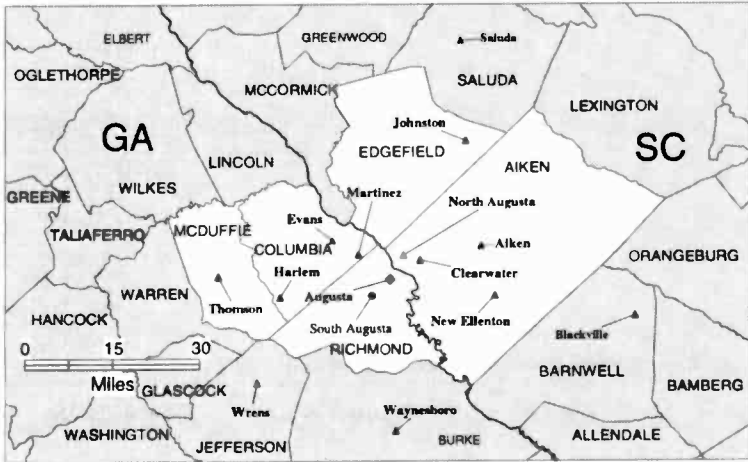
AM Stations

Calls	City of License	FCC Class	Day Power Freq (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)												
												Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993						
WLAN	Lancaster	III	1390 5.0	1.00	b	Clear Channel Comm	46	9707		c1	Adlt Stndrd	400	1.39	2.5	2.1	1.6	1.5	0.9	0.5	0.0	0.4							
WLPA	Lancaster	IV	1490 0.6	0.60	a	Hall Communications	22	7702			Nws/Tk/Spts	150	1.86	0.7	0.7	1.0	0.3	0.6	1.1	1.0	1.8	1.3						
WVZN	Columbia	II	1580 0.5	0.01		Lancaster Cnty Assoc	84	9705	74	a1	News/Info	350	0.98	3.1	0.0	0.0	1.7	2.1	2.1	2.6	0.0	0.9						
# AM Stations - 3												# Combos - 2		AM TOTALS						6.3	2.8	2.6	3.5	4.2	4.1	4.1	1.8	2.6
Stations Profiled - 11												# Duopolies - 2		Total Local Commercial Share						59.3	59.4	60.7	60.8	54.2	60.4	56.4	57.8	

Metro Rank: 111

Revenue Rank: 117

Augusta, GA Market Overview



Metro Counties

Columbia, GA	84.8
McDuffie, GA	21.3
Richmond, GA	193.3
Aiken, SC	133.4
Edgefield, SC	19.5

	452.3

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 9,000	9,500	10,000	10,500	11,900	12,200	6.3%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.6%	\$ 13,000	13,700	14,500	15,400	16,400	6.0%

	1990	1995	2000	Est. Breakout
Revenue/Retail Sales	\$3.06/1,000	\$3.13/1,000	\$3.55/1,000	Local 85%
Revenue/Capita	\$21.50	\$26.97	\$35.26	National 15%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	418.6	452.3	1.6%	452.3	465.1	0.6%
Households	150.3	163.5	1.7%	163.5	170.6	0.9%
Retail Sales	2,945.4	3,902.7	5.8%	3,902.7	4,616.5	3.4%
EBI	4,842.0	5,725.5	3.4%	5,725.5	6,767.4	3.4%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	220.8	44.5	21.2	22.2	34.9	36.8	26.9	34.3
Women (000)	231.5	42.6	20.4	20.4	36.3	38.6	27.8	45.4
Total	452.3	87.1	41.6	42.6	71.2	75.4	54.6	79.8
Percentage	100.0%	19.3%	9.2%	9.4%	15.7%	16.7%	12.1%	17.6%
Per Capita	\$12,659	Median Household		\$28,895	Avg Household		\$35,019	
Ethnic Population:	White 65.9%	Black 32.2%	Asian 1.6%	Hispanic 1.4%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	9		9	11	18	10	28
Tot 12+	25.7		47.0	63.9	72.7	11.9	84.6
Avg 12+	2.9		5.2	5.8	4.0	1.2	3.0
Tot LCS	30.4		55.6	75.5	85.9	14.1	100.0
Avg LCS	3.4		6.2	6.9	4.8	1.4	3.6

Competitive Overview

FM Stations

													Arbitron 12+ Metro Shares (see rights)												
City of		FCC	Power		Year		Date		Sales		1996		Avg '96												
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	(000)	LMA	Format	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
													1997	1996	1996	1995	1995	1994	1994	1993					
WJES	Saluda	A	92.1	3.0	328	f	Edgefield Saluda	87	9606	200		Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WAGG	Evans	A	92.3	3.0	328	c	Davis Bcstg	91	9701		c3	Urban AC	250	0.80	2.4	1.1	1.3	1.8	2.2	1.1	1.0	1.0	0.4	0.0	
WKSX	Johnston	A	92.7	1.8	577	f	Edgefield Saluda	85	9212		st	Oldies			0.0	0.0	0.0	0.0	0.0	0.5	0.3	0.4	0.0	0.0	
WGOR	Martinez	C3	93.9	13.0	456	e	Beasley Bcst Group	84	9211	810		Oldies	800	1.21	5.1	4.4	3.4	3.8	4.7	3.3	1.5	3.0	3.3	3.3	
WCHZ	Harlem	C3	95.1	5.7	538	e	Beasley Bcst Group	92	9701	1,200		70s Hits	250	0.51	3.8	2.4	1.9	2.7	3.6	2.7	2.2	2.0	1.1	1.1	
WRXR	Aiken	C2	96.3	15.0	889	b	Cumulus Media LLC	66	9709	15,500	d2	AOR	700	0.93	5.8	4.6	3.9	4.6	5.0	5.3	5.6	4.6	4.0	4.0	
WAKB	Wrens	C3	96.9	0.8	1365	c	Davis Bcstg	79	9306	1,250		Urban	500	0.67	5.7	6.2	5.9	5.3	4.1	4.4	5.7	2.8	0.0	0.0	
WIIZ	Blackville	C2	97.9	50.0	433	c	Radio WBAW Inc	96	9610	340		Urban			0.2	2.0	1.9	0.4	0.0	0.0	0.0	0.0	0.0	0.0	
WSLT	Clearwater	A	98.3	2.8	486	a	GHB Bcstg	87	9302	750		Soft AC	250	0.48	4.0	3.3	3.1	3.7	2.9	4.4	5.2	3.0	6.0	6.0	
WKXC	Aiken	C2	99.5	22.5	728	a	GHB Bcstg	66	9204	3,800		Country	2,300	1.15	15.4	10.1	10.0	10.8	14.7	12.5	13.1	15.3	14.2	14.2	
WAEJ	Waynesboro	A	100.9	6.0	328	c	Davis Bcstg	75	9701		c3	Urban AC	300	0.70	3.3	1.1	1.0	2.7	2.7	3.8	4.5	3.1	0.0	0.0	
WTHO	Thomson	A	101.7	5.1	354	d	Camellia City Comm	71	9302	110	c1	Country			0.8	1.1	1.0	0.9	0.5	0.4	1.0	0.4	0.9	0.9	
WEKL	Augusta	A	102.3	1.5	666	b	Cumulus Media LLC	67	9709		d2	Clsc Rock	500	1.04	3.7	4.8	4.3	3.3	2.9	6.0	2.4	4.4	3.2	3.2	
WAJY	New Ellenton	A	102.7	3.0	328	e	Beasley Bcst Group	90	9502	700		Adlt Stndrd	250	0.87	2.2	2.2	1.9	2.0	1.6	1.1	1.3	1.1	0.7	0.7	
WFXA	Augusta	A	103.1	3.0	299	c	Davis Bcstg	68	8605		g1	Urban	1,400	0.89	12.1	12.1	11.6	10.8	9.3	9.1	7.7	11.8	17.5	17.5	
• WBBO	Augusta	C	104.3	100.0	1001	b	Cumulus Media LLC	55	9709	10,200p	d4	AC	2,500	1.73	11.1	6.0	6.9	8.4	9.9	8.7	12.0	10.4	14.7	14.7	
• WZNY	Augusta	C	105.7	100.0	1168	b	Cumulus Media LLC	52	9709		p d4	CHR	800	1.21	5.1	7.3	6.9	5.3	3.2	5.8	4.5	5.4	4.6	4.6	
WUUS	Martinez	C2	107.7	24.5	577	b	Cumulus Media LLC	93	9709		d2	Country	300	0.85	2.7	4.0	3.5	1.8	2.7	3.3	3.2	1.5	0.0	0.0	
# FM Stations - 18													# Combos - 17		FM TOTALS		83.4	72.7	68.5	68.3	70.0	72.4	71.2	69.6	70.2

AM Stations

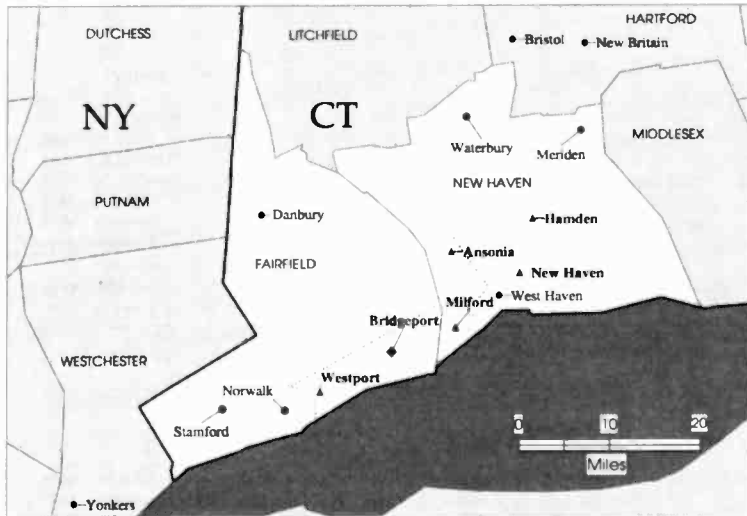
													Arbitron 12+ Metro Shares (see rights)												
City of		FCC	Power		Year		Date		Sales		1996		Avg '96												
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	(000)	LMA	Format	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
													1997	1996	1996	1995	1995	1994	1994	1993					
WGAC	Augusta	III	580	3.9	0.84	e	Beasley Bcst Group	40	9205		na	News/Talk	1,050	1.14	7.1	4.8	5.0	5.5	6.3	4.2	5.9	5.9	6.7	6.7	
WFAM	Augusta	II	1050	5.0	0.03		Wilkins Comm Network	52	9612	330		Gospel			0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.5	
WJES	Johnston	II	1190	1.0	0.00	f	Edgefield Saluda	61				Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WKIM	Augusta	IV	1230	1.0	1.00	e	Kimchris Bcstg	46	9402	200	e	Urban AC	100	0.96	0.8	1.1	1.4	0.9	0.4	1.1	1.2	0.9	0.0	0.0	
WTWA	Thomson	IV	1240	1.0	1.00	d	Camellia City Comm	48	9302		c1	AC			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WBBO	Augusta	IV	1340	1.0	1.00	b	Cumulus Media LLC	47	9709		p d4	AC			0.8	0.2	0.5	1.1	0.2	0.5	0.5	0.7	0.5	0.5	
WGUS	N. Augusta	III	1380	4.0	0.07	b	Cumulus Media LLC	58	9709		d2	Clsc Rock			0.1	0.0	0.0	0.0	0.2	0.0	0.5	0.0	0.5	0.5	
WRDW	Augusta	III	1480	5.0	5.00		Advertising Network	30	9104			Sports			0.5	0.5	1.0	0.9	0.0	0.0	0.0	0.6	0.4	0.4	
WTHB	Augusta	II	1550	5.0	0.00	c	Davis Bcstg	60	8605		g1	Gospel	450	0.99	3.5	3.5	4.0	3.8	2.0	2.7	1.7	4.8	4.4	4.4	
WKZK	N. Augusta	III	1600	0.5	0.00		Gospel Radio Inc	62	8309	190		Gospel	300	0.64	3.6	1.8	2.1	3.5	2.5	3.8	4.5	2.0	2.3	2.3	
# AM Stations - 10													# Combos - 6		AM TOTALS		16.4	11.9	14.5	15.7	11.6	12.3	14.3	14.9	15.3
Stations Profiled - 28													# Duopolies - 8		Total Local Commercial Share		84.6	83.0	84.0	81.6	84.7	85.5	84.5	85.5	

• Indicates a change since last edition.

Metro Rank: 112

Revenue Rank: 92

Bridgeport, CT Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 12,100	11,500	12,000	12,800	14,300	15,900	5.6%
★★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	1.3%	\$ 16,100	16,900	17,800	18,700	19,700	5.2%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.05/1,000	\$3.24/1,000	\$3.43/1,000	Local	90%		
Revenue/Capita	\$28.09	\$36.93	\$45.99	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	430.8	430.6	0.0%	430.6	428.4	-0.1%
Households	159.9	160.1	0.0%	160.1	161.4	0.2%
Retail Sales	3,973.5	4,903.4	4.3%	4,903.4	5,742.3	3.2%
EBI	9,017.9	10,777.6	3.6%	10,777.6	12,683.4	3.3%

Metro Counties

Fairfield, CT	322.0
New Haven, CT	108.6

	430.6

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	207.7	34.4	16.0	18.5	33.0	34.7	28.8	42.2
Women (000)	222.8	32.7	15.3	18.3	33.1	36.8	30.8	55.9
Total	430.6	67.1	31.3	36.8	66.1	71.5	59.7	98.1
Percentage	100.0%	15.6%	7.3%	8.5%	15.4%	16.6%	13.9%	22.8%
Per Capita	\$25,030	Median Household		\$51,100	Avg Household		\$67,305	
Ethnic Population:	White 86.4%	Black 11.1%	Asian 2.3%	Hispanic 9.6%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations		4		2	4	5	9
Tot 12+		31.0		21.3	31.0	13.7	44.7
Avg 12+		7.8		10.7	7.8	2.7	5.0
Tot LCS		69.4		47.7	69.4	30.6	100.0
Avg LCS		17.4		23.8	17.3	6.1	11.1

MARKET: Bridgeport, CT

METRO RANK: 112

Competitive Overview

Some stations also rated in markets New Haven (97) and Stamford (134).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales Price	LMA	Format	Arbitron 12+ Metro Shares (see rights)											
Calls	License	Class	Freq	(kW)									Std	Acq	(000)	Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994
WPLR	New Haven	B	99.1	14.0	951		Capstar Bcstg Ptrs	44	9708	See (97)		AOR	n/a		9.9	4.8	5.9	4.6	4.8	4.3	6.2	6.5	5.9	
WEZN	Bridgeport	B	99.9	27.5	669		Cox Radio Inc	60	9704		g	AC	5,900	1.36	26.9	12.7	10.8	11.6	13.9	12.4	11.5	11.9	13.3	
WKCI	Hamden	B	101.3	10.0	1070		Clear Channel Comm	69	9205	14,000		CHR/AC	n/a		10.1	4.9	4.1	5.1	4.5	5.7	6.4	6.1	7.9	
WEBE	Westport	B	107.9	50.0	384	a	M.L. Media LP	82	8710	12,000		AC	6,900	1.92	22.3	8.6	12.2	11.5	9.7	9.4	8.9	9.9	10.9	
# FM Stations - 4													# Combos - 1		FM TOTALS									
															69.2 31.0 33.0 32.8 32.9 31.8 33.0 34.4 38.0									

AM Stations

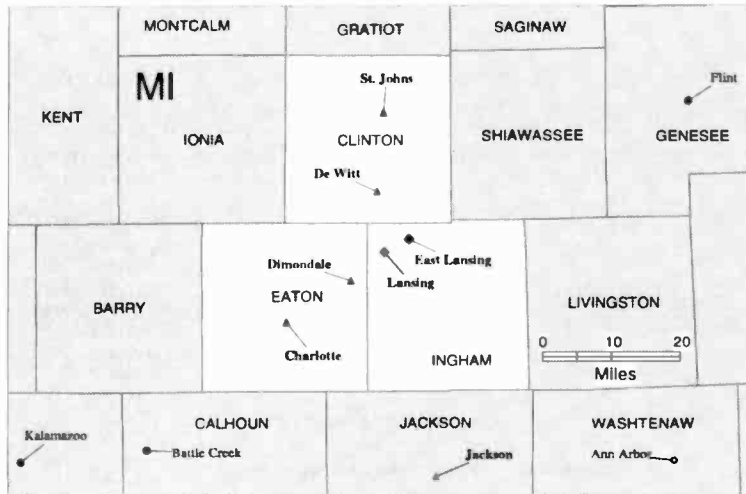
City of		FCC	Day Power		Night Power	C	Owner	Year	Date	Sales Price	LMA	Format	Arbitron 12+ Metro Shares (see rights)											
Calls	License	Class	Freq	(kW)	(kW)								Std	Acq	(000)	Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994
WICC	Bridgeport	III	600	1.0	0.50	a	M.L. Media LP	26	8905	6,250		FullService	2,500	0.58	26.9	12.9	12.5	13.5	12.0	12.6	12.8	13.9	14.4	
WADS	Ansonia	II	690	3.5	cp 0.20		Radio Amor Inc	56	9401	450		Spanish			0.5	0.0	0.3	0.5	0.0	0.0	0.0	0.0	0.0	
WCUM	Bridgeport	IV	1450	1.0	1.00		Radio Cumbre Bcstg	41	9007	550	st	Spanish	600	1.62	2.3	0.5	1.0	1.2	1.0	2.1	1.1	1.6	0.0	
WFIF	Milford	II	1500	5.0	0.00		Blount Comm Group	65	8204	538		Christian	200	1.24	1.0	0.3	1.1	0.0	0.9	0.8	0.0	0.4	1.2	
WDJZ	Bridgeport	II	1530	5.0	0.00		Carrelo, Candido D.	77	9204	200		Span/Portg			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations - 5													# Combos - 1		AM TOTALS									
															30.7 13.7 14.9 15.2 13.9 15.5 13.9 15.9 15.6									
Stations Profiled - 9													Total Local Commercial Share											
													44.7 47.9 48.0 46.8 47.3 46.9 50.3 53.6											



Metro Rank: 113

Revenue Rank: 96

Lansing-East Lansing, MI Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 13,900	12,500	12,700	13,400	14,700	15,100	1.7%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	4.6%	\$ 15,800	16,600	17,500	18,400	19,400	5.3%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.15/1,000	\$3.35/1,000	\$3.62/1,000	Local	80%		
Revenue/Capita	\$31.99	\$34.51	\$43.90	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	434.5	437.5	0.1%	437.5	441.9	0.2%
Households	157.6	159.7	0.3%	159.7	163.7	0.5%
Retail Sales	3,352.8	4,509.4	6.1%	4,509.4	5,357.9	3.5%
EBI	5,928.6	6,500.7	1.9%	6,500.7	7,678.6	3.4%

Metro Counties

Clinton, MI	62.2
Eaton, MI	98.4
Ingham, MI	276.9

	437.5

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	212.5	39.6	18.6	29.7	33.3	35.6	25.6	30.1
Women (000)	225.1	38.5	17.9	30.9	34.5	37.4	26.3	39.5
Total	437.5	78.2	36.5	60.6	67.8	73.0	51.8	69.6
Percentage	100.0%	17.9%	8.3%	13.9%	15.5%	16.7%	11.8%	15.9%
Per Capita	\$14,859	Median Household		\$34,632	Avg Household		\$40,706	
Ethnic Population:	White 88.9%	Black 8.1%	Asian 2.3%	Hispanic 4.4%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	4	6		10	10	8	18
Tot 12+	21.0	45.0		66.0	66.0	11.6	77.6
Avg 12+	5.3	7.5		6.6	6.6	1.5	4.3
Tot LCS	27.1	58.0		85.1	85.1	14.9	100.0
Avg LCS	6.8	9.7		8.5	8.5	1.9	5.6

MARKET: Lansing-East Lansing, MI

METRO RANK: 113

Competitive Overview

Some stations also rated in Battle Creek (230).

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)													
												Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995							
WDX	St. Johns	A	92.1	6.0	400	b	62nd Street Bcstg	72	9703	15,000	d1	Modern Rock	300	0.47	4.0	3.9	2.7	2.5	2.3	2.0	3.0	3.9	3.4						
WMMQ	Charlotte	A	92.7	1.5	456	b	BB Bcstg Inc	65	9603	300		ChrsContemp	400	0.63	4.0	9.3	7.2	2.2	4.3	3.3	2.8	3.0	3.2						
WXIK	Jackson	B	94.1	40.0	551	b	62nd Street Bcstg	55	9703		d1	Country	850	0.98	5.5	3.9	4.6	4.7	3.8	4.2	4.0	4.6	4.0						
WVIC	East Lansing	B	94.9	50.0	492	d	Liggett Bcst Group	63	9609	2,200	c3	Clsc Rock	950	0.69	8.7	1.1	2.9	5.1	5.4	7.1	6.1	5.9	7.4						
WQHH	De Witt	A	96.5	3.0	328	a	Mid-Michigan FM Inc	91				Urban	300	0.37	5.2	3.0	3.6	4.5	4.7	3.7	3.5	5.4	3.2						
WJIM	Lansing	B	97.5	30.8	620	d	Liggett Bcst Group	60	9305	3,500	c2	Oldies	1,500	0.89	10.7	8.1	6.3	7.8	6.1	8.2	9.1	6.8	8.5						
WFMK	East Lansing	B	99.1	28.0	600	d	Liggett Bcst Group	59				AC	3,800	1.60	15.0	9.8	13.6	12.6	11.7	9.9	12.9	11.9	11.0						
WITL	Lansing	B	100.7	26.5	643	d	Liggett Bcst Group	64	9606	16,200		Country	3,800	1.35	17.8	13.1	14.7	15.3	16.6	13.2	13.1	15.0	13.1						
WHZZ	Lansing	A	101.7	3.3	289	c	MacDonald Bcstg Co	67	8903	2,150	c1	CHR	500	0.49	6.5	7.2	7.5	6.3	5.8	5.3	6.1	5.0	3.4						
WJXQ	Jackson	B	106.1	50.0	489	b	62nd Street Bcstg	76	9703		d1	AOR	2,300	2.08	7.0	5.4	2.9	4.3	5.4	5.5	4.7	5.7	5.3						
# FM Stations - 10															# Combos - 9		FM TOTALS				84.4	64.8	66.0	65.3	66.1	62.4	65.3	67.2	62.5

AM Stations

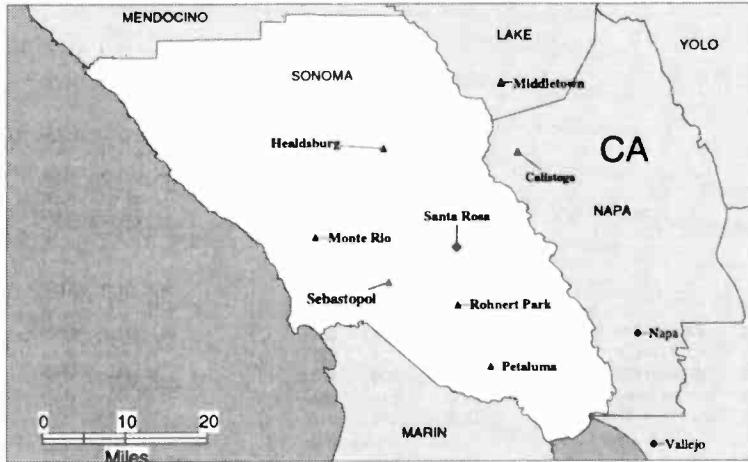
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)													
												Revenue (000)	Power Ratio	Local Comm Sh	Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995							
WVFN	East Lansing	II	730	0.5	0.05	d	Liggett Bcst Group	65	9609		c3	Sports/Talk			0.9	0.5	0.7	0.9	0.7	0.5	0.7	0.6	0.9						
WJR	Detroit	I	760	50.0	50.00		ABC Radio Inc	22	9602	See (6)		FullService	n/a		4.2	2.5	3.1	2.2	2.5	2.6	4.2	2.4	3.6						
WITL	Lansing	II	1010	0.5	0.01		MSP Comm Inc	61	8811			DARK			0.4	0.0	0.0	0.0	0.0	0.0	0.5	0.9	0.0						
WXLA	Dimondale	II	1180	1.0	0.00	a	Mid-Michigan FM Inc	82	9602	225		Urban			0.8	1.1	0.5	0.5	1.1	0.4	0.3	1.8	0.0						
WJIM	Lansing	IV	1240	0.9	0.89	d	Liggett Bcst Group	34	9305		c2	News/Talk	900	1.14	5.0	4.1	3.6	5.1	3.6	3.7	4.4	3.0	4.2						
WILS	Lansing	III	1320	5.0	1.00	c	MacDonald Bcstg Co	47	8903		c1	Nostalgia	200	0.29	4.3	4.1	3.7	4.7	4.0	4.8	3.1	2.6	2.5						
WLCM	Charlotte	III	1390	5.0	0.07		Midwest Bcstg Corp	56	9301	3		Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
WWSJ	St. Johns	II	1580	1.0	0.00		Harp & Hill	59	9611	128p		Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
# AM Stations - 8															# Combos - 4		AM TOTALS				15.6	12.3	11.6	13.4	11.9	12.0	13.2	11.3	11.2
Stations Profiled - 18															# Duopolies - 5		Total Local Commercial Share				77.1	77.6	78.7	78.0	74.4	78.5	78.5	73.7	



Metro Rank: 114

Revenue Rank: 143

Santa Rosa, CA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 8,100	8,100	8,500	8,800	9,600	9,400	3.0%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	9.6%	\$ 10,300	10,900	11,500	12,200	13,000	6.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$2.55/1,000	\$2.33/1,000	\$2.83/1,000	Local	70%		
Revenue/Capita	\$20.37	\$21.70	\$29.04	National	30%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	397.7	433.2	1.7%	433.2	447.6	0.7%
Households	152.7	164.3	1.5%	164.3	169.5	0.6%
Retail Sales	3,177.0	4,025.9	4.9%	4,025.9	4,596.7	2.7%
EBI	6,632.9	7,026.8	1.2%	7,026.8	7,927.4	2.4%

Metro Counties

Sonoma, CA	433.2

	433.2

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	212.9	39.1	16.6	17.4	32.2	41.9	27.2	38.5
Women (000)	220.3	36.9	15.4	15.9	32.2	42.6	27.1	50.3
Total	433.2	76.0	32.0	33.3	64.4	84.5	54.2	88.8
Percentage	100.0%	17.5%	7.4%	7.7%	14.9%	19.5%	12.5%	20.5%
Per Capita	\$16,221	Median Household		\$35,957	Avg Household		\$42,768	
Ethnic Population:	White 93.8%	Black 1.6%	Asian 3.4%	Hispanic 12.7%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	6	3		5	9	4	13
Tot 12+	21.2	11.7		21.4	32.9	5.5	38.4
Avg 12+	3.5	3.9		4.3	3.7	1.4	3.0
Tot LCS	55.2	30.5		55.7	85.7	14.3	100.0
Avg LCS	9.2	10.2		11.1	9.5	3.6	7.7

Competitive Overview

Some stations also rated in San Francisco (4).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales Price	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
Calls	License	Class	Freq	(kW)									Std	Acq	(000)	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall
KFGY	Healdsburg	B	92.9	2.3	1949	a	Amaturo Group Ltd	79	9607	5,700	c1	Country	850	1.31	6.3	3.8	3.3	3.2	2.0	2.6	4.6	2.4	3.1	
KJZY	Sebastopol	A	93.7	0.5	781	b	Redwood Empire	95	9608	725		Smooth Jazz	500	1.24	3.9	3.7	2.9	2.6	0.7	0.0	0.0	0.0	0.0	
KHBG	Healdsburg	A	95.9	0.3	394		Deas Comm Inc	96				Clsc Hits			0.0	1.4	1.0	0.0	0.0	0.0	0.0	0.0	0.0	
KMGG	Monte Rio	B1	97.7	2.1	1122	a	Amaturo Group Ltd	77	9607	3,100		Oldies	850	0.89	9.3	3.7	4.8	3.3	4.2	6.5	3.1	2.8	4.3	
KRRSH	Middletown	A	98.7	0.3	1378		Independent Bcstg	93	9505	345		AAA	600	0.75	7.8	2.3	2.1	3.2	3.1	3.1	2.1	2.6	0.0	
KZST	Santa Rosa	A	100.1	6.0 cp	243	b	Redwood Empire	71				AC	2,800	1.21	22.4	6.8	7.2	7.9	10.1	7.9	6.3	7.7	9.0	
KGRP	Calistoga	A	100.9	0.1	2946		Moonbeam Inc	96				Clsc Hits			0.6	2.6	0.9	0.5	0.0	0.0	0.0	0.0	0.0	
KKFX	Santa Rosa	B1	101.7	2.2	1089	a	Amaturo Group Ltd	74	9607		c1	AOR	1,600	1.09	14.3	4.2	7.9	6.3	5.3	4.4	5.8	4.9	8.1	
* KRPO	Rohnert Park	A	104.9	0.7 cp	715		Results Radio Sonoma	86	9409	2,080		Country	2,000	1.00	19.4	4.4	5.0	9.5	6.4	6.6	8.3	10.8	4.9	
													84.0	32.9	35.1	36.5	31.8	31.1	30.2	31.2	29.4			

FM Stations - 9

Combos - 5

FM TOTALS

AM Stations

City of		FCC	Day Power		Night Power	C	Owner	Year	Date	Sales Price	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
Calls	License	Class	Freq	(kW)	(kW)								Std	Acq	(000)	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall
KMXN	Santa Rosa	III	1150	5.0 cp	5.00		Jacor Comm Inc	58	9709	90		Spanish	100	0.29	3.3	1.2	0.7	1.4	1.3	0.7	1.3	0.6	0.4	
KSRO	Santa Rosa	III	1350	5.0	5.00	a	Amaturo Group Ltd	37	9607		c1	Nws/Tk/Spts	650	0.76	8.3	2.4	3.6	3.0	3.7	3.5	2.5	4.1	4.0	
KRRS	Santa Rosa	III	1460	1.0	0.03		Moon Bcstg Corp	62	9308	400		Spanish	350	0.79	4.3	1.6	1.4	1.9	1.6	1.4	1.7	1.5	0.7	
KTOB	Petaluma	IV	1490	1.0	1.00		Kim Bcstg Corp	50	9703	450		Clsc Rock			0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.7	0.0	
													15.9	5.5	5.7	6.3	6.6	5.6	5.5	6.9	5.1			

AM Stations - 4

Combos - 1

AM TOTALS

Stations Profiled - 13

Duopolies - 3

Total Local Commercial Share

38.4 40.8 42.8 38.4 36.7 35.7 38.1 34.5

* Indicates a change since last edition.



Metro Rank: 115

Revenue Rank: 100

Huntsville, AL Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 10,500	11,000	11,300	11,800	13,700	14,400	6.5%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	8.3%	\$ 15,600	16,500	17,400	18,500	19,700	6.0%

	1990	1995	2000	Est. Breakout
Revenue/Retail Sales	\$3.55/1,000	\$3.64/1,000	\$3.91/1,000	Local 83%
Revenue/Capita	\$26.34	\$33.67	\$44.19	National 17%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	398.7	427.7	1.4%	427.7	445.8	0.8%
Households	150.9	163.7	1.6%	163.7	174.8	1.3%
Retail Sales	2,956.7	3,959.7	6.0%	3,959.7	5,041.4	4.9%
EBI	5,504.8	6,845.1	4.5%	6,845.1	8,613.3	4.7%

Metro Counties

Limestone, AL	58.7
Madison, AL	261.5
Morgan, AL	107.5

	427.7

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	211.0	37.5	18.2	20.5	37.0	34.1	28.6	35.1
Women (000)	216.7	35.6	17.4	20.2	34.9	34.4	29.9	44.3
Total	427.7	73.1	35.5	40.7	71.9	68.5	58.5	79.4
Percentage	100.0%	17.1%	8.3%	9.5%	16.8%	16.0%	13.7%	18.6%
Per Capita	\$16,005	Median Household		\$35,356	Avg Household		\$41,815	
Ethnic Population:	White 80.7%	Black 17.2%	Asian 1.5%	Hispanic 1.1%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	5		8	5	13	15	28
Tot 12+	7.6		59.1	56.0	66.7	10.9	77.6
Avg 12+	1.5		7.4	11.2	5.1	0.7	2.8
Tot LCS	9.8		76.2	72.2	86.0	14.0	100.0
Avg LCS	2.0		9.5	14.4	6.6	0.9	3.6

Competitive Overview

FM Stations

										Arbitron 12+ Metro Shares (see rights)														
City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales Price	1996		Avg '96											
Calls	License	Class	Freq	(kW)				Std	Acq	(000)	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall			
											(000)	Ratio	Comm Sh	1997	1997	1996	1996	1996	1996	1996	1995	1995		
WEUP	Minor Hill	A	92.1	2.6	cp	479	d	Batts, H & Caples, V	83	9402	310			2.5	2.8	3.1	3.6	3.8	2.6	1.8	1.8	1.7		
• WWXQ	Trinity	A	92.5	3.1		423	c	Southern Star	92	9710	4,633	0.67	2.4	1.5	0.9	1.5	0.8	2.1	2.1	1.3	1.3	2.2		
WPZM	Tullahoma	C1	93.3	100.0		981	a	Athens Bcstg Co	62	9311	2,500	0.67	2.4	1.7	1.3	1.5	2.3	1.5	1.6	1.8	2.6			
• WXQW	Meridianville	A	94.1	3.0		328	c	Southern Star	95	9710		0.85	1.5	1.5	1.6	1.1	0.8	1.1	0.7	1.6	1.5			
WNDA	Huntsville	C2	95.1	50.0		112		Wells Bcstg Co Inc	60	7105		1.18	1.9	1.3	0.9	1.3	1.3	1.7	1.3	1.6	1.5			
WXFL	Florence	A	96.1	2.5		518	b	Big River Bcstg Corp	92		566		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WRSA	Decatur	C	96.9	100.0		1012		NCA Inc	65		650	0.39	10.6	8.3	6.3	7.5	6.2	10.3	7.3	6.7	9.2			
WAHR	Huntsville	C	99.1	100.0	cp	984		WAHR Inc	59	6208		0.83	12.4	8.1	8.3	8.2	12.7	8.3	9.6	10.5	10.9			
WRJL	Eva	A	99.9	6.0		328		French, Jo & Rolland	96				0.0	1.1	2.0	0.5	0.6	0.0	0.0	0.0	0.0	0.0		
WDRM	Decatur	C1	102.1	100.0		981	c	Southern Star	51	9705	23,000	1.24	28.4	19.8	21.6	19.3	15.8	19.7	24.6	24.5	21.1			
WZYP	Athens	C	104.3	100.0		1116	a	Athens Bcstg Co	58		2,000	0.94	13.6	12.5	11.7	14.2	13.5	11.6	12.1	10.0	9.4			
WTAK	Hartselle	C3	106.1	5.4		725	c	Southern Star	92	9710		0.93	9.0	6.6	8.1	5.5	7.3	7.9	7.9	7.4	5.2			
WQLT	Florence	C1	107.3	93.0	cp	1017	b	Big River Bcstg Corp	67	7302		5.28	1.7	1.9	0.9	1.3	1.9	1.3	1.1	1.8	1.3			
# FM Stations - 13													# Combos - 9		FM TOTALS									
															86.4 67.1 66.7 65.5 67.0 68.1 70.1 69.0 66.6									

AM Stations

										Arbitron 12+ Metro Shares (see rights)														
City of		FCC	Day Power	Night Power	HAAT	C	Owner	Year	Date	Sales Price	1996		Avg '96											
Calls	License	Class	Freq	(kW)	(kW)			Std	Acq	(000)	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall			
											(000)	Ratio	Comm Sh	1997	1997	1996	1996	1996	1996	1996	1995	1995		
WUMP	Madison	II	730	1.0	0.13		a	Athens Bcstg Co	83	9508	215		0.2	0.8	0.4	0.7	0.6	0.0	0.0	0.0	0.0	0.6		
WVNN	Athens	II	770	10.0	0.25		a	Athens Bcstg Co	48	7505		0.84	4.2	4.3	3.2	3.8	3.7	3.4	1.8	4.2	3.9			
WHOS	Decatur	II	800	1.0	0.22		c	Southern Star	48	9703			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WYAM	Hartselle	II	890	2.5	cp 0.00		e	Newman, Dorsey	56				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WDJL	Huntsville	II	1000	5.0	cp 0.00			Sharp, James K	68	9701	110	0.80	1.2	1.3	1.8	1.3	0.4	1.7	1.1	0.4	0.7			
WKAC	Athens	II	1080	5.0	0.00			Limestone Bcstg Co	64				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WBXR	Hazel Green	II	1140	15.6	0.00			Wilkins Comm Network	70	9707	150p		0.5	0.0	0.5	0.0	0.8	0.6	0.0	0.5	0.6			
WBHP	Huntsville	IV	1230	1.0	1.00		c	Southern Star	37	9703		0.92	0.7	0.0	0.2	0.2	0.4	0.6	1.1	0.4	0.0			
WJRA	Priceville	III	1310	1.0	0.00			Abercrombia Bcstg	86				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WSBM	Florence	IV	1340	1.0	1.00		b	Big River Bcstg Corp	46	7302			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WAVD	Decatur	IV	1400	1.0	0.00			WAVD Radio Inc	35	8609			0.0	0.4	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0		
WTKI	Huntsville	IV	1450	1.0	1.00			McDaniel Media Inc	46	9503	250	1.28	1.0	0.4	0.4	0.5	0.8	0.9	0.7	0.5	1.1			
WAJF	Decatur	IV	1490	1.0	1.00		e	Newman, Dorsey	53	9412	5		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WLOR	Huntsville	II	1550	50.0	0.50			M.B. Associates	48	9304	13		2.6	2.5	2.2	2.7	1.7	2.4	2.1	2.5	1.3			
WEUP	Huntsville	III	1600	5.0	0.50		d	Batts, H & Caples, V	58	8709	855	0.64	3.0	2.5	2.2	2.2	3.5	2.4	2.1	2.5	2.6			
# AM Stations - 15													# Combos - 8		AM TOTALS									
															13.4 12.2 10.9 11.4 12.5 12.0 8.9 11.0 10.8									
Stations Profiled - 28													# Duopolies - 7		Total Local Commercial Share									
															79.3 77.6 76.9 79.5 80.1 79.0 80.0 77.4									

• Indicates a change since last edition.



Metro Rank: 116

Revenue Rank: 120

Flint, MI Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 10,000	9,500	10,000	10,500	11,300	12,300	4.2%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	1.6%	\$ 12,500	13,000	13,700	14,400	15,200	5.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$2.88/1,000	\$2.64/1,000	\$2.79/1,000	Local	80%		
Revenue/Capita	\$23.30	\$28.28	\$34.47	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	429.1	434.9	0.3%	434.9	440.9	0.3%
Households	160.8	164.4	0.4%	164.4	170.2	0.7%
Retail Sales	3,478.1	4,663.1	6.0%	4,663.1	5,442.2	3.1%
EBI	5,171.5	6,066.5	3.2%	6,066.5	6,995.7	2.9%

Metro Counties

Genesee, MI	434.9

	434.9

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	209.0	41.5	20.9	18.9	31.4	33.4	27.7	35.1
Women (000)	225.9	40.7	20.1	19.5	34.1	36.5	29.2	45.8
Total	434.9	82.2	41.0	38.4	65.4	69.9	56.9	80.9
Percentage	100.0%	18.9%	9.4%	8.8%	15.0%	16.1%	13.1%	18.6%
Per Capita	\$13,949	Median Household		\$32,206	Avg Household		\$36,901	
Ethnic Population:	White 77.3%	Black 21.1%	Asian 0.8%	Hispanic 2.3%				

Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations	5	2		4	7	7	14
Tot 12+	19.5	21.8		37.0	41.3	7.8	49.1
Avg 12+	3.9	10.9		9.3	5.9	1.1	3.5
Tot LCS	39.7	44.4		75.4	84.1	15.9	100.0
Avg LCS	7.9	22.2		18.8	12.0	2.3	7.1

MARKET: Flint, MI

METRO RANK: 116

Competitive Overview

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)													
Calls	License	Class	Freq	(kW)				Std	Acq	Price	LMA	Format	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall						
										(000)			(000)	Ratio	Comm Sh	1997	1996	1996	1995	1995	1994	1994	1993						
WDZZ	Flint	A	92.7	3.0	256	c	Connoisseur Comm	79	9312	5,500	al	Urban	2,350	0.93	20.2	11.5	11.6	10.2	10.7	12.1	11.0	11.4	12.1						
WOWE	Vassar	A	98.9	3.0	328		Shumpert, Michael	90				Urban	500	0.53	7.5	2.5	4.3	4.0	3.8	2.1	3.7	4.8	3.0						
• WMBN	Tuscola	A	101.5	6.0	cp 328	a	Regent Comm	87	9710		p g2	Clsc Rock	850	0.69	9.8	3.7	3.5	5.3	4.8	4.4	4.8	2.5	3.2						
WVGZ	Lapeer	A	103.1	3.0	299		Covenant Comm Corp	68				Rock	375	3.00	1.0	0.4	0.5	0.4	0.6	0.0	0.6	0.9	1.2						
WAHV	Owosso	A	103.9	2.9	cp 482	b	Connoisseur Comm	65	9709		g1	AC	225	0.69	2.6	1.4	2.1	2.7	0.0	0.0	0.0	0.0	0.0						
• WCK	Flint	B1	105.5	25.0	cp 328	b	Connoisseur Comm	64	9709		g1	Top 40	2,800	1.29	17.4	9.5	8.0	8.1	9.9	9.3	8.8	10.0	8.1						
• WCRZ	Flint	B	107.9	50.0	331	a	Regent Comm	61	9710		p g2	AC	4,300	1.52	22.7	12.3	11.1	12.8	10.7	12.3	13.6	15.1	13.6						
# FM Stations - 7															# Combos - 5														
															FM TOTALS														
															81.2 41.3 41.1 43.5 40.5 40.2 42.5 44.7 41.2														

AM Stations

City of		FCC	Day Power		Night Power	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)													
Calls	License	Class	Freq	(kW)	(kW)			Std	Acq	Price	LMA	Format	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall						
										(000)			(000)	Ratio	Comm Sh	1997	1996	1996	1995	1995	1994	1994	1993						
WSNL	Flint	III	600	1.0	0.50		Midwest Bcstg Corp	46	9301	400		ChrsContemp			0.7	0.4	0.7	0.7	0.0	0.5	0.0	0.5	0.0						
WFDF	Flint	III	910	5.0	1.00	c	Connoisseur Comm	22	9312		al	News/Talk	500	0.49	8.1	2.1	3.3	1.8	6.5	6.3	6.6	6.2	9.4						
WMDN	Fenton	II	1160	1.0	1.00		GWC Inc	85	9304	220		Gospel			0.5	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0						
WTRX	Flint	III	1330	5.0	1.00		Schuehrer, David	47	8903	225	1	Sports/Talk			1.5	0.9	0.7	0.7	0.8	0.7	0.0	0.4	0.0						
WFLT	Flint	III	1420	0.5	0.14		Christian Evangelicl	55	9107	225		Gospel	300	0.55	4.4	2.6	2.1	2.7	1.9	3.5	0.4	2.1	2.2						
• WFNT	Flint	III	1470	5.0	1.00	a	Regent Comm	53	9710		p g2	Nws/Tk/Spts	250	0.56	3.6	1.8	1.9	2.4	1.3	1.8	1.8	0.4	1.0						
WCK	Flint	II	1570	1.0	cp 0.00	b	Connoisseur Comm	46	9709		g1	Top 40			0.0	0.0	0.2	0.0	0.0	0.2	0.0	0.0	0.2						
# AM Stations - 7															# Combos - 3														
															AM TOTALS														
															18.8 7.8 8.9 8.8 10.5 13.0 8.8 9.6 12.8														
Stations Profiled - 14															# Duopolies - 4														
															Total Local Commercial Share 49.1 50.0 52.3 51.0 53.2 51.3 54.3 54.0														

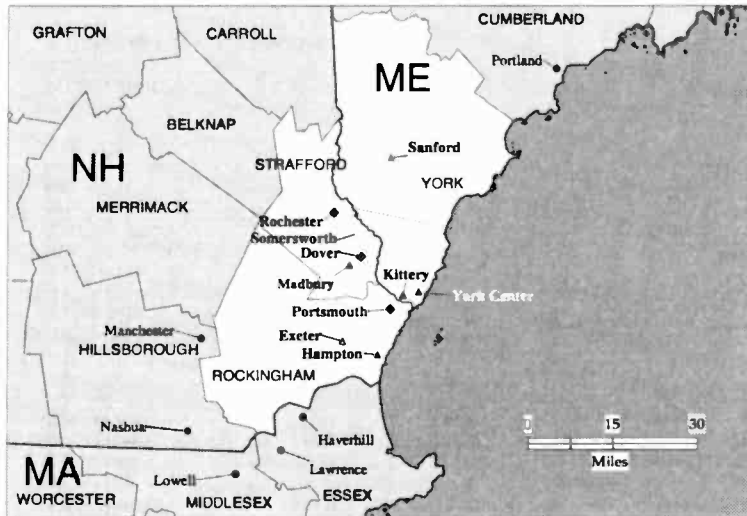
• Indicates a change since last edition.



Metro Rank: 117

Revenue Rank: 127

Portsmouth-Dover-Rochester, NH Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 8,500	8,000	8,500	9,100	10,500	11,300	5.9%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.3%	\$ 11,900	12,400	13,000	13,700	14,500	5.1%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$2.07/1,000	\$2.43/1,000	\$2.66/1,000	Local	80%		
Revenue/Capita	\$20.85	\$26.89	\$32.27	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	407.7	420.3	0.6%	420.3	449.4	1.3%
Households	148.5	153.3	0.6%	153.3	166.0	1.6%
Retail Sales	4,114.2	4,643.6	2.5%	4,643.6	5,442.7	3.2%
EBI	6,485.7	7,200.9	2.1%	7,200.9	8,718.8	3.9%

Metro Counties

Rockingham, NH	260.0
Strafford, NH	108.1
York, ME	52.2

	420.3

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	207.3	38.7	16.5	19.4	36.2	37.9	26.3	32.3
Women (000)	213.0	37.4	15.7	20.3	36.1	37.8	25.5	40.4
Total	420.3	76.0	32.2	39.7	72.2	75.7	51.8	72.7
Percentage	100.0%	18.1%	7.7%	9.4%	17.2%	18.0%	12.3%	17.3%
Per Capita	\$17,133	Median Household		\$41,305	Avg Household		\$46,959	
Ethnic Population:	White 97.9%	Black 0.9%	Asian 1.1%	Hispanic 1.0%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	7	2		5	9	6	15
Tot 12+	13.8	21.8		31.0	35.6	7.4	43.0
Avg 12+	2.0	10.9		6.2	4.0	1.2	2.9
Tot LCS	32.1	50.7		72.1	82.8	17.2	100.0
Avg LCS	4.6	25.4		14.4	9.2	2.9	6.7

MARKET: Portsmouth-Dover-Rochester, NH

METRO RANK: 117

Competitive Overview

FM Stations

												Arbitron 12+ Metro Shares (see rights)													
City of		FCC	Power			Year Date		Sales Price		1996		Avg '96		Spring		Fall		Spring		Fall					
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	(000)	LMA	Format	(000)	Power	Local	Comm	Sh	1997	1996	1996	1995	1995	1994	1994	1993
WCDO	Sanford	A	92.1	1.2	cp	525	a	Crown, Donald	75	8903		st	Clsc Rock			2.0		0.0	0.7	0.9	0.8	0.4	0.4	1.0	0.9
WXHT	York Center	A	95.3	1.4		682	d	Capstar Bcstg Ptrs	87	9704		p g1	Clsc Hits	800	1.29	5.2		1.3	1.6	2.2	2.2	2.9	2.0	3.1	3.3
• WSRJ	Rochester	A	96.7	5.8	cp	98	b	CBS Corporation	79	9709		p g2	Alternative	350	1.09	2.7		1.4	1.6	1.0	1.3	0.9	0.5	1.6	1.1
WOKQ	Dover	B	97.5	50.0		492	c	Fuller-Jeffrey Bcstg	70	7706		1	Country	3,700	1.09	28.6		11.8	10.9	11.9	12.4	14.1	12.4	12.4	14.3
WBYY	Somersworth	A	98.7	6.0		328	e	Garrison City Bcstg	95				Soft AC			1.2		2.5	1.3	1.0	0.0	0.7	0.0	0.0	0.0
WHEB	Portsmouth	B	100.3	50.0		459	d	Capstar Bcstg Ptrs	64	9704		p g1	AOR	3,600	1.37	22.1		10.0	8.4	8.1	10.7	10.6	10.4	13.1	7.7
• WXBP	Hampton	A	102.1	3.0		328	c	Fuller-Jeffrey Bcstg	92	9708	1,000	1	Clsc Rock	100	2.10	0.4		0.7	1.1	0.3	0.0	0.0	0.4	0.9	0.9
WXBB	Kittery	A	105.3	2.2		371	c	Fuller-Jeffrey Bcstg	92	9512	1,000	1	Clsc Rock	400	0.63	5.3		3.6	3.1	2.8	1.7	3.2	1.6	0.7	0.4
• WERZ	Exeter	A	107.1	5.2		351	b	CBS Corporation	72	9709		p g2	CHR	1,400	1.06	11.1		4.3	3.6	4.7	4.7	4.8	3.6	6.6	6.0
												FM TOTALS		78.6	35.6	32.3	32.9	33.8	37.6	31.3	39.4	34.6			
# FM Stations - 9												# Combos - 9													

AM Stations

												Arbitron 12+ Metro Shares (see rights)													
City of		FCC	Day Power		Night Power		Year Date		Sales Price		1996		Avg '96		Spring		Fall		Spring		Fall				
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	(000)	LMA	Format	(000)	Power	Local	Comm	Sh	1997	1996	1996	1995	1995	1994	1994	1993
• WZNN	Rochester	111	930	5.0	5.00	b	CBS Corporation	47	9709		p g2	Nostalgia	350	0.82	3.6		2.0	0.9	1.4	1.7	0.9	1.3	0.5	0.0	0.0
WSME	Sanford	11	1220	1.0	0.23	a	Crown, Donald	57	8903		st	Talk			0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTSN	Dover	111	1270	5.0	5.00	e	Garrison City Bcstg	56	8303	1,100		Talk/Sports	900	0.78	9.7		4.1	4.0	5.0	3.2	3.4	4.9	2.6	3.9	
WVNH	Madbury	1V	1340	0.3	0.25		Harvest Bcstg Svcs	89				Clsc Rock			0.8		0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0
• WTMF	Portsmouth	111	1380	1.0	1.00	d	Capstar Bcstg Ptrs	60	9704		p g1	Sports/Talk			0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WMYF	Exeter	11	1540	5.0	0.00	b	CBS Corporation	66	9709		p g2	Big Band	250	0.28	7.4		1.3	2.2	2.4	3.9	3.4	3.6	3.0	3.0	
# AM Stations - 6												# Combos - 5													
Stations Profiled - 15												# Duopolies - 5													
												AM TOTALS		21.5	7.4	7.1	9.5	8.8	7.7	9.8	6.1	6.9			
												Total Local Commercial Share		43.0	39.4	42.4	42.6	45.3	41.1	45.5	41.5				

Docket 80-90 Allocations: 106.5, A, Farmington, NH

• Indicates a change since last edition.

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METRO RANK: 117

Metro Rank: 118

Revenue Rank: 86

Jackson, MS Market Overview



Metro Counties

Hinds, MS	250.5
Madison, MS	67.8
Rankin, MS	99.9

	418.2

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 11,500	12,500	12,600	13,000	13,900	15,800	6.6%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.7%	\$ 16,700	17,500	18,400	19,400	20,600	5.4%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.97/1,000	\$3.88/1,000	\$3.89/1,000	Local	85%		
Revenue/Capita	\$28.94	\$37.78	\$47.38	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	397.4	418.2	1.0%	418.2	434.8	0.8%
Households	140.9	148.6	1.1%	148.6	157.4	1.2%
Retail Sales	2,898.6	4,069.0	7.0%	4,069.0	5,296.2	5.4%
EBI	4,824.4	5,918.8	4.2%	5,918.8	7,681.5	5.4%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	198.6	40.6	20.0	19.6	31.6	32.6	22.7	31.5
Women (000)	219.6	39.5	19.1	21.9	34.3	35.3	25.5	43.9
Total	418.2	80.2	39.1	41.6	65.9	67.9	48.2	75.3
Percentage	100.0%	19.2%	9.4%	9.9%	15.8%	16.2%	11.5%	18.0%
Per Capita	\$14,153	Median Household		\$31,060	Avg Household		\$39,830	
Ethnic Population:	White 56.1%	Black 43.3%	Asian 0.5%	Hispanic 0.4%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	3		13	8	16	13	29
Tot 12+	3.1		66.0	58.5	69.1	15.7	84.8
Avg 12+	1.0		5.1	7.3	4.3	1.2	2.9
Tot LCS	3.7		77.8	69.0	81.5	18.5	100.0
Avg LCS	1.2		6.0	8.6	5.1	1.4	3.4

MARKET: Jackson, MS

METRO RANK: 118

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96 Local Comm Sh	Arbitron 12+ Metro Shares (see rights)													
													Revenue (000)	Power Ratio		Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995						
WJNS	Yazoo City	C3	92.1	20.0	358	b	Willis Bcstg Corp	68	9309		g2	Religion			0.3	0.0	0.5	0.4	0.7	0.8	0.0	0.0	0.2						
WJXN	Utica	A	92.9	2.0	574	a	Flinn Bcstg Corp	90	9709	800p		Religion			1.1	0.6	1.1	0.9	1.4	1.1	0.7	1.0	0.9						
WHJT	Clinton	A	93.5	6.0	328		Miss College	74			1	ChrsContemp	200	0.70	1.7	0.6	0.7	1.4	1.2	1.5	1.3	1.4	1.3						
WVIV	Pearl	C3	93.9	25.0	cp 328		Rainey Day Bcstg	94				Nostalgia	100	0.19	3.2	3.4	3.8	4.3	3.8	1.9	2.6	3.7	2.0						
WYXJ	Jackson	C	94.7	97.0	1116		Proteus Investments	71	9507	1,900		Rock	1,000	1.09	5.5	3.2	3.6	4.0	4.6	5.9	3.3	4.1	4.4						
WKTF	Jackson	C	95.5	100.0	1060	d	Capstar Bcstg Ptrs	73	9704		p g3	Country	700	1.16	3.6	2.3	2.5	2.0	2.7	2.7	2.6	3.5	2.8						
WJDX	Jackson	C	96.3	96.0	1411	d	Capstar Bcstg Ptrs	66	9704		p g3	Hot AC	2,000	1.56	7.7	4.3	4.9	5.6	6.9	5.7	7.8	6.0	5.4						
WRJH	Brandon	A	97.7	3.4	289	c	Harris, June	74	9104		st	Gospel			0.6	0.8	1.3	0.9	0.9	1.0	0.4	0.6	0.0						
WJKK	Vicksburg	C1	98.7	100.0	945	a	New South Comm Inc	66	9512	1,620		Soft Hits	450	0.82	3.3	3.2	2.1	2.3	3.4	3.2	2.6	2.1	2.8						
WJOY	Jackson	C	99.7	98.0	1060	d	Capstar Bcstg Ptrs	67	9708		g1	Urban	2,500	0.80	18.6	14.9	16.6	16.4	13.9	13.9	15.7	14.5	15.7						
WYOI	Gluckstadt	C2	101.7	50.0	cp 456	a	New South Comm Inc	76	9411	750	c2	CHR	350	0.54	3.9	7.2	4.4	5.8	3.3	3.1	3.3	3.3	2.8						
WMSI	Jackson	C	102.9	100.0	1801	d	Capstar Bcstg Ptrs	48	9704		p g3	Country	4,400	1.82	14.5	10.5	14.0	9.7	10.8	12.6	11.1	11.2	12.0						
WBKJ	Kosciusko	C1	105.1	100.0	981		Boswell Bcstg Co	65				Country			1.1	0.4	0.3	0.5	0.7	1.1	0.7	0.8	0.9						
WYJS	Pickens	C2	105.9	22.0	cp 745		Adonai LP	80	9707	1,550p		ChrsContemp			0.0	0.8	0.8	1.3	0.3	0.0	0.0	0.0	0.0						
WSTZ	Vicksburg	C	106.7	100.0	1060	d	Capstar Bcstg Ptrs	68	9704		p g3	AOR	1,900	1.54	7.4	5.8	5.6	4.9	4.3	5.5	8.4	5.2	4.8						
WXXI	Megee	C1	107.5	98.0	951	d	Capstar Bcstg Ptrs	70	9708		g1	Urban	1,000	0.59	10.1	6.4	6.9	9.7	7.2	8.2	8.0	7.6	8.7						
# FM Stations - 16													# Combos - 10				FM TOTALS				82.6	64.4	69.1	70.1	66.1	68.2	68.5	65.0	64.7

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96 Local Comm Sh	Arbitron 12+ Metro Shares (see rights)													
													Revenue (000)	Power Ratio		Summer 1997	Spring 1997	Winter 1996	Fall 1996	Summer 1996	Spring 1996	Winter 1995	Fall 1995						
WJDS	Jackson	III	620	5.0	1.00	d	Capstar Bcstg Ptrs	29	9704		p g3	AC	200	1.33	0.9	0.8	0.5	0.7	1.2	0.4	1.1	0.8	0.6						
WVDF	Richland	II	720	5.0	0.00		Willis Bcstg Corp	91	9710	225p		Gospel			0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0						
WIIW	Ridgeland	II	780	5.0	0.00	a	New South Comm Inc	84	9411		c2	Oldies			0.1	0.8	0.0	0.0	0.0	0.0	0.2	0.0	0.0						
WSLI	Jackson	III	930	5.0	5.00		Spur Capital	38	9005		1	Nws/Tk/Spts	100	0.67	0.9	0.6	0.3	0.4	0.5	0.8	0.9	0.8	0.4						
WRKN	Brandon	III	970	1.0	0.00	c	Harris, June	67				Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
WTWZ	Clinton	II	1120	5.0	0.00		Wood, Terry E.	82				ChrstnCntry			0.1	0.0	0.3	0.7	0.0	0.0	0.0	0.4	0.0						
WJNT	Pearl	II	1180	50.0	0.50		Buchanan Bcstg Co	80				News/Talk	850	0.94	5.4	4.5	2.5	3.8	4.0	4.6	3.6	5.6	3.7						
WOAD	Jackson	III	1300	5.0	1.00	d	Capstar Bcstg Ptrs	29	9708		g1	Gospel	250	0.28	5.3	3.2	4.8	3.1	2.2	5.3	4.0	3.3	4.6						
WMGO	Canton	III	1370	1.0	0.03		WMGO Bcstg Corp	54	9305	90		AC/News	150	0.56	1.6	2.1	2.6	1.6	2.2	1.5	2.0	0.8	0.9						
WXXI	Jackson	IV	1400	1.0	1.00	d	Capstar Bcstg Ptrs	47	9708		g1	Urban/Olds	250	1.50	1.0	0.9	0.8	1.3	0.5	1.0	0.4	1.2	0.6						
WJXN	Jackson	IV	1450	1.0	1.00	b	Willis Bcstg Corp	45	9309		g2	Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
WZRX	Jackson	III	1590	5.0	1.00	d	Capstar Bcstg Ptrs	65	9704		p g3	Gospel	250	0.71	2.1	3.0	3.6	3.1	4.1	1.0	1.3	1.9	2.4						
# AM Stations - 12													# Combos - 7				AM TOTALS				17.4	15.9	15.7	14.7	14.7	14.6	13.5	14.8	13.2

Other AM stations: WONG

Combined Share 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0

Stations Profiled - 28

Duopolies - 7

Total Local Commercial Share 80.3 84.8 84.8 80.8 82.8 82.0 79.8 77.9

* Indicates a change since last edition.

METRO RANK: 118

Metro Rank: 119

Revenue Rank: 138

Ft. Pierce-Stuart-Vero Beach, FL Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 7,700	8,200	8,600	8,800	9,300	10,000	5.4%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.0%	\$ 10,600	11,100	11,700	12,400	13,100	5.4%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$2.79/1,000	\$2.77/1,000	\$3.07/1,000	Local	80%		
Revenue/Capita	\$21.91	\$25.67	\$31.24	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	351.4	389.5	2.1%	389.5	419.3	1.5%
Households	143.4	157.5	1.9%	157.5	169.7	1.5%
Retail Sales	2,759.8	3,607.9	5.5%	3,607.9	4,260.6	3.4%
EBI	4,896.0	6,466.4	5.7%	6,466.4	7,575.6	3.2%

Metro Counties

Indian River, FL	101.9
Martin, FL	112.9
St. Lucie, FL	174.7

	389.5

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	190.8	28.8	12.7	12.6	25.2	26.2	20.9	64.5
Women (000)	198.7	27.5	12.2	11.5	24.0	25.9	22.6	75.0
Total	389.5	56.3	25.0	24.0	49.2	52.1	43.5	139.4
Percentage	100.0%	14.4%	6.4%	6.2%	12.6%	13.4%	11.2%	35.8%
Per Capita	\$16,602	Median Household		\$30,243	Avg Household		\$41,056	
Ethnic Population:	White 88.5%	Black 10.2%	Asian 0.7%	Hispanic 4.8%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1		10	6	11	6	17
Tot 12+	2.6		50.8	31.2	53.4	6.9	60.3
Avg 12+	2.6		5.1	5.2	4.9	1.2	3.5
Tot LCS	4.3		84.2	51.7	88.6	11.4	100.0
Avg LCS	4.3		8.4	8.6	8.1	1.9	5.9

MARKET: Ft. Pierce-Stuart-Vero Beach, FL

METRO RANK: 119

Competitive Overview

Some stations also rated in W. Palm Beach-Boca Raton (49).

FM Stations

										Arbitron 12+ Metro Shares (see rights)																	
City of		FCC	Power		Year		Date		Sales	1996		Avg '96															
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993				
WZZR	Stuart	C2	92.7	50.0	482	b	Atlantic Star	64	8704	3,500		AOR	2,300	1.81	12.0	6.7	4.2	8.5	6.1	4.6	6.2	7.3	9.2				
WGYL	Vero Beach	C2	93.7	50.0	479	a	Fairbanks Comm Inc	70	9701	5,000	c2	Lite AC	1,300	0.87	14.1	7.7	6.9	7.7	9.3	10.1	9.4	8.7	8.3				
WBBE	Gifford	C3	94.7	25.0	299	b	Atlantic Star	94	9604	8,000	c1	Hot AC	200	0.73	2.6	2.7	5.1	1.9	1.3	1.5	1.7	0.0	0.0				
WCLB	Ft. Pierce	C1	95.5	100.0	981	a	Fairbanks Comm Inc	69	9605	See (49)		Country	n/a		8.9	3.1	2.7	6.3	4.6	5.2	5.5	7.5	12.7				
WOSN	Indian River Shore	C3	97.1	6.0	328		Centennial Bcstg	96	9707	2,950p		Adlt Stndrd			0.0	8.4	8.7	0.0	0.0	0.0	0.0	0.0	0.0				
• WKGR	Fort Pierce	C1	98.7	100.0	cp 974		Clear Channel Comm	61	9706	See (49)		Clsc Rock	n/a		10.5	4.2	7.1	6.9	5.9	5.0	6.1	7.1	6.4				
WPAW	Vero Beach	C2	99.7	26.0	440		Vero Beach FM Radio	95				Country	250	0.74	3.2	2.7	2.5	1.6	2.2	0.0	0.0	0.0	0.0				
WAVV	Vero Beach	A	101.7	3.1	466	b	Atlantic Star	79	9604		c1	Country	1,800	1.52	11.2	2.6	4.5	5.5	8.0	8.9	7.0	8.7	8.1				
WMBX	Jensen Beach	C1	102.3	13.0	974		Palm Beach Radio	80	9602			Hot AC	n/a		6.6	4.2	5.1	4.6	3.5	4.2	6.2	10.6	12.5				
WOOL	Vero Beach	C2	103.7	50.0	476	b	Atlantic Star	86	9506	3,008		Oldies	1,200	1.47	7.7	6.4	4.5	5.1	4.3	5.7	5.5	5.0	4.9				
WFLM	White City	C3	104.7	25.0	328		Midway Bcstg Co	93				Urban AC	900	1.02	8.3	4.7	5.4	6.0	4.1	4.2	7.2	6.9	0.9				
# FM Stations - 11															# Combos - 6		FM TOTALS		85.1	53.4	56.7	54.1	49.3	49.4	54.8	61.8	63.0

AM Stations

										Arbitron 12+ Metro Shares (see rights)																	
City of		FCC	Day Power		Night Power		Year		Date		Sales	1996		Avg '96													
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993				
WJNX	Fort Pierce	III	1330	5.0	1.00	a	Fairbanks Comm Inc	52	9102	See (49)		News/Talk	n/a		5.0	2.2	2.4	2.8	3.2	2.0	4.0	1.9	1.7				
WAXE	Vero Beach	III	1370	1.0	0.07	b	Atlantic Star	54	9604		c1	Nostalgia	400	1.14	3.3	0.4	0.7	2.5	1.5	0.9	0.7	2.3	1.6				
WIRA	Fort Pierce	IV	1400	1.0	1.00	a	Fairbanks Comm Inc	46	9605		g	Urban AC	150	1.77	0.8	0.0	0.5	0.0	0.9	0.7	0.9	0.6	0.7				
WSTU	Stuart	IV	1450	1.0	1.00		Resort Radio Systems	54	9709	600		Clsc Hits	200	1.26	1.5	0.4	0.9	1.1	0.7	0.7	2.9	0.0	1.9				
WTTB	Vero Beach	IV	1490	1.0	1.00	a	Fairbanks Comm Inc	54	9701		c2	Talk	350	1.44	2.3	1.5	0.9	1.1	1.7	2.0	1.1	2.1	2.3				
WPSL	Port St. Lucie	III	1590	5.0	0.06		Port St Lucie Bcstrs	85	9304	200		Nws/Tk/Spts	250	1.18	2.0	2.4	1.5	1.6	0.9	1.7	2.0	0.8	1.0				
# AM Stations - 6															# Combos - 4		AM TOTALS		14.9	6.9	6.9	9.1	8.9	8.0	11.6	7.7	9.2
Stations Profiled - 17															# Duopolies - 5		Total Local Commercial Share		60.3	63.6	63.2	58.2	57.4	66.4	69.5	72.2	

Other Rulemaking: 101.3,A, Port St Lucie

• Indicates a change since last edition.



Metro Rank: 120

Revenue Rank: 157

Canton, OH Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 6,900	7,200	7,500	7,900	8,600	8,900	5.2%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	4.5%	\$ 9,300	9,700	10,200	10,700	11,300	5.0%
Revenue/Retail Sales	1990	1995	2000	Est. Breakout			
	\$2.63/1,000	\$2.14/1,000	\$2.24/1,000	Local	80%		
Revenue/Capita	\$17.50	\$21.98	\$27.45	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	394.2	404.9	0.5%	404.9	411.6	0.3%
Households	149.3	154.3	0.7%	154.3	159.5	0.7%
Retail Sales	2,623.6	4,152.5	9.6%	4,152.5	5,045.6	4.0%
EBI	4,811.8	5,660.7	3.3%	5,660.7	6,806.2	3.8%

Metro Counties

Carroll, OH	28.3
Stark, OH	376.6
.....	
	404.9

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	194.8	35.1	18.0	16.2	27.3	31.9	25.6	40.9
Women (000)	210.1	33.5	16.8	16.5	28.4	33.9	26.9	54.1
Total	404.9	68.6	34.8	32.7	55.7	65.8	52.4	95.0
Percentage	100.0%	16.9%	8.6%	8.1%	13.8%	16.3%	12.9%	23.5%
Per Capita	\$13,981	Median Household		\$30,536	Avg Household		\$36,686	
Ethnic Population:	White 92.5%	Black 6.8%	Asian 0.5%	Hispanic 0.7%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1	6		4	7	6	13
Tot 12+	2.0	34.9		30.7	36.9	15.2	52.1
Avg 12+	2.0	5.8		7.7	5.3	2.5	4.0
Tot LCS	3.8	67.0		58.9	70.8	29.2	100.0
Avg LCS	3.8	11.2		14.7	10.1	4.9	7.7

MARKET: Canton, OH

METRO RANK: 120

Competitive Overview

Some stations also rated in Akron (67) and Youngstown-Warren (92).

FM Stations

										Arbitron 12+ Metro Shares (see rights)														
City of		FCC	Power		Year		Date		Sales	1996		Avg '96		Spring		Fall		Spring		Fall				
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price	Revenue	Power	Local	1997	1996	1996	1995	1995	1994	1994	1993			
WZKL	Alliance	B	92.5	50.0	499	b	D A Peterson Inc	47			1,600	1.65	10.4	6.0	4.2	6.2	5.5	4.5	7.1	8.1	5.7			
WHBC	Canton	B	94.1	45.0	515	c	Beaverkettle Co	48			2,500	1.89	14.2	10.4	12.2	8.5	7.5	10.0	10.2	10.2	11.5			
WNPD	NewPhiladelphia	A	95.9	2.0	397		Tuscarawas Bcstg	69			350	1.88	2.0	2.0	1.9	0.9	1.3	0.9	0.0	0.4	0.3			
WKDD	Akron	B	96.5	50.0	440		Barnstable Bcstg Inc	50	8308	See (67)	n/a		5.8	2.7	3.2	3.2	3.3	2.9	4.3	2.7	2.9			
WHK	Canton	B	98.1	36.0	574		Salem Comm Corp	61	9701	g	600	4.61	1.4	1.5	0.7	0.7	0.9	1.4	0.7	1.4	0.7			
WOXK	Salem	B	105.1	88.0	430	a	Connoisseur Comm	58	9708	See (92)	n/a		22.9	9.0	13.1	11.3	14.5	10.9	10.6	14.2	15.4			
WRQK	Canton	B	106.9	27.5	341	a	Connoisseur Comm	61	9709		6,550		13.0	5.3	5.1	7.5	7.1	5.4	5.4	4.7	6.9			
# FM Stations - 7													# Combos - 4		FM TOTALS									
													69.7	36.9	40.4	38.3	40.1	36.0	38.3	41.7	43.4			

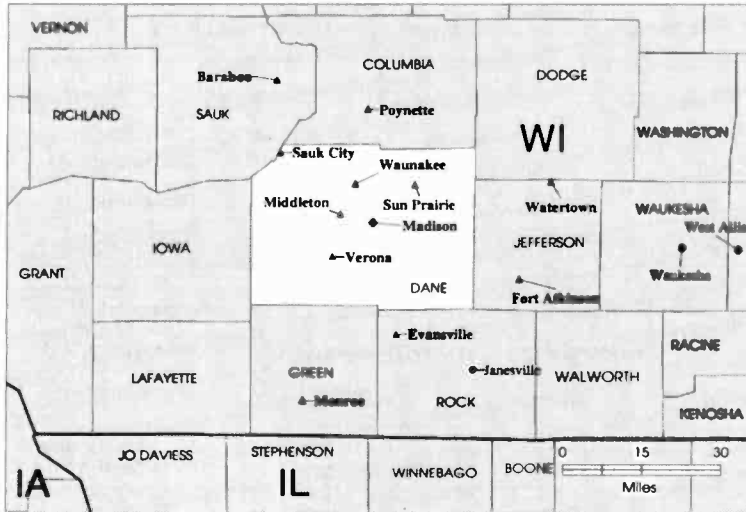
AM Stations

										Arbitron 12+ Metro Shares (see rights)														
City of		FCC	Power		Year		Date		Sales	1996		Avg '96		Spring		Fall		Spring		Fall				
Calls	License	Class	Freq	(kW)	Day	Night	C	Owner	Std	Acq	Price	Revenue	Power	Local	1997	1996	1996	1995	1995	1994	1994	1993		
WCER	Canton	II	900	0.5	cp	0.08		Melodynamic Bcstg	47	9107	85	50	0.38	1.4	0.0	0.7	0.5	1.1	0.7	1.3	0.0	0.3		
WTIG	Massillon	II	990	0.3	0.11			WTIG Inc	57	9109	110			0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0		
WRCW	Canton	II	1060	5.0	0.00			Arcey Bcstg	46	8203	450	250	1.03	2.6	0.7	0.0	0.5	2.4	0.3	0.0	0.0	0.0		
WDPN	Alliance	III	1310	1.0	0.48		b	D A Peterson Inc	53			300	1.34	2.4	0.9	0.4	2.2	0.5	0.7	0.7	0.0	0.5		
WHBC	Canton	III	1480	15.0	cp	5.00	c	Beaverkettle Co	25	6712		2,100	1.06	21.3	13.6	16.3	12.5	11.5	15.9	13.5	10.6	13.0		
WINW	Canton	II	1520	1.0	0.00			Pinebrook Corp	66	9610	75	150	0.58	2.8	0.0	0.0	2.2	0.9	1.2	0.7	0.0	1.0		
# AM Stations - 6													# Combos - 2		AM TOTALS									
													30.5	15.2	17.4	17.9	16.4	18.8	16.8	10.6	14.8			
Stations Profiled - 13													# Duopolies - 1		Total Local Commercial Share									
													52.1	57.8	56.2	56.5	54.8	55.1	52.3	58.2				

Metro Rank: 121

Revenue Rank: 72

Madison, WI Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 15,500	15,000	16,000	17,600	19,400	20,500	5.8%
★ ★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.8%	\$ 21,900	22,900	24,200	25,500	27,000	5.4%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.95/1,000	\$4.33/1,000	\$4.09/1,000	Local	90%		
Revenue/Capita	\$41.85	\$51.44	\$64.16	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	370.4	398.5	1.5%	398.5	420.8	1.1%
Households	144.1	155.2	1.5%	155.2	165.7	1.3%
Retail Sales	3,923.9	4,734.4	3.8%	4,734.4	6,604.9	6.9%
EBI	5,627.1	7,026.4	4.5%	7,026.4	9,685.6	6.6%

Metro Counties

Dane, WI	398.5

	398.5

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	196.4	33.5	13.9	27.2	36.1	35.7	22.3	27.8
Women (000)	202.1	31.8	13.5	27.0	35.0	36.1	22.7	35.9
Total	398.5	65.3	27.4	54.2	71.1	71.8	45.1	63.6
Percentage	100.0%	16.4%	6.9%	13.6%	17.9%	18.0%	11.3%	16.0%
Per Capita	\$17,632	Median Household		\$38,138	Avg Household		\$45,273	
Ethnic Population:	White 93.4%	Black 3.4%	Asian 2.8%	Hispanic 1.9%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	5	8		9	13	8	21
Tot 12+	22.3	43.9		61.4	66.2	16.3	82.5
Avg 12+	4.5	5.5		6.8	5.1	2.0	3.9
Tot LCS	27.0	53.2		74.4	80.2	19.8	100.0
Avg LCS	5.4	6.7		8.3	6.2	2.5	4.8

Competitive Overview

FM Stations

													Arbitron 12+ Metro Shares (see rights)												
City of		FCC	Power		Year		Date		Sales	1996		Avg '96													
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall				
													1997	1997	1996	1996	1996	1996	1996	1996	1995	1995			
WMAD	Sun Prairie	A	92.1	1.8	400	d	Capstar Bcstg Ptrs	72	9701		g1	Modern Rock	750	0.45	7.6	4.8	5.4	4.7	6.7	6.1	7.1	6.0	5.0		
WEKZ	Monroe	B	93.7	36.0	581	c	Green County Bcstg	59			AC			0.3	0.0	0.6	0.0	0.0	0.0	0.0	0.4	0.4			
WJJO	Watertown	B	94.1	50.0	492	b	Mid-West Family Bcst	61	9306	1,600	Clsc Rock	950	0.85	5.1	11.4	8.1	5.3	3.8	5.4	4.4	3.0	3.4			
WOLX	Baraboo	B	94.9	37.0	1299		Woodward Comm Inc	45	9607	10,500	Oldies	2,400	1.44	7.6	6.7	6.7	5.1	6.5	6.5	4.8	6.6	6.5			
WMLI	Sauk City	B1	96.3	5.1	673	d	Capstar Bcstg Ptrs	64	9709		g1	Soft Hits	350	0.48	3.3	2.3	2.0	1.9	2.3	2.4	2.3	3.6	2.2		
WMGN	Madison	B	98.1	38.0	581	b	Mid-West Family Bcst	48			AC	2,900	1.47	9.0	5.9	6.5	7.4	7.6	6.1	8.4	7.2	6.9			
WIBA	Madison	B	101.5	12.0	1013	d	Capstar Bcstg Ptrs	47	9709		g1	Clsc Rock	3,100	1.51	9.4	6.3	7.3	8.4	6.1	7.2	8.4	7.3	7.1		
WZEE	Madison	B	104.1	9.4	1119	d	Capstar Bcstg Ptrs	48	9709		g1	Hot AC	1,900	0.73	11.9	10.3	11.1	12.3	10.6	10.0	9.0	10.0	9.1		
WYZM	Waunakee	A	105.1	6.0	243	a	Woodward Comm Inc	92	9311	2,280	c1	Country	650	0.54	5.5	3.0	3.4	2.9	3.2	3.5	4.0	5.5	4.6		
WMMH	Verona	A	105.5	2.0 cp	574	a	Woodward Comm Inc	91	9311		c1	Progressive	600	0.57	4.8	4.6	4.4	3.9	3.0	4.5	3.3	3.6	3.8		
WMJB	Evansville	A	105.9	1.4 cp	482		Kwiatkowski, Tom	89	9708	1,550p	Clsc Rock	675	4.40	0.7	0.0	0.6	0.6	0.6	0.7	0.4	0.6	0.4	0.4		
WMQM	Middleton	A	106.3	4.5	374	b	Mid-West Family Bcst	70	9706	6,400	c2	Country	2,700	1.34	9.2	6.1	8.5	7.8	6.1	8.2	7.5	6.6	6.9		
WSJY	Ft. Atkinson	B	107.3	26.0	676	e	Goetz Bcstg Corp	59			Easy	300	0.55	2.5	1.9	1.6	1.8	2.7	1.3	1.9	2.8	2.0			
# FM Stations - 13													# Combos - 11		FM TOTALS		76.9	63.3	66.2	62.1	59.2	61.9	61.5	63.2	58.3

AM Stations

													Arbitron 12+ Metro Shares (see rights)												
City of		FCC	Power		Night		Year		Date		Sales	1996		Avg '96											
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	Price	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall				
													1997	1997	1996	1996	1996	1996	1996	1996	1995	1995			
WFAW	Ft. Atkinson	II	940	0.5	0.55	e	Goetz Bcstg Corp	63					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WTSO	Madison	II	1070	10.0	5.00	d	Capstar Bcstg Ptrs	48	9709		g1	Adlt Stndrd	900	1.58	2.6	3.6	2.6	2.9	2.1	1.9	1.3	1.5	3.4		
WNWC	Sun Prairie	II	1190	1.0	0.00		Northwestern College	82	9701		na	Nostalgia	150	0.21	3.2	0.0	0.0	0.0	1.9	3.3	1.7	3.0	2.2		
WIBU	Poynette	IV	1240	1.0	1.00		Radio Hill Bcstg	25	9404	218	Country	275	0.70	1.8	1.0	0.6	1.8	2.5	1.5	1.1	1.9	1.2			
WEKZ	Monroe	III	1260	1.0	0.02	c	Green County Bcstg	51					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WIBA	Madison	III	1310	5.0	5.40	d	Capstar Bcstg Ptrs	25	9709		g1	News/Info	2,100	1.23	7.8	5.7	6.7	6.2	6.3	6.9	6.7	5.5	5.9		
WTDY	Madison	III	1480	5.0	5.00	b	Mid-West Family Bcst	48	5911			News/Talk	950	0.75	5.8	2.7	4.6	3.3	4.2	4.6	4.8	4.9	4.2		
WHIT	Madison	II	1550	5.0	0.00	b	Mid-West Family Bcst	64	9706		c2	Sports/Talk	200	0.46	2.0	1.9	1.8	3.1	2.5	2.0	1.5	0.8	2.2		
# AM Stations - 8													# Combos - 6		AM TOTALS		23.2	14.9	16.3	17.3	19.5	20.2	17.1	17.6	19.1
Stations Profiled - 21													# Duopolies - 7		Total Local Commercial Share		78.2	82.5	79.4	78.7	82.1	78.6	80.8	77.4	

* Indicates a change since last edition.

Metro Rank: 122

Revenue Rank: 86

Modesto, CA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 11,200	11,000	11,500	11,800	13,400	14,500	5.3%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	15.2%	\$ 16,700	17,400	18,300	19,300	20,400	5.1%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.45/1,000	\$4.24/1,000	\$5.20/1,000	Local	80%		
Revenue/Capita	\$29.14	\$34.27	\$45.61	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	384.4	423.1	1.9%	423.1	447.3	1.1%
Households	130.2	138.0	1.2%	138.0	143.1	0.7%
Retail Sales	2,519.2	3,417.3	6.3%	3,417.3	3,925.7	2.8%
EBI	4,676.8	5,017.2	1.4%	5,017.2	5,694.9	2.6%

Metro Counties

Stanislaus, CA	423.1

	423.1

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	208.6	47.5	19.9	18.1	33.3	33.1	23.5	33.2
Women (000)	214.5	45.6	18.8	17.8	32.8	33.4	24.1	42.0
Total	423.1	93.0	38.6	36.0	66.1	66.4	47.7	75.2
Percentage	100.0%	22.0%	9.1%	8.5%	15.6%	15.7%	11.3%	17.8%
Per Capita	\$11,858	Median Household		\$29,479	Avg Household		\$36,356	
Ethnic Population:	White 90.3%	Black 2.1%	Asian 6.4%	Hispanic 25.8%				

Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations	9	7		6	16	6	22
Tot 12+	24.2	38.0		41.4	62.2	8.0	70.2
Avg 12+	2.7	5.4		6.9	3.9	1.3	3.2
Tot LCS	34.5	54.1		59.0	88.6	11.4	100.0
Avg LCS	3.8	7.7		9.8	5.5	1.9	4.5

Competitive Overview

Some stations also rated in Stockton (85) and Merced (188).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales Price	LMA	Format	1996 Revenue	1996 Power	Avg '96 Local	Arbitron 12+ Metro Shares (see rights)											
Calls	License	Class	Freq	(kW)				Std	Acq	(000)			(000)	Ratio	Comm Sh	1997	1996	1996	1995	1995	1994	1994	1993				
• KOSO	Patterson	B	93.1	3.0	1791	a	Pacific Star	66	9709	6,800p		Hot AC	2,200	2.09	6.3	3.2	3.5	5.2	3.6	4.2	3.8	6.7	5.6				
KHOP	Oakdale	B	95.1	16.0	876	c	Citadel Comm Corp	85	9703	5,000		AOR	2,000	1.50	8.0	6.3	4.8	7.4	3.8	3.9	2.3	4.2	2.8				
KNTD	Livingston	A	95.9	3.0	305		All American Bcstg	85	9302	198		Spanish	n/a		0.3	0.0	0.0	0.4	0.0	1.0	0.0	1.7	0.0				
KUBB	Mariposa	B	96.3	1.9	2113	d	Buckley Bcstg Corp	77	8507	See (188)		Country	n/a		1.2	1.0	1.3	0.8	0.8	1.0	0.0	0.8	1.3				
• KFRY	Manteca	A	96.7	3.0	328	a	Capstar Bcstg Ptrs	79	9709	See (85)		Clsc Rock	n/a		2.8	0.6	2.0	2.0	1.9	3.9	2.1	2.3	1.1				
KZMS	Patterson	A	97.1	3.0	328		Z Spanish Radio Ntwk	96				Spanish	150	0.82	1.1	4.4	2.6	1.6	0.0	0.0	0.0	0.0	0.0				
KABX	Merced	B	97.5	50.0	489		Merced Radio Ptners	36	8901	See (188)		Oldies	n/a		4.3	4.0	2.6	3.0	3.0	1.7	2.1	1.7	0.9				
KWNN	Turlock	A	98.3	2.0	390	b	Silverado Bcstg Co	78	9502	1,500	c1	CHR	1,100	0.90	7.3	4.8	5.4	5.2	4.9	5.2	7.0	4.8	5.4				
• KTDO	Columbia	A	98.9	6.0	328	e	Z Spanish Radio Ntwk	95	9709		p c2	Spanish			0.5	1.8	0.4	0.8	0.0	0.0	0.0	0.0	0.0				
• KMIX	Tracy	A	100.9	6.0	328	b	Z Spanish Radio Ntwk	66	9709	See (85)		Spanish	n/a		3.2	4.0	3.7	1.4	3.0	3.1	0.6	1.2	0.0				
KJSN	Modesto	A	102.3	6.0	299	a	Capstar Bcstg Ptrs	77	9709		g1	Soft AC	2,500	1.31	11.4	5.8	7.6	7.0	8.7	6.2	6.5	5.6	7.8				
KATH	Modesto	B	103.3	50.0	499	c	Citadel Comm Corp	48	9212		g2	Country	5,200	1.36	22.9	17.3	15.5	16.2	15.6	17.1	16.7	18.5	14.7				
KDJK	Mariposa	A	103.9	0.1	2047	c	Citadel Comm Corp	92	9308		g	Clsc Hits			0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0				
KHKK	Modesto	B	104.1	50.0	499	c	Citadel Comm Corp	49	9308		g	Clsc Hits	900	0.83	6.5	4.0	5.7	3.6	5.3	6.4	8.4	6.4	6.9				
KHTN	Los Banos	B	104.7	50.0	469	d	Buckley Bcstg Corp	66	9508	See (188)		CHR	n/a		3.1	2.2	3.1	2.6	1.7	2.7	8.2	5.2	5.8				
KRVR	Copperopolis	A	105.5	1.0	781		Threshold Comm	94				NAC	300	0.95	1.9	2.6	1.5	1.6	1.1	1.3	0.0	0.0	0.0				
# FM Stations - 16																# Combos - 12	FM TOTALS		80.8	62.2	59.9	58.8	53.4	57.7	57.7	59.1	52.3

AM Stations

City of		FCC	Day Power	Night Power	HAAT	C	Owner	Year	Date	Sales Price	LMA	Format	1996 Revenue	1996 Power	Avg '96 Local	Arbitron 12+ Metro Shares (see rights)											
Calls	License	Class	Freq	(kW)	(kW)			Std	Acq	(000)			(000)	Ratio	Comm Sh	1997	1996	1996	1995	1995	1994	1994	1993				
KCBC	Riverbank	II	770	50.0	1.00		Kiertron Inc	87				Christian	100	0.75	0.8	0.4	0.0	1.2	0.0	0.0	0.0	0.0	0.0				
KTRB	Modesto	II	860	50.0	10.00		Pete Pappas Co	33	7406			Spanish	550	0.94	3.5	3.8	2.8	3.4	1.5	1.5	1.1	1.0	1.7				
• KLOC	Ceres	III	920	0.5	2.50	e	Z Spanish Radio Ntwk	63	9709		p c2	Spanish	800	1.92	2.5	0.0	1.3	1.0	2.4	1.3	3.2	1.9	3.2				
• KBUL	Modesto	III	970	1.0	1.00	c	Citadel Comm Corp	51	9212		g2	Sports	200	0.16	7.3	1.4	1.7	4.4	5.6	5.4	5.9	5.2	4.1				
KFIV	Modesto	III	1360	4.0	0.95	a	Capstar Bcstg Ptrs	50	9709		g1	News/Talk	450	0.52	5.2	2.4	3.7	4.0	3.2	1.5	2.7	1.5	1.1				
KCDR	Turlock	III	1390	5.0	5.00	b	Silverado Bcstg Co	49	9502		c1	Spanish	200		0.0	0.0	0.7	0.0	0.0	0.0	1.1	1.0	0.7				
# AM Stations - 6																# Combos - 4	AM TOTALS		19.3	8.0	10.2	14.0	12.7	9.7	14.0	10.6	10.8
Stations Profiled - 22																# Duopolies - 6	Total Local Commercial Share		70.2	70.1	72.8	66.1	67.4	71.7	69.7	63.1	

Docket 80-90 Allocations: 93.9, A, Modesto

• Indicates a change since last edition.

MARKET: Fayetteville, NC

METRO RANK: 123

Competitive Overview

Some stations also rated in markets 180, 185 and 197.

FM Stations

											Arbitron 12+ Metro Shares (see rights)															
City of		FCC	Power		Year		Date		Sales		1996		Avg '96													
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price	(000)	LMA	Format	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
											1997	1996	1996	1995	1995	1994	1994	1994	1993							
WEGX	Dillon	C	92.9	100.0	1801		Root Comm Ltd	54	9710	See (185)		Country	n/a			2.5	1.2	1.2	1.3	2.5	1.5	1.6	0.0	1.1		
• WKML	Lumberton	C	95.7	100.0	cp 104	c	Beasley Bcst Group	60			3,300	Country	1.20	20.4	13.9	14.7	16.1	15.5	16.2	18.8	22.6					
• WFLB	Laurinburg	C	96.5	100.0	cp 1043	c	Beasley Bcst Group	51	9607	6,900	c4	Oldies	1.00	1.12	6.6	7.1	7.0	4.9	5.1	4.6	5.1	5.4	5.5			
WQSM	Fayetteville	C1	98.1	100.0	830	b	Cape Fear Radio LLC	47			2,250	Hot AC	1.33	12.5	7.9	8.5	9.8	9.1	9.7	10.7	10.5	5.5				
WZFX	Whiteville	C1	99.1	100.0	981	c	Beasley Bcst Group	62	9705	11,500	+	Urban	3,050	1.08	21.0	16.2	14.1	12.9	18.8	14.1	19.9	20.5	22.8			
WSTS	Fairmont	C2	100.9	50.0	cp 492	d	Pro Media Inc	75	8612	600	c1	Gospel	350	0.74	3.5	2.1	3.1	3.8	1.5	2.1	2.3	3.3	1.7			
WJSK	Lumberton	A	102.3	3.0	269	a	Sound Business Inc	64	9311	350	c3	Country			0.8	0.6	0.6	0.8	0.4	0.0	0.0	0.2	0.0			
WRCQ	Dunn	C2	103.5	47.5	502		Peterson Bcstg Corp	71	9501	2,800		Rock	900	0.97	6.9	4.8	5.8	5.7	4.7	7.2	5.5	3.9	5.5			
WGQR	Elizabethtown	A	105.7	4.3	387	a	Sound Business Inc	89	9010	550	c2	Oldies			0.6	0.0	0.4	0.0	0.9	0.0	0.0	0.0	0.0			
WKQB	Southern Pines	C2	106.9	50.0	492		Muirfield Bcstg Inc	73			250	Clsc Rock	0.66	2.8	3.1	3.1	3.0	1.3	0.0	0.0	0.0	0.0	0.0			
• WUKS	St. Pauls	C3	107.7	10.0	cp 512	c	Beasley Bcst Group	94	9703	1,200p	c5	Urban	300	0.26	8.7	9.0	7.0	6.6	6.6	6.0	2.9	0.0	0.0			
# FM Stations - 11											# Combos - 8		FM TOTALS		86.3	66.0	64.7	63.5	67.0	60.7	64.2	62.6	64.7			

AM Stations

											Arbitron 12+ Metro Shares (see rights)																
City of		FCC	Power		Year		Date		Sales		1996		Avg '96														
Calls	License	Class	Freq	(kW)	Day	Night	C	Owner	Std	Acq	Price	(000)	LMA	Format	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
											1997	1996	1996	1995	1995	1994	1994	1994	1993								
WTSB	Lumberton	111	580	0.5	0.07			Willis Bcstg Corp	54	9707	75		Country				0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WFNC	Fayetteville	11	640	10.0	1.00		b	Cape Fear Radio LLC	40			News/Talk	1,050	1.53	5.1	3.8	5.0	4.2	3.6	5.4	7.4	6.8	5.3				
WFMO	Fairmont	11	860	1.0	0.01		d	Pro Media Inc	53	8612		c1	Gospel	200	0.67	2.2	1.9	2.3	3.4	0.0	3.1	1.2	2.7	1.9			
WKKE	St. Pauls	11	1080	50.0	cp 0.00			Locklear, Ferris Y	66	9207	74		Gospel			0.7	0.0	1.5	1.1	0.0	0.0	0.0	1.6	0.0			
WYRU	Red Springs	11	1160	5.0	0.25		c	Beasley Bcst Group	70	9707		c5	Gospel	50	1.23	0.3	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0		
WFAI	Fayetteville	1V	1230	1.0	1.00			Colonial Radio Group	47	9512	175		Nws/Tk/Spts	250		0.0	0.6	0.4	0.0	0.0	0.4	0.0	0.0	0.0	0.0		
WAGR	Lumberton	1V	1340	1.0	1.00		a	Sound Business Inc	46	9311		c3	Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.4			
WMFA	Raeford	1V	1400	1.0	1.00			W&V Bcstg Enterprise	63			Gospel			0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WBLA	Elizabethtown	111	1440	5.0	0.20		a	Sound Business Inc	56	9010		c2	Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WKES	Spring Lake	1V	1450	1.0	1.00			Evangel Christn Sch	63	9607			DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WEWO	Laurinburg	111	1460	5.0	5.00		c	Beasley Bcst Group	47	9607		c4	News/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WAZZ	Fayetteville	1V	1490	1.0	1.00		c	Beasley Bcst Group	47	9612	229		Lite AC			0.9	1.0	0.0	0.8	0.6	0.6	0.8	1.2	1.5			
WIDU	Fayetteville	111	1600	5.0	0.15			WIDU Inc	58	8807			Gospel/Talk	500	0.82	4.5	3.7	2.3	2.8	4.0	3.9	3.5	2.5	5.7			
# AM Stations - 13											# Combos - 7		AM TOTALS		13.7	11.8	11.5	12.7	8.2	13.4	12.9	15.0	14.8				
Stations Profiled - 24											# Duopolies - 6		Total Local Commercial Share		77.8	76.2	76.2	75.2	74.1	77.1	77.6	79.5					

• Indicates a change since last edition.

METRO RANK: 123

Metro Rank: 124

Revenue Rank: 81

Saginaw-Bay City-Midland Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 12,500	12,000	12,200	12,700	14,700	17,000	6.3%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	9.4%	\$ 18,600	19,600	20,700	21,900	23,200	5.7%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.24/1,000	\$4.15/1,000	\$4.79/1,000	Local	80%		
Revenue/Capita	\$31.37	\$42.28	\$57.63	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	398.5	402.1	0.2%	402.1	402.6	0.0%
Households	147.9	150.5	0.3%	150.5	153.8	0.4%
Retail Sales	2,945.4	4,092.2	6.8%	4,092.2	4,843.1	3.4%
EBI	5,075.9	5,577.6	1.9%	5,577.6	6,584.8	3.4%

Metro Counties

Bay, MI	111.4
Midland, MI	80.4
Saginaw, MI	210.3

	402.1

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	194.5	37.6	19.3	17.0	27.3	31.5	26.1	35.7
Women (000)	207.6	35.7	18.6	17.1	29.2	33.4	26.7	46.8
Total	402.1	73.4	37.9	34.1	56.5	64.9	52.9	82.5
Percentage	100.0%	18.2%	9.4%	8.5%	14.1%	16.1%	13.1%	20.5%
Per Capita	\$13,871	Median Household		\$31,183	Avg Household		\$37,060	
Ethnic Population:	White 88.2%	Black 10.5%	Asian 0.8%	Hispanic 4.9%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	7	2	3	9	12	8	20
Tot 12+	24.1	19.7	21.6	61.1	65.4	16.0	81.4
Avg 12+	3.4	9.9	7.2	6.8	5.5	2.0	4.1
Tot LCS	29.6	24.2	26.5	75.1	80.3	19.7	100.0
Avg LCS	4.2	12.1	8.8	8.3	6.7	2.5	5.0

MARKET: Saginaw-Bay City-Midland

METRO RANK: 124

Competitive Overview

FM Stations

												Arbitron 12+ Metro Shares (see rights)														
City of		FCC	Power		Year		Date		Sales		1996		Avg '96													
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price	LMA	Format	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall			
										(000)			(000)	Ratio	Comm Sh	1997	1997	1996	1996	1996	1996	1995	1995			
WKOZ	Midland	C2	93.3	39.0	554	e	62nd Street Bcstg	76	9705		st	AOR/ClscRck	1,800	0.85	11.4	8.8	9.2	8.0	7.1	9.1	8.6	10.6	9.1			
WCEN	Mt. Pleasant	C1	94.5	100.0	981	c	Sommerville Bcstg	63	8604	1,350	c1	Country	1,250	1.10	6.1	4.6	5.2	4.6	3.9	4.9	6.4	4.7	4.1			
WHNN	Bay City	C	96.1	100.0	1020		Liggett Bcst Group	47	7306			Oldies	2,800	1.38	10.9	8.6	7.2	7.5	8.5	8.3	8.6	10.6	8.4			
WIXC	Essexville	A	97.3	3.0	328		Mid-West Family Bcst	92				Country	400	0.63	3.4	1.5	2.3	1.7	2.1	1.8	1.9	3.5	3.9			
WMRX	Beaverton	A	97.7	2.0	400	d	Maines Bcstg	80	9208		st	Adlt Stndrd	150	2.69	0.3	0.5	0.5	0.0	0.6	0.4	0.2	0.5	0.0			
WKCO	Saginaw	B	98.1	50.0	492	b	MacDonald Bcstg Co	47				Country	3,200	1.26	13.7	10.2	11.4	12.3	13.3	12.1	10.5	10.1	12.5			
WTCF	Carrollton	A	100.5	3.0	328		Mid-America Bcstg	91				CHR	1,250	1.02	6.6	6.8	5.8	5.4	4.6	5.6	4.9	5.6	5.7			
WMJK	Pinconning	A	100.9	2.6	495	e	62nd Street Bcstg	84	9411		st	70s Oldies	200	0.90	1.2	0.4	1.1	1.0	1.3	1.4	1.6	0.5	0.4			
WIOG	Bay City	B	102.5	86.0	801	a	62nd Street Bcstg	61	9706		g1	AC	2,000	1.18	9.1	9.3	8.3	7.9	6.2	7.4	8.2	7.3	7.1			
WMJA	Saginaw	A	104.5	2.9	413	e	62nd Street Bcstg	92	9705		st	70s Oldies	300	0.62	2.6	1.5	2.7	3.3	2.1	2.2	1.9	1.7	2.7			
WGER	Saginaw	A	106.3	2.1	381	a	62nd Street Bcstg	69	9706		g1	Soft Rock	1,200	1.13	5.7	5.8	5.6	5.0	5.0	4.9	5.1	3.1	5.7			
WTLZ	Saginaw	A	107.1	4.9 cp	361		Taylor Bcstg	68	8804	650		CHR/Urban	800	0.67	6.4	6.0	6.1	7.5	5.4	5.4	5.1	5.6	5.0			
# FM Stations - 12												# Combos - 8		FM TOTALS				77.4	64.0	65.4	64.2	60.1	63.5	63.0	63.8	64.6

AM Stations

												Arbitron 12+ Metro Shares (see rights)														
City of		FCC	Day		Night		Year		Date		Sales		1996		Avg '96											
Calls	License	Class	Freq	Power	Power	C	Owner	Std	Acq	Price	LMA	Format	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall			
				(kW)	(kW)					(000)			(000)	Ratio	Comm Sh	1997	1997	1996	1996	1996	1996	1995	1995			
WISW	Saginaw	III	790	5.0	1.00	a	62nd Street Bcstg	50	9706		g1	News/Talk	1,850	0.86	11.5	8.2	8.6	9.4	10.4	6.7	11.1	10.4	9.8			
WCEN	Mt. Pleasant	III	1150	1.0	0.50	c	Sommerville Bcstg	49	8604		c1	News/Talk	200		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WJZZ	Kingsley	II	1210	50.0	0.00	cp	Bell Bcstg Co	56	9410	20		DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WKNX	Bay City	III	1250	1.0	0.00		Frankenmuth Bcstg	47	9707	210		Oldies	300	0.52	3.1	1.6	2.0	2.7	3.1	3.1	2.3	1.6	3.2			
WTRX	Flint	III	1330	5.0	1.00		Schuehrer, David	47	8903	225	1	Sports/Talk			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0			
WSAM	Saginaw	IV	1400	1.0	1.00	b	MacDonald Bcstg Co	40	6211			Oldies	400	0.38	5.6	5.1	4.3	3.3	5.2	5.3	4.7	4.2	4.3			
WMAX	Bay City	III	1440	5.0	2.50		Saginaw Bay Bcstg	25	9204		na 1	Sports/Talk	250	0.79	1.7	1.5	0.7	1.0	0.8	2.0	1.2	0.7	1.6			
WMPX	Midland	IV	1490	1.0	1.00	d	Maines Bcstg	48	9212		st	Adlt Stndrd	200	2.15	0.5	0.9	0.4	1.1	0.4	0.4	0.2	0.7	0.5			
# AM Stations - 8												# Combos - 4		AM TOTALS				22.5	17.3	16.0	17.5	19.9	17.5	19.5	17.8	19.4
Stations Profiled - 20												# Duopolies - 3		Total Local Commercial Share				81.3	81.4	81.7	80.0	81.0	82.5	81.6	84.0	

METRO RANK: 124

Metro Rank: 125

Revenue Rank: 158

Pensacola, FL Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 6,400	6,400	6,700	7,200	8,600	8,800	6.6%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	4.5%	\$ 9,200	9,600	10,200	10,700	11,400	5.5%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$2.67/1,000	\$2.65/1,000	\$2.83/1,000	Local	82%		
Revenue/Capita	\$18.35	\$23.03	\$28.44	National	18%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	348.8	382.1	1.8%	382.1	400.8	1.0%
Households	130.2	142.8	1.9%	142.8	151.3	1.2%
Retail Sales	2,399.5	3,324.0	6.7%	3,324.0	4,035.0	4.0%
EBI	4,425.2	5,148.8	3.1%	5,148.8	6,346.5	4.3%

Metro Counties

Escambia, FL	283.5
Santa Rosa, FL	98.6

	382.1

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	186.6	35.0	16.4	18.8	29.7	28.6	24.2	33.9
Women (000)	195.5	33.2	15.4	18.0	29.4	30.5	25.8	43.2
Total	382.1	68.2	31.8	36.8	59.1	59.2	50.0	77.1
Percentage	100.0%	17.8%	8.3%	9.6%	15.5%	15.5%	13.1%	20.2%
Per Capita	\$13,475	Median Household		\$28,485	Avg Household		\$36,056	
Ethnic Population:	White 80.5%	Black 16.4%	Asian 2.1%	Hispanic 2.0%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations			11	5	11	9	20
Tot 12+			65.7	42.8	65.7	13.3	79.0
Avg 12+			6.0	8.6	6.0	1.5	4.0
Tot LCS			83.2	54.2	83.2	16.8	100.0
Avg LCS			7.6	10.8	7.6	1.9	5.0

Competitive Overview

Some stations also rated in Mobile (84) & Ft. Walton Beach (206).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales Price	1996 Revenue	1996 Power	Avg '96 Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
Calls	License	Class	Freq	(kW)				Std	Acq	(000)	(000)	Ratio	Comm Sh	1997	1996	1996	1995	1995	1994	1994	1993	
WBLX	Mobile	C	92.9	98.0	1555		Calendar Bcstg Inc	73	9007	See (84)	n/a		14.5	9.8	11.3	12.1	10.0	9.7	14.2	10.6	9.8	
WMEZ	Pensacola	C	94.1	100.0	1329	c	Capstar Bcstg Ptrs	60	9703	p g3	Soft AC	1,200	1.28	10.2	7.4	7.3	6.9	8.5	6.6	8.7	4.7	5.9
WRKH	Mobile	C	96.1	97.0	1342		Clear Channel Comm	64	9705	See (84)	Clsc Rock	n/a	1.5	1.5	1.7	2.0	0.4	0.8	0.7	6.1	5.9	
WABB	Mobile	C	97.5	100.0	1552		Dittman Group	73			Adult CHR	n/a	7.4	7.9	7.1	5.4	5.8	6.0	6.0	5.9	4.3	
WMXC	Mobile	C	99.9	94.0	1755	a	Clear Channel Comm	47	9705	See (84)	AC	n/a	3.6	2.4	1.7	2.2	3.2	2.3	4.0	4.5	6.1	
WMRO	Pensacola	C	100.7	100.0	1555	b	Coast Radio LC	65	9409	g1	Clsc Rock	1,800	2.06	9.5	3.7	6.1	6.5	7.9	8.4	7.3	6.3	7.2
• WTKX	Pensacola	C	101.5	100.0	1329	d	Clear Channel Comm	71	9706	p g2	AOR	1,000	1.51	7.2	8.5	5.4	6.5	4.5	4.5	4.9	4.3	5.2
WXBM	Milton	C	102.7	100.0	1329	c	Capstar Bcstg Ptrs	64	9703	p g3 1	Country	3,400	2.11	17.5	14.2	18.0	16.1	10.7	19.3	14.9	17.0	15.0
WDWG	Atmore	C	104.1	100.0	1555	a	Clear Channel Comm	66	9705	See (84)	Country	n/a	3.6	1.3	1.7	2.9	2.6	5.3	4.4	2.9	3.7	
• WPFL	Century	C3	105.1	25.0 cp	328		Dayton Comm Corp	89	9604	238	Urb/Gospel		0.8	0.0	0.0	0.9	0.4	0.0	0.7	0.0	0.0	
• WYCL	Pensacola	C	107.3	100.0	1408	d	Clear Channel Comm	76	9706	p g2	Oldies	900	1.51	6.5	9.0	5.0	4.7	5.1	6.4	5.3	6.3	6.3
													82.3	65.7	65.3	66.2	59.1	69.3	71.1	68.6	69.4	

FM Stations - 11

Combos - 7

FM TOTALS

AM Stations

City of		FCC	Day Power	Night Power	HAAT	C	Owner	Year	Date	Sales Price	1996 Revenue	1996 Power	Avg '96 Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
Calls	License	Class	(kW)	(kW)				Std	Acq	(000)	(000)	Ratio	Comm Sh	1997	1996	1996	1995	1995	1994	1994	1993	
WVTJ	Pensacola	III	610	0.5	0.00		Cathedral of Praise	59	9201	84	Gospel/Talk		0.3	0.0	0.0	0.4	0.0	0.6	0.4	0.4	1.3	
WSWL	Pensacola	III	790	1.0	0.00		Schroeder, Gerald D	56	8106	350	News		0.7	1.1	0.6	0.4	0.6	1.2	0.0	0.0	0.4	
WRNE	Gulf Breeze	III	980	2.5	1.00		Media One Comm Inc	57	9010	284	Urb/Gospel	275	0.88	3.4	4.6	2.9	3.1	2.1	3.5	3.8	2.9	2.4
WNVY	Cantonment	II	1090	5.0	0.00	e	Gliner, Michael B.	55	9705	12 +	DARK		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WZNO	Pensacola	IV	1230	1.0	1.00	e	Gliner, Michael B.	47	9701	85	Gospel		0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WEBY	Milton	III	1330	5.0	0.08		Number One Radio Inc	78	8505		News/Talk		0.0	0.0	0.8	0.0	0.4	0.0	0.0	0.0	0.0	
WCOA	Pensacola	III	1370	5.0	5.00	b	Coast Radio LC	26	9409	g1	Talk	600	0.52	12.6	7.6	7.3	8.1	10.9	7.6	5.6	7.6	6.3
WBSR	Pensacola	IV	1450	1.0	1.00		Brewer, Frederic TC	46	8503	330	Oldies		0.7	0.0	1.0	0.4	0.6	0.0	0.0	0.0	0.0	0.9
WEEM	Milton	IV	1490	1.0	1.00		Faith Bible College	57	9003	75	Christian		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
													17.7	13.3	13.0	12.4	14.2	13.3	9.8	10.9	11.3	

AM Stations - 9

Combos - 3

AM TOTALS

Stations Profiled - 20

Duopolies - 5

Total Local Commercial Share

79.0 78.3 78.6 73.3 82.6 80.9 79.5 80.7

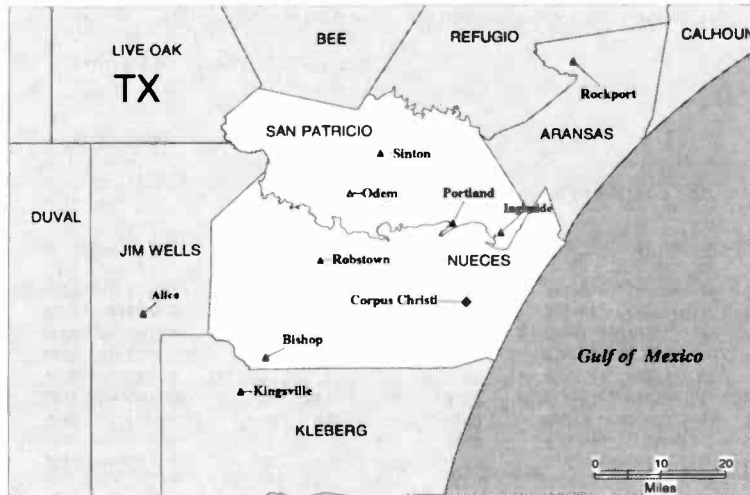
Other Rulemaking: 98.7, C2, Pensacola.

• Indicates a change since last edition.

Metro Rank: 126

Revenue Rank: 132

Corpus Christi, TX Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 9,000	9,000	8,900	9,200	10,300	10,700	3.5%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	4.7%	\$ 11,200	11,800	12,400	13,100	13,800	5.4%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.88/1,000	\$3.38/1,000	\$3.33/1,000	Local	80%		
Revenue/Capita	\$25.68	\$27.81	\$33.41	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	350.5	384.7	1.9%	384.7	413.1	1.4%
Households	118.7	129.7	1.8%	129.7	140.4	1.6%
Retail Sales	2,320.4	3,161.6	6.4%	3,161.6	4,146.9	5.6%
EBI	3,730.9	4,925.9	5.7%	4,925.9	6,569.3	5.9%

Metro Counties

Nueces, TX	317.9
San Patricio, TX	66.8

	384.7

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	189.1	41.6	20.1	16.5	29.0	30.2	21.4	30.3
Women (000)	195.6	39.4	19.4	16.3	29.0	30.5	22.7	38.5
Total	384.7	81.0	39.5	32.8	58.0	60.6	44.0	68.8
Percentage	100.0%	21.1%	10.3%	8.5%	15.1%	15.8%	11.4%	17.9%
Per Capita	\$12,805	Median Household		\$29,228	Avg Household		\$37,979	
Ethnic Population:	White 94.5%	Black 4.1%	Asian 1.0%	Hispanic 56.2%				

Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations	2		16	10	18	8	26
Tot 12+	5.8		69.6	61.4	75.4	11.6	87.0
Avg 12+	2.9		4.4	6.1	4.2	1.5	3.3
Tot LCS	6.7		80.0	70.6	86.7	13.3	100.0
Avg LCS	3.4		5.0	7.1	4.8	1.7	3.8

Competitive Overview

FM Stations

										Arbitron 12+ Metro Shares (see rights)															
		Power						Sales		1996		Avg '96													
City of	FCC	Power	HAAT	C	Owner	Year	Date	Price	LMA	Format	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall				
Calls	License	Class	Freq	(kW)		Std	Acq	(000)			(000)	Ratio	Comm	Sh	1997	1996	1996	1995	1995	1994	1994	1993			
KKBA	Kingsville	C2	92.7	12.6 cp	869	81				Soft Rock			1.2	5.0	4.9	2.1	0.0	0.0	0.0	0.0	0.0	0.0			
KMXR	Corpus Christi	C1	93.9	100.0	840	d	9707		g1	AC	850	1.01	7.5	5.8	4.9	7.0	5.7	5.5	5.9	6.0	5.3				
KBSO	Corpus Christi	C3	94.7	25.0	285	a				Internat'l	550	1.23	4.0	1.2	2.2	2.5	4.3	4.5	5.3	7.4	4.7				
KZFM	Corpus Christi	C	95.5	100.0	994	c	7910			Top 40	1,400	1.04	12.0	11.3	13.0	11.4	9.1	10.2	13.0	11.0	11.9				
* KLTG	Corpus Christi	C1	96.5	97.0	955	b	9708	5,200p	d2	Oldies	750	1.13	5.9	5.0	6.1	5.0	5.1	5.3	6.7	8.2	8.0				
KFTX	Kingsville	C1	97.5	97.0	955		8902	800		Country	200	0.99	1.8	2.6	3.3	1.9	1.2	1.6	0.6	1.6	0.6				
KLHB	Odem	C2	98.3	50.0 cp	433	c	9210	72	d	Tejano			1.5	2.2	2.8	1.3	1.2	0.0	0.0	0.0	0.0				
KRYS	Corpus Christi	C1	99.1	97.0	932	d	9707		g1	Country	2,000	1.40	12.8	9.9	8.1	10.1	11.6	13.0	13.8	11.2	12.1				
KSAB	Robstown	C1	99.9	97.0	955	e	9104	600		Tejano	900	0.84	9.6	8.5	10.8	9.3	7.1	7.9	3.3	1.0	1.0				
KNCN	Sinton	C1	101.3	100.0	361	d	9707		g1	AOR	950	1.30	6.5	6.5	4.3	6.1	4.9	4.9	6.7	5.6	8.4				
KXCC	Rockport	C2	102.3	50.0	371		9309	400		Clsc Rock	300	0.92	2.9	2.8	2.4	1.7	3.3	3.1	2.8	1.4	2.5				
KNDA	Alice	C2	102.9	50.0	492		9507	650		Tejano			2.4	1.2	1.2	0.6	3.5	1.0	1.2	0.0	0.0				
* KOUL	Sinton	C1	103.7	100.0	942	b	9708		p d2	Country	1,650	1.30	11.3	6.0	5.7	9.9	9.3	10.0	8.3	11.0	11.5				
KMIQ	Robstown	A	105.1	3.0	299		89			Tejano	275	0.94	2.6	1.4	1.0	1.7	2.8	1.6	1.8	1.8	3.9				
* KRAD	Portland	A	105.5	1.9	361	b	9708		p d2	AOR	250	0.54	4.1	4.4	3.5	3.0	3.9	5.3	3.9	4.6	0.6				
KZTX	Refugio	C3	106.1	25.0	328		9606	30		Modern Rock			0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
KFLZ	Bishop	C3	106.9	25.0 cp	328	a	9607	550		Spanish			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
KAHX	Ingleside	C3	107.3	25.0 cp	299		96			Top 40			0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
# FM Stations - 18													# Combos - 10		FM TOTALS										
													86.1	75.4	74.2	73.6	73.0	73.9	73.3	70.8	70.5				

AM Stations

										Arbitron 12+ Metro Shares (see rights)															
		Day		Night				Sales		1996		Avg '96													
City of	FCC	Power	Power	Power	C	Owner	Year	Date	Price	LMA	Format	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall			
Calls	License	Class	Freq	(kW)	(kW)		Std	Acq	(000)			(000)	Ratio	Comm	Sh	1997	1996	1996	1995	1995	1994	1994	1993		
KCTA	Corpus Christi	11	1030	50.0	0.00	b	59			Religion	50	0.89	0.5	0.6	1.0	0.8	0.0	1.0	0.8	1.2	1.6				
KCCT	Corpus Christi	111	1150	1.0	0.50	a	54	7408		Spanish			0.9	0.8	0.8	1.1	0.4	1.0	2.4	1.2	1.4				
KSIX	Corpus Christi	1V	1230	1.0	1.00		47			News	100	0.89	1.0	0.6	0.8	1.1	0.6	0.4	0.6	0.6	0.6				
KRYS	Corpus Christi	111	1360	1.0	1.00	d	27	9707	g1	Country	50	0.89	0.5	0.4	0.6	0.6	0.2	0.4	0.8	0.4	1.4				
KUNO	Corpus Christi	1V	1400	1.0	1.00	e	50	8903	1,200	Spanish	300	0.62	4.3	4.6	3.5	2.3	5.1	5.7	5.9	4.6	4.5				
KEYS	Corpus Christi	111	1440	1.0	1.00	c	41	6612		Nws/Tk/Spts	600	1.16	4.6	3.8	4.5	3.8	4.1	2.0	2.0	4.0	4.1				
* KGLF	Robstown	11	1510	0.5	0.00		63	9709	230p	Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
* KDAE	Sinton	111	1590	1.0	0.50	b	54	9708	p d2	Oldies			2.1	0.8	1.0	1.9	1.6	0.4	1.0	0.0	1.6				
# AM Stations - 8													# Combos - 6		AM TOTALS										
													13.9	11.6	12.2	11.6	12.0	10.9	13.5	12.0	15.2				
Stations Profiled - 26													# Duopolies - 6		Total Local Commercial Share										
													87.0	86.4	85.2	85.0	84.8	86.8	82.8	85.7					

Other Rulemaking: 104.5, A, Gregory

* Indicates a change since last edition.

Metro Rank: 127

Revenue Rank: 120

Shreveport, LA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 8,200	8,300	8,600	9,200	10,500	12,200	8.3%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	2.5%	\$ 12,500	13,000	13,600	14,300	15,000	4.7%

	1990	1995	2000	Est. Breakout
Revenue/Retail Sales	\$2.84/1,000	\$3.27/1,000	\$3.09/1,000	Local 80%
Revenue/Capita	\$21.88	\$32.05	\$38.55	National 20%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	374.8	380.7	0.3%	380.7	389.1	0.4%
Households	139.3	142.3	0.4%	142.3	148.1	0.8%
Retail Sales	2,887.1	3,727.9	5.2%	3,727.9	4,862.0	5.5%
EBI	4,330.8	4,986.1	2.9%	4,986.1	6,453.6	5.3%

Metro Counties

Bossier, LA	91.5
Caddo, LA	246.6
Webster, LA	42.6

	380.7

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	180.4	37.8	17.9	15.8	26.5	27.7	21.5	33.2
Women (000)	200.3	36.6	17.7	16.0	28.0	30.4	24.4	47.2
Total	380.7	74.5	35.6	31.8	54.4	58.1	45.9	80.4
Percentage	100.0%	19.6%	9.4%	8.3%	14.3%	15.3%	12.1%	21.1%
Per Capita	\$13,097	Median Household		\$26,895	Avg Household		\$35,039	
Ethnic Population:	White 63.0%	Black 36.1%	Asian 0.7%	Hispanic 1.2%				

Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations	4		8	9	12	9	21
Tot 12+	14.7		57.1	71.4	71.8	17.3	89.1
Avg 12+	3.7		7.1	7.9	6.0	1.9	4.2
Tot LCS	16.5		64.1	80.1	80.6	19.4	100.0
Avg LCS	4.1		8.0	8.9	6.7	2.2	4.8

MARKET: Shreveport, LA

METRO RANK: 127

Competitive Overview

Some stations also rated in Texarkana (241).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)					
Calls	License	Class	Freq	(kW)						Price	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
KLKL	Benton	A	92.1	6.0	325	b	Camp, Cary D.	82	9402	368	350	0.74	3.8	3.7	5.2	3.3	3.1	2.9	3.4	3.0	4.5
KITT	Shreveport	C	93.7	95.0	1011	d	Progressive United	68	9402	1,650	975	1.15	6.8	5.5	4.1	6.6	7.3	6.0	5.6	7.4	5.8
KRUF	Shreveport	C	94.5	99.0	1096	d	Progressive United	48	9610	3,000	850	1.24	5.5	7.9	7.6	10.7	7.9	7.3	4.9	4.2	3.7
*KASO	Minden	C2	95.7	50.0	469	c	Miller Bcstg Inc	78	9608				na	Country/Old	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KVKI	Shreveport	C1	96.5	95.0	797	d	Progressive United	59	9008	1,500	2,475	1.62	12.2	8.5	10.3	10.3	8.9	11.6	11.2	10.4	11.4
KTAL	Texarkana	C	98.1	100.0	1362		WEHCO Media	45			700	1.12	5.0	3.7	3.3	3.5	5.2	3.7	5.2	4.8	4.5
KTUX	Carthage	C1	98.9	100.0	720		KTUX Inc	85			550	0.88	5.0	4.3	3.5	2.9	2.5	4.8	4.7	5.2	3.7
KMJJ	Shreveport	C2	99.7	50.0	463		SunGroup Inc	76	8910		1,500	0.66	18.3	16.8	15.9	13.6	17.0	15.2	14.4	18.2	19.0
KRMD	Shreveport	C	101.1	98.0	1119	a	Capstar Bcstg Ptrs	48	9708		2,750	1.44	15.3	15.2	12.4	11.5	13.9	15.4	15.9	14.2	10.3
KDKS	Haughton	A	103.7	6.0	328	b	Camp, Cary D.	93			600	0.47	10.3	8.5	9.1	8.8	7.3	9.8	11.4	6.4	9.9
KNCB	Vivian	A	105.3	1.4	459	e	North Caddo Bcstg Co	96						0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KMHN	Haynesville	A	105.5	3.0	203		Hawkins Bcstg Co	84						0.0	0.0	0.4	0.0	0.4	0.0	0.0	0.0
# FM Stations -		12	# Combos -		8	FM TOTALS							82.2	74.1	71.8	71.2	73.5	76.7	76.7	73.8	72.8

AM Stations

City of		FCC	Day		Night	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)						
Calls	License	Class	Freq	(kW)	(kW)					Price	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
KEEL	Shreveport	II	710	50.0	5.00	d	Progressive United	22	9402		650	0.78	6.7	5.9	5.8	6.8	5.6	6.0	5.8	6.2	6.5	
KOKA	Shreveport	III	980	5.0	0.00	b	Camp, Cary D.	50	8910	175	aw	Gospel	400	0.47	6.8	4.9	6.4	6.4	7.5	5.2	4.5	7.4
KBCL	Bossier City	II	1070	0.3	0.00		Results Unlimited	57	8306	220		Religion	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KWKH	Shreveport	I	1130	50.0	50.00	d	Progressive United	25	9610	1,500		Nws/Tk/Cnty	600	1.55	3.1	2.6	2.7	3.1	2.9	1.5	3.6	3.2
KASO	Minden	IV	1240	1.0	1.00	c	Miller Bcstg Inc	52	9608			na	Country/Old	0.2	0.4	0.0	0.4	0.4	0.0	0.4	0.0	
KFLO	Shreveport	III	1300	5.0	0.03		Moore, A. T.	75	7706			Gospel	0.3	0.6	0.4	0.8	0.6	0.0	0.4	0.0	0.4	
KNCB	Vivian	III	1320	5.0	0.06	e	North Caddo Bcstg Co	66					Country	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	
KRMD	Shreveport	IV	1340	1.0	1.00	a	Capstar Bcstg Ptrs	28	9708		100	1.00	0.8	0.8	0.8	1.2	0.4	0.8	0.4	1.0	0.9	
KIOU	Shreveport	III	1480	1.0	0.13		Metropolitan Radio	89	9707	71		Gospel	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -		9	# Combos -		6	AM TOTALS							17.9	15.2	17.3	18.7	17.4	14.9	13.0	18.8	18.8	
Stations Profiled -		21	# Duopolies -		4	Total Local Commercial Share							89.3	89.1	89.9	90.9	91.6	89.7	92.6	91.6		

Docket 80-90 Allocations: 102.9, C, Shreveport

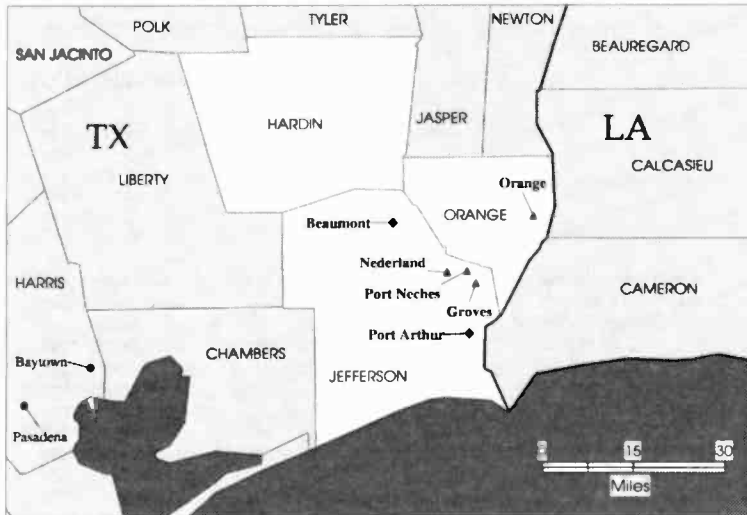
* Indicates a change since last edition.

METRO RANK: 127

Metro Rank: 128

Revenue Rank: 133

Beaumont-Port Arthur, TX Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 6,700	6,700	7,200	7,800	8,900	9,100	6.3%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	21.4%	\$ 11,100	11,700	12,500	13,200	14,100	6.3%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$2.60/1,000	\$2.76/1,000	\$3.54/1,000	Local	86%		
Revenue/Capita	\$18.66	\$24.25	\$37.59	National	14%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	359.1	375.3	0.9%	375.3	375.1	0.0%
Households	133.5	139.0	0.8%	139.0	140.8	0.3%
Retail Sales	2,578.5	3,294.6	5.0%	3,294.6	3,982.5	3.9%
EBI	4,748.4	5,055.7	1.3%	5,055.7	6,079.9	3.8%

Metro Counties

Hardin, TX	47.1
Jefferson, TX	243.2
Orange, TX	85.0

	375.3

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	182.0	36.3	17.5	14.9	26.2	28.4	22.4	36.4
Women (000)	193.3	34.4	16.7	15.0	26.9	28.9	23.7	47.8
Total	375.3	70.7	34.2	29.8	53.0	57.3	46.1	84.2
Percentage	100.0%	18.8%	9.1%	7.9%	14.1%	15.3%	12.3%	22.4%
Per Capita	\$13,471	Median Household		\$28,872	Avg Household		\$36,372	
Ethnic Population:	White 73.3%	Black 24.6%	Asian 1.9%	Hispanic 4.7%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations			10	5	10	9	19
Tot 12+			56.4	42.6	56.4	14.4	70.8
Avg 12+			5.6	8.5	5.6	1.6	3.7
Tot LCS			79.7	60.2	79.7	20.3	100.0
Avg LCS			8.0	12.0	8.0	2.3	5.3

MARKET: Beaumont-Port Arthur, TX

METRO RANK: 128

Competitive Overview

Some stations also rated in Houston (9).

FM Stations

City of		FCC	Power		Year	Date	Sales Price		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)															
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	(000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993					
KTFA	Groves	C2	92.5	50.0	440	d	City Gate Media Inc	83				ChrContemp	550	1.21	4.1	3.9	3.7	3.8	2.0	2.2	3.1	3.6	3.5					
KLTN	Port Arthur	C	93.3	100.0	1952		Heftel Bcstg Corp	92	9702	See (9)		Spanish	n/a		0.4	0.9	1.3	0.6	0.0	0.0	0.0	0.4	0.0					
KQXY	Beaumont	C	94.1	100.0	cp 1099	e	Petracom Equity Ptrs	66	9312	700	c1	CHR	1,150	0.93	11.2	8.8	8.0	7.7	8.1	8.5	7.5	2.7	3.5					
KYKR	Beaumont	C1	95.1	100.0	cp 463	a	Capstar Bcstg Ptrs	69	9707		g1	Country	2,100	1.42	13.4	9.8	11.9	10.0	8.8	12.6	11.1	9.7	13.9					
KAYD	Beaumont	C	97.5	100.0	cp 1200	c	Petracom Equity Ptrs	48	9001	1,200	c2	Country	2,700	1.28	19.1	11.3	9.5	12.4	14.5	9.8	12.5	9.3	11.9					
KHYS	Port Arthur	C	98.5	100.0	1952	b	Faith Bcstg LP	63	9412	See (9)		Dance	n/a		6.9	2.0	3.2	4.9	4.8	4.3	9.9	12.4	7.9					
KTCX	Beaumont	C2	102.5	50.0	492		Pacific Broadcasting	96	9609		st	DARK			0.0	7.0	6.3	0.0	0.0	0.0	0.0	0.0	0.0					
KKMY	Orange	C	104.5	100.0	cp 1099	a	Capstar Bcstg Ptrs	72	9707		g1	AC	1,400	0.94	13.5	8.6	6.7	10.9	8.1	6.1	7.1	8.2	5.1					
K10C	Orange	C	106.1	100.0	1060		Capstar Bcstg Ptrs	77	9707		g1	CHR	750	0.98	6.9	4.1	5.2	4.1	5.7	5.4	4.0	6.5	8.4					
KXTJ	Beaumont	C	107.9	100.0	1952		El Dorado Comm	67	9305	3,700		Spanish	n/a		0.4	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0					
# FM Stations - 10																# Combos - 6		FM TOTALS		75.9	56.4	55.8	55.0	52.0	48.9	55.2	52.8	54.2

AM Stations

City of		FCC	Day Power		Night Power	Year	Date	Sales Price		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)														
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	(000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993					
KLVI	Beaumont	111	560	5.0	5.00	a	Capstar Bcstg Ptrs	24	9707		g1	News/Talk	1,800	1.65	9.9	7.0	9.3	6.0	7.9	9.5	9.0	6.3	9.0					
KZZB	Beaumont	11	990	1.0	1.00		Martin Bcstg Inc	47	9208	70		Gospel	100	0.48	1.9	0.7	0.6	1.5	1.1	1.1	2.6	0.8	5.3					
KUHD	Port Neches	111	1150	0.5	0.06		Vision Latina Bcstg	59	9612		nc	DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
KALO	Port Arthur	111	1250	5.0	1.00	b	Faith Bcstg LP	34	9412		c3	Gospel/R&B	400	0.41	8.9	4.8	5.0	5.6	7.0	6.3	5.0	6.1	2.2					
KOLE	Port Arthur	1V	1340	1.0	1.00	d	City Gate Media Inc	47	9510	80		Chrstn Talk			0.0	0.0	0.9	0.0	0.0	2.6	2.1	2.1	4.4					
KJUS	Beaumont	111	1380	1.0	0.13		Covenant Media Svcs	47	9411		na	Religion			2.0	0.7	1.1	0.6	2.2	0.0	0.0	0.0	0.0					
KAYD	Beaumont	1V	1450	1.0	1.00	c	Petracom Equity Ptrs	38	9001		c2	Country			0.4	0.5	0.2	0.4	0.2	0.0	0.0	0.0	0.4					
KQHN	Nederland	11	1510	5.0	0.00	e	Petracom Equity Ptrs	69	9312		c1	News/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
KOGT	Orange	111	1600	1.0	1.00		G-CAP Communications	48	9208	250		Country	100	1.01	0.9	0.7	0.6	0.0	1.3	0.4	1.2	1.5	0.0					
# AM Stations - 9																# Combos - 5		AM TOTALS		24.0	14.4	17.7	14.1	19.7	19.9	19.9	16.8	21.3
Stations Profiled - 19																# Duopolies - 4		Total Local Commercial Share		70.8	73.5	69.1	71.7	68.8	75.1	69.6	75.5	

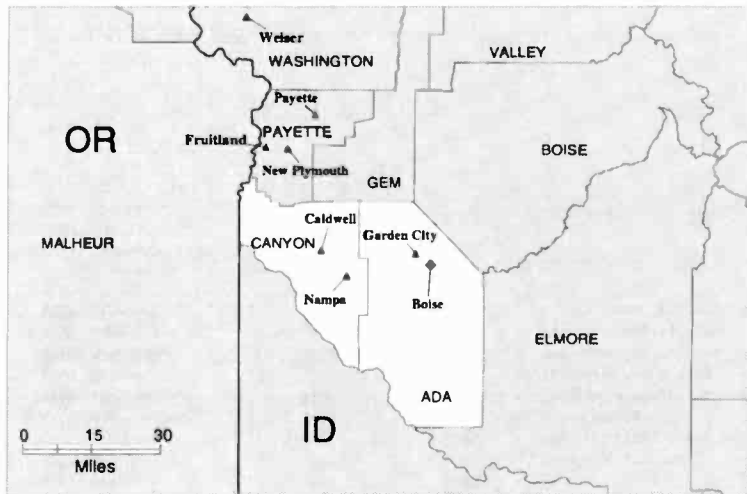
METRO RANK: 128



Metro Rank: 129

Revenue Rank: 108

Boise, ID Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 8,700	9,000	9,400	10,000	12,100	13,000	8.4%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	10.0%	\$ 14,300	14,900	15,800	16,600	17,500	5.2%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.30/1,000	\$3.44/1,000	\$3.14/1,000	Local	85%		
Revenue/Capita	\$29.17	\$35.46	\$41.21	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	298.3	366.6	4.2%	366.6	424.7	3.0%
Households	109.7	134.7	4.2%	134.7	157.8	3.2%
Retail Sales	2,022.4	3,776.8	13.3%	3,776.8	5,565.7	8.1%
EBI	3,758.0	5,594.6	8.3%	5,594.6	8,168.2	7.9%

Metro Counties

Ada, ID	256.7
Canyon, ID	109.9

	366.6

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	181.0	37.4	17.8	15.5	27.2	31.4	22.0	29.6
Women (000)	185.6	35.6	17.0	15.4	27.1	31.3	21.9	37.3
Total	366.6	73.1	34.8	30.9	54.3	62.8	43.9	66.9
Percentage	100.0%	19.9%	9.5%	8.4%	14.8%	17.1%	12.0%	18.3%
Per Capita	\$15,261	Median Household		\$33,505	Avg Household		\$41,534	
Ethnic Population:	White 97.2%	Black 0.4%	Asian 1.6%	Hispanic 6.7%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations			14	10	14	10	24
Tot 12+			65.4	60.5	65.4	18.4	83.8
Avg 12+			4.7	6.1	4.7	1.8	3.5
Tot LCS			78.0	72.2	78.0	22.0	100.0
Avg LCS			5.6	7.2	5.6	2.2	4.2

Competitive Overview

FM Stations

													Arbitron 12+ Metro Shares (see rights)												
City of		FCC	Power		Year		Date		Sales		1996		Avg '96												
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price	LMA	Format	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
													1997	1996	1996	1995	1995	1994	1994	1993					
• K1ZN	Boise	C	92.3	54.2	cp	2500	d	Citadel Comm Corp	68	9709	29,000p	d4	Country	1,200	0.81	10.3	9.2	9.4	7.8	9.8	10.1	9.4	7.0	8.0	
• KZMG	New Plymouth	C	93.1	50.0		2631	d	Citadel Comm Corp	82	9709		p d4	CHR	900	0.62	10.1	9.2	10.5	9.0	8.4	9.1	8.0	8.9	8.5	
	KBXL	Caldwell	C	94.1	40.0		2569	e	KSPD Inc	61	8906	200				0.4	0.6	0.9	0.7	0.0	0.0	0.7	0.0	0.5	
	KFXD	Nampa	C	94.9	49.0		2694	b	Douleddee Bcstg	75	8606	1,200	c1	AAA	500	0.92	3.8	2.5	2.4	3.6	3.0	1.0	2.7	2.4	2.1
• KKGL	Nampa	C	96.9	44.0		2520	d	Citadel Comm Corp	77	9709		p d4	Clsc Rock	500	0.74	4.7	2.5	2.0	2.4	5.6	3.4	4.1	2.9	1.6	
• KQFC	Boise	C	97.9	47.0		2500	d	Citadel Comm Corp	60	9709		p d4	Country	1,700	1.06	11.2	7.4	8.8	10.9	8.4	10.6	11.3	7.7	14.9	
	KWEI	Fruitland	C1	99.5	8.0		2635		Treasure Valley Bctg	94						0.9	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	
	KQXR	Payette	C1	100.3	100.0		705	c	Amer General Media	78	9611	5,100	d2	Alternative	350	0.56	4.4	4.9	4.6	5.9	1.6	3.2	3.6	2.4	4.1
	KARO	Caldwell	C	103.3	54.0		2579	a	Jacor Comm Inc	82	9701	11,000	d3	Clsc Rock	900	0.95	6.6	6.1	3.9	3.6	7.7	8.8	1.2	7.5	5.7
	KLTB	Boise	C	104.3	52.0		2579	a	Jacor Comm Inc	79	9701		d3	Oldies	1,000	1.30	5.4	5.7	4.2	5.0	4.2	5.7	5.3	6.8	6.2
	KJOT	Boise	C	105.1	53.0		2589	c	Amer General Media	79	9611		d2	Clsc Rock	1,600	2.03	5.5	4.5	6.4	5.5	4.0	3.9	7.5	9.7	7.1
	KCIX	Garden City	C	105.9	49.0		2700	a	Jacor Comm Inc	85	9708	8,000	d5	Hot AC	1,400	1.69	5.8	6.1	6.8	5.5	4.4	7.9	6.7	8.7	8.2
	KCID	Caldwell	C	107.1	49.0		2654	c	Amer General Media	83	9602			Country			0.3	1.8	0.0	0.5	0.0	0.0	0.0	0.7	0.0
	KXLT	Eagle	C	107.9	45.0		2684	a	Jacor Comm Inc	94	9708		d5	Lite AC	600	0.81	5.2	4.9	4.6	4.0	4.9	5.2	4.8	0.0	0.0
													74.6	65.4	64.5	64.4	63.6	68.9	65.3	64.7	66.9				
# FM Stations - 14						# Combos - 13						FM TOTALS													

AM Stations

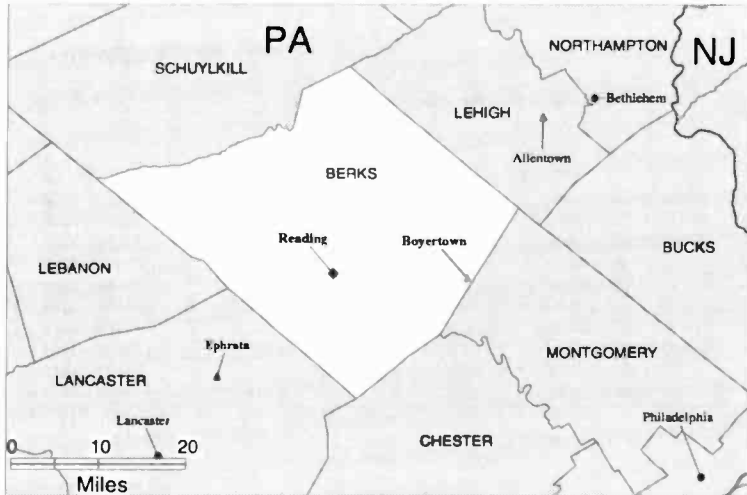
													Arbitron 12+ Metro Shares (see rights)												
City of		FCC	Power		Year		Date		Sales		1996		Avg '96												
Calls	License	Class	Freq	(kW)	Day	Night	C	Owner	Std	Acq	Price	LMA	Format	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
													1997	1996	1996	1995	1995	1994	1994	1993					
• KFXD	Nampa	III	580	5.0		5.00	b	Jacor Comm Inc	20	9710	1,300p		Nws/Tk/Spts	150	0.95	1.1	0.4	1.1	1.2	0.7	0.0	1.9	1.7	0.0	
	KIDO	Boise	III	630	5.0		5.00	a	Jacor Comm Inc	28	9701		d3	News/Talk	1,450	1.01	10.0	8.0	9.6	9.0	8.1	7.9	7.0	7.2	5.9
• KBOI	Boise	II	670	50.0		50.00	d	Citadel Comm Corp	47	9709		p d4	FullService	1,400	1.36	7.2	5.9	5.3	6.4	6.0	3.9	7.5	6.5	8.2	
	KBSU	Boise	II	730	15.0		0.50		ID State Bd of Educ	55				Jazz			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	KSPD	Boise	III	790	1.0		0.00	e	KSPD Inc	59	8303	200		Chrstrn Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.9	
	KKIC	Boise	III	950	3.5		0.04		Western Pacific Inc	61	9512	102		Religion			0.0	0.0	0.7	0.0	0.0	0.0	1.2	0.0	
	KBGN	Caldwell	II	1060	10.0		0.00		Wilson, N. & K.	60	8909	188		Christian			0.7	0.0	0.0	1.2	0.5	0.0	1.0	0.9	
	KGEM	Boise	II	1140	10.0		10.00	c	Amer General Media	46	9611		d2	Nostalgia	300	0.42	5.0	2.5	5.3	4.3	4.2	3.9	2.7	3.1	3.4
	KTIK	Nampa	IV	1340	5.0	cp	0.60		Ryan, Tim, Trustee	62	9512			Sports/Talk	200	0.93	1.5	1.6	1.1	1.0	1.6	0.0	0.0	0.0	
• KCID	Caldwell	IV	1490	1.0		1.00	c	Amer General Media	47	9708		p nc	AC			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
													25.5	18.4	23.1	21.9	21.8	16.2	19.1	21.2	19.3				
# AM Stations - 10						# Combos - 6						AM TOTALS													
Stations Profiled - 24						# Duopolies - 8						Total Local Commercial Share													
													83.8	87.6	86.3	85.4	85.1	84.4	85.9	86.2					

• Indicates a change since last edition.

Metro Rank: 130

Revenue Rank: 165

Reading, PA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 5,600	5,700	5,900	6,400	7,300	7,600	6.3%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	11.8%	\$ 8,500	8,900	9,400	9,900	10,400	5.2%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$2.18/1,000	\$2.33/1,000	\$2.73/1,000	Local	75%		
Revenue/Capita	\$16.53	\$21.72	\$29.08	National	25%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	Growth			Growth		
	1990	1995	Rate	1995	2000	Rate
MSA Population	338.8	349.9	0.6%	349.9	357.6	0.4%
Households	128.5	133.0	0.7%	133.0	137.7	0.7%
Retail Sales	2,563.7	3,261.2	4.9%	3,261.2	3,810.0	3.2%
EBI	4,699.9	5,493.3	3.2%	5,493.3	6,341.2	2.9%

Metro Counties

Berks, PA	349.9

	349.9

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	169.6	28.8	13.4	15.1	25.4	27.4	21.3	38.3
Women (000)	180.3	27.4	12.8	15.6	24.7	27.6	22.3	49.9
Total	349.9	56.2	26.3	30.7	50.0	55.0	43.5	88.2
Percentage	100.0%	16.1%	7.5%	8.8%	14.3%	15.7%	12.4%	25.2%
Per Capita	\$15,700	Median Household		\$35,325	Avg Household		\$41,303	
Ethnic Population:	White 95.2%	Black 3.5%	Asian 1.1%	Hispanic 6.3%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations		4		1	4	3	7
Tot 12+		34.6		18.6	34.6	11.2	45.8
Avg 12+		8.7		18.6	8.7	3.7	6.5
Tot LCS		75.5		40.6	75.5	24.5	100.0
Avg LCS		18.9		40.6	18.9	8.2	14.3

MARKET: Reading, PA

METRO RANK: 130

Competitive Overview

Some stations also rated in Allentown (65) and Lancaster (110).

FM Stations

													Arbitron 12+ Metro Shares (see rights)											
City of		FCC	Power		Year		Date		Sales		1996		Avg '96		Spring		Fall		Spring		Fall			
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price	LMA	Format	Revenue	Power	Local	1997	1996	1996	1995	1995	1994	1994	1993	
• WLEV	Allentown	B	100.7	11.0	1073		Citadel Comm Corp	47	9710	See (65)		Mix AC	n/a		10.5	5.8	4.2	5.7	4.3	3.1	3.3	2.5	0.0	
WRFY	Reading	B	102.5	19.0	807	a	Clear Channel Comm	62	9607		g1	CHR	6,300	2.00	37.0	18.6	20.4	16.9	18.8	18.8	18.7	20.3	17.9	
WIOV	Ephrata	B	105.1	25.0	696	b	Brill Media Co	62	8501	See (110)		Country	n/a		18.5	8.3	6.5	7.9	10.0	13.5	11.6	6.8	9.0	
WBYN	Boyertown	B	107.5	30.0	610		WDAC Radio Co Inc	60	9111	4,300		Christian	500	1.43	4.1	1.9	1.0	1.0	3.1	0.8	2.4	2.1	1.3	
# FM Stations - 4													# Combos - 2		FM TOTALS									
													70.1	34.6	32.1	31.5	36.2	36.2	36.0	31.7	28.2			

AM Stations

													Arbitron 12+ Metro Shares (see rights)												
City of		FCC	Day		Night		Year		Date		Sales		1996		Avg '96		Spring		Fall		Spring		Fall		
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	Price	LMA	Format	Revenue	Power	Local	1997	1996	1996	1995	1995	1994	1994	1993		
WEEU	Reading	II	850	1.0	1.00		WEEU Bcstg Co	31	4612			FullService	925	0.59	18.6	7.9	10.7	9.8	8.0	11.2	13.8	10.1	12.4		
WIOV	Reading	IV	1240	1.0	1.00	b	Brill Media Co	46	8108	1,900		Talk	350	6.86	0.6	0.6	0.8	0.0	0.6	0.0	0.0	0.8	1.3		
WRAW	Reading	IV	1340	1.0	1.00	a	Clear Channel Comm	22	9607		g1	Nostalgia	400	0.44	10.7	2.7	6.3	3.8	6.7	3.3	5.1	3.5	4.6		
# AM Stations - 3													# Combos - 2		AM TOTALS										
													29.9	11.2	17.8	13.6	15.3	14.5	18.9	14.4	18.3				
Stations Profiled - 7													Total Local Commercial Share		45.8	49.9	45.1	51.5	50.7	54.9	46.1	46.5			

• Indicates a change since last edition.

METRO RANK: 130

Metro Rank: 131

Revenue Rank: 96

Reno, NV Market Overview



Metro Counties

Carson City, NV	47.1
Washoe, NV	296.8

	343.9

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 11,000	11,000	11,500	11,800	13,100	14,300	5.4%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	10.5%	\$ 15,800	16,600	17,600	18,600	19,800	5.8%
Revenue/Retail Sales	1990	1995	2000	Est. Breakout			
	\$3.65/1,000	\$3.27/1,000	\$3.23/1,000	Local	85%		
Revenue/Capita	\$36.54	\$41.58	\$50.99	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	301.0	343.9	2.7%	343.9	388.3	2.5%
Households	120.6	137.1	2.6%	137.1	156.0	2.6%
Retail Sales	3,013.2	4,373.7	7.7%	4,373.7	6,122.8	7.0%
EBI	4,489.0	6,443.8	7.5%	6,443.8	8,912.0	6.7%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	174.9	29.4	12.1	16.0	29.9	32.5	24.2	31.0
Women (000)	169.0	27.5	11.5	14.7	27.3	30.5	22.7	34.9
Total	343.9	56.8	23.6	30.6	57.2	63.0	46.8	65.9
Percentage	100.0%	16.5%	6.9%	8.9%	16.6%	18.3%	13.6%	19.2%
Per Capita	\$18,737	Median Household		\$37,912	Avg Household		\$47,001	
Ethnic Population:	White 91.2%	Black 2.4%	Asian 4.3%	Hispanic 11.0%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	2	1	13	12	16	10	26
Tot 12+	8.4	0.0	61.0	61.3	69.4	21.7	91.1
Avg 12+	4.2	0.0	4.7	5.1	4.3	2.2	3.5
Tot LCS	9.2	0.0	67.0	67.3	76.2	23.8	100.0
Avg LCS	4.6	0.0	5.2	5.6	4.8	2.4	3.8

Competitive Overview

FM Stations

										Arbitron 12+ Metro Shares (see rights)											
City of		FCC	Power		Year		Sales		1996		Avg '96		Spring		Fall		Spring		Fall		
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Date	Price	Revenue	Power	Local	1997	1996	1996	1995	1995	1994	1994	1993
KSRN	Sparks	A	92.1	4.1	390		Miller, Vernon	93	9608	480	275	0.36	4.8	4.1	4.7	3.0	5.5	4.3	3.8	3.4	5.4
*KNHK	Reno	C	92.9	45.0	2654	c	Citadel Comm Corp	90	9707	1,300			0.0	6.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KBYA	Fair Oaks	B1	94.7	25.0	cp 325		Entercom	70	9707	15,900p	n/a		4.2	0.0	5.6	3.2	4.2	2.7	6.1	2.9	2.4
KNEV	Reno	C	95.5	60.0	2280	c	Citadel Comm Corp	53	9304	500	1,600	1.23	8.2	4.7	5.8	8.4	6.2	3.6	6.1	4.8	4.6
KRZQ	Tahoe City	C1	96.5	6.1	cp 2963	f	Americom	85	9603	1,225	550	0.92	3.8	4.7	5.6	3.4	3.3	4.3	2.9	5.0	3.9
KWNZ	Carson City	C	97.3	87.1	2114	e	Capstar Bcstg Ptrs	72	9703	p g1	850	0.69	7.8	5.3	9.4	6.1	7.7	6.7	8.1	8.1	6.1
KBUL	Carson City	C	98.1	72.0	2293	c	Citadel Comm Corp	85	9212	1,300	3,000	1.34	14.2	11.3	8.2	14.1	11.1	11.9	8.1	12.7	10.8
KTHX	Incline Village	C2	100.1	0.8	cp 2956	d	Americom	83	9604	1,900	700	2.33	1.9	3.8	1.1	1.9	1.5	6.0	5.4	3.4	4.1
KLCA	Sparks	A	100.9	6.0	203	d	Americom	83	9604	c2	400	0.97	2.6	4.3	2.6	1.7	2.9	3.8	1.1	2.3	2.4
KRNV	Reno	C3	101.7	11.0	492		Sunbelt Media	86	9508	600	450	1.24	2.3	3.0	2.4	2.1	2.0	2.7	0.0	6.6	3.7
KZZF	S. Lake Tahoe	C2	102.9	1.0	2795	a	Great Basin Bcstg	66	9311	st			0.0	0.4	0.6	0.0	0.0	0.0	0.0	0.0	0.0
KODS	Carnelian	C1	103.7	5.9	2986	f	Americom	70	8508	495	1,000	1.19	5.3	6.4	5.4	4.2	5.3	4.3	4.0	3.6	5.6
KDOT	Reno	C	104.5	25.0	2930	b	Lotus Comm Corp	66	9305	600	900	1.02	5.6	3.0	4.3	5.9	4.0	4.7	3.6	4.3	5.6
KOZZ	Reno	C	105.7	75.0	2179	b	Lotus Comm Corp	69	7801		1,900	1.37	8.8	6.2	5.2	5.9	9.7	8.1	8.7	8.1	6.7
KRNO	Reno	C	106.9	37.0	2989	e	Capstar Bcstg Ptrs	74	9703	p g1	1,200	1.04	7.3	4.5	7.9	5.9	7.1	7.6	8.3	5.4	6.1
KHWG	Kings Beach	C3	107.7	0.2	cp 2868		Miller, Vernon	94	9603	300			0.7	0.9	0.4	0.6	0.7	0.4	0.0	0.0	0.0
													77.5	69.4	69.2	66.4	71.2	71.1	66.2	70.6	67.4

AM Stations

										Arbitron 12+ Metro Shares (see rights)											
City of		FCC	Power		Year		Sales		1996		Avg '96		Spring		Fall		Spring		Fall		
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Date	Price	Revenue	Power	Local	1997	1996	1996	1995	1995	1994	1994	1993
KHIT	Reno	III	630	5.0	1.00	b	Lotus Comm Corp	28	9512	350			0.2	0.9	0.6	0.4	0.0	0.0	0.0	0.0	8.7
KKOH	Reno	II	780	50.0	50.00	c	Citadel Comm Corp	70	9212		1,600	0.98	10.3	11.1	10.3	9.1	9.1	8.5	12.3	8.8	4.6
KQLO	Reno	III	920	4.6	cp 1.00		Universal Bcstg Inc	46	9506	325	250	1.05	1.5	1.1	1.3	1.5	1.1	0.0	0.9	1.8	1.5
KCBN	Reno	IV	1230	0.8	0.82	e	Capstar Bcstg Ptrs	63	9703	p g1	150	0.22	4.4	4.1	3.0	3.6	4.2	3.8	5.4	2.9	4.3
KPLY	Sparks	III	1270	5.0	5.00	d	Americom	60	9604	c2	350	0.76	2.9	1.9	3.4	3.4	1.8	2.9	0.9	1.8	1.3
KPTL	Carson City	III	1300	5.0	0.50	a	Great Basin Bcstg	55	8809	567	100	0.63	1.0	0.0	0.0	0.8	0.9	0.0	0.0	0.5	1.1
KXEQ	Reno	IV	1340	1.0	0.98		Collantes, Rolando	46	9110	30			1.9	2.6	0.9	2.5	0.9	0.0	0.0	0.7	0.0
KPTT	Reno	IV	1450	1.0	1.00	b	Lotus Comm Corp	55	6709				0.1	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0
KXTO	Reno	II	1550	2.5	0.09		First Bcstg of NV	89					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KIHM	Sun Valley	III	1590	5.0	0.00		Thoms Aquinas School	84	9612	165			0.2	0.0	0.0	0.4	0.0	0.4	0.2	0.0	0.0
													22.5	21.7	19.7	21.9	18.0	15.6	19.7	16.5	21.5

Stations Profiled - 26

Duopolies - 8

Total Local Commercial Share

91.1 88.9 88.3 89.2 86.7 85.9 87.1 88.9

* Indicates a change since last edition.

Metro Rank: 132

Revenue Rank: 125

Quad Cities, IA-IL Market Overview



Metro Counties

Scott, IA	156.7
Henry, IL	51.8
Rock Island, IL	150.2

	358.7

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 10,000	9,500	10,100	10,500	11,800	12,100	3.9%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	0.0%	\$ 12,100	12,500	13,000	13,600	14,300	4.3%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.69/1,000	\$3.48/1,000	\$3.53/1,000	Local	90%		
Revenue/Capita	\$28.70	\$33.73	\$39.77	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	348.4	358.7	0.6%	358.7	359.6	0.1%
Households	135.2	140.5	0.8%	140.5	143.5	0.4%
Retail Sales	2,712.4	3,474.9	5.1%	3,474.9	4,051.1	3.1%
EBI	5,178.8	5,183.3	0.0%	5,183.3	6,153.8	3.5%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	174.0	33.3	16.2	14.5	24.5	28.7	22.5	34.4
Women (000)	184.7	31.7	15.5	15.0	25.2	28.9	23.1	45.2
Total	358.7	65.0	31.7	29.4	49.7	57.6	45.6	79.6
Percentage	100.0%	18.1%	8.8%	8.2%	13.9%	16.1%	12.7%	22.2%
Per Capita	\$14,450	Median Household		\$30,707	Avg Household		\$36,892	
Ethnic Population:	White 92.8%	Black 6.1%	Asian 0.9%	Hispanic 4.2%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	5	2	5	8	12	7	19
Tot 12+	6.0	14.1	43.4	62.9	63.5	18.5	82.0
Avg 12+	1.2	7.1	8.7	7.9	5.3	2.6	4.3
Tot LCS	7.3	17.2	52.9	76.7	77.4	22.6	100.0
Avg LCS	1.5	8.6	10.6	9.6	6.5	3.2	5.3

Competitive Overview

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)										
Calls	License	Class	Freq	(kW)				Std	Acq	Price	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall				
										(000)	(000)	Ratio	Comm Sh	1997	1996	1996	1995	1995	1994	1994	1993				
KORB	Bettendorf	A	93.5	6.0	cp	299	c	Connoisseur Comm	84	9606	633	Alternative	400	0.58	5.7	5.4	4.5	4.4	4.7	6.2	0.9	1.3	1.1		
WJRE	Kewanee	A	93.9	3.1		453	b	Viriden Bcstg Corp	66	9412	400	c3 Lite Rock			0.0	0.0	0.5	0.0	0.0	0.4	0.0	0.0	0.0		
KMXG	Clinton	C1	96.1	100.0		981	a	Sconnix Bcstg Co	74	9512	11,000	c5 Hot AC	850	0.98	7.2	5.6	7.0	6.3	5.1	5.3	7.2	6.1	6.7		
WXLP	Moline	B	96.9	50.0		499	c	Connoisseur Comm	70	9401	2,925	c2 AOR	1,400	1.31	8.8	5.8	8.4	7.7	6.3	7.2	14.8	14.0	11.2		
WHTS	Rock Island	B	98.9	12.5		981	d	Dudley, William III	47	9505	1,500	c4 CHR	600	0.56	8.9	8.3	7.4	6.3	7.8	6.8	8.3	7.7	9.0		
KBOB	Muscatine	C1	99.7	100.0		896	c	Connoisseur Comm	49	9403	1,700	Country	975	1.17	6.9	5.6	6.5	6.1	4.9	6.4	6.9	6.9	2.1		
WLLR	East Moline	C2	101.3	12.5	cp	981	a	Sconnix Bcstg Co	76	8211	1,080	Country	2,900	1.25	19.2	11.9	12.4	14.5	16.1	14.9	17.7	19.2	19.7		
WRMJ	Aledo	A	102.3	3.0		299		Western IL Bcstg Inc	79			Country			0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WVHK	Galva	A	102.5	3.0		328		Coleman Bcstg Co	95			AC	75		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KUUL	Davenport	C	103.7	91.0		1191	a	Sconnix Bcstg Co	48	9512		c5 Oldies	1,400	1.04	11.1	8.7	7.7	8.5	9.2	5.7	8.3	7.3	8.8		
WGEN	Geneseo	A	104.9	3.0		299	c	Connoisseur Comm	77	9608	850	FullService	150	1.55	0.8	0.2	0.2	1.0	0.2	0.0	0.2	0.4	1.1		
KCQQ	Davenport	C1	106.5	100.0	cp	981	a	Sconnix Bcstg Co	66	9508	1,600	Clsc Hits	1,800	1.03	14.5	11.6	10.6	11.7	11.4	11.7	5.4	6.5	10.3		
# FM Stations - 12													# Combos - 10		FM TOTALS		83.1	63.5	65.2	66.5	65.7	64.2	70.1	69.4	70.0

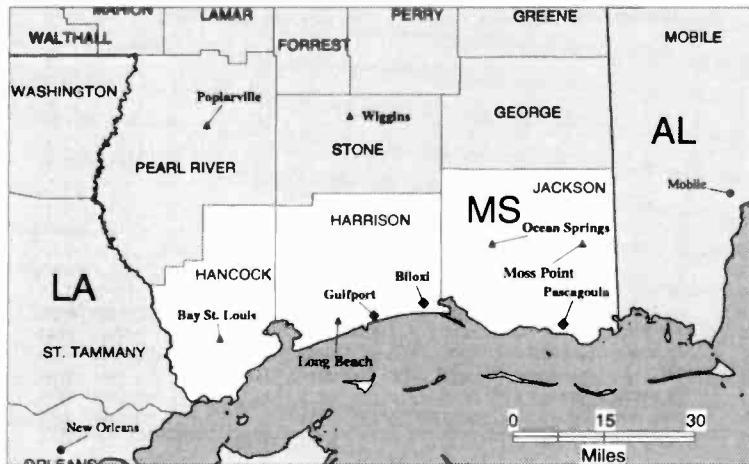
AM Stations

City of		FCC	Day	Night	Power	Power	C	Owner	Year	Date	Sales	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)									
Calls	License	Class	Freq	(kW)	(kW)				Std	Acq	Price	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall			
											(000)	(000)	Ratio	Comm Sh	1997	1996	1996	1995	1995	1994	1994	1993			
KJOC	Davenport	II	1170	1.0	cp	1.00	c	Connoisseur Comm	46	9401		c2 Sports	150	0.95	1.3	2.2	1.8	0.7	1.3	1.3	0.9	0.4	0.4		
WLLR	Moline	IV	1230	1.0		1.00	a	Sconnix Bcstg Co	46	8410	400	Country	100	1.03	0.8	0.7	0.7	1.2	0.0	0.6	0.4	0.4	0.6		
WKBF	Rock Island	III	1270	5.0		5.00	d	Dudley, William III	25	9505		c4 CHR	50	4.13	0.1	6.0	7.2	0.2	0.0	0.9	0.0	0.0	1.3		
WOC	Davenport	III	1420	5.0		5.00	a	Sconnix Bcstg Co	22	9512		c5 Nws/Tk/Spts	1,000	0.72	11.4	6.7	8.1	9.0	9.2	8.9	10.3	9.0	7.3		
WKEI	Kewanee	IV	1450	0.5		1.00	b	Viriden Bcstg Corp	52	9412		c3 Nws/Tk/Spts	125	0.79	1.3	0.9	0.9	1.2	0.9	0.4	1.1	0.8	1.3		
WGEN	Geneseo	II	1500	0.3		0.00		Coleman Bcstg Co	63	9708	30	FullService			0.3	0.2	0.0	0.2	0.2	0.0	0.4	0.2	0.0		
KFQC	Davenport	II	1580	0.5		0.01		Quad City Minority	52	9601	45	Urban	125	0.61	1.7	1.8	0.7	0.7	2.0	3.0	1.6	2.1	1.1		
# AM Stations - 7													# Combos - 5		AM TOTALS		16.9	18.5	19.4	13.2	13.6	15.1	14.7	12.9	12.0
Stations Profiled - 19													# Duopolies - 5		Total Local Commercial Share		82.0	84.6	79.7	79.3	79.3	84.8	82.3	82.0	

Metro Rank: 133

Revenue Rank: 169

Biloxi-Gulfport-Pascagoula, MS Market Overview



Metro Counties

Hancock, MS	39.1
Harrison, MS	183.4
Jackson, MS	129.2

	351.7

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 5,000	4,700	4,900	5,500	6,500	7,500	8.4%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	9.3%	\$ 8,200	8,700	9,300	9,800	10,500	6.4%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$2.83/1,000	\$3.06/1,000	\$3.22/1,000	Local	85%		
Revenue/Capita	\$15.99	\$21.32	\$26.90	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	312.6	351.7	2.4%	351.7	390.4	2.1%
Households	111.9	127.0	2.6%	127.0	144.1	2.6%
Retail Sales	1,765.9	2,447.5	6.7%	2,447.5	3,261.7	5.9%
EBI	3,562.5	4,560.0	5.1%	4,560.0	6,560.4	7.5%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	174.6	34.5	17.3	17.5	26.7	26.6	21.4	30.5
Women (000)	177.1	33.0	16.4	15.3	26.3	27.2	22.4	36.4
Total	351.7	67.5	33.7	32.8	53.0	53.8	43.9	67.0
Percentage	100.0%	19.2%	9.6%	9.3%	15.1%	15.3%	12.5%	19.0%
Per Capita	\$12,966	Median Household		\$28,612	Avg Household		\$35,905	
Ethnic Population:	White 78.1%	Black 19.5%	Asian 2.1%	Hispanic 1.5%				

Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations	4		8	8	12	8	20
Tot 12+	11.4		57.0	54.4	68.4	3.5	71.9
Avg 12+	2.9		7.1	6.8	5.7	0.4	3.6
Tot LCS	15.9		79.3	75.7	95.1	4.9	100.0
Avg LCS	4.0		9.9	9.5	7.9	0.6	5.0

MARKET: Biloxi-Gulfport-Pascagoula, MS

METRO RANK: 133

Competitive Overview

Some stations also rated in Mobile (84).

FM Stations

City of		FCC	Power		Year	Date	Sales	1996		Avg '96	Arbitron 12+ Metro Shares (see rights)											
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Price	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring		
								(000)	(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990	1990		
WXOR	Ocean Springs	A	92.5	6.0	197		Golden Gulf Cst Best	92			0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0		
WMJY	Biloxi	C	93.7	96.0	984	c	Capstar Bcstg Ptrs	66	1,200	1.45	10.1	6.0	7.1	4.1	3.6	5.3	5.0	5.2	8.2			
WJZD	Long Beach	A	94.5	6.0	322		WJZD Inc	94	400	1.16	4.2	7.5	3.0	4.9	2.7	0.0	0.0	0.0	0.0			
WLRK	Gulfport	A	96.7	4.4	384	b	Gulf Coast Radio Ptr	77	2,000	d1	Clsc Rock	425	1.00	5.2	1.3	3.7	6.3	6.0	10.6	4.6	5.6	10.0
WCPR	Wiggins	C2	97.9	50.0	466	b	Gulf Coast Radio Ptr	93	1,650		Alternative	750	0.93	9.8	4.5	6.9	2.5	5.2	2.3	0.0	0.0	
WKNN	Pascagoula	C	99.1	95.0	984	c	Capstar Bcstg Ptrs	64	2,700	p g1	Country	2,700	1.52	21.7	14.9	15.3	13.6	17.5	17.9	15.3	21.3	13.4
WGCH	Gulfport	C3	102.3	16.0	358	d	Dowdy & Dowdy	69	9411	c3	Oldies	550	1.29	5.2	3.4	3.7	3.8	5.8	8.7	4.6	8.2	10.0
WOSM	Ocean Springs	C2	103.1	50.0	459		Cooper, Charles H.	71			Religion	300	0.87	4.2	2.6	3.0	0.8	2.7	0.8	5.0	1.5	0.0
WYOK	Moss Point	C2	104.9	33.0	600		Dowdy, C. Wayne	64	200		Urban	n/a		9.5	6.9	6.7	0.0	1.1	0.0	0.0	0.0	0.0
WXRQ	Pascagoula	C3	105.9	25.0	312	b	Gulf Coast Radio Ptr	76	9705	d1	CHR	375	0.88	5.2	7.5	3.7	6.3	0.8	0.0	0.0	0.0	0.0
WXYK	Gulfport	A	107.1	2.8	400	b	Gulf Coast Radio Ptr	64	9705	d1	Soft Hits	200	1.88	1.3	2.6	0.9	3.3	3.0	3.8	5.7	4.5	3.7
WZXX	Poplarville	C	107.9	92.0	1460	d	Dowdy & Dowdy	66			Country	650	0.60	13.2	11.2	9.3	4.4	4.9	7.6	10.3	9.3	10.8
# FM Stations - 12											# Combos - 8											
FM TOTALS											89.6 68.4 63.3 50.8 53.3 57.0 50.5 55.6 56.1											

AM Stations

City of		FCC	Day	Night	Year	Date	Sales	1996		Avg '96	Arbitron 12+ Metro Shares (see rights)											
Calls	License	Class	Freq	(kW)	C	Owner	Price	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring		
							(000)	(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990	1990			
WVMI	Biloxi	III	570	5.0	1.00		Rainey Radio Inc	50	9512	125	News/Talk	300	0.76	4.8	2.2	3.4	0.0	0.8	1.1	1.1	1.1	5.6
WGPK	Gulfport	II	1130	0.5	0.00		Walk By Faith Minist	75	9604	34	Gospel			2.1	0.0	1.5	0.0	0.8	0.0	0.0	0.7	
WBSL	Bay St. Louis	II	1190	5.0	0.00		Hancock Bcstg	74	8810	237	Talk/Sports			0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	
WGCM	Gulfport	IV	1240	1.0	1.00	d	Dowdy & Dowdy	28	9411	1,100	c3	Country/Old			0.0	0.0	0.0	4.2	1.5	1.1	1.5	
WROA	Gulfport	III	1390	5.0	5.00	d	Dowdy & Dowdy	55	8612		Easy	50	0.34	1.8	1.3	1.3	1.9	1.6	1.5	2.7	1.1	0.4
WGUD	Moss Point	III	1460	1.0	0.37	a	WGUD Stereo Inc	64	8102		DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WXBD	Biloxi	IV	1490	1.0	1.00	b	Gulf Coast Radio Ptr	48	9705		Big Band	50	0.38	1.6	0.0	1.1	1.6	0.0	0.0	0.0	0.0	0.0
WZZJ	Pascagoula	II	1580	5.0	0.05		Judah Bcstg Ntwk Inc	51	9401		Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations - 8											# Combos - 4											
AM TOTALS											10.3 3.5 7.3 3.5 3.2 6.8 6.8 3.3 8.2											
Stations Profiled - 20											# Duopolies - 5											
Total Local Commercial Share											71.9 70.6 54.3 56.5 63.8 57.3 58.9 64.3											

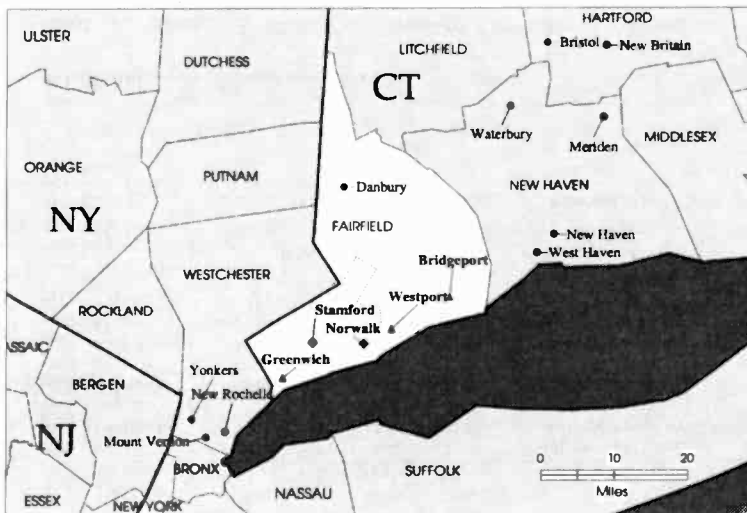
* Indicates a change since last edition.

