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1999 Radio Market Report



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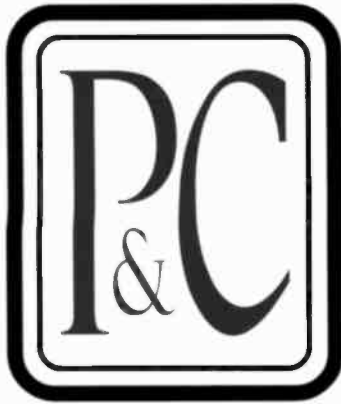
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Investing in[®] Series

1999 Radio Market Report

1999 Fourth Edition

Summer 1999 Ratings

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Alphabetic Listing of Arbitron Markets

Rank	Market	Rank	Market	Rank	Market
227	A bilene, TX	162	Charleston, WV	87	G ainesville - Ocala, FL
68	Akron, OH	37	Charlotte-Gastonia-Rock Hill	259	Grand Forks, ND-MN
248	Albany, GA	223	Charlottesville, VA	251	Grand Junction, CO
59	Albany-Schenectady-Troy	102	Chattanooga, TN	66	Grand Rapids, MI
71	Albuquerque, NM	267	Cheyenne, WY	266	Great Falls, MT
202	Alexandria, LA	3	Chicago, IL	183	Green Bay, WI
67	Allentown - Bethlehem	192	Chico, CA	42	Greensboro-Winston Salem-High Point
241	Altoona, PA	26	Cincinnati	81	Greenville-New Bern-Jacksonville
188	Amarillo, TX	24	Cleveland	58	Greenville-Spartanburg, SC
171	Anchorage, AK	94	Colorado Springs, CO	161	H agerstown-Chambersburg-Waynesboro
145	Ann Arbor, MI	242	Columbia, MO	76	Harrisburg-Lebanon-Carlisle, PA
135	Appleton - Oshkosh, WI	89	Columbia, SC	255	Harrisonburg, VA
179	Asheville, NC	169	Columbus, GA	45	Hartford-New Britain-Middletown
12	Atlanta, GA	34	Columbus, OH	60	Honolulu
136	Atlantic City - Cape May, NJ	260	Cookeville, TN	10	Houston-Galveston
110	Augusta, GA	128	Corpus Christi, TX	143	Huntington, WV - Ashland, KY
249	Augusta-Waterville, ME	7	D allas - Ft. Worth	115	Huntsville, AL
49	Austin, TX	189	Danbury, CT	38	I ndianapolis, IN
84	B akersfield, CA	55	Dayton, Ohio	258	Ithaca, NY
20	Baltimore, MD	92	Daytona Beach, FL	119	J ackson, MS
263	Bangor, ME	247	Decatur, IL	264	Jackson, TN
82	Baton Rouge, LA	23	Denver - Boulder	52	Jacksonville, FL
236	Battle Creek, MI	91	Des Moines, IA	95	Johnson City-Kingsport-Bristol
130	Beaumont-Port Arthur, TX	6	Detroit	168	Johnstown, PA
265	Beckley, WV	182	Dothan, AL	226	Joplin, MO
244	Billings, MT	220	Dubuque, IA	174	K alamazoo, MI
137	Biloxi-Gulfport-Pascagoula, MS	213	Duluth, MN - Superior, WI	30	Kansas City
166	Binghamton, NY	232	E au Claire, WI	149	Killeen-Temple, TX
56	Birmingham, AL	70	El Paso, TX	69	Knoxville, TN
262	Bismarck, ND	199	Elmira-Corning, NY	231	L afayette, IN
215	Blacksburg-Christiansburg-Radford-Pulaski	155	Erie, PA	98	Lafayette, LA
230	Bloomington, IL	144	Eugene - Springfield, OR	205	Lake Charles, LA
250	Bluefield, WV	151	Evansville, IN	97	Lakeland-Winter Haven, FL
126	Boise, ID	211	F argo, ND - Moorhead, MN	111	Lancaster, PA
8	Boston	156	Fayetteville, AR	114	Lansing-East Lansing, MI
108	Bridgeport, CT	125	Fayetteville, NC	208	Laredo, TX
269	Brunswick, GA	116	Flint, MI	40	Las Vegas, NV
239	Bryan-College Station, TX	198	Florence, SC	209	Laurel-Hattiesburg, MS
43	Buffalo-Niagara Falls, NY	200	Frederick, MD	253	Lawton, OK
224	Burlington, VT	65	Fresno	257	Lewiston-Auburn, ME
123	C anton, OH	133	Ft Collins-Greeley, CO	107	Lexington-Fayette, KY
184	Cape Cod, MA	74	Ft. Myers-Naples-Marco Island	225	Lima, OH
270	Casper, WY	118	Ft. Pierce-Stuart-Vero Beach, FL	172	Lincoln, NE
201	Cedar Rapids, IA	170	Ft. Smith, AR	83	Little Rock, AR
204	Champaign, IL	203	Ft. Walton Beach, FL	2	Los Angeles
104	Charleston, SC	100	Ft. Wayne, IN	53	Louisville, KY

175	Lubbock, TX	134	Peoria, IL	88	Spokane, WA
147	M acon, GA	5	Philadelphia	194	Springfield, IL
120	Madison, WI	15	Phoenix, AZ	80	Springfield, MA
185	Manchester, NH	21	Pittsburgh, PA	146	Springfield, MO
212	Marion-Carbondale, IL	160	Portland, ME	216	St. Cloud, MN
62	McAllen-Brownsville-Harlingen, TX	25	Portland, OR	19	St. Louis
206	Medford-Ashland, OR	117	Portsmouth-Dover-Rochester, NH	138	Stamford-Norwalk, CT
96	Melbourne-Titusville-Cocoa, FL	157	Poughkeepsie, NY	238	State College, PA
46	Memphis	33	Providence-Warwick-Pawtucket, RI	85	Stockton, CA
195	Merced, CA	240	Pueblo, CO	234	Sussex, NJ
268	Meridian, MS	13	Puerto Rico	73	Syracuse, NY
11	Miami-Ft. Lauderdale-Hollywood	132	Q uad Cities, IA-IL	163	T allahassee, FL
31	Milwaukee - Racine	48	R aleigh - Durham, NC	22	Tampa-St. Petersburg-Clearwater
18	Minneapolis - St. Paul	254	Rapid City, SD	190	Terre Haute, IN
86	Mobile, AL	131	Reading, PA	243	Texarkana, TX-AR
122	Modesto, CA	218	Redding, CA	78	Toledo, OH
47	Monmouth-Ocean, NJ	127	Reno, NV	180	Topeka, KS
233	Monroe, LA	207	Richland-Kennewick-Pasco, WA	139	Trenton, NJ
77	Monterey-Salinas-Santa Cruz	57	Richmond, VA	61	Tucson, AZ
141	Montgomery, AL	29	Riverside-San Bernardino	63	Tulsa, OK
187	Morgantown-Clarksburg-Fairmont	105	Roanoke-Lynchburg, VA	178	Tupelo, MS
99	Morristown, NJ	50	Rochester, NY	214	Tuscaloosa, AL
217	Muskegon, MI	148	Rockford, IL	140	Tyler - Longview, TX
173	Myrtle Beach, SC	28	S acramento, CA	150	U tica - Rome, NY
44	N ashville	124	Saginaw-Bay City-Midland	109	V isalia-Tulare-Hanford
17	Nassau-Suffolk	152	Salisbury-Ocean City, MD	51	W . Palm Beach-Boca Raton
165	New Bedford-Fall River, MA	35	Salt Lake City - Ogden	191	Waco, TX
101	New Haven, CT	256	San Angelo, TX	9	Washington, D.C.
164	New London, CT	32	San Antonio, TX	181	Waterbury, CT
41	New Orleans	16	San Diego	229	Waterloo-Cedar Falls, IA
1	New York	4	San Francisco	252	Watertown, NY
142	Newburgh-Middletown, NY	27	San Jose	158	Wausau-Stevens Point, WI
36	Norfolk-Virginia Beach-Newport News	167	San Luis Obispo, CA	221	Wheeling, WV
196	Northwest Michigan	186	Santa Barbara, CA	237	Wichita Falls, TX
176	O desa - Midland, TX	235	Santa Fe, NM	90	Wichita, KS
54	Oklahoma City	197	Santa Maria-Lompoc, CA	64	Wilkes Barre - Scranton
72	Omaha - Council Bluffs	113	Santa Rosa, CA	246	Williamsport, PA
39	Orlando	79	Sarasota - Bradenton, FL	75	Wilmington, DE
261	Owensboro, KY	153	Savannah, GA	177	Wilmington, NC
106	Oxnard - Ventura, CA	14	Seattle-Tacoma	219	Winchester, VA
154	P alm Springs, CA	129	Shreveport, LA	112	Worcester, MA
228	Panama City, FL	245	Sioux City, IA	193	Y akima, WA
222	Parkersburg-Marietta, WV-OH	210	Sioux Falls, SD	103	York, PA
121	Pensacola, FL	159	South Bend, IN	93	Youngstown - Warren, OH

Rank Listing of Arbitron Markets

Rank	Market	Rank	Market	Rank	Market
1	New York	47	Monmouth-Ocean, NJ	93	Youngstown - Warren, OH
2	Los Angeles	48	Raleigh - Durham, NC	94	Colorado Springs, CO
3	Chicago, IL	49	Austin, TX	95	Johnson City-Kingsport-Bristol
4	San Francisco	50	Rochester, NY	96	Melbourne-Titusville-Cocoa, FL
5	Philadelphia	51	W. Palm Beach-Boca Raton	97	Lakeland-Winter Haven, FL
6	Detroit	52	Jacksonville, FL	98	Lafayette, LA
7	Dallas - Ft. Worth	53	Louisville, KY	99	Morristown, NJ
8	Boston	54	Oklahoma City	100	Ft. Wayne, IN
9	Washington, D.C.	55	Dayton, Ohio	101	New Haven, CT
10	Houston-Galveston	56	Birmingham, AL	102	Chattanooga, TN
11	Miami-Ft. Lauderdale-Hollywood	57	Richmond, VA	103	York, PA
12	Atlanta, GA	58	Greenville-Spartanburg, SC	104	Charleston, SC
13	Puerto Rico	59	Albany-Schenectady-Troy	105	Roanoke-Lynchburg, VA
14	Seattle-Tacoma	60	Honolulu	106	Oxnard - Ventura, CA
15	Phoenix, AZ	61	Tucson, AZ	107	Lexington-Fayette, KY
16	San Diego	62	McAllen-Brownsville-Harlingen, TX	108	Bridgeport, CT
17	Nassau-Suffolk	63	Tulsa, OK	109	Visalia-Tulare-Hanford
18	Minneapolis - St. Paul	64	Wilkes Barre - Scranton	110	Augusta, GA
19	St. Louis	65	Fresno	111	Lancaster, PA
20	Baltimore, MD	66	Grand Rapids, MI	112	Worcester, MA
21	Pittsburgh, PA	67	Allentown - Bethlehem	113	Santa Rosa, CA
22	Tampa-St. Petersburg-Clearwater	68	Akron, OH	114	Lansing-East Lansing, MI
23	Denver - Boulder	69	Knoxville, TN	115	Huntsville, AL
24	Cleveland	70	El Paso, TX	116	Flint, MI
25	Portland, OR	71	Albuquerque, NM	117	Portsmouth-Dover-Rochester, NH
26	Cincinnati	72	Omaha - Council Bluffs	118	Ft. Pierce-Stuart-Vero Beach, FL
27	San Jose	73	Syracuse, NY	119	Jackson, MS
28	Sacramento, CA	74	Ft. Myers-Naples-Marco Island	120	Madison, WI
29	Riverside-San Bernardino	75	Wilmington, DE	121	Pensacola, FL
30	Kansas City	76	Harrisburg-Lebanon-Carlisle, PA	122	Modesto, CA
31	Milwaukee - Racine	77	Monterey-Salinas-Santa Cruz	123	Canton, OH
32	San Antonio, TX	78	Toledo, OH	124	Saginaw-Bay City-Midland
33	Providence-Warwick-Pawtucket, RI	79	Sarasota - Bradenton, FL	125	Fayetteville, NC
34	Columbus, OH	80	Springfield, MA	126	Boise, ID
35	Salt Lake City - Ogden	81	Greenville-New Bern-Jacksonville	127	Reno, NV
36	Norfolk-Virginia Beach-Newport News	82	Baton Rouge, LA	128	Corpus Christi, TX
37	Charlotte-Gastonia-Rock Hill	83	Little Rock, AR	129	Shreveport, LA
38	Indianapolis, IN	84	Bakersfield, CA	130	Beaumont-Port Arthur, TX
39	Orlando	85	Stockton, CA	131	Reading, PA
40	Las Vegas, NV	86	Mobile, AL	132	Quad Cities, IA-IL
41	New Orleans	87	Gainesville - Ocala, FL	133	Ft Collins-Greeley, CO
42	Greensboro-Winston Salem-High Point	88	Spokane, WA	134	Peoria, IL
43	Buffalo-Niagara Falls, NY	89	Columbia, SC	135	Appleton - Oshkosh, WI
44	Nashville	90	Wichita, KS	136	Atlantic City - Cape May, NJ
45	Hartford-New Britain-Middletown	91	Des Moines, IA	137	Biloxi-Gulfport-Pascagoula, MS
46	Memphis	92	Daytona Beach, FL	138	Stamford-Norwalk, CT

139	Trenton, NJ	183	Green Bay, WI	227	Abilene, TX
140	Tyler - Longview, TX	184	Cape Cod, MA	228	Panama City, FL
141	Montgomery, AL	185	Manchester, NH	229	Waterloo-Cedar Falls, IA
142	Newburgh-Middletown, NY	186	Santa Barbara, CA	230	Bloomington, IL
143	Huntington, WV - Ashland, KY	187	Morgantown-Clarksburg-Fairmont	231	Lafayette, IN
144	Eugene - Springfield, OR	188	Amarillo, TX	232	Eau Claire, WI
145	Ann Arbor, MI	189	Danbury, CT	233	Monroe, LA
146	Springfield, MO	190	Terre Haute, IN	234	Sussex, NJ
147	Macon, GA	191	Waco, TX	235	Santa Fe, NM
148	Rockford, IL	192	Chico, CA	236	Battle Creek, MI
149	Killeen-Temple, TX	193	Yakima, WA	237	Wichita Falls, TX
150	Utica - Rome, NY	194	Springfield, IL	238	State College, PA
151	Evansville, IN	195	Merced, CA	239	Bryan-College Station, TX
152	Salisbury-Ocean City, MD	196	Northwest Michigan	240	Pueblo, CO
153	Savannah, GA	197	Santa Maria-Lompoc, CA	241	Altoona, PA
154	Palm Springs, CA	198	Florence, SC	242	Columbia, MO
155	Erie, PA	199	Elmira-Corning, NY	243	Texarkana, TX-AR
156	Fayetteville, AR	200	Frederick, MD	244	Billings, MT
157	Poughkeepsie, NY	201	Cedar Rapids, IA	245	Sioux City, IA
158	Wausau-Stevens Point, WI	202	Alexandria, LA	246	Williamsport, PA
159	South Bend, IN	203	Ft. Walton Beach, FL	247	Decatur, IL
160	Portland, ME	204	Champaign, IL	248	Albany, GA
161	Hagerstown-Chambersburg-Waynesboro	205	Lake Charles, LA	249	Augusta-Waterville, ME
162	Charleston, WV	206	Medford-Ashland, OR	250	Bluefield, WV
163	Tallahassee, FL	207	Richland-Kennewick-Pasco, WA	251	Grand Junction, CO
164	New London, CT	208	Laredo, TX	252	Watertown, NY
165	New Bedford-Fall River, MA	209	Laurel-Hattiesburg, MS	253	Lawton, OK
166	Binghamton, NY	210	Sioux Falls, SD	254	Rapid City, SD
167	San Luis Obispo, CA	211	Fargo, ND - Moorhead, MN	255	Harrisonburg, VA
168	Johnstown, PA	212	Marion-Carbondale, IL	256	San Angelo, TX
169	Columbus, GA	213	Duluth, MN - Superior, WI	257	Lewiston-Auburn, ME
170	Ft. Smith, AR	214	Tuscaloosa, AL	258	Ithaca, NY
171	Anchorage, AK	215	Blacksburg-Christiansburg-Radford-Pulaski	259	Grand Forks, ND-MN
172	Lincoln, NE	216	St. Cloud, MN	260	Cookeville, TN
173	Myrtle Beach, SC	217	Muskegon, MI	261	Owensboro, KY
174	Kalamazoo, MI	218	Redding, CA	262	Bismarck, ND
175	Lubbock, TX	219	Winchester, VA	263	Bangor, ME
176	Odessa - Midland, TX	220	Dubuque, IA	264	Jackson, TN
177	Wilmington, NC	221	Wheeling, WV	265	Beckley, WV
178	Tupelo, MS	222	Parkersburg-Marietta, WV-OH	266	Great Falls, MT
179	Asheville, NC	223	Charlottesville, VA	267	Cheyenne, WY
180	Topeka, KS	224	Burlington, VT	268	Meridian, MS
181	Waterbury, CT	225	Lima, OH	269	Brunswick, GA
182	Dothan, AL	226	Joplin, MO	270	Casper, WY



Introduction

Welcome to BIA's *Investing in Radio® 1999 Market Report*. This is the premiere market-by-market investment information guide on the commercial radio industry. Based on an annual cycle, it is published quarterly after each of The Arbitron Company's ratings periods and profiles all 270 of its rated radio markets.

Of the 270 markets profiled in this publication and excluding Puerto Rico, 265 markets have 1998 gross market revenue estimates totalling \$9.983 billion. The combined estimated population of these 270 markets is 217.2 million which represents 80.4% of the total U.S. population in 1997. Combined estimated 1997 retail sales for these markets are \$2,140.9 billion which is 84.1% of estimated total retail sales for the country. As of the end of December 1998, there were 4,793 commercial AM and 5,662 commercial FM stations licensed to operate in the U.S. Over 43% of these stations (1,583 AMs and 2,942 FM) are profiled with revenue estimates in these 266 markets (includes Puerto Rico). The average ratio of revenue to retail sales of the combined markets for 1997 is \$3.92 per \$1,000 retail sales. The average combined revenue per capita for 1997 is \$36.94.

New in this Edition

With the Summer 1999 Arbitron ratings period, the market definitions did not change. However, the information in the above paragraph which is in bold type has been revised to reflect changes made to our data since the 1999 3rd Edition.

Market and Competitive Overviews

Each Arbitron-rated Market is presented in two main sections:

Market Overview — provides you with the vital statistics about an Arbitron Metro Survey Area's (MSA) overall financial and demographic health.

Competitive Overview — profiles the commercial radio stations in the Arbitron MSA that receive significant ratings in the market. In the case of MSAs which have too many stations to fit on a page, we are forced to go to four pages and split the AMs from the FM) and, in so doing, repeat the Market Overview for your ease of comparison.

Why Market Rank Order? Organizing the *Market Report* in this manner allows the sophisticated financial analyst the ease of performing comparable sales analyses and like-sized market comparisons. Otherwise, significant page flipping would be involved. At the very front of the book, behind the title page, you will find an alphabetical listing of the MSAs, followed by a rank listing.

National Indices

Comparison of various market, owner and station factors with the entire country provides useful indicators of its potential. Below are several nationwide benchmarks:

National Totals

1997 Population	270,253,500
1997 Retail Sales	\$2,546,287,000,000
1998 BIA's Estimated Gross Radio Advertising Revenues	\$13,832,000,000

National Growth Rates

	'92-'97	'97-2002
Population (POP)	1.0%	0.8%
Households (HH)	1.1	1.1
Retail Sales (RS)	5.3	4.0
Effective Buying Income (EBI)	2.4	4.0

1997 National Income

Per Capita	\$16,281
Median Household	\$34,618
Average Household	\$43,956

1997 National Ethnic Breakdown

Asian	3.9%
Black	12.7
White	82.5
Spanish-Speaking	11.2

1997 National Demographic Breakdown

	Men	Women	Total
Under 12	9.0%	8.6%	17.5%
12-17	4.2	4.0	8.2
18-24	4.6	4.4	9.0
25-34	7.7	7.5	15.2
35-44	8.2	8.4	16.5
45-54	6.3	6.6	12.9
Over 55	9.0	11.6	20.6

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Questions about the *Investing in Radio® 1999 Market Report* or other BIA publications or services should be directed to:

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The Arbitron Company

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Market Statistics, Inc.

The market demographic and economic data in this publication is based on data prepared by Market Statistics, published in *Demographics USA* © 1999—County Edition and is Copyright 1999 by Interactive Market Systems, Inc. Any questions or comments regarding these data should be directed to:

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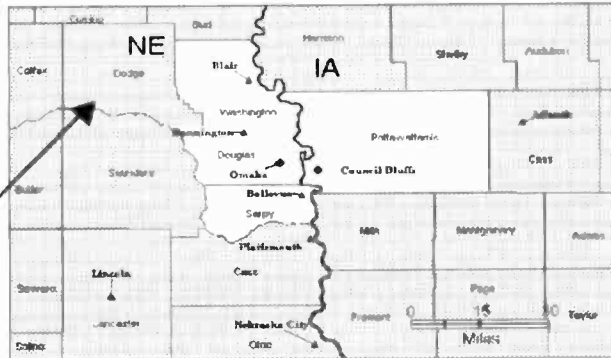
SPECIAL NOTE FOR PUERTO RICO MARKET

Beginning with the 4th edition 1998 of the *Investing in Radio Market Report*, BIA ceased using the audience estimates and demographic information supplied by Asesores, Inc. Also beginning with 1st Edition 1999, audience share data is now supplied by The Arbitron Company. Some demographic information for Puerto Rico is provided by the Puerto Rico Planning Board. BIA has estimated some projected demographic figures using historic growth rates.

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.

Metro Rank: 72

Revenue Rank: 63



Metro Counties / Population (000)

Pottawattamie, IA	83.7
Douglas, NE	441.2
Sarpy, NE	120.8
Washington, NE	18.4
Total	664.1

Omaha - Council Bluffs Market Overview



2

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$21,600	\$23,400	\$26,400	\$28,200	\$30,200	\$31,100	7.6%
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
9.3%	\$34,000	\$35,400	\$37,100	\$39,000	\$40,900	4.7%	
Revenue/Retail Sales	1992 \$3.88/1,000	1997 \$4.15/1,000	2002 \$3.90/1,000	Est. Breakout			
Revenue/Capita	\$33.90	\$46.83	\$58.42	Local	85%	National	15%

3

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	637.1	664.1	0.8%	664.1	700.1	1.1%
Households	239.6	248.9	0.8%	248.9	264.6	1.2%
Retail Sales	5,572.6	7,487.8	6.1%	7,487.8	10,486.7	7.0%
EBI	10,259.6	13,156.5	5.1%	13,156.5	18,015.1	6.5%

4

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	324.4	65.9	29.2	27.8	54.4	55.8	40.4	50.9
Women (000)	339.7	62.8	28.0	29.1	53.8	58.5	41.3	66.2
Total	664.1	128.7	57.2	56.9	108.1	114.3	81.7	117.2
Percentage	100.0%	19.4%	8.6%	8.6%	16.3%	17.2%	12.3%	17.6%
Per Capita	\$ 19,811	Median Household		\$ 41,483		Avg Household		\$ 52,858
Ethnic Population:	White 88.8%	Black 8.9%	Asian 1.7%	Hispanic 4.9%				

5

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		12	11	14	9	23
Tot 12+	3.5		62.2	64.4	65.7	18.4	84.1
Avg 12+	1.8		5.2	5.9	4.7	2.0	3.7
Tot LCS	4.2		74.0	76.6	78.1	21.9	100.0
Avg LCS	2.1		6.2	7.0	5.6	2.4	4.3

Market Overview

1 Geographic Information

Metro Rank: The ranking of the market by size of population based on the U.S. census.

Revenue Rank: The ranking of the market by BIA's estimate of 1998 market gross radio advertising revenues.

Market Map: A geographic orientation of the region with the actual market highlighted in white. These maps were created using MapInfo®. ◆ = Market City. ▼ = Cities with licensed commercial radio stations. ● = Cities with populations greater than 50,000, but no licensed radio stations (included for geographic location purposes).

Metro Counties / Population: A listing of the counties that comprise the subject radio market along with its 1997 population (presented in thousands or 000s), licensed from Market Statistics, Inc..

2 Market Radio Financials

Estimated Historic, Present and Projected Revenues: These are BIA's estimates of the gross advertising revenues (presented in thousands [\$000s]) for this market for the period 1992 to 2002. The revenue estimates represent total time sales including local, regional and national spot sales, plus political. They do not include trade and barter, production or promotional revenues.

Gross revenue estimates 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 most markets yield additional data.

Historic and Projected Growth Rates: We have also included the compound average annual rate for the periods indicated: Historically for the last five years (△ 92-97); Last year (△ 97-98); and projected for the next five years (△ 98-02).

★★★ **Confidence Rating:** These stars indicate BIA's confidence level for the estimated revenues. Three stars are awarded for a high level of confidence (several reliable outside sources); two stars for moderate confidence (limited outside sources); and one star for cautious confidence (estimated with our own resources).

Ratios: Radio market revenue to retail sales and revenue per capita are presented for three periods—historic, present and projected.

Estimated Revenue Breakout: Percentage of the market's revenues that are derived locally and from national billing.

3 Demographic and Economic Overview

This overview examines historical and projected growth trends for the following four indicators. The growth rate is the compound average annual rate for the periods indicated. For comparison of each market's growth rates with the entire country, see the tables on page 6. This information is licensed from Market Statistics, Inc. and is reprinted herein with their permission.

MSA Population: Presented in thousands (000s) of people.

MSA Households (HH): Presented in thousands (000s) of households.

MSA Retail Sales (RS): Presented in hundreds of thousands (\$000,000s) of dollars.

MSA Effective Buying Income (EBI): After tax disposable income available in the market. Presented in hundreds of thousands (\$000,000s) of dollars.

4 Demographic Breakdown

This breakdown summarizes the population dispersion by age and gender; after-tax per capita, median household and average household incomes for the market in 1997 as well as ethnic populations. For comparison of each market's growth rates with the entire country, see the tables on page 6.

NOTE: Hispanic is defined by The Arbitron Ratings Company 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.

NOTE: Median Income in markets where the geographic definition differs from that of the Standard Metropolitan Statistical Area (SMSA) is calculated as a weighted average of each county's median income figure.

NOTE: The Demographic Breakdown data and the Demographic and Economic Overview data discussed above are for the **Radio Metro** as defined by The Arbitron Ratings Company 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 1992 are readjusted as well so that data from 1992, 1997 and 2002 represent the identical geography.

5 Market Summary

This last section of the Market Overview summarizes the aggregate stations in the market by the following categories by: 1) **FCC Class** of FM Stations; 2) **Viable FMs:** those stations with significant ratings which we determine are serious competitors in the market; 3) **All AMs;** 4) **All FMs;** and 5) **Total** number of commercial radio stations in the market.

Tot 12+: The total Arbitron 12+ Average Quarter Hour (AQH) metro shares.

Avg 12+: The average Arbitron 12+ AQH metro shares is calculated by dividing the total shares in each category by the number of stations in that category.

Tot LCS: The total Local Commercial Share (LCS) adjusts for lost listening (LL) to non-commercial stations and stations not home to the market. The LCS is calculated by dividing the 12+ share by the sum of the commercial station shares in the market.

Avg LCS: The average Local Commercial Share per station = total LCS divided by number of stations in each class.

Market: Omaha - Council Bluffs

Competitive Overview

Metro Rank: 72

12

Some stations also rated in Lincoln.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)										
																Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	Summer 1997	Spring 1997	Winter 1997			
KEZO	Omaha	C	92.3	100.0	cp	1198	a	Journal Bcst Group	61	9412	9,000	c3	Rock	4,350	1.09	11.7	11.3	11.0	10.1	9.9	9.0	8.4	8.2	8.6		
KTNP	Bennington	A	93.3	3.6		427	e	Central Star	91	9807		g1	AC	900	0.88	3.0	1.8	1.5	2.2	3.2	3.5	2.8	2.6	2.5		
WOW	Omaha	C	94.1	100.0		1184	b	Journal Bcst Group	59	9808		g2	Country	2,800	1.33	6.2	4.8	5.5	5.2	5.1	5.5	6.4	6.4	6.8		
KEFM	Omaha	C	96.1	100.0		1414		Webster Comm	76				AC	3,100	1.27	7.2	4.7	5.6	4.9	6.9	7.3	5.8	6.1	6.1		
KESY	Nebraska City	C1	97.7	100.0		1122	a	Journal Bcst Group	77	9701	5,000		Soft AC	600	0.65	2.7	2.0	2.1	3.0	2.0	2.2	2.1	3.0	4.0		
KQKQ	Council Bluffs	C	98.5	100.0		1175	c	Mitchell Bcstg Co	69				CHR	2,850	1.03	8.1	7.6	7.4	7.0	6.3	7.0	7.4	6.4	7.4		
KGOR	Omaha	C	99.9	115.0		1230	e	Central Star	59	9807		g1	Oldies	2,900	1.18	7.2	6.3	5.6	7.2	6.3	5.6	7.9	8.0	6.5		
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	25.0		302		Sunrise Bcstg Corp	79	9001		al	Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0		
KZFX	Lincoln	C	101.9	100.0		1132	c	Mitchell Bcstg Co	58	9504	1,700		Cisc Rock	750	0.57	3.9	2.9	3.1	2.3	3.9	4.2	3.8	4.2	4.6		
KXKT	Glenwood	C	103.7	100.0		1014	e	Central Star	66	9807		g1	Country	3,900	1.16	9.9	8.3	9.5	9.4	6.9	8.0	8.6	7.8	10.2		
KSZR	Omaha	C	104.5	100.0		1086	a	Journal Bcst Group	72	9801	5,475	c1	Hot AC	2,000	0.78	7.5	7.4	8.0	7.2	5.9	4.6	4.4	4.5	4.2		
KKCD	Omaha	C2	105.9	50.0	cp	463	a	Journal Bcst Group	90	9501	3,500		Cisc Rock	2,400	1.07	6.6	4.1	3.6	5.9	6.2	7.0	6.9	8.1	5.7		
KOTD	Plattsmouth	A	106.9	6.0		328	d	Waitt Radio Inc	93	9802		st	MOR	75	0.12	1.9	2.3	2.5	1.3	1.1	1.5	1.2	1.2	1.2		
# FM Stations -						14	# Combos -						11	FM TOTALS				75.9	63.5	65.4	65.7	63.7	65.4	65.7	67.0	67.8

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)										
																Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	Summer 1997	Spring 1997	Winter 1997			
WOW	Omaha	B	590	5.0	5.00	b	Journal Bcst Group	23	9808		g2	Country	1,000	0.92	3.2	3.3	2.7	2.6	1.8	4.0	2.4	2.5	4.3			
KCRO	Omaha	B	660	1.0	0.00		RadiOmaha Inc	22	7904			Christian			0.6	0.6	0.4	0.0	1.0	0.7	0.6	0.5	0.4			
KOTD	Plattsmouth	B	1020	1.0	0.00	d	Waitt Radio Inc	70	9802		st	MOR	50	0.13	1.1	0.8	1.7	1.6	0.0	0.4	0.7	0.5	0.0			
KFAB	Omaha	A	1110	50.0	50.00	e	Central Star	24	9807		g1	News/Talk	3,600	1.16	9.1	7.9	8.6	6.6	8.6	7.3	6.9	7.8	6.5			
KOIL	Bellevue	B	1180	25.0	1.00	c	Mitchell Bcstg Co	87				Sports	175	0.32	1.6	0.9	0.7	0.4	2.5	1.9	4.0	3.2	3.1			
KKAR	Omaha	B	1290	5.0	5.00	c	Mitchell Bcstg Co	76	9308	470		News/Talk	1,700	0.88	5.7	6.7	4.1	4.9	5.4	5.0	4.3	4.0	2.9			
KBBX	Omaha	B	1420	1.0	0.33	a	Journal Bcst Group	57	9801		c1	Spanish	300		0.6	0.0	0.0	0.6	1.2	0.4	0.7	1.8	2.0			
KOSR	Omaha	C	1490	1.0	1.00	a	Journal Bcst Group	42	9412		c3	Sports	450	0.74	1.8	1.9	1.4	1.7	1.0	2.2	1.3	1.8	0.8			
KLNG	Council Bluffs	B	1560	1.0	0.00		Wilkins Comm	47	8906	250		Religion	100		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				23.7	22.1	19.6	18.4	21.5	21.9	20.9	22.1	20.0
Stations Profiled -						23	# Duopolies -						7	Total Local Commercial Share				85.6	85.0	84.1	85.2	87.3	86.6	89.1	87.8	

12

Docket 80-90 Allocations: 97.3, C3, Blair

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 72

Competitive Overview

6 Technical Attributes

Technical information is secured from the FCC through Actions and filings for construction permits.

“*”: A bullet to the left of the station’s listing indicates that there has been a change to this station since the last edition was printed. It could be any combination of new call sign, technical upgrade, different format, new LMA or change in ownership.

Call Letters: Listed in order of frequency, these are the licensed call letters of the commercial radio stations either licensed to the market or those stations belonging to other markets which receive significant ratings in the market.

City of License: The city from which the radio station is licensed to operate as designated by the FCC.

FCC Class: The technical allocation of the facility as defined by the FCC.

Frequency: The number of cycles the station’s signal is transmitted per second in kHz.

Power (Day or Night): The power in kilowatts at which the station transmits its signal. A “cp” indicated next to the station’s power signifies that a construction permit has been filed for approval with the FCC to change the station’s technical operations.

HAAT: Height above average terrain of the station’s center of radiation (antenna) with respect to its surrounding terrain in feet.

C: By matching the letters indicated in this column you will see the stations in the market that operate together as a “combo.”

7 Ownership

Ownership changes and information are gleaned from announcements in the trade publications, press releases, market contacts, FCC filings and other sources.

Owner: The most recent owner or proposed purchaser of the station. A proposed purchaser is indicated by a “p” next to the Sales Price (see Keys & Codes, Page 13).

Year Started: The year the station first went on the air.

Date Acq’d: The date (Year Month) the station was acquired by the most recent or proposed purchaser.

Sales Price: Presented in thousands, this is the price paid for the station. To the right of the price you may encounter a code that signifies the type of transaction. (See Keys & Codes, Page 13.) **NOTE:** 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 2 weeks prior to publication. If a sale was proposed but not approved 2 weeks prior to publication, the owner listed is the proposed purchaser. Due to the complexity of the issue, major group purchase prices are not broken out among the stations purchased.

LMA: Local Marketing Agreement. The letter indicated in this column coincides with the other stations in the market that operate with this one under such an agreement.

8 Format

The format is the specific type of programming aired by the station. Format information is based on announcements in trade publications and direct contact with the stations through frequent telephone surveys and annual mail surveys. For a list of formats and the abbreviations used by BIA, see Formats for Radio Stations on Page 14.

9 Estimated Station Revenues

In an effort to improve the quality of this publication, we estimate gross revenues for the leading stations in most markets. BIA’s revenue estimates do not include trade/barter, production or promotion revenues. We utilize direct mail surveys, telemarketing, market contacts and computer modeling to generate these estimates. Despite this effort, we must reiterate that these are **just estimates**. We view these estimates, however, as an important element to the book and encourage station operators and owners to participate in our surveys.

10 Power Ratio

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. See #11 below for explanation on calculation of Local Commercial Share (LCS).

11 Arbitron Ratings

BIA is licensed by The Arbitron Ratings Company to provide its Total Day, Average Quarter Hour (AQH) shares for persons 12 years and older. We profile the last eight ratings periods to enable the reader to analyze trends in a station’s performance. You will notice that Arbitron rates some markets 4 times per year and others only 2 times.

LCS: The Local Commercial Share is the average share for the prior 12-month period (beginning the previous Fall through the subsequent Summer ratings period) adjusted for lost listening to out-of-market and non-commercial stations. This is calculated by dividing the 12+ share by the total commercial station shares in the market.

12 Other Market Information

Top of the page: Under the Metro Rank in the top right corner, we list for your reference, the **other markets** in which some of the stations of the subject market may also be rated.

Bottom of the page: Any new allocations through either **Docket 80-90** or other FCC rulemaking are listed at the bottom of the page. Also, in some instances, AM stations which are not part of a combo and have not received ratings for several periods will be listed by Calls only by the heading “**Other AM Stations**.”

NOTE: SEE COPYRIGHTS FOR SPECIAL NOTE ON SAN JUAN, PUERTO RICO MARKET



Keys and 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 (Audience) 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 over four periods (i.e., previous Fall through subsequent Summer ratings period).
LMA	Local Marketing Agreement
MSA	Metro Survey Area
Power	Comparison of revenue share to audience share. Calculated by dividing the station revenue by market revenue; then dividing the result by the
Ratio	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
cp	Sale of construction permit for unbuilt station.
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

Because some radio stations air multiple formats, 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, their expansions, and the major format categories in which BIA classifies these formats are listed in the following table:

Abbreviation	Short Abbrev.	Full Format Name	Major Format Category	Abbreviation	Short Abbrev.	Full Format Name	Major Format Category
70&80	7&8	70s & 80s	Oldies	CCtmp	CCt	Christian Contemporary	Religion
70Hts	7Ht	70s Hits	Oldies	CHR	CHR	CHR	Contemporary Hit Radio/Top 40
70sOd	70s	70s Oldies	Oldies	Chrst	Cst	Christian	Religion
80Hts	8Ht	80s Hits	Adult Contemporary	CIHts	CHt	Classic Hits	Rock
AAA	AAA	AAA	Album Oriented Rock/Classic Rock	CIrck	CRk	Classic Rock	Album Oriented Rock/Classic Rock
AC	AC	AC	Adult Contemporary	Clsc	Clc	Classical	Classical
AdCHR	ACH	Adult CHR	Contemporary Hit Radio/Top 40	Cntry	Cty	Country	Country
AdHts	AHt	Adult Hits	Oldies	Comdy	Cdy	Comedy	Miscellaneous
AdRck	ARk	Adult Rock	Rock	CsMOR	CMR	Classic MOR	Middle of the Road
AdStd	ASt	Adult Standards	Nostalgia/Big Band	Dance	Dnc	Dance	Contemporary Hit Radio/Top 40
Altve	Alt	Alternative	Rock	DARK	DRK	DARK	Station not on air
Amerc	Amr	Americana	Country	Divrs	Dvs	Diverse	Miscellaneous
AOR	AOR	AOR	Album Oriented Rock/Classic Rock	DncOl	DnO	Dance Oldies	Oldies
Asian	Asn	Asian	Ethnic	Easy	Esy	Easy	Easy Listening/Beautiful Music
Beach	Bch	Beach	Oldies	Ecltc	Ecl	Eclectic	Miscellaneous
BgBnd	BBd	Big Band	Nostalgia/Big Band	Ethnc	Eth	Ethnic	Ethnic
BkGsp	BGp	Black Gospel	Religion	Folk	Flk	Folk	Miscellaneous
Black	Blk	Black	Urban	FuSvc	FSv	Full Service	Middle of the Road
BIGrs	BGs	Blue Grass	Country	Gospl	Gsp	Gospel	Religion
BrtAC	BtA	Bright AC	Adult Contemporary	Greek	Grk	Greek	Ethnic
BtfMs	Btf	Beautiful Music	Easy Listening/Beautiful Music	HotAC	HtA	Hot AC	Adult Contemporary
BusNw	BNw	Business News	News	Hwain	Hwn	Hawaiian	Ethnic

Abbreviation	Short Abbrev.	Full Format Name	Major Format Category	Abbreviation	Short Abbrev.	Full Format Name	Major Format Category
Info	Inf	Information	Miscellaneous	PubSv	PbS	Public Service	News
Inspr	Inp	Inspiration	Religion	R&BOd	R&B	R&B Oldies	Urban
Intl	Int	International	Ethnic	Rap	Rap	Rap	Urban
Japns	Jap	Japanese	Ethnic	RckAC	RAC	Rock AC	Rock
Jazz	Jaz	Jazz	Jazz/New Age	Relgn	Rlg	Religion	Religion
Kids	Kds	Children	Miscellaneous	RhyBl	R&B	Rhythm & Blues	Urban
Korea	Krn	Korean	Ethnic	Rhymc	Rym	Rhythmic	Contemporary Hit Radio/Top 40
Lt AC	LtA	Lite AC	Easy Listening/Beautiful Music	Rk&Rl	R&R	Rock & Roll	Rock
LtRck	LRk	Lite Rock	Easy Listening/Beautiful Music	RlgMs	RMs	Religious Music	Religion
MdRck	MRk	Modern Rock	Rock	Rncha	Rch	Ranchera	Spanish
Mexcn	Mex	Mexican	Spanish	Rock	Rck	Rock	Rock
MixAC	Mix	Mix AC	Adult Contemporary	SfHts	SHt	Soft Hits	Easy Listening/Beautiful Music
ModAC	MdA	Modern AC	Adult Contemporary	SftAC	SAC	Soft AC	Easy Listening/Beautiful Music
MOR	MOR	MOR	Middle of the Road	SftRk	SRk	Soft Rock	Adult Contemporary
Motvl	Mvl	Motivational	Talk	SmJaz	SJz	Smooth Jazz	Jazz/New Age
NAC	NAC	NAC	Jazz/New Age	Span	Spn	Spanish	Spanish
News	Nws	News	News	SpnAC	SpA	Spanish AC	Spanish
Nstlg	Nst	Nostalgia	Nostalgia/Big Band	Sprts	Spt	Sports	Sports
NwAge	NAg	New Age	Jazz/New Age	Talk	Tlk	Talk	Talk
NwRck	NRk	New Rock	Rock	Tejno	Tej	Tejano	Spanish
Oldes	Old	Oldies	Oldies	Top40	T40	Top 40	Contemporary Hit Radio/Top 40
Polka	Pka	Polka	Miscellaneous	UrbAC	UAC	Urban AC	Urban
Polsh	Pol	Polish	Ethnic	Urban	Urb	Urban	Urban
Portg	Ptg	Portuguese	Ethnic	UrCHR	UCH	Urban CHR	Urban
Prgvs	Pgv	Progressive	Rock	VarHt	VHt	Variety Hits	Miscellaneous
Public	Pub	Public	Public - Non Commercial Station	Varty	Var	Variety	Miscellaneous

Metro Rank: 1
Revenue Rank: 2

New York Market Overview



Metro Counties / Population (000)

Fairfield, CT	330.0
Bergen, NJ	851.0
Essex, NJ	760.2
Hudson, NJ	555.2
Middlesex, NJ	708.6
Monmouth, NJ	597.9
Morris, NJ	454.8
Passaic, NJ	469.3
Somerset, NJ	277.0
Union, NJ	499.5
Bronx, NY	1,192.5
Kings, NY	2,266.3
Nassau, NY	1,304.3
New York, NY	1,549.8
Putnam, NY	92.6
Queens, NY	1,993.2
Richmond, NY	403.6
Rockland, NY	282.6
Suffolk, NY	1,364.7
Westchester, NY	897.1
Total	16,850.2

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

ESTIMATED GROSS REVENUES ***	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$348,000	\$374,000	\$428,800	\$462,100	\$499,300	\$551,800
***	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	13.4%	\$625,500	\$688,100	\$756,900	\$825,000	\$907,500	9.7%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$2.82/1,000	\$3.96/1,000	\$5.90/1,000	Local	84%		
Revenue/Capita	\$20.94	\$32.75	\$53.31	National	16%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	16,617.1	16,850.2	0.3%	16,850.2	17,022.4
Households	6,067.4	6,111.6	0.1%	6,111.6	6,203.4	0.3%
Retail Sales	123,316.9	139,252.0	2.5%	139,252.0	153,890.5	2.0%
EBI	330,884.6	333,979.0	0.2%	333,979.0	377,511.6	2.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	8,048.0	1,317.0	638.3	732.9	1,325.7	1,359.4	1,116.6	1,558.1
Women (000)	8,802.3	1,263.9	617.0	736.7	1,328.6	1,478.6	1,250.9	2,126.6
Total	16,850.2	2,580.9	1,255.3	1,469.6	2,654.4	2,838.0	2,367.5	3,684.7
Percentage	100.0%	15.3%	7.4%	8.7%	15.8%	16.8%	14.1%	21.9%
Per Capita	\$ 19,820		Median Household	\$ 42,498		Avg Household	\$ 54,647	
Ethnic Population:	White 71.1%	Black 21.3%	Asian 7.2%	Hispanic 19.1%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	18	21		16	39	36	75
Tot 12+	3.3	61.5		57.1	64.8	21.1	85.9
Avg 12+	0.2	2.9		3.6	1.7	0.6	1.1
Tot LCS	3.8	71.6		66.5	75.4	24.6	100.0
Avg LCS	0.2	3.4		4.2	1.9	0.7	1.3

Competitive Overview

Some stations also rated in markets (17, (47) and (99)

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
• WXRK	New York	B	92.3	6.0	1362	a	Infinity Bcstg	51	9612		g1	Alternative	45,600	1.62	4.5	3.6	3.8	4.4	3.6	3.7	3.8	4.3	4.1
WLIR	Garden City	A	92.7	1.0	522		Jarad Bcstg Co Inc	59				Modern Rock	n/a		0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.3	0.3
WPAT	Paterson	B	93.1	5.4	1421	h	Spanish Bcstg	57	9608	83,500		Spanish	14,000	0.59	3.8	2.7	3.2	2.9	3.0	3.2	3.2	3.5	3.3
• WRTN	New Rochelle	A	93.5	3.0	331	i	Hudson	53				Nostalgia	800		0.2	0.0	0.0	0.4	0.0	0.3	0.3	0.0	0.0
WJLK	Asbury Park	A	94.3	1.3	499		Nassau Bcstg Ptrs	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	p	Barnstable Bcstg	61	9711	See (17)		Country	n/a		0.2	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.0
• WFME	Newark	B	94.7	37.0	571		Family Stations Inc	47	6603			Christian			0.8	0.7	0.6	0.9	0.9	0.7	0.7	0.6	0.9
WHFM	Southampton	A	95.3	5.0	354	n	Cox Radio Inc	71	9805			AOR	n/a		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WPLJ	New York	B	95.5	6.7	1335	c	ABC Radio Inc	60	9602		g2 2	Hot AC	30,000	1.55	3.1	2.6	2.9	2.4	2.3	2.9	2.7	2.6	2.8
WQXR	New York	B	96.3	6.0	1362		New York Times	39				Classical	14,300	0.74	3.1	2.7	2.5	2.5	2.8	2.4	3.1	2.9	2.4
WKHL	Stamford	A	96.7	3.0	328		Cox Radio Inc	47	9908 p			Oldies	n/a		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WQHT	New York	B	97.1	6.7 cp	1339	k	Emmis	61	8809		g 1	Urban CHR	27,800	0.68	6.5	4.8	5.4	5.7	5.3	5.8	5.6	5.5	5.9
• WALK	Patchogue	B	97.5	39.0	554	g	AMFM Inc	52	9910 p			AC	n/a		1.0	1.1	1.0	1.0	0.9	0.9	0.9	0.9	
WSKQ	New York	B	97.9	6.0	1362	h	Spanish Bcstg	50	8901	55,500		Spanish	29,000	0.69	6.7	5.1	4.8	4.5	5.2	6.0	5.9	6.1	5.6
WKJY	Hempstead	A	98.3	3.0	328	p	Barnstable Bcstg	47	8412	See (17)		Soft Rock	n/a		0.5	0.4	0.4	0.4	0.4	0.4	0.3	0.6	0.4
• WMGQ	New Brunswick	A	98.3	1.2	525	d	Greater Media	47				Rock AC	3,450		0.3	0.3	0.3	0.5	0.3	0.4	0.3	0.0	0.3
WDRE	Westhampton	A	98.5	6.0	282	o	Jarad Bcstg Co Inc	93	9506			Modern Rock	n/a		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WRKS	New York	B	98.7	6.0	1362	k	Emmis	41	9411		st 1	Rhythm/Blue	26,700	0.91	4.7	3.3	3.3	3.6	3.8	3.6	4.3	4.2	4.4
• WHTZ	Newark	B	100.3	6.0	1362	g	AMFM Inc	61	9910 p		g	CHR	27,500	0.85	5.2	4.7	4.6	4.4	4.5	4.6	5.1	4.7	3.9
• WHUD	Peekskill	B	100.7	50.0	499	s	Albany Bcstg Co Inc	58	9701	20,000	c2	AC	6,400		0.5	0.6	0.5	0.6	0.6	0.4	0.5	0.5	0.4
• WCBS	New York	B	101.1	6.8	1326	a	Infinity Bcstg	41	9511		g4	Oldies	36,400	1.14	5.1	4.2	4.2	3.5	4.7	4.2	4.6	4.6	4.6
• WQCD	New York	B	101.9	3.3	1421	k	Emmis	45	9804		sw 1	NAC/Jazz	21,600	1.02	3.4	2.9	2.9	2.7	3.1	3.1	2.8	3.2	2.8
WBAB	Babylon	A	102.3	6.0	269	q	Cox Radio Inc	58	9805			AOR	n/a		0.6	0.6	0.6	0.5	0.4	0.5	0.5	0.5	
• WNEW	New York	B	102.7	50.0 cp	282	a	Infinity Bcstg	58	8912		g	Talk	14,900	1.32	1.8	1.5	1.4	1.4	1.5	1.5	1.7	1.5	1.7
• WBZO	Bay Shore	A	103.1	3.0	285		Barnstable Bcstg	93	9705	See (17)		Oldies	n/a		0.5	0.5	0.4	0.6	0.5	0.4	0.4	0.4	
• WKTU	Lake Success	B	103.5	5.4	1417	g	AMFM Inc	40	9910 p		g	CHR/Rhymc	34,000	1.16	4.7	4.3	4.5	4.0	4.0	3.9	4.2	3.8	4.6
• WFAS	White Plains	A	103.9	0.6	669	b	Aurora Comm	47	9908	20,250	d1	AC	5,000		0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.3	0.0
• WRCN	Riverhead	A	103.9	1.5	466	p	Barnstable Bcstg	62	9711			Clsc Hits	n/a		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WAXQ	New York	B	104.3	6.0	1362	g	AMFM Inc	56	9910 p		g	Clsc Rock	14,400	1.28	1.8	2.0	2.0	1.9	1.7	1.7	1.6	1.5	1.4
• WTJM	New York	B	105.1	6.0	1362	g	AMFM Inc	53	9910 p		g	R&B Oldies	9,800	0.92	1.7	2.6	2.6	3.5	1.7	1.6	1.5	1.5	1.5
• WDHA	Dover	A	105.5	1.0 cp	574	r	New Jersey Bcstg	61	9206	See (99)		AOR			0.3	0.3	0.3	0.3	0.0	0.4	0.3	0.0	0.3
WCAA	Newark	B1	105.9	0.6	1362	e	Hispanic Bcstg	62	9801		sw	Spanish	3,000	0.44	1.1	1.7	1.5	1.3	1.5	1.7	0.9	0.6	0.7
WBLI	Patchogue	B	106.1	48.5	499	q	Cox Radio Inc	58	9805			Hot AC	n/a		0.9	0.9	0.8	0.7	0.7	0.8	0.7	0.7	
• WZZN	Mount Kisco	A	106.3	1.4	440	b	Aurora Comm	64	9908		d1	Jazz	400		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	g	AMFM Inc	61	9910 p		g	Lite AC	45,400	1.05	6.9	6.1	5.4	6.1	5.9	5.5	5.9	6.6	6.2
WWXY	Hampton Bays	A	107.1	3.0 cp	279	j	Big City Radio	80	9702	See (17)		Country	n/a		0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
WWZY	Long Branch	A	107.1	4.7 cp	371	j	Big City Radio	60	9702	See (47)		Country	n/a		0.4	0.4	0.3	0.4	0.4	0.5	0.3	0.4	0.3
WYNY	Briarcliff Manor	A	107.1	1.9 cp	591		Big City Radio	60				Country	3,400		0.5	0.7	0.6	0.6	0.5	0.5	0.4	0.5	0.5
WBSL	New York	B	107.5	4.2	1362	f	Inner City Bcstg	65				Urban	15,300	0.79	3.1	3.6	3.6	3.3	3.7	3.3	2.7	2.5	2.3
# FM Stations -				39	# Combos -				30	FM TOTALS				74.4	65.4	64.8	65.5	64.6	65.6	65.6	65.6	64.2	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 1

Revenue Rank: 2

New York Market Overview



Metro Counties / Population (000)

Fairfield, CT	330.0
Bergen, NJ	851.0
Essex, NJ	760.2
Hudson, NJ	555.2
Middlesex, NJ	708.6
Monmouth, NJ	597.9
Morris, NJ	454.8
Passaic, NJ	469.3
Somerset, NJ	277.0
Union, NJ	499.5
Bronx, NY	1,192.5
Kings, NY	2,266.3
Nassau, NY	1,304.3
New York, NY	1,549.8
Putnam, NY	92.6
Queens, NY	1,993.2
Richmond, NY	403.6
Rockland, NY	282.6
Suffolk, NY	1,364.7
Westchester, NY	897.1
Total	16,850.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$348,000	\$374,000	\$428,800	\$462,100	\$499,300	\$551,800
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
	13.4%	\$625,500	\$688,100	\$756,900	\$825,000	\$907,500	9.7%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$2.82/1,000	\$3.96/1,000	\$5.90/1,000	Local	84%		
Revenue/Capita	\$20.94	\$32.75	\$53.31	National	16%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	16,617.1	16,850.2	0.3%	16,850.2	17,022.4
Households	6,067.4	6,111.6	0.1%	6,111.6	6,203.4	0.3%
Retail Sales	123,316.9	139,252.0	2.5%	139,252.0	153,890.5	2.0%
EBI	330,884.6	333,979.0	0.2%	333,979.0	377,511.6	2.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	8,048.0	1,317.0	638.3	732.9	1,325.7	1,359.4	1,116.6	1,558.1
Women (000)	8,802.3	1,263.9	617.0	736.7	1,328.6	1,478.6	1,250.9	2,126.6
Total	16,850.2	2,580.9	1,255.3	1,469.6	2,654.4	2,838.0	2,367.5	3,684.7
Percentage	100.0%	15.3%	7.4%	8.7%	15.8%	16.8%	14.1%	21.9%
Per Capita	\$ 19,820			Median Household	\$ 42,498		Avg Household	\$ 54,647
Ethnic Population:	White	71.1%	Black	21.3%	Asian	7.2%	Hispanic	19.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viabie FMs	All FMs	All AMs	Total
# Stations	18	21		16	39	36	75
Tot 12+	3.3	61.5		57.1	64.8	21.1	85.9
Avg 12+	0.2	2.9		3.6	1.7	0.6	1.1
Tot LCS	3.8	71.6		66.5	75.4	24.6	100.0
Avg LCS	0.2	3.4		4.2	1.9	0.7	1.3

Competitive Overview

Some stations also rated in markets (17, (47) and (99)

AM Stations		Day		Night		Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
Calls	City of License	FCC Class	Freq	Power (kW)	Power (kW) C						Owner	Revenue (000)1/		Power Ratio	Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
WLUX	Islip	B	540	0.3	0.20	Long Is. Multi-Media	60 9510	See (17)	Nostalgia	n/a			0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0		
• WMCA	New York	B	570	50.0 cp	30.00	I Salem Comm Corp	25 8909	15,000	Christian			0.4	0.3	0.4	0.0	0.4	0.3	0.3	0.4	0.4		
WJWR	Jersey City	B	620	3.0 cp	7.60	One-On-One	48 9709		Sprts/Talk	2,000			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WFAN	New York	B	660	50.0	50.00	a Infinity Bcstg	22 9612		g1 Sprts/Talk	55,100	3.04	2.9	2.6	2.7	2.4	2.8	2.6	2.6	2.2	2.8		
WOR	New York	A	710	50.0	50.00	Buckley Bcstg Corp	22 8809	24,000	News/Talk	23,000	1.05	3.5	3.3	2.8	2.6	2.9	2.8	3.2	3.1	3.0		
• WGSM	Huntington	B	740	25.0	0.04	p Barnstable Bcstg	51 9711		Country				0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0		
WABC	New York	A	770	50.0	50.00	c ABC Radio Inc	21 9602		g2 2 Nws/Tlk/Spt	16,800	0.75	3.6	2.7	3.1	3.2	3.0	3.3	3.2	3.0	3.1		
• WCBS	New York	A	880	50.0	50.00	a Infinity Bcstg	24 9511		g4 News	33,300	1.57	3.4	3.1	3.0	2.9	3.0	2.8	3.0	2.8	3.2		
• WRKL	New City	B	910	1.0 cp	0.80	Polnet Comm Ltd	64 9903	1,625	Polish	1,000			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WPAT	Paterson	B	930	5.0	5.00	m Multicultural Bcstg	41 9803		sw Spanish	2,000			0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0		
• WWDJ	Hackensack	B	970	5.0	5.00	l Salem Comm Corp	21 9406		g ChrSContemp			0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3		
• WINS	New York	B	1010	50.0	50.00	a Infinity Bcstg	24 6207		News	38,300	1.61	3.8	3.6	3.7	4.1	3.5	3.6	3.2	3.6	3.0		
WEVD	New York	B	1050	50.0	50.00	Forward Bcstg Inc	22 8901	23,000	News/Talk	500		0.1	0.4	0.4	0.4	0.3	0.3	0.0	0.0	0.0		
WHLI	Hempstead	B	1100	10.0	0.00	p Barnstable Bcstg	47 8412		MOR	n/a		0.6	0.7	0.5	0.6	0.5	0.5	0.4	0.6	0.5		
WBBR	New York	A	1130	50.0	50.00	Bloomberg Comm	34 9211	13,580	News	3,200		0.6	0.8	0.7	0.6	0.6	0.5	0.5	0.5	0.5		
• WVNJ	Oakland	B	1160	20.0	2.50	Universal Bcstg	93		Adlt Stndrd				0.4	0.3	0.5	0.0	0.0	0.0	0.0	0.0		
WWTR	Bridgewater	B	1170	0.2	0.00	New Jersey Bcstg	71 9906	260	Nostalgia				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WLIB	New York	B	1190	10.0 cp	30.00	f Inner City Bcstg	42 7207	3,400	Talk	3,500	0.51	1.1	0.7	0.8	0.8	0.7	0.7	0.9	1.0	1.3		
• WFAS	White Plains	C	1230	1.0	1.00	b Aurora Comm	32 9908		d1 Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WMTR	Morristown	B	1250	5.0	1.00	r New Jersey Bcstg	48 9206		Nostalgia			0.2	0.4	0.4	0.4	0.0	0.3	0.0	0.4	0.0		
WADO	New York	B	1280	50.0 cp	5.00	e Hispanic Bcstg	34 9508		g Spanish	8,200	0.55	2.4	1.6	2.3	1.8	1.6	1.6	2.4	2.4	2.0		
• WLIR	Spring Valley	B	1300	0.5	0.08	Alexander Bcstg	65 9909 p	270	Nostalgia	150			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WWRV	New York	B	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		
• WALK	Patchogue	B	1370	0.5	0.10	g AMFM Inc	52 9910 p		Soft AC	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WKDM	New York	B	1380	5.0	5.00	m Multicultural Bcstg	27 9501	6,940	Ethnic				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WLNA	Peekskill	B	1420	5.0	1.00	s Albany Bcstg Co Inc	48 9701		c2 Nostalgia				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WNSW	Newark	B	1430	5.0 cp	5.00	m Multicultural Bcstg	47 9803		g7 Adlt Stndrd				0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WCTC	New Brunswick	C	1450	1.0	1.00	d Greater Media	46 5705		Talk	1,700			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WVOX	New Rochelle	B	1460	0.5	0.12	i Hudson	50		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WZRC	New York	B	1480	5.0	5.00	m Multicultural Bcstg	25 9803		g7 Korean				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WGHT	Pompton Lakes	B	1500	1.0	0.00	Mariana Bcstg Inc	64 9307	425	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WJDM	Elizabeth	B	1530	1.0	0.00	Radio Unica	70 9901		g 3 Variety				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WQEW	New York	A	1560	50.0	50.00	New York Times	36 4402		2 Children	5,100	0.35	2.3	0.0	0.0	0.0	2.1	2.0	1.8	2.0	2.1		
WERA	Plainfield	B	1590	0.5	0.50	Unity Bcstg	61 9611	1,000	DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WWRL	New York	B	1600	25.0 cp	5.00	Unity Bcstg	26 8206	1,985	Urban/Oldes	2,500		0.5	0.0	0.0	0.0	0.0	0.4	0.3	0.5	0.4		
• WWRU	Jersey City	B	1660	10.0 cp	9.00	Radio Unica	97 9901		g Spanish				0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -				36	# Combos -				20	AM TOTALS				25.6	21.5	21.1	20.4	22.0	21.7	21.8	22.8	22.6
AM & FM Stations Profiled -				75	# Duopolies -				23	Total Local Commercial Share				86.9	85.9	85.9	86.6	87.3	87.4	88.4	86.8	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 2

Revenue Rank: 1

Los Angeles Market Overview



Metro Counties / Population (000)

Los Angeles, CA	9,602.0
Orange, CA	2,703.1
	12,305.1

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$424,000	\$442,000	\$482,900	\$513,200	\$538,100	\$576,500	6.3%
Δ 97 - 98	13.5%	1998	1999	2000	2001	2002	Δ 98 - 02
		\$654,500	\$726,500	\$806,400	\$887,100	\$975,800	10.5%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$4.75/1,000	\$6.16/1,000	\$9.73/1,000	Local	72%		
Revenue/Capita	\$36.02	\$46.85	\$75.86	National	28%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	11,771.8	12,305.1	0.9%	12,305.1	12,863.3
Households	3,922.6	4,045.4	0.6%	4,045.4	4,201.3	0.8%
Retail Sales	89,224.8	93,552.7	1.0%	93,552.7	100,333.3	1.4%
EBI	194,217.2	190,077.3	-0.4%	190,077.3	213,158.8	2.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	6,157.8	1,147.7	506.2	691.0	1,153.5	1,017.4	746.4	895.6
Women (000)	6,147.3	1,097.0	473.9	603.6	1,034.9	1,012.8	767.6	1,157.5
Total	12,305.1	2,244.8	980.1	1,294.6	2,188.4	2,030.2	1,514.0	2,053.1
Percentage	100.0%	18.2%	8.0%	10.5%	17.8%	16.5%	12.3%	16.7%
Per Capita	\$ 15,447			Median Household	\$ 36,214		Avg Household	\$ 46,986
Ethnic Population:	White 77.1%		Black 9.1%		Asian 13.3%		Hispanic 40.8%	

Market Summary

FM Classes	Class A	Class B	Class C	Viabie FMs	All FMs	All AMs	Total
# Stations	16	22		21	38	29	67
Tot 12+	6.3	62.3		64.6	68.6	18.3	86.9
Avg 12+	0.4	2.8		3.1	1.8	0.6	1.3
Tot LCS	7.2	71.7		74.3	78.9	21.1	100.0
Avg LCS	0.5	3.3		3.5	2.1	0.7	1.5

Competitive Overview

Some stations also rated in Riverside.