METRO RANK: 133

Metro Rank: 134

Revenue Rank: 179

Stamford-Norwalk, CT Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 6,400	6,400	6,200	6,400	6,900	7,200	2.4%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	1.4%	\$ 7,300	7,600	7,900	8,300	8,800	4.8%

	1990	1995	2000	Est. Breakout
Revenue/Retail Sales	\$1.96/1,000	\$1.71/1,000	\$1.72/1,000	Local 75%
Revenue/Capita	\$18.92	\$21.16	\$25.88	National 25%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	338.3	340.3	0.1%	340.3	340.0	0.0%
Households	124.7	125.5	0.1%	125.5	126.9	0.2%
Retail Sales	3,260.1	4,222.7	5.3%	4,222.7	5,103.6	3.9%
EBI	7,656.6	9,322.2	4.0%	9,322.2	11,132.7	3.6%

Metro Counties

Fairfield, CT	340.3

	340.3

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	164.3	27.0	12.7	14.1	25.7	27.6	23.7	33.5
Women (000)	176.0	25.6	12.2	13.9	25.8	29.3	25.4	43.7
Total	340.3	52.6	25.0	28.0	51.5	57.0	49.1	77.1
Percentage	100.0%	15.5%	7.3%	8.2%	15.1%	16.7%	14.4%	22.7%
Per Capita	\$27,395	Median Household		\$54,922	Avg Household		\$74,267	
Ethnic Population:	White 86.2%	Black 11.1%	Asian 2.5%	Hispanic 10.2%				

Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations	2	2		2	4	4	8
Tot 12+	7.5	10.3		7.5	17.8	4.8	22.6
Avg 12+	3.8	5.2		3.8	4.5	1.2	2.8
Tot LCS	33.2	45.6		33.2	78.8	21.2	100.0
Avg LCS	16.6	22.8		16.6	19.7	5.3	12.5

MARKET: Stamford-Norwalk, CT

METRO RANK: 134

Competitive Overview

Some stations also rated in Bridgeport (112).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales Price	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
Calls	License	Class	Freq	(kW)									Std	Acq	(000)	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall
WEFX	Norwalk	A	95.9	3.0	299	a	Atlantic Star	66	8910	5,000	c1	Clsc Rock	2,400	2.04	16.1	2.7	3.0	4.2	3.3	3.2	5.1	4.4	3.2	
WKHL	Stamford	A	96.7	3.0	328	b	Atlantic Star	47	9606	9,500	c2	Oldies	2,700	2.04	18.1	4.8	4.5	3.1	5.3	6.6	3.2	4.2	3.5	
WEZN	Bridgeport	B	99.9	27.5	669		Cox Radio Inc	60	9704	See (112)		AC	n/a		17.2	3.8	4.8	4.2	3.8	5.2	6.1	5.1	3.0	
WEBE	Westport	B	107.9	50.0	384		M.L. Media LP	82	8710	12,000		AC	n/a		25.5	6.5	6.1	6.3	5.6	5.7	3.9	5.8	4.1	
# FM Stations -		4		# Combos -		2		FM TOTALS						76.9	17.8	18.4	17.8	18.0	20.7	18.3	19.5	13.8		

AM Stations

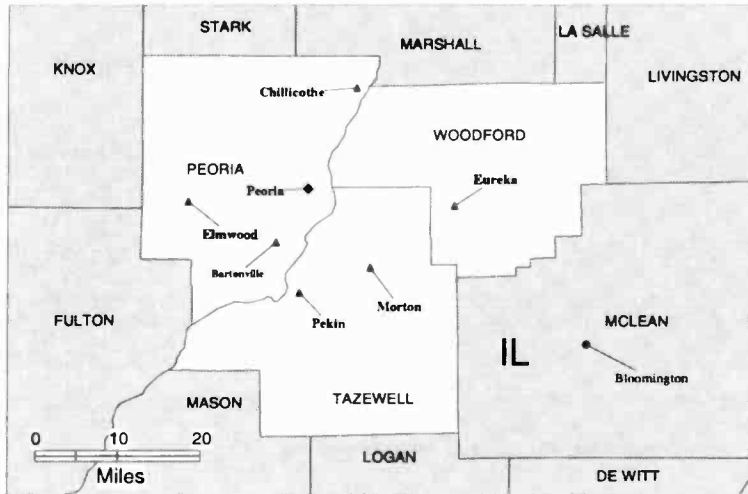
City of		FCC	Day Power		Night Power	C	Owner	Year	Date	Sales Price	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
Calls	License	Class	Freq	(kW)	(kW)								Std	Acq	(000)	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall
WMMM	Westport	III	1260	1.0	0.00		Minuteman Bcstg	59				Oldies	200		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WNLK	Norwalk	III	1350	1.0	0.50	a	Atlantic Star	48	8910		c1	Nws/Tk/Spts	500	2.14	3.2	0.6	0.9	0.8	0.7	1.8	1.7	1.9	3.5	
WSTC	Stamford	IV	1400	0.8	0.78	b	Atlantic Star	41	9606		c2	News/Talk	900	0.78	15.9	2.7	2.4	3.6	3.8	4.8	3.2	2.6	4.8	
WGCH	Greenwich	IV	1490	1.0	1.00		Greenwich Bcstg	64				FullService	600	2.05	4.0	1.5	1.3	1.5	0.4	0.9	3.2	1.6	2.4	
# AM Stations -		4		# Combos -		2		AM TOTALS						23.1	4.8	4.6	5.9	4.9	7.5	8.1	6.1	10.7		
Stations Profiled -		8		# Duopolies -		2		Total Local Commercial Share						22.6	23.0	23.7	22.9	28.2	26.4	25.6	24.5			

METRO RANK: 134

Metro Rank: 135

Revenue Rank: 114

Peoria, IL Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 9,400	9,500	9,600	10,000	10,900	12,900	6.5%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	3.9%	\$ 13,400	13,900	14,600	15,200	16,000	4.5%
Revenue/Retail Sales	1990	1995	2000	Est. Breakout			
	\$3.73/1,000	\$3.82/1,000	\$3.95/1,000	Local	80%		
Revenue/Capita	\$27.80	\$37.46	\$46.28	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	338.1	344.4	0.4%	344.4	345.7	0.1%
Households	129.0	131.9	0.4%	131.9	134.3	0.4%
Retail Sales	2,522.7	3,378.8	6.0%	3,378.8	4,052.8	3.7%
EBI	5,377.1	5,275.5	-0.4%	5,275.5	6,313.2	3.7%

Metro Counties

Peoria, IL	182.6
Tazewell, IL	127.4
Woodford, IL	34.4

	344.4

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	166.6	31.0	16.0	14.7	22.5	27.0	21.6	33.7
Women (000)	177.8	29.4	15.3	14.7	23.5	28.2	22.3	44.5
Total	344.4	60.4	31.3	29.4	46.0	55.2	43.9	78.2
Percentage	100.0%	17.5%	9.1%	8.5%	13.3%	16.0%	12.7%	22.7%
Per Capita	\$15,318	Median Household		\$33,463	Avg Household		\$39,997	
Ethnic Population:	White 90.7%	Black 8.2%	Asian 1.0%	Hispanic 1.2%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	6	5		9	11	5	16
Tot 12+	29.0	37.4		57.8	66.4	16.5	82.9
Avg 12+	4.8	7.5		6.4	6.0	3.3	5.2
Tot LCS	35.0	45.1		69.7	80.1	19.9	100.0
Avg LCS	5.8	9.0		7.7	7.3	4.0	6.3

MARKET: Peoria, IL

METRO RANK: 135

Competitive Overview

FM Stations

											Arbitron 12+ Metro Shares (see rights)												
City of		FCC	Power		Year		Date		Sales		1996		Avg '96										
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
WBGE	Peoria	A	92.3	6.0	148		Banks, Joyce	92			250	0.35	5.3	1.8	4.9	3.8	4.6	3.2	2.9	3.1	4.3		
WPBG	Peoria	B	93.3	40.0	551	b	Midwest TV Inc	47			1,050	0.90	8.7	10.8	5.1	6.9	7.0	8.0	5.9	8.1	8.3		
• WFXF	Chillicothe	A	94.3	6.0	299	a	Kelly Communications	77	9410	525	525	1.00	3.9	3.5	3.1	4.1	2.2	4.3	3.9	0.0	0.9		
WGLO	Pekin	B1	95.5	7.0	620	c	Cromwell Group	71	8507	675	675	0.65	7.8	4.5	5.4	5.5	6.8	6.7	5.1	5.6	5.8		
WFYR	Elmwood	B1	97.3	23.5	338	c	Cromwell Group	93	9412	852	250	0.89	2.1	5.0	2.7	1.9	1.4	3.0	3.9	3.4	2.1		
WEEK	Eureka	A	98.5	3.0	328		Granite Bcstg Corp	89	9610	1,000	375	0.97	2.9	2.3	3.8	2.9	1.7	0.4	0.0	0.0	1.1		
WIXO	Bartonville	A	99.9	1.5	584		Cromwell Group	97	9708	853	1	Rock	0.0	6.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WTAZ	Morton	A	102.3	6.0	299		Morton-Wash Bcstg	76			300	0.50	4.5	2.8	5.6	3.3	3.9	3.4	4.6	5.6	5.3		
WXCL	Pekin	A	104.9	3.0	328	a	Kelly Communications	73	8611	1,800	c2	Country	3,200	1.28	18.6	12.3	16.3	16.3	13.5	16.4	18.3	16.6	16.4
WMCT	Peoria	B	105.7	33.0	591		Central IL Bcstg Co	71			2,250	1.18	14.2	10.3	11.4	12.9	9.9	12.9	10.0	14.3	12.6		
WSWT	Peoria	B	106.9	50.0	479	d	Community Svc Radio	64	8708		g	Lite Rock	1,650	0.99	12.5	6.8	9.6	10.0	9.9	6.7	11.7	10.3	10.4
													-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
# FM Stations - 11					# Combos - 6					FM TOTALS					80.5	66.4	67.9	67.6	60.9	65.0	66.3	67.0	67.2

AM Stations

											Arbitron 12+ Metro Shares (see rights)												
City of		FCC	Day Power		Night Power		Year		Date		Sales		1996		Avg '96								
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	Price	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
WPEO	Peoria	11	1020	1.0	0.00		Crawford, Richard T.	46	7001		200	1.00	1.5	0.8	1.8	0.7	1.7	0.4	1.0	0.9	1.9		
WVEL	Pekin	11	1140	5.0	0.00	c	Cromwell Group	48	8507		c1	Religion	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WIRL	Peoria	111	1290	5.0	5.00	d	Community Svc Radio	47	8708		g	News/Talk	475	1.01	3.5	1.8	2.0	2.4	3.1	3.7	3.2	2.7	2.3
WOAM	Peoria	111	1350	1.0	1.00	a	Kelly Communications	60	8611		c2	Nostalgia	400	0.41	7.3	6.3	6.9	4.8	4.1	4.4	2.0	0.9	
WMBD	Peoria	111	1470	5.0	5.00	b	Midwest TV Inc	22	6007			FullService	1,800	1.87	7.2	7.6	6.0	5.7	5.8	7.8	6.5	6.4	
													-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
# AM Stations - 5					# Combos - 4					AM TOTALS					19.5	16.5	16.1	15.7	15.4	14.0	16.4	12.1	11.5
Stations Profiled - 16					# Duopolies - 3					Total Local Commercial Share					82.9	84.0	83.3	76.3	79.0	82.7	79.1	78.7	

Docket 80-90 Allocations: 96.5, A, Farmington

• Indicates a change since last edition.

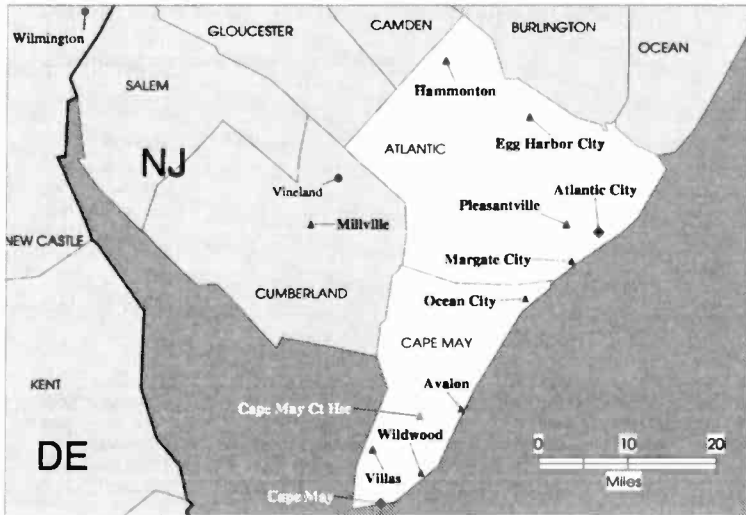
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METRO RANK: 135

Metro Rank: 136

Revenue Rank: 111

Atlantic City – Cape May, NJ Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 12,300	12,000	12,200	12,500	13,000	12,900	1.0%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.4%	\$ 13,600	14,200	15,000	15,800	16,700	5.3%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.95/1,000	\$3.63/1,000	\$4.29/1,000	Local	90%		
Revenue/Capita	\$38.08	\$38.87	\$49.13	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	323.0	331.9	0.5%	331.9	339.9	0.5%
Households	124.5	127.1	0.4%	127.1	131.1	0.6%
Retail Sales	3,110.2	3,552.5	2.7%	3,552.5	3,890.9	1.8%
EBI	4,436.3	4,968.7	2.3%	4,968.7	5,410.0	1.7%

Metro Counties

Atlantic, NJ	233.7
Cape May, NJ	98.2

	331.9

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	159.9	26.9	12.2	14.6	26.2	25.3	18.8	36.0
Women (000)	172.0	25.9	11.8	14.1	25.9	25.4	20.4	48.5
Total	331.9	52.8	24.0	28.7	52.1	50.7	39.2	84.5
Percentage	100.0%	15.9%	7.2%	8.6%	15.7%	15.3%	11.8%	25.5%
Per Capita	\$14,970	Median Household		\$32,018	Avg Household		\$39,093	
Ethnic Population:	White 83.0%	Black 14.7%	Asian 2.1%	Hispanic 6.9%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	11	6		9	17	7	24
Tot 12+	25.6	29.6		47.2	55.2	14.0	69.2
Avg 12+	2.3	4.9		5.2	3.2	2.0	2.9
Tot LCS	37.0	42.8		68.2	79.8	20.2	100.0
Avg LCS	3.4	7.1		7.6	4.7	2.9	4.2

Competitive Overview

FM Stations

													Arbitron 12+ Metro Shares (see rights)												
City of		FCC	Power		Year		Date		Sales		1996		Avg '96												
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price	LMA	Format	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
													1997	1996	1996	1995	1995	1994	1994	1993					
WDOX	Wildwood Crest	A	93.1	3.3	292	d	Equity Comm LP	93	9704	500p		Modern Rock	300	0.96	2.3	0.6	1.4	1.6	1.8	1.9	1.5	0.4	0.4		
WCZT	Avalon	A	94.3	3.3 cp	299		DiDonato Enterprises	76	9211	500		AC	350	0.95	2.7	1.3	2.5	1.4	2.6	0.8	0.8	1.9	1.6		
WAYV	Atlantic City	B	95.1	50.0	331		Equity Comm LP	61	9606	3,100		Hot AC	1,600	1.47	8.0	5.9	7.7	6.8	5.3	3.7	5.3	5.4	4.7		
WTHH	Margate City	A	96.1	2.8	371	e	Margate Comm Ltd Ptr	92				Urban AC	750	0.56	9.8	8.8	8.6	7.2	7.5	6.4	8.6	5.6	5.3		
WFPG	Atlantic City	B	96.9	50.0	299	c	Spring Bcstg LLC	62	9701	4,825	c3 2	Lite Rock	2,300	1.73	9.8	7.3	8.1	8.6	6.2	4.7	7.8	5.0	10.5		
WBSS	Millville	B	97.3	50.0	466	c	Press Comm LLC	62	9706		p g	Oldies/Talk	500	1.23	3.0	1.5	1.1	1.0	3.5	4.9	5.5	6.0	6.3		
WTKU	Ocean City	A	98.3	3.0	328	b	Green Group	83	9509	850		Oldies	800	1.34	4.4	3.6	3.2	3.7	2.9	4.5	2.5	5.4	3.4		
• WFNN	Villas	A	98.7	3.0 cp	328		Marc Scott Comm Inc	90	9007	175	cp 1	AC	350	0.99	2.6	1.9	2.5	2.1	1.8	0.8	2.1	1.9	3.9		
WMID	Pleasantville	A	99.3	3.0	328	a	Amcom Inc	74	8302	1,000	c1 3	Clsc Rock	750	1.20	4.6	1.7	2.7	2.5	4.4	2.7	3.6	5.6	4.1		
• WZXL	Wildwood	B	100.7	38.0	331	d	Equity Comm LP	59	9709		p c2 1	Adult Rock	1,600	1.45	8.1	5.0	6.6	5.3	6.8	6.2	5.5	9.1	9.3		
WSJL	Cape May	A	102.3	3.2	292		Mullen Group Inc	67	9510	425	3	Clsc Rock			0.5	0.2	0.2	0.4	0.4	0.0	0.0	0.0	1.0		
WJSE	Petersburg	A	102.7	3.3	295		Parinello Entrprises	91	9411	356		Alternative	300	0.74	3.0	2.1	1.6	2.5	2.0	2.9	0.0	1.1	1.2		
• WMGM	Atlantic City	B	103.7	50.0 cp	348	b	Green Group	61				70s Hits	900	1.05	6.3	3.6	3.4	3.7	5.7	5.2	2.7	3.5	2.0		
WROR	Egg Harbor City	B1	104.9	10.0	509		Northern NJ Radio LP	71	9709	6,300		Nostalgia	950	0.78	9.0	6.3	5.7	8.4	5.1	6.2	3.6	5.2	5.1		
WBNJ	Cape May Ct Hse	A	105.5	3.3 cp	295	e	Margate Comm Ltd Ptr	86	9412	490		Urban AC	100	1.84	0.4	0.2	0.9	0.4	0.2	0.2	0.0	1.3	0.8		
WKDE	Ocean City	A	106.3	3.0	308		Ocean Communications	72	8608	1,083	e 2	Country	700	0.61	8.5	5.2	3.6	6.8	5.9	5.2	5.5	3.7	2.8		
WJMN	N. Cape May	A	106.7	3.0	233		Marc Scott Comm Inc	93	9410	34	4	Religion			0.3	0.0	0.0	0.4	0.0	0.0	0.4	0.0	0.8		
# FM Stations - 17													# Combos - 8		FM TOTALS		83.3	55.2	59.8	62.8	62.1	56.3	55.4	61.1	63.2

AM Stations

													Arbitron 12+ Metro Shares (see rights)												
City of		FCC	Power		Year		Date		Sales		1996		Avg '96												
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	Price	LMA	Format	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
													1997	1996	1996	1995	1995	1994	1994	1993					
WIBG	Ocean City	II	1020	0.5	0.00		Brancadora, Enrico	64	9212	140		ChrsContemp			0.5	0.4	0.5	0.8	0.0	0.0	0.0	0.0	0.0		
• WCMC	Wildwood	IV	1230	1.0	1.00	d	Equity Comm LP	51	9709		p c2 1	Nostalgia	250	0.48	3.8	2.3	2.0	3.1	2.6	3.7	3.8	2.6	3.2		
WMID	Atlantic City	IV	1340	0.9	0.89	a	Amcom Inc	47	8302		c1 3	MOR	300	0.49	4.5	3.6	2.5	4.1	2.6	4.5	4.2	4.3	3.9		
WOND	Pleasantville	IV	1400	1.0	1.00	b	Green Group	50	5507			News/Talk	400	0.54	5.4	4.8	3.8	3.5	4.6	5.4	6.1	4.3	3.9		
WFPG	Atlantic City	IV	1450	1.0	1.00	c	Spring Bcstg LLC	40	9701		c3 2	Talk	400	1.09	2.7	2.9	2.7	1.4	2.6	0.4	1.1	0.0	0.6		
WGYM	Pleasantville	IV	1490	1.0	1.00	b	Green Group	55	9607	180p		DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6		
WONZ	Hammonton	II	1580	1.0	0.01	b	Green Group	61	9101	100		News/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations - 7													# Combos - 6		AM TOTALS		16.9	14.0	11.5	12.9	12.4	14.0	15.2	11.2	12.2
Stations Profiled - 24													# Duopolies - 6		Total Local Commercial Share		69.2	71.3	75.7	74.5	70.3	70.6	72.3	75.4	

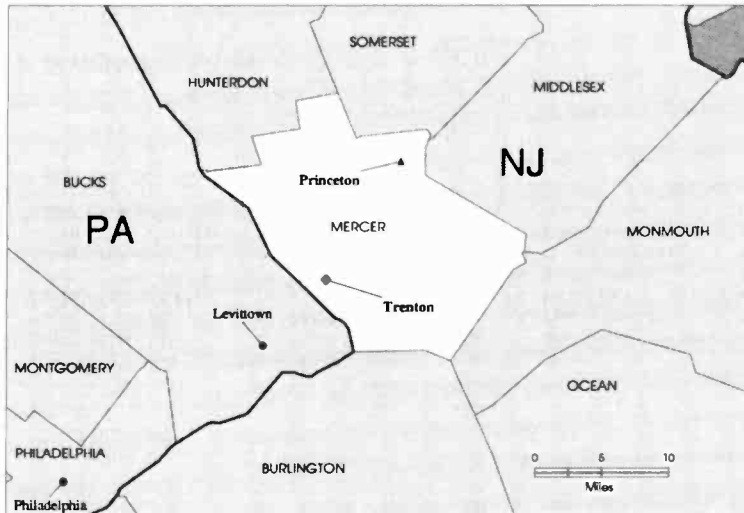
Docket 80-90 Allocations: 107.3, B, Atlantic City.

• Indicates a change since last edition.

Metro Rank: 137

Revenue Rank: 124

Trenton, NJ Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 8,600	8,600	8,700	9,500	10,800	11,700	6.3%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	4.3%	\$ 12,200	12,700	13,400	14,000	14,800	4.9%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.16/1,000	\$3.88/1,000	\$4.22/1,000	Local	85%		
Revenue/Capita	\$26.21	\$35.47	\$44.35	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	Growth			Growth		
	1990	1995	Rate	1995	2000	Rate
MSA Population	328.1	329.9	0.1%	329.9	333.7	0.2%
Households	117.8	117.9	0.0%	117.9	120.2	0.4%
Retail Sales	2,719.8	3,012.7	2.1%	3,012.7	3,507.6	3.1%
EBI	6,793.0	6,591.6	-0.6%	6,591.6	8,090.2	4.2%

Metro Counties

Mercer, NJ	329.9

	329.9

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	160.1	26.3	12.2	17.5	25.9	27.2	20.7	30.4
Women (000)	169.8	25.0	11.8	17.0	25.1	28.1	21.9	40.9
Total	329.9	51.3	24.0	34.6	50.9	55.3	42.6	71.2
Percentage	100.0%	15.5%	7.3%	10.5%	15.4%	16.8%	12.9%	21.6%
Per Capita	\$19,980	Median Household		\$45,505	Avg Household		\$55,908	
Ethnic Population:	White 76.0%	Black 20.1%	Asian 3.7%	Hispanic 7.4%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations		4		2	4	4	8
Tot 12+		17.8		16.1	17.8	10.6	28.4
Avg 12+		4.5		8.1	4.5	2.7	3.6
Tot LCS		62.7		56.7	62.7	37.3	100.0
Avg LCS		15.7		28.3	15.7	9.3	12.5

MARKET: Trenton, NJ

METRO RANK: 137

Competitive Overview

Some stations also rated in Philadelphia (5) and Monmouth-Ocean (47).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales Price	LMA	Format	1996 Revenue	1996 Power	Arbitron 12+ Metro Shares (see rights)														
Calls	License	Class	Freq	(kW)											(000)	(000)	Ratio	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall			
WCHR	Trenton	B	94.5	50.0	492	b	Nassau Bcstg Ptrs LP	65	9612	20,000	c2	Christian	850	1.45	4.8	1.7	0.7	0.9	1.6	0.0	1.7	1.5	0.0						
WPST	Trenton	B	97.5	50.0	430	b	Nassau Bcstg Ptrs LP	49	9508		st	CHR	2,800	0.70	32.9	10.3	8.1	8.3	8.8	12.0	11.1	11.8	0.0						
WKXW	Trenton	B	101.5	19.0	804	a	Press Comm LLC	62	9706		p g1	Oldies/Talk	5,000	1.44	28.4	5.8	8.5	9.2	5.6	4.9	7.4	7.4	0.0						
WPRB	Princeton	B	103.3	14.0	732		Princeton Bcstg Svc	55				Rck/Cls/Jz	150		0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.4	0.0						
# FM Stations -		4		# Combos -		3		FM TOTALS				66.1		17.8		18.0		18.4		16.0		16.9		20.2		21.1		0.0	

AM Stations

City of		FCC	Day Power		Night Power		C	Owner	Year	Date	Sales Price	LMA	Format	1996 Revenue	1996 Power	Arbitron 12+ Metro Shares (see rights)													
Calls	License	Class	Freq	(kW)	(kW)	(000)										(000)	Ratio	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall			
WTTM	Trenton	III	920	1.4	1.00	b	Nassau Bcstg Ptrs LP	42	9612		c2	Nws/Tk/Spts	350		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0					
WBUD	Trenton	III	1260	5.0	2.50	a	Press Comm LLC	47	9706		p g1	FullService	1,100	0.40	22.8	7.1	5.2	4.8	7.0	5.1	5.7	5.9	0.0						
WIMG	Ewing	III	1300	3.2	1.30		Morris Bcstg Co	23	9307	450		Gospel	750	1.10	5.6	1.3	2.5	1.7	1.2	2.6	3.1	2.0	0.0						
WHHW	Princeton	III	1350	5.0	5.00	b	Nassau Bcstg Ptrs LP	63	9508		st	FullService	1,200	1.76	5.6	2.2	1.1	1.5	1.4	2.6	1.7	2.0	0.0						
# AM Stations -		4		# Combos -		3		AM TOTALS				34.0		10.6		8.8		8.0		9.6		10.3		10.5		10.3		0.0	
Stations Profiled -		8		# Duopolies -		2		Total Local Commercial Share				28.4		26.8		26.4		25.6		27.2		30.7		31.4		0.0			

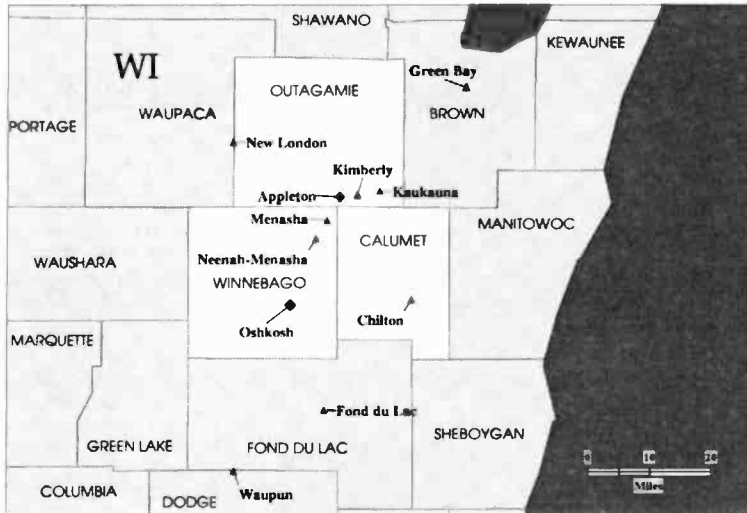
NOTE: Market rated twice yearly beginning Fall 1994.

METRO RANK: 137

Metro Rank: 138

Revenue Rank: 122

Appleton - Oshkosh, WI Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 8,800	9,200	9,800	10,100	10,700	11,800	6.0%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	4.2%	\$ 12,300	12,900	13,600	14,300	15,100	5.3%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.52/1,000	\$3.27/1,000	\$3.10/1,000	Local	90%		
Revenue/Capita	\$27.72	\$34.95	\$42.45	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	317.5	337.6	1.2%	337.6	355.7	1.0%
Households	116.4	124.4	1.3%	124.4	132.8	1.3%
Retail Sales	2,498.9	3,605.1	7.6%	3,605.1	4,873.4	6.2%
EBI	4,244.1	5,183.8	4.1%	5,183.8	6,944.8	6.0%

Metro Counties

Calumet, WI	38.1
Outagamie, WI	150.1
Winnebago, WI	149.4

	337.6

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	166.8	32.3	14.6	16.0	27.4	27.3	20.0	29.2
Women (000)	170.8	31.0	13.6	16.2	26.3	26.6	19.9	37.3
Total	337.6	63.2	28.3	32.2	53.7	53.8	39.9	66.5
Percentage	100.0%	18.7%	8.4%	9.5%	15.9%	15.9%	11.8%	19.7%
Per Capita	\$15,355	Median Household		\$36,492	Avg Household		\$41,670	
Ethnic Population:	White 97.3%	Black 0.4%	Asian 1.4%	Hispanic 0.9%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	3		9	7	12	9	21
Tot 12+	4.6		55.9	49.8	60.5	18.6	79.1
Avg 12+	1.5		6.2	7.1	5.0	2.1	3.8
Tot LCS	5.8		70.7	63.0	76.5	23.5	100.0
Avg LCS	1.9		7.9	9.0	6.4	2.6	4.8

Competitive Overview

Some stations also rated in Green Bay (181).

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq	Sales Price		LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)										
			Freq	(kW)						(000)	(000)			Revenue	Power Ratio	Local	Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993			
WOZZ	New London	C2	93.5	50.0	492	c	Midwest Comm Inc	67	9307		g	Clsc Hits	1,000	1.27	6.4	8.6	6.3	6.2	4.1	6.0	5.3	5.7	5.9					
WROE	Neenah-Menasha	C3	94.3	25.0	338	c	Midwest Comm Inc	71	9702		sw	Soft AC	1,750	1.90	7.5	5.9	5.3	6.0	6.1	5.8	6.9	6.4	8.1					
WJSW	Oshkosh	A	96.9	6.0	328	b	Cumulus Media LLC	67	9709	5,200	d1	Country	1,300	1.11	9.5	4.2	6.1	6.4	8.9	8.7	9.2	8.6	11.2					
WQLH	Green Bay	C1	98.5	100.0	499		Laird Group Radio	67				Hot AC	n/a		1.5	0.6	1.1	1.1	1.3	1.8	0.9	1.2	2.6					
WPKR	Omro	C2	99.5	50.0	420	e	Midwest Dimensions	74				Country	850	2.03	3.4	2.9	4.2	2.8	2.6	4.9	3.7	3.1	3.5					
WNCY	Neenah-Menasha	C2	100.3	45.0	489	c	Midwest Comm Inc	77	9702		sw	Country	1,100	0.96	9.3	8.4	7.2	7.7	7.2	1.8	0.0	1.4	1.8					
W1XX	Green Bay	C	101.1	96.0	1079	c	Midwest Comm Inc	60		See (181)		CHR	n/a		15.2	12.0	13.1	14.7	9.8	15.0	12.7	12.5	9.6					
WOGB	Kaukauna	C3	103.1	3.6	879	b	Cumulus Media LLC	96	9709		d1	Oldies	225	3.05	0.6	1.3	1.1	0.9	0.0	0.0	0.0	0.0	0.0					
WVBO	Oshkosh	C3	103.9	25.0	325	b	Cumulus Media LLC	66	9709		d1	Oldies	1,300	1.26	8.4	6.3	6.8	7.9	5.6	5.6	6.9	6.4	5.7					
WPCK	Kaukauna	A	104.9	3.1	463	e	Midwest Dimensions	69	9702	750		Country	300	1.22	2.0	0.4	0.8	1.3	2.0	1.6	2.1	2.9	2.0					
WAPL	Appleton	C	105.7	100.0	1175	a	Woodward Comm Inc	65	7506			AOR	2,200	1.53	11.7	9.9	7.4	8.5	10.4	10.7	12.2	9.9	8.8					
KFIZ	Fond du Lac	A	107.1	3.0	299	d	RBH Enterprise Inc	67	9702		c2	Hot AC			0.2	0.0	0.6	0.4	0.0	0.0	0.0	0.0	1.3					
														# FM Stations - 12		# Combos - 11		FM TOTALS		75.7	60.5	60.0	63.9	58.0	61.9	59.9	58.1	60.5

AM Stations

Calls	City of License	FCC Class	Freq	Day Night Power		C	Owner	Year Std	Date Acq	Sales Price		LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)										
				(kW)	(kW)					(000)	(000)			Revenue	Power Ratio	Local	Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993			
WVCY	Oshkosh	I1	690	0.3	0.08		VCY America Inc	69	9410	190		Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WSCG	Kaukauna	I1	1050	1.0	0.50		Evangel Ministries	65	9306	380		Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WHBY	Kimberly	III	1150	5.0	5.00	a	Woodward Comm Inc	70	9111	965		Talk	1,100	0.97	9.2	7.6	6.6	5.5	9.3	8.3	8.3	6.2	6.6					
WNAM	Neenah-Menasha	III	1280	20.0	5.00	cp	Cumulus Media LLC	47	9709		d1	Adlt Stndrd	325	0.36	7.3	5.3	5.5	4.9	6.9	7.6	6.5	6.4	5.3					
WGEE	Green Bay	III	1360	5.0	5.00	c	Midwest Comm Inc	25	7506	See (181)		News/Info	n/a		1.7	0.6	0.6	1.1	1.7	1.1	1.2	4.3	1.1					
KFIZ	Fond du Lac	IV	1450	1.0	1.00	d	RBH Enterprise Inc	22	9702		c2	FullService			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WOSH	Oshkosh	IV	1490	1.0	1.00	b	Cumulus Media LLC	41	9709		d1	Nws/Tk/Spts	600	1.13	4.3	2.7	3.0	4.3	2.6	2.2	3.7	3.1	4.6					
WMBE	Chilton	I1	1530	0.3	0.00		Maszka, D & Evans, L	84	9012	4	st	Cntry/Polka	100	0.90	0.9	1.3	1.5	0.0	1.5	0.4	1.8	2.1	0.7					
WRJQ	Appleton	I1	1570	1.0	0.33		Winnebago Bcstg Inc	52	9104	110		Big Band	100	1.02	0.8	1.1	1.7	0.4	0.9	0.9	0.9	2.7	1.8					
														# AM Stations - 9		# Combos - 5		AM TOTALS		24.2	18.6	18.9	16.2	22.9	20.5	22.4	24.8	20.1
														Stations Profiled - 21		# Duopolies - 6		Total Local Commercial Share		79.1	78.9	80.1	80.9	82.4	82.3	82.9	80.6	

* Indicates a change since last edition.

MARKET: Huntington, WV - Ashland, KY

METRO RANK: 139

Competitive Overview

Some stations also rated in Charleston, WV (156).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)									
Calls	License	Class	Freq	(kW)						Price	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
WRVC	Catlettsburg	A	92.7	6.0	253	b	KenMar Inc	72	9503	750	c2	Oldies	400	0.87	4.6	5.8	5.4	4.1	3.6	1.4	0.5	1.9	1.4		
WGGG	Ashland	C1	93.7	100.0	742	b	KenMar Inc	48	8712	1,900	c1	Country	1,100	1.04	10.6	6.9	8.9	8.0	9.7	7.5	6.5	5.4	8.7		
WBVB	Coal Grove	A	97.1	3.0	472	c	Atlantic Star	90	9610	7,765	c3	Country	500	0.83	6.0	1.1	2.4	3.6	6.4	6.1	5.7	5.7	3.3		
WKEE	Huntington	B	100.5	53.0	561	c	Atlantic Star	57	9610		c3	AC	2,400	1.36	17.7	18.1	14.8	13.8	15.9	14.0	11.9	14.1	15.2		
WMGG	Gallipolis	B	101.5	50.0	492		Wagner Bcstg Corp	61				Clsc Hits			1.0	0.8	0.5	0.6	1.1	0.0	0.0	0.0	0.0		
WJGO	Grayson	A	102.3	4.8	364	d	Carter County Bcst	67				AC	100	0.71	1.4	1.4	0.8	1.7	0.6	0.0	0.0	0.5	0.0		
WTCR	Huntington	B	103.3	50.0	492	c	Atlantic Star	66	8112	2,500	c4	Country	3,000	1.14	26.3	17.3	17.7	20.7	23.4	25.1	25.7	26.4	29.6		
WPAY	Portsmouth	C	104.1	100.0	1001	a	Braden, Ruth & Doug	48				Country	200	0.95	2.1	1.6	1.6	2.2	1.4	0.8	4.9	2.4	1.9		
WKLC	St. Albans	B	105.1	3.6	1663		L. M. Communications	66	8002	See (156)		AOR	n/a		5.7	4.7	5.1	5.0	4.5	4.5	4.6	4.1	3.8		
WLGC	Greenup	C3	105.7	11.5	479	e	Hometown Bcstg Inc	82				Country	350	1.06	3.3	3.0	3.8	3.6	1.9	4.5	5.1	4.3	3.3		
WAMX	Milton	B1	106.3	1.7 cp	1109	c	Atlantic Star	80	9610	4,235	c5	AOR	400	1.14	3.5	4.1	3.2	3.3	2.5	3.4	3.5	2.7	4.1		
WFXN	Ironton	A	107.1	3.0 cp	285	c	Atlantic Star	73	9610		c5	Clsc Rock	100	0.67	1.5	1.9	2.4	1.7	0.8	0.0	0.5	0.8	0.8		
WEHM	Huntington	B	107.9	50.0	499		Mortenson Bcstg Co	71				Gospel	450	0.82	5.5	5.5	4.0	4.7	4.5	5.3	3.3	5.2	3.8		
													-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
# FM Stations - 13													# Combos - 10	FM TOTALS		89.2	72.2	70.6	73.0	76.3	72.6	72.2	73.5	75.9	

AM Stations

City of		FCC	Day		Night		HAAT	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)									
Calls	License	Class	Freq	(kW)	(kW)	Price						Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
WKEE	Huntington	II	800	5.0	0.10	c	Atlantic Star	47	9610			c3	Easy	300	0.67	4.5	4.7	5.4	4.7	2.8	3.1	2.4	3.8	2.7			
WRVC	Huntington	III	930	5.0	1.00	b	KenMar Inc	23	8712			c1	Talk	150	0.88	1.7	1.6	2.4	1.4	1.4	2.0	3.5	2.4	0.8			
WOKT	Cannonsburg	II	1040	2.5	0.00		WOKT Inc	87					Christian			0.4	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0			
WIRO	Ironton	IV	1230	1.0	1.00	c	Atlantic Star	51	9610			c3	Sports/Talk	200		0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.5	0.0			
WCMI	Ashland	IV	1340	1.0	1.00	b	KenMar Inc	35	9503	750	c2	Gospel			1.5	0.5	1.1	1.4	1.1	0.0	0.5	0.5	0.5				
WGOH	Grayson	III	1370	5.0	0.02	d	Carter County Bcst	59				Country	100	1.25	0.8	2.2	1.1	0.6	0.8	0.0	1.1	1.4	0.8				
WPAY	Portsmouth	IV	1400	1.0	1.00	a	Braden, Ruth & Doug	35	5702			Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WTCR	Kenova	III	1420	5.0	0.50	c	Atlantic Star	54	8112			c4	Country	150	0.71	2.1	1.4	1.9	2.8	0.8	1.7	2.2	1.4	2.7			
WHRD	Huntington	III	1470	5.0	0.07	c	Atlantic Star	46	9610			c5	Sports	100		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WLGC	Greenup	II	1520	5.0	0.00	e	Hometown Bcstg Inc	84				Sports			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WZZW	Milton	III	1600	5.0	0.03	c	Atlantic Star	73	9610			c3	Sports			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
													-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----			
# AM Stations - 11													# Combos - 10	AM TOTALS		11.0	10.4	12.4	11.5	6.9	6.8	9.7	10.0	7.5			
Stations Profiled - 24													# Duopolies - 7	Total Local Commercial Share		82.6	83.0	84.5	83.2	79.4	81.9	83.5	83.4				

METRO RANK: 139

Metro Rank: 140

Revenue Rank: 112

Montgomery, AL Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 9,500	10,000	10,300	10,900	12,200	13,100	6.6%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	3.1%	\$ 13,500	14,100	14,800	15,500	16,400	5.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.36/1,000	\$4.34/1,000	\$4.31/1,000	Local	88%		
Revenue/Capita	\$32.25	\$41.09	\$48.74	National	12%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	294.6	318.8	1.6%	318.8	336.5	1.1%
Households	106.3	115.2	1.6%	115.2	124.1	1.5%
Retail Sales	2,180.2	3,016.4	6.7%	3,016.4	3,807.2	4.8%
EBI	3,465.7	4,307.1	4.4%	4,307.1	5,380.3	4.6%

Metro Counties

Autauga, AL	40.0
Elmore, AL	57.5
Montgomery, AL	221.3

	318.8

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	153.9	30.3	15.0	15.2	24.1	25.2	18.7	25.4
Women (000)	164.9	28.5	14.5	15.2	24.2	26.1	20.0	36.3
Total	318.8	58.8	29.6	30.4	48.4	51.3	38.7	61.7
Percentage	100.0%	18.4%	9.3%	9.5%	15.2%	16.1%	12.1%	19.4%
Per Capita	\$13,510	Median Household		\$29,781	Avg Household		\$37,388	
Ethnic Population:	White 61.9%	Black 37.1%	Asian 0.7%	Hispanic 0.7%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	2		6	8	8	8	16
Tot 12+	10.4		58.7	69.1	69.1	14.4	83.5
Avg 12+	5.2		9.8	8.6	8.6	1.8	5.2
Tot LCS	12.5		70.3	82.8	82.8	17.2	100.0
Avg LCS	6.3		11.7	10.3	10.3	2.2	6.3

MARKET: Montgomery, AL

METRO RANK: 140

Competitive Overview

Some stations also rated in Dothan (178).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)						
Calls	License	Class	Freq	(kW)				Std	Acq	Price	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
										(000)	(000)	Ratio	Comm Sh	1997	1996	1996	1995	1995	1994	1994	1993
WLWI	Montgomery	C	92.3	100.0	1096	b	Colonial Bcstg	69	7906		3,400	1.41	17.9	13.8	14.9	14.7	15.3	20.4	18.6	22.7	19.5
WXFX	Prattville	C2	95.1	50.0	492	c	McDonald Media Group	77	9612	1,650	1,350	1.28	7.8	6.3	6.1	6.8	6.2	6.3	4.9	6.8	9.4
WRWO	Montgomery	A	96.1	0.9	820	d	Montgomery Bcst Prop	90			500	0.93	4.0	3.4	3.4	3.1	3.6	5.0	3.5	2.9	4.0
WMCZ	Millbrook	A	97.1	3.0	328	a	Capstar Bcstg Ptrs	92	9708		675	0.60	8.4	7.0	6.6	6.5	7.5	5.7	7.0	6.1	8.7
WBAM	Montgomery	C2	98.9	9.9	1096		Deep South Bcstg Co	61	7809		600	0.79	5.6	7.5	3.9	4.3	5.0	4.8	6.3	2.3	4.9
WJCC	Montgomery	C	101.9	100.0	1096	c	McDonald Media Group	62	9612	7,100	950	1.33	5.3	4.1	3.9	3.9	5.0	6.1	5.8	3.9	6.4
WMXS	Montgomery	C	103.3	100.0	1096	b	Colonial Bcstg	61	9401	1,350	1,400	0.98	10.6	5.7	10.0	10.9	6.8	6.8	6.3	6.6	2.6
WZHT	Troy	C	105.7	100.0	1801	a	Capstar Bcstg Ptrs	73	9708		3,000	0.95	23.3	21.3	18.3	20.8	18.2	18.1	17.2	18.1	17.9
# FM Stations - 8													# Combos - 7		FM TOTALS						
													82.9	69.1	67.1	71.0	67.6	73.2	69.6	69.4	73.4

AM Stations

City of		FCC	Day	Night	Power	Power	Year	Date	Sales	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	Price	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
										(000)	(000)	Ratio	Comm Sh	1997	1996	1996	1995	1995	1994	1994	1993
WMSP	Montgomery	11	740	10.0	0.00	b	Colonial Bcstg	53	8502	500	450	1.45	2.3	2.0	2.0	1.2	2.7	1.1	1.2	0.5	0.9
WNGY	Montgomery	11	800	1.0	0.00		GHB Bcstg	46	7507				0.0	0.9	1.2	0.0	0.0	0.0	0.7	0.0	0.7
WNZZ	Montgomery	111	950	1.0	0.44	b	Colonial Bcstg	53	9401				0.3	2.0	0.7	0.0	0.5	0.7	1.4	1.1	0.2
WACV	Montgomery	11	1170	10.0	1.00	d	Montgomery Bcst Prop	39	9306	125	375	0.58	4.8	2.9	5.4	4.1	3.9	3.2	5.8	4.3	4.2
WAPZ	Wetumpka	111	1250	5.0	0.08		Darity Bcstg Corp	54	8006	295	350	0.68	3.8	1.6	3.9	2.4	3.9	0.9	2.3	3.6	2.4
WIQR	Prattville	111	1410	5.0	1.00		American Trust Corp	69	9501	30			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WHHY	Montgomery	111	1440	5.0	1.00	c	McDonald Media Group	30	9612				0.0	0.5	0.7	0.0	0.0	0.0	0.2	0.5	0.5
WXVI	Montgomery	111	1600	5.0	1.00		Tuskegee Comm Co Inc	47	9411	225	425	0.52	6.0	4.5	4.6	5.3	4.8	4.5	3.0	4.1	4.2
# AM Stations - 8													# Combos - 4		AM TOTALS						
													17.2	14.4	18.5	13.0	15.8	10.4	14.6	14.1	13.1
Stations Profiled - 16													# Duopolies - 4		Total Local Commercial Share						
													83.5	85.6	84.0	83.4	83.6	84.2	83.5	86.5	

Metro Rank: 141

Revenue Rank: 219

Newburgh-Middletown, NY Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 3,800	3,900	4,000	4,100	4,700	5,000	5.6%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.0%	\$ 5,300	5,500	5,800	6,000	6,400	4.8%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$1.57/1,000	\$1.66/1,000	\$1.79/1,000	Local	90%		
Revenue/Capita	\$12.15	\$15.47	\$19.35	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	312.7	323.2	0.7%	323.2	330.7	0.5%
Households	103.3	105.3	0.4%	105.3	108.1	0.5%
Retail Sales	2,416.5	3,010.4	4.5%	3,010.4	3,567.1	3.5%
EBI	4,474.4	4,685.8	0.9%	4,685.8	5,486.3	3.2%

Metro Counties

Orange, NY	323.2

	323.2

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	163.1	32.1	14.7	17.0	25.6	28.3	20.6	24.8
Women (000)	160.1	30.5	13.1	13.0	24.3	27.4	19.6	32.2
Total	323.2	62.6	27.8	29.9	49.9	55.8	40.2	56.9
Percentage	100.0%	19.4%	8.6%	9.3%	15.4%	17.3%	12.4%	17.6%
Per Capita	\$14,498	Median Household		\$39,093	Avg Household		\$44,499	
Ethnic Population:	White 90.2%	Black 8.1%	Asian 1.4%	Hispanic 8.5%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	6	3		1	9	5	14
Tot 12+	22.6	29.2		9.3	51.8	2.4	54.2
Avg 12+	3.8	9.7		9.3	5.8	0.5	3.9
Tot LCS	41.7	53.9		17.2	95.6	4.4	100.0
Avg LCS	7.0	18.0		17.2	10.6	0.9	7.1

MARKET: Newburgh-Middletown, NY

METRO RANK: 141

Competitive Overview

Some stations also rated in Poughkeepsie (160).

FM Stations

													Arbitron 12+ Metro Shares (see rights)												
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA Format	1996		Avg '96											
												Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990			
WRRV	Middletown	A	92.7	3.0	318	a	Dyson, Robert R	66	9507	3,550	c1	Alternative	1,700	2.81	11.4	9.3	5.1	4.0	3.9	2.9	6.2	4.4	1.4		
WTSX	Port Jervis	A	96.7	3.0	299	c	Port Jervis Bcstg Co	70				AC	100		0.0	1.2	0.0	0.0	0.9	0.7	0.0	0.4	0.0		
WZAD	Wurtsboro	A	97.3	0.6	719	a	Dyson, Robert R	91	9512	480		Oldies	500	3.77	2.5	4.0	1.1	2.4	2.4	0.5	0.7	0.0	0.0		
WCZX	Hyde Park	A	97.7	0.3	1030	a	Dyson, Robert R	70	9312	See (160)		Oldies	n/a		7.6	2.6	3.4	1.5	1.5	0.0	0.0	0.0	0.0		
WTHN	Ellenville	A	99.3	0.1	1631	d	Straus Media Group	70	8409			Country	900	3.95	4.3	3.1	1.9	1.8	0.0	0.7	1.6	0.4	0.7		
WHUD	Peekskill	B	100.7	50.0	499		Albany Bcstg Co Inc	58	9701	See (1)		AC	n/a		24.6	9.0	11.0	13.8	9.9	0.0	0.0	0.0	0.0		
WPDH	Poughkeepsie	B	101.5	4.4	1539		Dyson, Robert R	62	7206			Clsc Rock	n/a		19.9	10.0	8.9	6.2	13.1	0.0	0.0	0.0	0.0		
WGNY	Newburgh	A	103.1	3.0	276	b	Sunrise Bcstg Corp	66	9007		st	AC	1,000	3.70	5.1	2.4	2.3	2.0	2.2	4.1	4.5	5.7	2.8		
WSPK	Poughkeepsie	B	104.7	7.4	1250		Albany Bcstg Co Inc	47	9707	See (160)		AC	n/a		20.8	10.2	9.3	10.5	8.2	0.0	0.0	0.0	0.0		
# FM Stations - 9													# Combos - 6		FM TOTALS		96.2	51.8	43.0	42.2	42.1	8.9	13.0	10.9	4.9

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA Format	1996		Avg '96											
												Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990			
WTBO	Warwick	II	1110	0.3	0.00		FST Bcstg Corp	69	9406	145		Oldies			0.0	0.0	0.0	0.0	0.0	0.0	5.5	0.9			
WGNY	Newburgh	II	1200	10.0	cp 2.50	b	Sunrise Bcstg Corp	33	9007		st	Big Band	200		0.0	0.0	0.0	0.4	1.7	0.5	0.0	0.0	1.2		
WALL	Middletown	IV	1340	0.7	cp 0.66	a	Dyson, Robert R	42	9507		c1	News/Talk	600	2.98	3.8	2.4	1.7	4.0	1.7	2.5	2.9	2.0	1.4		
WELV	Ellenville	III	1370	5.0	0.00	d	Straus Media Group	64				Talk	100		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WDLC	Port Jervis	IV	1490	1.0	1.00	c	Port Jervis Bcstg Co	53	5603			Country	200		0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0		
# AM Stations - 5													# Combos - 4		AM TOTALS		3.8	2.4	1.7	4.4	3.4	4.8	2.9	7.5	3.5
Stations Profiled - 14													# Duopolies - 3		Total Local Commercial Share		54.2	44.7	46.6	45.5	13.7	15.9	18.4	8.4	

* Indicates a change since last edition.

Metro Rank: 142

Revenue Rank: 171

Utica - Rome, NY Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 6,700	6,700	6,900	7,100	7,600	7,600	2.6%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	3.9%	\$ 7,900	8,200	8,600	9,000	9,500	4.7%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.24/1,000	\$3.11/1,000	\$3.47/1,000	Local	90%		
Revenue/Capita	\$21.18	\$24.14	\$31.26	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	316.3	314.8	-0.1%	314.8	303.9	-0.7%
Households	117.3	116.6	-0.1%	116.6	114.1	-0.4%
Retail Sales	2,069.0	2,444.1	3.4%	2,444.1	2,737.6	2.3%
EBI	3,997.9	3,745.8	-1.3%	3,745.8	4,213.1	2.4%

Metro Counties

Herkimer, NY	66.7
Oneida, NY	248.1

	314.8

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	155.7	27.1	13.1	16.4	24.0	23.8	18.6	32.7
Women (000)	159.1	25.5	12.0	14.1	20.9	23.2	19.0	44.6
Total	314.8	52.6	25.1	30.5	44.9	47.0	37.5	77.2
Percentage	100.0%	16.7%	8.0%	9.7%	14.3%	14.9%	11.9%	24.5%
Per Capita	\$11,899	Median Household		\$26,419	Avg Household		\$32,125	
Ethnic Population:	White 93.5%	Black 5.4%	Asian 0.9%	Hispanic 2.5%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	6	7		7	13	10	23
Tot 12+	6.3	55.3		55.3	61.6	13.4	75.0
Avg 12+	1.1	7.9		7.9	4.7	1.3	3.3
Tot LCS	8.4	73.7		73.7	82.1	17.9	100.0
Avg LCS	1.4	10.5		10.5	6.3	1.8	4.3

MARKET: Utica - Rome, NY

METRO RANK: 142

Competitive Overview

NOTE: Some stations also rated in Syracuse (70).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)									
Calls	License	Class	Freq	(kW)						Price	LMA	Format	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
WXUR	Herkimer	A	92.7	3.0	300	b	Arjuna Bcstg Corp	79	9403	118	c1	Oldies			1.2	1.2	1.5	1.3	0.7	0.0	0.7	0.0	0.0		
WRFM	Remsen	A	93.5	6.0	240	c	Dame Media Inc	83	9609	1,500	c1	Lite AC	400	1.63	3.1	1.9	2.2	2.4	2.6	2.0	1.3	1.1			
WKLL	Frankfort	B	94.9	34.0 cp	568	f	Radio Corp	90	9004	165	cp	AOR	500	1.05	6.0	6.2	6.2	5.9	3.8	4.6	4.5	6.7	4.4		
WOZZ	Rome	B1	96.1	6.8 cp	633	a	Forever Bcstg Inc	68	9404		c6	Oldies	500	1.11	5.7	3.8	3.2	4.4	4.7	3.7	2.9	1.9	0.9		
WOOR	Utica	B	96.9	19.3	791	c	Dame Media Inc	67	9609	1,500	c4	AOR	1,000	1.38	9.2	5.7	8.1	7.2	7.5	7.9	6.1	12.9	9.9		
WOVZ	Whitesboro	A	97.9	1.5	669	g	Roser Communications	94				AC			0.9	1.0	1.0	1.3	0.2	0.4	0.0	0.0	0.0		
WLZW	Utica	B	98.7	25.0	659	d	Forever Bcstg Inc	74	9604	2,500	c3	AC	1,550	1.09	18.0	13.3	13.6	15.4	13.4	14.7	14.6	15.7	14.7		
WVVC	Utica	A	100.7	1.6	627		Bethany Bcstg Corp	94				ChrsContemp			1.4	1.0	1.5	1.1	1.2	0.9	0.4	0.0	0.0		
WBRV	Boonville	A	101.3	5.5	341	e	Atwood Bcstg Corp	89				Country			0.4	0.0	0.0	0.7	0.0	0.0	0.0	0.6	0.0		
WSKS	Rome	B	102.5	27.0	650	c	Dame Media Inc	82	9609		c1	Top 40	700	1.00	8.9	6.4	7.2	7.5	6.8	7.0	4.5	3.4	6.0		
WFRG	Utica	B	104.3	100.0	495	a	Forever Bcstg Inc	48	9406	1,000	c2	Country	1,350	0.90	19.0	15.9	11.6	14.3	16.0	20.0	17.8	15.9	14.5		
WQWB	Little Falls	A	105.5	2.3	528	g	Roser Communications	92	8910	41	cp	AC	175	1.17	1.9	1.2	1.5	1.1	1.9	1.3	1.6	1.1	0.5		
WRCK	Utica	B	107.3	50.0	499	f	Radio Corp	62	9409	1,000	c5	Clsc Rock	500	1.17	5.4	4.0	2.7	3.7	4.9	3.3	4.5	7.3	7.4		
# FM Stations - 13													# Combos - 12		FM TOTALS		81.1	61.6	60.3	66.3	63.7	66.4	59.6	66.8	59.4

AM Stations

City of		FCC	Day Power		Night Power	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)									
Calls	License	Class	Freq	(kW)	(kW)					Price	LMA	Format	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
WBRV	Boonville	II	900	1.0	0.05	e	Atwood Bcstg Corp	55	7806			Country			0.4	0.0	1.2	0.7	0.0	0.0	0.0	0.0	0.0		
WIBX	Utica	III	950	5.0	5.00	d	Forever Bcstg Inc	25	9604		c3	News/Talk	800	1.21	8.4	8.1	7.7	6.4	7.0	5.9	7.2	6.7	9.2		
WRUN	Utica	III	1150	5.0	1.00	a	Forever Bcstg Inc	48	9406		c2	Sports			1.0	0.5	0.7	1.1	0.5	0.7	1.1	0.0	0.7		
WLFH	Little Falls	IV	1230	1.0	1.00	g	Roser Communications	52	9007	100		Country	150	1.05	1.8	1.2	1.0	1.5	1.4	2.2	1.3	1.5	1.8		
WTLB	Utica	III	1310	5.0	0.50	f	Radio Corp	46	9409		c5	Nostalgia	100	0.32	3.9	2.6	3.7	2.9	3.3	2.2	1.3	1.5	0.9		
WRNY	Rome	III	1350	0.5	0.06	c	Dame Media Inc	59	9609		c1	Adlt Stndrd			0.0	0.0	0.0	0.0	0.0	0.4	0.2	0.0	0.9		
WNRS	Herkimer	III	1420	1.0	0.00	b	Arjuna Bcstg Corp	56	9403		c1	Sports			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WOZZ	Rome	IV	1450	1.0	1.00	a	Forever Bcstg Inc	46	9404		c6	Oldies			0.1	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0		
WADR	Remsen	III	1480	5.0	0.00	c	Dame Media Inc	66	9609		c1	Adlt Stndrd			0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0		
WUTQ	Utica	II	1550	1.0	0.00	c	Dame Media Inc	62	9609		c4	Adlt Stndrd	175	0.74	3.0	1.0	2.0	3.3	1.6	1.8	6.5	3.9	4.4		
# AM Stations - 10													# Combos - 10		AM TOTALS		18.6	13.4	16.5	16.1	13.8	13.2	18.0	13.6	17.9
Stations Profiled - 23													# Duopolies - 8		Total Local Commercial Share		75.0	76.8	82.4	77.5	79.6	77.6	80.4	77.3	

Metro Rank: 143

Revenue Rank: 232

Killeen-Temple, TX Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 3,100	3,200	3,300	3,600	4,500	4,600	8.2%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	4.3%	\$ 4,800	5,000	5,300	5,600	5,900	5.3%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$2.28/1,000	\$2.37/1,000	\$2.12/1,000	Local	80%		
Revenue/Capita	\$12.01	\$14.56	\$15.39	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	258.2	316.0	4.1%	316.0	383.4	3.9%
Households	85.0	103.9	4.1%	103.9	129.3	4.5%
Retail Sales	1,357.0	1,941.3	7.4%	1,941.3	2,779.0	7.4%
EBI	2,777.3	3,648.2	5.6%	3,648.2	5,228.6	7.5%

Metro Counties

Bell, TX	235.6
Coryell, TX	80.4

	316.0

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	163.9	34.2	13.2	28.7	31.1	22.6	14.6	19.4
Women (000)	152.1	32.2	12.7	17.8	26.9	22.3	15.4	24.8
Total	316.0	66.4	25.9	46.6	58.0	45.0	30.0	44.2
Percentage	100.0%	21.0%	8.2%	14.7%	18.4%	14.2%	9.5%	14.0%
Per Capita	\$11,545	Median Household		\$26,463	Avg Household		\$35,113	
Ethnic Population:	White 74.5%	Black 21.4%	Asian 3.5%	Hispanic 13.5%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	3		7	4	10	3	13
Tot 12+	24.0		34.2	32.7	58.2	2.9	61.1
Avg 12+	8.0		4.9	8.2	5.8	1.0	4.7
Tot LCS	39.3		56.0	53.5	95.3	4.7	100.0
Avg LCS	13.1		8.0	13.4	9.5	1.6	7.7

Competitive Overview

Some stations also rated in Austin (51).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales	1996	Avg '96	Arbitron 12+ Metro Shares (see rights)								
Calls	License	Class	Freq	(kW)				Std	Acq	Price	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
										(000)	(000)	Ratio	Comm	1997	1996	1996	1995	1995	1994	1994	1993
KIIZ	Killeen	A	92.3	3.0	259		Capstar Bcstg Ptrs	91	9707		1,250	0.83	31.2	16.5	15.4	18.9	0.0	23.2	0.0	15.7	0.0
KAJZ	Killeen	C	93.3	100.0	1949		LBJ-S Bcstg LP	61	9707	See (51)	n/a		4.8	2.1	3.0	2.9	0.0	3.4	0.0	2.8	0.0
KRYL	Gatesville	A	98.3	3.0	299		LDR Bcstg Ltd	76	9106	125	200	1.98	2.1	0.8	0.0	1.3	0.0	0.6	0.0	1.4	0.0
KJFK	Lampasas	C	98.9	18.5	1814		Shamrock Comm Inc	76	8709	425	n/a		5.3	2.9	3.5	3.2	0.0	3.4	0.0	5.9	0.0
KLTD	Temple	C3	101.7	16.6	410		Progressive Comm Inc	95			225	1.80	2.6	2.9	1.3	1.6	0.0	0.0	0.0	0.0	0.0
KOOV	Copperas Cove	C3	103.1	8.6	558		Centroplex Comm Inc	77	9112		725	1.50	10.1	6.4	8.8	6.1	0.0	5.3	0.0	7.0	0.0
• KKIK	Temple	C2	104.3	34.0	597		CBS Corporation	75	9709		550	1.25	9.2	5.3	5.6	5.6	0.0	6.3	0.0	6.3	0.0
KYUL	Harker Heights	C3	105.5	7.8 cp	587	b	Stellar Comm	94	9607	1,100	300	1.56	4.0	10.1	3.3	2.4	0.0	2.5	0.0	0.0	0.0
KDOC	Belton	C3	106.3	11.5	489	a	Sheldon Comm Inc	70	9105	300	600	0.82	15.3	4.5	6.6	9.3	0.0	7.5	0.0	12.5	0.0
KLFX	Nolanville	A	107.3	2.0	525	a	Sheldon Comm Inc	87	9411	183	650	1.34	10.1	6.7	4.8	6.1	0.0	2.8	0.0	5.2	0.0
													94.7	58.2	52.3	57.4	0.0	55.0	0.0	56.8	0.0

FM Stations - 10 # Combos - 3

FM TOTALS

AM Stations

City of		FCC	Day	Night	Power	C	Owner	Year	Date	Sales	1996	Avg '96	Arbitron 12+ Metro Shares (see rights)								
Calls	License	Class	Freq	(kW)	(kW)			Std	Acq	Price	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
										(000)	(000)	Ratio	Comm	1997	1996	1996	1995	1995	1994	1994	1993
KTON	Belton	I1	940	1.0	0.01	a	Sheldon Comm Inc	61	9105				0.0	0.0	1.8	0.0	0.0	1.9	0.0	1.0	0.0
KRMY	Killeen	I1	1050	0.3	0.00		Martin Bcstg Inc	55	9308	118			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KTEM	Temple	IV	1400	1.0	1.00		Dell Bcstg Co Ltd	36	9508	200	300	1.10	5.3	2.9	2.5	3.2	0.0	1.6	0.0	1.0	0.0
													5.3	2.9	4.3	3.2	0.0	3.5	0.0	2.0	0.0

AM Stations - 3 # Combos - 1

AM TOTALS

Stations Profiled - 13 # Duopolies - 1

Total Local Commercial Share 61.1 56.6 60.6 0.0 58.5 0.0 58.8 0.0

NOTE: Market rated twice yearly with Fall 1996 period.

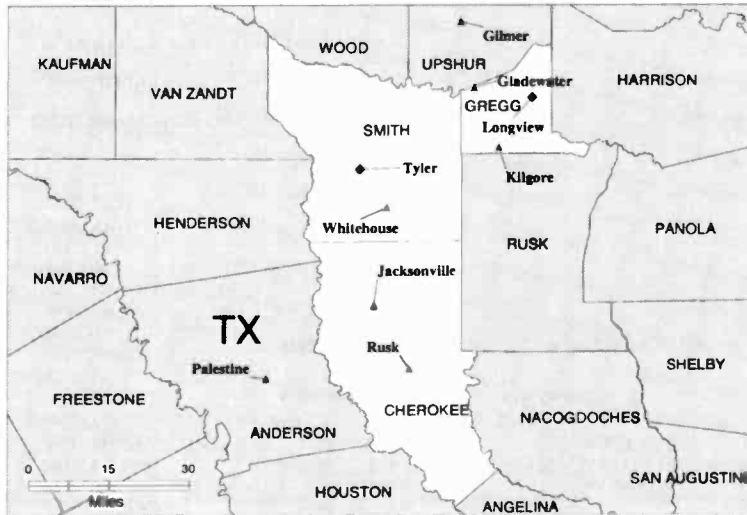
• Indicates a change since last edition.



Metro Rank: 144

Revenue Rank: 115

Tyler – Longview, TX Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ N/A	8,200	9,000	9,700	10,900	12,000	
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	10.5%	\$ 13,200	13,900	14,600	15,400	16,300	5.4%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	N/A	\$3.61/1,000	\$4.00/1,000	Local	85%		
Revenue/Capita	N/A	\$38.15	\$50.45	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	299.0	313.2	0.9%	313.2	323.1	0.6%
Households	112.4	117.8	0.9%	117.8	123.2	0.9%
Retail Sales	2,519.5	3,306.9	5.6%	3,306.9	4,079.9	4.3%
EBI	3,657.2	4,375.9	3.7%	4,375.9	5,571.8	5.0%

Metro Counties

Cherokee, TX	40.7
Gregg, TX	110.8
Smith, TX	161.7

	313.2

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	151.4	29.3	14.0	14.0	22.2	23.4	18.4	30.2
Women (000)	161.7	28.3	13.4	13.5	22.1	24.1	19.5	40.8
Total	313.2	57.6	27.5	27.5	44.3	47.5	37.9	71.0
Percentage	100.0%	18.4%	8.8%	8.8%	14.1%	15.2%	12.1%	22.7%
Per Capita	\$13,972	Median Household		\$28,840	Avg Household		\$37,147	
Ethnic Population:	White 78.8%	Black 20.2%	Asian 0.5%	Hispanic 6.5%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	1		11	7	12	9	21
Tot 12+	0.0		60.0	54.3	60.0	13.3	73.3
Avg 12+	0.0		5.5	7.8	5.0	1.5	3.5
Tot LCS	0.0		81.9	74.1	81.9	18.1	100.0
Avg LCS	0.0		7.4	10.6	6.8	2.0	4.8

Competitive Overview

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)								
Calls	License	Class	Freq	(kW)						Std	Acq	Price	(000)	LMA	Format	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall
KOOK	Tyler	C3	92.1	9.6 cp	443	c	Gleiser Comm Inc	75	9307	175		MOR	525	0.44	9.1	5.7	3.6	6.7	0.0	4.1	0.0	1.8	0.0	
KTYL	Tyler	C1	93.1	82.0 cp	938	a	Capstar Bcstg Ptrs	66	9707		g1 1	AC	1,100	1.30	6.4	3.6	4.9	4.7	0.0	6.1	0.0	7.1	0.0	
KFRO	Gilmer	C3	95.3	5.9	666	e	Curtis Bcstg Stns	80	8609	700		Oldies	850	1.31	4.9	2.6	1.9	3.6	0.0	2.0	0.0	1.3	0.0	
KKTX	Kilgore	C2	96.1	32.0	620	d	Noalmark Bcstg Corp	76			1	Clsc Rock	500	0.90	4.2	5.2	3.3	3.1	0.0	3.1	0.0	3.2	0.0	
KWRW	Rusk	C3	97.7	14.5	407		Whitehead, E.H.	81				Oldies			1.1	0.5	0.8	0.8	0.0	0.0	0.0	0.0	0.0	
KYYK	Palestine	C2	98.3	50.0	492		Willow Creek Entertn	76				Country			0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	
KNUE	Tyler	C	101.5	98.0	1073	a	Capstar Bcstg Ptrs	64	9707		g1 1	Country	2,900	1.36	16.1	13.2	12.3	11.9	0.0	19.2	0.0	16.1	0.0	
KSIZ	Jacksonville	A	102.3	3.0	210		Bell, Herbert, Recvr	95	9703			Gospel			1.4	0.0	0.0	1.0	0.0	0.8	0.0	0.0	0.0	
KKUS	Tyler	C2	104.1	50.0	492		Tyler FM Inc	90				Country	500	1.08	3.5	2.6	1.9	2.6	0.0	1.8	0.0	2.4	0.0	
KYKX	Longview	C	105.7	100.0	1155		SunGroup Inc	63	8511	8,250		Country	1,950	1.17	12.6	7.2	6.3	9.3	0.0	6.4	0.0	12.1	0.0	
KOOI	Jacksonville	C	106.5	100.0	1467	b	Waller Bcstg Inc	67				Soft AC	1,600	1.28	9.5	7.8	6.8	7.0	0.0	5.9	0.0	9.2	0.0	
KISX	Whitehouse	C2	107.3	50.0	486	a	Capstar Bcstg Ptrs	82	9707		g1 1	AC	1,150	0.61	14.4	11.6	13.2	10.6	0.0	9.7	0.0	7.7	0.0	
# FM Stations - 12												# Combos - 7		FM TOTALS		83.2	60.0	55.0	61.3	0.0	59.6	0.0	60.9	0.0

AM Stations

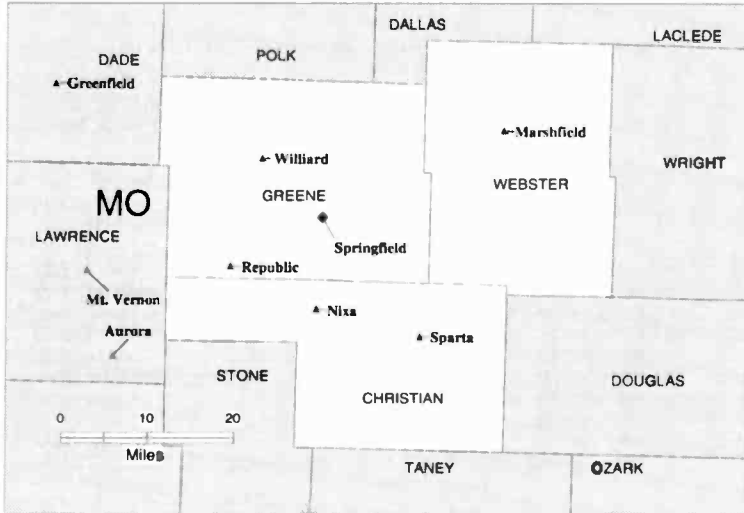
City of		FCC	Day		Night	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)								
Calls	License	Class	Freq	Power	Power					Std	Acq	Price	(000)	LMA	Format	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall
K1BB	Tyler	111	600	5.0	2.50	c	Gleiser Comm Inc	47	9409	2,550		Nws/Tk/Spts	950	1.20	6.0	3.1	3.6	4.4	0.0	2.0	0.0	4.2	0.0	
KZEY	Tyler	11	690	1.0	0.09		Community Bcst Group	58	9307	150		Urban	700	0.69	7.7	6.5	3.6	5.7	0.0	6.1	0.0	4.0	0.0	
KKTX	Kilgore	1V	1240	1.0	1.00	d	Noalmark Bcstg Corp	36	7607		1	Clsc Rock			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KARW	Longview	111	1280	1.0	0.06		Praise Media Inc	48	9202		na	DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	
KGLD	Tyler	111	1330	1.0	0.08	c	Gleiser Comm Inc	61	9107	65		Oldies	75		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KFRO	Longview	111	1370	1.0	1.00	e	Curtis Bcstg Stns	35	8705	130		Nws/Tk/Spts	100		0.0	1.6	1.9	0.0	0.0	1.3	0.0	0.0	0.0	
KEBE	Jacksonville	1V	1400	1.0	1.00	b	Waller Bcstg Inc	47	5811			Country			0.0	0.0	0.5	0.0	0.0	0.8	0.0	1.6	0.0	
KEES	Gladewater	111	1430	5.0	1.00	f	Gleiser Comm Inc	47	9707	950p	d1	News/Talk	200	0.63	2.4	1.6	2.2	1.8	0.0	3.3	0.0	1.1	0.0	
KY2S	Tyler	1V	1490	1.0	1.00	f	Gleiser Comm Inc	30	9707		p d1	News/Talk	100	1.08	0.7	0.5	0.8	0.5	0.0	0.0	0.0	1.3	0.0	
# AM Stations - 9												# Combos - 7		AM TOTALS		16.8	13.3	12.6	12.4	0.0	13.5	0.0	13.0	0.0
Stations Profiled - 21												# Duopolies - 4		Total Local Commercial Share		73.3	67.6	73.7	0.0	73.1	0.0	73.9	0.0	

Docket 80-90 Allocations: 97.3, C2, Longview
 NOTE: Market rated twice yearly with Fall 1996 period.

Metro Rank: 145

Revenue Rank: 92

Springfield, MO Market Overview



Metro Counties

Christian, MO	44.0
Greene, MO	230.1
Webster, MO	27.1

	301.2

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 10,200	11,000	11,500	12,500	14,300	15,000	8.0%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	7.3%	\$ 16,100	17,000	18,000	19,000	20,100	5.7%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.66/1,000	\$3.67/1,000	\$3.58/1,000	Local	85%		
Revenue/Capita	\$38.15	\$49.80	\$60.43	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	267.4	301.2	2.4%	301.2	332.6	2.0%
Households	103.0	115.0	2.2%	115.0	128.6	2.3%
Retail Sales	2,189.0	4,090.5	13.3%	4,090.5	5,612.3	6.5%
EBI	3,167.8	4,102.5	5.3%	4,102.5	5,574.9	6.3%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	145.9	25.5	12.6	17.2	22.0	23.6	18.0	27.0
Women (000)	155.3	23.9	11.9	17.8	21.8	23.9	18.9	37.1
Total	301.2	49.4	24.5	35.0	43.8	47.5	36.9	64.1
Percentage	100.0%	16.4%	8.1%	11.6%	14.5%	15.8%	12.3%	21.3%
Per Capita	\$13,620	Median Household		\$28,260	Avg Household		\$35,674	
Ethnic Population:	White 97.1%	Black 1.6%	Asian 0.7%	Hispanic 0.9%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1		12	9	13	6	19
Tot 12+	2.1		71.4	59.4	73.5	10.9	84.4
Avg 12+	2.1		6.0	6.6	5.7	1.8	4.4
Tot LCS	2.5		84.6	70.4	87.1	12.9	100.0
Avg LCS	2.5		7.1	7.8	6.7	2.2	5.3

MARKET: Springfield, MO

METRO RANK: 145

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)									
			Freq	(kW)									Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993			
KTTT	Springfield	C	94.7	98.0	1102	b	Great Empire Bcstg	48				Country	4,000	1.18	21.1	12.8	14.1	18.8	0.0	19.0	0.0	20.3	0.0			
• KTOZ	Pleasant Hope	C2	95.5	50.0	492	c	Sunburst Media LP	94	9708	3,300p	1	Modern Rock	750	2.12	2.2	5.1	3.7	2.0	0.0	2.7	0.0	4.3	0.0			
KLTO	Sparta	C2	96.5	50.0	492	b	Great Empire Bcstg	89	9603	1,063p		Country	300	1.10	1.7	4.5	1.0	1.5	0.0	1.6	0.0	2.0	0.0			
KXUS	Springfield	C1	97.3	100.0	581	c	Sunburst Media LP	69	9705	5,500		AOR	1,200	1.26	5.9	6.4	5.2	5.3	0.0	6.4	0.0	6.9	0.0			
KWTO	Springfield	C1	98.7	96.0	551	a	Meyer Comm Inc	67	9501	1,880	c1	Clsc Rock	300	0.60	3.1	2.4	3.7	2.8	0.0	1.9	0.0	4.3	0.0			
KADI	Republic	A	99.5	6.0	328		Snowmen Bcstg Inc	90				ChrsContemp	250	0.71	2.2	2.1	3.4	2.0	0.0	4.0	0.0	3.7	0.0			
KGMY	Aurora	C2	100.5	33.0	600	c	Sunburst Media LP	68	9602		na	Country	2,050	1.27	10.0	9.0	12.0	8.9	0.0	10.7	0.0	12.9	0.0			
KTXR	Springfield	C	101.3	97.0	1181	a	Meyer Comm Inc	62				Easy	700	0.91	4.8	4.3	5.8	4.3	0.0	5.6	0.0	7.7	0.0			
KQMO	Ash Grove	C3	104.1	21.5	354		Moon Song Comm Inc	94	9603	450	1	Hot AC	150	0.85	1.1	2.1	1.0	1.0	0.0	0.5	0.0	0.0	0.0			
KKLM	Marshfield	C2	104.7	35.0	581	e	Mid-West Family Bcst	79	9607	1,800		Clsc Rock	900	0.95	5.9	4.8	4.5	5.3	0.0	6.4	0.0	1.1	0.0			
KOSP	Willard	C2	105.1	50.0	492	e	Mid-West Family Bcst	92				Oldies	1,450	1.17	7.7	5.9	3.1	6.9	0.0	5.9	0.0	7.4	0.0			
KGBX	Nixa	C2	105.9	38.0	558	c	Sunburst Media LP	42	8901	960		AC	2,050	0.84	15.2	8.0	11.5	13.5	0.0	9.6	0.0	7.1	0.0			
KHTO	Mt Vernon	C3	106.7	25.0	328	d	Radio 2000 Inc	93	9606		c2 1	Top 40	650	0.52	7.7	6.1	5.2	6.9	0.0	4.8	0.0	0.6	0.0			
													# FM Stations - 13	# Combos - 11		FM TOTALS		88.6	73.5	74.2	79.2	0.0	79.1	0.0	78.3	0.0

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)								
			Freq	(kW)	(kW)									Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993		
KWTO	Springfield	III	560	5.0	4.00	a	Meyer Comm Inc	33	9501		c1	Talk	700	0.91	4.8	4.0	4.7	4.3	0.0	4.0	0.0	4.9	0.0			
KTOZ	Springfield	II	1060	0.5	0.00		Entertainment Ntwk	72	9406	35		MOR	100	0.69	0.9	0.0	1.0	0.8	0.0	0.0	0.0	0.9	0.0			
KTTT	Springfield	III	1260	5.0	5.00	b	Great Empire Bcstg	42	7203			Country	550	0.63	5.4	6.1	5.0	4.8	0.0	4.8	0.0	3.1	0.0			
KIDS	Springfield	IV	1340	1.0	1.00		Branson Info Radio	49	9512	350		Information			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KGMY	Springfield	IV	1400	1.0	1.00	c	Sunburst Media LP	26	8901	155		Nostalgia			0.0	0.8	2.1	0.0	0.0	0.0	0.0	0.0	0.0			
KLFI	Springfield	II	1550	5.0	0.03		He N Me Bcstg Inc	74	9706	140		Inspiration			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
													# AM Stations - 6	# Combos - 3		AM TOTALS		11.1	10.9	12.8	9.9	0.0	8.8	0.0	8.9	0.0
													Stations Profiled - 19	# Duopolies - 5		Total Local Commercial Share		84.4	87.0	89.1	0.0	87.9	0.0	87.2	0.0	

NOTE: Market rated twice yearly with Fall 1996 period.

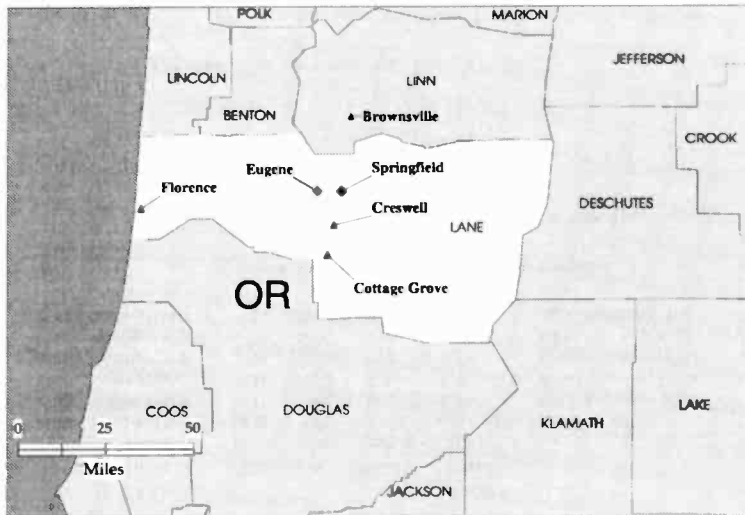
• Indicates a change since last edition.



Metro Rank: 146

Revenue Rank: 140

Eugene - Springfield, OR Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 7,500	8,000	8,800	9,500	10,000	10,100	6.1%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	3.0%	\$ 10,400	10,900	11,400	12,000	12,600	4.9%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.35/1,000	\$3.22/1,000	\$3.13/1,000	Local	75%		
Revenue/Capita	\$26.38	\$33.26	\$39.12	National	25%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	284.3	303.7	1.3%	303.7	322.1	1.2%
Households	111.4	119.3	1.4%	119.3	127.9	1.4%
Retail Sales	2,237.7	3,131.8	7.0%	3,131.8	4,019.3	5.1%
EBI	3,256.9	3,965.3	4.0%	3,965.3	5,028.4	4.9%

Metro Counties

Lane, OR	303.7

	303.7

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	148.5	26.0	12.5	15.0	21.0	27.2	18.8	28.0
Women (000)	155.2	25.1	11.8	15.3	21.1	27.9	18.9	35.1
Total	303.7	51.1	24.2	30.4	42.1	55.1	37.7	63.1
Percentage	100.0%	16.8%	8.0%	10.0%	13.9%	18.1%	12.4%	20.8%
Per Capita	\$13,057	Median Household		\$26,858	Avg Household		\$33,238	
Ethnic Population:	White 95.6%	Black 0.8%	Asian 2.4%	Hispanic 2.7%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1		8	8	9	10	19
Tot 12+	1.2		58.7	58.7	59.9	16.8	76.7
Avg 12+	1.2		7.3	7.3	6.7	1.7	4.0
Tot LCS	1.6		76.5	76.5	78.1	21.9	100.0
Avg LCS	1.6		9.6	9.6	8.7	2.2	5.3

Competitive Overview

FM Stations

City of		FCC	Power		Year	Date	Sales	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)													
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall				
										(000)	(000)	Ratio	Comm Sh	1997	1996	1996	1995	1995	1994	1994	1993				
KKNU	Springfield	C	93.1	100.0	984	a	McKenzie River Bcstg	58	9212		1,300	1.04	12.0	7.2	7.5	8.7	9.1	9.1	11.9	10.1	10.4				
KMGE	Eugene	C	94.5	100.0	1299	a	McKenzie River Bcstg	65	8609	950	1,500	1.17	12.3	8.9	9.8	9.0	9.3	8.8	8.6	8.6	8.3				
KNRO	Creswell	C3	95.3	0.6	1207	d	McDonald Media Group	83	9612	5,000	600	0.87	6.6	6.3	6.0	5.6	4.2	5.5	3.3	5.3	4.5				
KZEL	Eugene	C	96.1	100.0	1093	d	McDonald Media Group	62	9612		1,200	0.89	13.0	6.3	6.5	10.5	8.8	9.4	6.4	4.8	7.3				
KUGN	Eugene	C	97.9	100.0	1011	b	Deschutes River Bcst	58	9608	7,000	1,400	1.00	13.5	9.5	11.3	11.3	8.8	10.5	11.7	12.8	15.4				
KODZ	Eugene	C	99.1	100.0	1631	c	McCoy Bcstg Co	68	9109		700	0.91	7.4	7.2	7.3	5.6	5.4	6.1	6.4	6.0	5.1				
KEHK	Brownsville	C1	102.3	100.0	919	b	Deschutes River Bcst	91	9608		500	1.02	4.7	5.2	3.8	2.8	4.2	3.9	4.7	0.0	0.0				
KDUK	Florence	C	104.7	5.0	2326	c	McCoy Bcstg Co	83	9609	2,500	650	0.86	7.3	8.1	6.3	4.3	6.5	6.6	7.5	7.1	7.8				
KCST	Florence	A	106.9	2.3	509	e	Coast Bcstg Co Inc	92					0.5	1.2	0.8	0.8	0.0	0.0	0.8	0.0	0.0				
# FM Stations - 9													# Combos - 9		FM TOTALS		77.3	59.9	59.3	58.6	56.3	59.9	61.3	54.7	58.8

AM Stations

City of		FCC	Day		Night	Year	Date	Sales	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)												
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	Price	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall				
										(000)	(000)	Ratio	Comm Sh	1997	1996	1996	1995	1995	1994	1994	1993				
KUGN	Eugene	III	590	5.0	cp 5.00	b	Deschutes River Bcst	46	9608		1,400	2.01	6.7	4.0	6.0	4.1	5.9	3.9	5.3	4.5	3.8				
KKNX	Eugene	II	840	1.0	0.17		Willamette Media Grp	92	9608	150			0.0	0.9	1.0	0.0	0.0	0.6	0.6	0.5	0.0				
KORE	Springfield	II	1050	5.0	0.15		Support Chrstn Bcstg	27	8708				0.9	0.6	0.0	0.5	0.8	1.1	0.8	0.8	0.0				
KPNW	Eugene	II	1120	50.0	50.00	a	McCoy Bcstg Co	62	9109		850	0.96	8.5	6.1	7.3	5.6	7.1	7.2	8.1	6.5	5.8				
KCST	Florence	III	1250	1.0	0.07	e	Coast Bcstg Co Inc	85	8904	200			0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.5	0.0				
KRVN	Eugene	III	1280	5.0	1.50		Eugene School Dst 4J	49	9612		100	1.37	0.7	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.8				
KNRO	Eugene	III	1320	1.0	0.05	d	McDonald Media Group	62	9612				0.2	0.6	0.0	0.3	0.0	0.0	0.0	0.3	0.0				
KNND	Cottage Grove	IV	1400	1.0	1.00		O'Renick, Robt&Diane	53	8812	63	100	3.21	0.3	0.6	0.0	0.5	0.0	0.0	0.6	1.3	1.0				
XKXO	Eugene	IV	1450	1.0	1.00	a	McKenzie River Bcstg	54	8703	185	100	0.18	5.4	4.0	5.8	4.3	3.7	5.2	3.6	4.3	3.0				
KZEL	Eugene	III	1600	5.0	1.00		Albany Radio Corp	47	9407	35			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
# AM Stations - 10													# Combos - 5		AM TOTALS		22.7	16.8	20.6	16.3	17.5	18.0	19.0	18.7	14.4
Stations Profiled - 19													# Duopolies - 4		Total Local Commercial Share		76.7	79.9	74.9	73.8	77.9	80.3	73.4	73.2	

Metro Rank: 147

Revenue Rank: 212

Ann Arbor, MI Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 3,600	3,800	3,800	4,000	5,300	5,400	8.4%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	3.7%	\$ 5,600	5,800	6,100	6,400	6,700	4.6%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$ 1.51/1,000	\$ 1.40/1,000	\$ 1.35/1,000	Local	85%		
Revenue/Capita	\$12.64	\$18.29	\$21.93	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	284.8	295.3	0.7%	295.3	305.5	0.7%
Households	105.3	108.9	0.7%	108.9	114.5	1.0%
Retail Sales	2,386.8	3,864.4	10.1%	3,864.4	4,976.4	5.2%
EBI	4,105.3	5,455.8	5.9%	5,455.8	6,942.1	4.9%

Metro Counties

Washtenaw, MI	295.3

	295.3

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	146.6	23.3	10.1	26.2	27.1	25.5	16.9	17.5
Women (000)	148.7	22.2	9.6	25.9	25.7	25.8	16.7	22.8
Total	295.3	45.5	19.6	52.1	52.8	51.4	33.6	40.3
Percentage	100.0%	15.4%	6.7%	17.6%	17.9%	17.4%	11.4%	13.6%
Per Capita	\$18,475	Median Household		\$40,886	Avg Household		\$50,099	
Ethnic Population:	White 82.8%	Black 11.8%	Asian 5.0%	Hispanic 2.3%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1	1		1	2	5	7
Tot 12+	3.2	3.2		3.2	6.4	4.1	10.5
Avg 12+	3.2	3.2		3.2	3.2	0.8	1.5
Tot LCS	30.5	30.5		30.5	61.0	39.0	100.0
Avg LCS	30.5	30.5		30.5	30.5	7.8	14.3

MARKET: Ann Arbor, MI

METRO RANK: 147

Competitive Overview

Some stations also rated in Detroit (6).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)															
Calls	License	Class	Freq	(kW)						Price	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall								
WIQB	Ann Arbor	B	102.9	49.0	499	a	American Media Mgmt	62	9410	3,600	c1	AOR	2,000	0.94	38.0	3.2	2.2	3.9	3.7	3.5	3.1	4.5	5.2								
WQKL	Ann Arbor	A	107.1	3.0	289	a	American Media Mgmt	67	9410	800	c2	Oldies	1,400	0.90	27.7	3.2	3.3	3.1	2.5	1.9	4.2	3.3	3.8								
# FM Stations -		2		# Combos -		2		FM TOTALS						65.7		6.4		5.5		7.0		6.2		5.4		7.3		7.8		9.0	

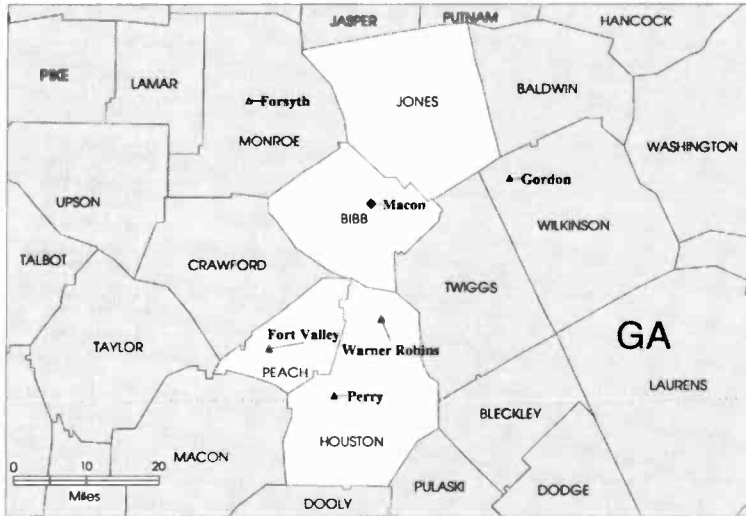
AM Stations

City of		FCC	Day Power		Night Power		C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)														
Calls	License	Class	Freq	(kW)	(kW)	Price					Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall						
WCMH	Ypsilanti	II	990	9.2	cp	0.25		Word Bcstrs Inc	62			ChrsContemp	650		0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WTKA	Ann Arbor	II	1050	10.0		0.50	a	American Media Mgmt	45	9410		c2	Mws/Tk/Spts	300	0.81	6.6	0.9	1.4	1.1	0.3	0.5	0.8	0.0	0.5							
WDEO	Saline	III	1290	0.5		0.00	a	American Media Mgmt	58	9410		c1	Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WSDS	Salem Township	III	1480	0.8		3.80		Koch Bcstg	62	6806			Country	450		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WAAM	Ann Arbor	III	1600	5.0		5.00		Whitehall Conval Hms	47	8309	500		FullService	750	0.48	27.7	3.2	1.4	3.1	2.5	2.4	2.2	1.3	1.6							
# AM Stations -		5		# Combos -		2		AM TOTALS						34.3		4.1		3.4		4.2		2.8		2.9		3.0		1.3		2.1	
Stations Profiled -		7		# Duopolies -		2		Total Local Commercial Share						10.5		8.9		11.2		9.0		8.3		10.3		9.1		11.1			

Metro Rank: 148

Revenue Rank: 135

Macon, GA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 8,300	8,200	8,500	8,800	9,200	10,400	4.6%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	3.8%	\$ 10,800	11,300	12,000	12,700	13,500	5.7%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.88/1,000	\$3.24/1,000	\$3.49/1,000	Local	82%		
Revenue/Capita	\$29.23	\$34.28	\$41.87	National	18%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	284.0	303.4	1.3%	303.4	322.4	1.2%
Households	104.2	111.9	1.4%	111.9	120.9	1.6%
Retail Sales	2,138.7	3,208.8	8.5%	3,208.8	3,863.0	3.8%
EBI	3,565.6	3,734.4	0.9%	3,734.4	4,446.3	3.6%

Metro Counties

Bibb, GA	156.2
Houston, GA	101.7
Jones, GA	22.0
Peach, GA	23.5

	303.4

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	144.8	28.5	14.0	13.8	23.2	23.5	18.0	23.8
Women (000)	158.6	28.0	13.5	15.0	23.8	25.0	20.0	33.3
Total	303.4	56.5	27.5	28.8	47.0	48.5	38.0	57.1
Percentage	100.0%	18.6%	9.1%	9.5%	15.5%	16.0%	12.5%	18.8%
Per Capita	\$12,308	Median Household		\$27,172	Avg Household		\$33,372	
Ethnic Population:	White 63.0%	Black 35.9%	Asian 0.8%	Hispanic 1.1%				

Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations	6		7	8	13	11	24
Tot 12+	15.1		62.6	69.4	77.7	10.1	87.8
Avg 12+	2.5		8.9	8.7	6.0	0.9	3.7
Tot LCS	17.2		71.3	79.0	88.5	11.5	100.0
Avg LCS	2.9		10.2	9.9	6.8	1.0	4.2

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)								
													Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993		
* WMKS	Macon	A	92.3	3.0	328		Magic Bcstg Inc	92	9709	1,225p		Country	600	1.92	2.9	2.5	2.3	2.7	2.3	1.7	1.0	2.2	5.9		
WMGB	Jeffersonville	C2	93.7	29.5	646	d	Magic Bcstg Inc	93	9607	7,250	c7	CHR	450	0.72	5.8	6.0	6.1	5.3	4.6	7.6	3.2	4.6	1.9		
WNML	Gray	C3	96.5	7.6	587		Taylor Bcstg	94	9612	1,600		Sports/Talk	200	4.63	0.4	0.0	0.5	0.7	0.0	0.5	0.7	0.5	0.0		
WIBB	Ft. Valley	C3	97.9	10.5	499	c	Taylor Bcstg	90	9610	2,500	d3	Urban	950	0.60	14.6	16.1	17.2	12.3	12.6	11.8	8.2	6.8	1.1		
WAYS	Macon	C1	99.1	92.0	663	d	Magic Bcstg Inc	47	9707			Oldies	1,000	1.47	6.3	6.3	5.8	4.3	6.4	7.7	6.4	7.8			
WFXM	Forsyth	A	100.1	2.0	574	a	Roberts Comm	73	9707	550		Urb/Gospel	150	0.48	2.9	3.0	1.5	2.9	2.1	3.4	4.5	4.6	7.2		
WPGA	Perry	A	100.9	5.3	348	b	Radio Perry Inc	66	9002			Urban	400	0.77	4.8	3.8	3.8	3.1	5.1	3.4	6.4	6.6	10.2		
* WRBW	Warner Robins	A	101.7	4.9	351	c	Taylor Bcstg	69	9610			Urban/Olds	200	0.47	3.9	2.5	3.3	4.1	2.6	1.7	1.7	0.7	1.9		
WLCG	Warner Robbins	A	102.5	4.0	328		Taylor Bcstg	94	9702			Black Gospl			0.9	1.0	0.5	0.5	1.0	0.7	0.5	0.0	0.0		
WDEN	Macon	C1	105.3	100.0	659	d	Magic Bcstg Inc	68	8710	6,000	c2	Country	3,100	1.41	20.4	16.6	16.7	20.3	14.7	19.2	19.3	20.5	17.6		
WQBZ	Ft. Valley	C2	106.3	48.0	492	c	Taylor Bcstg	81	9003	3,000		AOR	900	1.14	7.3	9.3	6.6	6.8	5.7	5.9	6.9	6.8	5.9		
WALJ	Gordon	A	107.1	2.3	541	a	Roberts Comm	76	9707	575	c1	Urban AC	150	0.87	1.6	2.3	1.0	1.2	1.5	1.2	1.7	1.0	1.9		
WPEZ	Macon	C1	107.9	100.0	689	d	Magic Bcstg Inc	73	9607		c7	AC	1,900	1.40	12.6	8.3	10.1	11.1	10.5	7.9	9.9	10.5	7.5		
# FM Stations - 13													# Combos - 10		FM TOTALS		84.4	77.7	75.4	75.3	69.1	71.4	71.7	71.2	68.9

AM Stations

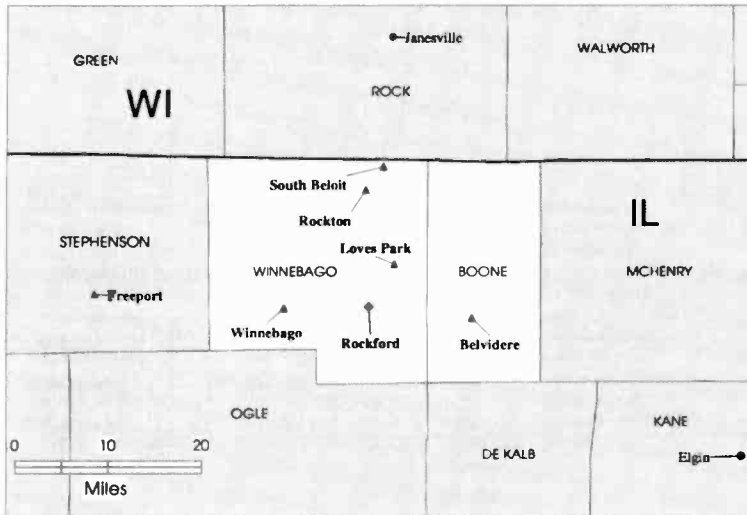
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)								
													Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993		
WBML	Macon	II	900	2.0	0.15		Rodgers Bcstg Corp	40	7909			Religion			0.3	0.0	0.0	0.5	0.0	0.0	0.5	0.5	0.0		
WMWR	Macon	II	940	50.0	10.00	d	Magic Bcstg Inc	22	9707		c6	Nws/Tk/Spts	500	0.99	4.7	3.5	4.3	3.4	4.6	4.4	3.7	5.4	3.5		
WPGA	Perry	III	980	5.0	0.27	b	Radio Perry Inc	55	9002			nc	Adlt Stndrd			0.0	0.5	1.0	0.0	0.0	0.7	0.0	0.0		
WBNN	Gordon	II	1120	10.0	0.00	a	Roberts Comm	69	9707			c1	Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WXKO	Ft. Valley	III	1150	1.0	0.06	a	Roberts Comm	51	9707			c4	Gospel			2.0	1.5	1.8	2.4	1.0	2.2	1.0	1.0	4.5	
WDDO	Macon	IV	1240	1.0	1.00	d	Magic Bcstg Inc	57	9607			c7	Black Gospl	250	0.29	8.1	4.0	4.1	5.8	8.0	4.9	8.2	5.6	6.4	
WLCG	Macon	III	1280	5.0	0.10	c	Taylor Bcstg	48	9610			d3	Black Gospl			0.0	0.3	0.0	0.0	0.0	0.0	0.5	0.0	0.0	
WCOP	Warner Robins	III	1350	5.0	0.50		Toccoa Falls College	54	8507	140		Christian			0.3	0.0	0.5	0.5	0.0	0.5	0.7	1.0	1.1		
WNEX	Macon	IV	1400	1.0	1.00		TM Comm Inc	45	9703	100		DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0		
WDEN	Macon	II	1500	1.0	0.00	d	Magic Bcstg Inc	67	8710			c2	Country			0.1	0.3	0.3	0.2	0.0	0.0	0.0	0.7	0.0	
WNML	Warner Robins	III	1600	1.6	0.50	c	Taylor Bcstg	66	9610			d3	Sports/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations - 11													# Combos - 8		AM TOTALS		15.5	10.1	12.0	12.8	13.6	12.7	14.6	14.9	15.5
Stations Profiled - 24													# Duopolies - 10		Total Local Commercial Share		87.8	87.4	88.1	82.7	84.1	86.3	86.1	84.4	

* Indicates a change since last edition.

Metro Rank: 149

Revenue Rank: 146

Rockford, IL Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 8,600	8,200	8,500	8,500	9,100	9,200	1.4%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	8.7%	\$ 10,000	10,400	11,000	11,600	12,300	5.3%

	1990	1995	2000	Est. Breakout
Revenue/Retail Sales	\$4.05/1,000	\$3.37/1,000	\$3.92/1,000	Local 85%
Revenue/Capita	\$30.26	\$30.42	\$38.92	National 15%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	284.2	302.4	1.2%	302.4	316.0	0.9%
Households	107.8	115.0	1.3%	115.0	121.7	1.1%
Retail Sales	2,121.2	2,728.5	5.2%	2,728.5	3,141.4	2.9%
EBI	4,120.4	4,460.3	1.6%	4,460.3	5,109.2	2.8%

Metro Counties

Boone, IL	36.5
Winnebago, IL	265.9

	302.4

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	147.5	27.9	13.3	12.2	22.6	24.2	19.5	27.7
Women (000)	154.9	26.9	12.6	12.4	22.6	25.2	19.7	35.5
Total	302.4	54.9	25.9	24.7	45.2	49.4	39.2	63.1
Percentage	100.0%	18.1%	8.6%	8.2%	15.0%	16.3%	13.0%	20.9%
Per Capita	\$14,750	Median Household		\$33,006	Avg Household		\$38,785	
Ethnic Population:	White 89.7%	Black 8.7%	Asian 1.3%	Hispanic 4.2%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	5	2		5	7	4	11
Tot 12+	37.2	22.6		56.0	59.8	10.2	70.0
Avg 12+	7.4	11.3		11.2	8.5	2.6	6.4
Tot LCS	53.1	32.3		80.0	85.4	14.6	100.0
Avg LCS	10.6	16.2		16.0	12.2	3.6	9.1

MARKET: Rockford, IL

METRO RANK: 149

Competitive Overview

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
Calls	License	Class	Freq	(kW)						Price	Revenue	Power	Local	Ratio	Comm Sh	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
WKHQ	Winnebago	A	95.3	1.3	512	c	Rhea, Robert E, Jr.	71	9407	1,650	c3	Oldies	1,200	1.04	11.5	9.7	6.2	7.4	7.7	5.4	5.6	6.3	5.1
WLUV	Loves Park	A	96.7	3.0	236	a	Loves Park Bcstg Co	64				Country			1.3	0.5	1.2	0.7	1.0	0.0	0.0	0.0	0.0
WZOK	Rockford	B	97.5	50.0	430	b	Connoisseur Comm	49	9602	5,000	c4	Rock AC	2,200	1.02	21.5	14.5	13.6	13.8	14.6	10.5	10.3	9.9	9.3
WXXQ	Freeport	B	98.5	50.0	400	b	Connoisseur Comm	47	9602	2,300	c2	Country	1,300	1.24	10.5	8.1	10.3	5.9	7.9	8.5	7.6	5.8	5.6
WQFL	Rockford	A	100.9	3.0	299		First Assembly God	74	8006	590		Religion	200	0.83	2.4	3.3	1.7	1.7	1.5	1.5	1.7	1.4	2.5
WRWC	Rockton	A	103.1	1.2	525	d	Salter Bcstg Co	63				AC	800	0.70	11.4	9.2	12.7	8.3	6.7	6.2	6.6	9.1	8.3
WXXR	Belvidere	A	104.9	4.0	400	c	Rhea, Robert E, Jr.	71	8907	1,350	c1	Clsc Rock	2,500	1.01	24.8	14.5	13.2	18.1	14.6	18.0	17.1	16.8	13.5
		# FM Stations -		7	# Combos -		6			FM TOTALS				83.4	59.8	58.9	55.9	54.0	50.1	48.9	49.3	44.3	

AM Stations

City of		FCC	Day Power		Night Power		C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)						
Calls	License	Class	Freq	(kW)	(kW)	Price					Revenue	Power	Local	Ratio	Comm Sh	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
WNIA	Rockford	III	1330	1.0	0.09	c	Rhea, Robert E, Jr.	53	8907		c1	News/Talk	350	0.53	6.6	4.6	4.1	4.3	4.4	4.4	3.9	6.3	4.2
WBEL	S. Beloit	III	1380	5.0	5.00	d	Salter Bcstg Co	48				Nostalgia	400	6.67	0.6	0.5	1.0	0.0	0.8	0.5	0.0	0.0	0.5
WROK	Rockford	III	1440	5.0	0.27	b	Connoisseur Comm	23	9602		c4	News/Talk	1,000	1.06	9.4	5.1	5.5	5.7	6.7	5.7	7.6	7.4	8.3
WLUV	Loves Park	II	1520	0.5	0.01	a	Loves Park Bcstg Co	62				Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
		# AM Stations -		4	# Combos -		4			AM TOTALS				16.6	10.2	10.6	10.0	11.9	10.6	11.5	13.7	13.0	
		Stations Profiled -		11	# Duopolies -		2			Total Local Commercial Share				70.0	69.5	65.9	65.9	60.7	60.4	63.0	57.3		

Docket 80-90 Allocations: 106.1, A, Oregon

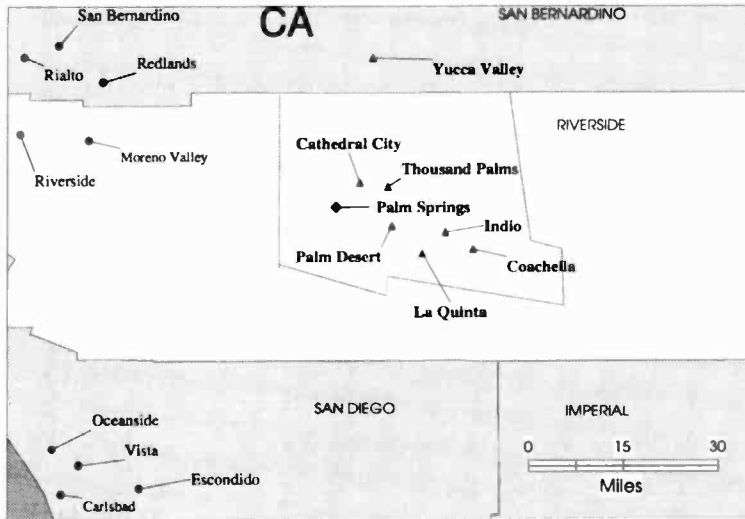
METRO RANK: 149



Metro Rank: 150

Revenue Rank: 148

Palm Springs, CA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 7,400	7,500	7,400	7,800	8,600	9,500	5.1%
★★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	4.2%	\$ 9,900	10,400	10,900	11,500	12,200	5.4%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.58/1,000	\$4.20/1,000	\$4.74/1,000	Local	80%		
Revenue/Capita	\$27.97	\$31.58	\$36.71	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	264.6	300.8	2.6%	300.8	332.3	2.0%
Households	91.0	100.0	1.9%	100.0	109.1	1.8%
Retail Sales	1,615.5	2,264.5	7.0%	2,264.5	2,574.3	2.6%
EBI	3,664.2	3,796.5	0.7%	3,796.5	4,264.3	2.4%

Metro Counties

Riverside, CA	300.8

	300.8

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	150.9	32.0	12.8	13.6	25.2	23.4	15.8	28.2
Women (000)	149.9	30.6	12.1	12.1	23.4	22.0	15.7	34.1
Total	300.8	62.6	24.9	25.6	48.6	45.3	31.5	62.3
Percentage	100.0%	20.8%	8.3%	8.5%	16.2%	15.1%	10.5%	20.7%
Per Capita	\$12,621	Median Household		\$30,951	Avg Household		\$37,947	
Ethnic Population:	White 88.2%	Black 6.2%	Asian 4.5%	Hispanic 30.7%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	5	6		8	11	8	19
Tot 12+	28.0	42.0		59.0	70.0	15.3	85.3
Avg 12+	5.6	7.0		7.4	6.4	1.9	4.5
Tot LCS	32.8	49.2		69.2	82.1	17.9	100.0
Avg LCS	6.6	8.2		8.6	7.5	2.2	5.3

MARKET: Palm Springs, CA

METRO RANK: 150

Competitive Overview

FM Stations

											Arbitron 12+ Metro Shares (see rights)													
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA Format	1996		Avg '96		Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
												Revenue (000)	Power Ratio	Local Comm Sh	1997	1996	1996	1995	1995	1994	1994	1994	1993	
KCMJ	Indio	A	92.7	6.0 cp	328	e	Bergreen, Morris	84			Oldies	625	1.40	4.5	3.6	4.6	4.2	3.1	4.5	7.3	2.8	2.0		
KCLB	Coachella	B	93.7	26.5	646	b	Coachella Valley Bct	60			AOR	500	0.77	6.6	4.5	5.3	4.5	6.1	5.0	5.1	4.9	7.3		
KLOB	Thousand Palms	A	94.7	1.8 cp	607		Entravision Comm Co	94	9704		Spanish	450	0.61	7.4	9.3	7.7	6.7	5.3	5.7	6.3	5.4	0.0		
KUNA	La Quinta	A	96.7	0.7	581	f	News-Press & Gazette	87	9703	1,825p	c2	Spanish	650	0.97	6.8	6.7	6.0	6.2	4.8	2.2	4.6	5.6	7.1	
KWXY	Cathedral City	B	98.5	50.0	499	c	Glen Barnett Inc	69			Btfl Music	1,200	0.81	15.0	9.8	13.0	12.7	11.7	8.7	10.7	12.3	6.8		
KPSI	Palm Springs	B1	100.5	25.0	121	d	KPSI Radio Corp	81			CHR	1,650	0.91	18.3	13.8	14.6	14.7	15.0	12.7	13.8	12.1	20.7		
KJJZ	Indio	A	102.3	2.6 cp	331	g	RM Bcstg LLC	93	9701	1,400		NAC	575	1.49	3.9	3.6	1.4	2.0	4.3	2.7	3.1	2.8	3.8	
• KEZN	Palm Desert	A	103.1	1.8	591		CBS Corporation	77	9710		p	Easy	875	1.13	7.8	4.8	9.7	6.7	5.9	6.5	3.9	6.9	1.0	
KDES	Palm Springs	B	104.7	2.0 cp	541	d	KPSI Radio Corp	63	9608	2,000	c1	Oldies	900	1.08	8.4	6.0	7.2	7.7	5.9	8.0	7.0	10.5	5.5	
KPLM	Palm Springs	B	106.1	50.0 cp	397	g	RM Bcstg LLC	83	9512	1,550		Country	1,250	1.50	8.4	7.2	6.7	7.2	6.4	9.0	8.7	9.2	6.8	
KSES	Yucca Valley	B	106.9	4.0	1371	a	Country Club Comm	88	9406	600		CHR/Rhythmc	600	4.33	1.4	0.7	0.9	1.5	0.8	1.7	0.7	0.0	1.3	
# FM Stations - 11												# Combos - 9		FM TOTALS		88.5	70.0	77.1	74.1	69.3	66.7	71.2	72.5	62.3

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA Format	1996		Avg '96		Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
												Revenue (000)	Power Ratio	Local Comm Sh	1997	1996	1996	1995	1995	1994	1994	1994	1993	
• KPSI	Palm Springs	III	920	5.0 cp	1.00	d	KPSI Radio Corp	56	9608		c1	Oldies			0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0		
KCLB	Coachella	III	970	5.0	1.00	b	Coachella Valley Bct	54				Spanish			2.1	3.1	1.9	2.0	1.5	1.0	1.5	2.8	6.0	
KPSL	Thousand Palms	II	1010	3.6	0.40		Franklin Comm Inc	92				Nws/Tk/Spts	300	2.53	1.2	1.0	0.7	1.5	0.5	0.7	0.5	0.0	0.0	
KCMJ	Palm Springs	II	1140	10.0	2.50	e	Bergreen, Morris	46	6109			Nostalgia			1.0	1.7	0.9	1.2	0.5	1.2	0.7	0.0	1.0	
KHWZ	Thousand Palms	III	1270	5.0	0.75	a	Country Club Comm	63	8809	846		Nws/Tk/Spts	300	2.16	1.4	2.6	2.3	0.7	1.5	1.7	2.4	1.8	4.3	
KWXY	Cathedral City	IV	1340	1.0	1.00	c	Glen Barnett Inc	64				Btfl Music			1.9	1.2	0.7	1.0	2.0	0.7	1.5	1.0	2.3	
• KESQ	Indio	IV	1400	1.0	1.00	f	News-Press & Gazette	46	9703		p c2	Span/Talk			1.1	2.6	0.5	0.5	1.3	0.5	0.7	0.8	0.0	
• KGAM	Palm Springs	IV	1450	1.0	1.00	d	KPSI Radio Corp	54				News/Talk			2.9	3.1	2.6	2.7	2.0	1.5	2.9	2.1	3.3	
# AM Stations - 8												# Combos - 7		AM TOTALS		11.6	15.3	9.6	9.6	9.3	7.3	10.7	8.5	16.9
Stations Profiled - 19												# Duopolies - 3		Total Local Commercial Share		85.3	86.7	83.7	78.6	74.0	81.9	81.0	79.2	

• Indicates a change since last edition.

Metro Rank: 151

Revenue Rank: 119

Evansville, IN Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 11,200	10,700	11,100	11,600	11,300	12,000	1.4%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.8%	\$ 12,700	13,400	14,100	14,800	15,500	5.1%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$5.53/1,000	\$4.29/1,000	\$4.43/1,000	Local	90%		
Revenue/Capita	\$40.11	\$41.49	\$52.38	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	279.2	289.2	0.7%	289.2	295.9	0.5%
Households	108.8	113.5	0.8%	113.5	118.5	0.9%
Retail Sales	2,026.7	2,799.7	6.7%	2,799.7	3,499.8	4.6%
EBI	3,641.0	4,297.2	3.4%	4,297.2	5,378.0	4.6%

Metro Counties

Posey, IN	26.6
Vanderburgh, IN	168.1
Warrick, IN	50.2
Henderson, KY	44.3

	289.2

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	138.7	25.7	12.3	11.7	21.1	23.0	17.7	27.2
Women (000)	150.5	24.6	11.7	12.5	21.7	23.5	18.5	38.1
Total	289.2	50.2	24.0	24.2	42.8	46.6	36.2	65.3
Percentage	100.0%	17.4%	8.3%	8.4%	14.8%	16.1%	12.5%	22.6%
Per Capita	\$14,859	Median Household		\$31,002	Avg Household		\$37,861	
Ethnic Population:	White 93.3%	Black 6.0%	Asian 0.5%	Hispanic 0.5%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	5	3	3	6	11	8	19
Tot 12+	21.5	31.0	28.2	59.4	80.7	5.0	85.7
Avg 12+	4.3	10.3	9.4	9.9	7.3	0.6	4.5
Tot LCS	25.1	36.2	32.9	69.3	94.2	5.8	100.0
Avg LCS	5.0	12.1	11.0	11.6	8.6	0.7	5.3

MARKET: Evansville, IN

METRO RANK: 151

Competitive Overview

Some stations also rated in Owensboro, KY (256).

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C Owner	Year Std	Date Acq	Sales Price		1996 Revenue (000)	Power Ratio	Avg '96 Local Comm Sh	Arbitron 12+ Metro Shares (see rights)											
			Freq (kW)	(kW)					(000)	LMA Format				Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993				
WBKR	Owensboro	C1	92.5	96.0	cp	1001 Brill Media Co	48	9307	See (256)	Country	n/a	5.9	5.9	3.4	3.5	4.0	6.0	4.7	5.9	4.1	6.9				
WJPS	Chandler	A	93.5	3.0	328	b South Central Comm	94	9512	1,260	Oldies	875	1.38	5.0	5.3	6.1	7.4	1.1	1.4	0.8	0.0	0.0				
WTRI	Mt Carmel	B	94.9	50.0	420	a Connoisseur Comm	60	9608	1,300	Clsc Rock	250	0.79	2.5	4.5	3.2	2.3	1.9	2.2	2.1	1.6	1.9				
WSTO	Owensboro	C	96.1	100.0	1001	Brill Media Co	48	9703	See (256)	CHR	n/a	12.2	12.2	14.5	13.1	12.6	8.1	10.8	9.8	10.4	12.4				
WKDQ	Henderson	C	99.5	98.0	984	Brill Media Co	47	9705	8,000	Country	2,500	1.09	18.0	10.3	14.4	13.7	16.8	16.7	18.5	14.8	14.3				
WGBF	Henderson	A	103.1	3.2	453	a Connoisseur Comm	71	9610	2,500	c2 AOR	2,400	1.80	10.5	7.5	9.9	8.9	8.9	10.8	4.6	6.6	5.5				
WIKY	Evansville	B	104.1	39.0	571	b South Central Comm	48			FullService	3,650	1.21	23.8	18.4	20.9	22.0	18.4	19.4	14.9	18.4	16.0				
WYNG	Evansville	B	105.3	50.0	390	Pinnacle Bcstg	64	8904		g Country	2,300	1.71	10.6	8.1	9.1	6.9	11.1	8.6	13.6	14.0	16.8				
WDKS	Newburgh	A	106.1	6.0	328	c Newburgh Bcstg Co	91			Hot AC	300	0.69	3.4	0.6	1.3	0.6	5.1	5.0	6.2	5.8	4.4				
WBLZ	Mt. Vernon	A	106.7	3.0	295	d Posey County Bcstg	92			AC			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WABX	Evansville	A	107.5	2.0	561	b South Central Comm	96			Rock			0.0	8.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
# FM Stations - 11													# Combos - 7		FM TOTALS		91.9	80.7	81.5	78.4	77.4	79.6	76.4	75.7	78.2

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power (kW)	C Owner	Year Std	Date Acq	Sales Price		1996 Revenue (000)	Power Ratio	Avg '96 Local Comm Sh	Arbitron 12+ Metro Shares (see rights)											
			Freq (kW)	(kW)					(000)	LMA Format				Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993				
WSWI	Evansville	11	820	0.3	0.00	Univ of Southern IN	47			Modern Rock			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WSON	Henderson	11	860	0.5	0.50	Lackey, Henry C	41	7907		AC			1.8	1.7	2.4	2.0	1.1	0.8	1.3	1.6	0.6				
WGAB	Newburgh	11	1180	0.7	0.00	c Newburgh Bcstg Co	84			News/Talk	150	0.31	3.8	0.8	1.9	2.6	3.8	2.8	2.1	2.5	1.7				
WGBF	Evansville	111	1280	5.0	1.00	a Connoisseur Comm	23	9610		c2 News/Talk	250	1.31	1.5	0.8	1.3	1.4	1.1	2.2	3.9	3.3	3.3				
WVHI	Evansville	111	1330	5.0	1.00	Geyer Bcstg Co	48	6410		Religion			0.5	1.1	0.5	0.0	0.8	0.0	0.0	0.8	0.0				
WEOA	Evansville	1V	1400	1.0	1.00	b South Central Comm	36	8111	1,000	Oldies			0.5	0.6	0.8	0.3	0.5	0.0	0.0	1.6	0.0				
WBNL	Boonville	11	1540	0.3	0.00	Boonville Bcstg Co	50			Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WPCO	Mt. Vernon	111	1590	0.5	0.04	d Posey County Bcstg	55	8307	185	AC			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
# AM Stations - 8													# Combos - 4		AM TOTALS		8.1	5.0	6.9	6.3	7.3	5.8	7.3	9.8	5.6
Stations Profiled - 19													# Duopolies - 4		Total Local Commercial Share		85.7	88.4	84.7	84.7	85.4	83.7	85.5	83.8	

* Indicates a change since last edition.

METRO RANK: 151

Metro Rank: 152

Revenue Rank: 173

Erie, PA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES ***	\$ 6,100	6,100	6,600	6,800	7,400	7,200	3.4%
	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	8.3%	\$ 7,800	8,100	8,500	8,900	9,500	5.1%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.37/1,000	\$2.89/1,000	\$3.08/1,000	Local	80%		
Revenue/Capita	\$22.17	\$25.54	\$33.63	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	275.1	281.9	0.5%	281.9	282.5	0.0%
Households	101.4	103.9	0.5%	103.9	106.3	0.5%
Retail Sales	1,812.6	2,490.2	6.6%	2,490.2	3,083.5	4.4%
EBI	3,744.2	4,014.2	1.4%	4,014.2	4,911.4	4.1%

Metro Counties

Erie, PA	281.9

	281.9

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	136.4	25.5	12.3	14.8	19.1	21.4	15.9	27.4
Women (000)	145.5	23.9	11.8	15.0	19.5	21.8	16.7	36.8
Total	281.9	49.4	24.1	29.8	38.7	43.2	32.6	64.2
Percentage	100.0%	17.5%	8.5%	10.6%	13.7%	15.3%	11.6%	22.8%
Per Capita	\$14,240	Median Household		\$31,337	Avg Household		\$38,636	
Ethnic Population:	White 93.5%	Black 5.7%	Asian 0.6%	Hispanic 1.5%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	4	5		6	9	7	16
Tot 12+	20.9	47.4		64.7	68.3	15.0	83.3
Avg 12+	5.2	9.5		10.8	7.6	2.1	5.2
Tot LCS	25.1	56.9		77.7	82.0	18.0	100.0
Avg LCS	6.3	11.4		12.9	9.1	2.6	6.3

MARKET: Erie, PA

METRO RANK: 152

Competitive Overview

FM Stations

											Arbitron 12+ Metro Shares (see rights)														
City of		FCC	Power		Year		Date		Sales		1996		Avg '96		Spring		Fall		Spring		Fall				
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	(000)	LMA	Format	Revenue (000)	Power Ratio	Comm Sh	1997	1996	1996	1995	1995	1994	1994	1993		
WMDE	Saegertown	A	94.3	3.0	299		Great Circle Bcstg	79	9405	183		Clsc Rock			1.3	0.0	0.0	1.6	0.6	0.0	0.0	0.0	0.0		
WFGO	Erie	A	94.7	1.1	538		Fleckenstein, William	93	9708	1,565		Oldies	950	1.01	12.1	8.8	10.2	11.9	8.1	7.8	6.5	7.8	12.3		
WXTA	Edinboro	B1	97.9	10.0	505	c	Independent Group LP	88	9708	3,700p		Country	1,300	1.36	12.3	13.1	14.2	10.0	10.3	11.4	14.7	11.8	13.2		
WXKC	Erie	B	99.9	50.0	492	c	Independent Group LP	49	9609	3,250	c1	AC	1,200	1.11	13.9	7.6	11.5	12.7	10.3	10.3	11.5	8.0	8.5		
WZPR	Meadville	B	100.3	20.0	587	b	Great Circle Bcstg	48	8404	900	c2	Country			2.7	1.5	2.5	1.9	2.5	1.4	2.1	2.6	1.2		
WRKT	North East	B1	100.9	4.2	797	a	Rambaldo Comm	70	8901	520		AOR	1,250	1.11	14.5	11.2	9.3	11.4	12.6	13.6	10.3	16.4	12.3		
WJET	Erie	A	102.3	1.7	614		Jet Bcstg Co	71	8604	875		Adult CHR	1,200	1.19	12.9	10.0	10.5	10.8	10.6	12.8	10.0	14.1	13.5		
WRTS	Erie	B	103.7	50.0	499	a	Rambaldo Comm	69	9311	1,500		Hot AC	700	0.85	10.5	14.0	8.0	8.4	8.9	7.8	5.9	6.0	7.9		
WCIL	Union City	A	106.3	3.4	430		Inspiration Time	67	7203			Religion			2.1	2.1	4.0	1.4	2.0	1.1	2.1	0.6	0.9		
															-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
# FM Stations - 9						# Combos - 5						FM TOTALS		82.3	68.3	70.2	70.1	65.9	66.2	63.1	67.3	69.8			

AM Stations

											Arbitron 12+ Metro Shares (see rights)													
City of		FCC	Day Power		Night Power		Year		Date		Sales		1996		Avg '96		Spring		Fall		Spring		Fall	
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	(000)	LMA	Format	Revenue (000)	Power Ratio	Comm Sh	1997	1996	1996	1995	1995	1994	1994	1993	
WRIE	Erie	III	1260	5.0	5.00	c	Independent Group LP	41	9609		c1	Nostalgia	250	0.46	7.0	4.9	4.3	5.9	5.6	5.3	6.8	6.0	1.2	
WFLP	Erie	III	1330	5.0	5.00		Heart Bcstg Inc	47	9308	370		Nws/Tk/Spts	450	1.75	3.3	4.6	4.3	3.2	2.2	2.5	2.6	2.0	1.2	
WVCB	Corry	III	1370	1.0	0.50	d	Corry Comm Corp	55	8912	190		Oldies/AC			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WLKK	Erie	IV	1400	1.0	1.00		DeCapua, Ilm & Kath	51	8810	283		News/Talk	330	0.88	5.1	4.9	3.3	4.3	4.2	5.6	6.8	4.0	5.9	
WPSE	Erie	IV	1450	1.0	1.00		Penn State Univ	35	8905	25		BusNws/Spts			0.0	0.6	0.6	0.0	0.0	0.0	0.6	0.0	0.6	
WMGW	Meadville	IV	1490	1.0	1.00	b	Great Circle Bcstg	47	8404		c2	Nws/Tk/Spts			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WEYZ	North East	II	1530	1.0	0.00	d	Corry Comm Corp	66	9512		na	Country	100	0.53	2.4	0.0	0.0	0.0	3.9	1.7	1.8	0.9	5.0	
															-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
# AM Stations - 7						# Combos - 4						AM TOTALS		17.8	15.0	14.5	13.4	15.9	15.1	18.6	12.9	13.9		
Stations Profiled - 16						# Duopolies - 4						Total Local Commercial Share		83.3	84.7	83.5	81.8	81.3	81.7	80.2	83.7			

Metro Rank: 153

Revenue Rank: 115

Savannah, GA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 9,500	9,500	9,700	10,500	11,700	12,700	6.0%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	3.9%	\$ 13,200	13,900	14,700	15,600	16,600	5.9%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.88/1,000	\$4.92/1,000	\$5.21/1,000	Local	85%		
Revenue/Capita	\$36.44	\$45.08	\$55.56	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	260.7	281.7	1.6%	281.7	298.8	1.2%
Households	95.9	103.4	1.5%	103.4	111.2	1.5%
Retail Sales	1,948.2	2,583.2	5.8%	2,583.2	3,184.0	4.3%
EBI	3,219.9	3,503.6	1.7%	3,503.6	4,288.6	4.1%

Metro Counties

Bryan, GA	21.7
Chatham, GA	227.3
Effingham, GA	32.7

	281.7

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	136.4	27.5	12.5	13.8	21.8	21.5	16.0	23.4
Women (000)	145.3	26.0	12.2	13.4	22.0	22.8	17.0	31.8
Total	281.7	53.5	24.7	27.2	43.8	44.3	33.0	55.3
Percentage	100.0%	19.0%	8.8%	9.7%	15.5%	15.7%	11.7%	19.6%
Per Capita	\$12,437	Median Household		\$27,278	Avg Household		\$33,883	
Ethnic Population:	White 64.6%	Black 34.1%	Asian 1.1%	Hispanic 1.3%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	2		15	10	17	7	24
Tot 12+	3.5		69.8	62.1	73.3	14.6	87.9
Avg 12+	1.8		4.7	6.2	4.3	2.1	3.7
Tot LCS	4.0		79.4	70.6	83.4	16.6	100.0
Avg LCS	2.0		5.3	7.1	4.9	2.4	4.2

MARKET: Savannah, GA

METRO RANK: 153

Competitive Overview

Some stations also rated in Charleston (91).

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)								
													Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993		
WGZO	Parris Island	A	92.1	3.0	289		Simmons Bcstg Co	85	9608	468		Oldies			0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WSKX	Hinesville	C2	92.3	50.0	495		Hinesville Bcstg	82				Urban AC			1.2	1.1	1.2	0.8	1.3	1.3	0.5	0.6	0.8		
WEAS	Savannah	C1	93.1	97.0	981	b	Ogeechee Bcst Co	67	9708	3,750	c4	Urban	1,100	0.75	11.1	11.5	9.0	7.4	11.8	11.1	11.9	10.3	10.9		
WCHY	Savannah	C	94.1	100.0	1319	a	Capstar Bcstg Ptrs	46	9703		p g2	Country	1,600	1.41	8.6	5.1	7.3	8.2	6.8	9.5	8.0	11.1	9.0		
WIXV	Savannah	C1	95.5	100.0	856	c	Point Comm LP	72	9607	4,500	c2	AOR	1,200	1.82	5.0	2.4	3.8	4.0	4.7	5.8	2.1	8.0	6.9		
WJCL	Savannah	C	96.5	100.0	1161		Lewis Bcst Corp	72				Country	1,600	1.36	8.9	9.6	8.4	6.6	8.9	12.3	12.4	10.3	9.3		
WAEV	Savannah	C	97.3	98.0	991	a	Capstar Bcstg Ptrs	69	9703		p g2	AC	1,600	1.24	9.8	9.3	9.0	10.1	7.1	7.0	5.4	6.6	5.3		
WGCO	Midway	C1	98.3	100.0	981	e	Adventure Comm Inc	74	9703	2,200		Oldies	700	1.43	3.7	4.8	3.8	3.5	2.9	4.3	4.9	4.3	2.4		
WYKZ	Beaufort	C1	98.7	97.0	709	a	Capstar Bcstg Ptrs	62	9703		p g2	AC	850	2.48	2.6	4.0	2.3	2.7	1.8	2.8	1.0	2.3	2.1		
WHBZ	Port Royal	C	99.7	100.0	1211		Barnacle Bcstg Ltd	89			1	Beach/Blues			0.9	0.5	0.6	0.8	0.8	0.0	2.6	4.3	0.0		
WLVH	Hardeeville	C2	101.1	50.0	477	a	Capstar Bcstg Ptrs	92	9703		p g2	AC	1,200	0.73	12.5	8.5	10.8	11.7	10.0	8.8	11.3	12.0	14.1		
WZAT	Savannah	C	102.1	100.0	1306	d	Gulf Atlantic Media	71	8802	4,200	c1	Rock	550	0.91	4.6	4.0	6.1	4.3	3.7	4.0	3.6	3.4	2.1		
WSGF	Springfield	A	103.9	6.0	328	c	Point Comm LP	77	9702	700		Urban			2.7	3.2	2.9	4.8	0.0	0.0	1.8	0.6	0.0		
WRHQ	Richmond Hill	C3	105.3	11.0	486		Thoroughbred Comm	91				Rock AC	550	1.30	3.2	3.2	2.9	2.9	2.6	3.5	2.6	2.0	1.6		
WFXH	Hilton Head	C2	106.1	25.0	594	e	Adventure Comm Inc	73	9102	300	1	Clsc Rock	500	2.71	1.4	1.3	1.7	1.6	0.8	1.3	1.5	0.9	1.3		
WJYJ	Hilton Head	C1	106.9	100.0	801	e	Adventure Comm Inc	89	9604	1,255		Lite AC			0.9	0.8	0.6	0.8	0.8	0.0	0.0	0.6	0.0		
WLOW	Bluffton	C1	107.9	100.0	800	e	Adventure Comm Inc	88	9505	100		Big Band	725	1.12	4.9	3.7	3.5	4.3	4.2	3.3	1.8	0.6	5.3		
# FM Stations - 17													# Combos - 12		FM TOTALS		82.0	73.3	73.9	74.5	68.2	75.0	71.4	77.9	71.1

AM Stations

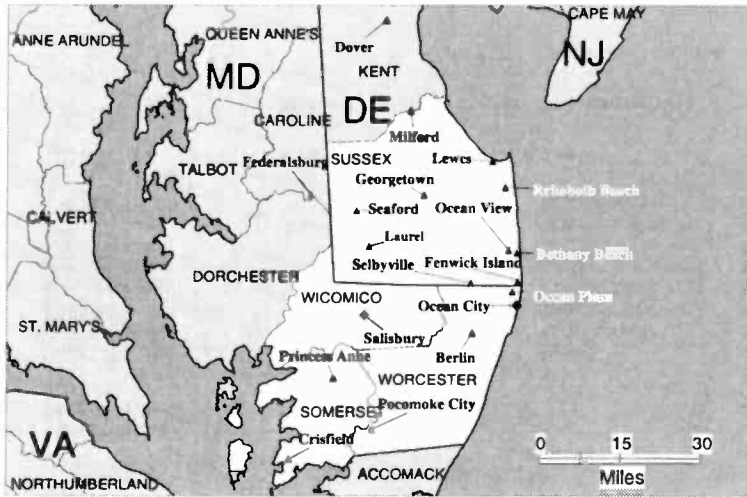
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)								
													Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993		
WBMQ	Savannah	III	630	5.0	5.00	c	Point Comm LP	39	9607		c2	News/Talk	600	0.95	4.8	2.4	3.2	3.7	4.7	4.0	4.6	4.3	6.1		
WEAS	Savannah	II	900	4.4	0.15	b	Ogeechee Bcst Co	50	9708		c4	Sports/Talk			0.6	2.1	0.6	0.5	0.5	0.8	0.5	0.0	0.5		
WSOK	Savannah	IV	1230	1.0	1.00	a	Capstar Bcstg Ptrs	46	9703		p g2	Gospel	400	0.24	12.6	10.1	7.6	10.6	11.3	9.8	7.5	7.7	6.9		
WCHY	Savannah	III	1290	5.0	5.00	a	Capstar Bcstg Ptrs	29	9703		p g2	Sports/Cnty			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	1.3		
WPGA	Savannah	IV	1400	0.7	0.65	d	Gulf Atlantic Media	56	8802		c1	Rock			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WIZA	Savannah	IV	1450	1.0	1.00		Inter-Urban Bcstg	46	8607	156		DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.5		
WNMT	Garden City	II	1520	1.0	0.00		Woods & Watkins	68				DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations - 7													# Combos - 5		AM TOTALS		18.0	14.6	11.4	14.8	16.5	14.6	12.6	13.2	15.3
Stations Profiled - 24													# Duopolies - 6		Total Local Commercial Share		87.9	85.3	89.3	84.7	89.6	84.0	91.1	86.4	

METRO RANK: 153

Metro Rank: 154

Revenue Rank: 94

Salisbury-Ocean City, MD Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 11,500	12,000	12,500	13,000	13,700	14,800	5.2%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	7.4%	\$ 15,900	16,600	17,600	18,400	19,500	5.2%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$5.13/1,000	\$4.59/1,000	\$5.04/1,000	Local	80%		
Revenue/Capita	\$46.20	\$54.75	\$66.55	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	248.9	270.3	1.7%	270.3	293.0	1.6%
Households	94.7	103.9	1.9%	103.9	114.4	1.9%
Retail Sales	2,242.7	3,221.6	7.5%	3,221.6	3,868.9	3.7%
EBI	2,942.6	3,489.4	3.5%	3,489.4	4,184.4	3.7%

Metro Counties

Somerset, MD	21.6
Wicomico, MD	79.6
Worcester, MD	40.3
Sussex, DE	128.8

	270.3

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	130.7	22.6	10.3	11.6	19.1	20.7	16.2	30.2
Women (000)	139.6	21.7	10.1	11.9	19.0	20.9	17.1	38.9
Total	270.3	44.3	20.4	23.4	38.1	41.6	33.3	69.2
Percentage	100.0%	16.4%	7.5%	8.7%	14.1%	15.4%	12.3%	25.6%
Per Capita	\$12,909	Median Household		\$27,328	Avg Household		\$33,584	
Ethnic Population:	White 78.0%	Black 21.0%	Asian 0.7%	Hispanic 1.2%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	19	6		9	25	7	32
Tot 12+	39.8	36.2		52.3	76.0	6.0	82.0
Avg 12+	2.1	6.0		5.8	3.0	0.9	2.6
Tot LCS	48.5	44.1		63.8	92.7	7.3	100.0
Avg LCS	2.6	7.4		7.1	3.7	1.0	3.1

MARKET: Salisbury-Ocean City, MD

METRO RANK: 154

Competitive Overview

Some stations also rated in Wilmington, DE (74).

FM Stations

Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	1996 Revenue (000)	1996 Power Ratio	Avg '96 Local Comm Sh	Arbitron 12+ Metro Shares (see rights)											
													LMA	Format	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993		
• WLBW	Fenwick Island	A	92.1 6.0	308	f	Cumulus Media LLC	94	9709	9,200p d3	500	0.79	4.0	2.6	3.0	3.7	2.5	2.1	2.3	0.2	0.0				
WGMD	Rehoboth Bch	A	92.7 3.0	299	b	Resort Bcstg Co	75	8007		900	1.07	5.3	2.9	3.2	5.2	3.0	5.0	3.8	3.1	3.7				
WZBH	Georgetown	B1	93.5 11.0	486	b	Great Scott Bcstg	69			1,400	1.04	8.5	5.5	6.8	4.7	8.2	7.7	6.4	7.6	6.7				
WICO	Salisbury	A	94.3 3.0	cp 299	c	Delmarva Bcstg Co	69	9708	d2 1	850	1.05	5.1	3.6	4.3	3.4	4.4	3.4	7.8	4.0	6.0				
• WRDX	Dover	B	94.7 50.0	378	e	Capstar Bcstg Ptrs	56	9708	See (74)	n/a		2.1	3.1	3.0	1.8	1.4	1.9	0.9	1.7	2.7				
WDNO	Laurel	A	95.3 6.0	328	d	Samson Comm Inc	91	9412	500	75	0.67	0.7	1.0	1.1	0.5	0.5	0.3	1.4	1.0	0.0				
WOSC	Bethany Bch	B1	95.9 18.8	377	e	Capstar Bcstg Ptrs	58	9708	g1	550	0.69	5.0	4.4	3.5	4.7	3.0	3.2	1.7	1.9	3.2				
WBEG	Crisfield	A	96.9 2.8	403		Hoffman Bcstg Inc	95					1.6	0.0	0.0	1.0	1.4	0.0	0.0	0.0	0.0				
WLFX	Ocean Pines	A	97.1 4.6	374	c	Delmarva Bcstg Co	94	9708	d2 1	450	0.91	3.1	3.6	2.7	2.9	1.9	3.2	2.6	5.2	0.0				
WAFL	Milford	A	97.7 6.0	cp 328	c	Delmarva Bcstg Co	73	9708	d2 1	1,650	10.4	1.0	2.3	3.2	1.6	0.0	0.0	0.6	1.4	0.0				
WSBL	Selbyville	A	97.9 3.0	cp 328		Anchor Bcstg LP	93					0.3	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0				
WSUX	Seaford	A	98.3 3.0	328	a	Connor Bcstg Corp	72	9504	550 c1			0.7	1.3	0.5	0.3	0.8	0.8	0.0	0.5	0.0				
• WSBY	Salisbury	A	98.9 6.0	325	f	Cumulus Media LLC	89	9710	1,300p c3	450	1.66	1.7	1.3	0.8	1.0	1.6	0.8	3.2	3.3	4.2				
WRFG	Ocean City	B	99.9 50.0	315	e	Capstar Bcstg Ptrs	78	9708	g1	1,575	0.76	13.0	10.9	7.8	11.0	9.0	10.6	11.3	10.7	8.0				
WXPZ	Milford	A	101.3 3.0	328	d	Samson Comm Inc	90			200	0.97	1.3	1.6	1.6	0.5	1.4	0.8	1.7	1.2	2.2				
• WRKE	Ocean View	A	101.7 3.0	299		Q-Tone Bcstg Corp	86	8812	1,295	500	0.67	4.7	5.2	3.8	3.1	4.1	5.0	2.6	3.1	2.0				
WOLC	Princess Anne	B	102.5 50.0	499		Maranatha Inc	76			475	0.81	3.7	2.9	3.5	3.9	1.9	1.6	2.0	2.1	4.0				
WZSK	Bethany Beach	A	103.5 1.5	cp 479	b	Great Scott Bcstg	95					0.0	1.3	0.8	0.0	0.0	0.0	0.0	0.0	0.0				
• WOCQ	Berlin	A	103.9 3.0	328	b	Great Scott Bcstg	81	9710	2,800p	1,000	0.63	10.0	6.8	8.4	7.9	7.4	6.9	6.1	8.8	8.7				
• WQHQ	Salisbury	B	104.7 33.0	610	f	Cumulus Media LLC	65	9709	p d3	2,700	1.63	10.4	9.4	8.6	8.1	7.9	7.9	8.7	7.1	9.0				
• WLWV	Salisbury	A	105.5 2.1	384	f	Cumulus Media LLC	82	9709	p d3	650	1.32	3.1	2.9	3.5	2.6	2.2	1.9	1.7	1.4	1.5				
WXJN	Lewes	A	105.9 6.0	328	c	Delmarva Bcstg Co	92	9708	d2 1	500	0.71	4.4	1.6	1.9	2.9	3.8	2.1	3.8	2.1	3.5				
WKHW	Pocomoke City	A	106.5 1.8	341		Bay Star Comm Inc	92			50	1.05	0.3	0.5	1.1	0.5	0.0	0.0	0.6	1.0	0.0				
• WRXS	Ocean City	A	106.9 6.0	302	f	Cumulus Media LLC	94	9709	p d3			1.6	0.0	1.6	1.0	1.4	0.5	1.2	1.4	0.0				
WTDK	Federalsburg	A	107.1 3.9	407		MTS Broadcasting	78	9701	g			0.0	1.3	0.5	0.0	0.0	1.1	0.0	0.0	2.0				
# FM Stations - 25												# Combos - 18		FM TOTALS		91.6	76.0	75.2	72.8	67.8	66.8	70.4	68.8	67.4

• Indicates a change since last edition.

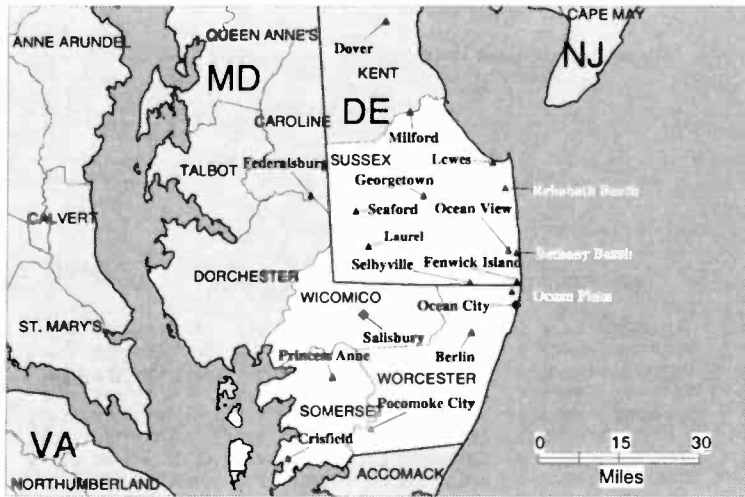
METRO RANK: 154



Metro Rank: 154

Revenue Rank: 94

Salisbury-Ocean City, MD Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 11,500	12,000	12,500	13,000	13,700	14,800	5.2%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	7.4%	\$ 15,900	16,600	17,600	18,400	19,500	5.2%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$5.13/1,000	\$4.59/1,000	\$5.04/1,000	Local	80%		
Revenue/Capita	\$46.20	\$54.75	\$66.55	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	248.9	270.3	1.7%	270.3	293.0	1.6%
Households	94.7	103.9	1.9%	103.9	114.4	1.9%
Retail Sales	2,242.7	3,221.6	7.5%	3,221.6	3,868.9	3.7%
EBI	2,942.6	3,489.4	3.5%	3,489.4	4,184.4	3.7%

Metro Counties

Somerset, MD	21.6
Wicomico, MD	79.6
Worcester, MD	40.3
Sussex, DE	128.8

	270.3

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	130.7	22.6	10.3	11.6	19.1	20.7	16.2	30.2
Women (000)	139.6	21.7	10.1	11.9	19.0	20.9	17.1	38.9
Total	270.3	44.3	20.4	23.4	38.1	41.6	33.3	69.2
Percentage	100.0%	16.4%	7.5%	8.7%	14.1%	15.4%	12.3%	25.6%
Per Capita	\$12,909	Median Household		\$27,328	Avg Household		\$33,584	
Ethnic Population:	White 78.0%	Black 21.0%	Asian 0.7%	Hispanic 1.2%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	19	6		9	25	7	32
Tot 12+	39.8	36.2		52.3	76.0	6.0	82.0
Avg 12+	2.1	6.0		5.8	3.0	0.9	2.6
Tot LCS	48.5	44.1		63.8	92.7	7.3	100.0
Avg LCS	2.6	7.4		7.1	3.7	1.0	3.1

MARKET: Salisbury-Ocean City, MD

METRO RANK: 154

Competitive Overview

Some stations also rated in Wilmington, DE (74).

AM Stations

City of		FCC	Day	Night	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)													
Calls	License	Class	Freq	Power (kW)	Power (kW)	C	Owner	Year	Date	Price	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall			
								Std	Acq	(000)	LMA	Format	(000)	Ratio	Comm	Sh	1997	1996	1996	1995	1995	1994	1994	1993
WSSR	Georgetown	II	900	10.5	1.08	b	Great Scott Bcstg	51	6104			Nostalgia	200	0.41	3.1		2.1	1.9	2.1	2.7	3.2	1.4	1.7	1.2
WYUS	Milford	III	930	0.5	0.00	c	Delmarva Bcstg Co	53	9708			d2 1 Spanish	100		0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
• WTGH	Salisbury	III	960	5.0	5.00	f	Cumulus Media LLC	40	9709			p d3 Sports	600	3.14	1.2		1.3	0.5	0.8	1.1	0.8	0.0	0.7	0.0
WJPY	Seaford	III	1280	0.8	0.21	a	Connor Bcstg Corp	55	9504			c1 Urban AC			0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
WICO	Salisbury	III	1320	0.7	0.04	c	Delmarva Bcstg Co	57	9708			d2 1 Talk	300	0.79	2.4		1.6	1.4	2.1	1.6	3.2	2.0	1.7	2.7
• WJDY	Salisbury	III	1470	5.0	0.00	f	Cumulus Media LLC	58	9710			p c3 Urban	175	0.65	1.7		1.0	0.8	1.0	1.6	2.1	0.0	1.9	1.7
WETT	Ocean City	III	1590	1.0	0.50		Gureckis, Michael	60	9407			na DARK			0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations - 7						# Combos - 6						AM TOTALS		8.4	6.0	4.6	6.0	7.0	9.3	3.4	6.2	6.8		
Stations Profiled - 32						# Duopolies - 11						Total Local Commercial Share		82.0	79.8	78.8	74.8	76.1	73.8	75.0	74.2			

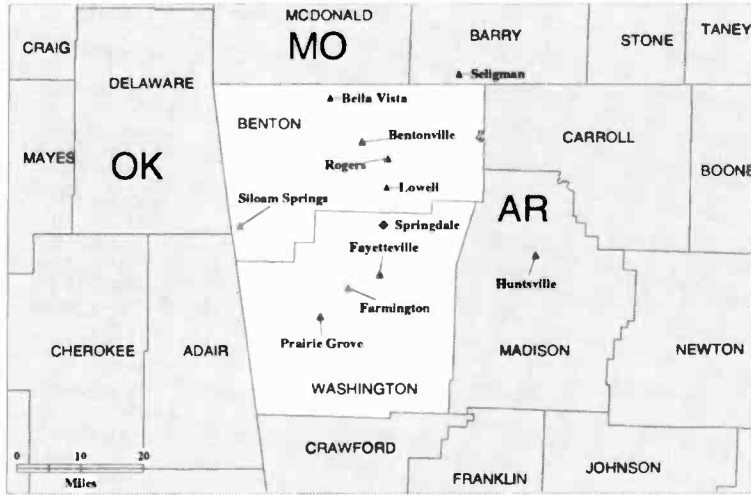
NOTE: Market rated twice yearly with Fall 1993.

• Indicates a change since last edition.

Metro Rank: 155

Revenue Rank: 154

Fayetteville, AR Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 6,300	6,600	6,800	7,200	7,900	8,200	5.5%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	14.3%	\$ 9,400	9,900	10,500	11,100	11,800	5.8%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.95/1,000	\$3.31/1,000	\$3.32/1,000	Local	90%		
Revenue/Capita	\$29.44	\$32.29	\$40.20	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	214.0	254.7	3.5%	254.7	293.5	2.9%
Households	82.2	98.6	3.7%	98.6	115.7	3.3%
Retail Sales	1,596.7	2,486.4	9.3%	2,486.4	3,554.7	7.4%
EBI	2,635.8	3,520.2	6.0%	3,520.2	4,990.1	7.2%

Metro Counties

Benton, AR	122.4
Washington, AR	132.3

	254.7

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	125.4	22.2	10.9	13.3	18.8	18.9	14.9	26.4
Women (000)	129.3	21.4	10.0	12.6	17.6	19.4	15.8	32.4
Total	254.7	43.6	20.9	25.9	36.4	38.4	30.7	58.8
Percentage	100.0%	17.1%	8.2%	10.2%	14.3%	15.1%	12.1%	23.1%
Per Capita	\$13,821	Median Household		\$28,737	Avg Household		\$35,702	
Ethnic Population:	White 96.8%	Black 0.9%	Asian 0.8%	Hispanic 1.7%				

Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations	1		11	8	12	7	19
Tot 12+	3.7		69.8	62.8	73.5	6.5	80.0
Avg 12+	3.7		6.3	7.9	6.1	0.9	4.2
Tot LCS	4.6		87.3	78.5	91.9	8.1	100.0
Avg LCS	4.6		7.9	9.8	7.7	1.2	5.3

MARKET: Fayetteville, AR

METRO RANK: 155

Competitive Overview

Some stations also rated in Ft. Smith (170).

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales		1996		Avg '96	Arbitron 12+ Metro Shares (see rights)											
										Price (000)	LMA	Revenue (000)	Power Ratio		Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993			
KKEG	Fayetteville	C3	92.1	7.6	548	a	Demaree Media Inc	64	8109			AOR	1,000	1.03	10.3	8.7	7.0	6.6	11.0	8.0	3.6	7.4	8.7			
KJEM	Seligman	C1	93.3	100.0	489	a	Capstar Bcstg Ptrs	86	9707	1,750p		Adlt Stndrd	300	1.52	2.1	1.5	2.0	1.3	2.3	2.1	1.1	1.0	2.1			
*KAMO	Rogers	C2	94.3	25.1	692	b	Hochman, George	71	9708	900p d1		Country	550	1.06	5.5	1.5	5.0	6.3	3.0	3.1	5.5	5.4	5.9			
KDAB	Prairie Grove	C2	94.9	21.0	761		Vinewood Comm LP	93				Gospel	250	0.83	3.2	4.6	2.7	2.2	3.3	0.7	2.9	2.0	2.1			
KFAY	Bentonville	C1	98.3	100.0	617	a	Demaree Media Inc	83	9001	425		Country	250	1.27	2.1	3.1	1.3	1.9	1.7	1.0	2.2	2.3	2.1			
*KREB	Huntsville	C3	99.5	13.5	443	b	Hochman, George	55	9708		p d1 1	Oldies	200	2.66	0.8	1.5	1.0	1.3	0.0	0.7	0.7	0.0	0.0			
KKZQ	Lowell	C2	101.9	23.0	709	a	Capstar Bcstg Ptrs	92	9707		g1	Clsc Rock	400	0.60	7.1	3.4	4.3	5.4	6.7	5.2	5.5	6.0	3.8			
KKIX	Fayetteville	C1	103.9	100.0	482	a	Capstar Bcstg Ptrs	66	9707		g1	Country	2,450	1.08	24.2	16.7	19.7	18.4	23.0	20.8	23.7	22.1	21.5			
*KBRS	Springdale	A	104.9	2.8	486	b	Hochman, George	68	9708	650p	1	New Rock	250	0.78	3.4	3.7	2.7	2.5	3.3	4.9	5.5	4.0	5.9			
KMCK	Siloam Springs	C1	105.7	100.0	476	b	Hochman, George	47	9506	800	+ 1	CHR	1,000	0.76	14.0	12.7	8.7	14.2	9.7	9.0	10.2	8.1	8.0			
KBVA	Bella Vista	C2	106.5	37.0	568		Hendren Radio	91				Variety	350	0.49	7.6	4.3	9.0	4.7	8.3	8.7	9.1	4.7	6.6			
KEZA	Fayetteville	C	107.9	99.0	1260	a	Capstar Bcstg Ptrs	83	9707		g1	Soft AC	1,900	1.63	12.4	11.8	13.0	11.4	9.7	11.5	10.2	13.8	9.3			
# FM Stations - 12															# Combos - 10		FM TOTALS									
																			92.7 73.5 76.4 76.2 82.0 75.7 80.2 76.8 76.0							

AM Stations

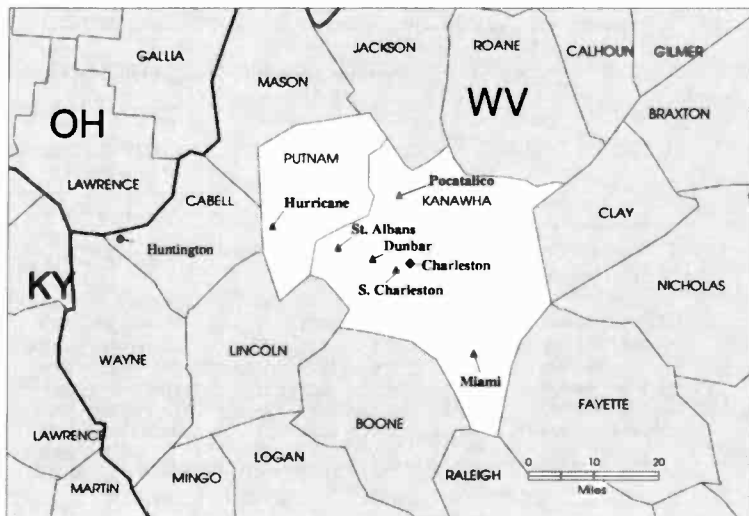
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq	Sales		1996		Avg '96	Arbitron 12+ Metro Shares (see rights)											
										Price (000)	LMA	Revenue (000)	Power Ratio		Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993			
KURM	Rogers	II	790	5.0	0.50		Kerm Inc	79				Nws/Tk/Spts	200	1.01	2.1	0.9	2.0	2.2	1.3	3.5	1.1	3.7	3.5			
KFAY	Farmington	II	1030	10.0	1.00	a	Demaree Media Inc	46	8610		p	Talk	300	0.94	3.4	5.0	3.3	3.5	2.3	3.8	1.8	2.0	2.1			
KESE	Bentonville	II	1190	5.0	0.00		Jem Bcstg Co Inc	79				Bus/Finan		0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0			
KOFC	Fayetteville	III	1250	0.9	0.05		Disney, Wm & Martha	57	8711	135		Gospel/Talk		0.8	0.6	0.7	1.3	0.0	1.4	0.0	1.0	1.0	0.0			
KUOA	Siloam Springs	III	1290	5.0	0.00		KUOA Inc	23	3303			Country		1.1	0.0	1.3	1.9	0.0	0.0	0.0	1.0	1.0	0.7			
*KREB	Rogers	III	1390	1.0	0.05	b	Hochman, George	54	9708		p d1	Country		0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.3	0.3				
KZRA	Springdale	III	1590	2.5	0.06	b	Hochman, George	66	9506	60	1	Spanish		0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
# AM Stations - 7															# Combos - 3		AM TOTALS		7.4 6.5 8.3 8.9 3.6 9.0 3.3 8.0 6.6							
Stations Profiled - 19															# Duopolies - 6		Total Local Commercial Share		80.0 84.7 85.1 85.6 84.7 83.5 84.8 82.6							

* Indicates a change since last edition.

Metro Rank: 156

Revenue Rank: 126

Charleston, WV Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 8,200	8,500	8,600	9,500	10,900	11,600	7.2%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	3.4%	\$ 12,000	12,500	13,200	13,800	14,600	5.0%
Revenue/Retail Sales	1990	1995	2000	Est. Breakout			
	\$4.43/1,000	\$4.33/1,000	\$4.21/1,000	Local	85%		
Revenue/Capita	\$32.91	\$45.29	\$56.28	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	249.2	256.1	0.5%	256.1	259.4	0.3%
Households	99.8	103.8	0.8%	103.8	107.0	0.6%
Retail Sales	1,851.5	2,681.9	7.7%	2,681.9	3,470.2	5.3%
EBI	3,224.7	3,831.5	3.5%	3,831.5	4,974.9	5.4%

Metro Counties

Kanawha, WV	206.2
Putnam, WV	49.9

	256.1

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	122.3	20.4	11.5	9.2	16.9	21.2	16.5	26.5
Women (000)	133.8	19.3	10.7	9.5	18.4	22.3	17.5	36.3
Total	256.1	39.7	22.1	18.7	35.3	43.5	34.0	62.7
Percentage	100.0%	15.5%	8.6%	7.3%	13.8%	17.0%	13.3%	24.5%
Per Capita	\$14,961	Median Household		\$29,171	Avg Household		\$36,912	
Ethnic Population:	White 93.4%	Black 5.8%	Asian 0.7%	Hispanic 0.4%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	2	7		6	9	8	17
Tot 12+	7.5	66.4		64.8	73.9	12.4	86.3
Avg 12+	3.8	9.5		10.8	8.2	1.6	5.1
Tot LCS	8.7	76.9		75.1	85.6	14.4	100.0
Avg LCS	4.4	11.0		12.5	9.5	1.8	5.9

MARKET: Charleston, WV

METRO RANK: 156

Competitive Overview

Some stations also rated in Huntington,WV-Ashland,KY (139).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)												
License	Class	Freq	(kW)	Price						Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall				
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	(000)	LMA	Format	(000)	Ratio	Comm	Sh	1997	1996	1996	1995	1995	1994	1994	1993				
WBES	Dunbar	B1	94.5	8.5	525	a	Nininger Stations	89	9604		c1	Soft AC	500	1.23	3.4		1.6	1.3	2.6	3.2	2.1	1.3	4.9	5.0				
WKWS	Charleston	B	96.1	45.0	515	c	West Virginia Radio	69	9206	1,744	c3	Country	1,500	1.24	10.1	10.0	11.1	10.0	7.3	10.7	6.6	9.2	14.5					
WQBE	Charleston	B	97.5	50.0	499	a	Nininger Stations	59				Country	3,100	0.92	28.0	16.6	21.0	24.9	22.9	20.5	31.9	27.3	24.6					
WRVZ	Pocatalico	A	98.7	0.6	617		Benns, David C.	94	9706		p st	Oldies	300	1.09	2.3	5.6	4.1	2.3	1.6	2.4	0.0	0.0	0.0					
WVAF	Charleston	B	99.9	50.0	430	c	West Virginia Radio	65	9307	1,600	c4	AC	1,400	1.18	9.9	8.8	7.3	9.7	7.3	8.6	11.8	11.0	8.0					
WJYP	S Charleston	A	100.9	3.0	299	b	CLW Comm Group	85				Inspiration	200	1.28	1.3	1.9	1.6	0.9	1.3	1.5	0.7	1.5	3.0					
WVSR	Charleston	B	102.7	50.0	404	a	Nininger Stations	64	9604	2,800	c1	CHR	1,200	0.75	13.3	14.4	12.7	12.3	10.5	9.2	8.9	7.4	9.8					
WKLC	St. Albans	B	105.1	3.6	1663	d	L. M. Communications	66	8002	287	c2	AOR	1,300	1.32	8.2	10.0	9.5	7.3	6.7	8.6	6.6	5.5	7.1					
WKAZ	Miami	B	107.3	23.5	676	c	West Virginia Radio	85	9707	2,140	c5	Oldies	1,000	1.14	7.3	5.0	4.1	5.3	7.0	6.5	1.0	1.2	3.6					
																83.8	73.9	72.7	75.3	67.8	70.1	68.8	68.0	75.6				

FM Stations - 9

Combos - 8

FM TOTALS

AM Stations

City of		FCC	Day		Night	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)												
License	Class	Freq	(kW)	(kW)	Power					Price	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall					
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	(000)	LMA	Format	(000)	Ratio	Comm	Sh	1997	1996	1996	1995	1995	1994	1994	1993				
WCBS	Charleston	III	580	5.0	5.00	c	West Virginia Radio	27	9206		c3	Nws/Tk/Spts	900	0.89	8.4		5.6	8.3	7.0	7.3	6.0	9.5	9.2	6.5				
WCAW	Charleston	II	680	10.0	0.22	c	West Virginia Radio	46	9307		c4	Nostalgia	250	0.51	4.1		2.5	1.9	3.2	3.8	3.6	3.3	2.5	0.9				
WQBE	Charleston	III	950	5.0	1.00	a	Nininger Stations	57	6405			Nws/Tk/Spts	200	1.04	1.6		2.5	2.9	1.5	1.3	1.5	2.3	3.4	1.2				
WOKU	Hurricane	II	1080	1.0	0.00		Baker Family Stns	71	9607	20		Cntry/Gospl			0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2				
WVSR	Charleston	IV	1240	1.0	1.00	a	Nininger Stations	46	9604		c1	Sports			0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0				
WCOZ	St. Albans	III	1300	1.0	0.05	d	L. M. Communications	56	8002		c2	AOR			0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WSCW	S Charleston	III	1410	5.0	0.00	b	CLW Comm Group	63	7511			Gospel	100	0.56	1.5		0.9	1.0	1.5	1.0	1.5	1.6	0.0	1.5				
• WSWW	Charleston	IV	1490	1.0	1.00	c	West Virginia Radio	39	9707		c5	Urb/Gospel	50	0.83	0.5		0.9	1.0	0.9	0.0	2.7	1.0	1.5	0.0				
																16.1	12.4	15.1	14.1	13.4	15.3	17.7	16.9	11.3				

AM Stations - 8

Combos - 7

AM TOTALS

Stations Profiled - 17

Duopolies - 6

Total Local Commercial Share

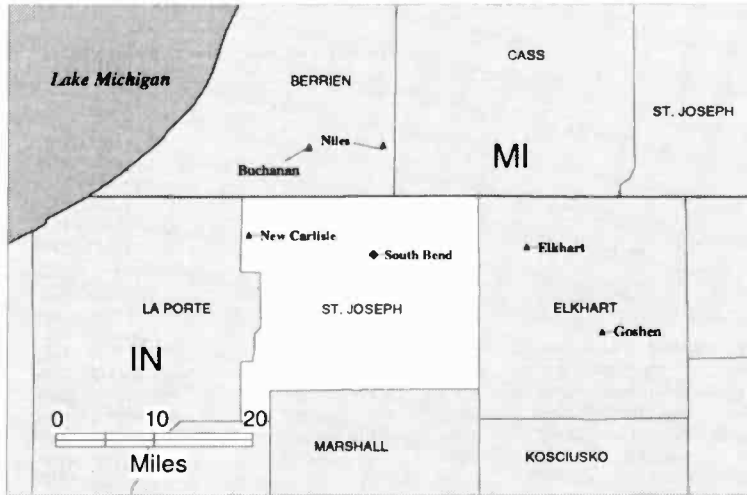
86.3 87.8 89.4 81.2 85.4 86.5 84.9 86.9

• Indicates a change since last edition.

Metro Rank: 157

Revenue Rank: 106

South Bend, IN Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 10,500	10,500	10,700	11,300	12,700	13,900	5.8%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	4.3%	\$ 14,500	15,100	15,900	16,700	17,600	5.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$5.55/1,000	\$5.38/1,000	\$5.39/1,000	Local	90%		
Revenue/Capita	\$42.39	\$53.79	\$65.23	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	247.7	258.4	0.8%	258.4	269.8	0.9%
Households	92.6	97.7	1.1%	97.7	104.3	1.3%
Retail Sales	1,892.3	2,583.2	6.4%	2,583.2	3,265.1	4.8%
EBI	3,120.7	3,779.0	3.9%	3,779.0	4,719.6	4.5%

Metro Counties

St. Joseph, IN	258.4

	258.4

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	124.9	23.2	10.8	14.4	18.2	19.9	13.8	24.6
Women (000)	133.5	21.8	10.4	14.0	18.3	20.3	14.8	33.9
Total	258.4	45.0	21.2	28.3	36.5	40.3	28.6	58.4
Percentage	100.0%	17.4%	8.2%	11.0%	14.1%	15.6%	11.1%	22.6%
Per Capita	\$14,625	Median Household		\$31,374	Avg Household		\$38,679	
Ethnic Population:	White 87.9%	Black 10.5%	Asian 1.2%	Hispanic 2.5%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	8	5		7	13	6	19
Tot 12+	25.2	41.8		53.9	67.0	15.1	82.1
Avg 12+	3.2	8.4		7.7	5.2	2.5	4.3
Tot LCS	30.7	50.9		65.7	81.6	18.4	100.0
Avg LCS	3.8	10.2		9.4	6.3	3.1	5.3

MARKET: South Bend, IN

METRO RANK: 157

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)								
													Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993		
WNDU	South Bend	B	92.9	12.0	879	c	Federated Media	62	9608	5,800	p c1	Top 40	2,100	1.08	13.4	9.2	9.3	9.4	12.8	9.1	11.1	12.4	0.0		
WZOC	Plymouth	B1	94.3	11.5	492		Plymouth Bcstg Inc	66	9610	575		2 Oldies	800	1.13	4.9	5.9	5.7	5.4	2.7	1.9	1.8	4.9	0.0		
WAOR	Niles	A	95.3	3.3	299	b	Niles Bcstg Co	68				AOR/ClscRck	1,300	0.89	10.1	5.0	5.4	6.0	10.7	10.2	7.9	8.0	0.0		
WHPZ	Bremen	A	96.9	2.0	463		Bomar Bcstg Corp	93				ChrsContemp			1.2	0.3	0.6	1.1	0.9	1.9	0.0	0.0	0.0		
WZOW	Goshen	A	97.7	2.9	482		Northern IN Bcstrs	77				Clsc Rock			2.9	3.0	3.0	1.1	3.7	4.5	4.1	3.2	0.0		
WSMK	Buchanan	A	99.1	3.0	328		Williams, Marion R	91				Urban			2.3	0.9	0.6	1.7	2.1	3.5	0.9	1.7	0.0		
WBYT	Elkhart	B	100.7	15.0	909	c	Federated Media	47			1	Country	2,000	1.09	12.6	14.8	11.4	13.1	7.9	7.2	10.0	6.3	0.0		
WNSN	South Bend	B	101.5	13.0	971	a	Schurz Comm Inc	62			2	AC	2,400	1.21	13.7	9.5	12.0	10.6	12.2	12.0	9.7	11.2	0.0		
WGTC	New Carlisle	A	102.3	2.0	397		Leep, Michael	84				Country	1,300	1.30	6.9	0.6	4.2	6.3	5.2	7.2	4.1	7.5	0.0		
WHME	South Bend	A	103.1	3.0	299		LeSea Bcstg Corp	68				ChrsContemp	325	1.60	1.4	0.6	0.9	1.4	0.9	0.5	0.9	0.9	0.0		
WRBR	South Bend	A	103.9	3.0	328		Hicks, David, etal	65	9403	660	1	Rock	1,250	0.96	9.0	8.9	9.3	9.7	5.2	4.5	5.3	5.2	0.0		
WFRN	Elkhart	B	104.7	50.0	459	d	Progressive Bcst Sys	63				ChrsContemp	900	1.68	3.7	2.4	2.1	3.1	3.0	2.1	2.9	3.2	0.0		
WUBU	South Bend	A	106.3	3.0	292		Langford, Larry, Jr.	93				Urban	300	0.53	3.9	5.9	4.5	3.7	2.7	5.1	1.8	1.7	0.0		
# FM Stations - 13													# Combos - 5		FM TOTALS		86.0	67.0	69.0	72.6	70.0	69.7	60.5	66.2	0.0

AM Stations

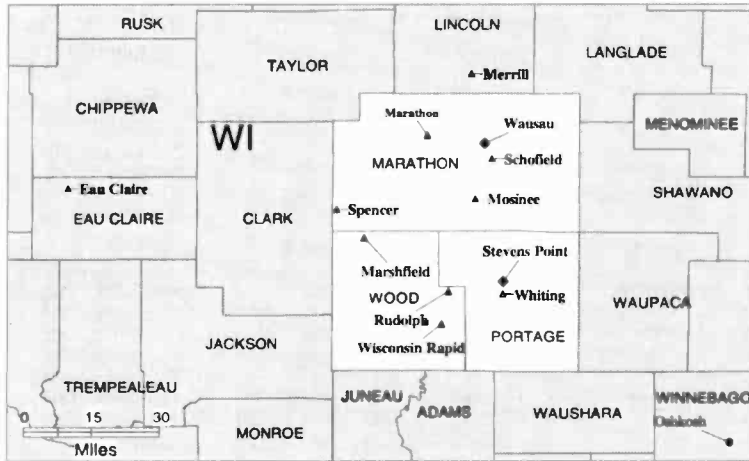
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)								
													Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993		
WSBT	South Bend	III	960	5.0	5.00	a	Schurz Comm Inc	22	7609		2	News/Talk	800	0.86	6.4	8.0	6.0	4.9	5.8	5.9	11.1	9.5	0.0		
WFRN	Elkhart	III	1270	5.0	1.00	d	Progressive Bcst Sys	56				Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WNIL	Niles	III	1290	0.5	0.00	b	Niles Bcstg Co	56				Sports/Olds	100		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WTRC	Elkhart	IV	1340	1.0	1.00	c	Federated Media	31				Adlt Stndrd			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WNDU	South Bend	IV	1490	1.0	1.00	c	Federated Media	44	9608		p c1	70s Oldies	400	2.51	1.1	0.6	0.6	0.6	1.2	0.8	0.6	1.1	0.0		
WHLY	South Bend	II	1580	1.0	0.50		Times Communications	47	9309	27		MOR	500	0.52	6.6	6.5	7.5	5.4	5.5	4.3	2.9	0.6	0.0		
# AM Stations - 6													# Combos - 5		AM TOTALS		14.1	15.1	14.1	10.9	12.5	11.0	14.6	11.2	0.0
Stations Profiled - 19													# Duopolies - 2		Total Local Commercial Share		82.1	83.1	83.5	82.5	80.7	75.1	77.4	0.0	

NOTE: Market rated twice yearly beginning Fall 1994.

Metro Rank: 158

Revenue Rank: 149

Wausau-Stevens Point, WI Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ N/A	7,800	8,200	8,300	8,900	9,500	
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	2.1%	\$ 9,700	10,100	10,600	11,000	11,600	4.6%
Revenue/Retail Sales	1990	1995	2000	Est. Breakout			
	N/A	\$3.53/1,000	\$3.34/1,000	Local	94%		
Revenue/Capita	N/A	\$36.05	\$42.73	National	6%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	251.4	263.5	0.9%	263.5	271.5	0.6%
Households	90.7	95.6	1.1%	95.6	99.8	0.9%
Retail Sales	2,000.1	2,694.8	6.1%	2,694.8	3,478.1	5.2%
EBI	3,152.8	3,665.6	3.1%	3,665.6	4,701.7	5.1%

Metro Counties

Marathon, WI	122.2
Portage, WI	65.0
Wood, WI	76.3

	263.5

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	130.6	25.2	12.2	12.8	19.5	21.0	15.9	24.0
Women (000)	132.9	24.3	11.5	12.3	19.0	20.5	15.5	29.8
Total	263.5	49.5	23.7	25.1	38.6	41.5	31.3	53.8
Percentage	100.0%	18.8%	9.0%	9.5%	14.6%	15.7%	11.9%	20.4%
Per Capita	\$13,911	Median Household		\$33,047	Avg Household		\$38,344	
Ethnic Population:	White 97.4%	Black 0.2%	Asian 1.9%	Hispanic 0.7%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1		12	9	13	6	19
Tot 12+	0.5		75.1	65.5	75.6	11.8	87.4
Avg 12+	0.5		6.3	7.3	5.8	2.0	4.6
Tot LCS	0.6		85.9	74.9	86.5	13.5	100.0
Avg LCS	0.6		7.2	8.3	6.7	2.3	5.3

Competitive Overview

Some stations also rated in Eau Claire (229).

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96 Local Comm Sh	Arbitron 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)	Power Ratio		Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993
WOSQ	Spencer	A	92.3	6.0	299	a	Goetz Bcstg Corp	84	9306	175		Country	50	0.86	0.6	0.5	0.0	0.5	0.0	1.3	0.0	0.0	0.0
WOFM	Mosinee	C2	94.7	50.0	492	c	Midwest Comm Inc	92	9602	1,400p		Oldies	1,000	2.06	5.0	4.9	4.6	4.1	0.0	5.2	0.0	5.4	0.0
WIFC	Wausau	C	95.5	94.0	1076	c	Midwest Comm Inc	47	9608	3,500	c3	CHR	1,050	0.72	15.0	15.9	12.5	12.4	0.0	8.7	0.0	10.2	0.0
WYTE	Whiting	C2	96.7	50.0	492		Sharon Bcstg Corp	85				Country	1,600	0.99	16.6	7.4	11.9	13.7	0.0	10.2	0.0	11.3	0.0
WSPT	Stevens Point	C1	97.9	100.0	cp 338	e	Americus Comm LLC	68	9603	1,200	c2	AC	400	1.33	3.1	2.2	4.3	2.6	0.0	3.4	0.0	4.0	0.0
WIZD	Rudolph	C3	99.9	13.1	453		Wizard Comm Inc	90	9011	115		Oldies	650	1.63	4.1	3.0	4.3	3.4	0.0	2.9	0.0	3.0	0.0
WDEZ	Wausau	C	101.9	93.0	1076	c	Midwest Comm Inc	64				Country	1,800	0.95	19.5	16.2	13.0	16.1	0.0	14.4	0.0	15.4	0.0
WGLX	Wisconsin Rapid	C1	103.3	100.0	cp 331	b	Bliss Communications	46	8201	1,145	c1	Clsc Rock	600	0.98	6.3	6.6	5.2	5.2	0.0	4.7	0.0	8.1	0.0
WMZK	Merrill	C2	104.1	24.0	cp 617		Roberts Bcstg Inc	68	7511			AOR	250	1.17	2.2	3.3	2.3	1.8	0.0	2.1	0.0	3.0	0.0
WAXX	Eau Claire	C	104.5	100.0	1801		Nelson, David, et al	65	8408			Country	n/a		5.3	6.3	4.6	4.4	0.0	5.5	0.0	5.1	0.0
WKQH	Marathon	C3	104.9	21.0	358	e	Americus Comm LLC	88	9402	150		Clsc Hits	100	0.86	1.2	3.3	2.3	1.0	0.0	2.4	0.0	0.0	0.0
WLJY	Marshfield	C1	106.5	100.0	801	a	Goetz Bcstg Corp	65				Easy	650	1.26	5.3	3.8	5.2	4.4	0.0	5.5	0.0	2.7	0.0
WYCO	Wausau	C	107.9	100.0	1030	d	Seehafer Bcstg Corp	85				AC	600	1.63	3.8	2.2	2.9	3.1	0.0	3.4	0.0	4.6	0.0
													# FM Stations - 13 # Combos - 9 FM TOTALS 88.0 75.6 73.1 72.7 0.0 69.7 0.0 72.8 0.0										

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96 Local Comm Sh	Arbitron 12+ Metro Shares (see rights)						
			Freq	(kW)	Freq	(kW)								Revenue (000)	Power Ratio		Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994
WSAU	Wausau	III	550	5.0	5.00	c	Midwest Comm Inc	37	9608		c3	AC/Nws/Info	300	1.63	1.9	3.0	3.2	1.6	0.0	3.7	0.0	2.2	0.0
WSPT	Stevens Point	II	1010	1.0	0.01	e	Americus Comm LLC	49	9603		c2	Nws/Tk/Spts	150	0.97	1.6	1.4	2.3	1.3	0.0	2.1	0.0	2.2	0.0
WXCO	Wausau	IV	1230	1.0	1.00	d	Seehafer Bcstg Corp	53	7309			Talk	100	1.03	1.0	1.1	1.2	0.8	0.0	1.0	0.0	1.3	0.0
WFHR	Wisconsin Rapid	III	1320	5.0	0.50	b	Bliss Communications	40	8201		c1	News/Talk	150	0.97	1.6	3.0	1.4	1.3	0.0	1.3	0.0	1.9	0.0
WRIG	Schofield	III	1390	5.0	5.00	c	Midwest Comm Inc	58				Nostalgia			3.1	1.1	1.2	2.6	0.0	1.6	0.0	0.0	0.0
WDLB	Marshfield	IV	1450	0.8	0.75	a	Goetz Bcstg Corp	47	6507			Nws/Tk/Spts	250	0.92	2.8	2.2	1.4	2.3	0.0	3.1	0.0	3.0	0.0
													# AM Stations - 6 # Combos - 6 AM TOTALS 12.0 11.8 10.7 9.9 0.0 12.8 0.0 10.6 0.0										
Stations Profiled - 19													# Duopolies - 5 Total Local Commercial Share 87.4 83.8 82.6 0.0 82.5 0.0 83.4 0.0										

Docket 80-90 Allocations: 93.7, A, Nekoosa
 NOTE: Market rated twice yearly with Fall 1996 period.



Metro Rank: 159

Revenue Rank: 182

Hagerstown-Chambersburg-Waynesboro Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 5,000	5,500	6,000	6,300	6,600	6,700	6.0%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	4.5%	\$ 7,000	7,300	7,600	8,000	8,300	4.4%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.07/1,000	\$3.16/1,000	\$3.42/1,000	Local	80%		
Revenue/Capita	\$20.50	\$26.34	\$31.98	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	243.9	254.4	0.8%	254.4	259.5	0.4%
Households	91.0	95.4	0.9%	95.4	98.8	0.7%
Retail Sales	1,630.6	2,119.5	5.4%	2,119.5	2,424.1	2.7%
EBI	3,058.0	3,392.6	2.1%	3,392.6	3,857.3	2.6%

Metro Counties

Washington, MD	127.4
Franklin, PA	127.0

	254.4

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	126.2	20.8	10.2	12.0	20.1	20.8	16.5	25.8
Women (000)	128.2	19.9	9.7	10.3	17.8	19.9	16.8	33.7
Total	254.4	40.7	19.9	22.3	37.9	40.7	33.4	59.5
Percentage	100.0%	16.0%	7.8%	8.8%	14.9%	16.0%	13.1%	23.4%
Per Capita	\$13,336	Median Household		\$30,035	Avg Household		\$35,562	
Ethnic Population:	White 94.4%	Black 4.7%	Asian 0.7%	Hispanic 1.0%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	4	5		6	9	7	16
Tot 12+	17.7	35.0		40.4	52.7	9.0	61.7
Avg 12+	4.4	7.0		6.7	5.9	1.3	3.9
Tot LCS	28.7	56.7		65.5	85.4	14.6	100.0
Avg LCS	7.2	11.3		10.9	9.5	2.1	6.3

MARKET: Hagerstown-Chambersburg-Waynesboro

METRO RANK: 159

Competitive Overview

Some stations also rated in Frederick (199).

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)								
			Freq	(kW)									Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993		
WSRT	Mercersburg	A	92.1	4.0	295	e	VerStandig Bcstg	76	9308	1,600	c1	70s Oldies	550	1.01	7.8	6.8	4.8	4.4	5.0	1.7	3.3	4.1	2.9		
WCHA	Greencastle	A	94.3	3.5	430	a	Chambersburg Bcstg	67	9701	1,250		Country	200	0.53	5.4	1.9	2.7	2.4	4.1	3.0	3.6	3.2	0.6		
WIKZ	Chambersburg	B	95.1	50.0	449	a	Chambersburg Bcstg	48				AC	1,050	1.10	13.6	9.7	9.9	8.2	8.2	7.4	4.7	7.6	5.8		
WYII	Williamsport	A	95.9	3.0	299		DEA Inc	72				Country	550	1.35	5.8	4.5	2.7	3.8	3.2	5.2	6.9	5.0	4.9		
WQCM	Halfway	A	96.7	4.8	164	c	Gemini Bcst Group	65	8506	890		AOR	550	0.77	10.2	4.5	3.6	6.2	6.1	6.1	5.2	5.2	6.1		
WKMZ	Martinsburg	B	97.5	12.5	1007		Prettyman Bcstg Co	49	8610			Clsc Rock	600	2.32	3.7	1.3	0.9	2.4	2.0	1.7	1.6	3.2	2.0		
WAYZ	Waynesboro	B	101.5	50.0	cp 230	e	VerStandig Bcstg	59	8110	550		Country	1,575	1.13	20.0	13.3	13.8	13.2	10.8	17.9	16.2	17.2	16.0		
WMD	Hagerstown	B	104.7	8.3	1378	b	Hagerstown Bcstg Co	46	7212			Easy	400	0.59	9.7	6.5	6.6	5.0	6.7	4.1	5.5	5.0	7.3		
WARX	Hagerstown	B	106.9	15.0	853	d	Manning Bcstg Inc	57	8210	730		Oldies	925	1.59	8.3	4.2	5.4	5.3	4.7	2.5	1.6	4.7	2.9		
													----	----	----	----	----	----	----	----	----	----	----	----	
# FM Stations - 9													# Combos - 7		FM TOTALS		84.5	52.7	50.4	50.9	50.8	49.6	48.6	55.2	48.5

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)	Revenue (000)								Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993		
WCHA	Chambersburg	II	800	1.0	0.20	a	Chambersburg Bcstg	46				Country	250	0.70	5.1	2.9	2.7	3.5	2.6	2.2	1.9	3.8	2.6		
WEEO	Waynesboro	II	1130	1.0	0.00		Mar-Bob-Ben	71	8901	60		DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WJEJ	Hagerstown	IV	1240	1.0	1.00	b	Hagerstown Bcstg Co	32	7212			AC	150	0.49	4.4	3.2	2.4	2.1	3.2	3.9	2.7	3.8	2.9		
WHGT	Waynesboro	III	1380	1.0	0.00	e	VerStandig Bcstg	53	8110			Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WHAG	Halfway	III	1410	1.0	0.10	c	Gemini Bcst Group	62	8506			Nws/Tk/Spts	200	0.65	4.4	1.6	1.5	1.8	3.5	3.3	3.6	0.9	2.9		
WARK	Hagerstown	IV	1490	1.0	1.00	d	Manning Bcstg Inc	47	8210			Talk/Oldies			1.0	1.3	1.5	0.9	0.3	0.6	2.2	0.6	0.0		
WCBG	Chambersburg	III	1590	5.0	1.00	e	VerStandig Bcstg	56	9308		c1	Easy			0.5	0.0	0.6	0.0	0.6	0.0	0.5	0.0	0.0		
													----	----	----	----	----	----	----	----	----	----	----	----	
# AM Stations - 7													# Combos - 6		AM TOTALS		15.4	9.0	8.7	8.3	10.2	10.0	10.9	9.1	8.4
Stations Profiled - 16													# Duopolies - 3		Total Local Commercial Share		61.7	59.1	59.2	61.0	59.6	59.5	64.3	56.9	

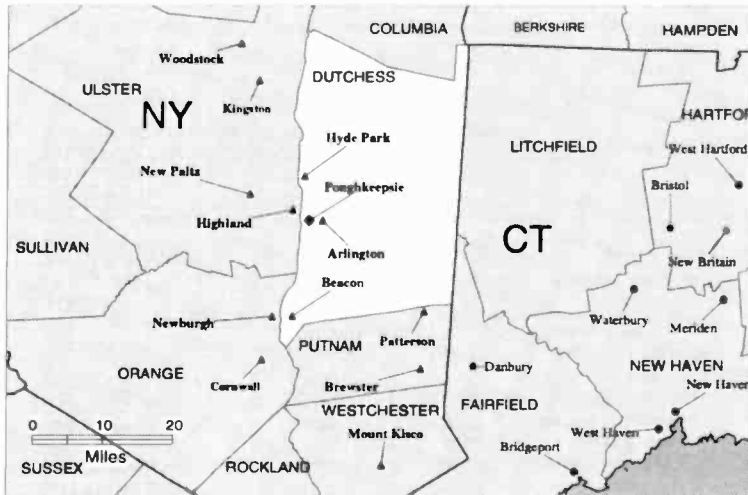
Docket 80-90 Allocations: 103.7, A, McConnellsburg

METRO RANK: 159

Metro Rank: 160

Revenue Rank: 131

Poughkeepsie, NY Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 8,200	8,800	9,000	9,600	10,800	11,000	6.1%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	2.7%	\$ 11,300	11,700	12,200	12,800	13,400	4.4%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.84/1,000	\$5.01/1,000	\$5.68/1,000	Local	85%		
Revenue/Capita	\$31.27	\$39.58	\$49.59	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	262.2	277.9	1.2%	277.9	270.2	-0.6%
Households	90.6	89.2	-0.3%	89.2	87.0	-0.5%
Retail Sales	2,137.1	2,194.0	0.5%	2,194.0	2,360.2	1.5%
EBI	4,495.9	4,129.0	-1.7%	4,129.0	4,389.0	1.2%

Metro Counties

Dutchess, NY	277.9

	277.9

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	144.0	22.3	10.7	15.3	26.3	26.0	19.0	24.5
Women (000)	133.9	20.8	9.9	12.3	19.4	22.2	17.5	31.7
Total	277.9	43.1	20.6	27.6	45.7	48.2	36.5	56.1
Percentage	100.0%	15.5%	7.4%	9.9%	16.5%	17.4%	13.1%	20.2%
Per Capita	\$14,858	Median Household		\$40,571	Avg Household		\$46,289	
Ethnic Population:	White 87.8%	Black 9.3%	Asian 2.7%	Hispanic 4.5%				

Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations	11	2		6	13	6	19
Tot 12+	34.8	18.5		41.8	53.3	7.0	60.3
Avg 12+	3.2	9.3		7.0	4.1	1.2	3.2
Tot LCS	57.7	30.7		69.3	88.4	11.6	100.0
Avg LCS	5.2	15.4		11.6	6.8	1.9	5.3

MARKET: Poughkeepsie, NY

METRO RANK: 160

Competitive Overview

Some stations also rated in Newburgh-Middletown (141).

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq	Sales Price		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)											
			Freq	(kW)						(000)	LMA Format	Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990					
WRNQ	Poughkeepsie	A	92.1	2.2	384	d	Straus Media Group	89	9703	3,475	c1 1	Soft Rock	1,000	1.09	8.1	4.3	4.4	6.0	6.6	3.6	8.0	3.9	6.3				
*WBWZ	New Paltz	A	93.3	3.0	948	e	Roberts Radio LLC	92	9709	7,500p	d3	Hot AC	650	1.09	5.3	3.8	2.9	3.6	4.1	5.2	0.0	0.0	0.0				
WBPM	Kingston	A	94.3	1.1	554	f	Hist. Hudson Vly Rad	65				CHR	300	0.47	5.7	3.8	3.1	0.0	0.0	0.0	0.0	0.0	0.0				
WTND	Poughkeepsie	A	96.1	4.4	184		Wicrae Equities Ltd	97				1 Country			0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WDSP	Arlington	A	96.9	0.3	1007		Crystal Comm Corp	89	9705	1,400p		Alternative	250	2.46	0.9	1.1	0.5	0.3	1.5	1.3	2.8	0.2	0.8				
WCZX	Hyde Park	A	97.7	0.3	1030	a	Dyson, Robert R	70	9312	950	2	Oldies	1,600	1.40	10.1	5.7	5.5	7.3	8.2	8.5	5.9	5.9	4.3				
WDST	Woodstock	A	100.1	2.9	308		CHET-5 Bcstg LP	80	9301	1,650		Alternative	500	1.16	3.8	3.0	2.1	2.1	1.5	1.0	1.4	0.0	0.0				
WPDH	Poughkeepsie	B	101.5	4.4	1539	a	Dyson, Robert R	62	7206		2	Clsc Rock	2,900	1.17	22.0	10.6	12.0	15.8	12.0	13.7	13.7	10.0	13.6				
WGNY	Newburgh	A	103.1	3.0	276		Sunrise Bcstg Corp	66	9007	See (141)		AC	n/a		0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0				
*WSPK	Poughkeepsie	B	104.7	7.4	1250	b	Albany Bcstg Co Inc	47	9707	14,000p	c2	AC	1,500	1.12	11.9	7.9	6.5	10.6	11.5	10.9	12.8	13.2	14.4				
WAXB	Patterson	A	105.5	0.9	610	c	Atlantic Star	64	9603	See (191)		Oldies	n/a		1.5	2.2	0.8	1.0	0.8	1.6	1.4	1.5	0.5				
WPDA	Jeffersonville	A	106.1	1.6	627		Bambi Bcstg	93			2	Clsc Rock			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
*WRWD	Highland	A	107.3	0.3	968	e	Roberts Radio LLC	89	9709		p d3	Country	1,400	0.68	18.1	9.5	9.9	4.1	6.6	8.5	7.8	6.9	6.8				
# FM Stations - 13															# Combos - 8		FM TOTALS		87.4	53.3	47.7	50.8	52.8	54.3	55.0	41.6	46.7

AM Stations

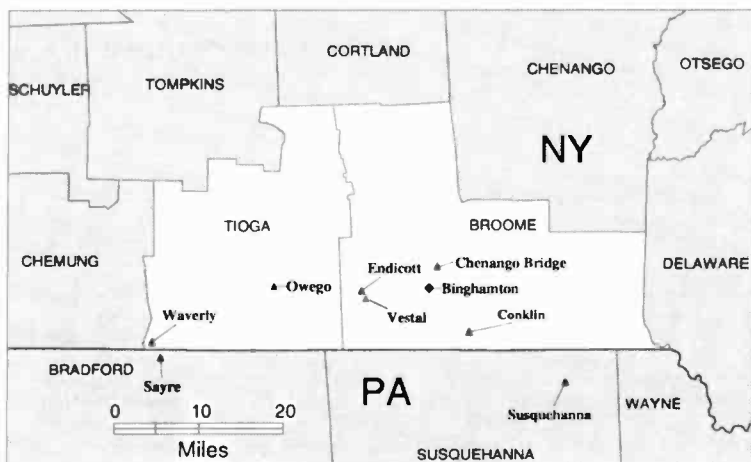
Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq	Sales Price		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)										
			Freq	(kW)	(kW)	(kW)					(000)	LMA Format	Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990				
WGHO	Kingston	III	920	5.0	0.00	f	Hist. Hudson Vly Rad	56				MOR/Talk			2.9	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WHVV	Hyde Park	III	950	0.5	0.06		Ferraro, Joseph-Paul	63	9203	350		Country			0.0	0.8	0.0	0.0	0.0	0.5	0.9	1.7	1.5				
WNLE	Cornwall	II	1170	1.0	0.00		Walker Bcstg	69				Big Band			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
*WBNR	Beacon	III	1260	1.0	0.40	b	Albany Bcstg Co Inc	59	9707		p c2	Talk	100	0.59	1.5	0.8	0.8	0.0	0.8	0.8	0.5	1.2	2.3				
WEOK	Poughkeepsie	III	1390	5.0	0.10	a	Dyson, Robert R	49	7106		2	Nostalgia	750	0.98	6.8	4.6	3.7	4.4	3.8	3.4	3.8	5.1	3.3				
WKIP	Poughkeepsie	IV	1450	1.0	1.00	d	Straus Media Group	40	9703		c1 1	News/Talk	300	1.77	1.5	0.8	0.8	1.3	2.0	1.0	2.1	2.7	6.3				
# AM Stations - 6															# Combos - 4		AM TOTALS		12.7	7.0	6.9	5.7	6.6	5.7	7.3	10.7	13.4
Stations Profiled - 19															# Duopolies - 2		Total Local Commercial Share		60.3	54.6	56.5	59.4	60.0	62.3	52.3	60.1	

* Indicates a change since last edition.

Metro Rank: 161

Revenue Rank: 167

Binghamton, NY Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 6,500	6,500	6,400	6,800	7,600	7,700	3.4%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	9.1%	\$ 8,400	8,800	9,300	9,800	10,400	5.5%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.30/1,000	\$3.90/1,000	\$5.02/1,000	Local	85%		
Revenue/Capita	\$24.58	\$29.88	\$41.97	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	264.4	257.7	-0.5%	257.7	247.8	-0.8%
Households	100.6	97.8	-0.6%	97.8	95.3	-0.5%
Retail Sales	1,968.1	1,974.9	0.1%	1,974.9	2,071.2	1.0%
EBI	4,041.8	3,332.7	-3.8%	3,332.7	3,599.4	1.6%

Metro Counties

Broome, NY	204.4
Tioga, NY	53.3

	257.7

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	125.2	22.3	10.0	12.8	19.4	19.4	15.8	25.5
Women (000)	132.5	20.6	9.5	13.4	18.9	19.6	16.4	34.0
Total	257.7	42.9	19.5	26.3	38.4	38.9	32.2	59.5
Percentage	100.0%	16.7%	7.6%	10.2%	14.9%	15.1%	12.5%	23.1%
Per Capita	\$12,933	Median Household		\$28,661	Avg Household		\$34,077	
Ethnic Population:	White 96.0%	Black 2.0%	Asian 1.8%	Hispanic 1.3%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	6	3		6	9	6	15
Tot 12+	22.4	42.5		58.5	64.9	15.1	80.0
Avg 12+	3.7	14.2		9.8	7.2	2.5	5.3
Tot LCS	28.0	53.1		73.1	81.1	18.9	100.0
Avg LCS	4.7	17.7		12.2	9.0	3.1	6.7

MARKET: Binghamton, NY

METRO RANK: 161

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
			Freq	(kW)						Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993
• WKGB	Susquehanna	A	92.5	5.0 cp	709	d	Majac of Michigan	89	9/10	675p		AOR	500	0.83	7.2	5.5	3.3	6.0	5.2	5.8	6.5	7.7	8.1
WHWK	Binghamton	B	98.1	10.0	961	a	WICKS Radio LP	56	9503	4,800	c2	Country	2,200	1.11	23.6	20.0	16.8	20.1	19.6	19.5	20.2	23.1	
WAAL	Binghamton	B	99.1	7.1	1089	a	WICKS Radio LP	54	9612		na	Clsc Rock	1,700	1.46	13.9	11.7	9.0	12.9	8.8	14.3	9.8	10.5	12.2
WCDW	Conklin	A	100.5	1.4	692		Equinox Bcstg Corp	94	9410	70	cp	Country	100	0.99	1.2	1.2	0.0	0.6	1.3	2.8	0.0	0.0	0.0
WGRG	Owego	A	101.7	2.0	558	c	WEBO Radio Inc	72	9309		st	Alternative	500	1.10	5.4	2.8	3.0	3.3	5.2	3.9	4.7	5.7	5.3
WAVR	Waverly	A	102.3	1.5	400	b	WATS Bcstg Inc	74	8610	470	c1	AC	300	17.9	0.2	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
• WMXW	Vestal	A	103.3	0.6 cp	1014	d	Majac of Michigan	89	9710	6,000p	d3	AC/Oldies	1,000	0.93	12.8	7.7	7.2	9.9	10.1	11.6	10.1	8.8	8.9
WYOS	Chenango Bridge	A	104.1	0.9	833	a	WICKS Radio LP	96	9609	550	cp	Oldies	150		0.0	5.2	10.4	0.0	0.0	0.0	0.0	0.0	0.0
• WMRV	Endicott	B	105.7	35.0	571	d	Majac of Michigan	69	9710		p d3	Adult CHR	900	0.82	13.1	10.8	10.1	10.8	9.7	7.2	7.4	8.2	7.2
														77.4	64.9	63.0	60.3	60.7	65.2	58.0	61.1	64.8	
# FM Stations - 9														# Combos - 8		FM TOTALS							

AM Stations

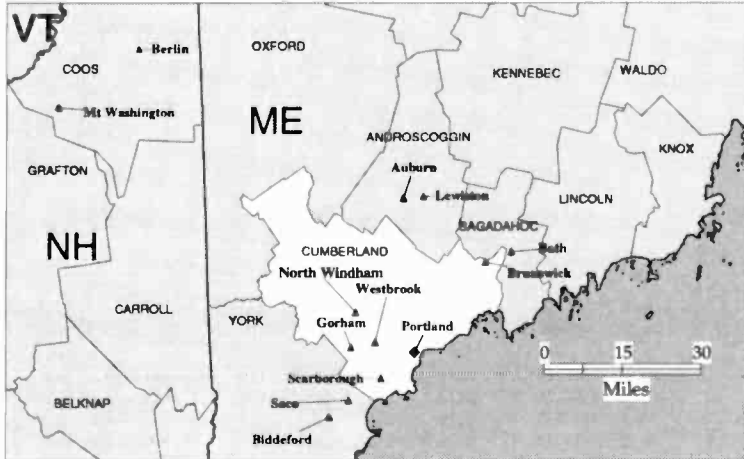
Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)						
			Freq	(kW)	Freq	(kW)					Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994
WINR	Binghamton	III	680	1.0	0.50		Titus Bcstg System	46	8711	975		News/Nostal	275	0.50	6.6	3.1	3.9	4.2	6.2	3.0	5.9	3.4	6.4
WATS	Sayre	III	960	5.0	0.05	b	WATS Bcstg Inc	50	8610		c1	AC			0.2	0.6	0.0	0.0	0.3	0.0	0.0	0.0	
WNBF	Binghamton	III	1290	9.3 cp	5.40	a	WICKS Radio LP	28	9503		c2	News/Talk	650	0.76	10.2	7.1	9.9	7.5	8.4	8.0	13.6	11.1	11.1
WEBO	Owego	III	1330	5.0	0.05	c	WEBO Radio Inc	57	9309		st	Adlt Stndrd			0.0	0.0	0.0	0.0	0.6	0.0	0.6	0.0	
WKOP	Binghamton	III	1360	5.0	0.50	a	WICKS Radio LP	47	9612		na	Nostalgia	125	0.41	3.6	2.5	2.7	3.3	2.3	1.1	0.9	1.4	0.0
• WENE	Endicott	III	1430	5.0	5.00	d	Majac of Michigan	47	9710		p d3	Sports			2.0	1.8	2.4	1.8	1.3	1.4	1.8	0.3	0.0
# AM Stations - 6														# Combos - 5		AM TOTALS							
Stations Profiled - 15														# Duopolies - 4		Total Local Commercial Share							
																80.0 81.9 77.1 79.2 79.3 80.2 77.9 82.3							

• Indicates a change since last edition.

Metro Rank: 162

Revenue Rank: 82

Portland, ME Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 12,200	11,500	12,000	13,500	15,400	17,200	7.1%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.2%	\$ 18,100	19,000	20,000	21,100	22,400	5.5%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.92/1,000	\$5.57/1,000	\$6.81/1,000	Local	90%		
Revenue/Capita	\$49.74	\$68.44	\$86.35	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	245.3	251.3	0.5%	251.3	259.4	0.6%
Households	95.4	98.2	0.6%	98.2	103.2	1.0%
Retail Sales	3,114.8	3,090.3	-0.2%	3,090.3	3,290.4	1.3%
EBI	3,801.0	4,019.5	1.1%	4,019.5	4,673.4	3.1%

Metro Counties

Cumberland, ME	251.3

	251.3

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	121.2	21.0	9.6	12.0	20.1	21.7	14.8	22.0
Women (000)	130.1	19.9	9.1	12.0	20.5	22.2	15.3	31.1
Total	251.3	40.9	18.7	24.0	40.6	43.9	30.1	53.1
Percentage	100.0%	16.3%	7.5%	9.6%	16.2%	17.5%	12.0%	21.1%
Per Capita	\$15,995	Median Household		\$33,863	Avg Household		\$40,931	
Ethnic Population:	White 97.9%	Black 0.7%	Asian 1.1%	Hispanic 0.7%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	3	9	4	7	16	8	24
Tot 12+	4.5	42.8	20.9	49.5	68.2	15.0	83.2
Avg 12+	1.5	4.8	5.2	7.1	4.3	1.9	3.5
Tot LCS	5.4	51.4	25.1	59.5	82.0	18.0	100.0
Avg LCS	1.8	5.7	6.3	8.5	5.1	2.3	4.2

MARKET: Portland, ME

METRO RANK: 162

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)											
										(000)	LMA	Revenue (000)	Power Ratio	Local	Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1994	Spring 1993	Fall 1993		
WMGX	Portland	B	93.1	50.0	443	a	Saga Comm LP	77	9011		g1	Clsc Hits	2,500	1.20	11.5	7.3	9.9	10.7	8.1	9.1	6.0	8.0	8.7				
WCYI	Lewiston	B	93.9	27.5	640	b	Fuller-Jeffrey Bcstg	48	9404	525		Modern Rock			0.5	0.6	0.6	0.3	0.0	0.0	0.0	0.6	0.0				
*WCYY	Biddeford	B1	94.3	11.5 cp	482	b	Fuller-Jeffrey Bcstg	72	9212			Modern Rock	600	0.36	9.2	6.3	4.2	9.3	5.9	2.4	2.1	1.2	0.0				
WHOM	Mt Washngtn	C	94.9	48.0	3744	b	Fuller-Jeffrey Bcstg	58	9610		sw	Soft AC	2,400	2.25	5.9	6.3	2.7	5.2	4.4	6.1	6.3	5.0	5.3				
WRED	Saco	A	95.9	3.2 cp	450		Vacationland Bcstg	82				CHR	200	0.61	1.8	1.9	2.7	1.7	1.3	2.7	0.6	1.5	2.5				
WJBQ	Portland	B	97.9	16.0	889	b	Fuller-Jeffrey Bcstg	60	9610		sw	AC	600	0.68	4.9	6.7	3.3	2.9	5.0	4.0	4.8	1.5	2.5				
WCLZ	Brunswick	B	98.9	48.0	400	e	Riverside Bcstg	65	9211	525	c2	AAA	900	1.24	4.0	3.5	4.8	3.5	3.1	1.8	3.0	1.5	2.2				
WKZS	Auburn	B	99.9	50.0	492	d	Grt Down East Wreles	77				Hot AC	900	1.38	3.6	3.2	2.7	2.0	3.8	1.8	3.9	4.1	3.7				
WYNZ	Westbrook	B1	100.9	25.0	328	a	Saga Comm LP	76	9306	850	c3	Oldies	900	0.84	5.9	5.1	5.7	5.2	4.4	5.8	3.3	4.1	1.6				
WPOR	Portland	B	101.9	33.0 cp	604	c	Saga Comm LP	67	9606	10,000	c4	Country	3,200	1.26	14.0	9.5	12.0	11.9	10.9	16.1	14.4	15.4	16.8				
WBLM	Portland	C	102.9	100.0	1431	b	Fuller-Jeffrey Bcstg	67	8911	4,500		AOR	3,000	1.27	13.1	9.8	9.6	10.4	10.9	12.8	10.5	13.0	12.1				
WPKQ	Berlin	C	103.7	21.5	3875	b	Fuller-Jeffrey Bcstg	52	9610	1,250		Country			1.2	0.0	0.0	1.4	0.6	0.6	1.5	2.4	2.5				
WBCE	Bath	B	105.9	50.0	499		Blount Comm Group	71	9504	375		Chrstn Talk			0.0	0.6	0.9	0.0	0.0	0.0	0.9	2.1	0.0				
WPKM	Scarborough	A	106.3	3.0	299		McCreery, Charles	60	8801	600		Classical	200	0.92	1.2	1.0	2.7	1.4	0.6	1.8	1.8	1.8	1.9				
WLAM	North Windham	A	106.7	0.8	623	d	Grt Down East Wreles	94	9608	180		Nostalgia			0.2	1.6	0.9	0.3	0.0	0.0	0.0	0.0	0.0				
WTHT	Lewiston	C1	107.5	91.0 cp	929	d	Grt Down East Wreles	73	9412		na	Country	600	0.83	4.0	4.8	3.6	2.6	3.8	3.0	5.4	0.6	2.2				
# FM Stations - 16															# Combos - 13		FM TOTALS		81.0	68.2	66.3	69.1	63.1	68.0	64.5	67.2	66.3

AM Stations

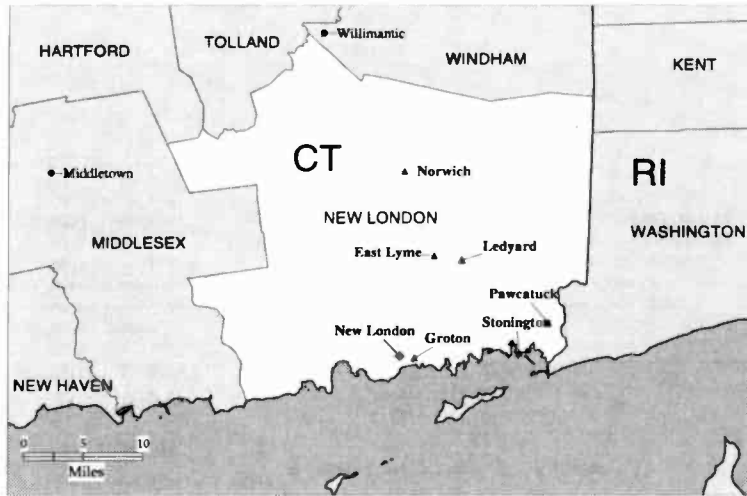
Calls	City of License	FCC Class	Freq	Day Power		Night Power	C	Owner	Year Std	Date Acq	Sales Price		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)										
				(kW)	cp						(kW)	(000)	LMA	Revenue (000)	Power Ratio	Local	Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1994	Spring 1993	Fall 1993
WGAN	Portland	111	560	4.8	cp	4.80	a	Saga Comm LP	38	9011		g1	News/Talk	1,000	0.58	9.5	8.3	6.0	7.0	8.4	6.7	8.1	8.9	9.0			
WLAM	Gorham	111	870	10.0		1.00	d	Grt Down East Wreles	80	8608	135		Nostalgia	550	0.52	5.9	2.2	2.7	4.9	4.7	2.7	5.7	4.7	3.4			
WCLZ	Brunswick	11	900	1.0		0.07	e	Riverside Bcstg	55	9211		c2	Shopping			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WZAN	Portland	111	970	5.0		5.00	a	Saga Comm LP	25	9306		c3	Sports/Talk	500	1.38	2.0	3.2	3.6	1.7	1.6	0.9	3.0	3.3	0.6			
WLOB	Portland	111	1310	5.0		5.00		Carter Bcstg Corp	67	8407	203		Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WJAE	Westbrook	111	1440	5.0		5.00	b	Fuller-Jeffrey Bcstg	59	9610		sw	Sports	25	0.13	1.1	1.0	0.6	1.2	0.6	0.6	1.2	0.9	0.0			
WZOU	Lewiston	111	1470	5.0		5.00	d	Grt Down East Wreles	47	7507			Nostalgia			0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0				
WPOR	Portland	1V	1490	1.0		1.00	c	Saga Comm LP	46	9606		c4	Country			0.5	0.3	0.3	0.9	0.0	0.3	0.6	0.0	0.3			
# AM Stations - 8															# Combos - 7		AM TOTALS		19.0	15.0	13.2	15.7	15.3	11.2	18.9	17.8	13.3
Stations Profiled - 24															# Duopolies - 9		Total Local Commercial Share		83.2	79.5	84.8	78.4	79.2	83.4	85.0	79.6	

* Indicates a change since last edition.

Metro Rank: 163

Revenue Rank: 182

New London, CT Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES *	\$ N/A	N/A	N/A	N/A	N/A	N/A	
	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
		\$ 7,000	7,300	7,600	8,000	8,400	4.7%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	N/A	N/A	\$2.99/1,000	Local	88%		
Revenue/Capita	N/A	N/A	\$32.55	National	12%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	256.2	251.2	-0.4%	251.2	258.1	0.5%
Households	93.7	93.3	-0.1%	93.3	97.3	0.8%
Retail Sales	1,952.3	2,298.8	3.3%	2,298.8	2,810.0	4.1%
EBI	3,916.1	4,591.4	3.2%	4,591.4	5,545.7	3.8%

Metro Counties

New London, CT	251.2

	251.2

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	126.1	21.7	9.2	14.0	22.9	20.6	15.3	22.3
Women (000)	125.1	20.9	8.9	11.1	20.2	19.9	15.3	28.7
Total	251.2	42.6	18.1	25.2	43.1	40.5	30.6	51.1
Percentage	100.0%	17.0%	7.2%	10.0%	17.2%	16.1%	12.2%	20.3%
Per Capita	\$18,278	Median Household		\$41,371	Avg Household		\$49,211	
Ethnic Population:	White 92.3%	Black 5.5%	Asian 1.6%	Hispanic 4.1%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	7			6	7	3	10
Tot 12+	46.9			43.8	46.9	6.9	53.8
Avg 12+	6.7			7.3	6.7	2.3	5.4
Tot LCS	87.2			81.4	87.2	12.8	100.0
Avg LCS	12.5			13.6	12.5	4.3	10.0

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)								
													Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993		
WCTY	Norwich	A	97.7	1.9	cp	410	a	Hall Communications	68			Country	2,000	1.30	22.0	16.9	15.0	12.7	0.0	10.6	0.0	12.1	0.0		
• WNLC	East Lyme	A	98.7	5.5		269	a	Hall Communications	94	9707	2,000	Alternative	350	0.50	10.1	2.8	5.4	5.8	0.0	5.0	0.0	3.6	0.0		
WTYD	New London	A	100.9	3.0		299	a	Hall Communications	70	9503	3,500	c1 Soft AC	1,500	1.65	13.0	5.5	6.3	7.5	0.0	9.0	0.0	7.9	0.0		
WVVE	Stonington	A	102.3	3.0		328		Shoreline Comm Inc	81	8406	800	Oldies	800	1.57	7.3	3.4	8.4	4.2	0.0	5.0	0.0	5.7	0.0		
WQGN	Groton	A	105.5	3.0		276	b	Spring Bcstg LLC	71	9701	2,151	c2 CHR	1,000	0.88	16.3	12.4	8.7	9.4	0.0	8.7	0.0	11.8	0.0		
WBMW	Ledyard	A	106.5	3.1		459		Fuller, John	92	9312		st AC	500	0.71	10.1	2.8	4.8	5.8	0.0	4.7	0.0	3.3	0.0		
WKCD	Pawcatuck	A	107.7	1.9		400		Salt Aire Comm Inc	95			NAC	200	1.02	2.8	3.1	3.0	1.6	0.0	0.0	0.0	0.0	0.0		
# FM Stations - 7													# Combos - 4		FM TOTALS		81.6	46.9	51.6	47.0	0.0	43.0	0.0	44.4	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day		C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)								
				Power (kW)	Night Power (kW)								Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993		
WSUB	Groton	III	980	1.0	0.07	b	Spring Bcstg LLC	58	9701		c2	News/Talk	250	0.89	4.0	1.4	1.2	2.3	0.0	1.6	0.0	1.5	0.0		
WICH	Norwich	III	1310	5.0	5.00	a	Hall Communications	46	6507			AC	200	0.30	9.5	2.1	3.9	5.5	0.0	3.7	0.0	2.4	0.0		
WNLC	New London	IV	1510	10.0	5.00	a	Hall Communications	36	9503		c1	Nostalgia	200	0.57	5.0	3.4	3.0	2.9	0.0	0.6	0.0	0.0	0.0		
# AM Stations - 3													# Combos - 3		AM TOTALS		18.5	6.9	8.1	10.7	0.0	5.9	0.0	3.9	0.0
Stations Profiled - 10													# Duopolies - 3		Total Local Commercial Share		53.8	59.7	57.7	0.0	48.9	0.0	48.3	0.0	

NOTE: Market rated twice yearly with Fall 1996 period.

• Indicates a change since last edition.



Metro Rank: 164

Revenue Rank: 145

Columbus, GA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 7,000	6,800	7,500	8,000	8,700	9,500	6.3%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.3%	\$ 10,100	10,600	11,200	11,800	12,500	5.5%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.12/1,000	\$4.05/1,000	\$4.45/1,000	Local 89%			
Revenue/Capita	\$28.63	\$37.12	\$47.98	National 11%			

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	244.5	255.9	0.9%	255.9	260.5	0.4%
Households	86.8	90.5	0.8%	90.5	93.4	0.6%
Retail Sales	1,697.5	2,348.2	6.7%	2,348.2	2,806.6	3.6%
EBI	2,649.5	3,001.1	2.5%	3,001.1	3,519.0	3.2%

Metro Counties

Chattahoochee, GA	14.9
Muscogee, GA	187.4
Russell, AL	53.6

	255.9

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	128.0	24.2	11.3	20.0	21.9	18.2	13.1	19.4
Women (000)	127.9	23.3	10.7	11.7	19.6	19.2	15.0	28.5
Total	255.9	47.4	21.9	31.7	41.4	37.4	28.2	47.8
Percentage	100.0%	18.5%	8.6%	12.4%	16.2%	14.6%	11.0%	18.7%
Per Capita	\$11,728	Median Household		\$24,868	Avg Household		\$33,162	
Ethnic Population:	White 57.8%	Black 40.1%	Asian 1.5%	Hispanic 3.3%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	3		6	7	9	6	15
Tot 12+	39.4		34.8	71.9	74.2	15.3	89.5
Avg 12+	13.1		5.8	10.3	8.2	2.6	6.0
Tot LCS	44.0		38.9	80.3	82.9	17.1	100.0
Avg LCS	14.7		6.5	11.5	9.2	2.8	6.7

MARKET: Columbus, GA

METRO RANK: 164

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
													Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993	
WVFJ	Manchester	C1	93.3	27.0	cp	1611	Provident Bcstg Co	67	8108			ChrsContemp			3.0	1.3	2.8	2.7	0.0	1.3	0.0	1.2	0.0	
• WKZJ	Greenville	C3	95.7	3.4		876	a Davis Bcstg	95	9708	450p		Urban AC			0.7	1.0	1.5	0.6	0.0	0.0	0.0	0.0	0.0	
• WAGH	Ft Mitchell	A	98.3	6.0		328	d Cumulus Media LLC	89	9709	2,000p		Urban AC	800	0.67	11.9	9.9	6.8	10.6	0.0	11.5	0.0	8.7	0.0	
WKCN	Lumpkin	C2	99.3	50.0		492	Radio Lumpkin Inc	92				Country	1,500	1.31	11.3	9.6	8.0	10.0	0.0	11.8	0.0	11.1	0.0	
• WGSY	Phenix City	A	100.1	6.0	cp	328	d Cumulus Media LLC	71	9709	11,750p	d1 1	AC	1,400	1.49	9.3	10.3	11.1	8.3	0.0	8.3	0.0	12.0	0.0	
• WVRK	Columbus	C	102.9	100.0		1519	d Cumulus Media LLC	46	9709		p d1 1	AOR	1,400	1.16	11.9	8.3	9.6	10.6	0.0	12.4	0.0	8.7	0.0	
WFXE	Columbus	A	104.9	6.0		289	a Davis Bcstg	69	8605		g1	Urban	950	0.53	17.6	19.2	17.0	15.6	0.0	19.4	0.0	15.0	0.0	
WSTH	Alexander City	C1	106.1	85.8		981	c Solar Bcstg Co	49	8610	1,720		Country	1,100	1.82	6.0	5.3	6.8	5.3	0.0	4.5	0.0	7.5	0.0	
WCGO	Columbus	C	107.3	100.0		1011	b McClure Bcstg	66				AC	1,300	1.76	7.3	9.3	6.2	6.5	0.0	4.1	0.0	6.3	0.0	
													-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
# FM Stations - 9													# Combos - 7	FM TOTALS		79.0	74.2	69.8	70.2	0.0	73.3	0.0	70.5	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
													Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993	
WDAK	Columbus	II	540	5.0	0.50		c Solar Bcstg Co	40				Sports	100	0.58	1.7	0.7	0.9	1.5	0.0	0.0	0.0	0.0	0.0	0.0
• WMLF	Columbus	III	1270	5.0	0.19		d Cumulus Media LLC	47	9709		p d1	CHR			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WOKS	Columbus	IV	1340	1.0	1.00		a Davis Bcstg	59	8605		g1	Urban/Olds	450	0.68	6.6	4.3	5.6	5.9	0.0	4.1	0.0	6.6	0.0	
WRCG	Columbus	III	1420	5.0	5.00		b McClure Bcstg	28	7701			Nws/Yk/Spts	400	0.79	5.0	7.0	5.2	4.4	0.0	5.4	0.0	6.0	0.0	
• WPNX	Phenix City	III	1460	4.0	0.14		d Cumulus Media LLC	51	9709		p d1 1	Gospel	300	1.75	1.7	0.7	0.9	1.5	0.0	0.6	0.0	1.5	0.0	
WEAM	Columbus	II	1580	2.3	1.00		GHB Bcstg	54				Gospel	400	0.66	6.0	2.6	4.6	5.3	0.0	2.5	0.0	2.4	0.0	
													-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
# AM Stations - 6													# Combos - 5	AM TOTALS		21.0	15.3	17.2	18.6	0.0	12.6	0.0	17.4	0.0
Stations Profiled - 15													# Duopolies - 4	Total Local Commercial Share		89.5	87.0	88.8	0.0	85.9	0.0	87.9	0.0	

NOTE: Market rated twice yearly with Fall 1996 period.

• Indicates a change since last edition.

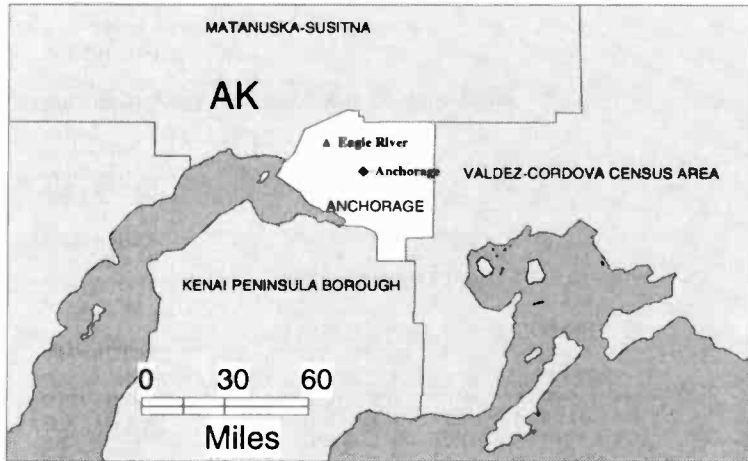
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METRO RANK: 164

Metro Rank: 165

Revenue Rank: 104

Anchorage, AK Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 10,900	11,500	11,800	12,600	14,100	14,300	5.6%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	4.9%	\$ 15,000	15,800	16,600	17,600	18,800	5.8%

	1990	1995	2000	Est. Breakout
Revenue/Retail Sales	\$4.39/1,000	\$4.58/1,000	\$5.24/1,000	Local 85%
Revenue/Capita	\$48.06	\$55.51	\$72.64	National 15%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	226.8	257.6	2.6%	257.6	258.8	0.1%
Households	82.9	94.5	2.7%	94.5	95.8	0.3%
Retail Sales	2,483.9	3,124.3	4.7%	3,124.3	3,587.8	2.8%
EBI	3,806.2	5,023.7	5.7%	5,023.7	5,700.2	2.6%

Metro Counties

Anchorage, AK	257.6

	257.6

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	132.6	28.7	11.0	12.4	25.2	27.4	16.8	11.0
Women (000)	125.0	27.1	10.4	11.0	24.3	25.4	15.2	11.6
Total	257.6	55.8	21.4	23.4	49.5	52.8	32.0	22.6
Percentage	100.0%	21.7%	8.3%	9.1%	19.2%	20.5%	12.4%	8.8%
Per Capita	\$19,502	Median Household		\$45,192	Avg Household		\$53,160	
Ethnic Population:	White 80.3%	Black 7.2%	Asian 5.9%	Hispanic 4.8%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations			11	11	11	8	19
Tot 12+			73.5	73.5	73.5	13.4	86.9
Avg 12+			6.7	6.7	6.7	1.7	4.6
Tot LCS			84.6	84.6	84.6	15.4	100.0
Avg LCS			7.7	7.7	7.7	1.9	5.3

Competitive Overview

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)																													
Calls	License	Class	Freq	(kW)				Std	Acq	Price	LMA	Format	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall																			
										(000)			(000)	Ratio	Comm Sh	1997	1996	1996	1995	1995	1994	1994	1993																					
KEAG	Anchorage	C1	97.3	100.0	594	d	Pioneer Bcstg Co	86	9612	2,500	1	Oldies	1,100	1.09	6.7	5.8	6.6	7.0	5.1	6.7	5.4	6.3	6.0																					
KLEF	Anchorage	C1	98.1	25.0	30		Chinook Concert Bcst	88				Classical	600	0.93	4.3	2.7	5.4	4.0	3.7	7.0	4.0	5.6	6.0																					
KYMG	Anchorage	C1	98.9	100.0	499	c	Capstar Bcstg Ptrs	89	9702		p g2	AC	1,000	1.39	4.8	5.4	6.3	5.8	2.8	5.2	6.2	7.1	7.2																					
KBFX	Anchorage	C3	100.5	25.0	174	a	Capstar Bcstg Ptrs	78	9701		p g	Clsc Rock	800	0.92	5.8	5.4	4.4	4.9	5.4	5.5	4.8	9.9	11.9																					
KGOT	Anchorage	C2	101.3	26.0	-66	c	Capstar Bcstg Ptrs	75	9702		p g2	CHR	1,400	0.83	11.2	13.9	10.8	11.0	9.1	7.6	9.3	9.0	6.9																					
● KKRO	Anchorage	C3	102.1	23.2	cp 82	d	Pioneer Bcstg Co	73	9709	1,350p	1	Clsc Rock	700	1.06	4.4	5.4	3.5	3.7	4.2	3.5	5.9	8.3	6.9																					
KMXS	Anchorage	C1	103.1	27.0	-177	d	Pioneer Bcstg Co	87	9407	275		Hot AC	1,150	1.04	7.4	9.5	4.7	7.3	5.9	5.8	3.7	0.0	0.0																					
KBRJ	Anchorage	C1	104.1	55.0	62	d	Pioneer Bcstg Co	66	9612	900	c2 1	Country	1,000	0.93	7.2	6.8	7.0	5.2	7.6	7.3	5.7	5.9	3.8																					
KNIK	Anchorage	C1	105.3	50.5	256	b	Northern TV Inc	60	6506			Smooth Jazz	800	0.86	6.2	4.7	3.8	4.9	6.2	3.8	3.1	4.0	3.8																					
KWHL	Anchorage	C	106.5	100.0	-85	d	Pioneer Bcstg Co	82				Modern Rock	1,900	0.95	13.4	7.5	10.1	10.4	13.6	12.2	9.9	8.0	6.6																					
KASH	Anchorage	C1	107.5	100.0	-289	a	Capstar Bcstg Ptrs	85	9709		g1	Country	1,700	1.05	10.8	6.4	8.9	10.1	9.3	6.4	9.6	7.4	10.4																					
# FM Stations - 11															# Combos - 10															FM TOTALS						82.2	73.5	71.5	74.3	72.9	71.0	67.6	71.7	69.5

AM Stations

City of		FCC	Day	Night	Power	Power	C	Owner	Year	Date	Sales	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)																												
Calls	License	Class	Freq	(kW)	(kW)				Std	Acq	Price	LMA	Format	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall																		
											(000)			(000)	Ratio	Comm Sh	1997	1996	1996	1995	1995	1994	1994	1993																				
KENI	Anchorage	III	550	5.0	5.00	a	Capstar Bcstg Ptrs	48	9707		g1	News/Talk	900	0.90	6.7	7.1	8.2	6.7	5.4	5.2	7.1	7.1	7.9																					
KHAR	Anchorage	III	590	5.0	5.00	d	Pioneer Bcstg Co	61	9612		c2 1	Nostalgia	450	0.65	4.6	2.0	3.8	5.2	3.1	2.9	4.0	3.1	1.9																					
KYAK	Anchorage	I	650	50.0	50.00	c	Capstar Bcstg Ptrs	67	9702		p g2	Children	200	2.67	0.5	0.0	0.6	0.0	0.8	0.9	1.4	1.2	2.5																					
KBYR	Anchorage	I	700	10.0	10.00	b	Northern TV Inc	48	6508			Nws/Tk/Spts	300	1.25	1.6	2.0	2.2	1.5	1.4	2.0	2.8	2.8	3.1																					
KFQD	Anchorage	I	750	50.0	50.00	d	Pioneer Bcstg Co	24	6208			News	900	1.50	4.0	2.0	1.9	3.1	4.0	2.3	2.8	2.8	3.1																					
KABN	Long Island	I	840	8.0	cp 8.00		Amer Radio Brokers	93				Classical			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0																					
KAXX	Eagle River	II	1020	10.0	10.00		Amer Radio Brokers	86	9702	150		DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0																					
● KASH	Anchorage	I	1080	10.0	10.00		Chinook Concert Bcst	75	9709	135p		Country	100	2.22	0.3	0.3	0.6	0.3	0.3	0.6	0.0	0.6	0.6																					
# AM Stations - 8															# Combos - 5															AM TOTALS						17.7	13.4	17.3	16.8	15.0	13.9	18.1	17.6	19.1
Stations Profiled - 19															# Duopolies - 8															Total Local Commercial Share						86.9	88.8	91.1	87.9	84.9	85.7	89.3	88.6	

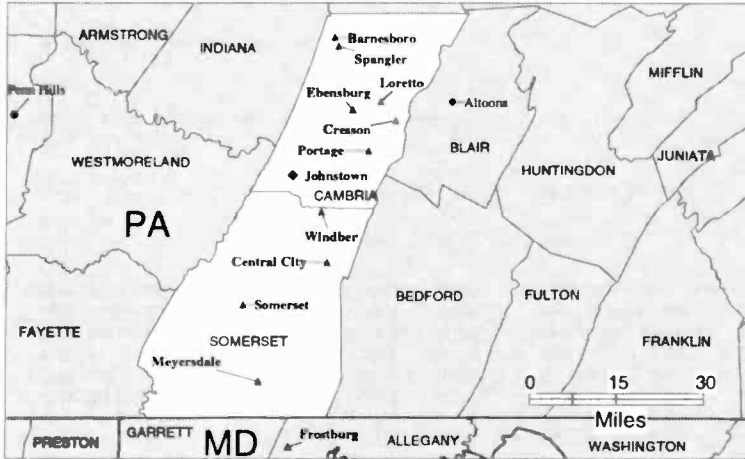
Docket 80-90 Allocations: 92.9, C1, Anchorage

● Indicates a change since last edition.

Metro Rank: 166

Revenue Rank: 201

Johnstown, PA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 5,200	5,000	5,000	5,200	5,600	5,700	1.9%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	3.5%	\$ 5,900	6,200	6,400	6,700	7,100	4.7%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.93/1,000	\$3.13/1,000	\$3.31/1,000	Local	80%		
Revenue/Capita	\$21.69	\$23.88	\$30.50	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	239.7	238.7	-0.1%	238.7	232.8	-0.5%
Households	91.0	91.2	0.0%	91.2	90.5	-0.2%
Retail Sales	1,324.7	1,822.1	6.6%	1,822.1	2,144.8	3.3%
EBI	2,442.0	2,891.1	3.4%	2,891.1	3,365.4	3.1%

Metro Counties

Cambria, PA	159.7
Somerset, PA	79.0

	238.7

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	115.3	18.7	10.6	9.7	15.1	18.7	13.9	28.5
Women (000)	123.4	17.8	10.1	9.3	14.8	17.9	14.4	39.2
Total	238.7	36.5	20.6	19.0	29.9	36.6	28.4	67.7
Percentage	100.0%	15.3%	8.6%	8.0%	12.5%	15.4%	11.9%	28.4%
Per Capita	\$12,112	Median Household		\$25,087	Avg Household		\$31,701	
Ethnic Population:	White 97.9%	Black 1.8%	Asian 0.3%	Hispanic 0.6%				

Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations	7	4		5	11	10	21
Tot 12+	20.2	41.1		51.5	61.3	8.2	69.5
Avg 12+	2.9	10.3		10.3	5.6	0.8	3.3
Tot LCS	29.1	59.1		74.1	88.2	11.8	100.0
Avg LCS	4.2	14.8		14.8	8.0	1.2	4.8

Competitive Overview

Some stations also rated in Altoona (236).

FM Stations

										Arbitron 12+ Metro Shares (see rights)														
City of		FCC	Power		Year		Date		Sales	1996		Avg '96												
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall			
										(000)	(000)	Ratio	Comm Sh	1997	1996	1996	1995	1995	1994	1994	1993			
WGLU	Johnstown	A	92.1	0.6	1043	g	Citadel Lomm Corp	74	9707		600	0.88	11.5	0.3	8.5	9.1	7.1	9.5	11.0	9.1	9.2			
WQZS	Meyersdale	A	93.3	0.6	965		Wahl, Roger & Helen	91			175	1.65	1.8	0.9	2.4	1.4	1.2	0.6	0.9	1.6	3.8			
WBXQ	Cresson	A	94.3	0.4	958		Sounds Good Inc	81			n/a		1.8	0.6	1.2	1.7	0.9	0.9	1.8	1.9	1.7			
WKYE	Johnstown	B	95.5	57.0	1060	b	Forever Bcstg Inc	49	9705	p st	1,300	1.34	16.4	13.5	13.9	11.1	12.0	11.4	11.6	12.2	10.4			
WMTZ	Johnstown	B	96.5	50.0	489	a	Dame Media Inc	73	9006	c1	1,400	1.05	22.7	18.1	19.0	15.3	16.7	14.2	15.5	11.3	12.1			
WPCL	Spangler	A	97.3	1.8	610		He's Alive Inc	91	9704		105			0.2	0.0	0.0	0.3	0.0	0.0	0.0	0.0			
• WSGY	Somerset	A	97.7	3.5	430	b	Forever Bcstg Inc	66	9705	p st	250	0.85	5.0	1.2	1.8	3.4	3.7	2.2	1.8	1.6	2.0			
WQKK	Ebensburg	B	99.1	50.0	499	g	Citadel Comm Corp	62	9707	g2	500	0.86	9.9	6.4	6.9	6.3	7.7	8.0	11.3	5.3	5.5			
WSRA	Central City	A	101.7	0.7	643	f	NorLin Bcstrs	72	8802		275		12.3	5.2	6.3	7.4	9.9	11.7	7.6	7.5	9.5			
WFRB	Frostburg	B	105.3	13.5	958	c	WTBO-WKGO LLC	65	9705	c4	3,325	0.99	3.0	3.1	1.8	2.8	1.5	1.8	1.8	2.5	1.7			
• WFJY	Portage	A	105.7	3.0	322	d	Forever Bcstg Inc	90	9710	c2	325p		100	1.41	1.2	4.0	2.1	1.7	0.0	0.9	1.4			
													-----	-----	-----	-----	-----	-----	-----	-----	-----	-----		
# FM Stations - 11													# Combos - 8	FM TOTALS		85.8	61.3	63.9	60.2	61.0	61.2	65.4	53.9	57.3

AM Stations

										Arbitron 12+ Metro Shares (see rights)														
City of		FCC	Day Power		Night Power	Year		Date		Sales	1996		Avg '96											
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	Price	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall			
										(000)	(000)	Ratio	Comm Sh	1997	1996	1996	1995	1995	1994	1994	1993			
WFRB	Frostburg	III	560	5.0	0.00	c	WTBO-WKGO LLC	58	9705				1.5	0.0	0.0	0.9	1.2	0.0	0.0	0.0	0.3			
WJAC	Johnstown	II	850	10.0	10.00	b	Forever Bcstg Inc	25	9708		450	1.19	6.4	4.6	3.6	5.1	4.0	3.7	3.0	2.5	6.4			
WNCC	Barnesboro	III	950	0.5	0.00		Vernal Enterprises	50	9701				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WVSC	Somerset	II	990	10.0	0.10	b	Forever Bcstg Inc	51	9708		300	1.50	3.4	0.9	2.1	2.6	2.2	1.5	1.2	1.9	2.3			
WCRO	Johnstown	IV	1230	1.0	1.00	e	Broadcast Comm Inc	47	9611				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WYSN	Somerset	III	1330	5.0	0.04	f	NorLin Bcstrs	81					0.6	1.2	0.0	0.9	0.0	0.0	0.0	0.0	0.0			
WBEM	Windber	III	1350	2.5	0.03		Connors, J. Thomas	64	8903		187		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WEBG	Loretto	IV	1400	1.0	1.00		Allegheny Bcstg Corp	63	9602		75		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
• WFJY	Portage	III	1470	0.5	0.09	d	Forever Bcstg Inc	60	9710	p c2			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WNTJ	Johnstown	IV	1490	1.0	1.00	a	Dame Media Inc	46	9006	c1	200	1.47	2.3	1.5	2.1	1.7	1.5	1.5	2.1	2.2	2.6			
													-----	-----	-----	-----	-----	-----	-----	-----	-----	-----		
# AM Stations - 10													# Combos - 7	AM TOTALS		14.2	8.2	7.8	11.2	8.9	6.7	6.3	6.6	11.6
Stations Profiled - 21													# Duopolies - 4	Total Local Commercial Share		69.5	71.7	71.4	69.9	67.9	71.7	60.5	68.9	

• Indicates a change since last edition.

Metro Rank: 167

Revenue Rank: 149

Tallahassee, FL Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 7,100	7,300	7,500	7,600	8,400	9,000	4.9%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	7.8%	\$ 9,700	10,100	10,700	11,300	12,000	5.5%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.43/1,000	\$4.02/1,000	\$3.95/1,000	Local	85%		
Revenue/Capita	\$33.73	\$38.28	\$46.78	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	210.5	235.1	2.2%	235.1	256.5	1.8%
Households	81.6	90.5	2.1%	90.5	100.9	2.2%
Retail Sales	1,601.3	2,239.4	6.9%	2,239.4	3,041.1	6.3%
EBI	2,882.3	3,665.4	4.9%	3,665.4	4,934.6	6.1%

Metro Counties

Leon, FL	217.8
Wakulla, FL	17.3

	235.1

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	114.0	19.1	8.9	19.5	18.7	19.6	13.1	15.1
Women (000)	121.1	18.4	8.7	21.6	19.0	20.4	13.2	19.9
Total	235.1	37.5	17.5	41.1	37.6	40.1	26.3	35.0
Percentage	100.0%	16.0%	7.5%	17.5%	16.0%	17.0%	11.2%	14.9%
Per Capita	\$15,591	Median Household		\$31,214	Avg Household		\$40,502	
Ethnic Population:	White 74.3%	Black 23.8%	Asian 1.6%	Hispanic 2.7%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	2		10	10	12	5	17
Tot 12+	8.6		66.0	67.9	74.6	4.2	78.8
Avg 12+	4.3		6.6	6.8	6.2	0.8	4.6
Tot LCS	10.9		83.8	86.2	94.7	5.3	100.0
Avg LCS	5.5		8.4	8.6	7.9	1.1	5.9

MARKET: Tallahassee, FL

METRO RANK: 167

Competitive Overview

FM Stations

Arbitron 12+ Metro Shares (see rights)

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96								
			Freq	(kW)									Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993
WAKU	Crawfordville	A	94.1	3.0	459		Dash Comm Inc	95				Soft AC	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WTNT	Tallahassee	C1	94.9	100.0	841	a	Clear Channel Comm	67	9706		p g2	Country	1,700	1.74	10.1	5.4	8.7	8.2	0.0	9.5	0.0	15.0	0.0
WNBX	Tallahassee	C2	96.1	37.0	479	b	HVS Partners	82	9302		g	Urban AC	1,100	0.57	19.8	14.6	15.5	16.1	0.0	14.6	0.0	13.3	0.0
WBZE	Tallahassee	C1	98.9	100.0	604	b	HVS Partners	62	8809		g1	AC	1,200	1.18	10.5	9.8	7.6	8.5	0.0	7.8	0.0	6.3	0.0
WFO	Lafayette	C2	99.9	50.0	492	c	Catamount Comm Inc	89	9112	1,175		Clsc Rock	500	0.70	7.4	4.8	5.4	6.0	0.0	4.7	0.0	4.2	0.0
• WJZT	Midway	C3	100.7	11.5	489	a	Clear Channel Comm	95	9706		p g2	Smooth Jazz	150	0.57	2.7	6.7	2.9	2.2	0.0	0.0	0.0	0.0	0.0
• WКСR	Quincy	C2	101.5	50.0	476	a	Clear Channel Comm	66	9706		p g2	Alternative	600	0.80	7.7	5.7	6.5	6.3	0.0	6.8	0.0	3.5	0.0
• WAIB	Tallahassee	C2	103.1	37.0	564	c	Catamount Comm Inc	76	9503	1,400		Country	550	0.98	5.8	6.3	6.1	4.7	0.0	7.8	0.0	3.8	0.0
WGLF	Tallahassee	C	104.1	90.0	1394		Timm Enterprises	67	9701		nc	Rock	1,500	2.34	6.6	5.7	5.8	5.4	0.0	4.1	0.0	9.1	0.0
• WFLV	Havana	C2	104.9	47.0	505		Radiant Bestg Co Inc	84	9704	1,895		Soft AC	600	0.94	6.6	3.2	4.0	5.4	0.0	5.1	0.0	4.5	0.0
WFLD	Tallahassee	A	106.1	6.0	328	cp	Tally Radio LLC	92	9606	850		CHR	275	0.43	6.6	8.6	4.3	5.4	0.0	4.1	0.0	6.3	0.0
• WSNI	Thomasville	C1	107.1	100.0	824	a	Clear Channel Comm	71	9706		p g2	Oldies	700	1.16	6.2	3.8	5.4	5.0	0.0	3.7	0.0	9.1	0.0
		# FM Stations - 12		# Combos - 8						FM TOTALS				90.0	74.6	74.0	73.2	0.0	68.2	0.0	75.1	0.0	

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96							
			Freq	(kW)	Freq	(kW)								Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994
• WANM	Tallahassee	II	1070	10.0	0.00		Faith Radio Ntwk Inc	74	9708		p na	News/Talk	125	1.17	1.1	1.0	0.7	0.9	0.0	1.4	0.0	0.0	0.0
• WNLS	Tallahassee	III	1270	5.0	5.00	a	Clear Channel Comm	46	9706		p g2	Sports	200	0.90	2.3	1.0	1.4	1.9	0.0	1.4	0.0	0.7	0.0
WCVC	Tallahassee	III	1330	5.0	0.00		Borrrink, Wendell	53	8509	500		ChrsContemp	100	0.94	1.1	0.0	0.7	0.9	0.0	0.3	0.0	0.0	0.0
WGBT	Tallahassee	III	1410	5.0	0.04	b	HVS Partners	59	8809		g1	Urban/Olds	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WTAL	Tallahassee	IV	1450	1.0	1.00		Rebus Inc	35	9404	150	e	Talk	350	0.67	5.4	2.2	2.9	4.4	0.0	3.4	0.0	1.4	0.0
		# AM Stations - 5		# Combos - 2						AM TOTALS				9.9	4.2	5.7	8.1	0.0	6.5	0.0	2.1	0.0	
		Stations Profiled - 17		# Duopolies - 4						Total Local Commercial Share				78.8	79.7	81.3	0.0	74.7	0.0	77.2	0.0		

NOTE: Market rated twice yearly with Fall 1996 period.

• Indicates a change since last edition.

METRO RANK: 167

Metro Rank: 168

Revenue Rank: 194

San Luis Obispo, CA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ N/A	N/A	N/A	4,700	5,300	5,900	
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.8%	\$ 6,300	6,600	7,000	7,400	7,800	5.5%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	N/A	\$3.59/1,000	\$4.48/1,000	Local	85%		
Revenue/Capita	N/A	\$25.20	\$32.47	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	222.8	234.1	1.0%	234.1	240.2	0.5%
Households	82.5	86.1	0.9%	86.1	88.5	0.6%
Retail Sales	1,595.5	1,645.1	0.6%	1,645.1	1,740.3	1.1%
EBI	3,070.4	3,344.3	1.7%	3,344.3	3,685.0	2.0%

Metro Counties

San Luis Obispo	234.1

	234.1

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	120.6	18.9	8.4	16.2	19.7	21.5	12.8	23.3
Women (000)	113.5	18.0	7.4	12.7	16.0	18.6	12.5	28.3
Total	234.1	36.9	15.8	28.9	35.6	40.1	25.3	51.5
Percentage	100.0%	15.8%	6.7%	12.3%	15.2%	17.1%	10.8%	22.0%
Per Capita	\$14,286	Median Household		\$30,172	Avg Household		\$38,842	
Ethnic Population:	White 92.3%	Black 3.1%	Asian 3.5%	Hispanic 15.6%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	3	12		8	15	9	24
Tot 12+	6.5	49.2		43.3	55.7	17.1	72.8
Avg 12+	2.2	4.1		5.4	3.7	1.9	3.0
Tot LCS	8.9	67.6		59.5	76.5	23.5	100.0
Avg LCS	3.0	5.6		7.4	5.1	2.6	4.2

Competitive Overview

NOTE: Rated twice per year with Fall 1994.

FM Stations

Calls	City of License	FCC Class	Power			C	Owner	Year Std	Date Acq	Sales		1996 Revenue (000)	Power Ratio	Avg '96 Local Comm Sh	Arbitron 12+ Metro Shares (see rights)								
			Freq	(kW)	HAAT					Price (000)	LMA Format				Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993	
KDDB	Paso Robles	B	92.5	4.8 cp	1486		Lagniappe Dcstg Inc	72	9605	675	1	Country	550	1.28	6.8	4.7	4.8	4.7	5.1	7.0	6.7	6.2	0.0
KZQZ	San Luis Obispo	B	93.3	23.0 cp	1549	a	Amer General Media	62	8906		g1 1	Clsc Rock	700	1.18	9.4	8.5	8.2	6.1	7.5	6.7	9.4	8.2	0.0
KOTR	Cambria	B1	94.9	25.0	328		Howard, Bruce	84	8804	350		AAA	350	1.05	5.3	2.3	4.4	4.0	3.7	2.9	4.7	8.6	0.0
KWBR	Pismo Beach	A	95.3	4.2	390		Winsome Media LLC	74	9703	350		AOR	300	2.51	1.9	1.0	1.7	1.1	1.7	3.2	3.4	4.5	0.0
KSLY	San Luis Obispo	B	96.1	3.4 cp	1686	b	Mondosphere Bcstg	59	9402	393		Alternative	800	1.03	12.3	7.8	7.8	9.4	8.5	7.3	6.7	4.5	0.0
KWQH	San Luis Obispo	B1	97.1	2.7	988		Radio Reps Inc	95	9605	103		Christian			0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KKJG	San Luis Obispo	B	98.1	4.5 cp	1519	a	Amer General Media	84	9707	1,500		Country	850	1.80	7.5	8.1	6.1	4.7	6.1	8.6	7.1	5.5	0.0
KWVW	Morro Bay	A	99.7	0.3 cp	1532		Salisbury Bcstg Corp	93	9406	185	1	NAC			1.2	2.9	1.4	1.1	0.7	0.3	1.3	0.0	0.0
KRQK	Lompoc	B1	100.3	3.7	863	c	Pacific Spanish Ntwk	79	9306	See (196)		Spanish			1.2	0.0	1.0	1.8	0.0	0.0	0.0	1.4	0.0
KSTT	Los Osos	B	101.3	3.4	1686	b	Mondosphere Bcstg	87	8908	1,400		AC	1,150	1.72	10.6	6.5	7.8	6.8	8.5	6.7	8.4	7.2	0.0
KSN1	Santa Maria	B	102.5	13.5	860	e	Bayliss Bcstg Co	60		See (196)		Country			2.2	1.6	1.7	2.5	0.7	1.3	3.0	3.1	0.0
*KBZX	Paso Robles	A	103.1	1.1	761	d	Sarape Comm Inc	95	9503	23	cp	AC			1.7	2.6	2.0	1.1	1.4	0.0	0.0	0.0	0.0
KIQO	Atascadero	B	104.5	5.6	1401	f	Brill, Gary & Virgna	79	8409			Oldies	450	0.95	7.5	4.9	5.4	6.1	4.8	6.4	6.1	3.4	0.0
KWEZ	Santa Margarita	B1	106.1	1.0	1463	f	Brill, Gary & Virgna	86	9610	500		Easy	100	0.35	4.6	1.6	2.7	4.0	2.7	4.5	1.7	4.8	0.0
KIXT	Grover City	B	107.3	4.2	807		Mondosphere Bcstg	84	9709	900		Country			1.0	2.0	1.7	0.7	0.7	1.9	1.0	0.0	0.0
														73.2	55.7	56.7	54.1	52.1	56.8	59.5	57.4	0.0	
# FM Stations - 15								# Combos - 9				FM TOTALS											

AM Stations

Calls	City of License	FCC Class	Freq	Power		C	Owner	Year Std	Date Acq	Sales		1996 Revenue (000)	Power Ratio	Avg '96 Local Comm Sh	Arbitron 12+ Metro Shares (see rights)								
				Day (kW)	Night (kW)					Price (000)	LMA Format				Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993	
KVEC	San Luis Obispo	III	920	1.0	0.50		Chorro Comm	37	8909	300		Nws/Tk/Spts	300	0.84	5.7	3.9	2.0	5.0	3.4	2.2	2.0	4.5	0.0
KJDJ	San Luis Obispo	II	1030	2.5	0.70		Pacific Spanish Ntwk	88	9211	155		Spanish			1.7	0.0	1.0	0.4	2.0	0.0	0.0	0.0	0.0
*KBAI	Morro Bay	III	1150	5.0	5.00	d	Jacor Comm Inc	74	9702	150		Nostalgia	50	0.19	4.1	2.3	2.0	4.0	2.0	2.2	4.4	2.1	0.0
KPRL	Paso Robles	IV	1230	1.0	1.00		Dellar Survivor Trst	46	9008			Nws/Tk/Spts	275	0.95	4.6	2.3	2.4	3.6	3.1	4.2	3.4	3.8	0.0
KSMA	Santa Maria	IV	1240	1.0	1.00	e	Bayliss Bcstg Co	46		See (196)		Nws/Tk/Spts			1.0	0.0	0.7	0.7	0.7	0.6	0.0	0.3	0.0
KKAL	Arroyo Grande	III	1280	5.0	2.50	a	Amer General Media	62	8906		g1 1	Sports			0.7	1.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0
KGLW	San Luis Obispo	IV	1340	1.0	1.00		RocGlo Comm	49	9112	25		Talk	150	0.92	2.6	3.3	3.4	1.8	2.0	2.2	3.7	3.1	0.0
KKJL	San Luis Obispo	IV	1400	1.0	1.00		San Luis Obispo Bcg	60	9612			Nostalgia	250	1.13	3.5	3.3	2.4	3.2	2.0	0.0	0.0	0.0	0.0
KUHL	Santa Maria	III	1440	5.0	1.00		Blackhawk Comm Inc	46				Talk			2.9	1.0	1.7	1.8	2.4	3.2	1.3	1.4	0.0
														26.8	17.1	15.6	21.6	17.6	14.6	14.8	15.2	0.0	
# AM Stations - 9								# Combos - 3				AM TOTALS											
Stations Profiled - 24								# Duopolies - 4				Total Local Commercial Share											
														72.8	72.3	75.7	69.7	71.4	74.3	72.6	0.0		

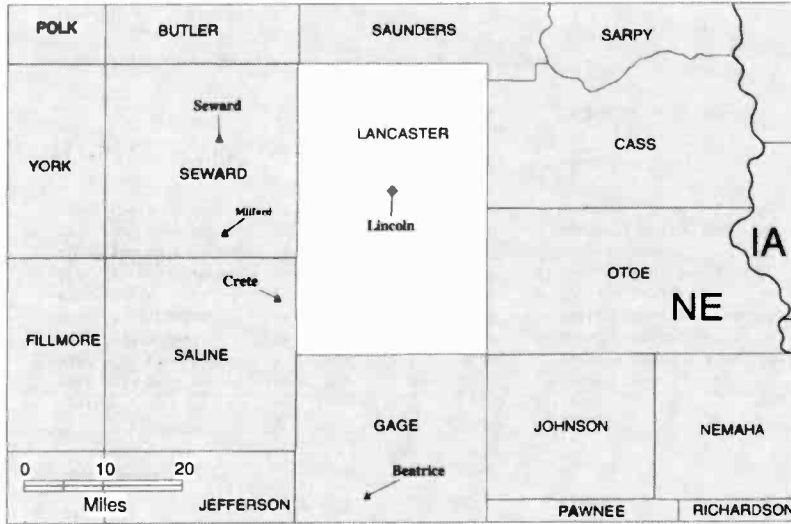
Other Rulenkaing: 94.1, A, Morro Bay; 103.5, A, Cambria

* Indicates a change since last edition.

Metro Rank: 169

Revenue Rank: 137

Lincoln, NE Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 8,500	8,700	8,800	9,200	10,500	10,400	4.1%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	2.4%	\$ 10,700	11,200	11,800	12,400	13,200	5.5%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$5.56/1,000	\$4.40/1,000	\$4.08/1,000	Local	93%		
Revenue/Capita	\$39.46	\$45.06	\$53.72	National	7%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	215.4	230.8	1.4%	230.8	245.7	1.3%
Households	83.5	89.0	1.3%	89.0	96.1	1.5%
Retail Sales	1,529.3	2,363.8	9.1%	2,363.8	3,231.5	6.5%
EBI	3,324.0	4,077.1	4.2%	4,077.1	5,507.4	6.2%

Metro Counties

Lancaster, NE	230.8

	230.8

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	113.4	20.0	8.6	16.1	19.4	19.2	12.3	17.7
Women (000)	117.4	19.4	8.2	15.8	18.4	18.9	12.5	24.2
Total	230.8	39.3	16.8	32.0	37.9	38.2	24.8	41.9
Percentage	100.0%	17.0%	7.3%	13.9%	16.4%	16.5%	10.7%	18.2%
Per Capita	\$17,665	Median Household		\$37,896	Avg Household		\$45,810	
Ethnic Population:	White 95.1%	Black 2.4%	Asian 1.9%	Hispanic 2.1%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1		9	7	10	4	14
Tot 12+	4.1		51.8	46.0	55.9	16.5	72.4
Avg 12+	4.1		5.8	6.6	5.6	4.1	5.2
Tot LCS	5.7		71.5	63.5	77.2	22.8	100.0
Avg LCS	5.7		7.9	9.1	7.7	5.7	7.1

MARKET: Lincoln, NE

METRO RANK: 169

Competitive Overview

NOTE: Some stations also rated in Omaha (72).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales Price	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)								
Calls	License	Class	Freq	(kW)									Std	Acq	(000)	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring
KTGL	Beatrice	C1	92.9	100.0	810	c	Triathlon Bcstg	62	9601	9,650	c3	Clsc Rck	1,000	1.50	11.5	8.6	6.2	7.9	8.5	9.8	6.6	7.7	5.5		
KNET	Lincoln	C2	95.1	50.0	285	d	Three Eagles Comm	75	9608		g1	AC	600	1.02	5.5	1.7	2.3	4.7	3.3	5.5	3.4	3.7	2.9		
KZKX	Seward	C1	96.9	100.0	581	c	Triathlon Bcstg	76	9709		c3	Country	2,350	1.42	15.5	12.0	9.4	11.4	11.1	11.4	8.3	9.3	13.4		
KFGE	Milford	C1	98.1	0.1	981		Bott Radio Network	96			1	Country			0.0	3.4	3.9	0.0	0.0	0.0	0.0	0.0	0.0		
KGDE	Lincoln	C	101.9	100.0	1132		Mitchell Bcstg Co	58	9504	1,700		Alternative	n/a		6.0	4.8	5.5	3.8	4.9	5.2	5.2	4.3	3.3		
KFRX	Lincoln	C1	102.7	100.0	430	d	Three Eagles Comm	65	9612	5,300	c1	CHR	1,200	0.89	12.6	8.6	9.8	9.8	8.5	7.8	6.6	10.0	9.1		
KKNB	Crete	C2	104.1	31.0	614	b	Triathlon Bcstg	76	9606	3,200	c2	Alternative	250	0.81	2.9	1.7	2.9	2.2	2.0	1.6	5.2	5.0	2.6		
KKUL	Lincoln	A	105.3	3.0	328	a	Warner Stations	92	9406	450	1	Oldies	550	0.94	5.5	4.1	4.6	4.4	3.6	6.2	2.8	4.0	3.3		
KIBZ	Lincoln	C2	106.3	50.0 cp	190	b	Triathlon Bcstg	73	9606		c2	AOR	550	0.85	6.1	7.2	4.2	4.7	4.2	5.2	5.2	6.7	8.8		
KEZG	Lincoln	C1	107.3	100.0	551	a	Warner Stations	68			1	Soft AC	1,100	1.05	9.8	3.8	4.9	7.0	7.2	5.2	4.8	8.3	5.5		

# FM Stations -		10		# Combos -		8		FM TOTALS					75.2		55.9	53.7	55.9	53.3	57.9	48.1	59.0	54.4			

AM Stations

City of		FCC	Day Power		Night Power		C	Owner	Year	Date	Sales Price	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)								
Calls	License	Class	Freq	(kW)	(kW)	Std								Acq	(000)	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
KFOR	Lincoln	IV	1240	1.0	1.00	d	Three Eagles Comm	24	9612		c1	AC/Nws/Spts	1,100	0.81	12.7	9.6	9.8	8.9	9.5	8.8	9.7	8.3	10.4			
XLIN	Lincoln	IV	1400	0.7	0.67	a	Warner Stations	47	7109		1	Nws/Tk/Spts	900	1.34	6.3	3.8	6.2	3.5	5.6	5.9	6.9	4.0	5.9			
KLMS	Lincoln	III	1480	3.3	1.00	d	Three Eagles Comm	49	9608		g1	Sports	250	0.39	6.0	3.1	3.9	5.1	3.6	4.9	5.2	4.0	5.2			

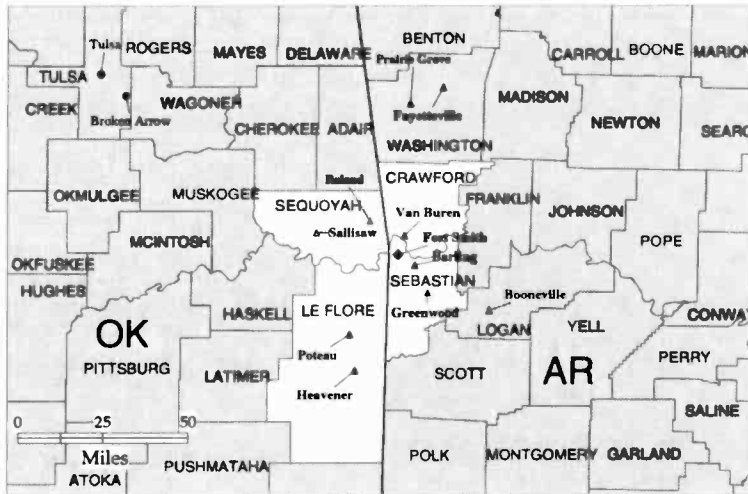
# AM Stations -		3		# Combos -		3		AM TOTALS					25.0		16.5	19.9	17.5	18.7	19.6	21.8	16.3	21.5				
Stations Profiled -		13		# Duopolies -		5		Total Local Commercial Share					72.4		73.6	73.4	72.0	77.5	69.9	75.3	75.9					



Metro Rank: 170

Revenue Rank: 201

Ft. Smith, AR Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 4,800	4,900	5,000	5,000	5,500	5,500	2.8%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	7.3%	\$ 5,900	6,200	6,500	6,800	7,200	5.1%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.28/1,000	\$2.84/1,000	\$2.83/1,000	Local	90%		
Revenue/Capita	\$21.72	\$23.53	\$29.23	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	221.0	233.7	1.1%	233.7	246.3	1.1%
Households	83.5	88.4	1.1%	88.4	94.2	1.3%
Retail Sales	1,465.1	1,939.8	5.8%	1,939.8	2,541.3	5.6%
EBI	2,253.9	2,858.4	4.9%	2,858.4	3,718.4	5.4%

Metro Counties

Crawford, AR	48.1
Sebastian, AR	104.4
Le Flore, OK	45.6
Sequoyah, OK	35.6

	233.7

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	114.1	22.0	11.5	9.2	16.1	17.5	15.3	22.4
Women (000)	119.6	20.4	10.7	9.1	16.3	18.2	15.6	29.2
Total	233.7	42.5	22.1	18.4	32.4	35.7	31.0	51.7
Percentage	100.0%	18.2%	9.5%	7.9%	13.9%	15.3%	13.2%	22.1%
Per Capita	\$12,231	Median Household		\$25,542	Avg Household		\$32,335	
Ethnic Population:	White 87.5%	Black 3.7%	Asian 2.1%	Hispanic 1.4%				

Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations	3		12	5	15	9	24
Tot 12+	7.5		75.7	52.1	83.2	5.8	89.0
Avg 12+	2.5		6.3	10.4	5.5	0.6	3.7
Tot LCS	8.4		85.1	58.5	93.5	6.5	100.0
Avg LCS	2.8		7.1	11.7	6.2	0.7	4.2

MARKET: Ft. Smith, AR

METRO RANK: 170

Competitive Overview

Some stations also rated in Fayetteville-Springdale (155).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales Price	1996 Revenue	Power	Avg '96 Local	Arbitron 12+ Metro Shares (see rights)									
Calls	License	Class	Freq	(kW)				Std	Acq	(000)	(000)	Ratio	Comm Sh	Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990		
KREU	Roland	A	92.3	0.7	932		Sequoia Comm Corp	95					6.1	3.9	5.3	0.0	U.U	U.U	U.U	U.U	0.0	0.0	
KPRV	Heavener	A	92.5	1.6 cp	640	e	Billy, Leroy	89					0.0	1.1	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	
KISR	Fort Smith	C	93.7	100.0	1250	a	Baker, Fred, et al	72			800	0.98	13.8	10.7	12.0	7.8	7.8	6.8	4.5	8.7	8.5		
KOLX	Barling	C2	94.5	31.0	502		Toccoa Falls College	88	9705	450			0.5	0.7	0.4	0.0	2.5	1.0	0.0	2.8	0.0		
KDAB	Prairie Grove	C2	94.9	21.0	761		Vinewood Comm LP	93			n/a		6.1	1.4	5.3	2.3	0.0	0.0	0.0	0.0	0.0		
KMKJ	Sallisaw	C2	95.9	30.0	623	c	Teddy Bear Comm Inc	72	9606	375	c1		1.7	3.2	1.5	1.2	0.0	0.0	0.0	0.3	0.3		
KZBB	Poteau	C	97.9	100.0	2001	d	Capstar Bcstg Ptrs	67	9709	1,500			6.4	4.6	5.6	8.1	7.4	5.1	2.6	5.9	9.8		
KMAG	Fort Smith	C	99.1	94.0	1969	d	Capstar Bcstg Ptrs	64	9707		g1		16.5	13.9	14.3	16.3	25.9	24.3	26.8	20.1	12.1		
*KTCS	Fort Smith	C	99.9	100.0	1919	d	Capstar Bcstg Ptrs	64	9711		p c3		21.2	17.9	18.4	19.8	18.8	23.3	31.7	24.0	18.7		
*KBBQ	Fort Smith	C2	100.7	50.0	459	b	Hernreich Radio Stns	78	9708		p nc		6.1	5.0	5.3	6.2	5.0	6.5	3.0	0.3	3.0		
KLSZ	Van Buren	C3	102.7	12.0	476		Elkhead Bcstg LLC	83	9708	650		0.99	3.0	1.1	2.6	2.3	2.8	1.4	1.9	2.4	3.0		
*KEZU	Booneville	C2	104.7	50.0	492		Pharis Bcstg Inc	81	9710		p		3.5	2.9	3.0	0.8	1.8	2.4	1.5	2.4	0.0		
KZKZ	Greenwood	A	106.3	3.5 cp	300		Family Comm Inc	81	9305	5	d 1		1.3	2.5	1.1	3.1	2.1	1.0	4.2	5.2	9.2		
KOMS	Poteau	C	107.3	100.0	1811		Pinnacle Radio Group	69	9611	520			0.0	8.9	0.0	1.6	1.1	2.4	1.5	3.5	9.2		
KEZA	Fayetteville	C	107.9	99.0	1260		Capstar Bcstg Ptrs	83	9707	See (155)			4.4	5.4	3.8	5.0	3.5	2.4	1.5	1.0	3.0		
													90.6	83.2	78.6	74.5	79.1	76.6	79.2	76.6	76.8		
# FM Stations - 15					# Combos - 7					FM TOTALS													

AM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales Price	1996 Revenue	Power	Avg '96 Local	Arbitron 12+ Metro Shares (see rights)									
Calls	License	Class	Freq	(kW)	(kW)			Std	Acq	(000)	(000)	Ratio	Comm Sh	Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990		
KFSA	Fort Smith	111	950	1.0	0.50	a	Baker, Fred, et al	47	8111	297	1		0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	1.6	
KAYR	Van Buren	11	1060	0.5	0.00		Ruth, Larry K	79	8710				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
*KFPW	Fort Smith	1V	1230	1.0	1.00	b	Hernreich Radio Stns	30	9708		p nc	50	0.65	1.3	2.9	1.1	2.7	0.7	3.4	2.6	2.8	3.0	
KPRV	Poteau	111	1280	1.0	0.11	e	Billy, Leroy	53	8805	45			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0		
KWHN	Fort Smith	111	1320	5.0	5.00	d	Capstar Bcstg Ptrs	47	9707		g1	450	0.98	7.8	2.9	6.8	7.4	4.3	1.4	3.8	4.9	6.9	
*KTCS	Fort Smith	111	1410	1.0	0.00	d	Capstar Bcstg Ptrs	56	9711		p c3			0.5	0.0	0.4	0.0	0.0	1.0	0.8	2.8	0.7	
KPBI	Greenwood	11	1510	1.0	0.00	f	Pharis Bcstg Inc	79	9103	32			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KKUZ	Sallisaw	11	1560	0.3	0.00	c	Teddy Bear Comm Inc	68	9606		c1			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KDFD	Van Buren	11	1580	1.0	0.05	f	Pharis Bcstg Inc	58	9309	110			0.0	0.0	0.0	0.0	0.7	0.3	0.0	1.0	1.6		
													9.6	5.8	8.3	10.1	6.4	6.1	7.2	11.8	13.8		
# AM Stations - 9					# Combos - 8					AM TOTALS													
Stations Profiled - 24					# Duopolies - 4					Total Local Commercial Share					89.0 86.9 84.6 85.5 82.7 86.4 88.4 90.6								

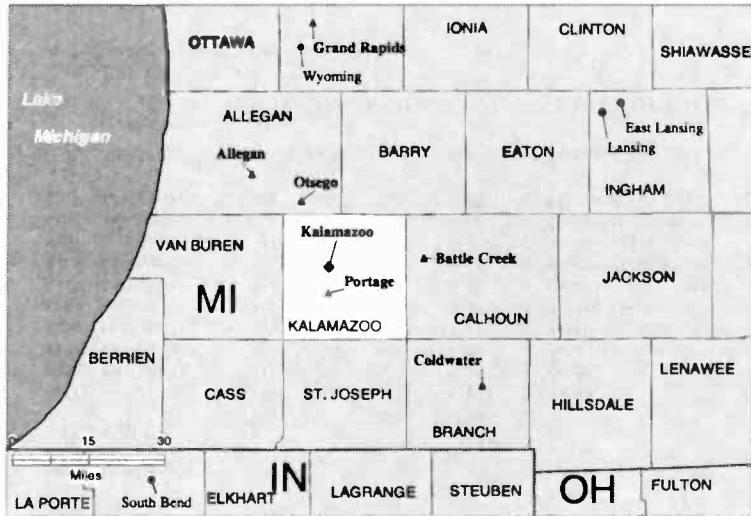
* Indicates a change since last edition.

METRO RANK: 170

Metro Rank: 171

Revenue Rank: 159

Kalamazoo, MI Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 7,200	7,500	7,800	8,500	8,400	8,400	3.1%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	7.1%	\$ 9,000	9,500	9,900	10,400	11,000	5.1%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.04/1,000	\$3.43/1,000	\$3.64/1,000	Local	82%		
Revenue/Capita	\$32.07	\$36.33	\$45.80	National	18%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	224.5	231.2	0.6%	231.2	240.2	0.8%
Households	84.1	86.9	0.7%	86.9	91.9	1.1%
Retail Sales	1,783.0	2,449.6	6.6%	2,449.6	3,019.1	4.3%
EBI	3,323.0	3,527.7	1.2%	3,527.7	4,296.0	4.0%

Metro Counties

Kalamazoo, MI	231.2

	231.2

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	111.7	20.3	9.1	15.6	17.3	18.3	13.5	17.7
Women (000)	119.5	19.4	8.7	16.2	17.8	19.2	14.2	24.1
Total	231.2	39.7	17.7	31.8	35.1	37.5	27.6	41.8
Percentage	100.0%	17.2%	7.7%	13.7%	15.2%	16.2%	11.9%	18.1%
Per Capita	\$15,258	Median Household		\$33,465	Avg Household		\$40,595	
Ethnic Population:	White 87.9%	Black 9.9%	Asian 1.7%	Hispanic 2.1%				

Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations	3	5		5	8	7	15
Tot 12+	12.4	47.8		45.6	60.2	13.8	74.0
Avg 12+	4.1	9.6		9.1	7.5	2.0	4.9
Tot LCS	16.8	64.6		61.6	81.4	18.6	100.0
Avg LCS	5.6	12.9		12.3	10.2	2.7	6.7

MARKET: Kalamazoo, MI

METRO RANK: 171

Competitive Overview

Some stations also rated in Grand Rapids (66) and Battle Creek (230).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales Price	LMA	Format	1996 Revenue	1996 Power	Avg '96 Local	Arbitron 12+ Metro Shares (see rights)											
Calls	License	Class	Freq	(kW)				Std	Acq	(000)			(000)	Ratio	Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993				
W7UW	Allagan	A	92.3	0.9	600	b	Forum Communications	91	9707	425		Clsc Rock	400	1.48	3.0	0.4	1.1	2.5	1.5	0.4	0.0	0.0	0.0				
WBCT	Grand Rapids	B	93.7	320.0	781		Clear Channel Comm	51	9604	See (66)		Country	n/a		18.8	11.3	9.1	11.2	13.8	9.8	14.7	12.0	11.8				
WFAT	Portage	A	96.5	3.6	259	d	Midwest Comm Inc	91	9505		g1	Clsc Hits	1,100	1.18	10.4	9.1	6.2	7.2	6.7	6.3	6.4	8.3	4.4				
WNWN	Coldwater	B	98.5	50.0	469	d	Midwest Comm Inc	50	9505		g1	Country	800	1.35	6.6	5.5	3.3	4.0	4.8	2.1	4.2	4.7	4.1				
WQXC	Otsego	A	100.9	3.0 cp	299	b	Forum Communications	81	8303	445		Oldies	500	1.92	2.9	2.9	3.6	4.0	0.0	0.0	0.0	0.3	0.0				
WKFR	Battle Creek	B	103.3	50.0	482	c	Crystal Radio Group	63	9306		st	CHR	1,100	0.76	16.0	12.4	12.0	9.4	11.9	10.9	10.6	9.6	10.8				
WQLR	Kalamazoo	B	106.5	33.0	600	a	Fairfield Bcstg Co	64	7206	150		AC	1,750	1.89	10.3	7.3	6.5	7.9	5.9	9.5	7.5	10.6	10.5				
WRKR	Portage	B	107.7	50.0	489	c	Crystal Radio Group	88	9306		st	Clsc Rock	1,800	1.48	13.5	11.3	9.8	9.1	8.9	8.8	8.3	9.6	8.4				
# FM Stations - 8															# Combos - 7		FM TOTALS		81.5	60.2	51.6	55.3	53.5	47.8	51.7	55.1	50.0

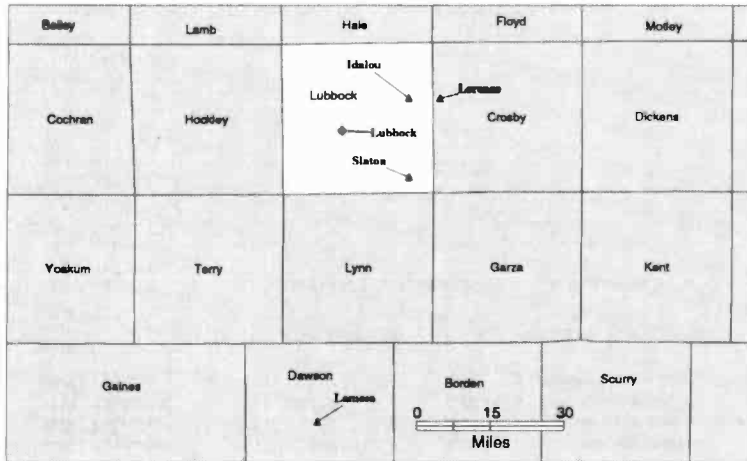
AM Stations

City of		FCC	Day Power		Night Power	C	Owner	Year	Date	Sales Price	LMA	Format	1996 Revenue	1996 Power	Avg '96 Local	Arbitron 12+ Metro Shares (see rights)											
Calls	License	Class	Freq	(kW)	(kW)			Std	Acq	(000)			(000)	Ratio	Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993				
WKZO	Kalamazoo	III	590	5.0	5.00	a	Fairfield Bcstg Co	31	9512	900		News/Talk	675	1.06	7.1	3.6	5.5	4.3	5.2	4.9	6.8	6.3	6.4				
WBCK	Battle Creek	III	930	5.0	1.00		Capstar Bcstg Ptrs	48	9703	See (230)		News/Talk	n/a		0.3	0.4	0.0	0.4	0.0	0.0	0.0	0.7	0.0				
WQXC	Otsego	III	980	1.0	0.00	b	Forum Communications	58	8303			Nostalgia	150	0.83	2.0	2.2	1.8	1.1	1.5	0.7	0.0	0.3	0.0				
WKMI	Kalamazoo	III	1360	5.0	1.00	c	Crystal Radio Group	47	9306		st	News/Talk	600	1.01	6.6	1.8	5.1	4.7	4.1	7.0	5.3	4.7	3.7				
WKPR	Kalamazoo	III	1420	1.0	0.00		Kuiper Stations	60				Religion	0.5		0.5	0.0	1.5	0.7	0.0	1.4	0.4	0.0	1.4				
WQSN	Kalamazoo	III	1470	0.8	1.00	a	Fairfield Bcstg Co	56	8506	130		Sports	125	1.26	1.1	0.7	0.4	0.7	0.7	0.4	1.1	0.3	0.3				
WNWN	Portage	II	1560	4.1	0.00	d	Midwest Comm Inc	66	9505		g1	Urban AC			0.8	5.1	4.4	1.1	0.0	0.0	0.0	1.7	0.0				
# AM Stations - 7															# Combos - 5		AM TOTALS		18.4	13.8	18.7	13.0	11.5	14.4	13.6	14.0	11.8
Stations Profiled - 15															# Duopolies - 4		Total Local Commercial Share		74.0	70.3	68.3	65.0	62.2	65.3	69.1	61.8	

Metro Rank: 172

Revenue Rank: 149

Lubbock, TX Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 7,000	6,800	6,600	7,100	8,100	8,700	4.4%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	11.5%	\$ 9,700	10,100	10,700	11,200	11,800	5.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.54/1,000	\$3.64/1,000	\$4.15/1,000	Local	90%		
Revenue/Capita	\$31.24	\$37.16	\$48.28	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	224.1	234.1	0.9%	234.1	244.4	0.9%
Households	82.1	85.0	0.7%	85.0	89.4	1.0%
Retail Sales	1,975.7	2,387.2	3.9%	2,387.2	2,846.0	3.6%
EBI	2,597.7	3,071.6	3.4%	3,071.6	3,765.0	4.2%

Metro Counties

Lubbock, TX	234.1

	234.1

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	115.5	22.5	9.9	17.8	19.1	16.6	11.9	17.7
Women (000)	118.6	21.4	9.6	16.5	18.0	17.2	13.1	22.8
Total	234.1	43.9	19.5	34.3	37.1	33.8	25.0	40.5
Percentage	100.0%	18.7%	8.3%	14.6%	15.9%	14.5%	10.7%	17.3%
Per Capita	\$13,121	Median Household		\$27,072	Avg Household		\$36,137	
Ethnic Population:	White 89.9%	Black 8.3%	Asian 1.5%	Hispanic 25.5%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1		11	8	12	7	19
Tot 12+	2.2		75.8	67.9	78.0	9.1	87.1
Avg 12+	2.2		6.9	8.5	6.5	1.3	4.6
Tot LCS	2.5		87.0	78.0	89.6	10.4	100.0
Avg LCS	2.5		7.9	9.7	7.5	1.5	5.3

MARKET: Lubbock, TX

METRO RANK: 172

Competitive Overview

Some stations also rated in Odessa-Midland (173).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)					
Calls	License	Class	Freq	(kW)						Price	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
KJAK	Staton	C1	92.7	100.0	584		Williams Bcstg	78	8106	575	200	1.87	1.1	1.3	1.6	1.0	1.0	0.9	1.7	2.7	2.3
KXTQ	Lubbock	C1	93.7	100.0	742	c	Ramar Communications	63	9308	363	600	0.79	7.8	6.3	7.2	7.7	5.9	6.9	5.5	6.5	2.9
KFMX	Lubbock	C1	94.5	100.0	817	a	Capstar Bcstg Ptrs	66	9707		1,500	1.12	13.8	5.9	10.6	11.3	12.9	10.9	10.4	12.3	11.4
KLLL	Lubbock	C1	96.3	100.0	cp 817	b	Pinnacle Bcstg	58	8806		2,800	1.31	22.1	16.6	17.8	18.6	20.1	21.2	20.4	25.0	25.5
KKCL	Lorenzo	C2	98.1	50.0	436	a	Capstar Bcstg Ptrs	87	9709	3,150	1,000	1.03	10.0	9.4	8.1	9.6	7.9	7.8	11.4	10.6	11.1
KCRM	Lubbock	C1	99.5	100.0	817	a	Capstar Bcstg Ptrs	64	9707		600	1.15	5.4	5.6	3.4	4.5	5.0	5.0	6.9	4.5	4.6
*KMMX	Tahoka	C1	100.3	100.0	cp 883	d	Pinnacle Bcstg	87	9711	4,000	300	1.00	3.1	4.4	4.4	3.2	2.3	4.0	1.4	1.4	2.6
KONE	Lubbock	C1	101.1	100.0	883	d	Pinnacle Bcstg	75	9711		350	0.84	4.3	1.9	4.1	3.5	4.0	5.9	4.5	3.8	3.9
KZII	Lubbock	C1	102.5	100.0	817	a	Capstar Bcstg Ptrs	82	9707		1,100	0.75	15.1	17.8	15.9	12.9	13.5	12.1	12.5	9.9	13.4
*KLZK	Brownfield	C2	104.3	50.0	466		KLZK Inc	94	9709	p	0.0	0.0	5.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KRBL	Idalou	A	105.7	5.5	328		Ramsey, Kenneth	95	9506	cp	0.7	0.7	2.2	1.9	1.3	0.0	0.0	0.0	0.0	0.0	0.0
KEJS	Lubbock	C2	106.5	34.0	587		Barton Bcstg Co	92			250	0.56	4.6	1.6	1.3	4.5	3.6	2.2	0.3	0.7	1.6
# FM Stations -		12	# Combos -		8	FM TOTALS					88.0	78.0	76.3	78.1	76.2	76.9	75.0	77.4	79.3		

AM Stations

City of		FCC	Day		Night	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)					
Calls	License	Class	Freq	(kW)	(kW)					Price	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
KRFE	Lubbock	III	580	0.5	0.29		KRFE Radio Inc	53	9402	75	250	0.66	3.9	3.1	3.8	2.9	4.0	4.4	1.4	2.4	0.0
KFYO	Lubbock	III	790	5.0	1.00	a	Capstar Bcstg Ptrs	27	9707		500	1.61	3.2	2.2	2.5	2.6	3.0	1.9	5.2	2.4	4.9
KXTQ	Lubbock	III	950	5.0	0.50	c	Ramar Communications	46	9308		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
KKAM	Lubbock	IV	1340	1.0	1.00	a	Capstar Bcstg Ptrs	55	9707		250	1.52	1.7	1.9	1.3	1.6	1.3	1.2	1.0	1.0	2.0
KLFB	Lubbock	III	1420	0.5	0.50		Ballard Broadcasting	66	9103	st	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.7	0.0	0.0
KBZO	Lubbock	III	1460	1.0	0.24		Paisano Bcstg	53	8503	200	2.4	1.9	0.9	1.6	2.6	1.9	0.3	0.0	0.0	0.0	0.0
KLLL	Lubbock	III	1590	1.0	1.00	b	Pinnacle Bcstg	47	8806		0.7	0.0	0.3	0.6	0.7	0.6	0.3	0.0	0.0	0.0	1.3
# AM Stations -		7	# Combos -		4	AM TOTALS					11.9	9.1	8.8	9.3	11.6	10.0	9.2	6.5	9.2		
Stations Profiled -		19	# Duopolies -		5	Total Local Commercial Share					87.1	85.1	87.4	87.8	86.9	84.2	83.9	88.5			

Docket 80-90 Allocations: 95.3, A, Tahoka

* Indicates a change since last edition.

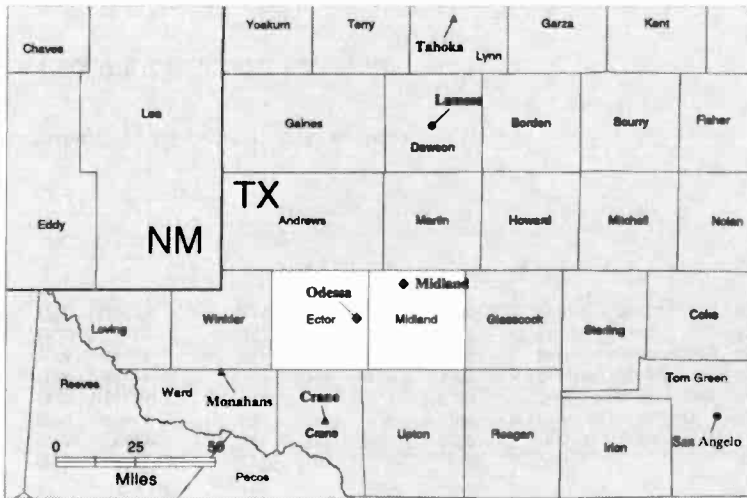
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METRO RANK: 172

Metro Rank: 173

Revenue Rank: 170

Odessa - Midland, TX Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	<u>1990</u>	<u>1991</u>	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>Δ 90-95</u>
ESTIMATED GROSS REVENUES	\$ 4,900	5,000	5,500	6,000	6,500	7,400	8.6%
***	<u>Δ 95-96</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>Δ 96-00</u>
	8.1%	\$ 8,000	8,300	8,800	9,200	9,800	5.2%
	<u>1990</u>	<u>1995</u>	<u>2000</u>	<u>Est. Breakout</u>			
Revenue/Retail Sales	\$2.95/1,000	\$3.38/1,000	\$3.78/1,000	Local	90%		
Revenue/Capita	\$21.74	\$30.83	\$39.84	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	<u>1990</u>	<u>1995</u>	<u>Growth Rate</u>	<u>1995</u>	<u>2000</u>	<u>Growth Rate</u>
MSA Population	225.4	240.0	1.3%	240.0	246.0	0.5%
Households	81.2	86.6	1.3%	86.6	90.2	0.8%
Retail Sales	1,663.8	2,191.3	5.7%	2,191.3	2,589.9	3.4%
EBI	3,069.4	3,318.8	1.6%	3,318.8	3,917.7	3.4%

Metro Counties

Ector, TX	123.7
Midland, TX	116.3

	240.0

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12-17</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>Over 55</u>
Men (000)	117.4	27.8	11.4	9.0	18.8	19.1	12.9	18.4
Women (000)	122.6	26.5	11.3	9.5	19.5	19.1	13.9	22.8
Total	240.0	54.3	22.6	18.5	38.3	38.2	26.8	41.3
Percentage	100.0%	22.6%	9.4%	7.7%	16.0%	15.9%	11.2%	17.2%
Per Capita	\$13,828	Median Household		\$28,530	Avg Household		\$38,323	
Ethnic Population:	White 92.2%	Black 6.4%	Asian 0.9%	Hispanic 31.4%				

Market Summary

	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Viable FM's</u>	<u>ALL FM's</u>	<u>ALL AM's</u>	<u>Total</u>
# Stations			14	9	14	7	21
Tot 12+			82.6	63.0	82.6	9.6	92.2
Avg 12+			5.9	7.0	5.9	1.4	4.4
Tot LCS			89.6	68.3	89.6	10.4	100.0
Avg LCS			6.4	7.6	6.4	1.5	4.8

MARKET: Odessa - Midland, TX

METRO RANK: 173

Competitive Overview

Some stations also rated in Lubbock (172).

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96 Local Comm Sh	Arbitron 12+ Metro Shares (see rights)									
													Revenue (000)	Power Ratio		Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993		
KNFM	Midland	C	92.3	100.0	984	b	New Frontier Comm	59	9605	2,600	c1	Country	1,100	1.13	12.2	10.9	9.7	10.1	11.7	13.7	9.3	11.9	14.6		
KBAT	Midland	C1	93.3	100.0	440	b	New Frontier Comm	74	9707	1,025		AOR	550	0.93	7.4	6.3	5.0	7.6	5.7	7.3	8.6	8.9	6.5		
KORX	Midland	C3	95.1	10.4	505		Cardwell Bcstg Corp	96				Alternative	200	0.71	3.5	4.9	4.0	3.8	2.5	0.0	0.0	0.0	0.0		
KMRK	Odessa	C2	96.1	50.0	492	c	Champion Bcstg Corp	91	9606	575		Tejano	500	1.06	5.9	5.9	8.7	4.4	6.0	8.9	5.0	7.9	5.1		
KQIP	Odessa	C1	96.9	100.0	420		ICA Media LLC	61	9705	475		Oldies	250	0.50	6.2	5.6	5.7	6.0	5.1	4.1	5.0	5.9	4.8		
KOOH	Odessa	C1	97.9	100.0	1000	b	New Frontier Comm	65	9408	350		AC	850	0.96	11.1	6.3	8.1	11.1	8.9	7.0	9.0	6.9	4.8		
KKKK	Odessa	C	99.1	100.0	990		Educational Media	77	9707	800p		ChrsContemp	150	0.99	1.9	3.6	1.3	1.9	1.6	1.6	2.3	1.0	3.4		
KGEE	Monahans	C1	99.9	98.0	574	b	New Frontier Comm	83	8908	1,241		Country	1,250	1.34	11.7	7.9	12.8	10.8	10.2	10.2	13.3	15.5	15.3		
KXXL	Crane	C1	101.3	100.0	486		Cook, Don L.	95				Spanish	300	0.85	4.4	2.6	3.0	3.8	4.1	0.0	0.0	0.0	0.0		
KCDQ	Monahans	C1	102.1	100.0	978	c	Champion Bcstg Corp	84	9606	1,600		Clsc Rock	850	2.13	5.0	5.3	3.0	3.2	5.7	4.8	6.0	3.6	3.4		
KCRS	Midland	C1	103.3	100.0	919	a	Parker Humes Bctg Co	76	9610	1,004	c2	Country	250	0.98	3.2	2.0	3.7	3.2	2.5	3.5	1.7	4.0	3.7		
KIOL	Lamesa	C1	104.7	100.0	794		Noalmark Bcstg Corp	77	9607	258		Lite AC	200	0.76	3.3	2.6	1.0	4.1	1.9	3.2	3.7	1.7	3.4		
KCHX	Midland	C1	106.7	100.0	679	c	Champion Bcstg Corp	89	9606	450		CHR	550	0.77	8.9	12.8	10.4	7.3	8.6	8.6	9.0	5.6	9.5		
KQLM	Odessa	C1	107.9	100.0	847		Velasquez, Reuben	96	8606		al 1	Spanish	50	1.25	0.5	5.9	3.4	0.9	0.0	0.0	0.0	0.0	0.0		
# FM Stations - 14													# Combos - 8		FM TOTALS		85.2	82.6	79.8	78.2	74.5	72.9	72.9	72.9	74.5

AM Stations

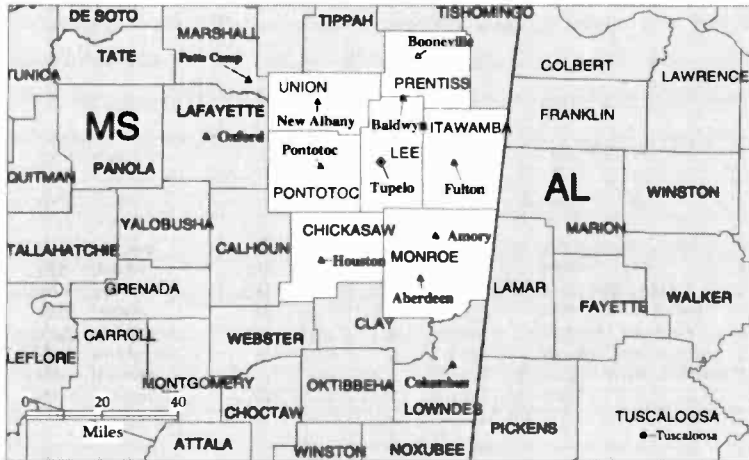
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96 Local Comm Sh	Arbitron 12+ Metro Shares (see rights)									
													Revenue (000)	Power Ratio		Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993		
KCRS	Midland	III	550	5.0	1.00	a	Parker Humes Bctg Co	35	9610		c2	News	150	1.56	1.2	0.7	1.7	1.6	0.6	1.3	1.0	1.7	1.0		
KWEL	Midland	II	1070	2.5	0.00		Quiroz, Faustino	57	9303	140		Spanish	100	0.60	2.1	0.0	2.3	3.2	0.6	3.8	0.0	2.0	1.0		
KJBC	Midland	III	1150	1.0	0.00		Kennedy, Donald R.	50	9209	70		Country/Tlk	100	0.74	1.7	1.3	0.3	3.2	0.0	1.9	2.0	1.0	0.0		
KOZA	Odessa	IV	1230	1.0	1.00		Mesa Entertainment	47	8903	85	1	Spanish	350	1.12	3.9	2.0	2.0	2.8	4.1	3.8	4.3	5.0	2.4		
KOYL	Odessa	III	1310	1.0	0.08		Rodriguez, Pete C	57	8510	175		DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KRIL	Odessa	III	1410	1.0	1.00		Butter, Clyde	46	8711	450		Nws/Tk/Spts			0.3	0.0	0.3	0.3	0.3	1.3	0.0	0.7	0.0		
KMND	Midland	II	1510	2.4	0.00	b	New Frontier Comm	63	9605		c1	Talk/Nostlg	200	0.45	5.5	5.6	5.4	4.1	5.7	4.1	6.0	6.9	10.2		
# AM Stations - 7													# Combos - 2		AM TOTALS		14.7	9.6	12.0	15.2	11.3	16.2	13.3	17.3	14.6
Stations Profiled - 21													# Duopolies - 4		Total Local Commercial Share		92.2	91.8	93.4	85.8	89.1	86.2	90.2	89.1	



Metro Rank: 174

Revenue Rank: 223

Tupelo, MS Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ N/A	N/A	N/A	4,200	4,900	4,900	
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.1%	\$ 5,200	5,400	5,600	5,900	6,200	4.5%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	N/A	\$2.74/1,000	\$2.53/1,000	Local	90%		
Revenue/Capita	N/A	\$22.20	\$26.63	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	208.5	220.7	1.1%	220.7	232.8	1.1%
Households	77.5	82.9	1.4%	82.9	89.9	1.6%
Retail Sales	1,160.2	1,789.4	9.1%	1,789.4	2,446.7	6.5%
EBI	2,007.1	2,655.1	5.8%	2,655.1	3,618.9	6.4%

Metro Counties

Chickasaw	18.2
Itawamba	21.3
Lee	72.5
Monroe	37.7
Pontotoc	24.2
Prentiss	23.9
Union	22.9

	220.7

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	106.0	20.9	10.7	9.8	15.0	16.1	13.3	20.3
Women (000)	114.7	19.5	10.3	10.0	15.3	16.6	14.4	28.5
Total	220.7	40.4	21.0	19.8	30.3	32.7	27.7	48.8
Percentage	100.0%	18.3%	9.5%	9.0%	13.7%	14.8%	12.5%	22.1%
Per Capita	\$12,030	Median Household		\$25,619	Avg Household		\$32,028	
Ethnic Population:	White 78.4%	Black 21.4%	Asian 0.2%	Hispanic 0.4%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	4		12	8	16	10	26
Tot 12+	16.1		68.9	67.1	85.0	1.0	86.0
Avg 12+	4.0		5.7	8.4	5.3	0.1	3.3
Tot LCS	18.7		80.1	78.0	98.8	1.2	100.0
Avg LCS	4.7		6.7	9.8	6.2	0.1	3.8

Competitive Overview

FM Stations

											Arbitron 12+ Metro Shares (see rights)														
Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq	Sales Price		1996		Avg '96		1997		1996		1995		1994		1993	
			Freq	(kW)						(000)	LMA	Format	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
WESE	Baldwyn	A	92.5	5.4	328	d	Charisma Comm Group	80	9212	250	c3	Urban	300	0.48	11.9	9.9	8.4	9.8	0.0	9.4	0.0	4.3	0.0		
WSYE	Houston	C	93.3	100.0	1805		New South Comm Inc	68	9008	1,500		AC	400	0.85	9.1	6.6	6.1	7.5	0.0	8.7	0.0	7.5	0.0		
WKOR	Columbus	C2	94.9	50.0	492	g	Charisma Comm Group	92				Country			0.4	0.7	1.1	0.3	0.0	0.3	0.0	0.0	0.0		
WAFM	Amory	A	95.3	3.0	266	a	Stanford Comm Inc	74	9208	85	c2	AC			0.8	0.0	1.1	0.7	0.0	0.3	0.0	0.0	0.0		
WCNA	Potts Camp	C3	95.9	14.1	436	c	Air South Radio Inc	95				Country	300	14.4	0.4	0.0	0.4	0.3	0.0	0.0	0.0	0.0	0.0		
WSEL	Pontotoc	A	96.7	3.0	299	e	Tupelo Comm	66	8905	323	c4	Gospel	150	1.03	2.8	2.6	6.9	2.3	0.0	3.6	0.0	2.9	0.0		
WMMS	Oxford	C1	97.5	100.0	981	f	San-Dow Bcstg Inc	69	8505			Country	800	0.88	17.4	6.3	8.8	14.4	0.0	10.7	0.0	9.7	0.0		
• WZLQ	Tupelo	C1	98.5	100.0	981	f	San-Dow Bcstg Inc	68	9312	890	c5	Country	350	1.68	4.0	3.0	3.4	3.3	0.0	2.6	0.0	4.7	0.0		
WBIP	Booneville	A	99.3	6.0	299	b	Community Bcstg	76	9509	400	c6	Gospel	200	0.87	4.4	3.6	4.2	3.6	0.0	2.3	0.0	1.8	0.0		
WSMS	Artesia	C2	99.9	50.0	cp 312	g	Charisma Comm Group	85	9602	658		Rock			0.8	4.6	4.2	0.7	0.0	0.0	0.0	0.0	0.0		
WFTA	Fulton	C2	101.9	50.0	479	c	Air South Radio Inc	76				AC	300	0.98	5.9	4.6	3.1	4.9	0.0	4.5	0.0	4.3	0.0		
WMKZ	New Albany	C1	103.5	1.0	cp 587		Barnstable Bcstg Inc	66	9707	6,300p		Adult CHR	950	1.19	15.4	16.9	11.1	12.7	0.0	16.5	0.0	10.4	0.0		
WACR	Columbus	C2	103.9	50.0	492	T & W	Comm Inc	78				Urban AC			2.8	2.0	1.1	2.3	0.0	0.6	0.0	3.9	0.0		
• WMWZ	Aberdeen	C2	105.3	0.8	cp 295		Bcstrs & Publishers	75	9708	1,000p		Oldies			0.0	2.3	2.3	0.0	0.0	1.0	0.0	0.0	0.0		
• WMXU	Starkville	C2	106.1	40.0	502		Charisma Comm Group	68	9607	620	c1	Urban			0.0	1.7	0.8	0.0	0.0	0.3	0.0	0.0	0.0		
WWZD	New Albany	C2	106.7	28.0	656	d	Charisma Comm Group	86	8806			Country	1,100	1.03	20.6	20.2	13.4	17.0	0.0	17.2	0.0	24.4	0.0		
# FM Stations - 16											# Combos - 11		FM TOTALS		96.7	85.0	76.4	79.8	0.0	78.0	0.0	73.9	0.0		

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq	Sales Price		1996		Avg '96		1997		1996		1995		1994		1993	
			Freq	(kW)	(kW)	(kW)					(000)	LMA	Format	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
WELO	Tupelo	III	580	1.0	0.50	f	San-Dow Bcstg Inc	44	9312		c5	Talk	100	4.81	0.4	0.0	0.0	0.3	0.0	0.3	0.0	0.4	0.0			
WCPC	Houston	II	940	50.0	0.25		WCPC Bcstg	55				Cntry/Gospl			3.1	1.0	1.9	2.6	0.0	1.9	0.0	0.7	0.0			
WNRX	Tupelo	II	1060	1.0	0.00	d	Charisma Comm Group	44	8908	72		News	200		0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0			
WMWZ	Aberdeen	IV	1240	0.8	0.77		Buffington Bcstg	52	8512		c1	Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WFTO	Fulton	III	1330	5.0	0.00	c	Air South Radio Inc	67				Country			0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0			
WBIP	Booneville	IV	1400	1.0	1.00	b	Community Bcstg	50	9509		c6	Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WSEL	Pontotoc	III	1440	1.0	0.07	e	Tupelo Comm	62	8905		c4	Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WNAU	New Albany	III	1470	0.5	0.50		MPM Investment Group	55	9306	60		Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0			
WTUP	Tupelo	IV	1490	1.0	1.00	d	Charisma Comm Group	53	9212		c3	Sports/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WAMY	Amory	II	1580	1.0	0.02	a	Stanford Comm Inc	55	9208		c2	Nws/Tk/Spts			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
# AM Stations - 10											# Combos - 7		AM TOTALS		3.5	1.0	2.3	2.9	0.0	2.2	0.0	2.6	0.0			
Stations Profiled - 26											# Duopolies - 6		Total Local Commercial Share		86.0	78.7	82.7	0.0	80.2	0.0	76.5	0.0				

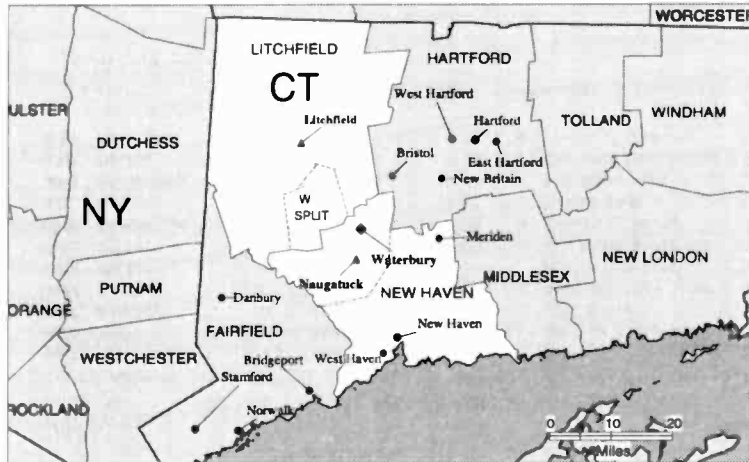
NOTE: Market first twice yearly with Fall 1996 period.

• Indicates a change since last edition.

Metro Rank: 175

Revenue Rank: N/A

Waterbury, CT Market Overview



Metro Counties

Litchfield, CT	40.8
New Haven, CT	176.8

	217.6

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	DATA NOT AVAILABLE						
	Δ 92-93	1993	1994	1995	1996	1997	Δ 93-97
Revenue/Retail Sales	1987	1992	1997	Est. Breakout			
Revenue/Capita							

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990		1995		2000	
	Population	Households	Population	Households	Population	Households
MSA Population	220.0	83.5	217.6	83.0	215.4	83.5
Households						
Retail Sales	1,735.1		1,786.9		1,809.8	
EBI	3,761.5		3,968.3		4,346.6	
			Growth Rate		Growth Rate	
			-0.2%		-0.2%	
			-0.1%		0.1%	
			0.6%		0.3%	
			1.1%		1.8%	

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	105.1	17.8	8.0	10.0	17.2	17.7	13.2	21.2
Women (000)	112.4	16.9	7.6	9.7	17.2	18.3	13.9	28.8
Total	217.6	34.8	15.5	19.7	34.3	36.0	27.1	50.1
Percentage	100.0%	16.0%	7.1%	9.1%	15.8%	16.6%	12.5%	23.0%
Per Capita	\$18,238	Median Household		\$40,545	Avg Household		\$47,819	
Ethnic Population:	White 89.0%	Black 9.4%	Asian 1.5%	Hispanic 6.6%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1	2		0	3	4	7
Tot 12+	0.6	12.9		0.0	13.5	10.0	23.5
Avg 12+	0.6	6.5		**.*	4.5	2.5	3.4
Tot LCS	2.6	54.9		0.0	57.4	42.6	100.0
Avg LCS	2.6	27.5		**.*	19.1	10.6	14.3

MARKET: Waterbury, CT

METRO RANK: 175

Competitive Overview

Some stations also rated in Hartford (42) and New Haven (97).

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
												Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990	
WVYZ	Waterbury	B	92.5	17.0	879	a	Capstar Bcstg Ptrs	61	9708	See (42)	Country	n/a	50.5	9.1	14.8	9.2	10.9	9.0	11.9	6.8	5.6		
WZBG	Litchfield	A	97.3	3.0	328		Local Girls & Boys	92			AC		3.4	0.6	1.0	0.0	0.0	0.0	0.0	0.0	0.0		
WMRQ	Waterbury	B	104.1	17.8	837	a	Capstar Bcstg Ptrs	67	9708	See (42)	Modern Rock	n/a	18.8	3.8	5.5	3.2	1.3	2.3	3.4	3.0	4.6		
# FM Stations - 3												# Combos - 2		FM TOTALS									
														72.7 13.5 21.3 12.4 12.2 11.3 15.3 9.8 10.2									

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
												Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990	
WVCO	Waterbury	IV	1240	1.0	0.25		Buckley Bcstg Corp	46	9706	500	Oldies/Talk		5.5	2.8	1.6	1.3	1.6	2.3	2.6	0.9	0.7		
WATR	Waterbury	III	1320	5.0	1.00		WATR Inc	34			Nws/Tk/Spts		21.8	7.2	6.4	9.8	8.6	11.7	6.8	6.5	3.6		
WFWN	Naugatuck	III	1380	5.0	0.50		Carrelo, Candido D.	61	9004	350	Span/Portg		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WQOW	Waterbury	III	1590	5.0	4.60	cp	Unity Bcstg Network	34	9605	60	DARK		0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0	4.6		
# AM Stations - 4												# Combos - 0		AM TOTALS									
														27.3 10.0 8.0 11.1 10.2 14.0 9.4 12.4 8.9									
Stations Profiled - 7												# Duopolies - 1		Total Local Commercial Share									
														23.5 29.3 23.5 22.4 25.3 24.7 22.2 19.1									

Metro Rank: 176

Revenue Rank: 190

Asheville, NC Market Overview



Metro Counties

Buncombe, NC	190.2
Madison, NC	18.0

	208.2

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 5,400	5,300	5,300	4,700	5,400	5,900	1.8%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	10.2%	\$ 6,500	6,800	7,200	7,500	8,000	5.3%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.87/1,000	\$2.62/1,000	\$2.70/1,000	Local	87%		
Revenue/Capita	\$28.01	\$28.34	\$35.92	National	13%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	192.8	208.2	1.5%	208.2	222.7	1.4%
Households	77.8	84.9	1.8%	84.9	92.6	1.8%
Retail Sales	1,395.9	2,251.1	10.0%	2,251.1	2,965.9	5.7%
EBI	2,337.6	2,921.0	4.6%	2,921.0	3,806.7	5.4%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	99.5	15.8	8.2	8.6	13.8	16.9	13.5	22.5
Women (000)	108.7	14.9	7.7	8.7	14.4	17.8	14.6	30.7
Total	208.2	30.7	16.0	17.3	28.2	34.6	28.1	53.3
Percentage	100.0%	14.8%	7.7%	8.3%	13.6%	16.6%	13.5%	25.6%
Per Capita	\$14,030	Median Household		\$27,780	Avg Household		\$34,405	
Ethnic Population:	White 91.6%	Black 7.6%	Asian 0.5%	Hispanic 0.7%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1		5	2	6	8	14
Tot 12+	6.1		35.6	24.6	41.7	23.7	65.4
Avg 12+	6.1		7.1	12.3	7.0	3.0	4.7
Tot LCS	9.3		54.4	37.6	63.8	36.2	100.0
Avg LCS	9.3		10.9	18.8	10.6	4.5	7.1

MARKET: Asheville, NC

METRO RANK: 176

Competitive Overview

Some stations also rated in Greenville-Spartanburg, SC (59).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales Price	1996 Revenue	Power	Avg '96 Local	Arbitron 12+ Metro Shares (see rights)								
Calls	License	Class	Freq	(kW)				Std	Acq	(000)	(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990	
WESC	Greenville	C	92.5	100.0	2001	a	Capstar Bcstg Ptrs	48	9709	See (59)	n/a		4.1	2.0	2.9	3.1	4.0	14.1	13.4	11.7	6.4	
WZRQ	Biltmore Forest	A	96.5	0.4 cp	1198		Biltmore Radio	97					12.7	6.1	9.1	6.3	0.0	0.0	0.0	0.0	0.0	
WSPA	Spartanburg	C	98.9	100.0	1910		Spartan Radiocasting	46			n/a		2.4	1.2	1.7	3.5	1.2	3.6	4.5	3.8	4.1	
WKSF	Asheville	C	99.9	48.0	2622	c	Southern Star	47	9407	g1	3,300	1.46	34.7	21.3	24.8	17.8	17.9	11.9	12.7	17.4	19.5	
WMYI	Hendersonvle	C1	102.5	20.0	1778		Capstar Bcstg Ptrs	58	9708	See (59)	n/a		12.7	7.8	9.1	8.7	14.7	8.3	8.6	9.8	11.2	
WMTT	Black Mountain	C	106.9	36.0	3094	b	Billy Graham Evangl	41	9603	nc			2.9	3.3	2.1	3.8	2.4	1.8	3.0	3.8	1.1	
# FM Stations - 6													# Combos - 3		FM TOTALS							
													69.5	41.7	49.7	43.2	40.2	39.7	42.2	46.5	42.3	

AM Stations

City of		FCC	Day Power	Night Power	HAAT	C	Owner	Year	Date	Sales Price	1996 Revenue	Power	Avg '96 Local	Arbitron 12+ Metro Shares (see rights)								
Calls	License	Class	Freq	(kW)	(kW)			Std	Acq	(000)	(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990	
WANC	Asheville	III	570	5.0	5.00	c	Southern Star	27	9407	g1	Country	1,800	1.46	19.0	14.3	13.6	18.5	18.3	24.2	20.1	20.1	24.7
WFGW	Black Mountain	II	1010	50.0	0.50	b	Billy Graham Evangl	62	9603	nc	Religion			1.7	1.6	1.2	2.1	0.8	0.0	2.2	0.4	0.0
WSKY	Asheville	IV	1230	1.0	1.00		Macon Media Inc	47	9606	150	ChrsContemp	100	0.90	1.7	0.0	1.2	1.7	2.0	1.8	1.1	1.1	2.2
WISE	Asheville	III	1310	5.0	1.00	d	Mark Media Group	39	8708	425	MOR	550	1.11	7.6	5.3	5.4	3.8	4.8	5.1	5.2	3.8	4.1
WZTK	Black Mountain	III	1350	1.0	0.00		McLeod, John W.	66	9703	110	News/Talk			0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKJV	Asheville	III	1380	5.0	1.00		Anchor Baptist Bcstg	47	9210	295	Religion			0.0	0.0	0.0	0.0	0.0	0.0	1.9	2.3	1.9
WHBK	Marshall	III	1460	5.0	0.14		Southern Bcstg Inc	56	9110	na	Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
WTZO	Hendersonville	II	1600	5.0	0.02	d	Mark Media Group	64	9201	65	MOR	175	4.49	0.6	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations - 8													# Combos - 4		AM TOTALS							
													30.6	23.7	21.8	26.1	25.9	31.1	30.5	27.7	33.3	
Stations Profiled - 14													# Duopolies - 2		Total Local Commercial Share							
													65.4	71.5	69.3	66.1	70.8	72.7	74.2	75.6		

* Indicates a change since last edition.

METRO RANK: 176

Metro Rank: 177

Revenue Rank: 168

Topeka, KS Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 6,200	5,800	6,000	6,500	7,100	7,800	4.7%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.4%	\$ 8,300	8,600	9,100	9,500	10,000	4.8%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.22/1,000	\$3.98/1,000	\$4.38/1,000	Local	90%		
Revenue/Capita	\$29.31	\$35.75	\$44.58	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	211.5	218.2	0.6%	218.2	224.3	0.6%
Households	82.7	85.3	0.6%	85.3	88.4	0.7%
Retail Sales	1,470.9	1,957.6	5.9%	1,957.6	2,280.7	3.1%
EBI	3,081.9	3,048.5	-0.2%	3,048.5	3,525.9	3.0%

Metro Counties

Jackson, KS	11.8
Jefferson, KS	17.2
Osage, KS	16.8
Shawnee, KS	165.7
Wabaunsee, KS	6.7

	218.2

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	106.2	20.5	9.5	8.1	15.6	17.5	13.3	21.6
Women (000)	112.0	19.0	8.9	8.0	16.1	18.0	13.9	28.0
Total	218.2	39.5	18.5	16.1	31.7	35.5	27.3	49.6
Percentage	100.0%	18.1%	8.5%	7.4%	14.5%	16.3%	12.5%	22.7%
Per Capita	\$13,971	Median Household		\$30,399	Avg Household		\$35,739	
Ethnic Population:	White 90.8%	Black 6.9%	Asian 0.7%	Hispanic 4.5%				

Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations	1		8	6	9	4	13
Tot 12+	4.7		53.0	52.3	57.7	12.5	70.2
Avg 12+	4.7		6.6	8.7	6.4	3.1	5.4
Tot LCS	6.7		75.5	74.5	82.2	17.8	100.0
Avg LCS	6.7		9.4	12.4	9.1	4.5	7.7

MARKET: Topeka, KS

METRO RANK: 177

Competitive Overview

FM Stations

											Arbitron 12+ Metro Shares (see rights)													
City of		FCC	Power		Year		Sales	1996		Avg '96														
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Date	Price	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall			
										(000)	(000)	Ratio	Comm Sh	1997	1996	1996	1995	1995	1994	1994	1993			
KCVT	Silver Lake	C3	92.5	6.7	387		Bott Radio Network	96					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KANS	Osage City	C2	92.9	36.0	564		C & C Consulting Inc	82	9503	175	300	3.29	1.1	0.0	0.0	0.8	0.0	0.0	0.0	1.1	0.0			
WIBW	Topeka	C	97.3	97.0	1221	b	Morris Comm Corp	61	9612		1,200	0.75	19.3	14.9	21.1	13.6	0.0	13.4	0.0	14.4	0.0			
KWIC	Topeka	A	99.3	6.0	292	c	Sunrise Bcstg Corp	93	9610	500	200	0.50	4.8	4.7	3.3	3.4	0.0	1.0	0.0	1.8	0.0			
KDVV	Topeka	C	100.3	100.0	984		FR Corp	60	9612	750	1,000	0.93	12.9	8.4	5.7	9.1	0.0	4.0	0.0	6.5	0.0			
KMKF	Manhattan	C2	101.5	36.0	577		Seaton Stations	72					1.6	0.7	1.0	1.1	0.0	1.0	0.0	1.4	0.0			
KQTP	St. Marys	C2	102.9	50.0	318	c	Sunrise Bcstg Corp	94			450	0.62	8.7	4.7	4.0	6.1	0.0	5.4	0.0	0.0	0.0			
KLZR	Lawrence	C1	105.9	100.0	774		Lawrence Bcstrs	63			n/a		5.4	5.1	2.7	3.8	0.0	1.3	0.0	0.7	0.0			
KTPK	Topeka	C	106.9	100.0	1211		Kansas Capital Bcstg	74	9706	2,900	1,250	0.97	15.6	8.1	8.7	11.0	0.0	12.1	0.0	11.5	0.0			
KMAJ	Topeka	C	107.7	100.0	1214	a	Midland Bcstrs Inc	71	9612		1,600	1.16	16.6	11.1	13.0	11.7	0.0	12.8	0.0	15.1	0.0			
# FM Stations - 10													# Combos - 4		FM TOTALS									
													86.0	57.7	59.5	60.6	0.0	51.0	0.0	52.5	0.0			

AM Stations

											Arbitron 12+ Metro Shares (see rights)													
City of		FCC	Day		Night	Year		Sales	1996		Avg '96													
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Date	Price	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall			
										(000)	(000)	Ratio	Comm Sh	1997	1996	1996	1995	1995	1994	1994	1993			
WIBW	Topeka	III	580	5.0	5.00	b	Morris Comm Corp	27	9612		1,300	1.80	8.7	7.1	4.7	6.1	0.0	6.0	0.0	6.8	0.0			
WREN	Kansas City	III	1250	15.0	cp 3.70		Mortenson Bcstg Co	26	9708	500			0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.4	0.0			
KMAJ	Topeka	III	1440	5.0	1.00	a	Midland Bcstrs Inc	47	9612	75	200	1.51	1.6	2.7	2.7	1.1	0.0	3.0	0.0	2.2	0.0			
KTOP	Topeka	IV	1490	1.0	1.00	a	Midland Bcstrs Inc	47	9612		250	0.79	3.8	2.7	2.7	2.7	0.0	2.0	0.0	2.2	0.0			
# AM Stations - 4													# Combos - 3		AM TOTALS									
													14.1	12.5	10.1	9.9	0.0	12.0	0.0	11.6	0.0			
Stations Profiled - 14													# Duopolies - 2		Total Local Commercial Share									
													70.2	69.6	70.5	0.0	63.0	0.0	64.1	0.0				

NOTE: Market rated twice yearly with Fall 1996 period.

* Indicates a change since last edition.

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METRO RANK: 177

Metro Rank: 178

Revenue Rank: 177

Dothan, AL Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 4,700	4,800	4,900	5,000	5,400	6,800	7.7%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	8.8%	\$ 7,400	7,800	8,200	8,600	9,000	5.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.21/1,000	\$3.61/1,000	\$3.97/1,000	Local	90%		
Revenue/Capita	\$22.25	\$31.15	\$40.49	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	211.2	218.3	0.7%	218.3	222.3	0.4%
Households	79.1	82.6	0.9%	82.6	85.7	0.7%
Retail Sales	1,463.5	1,882.0	5.2%	1,882.0	2,269.0	3.8%
EBI	2,184.3	2,721.1	4.5%	2,721.1	3,257.7	3.7%

Metro Counties

Coffee, AL	42.7
Dale, AL	51.4
Geneva, AL	24.9
Henry, AL	15.8
Houston, AL	83.5

	218.3

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	106.2	20.1	10.5	10.2	16.1	16.4	13.1	19.8
Women (000)	112.1	19.1	10.0	9.3	15.8	17.0	14.4	26.5
Total	218.3	39.2	20.5	19.5	31.9	33.4	27.5	46.3
Percentage	100.0%	17.9%	9.4%	8.9%	14.6%	15.3%	12.6%	21.2%
Per Capita	\$12,465	Median Household		\$26,465	Avg Household		\$32,944	
Ethnic Population:	White 77.5%	Black 21.2%	Asian 0.9%	Hispanic 1.2%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	5		10	7	15	8	23
Tot 12+	10.0		69.2	57.8	79.2	1.0	80.2
Avg 12+	2.0		6.9	8.3	5.3	0.1	3.5
Tot LCS	12.5		86.3	72.1	98.8	1.2	100.0
Avg LCS	2.5		8.6	10.3	6.6	0.2	4.3

MARKET: Dothan, AL

METRO RANK: 178

Competitive Overview

Some stations also rated in Montgomery (140) and Panama City (226).

FM Stations

													Arbitron 12+ Metro Shares (see rights)												
Calls	City of License	FCC Class	Power			C	Owner	Year		Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)								
			Freq	(kW)	HAAT			Std	Date Acq				Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993		
WJUN	Columbia	A	92.1	2.6	499	a	Wilson, James III	95				Urban	500	0.76	8.9	5.2	7.3	8.1	7.0	6.1	9.2	5.7	6.4		
WRJM	Geneva	C1	93.7	100.0	853		Stage Door Developmnt	69	8710	242	c1	Soft AC	250	0.64	5.3	3.2	5.5	3.3	5.6	3.4	5.3	3.0	6.4		
WIZB	Abbeville	C3	94.3	3.0	285	b	Genesis Radio Co	68	9411		nc	ChrsContemp	175	1.39	1.7	1.6	1.5	2.2	0.7	2.8	0.0	0.0	0.0		
WTVY	Dothan	C	95.5	100.0	1060	c	Woods Comm Group Inc	68				Country	2,000	1.54	17.5	15.5	13.5	13.7	15.9	19.9	21.8	25.3	18.6		
WDJR	Enterprise	C	96.9	100.0	1516		Gulf South Comm Inc	68	9207	700		Country	900	0.93	13.1	12.6	13.1	10.7	11.5	7.3	7.6	9.4	12.2		
* WYXX	Bonifay	C1	97.7	100.0	830		Group M Comm	83	9206	682		Rock AC			1.5	2.3	2.5	0.0	2.6	2.1	4.2	5.7	4.7		
WOOF	Dothan	C1	99.7	100.0	981	e	WOOF Inc	64				AC	1,050	1.01	14.0	10.7	9.8	14.1	9.6	9.5	10.3	6.7	10.1		
WXUS	Ft. Rucker	A	100.5	2.8	476		Sky Way Bcstg Ltd	91				Variety			0.4	1.9	2.5	0.7	0.0	0.0	0.0	1.3	0.0		
WZTZ	Elba	A	101.1	0.6	682		Elba Radio Co	86				Country	350	3.15	1.5	1.0	0.7	1.5	1.1	0.3	2.3	3.0	1.4		
WAGF	Dothan	A	101.3	1.2	535	a	Wilson, James III	91				Urban AC	200	0.66	4.1	1.9	0.4	0.0	7.0	6.1	9.2	5.7	6.4		
WESP	Dothan	C3	102.5	10.0	463		Signal Enterprises	90			1	Clsc Rock	375	1.21	4.2	4.5	5.1	4.1	3.0	5.5	3.4	1.7	1.0		
WOLS	Ozark	C3	103.9	25.0	292	c	Woods Comm Group Inc	68	9512	500	c2	Oldies	250	1.54	2.2	1.3	1.5	2.6	1.1	3.1	1.5	1.7	1.4		
WOAB	Ozark	A	104.9	2.5	269	d	Ozark Bcstg Corp	67				Country			0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0		
WZHT	Troy	C	105.7	100.0	1801		Capstar Bcstg Ptrs	73	9708	See (140)		Urban	n/a		7.4	8.1	5.8	8.1	4.4	6.1	7.3	7.1	6.4		
WKMX	Enterprise	C	106.7	100.0	1070		WKMX Inc	74	7908		1	Hot AC	1,350	1.19	15.3	9.4	8.4	11.1	14.8	11.3	6.9	9.4	13.9		
# FM Stations - 15													# Combos - 7		FM TOTALS		97.1	79.2	77.6	80.2	84.3	83.5	90.1	85.7	88.9

AM Stations

Calls	City of License	FCC Class	Day		Night		C	Owner	Year		Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)	Std			Date Acq	Revenue (000)				Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993		
WOOF	Dothan	111	560	5.0	0.00	e	WOOF Inc	47				Sports/Talk			0.6	1.0	2.2	0.7	0.4	0.0	0.0	0.0	1.0		
WGZS	Dothan	11	700	1.6	0.00		Willis Bcstg Corp	95	9611	65		DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WOZK	Ozark	11	900	1.0	0.08	d	Ozark Bcstg Corp	53				Easy			1.3	0.0	0.0	2.2	0.0	0.0	1.1	0.7	0.0		
WGEA	Geneva	111	1150	1.0	0.04		Shelley Bcstg Co	53	8710		c1	Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
* WOLS	Ozark	11	1210	10.0	0.00	c	Woods Comm Group Inc	68	9512		c2	DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WAGF	Dothan	111	1320	1.0	1.00	a	Wilson, James III	32	9208	60		Gospel			0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.7		
WMNT	Dothan	1V	1450	1.0	1.00		Dove Bcstg	47	8306	250		Nws/Tk/Spts			0.9	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0		
WARI	Abbeville	111	1480	1.0	0.00	b	Genesis Radio Co	61	9411		nc	DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations - 8													# Combos - 5		AM TOTALS		2.8	1.0	2.2	4.4	0.4	0.0	2.6	0.7	1.7
Stations Profiled - 23													# Duopolies - 2		Total Local Commercial Share		80.2	79.8	84.6	84.7	83.5	92.7	86.4	90.6	

* Indicates a change since last edition.

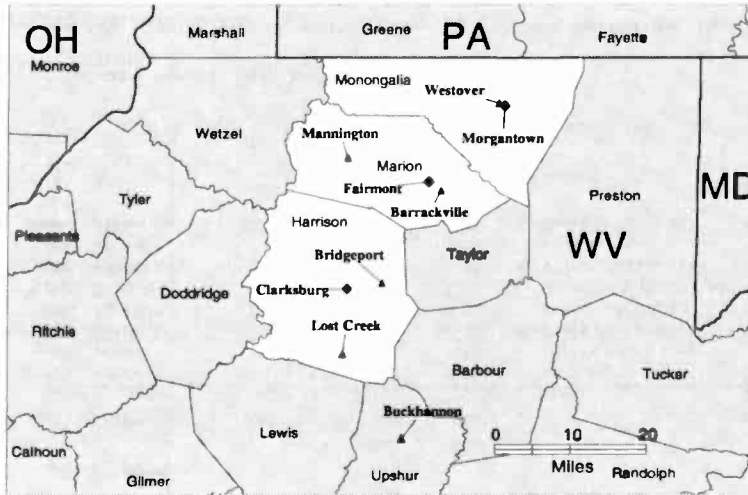
METRO RANK: 178



Metro Rank: 179

Revenue Rank: 176

Morgantown-Clarksburg-Fairmont Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ N/A	N/A	N/A	6,600	6,900	7,300	
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	2.7%	\$ 7,500	7,800	8,200	8,600	9,100	5.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	N/A	\$4.01/1,000	\$4.00/1,000	Local	85%		
Revenue/Capita	N/A	\$35.13	\$43.21	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	200.9	207.8	0.7%	207.8	210.6	0.3%
Households	78.3	81.7	0.9%	81.7	84.7	0.7%
Retail Sales	1,361.3	1,820.0	6.0%	1,820.0	2,274.0	4.6%
EBI	226.9	2,603.5	62.9%	2,603.5	3,324.4	5.0%

Metro Counties

Harrison, WV	71.2
Marion, WV	58.1
Monongalia, WV	78.5

	207.8

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	100.1	15.4	8.6	13.9	13.5	15.9	12.1	20.7
Women (000)	107.7	14.8	8.3	12.8	13.6	16.0	12.7	29.5
Total	207.8	30.2	16.9	26.7	27.1	31.9	24.8	50.3
Percentage	100.0%	14.5%	8.1%	12.9%	13.0%	15.3%	11.9%	24.2%
Per Capita	\$12,529	Median Household		\$24,405	Avg Household		\$31,867	
Ethnic Population:	White 96.2%	Black 2.4%	Asian 1.2%	Hispanic 0.9%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	10	4		7	14	7	21
Tot 12+	26.2	41.4		57.1	67.6	11.3	78.9
Avg 12+	2.6	10.4		8.2	4.8	1.6	3.8
Tot LCS	33.2	52.5		72.4	85.7	14.3	100.0
Avg LCS	3.3	13.1		10.3	6.1	2.0	4.8

MARKET: Morgantown-Clarksburg-Fairmont

METRO RANK: 179

Competitive Overview

FM Stations

													Arbitron 12+ Metro Shares (see rights)																	
City of		FCC	Power			Year		Date		Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)														
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price	LMA	Format	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring				
										(000)			(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990							
WVHF	Clarksburg	A	92.1	0.6	cp	669	a	Tiger Radio Inc	75	9406	185	c2	AC		3.3	2.5	2.6	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WVUC	Barrackville	A	93.1	2.6		495	g	McGraw, R. & K.	94	9611		p g1	Country		1.9	1.3	1.5	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WRLF	Fairmont	A	94.3	3.6		249	b	Fantasia Bcstg Inc	48				AOR	100	0.95	1.4	1.3	1.1	1.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WOTR	Lost Creek	A	96.3	3.0		302		Allman, James W	91				Gospel		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WKKW	Fairmont	B	97.9	29.0		640	b	Fantasia Bcstg Inc	75	9506	1,200	1	Country	1,000	0.85	15.6	22.8	12.2	16.6	7.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WCLG	Morgantown	A	100.1	6.0		299	c	Bowers Bcstg Corp	74				Clsc Rock	750	0.96	10.4	7.2	8.1	8.3	5.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WMQC	Westover	A	100.9	3.0		266	d	Tschudy Comm Corp	83	8805			AC	375	1.52	3.3	2.5	2.6	2.1	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WBRB	Buckhannon	B	101.3	50.0		492	g	McGraw, R. & K.	90	9611		p g1	Country	200	0.95	2.8	2.5	2.2	2.8	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WVAQ	Morgantown	B	101.9	50.0		499	e	West Virginia Radio	48				CHR/AC	1,300	0.96	18.1	11.0	14.1	13.5	17.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
* WTUS	Mannington	A	102.7	3.2		453		Summit Media Bcstg	92	9709	300p		Country	600	0.89	9.0	5.1	7.0	4.5	7.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WDCI	Bridgeport	A	104.1	1.2		518		Dolphin Comm Co	91				Soft AC	300	0.85	4.7	3.4	3.7	3.8	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WPDG	Clarksburg	A	104.9	2.5		322	d	Tschudy Comm Corp	74	9111	405	c1	AC	100		0.0	0.4	0.0	1.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WOBG	Salem	A	105.7	1.2		581	f	Hilber Corp	90	9108	72		Oldies	350	0.99	4.7	2.5	3.7	3.5	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WFBY	Clarksburg	B	106.5	50.0		499	e	West Virginia Radio	73	9303	1,200	1	Clsc Rock	400		0.0	5.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
# FM Stations - 14															# Combos - 11		FM TOTALS					75.2	67.6	58.8	59.1	52.2	0.0	0.0	0.0	0.0

AM Stations

													Arbitron 12+ Metro Shares (see rights)																	
City of		FCC	Day		Night		Year		Date		Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)													
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	Price	LMA	Format	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring			
										(000)			(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990							
WPDG	Clarksburg	II	750	1.0	0.00	d	Tschudy Comm Corp	47	9111		c1	Gospel	75		0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WMMN	Fairmont	III	920	5.0	0.20	b	Fantasia Bcstg Inc	28	9211	80		News/Info	150	1.05	1.9	0.8	1.5	0.7	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WCLG	Morgantown	III	1300	2.5	0.04	c	Bowers Bcstg Corp	54	5912			Oldies	300	0.95	4.2	1.3	3.3	1.7	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WHAR	Clarksburg	IV	1340	1.0	1.00	a	Tiger Radio Inc	46	9406		c2	Nws/Tk/Spts	300	0.85	4.7	0.8	3.7	0.3	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WOBG	Clarksburg	IV	1400	1.0	1.00	f	Hilber Corp	36	9201	100		Oldies			0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WAJR	Morgantown	III	1440	5.0	0.50	e	West Virginia Radio	40			1	FullService	1,000	1.33	10.0	7.6	7.8	6.9	9.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WTCS	Fairmont	IV	1490	1.0	1.00	b	Fantasia Bcstg Inc	48	5605			Oldies	200	0.70	3.8	0.0	3.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
# AM Stations - 7															# Combos - 7		AM TOTALS					24.6	11.3	19.3	9.6	15.8	0.0	0.0	0.0	0.0
Stations Profiled - 21															# Duopolies - 5		Total Local Commercial Share					78.9	78.1	68.7	68.0	0.0	0.0	0.0	0.0	

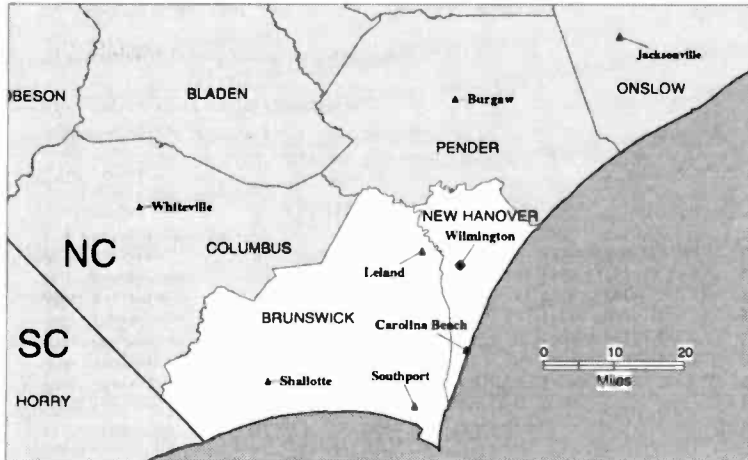
NOTE: Market first rated Spring 1994.

* Indicates a change since last edition.

Metro Rank: 180

Revenue Rank: 177

Wilmington, NC Market Overview



Metro Counties

Brunswick, NC	61.4
New Hanover, NC	140.8

	202.2

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 4,700	4,900	5,100	5,400	5,700	6,300	6.0%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	17.5%	\$ 7,400	7,800	8,300	8,800	9,400	6.2%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.51/1,000	\$2.62/1,000	\$2.85/1,000	Local	85%		
Revenue/Capita	\$27.09	\$31.16	\$40.45	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	173.5	202.2	3.1%	202.2	232.4	2.8%
Households	69.1	81.1	3.3%	81.1	95.1	3.2%
Retail Sales	1,339.7	2,405.9	12.4%	2,405.9	3,302.8	6.5%
EBI	1,983.5	2,798.6	7.1%	2,798.6	3,800.6	6.3%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	97.1	15.6	8.4	9.6	14.0	16.2	12.9	20.4
Women (000)	105.1	15.2	8.0	10.0	14.7	17.2	14.0	25.9
Total	202.2	30.9	16.4	19.6	28.7	33.5	26.9	46.3
Percentage	100.0%	15.3%	8.1%	9.7%	14.2%	16.6%	13.3%	22.9%
Per Capita	\$13,841	Median Household		\$27,739	Avg Household		\$34,508	
Ethnic Population:	White 80.1%	Black 19.0%	Asian 0.5%	Hispanic 0.8%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	4		9	5	13	6	19
Tot 12+	11.5		56.9	43.4	68.4	5.9	74.3
Avg 12+	2.9		6.3	8.7	5.3	1.0	3.9
Tot LCS	15.5		76.6	58.4	92.1	7.9	100.0
Avg LCS	3.9		8.5	11.7	7.1	1.3	5.3

MARKET: Wilmington, NC

METRO RANK: 180

Competitive Overview

Some stations also rated in markets 80, 123 and 185.

FM Stations

													Arbitron 12+ Metro Shares (see rights)												
Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996 Revenue (000)	Power Ratio	Avg '96											
														Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall			
WAAV	Leland	A	94.1 5.0	148	b	Cumulus Media LLC	94	9708	1,600	c2	Nws/Tk/Spts			1.1	1.6	0.4	0.8	0.0	0.5	0.0	0.0	0.0			
WMNX	Wilmington	C	97.3 100.0	cp 981	a	Cape Fear Radio LLC	70	9707		p d2	Urban AC	1,300	1.09	16.1	13.0	10.9	11.7	0.0	12.8	0.0	15.1	0.0			
WKOO	Jacksonville	C1	98.7 100.0	978		Pinnacle Bcstg	65	9708	See (80)		Oldies	n/a		6.5	4.0	5.4	4.7	0.0	5.5	0.0	6.5	0.0			
WZFX	Whiteville	C1	99.1 100.0	981		Beasley Bcst Group	62	9705	See (123)		Urban	n/a		4.8	2.8	2.9	3.5	0.0	2.8	0.0	3.0	0.0			
WKXB	Burgaw	C1	99.9 100.0	cp 518	a	Cape Fear Radio LLC	64	9707		p d2	Country	600	1.07	7.6	6.7	4.3	5.5	0.0	6.0	0.0	7.8	0.0			
WQQQ	Wilmington	C2	101.3 40.0	545		Cumulus Media LLC	69	9708		g	Country	1,000	1.26	10.7	6.3	8.7	7.8	0.0	11.9	0.0	12.9	0.0			
WGNI	Wilmington	C1	102.7 100.0	981	a	Cape Fear Radio LLC	70	9707		p d2	AC	1,700	1.38	16.6	11.1	14.5	12.1	0.0	11.5	0.0	12.1	0.0			
WLTT	Shalotte	C3	103.7 25.0	328		Partech Comm Group	77	9701	462		Soft AC			3.2	2.0	2.2	2.3	0.0	1.4	0.0	1.7	0.0			
WRQR	Wilmington	A	104.5 4.5	377	c	Ocean Bcstg LLC	94	9610	750	c1	AOR	300	0.84	4.8	6.7	5.4	3.5	0.0	3.2	0.0	2.2	0.0			
WQOR	Jacksonville	C2	105.5 19.0	794		Cumulus Media LLC	66	9708	See (80)		Clsc Rock	n/a		5.9	4.7	3.6	4.3	0.0	0.5	0.0	0.0	0.0			
WCCA	Shalotte	A	106.3 6.0	305		Rodbell Family Assoc	86	9608	400		Oldies	200	1.23	2.2	1.2	1.8	1.6	0.0	0.9	0.0	2.6	0.0			
WLGX	Carolina Beach	A	106.7 5.6	341		Baker Bcstg Inc	96	9706	425	cp	Beach/Blues			0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WSFM	Southport	C2	107.5 32.0	594	a	Cape Fear Radio LLC	78	9707		p d2	Modern Rock	1,300	1.72	10.2	6.3	6.2	7.4	0.0	10.6	0.0	8.2	0.0			
# FM Stations - 13													# Combos - 6		FM TOTALS		89.7	68.4	66.3	65.2	0.0	67.6	0.0	72.1	0.0

AM Stations

Calls	City of License	FCC Class	Power Day Freq (kW)	Power Night (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996 Revenue (000)	Power Ratio	Avg '96											
														Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall			
WMFD	Wilmington	III	630 1.0	1.00	c	Ocean Bcstg LLC	35	9610		c1	Nws/Tk/Spts	50	0.31	2.2	0.8	2.9	1.6	0.0	0.0	0.0	0.4	0.0			
WAAV	Leland	III	980 5.0	5.00	b	Cumulus Media LLC	57	9708		c2	Nws/Tk/Spts	750	1.25	8.1	4.3	4.0	5.9	0.0	3.7	0.0	5.6	0.0			
WMYT	Carolina Beach	II	1180 10.0	0.00		Praise Bcstg Inc	89	9705		nc	Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WAHH	Wilmington	IV	1340 1.0	1.00	c	Ocean Bcstg LLC	46	9610		c1	Children			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WVCB	Shalotte	III	1410 0.5	0.17		Worrell, John G	64	8401	30		Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WMIL	Wilmington	IV	1490 1.0	1.00		Family Radio Network	63	9211	35		Gospel	150		0.0	0.8	0.4	0.0	0.0	0.9	0.0	2.6	0.0			
# AM Stations - 6													# Combos - 3		AM TOTALS		10.3	5.9	7.3	7.5	0.0	4.6	0.0	8.6	0.0
Stations Profiled - 19													# Duopolies - 4		Total Local Commercial Share		74.3	73.6	72.7	0.0	72.2	0.0	80.7	0.0	

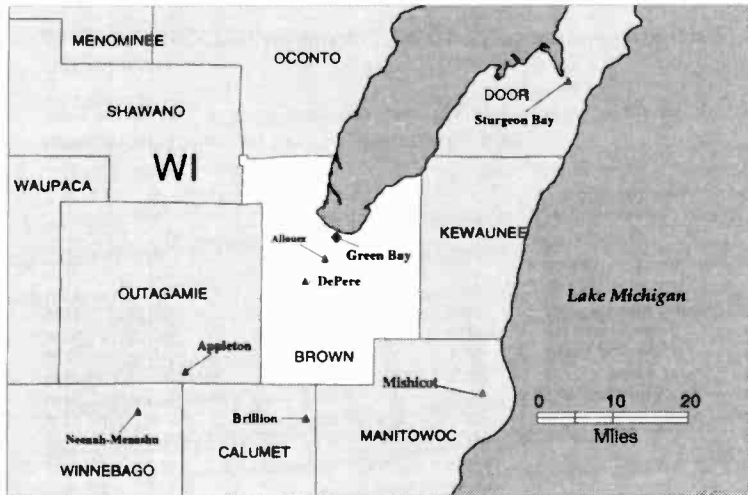
Docket 80-90 Allocations: 93.7, A, Wrightsville Beach
 Other Rulemaking: 98.3, C3, Shalotte. Rated twice with Fall '96 period.

METRO RANK: 180

Metro Rank: 181

Revenue Rank: 143

Green Bay, WI Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 8,700	8,200	8,500	8,600	9,000	9,900	2.6%
★ ★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	4.0%	\$ 10,300	10,800	11,400	12,000	12,700	5.4%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.97/1,000	\$4.28/1,000	\$4.03/1,000	Local	85%		
Revenue/Capita	\$44.34	\$46.81	\$56.39	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	196.2	211.5	1.5%	211.5	225.2	1.3%
Households	72.9	79.2	1.7%	79.2	85.9	1.6%
Retail Sales	1,749.6	2,313.5	5.7%	2,313.5	3,154.5	6.4%
EBI	2,559.6	3,268.6	5.0%	3,268.6	4,403.6	6.1%

Metro Counties

Brown, WI	211.5

	211.5

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	103.5	20.1	9.5	10.0	17.5	17.6	12.3	16.5
Women (000)	108.0	19.6	8.9	10.4	17.3	17.8	12.4	21.7
Total	211.5	39.6	18.4	20.4	34.8	35.4	24.7	38.1
Percentage	100.0%	18.7%	8.7%	9.6%	16.4%	16.7%	11.7%	18.0%
Per Capita	\$15,454	Median Household		\$35,362	Avg Household		\$41,270	
Ethnic Population:	White 95.7%	Black 0.6%	Asian 1.6%	Hispanic 0.9%				

Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations	2		7	5	9	3	12
Tot 12+	2.9		49.9	40.9	52.8	15.0	67.8
Avg 12+	1.5		7.1	8.2	5.9	5.0	5.7
Tot LCS	4.3		73.6	60.3	77.9	22.1	100.0
Avg LCS	2.2		10.5	12.1	8.7	7.4	8.3

MARKET: Green Bay, WI

METRO RANK: 181

Competitive Overview

Some stations also rated in Appleton-Oshkosh (138).

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)								
													Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993		
WGBM	Mishicot	A	94.7	6.0	331		Bay Lakes Valley Bct	94				AC	200	1.29	1.5	2.2	1.7	1.0	0.0	1.3	0.0	0.0	0.0		
WKSZ	DePere	C3	95.9	4.5	774		Woodward Comm Inc	84	9510	2,265		CHR	600	1.08	5.4	4.7	3.7	3.7	0.0	3.4	0.0	3.8	0.0		
WQLH	Green Bay	C1	98.5	100.0	499	a	Laird Group Radio	67				Hot AC	2,300	2.01	11.1	3.9	8.3	7.6	0.0	7.0	0.0	14.7	0.0		
WLTM	Sturgeon Bay	C2	99.7	46.0	512	b	Midwest Comm Inc	82	9306		g	Soft Hits	1,300	1.37	9.2	5.0	3.3	6.3	0.0	10.1	0.0	8.9	0.0		
WNCY	Neenah-Menasha	C2	100.3	45.0	489	b	Midwest Comm Inc	77	9702	See (138)		Country	n/a		9.2	7.2	7.0	6.3	0.0	0.3	0.0	0.0	0.0		
WIXX	Green Bay	C	101.1	96.0	1079	b	Midwest Comm Inc	60				CHR	3,500	1.43	23.8	14.0	17.3	16.3	0.0	19.5	0.0	17.4	0.0		
WAPL	Appleton	C	105.7	100.0	1175		Woodward Comm Inc	65	7506			AOR	n/a		16.0	13.3	9.6	11.0	0.0	11.7	0.0	11.9	0.0		
WJLW	Allouez	C3	106.7	25.0	328		American Comm Co Inc	96				Country			0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WEZR	Brillion	A	107.5	6.0	328		Pacer Radio PackrInd	92				NAC/Jazz	100	0.33	2.9	0.7	1.0	2.0	0.0	3.0	0.0	2.4	0.0		
# FM Stations - 9													# Combos - 4		FM TOTALS		79.1	52.8	51.9	54.2	0.0	56.3	0.0	59.1	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day		C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)								
				Power (kW)	Night Power (kW)								Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993		
WGEE	Green Bay	III	1360	5.0	5.00	b	Midwest Comm Inc	25	7506			News/Info	900	1.20	7.3	6.1	5.3	5.0	0.0	5.4	0.0	3.8	0.0		
WOUZ	Green Bay	IV	1400	1.0	1.00	a	Laird Group Radio	47				Sports	700	0.98	6.9	5.0	4.3	4.7	0.0	5.7	0.0	5.1	0.0		
WNFL	Green Bay	III	1440	5.0	0.50	b	Midwest Comm Inc	47	9702		sw	Nws/Tk/Spts	700	0.98	6.9	3.9	8.3	4.7	0.0	5.0	0.0	3.4	0.0		
# AM Stations - 3													# Combos - 3		AM TOTALS		21.1	15.0	17.9	14.4	0.0	16.1	0.0	12.3	0.0
Stations Profiled - 12													# Duopolies - 4		Total Local Commercial Share		67.8	69.8	68.6	0.0	72.4	0.0	71.4	0.0	

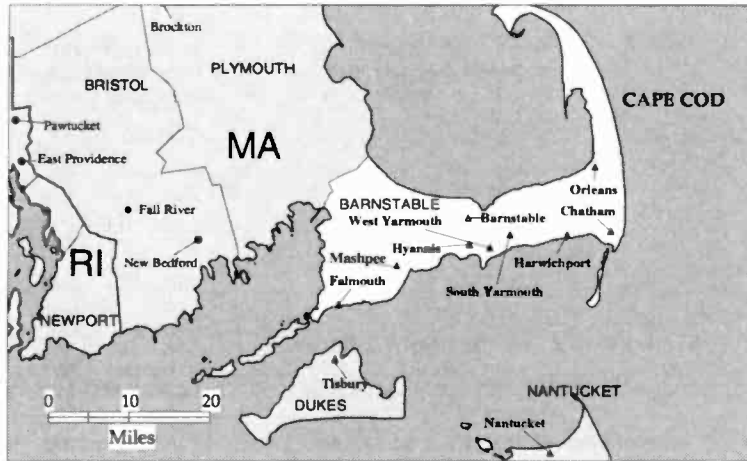
Docket 80-90 Allocations: 104.3, A, Seymour
 NOTE: Market rated twice yearly with Fall 1996 period.