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)									Revenue (000)1/	Power Ratio		Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
• KKB	Los Angeles	B	92.3	42.0	2910	h	AMFM Inc	48	9910 p		g	CHR/AC	35,850	1.19	4.6	3.3	3.0	3.8	3.8	4.0	3.8	3.9	4.5	
• KLIT	Avalon	A	92.7	6.0 cp	272		Amaturo Group Ltd	94	9512	600		AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KCBS	Los Angeles	B	93.1	28.5 cp	3498	a	Infinity Bcstg	48	9511		g4	Clsc Rock	28,900	1.52	2.9	2.5	2.5	2.6	2.3	2.4	2.4	2.5	2.7	
• KFOX	Redondo Beach	A	93.5	6.0	282	e	Chagal Comm	61	9308	9,800		Korean				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	9804		sw	Country	16,600	0.94	2.7	2.1	2.2	2.1	2.2	2.1	2.3	2.3	2.7	
• KBUA	San Fernando	A	94.3	3.0	95	j	Lieberman Bcstg Inc	58	9701	10,800		Mexican	700		0.2	0.5	0.4	0.5	0.1	0.2	0.1	0.2	0.2	
• KIKF	Garden Grove	A	94.3	3.0 cp	246		Astor Bcst Group	61	7607	1,400		Country	700		0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.3	0.4	
• KTUV	Los Angeles	B	94.7	58.0	2832	a	Infinity Bcstg	61	8912		g	NAC/Jazz	34,500	1.39	3.8	3.3	2.9	3.5	3.5	3.3	3.3	3.3	3.4	
• KLOS	Los Angeles	B	95.5	61.0	3130	b	ABC Radio Inc	47	9602		g1	AOR	26,950	1.47	2.8	2.1	2.4	2.1	2.3	2.4	2.6	2.3	2.6	
• KXMX	Anaheim	A	95.9	6.0 cp	328	f	Clear Channel	61	9905		g2	Hot AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KFSG	Los Angeles	B	96.3	54.0	479		Int'l Foursquare Ch	49				Christian	600		0.3	0.0	0.4	0.5	0.4	0.3	0.0	0.5	0.4	
• KWIZ	Santa Ana	A	96.7	6.0	203	j	Lieberman Bcstg Inc	47	9612	11,200		Span/Urban				0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KLSX	Los Angeles	B	97.1	21.0	3002	a	Infinity Bcstg	54	9708		sw	Talk	29,400	1.66	2.7	2.2	2.2	1.9	2.4	2.5	2.2	2.4	2.5	
• KSSE	Riverside	B	97.5	72.0	1828		EXCL Comm Inc	59	9703		g	Span/CHR	6,500	0.58	1.7	2.4	1.8	1.8	1.9	1.8	1.3	1.5	1.2	
• KAVS	Mojave	A	97.7	6.0 cp	328	l	Clear Channel	66	9905		g	Top 40				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KLAX	East Los Angeles	B	97.9	33.0	604		Spanish Bcstg	49	8712	15,000		Mexican	14,150	0.62	3.5	2.8	3.0	3.3	4.1	3.2	3.5	3.4	2.1	
• KRTO	West Covina	A	98.3	0.6	1004	d	Hispanic Bcstg	57	9910 p	75,000	d6	R&B Oldies	1,300		0.2	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.2	
• KYSR	Los Angeles	B	98.7	75.0	1181	h	AMFM Inc	54	9910 p		g	Hot AC	27,000	1.25	3.3	2.9	3.2	3.0	2.5	3.1	2.9	2.9	2.8	
• KKLA	Los Angeles	B	99.5	10.5	2881	i	Salem Comm Corp	85				Chrst/Talk			0.6	0.4	0.6	0.5	0.3	0.4	0.6	0.6	0.4	
• KCMG	Los Angeles	B	100.3	5.3	3005	h	AMFM Inc	57	9910 p		g	R&B Oldies	16,500	0.84	3.0	2.4	2.5	2.8	2.8	3.2	3.1	2.7	1.4	
• KRTH	Los Angeles	B	101.1	51.0	3130	a	Infinity Bcstg	41	9612		g5	Oldies	37,100	1.42	4.0	2.6	2.9	3.2	3.0	3.4	3.3	3.4	4.0	
• KSCA	Glendale	B	101.9	4.8	2832	g	Hispanic Bcstg	48	9908	112,500		Spanish	14,200	0.34	6.3	6.0	6.2	6.0	6.9	6.0	5.8	5.4	4.9	
• KJLH	Compton	A	102.3	5.6 cp	338		Taxi Prod Inc	65	7906			Urban	2,600	0.26	1.5	1.6	1.2	1.0	1.2	1.3	1.5	1.2	1.4	
• KIIS	Los Angeles	B	102.7	8.0	2959	f	Clear Channel	48	9905		g2	Top 40	39,200	1.43	4.2	4.8	4.7	4.3	3.6	3.5	3.3	3.8	4.0	
• KACD	Santa Monica	A	103.1	3.0	570	f	Clear Channel	60	9812	67,000	d3	AAA	1,200		0.6	0.3	0.4	0.4	0.5	0.6	0.6	0.5	0.5	
• KBCD	Newport Beach	A	103.1	2.0	299	f	Clear Channel	62	9905		g2	AAA	600		0.2	0.4	0.2	0.2	0.2	0.3	0.1	0.1	0.2	
• KOST	Los Angeles	B	103.5	12.5	3114	d	AMFM Inc	57	9910 p		g	AC	30,900	1.12	4.2	3.0	3.5	3.0	3.6	3.9	3.3	3.8	3.8	
• KACE	Inglewood	A	103.9	4.1 cp	387	d	Hispanic Bcstg	59	9910 p		d6	R&B Oldies	5,000		0.9	0.8	0.6	1.0	0.8	0.9	0.7	0.8	0.9	
• KBIG	Los Angeles	B	104.3	84.0	2894	h	AMFM Inc	59	9910 p		g	AC	27,200	1.34	3.1	2.3	2.1	2.5	2.4	2.6	2.6	3.0	2.7	
• KKGO	Los Angeles	B	105.1	18.0	2887	c	Mt Wilson FM	59				Classical	8,300	0.63	2.0	1.4	2.0	2.1	1.8	1.6	1.9	1.9	1.7	
• KBUE	Long Beach	A	105.5	3.0 cp	466	j	Lieberman Bcstg Inc	61	9412	13,000	e	Mexican	4,300	0.36	1.8	3.3	2.7	2.1	1.8	1.3	1.6	1.7	1.6	
• KPWR	Los Angeles	B	105.9	25.0	3035		Emmis	56	8401		g	Urban CHR	26,850	0.91	4.5	3.9	4.0	4.3	4.1	3.7	3.9	4.0	4.2	
• KALI	Santa Ana	A	106.3	6.0 cp	302	k	Multicultural Bcstg	60	9512	9,100		Variety				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 Radio	70	9702		g	AC	800		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KROQ	Pasadena	B	106.7	5.6 cp	1388	a	Infinity Bcstg	74	9612		g5	Alternative	30,800	1.27	3.7	4.0	3.7	3.7	3.5	3.4	3.3	3.4	3.0	
• KLYY	Arcadia	A	107.1	6.0	-43		Big City Radio	60	9606		g6	Modern Rock	7,750	1.18	1.0	0.7	0.7	0.9	0.8	0.8	1.0	0.8	1.0	
• KLVE	Los Angeles	B	107.5	29.5	2999	g	Hispanic Bcstg	59	8804		g3	Spanish	31,400	0.71	6.8	5.9	5.9	5.4	6.5	6.0	6.3	5.3	6.1	
• KWVE	San Clemente	B	107.9	0.6 cp	3691		Calvary Chapel	71	8504	2,000		Christian	800		0.5	0.7	0.6	0.3	0.6	0.4	0.4	0.4	0.5	
		# FM Stations -		38		# Combos -		25				FM TOTALS				77.8	69.7	68.6	68.9	70.0	68.8	67.8	68.4	68.0

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 2

Revenue Rank: 1

Los Angeles Market Overview



Metro Counties / Population (000)

Los Angeles, CA	9,602.0
Orange, CA	2,703.1
	12,305.1

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$424,000	\$442,000	\$482,900	\$513,200	\$538,100	\$576,500
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	13.5%	\$654,500	\$726,500	\$806,400	\$887,100	\$975,800	10.5%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$4.75/1,000	\$6.16/1,000	\$9.73/1,000	Local	72%		
Revenue/Capita	\$36.02	\$46.85	\$75.86	National	28%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	11,771.8	12,305.1	0.9%	12,305.1	12,863.3	0.9%
Households	3,922.6	4,045.4	0.6%	4,045.4	4,201.3	0.8%
Retail Sales	89,224.8	93,552.7	1.0%	93,552.7	100,333.3	1.4%
EBI	194,217.2	190,077.3	-0.4%	190,077.3	213,158.8	2.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	6,157.8	1,147.7	506.2	691.0	1,153.5	1,017.4	746.4	895.6
Women (000)	6,147.3	1,097.0	473.9	603.6	1,034.9	1,012.8	767.6	1,157.5
Total	12,305.1	2,244.8	980.1	1,294.6	2,188.4	2,030.2	1,514.0	2,053.1
Percentage	100.0%	18.2%	8.0%	10.5%	17.8%	16.5%	12.3%	16.7%
Per Capita	\$ 15,447							
				Median Household	\$ 36,214		Avg Household	\$ 46,986
Ethnic Population:	White 77.1%		Black 9.1%		Asian 13.3%		Hispanic 40.8%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	16	22		21	38	29	67
Tot 12+	6.3	62.3		64.6	68.6	18.3	86.9
Avg 12+	0.4	2.8		3.1	1.8	0.6	1.3
Tot LCS	7.2	71.7		74.3	78.9	21.1	100.0
Avg LCS	0.5	3.3		3.5	2.1	0.7	1.5

Competitive Overview

Some stations also rated in Riverside.

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
● KLAC	Los Angeles	B	570	5.0	5.00	h	AMFM Inc	24	9910	p	g	Adlt Stndrd	4,100	0.25	2.5	1.6	1.7	2.3	2.3	2.1	2.2	2.2	2.3	
● KFI	Los Angeles	A	640	50.0	50.00	d	AMFM Inc	22	9910	p	g	Talk	32,500	1.10	4.5	3.5	3.3	3.6	3.9	3.4	3.9	4.4	4.0	
● KIRN	Simi Valley	B	670	5.0	3.00	m	Lotus Comm Corp	84	9702			Ethnic	4,200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● KDIS	Los Angeles	B	710	50.0	10.00	b	ABC Radio Inc	27	9602		g1	Children	2,600		0.3	0.3	0.0	0.4	0.4	0.4	0.3	0.4	0.0	
● KBRT	Avalon	B	740	10.0	0.11		Crawford Bcstg Co	52	8005			Chrst/Talk	4,500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● KABC	Los Angeles	B	790	5.0	5.00	b	ABC Radio Inc	29	9602		g1	Talk	13,400	0.64	3.2	2.4	2.3	2.4	2.4	2.8	2.9	2.6	3.0	
● KPLS	Orange	B	830	50.0	20.00	cp	Catholic Radio	92	9810		g	Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● KBET	Thousand Oaks	B	850	25.0	1.00	f	Clear Channel	71	9905		g	Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● KIEV	Glendale	B	870	20.0	3.00	i	Salem Comm Corp	31	9805	p		Talk	33,400		0.5	0.6	0.7	0.6	0.8	0.4	0.4	0.5	0.5	
● KALI	West Covina	B	900	1.0	1.00	cp	Multicultural Bcstg	63	9811		k	Bus News	9,000		0.2	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.3	
● KKHJ	Los Angeles	B	930	5.0	5.00	j	Liberman Bcstg Inc	22	9003			Span/News	23,000		0.7	1.6	1.4	1.1	0.6	0.5	0.6	0.6	0.7	
● KFVB	Los Angeles	B	980	50.0	50.00	cp	Infinity Bcstg	25	6612			News	25,650	1.70	2.3	1.7	1.9	1.9	2.0	2.1	1.9	2.1	2.1	
● KTNQ	Los Angeles	B	1020	50.0	50.00	g	Hispanic Bcstg	25	8804		g3	Spanish	8,100	0.54	2.3	1.3	1.9	1.6	1.7	1.9	2.2	1.8	2.1	
● KNX	Los Angeles	A	1070	50.0	50.00	a	Infinity Bcstg	20	9511		g4	News	28,200	1.66	2.6	2.4	2.0	2.5	2.1	2.1	2.4	2.5	2.0	
● KRLA	Pasadena	B	1110	50.0	20.00	a	Infinity Bcstg	42	9708		sw	Talk	3,000		0.8	0.9	0.8	1.0	0.6	0.7	0.7	0.6	0.8	
● KXTA	Los Angeles	B	1150	50.0	44.00	cp	Clear Channel	27	9905		g2	Sprts/Talk	15,000		0.4	0.5	0.7	0.4	0.4	0.8	0.7	0.0	0.0	
● KEZY	Anaheim	B	1190	20.0	1.30	f	Clear Channel	59	9905		g2	Ethnic				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● KWPA	Pomona	B	1220	0.3	0.25		Multicultural Bcstg	60	9803		g9	Ranchera				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● KYPA	Los Angeles	C	1230	1.0	1.00	k	Multicultural Bcstg	26	9803		g9	Korean	1,000			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● KGIL	Beverly Hills	B	1260	5.0	5.00	c	Mt Wilson FM	47	9212			Adlt Stndrd	2,500		0.3	0.5	0.6	0.3	0.4	0.4	0.4	0.4	0.0	
● KAZN	Pasadena	B	1300	5.0	1.00	k	Multicultural Bcstg	42	9806			Asian	12,000		0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	
● KWKW	Los Angeles	B	1330	5.0	5.00	m	Lotus Comm Corp	31	8902			Span/Talk	8,700		0.9	0.5	0.7	0.4	0.7	0.7	1.0	0.8	0.7	
● KLTX	Long Beach	B	1390	5.0	3.60	i	Salem Comm Corp	26	8612			Chrst/Talk	4,350			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● KMRB	San Gabriel	B	1430	5.0	5.00	k	Multicultural Bcstg	42	9408			Asian/Talk	5,750			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● KTYM	Inglewood	B	1460	5.0	0.50		Trans America	58				Relgn/Ethnc				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● KVNK	Santa Ana	B	1480	5.0	5.00	j	Liberman Bcstg Inc	26	8712			Mexican				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● KCTD	Los Angeles	B	1540	50.0	10.00		One-On-One	52	9709		g	Sprts/Talk	1,000		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	
● KBLA	Santa Monica	B	1580	50.0	50.00		Radio Unica	47	9812			Spanish	21,000			0.6	0.3	0.0	0.0	0.0	0.0	0.0	0.0	
● KKTR	Costa Mesa	B	1650	10.0	0.93	c	Mt Wilson FM	85				Adlt Stndrd				0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
				# AM Stations -		29	# Combos -		23	AM TOTALS						21.7	18.5	18.3	18.5	18.3	18.6	20.0	18.9	18.9
				AM & FM Stations Profiled -		67	# Duopolies -		22	Total Local Commercial Share							88.2	86.9	87.4	88.3	87.4	87.8	87.3	86.9

● Indicates a change since last edition

1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 3

Revenue Rank: 3

Chicago, IL Market Overview



Metro Counties / Population (000)

Cook, IL	5,167.9
DuPage, IL	868.6
Grundy, IL	35.7
Kane, IL	373.3
Kendall, IL	47.6
Lake, IL	590.3
McHenry, IL	233.5
Will, IL	441.4
Lake, IN	477.2
Porter, IN	144.0
Kenosha, WI	141.4
Total	8,520.9

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$262,000	\$281,100	\$311,100	\$330,000	\$349,700	\$388,600	8.2%
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
11.1%	\$431,700	\$470,600	\$512,900	\$559,100	\$609,400	9.0%	
Revenue/Retail Sales	\$3.79/1,000	\$4.83/1,000	\$6.58/1,000			Est. Breakout	
Revenue/Capita	\$31.73	\$45.61	\$69.94			Local	75%
						National	25%

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	8,256.1	8,520.9	0.6%	8,520.9	8,713.5	0.4%
Households	2,965.3	3,062.3	0.6%	3,062.3	3,156.4	0.6%
Retail Sales	69,156.5	80,403.4	3.1%	80,403.4	92,662.3	2.9%
EBI	148,348.0	163,903.1	2.0%	163,903.1	194,371.6	3.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	4,155.2	787.8	362.9	377.5	689.3	700.0	543.1	694.6
Women (000)	4,365.7	751.4	345.0	361.4	681.6	732.9	576.4	917.1
Total	8,520.9	1,539.2	707.9	738.8	1,370.8	1,432.9	1,119.5	1,611.7
Percentage	100.0%	18.1%	8.3%	8.7%	16.1%	16.8%	13.1%	18.9%
Per Capita	\$ 19,235		Median Household	\$ 43,661		Avg Household	\$ 53,523	
Ethnic Population:	White	76.0%	Black	19.6%	Asian	4.2%	Hispanic	14.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	18	26		19	44	38	82
Tot 12+	2.7	62.4		60.9	65.1	23.6	88.7
Avg 12+	0.2	2.4		3.2	1.5	0.6	1.1
Tot LCS	3.0	70.3		68.7	73.4	26.6	100.0
Avg LCS	0.2	2.7		3.6	1.7	0.7	1.2

Metro Rank: 3

Revenue Rank: 3

Chicago, IL Market Overview



Metro Counties / Population (000)

Cook, IL	5,167.9
DuPage, IL	868.6
Grundy, IL	35.7
Kane, IL	373.3
Kendall, IL	47.6
Lake, IL	590.3
McHenry, IL	233.5
Will, IL	441.4
Lake, IN	477.2
Porter, IN	144.0
Kenosha, WI	141.4
Total	8,520.9

Market Radio Financials

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

ESTIMATED GROSS REVENUES

1992	1993	1994	1995	1996	1997	Δ 92 - 97
\$262,000	\$281,100	\$311,100	\$330,000	\$349,700	\$388,600	8.2%
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
11.1%	\$431,700	\$470,600	\$512,900	\$559,100	\$609,400	9.0%

	1992	1997	2002	Est. Breakout
Revenue/Retail Sales	\$3.79/1,000	\$4.83/1,000	\$6.58/1,000	Local 75%
Revenue/Capita	\$31.73	\$45.61	\$69.94	National 25%

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	8,256.1	8,520.9	0.6%	8,520.9	8,713.5	0.4%
Households	2,965.3	3,062.3	0.6%	3,062.3	3,156.4	0.6%
Retail Sales	69,156.5	80,403.4	3.1%	80,403.4	92,662.3	2.9%
EBI	148,348.0	163,903.1	2.0%	163,903.1	194,371.6	3.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	4,155.2	787.8	362.9	377.5	689.3	700.0	543.1	694.6
Women (000)	4,365.7	751.4	345.0	361.4	681.6	732.9	576.4	917.1
Total	8,520.9	1,539.2	707.9	738.8	1,370.8	1,432.9	1,119.5	1,611.7
Percentage	100.0%	18.1%	8.3%	8.7%	16.1%	16.8%	13.1%	18.9%
Per Capita	\$ 19,235		Median Household	\$ 43,661		Avg Household	\$ 53,523	
Ethnic Population:	White 76.0%		Black 19.6%		Asian 4.2%		Hispanic 14.0%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	18	26		19	44	38	82
Tot 12+	2.7	62.4		60.9	65.1	23.6	88.7
Avg 12+	0.2	2.4		3.2	1.5	0.6	1.1
Tot LCS	3.0	70.3		68.7	73.4	26.6	100.0
Avg LCS	0.2	2.7		3.6	1.7	0.7	1.2

Competitive Overview

AM Stations

Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997		
• WIND	Chicago	B	560	5.0	5.00	f	Hispanic Bcstg	27	9702		g3	Span/News	6,200		0.7	0.5	0.5	0.6	0.4	0.7	0.5	0.8	0.5		
• WMAQ	Chicago	A	670	50.0	50.00	a	Infinity Bcstg	22	8801	13,000		Nws/Tlk/Spt	20,000	1.93	2.4	1.8	2.1	2.0	2.2	2.0	1.7	2.3	2.3		
• WGN	Chicago	A	720	50.0	50.00		Tribune Bcstg Co	24				News/Talk	32,000	1.04	7.1	6.4	6.7	5.8	6.6	6.6	5.8	6.6	6.1		
WNDZ	Portage	B	750	5.0	0.00	k	Z-Spanish Media	87	9806		g9	Motivationl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WBBM	Chicago	A	780	50.0	50.00	a	Infinity Bcstg	23	9511		g6	News	21,500	1.21	4.1	3.7	3.2	3.8	3.7	3.4	3.6	4.0	3.6		
• WYPA	Chicago	B	820	5.0 cp	1.20	k	Catholic Radio	41	9909	10,500		Span/Talk	2,500			0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0		
• WAIT	Crystal Lake	B	850	2.5	0.00	g	Pride Comm LLC	65	9105		c1	Nostalgia	2,100	0.19	2.5	1.7	1.6	1.5	2.3	1.7	2.0	2.8	2.3		
• WLS	Chicago	A	890	50.0	50.00	b	ABC Radio Inc	24	9602		g1	News/Talk	13,100	0.63	4.8	4.7	4.6	5.0	4.0	4.3	4.3	4.0	4.3		
WNTD	Chicago	B	950	1.0	5.00		Radio Unica	22	9905	16,750		Spanish				0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WMVP	Chicago	A	1000	50.0	50.00	b	ABC Radio Inc	26	9904	21,000		Sports	13,800	2.46	1.3	0.5	0.5	0.4	0.4	0.7	1.7	1.2	1.1		
• WNVR	Vernon Hills	B	1030	5.0 cp	0.00		Polnet Comm Ltd	88				Polish	1,000		0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0		
• WLIP	Kenosha	B	1050	0.3	0.25	g	Pride Comm LLC	47	9701		c7	Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WMBI	Chicago	B	1110	4.2	0.00		Moody Bible Inst	97				Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WSCR	Chicago	B	1160	50.0	5.00	a	Infinity Bcstg	24	9612		g5	Sprts/Talk	9,000	1.04	2.0	1.3	1.1	1.5	1.3	1.7	1.7	1.5	2.0		
• WLXX	Chicago	B	1200	10.0	1.00	f	Hispanic Bcstg	89	9505	4,500		Spanish	1,700		0.6	0.7	0.7	0.6	0.6	0.8	0.5	0.4	0.5		
WKRS	Waukegan	B	1220	1.0	0.10	c	Marathon Media	49	9902		c2	News/Talk	400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WJOB	Hammond	C	1230	1.0	1.00	d	St. George Bcstg	28	9910		g	Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WSBC	Chicago	C	1240	1.0	1.00	p	NewsWeb Corp	25	9804	5,500		Variety				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WWCA	Gary	B	1270	1.0	1.00		Willis Family Bcstg	49	9112	1,200		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WBIG	Aurora	B	1280	1.0	0.50	m	McNaughton	38	9312	579		News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WRDZ	La Grange	B	1300	4.5	4.00	b	ABC Radio Inc	50	9904		d6	Children	3,650		0.3	0.0	0.0	0.0	0.0	0.0	0.4	0.4	0.4		
• WKTA	Evanston	B	1330	5.0	0.02		Polnet Comm Ltd	53	8603	1,200		Diverse	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WJOL	Joliet	C	1340	1.0	1.00	g	Pride Comm LLC	24	9802		g2	Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WLTH	Gary	B	1370	1.0	0.50		Williams, Marion R.	50	9805	750		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WGCI	Chicago	B	1390	5.0	5.00	e	AMFM Inc	24	9910 p		g	Black Gospl	1,800	0.28	1.5	1.5	1.1	1.1	1.3	1.2	1.1	1.2	1.7		
WRMN	Elgin	B	1410	1.0	0.50	m	McNaughton	49				News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WCEV	Cicero	C	1450	1.0	1.00		Migala Comm Corp	79				Ethnic				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WVON	Cicero	C	1450	1.0	1.00		Midway Bcstg	79				Talk	1,800		0.8	0.7	0.9	0.6	0.8	0.8	0.6	0.6	0.9		
WCFJ	Chicago Heights	B	1470	1.0	1.00	p	NewsWeb Corp	63	9804	420		Variety				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WPNA	Oak Park	C	1490	1.0	1.00		Polish Natl Alliance	50	8703	2,000		Polish				0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0		
WAKE	Valparaiso	B	1500	1.0	0.00	i	Porter County Bcstg	64				Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WDDZ	Zion	B	1500	0.3	0.00	b	ABC Radio Inc	67	9904		d6	Children				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WWHN	Joliet	B	1510	1.0	0.00		Hawkins Bcstg Co	64	8907	250		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WCSJ	Morris	B	1550	0.3	0.01		Nelson Enterprises	64	9708	425		Big Band				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WBEE	Harvey	B	1570	1.0	0.50		Mariner Bcstrs Inc	55	8706	1,000		Jaz/BGs/Gsp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WKKD	Aurora	B	1580	0.2	0.20	j	RadioWorks Inc	60	9910		g5	News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WONX	Evanston	B	1590	3.5	2.50		Kovas Comm	47				Spanish				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WCGO	Chicago Heights	B	1600	1.0	0.02		Q Broadcasting	59	9706	400		Nostalgia				0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					38	# Combos -				23	AM TOTALS						28.2	24.1	23.6	23.7	23.6	24.2	23.9	25.8	25.7
AM & FM Stations Profiled -					82	# Duopolies -				24	Total Local Commercial Share							87.3	88.7	88.7	85.9	86.3	89.6	88.3	87.8

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 4
Revenue Rank: 4

San Francisco Market Overview



Metro Counties / Population (000)

Alameda, CA	1,395.5
Contra Costa, CA	900.9
Marin, CA	245.1
Napa, CA	123.2
San Francisco, CA	796.4
San Mateo, CA	708.4
Santa Clara, CA	1,685.5
Solano, CA	379.3
Sonoma, CA	441.7
Total	6,676.0

Market Radio Financials

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

ESTIMATED GROSS REVENUES
★★★

1992	1993	1994	1995	1996	1997	Δ 92 - 97
\$165,000	\$179,500	\$197,200	\$214,200	\$238,100	\$260,000	9.5%
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
19.3%	\$310,200	\$338,100	\$368,500	\$398,000	\$433,900	8.7%

	1992	1997	2002	Est. Breakout
Revenue/Retail Sales	\$3.13/1,000	\$3.98/1,000	\$5.75/1,000	Local 71%
Revenue/Capita	\$26.25	\$38.95	\$61.30	National 29%

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	6,286.5	6,676.0	1.2%	6,676.0	7,078.3	1.2%
Households	2,321.4	2,442.0	1.0%	2,442.0	2,575.9	1.1%
Retail Sales	52,746.1	65,263.4	4.4%	65,263.4	75,504.2	3.0%
EBI	121,390.7	136,298.8	2.3%	136,298.8	163,288.8	3.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	3,321.3	550.0	237.1	297.9	600.6	627.6	458.5	549.6
Women (000)	3,354.7	524.1	225.5	276.7	550.8	622.3	458.4	696.9
Total	6,676.0	1,074.1	462.6	574.6	1,151.4	1,250.0	916.8	1,246.6
Percentage	100.0%	16.1%	6.9%	8.6%	17.2%	18.7%	13.7%	18.7%
Per Capita	\$ 20,416							
				Median Household	\$ 46,067		Avg Household	\$ 55,814
Ethnic Population:	White 71.0%		Black 8.9%		Asian 19.4%		Hispanic 19.1%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	11	28		18	39	28	67
Tot 12+	3.3	54.0		48.4	57.3	23.6	80.9
Avg 12+	0.3	1.9		2.7	1.5	0.8	1.2
Tot LCS	4.1	66.7		59.8	70.8	29.2	100.0
Avg LCS	0.4	2.4		3.3	1.8	1.0	1.5

Metro Rank: 4
Revenue Rank: 4

San Francisco Market Overview



Metro Counties / Population (000)

Alameda, CA	1,395.5
Contra Costa, CA	900.9
Marin, CA	245.1
Napa, CA	123.2
San Francisco, CA	796.4
San Mateo, CA	708.4
Santa Clara, CA	1,685.5
Solano, CA	379.3
Sonoma, CA	441.7
Total	6,676.0

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>Δ 92 - 97</u>
	\$165,000	\$179,500	\$197,200	\$214,200	\$238,100	\$260,000	9.5%
	<u>Δ 97 - 98</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 98 - 02</u>
	19.3%	\$310,200	\$338,100	\$368,500	\$398,000	\$433,900	8.7%

	<u>1992</u>	<u>1997</u>	<u>2002</u>	Est. Breakout
Revenue/Retail Sales	\$3.13/1,000	\$3.98/1,000	\$5.75/1,000	Local 71%
Revenue/Capita	\$26.25	\$38.95	\$61.30	National 29%

Demographic and Economic Overview

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

	<u>1992</u>	<u>1997</u>	<u>Growth Rate</u>	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>
MSA Population	6,286.5	6,676.0	1.2%	6,676.0	7,078.3	1.2%
Households	2,321.4	2,442.0	1.0%	2,442.0	2,575.9	1.1%
Retail Sales	52,746.1	65,263.4	4.4%	65,263.4	75,504.2	3.0%
EBI	121,390.7	136,298.8	2.3%	136,298.8	163,288.8	3.7%

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)	3,321.3	550.0	237.1	297.9	600.6	627.6	458.5	549.6	
Women (000)	3,354.7	524.1	225.5	276.7	550.8	622.3	458.4	696.9	
Total	6,676.0	1,074.1	462.6	574.6	1,151.4	1,250.0	916.8	1,246.6	
Percentage	100.0%	16.1%	6.9%	8.6%	17.2%	18.7%	13.7%	18.7%	
Per Capita	\$ 20,416								
				Median Household	\$ 46,067			Avg Household	\$ 55,814
Ethnic Population:	White	71.0%	Black	8.9%	Asian	19.4%	Hispanic	19.1%	

Market Summary

FM Classes	Class A	Class B	Class C	Viab. FMs	All FMs	All AMs	Total
# Stations	11	28		18	39	28	67
Tot 12+	3.3	54.0		48.4	57.3	23.6	80.9
Avg 12+	0.3	1.9		2.7	1.5	0.8	1.2
Tot LCS	4.1	66.7		59.8	70.8	29.2	100.0
Avg LCS	0.4	2.4		3.3	1.8	1.0	1.5

Competitive Overview

Some stations also rated in San Jose and Santa Rosa.

AM Stations											ARB 12+ Metro Shares (see rights)												
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98	ARB 12+ Metro Shares (see rights)							
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		Local Comm	Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998
KSFO	San Francisco	B	560	5.0	5.00	j	ABC Radio Inc	25	9602		g3	Talk	7,000	0.61	3.7	2.8	3.1	2.6	3.1	3.2	3.1	3.3	2.6
KFRC	San Francisco	B	610	5.0	5.00	b	Infinity Bcstg	24	9612		g5	Oldies	3,250	1.05	1.0	0.9	1.0	0.9	0.6	1.0	0.7	0.7	0.8
KNBR	San Francisco	A	680	50.0	50.00	i	Susquehanna	22	8905	21,000	e	Sports	30,000	2.10	4.6	4.0	2.9	3.3	2.8	3.8	4.4	3.1	4.1
KCBS	San Francisco	B	740	50.0	50.00	b	Infinity Bcstg	09	9511		g4	News	21,000	1.17	5.8	4.4	4.2	4.3	4.4	4.6	4.5	5.3	4.8
KGO	San Francisco	A	810	50.0	50.00	j	ABC Radio Inc	24	9602		g3	News/Talk	32,000	1.31	7.9	6.2	6.7	6.4	7.3	6.5	6.6	6.4	6.6
• KNEW	Oakland	B	910	5.0	5.00	d	AMFM Inc	21	9910 p		g	DARK	1,500	0.44	1.1	0.0	0.1	0.1	0.2	0.7	0.8	0.7	1.4
• KABL	Oakland	B	960	5.0	5.00	d	AMFM Inc	25	9910 p		g	Nostalgia	2,100	0.17	3.9	2.4	2.2	3.1	2.4	3.6	2.8	3.3	3.2
• KATD	Pittsburg	B	990	5.0	5.00		People's Radio Inc	49	9308	600		Talk/Sprts				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KIQI	San Francisco	B	1010	10.0 cp	1.50		Radio Unica	57	9808	12,000		Spanish	2,000		0.7	0.9	1.2	1.0	1.2	0.6	0.6	0.4	0.7
KTCT	San Mateo	B	1050	50.0	10.00	i	Susquehanna	46	9710	14,500		Sports	4,500		0.6	0.6	0.4	0.5	0.7	0.6	0.4	0.5	0.5
KFAX	San Francisco	B	1100	50.0	50.00	e	Salem Comm Corp	25	8407	6,700		Chrst/Talk			0.7	0.0	0.5	0.6	0.7	0.6	0.5	0.6	0.7
KLOK	San Jose	B	1170	50.0	5.00	m	EXCL Comm Inc	46	9208			Spanish	n/a		1.5	1.2	1.2	1.4	1.6	1.2	1.4	1.1	1.4
• KDYA	Vallejo	B	1190	1.0	0.00	r	Baybridge Comm	47	9312	850		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KBZS	Palo Alto	B	1220	5.0	0.15		In Radio License	47	9904		g	Bus News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KOIT	San Francisco	B	1260	5.0	1.00	l	Bonneville Intl	26	8311	3,500		Soft AC	600		0.3	0.2	0.1	0.2	0.2	0.2	0.2	0.2	0.3
KMKY	Oakland	B	1310	20.0 cp	20.00	j	ABC Radio Inc	22	9805	6,250		Children	1,500		0.3	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.7
KSRO	Santa Rosa	B	1350	5.0	5.00	p	Amaturo Group Ltd	37	9607			Nws/Tlk/Spt	n/a			0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0
• KZSF	San Jose	B	1370	3.6 cp	3.60	c	Z-Spanish Media	47	9806			Spanish	n/a		0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
KVTO	Berkeley	C	1400	1.0	1.00	f	Inner City Bcstg	22				Asian	1,200		0.2	0.4	0.0	0.0	0.0	0.3	0.0	0.4	0.0
• KVVN	Santa Clara	B	1430	1.0	2.50		Inner City Bcstg	64	9704	See (27)		Ethnic	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KEST	San Francisco	C	1450	1.0	1.00		Multicultural Bcstg	22	9804 p		g	Asian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KRHT	Concord	B	1480	0.5	0.50		Amer Radio	61				Information				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KSJX	San Jose	B	1500	10.0	5.00	c	Multicultural Bcstg	48	9803			Asian	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KJQI	San Rafael	B	1510	8.0	0.00		Mt Wilson FM	47	9605		c1	Adlt Stndrd			0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.1
• KYCY	San Francisco	B	1550	50.0 cp	10.00	b	Infinity Bcstg	47	9405		c4	Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KLIV	San Jose	B	1590	5.0	5.00	o	Empire Bcstg Corp	46	6707			News	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KDIA	Vallejo	B	1640	10.0	1.00	r	Baybridge Comm	98			1	Chrst/Talk			0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
				# AM Stations -	27	# Combos -				19	AM TOTALS				32.6	24.5	23.6	24.8	25.2	27.0	27.2	26.1	27.9
				AM & FM Stations Profiled -	66	# Duopolies -				25	Total Local Commercial Share				81.2 80.9 82.1 81.4 83.2 83.1 82.0 83.2								

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 5

Revenue Rank: 9

Philadelphia Market Overview



Metro Counties / Population (000)

Bucks, PA	585.8
Chester, PA	419.7
Delaware, PA	544.0
Montgomery, PA	715.4
Philadelphia, PA	1,452.3
Burlington, NJ	414.7
Camden, NJ	505.6
Gloucester, NJ	249.3
Total	4,886.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES
★★★

1992	1993	1994	1995	1996	1997	Δ 92 - 97
\$139,000	\$155,000	\$174,100	\$195,000	\$211,500	\$223,400	10.0%
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
14.4%	\$255,600	\$283,700	\$312,100	\$340,200	\$374,200	10.0%

	1992	1997	2002	Est. Breakout
Revenue/Retail Sales	\$3.53/1,000	\$4.68/1,000	\$6.74/1,000	Local 63%
Revenue/Capita	\$28.17	\$45.71	\$76.70	National 37%

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	4,934.0	4,886.8	-0.2%	4,886.8	4,878.6	0.0%
Households	1,808.1	1,797.8	-0.1%	1,797.8	1,818.1	0.2%
Retail Sales	39,419.6	47,779.3	3.9%	47,779.3	55,546.4	3.1%
EBI	89,200.4	95,506.2	1.4%	95,506.2	113,303.7	3.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,343.1	415.9	191.7	211.1	370.5	387.8	306.5	459.7
Women (000)	2,543.7	398.4	183.2	214.1	373.8	418.9	331.3	624.0
Total	4,886.8	814.4	374.9	425.2	744.3	806.7	637.7	1,083.6
Percentage	100.0%	16.7%	7.7%	8.7%	15.2%	16.5%	13.1%	22.2%
Per Capita	\$ 19,544		Median Household	\$ 43,129		Avg Household	\$ 53,124	
Ethnic Population:	White 76.5%		Black 20.2%		Asian 3.1%		Hispanic 4.5%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	17		15	18	23	41
Tot 12+	3.0	61.5		62.5	64.5	19.0	83.5
Avg 12+	3.0	3.6		4.2	3.6	0.8	2.0
Tot LCS	3.6	73.7		74.9	77.2	22.8	100.0
Avg LCS	3.6	4.3		5.0	4.3	1.0	2.4

Competitive Overview

Some stations also rated in Wilmington, DE and Trenton, NJ.

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
WXTU	Philadelphia	B	92.5	15.5	899	a	Beasley Bcst Group	58	8308	6,000		Country	8,550	0.66	5.1	3.2	3.5	3.4	4.2	4.7	4.3	4.2	3.7
• WMMR	Philadelphia	B	93.3	18.0	827	c	Greater Media	42	9708		sw	Rock	12,650	1.27	3.9	3.4	3.4	3.0	3.6	3.6	3.0	3.1	3.2
WYSP	Philadelphia	B	94.1	16.0	899	b	Infinity Bcstg	71	9612		g3	Rock	26,000	1.52	6.7	5.8	6.0	5.9	5.6	5.4	5.1	5.4	6.3
• WEJM	Philadelphia	B	95.7	8.9 cp	1148	d	Greater Media	49	9707	41,800		R&B Oldies	3,600	0.56	2.5	3.8	2.2	2.2	2.1	2.3	2.2	2.2	1.6
WWDB	Philadelphia	B	96.5	17.0	866	a	Beasley Bcst Group	57	9705	65,000		News/Talk	9,500	0.66	5.6	3.6	3.3	4.6	4.4	5.0	4.0	5.1	4.6
WPST	Trenton	B	97.5	50.0	430		Nassau Bcstg Ptrs	49	9508			CHR	n/a		1.6	1.8	1.4	1.3	1.4	1.5	1.3	1.1	
WOGI	Philadelphia	B	98.1	12.5	1001	b	Infinity Bcstg	44	9511		g2	Oldies	14,200	0.96	5.8	3.8	4.4	4.7	5.5	4.9	4.9	4.6	5.0
• WUSL	Philadelphia	B	98.9	27.0 cp	669	d	AMFM Inc	61	9910 p		g	Urban	12,600	0.86	5.7	5.0	4.6	5.0	5.3	4.7	5.1	4.3	4.7
WJBR	Wilmington	B	99.5	50.0	499		BBR Corp	57	9709 p			AC	n/a		0.5	0.7	0.6	0.6	0.6	0.5	0.5	0.4	0.4
WPLY	Media	B	100.3	35.0	600		Greater Media	82				Alternative	8,500	1.19	2.8	3.5	3.1	2.5	2.1	2.3	2.3	2.2	2.6
WBEB	Philadelphia	B	101.1	14.0	942		WEAZ-FM Radio	63				Soft Rock	20,000	1.03	7.6	5.7	7.0	6.3	5.9	6.2	7.2	5.8	5.9
• WIOQ	Philadelphia	B	102.1	27.0	669	d	AMFM Inc	41	9910 p		g	CHR/Dance	10,500	0.91	4.5	4.2	4.6	3.7	4.1	4.0	3.9	3.7	3.2
WMGK	Philadelphia	B	102.9	8.9	1148	c	Greater Media	42				Clisc Hits	15,400	1.18	5.1	3.5	3.8	3.2	3.9	4.1	4.1	3.9	4.7
• WPHI	Jenkintown	A	103.9	0.3	1001		Radio One Inc	60	9705	20,000		Urban	5,500	0.52	4.1	2.6	3.0	3.0	3.3	3.1	3.4	3.5	3.5
• WYXR	Philadelphia	B	104.5	16.0	873	d	AMFM Inc	65	9910 p		g	Hot AC	11,700	1.20	3.8	2.5	2.7	3.1	3.1	3.1	3.3	3.2	3.0
• WEMG	Egg Harbor City	B1	104.9	10.0	509		Mega Comm Inc	71	9902 p	15,500		Spanish	1,100			0.4	0.0	0.3	0.4	0.3	0.7	0.7	0.8
• WDAS	Philadelphia	B	105.3	16.5	873	d	AMFM Inc	59	9910 p		g	Urban AC	18,500	1.01	7.2	5.5	5.5	5.8	5.9	5.8	6.2	6.4	5.5
• WJJZ	Philadelphia	B	106.1	22.5	742	d	AMFM Inc	59	9910 p		g	Smooth Jazz	12,700	0.92	5.4	4.4	5.4	4.9	4.2	4.1	4.5	5.1	4.2
# FM Stations -					18	# Combos -					12	FM TOTALS			77.9	63.4	64.5	63.5	65.6	65.6	66.0	65.1	64.0

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 5

Revenue Rank: 9

Philadelphia Market Overview



Metro Counties / Population (000)

Bucks, PA	585.8
Chester, PA	419.7
Delaware, PA	544.0
Montgomery, PA	715.4
Philadelphia, PA	1,452.3
Burlington, NJ	414.7
Camden, NJ	505.6
Gloucester, NJ	249.3
Total	4,886.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>Δ 92 - 97</u>
	\$139,000	\$155,000	\$174,100	\$195,000	\$211,500	\$223,400	10.0%
	<u>Δ 97 - 98</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 98 - 02</u>
	14.4%	\$255,600	\$283,700	\$312,100	\$340,200	\$374,200	10.0%

	<u>1992</u>	<u>1997</u>	<u>2002</u>	Est. Breakout
Revenue/Retail Sales	\$3.53/1,000	\$4.68/1,000	\$6.74/1,000	Local 63%
Revenue/Capita	\$28.17	\$45.71	\$76.70	National 37%

Demographic and Economic Overview

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

	<u>1992</u>	<u>1997</u>	<u>Growth Rate</u>	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>
MSA Population	4,934.0	4,886.8	-0.2%	4,886.8	4,878.6	0.0%
Households	1,808.1	1,797.8	-0.1%	1,797.8	1,818.1	0.2%
Retail Sales	39,419.6	47,779.3	3.9%	47,779.3	55,546.4	3.1%
EBI	89,200.4	95,506.2	1.4%	95,506.2	113,303.7	3.5%

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)	2,343.1	415.9	191.7	211.1	370.5	387.8	306.5	459.7
Women (000)	2,543.7	398.4	183.2	214.1	373.8	418.9	331.3	624.0
Total	4,886.8	814.4	374.9	425.2	744.3	806.7	637.7	1,083.6
Percentage	100.0%	16.7%	7.7%	8.7%	15.2%	16.5%	13.1%	22.2%
Per Capita	\$ 19,544							
				Median Household	\$ 43,129		Avg Household	\$ 53,124
Ethnic Population:	White 76.5%		Black 20.2%		Asian 3.1%		Hispanic 4.5%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	17		15	18	23	41
Tot 12+	3.0	61.5		62.5	64.5	19.0	83.5
Avg 12+	3.0	3.6		4.2	3.6	0.8	2.0
Tot LCS	3.6	73.7		74.9	77.2	22.8	100.0
Avg LCS	3.6	4.3		5.0	4.3	1.0	2.4

Competitive Overview

Some stations also rated in Wilmington, DE and Trenton, NJ.

AM Stations

Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
				Power (kW)	Power (kW)											Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
WFIL	Philadelphia	B	560	5.0	5.00	e	Salem Comm Corp	22	9310	4,000		Chrst/Talk			0.2	0.4	0.5	0.3	0.0	0.4	0.0	0.0	0.3
• WIP	Philadelphia	B	610	5.0	5.00	b	Infinity Bcstg	22	9612		g3	Sprts/Talk	13,700	1.45	3.7	2.5	3.0	3.5	2.9	2.7	2.6	3.4	3.7
• WWJZ	Mount Holly	B	640	50.0	0.95		ABC Radio Inc	93	9908 p			Children	750		0.5	0.4	0.6	0.4	0.4	0.7	0.3	0.3	0.4
• WPHE	Phoenixville	B	690	1.0	0.00		Salvation Bcstg Co	78				Spanish				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WVCH	Chester	B	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
• WTMR	Camden	B	800	5.0	0.50	a	Beasley Bcst Group	48	9810	8,000		Christian	1,150			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WWDB	Philadelphia	B	860	10.0	0.00	a	Beasley Bcst Group	25	8608	2,400		Talk	900			0.7	0.4	0.6	0.6	0.0	0.0	0.0	0.0
• WEMG	Philadelphia	B	900	1.0	0.04	f	Mega Comm Inc	58	9812		g	Spanish	1,600		0.7	0.3	0.5	0.3	0.5	0.5	0.6	0.5	0.6
WPEN	Philadelphia	B	950	5.0	5.00	c	Greater Media	29	7501			Big Band	4,400	0.38	4.5	4.1	4.0	3.6	4.0	3.3	4.1	3.8	3.6
WZZD	Philadelphia	B	990	50.0	10.00	e	Salem Comm Corp	24	9406		g	ChrsContemp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KYW	Philadelphia	A	1060	50.0	50.00	b	Infinity Bcstg	21				News	34,400	1.60	8.4	6.8	5.9	7.8	6.4	6.4	7.2	7.4	6.8
WNAP	Norristown	B	1110	4.8	0.00		GHB Bcstg	46				Gospel	400		0.2	0.3	0.3	0.4	0.0	0.6	0.0	0.0	0.0
WPHT	Philadelphia	A	1210	50.0	50.00	b	Infinity Bcstg	22	9511		g2	Talk	3,100	0.93	1.3	1.7	1.1	1.1	1.0	1.3	1.2	1.1	0.7
WSSJ	Camden	B	1310	1.0	0.25	f	Mega Comm Inc	25	9812	2,000		Span/Oldes				0.5	0.4	0.4	0.0	0.0	0.0	0.0	0.0
• WHAT	Philadelphia	C	1340	1.0	1.00		Anderson, William	25	8909	1,650		Talk	1,300	0.39	1.3	1.0	1.0	1.6	0.8	1.2	1.1	1.1	1.0
• WNJC	Washington	B	1360	1.0	1.00		Forsythe Bcstg Co	46	9502	161		Variety				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WPAZ	Pottstown	B	1370	1.0	0.00		Great Scott Bcstg	51				Nws/Tlk/AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WCOJ	Coatesville	B	1420	5.0	5.00		WCOJ Radio Co	49	9801	750		Nws/Tlk/Old	1,000			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WNPV	Lansdale	B	1440	2.5	0.50		WNPV Inc	60				News/Info	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WIFI	Florence	B	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	B	1480	5.0	1.00	d	AMFM Inc	23	9910 p		g	Gospel	2,500	0.70	1.4	1.4	1.3	1.1	1.2	1.0	1.2	1.3	1.2
WBCB	Levittown	C	1490	1.0	1.00		Progressive Bcstg	57	9211	550		Variety				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WNWR	Philadelphia	B	1540	50.0	0.50		New World Radio	47	9503 p	1,400		Ethnic				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
				# AM Stations -	23	# Combos -	11	AM TOTALS						22.2	20.1	19.0	21.1	17.8	18.1	18.3	18.9	18.3	
				AM & FM Stations Profiled -	41	# Duopolies -	10	Total Local Commercial Share						83.5	83.5	84.6	83.4	83.7	84.3	84.0	82.3		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 6

Revenue Rank: 11

Detroit Market Overview



Metro Counties / Population (000)

Lapeer, MI	87.7
Livingston, MI	143.2
Macomb, MI	778.7
Monroe, MI	143.2
Oakland, MI	1,178.6
St. Clair, MI	157.3
Wayne, MI	2,137.3
Total	4,626.0

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>Δ 92 - 97</u>
	\$137,000	\$150,800	\$165,200	\$178,700	\$192,200	\$213,500	9.3%
	<u>Δ 97 - 98</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 98 - 02</u>
	7.7%	\$230,000	\$246,100	\$265,800	\$287,100	\$310,000	7.7%
	<u>1992</u>	<u>1997</u>	<u>2002</u>	<u>Est. Breakout</u>			
Revenue/Retail Sales	\$3.88/1,000	\$4.72/1,000	\$5.86/1,000	Local	75%		
Revenue/Capita	\$30.98	\$46.15	\$66.38	National	25%		

Demographic and Economic Overview

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

	<u>1992</u>	<u>1997</u>	<u>Growth Rate</u>	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>
MSA Population	4,421.8	4,626.0	0.9%	4,626.0	4,670.2	0.2%
Households	1,635.8	1,725.9	1.1%	1,725.9	1,771.7	0.5%
Retail Sales	35,340.3	45,272.5	5.1%	45,272.5	52,872.1	3.2%
EBI	72,669.8	79,814.2	1.9%	79,814.2	92,025.1	2.9%

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)	2,233.9	416.4	203.1	188.4	346.6	380.6	301.6	397.2
Women (000)	2,392.1	399.8	195.7	193.0	353.9	413.7	315.9	520.0
Total	4,626.0	816.3	398.8	381.4	700.5	794.3	617.5	917.2
Percentage	100.0%	17.6%	8.6%	8.2%	15.1%	17.2%	13.3%	19.8%
Per Capita	\$ 17,253		Median Household	\$ 39,004		Avg Household	\$ 46,245	
Ethnic Population:	White 75.4%		Black 22.3%		Asian 1.9%		Hispanic 2.3%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	18	2	18	23	17	40
Tot 12+	0.3	64.1	3.0	65.1	67.4	20.3	87.7
Avg 12+	0.1	3.6	1.5	3.6	2.9	1.2	2.2
Tot LCS	0.3	73.1	3.4	74.2	76.9	23.1	100.0
Avg LCS	0.1	4.1	1.7	4.1	3.3	1.4	2.5

Competitive Overview

Some stations also rated in Ann Arbor.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
CIMX	Windsor	C1	88.7	100.0	577	g	CHUM Group Radio	67				Modern Rock			1.6	2.5	2.1	1.3	1.2	1.4	1.5	1.4	1.5	
• WMXD	Detroit	B	92.3	45.0	479	d	AMFM Inc	64	9910 p		g	Urban AC	8,400	0.83	4.4	3.1	3.8	4.3	4.5	3.6	3.9	4.0	3.9	
• WDRQ	Detroit	B	93.1	26.5	669	b	ABC Radio Inc	47	9804		g	CHR/Dance	7,800	0.97	3.5	4.8	4.1	3.4	2.5	3.0	3.5	2.6	3.2	
WHMI	Howell	A	93.5	5.2	354	f	Livingston Radio	77	8810	477	c2	AC			0.1	0.4	0.3	0.3	0.0	0.3	0.0	0.0	0.0	
• CIDR	Windsor	C1	93.9	100.0	656	g	CHUM Group Radio	49	8505			Soft Rock			1.2	1.1	0.9	0.9	0.9	1.2	0.9	1.0	1.2	
WCSX	Birmingham	B	94.7	13.5 cp	951	a	Greater Media	58	7307			Clsc Rock	9,050	0.98	4.0	4.2	4.2	4.9	3.7	4.1	3.9	3.0	3.1	
• WKQI	Detroit	B	95.5	100.0	430	d	AMFM Inc	49	9910 p		g	Hot AC	14,500	1.31	4.8	2.9	3.1	3.7	3.5	4.6	4.3	4.1	4.1	
• WPLT	Detroit	B	96.3	20.0	787	b	ABC Radio Inc	48	9602		g3	Altve/CIHTs	7,000	1.01	3.0	2.1	2.4	2.4	2.4	2.3	2.6	2.7	3.0	
• WKRK	Detroit	B	97.1	15.0	892	c	Infinity Bcstg	41	9511		g4	Talk	3,750	0.82	2.0	1.3	1.1	1.4	2.3	1.8	2.0	1.7	1.4	
• WJLB	Detroit	B	97.9	50.0	489	d	AMFM Inc	26	9910 p		g	Urban AC	19,500	0.97	8.7	6.8	7.0	6.6	6.8	7.1	7.7	8.1	7.9	
WVMV	Detroit	B	98.7	50.0	463	c	Infinity Bcstg	61	8912		g	NAC	9,200	0.83	4.8	4.5	4.6	5.3	4.5	4.8	4.1	4.7	3.5	
WYCD	Detroit	B	99.5	17.6	787	c	Infinity Bcstg	60	9612		g1	Country	11,400	1.38	3.6	3.2	2.8	2.8	2.6	3.2	3.0	3.0	3.5	
• WNIC	Dearborn	B	100.3	32.0	600	d	AMFM Inc	46	9910 p		g	AC	22,500	1.14	8.6	6.8	7.1	8.2	8.0	8.0	7.5	7.6	7.4	
WRIF	Detroit	B	101.1	27.0	879	a	Greater Media	48	9409	11,500		AOR	13,550	1.40	4.2	4.9	5.2	4.1	4.1	3.5	3.4	4.1	3.8	
WGRT	Port Huron	A	102.3	3.0	318		Pt Huron Family	91				AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WDMK	Mt. Clemens	B	102.7	50.0	499	h	Radio One Inc	60	9901	27,000		Urban AC	4,800	0.95	2.2	0.7	1.0	0.9	1.4	1.7	2.0	1.8	2.3	
Wmuz	Detroit	B	103.5	50.0	466	j	Crawford Bcstg Co	58				ChrsContemp	1,500	0.54	1.2	0.7	1.1	0.7	1.0	0.7	0.8	1.2	1.5	
WOMC	Detroit	B	104.3	190.0	361	c	Infinity Bcstg	48	9612		g1	Oldies	16,000	1.04	6.7	5.7	5.4	6.2	5.6	6.6	5.6	5.9	5.5	
• WGRV	Detroit	B	105.1	13.5 cp	955	a	Greater Media	60	9701		sw	R&B Oldies	1,350	0.37	1.6	3.0	2.1	1.8	1.5	1.1	1.6	1.1	1.9	
WDTJ	Detroit	B	105.9	20.0	725	h	Radio One Inc	60	9806	34,000		Urban	6,000	0.69	3.8	3.9	4.1	3.7	3.3	3.2	3.5	3.4	3.2	
• WWWW	Detroit	B	106.7	61.0 cp	535	d	AMFM Inc	60	9910 p		g	Clsc Rock	6,900	0.73	4.1	3.2	3.5	3.1	3.6	4.0	3.2	3.7	3.4	
WSAQ	Port Huron	A	107.1	6.0	299	o	Wisner Bcstg	64				Country	450		0.2	0.4	0.0	0.5	0.0	0.0	0.3	0.0	0.3	
• WGPR	Detroit	B	107.5	50.0	361		WGPR Inc	61	6407			Urban AC	2,100	0.65	1.4	1.3	1.5	1.4	1.3	1.0	1.3	1.4	1.2	
# FM Stations -					23	# Combos -					20	FM TOTALS				75.7	67.5	67.4	67.9	64.7	67.2	66.6	66.5	66.8

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 6

Revenue Rank: 11

Detroit Market Overview



Metro Counties / Population (000)

Lapeer, MI	87.7
Livingston, MI	143.2
Macomb, MI	778.7
Monroe, MI	143.2
Oakland, MI	1,178.6
St. Clair, MI	157.3
Wayne, MI	2,137.3
Total	4,626.0

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$137,000	\$150,800	\$165,200	\$178,700	\$192,200	\$213,500
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	7.7%	\$230,000	\$246,100	\$265,800	\$287,100	\$310,000	7.7%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.88/1,000	\$4.72/1,000	\$5.86/1,000	Local	75%		
Revenue/Capita	\$30.98	\$46.15	\$66.38	National	25%		

Demographic and Economic Overview

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

MSA	1992	1997	Growth Rate	1997	2002	Growth Rate
	Population	4,421.8	4,626.0	0.9%	4,626.0	4,670.2
Households	1,635.8	1,725.9	1.1%	1,725.9	1,771.7	0.5%
Retail Sales	35,340.3	45,272.5	5.1%	45,272.5	52,872.1	3.2%
EBI	72,669.8	79,814.2	1.9%	79,814.2	92,025.1	2.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,233.9	416.4	203.1	188.4	346.6	380.6	301.6	397.2
Women (000)	2,392.1	399.8	195.7	193.0	353.9	413.7	315.9	520.0
Total	4,626.0	816.3	398.8	381.4	700.5	794.3	617.5	917.2
Percentage	100.0%	17.6%	8.6%	8.2%	15.1%	17.2%	13.3%	19.8%
Per Capita	\$ 17,253		Median Household	\$ 39,004		Avg Household	\$ 46,245	
Ethnic Population:	White 75.4%		Black 22.3%		Asian 1.9%		Hispanic 2.3%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	18	2	18	23	17	40
Tot 12+	0.3	64.1	3.0	65.1	67.4	20.3	87.7
Avg 12+	0.1	3.6	1.5	3.6	2.9	1.2	2.2
Tot LCS	0.3	73.1	3.4	74.2	76.9	23.1	100.0
Avg LCS	0.1	4.1	1.7	4.1	3.3	1.4	2.5

Competitive Overview

Some stations also rated in Ann Arbor.

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
WLLZ	Monroe	B	560	0.5	0.01	j	Crawford Bcstg Co	56	9707	3,150		ChrsContemp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
CKWW	Windsor	B	580	0.5	0.50	g	CHUM Group Radio	82	9303			Nostalgia		2.9		2.2	2.4	2.4	2.6	2.0	3.1	2.3	3.0
WNZK	Dearborn Hghts	B	690	2.5	2.50		Birach Bcstg Corp	59				Ethnic			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJR	Detroit	A	760	50.0	50.00	b	ABC Radio Inc	22	9602		g3	FullService	20,000	1.22	7.1	5.3	6.3	5.4	6.8	6.0	6.8	5.8	6.4
CKLW	Windsor	B	800	50.0	50.00	g	CHUM Group Radio	32	8505			News/Talk			0.3	0.0	0.3	0.4	0.3	0.4	0.0	0.4	0.3
WWJ	Detroit	B	950	12.0 cp	50.00	c	Infinity Bcstg	20	9511		g4	News	16,500	1.24	5.8	5.3	4.7	6.0	4.7	5.3	5.1	4.9	5.2
WUFL	Sterling Height	B	1030	5.0	0.00		Family Life Bcstg	89	8810			Inspiration	800			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WCAR	Livonia	B	1090	0.3	0.50		1090 Investments	63	9809	2,000		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● WDFN	Detroit	B	1130	50.0	10.00	d	AMFM Inc	39	9910 p		g	Sports	5,000	1.14	1.9	1.5	1.4	1.4	1.6	1.5	1.6	1.9	1.8
● WCHB	Taylor	B	1200	50.0	15.00	h	Radio One Inc	56	9806			Gospel	1,500		0.8	0.6	0.4	0.0	0.0	0.0	0.9	0.9	0.9
WXYT	Detroit	B	1270	5.0	5.00	i	Infinity Bcstg	25	9612		g1	Talk	8,750	1.03	3.7	2.7	2.5	3.2	3.4	3.1	2.8	3.4	3.6
● WYUR	Dearborn	B	1310	5.0	5.00	d	AMFM Inc	46	9910 p		g	AdStd/Clsci			0.5	0.6	0.9	0.3	0.7	0.4	0.5	0.8	0.0
● WEXL	Royal Oak	C	1340	1.0	1.00	j	Crawford Bcstg Co	23	9705	3,500		Gospel			0.1	0.5	0.5	0.5	0.6	0.3	0.0	0.0	0.0
WQBH	Detroit	C	1400	1.0	1.00		Queens Bcstg Corp	26	9704	3,889		Black	1,700	0.57	1.3	1.2	0.9	1.3	1.3	1.4	0.9	1.1	1.1
WMKM	Inkster	B	1440	1.0	1.00		Gallagher, M. & K.	89	8911	850	e	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WHLS	Port Huron	C	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
WLQV	Detroit	B	1500	50.0	5.00		Midwest Bcstg Corp	25	9312	2,650		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				17	# Combos -				10	AM TOTALS				24.4	19.9	20.3	20.9	22.0	20.4	21.7	21.5	22.3	
AM & FM Stations Profiled -				40	# Duopolies -				13	Total Local Commercial Share				87.4	87.7	88.8	86.7	87.6	88.3	88.0	89.1		

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 7

Revenue Rank: 5

Dallas - Ft. Worth Market Overview



Metro Counties / Population (000)

Collin, TX	407.5
Dallas, TX	2,039.0
Denton, TX	367.8
Ellis, TX	99.1
Hood, TX	35.1
Johnson, TX	113.1
Kaufman, TX	65.2
Parker, TX	78.3
Rockwall, TX	35.5
Tarrant, TX	1,359.5
Wise, TX	41.5
Total	4,641.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$149,000	\$168,000	\$187,000	\$203,900	\$221,800	\$251,800
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
	14.3%	\$287,700	\$316,500	\$351,300	\$382,900	\$421,200	10.0%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.75/1,000	\$5.34/1,000	\$7.13/1,000	Local	79%		
Revenue/Capita	\$35.33	\$54.25	\$82.51	National	21%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	4,217.2	4,641.6	1.9%	4,641.6	5,104.9	1.9%
Households	1,569.7	1,729.1	2.0%	1,729.1	1,921.7	2.1%
Retail Sales	39,731.1	47,182.1	3.5%	47,182.1	59,094.0	4.6%
EBI	73,882.1	88,888.8	3.8%	88,888.8	118,036.6	5.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,302.5	457.9	193.8	211.4	447.3	411.1	294.6	286.3
Women (000)	2,339.1	437.6	185.6	212.2	423.6	412.8	293.0	374.4
Total	4,641.6	895.5	379.4	423.6	870.9	824.0	587.6	660.7
Percentage	100.0%	19.3%	8.2%	9.1%	18.8%	17.8%	12.7%	14.2%
Per Capita	\$ 19,150		Median Household	\$ 40,967		Avg Household	\$ 51,408	
Ethnic Population:	White	81.5%	Black	14.2%	Asian	3.7%	Hispanic	15.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		27	20	31	25	56
Tot 12+	0.6		72.2	70.3	72.8	18.3	91.1
Avg 12+	0.2		2.7	3.5	2.3	0.7	1.6
Tot LCS	0.7		79.3	77.2	79.9	20.1	100.0
Avg LCS	0.2		2.9	3.9	2.6	0.8	1.8

Competitive Overview

Some stations also rated in Waco.