METRO RANK: 181

Metro Rank: 182

Revenue Rank: 140

Cape Cod, MA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 8,800	8,000	8,200	8,500	9,100	9,800	2.2%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.1%	\$ 10,400	10,900	11,500	12,000	12,700	5.1%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.84/1,000	\$3.98/1,000	\$4.79/1,000	Local	85%		
Revenue/Capita	\$46.36	\$48.68	\$58.42	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	189.8	201.3	1.2%	201.3	217.4	1.6%
Households	79.0	84.5	1.4%	84.5	92.9	1.9%
Retail Sales	2,294.3	2,461.3	1.4%	2,461.3	2,648.9	1.5%
EBI	3,013.6	3,209.4	1.3%	3,209.4	3,700.2	2.9%

Metro Counties

Barnstable, MA	201.3

	201.3

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	95.5	15.4	6.5	6.8	12.7	15.6	10.9	27.7
Women (000)	105.8	14.6	6.3	6.2	13.4	16.4	12.0	36.9
Total	201.3	30.0	12.8	13.0	26.1	32.0	22.9	64.6
Percentage	100.0%	14.9%	6.4%	6.4%	13.0%	15.9%	11.4%	32.1%
Per Capita	\$15,943	Median Household		\$31,642	Avg Household		\$37,981	
Ethnic Population:	White 97.1%	Black 1.6%	Asian 0.6%	Hispanic 1.5%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	5	7		8	12	2	14
Tot 12+	16.5	53.6		58.2	70.1	0.0	70.1
Avg 12+	3.3	7.7		7.3	5.8	0.0	5.0
Tot LCS	23.5	76.5		83.0	100.0	0.0	100.0
Avg LCS	4.7	10.9		10.4	8.3	0.0	7.1

Competitive Overview

FM Stations

														Arbitron 12+ Metro Shares (see rights)													
Calls	City of License	FCC Class	Power			C	Owner	Year Date		Sales Price		1996		Avg '96		1997		1996		1995		1994		1993			
			Freq	(kW)	HAAT			Std	Acq	(000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
WMVY	Tisbury	A	92.7	3.0	cp	328	Bcst Properties Inc	81	9001		na	AAA	550	1.15	4.6	3.6	2.7	3.1	3.2	1.6	2.7	2.4	3.1				
WJCO	Harwichport	A	93.5	3.0		328	b Boch Bcstg LP	89	9607	3,100	d1	MOR	400	2.02	1.9	0.7	1.5	1.2	1.4	1.9	0.3	2.8	1.7				
*WXTK	West Yarmouth	B	95.1	50.0	cp	262	b Boch Bcstg LP	48	9209	800	c1	News/Talk	1,500	1.50	9.6	8.6	6.9	8.9	4.6	4.8	8.0	7.2	6.3				
WRZE	Nantucket	B	96.3	50.0		394	c Radio Hyannis	81	9212	500		CHR	950	1.23	7.4	7.3	3.9	6.4	3.9	4.5	3.7	3.8	4.5				
WQRC	Barnstable	B	99.9	50.0		381	Sandab Comm LP	70	9112		g	AC/News	1,700	0.86	19.0	10.9	14.2	11.7	14.0	16.1	10.7	17.9	19.1				
WMKJ	Mashpee	A	101.1	3.7		194	b Boch Bcstg LP	87	9607		d1	Clsc Rock	400	2.40	1.6	2.0	0.9	1.5	0.7	0.0	0.3	1.0	0.7				
WCIB	Falmouth	B	101.9	50.0		479	c Radio Hyannis	70	9504	2,500		AC/Sports	600	0.72	8.0	7.6	5.7	8.6	2.8	3.5	4.3	3.1	1.7				
WPXC	Hyannis	A	102.9	3.1		463	c Radio Hyannis	87				Rock	1,800	1.55	11.2	4.6	3.6	8.3	7.0	7.7	14.0	12.1	9.4				
WOCN	South Yarmouth	A	103.9	3.0	cp	315	Cape Cod Bcstg Corp	92	9403	375		Nostalgia	300	0.22	13.0	5.6	11.7	9.8	8.1	3.2	7.3	0.3	0.0				
WKPE	Orleans	B	104.7	50.0		459	a Cape Media Inc	74	8308	2,400		AOR	400	0.51	7.5	3.0	8.4	4.9	5.3	4.2	3.0	1.4	1.7				
WCOD	Hyannis	B	106.1	45.0		430	b Boch Bcstg LP	67	9607		d1	AC	1,300	1.84	6.8	5.3	3.0	4.3	4.9	7.1	4.7	6.2	4.2				
WFCC	Chatham	B	107.5	50.0		341	Charles River Bcstg	87	9607	1,190		Classical	500	0.52	9.2	10.9	5.7	5.8	6.7	6.8	5.7	4.8	8.3				
														FM TOTALS			99.8	70.1	68.2	74.5	62.6	61.4	64.7	63.0	60.7		

FM Stations - 12

Combos - 8

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Date		Sales Price		1996		Avg '96		1997		1996		1995		1994		1993			
			Freq	(kW)	(kW)	Std			Acq	(000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
WKPE	Orleans	II	1170	1.0	0.00		a Cape Media Inc	70	8308			AOR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WBUR	West Yarmouth	IV	1240	1.0	1.00		Boston University	40	9610		p dn	DARK	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
														AM TOTALS			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

AM Stations - 2

Combos - 1

Stations Profiled - 14

Duopolies - 4

Total Local Commercial Share

70.1 68.2 74.5 62.6 61.4 64.7 63.0 60.7

Other Rulemaking: 102.3, A, Truro

* Indicates a change since last edition.

Metro Rank: 183

Revenue Rank: 212

Terre Haute, IN Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 3,800	3,900	4,000	4,100	4,900	5,300	6.9%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.7%	\$ 5,600	5,800	6,100	6,400	6,800	5.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$2.07/1,000	\$1.85/1,000	\$1.90/1,000	Local	85%		
Revenue/Capita	\$18.89	\$25.62	\$32.76	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	201.2	206.9	0.6%	206.9	207.6	0.1%
Households	77.1	79.0	0.5%	79.0	80.7	0.4%
Retail Sales	1,832.3	2,862.6	9.3%	2,862.6	3,570.9	4.5%
EBI	2,348.0	2,754.9	3.2%	2,754.9	3,482.1	4.8%

Metro Counties

Clay, IN	26.0
Sullivan, IN	19.6
Vermillion, IN	16.7
Vigo, IN	108.5
Clark, IL	16.4
Edgar, IL	19.7

	206.9

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	100.7	16.9	8.8	11.5	14.0	15.9	12.2	21.4
Women (000)	106.2	16.1	8.3	9.8	13.3	15.0	12.5	31.2
Total	206.9	33.0	17.1	21.4	27.3	30.9	24.7	52.6
Percentage	100.0%	15.9%	8.3%	10.3%	13.2%	14.9%	11.9%	25.4%
Per Capita	\$13,315	Median Household		\$27,249	Avg Household		\$34,872	
Ethnic Population:	White 95.9%	Black 3.2%	Asian 0.8%	Hispanic 0.7%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	6	7		5	13	9	22
Tot 12+	11.6	64.4		62.0	76.0	6.4	82.4
Avg 12+	1.9	9.2		12.4	5.8	0.7	3.7
Tot LCS	14.1	78.2		75.2	92.2	7.8	100.0
Avg LCS	2.4	11.2		15.0	7.1	0.9	4.5

MARKET: Terre Haute, IN

METRO RANK: 183

Competitive Overview

NOTE: Market not rated Spring 1993, but rated Summer 1993.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)								
												Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993		
WQTY	Linton	B1	93.3	12.0	476	f	Linton Bcstg Co Inc	70					1.3	1.2	0.0	1.1	0.0	1.6	0.0	0.0	0.0			
WNDI	Sullivan	A	95.3	3.0	151	e	JTM Bcstg Corp	82	9407	237	c4	Country			0.0	0.4	0.0	0.0	0.0	0.8	0.0	0.0		
WTHC	Seeleyville	A	95.9	4.1	397		Hester Bcstg	95	9702	120	cp	Country			0.0	1.6	1.9	0.0	0.0	0.0	0.0	0.0		
WSDM	Brazil	A	97.7	6.0	292	a	Equity One Media	73	9007	350	c1	Oldies	475	1.12	7.6	5.2	5.3	6.5	0.0	5.2	0.0	3.5	0.0	
WACF	Paris	B	98.5	50.0	499	d	Key Bcstg Inc	52	9402	675	c3	Country	300	1.14	4.7	2.8	7.2	4.0	0.0	2.4	0.0	3.5	0.0	
WTHI	Terre Haute	B	99.9	50.0	489	c	Wabash Valley Bcstg	48				Country	1,625	0.77	37.9	23.8	27.5	32.5	0.0	27.6	0.0	31.6	0.0	
WMGI	Terre Haute	B	100.7	50.0	499		Bright Towers Comm	60	8505	750		Hot AC	1,000	0.90	19.8	12.9	11.7	17.0	0.0	18.4	0.0	9.0	0.0	
WLEZ	Terre Haute	B	102.7	28.0	659		Bomar Bcstg Corp	62	9109	325		Easy	475	2.29	3.7	5.2	5.7	3.2	0.0	4.8	0.0	4.3	0.0	
WCBH	Casey	B1	104.3	11.0	495		McNaughton Stations	89	9402	425		Hot AC	225	1.91	2.1	3.6	4.9	1.8	0.0	2.8	0.0	2.0	0.0	
WAXI	Rockville	A	104.9	1.2	440		Covered Bridge Bcstg	77	8307	350		Big Band			1.6	2.8	3.0	1.4	0.0	1.6	0.0	2.3	0.0	
WVVR	W Terre Haute	A	105.5	3.0	295	cp	United Broadcasting	67				Gospel	125	1.40	1.6	1.2	0.4	1.4	0.0	0.4	0.0	0.0	0.0	
WMMC	Marshall	A	105.9	3.3	295		Sandyworld Inc	89	9503	55		AC			0.0	0.4	0.8	0.0	0.0	0.0	0.0	0.0		
WZZQ	Terre Haute	B	107.5	27.5	669	b	Contemp Media Bcstg	67	8203	750	c2	AOR	800	1.26	11.3	14.9	10.9	9.7	0.0	9.6	0.0	13.3	0.0	
# FM Stations - 13												# Combos - 6		FM TOTALS		91.6	76.0	79.3	78.6	0.0	75.2	0.0	69.5	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)		Night Power (kW)		C	Owner	Year Std	Date Acq	Sales Price (000)	LMA Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
				Power	Power	Revenue (000)	Power Ratio							Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993			
WBOW	Terre Haute	II	640	0.3	0.25			b	Contemp Media Bcstg	27	8203		c2	Nws/Tk/Spts	225	1.09	3.7	2.0	1.9	3.2	0.0	3.2	0.0	3.5	0.0
WKZI	Casey	II	800	0.3	0.25				Word Power Inc	63	9303	152		Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSDM	Brazil	II	1130	0.5	0.00			a	Equity One Media	59	9007		c1	News/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WZZQ	Terre Haute	IV	1230	1.0	1.00			b	Contemp Media Bcstg	93				AOR			0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJSH	Terre Haute	III	1300	0.5	0.08				Equity One Media	58	9709	56		DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
WPRS	Paris	III	1440	1.0	0.25			d	Key Bcstg Inc	51	9402		c3	MOR	100	1.37	1.3	1.2	0.8	1.1	0.0	3.6	0.0	2.0	0.0
WTHI	Terre Haute	III	1480	5.0	1.00			c	Wabash Valley Bcstg	48				Nws/Tk/Spts	200	1.05	3.4	2.8	3.4	2.9	0.0	1.2	0.0	0.8	0.0
WNDI	Sullivan	II	1550	0.3	0.00			e	JTM Bcstg Corp	63	9407		c4	Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBTO	Linton	III	1600	0.5	0.00			f	Linton Bcstg Co Inc	53				Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations - 9												# Combos - 7		AM TOTALS		8.4	6.4	6.1	7.2	0.0	8.0	0.0	6.7	0.0	
Stations Profiled - 22												# Duopolies - 2		Total Local Commercial Share		82.4	85.4	85.8	0.0	83.2	0.0	76.2	0.0		

Docket 80-90 Allocations: 93.9, A, Clinton

NOTE: Market rated twice yearly with Fall 1996 period.

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METRO RANK: 183

Metro Rank: 184

Revenue Rank: 162

Santa Barbara, CA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	<u>1990</u>	<u>1991</u>	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>Δ 90-95</u>
ESTIMATED GROSS REVENUES	\$ 8,200	7,600	7,600	8,000	7,500	8,000	-0.5%
***	<u>Δ 95-96</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>Δ 96-00</u>
	8.8%	\$ 8,700	9,200	9,700	10,200	10,900	5.8%

	<u>1990</u>	<u>1995</u>	<u>2000</u>	<u>Est. Breakout</u>
Revenue/Retail Sales	\$5.64/1,000	\$4.73/1,000	\$5.93/1,000	Local 75%
Revenue/Capita	\$41.82	\$38.46	\$51.44	National 25%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	<u>1990</u>	<u>1995</u>	<u>Growth Rate</u>	<u>1995</u>	<u>2000</u>	<u>Growth Rate</u>
MSA Population	196.1	208.0	1.2%	208.0	211.9	0.4%
Households	68.9	71.2	0.7%	71.2	71.8	0.2%
Retail Sales	1,453.8	1,689.9	3.1%	1,689.9	1,839.2	1.7%
EBI	3,119.7	3,192.9	0.5%	3,192.9	3,433.7	1.5%

Metro Counties

Santa Barbara, CA	208.0

	208.0

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12-17</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>Over 55</u>
Men (000)	104.6	18.0	7.5	13.9	18.1	17.0	11.7	18.4
Women (000)	103.4	17.1	7.0	12.5	15.9	15.6	11.8	23.5
Total	208.0	35.1	14.6	26.4	34.0	32.6	23.5	41.8
Percentage	100.0%	16.9%	7.0%	12.7%	16.3%	15.7%	11.3%	20.1%
Per Capita	\$15,350	Median Household		\$34,452	Avg Household		\$44,850	
Ethnic Population:	White 89.9%	Black 3.2%	Asian 5.7%	Hispanic 31.2%				

Market Summary

	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Viable FM's</u>	<u>All FM's</u>	<u>All AM's</u>	<u>Total</u>
# Stations	3	5		6	8	5	13
Tot 12+	15.7	28.5		36.4	44.2	20.3	64.5
Avg 12+	5.2	5.7		6.1	5.5	4.1	5.0
Tot LCS	24.3	44.2		56.4	68.5	31.5	100.0
Avg LCS	8.1	8.8		9.4	8.6	6.3	7.7

Competitive Overview

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales Price	LMA	Format	1996 Revenue	1996 Power	Avg '96 Local	Arbitron 12+ Metro Shares (see rights)											
Calls	License	Class	Freq	(kW)				Std	Acq	(000)			(000)	Ratio	Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993				
KJEE	Montecito	A	92.9	0.8	886		Montecito FM Inc	94				Modern Rock	200	0.55	4.2	3.7	3.4	2.3	2.8	1.9	4.1	5.6	0.0				
KDB	Santa Barbara	B	93.7	12.5	869		Pacific Bcstg Co	60	7104			Classical	600	0.76	9.1	7.0	6.0	6.0	5.1	3.7	4.1	4.8	6.6				
KSPE	Ellwood	B	94.5	0.8	2950	c	Spectacular Bcstg	89	9501	1,200		Spanish	250	1.92	1.5	4.1	3.0	1.1	0.8	0.4	0.0	3.0	3.7				
KHTY	Santa Barbara	B	97.5	16.0	2920	a	Engles Enterprises	57	9603	2,000	c1	Alternative	900	0.97	10.7	5.0	5.6	6.4	6.7	5.6	5.5	5.9	4.5				
KTYD	Santa Barbara	B	99.9	34.0	1280	b	Jacor Comm Inc	62	9705		d3	AOR	1,600	2.02	9.1	5.0	6.0	4.9	6.3	7.5	8.1	7.4	8.6				
KSBL	Carpinteria	A	101.7	0.3	810	b	Jacor Comm Inc	81	9705		d3	Soft AC	1,350	1.24	12.5	9.5	6.8	10.2	5.1	7.8	7.4	5.6	8.2				
KRUZ	Santa Barbara	B	103.3	105.0	2979		Pacific Coast Comm	61	9512	3,000		Hot AC	750	0.85	10.2	7.4	6.4	3.8	8.7	5.2	6.3	5.9	8.2				
KMGQ	Goleta	A	106.3	0.2	827	a	Engles Enterprises	82	9701	3,500	c2	AC	1,050	1.61	7.5	2.5	4.5	4.9	4.3	5.6	8.1	8.9	4.5				
# FM Stations - 8																# Combos - 5						FM TOTALS					
																64.8						44.2 41.7 39.6 39.8 37.7 43.6 47.1 44.3					

AM Stations

City of		FCC	Day Power		Night Power	C	Owner	Year	Date	Sales Price	LMA	Format	1996 Revenue	1996 Power	Avg '96 Local	Arbitron 12+ Metro Shares (see rights)											
Calls	License	Class	Freq	(kW)	(kW)			Std	Acq	(000)			(000)	Ratio	Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993				
KOSB	Santa Barbara	II	990	5.0	0.50	b	Jacor Comm Inc	62	9705		d3	News/Talk	250	0.53	5.4	2.5	2.3	3.4	3.2	3.4	0.7	0.4	0.4				
KTMS	Santa Barbara	III	1250	2.5	1.00	a	Engles Enterprises	37	9603		c1	News/Talk	750	0.81	10.7	5.4	8.3	6.4	6.7	6.0	7.4	5.6	6.6				
KZBN	Santa Barbara	III	1290	0.5	0.12		Rotijefco Inc	61	9411	299		Nostalgia	200	0.21	11.0	6.6	4.9	6.4	7.1	5.2	0.4	0.0	2.5				
* KIST	Santa Barbara	IV	1340	0.7	0.65	b	Jacor Comm Inc	46	9708	850p		Oldies	200	0.49	4.7	2.9	2.3	2.6	3.2	0.7	5.2	1.5	1.6				
KBKO	Santa Barbara	IV	1490	1.0	1.00	c	Spectacular Bcstg	26	9101		st	Spanish	600	2.03	3.4	2.9	4.9	3.0	1.2	3.7	3.0	4.4	2.1				
# AM Stations - 5																# Combos - 4						AM TOTALS					
																35.2						20.3 22.7 21.8 21.4 19.0 16.7 11.9 13.2					
Stations Profiled - 13																# Duopolies - 3						Total Local Commercial Share					
																64.5						64.4 61.4 61.2 56.7 60.3 59.0 57.5					

Docket 80-90 Allocations: 107.7, B, Santa Barbara

* Indicates a change since last edition.

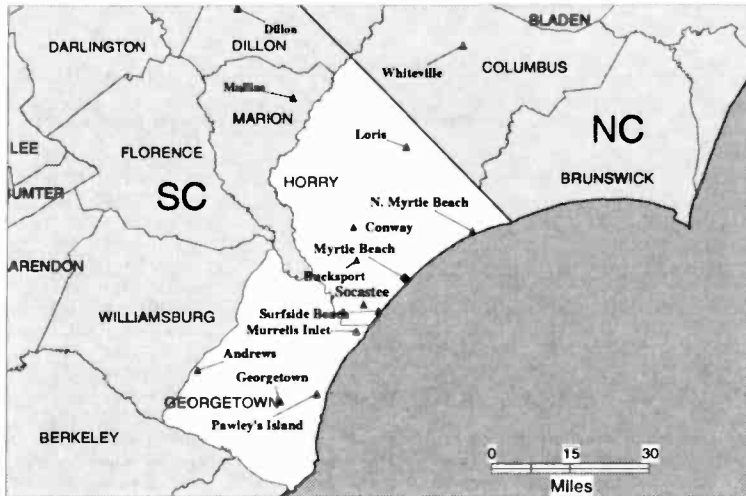
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Metro Rank: 185

Revenue Rank: 152

Myrtle Beach, SC Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ N/A	N/A	N/A	7,500	8,400	9,100	
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.5%	\$ 9,600	10,100	10,600	11,300	11,900	5.5%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	N/A	\$3.28/1,000	\$3.41/1,000	Local	90%		
Revenue/Capita	N/A	\$44.48	\$55.66	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	193.7	204.6	1.1%	204.6	213.8	0.9%
Households	73.4	79.7	1.7%	79.7	85.5	1.4%
Retail Sales	2,012.1	2,773.0	6.6%	2,773.0	3,485.1	4.7%
EBI	2,206.5	2,652.6	3.8%	2,652.6	3,302.9	4.5%

Metro Counties

Georgetown, SC	50.6
Horry, SC	154.0

	204.6

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	98.7	18.0	9.0	8.4	14.9	15.7	12.0	20.7
Women (000)	105.9	17.2	9.2	8.8	15.4	16.5	13.3	25.4
Total	204.6	35.2	18.2	17.2	30.3	32.2	25.4	46.1
Percentage	100.0%	17.2%	8.9%	8.4%	14.8%	15.8%	12.4%	22.5%
Per Capita	\$12,965	Median Household		\$26,258	Avg Household		\$33,282	
Ethnic Population:	White 76.6%	Black 22.9%	Asian 0.7%	Hispanic 0.6%				

Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations	6		12	10	18	10	28
Tot 12+	15.9		61.8	63.2	77.7	4.1	81.8
Avg 12+	2.7		5.2	6.3	4.3	0.4	2.9
Tot LCS	19.4		75.6	77.3	95.0	5.0	100.0
Avg LCS	3.2		6.3	7.7	5.3	0.5	3.6

MARKET: Myrtle Beach, SC

METRO RANK: 185

Competitive Overview

Some stations also rated in Fayetteville (123) and Wilmington (180).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales		1996	Avg '96		Arbitron 12+ Metro Shares (see rights)											
Calls	License	Class	Freq	(kW)				Std	Acq	Price (000)	LMA	Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993				
WJYR	Myrtle Beach	C2	92.1	50.0	cp	351	Hirsh Bcstg Group	65	8901	2,200		900	0.85	11.0	9.3	7.8	8.7	0.0	8.4	0.0	9.6	0.0				
WEGX	Dillon	C	92.9	100.0		1801	g Root Comm Ltd	54	9710	3,500	c6	1,000	4.17	2.5	3.8	2.2	2.0	0.0	2.5	0.0	1.4	0.0				
WXJY	Georgetown	A	93.7	6.0		328	d Karas, Sobol, etal	90	9702	260				0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0				
WJXY	Conway	A	93.9	3.7		420	d Karas, Sobol, etal	90	9701	1,300	c2	450	1.23	3.8	1.4	2.2	3.0	0.0	2.5	0.0	5.5	0.0				
WRNN	Murrells Inlet	A	94.5	1.3	cp	715	f Pinnacle Bcstg	91	9603	550		400	0.99	4.2	4.5	5.2	3.3	0.0	6.3	0.0	3.1	0.0				
WVCO	Loris	A	94.9	2.7		495	GEO Bcst Group Inc	93	9502	523	cp	50	1.30	0.4	0.7	1.1	0.3	0.0	0.6	0.0	1.0	0.0				
WWXM	Georgetown	C2	97.7	100.0		791	g Root Comm Ltd	71	9709	7,000		1,100	0.85	13.5	10.0	9.3	10.7	0.0	7.5	0.0	7.2	0.0				
WDAI	Pawley's Island	A	98.5	6.0		328	e Laughridge, Richard	93	9409	425		600	0.53	11.9	9.3	6.7	9.4	0.0	9.1	0.0	0.0	0.0				
WZFX	Whiteville	C1	99.1	100.0		981	Beasley Bcst Group	62	9705	See (123)		n/a		2.9	1.0	1.5	2.3	0.0	1.6	0.0	1.0	0.0				
WMYB	Socastee	C3	99.5	13.5		446	f Pinnacle Bcstg	95	9701	5,125	d4			2.1	2.4	1.9	1.7	0.0	0.0	0.0	0.0	0.0				
WGTV	Andrews	A	100.9	3.0		328	a Ling Com Inc	85	9604	508	c1			0.0	0.0	0.4	0.0	0.0	0.3	0.0	0.0	0.0				
WKZQ	Myrtle Beach	C2	101.7	37.0		558	c Hirsh Bcstg Group	69	9704	4,500p	c5	450	1.00	4.7	3.8	3.7	3.7	0.0	6.6	0.0	3.8	0.0				
WYAK	Surfside Beach	C3	103.1	8.0	cp	528	f Pinnacle Bcstg	77	9701		d4	1,000	1.77	5.9	4.5	4.4	4.7	0.0	4.4	0.0	7.6	0.0				
WYAV	Conway	C1	104.1	100.0		981	f Pinnacle Bcstg	64	8904		g	800	1.23	6.8	4.5	8.5	5.4	0.0	6.6	0.0	6.5	0.0				
WNMB	N. Myrtle Beach	C3	105.9	17.0		351	b Ocean Drive Comm	72	9311	2,300	c3	650	1.44	4.7	5.2	4.4	3.7	0.0	3.1	0.0	2.4	0.0				
WSYN	Georgetown	C2	106.5	50.0		492	e Laughridge, Richard	73	9104	1,100		1,300	1.19	11.4	6.6	7.0	9.0	0.0	6.6	0.0	6.2	0.0				
WWSK	Mullins	C2	107.1	50.0		492	g Root Comm Ltd	75	9707		g1			5.1	3.8	5.2	4.0	0.0	0.0	0.0	0.0	0.0				
WGTR	Bucksport	C2	107.9	20.0	cp	784	g Root Comm Ltd	93	9707		g1	650	1.61	4.2	6.9	5.2	3.3	0.0	5.3	0.0	11.7	0.0				
# FM Stations - 18														# Combos - 15		FM TOTALS		95.1	77.7	76.7	75.2	0.0	71.7	0.0	67.0	0.0

AM Stations

City of		FCC	Day Power		Night Power	C	Owner	Year	Date	Sales		1996	Avg '96		Arbitron 12+ Metro Shares (see rights)											
Calls	License	Class	Freq	(kW)	(kW)			Std	Acq	Price (000)	LMA	Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993				
WDSC	Dillon	I1	800	1.0	0.38	g	Root Comm Ltd	46	9710		c6			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WGSN	N. Myrtle Beach	I1	900	0.5	0.50	b	Ocean Drive Comm	83	9311		c3			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WJXY	Conway	I1	1050	5.0	0.47	d	Karas, Sobol, etal	77	9701		c2	50	0.58	0.9	1.0	1.1	0.7	0.0	1.9	0.0	2.1	0.0				
WLSC	Loris	IV	1240	1.0	1.00	JARC	Bcstg Inc	58	8808	76				0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0				
WCKN	Surfside Beach	III	1270	5.0	0.50	J4	Broadcasting Co	80	9411	65				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WPJS	Conway	III	1330	5.0	0.50	WPJS	Bcstg Inc	45	9606		nc	150	0.98	1.6	0.0	0.0	1.3	0.0	1.6	0.0	1.0	0.0				
WGTV	Georgetown	IV	1400	1.0	1.00	a	Ling Com Inc	49	9604		c1			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WKEL	Myrtle Beach	IV	1450	1.0	1.00		Ocean Property Mgmt	48						0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WKZQ	Myrtle Beach	I1	1450	1.0	1.00	c	Hirsh Bcstg Group	65	9707		c5			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WLMC	Georgetown	III	1470	1.0	0.00		Melbar Bcstg Co	62	9311	38				2.5	3.1	2.6	2.0	0.0	1.6	0.0	0.0	0.0				
# AM Stations - 10														# Combos - 5		AM TOTALS		5.0	4.1	3.7	4.0	0.0	5.1	0.0	5.2	0.0
Stations Profiled - 28														# Duopolies - 7		Total Local Commercial Share		81.8	80.4	79.2	0.0	76.8	0.0	72.2	0.0	

Other Rulemaking: 100.3,A, Pawleys Island. NOTE: Rated twice beginning Fall '96

METRO RANK: 185

Metro Rank: 186

Revenue Rank: 243

Chico, CA Market Overview



Metro Counties

Butte, CA	204.3

	204.3

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 3,000	3,200	3,300	3,400	3,600	4,000	5.9%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.0%	\$ 4,200	4,400	4,700	4,900	5,200	5.5%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$2.65/1,000	\$2.66/1,000	\$3.17/1,000	Local	75%		
Revenue/Capita	\$16.19	\$19.58	\$24.88	National	25%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	185.3	204.3	2.0%	204.3	209.0	0.5%
Households	73.0	79.9	1.8%	79.9	82.2	0.6%
Retail Sales	1,133.1	1,502.8	5.8%	1,502.8	1,641.8	1.8%
EBI	2,125.9	2,368.9	2.2%	2,368.9	2,627.8	2.1%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	100.5	17.8	7.6	12.5	13.5	15.2	10.5	23.4
Women (000)	103.8	16.8	7.1	11.5	13.0	15.4	11.1	28.9
Total	204.3	34.6	14.7	24.0	26.5	30.6	21.6	52.3
Percentage	100.0%	17.0%	7.2%	11.7%	13.0%	15.0%	10.6%	25.6%
Per Capita	\$11,595	Median Household		\$22,813	Avg Household		\$29,648	
Ethnic Population:	White 93.2%	Black 1.4%	Asian 3.5%	Hispanic 8.8%				

Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations	5	9		6	14	4	18
Tot 12+	11.9	46.6		37.6	58.5	8.6	67.1
Avg 12+	2.4	5.2		6.3	4.2	2.2	3.7
Tot LCS	17.7	69.4		56.0	87.2	12.8	100.0
Avg LCS	3.5	7.7		9.3	6.2	3.2	5.6

Competitive Overview

Some stations also rated in Sacramento (28) and Redding (210).

FM Stations

Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)								
												Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993		
KLRS	Chico	A	92.7 1.5	643	e	Phoenix Bcstg Inc	93				AC	150	0.67	5.3	3.7	4.7	4.3	2.8	3.1	2.0	3.7	4.5		
KFMF	Chico	B1	93.9 2.0	1129	d	Regent Comm	68	9706		p g2	AOR	500	1.24	9.6	5.7	5.8	6.8	6.0	6.5	11.7	10.3	11.1		
KMXI	Chico	B	95.1 8.7	1171	b	McCoy Bcstg Co	72	9109		g1	AC	450	1.34	8.0	4.9	7.8	3.8	6.8	4.6	4.4	5.8	5.3		
KALF	Red Bluff	B	95.7 7.0	1266	d	Regent Comm	78	9706		p g2	Country	700	1.40	11.9	9.4	8.9	9.0	6.8	6.1	4.4	8.6	8.2		
KZAP	Paradise	B1	96.7 1.5	1289		Cheal, Robb	77	7912			Clsc Rock	150	0.81	4.4	3.7	4.3	4.3	1.6	1.5	2.4	2.5	2.5		
*KZCO	Oroville	B1	97.7 1.5	1276	a	Z Spanish Radio Ntwk	79	9609	450	c1	Spanish	175	1.04	4.0	1.6	0.4	0.4	4.8	2.7	4.8	3.3	8.6		
KSXX	Marysville	B	99.9 1.8	2182		EXCL Comm Inc	47	9703	See (28)		Spanish	n/a		1.2	1.2	0.4	0.0	1.6	0.0	0.0	0.0	0.4		
KCEZ	Corning	B	100.7 20.5	cp 1742	e	Phoenix Bcstg Inc	88				70s Oldies	400	1.22	7.8	4.1	1.9	4.7	5.6	2.3	3.2	2.1	3.3		
KMJE	Gridley	A	101.5 0.1	1975	e	Phoenix Bcstg Inc	96				AC			0.0	0.8	0.4	0.0	0.0	0.0	0.0	0.0	0.0		
KKCY	Colusa	A	103.1 0.1	1965	e	Phoenix Bcstg Inc	92	9111	390		Country	150	0.97	3.7	3.3	1.6	2.1	2.8	1.5	2.4	0.4	0.8		
KHSL	Paradise	B	103.5 1.6	1250	b	McCoy Bcstg Co	83	9608	1,900	c2	Country	400	0.90	10.6	7.4	6.2	7.7	6.4	6.5	10.9	6.2	8.2		
KYIX	South Oroville	A	104.9 0.3	1548	c	Butte Bcstg Co	95		40	cp	ChrsContemp			1.0	2.5	1.2	1.3	0.0	1.1	0.0	0.0	0.0		
KRQR	Orland	B	106.7 50.0	cp 308	e	Phoenix Bcstg Inc	94				Rock	350	0.81	10.3	5.7	6.6	9.0	4.8	8.0	3.6	0.8	0.0		
KPPL	Colusa	B	107.5 28.0	633	d	Regent Comm	86	9706		p g2	Lite Rock	300	1.21	5.9	4.5	6.6	4.3	3.6	4.6	6.5	6.2	4.5		
# FM Stations - 14												# Combos - 12		FM TOTALS		83.7	58.5	56.8	57.7	53.6	48.5	56.3	49.9	57.4

AM Stations

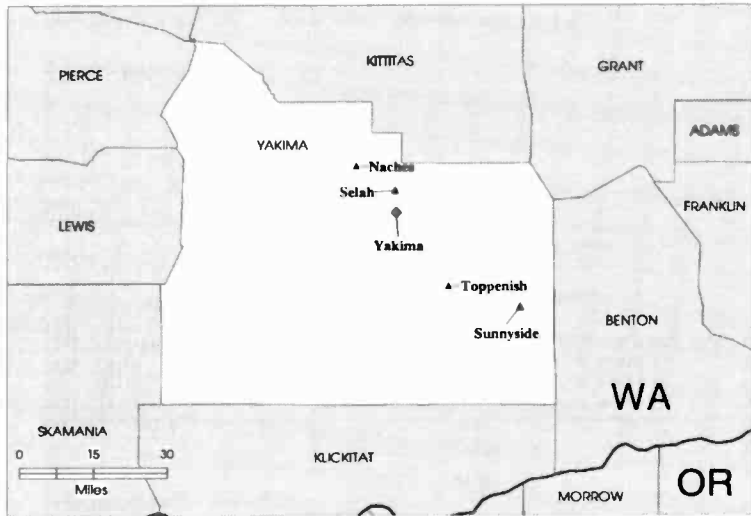
Calls	City of License	FCC Class	Power Freq (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
													Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993	
KKXX	Mulberry	III	930 1.0	cp 0.06	c	Butte Bcstg Co	60	6612				Chrstrn Talk			0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0		
KPAY	Chico	II	1060 10.0	10.00	b	McCoy Bcstg Co	59	9109		g1	Nws/Tk/Spts	475	0.72	15.6	8.2	8.5	10.3	10.4	11.1	8.9	4.9	6.6		
KNSN	Chico	III	1290 5.0	cp 5.00	b	McCoy Bcstg Co	35	9607		c2	Country			0.6	0.4	0.0	0.0	0.8	1.1	2.8	2.5	3.7		
KJAZ	Oroville	IV	1340 1.0	1.00	a	Z Spanish Radio Ntwk	62	9609		c1	Big Band			0.0	0.0	0.0	0.0	0.0	1.1	0.4	0.0	0.0		
# AM Stations - 4												# Combos - 4		AM TOTALS		16.2	8.6	8.5	10.3	11.2	13.7	12.1	7.4	10.3
Stations Profiled - 18												# Duopolies - 6		Total Local Commercial Share		67.1	65.3	68.0	64.8	62.2	68.4	57.3	67.7	

* Indicates a change since last edition.

Metro Rank: 187

Revenue Rank: 174

Yakima, WA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 5,400	5,600	5,600	5,800	7,000	7,000	5.3%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	10.0%	\$ 7,700	8,000	8,500	8,900	9,300	4.8%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.53/1,000	\$4.32/1,000	\$4.22/1,000	Local	80%		
Revenue/Capita	\$28.42	\$33.14	\$39.85	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	190.0	211.2	2.1%	211.2	233.4	2.0%
Households	66.4	73.0	1.9%	73.0	81.1	2.1%
Retail Sales	1,193.0	1,621.6	6.3%	1,621.6	2,203.7	6.3%
EBI	1,938.2	2,633.5	6.3%	2,633.5	3,605.1	6.5%

Metro Counties

Yakima, WA	211.2

	211.2

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	105.2	22.8	10.7	9.3	14.7	15.8	12.3	19.5
Women (000)	106.0	21.6	9.9	8.2	14.0	16.1	12.2	24.1
Total	211.2	44.4	20.6	17.5	28.7	31.9	24.5	43.6
Percentage	100.0%	21.0%	9.7%	8.3%	13.6%	15.1%	11.6%	20.6%
Per Capita	\$12,469	Median Household		\$28,163	Avg Household		\$36,075	
Ethnic Population:	White 90.0%	Black 1.5%	Asian 2.0%	Hispanic 29.0%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1		8	6	9	8	17
Tot 12+	2.9		52.2	46.5	55.1	24.4	79.5
Avg 12+	2.9		6.5	7.8	6.1	3.1	4.7
Tot LCS	3.6		65.7	58.5	69.3	30.7	100.0
Avg LCS	3.6		8.2	9.7	7.7	3.8	5.9

Competitive Overview

NOTE: Some stations also rated in Richland-Kennewick-Pasco (201).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales Price	LMA	Format	1996 Revenue	1996 Power	Avg '96 Local	Arbitron 12+ Metro Shares (see rights)													
Calls	License	Class	Freq	(kW)				Std	Acq	(000)			(000)	Ratio	Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993						
* KOSM	Toppenish	C2	92.9	17.0	843	b	Ingstad, Tom	77	9503	300		Country	600	1.32	5.9	4.7	5.3	4.8	0.0	6.9	0.0	5.5	0.0						
KATS	Yakima	C1	94.5	100.0	909	b	Ingstad, Tom	68	8708	1,550	c2	AOR/ClscRck	1,100	1.01	14.1	9.0	11.0	11.4	0.0	10.6	0.0	11.3	0.0						
KZTB	Sunnyside	A	96.7	5.8	-1	c	Butterfield Bcstg	74	9706	425p	c1	Spanish			0.9	2.9	1.8	0.7	0.0	0.0	0.0	0.0	0.0						
KZTA	Yakima	C3	99.7	7.6	584	a	Spanish Lang Bcstrs	85	9506	525	c3	Spanish	250	0.31	10.5	2.9	4.6	8.5	0.0	5.7	0.0	3.1	0.0						
KHHK	Naches	C3	99.7	0.3	584	c	Butterfield Bcstg	87	9410	247		Oldies	150	2.16	0.9	5.0	1.4	0.7	0.0	2.0	0.0	1.7	0.0						
KZXR	Prosser	C3	101.7	3.5	869		Bogart-Funk Entrp	62	9212	285		Hot AC			0.9	0.7	0.4	0.7	0.0	0.0	0.0	0.0	0.0						
KXDD	Yakima	C	104.1	100.0	cp 1129	c	Butterfield Bcstg	71	9310	1,746	c4	Country	1,750	1.18	19.2	14.4	14.9	15.5	0.0	22.8	0.0	25.1	0.0						
KRSE	Yakima	C1	105.7	100.0	584	d	B & B Bcstg	77	9311	425	c5	AC	950	1.42	8.7	4.7	5.7	7.0	0.0	5.3	0.0	6.5	0.0						
KFFM	Yakima	C	107.3	100.0	1499	b	Ingstad, Tom	70	9606	1,900	c1	CHR	650	0.53	16.0	10.8	14.2	12.9	0.0	12.6	0.0	6.2	0.0						
# FM Stations - 9															# Combos - 8														
FM TOTALS															77.1	55.1	59.3	62.2	0.0	65.9	0.0	59.4	0.0						

AM Stations

City of		FCC	Day Power	Night Power	HAAT	C	Owner	Year	Date	Sales Price	LMA	Format	1996 Revenue	1996 Power	Avg '96 Local	Arbitron 12+ Metro Shares (see rights)													
Calls	License	Class	Freq	(kW)				Std	Acq	(000)			(000)	Ratio	Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993						
KJOX	Yakima	III	930	1.0	0.13	a	Spanish Lang Bcstrs	62	9506		c3	Sports/Talk	75		0.0	1.1	0.0	0.0	0.0	0.8	0.0	1.0	0.0						
KCHT	Selah	III	980	5.0	cp 0.50	c	Butterfield Bcstg	55	9310		c4	News/Talk	175	0.61	3.7	2.2	2.5	3.0	0.0	2.0	0.0	3.4	0.0						
KYXE	Selah	II	1020	5.0	0.50	a	Spanish Lang Bcstrs	83	9507	350		Spanish	300	4.33	0.9	2.5	1.1	0.7	0.0	0.4	0.0	0.0	0.0						
KREW	Sunnyside	II	1210	10.0	1.00	c	Butterfield Bcstg	50	9706		p c1	Nostalgia	50	0.72	0.9	0.7	0.7	0.7	0.0	1.6	0.0	1.7	0.0						
KIT	Yakima	III	1280	5.0	1.00	b	Ingstad, Tom	29	8708		c2	News/Talk	1,100	1.20	11.9	11.5	10.7	9.6	0.0	5.3	0.0	8.2	0.0						
KBBO	Yakima	III	1390	5.0	0.39	d	B & B Bcstg	47	9311		c5	Religion			1.9	1.4	1.8	1.5	0.0	0.4	0.0	1.7	0.0						
KMWX	Yakima	III	1460	5.0	3.70	b	Ingstad, Tom	44	9606		c1	Oldies	375	1.32	3.7	5.0	5.3	3.0	0.0	0.8	0.0	1.4	0.0						
KENE	Toppenish	IV	1490	1.0	1.00		Good News & Music Co	53				Country	125		0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0						
# AM Stations - 8															# Combos - 7														
AM TOTALS															23.0	24.4	23.2	18.5	0.0	11.3	0.0	17.4	0.0						
Stations Profiled - 17															# Duopolies - 6														
Total Local Commercial Share															79.5	82.5	80.7	0.0	77.2	0.0	76.8	0.0							

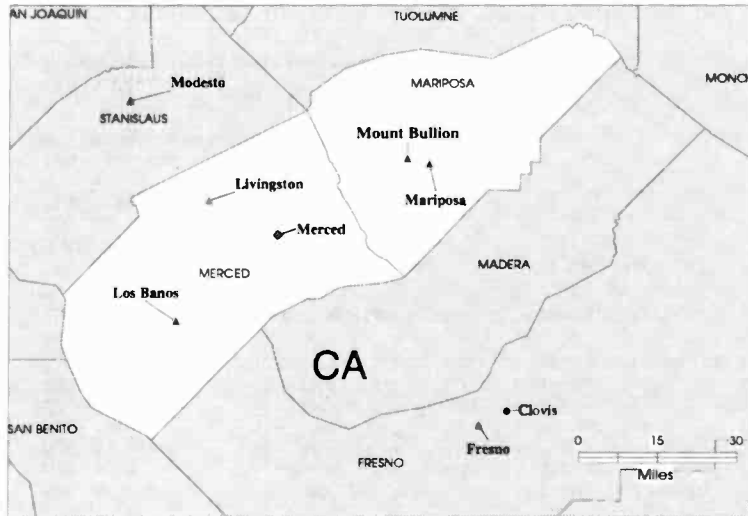
NOTE: Market rated twice yearly with Fall 1996 period.

* Indicates a change since last edition.

Metro Rank: 188

Revenue Rank: 253

Merced, CA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ N/A	N/A	N/A	N/A	3,000	3,200	
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.3%	\$ 3,400	3,600	3,800	3,900	4,200	5.4%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	N/A	\$2.79/1,000	\$3.19/1,000	Local	80%		
Revenue/Capita	N/A	\$14.59	\$17.60	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990		1995		2000		Growth Rate	
	1990	1995	1995	2000	1995	2000	Rate	
MSA Population	196.4	219.3	219.3	238.7	2.2%	1.7%		
Households	62.1	68.0	68.0	73.9	1.8%	1.7%		
Retail Sales	920.7	1,146.2	1,146.2	1,314.6	4.5%	2.8%		
EBI	2,032.0	2,148.7	2,148.7	2,434.6	1.1%	2.5%		

Metro Counties

Mariposa, CA	16.6
Merced, CA	202.7

	219.3

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	110.9	27.1	11.2	10.8	17.4	16.0	11.2	17.2
Women (000)	108.4	25.6	10.5	9.1	16.2	15.3	11.5	20.2
Total	219.3	52.7	21.7	19.8	33.6	31.4	22.8	37.4
Percentage	100.0%	24.0%	9.9%	9.0%	15.3%	14.3%	10.4%	17.0%
Per Capita	\$ 9,798	Median Household		\$24,359	Avg Household		\$31,599	
Ethnic Population:	White 84.2%	Black 4.7%	Asian 9.8%	Hispanic 34.9%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	7	9		5	16	3	19
Tot 12+	11.3	44.4		28.9	55.7	7.4	63.1
Avg 12+	1.6	4.9		5.8	3.5	2.5	3.3
Tot LCS	17.9	70.4		45.8	88.3	11.7	100.0
Avg LCS	2.6	7.8		9.2	5.5	3.9	5.3

MARKET: Merced, CA

METRO RANK: 188

Competitive Overview

Some stations also rated in Fresno (64) and Modesto (122).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales Price	LMA	Format	1996 Revenue	1996 Power	Avg '96 Local	Arbitron 12+ Metro Shares (see rights)								
Calls	License	Class	Freq	(kW)				Std	Acq	(000)			(000)	Ratio	Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993	
KVRQ	Atwater	A	92.5	6.0	328		Clarke Bcstg Corp	95				Clsc Rock	200	1.55	3.8	3.1	2.0	4.2	0.4	0.0	0.0	0.0	0.0	0.0
• KSKS	Fresno	B	93.7	68.0	1910		CBS Corporation	46	9709	See (64)		Country	n/a		7.1	5.4	3.6	3.1	4.9	6.6	5.6	7.8	0.0	
KHOP	Oakdale	B	95.1	16.0 cp	876	b	Citadel Comm Corp	85	9703	See (122)	1	AOR	n/a		7.9	5.4	6.7	5.8	3.3	8.2	5.2	0.8	0.0	
KNTD	Livingston	A	95.9	3.0	305		All American Bcstg	85	9302	198		Spanish	250	1.89	3.9	1.2	1.6	1.9	2.5	3.5	4.0	4.3	0.0	
KUBB	Mariposa	B	96.3	1.9	2113	d	Buckley Bcstg Corp	77	8507			Country	700	1.24	16.6	7.0	7.5	8.5	10.2	8.2	7.6	9.4	0.0	
KABX	Merced	B	97.5	50.0	489	a	Merced Radio Prtners	36	8901	1,775	c1	Oldies	850	2.34	10.7	7.0	4.0	6.5	5.7	6.6	6.0	6.3	0.0	
• KLOQ	Winton	A	98.7	6.0 cp	299	c	Clarke Bcstg Corp	94	9608	500	c2	Spanish	200	2.35	2.5	1.9	1.6	1.2	1.6	0.0	0.0	0.0	0.0	
• KCIV	Mount Bullion	B	99.9	1.9	2100		Bott Radio Network	89				Religion			2.5	1.6	0.0	1.2	1.6	0.8	0.8	2.3	0.0	
KAMB	Merced	B	101.5	17.0	846		Central Valley Bcstg	67	9609		st	ChrsContemp			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KAAT	Oakhurst	B1	103.1	25.0 cp	125		Calif-Sierra Corp	82				AC			2.2	1.6	1.6	2.7	0.0	0.8	0.4	0.0	0.0	
KATM	Modesto	B	103.3	50.0	499	b	Citadel Comm Corp	48	9212	See (122)	1	Country	n/a		8.9	4.3	7.1	3.8	6.1	3.1	5.6	6.6	0.0	
KDJK	Mariposa	A	103.9	0.1	2047	b	Citadel Comm Corp	92	9308	See (122)		Clsc Hits			1.5	0.4	0.0	0.4	1.2	0.8	1.2	1.6	0.0	
KHTN	Los Banos	B	104.7	50.0	469	d	Buckley Bcstg Corp	66	9508	510		CHR	400	0.52	22.8	12.1	12.7	12.3	13.5	8.9	14.1	10.9	0.0	
KIBG	Merced	A	106.3	3.0	476	a	Merced Radio Prtners	89	9602	450		AC	150	2.01	2.2	1.6	3.2	2.7	0.0	3.5	3.2	5.5	0.0	
KQLB	Los Banos	A	106.9	6.0	328		VLB Bcstg Inc	92	9112		na	Country	50	2.10	0.7	2.3	2.0	0.8	0.0	0.4	0.0	0.0	0.0	
KFIE	Merced	A	107.7	5.0	361		All American Bcstg	94				Spanish	100		0.0	0.8	1.6	0.0	0.0	0.0	0.0	0.0	0.0	
# FM Stations - 16															# Combos - 8		FM TOTALS							
															93.3	55.7	55.2	55.1	51.0	51.4	53.7	55.5	0.0	

AM Stations

City of		FCC	Day Power	Night Power	C	Owner	Year	Date	Sales Price	LMA	Format	1996 Revenue	1996 Power	Avg '96 Local	Arbitron 12+ Metro Shares (see rights)								
Calls	License	Class	Freq	(kW)	(kW)		Std	Acq	(000)			(000)	Ratio	Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993	
KLBS	Los Banos	III	1330	0.4	5.00		61	8205			Portuguese			0.0	2.3	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
KYOS	Merced	III	1480	5.0	5.00	a	Merced Radio Prtners	83	8901		c1	News/Talk	300	2.01	4.4	5.1	1.2	3.5	1.6	4.3	2.8	2.3	0.0
KTFN	Merced	II	1580	1.0	0.30	c	Clarke Bcstg Corp	56	9608		c2	Spanish	200	2.56	2.3	0.0	2.0	1.9	0.8	0.4	0.4	1.6	0.0
# AM Stations - 3															# Combos - 2		AM TOTALS						
															6.7	7.4	3.2	5.4	2.4	5.1	3.2	3.9	0.0
Stations Profiled - 19															# Duopolies - 6		Total Local Commercial Share						
															63.1	58.4	60.5	53.4	56.5	56.9	59.4	0.0	

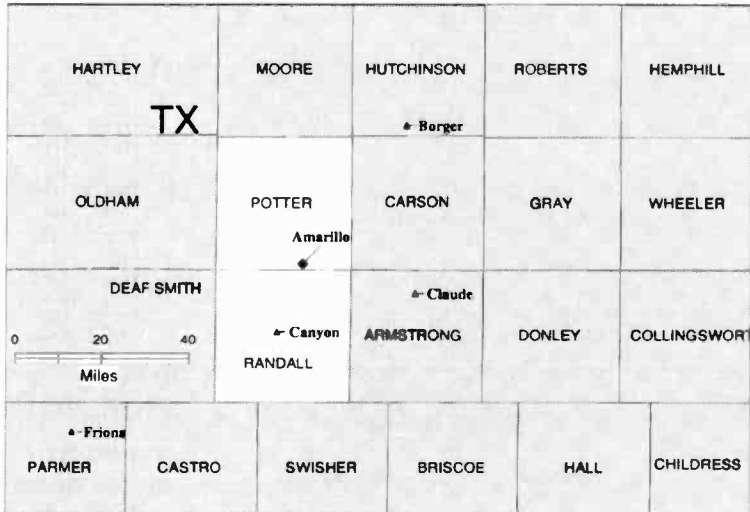
NOTE: Market first rated Spring 1994.

• Indicates a change since last edition.

Metro Rank: 189

Revenue Rank: 175

Amarillo, TX Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 5,600	5,500	5,700	6,000	6,500	7,100	4.9%
***	Δ 95-96 7.0%	1996 \$ 7,600	1997 7,900	1998 8,300	1999 8,700	2000 9,200	Δ 96-00 4.9%

	1990	1995	2000	Est. Breakout
Revenue/Retail Sales	\$2.99/1,000	\$3.36/1,000	\$3.65/1,000	Local 85%
Revenue/Capita	\$29.79	\$34.27	\$42.22	National 15%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	Growth			Growth		
	1990	1995	Rate	1995	2000	Rate
MSA Population	188.0	207.2	2.0%	207.2	217.9	1.0%
Households	72.1	77.7	1.5%	77.7	83.2	1.4%
Retail Sales	1,872.8	2,113.5	2.4%	2,113.5	2,518.6	3.6%
EBI	2,511.1	2,884.2	2.8%	2,884.2	3,661.9	4.9%

Metro Counties

Potter, TX	109.5
Randall, TX	97.7

	207.2

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	99.8	20.3	9.0	9.3	15.9	15.8	11.4	18.2
Women (000)	107.4	19.8	8.8	9.7	15.6	16.1	12.4	24.9
Total	207.2	40.1	17.8	19.0	31.5	31.9	23.8	43.1
Percentage	100.0%	19.4%	8.6%	9.2%	15.2%	15.4%	11.5%	20.8%
Per Capita	\$13,920	Median Household		\$29,149	Avg Household		\$37,120	
Ethnic Population:	White 91.0%	Black 5.8%	Asian 2.2%	Hispanic 16.5%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	3		11	9	14	7	21
Tot 12+	11.6		60.8	65.7	72.4	14.9	87.3
Avg 12+	3.9		5.5	7.3	5.2	2.1	4.2
Tot LCS	13.3		69.6	75.3	82.9	17.1	100.0
Avg LCS	4.4		6.3	8.4	5.9	2.4	4.8

Competitive Overview

FM Stations

City of		FCC	Power	Year		Sales	1996	Avg '96	Arbitron 12+ Metro Shares (see rights)														
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Date	Price	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	
										(000)	(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990		
KQIZ	Amarillo	C1	93.1	100.0	699		Wiskes/Abaris Comm	76	9007														
KBUY	Amarillo	C	94.1	100.0	1083	a	Champion Bcstg Corp	46	9704	750	475	0.87	7.2	8.6	6.4	7.9	3.3	8.0	9.8	6.4	7.8		
KGRW	Friona	C2	94.7	50.0	331	e	Galbreath Bcstg Inc	94	9512	110			0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0		
KARX	Claude	C1	95.7	100.0	390		West Jewell Mgmt Inc	92	9505		500	1.20	5.5	6.0	4.9	3.7	7.4	4.8	12.4	0.0	0.0		
KMML	Amarillo	C1	96.9	100.0	614	a	Champion Bcstg Corp	85	9704	1,500	850	1.11	10.1	6.0	9.0	9.4	6.1	12.8	16.7	20.4	14.7		
KGNC	Amarillo	C	97.9	98.0	1283	c	Morris Comm Corp	58	9612		1,400	1.06	17.3	11.9	15.4	12.7	10.7	10.0	3.3	5.7	8.5		
*KNSY	Amarillo	C1	98.7	100.0	469	a	Champion Bcstg Corp	79	9704		300	1.36	2.9	4.5	2.6	3.7	3.7	3.2	6.9	5.7	6.2		
KBZD	Amarillo	C3	99.7	21.5	351		Dragonfly Comm LLC	93	9701	325	100	1.64	0.8	0.7	0.7	2.6	1.2	0.0	0.0	0.0	0.0		
KATP	Amarillo	C1	101.9	100.0	935		Cropper-McGuire Bctg	76	9605	610	250	1.57	2.1	1.5	1.9	2.2	2.9	5.2	4.7	7.9	1.9		
KRGN	Amarillo	A	103.1	3.0	299		La Voz del Salvacion	87	9309				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KQFX	Borger	C1	104.3	100.0	574	e	Galbreath Bcstg Inc	75	9503	734	300	1.58	2.5	2.2	2.2	6.4	2.9	3.2	0.7	0.0	0.0		
KAEZ	Amarillo	A	105.7	6.0	236		KAEZ-FM Inc	91			350	0.90	5.1	4.5	4.5	2.6	4.1	4.0	4.7	0.0	0.0		
KPUR	Canyon	A	107.1	6.0	315	d	Westwind Bcstg Inc	81	9211	245	350	1.10	4.2	7.1	3.7	6.4	5.3	2.4	1.5	4.5	6.6		
KZRK	Canyon	C1	107.9	100.0	476	b	Heritage Comm Corp	81	9706		375	0.51	9.7	9.3	8.6	4.1	2.5	2.0	4.4	5.7	10.5		

# FM Stations - 14													# Combos - 8										
													FM TOTALS										
													80.0 72.4 71.1 68.8 67.3 67.6 70.9 66.9 67.4										

AM Stations

City of		FCC	Day Power	Night Power	Year		Sales	1996	Avg '96	Arbitron 12+ Metro Shares (see rights)													
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Date	Price	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	
										(000)	(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990		
KGNC	Amarillo	II	710	10.0	10.00	c	Morris Comm Corp	22	9612		1,250	1.70	9.7	10.1	8.6	10.1	10.2	9.6	6.5	10.2	9.7		
KIXZ	Amarillo	II	940	5.0	1.00	a	Champion Bcstg Corp	47	9704		200	0.35	7.5	2.6	6.7	4.5	5.7	5.6	7.6	7.9	1.9		
KTNZ	Amarillo	II	1010	5.0	0.50		Metropolitan Radio	46	9704	90			0.0	0.0	0.0	0.0	0.0	0.4	1.1	0.4	1.2		
KZIP	Amarillo	III	1310	1.0	0.00		Del Norte Inc	55	8411	270	100	0.77	1.7	0.0	1.5	0.0	2.5	3.6	2.5	1.1	0.0		
KDJW	Amarillo	III	1360	0.5	0.14		New Life Comm	55	8610	200			0.0	0.7	0.0	0.0	0.8	0.0	0.4	0.0	0.4		
KPUR	Amarillo	III	1440	5.0	1.00	d	Westwind Bcstg Inc	39	9211				1.2	1.5	1.1	0.7	0.4	0.4	0.0	0.4	2.3		
KZRK	Canyon	II	1550	1.0	0.22	b	Heritage Comm Corp	62	9706				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		

# AM Stations - 7													# Combos - 4										
													AM TOTALS										
													20.1 14.9 17.9 15.3 19.6 19.6 18.1 20.0 15.9										
Stations Profiled - 21													# Duopolies - 3										
													Total Local Commercial Share										
													87.3 89.0 84.1 86.9 87.2 89.0 86.9 83.3										

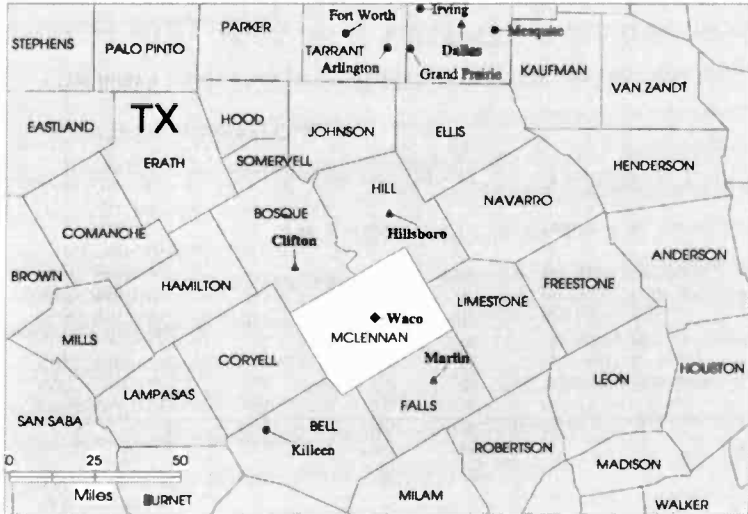
Other Rulemaking: 100.9, C1, Amarillo

* Indicates a change since last edition.

Metro Rank: 190

Revenue Rank: 194

Waco, TX Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 5,200	5,000	4,800	4,800	5,100	5,500	0.9%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	15.6%	\$ 6,300	6,600	6,900	7,300	7,700	5.1%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.84/1,000	\$3.11/1,000	\$3.34/1,000	Local	85%		
Revenue/Capita	\$27.38	\$27.14	\$36.30	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990		1995		Growth Rate	
	1990	1995	1995	2000	Rate	Rate
MSA Population	189.9	200.8	1.1%	200.8	212.1	1.1%
Households	70.5	74.7	1.2%	74.7	80.1	1.4%
Retail Sales	1,354.9	1,751.2	5.3%	1,751.2	2,303.2	5.6%
EBI	2,106.8	2,592.1	4.2%	2,592.1	3,368.5	5.4%

Metro Counties

McLennan, TX	200.8

	200.8

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	97.6	18.6	8.7	12.7	14.1	14.0	10.8	18.7
Women (000)	103.2	17.9	8.3	12.4	13.5	14.4	11.5	25.3
Total	200.8	36.5	17.0	25.1	27.7	28.3	22.3	43.9
Percentage	100.0%	18.2%	8.5%	12.5%	13.8%	14.1%	11.1%	21.9%
Per Capita	\$12,909	Median Household		\$26,327	Avg Household		\$34,700	
Ethnic Population:	White 82.6%	Black 16.1%	Asian 0.9%	Hispanic 14.7%				

Market Summary

	Class A	Class B	Class C	Viabile FM's	All FM's	All AM's	Total
# Stations	1		7	4	8	4	12
Tot 12+	3.4		62.2	50.9	65.6	6.6	72.2
Avg 12+	3.4		8.9	12.7	8.2	1.7	6.0
Tot LCS	4.7		86.1	70.5	90.9	9.1	100.0
Avg LCS	4.7		12.3	17.6	11.4	2.3	8.3

MARKET: Waco, TX

METRO RANK: 190

Competitive Overview

Some stations also rated in Dallas (7).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales Price	LMA	Format	1996 Revenue	1996 Power	Avg '96 Local	Arbitron 12+ Metro Shares (see rights)										
Calls	License	Class	Freq	(kW)				Std	Acq	(000)			(000)	Ratio	Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993			
KEYR	Marlin	C2	92.9	50.0	cp	492	b KRZI Inc	77	8812	410		AC			1.1	1.3	0.9	0.8	0.0	0.8	0.0	0.4	0.0			
KBCT	Waco	A	94.5	3.2		453	Kennelwood Bcstg Co	96				Smooth Jazz			0.0	3.4	2.2	0.0	0.0	0.0	0.0	0.0	0.0			
KCKR	Waco	C	95.5	100.0		1070	a Capstar Bcstg Ptrs	59	9707		g1	Country	1,100	0.97	18.0	10.8	10.5	12.9	0.0	10.3	0.0	11.6	0.0			
KWTX	Waco	C	97.5	97.0		1568	a Capstar Bcstg Ptrs	70	9707		g1	CHR	1,400	1.53	14.5	12.5	12.2	10.4	0.0	14.4	0.0	8.4	0.0			
WACO	Waco	C	99.9	90.0		1660	a Capstar Bcstg Ptrs	60	9707		g1	Country	1,850	1.33	22.1	18.5	16.6	15.8	0.0	18.1	0.0	16.8	0.0			
KBRQ	Hillsboro	C1	102.5	100.0		449	a Capstar Bcstg Ptrs	59	9707		g1	Clsc Rock	950	1.37	11.0	9.1	7.9	7.9	0.0	7.8	0.0	7.2	0.0			
KWOW	Clifton	C3	103.3	8.0		574	M&M Bcstg Co	89	9607	330		Oldies	400	1.11	5.7	2.2	2.6	4.1	0.0	3.3	0.0	4.0	0.0			
KKDA	Dallas	C	104.5	100.0		1591	Service Bcstg Corp	47				Urban	n/a		16.2	7.8	9.2	11.6	0.0	9.5	0.0	8.0	0.0			
															----	----	----	----	----	----	----	----	----	----	----	----
# FM Stations - 8															# Combos - 5	FM TOTALS		88.6	65.6	62.1	63.5	0.0	64.2	0.0	56.4	0.0

AM Stations

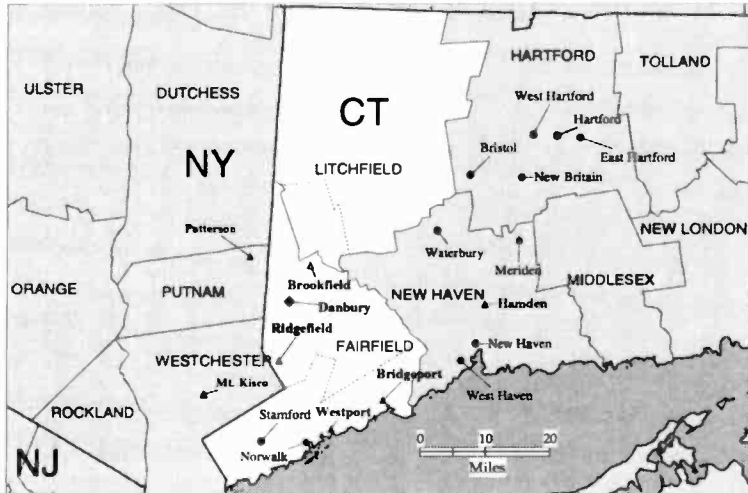
City of		FCC	Day Power	Night Power	C	Owner	Year	Date	Sales Price	LMA	Format	1996 Revenue	1996 Power	Avg '96 Local	Arbitron 12+ Metro Shares (see rights)											
Calls	License	Class	Freq	(kW)	(kW)		Std	Acq	(000)			(000)	Ratio	Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993				
KBBW	Waco	II	1010	10.0	2.50		53	8604	600		Chrstrn Talk	100	0.66	2.4	0.9	0.4	1.7	0.0	0.4	0.0	0.8	0.0				
KWTX	Waco	IV	1230	1.0	1.00	a	Capstar Bcstg Ptrs	46	9707		g1	News	100	0.66	2.4	2.2	2.2	1.7	0.0	1.2	0.0	2.0	0.0			
KKTK	Waco	III	1460	1.0	1.00	a	Capstar Bcstg Ptrs	22	9707		g1	Sports	200	0.91	3.5	1.3	2.2	2.5	0.0	0.8	0.0	2.8	0.0			
KRZI	Waco	II	1580	1.0	0.50	b	KRZI Inc	62	8609	340		Nws/Tk/Spts	200	1.09	2.9	2.2	1.3	2.1	0.0	3.7	0.0	1.2	0.0			
# AM Stations - 4															# Combos - 3	AM TOTALS		11.2	6.6	6.1	8.0	0.0	6.1	0.0	6.8	0.0
Stations Profiled - 12															# Duopolies - 3	Total Local Commercial Share		72.2	68.2	71.5	0.0	70.3	0.0	63.2	0.0	

NOTE: Rated twice yearly with Fall 1996 period

Metro Rank: 191

Revenue Rank: 171

Danbury, CT Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 5,000	5,300	5,800	6,300	6,900	7,600	8.7%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	3.9%	\$ 7,900	8,300	8,700	9,200	9,800	5.5%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$2.77/1,000	\$3.31/1,000	\$3.57/1,000	Local	85%		
Revenue/Capita	\$25.89	\$39.03	\$50.23	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	193.1	194.7	0.2%	194.7	195.1	0.0%
Households	71.5	72.2	0.2%	72.2	73.2	0.3%
Retail Sales	1,802.6	2,295.4	5.0%	2,295.4	2,743.5	3.6%
EBI	4,223.8	5,129.2	4.0%	5,129.2	6,071.8	3.4%

Metro Counties

Fairfield, CT	169.7
Litchfield, CT	25.0

	194.7

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	94.2	15.5	7.3	8.0	14.7	16.1	13.5	19.1
Women (000)	100.5	14.8	7.0	7.8	14.7	16.9	14.4	24.9
Total	194.7	30.3	14.3	15.8	29.4	33.0	27.9	44.1
Percentage	100.0%	15.6%	7.3%	8.1%	15.1%	16.9%	14.3%	22.6%
Per Capita	\$26,342	Median Household		\$53,252	Avg Household		\$71,043	
Ethnic Population:	White 87.7%	Black 9.8%	Asian 2.3%	Hispanic 9.1%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	3	4		2	7	3	10
Tot 12+	15.4	16.6		18.7	32.0	7.7	39.7
Avg 12+	5.1	4.2		9.4	4.6	2.6	4.0
Tot LCS	38.8	41.8		47.1	80.6	19.4	100.0
Avg LCS	12.9	10.5		23.6	11.5	6.5	10.0

MARKET: Danbury, CT

METRO RANK: 191

Competitive Overview

Some stations also rated in Bridgeport (112).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year Date		Sales Price	LMA	Format	1996	Power	Avg '96		Arbitron 12+ Metro Shares (see rights)						
Calls	License	Class	Freq	(kW)				Std	Acq	(000)			Revenue		Ratio	Local	Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994
WRKI	Brookfield	B	95.1	29.5	cp	637	b Atlantic Star	57	9603		g1	AOR	2,850	1.94	18.6	5.3	6.4	8.0	9.1	8.8	8.0	11.8	9.1
WDAQ	Danbury	A	98.3	1.3		459	a Berkshire Bcstg Corp	53				Hot AC	2,400	0.90	33.7	13.4	14.0	15.6	15.4	15.4	12.9	12.9	14.2
WEZN	Bridgeport	B	99.9	27.5		669	Cox Radio Inc	60	9704	See (112)		AC	n/a		17.0	7.7	5.9	7.2	8.4	5.4	6.8	5.5	7.3
WAXB	Patterson	A	105.5	0.9		610	b Atlantic Star	64	9603		g2	Oldies	1,000	5.50	2.3	2.0	3.4	1.4	0.7	0.0	0.0	0.8	0.0
WEBE	Westport	B	107.9	50.0		384	M.L. Media LP	82	8710	12,000		AC	n/a		5.9	2.4	3.0	2.2	3.2	1.5	3.6	1.2	2.9
# FM Stations -		5		# Combos -		3		FM TOTALS						77.5	30.8	32.7	34.4	36.8	31.1	31.3	32.2	33.5	

AM Stations

City of		FCC	Day Power		Night Power	C	Owner	Year Date		Sales Price	LMA	Format	1996	Power	Avg '96		Arbitron 12+ Metro Shares (see rights)						
Calls	License	Class	Freq	(kW)	(kW)			Std	Acq	(000)			Revenue		Ratio	Local	Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994
WLAD	Danbury	II	800	1.0	0.29	a	Berkshire Bcstg Corp	47				Full Service	1,000	0.98	12.9	6.9	7.2	6.5	5.3	5.8	8.8	7.5	6.2
WREF	Ridgefield	II	850	2.5	1.00	a	Berkshire Bcstg Corp	82	9701	550		Oldies	450	1.50	3.8	0.4	0.8	0.7	2.8	1.5	0.8	3.1	4.0
WINE	Brookfield	II	940	0.7	0.00	b	Atlantic Star	66	9603		g1	News/Talk	200	0.87	2.9	0.4	0.0	2.2	0.4	1.2	1.6	0.4	0.7
# AM Stations -		3		# Combos -		3		AM TOTALS						19.6	7.7	8.0	9.4	8.5	8.5	11.2	11.0	10.9	
Stations Profiled -		8		# Duopolies -		2		Total Local Commercial Share						38.5	40.7	43.8	45.3	39.6	42.5	43.2	44.4		

Metro Rank: 192

Revenue Rank: 139

Springfield, IL Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 6,900	7,000	7,600	8,100	8,900	9,900	7.5%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.1%	\$ 10,500	11,000	11,600	12,200	12,900	5.3%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.48/1,000	\$5.58/1,000	\$6.45/1,000	Local	85%		
Revenue/Capita	\$36.33	\$50.03	\$63.20	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	189.9	197.9	0.8%	197.9	204.1	0.6%
Households	76.5	80.0	0.9%	80.0	83.6	0.9%
Retail Sales	1,539.9	1,773.8	2.9%	1,773.8	2,001.1	2.4%
EBI	2,575.2	3,279.7	5.0%	3,279.7	4,069.7	4.4%

Metro Counties

Menard, IL	12.4
Sangamon, IL	185.5

	197.9

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	93.6	17.9	8.3	7.0	14.5	16.2	11.8	17.9
Women (000)	104.3	17.1	8.0	7.5	15.3	17.6	12.9	26.0
Total	197.9	35.0	16.3	14.5	29.8	33.8	24.7	43.9
Percentage	100.0%	17.7%	8.2%	7.3%	15.0%	17.1%	12.5%	22.2%
Per Capita	\$16,573	Median Household		\$34,257	Avg Household		\$40,996	
Ethnic Population:	White 90.6%	Black 8.4%	Asian 0.9%	Hispanic 0.8%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	3	6		6	9	4	13
Tot 12+	13.4	53.4		57.1	66.8	16.1	82.9
Avg 12+	4.5	8.9		9.5	7.4	4.0	6.4
Tot LCS	16.2	64.4		68.9	80.6	19.4	100.0
Avg LCS	5.4	10.7		11.5	9.0	4.9	7.7

Competitive Overview

FM Stations

													Arbitron 12+ Metro Shares (see rights)												
City of		FCC	Power		Year		Date		Sales		1996		Avg '96		1997		1996		1995		1994		1993		
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	1997	1996	1996	1995	1995	1994	1994	1993	1993	
* WQLZ	Taylorville	B1	92.7	11.5	482	b	Mid-West Family Bcst	67	9211	1,000		AOR	1,000	0.78	12.2	10.4	14.3	9.9	0.0	10.6	0.0	9.4	0.0	0.0	
WYXY	Lincoln	B1	93.9	15.0	430	c	Saga Comm LP	93	9705	6,000	c2	Country	600	1.19	4.8	6.7	5.2	3.9	0.0	1.1	0.0	0.0	0.0	0.0	
WCVS	Viriden	A	96.7	6.0	328	a	Capstar Bcstg Ptrs	82	9703		p g1	70s Oldies	100	0.60	1.6	1.9	0.8	1.3	0.0	1.1	0.0	1.2	0.0	0.0	
WLUJ	Petersburg	A	97.7	6.0	328		Van Zandt, Richard	86				Inspiration			1.6	1.1	1.2	1.3	0.0	0.4	0.0	2.0	0.0	0.0	
WNNS	Springfield	B	98.7	50.0	469	b	Mid-West Family Bcst	80	8502			AC	1,500	1.17	12.2	10.1	10.0	9.9	0.0	9.9	0.0	9.4	0.0	0.0	
WYMG	Jacksonville	B	100.5	50.0	492	c	Saga Comm LP	48	8608		g	Clsc Rock	950	1.31	6.9	5.6	6.4	5.6	0.0	6.6	0.0	5.9	0.0	0.0	
WQOL	Springfield	B	101.9	50.0	272	c	Saga Comm LP	65	9309	1,500	e	Oldies	1,550	1.26	11.7	8.6	6.8	9.5	0.0	9.9	0.0	10.6	0.0	0.0	
WDBR	Springfield	B	103.7	20.0 cp	768	c	Saga Comm LP	48	9705		c2	CHR	1,000	0.64	14.9	13.4	12.4	12.1	0.0	10.2	0.0	10.6	0.0	0.0	
WFMB	Springfield	B	104.5	43.0	430	a	Capstar Bcstg Ptrs	65	9703		p g1	Country	1,800	1.15	14.9	9.0	11.6	12.1	0.0	15.3	0.0	15.7	0.0	0.0	
# FM Stations - 9													# Combos - 8												
													FM TOTALS												
													80.8	66.8	68.7	65.6	0.0	65.1	0.0	64.8	0.0				

AM Stations

													Arbitron 12+ Metro Shares (see rights)													
City of		FCC	Day		Night		Year		Date		Sales		1996		Avg '96		1997		1996		1995		1994		1993	
Calls	License	Class	Freq	Power (kW)	Power (kW)	C	Owner	Std	Acq	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	1997	1996	1996	1995	1995	1994	1994	1993	1993		
WMAY	Springfield	III	970	1.0	0.50	b	Mid-West Family Bcst	50	7612			News/Talk	600	0.83	6.9	5.6	4.4	5.6	0.0	5.5	0.0	6.3	0.0	0.0	0.0	
WTAX	Springfield	IV	1240	1.0	1.00	c	Saga Comm LP	30	9705		c2	News/Talk	1,150	1.03	10.6	8.6	7.6	8.6	0.0	8.0	0.0	8.6	0.0	0.0	0.0	
WVAX	Lincoln	III	1370	1.0	0.04	c	Saga Comm LP	51	9705		c2	Nws/Tk/Spts			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WFMB	Springfield	IV	1450	1.0	1.00	a	Capstar Bcstg Ptrs	22	9703		p g1	Sports	250	1.49	1.6	1.9	2.0	1.3	0.0	1.5	0.0	0.4	0.0	0.0	0.0	
# AM Stations - 4													# Combos - 4													
													AM TOTALS													
													19.1	16.1	14.0	15.5	0.0	15.0	0.0	15.3	0.0					
Stations Profiled - 13													# Duopolies - 5													
													Total Local Commercial Share													
													82.9	82.7	81.1	0.0	80.1	0.0	80.1	0.0						

NOTE: Market rated twice yearly with Fall 1996 period.

* Indicates a change since last edition.

Metro Rank: 193

Revenue Rank: 140

Manchester, NH Market Overview



Metro Counties

Hillsborough, NH	132.0
Merrimack, NH	19.0
Rockingham, NH	45.8

	196.8

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 7,900	7,900	8,200	8,800	9,600	10,100	5.0%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	3.0%	\$ 10,400	10,900	11,400	12,000	12,700	5.1%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.84/1,000	\$4.44/1,000	\$4.81/1,000	Local	85%		
Revenue/Capita	\$41.40	\$51.35	\$61.09	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	190.8	196.7	0.6%	196.7	207.9	1.1%
Households	70.4	73.0	0.7%	73.0	78.1	1.4%
Retail Sales	2,058.3	2,277.0	2.0%	2,277.0	2,637.8	3.0%
EBI	3,337.5	3,461.3	0.7%	3,461.3	3,995.4	2.9%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	96.9	18.3	7.8	8.3	17.3	17.9	12.3	14.9
Women (000)	99.8	17.6	7.5	8.4	17.1	17.7	12.1	19.5
Total	196.7	35.9	15.4	16.7	34.4	35.6	24.4	34.4
Percentage	100.0%	18.2%	7.8%	8.5%	17.5%	18.1%	12.4%	17.5%
Per Capita	\$17,595	Median Household		\$41,675	Avg Household		\$47,446	
Ethnic Population:	White 97.5%	Black 1.0%	Asian 1.2%	Hispanic 1.8%				

Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations	6	2		2	8	4	12
Tot 12+	5.9	31.6		31.6	37.5	10.5	48.0
Avg 12+	1.0	15.8		15.8	4.7	2.6	4.0
Tot LCS	12.3	65.8		65.8	78.1	21.9	100.0
Avg LCS	2.1	32.9		32.9	9.8	5.5	8.3

Competitive Overview

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year Date		Sales Price		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)													
Calls	License	Class	Freq	(kW)				Std	Acq	(000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993						
WNHI	Belmont	A	93.3	0.3	1020	c	RadioWorks Inc	96	9411		st	Clsc Rock			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WZID	Manchester	B	95.7	14.5	925	b	Saga Comm LP	48	9011		g1 1	AC	4,400	0.96	44.1	21.8	20.5	17.0	19.7	16.8	20.3	19.1	21.0						
WQLL	Bedford	A	96.5	0.7	971	b	Saga Comm LP	96	9708	3,300p	1	Oldies			0.0	2.2	1.8	0.0	0.0	0.0	0.0	0.0	0.0						
WNNH	Henniker	A	99.1	1.3	712		Clark Bcstg	89				Oldies			1.0	0.7	0.7	0.4	0.4	1.1	0.7	1.1	1.4						
WGIR	Manchester	B	101.1	11.5	1027	a	Capstar Bcstg Ptrs	63	9704		p g2	AOR	4,500	1.84	23.5	9.8	10.1	12.5	7.4	10.6	6.5	12.7	7.9						
WJYY	Concord	A	105.5	1.6	456	c	RadioWorks Inc	83	9312		na 2	Hot AC			1.3	1.5	0.7	1.1	0.0	1.1	0.0	1.1	0.7						
WJOB	Nashua	A	106.3	1.0	541		Gateway Bcstg Assoc	87				CHR			3.1	1.1	1.1	1.5	1.1	0.7	1.1	1.1	1.4						
WRCI	Hillsboro	A	107.7	0.6	738	c	RadioWorks Inc	89				Clsc Rock			0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
# FM Stations -		8		# Combos -		6		FM TOTALS				73.0		37.5		34.9		32.5		28.6		30.3		28.6		35.1		32.4	

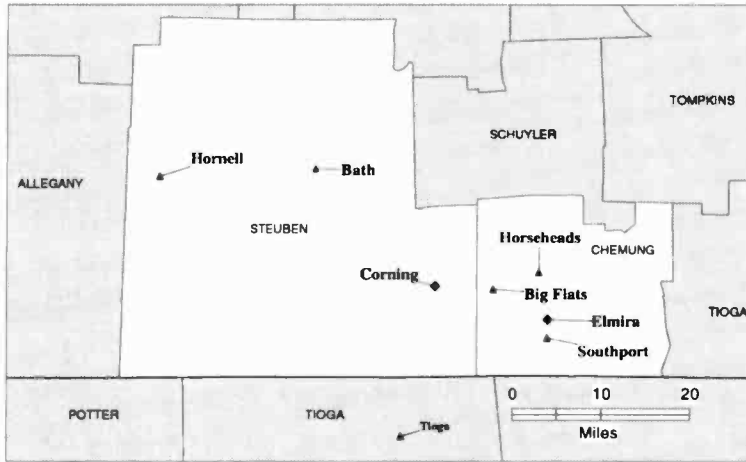
AM Stations

City of		FCC	Day Power		Night Power	C	Owner	Year Date		Sales Price		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)													
Calls	License	Class	Freq	(kW)	(kW)			Std	Acq	(000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993						
WGIR	Manchester	III	610	5.0	1.00	a	Capstar Bcstg Ptrs	41	9704		p g2	Nws/Tk/Spts	1,200	0.98	11.8	3.3	6.5	4.5	5.3	5.5	6.5	3.2	3.4						
WKBR	Manchester	III	1250	5.0	5.00		Northeast Bcstg Co	46	9708	170		AC/Talk			1.8	0.7	0.4	1.1	0.4	0.7	0.4	0.0	0.0						
WDER	Derry	III	1320	10.0	cp 1.00		Spacetown Comm Corp	83				ChrsContemp			0.0	0.7	0.0	0.0	0.0	0.0	0.4	0.4	0.0						
WFEA	Manchester	III	1370	5.0	5.00	b	Saga Comm LP	32	9011		g1 1	Nostalgia	300	0.21	13.5	5.8	5.0	5.7	5.6	5.9	8.7	5.7	4.8						
# AM Stations -		4		# Combos -		2		AM TOTALS				27.1		10.5		11.9		11.3		11.3		12.1		16.0		9.3		8.2	
Stations Profiled -		12		# Duopolies -		3		Total Local Commercial Share				48.0		46.8		43.8		39.9		42.4		44.6		44.4		40.6			

Metro Rank: 194

Revenue Rank: 232

Elmira-Corning, NY Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ N/A	N/A	N/A	N/A	4,200	4,400	
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	9.1%	\$ 4,800	5,000	5,200	5,500	5,800	4.8%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	N/A	\$2.84/1,000	\$3.29/1,000	Local	85%		
Revenue/Capita	N/A	\$22.72	\$30.69	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	194.7	193.7	-0.1%	193.7	189.0	-0.5%
Households	72.8	72.8	0.0%	72.8	72.3	-0.1%
Retail Sales	1,277.7	1,550.1	3.9%	1,550.1	1,764.9	2.6%
EBI	2,345.9	2,312.6	-0.3%	2,312.6	2,601.7	2.4%

Metro Counties

Chemung, NY	93.3
Steuben, NY	100.4

	193.7

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	94.8	17.8	8.6	8.2	13.3	14.9	11.9	20.1
Women (000)	98.9	16.8	8.1	7.6	13.1	15.0	12.0	26.2
Total	193.7	34.7	16.7	15.8	26.4	29.9	24.0	46.3
Percentage	100.0%	17.9%	8.6%	8.2%	13.6%	15.4%	12.4%	23.9%
Per Capita	\$11,939	Median Household		\$25,925	Avg Household		\$31,766	
Ethnic Population:	White 95.2%	Black 3.8%	Asian 0.8%	Hispanic 1.2%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	9	3		9	12	10	22
Tot 12+	39.0	19.9		54.8	58.9	5.0	63.9
Avg 12+	4.3	6.6		6.1	4.9	0.5	2.9
Tot LCS	61.0	31.1		85.8	92.2	7.8	100.0
Avg LCS	6.8	10.4		9.5	7.7	0.8	4.5

Competitive Overview

FM Stations

City of	FCC	Power	Year	Date	Sales Price	1996 Revenue	1996 Power	Avg '96 Local	Arbitron 12+ Metro Shares (see rights)															
									Std	Acq	Ratio	Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993				
WCKR	Hornell	A	92.1	1.3	512	a	Doran, Kevin	49	9010	538	c3	Country	650	1.23	11.0	3.2	4.4	7.3	0.0	4.0	0.0	4.8	0.0	
WENY	Elmira	A	92.7	1.2	cp 716	b	Green Group	65				Lite AC	300	1.04	6.0	6.8	4.0	4.0	0.0	6.5	0.0	4.4	0.0	
WLWV	Elmira	A	94.3	1.8	499	c	Pembrook Pines Inc	66	7710		c5	CHR	600	0.86	14.6	8.1	9.8	9.7	0.0	10.1	0.0	7.4	0.0	
WPHD	Tioga	B1	94.7	12.0	cp 482		Europa Comm Inc	91				Clsc Rock			1.8	2.7	2.7	1.2	0.0	0.7	0.0	1.1	0.0	
WGMM	Big Flats	A	97.7	1.3	482	d	Eolin Bcstg Inc	89	9604	425		Rock/Oldies	300	1.49	4.2	3.6	3.6	2.8	0.0	5.4	0.0	3.0	0.0	
WVIN	Bath	A	98.3	2.8	341	e	Pembrook Pines Inc	71	9004	225	c1	AC	300	1.30	4.8	4.1	3.6	3.2	0.0	4.3	0.0	3.3	0.0	
WCBA	Corning	A	98.7	2.0	394	d	Eolin Bcstg Inc	48	9006	790	c2	AC	300	2.08	3.0	1.4	2.2	2.0	0.0	1.4	0.0	3.3	0.0	
WOKN	Southport	A	99.5	2.7	489	c	Pembrook Pines Inc	93	9512	77		Country	550	1.10	10.4	5.9	8.0	6.9	0.0	4.7	0.0	3.7	0.0	
WPGI	Horseheads	A	100.9	3.8	246	h	Sabre Comm Inc	70	9505	750	c7	Country	400	0.91	9.2	5.9	5.8	6.1	0.0	6.8	0.0	6.3	0.0	
WCIK	Bath	A	103.1	0.8	532		Family Life Minstris	83				Christian			1.8	0.0	0.0	1.2	0.0	0.7	0.0	1.5	0.0	
WKQP	Hornell	B	105.3	43.0	532	f	Bilbat Radio Inc	46	8306	450	c4	CHR	175	0.49	7.4	6.8	4.9	4.9	0.0	4.0	0.0	4.8	0.0	
WNKI	Corning	B	106.1	40.0	532	g	Sabre Comm Inc	47	9505			CHR	1,000	1.49	14.0	10.4	12.0	9.3	0.0	11.5	0.0	11.1	0.0	
# FM Stations - 12								# Combos - 10				FM TOTALS				88.2	58.9	61.0	58.6	0.0	60.1	0.0	54.7	0.0

AM Stations

City of	FCC	Day Power	Night Power	Year	Date	Sales Price	1996 Revenue	1996 Power	Avg '96 Local	Arbitron 12+ Metro Shares (see rights)														
										Std	Acq	Ratio	Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993			
WWLZ	Horseheads	II	820	4.1	0.85	h	Sabre Comm Inc	66	9505		c7	Nws/Tk/Spts	100	0.87	2.4	0.9	2.7	1.6	0.0	2.5	0.0	1.5	0.0	
WLNL	Horseheads	III	1000	5.0	0.00		Love Church Minstrs	67	9110	256		Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0	
WENY	Elmira	IV	1230	1.0	1.00	b	Green Group	39	6109			News/Talk	75	0.87	1.8	1.8	3.1	1.2	0.0	1.8	0.0	1.5	0.0	
WHHO	Hornell	III	1320	5.0	0.02	f	Bilbat Radio Inc	49	8306		c4	Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	
WCBA	Corning	III	1350	1.0	cp 0.04	d	Eolin Bcstg Inc	48	9006		c2	Nostalgia	50	0.43	2.4	0.9	2.2	1.6	0.0	2.9	0.0	1.8	0.0	
WABH	Bath	III	1380	2.5	cp 0.12	e	Pembrook Pines Inc	62	9004		c1	Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WELM	Elmira	III	1410	5.0	1.00	c	Pembrook Pines Inc	47	7710		c5	Sports			0.6	1.4	1.8	0.4	0.0	1.1	0.0	2.2	0.0	
WCLI	Corning	IV	1450	1.0	1.00	d	Eolin Bcstg Inc	49	9609	50		News/Talk			0.0	0.0	0.0	0.0	0.0	0.7	0.0	1.8	0.0	
WLEA	Hornell	III	1480	2.5	0.02	a	Doran, Kevin	51	9010		c3	Oldies			4.8	0.0	0.0	3.2	0.0	1.1	0.0	1.1	0.0	
WEHH	Elmira Heights	III	1590	0.5	0.50		Latta Brook Bcstg	56	8210	150		Adlt Stndrd			0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	
# AM Stations - 10								# Combos - 8				AM TOTALS				12.0	5.0	9.8	8.0	0.0	10.5	0.0	13.6	0.0
Stations Profiled - 22								# Duopolies - 6				Total Local Commercial Share				63.9	70.8	66.6	0.0	70.6	0.0	68.3	0.0	

NOTE: Market first rated Spring 1994; rated twice yearly with Fall 1996.

* Indicates a change since last edition.

Competitive Overview

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)									
Calls	License	Class	Freq	(kW)						Std	Acq	Price	(000)	LMA	Format	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring
WAIR	Atlanta	C1	92.5	100.0	869	d	Northern Bcstg	75	9401	965	869	1.15	5.1	1.5	4.0	4.3	0.0	2.6	0.0	1.9	0.0				
WBCM	Boyer City	C2	93.5	14.0	929	c	Midwestern Bcstg Co	78	9009	250		2.13	0.5	0.8	0.8	0.4	0.0	2.6	0.0	0.8	0.0				
WIAR	Leland	C2	94.3	20.6 cp	764	d	Northern Bcstg	91	9401	200			0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0					
WJZJ	Glen Arbor	C2	95.5	21.0 cp	738	e	Rylinds Limited	97	9705	300	cp 1		0.0	3.5	0.0	0.0	0.0	0.0	0.0	0.0					
WLXT	Petoskey	C1	96.3	100.0	981	b	MacDonald Bcstg Co	67				1.24	4.3	4.6	4.9	3.6	0.0	4.8	0.0	6.4	0.0				
WLXV	Cadillac	C3	96.7	7.2	443	b	MacDonald Bcstg Co	74					0.8	0.0	0.0	0.7	0.0	0.0	0.0	0.0					
WKLT	Kalkaska	C2	97.5	32.0	617	d	Northern Bcstg	79				1.79	9.5	9.3	11.3	8.0	0.0	14.5	0.0	10.2	0.0				
WGFM	Glen Arbor	C2	98.1	21.0 cp	738		Cherry Capital Media	91	9205		na 1		3.0	1.2	1.6	2.5	0.0	0.4	0.0	3.0	0.0				
WKLZ	Petoskey	C1	98.9	52.0	802	d	Northern Bcstg	65	9107	800		0.71	3.0	1.2	1.2	2.5	0.0	1.1	0.0	0.8	0.0				
WBWZ	Frankfort	C2	99.3	50.0	410		Crystal Clear Comm	78	9107	84	al		1.7	0.8	1.2	1.4	0.0	0.0	0.0	0.0					
WLDR	Traverse City	C1	101.9	100.0	630		Grt Northern Bcstg	66				1.04	5.1	5.4	5.7	4.3	0.0	4.1	0.0	6.0	0.0				
WMKC	St. Ignace	C	102.9	100.0	1102	e	Rylinds Limited	82	9602	1,500	c3 1		0.62	6.9	5.8	6.5	5.8	0.0	7.1	0.0	4.5	0.0			
WTCM	Traverse City	C	103.5	100.0	991	c	Midwestern Bcstg Co	65				0.84	22.9	19.7	15.0	19.2	0.0	18.2	0.0	18.0	0.0				
WGFM	Cheboygan	C1	105.1	100.0	610	a	Reynolds Comm	68	8902	570	c2 1		1.42	3.0	2.3	3.6	2.5	0.0	3.7	0.0	2.6	0.0			
WKHQ	Charlevoix	C	105.9	100.0	892	b	MacDonald Bcstg Co	80	9502	1,500	c1		1.23	6.9	7.3	7.7	5.8	0.0	4.8	0.0	7.1	0.0			
WKPK	Gaylord	C1	106.7	100.0	581	d	Northern Bcstg	72	9610		g		0.65	7.4	7.7	4.5	6.2	0.0	5.9	0.0	4.5	0.0			
WCKC	Cadillac	A	107.1	2.8	482	e	Rylinds Limited	85	9602		c3 1			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WCCW	Traverse City	C2	107.5	50.0	492	c	Midwestern Bcstg Co	67	9610	2,200	c4		1.33	6.4	4.2	5.3	5.4	0.0	5.9	0.0	4.5	0.0			
		# FM Stations -		18		# Combos -		15		FM TOTALS		86.5		75.7	73.3	72.6	0.0	75.7	0.0	70.3	0.0				

AM Stations

City of		FCC	Day		Night	HAAT	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)									
Calls	License	Class	Freq	Power	Power						Std	Acq	Price	(000)	LMA	Format	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring
WTCM	Traverse City	III	580	15.0	0.80	c	Midwestern Bcstg Co	41					400	0.58	7.4	6.6	4.0	6.2	0.0	4.1	0.0	3.8	0.0			
WIDG	St. Ignace	II	940	5.0	0.00	e	Rylinds Limited	66	9602		c3 1		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WJML	Petoskey	II	1110	10.0	0.00	a	Stone Comm Inc	66	9112	24			0.8	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WCBY	Cheboygan	IV	1240	1.0	1.00	a	Reynolds Comm	54	8902		c2 1		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WMKT	Charlevoix	III	1270	5.0	5.00	b	MacDonald Bcstg Co	74	9502		c1		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WCCW	Traverse City	III	1310	5.0	0.00	c	Midwestern Bcstg Co	60	9610		c4		300	0.74	4.3	1.9	2.0	3.6	0.0	0.7	0.0	3.8	0.0			
WMBN	Petoskey	IV	1340	1.0	1.00	b	MacDonald Bcstg Co	46				100	1.33	0.8	1.2	0.0	0.7	0.0	1.1	0.0	0.0	0.0	0.0	0.0		
WKAL	Kalkaska	III	1420	0.5	0.00		Kalkaska Area Educ'l	82	9101		dn		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
		# AM Stations -		8		# Combos -		6		AM TOTALS		13.3		9.7	6.0	11.2	0.0	5.9	0.0	7.6	0.0					
		Stations Profiled -		26		# Duopolies -		9		Total Local Commercial Share		85.4		79.3	83.8	0.0	81.6	0.0	77.9	0.0						

NOTE: Market rated twice yearly with Fall 1996 period.

* Indicates a change since last edition.

Metro Rank: 196

Revenue Rank: N/A

Santa Maria-Lompoc, CA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	DATA NOT AVAILABLE						
	Δ 92-93	1993	1994	1995	1996	1997	Δ 93-97
Revenue/Retail Sales	1987	1992	1997	Est. Breakout			
Revenue/Capita							

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	177.4	188.2	1.2%	188.2	191.8	0.4%
Households	62.3	64.4	0.7%	64.4	64.9	0.2%
Retail Sales	1,315.3	1,525.9	3.0%	1,525.9	1,664.1	1.7%
EBI	2,822.6	2,888.8	0.5%	2,888.8	3,106.7	1.5%

Metro Counties

Santa Barbara, CA	188.2

	188.2

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	94.7	16.3	6.8	12.6	16.4	15.4	10.6	16.6
Women (000)	93.5	15.5	6.4	11.3	14.3	14.1	10.7	21.2
Total	188.2	31.8	13.2	23.9	30.7	29.5	21.3	37.8
Percentage	100.0%	16.9%	7.0%	12.7%	16.3%	15.7%	11.3%	20.1%
Per Capita	\$15,350	Median Household		\$34,452	Avg Household		\$44,850	
Ethnic Population:	White 89.9%	Black 3.2%	Asian 5.7%	Hispanic 31.2%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	2	4		0	6	6	12
Tot 12+	4.1	23.6		0.0	27.7	17.9	45.6
Avg 12+	2.1	5.9		**.*	4.6	3.0	3.8
Tot LCS	9.0	51.8		0.0	60.7	39.3	100.0
Avg LCS	4.5	13.0		**.*	10.1	6.5	8.3

MARKET: Santa Maria-Lompoc, CA

METRO RANK: 196

Competitive Overview

FM Stations

													Arbitron 12+ Metro Shares (see rights)												
City of		FCC	Power		Year		Date		Sales		1996		Avg '96		1996		1995		1994		1993				
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price	(000)	LMA	Format	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall			
KGDP	Orcutt	B1	95.7	3.3	735	d	Radio Repts Inc	87					Christian	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KSYV	Solvang	A	96.7	3.0	-52		Pacific Coast Bcstg	82					AC	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KXFM	Santa Maria	B	99.1	2.3	1906		Mondosphere Bcstg	59	9602	550			Oldies	0.0	6.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KRQK	Lompoc	B1	100.3	3.7	863	a	Pacific Spanish Ntwk	79	9306	450			Spanish	0.0	5.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KSNI	Santa Maria	B	102.5	13.5	860	b	Bayliss Bcstg Co	60					Country	0.0	4.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KBOX	Lompoc	B1	104.1	5.7	682		Hunter, Cliff	68					AC	0.0	6.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KIDI	Guadalupe	A	105.5	0.4	1342	c	Emerald Wave Media	92	9704	475	c1		Spanish	0.0	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# FM Stations - 7													# Combos - 4		FM TOTALS		0.0	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0

AM Stations

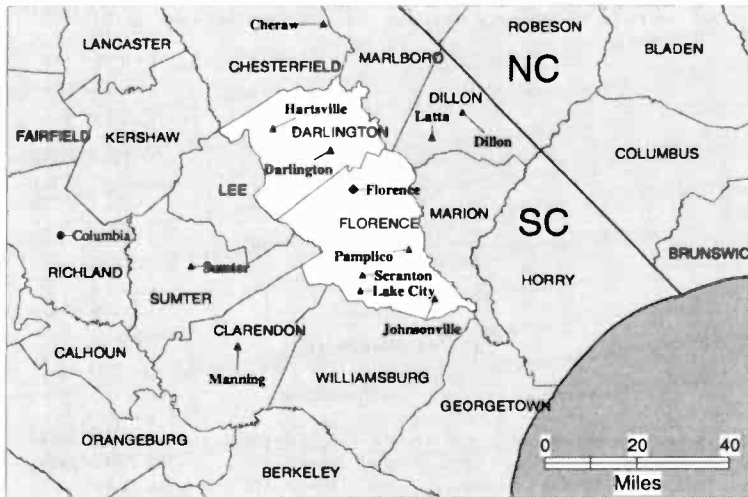
													Arbitron 12+ Metro Shares (see rights)												
City of		FCC	Day Power		Night Power		Year		Date		Sales		1996		Avg '96		1996		1995		1994		1993		
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	Price	(000)	LMA	Format	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
KGDP	Orcutt	II	660	3.3	1.00	d	Radio Repts Inc	87					Christian	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KSMA	Santa Maria	IV	1240	1.0	1.00	b	Bayliss Bcstg Co	46					Nws/Tk/Spts	0.0	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KTME	Lompoc	III	1410	0.5	0.08		Classic Comm Corp	63	9701	20			Oldies	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KUHL	Santa Maria	III	1440	5.0	1.00		Blackhawk Comm Inc	46					Talk	0.0	7.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KSBO	Santa Maria	III	1480	1.0	0.06	a	Pacific Spanish Ntwk	61					Spanish	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KTAP	Santa Maria	III	1600	0.5	0.00	c	Emerald Wave Media	62	9704		c1		Spanish	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations - 6													# Combos - 4		AM TOTALS		0.0	14.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stations Profiled - 13													Total Local Commercial Share		42.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0			

NOTE: Market first rated Spring 1997.

Metro Rank: 197

Revenue Rank: 229

Florence, SC Market Overview



Metro Counties

Darlington, SC	64.9
Florence, SC	122.6

	187.5

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 3,500	4,000	4,400	4,500	4,600	4,800	6.5%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	4.2%	\$ 5,000	5,200	5,500	5,800	6,100	5.1%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$2.74/1,000	\$2.74/1,000	\$2.75/1,000	Local	80%		
Revenue/Capita	\$19.81	\$25.60	\$31.23	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	176.7	187.5	1.2%	187.5	195.3	0.8%
Households	62.4	67.0	1.4%	67.0	71.3	1.3%
Retail Sales	1,275.8	1,749.1	6.5%	1,749.1	2,216.5	4.9%
EBI	1,714.3	2,162.6	4.8%	2,162.6	2,696.7	4.5%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	88.6	17.5	10.0	8.1	12.1	14.9	11.2	14.9
Women (000)	98.9	16.8	9.7	8.7	13.5	16.3	12.4	21.5
Total	187.5	34.3	19.6	16.8	25.6	31.2	23.6	36.4
Percentage	100.0%	18.3%	10.5%	8.9%	13.7%	16.7%	12.6%	19.4%
Per Capita	\$11,534	Median Household		\$25,410	Avg Household		\$32,278	
Ethnic Population:	White 59.0%	Black 40.7%	Asian 0.3%	Hispanic 0.2%				

Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations	5		8	5	13	7	20
Tot 12+	19.6		41.4	30.4	61.0	12.6	73.6
Avg 12+	3.9		5.2	6.1	4.7	1.8	3.7
Tot LCS	26.6		56.3	41.3	82.9	17.1	100.0
Avg LCS	5.3		7.0	8.3	6.4	2.4	5.0

MARKET: Florence, SC

METRO RANK: 197

Competitive Overview

Some stations also rated in Columbia (88) and Fayetteville, NC (123).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales Price	LMA	Format	1996 Revenue	1996 Power	Avg '96 Local	Arbitron 12+ Metro Shares (see rights)															
Calls	License	Class	Freq	(kW)				Std	Acq	(000)			(000)	Ratio	Comm Sh	1997	1996	1996	1995	1995	1994	1994	1993								
WHLZ	Manning	C	92.5	98.0	1171	c	Clarendon Cnty Bcstg	73				Country	900	1.68	10.7	4.8	8.3	8.6	0.0	8.0	0.0	12.7	0.0								
WEGX	Dillon	C	92.9	100.0	1801	d	Root Comm Ltd	54	9710	See (185)		Country	n/a		10.7	5.7	5.7	8.6	0.0	8.0	0.0	4.1	0.0								
WCMG	Latta	C3	94.3	10.5 cp	502	a	Greater Hwy Church	70	9606		na	Urban AC	175	0.97	3.6	5.2	3.5	2.9	0.0	3.2	0.0	1.8	0.0								
WHSC	Hartsville	A	98.5	3.0	328	e	GHB Bcstg	92	9506	300	c1	Oldies	250	1.09	4.6	2.2	2.6	3.7	0.0	0.0	0.0	1.8	0.0								
WJFN	Lake City	A	100.1	3.3	433		Florence Cnty Bcstg	77	9312	400	e 1	Oldies	200	2.00	2.0	3.5	1.3	1.6	0.0	0.4	0.0	2.7	0.0								
WBZF	Marion	C3	100.5	21.5	354	g	Pamplico Bcstg LP	91	9708	275p		Modern Rock	150	6.00	0.5	3.5	2.2	0.4	0.0	0.8	0.0	1.8	0.0								
WDM	Sumter	C	101.3	100.0	1322		Clear Channel Comm	61	9607	See (88)		Urban	n/a		9.7	7.0	7.0	7.8	0.0	6.8	0.0	5.9	0.0								
WMXT	Pamplico	C2	102.1	50.0	479	g	Pamplico Bcstg LP	90	8911		1	AC	600	2.61	4.6	3.0	3.1	3.7	0.0	6.4	0.0	2.3	0.0								
WSON	Scranton	A	102.9	2.9	466	d	Root Comm Ltd	91	9707		g1	AC	200	1.11	3.6	3.5	4.8	2.9	0.0	1.6	0.0	6.8	0.0								
WJMX	Cheraw	C2	103.3	50.0	492	d	Root Comm Ltd	79	9707		g1	CHR	500	1.16	8.6	7.4	8.3	6.9	0.0	6.4	0.0	8.1	0.0								
WPDT	Johnsonville	A	105.1	4.4	374		Waccamaw Neck Bcstg	95				CHR			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WDAR	Darlington	C3	105.5	17.0	400	d	Root Comm Ltd	65	9707		g1	Country	500	1.79	5.6	4.8	3.9	4.5	0.0	6.0	0.0	2.3	0.0								
WYNN	Florence	A	106.3	6.0	325	b	Forjay Bcstg	64	8811	600		Urban	875	1.43	12.2	10.4	14.9	9.8	0.0	13.1	0.0	10.4	0.0								
# FM Stations - 13															# Combos - 10		FM TOTALS						76.4	61.0	65.6	61.4	0.0	60.7	0.0	60.7	0.0

AM Stations

City of		FCC	Day Power	Night Power	HAAT	C	Owner	Year	Date	Sales Price	LMA	Format	1996 Revenue	1996 Power	Avg '96 Local	Arbitron 12+ Metro Shares (see rights)															
Calls	License	Class	Freq	(kW)	(kW)			Std	Acq	(000)			(000)	Ratio	Comm Sh	1997	1996	1996	1995	1995	1994	1994	1993								
WYNN	Florence	11	540	0.3	0.17	b	Forjay Bcstg	58	7204			Jazz/Gospel	500	0.50	20.2	9.6	14.0	16.3	0.0	10.0	0.0	10.4	0.0								
WYMB	Manning	111	920	2.3	1.00	c	Clarendon Cnty Bcstg	57	6805			Sports/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WJMX	Florence	111	970	10.0	3.00	d	Root Comm Ltd	47	9707		g1	Nws/Tk/Spts	150	1.00	3.0	2.6	3.5	2.4	0.0	1.6	0.0	3.6	0.0								
WOLS	Florence	1V	1230	1.0	1.00	f	GHB Bcstg	37	8712	20		Nostalgia			0.5	0.4	0.9	0.4	0.0	0.0	0.0	0.0	0.0								
WHYM	Lake City	111	1260	5.0	0.06	f	GHB Bcstg	53	9205	35		Nostalgia			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WDAR	Darlington	111	1350	0.7 cp	0.00	d	Root Comm Ltd	55	9706		3p	DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WHSC	Hartsville	1V	1450	1.0	1.00	e	GHB Bcstg	46	9506		c1	Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
# AM Stations - 7															# Combos - 7		AM TOTALS						23.7	12.6	18.4	19.1	0.0	11.6	0.0	14.0	0.0
Stations Profiled - 20															# Duopolies - 6		Total Local Commercial Share						73.6	84.0	80.5	0.0	72.3	0.0	74.7	0.0	

NOTE: Market rated twice yearly with Fall 1996 period.

* Indicates a change since last edition.

METRO RANK: 197

Competitive Overview

Some stations also rated in Waterloo-Cedar Falls (225).

FM Stations

												Arbitron 12+ Metro Shares (see rights)											
City of		FCC	Power		Year Date		Sales Price		1996		Avg '96		1996		1996		1995		1994		1993		
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	(000)	LMA	Format	(000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993
• KRNA	Iowa City	C1	94.1	100.0	981	b	Central Star	74	9708	7,000p		AOR	1,250	1.02	10.6	6.5	7.1	8.7	0.0	8.7	0.0	9.7	0.0
WMT	Cedar Rapids	C1	96.5	100.0	518	a	Jacor Comm Inc	63	9703		g1	AC	1,900	1.28	12.8	8.2	8.4	10.5	0.0	9.6	0.0	12.6	0.0
KHAK	Cedar Rapids	C1	98.1	100.0	459	b	Central Star	61	9706	14,980p	d1	Country	2,400	1.05	19.7	15.2	16.9	16.2	0.0	22.2	0.0	23.5	0.0
KKRQ	Iowa City	C1	100.7	100.0	532	a	Jacor Comm Inc	66	9707	8,000p	c2	Clsc Hits	675	1.00	5.8	9.1	5.8	4.8	0.0	6.1	0.0	3.8	0.0
• KXMX	Cedar Rapids	C1	102.9	100.0	390	b	Central Star	75	9708	3,100p		Country	800	1.00	6.9	8.7	6.7	5.7	0.0	6.1	0.0	9.7	0.0
KDAT	Cedar Rapids	C1	104.5	100.0	551	b	Central Star	71	9706		p d1	Soft Rock	975	0.66	12.8	10.8	10.2	10.5	0.0	6.5	0.0	0.8	0.0
KOKZ	Waterloo	C	105.7	100.0	1322		Bahakel Comm	62				Oldies	n/a		3.8	3.5	3.1	3.1	0.0	0.0	1.3	0.0	
# FM Stations - 7												# Combos - 6											
												FM TOTALS											
												72.4 62.0 58.2 59.5 0.0 59.2 0.0 61.4 0.0											

AM Stations

												Arbitron 12+ Metro Shares (see rights)												
City of		FCC	Day Power		Night Power		Year Date		Sales Price		1996		Avg '96		1996		1996		1995		1994		1993	
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	(000)	LMA	Format	(000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993	
WMT	Cedar Rapids	III	600	5.0	5.00	a	Jacor Comm Inc	22	9703		g1	FullService	3,000	1.44	18.0	10.0	14.7	14.8	0.0	13.5	0.0	10.9	0.0	
KXIC	Iowa City	II	800	1.0	0.20	a	Jacor Comm Inc	48	9707		p c2	News			0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KTOF	Cedar Rapids	III	1360	1.0	0.12	b	Central Star	61	9706		p d1	ChrsContemp			1.1	0.4	0.4	0.9	0.0	0.0	0.0	0.4	0.0	
KMRY	Cedar Rapids	IV	1450	1.0	1.00		Dulaney Bcstg	49	8402	300		Nostalgia	200	0.37	4.7	4.3	4.4	3.9	0.0	3.9	0.0	4.6	0.0	
KCRG	Cedar Rapids	III	1600	5.0	5.00		Cedar Rapids TV Co	47				News	350	0.79	3.8	3.0	3.1	3.1	0.0	2.2	0.0	1.7	0.0	
# AM Stations - 5												# Combos - 3												
												AM TOTALS												
												27.6 18.1 22.6 22.7 0.0 19.6 0.0 17.6 0.0												
Stations Profiled - 12												# Duopolies - 4												
												Total Local Commercial Share												
												80.1 80.8 82.2 0.0 78.8 0.0 79.0 0.0												

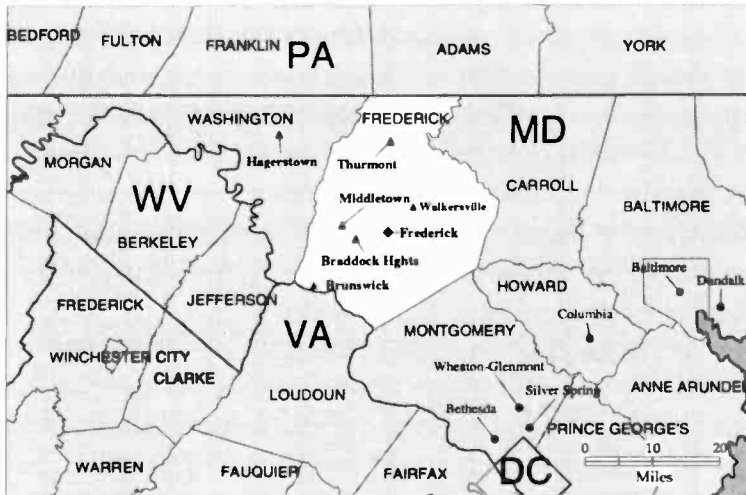
NOTE: Market rated twice yearly with Fall 1996 period.

• Indicates a change since last edition.

Metro Rank: 199

Revenue Rank: 237

Frederick, MD Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 3,600	3,600	3,700	3,800	4,200	4,500	4.6%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	4.4%	\$ 4,700	4,900	5,200	5,400	5,700	4.9%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.28/1,000	\$2.75/1,000	\$2.70/1,000	Local	90%		
Revenue/Capita	\$23.48	\$25.04	\$27.54	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	153.3	179.7	3.2%	179.7	207.0	2.9%
Households	53.7	63.5	3.4%	63.5	74.4	3.2%
Retail Sales	1,096.0	1,637.2	8.4%	1,637.2	2,112.7	5.2%
EBI	2,344.9	2,830.9	3.8%	2,830.9	3,609.6	5.0%

Metro Counties

Frederick, MD	179.7

	179.7

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	88.9	17.0	7.6	7.8	14.6	16.9	12.1	13.0
Women (000)	90.8	16.6	7.0	8.1	14.6	16.7	11.2	16.5
Total	179.7	33.6	14.6	15.9	29.2	33.5	23.4	29.6
Percentage	100.0%	18.7%	8.1%	8.8%	16.3%	18.7%	13.0%	16.5%
Per Capita	\$15,754	Median Household		\$40,370	Avg Household		\$44,581	
Ethnic Population:	White 93.1%	Black 5.4%	Asian 1.2%	Hispanic 1.4%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	2	3		2	5	5	10
Tot 12+	8.2	26.4		23.0	34.6	6.6	41.2
Avg 12+	4.1	8.8		11.5	6.9	1.3	4.1
Tot LCS	19.9	64.1		55.8	84.0	16.0	100.0
Avg LCS	10.0	21.4		27.9	16.8	3.2	10.0

MARKET: Frederick, MD

METRO RANK: 199

Competitive Overview

Some stations also rated in Washington, D.C. (8) and Hagerstown (159).

FM Stations

											Arbitron 12+ Metro Shares (see rights)													
City of		FCC	Power		Year		Date	Sales		1996		Avg '96												
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring				
										(000)	(000)	Ratio	Comm	1997	1996	1995	1994	1993	1992	1991	1990			
WFRE	Frederick	B	99.9	7.9	1166	a	Gibbons, James L	61	6711		2,300	1.02	48.2	18.1	21.3	23.3	20.1	15.3	6.6	14.5	9.3			
WAFY	Middletown	A	103.1	1.0	571		Frederick Bcstg LLC	90			1,000	1.19	17.9	4.9	7.9	5.5	6.5	5.5	4.4	4.5	0.0			
WMVZ	Braddock Hghts	A	103.9	0.4	912	b	Bonneville Intl	72	9607		300	0.91	7.0	3.3	3.1	2.7	4.2	3.8	8.4	7.7	9.8			
WWZZ	Waldorf	B	104.1	22.0	764	b	Bonneville Intl	65	9607	See (8)	n/a		1.8	2.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0			
WARX	Hagerstown	B	106.9	15.0	853		Manning Bcstg Inc	57	8210	730	n/a		6.3	6.2	2.8	4.6	1.9	5.5	4.8	2.3	4.4			
# FM Stations - 5													# Combos - 3		FM TOTALS									
													81.2	34.6	35.9	36.1	32.7	30.1	24.2	29.0	23.5			

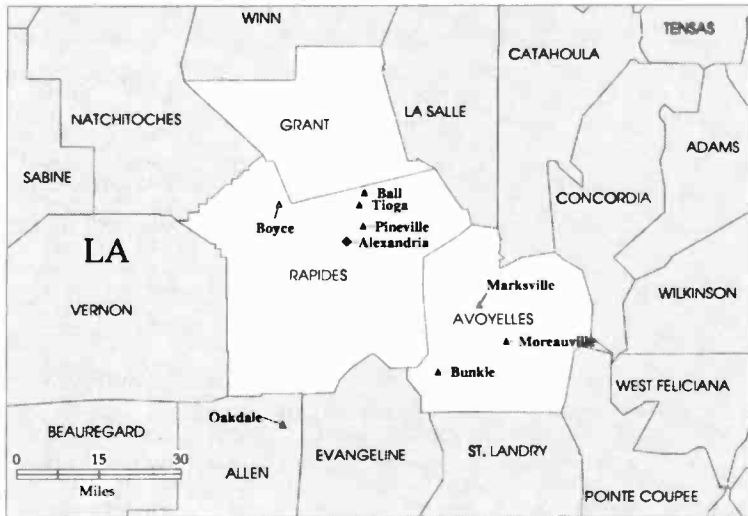
AM Stations

											Arbitron 12+ Metro Shares (see rights)													
City of		FCC	Day Power		Night Power	Year		Date	Sales		1996		Avg '96											
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	Price	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring			
										(000)	(000)	Ratio	Comm	1997	1996	1995	1994	1993	1992	1991	1990			
WWTL	Walkersville	II	700	5.0	0.00		Birach Bcstg Corp	95	9401	135	st	Ethnic	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WXTR	Frederick	II	820	4.3	0.43	b	Bonneville Intl	60	9607		300	1.18	5.4	0.4	2.4	1.4	2.3	2.6	7.5	8.6	3.6			
WFMD	Frederick	III	930	5.0	2.50	a	Gibbons, James L	36	6711		800	1.28	13.3	6.2	5.9	3.7	7.0	6.0	5.7	5.9	10.2			
WTHU	Thurmont	IV	1450	0.5	0.40		Walmer, Charles	67	9204	125			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WTRI	Brunswick	II	1520	9.3	cp 0.00		Tri-State Broadcstng	66	9111	115			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
# AM Stations - 5													# Combos - 2		AM TOTALS									
													18.7	6.6	8.3	5.1	9.3	8.6	13.2	14.5	13.8			
Stations Profiled - 10													# Duopolies - 1		Total Local Commercial Share									
													41.2	44.2	41.2	42.0	38.7	37.4	43.5	37.3				

Metro Rank: 200

Revenue Rank: 196

Alexandria, LA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ N/A	4,400	4,600	4,900	5,700	5,900	
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.1%	\$ 6,200	6,500	6,800	7,200	7,500	4.9%
Revenue/Retail Sales	1990	1995	2000	Est. Breakout			
	N/A	\$3.91/1,000	\$4.03/1,000	Local	85%		
Revenue/Capita	N/A	\$31.70	\$41.14	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	Growth			Growth		
	1990	1995	Rate	1995	2000	Rate
MSA Population	187.4	186.1	-0.1%	186.1	182.3	-0.4%
Households	65.4	65.3	0.0%	65.3	65.1	-0.1%
Retail Sales	1,209.5	1,510.2	4.5%	1,510.2	1,859.2	4.2%
EBI	1,764.2	1,989.4	2.4%	1,989.4	2,441.8	4.2%

Metro Counties

Avoyelles, LA	40.2
Grant, LA	18.0
Rapides, LA	127.9

	186.1

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	89.4	18.8	9.0	7.8	13.3	13.2	10.5	16.8
Women (000)	96.8	18.4	8.9	7.9	13.3	13.9	11.7	22.7
Total	186.1	37.2	17.9	15.6	26.6	27.1	22.2	39.6
Percentage	100.0%	20.0%	9.6%	8.4%	14.3%	14.6%	11.9%	21.3%
Per Capita	\$10,690	Median Household		\$22,274	Avg Household		\$30,466	
Ethnic Population:	White 71.4%	Black 27.6%	Asian 0.6%	Hispanic 1.3%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	3		7	8	10	6	16
Tot 12+	11.8		60.6	66.2	72.4	7.6	80.0
Avg 12+	3.9		8.7	8.3	7.2	1.3	5.0
Tot LCS	14.8		75.8	82.8	90.5	9.5	100.0
Avg LCS	4.9		10.8	10.3	9.1	1.6	6.3

MARKET: Alexandria, LA

METRO RANK: 200

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96 Local Comm Sh	Arbitron 12+ Metro Shares (see rights)									
													Revenue (000)	Power Ratio		Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990		
KLIL	Moreauville	A	92.1	6.0	299		Cajun Bcstg Corp	80	8609			Oldies	200	0.48	6.7	5.6	5.5	4.7	3.4	3.1	2.3	0.0	0.0		
KQID	Alexandria	C	93.1	97.0	1522	b	Cenla Bcstg Co Inc	78	8008	600		CHR	750	1.23	9.8	7.7	8.0	4.7	8.9	10.0	8.1	8.9	13.6		
KFAD	Alexandria	A	93.9	6.0	328		FM Bcstg Corp	93	9306			AC	200	0.77	4.2	3.1	3.4	2.6	0.8	2.3	0.0	0.0	0.0		
KZM2	Alexandria	C	96.9	95.0	1450	c	Champion Bcstg Corp	47	9707	1,550		Clsc Rock	700	1.15	9.8	6.7	8.0	9.8	3.8	5.0	4.5	8.9	9.4		
KAPB	Marksville	A	97.7	6.0	cp 328	a	Radio Group	71	8811	350	c1	Country	250	0.96	4.2	3.1	3.4	3.0	2.1	7.3	1.4	0.0	0.0		
KKST	Oakdale	C1	98.7	35.0	1053	c	Champion Bcstg Corp	72	9612		na	AC	500	1.72	4.7	6.7	3.8	6.4	6.4	1.9	1.8	7.8	0.0		
KRRV	Alexandria	C	100.3	97.0	1053	c	Champion Bcstg Corp	69	9707	1,900	c2 1	Country	1,400	1.02	22.2	14.4	18.1	19.6	18.2	23.1	25.7	20.8	23.6		
KBCE	Boyce	C3	102.3	21.0	289		Trinity Bcstg Corp	82				Urban AC	900	0.90	16.1	14.9	13.1	14.9	18.6	13.8	16.7	24.0	19.4		
KLAA	Tioga	C2	103.5	50.0	476		Cajun Comm Inc	84	9212	7	e	Country	250	0.96	4.2	5.1	3.4	3.8	4.7	4.6	7.2	10.4	1.0		
KEZP	Bunkie	C3	104.3	18.0	384		Owensville Comm	91				Oldies	650	1.46	7.2	5.1	5.9	3.4	4.2	0.8	0.5	0.0	0.0		
# FM Stations - 10													# Combos - 5		FM TOTALS		89.1	72.4	72.6	72.9	71.1	71.9	68.2	80.8	67.0

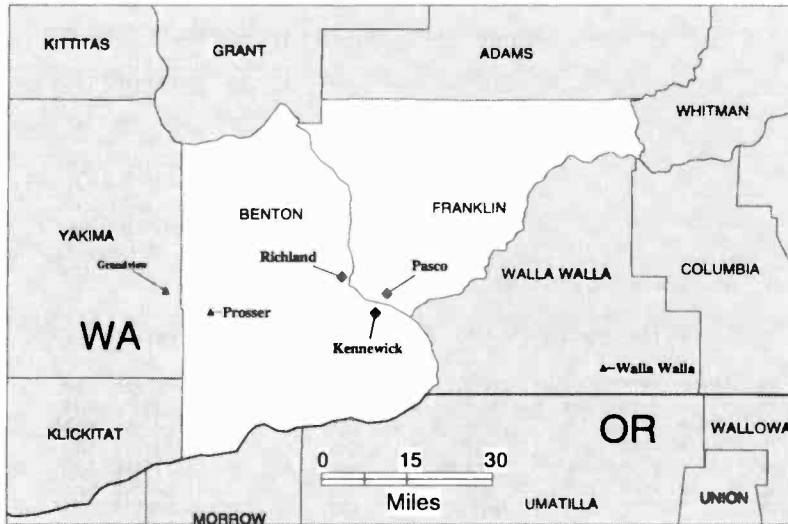
AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)		Night Power (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96 Local Comm Sh	Arbitron 12+ Metro Shares (see rights)								
				Day Power (kW)	Night Power (kW)									Revenue (000)	Power Ratio		Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990	
KLBG	Alexandria	III	580	5.0	1.00			Faith Bcstg LP	35	9501	125		Gospel	250	0.60	6.7	4.6	5.5	4.7	0.4	1.5	5.0	5.2	5.8	
KWDF	Ball	II	840	8.0	cp 0.00			Moore, A. T.	87				Gospel			1.6	1.5	1.3	2.6	2.5	1.2	0.0	1.0	1.0	
KSYL	Alexandria	III	970	1.0	1.00		b	Cenla Bcstg Co Inc	47	8008			Nws/Tk/Spts	150	0.93	2.6	1.5	2.1	0.4	2.1	3.5	2.3	0.5	5.2	
KTLD	Pineville	II	1110	2.0	0.00			Hill Country Bcstg	74	9108	50		News/Info			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KAPB	Marksville	III	1370	1.0	0.04		a	Radio Group	54	8811		c1	DARK			0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	
KDBS	Alexandria	III	1410	1.0	0.05		c	Champion Bcstg Corp	53	9707		c2 1	Nws/Tk/Spts			0.0	0.0	0.0	0.4	0.4	0.0	0.5	2.1		
# AM Stations - 6													# Combos - 3		AM TOTALS		10.9	7.6	8.9	8.1	6.2	6.6	7.3	7.2	14.1
Stations Profiled - 16													# Duopolies - 1		Total Local Commercial Share		80.0	81.5	81.0	77.3	78.5	75.5	88.0	81.1	

Metro Rank: 201

Revenue Rank: 201

Richland-Kennewick-Pasco, WA Market Overview



Metro Counties

Benton, WA	136.4
Franklin, WA	44.2

	180.6

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 3,800	3,700	3,600	4,000	4,300	5,300	6.9%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	11.3%	\$ 5,900	6,200	6,500	6,800	7,200	5.1%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.53/1,000	\$3.40/1,000	\$3.12/1,000	Local	90%		
Revenue/Capita	\$25.28	\$29.35	\$34.63	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	150.3	180.6	3.7%	180.6	207.9	2.9%
Households	54.5	65.3	3.7%	65.3	75.9	3.1%
Retail Sales	1,077.1	1,561.0	7.7%	1,561.0	2,311.1	8.2%
EBI	2,193.9	2,946.5	6.1%	2,946.5	4,541.7	9.0%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	90.4	20.1	8.9	6.9	13.2	15.3	11.3	14.8
Women (000)	90.2	19.0	8.8	6.7	13.0	14.8	10.7	17.1
Total	180.6	39.0	17.8	13.6	26.2	30.1	22.0	31.9
Percentage	100.0%	21.6%	9.8%	7.5%	14.5%	16.7%	12.2%	17.7%
Per Capita	\$16,315	Median Household		\$38,798	Avg Household		\$45,123	
Ethnic Population:	White 94.7%	Black 1.8%	Asian 2.6%	Hispanic 16.5%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	1		11	6	12	5	17
Tot 12+	1.4		55.9	41.6	57.3	17.9	75.2
Avg 12+	1.4		5.1	6.9	4.8	3.6	4.4
Tot LCS	1.9		74.3	55.3	76.2	23.8	100.0
Avg LCS	1.9		6.8	9.2	6.3	4.8	5.9

MARKET: Richland-Kennewick-Pasco, WA

METRO RANK: 201

Competitive Overview

NOTE: Some stations also rated in Yakima (187).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales Price	LMA	Format	1996 Revenue	1996 Power	Avg '96 Local	Arbitron 12+ Metro Shares (see rights)								
Calls	License	Class	Freq	(kW)				Std	Acq	(000)			(000)	Ratio	Comm Sh	1997	1996	1996	1995	1995	1994	1994	1993	
KZHR	Dayton	C1	92.5	54.0	1243		KMEX Inc	92				Spanish			4.8	5.1	5.7	4.0	0.0	6.5	0.0	4.0	0.0	
• KGSG	Pasco	A	93.7	6.0	958		Gospel Music Bcstg	97				Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
K10K	Richland	C	94.9	100.0	1250	b	Triathlon Bcstg	78	9604	1,200	c3 1	Country	400	0.56	12.2	6.5	8.8	10.3	0.0	8.4	0.0	13.9	0.0	
KNLT	Walla Walla	C	95.7	94.0	1401		KUJ Ltd Partnership	80	8012		1	Oldies	500	1.13	7.5	4.1	4.8	6.3	0.0	3.7	0.0	3.0	0.0	
KXRK	Walla Walla	C	97.1	50.0	1339	a	Deschutes River Bcst	77	9406	205		Rock	500	1.13	7.5	6.9	7.0	6.3	0.0	7.0	0.0	0.0	0.0	
KEYW	Pasco	C2	98.3	3.0 cp	1214	a	Deschutes River Bcst	87	9610	500		Hot AC	300	0.79	6.4	8.3	10.1	5.4	0.0	2.8	0.0	1.0	0.0	
KUJ	Walla Walla	A	99.1	0.4	1198		Mark Jacky Bcstg	97				CHR			0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KARY	Grandview	C2	100.9	6.9 cp	1270	d	B & B Bcstg	89	9511	300	c1	Country			0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	
KGDN	Pasco	C3	101.3	10.5	-85		Read Bcstg Network	92				Christian			0.5	0.0	0.9	0.4	0.0	0.0	0.0	0.0	0.0	
KZXR	Prosser	C3	101.7	3.5	869		Bogart-Funk Entrp	62	9212	285		Hot AC			0.0	0.9	1.3	0.0	0.0	0.5	0.0	1.5	0.0	
KORD	Richland	C	102.7	100.0	1099	a	Deschutes River Bcst	65	9406	1,300	c1	Country	1,800	1.51	20.2	8.8	8.8	17.0	0.0	18.1	0.0	15.3	0.0	
KONA	Kennewick	C	105.3	100.0	1139	c	Dean-Mitchell Inc	69	7801			Easy	350	0.74	8.0	6.5	8.8	6.7	0.0	6.5	0.0	6.9	0.0	
KEGX	Richland	C	106.5	100.0	1050	b	Triathlon Bcstg	77	9612		g1 1	Clsc Rock	1,150	1.60	12.2	8.8	7.0	10.3	0.0	7.0	0.0	9.9	0.0	
# FM Stations - 13 # Combos - 7 FM TOTALS																79.3	57.3	63.6	66.7	0.0	60.5	0.0	55.5	0.0

AM Stations

City of		FCC	Day Power	Night Power	HAAT	C	Owner	Year	Date	Sales Price	LMA	Format	1996 Revenue	1996 Power	Avg '96 Local	Arbitron 12+ Metro Shares (see rights)								
Calls	License	Class	Freq	(kW)	(kW)			Std	Acq	(000)			(000)	Ratio	Comm Sh	1997	1996	1996	1995	1995	1994	1994	1993	
KONA	Kennewick	111	610	5.0	5.00	c	Dean-Mitchell Inc	48	7801			Nws/Tk/Spts	450	0.85	9.0	4.6	6.2	7.6	0.0	6.5	0.0	7.9	0.0	
KFLD	Pasco	11	870	10.0	0.25	a	Deschutes River Bcst	56	9406			Sports	100	0.26	6.4	3.2	2.2	5.4	0.0	3.3	0.0	1.5	0.0	
KALE	Richland	111	960	5.0	1.00	b	Triathlon Bcstg	50	9604			Nostalgia	100	0.81	2.1	6.0	3.1	1.8	0.0	0.5	0.0	1.5	0.0	
KARY	Prosser	111	1310	5.0	0.07	d	B & B Bcstg	56	9511			Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KTCR	Kennewick	1V	1340	1.0	1.00	b	Triathlon Bcstg	45	9612		g1 1	Talk	250	1.32	3.2	4.1	4.4	2.7	0.0	5.1	0.0	4.5	0.0	
# AM Stations - 5 # Combos - 5 AM TOTALS																20.7	17.9	15.9	17.5	0.0	15.4	0.0	15.4	0.0
Stations Profiled - 18 # Duopolies - 4 Total Local Commercial Share																75.2	79.5	84.2	0.0	75.9	0.0	70.9	0.0	

NOTE: Market rated twice yearly with Fall 1996 period.

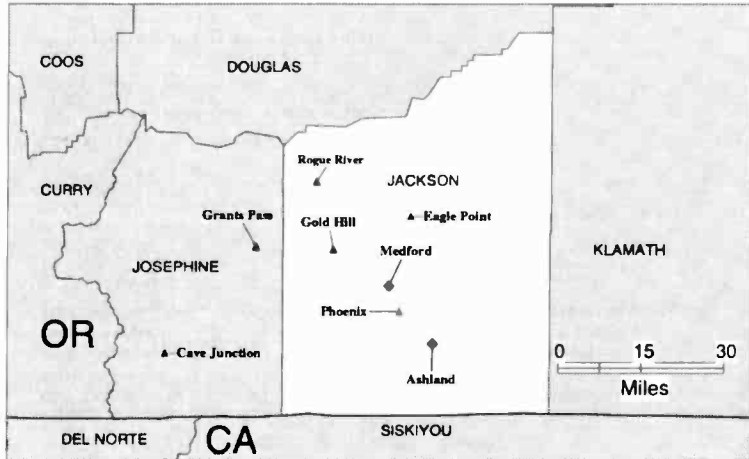
• Indicates a change since last edition.

METRO RANK: 201

Metro Rank: 202

Revenue Rank: 215

Medford-Ashland, OR Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 4,600	4,300	4,300	4,900	5,300	5,400	3.3%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	1.9%	\$ 5,500	5,700	6,000	6,300	6,600	4.7%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.21/1,000	\$2.88/1,000	\$2.64/1,000	Local	85%		
Revenue/Capita	\$31.08	\$32.12	\$35.11	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	148.0	168.1	2.6%	168.1	188.0	2.3%
Households	57.9	66.0	2.7%	66.0	74.8	2.5%
Retail Sales	1,432.0	1,875.6	5.5%	1,875.6	2,502.4	5.9%
EBI	1,644.7	2,148.5	5.5%	2,148.5	2,832.3	5.7%

Metro Counties

Jackson, OR	168.1

	168.1

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	82.4	14.4	7.2	6.1	10.0	14.3	10.9	19.4
Women (000)	85.7	14.0	6.9	6.0	10.4	14.8	11.1	22.6
Total	168.1	28.3	14.1	12.1	20.4	29.1	22.0	42.0
Percentage	100.0%	16.9%	8.4%	7.2%	12.2%	17.3%	13.1%	25.0%
Per Capita	\$12,781	Median Household		\$26,205	Avg Household		\$32,553	
Ethnic Population:	White 97.1%	Black 0.3%	Asian 1.2%	Hispanic 4.7%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1		10	6	11	6	17
Tot 12+	1.0		60.5	42.0	61.5	13.8	75.3
Avg 12+	1.0		6.1	7.0	5.6	2.3	4.4
Tot LCS	1.3		80.3	55.8	81.7	18.3	100.0
Avg LCS	1.3		8.0	9.3	7.4	3.1	5.9

Competitive Overview

FM Stations

											Arbitron 12+ Metro Shares (see rights)																
City of		FCC		Power		Year		Sales		1996		Avg '96															
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990				
KTMT	Medford	C	93.7	31.0	3265	b	Deschutes River Bcst	70	9606	2,000	c1	Top 40	400	1.01	7.2	8.7	5.9	10.2	9.6	12.7	15.1	15.9	19.7				
KRRM	Rogue River	A	94.7	0.1	2044	b	Bell, Shirley M.	94				Country			1.4	1.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0				
KBOY	Medford	C1	95.7	60.0	981	b	Deschutes River Bcst	58	9501		c2	Clsc Rock	1,100	1.60	12.5	6.7	10.2	12.7	10.7	12.2	8.8	9.0	4.2				
KROG	Grants Pass	C	96.9	25.0	2228	a	Opus Bcstg Systems	81	9609	550	c3	AC	100	0.91	2.0	3.1	1.6	5.1	1.6	1.6	2.9	0.5	0.0				
KRWQ	Gold Hill	C1	100.3	30.0	991	c	Hill Radio Inc	80			1	Country	1,400	1.21	21.0	13.8	17.1	18.8	16.6	18.5	22.0	22.8	16.4				
KCMX	Ashland	C	101.9	100.0	cp 1020	b	Deschutes River Bcst	78	9606		c1	AC	300	0.51	10.6	5.1	8.6	4.6	3.7	4.2	6.8	9.0	12.2				
KCNA	Cave Junction	C	102.7	50.7	cp 1983	a	Opus Bcstg Systems	85	9609	750		Oldies	400	1.37	5.3	4.6	4.3	4.1	5.3	3.2	4.4	6.9	5.2				
KOPE	Medford	C1	103.5	100.0	440		Chancellor Bg Co Inc	91	9704	500		News/Talk			2.6	2.1	2.1	0.5	2.7	1.6	0.0	0.0	0.0				
KAKT	Phoenix	C1	105.1	51.7	545	b	Deschutes River Bcst	91	9501	1,900	c2	Country	300	0.63	8.6	4.6	7.0	3.0	7.0	5.8	2.4	0.0	0.0				
KZZE	Eagle Point	C3	106.3	0.9	1592		Pro Promotions Inc	94			1	Rock	400	1.01	7.2	7.2	5.9	1.5	0.0	0.0	0.0	0.0	0.0				
KKJJ	Ashland	C2	107.5	5.3	1421		Ashland Bcstg LLC	96			1	AC			0.0	4.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
																-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
# FM Stations - 11																# Combos - 7	FM TOTALS		78.4	61.5	63.8	60.5	57.2	59.8	62.4	64.1	57.7

AM Stations

											Arbitron 12+ Metro Shares (see rights)																
City of		FCC		Day Power		Night Power		Year		Sales		1996		Avg '96													
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990				
KCMX	Ashland	111	580	1.0	1.00	b	Deschutes River Bcst	46	9606		c1	Nws/Tk/Spts	400	1.23	5.9	3.6	4.8	7.1	4.3	5.8	2.4	3.2	1.4				
KRTA	Medford	111	610	5.0	5.00	a	Opus Bcstg Systems	47	9609		c3	Spanish			0.0	1.0	0.0	1.5	0.0	0.5	0.5	0.5	0.0				
KLVB	Medford	11	730	1.0	0.07		Educational Media	54	9704		dn	Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
KTMT	Phoenix	11	880	1.0	1.00	b	Deschutes River Bcst	62	9606		c1	Sports	200	0.81	4.5	0.5	3.7	2.0	0.5	0.0	0.0	2.6	4.7				
KAPL	Phoenix	111	1300	20.0	5.00		Applegate Media Inc	77	9504	375	st	Religion			0.0	0.0	0.0	0.0	3.2	5.8	4.9	3.7	5.2				
KMED	Medford	111	1440	5.0	1.00	c	Hill Radio Inc	22	8412	180	1	Nostalgia	250	0.41	11.2	8.7	9.1	6.6	8.6	13.8	11.2	10.6	11.3				
																-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
# AM Stations - 6																# Combos - 4	AM TOTALS		21.6	13.8	17.6	17.2	16.6	25.9	19.0	20.6	22.6
Stations Profiled - 17																# Duopolies - 4	Total Local Commercial Share		75.3	81.4	77.7	73.8	85.7	81.4	84.7	80.3	

Metro Rank: 203

Revenue Rank: 200

Lake Charles, LA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 3,700	4,000	4,400	4,700	5,300	5,500	8.3%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	9.1%	\$ 6,000	6,200	6,600	7,000	7,400	5.4%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.11/1,000	\$3.35/1,000	\$3.35/1,000	Local	90%		
Revenue/Capita	\$22.01	\$31.23	\$40.57	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	168.1	176.1	0.9%	176.1	182.4	0.7%
Households	60.3	63.1	0.9%	63.1	66.5	1.1%
Retail Sales	1,189.5	1,639.5	6.6%	1,639.5	2,207.3	6.1%
EBI	1,977.1	2,318.1	3.2%	2,318.1	3,083.8	5.9%

Metro Counties

Calcasieu, LA	176.1

	176.1

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	85.8	18.1	8.5	7.8	12.7	13.4	10.3	15.1
Women (000)	90.3	17.2	8.2	7.7	13.1	13.8	10.9	19.4
Total	176.1	35.3	16.7	15.5	25.8	27.1	21.2	34.5
Percentage	100.0%	20.0%	9.5%	8.8%	14.6%	15.4%	12.0%	19.6%
Per Capita	\$13,164	Median Household		\$29,073	Avg Household		\$36,738	
Ethnic Population:	White 75.3%	Black 24.1%	Asian 0.4%	Hispanic 1.1%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	1		5	5	6	4	10
Tot 12+	0.0		64.5	64.5	64.5	8.6	73.1
Avg 12+	0.0		12.9	12.9	10.8	2.2	7.3
Tot LCS	0.0		88.2	88.2	88.2	11.8	100.0
Avg LCS	0.0		17.6	17.6	14.7	2.9	10.0

Competitive Overview

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year Date		Sales	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)														
Calls	License	Class	Freq	(kW)				Std	Acq	Price	(000)	LMA	Format	Revenue	Power	Local	Comm Sh	Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990				
KYKZ	Lake Charles	C	96.1	97.0	1204	a	LA Media Interests	76	9402	4,250		Country	2,200	1.17	31.3	23.4	23.9	31.7	24.9	27.5	27.3	21.3	22.7						
KHLA	Lake Charles	C	99.5	100.0	955	b	Radio South Inc	65	9209		g1	AC	800	1.02	13.1	8.6	10.0	12.2	12.9	9.7	9.1	13.4	11.1						
*KKGB	Sulphur	C3	101.3	50.0	cp 407	a	LA Media Interests	77	9708	2,075	+	Clsc Rock	750	1.00	12.5	8.1	9.5	6.8	4.8	8.9	12.4	8.9	8.1						
KEAZ	De Ridder	A	101.7	3.0	299	c	Simien, Sidney	91	9512	220		Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
KB1U	Lake Charles	C1	103.7	100.0	469	a	LA Media Interests	76	9609	1,500	c1	AC	525	0.74	11.8	11.7	9.0	6.3	14.4	9.3	10.0	12.9	10.6						
KZWA	Lake Charles	C2	105.3	50.0	492		B & C Bcstg Inc	94				Urban AC	700	0.69	16.9	12.7	12.9	11.3	0.0	0.0	0.0	0.0	0.0						
# FM Stations -		6		# Combos -		5		FM TOTALS				85.6		64.5		65.3		68.3		57.0		55.4		58.8		56.5		52.5	

AM Stations

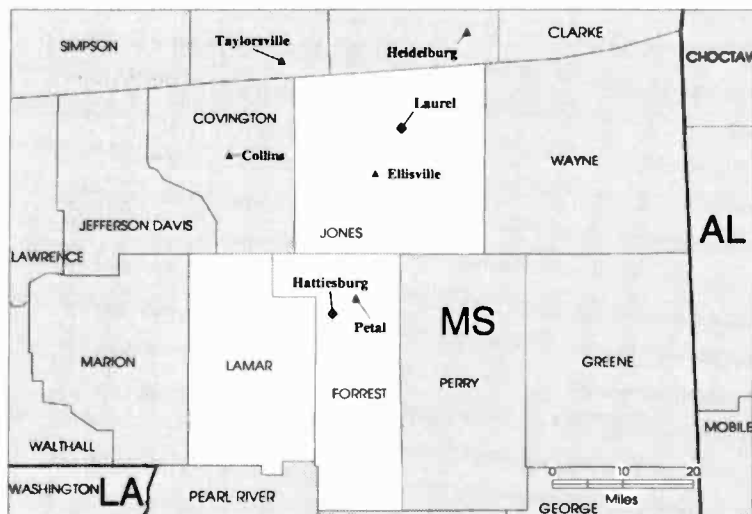
City of		FCC	Day		Night		C	Owner	Year Date		Sales	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)													
Calls	License	Class	Freq	(kW)	(kW)	Std			Acq	Price	(000)	LMA	Format	Revenue	Power	Local	Comm Sh	Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990				
KE2M	Sulphur	III	1310	0.5	0.05		Duckhorn Bcstg Inc	55	9608	150		Oldies	225	0.96	3.9	1.5	3.0	2.3	4.3	1.7	2.4	1.5	3.0						
KAOK	Lake Charles	IV	1400	1.0	1.00	c	Simien, Sidney	47	9308	175		Nws/Tk/Spts	500	2.53	3.3	2.5	2.5	2.3	3.3	3.0	3.8	2.5	2.5						
KLCL	Lake Charles	III	1470	5.0	0.50	b	Radio South Inc	35	9209		g1	Sports	100	2.38	0.7	0.5	0.5	0.5	3.4	1.0	2.5	2.5							
KX2Z	Lake Charles	II	1580	1.0	1.00	a	LA Media Interests	47	9609		c1	Urban AC	150	0.38	6.6	4.1	5.0	2.3	10.0	11.9	12.4	7.4	9.1						
# AM Stations -		4		# Combos -		3		AM TOTALS				14.5		8.6		11.0		7.4		18.1		20.0		19.6		13.9		17.1	
Stations Profiled -		10		# Duopolies -		2		Total Local Commercial Share				73.1		76.3		75.7		75.1		75.4		78.4		70.4		69.6			

* Indicates a change since last edition.

Metro Rank: 204

Revenue Rank: 240

Laurel-Hattiesburg, MS Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 4,000	3,600	3,700	3,900	4,200	4,300	1.5%
★	Δ 95-96 4.7%	1996 \$ 4,500	1997 4,700	1998 4,900	1999 5,100	2000 5,400	Δ 96-00 4.7%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.00/1,000	\$3.27/1,000	\$3.24/1,000	Local	85%		
Revenue/Capita	\$24.84	\$25.35	\$30.27	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	161.0	169.6	1.0%	169.6	178.4	1.0%
Households	58.6	61.9	1.1%	61.9	66.3	1.4%
Retail Sales	1,000.4	1,313.1	5.6%	1,313.1	1,666.5	4.9%
EBI	1,613.4	1,972.1	4.1%	1,972.1	2,621.2	5.9%

Metro Counties

Forrest, MS	72.1
Jones, MS	63.7
Lamar, MS	33.8

	169.6

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	80.7	15.9	8.0	9.6	11.8	11.9	9.2	14.3
Women (000)	88.9	15.5	7.6	10.6	12.3	12.7	10.1	20.3
Total	169.6	31.4	15.6	20.1	24.1	24.5	19.3	34.6
Percentage	100.0%	18.5%	9.2%	11.9%	14.2%	14.5%	11.4%	20.4%
Per Capita	\$11,628	Median Household \$23,306		Avg Household \$31,859				
Ethnic Population:	White 72.6%	Black 26.6%	Asian 0.5%	Hispanic 0.4%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	4		7	8	11	8	19
Tot 12+	13.0		70.4	61.8	83.4	2.0	85.4
Avg 12+	3.3		10.1	7.7	7.6	0.3	4.5
Tot LCS	15.2		82.4	72.4	97.7	2.3	100.0
Avg LCS	3.8		11.8	9.0	8.9	0.3	5.3

Competitive Overview

FM Stations

													Arbitron 12+ Metro Shares (see rights)													
City of		FCC	Power		Year		Date		Sales		1996		Avg '96													
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990			
WJMG	Hattiesburg	A	92.1	6.0	cp	299	a	Floyd, Vernon C	82	8610		Urban	500	0.87	12.8	7.5	10.2	7.2	7.4	8.3	10.6	8.9	4.6			
WBBN	Taylorsville	C2	95.9	3.1		623	c	Blakeney Comm Inc	85			Country	1,500	1.41	23.6	16.1	18.8	15.3	21.6	18.9	22.7	19.7	10.0			
WMXI	Laurel	A	98.1	2.6	cp	512		Rainey Radio Inc	89	9611	75	DARK			0.0	0.0	0.0	0.0	0.0	0.5	1.0	0.0	2.7			
WEEZ	Heidelberg	C2	99.3	50.0		492	e	Williams, Gerald	80	9112	250	c2	Gospel	150	0.83	4.0	3.0	3.2	4.7	5.4	0.0	1.0	0.0	0.0		
WNSL	Laurel	C	100.3	100.0		1066	d	Design Media Inc	59	8901	2,625	c1	Hot AC	650	1.13	12.8	11.6	10.2	15.3	17.6	16.0	10.1	8.4	10.0		
WJKX	Ellisville	C2	102.5	50.0		492		JLW Bcstg Inc	73	9510	260	Urban	400	0.65	13.6	16.1	10.8	0.0	0.5	0.5	0.0	1.5	5.5			
WHER	Hattiesburg	C	103.7	100.0	cp	1056	b	Gulf Central Radio	66			Oldies	300	1.39	4.8	7.5	3.8	5.5	8.3	8.7	10.1	8.9	8.2			
WXRR	Hattiesburg	C1	104.5	100.0		479	c	Blakeney Comm Inc	67	9410	450	c3	Clsc Rock	500	1.09	10.2	10.6	8.1	9.8	2.0	1.0	1.9	6.9	3.2		
WMFM	Petal	A	106.3	1.8		400		Hickman Bcst Svcs	86			Lite AC	175	0.97	4.0	4.0	3.2	3.8	3.4	5.8	6.8	3.9	2.7			
WKNZ	Collins	A	107.1	2.3	cp	541		Sunbelt Bcstg Corp	78	9503	257	Clsc Rock	250	1.16	4.8	1.5	3.8	6.0	0.5	4.4	1.0	1.5	2.7			
WZKX	Poplarville	C	107.9	92.0		1460		Dowdy & Dowdy	66			Country	n/a		7.4	5.5	5.9	3.4	2.9	0.0	0.0	0.0	0.0			
															-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
# FM Stations - 11															# Combos - 6	FM TOTALS		98.0	83.4	78.0	71.0	69.6	63.6	64.7	60.7	49.6

AM Stations

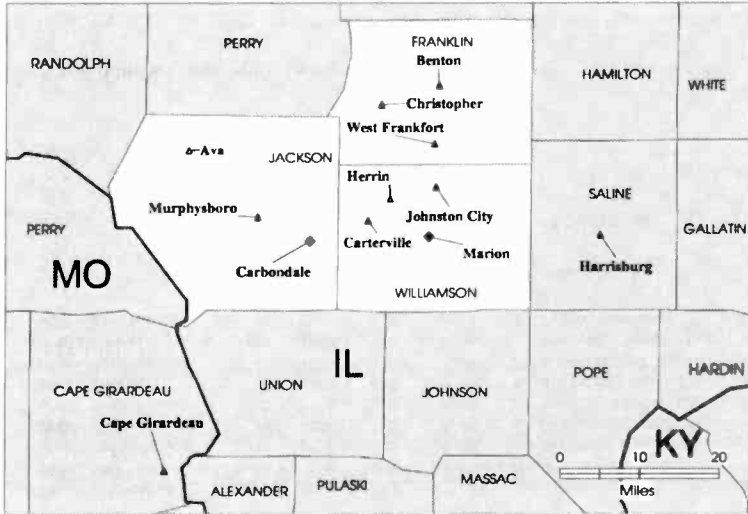
													Arbitron 12+ Metro Shares (see rights)													
City of		FCC	Day Power		Night Power		Year		Date		Sales		1996		Avg '96											
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	Price (000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990			
WOIS	Laurel	II	890	10.0	0.00	d	Design Media Inc	57	8901		c1	Adlt Stndrd			0.0	0.0	0.0	0.4	2.0	2.4	4.3	6.4	10.0			
WBKH	Hattiesburg	III	950	5.0	0.00		Southern Air Comm	54	8911			Gospel			0.0	0.0	0.0	2.1	1.0	2.4	4.8	1.0	2.3			
WHSY	Hattiesburg	IV	1230	1.0	1.00	c	Blakeney Comm Inc	48	9410		c3	DARK			0.0	0.0	0.0	0.0	0.0	0.5	0.5	0.0	0.0			
WHLV	Hattiesburg	III	1310	5.0	cp	0.00		Horizon Bcst Comm	85	8612	34	DARK			0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0			
WAML	Laurel	IV	1340	1.0	1.00	e	Williams, Gerald	32	9112		c2	Gospel	50	0.56	2.0	0.0	1.6	4.3	3.4	0.5	0.5	0.0	1.4			
WFOR	Hattiesburg	IV	1400	1.0	1.00	b	Gulf Central Radio	24	6506			ChrstnCntry			0.0	0.0	0.0	0.9	0.5	1.5	1.4	1.0	1.4			
WLAU	Laurel	III	1430	5.0	0.00		Hodnett, Sarah, Trst	46	9110			DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WORV	Hattiesburg	II	1580	1.0	0.09	a	Floyd, Vernon C	69	8610			Gospel			0.0	2.0	0.0	5.1	1.0	4.4	1.9	2.5	4.6			
															-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
# AM Stations - 8															# Combos - 5	AM TOTALS		2.0	2.0	1.6	12.8	7.9	11.7	13.4	10.9	19.7
Stations Profiled - 19															# Duopolies - 1	Total Local Commercial Share		85.4	79.6	83.8	77.5	75.3	78.1	71.6	69.3	

* Indicates a change since last edition.

Metro Rank: 205

Revenue Rank: 207

Marion-Carbondale, IL Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 3,900	4,000	4,200	4,500	5,200	5,400	6.7%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	7.4%	\$ 5,800	6,000	6,400	6,700	7,000	4.8%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.58/1,000	\$3.47/1,000	\$3.82/1,000	Local	88%		
Revenue/Capita	\$24.56	\$33.13	\$42.04	National	12%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	158.8	163.0	0.5%	163.0	166.5	0.4%
Households	62.9	64.4	0.5%	64.4	66.5	0.6%
Retail Sales	1,088.3	1,555.9	7.4%	1,555.9	1,833.4	3.3%
EBI	1,694.8	1,838.5	1.6%	1,838.5	2,130.2	3.0%

Metro Counties

Franklin, IL	41.1
Jackson, IL	61.4
Williamson, IL	60.5

	163.0

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	80.4	12.5	6.4	12.7	11.6	11.9	9.5	16.0
Women (000)	82.6	11.8	6.0	10.3	10.6	11.5	9.6	22.7
Total	163.0	24.3	12.4	23.0	22.2	23.4	19.2	38.6
Percentage	100.0%	14.9%	7.6%	14.1%	13.6%	14.4%	11.7%	23.7%
Per Capita	\$11,279	Median Household		\$21,407	Avg Household		\$28,548	
Ethnic Population:	White 93.0%	Black 5.1%	Asian 1.9%	Hispanic 1.2%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	4	6	2	6	12	7	19
Tot 12+	11.8	60.3	7.3	61.7	79.4	6.0	85.4
Avg 12+	3.0	10.1	3.7	10.3	6.6	0.9	4.5
Tot LCS	13.8	70.6	8.5	72.2	93.0	7.0	100.0
Avg LCS	3.5	11.8	4.3	12.0	7.7	1.0	5.3

Competitive Overview

FM Stations

													Arbitron 12+ Metro Shares (see rights)												
City of		FCC	Power		Year		Date		Sales		1996		Avg '96		1997		1996		1995		1994		1993		
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price	LMA	Format	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
WVZA	Herrin	B1	92.7	25.0	328	a	Clearly Superior Rad	94	9704	5,890	c2	Hot AC	300	0.76	6.8	4.9	4.7	5.6	0.0	3.7	0.0	1.3	0.0		
WXLT	Cartersville	A	95.1	6.0	279	b	Zimmer Enterprises	92	9706	1,250	c3	Clsc Rock	350	1.18	5.1	4.4	1.6	4.2	0.0	0.5	0.0	4.0	0.0		
WQUL	West Frankfort	A	97.7	3.5	0	a	3-0 Communications	72	9604	285	c2	Oldies			0.6	2.5	2.1	0.5	0.0	0.5	0.0	0.4	0.0		
WOOZ	Harrisburg	B	99.9	32.0	620	b	Zimmer Enterprises	47	8907	713		Country	1,200	1.30	15.9	15.7	13.7	13.1	0.0	13.1	0.0	12.8	0.0		
KGMO	Cape Girardeau	C	100.7	100.0	988	c	Withers Bcstg Co	69	7206			70s Oldies			5.7	3.9	4.2	4.7	0.0	7.0	0.0	2.2	0.0		
WCIL	Carbondale	B	101.5	50.0	351	b	Zimmer Enterprises	68	9608	1,765	c1	Hot AC	700	0.97	12.5	8.8	8.4	10.3	0.0	6.5	0.0	9.7	0.0		
KEZS	Cape Girardeau	C1	102.9	100.0	948	b	Zimmer Enterprises	70	8309	70		Country	350	0.97	6.2	3.4	1.6	5.1	0.0	2.8	0.0	3.1	0.0		
WUEZ	Christopher	A	103.5	6.0	328	b	Zimmer Enterprises	91	9710	675p		Soft Hits	250	0.63	6.8	3.9	5.3	5.6	0.0	2.8	0.0	2.2	0.0		
WXAN	Ava	A	103.9	0.0	463		Lawder, Harold L	82				Religion	175	1.77	1.7	1.0	1.6	1.4	0.0	1.4	0.0	1.3	0.0		
WTAO	Murphysboro	B1	105.1	25.0	cp 308	a	Clearly Superior Rad	72	9704		na	Clsc Rock	700	1.18	10.2	10.3	6.8	8.4	0.0	13.6	0.0	14.6	0.0		
WURL	Benton	B1	106.3	12.5	459		Dana Comm Corp	73	9204	250		Oldies	175	1.31	2.3	2.5	3.7	1.9	0.0	0.9	0.0	1.8	0.0		
WDDD	Marion	B	107.3	50.0	492	a	Clearly Superior Rad	70	9704		c2	Country	1,300	1.32	17.0	18.1	16.3	14.0	0.0	18.7	0.0	17.3	0.0		
# FM Stations - 12													# Combos - 10												
													FM TOTALS												
													90.8	79.4	70.0	74.8	0.0	71.5	0.0	70.7	0.0				

AM Stations

													Arbitron 12+ Metro Shares (see rights)													
City of		FCC	Day		Night		Year		Date		Sales		1996		Avg '96		1997		1996		1995		1994		1993	
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	Price	LMA	Format	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
WDDD	Johnston City	II	810	0.3	0.25	a	Clearly Superior Rad	79	9612		p c2	Country			0.0	0.0	1.6	0.0	0.0	0.9	0.0	0.9	0.0			
WCIL	Carbondale	II	1020	1.0	1.00	b	Zimmer Enterprises	46	9608		a1	News			0.6	0.0	1.1	0.5	0.0	0.5	0.0	0.9	0.0			
WGGH	Marion	III	1150	5.0	0.00		Vine Bcstg Inc	49	9204	396		Gospel			0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0				
WFRX	West Frankfort	III	1300	1.0	0.06	a	Clearly Superior Rad	51	9704		c2	Adlt Stndrd			3.4	1.5	1.1	2.8	0.0	0.5	0.0	1.3	0.0			
WJPF	Herrin	IV	1340	0.8	0.77	b	Zimmer Enterprises	40	9706		c3	Nws/Tk/Spts	100	0.75	2.3	2.0	2.1	1.9	0.0	2.3	0.0	4.0	0.0			
WINI	Murphysboro	III	1420	0.4	0.50		Radio Station WINI	54	6807			Nws/Tk/Spts	150	0.92	2.8	2.5	1.6	2.3	0.0	1.4	0.0	2.2	0.0			
KAPE	Cape Girardeau	II	1550	5.0	0.05	c	Withers Bcstg Co	51				Adlt Stndrd			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
# AM Stations - 7													# Combos - 5													
													AM TOTALS													
													9.1	6.0	8.6	7.5	0.0	5.6	0.0	9.3	0.0					
Stations Profiled - 19													# Duopolies - 6													
													Total Local Commercial Share													
													85.4	78.6	82.3	0.0	77.1	0.0	80.0	0.0						

NOTE: Market rated twice yearly with Fall 1996 period.

* Indicates a change since last edition.

Metro Rank: 206

Revenue Rank: 232

Ft. Walton Beach, FL Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 3,600	3,400	3,600	3,800	4,300	4,500	4.6%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.7%	\$ 4,800	5,000	5,200	5,500	5,800	4.8%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.20/1,000	\$2.91/1,000	\$2.87/1,000	Local	93%		
Revenue/Capita	\$24.51	\$27.26	\$31.68	National	7%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	146.9	165.1	2.4%	165.1	183.1	2.1%
Households	54.5	60.9	2.2%	60.9	68.5	2.4%
Retail Sales	1,124.4	1,544.5	6.6%	1,544.5	2,019.6	5.5%
EBI	1,900.0	2,389.7	4.7%	2,389.7	3,138.5	5.6%

Metro Counties

Okaloosa, FL	165.1

	165.1

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	83.7	15.2	6.9	8.6	15.7	13.2	10.1	13.9
Women (000)	81.4	14.7	6.7	7.2	13.4	12.7	10.7	16.0
Total	165.1	29.9	13.5	15.8	29.1	26.0	20.8	30.0
Percentage	100.0%	18.1%	8.2%	9.6%	17.6%	15.7%	12.6%	18.2%
Per Capita	\$14,474	Median Household		\$31,389	Avg Household		\$39,239	
Ethnic Population:	White 86.8%	Black 9.5%	Asian 3.1%	Hispanic 3.5%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	2		9	5	11	5	16
Tot 12+	9.5		49.2	47.6	58.7	6.8	65.5
Avg 12+	4.8		5.5	9.5	5.3	1.4	4.1
Tot LCS	14.5		75.1	72.7	89.6	10.4	100.0
Avg LCS	7.3		8.3	14.5	8.1	2.1	6.3

Competitive Overview

Some stations also rated in Pensacola (125).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)									
Calls	License	Class	Freq	(kW)						Price	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	
• WMMK	Destin	C3	92.1	25.0	223		Gulf Breeze Media	81	9708	1,200p	350	1.62	4.5	4.2	3.3	7.0	13.3	9.3	12.8	7.7	8.6				
WMEZ	Pensacola	C	94.1	100.0	1329		Capstar Bcstg Ptrs	60	9703	See (125)	n/a		1.9	0.5	1.4	1.0	2.2	3.9	2.9	4.7					
WMSF	Andalusia	C1	98.1	89.0	1024		Capstar Bcstg Ptrs	50	9703	p g 1	150	0.82	3.8	2.1	2.8	2.0	3.9	7.1	9.4	10.5	13.8				
• WKSJ	Ft Walton Beach	C2	99.5	50.0	cp 440	b	Holladay Bcstg	65	9309	1,000 c1	1,150	1.03	23.2	12.7	16.9	15.5	8.4	11.9	9.4	9.6	6.5				
WNCV	Niceville	A	100.3	6.0	295	b	Holladay Bcstg	93	9611	1,260	650	0.96	14.1	7.9	10.3	7.5	10.3	1.3	0.0	0.0	0.0				
• WTKX	Pensacola	C	101.5	100.0	1329		Clear Channel Comm	71	9706	See (125)	n/a		1.9	1.1	1.4	1.0	0.5	1.3	3.0	4.3	3.9				
• WMAV	Santa Rosa Bch	C3	102.1	18.0	384	c	Root Comm Ltd	85	9710	950p	600	1.37	9.1	2.6	6.6	3.0	3.9	6.6	7.4	7.7	9.9				
• WMX2	Defuniak Springs	C2	103.1	50.0	482	c	Root Comm Ltd	74	9709	p na	600	0.81	15.5	14.3	11.3	8.0	5.9	2.2	2.0	0.0	0.0				
WAAZ	Crestview	C2	104.7	30.0	276	a	Crestview Bcstg Co	65	7008				1.2	3.2	0.9	1.0	2.0	4.0	0.0	0.0	1.3				
WY2B	Mary Esther	C3	105.5	25.0	305	b	Holladay Bcstg	86			700	1.33	11.0	8.5	8.0	9.5	5.4	9.3	10.8	17.7	12.5				
WSBZ	Miramar Beach	A	106.3	3.0	328		Carter, Mark & Renee	94			175	0.96	3.8	1.6	2.8	2.0	0.0	0.0	0.0	0.0	0.0				
														# FM Stations - 11 # Combos - 6											
														FM TOTALS											
														90.0	58.7	65.7	57.5	54.6	55.2	58.7	60.4	61.2			

AM Stations

City of		FCC	Day Power		Night Power		HAAT	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)									
Calls	License	Class	Freq	(kW)	(kW)	Price						Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring		
WCHU	Crestview	II	1010	10.0	0.08			Eagle Int'l Bcstg	48	9401	80			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WJSB	Crestview	II	1050	3.1	cp 0.50	a	Crestview Bcstg Co	54	7008				2.6	0.5	1.9	0.5	0.0	0.0	0.0	0.5	0.4						
WFTW	Ft Walton Beach	III	1260	2.5	0.13	b	Holladay Bcstg	53	9309	c1	250	1.16	4.3	3.2	3.3	4.0	3.4	3.1	1.5	1.9	0.4						
WFSH	Valparaiso	IV	1340	1.0	1.00		Bayou Communications	58	8312		350		0.0	0.5	0.0	0.0	0.0	0.0	0.5	0.5	0.4						
WFAV	Ft Walton Beach	IV	1400	1.0	1.00		Liberty Bcstg LC	56	9509		143		2.6	2.6	1.9	3.5	0.0	0.5	1.0	1.0	0.0						
														# AM Stations - 5 # Combos - 2													
														AM TOTALS													
														9.7	6.8	7.1	8.0	3.4	3.1	2.0	3.9	1.2					
Stations Profiled - 16														# Duopolies - 4													
														Total Local Commercial Share													
														65.5	72.8	65.5	58.0	58.3	60.7	64.3	62.4						

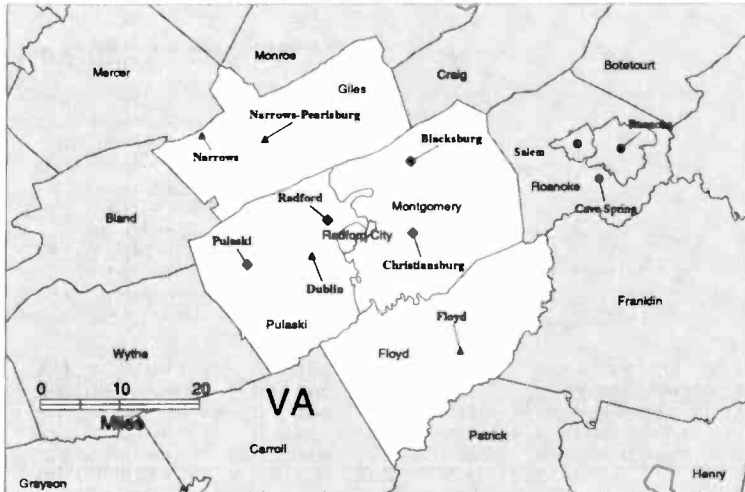
Other Rulemaking: 96.5, C, Ft. Walton Beach

• Indicates a change since last edition.

Metro Rank: 207

Revenue Rank: 259

Blacksburg-Christiansburg-Radford-Pulaski Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ N/A	N/A	N/A	N/A	N/A	1,700	
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	17.6%	\$ 2,000	2,000	2,200	2,300	2,400	4.7%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	N/A	\$1.19/1,000	\$1.42/1,000	Local	90%		
Revenue/Capita	N/A	\$10.84	\$15.00	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	153.4	156.8	0.4%	156.8	160.0	0.4%
Households	56.3	57.4	0.4%	57.4	59.6	0.8%
Retail Sales	973.8	1,433.9	8.0%	1,433.9	1,684.8	3.3%
EBI	1,887.8	1,699.8	-2.1%	1,699.8	1,963.4	2.9%

Metro Counties

Floyd, VA	12.7
Giles, VA	16.4
Montgomery, VA	77.0
Pulaski, VA	34.5
Radford city, VA	16.2

	156.8

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	78.2	10.4	5.6	18.0	10.9	11.3	9.2	12.7
Women (000)	78.6	9.7	5.1	16.2	10.2	11.3	9.2	17.0
Total	156.8	20.1	10.8	34.2	21.2	22.6	18.4	29.6
Percentage	100.0%	12.8%	6.9%	21.8%	13.5%	14.4%	11.7%	18.9%
Per Capita	\$10,841	Median Household		\$23,196	Avg Household		\$29,614	
Ethnic Population:	White 93.0%	Black 4.5%	Asian 2.6%	Hispanic 0.9%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	4		6	0	10	9	19
Tot 12+	8.6		57.5	0.0	66.1	6.5	72.6
Avg 12+	2.2		9.6	**.*	6.6	0.7	3.8
Tot LCS	11.8		79.2	0.0	91.0	9.0	100.0
Avg LCS	3.0		13.2	**.*	9.1	1.0	5.3

MARKET: Blacksburg-Christiansburg-Radford-Pulaski

METRO RANK: 207

Competitive Overview

NOTE: Some Roanoke stations are also rated in this market.

FM Stations

												Arbitron 12+ Metro Shares (see rights)													
City of		FCC	Power		Year Date		Sales Price		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)												
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	(000)	LMA	Format	(000)	Power	Local	Comm	Sh	1997	1996	1995	1994	1993	1992	1991	1990
WLK	Roanoke	C	92.3	93.0	2051		Wheeler, Mel	60	9702	See (102)		CHR	n/a		18.9			14.1	14.7	0.0	0.0	0.0	0.0	0.0	0.0
WPVR	Roanoke	C	94.9	98.0	1982		Gibbons, James L	48	7704			70s Oldies	n/a		14.2			8.6	11.1	0.0	0.0	0.0	0.0	0.0	0.0
• WXBX	Rural Retreat	A	95.3	6.0	190	a	Highlands Bcstg Inc	91			1	Country/Rck			0.0			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WROV	Martinsville	C1	96.3	13.8	2077		Capstar Bcstg Ptrs	50	9708	See (102)		AOR	n/a		11.4			8.6	8.9	0.0	0.0	0.0	0.0	0.0	0.0
WSLQ	Roanoke	C	99.1	200.0	1992		Wheeler, Mel	47				AC/Oldies	n/a		12.8			10.6	10.0	0.0	0.0	0.0	0.0	0.0	0.0
• WBNK	Christiansburg	A	100.7	3.0	453	b	Bocephus Bcstg	90	9709	9,500p	d1	Alternative	325	7.74	2.1			1.5	1.6	0.0	0.0	0.0	0.0	0.0	0.0
WZFM	Narrows	A	101.3	5.0	-532		Old Dominion Media	91	9501	34		DARK			0.0			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WRIQ	Radford	A	101.7	5.8	66	b	Bocephus Bcstg	65	9709		p d1	Country	325	3.01	5.4			7.1	4.2	0.0	0.0	0.0	0.0	0.0	0.0
• WVMJ	Blacksburg	C3	105.3	12.0	479	b	Bocephus Bcstg	64	9709		p d1	1 Oldies	100	1.85	2.7			1.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0
• WPSK	Pulaski	C3	107.1	1.8	1207	b	Bocephus Bcstg	67	9709		p d1	Country	625	1.36	23.0			14.6	17.9	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations - 10												# Combos - 5		FM TOTALS		90.5	66.1	70.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0

AM Stations

												Arbitron 12+ Metro Shares (see rights)														
City of		FCC	Power		Night		Year Date		Sales Price		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)											
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	(000)	LMA	Format	(000)	Power	Local	Comm	Sh	1997	1996	1995	1994	1993	1992	1991	1990	
• WFNR	Blacksburg	II	710	10.0	0.00	b	Bocephus Bcstg	73	9709		p d1	Nws/Tk/Spts	125	2.31	2.7			1.5	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WPIN	Dublin	II	810	4.2	cp 0.00		Baker Family Stns	95				Christian			0.0			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WNRV	Narrows-Pearisbur	II	990	5.0	0.00	b	Bocephus Bcstg	53	9709		p d1	Country	75	2.68	1.4			0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	
WGFC	Floyd	II	1030	1.0	0.00		Gallimore Elec Inc	85				Country	125		0.0			0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WNNI	Christiansburg	III	1260	2.8	0.00	b	Bocephus Bcstg	54	9709		p d1	News/Talk	50		0.0			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WBLB	Pulaski	IV	1340	1.0	0.25		Nipper Auto Parts	73				Religion	100	1.85	2.7			1.5	2.1	0.0	0.0	0.0	0.0	0.0	0.0	
• WKEX	Blacksburg	III	1430	1.0	0.06		Smith, Robert R.	69				Blue Grass			0.6			1.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	
• WRAD	Radford	III	1460	5.0	0.50	b	Bocephus Bcstg	50	9709		p d1	Adlt Stndrd	100	2.38	2.1			2.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	
WPUV	Pulaski	II	1580	5.0	0.00		Teachout, Robert H	46	9610	75		DARK			0.0			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations - 9												# Combos - 4		AM TOTALS		9.5	6.5	7.4	0.0	0.0	0.0	0.0	0.0	0.0		
Stations Profiled - 19												# Duopolies - 5		Total Local Commercial Share		72.6	77.9	0.0	0.0	0.0	0.0	0.0	0.0			

NOTE: Market first rated Spring 1996.

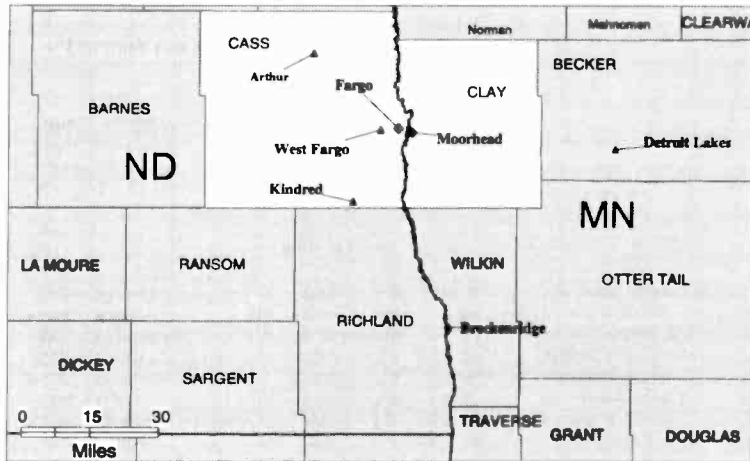
• Indicates a change since last edition.

METRO RANK: 207

Metro Rank: 208

Revenue Rank: 152

Fargo, ND – Moorhead, MN Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 6,500	6,800	7,000	7,400	8,200	9,000	6.7%
★	Δ 95-96 6.7%	1996 \$ 9,600	1997 10,000	1998 10,500	1999 11,000	2000 11,600	Δ 96-00 4.8%
Revenue/Retail Sales	1990 \$5.01/1,000	1995 \$4.75/1,000	2000 \$4.46/1,000	Est. Breakout			
Revenue/Capita	\$42.10	\$54.64	\$66.55	Local	82%	National	18%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	154.4	164.7	1.3%	164.7	174.3	1.1%
Households	58.2	62.6	1.5%	62.6	67.8	1.6%
Retail Sales	1,296.4	1,894.4	7.9%	1,894.4	2,602.1	6.6%
EBI	1,961.6	2,392.6	4.1%	2,392.6	3,252.0	6.3%

Metro Counties

Cass, ND	112.6
Clay, MN	52.1

	164.7

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	81.4	14.9	6.6	12.4	13.0	13.3	8.5	12.7
Women (000)	83.3	14.4	6.2	12.1	13.0	12.9	8.6	16.1
Total	164.7	29.3	12.8	24.5	26.0	26.2	17.1	28.8
Percentage	100.0%	17.8%	7.8%	14.9%	15.8%	15.9%	10.4%	17.5%
Per Capita	\$14,527	Median Household		\$31,077	Avg Household		\$38,221	
Ethnic Population:	White 97.4%	Black 0.3%	Asian 1.1%	Hispanic 1.5%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	1		9	7	10	4	14
Tot 12+	0.8		53.5	49.8	54.3	34.9	89.2
Avg 12+	0.8		5.9	7.1	5.4	8.7	6.4
Tot LCS	0.9		60.0	55.8	60.9	39.1	100.0
Avg LCS	0.9		6.7	8.0	6.1	9.8	7.1

Competitive Overview

FM Stations

													Arbitron 12+ Metro Shares (see rights)															
City of		FCC	Power		Year		Sales	1996		Avg '96																		
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Date	Price	LMA	Format	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall			
										(000)			(000)	Ratio	Comm Sh	1997	1996	1996	1995	1995	1994	1994	1993					
KPHT	Kindred	C3	92.7	25.0	328		MSB Inc	93	9612	800		AC	50	0.58	0.9	1.6	0.8	0.8	0.0	4.5	0.0	4.6	0.0					
WDAY	Fargo	C	93.7	100.0	1030	c	Ingstad, Tom	65	9607	1,500		CHR	800	0.79	10.6	9.1	8.4	9.4	0.0	4.9	0.0	4.2	0.0					
KFGX	Detroit Lakes	C1	95.1	100.0	971	b	MSB Inc	76	9609	1,300		Oldies	250	0.70	3.7	3.7	5.5	3.3	0.0	2.0	0.0	2.1	0.0					
KCDV	Arthur	A	96.7	5.0	361		KIPS Inc	94				MOR/Talk			0.4	0.8	0.4	0.4	0.0	0.0	0.0	0.0	0.0					
KFNW	Fargo	C	97.9	100.0	1001		Northwestern College	65				Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
KQWB	Moorhead	C1	98.7	100.0	581	a	Ingstad, James	66	9608	2,000	c1	Modern Rock	900	0.88	10.6	6.2	7.6	9.4	0.0	10.6	0.0	5.5	0.0					
KVOX	Moorhead	C	99.9	100.0	1034	b	MSB Inc	66	9606		na	Oldies	1,600	1.13	14.7	11.5	11.8	13.1	0.0	13.1	0.0	11.4	0.0					
KFGO	Fargo	C1	101.9	93.0	1001	b	MSB Inc	84	9111		st	Country	1,500	1.22	12.8	7.0	8.0	11.4	0.0	10.6	0.0	16.5	0.0					
KLTA	Breckenridge	C1	105.1	100.0	650	c	Ingstad, Tom	70				AC	800	1.21	6.9	9.1	8.9	6.1	0.0	9.0	0.0	8.0	0.0					
KPFX	Fargo	C	107.9	100.0	656	a	Ingstad, James	93	9611	2,125		Adult Rock	650	1.06	6.4	5.3	7.2	5.7	0.0	6.9	0.0	10.1	0.0					
																-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
# FM Stations - 10																# Combos - 7	FM TOTALS		67.0	54.3	58.6	59.6	0.0	61.6	0.0	62.4	0.0	

AM Stations

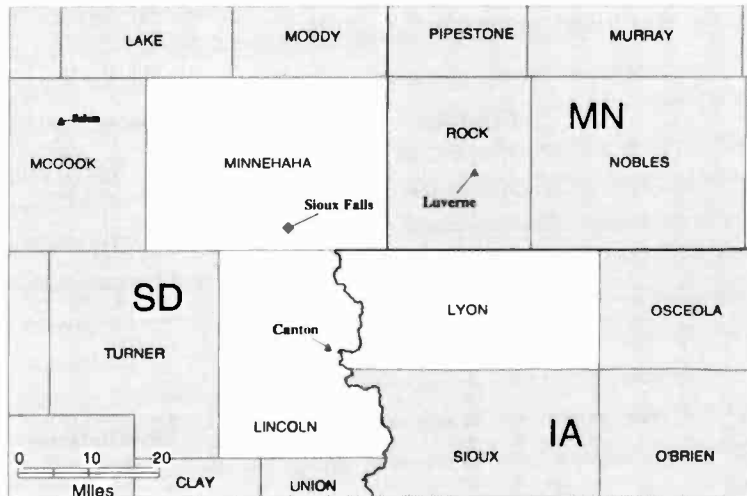
													Arbitron 12+ Metro Shares (see rights)															
City of		FCC	Power		Year		Sales	1996		Avg '96																		
Calls	License	Class	Freq	(kW)	Day	Night	Owner	Std	Date	Price	LMA	Format	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall			
					(kW)	(kW)				(000)			(000)	Ratio	Comm Sh	1997	1996	1996	1995	1995	1994	1994	1993					
KFGO	Fargo	III	790	5.0	5.00		MSB Inc	48	9111		st	News/Talk	1,900	1.08	18.3	23.0	15.2	16.3	0.0	10.2	0.0	17.3	0.0					
WDAY	Fargo	III	970	5.0	5.00		Forum Publishing Co	22				News/Talk	1,000	0.91	11.5	7.0	8.0	10.2	0.0	8.2	0.0	8.4	0.0					
KVOX	Moorhead	III	1280	5.0	1.00		MSB Inc	37	9606		na	Nostalgia	100	0.39	2.7	1.2	2.1	2.4	0.0	4.1	0.0	0.4	0.0					
KQWB	West Fargo	II	1550	10.0	5.00		Ingstad, James	60	9608		c1	Adlt Stndrd			0.4	3.7	3.0	0.4	0.0	0.4	0.0	0.0	0.0					
																-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
# AM Stations - 4																# Combos - 3	AM TOTALS		32.9	34.9	28.3	29.3	0.0	22.9	0.0	26.1	0.0	
Stations Profiled - 14																# Duopolies - 5	Total Local Commercial Share		89.2	86.9	88.9	0.0	84.5	0.0	88.5	0.0		

NOTE: Market rated twice yearly with Fall 1996 period.

Metro Rank: 209

Revenue Rank: 159

Sioux Falls, SD Market Overview



Metro Counties

Lincoln, SD	17.8
Minnehaha, SD	137.7
Lyon, IA	11.9

	167.4

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 5,300	5,700	6,200	6,900	7,700	8,400	9.6%
★	Δ 95-96 7.1%	1996 \$ 9,000	1997 9,500	1998 9,900	1999 10,400	2000 11,000	Δ 96-00 5.1%
Revenue/Retail Sales	1990 \$4.06/1,000		1995 \$3.80/1,000		2000 \$3.49/1,000		Est. Breakout
Revenue/Capita	\$34.75		\$50.18		\$61.32		Local 90%
							National 10%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	152.5	167.4	1.9%	167.4	179.4	1.4%
Households	58.0	63.9	2.0%	63.9	69.5	1.7%
Retail Sales	1,306.0	2,211.8	11.1%	2,211.8	3,154.3	7.4%
EBI	2,219.0	2,848.4	5.1%	2,848.4	3,985.9	7.0%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	81.2	16.6	7.2	6.7	13.7	13.4	9.0	14.6
Women (000)	86.2	16.1	7.1	7.6	13.6	13.5	9.3	19.0
Total	167.4	32.7	14.4	14.3	27.3	26.9	18.2	33.6
Percentage	100.0%	19.5%	8.6%	8.5%	16.3%	16.1%	10.9%	20.1%
Per Capita	\$17,015	Median Household		\$36,442	Avg Household		\$44,576	
Ethnic Population:	White 97.5%	Black 0.7%	Asian 0.6%	Hispanic 0.5%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations			9	6	9	7	16
Tot 12+			63.7	53.7	63.7	19.5	83.2
Avg 12+			7.1	9.0	7.1	2.8	5.2
Tot LCS			76.6	64.5	76.6	23.4	100.0
Avg LCS			8.5	10.8	8.5	3.3	6.3

Competitive Overview

FM Stations

													Arbitron 12+ Metro Shares (see rights)													
Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Date		Sales Price		1996		Avg '96		1997		1996		1995		1994		1993		
			Freq	(kW)				Std	Acq	(000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
KELO	Sioux Falls	C	92.5	100.0	1850	a	Midcontinent Media	65				650	1.00	7.2	10.4	8.0	5.9	0.0	8.3	0.0	11.4	0.0				
KNWC	Sioux Falls	C	96.5	100.0	1601	c	Northwestern College	69						0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KMXC	Sioux Falls	C1	97.3	60.0	220	b	Southern Minn Bcstg	73	9608		sw 1	AC	950	0.91	11.6	12.6	10.2	9.5	0.0	9.8	0.0	7.6	0.0			
KIKW	Salem	C1	100.5	100.0	942	b	Southern Minn Bcstg	93	9302	150	cp	Country	550	1.11	5.5	6.3	4.9	4.5	0.0	3.9	0.0	1.4	0.0			
KLQL	Luverne	C	101.1	100.0	984	d	Three Eagles Comm	71	9608		g1	Country	450	1.28	3.9	3.2	1.8	3.2	0.0	2.5	0.0	0.0	0.0	0.0	0.0	
*KTWB	Sioux Falls	C2	101.9	34.0	581	a	Midcontinent Media	90	9709	2,750p		Country	1,750	1.27	15.3	10.8	11.6	12.6	0.0	9.3	0.0	15.2	0.0			
KYBB	Canton	C2	102.7	50.0	200	b	Southern Minn Bcstg	95	9707	402	1	Rock	600	0.87	7.7	6.8	4.4	6.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KRRO	Sioux Falls	C2	103.7	50.0	187	a	Midcontinent Media	69	9611	3,000	c1	AOR	1,100	0.83	14.8	10.4	10.7	12.2	0.0	13.7	0.0	11.4	0.0			
KKLS	Sioux Falls	C	104.7	100.0	705	b	Southern Minn Bcstg	75	7910			Oldies	650	1.44	5.0	3.2	5.8	4.1	0.0	4.4	0.0	5.7	0.0			
													-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
# FM Stations - 9													# Combos - 9		FM TOTALS		71.0	63.7	57.4	58.3	0.0	51.9	0.0	52.7	0.0	

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Date		Sales Price		1996		Avg '96		1997		1996		1995		1994		1993	
			Freq	(kW)	Freq	(kW)			Std	Acq	(000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
KOAD	Luverne	I1	800	0.5	0.08	d	Three Eagles Comm	71	9608		g1	Adlt Stndrd	150	0.98	1.7	1.4	1.3	1.4	0.0	2.0	0.0	0.5	0.0			
KXRB	Sioux Falls	I1	1000	10.0	cp 0.00	b	Southern Minn Bcstg	69	7804			Country	500	0.72	7.7	6.3	3.1	6.3	0.0	5.4	0.0	3.8	0.0			
KSOO	Sioux Falls	I1	1140	10.0	5.00	b	Southern Minn Bcstg	26	9608		sw 1	News/Talk	600	0.87	7.7	4.1	5.3	6.3	0.0	3.9	0.0	5.2	0.0			
KWSN	Sioux Falls	IV	1230	0.8	0.81	a	Midcontinent Media	48	9611		c1	Nws/Tk/Spts	300	0.76	4.4	1.8	2.2	3.6	0.0	4.4	0.0	1.9	0.0			
KNWC	Sioux Falls	III	1270	2.5	2.50	c	Northwestern College	61				Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KELO	Sioux Falls	III	1320	5.0	5.00	a	Midcontinent Media	37	5206			AC	750	1.08	7.7	5.9	8.9	6.3	0.0	10.8	0.0	8.5	0.0			
KSFS	Sioux Falls	I1	1520	0.5	0.00		CGM Corporation	70	9306	175		Sports/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
													-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
# AM Stations - 7													# Combos - 6		AM TOTALS		29.2	19.5	20.8	23.9	0.0	26.5	0.0	19.9	0.0	
Stations Profiled - 16													# Duopolies - 6		Total Local Commercial Share		83.2	78.2	82.2	0.0	78.4	0.0	72.6	0.0		

NOTE: Market rated twice yearly with Fall 1996 period.

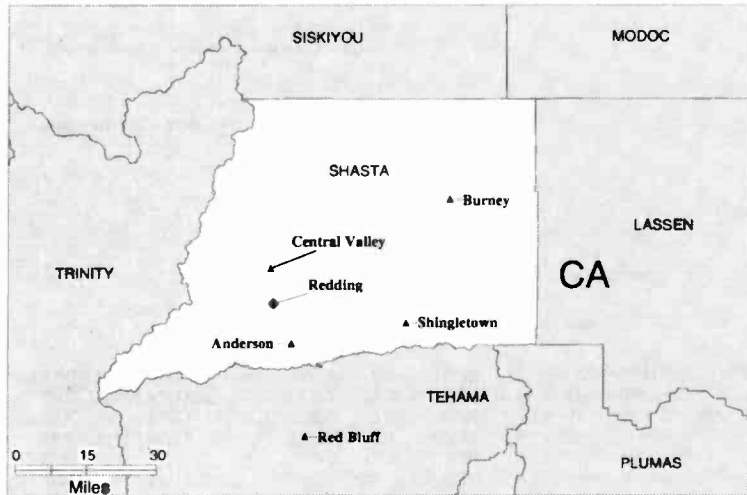
* Indicates a change since last edition.



Metro Rank: 210

Revenue Rank: 232

Redding, CA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 3,600	3,800	4,000	4,100	4,500	4,500	4.6%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.7%	\$ 4,800	5,000	5,200	5,500	5,800	4.8%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.25/1,000	\$3.14/1,000	\$3.66/1,000	Local	85%		
Revenue/Capita	\$23.75	\$27.03	\$34.02	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	151.6	166.5	1.9%	166.5	170.5	0.5%
Households	57.7	63.4	1.9%	63.4	65.5	0.7%
Retail Sales	1,107.1	1,432.7	5.3%	1,432.7	1,584.1	2.0%
EBI	1,852.4	1,947.1	1.0%	1,947.1	2,127.2	1.8%

Metro Counties

Shasta, CA	166.5

	166.5

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	81.8	16.5	7.5	5.7	10.5	13.5	10.9	17.3
Women (000)	84.7	15.2	7.0	5.7	11.2	14.2	11.1	20.4
Total	166.5	31.6	14.5	11.3	21.7	27.7	22.0	37.7
Percentage	100.0%	19.0%	8.7%	6.8%	13.0%	16.6%	13.2%	22.6%
Per Capita	\$11,694	Median Household		\$24,615	Avg Household		\$30,712	
Ethnic Population:	White 94.3%	Black 0.8%	Asian 2.2%	Hispanic 4.4%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations		1	8	6	9	5	14
Tot 12+		0.0	60.4	51.6	60.4	15.8	76.2
Avg 12+		0.0	7.6	8.6	6.7	3.2	5.4
Tot LCS		0.0	79.3	67.7	79.3	20.7	100.0
Avg LCS		0.0	9.9	11.3	8.8	4.1	7.1

Competitive Overview

Some stations also rated in Chico (186).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)											
Calls	License	Class	Freq	(kW)						Price	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall				
• KEWB	Anderson	C2	94.7	4.2	1565	c	Pacific Star	83	9709	6,500p	d1	Country	400	0.65	12.8	6.5	7.0	9.1	9.4	8.8	12.1	8.2	7.2				
KALF	Red Bluff	B	95.7	7.0	1266	d	Regent Comm	78	9706	See (186)		Country	n/a		1.0	0.0	0.0	0.0	1.5	1.5	0.0	0.0	0.0				
• KNQC	Redding	C	97.3	28.0	3570	c	Pacific Star	85	9709		p d1	Country	1,200	1.35	18.5	11.2	14.5	13.4	13.4	11.8	11.1	13.3	15.9				
KVIP	Redding	C	98.1	30.0	1709	a	Pacific Cascade Comm	75				Christn/MOR			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
• KNVN	Central Valley	C2	99.3	4.2 cp	1545	d	Regent Comm	89	9710	3,500p	d2	AC	675	1.46	9.6	6.5	2.8	7.0	6.9	5.9	7.1	10.2	6.2				
• KEGR	Red Bluff	C2	102.7	5.5	1414	c	Pacific Star	85	9709		p d1	Clsc Rock	400	0.65	12.8	3.7	6.1	9.1	9.4	9.8	5.1	8.2	5.6				
KSHA	Redding	C	104.3	100.0	1558	b	Regent Comm	81	9706		p g1	Lite Rock	750	1.38	11.3	7.4	6.1	7.5	8.9	11.8	11.6	11.7	12.3				
• KRDG	Shingletown	C1	105.3	9.9	1066	d	Regent Comm	94	9710		p d2	Oldies	100	0.47	4.4	8.8	10.3	6.4	0.0	0.0	0.0	0.0	0.0				
• KRRX	Burney	C	106.1	100.0	1969	d	Regent Comm	85	9710		p d2	Clsc Rock	350	0.74	9.9	16.3	7.9	5.9	8.4	5.9	5.1	6.6	7.7				
# FM Stations - 9															# Combos - 9		FM TOTALS		80.3	60.4	54.7	58.4	57.9	55.5	52.1	58.2	54.9

AM Stations

City of		FCC	Day		Night		C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)										
Calls	License	Class	Freq	Power (kW)	Power (kW)	Price					Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall				
• KVIP	Redding	II	540	2.5	0.01	a	Pacific Cascade Comm	70				Christn/MOR			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
• KNRO	Redding	III	600	1.0	1.00	d	Regent Comm	36	9710		p d2	Nws/Tk/Spts	125	0.93	2.8	5.1	2.3	1.6	2.5	2.0	1.5	1.0	1.0				
KLXR	Redding	IV	1230	1.0	1.00	d	Redwood Bcstg Inc	56	9605		na	DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	2.1				
KQMS	Redding	IV	1400	1.0	1.00	d	Regent Comm	54	9706		p g1	Nws/Tk/Spts	750	0.94	16.7	10.7	17.3	12.3	11.9	13.7	15.7	12.2	13.3				
KMCA	Burney	IV	1450	1.0	1.00		Allen, Mark	67	9610	35		Country/Rck			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
# AM Stations - 5															# Combos - 4		AM TOTALS		19.5	15.8	19.6	13.9	14.4	15.7	17.2	15.2	16.4
Stations Profiled - 14															# Duopolies - 5		Total Local Commercial Share		76.2	74.3	72.3	72.3	71.2	69.3	73.4	71.3	

• Indicates a change since last edition.



Metro Rank: 211

Revenue Rank: N/A

Laredo, TX Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	DATA NOT AVAILABLE						
	Δ 92-93	1993	1994	1995	1996	1997	Δ 93-97
		1987	1992	1997	Est. Breakout		
Revenue/Retail Sales							
Revenue/Capita							

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	135.6	173.6	5.1%	173.6	205.8	3.5%
Households	35.1	43.9	4.6%	43.9	51.9	3.4%
Retail Sales	824.6	1,947.0	18.7%	1,947.0	2,789.9	7.5%
EBI	848.6	1,437.1	11.1%	1,437.1	2,248.8	9.4%

Metro Counties

Webb, TX	173.6

	173.6

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	83.4	21.9	11.3	8.9	12.0	11.0	7.9	10.4
Women (000)	90.2	21.2	10.8	9.6	12.9	12.2	9.2	14.3
Total	173.6	43.1	22.1	18.4	24.9	23.3	17.1	24.7
Percentage	100.0%	24.8%	12.7%	10.6%	14.3%	13.4%	9.9%	14.2%
Per Capita	\$ 8,278	Median Household		\$23,018	Avg Household		\$32,737	
Ethnic Population:	White 99.2%	Black 0.2%	Asian 0.5%	Hispanic 99.2%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	2		3	5	5	3	8
Tot 12+	25.6		36.2	61.8	61.8	8.2	70.0
Avg 12+	12.8		12.1	12.4	12.4	2.7	8.8
Tot LCS	36.6		51.7	88.3	88.3	11.7	100.0
Avg LCS	18.3		17.2	17.7	17.7	3.9	12.5

MARKET: Laredo, TX

METRO RANK: 211

Competitive Overview

FM Stations

												Arbitron 12+ Metro Shares (see rights)									
City of		FCC	Power		Year		Date	Sales	1996		Avg '96										
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring
										(000)	(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990
KJBZ	Laredo	A	92.7	3.0	289	b	Guerra Enterprises	82	8912	750			35.8	21.3	25.8	26.5	19.7	0.0	0.0	0.0	0.0
KOYE	Laredo	C1	94.9	100.0	810	a	Border Bcstrs Inc	52					8.9	9.6	6.4	11.0	14.4	0.0	0.0	0.0	0.0
KRRG	Laredo	C1	98.1	96.0	699	b	Guerra Enterprises	82	9211	1,200			19.0	15.7	13.7	15.0	12.0	0.0	0.0	0.0	0.0
KBDR	Mirando City	C2	100.5	42.0	535		Alderete Comm	93					16.1	10.9	11.6	7.5	7.7	0.0	0.0	0.0	0.0
*KNEX	Laredo	A	106.1	6.0	213	c	Villarreal, Miguel	93	9302	123			10.7	4.3	7.7	10.5	7.7	0.0	0.0	0.0	0.0
# FM Stations - 5												# Combos - 4									
												FM TOTALS									
												90.5 61.8 65.2 70.5 61.5 0.0 0.0 0.0 0.0									

AM Stations

												Arbitron 12+ Metro Shares (see rights)									
City of		FCC	Day	Night	Year		Date	Sales	1996		Avg '96										
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	Price	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring
										(000)	(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990
KVOZ	Del Mar Hills	IV	890	10.0	1.00		Bernal, Paulino	52	9704	1,850			1.2	2.2	0.9	0.5	0.5	0.0	0.0	0.0	0.0
KLAR	Laredo	III	1300	1.0	0.50		Faith & Power Comm	56	9603	450			1.8	1.7	1.3	1.0	0.5	0.0	0.0	0.0	0.0
KDOS	Laredo	IV	1490	1.0	1.00	c	Villarreal, Miguel	90	9001	250			6.5	4.3	4.7	2.5	4.3	0.0	0.0	0.0	0.0
# AM Stations - 3												# Combos - 1									
												AM TOTALS									
												9.5 8.2 6.9 4.0 5.3 0.0 0.0 0.0 0.0									
Stations Profiled - 8												# Duopolies - 1									
												Total Local Commercial Share									
												70.0 72.1 74.5 66.8 0.0 0.0 0.0 0.0									

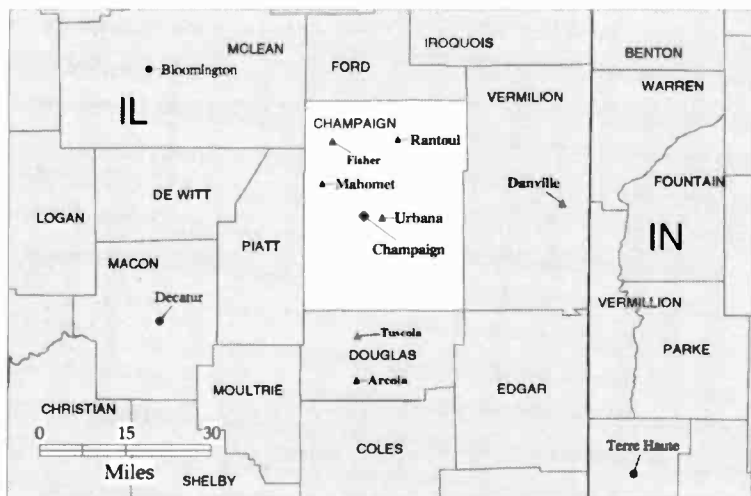
NOTE: Market first rated Spring 1994.

* Indicates a change since last edition.

Metro Rank: 212

Revenue Rank: 165

Champaign, IL Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 6,200	6,400	6,300	6,700	7,500	8,200	5.8%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	3.7%	\$ 8,500	8,900	9,400	9,900	10,400	5.2%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.62/1,000	\$5.59/1,000	\$6.42/1,000	Local	90%		
Revenue/Capita	\$35.76	\$50.34	\$67.93	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	173.4	162.9	-1.2%	162.9	153.1	-1.2%
Households	64.1	60.4	-1.2%	60.4	57.2	-1.1%
Retail Sales	1,340.7	1,466.0	1.8%	1,466.0	1,619.6	2.0%
EBI	2,311.4	2,343.7	0.3%	2,343.7	2,558.3	1.8%

Metro Counties

Champaign, IL	162.9

	162.9

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	81.8	13.4	5.5	17.5	14.7	12.2	7.8	10.8
Women (000)	81.1	12.7	5.3	15.7	13.3	11.8	8.1	14.2
Total	162.9	26.1	10.8	33.2	28.0	24.0	15.9	25.0
Percentage	100.0%	16.0%	6.6%	20.4%	17.2%	14.7%	9.8%	15.3%
Per Capita	\$14,388	Median Household		\$29,440	Avg Household		\$38,804	
Ethnic Population:	White 84.0%	Black 10.2%	Asian 5.6%	Hispanic 2.4%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	7	5		5	12	3	15
Tot 12+	20.1	38.4		42.3	58.5	13.3	71.8
Avg 12+	2.9	7.7		8.5	4.9	4.4	4.8
Tot LCS	28.0	53.5		58.9	81.5	18.5	100.0
Avg LCS	4.0	10.7		11.8	6.8	6.2	6.7

MARKET: Champaign, IL

METRO RANK: 212

Competitive Overview

Some stations also rated in Danville (257).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales Price	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)									
Calls	License	Class	Freq	(kW)									Std	Acq	(000)	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring
WKIO	Urbana	B1	92.5	11.5	486		Tak Communications	67				Oldies	1,250	1.53	9.6	5.0	6.9	8.6	9.6	8.6	13.2	10.8	15.5			
WEBX	Tuscola	A	93.5	6.0	308		Magnitude of Tuscola	70	9512	250		AAA			2.2	1.7	1.6	0.0	0.0	0.0	0.0	0.0	0.0			
WLRN	Champaign	B	94.5	50.0	390	a	Saga Comm LP	63	8610		g	AC	1,750	1.28	16.1	10.0	11.6	11.9	10.5	11.8	16.2	16.0	21.2			
WZNF	Rantoul	A	95.3	1.9	413	c	Community Svc Radio	72	9507	350		Clsc Rock	450	1.04	5.1	2.8	3.7	2.9	5.9	4.1	7.2	12.7	4.4			
WQOB	Rantoul	A	96.1	3.8	404	c	Community Svc Radio	93	9606	150		Adult Hits	150	0.35	5.1	5.0	3.7	2.4	5.4	2.7	0.0	0.0	0.0			
WHMS	Champaign	B	97.5	50.0	358	b	DWS Inc	49				Lite Rock	550	0.97	6.7	6.7	4.8	5.2	5.0	2.7	6.0	3.3	4.4			
WIAI	Danville	B	99.1	50.0	499		Key Bcstg Inc	70	9304	1,300		Country	n/a		2.2	1.1	1.6	0.5	1.3	3.2	6.0	6.6	4.9			
WIXY	Champaign	B1	100.3	13.0	453	a	Saga Comm LP	92	9211	250		Country	2,200	1.22	21.3	15.6	15.3	13.3	16.7	16.4	2.1	0.0	0.0			
WGNN	Fisher	A	102.5	6.0	328		Good News Radio Inc	93	9608	210		Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WGKC	Mahomet	A	105.9	1.3	512		Liberty Radio Inc	90	9702	900		Clsc Rock	275	0.74	4.4	5.6	3.2	2.4	5.9	4.1	0.0	0.0	0.0			
WPGU	Urbana	A	107.1	3.0	236		Illini Media Co	67				Modern Rock	775	0.89	10.3	5.0	7.4	8.1	6.7	5.0	6.8	9.0	6.6			
WXET	Arcola	A	107.9	2.5	492		Premier Bcstg Inc	92	9708	75		Country			0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0			
													FM TOTALS		83.0	58.5	59.8	55.3	67.4	58.6	57.5	58.4	57.0			

FM Stations - 12

Combos - 5

AM Stations

City of		FCC	Day Power		Night Power		C	Owner	Year	Date	Sales Price	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)									
Calls	License	Class	Freq	(kW)	(kW)	Std								Acq	(000)	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring
WDWS	Champaign	IV	1400	1.0	1.00	b	DWS Inc	37				Nws/Tk/Spts	700	0.66	12.5	10.0	9.0	8.1	8.8	8.6	7.2	11.8	10.2				
WJCI	Rantoul	III	1460	0.5	0.07		E. Central IL Bcstg	63	9508	175		Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0				
WBCP	Urbana	II	1580	0.3	0.01		WBCP Inc	48	9003	135		Urban	400	1.07	4.4	3.3	3.2	5.2	0.8	5.0	0.0	3.3	0.9				
													AM TOTALS		16.9	13.3	12.2	13.3	9.6	13.6	8.1	15.1	11.1				

AM Stations - 3

Combos - 1

Stations Profiled - 15

Duopolies - 2

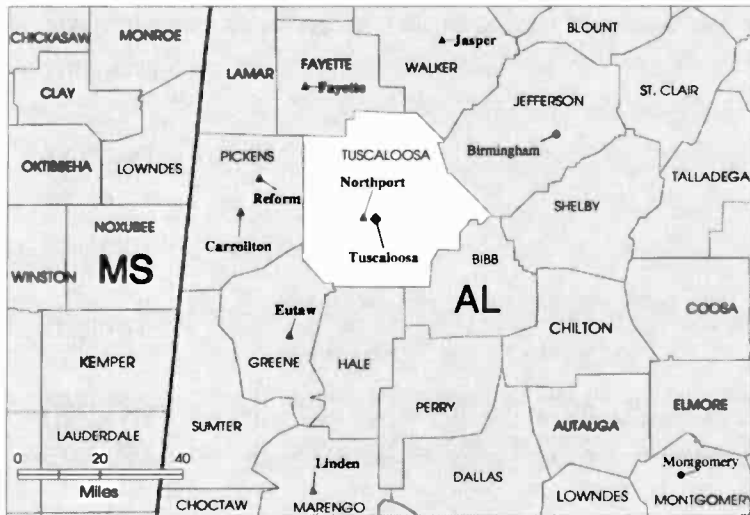
Total Local Commercial Share

71.8 72.0 68.6 77.0 72.2 65.6 73.5 68.1

Metro Rank: 213

Revenue Rank: 230

Tuscaloosa, AL Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 3,700	3,700	3,800	3,900	4,500	4,600	4.5%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.5%	\$ 4,900	5,100	5,400	5,700	6,100	5.6%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.48/1,000	\$3.17/1,000	\$3.24/1,000	Local	90%		
Revenue/Capita	\$24.41	\$28.91	\$36.79	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	151.6	159.1	1.0%	159.1	165.8	0.8%
Households	55.8	58.8	1.1%	58.8	62.4	1.2%
Retail Sales	1,062.5	1,452.6	6.5%	1,452.6	1,880.0	5.3%
EBI	1,578.3	2,083.0	5.7%	2,083.0	2,663.8	5.0%

Metro Counties

Tuscaloosa, AL	159.1

	159.1

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	76.9	13.1	6.8	11.8	11.3	12.0	8.7	13.3
Women (000)	82.2	12.4	6.6	12.6	11.3	12.5	9.2	17.6
Total	159.1	25.5	13.3	24.4	22.6	24.5	17.9	31.0
Percentage	100.0%	16.0%	8.4%	15.3%	14.2%	15.4%	11.2%	19.5%
Per Capita	\$13,092	Median Household		\$26,796	Avg Household		\$35,425	
Ethnic Population:	White 72.3%	Black 26.5%	Asian 1.0%	Hispanic 0.6%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	2		8	5	10	5	15
Tot 12+	9.1		49.0	34.4	58.1	15.2	73.3
Avg 12+	4.6		6.1	6.9	5.8	3.0	4.9
Tot LCS	12.4		66.8	46.9	79.3	20.7	100.0
Avg LCS	6.2		8.4	9.4	7.9	4.1	6.7

MARKET: Tuscaloosa, AL

METRO RANK: 213

Competitive Overview

Some stations also rated in Birmingham (55).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales	1996	Avg '96	Arbitron 12+ Metro Shares (see rights)								
Calls	License	Class	Freq	(kW)				Std	Acq	Price	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring
										(000)	(000)	Ratio	Comm	1997	1996	1995	1994	1993	1992	1991	1990
WTUG	Tuscaloosa	C1	92.9	100.0	981	c	Radio South Inc	79			800	0.85	19.1	7.1	14.8	10.5	17.0	12.0	9.7	12.5	11.7
WZBQ	Carrollton	C	94.1	100.0	1007	b	Southern Star	70	9706	3,400p	550	0.86	13.1	6.1	10.1	3.6	0.0	2.8	1.3	4.5	0.0
WBHJ	Tuscaloosa	C1	95.7	100.0	981	a	Cox Radio Inc	52	9705	See (55)			4.1	11.6	3.2	2.7	2.7	4.2	3.5	6.0	6.6
WTXT	Fayette	C1	98.1	100.0	906	b	Southern Star	77	9703	5,300	1,600	1.54	21.2	10.6	16.4	15.9	21.3	19.9	17.6	15.0	8.2
WLXY	Northport	C3	100.7	11.5	486		Warrior Bcstg Inc	91			800	1.83	8.9	6.1	6.9	6.8	1.6	1.9	1.8	0.0	0.0
WTID	Reform	C2	101.7	21.0	728		Radio South Inc	91	9607	800	200	1.94	2.1	3.0	1.6	4.1	4.3	4.6	7.5	1.0	0.0
WOWC	Jasper	C	102.5	79.0	2097		Capstar Bcstg Ptrs	62	9709	See (55)	n/a		4.1	3.0	3.2	1.8	4.8	4.2	3.1	6.5	22.4
WNPT	Linden	C2	102.9	40.0	551		Parker, Ellis	90	9202				1.4	1.5	1.1	0.0	0.0	1.4	0.0	0.0	0.0
WQZZ	Eutaw	A	104.3	2.3	371	d	Lawson, James	90	9211	160			3.4	1.5	2.6	0.9	0.0	3.2	3.5	0.0	0.0
WRTR	Tuscaloosa	A	105.5	6.0	299	b	Southern Star	66	9704		200	1.20	3.4	7.6	2.6	5.9	6.9	6.5	8.8	5.5	9.2
													80.8	58.1	62.5	52.2	58.6	60.7	56.8	51.0	58.1

FM Stations - 10

Combos - 6

FM TOTALS

AM Stations

City of		FCC	Day	Night	Power	Power	C	Owner	Year	Date	Sales	1996	Avg '96	Arbitron 12+ Metro Shares (see rights)								
Calls	License	Class	Freq	(kW)	(kW)				Std	Acq	Price	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	
											(000)	(000)	Ratio	Comm	1997	1996	1995	1994	1993	1992	1991	1990
WTSK	Tuscaloosa	III	790	5.0	0.04		c	Radio South Inc	58	7707		200	0.54	7.5	5.6	5.8	6.8	4.8	8.3	11.5	12.0	9.2
WSPZ	Tuscaloosa	III	1150	5.0	1.00			Willis Bcstg Corp	36	9707	130p	150	2.19	1.4	0.5	1.1	0.0	0.0	0.0	0.0	0.0	0.5
• WTNW	Tuscaloosa	IV	1230	1.0	1.00			Auburn Network Inc	46	9709	50p	150		0.0	0.0	0.0	4.1	1.6	0.9	2.2	1.0	2.6
WMPG	Tuscaloosa	III	1280	5.0	0.50		d	Lawson, James	51	9303	160	150	0.41	7.5	7.1	5.8	3.6	0.0	1.4	2.2	1.0	0.0
WACT	Tuscaloosa	III	1420	5.0	0.11		b	Southern Star	58	9701		100	0.76	2.7	2.0	2.1	2.3	2.7	2.3	3.5	4.0	4.6
													19.1	15.2	14.8	16.8	9.1	12.9	19.4	18.0	16.9	

AM Stations - 5

Combos - 3

AM TOTALS

Stations Profiled - 15

Duopolies - 3

Total Local Commercial Share

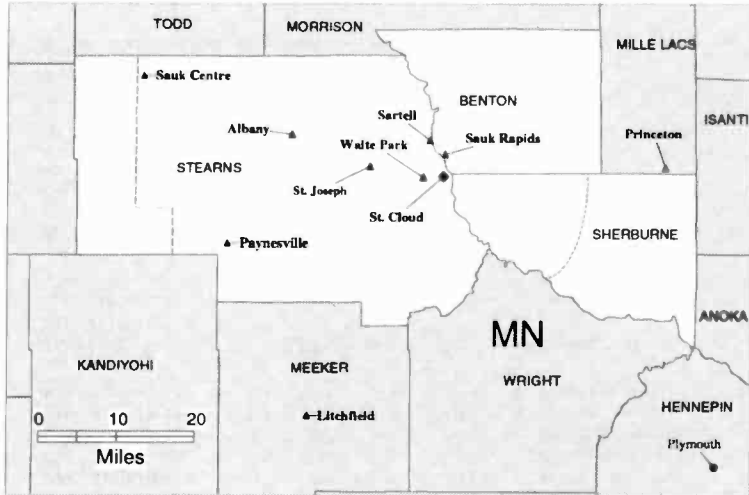
73.3 77.3 69.0 67.7 73.6 76.2 69.0 75.0

• Indicates a change since last edition.

Metro Rank: 214

Revenue Rank: 161

St. Cloud, MN Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 6,900	6,800	6,900	7,300	8,100	8,400	4.0%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.0%	\$ 8,900	9,200	9,700	10,200	10,700	4.7%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.28/1,000	\$3.93/1,000	\$4.03/1,000	Local	90%		
Revenue/Capita	\$44.49	\$50.45	\$60.69	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	155.1	166.5	1.4%	166.5	176.3	1.2%
Households	52.7	56.7	1.5%	56.7	61.2	1.5%
Retail Sales	2,100.7	2,140.0	0.4%	2,140.0	2,652.9	4.4%
EBI	1,687.0	2,015.1	3.6%	2,015.1	2,540.9	4.7%

Metro Counties

Benton, MN	33.0
Sherburne, MN	16.2
Stearns, MN	117.3

	166.5

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	83.5	17.4	7.7	11.7	12.9	12.3	8.4	13.1
Women (000)	82.9	16.3	7.3	11.3	12.3	11.7	8.4	15.6
Total	166.5	33.7	15.0	23.0	25.3	24.0	16.8	28.6
Percentage	100.0%	20.2%	9.0%	13.8%	15.2%	14.4%	10.1%	17.2%
Per Capita	\$12,106	Median Household		\$29,638	Avg Household		\$35,542	
Ethnic Population:	White 98.5%	Black 0.4%	Asian 0.8%	Hispanic 0.5%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	2		9	4	11	5	16
Tot 12+	1.3		49.9	32.0	51.2	16.2	67.4
Avg 12+	0.7		5.5	8.0	4.7	3.2	4.2
Tot LCS	1.9		74.0	47.5	76.0	24.0	100.0
Avg LCS	1.0		8.2	11.9	6.9	4.8	6.3

Competitive Overview

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)										
Calls	License	Class	Freq	(kW)						Price	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall			
KKJM	St Joseph	C3	92.9	25.0	328		WJON Bcstg Co	96	9704	25.0	na	2	Hot AC	0.0	2.1	2.8	0.0	0.0	0.0	0.0	0.0	0.0				
KMSR	Sauk Centre	A	94.3	3.0	299		Branstock Comm Inc	76	9607	250			Soft Hits	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
KMXX	Cold Spring	C2	94.9	50.0	492	d	WJON Bcstg Co	68	9311	1,151	2	Oldies	550	1.00	6.2	3.0	2.0	3.9	0.0	3.3	0.0	2.3	0.0			
KKSR	Sartell	C2	96.7	50.0	453	a	Starcom	88				AC	850	1.40	6.8	2.6	2.8	4.3	0.0	2.5	0.0	4.1	0.0			
WVJO	St. Cloud	C	98.1	100.0	1001	d	WJON Bcstg Co	75			2	Country	2,100	0.97	24.4	12.8	12.0	15.5	0.0	16.0	0.0	9.5	0.0			
KZPK	Paynesville	C2	98.9	47.3	499	b	Leighton Enterprises	95	9705	1,000	1	Country	750	0.89	9.5	9.8	10.4	6.0	0.0	0.0	0.0	0.0	0.0			
WHMH	Sauk Rapids	C2	101.7	38.0	cp 423	c	Hoppe, Herbert M	75				AOR	800	0.95	9.5	6.0	3.2	6.0	0.0	4.5	0.0	4.1	0.0			
KLZZ	Waite Park	C3	103.7	25.0	328	a	Starcom	90	9603		na	Clsc Rock	650	1.18	6.2	4.7	4.8	3.9	0.0	6.2	0.0	4.1	0.0			
KCLD	St. Cloud	C	104.7	100.0	984	b	Leighton Enterprises	48	7509		1	CHR	1,250	0.90	15.6	8.5	8.0	9.9	0.0	10.3	0.0	10.0	0.0			
KDDG	Albany	A	105.5	6.0	328	a	Starcom	93	9612	1,250	c2	Country			0.6	1.3	0.4	0.4	0.0	0.0	0.0	1.8	0.0			
WOPH	Princeton	C2	106.1	30.0	604		Starcom	74	9710	See (16)		Country			0.0	0.4	0.4	0.0	0.0	0.4	0.0	0.0	0.0			
														-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----		
# FM Stations - 11														# Combos - 8		FM TOTALS		78.8	51.2	46.8	49.9	0.0	43.2	0.0	35.9	0.0

AM Stations

City of		FCC	Day		Night		C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)									
Calls	License	Class	Freq	(kW)	(kW)	Price					Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall			
WVAL	Sauk Rapids	I1	660	10.0	0.25	c	Hoppe, Herbert M	63				AOR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
KASM	Albany	I11	1150	2.1	0.02	a	Starcom	50	9612		c2	FullService	600	1.09	6.2	6.4	7.2	3.9	0.0	7.4	0.0	5.5	0.0			
WJON	St. Cloud	IV	1240	1.0	1.00	d	WJON Bcstg Co	50	6205			News	800	1.10	8.2	6.8	6.8	5.2	0.0	6.2	0.0	8.6	0.0			
KXSS	Waite Park	I11	1390	2.5	1.00	a	Starcom	81	9603		na	Nostalgia	200	0.64	3.5	1.7	3.2	2.2	0.0	2.5	0.0	1.8	0.0			
KNSI	St. Cloud	IV	1450	1.0	1.00	b	Leighton Enterprises	38	7509		1	Talk	300	0.96	3.5	1.3	0.8	2.2	0.0	0.8	0.0	2.3	0.0			
														-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----		
# AM Stations - 5														# Combos - 5		AM TOTALS		21.4	16.2	18.0	13.5	0.0	16.9	0.0	18.2	0.0
Stations Profiled - 16														# Duopolies - 6		Total Local Commercial Share		67.4	64.8	63.4	0.0	60.1	0.0	54.1	0.0	

Other Rulemaking: 99.9,A, St Joseph. NOTE: Rated twice yearly with Fall 1996 period.

* Indicates a change since last edition.



Metro Rank: 215

Revenue Rank: 186

Duluth, MN – Superior, WI Market Overview



Metro Counties

St. Louis, MN	118.9
Douglas, WI	42.9

	161.8

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 4,900	4,900	5,000	5,200	5,700	6,300	5.2%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	4.8%	\$ 6,600	6,900	7,300	7,700	8,100	5.3%

	1990	1995	2000	Est. Breakout
Revenue/Retail Sales	\$4.31/1,000	\$4.13/1,000	\$4.37/1,000	Local 85%
Revenue/Capita	\$30.59	\$38.94	\$50.85	National 15%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	160.2	161.8	0.2%	161.8	159.3	-0.3%
Households	63.5	64.7	0.4%	64.7	65.0	0.1%
Retail Sales	1,136.5	1,525.6	6.1%	1,525.6	1,854.9	4.0%
EBI	2,070.0	2,030.8	-0.4%	2,030.8	2,439.2	3.7%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	79.0	13.6	7.0	7.2	10.3	13.4	9.6	17.8
Women (000)	82.2	12.9	6.6	6.9	10.5	12.7	9.6	23.0
Total	161.2	26.6	13.6	14.1	20.8	26.2	19.2	40.8
Percentage	100.0%	16.5%	8.5%	8.7%	12.9%	16.2%	11.9%	25.3%
Per Capita	\$12,552	Median Household		\$25,680	Avg Household		\$31,380	
Ethnic Population:	White 96.8%	Black 0.6%	Asian 0.7%	Hispanic 0.6%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1		13	5	14	10	24
Tot 12+	4.4		54.7	42.2	59.1	21.2	80.3
Avg 12+	4.4		4.2	8.4	4.2	2.1	3.3
Tot LCS	5.5		68.1	52.6	73.6	26.4	100.0
Avg LCS	5.5		5.2	10.5	5.3	2.6	4.2

Competitive Overview

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales Price	LMA	Format	1996 Revenue	1996 Power	Avg '96 Local	Arbitron 12+ Metro Shares (see rights)								
Calls	License	Class	Freq	(kW)				Std	Acq	(000)			(000)	Ratio	Comm Sh	1997	1996	1996	1995	1995	1994	1994	1993	
•	WMAX	A	92.1	0.8	906	h	Eclectic Enterprises	96				AC				4.4	1.9	0.0	0.0	0.0	0.0	0.0	0.0	
	WTBX	C1	93.9	100.0	551	g	Central States Ntwk	80	9702		sw	CHR				0.5	0.0	0.0	0.4	0.0	0.0	0.0	0.0	
	KDAS	C1	94.9	100.0	699	d	Fant Broadcasting	76	9603	263p	c6	AOR	800	0.81	14.9	8.4	8.1	11.8	0.0	13.0	0.0	10.6	0.0	
	KDAL	C1	95.7	100.0	804	f	Shockley Comm Corp	85	8801	2,000	c4	AC	1,000	1.30	11.7	7.6	9.0	9.3	0.0	11.4	0.0	11.9	0.0	
•	KDNW	C2	97.3	40.0	548		Northwestern College	93				Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	WEVE	C1	97.9	71.0	528	c	Latto Group	78				AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	KTCO	C1	98.9	100.0	600	f	Shockley Comm Corp	72	9608	3,800	c1	Country	650	1.02	9.7	8.9	8.1	7.7	0.0	9.8	0.0	3.0	0.0	
	WJSZ	C1	99.9	100.0	568	e	Virginia Bcstg Co	71				Country				0.5	0.4	1.0	0.4	0.0	0.0	0.0	0.0	
	KLDJ	C2	101.7	18.5	824	a	Brill Media Co	94	9509	700		Oldies	300	0.80	5.7	6.7	7.6	4.5	0.0	2.4	0.0	1.7	0.0	
	KRBR	C1	102.5	100.0	600	f	Shockley Comm Corp	79	9608		c1	CHR	700	1.04	10.2	6.2	8.6	8.1	0.0	6.9	0.0	7.2	0.0	
•	KZ10	C2	104.3	50.0	397	h	Eclectic Enterprises	95	9503	100	cp	Nostalgia				0.0	2.7	0.5	0.0	0.0	0.0	0.0	0.0	
	KKCB	C1	105.1	100.0	791	a	Brill Media Co	66	8403	2,000	c2	Country	1,200	1.31	13.9	11.1	12.9	11.0	0.0	13.8	0.0	19.9	0.0	
	WMFG	C3	106.3	25.0	269	b	Quarnstrom, Alan	71	9303	255	c3	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	WNXR	C3	107.3	21.0	361		Capital Bcst Srv Co	94				AC/Oldies				0.5	0.9	0.5	0.4	0.0	0.0	0.0	0.0	
	KUSZ	C2	107.7	7.7	912	e	Virginia Bcstg Co	94				Clsc Rock	200	3.03	1.0	1.8	0.5	0.8	0.0	0.4	0.0	0.8	0.0	
																68.6	59.1	58.7	54.4	0.0	57.7	0.0	55.1	0.0
# FM Stations - 15								# Combos - 13								FM TOTALS								

AM Stations

City of		FCC	Day Power	Night Power	HAAT	C	Owner	Year	Date	Sales Price	LMA	Format	1996 Revenue	1996 Power	Avg '96 Local	Arbitron 12+ Metro Shares (see rights)								
Calls	License	Class	Freq	(kW)	(kW)			Std	Acq	(000)			(000)	Ratio	Comm Sh	1997	1996	1996	1995	1995	1994	1994	1993	
	WEBC	III	560	5.0	5.00	a	Brill Media Co	24	8403		c2	Talk	300	0.73	6.2	5.3	5.2	4.9	0.0	3.7	0.0	3.0	0.0	
	KDAL	III	610	5.0	5.00	f	Shockley Comm Corp	36	8801		c4	FullService	800	0.94	12.9	11.1	9.5	10.2	0.0	12.6	0.0	12.7	0.0	
	WKQK	II	650	10.0	1.00	g	Central States Ntwk	75	9702		sw	Country				0.5	0.4	0.5	0.4	0.0	0.8	0.0	0.0	
	WDSM	II	710	10.0	5.00	f	Shockley Comm Corp	39	9608		c1	Sports	400	1.06	5.7	1.8	1.9	4.5	0.0	2.4	0.0	4.2	0.0	
	WNJC	II	850	10.0	0.00		WNJC Inc	63	8309	515		Chrstrn Talk	100	1.01	1.5	0.4	0.5	1.2	0.0	1.2	0.0	0.0	0.0	
	KXTP	III	970	1.0	0.03	f	Shockley Comm Corp	59	9608		c1	Country	150	0.48	4.7	2.2	3.3	3.7	0.0	2.8	0.0	3.4	0.0	
	WMFG	IV	1240	0.9	0.88	b	Quarnstrom, Alan	35	9303		c3	Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	WEVE	IV	1340	1.0	1.00	c	Latto Group	48	7805			AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	WHLB	IV	1400	1.0	1.00	e	Virginia Bcstg Co	36	5811			Nostalgia				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	KDAS	IV	1490	1.0	1.00	d	Fant Broadcasting	63	9603		p	c6	AOR				0.0	0.0	0.0	0.0	0.0	0.0	0.0	
																31.5	21.2	20.9	24.9	0.0	23.5	0.0	23.3	0.0
# AM Stations - 10								# Combos - 9								AM TOTALS								
Stations Profiled - 25								# Duopolies - 6								Total Local Commercial Share								
																80.3	79.6	79.3	0.0	81.2	0.0	78.4	0.0	

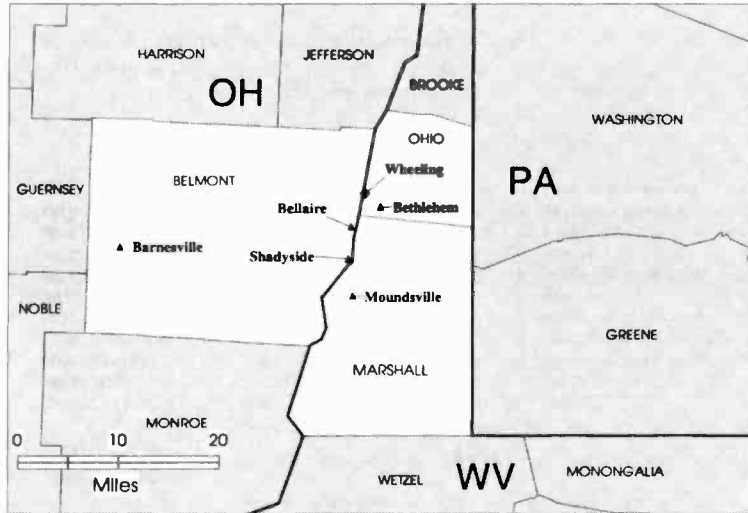
NOTE: Market rated twice yearly with Fall 1996 period.

• Indicates a change since last edition.

Metro Rank: 216

Revenue Rank: 210

Wheeling, WV Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 4,100	3,800	4,000	4,200	4,600	5,000	4.0%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	14.0%	\$ 5,700	6,000	6,300	6,700	7,000	5.3%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.05/1,000	\$3.67/1,000	\$4.44/1,000	Local	85%		
Revenue/Capita	\$25.98	\$31.85	\$45.63	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	157.8	157.0	-0.1%	157.0	153.4	-0.5%
Households	62.3	62.6	0.1%	62.6	62.2	-0.1%
Retail Sales	1,011.5	1,362.3	6.1%	1,362.3	1,575.4	2.9%
EBI	1,838.8	1,941.9	1.1%	1,941.9	2,253.1	3.0%

Metro Counties

Marshall, WV	37.2
Ohio, WV	49.5
Belmont, OH	70.3

	157.0

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	74.5	12.1	6.8	6.1	9.5	12.4	9.5	18.3
Women (000)	82.5	11.6	6.4	6.2	9.9	12.6	10.1	25.8
Total	157.0	23.7	13.2	12.2	19.3	25.0	19.6	44.1
Percentage	100.0%	15.1%	8.4%	7.8%	12.3%	15.9%	12.5%	28.1%
Per Capita	\$12,369	Median Household		\$24,511	Avg Household		\$31,021	
Ethnic Population:	White 97.5%	Black 2.0%	Asian 0.4%	Hispanic 0.3%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	3	6		6	9	5	14
Tot 12+	7.8	56.5		59.6	64.3	20.5	84.8
Avg 12+	2.6	9.4		9.9	7.1	4.1	6.1
Tot LCS	9.2	66.6		70.3	75.8	24.2	100.0
Avg LCS	3.1	11.1		11.7	8.4	4.8	7.1

Competitive Overview

FM Stations

											Arbitron 12+ Metro Shares (see rights)														
City of		FCC	Power		Year		Date		Sales		1996		Avg '96												
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price	LMA	Format	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring
										(000)			(000)	Ratio	Comm	Sh	1997	1996	1995	1994	1993	1992	1991	1990	1990
WBHV	Barnesville	A	93.5	3.0	489		Hafley, W. Grant	92				Soft Hits			1.2	0.0	1.0	0.5	0.5	1.4	0.9	0.0	0.0	0.0	0.0
WEEL	Shadyside	A	95.7	1.7	627		Ohio Valley Comm Inc	91	9302		sw 1	Oldies	250	0.83	5.3	7.3	4.5	3.7	5.5	4.3	5.0	4.3	0.0	0.0	0.0
WRKP	Moundsville	A	96.5	1.5 cp	594		RKP International	90				ChrsContemp			0.6	0.5	0.5	0.5	0.5	0.5	0.9	0.0	0.0	0.0	0.0
WKWK	Wheeling	B	97.3	50.0	420	a	Southern Star	48	9606	2,650	c3 1	Lite Rock	1,000	1.49	11.8	9.9	10.1	11.5	13.6	12.9	12.3	11.6	10.8	10.8	
WOVK	Wheeling	B	98.7	15.0 cp	889	a	Southern Star	47	8703		g1 1	Country	1,800	1.14	27.8	15.7	23.7	29.0	21.8	20.6	20.0	14.2	12.4	12.4	12.4
WOMP	Bellaire	B	100.5	48.0	499	b	Associated Comm	47	9301	575	c2	Hot AC	500	0.71	12.4	12.6	10.6	9.2	9.1	10.5	11.8	15.9	18.7	18.7	18.7
WRKY	Steubenville	B	103.5	16.0	879	b	Associated Comm	47				Country			4.7	4.2	4.0	0.5	0.0	0.0	0.5	0.0	0.0	0.0	0.0
WZNV	Bethlehem	B1	105.5	13.5	312	a	Southern Star	85	9604	800	1	Clsc Rock	300	0.88	6.0	4.2	5.1	4.6	4.1	5.3	4.1	7.8	8.7	8.7	8.7
WEGW	Wheeling	B	107.5	10.5	883	a	Southern Star	66	9609	800	1	ACR	500	0.92	9.5	9.9	8.1	6.9	5.9	7.2	12.7	9.5	10.0	10.0	10.0

# FM Stations - 9															# Combos - 6										
															FM TOTALS										
															79.3 64.3 67.6 66.4 61.0 62.7 68.2 63.3 60.6										

AM Stations

											Arbitron 12+ Metro Shares (see rights)															
City of		FCC	Day		Night		Year		Date		Sales		1996		Avg '96											
Calls	License	Class	Freq	Power	Power	C	Owner	Std	Acq	Price	LMA	Format	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	
				(kW)	(kW)					(000)			(000)	Ratio	Comm	Sh	1997	1996	1995	1994	1993	1992	1991	1990	1990	
WWVA	Wheeling	I	1170	50.0	50.00	a	Southern Star	26	8703		g1 1	Country	300	0.68	7.7	6.8	6.6	7.8	10.0	12.0	9.1	9.1	9.1	11.6	11.6	
WOMP	Bellaire	III	1290	1.0	0.03	b	Associated Comm	47	9301		c2	Nws/Tk/Spts	600	1.18	8.9	7.9	7.6	3.2	6.8	5.3	4.5	4.7	3.7	3.7	3.7	
WHJT	Moundsville	III	1370	5.0	0.00		Praise Family Worshp	50	9104		nc	Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WBBD	Wheeling	IV	1400	1.0	1.00	a	Southern Star	41	9606		c3	Nostalgia	100	0.43	4.1	5.8	3.5	0.0	0.5	1.0	0.5	1.3	2.9	2.9	2.9	
WOHZ	Wheeling	III	1600	5.0	0.03		Burbach Bcstg Group	63	9701			Children	75		0.0	0.0	0.0	4.1	5.5	4.3	3.6	1.7	4.1	4.1		

# AM Stations - 5															# Combos - 3											
															AM TOTALS											
															20.7 20.5 17.7 15.1 22.8 22.6 17.7 16.8 22.3											
Stations Profiled - 14															# Duopolies - 4											
															Total Local Commercial Share 84.8 85.3 81.5 83.8 85.3 85.9 80.1 82.9											

* Indicates a change since last edition.

Metro Rank: 217

Revenue Rank: 219

Dubuque, IA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 3,900	3,600	3,700	4,000	4,500	4,900	4.7%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	8.2%	\$ 5,300	5,500	5,800	6,100	6,400	4.8%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.68/1,000	\$3.35/1,000	\$3.50/1,000	Local	90%		
Revenue/Capita	\$24.84	\$30.42	\$39.07	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	157.0	161.1	0.5%	161.1	163.8	0.3%
Households	56.1	58.2	0.7%	58.2	60.5	0.8%
Retail Sales	1,060.6	1,464.7	6.7%	1,464.7	1,828.6	4.5%
EBI	1,799.0	2,093.5	3.1%	2,093.5	2,587.5	4.3%

Metro Counties

Dubuque, IA	89.0
Grant, WI	49.9
Jo Daviess, IL	22.2

	161.1

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	79.3	14.8	7.6	8.9	10.7	11.7	9.5	16.0
Women (000)	81.8	14.1	7.2	7.3	10.5	11.8	9.6	21.3
Total	161.1	28.9	14.8	16.2	21.1	23.5	19.2	37.4
Percentage	100.0%	17.9%	9.2%	10.0%	13.1%	14.6%	11.9%	23.2%
Per Capita	\$12,995	Median Household		\$29,607	Avg Household		\$35,971	
Ethnic Population:	White 99.0%	Black 0.3%	Asian 0.5%	Hispanic 0.5%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	4		5	7	9	4	13
Tot 12+	17.2		42.3	55.8	59.5	14.0	73.5
Avg 12+	4.3		8.5	8.0	6.6	3.5	5.7
Tot LCS	23.4		57.6	75.9	81.0	19.0	100.0
Avg LCS	5.9		11.5	10.8	9.0	4.8	7.7

Competitive Overview

FM Stations

										Arbitron 12+ Metro Shares (see rights)														
City of		FCC	Power		Year		Sales		1996		Avg '96		Spring		Fall		Spring		Fall					
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price	Revenue	Power	Local	1997	1996	1996	1995	1995	1994	1994	1993			
KATF	Dubuque	C	92.9	100.0	cp	1001	d	Woodward Comm Inc	67		Soft AC	1,100	1.16	17.9	11.9	11.1	12.0	0.0	9.8	0.0	15.6	0.0		
KGRR	Epworth	C3	97.3	19.0		381		Hemmer Bcstg Co	94		Clsc Rock	450	1.01	8.4	4.9	6.4	5.6	0.0	7.5	0.0	0.0	0.0		
WGLR	Lancaster	C3	97.7	25.0	cp	328	a	K to Z Ltd	82	8807	525	c1	Country	75	0.28	5.1	6.6	4.3	3.4	0.0	7.5	0.0	3.6	0.0
KDST	Dyersville	A	99.3	3.0		299		Weeks, Frank	85	8811	22		Country	200	0.74	5.1	2.5	1.7	3.4	0.0	2.0	0.0	2.7	0.0
* KXGE	Dubuque	A	102.3	1.7		410	b	Cumulus Media LLC	80	9711		p d3	Clsc Rock	350	0.94	7.0	5.3	6.0	4.7	0.0	7.5	0.0	2.7	0.0
KIKR	Asbury	C3	103.3	6.6		643		Fisher, Philip	94	9704		p st	Country	225	0.51	8.4	8.2	4.7	5.6	0.0	7.5	0.0	1.3	0.0
* KLYV	Dubuque	C2	105.3	50.0		331	b	Cumulus Media LLC	65	9711		p d3	CHR	775	1.08	13.5	10.7	11.5	9.0	0.0	8.7	0.0	11.1	0.0
WPVL	Platteville	A	107.1	6.0		236	c	Platteville Bcstg	66	9508	500	c2	Oldies	75	1.09	1.3	1.2	0.9	0.9	0.0	0.0	0.0	1.8	0.0
* WJOD	Galena	A	107.5	6.0		328	b	Cumulus Media LLC	89	9711		p d3	Country	900	1.56	10.9	8.2	15.0	7.3	0.0	13.4	0.0	12.0	0.0
# FM Stations - 9													# Combos - 6		FM TOTALS									
													77.6	59.5	61.6	51.9	0.0	63.9	0.0	50.8	0.0			

AM Stations

										Arbitron 12+ Metro Shares (see rights)														
City of		FCC	Day		Night		Year		Sales		1996		Avg '96		Spring		Fall		Spring		Fall			
Calls	License	Class	Freq	Power	Power	C	Owner	Std	Acq	Price	Revenue	Power	Local	1997	1996	1996	1995	1995	1994	1994	1993			
WGLR	Lancaster	111	1280	0.5	0.02	a	K to Z Ltd	77	8807				0.6	0.8	0.4	0.4	0.0	0.8	0.0	0.0	0.0	0.0		
KDTH	Dubuque	111	1370	5.0	5.00	d	Woodward Comm Inc	41			750	0.92	15.4	8.2	9.0	10.3	0.0	7.9	0.0	10.7	0.0			
* WDBQ	Dubuque	1V	1490	1.0	1.00	b	Cumulus Media LLC	33	9711				3.9	2.9	2.6	2.6	0.0	2.8	0.0	5.3	0.0			
WPVL	Platteville	111	1590	1.0	0.50	c	Platteville Bcstg	55	9508				2.5	2.1	2.6	1.7	0.0	0.8	0.0	0.4	0.0			
# AM Stations - 4													# Combos - 4		AM TOTALS									
													22.4	14.0	14.6	15.0	0.0	12.3	0.0	16.4	0.0			
Stations Profiled - 13													# Duopolies - 2		Total Local Commercial Share									
													73.5	76.2	66.9	0.0	76.2	0.0	67.2	0.0				

NOTE: Market rated twice yearly with Fall 1996 period.

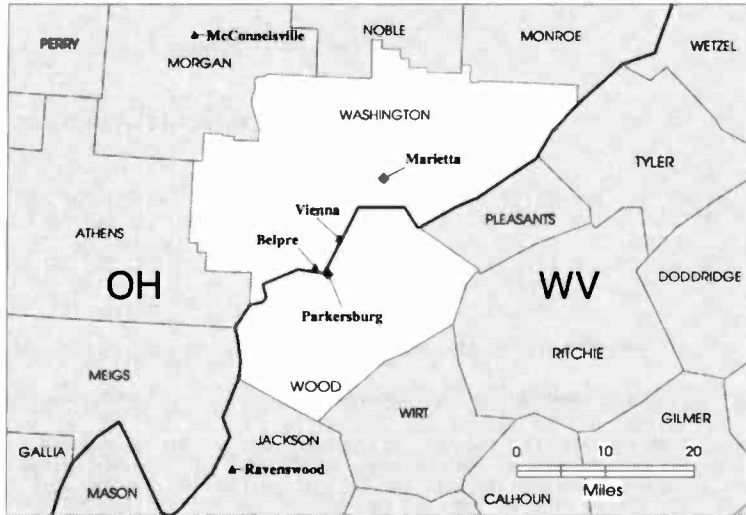
* Indicates a change since last edition.



Metro Rank: 218

Revenue Rank: 218

Parkersburg–Marietta, WV–OH Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 4,000	3,800	4,200	4,700	5,300	5,300	5.8%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	1.9%	\$ 5,400	5,600	5,900	6,200	6,500	4.7%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.73/1,000	\$3.63/1,000	\$3.55/1,000	Local	82%		
Revenue/Capita	\$26.95	\$34.78	\$42.18	National	18%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	148.4	152.4	0.5%	152.4	154.1	0.2%
Households	57.5	59.6	0.7%	59.6	61.2	0.5%
Retail Sales	1,073.4	1,462.0	6.4%	1,462.0	1,830.9	4.6%
EBI	1,729.8	2,047.7	3.4%	2,047.7	2,534.9	4.4%

Metro Counties

Washington, OH	64.1
Wood, WV	88.3

	152.4

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	73.2	12.7	7.0	5.9	10.0	11.9	10.4	15.2
Women (000)	79.2	12.1	6.6	6.1	10.4	12.6	10.8	20.6
Total	152.4	24.8	13.6	12.0	20.4	24.5	21.2	35.8
Percentage	100.0%	16.3%	8.9%	7.9%	13.4%	16.1%	13.9%	23.5%
Per Capita	\$13,436	Median Household		\$28,539	Avg Household		\$34,357	
Ethnic Population:	White 98.3%	Black 1.1%	Asian 0.4%	Hispanic 0.3%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	5	4		7	9	6	15
Tot 12+	49.5	25.0		74.5	74.5	15.7	90.2
Avg 12+	9.9	6.3		10.6	8.3	2.6	6.0
Tot LCS	54.9	27.7		82.6	82.6	17.4	100.0
Avg LCS	11.0	6.9		11.8	9.2	2.9	6.7

Competitive Overview

FM Stations

													Arbitron 12+ Metro Shares (see rights)												
													1996		Avg '96										
City of	FCC	Power		Year		Date		Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)											
License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring				
Calls									(000)	(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990	1990				
WRRR	St. Marys	B1	93.9	17.0	390	f	Seven Ranges Radio	83				1.3	0.0	1.1	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0			
WXIL	Parkersburg	B	95.1	50.0	499		Burbach Bcstg Group	75	8009	880		23.1	15.8	20.1	17.9	16.1	16.3	18.2	15.1	16.6					
WHCM	Parkersburg	B1	99.1	11.5	486	e	Valley Comm Corp	65	9308	1,400	c4	Country	4.3	3.4	3.8	4.4	3.9	4.8	4.3	0.6					
WDMX	Vienna	A	100.1	1.7	440	b	Benns, William, etal	89				10.2	10.3	8.9	8.7	11.2	9.6	9.1	13.4	11.0					
• WJAW	McConnelsville	A	100.9	0.9	577	c	JAWCO Inc	92	9707	659	c5	Soft AC	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WURN	Marietta	B1	102.1	11.0	492	a	Tschudy Comm Corp	64	8803	1,112	1	Lite Rock	4.9	4.5	5.4	7.8	7.3	8.5	12.4	12.7					
WXXK	Parkersburg	A	103.1	0.7	551	d	Burbach Bcstg Group	67	9612	1,700	c1	Country	10.9	11.7	17.4	14.1	16.9	17.0	13.4	14.4					
WRZZ	Elizabeth	A	106.1	3.0 cp	469		Mediacom Inc	89	9001	305	1	Clsc Rock	7.7	12.0	6.7	4.3	3.9	3.4	2.4	0.5	1.1				
WNUS	Belpre	A	107.1	4.7	351	b	Benns, William, etal	81	9306	575	c3	Country	16.3	18.4	14.1	17.1	16.9	13.3	12.9	14.4					
													-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
# FM Stations - 9													# Combos - 7		FM TOTALS		85.9	74.5	74.8	72.1	75.1	74.3	73.3	72.0	70.8

AM Stations

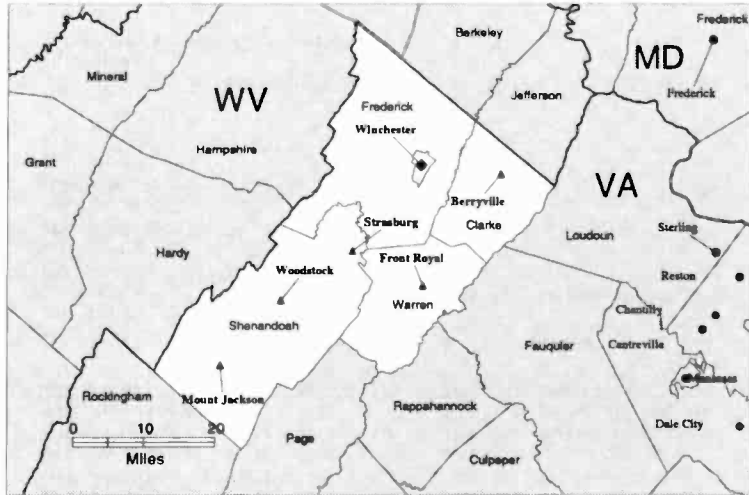
													1996		Avg '96										
City of	FCC	Day		Night		Year		Date		Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)									
License	Class	Freq	Power	Power	C	Owner	Std	Acq	Price	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring				
Calls			(kW)	(kW)					(000)	(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990	1990				
• WVVW	St. Marys	III	630	1.0	0.04	f	Seven Ranges Radio	84				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WYLI	Marietta	III	910	5.0	0.06		RASA Phoenix Corp	64	9502	100		1.3	2.2	1.1	0.0	0.0	0.0	0.0	1.6	1.1					
WADC	Parkersburg	II	1050	5.0	0.00	e	Valley Comm Corp	54	9308		c4	Nostalgia	6.5	2.8	7.1	4.9	2.8	2.4	3.8	3.3					
WKYG	Parkersburg	IV	1230	1.0	1.00	d	Burbach Bcstg Group	47	9612		c1	News/Talk	2.7	3.4	2.7	2.4	3.4	5.5	4.8	6.1					
WLTP	Parkersburg	IV	1450	1.0	1.00	b	Benns, William, etal	35	9306		c3	Nws/Tk/Spts	2.7	2.8	1.1	1.5	1.7	0.6	0.0	1.7					
• WMOA	Marietta	IV	1490	1.0	1.00	c	JAWCO Inc	46	9707		c5	Soft AC	1.6	2.2	2.2	2.0	2.2	2.4	1.6	2.2					
													-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----		
# AM Stations - 6													# Combos - 5		AM TOTALS		14.1	15.7	12.3	13.1	10.8	10.1	10.9	11.8	14.4
Stations Profiled - 15													# Duopolies - 2		Total Local Commercial Share		90.2	87.1	85.2	85.9	84.4	84.2	83.8	85.2	

• Indicates a change since last edition.

Metro Rank: 219

Revenue Rank: 201

Winchester, VA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ N/A	N/A	N/A	N/A	5,100	5,400	
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	9.3%	\$ 5,900	6,100	6,500	6,800	7,200	5.1%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	N/A	\$3.82/1,000	\$4.22/1,000	Local	0%		
Revenue/Capita	N/A	\$35.74	\$44.83	National	★★%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	139.9	151.1	1.6%	151.1	160.6	1.2%
Households	53.0	57.7	1.7%	57.7	62.3	1.5%
Retail Sales	1,064.1	1,413.4	5.8%	1,413.4	1,705.4	3.8%
EBI	1,720.0	2,007.1	3.1%	2,007.1	2,363.4	3.3%

Metro Counties

Clarke, VA	12.4
Frederick, VA	51.5
Shenandoah, VA	33.4
Warren, VA	29.7
Winchester city, VA	24.1

	151.1

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	74.4	13.0	5.9	6.3	11.7	12.5	10.4	14.5
Women (000)	76.7	12.4	5.5	6.3	11.4	12.2	10.3	18.7
Total	151.1	25.4	11.4	12.6	23.1	24.7	20.7	33.2
Percentage	100.0%	16.8%	7.6%	8.4%	15.3%	16.4%	13.7%	22.0%
Per Capita	\$13,283	Median Household		\$29,411	Avg Household		\$34,786	
Ethnic Population:	White 95.0%	Black 4.2%	Asian 0.5%	Hispanic 1.0%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	4	4		0	8	5	13
Tot 12+	9.7	39.6		0.0	49.3	2.4	51.7
Avg 12+	2.4	9.9		★★*	6.2	0.5	4.0
Tot LCS	18.8	76.6		0.0	95.4	4.6	100.0
Avg LCS	4.7	19.2		★★*	11.9	0.9	7.7

Competitive Overview

FM Stations

													Arbitron 12+ Metro Shares (see rights)												
Calls	City of License	FCC Class	Power			C	Owner	Year Std	Date Acq	Sales Price (000)	LMA Format	1996		Avg '96											
			Freq	(kW)	HAAT							Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990			
WINC	Winchester	B	92.5	22.0	1424	b	Mid Atlantic Network	46			AC	2,200	1.72	21.7	8.7	12.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WAZR	Woodstock	B1	93.7	7.1	cp 43	b	Ruarch Assoc, VA LP	85			Nostalgia			3.4	5.8	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WFTR	Front Royal	A	95.3	4.0	299	d	Straus Media Group	81			Country	550	1.18	7.9	3.9	4.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WSIG	Mount Jackson	B1	96.9	25.0	cp 243	c	Shenandoah Cnty Bcst	88	9602		Country	350	0.97	6.1	1.9	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WFOX	Front Royal	A	99.3	3.0	295	a	Capstar Bcstg Ptrs	73	9708		g1 Adult CHR	300	0.54	9.5	3.4	5.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WUSQ	Winchester	B	102.5	32.0	630	a	Capstar Bcstg Ptrs	65	9708		g1 Country	1,900	0.77	41.8	23.2	23.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WBPP	Strasburg	A	104.9	3.0	220	b	Mid Atlantic Network	87	9707	850	d1 Country			0.9	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WAPP	Berryville	A	105.5	3.0	299	b	Mid Atlantic Network	80	9707		d1 Country	200	1.26	2.7	1.9	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
													-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
# FM Stations - 8													# Combos - 7		FM TOTALS		94.0	49.3	52.4	0.0	0.0	0.0	0.0	0.0	0.0

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq	Sales Price (000)	LMA Format	1996		Avg '96										
			Freq	(kW)	(kW)	Revenue (000)							Power Ratio	Local Comm Sh	Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990			
WNTW	Winchester	III	610	0.5	0.50	a	Capstar Bcstg Ptrs	61	9708		g1 Nws/Tk/Spts	150		0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WSVG	Mount Jackson	III	790	1.0	0.04	c	Shenandoah Cnty Bcst	54	9602		st Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WAMM	Woodstock	IV	1230	1.0	0.25		Dean O'Connell Inc	81			AC			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WINC	Winchester	IV	1400	1.0	1.00	b	Mid Atlantic Network	41			News/Talk	200	0.65	5.2	1.4	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WFTR	Front Royal	IV	1450	1.0	1.00	d	Straus Media Group	48			Nws/Tk/Spts			0.9	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
													-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
# AM Stations - 5													# Combos - 4		AM TOTALS		6.1	2.4	3.4	0.0	0.0	0.0	0.0	0.0	0.0
Stations Profiled - 13													# Duopolies - 3		Total Local Commercial Share		51.7	55.8	0.0	0.0	0.0	0.0	0.0	0.0	

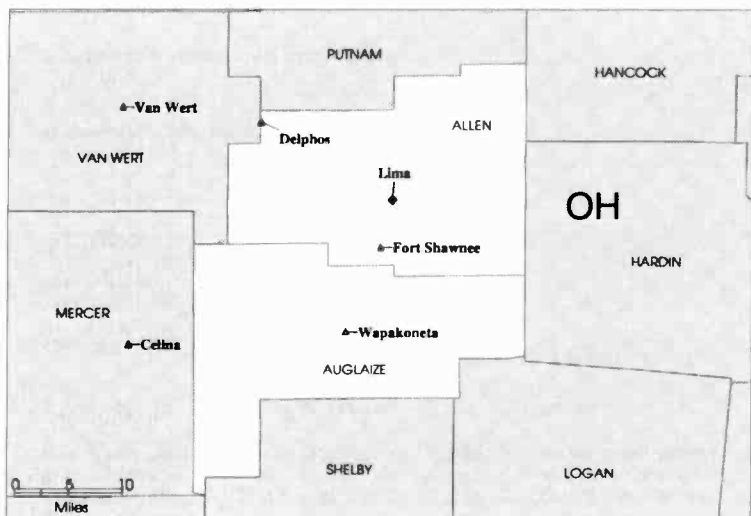
NOTE: Market first rated Spring 1996.

• Indicates a change since last edition.

Metro Rank: 220

Revenue Rank: 230

Lima, OH Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ N/A	4,000	4,200	4,300	4,600	4,900	
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	0.0%	\$ 4,900	5,100	5,400	5,600	5,900	4.8%

	1990	1995	2000	Est. Breakout
Revenue/Retail Sales	N/A	\$2.93/1,000	\$2.99/1,000	Local 85%
Revenue/Capita	N/A	\$31.47	\$38.24	National 15%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	154.6	155.7	0.1%	155.7	154.3	-0.2%
Households	55.5	55.8	0.1%	55.8	56.3	0.2%
Retail Sales	1,190.8	1,671.5	7.0%	1,671.5	1,976.0	3.4%
EBI	1,844.4	2,029.4	1.9%	2,029.4	2,379.3	3.2%

Metro Counties

Allen, OH	108.6
Auglaize, OH	47.1

	155.7

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	77.2	15.1	7.4	6.8	11.7	12.5	9.1	14.6
Women (000)	78.5	14.3	6.9	6.1	10.5	11.8	9.2	19.7
Total	155.7	29.4	14.3	12.9	22.2	24.3	18.3	34.3
Percentage	100.0%	18.9%	9.2%	8.3%	14.3%	15.6%	11.7%	22.0%
Per Capita	\$13,034	Median Household		\$31,024	Avg Household		\$36,369	
Ethnic Population:	White 90.7%	Black 8.5%	Asian 0.6%	Hispanic 1.1%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	7	2		5	9	2	11
Tot 12+	32.1	27.1		46.9	59.2	12.7	71.9
Avg 12+	4.6	13.6		9.4	6.6	6.4	6.5
Tot LCS	44.6	37.7		65.2	82.3	17.7	100.0
Avg LCS	6.4	18.9		13.0	9.1	8.8	9.1

MARKET: Lima, OH

METRO RANK: 220

Competitive Overview

Some stations also rated in Ft Wayne (99).

FM Stations

										Arbitron 12+ Metro Shares (see rights)													
City of		FCC	Power		Year		Date		Sales	1996		Avg '96											
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring			
										(000)	(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990		
WZOO	Wapakoneta	A	92.1	3.0	328	b	Forever Bcstg Inc	64	9404		1,000	1.09	18.7	12.2	13.5	14.8	17.6	11.9	20.5	0.0	0.0		
WYRX	Lima	A	93.1	3.0	318	b	Forever Bcstg Inc	92	9404		300	1.22	5.0	3.6	3.6	6.3	2.7	3.0	0.0	0.0	0.0		
WKKI	Celina	A	94.3	1.6	449		Rice, Wm, Receiver	60	9203				0.7	0.5	0.5	1.1	0.0	1.0	0.5	0.0	0.0		
WCMS	Celina	A	96.7	3.0	328		Hayco Bcstg Inc	68					1.4	1.0	1.0	0.0	0.0	0.5	0.0	0.0	0.0		
WBVR	Van Wert	B	98.9	50.0	453		Federated Media	62	9610	See (99)	n/a		13.7	8.2	9.9	4.8	6.4	6.0	7.2	0.0	0.0		
WIMT	Lima	B	102.1	11.0	1060	a	Jacor Comm Inc	48	9706	6,500	1,200	1.00	24.5	18.9	17.7	21.2	21.9	17.9	12.3	0.0	0.0		
WAJC	Lima	A	104.9	3.0	220	b	Forever Bcstg Inc	70	9708	1,050	500	1.29	7.9	5.1	5.7	6.9	7.0	7.5	10.3	0.0	0.0		
WDOH	Delphos	A	107.1	3.3	299		Vogel Roach Corp	72			150	1.06	2.9	2.6	2.1	0.5	1.1	0.0	1.0	0.0	0.0		
WBUK	Ft. Shawnee	A	107.5	3.0	328	a	Jacor Comm Inc	92	9706		550	1.11	10.1	7.1	7.3	9.0	5.3	7.5	8.2	0.0	0.0		
													---	---	---	---	---	---	---	---	---		
# FM Stations - 9					# Combos - 5					FM TOTALS					84.9	59.2	61.3	64.6	62.0	54.8	60.5	0.0	0.0

AM Stations

										Arbitron 12+ Metro Shares (see rights)													
City of		FCC	Day Power		Night Power		Year		Date		Sales	1996		Avg '96									
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	Price	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring			
										(000)	(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990		
WLJM	Lima	II	940	0.3	0.01	b	Forever Bcstg Inc	63	9708		300	2.11	2.9	2.0	2.1	1.6	4.3	3.0	3.1	0.0	0.0		
WIMA	Lima	III	1150	1.0	1.00	a	Jacor Comm Inc	48	9706		900	1.49	12.3	10.7	8.9	6.3	8.0	13.4	7.2	0.0	0.0		
													---	---	---	---	---	---	---	---	---		
# AM Stations - 2					# Combos - 2					AM TOTALS					15.2	12.7	11.0	7.9	12.3	16.4	10.3	0.0	0.0
Stations Profiled - 11					# Duopolies - 3					Total Local Commercial Share					71.9	72.3	72.5	74.3	71.2	70.8	0.0	0.0	

NOTE: Market first rated Spring 1992.

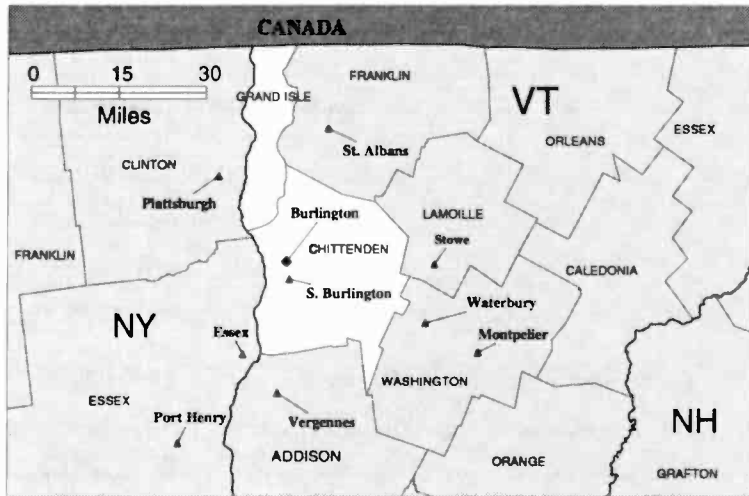
* Indicates a change since last edition.

METRO RANK: 220

Metro Rank: 221

Revenue Rank: 154

Burlington, VT Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 7,200	6,500	7,000	7,400	8,500	9,200	5.0%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	2.2%	\$ 9,400	9,800	10,200	10,700	11,200	4.5%

	1990	1995	2000	Est. Breakout
Revenue/Retail Sales	\$5.98/1,000	\$6.09/1,000	\$6.57/1,000	Local 90%
Revenue/Capita	\$51.91	\$62.59	\$71.79	National 10%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	138.7	147.0	1.2%	147.0	156.0	1.2%
Households	51.1	54.9	1.4%	54.9	59.8	1.7%
Retail Sales	1,203.8	1,511.8	4.7%	1,511.8	1,704.5	2.4%
EBI	2,126.6	2,420.4	2.6%	2,420.4	2,985.7	4.3%

Metro Counties

Chittenden, VT	141.1
Grand Isle, VT	5.9

	147.0

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	71.7	12.6	5.5	9.9	12.7	12.9	8.8	9.4
Women (000)	75.3	12.1	5.3	10.8	12.6	13.1	8.9	12.5
Total	147.0	24.7	10.7	20.7	25.3	26.0	17.6	22.0
Percentage	100.0%	16.8%	7.3%	14.1%	17.2%	17.7%	12.0%	14.9%
Per Capita	\$16,466	Median Household		\$38,209	Avg Household		\$44,088	
Ethnic Population:	White 97.8%	Black 0.7%	Asian 1.3%	Hispanic 1.0%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	5		9	5	14	4	18
Tot 12+	8.9		67.5	59.7	76.4	7.8	84.2
Avg 12+	1.8		7.5	11.9	5.5	2.0	4.7
Tot LCS	10.6		80.2	70.9	90.7	9.3	100.0
Avg LCS	2.1		8.9	14.2	6.5	2.3	5.6

Competitive Overview

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)										
Calls	License	Class	Freq	(kW)						Price	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall			
• WNMH	Pt Henry	C3	92.1	18.0	10		H & D Bcst Group	82	9709	608				0.0	0.0	0.0	0.0	0.0	0.0	0.5	1.0	0.0				
WEZF	Burlington	C	92.9	46.0	2704		Capstar Bcstg Ptrs	69	9704		1,800	2.45	7.8	12.2	11.5	6.7	5.6	8.2	8.0	10.4	11.5					
WXXX	S. Burlington	C3	95.5	25.0	236	b	Sison Bcstg Inc	84	9704	2,939	1,000	1.03	10.3	8.8	10.4	9.6	6.6	10.4	13.6	15.8	16.1					
WDEV	Warren	A	96.1	1.0	2307	d	Radio Vermont Inc	89	9210	643			0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
• WXPS	Vergennes	A	96.7	6.0	289	e	Dynacom Radio Group	95	9610	1,005			0.0	1.7	2.2	0.0	0.0	0.0	0.0	0.0	0.0					
WOKO	Burlington	C1	98.9	100.0	309	a	Hall Communications	62	8312	1,950	1,700	0.80	22.5	17.7	6.6	14.4	20.9	17.0	17.6	18.3	17.2					
WBZT	Plattsburgh	C	99.9	100.0	984		Plattsburgh Bcstg	60					0.9	5.0	2.7	1.0	0.5	1.1	0.5	0.0	1.1					
WCPV	Essex	A	101.3	1.0	797	e	Dynacom Radio Group	94			350	0.60	6.2	6.6	8.2	6.7	3.1	4.9	1.5	0.0	0.0					
• WCVT	Stowe	A	101.7	0.0	2654	d	Radio Vermont Inc	77	9708	450			0.6	0.0	0.0	0.5	0.5	0.5	1.5	1.0	0.6					
WLFE	St. Albans	A	102.3	0.4	801	c	Salls, S & Devost, R	70	9704	1,000		c1	0.3	0.0	0.5	0.0	0.5	1.1	0.0	0.5	0.0					
WGLY	Waterbury	C3	103.3	3.0	912		Family Bcstg Network	85	8602				0.9	0.6	0.0	1.0	0.5	2.2	0.5	0.0	1.1					
WNCS	Montpelier	C2	104.7	1.9	2093		Northeast Bcstg Co	77	8702	750	700	2.01	3.7	5.5	2.2	3.3	2.6	2.7	4.0	5.4	5.7					
WKOL	Plattsburgh	C3	105.1	23.5	338	a	Hall Communications	94	9504	1,100	650	0.85	8.1	3.3	6.0	7.2	5.6	2.7	3.0	0.0	0.0					
WIZN	Vergennes	C2	106.7	50.0	374		Deer River Group	83	8806	2,350	1,800	0.89	21.6	14.4	16.9	17.2	16.8	15.9	15.6	15.3	14.9					
# FM Stations - 14														# Combos - 8		FM TOTALS		82.9	76.4	67.2	67.6	63.2	66.7	66.3	67.7	68.2

AM Stations

City of		FCC	Day		Night		C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)									
Calls	License	Class	Freq	(kW)	(kW)	Price					Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall			
WVMT	Burlington	III	620	5.0	5.00		b Sison Bcstg Inc	22	9704					550	1.58	3.7	1.7	4.9	3.8	2.0	3.3	1.5	3.5	5.7		
WJOY	Burlington	IV	1230	1.0	1.00		a Hall Communications	46	8312			c2	450	0.56	8.5	2.2	2.7	6.2	7.1	4.4	3.0	5.4	4.0			
WKDR	Burlington	III	1390	5.0	5.00		Hometown Bcstg Corp	54	9304	300			400	0.89	4.8	3.9	3.8	2.9	4.6	4.4	2.0	2.0	1.7			
WWSR	St. Albans	III	1420	1.0	0.11		c Salls, S & Devost, R	30	9704			c1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
# AM Stations - 4														# Combos - 3		AM TOTALS		17.0	7.8	11.4	12.9	13.7	12.1	6.5	10.9	11.4
Stations Profiled - 18														# Duopolies - 3		Total Local Commercial Share		84.2	78.6	80.5	76.9	78.8	72.8	78.6	79.6	

* Indicates a change since last edition.

Metro Rank: 222

Revenue Rank: 196

Charlottesville, VA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 4,200	4,000	4,000	4,600	5,400	5,800	6.7%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.9%	\$ 6,200	6,500	6,800	7,100	7,500	4.9%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.73/1,000	\$3.93/1,000	\$4.04/1,000	Local	85%		
Revenue/Capita	\$31.67	\$40.42	\$49.08	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	132.6	143.5	1.6%	143.5	152.8	1.3%
Households	49.3	53.3	1.6%	53.3	57.9	1.7%
Retail Sales	1,125.1	1,477.7	5.6%	1,477.7	1,857.1	4.7%
EBI	1,793.7	2,237.7	4.5%	2,237.7	2,877.9	5.2%

Metro Counties

Albemarle, VA	73.8
Charlottesville city	40.9
Fluvanna, VA	15.8
Greene, VA	13.0

	143.5

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	69.7	11.5	4.8	11.0	11.7	11.3	7.9	11.5
Women (000)	73.8	11.0	4.6	10.6	12.3	11.9	8.7	14.8
Total	143.5	22.5	9.4	21.6	23.9	23.2	16.6	26.3
Percentage	100.0%	15.7%	6.5%	15.0%	16.7%	16.2%	11.5%	18.4%
Per Capita	\$15,594	Median Household		\$33,009	Avg Household		\$41,984	
Ethnic Population:	White 83.0%	Black 14.6%	Asian 2.3%	Hispanic 1.2%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	6	2		3	8	4	12
Tot 12+	23.1	24.4		30.7	47.5	14.4	61.9
Avg 12+	3.9	12.2		10.2	5.9	3.6	5.2
Tot LCS	37.3	39.4		49.6	76.7	23.3	100.0
Avg LCS	6.2	19.7		16.5	9.6	5.8	8.3

Competitive Overview

FM Stations

													Arbitron 12+ Metro Shares (see rights)												
City of		FCC	Power			Year		Sales	1996		Avg '96														
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring				
										(000)	(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990				
WUVA	Charlottesville	A	92.7	0.8	cp	899	WUVA Inc	79			100	0.85	1.9	4.4	1.2	1.4	4.4	2.5	3.0	10.2	8.0				
WOMZ	Charlottesville	A	95.1	6.0		145	a Charlottesville Bcst	54	6906		1,000	0.86	18.7	6.3	11.8	9.9	12.5	7.5	7.7	6.4	8.0				
WMMV	Charlottesville	B	97.5	8.9		1132	b Eure Comm Inc	59	8712	4,550	c1	1.06	16.8	8.1	10.6	12.7	8.8	9.3	11.8	18.5	16.7				
WCYK	Staunton	B	99.7	3.3		1693	c Clark Bcstg Co	84	9403	1,500		1.12	15.9	16.3	10.0	11.3	10.3	13.7	8.3	9.6	2.3				
WVSY	Ruckersville	A	101.9	6.0		223	c Clark Bcstg Co	90	9611	1,000		1.27	3.8	3.1	2.4	0.7	1.5	2.5	1.8	0.6	1.1				
WVAO	Crozet	A	102.3	4.9		354	c Clark Bcstg Co	80	9403	1,170	c2	1.44	8.4	3.1	5.3	2.8	8.1	1.2	1.8	3.2	0.0				
WLSA	Louisa	A	105.5	3.3		299	Mid-Virginia Bcstg	80					0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WUMX	Charlottesville	A	107.5	0.2	cp	1109	Air Virginia Inc	95	9708	1,100	1		15.9	5.6	10.0	0.0	0.0	0.0	0.0	0.0	0.0				
													-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----		
# FM Stations - 8													# Combos - 5		FM TOTALS		81.4	47.5	51.3	38.8	45.6	36.7	34.4	48.5	36.1

AM Stations

													Arbitron 12+ Metro Shares (see rights)												
City of		FCC	Day		Night	Year		Sales	1996		Avg '96														
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	Price	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring				
										(000)	(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990				
• WCYK	Crozet	II	810	1.0	0.00	c	Clark Bcstg Co	70	9403				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0			
WINA	Charlottesville	II	1070	5.0	5.00	a	Charlottesville Bcst	49	6906		800	0.99	13.0	8.1	8.2	11.3	8.1	11.8	12.4	8.9	17.8				
WCHV	Charlottesville	III	1260	5.0	2.50	b	Eure Comm Inc	30	8712		50	0.81	1.0	2.5	0.6	7.0	0.0	4.3	2.4	5.7	2.3				
WKAV	Charlottesville	IV	1400	1.0	1.00	a	Charlottesville Bcst	57	9305	120		0.88	4.6	3.8	2.9	2.1	3.7	3.7	4.7	3.2	6.3				
													-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----		
# AM Stations - 4													# Combos - 4		AM TOTALS		18.6	14.4	11.7	20.4	11.8	19.8	20.1	17.8	26.4
Stations Profiled - 12													# Duopolies - 3		Total Local Commercial Share		61.9	63.0	59.2	57.4	56.5	54.5	66.3	62.5	

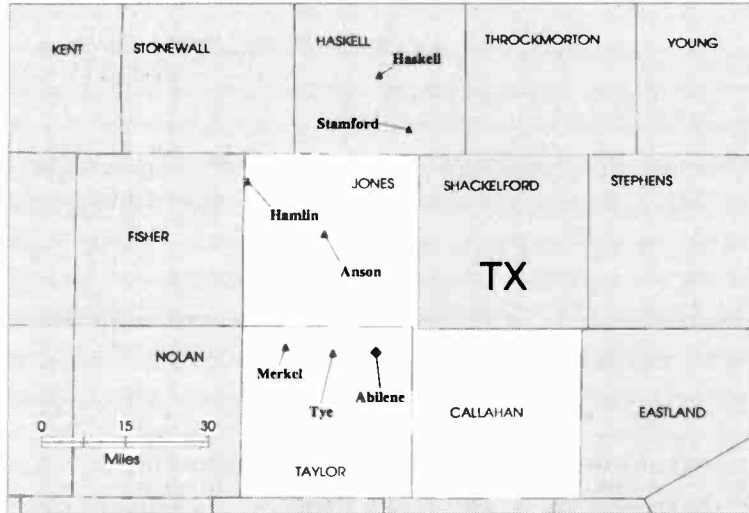
• Indicates a change since last edition.



Metro Rank: 223

Revenue Rank: 219

Abilene, TX Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 4,700	4,000	4,200	4,400	4,800	5,100	1.6%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	3.9%	\$ 5,300	5,500	5,800	6,000	6,400	4.8%

	1990	1995	2000	Est. Breakout
Revenue/Retail Sales	\$4.78/1,000	\$3.83/1,000	\$4.21/1,000	Local 90%
Revenue/Capita	\$31.82	\$33.77	\$42.05	National 10%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	147.7	151.0	0.4%	151.0	152.2	0.2%
Households	53.9	55.1	0.4%	55.1	56.0	0.3%
Retail Sales	984.2	1,331.7	6.2%	1,331.7	1,521.2	2.7%
EBI	1,586.5	1,841.3	3.0%	1,841.3	2,088.4	2.6%

Metro Counties

Callahan, TX	12.6
Jones, TX	16.2
Taylor, TX	122.2

	151.0

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	73.4	15.0	6.5	8.2	11.4	10.7	8.0	13.5
Women (000)	77.6	14.2	6.2	7.8	10.9	10.9	8.8	18.8
Total	151.0	29.2	12.7	16.0	22.2	21.7	16.8	32.3
Percentage	100.0%	19.3%	8.4%	10.6%	14.7%	14.3%	11.1%	21.4%
Per Capita	\$12,194	Median Household		\$25,497	Avg Household		\$33,417	
Ethnic Population:	White 92.3%	Black 6.0%	Asian 1.3%	Hispanic 15.8%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations			9	6	9	6	15
Tot 12+			74.5	68.0	74.5	4.0	78.5
Avg 12+			8.3	11.3	8.3	0.7	5.2
Tot LCS			94.9	86.6	94.9	5.1	100.0
Avg LCS			10.5	14.4	10.5	0.8	6.7

MARKET: Abilene, TX

METRO RANK: 223

Competitive Overview

FM Stations

													Arbitron 12+ Metro Shares (see rights)												
City of		FCC	Power		Year		Sales	1996		Avg '96															
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Date	Price	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring				
										(000)	(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990				
KVRP	Haskell	C	95.5	100.0	cp	1047	c	Rolling Plains Bcstg	81				0.6	1.5	0.5	0.0	0.0	2.1	2.6	0.5	2.0				
KKHR	Anson	C2	98.1	50.0		292		Powall Meredith Comm	88	9408	396		2.7	2.0	2.1	1.7	1.1	2.1	5.3	6.4	1.5				
KBCY	Tye	C1	99.7	100.0		745		Tye Bcstg	83	8512	485	1	Country	650	1.68	7.3	5.6	5.8	4.4	9.5	6.2	3.7	2.0	5.9	
KORQ	Abilene	C	100.7	100.0		1280	a	Dynamic Bcstg Co	74	9612	737	2	AC	400	1.03	7.3	6.1	5.8	4.4	7.3	4.1	6.3	6.4	8.8	
• KFQX	Merkel	C1	102.7	66.0		1148		Esprit Comm Corp	76	9403		na	2	Country	250	1.43	3.3	1.5	2.6	3.9	4.5	6.2	6.9	13.7	11.8
KCDD	Hamlin	C	103.7	98.0		984		Big Country Bcstg	87	9505	500	1	CHR	500	0.62	15.2	15.2	12.0	8.9	6.7	9.8	0.5	6.9	4.4	
KEAN	Abilene	C1	105.1	100.0		810	b	SunGroup Inc	69	8511	8,250		Country	1,800	1.09	31.1	24.9	24.6	40.6	30.7	27.5	34.4	25.0	21.6	
• KHXS	Abilene	C2	106.3	50.0	cp	492		IQ Radio Inc	89	9612	85	1	Clsc Rock			5.3	3.0	4.2	0.6	2.8	3.1	4.2	3.9	3.4	
KEYJ	Abilene	C1	107.9	100.0		666	a	Dynamic Bcstg Co	61	8204		2	AOR	950	1.13	15.9	14.7	12.6	7.8	7.3	8.8	10.1	10.8	6.4	
# FM Stations - 9													# Combos - 4												
													FM TOTALS												
													88.7	74.5	70.2	72.3	69.9	69.9	74.0	75.6	65.8				

AM Stations

													Arbitron 12+ Metro Shares (see rights)											
City of		FCC	Day		Night		Year		Sales	1996		Avg '96												
Calls	License	Class	Freq	Power	Power	C	Owner	Std	Date	Price	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring			
				(kW)	(kW)					(000)	(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990			
KEAN	Abilene	III	1280	0.5	0.23	b	SunGroup Inc	57	8511				0.6	0.0	0.5	0.0	1.1	1.6	0.0	0.0	1.5			
KYYD	Abilene	IV	1340	1.0	1.00	a	Dynamic Bcstg Co	48	9707				0.0	1.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0			
KVRP	Stamford	IV	1400	1.0	1.00	c	Rolling Plains Bcstg	47	8607				0.0	0.0	0.0	0.0	0.6	0.0	0.5	0.0	0.0			
KBBA	Abilene	III	1470	5.0	1.00	a	Dynamic Bcstg Co	36	9704	50		2	Tejano	125	0.44	5.3	3.0	4.2	1.7	2.2	2.1	3.2	2.5	2.9
KMXD	Merkel	II	1500	0.3	0.00		Silva, Ray R	63	8602				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KMPC	Abilene	II	1560	0.5	0.00	a	Dynamic Bcstg Co	62	8204				5.3	0.0	4.2	0.6	0.0	2.1	0.0	0.0	0.0	0.5		
# AM Stations - 6													# Combos - 5											
													AM TOTALS											
													11.2	4.0	8.9	2.3	4.5	5.8	3.7	2.5	4.9			
Stations Profiled - 15													# Duopolies - 3											
													Total Local Commercial Share											
													78.5	79.1	74.6	74.4	75.7	77.7	78.1	70.7				

Docket 80-90 Allocations: 92.5, C2, Abilene

• Indicates a change since last edition.

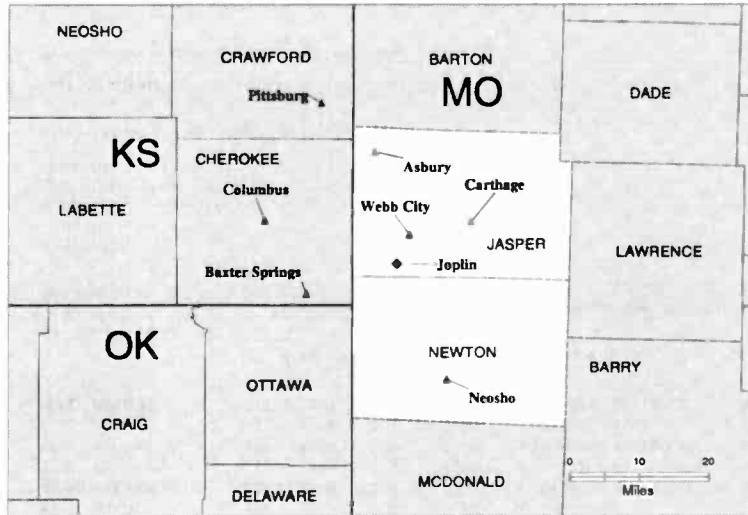
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METRO RANK: 223

Metro Rank: 224

Revenue Rank: 223

Joplin, MO Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 4,200	4,500	4,800	4,800	4,900	5,000	3.5%
***	Δ 95-96 4.0%	1996 \$ 5,200	1997 5,400	1998 5,700	1999 6,000	2000 6,300	Δ 96-00 4.9%
Revenue/Retail Sales	1990 \$4.10/1,000	1995 \$3.15/1,000	2000 \$3.01/1,000	Est. Breakout			
Revenue/Capita	\$30.97	\$34.48	\$40.51	Local	90%		
				National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	135.6	145.0	1.3%	145.0	155.5	1.4%
Households	53.3	57.2	1.4%	57.2	62.2	1.7%
Retail Sales	1,024.7	1,585.3	9.1%	1,585.3	2,089.7	5.7%
EBI	1,475.3	1,788.5	3.9%	1,788.5	2,320.5	5.3%

Metro Counties

Jasper, MO	97.2
Newton, MO	47.8

	145.0

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	69.7	13.0	6.4	6.2	9.8	10.6	8.8	14.9
Women (000)	75.3	12.3	6.2	6.1	10.0	11.1	9.3	20.2
Total	145.0	25.3	12.6	12.3	19.8	21.7	18.2	35.0
Percentage	100.0%	17.5%	8.7%	8.5%	13.7%	15.0%	12.5%	24.2%
Per Capita	\$12,335	Median Household		\$24,692	Avg Household		\$31,268	
Ethnic Population:	White 96.2%	Black 1.1%	Asian 0.7%	Hispanic 1.0%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	3		7	7	10	8	18
Tot 12+	17.3		47.1	57.6	64.4	13.1	77.5
Avg 12+	5.8		6.7	8.2	6.4	1.6	4.3
Tot LCS	22.3		60.8	74.3	83.1	16.9	100.0
Avg LCS	7.4		8.7	10.6	8.3	2.1	5.6

MARKET: Joplin, MO

METRO RANK: 224

Competitive Overview

FM Stations

													Arbitron 12+ Metro Shares (see rights)												
City of		FCC	Power		Year Date		Sales Price		1996		Avg '96		Spring		Fall		Spring		Fall						
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	(000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	1997	1996	1996	1995	1995	1994	1994	1993		
KSYN	Joplin	C1	92.5	100.0	430	a	Zimmer Enterprises	60	9705	10,800p	d1	Adult CHR	500	0.65	14.7	14.7	15.0	12.3	0.0	13.2	0.0	6.9	0.0		
KJMK	Webb City	C2	93.9	48.0	505	a	Zimmer Enterprises	85	9707		d1	Country	700	0.92	14.7	4.2	8.7	12.3	0.0	15.4	0.0	23.6	0.0		
KMXL	Carthage	C2	95.1	50.0	472	b	Petersen, Ronald L.	72	7512			Lite AC	375	0.85	8.5	5.2	5.2	7.1	0.0	6.6	0.0	6.3	0.0		
KKOW	Pittsburg	C1	96.9	100.0	912	c	American Media Invst	75	8605	747		Country	800	2.75	5.6	4.2	3.5	4.7	0.0	3.3	0.0	5.7	0.0		
KXDG	Webb City	A	97.9	1.6 cp	443	a	Zimmer Enterprises	88	9707		d1	Clsc Rock	300	0.34	17.0	10.5	12.7	14.2	0.0	4.9	0.0	1.1	0.0		
KBTN	Neosho	A	99.7	4.2	394	f	Winegardner, David	95	6004			Country			2.9	1.6	2.3	2.4	0.0	0.0	0.0	0.0	0.0		
KIXQ	Joplin	C	102.5	100.0 cp	994	a	Zimmer Enterprises	74	9705		p d1	Country	600	0.89	12.9	15.7	8.7	10.8	0.0	9.9	0.0	8.6	0.0		
KWXD	Asbury	C3	103.5	16.0	404		Innovative Bcstg	93				Oldies	150	4.81	0.6	1.0	1.2	0.5	0.0	0.5	0.0	0.0	0.0		
KJML	Columbus	C3	105.3	6.1	308		Acorn Bcstg Company	82	9408			Country	375	1.80	4.0	2.1	1.7	3.3	0.0	8.8	0.0	4.0	0.0		
KMOQ	Baxter Springs	A	107.1	6.0	299	d	Land Go Bcstg Inc	79	9707	425		Oldies	250	0.78	6.2	5.2	5.2	5.2	0.0	6.6	0.0	5.2	0.0		
# FM Stations - 10													# Combos - 8		FM TOTALS		87.1	64.4	64.2	72.8	0.0	69.2	0.0	61.4	0.0

AM Stations

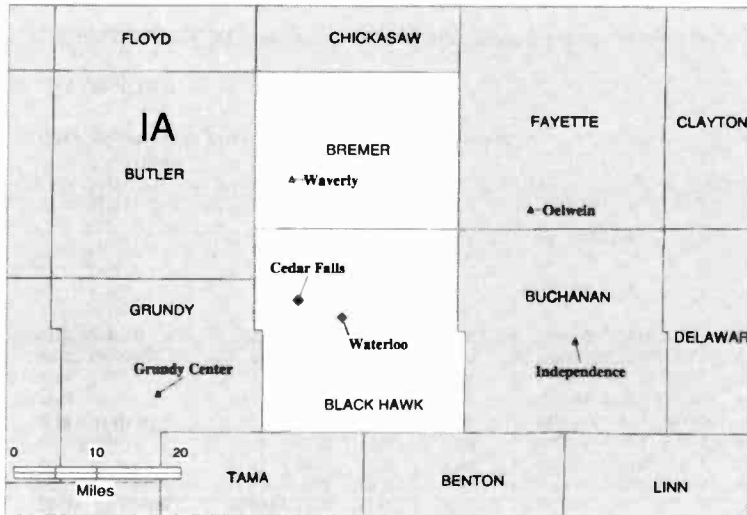
													Arbitron 12+ Metro Shares (see rights)												
City of		FCC	Day Power		Night Power	Year Date		Sales Price		1996		Avg '96		Spring		Fall		Spring		Fall					
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	(000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	1997	1996	1996	1995	1995	1994	1994	1993		
KKOW	Pittsburg	II	860	10.0	5.00	c	American Media Invst	37	8105			Country	750	4.24	3.4	2.1	4.0	2.8	0.0	0.5	0.0	1.1	0.0		
KKLL	Webb City	II	1100	5.0	0.00	e	Stubblefield, D & G	84				Gospel			1.7	0.0	0.0	1.4	0.0	0.0	0.0	0.6	0.0		
KWAS	Joplin	IV	1230	1.0	1.00	e	Stubblefield, D & G	46	9707	137		Nstlg/Sprts	100	0.48	4.0	4.7	6.9	3.3	0.0	3.3	0.0	3.4	0.0		
KOCR	Joplin	III	1310	5.0	1.00		Ozark Chrstn College	48	9702	150		Inspiration			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KBTN	Neosho	III	1420	1.0	0.50	f	Winegardner, David	54	6004			Country			0.0	1.6	1.2	0.0	0.0	2.7	0.0	0.6	0.0		
WMBH	Joplin	IV	1450	1.0	1.00	d	Land Go Bcstg Inc	27	9701	400	d3	Sports	100	1.75	1.1	0.0	1.7	0.9	0.0	0.5	0.0	0.0	0.0		
KDMO	Carthage	IV	1490	1.0	1.00	b	Petersen, Ronald L.	47	7512			Country			1.7	1.6	3.5	1.4	0.0	0.5	0.0	1.1	0.0		
KOYX	Joplin	II	1560	10.0	0.00	d	Land Go Bcstg Inc	62	9701		d3	News/Talk	200	3.50	1.1	3.1	0.0	0.9	0.0	3.8	0.0	4.0	0.0		
# AM Stations - 8													# Combos - 7		AM TOTALS		13.0	13.1	17.3	10.7	0.0	11.3	0.0	10.8	0.0
Stations Profiled - 18													# Duopolies - 4		Total Local Commercial Share		77.5	81.5	83.5	0.0	80.5	0.0	72.2	0.0	

NOTE: Market rated twice yearly with Fall 1996 period.

Metro Rank: 225

Revenue Rank: 207

Waterloo-Cedar Falls, IA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 4,000	3,900	4,300	4,900	5,400	5,500	6.6%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.5%	\$ 5,800	6,000	6,200	6,500	6,900	4.4%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.84/1,000	\$3.54/1,000	\$3.60/1,000	Local	90%		
Revenue/Capita	\$27.51	\$37.70	\$48.35	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	145.4	145.9	0.1%	145.9	142.7	-0.4%
Households	54.8	55.4	0.2%	55.4	54.9	-0.2%
Retail Sales	1,041.8	1,552.8	8.3%	1,552.8	1,915.8	4.3%
EBI	2,189.7	2,022.6	-1.6%	2,022.6	2,473.3	4.1%

Metro Counties

Black Hawk, IA	122.8
Bremer, IA	23.1

	145.9

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	69.9	12.8	6.3	8.3	8.6	11.1	8.8	14.0
Women (000)	76.0	12.2	6.1	9.2	9.4	11.5	8.9	18.8
Total	145.9	24.9	12.4	17.5	18.0	22.6	17.7	32.8
Percentage	100.0%	17.1%	8.5%	12.0%	12.3%	15.5%	12.1%	22.5%
Per Capita	\$13,863	Median Household		\$29,793	Avg Household		\$36,510	
Ethnic Population:	White 92.6%	Black 6.3%	Asian 0.9%	Hispanic 0.7%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	2		5	4	7	7	14
Tot 12+	4.5		57.3	50.0	61.8	8.5	70.3
Avg 12+	2.3		11.5	12.5	8.8	1.2	5.0
Tot LCS	6.4		81.5	71.1	87.9	12.1	100.0
Avg LCS	3.2		16.3	17.8	12.6	1.7	7.1

MARKET: Waterloo-Cedar Falls, IA

METRO RANK: 225

Competitive Overview

Some stations also rated in Cedar Rapids (198).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
Calls	License	Class	Freq	(kW)						Price	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
					(000)	(000)	Ratio	Comm Sh	1997	1996	1996	1995	1995	1994	1994	1994	1993						
KOEL	Oelwein	C	92.3	95.0	991	c	Connoisseur Comm	71	9610	6,700	c3	Country	1,200	1.22	17.0	8.4	9.6	12.7	0.0	19.0	0.0	14.8	0.0
KQMG	Independence	A	95.3	2.9	410	d	Keene of Iowa Inc	75	9708	477p		Oldies			2.0	1.7	1.8	1.5	0.0	0.5	0.0	0.0	0.0
KCRR	Grundy Center	C3	97.7	16.0	407	c	Connoisseur Comm	83	9705	2,000		Clsc Rock	800	1.27	10.9	7.3	7.2	8.1	0.0	2.6	0.0	1.1	0.0
KKCV	Cedar Falls	C3	98.5	15.1	423	c	Connoisseur Comm	93	9610	3,200		Country	1,000	0.94	18.4	16.3	14.5	13.7	0.0	14.3	0.0	15.3	0.0
KWAY	Waverly	A	99.3	3.0	180	b	Suhr, Aelvin Edwin	71	8410	844	c1	Lite AC	250	1.60	2.7	2.8	2.4	2.0	0.0	2.6	0.0	2.7	0.0
KOKZ	Waterloo	C	105.7	100.0	1322	a	Bahakel Comm	62				Oldies	650	0.82	13.7	12.9	10.8	10.2	0.0	7.4	0.0	10.9	0.0
KFMW	Waterloo	C	107.9	100.0	1805	a	Bahakel Comm	68	9608	3,500	c2	Adult Rock	1,150	1.17	17.0	12.4	9.0	12.7	0.0	10.6	0.0	12.6	0.0
		# FM Stations -		7	# Combos -		7			FM TOTALS				81.7	61.8	55.3	60.9	0.0	57.0	0.0	57.4	0.0	

AM Stations

City of		FCC	Day Power		Night Power		C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
Calls	License	Class	Freq	(kW)	(kW)	Price					Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
						(000)	(000)	Ratio	Comm Sh	1997	1996	1996	1995	1995	1994	1994	1994	1993						
KWOF	Waterloo	II	850	0.5	0.00		Friendship Commun	72	9503		nc	Christian			0.0	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	
KOEL	Oelwein	III	950	5.0	0.50	c	Connoisseur Comm	50	9610		c3	AC			2.0	1.1	1.2	1.5	0.0	1.1	0.0	1.1	0.0	
KQMG	Independence	II	1220	0.3	0.17	d	Keene of Iowa Inc	59	9708		p c1	AC			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KCNZ	Cedar Falls	III	1250	0.5	0.50		Fife Comm Co LC	58	9508	100		Nws/Tk/Spts			0.7	0.6	0.6	0.5	0.0	0.0	0.0	0.5	0.0	
KWLD	Waterloo	III	1330	5.0	5.00	a	Bahakel Comm	47	9608		c2	FullService	550	1.08	8.8	5.1	7.8	6.6	0.0	10.1	0.0	8.2	0.0	
KWAY	Waverly	III	1470	1.0	0.06	b	Suhr, Aelvin Edwin	58	8410		c1	Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KXEL	Waterloo	I	1540	50.0	50.00	a	Bahakel Comm	42	5801			Nostalgia	150	0.38	6.8	1.7	3.6	5.1	0.0	3.7	0.0	1.6	0.0	
		# AM Stations -		7	# Combos -		5			AM TOTALS				18.3	8.5	15.6	13.7	0.0	14.9	0.0	11.4	0.0		
		Stations Profiled -		14	# Duopolies -		4			Total Local Commercial Share				70.3	70.9	74.6	0.0	71.9	0.0	68.8	0.0			

NOTE: Market rated twice yearly with Fall 1996 period.

METRO RANK: 225

Metro Rank: 226

Revenue Rank: 193

Panama City, FL Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 5,100	4,800	5,000	5,200	5,600	5,800	2.6%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	10.3%	\$ 6,400	6,700	7,000	7,400	7,800	5.1%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.68/1,000	\$3.72/1,000	\$3.78/1,000	Local	90%		
Revenue/Capita	\$39.47	\$40.82	\$50.13	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	129.2	142.1	1.9%	142.1	155.6	1.8%
Households	49.8	54.7	1.9%	54.7	60.6	2.1%
Retail Sales	1,089.7	1,558.8	7.4%	1,558.8	2,061.4	5.7%
EBI	1,317.5	1,939.1	8.0%	1,939.1	2,533.7	5.5%

Metro Counties

Bay, FL	142.1

	142.1

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	70.2	12.7	6.1	6.2	11.5	11.1	8.9	13.7
Women (000)	71.9	12.2	5.8	5.9	11.1	11.1	9.5	16.4
Total	142.1	24.9	11.9	12.1	22.6	22.2	18.4	30.1
Percentage	100.0%	17.5%	8.4%	8.5%	15.9%	15.6%	13.0%	21.2%
Per Capita	\$13,646	Median Household		\$27,723	Avg Household		\$35,450	
Ethnic Population:	White 86.4%	Black 10.7%	Asian 2.1%	Hispanic 2.0%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	1		12	10	13	3	16
Tot 12+	5.3		81.8	72.7	87.1	2.6	89.7
Avg 12+	5.3		6.8	7.3	6.7	0.9	5.6
Tot LCS	5.9		91.2	81.0	97.1	2.9	100.0
Avg LCS	5.9		7.6	8.1	7.5	1.0	6.3

Competitive Overview

NOTE: Some stations also rated in Dothan (178).

FM Stations

													Arbitron 12+ Metro Shares (see rights)												
Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96											
												Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990			
• WPAP	Panama City	C1	92.5 100.0	922	a	Clear Channel Comm	67	9706	100.0	p g1	Country	1,300	1.80	11.3	21.9	10.1	15.0	21.1	19.5	28.0	26.9	22.5			
• WEBZ	Port St. Joe	C2	93.5 14.5	669	a	DP Media Inc	90	9608	500		Nostalgia			0.0	5.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
• WPBH	Parker	C	94.5 100.0	991	a	Clear Channel Comm	77	9706		p g1	Oldies	100	0.52	3.0	4.3	2.7	2.9	4.1	1.2	3.2	2.9	3.7			
• WRBA	Springfield	C2	95.9 50.0	282	c	Root Comm Ltd	87	9704	3,400	d2	70s Oldies	900	1.18	11.9	7.5	10.6	6.9	4.7	7.9	9.6	8.2	2.1			
• WYXX	Bonifay	C1	97.7 100.0	830		Group M Comm	83	9206	682		Rock AC			0.6	3.2	0.5	3.5	11.1	6.1	0.0	0.0	0.0			
• WFSY	Panama City	C	98.5 100.0	1089	a	Clear Channel Comm	71	9706		p g1	AC	700	1.52	7.2	10.2	6.4	9.8	6.4	8.5	10.2	9.9	14.7			
• WSHF	Mexico Beach	C2	99.3 50.0	492	a	Clear Channel Comm	90	9706		p g1	Alternative	150	0.20	11.9	0.0	10.6	9.2	9.4	0.0	0.6	1.8	0.0			
• WPCF	Panama City Bch	C3	100.1 8.0	410	b	Winstanley, Ken	89				Christian			3.0	3.2	2.7	5.8	2.9	3.7	0.6	0.0	2.6			
• WYOO	Springfield	A	101.1 5.2	236		Styles Comm Inc	92	9705	770p	1	News/Talk	300	0.87	5.4	5.3	4.8	3.5	3.5	1.8	0.0	0.0	0.0			
• WDRK	Callaway	C1	103.5 100.0	423	c	Root Comm Ltd	90	9705	2,750	d3	AOR	700	0.92	11.9	3.7	10.6	8.1	3.5	7.3	11.5	3.5	2.6			
• WAKT	Panama City Bch	C2	105.1 50.0	335	c	Root Comm Ltd	93	9702		d2	Country	850	1.24	10.7	8.6	9.6	4.6	7.6	6.7	0.0	0.0	0.0			
• WILN	Panama City	C2	105.9 50.0	384		Cavaleri & Kushner	85	9502	745		CHR	900	0.87	16.1	9.1	14.4	12.1	9.4	8.5	4.5	13.5	15.7			
• WPFM	Panama City	C1	107.9 100.0	1000	c	Root Comm Ltd	63	9705		d3	Hot AC	250	0.95	4.1	4.8	3.7	1.7	4.7	6.1	6.4	6.4	9.9			
# FM Stations - 13													# Combos - 9		FM TOTALS		97.1	87.1	86.7	83.1	88.4	77.3	74.6	73.1	73.8

AM Stations

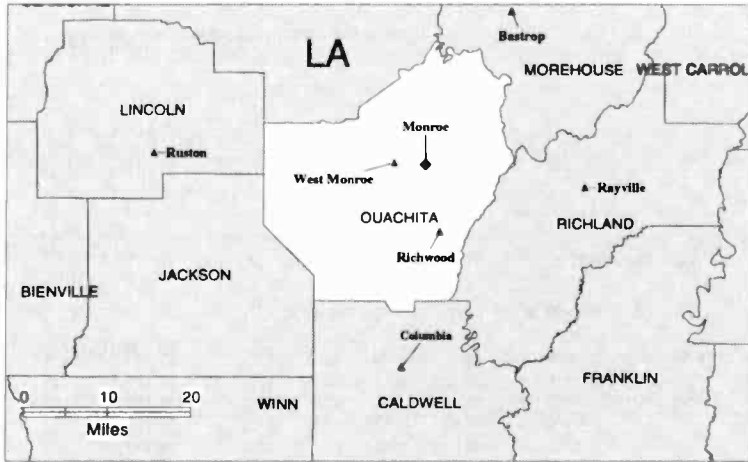
Calls	City of License	FCC Class	Power Freq (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96										
													Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990		
• WDIZ	Panama City	III	590 1.7	2.50	a	Clear Channel Comm	40	9706		p g1	Nostalgia	50		0.0	2.1	0.0	0.6	0.0	3.7	5.1	7.0	6.8			
• WDLP	Panama City Bch	III	1290 0.3	1.05	b	Winstanley, Ken	58	7101		1	Sports			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
• WLTG	Panama City	III	1430 5.0	5.00		Hour Group Bcstg Inc	49	9010	212	a1	News/Talk	150	0.78	3.0	0.5	2.7	1.2	1.2	1.2	1.9	0.6	0.0			
# AM Stations - 3													# Combos - 2		AM TOTALS		3.0	2.6	2.7	1.8	1.2	4.9	7.0	7.6	6.8
Stations Profiled - 16													# Duopolies - 4		Total Local Commercial Share		89.7	89.4	84.9	89.6	82.2	81.6	80.7	80.6	

* Indicates a change since last edition.

Metro Rank: 227

Revenue Rank: 164

Monroe, LA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 6,000	6,000	6,300	6,600	7,300	8,000	5.9%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	7.5%	\$ 8,600	9,000	9,500	10,000	10,600	5.4%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.77/1,000	\$5.12/1,000	\$5.50/1,000	Local	90%		
Revenue/Capita	\$42.28	\$54.27	\$70.57	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	141.9	147.4	0.8%	147.4	150.2	0.4%
Households	50.4	52.0	0.6%	52.0	53.5	0.6%
Retail Sales	1,257.2	1,561.2	4.4%	1,561.2	1,928.3	4.3%
EBI	1,415.6	1,718.4	4.0%	1,718.4	2,097.1	4.1%

Metro Counties

Ouachita, LA	147.4

	147.4

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	69.7	14.8	7.6	7.9	9.9	10.1	7.8	11.6
Women (000)	77.7	14.5	7.1	8.6	10.7	11.3	9.0	16.6
Total	147.4	29.3	14.7	16.5	20.6	21.4	16.8	28.2
Percentage	100.0%	19.9%	10.0%	11.2%	14.0%	14.5%	11.4%	19.1%
Per Capita	\$11,658	Median Household		\$23,883	Avg Household		\$33,045	
Ethnic Population:	White 66.5%	Black 32.7%	Asian 0.6%	Hispanic 0.8%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	3		8	5	11	6	17
Tot 12+	8.9		56.1	46.6	65.0	7.8	72.8
Avg 12+	3.0		7.0	9.3	5.9	1.3	4.3
Tot LCS	12.2		77.1	64.0	89.3	10.7	100.0
Avg LCS	4.1		9.6	12.8	8.1	1.8	5.9

MARKET: Monroe, LA

METRO RANK: 227

Competitive Overview

FM Stations

City of		FCC	Power		Year		Date		Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)													
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price	(000)	LMA	Format	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
KWJM	Farmerville	A	92.7	6.0	328	d	Union Bcstg Co Inc	79					AC			1.4	1.0	3.5	1.2	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	
KLMB	Bastrop	A	97.3	5.9	335		Max Bcstg Co	96					Gospel			0.0	4.2	4.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KYEA	West Monroe	C2	98.3	50.0	492		Sound Bcstg LLC	67	9707	1,998p			Urban	1,000	0.72	16.1	0.0	11.0	13.9	0.0	16.2	0.0	14.1	0.0	0.0	0.0		
KRVV	Bastrop	C2	100.1	50.0	492		Holladay Bcstg	77	9110	1,036	1	Urban	800	0.49	18.8	15.7	12.1	16.2	0.0	9.8	0.0	7.3	0.0	0.0	0.0	0.0		
KHLL	Richwood	A	100.9	6.0	328		Gilliland, Dan	94					ChrsContemp			2.0	3.7	3.5	1.7	0.0	1.7	0.0	0.0	0.0	0.0	0.0		
KNOE	Monroe	C	101.9	100.0	1670	b	Noe, James A	67					Adult CHR	1,200	1.60	8.7	8.4	6.9	7.5	0.0	7.5	0.0	5.6	0.0	0.0	0.0		
KCTO	Columbia	C3	103.1	22.0	348		Sound Bcstg LLC	80	9707	532p e			Clsc Rock			0.7	2.1	1.2	0.6	0.0	0.0	0.0	3.4	0.0	0.0	0.0		
KJLO	Monroe	C	104.1	100.0	1017	a	New South Comm Inc	46	8601	1,700	1	Country	2,100	1.25	19.5	14.1	11.6	16.8	0.0	17.9	0.0	19.8	0.0	0.0	0.0	0.0		
KLIP	Monroe	C2	105.3	50.0	433	a	New South Comm Inc	93	9306	400p	1	Oldies	250	0.63	4.6	8.4	4.6	4.0	0.0	10.4	0.0	12.4	0.0	0.0	0.0	0.0		
KMYX	Monroe	C	106.1	100.0	1017		Sound Bcstg LLC	65	9707	2,570p			Country	950	0.97	11.4	3.7	4.6	9.8	0.0	3.5	0.0	7.9	0.0	0.0	0.0		
KXKZ	Ruston	C	107.5	100.0	1066	c	Ruston Bcstg Co	66	6904				Country	950	4.09	2.7	3.7	5.2	2.3	0.0	2.3	0.0	7.3	0.0	0.0	0.0		
																-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
# FM Stations - 11																# Combos - 5		FM TOTALS		85.9	65.0	68.8	74.0	0.0	69.9	0.0	77.8	0.0

AM Stations

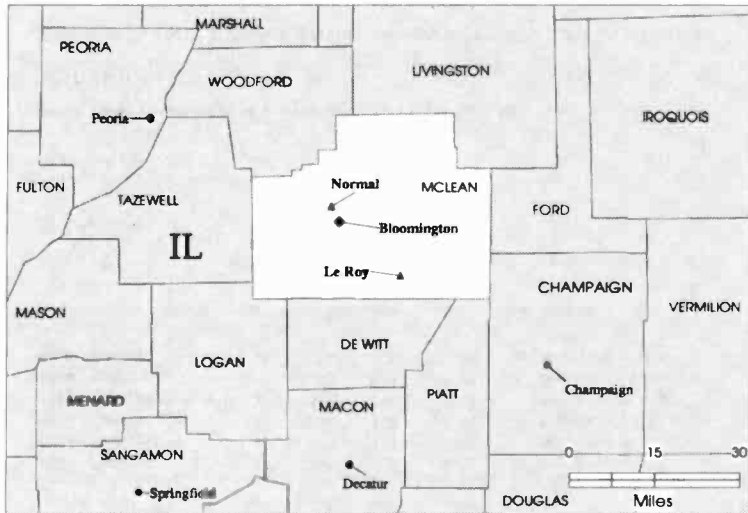
City of		FCC	Day Power		Night Power	Year		Date		Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)												
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	Price	(000)	LMA	Format	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
KNOE	Monroe	II	540	5.0	1.00	b	Noe, James A	44					Country	600	2.05	3.4	2.6	4.6	2.9	0.0	2.9	0.0	5.6	0.0	0.0	0.0	0.0	
KXLA	Rayville	II	990	1.0	0.25		Ouachita Bcstrs Inc	57	9205	160			Gospel	500	0.79	7.4	0.0	4.0	6.4	0.0	1.7	0.0	1.1	0.0	0.0	0.0	0.0	
KLIC	Monroe	IV	1230	1.0	1.00		Fountain of Love	50	9211	165			Inspiration			0.0	1.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KMBS	West Monroe	III	1310	5.0	0.05		Red Bear Bcstg	56	9306	200			News/Talk			0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.6	0.0	0.0	0.0		
KMLB	Monroe	III	1440	5.0	1.00	a	New South Comm Inc	30	8601			1	News/Talk	250	0.85	3.4	4.2	2.3	2.9	0.0	4.6	0.0	2.3	0.0	0.0	0.0		
KRUS	Ruston	IV	1490	1.0	1.00	c	Ruston Bcstg Co	47	6904				Urban			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations - 6																# Combos - 3		AM TOTALS		14.2	7.8	12.1	12.2	0.0	10.4	0.0	9.6	0.0
Stations Profiled - 17																# Duopolies - 3		Total Local Commercial Share		72.8	80.9	86.2	0.0	80.3	0.0	87.4	0.0	

NOTE: Market rated twice yearly with Fall 1996 period.

Metro Rank: 228

Revenue Rank: 186

Bloomington, IL Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 5,200	5,100	5,300	5,400	5,900	6,600	4.9%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	0.0%	\$ 6,600	6,900	7,200	7,600	8,000	4.9%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$5.02/1,000	\$4.74/1,000	\$4.37/1,000	Local	85%		
Revenue/Capita	\$39.97	\$47.18	\$53.58	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	130.1	139.9	1.5%	139.9	149.3	1.3%
Households	47.2	51.3	1.7%	51.3	55.7	1.7%
Retail Sales	1,036.8	1,393.2	6.1%	1,393.2	1,829.1	5.6%
EBI	1,960.4	2,245.1	2.7%	2,245.1	2,912.4	5.3%

Metro Counties

McLean, IL	139.9

	139.9

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	67.2	11.9	5.3	11.7	10.2	10.5	7.4	10.2
Women (000)	72.7	11.2	5.1	13.3	10.5	10.9	7.6	14.2
Total	139.9	23.1	10.3	25.0	20.7	21.4	14.9	24.5
Percentage	100.0%	16.5%	7.4%	17.9%	14.8%	15.3%	10.7%	17.5%
Per Capita	\$16,048	Median Household		\$35,975	Avg Household		\$43,765	
Ethnic Population:	White 93.7%	Black 4.6%	Asian 1.5%	Hispanic 1.5%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	1	2		3	3	1	4
Tot 12+	8.1	32.4		40.5	40.5	17.9	58.4
Avg 12+	8.1	16.2		13.5	13.5	17.9	14.6
Tot LCS	13.9	55.5		69.3	69.3	30.7	100.0
Avg LCS	13.9	27.8		23.1	23.1	30.7	25.0

MARKET: Bloomington, IL

METRO RANK: 228

Competitive Overview

FM Stations

													Arbitron 12+ Metro Shares (see rights)														
City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales Price	1996		Avg '96														
Calls	License	Class	Freq	(kW)				Std	Acq	(000)	LMA	Format	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring		
													(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990				
WIHN	Normal	A	96.7	3.9	410		Kelly Communications	73	9506	930	AOR		900	0.86	15.8	8.1	9.4	5.5	7.8	5.4	9.3	3.8	7.2				
WBNO	Bloomington	B	101.5	50.0	459	a	Bloomington Bcstg	47			CHR		1,500	1.01	22.4	13.3	13.3	13.3	13.4	14.0	15.1	17.8	18.9				
WBWN	Le Roy	B1	104.1	25.0	328	a	Bloomington Bcstg	79	9605	3,250	Country		1,700	0.81	31.8	19.1	18.9	13.9	14.5	21.5	6.4	5.4	3.3				
# FM Stations - 3													# Combos - 2														
													FM TOTALS		70.0	40.5	41.6	32.7	35.7	40.9	30.8	27.0	29.4				

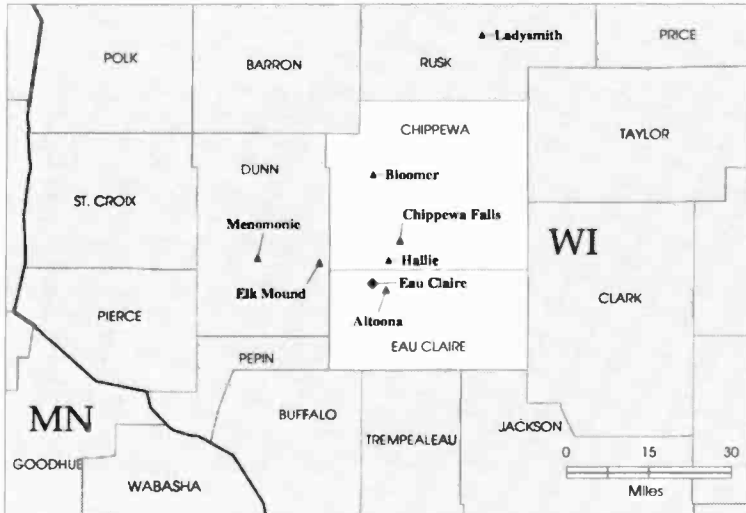
AM Stations

													Arbitron 12+ Metro Shares (see rights)														
City of		FCC	Day Power		Night Power	C	Owner	Year	Date	Sales Price	1996		Avg '96														
Calls	License	Class	Freq	(kW)	(kW)			Std	Acq	(000)	LMA	Format	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring		
													(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990				
WJBC	Bloomington	IV	1230	1.0	1.00	a	Bloomington Bcstg	25	5606		FullService		2,500	1.26	30.0	17.9	17.8	23.0	21.8	26.9	27.3	25.9	26.1				
# AM Stations - 1													# Combos - 1														
													AM TOTALS		30.0	17.9	17.8	23.0	21.8	26.9	27.3	25.9	26.1				
Stations Profiled - 4													# Duopolies - 1														
													Total Local Commercial Share		58.4	59.4	55.7	57.5	67.8	58.1	52.9	55.5					

Metro Rank: 229

Revenue Rank: 186

Eau Claire, WI Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 4,900	5,000	5,100	5,300	5,800	6,100	4.5%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	8.2%	\$ 6,600	6,900	7,300	7,600	8,000	4.9%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.54/1,000	\$3.91/1,000	\$4.00/1,000	Local	90%		
Revenue/Capita	\$35.46	\$42.60	\$54.46	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	138.2	143.2	0.7%	143.2	146.9	0.5%
Households	50.6	52.6	0.8%	52.6	54.7	0.8%
Retail Sales	1,078.9	1,561.8	7.7%	1,561.8	2,001.7	5.1%
EBI	1,628.9	1,819.1	2.2%	1,819.1	2,298.3	4.8%

Metro Counties

Chippewa, WI	54.4
Eau Claire, WI	88.8

	143.2

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	69.7	13.3	6.2	8.1	9.9	11.2	7.9	13.1
Women (000)	73.5	12.7	5.8	9.2	9.7	11.3	7.9	16.8
Total	143.2	26.0	12.0	17.3	19.6	22.5	15.9	29.9
Percentage	100.0%	18.2%	8.4%	12.1%	13.7%	15.7%	11.1%	20.9%
Per Capita	\$12,703	Median Household		\$28,602	Avg Household		\$34,584	
Ethnic Population:	White 97.2%	Black 0.2%	Asian 2.1%	Hispanic 0.5%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1		8	6	9	5	14
Tot 12+	7.0		67.3	62.8	74.3	8.5	82.8
Avg 12+	7.0		8.4	10.5	8.3	1.7	5.9
Tot LCS	8.5		81.3	75.8	89.7	10.3	100.0
Avg LCS	8.5		10.2	12.6	10.0	2.1	7.1

Competitive Overview

Some stations also rated in Wausau-Stevens Pt (158).

FM Stations

													Arbitron 12+ Metro Shares (see rights)																	
City of		FCC	Power		Year		Date	Sales		1996		Avg '96		Spring		Fall		Spring		Fall										
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price	(000)	LMA	Format	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall								
• WMEQ	Menomonie	C2	92.0	18.0	cp	699	a Phillips Bcstg Co	67	8812				Clsc Rock	350	1.61	3.3	7.5	3.0	2.9	0.0	1.7	0.0	4.4	0.0						
WECL	Elk Mound	A	92.9	3.3		446	a Nelson, David, et al	91	9606	2,550		c2	Oldies	350	0.68	7.8	7.0	6.9	6.9	0.0	6.6	0.0	2.9	0.0						
WIAL	Eau Claire	C1	94.1	84.0		351	a Nelson, David, et al	48	9606			c2	AC	700	0.91	11.6	11.6	8.4	10.3	0.0	7.7	0.0	6.8	0.0						
WQRB	Bloomer	C3	95.1	8.9		545	a Phillips Bcstg Co	92	9202	81		cp	Country	1,500	1.21	18.8	11.6	17.8	16.7	0.0	14.9	0.0	11.7	0.0						
WISM	Altoona	C3	98.1	25.0		174	c Alpenglow Comm Inc	92	9108	395		c1	AOR	550	1.07	7.8	5.0	4.5	6.9	0.0	7.7	0.0	5.8	0.0						
WBIZ	Eau Claire	C1	100.7	100.0		482	a Phillips Bcstg Co	67	9702	4,150		c3	Adult CHR	750	1.22	9.3	6.0	7.9	8.3	0.0	9.4	0.0	12.1	0.0						
WWIB	Ladysmith	C	103.7	100.0		679	b Stewards of Sound	72					ChrsContemp	300	0.83	5.5	2.0	1.0	4.9	0.0	0.0	0.0	1.0	0.0						
WAXX	Eau Claire	C	104.5	100.0		1801	a Nelson, David, et al	65	8408				Country	1,200	0.89	20.4	21.6	20.8	18.1	0.0	22.1	0.0	27.2	0.0						
WCFW	Chippewa Falls	C3	105.7	25.0		305	Bushland Radio	68					Lite AC	175	0.95	2.8	2.0	3.5	2.5	0.0	3.3	0.0	1.9	0.0						
# FM Stations - 9													# Combos - 8																	
													FM TOTALS																	
													87.3		74.3		73.8		77.5		0.0		73.4		0.0		73.8		0.0	

AM Stations

													Arbitron 12+ Metro Shares (see rights)																	
City of		FCC	Day		Night		Year		Date	Sales		1996		Avg '96		Spring		Fall		Spring		Fall								
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	Price	(000)	LMA	Format	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall						
WOGO	Hallie	II	680	2.5	0.50	b	Stewards of Sound	85					ChrsContemp			0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0						
• WYY	Eau Claire	III	790	5.0	0.00	a	Nelson, David, et al	37	9606			c2	Nws/Tk/Spts	450	0.95	7.2	2.5	5.0	6.4	0.0	2.8	0.0	3.9	0.0						
WEIO	Eau Claire	II	1050	1.0	0.50	c	Alpenglow Comm Inc	48	9108			c1	Children			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
WEAQ	Chippewa Falls	III	1150	5.0	0.00	a	Nelson, David, et al	58	8408				MOR	200	0.61	5.0	4.0	5.0	4.4	0.0	5.0	0.0	3.4	0.0						
• WBIZ	Eau Claire	IV	1400	1.0	1.00	a	Phillips Bcstg Co	47	9702			c3	Sports	50	1.26	0.6	2.0	2.5	0.5	0.0	1.1	0.0	1.0	0.0						
# AM Stations - 5													# Combos - 5																	
													AM TOTALS																	
													12.8		8.5		12.5		11.3		0.0		9.5		0.0		8.3		0.0	
Stations Profiled - 14													# Duopolies - 4																	
													Total Local Commercial Share																	
													82.8		86.3		88.8		0.0		82.9		0.0		82.1		0.0			

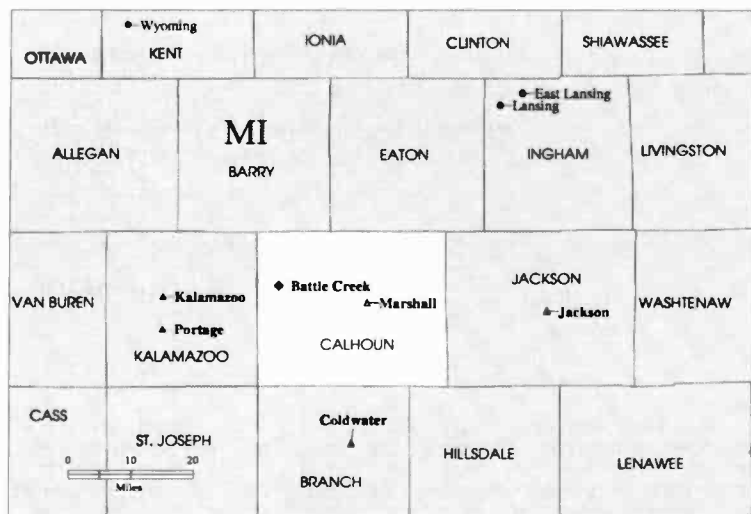
NOTE: Market rated twice yearly with Fall 1996 period.

• Indicates a change since last edition.

Metro Rank: 230

Revenue Rank: 260

Battle Creek, MI Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 1,000	1,000	1,100	1,200	1,300	1,600	9.9%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	12.5%	\$ 1,800	1,900	2,000	2,100	2,200	5.1%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$0.96/1,000	\$1.22/1,000	\$1.36/1,000	Local	90%		
Revenue/Capita	\$ 7.35	\$11.29	\$14.92	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	136.1	141.7	0.8%	141.7	147.5	0.8%
Households	51.9	54.5	1.0%	54.5	57.9	1.2%
Retail Sales	1,037.6	1,312.6	4.8%	1,312.6	1,616.6	4.3%
EBI	1,966.9	1,922.9	-0.5%	1,922.9	2,340.0	4.0%

Metro Counties

Calhoun, MI	141.7

	141.7

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	68.8	13.1	6.6	5.8	9.4	11.2	8.8	13.9
Women (000)	72.9	12.3	6.0	6.2	9.9	11.5	9.0	17.9
Total	141.7	25.4	12.7	12.0	19.4	22.7	17.8	31.7
Percentage	100.0%	18.0%	8.9%	8.5%	13.7%	16.0%	12.6%	22.4%
Per Capita	\$13,570	Median Household		\$29,491	Avg Household		\$35,283	
Ethnic Population:	White 87.1%	Black 11.4%	Asian 0.9%	Hispanic 2.1%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	2	6		1	8	3	11
Tot 12+	13.7	46.0		5.8	59.7	13.1	72.8
Avg 12+	6.9	7.7		5.8	7.5	4.4	6.6
Tot LCS	18.8	63.2		8.0	82.0	18.0	100.0
Avg LCS	9.4	10.5		8.0	10.3	6.0	9.1

MARKET: Battle Creek, MI

METRO RANK: 230

Competitive Overview

Some stations also rated in Lansing (113) and Kalamazoo (171).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales	1996	Avg '96		Arbitron 12+ Metro Shares (see rights)											
Calls	License	Class	Freq	(kW)				Std	Acq	Price	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring			
										(000)	(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990				
WXIK	Jackson	B	94.1	40.0	551	a	62nd Street Bcstg	55	9703	See (113)	n/a		4.0	3.1	2.9	3.8	4.9	3.2	3.4	4.8	1.5				
WBXX	Battle Creek	A	95.3	3.0	cp 269	c	Capstar Bcstg Ptrs	75	9703	p g2	600	3.00	11.1	5.8	8.0	5.4	5.4	3.7	4.6	13.2	15.1				
WNWN	Coldwater	B	98.5	50.0	469		Midwest Comm Inc	50	9505	See (171)	n/a		27.7	14.1	20.0	13.6	15.1	18.2	21.7	12.7	14.1				
WKFR	Battle Creek	B	103.3	50.0	482	b	Crystal Radio Group	63	9306	See (171)	n/a		17.5	17.8	12.6	13.0	13.5	9.6	7.4	6.9	11.1				
WKMN	Marshall	A	104.9	6.0	328	c	Capstar Bcstg Ptrs	68	9703	p g2	100	6.94	0.8	7.9	0.6	3.3	1.6	0.0	0.0	1.6	2.0				
WJXQ	Jackson	B	106.1	50.0	489	a	62nd Street Bcstg	76	9703	See (113)	n/a		5.5	3.1	4.0	6.0	4.3	4.3	6.9	4.2	2.0				
WQLR	Kalamazoo	B	106.5	33.0	600		Fairfield Bcstg Co	64	7206	150	n/a		3.2	1.6	2.3	2.2	2.7	3.2	1.7	3.2	1.5				
WRKR	Portage	B	107.7	50.0	489	b	Crystal Radio Group	88	9306	See (171)	n/a		12.6	6.3	9.1	4.9	9.7	7.5	8.6	5.3	9.0				
# FM Stations - 8													# Combos - 6		FM TOTALS		82.4	59.7	59.5	52.2	57.2	49.7	54.3	51.9	56.3

AM Stations

City of		FCC	Day	Night	Power	Power	C	Owner	Year	Date	Sales	1996	Avg '96		Arbitron 12+ Metro Shares (see rights)										
Calls	License	Class	Freq	(kW)	(kW)				Std	Acq	Price	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring		
											(000)	(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990			
WBCK	Battle Creek	III	930	5.0	1.00		c	Capstar Bcstg Ptrs	48	9703	p g2	1,000	3.89	14.3	10.5	10.3	15.2	11.4	17.1	12.0	12.7	12.6			
WRCC	Battle Creek	IV	1400	1.0	1.00		c	Capstar Bcstg Ptrs	25	9703	p g2	100		0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.5	0.0			
WOLY	Battle Creek	II	1500	1.0	0.00			Christian Family Net	63	8812	100			3.2	0.0	2.3	1.6	0.0	0.0	0.0	0.0	0.0			
# AM Stations - 3													# Combos - 2		AM TOTALS		17.5	13.1	12.6	16.8	11.4	17.1	12.0	13.2	12.6
Stations Profiled - 11													# Duopolies - 4		Total Local Commercial Share		72.8	72.1	69.0	68.6	66.8	66.3	65.1	68.9	

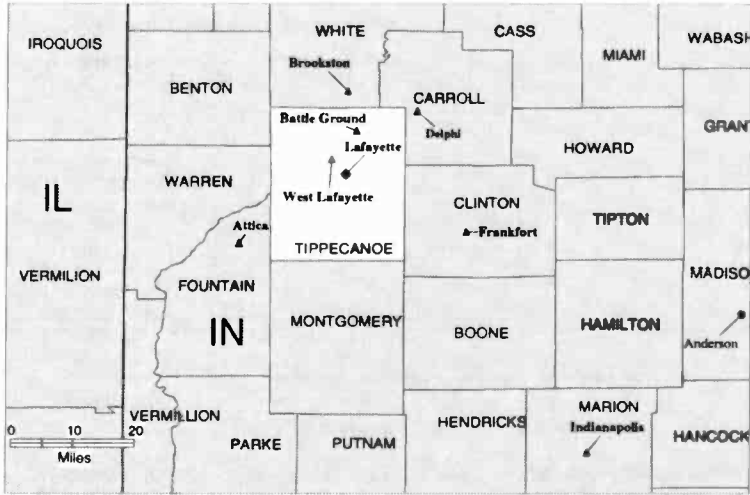
* Indicates a change since last edition.

METRO RANK: 230

Metro Rank: 231

Revenue Rank: 185

Lafayette, IN Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 5,000	5,200	5,500	5,600	5,700	6,300	4.7%
★	Δ 95-96 6.3%	1996 \$ 6,700	1997 7,000	1998 7,400	1999 7,800	2000 8,200	Δ 96-00 5.2%
Revenue/Retail Sales	1990 \$3.07/1,000		1995 \$4.59/1,000		2000 \$4.50/1,000		Est. Breakout
Revenue/Capita	\$38.11		\$46.39		\$58.24		Local 90% National 10%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	131.2	135.8	0.7%	135.8	140.8	0.7%
Households	45.9	48.3	1.0%	48.3	51.2	1.2%
Retail Sales	1,629.8	1,374.0	-3.4%	1,374.0	1,821.5	5.8%
EBI	962.9	2,000.7	15.7%	2,000.7	2,620.7	5.5%

Metro Counties

Tippecanoe, IN	135.8

	135.8

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	68.8	10.7	4.8	17.0	10.5	9.6	6.8	9.4
Women (000)	67.0	9.9	4.4	13.7	9.8	9.6	7.0	12.5
Total	135.8	20.6	9.2	30.7	20.3	19.2	13.8	21.9
Percentage	100.0%	15.2%	6.8%	22.6%	14.9%	14.1%	10.2%	16.1%
Per Capita	\$14,733	Median Household		\$32,415	Avg Household		\$41,422	
Ethnic Population:	White 93.0%	Black 2.3%	Asian 4.4%	Hispanic 1.9%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	6	4		5	10	3	13
Tot 12+	46.8	31.1		53.2	77.9	4.8	82.7
Avg 12+	7.8	7.8		10.6	7.8	1.6	6.4
Tot LCS	56.6	37.6		64.3	94.2	5.8	100.0
Avg LCS	9.4	9.4		12.9	9.4	1.9	7.7

MARKET: Lafayette, IN

METRO RANK: 231

Competitive Overview

Some stations also rated in Indianapolis (36).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
Calls	License	Class	Freq	(kW)						Price	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
					(000)	LMA	Format	(000)	Ratio	Comm Sh	1997	1996	1996	1995	1995	1994	1994	1993				
WKHY	Lafayette	A	93.5	3.0	246		Rhea, Robert E, Jr.	70	9209	1,780	AOR/Clsrck	1,000	0.90	16.6	14.5	10.7	14.2	12.2	14.8	16.4	13.5	8.5
WFBO	Indianapolis	B	94.7	58.0 cp	804		Capstar Bcstg Ptrs	59	9708	See (36)	AOR	n/a		5.7	4.1	4.3	4.7	4.3	4.0	5.3	3.8	5.5
WEZV	Brookston	A	95.3	2.3	505		Bomar Bcstg Corp	67	9103	525	Easy	400	0.98	6.1	4.1	5.0	4.7	5.0	5.4	7.9	5.1	3.0
• WGBD	Attica	A	95.7	3.1	433	c	University Bcstg Co	90	9412	410	Modern Rock	200	0.68	4.4	11.0	5.7	2.7	4.3	2.7	2.0	0.0	0.6
• WAZY	Lafayette	B	96.5	50.0	499	c	University Bcstg Co	65	8808	3,326	Hot AC	750	0.70	15.9	9.0	12.9	11.5	13.7	12.1	13.2	10.9	12.2
• WASK	Battle Ground	A	98.7	3.0 cp	328	a	Schurz Comm Inc	93	9503	860	Oldies	450	0.96	7.0	4.1	6.4	5.4	5.8	1.3	0.0	4.5	4.3
WSHW	Frankfort	B	99.7	50.0	459	b	Kaspar Bcstg Co	62			AC	100	1.66	0.9	1.4	1.4	0.0	0.0	0.7	1.9	2.4	
WNJY	Delphi	A	102.9	1.2	420		Deibel, William M.	89			Oldies	200	1.00	3.0	4.1	2.9	3.4	1.4	2.0	0.0	0.0	0.0
WKOA	Lafayette	B	105.3	50.0	308	a	Schurz Comm Inc	63	9101	8,500	c1 Country	1,900	1.35	21.0	16.6	17.1	16.9	16.5	19.5	13.8	20.5	15.9
WGLM	West Lafayette	A	106.7	6.0	328		KVB Bcstg	92			AC	950	1.19	11.9	9.0	9.3	8.8	10.1	9.4	9.9	12.8	11.6
		# FM Stations - 10		# Combos - 5						FM TOTALS				92.5	77.9	75.7	73.7	73.3	71.2	69.2	73.0	64.0

AM Stations

City of		FCC	Day		Night	C	Owner	Year	Date	Sales	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
Calls	License	Class	Freq	(kW)	(kW)					Price	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
						(000)	LMA	Format	(000)	Ratio	Comm Sh	1997	1996	1996	1995	1995	1994	1994	1993			
WCFY	Lafayette	III	1410	1.0	0.07		First Assembly God	59	8407	135	ChrsContemp	0.4	1.4	1.4	0.7	0.0	0.7	0.7	0.0	1.2		
WASK	Lafayette	IV	1450	1.0	1.00	a	Schurz Comm Inc	42	9101		c1 News/Talk	750	1.60	7.0	3.4	2.1	5.4	5.8	5.4	9.2	9.0	12.2
WIL0	Frankfort	II	1570	0.3	0.25	b	Kaspar Bcstg Co	53	5910		Nostalgia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
		# AM Stations - 3		# Combos - 2						AM TOTALS				7.4	4.8	3.5	6.1	5.8	6.1	9.9	9.0	13.4
		Stations Profiled - 13		# Duopolies - 2						Total Local Commercial Share				82.7	79.2	79.8	79.1	77.3	79.1	82.0	77.4	

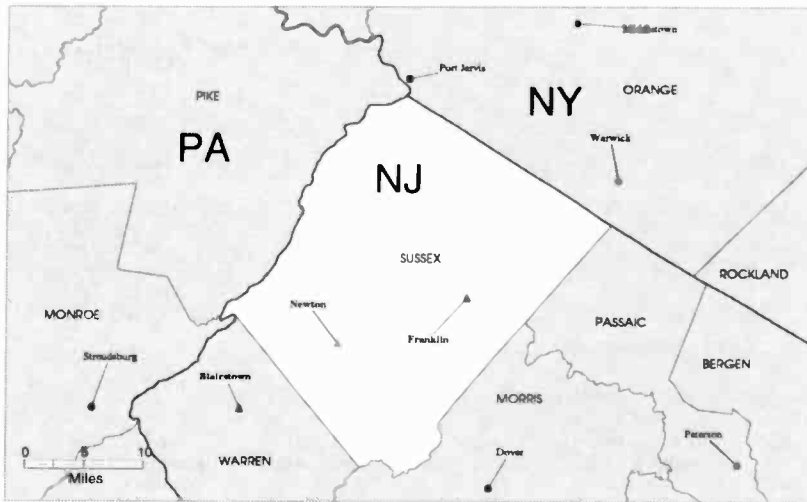
• Indicates a change since last edition.

METRO RANK: 231

Metro Rank: 232

Revenue Rank: N/A

Sussex, NJ Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	DATA NOT AVAILABLE						
	Δ 92-93	1993	1994	1995	1996	1997	Δ 93-97
Revenue/Retail Sales	1987	1992	1997	Est. Breakout			
Revenue/Capita							

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	132.3	140.7	1.2%	140.7	150.4	1.3%
Households	44.9	47.7	1.2%	47.7	51.3	1.5%
Retail Sales	833.6	1,020.0	4.1%	1,020.0	1,224.1	3.7%
EBI	2,543.7	2,550.1	0.1%	2,550.1	3,024.0	3.5%

Metro Counties

Sussex, NJ	140.7

	140.7

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	70.0	13.9	6.3	5.2	11.0	13.9	10.3	9.5
Women (000)	70.7	13.2	5.9	4.8	11.4	14.0	9.4	12.0
Total	140.7	27.1	12.2	10.0	22.4	27.8	19.6	21.5
Percentage	100.0%	19.3%	8.7%	7.1%	15.9%	19.8%	14.0%	15.3%
Per Capita	\$18,124	Median Household		\$49,052	Avg Household		\$53,461	
Ethnic Population:	White 97.6%	Black 1.1%	Asian 1.1%	Hispanic 2.6%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	2	1		0	3	1	4
Tot 12+	19.0	13.0		0.0	32.0	2.0	34.0
Avg 12+	9.5	13.0		**.*	10.7	2.0	8.5
Tot LCS	55.9	38.2		0.0	94.1	5.9	100.0
Avg LCS	28.0	38.2		**.*	31.4	5.9	25.0

MARKET: Sussex, NJ

METRO RANK: 232

Competitive Overview

NOTE: Some stations also rated in Wilkes-Barre (62).

FM Stations

													Arbitron 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996 Revenue (000)	Power Ratio	Avg '96									
														Local Comm Sh	Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990	
WSUS	Franklin	A	102.3 0.6	745	a	Nassau Bcstg Ptrs LP	65	9706	5,000		AC			0.0	14.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WNNJ	Newton	B1	103.7 2.3	892	a	Nassau Bcstg Ptrs LP	61	9608	4,500	c1	Clsc Hits			0.0	13.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WHCY	Blairstown	A	106.3 0.4	860	a	Nassau Bcstg Ptrs LP	73	9602	See (62)		Country	n/a		0.0	4.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations - 3 # Combos - 3													FM TOTALS										
													0.0	32.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	

AM Stations

Calls	City of License	FCC Class	Power Freq (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996 Revenue (000)	Power Ratio	Avg '96								
															Local Comm Sh	Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990
WNNJ	Newton	III	1360 1.0	0.02		a	Nassau Bcstg Ptrs LP	53	9608		c1	Nostalgia			0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations - 1 # Combos - 1													AM TOTALS										
													0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stations Profiled - 4 # Duopolies - 2													Total Local Commercial Share										
													34.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		

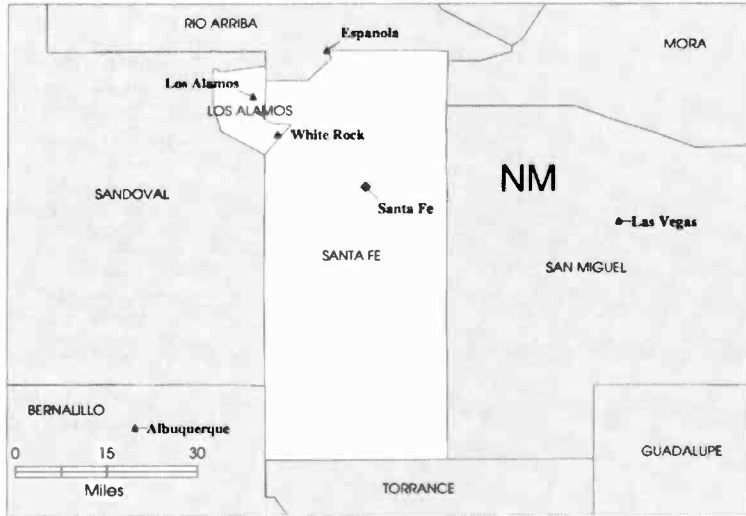
NOTE: Market first rated Spring 1997.

METRO RANK: 232

Metro Rank: 233

Revenue Rank: 253

Santa Fe, NM Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 3,200	3,000	3,100	2,900	3,000	3,200	0.0%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.3%	\$ 3,400	3,500	3,700	3,900	4,200	5.4%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.64/1,000	\$1.94/1,000	\$1.79/1,000	Local	85%		
Revenue/Capita	\$26.96	\$23.55	\$27.65	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	118.7	135.9	2.7%	135.9	151.9	2.3%
Households	45.7	52.6	2.9%	52.6	59.8	2.6%
Retail Sales	879.0	1,652.3	13.5%	1,652.3	2,350.0	7.3%
EBI	1,763.8	2,413.3	6.5%	2,413.3	3,329.8	6.7%

Metro Counties

Los Alamos, NM	18.6
Santa Fe, NM	117.3

	135.9

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	67.1	12.1	5.8	5.0	9.8	13.5	9.8	11.1
Women (000)	68.8	11.9	5.6	4.7	9.6	13.9	10.0	13.2
Total	135.9	24.0	11.4	9.7	19.4	27.3	19.8	24.3
Percentage	100.0%	17.6%	8.4%	7.1%	14.3%	20.1%	14.6%	17.9%
Per Capita	\$17,758	Median Household		\$36,039	Avg Household		\$45,881	
Ethnic Population:	White 95.7%	Black 0.7%	Asian 1.0%	Hispanic 44.6%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	1		14	1	15	5	20
Tot 12+	3.2		54.0	5.4	57.2	6.0	63.2
Avg 12+	3.2		3.9	5.4	3.8	1.2	3.2
Tot LCS	5.1		85.4	8.5	90.5	9.5	100.0
Avg LCS	5.1		6.1	8.5	6.0	1.9	5.0

MARKET: Santa Fe, NM

METRO RANK: 233

Competitive Overview

Some stations also rated in Albuquerque (71).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales Price	1996 Revenue	1996 Power	Avg '96 Local	Arbitron 12+ Metro Shares (see rights)											
Calls	License	Class	Freq	(kW)				Std	Acq	(000)	(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990				
KRST	Albuquerque	C	92.3	22.0	4160	e	Citadel Comm Corp	65	9610	See (71)	n/a		7.2	4.3	4.8	2.2	4.7	2.7	6.8	2.9	8.5				
KYBR	Espanola	C2	92.9	50.0	cp 203	c	Garcia, Richard L	81	9506	50			0.0	0.0	0.0	0.0	4.2	5.5	2.8	0.0	0.0				
KKOB	Albuquerque	C	93.3	20.0	4150		Citadel Comm Corp	67	9403	See (71)	n/a		4.8	4.3	3.2	1.1	4.2	3.8	1.1	5.2	4.5				
KZRR	Albuquerque	C	94.1	22.5	4131	d	Trumper Comm Inc	61	9610	See (71)	n/a		4.1	3.2	2.7	3.2	4.7	4.9	2.3	5.8	7.4				
*KBFG	Santa Fe	C1	95.5	19.0	cp 1850	a	Amer General Media	65	9609	See (71)	n/a		5.6	1.1	3.7	2.7	3.6	3.3	4.5	2.9	3.4				
KHFM	Albuquerque	C	96.3	20.0	4134		Citadel Comm Corp	54	9605	See (71)	n/a		11.1	7.0	7.4	5.9	4.7	4.9	6.8	5.8	3.4				
KKSS	Santa Fe	C	97.3	94.0	1877		SunGroup Inc	69	8604	See (71)	n/a		12.0	7.6	8.0	6.5	5.7	4.9	5.1	6.4	8.0				
KBAC	Las Vegas	C	98.1	100.0	1037		Roberts Radio LLC	89	9607	nc	500	3.59	4.1	3.2	2.7	0.0	1.0	2.7	2.3	5.8	1.7				
KABG	Los Alamos	C	98.5	100.0	cp 1906	a	Amer General Media	56	9609	See (71)	n/a		4.8	2.7	3.2	2.7	3.6	1.6	1.1	3.5	6.8				
KSFQ	White Rock	A	101.1	4.5	53		LA Bcstg Corp	90	9512	845	250	1.79	4.1	3.2	2.7	2.2	1.6	2.2	1.1	1.7	0.6				
KTOT	Los Lunas	C	102.5	17.0	cp 4160		Simmons Family Inc	93	9508	1,600	n/a		6.5	4.9	4.3	3.8	0.5	0.0	0.0	0.0	0.0				
KLSK	Santa Fe	C	104.1	100.0	1877	d	Trumper Comm Inc	84	9610	See (71)	n/a		5.6	6.5	3.7	4.8	5.2	8.2	4.5	7.6	4.5				
KRZN	Santa Fe	C	105.1	100.0	1936		Simmons Family Inc	85	9606	See (71)	n/a		1.7	2.7	1.1	1.6	3.1	4.4	3.4	0.0	2.3				
KRZY	Santa Fe	C	105.9	100.0	1936	e	EXCL Comm Inc	83	9609	See (71)	n/a		8.0	1.1	5.3	3.8	4.7	5.5	9.1	7.0	4.0				
KBOM	Los Alamos	C1	106.7	15.5	1949		Withers Bcstg Co	86	9701	2,475	550	2.89	5.6	5.4	3.7	4.3	5.7	3.3	4.0	3.5	6.8				
# FM Stations - 15													# Combos - 7		FM TOTALS		85.2	57.2	56.5	44.8	57.2	57.9	54.9	58.1	61.9

AM Stations

City of		FCC	Day Power	Night Power	HAAT	C	Owner	Year	Date	Sales Price	1996 Revenue	1996 Power	Avg '96 Local	Arbitron 12+ Metro Shares (see rights)											
Calls	License	Class	Freq	(kW)	(kW)			Std	Acq	(000)	(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990				
KSWV	Santa Fe	II	810	5.0	0.00		La Voz Bcstg Co Inc	66	9010	113	325	1.33	7.2	2.2	4.8	5.9	4.7	5.5	3.4	0.6	4.0				
KDCE	Espanola	III	950	4.2	cp 0.08	c	Garcia, Richard L	63	8211	625	250	2.30	3.2	1.1	2.1	2.7	1.6	1.6	1.7	4.1	2.8				
*KVSF	Santa Fe	III	1260	5.0	1.00	b	Withers Bcstg Co	35	9507	200	300	3.68	2.4	1.1	1.6	1.1	1.0	0.0	0.0	0.0	0.0				
KTRC	Santa Fe	IV	1400	1.0	1.00	b	Withers Bcstg Co	47	9511	100			0.0	1.6	0.0	0.0	2.1	1.6	3.4	1.2	1.7				
*KRSN	Los Alamos	IV	1490	1.0	1.00		Community Bcstg Co	49		na	175	2.14	2.4	0.0	1.6	1.1	0.5	0.0	0.6	1.2	1.1				
# AM Stations - 5													# Combos - 3		AM TOTALS		15.2	6.0	10.1	10.8	9.9	8.7	9.1	7.1	9.6
Stations Profiled - 20													# Duopolies - 6		Total Local Commercial Share		63.2	66.6	55.6	67.1	66.6	64.0	65.2	71.5	

Docket 80-90 Allocations: 94.7, A, Santa Fe

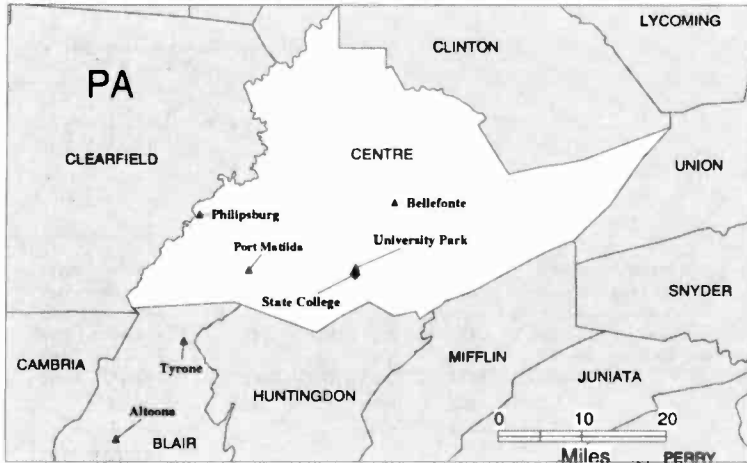
* Indicates a change since last edition.