FM Stations

Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
● KXEZ	Farmersville	A	92.1 2.7	492	j	Metro Bcstrs-TX Inc	98				Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● KZPS	Dallas	C	92.5 96.0	1591	h	AMFM Inc	48	9910 p		g	Clsc Rock	12,700	1.10	4.0	3.7	4.0	4.1	3.8	4.0	3.3	3.4	3.9
	KKZN	C2	93.3 50.0	436	f	Susquehanna	96				AAA	3,500	0.64	1.9	1.5	1.8	1.7	1.3	2.0	1.9	1.5	1.4
	KLTY	C	94.1 98.0	1591	c	Hispanic Bcstg	64	9909	65,000	3	ChrsContemp	5,200	0.53	3.4	3.6	3.5	3.8	3.1	3.2	2.8	3.4	3.2
● KDGE	Gainesville	C	94.5 100.0 cp	1906	h	AMFM Inc	58	9910 p		g	Alternative	7,600	0.98	2.7	2.8	2.5	3.1	2.7	2.3	2.5	2.4	2.7
● KWRD	Arlington	C	94.9 98.0	1509		Salem Comm Corp	49	9612		sw	Chrst/Talk			0.5	0.4	0.5	0.5	0.7	0.6	0.6	0.5	0.0
	KHYI	C2	95.3 10.5	512	j	Metro Bcstrs-TX Inc	49				Country			0.1	0.4	0.0	0.0	0.0	0.5	0.0	0.0	0.0
	KSCS	C	96.3 99.0	1611	b	ABC Radio Inc	49	9602		g3	2 Country	18,000	1.08	5.8	4.7	5.0	5.0	5.0	5.1	4.6	6.1	5.5
	KMEOS	C	96.7 92.0 cp	2034	b	ABC Radio Inc	69	9811	23,000		Oldies				2.2	2.5	0.9	0.0	0.0	0.0	0.0	0.0
● KEGL	Ft. Worth	C	97.1 100.0 cp	1667	g	Clear Channel	59	9905		g4	Rock	6,600	0.57	4.0	4.9	4.7	4.4	4.3	4.1	4.4	3.3	2.7
● KBFB	Dallas	C	97.9 100.0	1611	h	AMFM Inc	61	9910 p		g	Soft Rock	5,600	0.70	2.8	2.1	1.8	1.6	2.0	2.4	2.8	2.5	2.6
	KLUV	C	98.7 100.0 cp	1663	d	Infinity Bcstg	61	9906		g2	Oldies	16,000	1.39	4.0	3.5	3.6	3.1	3.4	3.6	3.6	3.8	3.7
● KHCK	Denton	C	99.1 100.0 cp	1726	c	Hispanic Bcstg	88	9505		g	Tejano	2,400	0.64	1.3	1.2	1.5	1.5	1.1	1.1	1.1	1.3	1.4
● KPLX	Ft. Worth	C	99.5 100.0	1677	f	Susquehanna	62	9701			Country	10,700	1.16	3.2	4.0	3.3	3.7	4.2	3.3	3.1	2.7	2.8
● KRBV	Dallas	C	100.3 100.0	1440	d	Infinity Bcstg	65	9612		g2	CHR	6,300	0.73	3.0	2.5	2.3	2.0	2.4	2.5	2.8	2.8	2.9
● WRR	Dallas	C	101.1 98.0	1509		City of Dallas	48				Classical	3,800	0.47	2.8	2.5	2.5	2.5	2.8	2.1	2.4	2.6	3.1
● KZMP	Azle	C	101.7 92.0 cp	2034	e	Z-Spanish Media	67	9905			Mexican				0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● KTXQ	Ft. Worth	C	102.1 100.0	1447	h	AMFM Inc	62	9910 p		g	R&B Oldies	5,600	0.75	2.6	3.3	4.0	3.3	3.6	2.1	2.4	2.7	2.4
● KDMX	Dallas	C	102.9 99.0	1348	g	Clear Channel	65	9905		g4	Hot AC	12,500	0.97	4.5	3.6	3.5	3.7	4.2	3.8	5.0	3.8	3.9
● KVIL	Highland	C	103.7 100.0 cp	1663	d	Infinity Bcstg	61	9612		g2	Lite Rock	34,000	2.04	5.8	4.3	4.4	4.8	4.6	5.2	5.3	4.9	5.7
● KXZN	Sanger	C3	104.1 11.0	492	f	Susquehanna	89	9806		g	Progressive				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● KKDA	Dallas	C	104.5 100.0	1591	a	Service Bcstg Corp	47				Urban	15,800	0.71	7.7	7.2	7.6	6.8	6.4	7.0	7.1	7.0	7.2
● KTCY	Pilot Point	A	104.9 2.8	1798	i	Rodriguez Comm	83	9906 p		c4	Mexican				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● KYNG	Dallas	C	105.3 100.0	1529	d	Infinity Bcstg	68	9612		g2	Country	10,500	0.99	3.7	2.5	2.3	2.6	2.3	3.1	3.2	3.5	3.6
● KRNB	Decatur	C	105.7 94.0	1890	a	Service Bcstg Corp	68	9503	1,500		Rhythm/Blue	2,000	0.58	1.2	0.7	1.1	0.7	0.7	1.0	1.0	1.4	1.0
● KHKS	Denton	C	106.1 100.0	1585	h	AMFM Inc	47	9910 p		g	CHR	22,000	0.92	8.3	7.0	6.6	6.3	7.3	7.7	8.0	7.1	7.5
	KDXT	C	106.7 100.0 cp	1339	c	Hispanic Bcstg	90	9503	1,450		Mexican	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	KRVA	A	106.9 3.9	400	e	Z-Spanish Media	69	9806		st 1	Ranchera	2,200		0.3	0.2	0.3	0.3	0.2	0.5	0.1	0.2	0.2
	KRVF	A	107.1 3.3	440	e	Z-Spanish Media	79	9807		st 1	Ranchera	600		0.6	0.3	0.3	0.5	0.6	0.4	0.6	0.4	0.9
	KOAI	C1	107.5 28.0	1591	d	Infinity Bcstg	65	9612		g2	Smooth Jazz	10,100	1.03	3.4	3.4	2.9	3.1	3.2	3.4	3.2	3.3	2.7
	KDXX	C1	107.9 100.0	843	c	Hispanic Bcstg	93	9503			Mexican	600		0.4	0.4	0.3	0.5	0.5	0.5	0.4	0.3	0.2
# FM Stations -				31	# Combos -				29	FM TOTALS			78.0	73.7	72.8	70.5	70.4	71.5	72.2	70.9	71.2	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 7

Revenue Rank: 5

Dallas - Ft. Worth Market Overview



Metro Counties / Population (000)

Collin, TX	407.5
Dallas, TX	2,039.0
Denton, TX	367.8
Ellis, TX	99.1
Hood, TX	35.1
Johnson, TX	113.1
Kaufman, TX	65.2
Parker, TX	78.3
Rockwall, TX	35.5
Tarrant, TX	1,359.5
Wise, TX	41.5
Total	4,641.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$149,000	\$168,000	\$187,000	\$203,900	\$221,800	\$251,800
Revenue/Retail Sales Revenue/Capita	1992	1997	2002	Est. Breakout			
	\$3.75/1,000	\$5.34/1,000	\$7.13/1,000	Local	79%	National	21%
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
14.3%	\$287,700	\$316,500	\$351,300	\$382,900	\$421,200	10.0%	

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	4,217.2	4,641.6	1.9%	4,641.6	5,104.9	1.9%
Households	1,569.7	1,729.1	2.0%	1,729.1	1,921.7	2.1%
Retail Sales	39,731.1	47,182.1	3.5%	47,182.1	59,094.0	4.6%
EBI	73,882.1	88,888.8	3.8%	88,888.8	118,036.6	5.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,302.5	457.9	193.8	211.4	447.3	411.1	294.6	286.3
Women (000)	2,339.1	437.6	185.6	212.2	423.6	412.8	293.0	374.4
Total	4,641.6	895.5	379.4	423.6	870.9	824.0	587.6	660.7
Percentage	100.0%	19.3%	8.2%	9.1%	18.8%	17.8%	12.7%	14.2%
Per Capita	\$ 19,150							
Ethnic Population:								
White	81.5%							
Black	14.2%							
Asian	3.7%							
Hispanic	15.8%							

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		27	20	31	25	56
Tot 12+	0.6		72.2	70.3	72.8	18.3	91.1
Avg 12+	0.2		2.7	3.5	2.3	0.7	1.6
Tot LCS	0.7		79.3	77.2	79.9	20.1	100.0
Avg LCS	0.2		2.9	3.9	2.6	0.8	1.8

Competitive Overview

Some stations also rated in Waco.

AM Stations														ARB 12+ Metro Shares (see rights)									
Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
• KDFT	Ferris	B	540	1.0	0.00	Freedom Network	88	9807	1,915		Ethnic				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KLIF	Dallas	B	570	5.0	5.00	f Susquehanna	22	9702	4,200		Talk	8,000	1.54	1.8	1.5	1.3	1.2	1.6	1.4	1.5	1.6	2.0	
• KMKI	Plano	B	620	5.0	4.50	b ABC Radio Inc	39	9812	12,000	e 2	Children	250	0.05	1.6	0.0	0.0	0.0	0.0	0.5	2.6	1.5	1.4	
• KSKY	Balch Springs	B	660	10.0	0.66	h AMFM Inc	41	9910 p		g	Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KKDA	Grand Prairie	B	730	0.5	0.50	a Service Bcstg Corp	57	8212			Urban	1,100		0.9	0.9	0.6	1.1	0.7	0.8	0.8	0.8	0.9	
• KAAM	Garland	B	770	10.0	1.00	Crawford Bcstg Co		90			Adit Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WBAP	Ft. Worth	A	820	50.0	50.00	b ABC Radio Inc	22	9602		g3 2	Nws/Tlk/Spt	19,750	1.37	5.0	4.6	4.8	5.4	5.3	4.7	3.9	4.7	4.9	
• KFJZ	Ft. Worth	B	870	0.5	0.00	Lujan, Christobal	47	8804	1,300		Spanish	800		0.5	0.8	0.4	0.6	0.5	0.5	0.4	0.4	0.5	
• KXEB	Sherman	B	910	1.0	1.00	i Rodriguez Comm	36	9906 p		c4	Ethnic	300		0.1	0.6	0.8	0.7	1.0	0.5	0.0	0.0	0.0	
• KKLF	Denison	B	950	0.5	0.50	f Susquehanna	48	9806		g	Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KHVN	Ft. Worth	B	970	1.0	0.27	d Infinity Bcstg	46	9612		g2	Gospel	1,500	0.40	1.3	0.9	1.1	1.2	1.2	1.0	1.1	1.5	1.3	
• KGGR	Dallas	B	1040	1.0	0.00	c Mortenson Bcstg	47	9604	1,150		Gospel			0.1	0.0	0.0	0.4	0.6	0.0	0.0	0.0	0.4	
• KRLD	Dallas	A	1080	50.0	50.00	d Infinity Bcstg	26	9612		sw	News/Talk	20,000	1.62	4.3	3.4	3.7	3.5	3.6	4.2	3.5	4.1	3.8	
• KCLE	Cleburne	B	1140	0.9 cp	0.74	Moss, Gary L.	47	9607		nc	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KDMM	Highland Park	B	1150	1.0	0.01	Marcos Rodriguez	60	9701		na	Nostalgia	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KLUV	Dallas	B	1190	50.0	5.00	d Infinity Bcstg	47	9612		sw	Oldies	750		0.4	0.6	0.4	0.5	0.5	0.4	0.4	0.3	0.3	
• KESS	Ft. Worth	B	1270	5.0	5.00	c Hispanic Bcstg	22	9407			Spanish	5,500	1.19	1.6	0.6	0.9	1.2	1.3	1.4	1.3	1.3	1.7	
• KTCK	Dallas	B	1310	5.0	5.00	f Susquehanna	20	9609	14,000		Sports	10,500	1.26	2.9	2.1	2.9	2.1	3.2	2.8	2.3	2.7	2.7	
• KAHZ	Ft. Worth	B	1360	5.0	1.00	Radio Unica	47	9901		g	Spanish				0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	
• KTNO	Denton	B	1440	5.0	0.50	c Mortenson Bcstg	38	9709	650		Spanish				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KDXX	Dallas	B	1480	5.0	1.90	c Hispanic Bcstg	52	9411	1,500		Mexican	1,500		0.6	0.5	0.7	0.9	0.7	0.6	0.5	0.7	0.3	
• KZMP	University Park	B	1540	32.0 cp	0.89	e Z-Spanish Media	45	9809		g 1	Mexican	750		0.6	0.5	0.4	0.6	0.6	0.7	0.7	0.7	0.0	
• KPYK	Terrell	B	1570	0.3	0.00	Mohnkem	86	9202	25	+	Big Band				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KRVA	Cockrell Hill	B	1600	5.0	0.93	e Z-Spanish Media	47	9806		st 1	Spanish	2,000		0.5	0.0	0.0	0.0	0.0	0.4	0.6	0.3	0.4	
• KTBK	Sherman		1700	10.0 cp	0.70	f Susquehanna		99			Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -				25	# Combos -				18	AM TOTALS					22.2	17.0	18.3	19.4	20.8	19.9	19.6	20.6	20.6
AM & FM Stations Profiled -				56	# Duopolies -				21	Total Local Commercial Share					90.7	91.1	89.9	91.2	91.4	91.8	91.5	91.8	

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 8

Revenue Rank: 10

Boston Market Overview



Metro Counties / Population (000)

Essex, MA	692.8
Middlesex, MA	1,420.4
Norfolk, MA	645.2
Plymouth, MA	465.0
Suffolk, MA	645.9
Worcester, MA	251.6
Hillsborough, NH	225.7
Total	4,346.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$135,000	\$146,000	\$172,400	\$189,500	\$201,400	\$224,300
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	13.2%	\$253,900	\$279,300	\$304,500	\$328,800	\$361,700	9.2%

	1992	1997	2002	Est. Breakout	
Revenue/Retail Sales	\$3.94/1,000	\$5.24/1,000	\$7.46/1,000	Local	69%
Revenue/Capita	\$31.80	\$51.60	\$81.25	National	31%

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	4,245.8	4,346.7	0.5%	4,346.7	4,451.8	0.5%
Households	1,579.1	1,628.1	0.6%	1,628.1	1,691.3	0.8%
Retail Sales	34,299.6	42,815.1	4.5%	42,815.1	48,470.1	2.5%
EBI	81,683.3	87,752.1	1.4%	87,752.1	100,244.4	2.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,097.9	337.6	152.9	217.3	372.3	359.9	274.0	384.0
Women (000)	2,248.7	322.9	146.3	222.6	358.3	375.4	289.0	534.3
Total	4,346.7	660.5	299.1	439.9	730.6	735.3	562.9	918.3
Percentage	100.0%	15.2%	6.9%	10.1%	16.8%	16.9%	13.0%	21.1%
Per Capita	\$ 20,188							
				Median Household	\$ 45,314		Avg Household	\$ 53,897
Ethnic Population:	White	88.5%	Black	7.1%	Asian	4.2%	Hispanic	5.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	17		15	23	27	50
Tot 12+	1.9	58.7		56.6	60.6	21.2	81.8
Avg 12+	0.3	3.5		3.8	2.6	0.8	1.6
Tot LCS	2.3	71.8		69.2	74.1	25.9	100.0
Avg LCS	0.4	4.2		4.6	3.2	1.0	2.0

Competitive Overview

Some stations also rated in Worcester.

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Locat Comm	Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998
WXRV	Haverhill	B	92.5	25.0	712		Northeast Bcstg Co	59				AAA	2,400	0.86	1.1	0.8	0.9	0.7	0.9	1.1	0.9	0.7	0.9
WBOS	Brookline	B	92.9	8.8	1152	a	Greater Media	55	9708		sw	AAA	9,000	1.36	2.6	1.8	2.4	1.5	1.7	2.0	2.2	2.5	2.1
WQSX	Lawrence	B	93.7	34.0 cp	587	f	Entercom	60	9811		g3	R&B Oldies	6,300	0.86	2.9	3.0	2.5	1.9	2.3	2.6	2.2	2.1	2.7
• WJMN	Boston	B	94.5	11.6	1053	c	AMFM Inc	48	9910 p		g	CHR/Rhymc	15,000	0.73	8.1	5.5	5.4	6.6	6.3	6.9	7.1	6.6	6.2
WHRB	Cambridge	A	95.3	1.7	607		Harvard Radio	57				Diverse				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	77				AC/Oldes				0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0
• WTKK	Boston	B	96.9	22.5	735	a	Greater Media	45	9708		sw	Talk	6,400	0.90	2.8	2.0	2.2	2.3	2.4	2.3	2.4	2.8	1.8
WBOT	Brockton	A	97.7	2.7	492		Radio One Inc	48	9909	10,000		DARK	500		0.1	0.0	0.0	0.4	0.4	0.4	0.0	0.0	0.0
WBMX	Boston	B	98.5	16.5 cp	850	b	Infinity Bcstg	48	9805		g3	AC	14,500	1.12	5.1	3.8	4.1	4.4	4.1	4.8	4.6	3.9	3.6
WPLM	Plymouth	B	99.1	50.0	430	d	Plymouth Rock	61				Easy	1,200		0.4	1.5	1.4	1.7	0.0	0.6	0.3	0.0	0.3
WKLB	Lowell	B	99.5	26.0 cp	666	a	Greater Media	47	9708	11,750		Country	4,300	0.48	3.5	2.8	3.2	3.0	3.5	2.7	2.5	3.3	3.2
WZLX	Boston	B	100.7	21.5	771	b	Infinity Bcstg	79	9612		g2	Clsc Rock	18,600	1.88	3.9	4.3	4.2	2.8	3.2	3.3	3.2	3.0	3.3
• WFNX	Lynn	A	101.7	1.7	450		Phoenix Media	63	8211	1,400		Alternative	4,000	0.98	1.6	1.1	1.2	1.7	1.3	1.6	1.2	1.2	1.2
• WCRB	Waltham	B	102.5	8.1 cp	1152		Charles River Bcstg	54				Classical	7,200	0.57	5.0	4.1	3.2	4.5	3.9	3.3	4.6	4.8	4.0
WODS	Boston	B	103.3	16.0	886	b	Infinity Bcstg	48	9511		g	Oldies	14,500	1.06	5.4	4.2	5.0	3.9	4.3	4.6	4.1	4.3	5.0
WBCN	Boston	B	104.1	21.0	771	b	Infinity Bcstg	58	9612		g2	Alternative	29,000	1.70	6.7	4.6	5.1	4.7	5.4	5.7	5.8	5.5	5.2
WXLO	Fitchburg	B	104.5	37.0	564		Deer River Group	60				Hot AC	n/a		0.6	1.0	1.0	1.2	1.0	0.6	0.5	0.4	0.6
WBOQ	Gloucester	A	104.9	3.2 cp	446		Marlin Bcstg Inc	64	9610	3,250		Classical	1,000		0.5	0.3	0.4	0.4	0.3	0.5	0.4	0.6	0.0
• WROR	Framingham	B	105.7	21.0	735	a	Greater Media	59	9610		sw	Clsc Hits	8,000	0.93	3.4	2.2	2.5	3.1	3.0	2.8	3.0	2.7	2.9
• WHOB	Nashua	A	106.3	1.0	541		Gateway Bcstg	87				Hot AC	700			0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0
WMJX	Boston	B	106.7	21.5	771	a	Greater Media	82	8201	5,000		AC	16,200	0.83	7.7	4.6	5.8	6.1	5.5	6.8	6.0	6.8	6.0
WAAF	Worcester	B	107.3	20.0	784		Entercom	61	9811		g3	AOR	8,200	0.92	3.5	3.4	3.3	3.2	3.4	2.6	3.2	2.7	3.0
• WXKS	Medford	B	107.9	20.5	771	c	AMFM Inc	60	9910 p		g	CHR	23,000	1.28	7.1	5.9	6.5	5.8	5.0	5.6	5.8	6.3	5.9
# FM Stations -					23	# Combos -					13	FM TOTALS		72.0	57.8	60.6	60.3	57.9	60.8	60.0	60.2	57.9	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 8

Revenue Rank: 10

Boston Market Overview



Metro Counties / Population (000)

Essex, MA	692.8
Middlesex, MA	1,420.4
Norfolk, MA	645.2
Plymouth, MA	465.0
Suffolk, MA	645.9
Worcester, MA	251.6
Hillsborough, NH	225.7
Total	4,346.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$135,000	\$146,000	\$172,400	\$189,500	\$201,400	\$224,300
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
	13.2%	\$253,900	\$279,300	\$304,500	\$328,800	\$361,700	9.2%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.94/1,000	\$5.24/1,000	\$7.46/1,000	Local	69%		
Revenue/Capita	\$31.80	\$51.60	\$81.25	National	31%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	4,245.8	4,346.7	0.5%	4,346.7	4,451.8
Households	1,579.1	1,628.1	0.6%	1,628.1	1,691.3	0.8%
Retail Sales	34,299.6	42,815.1	4.5%	42,815.1	48,470.1	2.5%
EBI	81,683.3	87,752.1	1.4%	87,752.1	100,244.4	2.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,097.9	337.6	152.9	217.3	372.3	359.9	274.0	384.0
Women (000)	2,248.7	322.9	146.3	222.6	358.3	375.4	289.0	534.3
Total	4,346.7	660.5	299.1	439.9	730.6	735.3	562.9	918.3
Percentage	100.0%	15.2%	6.9%	10.1%	16.8%	16.9%	13.0%	21.1%
Per Capita	\$ 20,188							
				Median Household	\$ 45,314		Avg Household	\$ 53,897
Ethnic Population:	White	88.5%	Black	7.1%	Asian	4.2%	Hispanic	5.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	17		15	23	27	50
Tot 12+	1.9	58.7		56.6	60.6	21.2	81.8
Avg 12+	0.3	3.5		3.8	2.6	0.8	1.6
Tot LCS	2.3	71.8		69.2	74.1	25.9	100.0
Avg LCS	0.4	4.2		4.6	3.2	1.0	2.0

Competitive Overview

Some stations also rated in Worcester.

AM Stations		ARB 12+ Metro Shares (see rights)																													
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	Summer				Spring				Winter				Fall			
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		1999	1999	1999	1998	1999	1999	1999	1998	1999	1999	1999	1998	1999	1999	1999	1998
WEZE	Boston	B	590	5.0	5.00		Salem Comm Corp	24	9702	6,000		Chrst/Talk			0.4	0.5	0.6	0.0	0.5	0.0	0.5	0.5	0.5	0.5	0.4						
WRKO	Boston	B	680	50.0	50.00	f	Entercom	22	9811		g3	News/Talk	9,800	0.54	7.2	4.7	5.1	4.9	4.9	6.0	5.7	5.7	6.4	6.4							
WJIB	Cambridge	B	740	0.3	0.01		Bob Bittner Bcstg	48	9109	160		Btfl Music	500		0.3	0.0	0.4	0.4	0.5	0.4	0.3	0.4	0.0	0.0							
WEEI	Boston	B	850	50.0	50.00	f	Entercom	26	9811		g3	Sports	17,500	1.57	4.4	3.9	3.9	2.5	3.8	3.6	3.9	3.7	3.4	3.4							
● WBPS	Dedham	B	890	25.0	cp	g	Mega Comm Inc	95	9811	4,000		Spanish				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
● WROL	Boston	B	950	5.0	0.00		Catholic Radio	50	9910		g3	Religion	200		0.4	0.4	0.4	0.0	0.0	0.0	0.4	0.4	0.5	0.5							
WCAP	Lowell	B	980	5.0	5.00		Northeast Radio Inc	51				Nws/Tlk/Spt	250		0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3							
● WBZ	Boston	A	1030	50.0	50.00	b	Infinity Bcstg	21				Nws/Tlk/Spt	30,000	1.19	9.9	8.2	7.4	7.9	8.7	7.9	7.8	7.9	9.4	9.4							
● WJLT	Natick	B	1060	40.0	cp		Langer Bcstg Corp	72	9509	71		ChrsContemp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WILD	Boston	B	1090	5.0	0.00		Nash Comm	46	8008	1,000		Urban AC	3,000	0.84	1.4	0.8	0.9	1.3	0.9	0.8	1.2	1.0	1.8	1.8							
● WBNW	Concord	B	1120	5.0	1.00		Money Matters	89	9807	450		Bus News	225			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
● WAMG	Boston	B	1150	5.0	5.00	g	Mega Comm Inc	79	9811	5,000		Spanish	400		0.2	1.3	1.0	1.1	0.4	0.8	0.0	0.0	0.0	0.0							
WKOX	Framingham	B	1200	50.0	cp		Fairbanks Comm	47	9904	14,500		Ethnic				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
● WESX	Salem	C	1230	1.0	1.00	e	Asher, James D.	39	5004			MOR	500		0.3	0.3	0.0	0.0	0.2	0.0	0.4	0.0	0.5	0.5							
WPZE	Boston	B	1260	5.0	5.00		Hibernia Comm	22	9711	5,000		Children				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WJDA	Quincy	B	1300	1.0	0.07	e	Asher, James D.	47				Soft AC	500		0.5	0.0	0.0	0.0	0.4	0.4	0.7	0.4	0.0	0.0							
WRCA	Waltham	B	1330	5.0	5.00	h	Add Radio Group	48	9512	1,700		Span/Ethnc	400		0.2	0.0	0.0	0.0	0.4	0.3	0.0	0.0	0.4	0.4							
WLYN	Lynn	B	1360	0.7	0.08	h	Add Radio Group	47	9904	1,060		Ethnic				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WPLM	Plymouth	B	1390	5.0	5.00	d	Plymouth Rock	55				Easy				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
● WLLH	Lowell	C	1400	1.0	1.00	g	Mega Comm Inc	34	9905	936		Adit Stndrd	400		0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.4	0.0	0.0							
WMSX	Brockton	B	1410	1.0	0.16		Willow Farm Inc	61	9909	647		News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
● WXKS	Everett	B	1430	5.0	1.00	c	AMFM Inc	52	9910 p		g	Nostalgia	500	0.08	2.4	1.0	1.5	1.8	1.6	2.3	1.7	1.4	2.5	2.5							
WBET	Brockton	B	1460	5.0	1.00		Aritaur Comm Inc	46	9712		na	News/Talk	450			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
● WSRO	Marlboro	B	1470	5.0	5.00		Langer Bcstg Corp	58	9807	250		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
● WNRB	Boston	B	1510	50.0	cp		One-On-One	34	9712	8,000		Sprts/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WNTN	Newton	B	1550	10.0	0.00		Colt Comm LLC	68	9811	603		Variety				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
● WUNR	Brookline	B	1600	5.0	5.00		Champion Bcstg	47				Spanish			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0							
# AM Stations -					27	# Combos -					12	AM TOTALS					28.1	21.1	21.2	19.9	22.3	22.5	22.9	22.5	25.6						
AM & FM Stations Profiled -					50	# Duopolies -					12	Total Local Commercial Share						78.9	81.8	80.2	80.2	83.3	82.9	82.7	83.5						

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 9

Revenue Rank: 6

Washington, DC Market Overview



Metro Counties / Population (000)

Dist. of Col.	523.8
Calvert, MD	70.2
Charles, MD	116.6
Frederick, MD	184.1
Montgomery, MD	831.0
Pr Georges, MD	784.5
Alexandria city	118.2
Arlington, VA	178.0
Fairfax, VA	915.5
Fairfax City, VA	21.1
Falls Church city	9.8
Loudoun, VA	132.3
Manassas city	33.4
Manassas Pk city	6.9
Pr William, VA	255.1
Stafford, VA	86.4
Total	4,266.9

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$150,000	\$167,000	\$193,400	\$206,800	\$215,200	\$232,000
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
	13.5%	\$263,400	\$289,700	\$315,800	\$344,200	\$375,200	9.2%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$4.36/1,000	\$5.29/1,000	\$7.00/1,000	Local	69%		
Revenue/Capita	\$36.67	\$54.37	\$83.42	National	31%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	4,091.0	4,266.9	0.8%	4,266.9	4,497.9	1.1%
Households	1,513.0	1,584.8	0.9%	1,584.8	1,683.0	1.2%
Retail Sales	34,434.7	43,870.4	5.0%	43,870.4	53,570.9	4.1%
EBI	86,956.8	96,049.8	2.0%	96,049.8	116,140.3	3.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,089.0	360.9	159.0	195.6	380.5	399.7	308.6	284.8
Women (000)	2,177.9	346.0	152.6	198.5	381.7	422.7	312.3	363.9
Total	4,266.9	707.0	311.5	394.1	762.3	822.4	620.9	648.7
Percentage	100.0%	16.6%	7.3%	9.2%	17.9%	19.3%	14.6%	15.2%
Per Capita	\$ 22,510			Median Household	\$ 51,265		Avg Household	\$ 60,607
Ethnic Population:	White	66.2%	Black	26.5%	Asian	6.9%	Hispanic	7.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	19		16	24	26	50
Tot 12+	3.7	64.3		64.3	68.0	13.2	81.2
Avg 12+	0.7	3.4		4.0	2.8	0.5	1.6
Tot LCS	4.6	79.2		79.2	83.7	16.3	100.0
Avg LCS	0.9	4.2		4.9	3.5	0.6	2.0

Competitive Overview

Some stations also rated in Baltimore and Frederick.

FM Stations

Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
															Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
WMJS	Prince Frederick	A	92.7 2.1	564		MJS Comm Inc	71				Easy				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WFLS	Fredericksburg	B	93.3 50.0	492	d	Free Lance-Star	62				Country	1,500		0.8	0.6	0.6	0.5	0.6	0.7	0.8	0.6	0.7
WKYS	Washington	B	93.9 24.0	705	a	Radio One Inc	47	9506	34,000		Urban AC	16,000	0.93	6.5	5.4	5.0	5.8	5.4	5.3	5.2	4.9	6.3
WPLC	Warrenton	A	94.3 2.0 cp	574		First VA Comm Inc	66	9806		sw	Modern AC	500		0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.3
WARW	Bethesda	B	94.7 20.5	771	c	Infinity Bcstg	59	9511		g	Clsc Rock	6,500	0.82	3.0	2.2	2.1	2.3	2.2	2.6	2.8	2.1	2.6
WPGC	Morningside	B	95.5 50.0	486	c	Infinity Bcstg	59	9612		g4	CHR/Rhymc	22,000	1.18	7.1	6.3	5.5	6.2	5.6	6.3	6.1	5.5	5.6
WHUR	Washington	B	96.3 24.0	669		Howard Univ Bd	71				Urban AC	9,500	0.52	6.9	5.1	5.9	6.2	5.6	5.6	6.1	6.1	5.2
● WASH	Washington	B	97.1 26.0	687	f	AMFM Inc	48	9910 p		g	Soft Rock	17,500	1.23	5.4	3.6	3.6	3.6	4.7	4.0	4.2	5.5	4.2
● WMZQ	Washington	B	98.7 50.0	489	f	AMFM Inc	68	9910 p		g	Country	19,100	1.23	5.9	4.2	4.6	3.9	4.5	4.2	5.5	4.8	5.1
WHFS	Annapolis	B	99.1 50.0	459	c	Infinity Bcstg	49	9704		sw	Alternative	10,000	1.36	2.8	2.0	2.3	1.9	2.3	2.3	2.5	2.1	2.3
● WJMO	Washington	B	99.5 22.0	751	f	AMFM Inc	60	9910 p		g	R&B Oldies	9,700	0.90	4.1	3.9	4.5	4.1	3.2	3.2	3.4	3.4	3.7
● WFRE	Frederick	B	99.9 7.9	1166	h	AMFM Inc	61	9910 p			Country	n/a		1.0	0.5	1.0	0.9	0.9	1.0	0.7	0.9	0.6
● WBIG	Washington	B	100.3 36.0	574	f	AMFM Inc	48	9910 p		g	Oldies	16,400	1.30	4.8	4.5	4.7	4.2	4.4	4.5	3.7	3.8	4.1
● WWDC	Washington	B	101.1 22.5	761	f	AMFM Inc	47	9910 p		g	Rock	10,500	0.95	4.2	3.5	3.8	3.7	3.5	3.3	3.3	3.4	4.0
WMMJ	Bethesda	A	102.3 2.9	479	a	Radio One Inc	61	8709	7,500		Urban AC	12,000	0.95	4.8	3.4	3.5	4.4	5.0	3.7	4.1	4.2	4.0
WAFY	Middletown	A	103.1 1.0	571		Frederick Bcstg	90				AC	n/a		0.4	0.4	0.0	0.4	0.3	0.7	0.4	0.0	0.3
WGMS	Washington	B	103.5 44.0	518	e	Bonneville Intl	47	9804		sw	Classical	10,250	0.78	5.0	3.6	3.7	3.6	3.6	4.5	3.9	4.3	4.0
WWVZ	Braddock Hghts	A	103.9 0.4	912	e	Bonneville Intl	72	9607			CHR	n/a		0.3	0.2	0.2	0.0	0.2	0.2	0.3	0.2	0.2
WWZZ	Waldorf	B	104.1 20.0	801	e	Bonneville Intl	65	9607		g	CHR	9,150	0.79	4.4	3.4	3.1	3.4	2.7	3.6	3.7	3.9	3.5
WAVA	Arlington	B	105.1 41.0	541	i	Salem Comm Corp	48	9202	20,000		Chrst/Talk			1.2	1.5	1.0	1.3	1.0	1.2	1.0	1.0	0.9
WJZW	Woodbridge	B	105.9 28.0	650	b	ABC Radio Inc	58	9707		g	Smooth Jazz	9,000	0.79	4.3	3.7	3.2	3.0	4.1	4.0	3.4	3.5	3.4
WJFK	Manassas	B	106.7 50.0 cp	463	c	Infinity Bcstg	68	9612		g4	Talk	20,000	1.58	4.8	3.8	4.4	4.0	3.5	4.1	3.9	3.4	4.6
WRQX	Washington	B	107.3 34.0	604	b	ABC Radio Inc	48	9602		g1	Hot AC	16,000	1.19	5.1	3.7	4.4	4.3	5.1	4.3	4.0	4.5	4.3
WTOP	Warrenton	B	107.7 29.0	646	e	Bonneville Intl	78	9806		sw 1	News			0.6	1.0	0.9	0.8	0.7	0.6	0.7	0.3	0.4
# FM Stations -				24	# Combos -				20	FM TOTALS				83.7	66.5	68.0	68.5	69.1	69.9	69.7	69.1	70.3

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

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Revenue Rank: 6

Washington, DC Market Overview



Metro Counties / Population (000)

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Fairfax City, VA	21.1
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Manassas Pk ct	6.9
Pr William, VA	255.1
Stafford, VA	86.4

4,266.9

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

ESTIMATED GROSS REVENUES ★★★	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	Δ 92 - 97
	\$150,000	\$167,000	\$193,400	\$206,800	\$215,200	\$232,000	9.1%
	Δ 97 - 98	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	Δ 98 - 02
	13.5%	\$263,400	\$289,700	\$315,800	\$344,200	\$375,200	9.2%
	<u>1992</u>	<u>1997</u>	<u>2002</u>	Est. Breakout			
Revenue/Retail Sales	\$4.36/1,000	\$5.29/1,000	\$7.00/1,000	Local	69%		
Revenue/CapIta	\$36.67	\$54.37	\$83.42	National	31%		

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

	<u>1992</u>	<u>1997</u>	<u>Growth Rate</u>	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>
MSA Population	4,091.0	4,266.9	0.8%	4,266.9	4,497.9	1.1%
Households	1,513.0	1,584.8	0.9%	1,584.8	1,683.0	1.2%
Retail Sales	34,434.7	43,870.4	5.0%	43,870.4	53,570.9	4.1%
EBI	86,956.8	96,049.8	2.0%	96,049.8	116,140.3	3.9%

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)	2,089.0	360.9	159.0	195.6	380.5	399.7	308.6	284.8
Women (000)	2,177.9	346.0	152.6	198.5	381.7	422.7	312.3	363.9
Total	4,266.9	707.0	311.5	394.1	762.3	822.4	620.9	648.7
Percentage	100.0%	16.6%	7.3%	9.2%	17.9%	19.3%	14.6%	15.2%
Per Capita	\$ 22,510		Median Household	\$ 51,265		Avg Household	\$ 60,607	
Ethnic Population:	White 66.2%	Black 26.5%	Asian 6.9%	Hispanic 7.6%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	19		16	24	26	50
Tot 12+	3.7	64.3		64.3	68.0	13.2	81.2
Avg 12+	0.7	3.4		4.0	2.8	0.5	1.6
Tot LCS	4.6	79.2		79.2	83.7	16.3	100.0
Avg LCS	0.9	4.2		4.9	3.5	0.6	2.0

Competitive Overview

Some stations also rated in Baltimore and Frederick.

AM Stations		ARB 12+ Metro Shares (see rights)																						
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
				Power (kW)	Power (kW)											1999	1999	1999	1998	1998	1998	1998	1998	1998
• WWRC	Bethesda	B	570	4.7	3.00	f	AMFM Inc	47	9910 p		g	Bus News	2,200		0.7	0.0	0.6	0.3	0.4	0.4	0.4	0.4	0.6	0.9
• WMAL	Washington	B	630	5.0	5.00	b	ABC Radio Inc	25	9602		g1	News/Talk	12,500	0.95	5.0	4.2	4.3	4.0	4.2	4.6	3.6	4.6	4.6	4.0
• WBZS	Alexandria	B	730	5.0 cp	0.38	f	Mega Comm Inc	45	9903 p	11,000	c3	Bus News				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WABS	Arlington	B	780	5.0	0.00	i	Salem Comm Corp	46	9910 p	4,100		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WXTR	Frederick	B	820	4.3	0.43	e	Bonneville Intl	60	9607			Country	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WILC	Laurel	B	900	1.9	0.50		ZGS Bcstg of	65	9909 p	5,500		Spanish	500		0.2	0.0	0.0	0.4	0.4	0.3	0.0	0.4	0.0	0.0
• WFMD	Frederick	B	930	5.0	2.50	h	AMFM Inc	36	9910 p			News/Talk	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WTEM	Washington	B	980	50.0	5.00	f	AMFM Inc	23	9910 p		g	Sprts/Talk	5,500	1.49	1.4	1.4	1.2	1.7	1.3	1.1	1.4	1.0	1.1	1.1
• WWGB	Indian Head	B	1030	50.0	0.00		Mortenson Bcstg	86	9708	1,500		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WKDL	Silver Spring	B	1050	1.0	0.04	g	Mega Comm Inc	46	9812		g	Spanish	1,000		0.4	0.3	0.5	0.5	0.5	0.5	0.4	0.4	0.0	0.0
• WUST	Washington	B	1120	20.0	0.00		New World Radio	49	9210	1,300		Ethnic			0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
• WMET	Gaithersburg	B	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	B	1200	5.0	1.00		Radio WAGE Inc	58	8003	300		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WFAX	Falls Church	B	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
• WGAY	Washington	B	1260	5.0	5.00	f	AMFM Inc	41	9910 p		g	MOR	1,500		0.8	0.7	0.9	0.9	0.7	1.0	0.8	0.5	0.5	0.5
• WDCT	Fairfax	B	1310	5.0	0.50		Family Radio Ltd	55	9502	700		Korean				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WYCB	Washington	C	1340	1.0	1.00	a	Radio One Inc	78	9804	3,750		Gospel	2,000	0.69	1.1	1.0	0.9	0.8	0.9	0.9	0.9	1.1	0.9	0.9
• WYSK	Fredericksburg	B	1350	1.0	0.04	d	Free Lance-Star	60				Hot AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WZHF	Arlington	B	1390	5.0	5.00	f	Mega Comm Inc	47	9908		c3	Spanish				0.6	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WOL	Washington	C	1450	1.0	1.00	a	Radio One Inc	24	8010	950		News/Talk	2,000	0.69	1.1	1.2	0.7	0.7	0.7	1.1	0.7	0.7	1.2	1.2
• WKDV	Manassas	B	1460	5.0	5.00	g	Mega Comm Inc	57	9812		g	Spanish				0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
• WTOP	Washington	A	1500	50.0	50.00	e	Bonneville Intl	26	9804		sw 1	News	18,000	1.90	3.6	2.8	2.6	2.9	2.5	2.9	3.0	3.1	2.9	2.9
• WACA	Wheaton	B	1540	5.0	0.00		EXCL Comm Inc	54	8902	850		Spanish	700		0.5	0.4	0.0	0.6	0.0	0.0	0.5	0.6	0.4	0.4
• WKIK	La Plata	B	1560	1.0 cp	0.00		Somar Comm Inc	65	9104	65		Clsc Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WPGC	Morningside	B	1580	50.0	0.27	c	Infinity Bcstg	54	9612		g4	Gospel	1,900	0.60	1.2	0.8	1.0	1.4	1.5	1.3	1.0	1.1	0.7	0.7
• WINX	Rockville	B	1600	1.0	0.50		Mega Comm Inc	51	9903	600		Spanish				0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
				# AM Stations -		26	# Combos -		16	AM TOTALS				16.1	14.0	13.2	14.2	13.1	14.5	12.7	14.1	12.6		
				AM & FM Stations Profiled -		50	# Duopolies -		15	Total Local Commercial Share				80.5	81.2	82.7	82.2	84.4	82.4	83.2	82.9			

◆ Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 10

Revenue Rank: 8

Houston-Galveston Market Overview



Metro Counties / Population (000)

Brazoria, TX	226.9
Chambers, TX	23.2
Fort Bend, TX	322.9
Galveston, TX	243.6
Harris, TX	3,169.3
Liberty, TX	66.3
Montgomery, TX	263.1
Waller, TX	27.6
Total	4,342.9

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$133,000	\$149,000	\$169,700	\$184,500	\$207,600	\$226,600
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	13.5%	\$257,100	\$282,800	\$313,900	\$339,000	\$372,900	9.7%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$4.39/1,000	\$5.50/1,000	\$7.37/1,000	Local	75%		
Revenue/Capita	\$34.00	\$52.18	\$79.59	National	25%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	3,911.6	4,342.9	2.1%	4,342.9	4,685.3	1.5%
Households	1,399.0	1,550.5	2.1%	1,550.5	1,688.0	1.7%
Retail Sales	30,296.8	41,235.5	6.4%	41,235.5	50,602.3	4.2%
EBI	65,172.6	78,378.5	3.8%	78,378.5	102,708.5	5.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,169.0	448.9	200.5	190.7	383.0	401.9	275.8	268.2
Women (000)	2,173.9	430.8	191.3	185.0	368.5	396.5	271.0	330.9
Total	4,342.9	879.7	391.8	375.7	751.4	798.4	546.8	599.1
Percentage	100.0%	20.3%	9.0%	8.7%	17.3%	18.4%	12.6%	13.8%
Per Capita	\$ 18,047							
				Median Household	\$ 39,312		Avg Household	\$ 50,550
Ethnic Population:	White	76.2%	Black	18.3%	Asian	5.1%	Hispanic	24.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		27	17	29	26	56
Tot 12+	0.3		69.6	67.7	69.9	16.2	86.1
Avg 12+	0.2		2.6	4.0	2.4	0.6	1.5
Tot LCS	0.3		80.8	78.6	81.2	18.8	100.0
Avg LCS	0.2		3.0	4.6	2.8	0.7	1.8

Competitive Overview

Some stations also rated in Beaumont-Port Arthur.

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)												1999	1999	1999	1998	1998	1998	1998	1997
KRTS	Seabrook	C1	92.1	50.0	981		Stude, M.S., et al	84	8705	2,250	e	Classical	2,000		0.9	0.8	0.9	0.7	0.9	0.7	0.8	0.8	0.8
● KKQB	Pasadena	C	92.9	97.0	1919	b	AMFM Inc	62	9910 p		g	Country	21,200	1.83	4.5	3.1	3.0	2.5	3.3	3.7	3.5	3.7	4.5
● KOVE	Port Arthur	C	93.3	100.0	1952	f	Hispanic Bcstg	92	9702		g3	Internat'l	1,300	0.32	1.6	1.3	1.6	2.1	1.4	1.4	1.4	1.4	1.2
● KKRW	Houston	C	93.7	100.0	1719	b	AMFM Inc	64	9910 p		g	Clsc Rock	11,300	1.05	4.2	3.6	3.9	3.4	3.2	3.3	3.8	3.7	3.6
● KLDE	Houston	C	94.5	100.0	1919	b	AMFM Inc	64	9910 p		g	Oldies	16,100	1.23	5.1	4.5	4.0	3.9	3.4	4.3	4.3	4.6	4.5
● KIKK	Houston	C	95.7	100.0	1919	a	Infinity Bcstg	59	9310	40,000	c2	Country	7,200	0.97	2.9	1.8	2.7	2.6	2.7	2.9	2.7	2.1	2.5
● KHMx	Houston	C	96.5	97.0	1919	i	Clear Channel	61	9905		g8	Hot AC	14,000	1.18	4.6	4.2	5.2	3.8	4.6	4.0	4.4	4.5	3.1
● KKTL	Cleveland	C	97.1	100.0	984	i	Clear Channel	92	9905		g8	Alternative	200		0.2	0.0	0.1	0.0	0.0	0.0	0.3	0.3	0.0
● KBXX	Houston	C	97.9	95.0	1919	d	Clear Channel	58	9408	21,000		R&BOd/Rap	14,000	0.69	7.9	7.6	8.0	7.7	6.8	7.6	6.7	6.2	6.8
KTJM	Port Arthur	C	98.5	100.0	1952	h	Faith Bcstg LP	63	9412		1	Oldies	3,500	0.68	2.0	2.5	2.0	2.4	1.2	1.6	1.6	1.6	2.1
● KODA	Houston	C	99.1	95.0	1919		AMFM Inc	58	9910 p		g	AC	23,500	1.13	8.1	6.5	5.9	6.2	7.1	6.4	7.4	7.2	7.1
● KUST	Huntsville	C3	99.7	7.3	581	j	New Wavo Comm	98	9704	158	cp	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KSHN	Liberty	C2	99.9	26.0	679		Trinity River Valley	91				AC/Oldies	400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● KILT	Houston	C	100.3	100.0	1919	a	Infinity Bcstg	61	8912		g1	Country	18,900	1.21	6.1	4.4	5.1	5.5	5.0	5.8	4.7	5.2	5.3
● KRTX	Winnie	C	100.7	100.0	1952	f	Z-Spanish Media	87	9908		sw	Tejano	3,000	0.45	2.6	0.9	0.4	0.3	0.4	0.0	3.3	3.2	2.6
● KLOL	Houston	C	101.1	95.0	1919	b	AMFM Inc	47	9910 p		g	Rock	15,400	1.30	4.6	3.6	3.6	3.6	3.8	3.5	4.2	4.0	4.1
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
KMJQ	Houston	C	102.1	100.0	1719	d	Clear Channel	64	9412	39,000		R&B Oldies	15,500	0.91	6.6	6.3	4.9	5.0	5.8	5.6	5.7	6.3	5.3
● KLTN	Houston	C	102.9	100.0	984	f	Hispanic Bcstg	60	9805	54,000		Spanish	9,100	1.36	2.6	5.2	5.1	4.9	5.6	3.8	1.7	1.5	1.9
KJOJ	Freeport	C	103.3	100.0	994	d	Clear Channel	65	9607		g 1	Oldies	500		0.2	0.1	0.0	0.1	0.1	0.2	0.1	0.1	0.2
● KVST	Willis	C3	103.7	15.0	427	j	New Wavo Comm	93	9107	125	cp	Country	1,000		0.5	0.6	0.5	0.4	0.8	0.3	0.4	0.5	0.5
KRBE	Houston	C	104.1	100.0	1919		Susquehanna	59	8610			AC	16,000	0.84	7.4	6.6	6.4	5.7	6.8	6.3	6.7	6.4	6.3
KLTO	Galveston	A	104.9	1.9	404	f	Hispanic Bcstg	89	9702		g3	Internat'l				0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
● KOVA	Rosenberg	A	104.9	2.6	351	f	Hispanic Bcstg	68	9708	3,100		Internat'l	500		0.2	0.0	0.3	0.3	0.1	0.4	0.1	0.2	0.1
● KHCB	Houston	C	105.7	100.0	1614	g	Houston Christian	62				Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● KQQK	Galveston	C	106.5	100.0	1322	c	El Dorado Comm	68	9412	11,275		Tejano	5,500	0.74	2.9	2.2	1.4	2.2	2.1	2.2	2.3	3.1	2.6
KKHT	Conroe	C	106.9	100.0	1900	e	Salem Comm Corp	91	9503	12,000		Chrst/Talk			0.2	0.3	0.0	0.6	0.4	0.4	0.0	0.0	0.3
● KTBZ	Lake Jackson	C	107.5	95.0	1972	i	Clear Channel	63	9905		g8	Alternative	6,600	0.66	3.9	4.3	4.2	3.9	4.4	3.8	3.5	3.1	3.2
● KXTJ	Beaumont	C	107.9	100.0	1952	c	El Dorado Comm	67	9305	3,700		Mexican	3,000	0.73	1.6	0.8	0.7	1.1	1.1	1.3	1.1	1.8	1.4
# FM Stations -					29	# Combos -					24	FM TOTALS			81.4	71.2	69.9	68.9	71.0	69.5	70.8	71.5	70.0

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 10

Revenue Rank: 8

Houston-Galveston Market Overview



Metro Counties / Population (000)

Brazoria, TX	226.9
Chambers, TX	23.2
Fort Bend, TX	322.9
Galveston, TX	243.6
Harris, TX	3,169.3
Liberty, TX	66.3
Montgomery, TX	263.1
Waller, TX	27.6
Total	4,342.9

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$133,000	\$149,000	\$169,700	\$184,500	\$207,600	\$226,600
Revenue/Retail Sales Revenue/Capita	1992	1997	2002	Est. Breakout			
	\$4.39/1,000	\$5.50/1,000	\$7.37/1,000	Local	75%	National	25%
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
13.5%	\$257,100	\$282,800	\$313,900	\$339,000	\$372,900		9.7%

Demographic and Economic Overview

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

MSA	1992	1997	Growth Rate	1997	2002	Growth Rate
	Population	3,911.6	4,342.9	2.1%	4,342.9	4,685.3
Households	1,399.0	1,550.5	2.1%	1,550.5	1,688.0	1.7%
Retail Sales	30,296.8	41,235.5	6.4%	41,235.5	50,602.3	4.2%
EBI	65,172.6	78,378.5	3.8%	78,378.5	102,708.5	5.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,169.0	448.9	200.5	190.7	383.0	401.9	275.8	268.2
Women (000)	2,173.9	430.8	191.3	185.0	368.5	396.5	271.0	330.9
Total	4,342.9	879.7	391.8	375.7	751.4	798.4	546.8	599.1
Percentage	100.0%	20.3%	9.0%	8.7%	17.3%	18.4%	12.6%	13.8%
Per Capita	\$ 18,047		Median Household	\$ 39,312		Avg Household	\$ 50,550	
Ethnic Population:	White	76.2%	Black	18.3%	Asian	5.1%	Hispanic	24.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		27	17	29	26	56
Tot 12+	0.3		69.6	67.7	69.9	16.2	86.1
Avg 12+	0.2		2.6	4.0	2.4	0.6	1.5
Tot LCS	0.3		80.8	78.6	81.2	18.8	100.0
Avg LCS	0.2		3.0	4.6	2.8	0.7	1.8

Competitive Overview

Some stations also rated in Beaumont-Port Arthur.

AM Stations		ARB 12+ Metro Shares (see rights)																													
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	Summer				Spring				Winter				Fall			
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		1999	1999	1999	1998	1999	1999	1999	1998	1999	1999	1999	1998	1999	1999	1999	1998
• KILT	Houston	B	610	5.0	5.00	a	Infinity Bcstg	48	8912		g1	Sports	5,800	0.98	2.3	1.5	1.5	1.7	1.9	2.7	2.0	1.7	1.6								
• KIKK	Pasadena	B	650	0.3	0.00	a	Infinity Bcstg	57	9310		c2	Bus News				0.1	0.1	0.0	0.1	0.0	0.0	0.1	0.0								
• KSEV	Tomball	B	700	15.0	1.00	d	Clear Channel	86	9412		st	Nws/Tlk/Spt	3,000	0.90	1.3	1.3	1.0	1.0	1.0	1.3	1.1	1.1	1.1								
• KTRH	Houston	B	740	50.0	50.00	b	AMFM Inc	30	9910 p		g	Nws/Sprts	19,100	1.55	4.8	4.2	3.9	4.1	4.5	4.1	4.2	4.4	3.9								
• KBME	Houston	B	790	5.0	5.00	b	AMFM Inc	44	9910 p		g	Adlt Stndrd	1,000	0.32	1.2	1.8	2.6	2.6	1.9	1.8	1.4	0.8	0.2								
• KEYH	Houston	B	850	10.0	0.19	c	El Dorado Comm	74	9603	1,200		Spanish	1,000		0.6	0.6	0.5	0.0	0.4	0.3	0.6	0.5	0.8								
• KJOJ	Conroe	B	880	10.0	1.00		Clear Channel	51	9701			Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
• KYST	Texas City	B	920	5.0	1.00		Hispanic Bcstg Inc	47	9310	563		Span/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
• KPRC	Houston	B	950	5.0	1.00	d	Clear Channel	25	9412		st	Nws/Tlk/Spt	6,900	0.81	3.3	3.1	3.3	3.7	3.0	2.7	3.1	2.8	3.0								
• KRTX	Rosenberg	B	980	5.0 cp	4.00	f	Hispanic Bcstg	48	9702		g3	Tejano				0.0	0.1	0.1	0.0	0.0	0.0	0.0									
• KLAT	Houston	B	1010	5.0	5.00	f	Hispanic Bcstg	61	9702		g3	Spanish	5,000	1.62	1.2	0.6	1.2	0.9	0.9	1.0	0.8	1.1	1.2								
	KCHN	Brookshire	B	1050	0.3 cp	0.00	Multicultural Bcstg	68	9507	5		DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0									
	KENR	Houston	B	1070	10.0	5.00	Salem Comm Corp	68	9503	5,000		Talk			0.2	0.0	0.0	0.5	0.0	0.3	0.3	0.0									
	KTEK	Alvin	B	1110	2.5	0.00	Salem Comm Corp	81	9810		g	Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0									
• KYOK	Conroe	B	1140	5.0	0.00		Martin Bcstg Inc	81	9202	175		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0									
	KGOL	Humble	B	1180	8.5 cp	1.00	Z-Spanish Media	86	9809		g	Asian				0.0	0.0	0.0	0.0	0.0	0.0	0.0									
• KQUE	Houston	C	1230	1.0	1.00	b	AMFM Inc	48	9910 p		g	Clsc Rock	1,000	0.32	1.2	0.1	0.0	0.0	0.0	0.1	1.1	1.0	1.8								
• KXYZ	Houston	B	1320	5.0	5.00		Radio Unica	30	9804	6,400		Spanish	1,000		0.4	0.5	0.6	0.4	0.7	0.4	0.6	0.0	0.4								
• KWWJ	Baytown	B	1360	5.0	1.00		Salt of Earth Bcstg	47	8808			Religion	500		0.3	0.3	0.6	0.6	0.0	0.0	0.5	0.3	0.4								
• KHCB	Galveston	C	1400	1.0	1.00	g	Houston Christian	22	9010	150		Relig Music				0.0	0.0	0.0	0.0	0.0	0.0	0.0									
• KCOH	Houston	B	1430	5.0	0.33		KCOH Inc	48	7512			Urban	1,500		0.8	0.6	0.5	0.6	0.6	0.7	0.5	0.7	0.8								
• KLVL	Pasadena	B	1480	1.0	0.50		SIGA Bcstg Corp	50	9706	1,250		Spanish				0.0	0.0	0.0	0.0	0.0	0.0	0.0									
• KYND	Cypress	B	1520	3.0	0.00		Provenzano,	91				Sprn/Eth/Rlg				0.0	0.0	0.0	0.0	0.0	0.0	0.0									
• KGBC	Galveston	B	1540	1.0	0.25		Harbor Bcstg Co	47				Oldies	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0									
	KILE	Bellaire	B	1560	0.8	0.00	Radio Free TX	61	9911	75		Ethnic			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
	KMIC	Houston	B	1590	5.0	5.00	h	ABC Radio Inc	55	9905	6,000 na	Children	1,100		0.8	0.0	0.3	0.0	0.8	0.7	0.8	0.6	0.7								
# AM Stations -					26	# Combos -					14	AM TOTALS					18.5	14.7	16.2	16.2	15.8	16.1	17.0	15.1	16.3						
AM & FM Stations Profiled -					55	# Duopolies -					16	Total Local Commercial Share					85.9	86.1	85.1	86.8	85.6	87.8	86.6	86.3							

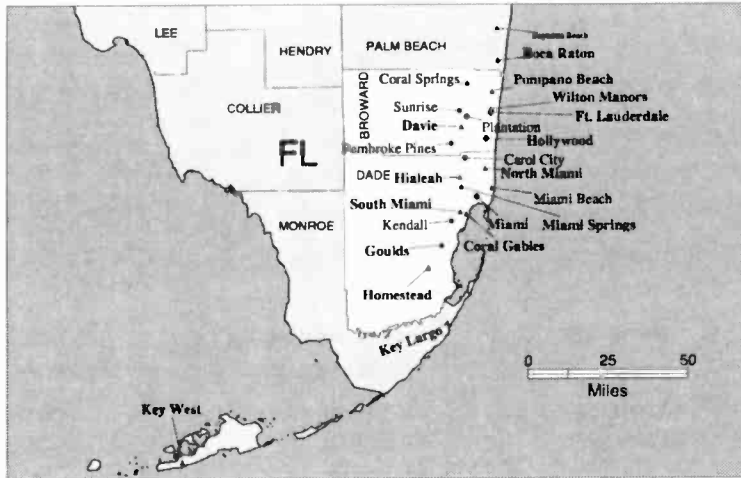
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 11

Revenue Rank: 12

Miami-Ft. Lauderdale-Hollywood Market Overview



Metro Counties / Population (000)

Broward, FL	1,484.5
Dade, FL	2,133.7
Total	3,618.2

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

ESTIMATED GROSS REVENUES ★★★

	1992	1993	1994	1995	1996	1997	Δ 92 - 97
Gross Revenues	\$109,000	\$120,000	\$137,000	\$159,500	\$180,300	\$200,300	12.9%
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
Gross Revenues	7.7%	\$215,800	\$233,000	\$254,000	\$276,800	\$301,800	8.7%

	1992	1997	2002	Est. Breakout
Revenue/Retail Sales	\$3.62/1,000	\$4.63/1,000	\$5.74/1,000	Local 70%
Revenue/Capita	\$32.84	\$55.36	\$76.99	National 30%

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	3,318.7	3,618.2	1.7%	3,618.2	3,920.2	1.6%
Households	1,262.2	1,377.8	1.8%	1,377.8	1,502.5	1.7%
Retail Sales	30,072.3	43,234.6	7.5%	43,234.6	52,540.1	4.0%
EBI	48,567.6	58,612.7	3.8%	58,612.7	72,984.9	4.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,739.7	290.6	134.2	138.7	270.4	280.6	233.6	391.6
Women (000)	1,878.5	276.8	127.3	141.6	270.9	295.8	246.9	519.3
Total	3,618.2	567.4	261.5	280.3	541.2	576.4	480.5	910.9
Percentage	100.0%	15.7%	7.2%	7.7%	15.0%	15.9%	13.3%	25.2%
Per Capita	\$ 16,199							
				Median Household	\$ 31,503		Avg Household	\$ 42,541
Ethnic Population:	White	78.1%	Black	19.7%	Asian	1.9%	Hispanic	37.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			20	18	20	27	47
Tot 12+			67.5	67.5	67.5	21.6	89.1
Avg 12+			3.4	3.8	3.4	0.8	1.9
Tot LCS			75.8	75.8	75.8	24.2	100.0
Avg LCS			3.8	4.2	3.8	0.9	2.1

Competitive Overview

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

FM Stations

Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
															Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
● WCMQ	Hialeah	C2	92.3	31.0	617	d	69	8611			Spanish	4,100	0.58	3.3	1.6	2.4	3.1	2.8	2.7	3.1	3.4	2.4
WTMI	Miami	C	93.1	100.0	1007		60	9606	18,000		Classic MOR	4,000	0.56	3.3	3.6	3.7	3.4	3.1	2.8	2.7	3.2	3.0
WLVE	Miami Beach	C	93.9	100.0	1007	g	68	9712		g1	Smooth Jazz	9,800	1.06	4.3	3.7	3.9	3.6	3.7	4.2	3.3	3.8	4.1
WZTA	Miami Beach	C	94.9	100.0	1007	g	61	9712		g1	Rock	9,100	1.20	3.5	3.3	2.9	3.1	3.5	2.7	3.8	2.8	3.3
● WXDJ	North Miami	C2	95.7	40.0	548	d	86	9704	111,000	d1	Spanish	10,700	1.46	3.4	3.1	3.9	3.4	3.1	2.9	3.3	3.2	2.8
WPOW	Miami	C	96.5	100.0	1007	f	85	8603	10,600		CHR/Dance	12,500	0.98	5.9	5.1	5.1	5.0	5.5	5.0	5.0	5.4	5.7
WFLC	Miami	C	97.3	100.0	1007	b	51				AC	10,000	1.08	4.3	3.2	3.0	3.3	2.9	3.5	4.2	3.8	3.8
● WRTO	Goulds	C	98.3	100.0	1408	a	76	9508		g2	Spanish	5,400	1.32	1.9	2.1	2.4	2.1	2.3	2.1	2.1	1.5	1.2
WEDR	Miami	C1	99.1	100.0	919	c	63	9908		sw	Urban	11,900	0.79	7.0	7.1	6.8	6.7	8.0	7.4	6.1	6.6	4.9
● WKIS	Boca Raton	C	99.9	100.0	984	f	65	9610	57,000	c2	Country	11,200	1.18	4.4	3.6	3.4	4.5	3.3	4.2	3.9	3.7	3.8
● WHYI	Ft. Lauderdale	C	100.7	100.0	1007	g	60	9410		g	CHR	10,400	1.15	4.2	4.2	4.6	3.8	3.4	4.2	3.9	3.6	3.4
WLYF	Miami	C1	101.5	100.0	810	e	70				AC	11,500	1.01	5.3	5.4	5.1	5.0	4.8	4.0	4.8	4.9	5.1
WMXJ	Pompano Beach	C	102.7	100.0	1007	e	60	9402	17,800		Oldies	9,500	1.22	3.6	2.7	2.8	3.1	3.1	3.4	3.1	2.9	3.4
WMGE	Ft. Lauderdale	C	103.5	100.0	1007	g	59	9712		g1	Dance/70&80	5,700	1.10	2.4	3.5	1.6	1.7	1.5	1.8	2.2	2.1	2.3
WHQT	Coral Gables	C	105.1	100.0	1007	b	58	9212		sw	Urban AC	9,700	0.80	5.6	4.5	4.6	4.2	5.2	4.9	4.7	5.1	5.1
WBGJ	Ft. Lauderdale	C	105.9	100.0	1020	g	60	9403	14,000		Clsc Rock	6,900	0.91	3.5	2.7	3.3	3.1	3.0	3.3	3.3	2.6	3.3
● WZMQ	Key Largo	C2	106.3	50.0	430	d	90				Span/Top40	1,000			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	62	9704		d1	Spanish	8,300	0.99	3.9	3.5	3.1	2.9	3.3	3.3	2.8	3.9	3.9
● WAMR	Miami	C1	107.5	95.0	1007	a	47	9508		g2	Spanish	16,300	1.48	5.1	5.1	4.9	4.9	4.6	5.0	4.1	4.7	4.5
● WVMQ	Key West	C1	107.9	100.0	554	d	94	9506	180	cp	Span/News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -				20	# Combos -				19	FM TOTALS				74.9	60.0	67.5	66.9	67.1	67.4	66.4	67.2	66.0

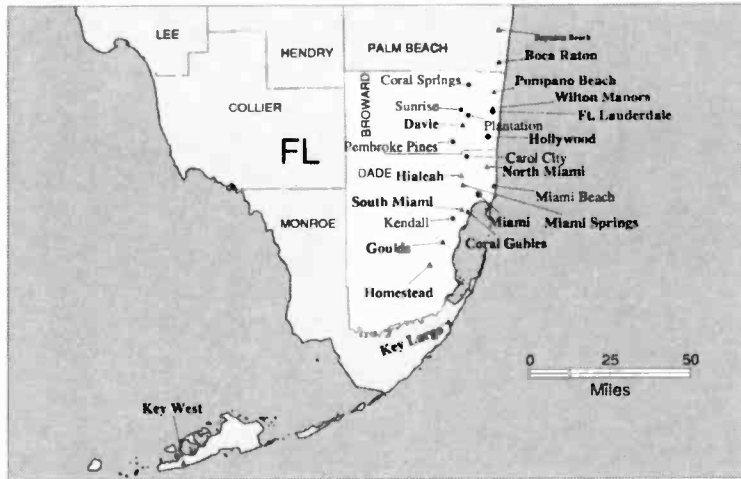
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 11

Revenue Rank: 12

Miami-Ft. Lauderdale-Hollywood Market Overview



Metro Counties / Population (000)