METRO RANK: 233

Metro Rank: 234

Revenue Rank: 241

State College, PA Market Overview



Metro Counties

Centre, PA	130.6

	130.6

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ N/A	3,000	3,300	3,700	4,100	4,300	
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	2.3%	\$ 4,400	4,500	4,800	5,000	5,300	4.8%

	1990	1995	2000	Est. Breakout
Revenue/Retail Sales	N/A	\$4.26/1,000	\$4.35/1,000	Local 90%
Revenue/Capita	N/A	\$32.92	\$39.29	National 10%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	124.6	130.6	0.9%	130.6	134.9	0.6%
Households	43.0	44.8	0.8%	44.8	46.9	0.9%
Retail Sales	823.0	1,010.1	4.2%	1,010.1	1,218.9	3.8%
EBI	1,409.6	1,747.2	4.4%	1,747.2	2,140.9	4.1%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	67.7	8.7	4.0	18.3	11.3	9.3	6.8	9.4
Women (000)	62.9	8.4	3.8	14.7	8.9	8.7	6.8	11.7
Total	130.6	17.0	7.8	33.0	20.1	17.9	13.6	21.1
Percentage	100.0%	13.1%	6.0%	25.3%	15.4%	13.7%	10.4%	16.1%
Per Capita	\$13,378	Median Household		\$29,929	Avg Household		\$39,000	
Ethnic Population:	White 93.4%	Black 2.7%	Asian 3.7%	Hispanic 1.3%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	6	2		3	8	4	12
Tot 12+	49.9	19.9		46.3	69.8	7.8	77.6
Avg 12+	8.3	10.0		15.4	8.7	2.0	6.5
Tot LCS	64.3	25.6		59.7	89.9	10.1	100.0
Avg LCS	10.7	12.8		19.9	11.2	2.5	8.3

MARKET: State College, PA

METRO RANK: 234

Competitive Overview

Some stations also rated in Altoona (236).

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996 Revenue (000)	Power Ratio	Arbitron 12+ Metro Shares (see rights)												
															Local Comm Sh	Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990				
WFGI	State College	A	94.5	0.9	581	a	Forever Bcstg Inc	91	9312	See (236)		Country			2.5	1.8	1.8	1.8	2.5	1.6	1.1	0.0	0.0				
WZWM	Bellefonte	A	95.3	0.8	637		Talleyrand Bcstg	86				AC	1,100	1.28	19.5	25.9	14.2	23.2	16.6	9.9	10.7	12.0	0.0				
WQWK	University Park	A	97.1	2.0	404	c	Citadel Comm Corp	65	9707		g1	AOR	1,000	1.48	15.4	10.8	11.2	11.0	10.8	11.0	10.1	13.3	0.0				
WFGY	Altoona	B	98.1	30.0	942	a	Forever Bcstg Inc	60	9012	See (236)		Country	n/a		21.2	15.7	15.4	12.8	14.0	23.1	23.6	4.7	0.0				
WGHR	Tyrone	B	101.1	8.5	1171		Allegheny Mtn Ntwk	61				Modern Rock	n/a		7.3	4.2	5.3	9.1	5.1	3.3	0.0	9.3	0.0				
WBHV	State College	A	103.1	3.0	-56	b	Burbach Bcstg Group	65	8804	1,369	c1	CHR	750	0.95	17.9	9.6	13.0	12.8	10.2	12.1	17.4	21.3	0.0				
WUBZ	Philipsburg	A	105.9	4.8	217	d	Moshannon Valley Net	89	9610	350	c2	Modern Rock	200		0.0	0.6	0.0	0.0	0.6	0.0	0.0	0.7	0.0				
WIKN	Port Matilda	A	107.9	3.0	328	c	Citadel Comm Corp	94	9707		g1	Hot AC	100	0.69	3.3	1.2	2.4	0.0	0.0	0.0	0.0	0.0	0.0				
															-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----		
# FM Stations - 8															# Combos - 6	FM TOTALS			87.1	69.8	63.3	70.7	59.8	61.0	62.9	61.3	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996 Revenue (000)	Power Ratio	Arbitron 12+ Metro Shares (see rights)												
															Local Comm Sh	Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990				
WBLF	Bellefonte	III	970	1.0	0.07		Citadel Comm Corp	58	9707		g1	Country			0.0	0.6	0.0	0.0	0.0	1.1	0.6	0.7	0.0				
WPHB	Philipsburg	III	1260	5.0	0.03	d	Moshannon Valley Net	56	9610		c2	Country	100		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WRSC	State College	III	1390	2.0	1.00	c	Citadel Comm Corp	61	9707		g1	Nws/Tk/Spts	600	1.39	9.8	5.4	7.1	2.4	6.4	9.9	7.9	5.3	0.0				
WMAJ	State College	IV	1450	1.0	1.00	b	Burbach Bcstg Group	45	8804		c1	Nws/Tk/Spts	150	1.03	3.3	1.8	2.4	4.3	1.9	1.6	1.7	1.3	0.0				
															-----	-----	-----	-----	-----	-----	-----	-----	-----	-----			
# AM Stations - 4															# Combos - 3	AM TOTALS			13.1	7.8	9.5	6.7	8.3	12.6	10.2	7.3	0.0
Stations Profiled - 12															# Duopolies - 3	Total Local Commercial Share			77.6	72.8	77.4	68.1	73.6	73.1	68.6	0.0	

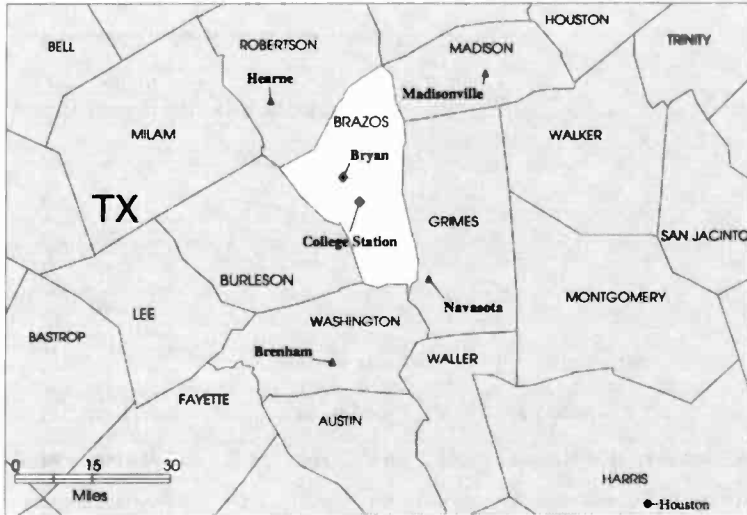
NOTE: Market first rated Spring 1991.

* Indicates a change since last edition.

Metro Rank: 235

Revenue Rank: 198

Bryan-College Station, TX Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 3,900	4,200	4,500	4,800	5,500	5,900	8.4%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	5.1%	\$ 6,200	6,500	6,800	7,200	7,600	5.4%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$2.91/1,000	\$4.75/1,000	\$4.41/1,000	Local 88%			
Revenue/Capita	\$31.73	\$43.82	\$52.89	National 12%			

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	122.9	133.5	1.7%	133.5	143.7	1.5%
Households	44.2	47.6	1.5%	47.6	52.4	1.9%
Retail Sales	1,342.5	1,230.5	-1.7%	1,230.5	1,723.1	7.0%
EBI	787.0	1,728.1	17.0%	1,728.1	2,391.2	6.7%

Metro Counties

Brazos, TX	133.5

	133.5

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	68.6	10.9	4.4	21.2	11.7	8.2	5.5	6.7
Women (000)	64.9	10.6	4.2	17.5	9.9	8.1	5.7	8.9
Total	133.5	21.5	8.6	38.7	21.6	16.3	11.2	15.7
Percentage	100.0%	16.1%	6.4%	29.0%	16.2%	12.2%	8.4%	11.7%
Per Capita	\$12,945	Median Household		\$24,529	Avg Household		\$36,305	
Ethnic Population:	White 83.7%	Black 11.8%	Asian 4.3%	Hispanic 15.9%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	5		4	7	9	4	13
Tot 12+	29.8		29.9	52.0	59.7	12.9	72.6
Avg 12+	6.0		7.5	7.4	6.6	3.2	5.6
Tot LCS	41.0		41.2	71.6	82.2	17.8	100.0
Avg LCS	8.2		10.3	10.2	9.1	4.4	7.7

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96	Arbitron 12+ Metro Shares (see rights)									
													Revenue (000)	Power Ratio		Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993	
KTSR	College Station	A	92.1	3.0	276	b	Capstar Bcstg Ptrs	64	9707		g1	Clsc Rock	650	0.84	12.6	5.2	8.7	9.8	0.0	5.2	0.0	9.8	0.0		
KMBV	Navasota	A	92.5	6.0	262	c	Nicol Bcstg Ltd	89	9508	225	c2	Soft AC	100	0.90	1.8	1.9	2.0	1.4	0.0	0.0	0.0	1.8	0.0		
KHRN	Hearne	A	94.3	6.0	cp 308		Marshall Media Group	85	9411	187	e	Urban AC	150	0.39	6.3	5.2	9.3	4.9	0.0	6.5	0.0	1.8	0.0		
KAGG	Madisonville	C2	96.1	40.0	538		Reynolds, Kenneth	89	9404		st 1	Country	950	1.72	9.0	9.1	5.3	7.0	0.0	9.7	0.0	11.0	0.0		
KORA	Bryan	A	98.3	2.3	cp 528	a	Texrock Radio Inc	66	9704		p c1	Country	1,000	1.06	15.3	11.7	12.7	11.9	0.0	20.1	0.0	12.8	0.0		
KBMA	Bryan	A	99.5	3.0	328		Mex-American Comm	92				Spanish	550	1.10	8.1	5.8	6.7	6.3	0.0	3.2	0.0	6.7	0.0		
KHLR	Cameron	C2	103.9	25.0	696	a	Texrock Radio Inc	85	9704		p	Alternative	300	0.77	6.3	5.2	4.7	4.9	0.0	5.2	0.0	3.7	0.0		
KKYS	Bryan	C2	104.7	50.0	285		SunGroup Inc	84	8910		g	Hot AC	850	0.73	18.9	11.7	10.7	14.7	0.0	10.4	0.0	6.7	0.0		
KTTX	Brenham	C2	106.1	50.0	492		Tom S. Whitehead Inc	64				Country	400	0.90	7.2	3.9	4.7	5.6	0.0	5.2	0.0	5.5	0.0		
# FM Stations - 9													# Combos - 4		FM TOTALS		85.5	59.7	64.8	66.5	0.0	65.5	0.0	59.8	0.0

AM Stations

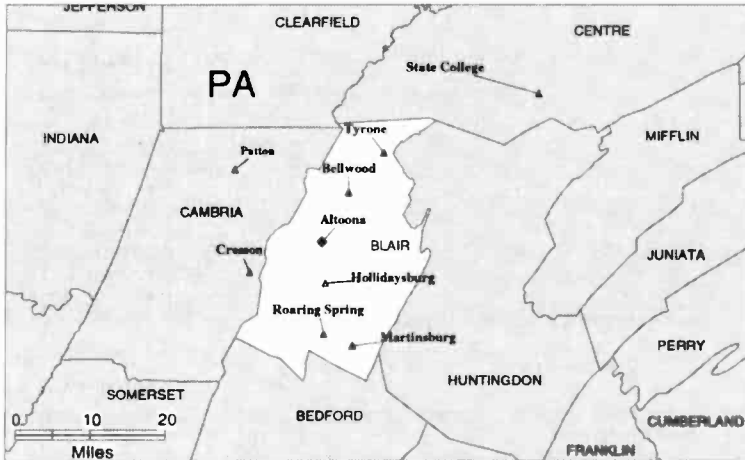
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96	Arbitron 12+ Metro Shares (see rights)									
													Revenue (000)	Power Ratio		Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993	
WTAW	College Station	III	1150	1.0	0.50	b	Capstar Bcstg Ptrs	22	9707		g1	Nws/Tk/Spts	600	1.55	6.3	6.5	5.3	4.9	0.0	4.5	0.0	3.7	0.0		
KTAM	Bryan	IV	1240	0.4	0.38	a	Texrock Radio Inc	47	9704		p c1	Nostalgia	300	0.68	7.2	5.8	4.0	5.6	0.0	1.9	0.0	1.2	0.0		
KAGC	Bryan	II	1510	0.5	0.00		Divcon Associates	77	8703			ChrsContemp			0.9	0.6	1.3	0.7	0.0	0.0	0.0	0.0	0.0		
KWBC	Navasota	II	1550	0.3	0.00	c	Nicol Bcstg Ltd	09	9500		c2	Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations - 4													# Combos - 3		AM TOTALS		14.4	12.9	10.6	11.2	0.0	6.4	0.0	4.9	0.0
Stations Profiled - 13													# Duopolies - 1		Total Local Commercial Share		72.6	75.4	77.7	0.0	71.9	0.0	64.7	0.0	

NOTE: Market rated twice yearly with Fall 1996 period.

Metro Rank: 236

Revenue Rank: 223

Altoona, PA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 4,100	4,000	4,000	4,300	5,300	5,200	4.9%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	0.0%	\$ 5,200	5,500	5,700	6,000	6,300	4.9%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.12/1,000	\$3.81/1,000	\$3.69/1,000	Local	85%		
Revenue/Capita	\$31.47	\$39.51	\$48.17	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	130.3	131.6	0.2%	131.6	130.8	-0.1%
Households	50.2	51.1	0.4%	51.1	51.7	0.2%
Retail Sales	994.4	1,365.5	6.5%	1,365.5	1,708.3	4.6%
EBI	1,532.8	1,776.8	3.0%	1,776.8	2,196.3	4.3%

Metro Counties

Blair, PA	131.6

	131.6

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	62.2	10.9	5.7	5.1	8.3	9.9	7.7	14.6
Women (000)	69.4	10.4	5.5	5.3	8.7	10.5	8.5	20.6
Total	131.6	21.3	11.2	10.4	17.0	20.4	16.2	35.2
Percentage	100.0%	16.1%	8.5%	7.9%	12.9%	15.5%	12.3%	26.7%
Per Capita	\$13,502	Median Household		\$28,071	Avg Household		\$34,771	
Ethnic Population:	White 98.7%	Black 0.9%	Asian 0.3%	Hispanic 0.4%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	6	3		6	9	6	15
Tot 12+	29.0	37.8		63.4	66.8	18.7	85.5
Avg 12+	4.8	12.6		10.6	7.4	3.1	5.7
Tot LCS	33.9	44.2		74.2	78.1	21.9	100.0
Avg LCS	5.7	14.7		12.4	8.7	3.6	6.7

Competitive Overview

Some stations also rated in Johnstown (166) and State College (234).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)									
Calls	License	Class	Freq	(kW)						Price	LMA	Format	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring
• WJSM	Martinsburg	A	92.7	0.6	965	e	Martinsburg Bcstg	65			Christian			0.7	1.7	0.6	0.6	1.0	0.0	0.0	0.0	0.0	0.0		
WBXQ	Cresson	A	94.3	0.4	958		Sounds Good Inc	81			AOR	300	0.55	10.4	5.8	8.6	5.0	4.1	1.2	6.6	6.6	0.0			
WFGI	State College	A	94.5	0.9	581	c	Forever Bcstg Inc	91	9312		na	Country		0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0			
WBRX	Patton	A	94.7	1.1	551		Sherlock Bcstg Inc	91			Country			1.3	1.7	1.1	0.0	0.0	0.0	0.0	0.0	0.0			
WFGY	Altoona	B	98.1	30.0	942	c	Forever Bcstg Inc	60	9012	2,100	c2	Country	1,700	1.04	31.4	22.1	25.9	26.7	24.9	24.6	18.4	13.1	11.0		
• WPRR	Altoona	B1	100.1	3.0	955	d	Music Bcstg Inc	76	8810	1,600	c1	Top 40	700	1.08	12.5	13.4	10.3	12.2	11.2	12.3	12.2	15.2	14.1		
WGMR	Tyrone	B	101.1	8.5	1171		Allegheny Mtn Ntwk	61			Modern Rock	300	4.44	1.3	2.3	1.1	0.0	0.5	0.0	0.5	0.5	0.5			
WALY	Bellwood	A	103.9	0.3	984	c	Forever Bcstg Inc	70	9708		st	Oldies	500	1.39	6.9	9.9	5.7	6.1	7.1	8.8	7.7	9.1	6.3		
• WXXV	Hollidaysburg	A	104.9	0.3	1368	b	Forever Bcstg Inc	78	9612	1,975	e	AC	850	1.18	13.9	9.9	11.5	9.4	9.6	12.3	8.2	10.6	9.4		
# FM Stations -		9	# Combos -		6	FM TOTALS								78.4	66.8	64.8	60.0	58.4	59.2	54.1	55.1	41.3			

AM Stations

City of		FCC	Day		Night		C	Owner	Year	Date	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)									
Calls	License	Class	Freq	Power (kW)	Power (kW)	Price					LMA	Format	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring
• WJSM	Martinsburg	II	1110	1.0	0.00		e	Martinsburg Bcstg	68	7510		ChrstrnCnty			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WRTA	Altoona	IV	1240	1.0	1.00			Altoona Trans Audio	46	8411	909	News/Talk	400	0.79	9.7	7.0	8.0	6.7	9.1	11.1	6.6	7.6	5.2			
WFBG	Altoona	III	1290	5.0	1.00		c	Forever Bcstg Inc	24	9012		c2	Soft AC	275	0.77	6.9	7.0	5.7	6.7	6.1	1.8	5.6	5.1	8.4		
WTRN	Tyrone	IV	1340	1.0	1.00		a	Allegheny Mtn Ntwk	55			Oldies			0.7	1.2	0.6	0.0	1.0	0.6	0.0	0.0	1.0			
WKMC	Roaring Spring	III	1370	5.0	0.04			Langer Bcstg Corp	55	9708	25	Nostalgia	100	0.92	2.1	2.3	1.7	2.8	3.6	4.1	5.6	5.1	7.3			
WVAM	Altoona	III	1430	5.0	1.00		d	Music Bcstg Inc	48	8810		c1	Sports/Cnty	200	1.83	2.1	1.2	1.7	1.1	3.0	5.8	8.2	12.6	9.4		
# AM Stations -		6	# Combos -		4	AM TOTALS								21.5	18.7	17.7	17.3	22.8	23.4	26.0	30.4	31.3				
Stations Profiled -		15	# Duopolies -		2	Total Local Commercial Share								85.5	82.5	77.3	81.2	82.6	80.1	85.5	72.6					

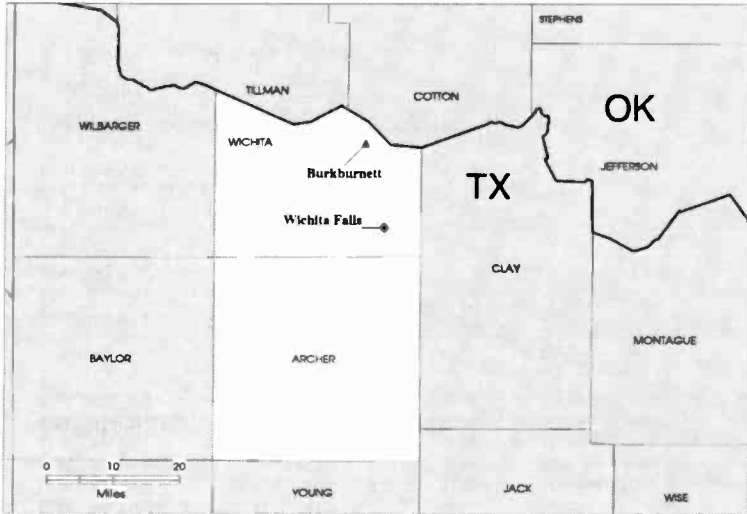
Docket 80-90 Allocations: 93.5, A, Barnesboro

• Indicates a change since last edition.

Metro Rank: 237

Revenue Rank: 215

Wichita Falls, TX Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 3,500	3,600	3,800	4,300	4,800	5,100	7.8%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	7.8%	\$ 5,500	5,800	6,100	6,400	6,800	5.4%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.65/1,000	\$4.31/1,000	\$4.49/1,000	Local 90%			
Revenue/Capita	\$26.92	\$38.61	\$48.57	National 10%			

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	130.0	132.1	0.3%	132.1	140.0	1.2%
Households	48.1	49.6	0.6%	49.6	53.0	1.3%
Retail Sales	959.3	1,183.9	4.3%	1,183.9	1,515.6	5.1%
EBI	1,452.4	1,794.7	4.3%	1,794.7	2,316.4	5.2%

Metro Counties

Archer, TX	8.1
Wichita, TX	124.0

	132.1

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	64.2	12.7	5.6	6.5	10.3	9.5	7.3	12.3
Women (000)	67.9	12.2	5.4	5.9	10.0	9.6	8.1	16.7
Total	132.1	24.9	11.0	12.4	20.4	19.1	15.3	29.0
Percentage	100.0%	18.8%	8.3%	9.4%	15.4%	14.5%	11.6%	22.0%
Per Capita	\$13,586	Median Household		\$27,747	Avg Household		\$36,183	
Ethnic Population:	White 88.3%	Black 9.1%	Asian 1.7%	Hispanic 9.5%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1		5	6	6	2	8
Tot 12+	7.6		63.8	71.4	71.4	1.9	73.3
Avg 12+	7.6		12.8	11.9	11.9	1.0	9.2
Tot LCS	10.4		87.0	97.4	97.4	2.6	100.0
Avg LCS	10.4		17.4	16.2	16.2	1.3	12.5

MARKET: Wichita Falls, TX

METRO RANK: 237

Competitive Overview

FM Stations

													Arbitron 12+ Metro Shares (see rights)												
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA Format	1996 Revenue (000)	1996 Power Ratio	Avg '96 Local Comm Sh	Spring	Spring	Spring	Spring	Spring	Spring	Spring				
															1997	1996	1995	1994	1993	1992	1991	1990			
KNIN	Wichita Falls	C1	92.9	100.0	919	a	Apex Bcstg LLC	75	9707	2,000p	CHR	950	0.90	19.2	15.3	14.9	15.0	11.6	16.2	15.0	15.2	19.8			
KLUR	Wichita Falls	C1	99.9	100.0	830	b	Cumulus Media LLC	63	9705	6,000p	c1 Country	1,450	1.00	26.4	15.9	20.5	17.7	20.0	19.7	20.9	31.0	28.4			
* KQXC	Wichita Falls	A	102.5	4.5	312	b	Cumulus Media LLC	93	9705		p c1 Hot AC	350	1.16	5.5	7.6	4.3	6.1	11.0	0.0	0.0	0.0	0.0			
KWFS	Wichita Falls	C1	103.3	100.0	449	a	Apex Bcstg LLC	61	9707	1,400p	c2 Country	1,200	0.97	22.4	18.5	17.4	19.7	13.5	14.8	11.1	10.1	13.0			
KYYI	Burkburnett	C	104.7	100.0	1017	b	Cumulus Media LLC	90	9705		p c1 Country	350	1.59	4.0	4.5	3.1	4.8	3.9	9.2	15.0	14.6	6.8			
KTLT	Wichita Falls	C2	106.3	15.5 cp	899	a	Apex Bcstg LLC	84	9707	1,400p	AC	1,000	1.03	17.7	9.6	13.7	14.3	13.5	9.2	8.5	5.7	9.9			
													-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
# FM Stations - 6													# Combos - 6												
													FM TOTALS												
													95.2 71.4 73.9 77.6 73.5 69.1 70.5 76.6 77.9												

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA Format	1996 Revenue (000)	1996 Power Ratio	Avg '96 Local Comm Sh	Spring	Spring	Spring	Spring	Spring	Spring	Spring				
															1997	1996	1995	1994	1993	1992	1991	1990			
KWFT	Wichita Falls	II	990	10.0	1.00		The Watch Inc	47	9706	275	ChrsContemp	100	0.57	3.2	1.9	2.5	0.0	0.6	0.0	0.0	0.6	1.9			
KWFS	Wichita Falls	III	1290	5.0	0.07	a	Apex Bcstg LLC	48	9707		p c2 Oldies	100	1.21	1.5	0.0	1.2	0.0	3.2	0.7	3.9	0.0	0.0			
# AM Stations - 2													# Combos - 1												
													AM TOTALS												
													4.7 1.9 3.7 0.0 3.8 0.7 3.9 0.6 1.9												
Stations Profiled - 8													# Duopolies - 3												
													Total Local Commercial Share 73.3 77.6 77.6 77.3 69.8 74.4 77.2 79.8												

Docket 80-90 Allocations: 94.9, A, Electra

* Indicates a change since last edition.

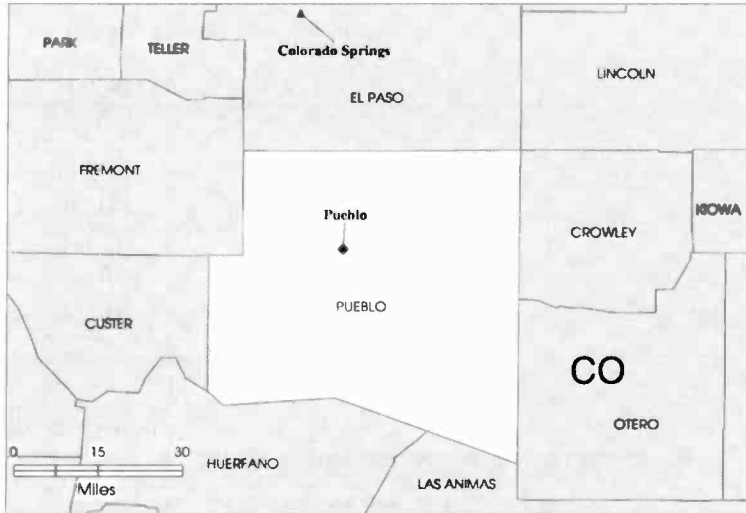
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METRO RANK: 237

Metro Rank: 238

Revenue Rank: 243

Pueblo, CO Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 3,800	3,600	3,300	3,400	3,900	3,900	0.5%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	7.7%	\$ 4,200	4,400	4,600	4,900	5,200	5.5%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.85/1,000	\$3.12/1,000	\$3.21/1,000	Local	90%		
Revenue/Capita	\$30.87	\$30.07	\$37.82	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	123.1	129.7	1.1%	129.7	137.5	1.2%
Households	47.1	49.9	1.2%	49.9	53.9	1.6%
Retail Sales	783.1	1,251.6	9.8%	1,251.6	1,618.4	5.3%
EBI	1,276.9	1,431.5	2.3%	1,431.5	1,829.0	5.0%

Metro Counties

Pueblo, CO	129.7

	129.7

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	63.0	11.7	5.9	5.1	8.5	10.1	7.5	14.2
Women (000)	66.7	11.3	5.7	5.1	8.7	10.1	7.8	17.9
Total	129.7	23.0	11.6	10.2	17.2	20.2	15.3	32.1
Percentage	100.0%	17.8%	8.9%	7.9%	13.2%	15.6%	11.8%	24.7%
Per Capita	\$11,037	Median Household		\$23,098	Avg Household		\$28,688	
Ethnic Population:	White 96.2%	Black 2.0%	Asian 0.8%	Hispanic 39.0%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations			9	2	9	6	15
Tot 12+			56.4	26.0	56.4	12.2	68.6
Avg 12+			6.3	13.0	6.3	2.0	4.6
Tot LCS			82.2	37.9	82.2	17.8	100.0
Avg LCS			9.1	19.0	9.1	3.0	6.7

MARKET: Pueblo, CO

METRO RANK: 238

Competitive Overview

Some stations also rated in Colorado Springs (95).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales Price	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)												
Calls	License	Class	Freq	(kW)							Std	Acq	(000)	LMA	Format	Revenue	Power	Local	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990
KILO	Colorado Springs	C	94.3	83.0	2110		Bahakel Comm	66	8408	3,600		AOR	n/a		6.3	3.3	4.3	8.5	5.1	5.5	2.9	2.1	5.7				
KRDO	Colorado Springs	C	95.1	96.0	2011		Pikes Peak Bcstg	69				Soft Rock	n/a		3.9	2.8	2.7	1.2	3.4	5.0	4.1	5.9	9.7				
KCCY	Pueblo	C	96.9	58.0	2280	a	McCoy Bcstg Co	75	8509	1,825		Country	1,500	1.41	25.3	18.8	17.3	21.3	20.3	23.2	18.8	20.9	18.2				
KKMG	Pueblo	C	98.9	57.0	cp 2280		Citadel Comm Corp	67	9403	913		CHR	n/a		15.0	12.7	10.3	9.1	10.2	11.6	10.6	8.6	4.5				
KVUU	Pueblo	C	99.9	79.0	cp 2198		Triathlon Bcstg	76	9612	See (95)		AC	n/a		4.7	3.3	3.2	0.6	2.8	2.2	2.4	1.1	2.8				
KGFT	Pueblo	C	100.7	13.0	2123		Salem Comm Corp	76	9603	3,000		Christian	n/a		0.7	1.1	0.5	0.0	0.0	0.6	2.9	7.0	3.4				
KYZX	Pueblo	C2	104.5	50.0	492	b	Pueblo Bcstrs Inc	92	9309			Country	300	1.30	5.5	2.8	3.8	1.2	1.7	0.0	0.0	0.0	0.0				
KNKN	Pueblo	C2	107.1	50.0	312	c	Metropolitan Radio	79	9708	725	c1	Spanish	200	2.07	2.3	4.4	1.6	1.2	1.1	0.0	0.0	0.0	0.6				
KOZA	Pueblo	C1	107.9	100.0	240	a	McCoy Bcstg Co	88	9304	510		Oldies	750	1.42	12.6	7.2	8.6	8.5	7.9	5.5	5.9	8.0	10.8				
# FM Stations - 9															# Combos - 4		FM TOTALS		76.3	56.4	52.3	51.6	52.5	53.6	47.6	53.6	55.7

AM Stations

City of		FCC	Day Power		Night Power		C	Owner	Year	Date	Sales Price	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)											
Calls	License	Class	Freq	(kW)	(kW)	Std						Acq	(000)	LMA	Format	Revenue	Power	Local	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990
KCSJ	Pueblo	111	590	1.0	1.00	b	Pueblo Bcstrs Inc	47	9211	489		Nws/Tk/Spts	500	1.17	10.2	5.0	7.0	6.1	5.1	5.5	7.6	8.0	6.3				
* KRMX	Pueblo	11	690	0.3	0.02	c	Metropolitan Radio	58	9708	172p		Spanish	200	1.49	3.2	1.7	2.2	2.4	5.6	4.4	5.9	5.3	4.0				
KFEL	Pueblo	111	970	3.2	0.19	c	Metropolitan Radio	56	9708		c1	Christian	150	5.10	0.7	0.0	0.5	0.6	0.6	0.6	0.6	0.0	0.0				
KKPC	Pueblo	1V	1230	1.0	1.00		Pueblo Comm College	47	9301	120		Nws/Tk/Spts	75		0.0	0.0	0.0	0.0	0.6	1.7	0.0	0.0	0.6				
KGHF	Pueblo	111	1350	5.0	1.00	b	Pueblo Bcstrs Inc	28	9407		na	MOR	400	1.00	9.5	5.5	6.5	4.3	5.6	4.4	6.5	3.7	4.5				
KRRU	Pueblo	111	1480	1.0	0.11		Polar Comm Corp	63	9603		na	Bus News			0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.6				
# AM Stations - 6															# Combos - 4		AM TOTALS		23.6	12.2	16.2	13.4	17.5	17.2	20.6	17.0	16.0
Stations Profiled - 15															# Duopolies - 3		Total Local Commercial Share		68.6	68.5	65.0	70.0	70.8	68.2	70.6	71.7	

* Indicates a change since last edition.

METRO RANK: 238

Metro Rank: 239

Revenue Rank: 190

Columbia, MO Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 4,100	4,300	4,500	4,600	5,300	5,900	7.6%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	10.2%	\$ 6,500	6,900	7,200	7,600	8,100	5.7%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.60/1,000	\$3.69/1,000	\$3.74/1,000	Local	90%		
Revenue/Capita	\$36.25	\$47.39	\$59.56	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	113.1	124.5	1.9%	124.5	136.0	1.8%
Households	42.2	47.3	2.3%	47.3	52.9	2.3%
Retail Sales	890.4	1,599.7	12.4%	1,599.7	2,167.4	6.3%
EBI	1,571.6	1,817.7	3.0%	1,817.7	2,433.4	6.0%

Metro Counties

Boone, MO	124.5

	124.5

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	60.5	10.6	4.3	11.5	10.7	9.7	6.1	7.8
Women (000)	64.0	10.3	4.2	12.2	10.8	9.8	6.5	10.2
Total	124.5	20.9	8.4	23.6	21.5	19.5	12.6	18.0
Percentage	100.0%	16.8%	6.8%	19.0%	17.3%	15.6%	10.1%	14.4%
Per Capita	\$14,600	Median Household		\$29,502	Avg Household		\$38,429	
Ethnic Population:	White 88.1%	Black 8.1%	Asian 3.3%	Hispanic 1.2%				

Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations	2		10	8	12	5	17
Tot 12+	5.3		57.8	51.7	63.1	12.0	75.1
Avg 12+	2.7		5.8	6.5	5.3	2.4	4.4
Tot LCS	7.1		77.0	68.8	84.0	16.0	100.0
Avg LCS	3.6		7.7	8.6	7.0	3.2	5.9

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96 Local Comm Sh	Arbitron 12+ Metro Shares (see rights)							
													Revenue (000)	Power Ratio		Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993
KMFC	Centralia	A	92.1	1.9	400		Clair Group Ltd	88				ChrsContemp			1.5	1.3	1.9	1.2	0.0	0.0	0.0	0.6	0.0
KLSC	Fayette	C3	93.9	0.0	328	a	Zimmer Enterprises	94	9610	550		Clsc Rock			2.1	8.1	6.3	1.7	0.0	0.0	0.0	0.0	0.0
*KATI	California	C2	94.3	50.0	492		Zimmer, David & Tom	84	9710	1,050p		Country	50	0.51	1.5	2.0	0.6	1.2	0.0	0.0	0.0	0.0	0.0
KWWR	Mexico	C	95.7	100.0	994	b	Mongler, Ruth Ann	66	8605	385	e	Country	200	0.48	6.4	2.7	2.5	5.2	0.0	4.1	0.0	2.5	0.0
*KCMQ	Columbia	C1	96.7	100.0	cp 915	a	Zimmer Enterprises	72	9308	625	c1	Rock	450	0.48	14.3	7.4	8.1	11.6	0.0	6.8	0.0	5.7	0.0
KFMZ	Columbia	C2	98.3	23.5	712		Contemp Media Bcstg	71				Alternative	800	1.92	6.4	4.0	4.4	5.2	0.0	10.1	0.0	10.1	0.0
KCLR	Boonville	C2	99.3	33.0	591	a	Zimmer Enterprises	74	9006	1,500		Country	1,650	1.61	15.8	10.1	13.8	12.8	0.0	16.2	0.0	17.7	0.0
KPLA	Columbia	C2	101.5	20.0	604		Columbia FM Inc	83			1	AC	1,100	1.97	8.6	6.7	5.0	7.0	0.0	6.8	0.0	12.0	0.0
KOOL	Columbia	A	102.3	2.1	394		Mid-Missouri Bcstg	94	9709	650	1	Oldies	350	0.84	6.4	4.0	3.1	5.2	0.0	4.7	0.0	0.0	0.0
KZZT	Moberly	C3	105.5	25.0	308		Chirillo Electronics	87	9708		st	AC			0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	
KBXR	Ashland	C1	106.1	71.0	cp 961		Mid-Missouri Bcstg	93	9408	400	1	AAA	450	0.88	7.9	4.0	5.0	6.4	0.0	4.7	0.0	7.6	0.0
*KTXY	Jefferson City	C	106.9	100.0	1250	a	Zimmer Enterprises	69	9710	6,625p	c2	AC	350	0.40	13.5	12.8	8.1	11.0	0.0	9.5	0.0	4.4	0.0
													FM TOTALS	84.4	63.1	58.8	68.5	0.0	62.9	0.0	61.9	0.0	

AM Stations

Calls	City of License	FCC Class	Freq	Power		C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96 Local Comm Sh	Arbitron 12+ Metro Shares (see rights)							
				Day (kW)	Night (kW)								Revenue (000)	Power Ratio		Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993
KFAL	Fulton	II	900	1.0	0.00		Meyer Comm Inc	50				Country			0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0
*KLIK	Jefferson City	III	950	5.0	0.50	a	Zimmer Enterprises	54	9710		p c2	Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
*KXEO	Mexico	IV	1340	1.0	1.00	b	Mongler, Ruth Ann	48				Variety			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KFRU	Columbia	IV	1400	1.0	1.00		Columbia AM Inc	25	9207	449	1	Nws/Tk/Spts	1,100	1.25	13.5	10.7	14.4	11.0	0.0	9.5	0.0	8.2	0.0
KTGR	Columbia	II	1580	0.3	0.02	a	Zimmer Enterprises	55	9402		c1	Nostalgia			2.1	1.3	3.8	1.7	0.0	0.0	0.0	0.0	0.0
													AM TOTALS	15.6	12.0	19.5	12.7	0.0	9.5	0.0	8.2	0.0	
													Total Local Commercial Share	75.1	78.3	81.2	0.0	72.4	0.0	70.1	0.0		

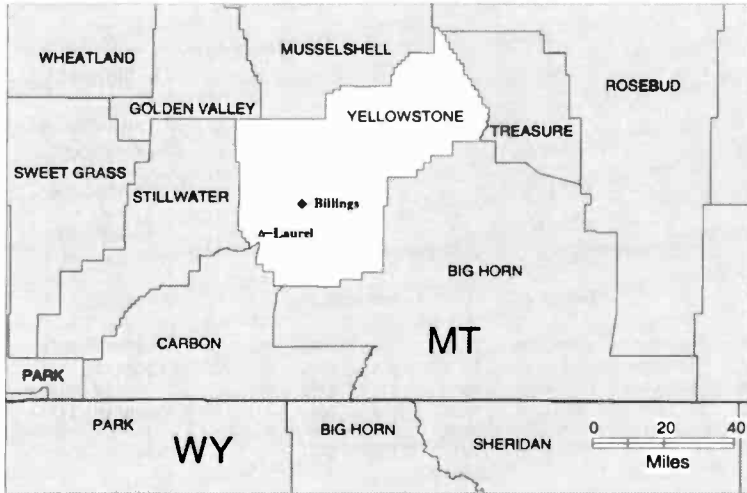
NOTE: Market rated twice yearly with Fall 1996 period.

* Indicates a change since last edition.

Metro Rank: 240

Revenue Rank: 207

Billings, MT Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 4,600	4,700	4,700	4,900	5,400	5,400	3.3%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	7.4%	\$ 5,800	6,100	6,500	6,800	7,200	5.6%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.29/1,000	\$3.72/1,000	\$3.87/1,000	Local	92%		
Revenue/Capita	\$40.71	\$43.03	\$53.69	National	8%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	113.0	125.5	2.1%	125.5	134.1	1.3%
Households	44.5	49.7	2.2%	49.7	53.8	1.6%
Retail Sales	1,071.7	1,452.4	6.3%	1,452.4	1,862.4	5.1%
EBI	1,401.1	1,759.2	4.7%	1,759.2	2,354.4	6.0%

Metro Counties

Yellowstone, MT	125.5

	125.5

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	61.1	12.0	5.7	4.5	9.0	10.7	7.7	11.4
Women (000)	64.4	11.4	5.4	5.0	9.6	10.8	7.9	14.3
Total	125.5	23.4	11.1	9.5	18.6	21.4	15.6	25.8
Percentage	100.0%	18.6%	8.9%	7.6%	14.8%	17.1%	12.5%	20.5%
Per Capita	\$14,018	Median Household		\$29,519	Avg Household		\$35,397	
Ethnic Population:	White 95.7%	Black 0.6%	Asian 0.7%	Hispanic 3.0%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations			8	6	8	6	14
Tot 12+			76.1	66.0	76.1	14.0	90.1
Avg 12+			9.5	11.0	9.5	2.3	6.4
Tot LCS			84.5	73.3	84.5	15.5	100.0
Avg LCS			10.6	12.2	10.6	2.6	7.1

Competitive Overview

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales	1996	Avg '96	Arbitron 12+ Metro Shares (see rights)												
Calls	License	Class	Freq	(kW)				Std	Acq	Price	Revenue	Power	Local	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall				
										(000)	(000)	Ratio	Comm	1997	1996	1996	1995	1995	1994	1994	1993				
KYYA	Billings	C1	93.3	99.0	699	a	Sunbrook Comm Inc	69	9305	415	650	0.88	12.7	10.8	10.6	11.7	10.1	12.5	7.9	7.9	11.8				
KRKX	Billings	C1	94.1	100.0	591	a	Sunbrook Comm Inc	89	8909		750	1.09	11.9	11.4	11.9	10.4	10.1	11.9	16.4	18.8	10.7				
KMHK	Hardin	C	95.5	95.0	984	b	Deschutes River Bcst	75	9608	600	200	0.73	4.7	5.1	2.5	4.3	3.8	10.6	1.8	3.6	3.0				
KKBR	Billings	C2	97.1	28.1	400	b	Deschutes River Bcst	63	9412		900	0.99	15.6	10.8	11.3	13.6	13.2	11.9	7.3	13.3	11.2				
KIDX	Billings	C1	98.5	85.0	371	c	Amer Cities Bcstg LP	78	9705	3,000p	400	1.01	6.8	3.8	5.6	7.4	4.4	5.0	7.3	3.0	4.7				
KRSQ	Laurel	C1	101.7	100.0	404	c	Amer Cities Bcstg LP	94	9709	1,150p	200	0.96	3.6	3.8	2.5	4.3	1.9	1.3	3.0	0.0	0.0				
KCTR	Billings	C1	102.9	100.0	499	b	Deschutes River Bcst	79	9412		2,000	1.28	27.0	24.1	23.1	21.0	25.2	22.5	26.1	22.4	21.3				
KBBB	Billings	C1	103.7	100.0	479	b	Deschutes River Bcst	87	9701		200	0.96	3.6	6.3	6.3	1.8	4.4	3.1	6.7	4.8	11.8				
# FM Stations - 8													# Combos - 8		FM TOTALS		85.9	76.1	73.8	74.5	73.1	78.8	76.5	73.8	74.5

AM Stations

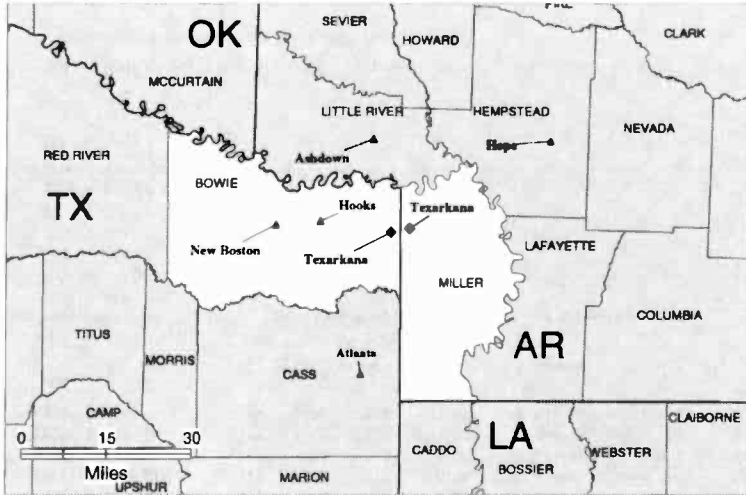
City of		FCC	Day	Night	Power	Power	C	Owner	Year	Date	Sales	1996	Avg '96	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall				
Calls	License	Class	Freq	(kW)	(kW)				Std	Acq	Price	Revenue	Power	Local	1997	1996	1996	1995	1995	1994	1994	1993			
KURL	Billings	11	730	5.0	0.24			Elenbaas Media Inc	59	9411	300			3.3	3.2	3.8	3.1	2.5	0.6	1.2	0.6	0.6			
KGHL	Billings	111	790	5.0	5.00			Amer Cities Bcstg LP	28	9705		200	1.19	2.9	3.8	5.6	3.1	1.9	2.5	1.2	0.6	1.2			
KBLG	Billings	111	910	1.0	0.06			Sunbrook Comm Inc	55	8810	351	200	0.56	6.2	5.1	5.0	4.3	6.3	4.4	2.4	7.3	4.1			
KDWG	Billings	111	970	5.0	5.00			Deschutes River Bcst	51	9412		100	0.96	1.8	1.3	2.5	3.1	0.0	0.0	0.6	3.0	5.3			
KM2K	Billings	1V	1240	1.0	1.00			May, Michael	46	9304	14			0.0	0.6	0.0	0.0	0.0	0.6	0.0	0.0	1.2			
KBSR	Laurel	1V	1490	1.0	1.00			Big Sky Radio Inc	79	9309	99			0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0			
# AM Stations - 6													# Combos - 3		AM TOTALS		14.2	14.0	16.9	13.6	10.7	8.7	5.4	11.5	12.4
Stations Profiled - 14													# Duopolies - 4		Total Local Commercial Share		90.1	90.7	88.1	83.8	87.5	81.9	85.3	86.9	

* Indicates a change since last edition.

Metro Rank: 241

Revenue Rank: 245

Texarkana, TX-AR Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 2,800	2,800	3,000	3,200	3,400	4,100	7.8%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	1.8%	\$ 4,200	4,400	4,600	4,900	5,100	5.3%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.13/1,000	\$3.23/1,000	\$3.44/1,000	Local	90%		
Revenue/Capita	\$23.26	\$32.57	\$39.87	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	120.4	125.1	0.8%	125.1	127.9	0.4%
Households	45.0	46.3	0.6%	46.3	48.0	0.7%
Retail Sales	894.1	1,260.6	7.1%	1,260.6	1,481.8	3.3%
EBI	1,303.3	1,483.6	2.6%	1,483.6	1,724.2	3.1%

Metro Counties

Miller, AR	39.5
Bowie, TX	85.6

	125.1

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	60.7	11.6	6.1	5.0	8.7	9.6	7.7	12.0
Women (000)	64.4	11.1	5.8	4.8	8.4	9.8	7.8	16.6
Total	125.1	22.7	11.8	9.8	17.1	19.4	15.5	28.7
Percentage	100.0%	18.2%	9.5%	7.8%	13.7%	15.5%	12.4%	22.9%
Per Capita	\$11,860	Median Household		\$24,905	Avg Household		\$32,044	
Ethnic Population:	White 76.7%	Black 22.4%	Asian 0.4%	Hispanic 1.5%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	5		8	3	13	6	19
Tot 12+	31.6		45.3	36.0	76.9	3.5	80.4
Avg 12+	6.3		5.7	12.0	5.9	0.6	4.2
Tot LCS	39.3		56.3	44.8	95.6	4.4	100.0
Avg LCS	7.9		7.0	14.9	7.4	0.7	5.3

Competitive Overview

Some stations also rated in Shreveport (127).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales Price	LMA	Format	1996 Revenue	Power	Avg '96 Local	Arbitron 12+ Metro Shares (see rights)											
Calls	License	Class	Freq	(kW)				Std	Acq	(000)			(000)	Ratio	Comm Sh	Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990				
KARQ	Ashdown	A	92.1	2.8	305		Bunyard, Jay & Anne	85	9005	380		Country	150		0.0	0.0	0.0	3.6	0.0	3.7	0.7	0.0	0.0				
KEWL	New Boston	A	95.1	25.0 cp	325		Basso, Louis M	94				Oldies			7.4	7.9	6.1	0.0	0.0	0.0	0.0	0.0	0.0				
KLLI	Hooks	C3	95.9	11.5	486	a	Capstar Bcstg Ptrs	85	9707		g1	Country	500	1.01	11.9	4.3	9.8	10.2	9.1	3.7	6.8	4.1	6.6				
KTAL	Texarkana	C	98.1	100.0	1362	f	WEHCO Media	45		See (127)		AOR	n/a		3.8	3.6	3.1	4.2	7.9	5.5	8.2	6.9	6.6				
KPYN	Atlanta	C2	100.1	50.0	492	e	Ark-La-Tex Bcstg Co	78				Gospel			4.5	4.3	3.7	0.0	0.0	0.0	0.0	0.0	0.0				
KRMD	Shreveport	C	101.1	98.0	1119		Capstar Bcstg Ptrs	48	9708	See (127)		Country	n/a		0.7	0.0	0.6	0.0	0.0	0.0	2.0	1.4	4.8				
KXAR	Hope	C2	101.7	50.0	492	c	KBD Inc	84	8805		c1	Urban AC	100	1.10	2.2	2.9	1.8	1.8	4.2	3.1	4.1	9.7	7.8				
KKYR	Texarkana	C1	102.5	100.0	459	a	Capstar Bcstg Ptrs	65	9707		g1	Country	2,050	1.38	35.8	17.3	29.4	25.1	31.5	35.0	42.2	33.1	33.5				
KZRB	New Boston	C2	103.5	5.0	492		B&H Bcstg System Inc	91	9303	90		Urban	250	1.16	5.2	7.9	4.3	3.6	6.1	3.1	0.0	0.0	0.0				
KOWS	Ashdown	A	103.9	5.1 cp	354	d	Basso Bcstg Inc	72	9708	550	c2	Country	150	0.70	5.2	5.0	4.3	2.4	4.2	4.3	2.0	0.0	0.6				
KTOY	Texarkana	A	104.7	3.0	390		Jo-Al Bcstg Inc	92				Urban	300	0.80	9.0	12.9	7.4	10.8	3.6	6.1	0.0	0.0	0.0				
KYGL	Texarkana	C2	106.3	50.0	492	a	Capstar Bcstg Ptrs	95	9707		g1	Clsc Rock	250	0.90	6.7	5.0	5.5	5.4	0.0	0.0	0.0	0.0	0.0				
KTWN	Texarkana	A	107.1	2.9 cp	479	b	KATQ Radio Inc	68				Hot AC	200	0.93	5.2	5.8	4.3	9.0	5.5	6.7	5.4	4.8	6.0				
# FM Stations - 13															# Combos - 8		FM TOTALS		97.6	76.9	80.3	76.1	72.1	71.2	71.4	60.0	65.9

AM Stations

City of		FCC	Day Power	Night Power	HAAT	C	Owner	Year	Date	Sales Price	LMA	Format	1996 Revenue	Power	Avg '96 Local	Arbitron 12+ Metro Shares (see rights)											
Calls	License	Class	Freq	(kW)	(kW)			Std	Acq	(000)			(000)	Ratio	Comm Sh	Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990				
KCMC	Texarkana	II	740	1.0	1.00	f	WEHCO Media	32				Sports/Talk			0.0	0.7	0.0	0.6	1.2	2.5	2.7	3.4	7.2				
KKYR	Texarkana	III	790	1.0	0.50	a	Capstar Bcstg Ptrs	51	9707		g1	Country	50	1.72	0.7	0.0	0.6	1.8	2.4	0.0	1.4	1.4	3.6				
KTFS	Texarkana	II	940	2.5	0.01	b	KATQ Radio Inc	61				News/Talk	100	1.61	1.5	1.4	1.2	2.4	0.0	0.6	1.4	2.8	1.8				
KHSP	Texarkana	IV	1400	1.0	1.00	d	Basso Bcstg Inc	46	9708		c2	ChrsContemp			0.0	1.4	0.0	0.0	0.0	1.8	0.7	0.0	1.2				
KXAR	Hope	IV	1490	0.7	0.70	c	KBD Inc	47	8805		c1	Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
KNBO	New Boston	II	1530	2.5	0.00		Bowie County Bcstg	69				Christian			0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0				
# AM Stations - 6															# Combos - 5		AM TOTALS		2.2	3.5	1.8	4.8	4.2	4.9	6.2	7.6	13.8
Stations Profiled - 19															# Duopolies - 2		Total Local Commercial Share		80.4	82.1	80.9	76.3	76.1	77.6	67.6	79.7	

* Indicates a change since last edition.

Metro Rank: 242

Revenue Rank: 223

Williamsport, PA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 4,500	4,600	4,600	4,600	4,800	4,700	0.9%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	10.6%	\$ 5,200	5,500	5,800	6,100	6,400	5.3%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$5.03/1,000	\$4.10/1,000	\$4.80/1,000	Local	90%		
Revenue/Capita	\$37.78	\$38.94	\$53.65	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	119.1	120.7	0.3%	120.7	119.3	-0.2%
Households	45.1	46.0	0.4%	46.0	46.4	0.2%
Retail Sales	894.5	1,147.3	5.1%	1,147.3	1,332.6	3.0%
EBI	1,478.3	1,584.2	1.4%	1,584.2	1,818.1	2.8%

Metro Counties

Lycoming, PA	120.7

	120.7

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	58.4	10.4	5.0	5.4	8.2	9.4	7.3	12.6
Women (000)	62.3	10.0	4.9	5.0	8.5	9.6	7.5	16.9
Total	120.7	20.4	9.9	10.4	16.7	19.0	14.7	29.5
Percentage	100.0%	16.9%	8.2%	8.6%	13.8%	15.7%	12.2%	24.5%
Per Capita	\$13,125	Median Household		\$28,554	Avg Household		\$34,439	
Ethnic Population:	White 96.5%	Black 2.8%	Asian 0.5%	Hispanic 0.7%				

Market Summary

	Class A	Class B	Class C	Viabie FM's	All FM's	All AM's	Total
# Stations	7	4		5	11	6	17
Tot 12+	30.3	48.0		57.0	78.3	9.1	87.4
Avg 12+	4.3	12.0		11.4	7.1	1.5	5.1
Tot LCS	34.7	54.9		65.2	89.6	10.4	100.0
Avg LCS	5.0	13.7		13.0	8.1	1.7	5.9

Competitive Overview

FM Stations

											Arbitron 12+ Metro Shares (see rights)																
City of		FCC	Power		Year		Date		Sales		1996		Avg '96														
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price	Revenue	Power	Local	Comm Sh	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring					
															1997	1996	1995	1994	1993	1992	1991	1990					
WHTO	Muncy	B1	93.3	1.7	cp	1221	a	Sabre Comm Inc	83	9503	1,000		CHR		650	0.98	12.8	9.7	11.2	12.6	13.8	16.3	18.1	23.5	18.0		
WMYL	Salladasburg	A	95.5	3.9		240	b	Dame Media Inc	89	9503	375	c4	Nostalgia		150	0.69	4.2	8.4	3.7	0.0	0.0	3.4	1.7	1.5	1.6		
WJSA	Jersey Shore	B1	96.3	4.4	cp	778	d	Covenant Bcstg Co	84	8508			Religion		100	2.75	0.7	1.3	0.6	2.0	0.0	1.1	3.4	1.0	0.5		
WVRT	Jersey Shore	A	97.7	6.0		295	c	Forever Bcstg Inc	79	9708		st	Hot AC		175	0.96	3.5	3.9	3.1	2.5	1.4	0.0	2.3	3.0	2.2		
WZRZ	Mill Hall	A	98.7	1.0		580		Big Mountain Bcstg	96	9704	505		Oldies				0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WZXR	S Williamsport	A	99.3	0.4		1237	a	Sabre Comm Inc	57	9503	1,000	c3	Clsc Rock		725	0.98	14.2	8.4	12.4	10.6	11.0	13.5	7.3	1.0	5.5		
WQBR	Avis	A	99.9	0.5		824		Maximum Impact Comm	89	9309	270		Country		250	0.84	5.7	1.9	5.0	4.0	4.1	0.0	0.0	1.0	0.0		
WKSJ	Williamsport	B	102.7	53.0		1270	b	Dame Media Inc	48	8612	1,200	c1 1	AC/Oldies		1,500	1.20	24.1	19.5	21.1	16.2	17.2	17.4	20.9	13.0	17.5		
WCKR	Lewisburg	A	103.7	1.4		696		Sabre Comm Inc	90	9708	157p		Clsc Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WILQ	Williamsport	B	105.1	9.2		1135	a	Sabre Comm Inc	49	9704	1,925	c5	Country		1,100	0.83	25.6	17.5	22.4	21.7	23.4	27.0	24.3	29.0	23.5		
• WSFT	Williamsport	A	107.9	0.2		1293		Bald Eagle Bcst	90	8908	300	cp 1	Soft AC		175	0.80	4.2	5.8	3.7	3.0	4.8	5.1	0.6	0.0	0.0		
# FM Stations - 11															# Combos - 7		FM TOTALS		95.0	78.3	83.2	72.6	75.7	83.8	78.6	73.0	68.8

AM Stations

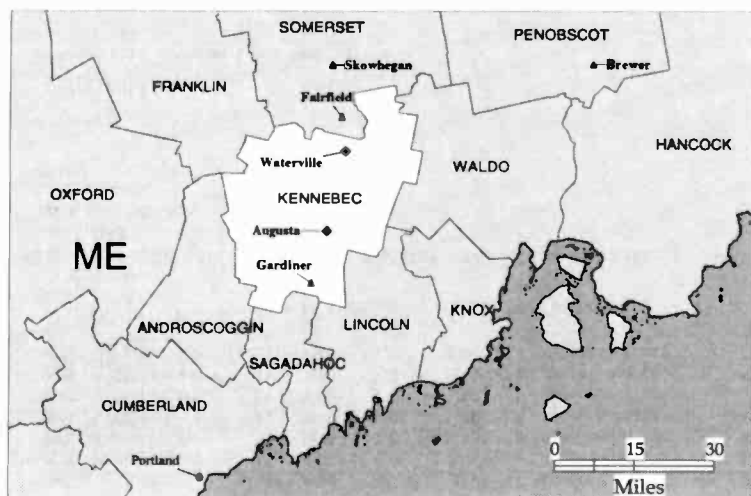
											Arbitron 12+ Metro Shares (see rights)																
City of		FCC	Day		Night		Year		Date		Sales		1996		Avg '96												
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	Price	Revenue	Power	Local	Comm Sh	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring				
															1997	1996	1995	1994	1993	1992	1991	1990					
• WLYC	Williamsport	II	1050	1.0	0.04	a	Sabre Comm Inc	51	9704				c5	AC/Nws/Info		0.7	1.3	0.6	6.6	5.5	6.2	6.8	7.0	8.7			
WRKK	Hughesville	II	1200	10.0	cp 0.25	b	Dame Media Inc	85	9503				c4	Nws/Tk/Spts		0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0			
WHPA	Williamsport	IV	1340	1.0	1.00	c	Forever Bcstg Inc	49	9708		100		st	Nws/Tk/Spts		0.0	1.3	0.0	0.5	0.0	1.7	1.1	2.5	5.5			
WRAX	Williamsport	IV	1400	1.0	1.00	b	Dame Media Inc	30	8612		175	0.96	c1 1	Nws/Tk/Spts		3.5	6.5	3.1	4.0	1.4	1.1	1.7	3.5	3.3			
WFXX	S Williamsport	IV	1450	1.0	1.00	a	Sabre Comm Inc	57	9503				c3	DARK		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WJSA	Jersey Shore	III	1600	1.0	0.02	d	Covenant Bcstg Co	79	8508					Religion		0.7	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations - 6															# Combos - 6		AM TOTALS		4.9	9.1	4.3	11.1	6.9	9.0	10.2	13.0	17.5
Stations Profiled - 17															# Duopolies - 5		Total Local Commercial Share		87.4	87.5	83.7	82.6	92.8	88.8	86.0	86.3	

• Indicates a change since last edition.

Metro Rank: 243

Revenue Rank: 241

Augusta-Waterville, ME Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 3,700	3,500	3,500	3,500	3,700	4,100	2.1%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	7.3%	\$ 4,400	4,600	4,800	5,000	5,300	4.8%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.60/1,000	\$3.71/1,000	\$4.58/1,000	Local	85%		
Revenue/Capita	\$31.68	\$34.83	\$44.99	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	116.8	117.7	0.2%	117.7	117.8	0.0%
Households	44.2	44.8	0.3%	44.8	45.7	0.4%
Retail Sales	1,026.7	1,106.1	1.5%	1,106.1	1,156.3	0.9%
EBI	1,512.2	1,528.5	0.2%	1,528.5	1,686.1	2.0%

Metro Counties

Kennebec, ME	117.7

	117.7

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	57.0	10.2	5.1	5.3	8.0	10.0	7.4	11.1
Women (000)	60.7	9.8	4.9	5.2	8.5	10.1	7.4	14.8
Total	117.7	20.0	10.0	10.4	16.5	20.1	14.8	25.9
Percentage	100.0%	17.0%	8.5%	8.9%	14.0%	17.1%	12.6%	22.0%
Per Capita	\$12,986	Median Household		\$29,002	Avg Household		\$34,117	
Ethnic Population:	White 98.8%	Black 0.3%	Asian 0.5%	Hispanic 0.5%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations		3	5	5	8	5	13
Tot 12+		33.6	20.0	48.6	53.6	2.1	55.7
Avg 12+		11.2	4.0	9.7	6.7	0.4	4.3
Tot LCS		60.3	35.9	87.3	96.2	3.8	100.0
Avg LCS		20.1	7.2	17.5	12.0	0.8	7.7

MARKET: Augusta-Waterville, ME

METRO RANK: 243

Competitive Overview

Some stations also rated in Bangor (260).

FM Stations

City of		FCC	Power		Year	Date	Sales Price		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)														
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	(000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990				
WMME	Augusta	B	92.3	50.0	499	a	Pilot Comm LLC	81	9302	950	c1	CHR	850	1.06	18.2	13.6	11.3	12.2	17.9	13.3	13.1	13.1	16.4				
WCTB	Fairfield	C3	93.5	10.5	499	b	Mountain Wireless	93			1	Lite AC	275	1.02	6.1	1.4	3.8	1.3	4.5	0.0	0.0	0.0	0.0				
WEBB	Waterville	C1	98.5	60.7	305	a	Pilot Comm LLC	68	9405	550	c3	Country	1,000	0.90	25.2	10.0	15.7	10.3	9.6	1.8	3.9	6.5	5.3				
WKCG	Augusta	B	101.3	50.0	322	c	Tryon-Seacoast Comm	61	9408		st	Country	700	1.13	14.1	8.6	8.8	9.6	9.6	13.9	9.2	8.9	11.1				
WABK	Gardiner	B	104.3	50.0	371	c	Tryon-Seacoast Comm	74	9408		st	Oldies	650	1.12	13.2	11.4	8.2	10.3	4.5	7.8	5.2	6.5	4.1				
• WTOS	Skowhegan	C	105.1	50.0	2431		Cumulus Media LLC	69	9710	2,200p	1	AOR	600	1.23	11.1	5.0	6.9	11.5	5.1	4.8	8.5	7.7	8.2				
• WQCB	Brewer	C	106.5	98.0	1079		Castle Bcstg	86				Country	n/a		8.0	2.9	5.0	1.9	7.1	9.0	4.6	10.1	6.4				
• WHQO	Skowhegan	C3	107.9	6.0	676	b	Mountain Wireless	89	9708	222p	1	Lite Rock			0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
# FM Stations - 8															# Combos - 6		FM TOTALS		95.9	53.6	59.7	57.1	58.3	50.6	44.5	52.8	51.5

AM Stations

City of		FCC	Day Power		Night Power		Year	Date	Sales Price		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)												
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	(000)	LMA	Format	Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990				
WSKW	Skowhegan	II	1160	10.0	0.73	b	Mountain Wireless	56	8706		c2 1	Sports	150		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WFAU	Gardiner	III	1280	5.0	5.00	c	Tryon-Seacoast Comm	68	9408		st	Nostalgia	150	0.85	4.0	2.1	2.5	1.3	1.3	1.8	2.0	3.0	1.2				
WMDR	Augusta	IV	1340	1.0	1.00		Light of Life Minist	46	9410		na	Christian			0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0				
WEZW	Augusta	IV	1400	1.0	1.00	a	Pilot Comm LLC	32	9302		c1	CHR			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0				
WTVL	Waterville	IV	1490	1.0	1.00	a	Pilot Comm LLC	46	9405		c3	Country			0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0				
# AM Stations - 5															# Combos - 4		AM TOTALS		4.0	2.1	2.5	1.3	1.9	1.8	3.3	3.6	1.2
Stations Profiled - 13															# Duopolies - 4		Total Local Commercial Share		55.7	62.2	58.4	60.2	52.4	47.8	56.4	52.7	

Docket 80-90 Allocations: 95.3, A, Winslow

• Indicates a change since last edition.

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METRO RANK: 243

Metro Rank: 244

Revenue Rank: 232

Sioux City, IA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 4,100	3,600	3,700	3,800	4,200	4,500	1.9%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.7%	\$ 4,800	5,000	5,300	5,600	5,900	5.3%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.66/1,000	\$3.67/1,000	\$3.48/1,000	Local	90%		
Revenue/Capita	\$35.65	\$37.38	\$47.24	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	115.0	120.4	0.9%	120.4	124.9	0.7%
Households	42.9	45.2	1.0%	45.2	47.6	1.0%
Retail Sales	880.6	1,226.2	6.8%	1,226.2	1,697.2	6.7%
EBI	1,343.9	1,732.4	5.2%	1,732.4	2,364.5	6.4%

Metro Counties

Woodbury, IA	102.1
Dakota, NE	18.3

	120.4

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	58.4	12.1	5.7	5.0	8.5	9.1	6.5	11.5
Women (000)	62.0	11.5	5.4	4.9	8.5	9.2	6.7	15.8
Total	120.4	23.6	11.1	9.9	16.9	18.4	13.2	27.3
Percentage	100.0%	19.6%	9.2%	8.2%	14.1%	15.3%	11.0%	22.7%
Per Capita	\$14,389	Median Household		\$30,727	Avg Household		\$38,328	
Ethnic Population:	White 94.1%	Black 2.0%	Asian 1.7%	Hispanic 4.2%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1		7	5	8	6	14
Tot 12+	5.3		65.5	58.2	70.8	17.1	87.9
Avg 12+	5.3		9.4	11.6	8.9	2.9	6.3
Tot LCS	6.0		74.5	66.2	80.5	19.5	100.0
Avg LCS	6.0		10.6	13.2	10.1	3.2	7.1

MARKET: Sioux City, IA

METRO RANK: 244

Competitive Overview

NOTE: Market not rated Spring 1993, but rated Summer 1993.

FM Stations

City of		FCC	Power	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)																		
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Year	Date	Price	LMA	Format	Revenue	Power	Local	Spring	Spring	Spring	Spring	Summer	Spring	Spring	Spring					
								Std	Acq	(000)			(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990					
KGLI	Sioux City	C1	95.5	100.0	cp	899	b Radioworks, Inc	74	9607	2,100	c3	Top 40	950	0.91	21.8	15.9	19.0	18.0	15.9	16.8	14.6	22.4	22.1					
KSEZ	Sioux City	C1	97.9	100.0		643	b Radioworks, Inc	60	9206	1,320	c1	AOR	900	1.29	14.5	11.9	12.7	8.0	15.3	16.1	11.5	17.6	15.9					
KKMA	Le Mars	C1	99.5	100.0		791	a KLEM Inc	67				AC/Talk	450	1.08	8.7	4.6	7.6	5.3	5.7	5.6	7.0	10.3	13.8					
KOLK	Onawa	C1	102.3	100.0		643	Barnco Inc	96				Country			6.5	7.3	5.7	0.0	0.0	0.0	0.0	0.0	0.0					
KTFC	Sioux City	C1	103.3	100.0	cp	669	e Swanson, Donald A	65				Gospel			0.7	0.0	0.6	0.7	0.6	0.0	0.6	0.0	0.0					
WNAX	Yankton	C1	104.1	100.0	cp	981	d Saga Comm LP	73	9606	7,000	c4	Oldies	700	1.11	13.1	7.9	11.4	10.0	7.0	4.9	7.0	3.6	0.7					
KSUX	Winnebago	C2	105.7	50.0		463	c Powell Bcstg Co Inc	91	9603	3,800	c2	Country	900	1.18	15.9	17.9	13.9	20.7	24.2	22.4	19.1	15.8	0.0					
KSFT	South Sioux City	A	107.1	1.6		328	b Radioworks, Inc	97				AC			0.0	5.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
# FM Stations - 8																# Combos - 7		FM TOTALS		81.2	70.8	70.9	62.7	68.7	65.8	59.8	69.7	52.5

AM Stations

City of		FCC	Day Power	Night Power	Sales		1996		Avg '96		Arbitron 12+ Metro Shares (see rights)																	
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Year	Date	Price	LMA	Format	Revenue	Power	Local	Spring	Spring	Spring	Spring	Summer	Spring	Spring	Spring					
								Std	Acq	(000)			(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990					
WNAX	Yankton	III	570	5.0	5.00	d	Saga Comm LP	22	9606		c4	Country			0.7	1.3	0.6	0.0	0.0	0.0	0.0	0.0	0.0					
KMNS	Sioux City	III	620	1.0	1.00	b	Radioworks, Inc	49	9206		c1	Country	150	1.08	2.9	2.6	2.5	5.3	3.2	3.5	3.8	3.0	11.7					
KTFJ	Dakota City	III	1250	0.5	0.70	e	Swanson, Donald A	91				Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
*KSCJ	Sioux City	III	1360	5.0	5.00	c	Powell Bcstg Co Inc	27	9603		c2	Nws/Tk/Spts	550	1.05	10.9	9.9	9.5	13.3	11.5	14.7	12.1	9.7	12.4					
KLEM	Le Mars	III	1410	1.0	0.06	a	KLEM Inc	54	6107			Nostalgia			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
KWSL	Sioux City	III	1470	5.0	5.00	b	Radioworks, Inc	38	9607		c3	Top 40	200	0.95	4.4	3.3	3.8	1.3	0.0	3.5	7.0	7.3	9.0					
# AM Stations - 6																# Combos - 6		AM TOTALS		18.9	17.1	16.4	19.9	14.7	21.7	22.9	20.0	33.1
Stations Profiled - 14																# Duopolies - 3		Total Local Commercial Share		87.9	87.3	82.6	83.4	87.5	82.7	89.7	85.6	

* Indicates a change since last edition.

Metro Rank: 245

Revenue Rank: 201

Albany, GA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 4,100	4,300	4,600	4,900	5,100	5,300	5.3%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	11.3%	\$ 5,900	6,200	6,500	6,900	7,300	5.5%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.94/1,000	\$4.84/1,000	\$5.47/1,000	Local	85%		
Revenue/Capita	\$36.51	\$44.88	\$60.18	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	112.3	118.1	1.0%	118.1	121.3	0.5%
Households	39.3	41.4	1.0%	41.4	43.2	0.9%
Retail Sales	829.8	1,094.4	5.7%	1,094.4	1,335.3	4.1%
EBI	1,218.4	1,326.7	1.7%	1,326.7	1,633.8	4.3%

Metro Counties

Dougherty, GA	98.1
Lee, GA	20.0

	118.1

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	56.2	12.5	6.2	6.0	7.9	9.0	6.3	8.3
Women (000)	61.9	11.8	6.2	6.0	8.9	10.0	7.2	11.8
Total	118.1	24.3	12.4	11.9	16.8	19.0	13.5	20.2
Percentage	100.0%	20.6%	10.5%	10.1%	14.2%	16.1%	11.4%	17.1%
Per Capita	\$11,233	Median Household		\$25,692	Avg Household		\$32,045	
Ethnic Population:	White 50.7%	Black 48.5%	Asian 0.5%	Hispanic 0.8%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	4		6	7	10	4	14
Tot 12+	22.8		56.7	72.7	79.5	10.6	90.1
Avg 12+	5.7		9.5	10.4	8.0	2.7	6.4
Tot LCS	25.3		62.9	80.7	88.2	11.8	100.0
Avg LCS	6.3		10.5	11.5	8.8	2.9	7.1

MARKET: Albany, GA

METRO RANK: 245

Competitive Overview

NOTE: Market not rated Spring 1993, but rated Summer 1993.

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales	LMA	Format	1996	Avg '96	Arbitron 12+ Metro Shares (see rights)														
Calls	License	Class	Freq	(kW)				Std	Acq	(000)			Revenue	Power	Local	Spring	Spring	Spring	Spring	Summer	Spring	Spring	Spring						
													(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990						
• WJ1Z	Albany	C1	96.3	100.0	cp	466	b Peterson Bcstg Corp	65	9710	3,620	c1	Urban AC	1,500	0.75	33.9	30.3	29.0	32.4	30.8	30.2	33.1	25.7	35.6						
WMGR	Bainbridge	C	97.3	100.0		1001	b Peterson Bcstg Corp	67	9403		g	AC	600	1.34	7.6	5.3	6.5	4.1	7.7	6.7	5.8	13.9	14.4						
WOBB	Tifton	C	100.3	100.0		1007	b Peterson Bcstg Corp	75	9102		st	Country	800	2.26	6.0	4.5	5.1	4.7	2.8	0.7	1.4	6.3	4.8						
WKAK	Albany	A	101.7	3.0		299	c K-Country Inc	72	9306		al	Country	650	1.08	10.2	7.6	8.7	14.9	11.9	19.5	15.8	14.6	8.2						
WJAD	Leesburg	C3	103.5	12.5		463	d Brooks, Robert N	89	9607	804	c2	Clsc Rock	250	0.85	5.0	9.1	4.3	6.1	4.9	4.7	5.8	5.6	8.9						
WGPC	Albany	C1	104.5	98.0		981	a Albany Bcstg Co	63				FullService	475	1.18	6.8	4.5	5.8	6.8	5.6	4.0	5.8	7.6	3.4						
WQVE	Camilla	A	105.5	6.0		276	Williams Comm System	77	9712	385		Urban AC	200	0.50	6.8	11.4	5.8	5.4	4.2	4.7	2.9	0.7	0.7						
WRXZ	Sylvester	A	106.1	6.0		328	K & B Bcstg Inc	93				AOR	150	0.98	2.6	1.5	2.2	4.7	0.0	0.0	0.0	0.0	0.0						
WZ1Q	Smithville	A	106.5	2.5		515	IQ Radio Network	95	9309		nc	AC			U.U	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
WEGC	Sasser	C3	107.7	25.0		328	d Brooks, Robert N	95	9607		c2	Oldies	300	0.85	6.0	3.0	5.1	0.0	0.0	0.0	0.0	0.0	0.0						
# FM Stations - 10															# Combos - 7														
FM TOTALS															84.9	79.5	72.5	79.1	67.9	70.5	70.6	74.4	76.0						

AM Stations

City of		FCC	Day	Night	Power	Power	C	Owner	Year	Date	Sales	LMA	Format	1996	Avg '96	Spring	Spring	Spring	Spring	Summer	Spring	Spring	Spring						
Calls	License	Class	Freq	(kW)	(kW)				Std	Acq	(000)			Revenue	Power	Local	Spring	Spring	Spring	Spring	Summer	Spring	Spring						
														(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990					
• WJYZ	Albany	III	960	5.0	cp	0.39	b Peterson Bcstg Corp	52	9710		c1	Gospel	600	1.08	9.4	8.3	8.0	4.7	9.8	13.4	12.2	12.5	7.5						
WANL	Albany	III	1250	1.0		0.05	Lifeline Radio Corp	62	8512	300		ChrsContemp			0.0	0.0	0.0	0.7	1.4	0.0	0.7	0.0	0.7						
WGPC	Albany	IV	1450	1.0		1.00	a Albany Bcstg Co	33	5801			FullService			0.8	0.8	0.7	1.4	1.4	0.0	1.4	0.0	0.0						
• WALG	Albany	III	1590	5.0		1.00	c K-Country Inc	40	9306		al	Nws/Tk/Spts	350	1.19	5.0	1.5	4.3	2.7	2.8	0.0	0.0	0.0	0.0						
# AM Stations - 4															# Combos - 3														
AM TOTALS															15.2	10.6	13.0	9.5	15.4	13.4	14.3	12.5	8.2						
Stations Profiled - 14															# Duopolies - 3														
Total Local Commercial Share															90.1	85.5	88.6	83.3	83.9	84.9	86.9	84.2							

• Indicates a change since last edition.

Metro Rank: 246

Revenue Rank: 251

Watertown, NY Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 2,900	2,600	2,600	2,700	2,800	3,300	2.6%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.1%	\$ 3,500	3,700	3,800	4,000	4,200	4.7%

	1990	1995	2000	Est. Breakout
Revenue/Retail Sales	\$3.45/1,000	\$3.34/1,000	\$3.65/1,000	Local 85%
Revenue/Capita	\$25.37	\$28.45	\$35.81	National 15%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	114.3	116.0	0.3%	116.0	117.3	0.2%
Households	39.1	38.4	-0.4%	38.4	39.2	0.4%
Retail Sales	839.7	989.5	3.3%	989.5	1,151.4	3.1%
EBI	1,149.4	1,243.4	1.6%	1,243.4	1,429.7	2.8%

Metro Counties

Jefferson, NY	116.0

	116.0

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	60.5	11.4	4.9	10.0	11.0	8.8	5.7	8.7
Women (000)	55.5	10.9	4.6	5.4	8.7	7.9	5.8	12.2
Total	116.0	22.3	9.5	15.4	19.7	16.8	11.5	21.0
Percentage	100.0%	19.2%	8.2%	13.3%	16.9%	14.4%	9.9%	18.1%
Per Capita	\$10,719	Median Household		\$26,010	Avg Household		\$32,381	
Ethnic Population:	White 89.6%	Black 8.9%	Asian 1.1%	Hispanic 3.9%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	5		2	5	7	3	10
Tot 12+	34.7		28.6	59.9	63.3	11.6	74.9
Avg 12+	6.9		14.3	12.0	9.0	3.9	7.5
Tot LCS	46.3		38.2	80.0	84.5	15.5	100.0
Avg LCS	9.3		19.1	16.0	12.1	5.2	10.0

MARKET: Watertown, NY

METRO RANK: 246

Competitive Overview

FM Stations

													Arbitron 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA Format	1996 Revenue (000)	1996 Power Ratio	Avg '96 Local Comm Sh	Spring	Spring	Spring	Spring	Spring	Spring	Spring			
															1997	1996	1995	1994	1993	1992	1991	1990		
WCIZ	Watertown	A	93.5	4.0	328	c	Forever Bcstg Inc	86	9604		g1	Rock	650	0.85	21.8	11.6	15.8	19.0	21.5	25.8	24.2	16.8	26.5	
WMHI	Cape Vincent	A	94.7	6.0	328		Mars Hill Bcstg	90				Christian			0.0	0.0	0.0	0.0	0.6	0.0	2.2	1.3	0.0	
WFRY	Watertown	C1	97.5	100.0	285	b	Forever Bcstg Inc	68	9603	2,800	c1	Country	800	1.15	19.9	25.9	14.4	13.3	19.8	13.8	17.4	15.5	11.0	
WLKC	Henderson	A	100.7	6.0	328	a	Jefferson Bcstg Inc	90				Country	500	0.76	18.9	5.4	13.7	10.1	15.3	14.5	10.7	7.7	0.0	
WBDR	Cape Vincent	A	102.7	3.0	328	a	Jefferson Bcstg Inc	92	9704		st	CHR			0.0	3.4	0.0	0.0	0.0	1.3	0.0	0.0	0.0	
WTOJ	Carthage	A	103.1	0.9	594	a	Jefferson Bcstg Inc	84	8805	1,675	c2	AC	700	1.25	16.0	14.3	11.6	10.1	6.8	7.5	10.7	12.3	10.3	
WWLF	Copenhagen	C3	106.7	1.8	1191	a	Jefferson Bcstg Inc	94	9609		50p	Rock	250	0.76	9.4	2.7	6.8	10.8	0.0	0.0	0.0	0.0	0.0	
# FM Stations - 7													# Combos - 6		FM TOTALS									
															86.0	63.3	62.3	63.3	64.0	62.9	65.2	53.6	47.8	

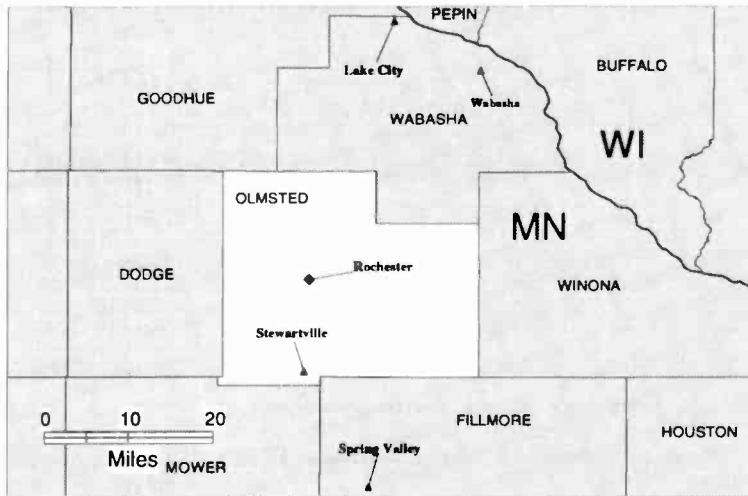
AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA Format	1996 Revenue (000)	1996 Power Ratio	Avg '96 Local Comm Sh	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring		
															1997	1996	1995	1994	1993	1992	1991	1990		
WTNY	Watertown	III	790	1.0	1.00	c	Forever Bcstg Inc	41	9604		g1	News/Talk	450	1.25	10.3	6.8	7.5	8.2	12.4	10.7	12.9	12.9	19.1	
WATN	Watertown	IV	1240	1.0	1.00	a	Jefferson Bcstg Inc	41	8805		c2	Talk	150	1.16	3.7	1.4	2.7	1.9	2.8	7.5	3.4	4.5	2.2	
WUZZ	Watertown	III	1410	5.0	1.00	b	Forever Bcstg Inc	59	9603		c1	Oldies			0.0	3.4	0.0	0.0	0.0	3.8	1.7	4.5	8.1	
# AM Stations - 3													# Combos - 3		AM TOTALS									
															14.0	11.6	10.2	10.1	15.2	22.0	18.0	21.9	29.4	
Stations Profiled - 10													# Duopolies - 4		Total Local Commercial Share									
															74.9	72.5	73.4	79.2	84.9	83.2	75.5	77.2		

Metro Rank: 247

Revenue Rank: 179

Rochester, MN Market Overview



Metro Counties

Olmsted, MN	114.8

	114.8

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 5,300	5,500	5,500	5,800	6,400	6,700	4.8%
★	Δ 95-96 9.0%	1996 \$ 7,300	1997 7,600	1998 8,100	1999 8,500	2000 9,000	Δ 96-00 5.4%

	1990	1995	2000	Est. Breakout
Revenue/Retail Sales	\$5.25/1,000	\$4.79/1,000	\$5.13/1,000	Local 85%
Revenue/Capita	\$49.26	\$58.36	\$75.44	National 15%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	107.6	114.8	1.3%	114.8	119.3	0.8%
Households	40.5	43.1	1.3%	43.1	45.5	1.1%
Retail Sales	1,009.8	1,398.4	6.7%	1,398.4	1,753.8	4.6%
EBI	1,676.4	1,887.0	2.4%	1,887.0	2,338.3	4.4%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	56.0	11.8	4.6	4.4	10.2	9.4	7.3	8.4
Women (000)	58.8	11.2	4.5	4.8	10.2	9.6	7.3	11.3
Total	114.8	22.9	9.1	9.1	20.4	19.0	14.6	19.7
Percentage	100.0%	20.0%	7.9%	8.0%	17.8%	16.5%	12.7%	17.2%
Per Capita	\$16,437	Median Household		\$37,820	Avg Household		\$43,781	
Ethnic Population:	White 95.1%	Black 0.9%	Asian 3.6%	Hispanic 1.1%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	1		6	6	7	4	11
Tot 12+	0.0		61.4	61.4	61.4	12.8	74.2
Avg 12+	0.0		10.2	10.2	8.8	3.2	6.7
Tot LCS	0.0		82.7	82.7	82.7	17.3	100.0
Avg LCS	0.0		13.8	13.8	11.8	4.3	9.1

MARKET: Rochester, MN

METRO RANK: 247

Competitive Overview

FM Stations

													Arbitron 12+ Metro Shares (see rights)												
Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990		
												Revenue (000)	Power Ratio	Local Comm Sh											
• KFSI	Rochester	A	92.9 6.0	318		Faith Sound Inc	81				ChrsContemp			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KWK	Rochester	C2	96.5 43.0	528	a	Olmsted County Bcstg	67				Country	1,000	0.99	13.8	14.3	10.5	6.4	7.4	11.5	8.0	9.3	7.9			
KNXR	Rochester	C	97.5 100.0	1040		United Audio Corp	65				Adult Trad	1,000	0.92	14.9	7.1	11.3	9.9	8.8	6.6	8.7	11.2	10.5			
• KRCH	Rochester	C2	101.7 39.0	554	b	Ingstad, James	68	9708		p g1	Clsc Rock	1,300	1.00	17.8	14.3	13.5	16.3	16.2	10.7	14.5	9.3	12.3			
• KMFX	Lake City	C3	102.5 9.4	528	b	Ingstad, James	93	9708		p g1	Country	750	0.94	10.9	7.1	8.3	8.5	6.6	2.5	0.0	0.0	0.0			
KVGO	Spring Valley	A	104.3 2.8	472		KFIL Inc	94	9701	150		Oldies			0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0			
KYBA	Stewartville	C2	105.3 50.0	492	c	Southern Minn Bcstg	92	9307	125		Soft AC	925	1.42	8.9	7.9	6.8	9.2	8.8	6.6	0.0	0.0	0.0			
KROC	Rochester	C	106.9 100.0	1109	c	Southern Minn Bcstg	65				Top 40	1,450	1.06	18.8	10.7	14.3	13.5	17.6	11.5	16.7	20.6	16.7			
# FM Stations - 8													# Combos - 5		FM TOTALS		85.1	61.4	64.7	64.5	65.4	49.4	47.9	50.4	47.4

AM Stations

Calls	City of License	FCC Class	Power Freq (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990	
													Revenue (000)	Power Ratio	Local Comm Sh										
• KMFX	Wabasha	II	1190 1.0	0.00		b	Ingstad, James	76	9708		p g1	Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KWEB	Rochester	III	1270 5.0	1.00		b	Ingstad, James	57	9708		p g1	Sports			0.0	0.7	0.0	0.7	0.0	0.8	2.2	1.9	3.5		
KROC	Rochester	IV	1340 1.0	1.00		c	Southern Minn Bcstg	35			News/Talk	850	1.07	10.9	10.0	8.3	6.4	11.8	10.7	6.5	14.0	7.0			
KOLM	Rochester	II	1520 0.0	cp 0.80		a	Olmsted County Bcstg	63			Oldies			3.9	2.1	3.0	0.0	1.5	2.5	5.8	1.9	3.5			
# AM Stations - 4													# Combos - 4		AM TOTALS		14.8	12.8	11.3	7.1	13.3	14.0	14.5	17.8	14.0
Stations Profiled - 12													# Duopolies - 3		Total Local Commercial Share		74.2	76.0	71.6	78.7	63.4	62.4	68.2	61.4	

• Indicates a change since last edition.

METRO RANK: 247

Metro Rank: 248

Revenue Rank: 258

Lawton, OK Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 1,900	2,000	2,000	2,200	2,500	2,400	4.8%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	8.3%	\$ 2,600	2,700	2,900	3,000	3,200	5.3%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$2.79/1,000	\$2.83/1,000	\$3.35/1,000	Local	90%		
Revenue/Capita	\$17.09	\$20.64	\$28.80	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	111.2	116.3	0.9%	116.3	111.1	-0.9%
Households	37.5	38.8	0.7%	38.8	37.0	-0.9%
Retail Sales	681.6	848.8	4.5%	848.8	956.1	2.4%
EBI	1,140.3	1,308.9	2.8%	1,308.9	1,456.7	2.2%

Metro Counties

Comanche, OK	116.3

	116.3

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	60.4	12.0	5.3	10.2	10.7	8.4	5.7	8.1
Women (000)	55.9	11.5	4.9	5.7	9.3	8.1	6.3	10.2
Total	116.3	23.5	10.2	15.9	19.9	16.5	12.0	18.3
Percentage	100.0%	20.2%	8.7%	13.7%	17.1%	14.2%	10.3%	15.7%
Per Capita	\$11,254	Median Household		\$26,253	Avg Household		\$33,734	
Ethnic Population:	White 72.1%	Black 19.6%	Asian 3.4%	Hispanic 6.9%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations			7	4	7	2	9
Tot 12+			72.6	58.6	72.6	6.2	78.8
Avg 12+			10.4	14.7	10.4	3.1	8.8
Tot LCS			92.1	74.4	92.1	7.9	100.0
Avg LCS			13.2	18.6	13.2	3.9	11.1

MARKET: Lawton, OK

METRO RANK: 248

Competitive Overview

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales	1996	Avg '96	Arbitron 12+ Metro Shares (see rights)											
Calls	License	Class	Freq	(kW)				Std	Acq	Price	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring			
										(000)	(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990			
KZCD	Lawton	C2	94.1	18.0	cp	420	b	Capstar Bcstg Ptrs	87	9707	2,300	p d2	Rock	200	0.57	13.6	10.9	9.6	1.6	4.7	6.0	6.8	8.3	8.9
KMGZ	Lawton	C3	95.3	14.0	cp	312	b	Broadco of Texas Inc	82	9203		sw 1	CHR	750	1.17	24.7	11.7	17.4	23.3	18.0	15.0	20.5	24.0	22.2
KJMZ	Lawton	C1	98.1	100.0		200	a	Perry Bcstg Co Inc	70	9703	489	c1	Urban AC	250	0.78	12.3	25.8	8.7	4.7	5.5	6.0	7.6	8.3	8.1
KBZQ	Lawton	C3	99.5	15.9		338		Fritsch, Wm, Jr.	92	9203	336	sw	Soft AC	150	0.95	6.1	3.1	4.3	1.6	3.9	3.0	3.0	0.0	0.0
KLAW	Lawton	C1	101.5	100.0		591	b	Capstar Bcstg Ptrs	65	9707		p d2	Country	800	1.04	29.6	15.6	20.9	17.8	23.4	29.3	20.5	24.8	24.4
KRPT	Anadarko	C1	103.7	75.0		279		Monroe-Stephens Bctg	81	9609		g	Country			1.3	0.0	0.9	0.8	0.0	0.0	0.0	0.0	0.0
* KVRV	Lawton	C2	107.3	50.0		492		Pat-Tower Inc	91	9709	200	p 1	Oldies	300	1.33	8.7	5.5	6.1	10.9	8.6	8.3	5.3	0.0	0.0
# FM Stations - 7													# Combos - 3		FM TOTALS									
													96.3	72.6	67.9	60.7	64.1	67.6	63.7	65.4	63.6			

AM Stations

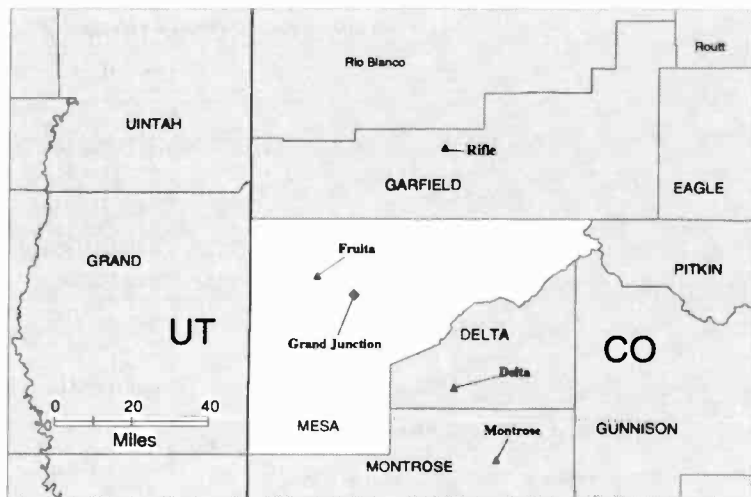
City of		FCC	Day	Night	Power	Power	C	Owner	Year	Date	Sales	1996	Avg '96	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring			
Calls	License	Class	Freq	(kW)	(kW)				Std	Acq	Price	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring		
											(000)	(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990		
KRRX	Lawton	I1	1050	0.3	0.01		a	Perry Bcstg Co Inc	56	9703		50	0.52	3.7	2.3	2.6	0.8	2.3	3.0	2.3	1.7	0.0		
KSWO	Lawton	I11	1380	1.0	1.00			Drewry Group	41	4505		100		0.0	3.9	0.0	6.2	0.0	1.5	5.3	2.5	0.1		
# AM Stations - 2													# Combos - 1		AM TOTALS									
													3.7	6.2	2.6	7.0	3.1	4.5	7.6	4.2	8.1			
Stations Profiled - 9													# Duopolies - 1		Total Local Commercial Share									
													78.8	70.5	67.7	67.2	72.1	71.3	69.6	71.7				

* Indicates a change since last edition.

Metro Rank: 249

Revenue Rank: 210

Grand Junction, CO Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 3,500	3,500	3,700	4,100	4,400	5,300	8.7%
★	Δ 95-96 7.5%	1996 \$ 5,700	1997 6,000	1998 6,300	1999 6,700	2000 7,100	Δ 96-00 5.6%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$5.63/1,000	\$5.15/1,000	\$4.76/1,000	Local 90%			
Revenue/Capita	\$37.27	\$49.39	\$59.22	National 10%			

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	93.9	107.3	2.7%	107.3	119.9	2.2%
Households	36.6	42.4	3.0%	42.4	48.7	2.8%
Retail Sales	621.8	1,028.8	10.6%	1,028.8	1,491.8	7.7%
EBI	1,194.5	1,424.1	3.6%	1,424.1	2,040.5	7.5%

Metro Counties

Mesa, CO	107.3

	107.3

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	52.3	9.9	4.9	4.0	6.9	8.9	6.5	11.2
Women (000)	55.0	9.7	4.6	4.0	7.3	9.1	6.7	13.6
Total	107.3	19.7	9.4	8.0	14.3	17.9	13.2	24.8
Percentage	100.0%	18.3%	8.8%	7.5%	13.3%	16.7%	12.3%	23.1%
Per Capita	\$13,272	Median Household		\$26,722	Avg Household		\$33,588	
Ethnic Population:	White 97.8%	Black 0.5%	Asian 0.9%	Hispanic 9.0%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations			8	6	8	5	13
Tot 12+			72.6	58.8	72.6	10.8	83.4
Avg 12+			9.1	9.8	9.1	2.2	6.4
Tot LCS			87.1	70.5	87.1	12.9	100.0
Avg LCS			10.9	11.8	10.9	2.6	7.7

Competitive Overview

FM Stations

													Arbitron 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA Format	1996 Revenue (000)	1996 Power Ratio	Avg '96 Local Comm Sh	Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990		
															1997	1996	1995	1994	1993	1992	1991	1990		
KJYE	Grand Junction	C	92.3	100.0	1378	c	Dean, Richard C.	60	8909	520	c2	Easy	400	0.83	8.5	9.9	7.4	7.1	11.8	9.6	8.7	5.7	7.4	
KQIX	Grand Junction	C1	93.1	100.0	cp	-59	b	Mustang Bcstg Co	73	9404	290	c3	Hot AC	600	1.78	5.9	7.6	5.1	10.6	9.6	16.7	17.1	19.7	
KKNW	Delta	C	95.1	100.0	1424	b	Mustang Bcstg Co	80	9404	525	c1	Country	550	0.96	10.1	6.9	8.8	7.8	2.2	2.6	3.6	4.9	8.2	
KSTR	Montrose	C	96.1	91.0	1099	a	Leggett Bcstg	80	9406	1,100	c4	Clsc Rock	750	0.97	13.6	9.2	11.8	8.5	11.0	9.6	10.9	8.1	11.5	
KEKB	Fruita	C	99.9	79.0	cp	1542	d	Jan-Di Bcstg Inc	84			Country	1,700	1.30	23.0	18.3	19.9	26.2	29.4	33.3	26.8	30.9	23.8	
KHXY	Grand Junction	C	104.3	100.0	1460	d	Jan-Di Bcstg Inc	96	9701	290		Hot AC	450	0.62	12.7	13.0	11.0	0.0	0.0	0.0	0.0	0.0	0.0	
KZKS	Rifle	C	105.3	60.0	2444	e	Western Slope Comm	94				Country	200	1.40	2.5	0.8	2.2	0.0	0.0	0.0	0.0	0.0	0.0	
KBKL	Grand Junction	C	107.9	100.0	cp	1460	d	Jan-Di Bcstg Inc	90	9302	225		Oldies	650	1.23	9.3	6.9	8.1	7.8	5.9	3.5	0.0	0.0	
# FM Stations - 8													# Combos - 8											
													FM TOTALS		85.6	72.6	74.3	68.0	69.9	60.2	66.7	66.7	70.6	

AM Stations

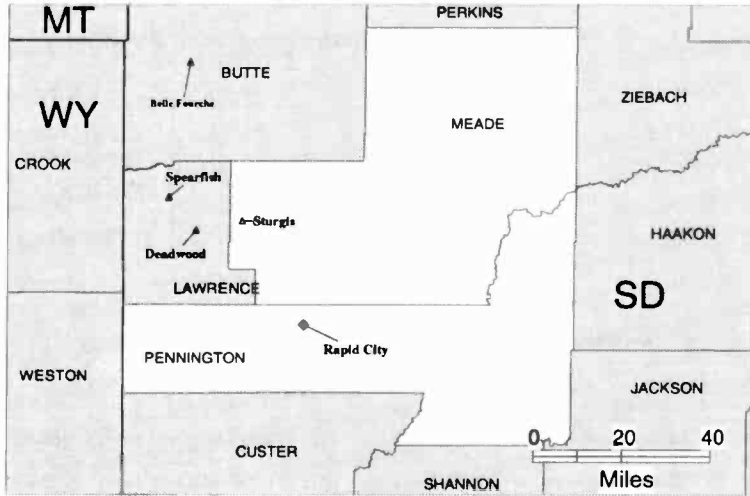
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA Format	1996 Revenue (000)	1996 Power Ratio	Avg '96 Local Comm Sh	Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990		
															1997	1996	1995	1994	1993	1992	1991	1990		
KBZS	Grand Junction	III	620	5.0	0.80	a	Leggett Bcstg	57	9406		c4	Talk			3.3	0.8	2.9	5.0	0.7	4.4	5.8	5.7	4.1	
• KRGS	Rifle	II	690	1.0	0.01	e	Western Slope Comm	67				Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KNZZ	Grand Junction	II	1100	50.0	cp	10.00	c	Dean, Richard C.	26	8909		c2	News/Talk	200	0.46	7.6	9.2	6.6	5.7	5.1	8.8	2.9	2.4	0.8
• KEXO	Grand Junction	IV	1230	1.0	1.00	b	Mustang Bcstg Co	48	9404		c1	ChrsContemp	100	2.19	0.8	0.0	0.7	1.4	0.0	2.6	4.3	1.6	4.1	
KQIL	Grand Junction	IV	1340	1.0	cp	1.00	b	Mustang Bcstg Co	61	9404		c3	Talk/Sports	100	0.70	2.5	0.8	2.2	0.0	0.7	0.0	4.3	3.3	2.5
# AM Stations - 5													# Combos - 5											
													AM TOTALS		14.2	10.8	12.4	12.1	6.5	15.8	17.3	13.0	11.5	
Stations Profiled - 13													# Duopolies - 4											
													Total Local Commercial Share		83.4	86.7	80.1	76.4	84.0	84.0	79.7	82.1		

• Indicates a change since last edition.

Metro Rank: 250

Revenue Rank: 181

Rapid City, SD Market Overview



Metro Counties

Meade, SD	22.8
Pennington, SD	87.4

	110.2

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 4,400	4,400	4,600	5,200	6,100	6,700	8.8%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.0%	\$ 7,100	7,400	7,800	8,100	8,600	4.9%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.88/1,000	\$4.99/1,000	\$4.62/1,000	Local	85%		
Revenue/Capita	\$42.15	\$60.80	\$76.79	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	104.4	110.2	1.1%	110.2	112.0	0.3%
Households	38.1	40.2	1.1%	40.2	41.5	0.6%
Retail Sales	901.1	1,342.1	8.3%	1,342.1	1,859.8	6.7%
EBI	1,346.6	1,740.9	5.3%	1,740.9	2,381.6	6.5%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	55.5	11.9	4.9	6.2	9.4	8.9	5.7	8.5
Women (000)	54.7	11.6	4.8	4.7	8.8	8.6	5.9	10.3
Total	110.2	23.5	9.7	10.9	18.2	17.5	11.6	18.8
Percentage	100.0%	21.3%	8.8%	9.9%	16.5%	15.9%	10.6%	17.0%
Per Capita	\$15,798	Median Household		\$34,642	Avg Household		\$43,306	
Ethnic Population:	White 90.2%	Black 1.9%	Asian 1.3%	Hispanic 2.4%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations			10	5	10	5	15
Tot 12+			65.7	50.8	65.7	26.1	91.8
Avg 12+			6.6	10.2	6.6	5.2	6.1
Tot LCS			71.6	55.3	71.6	28.4	100.0
Avg LCS			7.2	11.1	7.2	5.7	6.7

MARKET: Rapid City, SD

METRO RANK: 250

Competitive Overview

FM Stations

													Arbitron 12+ Metro Shares (see rights)												
City of		FCC	Power		Year		Date		Sales		1996		Avg '96												
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	Price	LMA	Format	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring
KRCS	Sturgis	C	93.1	100.0	1060	a	Community Airwaves	72	8910	900	c1	CHR	200	1.76	1.6	9.0	1.5	0.0	1.2	2.9	0.8	4.9	2.6		
KKMK	Rapid City	C1	93.9	100.0	656	b	Ingstad, Tom	59	9608		sw	AC	1,200	1.18	14.3	9.0	13.1	17.5	10.4	12.5	13.5	11.2	9.9		
KSQY	Deadwood	C	95.1	100.0	1709		Associated Investors	82				AOR	450	0.73	8.7	6.7	8.0	4.4	15.9	16.2	13.5	12.6	12.5		
KZZI	Belle Fourche	C	95.9	100.0	1817		Lovcom Inc	95				AC			0.8	0.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0		
KLMP	Rapid City	C1	97.9	100.0	390		Bethesda Chrstn Bctg	68	9605	350		Christian	100	0.44	3.2	0.0	2.9	0.0	0.6	0.0	0.0	0.0	0.0		
KOUT	Rapid City	C1	98.7	100.0	446	b	Ingstad, Tom	94	9506	45	cp	Country	975	0.91	15.1	15.7	13.9	18.2	17.1	0.0	0.0	0.0	0.0		
KFXS	Rapid City	C1	100.3	100.0	449	b	Ingstad, Tom	77	8501	2,275		Clsc Rock	850	0.84	14.3	10.4	13.1	13.1	4.9	8.8	16.5	16.8	20.4		
KDDX	Spearfish	C	101.1	100.0	1818	c	Duhamel Bcstg Entpr	85	9203	525		AOR	350	0.88	5.6	3.7	5.1	3.6	2.4	2.2	0.8	5.6	4.6		
KIQK	Rapid City	C1	104.1	100.0	515	d	Tom-Tom Comm Inc	92				Country	750	2.71	3.9	9.0	3.6	12.4	14.0	25.0	14.3	0.0	0.0		
KSLT	Spearfish	C	107.3	100.0	1703		Bethesda Chrstn Bctg	84				ChrsContemp	400	3.52	1.6	1.5	1.5	2.2	0.6	1.5	6.8	2.8	3.3		
# FM Stations - 10													# Combos - 6		FM TOTALS		69.1	65.7	63.4	71.4	67.1	69.1	66.2	53.9	53.3

AM Stations

City of		FCC	Day		Night		Year		Date		Sales		1996		Avg '96											
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	Price	LMA	Format	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	
KBHB	Sturgis	11	810	21.0	0.00	a	Community Airwaves	62	8910		c1	Country/Old	400	0.78	7.2	5.2	6.6	0.7	3.0	3.7	0.0	4.2	5.3			
KKLS	Rapid City	111	920	5.0	0.11	b	Ingstad, Tom	59	9608		sw	Oldies	400	1.76	3.2	6.7	2.9	1.5	1.8	3.7	6.0	6.3	9.2			
KIMM	Rapid City	111	1150	5.0	0.50	b	Ingstad, Tom	62	8501			Country	100	0.36	3.9	3.0	3.6	2.2	1.2	4.4	6.0	11.2	11.2			
KTOQ	Rapid City	1V	1340	1.0	1.00	d	Tom-Tom Comm Inc	53	7812			Nostalgia	400	0.65	8.7	3.0	8.0	4.4	4.3	5.9	4.5	3.5	3.9			
KOTA	Rapid City	111	1380	5.0	5.00	c	Duhamel Bcstg Entpr	36	5405			Talk/AC	500	0.88	8.0	8.2	7.3	10.2	6.1	6.6	3.8	6.3	9.9			
# AM Stations - 5													# Combos - 5		AM TOTALS		31.0	26.1	28.4	19.0	16.4	24.3	20.3	31.5	39.5	
Stations Profiled - 15													# Duopolies - 4		Total Local Commercial Share		91.8	91.8	90.4	83.5	93.4	86.5	85.4	92.8		

METRO RANK: 250



Metro Rank: 251

Revenue Rank: 184

La Crosse, WI Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 4,800	5,300	5,400	5,800	5,700	6,200	5.3%
★ ★	Δ 95-96 9.7%	1996 \$ 6,800	1997 7,100	1998 7,500	1999 7,900	2000 8,400	Δ 96-00 5.4%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$5.70/1,000	\$4.84/1,000	\$5.05/1,000	Local	88%		
Revenue/Capita	\$48.78	\$60.61	\$79.32	National	12%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	98.4	102.3	0.8%	102.3	105.9	0.7%
Households	36.9	38.7	1.0%	38.7	41.0	1.2%
Retail Sales	842.0	1,281.0	8.8%	1,281.0	1,663.8	5.4%
EBI	1,296.4	1,371.2	1.1%	1,371.2	1,759.7	5.1%

Metro Counties

La Crosse, WI	102.3

	102.3

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	49.4	9.3	4.0	6.4	7.3	7.9	5.5	8.9
Women (000)	52.9	8.6	3.8	7.5	7.5	8.0	5.5	12.0
Total	102.3	17.9	7.8	13.9	14.9	15.9	11.0	20.8
Percentage	100.0%	17.5%	7.7%	13.6%	14.5%	15.6%	10.8%	20.4%
Per Capita	\$13,404	Median Household		\$29,700	Avg Household		\$35,432	
Ethnic Population:	White 95.8%	Black 0.6%	Asian 3.3%	Hispanic 0.8%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	4		6	6	10	4	14
Tot 12+	18.8		45.6	54.3	64.4	19.5	83.9
Avg 12+	4.7		7.6	9.1	6.4	4.9	6.0
Tot LCS	22.4		54.4	64.7	76.8	23.2	100.0
Avg LCS	5.6		9.1	10.8	7.7	5.8	7.1

MARKET: La Crosse, WI

METRO RANK: 251

Competitive Overview

FM Stations

											Arbitron 12+ Metro Shares (see rights)													
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Spring		Fall		Spring		Fall	
													Revenue (000)	Power Ratio	Local Comm Sh	1997	1996	1996	1995	1995	1994	1994	1993	
WIZM	La Crosse	C	93.3	100.0	1020	c	Mid-West Family Bcst	66	7107			1 CHR	1,450	1.14	18.7	15.2	12.8	16.1	0.0	20.9	0.0	16.8	0.0	
KHTW	Caledonia	A	94.7	2.1	561	a	Marathon Media LLC	94	9609		g1	AC	150	0.60	3.7	2.2	2.4	3.2	0.0	0.7	0.0	0.0	0.0	
WTRV	La Crosse	C2	95.7	50.0	492	b	Mid-West Family Bcst	72	9607	1,300	c2	1 Country	550	0.95	8.5	6.5	3.2	7.3	0.0	4.3	0.0	2.9	0.0	
WCOW	Sparta	C1	97.1	100.0	587		Sparta-Tomah Bcstg	60	8901			Country	950	2.15	6.5	3.6	6.4	5.6	0.0	7.2	0.0	3.6	0.0	
KQYB	Spring Grove	C2	98.3	33.0	607	a	Marathon Media LLC	80	9609		g1	Country			0.0	1.4	0.8	0.0	0.0	0.0	0.0	0.7	0.0	
WKBH	West Salem	A	100.1	3.6	cp 427		DN Communications	82	9306	175	1	Clsc Rock	500	0.78	9.4	10.1	10.4	8.1	0.0	4.3	0.0	8.0	0.0	
KQEG	La Crescent	C3	102.7	3.6	cp 863		White Eagle Bcstg	89				Oldies	400	0.69	8.5	8.0	8.8	7.3	0.0	5.0	0.0	5.8	0.0	
WLXR	La Crosse	A	104.9	3.4	440	e	Mississippi Vly Bcst	75	9608	700	c1	AC	350	1.12	4.6	4.3	6.4	4.0	0.0	2.2	0.0	5.8	0.0	
WFBZ	Trempealeau	A	105.5	2.1	532	d	Riverview Comm	84	9108		na	1 Clsc Rock	350	1.12	4.6	2.2	2.4	4.0	0.0	1.4	0.0	4.4	0.0	
WCC	La Crosse	C3	106.3	18.0	387	e	Mississippi Vly Bcst	94				Country	700	1.00	10.3	10.9	9.6	8.9	0.0	13.7	0.0	8.0	0.0	
													74.8	64.4	63.2	64.5	0.0	59.7	0.0	56.0	0.0			

FM Stations - 10 # Combos - 7

FM TOTALS

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Spring		Fall		Spring		Fall	
													Revenue (000)	Power Ratio	Local Comm Sh	1997	1996	1996	1995	1995	1994	1994	1993	
WKTY	La Crosse	III	580	5.0	0.74	b	Mid-West Family Bcst	48	9607		c2	1 Sports	500	0.66	11.2	5.1	6.4	9.7	0.0	4.3	0.0	8.0	0.0	
WIZM	La Crosse	III	1410	5.0	5.00	c	Mid-West Family Bcst	23	7107			1 News/Talk	600	1.04	8.5	6.5	5.6	7.3	0.0	7.2	0.0	9.5	0.0	
WLFN	La Crosse	IV	1490	1.0	1.00	e	Mississippi Vly Bcst	47	9608		c1	Oldies	250	0.99	3.7	7.2	6.4	3.2	0.0	4.3	0.0	6.6	0.0	
WKBH	Holmen	II	1570	1.0	0.37	d	Riverview Comm	84	9108		na	1 Sports/Talk			1.9	0.7	2.4	1.6	0.0	0.0	0.0	0.7	0.0	
													25.3	19.5	20.8	21.8	0.0	15.8	0.0	24.8	0.0			

AM Stations - 4 # Combos - 4

AM TOTALS

Stations Profiled - 14

Duopolies - 4

Total Local Commercial Share

83.9 84.0 86.3 0.0 75.5 0.0 80.8 0.0

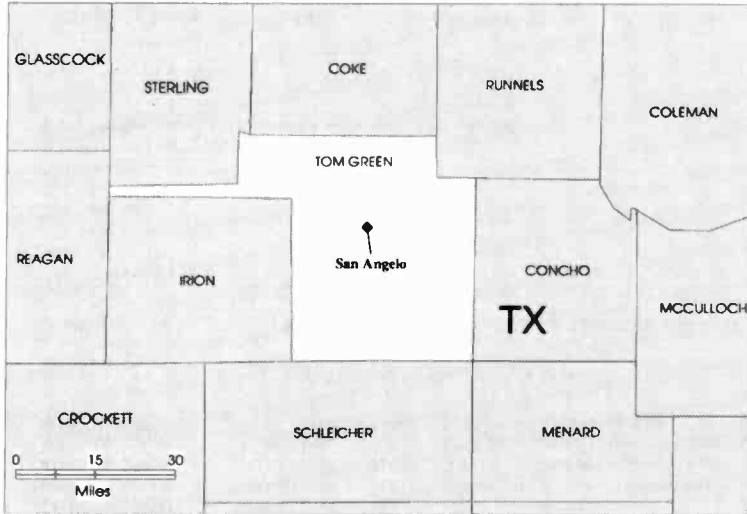
NOTE: Market rated twice yearly with Fall 1996 period.

METRO RANK: 251

Metro Rank: 252

Revenue Rank: 247

San Angelo, TX Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 2,500	2,500	2,700	3,000	3,400	3,600	7.6%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	11.1%	\$ 4,000	4,200	4,400	4,700	5,000	5.7%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.69/1,000	\$4.10/1,000	\$4.64/1,000	Local	90%		
Revenue/Capita	\$25.18	\$34.82	\$47.13	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	99.3	103.4	0.8%	103.4	106.1	0.5%
Households	35.7	37.2	0.8%	37.2	38.8	0.8%
Retail Sales	677.9	878.8	5.3%	878.8	1,078.1	4.2%
EBI	1,242.0	1,316.3	1.2%	1,316.3	1,595.4	3.9%

Metro Counties

Tom Green, TX	103.4

	103.4

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	50.3	10.2	4.3	6.0	7.6	7.7	5.5	9.1
Women (000)	53.1	9.7	4.2	5.7	7.6	7.8	5.8	12.3
Total	103.4	19.9	8.6	11.6	15.2	15.4	11.3	21.4
Percentage	100.0%	19.2%	8.3%	11.3%	14.7%	14.9%	10.9%	20.7%
Per Capita	\$12,730	Median Household		\$27,134	Avg Household		\$35,384	
Ethnic Population:	White 93.7%	Black 4.6%	Asian 1.3%	Hispanic 29.3%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1		7	5	8	3	11
Tot 12+	8.0		73.2	62.3	81.2	8.7	89.9
Avg 12+	8.0		10.5	12.5	10.2	2.9	8.2
Tot LCS	8.9		81.4	69.3	90.3	9.7	100.0
Avg LCS	8.9		11.6	13.9	11.3	3.2	9.1

Competitive Overview

FM Stations

														Arbitron 12+ Metro Shares (see rights)																	
City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales Price	LMA	Format	1996 Revenue	1996 Power	Avg '96 Local	Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990								
Calls	License	Class	Freq	(kW)				Std	Acq	(000)			(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990								
KDCD	San Angelo	C1	92.9	100.0	600		Regency Bcstg Inc	80	9208	186		Country	400	0.96	10.4	8.7	9.3	11.5	8.6	7.7	0.0	0.0	9.5								
KCRN	San Angelo	C1	93.9	100.0	650	c	Criswell Ctr Biblicl	65	9106	350	c1	Inspiration			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
KIXY	San Angelo	C1	94.7	100.0	358	a	Foster Comm	66	8404	1,275	c2	CHR	800	0.96	20.9	17.4	18.6	18.0	22.7	20.8	23.7	28.2	27.0								
KGKL	San Angelo	C1	97.5	100.0	410	b	Gloger Properties	65	7104			Country	800	1.21	16.5	19.6	14.7	24.5	21.9	27.7	37.4	31.7	32.1								
KELI	San Angelo	C	98.7	93.0	1289		Earshot Bcstg Inc	86				AC	550	1.13	12.2	12.3	10.9	14.4	10.9	14.6	14.5	10.6	6.6								
KYZZ	San Angelo	A	100.1	6.0	328		Carver, Dwight	95				Tejano	200	0.94	5.3	8.0	4.7	0.0	0.0	0.0	0.0	0.0	0.0								
KWFR	San Angelo	C1	101.9	100.0	351	a	Foster Comm	91	9412		g	Clsc Rock	500	0.76	16.5	10.9	14.7	0.0	0.0	0.0	0.0	4.2	0.0								
KSJT	San Angelo	C1	107.5	100.0	604		La Unica Bcstg Co	85				Spanish	300	1.07	7.0	4.3	6.2	9.4	10.2	6.9	2.3	6.3	5.8								
# FM Stations - 8																# Combos - 4		FM TOTALS					88.8	81.2	79.1	77.8	74.3	77.7	77.9	81.0	81.0

AM Stations

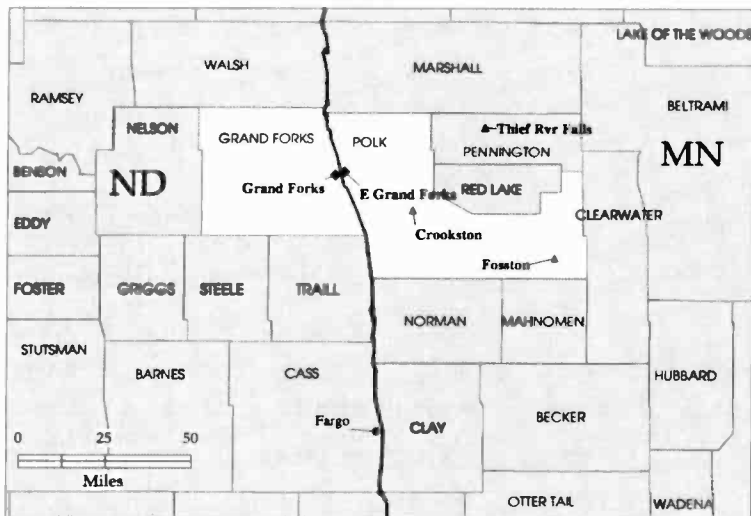
														Arbitron 12+ Metro Shares (see rights)																	
City of		FCC	Day Power		Night Power	C	Owner	Year	Date	Sales Price	LMA	Format	1996 Revenue	1996 Power	Avg '96 Local	Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990								
Calls	License	Class	Freq	(kW)	(kW)			Std	Acq	(000)			(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990								
KGKL	San Angelo	III	960	5.0	1.00	b	Gloger Properties	28	7104			Country	250	1.02	6.1	5.1	5.4	2.2	2.3	6.2	4.6	3.5	2.2								
KKSA	San Angelo	III	1260	0.5	0.00	a	Foster Comm	54	8404		c2	Nws/Tk/Spts	200	0.94	5.3	3.6	4.7	7.2	5.5	3.8	1.5	2.1	5.1								
KCRN	San Angelo	IV	1340	1.0	1.00	c	Criswell Ctr Biblicl	47	9106		c1	Inspiration			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
# AM Stations - 3																# Combos - 3		AM TOTALS					11.4	8.7	10.1	9.4	7.8	10.0	6.1	5.6	7.3
Stations Profiled - 11																# Duopolies - 1		Total Local Commercial Share					89.9	89.2	87.2	82.1	87.7	84.0	86.6	88.3	



Metro Rank: 253

Revenue Rank: 223

Grand Forks, ND-MN Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 3,900	3,600	3,700	4,000	4,600	5,200	5.9%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	0.0%	\$ 5,200	5,400	5,700	5,900	6,200	4.5%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.85/1,000	\$4.65/1,000	\$4.32/1,000	Local	92%		
Revenue/Capita	\$37.75	\$50.14	\$59.27	National	8%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	103.3	103.7	0.1%	103.7	104.6	0.2%
Households	37.4	37.8	0.2%	37.8	38.6	0.4%
Retail Sales	804.8	1,117.5	6.8%	1,117.5	1,436.1	5.1%
EBI	1,328.1	1,318.4	-0.1%	1,318.4	1,656.1	4.7%

Metro Counties

Grand Forks, ND	71.0
Polk, MN	32.7

	103.7

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	52.5	10.4	4.3	7.7	8.9	7.9	5.0	8.4
Women (000)	51.2	9.7	4.0	6.8	7.9	7.2	5.0	10.6
Total	103.7	20.1	8.3	14.5	16.8	15.0	10.0	19.0
Percentage	100.0%	19.4%	8.0%	14.0%	16.2%	14.5%	9.6%	18.3%
Per Capita	\$12,714	Median Household		\$27,756	Avg Household		\$34,878	
Ethnic Population:	White 95.5%	Black 1.6%	Asian 1.1%	Hispanic 2.5%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations			8	7	8	6	14
Tot 12+			0.0	0.0	0.0	0.0	0.0
Avg 12+			0.0	0.0	0.0	0.0	0.0
Tot LCS			***.*	***.*	***.*	***.*	100.0
Avg LCS			**.*	**.*	**.*	**.*	7.1

Competitive Overview

FM Stations

											Arbitron 12+ Metro Shares (see rights)													
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990
													Revenue (000)	Power Ratio	Local Comm Sh									
KKXL	Grand Forks	C1	92.9	63.0	390	a	Iowa City Bcstg Co	75	9708	2,750p	c2	CHR	450	0.55	15.7	0.0	12.1	11.3	7.4	6.3	7.2	9.5	10.9	
KNOX	Grand Forks	C1	94.7	100.0	249	d	Leighton Enterprises	67	9611	1,100	c1	Country	350	0.91	7.4	0.0	5.7	6.0	2.7	5.6	2.2	3.6	4.3	
KQHT	Crookston	C1	96.1	100.0	413		KJ Radio Inc	85	9706	500		Soft Rock	350	0.91	7.4	0.0	5.7	7.3	6.1	6.9	5.8	16.1	13.8	
KYCK	Crookston	C1	97.1	100.0	361	d	Leighton Enterprises	80				Country	1,250	1.18	20.4	0.0	15.7	14.0	16.2	18.8	19.4	14.6	11.6	
KSNR	Thief River Falls	C1	100.3	100.0	564	a	Iowa City Bcstg Co	76	9708	1,175p	c3	Oldies	350	0.81	8.3	0.0	6.4	2.7	7.4	6.3	5.8	6.6	9.4	
KZLT	E Grand Forks	C1	104.3	100.0	443	b	KRAD Inc	75				Soft AC	500	1.05	9.2	0.0	7.1	9.3	4.1	9.0	5.8	3.6	5.1	
KKEQ	Fosston	C2	107.1	50.0	482	c	Pine To Prairie Bcst	69	9201	170		ChrsContemp			1.8	0.0	1.4	1.3	1.4	0.7	0.0	0.0	0.0	
KJKJ	Grand Forks	C1	107.5	100.0	446		Hoberg Family	85				AOR	750	1.04	13.9	0.0	10.7	9.3	8.8	4.2	12.9	10.9	5.1	
# FM Stations - 8													# Combos - 6		FM TOTALS									
															84.1	0.0	64.8	61.2	54.1	57.8	59.1	64.9	60.2	

AM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	Day Night (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990
													Revenue (000)	Power Ratio	Local Comm Sh									
KTRF	Thief River Falls	IV	1230	1.0	1.00	a	Iowa City Bcstg Co	47	9708		p	c3	AC/News			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KROX	Crookston	III	1260	1.0	0.50		Gopher Comm Co	48	8705	198	al	AC/Nws/Talk	375	2.67	2.7	0.0	2.1	2.0	4.1	5.6	2.2	2.9	2.2	
KNOX	Grand Forks	III	1310	5.0	5.00	d	Leighton Enterprises	47	9611			Country	250	1.02	4.7	0.0	3.6	4.7	6.8	6.3	7.9	5.8	4.3	
• KKXL	Grand Forks	III	1440	1.0	0.50	a	Iowa City Bcstg Co	41	9708		p	c2	DARK	50	1.07	0.9	0.0	0.7	1.3	1.4	0.7	2.9	2.9	0.7
KKCQ	Fosston	III	1480	5.0	0.09	c	Pine To Prairie Bcst	66	9201	150		Country	225	2.40	1.8	0.0	1.4	0.0	2.0	1.4	0.7	0.0	2.9	
KCWN	E Grand Forks	III	1590	5.0	1.00	b	KRAD Inc	59				Nws/Tk/Spts	300	1.03	5.6	0.0	4.3	4.0	7.4	4.2	2.2	1.5	3.6	
# AM Stations - 6													# Combos - 5		AM TOTALS									
															15.7	0.0	12.1	12.0	21.7	18.2	15.9	13.1	13.7	
Stations Profiled - 14													# Duopolies - 3		Total Local Commercial Share									
															0.0	76.9	73.2	75.8	76.0	75.0	78.0	73.9		

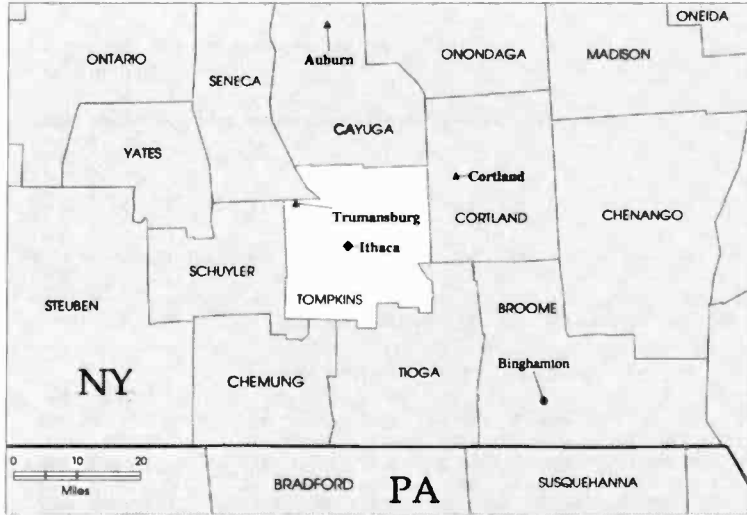
Note: Spring 1997 book was cancelled due to flooding in the market

• Indicates a change since last edition.

Metro Rank: 254

Revenue Rank: 256

Ithaca, NY Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 2,600	2,300	2,300	2,600	2,800	2,800	1.5%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	14.3%	\$ 3,200	3,300	3,500	3,600	3,800	4.4%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.04/1,000	\$3.85/1,000	\$4.46/1,000	Local	92%		
Revenue/Capita	\$27.48	\$29.02	\$39.05	National	8%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	94.6	96.5	0.4%	96.5	97.3	0.2%
Households	33.5	34.0	0.3%	34.0	34.6	0.4%
Retail Sales	643.5	727.6	2.5%	727.6	852.2	3.2%
EBI	1,424.5	1,234.6	-2.8%	1,234.6	1,428.8	3.0%

Metro Counties

Tompkins, NY	96.5

	96.5

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	48.0	6.9	3.1	12.1	7.6	7.3	4.7	6.3
Women (000)	48.5	6.5	3.0	11.1	7.2	7.4	4.9	8.5
Total	96.5	13.4	6.1	23.2	14.8	14.7	9.6	14.8
Percentage	100.0%	13.9%	6.3%	24.0%	15.3%	15.2%	10.0%	15.3%
Per Capita	\$12,794	Median Household		\$27,858	Avg Household		\$36,313	
Ethnic Population:	White 89.5%	Black 3.6%	Asian 6.6%	Hispanic 2.7%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	1	4		2	5	4	9
Tot 12+	3.7	38.1		29.7	41.8	8.3	50.1
Avg 12+	3.7	9.5		14.9	8.4	2.1	5.6
Tot LCS	7.4	76.0		59.3	83.4	16.6	100.0
Avg LCS	7.4	19.0		29.6	16.7	4.1	11.1

MARKET: Ithaca, NY

METRO RANK: 254

Competitive Overview

NOTE: Some stations also rated in Syracuse (70).

FM Stations

													Arbitron 12+ Metro Shares (see rights)												
Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990		
												Revenue (000)	Power Ratio	Local Comm Sh											
WVBR	Ithaca	A	93.5 3.0	249		Cornell Radio Guild	58				AOR	200	1.36	4.6	3.7	2.5	2.5	8.7	9.2	2.9	3.4	6.2			
WYXL	Ithaca	B	97.3 26.0	879	a	Eagle Bcstg Co Inc	47	8604	1,475	c2	AC	1,500	1.01	46.3	20.4	25.4	20.0	13.5	16.7	16.9	15.3	9.7			
WIII	Cortland	B	99.9 23.5	732	b	Dynacom Radio Group	47	9112	1,100	c1	Clsc Rock	75	1.56	1.5	6.5	0.8	1.7	7.9	8.3	10.3	9.3	11.5			
WQNY	Ithaca	B	103.7 12.0	889	a	Eagle Bcstg Co Inc	48	9606	2,100	c3	Country	600	1.21	15.5	9.3	8.5	8.3	5.6	10.8	5.1	11.0	9.7			
• WHCD	Auburn	B	106.9 13.8	942		Salt City Comm	49	9707		g	Smooth Jazz	100	0.23	13.8	1.9	7.6	13.3	8.7	10.8	12.5	10.2	11.5			
# FM Stations - 5													# Combos - 3		FM TOTALS		81.7	41.8	44.8	45.8	44.4	55.8	47.7	49.2	48.6

AM Stations

Calls	City of License	FCC Class	Power Freq (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990	
													Revenue (000)	Power Ratio	Local Comm Sh										
WHCU	Ithaca	II	870 5.0	1.00		a	Eagle Bcstg Co Inc	23	8604		c2	Nws/Tk/Spts	500	1.13	13.8	7.4	7.6	8.3	8.7	5.8	5.9	7.6	9.7		
WKRT	Cortland	III	920 1.0	0.50		b	Dynacom Radio Group	47	9112		c1	Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WPIE	Trumansburg	II	1160 5.0	0.31			Pembrook Pines Inc	90	9303	150		Sports			0.0	0.0	0.0	0.0	0.0	0.8	0.0	1.7	0.0		
WTKO	Ithaca	III	1470 5.0	1.00		a	Eagle Bcstg Co Inc	56	9606		c3	Sports	300	2.04	4.6	0.9	2.5	0.8	8.7	8.3	4.4	1.7	7.1		
# AM Stations - 4													# Combos - 3		AM TOTALS		18.4	8.3	10.1	9.1	17.4	14.9	10.3	11.0	16.8
Stations Profiled - 9													# Duopolies - 2		Total Local Commercial Share		50.1	54.9	54.9	61.8	70.7	58.0	60.2	65.4	

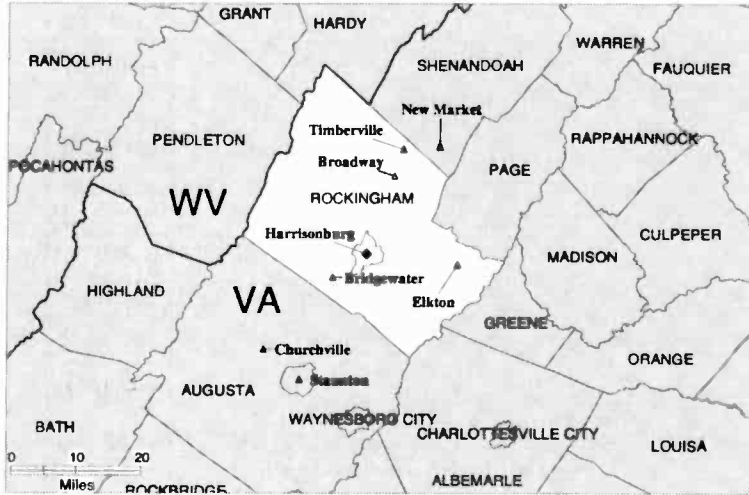
• Indicates a change since last edition.

METRO RANK: 254

Metro Rank: 255

Revenue Rank: 212

Harrisonburg, VA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 3,700	3,700	3,800	3,900	4,400	5,200	7.0%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	7.7%	\$ 5,600	5,900	6,200	6,600	7,000	5.7%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$6.17/1,000	\$4.90/1,000	\$5.25/1,000	Local	90%		
Revenue/Capita	\$41.57	\$54.28	\$68.76	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	89.0	95.8	1.5%	95.8	101.8	1.2%
Households	31.3	34.4	1.9%	34.4	37.4	1.7%
Retail Sales	599.2	1,061.7	12.1%	1,061.7	1,332.8	4.7%
EBI	942.6	1,251.5	5.8%	1,251.5	1,599.7	5.0%

Metro Counties

Harrisonburg city	33.8
Rockingham, VA	62.0

	95.8

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	46.3	7.3	3.4	7.7	6.9	7.0	5.6	8.3
Women (000)	49.5	7.0	3.3	8.6	6.5	7.2	5.7	11.2
Total	95.8	14.3	6.7	16.3	13.4	14.2	11.3	19.5
Percentage	100.0%	14.9%	7.0%	17.0%	14.0%	14.8%	11.8%	20.4%
Per Capita	\$13,064	Median Household		\$29,883	Avg Household		\$36,381	
Ethnic Population:	White 95.4%	Black 3.8%	Asian 0.8%	Hispanic 1.4%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	2	6		5	8	5	13
Tot 12+	8.2	44.5		46.4	52.7	25.4	78.1
Avg 12+	4.1	7.4		9.3	6.6	5.1	6.0
Tot LCS	10.5	57.0		59.4	67.5	32.5	100.0
Avg LCS	5.3	9.5		11.9	8.4	6.5	7.7

MARKET: Harrisonburg, VA

METRO RANK: 255

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96 Local Comm Sh	Arbitron 12+ Metro Shares (see rights)								
												Revenue (000)	Power Ratio		Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990	
• WTON	Staunton	B1	96.3 0.3	2339	d	High Impact Comm Inc	90	9602	1,000	c1	MOR			0.9	0.9	0.8	0.0	0.9	0.0	0.0	0.0	0.0	
• WLTK	Broadway	B1	96.1 2.6	1011	c	Massanutten Bcstg Co	89				ChrsContemp	250	1.21	3.7	3.6	3.1	2.3	2.6	0.8	2.4	3.7	0.0	
• WACL	Elkton	B1	98.5 0.9	1608	b	Mid Atlantic Network	89	9707	1,750p	1	Oldies	700	1.37	9.1	7.3	7.7	10.1	15.8	12.7	9.5	4.5	3.1	
• WQPO	Harrisonburg	B	100.7 50.0	492	a	VerStandig Bcstg	46	8704	2,650	c1 1	CHR	800	0.99	14.5	10.0	12.3	12.4	16.7	13.5	26.2	23.1	23.4	
• WEZI	New Market	A	103.3 2.1	545		VerStandig Bcstg	95	9710	1,000p		Soft AC	300	1.45	3.7	1.8	3.1	0.0	0.0	0.0	0.0	0.0	0.0	
• WKCY	Harrisonburg	B	104.3 50.0	410	b	Mid Atlantic Network	80	8903	2,000	c2	Country	1,050	0.94	20.0	12.7	16.9	10.9	10.5	20.6	7.1	14.2	19.5	
• WAMM	Bridgewater	A	105.1 6.0	328	a	VerStandig Bcstg	89	9608	875	c1	Country	300	0.84	6.4	6.4	5.4	5.4	0.0	0.0	2.4	2.2	3.1	
• WBOP	Churchville	B1	106.3 10.0	384		Lechman, Peter Wayne	91				Rock	700	1.54	8.1	10.0	6.9	14.0	2.6	5.6	3.2	6.7	0.0	
												66.4	52.7	56.2	55.1	49.1	53.2	50.8	54.4	49.1			
# FM Stations - 8												# Combos - 6		FM TOTALS									

AM Stations

Calls	City of License	FCC Class	Power Day Freq (kW)	Power Night (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96 Local Comm Sh	Arbitron 12+ Metro Shares (see rights)														
												Revenue (000)	Power Ratio		Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990							
• WWSA	Harrisonburg	III	550 5.0	1.00	a	VerStandig Bcstg	35	8704		c1 1	Nws/Tk/Spts	1,100	0.77	25.4	20.0	21.5	17.1	14.9	19.8	15.9	15.7	14.8							
• WTON	Staunton	IV	1240 1.0	1.00	d	High Impact Comm Inc	46	9602		c1	Country	46		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
• WKCY	Harrisonburg	III	1300 5.0	0.03	b	Mid Atlantic Network	67	8903		c2	AC/Nws/Talk	200	0.97	3.7	1.8	3.1	0.0	0.9	1.6	3.2	2.2	1.6							
• WHBG	Harrisonburg	III	1360 4.7	0.03	a	VerStandig Bcstg	56	9608		c1	Nws/Tk/Spts	50	0.99	0.9	0.9	0.8	0.8	0.0	3.2	1.6	0.0	3.1							
• WBTX	Broadway-Tmbrvl	III	1470 5.0	0.00	c	Massanutten Bcstg Co	72	9005		nc	Gospel	150	0.72	3.7	2.7	3.1	2.3	1.8	1.6	3.2	0.0	2.3							
# AM Stations - 5												# Combos - 5		AM TOTALS															
Stations Profiled - 13												# Duopolies - 4		Total Local Commercial Share															
														78.1		84.7		75.3		66.7		79.4		74.7		72.3		70.9	

NOTE: Market first rated Spring 1990.

• Indicates a change since last edition.

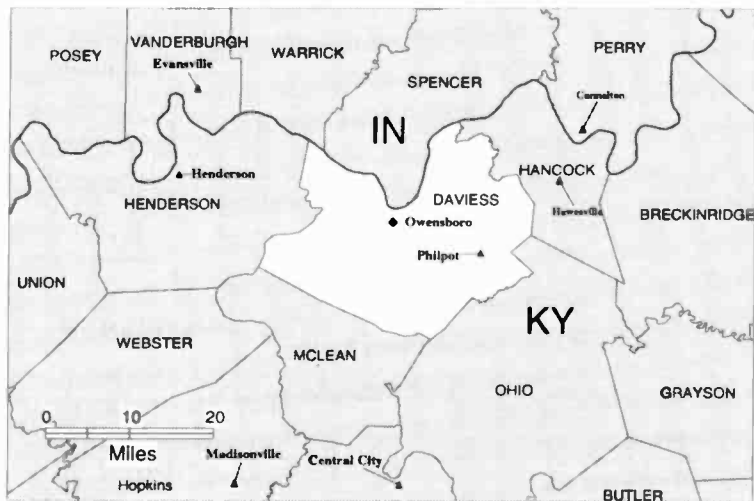
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METRO RANK: 255

Metro Rank: 256

Revenue Rank: 237

Owensboro, KY Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ N/A	N/A	N/A	N/A	4,300	4,500	
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	4.4%	\$ 4,700	4,900	5,100	5,300	5,600	4.5%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	N/A	\$4.94/1,000	\$4.82/1,000	Local	85%		
Revenue/Capita	N/A	\$49.40	\$59.70	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	87.2	91.1	0.9%	91.1	93.8	0.6%
Households	33.0	34.9	1.1%	34.9	36.7	1.0%
Retail Sales	675.9	910.8	6.1%	910.8	1,163.0	5.0%
EBI	990.0	1,162.1	3.3%	1,162.1	1,466.3	4.8%

Metro Counties

Daviess, KY	91.1

	91.1

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	43.7	8.6	4.3	3.7	6.4	6.9	5.6	8.2
Women (000)	47.4	8.1	4.1	3.9	6.7	7.2	5.9	11.6
Total	91.1	16.7	8.3	7.6	13.1	14.1	11.5	19.8
Percentage	100.0%	18.4%	9.1%	8.3%	14.3%	15.5%	12.6%	21.7%
Per Capita	\$12,757	Median Household		\$27,370	Avg Household		\$33,299	
Ethnic Population:	White 95.2%	Black 4.4%	Asian 0.3%	Hispanic 0.3%				

Market Summary

	Class A	Class B	Class C	Viab. FM's	All FM's	All AM's	Total
# Stations	2	1	6	3	9	3	12
Tot 12+	9.9	5.4	59.4	54.0	74.7	9.0	83.7
Avg 12+	5.0	5.4	9.9	18.0	8.3	3.0	7.0
Tot LCS	11.8	6.5	71.0	64.5	89.2	10.8	100.0
Avg LCS	5.9	6.5	11.8	21.5	9.9	3.6	8.3

MARKET: Owensboro, KY

METRO RANK: 256

Competitive Overview

Some stations also rated in Evansville, IN (151).

FM Stations

													Arbitron 12+ Metro Shares (see rights)													
City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales Price	LMA	Format	1996 Revenue	1996 Power	Avg '96 Local	Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990			
Calls	License	Class	Freq	(kW)				Std	Acq	(000)			(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990			
*WBKR	Owensboro	C1	92.5	96.0	cp	1001	a Brill Media Co	48	9307	2,700	c2	Country	1,500	0.85	37.6	23.4	31.8	37.1	33.0	36.1	37.3	31.7	37.0			
WKTG	Madisonville	C2	93.9	50.0		328	a Sound Bcstrs Inc	49	7304			Clsc Rock	300	1.99	3.2	4.5	2.7	3.4	1.0	3.7	0.0	0.0	0.0			
WBIO	Philpot	A	94.7	3.0		328	b Cromwell Group	93				Country	450	0.99	9.7	9.0	8.2	6.9	5.8	0.0	0.0	0.0	0.0			
WSTO	Owensboro	C	96.1	100.0		1001	a Brill Media Co	48	9703	5,000	c1	CHR	1,800	2.09	18.3	21.6	15.5	11.2	15.5	16.7	24.5	22.1	27.7			
WXCM	Hawesville	A	97.1	5.0		358	b Cromwell Group	93				Clsc Rock			0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WKDQ	Henderson	C	99.5	98.0		984	Brill Media Co	47	9705	8,000		Country	n/a		7.6	5.4	6.4	5.2	3.9	7.4	3.6	6.7	10.9			
WOXQ	Central City	C1	101.9	100.0		669	Starlight Bcstg Co	56				AC	250	1.00	5.3	4.5	4.5	2.6	4.9	0.0	0.0	0.0	0.0			
WLME	Cannelton	C3	102.9	12.5		466	b Cromwell Group	90				Oldies			3.2	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0			
WKY	Evansville	B	104.1	39.0		571	South Central Comm	48				FullService	n/a		7.6	5.4	6.4	0.0	2.9	6.5	6.4	3.8	1.7			
															-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
# FM Stations - 9															# Combos - 5	FM TOTALS		92.5	74.7	78.2	66.4	67.0	70.4	71.8	64.3	77.3

AM Stations

													Arbitron 12+ Metro Shares (see rights)													
City of		FCC	Power		Day	Night	C	Owner	Year	Date	Sales Price	LMA	Format	1996 Revenue	1996 Power	Avg '96 Local	Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990		
Calls	License	Class	Freq	(kW)	(kW)	(kW)			Std	Acq	(000)			(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990		
*WKCM	Hawesville	I1	1160	2.5	1.00	1.00	b Cromwell Group	72				DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WVJS	Owensboro	I11	1420	5.0	1.00	1.00	a Brill Media Co	47	9703		c1	Adlt Stndrd	200	0.99	4.3	6.3	3.6	1.7	3.9	5.6	8.2	12.5	8.4			
WOMI	Owensboro	IV	1490	0.8	0.83	0.83	a Brill Media Co	38	9307		c2	FullService	150	1.00	3.2	2.7	2.7	1.7	1.9	0.9	2.7	1.9	2.5			
															-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
# AM Stations - 3															# Combos - 3	AM TOTALS		7.5	9.0	6.3	3.4	5.8	6.5	10.9	14.4	10.9
Stations Profiled - 12															# Duopolies - 4	Total Local Commercial Share		83.7	84.5	69.8	72.8	76.9	82.7	78.7	88.2	

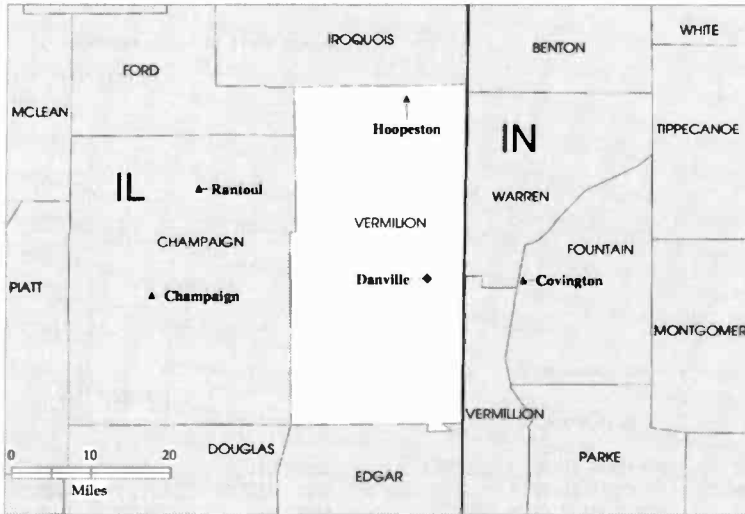
* Indicates a change since last edition.

METRO RANK: 256

Metro Rank: 257

Revenue Rank: 256

Danville, IL Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 2,600	2,600	2,700	2,900	3,100	3,200	4.2%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	0.0%	\$ 3,200	3,400	3,500	3,700	3,900	5.1%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.72/1,000	\$5.07/1,000	\$5.20/1,000	Local	85%		
Revenue/Capita	\$29.65	\$35.96	\$44.32	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	87.7	89.0	0.3%	89.0	88.0	-0.2%
Households	33.8	33.5	-0.2%	33.5	33.6	0.1%
Retail Sales	550.5	630.6	2.8%	630.6	750.7	3.5%
EBI	1,074.8	1,141.5	1.2%	1,141.5	1,342.6	3.3%

Metro Counties

Vermilion, IL	89.0

	89.0

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	44.2	7.4	4.0	3.4	6.4	7.1	5.7	10.2
Women (000)	44.8	7.3	3.8	3.0	5.6	6.6	5.6	12.8
Total	89.0	14.7	7.9	6.4	12.1	13.7	11.3	23.0
Percentage	100.0%	16.5%	8.8%	7.2%	13.6%	15.4%	12.7%	25.9%
Per Capita	\$12,826	Median Household		\$26,995	Avg Household		\$34,074	
Ethnic Population:	White 89.2%	Black 9.9%	Asian 0.7%	Hispanic 1.8%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	4	6		5	10	2	12
Tot 12+	15.5	47.5		47.5	63.0	9.7	72.7
Avg 12+	3.9	7.9		9.5	6.3	4.9	6.1
Tot LCS	21.3	65.3		65.3	86.7	13.3	100.0
Avg LCS	5.3	10.9		13.1	8.7	6.7	8.3

MARKET: Danville, IL

METRO RANK: 257

Competitive Overview

Some stations also rated in Champaign (212).

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales Price	1996 Revenue	Power	Avg '96 Local	Arbitron 12+ Metro Shares (see rights)							
Calls	License	Class	Freq	(kW)				Std	Acq	(000)	(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990
WKIO	Urbana	B1	92.5	11.5	486		Tak Communications	67			n/a		7.7	5.8	6.0	4.7	4.5	5.1	6.0	0.0	0.0
WLRW	Champaign	B	94.5	50.0	390	b	Saga Comm LP	63	8610	See (212)	n/a		5.5	3.9	4.3	5.7	1.8	3.4	4.0	4.2	5.3
WRHK	Danville	A	94.9	6.0	328	a	Neuhoff Bcstg Corp	92	9702	500	425	1.72	7.7	8.7	6.0	3.8	7.1	4.2	0.0	0.0	0.0
WZNF	Rantoul	A	95.3	1.9	413		Community Svc Radio	72	9507	350	n/a		1.2	1.9	0.9	0.0	2.7	4.2	3.0	6.3	3.1
WHMS	Champaign	B	97.5	50.0	358		DWS Inc	49			n/a		1.2	2.9	0.9	0.0	0.0	0.0	1.0	1.0	5.3
WIAI	Danville	B	99.1	50.0	499		Key Bcstg Inc	70	9304	1,300	900	1.80	15.6	13.6	12.1	16.0	13.4	13.6	22.0	20.8	19.1
WIXY	Champaign	B1	100.3	13.0	453	b	Saga Comm LP	92	9211	See (212)	n/a		15.6	8.7	12.1	7.5	9.8	11.0	0.0	0.0	0.0
WHPO	Hoopeston	A	100.9	3.0	299		Hooterville Bcstg	79	9601	225	300	1.05	8.9	3.9	6.9	3.8	2.7	5.9	6.0	1.0	5.3
WDNL	Danville	B	102.1	50.0	367	a	Neuhoff Bcstg Corp	67	9004	2,350	850	1.49	17.8	12.6	13.8	12.3	13.4	12.7	14.0	15.6	12.2
• WCDV	Covington	A	103.1	3.0	299		Benton-Weatherford	82	8507	325	150	1.42	3.3	1.0	2.6	1.9	5.4	0.0	1.0	5.2	6.9
													84.5	63.0	65.6	55.7	60.8	60.1	57.0	54.1	57.2

FM Stations - 10

Combos - 4

FM TOTALS

AM Stations

City of		FCC	Day Power	Night Power	HAAT	C	Owner	Year	Date	Sales Price	1996 Revenue	Power	Avg '96 Local	Arbitron 12+ Metro Shares (see rights)							
Calls	License	Class	Freq	(kW)	(kW)			Std	Acq	(000)	(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990
WITY	Danville	III	980	1.0	1.00		Vermilion Bcstg	53	8601		375	1.17	10.0	7.8	7.8	0.9	3.6	1.7	3.0	4.2	3.8
WDAN	Danville	IV	1490	1.0	1.00	a	Neuhoff Bcstg Corp	38	9004		200	1.14	5.5	1.9	4.3	3.8	3.6	1.7	4.0	1.0	7.6
													15.5	9.7	12.1	4.7	7.2	3.4	7.0	5.2	11.4

AM Stations - 2

Combos - 1

AM TOTALS

Stations Profiled - 12

Duopolies - 2

Total Local Commercial Share

72.7 77.7 60.4 68.0 63.5 64.0 59.3 68.6

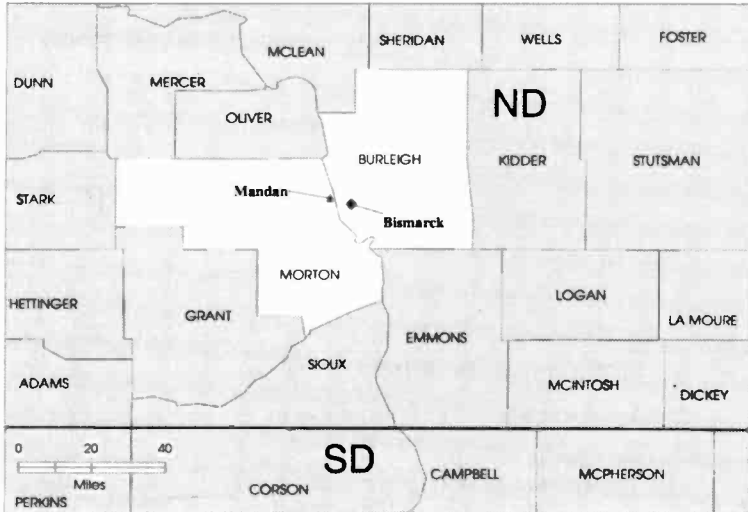
• Indicates a change since last edition.

METRO RANK: 257

Metro Rank: 258

Revenue Rank: 190

Bismarck, ND Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 5,000	5,000	4,800	5,100	5,500	6,100	4.1%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.6%	\$ 6,500	6,800	7,100	7,500	7,900	5.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$7.17/1,000	\$5.87/1,000	\$5.58/1,000	Local	85%		
Revenue/Capita	\$59.67	\$67.78	\$82.90	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	83.8	90.0	1.4%	90.0	95.3	1.2%
Households	31.4	34.0	1.6%	34.0	36.8	1.6%
Retail Sales	697.0	1,039.0	8.3%	1,039.0	1,415.0	6.4%
EBI	1,079.7	1,309.2	3.9%	1,309.2	1,761.9	6.1%

Metro Counties

Burleigh, ND	65.2
Morton, ND	24.8

	90.0

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	44.0	8.9	4.3	3.7	6.7	7.6	5.1	7.8
Women (000)	46.0	8.5	4.1	3.8	7.0	7.5	5.3	9.7
Total	90.0	17.4	8.5	7.5	13.6	15.2	10.4	17.5
Percentage	100.0%	19.3%	9.4%	8.3%	15.1%	16.8%	11.6%	19.4%
Per Capita	\$14,547	Median Household		\$31,951	Avg Household		\$38,506	
Ethnic Population:	White 96.9%	Black 0.1%	Asian 0.4%	Hispanic 0.6%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations			7	5	7	3	10
Tot 12+			60.8	50.1	60.8	31.2	92.0
Avg 12+			8.7	10.0	8.7	10.4	9.2
Tot LCS			66.1	54.5	66.1	33.9	100.0
Avg LCS			9.4	10.9	9.4	11.3	10.0

Competitive Overview

FM Stations

City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)									
Calls	License	Class	Freq	(kW)				Std	Acq	Price	LMA	Format	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring
										(000)			(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990	
KYYY	Bismarck	C	92.9	96.0	1181	b	Meyer Bcstg Co	66	9305			Hot AC	600	1.05	8.8	12.3	8.2	16.1	16.2	17.7	18.6	25.6	26.8	
KODY	Bismarck	C	94.5	100.0	1119	a	Anderson Bcstg Co	68				Country	950	1.15	12.7	10.7	11.8	11.0	13.7	22.3	17.8	15.8	9.8	
KBYZ	Bismarck	C	96.5	100.0	1001	c	Ingstad, James	86	9208	395	c1 1	Clsc Rock	1,550	0.97	24.5	14.8	22.7	16.1	13.7	11.5	11.9	11.3	13.8	
KKCT	Bismarck	C1	97.5	100.0	830		JKJ Bcstg	93	9404	150	1	Country	850	1.11	11.8	9.0	10.9	10.2	15.4	0.0	0.0	0.0	0.0	
KACL	Bismarck	C	98.7	100.0	1093	c	Ingstad, James	97		395	1	Oldies			0.0	7.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KSSS	Bismarck	C	101.5	100.0	988	a	Anderson Bcstg Co	94	9503	250		Lite Rock	350	0.78	6.9	3.3	6.4	5.9	0.0	0.0	0.0	0.0	0.0	
KNDR	Mandan	C1	104.7	100.0	cp 853		Central Dakota Entpr	77				Religion	100	0.81	1.9	3.3	1.8	1.7	4.3	0.0	4.2	3.0	3.3	
# FM Stations -		7	# Combos -		5	FM TOTALS						66.6	60.8	61.8	61.0	63.3	51.5	52.5	55.7	53.7				

AM Stations

City of		FCC	Day		Night	C	Owner	Year	Date	Sales	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)									
Calls	License	Class	Freq	(kW)	(kW)			Std	Acq	Price	LMA	Format	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring
										(000)			(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990	
KFYR	Bismarck	III	550	5.0	5.00	b	Meyer Bcstg Co	25	9305			AC	1,400	0.92	23.5	16.4	21.8	16.9	14.5	20.8	13.6	18.0	17.9	
KBMR	Bismarck	II	1130	10.0	0.00	a	Anderson Bcstg Co	58				Country	400	1.04	5.9	10.7	5.5	9.3	10.3	13.8	12.7	12.8	8.1	
KLXX	Bismarck	III	1270	1.0	0.25	c	Ingstad, James	25	9208		c1 1	Nostalgia	300	1.18	3.9	4.1	3.6	1.7	3.4	3.8	4.2	4.5	8.1	
# AM Stations -		3	# Combos -		3	AM TOTALS						33.3	31.2	30.9	27.9	28.2	38.4	30.5	35.3	34.1				
Stations Profiled -		10	# Duopolies -		2	Total Local Commercial Share						92.0	92.7	88.9	91.5	89.9	83.0	91.0	87.8					

Metro Rank: 259

Revenue Rank: 201

Jackson, TN Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ N/A	N/A	N/A	N/A	N/A	5,500	
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	7.3%	\$ 5,900	6,200	6,500	6,800	7,200	5.1%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	N/A	\$5.85/1,000	\$5.50/1,000	Local	90%		
Revenue/Capita	N/A	\$65.32	\$80.45	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	78.1	84.2	1.5%	84.2	89.5	1.2%
Households	29.7	32.1	1.6%	32.1	34.8	1.6%
Retail Sales	653.0	940.5	7.6%	940.5	1,309.9	6.9%
EBI	934.3	1,201.7	5.2%	1,201.7	1,653.7	6.6%

Metro Counties

Madison	84.2

	84.2

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	39.8	7.7	3.8	4.0	5.6	6.5	4.7	7.6
Women (000)	44.3	7.2	3.6	4.3	6.4	6.9	5.1	10.9
Total	84.2	14.8	7.4	8.3	12.0	13.3	9.8	18.4
Percentage	100.0%	17.6%	8.8%	9.9%	14.3%	15.9%	11.7%	21.9%
Per Capita	\$14,271	Median Household		\$29,422	Avg Household		\$37,435	
Ethnic Population:	White 67.2%	Black 32.3%	Asian 0.4%	Hispanic 0.4%				

Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations	4		5	6	9	3	12
Tot 12+	38.7		37.8	59.4	76.5	3.6	80.1
Avg 12+	9.7		7.6	9.9	8.5	1.2	6.7
Tot LCS	48.3		47.2	74.2	95.5	4.5	100.0
Avg LCS	12.1		9.4	12.4	10.6	1.5	8.3

MARKET: Jackson, TN

METRO RANK: 259

Competitive Overview

FM Stations

													Arbitron 12+ Metro Shares (see rights)												
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA Format	1996		Avg '96		Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990		
												Revenue (000)	Power Ratio	Local Comm Sh											
WYNU	Milan	C	92.3	100.0	991	b	Southern Star	64	9701	3,600	Hot AC	1,000	0.95	17.9	9.9	13.5	12.0	0.0	0.0	0.0	0.0	0.0	0.0		
WWGM	Alamo	C3	93.1	14.0	443		Grace Bcstg Services	89	9707	800p	Gospel	100	1.41	1.2	6.3	0.9	4.0	0.0	0.0	0.0	0.0	0.0	0.0		
WOJG	Bolivar	A	94.7	6.0	328		Shaw, Johnny & Opal	92			AC	300	0.61	8.3	9.0	6.3	6.0	0.0	0.0	0.0	0.0	0.0	0.0		
WFKX	Henderson	A	95.7	6.0	315		Wolfe Comm Inc	84			Urban AC	1,100	0.78	23.8	18.0	18.0	15.0	0.0	0.0	0.0	0.0	0.0	0.0		
WNWS	Jackson	A	101.5	2.2	381		Jackson Bcstrs LP	93			Nws/Tk/Spts	250	0.88	4.8	5.4	3.6	3.0	0.0	0.0	0.0	0.0	0.0	0.0		
WZDO	Humboldt	A	102.3	6.0	299	c	Quality Bcstg of TN	64	8704		na AC	400	1.13	6.0	6.3	4.5	2.0	0.0	0.0	0.0	0.0	0.0	0.0		
WMXX	Jackson	C2	103.1	50.0	cp 299	a	Hunt, Gerald W.	79			Oldies	350	0.99	6.0	5.4	4.5	3.0	0.0	0.0	0.0	0.0	0.0	0.0		
WTNV	Jackson	C1	104.1	100.0	679	b	Southern Star	47	9104		na Country	1,800	1.51	20.2	12.6	15.3	16.0	0.0	0.0	0.0	0.0	0.0	0.0		
WWYN	McKenzie	C1	106.9	100.0	892		Rainbow Media Inc	54	8909	200	Country	350	0.99	6.0	3.6	4.5	5.0	0.0	0.0	0.0	0.0	0.0	0.0		
# FM Stations - 9													# Combos - 4		FM TOTALS		94.2	76.5	71.1	66.0	0.0	0.0	0.0	0.0	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA Format	1996		Avg '96		Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990		
												Revenue (000)	Power Ratio	Local Comm Sh											
WDXI	Jackson	III	1310	5.0	1.00	a	Hunt, Gerald W.	48	9301	480	Bus News			0.0	0.0	0.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0		
WTJS	Jackson	III	1390	5.0	1.00	b	Southern Star	31	9104		na Talk	200	0.56	6.0	3.6	4.5	3.0	0.0	0.0	0.0	0.0	0.0	0.0		
WJAK	Jackson	III	1460	1.0	0.13	c	Quality Bcstg of TN	54			Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations - 3													# Combos - 3		AM TOTALS		6.0	3.6	4.5	6.0	0.0	0.0	0.0	0.0	0.0
Stations Profiled - 12													# Duopolies - 1		Total Local Commercial Share		80.1	75.6	72.0	0.0	0.0	0.0	0.0	0.0	

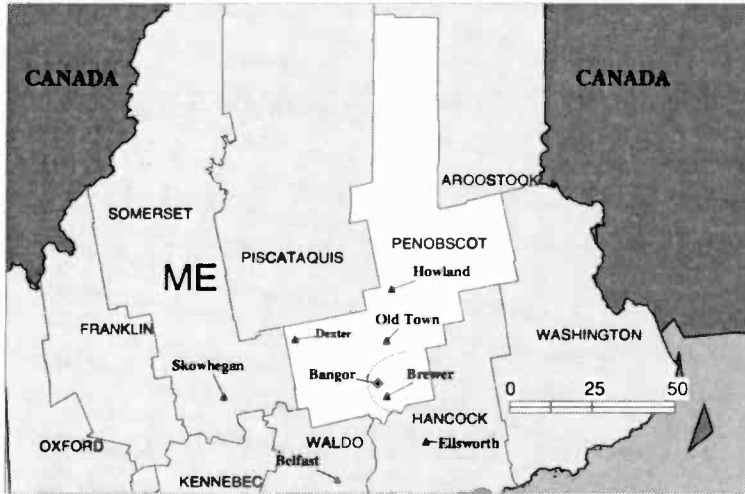
NOTE: Market first rated Spring 1995

METRO RANK: 259

Metro Rank: 260

Revenue Rank: 223

Bangor, ME Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 4,300	4,200	4,200	4,400	4,600	5,000	3.1%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	4.0%	\$ 5,200	5,400	5,600	5,800	6,100	4.1%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$5.82/1,000	\$5.62/1,000	\$5.98/1,000	Local	88%		
Revenue/Capita	\$53.28	\$62.11	\$75.22	National	12%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	80.7	80.5	0.0%	80.5	81.1	0.1%
Households	29.8	30.0	0.1%	30.0	31.0	0.7%
Retail Sales	738.2	890.3	3.8%	890.3	1,019.8	2.8%
EBI	994.1	1,016.2	0.4%	1,016.2	1,150.2	2.5%

Metro Counties

Penobscot, ME	80.5

	80.5

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	39.5	6.8	3.4	4.9	5.9	6.6	4.9	7.1
Women (000)	41.0	6.4	3.3	4.6	6.0	6.6	4.9	9.3
Total	80.5	13.2	6.6	9.5	11.9	13.2	9.8	16.3
Percentage	100.0%	16.4%	8.3%	11.8%	14.8%	16.4%	12.2%	20.3%
Per Capita	\$12,621	Median Household		\$27,779	Avg Household		\$33,841	
Ethnic Population:	White 97.9%	Black 0.4%	Asian 0.8%	Hispanic 0.6%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations		6	5	6	11	3	14
Tot 12+		40.7	32.3	55.3	73.0	9.4	82.4
Avg 12+		6.8	6.5	9.2	6.6	3.1	5.9
Tot LCS		49.4	39.2	67.1	88.6	11.4	100.0
Avg LCS		8.2	7.8	11.2	8.1	3.8	7.1

MARKET: Bangor, ME

METRO RANK: 260

Competitive Overview

Some stations also rated in Auguste, ME (243).

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
													Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993	
WEZO	Bangor	B	92.9	20.0	787	b	Dudman Comm Corp	76	9308	316		Soft AC	400	1.04	7.4	6.3	7.0	6.0	0.0	7.8	0.0	7.3	0.0	
WKSO	Ellsworth	B	94.5	11.5	1027	b	Osborne Bcst Group	82				AC	450	1.01	8.6	7.3	7.0	7.0	0.0	7.8	0.0	5.5	0.0	
WWMJ	Ellsworth	B	95.7	11.5	1030	b	Dudman Comm Corp	65	8005	700		Oldies	600	1.34	8.6	7.3	5.0	7.0	0.0	3.9	0.0	7.3	0.0	
WNBX	Bangor	B	97.1	5.0	1230	a	Gopher Hill Comm Inc	61	9707	700p c2		AC	500	1.30	7.4	3.1	5.0	6.0	0.0	2.9	0.0	4.6	0.0	
WKIT	Brewer	B	100.3	16.0	883	c	Zone Corp	79	9510	450		AOR	500	1.30	7.4	11.5	10.0	6.0	0.0	11.8	0.0	9.2	0.0	
WGUY	Dexter	C2	102.1	26.5	673		Innovative Adv Cnslt	93				Oldies	250	4.01	1.2	2.1	1.0	1.0	0.0	1.0	0.0	0.0	0.0	
WVOM	Howland	C	103.9	54.0	1509		Moon Song Comm Inc	93	9701	362		News/Talk	200	1.04	3.7	4.2	3.0	3.0	0.0	1.0	0.0	1.8	0.0	
WBFB	Belfast	B	104.7	10.0	1099		Osborne Bcst Group	86	9612	675		Country	300	0.52	11.1	5.2	4.0	9.0	0.0	9.8	0.0	9.2	0.0	
• WTOS	Skowhegan	C	105.1	50.0	2431		Cumulus Media LLC	69	9710	2,200p		AOR	n/a		4.9	5.2	6.0	4.0	0.0	8.8	0.0	3.7	0.0	
WQCB	Brewer	C	106.5	98.0	1079		Castle Bcstg	86				Country	1,500	1.67	17.3	17.7	21.0	14.0	0.0	16.7	0.0	14.7	0.0	
• WBZN	Old Town	C2	107.3	50.0	436		RHFM Inc	95	9707	500p		CHR			6.2	3.1	4.0	5.0	0.0	0.0	0.0	0.0	0.0	
													83.8	73.0	73.0	68.0	0.0	71.5	0.0	63.3	0.0			

FM Stations - 11 # Combos - 4

FM TOTALS

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		Arbitron 12+ Metro Shares (see rights)							
													Revenue (000)	Power Ratio	Local Comm Sh	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993	
WZON	Bangor	III	620	5.0	5.00	c	Zone Corp	26	9309	236		Sports	200	0.78	4.9	2.1	3.0	4.0	0.0	0.0	0.0	1.8	0.0	
WABI	Bangor	III	910	5.0	5.00	a	Gopher Hill Comm Inc	24	9707		p c2	Nostalgia	250	0.43	11.1	7.3	7.0	9.0	0.0	7.8	0.0	7.3	0.0	
WDEA	Ellsworth	III	1370	5.0	5.00	b	Dudman Comm Corp	58	8005			Adlt Stndrd			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
													16.0	9.4	10.0	13.0	0.0	7.8	0.0	9.1	0.0			

AM Stations - 3 # Combos - 3

AM TOTALS

Stations Profiled - 14

Duopolies - 2

Total Local Commercial Share

82.4 83.0 81.0 0.0 79.3 0.0 72.4 0.0

NOTE: Market rated twice yearly with Fall 1996 period.

• Indicates a change since last edition.

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METRO RANK: 260

Metro Rank: 261

Revenue Rank: 251

Great Falls, MT Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 2,400	2,600	2,800	3,000	3,300	3,300	6.6%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.1%	\$ 3,500	3,600	3,800	4,000	4,200	4.7%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$3.91/1,000	\$4.06/1,000	\$4.44/1,000	Local	85%		
Revenue/Capita	\$30.97	\$40.10	\$49.18	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	77.5	82.3	1.2%	82.3	85.4	0.7%
Households	30.1	31.3	0.8%	31.3	32.3	0.6%
Retail Sales	614.4	813.8	5.8%	813.8	944.9	3.0%
EBI	938.3	1,081.9	2.9%	1,081.9	1,371.8	4.9%

Metro Counties

Cascade, MT	82.3

	82.3

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	40.7	8.2	3.6	3.4	6.3	6.4	5.0	7.8
Women (000)	41.6	7.9	3.3	3.1	6.2	6.4	5.2	9.5
Total	82.3	16.1	6.9	6.5	12.5	12.8	10.2	17.3
Percentage	100.0%	19.6%	8.4%	7.8%	15.2%	15.6%	12.5%	21.0%
Per Capita	\$13,146	Median Household		\$27,024	Avg Household		\$34,566	
Ethnic Population:	White 93.2%	Black 1.5%	Asian 1.2%	Hispanic 2.0%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations			4	4	4	4	8
Tot 12+			65.2	65.2	65.2	23.2	88.4
Avg 12+			16.3	16.3	16.3	5.8	11.1
Tot LCS			73.8	73.8	73.8	26.2	100.0
Avg LCS			18.5	18.4	18.4	6.6	12.5

MARKET: Great Falls, MT

METRO RANK: 261

Competitive Overview

FM Stations

													Arbitron 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA Format	1996		Avg '96		Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990
												Revenue (000)	Power Ratio	Local Comm Sh									
KLFM	Great Falls	C1	92.9	100.0	cp	479	a STARadio Corp	82	9507	925	Oldies	300	0.92	9.3	10.5	8.3	6.6	8.7	17.7	7.2	14.1	12.8	
KMON	Great Falls	C1	94.5	100.0	cp	479	a STARadio Corp	72	9012	750	c2 Country	850	0.74	33.0	26.3	29.6	27.4	21.2	13.5	18.6	10.9	8.5	
KAAK	Great Falls	C1	98.9	100.0	cp	482	c Sunbrook Comm Inc	72	8805	598	c3 AC	750	1.22	17.5	17.9	15.7	16.0	17.3	15.6	21.6	16.3	20.2	
KQDI	Great Falls	C1	106.1	100.0	cp	371	b Sunbrook Comm Inc	63	9604	850	c1 Clsc Rock	650	1.39	13.4	10.5	12.0	16.0	9.6	11.5	10.3	15.2	13.8	
# FM Stations - 4													# Combos - 4										
													FM TOTALS		73.2	65.2	65.6	66.0	56.8	58.3	57.7	56.5	55.3

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)		Night Power (kW)		C	Owner	Year Std	Date Acq	Sales Price (000)	LMA Format	1996		Avg '96		Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990
														Revenue (000)	Power Ratio	Local Comm Sh									
KMON	Great Falls	III	560	5.0	5.00			a	STARadio Corp	47	9012		c2 Country	550	1.27	12.4	14.7	11.1	7.5	12.5	13.5	10.3	14.1	11.7	
• KEIN	Great Falls	III	1310	5.0	1.00				Munson Radio Inc	22	9707	80	Country	150	1.38	3.1	1.1	2.8	3.8	3.8	5.2	2.1	5.4	8.5	
• KXGF	Great Falls	IV	1400	1.0	cp 1.00			c	Sunbrook Comm Inc	47	8805		c3 Nostalgia	100	0.31	9.3	4.2	8.3	9.4	5.8	5.2	8.2	8.7	7.4	
• KQDI	Great Falls	IV	1450	1.0	cp 1.00			b	Sunbrook Comm Inc	55	9604		c1 Talk	100	1.36	2.1	3.2	1.9	2.8	1.9	2.1	1.0	1.1	0.0	
# AM Stations - 4													# Combos - 3												
													AM TOTALS		26.9	23.2	24.1	23.5	24.0	26.0	21.6	29.3	27.6		
Stations Profiled - 8													# Duopolies - 3												
													Total Local Commercial Share		88.4	89.7	89.5	80.8	84.3	79.3	85.8	82.9			

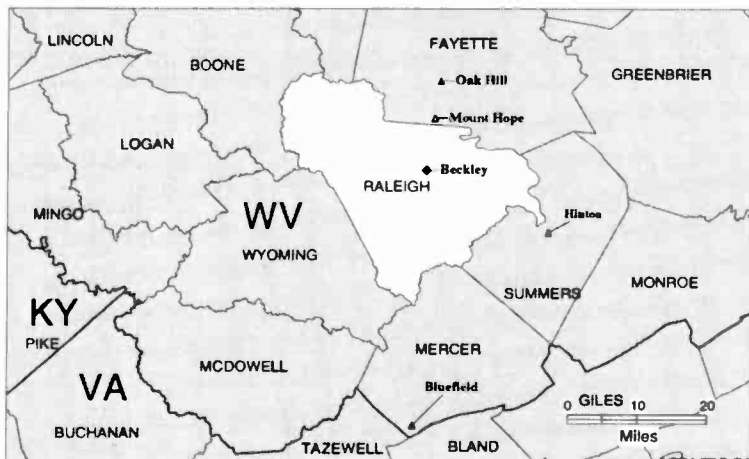
Other Rulemaking: 100.3, C, Great Falls

• Indicates a change since last edition.

Metro Rank: 262

Revenue Rank: 246

Beckley, WV Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 2,700	2,600	2,700	2,800	3,200	3,800	7.1%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	7.9%	\$ 4,100	4,200	4,400	4,600	4,800	4.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$5.36/1,000	\$4.89/1,000	\$4.93/1,000	Local	85%		
Revenue/Capita	\$35.71	\$48.35	\$60.23	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	75.6	78.6	0.8%	78.6	79.7	0.3%
Households	29.0	30.6	1.1%	30.6	31.6	0.6%
Retail Sales	503.6	776.5	9.0%	776.5	972.8	4.6%
EBI	796.6	928.7	3.1%	928.7	1,149.6	4.4%

Metro Counties

Raleigh, WV	78.6

	78.6

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	37.2	6.3	4.2	2.7	4.5	6.7	4.8	8.0
Women (000)	41.4	6.1	4.0	2.9	5.0	6.9	4.9	11.5
Total	78.6	12.4	8.3	5.6	9.5	13.6	9.7	19.5
Percentage	100.0%	15.8%	10.5%	7.1%	12.1%	17.3%	12.3%	24.8%
Per Capita	\$11,815	Median Household		\$22,593	Avg Household		\$30,349	
Ethnic Population:	White 91.4%	Black 7.8%	Asian 0.6%	Hispanic 0.4%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1	4	1	4	6	4	10
Tot 12+	5.3	57.4	3.2	57.4	65.9	13.7	79.6
Avg 12+	5.3	14.4	3.2	14.4	11.0	3.4	8.0
Tot LCS	6.7	72.1	4.0	72.1	82.8	17.2	100.0
Avg LCS	6.7	18.0	4.0	18.0	13.8	4.3	10.0

MARKET: Beckley, WV

METRO RANK: 262

Competitive Overview

FM Stations

													Arbitron 12+ Metro Shares (see rights)												
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA Format	1996		Avg '96		Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990		
												Revenue (000)	Power Ratio	Local Comm Sh											
WAXS	Oak Hill	B	94.1	26.5	650		Plateau Bcstg Inc	48	9212	500	1 AC	300	1.13	6.5	4.3	5.3	4.1	3.2	3.1	2.2	7.0	0.0			
WJLS	Beckley	B	99.5	34.0	1050	a	Personality Stations	46			Country	1,300	1.17	27.2	22.3	22.3	24.7	22.6	31.6	22.8	20.0	12.0			
WMTD	Hinton	A	102.3	0.4 cp	1273		Bluestone Bcstrs Inc	85			Clsc Rock	150	2.81	1.3	5.3	1.1	0.0	0.0	0.0	0.0	0.0	0.0			
WCIR	Beckley	B	103.7	5.0	1483	b	Southern Comm Corp	71	7606		CHR	800	1.00	19.5	13.8	16.0	14.4	18.3	13.3	18.5	21.7	25.0			
WHAJ	Bluefield	C	104.5	83.0	1201		Adventure Comm Inc	63	8409		AC			9.0	3.2	7.4	3.1	0.0	0.0	2.2	1.7	5.0			
WTNJ	Mount Hope	B	105.9	50.0	499		West Virginia Bcstg	80			1 Country	1,200	1.32	22.1	17.0	18.1	20.6	26.9	25.5	20.7	20.9	33.0			
# FM Stations - 6													# Combos - 2		FM TOTALS		85.6	65.9	70.2	66.9	71.0	73.5	66.4	71.3	75.0

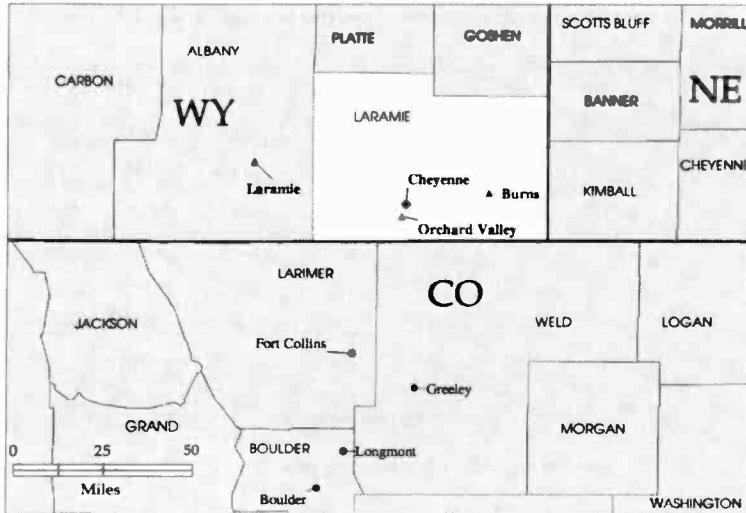
AM Stations

Calls	City of License	FCC Class	Freq	Day Power		Night Power		C	Owner	Year Std	Date Acq	Sales Price (000)	LMA Format	1996		Avg '96		Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990
				(kW)	(kW)	(kW)	(kW)							Revenue (000)	Power Ratio	Local Comm Sh									
WJLS	Beckley	III	560	4.5	cp	0.47	a	Personality Stations	39			Gospel	300	0.81	9.0	7.4	7.4	11.3	4.3	4.1	8.7	5.2	6.0		
WVNR	Beckley	III	620	1.0		0.50		Dynastar Comm Inc	46	9501	157	Nws/Tk/Spts			5.3	2.1	4.3	0.0	0.0	1.0	4.3	4.3	1.0		
WOAY	Oak Hill	II	860	10.0		0.01		Ellison, Eugene C.	47	9007	100	Religion			0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WIWS	Beckley	II	1070	10.0		0.00	b	Southern Comm Corp	66	7606		Oldies			0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations - 4													# Combos - 2		AM TOTALS		14.3	13.7	11.7	11.3	4.3	5.1	13.0	9.5	7.0
Stations Profiled - 10													Total Local Commercial Share		79.6	81.9	78.2	75.3	78.6	79.4	80.8	82.0			

Metro Rank: 263

Revenue Rank: 248

Cheyenne, WY Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 2,600	2,700	2,600	2,700	3,200	3,500	6.1%
***	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	8.6%	\$ 3,800	4,000	4,100	4,300	4,500	4.3%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.89/1,000	\$3.84/1,000	\$3.79/1,000	Local	85%		
Revenue/Capita	\$35.47	\$44.14	\$53.89	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	73.3	79.3	1.6%	79.3	83.5	1.0%
Households	28.2	30.6	1.6%	30.6	32.7	1.3%
Retail Sales	531.6	911.5	11.4%	911.5	1,187.4	5.4%
EBI	830.9	1,240.8	8.4%	1,240.8	1,597.1	5.2%

Metro Counties

Laramie, WY	79.3

	79.3

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	39.7	7.8	3.6	3.7	6.4	6.8	5.0	6.4
Women (000)	39.6	7.5	3.4	3.2	6.1	6.6	4.9	8.0
Total	79.3	15.3	7.0	6.9	12.5	13.4	9.8	14.4
Percentage	100.0%	19.3%	8.8%	8.7%	15.8%	17.0%	12.4%	18.1%
Per Capita	\$15,647	Median Household		\$33,799	Avg Household		\$40,549	
Ethnic Population:	White 94.5%	Black 3.3%	Asian 1.4%	Hispanic 10.7%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1		7	3	8	6	14
Tot 12+	4.2		55.0	19.2	59.2	13.3	72.5
Avg 12+	4.2		7.9	6.4	7.4	2.2	5.2
Tot LCS	5.8		75.9	26.5	81.7	18.3	100.0
Avg LCS	5.8		10.8	8.8	10.2	3.1	7.1

MARKET: Cheyenne, WY

METRO RANK: 263

Competitive Overview

FM Stations

													Arbitron 12+ Metro Shares (see rights)												
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA Format	1996		Avg '96		Spring	Spring	Spring	Spring	Spring	Spring	Spring			
												Revenue (000)	Power Ratio	Local Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990			
KCGY	Laramie	C	95.1	100.0	1070	a	Curt Gowdy Bcstg	83			Country	100	2.02	1.3	0.8	1.0	3.2	1.9	0.0	0.0	1.0	6.3			
KIGN	Cheyenne	C1	97.9	100.0	580	b	Jacor Comm Inc	68	9710	4,700	d1 Clsc Hits	600	0.46	34.5	20.0	25.7	0.0	12.1	6.5	9.1	15.7	11.6			
KRRR	Cheyenne	C2	99.9	50.0	cp -20		Rule Communications	96			Oldies			0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KOLZ	Cheyenne	C1	100.7	97.0	489	b	Jacor Comm Inc	61	9710		d1 Country	400	0.75	14.1	16.7	10.5	0.0	0.0	0.0	0.0	8.8	8.0			
KMUS	Burns	C2	101.9	50.0	492		KMUS Inc	90	9103		st Country	750	1.03	19.2	12.5	14.3	26.6	25.2	28.0	23.9	9.8	0.0			
KROU	Laramie	C	102.9	100.0	1221	c	Chaparral Comm	74	9211		g1 Adult Rock	350	2.36	3.9	2.5	2.9	5.3	0.0	0.0	0.0	0.0	4.5			
*KIMX	Laramie	C3	105.5	2.0	1027		Montgomery Bcstg Ltd	89	9701	240	Hot AC			0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KLEN	Cheyenne	A	106.3	3.0	-3	b	Jacor Comm Inc	83	9710	800	AC	650	1.47	11.6	4.2	8.6	12.8	12.1	7.5	17.0	4.9	7.1			
# FM Stations - 8													# Combos - 5		FM TOTALS		84.6	59.2	63.0	47.9	51.3	42.0	50.0	40.2	37.5

AM Stations

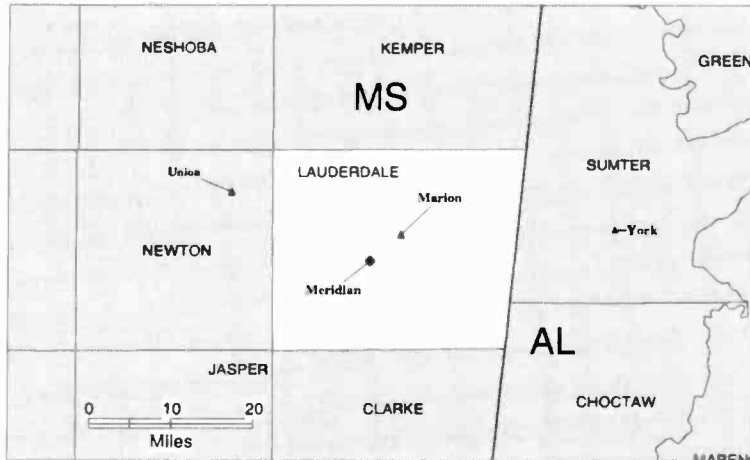
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA Format	1996		Avg '96		Spring	Spring	Spring	Spring	Spring	Spring	Spring			
												Revenue (000)	Power Ratio	Local Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990			
*KGAB	Orchard Valley	11	650	8.5	0.50	b	Jacor Comm Inc	52	9710		d1 News/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.9	10.7			
KLDI	Laramie	11	1210	10.0	1.00	c	Chaparral Comm	62	9211		g1 Oldies/Talk	125		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KFBC	Cheyenne	1V	1240	0.7	0.70		Montgomery Bcstg Ltd	40	9307	250	Nws/Tk/Spts	350	0.90	10.2	7.5	7.6	7.4	7.5	9.7	5.7	8.8	9.8			
KOWB	Laramie	111	1290	5.0	1.00	a	Curt Gowdy Bcstg	48			AC/Tlk/Spts	200		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KJJL	Cheyenne	111	1370	1.0	0.09		Christus Bcstg Inc	70	9612	120	Adlt Stndrd	75		0.0	3.3	0.0	0.0	0.0	0.0	0.0	0.0	1.8			
KRAE	Cheyenne	111	1480	1.0	0.07		KRAE Inc	61	7206		Oldies	200	1.03	5.1	2.5	3.8	3.2	2.8	4.3	4.5	2.0	5.4			
# AM Stations - 6													# Combos - 3		AM TOTALS		15.3	13.3	11.4	10.6	10.3	14.0	10.2	17.7	27.7
Stations Profiled - 14													# Duopolies - 2		Total Local Commercial Share		72.5	74.4	58.5	61.6	56.0	60.2	57.9	65.2	

* Indicates a change since last edition.

Metro Rank: 264

Revenue Rank: 239

Meridian, MS Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 3,700	3,700	4,100	4,000	4,100	4,200	2.6%
★★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	9.5%	\$ 4,600	4,800	5,100	5,500	5,800	6.0%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$6.55/1,000	\$5.62/1,000	\$6.47/1,000	Local	90%		
Revenue/Capita	\$49.07	\$54.97	\$76.62	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	75.4	76.4	0.3%	76.4	75.7	-0.2%
Households	28.2	28.9	0.5%	28.9	29.4	0.3%
Retail Sales	564.6	747.2	5.8%	747.2	895.8	3.7%
EBI	841.0	955.0	2.6%	955.0	1,191.5	4.5%

Metro Counties

Lauderdale, MS	76.4

	76.4

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	36.3	7.5	3.6	3.6	5.3	5.5	4.3	6.6
Women (000)	40.1	7.0	3.6	3.5	5.5	5.9	4.6	10.1
Total	76.4	14.5	7.2	7.1	10.8	11.3	8.8	16.7
Percentage	100.0%	19.0%	9.4%	9.3%	14.1%	14.8%	11.5%	21.9%
Per Capita	\$12,501	Median Household		\$24,083	Avg Household		\$33,046	
Ethnic Population:	White 62.1%	Black 37.2%	Asian 0.6%	Hispanic 0.6%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1		5	3	6	5	11
Tot 12+	4.5		54.9	39.3	59.4	27.0	86.4
Avg 12+	4.5		11.0	13.1	9.9	5.4	7.9
Tot LCS	5.2		63.5	45.5	68.8	31.3	100.0
Avg LCS	5.2		12.7	15.2	11.5	6.3	9.1

MARKET: Meridian, MS

METRO RANK: 264

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power		HAAT	C	Owner	Year Std	Date Acq	Sales Price		LMA	Format	1996		Avg '96	Arbitron 12+ Metro Shares (see rights)									
				Freq	(kW)						(000)	Revenue (000)			Power Ratio	Local Comm Sh		Spring 1997	Spring 1996	Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990		
• WYYW	Marion	C2	95.1	26.0	597	a	Bcstrs & Publishers	87	9412	732	c1	Clsc Rock	450	1.29	7.6	2.2	6.3	3.1	11.1	10.7	8.9	12.0	24.1				
WOKK	Meridian	C1	97.1	100.0	600	b	New South Comm Inc	67				Country	1,300	1.18	24.0	23.6	20.0	16.7	19.2	17.9	21.8	21.0	12.0				
WJDD	Meridian	C1	101.3	99.0	577	a	Bcstrs & Publishers	68	8904	3,356		AC	700	1.33	11.4	11.2	9.5	12.5	12.1	10.7	14.9	20.0	18.5				
WTUX	Meridian	A	102.1	0.9	528		Holladay Bcstg	93	9301	244	cp	Clsc Rock	450	1.53	6.4	4.5	5.3	9.4	6.1	10.7	0.0	0.0	0.0				
• WZKS	Union	C2	104.1	19.0	535	a	Bcstrs & Publishers	96	9705	2		Urban AC	300	0.86	7.6	11.2	6.3	0.0	0.0	0.0	0.0	0.0	0.0				
WSLY	York	C2	104.9	50.0	492		Grantell Bcstg Co	76				Rhythm/Blue	200	1.14	3.8	6.7	3.2	3.1	0.0	0.0	0.0	0.0	0.0				
# FM Stations - 6													# Combos - 4		FM TOTALS												
															60.8	59.4	50.6	44.8	48.5	50.0	45.6	53.0	54.6				

AM Stations

Calls	City of License	FCC Class	Freq	Day Power		Night Power		C	Owner	Year Std	Date Acq	Sales Price		LMA	Format	1996		Avg '96	Arbitron 12+ Metro Shares (see rights)									
				(kW)	(kW)	(000)	Revenue (000)					Power Ratio	Local Comm Sh			Spring 1997	Spring 1996		Spring 1995	Spring 1994	Spring 1993	Spring 1992	Spring 1991	Spring 1990				
WALT	Meridian	III	910	5.0	1.00		b	New South Comm Inc	46	5704		Urban	450	0.55	17.7	9.0	14.7	16.7	13.1	19.0	20.8	18.0	13.9					
WMOX	Meridian	II	1010	10.0	1.00			Magnolia State Bcstg	45	9301	65	Talk	500	0.86	12.6	9.0	10.5	10.4	6.1	6.0	4.0	6.0	8.3					
WNBN	Meridian	III	1290	1.0	0.09			Rackley, Frank, Jr.	88			Jazz/Gospel	200	0.57	7.6	7.9	6.3	7.3	10.1	3.6	9.9	6.0	0.0					
WMER	Meridian	III	1390	5.0	0.10			New Life Outreach	73	9204	43	Nws/Tk/Spts			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9					
WFFX	Meridian	IV	1450	1.0	1.00		a	Bcstrs & Publishers	57	9412		c1	Nostalgia		1.3	1.1	1.1	0.0	0.0	0.0	2.0	1.0	0.9					
# AM Stations - 5													# Combos - 2		AM TOTALS													
															39.2	27.0	32.6	34.4	29.3	28.6	36.7	31.0	24.0					
Stations Profiled - 11													# Duopolies - 2		Total Local Commercial Share													
															86.4	83.2	79.2	77.8	78.6	82.3	84.0	78.6						

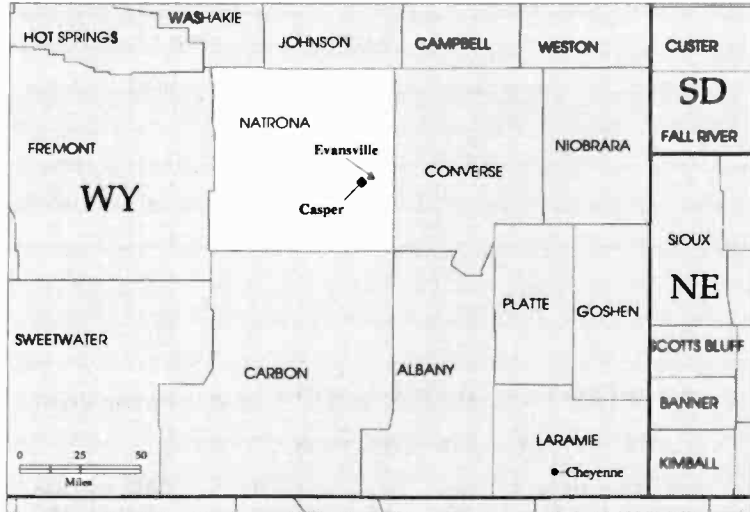
• Indicates a change since last edition.

METRO RANK: 264

Metro Rank: 265

Revenue Rank: 253

Casper, WY Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 2,000	2,200	2,400	2,600	2,800	3,200	9.9%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	6.3%	\$ 3,400	3,500	3,700	3,900	4,100	4.8%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.34/1,000	\$5.21/1,000	\$5.15/1,000	Local	85%		
Revenue/Capita	\$33.22	\$49.38	\$60.74	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	60.2	64.8	1.5%	64.8	67.5	0.8%
Households	23.4	25.7	1.9%	25.7	27.7	1.5%
Retail Sales	460.3	614.4	5.9%	614.4	796.1	5.3%
EBI	809.4	1,102.4	6.4%	1,102.4	1,544.9	7.0%

Metro Counties

Natrona, WY	64.8

	64.8

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	31.9	6.7	3.1	2.2	4.8	5.8	3.8	5.6
Women (000)	32.9	6.4	2.9	2.4	4.9	5.5	4.0	6.7
Total	64.8	13.1	6.0	4.7	9.6	11.3	7.8	12.3
Percentage	100.0%	20.2%	9.3%	7.2%	14.8%	17.5%	12.1%	18.9%
Per Capita	\$17,012	Median Household		\$35,755	Avg Household		\$42,893	
Ethnic Population:	White 97.9%	Black 0.8%	Asian 0.6%	Hispanic 4.0%				

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1		4	3	5	3	8
Tot 12+	5.0		53.9	42.6	58.9	26.3	85.2
Avg 12+	5.0		13.5	14.2	11.8	8.8	10.7
Tot LCS	5.9		63.3	50.0	69.1	30.9	100.0
Avg LCS	5.9		15.8	16.7	13.8	10.3	12.5

MARKET: Casper, WY

METRO RANK: 265

Competitive Overview

FM Stations

														Arbitron 12+ Metro Shares (see rights)										
City of		FCC	Power		Year		Date	Sales	1996		Avg '96													
Calls	License	Class	Freq	(kW)	HAAT	C	Owner	Std	Acq	(000)	LMA	Format	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	
													(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990	
KMGW	Casper	C	94.5	65.0	1911	a	Jacor Comm Inc	67	9701	1,600	c1	Mix AC	300	1.05	8.4	11.3	7.4	1.3	2.9	8.1	10.5	10.0	8.7	
KTRS	Casper	C	95.5	93.0	1969	c	Hart Mountain Media	81	9408	150		Adult CHR	450	1.17	11.3	13.8	9.9	14.3	14.3	26.7	23.7	26.7	29.3	
KYOD	Casper	A	97.3	0.2	1775	c	Hart Mountain Media	97				Country			0.0	5.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KOLT	Casper	C	103.7	97.0	cp 1860	b	Mt Rushmore Bcstg	83	9408	230		Country	1,000	1.04	28.2	18.8	24.7	18.2	25.7	15.1	15.8	17.8	17.4	
KASS	Casper	C	106.9	100.0	cp 1765	b	Mt Rushmore Bcstg	85	9506		na	Clsc Rock	800	0.88	26.8	10.0	23.5	22.1	8.6	0.0	2.6	2.2	0.0	
# FM Stations - 5														# Combos - 5		FM TOTALS								
														74.7	58.9	65.5	55.9	51.5	49.9	52.6	56.7	55.4		

AM Stations

														Arbitron 12+ Metro Shares (see rights)										
City of		FCC	Day		Night		Year		Date	Sales	1996		Avg '96											
Calls	License	Class	Freq	(kW)	(kW)	C	Owner	Std	Acq	(000)	LMA	Format	Revenue	Power	Local	Spring	Spring	Spring	Spring	Spring	Spring	Spring	Spring	
													(000)	Ratio	Comm Sh	1997	1996	1995	1994	1993	1992	1991	1990	
KUYO	Evansville	II	830	10.0	0.00		North Valley Entrep	86	8805	200		Christian			0.0	0.0	0.0	0.0	1.4	0.0	1.3	0.0	2.2	
KTWO	Casper	II	1030	50.0	50.00	a	Jacor Comm Inc	30	9701		c1	Country	475	0.90	15.5	17.5	13.6	13.0	15.7	18.6	13.2	15.6	9.8	
*KVOC	Casper	IV	1230	1.0	1.00	b	Mt Rushmore Bcstg	46	9707	105		Oldies	350	1.05	9.8	8.8	8.6	7.8	11.4	11.6	18.4	14.4	14.1	
# AM Stations - 3														# Combos - 2		AM TOTALS								
														25.3	26.3	22.2	20.8	28.5	30.2	32.9	30.0	26.1		
Stations Profiled - 8														# Duopolies - 2		Total Local Commercial Share								
														85.2	87.7	76.7	80.0	80.1	85.5	86.7	81.5			

* Indicates a change since last edition.

METRO RANK: 265

Metro Rank: N/A

Revenue Rank: N/A

San Juan, PR Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 44,000	46,700	50,800	53,000	57,000	65,000	8.1%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	10.8%	\$ 72,000	75,500	79,300	83,100	87,100	4.9%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.80/1,000	\$5.11/1,000	\$	Local	24%		
Revenue/Capita	\$12.49	\$17.61	\$22.68	National	76%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

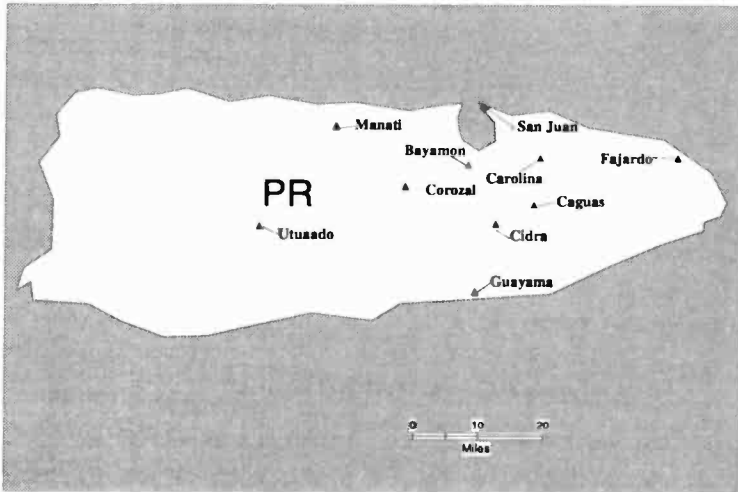
	1990	1995	Growth Rate	1995	2000	Growth Rate
MSA Population	3,522.0	3,692.0	0.9%	3,692.0	3,840.0	0.8%
Households	1,060.0	1,216.8	2.8%	1,216.8		
Retail Sales	9,174.1	12,726.0	6.8%	12,726.0		
EBI	19,914.0	25,516.1	5.1%	25,516.1	34,143.0	6.0%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	1,782.4	430.6	217.7	160.4	255.7	224.9	190.7	302.4
Women (000)	1,909.5	411.0	214.3	158.0	279.2	259.2	220.0	367.8
Total	3,692.0	841.7	432.0	318.4	534.9	484.1	410.7	670.2
Percentage	100.0%	22.8%	11.7%	8.6%	14.5%	13.1%	11.1%	18.2%
Per Capita	\$ 4,177	Median Household		\$ 8,895	Avg Household		\$13,777	
Ethnic Population:								

Market Summary

	Class A	Class B	Class C	Viable FM's	All FM's	All AM's	Total
# Stations	1	17		15	18	16	34
Tot 12+	0.4	72.1		70.8	72.5	15.1	87.6
Avg 12+	0.4	4.2		4.7	4.0	0.9	2.6
Tot LCS	0.5	82.3		80.8	82.8	17.2	100.0
Avg LCS	0.5	4.8		5.4	4.6	1.1	2.9



Metro Counties

MARKET: San Juan, PR

METRO RANK: N/A

Competitive Overview

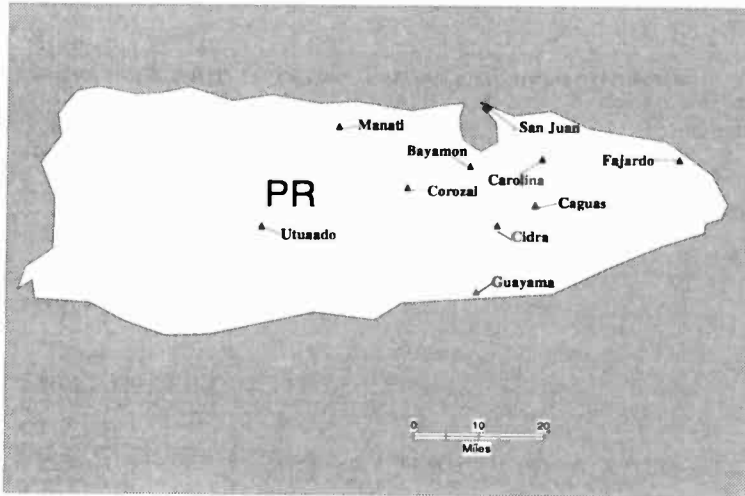
FM Stations

													ASESORES 12+ Metro Shares (see rights)							
City of		FCC	Power		HAAT	C	Owner	Year	Date	Sales	1996	Avg '96	-----							
Calls	License	Class	Freq	(kW)				Std	Acq	Price	Revenue	Power	Local	October	June	March	October	June	March	October
										(000)	(000)	Ratio	Comm Sh	1996	1996	1996	1995	1995	1995	1994
WORO	Corozal	B	92.5	50.0	1197	e	Roman Catholic Chrch	68			2,000	0.59	4.7	3.9	4.5	3.9	4.4	4.2	4.3	3.9
WZNT	San Juan	B	93.7	50.0	259	d	Primedia Bcst Group	59	9412	p g	3,800	0.69	7.6	6.6	6.6	6.8	7.1	6.9	6.5	6.9
WCOM	Bayamon	B	94.7	32.0	1778	d	Primedia Bcst Group	59	9504		4,100	0.63	9.1	7.7	8.7	7.5	7.3	1.2	1.3	1.5
WFID	Rio Piedras	B	95.7	50.0	941	a	M.L. Media LP	58	8911	g1	2,400	1.08	3.1	2.6	2.8	2.7	2.5	2.3	2.7	2.8
WDOY	Fajardo	B	96.5	11.5	2795		Pan Caribbean Bcstg	69			1,400	0.47	4.1	4.3	2.9	3.6	4.4	5.7	5.1	4.7
WNRT	Manati	B	96.9	50.0	883		Arecibo Bcstg Corp	73			850	0.38	3.1	3.0	3.1	2.2	1.3	1.6	1.8	2.0
WBRQ	Cidra	A	97.7	4.4	899		American Natl Bcstg	72	9305		1,275	2.53	0.7	0.7	0.4	0.7	0.6	1.0	1.3	1.2
WPRM	San Juan	B	98.5	25.0	1910		Arso Radio Corp	59	7304		6,000	1.08	7.7	6.0	6.7	7.5	7.6	7.7	6.1	4.7
WIOA	San Juan	B	99.9	32.0 cp	1778		Cadena Estereotempo	61			4,300	1.15	5.2	4.9	4.5	4.4	4.3	3.5	4.1	4.6
WKYX	Bayamon	B	100.7	50.0	781		RAAD Bcstg	79			1,800	0.39	6.4	5.4	5.4	6.1	7.2	7.4	7.5	7.9
WZAR	Ponce	B	101.9	14.0	2589		Ponce Bcstg Corp	66			2,200	10.2	0.3	0.5	0.2	0.1	0.1	0.0	0.0	0.0
WIAC	San Juan	B	102.5	50.0	1139	c	Bestov Bcstg	61			2,800	0.63	6.2	6.1	5.4	5.0	4.8	4.7	4.3	4.2
WVJP	Caguas	B	103.3	28.0	1906		Borinquen Bcstg Co	68			850	0.42	2.8	2.2	2.5	2.7	2.9	3.2	2.4	2.4
WERR	Utua	B	104.1	50.0	709		Radio Redentor Inc	70	7506		500	0.58	1.2	1.4	1.1	0.7	0.7	1.6	1.4	1.4
WKAO	San Juan	B	104.7	50.0	1221	b	El Mundo Bcstg Corp	58			5,000	0.67	10.4	9.0	8.6	9.8	9.8	10.8	10.9	11.5
WCAD	San Juan	B	105.7	50.0	1100		Bcstg Systems of PR	68			2,400	1.39	2.4	2.0	2.0	2.4	1.9	1.6	2.1	2.5
WMEG	Guayama	B	106.9	24.5	1946		Guayama Bcstg	66			3,400	0.91	5.2	4.2	4.4	5.1	5.4	5.5	5.3	5.2
WAHO	Carolina	B	107.7	12.0 cp	2759	f	Internatl Bcstg Corp	67			825	0.48	2.4	2.0	2.7	1.6	0.9	0.6	0.8	1.1

Metro Rank: N/A

Revenue Rank: N/A

San Juan, PR Market Overview



Metro Counties

Market Radio Financials

(all figures in 000's, except percentages and ratios)

	1990	1991	1992	1993	1994	1995	Δ 90-95
ESTIMATED GROSS REVENUES	\$ 44,000	46,700	50,800	53,000	57,000	65,000	8.1%
★	Δ 95-96	1996	1997	1998	1999	2000	Δ 96-00
	10.8%	\$ 72,000	75,500	79,300	83,100	87,100	4.9%
	1990	1995	2000	Est. Breakout			
Revenue/Retail Sales	\$4.80/1,000	\$5.11/1,000	\$	Local	24%		
Revenue/Capita	\$12.49	\$17.61	\$22.68	National	76%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1990	1995	Growth Rate	1995	2000	Growth Rate
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Households	1,060.0	1,216.8	2.8%	1,216.8		
Retail Sales	9,174.1	12,726.0	6.8%	12,726.0		
EBI	19,914.0	25,516.1	5.1%	25,516.1	34,143.0	6.0%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	1,782.4	430.6	217.7	160.4	255.7	224.9	190.7	302.4
Women (000)	1,909.5	411.0	214.3	158.0	279.2	259.2	220.0	367.8
Total	3,692.0	841.7	432.0	318.4	534.9	484.1	410.7	670.2
Percentage	100.0%	22.8%	11.7%	8.6%	14.5%	13.1%	11.1%	18.2%
Per Capita	\$ 4,177	Median Household		\$ 8,895	Avg Household		\$13,777	

Ethnic Population:

Market Summary

	Class A	Class B	Class C	Viable FM's	ALL FM's	ALL AM's	Total
# Stations	1	17		15	18	16	34
Tot 12+	0.4	72.1		70.8	72.5	15.1	87.6
Avg 12+	0.4	4.2		4.7	4.0	0.9	2.6
Tot LCS	0.5	82.3		80.8	82.8	17.2	100.0
Avg LCS	0.5	4.8		5.4	4.6	1.1	2.9

MARKET: San Juan, PR

METRO RANK: N/A

Competitive Overview

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq	Sales Price (000)	LMA	Format	1996		Avg '96		ASESORES 12+ Metro Shares (see rights)							
													Revenue (000)	Power Ratio	Local Comm	Sh	October 1996	June 1996	March 1996	October 1995	June 1995	March 1995	October 1994	
WKAQ	San Juan	III	580	10.0	cp10.00	b	El Mundo Bcstg Corp	22	4910			News	4,000	0.73	7.6	7.6	6.0	6.5	6.7	5.3	5.3	4.8		
WSKN	San Juan	III	630	5.0	5.00		Radio Americas Corp	60	9010			Spanish	2,600		0.0	0.0	0.0	0.0	1.7	1.9	2.4	2.6		
WAPA	San Juan	II	680	10.0	9.50		Ventura,C & Blanco,W	47	9101	1,820		Spanish	1,800		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WIAC	San Juan	II	740	10.0	10.00	c	Bestov Bcstg	47				MOR	1,650	0.95	2.4	2.1	2.3	1.9	1.9	3.6	3.6	3.2		
WKVM	San Juan	II	810	50.0	50.00	e	Roman Catholic Chrch	51	8203	1,019		Diverse	750	0.95	1.1	0.8	1.4	0.7	0.4	1.2	1.6	1.8		
WQBS	San Juan	II	870	5.0	5.00		Aerco Bcstg Corp	54	9009	800		Diverse	825		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WOSO	San Juan	II	1030	10.0	3.00		Cavallaro Bcstg Corp	77				News	1,300		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WQII	San Juan	II	1140	10.0	10.00		Comm Council Group	47	8301			MOR	1,150		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WBMJ	San Juan	II	1190	10.0	5.00		Calvry Evangel Missn	68	8904		nc	Religion	825		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WUNO	San Juan	III	1320	5.0	cp 2.35	a	M.L. Media LP	49	8911		g1	News/Talk	3,125	0.71	6.1	5.1	5.1	6.0	6.6	7.2	6.2	6.3		
WIDA	Carolina	IV	1400	1.0	1.00		Primera Iglesia Baut	64	8007	750		Religion	400		0.0	0.0	0.0	0.0	1.0	1.8	1.4	1.2		
WLUZ	Bayamon	III	1400	5.0	5.00		Munez, Lucas Thomas	66					450		0.0	0.0	0.0	0.0	1.0	1.1	2.0	2.1		
WNEL	Caguas	III	1430	5.0	5.00		Turabo Radio Corp	47	7304			CHR	1,300	6.02	0.3	0.4	0.3	0.1	0.1	0.0	0.0	0.0		
WVOZ	San Juan	II	1520	10.0	10.00	f	Internatl Bcstg Corp	49				Spanish	650		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WRSJ	Bayamon	II	1560	5.0	0.75		Concillio Mision	47	9701	968		Btfl Music	435		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WXRf	Guayama	III	1590	1.0	1.00		Southwestern Bctg Co	48	9708	300		Spanish	325		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		

• Indicates a change since last edition.

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METRO RANK: N/A

Cross Market Analyses

This section of the book compares markets in terms of selected demographic, economic and competitive factors. There are seven tables in this section. Tables 1 profiles the markets based on demographic and economic indicators; tables 2 to 4 compare the markets based on competitive factors and gross revenues. Table 5 provides a listing of station calls to market rank and Table 6 gives a listing of city of license to market rank. The last table shows group sales listed by buyer.

Table	Title	Description
Table 1	Growth Rate Projections by Market Rank	Projected 1995–2000 annual growth rates for population, households, estimated retail sales and effective buying income, listed in market rank order.
Table 2	Number of Radio Stations in Market (Ranked by Market)	Lists the number of commercial AM and FM stations, as well as the total number of commercial stations in each market, indexed on market rank order.
Table 3	1996 Estimated Gross Revenues (Ranked by Market)	Lists the estimated 1996 gross revenues for radio in each market, indexed on market rank order.
Table 4	1996 Estimated Gross Revenues (Ranked by Amount)	Lists the estimated 1996 gross revenues for radio in each market, indexed on the estimated gross revenues.
Table 5	Station Calls to Market Rank	
Table 6	City of License to Market Rank	
Table 7	Group Sales	Major group sales. Market rank is given as of date of sale.

TABLE 1
GROWTH RATE PROJECTIONS BY MARKET RANK
(Population, Households, Retail Sales, Effective Buying Income)

RANK	MARKET	95-00 POP	95-00 HH	95-00 RS	95-00 EBI	RANK	MARKET	95-00 POP	95-00 HH	95-00 RS	95-00 EBI
1	New York	0.1%	0.1%	2.8%	3.2%	35	Salt Lake City - Ogden	1.8%	2.0%	5.8%	7.0%
2	Los Angeles	0.2	-0.1	0.1	0.8	36	Indianapolis, IN	1.1	1.5	5.3	5.6
3	Chicago, IL	0.6	0.8	4.1	3.9	37	Charlotte-Gastonia-Rock Hill	1.9	2.3	5.7	5.6
4	San Francisco	0.5	0.3	2.5	2.8	38	Orlando	1.7	1.9	4.1	5.2
5	Philadelphia	0.1	0.3	3.2	3.4	39	New Orleans	0.3	0.6	4.5	4.4
6	Detroit	0.3	0.6	3.3	3.1	40	Buffalo-Niagara Falls, NY	-0.5	-0.1	2.9	3.1
7	Dallas - Ft. Worth	1.3	1.4	4.8	4.8	41	Greensboro-Winston Salem-High Point	1.3	1.7	4.6	4.4
8	Washington, D.C.	1.0	1.1	3.6	3.9	42	Hartford-New Britain-Middletown	-0.2	0.1	1.7	1.9
9	Houston-Galveston	1.3	1.4	5.5	5.3	43	Memphis	0.9	1.2	5.2	5.0
10	Boston	0.5	0.7	1.8	2.7	44	Nashville	1.9	2.3	6.5	6.8
11	Miami-Ft. Lauderdale-Hollywood	1.3	1.5	3.4	3.1	45	Las Vegas, NV	3.7	3.8	6.9	6.6
12	Atlanta, GA	2.4	2.6	5.8	5.8	46	Rochester, NY	0.0	0.3	2.5	2.3
13	Seattle-Tacoma	1.2	1.3	5.4	5.4	47	Monmouth-Ocean, NJ	1.1	1.3	3.6	3.3
14	San Diego	0.4	0.1	1.6	1.4	48	Raleigh - Durham, NC	2.5	3.0	6.8	6.5
15	Nassau-Suffolk	0.1	0.2	2.5	2.3	49	W. Palm Beach-Boca Raton	2.1	2.2	5.9	5.6
16	Minneapolis - St. Paul	1.1	1.2	4.7	4.8	50	Louisville, KY	0.6	0.9	5.2	5.2
17	St. Louis	0.5	0.7	4.0	3.7	51	Austin, TX	2.6	2.9	7.4	7.3
18	Phoenix, AZ	2.9	3.2	5.4	5.1	52	Oklahoma City	1.0	1.1	4.5	4.5
19	Baltimore, MD	0.6	0.9	3.3	3.2	53	Jacksonville, FL	0.7	0.7	3.6	4.2
20	Pittsburgh, PA	-0.3	0.1	4.3	4.1	54	Dayton, Ohio	-0.2	0.0	3.7	3.6
21	Tampa-St. Petersburg-Clearwater	0.8	0.9	3.6	3.7	55	Birmingham, AL	0.5	0.8	4.7	4.8
22	Cleveland	-0.1	0.2	3.4	3.2	56	Richmond, VA	0.9	1.3	3.5	3.6
23	Denver - Boulder	1.6	1.9	5.2	5.6	57	Albany-Schenectady-Troy	-0.1	0.1	3.1	3.3
24	Portland, OR	1.8	1.9	5.9	5.8	58	Honolulu	0.4	0.9	3.0	4.4
25	Cincinnati	0.7	1.0	4.7	4.6	59	Greenville-Spartanburg, SC	1.0	1.4	4.8	4.5
26	Riverside-San Bernardino	1.3	1.1	1.8	1.5	60	Tucson, AZ	2.8	3.1	5.4	5.1
27	Kansas City	0.9	1.2	4.6	4.4	61	Tulsa, OK	0.5	0.7	4.6	4.5
28	Sacramento, CA	0.6	0.6	3.0	2.8	62	Wilkes Barre - Scranton	0.1	0.4	3.1	3.2
29	Milwaukee - Racine	0.2	0.4	4.5	4.3	63	McAllen-Brownsville-Harlingen, TX	3.2	3.2	5.1	6.4
30	San Jose	0.7	0.4	2.8	3.1	64	Fresno	1.3	1.3	2.9	2.8
31	Providence-Warwick-Pawtucket, RI	-0.2	0.0	1.7	2.1	65	Allentown - Bethlehem	0.3	0.6	2.0	3.3
32	Columbus, OH	1.1	1.3	5.3	5.2	66	Grand Rapids, MI	1.3	1.6	5.5	5.2
33	Norfolk-Virginia Beach-Newport News	0.9	1.2	3.6	3.4	67	Akron, OH	0.6	1.0	4.3	4.1
34	San Antonio, TX	1.7	1.9	5.3	5.2	68	Knoxville, TN	1.6	1.9	5.9	5.6

TABLE 1
GROWTH RATE PROJECTIONS BY MARKET RANK
(Population, Households, Retail Sales, Effective Buying Income)

RANK	MARKET	95-00	95-00	95-00	95-00	RANK	MARKET	95-00	95-00	95-00	95-00
		POP	HH	RS	EBI			POP	HH	RS	EBI
69	El Paso, TX	2.4%	2.5%	4.4%	4.8%	103	York, PA	0.9%	1.2%	3.2%	3.0%
70	Syracuse, NY	-0.3	0.0	2.2	2.3	104	Lakeland-Winter Haven, FL	1.1	1.3	2.9	2.6
71	Albuquerque, NM	1.6	1.9	6.0	6.1	105	Lexington-Fayette, KY	1.1	1.5	5.6	5.5
72	Omaha - Council Bluffs	0.7	0.9	6.0	5.7	106	Visalia-Tulare-Hanford	1.5	1.4	3.7	3.7
73	Harrisburg-Lebanon-Carlisle, PA	0.5	0.8	4.0	4.1	107	Worcester, MA	0.6	0.9	1.4	2.2
74	Wilmington, DE	0.9	1.3	2.3	3.8	108	Gainesville - Ocala, FL	1.9	2.2	4.9	4.8
75	Toledo, OH	-0.1	0.2	3.4	3.2	109	Oxnard - Ventura, CA	0.9	0.7	2.0	1.9
76	Ft. Myers-Naples-Marco Island	2.1	2.1	5.0	4.8	110	Lancaster, PA	0.8	1.1	3.9	3.7
77	Springfield, MA	-0.1	0.2	-0.2	1.1	111	Augusta, GA	0.6	0.9	3.4	3.4
78	Monterey-Salinas-Santa Cruz	-0.7	-0.9	2.0	2.5	112	Bridgeport, CT	-0.1	0.2	3.2	3.3
79	Sarasota - Bradenton, FL	1.1	1.2	3.3	4.0	113	Lansing-East Lansing, MI	0.2	0.5	3.5	3.4
80	Greenville-New Bern-Jacksonville	0.9	1.2	5.8	5.9	114	Santa Rosa, CA	0.7	0.6	2.7	2.4
81	Baton Rouge, LA	1.0	1.3	6.1	6.0	115	Huntsville, AL	0.8	1.3	4.9	4.7
82	Little Rock, AR	1.0	1.2	5.4	6.0	116	Flint, MI	0.3	0.7	3.1	2.9
83	New Bedford-Fall River, MA	0.4	0.7	2.8	2.5	117	Portsmouth-Dover-Rochester, NH	1.3	1.6	3.2	3.9
84	Mobile, AL	1.3	1.7	6.4	6.1	118	Jackson, MS	0.8	1.2	5.4	5.4
85	Stockton, CA	1.2	0.9	3.5	3.2	119	Ft. Pierce-Stuart-Vero Beach, FL	1.5	1.5	3.4	3.2
86	Bakersfield, CA	1.4	1.4	2.4	3.1	120	Canton, OH	0.3	0.7	4.0	3.8
87	Spokane, WA	1.9	2.2	5.5	6.1	121	Madison, WI	1.1	1.3	6.9	6.6
88	Columbia, SC	1.3	1.8	3.5	4.5	122	Modesto, CA	1.1	0.7	2.8	2.6
89	Des Moines, IA	1.0	1.3	5.8	5.6	123	Fayetteville, NC	1.2	1.6	8.6	8.3
90	Wichita, KS	0.3	0.5	3.8	3.6	124	Saginaw-Bay City-Midland	0.0	0.4	3.4	3.4
91	Charleston, SC	-0.3	0.0	3.7	3.5	125	Pensacola, FL	1.0	1.2	4.0	4.3
92	Youngstown - Warren, OH	-0.3	0.1	3.3	3.0	126	Corpus Christi, TX	1.4	1.6	5.6	5.9
93	Daytona Beach, FL	1.6	1.7	3.8	3.7	127	Shreveport, LA	0.4	0.8	5.5	5.3
94	Johnson City-Kingsport-Bristol	0.6	0.9	4.9	4.8	128	Beaumont-Port Arthur, TX	0.0	0.3	3.9	3.8
95	Colorado Springs, CO	2.9	3.3	5.7	5.4	129	Boise, ID	3.0	3.2	8.1	7.9
96	Melbourne-Titusville-Cocoa, FL	1.6	1.9	3.7	3.5	130	Reading, PA	0.4	0.7	3.2	2.9
97	New Haven, CT	-0.3	0.0	0.1	1.9	131	Reno, NV	2.5	2.6	7.0	6.7
98	Lafayette, LA	0.9	1.5	5.8	5.5	132	Quad Cities, IA-IL	0.1	0.4	3.1	3.5
99	Ft. Wayne, IN	0.6	1.0	3.7	4.1	133	Biloxi-Gulfport-Pascagoula, MS	2.1	2.6	5.9	7.5
100	Chattanooga, TN	0.9	1.2	5.3	5.0	134	Stamford-Norwalk, CT	0.0	0.2	3.9	3.6
101	Morristown, NJ	1.2	1.4	2.7	3.1	135	Peoria, IL	0.1	0.4	3.7	3.7
102	Roanoke-Lynchburg, VA	0.4	0.7	3.5	4.1	136	Atlantic City - Cape May, NJ	0.5	0.6	1.8	1.7

TABLE 1
GROWTH RATE PROJECTIONS BY MARKET RANK
(Population, Households, Retail Sales, Effective Buying Income)

RANK	MARKET	95-00 POP	95-00 HH	95-00 RS	95-00 EBI	RANK	MARKET	95-00 POP	95-00 HH	95-00 RS	95-00 EBI
137	Trenton, NJ	0.2%	0.4%	3.1%	4.2%	171	Kalamazoo, MI	0.8%	1.1%	4.3%	4.0%
138	Appleton - Oshkosh, WI	1.0	1.3	6.2	6.0	172	Lubbock, TX	0.9	1.0	3.6	4.2
139	Huntington, WV - Ashland, KY	0.1	0.4	4.4	4.5	173	Odessa - Midland, TX	0.5	0.8	3.4	3.4
140	Montgomery, AL	1.1	1.5	4.8	4.6	174	Tupelo, MS	1.1	1.6	6.5	6.4
141	Newburgh-Middletown, NY	0.5	0.5	3.5	3.2	175	Waterbury, CT	-0.2	0.1	0.3	1.8
142	Utica - Rome, NY	-0.7	-0.4	2.3	2.4	176	Asheville, NC	1.4	1.8	5.7	5.4
143	Killeen-Temple, TX	3.9	4.5	7.4	7.5	177	Topeka, KS	0.6	0.7	3.1	3.0
144	Tyler - Longview, TX	0.6	0.9	4.3	5.0	178	Dothan, AL	0.4	0.7	3.8	3.7
145	Springfield, MO	2.0	2.3	6.5	6.3	179	Morgantown-Clarksburg-Fairmont	0.3	0.7	4.6	5.0
146	Eugene - Springfield, OR	1.2	1.4	5.1	4.9	180	Wilmington, NC	2.8	3.2	6.5	6.3
147	Ann Arbor, MI	0.7	1.0	5.2	4.9	181	Green Bay, WI	1.3	1.6	6.4	6.1
148	Macon, GA	1.2	1.6	3.8	3.6	182	Cape Cod, MA	1.6	1.9	1.5	2.9
149	Rockford, IL	0.9	1.1	2.9	2.8	183	Terre Haute, IN	0.1	0.4	4.5	4.8
150	Palm Springs, CA	2.0	1.8	2.6	2.4	184	Santa Barbara, CA	0.4	0.2	1.7	1.5
151	Evansville, IN	0.5	0.9	4.6	4.6	185	Myrtle Beach, SC	0.9	1.4	4.7	4.5
152	Erie, PA	0.0	0.5	4.4	4.1	186	Chico, CA	0.5	0.6	1.8	2.1
153	Savannah, GA	1.2	1.5	4.3	4.1	187	Yakima, WA	2.0	2.1	6.3	6.5
154	Salisbury-Ocean City, MD	1.6	1.9	3.7	3.7	188	Merced, CA	1.7	1.7	2.8	2.5
155	Fayetteville, AR	2.9	3.3	7.4	7.2	189	Amarillo, TX	1.0	1.4	3.6	4.9
156	Charleston, WV	0.3	0.6	5.3	5.4	190	Waco, TX	1.1	1.4	5.6	5.4
157	South Bend, IN	0.9	1.3	4.8	4.5	191	Danbury, CT	0.0	0.3	3.6	3.4
158	Wausau-Stevens Point, WI	0.6	0.9	5.2	5.1	192	Springfield, IL	0.6	0.9	2.4	4.4
159	Hagerstown-Chambersburg-Waynesboro	0.4	0.7	2.7	2.6	193	Manchester, NH	1.1	1.4	3.0	2.9
160	Poughkeepsie, NY	-0.6	-0.5	1.5	1.2	194	Elmira-Corning, NY	-0.5	-0.1	2.6	2.4
161	Binghamton, NY	-0.8	-0.5	1.0	1.6	195	Northwest Michigan	1.8	2.3	6.2	6.3
162	Portland, ME	0.6	1.0	1.3	3.1	196	Santa Maria-Lompoc, CA	0.4	0.2	1.7	1.5
163	New London, CT	0.5	0.8	4.1	3.8	197	Florence, SC	0.8	1.3	4.9	4.5
164	Columbus, GA	0.4	0.6	3.6	3.2	198	Cedar Rapids, IA	1.0	1.3	4.7	4.5
165	Anchorage, AK	0.1	0.3	2.8	2.6	199	Frederick, MD	2.9	3.2	5.2	5.0
166	Johnstown, PA	-0.5	-0.2	3.3	3.1	200	Alexandria, LA	-0.4	-0.1	4.2	4.2
167	Tallahassee, FL	1.8	2.2	6.3	6.1	201	Richland-Kennewick-Pasco, WA	2.9	3.1	8.2	9.0
168	San Luis Obispo, CA	0.5	0.6	1.1	2.0	202	Medford-Ashland, OR	2.3	2.5	5.9	5.7
169	Lincoln, NE	1.3	1.5	6.5	6.2	203	Lake Charles, LA	0.7	1.1	6.1	5.9
170	Ft. Smith, AR	1.1	1.3	5.6	5.4	204	Laurel-Hattiesburg, MS	1.0	1.4	4.9	5.9

TABLE 1
GROWTH RATE PROJECTIONS BY MARKET RANK
(Population, Households, Retail Sales, Effective Buying Income)

RANK	MARKET	95-00	95-00	95-00	95-00	RANK	MARKET	95-00	95-00	95-00	95-00
		POP	HH	RS	EBI			POP	HH	RS	EBI
205	Marion-Carbondale, IL	0.4%	0.6%	3.3%	3.0%	239	Columbia, MO	1.8%	2.3%	6.3%	6.0%
206	Ft. Walton Beach, FL	2.1	2.4	5.5	5.6	240	Billings, MT	1.3	1.6	5.1	6.0
207	Blacksburg-Christiansburg-Radford-Pulaski	0.4	0.8	3.3	2.9	241	Texarkana, TX-AR	0.4	0.7	3.3	3.1
208	Fargo, ND - Moorhead, MN	1.1	1.6	6.6	6.3	242	Williamsport, PA	-0.2	0.2	3.0	2.8
209	Sioux Falls, SD	1.4	1.7	7.4	7.0	243	Augusta-Waterville, ME	0.0	0.4	0.9	2.0
210	Redding, CA	0.5	0.7	2.0	1.8	244	Sioux City, IA	0.7	1.0	6.7	6.4
211	Laredo, TX	3.5	3.4	7.5	9.4	245	Albany, GA	0.5	0.9	4.1	4.3
212	Champaign, IL	-1.2	-1.1	2.0	1.8	246	Watertown, NY	0.2	0.4	3.1	2.8
213	Tuscaloosa, AL	0.8	1.2	5.3	5.0	247	Rochester, MN	0.8	1.1	4.6	4.4
214	St. Cloud, MN	1.2	1.5	4.4	4.7	248	Lawton, OK	-0.9	-0.9	2.4	2.2
215	Duluth, MN - Superior, WI	-0.3	0.1	4.0	3.7	249	Grand Junction, CO	2.2	2.8	7.7	7.5
216	Wheeling, WV	-0.5	-0.1	2.9	3.0	250	Rapid City, SD	0.3	0.6	6.7	6.5
217	Dubuque, IA	0.3	0.8	4.5	4.3	251	La Crosse, WI	0.7	1.2	5.4	5.1
218	Parkersburg-Marietta, WV-OH	0.2	0.5	4.6	4.4	252	San Angelo, TX	0.5	0.8	4.2	3.9
219	Winchester, VA	1.2	1.5	3.8	3.3	253	Grand Forks, ND-MN	0.2	0.4	5.1	4.7
220	Lima, OH	-0.2	0.2	3.4	3.2	254	Ithaca, NY	0.2	0.4	3.2	3.0
221	Burlington, VT	1.2	1.7	2.4	4.3	255	Harrisonburg, VA	1.2	1.7	4.7	5.0
222	Charlottesville, VA	1.3	1.7	4.7	5.2	256	Owensboro, KY	0.6	1.0	5.0	4.8
223	Abilene, TX	0.2	0.3	2.7	2.6	257	Danville, IL	-0.2	0.1	3.5	3.3
224	Joplin, MO	1.4	1.7	5.7	5.3	258	Bismarck, ND	1.2	1.6	6.4	6.1
225	Waterloo-Cedar Falls, IA	-0.4	-0.2	4.3	4.1	259	Jackson, TN	1.2	1.6	6.9	6.6
226	Panama City, FL	1.8	2.1	5.7	5.5	260	Bangor, ME	0.1	0.7	2.8	2.5
227	Monroe, LA	0.4	0.6	4.3	4.1	261	Great Falls, MT	0.7	0.6	3.0	4.9
228	Bloomington, IL	1.3	1.7	5.6	5.3	262	Beckley, WV	0.3	0.6	4.6	4.4
229	Eau Claire, WI	0.5	0.8	5.1	4.8	263	Cheyenne, WY	1.0	1.3	5.4	5.2
230	Battle Creek, MI	0.8	1.2	4.3	4.0	264	Meridian, MS	-0.2	0.3	3.7	4.5
231	Lafayette, IN	0.7	1.2	5.8	5.5	265	Casper, WY	0.8	1.5	5.3	7.0
232	Sussex, NJ	1.3	1.5	3.7	3.5						
233	Santa Fe, NM	2.3	2.6	7.3	6.7						
234	State College, PA	0.6	0.9	3.8	4.1						
235	Bryan-College Station, TX	1.5	1.9	7.0	6.7						
236	Altoona, PA	-0.1	0.2	4.6	4.3						
237	Wichita Falls, TX	1.2	1.3	5.1	5.2						
238	Pueblo, CO	1.2	1.6	5.3	5.0						

**TABLE 2
NUMBER OF RADIO STATIONS IN MARKET
(Ranked By Market)**

RANK	MARKET	# AM STATIONS	# FM STATIONS	TOTAL STATIONS	RANK	MARKET	# AM STATIONS	# FM STATIONS	TOTAL STATIONS
1	New York	30	24	54	35	Salt Lake City - Ogden	22	21	43
2	Los Angeles	27	37	64	36	Indianapolis, IN	10	20	30
3	Chicago, IL	38	41	79	37	Charlotte-Gastonia-Rock Hill	25	15	40
4	San Francisco	19	24	43	38	Orlando	16	14	30
5	Philadelphia	22	15	37	39	New Orleans	16	18	34
6	Detroit	20	23	43	40	Buffalo-Niagara Falls, NY	12	12	24
7	Dallas - Ft. Worth	23	27	50	41	Greensboro-Winston Salem-High Point	21	14	35
8	Washington, D.C.	24	20	44	42	Hartford-New Britain-Middletown	13	9	22
9	Houston-Galveston	26	28	54	43	Memphis	20	17	37
10	Boston	27	21	48	44	Nashville	24	21	45
11	Miami-Ft. Lauderdale-Hollywood	24	20	44	45	Las Vegas, NV	12	16	28
12	Atlanta, GA	25	16	41	46	Rochester, NY	10	21	31
13	Seattle-Tacoma	31	20	51	47	Monmouth-Ocean, NJ	3	7	10
14	San Diego	16	23	39	48	Raleigh - Durham, NC	21	13	34
15	Nassau-Suffolk	12	17	29	49	W. Palm Beach-Boca Raton	14	12	26
16	Minneapolis - St. Paul	21	18	39	50	Louisville, KY	15	18	33
17	St. Louis	20	19	39	51	Austin, TX	11	15	26
18	Phoenix, AZ	20	23	43	52	Oklahoma City	12	12	24
19	Baltimore, MD	16	14	30	53	Jacksonville, FL	17	17	34
20	Pittsburgh, PA	26	21	47	54	Dayton, Ohio	11	16	27
21	Tampa-St. Petersburg-Clearwater	23	16	39	55	Birmingham, AL	19	13	32
22	Cleveland	15	14	29	56	Richmond, VA	13	13	26
23	Denver - Boulder	23	18	41	57	Albany-Schenectady-Troy	14	28	42
24	Portland, OR	25	14	39	58	Honolulu	17	15	32
25	Cincinnati	12	20	32	59	Greenville-Spartanburg, SC	21	15	36
26	Riverside-San Bernardino	13	13	26	60	Tucson, AZ	15	12	27
27	Kansas City	18	18	36	61	Tulsa, OK	11	20	31
28	Sacramento, CA	15	20	35	62	Wilkes Barre - Scranton	20	20	40
29	Milwaukee - Racine	16	18	34	63	McAllen-Brownsville-Harlingen, TX	9	14	23
30	San Jose	7	9	16	64	Fresno	14	19	33
31	Providence-Warwick-Pawtucket, RI	16	14	30	65	Allentown - Bethlehem	11	7	18
32	Columbus, OH	12	20	32	66	Grand Rapids, MI	14	17	31
33	Norfolk-Virginia Beach-Newport News	17	18	35	67	Akron, OH	5	4	9
34	San Antonio, TX	18	15	33	68	Knoxville, TN	19	16	35

TABLE 2
NUMBER OF RADIO STATIONS IN MARKET
(Ranked By Market)

RANK	MARKET	# AM	# FM	TOTAL	RANK	MARKET	# AM	# FM	TOTAL
		STATIONS	STATIONS	STATIONS			STATIONS	STATIONS	
69	El Paso, TX	9	11	20	103	York, PA	6	6	12
70	Syracuse, NY	12	18	30	104	Lakeland-Winter Haven, FL	9	2	11
71	Albuquerque, NM	15	21	36	105	Lexington-Fayette, KY	10	14	24
72	Omaha - Council Bluffs	9	14	23	106	Visalia-Tulare-Hanford	6	7	13
73	Harrisburg-Lebanon-Carlisle, PA	11	12	23	107	Worcester, MA	7	4	11
74	Wilmington, DE	8	5	13	108	Gainesville - Ocala, FL	10	14	24
75	Toledo, OH	9	17	26	109	Oxnard - Ventura, CA	5	10	15
76	Ft. Myers-Naples-Marco Island	10	17	27	110	Lancaster, PA	3	4	7
77	Springfield, MA	10	6	16	111	Augusta, GA	10	18	28
78	Monterey-Salinas-Santa Cruz	14	18	32	112	Bridgeport, CT	5	2	7
79	Sarasota - Bradenton, FL	8	5	13	113	Lansing-East Lansing, MI	7	10	17
80	Greenville-New Bern-Jacksonville	19	21	40	114	Santa Rosa, CA	4	9	13
81	Baton Rouge, LA	9	12	21	115	Huntsville, AL	15	13	28
82	Little Rock, AR	13	18	31	116	Flint, MI	7	8	15
83	New Bedford-Fall River, MA	6	2	8	117	Portsmouth-Dover-Rochester, NH	6	9	15
84	Mobile, AL	12	12	24	118	Jackson, MS	13	16	29
85	Stockton, CA	4	6	10	119	Ft. Pierce-Stuart-Vero Beach, FL	5	8	13
86	Bakersfield, CA	13	17	30	120	Canton, OH	6	5	11
87	Spokane, WA	11	15	26	121	Madison, WI	8	13	21
88	Columbia, SC	9	14	23	122	Modesto, CA	6	10	16
89	Des Moines, IA	9	15	24	123	Fayetteville, NC	13	10	23
90	Wichita, KS	8	15	23	124	Saginaw-Bay City-Midland	7	12	19
91	Charleston, SC	10	17	27	125	Pensacola, FL	9	6	15
92	Youngstown - Warren, OH	11	11	22	126	Corpus Christi, TX	8	18	26
93	Daytona Beach, FL	8	5	13	127	Shreveport, LA	9	12	21
94	Johnson City-Kingsport-Bristol	21	12	33	128	Beaumont-Port Arthur, TX	9	7	16
95	Colorado Springs, CO	8	12	20	129	Boise, ID	10	14	24
96	Melbourne-Titusville-Cocoa, FL	9	5	14	130	Reading, PA	3	2	5
97	New Haven, CT	5	3	8	131	Reno, NV	10	15	25
98	Lafayette, LA	12	17	29	132	Quad Cities, IA-IL	7	12	19
99	Ft. Wayne, IN	7	16	23	133	Biloxi-Gulfport-Pascagoula, MS	8	11	19
100	Chattanooga, TN	14	15	29	134	Stamford-Norwalk, CT	4	2	6
101	Morristown, NJ	2	1	3	135	Peoria, IL	5	11	16
102	Roanoke-Lynchburg, VA	18	17	35	136	Atlantic City - Cape May, NJ	7	17	24

**TABLE 2
NUMBER OF RADIO STATIONS IN MARKET
(Ranked By Market)**

RANK	MARKET	# AM STATIONS	# FM STATIONS	TOTAL STATIONS	RANK	MARKET	# AM STATIONS	# FM STATIONS	TOTAL STATIONS
137	Trenton, NJ	4	4	8	171	Kalamazoo, MI	6	7	13
138	Appleton - Oshkosh, WI	8	10	18	172	Lubbock, TX	7	12	19
139	Huntington, WV - Ashland, KY	11	12	23	173	Odessa - Midland, TX	7	14	21
140	Montgomery, AL	8	8	16	174	Tupelo, MS	10	16	26
141	Newburgh-Middletown, NY	5	5	10	175	Waterbury, CT	4	1	5
142	Utica - Rome, NY	10	13	23	176	Asheville, NC	8	3	11
143	Killeen-Temple, TX	3	8	11	177	Topeka, KS	4	9	13
144	Tyler - Longview, TX	9	12	21	178	Dothan, AL	8	13	21
145	Springfield, MO	6	13	19	179	Morgantown-Clarksburg-Fairmont	7	14	21
146	Eugene - Springfield, OR	10	9	19	180	Wilmington, NC	6	10	16
147	Ann Arbor, MI	5	2	7	181	Green Bay, WI	3	7	10
148	Macon, GA	11	13	24	182	Cape Cod, MA	2	12	14
149	Rockford, IL	4	7	11	183	Terre Haute, IN	9	13	22
150	Palm Springs, CA	8	11	19	184	Santa Barbara, CA	5	8	13
151	Evansville, IN	8	9	17	185	Myrtle Beach, SC	10	17	27
152	Erie, PA	7	9	16	186	Chico, CA	4	13	17
153	Savannah, GA	7	16	23	187	Yakima, WA	8	9	17
154	Salisbury-Ocean City, MD	7	24	31	188	Merced, CA	3	12	15
155	Fayetteville, AR	7	12	19	189	Amarillo, TX	7	14	21
156	Charleston, WV	8	9	17	190	Waco, TX	4	7	11
157	South Bend, IN	6	13	19	191	Danbury, CT	3	3	6
158	Wausau-Stevens Point, WI	6	12	18	192	Springfield, IL	4	9	13
159	Hagerstown-Chambersburg-Waynesboro	7	9	16	193	Manchester, NH	4	8	12
160	Poughkeepsie, NY	6	11	17	194	Elmira-Corning, NY	10	12	22
161	Binghamton, NY	6	9	15	195	Northwest Michigan	8	18	26
162	Portland, ME	8	16	24	196	Santa Maria-Lompoc, CA	6	7	13
163	New London, CT	3	7	10	197	Florence, SC	7	11	18
164	Columbus, GA	6	9	15	198	Cedar Rapids, IA	5	6	11
165	Anchorage, AK	8	11	19	199	Frederick, MD	5	3	8
166	Johnstown, PA	10	10	20	200	Alexandria, LA	6	10	16
167	Tallahassee, FL	5	12	17	201	Richland-Kennewick-Pasco, WA	5	12	17
168	San Luis Obispo, CA	7	13	20	202	Medford-Ashland, OR	6	11	17
169	Lincoln, NE	3	9	12	203	Lake Charles, LA	4	6	10
170	Ft. Smith, AR	9	13	22	204	Laurel-Hattiesburg, MS	8	10	18

TABLE 2
NUMBER OF RADIO STATIONS IN MARKET
(Ranked By Market)

RANK	MARKET	# AM STATIONS	# FM STATIONS	TOTAL STATIONS
205	Marion-Carbondale, IL	7	12	19
206	Ft. Walton Beach, FL	5	9	14
207	Blacksburg-Christiansburg-Radford-Pulaski	9	6	15
208	Fargo, ND - Moorhead, MN	4	10	14
209	Sioux Falls, SD	7	9	16
210	Redding, CA	5	8	13
211	Laredo, TX	3	5	8
212	Champaign, IL	3	11	14
213	Tuscaloosa, AL	5	8	13
214	St. Cloud, MN	5	10	15
215	Duluth, MN - Superior, WI	10	15	25
216	Wheeling, WV	5	9	14
217	Dubuque, IA	4	9	13
218	Parkersburg-Marietta, WV-OH	6	9	15
219	Winchester, VA	5	8	13
220	Lima, OH	2	8	10
221	Burlington, VT	4	14	18
222	Charlottesville, VA	4	8	12
223	Abilene, TX	6	9	15
224	Joplin, MO	8	10	18
225	Waterloo-Cedar Falls, IA	7	7	14
226	Panama City, FL	3	13	16
227	Monroe, LA	6	11	17
228	Bloomington, IL	1	3	4
229	Eau Claire, WI	5	9	14
230	Battle Creek, MI	3	2	5
231	Lafayette, IN	3	9	12
232	Sussex, NJ	1	2	3
233	Santa Fe, NM	5	4	9
234	State College, PA	4	5	9
235	Bryan-College Station, TX	4	9	13
236	Altoona, PA	6	9	15
237	Wichita Falls, TX	2	6	8
238	Pueblo, CO	6	4	10

RANK	MARKET	# AM STATIONS	# FM STATIONS	TOTAL STATIONS
239	Columbia, MO	5	12	17
240	Billings, MT	6	8	14
241	Texarkana, TX-AR	6	11	17
242	Williamsport, PA	6	11	17
243	Augusta-Waterville, ME	5	7	12
244	Sioux City, IA	6	8	14
245	Albany, GA	4	10	14
246	Watertown, NY	3	7	10
247	Rochester, MN	4	8	12
248	Lawton, OK	2	7	9
249	Grand Junction, CO	5	8	13
250	Rapid City, SD	5	10	15
251	La Crosse, WI	4	10	14
252	San Angelo, TX	3	8	11
253	Grand Forks, ND-MN	6	8	14
254	Ithaca, NY	4	5	9
255	Harrisonburg, VA	5	8	13
256	Owensboro, KY	3	7	10
257	Danville, IL	2	5	7
258	Bismarck, ND	3	7	10
259	Jackson, TN	3	9	12
260	Bangor, ME	3	10	13
261	Great Falls, MT	4	4	8
262	Beckley, WV	4	6	10
263	Cheyenne, WY	6	8	14
264	Meridian, MS	5	6	11
265	Casper, WY	3	5	8

TABLE 3
1996 ESTIMATED GROSS REVENUES
(Ranked By Market)

1996			1996		
RANK	MARKET	GROSS REVENUES (000)	RANK	MARKET	GROSS REVENUES (000)
1	New York	\$507,200	35	Salt Lake City - Ogden	\$ 56,700
2	Los Angeles	540,000	36	Indianapolis, IN	66,600
3	Chicago, IL	343,000	37	Charlotte-Gastonia-Rock Hill	70,100
4	San Francisco	241,100	38	Orlando	72,300
5	Philadelphia	207,800	39	New Orleans	48,200
6	Detroit	183,200	40	Buffalo-Niagara Falls, NY	42,800
7	Dallas - Ft. Worth	219,600	41	Greensboro-Winston Salem-High Point	35,000
8	Washington, D.C.	211,700	42	Hartford-New Britain-Middletown	53,300
9	Houston-Galveston	200,900	43	Memphis	43,600
10	Boston	210,800	44	Nashville	53,900
11	Miami-Ft. Lauderdale-Hollywood	179,000	45	Las Vegas, NV	45,500
12	Atlanta, GA	189,300	46	Rochester, NY	33,000
13	Seattle-Tacoma	132,500	47	Monmouth-Ocean, NJ	13,900
14	San Diego	119,700	48	Raleigh - Durham, NC	49,300
15	Nassau-Suffolk	41,100	49	W. Palm Beach-Boca Raton	38,500
16	Minneapolis - St. Paul	117,400	50	Louisville, KY	40,500
17	St. Louis	99,200	51	Austin, TX	48,600
18	Phoenix, AZ	110,900	52	Oklahoma City	36,300
19	Baltimore, MD	93,100	53	Jacksonville, FL	39,500
20	Pittsburgh, PA	79,000	54	Dayton, Ohio	33,400
21	Tampa-St. Petersburg-Clearwater	89,500	55	Birmingham, AL	35,900
22	Cleveland	83,800	56	Richmond, VA	39,900
23	Denver - Boulder	117,700	57	Albany-Schenectady-Troy	30,100
24	Portland, OR	86,200	58	Honolulu	24,200
25	Cincinnati	92,800	59	Greenville-Spartanburg, SC	32,400
26	Riverside-San Bernardino	29,100	60	Tucson, AZ	27,300
27	Kansas City	66,200	61	Tulsa, OK	32,300
28	Sacramento, CA	75,600	62	Wilkes Barre - Scranton	23,500
29	Milwaukee - Racine	64,500	63	McAllen-Brownsville-Harlingen, TX	15,400
30	San Jose	42,000	64	Fresno	27,600
31	Providence-Warwick-Pawtucket, RI	39,600	65	Allentown - Bethlehem	22,100
32	Columbus, OH	68,900	66	Grand Rapids, MI	31,500
33	Norfolk-Virginia Beach-Newport News	46,400	67	Akron, OH	15,400
34	San Antonio, TX	63,200	68	Knoxville, TN	23,200

TABLE 3
1996 ESTIMATED GROSS REVENUES
(Ranked By Market)

1996			1996		
RANK	MARKET	GROSS REVENUES (000)	RANK	MARKET	GROSS REVENUES (000)
69	El Paso, TX	\$ 17,600	103	York, PA	\$ 15,800
70	Syracuse, NY	21,800	104	Lakeland-Winter Haven, FL	5,300
71	Albuquerque, NM	32,900	105	Lexington-Fayette, KY	18,700
72	Omaha - Council Bluffs	31,500	106	Visalia-Tulare-Hanford	3,600
73	Harrisburg-Lebanon-Carlisle, PA	24,200	107	Worcester, MA	11,000
74	Wilmington, DE	21,000	108	Gainesville - Ocala, FL	12,300
75	Toledo, OH	22,200	109	Oxnard - Ventura, CA	11,400
76	Ft. Myers-Naples-Marco Island	21,900	110	Lancaster, PA	11,500
77	Springfield, MA	16,900	111	Augusta, GA	13,000
78	Monterey-Salinas-Santa Cruz	13,900	112	Bridgeport, CT	16,100
79	Sarasota - Bradenton, FL	5,500	113	Lansing-East Lansing, MI	15,800
80	Greenville-New Bern-Jacksonville	15,500	114	Santa Rosa, CA	10,300
81	Baton Rouge, LA	21,100	115	Huntsville, AL	15,600
82	Little Rock, AR	20,100	116	Flint, MI	12,500
83	New Bedford-Fall River, MA	3,700	117	Portsmouth-Dover-Rochester, NH	11,900
84	Mobile, AL	14,700	118	Jackson, MS	16,700
85	Stockton, CA	8,700	119	Ft. Pierce-Stuart-Vero Beach, FL	10,600
86	Bakersfield, CA	15,700	120	Canton, OH	9,300
87	Spokane, WA	16,400	121	Madison, WI	21,900
88	Columbia, SC	22,000	122	Modesto, CA	16,700
89	Des Moines, IA	23,200	123	Fayetteville, NC	13,500
90	Wichita, KS	20,500	124	Saginaw-Bay City-Midland	18,600
91	Charleston, SC	16,400	125	Pensacola, FL	9,200
92	Youngstown - Warren, OH	16,700	126	Corpus Christi, TX	11,200
93	Daytona Beach, FL	6,600	127	Shreveport, LA	12,500
94	Johnson City-Kingsport-Bristol	12,800	128	Beaumont-Port Arthur, TX	11,100
95	Colorado Springs, CO	14,500	129	Boise, ID	14,300
96	Melbourne-Titusville-Cocoa, FL	6,100	130	Reading, PA	8,500
97	New Haven, CT	15,900	131	Reno, NV	15,800
98	Lafayette, LA	10,700	132	Quad Cities, IA-IL	12,100
99	Ft. Wayne, IN	17,100	133	Biloxi-Gulfport-Pascagoula, MS	8,200
100	Chattanooga, TN	19,100	134	Stamford-Norwalk, CT	7,300
101	Morristown, NJ	n/a	135	Peoria, IL	13,400
102	Roanoke-Lynchburg, VA	16,700	136	Atlantic City - Cape May, NJ	13,600

TABLE 3
1996 ESTIMATED GROSS REVENUES
(Ranked By Market)

1996			1996		
RANK	MARKET	GROSS REVENUES (000)	RANK	MARKET	GROSS REVENUES (000)
137	Trenton, NJ	\$ 12,200	171	Kalamazoo, MI	\$ 9,000
138	Appleton - Oshkosh, WI	12,300	172	Lubbock, TX	9,700
139	Huntington, WV - Ashland, KY	10,000	173	Odessa - Midland, TX	8,000
140	Montgomery, AL	13,500	174	Tupelo, MS	5,200
141	Newburgh-Middletown, NY	5,300	175	Waterbury, CT	n/a
142	Utica - Rome, NY	7,900	176	Asheville, NC	6,500
143	Killeen-Temple, TX	4,800	177	Topeka, KS	8,300
144	Tyler - Longview, TX	13,200	178	Dothan, AL	7,400
145	Springfield, MO	16,100	179	Morgantown-Clarksburg-Fairmont	7,500
146	Eugene - Springfield, OR	10,400	180	Wilmington, NC	7,400
147	Ann Arbor, MI	5,600	181	Green Bay, WI	10,300
148	Macon, GA	10,800	182	Cape Cod, MA	10,400
149	Rockford, IL	10,000	183	Terre Haute, IN	5,600
150	Palm Springs, CA	9,900	184	Santa Barbara, CA	8,700
151	Evansville, IN	12,700	185	Myrtle Beach, SC	9,600
152	Erie, PA	7,800	186	Chico, CA	4,200
153	Savannah, GA	13,200	187	Yakima, WA	7,700
154	Salisbury-Ocean City, MD	15,900	188	Merced, CA	3,400
155	Fayetteville, AR	9,400	189	Amarillo, TX	7,600
156	Charleston, WV	12,000	190	Waco, TX	6,300
157	South Bend, IN	14,500	191	Danbury, CT	7,900
158	Wausau-Stevens Point, WI	9,700	192	Springfield, IL	10,500
159	Hagerstown-Chambersburg-Waynesboro	7,000	193	Manchester, NH	10,400
160	Poughkeepsie, NY	11,300	194	Elmira-Corning, NY	4,800
161	Binghamton, NY	8,400	195	Northwest Michigan	9,400
162	Portland, ME	18,100	196	Santa Maria-Lompoc, CA	n/a
163	New London, CT	7,000	197	Florence, SC	5,000
164	Columbus, GA	10,100	198	Cedar Rapids, IA	11,600
165	Anchorage, AK	15,000	199	Frederick, MD	4,700
166	Johnstown, PA	5,900	200	Alexandria, LA	6,200
167	Tallahassee, FL	9,700	201	Richland-Kennewick-Pasco, WA	9,900
168	San Luis Obispo, CA	6,300	202	Medford-Ashland, OR	5,500
169	Lincoln, NE	10,700	203	Lake Charles, LA	6,000
170	Ft. Smith, AR	5,900	204	Laurel-Hattiesburg, MS	4,500

TABLE 3
1996 ESTIMATED GROSS REVENUES
(Ranked By Market)

1996			1996		
RANK	MARKET	GROSS REVENUES (000)	RANK	MARKET	GROSS REVENUES (000)
205	Marion-Carbondale, IL	\$ 5,800	239	Columbia, MO	\$ 6,500
206	Ft. Walton Beach, FL	4,800	240	Billings, MT	5,800
207	Blacksburg-Christiansburg-Radford-Pulaski	2,000	241	Texarkana, TX-AR	4,200
208	Fargo, ND - Moorhead, MN	9,600	242	Williamsport, PA	5,200
209	Sioux Falls, SD	9,000	243	Augusta-Waterville, ME	4,400
210	Redding, CA	4,800	244	Sioux City, IA	4,800
211	Laredo, TX	n/a	245	Albany, GA	5,900
212	Champaign, IL	8,500	246	Watertown, NY	3,500
213	Tuscaloosa, AL	4,900	247	Rochester, MN	7,300
214	St. Cloud, MN	8,900	248	Lawton, OK	2,600
215	Duluth, MN - Superior, WI	6,600	249	Grand Junction, CO	5,700
216	Wheeling, WV	5,700	250	Rapid City, SD	7,100
217	Dubuque, IA	5,300	251	La Crosse, WI	6,800
218	Parkersburg-Marietta, WV-OH	5,400	252	San Angelo, TX	4,000
219	Winchester, VA	5,900	253	Grand Forks, ND-MN	5,200
220	Lima, OH	4,900	254	Ithaca, NY	3,200
221	Burlington, VT	9,400	255	Harrisonburg, VA	5,600
222	Charlottesville, VA	6,200	256	Owensboro, KY	4,700
223	Abilene, TX	5,300	257	Danville, IL	3,200
224	Joplin, MO	5,200	258	Bismarck, ND	6,500
225	Waterloo-Cedar Falls, IA	5,800	259	Jackson, TN	5,900
226	Panama City, FL	6,400	260	Bangor, ME	5,200
227	Monroe, LA	8,600	261	Great Falls, MT	3,500
228	Bloomington, IL	6,600	262	Beckley, WV	4,100
229	Eau Claire, WI	6,600	263	Cheyenne, WY	3,800
230	Battle Creek, MI	1,800	264	Meridian, MS	4,600
231	Lafayette, IN	6,700	265	Casper, WY	3,400
232	Sussex, NJ	n/a			
233	Santa Fe, NM	3,400			
234	State College, PA	4,400			
235	Bryan-College Station, TX	6,200			
236	Altoona, PA	5,200			
237	Wichita Falls, TX	5,500			
238	Pueblo, CO	4,200			

TABLE 4
1996 ESTIMATED GROSS REVENUES
(Ranked By Amount)

			1996				1996
REVENUE	MARKET		GROSS REVENUES	REVENUE	MARKET		GROSS REVENUES
RANK	RANK	MARKET	(000)	RANK	RANK	MARKET	(000)
1	2	Los Angeles	\$540,000	35	42	Hartford-New Britain-Middletown	\$ 53,300
2	1	New York	507,200	36	48	Raleigh - Durham, NC	49,300
3	3	Chicago, IL	343,000	37	51	Austin, TX	48,600
4	4	San Francisco	241,100	38	39	New Orleans	48,200
5	7	Dallas - Ft. Worth	219,600	39	33	Norfolk-Virginia Beach-Newport News	46,400
6	8	Washington, D.C.	211,700	40	45	Las Vegas, NV	45,500
7	10	Boston	210,800	41	43	Memphis	43,600
8	5	Philadelphia	207,800	42	40	Buffalo-Niagara Falls, NY	42,800
9	9	Houston-Galveston	200,900	43	30	San Jose	42,000
10	12	Atlanta, GA	189,300	44	15	Nassau-Suffolk	41,100
11	6	Detroit	183,200	45	50	Louisville, KY	40,500
12	11	Miami-Ft. Lauderdale-Hollywood	179,000	46	56	Richmond, VA	39,900
13	13	Seattle-Tacoma	132,500	47	31	Providence-Warwick-Pawtucket, RI	39,600
14	14	San Diego	119,700	48	53	Jacksonville, FL	39,500
15	23	Denver - Boulder	117,700	49	49	W. Palm Beach-Boca Raton	38,500
16	16	Minneapolis - St. Paul	117,400	50	52	Oklahoma City	36,300
17	18	Phoenix, AZ	110,900	51	55	Birmingham, AL	35,900
18	17	St. Louis	99,200	52	41	Greensboro-Winston Salem-High Point	35,000
19	19	Baltimore, MD	93,100	53	54	Dayton, Ohio	33,400
20	25	Cincinnati	92,800	54	46	Rochester, NY	33,000
21	21	Tampa-St. Petersburg-Clearwater	89,500	55	71	Albuquerque, NM	32,900
22	24	Portland, OR	86,200	56	59	Greenville-Spartanburg, SC	32,400
23	22	Cleveland	83,800	57	61	Tulsa, OK	32,300
24	20	Pittsburgh, PA	79,000	58	66	Grand Rapids, MI	31,500
25	28	Sacramento, CA	75,600	59	72	Omaha - Council Bluffs	31,500
26	38	Orlando	72,300	60	57	Albany-Schenectady-Troy	30,100
27	37	Charlotte-Gastonia-Rock Hill	70,100	61	26	Riverside-San Bernardino	29,100
28	32	Columbus, OH	68,900	62	64	Fresno	27,600
29	36	Indianapolis, IN	66,600	63	60	Tucson, AZ	27,300
30	27	Kansas City	66,200	64	58	Honolulu	24,200
31	29	Milwaukee - Racine	64,500	64	73	Harrisburg-Lebanon-Carlisle, PA	24,200
32	34	San Antonio, TX	63,200	66	62	Wilkes Barre - Scranton	23,500
33	35	Salt Lake City - Ogden	56,700	67	68	Knoxville, TN	23,200
34	44	Nashville	53,900	67	89	Des Moines, IA	23,200

TABLE 4
1996 ESTIMATED GROSS REVENUES
(Ranked By Amount)

			1996				1996
REVENUE	MARKET		GROSS REVENUES	REVENUE	MARKET		GROSS REVENUES
RANK	RANK	MARKET	(000)	RANK	RANK	MARKET	(000)
69	75	Toledo, OH	\$ 22,200	102	67	Akron, OH	\$ 15,400
70	65	Allentown - Bethlehem	22,100	104	165	Anchorage, AK	15,000
71	88	Columbia, SC	22,000	105	84	Mobile, AL	14,700
72	76	Ft. Myers-Naples-Marco Island	21,900	106	95	Colorado Springs, CO	14,500
72	121	Madison, WI	21,900	106	157	South Bend, IN	14,500
74	70	Syracuse, NY	21,800	108	129	Boise, ID	14,300
75	81	Baton Rouge, LA	21,100	109	47	Monmouth-Ocean, NJ	13,900
76	74	Wilmington, DE	21,000	109	78	Monterey-Salinas-Santa Cruz	13,900
77	90	Wichita, KS	20,500	111	136	Atlantic City - Cape May, NJ	13,600
78	82	Little Rock, AR	20,100	112	123	Fayetteville, NC	13,500
79	100	Chattanooga, TN	19,100	112	140	Montgomery, AL	13,500
80	105	Lexington-Fayette, KY	18,700	114	135	Peoria, IL	13,400
81	124	Saginaw-Bay City-Midland	18,600	115	144	Tyler - Longview, TX	13,200
82	162	Portland, ME	18,100	115	153	Savannah, GA	13,200
83	69	El Paso, TX	17,600	117	111	Augusta, GA	13,000
84	99	Ft. Wayne, IN	17,100	118	94	Johnson City-Kingsport-Bristol	12,800
85	77	Springfield, MA	16,900	119	151	Evansville, IN	12,700
86	92	Youngstown - Warren, OH	16,700	120	116	Flint, MI	12,500
86	102	Roanoke-Lynchburg, VA	16,700	120	127	Shreveport, LA	12,500
86	118	Jackson, MS	16,700	122	108	Gainesville - Ocala, FL	12,300
86	122	Modesto, CA	16,700	122	138	Appleton - Oshkosh, WI	12,300
90	87	Spokane, WA	16,400	124	137	Trenton, NJ	12,200
90	91	Charleston, SC	16,400	125	132	Quad Cities, IA-IL	12,100
92	112	Bridgeport, CT	16,100	126	156	Charleston, WV	12,000
92	145	Springfield, MO	16,100	127	117	Portsmouth-Dover-Rochester, NH	11,900
94	97	New Haven, CT	15,900	128	198	Cedar Rapids, IA	11,600
94	154	Salisbury-Ocean City, MD	15,900	129	110	Lancaster, PA	11,500
96	103	York, PA	15,800	130	109	Oxnard - Ventura, CA	11,400
96	113	Lansing-East Lansing, MI	15,800	131	160	Poughkeepsie, NY	11,300
96	131	Reno, NV	15,800	132	126	Corpus Christi, TX	11,200
99	86	Bakersfield, CA	15,700	133	128	Beaumont-Port Arthur, TX	11,100
100	115	Huntsville, AL	15,600	134	107	Worcester, MA	11,000
101	80	Greenville-New Bern-Jacksonville	15,500	135	148	Macon, GA	10,800
102	63	McAllen-Brownsville-Harlingen, TX	15,400	136	98	Lafayette, LA	10,700

TABLE 4
1996 ESTIMATED GROSS REVENUES
(Ranked By Amount)

REVENUE RANK	MARKET RANK	MARKET	1996 GROSS REVENUES (000)	REVENUE RANK	MARKET RANK	MARKET	1996 GROSS REVENUES (000)
137	169	Lincoln, NE	\$ 10,700	171	142	Utica - Rome, NY	\$ 7,900
138	119	Ft. Pierce-Stuart-Vero Beach, FL	10,600	171	191	Danbury, CT	7,900
139	192	Springfield, IL	10,500	173	152	Erie, PA	7,800
140	146	Eugene - Springfield, OR	10,400	174	187	Yakima, WA	7,700
140	182	Cape Cod, MA	10,400	175	189	Amarillo, TX	7,600
140	193	Manchester, NH	10,400	176	179	Morgantown-Clarksburg-Fairmont	7,500
143	114	Santa Rosa, CA	10,300	177	178	Dothan, AL	7,400
143	181	Green Bay, WI	10,300	177	180	Wilmington, NC	7,400
145	164	Columbus, GA	10,100	179	134	Stamford-Norwalk, CT	7,300
146	139	Huntington, WV - Ashland, KY	10,000	179	247	Rochester, MN	7,300
146	149	Rockford, IL	10,000	181	250	Rapid City, SD	7,100
148	150	Palm Springs, CA	9,900	182	159	Hagerstown-Chambersburg-Waynesboro	7,000
149	158	Wausau-Stevens Point, WI	9,700	182	163	New London, CT	7,000
149	167	Tallahassee, FL	9,700	184	251	La Crosse, WI	6,800
149	172	Lubbock, TX	9,700	185	231	Lafayette, IN	6,700
152	185	Myrtle Beach, SC	9,600	186	93	Daytona Beach, FL	6,600
152	208	Fargo, ND - Moorhead, MN	9,600	186	215	Duluth, MN - Superior, WI	6,600
154	155	Fayetteville, AR	9,400	186	228	Bloomington, IL	6,600
154	195	Northwest Michigan	9,400	186	229	Eau Claire, WI	6,600
154	221	Burlington, VT	9,400	190	176	Asheville, NC	6,500
157	120	Canton, OH	9,300	190	239	Columbia, MO	6,500
158	125	Pensacola, FL	9,200	190	258	Bismarck, ND	6,500
159	171	Kalamazoo, MI	9,000	193	226	Panama City, FL	6,400
159	209	Sioux Falls, SD	9,000	194	168	San Luis Obispo, CA	6,300
161	214	St. Cloud, MN	8,900	194	190	Waco, TX	6,300
162	85	Stockton, CA	8,700	196	200	Alexandria, LA	6,200
162	184	Santa Barbara, CA	8,700	196	222	Charlottesville, VA	6,200
164	227	Monroe, LA	8,600	198	235	Bryan-College Station, TX	6,200
165	130	Reading, PA	8,500	199	96	Melbourne-Titusville-Cocoa, FL	6,100
165	212	Champaign, IL	8,500	200	203	Lake Charles, LA	6,000
167	161	Binghamton, NY	8,400	201	166	Johnstown, PA	5,900
168	177	Topeka, KS	8,300	201	170	Ft. Smith, AR	5,900
169	133	Biloxi-Gulfport-Pascagoula, MS	8,200	201	201	Richland-Kennewick-Pasco, WA	5,900
170	173	Odessa - Midland, TX	8,000	201	219	Winchester, VA	5,900

TABLE 4
1996 ESTIMATED GROSS REVENUES
(Ranked By Amount)

1996			1996		
REVENUE	MARKET	GROSS REVENUES	REVENUE	MARKET	GROSS REVENUES
RANK	RANK	(000)	RANK	RANK	(000)
201	245	\$ 5,900	239	264	\$ 4,600
201	259	5,900	240	204	4,500
207	205	5,800	241	234	4,400
207	225	5,800	241	243	4,400
207	240	5,800	243	186	4,200
210	216	5,700	243	238	4,200
210	249	5,700	245	241	4,200
212	147	5,600	246	262	4,100
212	183	5,600	247	252	4,000
212	255	5,600	248	263	3,800
215	79	5,500	249	83	3,700
215	202	5,500	250	106	3,600
215	237	5,500	251	246	3,500
218	218	5,400	251	261	3,500
219	104	5,300	253	188	3,400
219	141	5,300	253	233	3,400
219	217	5,300	253	265	3,400
219	223	5,300	256	254	3,200
223	174	5,200	256	257	3,200
223	224	5,200	258	248	2,600
223	236	5,200	259	207	2,000
223	242	5,200	260	230	1,800
223	253	5,200			
223	260	5,200			
229	197	5,000			
230	213	4,900			
230	220	4,900			
232	143	4,800			
232	194	4,800			
232	206	4,800			
232	210	4,800			
232	244	4,800			
237	199	4,700			
237	256	4,700			

TABLE 5

STATION CALLS TO MARKET RANK

BIA PUBLICATIONS, INC.

CIDR-FM 6	KAPE-AM 205	KBBV-AM 26	KBPA-AM 4	KCCN-AM 58	KCMX-FM 202	KDDX-FM 250	KEED-AM 146	KEYW-FM 201	KFLD-AM 201
CIMX-FM 6	KAPL-AM 202	KBBW-AM 190	KBPI-FM 23	KCCN-FM 58	KCNA-FM 202	KDEF-AM 71	KEEL-AM 127	KEZA-FM 155	KFLO-AM 127
CKLW-AM 6	KAQQ-AM 87	KBBX-AM 72	KBPS-AM 24	KCCQ-FM 89	KCNN-AM 253	KDES-FM 150	KEES-AM 144	KEZE-FM 87	KFLT-AM 60
CKWW-AM 6	KARA-AM 30	KBBY-FM 109	KBRD-AM 13	KCCS-AM 24	KCNQ-FM 86	KDFC-FM 4	KEEY-FM 16	KEZF-FM 71	KFLZ-FM 126
KAAK-FM 261	KARN-AM 82	KBCD-FM 2	KBRG-FM 4	KCCT-AM 126	KCNR-AM 35	KDFT-AM 7	KEFM-FM 72	KEZG-FM 169	KFMA-FM 60
KAAM-AM 7	KARN-FM 82	KBCE-FM 200	KBRH-AM 81	KCCV-AM 27	KCNW-AM 27	KDGE-FM 7	KEGE-FM 16	KEZK-FM 17	KFMB-AM 14
KAAT-FM 188	KARO-FM 129	KBCL-AM 127	KBRJ-FM 165	KCCV-FM 27	KCNZ-AM 225	KDGS-FM 90	KEGL-FM 7	KEZL-FM 64	KFMB-FM 14
KAAY-AM 82	KARQ-FM 241	KBCO-AM 23	KBRO-AM 13	KCCX-FM 27	KCOH-AM 9	KDIA-AM 4	KEGR-FM 210	KEZM-AM 203	KFMF-FM 186
KABC-AM 2	KARR-AM 13	KBCO-FM 23	KBRO-FM 190	KCCY-FM 238	KCON-AM 82	KDIF-AM 26	KEGX-FM 201	KEZN-FM 150	KFMS-FM 45
KABG-FM 71	KARS-AM 71	KBCT-FM 190	KBRF-AM 155	KCDA-FM 87	KCOR-AM 34	KDIZ-AM 16	KEHK-FM 146	KEZO-FM 72	KFMW-FM 225
KABL-AM 4	KARW-AM 144	KBCY-FM 223	KBRT-AM 2	KCDD-FM 223	KCPX-AM 35	KDJK-FM 122	KEIN-AM 261	KEZP-FM 200	KFMX-FM 172
KABN-AM 165	KARX-FM 189	KBDR-FM 211	KBSG-AM 13	KCDO-FM 173	KCOQ-FM 132	KDJW-AM 189	KEJS-FM 172	KEZQ-AM 82	KFMZ-FM 239
KABO-AM 71	KARY-AM 201	KBEE-FM 35	KBSG-FM 13	KCDR-AM 122	KCOV-FM 208	KDKA-AM 20	KEKB-FM 249	KEZR-FM 30	KFNA-AM 69
KABX-FM 188	KARY-FM 201	KBEQ-FM 27	KBSO-FM 126	KCDU-FM 78	KCRG-AM 198	KDKB-FM 18	KELG-AM 51	KEZS-FM 205	KFNN-AM 18
KACD-FM 2	KASA-AM 18	KBER-FM 35	KBSR-AM 240	KCEE-AM 60	KCRM-FM 172	KDKO-AM 23	KELI-FM 252	KEZU-FM 170	KFNS-AM 17
KACE-FM 2	KASE-FM 51	KBEZ-FM 61	KBSU-AM 129	KCEO-AM 14	KCRN-AM 252	KDKS-FM 127	KELO-AM 209	KEZW-AM 23	KFNW-FM 208
KACL-FM 258	KASH-AM 165	KBFB-FM 7	KBSZ-AM 18	KCEZ-FM 186	KCRN-FM 252	KDLS-AM 89	KELO-FM 209	KEZV-FM 13	KFNZ-AM 35
KADI-FM 145	KASH-FM 165	KBFG-FM 71	KBTN-AM 224	KCFM-FM 61	KCRO-AM 72	KDLS-FM 89	KELP-AM 69	KEZY-FM 2	KFOG-FM 4
KAEP-FM 87	KASI-AM 89	KBFM-FM 63	KBTN-FM 224	KCFO-AM 61	KCRR-FM 225	KDMI-AM 89	KELT-FM 26	KFAB-AM 72	KFON-AM 51
KAEZ-FM 189	KASM-AM 214	KBFX-FM 165	KBUA-FM 2	KCFX-FM 27	KCRS-AM 173	KDMM-AM 7	KEMX-FM 61	KFAD-FM 200	KFOR-AM 169
KAFY-AM 86	KASO-AM 127	KBGN-AM 129	KBUC-FM 34	KCGY-FM 263	KCRS-FM 173	KDMO-AM 224	KEN-AM 187	KFAX-AM 239	KFOX-FM 2
KAGC-AM 235	KASO-FM 127	KBGO-FM 45	KBUE-FM 2	KCHC-AM 9	KCRZ-FM 106	KDMX-FM 7	KENI-AM 165	KFAM-AM 35	KFPW-AM 170
KAGG-FM 235	KASS-FM 265	KBHB-AM 250	KBUL-AM 122	KCHG-AM 34	KCSJ-AM 238	KDNW-FM 215	KENO-AM 45	KFAN-AM 16	KFQC-AM 132
KAGM-FM 23	KATD-AM 4	KBHR-FM 26	KBUL-FM 131	KCHJ-AM 86	KCST-AM 146	KDOK-FM 144	KENR-AM 9	KFAV-AM 17	KFQD-AM 165
KAHI-AM 28	KATF-FM 217	KBID-AM 86	KBUO-FM 18	KCHL-AM 34	KCST-FM 146	KDOL-AM 45	KENS-AM 34	KFAX-AM 4	KFOX-FM 223
KAHX-FM 126	KATI-FM 239	KBIF-AM 64	KBUY-FM 189	KCHN-AM 9	KCTA-AM 126	KDON-AM 78	KENU-AM 13	KFAY-AM 155	KFRC-AM 4
KAHZ-AM 7	KATM-FM 122	KBIG-FM 2	KBVA-FM 155	KCHT-AM 187	KCTC-AM 28	KDON-FM 78	KENZ-FM 35	KFAY-FM 155	KFRC-FM 4
KAIM-AM 58	KATP-FM 189	KBIO-FM 95	KBVI-AM 23	KCHX-FM 173	KCTE-AM 27	KDOS-AM 211	KERI-AM 86	KFBC-AM 263	KFRE-AM 64
KAIM-FM 58	KATS-FM 203	KBIU-FM 203	KBXL-FM 129	KCHZ-FM 27	KCTO-FM 227	KDOT-FM 131	KESE-AM 155	KFBK-AM 28	KFRG-FM 26
KAJA-FM 34	KATT-FM 52	KBKK-FM 35	KBXR-FM 239	KCID-AM 129	KCTR-FM 240	KDRE-FM 82	KESO-FM 63	KFCC-AM 9	KFRO-AM 144
KAJN-FM 98	KATY-FM 26	KBKL-FM 249	KBXX-FM 9	KCID-FM 129	KCTY-AM 78	KDRK-FM 87	KESQ-AM 150	KFDF-AM 170	KFRQ-FM 144
KAJZ-FM 51	KATZ-AM 17	KBKO-AM 184	KBYA-FM 28	KCIS-AM 13	KCUV-AM 23	KDRY-AM 34	KESR-FM 82	KFDI-AM 90	KFRQ-FM 63
KAKC-AM 61	KATZ-FM 17	KBKS-FM 13	KBYE-AM 52	KCIV-FM 188	KCVR-AM 85	KDST-FM 217	KESS-AM 7	KFDI-FM 90	KFRR-FM 64
KAKT-FM 202	KAXX-AM 165	KBLA-AM 2	KBYR-AM 165	KCIX-FM 129	KCVT-FM 177	KDTH-AM 217	KEST-AM 4	KFEL-AM 238	KFRU-AM 239
KALC-FM 23	KAYD-AM 128	KBLE-AM 13	KBYZ-FM 258	KCIY-FM 27	KCWR-FM 86	KDUK-FM 146	KESY-FM 72	KFEZ-AM 27	KFRX-FM 169
KALE-FM 201	KAYD-FM 128	KBLG-AM 240	KBZD-FM 189	KCJZ-FM 34	KCWW-AM 18	KDUS-AM 18	KESZ-FM 18	KFFG-FM 30	KFRY-FM 85
KALF-AM 186	KAYR-AM 170	KBLX-FM 4	KBZN-FM 35	KCKC-AM 26	KCXL-AM 27	KDVV-FM 177	KEUN-AM 98	KFFM-FM 187	KFSA-AM 170
KALI-AM 2	KAYX-FM 27	KBMA-FM 235	KBZO-AM 172	KCKI-FM 61	KCXX-FM 26	KDWB-FM 16	KEVT-AM 60	KFFN-AM 60	KFSD-FM 14
KALI-FM 2	KAYY-FM 90	KBMB-FM 28	KBZO-FM 248	KCKK-FM 23	KCYY-FM 34	KDWG-AM 240	KEWL-FM 210	KFFE-FM 169	KFSG-FM 2
KALL-AM 35	KAZA-AM 30	KBMR-AM 258	KBZS-AM 249	KCKR-FM 190	KDAB-FM 155	KDWN-AM 45	KEWB-FM 210	KFGO-AM 208	KFSI-FM 247
KALO-AM 128	KAZN-AM 2	KBMS-AM 24	KBZT-FM 14	KCLB-AM 150	KDAE-AM 126	KDYL-AM 35	KEWM-AM 24	KFGO-FM 208	KFSO-FM 64
KALY-AM 71	KAZR-FM 89	KBNA-AM 69	KBZX-FM 168	KCLB-FM 150	KDAL-AM 215	KDYS-AM 98	KEX-AM 24	KFGX-FM 208	KFTE-FM 98
KAMA-AM 69	KAZZ-FM 87	KBNA-FM 69	KBZY-AM 24	KCLD-FM 214	KDAL-FM 215	KDZA-FM 238	KEXO-AM 249	KFGY-FM 114	KFTX-FM 126
KAMB-AM 188	KBAC-FM 233	KBNO-AM 23	KCAL-AM 26	KCLE-AM 26	KDAR-FM 109	KEAG-FM 165	KEXS-AM 27	KFH-AM 90	KFUO-AM 17
KAMO-FM 155	KBAD-AM 45	KBNP-AM 24	KCAL-FM 26	KCLR-FM 7	KDAT-FM 198	KEAN-AM 223	KEXT-FM 71	KFI-AM 2	KFUO-FM 17
KAMX-FM 51	KBAL-AM 168	KBOP-FM 132	KCAQ-FM 109	KCMC-AM 241	KDAZ-AM 71	KEAN-FM 223	KEYF-AM 87	KFIA-AM 28	KFWB-AM 2
KANE-AM 98	KBAT-FM 173	KBOI-AM 129	KCAZ-AM 27	KCMJ-AM 150	KDB-FM 184	KEAR-FM 4	KEYF-FM 87	KFIE-FM 188	KFXD-AM 129
KANN-AM 35	KBAY-FM 30	KBOM-FM 233	KCB-AM 122	KCMJ-FM 150	KDBS-AM 200	KEAZ-FM 203	KEYH-AM 9	KFIG-AM 64	KFXD-FM 129
KANR-FM 90	KBBA-AM 223	KBON-FM 98	KCBL-AM 64	KCMN-AM 95	KDCD-FM 252	KEBE-AM 144	KEYI-FM 51	KFIT-AM 51	KFXS-FM 250
KANS-FM 177	KBBB-FM 240	KBOQ-FM 78	KCBN-AM 131	KCMO-AM 27	KDCE-AM 233	KEBE-AM 144	KEYJ-FM 223	KFIV-AM 122	KFXX-AM 24
KAOI-FM 58	KBBL-AM 82	KBOR-AM 63	KCBQ-AM 14	KCMO-FM 27	KDDB-FM 168	KECR-AM 14	KEYN-FM 90	KFIZ-AM 138	KFXZ-FM 98
KAOK-AM 203	KBBO-AM 187	KBOS-FM 64	KCBR-AM 95	KCMQ-FM 239	KDDG-FM 214	KEDA-AM 34	KEYQ-AM 64	KFIZ-FM 138	KFYI-AM 18
KAPB-AM 200	KBBQ-FM 170	KBOY-FM 196	KCBS-AM 4	KCMS-FM 13	KDDK-FM 82	KEDG-FM 45	KEYR-FM 190	KFJZ-AM 7	KFYO-AM 172
KAPB-FM 200	KBBT-FM 24	KBOY-FM 202	KCBS-FM 2	KCMX-AM 202	KDDJ-FM 18	KEYS-AM 126	KEYS-AM 126	KFKF-FM 27	KFYR-AM 258

TABLE 5

STATION CALLS TO MARKET RANK

BIA PUBLICATIONS, INC.

KG A-AM	87	KGOT-FM	165	KHTW-FM	251	KIOI-FM	4	KJAZ-AM	186	KKAY-AM	81	KKLA-FM	2	KKSR-FM	214	KLFJ-AM	145	KLTH-FM	27
KGAB-AM	263	KGRR-FM	114	KHTY-FM	184	KIOK-FM	201	KJBC-AM	173	KKAY-FM	81	KKLB-FM	51	KKSS-FM	71	KLFM-FM	261	KLTI-FM	89
KGAM-AM	150	KGRR-FM	217	KHTZ-AM	71	KIOL-FM	173	KJBN-AM	82	KKBA-FM	126	KKLF-FM	145	KKST-FM	200	KLFX-FM	143	KLTN-FM	9
KG B-FM	14	KGRW-FM	189	KHUG-FM	82	KIOQ-FM	106	KJCB-AM	98	KKBB-FM	86	KKLI-FM	95	KKTK-AM	190	KLHB-FM	126	KLTO-FM	9
KGBC-AM	9	KGSG-FM	201	KHUL-FM	58	KIOQ-AM	28	KJCE-AM	51	KKBE-FM	109	KKLL-AM	224	KKTL-FM	9	KLHT-AM	58	KLTP-FM	9
KG B-FM	72	KGSR-FM	51	KHVN-AM	58	KIOT-FM	71	KJDE-AM	51	KKBO-AM	9	KKLO-AM	27	KKTX-AM	144	KLIC-AM	227	KLTO-FM	145
KG B-T-AM	63	KGST-AM	64	KHVN-AM	7	KIOU-AM	127	KJDJ-AM	168	KKBO-FM	9	KKLO-FM	14	KKTX-FM	144	KLIF-AM	7	KLTT-AM	23
KG B-T-AM	63	KGTO-AM	61	KHWG-FM	131	KIOZ-FM	14	KJEE-FM	184	KKBR-FM	240	KKLS-AM	250	KKUL-FM	169	KKLI-AM	239	KLTX-AM	2
KG B-X-FM	145	KGU-AM	58	KHXS-FM	223	KIPR-FM	82	KJEM-FM	155	KKBT-FM	2	KKLS-FM	209	KKUS-FM	144	KLIL-FM	200	KLTY-FM	7
KG B-Y-FM	28	KG VY-AM	60	KHYI-FM	7	KIQI-AM	4	KJFK-FM	51	KKBY-FM	13	KKLT-FM	18	KKUZ-AM	170	KLIN-AM	169	KLUC-FM	45
KGDE-FM	72	KG Y-AM	13	KHYL-FM	28	KIQK-FM	250	KJFX-FM	64	KKCB-FM	215	KKLV-FM	58	KKV-AM	45	KLIP-FM	227	KLUE-FM	78
KGDN-FM	201	KHAK-FM	198	KHYS-FM	9	KIQO-FM	168	KKCD-FM	72	KKCD-FM	72	KKLZ-FM	45	KKXL-AM	253	KLIT-FM	2	KLUK-FM	45
KGDP-AM	196	KHAR-AM	165	KHYT-FM	60	KIRC-FM	52	KKCL-FM	172	KKCL-FM	172	KKMA-FM	244	KKXL-FM	253	KLIV-AM	30	KLUP-AM	34
KGDP-FM	196	KHAY-FM	109	KIBB-FM	2	KIRL-AM	17	KKCO-AM	253	KKCO-AM	253	KKMC-AM	78	KKXO-AM	146	KLKL-FM	127	KLUR-FM	237
KGEE-FM	173	KHBG-FM	114	KIBG-FM	188	KIRO-AM	13	KKCS-FM	95	KKCS-FM	95	KKMG-FM	95	KKXX-AM	186	KLKB-AM	35	KLUV-FM	7
KGEM-AM	129	KHCB-FM	9	KIBZ-FM	169	KIRO-FM	13	KKCT-FM	258	KKCT-FM	258	KKMJ-FM	51	KKXX-FM	86	KLLC-FM	4	KLVB-AM	202
KGEM-AM	106	KHCB-FM	9	KICI-FM	7	KIRT-AM	63	KKCV-FM	225	KKCV-FM	225	KKMK-FM	250	KKYD-AM	23	KLLI-FM	241	KLVE-FM	2
KGEM-FM	106	KHCK-FM	7	KICT-FM	90	KIRV-AM	64	KKCW-FM	24	KKCW-FM	24	KKMO-AM	13	KKYR-AM	241	KLLL-AM	172	KLVI-AM	128
KGEO-AM	86	KHEP-AM	18	KIDD-AM	78	KISA-AM	58	KKCY-FM	186	KKCY-FM	186	KKMS-AM	16	KKYR-FM	241	KLLL-FM	172	KLVI-FM	14
KGFF-AM	52	KHEV-AM	69	KIDF-FM	196	KISC-FM	87	KKDA-AM	7	KKDA-AM	7	KKMY-FM	128	KKYS-FM	235	KLLS-FM	90	KLVL-AM	9
KGFM-FM	86	KHEY-FM	69	KIDO-AM	129	KISE-FM	78	KKDA-AM	7	KKDA-AM	7	KKNB-FM	169	KKYX-AM	34	KLLY-FM	86	KLVO-FM	71
KGFT-FM	95	KHFI-FM	51	KIDR-AM	18	KISN-AM	35	KKDJ-FM	86	KKDJ-FM	86	KKND-FM	39	KKZN-FM	7	KLLM-FM	227	KLWN-AM	27
KGGI-FM	26	KHFM-FM	71	KIDS-AM	145	KISN-FM	35	KKDM-FM	89	KKDM-FM	89	KKNO-AM	39	KKZX-FM	87	KLMB-FM	227	KLWN-AM	27
KGGN-AM	27	KHHK-FM	187	KIDX-FM	240	KISO-AM	18	KKDS-AM	35	KKDS-AM	35	KKNU-FM	146	KKZZ-AM	109	KLMO-AM	23	KLXM-FM	78
KGGO-FM	89	KHHO-AM	13	KIEV-AM	2	KISP-FM	72	KKDZ-AM	13	KKDZ-AM	13	KKNX-AM	146	KLAA-FM	200	KLMS-AM	169	KLXX-AM	258
KGGR-AM	7	KHHH-FM	23	KIEZ-AM	78	KISQ-FM	4	KKEG-FM	155	KKEG-FM	155	KKOB-AM	71	KLAA-FM	200	KLNA-FM	28	KLXC-AM	24
KGHF-AM	238	KHIS-AM	86	KIFM-FM	14	KISR-FM	170	KKEQ-FM	253	KKEQ-FM	253	KKOB-FM	71	KLAC-AM	2	KLNG-AM	72	KLXD-FM	86
KGHL-AM	240	KHIT-AM	131	KIGN-FM	263	KISF-FM	34	KKEY-AM	24	KKEY-AM	24	KKOH-AM	131	KLAQ-FM	69	KLO-AM	35	KLYF-FM	89
KGHO-AM	13	KHJM-FM	61	KIGS-AM	106	KIST-AM	184	KKFM-FM	95	KKFM-FM	95	KKOL-AM	13	KLAR-AM	211	KLOB-FM	150	KLYV-FM	217
KGHT-AM	82	KHKI-FM	89	KIHM-AM	131	KISV-AM	86	KKJOT-FM	129	KKJOT-FM	129	KKOW-AM	224	KLAT-AM	9	KLAV-AM	45	KLOC-AM	122
KGIL-AM	2	KHKK-FM	122	KIHT-FM	17	KISV-FM	86	KKJOT-FM	129	KKJOT-FM	129	KKOW-AM	224	KLAV-AM	45	KLAW-FM	248	KLOK-AM	30
KGKL-AM	252	KHKS-FM	7	KIIM-FM	60	KISW-FM	13	KKJOF-FM	106	KKJOF-FM	106	KKPC-AM	238	KLAW-FM	248	KLAX-FM	2	KLOK-FM	78
KGKL-FM	252	KHLS-FM	203	KIIS-FM	2	KISX-FM	144	KKJOX-AM	187	KKJOX-AM	187	KKPL-AM	87	KLAX-FM	2	KLBB-AM	16	KLOL-FM	9
KGLA-AM	39	KHLL-FM	227	KIIZ-FM	143	KIT-AM	187	KKJOY-FM	85	KKJOY-FM	85	KKPL-AM	87	KLBG-AM	200	KLBB-AM	16	KLOQ-FM	188
KGLD-AM	144	KHLR-FM	235	KIKF-FM	2	KITA-AM	82	KKJQY-FM	14	KKJQY-FM	14	KKPN-FM	9	KLBJ-AM	51	KLBB-AM	16	KLOS-FM	2
KGLE-FM	126	KHLS-FM	43	KIKI-AM	58	KITO-AM	61	KKJR-AM	13	KKJR-AM	13	KKPS-FM	63	KLBJ-AM	51	KLBG-AM	200	KLOU-FM	17
KGLI-FM	244	KHMX-FM	9	KIKI-AM	58	KITO-AM	61	KKJR-AM	13	KKJR-AM	13	KKPT-FM	82	KLBN-FM	64	KLBN-FM	64	KLPW-AM	17
KGLO-FM	18	KHNR-AM	58	KIKK-AM	9	KITS-FM	4	KKJRB-AM	87	KKJRB-AM	87	KKPT-FM	82	KLBN-FM	64	KLBN-FM	64	KLPW-FM	17
KGLO-AM	144	KHOM-FM	39	KIKK-AM	9	KITT-FM	127	KKJRG-AM	90	KKJRG-AM	90	KKRD-FM	90	KLBN-FM	64	KLBN-FM	64	KLPW-FM	17
KG LW-AM	168	KHOP-FM	122	KIKN-FM	209	KITZ-AM	13	KKJSL-AM	17	KKJSL-AM	17	KKRH-FM	24	KLBN-FM	64	KLBN-FM	64	KLPW-FM	17
KGME-AM	18	KHOT-FM	64	KIKR-FM	217	KIVA-AM	71	KKJSN-FM	122	KKJSN-FM	122	KKRH-FM	24	KLBN-FM	64	KLBN-FM	64	KLPW-FM	17
KGMO-FM	205	KHOT-AM	64	KIKR-FM	217	KIVA-AM	71	KKJSN-FM	122	KKJSN-FM	122	KKRH-FM	24	KLBN-FM	64	KLBN-FM	64	KLPW-FM	17
KGMS-FM	60	KHOT-FM	18	KIKY-FM	51	KIWI-FM	86	KKJSR-FM	61	KKJSR-FM	61	KKRH-FM	24	KLBN-FM	64	KLBN-FM	64	KLPW-FM	17
KGMX-FM	2	KHOW-AM	23	KILO-FM	95	KIWW-FM	63	KKJUG-AM	106	KKJUG-AM	106	KKRH-FM	24	KLBN-FM	64	KLBN-FM	64	KLPW-FM	17
KGMY-AM	145	KHPY-AM	26	KILT-AM	9	KIXI-AM	13	KKJUG-FM	106	KKJUG-FM	106	KKRH-FM	24	KLBN-FM	64	KLBN-FM	64	KLPW-FM	17
KGMY-FM	145	KHRN-FM	235	KILT-FM	9	KIXL-AM	51	KKJUL-FM	45	KKJUL-FM	45	KKRH-FM	24	KLBN-FM	64	KLBN-FM	64	KLPW-FM	17
KG MZ-FM	58	KHSL-FM	186	KIMM-AM	250	KIXQ-FM	224	KKJUS-AM	128	KKJUS-AM	128	KKRH-FM	24	KLBN-FM	64	KLBN-FM	64	KLPW-FM	17
KGNB-AM	34	KHSP-AM	241	KIMN-FM	23	KIXT-FM	168	KKJWL-FM	64	KKJWL-FM	64	KKRH-FM	24	KLBN-FM	64	KLBN-FM	64	KLPW-FM	17
KGNC-AM	189	KHTK-AM	28	KIMX-FM	263	KIXY-FM	252	KKJYL-FM	249	KKJYL-FM	249	KKRH-FM	24	KLBN-FM	64	KLBN-FM	64	KLPW-FM	17
KGNC-FM	189	KHTL-AM	71	KINE-FM	58	KIXZ-AM	189	KKJYO-FM	52	KKJYO-FM	52	KKRH-FM	24	KLBN-FM	64	KLBN-FM	64	KLPW-FM	17
KG NW-AM	13	KHTN-FM	188	KING-FM	13	KIZN-FM	129	KKJZY-FM	114	KKJZY-FM	114	KKRH-FM	24	KLBN-FM	64	KLBN-FM	64	KLPW-FM	17
KG O-AM	4	KHTO-FM	145	KINK-FM	24	KJAK-FM	172	KKKAL-AM	168	KKKAL-AM	168	KKRH-FM	24	KLBN-FM	64	KLBN-FM	64	KLPW-FM	17
KGOL-AM	9	KHTO-FM	87	KINT-FM	69	KJAV-FM	63	KKKAM-AM	172	KKKAM-AM	172	KKRH-FM	24	KLBN-FM	64	KLBN-FM	64	KLPW-FM	17
KGOL-FM	24	KHTS-FM	14	KIOA-FM	89	KJAX-AM	85	KKKAR-AM	72	KKKAR-AM	72	KKRH-FM	24	KLBN-FM	64	KLBN-FM	64	KLPW-FM	17
KGOR-FM	72	KHTT-FM	61	KIOC-FM	128	KJAY-AM	28	KKKAT-FM	35	KKKAT-FM	35	KKRH-FM	24	KLBN-FM	64	KLBN-FM	64	KLPW-FM	17

TABLE 5

STATION CALLS TO MARKET RANK

BIA PUBLICATIONS, INC.

Investing in Radio 1997

KMFX-FM 247	KMXD-FM 89	KNKN-FM 238	KOFC-AM 155	KOSP-FM 145	KPRO-AM 26	KMQQ-FM 58	KRGN-FM 189	KRRF-AM 23	KSCA-FM 2
KMGA-FM 71	KMXG-FM 132	KNKT-FM 71	KOFX-FM 69	KOSR-AM 72	KPRR-FM 69	KQMS-AM 210	KRGO-AM 35	KRRG-FM 211	KSCJ-AM 244
KMGE-FM 146	KMXI-FM 186	KNLT-FM 201	KOGM-FM 98	KOST-FM 2	KPRS-FM 27	KQOD-FM 85	KRGS-AM 249	KRRM-FM 202	KSCO-AM 78
KMGG-FM 114	KMXJ-FM 170	KNML-AM 71	KOGO-AM 14	KOTA-AM 250	KPRT-AM 27	KQOL-FM 45	KRIL-AM 173	KRRO-FM 209	KSCS-FM 7
KMGL-FM 52	KMXK-FM 214	KNNC-FM 51	KOGT-AM 128	KOTD-AM 72	KPRV-AM 170	KOPT-AM 28	KRIM-FM 18	KRRQ-FM 98	KSD -FM 17
KMGL-FM 184	KMXL-FM 224	KNND-AM 146	KOHO-AM 58	KOTD-FM 72	KPRV-FM 170	KQKQ-FM 9	KRIO-AM 63	KRRR-FM 263	KSDO-AM 14
KMGR-FM 35	KMXN-AM 114	KNNN-FM 210	KOHT-FM 60	KOTK-AM 24	KPRZ-AM 14	KQQL-FM 16	KRIO-FM 34	KRRS-AM 114	KSDT-AM 26
KMGW-FM 265	KMXO-AM 223	KNOB-AM 2	KOIL-AM 72	KOTK-FM 24	KPRZ-FM 95	KQRC-FM 27	KRIZ-AM 13	KRRU-AM 238	KSEG-FM 28
KMGZ-FM 248	KMXR-FM 126	KNOE-AM 227	KOIT-AM 4	KOTR-FM 168	KPSI-AM 150	KORS-FM 16	KRRC-AM 78	KRRV-FM 200	KSEF-FM 106
KMHK-FM 240	KMXS-FM 165	KNOE-FM 227	KOIT-FM 4	KOUL-FM 126	KPSI-FM 150	KQRX-FM 173	KRRC-AM 78	KRRX-FM 210	KSES-FM 150
KMIH-FM 13	KMXV-FM 27	KNOF-FM 16	KOJJ-FM 106	KOUT-FM 250	KPSL-AM 150	KOSB-AM 184	KRKO-AM 13	KRSE-FM 187	KSET-FM 69
KMIQ-FM 126	KMXY-FM 249	KNOR-AM 52	KOKA-AM 127	KOVO-AM 35	KPTL-AM 131	KQSN-FM 187	KRKO-FM 89	KRSH-FM 114	KSEV-FM 9
KMIX-FM 85	KMXZ-FM 60	KNOX-AM 253	KOKY-AM 82	KOWB-AM 263	KPTT-AM 131	KQSY-FM 61	KRKR-FM 35	KRSN-AM 233	KSEZ-FM 244
KMJ -AM 64	KMYC-AM 28	KNOX-FM 253	KOKZ-FM 225	KOWL-AM 28	KPTY-FM 18	KQTL-AM 60	KRKS-AM 23	KRSP-FM 35	KSFI-FM 35
KMJE-FM 186	KMYL-AM 18	KNRK-FM 24	KOLA-FM 26	KOWS-FM 241	KPUR-AM 189	KQTP-FM 177	KRKS-FM 23	KRSQ-FM 240	KSFM-FM 28
KMJJ-FM 127	KMYL-FM 18	KNRO-AM 210	KOLE-AM 128	KOWW-AM 27	KPUR-FM 189	KQUE-AM 9	KRKX-FM 240	KRST-FM 71	KSFN-AM 45
KMJK-FM 18	KMYR-AM 90	KNRQ-AM 146	KOLK-FM 244	KOXR-AM 109	KPWR-FM 2	KQV -AM 20	KRLA-AM 2	KRLA-AM 202	KSFO-AM 4
KMJM-FM 17	KMYX-AM 86	KNRQ-FM 146	KOLL-FM 82	KOY -AM 18	KPWS-AM 98	KQWB-AM 208	KRLD-AM 7	KRTH-FM 2	KSFQ-FM 233
KMJQ-FM 9	KMYX-FM 86	KNRX-FM 52	KOLM-AM 247	KOYE-FM 211	KPXQ-AM 18	KQWB-FM 208	KRLT-FM 28	KRTO-FM 2	KSFS-AM 209
KMJX-FM 82	KMYZ-FM 227	KNRY-AM 78	KOLX-FM 170	KOYL-AM 173	KPYK-AM 7	KQXC-FM 237	KRLV-AM 45	KRTR-FM 58	KSFT-FM 244
KMJZ-FM 16	KMYZ-AM 61	KNSE-AM 26	KOLZ-FM 263	KOZA-AM 173	KPYN-FM 241	KQXI-AM 23	KRMD-AM 127	KRTS-FM 9	KSLG-AM 90
KMKJ-FM 177	KMYZ-FM 61	KNSI-AM 214	KOMA-AM 52	KOZZ-FM 131	KQAD-AM 209	KQXL-FM 81	KRMD-FM 127	KRTX-AM 9	KSGS-AM 16
KMLA-FM 109	KMZK-AM 240	KNSN-AM 186	KOMA-FM 52	KPAD-AM 7	KQAM-AM 90	KQXR-FM 129	KRME-FM 86	KRTX-FM 9	KSHA-FM 210
KMLB-AM 227	KMZQ-FM 45	KNSS-AM 90	KOME-FM 30	KPAS-FM 69	KQBR-FM 28	KQXT-FM 34	KRMG-AM 61	KRTY-FM 30	KSHE-FM 17
KMLE-FM 18	KMZU-FM 27	KNST-AM 60	KOMO-AM 13	KPAY-AM 186	KQCV-AM 52	KQXY-FM 128	KRML-AM 78	KRUF-FM 127	KSHN-FM 9
KMML-FM 189	KMYX-FM 82	KNSY-FM 189	KOMP-FM 45	KPBC-AM 7	KQDI-AM 261	KQYB-FM 251	KRML-AM 238	KRUS-AM 227	KSHP-AM 45
KMMX-FM 172	KNAX-FM 64	KNTL-FM 52	KOMS-FM 170	KPBI-AM 170	KQDI-FM 261	KQYX-AM 224	KRMY-AM 143	KRUZ-FM 184	KSIG-AM 98
KMND-AM 173	KNBO-AM 241	KNTO-FM 188	KOMY-AM 78	KPDO-AM 24	KQDS-FM 215	KRAB-FM 86	KRNA-AM 198	KRVA-AM 7	KSIG-FM 98
KMNS-AM 244	KNBR-AM 4	KNUE-FM 144	KONA-AM 201	KPDO-FM 24	KQDY-FM 258	KRAD-FM 126	KRNB-FM 7	KRVA-FM 7	KSII-FM 69
KMDO-FM 61	KNBT-FM 34	KNUS-AM 23	KONA-FM 201	KPEK-FM 71	KQEG-FM 251	KRAE-AM 263	KRNC-FM 64	KRVE-FM 81	KSIV-AM 17
KMON-AM 261	KNCB-AM 127	KNUU-AM 45	KONE-FM 172	KPEL-AM 98	KQEQ-AM 64	KRAK-FM 28	KRNN-AM 82	KRVM-AM 146	KSIX-AM 126
KMON-FM 261	KNCB-FM 127	KNWC-AM 209	KONO-AM 34	KPEL-FM 98	KQFC-FM 129	KRAV-FM 61	KRNO-FM 131	KRVR-FM 122	KSIZ-FM 144
KMOQ-FM 224	KNCI-FM 28	KNWC-FM 209	KONO-FM 34	KPEZ-FM 51	KQFX-FM 189	KRAY-FM 78	KRNT-AM 89	KRVV-FM 227	KSJL-FM 34
KMOX-AM 17	KNCN-FM 126	KNWX-AM 13	KOOC-FM 143	KPFX-FM 208	KQHN-AM 128	KRBB-FM 90	KRNV-FM 131	KRWM-FM 13	KSJM-FM 60
KMPC-AM 223	KNCQ-FM 210	KNWZ-AM 150	KOOI-FM 144	KPHN-AM 27	KQHT-FM 253	KRBE-FM 9	KROC-AM 247	KRWQ-FM 202	KSJN-FM 16
KMPH-FM 64	KNDA-FM 126	KNX -AM 2	KOOL-FM 18	KPHT-FM 208	KQID-FM 200	KRBL-FM 172	KROF-FM 247	KRXO-FM 52	KSJO-FM 30
KMPS-FM 13	KNDD-FM 13	KNXR-FM 247	KOOO-AM 7	KPHX-AM 18	KQIL-AM 249	KRBR-FM 215	KROD-AM 69	KRXQ-FM 28	KSJT-FM 252
KMRK-FM 173	KNDI-AM 58	KNZR-AM 86	KOOV-FM 143	KPIG-FM 78	KQIP-FM 173	KRBV-FM 7	KROF-AM 98	KRYL-FM 143	KSJX-AM 30
KMRR-AM 60	KNDR-FM 258	KNZZ-AM 249	KOPE-FM 202	KPLA-FM 239	KQIS-FM 98	KRCH-FM 247	KROF-FM 98	KRYS-AM 126	KSJS-AM 64
KMRT-AM 7	KNEK-AM 98	KOA -AM 23	KOQL-FM 239	KPLM-FM 150	KQIX-FM 249	KRCS-FM 250	KROG-FM 202	KRYS-FM 126	KSJX-FM 95
KMRT-FM 7	KNEK-FM 98	KOAI-FM 7	KOQO-AM 64	KPLN-FM 14	KQIZ-FM 189	KRCX-AM 28	KROL-FM 69	KRZI-AM 190	SKY-AM 7
KMRV-AM 198	KNET-FM 169	KOAS-FM 61	KOQO-FM 64	KPLS-AM 2	KKQK-FM 72	KRDG-FM 210	KROM-FM 34	KRZM-FM 71	KSL -AM 35
KMRZ-AM 26	KNEV-FM 131	KOAZ-AM 60	KORA-FM 235	KPLX-FM 7	KQKS-FM 23	KRDO-AM 95	KROQ-FM 2	KRZQ-FM 131	KSLK-FM 106
KMSR-FM 214	KNEW-AM 4	KOCN-FM 78	KORB-FM 132	KPLY-AM 131	KQLB-FM 188	KRDO-AM 95	KROX-AM 253	KRZR-FM 64	KSLM-AM 24
KMTL-AM 82	KNEZ-FM 211	KOCP-FM 109	KORD-FM 201	KPLZ-FM 13	KQLL-AM 61	KRDU-AM 64	KROX-FM 51	KRZY-AM 71	KSLO-AM 98
KMTT-FM 13	KNEZ-AM 51	KOCR-AM 224	KORE-AM 146	KPNT-FM 17	KQLL-FM 61	KREA-FM 26	KRPM-AM 13	KRZY-FM 71	KSLS-AM 34
KMUS-FM 263	KNFM-FM 173	KODA-FM 9	KORG-AM 2	KPNW-AM 146	KQLM-FM 173	KREB-AM 155	KRPQ-FM 114	KRZZ-FM 90	KSMT-FM 250
KMUZ-AM 24	KNFR-FM 87	KODJ-FM 35	KORL-FM 58	KPOF-AM 23	KQLO-AM 131	KREB-FM 155	KRPT-FM 248	KSAB-FM 126	KSLS-AM 18
KMVK-FM 82	KNHK-FM 131	KODM-FM 173	KORQ-FM 223	KPOI-FM 58	KQLT-FM 265	KREK-FM 61	KROC-FM 78	KSAH-AM 34	KSIX-AM 18
KMVP-AM 18	KNIN-FM 165	KODS-FM 131	KOSE-AM 43	KPOP-AM 14	KQMB-FM 35	KREU-FM 170	KROK-FM 196	KSAN-FM 4	KSIX-AM 168
KMXX-AM 187	KNJK-FM 237	KODZ-FM 146	KOSE-FM 43	KPOZ-AM 34	KQMG-AM 225	KREW-AM 187	KROQ-FM 60	KSAZ-AM 60	KSIZ-AM 17
KMXA-AM 23	KNIR-AM 98	KOEL-AM 225	KOSI-FM 23	KPPL-FM 186	KQMG-FM 225	KRFE-AM 172	KROR-FM 186	KSBL-FM 184	KSMA-AM 196
KMXX-FM 45	KNIX-FM 18	KOEL-FM 225	KOSJ-FM 72	KPRC-AM 9	KQMO-FM 145	KRFX-FM 23	KROU-FM 263	KSBN-AM 87	KSMB-FM 98
KMXX-FM 209	KNJY-FM 87	KOEZ-FM 90	KOSO-FM 122	KPRL-AM 168	KQMQ-AM 58	KRGE-AM 63	KRRA-AM 2	KSBO-AM 196	KSMG-FM 34

TABLE 5

STATION CALLS TO MARKET RANK

BIA PUBLICATIONS, INC.

WABN-FM	94	WAIT-AM	3	WAOK-AM	12	WAVS-AM	11	WBCI-FM	162	WBLM-FM	162	WBTU-FM	99	WCBR-FM	3	WCIZ-FM	246	WCPC-AM	174
WABQ-AM	22	WAJC-FM	220	WAOL-FM	25	WAVV-FM	76	WBCK-AM	230	WBLR-AM	88	WBTX-AM	255	WCBS-AM	1	WCKC-FM	195	WCPQ-AM	80
WABS-AM	8	WAJD-AM	108	WAOR-FM	157	WAVW-FM	119	WBCM-FM	195	WBLS-FM	1	WBTZ-FM	221	WCBS-FM	1	WCKG-FM	3	WCPR-FM	133
WABX-FM	151	WAJF-AM	115	WAOS-AM	12	WAVZ-AM	97	WBCN-FM	10	WBLT-AM	102	WBUB-FM	91	WCBY-AM	195	WCKI-AM	59	WCPV-FM	221
WABY-AM	57	WAJI-FM	99	WAPA-AM	PR	WAXB-FM	191	WBPC-AM	212	WBLX-FM	84	WBUD-AM	137	WCBZ-FM	80	WCKM-FM	57	WCRB-FM	10
WABY-FM	57	WAJL-AM	38	WAPE-FM	53	WAXE-AM	119	WBCT-FM	66	WBLY-AM	54	WBUG-AM	57	WCCA-FM	180	WCKN-AM	185	WCRF-FM	22
WACA-AM	8	WAJR-AM	179	WAPI-AM	55	WAXI-FM	183	WBCV-AM	94	WBLZ-FM	151	WBUG-FM	57	WCCC-AM	42	WCKO-AM	33	WCRL-AM	55
WACC-AM	11	WAJY-FM	111	WAPL-FM	138	WAXQ-FM	1	WBCW-AM	20	WBMD-AM	19	WBUK-FM	220	WCCC-FM	42	WCKR-FM	194	WCRM-AM	76
WACE-AM	77	WAKE-FM	111	WAPP-FM	219	WAXS-FM	262	WBDN-AM	21	WBMJ-AM	PR	WBUL-AM	50	WCCD-AM	22	WCKT-FM	76	WCRN-AM	107
WACF-FM	183	WAKB-AM	3	WAPZ-AM	140	WAXX-FM	229	WBDR-FM	246	WBML-AM	148	WBUR-AM	182	WCCJ-FM	37	WCKW-AM	39	WCRQ-AM	166
WACL-FM	255	WAKM-AM	44	WAQI-AM	11	WAXY-AM	11	WBDX-FM	100	WBMO-AM	153	WBUT-AM	20	WCCM-AM	10	WCKW-FM	39	WCRV-AM	43
WACM-AM	77	WAKR-AM	67	WAQX-FM	70	WAXZ-FM	25	WBEA-FM	15	WBMV-FM	163	WBUZ-FM	75	WCCO-AM	16	WCKX-FM	32	WCRW-AM	3
WACO-FM	190	WAKS-FM	21	WAQY-AM	77	WAYE-AM	55	WBEB-FM	5	WBMX-FM	10	WBVB-FM	139	WCCP-FM	59	WCLB-FM	49	WCRY-AM	48
WACR-FM	174	WAKT-FM	226	WAQY-FM	77	WAYS-FM	148	WBEE-AM	3	WBNJ-FM	136	WBVD-FM	96	WCCQ-FM	3	WCLG-AM	179	WCRZ-FM	116
WACT-AM	213	WAKU-FM	167	WAQZ-FM	25	WAYV-FM	136	WBEE-FM	46	WBNK-FM	207	WBVI-FM	75	WCCW-AM	195	WCLG-FM	179	WCSJ-AM	3
WACV-AM	140	WAKW-FM	25	WARA-AM	83	WAYY-AM	229	WBEG-AM	94	WBNL-AM	151	WBVP-AM	20	WCCW-FM	195	WCLI-AM	194	WCSM-FM	220
WADB-AM	47	WAKX-FM	31	WARE-AM	77	WAYZ-FM	159	WBEL-AM	149	WBNM-AM	148	WBWI-FM	29	WCDL-AM	62	WCLM-AM	56	WCSS-AM	57
WADC-AM	218	WAKF-FM	17	WARF-AM	55	WAZL-AM	62	WBEM-AM	166	WBNQ-FM	228	WBWL-AM	53	WCDQ-FM	117	WCLN-FM	54	WCSS-FM	6
WADK-AM	31	WALE-AM	31	WARI-AM	178	WAZR-FM	219	WBEN-AM	40	WBNR-AM	160	WBWN-FM	228	WCDV-FM	257	WCLT-AM	32	WCTB-FM	243
WADM-AM	99	WALG-AM	245	WARK-AM	159	WAZS-AM	91	WBES-FM	156	WBNS-AM	32	WBWZ-FM	160	WCDW-FM	161	WCLT-FM	32	WCTC-AM	1
WADO-AM	1	WALJ-FM	148	WARM-AM	62	WAZU-AM	25	WBET-AM	10	WBNS-FM	32	WBXQ-FM	236	WCDX-FM	56	WCLV-FM	22	WCTG-AM	88
WADR-AM	142	WALK-AM	15	WARM-FM	103	WAZU-FM	32	WBEE-FM	154	WBNV-FM	216	WBXR-AM	115	WCEN-AM	124	WCLY-AM	48	WCTJ-AM	80
WADS-AM	112	WALK-FM	15	WARO-FM	76	WAZX-AM	12	WBFB-FM	260	WBNZ-FM	195	WBXX-FM	230	WCEN-FM	124	WCLZ-AM	162	WCTK-FM	31
WADU-FM	39	WALL-AM	141	WARQ-FM	88	WAZY-FM	231	WBFB-FM	260	WBOB-AM	25	WBYN-FM	130	WCER-AM	120	WCLZ-FM	162	WCTL-FM	152
WADV-AM	73	WALR-AM	12	WARV-AM	31	WAZZ-AM	123	WBGE-FM	135	WBOK-AM	39	WBYP-FM	99	WCEV-AM	3	WCLM-AM	73	WCTM-AM	54
WAEB-AM	65	WALR-FM	12	WARW-FM	8	WBAB-FM	15	WBGF-FM	49	WBOQ-FM	255	WBYT-FM	157	WCFB-FM	38	WCMC-AM	136	WCTO-FM	65
WAEB-FM	65	WALT-AM	264	WARX-FM	159	WBAC-AM	100	WBGG-FM	11	WBOQ-FM	10	WBYU-AM	39	WCFJ-AM	3	WCMF-AM	46	WCTQ-FM	79
WAEC-AM	12	WALV-FM	100	WASA-AM	19	WBAG-AM	41	WBGR-AM	19	WBOS-FM	10	WBYY-FM	117	WCFL-FM	3	WCMF-FM	46	WCTS-AM	16
WAEG-FM	111	WALY-FM	236	WASC-AM	59	WBAL-AM	19	WBGZ-AM	17	WBOW-AM	183	WBZ-AM	10	WCFW-FM	229	WCMG-FM	197	WCTY-FM	163
WAEJ-FM	111	WAMA-AM	21	WASH-FM	8	WBAM-FM	140	WBHJ-FM	55	WBOZ-FM	44	WBZB-AM	46	WCFY-AM	231	WCMH-AM	139	WCUE-AM	67
WAEV-FM	153	WAMB-AM	44	WASK-AM	231	WBAP-AM	7	WBHK-FM	55	WBPM-FM	160	WBZE-FM	167	WCGC-AM	37	WCMQ-AM	11	WCUM-AM	112
WAEZ-FM	94	WAMB-FM	44	WASK-FM	231	WBAR-AM	104	WBHP-AM	115	WBPP-FM	219	WBZF-FM	197	WCGI-AM	53	WCMQ-FM	11	WCUZ-FM	66
WAF-AM	49	WAMG-FM	29	WASN-AM	92	WBAR-FM	57	WBHT-FM	62	WBPS-AM	10	WBZI-AM	54	WCGO-AM	3	WCMS-AM	33	WCVC-AM	167
WAFI-FM	154	WAML-AM	204	WASO-AM	39	WBAV-FM	37	WBHV-FM	234	WBRB-FM	179	WBZN-FM	260	WCGO-FM	164	WCMS-FM	33	WCVG-AM	25
WAFM-FM	174	WAMM-AM	219	WASP-AM	20	WBAX-AM	62	WBHY-AM	84	WBRD-AM	79	WBZO-FM	15	WCGW-AM	105	WCNA-FM	174	WCVI-AM	20
WAFS-AM	12	WAMM-FM	255	WASP-FM	20	WBAZ-AM	15	WBIG-AM	3	WBRG-AM	102	WBZO-AM	80	WCHA-AM	159	WCND-AM	50	WCVS-FM	192
WAFX-FM	33	WAMO-AM	20	WATD-FM	10	WBBB-AM	41	WBIG-FM	8	WBRI-AM	36	WBZS-AM	8	WCHA-FM	159	WCNN-AM	12	WCVT-FM	221
WAFY-FM	199	WAMO-FM	20	WATN-AM	246	WBBD-AM	216	WBIO-FM	256	WBRO-FM	PR	WBZT-AM	49	WCHB-AM	6	WCNR-AM	62	WCWA-AM	75
WAFZ-AM	76	WAMR-AM	79	WATO-AM	68	WBBE-FM	119	WBIP-AM	174	WBRU-FM	31	WBZU-FM	56	WCHB-FM	6	WCNU-AM	206	WCXJ-AM	20
WAGE-AM	8	WAMR-FM	11	WATR-AM	175	WBFB-FM	46	WBIP-FM	174	WBRV-AM	142	WBZX-FM	32	WCHK-AM	12	WCNW-AM	25	WCXR-FM	242
WAG-FM	178	WAMS-AM	74	WATS-AM	161	WBFG-FM	92	WBIZ-AM	229	WBRV-FM	142	WBZZ-FM	20	WCHL-AM	48	WCOA-AM	125	WCYI-FM	162
WAGF-FM	178	WAMT-AM	96	WATV-AM	55	WBBL-AM	66	WBIZ-FM	229	WBRX-FM	236	WCAD-FM	PR	WCHR-FM	137	WCOA-FM	182	WCYK-AM	222
WAGG-AM	55	WAMV-AM	102	WAUG-AM	48	WBBM-AM	3	WBJX-AM	29	WBSL-AM	133	WCAO-AM	19	WCHS-AM	156	WCOF-FM	21	WCYK-FM	222
WAGH-FM	164	WAMX-FM	139	WAUK-AM	29	WBBM-FM	3	WBKC-AM	22	WBSM-AM	83	WCAP-AM	10	WCHV-AM	222	WCOH-AM	12	WCYY-FM	162
WAGI-FM	59	WAMY-AM	174	WAUX-AM	29	WBBN-FM	204	WBKH-AM	204	WBSQ-FM	15	WCAR-AM	6	WCHY-AM	153	WCOJ-AM	5	WCZI-FM	80
WAGR-AM	123	WAMZ-FM	50	WAVA-FM	8	WBBO-FM	47	WBKJ-FM	118	WBSR-AM	125	WCAR-FM	10	WCHY-FM	153	WCOL-FM	32	WCZT-FM	136
WAHH-AM	180	WANG-FM	80	WAYD-AM	115	WBBP-AM	43	WBKK-FM	57	WBSS-FM	136	WCAW-AM	156	WCHZ-FM	111	WCOM-FM	PR	WCZX-FM	160
WAHQ-FM	PR	WANL-AM	245	WAYV-FM	91	WBBQ-AM	111	WBKR-FM	256	WBT-AM	37	WCBA-AM	194	WCIB-FM	182	WCOO-AM	80	WDAB-AM	59
WAHR-AM	115	WANR-AM	19	WAYG-AM	50	WBBQ-FM	111	WBKV-AM	29	WBT-FM	37	WCBA-FM	194	WCIF-FM	96	WCOP-AM	148	WDAC-FM	110
WAHT-AM	59	WANR-AM	92	WAYH-FM	84	WBBR-AM	1	WBKV-AM	29	WBTA-AM	46	WCBA-AM	194	WCIF-FM	96	WCOR-AM	44	WDAC-FM	110
WAHV-FM	116	WANR-AM	59	WAYN-AM	43	WBBS-FM	70	WBLA-AM	123	WBTA-AM	46	WCBA-AM	194	WCIF-FM	96	WCOS-AM	88	WDAC-FM	110
WAIB-FM	167	WANT-FM	44	WAYO-AM	37	WBBW-AM	92	WBLB-AM	207	WBTB-AM	80	WCBA-AM	194	WCIF-FM	96	WCOS-AM	88	WDAF-AM	27
WAIM-AM	59	WAOA-FM	96	WAYQ-FM	108	WBCA-AM	84	WBLF-AM	234	WBTF-FM	46	WCBA-AM	194	WCIF-FM	96	WCOS-AM	88	WDAF-AM	27
WAIR-FM	195	WAOC-AM	53	WAYR-FM	161	WBCB-AM	5	WBLL-FM	234	WBTO-AM	183	WCBA-AM	194	WCIF-FM	96	WCOW-FM	251	WDAK-AM	164
								WBLC-FM	40	WBTT-FM	54	WCBR-AM	105	WCIR-FM	262	WCOZ-AM	156	WDAN-AM	257

TABLE 5

STATION CALLS TO MARKET RANK

BIA PUBLICATIONS, INC.

WDAO-AM	54	WDXK-FM	46	WEAS-AM	153	WELV-AM	141	WEXT-FM	29	WFIL-AM	5	WFRN-FM	157	WGCM-FM	133	WGNA-AM	57	WGUS-AM	111
WDAQ-FM	191	WDLB-AM	158	WEAS-FM	153	WELW-AM	22	WEXY-AM	11	WFIN-AM	75	WFRX-AM	205	WGCO-FM	153	WGNA-FM	57	WGUY-FM	260
WDAR-AM	197	WDLG-AM	141	WEAT-AM	49	WEMB-AM	94	WEYE-FM	94	WFRY-AM	102	WFRY-FM	246	WGCO-FM	76	WGNB-AM	37	WGVV-AM	46
WDAR-FM	197	WDLP-AM	226	WEAT-FM	49	WEMG-AM	68	WEYZ-AM	152	WFIS-AM	59	WFSH-AM	206	WGCV-AM	56	WGNE-FM	93	WGLV-AM	59
WDAS-AM	5	WDLR-AM	32	WEBB-FM	243	WEMG-FM	3	WEZB-FM	39	WFIV-AM	38	WFSI-FM	19	WGEA-AM	178	WGNI-FM	180	WGVU-AM	66
WDAS-FM	5	WDLS-FM	62	WEBC-AM	215	WEMM-FM	139	WEZE-AM	10	WFJY-AM	166	WFSJ-FM	53	WGEE-AM	181	WGNN-FM	212	WGY-AM	57
WDAY-AM	208	WDLT-FM	84	WEBE-FM	112	WEMP-AM	29	WEZF-FM	221	WFJY-FM	166	WFSY-FM	226	WGEN-AM	132	WGNS-AM	44	WGYL-FM	119
WDAY-FM	208	WDLW-AM	22	WEBG-AM	166	WEMR-AM	62	WEZI-FM	255	WFKS-FM	93	WFTA-FM	174	WGEN-FM	132	WGNU-AM	17	WGYM-AM	136
WDBF-AM	49	WDLX-AM	80	WEBN-FM	25	WEMR-FM	62	WEZL-FM	91	WFKX-FM	259	WFTD-AM	12	WGER-FM	124	WGNV-AM	141	WGZB-FM	50
WDBL-AM	44	WDLY-FM	68	WEBO-AM	161	WEMX-FM	81	WEZN-FM	112	WFLA-AM	21	WFTM-AM	56	WGET-AM	103	WGNV-FM	141	WGZO-FM	153
WDBL-FM	44	WDMF-AM	68	WEBX-FM	212	WEND-FM	37	WEZQ-FM	260	WFLB-FM	123	WFTK-AM	48	WGET-AM	207	WGNZ-AM	54	WGZS-AM	178
WDBO-AM	38	WDMX-FM	218	WEBY-AM	125	WENE-AM	161	WEZV-FM	181	WFLC-FM	11	WFTL-AM	11	WGFM-FM	195	WGOC-AM	94	WHAG-AM	159
WDBQ-AM	217	WDNC-AM	48	WEBZ-FM	226	WENG-AM	79	WEZU-AM	16	WFLI-AM	100	WFTO-AM	174	WGFN-FM	195	WGOH-AM	139	WHAJ-FM	262
WDBR-FM	192	WDNL-FM	257	WECK-AM	40	WENN-FM	55	WEZV-FM	231	WFLK-FM	46	WFTR-AM	219	WGFP-AM	107	WGOK-AM	84	WHAM-AM	46
WDCD-AM	57	WDNO-FM	154	WECL-FM	229	WENO-AM	44	WEZW-AM	243	WFLM-FM	119	WFTR-FM	219	WGFT-AM	92	WGOS-AM	41	WHAM-AM	56
WDCD-FM	57	WDNY-AM	46	WECM-AM	125	WENS-FM	36	WEZY-FM	29	WFLP-AM	152	WFTW-AM	206	WGFY-FM	44	WGOS-AM	41	WHAR-AM	179
WDCG-FM	48	WONY-FM	46	WEDC-AM	3	WENY-AM	194	WEZY-FM	29	WFLS-FM	8	WFUN-FM	17	WGGG-AM	108	WGOW-AM	100	WHAS-AM	50
WDCI-FM	179	WOOD-AM	100	WEDG-FM	40	WENY-FM	194	WFAM-AM	111	WFLT-AM	116	WFUR-AM	66	WGGH-AM	205	WGOW-FM	100	WHAT-AM	5
WDCT-AM	8	WDOH-FM	100	WEDO-AM	20	WENZ-FM	22	WFAN-AM	1	WFLV-FM	167	WFRM-FM	66	WGGM-AM	56	WGPA-AM	65	WHAT-AM	10
WDCW-AM	70	WDOH-FM	220	WEDR-FM	11	WEOA-AM	151	WFAN-AM	1	WFLY-FM	57	WFVI-FM	99	WGGR-FM	36	WGPC-AM	245	WHAZ-AM	57
WDCX-FM	40	WDOK-FM	22	WEEI-AM	10	WEOK-AM	160	WFAS-AM	1	WFLZ-FM	21	WFXA-FM	111	WGGY-FM	62	WGPC-FM	245	WHB-AM	27
WDCZ-FM	46	WDOV-AM	74	WEEK-FM	135	WEOL-AM	22	WFAS-FM	1	WFMB-AM	192	WFXC-FM	48	WGH-AM	33	WGPL-AM	33	WHBC-AM	120
WDDD-AM	205	WDOX-FM	136	WEEL-FM	216	WEPG-AM	100	WFAT-FM	171	WFMB-AM	192	WFXE-FM	164	WGH-AM	33	WGPM-FM	80	WHBC-FM	120
WDDD-FM	205	WDOY-FM	PR	WEOO-AM	159	WEOX-FM	57	WFAU-AM	243	WFMD-AM	199	WFXF-FM	135	WGHB-AM	80	WGPR-FM	6	WHBG-AM	255
WDDO-AM	148	WDPN-AM	120	WEEU-AM	130	WERA-AM	1	WFAV-AM	206	WFME-FM	1	WFXH-FM	153	WGHN-AM	66	WGQR-FM	123	WHBK-AM	176
WDEA-AM	260	WDRC-AM	42	WEEX-AM	65	WERC-AM	55	WFAW-AM	121	WFNK-FM	113	WFXK-FM	48	WGHN-FM	66	WGR-AM	40	WHBQ-AM	43
WDEF-AM	100	WDRC-AM	42	WEEZ-FM	204	WERE-AM	22	WFAX-AM	8	WFMO-AM	123	WFXM-FM	148	WGHN-FM	66	WGRD-FM	66	WHBT-AM	167
WDEF-FM	100	WDRE-FM	15	WEFX-FM	134	WERI-AM	31	WFBC-FM	59	WFMR-FM	29	WFXN-FM	139	WGHT-AM	1	WGRF-FM	40	WHBX-FM	167
WDEL-AM	74	WDRK-FM	226	WEGC-FM	245	WERI-FM	31	WFBE-FM	116	WFMS-FM	36	WFXX-AM	242	WGIR-AM	193	WGRG-FM	161	WHBY-AM	138
WDEN-AM	148	WDRM-FM	115	WEGK-FM	103	WERO-FM	80	WFBG-AM	236	WFMT-FM	3	WFXY-FM	135	WGIR-FM	193	WGRM-FM	25	WHBZ-AM	91
WDEN-FM	148	WDRQ-FM	6	WEGM-AM	31	WERQ-FM	19	WFBL-AM	70	WFMV-FM	88	WFYV-FM	53	WGIV-AM	37	WGRR-FM	25	WHCD-FM	254
WDEO-AM	147	WDRR-FM	76	WEGO-AM	37	WERR-FM	PR	WFBQ-FM	36	WFNC-AM	123	WGAB-AM	151	WGKA-AM	12	WGRT-FM	6	WHCM-FM	218
WDER-AM	193	WDRZ-FM	100	WEGQ-FM	10	WERZ-FM	117	WFBY-FM	179	WFNN-FM	136	WGAC-AM	111	WGKC-FM	212	WGRX-FM	19	WHCN-FM	42
WDEV-FM	221	WDSC-AM	185	WEGR-FM	43	WESA-AM	20	WFBZ-FM	251	WFNO-AM	39	WGAM-AM	162	WGKS-FM	105	WGSA-AM	43	WHCU-AM	254
WDEX-AM	37	WDSD-FM	74	WEGW-FM	216	WESA-FM	20	WFCC-FM	182	WFNR-AM	207	WGAP-AM	68	WGKX-FM	43	WGSM-AM	15	WHCY-FM	62
WDEX-FM	158	WDSM-AM	215	WEGX-FM	185	WESC-AM	59	WFCC-FM	54	WFNS-AM	21	WGAP-FM	68	WGL-AM	99	WGSN-AM	185	WHEB-FM	117
WDFN-AM	6	WDSP-FM	160	WEHH-AM	194	WESC-FM	59	WFCJ-FM	54	WFNT-AM	116	WGAR-FM	22	WGL-FM	99	WGSO-AM	39	WHEN-AM	70
WDGE-FM	31	WDST-FM	160	WEHM-FM	15	WESE-FM	174	WFCM-AM	44	WFNW-AM	175	WGAS-AM	37	WGLB-AM	29	WGSP-AM	37	WHEP-AM	84
WDGF-FM	31	WDSY-FM	20	WEIO-AM	229	WESL-AM	17	WFCV-AM	99	WFNX-FM	10	WGAT-AM	94	WGLB-FM	29	WGTA-AM	12	WHER-FM	204
WDGG-FM	139	WDUF-AM	94	WEJE-FM	99	WESP-FM	178	WFDF-AM	116	WFNZ-AM	37	WGAY-FM	8	WGLD-FM	36	WGST-FM	12	WHEW-AM	44
WDGL-FM	81	WDUR-AM	48	WEJL-AM	62	WEST-AM	65	WFEA-AM	193	WFOB-AM	75	WGBB-AM	15	WGLF-FM	167	WGSY-FM	164	WHFM-FM	15
WDGS-AM	50	WDUV-FM	21	WEJZ-FM	53	WESX-AM	10	WFFN-FM	55	WFOG-FM	33	WGBD-FM	231	WGLL-AM	99	WGTC-FM	157	WHFS-FM	8
WDGY-AM	16	WDVZ-AM	181	WEKL-FM	111	WETB-AM	94	WFFX-AM	264	WFOR-AM	204	WGBF-AM	151	WGLM-FM	231	WGTL-AM	37	WHGT-AM	159
WDHA-FM	101	WDVE-FM	20	WEKY-AM	105	WETC-AM	48	WFGI-FM	236	WFOX-FM	12	WGBF-FM	151	WGLO-FM	135	WGTM-AM	185	WHHH-FM	36
WDIA-AM	43	WDWD-AM	12	WEKZ-AM	121	WETT-AM	154	WFGO-FM	152	WFOY-AM	53	WGBI-AM	62	WGLR-AM	217	WGTM-FM	185	WHHK-FM	132
WDIZ-AM	226	WDWG-FM	84	WEKZ-FM	121	WEUP-AM	115	WFGW-AM	176	WFPG-AM	136	WGBM-FM	181	WGLR-FM	217	WGTR-FM	185	WHHO-AM	194
WDJC-AM	55	WDWS-AM	212	WELA-FM	20	WEUP-FM	115	WFGY-FM	236	WFPG-FM	136	WGBN-AM	20	WGLR-FM	217	WGTT-AM	55	WHHY-AM	140
WDJC-FM	55	WDXI-AM	259	WELE-AM	93	WEVD-AM	1	WFHX-AM	55	WFOX-FM	219	WGBR-AM	48	WGLX-FM	158	WGTY-FM	103	WHIM-AM	31
WDJL-AM	115	WDXZ-FM	88	WELI-AM	97	WEVE-AM	215	WFHN-AM	83	WFRB-AM	166	WGCB-AM	103	WGLY-FM	221	WGTF-AM	54	WHIN-AM	44
WDJR-FM	178	WDYL-FM	56	WELM-AM	194	WEVE-FM	215	WFHR-AM	158	WFRB-FM	166	WGCB-AM	103	WGMD-FM	154	WGUD-AM	133	WHIO-AM	54
WDJX-FM	50	WDZZ-FM	116	WELO-AM	174	WEW-AM	17	WFIA-AM	50	WFRE-FM	199	WGCH-AM	134	WGMM-FM	194	WGUF-FM	76	WHIT-AM	121
WDJZ-AM	112	WEAC-AM	59	WELP-AM	59	WEWO-AM	123	WFID-FM	PR	WFRF-AM	167	WGCI-AM	3	WGMR-FM	236	WGUL-AM	21	WHJB-AM	20
WDKN-AM	44	WEAL-AM	164	WELS-AM	80	WEXI-FM	99	WFIF-AM	112	WFRG-FM	142	WGCI-FM	3	WGMS-FM	8	WGUL-FM	21	WHJJ-AM	31
WDKS-FM	151	WEAQ-AM	229	WELS-FM	80	WEXL-AM	6	WFII-AM	32	WFRN-AM	157	WGCM-AM	133	WGN-AM	3	WGUN-AM	12	WHJM-AM	68

TABLE 5

STATION CALLS TO MARKET RANK

BIA PUBLICATIONS, INC.

WKWN-AM	100	WLEE-AM	56	WLNQ-FM	15	WLUP-FM	3	WMBM-AM	11	WMGY-AM	140	WMOB-AM	84	WMYF-AM	117	WNFL-AM	181	WNPT-FM	213
WKWQ-FM	88	WLER-FM	20	WLNK-FM	102	WLUS-AM	108	WMBN-AM	195	WMHI-FM	246	WMOH-AM	25	WMYI-FM	59	WNFQ-FM	108	WNPV-AM	5
WKWS-FM	156	WLEV-FM	65	WLNI-FM	37	WLUV-AM	149	WMB5-AM	20	WMHR-FM	70	WMOP-AM	108	WMYL-FM	242	WNFT-AM	10	WNQM-AM	44
WKXA-FM	75	WLEY-FM	3	WLNQ-AM	194	WLUV-FM	149	WMBX-FM	49	WMHX-FM	46	WMOX-AM	264	WMYR-AM	76	WNFZ-FM	68	WNRB-AM	10
WKXB-FM	180	WLEZ-FM	183	WLNO-AM	39	WLUX-AM	15	WMC-AM	43	WMID-AM	136	WMPJ-FM	50	WMY5-AM	36	WNGN-FM	57	WNRI-AM	31
WKXC-FM	111	WLFE-FM	221	WLNK-AM	80	WLUZ-AM	PR	WMC-FM	43	WMID-FM	136	WMPM-AM	48	WMYT-AM	180	WNHC-AM	97	WNRJ-AM	32
WKXI-AM	118	WLFB-AM	142	WLNK-AM	162	WLVA-AM	102	WMCB-AM	36	WMIL-AM	29	WMP5-AM	43	WMYU-FM	68	WNHI-FM	193	WNRK-AM	74
WKXJ-FM	100	WLFN-AM	251	WLOH-AM	32	WLVE-FM	11	WMCB-AM	36	WMIL-AM	29	WMPX-AM	124	WMYX-FM	29	WNIB-FM	3	WNRS-AM	142
WKXO-FM	105	WLFX-FM	154	WLOJ-AM	80	WLVG-FM	15	WMCH-AM	94	WMIN-AM	16	WMPZ-FM	100	WMYZ-FM	57	WNIC-FM	6	WNRT-FM	PR
WKXP-FM	62	WLGC-FM	139	WLOK-AM	43	WLVI-FM	153	WMCJ-AM	91	WMIT-FM	176	WMQC-FM	179	WZK-FM	158	WNIL-AM	157	WNRV-AM	207
WKXR-AM	41	WLGL-FM	73	WLOL-AM	16	WLVI-AM	49	WMCR-AM	70	WMJA-FM	124	WMQF-FM	41	WNQO-FM	8	WNIO-AM	92	WNRX-AM	174
WKXV-AM	68	WLGO-AM	88	WLOM-AM	37	WLVL-AM	40	WMCR-FM	70	WMJB-FM	121	WMRD-AM	42	WNAH-AM	44	WNIR-FM	67	WNSL-FM	204
WKXW-FM	137	WLGP-FM	80	WLOQ-FM	38	WLVO-FM	32	WMCS-AM	29	WMJC-FM	15	WMRO-AM	44	WNAI-AM	50	WNIS-AM	33	WNSN-FM	157
WKXY-AM	79	WLGH-FM	180	WLOP-AM	115	WLVS-AM	49	WMCF-FM	140	WMJH-AM	66	WMRO-FM	42	WNAK-AM	62	WNIV-AM	12	WN5P-FM	84
WKY-AM	52	WLGT-FM	66	WLOW-FM	153	WLVA-AM	21	WMDB-AM	44	WMJF-FM	22	WMRR-FM	66	WNAK-AM	138	WNIZ-FM	3	WNSR-FM	1
WKYE-FM	166	WLIB-AM	1	WLPA-AM	110	WLVA-AM	84	WMDE-FM	152	WMJJ-FM	55	WMRV-FM	161	WNAP-AM	5	WNJC-AM	5	WNSS-AM	70
WKYG-AM	218	WLIF-FM	19	WLPH-AM	55	WLVA-AM	154	WMDR-AM	243	WMJK-FM	124	WMRX-FM	124	WNAP-FM	36	WNJR-AM	1	WNST-FM	91
WKYI-FM	105	WLIL-AM	68	WLPN-AM	33	WLWV-FM	154	WMEE-FM	99	WMJM-FM	50	WMSI-FM	118	WNAU-AM	174	WNJY-FM	231	WN5A-AM	149
WKYL-FM	105	WLIL-FM	68	WLPN-AM	84	WLWV-AM	25	WMEE-FM	99	WMJO-FM	40	WMSI-FM	140	WNAV-AM	19	WNKI-FM	194	WNTJ-AM	166
WKYS-FM	8	WLIM-AM	15	WLQF-FM	102	WLWV-AM	140	WMEL-AM	96	WMJR-AM	105	WMSX-AM	10	WNAX-AM	244	WNKO-FM	32	WNTM-AM	84
WKZI-AM	183	WLIP-AM	3	WLQF-FM	102	WLXC-FM	88	WMEN-AM	68	WMJS-FM	8	WMT-AM	198	WNAX-FM	244	WNKR-FM	25	WNTN-AM	10
WKZJ-FM	164	WLIR-AM	1	WLQV-AM	54	WLXG-AM	105	WMEQ-FM	229	WMJT-AM	216	WMT-FM	198	WNBF-AM	161	WNKS-FM	37	WNTQ-FM	70
WKZK-AM	111	WLIR-FM	15	WLQV-AM	6	WLXN-AM	41	WMET-AM	8	WMJX-FM	10	WMTD-FM	262	WNBH-AM	83	WNLC-AM	163	WNTS-AM	36
WKZL-FM	41	WLIT-FM	3	WLQY-AM	11	WLXR-FM	251	WMEV-AM	94	WMJY-FM	133	WMTR-AM	101	WNBN-AM	264	WNLC-FM	163	WNTW-AM	219
WKZM-FM	79	WLJE-FM	3	WLQY-AM	11	WLXT-FM	195	WMEV-FM	94	WMKC-FM	195	WMTR-FM	75	WNBR-FM	80	WNLK-AM	134	WNTY-AM	42
WKZO-AM	171	WLJM-FM	88	WLRO-FM	105	WLXV-FM	195	WMEV-FM	94	WMKJ-FM	12	WMTX-AM	21	WNCC-AM	166	WNLS-AM	167	WNUA-FM	3
WKZO-AM	185	WLJY-FM	220	WLRO-FM	96	WLXX-AM	3	WMEV-FM	125	WMKM-AM	6	WMTX-FM	21	WNCC-FM	92	WNLT-FM	25	WNUC-FM	40
WKZQ-FM	185	WLKA-AM	46	WLRS-FM	50	WLXY-FM	213	WMFA-AM	123	WMKS-FM	148	WMTZ-FM	166	WNCE-FM	73	WNMB-FM	185	WNUS-FM	218
WKZS-FM	162	WLKC-FM	246	WLRS-FM	50	WLXC-FM	242	WMFD-AM	100	WMKT-AM	196	WMTZ-FM	166	WNCE-FM	73	WNMI-AM	148	WNUY-FM	99
WKZV-AM	20	WLKF-AM	104	WLS-AM	212	WLYF-FM	11	WMFG-AM	215	WMLB-AM	12	WMUS-FM	66	WNCF-AM	221	WNML-FM	148	WNVE-FM	46
WLAC-AM	44	WLKK-AM	152	WLSA-FM	222	WLYF-FM	11	WMFG-FM	215	WMLF-AM	164	WMUU-AM	59	WNCT-AM	80	WNMT-AM	153	WNVL-AM	105
WLAC-FM	44	WLKQ-AM	12	WLSA-FM	222	WLYR-FM	32	WMFJ-AM	93	WMLI-FM	121	WMUU-FM	59	WNCT-FM	80	WNMX-FM	37	WNVY-AM	125
WLAD-AM	191	WLKT-FM	105	WLSH-AM	65	WLYR-FM	32	WMFM-FM	204	WMMA-FM	25	WMUZ-FM	6	WNCT-FM	80	WNMX-FM	37	WNVZ-FM	33
WLAM-AM	162	WLKY-AM	50	WLSN-FM	54	WLYT-FM	37	WMFN-AM	66	WMMB-AM	96	WMVO-AM	32	WNCT-FM	80	WNMI-AM	148	WNVZ-FM	33
WLAM-FM	162	WLKY-AM	50	WLSN-FM	54	WLYT-FM	37	WMFN-AM	66	WMMC-FM	183	WMVP-AM	3	WNCT-FM	80	WNMI-AM	148	WNVZ-FM	33
WLAN-AM	110	WLKF-AM	104	WLSN-FM	54	WLYT-FM	37	WMFN-AM	66	WMME-FM	243	WMVX-FM	22	WNCT-FM	80	WNMI-AM	148	WNVZ-FM	33
WLAN-FM	110	WLKF-AM	104	WLSN-FM	54	WLYT-FM	37	WMFN-AM	66	WMMJ-FM	8	WMVY-FM	182	WNCT-FM	80	WNMI-AM	148	WNVZ-FM	33
WLAP-AM	105	WLKH-AM	92	WLSN-FM	54	WLYT-FM	37	WMFN-AM	66	WMMK-FM	206	WMWR-AM	148	WNCT-FM	80	WNMI-AM	148	WNVZ-FM	33
WLAS-AM	80	WLKH-AM	92	WLSN-FM	54	WLYT-FM	37	WMFN-AM	66	WMMM-AM	134	WMXB-FM	56	WNCT-FM	80	WNMI-AM	148	WNVZ-FM	33
WLAT-AM	42	WLKH-AM	92	WLSN-FM	54	WLYT-FM	37	WMFN-AM	66	WMMM-FM	121	WMXC-FM	84	WNCT-FM	80	WNMI-AM	148	WNVZ-FM	33
WLAU-AM	204	WLKH-AM	92	WLSN-FM	54	WLYT-FM	37	WMFN-AM	66	WMMN-AM	179	WMXD-FM	6	WNCT-FM	80	WNMI-AM	148	WNVZ-FM	33
WLAV-FM	66	WLKH-AM	92	WLSN-FM	54	WLYT-FM	37	WMFN-AM	66	WMMO-FM	38	WMXH-AM	62	WNCT-FM	80	WNMI-AM	148	WNVZ-FM	33
WLBR-AM	73	WLKH-AM	92	WLSN-FM	54	WLYT-FM	37	WMFN-AM	66	WMMQ-FM	113	WMXI-FM	204	WNCT-FM	80	WNMI-AM	148	WNVZ-FM	33
WLBR-AM	73	WLKH-AM	92	WLSN-FM	54	WLYT-FM	37	WMFN-AM	66	WMMR-FM	5	WMXJ-FM	11	WNCT-FM	80	WNMI-AM	148	WNVZ-FM	33
WLBU-FM	154	WLKH-AM	92	WLSN-FM	54	WLYT-FM	37	WMFN-AM	66	WMMS-FM	22	WMXL-FM	105	WNCT-FM	80	WNMI-AM	148	WNVZ-FM	33
WLCE-FM	40	WLKH-AM	92	WLSN-FM	54	WLYT-FM	37	WMFN-AM	66	WMMS-FM	22	WMXL-FM	105	WNCT-FM	80	WNMI-AM	148	WNVZ-FM	33
WLCC-AM	148	WLKH-AM	92	WLSN-FM	54	WLYT-FM	37	WMFN-AM	66	WMMS-FM	22	WMXL-FM	105	WNCT-FM	80	WNMI-AM	148	WNVZ-FM	33
WLCC-FM	148	WLKH-AM	92	WLSN-FM	54	WLYT-FM	37	WMFN-AM	66	WMMS-FM	22	WMXL-FM	105	WNCT-FM	80	WNMI-AM	148	WNVZ-FM	33
WLCM-AM	113	WLKH-AM	92	WLSN-FM	54	WLYT-FM	37	WMFN-AM	66	WMMS-FM	22	WMXL-FM	105	WNCT-FM	80	WNMI-AM	148	WNVZ-FM	33
WLDE-FM	99	WLKH-AM	92	WLSN-FM	54	WLYT-FM	37	WMFN-AM	66	WMMS-FM	22	WMXL-FM	105	WNCT-FM	80	WNMI-AM	148	WNVZ-FM	33
WLDF-FM	102	WLKH-AM	92	WLSN-FM	54	WLYT-FM	37	WMFN-AM	66	WMMS-FM	22	WMXL-FM	105	WNCT-FM	80	WNMI-AM	148	WNVZ-FM	33
WLDR-FM	195	WLKH-AM	92	WLSN-FM	54	WLYT-FM	37	WMFN-AM	66	WMMS-FM	22	WMXL-FM	105	WNCT-FM	80	WNMI-AM	148	WNVZ-FM	33
WLEA-AM	194	WLKH-AM	92	WLSN-FM	54	WLYT-FM	37	WMFN-AM	66	WMMS-FM	22	WMXL-FM	105	WNCT-FM	80	WNMI-AM	148	WNVZ-FM	33

TABLE 5

STATION CALLS TO MARKET RANK

BIA PUBLICATIONS, INC.