Broward, FL	1,484.5
Dade, FL	2,133.7
Total	3,618.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES

	1992	1993	1994	1995	1996	1997	Δ 92 - 97
Revenue/Retail Sales	\$109,000	\$120,000	\$137,000	\$159,500	\$180,300	\$200,300	12.9%
Revenue/Capita	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	7.7%	\$215,800	\$233,000	\$254,000	\$276,800	\$301,800	8.7%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.62/1,000	\$4.63/1,000	\$5.74/1,000	Local	70%		
Revenue/Capita	\$32.84	\$55.36	\$76.99	National	30%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	3,318.7	3,618.2	1.7%	3,618.2	3,920.2	1.6%
Households	1,262.2	1,377.8	1.8%	1,377.8	1,502.5	1.7%
Retail Sales	30,072.3	43,234.6	7.5%	43,234.6	52,540.1	4.0%
EBI	48,567.6	58,612.7	3.8%	58,612.7	72,984.9	4.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,739.7	290.6	134.2	138.7	270.4	280.6	233.6	391.6
Women (000)	1,878.5	276.8	127.3	141.6	270.9	295.8	246.9	519.3
Total	3,618.2	567.4	261.5	280.3	541.2	576.4	480.5	910.9
Percentage	100.0%	15.7%	7.2%	7.7%	15.0%	15.9%	13.3%	25.2%
Per Capita	\$ 16,199							
				Median Household	\$ 31,503		Avg Household	\$ 42,541
Ethnic Population:	White	78.1%	Black	19.7%	Asian	1.9%	Hispanic	37.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			20	18	20	27	47
Tot 12+			67.5	67.5	67.5	21.6	89.1
Avg 12+			3.4	3.8	3.4	0.8	1.9
Tot LCS			75.8	75.8	75.8	24.2	100.0
Avg LCS			3.8	4.2	3.8	0.9	2.1

Competitive Overview

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

AM Stations		Day	Night	Sales		L	1998 Est		Avg '98	ARB 12+ Metro Shares (see rights)													
Calls	City of License	FCC Class	Freq	Power (kW)	Power (kW)	C	Owner	Year Std	Date Acq'd	Price (000)	M	Format	Revenue (000)1/	Power Ratio	Local Comm	Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
WQAM	Miami	B	560	5.0	1.00	f	Beasley Bcst Group	21	9610		c2	Sports	13,200	1.85	3.3	2.9	2.9	3.1	3.1	2.9	3.1	2.8	2.8
WIOD	Miami	B	610	10.0	10.00	g	Clear Channel	26	9712		g1	News	5,000	1.29	1.8	1.9	1.8	2.0	1.6	2.0	1.4	1.7	1.4
WWFE	Miami	B	670	50.0	1.00	h	Carreras,Carlos	89	9306	2,700		Spanish	700		0.8	0.8	0.6	1.0	0.7	0.8	0.8	0.8	0.5
• WAQI	Miami	B	710	50.0	50.00	a	Hispanic Bcstg	39	9508		g2	Spanish	5,100	0.54	4.4	3.9	4.4	5.3	4.4	4.4	4.0	3.8	3.5
WAXY	S. Miami	B	790	5.0	5.00	e	Jefferson-Pilot	47	8511	6,000		Talk/Nstlg	1,000		0.5	0.0	0.0	0.4	0.5	0.4	0.4	0.4	0.6
• WACC	Hialeah	B	830	1.0	1.00		Radio Peace	87	9701	2,550	1	Spanish	500		0.9	0.6	1.0	0.6	0.9	0.7	0.8	1.0	0.8
WINZ	Miami	B	940	50.0	10.00	g	Clear Channel	46	9712		g1	1 Talk	5,200	1.05	2.3	1.9	2.1	1.9	1.8	1.7	1.9	2.0	2.7
WHSR	Pompano Beach	B	980	5.0	1.00	i	Panamedia	59	9206	1,080		Internat'l				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WMYM	Miami	B	990	5.0	5.00		ABC Radio Inc	97	9908	7,400		Children	600	0.28	1.0	0.9	1.2	1.1	1.2	0.9	1.1	1.0	0.5
WJNO	Boynton Beach	B	1040	25.0	cp	1.10	Clear Channel	73	9808			News/Talk	n/a		0.6	0.4	0.5	0.5	0.5	0.7	0.4	0.5	0.4
• WVCG	Coral Gables	B	1080	50.0	10.00	c	AMFM Inc	49	9910	p	g	Ethnic	1,500		0.3	0.0	0.3	0.4	0.3	0.0	0.4	0.5	0.0
• WQBA	Miami	B	1140	50.0	10.00	a	Hispanic Bcstg	47	9508		g2	Spanish	4,100	0.79	2.4	2.1	1.4	1.7	1.4	1.9	2.4	2.0	2.4
• WAVS	Davie	B	1170	5.0	0.25		Radio WAVS Inc	83	8305	600	e	Ethnic	1,000		0.9	0.7	0.7	0.6	0.4	1.0	0.5	0.6	1.0
• WNMA	Miami Springs	B	1210	50.0	cp	2.50	Radio Unica	58	9808		na	Sprts/Talk	4,100		0.8	1.0	0.6	0.7	0.8	0.6	0.5	0.0	1.7
WJNA	West Palm	C	1230	1.0	cp	1.00	J Crystal Entrprises	36	9808			Nostalgia	n/a		1.5	1.3	1.2	2.0	1.5	1.6	0.9	1.4	1.4
• WSUA	Miami	B	1260	5.0	5.00		El Dorado Bcstg	69	9505	2,750		Spanish	2,000	0.66	1.4	1.0	1.2	0.9	1.4	0.9	1.0	1.4	1.6
• WLQY	Hollywood	B	1320	5.0	5.00		Z-Spanish Media	53	9901	5,650		Ethnic				0.0	0.3	0.0	0.3	0.0	0.0	0.0	0.0
• WKAT	North Miami	B	1360	10.0	1.00		Spanish Media	37	9910	p	7,800	Spanish	1,500		0.2	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0
WFTL	Ft. Lauderdale	C	1400	1.0	1.00	g	J Crystal Entrprises	46	9808		sw	Bus News	1,000		0.7	0.0	0.0	0.0	0.0	0.4	0.7	0.6	0.7
WOIR	Homestead	B	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
• WOCN	Miami	C	1450	1.0	1.00		Minority Radio	56	8808	440		News/Talk			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
WWNN	Pompano Beach	B	1470	50.0	2.50	i	Panamedia	59	9702	1,500		Motivatiol	550			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMBM	Miami Beach	C	1490	1.0	1.00		New Birth Bcstg	49	9502	1,500		Gospel	700	0.27	1.2	0.7	0.9	1.2	1.2	1.5	1.1	0.9	0.8
WEXY	Wilton Manors	B	1520	3.5	0.25		Celebrities Inc	63	8905		na	Religion			0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
• WRHC	Coral Gables	B	1560	45.0	cp	4.40	h Carreras,Carlos	63	9303	525		Spanish				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSRF	Ft. Lauderdale	B	1580	10.0	5.00		Inner City Bcstg	55	9908	1,500		Ethnic				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WAFN	Miami Springs	ll	1700	10.0	1.00		Radio Unica	98			2	Sprts/Talk				0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
				# AM Stations -	27	# Combos -	12	AM TOTALS						25.2	20.5	21.6	23.4	22.0	22.4	22.1	21.7	23.1	
				AM & FM Stations Profiled -	47	# Duopolies -	16	Total Local Commercial Share						88.5	89.1	90.3	89.1	89.8	88.5	88.9	89.1		

• Indicates a change since last edition

1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 12

Revenue Rank: 7

Atlanta, GA Market Overview



Metro Counties / Population (000)

Barrow, GA	39.0
Bartow, GA	68.1
Carroll, GA	81.9
Cherokee, GA	127.8
Clayton, GA	207.4
Cobb, GA	560.0
Coweta, GA	82.1
De Kalb, GA	597.8
Douglas, GA	88.2
Fayette, GA	86.7
Forsyth, GA	74.2
Fulton, GA	738.3
Gwinnett, GA	508.7
Henry, GA	99.5
Newton, GA	55.3
Paulding, GA	70.4
Pickens, GA	18.8
Rockdale, GA	67.6
Spalding, GA	58.0
Walton, GA	52.3

3,682.1

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$111,400	\$124,000	\$149,500	\$173,600	\$192,900	\$226,900
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	13.5%	\$257,500	\$280,600	\$305,900	\$333,400	\$363,400	9.0%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$4.24/1,000	\$5.65/1,000	\$6.76/1,000	Local	80%		
Revenue/Capita	\$34.75	\$61.62	\$87.95	National	20%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	3,205.3	3,682.1	2.8%	3,682.1	4,132.1	2.3%
Households	1,192.3	1,373.1	2.9%	1,373.1	1,559.5	2.6%
Retail Sales	26,246.9	40,167.8	8.9%	40,167.8	53,775.8	6.0%
EBI	53,550.2	65,908.3	4.2%	65,908.3	86,062.7	5.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,805.6	337.1	154.7	167.9	326.5	342.9	249.5	227.0
Women (000)	1,876.5	322.4	148.2	168.9	328.0	360.7	248.0	300.3
Total	3,682.1	659.5	303.0	336.7	654.5	703.6	497.5	527.3
Percentage	100.0%	17.9%	8.2%	9.1%	17.8%	19.1%	13.5%	14.3%
Per Capita	\$ 17,900		Median Household	\$ 39,375		Avg Household	\$ 48,000	
Ethnic Population:	White 71.0%	Black 26.0%	Asian 2.8%			Hispanic 3.3%		

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		16	15	19	35	54
Tot 12+	0.0		72.7	72.0	72.7	14.7	87.4
Avg 12+	0.0		4.5	4.8	3.8	0.4	1.6
Tot LCS	0.0		83.2	82.4	83.2	16.8	100.0
Avg LCS	0.0		5.2	5.5	4.4	0.5	1.9

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
WZGC	Atlanta	C1	92.9	99.0	909	c	Infinity Bcstg	65	9612		g1	Clsc Rock	11,200	1.12	3.9	2.0	2.8	2.8	3.1	3.1	3.1	3.5	3.9
WVFJ	Manchester	C1	93.3	27.0 cp	1611		Provident Bcstg Co	67	8108			ChrsContemp			0.3	1.2	0.7	0.7	0.6	0.4	0.5	0.0	0.5
• WSTR	Smyrna	C	94.1	100.0	1020	g	Jefferson-Pilot	66	7401			Top 40	20,000	0.85	9.1	9.5	8.9	8.5	8.4	7.9	7.9	8.3	8.1
WPCB	Atlanta	C	94.9	99.0	984	d	Clear Channel	62	9905		g2	Soft AC	16,600	1.09	5.9	4.9	5.0	5.3	5.4	4.6	5.5	5.6	5.1
• WKLS	Atlanta	C	96.1	99.0	984	d	Clear Channel	60	9905		g2	Rock	14,300	1.11	5.0	4.7	4.7	4.9	4.4	4.3	5.0	3.8	4.5
• WMKJ	Newnan	A	96.7	2.2 cp	551		Clear Channel	48	9903 p		g4	Soft AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WFOX	Gainesville	C	97.1	100.0	1585		Cox Radio Inc	65	9908 p		g	Oldies	14,400	1.24	4.5	4.2	3.4	3.5	3.7	4.0	4.1	3.6	4.2
• WHTA	Fayetteville	C3	97.5	6.6	637		Radio One Inc	66	9501	4,500	3	Oldies	9,000	0.65	5.4	4.8	4.3	4.7	4.5	4.8	4.6	4.7	5.0
• WSB	Atlanta	C	98.5	100.0	1027	b	Cox Radio Inc	34			1	Soft AC	15,700	1.02	6.0	4.7	6.3	5.4	4.6	4.3	5.4	5.7	5.7
WNNX	Atlanta	C	99.7	100.0	1034		Susquehanna	63	7402			Modem Rock	15,100	0.99	5.9	5.0	5.3	5.9	5.2	5.2	4.2	5.9	5.5
WKHX	Marietta	C	101.5	99.0	984	a	ABC Radio Inc	60	9602		g3	Country	22,000	1.10	7.8	5.5	5.9	5.8	5.4	6.7	6.8	6.6	7.3
WLKQ	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
• WVEE	Atlanta	C	103.3	100.0	1020	c	Infinity Bcstg	48	9612		g1	Urban AC	27,000	1.02	10.3	10.3	8.9	8.5	10.4	8.9	8.9	8.7	9.7
• WJZF	La Grange	C1	104.1	60.0	1217	b	Cox Radio Inc	47	9704		g 1	Jazz	6,500	0.90	2.8	2.3	2.7	2.4	2.3	2.5	2.4	2.4	2.6
WALR	Athens	C1	104.7	100.0	981	f	Midwestern Bcstg	64	9209	6,000	c2 2	Urban AC	16,000	0.94	6.6	5.8	5.8	5.8	5.7	6.1	5.5	5.5	6.2
• WYAI	Bowdon	A	105.5	1.6 cp	630		Gradick, Steven L.	98				Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGST	Canton	C2	105.7	50.0	492	d	Clear Channel	64	9905		g2	News/Talk	5,800	0.98	2.3	2.5	2.2	2.6	2.0	2.2	2.0	2.2	1.6
WYAY	Gainesville	C	106.7	100.0	1417	a	ABC Radio Inc	49	9602		g3	Country	10,200	0.99	4.0	2.5	3.3	2.5	2.9	3.8	3.9	2.9	3.4
• WAMJ	Roswell	C3	107.5	25.0	328		Radio One Inc	97	9904		st	R&B Oldies	3,000	0.58	2.0	2.1	2.5	2.4	1.8	2.3	2.6	2.2	0.0
# FM Stations -					19	# Combos -					11	FM TOTALS		81.8	72.0	72.7	71.7	70.4	71.1	72.4	71.6	73.3	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 12

Revenue Rank: 7

Atlanta, GA Market Overview



Metro Counties / Population (000)

Barrow, GA	39.0
Bartow, GA	68.1
Carroll, GA	81.9
Cherokee, GA	127.8
Clayton, GA	207.4
Cobb, GA	560.0
Coweta, GA	82.1
De Kalb, GA	597.8
Douglas, GA	88.2
Fayette, GA	86.7
Forsyth, GA	74.2
Fulton, GA	738.3
Gwinnett, GA	508.7
Henry, GA	99.5
Newton, GA	55.3
Paulding, GA	70.4
Pickens, GA	18.8
Rockdale, GA	67.6
Spalding, GA	58.0
Walton, GA	52.3

3,682.1

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$111,400	\$124,000	\$149,500	\$173,600	\$192,900	\$226,900	15.3%
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	13.5%	\$257,500	\$280,600	\$305,900	\$333,400	\$363,400	9.0%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
Revenue/Capita	\$4.24/1,000	\$5.65/1,000	\$6.76/1,000	Local	80%		
	\$34.75	\$61.62	\$87.95	National	20%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	3,205.3	3,682.1	2.8%	3,682.1	4,132.1	2.3%
Households	1,192.3	1,373.1	2.9%	1,373.1	1,559.5	2.6%
Retail Sales	26,246.9	40,167.8	8.9%	40,167.8	53,775.8	6.0%
EBI	53,550.2	65,908.3	4.2%	65,908.3	86,062.7	5.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,805.6	337.1	154.7	167.9	326.5	342.9	249.5	227.0
Women (000)	1,876.5	322.4	148.2	168.9	328.0	360.7	248.0	300.3
Total	3,682.1	659.5	303.0	336.7	654.5	703.6	497.5	527.3
Percentage	100.0%	17.9%	8.2%	9.1%	17.8%	19.1%	13.5%	14.3%
Per Capita	\$ 17,900		Median Household	\$ 39,375		Avg Household	\$ 48,000	
Ethnic Population:	White	71.0%	Black	26.0%	Asian	2.8%	Hispanic	3.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		16	15	19	35	54
Tot 12+	0.0		72.7	72.0	72.7	14.7	87.4
Avg 12+	0.0		4.5	4.8	3.8	0.4	1.6
Tot LCS	0.0		83.2	82.4	83.2	16.8	100.0
Avg LCS	0.0		5.2	5.5	4.4	0.5	1.9

Competitive Overview

AM Stations		FCC Class	Freq	Day	Night	Year Std	Date Acq'd	Sales Price (000)	L M A	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)											
Calls	City of License			Power (kW)	Power (kW) C								Owner	Format	Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997		
•	WDWD	Atlanta	B	590	5.0	4.50	a	ABC Radio Inc	38	9602		g3	Children		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
•	WPLO	Grayson	B	610	1.5	0.23		Prieto, Teresa	59	9607	1,300		Spanish	400		0.2	0.0	0.0	0.0	0.0	0.4	0.0	0.3	0.0
•	WGST	Atlanta	B	640	50.0	1.00	d	Clear Channel	22	9905		g2	News/Talk	8,000	1.64	1.9	1.6	1.4	1.4	1.9	1.7	1.5	1.9	1.5
•	WCNN	N. Atlanta	B	680	50.0	10.00	f	Midwestern Bcstg	67	9209		c2 1	News/Talk	3,000		0.6	0.7	0.5	0.6	0.5	0.5	0.4	0.5	0.6
•	WSB	Atlanta	A	750	50.0	50.00	b	Cox Radio Inc	22	3906		1	News/Talk	31,500	1.06	11.5	8.2	8.9	8.9	9.7	9.9	10.2	11.0	9.3
•	WQXI	Atlanta	B	790	28.0	1.00	g	Jefferson-Pilot	47	7403			Sports	1,100		0.9	1.0	0.9	0.8	1.1	0.7	0.9	0.8	0.9
•	WAEC	Atlanta	B	860	5.0	0.50	i	Beasley Bcst Group	47	9908 p		c3	Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
•	WAFS	Atlanta	B	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	B	970	5.0	0.00	e	Salem Comm Corp	48	9908 p	8,000	c4	Chrst/Talk	1,000		0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
•	WGUN	Atlanta	B	1010	50.0	0.08		Rivers Group		47			Inspr/Info			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
•	WPBS	Conyers	B	1050	1.0	0.08		Midway Holiness	79	9302	85		Christian	50		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
•	WFTD	Marietta	B	1080	10.0	0.00		Providence Educ	55	9802	600		Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
•	WWWE	Hapeville	B	1100	5.0	0.00	i	Beasley Bcst Group	47	9908 p		c3	Spanish			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
•	WLBA	Powder Springs	B	1130	2.2	cp	0.00	h	La Favorita Inc	57	9703	275	Spanish			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
•	WKGE	East Point	II	1160	10.0	0.16		Atlanta Area Bcstg	97	9805	2,400		Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
•	WMLB	Cumming	B	1170	5.0	1.00		Lanier Bcstg Inc	62	8906	235		Americana			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
•	WGKA	Atlanta	B	1190	25.0	cp	0.00	JW Bcstg Inc	55	9610	2,000		Variety	1,000		0.3	0.0	0.0	0.5	0.0	0.4	0.0	0.0	0.5
•	WFOM	Marietta	C	1230	1.0	1.00	f	Midwestern Bcstg	46	9702	450		Chrst/MOR			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
•	WTJH	East Point	B	1260	5.0	0.00		Willis Bcstg Corp	49	8512	600		Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
•	WCHK	Canton	B	1290	5.0	0.50	k	McClure Bcstg	57				Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
•	WPBC	Decatur	B	1310	0.5	0.00		Pacific Star Bcstg	64	9810	380		Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
•	WALR	Atlanta	C	1340	1.0	1.00	f	Midwestern Bcstg	55	9701	586	2	Gospel	1,000		0.4	1.0	0.8	0.7	1.3	0.8	0.4	0.1	0.1
•	WAOK	Atlanta	B	1380	5.0	4.20	c	Infinity Bcstg	54	9612		g1	Gospel	3,200	0.56	2.2	1.3	1.8	1.2	1.6	1.7	1.7	2.1	2.1
•	WCOH	Newnan	C	1400	1.0	1.00		Clear Channel	47	9903		g4	Cntry/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
•	WLTA	Alpharetta	C	1400	1.0	1.00	e	Salem Comm Corp	86	9908 p		c4	Chrst/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
•	WGFS		B	1430	5.0	0.25		IPS Inc.	46				Oldes/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
•	WKEU	Griffin	C	1450	1.0	1.00		WLT Associates LP	33	9504	575		Variety			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
•	WXEM	Buford	B	1460	5.0	0.19	h	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	B	1480	5.0	0.04		GHB Bcstg	57	7604			Gospel			0.1	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0
•	WYYZ	Jasper	C	1490	1.0	1.00		Hellinger Bcstg Co	73	9503	60		Cntry/Gospl			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
•	WDPC	Dallas	B	1500	1.0	0.00	j	Word Christian	79	9606	85		Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
•	WDCY	Douglasville	B	1520	2.5	0.00	j	Word Christian	64	9304	95	+	Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
•	WAZX	Smyrna	B	1550	50.0	0.50		GA-MEX Bcstg Inc	62	9308	1,100		Mexican	400		0.2	0.0	0.4	0.3	0.0	0.0	0.5	0.0	0.3
•	WSSA	Morrow	B	1570	5.0	0.05		Saints Inc	56	9810		st	Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
•	WAOS	Austell	B	1600	5.0	0.00	h	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 Stations -				35	# Combos -				17	AM TOTALS				18.4	13.8	14.7	14.4	16.1	16.9	15.6	16.7	15.3		
AM & FM Stations Profiled -				54	# Duopolies -				13	Total Local Commercial Share				85.8	87.4	86.1	86.5	88.0	88.0	88.3	88.6			

Docket 80-90 Allocations: 102.5, A, Mableton

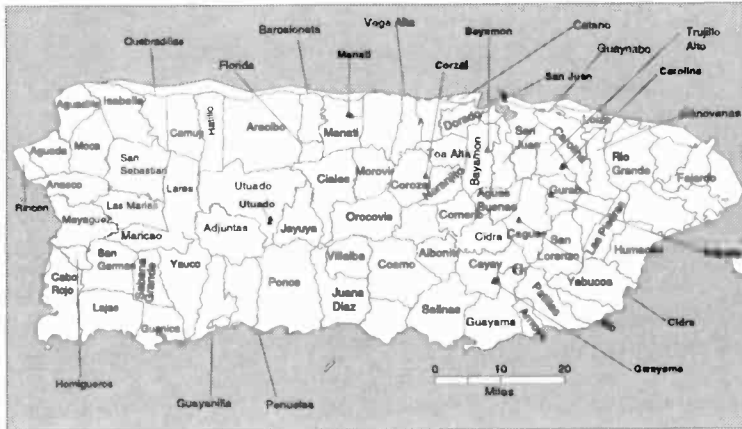
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 13

Revenue Rank: 28

Puerto Rico Market Overview



Metro Counties / Population (000)

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$61,900	\$65,200	\$68,600	\$72,200	\$76,000	\$80,200	5.3%
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
6.0%	\$85,000	\$90,100	\$95,500	\$100,300	\$106,300	5.7%	
Revenue/Retail Sales	1992 \$5.92/1,000	1997 \$5.82/1,000	2002 \$6.34/1,000	Est. Breakout			
Revenue/Capita	\$17.30	\$21.55	\$27.30	Local	70%		
				National	30%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	3,577.9	3,721.2	0.8%	3,721.2	3,894.2
Households	1,120.2	1,266.0	2.5%	1,266.0	1,397.7	2.0%
Retail Sales	10,464.2	13,791.0	5.7%	13,791.0	16,778.8	4.0%
EBI	21,988.7	28,668.8	5.4%	28,668.8	38,362.3	6.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,774.5	332.0	199.5	236.0	259.1	232.5	210.7	304.7
Women (000)	1,946.7	322.0	198.5	230.1	287.2	271.4	244.9	392.6
Total	3,721.2	654.0	398.0	466.1	546.3	503.9	455.6	697.3
Percentage	100.0%	17.6%	10.7%	12.5%	14.7%	13.5%	12.2%	18.7%
Per Capita	\$ 7,704			Median Household	\$ 8,895		Avg Household	\$ 22,645
Ethnic Population:	White N/A			Black N/A		Asian N/A		Hispanic 100.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viab. FMs	All FMs	All AMs	Total
# Stations	8	31		16	39	42	81
Tot 12+	2.9	64.9		51.5	67.8	19.7	87.5
Avg 12+	0.4	2.1		3.2	1.7	0.5	1.1
Tot LCS	3.3	74.2		58.9	77.5	22.5	100.0
Avg LCS	0.4	2.4		3.7	2.0	0.5	1.2

Metro Rank: 13
Revenue Rank: 28

Puerto Rico Market Overview



Metro Counties / Population (000)

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$61,900	\$65,200	\$68,600	\$72,200	\$76,000	\$80,200	5.3%
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
6.0%	\$85,000	\$90,100	\$95,500	\$100,300	\$106,300	5.7%	
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$5.92/1,000	\$5.82/1,000	\$6.34/1,000	Local	70%		
Revenue/Capita	\$17.30	\$21.55	\$27.30	National	30%		

Demographic and Economic Overview

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

MSA Population	1992	1997	Growth Rate	1997	2002	Growth Rate
	3,577.9	3,721.2	0.8%	3,721.2	3,894.2	0.9%
Households	1,120.2	1,266.0	2.5%	1,266.0	1,397.7	2.0%
Retail Sales	10,464.2	13,791.0	5.7%	13,791.0	16,778.8	4.0%
EBI	21,988.7	28,668.8	5.4%	28,668.8	38,362.3	6.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,774.5	332.0	199.5	236.0	259.1	232.5	210.7	304.7
Women (000)	1,946.7	322.0	198.5	230.1	287.2	271.4	244.9	392.6
Total	3,721.2	654.0	398.0	466.1	546.3	503.9	455.6	697.3
Percentage	100.0%	17.6%	10.7%	12.5%	14.7%	13.5%	12.2%	18.7%
Per Capita	\$ 7,704			Median Household	\$ 8,895		Avg Household	\$ 22,645
Ethnic Population:	White N/A		Black N/A		Asian N/A		Hispanic	100.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	31		16	39	42	81
Tot 12+	2.9	64.9		51.5	67.8	19.7	87.5
Avg 12+	0.4	2.1		3.2	1.7	0.5	1.1
Tot LCS	3.3	74.2		58.9	77.5	22.5	100.0
Avg LCS	0.4	2.4		3.7	2.0	0.5	1.2

Metro Rank: 14

Revenue Rank: 13

Seattle-Tacoma Market Overview



Metro Counties / Population (000)

Island, WA	72.6
King, WA	1,659.3
Kitsap, WA	232.9
Pierce, WA	681.1
Snohomish, WA	561.0
Thurston, WA	201.0
Total	3,407.9

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$94,100	\$103,000	\$115,400	\$125,400	\$138,000	\$153,500
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	16.1%	\$178,200	\$192,400	\$207,800	\$224,400	\$242,400	8.0%

	1992	1997	2002	Est. Breakout
Revenue/Retail Sales	\$3.55/1,000	\$4.50/1,000	\$5.72/1,000	Local 75%
Revenue/Capita	\$29.99	\$45.04	\$66.43	National 25%

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	3,137.2	3,407.9	1.7%	3,407.9	3,649.2	1.4%
Households	1,220.2	1,323.6	1.6%	1,323.6	1,427.3	1.5%
Retail Sales	26,516.5	34,100.5	5.2%	34,100.5	42,357.7	4.4%
EBI	56,014.0	70,582.7	4.7%	70,582.7	97,027.6	6.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,695.8	308.5	130.4	143.9	290.8	319.7	229.5	273.0
Women (000)	1,712.1	294.9	124.3	139.4	276.1	319.3	222.7	335.5
Total	3,407.9	603.4	254.6	283.3	566.9	639.0	452.2	608.5
Percentage	100.0%	17.7%	7.5%	8.3%	16.6%	18.7%	13.3%	17.9%
Per Capita	\$ 20,711							
					Median Household \$ 44,154			
							Avg Household \$ 53,326	
Ethnic Population:	White 85.5%		Black 5.1%		Asian 8.0%		Hispanic 4.3%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		18	17	20	31	51
Tot 12+	0.8		61.7	61.1	62.5	23.4	85.9
Avg 12+	0.8		3.4	3.6	3.1	0.8	1.7
Tot LCS	0.9		71.8	71.1	72.8	27.2	100.0
Avg LCS	0.9		4.0	4.2	3.6	0.9	2.0

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
												Revenue (000)1/	Power Ratio		Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997		
• KLSY	Bellevue	C	92.5	56.0	2343	c	Sandusky Radio	64	7801	1,700	AC	12,100	1.36	5.0	4.4	4.0	3.2	4.7	4.8	4.6	4.8	3.4		
• KUBE	Seattle	C	93.3	99.0	1289	i	Ackerley Group	64	9805	17,812	d3	CHR	9,300	0.72	7.2	6.3	5.5	5.5	6.0	6.6	6.2	5.9	6.3	
KMPS	Seattle	C	94.1	57.0	2343	b	Infinity Bcstg	61	9805		g1	Country	10,700	1.09	5.5	4.9	5.0	4.6	5.5	5.2	5.2	4.0	4.7	
• KJR	Seattle	C	95.7	100.0	cp	1220	i	Ackerley Group	60	9805		d3	Clsc Hits	6,300	1.07	3.3	2.8	3.9	2.9	3.4	3.1	2.7	3.1	2.6
KXXO	Olympia	C	96.1	85.0	2100		Three Cities FM Inc	90				Soft AC	1,200		0.7	0.6	0.6	0.7	0.7	0.8	0.6	0.8	0.4	
KYCW	Seattle	C	96.5	100.0	1224	b	Infinity Bcstg	59	9805		g1	Country	5,700	1.10	2.9	2.5	2.4	2.5	2.1	2.3	2.1	2.9	2.8	
KBSG	Tacoma	C	97.3	52.0	2392	g	Entercom	48	9607		sw	Oldies	13,700	1.35	5.7	4.2	3.6	4.9	4.5	4.9	5.7	4.9	4.5	
KING	Seattle	C	98.1	58.0	2838		Beethoven	47	9501	9,000	st 1	Classical	4,600	0.59	4.4	3.3	3.0	3.5	3.8	3.8	3.8	4.3	3.5	
KWJZ	Seattle	C	98.9	58.0	2343	c	Sandusky Radio	58	9604	26,000	c4	NAC	6,200	0.83	4.2	4.6	3.4	3.3	3.8	3.6	3.8	3.8	3.5	
• KISW	Seattle	C	99.9	100.0	1148	g	Entercom	50	9808		sw	AOR	9,000	1.20	4.2	3.1	3.5	4.1	3.5	3.6	3.5	3.8	3.8	
• KQBZ	Seattle	C	100.7	58.0	2343	g	Entercom	46	9703		sw 1	Talk	4,100	0.77	3.0	2.1	2.0	3.0	2.6	2.7	2.1	2.9	2.8	
• KPLZ	Seattle	C	101.5	99.0	1201	d	Fisher Bcstg	59	9403	11,000	c2	Hot AC	8,300	0.97	4.8	4.0	3.8	4.1	3.5	4.2	4.2	4.6	3.8	
KZOK	Seattle	C	102.5	67.0	cp	2346	b	Infinity Bcstg	64	9805		g1	Clsc Rock	9,300	1.37	3.8	3.3	3.1	2.9	3.4	3.0	3.5	3.2	3.4
• KMTT	Tacoma	C	103.7	57.0	2343	g	Entercom	58	9808			Adult Rock	8,400	1.52	3.1	2.7	2.9	2.8	3.0	2.4	2.3	3.1	3.1	
• KMIH	Mercer Island	D	104.5	71.0	440		Mercer Island	97				CHR			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KFVK	Eatonville	A	104.9	2.5	495	e	Bedrock &	95	9909	4,500		Alternative	1,200		0.7	0.9	0.8	0.6	1.0	0.8	1.1	0.0	0.5	
KCMS	Edmonds	C1	105.3	50.0	cp	1289	a	Crista Ministries	60			ChrsContemp	2,200	0.65	1.9	1.4	1.8	1.8	1.5	1.4	1.6	1.9	1.7	
KBKS	Tacoma	C	106.1	57.0	2343	b	Infinity Bcstg	59	9805		g1	AC	5,300	0.63	4.7	4.9	4.9	4.4	4.8	4.8	3.8	4.4	3.5	
• KRWM	Bremerton	C1	106.9	55.0	cp	1244	c	Sandusky Radio	64	9609	29,250	Soft AC	5,100	0.82	3.5	2.7	3.5	3.8	3.1	2.8	3.2	3.6	2.6	
• KNDD	Seattle	C	107.7	58.0	2343	g	Entercom	62	9808		sw	Modern Rock	8,200	1.00	4.6	4.7	4.8	4.4	3.6	4.6	3.2	3.9	4.2	
# FM Stations -				20	# Combos -				17	FM TOTALS				73.2	63.4	62.5	63.0	64.5	65.4	63.2	65.9	61.1		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 14

Revenue Rank: 13

Seattle-Tacoma Market Overview



Metro Counties / Population (000)

Island, WA	72.6
King, WA	1,659.3
Kitsap, WA	232.9
Pierce, WA	681.1
Snohomish, WA	561.0
Thurston, WA	201.0
Total	3,407.9

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$94,100	\$103,000	\$115,400	\$125,400	\$138,000	\$153,500
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
	16.1%	\$178,200	\$192,400	\$207,800	\$224,400	\$242,400	8.0%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.55/1,000	\$4.50/1,000	\$5.72/1,000	Local	75%		
Revenue/Capita	\$29.99	\$45.04	\$66.43	National	25%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	3,137.2	3,407.9	1.7%	3,407.9	3,649.2	1.4%
Households	1,220.2	1,323.6	1.6%	1,323.6	1,427.3	1.5%
Retail Sales	26,516.5	34,100.5	5.2%	34,100.5	42,357.7	4.4%
EBI	56,014.0	70,582.7	4.7%	70,582.7	97,027.6	6.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,695.8	308.5	130.4	143.9	290.8	319.7	229.5	273.0
Women (000)	1,712.1	294.9	124.3	139.4	276.1	319.3	222.7	335.5
Total	3,407.9	603.4	254.6	283.3	566.9	639.0	452.2	608.5
Percentage	100.0%	17.7%	7.5%	8.3%	16.6%	18.7%	13.3%	17.9%
Per Capita	\$ 20,711							
				Median Household	\$ 44,154		Avg Household	\$ 53,326
Ethnic Population:	White	85.5%	Black	5.1%	Asian	8.0%	Hispanic	4.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		18	17	20	31	51
Tot 12+	0.8		61.7	61.1	62.5	23.4	85.9
Avg 12+	0.8		3.4	3.6	3.1	0.8	1.7
Tot LCS	0.9		71.8	71.1	72.8	27.2	100.0
Avg LCS	0.9		4.0	4.2	3.6	0.9	2.0

Competitive Overview

AM Stations														ARB 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
				Power (kW)	Power (kW)											1999	1999	1999	1998	1998	1998	1998	1998	1998	1997
● KVI	Seattle	B	570	5.0	5.00	d	Fisher Bcstg	29	9403		c2	Talk	7,200	0.84	4.8	3.5	4.5	3.6	4.3	3.6	4.5	3.9	4.7		
KCIS	Edmonds	B	630	5.0	2.50	a	Crista Ministries	54				Inspiration	800		0.4	0.4	0.5	0.0	0.0	0.0	0.5	0.4	0.6		
KBRD	Lacey	B	680	0.3 cp	0.00		Marrow, Skip	86	9504	50		Big Band				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
● KIRO	Seattle	A	710	50.0	50.00	g	Entercom	27	9808		sw 1	Nws/Tlk/Spt	23,900	1.68	8.0	7.7	6.6	5.6	4.9	7.5	7.5	5.6	7.2		
● KNWX	Seattle	B	770	50.0	5.00	g	Entercom	25	9808		sw 1	Bus News	1,950	0.73	1.5	1.6	1.4	1.9	1.6	1.4	1.1	1.2	1.5		
KGW	Burien-Seattle	B	820	50.0	10.00	f	Salem Comm Corp	70	8611	2,770		Chrst/Talk			0.6	0.0	0.4	0.5	0.5	0.4	0.5	0.6	0.7		
● KHHO	Tacoma	B	850	10.0	1.00	i	Ackerley Group	42	9804	2,500		Nws/Tlk/Spt				0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0		
● KIXI	Mercer Island	B	880	50.0	10.00	c	Sandusky Radio	47	9201	3,500		Nostalgia	2,250	0.29	4.4	3.2	3.7	4.0	3.8	4.0	3.7	3.6	4.0		
● KAYO	Olympia	B	920	3.0 cp	0.50	j	Spencer Bcstg	56	9604	35		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
● KJR	Seattle	B	950	50.0 cp	50.00	i	Ackerley Group	21	9805		d3	Sports	5,100	1.02	2.8	1.4	2.1	3.4	2.1	2.0	2.3	2.5	2.9		
● KOMO	Seattle	A	1000	50.0	50.00	d	Fisher Bcstg	26				News/Talk	5,500	0.81	3.8	2.9	3.7	3.3	4.1	3.1	3.2	3.2	3.9		
KBLE	Seattle	B	1050	5.0	0.44		Ostrander, R,	48	8907			Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KMPS	Seattle	B	1090	50.0	50.00	b	Infinity Bcstg	27	9805		g1	Country			0.1	0.3	0.0	0.0	0.1	0.0	0.1	0.1	0.1		
● KSRB	Seattle	B	1150	10.0 cp	6.00	c	Sandusky Radio	26	9604		c4	Rhythm/Blue				0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KBSG	Auburn	B	1210	27.5	10.00	g	Entercom	58	9808		sw	Oldies	200		0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1		
● KWYZ	Everett	C	1230	1.0	1.00	e	Suh, Jean	57	9905	480	na	Korean				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
● KGY	Olympia	C	1240	1.0	1.00		Kerry, Barbara	47				AC	350		0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3		
● KKDZ	Seattle	B	1250	5.0	5.00		ABC Radio Inc	20	9802	1,200		Children				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KLDY	Lacey	B	1280	1.0	0.50		Gillie, Michael, Rcv	86	9608			Classical				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
● KKOL	Seattle	B	1300	35.0 cp	17.50	f	Salem Comm Corp	22	9705	2,000		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KENU	Enumclaw	B	1330	0.5	0.03		Green River	82	9607 p		na	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
● KRKO	Tacoma	B	1360	5.0	5.00		Salem Comm Corp	22	9809	500		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
● KRKQ	Everett	B	1380	5.0	5.00		SR Broadcasting	20	8801	600		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
● KITZ	Silverdale	C	1400	1.0	0.89		Jamison White	48	9808	133		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
● KRIZ	Renton	B	1420	1.0	0.50	h	KRIS Bennett Bcstg	82				Urban			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
● KSUH	Puyallup	C	1450	1.0	1.00		Suh, Jean	51	9704	350	2	Korean				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
● KARR	Kirkland	B	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		
● KBRO	Bremerton	C	1490	1.0	1.00		Triangle Bcstg Co	47	9903	43,500	g	Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
● KXPA	Bellevue	B	1540	5.0	5.00	k	Multicultural Bcstg	58	9803		g	Span/Ethnc				0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0		
● KZIZ	Sumner	B	1560	5.0	0.00	h	KRIS Bennett Bcstg	90				Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
● KLFE	Seattle	B	1590	5.0	5.00	f	Salem Comm Corp	56	9408	500		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					31	# Combos -					17	AM TOTALS					26.8	21.6	23.4	22.5	21.6	22.2	24.1	21.2	26.0
AM & FM Stations Profiled -					51	# Duopolies -					15	Total Local Commercial Share						85.0	85.9	85.5	86.1	87.6	87.3	87.1	87.1

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 15

Revenue Rank: 16

Phoenix, AZ Market Overview



Metro Counties / Population (000)

Maricopa, AZ	2,761.9
	2,761.9

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

ESTIMATED GROSS REVENUES	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$69,400	\$75,000	\$90,900	\$104,200	\$113,800	\$125,300
★★★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	14.0%	\$142,800	\$157,000	\$174,300	\$191,700	\$210,900	10.2%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.61/1,000	\$4.32/1,000	\$5.36/1,000	Local	73%		
Revenue/Capita	\$30.61	\$45.37	\$66.62	National	27%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	2,267.2	2,761.9	4.0%	2,761.9	3,165.5
Households	866.7	1,056.7	4.0%	1,056.7	1,227.5	3.0%
Retail Sales	19,245.0	29,035.2	8.6%	29,035.2	39,362.8	6.3%
EBI	33,168.7	43,007.8	5.3%	43,007.8	56,274.6	5.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,365.7	261.6	110.5	125.1	233.4	222.1	165.0	248.0
Women (000)	1,396.2	250.0	106.5	117.4	218.8	224.4	172.2	306.9
Total	2,761.9	511.7	217.0	242.4	452.2	446.5	337.2	554.9
Percentage	100.0%	18.5%	7.9%	8.8%	16.4%	16.2%	12.2%	20.1%
Per Capita	\$ 15,572							
				Median Household	\$ 32,585		Avg Household	\$ 40,700
Ethnic Population:	White	91.5%	Black	4.1%	Asian	2.4%	Hispanic	19.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		23	17	25	21	46
Tot 12+	0.6		66.1	63.6	66.7	17.6	84.3
Avg 12+	0.3		2.9	3.7	2.7	0.8	1.8
Tot LCS	0.7		78.4	75.4	79.1	20.9	100.0
Avg LCS	0.4		3.4	4.4	3.2	1.0	2.2

Competitive Overview

Some stations also rated in Tucson.

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
• KKFR	Glendale	C	92.3	100.0	1641	c	AMFM Inc	79	9910 p		g	CHR	6,500	0.76	6.0	4.7	5.4	5.5	5.7	5.2	5.4	5.3	4.3
• KDKB	Mesa	C	93.3	96.0	1539	e	Sandusky Radio	68	7810	3,700		AOR	7,100	1.42	3.5	2.5	2.1	2.7	2.1	3.0	3.0	3.3	2.6
• KSWG	Wickenburg	C3	94.1	6.4	646		Circle S Bcstg Co	92				Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KOOL	Phoenix	C	94.5	100.0	1654	c	AMFM Inc	56	9910 p		g	Oldies	13,300	1.69	5.5	5.2	5.5	4.2	4.3	4.0	4.4	5.0	5.1
• KYOT	Phoenix	C	95.5	96.0	1565	c	AMFM Inc	63	9910 p		g	NAC	6,650	1.03	4.5	5.2	4.9	3.6	4.1	4.3	3.8	3.6	3.6
• KMXP	Phoenix	C	96.9	98.0	1558	f	Clear Channel	64	9905		g1	Rock AC	3,900	0.85	3.2	3.5	3.7	2.8	3.0	3.2	2.7	2.4	2.4
• KUPD	Tempe	C	97.9	96.0	1621	e	Sandusky Radio	60	9405	20,000	c2	AOR	9,100	1.18	5.4	3.8	3.9	5.4	4.4	4.6	4.1	4.7	4.9
• KKL T	Phoenix	C	98.7	99.0	1788	d	Hearst-Argyle	60	9903		g2	AC	4,200	0.77	3.8	3.3	3.9	3.9	3.0	3.4	2.9	3.4	3.0
• KESZ	Phoenix	C	99.9	100.0	1844	f	Clear Channel	82	9906	142,000	c1	Soft AC	6,700	0.82	5.7	4.5	4.7	5.4	6.7	4.9	4.4	5.2	4.9
• KDDJ	Globe	C	100.3	90.0	2047	a	Big City Radio	80	9908	22,000	c4	Alternative	1,300	0.65	1.4	1.1	1.0	0.9	1.3	1.6	1.0	1.0	1.1
• KSLX	Scottsdale	C	100.7	100.0	1841	e	Sandusky Radio	69	9807		c4	Clsc Rock	5,000	1.21	2.9	2.8	3.0	2.4	2.5	2.6	2.6	2.2	2.5
• KESP	Payson	C1	101.1	82.0	1070	i	Rainbow Bcstg Inc	98	9909		cp 1	Clsc Hits				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KZON	Phoenix	C	101.5	100.0	1739	c	AMFM Inc	64	9910 p		g	Rock	7,200	1.23	4.1	4.6	3.1	3.3	3.6	3.8	3.7	3.3	3.0
• KNIX	Phoenix	C	102.5	98.0	1621	f	Clear Channel	69	9906		c1	Country	13,600	1.34	7.1	6.5	6.0	6.0	5.7	6.1	6.4	5.1	6.5
• KLNZ	Glendale	C	103.5	62.0	2428	h	Hispanic Bcstg	94	9908		sw	Spanish	1,300	0.46	2.0	2.6	2.2	1.6	1.2	1.3	1.4	1.9	2.2
• KPTY	Gilbert	C2	103.9	50.0	492		New Planet Radio	81	9609	7,350		Top 40	2,000	0.58	2.4	1.7	1.8	1.9	2.2	1.4	2.1	2.2	2.4
• KBZG	Payson	C	104.3	100.0	1070	i	Rainbow Bcstg Inc	84	9607	850	1	R&B Oldies			0.2	0.6	0.8	0.6	0.6	0.3	0.5	0.0	0.0
• KZZP	Mesa	C	104.7	100.0	1549	f	Clear Channel	76	9905		g1	CHR	5,200	0.56	6.5	4.6	4.4	4.1	4.6	5.7	5.8	5.7	4.7
• KMYL	Wickenburg	C2	105.3	6.0	1365	a	Big City Radio	83	9907	5,700		Adlt Stndrd	250		0.2	0.0	0.2	0.4	0.1	0.1	0.1	0.2	0.2
• KHOT	Paradise Valley	C2	105.9	36.0 cp	577		Hispanic Bcstg	96	9904	18,300		Mexican	1,800	0.74	1.7	1.3	1.6	2.2	1.7	1.5	1.7	1.5	0.9
• KEDJ	Sun City	C2	106.3	23.0 cp	725	a	Big City Radio	75	9908		c4	Alternative	1,900	0.46	2.9	2.2	1.9	2.1	2.6	2.9	2.2	2.2	2.4
• KBZR	Arizona City	A	106.5	6.0	292	a	Big City Radio	85	9909	4,500	1	Clsc Hits				0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
• KMJK	Buckeye	A	106.9	6.0	305		Syncom Radio Corp	92	9312	571		Urban AC	300		0.2	0.3	0.6	0.0	0.5	0.0	0.0	0.3	0.5
• KVVA	Apache Junction	C3	107.1	23.5	335	h	Z-Spanish Media	73	9806		st	Spanish	2,300	1.34	1.2	0.6	0.5	0.9	1.2	0.9	0.9	1.0	1.2
• KMLE	Chandler	C	107.9	96.0	1736	c	AMFM Inc	80	9910 p		g	Country	14,200	1.53	6.5	5.7	5.5	4.7	5.9	5.3	5.4	6.2	5.2
# FM Stations -					25	# Combos -					21	FM TOTALS		76.9	67.3	66.7	64.6	67.0	66.2	64.5	65.7	63.6	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 15

Revenue Rank: 16

Phoenix, AZ Market Overview



Metro Counties / Population (000)

Maricopa, AZ	2,761.9
	2,761.9

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$69,400	\$75,000	\$90,900	\$104,200	\$113,800	\$125,300
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	14.0%	\$142,800	\$157,000	\$174,300	\$191,700	\$210,900	10.2%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$3.61/1,000	\$4.32/1,000	\$5.36/1,000	Local	73%		
Revenue/Capita	\$30.61	\$45.37	\$66.62	National	27%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	2,267.2	2,761.9	4.0%	2,761.9	3,165.5
Households	866.7	1,056.7	4.0%	1,056.7	1,227.5	3.0%
Retail Sales	19,245.0	29,035.2	8.6%	29,035.2	39,362.8	6.3%
EBI	33,168.7	43,007.8	5.3%	43,007.8	56,274.6	5.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,365.7	261.6	110.5	125.1	233.4	222.1	165.0	248.0
Women (000)	1,396.2	250.0	106.5	117.4	218.8	224.4	172.2	306.9
Total	2,761.9	511.7	217.0	242.4	452.2	446.5	337.2	554.9
Percentage	100.0%	18.5%	7.9%	8.8%	16.4%	16.2%	12.2%	20.1%
Per Capita	\$ 15,572		Median Household	\$ 32,585		Avg Household	\$ 40,700	
Ethnic Population:	White 91.5%	Black 4.1%	Asian 2.4%	Hispanic 19.4%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		23	17	25	21	46
Tot 12+	0.6		66.1	63.6	66.7	17.6	84.3
Avg 12+	0.3		2.9	3.7	2.7	0.8	1.8
Tot LCS	0.7		78.4	75.4	79.1	20.9	100.0
Avg LCS	0.4		3.4	4.4	3.2	1.0	2.2

Competitive Overview

Some stations also rated in Tucson.

AM Stations		ARB 12+ Metro Shares (see rights)																						
Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	1999					1998				
															Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	Summer	Spring
● KGME	Phoenix	B	550	5.0	1.00	c	AMFM Inc	21	9910	p	g	Sports	100	0.07	1.0	1.2	0.8	1.3	1.0	0.6	1.1	0.7	0.9	
KTAR	Phoenix	B	620	5.0	5.00	d	Hearst-Argyle	22	9903		g2	Nws/Tlk/Spt	13,450	1.37	6.9	6.0	5.9	5.2	4.5	5.6	5.6	5.7	6.4	
● KIDR	Phoenix	B	740	1.0	0.29		Radio Unica	58	9812		g	Spanish				0.8	0.5	0.0	0.0	0.0	0.0	0.0	0.0	
KMVP	Phoenix	B	860	1.0	1.00	d	Hearst-Argyle	49	9903		g2	Sports	1,900		0.6	0.5	0.5	0.8	0.6	0.6	0.6	0.4	0.5	
● KFYI	Phoenix	B	910	5.0	5.00	c	AMFM Inc	40	9910	p	g	News/Talk	6,000	0.70	6.0	4.4	4.8	5.6	5.3	5.3	5.1	4.7	5.2	
● KCTK	Phoenix	B	960	5.0	5.00	b	Salem Comm Corp	47	9610			Talk	850		0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	
KXEG	Tolleson	B	1010	7.5	0.25		Radio Prop	62	8609		g	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KDUS	Tempe	B	1060	5.0	0.50	e	Sandusky Radio	60	9405		c2	Sports				0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	
KFNX	Cave Creek	B	1100	50.0	1.00		No Amer Bcstg Co	97	9901			Talk	5,500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● KMYL	Tolleson	B	1190	5.0	0.25	g	Interstate Bcstg	61	8112		g	Adlt Stndrd	400		0.4	0.6	0.8	0.3	0.3	0.2	0.3	0.5	0.2	
● KOY	Phoenix	C	1230	1.0	1.00	c	AMFM Inc	49	9910	p	g	Adlt Stndrd	3,200	0.39	5.7	2.3	3.4	4.2	3.6	3.9	4.5	5.4	5.3	
KBSZ	Wickenburg	B	1250	0.4	0.10		SBD Bcstg Inc	68	9707		na	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● KTKP	Phoenix	B	1280	2.5	0.05		Christian Comm	56	5706			Nws/Tlk/Spt				0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	
KXAM	Mesa	B	1310	5.0	0.50		Gerson, B., D. & M.	46	8912			Talk	975		0.4	0.0	0.0	0.4	0.4	0.4	0.4	0.3	0.4	
● KPXQ	Glendale	B	1360	5.0	1.00	b	Salem Comm Corp	46	9910		na	Chrst/Talk	5,000			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● KSUN	Phoenix	C	1400	1.0	1.00		Fiesta Radio Inc	54	8612			Spanish	600		0.4	0.0	0.5	0.0	0.0	0.4	0.0	0.5	0.4	
KSLX	Scottsdale	B	1440	5.0	0.05	e	Sandusky Radio	56	9807		c4	Clsc Rock			0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	
● KPHX	Phoenix	B	1480	1.0	0.50		Continental Bcstg	58	8002			Spanish	650		0.4	0.0	0.0	0.3	0.0	0.0	0.4	0.5	0.6	
KFNN	Mesa	B	1510	22.0	0.10		CRC Bcstg Co Inc	62	8812			News/Info	300	1,600	0.4	0.6	0.4	0.5	0.4	0.0	0.6	0.3	0.4	
● KASA	Phoenix	B	1540	10.0	0.02		KASA Radio Hogar	67	9208			Chrst/Span	475		0.1	0.0	0.0	0.3	0.3	0.0	0.3	0.0	0.0	
KMIK	Tempe	B	1580	50.0	50.00		ABC Radio Inc	60	9811			Children	5,850		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	
# AM Stations -				21	# Combos -				9	AM TOTALS					22.6	16.4	17.6	19.4	16.8	17.1	19.4	19.4	20.3	
AM & FM Stations Profiled -				46	# Duopolies -				14	Total Local Commercial Share					83.7	84.3	84.0	83.8	83.3	83.9	85.1	83.9		

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 16

Revenue Rank: 17

San Diego Market Overview



Metro Counties / Population (000)

San Diego, CA	2,766.7
	2,766.7

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$88,000	\$91,000	\$105,800	\$110,500	\$125,600	\$129,100	8.0%
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
8.9%	\$140,600	\$153,200	\$168,500	\$182,000	\$198,400	9.0%	
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$4.45/1,000	\$5.14/1,000	\$6.87/1,000	Local	70%		
Revenue/Capita	\$33.19	\$46.66	\$67.55	National	30%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	2,651.4	2,766.7	0.9%	2,766.7	2,937.0	1.2%
Households	931.8	958.6	0.6%	958.6	1,011.5	1.1%
Retail Sales	19,773.6	25,138.6	4.9%	25,138.6	28,875.3	2.8%
EBI	42,282.7	43,212.8	0.4%	43,212.8	48,733.9	2.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,406.0	248.3	101.7	180.7	266.0	232.9	153.2	223.3
Women (000)	1,360.7	235.5	96.9	135.1	228.6	226.7	159.1	278.8
Total	2,766.7	483.8	198.5	315.8	494.6	459.6	312.3	502.1
Percentage	100.0%	17.5%	7.2%	11.4%	17.9%	16.6%	11.3%	18.1%
Per Capita	\$ 15,619							
				Median Household	\$ 35,725		Avg Household	\$ 45,079
Ethnic Population:	White	82.2%	Black	6.3%	Asian	10.7%	Hispanic	26.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	17	3	19	24	17	41
Tot 12+	2.2	50.9	13.2	63.9	66.3	18.9	85.2
Avg 12+	0.6	3.0	4.4	3.4	2.8	1.1	2.1
Tot LCS	2.6	59.7	15.5	75.0	77.8	22.2	100.0
Avg LCS	0.6	3.5	5.2	3.9	3.2	1.3	2.4

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Date		Sales Price (000)	L M	A	Format	1998 Est		Avg '98	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)				Std	Acq'd					Revenue (000)1/	Power Ratio		Local Comm	Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998
• XHTZ	Tijuana	C	90.3	93.1	456	b	Diaz, Victor&Martha	73			3	CHR	5,400	0.67	5.7	4.9	4.2	5.0	5.0	5.3	4.4	5.1	4.3	
XTRA	Tijuana	C	91.1	100.0	804	a	Clear Channel	69 9905			g1	Alternative	5,700	1.07	3.8	5.1	4.8	4.6	4.5	4.0	3.7	3.0	2.3	
KFSD	Escondido	A	92.1	0.6	1024	e	Astor Best Group	66 8707	2,970	c3	Classical	2,300	0.96	1.7	1.2	1.4	1.3	1.3	1.7	1.3	1.2	1.4		
XHRM	Tijuana	C	92.5	100.0	1844		BiNational Bcstg	81			1	Country	3,150	0.59	3.8	3.9	4.2	4.3	2.7	3.1	3.2	3.2	3.3	
KHTS	El Cajon	B	93.3	1.8	1887	a	Clear Channel	61 9905			g1	Rhythmic	4,700	0.68	4.9	5.7	4.6	4.6	5.2	4.7	3.9	3.9	4.1	
KJQY	San Diego	B	94.1	10.0	617	a	Clear Channel	49 9905			g1	Soft AC	2,000	0.65	2.2	2.8	2.7	2.6	2.8	2.3	1.8	1.8	1.6	
• KBZT	San Diego	B	94.9	22.0	702	c	Jefferson-Pilot	60 9610	30,000			Oldies	5,800	1.18	3.5	2.3	2.7	2.7	2.6	3.0	3.1	2.3	3.5	
KMSX	Carlsbad	B	95.7	29.0	640	a	Clear Channel	65 9905			g1	Hot AC	2,700	0.87	2.2	2.7	2.8	2.7	1.6	3.1	1.3	1.4	1.5	
• KYXY	San Diego	B	96.5	41.0	541	f	AMFM Inc	60 9910 p			g	AC	12,600	1.32	6.8	5.0	4.5	5.6	5.5	6.3	6.8	4.8	5.1	
• KSON	San Diego	B	97.3	7.4 cp	1074	c	Jefferson-Pilot	64 9612	5,575	c2	Country	11,750	1.21	6.9	5.9	5.3	5.5	6.2	5.0	5.2	6.6	6.4		
• XTIM	Tijuana	A	97.7	0.7	459		Sociedad Mexicana	93			3	Mexican	850	0.43	1.4	0.5	0.4	0.4	0.6	1.3	1.0	1.2	1.3	
• KIFM	San Diego	B	98.1	28.0	640	c	Jefferson-Pilot	60 9612	28,750			NAC/Jazz	6,400	0.99	4.6	3.6	3.7	3.6	3.8	3.8	4.0	3.8	3.8	
• XHCR	Tijuana	B	99.3	25.0	328	b	Diaz, Victor&Martha	75			3	Country	1,600	0.76	1.5	1.2	0.9	1.1	0.7	1.2	1.1	1.3	1.3	
KLVJ	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	
• KFMB	San Diego	B	100.7	30.0	620	d	Midwest TV Inc	59				Adult CHR	11,100	1.11	7.1	4.8	4.9	5.1	4.9	6.2	6.3	6.2	5.2	
KGB	San Diego	B	101.5	50.0	499	a	Clear Channel	56 9905			g1	Clsc Rock	7,000	1.02	4.9	3.8	3.7	4.0	4.4	3.5	4.3	4.2	4.5	
KXST	Oceanside	B	102.1	14.5	817		Compass Radio	62 9603			nc	AAA	2,250	1.00	1.6	1.5	1.8	1.4	1.3	1.3	1.3	1.1	1.6	
• KLQV	San Diego	B	102.9	31.6	617	g	Hispanic Bcstg	63 9608	65,150	d3	Spanish	2,800	1.05	1.9	1.4	1.5	1.7	1.4	0.6	1.8	2.2	1.7		
• KPLN	San Diego	B	103.7	36.0	581	f	AMFM Inc	65 9910 p			g	Clsc Rock	3,100	0.79	2.8	2.2	2.1	1.9	2.6	2.5	2.5	2.6	1.8	
• XLTN	Tijuana	B	104.5	57.3	351	b	Diaz, Victor&Martha	75			3	Spanish	1,050	0.57	1.3	1.0	1.3	1.1	0.6	1.1	0.9	1.1	1.3	
KIOZ	San Diego	B	105.3	29.0	620	a	Clear Channel	54 9905			d1	Rock	7,300	1.15	4.5	4.1	4.7	4.1	4.0	3.9	3.1	4.8	3.5	
• KLVN	San Diego	B	106.5	50.0	440	g	Hispanic Bcstg	60 9608			d3	Mexican	5,000	1.48	2.4	3.3	3.4	3.7	2.5	1.7	2.3	2.3	1.9	
KSYU	Fallbrook	A	107.1	3.0	299		Big City Radio	77 9606			g	Modern Rock			0.1	0.0	0.4	0.4	0.0	0.0	0.4	0.0	0.0	
• XHFG	Tijuana	B1	107.3	15.0	994	h	Astiazaran,	80				Spanish	800		0.1	0.0	0.3	0.0	0.0	0.0	0.0	0.5	0.0	
# FM Stations -					24	# Combos -					19	FM TOTALS		75.7	66.9	66.3	67.4	64.2	65.6	63.7	64.6	61.4		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 16

Revenue Rank: 17

San Diego Market Overview



Metro Counties / Population (000)

San Diego, CA	2,766.7
	2,766.7

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$88,000	\$91,000	\$105,800	\$110,500	\$125,600	\$129,100
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	8.9%	\$140,600	\$153,200	\$168,500	\$182,000	\$198,400	9.0%
	1992	1997	2002			Est. Breakout	
Revenue/Retail Sales	\$4.45/1,000	\$5.14/1,000	\$6.87/1,000			Local	70%
Revenue/Capita	\$33.19	\$46.66	\$67.55			National	30%

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	2,651.4	2,766.7	0.9%	2,766.7	2,937.0
Households	931.8	958.6	0.6%	958.6	1,011.5	1.1%
Retail Sales	19,773.6	25,138.6	4.9%	25,138.6	28,875.3	2.8%
EBI	42,282.7	43,212.8	0.4%	43,212.8	48,733.9	2.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,406.0	248.3	101.7	180.7	266.0	232.9	153.2	223.3
Women (000)	1,360.7	235.5	96.9	135.1	228.6	226.7	159.1	278.8
Total	2,766.7	483.8	198.5	315.8	494.6	459.6	312.3	502.1
Percentage	100.0%	17.5%	7.2%	11.4%	17.9%	16.6%	11.3%	18.1%
Per Capita	\$ 15,619							
				Median Household	\$ 35,725		Avg Household	\$ 45,079
Ethnic Population:	White	82.2%	Black	6.3%	Asian	10.7%	Hispanic	26.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	17	3	19	24	17	41
Tot 12+	2.2	50.9	13.2	63.9	66.3	18.9	85.2
Avg 12+	0.6	3.0	4.4	3.4	2.8	1.1	2.1
Tot LCS	2.6	59.7	15.5	75.0	77.8	22.2	100.0
Avg LCS	0.6	3.5	5.2	3.9	3.2	1.3	2.4

Competitive Overview

AM Stations

Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
				Power (kW)	Power (kW)											Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997		
KNOB	Costa Mesa	B	540	25.0	0.24	i	Mt Wilson FM	99				Classical				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
XBAC	Tijuana	B	540	1.0	1.00	i	Mt Wilson FM	97				Classical	700	0.41	1.2	1.0	1.0	0.8	1.3	1.0	1.0	1.1	1.1		
KOGO	San Diego	B	600	5.0	5.00	a	Clear Channel	26	9905		g1	Talk	4,000	0.52	5.5	5.3	5.0	5.4	4.5	4.2	4.5	4.9	4.9		
XTRA	Tijuana	A	690	50.0	50.00	a	Clear Channel	34	9905		g1	Sprts/Talk	11,200	2.95	2.7	1.6	1.8	2.0	2.6	2.5	1.7	2.1	2.9		
KFMB	San Diego	B	760	5.0	50.00	d	Midwest TV Inc	41	6404			FullService	10,000	1.51	4.7	4.1	4.3	2.5	4.4	5.1	4.6	2.7	3.6		
• XEMO	Tijuana	B	860	5.0	5.00	h	Astiazaran,	37				Spanish	800		0.8	0.0	0.4	0.0	0.7	0.5	0.5	0.6	1.1		
• KECR	El Cajon	B	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		
KCEO	Vista	B	1000	2.5	0.25	e	Astor Bcst Group	67	9706	2,600		Bus News	600		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0		
• KURS	San Diego	B	1040	0.4	0.06		Pacific Spanish	93	9303		st	Spanish	800		0.6	0.0	0.5	0.0	0.4	0.5	0.7	0.4	0.5		
• XPRS	Rosarito	A	1090	50.0	50.00		Fregoso, Teddy	47				Spanish	450		0.4	0.5	0.6	0.5	0.5	0.0	0.5	0.0	0.7		
KSDO	San Diego	B	1130	10.0	10.00	a	Clear Channel	47	9905		g1	News/Talk	2,300	0.96	1.7	1.0	0.8	0.8	1.5	1.3	2.0	1.3	1.0		
• KCBQ	San Diego	B	1170	50.0	1.50		Concord Media	46	9908	6,000	2	Talk	700		0.1	0.3	0.0	0.3	0.0	0.0	0.5	0.0	0.0		
KPRZ	San Marcos	B	1210	20.0 cp	5.00		Salem Comm Corp	85			2	Chrst/Talk			0.8	0.8	0.4	0.6	0.9	0.8	0.5	0.7	0.7		
• KSON	San Diego	C	1240	1.0	1.00	c	Jefferson-Pilot	46	9612		c2	Children	150		0.2	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.3		
KKSM	Oceanside	B	1320	0.5	0.50		Palomar Comm	56	9603		dn	Alternative				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KPOP	San Diego	B	1360	5.0	1.00	a	Clear Channel	22	9905		g1	Nostalgia	2,500	0.46	3.9	3.4	2.9	3.6	2.5	2.8	3.7	3.6	3.1		
KSPA	Escondido	C	1450	1.0	1.00	e	Astor Bcst Group	58	8707		c3	Adlt Stndrd	1,000	0.55	1.3	1.1	1.2	0.8	0.7	1.2	1.0	1.1	1.1		
# AM Stations -					17	# Combos -					11	AM TOTALS					24.0	19.1	18.9	17.3	20.0	20.4	21.2	18.9	21.0
AM & FM Stations Profiled -					41	# Duopolies -					12	Total Local Commercial Share					86.0	85.2	84.7	84.2	86.0	84.9	83.5	82.4	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 17

Revenue Rank: 48

Nassau-Suffolk Market Overview



Metro Counties / Population (000)

Nassau, NY	1,304.3
Suffolk, NY	1,364.7
Total	2,669.0

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$31,000	\$35,000	\$38,300	\$39,200	\$40,600	\$41,000
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
	9.8%	\$45,000	\$48,600	\$53,000	\$56,700	\$61,300	8.0%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$1.19/1,000	\$1.34/1,000	\$1.85/1,000	Local	85%		
Revenue/Capita	\$11.68	\$15.36	\$22.84	National	15%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	2,655.1	2,669.0	0.1%	2,669.0	2,683.4
Households	866.5	871.4	0.1%	871.4	881.1	0.2%
Retail Sales	26,093.3	30,540.3	3.2%	30,540.3	33,194.3	1.7%
EBI	55,919.2	54,072.0	-0.7%	54,072.0	58,788.9	1.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,295.9	207.7	109.3	117.4	191.5	217.5	189.5	263.1
Women (000)	1,373.1	197.6	104.4	112.0	187.5	233.9	208.9	328.9
Total	2,669.0	405.3	213.7	229.4	378.9	451.4	398.4	591.9
Percentage	100.0%	15.2%	8.0%	8.6%	14.2%	16.9%	14.9%	22.2%
Per Capita	\$ 20,259							
				Median Household	\$ 52,697		Avg Household	\$ 62,052
Ethnic Population:	White	87.8%	Black	8.4%	Asian	3.5%	Hispanic	8.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	16	3		8	19	10	29
Tot 12+	13.7	14.1		25.2	27.8	3.6	31.4
Avg 12+	0.9	4.7		3.2	1.5	0.4	1.1
Tot LCS	43.6	44.9		80.3	88.5	11.5	100.0
Avg LCS	2.7	15.0		10.0	4.7	1.1	3.4

Competitive Overview

Some stations also rated in New York.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
WLNG	Sag Harbor	A	92.1	5.3	348	Main Street Bcstg	69				Oldies	820	1.82	1.0	0.0	0.4	0.4	0.0	0.4	0.6	0.0	0.3	
WLIR	Garden City	A	92.7	1.0	522	d Jarad Bcstg Co Inc	59				Modem Rock	3,200	1.87	3.8	1.5	1.2	1.4	1.5	1.2	1.3	1.3	1.1	
• WMJC	Smithtown	A	94.3	1.3	299	c Barnstable Bcstg	61	9711	11,000	d2	1 Country	1,350	0.59	5.1	1.6	1.5	1.7	1.6	2.0	1.6	1.8	1.2	
WHFM	Southampton	A	95.3	5.0	354	b Cox Radio Inc	71	9805		d3	AOR	100		0.2	0.2	0.1	0.1	0.0	0.1	0.0	0.1	0.1	
• WLVG	Center Moriches	A	96.1	3.0	328	Suffolk Radio Prtnrs	96	9707	600	1	Lite AC	200		0.9	0.0	0.0	0.4	0.3	0.4	0.4	0.4	0.0	
• WEHM	East Hampton	A	96.7	4.3	384	f Back Bay Bcstrs Inc	93	9911 p		na	AAA	200		0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	
• WALK	Patchogue	B	97.5	39.0	554	a AMFM Inc	52	9910 p		g	AC	14,300	1.83	17.4	6.9	6.0	5.3	5.8	5.8	5.5	5.7	5.3	
WKJY	Hempstead	A	98.3	3.0	328	c Barnstable Bcstg	47	8412	5,250	c1	1 Soft Rock	5,100	1.40	8.1	2.1	2.1	2.1	2.8	2.7	2.0	3.3	2.4	
WDRE	Westhampton	A	98.5	6.0	282	d Jarad Bcstg Co Inc	93	9506		st	Modem Rock	500		0.7	0.2	0.2	0.2	0.3	0.2	0.3	0.2	0.2	
WBAZ	Southold	A	101.7	5.5 cp	341	e MAK	85	9706	1,650	d5	Lite AC	700	1.56	1.0	0.0	0.0	0.0	0.3	0.0	0.5	0.4	0.4	
WBAB	Babylon	A	102.3	6.0	269	b Cox Radio Inc	58	9805		d3	AOR	5,000	1.08	10.3	4.0	3.7	3.2	2.8	3.4	3.5	2.8	3.4	
WBSQ	Bridgehampton	A	102.5	4.8	103	e MAK	95	9706		d5	Bright AC				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	c Barnstable Bcstg	93	9705	12,450	1	Oldies	3,000	0.80	8.3	3.0	2.6	3.4	2.7	2.5	2.7	2.6	2.8	
• WKTU	Lake Success	B	103.5	5.4	1417	AMFM Inc	40	9910 p			CHR/Rhymc	n/a		11.0	3.2	3.1	2.9	3.4	3.6	3.6	3.2	3.6	
• WRCN	Riverhead	A	103.9	1.5	466	c Barnstable Bcstg	62	9711		d2	1 Clsc Hits	950	0.84	2.5	0.6	0.8	0.7	0.7	0.7	1.0	0.7	0.8	
• WBEA	Montauk	A	104.7	6.0	315	f Back Bay Bcstrs Inc	93	9911 p		na	Hot AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WXXP	Calverton	A	105.3	6.0	289	d Jarad Bcstg Co Inc	98				CHR/Rhymc	650		0.3	0.6	0.9	0.4	0.9	0.4	0.0	0.0	0.0	
WBLI	Patchogue	B	106.1	48.5	499	b Cox Radio Inc	58	9805		d3	Hot AC	5,800	0.87	14.9	5.3	5.0	4.2	4.2	5.3	4.3	4.5	5.0	
WWXY	Hampton Bays	A	107.1	3.0 cp	279	Big City Radio	80	9702	8,000		Country	150		0.6	0.3	0.2	0.4	0.2	0.2	0.0	0.3	0.3	
# FM Stations -					19	# Combos -					15	FM TOTALS			86.3	29.5	27.8	26.8	27.5	28.9	27.3	27.3	27.2

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
WLUX	Islip	B	540	0.3	0.20	Long Is. Multi-Media	60	9510	1,100		Nostalgia	800	0.52	3.4	1.2	0.9	1.5	1.9	1.3	1.2	1.0	0.9	
• WGSM	Huntington	B	740	25.0	0.04	c Barnstable Bcstg	51	9711		d2	1 Country				0.5	0.1	0.5	0.0	0.0	0.0	0.0	0.0	
WHLI	Hempstead	B	1100	10.0	0.00	c Barnstable Bcstg	47	8412		c1	1 MOR	910	0.22	9.4	3.6	2.6	3.1	2.8	3.1	2.5	3.6	2.8	
• WGBB	Freeport	C	1240	1.0	1.00	WGBB-AM Inc	24	9910	1,700		Ethnic	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WALK	Patchogue	B	1370	0.5	0.10	a AMFM Inc	52	9910 p		g	Soft AC	150			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WRIV	Riverhead	B	1390	1.0	0.06	Tria, Vincent	55	8710	220		MOR				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WNYG	Babylon	B	1440	1.0	0.04	Bequet, Bonita, Trst	58	9905		nc	Spanish	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WTHE	Mineola	B	1520	1.0	0.00	Universal Bcstg	64	6907			Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WRHD	Riverhead	B	1570	1.0	0.50	c Barnstable Bcstg	63	9711		d2	1 Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WLIM	Patchogue	B	1580	10.0	0.50	Long Island Music	51	8103	620		Adlt Stndrd	150		0.6	0.5	0.0	0.0	0.0	0.4	0.4	0.0	0.0	
# AM Stations -					10	# Combos -					4	AM TOTALS			13.4	5.8	3.6	5.1	4.7	4.8	4.1	4.6	3.7
AM & FM Stations Profiled -					29	# Duopolies -					9	Total Local Commercial Share			35.3	31.4	31.9	32.2	33.7	31.4	31.9	30.9	

Other: 92.9, Southampton; 94.9, Montauk

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 18

Revenue Rank: 15

Minneapolis - St. Paul Market Overview



Metro Counties / Population (000)

Anoka, MN	284.6
Carver, MN	63.5
Chisago, MN	39.6
Dakota, MN	331.0
Hennepin, MN	1,063.3
Isanti, MN	28.3
Ramsey, MN	484.5
Scott, MN	74.7
Sherburne, MN	39.2
Washington, MN	189.7
Wright, MN	82.3
Pierce, WI	34.4
St. Croix, WI	56.4

2,771.5

Market Radio Financials

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

ESTIMATED GROSS REVENUES
★★★

	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$83,600	\$90,400	\$100,700	\$111,800	\$119,400	\$129,400	9.1%
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	14.1%	\$147,700	\$161,000	\$175,500	\$189,500	\$206,600	8.7%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.83/1,000	\$4.27/1,000	\$5.54/1,000	Local	75%		
Revenue/Capita	\$31.55	\$46.69	\$72.46	National	25%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	2,649.5	2,771.5	0.9%	2,771.5	2,851.4	0.6%
Households	1,004.0	1,047.2	0.8%	1,047.2	1,090.8	0.8%
Retail Sales	21,853.4	30,302.0	6.8%	30,302.0	37,308.9	4.2%
EBI	45,504.0	52,227.4	2.8%	52,227.4	63,413.5	4.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,366.2	268.7	110.7	115.2	251.0	248.2	176.9	195.5
Women (000)	1,405.3	260.1	105.6	119.3	241.3	249.3	176.1	253.6
Total	2,771.5	528.8	216.3	234.6	492.3	497.5	353.0	449.0
Percentage	100.0%	19.1%	7.8%	8.5%	17.8%	18.0%	12.7%	16.2%
Per Capita	\$ 18,844		Median Household	\$ 42,624		Avg Household	\$ 49,874	
Ethnic Population:	White	90.7%	Black	4.7%	Asian	3.6%	Hispanic	2.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		15	11	19	22	41
Tot 12+	1.7		58.0	57.5	59.7	21.0	80.7
Avg 12+	0.4		3.9	5.2	3.1	1.0	2.0
Tot LCS	2.1		71.9	71.3	74.0	26.0	100.0
Avg LCS	0.5		4.8	6.5	3.9	1.2	2.4

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Summer 1999	Spring 1999	Winter 1999	Fall 1999	Summer 1998	Spring 1998	Winter 1998	Fall 1998	
KQRS	Golden Valley	C	92.5	100.0	1034	a	ABC Radio Inc	63	9602		g5	Clsc Rock	23,000	1.17	13.3	10.7	10.1	10.2	10.7	11.3	10.1	11.2	11.2
KXXR	Minneapolis	C	93.7	100.0	1034	a	ABC Radio Inc	61	9602		g5	Rock	4,100	0.65	4.3	3.5	3.7	3.7	3.0	3.4	4.4	3.5	2.8
KSTP	St. Paul	C	94.5	95.0	1221	b	Hubbard Bcstg Inc	65	9701			AC	11,900	1.22	6.6	4.3	4.2	4.7	4.6	6.1	5.3	5.1	5.3
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
• KCHK	New Prague	A	95.5	3.0	328	j	Murphy, Kingsley,	90				Oldies				0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
• KTCZ	Minneapolis	C	97.1	100.0	1034	f	AMFM Inc	56	9910 p		g	AAA	8,200	1.13	4.9	3.4	3.8	3.7	3.5	4.7	3.7	3.8	4.0
KTIS	Minneapolis	C	98.5	100.0	1034	h	Northwestern	49				Inspiration				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
• WLOL	Minneapolis	C1	100.3	100.0 cp	919	f	AMFM Inc	65	9910 p		g	Clsc Hits	5,400	0.89	4.1	4.4	2.5	2.4	2.1	3.2	3.1	3.5	3.8
• KDWB	Richfield	C	101.3	100.0	1034	f	AMFM Inc	59	9910 p		g	Top 40	12,800	0.89	9.7	8.5	8.2	7.5	8.0	7.9	8.5	8.0	7.8
• KEEY	St. Paul	C	102.1	100.0	1034	f	AMFM Inc	69	9910 p		g	Country	13,900	1.02	9.2	6.7	7.7	6.9	8.1	6.7	7.6	8.1	8.0
WLTE	Minneapolis	C	102.9	100.0	1034	d	Infinity Bcstg	73	9511		g1	Lite Rock	12,500	1.16	7.3	4.9	6.1	6.0	6.2	5.3	6.5	5.9	6.3
WXPT	St. Louis Park	C1	104.1	89.0	1034	e	Infinity Bcstg	62	9808		sw	Modern AC	5,400	0.94	3.9	3.4	4.1	4.6	4.5	3.6	3.2	3.1	2.9
• KZNR	Lakeville	A	105.1	2.6	499	a	ABC Radio Inc	93	9708	17,500	c2	Altve/CIHts	1,700	0.72	1.6	0.8	1.0	1.3	1.3	1.1	1.6	1.5	1.0
• KZNT	Cambridge	C3	105.3	25.0	299	a	ABC Radio Inc	73	9708		c2	Altve/CIHts	400		0.5	0.1	0.0	0.1	0.1	0.4	0.4	0.6	0.3
• KZNZ	Eden Prairie	A	105.7	6.0 cp	240	a	ABC Radio Inc	93	9708		c2	Altve/CIHts	800	0.45	1.2	0.8	0.5	0.7	1.2	1.2	1.1	1.0	0.7
KLCI	Princeton	C2	106.1	30.0	604	i	HomeNet Inc	74	9811		st	Country	500		0.4	0.0	0.6	0.4	0.4	0.5	0.0	0.3	0.4
WIXK	New Richmond	C3	107.1	18.0	272	g	Smith Bcstg Co Inc	68				Country	600		0.7	1.2	0.9	0.5	0.8	0.4	0.5	0.8	0.7
• KQQL	Anoka	C	107.9	100.0	1089	f	AMFM Inc	68	9910 p		g	Oldies	10,100	1.12	6.1	5.7	6.1	4.7	4.1	5.1	5.4	5.2	4.5
# FM Stations -					19	# Combos -					17	FM TOTALS		73.8	58.4	59.7	57.4	58.6	60.9	61.4	61.6	59.7	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 18

Revenue Rank: 15

Minneapolis - St. Paul Market Overview



Metro Counties / Population (000)

Anoka, MN	284.6
Carver, MN	63.5
Chisago, MN	39.6
Dakota, MN	331.0
Hennepin, MN	1,063.3
Isanti, MN	28.3
Ramsey, MN	484.5
Scott, MN	74.7
Sherburne, MN	39.2
Washington, MN	189.7
Wright, MN	82.3
Pierce, WI	34.4
St. Croix, WI	56.4
Total	2,771.5

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>Δ 92 - 97</u>
	\$83,600	\$90,400	\$100,700	\$111,800	\$119,400	\$129,400	9.1%
	<u>Δ 97 - 98</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 98 - 02</u>
	14.1%	\$147,700	\$161,000	\$175,500	\$189,500	\$206,600	8.7%

	<u>1992</u>	<u>1997</u>	<u>2002</u>	Est. Breakout
Revenue/Retail Sales	\$3.83/1,000	\$4.27/1,000	\$5.54/1,000	Local 75%
Revenue/Capita	\$31.55	\$46.69	\$72.46	National 25%

Demographic and Economic Overview

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

	<u>1992</u>	<u>1997</u>	<u>Growth Rate</u>	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>
MSA Population	2,649.5	2,771.5	0.9%	2,771.5	2,851.4	0.6%
Households	1,004.0	1,047.2	0.8%	1,047.2	1,090.8	0.8%
Retail Sales	21,853.4	30,302.0	6.8%	30,302.0	37,308.9	4.2%
EBI	45,504.0	52,227.4	2.8%	52,227.4	63,413.5	4.0%

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)	1,366.2	268.7	110.7	115.2	251.0	248.2	176.9	195.5
Women (000)	1,405.3	260.1	105.6	119.3	241.3	249.3	176.1	253.6
Total	2,771.5	528.8	216.3	234.6	492.3	497.5	353.0	449.0
Percentage	100.0%	19.1%	7.8%	8.5%	17.8%	18.0%	12.7%	16.2%
Per Capita	\$ 18,844		Median Household	\$ 42,624		Avg Household	\$ 49,874	
Ethnic Population:	White 90.7%		Black 4.7%		Asian 3.6%		Hispanic 2.1%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		15	11	19	22	41
Tot 12+	1.7		58.0	57.5	59.7	21.0	80.7
Avg 12+	0.4		3.9	5.2	3.1	1.0	2.0
Tot LCS	2.1		71.9	71.3	74.0	26.0	100.0
Avg LCS	0.5		4.8	6.5	3.9	1.2	2.4

Competitive Overview

AM Stations										ARB 12+ Metro Shares (see rights)															
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997		
• WDGY	Hudson	B	630	0.9 cp	0.20		630 Radio Inc	59	9609	87	2	Talk/Sprts				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KFXN	Minneapolis	B	690	1.5 cp	0.50	f	AMFM Inc	62	9910 p		g	Sprts/Talk	200		0.6	0.0	0.0	0.0	0.6	0.5	0.5	0.5	0.5	0.5	
WMIN	Hudson	B	740	0.9	0.01		Borgen Bcstg Corp	83	8805	25 +	2	Spanish				0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KUOM	Minneapolis	B	770	5.0	0.00		University of MN		22			Altve/Varty				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WCCO	Minneapolis	A	830	50.0	50.00	d	Infinity Bcstg	24	9511		g1	Nws/Tlk/Spt	20,900	1.05	13.5	9.6	9.7	10.4	10.7	10.3	10.3	11.8	12.3		
KTIS	Minneapolis	B	900	25.0	0.30	h	Northwestern		49			Inspiration				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KSGS	St. Louis Park	B	950	1.0	1.00	e	Infinity Bcstg	58	9808		sw	Urban/Oldes	200		0.1	0.5	0.5	0.3	0.0	0.0	0.0	0.5	0.0	0.0	
KKMS	Richfield	B	980	5.0	5.00	k	Salem Comm Corp	49	9701	3,000		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WCTS	Maplewood	B	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	
• KFAN	Minneapolis	B	1130	50.0	25.00	f	AMFM Inc	23	9910 p		g	Sprts/Talk	5,400	1.31	2.8	2.3	2.2	2.3	2.7	2.3	2.1	2.2	2.6		
WEZU	Stillwater	B	1220	5.0	0.25	g	Smith Bcstg Co Inc	49	9307	75		MOR/Nstlg	750		0.6	0.4	0.4	0.6	0.7	0.4	0.5	0.5	0.7		
WWTC	Minneapolis	B	1280	5.0	5.00		Catholic Radio	25	9810		g	Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WQPM	Princeton	B	1300	1.0	0.08	i	HomeNet Inc	67	9811		st	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WMNN	Minneapolis	B	1330	9.7	5.10		Minn Public Radio	39			1	News	850		0.3	0.3	0.6	0.6	0.4	0.3	0.4	0.0	0.4	0.0	
• KCHK	New Prague	B	1350	0.5	0.07	j	Murphy, Kingsley,	69				Oldies				0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KLBB	St. Paul	C	1400	10.0	0.00	c	Minn Public Radio	36	9905		na 1	Nostalgia	1,200	0.43	1.9	1.3	1.6	1.9	1.6	1.6	1.7	1.4	1.5		
KDIZ	Golden Valley	B	1440	5.0	0.50	a	ABC Radio Inc	48	9602		g5	Children				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KLBP	Brooklyn Park	B	1470	5.0	5.00	c	Minn Public Radio	56	9905		na 1	Nostalgia			0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	
• KSTP	St. Paul	A	1500	50.0	50.00	b	Hubbard Bcstg Inc	24	9701			Talk	6,900	0.75	6.2	6.0	5.5	6.6	5.1	5.2	5.0	5.3	5.0		
KYCR	St Louis Park	B	1570	3.8	0.23	k	Salem Comm Corp	61	9810		g	Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WIXK	New Richmond	B	1590	5.0	0.25	g	Smith Bcstg Co Inc	60				Country			0.1	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	
KWOM	Watertown	B	1600	5.0	5.00		Linder Bcstg Group	95				Adlt Slnrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					22	# Combos -					15	AM TOTALS					26.2	20.7	21.0	22.8	21.9	20.7	20.7	22.3	23.2
AM & FM Stations Profiled -					41	# Duopolies -					11	Total Local Commercial Share					79.1	80.7	80.2	80.5	81.6	82.1	83.9	82.9	

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 19

Revenue Rank: 19

St. Louis Market Overview



Metro Counties / Population (000)

Franklin, MO	91.5
Jefferson, MO	193.6
Lincoln, MO	34.9
St. Charles, MO	266.9
St. Louis, MO	1,004.4
Warren, MO	23.9
St. Louis city, MO	339.1
Clinton, IL	35.7
Jersey, IL	22.5
Madison, IL	258.4
Monroe, IL	25.9
St. Clair, IL	273.1
Total	2,569.9

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$70,000	\$78,300	\$84,700	\$95,400	\$101,400	\$106,400
<hr/>							
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
8.6%	\$115,600	\$123,700	\$132,400	\$140,300	\$150,100	6.7%	
<hr/>							
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.36/1,000	\$4.34/1,000	\$5.22/1,000	Local	85%		
Revenue/Capita	\$27.58	\$41.40	\$57.37	National	15%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	2,538.2	2,569.9	0.2%	2,569.9	2,616.5	0.4%
Households	961.4	972.4	0.2%	972.4	1,002.9	0.6%
Retail Sales	20,827.6	24,498.2	3.3%	24,498.2	28,764.5	3.3%
EBI	41,463.6	45,298.7	1.8%	45,298.7	53,435.9	3.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,238.9	239.2	109.1	100.7	195.8	205.9	163.7	224.6
Women (000)	1,331.0	228.5	104.9	103.8	197.2	219.4	171.5	305.7
Total	2,569.9	467.7	214.0	204.6	392.9	425.3	335.1	530.3
Percentage	100.0%	18.2%	8.3%	8.0%	15.3%	16.5%	13.0%	20.6%
Per Capita	\$ 17,627			Median Household	\$ 38,920		Avg Household	\$ 46,584
Ethnic Population:	White	80.8%	Black	17.7%	Asian	1.3%	Hispanic	1.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	1	17	16	21	23	44
Tot 12+	0.0	4.5	60.8	65.0	65.3	24.4	89.7
Avg 12+	0.0	4.5	3.6	4.1	3.1	1.1	2.0
Tot LCS	0.0	5.0	67.8	72.5	72.8	27.2	100.0
Avg LCS	0.0	5.0	4.0	4.5	3.5	1.2	2.3

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
WIL	St. Louis	C1	92.3	100.0	910	h	Sinclair Bcst Group	62	9803		g1	Country	11,100	1.10	8.7	6.9	7.1	6.7	6.9	6.9	8.6	7.3	8.5
• KSD	St. Louis	C1	93.7	100.0	860	e	Clear Channel	54	9905		g2	Hot AC	6,100	1.76	3.0	2.5	2.3	2.3	2.7	2.8	2.4	2.5	3.0
KSHE	Crestwood	C	94.7	100.0	1027	b	Emmis	61	8401		g	Clsc Rock	8,400	1.37	5.3	3.8	3.0	3.2	3.6	4.7	4.7	5.0	4.6
WFUN	Bethalto	C3	95.5	24.5 cp	335		Radio One Inc	90	9906	13,600		DARK				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 Bcst Group	65	9810		g1	70s Oldies	3,100	0.79	3.4	2.7	3.3	2.9	2.6	3.0	3.1	3.1	3.1
KXOK	Florissant	C1	97.1	100.0	561	h	Sinclair Bcst Group	77	9907	14,130		Clsc Rock	1,950	0.70	2.4	2.8	2.9	4.2	3.7	2.4	1.9	2.1	2.3
KYKY	St. Louis	C1	98.1	90.0	1027	a	Infinity Bcstg	60	9805		g4	Hot AC	9,250	1.48	5.4	4.5	4.4	4.2	5.0	4.9	4.9	4.7	4.8
KFUO	Clayton	C	99.1	100.0	1027	d	Lutheran Ch-MO	48				Classical	2,100	0.59	3.1	2.5	2.4	3.3	3.2	2.4	2.8	2.8	3.1
KFAV	Warrenton	C3	99.9	10.5	512	g	Kaspar Bcstg Co	91				Country	150		0.3	0.0	0.3	0.3	0.0	0.4	0.3	0.3	0.0
KATZ	Alton	B	100.3	50.0	492	e	Clear Channel	61	9905		g2	Rhythm/Blue	1,200	0.38	2.7	3.9	4.5	3.6	3.7	2.7	2.2	3.0	1.8
• KFNS	Troy	A	100.7	6.0	328	k	Missouri Sports	93	9908	1,250		Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WVRV	E St. Louis	C2	101.1	44.0	518	h	Sinclair Bcst Group	65	9810		g3	Modern AC	4,600	1.28	3.1	3.5	2.9	3.0	3.2	2.7	2.4	3.2	3.0
KLPW	Union	A	101.7	3.3	351	f	Marathon Media	66	9903		g5	Country	400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KEZK	St. Louis	C	102.5	100.0	1027	a	Infinity Bcstg	68	9805		g4	AC	8,000	0.95	7.3	7.1	7.3	7.1	6.5	7.1	7.0	6.8	5.5
• KLOU	St. Louis	C1	103.3	100.0	919	a	Clear Channel	62	9905		g2	Oldies	6,000	1.15	4.5	3.9	4.5	4.3	4.8	4.5	3.9	3.9	3.7
WXTM	Jerseyville	C2	104.1	39.0	551	b	Emmis	67	9704	42,500	c1	AOR	3,400	0.92	3.2	2.7	2.2	2.1	2.9	2.8	2.0	2.9	3.7
KSLQ	Washington	A	104.5	3.0	328	i	CompuTraffic Inc	89	9807	1,100	1	AC			0.1	0.0	0.0	0.4	0.0	0.0	0.0	0.3	0.0
KMJM	Columbia	C3	104.9	7.8	574	e	Clear Channel	64	9905		g2	Urban AC	7,500	0.91	7.1	5.2	6.0	6.2	6.7	6.0	6.6	6.1	6.8
KPNT	St. Genevieve	C	105.7	100.0	1375	h	Sinclair Bcst Group	67	9810		g3	Alternative	4,950	0.93	4.6	3.4	3.1	2.9	3.3	3.3	3.8	4.9	4.6
• WKXX	Granite City	C1	106.5	90.0	1027	b	Emmis	65	9704		c1	Country	4,400	0.75	5.1	4.1	4.5	4.1	3.8	4.3	4.7	4.2	5.0
• KSLZ	St. Louis	C	107.7	100.0	1027	e	Clear Channel	72	9905		g2	CHR	3,000	0.63	4.1	5.8	4.6	5.4	4.3	4.4	3.9	4.6	1.8
# FM Stations -					21	# Combos -					20	FM TOTALS			73.4	65.3	65.3	66.2	66.9	65.3	65.2	67.7	65.3

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Revenue Rank: 19

St. Louis Market Overview



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Total	2,569.9

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

ESTIMATED GROSS REVENUES ★★★	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>Δ 92 - 97</u>
	\$70,000	\$78,300	\$84,700	\$95,400	\$101,400	\$106,400	8.7%
	<u>Δ 97 - 98</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 98 - 02</u>
	8.6%	\$115,600	\$123,700	\$132,400	\$140,300	\$150,100	6.7%
Revenue/Retail Sales	<u>1992</u>	<u>1997</u>	<u>2002</u>	<u>Est. Breakout</u>			
Revenue/Capita	\$3.36/1,000	\$4.34/1,000	\$5.22/1,000	Local	85%		
	\$27.58	\$41.40	\$57.37	National	15%		

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

	<u>1992</u>	<u>1997</u>	<u>Growth Rate</u>	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>
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Households	961.4	972.4	0.2%	972.4	1,002.9	0.6%
Retail Sales	20,827.6	24,498.2	3.3%	24,498.2	28,764.5	3.3%
EBI	41,463.6	45,298.7	1.8%	45,298.7	53,435.9	3.4%

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)	1,238.9	239.2	109.1	100.7	195.8	205.9	163.7	224.6
Women (000)	1,331.0	228.5	104.9	103.8	197.2	219.4	171.5	305.7
Total	2,569.9	467.7	214.0	204.6	392.9	425.3	335.1	530.3
Percentage	100.0%	18.2%	8.3%	8.0%	15.3%	16.5%	13.0%	20.6%
Per Capita	\$ 17,627	Median Household		\$ 38,920	Avg Household		\$ 46,584	
Ethnic Population:	White	80.8%	Black	17.7%	Asian	1.3%	Hispanic	1.4%

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FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
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Tot 12+	0.0	4.5	60.8	65.0	65.3	24.4	89.7
Avg 12+	0.0	4.5	3.6	4.1	3.1	1.1	2.0
Tot LCS	0.0	5.0	67.8	72.5	72.8	27.2	100.0
Avg LCS	0.0	5.0	4.0	4.5	3.5	1.2	2.3

Competitive Overview

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
KTRS	St. Louis	B	550	5.0	5.00		CH Holdings	22	9705	10,000		News/Talk	2,900	0.70	3.6	3.5	3.6	3.8	4.0	3.4	3.0	3.3	3.4	
KFNS	Wood River	B	590	1.0	1.00	k	Missouri Sports	61	9806	3,750	2	Sports	1,800	1.42	1.1	1.2	1.0	1.5	1.4	1.0	0.9	1.0	1.2	
KJSL	St. Louis	B	630	5.0	5.00	c	Crawford Bcstg Co	38	9402	1,500		Talk			0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	
KSTL	St. Louis	B	690	1.0	0.02	c	Crawford Bcstg Co	48	9406	525		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KWRE	Warrenton	B	730	1.0	0.12	g	Kaspar Bcstg Co	49				Country			0.2	0.4	0.5	0.0	0.3	0.0	0.5	0.3	0.0	
WEW	St. Louis	B	770	1.0	0.00		Metropolitan Radio	21	9605	435		Variety	500		0.9	0.5	0.4	1.1	0.8	0.6	0.5	1.0	1.1	
KFUO	Clayton	B	850	5.0	0.00	d	Lutheran Ch-MO	24				Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WINU	Highland	B	880	1.7	0.16	j	New Life Evangel	62	9812	1,250	d2	Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WGNU	Granite City	B	920	0.5	0.50		Norman Bcstg	61				Talk	400		0.4	0.3	0.5	0.6	0.4	0.5	0.0	0.4	0.4	
KXEN	Festus-St.Louis	B	1010	50.0	0.50		Radio Prop	51	8609		g	Chrst/Span				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KMOX	St. Louis	A	1120	50.0	50.00	a	Infinity Bcstg	25	9511		g2	Nws/Tlk/Spt	22,000	1.37	13.9	12.6	13.1	11.1	11.0	14.1	13.9	10.7	11.2	
KLPW	Union	B	1220	1.0	0.13	f	Marathon Media	54	9903		g5	Talk	200		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	
WSDZ	Belleville	B	1260	5.0	5.00		ABC Radio Inc	47	9808	2,500		Children	500		0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.6	
• KSIV	Clayton	B	1320	4.6	0.27		Bott Radio Network	46	8202	900		Christian			0.2	0.0	0.0	0.0	0.0	0.3	0.0	0.4	0.0	
KWMO	Washington	B	1350	0.5	0.08	i	CompuTraffic Inc	85	9803	200	1	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KZJZ	St. Louis	B	1380	5.0	1.00		New Horizon	27	9802		dn	Jazz	100		0.3	0.0	0.0	0.0	0.0	0.4	0.6	0.0	0.0	
WRTI	St. Louis	B	1430	5.0	5.00	h	Sinclair Bcst Group	22	9803		g1	Nostalgia	600	0.19	2.7	1.5	2.4	2.3	2.0	2.5	2.6	2.4	2.1	
KIRL	St. Charles	B	1460	5.0	0.50		Bronco Bcstg	58	7911			Jazz/Gospl			0.2	0.7	0.0	0.4	0.0	0.0	0.0	0.3	0.3	
WJBM	Jerseyville	B	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	
• WESL	E St. Louis	C	1490	1.0	1.00		M&R Enterprises	34	9506	800		Rhythm/Blue	100		0.3	0.5	0.8	0.4	0.4	0.3	0.0	0.5	0.4	
WCBW	Highland	B	1510	1.0 cp	0.00	j	New Life Evangel	98	9812		d2	ChrsContemp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WBGZ	Alton	B	1570	1.0	0.07		Metroplex Comm	48	8407			News/Talk				0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	
KATZ	St. Louis	B	1600	5.0	5.00	e	Clear Channel	55	9905		g2	Gospel	900	0.32	2.4	2.4	2.1	2.4	2.3	2.1	2.4	1.9	2.1	
# AM Stations -					23	# Combos -					12	AM TOTALS				26.7	23.6	24.4	23.6	22.9	25.2	24.7	22.7	23.1
AM & FM Stations Profiled -					44	# Duopolies -					9	Total Local Commercial Share					88.9	89.7	89.8	89.8	90.5	89.9	90.4	88.4

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 20

Revenue Rank: 20

Baltimore, MD Market Overview



Metro Counties / Population (000)

Anne Arundel, MD	472.3
Baltimore, MD	722.7
Baltimore city, MD	654.2
Carroll, MD	149.1
Harford, MD	215.4
Howard, MD	231.9
Queen Annes, MD	38.3
Total	2,483.9

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$64,000	\$65,200	\$74,300	\$88,000	\$95,600	\$97,700
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
	12.7%	\$110,100	\$121,100	\$133,200	\$143,800	\$158,200	9.5%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.47/1,000	\$4.30/1,000	\$5.94/1,000	Local	72%		
Revenue/Capita	\$26.20	\$39.33	\$62.08	National	28%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	2,442.4	2,483.9	0.3%	2,483.9	2,548.3
Households	904.0	922.2	0.4%	922.2	959.4	0.8%
Retail Sales	18,446.7	22,742.6	4.3%	22,742.6	26,622.9	3.2%
EBI	39,799.3	43,561.3	1.8%	43,561.3	51,056.3	3.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,204.8	213.1	92.8	107.1	199.4	213.0	168.4	210.9
Women (000)	1,279.1	205.6	88.1	107.3	202.1	224.4	174.4	277.2
Total	2,483.9	418.8	180.9	214.4	401.6	437.4	342.8	488.1
Percentage	100.0%	16.9%	7.3%	8.6%	16.2%	17.6%	13.8%	19.6%
Per Capita	\$ 17,537							
				Median Household	\$ 39,689		Avg Household	\$ 47,236
Ethnic Population:	White	69.7%	Black	27.6%	Asian	2.5%	Hispanic	1.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	13		12	15	16	31
Tot 12+	7.9	49.5		56.8	57.4	15.7	73.1
Avg 12+	4.0	3.8		4.7	3.8	1.0	2.4
Tot LCS	10.8	67.7		77.7	78.5	21.5	100.0
Avg LCS	5.4	5.2		6.5	5.2	1.3	3.2

Competitive Overview

Some stations also rated in Washington, D.C. and York.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997		
• WERQ	Baltimore	B	92.3	37.0	571	a	Radio One Inc	60	9306	9,000	c6	Urban CHR	11,500	0.81	12.9	8.2	9.6	9.7	9.6	9.5	8.8	9.8	9.8		
WPOC	Baltimore	B	93.1	16.0	866	f	Clear Channel	60	9905		g3	Country	8,800	0.85	9.4	7.6	6.6	6.2	6.8	7.4	7.2	6.7	6.4		
WRBS	Baltimore	B	95.1	50.0	499		Peter & John Radio	64	6409			Inspiration	1,100	0.40	2.5	1.3	1.5	1.7	1.8	1.5	1.7	2.2	1.9		
WWIN	Glen Burnie	A	95.9	3.0	299	a	Radio One Inc	64	9202	4,700	c3	Urban AC	6,000	0.89	6.1	6.5	7.3	5.7	5.5	4.7	5.8	4.1	3.4		
WIYY	Baltimore	B	97.9	13.5	945	c	Hearst-Argyle	58				AOR	7,300	1.18	5.6	3.7	4.0	4.4	4.3	4.2	4.2	3.9	4.3		
WHFS	Annapolis	B	99.1	50.0	459		Infinity Bcstg	49	9704			Alternative	n/a		3.8	3.9	4.1	3.3	3.6	2.8	3.4	2.4	2.7		
WGRX	Westminster	B	100.7	16.0	860	b	Shamrock Comm	59	8104	1,743	c2	Country	1,100	0.62	1.6	0.9	0.7	0.8	1.1	1.2	1.2	1.2	1.2		
WLIF	Baltimore	B	101.9	13.5	961	d	Infinity Bcstg	70	9612		g1	Soft AC	9,600	1.23	7.1	4.4	5.7	4.9	4.9	5.7	5.0	5.8	4.5		
WXYV	Baltimore	B	102.7	50.0	436	d	Infinity Bcstg	47	9612		g1	CHR	5,500	0.88	5.7	4.1	3.8	3.8	3.5	3.8	4.0	4.8	4.1		
WRNR	Grasonville	A	103.1	6.0	328		Empire Bcstg	79	9707	2,150		Progressive	850	0.64	1.2	0.7	0.6	0.8	0.8	0.7	0.8	1.1	0.8		
WXCX	Havre de Grace	B	103.7	50.0	341		Delmarva Bcstg Co	60	9611	See (75)		Country	n/a		0.4	0.5	0.0	0.4	0.4	0.4	0.4	0.0	0.4		
• WOCT	Baltimore	B	104.3	32.0	486	f	Clear Channel	49	9905		g3	Clsc Rock	5,400	1.11	4.4	3.6	3.2	3.0	3.3	3.8	3.3	2.9	2.8		
WQSR	Catonsville	B	105.7	50.0	492	d	Infinity Bcstg	63	9805		g2	Oldies	14,000	1.51	8.4	5.4	5.8	5.7	5.6	5.8	6.1	5.5	7.2		
WWMX	Baltimore	B	106.5	7.4	1217	d	Infinity Bcstg	60	9805		g2	Hot AC	13,000	1.74	6.8	4.8	4.5	4.3	6.0	4.9	4.7	5.4	5.0		
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		
# FM Stations -					15	# Combos -					10	FM TOTALS					75.9	55.6	57.4	54.7	57.2	56.4	56.6	55.8	54.5

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997		
WCAO	Baltimore	B	600	5.0	5.00	f	Clear Channel	22	9905		g3	Gospel	1,800	0.36	4.5	2.2	2.4	3.6	2.7	2.8	2.9	3.3	4.2		
• WCBM	Baltimore	B	680	10.0	5.00	e	Mangione, Nick	24	9509	1,775		News/Talk	1,900	0.60	2.9	2.2	1.9	2.9	2.4	2.1	2.1	2.1	2.3		
WBMD	Baltimore	B	750	0.7	0.00	d	Infinity Bcstg	47	9805		g2	Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WYRE	Annapolis	B	810	0.3	0.00		Bay Bcstg Inc	46	9911 p	200		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WBGR	Baltimore	B	860	2.5	0.07	d	Infinity Bcstg	55	9805		g2	Gospel	600		0.3	0.4	0.3	0.0	0.3	0.0	0.3	0.0	0.5		
• WOLB	Baltimore	B	1010	1.0	0.03	a	Radio One Inc	47	9306		c6	Nws/Tlk/Spt	1,500	1.14	1.2	0.5	0.7	0.4	0.8	0.9	0.6	1.2	0.9		
WBAL	Baltimore	A	1090	50.0	50.00	c	Hearst-Argyle	25	3501			Nws/Tlk/Spt	17,000	1.56	9.9	7.2	6.3	5.8	5.9	8.4	6.8	6.8	7.0		
WBIS	Annapolis	B	1190	10.0	0.00		New World Radio	47	9804	400		Bus News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WITH	Baltimore	C	1230	1.0	1.00		Salem Comm Corp	41	9707		g	Chrst/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WJFK	Baltimore	B	1300	5.0	5.00	d	Infinity Bcstg	22	9612		g1	Talk	1,000	0.41	2.2	1.8	1.6	1.4	1.5	1.4	1.6	1.7	1.8		
WASA	Havre de Grace	B	1330	5.0	0.50	e	Mangione, Nick	48	9808	1,100	d1	Gospel				0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0		
• WWLG	Baltimore	B	1360	5.0 cp	1.50	e	Mangione, Nick	55	9808		d1	Big Band	350	0.19	1.7	1.1	1.1	1.3	1.4	1.3	1.1	1.3	1.2		
• WWIN	Baltimore	C	1400	1.0	1.00	a	Radio One Inc	51	9202		c3	Gospel	1,250	0.81	1.4	0.9	1.1	0.9	1.1	1.0	0.9	1.2	1.0		
WNAV	Annapolis	B	1430	5.0	1.00		Sajak Bcstg Corp	49	9806	2,200		FullService				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WTTR	Westminster	B	1470	1.0	1.00	b	Shamrock Comm	53	8104		c2	FullService	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WNST	Towson	B	1570	5.0	0.24		Catholic Radio	55	9910 p		na	Sports				0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					16	# Combos -					11	AM TOTALS					24.1	16.4	15.7	16.4	16.1	17.9	16.3	17.6	18.9
AM & FM Stations Profiled -					31	# Duopolies -					8	Total Local Commercial Share					72.0	73.1	71.1	73.3	74.3	72.9	73.4	73.4	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 21

Revenue Rank: 26

Pittsburgh, PA Market Overview



Metro Counties / Population (000)

Allegheny, PA	1,277.7
Beaver, PA	185.8
Butler, PA	171.4
Fayette, PA	145.4
Washington, PA	206.1
Westmoreland, PA	375.5
Total	2,361.9

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$60,000	\$64,400	\$71,900	\$75,000	\$78,800	\$86,600
Revenue/Retail Sales Revenue/Capita	1992	1997	2002	Est. Breakout			
	\$3.43/1,000	\$3.67/1,000	\$4.42/1,000	Local	75%		
	\$25.19	\$36.67	\$54.48	National	25%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	2,381.9	2,361.9	-0.2%	2,361.9	2,296.2	-0.6%
Households	949.0	947.5	0.0%	947.5	937.5	-0.2%
Retail Sales	17,504.3	23,604.3	6.2%	23,604.3	28,312.7	3.7%
EBI	36,522.7	41,943.1	2.8%	41,943.1	50,903.5	3.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,121.5	177.8	87.5	94.7	159.0	185.0	146.6	270.9
Women (000)	1,240.4	169.6	83.6	96.5	162.3	196.3	162.6	369.6
Total	2,361.9	347.4	171.1	191.1	321.2	381.3	309.2	640.6
Percentage	100.0%	14.7%	7.2%	8.1%	13.6%	16.1%	13.1%	27.1%
Per Capita	\$ 17,758							
				Median Household	\$ 34,487		Avg Household	\$ 44,267
Ethnic Population:	White	90.5%	Black	8.4%	Asian	1.0%	Hispanic	0.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	15		13	22	26	48
Tot 12+	1.5	60.8		59.8	62.3	23.3	85.6
Avg 12+	0.2	4.1		4.6	2.8	0.9	1.8
Tot LCS	1.8	71.0		69.9	72.8	27.2	100.0
Avg LCS	0.3	4.7		5.4	3.3	1.0	2.1

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
WLTJ	Pittsburgh	B	92.9	47.0	889	j	Frischling, Saul	42	8404	3,000		Soft Rock	5,400	1.19	4.9	3.8	3.9	4.1	3.7	4.1	4.5	4.4	3.9
• WBZZ	Pittsburgh	B	93.7	41.0	551	k	Infinity Bcstg	48	9805		g2	CHR	7,500	1.11	7.3	7.2	5.7	5.9	5.4	5.8	6.2	6.9	6.5
• WWSW	Pittsburgh	B	94.5	50.0	810	f	AMFM Inc	40	9910 p		g	Oldies	8,300	1.42	6.3	5.4	5.2	4.4	4.4	5.9	5.5	5.4	5.1
• WASP	Oliver	B1	94.9	1.7	1240	h	Keymarket Comm	93	9910	2,875	c3	Country	1,500	0.90	1.8	1.4	1.5	1.2	1.5	1.5	1.5	1.7	1.5
WJPA	Washington	A	95.3	4.2 cp	390	d	Washington Bcstg	64				Oldies	500		0.5	0.3	0.6	0.6	0.4	0.0	0.6	0.4	0.7
• WPHH	Pittsburgh	B	96.1	44.0	522	f	AMFM Inc	60	9910 p		g	Hot AC	2,600	0.78	3.6	2.2	2.8	2.9	3.5	3.6	3.0	2.8	3.2
WRRK	Braddock	B	96.9	45.0	532	j	Frischling, Saul	59	9504	5,500		Clsc Rock	3,500	1.14	3.3	3.4	3.3	3.6	3.2	3.0	3.2	2.7	2.4
WLER	Butler	A	97.7	4.6	374	a	WBUT Inc	49				AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WZKT	Charleroi	A	98.3	3.0	230	b	Keymarket Comm	67	9911 p	3,500	c2	CHR	500		0.5	0.4	0.0	0.3	0.4	0.4	0.5	0.5	0.5
WPQR	Uniontown	A	99.3	3.0	295	i	Kelly, Geoffrey	68	9212		st	AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSHH	Pittsburgh	B	99.7	10.5	929	e	Renda Bcstg Corp	48	8310	2,700		Soft AC	3,800	0.73	5.6	4.7	4.4	5.7	5.2	4.7	4.6	5.4	4.6
• WNSY	Talking Rock	A	100.1	1.7 cp	617	m	McClure Bcstg	98				Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WZPT	New Kensington	B	100.7	12.0 cp	984	k	Infinity Bcstg	67	9805		g2	Hot AC	3,100	0.74	4.5	2.6	3.0	3.1	2.9	3.6	4.5	3.9	3.5
WORD	Pittsburgh	B	101.5	48.0	505	c	Salem Comm Corp	63	9212	6,500	c1	Christian			1.4	1.1	1.0	1.3	0.9	1.1	1.3	0.9	1.5
• WDVE	Pittsburgh	B	102.5	55.0	820	f	AMFM Inc	62	9910 p		g	Rock	13,400	1.39	10.4	7.9	8.2	8.3	7.3	9.7	8.4	8.6	9.2
WLSW	Scottdale	A	103.9	0.3	781		Wall, Stanley L	71				Hot AC			0.1	0.0	0.4	0.0	0.5	0.0	0.0	0.0	0.4
• WELA	E. Liverpool	B	104.3	50.0 cp	492		Constrander Corp	59	7110			Clsc Hits				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WJJJ	Pittsburgh	B	104.7	19.0	794	f	AMFM Inc	93	9910 p		g	R&B Oldies	2,300	0.65	3.8	5.2	4.0	3.5	3.8	3.0	3.9	2.8	3.5
• WXDX	Pittsburgh	B	105.9	72.0	528	f	AMFM Inc	60	9910 p		g	Alternative	4,400	0.86	5.5	5.9	5.7	5.1	5.6	5.0	5.0	4.2	5.0
WAMO	Beaver Falls	B	106.7	47.0	518	g	Sheridan Bcstg	60	7303			Urban	3,000	0.70	4.6	3.8	3.8	4.0	3.6	4.1	4.2	4.1	3.4
WSSZ	Greensburg	A	107.1	1.6	449	g	Sheridan Bcstg	68	9609	2,400		Urban			0.1	0.4	0.5	0.4	0.0	0.0	0.0	0.2	0.0
• WDSY	Pittsburgh	B	107.9	17.5	827	k	Infinity Bcstg	62	9805		g2	Country	7,000	0.92	8.2	8.1	8.3	7.1	8.2	7.4	6.2	7.4	7.4
# FM Stations -					22	# Combos -					19	FM TOTALS			72.4	63.8	62.3	61.5	60.5	62.9	63.1	62.3	62.3

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Westmoreland, PA	375.5
Total	2,361.9

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$60,000	\$64,400	\$71,900	\$75,000	\$78,800	\$86,600
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$3.43/1,000	\$3.67/1,000	\$4.42/1,000	Local	75%		
Revenue/Capita	1992	1997	2002	National	25%		
	\$25.19	\$36.67	\$54.48				

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	2,381.9	2,361.9	-0.2%	2,361.9	2,296.2
Households	949.0	947.5	0.0%	947.5	937.5	-0.2%
Retail Sales	17,504.3	23,604.3	6.2%	23,604.3	28,312.7	3.7%
EBI	36,522.7	41,943.1	2.8%	41,943.1	50,903.5	3.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,121.5	177.8	87.5	94.7	159.0	185.0	146.6	270.9
Women (000)	1,240.4	169.6	83.6	96.5	162.3	196.3	162.6	369.6
Total	2,361.9	347.4	171.1	191.1	321.2	381.3	309.2	640.6
Percentage	100.0%	14.7%	7.2%	8.1%	13.6%	16.1%	13.1%	27.1%
Per Capita	\$ 17,758	Median Household		\$ 34,487	Avg Household		\$ 44,267	
Ethnic Population:	White 90.5%	Black 8.4%	Asian 1.0%	Hispanic 0.8%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	15		13	22	26	48
Tot 12+	1.5	60.8		59.8	62.3	23.3	85.6
Avg 12+	0.2	4.1		4.6	2.8	0.9	1.8
Tot LCS	1.8	71.0		69.9	72.8	27.2	100.0
Avg LCS	0.3	4.7		5.4	3.3	1.0	2.1

Competitive Overview

AM Stations													ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
															1999	1999	1999	1998	1998	1998	1998	1997	
WWCS	Canonsburg	B	540	3.6 cp	0.50		Birach Bcstg Corp	57	9205	500					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMBS	Uniontown	B	590	1.0	1.00		Fayette Bcstg	37				200	0.22	1.0	0.7	0.7	0.7	0.7	1.1	0.6	0.7	0.9	0.9
● WKPZ	Irwin	B	620	3.5 cp	0.40	l	Broadcast Comm	34	9610	498				0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
WISR	Butler	B	680	0.3	0.05	a	WBUT Inc	41	9701	730					0.3	0.0	0.4	0.3	0.0	0.0	0.0	0.0	0.0
WPIT	Pittsburgh	B	730	5.0	0.02	c	Salem Comm Corp	47	9212		c1			0.1	0.0	0.6	0.6	0.0	0.0	0.0	0.0	0.3	0.0
WEDO	McKeesport	B	810	1.0	0.00		810 Inc Bcstg	47	7206						0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAMO	Millvale	B	860	1.0 cp	0.83	g	Sheridan Bcstg	48	7303			300		0.3	0.0	0.6	0.3	0.6	0.2	0.3	0.4	0.2	0.2
● WESA	Charleroi	B	940	0.3	0.01	b	Keymarket Comm	48	9911 p		c2				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● WWSW	Pittsburgh	B	970	5.0	5.00	f	AMFM Inc	32	9910 p		g			0.4	0.3	0.5	0.6	0.3	0.4	0.5	0.2	0.4	0.4
KDKA	Pittsburgh	A	1020	50.0	50.00	k	Infinity Bcstg	20				14,000	1.03	14.7	12.1	11.2	13.7	11.9	12.9	12.9	12.6	12.4	12.4
WBUT	Butler	B	1050	0.5	0.06	a	WBUT Inc	49						0.3	0.0	0.4	0.5	0.0	0.4	0.0	0.4	0.3	0.3
WWNL	Pittsburgh	B	1080	50.0	0.00	n	Mortenson Bcstg	47	9701	750				0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
WKZV	Washington	B	1110	1.0	0.00		Helen Supinski	68	9306	267	st				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● WASP	Brownsville	B	1130	5.0	0.00	h	Keymarket Comm	68	9910		c3				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● WGBN	New Kensington	B	1150	1.0	0.00		Pentacostal Temple	40	9211		dn			0.2	0.0	0.0	0.0	0.0	0.3	0.3	0.0	0.0	0.0
WBVP	Beaver Falls	C	1230	1.0	1.00		Iorio Bcstg Inc	48	9605	450				0.1	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.4
● WEAE	Pittsburgh	B	1250	5.0	5.00		ABC Radio Inc	22	9905	5,000	na			2.1	1.1	1.6	1.6	2.2	1.3	1.2	1.4	3.4	3.4
WJAS	Pittsburgh	B	1320	5.0	5.00	e	Renda Bcstg Corp	21	8501	700				6.2	5.4	4.9	4.1	6.0	4.9	5.2	6.2	5.2	5.2
WCVI	Connellsville	C	1340	1.0	1.00	i	Kelly, Geoffrey	47	9212		st				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WPTT	McKeesport	B	1360	5.0	1.00	e	Renda Bcstg Corp	47	9710	1,250				0.6	1.5	1.3	1.3	1.2	0.8	0.8	0.0	0.4	0.4
KQV	Pittsburgh	B	1410	5.0 cp	5.00		Calvary Inc	19	8212	1,800				1.4	1.1	1.2	1.1	1.3	1.3	1.0	1.3	1.2	1.2
WJPA	Washington	C	1450	1.0	1.00	d	Washington Bcstg	41							0.2	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0
WMBA	Ambridge	B	1460	0.5	0.50		Donn	57	8608	270					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WPGR	Monroeville	B	1510	1.0 cp	0.00	n	Mortenson Bcstg	64	9808	235					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● WKTW	Jeannette	B	1530	1.0	0.00	l	Broadcast Comm	74	9803	200					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WCXJ	Braddock	B	1550	1.0	0.00		Anderson, William	47	9607	150					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					26	# Combos -					16	AM TOTALS			27.6	22.7	23.3	25.2	24.6	23.9	22.8	24.0	24.8
AM & FM Stations Profiled -					48	# Duopolies -					12	Total Local Commercial Share			86.5	85.6	86.7	85.1	86.8	85.9	86.3	87.1	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 22

Revenue Rank: 21

Tampa-St. Petersburg-Clearwater Market Overview



Metro Counties / Population (000)

Hernando, FL	123.7
Hillsborough, FL	938.9
Pasco, FL	320.2
Pinellas, FL	892.0

2,274.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$63,500	\$66,000	\$75,700	\$84,800	\$92,100	\$101,900	9.9%
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
6.8%	\$108,800	\$117,500	\$128,000	\$138,300	\$150,700	8.5%	
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
Revenue/Capita	\$3.42/1,000	\$3.93/1,000	\$4.49/1,000	Local	75%		
	\$29.42	\$44.80	\$63.25	National	25%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	2,158.4	2,274.8	1.1%	2,274.8	2,382.6	0.9%
Households	909.4	951.6	0.9%	951.6	1,002.3	1.0%
Retail Sales	18,578.5	25,928.9	6.9%	25,928.9	33,528.3	5.3%
EBI	31,371.3	38,299.9	4.1%	38,299.9	48,400.5	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,090.0	162.1	75.7	80.2	157.1	169.1	135.1	310.8
Women (000)	1,184.8	154.9	72.3	82.2	155.4	176.8	145.7	397.6
Total	2,274.8	317.0	148.0	162.3	312.5	345.8	280.7	708.3
Percentage	100.0%	13.9%	6.5%	7.1%	13.7%	15.2%	12.3%	31.1%
Per Capita	\$ 16,837	Median Household		\$ 30,851	Avg Household		\$ 40,248	
Ethnic Population:	White	87.4%	Black	10.5%	Asian	1.7%	Hispanic	9.2%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		18	17	19	23	42
Tot 12+	0.0		70.8	70.8	70.8	16.4	87.2
Avg 12+	0.0		3.9	4.2	3.7	0.7	2.1
Tot LCS	0.0		81.2	81.2	81.2	18.8	100.0
Avg LCS	0.0		4.5	4.8	4.3	0.8	2.4

Competitive Overview

Some stations also rated in Sarasota-Bradenton.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
WDDV	Venice	C3	92.1	22.0	328	b	Clear Channel	74	9905		g	Nstlg/Easy			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WYUU	Safety Harbor	C2	92.5	50.0	489	c	Infinity Bcstg	83	9811		g	Oldies	4,600	1.24	3.4	2.3	2.5	2.3	2.6	3.0	2.9	2.8	3.4
WFLZ	Tampa	C	93.3	99.0	1358	b	Clear Channel	48	9905		g3	CHR	13,450	1.26	9.8	6.5	5.9	6.2	6.5	6.4	9.0	9.7	9.3
• WSJT	Lakeland	C	94.1	100.0	1493	c	Infinity Bcstg	67	9905		g2	Jazz	4,600	0.90	4.7	3.0	3.4	3.5	3.0	4.0	4.0	4.6	3.9
WWRM	Tampa	C	94.9	100.0 cp	1286	a	Cox Radio Inc	70	9311	10,000	e	Soft AC	7,400	1.15	5.9	4.2	3.5	5.2	4.1	5.3	4.3	4.8	6.5
• WSSR	Clearwater	C1	95.7	100.0	607	b	Clear Channel	63	9410		g	Hot AC	6,900	1.35	4.7	3.6	3.8	3.9	3.3	3.5	4.5	4.3	4.2
• WMGG	Dade City	A	96.1	2.8 cp	482	f	Mega Comm Inc	94	9901	3,500		Spanish	1,300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSUN	Holiday	C2	97.1	11.4 cp	735	a	Cox Radio Inc	78	9901		sw	Oldies	600	0.26	2.1	2.3	2.8	2.7	2.6	2.3	1.3	2.0	1.7
WXTB	Clearwater	C	97.9	100.0	1345	b	Clear Channel	67	9905		g3	Rock	7,200	1.18	5.6	6.0	6.5	5.2	5.6	5.0	4.5	5.6	4.5
• WLLD	Holmes Beach	C2	98.7	50.0	489	c	Infinity Bcstg	91	9811		g	CHR	1,400	0.56	2.3	5.8	6.1	4.9	5.6	5.9	2.1	0.0	0.0
WQYK	St. Petersburg	C1	99.5	100.0	551	c	Infinity Bcstg	58	9612		g1	Country	13,400	1.45	8.5	6.6	6.6	6.5	5.6	7.4	7.5	6.9	8.2
• WMTX	Tampa	C	100.7	100.0	1411	b	Clear Channel	47	9905		g3	Hot AC	6,600	1.38	4.4	3.2	2.7	3.2	2.9	4.3	3.2	4.4	3.5
WFJO	St. Petersburg	C	101.5	100.0 cp	1362	e	Cox Radio Inc	61	9905		g4	AC	1,000	0.66	1.4	2.9	2.5	2.9	3.9	1.6	0.9	1.3	1.2
• WHPT	Sarasota	C	102.5	100.0	1650	e	Cox Radio Inc	60	9905		sw	Clsc Rock	3,600	1.44	2.3	3.4	2.0	2.0	2.2	2.0	2.0	2.0	2.0
WTBT	Bradenton	C	103.5	99.0 cp	1358	b	Clear Channel	63	9905		g3	Clsc Rock	4,000	0.57	6.5	4.8	6.3	4.2	5.2	6.2	5.5	5.8	5.5
WRBQ	Tampa	C1	104.7	100.0	561	c	Infinity Bcstg	54	9905		g6	Country	8,100	1.43	5.2	4.6	4.5	4.7	4.2	4.7	4.8	4.6	4.4
WDUV	New Port Richey	C1	105.5	46.0	1345	a	Cox Radio Inc	69	9905		sw	Nstlg/Easy	2,800	0.33	7.8	9.4	8.2	8.9	8.5	6.8	6.5	7.0	7.1
WGUL	Beverly Hills	C3	106.3	12.0 cp	469	h	WGUL FM Inc	92	9808	1,500		Nostalgia	1.6		1.6	1.4	1.1	1.6	1.5	1.2	1.5	1.3	1.8
• WBBY	St. Petersburg	C1	107.3	100.0	597	a	Cox Radio Inc	93				Soft Rock	4,300	1.10	3.6	2.3	2.4	3.1	2.3	3.1	3.6	2.6	3.4
		# FM Stations -		19	# Combos -		19	FM TOTALS					79.8	72.3	70.8	71.0	69.6	72.7	68.1	69.7	70.6		

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• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 22

Revenue Rank: 21

Tampa-St. Petersburg-Clearwater Market Overview



Metro Counties / Population (000)

Hernando, FL	123.7
Hillsborough, FL	938.9
Pasco, FL	320.2
Pinellas, FL	892.0
Total	2,274.8

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$63,500	\$66,000	\$75,700	\$84,800	\$92,100	\$101,900	9.9%
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
6.8%	\$108,800	\$117,500	\$128,000	\$138,300	\$150,700	8.5%	
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.42/1,000	\$3.93/1,000	\$4.49/1,000	Local	75%		
Revenue/Capita	\$29.42	\$44.80	\$63.25	National	25%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	2,158.4	2,274.8	1.1%	2,274.8	2,382.6
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Women (000)	1,184.8	154.9	72.3	82.2	155.4	176.8	145.7	397.6
Total	2,274.8	317.0	148.0	162.3	312.5	345.8	280.7	708.3
Percentage	100.0%	13.9%	6.5%	7.1%	13.7%	15.2%	12.3%	31.1%
Per Capita	\$ 16,837							
				Median Household	\$ 30,851		Avg Household	\$ 40,248
Ethnic Population:	White	87.4%	Black	10.5%	Asian	1.7%	Hispanic	9.2%

Market Summary

FM Classes	Class A	Class B	Class C	Viab. FMs	All FMs	All AMs	Total
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Tot 12+	0.0		70.8	70.8	70.8	16.4	87.2
Avg 12+	0.0		3.9	4.2	3.7	0.7	2.1
Tot LCS	0.0		81.2	81.2	81.2	18.8	100.0
Avg LCS	0.0		4.5	4.8	4.3	0.8	2.4

Competitive Overview

Some stations also rated in Sarasota-Bradenton.