Investing in Radio 1997

WOBL-AM	22	WOLT-FM	59	WOZK-AM	178	WPHT-AM	5	WPTW-AM	54	WQIS-AM	204	WQXC-FM	171	WRFM-FM	142	WRMX-FM	44	WRTS-FM	152
WOBM-AM	47	WOLX-FM	121	WOZZ-FM	138	WPIC-AM	92	WPUL-AM	93	WQIZ-AM	91	WQXI-AM	12	WRFO-FM	91	WRNA-AM	37	WRUF-AM	108
WOBM-FM	47	WOLY-AM	230	WPAL-AM	91	WPIE-AM	254	WPUT-AM	1	WQKK-FM	166	WQXK-FM	92	WRFX-FM	37	WRNB-FM	54	WRUF-FM	108
WOBS-AM	53	WOLZ-FM	76	WPAL-FM	91	WPIN-AM	207	WPUV-AM	207	WQKL-FM	147	WQXL-AM	88	WRFY-FM	130	WRNE-AM	125	WRUN-AM	142
WOC-AM	132	WOMC-FM	6	WPAP-FM	226	WPVL-AM	20	WPVL-AM	217	WQLH-FM	181	WQXQ-FM	256	WRGS-AM	94	WRNJ-AM	65	WRVA-AM	56
WOCA-AM	108	WOMG-FM	8	WPAT-AM	1	WPJL-AM	48	WPVL-FM	217	WQLL-FM	193	WQXR-FM	1	WRHC-AM	11	WRNJ-FM	65	WRVC-AM	139
WOCG-AM	50	WOMI-AM	256	WPAT-FM	1	WPJM-AM	59	WPVR-FM	102	WQLR-FM	171	WQYK-AM	21	WRHD-AM	15	WRNL-AM	56	WRVC-FM	139
WOCL-FM	38	WOMP-AM	216	WPAW-FM	119	WPJS-AM	185	WPWT-AM	94	WQLS-AM	178	WQYK-FM	21	WRHI-AM	37	WRNN-FM	185	WRVE-FM	57
WOCN-AM	11	WOMP-FM	216	WPAY-AM	139	WPKM-FM	162	WPXC-FM	162	WQLS-FM	178	WQZQ-FM	44	WRHK-FM	257	WRNO-FM	39	WRVF-FM	75
WOCN-FM	182	WOMX-FM	38	WPAY-FM	139	WPKQ-FM	162	WPXY-FM	46	WQLT-FM	115	WQZS-FM	166	WRHQ-FM	153	WRNQ-FM	160	WRVI-FM	50
WOCQ-FM	154	WOND-AM	136	WPAZ-AM	5	WPKR-FM	138	WPYB-AM	48	WQLV-FM	73	WQZZ-FM	213	WRHT-FM	80	WRNR-FM	19	WRVQ-FM	56
WOCY-FM	19	WONE-AM	54	WPBG-FM	135	WPKX-FM	77	WPYK-AM	55	WQLZ-FM	192	WRAD-AM	207	WRIB-AM	31	WRNS-AM	80	WRVR-FM	43
WODE-FM	65	WONE-FM	67	WPBH-FM	226	WPLA-FM	53	WPYX-FM	57	WQMF-FM	50	WRAK-AM	242	WRIE-AM	152	WRNS-FM	80	WRVV-FM	73
WODJ-FM	66	WONG-AM	118	WPBR-AM	49	WPLJ-FM	1	WQAL-AM	10	WQMG-AM	41	WRAL-FM	48	WRIF-FM	6	WRNX-FM	77	WRVW-FM	44
WODL-FM	55	WONN-AM	104	WPBS-AM	12	WPLL-FM	11	WPZM-FM	115	WQMG-FM	41	WRAT-FM	47	WRIG-AM	158	WRNY-AM	142	WRVX-FM	102
WODS-FM	10	WONQ-AM	38	WPBZ-FM	49	WPLM-AM	10	WPZZ-FM	36	WQMX-FM	67	WRAW-AM	130	WRIQ-FM	207	WROA-AM	133	WRVZ-FM	156
WODT-AM	39	WONX-AM	3	WPCE-AM	33	WPLM-FM	10	WQAI-AM	53	WQMZ-FM	222	WRAX-FM	55	WRIS-AM	102	WROD-AM	93	WRWC-FM	149
WODX-AM	76	WONZ-AM	136	WPCF-FM	226	WPLR-FM	97	WQAL-FM	22	WQNT-AM	91	WRBA-FM	226	WRIV-AM	15	WROE-FM	138	WRWD-FM	160
WODZ-AM	142	WOOD-AM	66	WPCH-FM	12	WPLT-FM	6	WQAM-AM	11	WQNU-FM	76	WRBP-FM	92	WRIX-AM	59	WROK-AM	149	WRWO-FM	140
WODZ-FM	142	WOOD-FM	66	WPCI-AM	59	WPLX-AM	43	WQBA-AM	11	WQNY-FM	254	WRBQ-AM	21	WRIX-FM	59	WROL-AM	10	WRXB-AM	21
WOFM-FM	158	WOOF-AM	178	WPCK-FM	138	WPLY-FM	5	WQBB-AM	68	WQOK-FM	48	WRBQ-FM	21	WRJH-FM	118	WROO-FM	53	WRXK-FM	76
WOFX-FM	25	WOOF-FM	178	WPCL-FM	166	WPLZ-FM	56	WQBB-FM	68	WQOL-FM	119	WRBR-FM	157	WRJL-FM	115	WROQ-FM	59	WRXL-FM	56
WOGB-FM	138	WOON-AM	31	WPCM-FM	41	WPMH-AM	33	WQBE-AM	156	WQOP-AM	53	WRBS-FM	19	WRJM-FM	178	WROR-FM	10	WRXQ-FM	43
WOGK-FM	108	WOOD-AM	36	WPCO-AM	151	WPMZ-AM	31	WQBE-FM	156	WQPM-AM	16	WRBT-FM	73	WRJN-AM	29	WROS-AM	53	WRXR-FM	111
WOGI-FM	5	WOOW-AM	80	WPCV-FM	104	WPNA-AM	3	WQBH-AM	6	WQPM-FM	16	WRBV-FM	148	WRJQ-AM	138	WROU-FM	54	WRXS-FM	154
WOGM-AM	229	WOZF-FM	205	WPDA-FM	160	WPNT-FM	3	WQBZ-FM	57	WQPO-FM	255	WRBZ-AM	48	WRJZ-AM	68	WROV-AM	102	WRXZ-FM	245
WOGN-AM	37	WOPI-AM	94	WPDH-FM	160	WPNW-AM	31	WQBK-FM	57	WQQB-FM	212	WRCA-AM	10	WRKA-AM	50	WROV-FM	102	WRYM-AM	42
WOGT-FM	100	WOR-AM	1	WPDT-FM	197	WPNX-AM	164	WQBN-AM	21	WQQK-FM	44	WRCC-AM	230	WRKB-AM	37	WROW-AM	57	WRZA-FM	3
WOGY-FM	43	WORC-AM	107	WPDX-AM	179	WPOC-FM	19	WQBR-FM	242	WQQL-FM	192	WRCD-FM	46	WRKE-FM	154	WROX-FM	33	WRZE-FM	182
WOHZ-AM	216	WORD-AM	59	WPDX-FM	179	WPOL-AM	41	WQBS-AM	PR	WQQW-AM	175	WRCG-AM	164	WRKH-FM	84	WROZ-FM	110	WRZK-FM	94
WOIC-AM	88	WORD-FM	20	WPEG-FM	37	WPOM-AM	49	WQBZ-FM	148	WQRB-FM	229	WRCH-FM	42	WRKI-FM	191	WRQC-FM	16	WRZN-AM	108
WOIR-AM	11	WORO-FM	PR	WPEK-FM	59	WPOP-AM	42	WQCB-FM	260	WQRC-FM	182	WRCI-FM	193	WRKK-AM	242	WRQK-FM	120	WRZX-FM	36
WOJG-FM	259	WORV-AM	204	WPEN-AM	5	WPOR-AM	162	WQCC-FM	251	WQRL-FM	205	WRCK-FM	142	WRKL-AM	1	WRQN-FM	75	WRZZ-FM	218
WOJO-FM	3	WOSC-FM	154	WPEO-AM	135	WPOR-FM	162	WQCD-FM	1	WQRS-FM	6	WRCN-FM	15	WRKN-AM	118	WRQR-FM	180	WSAI-AM	25
WOKB-AM	38	WOSH-AM	138	WPEP-AM	83	WPOW-FM	11	WQCH-AM	100	WQRV-FM	46	WRCP-AM	31	WRKO-AM	10	WRQX-FM	8	WSAM-AM	124
WOKI-FM	68	WOSM-FM	133	WPEF-AM	41	WPOR-FM	20	WQCK-FM	81	WQSA-AM	79	WRCC-AM	123	WRKP-FM	216	WRR-FM	7	WSAQ-FM	6
WOKK-FM	264	WOSN-FM	119	WPEZ-FM	148	WPRB-FM	137	WQCM-FM	159	WQSC-AM	91	WRCC-AM	66	WRKR-FM	171	WRRK-FM	20	WSAR-AM	83
WOKN-FM	194	WOSO-AM	PR	WPFB-AM	54	WPRD-AM	38	WQDQ-AM	44	WQSL-FM	80	WRCC-AM	120	WRKS-FM	1	WRRM-FM	25	WSAT-AM	37
WOKO-FM	221	WOSQ-FM	158	WPFB-FM	54	WPRM-FM	PR	WQDR-FM	48	WQSM-FM	123	WRCC-AM	3	WRKT-FM	152	WRRO-AM	92	WSAU-AM	158
WOKQ-FM	117	WOTR-FM	179	WPFC-AM	81	WPRO-AM	31	WQEW-AM	1	WQSN-AM	171	WRDJ-FM	102	WRKY-FM	216	WRRR-FM	218	WSB-AM	12
WOKS-AM	164	WOTS-AM	38	WPFL-FM	125	WPRO-FM	31	WQFE-FM	36	WQSR-FM	19	WRDM-AM	42	WRKZ-FM	73	WRRV-FM	141	WSB-FM	12
WOKT-AM	139	WOUR-FM	142	WPFM-FM	226	WPRR-FM	236	WQFL-FM	149	WQTE-FM	75	WRDR-FM	136	WRLL-FM	179	WRRX-FM	108	WSBA-AM	103
WOKU-AM	156	WOVK-FM	216	WPGA-AM	148	WPRS-AM	183	WQFM-FM	62	WQTM-AM	38	WRDS-FM	70	WRLG-FM	44	WRSR-FM	115	WSBB-AM	93
WOKV-AM	53	WOW-AM	72	WPGA-FM	148	WPRW-FM	76	WQFN-FM	66	WQTY-FM	183	WRDT-AM	48	WRLT-FM	44	WRSR-FM	234	WSBC-AM	3
WOKX-AM	41	WOW-FM	72	WPGC-AM	8	WPRX-AM	42	WQFX-AM	133	WQUE-FM	39	WRDU-FM	48	WRLX-FM	49	WRSJ-AM	PR	WSBG-FM	62
WOKY-AM	29	WOWB-FM	142	WPGC-FM	8	WPSE-AM	152	WQGN-FM	163	WQUL-FM	205	WRDU-AM	111	WRMZ-AM	38	WRSN-FM	48	WSBL-FM	154
WOL-AM	8	WOWC-FM	55	WPGI-FM	194	WPSK-FM	207	WQHH-FM	113	WQUN-AM	97	WRDX-FM	74	WRMA-FM	11	WRTA-AM	236	WSBM-AM	115
WOLB-AM	19	WOWE-FM	116	WPGR-AM	20	WPSL-AM	119	WQHK-FM	99	WQUT-FM	94	WREC-AM	43	WRMD-AM	21	WRTG-AM	48	WSBR-AM	49
WOLC-FM	154	WOWI-FM	33	WPGS-AM	96	WPSO-AM	21	WQHQ-FM	154	WQVE-FM	245	WREF-AM	162	WRMF-FM	49	WRTH-AM	17	WSBT-AM	157
WOLF-AM	70	WOWO-AM	99	WPGU-FM	212	WPSR-FM	49	WQHT-FM	1	WQVR-FM	107	WREF-AM	191	WRMJ-FM	132	WRTK-AM	92	WSBY-FM	154
WOLF-FM	70	WOWW-AM	43	WPHB-AM	234	WPST-FM	137	WQIC-FM	73	WQWK-FM	234	WREJ-AM	56	WRMM-FM	46	WRTN-FM	1	WSBZ-FM	206
WOLI-FM	59	WOWZ-FM	142	WPHD-FM	194	WPTA-FM	33	WQII-AM	PR	WQXA-AM	103	WREN-AM	177	WRMN-AM	3	WRTO-FM	11	WSCH-FM	25
WOLL-FM	49	WOXY-FM	25	WPHI-FM	5	WPTF-AM	48	WQIK-FM	53	WQXA-FM	103	WRFB-AM	96	WRMQ-AM	38	WRTP-AM	48	WSCP-AM	70
WOLS-AM	197	WOYK-AM	103	WPHM-AM	6	WPTR-FM	57	WQIO-FM	32	WQXC-AM	171	WRFD-AM	32	WRMR-AM	22	WRTR-FM	213	WSCP-AM	70

TABLE 5

STATION CALLS TO MARKET RANK

BIA PUBLICATIONS, INC.

WSCO-FM	88	WALI-AM	118	WSSS-FM	37	WTCK-AM	41	WTLC-AM	36	WTRX-AM	116	WURN-FM	218	WVMV-FM	6	WWCK-AM	116	WWLI-FM	31
WSCR-AM	3	WALQ-FM	102	WSSX-FM	91	WTCL-AM	195	WTLC-FM	36	WTRY-AM	57	WUSL-FM	5	WVMX-FM	25	WWCK-FM	116	WWLO-AM	108
WSCW-AM	156	WALT-FM	111	WSSZ-FM	20	WTCL-FM	195	WTLC-FM	53	WTRY-FM	57	WUSN-FM	3	WVNE-AM	107	WWCL-AM	76	WWLS-AM	52
WSDM-AM	183	WALY-FM	264	WSTC-AM	134	WTCR-AM	139	WTLN-AM	38	WTSB-AM	123	WUSQ-FM	219	WVNF-FM	12	WWCM-AM	147	WWLZ-AM	194
WSDM-FM	183	WAM-AM	44	WSTH-FM	164	WTCR-FM	139	WTLN-FM	38	WTSJ-AM	25	WUST-AM	8	WVNI-AM	1	WWCN-AM	76	WWMD-FM	159
WSDQ-AM	100	WAM-FM	44	WSTL-AM	57	WTCS-AM	179	WTLO-AM	76	WTSK-AM	213	WUSW-FM	138	WVNN-AM	115	WWCO-AM	175	WWMG-FM	37
WSDS-AM	147	WAMB-AM	39	WSTO-FM	256	WTCT-AM	73	WTLT-AM	37	WTSN-AM	117	WUSY-FM	100	WVNZ-AM	56	WWCS-AM	20	WWMD-FM	260
WSEL-AM	174	WAME-AM	117	WSTP-AM	37	WTDK-FM	154	WTLZ-FM	124	WTSO-AM	121	WUSZ-FM	215	WVOA-FM	70	WWCT-FM	135	WWMS-FM	174
WSEL-FM	174	WAMJ-FM	56	WSTR-FM	12	WTDY-AM	121	WTMA-AM	91	WTSS-AM	62	WUTQ-AM	142	WVOC-AM	88	WWDB-FM	5	WWMX-FM	19
WSEN-FM	70	WAMK-FM	157	WSTS-FM	123	WTE-AM	5	WTMC-AM	108	WTSX-FM	141	WUUS-FM	111	WVOG-AM	39	WWDC-AM	8	WWNC-AM	176
WSER-AM	74	WAML-AM	41	WSTU-AM	119	WTEM-AM	8	WTMG-FM	108	WTTB-AM	119	WUVA-FM	222	WVOI-AM	75	WWDC-FM	8	WWNH-AM	117
WSEV-AM	68	WAML-FM	41	WSTW-FM	74	WTFM-FM	94	WTMI-FM	11	WTTB-FM	136	WUZZ-AM	246	WVOJ-AM	53	WWDE-FM	33	WWNN-AM	11
WSEF-FM	80	WAMS-FM	174	WSTZ-FM	118	WTFX-FM	50	WTMJ-AM	29	WTTM-AM	137	WVAB-AM	33	WVOL-AM	44	WWDF-AM	118	WWNR-AM	262
WSFM-FM	180	WAMX-AM	41	WSUA-AM	11	WTGE-FM	81	WTMM-AM	57	WTR-AM	19	WVAE-FM	25	WVOM-FM	260	WWDJ-AM	1	WWNT-AM	178
WSFR-FM	50	WSMZ-FM	32	WSUB-AM	163	WTGH-AM	88	WTMN-AM	117	WTTT-AM	77	WVAF-FM	156	WVON-AM	3	WWDL-FM	62	WWNL-AM	38
WSFT-AM	242	WSNE-FM	31	WSUN-AM	21	WTGM-AM	154	WTMP-AM	21	WTTX-FM	102	WVAL-AM	214	WVOR-FM	46	WWDM-FM	88	WWOD-AM	102
WSFZ-FM	43	WSNG-AM	42	WSUS-FM	232	WTHB-AM	111	WTMR-AM	5	WTTX-FM	102	WVAM-AM	236	WVOX-AM	1	WWDX-FM	113	WWON-AM	116
WSGA-AM	153	WSNI-FM	167	WSUX-FM	154	WTHC-FM	183	WTMS-AM	96	WTUA-FM	91	WVAO-FM	222	WVOZ-AM	PR	WWFE-AM	11	WWPA-AM	242
WSGC-AM	138	WSNL-AM	116	WSUY-FM	91	WTHE-AM	15	WTMT-AM	50	WTUE-FM	54	WVAQ-FM	192	WVPA-AM	8	WWFG-FM	154	WWPG-AM	213
WSGC-FM	100	WSNY-FM	66	WSVA-AM	255	WTHI-AM	183	WTMX-FM	3	WTUG-FM	213	WVAX-AM	179	WVPO-AM	62	WWFH-FM	62	WWPR-AM	79
WSGD-FM	62	WSNY-FM	32	WSVE-AM	53	WTHI-FM	183	WTMY-AM	79	WTUP-AM	174	WVAZ-FM	3	WVRB-FM	105	WWFN-FM	197	WWQM-FM	121
WSGF-FM	153	WSOC-FM	37	WSVG-AM	219	WTHN-FM	141	WTMZ-AM	91	WTUS-FM	179	WVBI-FM	31	WVRK-FM	164	WWFO-FM	167	WWQQ-FM	180
WSGH-AM	41	WSOJ-FM	56	WSVY-FM	33	WTHO-FM	111	WTNC-AM	41	WTUX-FM	264	WVBO-FM	138	WVRT-FM	242	WWGB-AM	8	WWRC-AM	8
WSGL-FM	76	WSOK-AM	153	WSYV-FM	33	WTHQ-FM	50	WTND-FM	160	WTVL-AM	243	WVBR-FM	254	WVRV-FM	17	WWGL-FM	41	WWRL-AM	1
WSGO-AM	70	WSOL-FM	53	WSWI-AM	151	WTHT-FM	162	WTNJ-FM	262	WTVN-AM	32	WVBU-AM	33	WVRY-FM	44	WWGM-FM	259	WWRM-FM	21
WSGW-AM	124	WSOM-AM	92	WSWL-AM	125	WTHU-AM	199	WTNN-AM	68	WTVR-AM	56	WVCB-AM	180	WVSC-AM	166	WWGR-FM	76	WWRO-FM	125
WSGY-FM	166	WSON-AM	151	WSWN-AM	49	WTIC-AM	42	WTNT-FM	167	WTVR-FM	56	WVCG-AM	11	WVSR-AM	156	WWGZ-FM	116	WWRR-FM	53
WSHE-FM	38	WSOS-FM	53	WSWT-FM	135	WTIC-FM	42	WTNV-FM	259	WTVY-FM	178	WVCH-AM	5	WVSR-FM	156	WWHN-AM	3	WWRV-AM	1
WSHF-FM	226	WSOW-AM	59	WSWW-AM	156	WTID-FM	213	WTNW-AM	213	WTWA-AM	111	WVCL-FM	33	WVSY-FM	222	WWHT-FM	70	WWRX-FM	31
WSHH-FM	20	WSPA-FM	59	WSWZ-FM	32	WTIG-AM	120	WTNY-AM	246	WTWB-AM	104	WVCO-FM	185	WVTI-FM	66	WWIB-FM	229	WWRZ-FM	104
WSHI-FM	99	WSPB-AM	79	WSYE-FM	174	WTIK-AM	48	WTOB-AM	41	WTR-AM	75	WVCY-AM	138	WVTJ-AM	125	WWII-AM	73	WWSF-FM	206
WSHO-AM	39	WSPD-AM	75	WSYN-FM	185	WTIS-AM	21	WTOB-AM	41	WTR-AM	75	WVEE-FM	12	WVTY-FM	20	WWIL-AM	180	WWSH-FM	62
WSHP-AM	73	WSPK-FM	160	WSYR-AM	70	WTIX-AM	39	WTOJ-FM	246	WTR-AM	75	WVEL-AM	135	WVUC-FM	179	WWIN-AM	19	WWSJ-AM	113
WSHW-FM	231	WSPR-AM	77	WSYW-AM	36	WTIX-FM	39	WTON-AM	255	WTR-AM	75	WVEZ-FM	50	WVVC-FM	142	WWIN-FM	19	WWSK-FM	185
WSIG-FM	219	WSPT-AM	158	WSYW-FM	36	WTJH-AM	12	WTON-FM	255	WTR-AM	75	WVFJ-FM	164	WVVE-FM	163	WWIZ-FM	92	WWSM-AM	73
WSIR-AM	104	WSPT-FM	158	WTAE-AM	20	WTJS-AM	259	WTOP-AM	8	WTR-AM	75	WVFN-AM	113	WVVV-AM	218	WWJ-AM	6	WWSR-AM	221
WSIV-AM	70	WSPZ-AM	213	WTAG-AM	107	WTJZ-AM	33	WTOS-FM	243	WTR-AM	75	WVGO-FM	56	WVYX-FM	3	WWJB-AM	21	WWS-AM	68
WSIX-FM	44	WSQN-FM	197	WTAK-FM	115	WTKA-AM	147	WTOU-AM	67	WTR-AM	75	WVHF-FM	179	WVYB-FM	93	WWJC-AM	215	WWSW-FM	20
WSJL-FM	136	WSQV-AM	62	WTAL-AM	167	WTKF-AM	80	WTOU-AM	67	WTR-AM	75	WVHI-AM	151	WVZA-FM	205	WWJO-FM	214	WWSW-FM	20
WSJS-AM	41	WSRA-AM	166	WTAM-AM	22	WTKG-AM	66	WTOY-AM	102	WTR-AM	75	WVIC-FM	113	WVZN-AM	110	WWJQ-AM	66	WWSY-FM	92
WSJT-FM	21	WSRC-AM	48	WTAN-AM	21	WTKI-AM	115	WTPA-FM	73	WTR-AM	75	WVIM-FM	43	WWAB-AM	104	WWJZ-AM	5	WWT-AM	16
WSJW-FM	50	WSRD-FM	57	WTAO-FM	205	WTKL-AM	39	WTPA-FM	73	WTR-AM	75	WVIN-FM	194	WWAM-AM	100	WWKA-AM	38	WWT-AM	199
WSJY-FM	121	WSRF-AM	11	WTAQ-AM	3	WTKM-AM	29	WTPA-FM	73	WTR-AM	75	WVIV-FM	118	WWAR-AM	102	WWKB-AM	40	WWT-AM	107
WSJZ-FM	10	WSRI-FM	117	WTAR-AM	33	WTKM-FM	29	WTPA-FM	73	WTR-AM	75	WVJP-FM	PR	WWAV-FM	206	WWKJ-FM	182	WWT-AM	44
WSKN-AM	PR	WSRO-AM	10	WTAR-AM	33	WTKO-AM	254	WTPA-FM	73	WTR-AM	75	WUGO-FM	139	WWAX-FM	215	WWKL-FM	73	WWVA-AM	216
WSKP-FM	11	WSRR-AM	65	WTAW-AM	235	WTKO-AM	254	WTPA-FM	73	WTR-AM	75	WUKS-FM	123	WWBB-FM	31	WWKN-FM	230	WWVR-FM	183
WSKO-FM	1	WSRR-FM	43	WTAX-AM	192	WTKS-FM	38	WTRC-AM	157	WTR-AM	75	WUM-AM	115	WWBC-AM	96	WWKB-AM	38	WWT-AM	107
WSKR-AM	81	WSRS-FM	107	WTAX-AM	192	WTKT-AM	105	WTRG-FM	48	WTR-AM	75	WUMX-FM	222	WWBF-AM	104	WWKB-AM	38	WWT-AM	107
WSKS-FM	142	WSRT-FM	159	WTAX-AM	192	WTKU-FM	136	WTRG-FM	48	WTR-AM	75	WUNA-AM	38	WWBF-AM	104	WWKB-AM	38	WWT-AM	107
WSKW-AM	243	WSRZ-FM	79	WTBQ-AM	141	WTKV-FM	70	WTRI-FM	151	WTR-AM	75	WUNO-AM	PR	WWBN-FM	116	WWKB-AM	38	WWT-AM	107
WSKX-FM	153	WSSL-AM	5	WTBT-FM	21	WTKW-FM	70	WTRN-AM	236	WTR-AM	75	WVLR-AM	102	WWBR-FM	6	WWKB-AM	38	WWT-AM	107
WSKY-AM	176	WSSL-FM	59	WTBX-FM	215	WTKX-FM	125	WTRR-AM	38	WTR-AM	75	WVLR-AM	102	WWBX-FM	260	WWKB-AM	38	WWT-AM	107
WSKZ-FM	100	WSSP-FM	91	WTBZ-FM	215	WTKZ-AM	65	WTRR-AM	38	WTR-AM	75	WVLR-AM	102	WWBX-FM	260	WWKB-AM	38	WWT-AM	107
WSLC-AM	102	WSSR-AM	154	WTBZ-FM	215	WTKZ-AM	65	WTRR-AM	38	WTR-AM	75	WVLR-AM	102	WWBX-FM	260	WWKB-AM	38	WWT-AM	107
				WTBZ-FM	215	WTKZ-AM	65	WTRR-AM	38	WTR-AM	75	WVLR-AM	102	WWBX-FM	260	WWKB-AM	38	WWT-AM	107
				WTBZ-FM	215	WTKZ-AM	65	WTRR-AM	38	WTR-AM	75	WVLR-AM	102	WWBX-FM	260	WWKB-AM	38	WWT-AM	107
				WTBZ-FM	215	WTKZ-AM	65	WTRR-AM	38	WTR-AM	75	WVLR-AM	102	WWBX-FM	260	WWKB-AM	38	WWT-AM	107
				WTBZ-FM	215	WTKZ-AM	65	WTRR-AM	38	WTR-AM	75	WVLR-AM	102	WWBX-FM	260	WWKB-AM	38	WWT-AM	107
				WTBZ-FM	215	WTKZ-AM	65	WTRR-AM	38	WTR-AM	75	WVLR-AM	102	WWBX-FM	260	WWKB-AM	38	WWT-AM	107
				WTBZ-FM	215	WTKZ-AM	65	WTRR-AM	38	WTR-AM	75	WVLR-AM	102	WWBX-FM	260	WWKB-AM	38	WWT-AM	107
				WTBZ-FM	215	WTKZ-AM	65	WTRR-AM	38	WTR-AM	75	WVLR-AM	102	WWBX-FM	260	WWKB-AM	38	WWT-AM	107
				WTBZ-FM	215	WTKZ-AM	65	WTRR-AM	38	WTR-AM	75	WVLR-AM	102	WWBX-FM	260	WWKB-AM	38	WWT-AM	107
				WTBZ-FM	215	WTKZ-AM	65	WTRR-AM	38	WTR-AM	75	WVLR-AM	102	WWBX-FM	260	WWKB-AM	38	WWT-AM	107
				WTBZ-FM	215	WTKZ-AM	65	WTRR-AM	38	WTR-AM	75	WVLR-AM	102	WWBX-FM	260	WWKB-AM	38	WWT-AM	107
				WTBZ-FM	215	WTKZ-AM	65	WTRR-AM	38	WTR-AM	75	WVLR-AM	102	WWBX-FM	260	WWKB-AM	38	WWT-AM	107
				WTBZ-FM	215	WTKZ-AM	65	WTRR-AM	38	WTR-AM	75	WVLR-AM	102	WWBX-FM	260	WWKB-AM	38	WWT-AM	107
				WTBZ-FM	215	WTKZ-AM	65	WTRR-AM	38	WTR-AM	75	WVLR-AM	102	WWBX-FM	260	WWKB-AM	38	WWT-AM	107
				WTBZ-FM	215	WTKZ-AM	65	WTRR-AM	38	WTR-AM	75	WVLR-AM	102	WWBX-FM	260	WWKB-AM	38	WWT-AM	107
				WTBZ-FM	215	WTKZ-AM	65	WTRR-AM	38	WTR-AM	75	WVLR-AM	102	WWBX-FM	260	WWKB-AM	38	WWT-AM	107
				WTBZ-FM	215	WTKZ-AM	65	WTRR-AM	38	WTR-AM	75	WVLR-AM	102	WWBX-FM	260	WWKB-AM	38	WWT-AM	107
				WTBZ-FM	215	WTKZ-AM	65	WTRR-AM	38	WTR-AM	75	WVLR-AM	102	WWBX-FM	260	WWKB-AM	38	WWT-AM	107
				WTBZ-FM	215	WTKZ-AM	65	WTRR-AM	38	WTR-AM	75	WVLR-AM	102	WWBX-FM	260	WWKB-AM	38	WWT-AM	107
				WTBZ-FM	215	WTKZ-AM	65	WTR											

TABLE 5

STATION CALLS TO MARKET RANK

Investing in Radio 1997

BIA PUBLICATIONS, INC.

WWWZ-FM 91	WXET-FM 212	WXLP-FM 132	WXTC-AM 91	WYCB-AM 8	WYNG-FM 151	WYUU-FM 21	WZER-AM 29	WZNY-FM 111	WZWW-FM 234
WWXM-FM 185	WXEZ-FM 33	WXLT-FM 205	WXTK-FM 182	WYCD-FM 6	WYNK-AM 81	WYXE-AM 44	WZEW-FM 84	WZNZ-AM 53	WZXL-FM 136
WWXQ-FM 115	WXFL-FM 115	WXLW-AM 36	WXTR-AM 199	WYCK-AM 62	WYNK-FM 81	WYXL-FM 254	WZFM-FM 207	WZOC-FM 157	WZXR-FM 242
WWXY-FM 1	WXFX-FM 140	WXLY-FM 91	WXTU-FM 5	WYCL-FM 125	WYNN-AM 197	WYXR-FM 5	WZFX-FM 123	WZOD-AM 56	WZXV-FM 46
WWYC-FM 105	WXGI-AM 56	WXMC-AM 101	WXUR-FM 142	WYCO-FM 158	WYNN-FM 197	WYXY-FM 192	WZGC-FM 12	WZOK-FM 149	WZYP-FM 115
WWYN-FM 259	WXGM-AM 33	WXNR-FM 80	WXUS-FM 178	WYCR-FM 103	WYNS-AM 65	WYYB-FM 44	WZHR-AM 21	WZON-AM 260	WZZD-AM 5
WWYZ-FM 42	WXGM-FM 33	WXOK-AM 81	WXVI-AM 140	WYDE-AM 55	WYNU-FM 259	WYYD-FM 102	WZHT-FM 140	WZOO-AM 41	WZZI-FM 102
WWZD-FM 174	WXHT-FM 117	WXOR-FM 133	WXVO-FM 68	WYFC-FM 68	WYNZ-FM 162	WYYW-FM 264	WZID-FM 193	WZOO-FM 220	WZZJ-AM 133
WWZQ-AM 174	WXIK-FM 113	WXPS-FM 221	WXVO-AM 93	WYFI-FM 33	WYOC-FM 108	WYYX-FM 226	WZIQ-FM 245	WZOU-AM 162	WZZK-AM 55
WWZQ-FM 174	WXIL-FM 218	WXPT-FM 29	WXVX-AM 20	WYFM-FM 92	WYOK-FM 84	WYYY-FM 70	WZJM-FM 22	WZOW-FM 157	WZZK-FM 55
WWZY-FM 47	WXIR-FM 36	WXPZ-FM 154	WXXL-FM 38	WYFN-AM 44	WYOO-FM 226	WYZB-FM 206	WZJY-AM 91	WZPC-FM 44	WZZM-FM 57
WWZZ-FM 8	WXIS-FM 94	WXQL-FM 53	WXXM-FM 5	WYFQ-AM 37	WYOR-AM 44	WYZE-AM 12	WZJZ-FM 32	WZPL-FM 36	WZZN-FM 1
WXAN-FM 205	WXJN-FM 154	WXQR-FM 80	WXXP-FM 36	WYGC-FM 108	WYOS-FM 161	WYZM-FM 121	WZKD-AM 38	WZPO-AM 55	WZZO-FM 65
WXBB-FM 117	WXJY-FM 185	WXQW-FM 115	WXXQ-FM 149	WYGL-FM 73	WYOY-FM 118	WZAD-FM 141	WZKL-FM 120	WZPR-FM 152	WZZQ-AM 183
WXBD-AM 133	WXKB-FM 76	WXRA-FM 41	WXXU-AM 96	WYGR-AM 66	WYPA-AM 3	WZAK-FM 22	WZKS-FM 264	WZPT-FM 20	WZZQ-FM 183
WXBM-FM 125	WXKC-FM 152	WXRC-FM 37	WXXW-FM 107	WYGY-FM 25	WYRD-AM 59	WZAN-AM 162	WZKX-FM 133	WZRC-AM 1	WZZR-FM 119
WXBP-FM 117	WXKE-FM 99	WXRD-FM 3	WXXX-FM 221	WYII-FM 159	WYRE-AM 19	WZAP-AM 94	WZLE-FM 22	WZRH-FM 39	WZZU-AM 15
WXBQ-AM 94	WXKO-AM 148	WXRE-AM 33	WXYB-AM 21	WYJB-FM 57	WYRK-FM 40	WZAR-FM PR	WZLQ-FM 174	WZRO-FM 176	WZZU-FM 48
WXBQ-FM 94	WXKR-FM 75	WXRF-AM PR	WXYK-FM 133	WYJS-FM 118	WYRN-AM 48	WZAT-FM 153	WZLR-FM 54	WZRR-FM 55	WZZW-AM 139
WXBX-FM 207	WXKS-AM 10	WXRG-FM 133	WXYT-AM 6	WYKS-FM 108	WYRU-AM 123	WZAZ-AM 53	WZLX-FM 10	WZRX-AM 118	WZZZ-AM 70
WXCD-FM 3	WXKS-FM 10	WXRK-FM 1	WXYV-FM 19	WYKZ-FM 153	WYRX-FM 220	WZAZ-AM 32	WZMQ-FM 11	WZRF-AM 242	XBAC-AM 14
WXCL-FM 135	WXKX-FM 218	WXRL-AM 40	WXYX-FM PR	WYLA-FM 39	WYSF-FM 55	WZBD-FM 99	WZMT-FM 62	WZSK-FM 154	XEMO-AM 14
WXCM-FM 256	WXLA-AM 113	WXRM-FM 76	WXZZ-FM 105	WYLD-AM 39	WYSH-AM 68	WZBG-FM 175	WZMX-FM 42	WZSR-FM 3	XHKY-FM 14
WXCO-AM 158	WXLC-FM 3	WXRR-FM 204	WYAK-FM 185	WYLD-FM 39	WYSK-AM 8	WZBH-FM 154	WZNE-FM 46	WZST-FM 100	XHRM-FM 14
WXCR-FM 57	WXLE-FM 57	WXRT-FM 3	WYAM-AM 115	WYLI-AM 218	WYSL-AM 46	WZBQ-FM 213	WZNF-FM 212	WZTA-FM 11	XHTZ-FM 14
WXCT-FM 81	WXLK-FM 102	WXRV-FM 10	WYAV-FM 185	WYLK-FM 39	WYSN-AM 166	WZBR-FM 80	WZNG-AM 44	WZTM-AM 21	XLTN-FM 14
WXCY-FM 19	WXLL-AM 12	WXRX-FM 149	WYAY-FM 12	WYLL-FM 3	WYSP-FM 5	WZCH-FM 3	WZNN-AM 117	WZTR-FM 29	XPRS-AM 14
WXDJ-FM 11	WXLM-FM 50	WXSR-FM 167	WYBA-FM 3	WYMB-AM 197	WYSR-FM 99	WZDB-AM 3	WZNO-AM 125	WZTZ-FM 178	XTIM-FM 14
WXDX-FM 20	WXLN-AM 50	WXST-FM 68	WYBB-FM 91	WYMG-FM 192	WYTE-FM 158	WZDQ-FM 259	WZNT-FM PR	WZUU-FM 171	XTRA-AM 14
WXEG-FM 54	WXLN-FM 50	WXTA-FM 152	WYBC-FM 97	WYND-AM 93	WYUR-AM 6	WZEE-FM 121	WZNW-FM 216	WZVN-FM 3	XTRA-FM 14
WXEM-AM 12	WXLO-FM 107	WXTB-FM 21	WYCA-FM 3	WYNF-FM 79	WYUS-AM 154				

TABLE 6

CITY OF LICENSE TO MARKET RANK

BIA PUBLICATIONS, INC.

Investing in Radio 1997

Abbeville, AL	178	Apache Junction, AZ	18	Avalon, CA	2	Bedford, NH	193	Bismarck, ND	258	Bridgeport, NY	70
Abbeville, LA	98	Apopka, FL	38	Avalon, NJ	136	Bedford, VA	102	Bixby, OK	61	Bridgeport, WV	179
Aberdeen, MS	174	Appleton, WI	138	Avis, PA	242	Beech Grove, IN	36	Black Mountain, NC	176	Bridgewater, VA	255
Abilene, TX	223	Appomattox, VA	102	Avon, NY	46	Belen, NM	71	Blacksburg, VA	207	Brigham City, UT	35
Abingdon, VA	94	Arcadia, CA	2	Babylon, NY	15	Belhaven, NC	80	Blackville, SC	111	Brighton, CO	23
Adrian, MI	75	Archbold, OH	75	Bainbridge, GA	245	Bella Vista, AR	155	Blair, NE	72	Brighton, NY	46
Aiea, HI	58	Arcola, IL	212	Baker, LA	81	Bellaire, OH	216	Blairstown, NJ	62	Brillion, WI	181
Aiken, SC	111	Arlington, NY	160	Bakersfield, CA	86	Belle Chasse, LA	39	Block Island, RI	31	Bristol, CT	42
Akron, OH	67	Arlington, TX	7	Balch Springs, TX	7	Belle Glade, FL	49	Bloomer, WI	229	Bristol, TN	94
Alabaster, AL	55	Arlington, VA	8	Baldwin, FL	53	Belle Plaine, KS	90	Bloomfield, CT	42	Bristol, VA	94
Alachua, FL	108	Arlington Hghts, IL	3	Baldwinsville, NY	70	Bellefonte, PA	234	Bloomington, IL	228	Bristow, OK	61
Alameda, CA	4	Armijo, NM	71	Baldwyn, MS	174	Belleville, IL	17	Bloomsburg, PA	62	Broadway, VA	255
Alamo, TX	63	Arroyo Grande, CA	168	Ball, LA	200	Bellevue, NE	72	Blountville, TN	94	Broadway-Tmbrvl, VA	255
Alamo Heights, TX	34	Artesia, MS	174	Ballston Spa, NY	57	Bellevue, WA	13	Blue Springs, MO	27	Brockton, MA	10
Albany, GA	245	Arthur, ND	208	Baltimore, MD	19	Bellwood, PA	236	Bluefield, WV	262	Broken Arrow, OK	61
Albany, MN	214	Arvada, CO	23	Bangor, ME	260	Belmont, NC	37	Bluffton, IN	99	Brookfield, CT	191
Albany, NY	57	Asbury, IA	217	Banks, OR	24	Belmont, NH	193	Bluffton, SC	153	Brookfield, WI	29
Albuquerque, NM	71	Asbury, MO	224	Banning, CA	26	Belpre, OH	218	Blytheville, AR	43	Brookline, MA	10
Aledo, IL	132	Asbury Park, NJ	47	Baraboo, WI	121	Belton, TX	143	Boca Raton, FL	11	Brooklyn Park, MN	16
Alexandria, LA	200	Ash Grove, MO	145	Barling, AR	170	Belvidere, IL	149	Boise, ID	129	Brookshire, TX	9
Alexandria, VA	8	Ashdown, AR	241	Barnesboro, PA	166	Belvidere, NJ	65	Bonifay, FL	226	Brookston, IN	231
Alice, TX	126	Asheboro, NC	41	Barnesville, OH	216	Bennington, NE	72	Bonita Springs, FL	76	Brooksville, FL	21
Allegan, MI	171	Asheville, NC	176	Barnstable, MA	182	Benson, NC	48	Booneville, AR	170	Brownsburg, IN	36
Allentown, PA	65	Ashland, KY	139	Barrackville, WV	179	Benton, IL	205	Booneville, MS	174	Brownsville, OR	146
Alliance, OH	120	Ashland, MO	239	Bartlett, TN	43	Benton, LA	127	Boonville, MO	239	Brownsville, PA	20
Allouez, WI	181	Ashland, OR	202	Bartonville, IL	135	Benton, PA	62	Boonville, NY	142	Brownsville, TX	63
Alpharetta, GA	12	Atascadero, CA	168	Bartow, FL	104	Bentonville, AR	155	Borger, TX	189	Brunswick, MD	199
Altavista, VA	102	Athens, AL	115	Basile, LA	98	Berea, KY	105	Bosque Farms, NM	71	Brunswick, ME	162
Alton, IL	17	Athens, GA	12	Bastrop, LA	227	Berkeley, CA	4	Bossier City, LA	127	Brusly, LA	81
Altoona, PA	236	Atlanta, GA	12	Bastrop, TX	51	Berlin, MD	154	Boston, MA	10	Bryan, TX	235
Altoona, WI	229	Atlanta, MI	195	Batavia, NY	46	Berne, IN	99	Boulder, CO	23	Buchanan, MI	157
Alvin, TX	9	Atlantic, NC	80	Batesburg, SC	88	Berry Hill, TN	44	Boulder City, NV	45	Buckeye, AZ	18
Amanito, TX	189	Atlantic Beach, FL	53	Bath, ME	162	Berryville, VA	219	Bountiful, UT	35	Bucksport, SC	185
Ambridge, PA	20	Atlantic City, NJ	136	Bath, NY	194	Berwick, PA	62	Bowling Green, OH	75	Buffalo, NY	40
Ames, IA	89	Attica, IN	231	Baton Rouge, LA	81	Bessemer, AL	55	Boyce, LA	200	Bulford, GA	12
Amherst, MA	77	Attica, NY	46	Battle Creek, MI	230	Bethalto, IL	17	Boyertown, PA	130	Bunkie, LA	200
Amherst, NY	40	Attleboro, MA	83	Battle Ground, IN	231	Bethany, OK	52	Boyer City, MI	195	Burgaw, NC	180
Amherst, VA	102	Atwater, CA	188	Baxter Springs, KS	224	Bethany Bch, DE	154	Boynton Beach, FL	11	Burien-Seattle, WA	13
Amory, MS	174	Auberry, CA	64	Bay City, MI	124	Bethany Beach, DE	154	Braddock, PA	20	Burkburnett, TX	237
Amsterdam, NY	57	Auburn, CA	28	Bay City, TX	9	Bethesda, MD	8	Braddock Hghts, MD	199	Burlington, NC	41
Anadarko, OK	248	Auburn, IN	99	Bay Minette, AL	84	Bethlehem, PA	65	Bradenton, FL	21	Burlington, VT	221
Anaheim, CA	2	Auburn, ME	162	Bay Shore, NY	15	Bethlehem, WV	216	Brandon, FL	21	Burlington-Graham, NC	41
Anchorage, AK	165	Auburn, WA	13	Bay St. Louis, MS	133	Bettendorf, IA	132	Brandon, MS	118	Burney, CA	210
Anderson, CA	210	Auburndale, FL	104	Bayamon, PR	PR	Beverly Hills, CA	2	Brazil, IN	183	Burns, WY	263
Anderson, SC	59	Augusta, GA	111	Baytown, TX	9	Biddelford, ME	162	Breaux Bridge, LA	98	Builer, PA	20
Andover, KS	90	Augusta, KS	90	Beacon, NY	160	Big Bear City, CA	26	Bremen, IN	157	Cabot, AR	82
Andrews, SC	185	Augusta, ME	243	Beatrice, NE	169	Big Bear Lake, CA	26	Bremerton, WA	13	Caguas, PR	PR
Ankeny, IA	89	Aurora, CO	23	Beaufort, NC	80	Big Flats, NY	194	Brenham, TX	235	Caldwell, ID	129
Ann Arbor, MI	147	Aurora, IL	3	Beaumont, TX	128	Billings, MT	240	Brentwood, TN	44	Caledonia, MN	251
Annapolis, MD	19	Aurora, IN	25	Beaver Falls, PA	20	Biloxi, MS	133	Brewer, ME	260	California, MO	239
Annapolis-Cleona, PA	73	Aurora, MO	145	Beaver Creek, OH	54	Binghamton, NY	161	Brewster, NY	1	Calistoga, CA	114
Anoka, MN	16	Austell, GA	12	Beaverton, MI	124	Birmingham, AL	55	Briarcliff Manor, NY	1	Callaway, FL	226
Anson, TX	223	Austin, TX	51	Beaverton, OR	24	Birmingham, MI	6	Bridgehampton, NY	15	Camarillo, CA	109
Ansonia, CT	112	Ava, IL	205	Beckley, WV	262	Bishop, TX	126	Bridgeport, CT	112	Camas, WA	24

TABLE 6

CITY OF LICENSE TO MARKET RANK

BIA PUBLICATIONS, INC.

Investing in Radio 1997

Cambria, CA	168	Central Valley, CA	210	Cleveland, OH	22	Coral Gables, FL	11	Davis, CA	28	Dunedin, FL	21
Cambridge, MA	10	Centralia, MO	239	Cleveland, TN	100	Cordova, AL	55	Dayton, OH	54	Dunlap, TN	100
Cambridge, MN	16	Century, FL	125	Cleveland, TX	9	Coninth, NY	57	Dayton, WA	201	Dunnellon, FL	108
Cameron, TX	235	Ceres, CA	122	Cleveland Hts, OH	22	Coming, CA	186	Daytona Beach, FL	38	Dunnigan, CA	28
Camp Lejeune, NC	80	Chambersburg, PA	159	Clifton, TX	190	Coming, NY	194	De Witt, MI	113	Durham, NC	48
Campbell, OH	92	Champaign, IL	212	Clifton Park, NY	57	Comwall, NY	160	DeFuniak Sprngs, FL	206	Dyersville, IA	217
Canandaigua, NY	46	Chandler, AZ	18	Clinton, LA	81	Corona, CA	26	DeLand, FL	38	E Grand Forks, MN	253
Cannelton, IN	256	Chandler, IN	151	Clinton, MS	118	Corozal, PR	PR	DePere, WI	181	E St. Louis, IL	17
Cannonsburg, KY	139	Chapel Hill, NC	48	Clinton, TN	68	Corpus Christi, TX	126	DeRuyter, NY	70	E. Liverpool, OH	20
Canonsburg, PA	20	Charleoi, PA	20	Clovis, CA	64	Corrales, NM	71	DeSoto, TX	7	E. Porterville, CA	106
Canton, GA	12	Charleston, SC	91	Clyde, NY	46	Corry, PA	152	Dearborn, MI	6	E. Providence, RI	31
Canton, MS	118	Charleston, WV	156	Coachella, CA	150	Cortaro, AZ	60	Dearborn Hghts, MI	6	E. Syracuse, NY	70
Canton, NJ	74	Charlevoix, MI	195	Coal Grove, OH	139	Cortland, NY	254	Decatur, AL	115	Eagle River, AK	165
Canton, OH	120	Charlotte, MI	113	Coatesville, PA	5	Cortland, OH	92	Decatur, IN	99	Easley, SC	59
Canton, SD	209	Charlotte, NC	37	Cockrell Hill, TX	7	Corydon, IN	50	Decatur, TX	7	East Hampton, NY	15
Cantonment, FL	125	Charlottesville, VA	222	Cocoa, FL	96	Costa Mesa, CA	2	Dedham, MA	10	East Lansing, MI	113
Canyon, TX	189	Chatham, MA	182	Cocoa Beach, FL	38	Council Bluffs, IA	72	Deer Park, WA	87	East Longmeadow, MA	77
Cape Charles, VA	33	Chattanooga, TN	100	Coeur d'Alene, ID	87	Covington, IN	257	Del Mar Hills, TX	211	East Lyme, CT	163
Cape Coral, FL	76	Cheboygan, MI	195	Cold Spring, MN	214	Covington, KY	25	Del Valle, TX	51	East Point, GA	12
Cape Girardeau, MO	205	Cheektowaga, NY	40	Coldwater, MI	171	Covington, LA	39	Delano, CA	86	East Ridge, TN	100
Cape May, NJ	136	Chenango Bridge, NY	161	Coldwater, MS	43	Covington, TN	43	Delaware, OH	32	Easton, PA	65
Cape May Ct Hse, NJ	136	Cheney, WA	87	College Station, TX	235	Crawfordville, FL	167	Delphi, IN	231	Eaton, OH	54
Cape Vincent, NY	246	Cherry Valley, NY	57	Collierville, TN	43	Creedmoor, TX	51	Delphos, OH	220	Eatontown, NJ	47
Capitola, CA	78	Chesapeake, VA	33	Collins, MS	204	Cresson, PA	236	Delray Beach, FL	49	Eatonville, FL	38
Carbondale, IL	205	Chester, SC	37	Collinsville, OK	61	Crest Hill, IL	3	Delta, OH	75	Eatonville, VA	13
Carbondale, PA	62	Chester, VA	56	Colonial Heights, TN	94	Crestview, FL	206	Denham Springs, LA	81	Eau Claire, WI	229
Carlisle, PA	73	Cheyenne, WY	263	Colonial Hghts, VA	56	Crestwood, MO	17	Denton, TX	7	Ebensburg, PA	166
Carlsbad, CA	14	Chicago, IL	3	Colorado Springs, CO	95	Creswell, OR	146	Denver, CO	23	Eden Prairie, MN	16
Carmel, CA	78	Chicago Heights, IL	3	Columbia, AL	178	Crete, IL	3	Depew, NY	40	Edgewater, FL	93
Carmel Valley, CA	78	Chickasaw, AL	84	Columbia, CA	122	Crete, NE	169	Derby, KS	90	Edinboro, PA	152
Carmichael, CA	28	Chico, CA	186	Columbia, IL	17	Cristfield, MD	154	Derry, NH	193	Edinburg, TX	63
Camelian, CA	131	Chicopee, MA	77	Columbia, LA	227	Crookston, MN	253	Des Moines, IA	89	Edmond, OK	52
Carolina, PR	PR	Chillicothe, IL	135	Columbia, MO	239	Crowley, LA	98	Des Plaines, IL	3	Edmonds, WA	13
Carolina Beach, NC	180	Chilton, WI	138	Columbia, PA	110	Crown Point, IN	3	Detroit, MI	6	Egg Harbor City, NJ	136
Carpinteria, CA	184	China Grove, NC	37	Columbia, SC	88	Crozet, VA	222	Dexter, ME	260	El Cajon, CA	14
Carrollton, MI	124	Chippewa Falls, WI	229	Columbia City, IN	99	Crystal Beach, TX	9	Dickson, TN	44	El Dorado, KS	90
Carson City, NV	131	Christiansburg, VA	207	Columbus, GA	164	Crystal Lake, IL	3	Dillon, SC	185	El Paso, TX	69
Cartersville, IL	205	Christopher, IL	205	Columbus, KS	224	Crystal River, FL	108	Dimondale, MI	113	El Reno, OK	52
Carthage, MO	224	Church Hill, TN	94	Columbus, MS	174	Cumming, GA	12	Dinuba, CA	64	El Rio, CA	109
Carthage, NY	246	Churchville, VA	255	Columbus, OH	32	Cuyahoga Falls, OH	67	Dishman, WA	87	Elgin, IL	3
Casey, IL	183	Churubusco, IN	99	Colusa, CA	186	Cypress, TX	9	Donaldsonville, LA	81	Elgin, TX	51
Casper, WY	265	Cicero, IL	3	Commerce City, CO	23	Cypress Gardens, FL	104	Donelson, TN	44	Elizabeth, NJ	1
Castle Rock, CO	23	Cidra, PR	PR	Compton, CA	2	Dakota City, NE	244	Dora, AL	55	Elizabeth, WV	218
Cathedral City, CA	150	Cincinnati, OH	25	Concord, NC	37	Dallas, OR	24	Dorchester Terr, SC	91	Elizabethton, TN	94
Catlettsburg, KY	139	Circleville, OH	32	Concord, NH	193	Dallas, PA	62	Dothan, AL	178	Elizabethtown, NC	123
Catonsville, MD	19	Citronelle, AL	84	Conklin, NY	161	Dallas, TX	7	Dover, DE	74	Elizabethville, PA	73
Cave Junction, OR	202	Clarksburg, WV	179	Connellsville, PA	9	Danbury, CT	191	Dover, NH	117	Elk Mound, WI	229
Cayce, SC	88	Claude, TX	189	Conroe, TX	20	Dansville, NY	46	Dover, NJ	101	Elkhart, IN	157
Cedar Falls, IA	225	Clayton, MO	17	Conway, SC	185	Danville, IL	257	Dublin, VA	207	Elkton, MD	74
Cedar Rapids, IA	198	Clearwater, FL	21	Conyers, GA	12	Danville, IN	36	Dubuque, IA	217	Elkton, VA	255
Celina, OH	220	Clearwater, KS	90	Copenhagen, NY	246	Daphne, AL	84	Duffield, VA	94	Ellenville, NY	141
Center Moriches, NY	15	Clearwater, SC	111	Copperas Cove, TX	143	Darlington, SC	197	Duluth, MN	215	Ellisville, MS	204
Centerville, UT	35	Cleburne, TX	7	Copperopolis, CA	122	Davenport, IA	132	Dunbar, WV	156	Ellsworth, ME	260
Central City, PA	166	Clemson, SC	59	Coral Cove, FL	79	Davie, FL	11	Dundee, IL	3	Ellwood, CA	184

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CITY OF LICENSE TO MARKET RANK

BIA PUBLICATIONS, INC.

Elmira Heights, NY	194	Fallbrook, CA	14	Fremont, CA	4	Germantown, TN	43	Greenville, SC	59	Hattiesburg, MS	204
Elmwood, IL	135	Falls Church, VA	8	Fresno, CA	64	Gettysburg, PA	103	Greenwich, CT	134	Houghton, LA	127
Elmwood Park, IL	3	Falmouth, KY	25	Friona, TX	189	Gibsonburg, OH	75	Greenwood, AR	170	Havana, FL	167
Elyria, OH	22	Falmouth, MA	182	Front Royal, VA	219	Giddings, TX	51	Greenwood, IN	36	Havelock, NC	80
Endicott, NY	161	Fargo, ND	208	Frostburg, MD	166	Gifford, FL	119	Greer, SC	59	Haverhill, MA	10
Enfield, CT	77	Farmington, AR	155	Fruita, CO	249	Gilbert, AZ	18	Gresham, OR	24	Havre de Grace, MD	19
England, AR	82	Farmville, NC	80	Fruitland, ID	129	Gilroy, CA	30	Gretna, LA	39	Hawesville, KY	256
Englewood, CO	23	Farragut, TN	68	Fl Mitchell, AL	164	Gladewater, TX	144	Gridley, CA	186	Hayden, ID	87
Englewood, FL	79	Fayette, MO	239	Fl Myers Villas, FL	76	Gladstone, MO	27	Grifton, NC	80	Haysville, KS	90
Englewood, OH	54	Fayetteville, AR	155	Fl Walton Beach, FL	206	Glen Arbor, MI	195	Groton, CT	163	Hazel Green, AL	115
Enterprise, AL	178	Fayetteville, GA	12	Fl. Atkinson, WI	121	Glendale, AZ	18	Grove City, OH	32	Hazleton, PA	62
Enumclaw, WA	13	Fayetteville, NC	123	Fl. Lauderdale, FL	11	Glendale, CA	2	Grove City, PA	92	Healdsburg, CA	114
Ephrata, PA	110	Federalsburg, MD	154	Fl. Myers, FL	76	Glenwood, IA	72	Grover City, CA	168	Heame, TX	235
Epworth, IA	217	Fenton, MI	116	Fl. Myers Beach, FL	76	Globe, AZ	18	Groves, TX	128	Heath, OH	32
Erath, LA	98	Fenwick Island, DE	154	Fl. Pierce, FL	49	Gloucester, MA	10	Grundy Center, IA	225	Heavener, OK	170
Erie, PA	152	Fernandina Bch, FL	53	Fl. Rucker, AL	178	Gloucester, VA	33	Guadalupe, CA	196	Heidelberg, MS	204
Erlanger, KY	25	Festus-St.Louis, MO	17	Fl. Shawnee, OH	220	Gluckstadt, MS	118	Guayama, PR	PR	Helotes, TX	34
Erwin, TN	94	Findlay, OH	75	Fl. Valley, GA	148	Gold Hill, OR	202	Gulf Breeze, FL	125	Hemet, CA	26
Escondido, CA	14	Fisher, IL	212	Fl. Wayne, IN	99	Golden Valley, MN	16	Gulfport, MS	133	Hempstead, NY	15
Espanola, NM	233	Flint, MI	116	Fl. Worth, TX	7	Goleta, CA	184	Hackensack, NJ	1	Henderson, KY	151
Esparto, CA	28	Florence, KY	25	Fulton, MO	239	Gonzales, CA	78	Hackettstown, NJ	65	Henderson, NV	45
Essex, NY	221	Florence, NJ	5	Fulton, MS	174	Gonzalez, CA	78	Hagerstown, MD	159	Henderson, NY	246
Essexville, MI	124	Florence, OR	146	Fulton, NY	70	Goose Creek, SC	91	Halfway, MD	159	Henderson, TN	259
Eugene, OR	146	Florence, SC	197	Fuquay Varina, NC	48	Gordon, GA	148	Hallie, WI	229	Hendersonville, TN	44
Eunice, LA	98	Floresville, TX	34	Gaffney, SC	59	Gorham, ME	162	Haltom City, TX	7	Hendersonville, NC	59
Eureka, IL	135	Florissant, MO	17	Gainesville, FL	108	Goulds, FL	11	Hamden, CT	97	Henniker, NH	193
Eutaw, AL	213	Floyd, VA	207	Gainesville, TX	7	Graham, NC	41	Hamilton, OH	25	Henryetta, OK	61
Eva, AL	115	Foley, AL	84	Gaithersburg, MD	8	Granbury, TX	7	Hamlin, TX	223	Herkimer, NY	142
Evans, GA	111	Folly Beach, SC	91	Galena, IL	217	Grand Haven, MI	66	Hammond, IN	3	Hermantown, MN	215
Evanston, IL	3	Folsom, CA	28	Gallatin, TN	44	Grand Junction, CO	249	Hammonont, NJ	136	Hernando, FL	108
Evansville, IN	151	Folsom, LA	39	Galliano, LA	39	Grand Prairie, TX	7	Hampton, NH	117	Herrin, IL	205
Evansville, WI	121	Fond du Lac, WI	138	Galva, IL	132	Grand Rapids, MI	66	Hampton, VA	33	Hershey, PA	73
Evansville, WY	265	Forsyth, GA	148	Galveston, TX	9	Grandview, WA	201	Hampton Bays, NY	15	Hialeah, FL	11
Eveleth, MN	215	Fort Lee, VA	56	Garden City, GA	153	Grandview, WA	201	Hanahan, SC	91	Hibbing, MN	215
Everett, MA	10	Fort Pierce, FL	49	Garden City, ID	129	Granite City, IL	17	Hanford, CA	106	High Point, NC	41
Everett, WA	13	Fort Plain, NY	57	Garden City, NY	15	Gray, GA	148	Hanover, PA	103	High Springs, FL	108
Evergreen, CO	23	Fort Smith, AR	170	Garden Grove, CA	2	Gray Court, SC	59	Hardeeville, SC	153	Highland, NY	160
Ewing, NJ	137	Fosston, MN	253	Gardiner, ME	243	Grayson, KY	139	Harker Heights, TX	143	Highland Park, TX	7
Excelsior Sprng, MO	27	Fostoria, OH	75	Garland, TX	7	Great Falls, MT	261	Harkers Island, NC	80	Highland Springs, VA	56
Exeter, NH	117	Fountain, CO	95	Garner, NC	48	Green Bay, WI	181	Harlem, GA	111	Hillsboro, NH	193
Fabens, TX	69	Fountain Inn, SC	59	Gary, IN	3	Green Cove Spgs, FL	53	Harlingen, TX	63	Hillsboro, OR	24
Fair Oaks, CA	28	Fowler, CA	64	Gastonia, NC	37	Green Valley, AZ	60	Harrisburg, NC	37	Hillsboro, TX	190
Fairborn, OH	54	Framingham, MA	10	Gate City, VA	94	Greenacres, CA	86	Harrisburg, PA	73	Hilton Head, SC	153
Fairfax, VA	8	Frankfort, IN	231	Gatesville, TX	143	Greencastle, PA	159	Harrison, OH	25	Hinton, WV	262
Fairfield, AL	55	Frankfort, MI	195	Gallinburg, TN	68	Greenfield, CA	78	Harrisonburg, VA	255	Holiday, FL	21
Fairfield, ME	243	Frankfort, NY	142	Gaylord, MI	195	Greenfield, IN	36	Harrisonville, MO	27	Holland, MI	66
Fairfield, OH	25	Franklin, IN	36	Geneeo, IL	132	Greenfield, WI	29	Hartford, CT	42	Holidaysburg, PA	236
Fairhaven, MA	83	Franklin, NJ	232	Geneva, AL	178	Greensboro, NC	41	Hartford, WI	29	Hollister, CA	78
Fairhope, AL	84	Franklin, TN	44	Geneva, NY	46	Greensburg, PA	20	Hartford-Meriden, CT	42	Holly Hill, FL	93
Fairmont, NC	123	Frazier Park, CA	86	Georgetown, DE	154	Greenup, KY	139	Hartselle, AL	115	Holly Sprngs, MS	43
Fairmont, WV	179	Frederick, MD	199	Georgetown, KY	105	Greenville, GA	164	Hartsville, SC	197	Hollywood, FL	11
Fairway, KS	27	Freedom, CA	78	Georgetown, OH	25	Greenville, MI	66	Harvey, IL	3	Holmen, WI	251
Fajardo, PR	PR	Freeland, PA	62	Georgetown, SC	185	Greenville, NC	80	Harwichport, MA	182	Holmes Beach, FL	79
Fall River, MA	83	Freeport, NY	15	Georgetown, TX	51	Greenville, OH	54	Haskell, TX	223	Homeland Park, SC	59

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Investing in Radio 1997

CITY OF LICENSE TO MARKET RANK

BIA PUBLICATIONS, INC.

Homestead, FL	11	Jackson, MS	118	Kimberly, WI	138	Lantana, FL	49	Livingston, CA	188	Manati, PR	PR
Honea Path, SC	59	Jackson, TN	259	Kindred, ND	208	Laramie, WY	263	Livonia, MI	6	Manchester, CT	42
Honeoye Falls, NY	46	Jackson, WI	29	King City, CA	78	Laredo, TX	211	Lockport, NY	40	Manchester, NH	193
Honolulu, HI	58	Jacksonville, AR	82	Kings Beach, CA	131	Largo, FL	21	Locust Grove, OK	61	Manchester, VT	57
Hooks, TX	241	Jacksonville, FL	53	Kingsley, MI	124	Larose, LA	39	Lodi, CA	85	Mandan, ND	258
Hoopston, IL	257	Jacksonville, NC	80	Kingsport, TN	94	Las Vegas, NM	233	Lompoc, CA	196	Manitou Springs, CO	95
Hoosick Falls, NY	57	Jacksonville, TX	144	Kingston, NY	160	Las Vegas, NV	45	London, OH	32	Manlius, NY	70
Hope Valley, RI	31	Jasper, AL	55	Kingsville, TX	126	Latta, SC	197	Long Beach, CA	2	Manning, SC	197
Hopewell, VA	56	Jasper, TN	100	Kinston, NC	80	Laughlin, NV	45	Long Beach, MS	133	Mannington, WV	179
Hornell, NY	194	Jeannette, PA	20	Kirkland, WA	13	Laurel, DE	154	Long Branch, NJ	47	Manor, TX	51
Horseheads, NY	194	Jeffersonton, KY	50	Kissimmee, FL	38	Laurel, MD	8	Long Island, AK	165	Manteca, CA	85
Houston, MS	174	Jeffersonville, GA	148	Kittery, ME	117	Laurel, MS	204	Longmont, CO	23	Maplewood, MN	16
Houston, TX	9	Jeffersonville, IN	50	Knoxville, TN	68	Laurel, MT	240	Longview, TX	144	Marana, AZ	60
Howe, TX	7	Jeffersonville, NY	160	Kosciusko, MS	118	Launburg, NC	123	Lonoke, AR	82	Marathon, WI	158
Howell, MI	6	Jenkintown, PA	5	La Crescent, MN	251	Lawrence, MA	10	Lookout Moun'tn, TN	100	Marco, FL	76
Howland, ME	260	Jensen Beach, FL	49	La Crosse, WI	251	Lawrenceburg, KY	105	Lorain, OH	22	Marco Island, FL	76
Hubbard, OH	92	Jersey City, NJ	1	La Grange, GA	12	Lawton, OK	248	Lorenzo, TX	172	Margate City, NJ	136
Hudson, WI	16	Jersey Shore, PA	242	La Grange, IL	3	Le Mars, IA	244	Loretto, PA	166	Marina, CA	78
Hughesville, PA	242	Jerseyville, IL	17	La Place, LA	39	Le Roy, IL	228	Loris, SC	185	Marine City, MI	6
Humble, TX	9	Johnson City, TN	94	La Plata, MD	8	Leavenworth, KS	27	Los Alamos, NM	233	Marion, AR	43
Humnoke, AR	82	Johnsonville, SC	197	La Quinta, CA	150	Lebanon, IN	36	Los Altos, CA	30	Marion, IL	205
Huntington, IN	99	Johnston, SC	111	La Selva Beach, CA	78	Lebanon, OH	25	Los Angeles, CA	2	Marion, MS	264
Huntington, NY	15	Johnston City, IL	205	Lacey, WA	13	Lebanon, PA	73	Los Banos, CA	188	Marion, SC	197
Huntington, WV	139	Johnstown, NY	57	Lacombe, LA	39	Lebanon, TN	44	Los Gatos, CA	30	Marion, VA	94
Huntsville, AL	115	Johnstown, OH	32	Lafayette, FL	167	Ledyard, CT	163	Los Lunas, NM	71	Mariposa, CA	122
Huntsville, AR	155	Johnstown, PA	166	Lafayette, GA	100	Leesburg, GA	245	Los Osos, CA	166	Marksville, LA	200
Hurricane, WV	156	Joliet, IL	3	Lafayette, IN	231	Leesburg, VA	8	Los Ranchos, NM	71	Marlboro, MA	10
Hutto, TX	51	Jonesboro, TN	94	Lafayette, LA	98	Lehigh Acres, FL	76	Lost Creek, WV	179	Marlin, TX	190
Hyannis, MA	182	Joplin, MO	224	Lake Arrowhead, CA	26	Lehighton, PA	65	Louisa, VA	222	Marshall, IL	183
Hyde Park, NY	160	Julian, CA	14	Lake Charles, LA	203	Leicester, MA	107	Louisburg, NC	48	Marshall, MI	230
Idalou, TX	172	Jupiter, FL	49	Lake City, MN	247	Leland, MI	195	Louisville, IN	50	Marshall, NC	176
Idyllwild, CA	26	Kailua, HI	58	Lake City, SC	197	Leland, NC	180	Louisville, KY	50	Marshfield, MA	10
Immokalee, FL	76	Kalamazoo, MI	171	Lake Geneva, WI	29	Lemoore, CA	106	Loves Park, IL	149	Marshfield, MO	145
Incline Village, NV	131	Kalkaska, MI	195	Lake George, NY	57	Levittown, PA	5	Lowell, IN	3	Marshfield, WI	158
Independence, IA	225	Kannapolis, NC	37	Lake Isabella, CA	86	Lewis, DE	154	Lowell, MA	10	Martinez, GA	111
Independence, MO	27	Kansas City, KS	27	Lake Jackson, TX	9	Lewisburg, PA	242	Lubbock, TX	172	Martinsburg, PA	236
Indian Head, MD	8	Kansas City, MO	27	Lake Luzerne, NY	57	Lewiston, ME	162	Luling, TX	51	Martinsville, IN	36
Indian Rcks Bch, FL	21	Kaplan, LA	98	Lake Oswego, OR	24	Lewisville, NC	41	Lumberton, NC	123	Mary Esther, FL	206
Indian River Shores, FL	119	Karns, TN	68	Lake Success, NY	1	Lexington, KY	105	Lumpkin, GA	164	Marysville, CA	28
Indianapolis, IN	36	Kaukauna, WI	138	Lake Wales, FL	104	Lexington, MO	27	Luverne, MN	209	Marysville, OH	32
Indianola, IA	89	Keamey, AZ	60	Lake Worth, FL	49	Lexington, NC	41	Lynchburg, VA	102	Marysville, TN	68
Indiantown, FL	49	Keizer, OR	24	Lakeland, FL	49	Lexington, SC	88	Lynn, MA	10	Mashpee, MA	182
Indio, CA	150	Kennewick, WA	201	Lakeville, MN	16	Liberty, MO	27	MacClenny, FL	53	Massillon, OH	120
Ingleside, TX	126	Kenosha, WI	3	Lakewood, CO	23	Liberty, TX	9	Macon, GA	148	Maumelle, AR	82
Ingleswood, CA	2	Kenova, WV	139	Lakewood, NJ	47	Lima, OH	220	Madbury, NH	117	Maurice, LA	98
Inglis, FL	108	Kent, OH	67	Lamesa, TX	173	Lincoln, IL	192	Madera, CA	64	McAllen, TX	63
Inkster, MI	6	Kentwood, LA	81	Lancaster, NY	40	Lincoln, NE	169	Madison, AL	115	McClellanville, SC	91
Iron River, WI	215	Kentwood, MI	66	Lancaster, OH	32	Lincolnton, NC	37	Madison, TN	44	McConnelville, OH	218
Irondale, AL	55	Kerman, CA	64	Lancaster, PA	110	Linton, IN	183	Madisonville, TX	235	McFarland, CA	86
Irondequoit, NY	46	Kernville, CA	86	Lancaster, WI	217	Litchfield, CT	175	Magee, MS	118	McKeesport, PA	20
Ironton, OH	139	Kewanee, IL	132	Lansdale, PA	5	Little Falls, NY	142	Mahomet, IL	212	McKinney, TX	7
Islip, NY	15	Key Largo, FL	11	Lansford, PA	65	Little Rock, AR	82	Mamou, LA	98	McMinnville, OR	24
Ithaca, NY	254	Kilgore, TX	144	Lansing, IL	3	Littleton, CO	23	Manahawkin, NJ	47	Meadville, PA	152
Jackson, MI	113	Killeen, TX	51	Lansing, MI	113	Livermore, CA	4	Manassas, VA	8	Mechanicsburg, PA	73

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CITY OF LICENSE TO MARKET RANK

BIA PUBLICATIONS, INC.

Mechanicsville, VA	56	Milwaukee, WI	29	Moyock, NC	33	New Carlisle, IN	157	North Windham, ME	162	Orland, CA	186
Medford, MA	10	Milwaukie, OR	24	Mt Carmel, IL	151	New City, NY	1	Northampton, MA	77	Orlando, FL	38
Medford, OR	202	Mims, FL	96	Mt Kisco, NY	1	New Ellenton, SC	111	Northport, AL	213	Orleans, MA	182
Media, PA	5	Minden, LA	127	Mt Vernon, MO	145	New Haven, CT	97	Norwalk, CT	134	Ormond Beach, FL	93
Medical Lake, WA	87	Mineola, NY	15	Mt Washgln, NH	162	New Haven, IN	99	Norwich, CT	163	Ormond-by-the-Sea, FL	93
Medina, OH	67	Minetto, NY	70	Mt. Clemens, MI	6	New Hope, NC	48	Oak Harbor, OH	75	Oro Valley, AZ	60
Melbourne, FL	96	Minneapolis, MN	16	Mt. Pleasant, MI	124	New Iberia, LA	98	Oak Hill, WV	262	Oroville, CA	186
Memphis, TN	43	Minor Hill, TN	115	Mt. Pleasant, SC	91	New Kensington, PA	20	Oak Park, IL	3	Osage City, KS	177
Menomonee Falls, WI	29	Mint Hill, NC	37	Mt. Pocono, PA	62	New London, CT	163	Oak Ridge, TN	68	Osceola, AR	43
Menomonie, WI	229	Miramar Beach, FL	206	Mt. Vernon, IN	151	New London, WI	138	Oakdale, CA	122	Osceola, IA	89
Merced, CA	188	Mirando City, TX	211	Mulberry, CA	186	New Market, VA	255	Oakdale, LA	200	Oshkosh, WI	138
Mercedes, TX	63	Mishicot, WI	181	Muncy, PA	242	New Orleans, LA	39	Oakhurst, CA	188	Oswego, NY	70
Mercer, PA	92	Mission, KS	27	Murphysboro, IL	205	New Paltz, NY	160	Oakland, CA	4	Olsego, MI	171
Mercer Island, WA	13	Mission, TX	63	Murray, UT	35	New Plymouth, ID	129	Oakland, NJ	1	Ottawa, KS	27
Mercersburg, PA	159	Mobile, AL	84	Murrells Inlet, SC	185	New Port Richey, FL	21	Oberlin, OH	22	Overland Park, KS	27
Meriden, CT	97	Modesto, CA	122	Muscatine, IA	132	New Richmond, WI	16	Ocala, FL	108	Oviedo, FL	38
Meridian, MS	264	Moline, IL	132	Muskegon Heights, MI	66	New Roads, LA	81	Ocean Acres, NJ	47	Owasso, OK	61
Meridianville, AL	115	Monahans, TX	173	Myrtle Beach, SC	185	New Rochelle, NY	1	Ocean City, MD	154	Owego, NY	161
Merkel, TX	223	Moncks Corner, SC	91	N Little Rock, AR	82	New Smyrna Bch, FL	93	Ocean City, NJ	136	Owensboro, KY	256
Mesa, AZ	18	Moneta, VA	102	N Ridgeville, OH	22	New York, NY	1	Ocean Pines, MD	154	Owosso, MI	116
Mexico, MO	239	Monroe, LA	227	N. Atlanta, GA	12	NewPhiladelphia, OH	120	Ocean Springs, MS	133	Oxford, OH	25
Mexico, NY	70	Monroe, NC	37	N. Augusta, SC	111	Newark, DE	74	Ocean View, DE	154	Oxnard, CA	109
Mexico Beach, FL	226	Monroe, WI	121	N. Cape May, NJ	136	Newark, NJ	1	Oceanside, CA	14	Ozark, AL	178
Meyersdale, PA	166	Monroeville, PA	20	N. Charleston, SC	91	Newark, OH	32	Ocoee, FL	38	Pacific Grove, CA	78
Miami, FL	11	Montauk, NY	15	N. Ft. Myers, FL	76	Newberry, FL	108	Odem, TX	126	Pahrump, NV	45
Miami, WV	156	Monte Rio, CA	114	N. Las Vegas, NV	45	Newberry, SC	86	Oelwein, IA	225	Painesville, OH	22
Miami Beach, FL	11	Montecito, CA	184	N. Myrtle Beach, SC	185	Newburg, KY	50	Ogden, UT	35	Palatka, FL	93
Miami Springs, FL	11	Monterey, CA	78	N. Salt Lake, UT	35	Newburgh, IN	151	Oildale, CA	86	Palm Beach, FL	49
Miamisburg, OH	54	Montgomery, AL	140	N. Syracuse, NY	70	Newburgh, NY	141	Ojai, CA	109	Palm Desert, CA	150
Micanopy, FL	108	Montpelier, VT	221	Naches, WA	187	Newman, GA	12	Oklahoma City, OK	52	Palm Springs, CA	150
Middleton, WI	121	Monument, CO	95	Nampa, ID	129	Newport, KY	25	Okmulgee, OK	61	Palmetto, FL	79
Middletown, CA	114	Moody, AL	55	Nanticoke, PA	62	Newport, NC	80	Olathe, KS	27	Palmyra, NY	46
Middletown, MD	199	Moore, OK	52	Nantucket, MA	182	Newport, RI	31	Old Town, ME	260	Palmyra, PA	73
Middletown, NY	141	Moorhead, MN	208	Naples, FL	76	Newport Beach, CA	2	Olive Branch, MS	43	Palo Alto, CA	4
Middletown, OH	54	Moorhead City, NC	80	Naples Park, FL	76	Newport News, VA	33	Oliver, PA	20	Pamplico, SC	197
Middletown, RI	31	Morehead Valley, CA	26	Narraganst Pier, RI	31	Newton, KS	90	Oliver Springs, TN	68	Panama City, FL	226
Midland, MI	124	Morgan Hill, CA	30	Narrows, VA	207	Newton, MA	10	Olympia, WA	13	Panama City Bch, FL	226
Midland, TX	173	Morgantown, WV	179	Narrows-Pearisburg, VA	207	Newton, NJ	232	Olyphant, PA	62	Paradise, CA	186
Midvale, UT	35	Morningside, MD	8	Nashua, NH	193	Niagara Falls, NY	40	Omaha, NE	72	Paradise, NV	45
Midway, FL	167	Morris, IL	3	Nashville, TN	44	Niceville, FL	206	Omaha, WI	138	Paradise Valley, AZ	18
Midway, GA	153	Morristown, NJ	101	Nashwauk, MN	215	Nicholasville, KY	105	Onawa, IA	244	Paris, IL	183
Midwest City, OK	52	Morro Bay, CA	168	Natick, MA	10	Niles, MI	157	Oneida, NY	70	Paris, KY	105
Milford, CT	112	Morton, IL	135	Naugatuck, CT	175	Niles, OH	92	Oneonta, AL	55	Parker, FL	226
Milford, DE	154	Mosinee, WI	158	Navasota, TX	235	Nixa, MO	145	Ontario, CA	26	Parkersburg, WV	218
Milford, NE	169	Moundsville, WV	216	Nederland, TX	128	Noblesville, IN	36	Opelousas, LA	98	Parma, OH	22
Milford, OH	25	Mount Bullion, CA	188	Neenah-Menasha, WI	138	Nolanville, TX	143	Opportunity, WA	87	Parris Island, SC	153
Mill Hall, PA	242	Mount Dora, FL	38	Neosho, MO	224	Norco, LA	39	Orange, TX	128	Pasadena, CA	2
Millbrook, AL	140	Mount Holly, NJ	5	New Albany, IN	50	Norfolk, VA	33	Orange Cove, CA	64	Pasadena, TX	9
Millersburg, PA	73	Mount Hope, WV	262	New Albany, MS	174	Normal, IL	228	Orange-Huntington Beach, CA	2	Pascagoula, MS	133
Millington, TN	43	Mount Jackson, VA	219	New Bedford, MA	83	Norristown, PA	5	Orchard Valley, WY	263	Pasco, WA	201
Millvale, PA	20	Mount Vernon, OH	32	New Bern, NC	80	North Baltimore, OH	75	Orcutt, CA	196	Paso Robles, CA	168
Millville, NJ	136	Mountaintop, PA	82	New Boston, TX	241	North East, PA	152	Oregon City, OR	24	Patchogue, NY	15
Milton, FL	125			New Braunfels, TX	34	North Miami, FL	11	Orem, UT	35	Paterson, NJ	1
Milton, WV	139			New Brunswick, NJ	1	North Miami Beach, FL	11	Oriental, NC	80	Patterson, CA	122

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BIA PUBLICATIONS, INC.

Patterson, NY	191	Plymouth, MA	10	Puyallup, WA	13	Roanoke, VA	102	Salem, OH	92	Sasser, GA	245
Patton, PA	236	Pocatalico, WV	156	Queensbury, NY	57	Roaring Spring, PA	236	Salem, OR	24	Sauk Centre, MN	214
Pawcatuck, CT	163	Pocomoke City, MD	154	Quincy, MA	10	Robstown, TX	126	Salem, SD	209	Sauk City, WI	121
Pawley's Island, SC	185	Point Pleasant, NJ	47	Racine, WI	29	Rochester, MN	247	Salem, VA	102	Sauk Rapids, MN	214
Pawtucket, RI	31	Pompano Beach, FL	11	Radford, VA	207	Rochester, NH	117	Salem, WV	179	Savannah, GA	153
Paynesville, MN	214	Pompton Lakes, NJ	1	Raeford, NC	123	Rochester, NY	46	Salem Township, MI	147	Sayre, PA	161
Pearl, MS	118	Ponte Vedra Beach, FL	53	Raleigh, NC	48	Rock Hill, SC	37	Salinas, CA	78	Scarborough, ME	162
Peekskill, NY	1	Pontotoc, MS	174	Rancho Cordova, CA	28	Rock Island, IL	132	Saline, MI	147	Schenectady, NY	57
Pekin, IL	135	Port Allen, LA	81	Rantoul, IL	212	Rockford, IL	149	Salisbury, MD	154	Schofield, WI	158
Pell City, AL	55	Port Arthur, TX	128	Rapid City, SD	250	Rockford, MI	66	Salisbury, NC	37	Schoharie, NY	57
Pella, IA	89	Port Charlotte, FL	76	Ravena, NY	57	Rockledge, FL	96	Salladasburg, PA	242	Scottdale, PA	20
Pensacola, FL	125	Port Clinton, OH	75	Ravenel, SC	91	Rockport, TX	126	Sallisaw, OK	170	Scottsburg, IN	50
Peoria, IL	135	Port Hueneme, CA	109	Raymondville, TX	63	Rockton, IL	149	Salt Lake City, UT	35	Scottsdale, AZ	18
Perry, GA	148	Port Huron, MI	6	Rayne, LA	98	Rockville, IN	183	Saluda, SC	111	Scranton, PA	62
Perry, IA	89	Port Isabel, TX	63	Reading, PA	130	Rockville, MD	8	San Angelo, TX	252	Scranton, SC	197
Petal, MS	204	Port Jarvis, NY	141	Red Bank, TN	100	Rogers, AR	155	San Antonio, TX	34	Seabrook, TX	9
Petaluma, CA	114	Port Matilda, PA	234	Red Bluff, CA	186	Rogersville, TN	94	San Bernardino, CA	26	Seaford, DE	154
Petersburg, IL	192	Port Neches, TX	128	Red Lion, PA	103	Rogue River, OR	202	San Carlos Park, FL	76	Seaside, CA	78
Petersburg, NJ	136	Port Royal, SC	91	Red Springs, NC	123	Rohnert Park, CA	114	San Clemente, CA	2	Seattle, WA	13
Petersburg, VA	56	Port St. Joe, FL	226	Redding, CA	210	Roland, OK	170	San Diego, CA	14	Sebastopol, CA	114
Petoskey, MI	195	Port St. Lucie, FL	119	Redlands, CA	51	Rollingwood, TX	51	San Fernando, CA	2	Security, CO	95
Pharr, TX	63	Port Washington, WI	29	Redondo Beach, CA	2	Rome, NY	142	San Francisco, CA	4	Seelyville, IN	183
Phenix City, AL	164	Portage, IN	3	Reform, AL	213	Rosario, MX	14	San Gabriel, CA	2	Selfner, FL	21
Philadelphia, PA	5	Portage, MI	171	Refugio, TX	126	Rosenberg, TX	9	San Jacinto, CA	26	Seguin, TX	34
Phillipsburg, PA	234	Portage, PA	166	Rehoboth Bch, DE	154	Roseville, CA	28	San Jose, CA	30	Selah, WA	187
Philpot, KY	256	Porterville, CA	106	Reidsville, NC	41	Rossville, GA	100	San Juan, PR	PR	Selbyville, DE	154
Phoenix, AZ	18	Portland, ME	162	Remsen, NY	142	Rotterdam, NY	57	San Juan, TX	63	Seligman, MO	155
Phoenix, NY	70	Portland, OR	24	Reno, NV	131	Roy, UT	35	San Luis Obispo, CA	168	Selma, NC	48
Phoenix, OR	202	Portland, TX	126	Rensselaer, NY	57	Royal Oak, MI	6	San Marcos, CA	14	Seminole, OK	52
Pickens, MS	118	Portsmouth, NH	117	Renton, WA	13	Royal Palm Bch, FL	49	San Marcos, TX	51	Seneca, SC	59
Pickens, SC	59	Portsmouth, VA	33	Republic, MO	145	Ruckersville, VA	222	San Martin, CA	30	Sevierville, TN	68
Pilot Point, TX	7	Poteau, OK	170	Reserve, LA	39	Rudolph, WI	158	San Mateo, CA	4	Seward, NE	169
Pinconning, MI	124	Potts Camp, MS	174	Richfield, MN	16	Russellville, KY	44	San Rafael, CA	4	Seymour, TN	68
Pine Castle, FL	38	Pottstown, PA	5	Richland, MS	118	Ruston, LA	227	Sand Springs, OK	61	Shadyside, OH	216
Pine Hills, FL	38	Poughkeepsie, NY	160	Richland, WA	201	S Bristol Twshp, NY	46	Sandy, UT	35	Shafter, CA	86
Pine Island Ctr, FL	76	Powell, TN	68	Richmond, KY	105	S Charleston, WV	156	Sandy Creek, NY	70	Shallotte, NC	180
Pinellas Park, FL	21	Poynette, WI	121	Richmond, MO	107	S Gastonia, NC	37	Sanford, FL	38	Sharon, PA	92
Pineville, LA	200	Prairie Grove, AR	155	Richmond, VA	56	S Williamsport, PA	242	Sanford, ME	117	Sharpsville, PA	92
Piqua, OH	54	Prattville, AL	140	Richmond Hill, GA	153	S. Beloit, IL	149	Sans Souci, SC	59	Shawnee, OK	52
Pismo Beach, CA	168	Priceville, AL	115	Richwood, LA	227	S. Burlington, VT	221	Santa Ana, CA	2	Shelbyville, IN	36
Pittsburg, CA	4	Pritchard, AL	84	Richwood, OH	32	S. Lake Tahoe, CA	28	Santa Barbara, CA	184	Shelbyville, KY	50
Pittsburg, KS	224	Prince Frederick, MD	8	Ridgeland, CT	191	S. Miami, FL	11	Santa Clara, CA	30	Shelbyville, TN	44
Pittsburgh, PA	20	Princess Anne, MD	154	Ridgeland, MS	118	S. Pittsburg, TN	100	Santa Cruz, CA	78	Shepardsville, KY	50
Pittston, PA	62	Princeton, MN	16	Rifle, CO	249	S. Salt Lake, UT	35	Santa Fe, NM	71	Shepherdsville, KY	50
Placerville, CA	28	Princeton, NJ	137	Ringgold, GA	100	Saco, ME	162	Santa Marganta, CA	168	Sheridan, AR	82
Plainfield, IN	36	Proctor, MN	215	Rio Piedras, PR	PR	Sacramento, CA	28	Santa Maria, CA	196	Sherwood, AR	82
Plainfield, NJ	1	Prosser, WA	201	Rio Rancho, NM	71	Saegertown, PA	152	Santa Monica, CA	2	Shingle Springs, CA	28
Plano, TX	7	Providence, RI	31	Ripley, OH	25	Safety Harbor, FL	21	Santa Paula, CA	109	Shingletown, CA	210
Plant City, FL	21	Prsipy-Troy HI, NJ	101	Riverbank, CA	122	Sag Harbor, NY	15	Santa Rosa, CA	114	Shippensburg, PA	73
Platteville, WI	217	Pryor, OK	61	Riverhead, NY	15	Saginaw, MI	124	Santa Rosa Bch, FL	206	Shiremanstown, PA	73
Plattsburgh, NY	221	Pt Henry, NY	221	Riverside, CA	26	Sahuana, AZ	60	Sapulpa, OK	61	Shreveport, LA	127
Plattsmouth, NE	72	Pueblo, CO	238	Riverside, PA	73	Salem, IN	50	Sarasola, FL	21	Signal Mountain, TN	100
Pleasant Hope, MO	145	Pulaski, NY	70	Riviera Beach, FL	49	Salem, MA	10	Saratoga Spmgs, NY	57	Silver Lake, KS	177
Pleasantville, NJ	136	Pulaski, VA	207	Roanoke, IN	99	Salem, NJ	74	Sartell, MN	214	Silver Spring, MD	8

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BIA PUBLICATIONS, INC.

Silver Springs, FL	108	Springfield, IL	192	Sun City, AZ	18	Tooele, UT	35	Vero Beach, FL	119	Waterville, ME	243
Silverdale, WA	13	Springfield, MA	77	Sun City, CA	26	Topeka, KS	177	Verona, WI	121	Waukegan, IL	3
Sinton, TX	126	Springfield, MO	145	Sun Prairie, WI	121	Toppenish, WA	187	Versailles, KY	105	Waukesha, WI	29
Sioux City, IA	244	Springfield, OH	54	Sun Valley, NV	131	Torrington, CT	42	Vestal, NY	161	Waunakee, WI	121
Skokie, IL	3	Springfield, OR	146	Sunnyside, WA	187	Towson, MD	19	Vienna, WV	218	Wausau, WI	158
Skowhegan, ME	243	Springfield, TN	44	Sunset Valley, TX	51	Tracy, CA	85	Villas, NJ	136	Wauwatosa, WI	29
Slaton, TX	172	St Augustine Bch, FL	53	Superior, WI	215	Travelers Rest, SC	59	Vinita, OK	61	Waverly, IA	225
Slidell, LA	39	St Joseph, MN	214	Surfside Beach, SC	185	Traverse City, MI	195	Vinton, VA	102	Waverly, NY	161
Smithfield, NC	48	St Louis Park, MN	16	Surgoinsville, TN	94	Trempealeau, WI	251	Virden, IL	192	Waxhaw, NC	37
Smithfield, VA	33	St Albans, VT	221	Susquehanna, PA	161	Trenton, GA	100	Virginia, MN	215	Waynesboro, GA	111
Smithtown, NY	15	St Albans, WV	156	Sussex, WI	29	Trenton, NJ	137	Virginia Beach, VA	33	Waynesboro, PA	159
Smithville, GA	245	St Andrews, SC	89	Swanton, OH	75	Trinity, AL	115	Visalia, CA	64	Webb City, MO	224
Smyrna, DE	74	St Augustine, FL	53	Sylvania, OH	75	Troy, NY	57	Vista, CA	14	Webster, MA	107
Smyrna, GA	12	St Charles, MO	17	Sylvester, GA	245	Troy, OH	54	Vivian, LA	127	Webster, NY	46
Smyrna, TN	44	St Cloud, MN	214	Syracuse, NY	70	Trumansburg, NY	254	Voorheesville, NY	57	Wendell-Zebulon, NC	48
Socastee, SC	185	St Genevieve, MO	17	Tacoma, WA	13	Trussville, AL	55	W Terre Haute, IN	183	Weslaco, TX	63
Soddy Daisy, TN	100	St George, SC	91	Taft, CA	86	Tucson, AZ	60	W Carrollton, OH	54	West Bend, WI	29
Sodus, NY	46	St Ignace, MI	195	Taft, OK	61	Tulare, CA	64	W Lake Hills, TX	51	West Columbia, SC	88
Soledad, CA	78	St Johns, MI	113	Tahoe City, CA	131	Tulsa, OK	61	W Springfield, MA	77	West Covina, CA	2
Solvang, CA	196	St Louis, MO	17	Tahoka, TX	172	Tunkhannock, PA	62	W Valley City, UT	35	West Frankfort, IL	205
Somerset, PA	166	St Marys, KS	177	Tallahassee, FL	167	Tupelo, MS	174	Wabasha, MN	247	West Hartford, CT	42
Somerset, TX	34	St Marys, WV	218	Tamaqua, PA	65	Turlock, CA	122	Waco, TX	190	West Hazleton, PA	62
Somersworth, NH	117	St Matthews, KY	50	Tampa, FL	21	Tuscaloosa, AL	213	Wailuku, HI	58	West Jordan, UT	35
South Bend, IN	157	St Paul, MN	16	Taunton, MA	83	Tuscola, IL	212	Waipahu, HI	58	West Memphis, AR	43
South Congaree, SC	88	St Pauls, NC	123	Tavares, FL	38	Tuscola, MI	116	Waite Park, MN	214	West Monroe, LA	227
South Daytona, FL	93	St Pete Beach, FL	21	Taylor, MI	6	Two Harbors, MN	215	Wake Forest, NC	48	West Palm Beach, FL	49
South Glens Falls, NY	57	St Petersburg, FL	21	Taylor, TX	51	Tye, TX	223	Wakefield-Peacedale, RI	31	West Salem, WI	251
South Oroville, CA	186	St Stephen, SC	91	Taylorville, MS	204	Tyler, TX	144	Waldorf, MD	8	West Warwick, RI	31
South Padre Island, TX	63	Stamford, CT	134	Taylorville, IL	192	Tyrone, PA	236	Walker, MI	66	West Yarmouth, MA	182
South Sioux City, NE	244	Stamford, TX	223	Tempe, AZ	18	Union, MO	17	Walkersville, MD	199	Westbrook, ME	162
South Tucson, AZ	60	Stamping Ground, KY	105	Temple, TX	143	Union, MS	264	Walnut Creek, CA	4	Westerly, RI	31
South Yarmouth, MA	182	Starview, PA	103	Temple Terrace, FL	21	Union City, PA	152	Wapakoneta, OH	220	Westfield, MA	77
Southampton, NY	15	State College, PA	234	Terre Haute, IN	183	Uniontown, PA	20	Ware, MA	77	Westhampton, NY	15
Southaven, MS	43	Staunton, VA	222	Terrell, TX	7	Universal City, TX	34	Warner Robbins, GA	148	Westminster, MD	19
Southington, CT	42	Sterling Height, MI	6	Terrell Hills, TX	34	University Park, PA	234	Warner Robbins, GA	148	Westover, WV	179
Southold, NY	15	Stevens Point, WI	158	Texarkana, AR	241	University Park, TX	7	Warren, OH	92	Westport, CT	112
Southport, NC	180	Stewartville, MN	247	Texarkana, TX	241	Upper Arlington, OH	32	Warren, VT	221	Wethersfield, NY	40
Southport, NY	194	Stillwater, MN	16	Texas City, TX	9	Urbana, IL	212	Warrensburg, NY	57	Wetumpka, AL	140
Spangler, PA	166	Stillwater, NY	57	Thomasville, NC	41	Urbana, OH	54	Warrenton, MO	17	Wheaton, MD	8
Spanish Fork, UT	35	Stockton, CA	85	Thomson, GA	111	Utica, MS	118	Warrior, AL	55	Wheeling, WV	216
Sparks, NV	131	Stonington, CT	163	Thornton, CO	23	Utica, NY	142	Warwick, NY	141	White Castle, LA	81
Sparta, MO	145	Stowe, VT	221	Thousand Palms, CA	150	Utah, PR	PR	Warwick, RI	31	White City, FL	119
Sparta, WI	251	Strasburg, CO	23	Thurmont, MD	199	Vacaville, CA	4	Wasco, CA	86	White Plains, NY	1
Spartanburg, SC	59	Strasburg, VA	219	Tifton, GA	245	Vallejo, CA	4	Washington, DC	8	White Rock, NM	233
Spearfish, SD	250	Stroudsburg, PA	62	Tijuana, MX	14	Valley Station, KY	50	Washington, LA	98	Whitehouse, TX	144
Spencer, WI	158	Stuart, FL	119	Tioga, LA	200	Valparaiso, FL	206	Washington, NC	80	Whitesboro, NY	142
Spokane, WA	87	Turgis, SD	250	Tioga, PA	194	Valparaiso, IN	3	Washington, NJ	65	Whiting, WI	158
Spring Grove, MN	251	Sturtevant, WI	29	Tipton, CA	106	Van Buren, AR	170	Washington, PA	20	Wichita, KS	90
Spring Lake, NC	123	Suffolk, VA	33	Tisbury, MA	182	Van Wert, OH	99	Washington Township, NJ	5	Wichita Falls, TX	237
Spring Valley, MN	247	Sullivan, IN	183	Titusville, FL	96	Vancouver, WA	24	Waterbury, CT	175	Wickenburg, AZ	38
Spring Valley, NY	1	Sulphur, LA	203	Tobyhanna, PA	62	Vassar, MI	116	Watertown, IA	225	Wickford, RI	11
Springdale, AR	155	Summertown, SC	88	Toledo, OH	75	Venice, FL	79	Watertown, MN	16	Widefield, CO	95
Springfield, FL	226	Summerville, SC	91	Tollason, AZ	18	Ventura, CA	109	Watertown, NY	246	Wiggins, MS	133
Springfield, GA	153	Sumner, WA	13	Tomball, TX	9	Vergennes, VT	221	Watertown, WI	121	Wildwood, NJ	136

TABLE 6

Investing in Radio 1997

CITY OF LICENSE TO MARKET RANK

BIA PUBLICATIONS, INC.

Wildwood Crest, NJ 136	Willoughby, OH 22	Windsor, VA 33	Wisconsin Rapid, WI 158	Woonsocket, RI 31	York, PA 103
Wilkes-Barre, PA 62	Wilmington, DE 74	Winnebago, IL 149	Wood River, IL 17	Worcester, MA 10	York Center, ME 117
Willard, MO 145	Wilmington, NC 180	Winnebago, NE 244	Woodbridge, VA 8	Wrens, GA 111	Yorktown, VA 33
Williamsburg, VA 33	Wilmore, KY 105	Winnie, TX 9	Woodburn, OR 24	Wrightsville, AR 82	Youngstown, OH 92
Williamsport, MD 159	Wilton Manors, FL 11	Winston-Salem, NC 41	Woodbury, TN 44	Wurtsboro, NY 141	Ypsilanti, MI 147
Williamsport, PA 242	Winchester, KY 105	Winter Garden, FL 38	Woodlake, CA 64	Wyoming, MI 66	Yucca Valley, CA 150
Williamston, NC 80	Winchester, VA 219	Winter Haven, FL 104	Woodland, CA 28	Xenia, OH 54	Zeeland, MI 66
Williamstown, KY 25	Windber, PA 166	Winter Park, FL 38	Woodstock, IL 3	Yakima, WA 187	Zephyrhills, FL 21
Willis, TX 9	Windsor, CT 42	Winterset, IA 89	Woodstock, NY 160	York, AL 264	Zion, IL 3
Williston, FL 108	Windsor, ON 6	Winton, CA 188	Woodstock, VA 219		

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
45,000	WTOD/WKKO	Toledo, OH	75	62nd Street Bcstg	9706
	WIMX/WRQN	Toledo, OH	75		
	WSGW/WGER	Saginaw-Bay City	124		
	WIOG-FM	Saginaw-Bay City			
105,000	WDRQ-FM	Detroit	6	ABC Radio Inc	9704 p
	WJZW-FM	Washington, DC	8		
1,225	KYAK/KGOT	Anchorage, AK	168	Alaska Bcst Comm Inc	9110
	KIAK-A/F	Fairbanks, AK			
3,500	KHAR/KBRJ	Anchorage, AK	165	Alaska Bcst Comm Inc	9604
	KJNO/KTKU	Juneau, AK			
	KTKN/KGTW	Ketchikan, AK			
	KIFW/KSBZ	Sitka, AK			
14,000	WKSV-FM	Norfolk-Va Bch	33	Altman, Gardner, Jr.	8804
	WVAB(AM)	Norfolk-Va Bch	33		
	WFLB(AM)	Fayetteville	119		
	WWTR-FM	Salisbury-Ocean City	153		
	WETT(AM)	Salisbury-Ocean City	153		
	WHCC/WQNS	Waynesville, NC			
	WDSC/WZNS	Dillon, SC			
	WSVS-A/F	Crewe, VA			
66,500	WFLN-FM	Philadelphia	5	Amer Radio Systems	9606
	WQRS-FM	Detroit	6		
	WTMI-FM	Miami	11		
115,000	KBBT/KUFO	Portland, OR	24	Amer Radio Systems	9606
	KCTC/KYMX	Sacramento	29		
	KMJ/KSKS	Fresno	65		
	KKDJ-FM	Fresno	65		
	KFAB/KGOR	Omaha	72		
103,000	KUPL/KKJZ	Portland, OR	24	Amer Radio Systems	9607
	KSJO/KUFX	San Jose	30		

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
665,000	WIOQ/WUSL	Philadelphia	5	Amer Radio Systems	9704
	KMPS-A/F	Seattle	13		
	KRPM/KBKS	Seattle	13		
	KYCW/KZOK	Seattle	13		
	KSD-A/F	St. Louis	17		
	KFNS/KEZK	St. Louis	17		
	KYKY-FM	St. Louis	17		
	WBZZ/WZPT	Pittsburgh	19		
	KBEQ-A/F	Kansas City	26		
	KFKF-FM	Kansas City	26		
	KHTK/KRAK	Sacramento	29		
	KRAK-FM	Sacramento	29		
	WSSS/WSOC	Charlotte	37		
		(Merger with EZ Communications)			
24,000	KEZR-FM	San Jose, CA	30	Amer Radio Systems	9709
	KLUE-FM	Monterey-Salinas, CA	78		
12,500	KLIO-FM	Quad Cities, IA-IL	114	Arrow Comm	8810
	WFRG-A/F	Utica-Rome	131		
	KZBB-FM	Ft. Smith	161		
	KHUM-FM	Topeka	169		
	WFFX-FM	Tuscaloosa	206		
	WRLX(AM)	Tuscaloosa	206		
2,850	KTSL-FM	Spokane, WA	92	Atsinger III, Edward	9601
	KBIQ-FM	Colorado Springs	103		
	KLTE-FM	Kirksville, MO			
5,200	KLSF-FM	Amarillo	171	Bakcor Bcstg	8709
	KORQ-A/F	Abilene	199		

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
13,350	KLZX-A/F	Salt Lake City	36	Baker, Fentress & Co	9212
	KGA/KDRK	Spokane	102		
	KXFM-FM	Colorado Springs	110		
	KBEE/KATM	Modesto	119		
	KROW/KBUL	Reno	137		
	KHEZ-FM	Boise	142		
	KQMS/KSHA	Chico-Redding	208		
	KCTR-A/F	Billings, MT	241		
	KBOZ-A/F	Bozeman, MT			
68,000	WVAZ-FM	Chicago	3	Bcstg Partners Inc	8808
	WCZY-FM	Detroit	6		
	KSKY(AM)	Dallas-Ft. Worth	8		
	WPEG-FM	Charlotte-Gastonia	41		
	WGIV-FM	Charlotte-Gastonia	41		
75,000	KENS(AM)	San Antonio	34	Belo Corp	9709 p
	(Sold with KENS-TV and TV Food Network)				
13,375	WABY/WKLI	Albany-Schenectady	54	Bendat, Paul N.	9002
	WUTQ/WOUR	Utica-Rome	133		
25,000	WXTR-FM	Washington, DC	8	Bonneville, Int'l	9607
	WQSI/WXVR	Frederick, MD	199		
205,000	WLUP/WPNT	Chicago	3	Bonneville, Int'l	9707
	KDFC-FM	San Francisco	4		
17,650	KSRF-FM	Los Angeles	2	Brentwod Comm Ltd.	9012
	KOCM-FM	Anahelm-Santa Ana	19		
60	WNCC/WCRO	Johnstown, PA	166	Broadcast Comm Inc	9611
	WRDD	Ebensburg, PA			
1,600	KNUU(AM)	Las Vegas	74	CAT Bcstg Corp	8702
	KRCV(AM)	Reno	158		

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
2,600,000				CBS Corporation	9709 p
	(97 stations buyout of American Radio Systems.)				
107,500	KLTR-FM	Houston	8	CBS, Inc.	8507
	WLTT-FM	Bethesda, MD	9		
	KTXQ-FM	Ft. Worth	10		
	WSUN/WYNF	Tampa-St. Pete	22		
4,900,000	WFAN/WXRK	New York	1	CBS Radio Station Group	9612
	WZRC	New York	1		
	KROQ/KRTH	Los Angeles	2		
	WJJD/WUSN	Chicago	3		
	WJMK/WCKG	Chicago	3		
	WYSY-FM	Chicago	3		
	KFRC-A/F	San Francisco	4		
	KYCY(F)	San Francisco	4		
	WIP/WYSP	Philadelphia	5		
	WXYT/WYCD	Detroit	6		
	WOMC-FM	Detroit	6		
	KHVN/KSNN	Dallas-Ft Worth	7		
	KDMM/KLUV	Dallas-Ft Worth	7		
	KRBV/KVIL	Dallas-Ft Worth	7		
	KOAI/KYNG	Dallas-Ft Worth	7		
	WPGC-A/F	Washington DC	8		
	WJFK-FM	Washington DC	8		
	KXYZ-FM	Houston	9		
	WBOS/WOAZ	Boston	10		
	WBCN/WZLX	Boston	10		
	WAOK./WZGC	Atlanta	12		
	WVEE	Atlanta	12		
	WCAO/WLIF	Baltimore	18		
	WJFK/WXYV	Baltimore	18		
	WQYK-A/F	Tampa-St Petersburg	21		
	KOME-FM	San Jose	30		
	(Buyout of 44 Infinity Bcstg stations)				

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
3,500,000	WABC/WPLJ	New York	1	Capital Cities	8511
	KABC/KLOS	Los Angeles	2		
	WLS-A/F	Chicago	3		
	KGO(AM)	San Francisco	4		
	WRIF-FM	Detroit	6		
	KSRR-FM	Houston	8		
	WMAL/WRQX	Washington	9		
	KTKS-FM	Dallas	10		
25,000	WWMX-FM	Baltimore	16	Capitol Bcstg	8610
	WNVZ-FM	Norfolk	34		
24,000	WSSL-A/F	Greenville, SC	68	Capstar Comm Inc	8907
	WJDX/WMSI	Jackson, MS	112		
173,000	WESC-A/F	Greenville, SC	59	Capstar Comm Inc	9708
	WFNQ/WJMZ	Greenville, SC	59		
	WDOV/WDSO	Dover, DE	74		
	WSRV-FM	Dover, DE	74		
	WCOS-A/F	Columbia, SC	88		
	WVOC/WSCQ	Columbia, SC	88		
	WHKZ-FM	Columbia, SC	88		
	WROV-A/F	Roanoke-Lynchburg	102		
	WYYD-FM	Roanoke-Lynchburg	102		
	WKXI-A/F	Jackson, MS	118		
	WOAD/WJMI	Jackson, MS	118		
	KRMD-A/F	Shreveport, LA	127		
	WMCZ/WZHT	Montgomery, AL	140		
	WOSC/WWFG	Salisbury-Ocean City	154		
	WNTW/WUSQ	Winchester, VA	218		
	WFQX-FM	Winchester, VA	218		
	WSIC/WFMX	Statesville, NC			
	WDHT-FM	Luverne, AL			
	Buyout of Benchmark Communications				

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
35,000	KJAX/KVFX	Stockton, CA	85	Capstar Bcstg Ptrs	9709
	KDMI/KGGO	Des Moines, IA	89		
	KHKI-FM	Des Moines, IA	89		
	KFIV/KHKI	Modesto, CA	122		
	KASH-A/F	Anchorage, AK	165		
	KENI/KBFX	Anchorage, AK	165		
	Buyout of Community Pacific LP				
60,000	WJJS-A/F	Roanoke-Lynchburg	102	Capstar Bcstg Ptrs	9709
	WRDJ/WLDJ	Roanoke-Lynchburg	102		
	WJXX-FM	Roanoke-Lynchburg	102		
	WIBA-A/F	Madison, WI	121		
	WTSO/WMAD	Madison, WI	121		
	WMLI/WZEE	Madison, WI	121		
	KYAK/KGOT	Anchorage, AK	165		
	KYMG-FM	Anchorage, AK	165		
	KIAK-A/F	Fairbanks, AK			
	KAKQ-FM	Fairbanks, AK			
	KBLU/KTTI	Yuma, AZ			
	KYJT-FM	Yuma, AZ			
	Group purchase of four companies including: COMCO Bcstg, Cavalier Comm, Commonwealth Bcstg, & Point Comm.				
60,000	WJDS/WJDX	Jackson, MS	118	Capstar Bcstg Ptrs	9704 p
	WZRZ/WKIF	Jackson, MS	118		
	WMSI/WSTZ	Jackson, MS	118		
	WKNN/WMJY	Biloxi-Gulfport, MS	133		

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
213,000	KIKI-A/F	Honolulu	58	Capstar Bcstg Ptrs	9703 p
	KHVN/KKLV	Honolulu	58		
	KSSK-A/F	Honolulu	58		
	KUCD-FM	Honolulu	58		
	KCBL/KBOS	Fresno, CA	64		
	KRZR-FM	Fresno, CA	64		
	WEEX/WODE	Allentown-Bethlehem	65		
	WRCV/WGRD	Grand Rapids, MI	66		
	WLHT-FM	Grand Rapids, MI	66		
	WTCY/WNNK	Harrisburg, PA	73		
	WMEZ/WXBM	Pensacola, FL	125		
	KCBN/KRNO	Reno, NV	131		
	KWNZ-FM	Reno, NV	131		
	WCHY-A/F	Savannah, GA	153		
	WSOK/WAEV	Savannah, GA	153		
	WLVH/WYKZ	Savannah, GA	153		
	WFMB-A/F	Springfield, IL	192		
	WCVS-FM	Springfield, IL	192		
	WWSF-FM	Ft. Walton Beach, FL	205		
	WBCK/WBXX	Battle Creek, MI	229		
	WRCC/WWKN	Battle Creek, MI	229		
70,000	WTAG/WSRS	Worcester, MA	107	Capstar Bcstg Ptrs	9704 p
	WTMN/WHEB	Portsmouth-Dover, NH	117		
	WXHT -FM	Portsmouth-Dover, NH	117		
	WGIR-A/F	Manchester, NH	193		
	WEZF-FM	Burlington, VT	220		
2,120,000				Capstar Bcstg Ptrs	9708 p
	71 Station buyout of SFX Broadcasting for \$1.2B cash plus \$920M debt assumption.				
178,000	WJHM/WOMX	Orlando	39	Chancellor Bcstg Co	9702
	WXXL-FM	Orlando	39		
	WEAT-A/F	West Palm Beach	47		
	WOLL-FM	West Palm Beach	47		
	WAPE/WFYV	Jacksonville	53		

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
365,000	WTEM/WGMS	Washington, DC	8	Chancellor Bcstg Co	9701
	WBIG-FM	Washington, DC	8		
	KQQL/WBOB	Minneapolis	16		
	KISO/KOOL	Phoenix	20		
	KOY/KYOT	Phoenix	20		
	WOKY/WMIL	Milwaukee	28		
3,900,000				Chancellor Media	9705
	Merger of 42 Evergreen Media stations with 51 Chancellor Bcstg stations. All 93 stations in markets 1 through 38.				
1,075,000	WAXQ/WLTW	New York	1	Chancellor Media	9707
	KIBB/KYSR	Los Angeles	2		
	WLIT-FM	Chicago	3		
	WDRQ-FM	Detroit	6		
	WBZS/WJZW	Washington, DC	8		
	WZHF/WMZQ	Washington, DC	8		
340,000	WGCI-A/F	Chicago	3	Chancellor Media	9704 p
	KHKS-FM	Dallas-Ft Worth	7		
	KKBQ-A/F	Houston	9		
120,000	WTOP/WASH	Washington, DC	9	Chase Comm	8908
	(plus WXIN-TV, Indianapolis)				
3,060	KAHZ	Dallas	7	Childrens Bcstg Corp	9405
	KTEK	Houston	10		
	KYCR	Minneapolis	17		
	WYLO	Milwaukee	27		
	KCNW	Kansas City	29		
23,000	KRZY-A/F	Albuquerque	71	Citadel Comm Corp	9609
	KRST-FM	Albuquerque	71		

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
117,000	WPRO-A/F	Providence, RI	31	Citadel Comm Corp	9707
	WLKW/WWLI	Providence, RI	31		
	WARM/WZMT	Wilkes Barre-Scranton	62		
	WAZL/WMGS	Wilkes Barre-Scranton	62		
	WEST/WLEV	Allentown-Bethlehem	65		
	WRKZ-FM	Harrisburg, PA	73		
	WQXA-A/F	York, PA	103		
	WGLU/WQKK	Johnstown, PA	166		
	WBLF/WIKN	State College, PA	232		
	WRSC/WQWK	State College, PA	232		
	WVAM/WPRR	Altoona, PA	234		
	WBRJ-FM	Mt Sterling, IL			
	WTAD/WMOS	Quincy, IL			
	WQCY-FM	Quincy, IL			
26,000	KTOK/KYJO	OK City	42	Clear Channel Comm	8410
	WELI(AM)	New Haven	80		
	WQUE-A/F	New Orleans	31		
18,500	WRBQ-A/F	Tampa	21	Clear Channel Comm	9206
	WRVA/WRVQ	Richmond	55		
50,000	WHYI	Miami-Ft Lauderdale	11	Clear Channel Comm	9410
	WMTX-A/F	Tampa	21		
	WNCX/WERE	Cleveland	23		
140,000	KJOJ-A/F	Houston	9	Clear Channel Comm	9607
	WKKV-FM	Milwaukee-Racine	28		
	WSVY/WOWI	Norfolk	33		
	WJCD-FM	Norfolk	33		
	WDIA/WHRK	Memphis	43		
	WQOK/WNND	Raleigh	50		
	KHEY-A/F	El Paso	70		
	KPRR-FM	El Pasq	70		
	KDDK/KMJX	Little Rock	82		
	WRAW/WRFY	Reading, PA	129		

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
15,400	KQLL-A/F	Tulsa	60	Clear Channel Comm	9604 p
	KOAS-FM	Tulsa	60		
	WCUZ-A/F	Grand Rapids	66		
235,000	WWBB/WWRX	Providence, RI	31	Clear Channel Comm	9606
	WNOE/KLJZ	New Orleans	38		
	WSJS/WTQR	Grnsbro-Winstn Salem	42		
	WXRA-FM	Grnsbro-Winstn Salem	42		
	WREC/WEGR	Memphis	43		
	WRXQ-FM	Memphis	43		
	KTST-A/F	Oklahoma City	51		
	KXXY-FM	Oklahoma City	51		
	WHYN-A/F	Springfield, MA	76		
	WCKT/WXRM	Ft Myers-Naples	77		
	WARQ/WWDM	Columbia, SC	88		
275,000	WADO/WPAT	New York	1	Clear Channel Comm	9607
	KTNQ/KLVE	Los Angeles	2		
	WLXX	Chicago	3		
	KESS/KHCK	Dallas-Ft Worth	7		
	KINF/KICI	Dallas-Ft Worth	7		
	KMRT-A/F	Dallas-Ft Worth	7		
	WAQI/WRTO	Miami	11		
	WQBA/WAMR	Miami	11		
	WGLI	Nassau-Suffolk	14		
	KLSQ	Las Vegas	48		
		(Stock purchase to become majority owner of Heffel Bcstg)			
600,000				Clear Channel Comm	9706 p
		42 station buyout of Paxson Communications; includes 6 radio sports networks, 2 sports teams and a billboard division.			
4,460	WKRQ-A/F	Mobile	90	Coast Radio LP	9409
	WCOA/WWRO	Pensacola	127		

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
95,000	KOY/KYOT	Phoenix	20	Colfax Comm Inc	9607
	KISO/KZON	Phoenix	20		
	WOKY/WMIL	Milwaukee-Racine	28		
	KIDO/KLTB	Boise	130		
	KARO-FM	Boise	130		
15,000	WVYB-FM	Poughkeepsie, NY	152	Commodore Media Inc	9603
	WVIB/WPUT	Poughkeepsie, NY	152		
	WRKI/WINE	Danbury, CT	194		
11,000	KROY-FM	Sacramento	32	Commonwealth	8509
	KSJQ-FM	Stockton	103		
4,500	KTOM-A/F	Salinas, CA	126	Community Pacific	8210
	KFIV-A/F	Modesto, CA	130		
30,000	KCBQ-A/F	San Diego	15	Compass Radio Group	9305
	KEZK-A/F	St Louis	18		
	KOOL-A/F	Phoenix	22		
3,200	KRVR-FM	Davenport, IA	111	Comunity Svc Radio	8708
	WIRL/WSTW	Peoria, IL	115		
18,000	WWCK-A/F	Flint, MI	116	Connoisseur Comm	9709
	WAHV-FM	Flint, MI	116		
	WOAP	Owosso, MI			
180,000	WUSN-FM	Chicago	3	Cook Inlet Region	8707
	WZLX-FM	Boston	7		
	KFMK-FM	Houston	8		
	WPGC-A/F	Washington, DC	9		
	WZGC-FM	Atlanta	13		
	KUBE-FM	Seattle	17		
	KOPA/KSLX	Phoenix	24		
	KFMY-A/F	Salt Lake City	36		

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
250,000	WJZF-FM	Atlanta	12	Cox Enterprises	9704
	KKYX/KCYX	San Antonio	34		
	KCJZ-FM	San Antonio	34		
	WDBO/WWKA	Orlando	39		
	WZKD/WCFB	Orlando	39		
	WZZK-A/F	Birmingham	55		
	WODL-FM	Birmingham	55		
	KRMG/KWEN	Tulsa	60		
	KJSR-FM	Tulsa	60		
	WSYR/WYYY	Syracuse	68		
	WBBS-FM	Syracuse	68		
	WEZN-FM	Bridgeport, CT	111		
4,095	WKWK-A/F	Wheeling	179	CR Bcstg Inc	8702
	WMCL/WTAO	Carbondale, IL			
	WDXI/WRJX	Jackson, TN			
6,000	WQSL/WXQR	Jacksonville, NC	80	Cumulus Media LLC	9708
	WWQQ-FM	Wilmington, NC	180		
5,552	WQDR-FM	Raleigh	63	Curtis, Donald	9104
	WMXF-A/F	Laurinburg, NC (plus Southern Farm Network)			
5,100	KENI/KKGR	Anchorage, AK	153	D L Ranch Corp	8705
	KBCM/KNIQ	Fairbanks, AK			
	KVOK/KJJZ	Kodiak, AK			
60,000	WPLO/WVEE	Atlanta	15	DKM	8411
	WXYX/WCAO	Baltimore	16		
	WZNE-FM	Tampa-St. Pete	21		
	WUBE/WDJO	Cincinnati	29		
	WKDJ/WHRK	Memphis	47		
63,100	KMEZ-A/F	Dallas	10	DKM	8610
	KLZ/KAZY	Denver	23		
	WONE/WTUE	Dayton	46		
	WAKR/WONE	Akron	62		

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
18,500	KWTO-A/F KFRX/KFOR KOEL-A/F KRG1-A/F	Springfield,MO Lincoln Iowa Nebraska	156 166	DKM	8510
6,160	WFXA/WTHB WFXE/WOKS	Augusta, GA Columbus, GA	110 150	Davis Bcstg	8605
5,000	KDWG/KCTR KKBR KBOZ-A/F KATH	Billings Billings Bozeman Bozeman	243 243	Deschutes River Bcst	9412
6,500	WGFX-FM WKZL-FM	Nashville Greensboro-WS	45 48	Dick Bcstg Co Inc	9212
177,256	KTCJ/KTCZ WUBE-A/F WYGY	Minneapolis Cincinnati Cincinnati	17 25 25	Dinetz, Steve	9408
65,500	KMPS-A/F KAMJ-A/F KRAK-A/F WOKV/WAIV KFYE-FM	Seattle Phoenix Sacramento Jacksonville Fresno	17 24 32 55 73	EZ Communications	8610
50,000	WUSL WTPX	Philadelphia Miami-Ft Lauderdale	5 11	EZ Communications	9408
43,148	WRBQ-A/F KOY/KQYT WSGN(AM) WRVA/WRVQ	Tampa Phoenix Birmingham Richmond	22 24 47 54	Edens Bcstg	8412
8,500	WMC-A/F	Memphis (Includes WMC-TV)	43	Ellis Comm	9310

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
121,500	WQHT-FM WFAN(AM) WKQX-FM KXXX-FM WJIB-FM	New York New York Chicago San Francisco Boston	1 1 3 4 7	Emmis Bcstg	8802
20,000	KMGG-FM KSHE-FM	Los Angeles St. Louis	2 15	Emmis Bcstg	8401
53,000	WHN/WQHT WAVA-FM	New York Washington	1 9	Emmis Bcstg	8607
38,100	KIXL/KHFI KBFM-FM WXAM/WQXY KOKY/KZOU	Austin McAllen-Browns Baton Rouge Little Rock	59 77 78 83	Encore Comm	8610
9,225	WBNR/WSPK WNRV-A/F	Poughkeepsie Binghamton	154 155	Enterprise Media Ptrs	9404
58,500	KRLD(AM) (plus Texas State Networks)	Dallas	7	Evergreen Media Corp	9001
16,000	WTOP/WASH KASP/WKBQ	Washington DC St. Louis	7 18	Evergreen Media Corp	9208
306,500	WNUA WJJZ/WYXR WXKS A/F WJMN WRFX A/F WEDJ WHTT A/F WSJZ	Chicago Philadelphia Boston Boston Charlotte Charlotte Buffalo Buffalo	3 5 10 10 37 37 40	Evergreen Media Corp	9601
23,000	WCLB-FM WIRA(AM)	West Palm Beach Ft Pierce	47 122	Fairbanks Comm Inc	9605

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
120,000	KIOI-FM	San Francisco	4	Fairfield Comm	8709
	WMTG/WNIC	Detroit	6		
	WLAC-A/F	Nashville	48		
	KKOB-A/F	Albuquerque	80		
6,200	KIKX-FM	Colorado Springs	116	First Sierra Comm	8712
	KQIZ-FM	Amarillo	173		
6,700	KBLG/KYYA	Billings, MT	239	Fisher Bcstg	9412
	KRXX-FM	Billings, MT	239		
	KXGF/KAAR	Great Falls, MT	257		
	KXTL/KAAR	Butte, MT			
	KQUY-FM	Butte, MT			
	KGRZ/KDXT	Missoula, MT			
	KYSN-FM	E. Wenatchee, WA			
	KXAA-FM	Rock Island, WA			
28,000	WWDE-FM	Norfolk	33	Force II	9102
	WRVA/WRVQ	Richmond	55		
219	KFXJ (cp)	Abilene	221	Foster Comm	9412
	KCLK	San Angelo	253		
9,000	WTOD/WKKO	Toledo	75	Fritz Bcstg	9406
	WSGW/WIOG	Saginaw-Bay City	120		
10,552	WPTF/WQDR	Raleigh	63	FSF Acquisition Corp	9104
	WMSF-A/F	Laurinburg, NC (plus Southern Farm Network)			
74,000	KRZN/KMJI	Denver	23	Genesis Bcstg Co	8707
	KSMJ/KSFM	Sacramento	32		
	KONO/KITY	San Antonio	38		
	KBTS-FM	Killeen	157		

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
47,000	WLUP-A/F	Chicago	3	Ginsburg, Scott	8809
	KHYI-FM	Dallas-Ft. Worth	8		
	WVCG(AM)	Miami-Ft. Lauderdale	11		
	WAPE-A/F	Jacksonville	52		
		(Breakup of H & G Communications)			
72,500	WJDM	New York	1	Global Bcstg Co	9706 p
	KPLS	Los Angeles	2		
	WCAR	Detroit	6		
	KAHZ	Dallas-Ft Worth	7		
	KTEK	Houston	9		
	KYCR/WWTC	Minneapolis	16		
	KIDR	Phoenix	18		
	KKYD	Denver	23		
	KCNW	Kansas City	27		
	WZER	Milwaukee-Racine	29		
	KMUS	Muskogee, OK			
	WAUR	Sandwich, IL			
	WPWA	Chester, PA			
8,500	KXXX/KQLS	Colby, KS		Goodstar	9702
	KGNO/KOLS	Dodge City, KS			
	KDGB-FM	Dodge City, KS			
	KZLS-FM	Great Bend, KS			
	KYUU/KSLS	Liberal, KS			
	KILS-FM	Minneapolis, KS			
	KFNF-FM	Oberlin, KS			
	KWLS/KGLS	Pratt, KS			
130,000	KHVN/KJMZ	Dallas	7	Granum Comm Corp	9504
	WAOK/WVEE	Atlanta	12		
	WCAO/WXYV	Baltimore	19		
30,000	WKRL-FM	Tampa	21	Great American Bcstg	8910
	KBPI-FM	Denver	24		

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
13,800	KLLS/KYQQ	Wichita, KS	90	Great Empire Bcstg	9701
	KXXX/KQLS	Colby, KS			
	KGNO/KOLS	Dodge City, KS			
	KDGB-FM	Dodge City, KS			
	KZLS-FM	Great Bend, KS			
	KYUU/KSLS	Liberal, KS			
	KILS-FM	Minneapolis, KS			
	KFNF-FM	Oberlin, KS			
	KWLS/KGLS	Pratt, KS			
857	KOIL(AM)	Omaha-Council Bluff	69	Greenlee, Robert	8808
	KOMJ-FM	Atlantic, IA			
850,000	WCBS A/F	New York	1	Group W Inc	9508
	KNX/KCBS	Los Angeles	2		
	WBBM A/F	Chicago	3		
	WGMP/WOGL	Philadelphia	5		
	WWJ/WYST	Detroit	6		
	KRRW/KTXQ	Dallas	7		
	WARW-FM	Washington, DC	8		
	KKRW-FM	Houston	9		
	WODS-FM	Boston	10		
	WCCO/WLTE	Minneapolis	16		
	KMOX/KLOU	St. Louis	17		
5,613	WFEL(AM)	Baltimore	17	Guardian Comm Inc	9002
	WTSF(AM)	Cincinnati	31		
	KKIM(AM)	Albuquerque	78		
	KFEL(AM)	Pueblo	224		
	WCCD(AM)	Parma, OH			
12,500	KNUE	Tyler	144	Gulfstar Comm Inc	9409
	KKYR-A/F	Texarkana	240		
8,180	WWDJ	New York	1	H.E. Ltd Partnership	9307
	WZZD	Philadelphia	5		
	KSLR	San Antonio	35		

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
3,500	KTRW/KZZU	Spokane	101	Harbor Bcstg Corp	9012
	KYAK/KGOT	Anchorage	168		
	KIAK-A/F	Fairbanks, AK			
29,000	KLVE-FM	Los Angeles	2	Heftel Bcstg Corp	8809
	KTNQ(AM)	Los Angeles	2		
	KXPW-FM	Honolulu	55		
	KSSK(AM)	Honolulu	55		
		(Breakup of H & G Communications)			
5,300	KDZR-FM	Dallas-Ft Worth	7	Heftel Bcstg Corp	9505
	KOWA(AM)	Las Vegas	55		
150,000	WADO	New York	1	Heftel Bcstg Corp	9408
	WAQI/WRTO	Miami	11		
	WQBA-A/F	Miami	11		
Stock	WIND/WOJO	Chicago	3	Heftel Bcstg Corp	9702
	KSOL/KYLZ	San Francisco	4		
	KMPQ/KLTN	Houston	9		
	KLAT/KMIA	Houston	9		
	KRTX-FM	Houston	9		
	KXTN-A/F	San Antonio	34		
	KCOR/KROM	San Antonio	34		
	KGBT/KIWW	McAllen-Brownsville	63		
	KQXX-FM	McAllen-Brownsville	63		
	KBNA-A/F	El Paso	70		
	KAMA	El Paso	70		
		(Merger with Tichenor for stock exchange plus \$3.2M cash)			
1,200	KKID-A/F	Ft. Smith	167	Hendren-McChristian	9206
	KOLX-FM	Ft. Smith	167		
	WNBH/KKUZ	Joplin	222		
	KFAY-FM	Huntsville, AR			

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
23,000	WIL-A/F	St. Louis	15	Heritage Comm	8612
	WEMP/WMYX	Milwaukee	25		
	WBBF/WLRY	Rochester	41		
6,550	KCFX-FM	Kansas City	27	Heritage Media Corp	9204
	WOFX-FM	Cincinnati	32		
2,225	KJNE-FM	Waco, TX	181	Hilliard, James C	8910
	KGTM/KNIN	Wichita Falls, TX	222		
	KWON(AM)	Bartlesville, OK			
30,000	WMAG/WMFR	Greensboro-WS	49	HMW Communications	9402
	WNEU	Greensboro-WS	49		
	WLWZ-A/F	Greenville-Spartnbg	60		
	WRDU	Raleigh	61		
	WNOK/WOIC	Columbia, SC	92		
9,500	WOKJ/WJMI	Jackson, MS	106	Holt Corp	8611
	WBOP/WTKX	Pensacola	128		
	WTAM/WGCM	Gulfport	172		
2,700	WLWV-FM	Salisbury	152	HVS Partners	9302
	WHBX-FM	Tallahassee	168		
6,750	KOEL-A/F	Waterloo-Cedar	198	Independence Bcstg	8612
	KSAL/KYEZ	Salina, KS			
11,475	WLIP/WJZQ	Chicago	3	Independence Bcstg	8711
	KFIZ(AM)	Fond DuLac, WI			
32,000	WXRK/WJIT	New York	1	infinity Bcstg Corp	8109
	WYSP-FM	Philadelphia	5		

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
484,000	WJIT/WXRK	New York	1	Infinity Bcstg Corp	8906
	KROQ-FM	Los Angeles	2	(LBO by Infinity	
	WJJD/WJMK	Chicago	3	executives)	
	KOME-FM	San Francisco	4		
	WYSP-FM	Philadelphia	5		
	WOMC-FM	Detroit	6		
	WBCN-FM	Boston	7		
	WJFK-FM	Washington, DC	9		
	KXYZ(AM)	Houston-Galveston	10		
	WQYK-A/F	Tampa-St. Petersburg	22		
100,000	WUSN-FM	Chicago	3	Infinity Bcstg Corp	9212
	WZLX-FM	Boston	9		
	WZGC-FM	Atlanta	12		
275,000	KYCY-FM	San Francisco	4	Infinity Bcstg Corp	9601
	KFRC A/F	San Francisco	4		
	WYCD-FM	Detroit	6		
	KSNM/KYNG	Dallas	7		
	KYCW-FM	Seattle	13		
410,000	KHVN/KOAI	Dallas-Ft Worth	7	Infinity Bcstg Corp	9605
	KRBV-FM	Dallas-Ft Worth	7		
	WBOS/WOAZ	Boston	10		
	WAOK/WVEE	Atlanta	12		
	WCAO/WXYV	Baltimore	18		
	WHOO/WMMO	Orlando	39		
	WHTQ-FM	Orlando	39		
3,800	KYMS-FM	Santa Ana	2	Interstate	8112
	KRDS(AM)	Tolleson, AZ	24		
	KLTT(AM)	Brighton, CO	23		
34,000	WSKS/WLW	Cincinnati	29	Jacor	8611
	WMYU/WSEV	Knoxville	68		
	WYHY-FM	Nashville	48		

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
152,000	XTRA-A/F	San Diego	15	Jacor Comm Inc	9604
	KATZ/KNJZ	St Louis	17		
	KMJM-FM	St Louis	17		
	KBCO-A/F	Denver	23		
	KHOW/KHIH	Denver	23		
	WSPD/WVKS	Toledo	75		
	WRVF-FM	Toledo	75		
430,000	WKLS-FM	Atlanta	12	Jacor Comm Inc	9609
	KSLX-A/F	Phoeniz	20		
	WXTB/WTBT	Tampa	21		
	KEX/KKRZ	Portland, OR	24		
	KKCW-FM	Portland, OR	24		
	WWNK/WWRQ	Cincinnati	25		
	WDAF/KYYS	Kansas City	26		
	KRXQ/KSEG	Sacramento	29		
	WLOH/WHOK	Columbus, OH	32		
	WTVN/WLVQ	Columbus, OH	32		
	WLLD-FM	Columbus, OH	32		
52,500	WHO/KYLF	Des Moines, IA	89	Jacor Comm Inc	9703
	WMT-A/F	Cedar Rapids, IA			
170,000	KMXV/KUDL	Kansas City	27	Jacor Comm Inc	9702
	KALL/KODJ	Salt Lake City	35		
	KKAT/KUTQ	Salt Lake City	35		
	KZHT-FM	Salt Lake City	35		
	KFMS/KSNE	Las Vegas	45		
	KWNR-FM	Las Vegas	45		
	WFIA/WDJX	Louisville, KY	50		
	WSFR/WVEZ	Louisville, KY	50		
	WEZL/WXLY	Charleston, SC	91		
		Buyout of Regent Comm Inc stock plus \$64M debt assumption			
3,400	KID-A/F	Idaho Falls, ID		Jacor Comm Inc	9706 p
	KPKY/KWIK	Pocatello, ID			

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
14,500	WHMQ-FM	Toledo, OH	75	Jacor Comm Inc	9710 p
	WMRN-A/F	Marion, OH			
	WDIF-FM	Marion, OH			
	WQTL-FM	Ottawa, OH			
620,000	KDMX/KEGL	Dallas	7	Jacor Comm Inc	9710 p
	KHMX/KTBZ	Houston	9		
	KMCG/KXGL	San Diego	14		
	KSGS/KMJZ	Minneapolis	16		
	KGLQ/KZZP	Phoenix	18		
	WPOC-FM	Baltimore	19		
	WGAR/WMJJ	Cleveland	22		
	WMMS-FM	Cleveland	22		
	WCOL/WFII	Columbus, OH	32		
	WNCI-FM	Columbus, OH	32		
50,000	KVIL-A/F	Dallas	10	John Blair & Co.	8311
	WIBC/WNAP	Indianapolis	36		
14,000	WLNB-A/F	Charleston, SC	85	Jones Eastern	8705
	WVBS-A/F	Wilmington, NC	191		
	WWOK-FM	Columbia, NC			
	WYAK-A/F	Surfsde Bch,NC			
13,100	KQFX-FM	Austin	59	Joyner Comm, Inc.	9005
	WTRG-FM	Raleigh-Durham	61		
5,400	KXFX-FM	San Francisco	4	Kefford, James	8804
	KRRS(AM)	Santa Rosa	118		
	KZAM(A-F)	Eugene-Springfield	145		
	KOZT-FM	Fort Bragg, CA			
	KWTR/KXBX	Lakeport, CA			
65,000	WLTI-FM	Detroit	6	Keymarket Comm	8609
	KMJQ-FM	Houston	8		
	KMJM-FM	St. Louis	15		

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
4,150	WZLB/WFRG WZOQ-FM	Utica-Rome Lima, OH	134 209	Keymarket Comm	9210
9,612	KICT-FM KSSS/KVUU	Wichita, KS Colorado Sprgs	96 118	Lakoduk, Larry	8707
200,000	WNEW-FM KTWV-FM WMMR-FM	New York Los Angeles Philldelphia	1 2 5	Legacy Bcstg	8807
31,300	WMJI-FM WYHY-FM	Cleveland Nashville	22 46	Legacy Bcstg	9004
80,000	KRLD(AM) KODA-FM	Dallas Houston (plus Texas State Network)	7 10	Legacy Bcstg	9010
28,000	WXTR WMXB	Washington, DC Richmond	7 55	Liberty Bcstg Corp	9402
36,000	WBLI WHCN WSNE	Nassau-Suffolk Hartford New Beford-Fall River	14 42 85	Liberty Bcstg Corp	9504
17,500	WHJJ/WHJY WPOP WTRY/WPYX WYSR	Providence, RI Hartford Albany-SchntdyTroy Waterbury	32 42 58 172	Liberty Bcstg Corp	9410
3,100	WTNY A/F WMSA(AM)	Watertown, NY Massena, NY	241	Logan Bcstg Inc	9604
274	KLDI/KRQU KSGT/KMTN KMER(AM) KPOW/KLZY	Cheyenne, WY Jackson, WY Kemmerer, WY Powell, WY	260	Lundquist, Jerrold (for 51% interest)	9212

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
75,500	KZLA/KLAC KSRR-FM	Los Angeles Houston	2 8	Mairite Comm	8511
7,164	WAVH-FM KBUL-FM KHAT-A/F	Mobile Reno Lincoln	89 142 168	Marathon Comm	8804
2,040	KQYB/KSOF KVIK-FM	LaCrosse Decorah, IA	249	Marathon Media LLC	9609
6,500	KAMZ/KAMA KLLL-A/F	El Paso Lubbock	79 165	Marella, Phillip	8806
18,600	WRNS/WFTC WYNG-FM WYAV-FM	Coastal N. Carolina Evansville, IN Conway, SC	83 139	Marella, Phillip	8904
6,500	WNYZ/WIBX WIGY/WJTO	Utica-Rome Portland	131 158	Maritime Bcstg Inc	8805
12,000	KTEK(AM) WDCT(AM) KWJS(AM) KUXL(AM) WYLO(AM) KCNW(AM)	Houston Washington, DC Dallas Minneapolis Milwaukee Kansas City	8 9 10 18 26 27	Marsh, Dick	8710
1,086	KIOT KYOT	Santa Fe Los Lunas, NM	233	McDowell, Elliott	9301
1,300	WVUC-FM WBUC-A/F	Morgantown, WV Buckhannon, WV	179	McGraw, R & K	9611 p
6,200	KIKX-FM KQIZ-FM	Colorado Sprgs Amarillo	118 171	McSorley, Jack	8711
34,000	WHJJ/WHJY WVEZ A/F	Providence, RI Louisville, KY	28 49	Merv Griffin Group	8903

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
285,000	WNEW-A/F	New York	1	Metropolitan	8604
	KMET-FM	Los Angeles	2		
	WMMR/WIP	Philadelphia	5		
	WOMC-FM	Detroit	6		
	WASH-FM	Washington	9		
	KRLD(AM)	Dallas	10		
	WWBA-FM	Tampa-St. Pete	22		
3,500	WOZZ	Appleton-Oshkosh	134	Midwest Comm Inc	9306
	WHET	Green Bay	186		
3,900	WHEZ/WFAT	Kalamazoo	170	Midwest Comm Inc	9503
	WTVB/WNWN	Battle Creek	228		
5,600	WQTE/WABJ	Toledo	70	Mid-America Bcstg	8808
	WFMG/WKBV	Richmond, IN			
	WBAT(AM)	Marion, IN			
	WQRK/WBIW	Bedford, IN			
	WKKJ/WBEX	Chillicothe, OH			
9,115	KXEN(AM)	St. Louis	15	Mid America Gospel	8609
	KQXI(AM)	Denver	23		
	KXEG(AM)	Phoenix	24		
	KBBX/KCGL	Salt Lake City	36		
	KXAK(AM)	Albuquerque	80		
	KSHY(AM)	Cheyenne	255		
45,000	WQAL-FM	Cleveland	21	ML Media Partners	8804
	WXTZ-FM	Indianapolis	36		
	WIRE(AM)	Indianapolis	36		
	WEJZ-FM	Jacksonville	52		
	KBEZ-FM	Tulsa	57		
500	KRPT-FM	Lawton, OK	245	Monroe-Stephens Bcstg	9609
	KRPT	Anadarko, OK			

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
275,000	WIBW-A/F	Topeka	178	Morris Comm Corp	9410
	KGNC-A/F	Amarillo	196		
	(plus 9 TV stations)				
900	WTDK-FM	Salisbury-Ocean City	154	MTS Broadcasting	9701
	WAAI-FM	Hurlock, MD			
28,000	KOLL	Little Rock	83	Multi-Market Radio	9412
	WPLR	New Haven	92		
	WGNE	Melbourne-Titusville	97		
	WVMI/WMJY	Biloxi-Gulfport	139		
	WKNN	Biloxi-Gulfport	139		
100,100	WSNE-FM	Providence, RI	31	Multi-Market Radio	9601
	WHJY/WHJJ	Providence, RI	31		
	AMRQ-FM	Hartford, CT	41		
	WHCN/WPOP	Hartford, CT	41		
	WMXB-FM	Richmond, VA	56		
	WPYX/WTRY	Albany, NY	57		
	WGNA A/F	Albany, NY	57		
15,000	KAYI-FM	Tulsa	56	Narragansett	8612
	WYNK-A/F	Baton Rouge	78		
14,025	KTCJ/KTCZ	Minneapolis	17	National Radio Ptnrs	9208
	KAHI/KHYL	Sacramento	30		
43,500	KZZP-A/F	Mesa, AZ	24	Nationwide	8501
	KWSS-FM	Gilroy, CA	28		
	KZAP-FM	Sacramento	32		
	KNST/KRQQ	Tucson	64		
	KMJJ/KLNC	Las Vegas	75		
650	KEYV-FM	Las Vegas	74	Nemesis Comm Inc	8901
	KEYF-A/F	Spokane	97		
	KEYW-FM	Richland-Kennewick	213		

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
68,300	WYAY-FM	Atlanta	14	NewCity Comm	8605
	WZZK-A/F	Birmingham	47		
	WWKA/WDBO	Orlando	52		
	KWEN-FM	Tulsa	56		
	WYYY/WSYR	Syracuse	61		
	WEZN-FM	Bridgeport	91		
	WAAF/WFTQ	Worcester	99		
20,000	KKYX/KLLS	San Antonio	37	NewCity Comm	8707
	KKNG-FM	Oklahoma City	43		
	KRMG(AM)	Tulsa	57		
25,270	KXXY-A/F	Oklahoma City	43	Newmarket Media	8703
	WSJS/WTQR	Winston-Salem	49		
	WREC/WEGR	Memphis	50		
1,354,000	WRTH/WIL	St Louis	17	News Corp	9708
	KIHT-FM	St Louis	17		
	KKSN-A/F	Portland, OR	24		
	KKRH-FM	Portland, OR	24		
	KCAZ/KQRC	Kansas City	27		
	KCFX/KCIY	Kansas City	27		
	KXTR-FM	Kansas City	27		
	WEMP/WMYX	Milwaukee-Racine	29		
	WAMG-FM	Milwaukee-Racine	29		
	WGH-A/F	Norfolk-Virginia Beach	33		
	WVCL-FM	Norfolk-Virginia Beach	33		
	WBYU/WEZB	New Orleans	39		
	WRNO-FM	New Orleans	39		
	WBBF/WBEE	Rochester, NY	46		
	WKLX/WQRV	Rochester, NY	46		
	Includes 5 TV Stations and marketing service companies; \$600M debt assumption included in price.				
2,800	WILS-A/F	Lansing	98	North Star Bcstg	8608
	WXTA/WYBR	Rockford	137		

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
1,025	WKPK-FM	Northwest Michigan	195	Northern Bcstg	9610
	WMLQ-FM	Gaylord, MI			
35,000	KWIZ/KMAX	Los Angeles	2	Odyssey Comm Inc	9602
	KBAX-FM	San Diego	15		
	KAXX-FM	Oxnard-Ventura	112		
37,300	WXXL-FM	Orlando	39	OmniAmerica Comm	9505
	WEAT-A/F	West Palm Beach	49		
45,000	WXLX(AM)	New York	1	One-On-One Sports	9709
	KXMG(AM)	Los Angeles	2		
	WCMQ(AM)	Miami-Ft Lauderdale	11		
25,100	KKRD-FM	Wichita, KS	96	Osborn Comm Corp	8703
	WWVA/WOVK	Wheeling, WV	179		
22,500	WQEN/WAAX	Birmingham	53	Osborn Comm Corp	9407
	WFKS	Daytona Beach	107		
	WOLZ	Ft Myers	119		
	WKSF/WWNC	Asheville, NC	181		
10,000	KWNZ/KQLO	Reno	136	Pacific Telecom, Inc	8908
	KIZN A/F	Boise	137		
	KDUK/KLCX	Eugene, OR	146		
28,500	WWDB-FM	Philadelphia	5	Panache Bcstg	8611
	WBLZ-FM	Cincinnati	29		
	WTUX/WTLC	Indianapolis	36		
68,000	KCBQ A/F	San Diego	15	Par Bcstg Co	9603
	KEZK/KFNS	St Louis	17		
	KOOL A/F	Phoenix	20		
18,000	KDFC	San Francisco	4	PAR Holdings LLC	9705 p
	WBZS/WZHF	Washington, DC	8		

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
120,000	WPAT-A/F	New York	1	Park Acquisition Inc	9505
	KEZX-A/F	Seattle	13		
	KJJO-A/F	Minneapolis	17		
	KWJJ-A/F	Portland, OR	26		
	WTVR-A/F	Richmond	57		
	WHEN-A/F	Syracuse	69		
	WNCT-A/F	Greenville-New Bern	81		
	WDEF-A/F	Chattanooga	98		
	WNLS/WTNT	Tallahassee	173		
	KWLO/KFMW	Waterloo-Cedar Falls	220		
	WNAX-A/F	Sioux City, IA	244		
3,900	KRLT/KOWL	Sacramento	28	Park Lane Group	9306
	KZZZ/KAAA	Kingman, AZ			
	KZGL	Cottonwood, AZ			
925	WMNM-FM	Burlington, VT	221	Pathfinder Comm Inc	9609
	WFAD	Middlebury, VT			
36,000	KSSK A/F	Honolulu	58	Patterson Bcstg	9505
	KUCD-FM	Honolulu	58		
	WIPI/WODE	Allentown	63		
	KRZR/KTHT	Fresno	64		
	WCHY A/F	Savannah	153		
21,750	WGRD A/F	Grand Rapids	65	Patterson Bcstg	9507
	WLHT-FM	Grand Rapids	65		
	WELL A/F	Battle Creek	227		
	WBCK/WBXX	Battle Creek	227		
30,000	WNNK/WTCY	Harrisburg, PA	73	Patterson Bcstg	9603
	WXBM(BM)	Pensacola, FL	125		
18,300	WINZ/WZTA	Miami	11	Paxson Bcstg	9204
	WWNZ/WZTU	Orlando	42		

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
21,000	WTKX/WOWW	Pensacola	125	Paxson Comm Corp	9603
	WNLS/WTNT	Tallahassee	167		
	WXSR/WSNI	Tallahassee	167		
	WPAP/WPBH	Panama City	223		
3500	WKRY-FM	Key West, FL		Paxson Comm Corp	9704
	WAVK-FM	Marathon, FL			
	WFKZ-FM	Plantation Key, FL			
42	KLRA-A/F	Little Rock	83	Pearson, Max H.	9404
	KDEW-A/F	DeWitt, AR			
	KCCL/KERX	Paris, AR			
5,400	KQEO/KMGA	Albuquerque	82	Penn Comm	8507
	KVOR/KSPZ	Colorado Sprgs	117		
5,100	KCKC/KBON	Riverside	35	Pennino Music Co	8907
	KUNA(AM)	Palm Springs	188		
65,000	WBSS-FM	Atlantic City, NJ	136	Press Comm LLC	9706 p
	WBUD/WKXW	Trenton, NJ	137		
		(Includes WRCF-TV, Clermont, FL)			
3,550	KHYV/KBEE	Modesto	130	Price Bcstg	8211
	KNEV-FM	Reno	157		
6,000	WTIX(AM)	New Orleans	31	Price Comm	8406
	KOMA(AM)	Oklahoma City	42		
29,500	WPGR/WSNJ	Philadelphia	5	Pyramid Bcstg	8408
	WNYS-A/F	Buffalo	35		
	WPXY-A/F	Rochester	41		
	WPIT-A/F	Pittsburgh	13		
11,000	WKXI/WTYX	Jackson, MS	113	Quinn, R & Birch, T	8912
	WSOK/WAEV	Savannah, GA	148		
	KNAN-FM	Monroe, LA	213		

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
13,500	WLTB/WVOK	Birmingham	47	REBS, Inc	8602
	WNKX/WNOX	Knoxville	68		
	WLRQ-A/F	Nashville	48		
4,750	WJFM-FM	Grand Rapids	66	Radio Associates	9206
	WKZO(AM)	Kalamazoo	165		
26,000	WWBB	Providence, RI	31	Radio Equity Partnrs	9401
	WHYN-A/F	Springfield, MA	73		
100,000	WNOE-A/F	New Orleans	39	Radio Equity Partnrs	9403
	KGTR	New Orleans	39		
	WSJS/WTQR	Greensboro-WS	43		
	WREC/WEGR	Memphis	44		
	WRXQ	Memphis	44		
	KXXY-A/F	Oklahoma City	51		
	KOQL	Oklahoma City	51		
1,200	KLCL/KHLA	Lake Charles, LA	199	Radio South Inc	9209
	WNAU/WWKZ	New Albany, MS			
3,192	KIXY/KAYJ	San Angelo	241	Radioactivity Bcst	8809
	KHOS-A/F	Sonora, TX			
	KYXX	Ozona, TX			
550	WJYY-FM	Manchester, NH	177	Radioworks Inc	9210
	WRCI-FM	Hillsboro, NH			
950	WXTO	Orlando	42	Rama Comm Inc	9310
	WXXU	Melbourne	98		
885	KOWL(AM)	Sacramento	31	Regency Comm Ltd	8906
	KAAA/KZZZ	Kingman, AZ			
50,000	KUDL/KMXV	Kansas City	27	Regent Comm Inc	9506
	KAAL/KODJ	Salt Lake City	35		
	KKAT-FM	Salt Lake City	35		
	WXLV/WEZL	Charleston	83		

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
17,000	WEZL/WXLY	Charleston, SC	91	Regent Comm Inc	9704 p
	WXZZ-FM	Lexington-Fayette	105		
23,500				Regent Comm Inc	9706 p
		Buyout of 16 Park Lane Group stations in Arizona and California			
31,000	WFNT/WCRZ	Flint, MI	116	Regent Comm Inc	9710 p
	WWBN-FM	Flint, MI	116		
	WMAN/WYHT	Mansfield, OH			
	WSWR-FM	Shelby, OH			
11,635	WEJZ-FM	Jacksonville	51	Renda Bcstg	8912
	KBEZ-FM	Tulsa	57		
6,500	WWRD-FM	Jacksonville, FL	50	Renda Bcstg	9512
	WFKS-FM	Daytona Beach	96		
112	KHOS A/F	Sonora, TX		Ripley & Garlitz	9007
	KYXX-FM	Ozona, TX			
150,000	KBLA(AM)	Los Angeles	2	River City Bcstg	9504
	WWL/WLMG	New Orleans	38		
	KMEZ-FM	New Orleans	38		
	WWKB/WWSE	Buffalo/Niagra Falls	40		
	WBEN/WMJQ	Buffalo/Niagra Falls	40		
	WJCE/WRVR	Memphis	43		
	WOGY-FM	Memphis	43		
	WLAC A/F	Nashville	45		
	WJCE-FM	Nashville	45		
	WGBI/WGGY	WilkesBarre/Scranton	61		
	WILK/WKRZ	WilkesBarre/Scranton	61		
3,800	WCBK/WMCB	Indianapolis	36	Rodgers, David A.	8807
	WOFR/WCHO	Wash. Cr House, OH			
	WIFE/WCNB	Connersville, IN			

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
10,300	WWSK/WGTR	Myrtle Beach, SC	185	Root Comm Ltd	9707
	WJMX-A/F	Florence, SC	196		
	WSQN/WDAR	Florence, SC	196		
16,000	WIXY/WAQY	Springfield, MA	73	Saga Communications	9011
	WGAN/WMGX	Portland, ME	157		
	WFEA/WZID	Manchester, NH	177		
2,925	WBSM(AM)	New Bedford	84	Sage Bcstg	8606
	WKOL/WMVQ	Albany	51		
9,400	WTAX/WDBR	Springfield, IL	170	Sage Bcstg	8608
	WJJK/WBIZ	Eau Claire	209		
	WMNS/KSEZ	Sioux City	229		
3,300	WACO-A/F	Waco	192	Sage Technologies	9402
	WVMX	Stowe, VT			
14,000	WWDJ	New York	1	Salem Comm Corp	9406
	WZZD	Philadelphia	5		
	KSLR	San Antonio	35		
8,000	WHLO-AM	Akron, OH	67	Salem Comm Corp	9701
	WTOF-FM	Canton, OH	120		
3,000	WITH(AM)	Baltimore	19	Salem Comm Corp	9707
	WCCD(AM)	Cleveland	22		
	WTSJ(AM)	Cincinnati	25		
1,400	WPCX-FM	Syracuse, NY	70	Salt City Comm	9707
	WMBO	Auburn, NY			
152,000	WHDH/WZOU	Boston	7	Sconnix Group	8705
	KVIL-A/F	Dallas	10		
	WFLA/WPDS	Tampa-St. Pete	22		
	WIBC/WEAG	Indianapolis	37		

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
100,000	WSIX	Nashville	45	SFX Bcstg Inc	9205
	WSSL-A/F	Greenville-Spartnbrg	60		
	WMSI/WJDS	Jackson, MS	115		
223,250	WHFS/WXTR	Washington, DC	8	SFX Bcstg Inc	9601
	WHFM/WBLI	Nassau-Suffolk	14		
	WBAB/WGBB	Nassau-Suffolk	14		
	WHJY/WHJJ	Providence, RI	31		
	WSNE-FM	Providence, RI	31		
	WMRQ-FM	Hartford, CT	41		
	WHCN/WPOP	Hartford, CT	41		
	WMXB-FM	Richmond, VA	56		
	WPYX/WTRY	Albany, NY	57		
	WGNA A/F	Albany, NY	57		
	WXVR/WQSI	Frederick, MD	203		
105,250	WWKY/WTFX	Louisville	49	SFX Bcstg Inc	9607
	WVEZ-FM	Louisville	49		
	WDCG/WZZU	Raleigh-Durham	50		
	WPDQ/WKQL	Jacksonville	53		
	WOKV/WIVY	Jacksonville	53		
	KNST/KWFM	Tucson	62		
	KCEE/KRQQ	Tucson	62		
	KNSS/KKRD	Wichita	91		
	KRZZ-FM	Wichita	91		
255,000	WDSY/WDVE	Pittsburgh, PA	20	SFX Bcstg Inc	9702
	WJJJ/WXDX	Pittsburgh, PA	20		
	WNDE/WFBQ	Indianapolis, IN	36		
	WRZX-FM	Indianapolis, IN	36		
35,000	WTAE/WVTY	Pittsburgh	20	SFX Bcstg Inc	9708
	WISN/WLTQ	Milwaukee-Racine	29		

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
300,000	WHTZ	New York	1	Shamrock Holdings	9308
	KZLA/KLAC	Los Angeles	2		
	KABL-A/F	San Francisco	4		
	KSAN/KNEW	San Francisco	4		
	WWWW-A/F	Detroit	6		
	KZFX	Houston	10		
	WFOX	Atlanta	12		
	KXRX	Seattle	13		
	KEEY/KFAN	Minneapolis-St Paul	17		
	WWSW-A/F	Pittsburgh	20		
	KMLE	Phoenix	22		
	WMMS/WHK	Cleveland	23		
	KXKL-A/F	Denver	24		
2,000	KUTI/KXDD	Yakima	185	Slegenthaler & Guth	8908
	KTCR/KOTY	Richland-Kennewick	215		
5,800	WADC/WMGF	Parkersburg,WV	196	Signal One Comm	8710
	WLEC/WCPZ	Sandusky, OH			
3,950	KWG/KSGO	Stockton	88	Silverado Bcstg Co	9209
	KAQQ/KISC	Spokane	102		
4,200	KSQR(AM)	Sacramento	29	Silverado Bcstg Co	9604
	KOQO-A/F	Fresno	65		

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
1,200,000	KBLA(AM)	Los Angeles	2	Sinclair Comm Inc	9609
	KPNT/WVRV	St Louis	17		
	WWL/WLMG	New Orleans	38		
	WSMB/KMEZ	New Orleans	38		
	WBEN/WKSE	Buffalo	40		
	WWKB/WMJQ	Buffalo	40		
	WJCE/WRVR	Memphis	43		
	WOGY-FM	Memphis	43		
	WLAC-A/F	Nashville	44		
	WJCE-FM	Nashville	44		
	WFBC-A/F	Greenville-Spartanburg	59		
	WORD(AM)	Greenville-Spartanburg	59		
	WILK/WKRZ	Wilkes Barre-Scranton	61		
	WGBI/WGGY	Wilkes Barre-Scranton	61		
	KZSS/KZRR	Albuquerque	71		
	KLSK-FM	Albuquerque	71		
	(Includes 29 TV stations)				
630,000				Sinclair Comm Inc	9707 p
	Purchased from News Corp - includes 24 radio stations plus 5 TV stations				
7,100	WHHY-A/F	Montgomery	145	Soundview Media	9410
	(includes WTWC-TV, Tallahassee)				
7,300	WHLY-FM	Orlando	52	Southern Starr	8307
	WSCR/WPLR	New Haven	80		
15,240	WKRS/WXLC	Chicago	3	Spring Bcstg LLC	9504
	WBSM/WFHN	Providence	31		
	WFPG A/F	Atlantic City	132		
	WSUB/WQGN	New London, CT	161		
5,500	WTTB/WGYL	Vero Beach, FL	157	Starr, Michael, etal	9103
	WQRC-FM	Cape Cod, MA	175		
500	WELL-A/F	Battle Creek, MI	218	Statewide Bcstg Sys	9103
	WALM(AM)	Albion, MI			

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
24,250	WSSL-A/F	Greenville, SC	65	Sterling Comm	8512
	WKJN-FM	Hammond, LA	74		
	WJDX/WMSI	Jackson, MS	102		
200,000	KMEZ-A/F	Dallas	10	Summit Comm Group	8709
	WAOK/WVEE	Atlanta	13		
	WCAO/WXYV	Baltimore	16		
	KLZ/KAZY	Denver	23		
	WONE/WTUE	Dayton, OH	46		
	WAKR/WONE	Akron, OH	64		
	KWTO-A/F	Springfield, MO	159		
	KFOR/KFRX	Lincoln, NE	168		
5,000	KMJJ-FM	Shreveport	104	SunGroup Inc	8910
	KKYS-FM	Bryan, TX	218		
71,000	WVAB(AM)	Norfolk	34	Telstar Corp	8610
	WLNB-A/F	Charleston	85		
	WFLB(AM)	Fayetteville	146		
	WETT/WWTR	Ocean City	152		
	WVBS-A/F	Wilmington	197		
	(plus 14 other stations in non-rated markets)				
4,400	WJOL/WLLI	Chicago	3	Tezak, Robert	8708
	KTOP/KDVV	Topeka, KS	165		
2,550	KOLE/KKMY	Beaumont-Port Arthur	116	Tezak, Robert	8811
	KBLU/KTTI	Yuma, AZ			
6,900	KNEM/KNET	Lincoln, NE	172	Three Eagles Comm	9608
	KQAD/KLQL	Sioux Falls, SD	211		
	KTTT/KKOT	Columbus, NE			
	KBRK-A/F	Brookings, SD			
	KIJV/KZNC	Huron, SD			
40,000	KSOL-FM	San Francisco	4	Tichenor Media	9607
	KYLZ-FM	Monterey-Sallinas	78		

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
15,000	WVAZ/WWLI	Providence-Warwick	28	TMZ Bcstg Co	8905
	WEST/WLEV	Allentown-Bethlehem	61		
	WRKZ-FM	Harrisburg-Carlisle	74		
	WRSC/WQWK	State College, PA			
	WTAD/WQCY	Quincy, IL			
2,250	WLUN-FM	Lumberton, MS		Tralyn Bcstg Inc	9703
	WXAB-FM	McLain, MS			
	WESV-FM	Richton, MS			
	WIGG-AM	Wiggins, MS			
15,300	KQAM/KXLK	Wichita, KS	87	Triathlon Bcstg	9509
	KFH(AM)	Wichita, KS	87		
	KZKX/KTGL	Lincoln, NE	172		
18,500	KEYF A/F	Spokane, WA	92	Triathlon Bcstg	9606
	KUDY/KKZX	Spokane, WA	92		
	KTWK/KSPZ	Colorado Springs, CO	98		
	KVOR/KVUU	Colorado Springs, CO	98		
	KTCR/KEGX	Richland-Kennebec	200		
24,500	KSSN/KMVK	Little Rock	82	Triathlon Bcstg	9605
	KZSN-A/F	Wichita	91		
10,000	WLAP-A/F	Lexington, KY	128	Trumper Comm Inc	8612
	WSOY-A/F	Decatur, IL			
4,840	KTCL-FM	Denver	23	U S Media Group	8611
	KTRS-FM	Casper, WY	254		
	KRAI-A/F	Craig, CO			
	KIIX(AM)	Ft Collins, CO			
	KTAG-FM	Cody, WY			
4,000	KQEO/KMGA	Albuquerque	78	Unistar Comm	9004
	KVOR/KSPZ	Colorado Springs	106		

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
75,000	WKDM(AM)	New York	1	United Bcstg Co	8902
	KALI(AM)	Los Angeles	2	(Stock buyout by	
	KSOL-FM	San Francisco	4	TA Comm Partners)	
	WDJY/WINX	Washington, DC	9		
	WYST-A/F	Baltimore	17		
	WRQC/WJMO	Cleveland	21		
1,650	KBBX/KBCK	Salt Lake City	36	US Radio LP	9209
	KDOE-FM	Brigham City, UT			
8,000	KYKC/KKRC	Sioux Falls	166	Vaughn Bcstg	8508
	WLXR-A/F	LaCrosse, WI			
	KKXL-A/F	Grand Forks,ND			
16,000	KSRY	San Francisco	4	Velasquez, Arthur	9404
	KSRI	Monterey	79		
26,500	KMZQ-FM	Las Vegas	55	Velasquez, Arthur	9504
	KRZY/KRST	Albuquerque	69		
132,250	WNUA	Chicago	3	Vestar Associates	9310
	WYXR	Philadelphia	5	(Pyramid stations)	
	WXKS-A/F	Boston	9		
	WRFX	Charlotte-Gastonia	39		
	WHTT-A/F	Buffalo	41		
	WPXY-A/F	Rochester, NY	46		

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
1,000,000	WABC/WPLJ	New York	1	Walt Disney Co	9508
	KABC/KLOS	Los Angeles	2		
	KMPC	Los Angeles	2		
	WLS A/F	Chicago	3		
	KGO/KSFO	San Francisco	4		
	WJR/WHYT	Detroit	6		
	WBAP/KSCS	Dallas	7		
	WMAL/WRQX	Washington, DC	8		
	WKHX A/F	Atlanta	12		
	WYAY-FM	Atlanta	12		
	KQRS A/F	Minneapolis	16		
	KEGE-FM	Minneapolis	16		
8,125	WRKA-FM	Louisville	51	WESHAM Bcstg Co	9210
	WKSJ-A/F	Mobile	89		
	WCAW/WVAF	Charleston, WV	153		
64,700	KIOQ-FM	Los Angeles	2	Wesray Corp	8607
	WIOQ-FM	Philadelphia	5		
	WTOP/WTKS	Washington	9		
385,000	WNEW-FM	New York	1	Westinghouse Bcstg	8904
	KTWV-FM	Los Angeles	2		
	WMMR-FM	Philadelphia	5		
	WLLZ-FM	Detroit	6		
	WCPT/WCXR	Washington, DC	9		
	KILT A/F	Houston	10		
10,375	KSSK-A/F	Honolulu	60	Wheeling-Pittsburgh	9404
	KRZR	Fresno	66		
625	WJXN-A/F	Jackson, MS	115	Willis Bcstg Corp	9309
	WJNS	Yazoo City, MS			

**MAJOR GROUP SALES LISTED IN
INVESTING IN RADIO
(In 000)**

Amount	Calls	Market	Rank	Purchaser	Date
2,950	WAYE(AM)	Birmingham	47	Woods, C.	8505
	WACV(AM)	Montgomery	132		
	KWAS-FM	Amarillo, TX	171		
	KPAS-FM	Fabens, TX			
	KFIX-FM	Laredo, TX			
17,500	WIPI/WODE	Allentown-Bethlehem	64	WP Radio Corp	9503
	WKBF/WPXR	Quad Cities. IA-IL	130		
	WCHY-A/F	Savannah	157		
2,030	KJAZ/KSUV	Bakersfield	88	Z Spanish Radio Network	9412
	KZBA-FM	Bakersfield	88		
		(PLUS 2 AM CP'S in Reno)			
127,000	WGST/WPCH	Atlanta	12	Zell/Chilmark, etal	9301
	WFLA/WFLZ	Tampa	21	(Jacor stations)	
	KOA/KRFX	Denver	24		
	WLW/WEBN	Cincinnati	32		
	WQIK-A/F	Jacksonville	50		
	WMYU-FM	Knoxville	70		
6,000	WHNK/WRLT	Nashville	46	Zenox Inc.	9005
	KLCL/KHLA	Lake Charles, LA	195		
	WHBB/WDXX	Selma, AL			
	WNAU/WWKZ	New Albany, MS			

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