AM Stations		Day Power (kW)	Night Power (kW)	City of License	FCC Class	Freq	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
• WHNZ	Pinellas Park	B	570	5.0	5.00	b	Concord Media	66	9911	p	sw	News/Talk	1,200		0.8	0.4	0.6	0.5	0.6	0.7	0.7	0.6	0.7
• WSAW	St. Petersburg	B	620	5.0	5.00	d	Clear Channel	27	9911	p	sw	News	1,000		0.7	0.6	0.5	0.4	0.0	0.6	0.0	0.6	1.2
• WRMD	St. Petersburg	B	680	1.0	0.13	g	ZGS Bcstg of	50	9101			Spanish	800		0.5	0.8	0.5	0.5	0.9	0.5	1.0	0.4	0.0
• WLCC	Brandon	B	760	10.0	1.00	f	Mega Comm Inc	88	9812		g	Spanish	500		0.6	0.5	0.0	0.8	1.1	0.5	0.7	0.3	0.5
• WZTM	Largo	B	820	50.0	1.00	f	Mega Comm Inc	72	9905		g2	Spanish	1,100	0.84	1.2	0.0	0.4	1.0	1.3	1.0	1.1	0.8	1.3
WGUL	Dunedin	B	860	2.0	1.50	h	WGUL FM Inc	59	9408		al	Nostalgia	1,300	0.37	3.2	2.6	3.0	3.3	2.4	2.6	3.4	2.9	2.3
WSUN	Plant City	B	910	5.0	5.00	a	Cox Radio Inc	49	9610		na	Oldies	250		0.1	0.4	0.4	0.3	0.6	0.0	0.0	0.0	0.4
WFLA	Tampa	B	970	25.0	11.00	b	Clear Channel	24	9905		g3	Nws/Tlk/Spt	8,550	1.09	7.2	5.6	6.1	5.9	6.6	6.1	6.6	6.5	6.3
WQYK	Seffner	B	1010	50.0	5.00	c	Infinity Bcstg	60	9612		g1	Talk	500		0.9	1.1	0.7	0.5	0.9	0.8	0.7	0.8	0.8
WWBA	Pinellas Park	B	1040	3.6	0.42		Genesis Comm Inc	48	9801	1,500		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WTIS	Tampa	B	1110	10.0	0.00		WTIS Inc	46	9002	1,700		Christian				0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
WTMP	Egypt Lake	B	1150	5.0	0.50		PSI	54	9708	p	e	Urban AC	700	0.43	1.5	1.6	1.3	0.9	1.0	1.0	1.2	1.5	1.7
WDAE	Tampa	B	1250	5.0	5.00	b	Clear Channel	22	9905		g3	Sports	400		0.8	0.9	1.1	0.7	0.7	0.9	0.7	0.7	0.7
• WQBN	Temple Terrace	B	1300	5.0	1.00		Radio Tropical Inc	50	9608	750		Spanish				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTAN	Clearwater	C	1340	1.0	1.00		Bouris & Nikitakis	48				Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WWMI	St. Petersburg	B	1380	5.0	5.00		ABC Radio Inc	39	9907		g	Children	600	0.31	1.8	0.0	0.7	1.2	1.1	1.2	1.5	1.7	1.9
WZHR	Zephyrhills	C	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
WWJB	Brooksville	C	1450	1.0	1.00		Hernando Bcstg Co	58	8202			News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WTBL	Dunedin	B	1470	5.0	0.50	d	Concord Media	55	9808		na	Black Gospl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WPSO	New Port Richey	B	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
• WXYB	Indian Rcks Bch	B	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
• WAMA	Tampa	B	1550	10.0	0.13	g	ZGS Bcstg of	65	9711	1,900		Spanish	200		0.2	0.0	0.6	0.4	0.4	0.3	0.3	0.0	0.0
WRXB	St. Pete Beach	B	1590	5.0	1.00		Metropolitan Radio	57	9701	409		Urban AC	400		0.9	0.0	0.5	0.4	0.7	0.5	1.2	0.6	0.9
# AM Stations -					23	# Combos -	12	AM TOTALS					20.4	14.9	16.4	16.8	18.6	16.7	19.1	17.4	18.7		
AM & FM Stations Profiled -					42	# Duopolies -	13	Total Local Commercial Share					87.2	87.2	87.8	88.2	89.4	87.2	87.1	89.3			

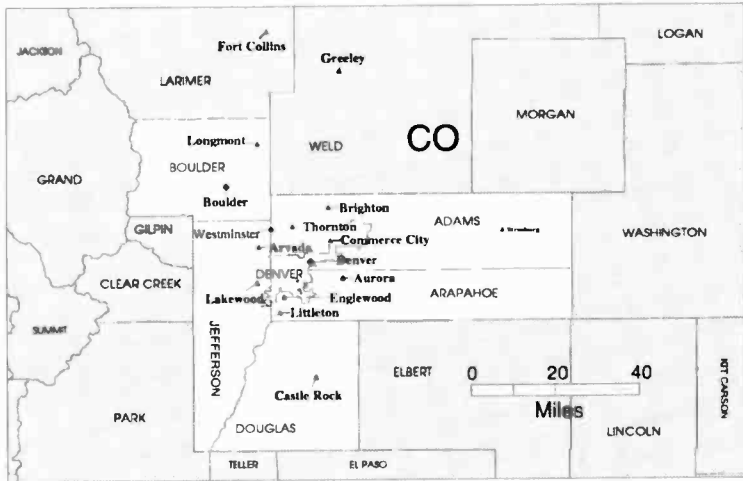
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 23

Revenue Rank: 14

Denver - Boulder Market Overview



Metro Counties / Population (000)

Adams, CO	321.7
Arapahoe, CO	465.7
Boulder, CO	264.5
Denver, CO	503.0
Douglas, CO	124.4
Jefferson, CO	503.3
Total	2,182.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$77,900	\$83,000	\$96,500	\$109,300	\$117,600	\$134,000	11.5%
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
13.1%	\$151,500	\$163,600	\$178,300	\$192,600	\$209,900	8.5%	
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$4.37/1,000	\$5.73/1,000	\$7.17/1,000	Local	70%		
Revenue/Capita	\$39.82	\$61.39	\$89.25	National	30%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	1,956.2	2,182.6	2.2%	2,182.6	2,351.7
Households	786.1	881.3	2.3%	881.3	964.7	1.8%
Retail Sales	17,830.6	23,404.0	5.6%	23,404.0	29,289.6	4.6%
EBI	34,428.0	41,061.0	3.6%	41,061.0	51,739.3	4.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,081.8	201.3	85.8	87.0	191.0	219.5	144.9	152.2
Women (000)	1,100.8	192.1	81.8	86.2	186.4	215.9	145.9	192.5
Total	2,182.6	393.4	167.7	173.2	377.5	435.4	290.8	344.7
Percentage	100.0%	18.0%	7.7%	7.9%	17.3%	19.9%	13.3%	15.8%
Per Capita	\$ 18,813							
				Median Household	\$ 38,180		Avg Household	\$ 46,591
Ethnic Population:	White	90.6%	Black	5.6%	Asian	3.0%	Hispanic	13.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		17	15	18	24	42
Tot 12+	0.0		67.1	66.1	67.1	19.2	86.3
Avg 12+	0.0		3.9	4.4	3.7	0.8	2.1
Tot LCS	0.0		77.8	76.6	77.8	22.2	100.0
Avg LCS	0.0		4.6	5.1	4.3	0.9	2.4

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
• KJMN	Castle Rock	C2	92.1	32.5	600	e	EXCL Comm Inc	78	9605	7,700	c1	Spanish	800	0.7	1.2	1.0	0.7	1.1	0.8	0.7	0.6	0.4	
• KDJM	Greeley	C1	92.5	57.0	1237	c	AMFM Inc	67	9910 p		g	R&B Oldies	2,700	0.74	2.4	3.2	2.3	2.0	2.3	1.7	2.3	2.3	2.2
• KTCL	Fort Collins	C	93.3	100.0	1129	a	Clear Channel	65	9905		g1	Alternative	2,500	0.57	2.9	2.4	2.5	2.5	2.3	2.8	3.0	2.5	1.9
• KRKS	Boulder	C	94.7	100.0 cp	984	f	Salem Comm Corp	71	9311	5,000		Religion		0.5	0.4	0.0	0.0	0.4	0.6	0.4	0.4	0.4	
• KHIH	Denver	C	95.7	100.0	1608	a	Clear Channel	68	9905		g1	Smooth Jazz	5,800	0.78	4.9	3.1	3.9	4.2	3.8	3.6	4.2	5.3	4.1
• KXPK	Evergreen	C	96.5	100.0	1528	c	AMFM Inc	94	9910 p		g	New Rock	5,200	1.07	3.2	2.4	2.7	2.2	2.4	2.9	2.3	2.9	3.0
• KBCO	Boulder	C	97.3	100.0	1539	a	Clear Channel	55	9905		g1	Alternative	9,900	1.15	5.7	6.9	6.9	7.0	5.1	5.0	4.7	5.1	5.2
• KYGO	Denver	C	98.5	100.0	1821	d	Jefferson-Pilot	53	7403			Country	16,500	1.16	9.4	7.4	7.6	7.2	7.1	7.9	8.2	7.8	9.3
• KKHK	Denver	C	99.5	100.0	1624	b	Tribune Bcstg Co	59	9511		nc	Clsc Rock	8,100	1.14	4.7	3.8	3.7	3.8	4.0	3.6	4.0	4.5	4.4
• KIMN	Denver	C	100.3	100.0	1132	c	AMFM Inc	59	9910 p		g	Lite AC	6,150	1.04	3.9	2.5	2.7	3.1	3.5	3.5	3.2	3.7	3.4
• KOSI	Denver	C	101.1	100.0	1624	b	Tribune Bcstg Co	68	9301	19,900	c1	LtRck/Varty	11,900	1.16	6.8	5.5	6.0	6.7	5.4	5.2	6.1	6.3	6.2
• 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	Clear Channel	61	9905		g1	Clsc Rock	11,200	1.09	6.8	5.5	5.9	5.3	6.9	5.6	5.8	5.9	6.5
• KCKK	Longmont	C1	104.3	100.0 cp	676	d	Jefferson-Pilot	64	9701	15,000	e	Country	1,400	0.42	2.2	2.9	1.9	3.3	2.3	2.0	2.2	1.8	1.9
• KXKL	Denver	C	105.1	100.0	1168	c	AMFM Inc	56	9910 p		g	Oldies	8,650	1.06	5.4	4.2	4.6	4.5	4.8	4.9	4.8	4.5	4.7
• KALC	Denver	C	105.9	100.0	1470	c	AMFM Inc	65	9910 p		g	Hot AC	8,400	1.07	5.2	5.8	5.0	4.8	4.5	5.1	4.0	4.4	4.7
• KBPI	Denver	C	106.7	100.0	988	a	Clear Channel	62	9905		g1	Alternative	5,100	0.72	4.7	4.2	4.9	3.6	5.0	4.6	5.0	3.4	3.5
• KQKS	Lakewood	C	107.5	100.0	1198	d	Jefferson-Pilot	66	9301	6,100	c2	CHR/Rhymc	5,450	0.54	6.7	4.9	5.5	6.1	6.5	5.6	6.2	6.1	5.6
# FM Stations -					18	# Combos -					17	FM TOTALS		76.1	66.3	67.1	67.0	67.4	65.4	67.1	67.5	67.4	

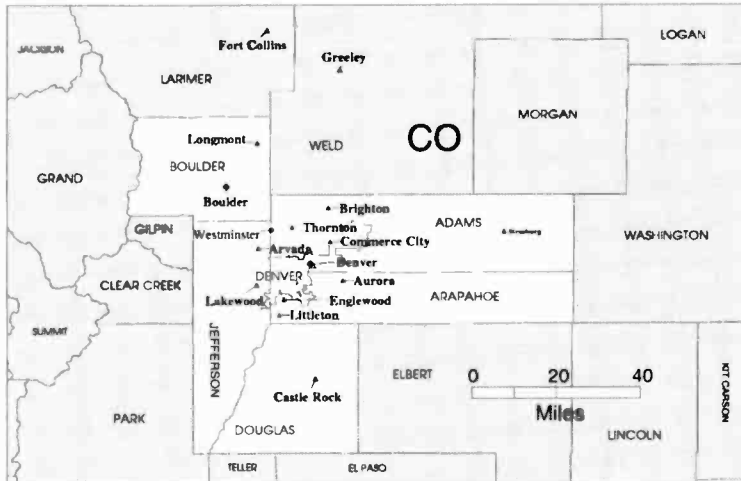
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 23

Revenue Rank: 14

Denver - Boulder Market Overview



Metro Counties / Population (000)

Adams, CO	321.7
Arapahoe, CO	465.7
Boulder, CO	264.5
Denver, CO	503.0
Douglas, CO	124.4
Jefferson, CO	503.3
Total	2,182.6

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$77,900	\$83,000	\$96,500	\$109,300	\$117,600	\$134,000	11.5%
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
13.1%	\$151,500	\$163,600	\$178,300	\$192,600	\$209,900	8.5%	

	1992	1997	2002	Est. Breakout	
Revenue/Retail Sales	\$4.37/1,000	\$5.73/1,000	\$7.17/1,000	Local	70%
Revenue/Capita	\$39.82	\$61.39	\$89.25	National	30%

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	1,956.2	2,182.6	2.2%	2,182.6	2,351.7
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Retail Sales	17,830.6	23,404.0	5.6%	23,404.0	29,289.6	4.6%
EBI	34,428.0	41,061.0	3.6%	41,061.0	51,739.3	4.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,081.8	201.3	85.8	87.0	191.0	219.5	144.9	152.2
Women (000)	1,100.8	192.1	81.8	86.2	186.4	215.9	145.9	192.5
Total	2,182.6	393.4	167.7	173.2	377.5	435.4	290.8	344.7
Percentage	100.0%	18.0%	7.7%	7.9%	17.3%	19.9%	13.3%	15.8%
Per Capita	\$ 18,813							
Median Household								
Avg Household								
Ethnic Population: White	90.6%							
Black								
Asian								
Hispanic								

Market Summary

FM Classes	Class A	Class B	Class C	Viab. FMs	All FMs	All AMs	Total
# Stations	1		17	15	18	24	42
Tot 12+	0.0		67.1	66.1	67.1	19.2	86.3
Avg 12+	0.0		3.9	4.4	3.7	0.8	2.1
Tot LCS	0.0		77.8	76.6	77.8	22.2	100.0
Avg LCS	0.0		4.6	5.1	4.3	0.9	2.4

Competitive Overview

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
● KLZ	Denver	B	560	5.0	5.00	g	Crawford Bcstg Co	22	9208	1,500		Adlt Stndrd			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	
● KHOW	Denver	B	630	5.0	5.00	a	Clear Channel	25	9905		g1	News/Talk	7,650	1.03	4.9	3.5	4.2	3.8	4.5	4.4	3.8	4.3	4.7	
	KLTT	Commerce City	B	670	50.0	1.40	g	Crawford Bcstg Co	95	9312	750		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	KNUS	Denver	B	710	5.0	5.00	f	Salem Comm Corp	41	9603	1,200		Nws/Tlk/Spt			0.6	0.5	0.5	0.5	0.5	0.5	0.6	0.4	
● KTLK	Thornton	B	760	50.0	1.00	a	Clear Channel	87	9905		g1	Talk	1,600	0.96	1.1	0.8	0.7	0.8	1.1	0.9	0.7	0.8	1.3	
● KLDC	Brighton	B	800	1.0	0.00	g	Crawford Bcstg Co	56	9312	750		Chrst/Relgn			0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	
● KOA	Denver	A	850	50.0	50.00	a	Clear Channel	24	9905		g1	Nws/Tlk/Spt	25,100	1.90	8.7	6.6	7.3	7.5	7.1	7.4	8.5	6.7	7.9	
● KPOF	Denver	B	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	
● KKFN	Denver	B	950	5.0	5.00	d	Jefferson-Pilot	22	7403			Sports	2,200	1.12	1.3	1.1	1.8	1.7	1.0	0.7	1.1	1.5	1.4	
	KRKS	Denver	B	990	4.2 cp	0.39	f	Salem Comm Corp	53	9311	500		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● KLMO	Longmont	B	1060	10.0 cp	0.11		Pilgrim Comm LLC	49	9805	575		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● KMXA	Aurora	B	1090	50.0	0.50	e	EXCL Comm Inc	72	9605		c1	Spanish	1,100	0.61	1.2	1.1	0.7	0.8	1.1	1.7	1.0	0.7	0.9	
● KCUV	Englewood	B	1150	5.0	1.00		Radio Unica	51	9911 p	2,800	1	Spanish	150		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	
	KVCU	Boulder	B	1190	5.0	0.11		Univ of Colorado	73	9801		dn	Alternative				0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● KLVZ	Denver	B	1220	0.7	0.01		Crawford Bcstg Co	54	9909	1,500		Spanish	200		0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.4	
● KVOD	Denver	B	1280	5.0	5.00	c	AMFM Inc	48	9910 p		g	Classical	800		0.7	1.4	0.4	0.6	0.7	0.8	0.6	0.5	0.4	
	KKYD	Denver	C	1340	1.0	1.00		Catholic Radio	56	9810		g	Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● KJME	Denver	B	1390	5.0	0.14		Montana Media Inc	54	9603	1,500		Spanish			0.2	0.5	0.6	0.7	0.5	0.4	0.4	0.0	0.0	
	KEZW	Aurora	B	1430	5.0	5.00	b	Tribune Bcstg Co	54	9301		c1	BgBnd/Nstlg	1,650	0.31	3.5	2.9	2.7	2.6	2.6	3.0	3.3	3.5	2.6
● KWAB	Boulder	C	1490	1.0	1.00		Workings Assets	47	9902	575		News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● KDKO	Littleton	B	1510	10.0	1.30		Peoples Wireless	57	8901	900		Urban	450		0.6	0.7	0.0	0.0	0.5	0.6	0.4	0.6	0.4	
● KADZ	Arvada	B	1550	10.0 cp	4.75	h	ABC Radio Inc	62	9805 p	3,500		Children				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● KCKK	Lakewood	B	1600	5.0	5.00	d	Jefferson-Pilot	55	9301		c2	Country	800		0.5	0.2	0.3	0.3	0.4	0.3	0.3	0.3	0.9	
● KDDZ	Arvada	B	1690	1.0 cp	1.00	h	ABC Radio Inc	99	9805 p	3,500		Children				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
					# AM Stations -	24	# Combos -	15	AM TOTALS						23.9	19.3	19.2	19.3	20.0	21.0	20.9	20.2	21.7	
					AM & FM Stations Profiled -	42	# Duopolies -	14	Total Local Commercial Share						85.6	86.3	86.3	87.4	86.4	88.0	87.7	89.1		

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 24

Revenue Rank: 23

Cleveland Market Overview



Metro Counties / Population (000)

Cuyahoga, OH	1,387.1
Geauga, OH	85.6
Lake, OH	223.5
Lorain, OH	284.4
Medina, OH	142.9
Total	2,123.5

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

ESTIMATED GROSS REVENUES ★★★	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>Δ 92 - 97</u>
	\$60,000	\$64,800	\$72,800	\$79,800	\$83,800	\$89,300	8.3%
	<u>Δ 97 - 98</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 98 - 02</u>
	10.5%	\$98,700	\$106,600	\$115,100	\$123,200	\$133,000	7.7%
	<u>1992</u>	<u>1997</u>	<u>2002</u>	Est. Breakout			
Revenue/Retail Sales	\$3.78/1,000	\$4.34/1,000	\$5.36/1,000	Local	80%		
Revenue/Capita	\$28.33	\$42.05	\$63.18	National	20%		

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

	<u>1992</u>	<u>1997</u>	<u>Growth Rate</u>	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>
MSA Population	2,117.8	2,123.5	0.1%	2,123.5	2,105.1	-0.2%
Households	815.8	825.8	0.2%	825.8	832.7	0.2%
Retail Sales	15,879.1	20,585.5	5.3%	20,585.5	24,803.5	3.8%
EBI	32,905.1	36,240.7	1.9%	36,240.7	42,258.1	3.1%

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)	1,013.4	182.7	88.7	81.6	148.2	168.4	135.2	208.7
Women (000)	1,110.1	175.4	84.6	83.3	154.7	182.7	149.6	279.8
Total	2,123.5	358.1	173.3	165.0	302.8	351.1	284.8	488.4
Percentage	100.0%	16.9%	8.2%	7.8%	14.3%	16.5%	13.4%	23.0%
Per Capita	\$ 17,066			Median Household	\$ 35,873		Avg Household	\$ 43,886
Ethnic Population:	White	79.2%	Black	19.2%	Asian	1.4%	Hispanic	2.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	15		12	16	16	32
Tot 12+	1.1	64.4		63.7	65.5	21.4	86.9
Avg 12+	1.1	4.3		5.3	4.1	1.3	2.7
Tot LCS	1.3	74.1		73.3	75.4	24.6	100.0
Avg LCS	1.3	4.9		6.1	4.7	1.5	3.1

Competitive Overview

Some stations also rated in Akron.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
												Revenue (000)1/	Power Ratio		Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997		
• WZJM	Cleveland Hts	B	92.3	40.0	548	c	AMFM Inc	60	9910	p	g	R&B Oldies	3,900	0.65	8.1	4.8	5.0	5.7	5.8	5.6	4.9	4.8	6.0	
• WZAK	Cleveland	B	93.1	27.5	620	c	AMFM Inc	63	9910	p	g	Urban	10,800	1.03	10.6	5.7	6.7	8.4	8.7	8.7	9.0	9.3	9.9	
• WQMX	Medina	B	94.9	16.2	879		Rubber City Radio	60	8806			Country	n/a		0.8	0.6	0.6	0.6	0.7	0.6	0.7	0.8	0.7	
• WCLV	Cleveland	B	95.5	31.0	620		Radio Seaway Inc	60	6211		80	Classical	2,400	0.72	3.4	2.4	2.4	3.1	2.3	3.1	2.3	3.4	2.9	
• WHK	Canton	B	98.1	15.5	879	f	Salem Comm Corp	61	9701		g	Chrst/Talk			0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0		
• WNCX	Cleveland	B	98.5	16.0	961		Infinity Bcstg	48	9904		g	Clsc Rock	8,200	1.28	8.5	5.5	4.9	5.0	5.4	5.2	5.3	5.1	6.9	
• WGAR	Cleveland	B	99.5	50.0	499	a	Clear Channel	48	9905		g2	Country	9,700	1.17	8.4	6.7	8.7	8.5	7.3	6.6	8.0	6.9	7.5	
• WMMS	Cleveland	B	100.7	34.0	600	a	Clear Channel	48	9905		g2	Rock	5,200	1.05	5.0	4.8	4.5	4.7	5.4	4.1	4.1	4.6	4.4	
• WDOK	Cleveland	B	102.1	12.0	cp	1004	d	AMFM Inc	50	9910	p	g	Soft AC	9,800	1.31	7.6	5.5	6.2	6.1	7.0	6.1	6.3	7.2	6.9
• 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	
• WQAL	Cleveland	B	104.1	11.0	1060		AMFM Inc	48	9910	p	g	Hot AC	8,600	1.68	5.2	4.9	4.7	4.6	5.0	4.5	4.0	4.5	5.0	
• WAKS	Lorain	A	104.9	2.7	cp	499	a	Clear Channel	75	9905		g2	ChrsContemp	500		0.7	2.5	1.1	0.8	0.5	1.0	0.5	0.3	0.5
• WMJI	Cleveland	B	105.7	16.0	1129	a	Clear Channel	54	9905		g2	Oldies	12,400	1.30	9.7	7.3	8.5	9.0	7.4	9.0	8.5	8.1	8.0	
• WMVX	Cleveland	B	106.5	11.5	1037	a	Clear Channel	60	9905		g2	Hot AC	8,400	1.42	6.0	4.8	4.4	4.9	5.4	5.8	5.9	5.7	3.3	
• WN WV	Elyria	B	107.3	50.0	466	b	Elyria-Lorain Bcstg	48				NAC	3,000	0.65	4.7	3.9	4.6	4.5	5.4	4.1	4.3	3.9	4.0	
• WENZ	Cleveland	B	107.9	15.9	892	e	Radio One Inc	59	9905		g3	R&B Oldies	2,500	0.94	2.7	4.3	3.1	2.7	2.4	2.1	2.5	2.6	2.0	
# FM Stations -				16	# Combos -				11	FM TOTALS				77.4	63.7	65.5	68.6	68.7	66.5	66.3	67.3	68.0		

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
• WRMR	Cleveland	B	850	50.0	0.50	d	AMFM Inc	26	9910	p	g	Adlt Stndrd	2,900	0.45	6.6	5.5	5.5	5.9	4.8	5.8	5.4	6.2	5.5
• WEOL	Elyria	B	930	1.0	1.00	b	Elyria-Lorain Bcstg	48				News/Sprts	600		0.7	0.6	0.6	0.0	0.4	0.6	0.7	0.3	0.7
• WCCD	Parma	B	1000	0.5	0.00		Salem Comm Corp	73	9703	p	g	Chrst/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WJTB	N Ridgeville	B	1040	5.0	0.00		Taylor Bcstg Co	84				Urban AC			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
• WTAM	Cleveland	A	1100	50.0	50.00	a	Clear Channel	23	9905		g2	News/Talk	5,700	0.77	7.5	11.1	8.8	5.7	6.9	8.7	8.3	4.9	4.3
• WKNR	Cleveland	B	1220	50.0	50.00		AMFM Inc	30	9910	p	g	Sports	1,800	0.61	3.0	2.2	1.9	1.8	2.1	1.6	2.0	2.2	4.5
• WWMK	Cleveland	B	1260	10.0	5.00		ABC Radio Inc	50	9808			Children			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
• WERE	Cleveland	B	1300	5.0	5.00	e	Radio One Inc	49	9905		g3	News/Talk	600		0.7	0.4	0.5	0.4	0.4	0.6	0.5	0.6	0.6
• WOBL	Oberlin	B	1320	1.0	1.00		WOBL Radio Inc	71				Country			0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
• WELW	Willoughby	B	1330	0.5	0.04		Spirit Bcstg Corp	65	9009		1	Variety	25		0.1	0.0	0.0	0.3	0.3	0.0	0.0	0.4	0.0
• WDLW	Lorain	B	1380	0.5	0.06		Baldwin	69	8912		1	Spanish	300		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WHK	Cleveland	B	1420	5.0	5.00	f	Salem Comm Corp	21	9701			Chrst/Talk	6,500		0.1	0.0	0.3	0.3	0.0	0.0	0.0	0.2	0.0
• WBKC	Painesville	B	1460	1.0	0.50		Water's Edge	56	9511			Variety	50		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WJMO	Cleveland Hts	C	1490	1.0	1.00	c	AMFM Inc	47	9910	p	g	Gospel	950	0.40	2.4	1.4	2.2	2.3	2.6	2.2	2.1	2.5	1.7
• WABQ	Cleveland	B	1540	1.0	0.00		Linn, John R.	47	8008			Gospel	750	0.54	1.4	0.8	1.6	1.6	1.0	1.3	1.0	1.7	1.0
• WATJ	Chardon	B	1560	1.0	0.00		Music Express	69				Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				16	# Combos -				6	AM TOTALS				22.8	22.0	21.4	18.3	18.5	20.8	20.3	19.0	19.1	
AM & FM Stations Profiled -				32	# Duopolies -				7	Total Local Commercial Share				85.7	86.9	86.9	87.2	87.3	86.6	86.3	87.1		

• Indicates a change since last edition

1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 25

Revenue Rank: 22

Portland, OR Market Overview



Metro Counties / Population (000)

Clackamas, OR	331.6
Marion, OR	266.1
Multnomah, OR	643.1
Washington, OR	390.4
Yamhill, OR	79.8
Clark, WA	326.8
Total	2,037.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$57,500	\$62,000	\$69,200	\$74,000	\$88,000	\$95,300
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
	12.9%	\$107,600	\$116,200	\$127,800	\$139,300	\$151,800	9.0%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
Revenue/Capita	\$3.67/1,000	\$4.19/1,000	\$4.97/1,000	Local	70%		
	\$31.83	\$46.77	\$68.19	National	30%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	1,806.2	2,037.8	2.4%	2,037.8	2,226.2	1.8%
Households	695.7	784.8	2.4%	784.8	863.0	1.9%
Retail Sales	15,686.2	22,753.4	7.7%	22,753.4	30,517.7	6.0%
EBI	28,095.2	34,970.0	4.5%	34,970.0	46,697.6	6.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,003.8	183.8	84.4	79.8	155.1	192.2	135.8	172.7
Women (000)	1,034.0	176.2	80.4	78.0	149.7	193.0	133.1	223.6
Total	2,037.8	360.1	164.8	157.8	304.8	385.2	268.9	396.3
Percentage	100.0%	17.7%	8.1%	7.7%	15.0%	18.9%	13.2%	19.4%
Per Capita	\$ 17,161			Median Household	\$ 36,889		Avg Household	\$ 44,559
Ethnic Population:	White	91.9%	Black	2.9%	Asian	4.3%	Hispanic	5.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			14	14	14	26	40
Tot 12+			63.4	63.4	63.4	19.8	83.2
Avg 12+			4.5	4.5	4.5	0.8	2.1
Tot LCS			76.2	76.2	76.2	23.8	100.0
Avg LCS			5.4	5.4	5.4	0.9	2.5

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
KGON	Portland	C	92.3	100.0	1266	a	Entercom	67	9808	24,500	c1	Clsc Rock	9,500	1.45	6.1	5.0	5.2	5.1	5.1	5.3	4.8	5.1	4.8
KPDQ	Portland	C	93.7	100.0	1270	f	Salem Comm Corp	61	8609	6,500	c3	Religion			2.0	1.9	1.1	0.8	1.4	1.5	2.0	1.5	1.5
KNRK	Camas	C2	94.7	17.0	850	a	Entercom	92	9808		c1	Modern Rock	3,250	0.77	3.9	3.3	2.9	4.2	3.8	3.8	3.1	3.0	2.9
• KXJM	Portland	C	95.5	100.0	1266	c	Rose City Radio	65	9812	55,000	c4	R&B Oldies	3,000	1.55	1.8	5.9	5.9	1.6	1.2	1.1	0.9	1.5	2.3
• KKSN	Portland	C	97.1	100.0	1266	a	Entercom	46	9801 p		g4	Oldies	9,100	1.19	7.1	5.2	5.0	3.9	5.8	6.1	5.8	5.3	6.3
KUPL	Portland	C1	98.7	37.0	1444	b	Infinity Bcstg	48	9805		g2	Country	7,500	1.00	7.0	5.4	5.7	5.0	6.4	5.6	5.8	5.4	6.4
KWJJ	Portland	C1	99.5	52.0	1266	e	Fisher Bcstg	68	9605	35,000	c2	Country	6,400	1.01	5.9	4.4	4.7	4.9	4.3	3.8	4.8	5.5	5.3
KKRZ	Portland	C	100.3	100.0	1434	d	Clear Channel	46	9905		g1	CHR	9,000	0.67	12.4	6.7	8.0	9.7	9.3	9.5	11.1	10.7	9.6
KUFO	Portland	C	101.1	100.0	1444	b	Infinity Bcstg	77	9805		g2	AOR	7,200	1.17	5.7	5.0	4.7	5.3	4.4	5.1	4.6	5.0	4.3
KINK	Portland	C	101.9	100.0	1673	b	Infinity Bcstg	68	9805		g2	AAA	7,000	1.59	4.1	4.7	3.9	4.2	3.5	3.3	4.2	2.8	3.4
KKCW	Beaverton	C	103.3	100.0	1654	d	Clear Channel	84	9905		g1	AC	10,600	1.28	7.7	6.4	7.4	6.3	6.0	6.7	6.9	6.7	5.1
KRSK	Salem	C	105.1	100.0	1890	a	Entercom	70	9805		g4	Hot AC	3,800	0.86	4.1	3.3	2.9	3.4	3.9	4.4	2.7	3.4	3.2
KKJZ	Lake Oswego	C	106.7	100.0	1444	b	Infinity Bcstg	77	9805		g2	Smooth Jazz	4,250	0.96	4.1	3.2	3.5	2.7	3.2	3.6	3.2	3.8	2.9
KBBT	Banks	C1	107.5	37.0 cp	1444	b	Infinity Bcstg	91	9805		g2	Modern AC	3,100	0.87	3.3	3.1	2.5	2.8	2.6	2.7	3.1	2.7	2.3
# FM Stations -					14	# Combos -					14	FM TOTALS			75.2	63.5	63.4	59.9	60.9	62.5	63.0	62.4	60.3

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 25

Revenue Rank: 22

Portland, OR Market Overview



Metro Counties / Population (000)

Clackamas, OR	331.6
Marion, OR	266.1
Multnomah, OR	643.1
Washington, OR	390.4
Yamhill, OR	79.8
Clark, WA	326.8
Total	2,037.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$57,500	\$62,000	\$69,200	\$74,000	\$88,000	\$95,300	10.6%
★★★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	12.9%	\$107,600	\$116,200	\$127,800	\$139,300	\$151,800	9.0%
	1992	1997	2002				Est. Breakout
Revenue/Retail Sales	\$3.67/1,000	\$4.19/1,000	\$4.97/1,000				Local 70%
Revenue/Capita	\$31.83	\$46.77	\$68.19				National 30%

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	1,806.2	2,037.8	2.4%	2,037.8	2,226.2
Households	695.7	784.8	2.4%	784.8	863.0	1.9%
Retail Sales	15,686.2	22,753.4	7.7%	22,753.4	30,517.7	6.0%
EBI	28,095.2	34,970.0	4.5%	34,970.0	46,697.6	6.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,003.8	183.8	84.4	79.8	155.1	192.2	135.8	172.7
Women (000)	1,034.0	176.2	80.4	78.0	149.7	193.0	133.1	223.6
Total	2,037.8	360.1	164.8	157.8	304.8	385.2	268.9	396.3
Percentage	100.0%	17.7%	8.1%	7.7%	15.0%	18.9%	13.2%	19.4%
Per Capita	\$ 17,161							
				Median Household	\$ 36,889		Avg Household	\$ 44,559
Ethnic Population:	White	91.9%	Black	2.9%	Asian	4.3%	Hispanic	5.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			14	14	14	26	40
Tot 12+			63.4	63.4	63.4	19.8	83.2
Avg 12+			4.5	4.5	4.5	0.8	2.1
Tot LCS			76.2	76.2	76.2	23.8	100.0
Avg LCS			5.4	5.4	5.4	0.9	2.5

Competitive Overview

AM Stations														ARB 12+ Metro Shares (see rights)									
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
				Power (kW)	Power (kW)											1999	1999	1999	1998	1998	1998	1998	1998
• KEWS	Portland	B	620	5.0 cp	5.00	d	Clear Channel	22	9905		g1	News/Talk	2,000	0.40	4.7	3.7	3.4	3.8	4.3	4.7	3.3	3.4	4.1
• KXL	Portland	B	750	100.0	20.00	c	Rose City Radio	26	9810 p		c4	News/Talk	7,000	1.41	4.6	3.5	3.4	3.7	3.7	3.6	3.8	3.8	3.9
KPDQ	Portland	B	800	1.0	0.50	f	Salem Comm Corp	47	8609		c3	Talk			0.1	0.2	0.4	0.0	0.3	0.0	0.0	0.2	0.2
• KPAM	Troutdale	B	860	50.0	5.00		Pamplin Comm	97	9711		st	ChrsContemp				0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
KWIP	Dallas	B	880	5.0	1.00		Jupiter Comm	55	9106	21		Spanish	400		0.2	0.0	0.4	0.7	0.6	0.0	0.0	0.0	0.6
• KFXX	Vancouver	B	910	10.0 cp	10.00	a	Entercom	80	9508		c1	Sprts/Talk	2,500	1.22	1.9	1.3	1.2	1.7	1.2	1.4	1.2	1.8	1.8
KWBY	Woodburn	B	940	0.3	0.20		Coss, Donald D.	64	9110		st	Spanish			0.1	0.0	0.7	0.5	0.8	0.0	0.4	0.0	0.0
KUPL	Portland	B	970	5.0	5.00	b	Infinity Bcstg	25	9805		g2	Country	500	0.46	1.0	0.9	0.6	1.4	0.9	0.7	0.8	0.9	0.9
• KGUY	Milwaukie	B	1010	4.5	0.00		Spartan Media Inc	88	9511	200		Sprts/Cntry				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KOTK	Portland	B	1080	50.0	10.00	e	Fisher Bcstg	25	9605		c2	Talk	900	0.56	1.5	2.1	1.0	1.6	1.5	1.4	0.9	1.1	1.4
• KKG T	Portland	B	1150	5.0	0.05		Wells, Jeannine J.	54	9708	345		Talk	200		0.2	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.6
KEX	Portland	A	1190	50.0	50.00	d	Clear Channel	26	9905		g1	FuSvc/AC	8,000	1.16	6.4	4.5	5.5	5.1	4.6	4.7	5.0	5.9	5.7
KCCS	Salem	B	1220	1.0	0.17		Christian Center	61				Inspiration				0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
• KMUZ	Gresham	C	1230	0.9	0.92		Pacific Northwest	56	9203	82		Spanish			0.1	0.4	0.5	0.4	0.0	0.4	0.0	0.0	0.0
KLYC	McMinnville	B	1260	1.0 cp	0.80		Bohnsack	49	9010	120		AC/Oldes				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KKSL	Lake Oswego	B	1290	3.5 cp	5.00	g	Crawford Bcstg Co	48	9109	450		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KKPZ	Portland	B	1330	5.0	5.00	g	Crawford Bcstg Co	23	9510	2,000		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KUIK	Hillsboro	B	1360	5.0	5.00		Dolphin Comm Inc	54	7808			Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KSLM	Salem	B	1390	5.0	1.00		Entercom	34	9811	605		Sprts/Talk	250			0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0
KBNP	Portland	B	1410	5.0	0.01		Cmmte Keep&Bear	49	9008		st	Bus News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KYKN	Keizer	B	1430	5.0	5.00		Willamette Bcstg	51	9108		al	Nws/Tlk/Spt	200		0.3	0.0	0.5	0.4	0.4	0.6	0.5	0.0	0.0
KBPS	Portland	C	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
KBMS	Vancouver	B	1480	1.0	2.50		Bennett, C. & G.	55	8801	475		Urban	175		0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
KBZY	Salem	C	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
• KKS N	Oregon City	B	1520	50.0	15.00	a	Entercom	47	9805		g4	Nostalgia	1,750	0.45	3.6	2.2	2.2	2.1	2.4	2.8	3.2	2.8	3.2
KVAN	Vancouver	B	1550	10.0	10.00		Pamplin Comm	63	9812	1,650		Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
				# AM Stations -		26	# Combos -		10	AM TOTALS					24.9	19.0	19.8	21.5	21.9	20.3	19.1	19.9	23.0
				AM & FM Stations Profiled -		40	# Duopolies -		10	Total Local Commercial Share					82.5	83.2	81.4	82.8	82.8	82.1	82.3	83.3	

Other Rulemaking: 105.9, C2, Vancouver, WA

• Indicates a change since last edition
 1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 26

Revenue Rank: 18

Cincinnati Market Overview



Metro Counties / Population (000)

Brown, OH	41.0
Butler, OH	328.5
Clermont, OH	173.2
Hamilton, OH	850.0
Warren, OH	139.5
Dearborn, IN	46.7
Ohio, IN	5.4
Boone, KY	75.6
Campbell, KY	87.5
Gallatin, KY	6.8
Grant, KY	20.2
Kenton, KY	145.5
Pendleton, KY	14.0

1,933.9

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$62,400	\$65,400	\$70,800	\$83,100	\$92,700	\$100,300
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
	18.5%	\$118,900	\$129,600	\$142,600	\$155,400	\$169,400	9.2%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$4.40/1,000	\$5.16/1,000	\$6.91/1,000	Local	85%		
Revenue/Capita	\$33.47	\$51.86	\$85.57	National	15%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	1,864.1	1,933.9	0.7%	1,933.9	1,979.7	0.5%
Households	698.2	729.6	0.9%	729.6	759.9	0.8%
Retail Sales	14,173.7	19,447.9	6.5%	19,447.9	24,499.4	4.7%
EBI	29,235.6	33,232.1	2.6%	33,232.1	41,064.8	4.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	933.6	183.2	83.6	85.4	144.4	154.8	119.6	162.6
Women (000)	1,000.3	174.3	80.1	88.0	148.1	162.5	127.4	219.7
Total	1,933.9	357.5	163.7	173.5	292.5	317.3	247.0	382.3
Percentage	100.0%	18.5%	8.5%	9.0%	15.1%	16.4%	12.8%	19.8%
Per Capita	\$ 17,184			Median Household	\$ 37,477		Avg Household	\$ 45,548
Ethnic Population:	White	87.2%	Black	11.6%	Asian	1.0%	Hispanic	0.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	12	1	11	21	13	34
Tot 12+	7.4	56.3	0.0	59.7	63.7	21.1	84.8
Avg 12+	0.9	4.7	0.0	5.4	3.0	1.6	2.5
Tot LCS	8.7	66.4	0.0	70.4	75.1	24.9	100.0
Avg LCS	1.1	5.5	0.0	6.4	3.6	1.9	2.9

Competitive Overview

Some stations also rated in Dayton.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
• WOFX	Cincinnati	B	92.5	16.0 cp	866	b	Clear Channel	64	9905		g1	Clsc Rock	6,800	0.99	5.8	4.1	4.7	5.5	4.4	4.9	4.7	5.2	4.6
WAKW	Cincinnati	B	93.3	50.0	492		Pillar of Fire	61				ChrsContemp			2.1	1.7	1.4	1.8	1.8	1.4	1.7	1.7	2.1
WVMX	Cincinnati	B	94.1	32.0 cp	600	b	Clear Channel	55	9905		g1	Hot AC	6,300	0.93	5.7	4.1	4.9	3.7	4.8	4.7	5.2	5.1	4.2
• WMOJ	Fairfield	B	94.9	10.5	1056	g	Susquehanna	62	9801		sw	R&B Oldies	2,800	0.49	4.8	5.5	3.8	5.1	4.1	4.2	4.4	4.2	3.3
• WYGY	Hamilton	B	96.5	19.5	810	a	AMFM Inc	58	9910 p		g	Country	4,700	1.07	3.7	1.9	2.0	2.1	2.2	2.6	3.0	2.9	4.0
• WYLY	Lebanon	A	97.3	5.0 cp	358	f	Infinity Bcstg	94	9805		g3	Clsc Hits	1,000	0.84	1.0	0.6	1.0	1.3	1.0	1.3	0.8	0.6	0.7
WAXZ	Georgetown	A	97.7	2.1	387	c	Plessinger Radio	76				Country			0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.3	0.0
WOXY	Oxford	A	97.7	3.0	322		Balogh Bcstg Co	59	8107			Modern Rock				0.5	0.0	0.0	0.4	0.0	0.0	0.0	0.0
WRRM	Cincinnati	B	98.5	17.5	807	g	Susquehanna	59	7201			AC	8,000	0.91	7.4	5.6	6.3	6.7	6.5	6.0	6.1	7.0	5.6
WSCH	Aurora	A	99.3	1.2	525		Dearborn Cnty	70				Country			0.2	0.0	0.0	0.0	0.0	0.5	0.0	0.3	0.0
WAOL	Ripley	C3	99.5	11.5	318	c	Plessinger Radio	93				Country				0.4	0.0	0.0	0.4	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	5,500	0.68	6.8	5.2	5.3	5.8	5.5	5.7	5.5	5.8	5.8
• WKRQ	Cincinnati	B	101.9	16.0 cp	866	f	Infinity Bcstg	47	9805		g3	CHR	9,500	1.11	7.2	5.3	5.3	4.4	5.3	6.1	6.7	5.2	6.0
• WEBN	Cincinnati	B	102.7	16.0	866	b	Clear Channel	67	9905		g1	AOR	13,000	1.19	9.2	8.0	8.3	8.7	8.0	7.6	7.6	7.5	8.0
• WGRR	Hamilton	B	103.5	11.0	1037	f	Infinity Bcstg	61	9805		g3	Oldies	9,600	1.06	7.6	6.1	6.1	5.8	6.7	7.0	6.3	5.9	6.2
• WNLT	Harrison	A	104.3	5.2 cp	328	e	Baldwin	91	9106		cp	ChrsContemp	400		0.4	0.5	0.5	0.0	0.4	0.5	0.5	0.0	0.4
• WUBE	Cincinnati	B	105.1	14.5	915	a	AMFM Inc	49	9910 p		g	Country	13,800	1.08	10.7	7.5	8.3	8.0	8.0	8.7	8.6	9.1	9.4
WPFB	Middletown	B	105.9	34.0	590	d	Braden, Ruth &	59				Country	n/a		0.8	0.7	0.5	0.5	0.8	0.7	0.5	0.8	0.8
WNKR	Williamstown	A	106.5	1.4	476		Grant County	92	9207		st	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WKFS	Millford	B1	107.1	2.8	866	b	Clear Channel	69	9905		g1	CHR	2,000	0.58	2.9	5.0	4.7	4.1	3.1	2.4	2.3	2.7	2.2
WIOK	Falmouth	A	107.5	1.4	696		Hammond Bcstg	81	9212	100	+	Gospel			0.2	0.4	0.6	0.6	0.5	0.0	0.0	0.4	0.3
# FM Stations -					21	# Combos -					15	FM TOTALS			76.6	63.1	63.7	64.1	64.3	64.3	63.9	64.7	63.6

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 26

Revenue Rank: 18

Cincinnati Market Overview



Metro Counties / Population (000)

Brown, OH	41.0
Butler, OH	328.5
Clermont, OH	173.2
Hamilton, OH	850.0
Warren, OH	139.5
Dearborn, IN	46.7
Ohio, IN	5.4
Boone, KY	75.6
Campbell, KY	87.5
Gallatin, KY	6.8
Grant, KY	20.2
Kenton, KY	145.5
Pendleton, KY	14.0

1,933.9

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$62,400	\$65,400	\$70,800	\$83,100	\$92,700	\$100,300
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
	18.5%	\$118,900	\$129,600	\$142,600	\$155,400	\$169,400	9.2%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
Revenue/Capita	\$4.40/1,000	\$5.16/1,000	\$6.91/1,000	Local	85%		
	\$33.47	\$51.86	\$85.57	National	15%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	1,864.1	1,933.9	0.7%	1,933.9	1,979.7	0.5%
Households	698.2	729.6	0.9%	729.6	759.9	0.8%
Retail Sales	14,173.7	19,447.9	6.5%	19,447.9	24,499.4	4.7%
EBI	29,235.6	33,232.1	2.6%	33,232.1	41,064.8	4.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	933.6	183.2	83.6	85.4	144.4	154.8	119.6	162.6
Women (000)	1,000.3	174.3	80.1	88.0	148.1	162.5	127.4	219.7
Total	1,933.9	357.5	163.7	173.5	292.5	317.3	247.0	382.3
Percentage	100.0%	18.5%	8.5%	9.0%	15.1%	16.4%	12.8%	19.8%
Per Capita	\$ 17,184	Median Household		\$ 37,477	Avg Household		\$ 45,548	
Ethnic Population:	White 87.2%	Black 11.6%	Asian 1.0%	Hispanic 0.7%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	12	1	11	21	13	34
Tot 12+	7.4	56.3	0.0	59.7	63.7	21.1	84.8
Avg 12+	0.9	4.7	0.0	5.4	3.0	1.6	2.5
Tot LCS	8.7	66.4	0.0	70.4	75.1	24.9	100.0
Avg LCS	1.1	5.5	0.0	6.4	3.6	1.9	2.9

Competitive Overview

Some stations also rated in Dayton.

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)										
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997			
• WKRC	Cincinnati	B	550	5.0	1.00	b	Clear Channel	22	9905		g1	1	News/Talk	5,750	0.95	5.1	5.0	5.0	4.9	4.8	4.2	3.9	4.3	4.8		
WLW	Cincinnati	A	700	50.0	50.00	b	Clear Channel	22	9905		g1	1	Nws/Tlk/Spt	20,900	1.71	10.3	9.9	9.2	8.8	8.4	9.8	9.6	6.6	8.6		
WNOP	Newport	B	740	1.0	0.03		Main Street Comm	48	9805	500	2	Jazz	400		0.4	0.3	0.0	0.0	0.6	0.0	0.3	0.4	0.5			
WPFB	Middletown	B	910	1.0	0.10	d	Braden, Ruth &		47			Nostalgia	n/a		0.3	0.4	0.0	0.0	0.4	0.5	0.0	0.0	0.4			
WTSJ	Cincinnati	B	1050	1.0	0.28		Salem Comm Corp	47	9703 p		g		Chrst/Talk		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0		
• WBOB	Florence	B	1160	5.0	1.00	a	AMFM Inc	84	9910 p		g		Sports	2,900	2.44	1.0	0.7	0.8	0.8	1.0	0.9	0.7	0.9	0.9		
• WUBE	Cincinnati	C	1230	1.0 cp	1.00	a	AMFM Inc	27	9910 p		g		Sprts/Talk	250			0.0	0.3	0.1	0.0	0.0	0.0	0.0	0.0		
• WCVG	Covington	B	1320	0.5	0.43	c	Plessinger Radio		65			Gospel	750		0.8	0.8	0.4	1.2	0.0	0.4	0.7	1.0	0.5			
• WCKY	Cincinnati	B	1360	5.0	5.00	b	Clear Channel	23	9905		g1	1	Sports	400			0.5	0.8	0.4	0.6	0.0	0.0	0.0	0.0		
WMOH	Hamilton	C	1450	1.0	1.00		Findlay Publishing	44	8512	1,250			Nws/Tlk/Spt				0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0		
WCIW	Cincinnati	B	1480	1.3 cp	0.25		J4 Broadcasting Co	53	9302	425			R&B Oldies	900	0.76	1.0	1.2	1.1	1.1	1.3	0.7	0.7	1.2	0.9		
• WSAI	Cincinnati	A	1530	50.0	50.00	b	Clear Channel	29	9905		g1	1	Nostalgia	3,250	0.64	4.3	2.8	3.2	2.6	3.5	3.2	3.8	3.8	3.5		
• WCNW	Fairfield	B	1560	5.0	0.00	e	Baldwin	64	8406				Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
				# AM Stations -		13	# Combos -		9							AM TOTALS		23.3	21.6	21.1	19.9	20.6	19.7	19.7	18.6	20.1
				AM & FM Stations Profiled -		34	# Duopolies -		9							Total Local Commercial Share			84.7	84.8	84.0	84.9	84.0	83.6	83.3	83.7

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 27

Revenue Rank: 51

San Jose Market Overview



Metro Counties / Population (000)

Santa Clara, CA	1,685.5
	1,685.5

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$30,000	\$33,000	\$37,700	\$39,500	\$40,400	\$41,600
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
	0.5%	\$41,800	\$45,600	\$49,200	\$52,700	\$56,900	8.0%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$2.31/1,000	\$2.35/1,000	\$2.65/1,000	Local	82%		
Revenue/Capita	\$19.50	\$24.68	\$30.94	National	18%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	1,538.4	1,685.5	1.8%	1,685.5	1,839.2	1.8%
Households	525.9	570.2	1.6%	570.2	617.8	1.6%
Retail Sales	12,973.0	17,689.3	6.4%	17,689.3	21,431.6	3.9%
EBI	30,560.0	36,500.8	3.6%	36,500.8	46,037.0	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	857.1	144.8	63.3	87.8	172.0	152.0	115.4	121.8
Women (000)	828.4	138.2	59.6	75.7	143.9	144.9	115.7	150.4
Total	1,685.5	283.0	122.9	163.5	315.9	297.0	231.1	272.2
Percentage	100.0%	16.8%	7.3%	9.7%	18.7%	17.6%	13.7%	16.1%
Per Capita	\$ 21,656			Median Household	\$ 54,407		Avg Household	\$ 64,014
Ethnic Population:	White	73.7%	Black	3.7%	Asian	21.9%	Hispanic	25.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	9		8	13	9	22
Tot 12+	7.5	27.0		27.6	34.5	6.9	41.4
Avg 12+	1.9	3.0		3.5	2.7	0.8	1.9
Tot LCS	18.1	65.2		66.7	83.3	16.7	100.0
Avg LCS	4.5	7.2		8.3	6.4	1.9	4.5

Competitive Overview

Some stations also rated in San Francisco and Monterey.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
KSJO	San Jose	B	92.3	50.0	466	g	Clear Channel	46	9905		g2	Rock AC	7,200	1.94	8.9	3.6	4.1	3.9	3.1	3.8	3.4	2.8	2.9	
• KBAY	Gilroy	B	94.5	30.0	587	d	Infinity Bcstg	70	9805		g1	Soft Rock	5,750	1.46	9.4	3.4	3.4	3.0	3.6	2.3	3.7	4.0	3.9	
• KRTY	Los Gatos	A	95.3	0.9	860	b	Empire Bcstg Corp	66	9212	3,310		Country	3,650	1.05	8.3	2.5	4.1	2.2	2.9	3.2	3.0	3.0	2.8	
• KSQQ	Morgan Hill	A	96.1	4.7	157		Coyote Comm Inc	90				Ethnic				0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	
KFFG	Los Altos	A	97.7	1.6	433	a	Susquehanna	60	9510	8,000		AOR			2.3	0.9	1.0	1.3	0.8	0.7	0.9	0.7	1.0	
KUFX	San Jose	B	98.5	12.5	879	g	Clear Channel	59	9905		g2	Clsc Rock	4,500	1.03	10.5	3.1	3.3	3.3	2.4	2.4	4.0	4.6	4.5	
• KZOL	Santa Cruz	B	99.1	1.1	2612		Hispanic Bcstg	61	9702			Span/Urban	n/a		3.2	1.8	1.5	1.9	1.3	1.1	1.2	1.0	1.3	
KBRG	San Jose	B	100.3	14.5	2579	d	EXCL Comm Inc	63	9805			Spanish	n/a		6.3	3.1	3.3	3.4	3.0	2.5	1.8	4.0	0.9	
KDFC	San Francisco	B	102.1	33.0	1047	e	Bonneville Intl	47	9707			Classical	n/a		6.5	2.1	2.5	2.4	3.0	2.2	2.6	2.4	2.3	
KFOG	San Francisco	B	104.5	7.1	1506	a	Susquehanna	63	8312	See (4)		AAA	n/a		4.9	1.5	1.5	1.1	1.4	1.8	1.7	1.9	1.7	
KCNL	Fremont	A	104.9	5.7 cp	338	g	Clear Channel	70	9905		g2	Alternative	2,200	0.97	5.4	1.8	2.0	2.1	2.1	0.8	1.7	2.0	3.5	
• KARA	Santa Clara	B	105.7	50.0	499	b	Empire Bcstg Corp	64	7207			Adult Hlts	3,750	1.07	8.4	3.0	3.8	3.0	2.7	3.0	2.7	3.3	3.3	
• KEZR	San Jose	B	106.5	50.0	430	d	Infinity Bcstg	67	9805		g	AC	6,800	1.68	9.7	3.7	3.6	3.8	3.9	3.8	3.7	3.2	3.4	
# FM Stations -					13	# Combos -					10	FM TOTALS				83.8	30.5	34.5	31.4	30.2	27.6	30.4	32.9	31.5

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
KTCT	San Mateo	B	1050	50.0	10.00		Susquehanna	46	9710	See (4)		Sports	n/a		0.6	0.6	0.0	0.8	0.5	0.0	0.5	0.0	0.4	
• KZSJ	San Martin	B	1120	5.0	0.15	f	Z-Spanish Media	96	9806 p		st 2	Asian	375		0.6	1.2	0.0	0.4	0.0	0.4	0.0	0.0	0.4	
KLOK	San Jose	B	1170	50.0	5.00	c	EXCL Comm Inc	46	9208		c2	Spanish	4,600	1.51	7.3	2.6	3.1	2.7	3.1	2.5	3.3	2.3	2.5	
KBZS	Palo Alto	B	1220	5.0	0.15	e	In Radio License	47	9904			Bus News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KAZA	Gilroy	D	1290	5.0	0.00		Radio Fiesta	57	7305			Spanish	600	0.55	2.6	0.6	1.5	0.6	1.3	0.8	0.7	1.6	0.8	
• KZSF	San Jose	B	1370	3.6 cp	3.60	f	Z-Spanish Media	47	9806		g 2	Spanish	300	0.48	1.5	0.8	0.4	0.0	0.5	0.8	0.7	0.6	0.0	
• KVVN	Santa Clara	B	1430	1.0	2.50		Inner City Bcstg	64	9704	2,200		Ethnic	1,000		0.6	0.0	0.6	0.0	0.0	0.4	0.0	0.0	0.4	
KSJX	San Jose	B	1500	10.0	5.00		Multicultural Bcstg	48	9803		g 1	Asian	750	1.79	1.0	0.5	0.6	0.0	0.0	0.0	0.5	0.5	0.5	
• KLIV	San Jose	B	1590	5.0	5.00	b	Empire Bcstg Corp	46	6707			News	350	0.40	2.1	0.6	0.7	0.5	0.8	0.7	0.7	1.0	0.7	
# AM Stations -					9	# Combos -					4	AM TOTALS				16.3	6.9	6.9	5.0	6.2	5.6	6.4	6.0	5.7
AM & FM Stations Profiled -					22	# Duopolies -					5	Total Local Commercial Share				37.4	41.4	36.4	36.4	33.2	36.8	38.9	37.2	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 28

Revenue Rank: 27

Sacramento, CA Market Overview



Metro Counties / Population (000)

El Dorado, CA	107.8
Nevada, CA	69.5
Placer, CA	214.1
Sacramento, CA	1,156.3
Yolo, CA	157.3
Total	1,705.0

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$58,100	\$63,300	\$68,100	\$70,200	\$75,400	\$80,800
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
	7.8%	\$87,100	\$93,200	\$100,600	\$108,700	\$116,300	7.5%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$4.72/1,000	\$5.07/1,000	\$5.95/1,000	Local	75%		
Revenue/Capita	\$35.69	\$47.39	\$63.08	National	25%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	1,627.8	1,705.0	0.9%	1,705.0	1,843.8
Households	610.8	635.6	0.8%	635.6	690.2	1.7%
Retail Sales	12,314.3	15,948.9	5.3%	15,948.9	19,551.2	4.2%
EBI	25,687.9	27,410.4	1.3%	27,410.4	33,081.3	3.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	837.8	161.6	67.8	75.6	136.3	149.2	105.6	141.7
Women (000)	867.2	153.9	64.0	75.4	137.1	154.1	110.0	172.8
Total	1,705.0	315.5	131.8	150.9	273.4	303.2	215.6	314.5
Percentage	100.0%	18.5%	7.7%	8.9%	16.0%	17.8%	12.6%	18.4%
Per Capita	\$ 16,077							
				Medlan Household	\$ 35,715		Avg Household	\$ 43,126
Ethnic Population:	White	81.7%	Black	7.0%	Asian	10.0%	Hispanic	14.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	15		14	20	18	38
Tot 12+	8.2	53.1		58.9	61.3	20.2	81.5
Avg 12+	1.6	3.5		4.2	3.1	1.1	2.1
Tot LCS	10.1	65.2		72.3	75.2	24.8	100.0
Avg LCS	2.0	4.3		5.2	3.8	1.4	2.6

Competitive Overview

Some stations also rated in Stockton and Chico.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
KZSA	Placerville	A	92.1	1.9 cp	417	h	Z-Spanish Media	82	9806		st	Spanish	1,000		0.8	0.5	0.4	0.6	0.4	0.4	0.5	0.8	1.0
● KGBY	Sacramento	B	92.5	39.0	449	c	AMFM Inc	46	9910 p		g	AC	7,200	1.53	5.4	2.9	3.9	3.3	4.0	4.5	4.2	4.7	4.0
● KXOA	Roseville	B1	93.7	25.0	328	d	Infinity Bcstg	70	9808		sw	Clsc Rock	5,000	1.64	3.5	2.8	2.5	3.5	2.4	2.6	2.7	3.0	3.1
KRLT	S. Lake Tahoe	A	93.9	6.0	-190	e	Commonwealth	76	9910	1,250 c4		AC	650		0.6	0.0	0.0	0.0	0.0	0.4	0.4	0.6	0.4
● KSSJ	Fair Oaks	B1	94.7	25.0	325	b	Entercom	70	9808	15,900		Smooth Jazz	1,600	0.47	3.9	4.7	5.1	4.6	4.0	3.7	3.8	2.4	2.7
KYMX	Sacramento	B	96.1	50.0	476	d	Infinity Bcstg	47	9805		g1	Soft Rock	4,300	1.01	4.9	4.1	4.7	4.0	4.3	4.1	4.5	3.8	2.4
● KSEG	Sacramento	B	96.9	50.0 cp	499	b	Entercom	59	9808		d1	Clsc Rock	3,900	1.07	4.2	5.4	4.8	4.6	4.9	3.8	3.7	3.0	3.2
KTTA	Esparto	A	97.9	6.0	328	i	Pacific Spanish	95				Mexican	250		0.3	0.7	0.3	0.0	0.0	0.0	0.0	0.5	0.5
KRXQ	Sacramento	B	98.5	50.0	495	b	Entercom	59	9808		sw	AOR	4,500	0.94	5.5	4.4	5.1	4.6	4.0	5.1	4.1	4.5	4.1
● KRCX	Marysville	B	99.9	1.8	2182	a	EXCL Comm Inc	47	9703		g2	Spanish	900	0.94	1.1	0.6	0.7	1.1	1.0	0.8	0.9	0.8	0.9
KZZO	Sacramento	B	100.5	115.0	328	d	Infinity Bcstg	58	9805		g1	Modern AC	7,000	0.98	8.2	4.0	3.6	4.3	4.6	6.4	6.5	6.3	7.2
● KHYL	Auburn	B	101.1	36.0	577	c	AMFM Inc	61	9910 p		g	R&B Oldies	4,800	1.06	5.2	3.4	3.6	4.0	4.0	4.1	4.3	4.3	4.2
● KRRE	Shingle Springs	B	101.9	47.0	505	a	EXCL Comm Inc	89	9805		sw	Spanish	2,600		0.5	0.6	0.7	1.3	0.7	0.7	0.7	0.3	0.0
● KSFM	Woodland	B	102.5	50.0	499	d	Infinity Bcstg	61	9805		g1	CHR	6,900	0.92	8.6	3.6	5.0	5.6	5.6	6.3	6.8	6.2	8.5
● KBMB	Sacramento	A	103.5	6.0 cp	312		Diamond Radio	96				CHR	2,000	0.60	3.8	4.3	4.6	3.8	3.8	3.7	3.6	4.0	0.9
KHZZ	Davis	A	104.3	6.0	328	h	Z-Spanish Media	79	9906		st	R&B Oldies	1,400	1.00	1.6	2.2	2.9	2.2	2.5	1.1	1.6	1.4	1.0
KNCI	Sacramento	B	105.1	50.0	499	d	Infinity Bcstg	60	9805		g1	Country	5,300	0.95	6.4	5.8	5.2	4.8	5.8	5.0	6.1	4.5	5.1
KLNA	Dunnigan	B1	105.5	2.6 cp	1011	i	Pacific Spanish	83				Mexican				0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
KWOD	Sacramento	B	106.5	50.0	411		Royce Intl Bcstg Co	57				Alternative	4,200	0.95	5.1	3.9	3.1	2.8	3.4	4.3	4.5	3.3	4.2
● KDND	Sacramento	B	107.9	50.0	404	b	Entercom	45	9808	27,500		CHR	3,800	0.91	4.8	5.5	4.8	4.2	4.4	3.8	4.1	3.3	4.2
# FM Stations -					20	# Combos -					18	FM TOTALS		74.4	59.4	61.3	59.3	59.8	60.8	63.0	57.7	58.7	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 28
 Revenue Rank: 27

Sacramento, CA Market Overview



Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>Δ 92 - 97</u>
		\$58,100	\$63,300	\$68,100	\$70,200	\$75,400	\$80,800
	<u>Δ 97 - 98</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 98 - 02</u>
	7.8%	\$87,100	\$93,200	\$100,600	\$108,700	\$116,300	7.5%

	<u>1992</u>	<u>1997</u>	<u>2002</u>	<u>Est. Breakout</u>
Revenue/Retail Sales	\$4.72/1,000	\$5.07/1,000	\$5.95/1,000	Local 75%
Revenue/Capita	\$35.69	\$47.39	\$63.08	National 25%

Demographic and Economic Overview

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

	<u>1992</u>	<u>1997</u>	<u>Growth Rate</u>	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>
	MSA Population	1,627.8	1,705.0	0.9%	1,705.0	1,843.8
Households	610.8	635.6	0.8%	635.6	690.2	1.7%
Retail Sales	12,314.3	15,948.9	5.3%	15,948.9	19,551.2	4.2%
EBI	25,687.9	27,410.4	1.3%	27,410.4	33,081.3	3.8%

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)	837.8	161.6	67.8	75.6	136.3	149.2	105.6	141.7
Women (000)	867.2	153.9	64.0	75.4	137.1	154.1	110.0	172.8
Total	1,705.0	315.5	131.8	150.9	273.4	303.2	215.6	314.5
Percentage	100.0%	18.5%	7.7%	8.9%	16.0%	17.8%	12.6%	18.4%
Per Capita	\$ 16,077							
				Median Household	\$ 35,715		Avg Household	\$ 43,126
Ethnic Population:	White	81.7%	Black	7.0%	Asian	10.0%	Hispanic	14.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	15		14	20	18	38
Tot 12+	8.2	53.1		58.9	61.3	20.2	81.5
Avg 12+	1.6	3.5		4.2	3.1	1.1	2.1
Tot LCS	10.1	65.2		72.3	75.2	24.8	100.0
Avg LCS	2.0	4.3		5.2	3.8	1.4	2.6

Metro Counties / Population (000)

El Dorado, CA	107.8
Nevada, CA	69.5
Placer, CA	214.1
Sacramento, CA	1,156.3
Yolo, CA	157.3
	<hr/> 1,705.0

Competitive Overview

Some stations also rated in Stockton and Chico.

AM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
KTHO	S. Lake Tahoe	B	590	2.5	0.50		KIDD	63	9507	425		AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KSTE	Rancho Cordova	B	650	25.0 cp	10.00	c	AMFM Inc	91	9910 p		g	Talk	2,400	0.79	3.5	2.7	2.5	2.5	3.3	3.2	2.2	3.5	2.3	
• KFIA	Carmichael	B	710	25.0	1.00	g	Salem Comm Corp	79	9502	4,100		Chrsl/Talk			0.5	0.0	0.6	0.7	0.5	0.5	0.5	0.0	0.6	
• KNCO	Grass Valley	B	830	25.0 cp	5.00	f	Nevada County	78	9605		st	News/Talk				0.5	0.5	0.6	0.8	0.0	0.0	0.0	0.0	
KAHI	Auburn	B	950	5.0	4.40		Immaculate Heart	57	9905	475	c1	FullService	400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KIOQ	Folsom	B	1030	50.0 cp	1.00		Royce Intl Bcstg Co	85	9310		28 cp	DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KLIB	Roseville	B	1110	5.0	0.50		Freedom Network	68	9901	1,700		Spanish	300		0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.1	0.0	0.0
KHTK	Sacramento	B	1140	50.0	50.00	d	Infinity Bcstg	26	9805		g1	Sports	2,200	0.62	4.1	2.9	3.6	3.4	3.2	3.6	2.4	4.2	3.0	
KSQR	Sacramento	C	1240	1.0	1.00	h	Z-Spanish Media	37	9806		st	Spanish	500		0.1	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.3	
KCTC	Sacramento	B	1320	5.0	5.00	b	Entercom	45	9808		sw	AC	570	0.15	4.3	4.0	3.9	3.8	4.3	3.5	2.4	4.1	3.8	
• KTKZ	Sacramento	B	1380	5.0	5.00	g	Salem Comm Corp	52	9704	1,500		Talk			0.2	0.0	0.0	0.4	0.0	0.5	0.0	0.3	0.0	
• KMYC	Marysville	B	1410	5.0	1.00		Huth, Tom	40	9908	425		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KJAY	Sacramento	B	1430	0.5	0.00		KJAY LLC	63	9709		nc	Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KRAK	Sacramento	B	1470	5.0	1.00	d	Infinity Bcstg	45	9805		g1	Country	500		0.9	1.0	0.6	0.8	0.8	0.9	0.6	0.5	0.8	
KOWL	S. Lake Tahoe	C	1490	1.0	1.00	e	Commonwealth	56	9910		c4	Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KFBK	Sacramento	A	1530	50.0	50.00	c	AMFM Inc	22	9910 p		g	News/Talk	12,900	1.23	12.0	9.3	8.1	10.1	10.3	10.0	9.3	9.7	9.6	
• KSMH	Auburn	B	1620	10.0 cp	1.00		Immaculate Heart	99	9905		c1	Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KSXX	Roseville	B	1690	10.0 cp	1.00		Freedom Network	99				DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
				# AM Stations -		18	# Combos -		9	AM TOTALS						25.7	20.4	20.2	22.7	23.3	22.3	17.4	22.4	20.4
				AM & FM Stations Profiled -		38	# Duopolies -		13	Total Local Commercial Share						79.8	81.5	82.0	83.1	83.1	80.4	80.1	79.1	

• Indicates a change since last edition

1/ See introduction section for Interpretation of revenue estimates.

Metro Rank: 29

Revenue Rank: 62

Riverside-San Bernardino Market Overview



Metro Counties / Population (000)

Riverside, CA	990.0
San Bernardino, CA	740.2
Total	1,730.2

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

ESTIMATED GROSS REVENUES ***	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$22,500	\$23,000	\$24,200	\$26,700	\$30,700	\$31,300
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
	13.7%	\$35,600	\$39,100	\$42,300	\$45,700	\$49,800	8.7%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
Revenue/Capita	\$2.20/1,000	\$2.30/1,000	\$3.07/1,000	Local	85%		
	\$13.73	\$18.09	\$26.23	National	15%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	1,638.9	1,730.2	1.1%	1,730.2	1,898.6	1.9%
Households	545.9	563.9	0.7%	563.9	613.6	1.7%
Retail Sales	10,229.7	13,632.3	5.9%	13,632.3	16,201.1	3.5%
EBI	22,878.9	22,108.5	-0.7%	22,108.5	24,827.2	2.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	864.1	190.7	76.4	76.3	141.8	137.1	95.9	145.8
Women (000)	866.1	182.5	71.9	70.8	136.3	133.7	95.1	175.7
Total	1,730.2	373.3	148.4	147.1	278.1	270.8	191.1	321.4
Percentage	100.0%	21.6%	8.6%	8.5%	16.1%	15.7%	11.0%	18.6%
Per Capita	\$ 12,778	Median Household		\$ 32,375	Avg Household		\$ 39,209	
Ethnic Population:	White	87.0%	Black	6.8%	Asian	5.0%	Hispanic	33.2%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	11	4		7	15	13	28
Tot 12+	12.2	22.5		30.7	34.7	2.3	37.0
Avg 12+	1.1	5.6		4.4	2.3	0.2	1.3
Tot LCS	33.0	60.8		83.0	93.8	6.2	100.0
Avg LCS	3.0	15.2		11.9	6.3	0.5	3.6

Competitive Overview

Some stations also rated in Los Angeles.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)															
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997								
KELT	Riverside	A	92.7	6.0	328		Amaturo Group Ltd	59	9301		nc	AC	1,000	1.22	2.3	0.9	1.2	1.3	0.9	0.8	0.9	0.6	1.1								
KXFG	Sun City	A	92.9	6.0	328	g	Infinity Bcstg	97	9805		g1	Country			0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0								
• KBHR	Big Bear City	A	93.3	1.5	663		Parallel Comm LP	95				AAA	350		0.3	0.0	0.0	0.0	0.4	0.0	0.0	0.5	0.0								
KREA	Ontario	A	93.5	6.0	0	a	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	g	Infinity Bcstg	74	9805		g1	Country	12,500	1.19	29.4	8.7	8.9	9.5	9.9	9.6	11.0	12.3	11.3								
KWRP	San Jacinto	A	96.1	0.3	1503		Magic Bcstg Inc	90	9810	2,650		Easy	600	0.23	7.3	2.7	3.0	3.0	3.2	2.9	3.0	2.2	2.8								
• KCAL	Redlands	A	96.7	1.8	377	f	Anaheim Bcstg	65	8612	4,000		Clsc Rock	3,000	1.22	6.9	4.5	3.1	2.8	3.2	2.8	2.7	1.9	2.9								
• KSSE	Riverside	B	97.5	72.0	1828	d	EXCL Comm Inc	59	9703			Span/CHR	n/a		6.3	2.2	2.5	1.8	2.1	2.3	1.8	2.7	2.7								
• KGGI	Riverside	B	99.1	2.6	1844	b	AMFM Inc	65	9910 p		g	CHR	7,400	1.27	16.4	6.0	5.9	6.1	7.0	5.9	6.1	5.6	7.0								
KOLA	San Bernardino	B	99.9	29.5	1663	f	Anaheim Bcstg	59	9610	5,000		Oldies	4,100	1.01	11.4	5.6	5.2	5.1	4.7	4.6	4.6	3.7	4.2								
• KAEH	Beaumont	A	100.9	1.5	479		RGB Comm Inc	96				ChrsContemp			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
KATY	Idyllwild	A	101.3	1.9	597		KATY FM LLC	89	9810		nc 2	AC	500	0.94	1.5	0.6	1.0	0.0	0.5	0.6	0.8	0.5	0.3								
KXSB	Big Bear Lake	A	101.7	0.3 cp	1414	e	Lazer Bcstg Corp	75	9502	750		Spanish	500	0.74	1.9	1.2	1.2	1.1	0.7	1.0	0.5	0.7	0.6								
KCXX	Lake Arrowhead	A	103.9	0.2	1798		All Pro Bcstg	78	9209	5,000	2	Alternative	2,000	0.74	7.6	2.5	2.1	2.6	2.4	2.5	2.7	3.0	3.2								
KXRS	Hemet	A	105.7	0.2	1024	e	Lazer Bcstg Corp	63	9312	550	c2	Spanish	650	1.30	1.4	0.5	0.6	0.6	0.7	0.5	0.6	0.6	0.4								
# FM Stations -															15	# Combos -		8	FM TOTALS				92.8	35.4	34.7	33.9	35.7	33.5	34.9	34.3	36.5

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)															
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997								
KSZZ	San Bernardino	B	590	1.0	1.00	d	EXCL Comm Inc	29	9703		g1	Spanish	500		0.6	0.5	0.1	0.3	0.3	0.2	0.0	0.4	0.3								
KBBV	Big Bear Lake	B	1050	0.5	0.00		Washington Bcst	64	9903	30		DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
• KLTH	San Bernardino	C	1240	1.0	1.00		Salem Comm Corp	47	8611	1,150		Religion			0.8	0.3	0.4	0.2	0.0	0.0	0.4	0.3	0.5								
• KKDD	San Bernardino	B	1290	5.0	5.00	b	AMFM Inc	47	9910 p		g	Children	300		0.7	0.4	0.0	0.0	0.0	0.5	0.0	0.0	0.5								
• KSDT	Hemet	B	1320	0.5 cp	0.30	e	Lazer Bcstg Corp	59	9312		c2	Oldes/Rock			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
KCKC	San Bernardino	B	1350	5.0	0.60	c	Clear Channel	47	9905		g3	Talk/Sprts			1.4	0.0	0.0	0.0	0.0	0.6	0.5	0.6	0.4								
KWRM	Corona	B	1370	5.0	2.50		Major Market Stns	48	6706			Spanish			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
• KCAL	Redlands	B	1410	5.0	4.00	d	EXCL Comm Inc	54	9703		g1	Spanish	1,500	2.01	2.1	0.5	0.8	0.5	0.4	0.5	0.6	1.0	1.1								
KDIF	Riverside	B	1440	1.0	1.00	c	Clear Channel	41	9905		g3	Spanish	600	0.99	1.7	0.7	1.0	0.6	0.5	0.6	0.7	0.6	0.6								
KMET	Banning	C	1490	1.0	1.00		Delphi Comm Inc	48	9808	500		Sports	80		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
• KIKA	Ontario	B	1510	10.0	1.00		Astor Bcst Group	46	9908	2,500		Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
KHPY	Moreno Valley	B	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	B	1570	5.0	0.19		Sherban, Olive	57	9205		nc	Inspiration			0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
# AM Stations -															13	# Combos -		6	AM TOTALS				7.3	2.8	2.3	1.6	1.2	2.4	2.2	2.9	3.4
AM & FM Stations Profiled -															28	# Duopolies -		5	Total Local Commercial Share				38.2	37.0	35.5	36.9	35.9	37.1	37.2	39.9	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 30

Revenue Rank: 30

Kansas City Market Overview



Metro Counties / Population (000)

Johnson, KS	421.0
Leavenworth, KS	70.5
Miami, KS	26.4
Wyandotte, KS	151.9
Cass, MO	78.5
Clay, MO	175.1
Jackson, MO	649.0
Lafayette, MO	32.9
Platte, MO	69.6
Ray, MO	22.4

1,697.3

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

ESTIMATED GROSS REVENUES ***	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$44,000	\$47,600	\$53,300	\$59,400	\$66,700	\$73,800
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
	11.1%	\$82,000	\$88,500	\$96,500	\$104,200	\$112,500	8.2%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
Revenue/Capita	\$3.10/1,000	\$4.05/1,000	\$4.86/1,000	Local	83%		
	\$27.07	\$43.48	\$63.21	National	17%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	1,625.4	1,697.3	0.9%	1,697.3	1,779.9	1.0%
Households	626.4	655.5	0.9%	655.5	696.0	1.2%
Retail Sales	14,203.3	18,201.3	5.1%	18,201.3	23,161.1	4.9%
EBI	27,517.8	30,337.0	2.0%	30,337.0	37,008.8	4.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	825.9	160.5	71.6	62.7	136.0	145.9	111.4	137.9
Women (000)	871.4	153.0	68.6	65.2	136.5	151.7	113.5	183.0
Total	1,697.3	313.5	140.1	127.9	272.5	297.6	224.9	320.9
Percentage	100.0%	18.5%	8.3%	7.5%	16.1%	17.5%	13.3%	18.9%
Per Capita	\$ 17,874	Median Household		\$ 38,807	Avg Household		\$ 46,281	
Ethnic Population:	White	84.5%	Black	13.5%	Asian	1.5%	Hispanic	3.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		17	14	18	19	37
Tot 12+	0.0		69.1	66.9	69.1	20.9	90.0
Avg 12+	0.0		4.1	4.8	3.8	1.1	2.4
Tot LCS	0.0		76.8	74.3	76.8	23.2	100.0
Avg LCS	0.0		4.5	5.3	4.3	1.2	2.7

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)										
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997			
• KCCV	Olathe	C3	92.3	8.3	564	e	Bott Radio Network	93	9205	538	cp	Religion	500		0.6	0.7	0.5	0.5	0.7	0.6	0.4	0.5	0.5			
• KAYX	Richmond	A	92.5	2.4	535	b	Bott Radio Network	91	9405	225	c2	Relgn/Talk				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	Infinity Bcstg	58	9805		g3	CHR	5,400	0.87	7.6	7.2	8.5	5.7	6.5	7.1	7.8	6.2	6.5		
• KFKE	Kansas City	C	94.1	100.0	994	d	Infinity Bcstg	63	9805		g3	Country	7,200	1.25	7.0	5.2	4.6	6.8	7.2	5.6	6.6	6.5	6.7			
	KCMO	Kansas City	C	94.9	100.0	1056	a	Entercom	48	9703		sw	Oldies	5,400	1.22	5.4	5.0	4.6	4.3	4.6	4.6	4.7	5.2	5.1		
	KCHZ	Ottawa	C1	95.7	100.0	981	i	Syncom Radio Corp	62	9905	10,750		Top 40	875	0.71	1.5	2.8	3.1	2.4	1.9	2.1	1.2	1.2	0.8		
	KXTR	Kansas City	C	96.5	99.0	984	f	Entercom	59	9907		g1	Classical	1,000	0.41	3.0	3.0	3.6	3.3	2.8	2.5	2.6	1.9	3.8		
	KUDL	Kansas City	C	98.1	100.0	994	a	Entercom	59	9808		sw	Lite AC	6,000	1.14	6.4	4.8	5.4	5.4	5.4	4.9	6.0	7.0	5.1		
	KQRC	Leavenworth	C	98.9	100.0	1056	f	Entercom	62	9907		g1	AOR	4,700	0.97	5.9	6.8	7.4	6.1	5.3	4.9	6.3	5.1	4.9		
	KYYS	Kansas City	C	99.7	100.0	1011	a	Entercom	62	9808		sw	Rock & Roll	4,000	0.90	5.4	5.0	4.4	4.5	4.9	4.3	5.0	5.0	5.3		
	KMZU	Carrollton	C1	100.7	99.0	991	g	KANZA Inc	62				Country			0.2	0.0	0.0	0.4	0.4	0.1	0.2	0.3	0.2		
	KCFX	Harrisonville	C1	101.1	97.0	994	f	Entercom	74	9907		g1	Rock & Roll	9,800	2.06	5.8	4.3	4.9	4.6	5.9	5.5	4.6	5.0	6.0		
	KSRC	Kansas City	C	102.1	100.0	1001	d	Infinity Bcstg	61	9805		g3	Hot AC	4,000	1.28	3.8	3.5	3.3	3.4	2.8	3.7	2.8	3.7	3.4		
• KPRS	Kansas City	C	103.3	100.0	994	c	Carter, Mildred	63				Urban	7,000	0.88	9.7	6.3	6.3	7.5	9.3	9.0	7.8	8.3	10.0			
• KBEQ	Kansas City	C	104.3	99.0	988	d	Infinity Bcstg	60	9805		g3	Country	5,000	1.07	5.7	6.6	4.4	4.4	4.4	4.8	5.0	5.0	5.9			
	KLZR	Lawrence	C1	105.9	100.0	774	h	Zimmer Radio	63	9808	3,000	c1	Modern Rock	600		0.9	1.5	1.7	1.3	0.7	0.8	0.7	1.1	0.7		
	KCIY	Liberty	C1	106.5	100.0	981	f	Entercom	79	9907		g1	Jazz	2,800	0.61	5.6	3.4	3.8	3.3	4.1	5.1	5.1	5.7	4.3		
• KNRX	Lexington	C	107.3	100.0	1184	i	Syncom Radio Corp	69	9606	2,420		R&B Oldies	1,100	0.67	2.0	3.6	2.6	2.8	2.0	2.0	1.8	1.8	1.5			
					# FM Stations -	18						# Combos -	17				FM TOTALS	76.5	69.7	69.1	66.7	68.9	67.6	68.6	69.5	70.7

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 30

Revenue Rank: 30

Kansas City Market Overview



Metro Counties / Population (000)

Johnson, KS	421.0
Leavenworth, KS	70.5
Miami, KS	26.4
Wyandotte, KS	151.9
Cass, MO	78.5
Clay, MO	175.1
Jackson, MO	649.0
Lafayette, MO	32.9
Platte, MO	69.6
Ray, MO	22.4

1,697.3

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$44,000	\$47,600	\$53,300	\$59,400	\$66,700	\$73,800
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
	11.1%	\$82,000	\$88,500	\$96,500	\$104,200	\$112,500	8.2%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.10/1,000	\$4.05/1,000	\$4.86/1,000	Local	83%		
Revenue/Capita	\$27.07	\$43.48	\$63.21	National	17%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	1,625.4	1,697.3	0.9%	1,697.3	1,779.9	1.0%
Households	626.4	655.5	0.9%	655.5	696.0	1.2%
Retail Sales	14,203.3	18,201.3	5.1%	18,201.3	23,161.1	4.9%
EBI	27,517.8	30,337.0	2.0%	30,337.0	37,008.8	4.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	825.9	160.5	71.6	62.7	136.0	145.9	111.4	137.9
Women (000)	871.4	153.0	68.6	65.2	136.5	151.7	113.5	183.0
Total	1,697.3	313.5	140.1	127.9	272.5	297.6	224.9	320.9
Percentage	100.0%	18.5%	8.3%	7.5%	16.1%	17.5%	13.3%	18.9%
Per Capita	\$ 17,874							
Ethnic Population:								
White	84.5%							
Black	13.5%							
Asian	1.5%							
Hispanic	3.7%							

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		17	14	18	19	37
Tot 12+	0.0		69.1	66.9	69.1	20.9	90.0
Avg 12+	0.0		4.1	4.8	3.8	1.1	2.4
Tot LCS	0.0		76.8	74.3	76.8	23.2	100.0
Avg LCS	0.0		4.5	5.3	4.3	1.2	2.7

Competitive Overview

AM Stations													ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
WDAF	Kansas City	B	610	5.0	5.00	a	Entercom	22	9808		sw	Country	3,700	0.60	7.5	6.5	6.2	7.1	6.5	6.9	6.7	7.3	6.3
KCMO	Kansas City	B	710	10.0	5.00	a	Entercom	36	9808		sw	Talk	2,630	0.75	4.3	3.0	3.4	2.9	3.6	3.8	4.1	4.1	3.5
● KCCV	Overland Park	B	760	6.0	0.00	e	Bott Radio Network	47				Relgn/Talk			0.3	0.4	0.0	0.7	0.0	0.4	0.4	0.0	0.4
● WHB	Kansas City	B	810	50.0	5.00	k	Union Broadcasting	22	9909 p	8,000		Sports	300		0.4	0.4	0.0	0.3	0.3	0.4	0.5	0.3	0.4
	Gladstone	B	890	1.0	0.00		Mortenson Bcstg	96	9701	450		Gospel			0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
KMBZ	Kansas City	B	980	5.0	5.00	a	Entercom	21	9808		sw	Nws/Tlk/Spt	6,900	1.45	5.8	5.4	6.1	5.9	5.4	5.6	4.6	5.4	5.5
● KCWJ	Blue Springs	B	1030	1.0	0.50		Christian Bctg	84	9811 p	750		Christian	75		0.1	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
KEXS	Excelsior Sprng	B	1090	1.0	0.00		Campbell, Brad L.	68	9704	350		Gospel	200			0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
KCXL	Liberty	B	1140	0.5	0.00		Alpine Bcstg	67	9403	15		Talk/AC			0.2	0.0	0.5	0.0	0.4	0.4	0.0	0.0	0.5
KPHN	Kansas City	B	1190	5.0	0.25		KCBR-AM LP	71	9611	1,300		News/Talk	600		0.8	0.9	0.7	0.8	0.7	1.1	0.5	0.6	0.7
KKGM	Kansas City	B	1250	25.0	3.70	a	Entercom	26	9906	2,750		Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KLWN	Lawrence	B	1320	0.5 cp	0.25	h	Zimmer Radio	51	9808		c1	AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KFEZ	Kansas City	C	1340	0.2	0.20	j	Innovative Bcstg	25	9707	110		Nostalgia	700	0.66	1.3	0.6	0.9	1.2	1.4	1.2	1.1	1.3	1.1
KCNW	Fairway	B	1380	2.5	0.03		Catholic Radio	53	9810		g	Chrst/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● KKLO	Leavenworth	B	1410	5.0	0.50		New Life Evangel	46	9909 p	1,300		Cst/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● KUPN	Mission	B	1480	1.0	0.50		HME	57	9908	550		Mexican				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KCTE	Independence	B	1510	10.0	0.00	k	Union Broadcasting	89	9809	925		Sports	1,000	1.22	1.0	1.9	1.5	2.2	1.4	0.9	1.0	0.9	1.0
● KLEX	Lexington	B	1570	0.3	0.05	b	Bott Radio Network	56	9405		c2	Relgn/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● KPRT	Kansas City	B	1590	1.0	0.05	c	Carter, Mildred	50				Gospel	480	0.34	1.7	1.2	1.6	1.9	1.2	1.5	1.9	1.3	1.3
				# AM Stations -	19	# Combos -				10	AM TOTALS				23.5	20.3	20.9	23.4	20.9	22.2	21.6	21.2	20.7
				AM & FM Stations Profiled -	37	# Duopolies -				11	Total Local Commercial Share				90.0	90.0	90.1	89.8	89.8	90.2	90.7	91.4	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 31

Revenue Rank: 34

Milwaukee - Racine Market Overview



Metro Counties / Population (000)

Milwaukee, WI	958.3
Ozaukee, WI	80.1
Racine, WI	187.7
Washington, WI	112.3
Waukesha, WI	345.3
Total	1,683.7

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

ESTIMATED GROSS REVENUES ***	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$49,000	\$53,000	\$58,900	\$62,900	\$63,800	\$65,000
***	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	10.5%	\$71,800	\$77,600	\$84,600	\$93,000	\$100,400	8.7%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
Revenue/Capita	\$3.60/1,000	\$3.93/1,000	\$5.16/1,000	Local	85%		
	\$29.95	\$38.61	\$59.80	National	15%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	1,636.2	1,683.7	0.6%	1,683.7	1,679.0	-0.1%
Households	613.8	632.8	0.6%	632.8	639.2	0.2%
Retail Sales	13,609.7	16,538.6	4.0%	16,538.6	19,440.8	3.3%
EBI	26,670.2	28,771.2	1.5%	28,771.2	33,764.3	3.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	816.5	155.8	71.7	70.2	128.9	136.3	103.7	150.0
Women (000)	867.2	148.7	67.9	71.2	130.5	141.1	109.9	198.0
Total	1,683.7	304.5	139.5	141.4	259.3	277.3	213.6	348.0
Percentage	100.0%	18.1%	8.3%	8.4%	15.4%	16.5%	12.7%	20.7%
Per Capita	\$ 17,088	Median Household		\$ 38,747	Avg Household		\$ 45,467	
Ethnic Population:	White 82.3%	Black 15.5%	Asian 1.7%	Hispanic 4.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	12		13	18	16	34
Tot 12+	8.2	56.3		60.8	64.5	23.6	88.1
Avg 12+	1.4	4.7		4.7	3.6	1.5	2.6
Tot LCS	9.3	63.9		69.0	73.2	26.8	100.0
Avg LCS	1.6	5.3		5.3	4.1	1.7	2.9

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
• WEZY	Racine	A	92.1	2.7	492	d	Bilss	62	9708	5,000	c3	Soft AC	650		0.9	0.6	0.7	0.7	0.7	0.3	0.7	1.0	1.3
WBWI	West Bend	B	92.5	17.3	518	d	Bilss	58				Country	400		0.6	0.4	0.5	0.4	0.6	0.5	0.7	0.5	0.5
WJZI	Milwaukee	B	93.3	12.5	991	b	Milwaukee Radio	58	9710		st	NAC	2,500	1.12	3.1	4.0	4.1	3.9	2.7	3.0	2.6	2.7	2.6
WKTI	Milwaukee	B	94.5	14.0	955	c	Journal Bcst Group	59				Hot AC	8,000	1.99	5.6	5.4	5.3	4.1	5.8	4.5	5.3	4.9	5.2
• WZTR	Milwaukee	B	95.7	34.0	610	h	Clear Channel	61	9710	14,500		Oldies	2,400	0.71	4.7	4.2	4.4	4.2	3.6	4.2	4.2	4.1	4.0
WKLH	Milwaukee	B	96.5	20.0	810	e	Saga Comm Inc	58	8607	4,000	e	Clsc Rock	8,700	1.76	6.9	5.8	5.9	6.2	6.1	6.0	5.6	6.7	6.2
• WLTQ	Milwaukee	B	97.3	15.5	912	i	AMFM Inc	61	9910 p		g	Lite AC	3,350	0.97	4.8	4.8	4.2	5.9	4.5	4.0	4.1	5.0	3.7
• WFMR	Menomonee	A	98.3	6.0	292	e	Saga Comm Inc	66	9705	5,000	d5	Classical	900	0.48	2.6	2.4	2.0	2.2	1.9	1.5	2.8	2.3	2.5
WMYX	Milwaukee	B	99.1	50.0	449	g	Entercom	62	9907 p		g1	AC	4,000	0.99	5.6	4.3	5.1	5.1	4.9	4.6	5.3	5.1	4.9
WGLB	Port Washington	A	100.1	6.0	318	j	Kinlow, Joel J	69	9508	312	c6	70s Oldies			0.2	0.0	0.5	0.5	0.0	0.7	0.0	0.0	0.0
• WKKV	Racine	B	100.7	50.0	499	h	Clear Channel	48	9607		g	Urban CHR	3,100	0.59	7.3	6.2	6.4	6.2	6.8	7.0	6.7	6.6	5.3
WLUM	Milwaukee	B	102.1	20.0	761	b	Milwaukee Radio	60	9710		st	Rock	3,200	1.49	3.0	2.3	2.3	1.9	1.7	1.9	2.7	2.6	3.3
WLZR	Milwaukee	B	102.9	50.0	436	e	Saga Comm Inc	60	9403	7,000	c2	AOR	6,500	1.24	7.3	4.8	6.0	7.9	6.8	6.4	6.2	6.4	6.8
WXSS	Wauwatosa	B	103.7	19.5	840	g	Entercom	61	9907 p		g1	CHR	1,750	0.70	3.5	6.5	6.0	4.8	4.8	4.4	3.0	2.4	2.7
• WEXT	Sturtevant	A	104.7	6.0	322	a	Pride Comm LLC	93	9104	70	cp	Country	200		0.5	0.6	0.7	0.5	0.4	0.4	0.5	0.7	0.0
WTKM	Hartford	A	104.9	5.8	299	f	Kettle Moraine	73	9003	750	c1	Polka	700	0.81	1.2	1.2	1.3	1.0	0.7	1.6	0.9	1.0	0.7
WMIL	Waukesha	B	106.1	13.0	974	h	Clear Channel	62	9702	40,000	c4	Country	6,800	1.15	8.2	6.6	6.1	5.2	7.3	7.7	7.7	6.9	6.6
WJMR	Brookfield	A	106.9	6.0	328	e	Saga Comm Inc	95	9705		d5	R&B Oldies	1,700	0.62	3.8	3.4	3.0	1.9	2.8	2.1	4.2	3.8	3.3
# FM Stations -					18	# Combos -					17	FM TOTALS			69.8	63.5	64.5	62.6	62.1	60.8	63.2	62.7	59.6

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 31

Revenue Rank: 34

Milwaukee - Racine Market Overview



Metro Counties / Population (000)

Milwaukee, WI	958.3
Ozaukee, WI	80.1
Racine, WI	187.7
Washington, WI	112.3
Waukesha, WI	345.3
Total	1,683.7

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

ESTIMATED GROSS REVENUES	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$49,000	\$53,000	\$58,900	\$62,900	\$63,800	\$65,000	5.8%
***	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	10.5%	\$71,800	\$77,600	\$84,600	\$93,000	\$100,400	8.7%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
Revenue/Capita	\$3.60/1,000	\$3.93/1,000	\$5.16/1,000	Local	85%		
	\$29.95	\$38.61	\$59.80	National	15%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	1,636.2	1,683.7	0.6%	1,683.7	1,679.0	-0.1%
Households	613.8	632.8	0.6%	632.8	639.2	0.2%
Retail Sales	13,609.7	16,538.6	4.0%	16,538.6	19,440.8	3.3%
EBI	26,670.2	28,771.2	1.5%	28,771.2	33,764.3	3.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	816.5	155.8	71.7	70.2	128.9	136.3	103.7	150.0
Women (000)	867.2	148.7	67.9	71.2	130.5	141.1	109.9	198.0
Total	1,683.7	304.5	139.5	141.4	259.3	277.3	213.6	348.0
Percentage	100.0%	18.1%	8.3%	8.4%	15.4%	16.5%	12.7%	20.7%
Per Capita	\$ 17,088		Median Household	\$ 38,747		Avg Household	\$ 45,467	
Ethnic Population:	White	82.3%	Black	15.5%	Asian	1.7%	Hispanic	4.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	12		13	18	16	34
Tot 12+	8.2	56.3		60.8	64.5	23.6	88.1
Avg 12+	1.4	4.7		4.7	3.6	1.5	2.6
Tot LCS	9.3	63.9		69.0	73.2	26.8	100.0
Avg LCS	1.6	5.3		5.3	4.1	1.7	2.9

Competitive Overview

AM Stations										ARB 12+ Metro Shares (see rights)														
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
• WZER	Jackson	B	540	0.4	0.40		Catholic Radio	64	9810		g	Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTMJ	Milwaukee	B	620	50.0	10.00	c	Journal Bcst Group	27				Nws/Tlk/Spt	8,400	1.01	11.6	9.6	9.1	8.7	11.3	11.5	9.2	9.2	11.1	
WNOV	Milwaukee	B	860	0.3	0.01		Courier Comm	46	7301			Urban AC	800	0.53	2.1	1.7	1.2	1.6	1.6	1.9	1.6	1.7	2.2	
WOKY	Milwaukee	B	920	5.0	1.00	h	Clear Channel	47	9702		c4	Adlt Stndrd	1,700	0.39	6.0	4.8	4.2	5.9	5.8	5.0	5.9	4.6	5.8	
• WISN	Milwaukee	B	1130	50.0	10.00	i	AMFM Inc	22	9910 p		g	Talk	3,350	0.88	5.3	4.6	5.4	5.6	5.0	5.1	4.5	4.9	4.3	
WEMP	Milwaukee	B	1250	5.0	5.00	g	Entercom	35	9907 p		g1	Religion	200		0.4	0.0	0.0	0.0	0.0	0.5	0.3	0.3	0.4	
WMCS	Greenfield	B	1290	5.0	5.00	b	Milwaukee Radio	47	9710		st	Urban AC	900	0.54	2.3	2.1	2.0	2.2	1.6	1.9	2.4	2.1	1.7	
WJYI	Milwaukee	C	1340	1.0	1.00	e	Saga Comm Inc	55	9403		c2	ChrsContemp	175		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	
WAZI	Sussex	B	1370	0.5	0.50		L&L Pewaukee	79	8905		d	DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WRJN	Racine	C	1400	1.0	1.00	d	Bliss	26	9705		c3	Tlk/Nws/Spt	750		0.8	0.3	0.3	0.5	0.7	0.8	0.7	0.7	0.6	
WBJX	Racine	B	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	B	1470	2.5	2.50	d	Bliss	50	7010			Nws/Tlk/Spt			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	
WALK	Waukesha	B	1510	10.0	0.00	k	WALT-WEST WI	47	8611			Sports	350		0.7	0.5	0.7	0.9	0.9	0.7	0.4	0.5	1.0	
WTKM	Hartford	B	1540	0.5	0.00	f	Kettle Moraine	51	9003		c1	Polka			0.2	0.0	0.2	0.1	0.0	0.3	0.0	0.1	0.3	
WAUX	Lake Geneva	B	1550	1.0 cp	0.00	k	WALT-WEST WI	64	9508	120		Sports				0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	
WGLB	Elm Grove	B	1560	0.3 cp	0.25	j	Kinlow, Joel J	63	9508		c6	Gospel	350		0.5	0.4	0.5	0.5	0.4	0.3	0.4	0.5	0.5	
				# AM Stations -		16	# Combos -		12	AM TOTALS						30.1	24.0	23.6	26.0	27.4	28.0	25.4	24.9	28.3
				AM & FM Stations Profiled -		34	# Duopolles -		8	Total Local Commercial Share						87.5	88.1	88.6	89.5	88.8	88.6	87.6	87.9	

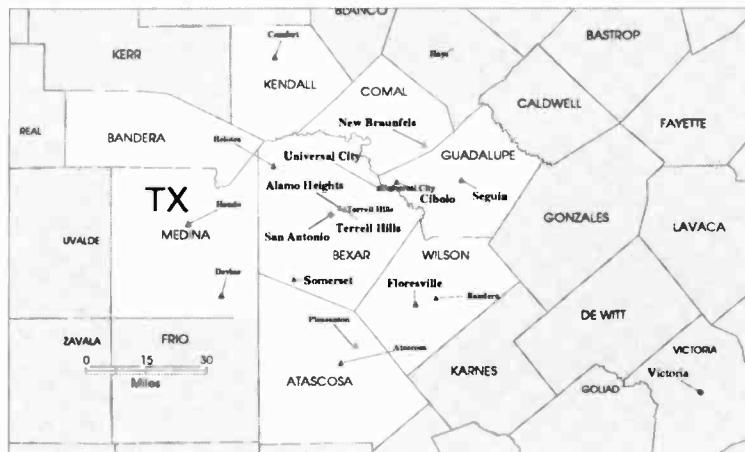
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 32

Revenue Rank: 32

San Antonio, TX Market Overview



Metro Counties / Population (000)

Atascosa, TX	35.9
Bandera, TX	15.4
Bexar, TX	1,346.7
Comal, TX	72.0
Guadalupe, TX	78.7
Kendall, TX	22.3
Medina, TX	35.7
Wilson, TX	30.3
Total	1,637.0

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

ESTIMATED GROSS REVENUES ***

	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$44,500	\$49,600	\$54,700	\$60,200	\$64,700	\$67,600	8.7%
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	9.5%	\$74,000	\$78,400	\$84,700	\$90,600	\$97,900	7.2%

	1992	1997	2002	Est. Breakout
Revenue/Retail Sales	\$3.92/1,000	\$4.65/1,000	\$5.21/1,000	Local 75%
Revenue/Capita	\$29.85	\$41.30	\$54.60	National 25%

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	1,491.0	1,637.0	1.7%	1,637.0	1,792.9	1.8%
Households	516.6	570.2	2.0%	570.2	634.9	2.2%
Retail Sales	11,344.2	14,538.8	5.1%	14,538.8	18,786.1	5.3%
EBI	18,973.1	23,122.1	4.0%	23,122.1	30,258.4	5.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	796.8	166.6	78.1	71.3	124.9	128.1	96.8	131.0
Women (000)	840.2	159.6	75.2	73.7	124.9	137.2	103.2	166.3
Total	1,637.0	326.2	153.3	145.1	249.8	265.3	200.0	297.3
Percentage	100.0%	19.9%	9.4%	8.9%	15.3%	16.2%	12.2%	18.2%
Per Capita	\$ 14,125		Median Household	\$ 31,277		Avg Household	\$ 40,551	
Ethnic Population:	White 91.7%	Black 6.2%	Asian 1.6%	Hispanic 52.5%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		15	14	18	20	38
Tot 12+	0.3		69.1	68.7	69.4	20.6	90.0
Avg 12+	0.1		4.6	4.9	3.9	1.0	2.4
Tot LCS	0.3		76.8	76.3	77.1	22.9	100.0
Avg LCS	0.1		5.1	5.5	4.3	1.1	2.6

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
• KNBT	New Braunfels	A	92.1	3.0	299	c	New Braunfels	68	8912	975	c2	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KSJL	Devine	C2	92.5	50.0 cp	492	a	Clear Channel	82	9810	1,500		Urban AC	900	0.27	4.5	0.9	1.3	1.1	1.7	3.4	4.4	4.4	3.6
	KROM	San Antonio	C1	92.9	45.0	1352	b	Hispanic Bcstg	47	9702		g2 3 Spanish	3,750	1.01	5.0	3.7	2.8	4.0	2.7	3.9	4.0	4.4	5.3
• KLEY	Floresville	C2	94.1	25.0	696		Spanish Bcstg	77	9804	9,000		Spanish	2,000	1.80	1.5	1.9	2.5	3.5	3.2	1.9	1.0	1.5	1.0
	KRNH	Comfort	C2	95.1	36.0	564		Radio Ranch Inc	94			Country				0.6	0.4	0.0	0.0	0.0	0.0	0.0	0.0
• KXXM	San Antonio	C1	96.1	99.0	597	a	Clear Channel	64	9808	15,000	1	CHR			0.2	6.8	7.6	8.4	7.4	0.7	0.0	0.0	0.0
• KAJA	San Antonio	C	97.3	98.0	984	a	Clear Channel	79			1	Country	5,250	1.16	6.1	5.3	3.9	4.2	5.3	5.1	5.0	5.3	5.9
	KBUC	Pleasanton	A	98.3	3.0	299		Reding Enterprises	76			Country			0.2	0.3	0.3	0.0	0.0	0.0	0.0	0.5	0.3
	KEEP	Bandera	A	98.3	1.7	430		Fritz Bcstg Co Inc	81	9906	108	2 Amerc/AAA				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KISS	San Antonio	C	99.5	100.0	1112	d	Cox Radio Inc	46	9709	30,000	d3	AOR	5,250	1.09	6.5	7.6	7.5	5.8	5.2	6.1	6.2	5.5	4.9
	KCY Y	San Antonio	C	100.3	98.0	984	d	Cox Radio Inc	66	9704		g1 Country	5,800	1.40	5.6	5.2	4.4	4.0	4.0	4.8	4.9	4.4	5.6
	KONO	Helotes	C1	101.1	98.0 cp	991	d	Cox Radio Inc	71	9803	23,000	c4 Oldies	3,200	0.90	4.8	4.5	4.7	5.5	4.4	4.3	4.9	4.3	3.4
• KQXT	San Antonio	C1	101.9	100.0	669	a	Clear Channel	67	9301	8,000	1	AC	3,700	1.00	5.0	4.2	3.2	4.2	3.5	4.5	4.7	4.2	4.0
	KTFM	San Antonio	C1	102.7	100.0	669	e	Waterman Bcstg	69			CHR/Dance	7,000	0.80	11.8	9.7	11.3	9.4	9.2	10.3	10.0	10.6	10.5
	KZEP	San Antonio	C1	104.5	100.0	659		Lotus Comm Corp	66			Clsc Rock	5,500	0.92	8.1	5.9	6.3	7.0	7.4	7.4	7.7	6.3	7.0
• KSMG	Seguin	C	105.3	94.0	1250	d	Cox Radio Inc	70	9709		d3	Hot AC	5,700	1.03	7.5	3.7	4.6	4.3	5.5	7.5	6.5	6.2	6.1
	KCJZ	Terrell Hills	C	106.7	100.0	1017	d	Cox Radio Inc	79	9704		g1 R&B Oldies	1,700	0.74	3.1	4.7	2.2	2.6	3.1	2.9	2.7	2.7	2.5
	KXTN	San Antonio	C	107.5	97.0	1470	b	Hispanic Bcstg	67	9702		g2 3 Tejano	8,900	1.85	6.5	5.7	6.4	4.7	5.3	5.5	5.2	6.1	6.2
	# FM Stations -				18		# Combos -	13				FM TOTALS			76.4	70.7	69.4	68.7	67.9	68.3	67.2	66.4	66.3

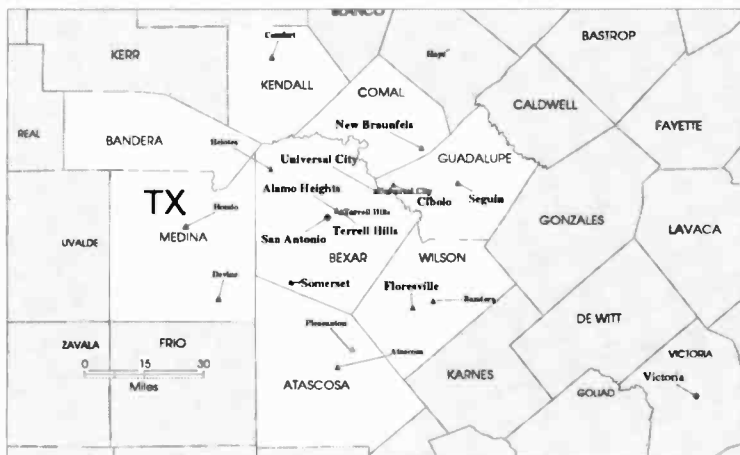
• Indicates a change since last edition

1/ See Introduction section for Interpretation of revenue estimates.

Metro Rank: 32

Revenue Rank: 32

San Antonio, TX Market Overview



Metro Counties / Population (000)

Atascosa, TX	35.9
Bandera, TX	15.4
Bexar, TX	1,346.7
Comal, TX	72.0
Guadalupe, TX	78.7
Kendall, TX	22.3
Medina, TX	35.7
Wilson, TX	30.3
Total	1,637.0

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$44,500	\$49,600	\$54,700	\$60,200	\$64,700	\$67,600
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
	9.5%	\$74,000	\$78,400	\$84,700	\$90,600	\$97,900	7.2%
	1992	1997	2002			Est. Breakout	
Revenue/Retail Sales	\$3.92/1,000	\$4.65/1,000	\$5.21/1,000			Local 75%	
Revenue/Capita	\$29.85	\$41.30	\$54.60			National 25%	

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	1,491.0	1,637.0	1.7%	1,637.0	1,792.9	1.8%
Households	516.6	570.2	2.0%	570.2	634.9	2.2%
Retail Sales	11,344.2	14,538.8	5.1%	14,538.8	18,786.1	5.3%
EBI	18,973.1	23,122.1	4.0%	23,122.1	30,258.4	5.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	796.8	166.6	78.1	71.3	124.9	128.1	96.8	131.0
Women (000)	840.2	159.6	75.2	73.7	124.9	137.2	103.2	166.3
Total	1,637.0	326.2	153.3	145.1	249.8	265.3	200.0	297.3
Percentage	100.0%	19.9%	9.4%	8.9%	15.3%	16.2%	12.2%	18.2%
Per Capita	\$ 14,125	Median Household		\$ 31,277	Avg Household		\$ 40,551	
Ethnic Population:	White 91.7%	Black 6.2%	Asian 1.6%	Hispanic 52.5%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		15	14	18	20	38
Tot 12+	0.3		69.1	68.7	69.4	20.6	90.0
Avg 12+	0.1		4.6	4.9	3.9	1.0	2.4
Tot LCS	0.3		76.8	76.3	77.1	22.9	100.0
Avg LCS	0.1		5.1	5.5	4.3	1.1	2.6

Competitive Overview

AM Stations											ARB 12+ Metro Shares (see rights)													
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
KTSA	San Antonio	B	550	5.0	5.00	e	Waterman Bcstg	22	6506			Nws/Tlk/Spt	4,100	1.03	5.4	3.5	3.7	5.7	4.7	5.9	3.8	5.0	4.4	
KSLR	San Antonio	B	630	5.0	0.00		Salem Comm Corp	26	9406		g	Religion			0.7	0.6	0.7	0.5	0.7	0.7	0.5	0.7	0.5	
KKYX	San Antonio	B	680	50.0	10.00	d	Cox Radio Inc	26	9704		g1	Country	750	0.44	2.3	2.0	1.6	1.8	2.0	1.5	2.2	2.4	2.1	
● KSAH	Universal City	B	720	10.0	0.89		Ganadores Inc	86				Spanish	1,175		0.9	0.0	1.1	0.8	0.6	0.8	0.8	0.6	1.1	
● KTKR	San Antonio	B	760	50.0	1.00	a	Clear Channel	84	9306	800	1	Sports	525		0.8	0.8	0.8	0.5	0.8	0.5	0.8	0.8	0.6	
● KSJL	Somerset	B	810	0.3 cp	0.25		Maranatha Bcstg	88	9804	750	1	Urban AC				0.6	0.8	0.6	1.0	0.0	0.0	0.0	0.0	
KONO	San Antonio	B	860	5.0	0.90	d	Cox Radio Inc	27	9803		c4	Oldies	475		0.9	1.0	0.7	0.8	0.9	0.6	0.6	0.9	1.0	
● KLUP	Terrell Hills	B	930	5.0	1.00	d	Cox Radio Inc	47	9709		d3	Nostalgia	525	0.24	2.9	2.4	2.6	2.1	2.2	2.2	2.4	3.1	2.5	
KDRY	Alamo Heights	B	1100	11.0	1.00		KDRY Inc	63				Religion	500		0.5	0.0	0.4	0.5	0.0	0.5	0.4	0.4	0.5	
KENS	San Antonio	B	1160	10.0	1.00		Belo Corp	61	9712		g	News/Talk			0.3	0.0	0.4	0.0	0.0	0.4	0.0	0.4	0.4	
● WOAI	San Antonio	A	1200	50.0	50.00	a	Clear Channel	22	7506		1	News/Talk	4,450	1.63	3.7	3.6	3.9	3.4	2.7	2.5	3.8	3.1	3.6	
● KZDC	San Antonio	B	1250	1.0	1.00		Radlo Unica	53	9801		na	Spn/Nws/Tlk			0.4	0.6	1.0	1.0	0.7	1.0	0.5	0.0	0.0	
● KXTN	San Antonio	B	1310	5.0	0.28		Heart Unlimited Inc	48	9712 p		na	3 Tejano				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KCOR	San Antonio	B	1350	5.0	5.00	b	Hispanic Bcstg	46	9702		g2	3 Tejano	1,350	0.70	2.6	1.6	0.8	2.1	1.9	1.7	2.7	1.8	2.8	
KFNI	Pleasanton	B	1380	4.0	0.17		Freedom Network	51	9905	9,500		Variety				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● KGNB	New Braunfels	B	1420	1.0	0.20	c	New Braunfels	50	8912		c2	Nws/Tlk/Spt			0.2	0.4	0.0	0.4	0.0	0.3	0.0	0.0	0.3	
KCWM	Hondo	B	1460	0.5	0.23		Hondo Comm Inc	70	9611		na	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KCHL	San Antonio	B	1480	2.5	0.09		Martin Bcstg Inc	60	9206	150		ChrsContemp	500		0.7	0.6	0.0	0.0	0.5	0.5	0.7	0.6	0.6	
KEDA	San Antonio	B	1540	5.0	1.00		D & E Bcstg	66	7610			Spanish	500		0.9	0.8	1.5	0.8	1.9	0.7	0.8	1.0	0.8	
KWED	Seguin	B	1580	1.0	0.25		Pinwheel Comm Co	48	9411	348		Country	500		0.3	0.4	0.6	0.4	0.3	0.0	0.5	0.4	0.3	
# AM Stations -				20	# Combos -				8	AM TOTALS						23.5	18.9	20.6	21.4	20.9	19.8	20.5	21.2	21.5
AM & FM Stations Profiled -				38	# Duopolies -				8	Total Local Commercial Share						89.6	90.0	90.1	88.8	88.1	87.7	87.6	87.8	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 33

Revenue Rank: 52

Providence-Warwick-Pawtucket, RI Market Overview



Metro Counties / Population (000)

Bristol, RI	49.5
Kent, RI	161.3
Newport, RI	80.7
Providence, RI	575.0
Washington, RI	120.5
Bristol, MA	515.1
Total	1,502.1

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$28,000	\$30,700	\$34,700	\$36,300	\$37,500	\$39,000
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
	6.9%	\$41,700	\$44,200	\$47,300	\$51,100	\$54,700	7.0%
	1992	1997	2002			Est. Breakout	
Revenue/Retail Sales	\$2.47/1,000	\$2.89/1,000	\$3.58/1,000			Local	75%
Revenue/Capita	\$18.39	\$25.96	\$36.55			National	25%

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	1,522.9	1,502.1	-0.3%	1,502.1	1,496.4	-0.1%
Households	570.1	564.6	-0.2%	564.6	568.6	0.1%
Retail Sales	11,314.8	13,490.5	3.6%	13,490.5	15,286.2	2.5%
EBI	22,856.9	24,243.9	1.2%	24,243.9	27,687.0	2.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	721.8	121.9	56.9	71.8	112.8	119.8	91.2	147.4
Women (000)	780.3	114.8	54.9	74.3	111.2	122.9	96.2	206.0
Total	1,502.1	236.7	111.9	146.1	224.0	242.6	187.4	353.5
Percentage	100.0%	15.8%	7.4%	9.7%	14.9%	16.2%	12.5%	23.5%
Per Capita	\$ 16,500	Median Household		\$ 35,300	Avg Household		\$ 43,742	
Ethnic Population:	White 92.4%	Black 4.9%	Asian 2.2%	Hispanic 6.4%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	9		11	16	21	37
Tot 12+	8.6	46.2		53.2	54.8	15.3	70.1
Avg 12+	1.2	5.1		4.8	3.4	0.7	1.9
Tot LCS	12.3	65.9		75.9	78.2	21.8	100.0
Avg LCS	1.8	7.3		6.9	4.9	1.0	2.7

Competitive Overview

Some stations also rated in New Bedford-Fall River.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000) ^{1/}	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
															Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997		
• WPRO	Providence	B	92.3	39.0	551	a	Citadel Comm Corp	49	9707		g1	CHR	3,750	0.98	9.2	7.3	6.8	6.8	6.9	6.7	7.3	7.3	5.3	
• WSNE	Taunton	B	93.3	30.0	620	e	AMFM Inc	66	9910 p		g	AC	4,700	1.59	7.1	4.7	5.7	4.7	4.7	5.1	5.9	4.9	4.6	
• WHJY	Providence	B	94.1	50.0 cp	456	e	AMFM Inc	66	9910 p		g	AOR	6,550	1.62	9.7	7.2	7.2	6.1	6.6	6.7	7.7	6.5	7.3	
• WBRU	Providence	B	95.5	18.5 cp	456		Brown Bcstg Svc	66				Alternative	1,900	0.91	5.0	5.1	4.5	4.8	3.9	4.0	3.9	3.3	3.4	
• WCRI	Block Island	A	95.9	6.0	174		Charles River Bcstg	94	9905	738	na	Classical				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				Ethnic	n/a		0.6	0.9	0.6	0.5	0.6	0.5	0.5	0.5	0.3	
• WCTK	New Bedford	B	98.1	47.0	509	b	Hall	46	6610			Country	2,500	0.82	7.3	6.3	5.1	4.8	4.4	5.3	4.8	5.1	6.0	
• WADK	Block Island	A	99.3	4.6	177	f	Astro Tele-Comm	88	9909	1,800	c3	Dance/Jazz				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WHCK	Wakefield-Peace	A	99.7	2.3	535	a	Citadel Comm Corp	95	9709	8,500	d1	Alternative	600	0.69	2.1	0.2	0.7	0.7	1.1	1.1	1.6	1.3	2.2	
	WHKK	Middletown	A	100.3	4.2	295	a	Citadel Comm Corp	78	9706 p		d1	70s Oldies	800	0.87	2.2	1.3	1.1	1.1	1.5	1.5	1.9	1.9	1.0
• WWBB	Providence	B	101.5	13.5	951	c	Clear Channel	68	9612		g3	Oldies	4,100	1.18	8.3	5.7	6.0	7.3	6.3	6.2	5.8	5.9	6.1	
	WAKX	Narraganst Pier	A	102.7	2.0	226	d	Back Bay Bcstrs Inc	90	9703 p	1,000		Urban			0.2	0.0	0.3	0.4	0.2	0.1	0.2	0.2	
	WWRX	Westerly	B	103.7	37.0	568	c	Clear Channel	67	9612		g3	Clsc Rock	3,200	1.63	4.7	2.6	2.9	3.5	3.3	3.3	3.3	3.1	3.8
• WWLI	Providence	B	105.1	50.0	499	a	Citadel Comm Corp	48	9707		g1	AC	5,000	1.07	11.2	8.3	7.4	7.4	8.1	8.7	6.7	9.2	7.9	
	WWKX	Woonsocket	A	106.3	2.5 cp	518	d	Back Bay Bcstrs Inc	49	9009	2,400		Urban	1,750	0.71	5.9	4.5	4.6	4.4	5.5	4.1	4.9	4.2	3.9
• WFHN	Fairhaven	A	107.1	6.0 cp	325	h	Citadel Comm Corp	89	9910 p			CHR		n/a	3.1	1.9	1.9	1.6	2.1	2.1	2.1	1.7	3.0	
				# FM Stations -		16	# Combos -		12	FM TOTALS				76.6	56.0	54.8	54.1	55.2	55.4	56.6	55.1	55.0		

• Indicates a change since last edition

^{1/} See introduction section for interpretation of revenue estimates.

Metro Rank: 33

Revenue Rank: 52

Providence-Warwick-Pawtucket, RI Market Overview



Metro Counties / Population (000)

Bristol, RI	49.5
Kent, RI	161.3
Newport, RI	80.7
Providence, RI	575.0
Washington, RI	120.5
Bristol, MA	515.1
Total	1,502.1

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$28,000	\$30,700	\$34,700	\$36,300	\$37,500	\$39,000
★★★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	6.9%	\$41,700	\$44,200	\$47,300	\$51,100	\$54,700	7.0%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$2.47/1,000	\$2.89/1,000	\$3.58/1,000	Local	75%		
Revenue/Capita	\$18.39	\$25.96	\$36.55	National	25%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	1,522.9	1,502.1	-0.3%	1,502.1	1,496.4
Households	570.1	564.6	-0.2%	564.6	568.6	0.1%
Retail Sales	11,314.8	13,490.5	3.6%	13,490.5	15,286.2	2.5%
EBI	22,856.9	24,243.9	1.2%	24,243.9	27,687.0	2.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	721.8	121.9	56.9	71.8	112.8	119.8	91.2	147.4
Women (000)	780.3	114.8	54.9	74.3	111.2	122.9	96.2	206.0
Total	1,502.1	236.7	111.9	146.1	224.0	242.6	187.4	353.5
Percentage	100.0%	15.8%	7.4%	9.7%	14.9%	16.2%	12.5%	23.5%
Per Capita	\$ 16,500			Median Household	\$ 35,300		Avg Household	\$ 43,742
Ethnic Population:	White	92.4%	Black	4.9%	Asian	2.2%	Hispanic	6.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	9		11	16	21	37
Tot 12+	8.6	46.2		53.2	54.8	15.3	70.1
Avg 12+	1.2	5.1		4.8	3.4	0.7	1.9
Tot LCS	12.3	65.9		75.9	78.2	21.8	100.0
Avg LCS	1.8	7.3		6.9	4.9	1.0	2.7

Competitive Overview

Some stations also rated in New Bedford-Fall River.

AM Stations														ARB 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997		
• WLKW	Pawtucket	B	550	1.0	0.50	d	Back Bay Bcstrs Inc	50	9505	720		Talk	500	0.21	5.8	2.8	4.2	4.4	3.3	4.7	4.3	4.9	2.9		
• WPRO	Providence	B	630	5.0	5.00	a	Citadel Comm Corp	31	9707		g1	Nws/Tlk/Spt	3,100	1.14	6.5	4.8	4.2	4.5	4.0	3.9	5.3	4.4	5.3		
• WSKO	Providence	B	790	5.0	5.00	a	Citadel Comm Corp	22	9707		g1	Sports	1,000		0.5	1.2	0.6	1.0	0.9	0.7	0.6	0.3	0.0		
• WHJJ	Providence	B	920	5.0	5.00	e	AMFM Inc	22	9910 p		g	News/Talk	1,000	0.50	4.8	2.5	2.8	1.9	2.8	2.6	3.0	4.2	4.1		
• WALE	Greenville	B	990	50.0	5.00		No Amer Bcstg Co	48	9405	500		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WPMZ	E. Providence	B	1110	5.0	0.25		Video Mundo Bcstg	47	9803	900		Spanish	350	0.65	1.3	0.7	1.0	0.0	1.8	1.7	1.4	0.0	0.7		
	WJJF	Hope Valley	B	1180	1.8	0.00	Fuller, John	85				Country	250			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
	WRIB	Providence	B	1220	1.0	0.17	Catholic Radio	46	9910		g	Reign/Ethnc				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WXNI	Westerly	C	1230	6.0 cp	6.00		WRNI Foundation	49	9904	300		Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WOON	Woonsocket	C	1240	1.0	1.00		Willow Farm Inc	46	9811	380		FullService				0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WRNI	Providence	B	1290	5.0	5.00		Boston University	47	9808	1,975		Public				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
	WJYT	Attleboro	B	1320	5.0	5.00	Add Radio Group	50	9807	See (165)		Spanish	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WNBH	New Bedford	C	1340	1.0	1.00	b	Hall	21	6610			Country	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
	WEGM	Wickford	B	1370	0.3	0.13	Fuller, John	61	9806	75		DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
	WNRI	Woonsocket	B	1380	2.5	0.02	Willow Farm Inc	54	9905	850		Talk/Nstlg	375		0.9	0.0	0.0	0.4	0.5	0.9	0.8	0.6	0.4		
	WHTB	Fall River	C	1400	1.0	1.00	Karam, Bob &	48	8905	See (165)		Portuguese	n/a		0.2	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.5		
• WBSM	New Bedford	B	1420	5.0	1.00	h	Citadel Comm Corp	49	9910 p			News/Talk	n/a		1.6	0.8	1.0	0.8	1.4	0.8	0.8	1.8	1.2		
	WDYZ	West Warwick	C	1450	1.0	1.00	Hibernia Comm	56	9801	550		Children				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
	WSAR	Fall River	B	1480	5.0	5.00	Karam, Bob &	21	9211	See (165)		Nws/Tlk/Spt	n/a		0.8	0.4	0.4	0.8	0.7	0.6	0.8	0.4	0.4		
• WADK	Newport	B	1540	1.0	0.00	f	Astro Tele-Comm	48	9909		c3	News/Talk	275		0.2	0.0	0.3	0.6	0.0	0.0	0.0	0.5	0.0		
	WARV	Warwick	B	1590	5.0	5.00	Blount Comm	59	7807			Religion			0.8	0.3	0.3	0.4	0.7	0.6	0.6	0.4	0.6		
# AM Stations -					21	# Combos -					9	AM TOTALS					23.4	13.8	15.3	14.8	16.1	16.5	17.6	17.5	16.1
AM & FM Stations Profiled -					37	# Duopolles -					10	Total Local Commercial Share						69.8	70.1	68.9	71.9	71.9	74.2	72.6	71.1

• Indicates a change since last edition
 1/ See introduction section for Interpretation of revenue estimates.

Metro Rank: 34

Revenue Rank: 29

Columbus, OH Market Overview



Metro Counties / Population (000)

Delaware, OH	86.8
Fairfield, OH	122.2
Franklin, OH	1,017.4
Licking, OH	139.5
Madison, OH	41.1
Pickaway, OH	53.4
Union, OH	38.7
Total	1,499.1

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$46,900	\$53,000	\$58,400	\$65,000	\$68,000	\$76,700
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
	9.3%	\$83,800	\$91,300	\$98,600	\$106,500	\$116,100	8.5%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
Revenue/Capita	\$4.02/1,000	\$3.93/1,000	\$4.48/1,000	Local	80%		
	\$33.47	\$52.52	\$76.92	National	20%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	1,401.3	1,460.4	0.8%	1,460.4	1,509.4	0.7%
Households	533.5	560.5	1.0%	560.5	588.7	1.0%
Retail Sales	11,657.3	19,495.0	10.8%	19,495.0	25,920.0	5.9%
EBI	22,254.3	22,904.0	0.6%	22,904.0	32,777.0	7.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	731.2	132.8	60.9	78.8	127.7	126.4	92.6	112.1
Women (000)	767.9	126.9	58.1	78.3	124.3	133.0	98.6	148.7
Total	1,460.4	259.7	118.9	157.0	252.0	259.4	191.2	260.8
Percentage	100.0%	17.8%	8.1%	10.8%	17.3%	17.8%	13.1%	17.9%
Per Capita	\$ 17,667							
Median Household					\$ 38,164			
Avg Household								\$ 46,132
Ethnic Population:								
White	84.8%							
Black	13.0%							
Asian	2.0%							
Hispanic	1.0%							

Market Summary

FM Classes	Class A	Class B	Class C	Viab. FMs	All FMs	All AMs	Total
# Stations	12	10		15	22	11	33
Tot 12+	23.1	46.9		64.7	70.0	15.9	85.9
Avg 12+	1.9	4.7		4.3	3.2	1.4	2.6
Tot LCS	26.9	54.6		75.3	81.5	18.5	100.0
Avg LCS	2.2	5.5		5.0	3.7	1.7	3.0

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
• WCOL	Columbus	B	92.3	22.0	755	f	Clear Channel	47	9905		g1	Country	9,000	1.14	9.4	6.3	5.8	7.6	9.0	8.8	7.7	6.2	8.3
WKKJ	Chillicothe	B	93.3	43.0 cp	532	f	Secret Comm	61	9811	6,000		Country			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0
WQIO	Mount Vernon	B	93.7	37.0	564	g	KNOX Bcstg Corp	51				80s Hits	650		0.8	0.5	0.0	0.4	0.5	0.8	0.5	0.6	0.8
WSNY	Columbus	B	94.7	22.0	753	d	Saga Comm Inc	48	8607	16,900	c2	AC	12,000	1.56	9.2	7.3	7.8	6.9	6.0	6.6	8.4	7.7	7.9
WHOK	Lancaster	B	95.5	21.0	761	j	Infinity Bcstg	58	9808		sw	Country	3,600	0.91	4.7	3.5	4.2	4.1	4.2	3.9	4.0	4.3	3.4
WLWQ	Columbus	B	96.3	18.0	751	j	Infinity Bcstg	59	9808		sw	AOR/CIRck	8,500	1.54	6.6	6.5	7.2	5.7	6.0	6.0	4.8	5.9	5.0
• WBNS	Columbus	B	97.1	20.5	781	b	Radio Ohio, Inc.	59				Oldies	3,350	0.63	6.3	4.6	4.1	4.9	5.6	4.7	3.9	6.2	5.9
• WNCI	Columbus	B	97.9	175.0	561	f	Clear Channel	61	9905		g1	CHR	12,500	1.31	11.4	9.9	10.1	9.0	8.3	9.8	8.8	9.6	9.4
WXMG	Upper Arlington	A	98.9	6.0 cp	328	h	Blue Chip Bcstg Ltd	89	9808	10,100		R&B Oldies	1,000		0.9	2.1	2.3	1.5	2.0	0.6	0.9	1.4	0.0
WBZX	Columbus	B	99.7	20.0	784	a	N American Bcstg	62				AOR	6,400	1.25	6.1	5.3	5.5	4.6	4.1	4.2	5.4	5.3	5.3
WCLT	Newark	B	100.3	50.0	390	e	WCLT Radio Inc	47				Country	1,400	0.62	2.7	1.7	2.2	1.7	1.8	2.0	2.6	2.2	2.2
WWCD	Grove City	A	101.1	6.0	328		Ingleside Radio Inc	90	9110	2,000		Alternative	1,650	0.98	2.0	2.4	2.2	2.5	1.6	1.5	1.8	1.4	1.8
WNKO	Newark	A	101.7	3.0	299	c	Runnymede Corp	72				Oldies	400		0.5	0.9	0.6	1.3	0.6	0.4	0.0	0.6	0.8
WSMZ	Johnstown	A	103.1	1.6	443		Stop 26-Riverbend	75	9512	1,500		Urban AC	500	0.46	1.3	0.7	1.1	0.8	0.8	0.7	1.3	0.8	1.4
WJZA	Lancaster	A	103.5	4.0 cp	404	i	Scantland Bcstg Ltd	89	9706 p	1,200		Smooth Jazz	500	0.43	1.4	1.1	0.9	0.6	1.1	1.2	1.3	1.3	1.0
WEGE	Westerville	A	103.9	5.1	354		N American Bcstg	98	9902	5,000		Clsc Hits			2.1	2.0	2.3	1.8	0.0	0.0	0.0	0.0	
WZJZ	Richwood	A	104.3	3.4	436	i	Scantland Bcstg Ltd	96				Smooth Jazz	1,200	0.80	1.8	0.6	0.7	0.6	0.8	1.5	1.4	1.7	1.4
• WZAZ	Marysville	A	105.7	2.5	512	f	Clear Channel	90	9905		g1	Alternative	3,000	0.80	4.5	1.8	1.8	2.4	2.2	3.7	3.9	3.6	3.6
WCZZ	London	A	106.3	6.0	328	h	Blue Chip Bcstg Ltd	65	9702	4,400		Smooth Jazz			0.3	0.9	0.7	0.6	0.6	0.9	0.0	0.0	0.0
• WAZU	Circleville	A	107.1	3.0	328	f	Infinity Bcstg	65	9808		sw	New Rock	1,150	0.91	1.5	1.8	2.0	1.7	1.3	1.0	1.1	1.2	1.7
WCKX	Columbus	A	107.5	1.9	413	h	Blue Chip Bcstg Ltd	96	9709	4,500		Urban	3,800	0.62	7.3	7.1	6.6	7.3	6.8	6.2	7.6	6.8	3.6
WXST	Delaware	A	107.9	2.6	505		Associated Comm	91	9605	1,950		80s Hits	500	0.33	1.8	1.9	2.2	2.3	3.1	2.6	1.6	1.1	0.6
# FM Stations -					22	# Combos -					18	FM TOTALS		80.6	69.0	70.0	68.8	68.2	67.1	67.0	68.4	64.1	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 34

Revenue Rank: 29

Columbus, OH Market Overview



Metro Counties / Population (000)

Delaware, OH	86.8
Fairfield, OH	122.2
Franklin, OH	1,017.4
Licking, OH	139.5
Madison, OH	41.1
Pickaway, OH	53.4
Union, OH	38.7
Total	1,499.1

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97						
		\$46,900	\$53,000	\$58,400	\$65,000	\$68,000	\$76,700	10.3%					
Δ 97 - 98	9.3%	1998	\$83,800	1999	\$91,300	2000	\$98,600	2001	\$106,500	2002	\$116,100	Δ 98 - 02	8.5%
Revenue/Retail Sales	\$4.02/1,000	\$3.93/1,000	\$4.48/1,000	Est. Breakout		Local	80%						
Revenue/Capita	\$33.47	\$52.52	\$76.92	National	20%								

Demographic and Economic Overview

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

MSA	1992	1997	Growth Rate	1997	2002	Growth Rate
	Population	1,401.3	1,460.4	0.8%	1,460.4	1,509.4
Households	533.5	560.5	1.0%	560.5	588.7	1.0%
Retail Sales	11,657.3	19,495.0	10.8%	19,495.0	25,920.0	5.9%
EBI	22,254.3	22,904.0	0.6%	22,904.0	32,777.0	7.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	731.2	132.8	60.9	78.8	127.7	126.4	92.6	112.1
Women (000)	767.9	126.9	58.1	78.3	124.3	133.0	98.6	148.7
Total	1,460.4	259.7	118.9	157.0	252.0	259.4	191.2	260.8
Percentage	100.0%	17.8%	8.1%	10.8%	17.3%	17.8%	13.1%	17.9%
Per Capita	\$ 17,667	Median Household	\$ 38,164	Avg Household	\$ 46,132			
Ethnic Population:	White 84.8%	Black 13.0%	Asian 2.0%	Hispanic 1.0%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	12	10		15	22	11	33
Tot 12+	23.1	46.9		64.7	70.0	15.9	85.9
Avg 12+	1.9	4.7		4.3	3.2	1.4	2.6
Tot LCS	26.9	54.6		75.3	81.5	18.5	100.0
Avg LCS	2.2	5.5		5.0	3.7	1.7	3.0

Competitive Overview

AM Stations											ARB 12+ Metro Shares (see rights)												
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
• WTVN	Columbus	B	610	5.0 cp	50.00	f	Clear Channel	24	9905		g1	Nws/Tlk/Spt	9,100	1.21	9.0	8.0	8.0	8.3	7.5	7.8	7.3	7.7	7.1
WHTH	Heath	B	790	1.0	0.03	c	Runnymede Corp	70				Country			0.2	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.7
WRFD	Columbus	B	880	23.0	0.00		Salem Comm Corp	47	8202	1,800		Chrst/Talk			0.7	0.7	0.4	0.7	0.7	0.6	0.5	0.6	0.6
WMNI	Columbus	B	920	1.0	0.50	a	N American Bcstg	58				Adlt Stndrd	1,350	0.45	3.6	3.7	2.2	2.9	2.9	2.9	3.3	3.0	2.7
• WFII	Columbus	C	1230	1.0	1.00	f	Clear Channel	22	9905		g1	Talk	500	0.50	1.2	0.9	0.8	1.3	1.5	0.8	1.3	1.1	0.8
WMVO	Mount Vernon	B	1300	0.4	0.05	g	KNOX Bcstg Corp	53				Variety			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WLOH	Lancaster	B	1320	1.0	0.03		WLOH Inc	48	9802	100		Oldies			0.3	0.6	0.0	0.0	0.0	0.0	0.5	0.0	0.6
WCLT	Newark	B	1430	0.5	0.05	e	WCLT Radio Inc	49	5801			Nws/Tlk/Spt			0.2	0.0	0.5	0.0	0.4	0.0	0.0	0.4	0.4
WBNS	Columbus	B	1460	5.0	1.00	b	Radio Ohio, Inc.	22	3306			Sprts/Talk	1,350	0.77	2.1	2.3	1.9	1.7	2.6	1.6	1.5	1.3	2.4
WDLR	Delaware	B	1550	0.5	0.03		Esq. Comm Inc	61	9801	750		DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WVVO	Columbus	B	1580	1.0	0.25	d	Saga Comm Inc	51	8607		c2	Gospl/Inspr	375	0.21	2.1	1.3	2.1	1.2	1.5	2.1	1.5	1.7	1.7
				# AM Stations -		11	# Combos -		8	AM TOTALS					19.4	17.5	15.9	16.5	17.1	15.8	15.9	15.8	17.0
				AM & FM Stations Profiled -		33	# Duopolies -		7	Total Local Commercial Share						86.5	85.9	85.3	85.3	82.9	82.9	84.2	81.1

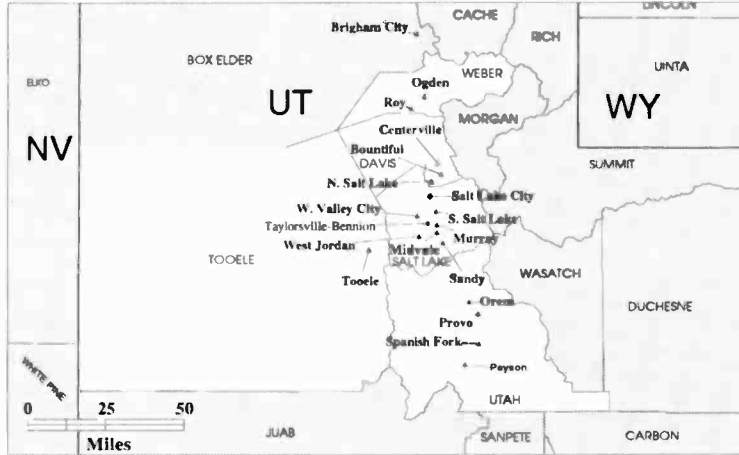
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 35

Revenue Rank: 35

Salt Lake City - Ogden Market Overview



Metro Counties / Population (000)

Davis, UT	226.6
Salt Lake, UT	836.5
Tooele, UT	32.7
Utah, UT	337.0
Weber, UT	182.5
Total	1,615.3

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$33,000	\$36,500	\$43,400	\$50,300	\$57,700	\$62,400
★★★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	13.3%	\$70,700	\$76,400	\$84,000	\$93,200	\$102,600	9.7%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$3.44/1,000	\$4.40/1,000	\$5.65/1,000	Local	80%		
Revenue/Capita	\$22.96	\$38.63	\$58.19	National	20%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	1,437.2	1,615.3	2.4%	1,615.3	1,763.1
Households	449.1	508.8	2.5%	508.8	566.1	2.2%
Retail Sales	9,594.8	14,178.3	8.1%	14,178.3	18,169.6	5.1%
EBI	17,808.8	22,494.6	4.8%	22,494.6	30,701.9	6.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	806.3	210.9	96.1	79.2	120.1	116.5	82.0	101.5
Women (000)	809.0	200.4	92.8	80.4	114.0	116.5	83.0	121.8
Total	1,615.3	411.3	188.9	159.6	234.1	233.0	165.1	223.3
Percentage	100.0%	25.5%	11.7%	9.9%	14.5%	14.4%	10.2%	13.8%
Per Capita	\$ 13,926							
				Median Household	\$ 37,461		Avg Household	\$ 44,211
Ethnic Population:	White	95.3%	Black	1.1%	Asian	2.8%	Hispanic	7.2%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		21	18	22	23	45
Tot 12+	0.6		68.8	68.4	69.4	20.5	89.9
Avg 12+	0.6		3.3	3.8	3.2	0.9	2.0
Tot LCS	0.7		76.5	76.1	77.2	22.8	100.0
Avg LCS	0.7		3.6	4.2	3.5	1.0	2.2

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)																		
															Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997											
KUUU	Tooele	C3	92.1	6.5	653	Marathon Media	79	9905	3,000		Rhymc/CHR	200			2.5	3.3	0.7	0.0	0.0	0.0	0.0	0.0											
KTCE	Payson	A	92.3	0.1	2163	Moenkopi Comm	99				CHR				0.8	0.6	0.3	0.0	0.0	0.0	0.0	0.0											
KUBL	Salt Lake City	C	93.3	26.0	3740	g Citadel Comm Corp	65	9212		g2	1 Country	3,800	1.07	5.0	5.1	4.7	3.7	4.8	4.8	4.6	4.2	4.5											
KODJ	Salt Lake City	C	94.1	40.0	3061	c Clear Channel	68	9905		g1	3 Oldies	4,300	1.11	5.5	4.1	4.1	4.3	4.7	4.9	5.3	4.5	5.1											
KZHT	Provo	C	94.9	47.0	2790	c Clear Channel	81	9905		g1	3 CHR	1,750	0.34	7.2	5.3	6.0	6.4	6.4	6.7	7.1	6.8	5.3											
KYFO	Ogden	C1	95.5	100.0 cp	774	b Bible Bcstg	83	9406	455	c4	Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0											
KXRK	Provo	C	96.3	38.0	2953	e Simmons Media	68	9804	10,400		Alternative	3,000	0.80	5.3	4.0	4.8	4.9	5.4	5.2	4.3	5.2	4.4											
KISN	Salt Lake City	C	97.1	30.0	3652	f Trumper Comm Inc	61	9511	5,500	c2	Hot AC	4,600	1.48	4.4	2.8	3.6	3.2	3.6	3.8	3.5	4.5	4.0											
KBZN	Ogden	C	97.9	26.0	3770	h Webb, John	78	9004		al	Smooth Jazz	1,400	0.90	2.2	2.1	2.0	2.3	2.1	2.0	1.7	1.6	2.6											
KBEE	Salt Lake City	C	98.7	40.0	2933	g Citadel Comm Corp	47	9709	2,873	c3	1 AC	3,800	1.38	3.9	3.0	3.0	3.6	2.7	3.4	2.9	3.6	4.3											
• KURR	Bountiful	C	99.5	39.0	2953	c Clear Channel	88	9905		g1	3 Rock	1,100	0.43	3.6	3.4	3.1	3.6	2.1	3.9	3.6	3.2	2.4											
KSFI	Salt Lake City	C	100.3	26.0	3740	e Simmons Media	46				2 Soft AC	8,300	1.47	8.0	7.2	5.8	6.4	8.0	6.4	6.4	8.6	7.6											
KBER	Ogden	C	101.1	25.0	3740	g Citadel Comm Corp	75	9609	7,200	1	AOR	2,700	0.81	4.7	4.0	3.4	4.2	4.0	4.0	4.1	3.6	5.4											
KKAT	Ogden	C	101.9	26.0	3740	c Clear Channel	64	9905		g1	3 Country	2,600	0.88	4.2	3.6	4.3	4.1	3.4	4.1	3.4	3.9	3.8											
KQMB	Midvale	C	102.7	25.5	3737	e Simmons Media	95	9802	3,425	2	Modern AC	950	0.42	3.2	4.2	3.1	3.7	4.3	3.5	3.2	2.6	2.2											
KRSP	Salt Lake City	C	103.5	27.5	3629	e Simmons Media	68	9701	1,200	2	Clsc Rock	4,100	1.35	4.3	3.6	2.9	4.4	4.1	3.4	3.8	4.2	4.3											
KSOP	Salt Lake City	C	104.3	25.0	3639	d KSOP Inc	64				Country	2,500	0.71	5.0	4.1	3.5	4.6	3.6	4.5	4.9	4.4	4.3											
• KCPX	Centerville	C	105.7	25.5	3645	f Trumper Comm Inc	79	9511	1,850		70s Hits	1,500	0.85	2.5	3.0	3.3	1.4	1.6	2.4	2.1	2.7	2.0											
• KOSY	Spanish Fork	C	106.5	45.0	2759	f Trumper Comm Inc	67	9708 p		sw	3 Soft AC	1,000	0.79	1.8	2.3	2.9	3.1	2.5	2.8	1.9	0.6	1.1											
KRAR	Brigham City	C	106.9	68.0	2369	a Trumper Comm Inc	72	9906	300		Soft AC	400	0.57	1.0	0.1	0.4	1.0	1.6	0.8	0.9	0.8	1.1											
• KENZ	Orem	C	107.5	45.0	2851	g Citadel Comm Corp	78	9701	5,500		Alternative	3,300	1.04	4.5	4.4	4.6	4.1	4.7	4.6	3.6	4.1	3.9											
KSNU	Roy	C	107.9	67.0	2379	Marathon Media	84	9909	3,250		DARK	700		0.7	1.1	0.0	0.1	0.2	0.0	0.6	0.8	1.1											
# FM Stations -															22	# Combos -			19	FM TOTALS					77.0	70.7	69.4	70.1	69.8	71.2	67.9	69.9	69.4

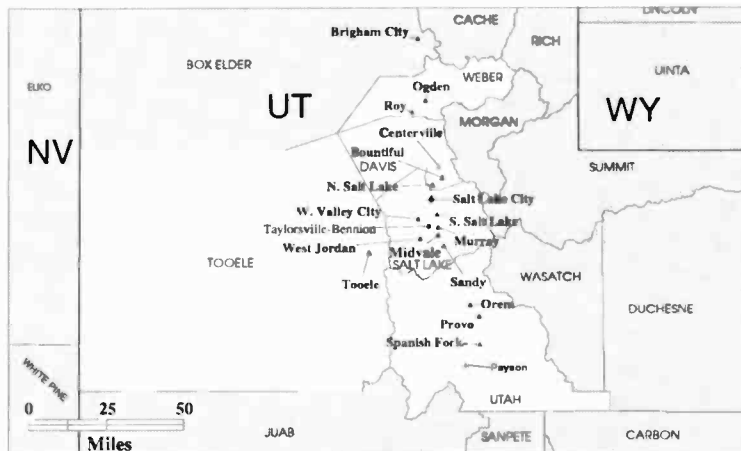
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Metro Rank: 35

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Salt Lake City - Ogden Market Overview



Metro Counties / Population (000)

Davis, UT	226.6
Salt Lake, UT	836.5
Tooele, UT	32.7
Utah, UT	337.0
Weber, UT	182.5
	1,615.3

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$33,000	\$36,500	\$43,400	\$50,300	\$57,700	\$62,400
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	13.3%	\$70,700	\$76,400	\$84,000	\$93,200	\$102,600	9.7%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.44/1,000	\$4.40/1,000	\$5.65/1,000	Local	80%		
Revenue/Capita	\$22.96	\$38.63	\$58.19	National	20%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	1,437.2	1,615.3	2.4%	1,615.3	1,763.1	1.8%
Households	449.1	508.8	2.5%	508.8	566.1	2.2%
Retail Sales	9,594.8	14,178.3	8.1%	14,178.3	18,169.6	5.1%
EBI	17,808.8	22,494.6	4.8%	22,494.6	30,701.9	6.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	806.3	210.9	96.1	79.2	120.1	116.5	82.0	101.5
Women (000)	809.0	200.4	92.8	80.4	114.0	116.5	83.0	121.8
Total	1,615.3	411.3	188.9	159.6	234.1	233.0	165.1	223.3
Percentage	100.0%	25.5%	11.7%	9.9%	14.5%	14.4%	10.2%	13.8%
Per Capita	\$ 13,926			Median Household	\$ 37,461		Avg Household	\$ 44,211
Ethnic Population:	White	95.3%	Black	1.1%	Asian	2.8%	Hispanic	7.2%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		21	18	22	23	45
Tot 12+	0.6		68.8	68.4	69.4	20.5	89.9
Avg 12+	0.6		3.3	3.8	3.2	0.9	2.0
Tot LCS	0.7		76.5	76.1	77.2	22.8	100.0
Avg LCS	0.7		3.6	4.2	3.5	1.0	2.2

Competitive Overview

AM Stations														ARB 12+ Metro Shares (see rights)								
Calls	City of License	FCC Class	Freq	Day	Night	City	Date	Sales Price	L M A	1998 Est Revenue	Power Ratio	Avg '98 Local Comm	1999					1998			1997	
				Power (kW)	Power (kW)								Owner	Std	Acq'd	(000)†/	Summer	Spring	Winter	Fall	Summer	Spring
KNRS	Salt Lake City	B	570	5.0	5.00	c	Clear Channel	38	9905	g1	News/Talk	950	0.58	2.3	3.3	3.4	2.8	3.3	3.0	2.9	2.5	0.1
KTKK	Sandy	B	630	1.0	0.50		United Bcstg	60	9605		News/Talk	325		0.6	0.0	0.7	0.0	0.5	1.0	0.0	0.6	0.5
KWLW	N. Salt Lake	B	700	50.0	1.00	c	Clear Channel	81	9905	g1	Country	250		0.5	1.5	1.3	1.3	0.1	0.2	0.0	0.8	0.9
KSVN	Ogden	B	730	1.0	0.07		Azteca Bcstg	46	8602		Spanish	300		0.6	0.5	0.7	0.0	0.8	0.5	1.1	0.4	0.0
KSOS	Brigham City	B	800	1.0	0.03	a	First National Bcstg	48	8306	c1	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KBEE	Salt Lake City	B	860	10.0	0.20	g	Citadel Comm Corp	92	9212	g2	1 Children	375		0.2	0.5	0.0	0.0	0.0	0.5	0.0	0.4	0.0
KALL	Salt Lake City	B	910	5.0	1.00	c	Clear Channel	45	9905	g1	3 Talk	3,000	1.37	3.1	2.3	2.3	2.2	2.0	2.0	1.8	2.6	4.7
KOVO	Provo	B	960	5.0	1.00		Great Stock Co	39	9003	2	Spanish			0.2	0.0	0.0	0.2	0.1	0.2	0.2	0.2	0.2
KIQN	Tooele	B	1010	50.0	0.01		InteliQuest Media	33	9811	585 +	News			0.1	0.0	0.0	0.8	0.0	0.4	0.0	0.0	0.0
KKDS	S. Salt Lake	B	1060	10.0	1.00		Carlson Comm Int'l	67			Adlt Stndrd			0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
KANN	Roy	B	1120	10.0	1.00		Faith Comm	61	7511		ChrsContemp			0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
KSL	Salt Lake City	A	1160	50.0	50.00		Bonneville Intl	22			News/Talk	9,200	1.86	7.0	6.1	5.1	5.6	6.5	5.4	6.6	6.2	7.3
KWUN	Murray	C	1230	1.0	1.00		Venture Bcstg	48	9003		DARK			0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0
KDYL	Salt Lake City	B	1280	10.0	0.60	e	Simmons Media	45	8205	750	2 Nostalgia	1,200	0.51	3.3	2.6	2.4	3.1	2.5	3.3	2.7	2.6	3.4
KFNZ	Salt Lake City	B	1320	5.0	5.00	g	Citadel Comm Corp	55	9709	c3	1 Sports	2,600	1.08	3.4	1.4	2.7	2.0	1.9	1.7	5.2	2.6	2.6
KSOP	S. Salt Lake	B	1370	5.0	0.50	d	KSOP Inc	55			Country	250		0.4	0.1	0.2	0.1	0.4	0.5	0.2	0.3	0.3
KSRR	Provo	C	1400	1.0	1.00		Morey, Robert H.	47	9710	nc	FullService			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
KLO	Ogden	B	1430	10.0	5.00	h	Webb, John	24	7910	400	Nostalgia	250		0.8	0.7	0.4	1.0	0.8	0.5	0.6	1.2	0.7
● KYFO	Ogden	C	1490	1.0	1.00	b	Bible Bcstg	48	9406	c4	Chrst/Span				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KLLB	West Jordan	B	1510	10.0	0.00		United Security Fin	82	9106	180	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KMRI	W. Valley City	B	1550	10.0	0.50		KMRI Radio LLC	56	9801	500	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KSGO	Centerville	B	1600	5.0	1.00		Utah Spanish Radio	57	9603	105	Spanish				0.5	1.3	0.8	0.8	0.0	0.0	0.0	0.0
KXOL	Brigham City	B	1660	1.0	0.03	a	First National Bcstg	48	8306	c1	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
				# AM Stations -	23	# Combos -	11	AM TOTALS					23.0	19.5	20.5	19.9	19.7	20.0	21.3	21.2	21.1	
				AM & FM Stations Profiled -	45	# Duopolies -	12	Total Local Commercial Share						90.2	89.9	90.0	89.5	91.2	89.2	91.1	90.5	

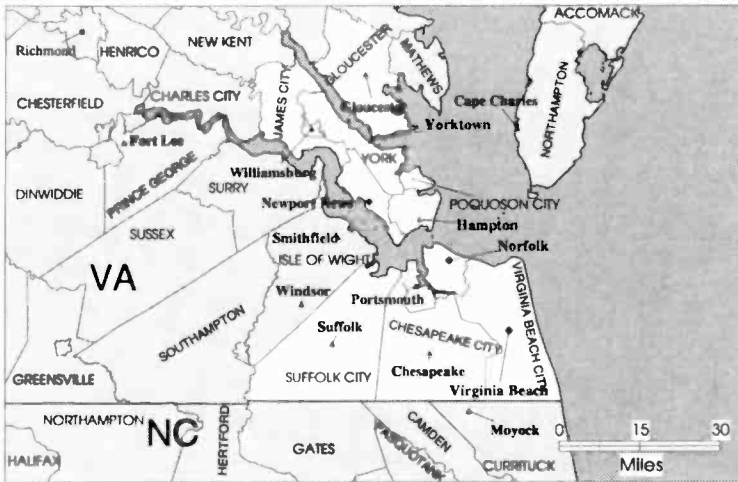
● Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.

Metro Rank: 36

Revenue Rank: 46

Norfolk-Virginia Beach-Newport News Market



Metro Counties / Population (000)

Chesapeake city, VA	199.4
Gloucester, VA	34.4
Hampton city, VA	140.9
James City, VA	43.7
Newport News city	179.6
Norfolk city, VA	228.8
Poquoson city, VA	11.6
Portsmouth city, VA	100.0
Suffolk city, VA	59.5
Virginia Beach city	437.4
Williamsburg city	12.2
York, VA	58.1
Total	1,505.6

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97						
		\$35,000	\$39,200	\$42,500	\$43,800	\$44,100	\$44,900	5.1%					
Δ 97 - 98	4.7%	1998	\$47,000	1999	\$49,800	2000	\$53,300	2001	\$57,600	2002	\$61,600	Δ 98 - 02	7.0%
	1992	1997	2002	Est. Breakout									
Revenue/Retail Sales	\$2.98/1,000	\$3.30/1,000	\$3.80/1,000	Local	85%								
Revenue/Capita	\$23.92	\$29.82	\$39.98	National	15%								

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	1,463.0	1,505.6	0.6%	1,505.6	1,540.8
Households	518.3	539.3	0.8%	539.3	560.8	0.8%
Retail Sales	11,729.7	13,605.0	3.0%	13,605.0	16,191.5	3.5%
EBI	20,341.2	21,580.4	1.2%	21,580.4	24,496.3	2.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	752.9	145.2	59.9	97.5	140.0	123.1	85.4	101.7
Women (000)	752.7	139.7	58.7	76.7	128.7	124.8	89.8	134.4
Total	1,505.6	284.9	118.7	174.2	268.8	247.9	175.1	236.0
Percentage	100.0%	18.9%	7.9%	11.6%	17.9%	16.5%	11.6%	15.7%
Per Capita	\$ 14,333	Median Household		\$ 32,261	Avg Household		\$ 40,016	
Ethnic Population:	White 66.0%	Black 30.2%	Asian 3.5%	Hispanic 3.1%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	14	3	15	19	17	36
Tot 12+	3.6	61.6	9.6	73.3	74.8	11.6	86.4
Avg 12+	1.8	4.4	3.2	4.9	3.9	0.7	2.4
Tot LCS	4.2	71.3	11.1	84.8	86.6	13.4	100.0
Avg LCS	2.1	5.1	3.7	5.7	4.6	0.8	2.8

Competitive Overview

Some stations also rated in Richmond.

FM Stations											1998 Est		Avg '98	ARB 12+ Metro Shares (see rights)									
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	Revenue (000)†/	Power Ratio	Local Comm	Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
WSVV	Moyock	C3	92.1	14.5	430	b	Clear Channel	74	9608	3,350		Urban AC	500	0.89	1.2	1.2	1.5	2.1	1.6	1.1	1.1	1.3	0.6
• WFOG	Suffolk	B	92.9	50.0	479		Barnstable Bcstg	65	9908		d3	Clsc Hits	1,800	0.75	5.1	3.4	2.7	4.0	4.5	4.0	4.0	4.3	5.3
WKOC	Chesapeake	C1	93.7	100.0	942	g	Sinclair Telecable	73	9610	8,100	c1	AAA	1,600	1.31	2.6	2.4	2.7	3.4	3.2	2.4	3.0	1.9	1.7
WXEZ	Yorktown	B	94.1	40.0	532		Yorktown Comm	75	8612	1,950		Easy	750	0.46	3.5	2.8	3.2	2.7	2.6	3.6	2.4	2.7	3.4
• WPTE	Virginia Beach	B	94.9	50.0	499	e	Entercom	84	9907 p		g2	Modern AC	3,300	1.19	5.9	6.0	4.4	5.3	4.6	4.6	5.1	6.1	4.6
• WVKL	Norfolk	B	95.7	40.0	879	e	Entercom	61	9907 p		g2	Oldies	1,600	0.77	4.4	3.7	4.3	3.2	3.9	3.6	3.5	4.4	3.8
WROX	Cape Charles	B	96.1	23.0	722	g	Sinclair Telecable	86	9309	1,500		Modern Rock	2,000	1.52	2.8	3.2	2.9	2.8	2.5	2.4	1.9	3.1	2.3
• WKLR	Fort Lee	B	96.5	50.0	453	d	AMFM Inc	63	9910 p		1	Clsc Hits	n/a		0.4	0.0	0.0	0.0	0.0	0.5	0.4	0.4	0.0
WGH	Newport News	B	97.3	74.0	394	j	Barnstable Bcstg	48	9908		d3	Country	4,500	1.39	6.9	5.2	5.2	5.9	5.4	5.5	6.1	6.3	6.1
WNOR	Norfolk	B	98.7	46.0	518	c	Saga Comm Inc	61	8607	13,900	c2	AOR	4,550	1.51	6.4	6.1	6.2	5.9	5.1	6.0	4.7	6.3	5.4
WXGM	Gloucester	A	99.1	6.0	328	h	Robinson Comm	91				AC			0.4	0.5	0.0	0.0	0.0	0.4	0.5	0.5	0.0
WYFI	Norfolk	B	99.7	50.0	456		Bible Bcstg	71				Christian				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	Barnstable Bcstg	62	9908 p	15,500	c3	Country	2,900	0.85	7.3	5.8	5.0	5.0	6.1	6.2	6.5	7.1	5.6
• WWDE	Hampton	B	101.3	50.0	499	e	Entercom	62	9907 p		g2	AC	4,450	1.48	6.4	5.7	5.0	6.6	6.3	5.5	5.7	6.2	5.0
WOWI	Norfolk	B	102.9	50.0	469	b	Clear Channel	48	9607		g1	Urban	6,500	0.93	14.9	12.3	12.6	14.0	11.5	13.3	13.3	13.0	12.4
• WNVZ	Norfolk	B	104.5	49.0	479	e	Entercom	67	9907 p		g2	CHR	2,100	0.74	6.0	5.7	5.1	4.7	4.7	5.8	5.1	5.0	5.0
WJCD	Norfolk	B	105.3	50.0	499	b	Clear Channel	62	9607		g1	Smooth Jazz	2,250	0.78	6.1	4.4	5.0	5.2	4.8	5.8	4.6	4.6	6.2
WAFX	Suffolk	C	106.9	100.0	984	c	Saga Comm Inc	83	9403	4,000		Clsc Hits	3,050	1.25	5.2	5.5	5.4	3.7	4.6	4.9	5.8	3.2	4.1
WSVY	Windsor	A	107.7	1.7	620	b	Clear Channel	90	9609	3,000		Oldies	1,250	0.74	3.6	4.3	3.6	3.3	4.0	3.5	3.6	2.7	2.8
# FM Stations -					19	# Combos -					15	FM TOTALS			89.1	78.2	74.8	77.8	75.4	79.1	77.3	79.1	74.3

• Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.

Metro Rank: 36

Revenue Rank: 46

Norfolk-Virginia Beach-Newport News Market



Metro Counties / Population (000)

Chesapeake city, VA	199.4
Gloucester, VA	34.4
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Newport News city	179.6
Norfolk city, VA	228.8
Poquoson city, VA	11.6
Portsmouth city, VA	100.0
Suffolk city, VA	59.5
Virginia Beach city	437.4
Williamsburg city	12.2
York, VA	58.1
Total	1,505.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$35,000	\$39,200	\$42,500	\$43,800	\$44,100	\$44,900
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
	4.7%	\$47,000	\$49,800	\$53,300	\$57,600	\$61,600	7.0%
	1992	1997	2002				Est. Breakout
Revenue/Retail Sales	\$2.98/1,000	\$3.30/1,000	\$3.80/1,000				Local 85%
Revenue/Capita	\$23.92	\$29.82	\$39.98				National 15%

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	1,463.0	1,505.6	0.6%	1,505.6	1,540.8
Households	518.3	539.3	0.8%	539.3	560.8	0.8%
Retail Sales	11,729.7	13,605.0	3.0%	13,605.0	16,191.5	3.5%
EBI	20,341.2	21,580.4	1.2%	21,580.4	24,496.3	2.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	752.9	145.2	59.9	97.5	140.0	123.1	85.4	101.7
Women (000)	752.7	139.7	58.7	76.7	128.7	124.8	89.8	134.4
Total	1,505.6	284.9	118.7	174.2	268.8	247.9	175.1	236.0
Percentage	100.0%	18.9%	7.9%	11.6%	17.9%	16.5%	11.6%	15.7%
Per Capita	\$ 14,333			Median Household	\$ 32,261		Avg Household	\$ 40,016
Ethnic Population:	White 66.0%		Black 30.2%		Asian 3.5%		Hispanic 3.1%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	14	3	15	19	17	36
Tot 12+	3.6	61.6	9.6	73.3	74.8	11.6	86.4
Avg 12+	1.8	4.4	3.2	4.9	3.9	0.7	2.4
Tot LCS	4.2	71.3	11.1	84.8	86.6	13.4	100.0
Avg LCS	2.1	5.1	3.7	5.7	4.6	0.8	2.8

Competitive Overview

Some stations also rated in Richmond.

AM Stations										Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd				Revenue (000)1/	Power Ratio		Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
WMBG	Williamsburg	B	740	0.5	0.01		Great Sounds Inc	59	8609	250		Nostalgia			0.1	0.0	0.4	0.0	0.0	0.4	0.0	0.0	0.0
• WNIS	Norfolk	B	790	5.0	5.00	g	Sinclair Telecable	23	9610		c1	News/Talk	1,700	1.00	3.6	3.2	4.0	4.1	4.3	3.1	3.3	2.3	3.8
• WTAR	Norfolk	B	850	50.0	25.00	g	Sinclair Telecable	52	8707	725		Talk	600	0.85	1.5	1.3	1.2	1.3	1.4	1.3	1.5	1.4	1.0
WKGM	Smithfield	B	940	10.0	3.10		Baker Family Stns		74			Religion				0.0	0.4	0.0	0.5	0.0	0.0	0.0	0.0
WPMH	Portsmouth	B	1010	5.0	0.45	i	Chesapeake-Portsm	72	9306	140	st	Chrst/Talk			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
WCMS	Norfolk	B	1050	5.0	0.36	f	Barnstable Bcstg	54	9908 p		c3	Country			0.2	0.1	0.2	0.2	0.4	0.2	0.2	0.1	0.1
WCKO	Norfolk	B	1110	50.0	0.00		Metropolitan Radio	76	9804	262		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJOI	Norfolk	C	1230	1.0	1.00	c	Saga Comm Inc	49	8607		c2	AOR			0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
• WTJZ	Newport News	B	1270	1.5	0.90	i	Chesapeake-Portsm	47	9902	380		Gospel			0.6	0.0	0.4	0.0	0.8	0.6	0.4	0.4	0.8
WGH	Newport News	B	1310	5.0	5.00	j	Barnstable Bcstg	28	9908		d3	Sports	400		0.9	1.0	0.9	1.1	1.1	0.5	0.7	0.7	1.2
WGPL	Portsmouth	B	1350	5.0	5.00	a	Willis Family Bcstg	42	9607	700		Gospel	500	0.63	1.7	1.4	1.6	1.1	1.4	0.8	0.6	2.1	2.3
WPCE	Portsmouth	C	1400	1.0	1.00	a	Willis Family Bcstg	64	9203	1,200		Gospel	700	0.65	2.3	1.8	2.5	1.1	1.6	2.6	1.5	0.9	3.0
WXGM	Gloucester	B	1420	0.7	0.06	h	Robinson Comm		57			AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBYM	Hampton	C	1490	1.0	1.00		Hampton Radio Inc	48	8611	485		Country			0.1	0.5	0.0	0.0	0.5	0.0	0.4	0.0	0.0
• WVAB	Virginia Beach	B	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
WCPK	Chesapeake	B	1600	4.2	0.02	i	Chesapeake-Portsm	67	9711	200		News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WHKT	Portsmouth	B	1650	10.0	1.00	i	Chesapeake-Portsm		99			Talk/Sprts				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					17	# Combos -		12	AM TOTALS				11.2	9.3	11.6	8.9	12.0	9.5	8.7	7.9	12.7		
AM & FM Stations Profiled -					36	# Duopolies -		12	Total Local Commercial Share				87.5	86.4	86.7	87.4	88.6	86.0	87.0	87.0			

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

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 37

Revenue Rank: 25

Charlotte-Gastonia-Rock Hill Market Overview



Metro Counties / Population (000)

Cabarrus, NC	117.2
Gaston, NC	183.4
Lincoln, NC	58.2
Mecklenburg, NC	621.4
Rowan, NC	125.0
Union, NC	107.1
York, SC	153.6
Total	1,365.9

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$38,400	\$43,300	\$49,100	\$59,600	\$70,600	\$78,800
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
	18.0%	\$93,000	\$102,300	\$114,600	\$126,000	\$138,600	10.5%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$4.08/1,000	\$5.64/1,000	\$7.40/1,000	Local	80%		
Revenue/Capita	\$31.32	\$57.69	\$91.49	National	20%		

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

MSA Population	1992	1997	Growth Rate	1997	2002	Growth Rate
		1,226.1	1,365.9	2.2%	1,365.9	1,515.0
Households	466.2	522.9	2.3%	522.9	590.2	2.5%
Retail Sales	9,404.0	13,979.5	8.3%	13,979.5	18,717.2	6.0%
EBI	18,667.6	23,390.9	4.6%	23,390.9	31,727.1	6.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55	
Men (000)	663.6	117.6	56.0	62.1	108.2	118.0	92.3	109.5	
Women (000)	702.3	112.9	54.1	64.4	108.1	121.9	95.0	145.9	
Total	1,365.9	230.5	110.1	126.5	216.3	239.9	187.3	255.4	
Percentage	100.0%	16.9%	8.1%	9.3%	15.8%	17.6%	13.7%	18.7%	
Per Capita	\$ 17,125		Median Household		\$ 36,848		Avg Household		\$ 44,733
Ethnic Population:	White	77.6%	Black	20.5%	Asian	1.6%	Hispanic	1.7%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		14	14	15	25	40
Tot 12+	2.3		67.7	69.4	70.0	10.0	80.0
Avg 12+	2.3		4.8	5.0	4.7	0.4	2.0
Tot LCS	2.9		84.6	86.8	87.5	12.5	100.0
Avg LCS	2.9		6.0	6.2	5.8	0.5	2.5

Competitive Overview

Some stations also rated in markets (42) and (58).

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Formal	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
WCCJ	Harrisburg	A	92.7	6.0	328		Davis Bcstg	95	9507	2,200		Rhythmic	1,200	0.50	2.6	2.9	2.3	2.8	2.0	1.7	1.9	2.4	2.4
WNKS	Charlotte	C	95.1	100.0	1542	c	Infinity Bcstg	62	9805		g3	CHR	5,600	0.82	7.3	8.8	8.0	6.9	7.8	6.3	6.1	5.6	5.8
WXRC	Hickory	C	95.7	100.0	1021		Pacific Bcstg Group	62	9410	3,050	1	AC/AOR	1,000	0.35	3.1	2.7	3.2	2.6	2.6	2.9	2.3	2.7	2.2
WWMG	Shelby	C	96.1	99.0	1739	b	Dalton Group	48	9307	4,500		Oldies	6,600	1.04	6.8	5.8	6.3	5.6	5.4	5.7	5.0	5.8	5.7
• WKKT	Statesville	C	96.9	100.0	1549	d	AMFM Inc	61	9910 p		g	Country	6,350	0.91	7.5	5.6	5.7	5.1	6.0	5.5	7.3	6.3	5.3
WPEG	Concord	C	97.9	95.0	1611	c	Infinity Bcstg	62	9805		g3	Urban	8,550	0.74	12.4	9.1	8.9	8.5	11.0	10.5	9.8	9.9	10.2
WBT	Chester	C3	99.3	7.6	604	a	Jefferson-Pilot	69	9505	1,500		News/Talk	400		0.9	0.3	0.6	0.8	0.7	0.7	0.8	0.7	0.8
• WRFX	Kannapolis	C1	99.7	84.0	1056	d	AMFM Inc	64	9910 p		g	AOR	12,000	1.63	7.9	6.1	5.0	6.2	6.0	7.1	6.1	6.8	5.7
WBAV	Gastonia	C	101.9	99.0	988	c	Infinity Bcstg	47	9805		g3	Urban AC	3,600	0.58	6.7	6.3	4.8	6.0	5.2	5.2	6.1	5.6	5.0
• WLYT	Hickory	C1	102.9	31.0	1536	d	AMFM Inc	59	9910 p		g	Lite AC	8,400	1.10	8.2	6.0	7.9	6.5	6.0	5.5	7.3	6.6	7.2
• WSOC	Charlotte	C	103.7	99.0 cp	1050	c	Infinity Bcstg	47	9805		g3	Country	9,450	1.17	8.7	6.1	5.4	5.2	6.7	5.9	7.7	7.4	7.4
WSSS	Charlotte	C	104.7	100.0	1211	c	Infinity Bcstg	72	9805		g3	Clsc Hits	4,800	1.10	4.7	2.9	2.6	3.7	3.6	3.9	4.2	3.1	4.1
• WNMX	Waxhaw	C2	106.1	32.0 cp	364	e	GHB Bcstg	95	9506		st	Adlt Stndrd	750	0.31	2.6	2.9	2.3	2.7	2.4	2.1	1.8	2.5	2.0
WEND	Salisbury	C1	106.5	84.0	1047	b	Dalton Group	46	9504			Alternative	4,000	0.98	4.4	3.3	3.2	3.0	2.9	3.3	3.6	3.5	4.0
WLNK	Charlotte	C	107.9	100.0	1694	a	Jefferson-Pilot	62				Modern AC	6,100	1.31	5.0	3.9	3.8	4.1	4.3	3.4	4.2	4.7	3.9
# FM Stations -					15	# Combos -					13	FM TOTALS			88.8	72.7	70.0	69.7	72.6	69.7	74.2	73.6	71.7

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 37

Revenue Rank: 25

Charlotte-Gastonia-Rock Hill Market Overview



Metro Counties / Population (000)

Cabarrus, NC	117.2
Gaston, NC	183.4
Lincoln, NC	58.2
Mecklenburg, NC	621.4
Rowan, NC	125.0
Union, NC	107.1
York, SC	153.6
Total	1,365.9

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>Δ 92 - 97</u>
	\$38,400	\$43,300	\$49,100	\$59,600	\$70,600	\$78,800	15.5%
	<u>Δ 97 - 98</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 98 - 02</u>
	18.0%	\$93,000	\$102,300	\$114,600	\$126,000	\$138,600	10.5%

	<u>1992</u>	<u>1997</u>	<u>2002</u>	<u>Est. Breakout</u>
Revenue/Retail Sales	\$4.08/1,000	\$5.64/1,000	\$7.40/1,000	Local 80%
Revenue/Capita	\$31.32	\$57.69	\$91.49	National 20%

Demographic and Economic Overview

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

	<u>1992</u>	<u>1997</u>	<u>Growth Rate</u>	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>
MSA Population	1,226.1	1,365.9	2.2%	1,365.9	1,515.0	2.1%
Households	466.2	522.9	2.3%	522.9	590.2	2.5%
Retail Sales	9,404.0	13,979.5	8.3%	13,979.5	18,717.2	6.0%
EBI	18,667.6	23,390.9	4.6%	23,390.9	31,727.1	6.3%

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)	663.6	117.6	56.0	62.1	108.2	118.0	92.3	109.5
Women (000)	702.3	112.9	54.1	64.4	108.1	121.9	95.0	145.9
Total	1,365.9	230.5	110.1	126.5	216.3	239.9	187.3	255.4
Percentage	100.0%	16.9%	8.1%	9.3%	15.8%	17.6%	13.7%	18.7%
Per Capita	\$ 17,125							
				Median Household	\$ 36,848		Avg Household	\$ 44,733
Ethnic Population:	White 77.6%		Black 20.5%		Asian 1.6%		Hispanic 1.7%	

Market Summary

<u>FM Classes</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Viable FMs</u>	<u>All FMs</u>	<u>All AMs</u>	<u>Total</u>
# Stations	1		14	14	15	25	40
Tot 12+	2.3		67.7	69.4	70.0	10.0	80.0
Avg 12+	2.3		4.8	5.0	4.7	0.4	2.0
Tot LCS	2.9		84.6	86.8	87.5	12.5	100.0
Avg LCS	2.9		6.0	6.2	5.8	0.5	2.5

Competitive Overview

Some stations also rated in markets (42) and (58).

AM Stations												ARB 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)			
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
WFNZ	Charlotte	B	610	5.0	1.00	c	Infinity Bcstg	41	9805		g3	Sprts/Talk	900	0.65	1.5	1.3	1.4	1.1	1.3	1.6	1.3	0.9	1.0
WYFQ	Charlotte	B	930	5.0	1.00		Bible Bcstg	33	9202	475		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WNOV	Mint Hill	B	1030	9.4	0.00		Baker Family Stns	87				Spanish				0.6	0.0	0.6	0.0	0.0	0.0	0.0	0.0
• WLON	Lincolnton	B	1050	1.0	0.23	h	KTC Bcstg Inc	53	9411	450		Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKRE	Monroe	B	1060	1.0	0.00		Helms Comm Corp	47	9607		dn	Variety				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WBT	Charlotte	A	1110	50.0	50.00	a	Jefferson-Pilot	22	4509			News/Talk	12,000	1.87	6.9	5.2	6.4	5.5	5.4	6.1	4.7	6.3	5.3
WRNA	China Grove	B	1140	1.0	0.00	f	Ford Bcstg Inc	80	9205	178		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAVO	Rock Hill	B	1150	1.0	0.06	e	GHB Bcstg	48	9202	115		Religion				0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
WIXE	Monroe	B	1190	1.0	0.00		Monroe Bcstg Co	68	9009		st	Country	225		0.3	0.4	0.6	0.0	0.6	0.5	0.5	0.0	0.0
WHVN	Charlotte	C	1240	1.0	1.00	e	GHB Bcstg	28	8307	410		Religion			0.4	0.0	0.0	0.0	0.7	0.3	0.3	0.6	0.0
WCGC	Belmont	B	1270	5.0	0.50	e	GHB Bcstg	54	9805	250		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSAT	Salisbury	B	1280	1.0	1.00		WSAT Inc	39	9602	225		AC/Sprts			0.2	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0
WGSP	Charlotte	B	1310	1.0 cp	1.60		Willis Family Bcstg	58	9203	550		Black Gospel	400		0.5	0.0	0.4	0.4	0.3	0.7	0.0	0.0	0.9
WRHI	Rock Hill	C	1340	1.0	1.00		Our Three Sons	44	8410	650		Nws/Spt/Tlk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLTC	Gastonia	B	1370	5.0	0.00		Neely, Frank	48	9804	162		Gospel			0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
WEGO	Concord	B	1410	1.0	0.18		Suburban Radio	43	9112		nc	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGAS	S Gastonia	B	1420	0.5	0.00	g	Victory Chrstn	59	9507		st	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDEX	Monroe	B	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
• WGNC	Gastonia	C	1450	1.0	1.00		Hastings, Calvin	39	8910	125		Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRKB	Kannapolis	B	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
WGFY	Charlotte	B	1480	5.0	5.00		Hibernia Comm	55	9808	950		Children	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSTP	Salisbury	C	1490	1.0	1.00		Davidson Cnty	39	9512	210		News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WQGR	Charlotte	B	1540	2.5	0.00	g	Victory Chrstn	64	8807	431		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WCSL	Cherryville	B	1590	1.0	0.04	h	KTC Bcstg Inc	67				Oldies			0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
WGIV	Charlotte	B	1600	1.0	1.00	c	Infinity Bcstg	47	9805		g3	Gospel	575	0.56	1.1	1.1	1.2	1.4	1.3	0.9	0.9	0.7	1.0
				# AM Stations -		25	# Combos -		13	AM TOTALS				11.2	8.6	10.0	9.0	9.6	11.0	7.7	8.5	8.7	
				AM & FM Stations Profiled -		40	# Duopolies -		12	Total Local Commercial Share				81.3	80.0	78.7	82.2	80.7	81.9	82.1	80.4		

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 38

Revenue Rank: 31

Indianapolis, IN Market Overview



Metro Counties / Population (000)

Boone, IN	43.4
Hamilton, IN	156.3
Hancock, IN	53.4
Hendricks, IN	91.7
Johnson, IN	107.2
Marion, IN	820.6
Morgan, IN	65.3
Shelby, IN	43.1
Total	1,381.0

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97						
		\$47,700	\$51,000	\$59,100	\$64,200	\$66,800	\$70,000	8.0%					
Δ 97 - 98	12.6%	1998	\$78,800	1999	\$84,300	2000	\$91,900	2001	\$99,300	2002	\$107,200	Δ 98 - 02	8.0%
Revenue/Retail Sales	\$4.14/1,000	1997	\$4.59/1,000	2002	\$5.69/1,000	Est. Breakout		Local	80%	National	20%		
Revenue/Capita	\$36.79	\$50.69	\$74.38										

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	1,296.4	1,381.0	1.3%	1,381.0	1,441.3
Households	498.4	537.2	1.5%	537.2	570.8	1.2%
Retail Sales	11,523.3	15,244.7	5.8%	15,244.7	18,851.4	4.3%
EBI	21,270.0	25,720.0	3.9%	25,720.0	33,192.7	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	666.2	128.8	59.5	54.7	110.1	114.0	88.8	110.3
Women (000)	714.8	123.1	57.0	58.4	113.9	122.6	92.2	147.6
Total	1,381.0	251.8	116.5	113.2	224.0	236.6	181.0	257.9
Percentage	100.0%	18.2%	8.4%	8.2%	16.2%	17.1%	13.1%	18.7%
Per Capita	\$ 18,624							
Median Household				\$ 39,831				
Avg Household							\$ 47,878	
Ethnic Population:	White	84.5%	Black	14.2%	Asian	1.1%	Hispanic	1.2%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	9	11		14	20	10	30
Tot 12+	15.1	59.4		71.5	74.5	14.3	88.8
Avg 12+	1.7	5.4		5.1	3.7	1.4	3.0
Tot LCS	17.0	66.9		80.5	83.9	16.1	100.0
Avg LCS	1.9	6.1		5.8	4.2	1.6	3.3

Competitive Overview

Some stations also rated in Lafayette, IN.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
WTTS	Bloomington	B	92.3	37.0	1089		Sarkes Tarzian Inc	80				AAA	1,000	0.44	2.9	3.5	2.5	2.7	2.8	2.8	2.7	2.6	2.3	
WNAP	Indianapolis	B	93.1	12.5	1024	b	Emmis	60	9406	26,000	c1	Clsc Rock	4,200	1.21	4.4	3.6	4.3	3.7	3.3	3.3	3.4	4.7	4.5	
WGRL	Noblesville	A	93.9	2.8	492	e	Susquehanna	93	9706	4,300		Country	1,900	1.21	2.0	1.2	1.5	1.6	1.6	1.1	1.6	2.0	2.5	
• WFBQ	Indianapolis	B	94.7	58.0	804	c	AMFM Inc	59	9910 p		g	AOR	14,000	1.52	11.7	9.3	8.5	10.6	9.8	10.3	10.7	10.7	10.9	
WFMS	Indianapolis	B	95.5	13.0	991	e	Susquehanna	57			na	Country	12,500	1.17	13.6	10.8	12.7	10.5	12.8	13.6	11.4	10.7	13.7	
WPZZ	Franklin	A	95.9	3.0	299		Pilgrim Comm LLC	61	9710		na	Religion	400		0.7	0.4	0.0	0.7	0.5	0.9	0.5	0.6	0.4	
WHHH	Indianapolis	A	96.3	3.3	285	g	Shirk/IBL	91				Top 40	2,650	0.58	5.8	5.0	6.1	4.6	5.4	5.4	4.9	5.1	5.7	
WENS	Shelbyville	B	97.1	23.0	738	b	Emmis	64	8106	1,200		AC	7,000	1.43	6.2	4.0	5.2	5.8	4.9	5.5	6.0	5.5	5.4	
WGNR	Anderson	B	97.9	50.0	489		Moody Bible Inst	73	9712		g	Inspiration			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	
WXIR	Plainfield	A	98.3	3.0	299		Radio 1500	64	8010	800		ChrsContemp	900	0.71	1.6	1.1	1.4	1.0	1.7	1.2	1.4	1.8	1.3	
• WZPL	Greenfield	B	99.5	47.0	479	f	MyStar Comm Corp	62	9405	10,800		CHR	4,150	0.84	6.3	5.9	5.9	5.2	5.0	6.0	5.9	6.0	5.0	
WYJZ	Lebanon	A	100.9	3.0	299	g	Shirk/IBL	67	9706	1,200		Smooth Jazz	250		0.6	1.3	2.5	1.5	1.7	1.8	0.3	0.0	0.0	
WKLW	Brownsburg	A	101.9	3.7	253		Quinn, Helen	92				Clsc Rock	550		0.8	0.9	0.6	0.5	0.6	0.6	0.7	0.8	0.8	
WCBK	Martinsville	A	102.3	6.0	308	a	Mid-Amer Radio	68	9709		sw	Country			0.5	0.4	0.6	0.7	0.7	0.5	0.4	0.4	0.5	
• WRZX	Indianapolis	B	103.3	18.0	850	c	AMFM Inc	64	9910 p		g	Alternative	4,200	0.99	5.4	7.2	6.1	5.2	5.4	5.0	5.2	5.0	4.4	
• WGLD	Indianapolis	B	104.5	14.0	512	e	Susquehanna	41	9310	7,150		Oldies	4,500	0.98	5.8	5.0	5.0	5.2	5.6	6.0	5.0	5.2	5.0	
• WTLC	Indianapolis	B	105.7	50.0	449	b	Emmis	68	9711	14,980	c2	Urban	4,000	0.81	6.3	5.8	4.9	4.6	6.0	6.2	6.5	5.5	4.7	
WBKS	Greenwood	A	106.7	3.0	328	g	Shirk/IBL	94	9510	2,500		Rhythm/Blue	650	0.36	2.3	1.9	2.0	1.7	2.7	1.9	2.0	2.1	2.3	
• WSYW	Danville	A	107.1	1.8	604	d	Continental Bcst	75	9311		st	CHR/Top40	625		0.8	0.4	0.4	0.0	0.3	0.4	0.5	1.1	1.0	
• WTPI	Indianapolis	B	107.9	22.0	761	f	MyStar Comm Corp	84	9001	12,000		Lite Rock	5,050	1.00	6.4	5.8	4.3	5.9	5.0	4.8	6.0	6.1	6.3	
# FM Stations -					20	# Combos -					16	FM TOTALS				84.2	73.5	74.5	71.7	75.8	77.3	75.1	75.9	77.1

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
• WEDJ	Indianapolis	B	810	0.3	0.00	d	Continental Bcst	63	9311		st	Spanish				0.0	0.0	0.7	0.8	0.0	0.0	0.0	0.0	
WXLW	Indianapolis	B	950	5.0	0.12		Pilgrim Comm LLC	48	9508	700		ChrsContemp			0.2	0.4	0.0	0.7	0.5	0.5	0.4	0.0	0.0	
WIBC	Indianapolis	B	1070	50.0	10.00	b	Emmis	38	9406		c1	Nws/Tlk/Spt	8,100	1.13	9.1	9.0	9.1	9.3	7.8	7.1	9.0	8.5	8.3	
• WNDE	Indianapolis	B	1260	5.0	5.00	c	AMFM Inc	24	9910 p		g	News/Sprts	900	0.63	1.8	1.3	1.4	2.0	1.2	1.5	1.4	1.7	1.8	
• WTLC	Indianapolis	B	1310	5.0	1.00	b	Emmis	41	9711		c2	Black Gospl	600		0.9	1.6	1.1	0.8	0.9	0.7	0.9	1.2	0.6	
• WMYS	Indianapolis	B	1430	5.0	5.00	f	MyStar Comm Corp	23	9405	575		Nstlg/Sprts	675	0.24	3.5	3.2	2.7	4.1	2.3	3.3	3.8	2.8	2.8	
WBRI	Indianapolis	B	1500	5.0	0.00		Amer Bible Radio	64				Religion			0.3	0.0	0.0	0.4	0.6	0.3	0.0	0.5	0.4	
• WOOO	Shelbyville	B	1520	1.0	0.25		RSE Broadcasting	61	9909 p	250		Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WMCB	Martinsville	B	1540	0.5	0.00	a	Mid-Amer Radio	67	9709		sw	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WNTS	Beech Grove	B	1590	5.0	0.50		S & M Bcstg Co Inc	56	7404			Religion				0.4	0.0	0.4	0.5	0.0	0.0	0.0	0.0	
# AM Stations -					10	# Combos -					6	AM TOTALS				15.8	15.9	14.3	18.4	14.6	13.4	15.5	14.7	13.9
AM & FM Stations Profiled -					30	# Duopolies -					7	Total Local Commercial Share				89.4	88.8	90.1	90.4	90.7	90.6	90.6	91.0	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 39

Revenue Rank: 24

Orlando Market Overview



Metro Counties / Population (000)

Orange, FL	817.1
Osceola, FL	146.9
Seminole, FL	343.8
	<hr/>
	1,307.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$48,600	\$51,500	\$58,800	\$64,400	\$73,600	\$81,500
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	17.5%	\$95,800	\$103,400	\$115,800	\$128,600	\$140,100	10.0%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$4.22/1,000	\$5.07/1,000	\$6.76/1,000	Local	70%		
Revenue/Capita	\$41.62	\$62.32	\$98.56	National	30%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	1,167.8	1,307.8	2.3%	1,307.8	1,421.4	1.7%
Households	436.4	491.6	2.4%	491.6	539.2	1.9%
Retail Sales	11,510.4	16,084.2	6.9%	16,084.2	20,722.6	5.2%
EBI	17,494.0	22,726.8	5.4%	22,726.8	29,794.6	5.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	644.2	114.4	52.4	60.2	115.9	110.5	82.4	108.4
Women (000)	663.6	109.4	50.3	60.1	110.1	113.5	85.6	134.5
Total	1,307.8	223.8	102.7	120.4	226.0	223.9	168.0	243.0
Percentage	100.0%	17.1%	7.9%	9.2%	17.3%	17.1%	12.8%	18.6%
Per Capita	\$ 17,378			Median Household	\$ 36,902		Avg Household	\$ 46,230
Ethnic Population:	White 82.0%		Black 14.6%		Asian 3.0%		Hispanic 12.3%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		13	13	14	16	30
Tot 12+	2.4		68.5	68.5	70.9	15.2	86.1
Avg 12+	2.4		5.3	5.3	5.1	1.0	2.9
Tot LCS	2.8		79.6	79.6	82.3	17.7	100.0
Avg LCS	2.8		6.1	6.1	5.9	1.1	3.3

Competitive Overview

Some stations also rated in Daytona Beach.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
WWKA	Orlando	C	92.3	98.0	1339	b	Cox Radio Inc	52	9704		g1	Country	10,200	1.11	9.6	7.4	7.1	6.5	9.4	7.7	8.2	8.3	8.5
WCFB	Daytona Beach	C	94.5	100.0	1470	b	Cox Radio Inc	47	9704		g1	Urban AC	3,300	0.73	4.7	3.9	3.4	4.3	4.9	3.4	4.3	4.2	4.3
• WPYO	Apopka	A	95.3	6.0	315	b	Cox Radio Inc	68	9909	14,500		CHR/Rhymc	600	0.45	1.4	2.3	2.4	1.9	1.0	1.0	1.4	1.0	1.3
WHTQ	Orlando	C	96.5	100.0	1598	b	Cox Radio Inc	52	9612		sw	Clsc Rock	5,500	1.40	4.1	4.2	3.9	3.6	3.2	4.1	3.1	3.1	3.8
WMMO	Orlando	C2	98.9	44.0 cp	606	b	Cox Radio Inc	90	9612		sw	Soft Rock	5,100	1.11	4.8	4.3	5.3	5.5	4.6	4.5	3.4	4.9	3.8
WSHE	Orlando	C	100.3	94.0	1188	c	Clear Channel	71	9712		g3	Oldies	4,000	1.04	4.0	5.6	5.7	3.6	3.5	4.4	3.3	2.8	3.3
WJRR	Cocoa Beach	C	101.1	100.0	1598	c	Clear Channel	62	9712		g3	Rock	4,400	0.88	5.2	4.6	5.3	4.4	4.3	4.4	4.5	4.5	4.3
• WJHM	Daytona Beach	C	101.9	61.0	1614	a	AMFM Inc	67	9910 p		g	Urban	6,200	0.81	8.0	4.9	5.3	5.9	6.0	6.4	7.6	6.7	6.6
WLOQ	Winter Park	C3	103.1	14.0	440		Gross	66	7706			Smooth Jazz	4,000	0.85	4.9	3.8	4.1	3.9	4.8	4.0	3.8	4.0	4.8
WTKS	Cocoa Beach	C	104.1	100.0	1598	c	Clear Channel	61	9712		g3	Talk	8,600	1.08	8.3	7.7	6.7	7.0	6.0	6.9	6.2	7.5	7.7
• WOMX	Orlando	C	105.1	100.0	1598	a	AMFM Inc	67	9910 p		g	Mix AC	9,400	1.42	6.9	5.1	6.0	5.5	5.6	7.0	5.9	5.7	5.0
• WOCL	DeLand	C	105.9	96.0	1581	a	AMFM Inc	67	9910 p		g	R&B Oldies	7,600	1.28	6.2	2.9	4.8	4.0	5.0	4.4	4.4	6.0	6.4
• WXXL	Tavares	C1	106.7	100.0	824	a	AMFM Inc	69	9910 p		g	CHR	9,200	1.17	8.2	7.3	5.6	7.6	7.1	7.3	7.1	7.6	6.1
WMGF	Mount Dora	C	107.7	100.0	1585	c	Clear Channel	66	9712		g3	Soft AC	6,400	1.01	6.6	6.3	5.3	6.8	5.7	5.5	6.5	6.1	4.5
# FM Stations -					14	# Combos -					13	FM TOTALS			82.9	70.3	70.9	70.5	71.1	71.0	69.7	72.4	70.4

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
WQTM	Pine Hills	B	540	50.0	50.00	c	Clear Channel	55	9712		g3	Sports	1,400	0.97	1.5	1.4	1.2	1.2	1.8	1.2	0.9	1.1	1.8
WDBO	Orlando	B	580	5.0	5.00	b	Cox Radio Inc	24	9704		g1	Talk	4,700	0.65	7.6	6.9	6.4	6.3	7.5	6.0	7.6	5.7	6.6
WWNZ	Orlando	B	740	50.0	50.00	c	Clear Channel	47	9712		g3	News/Talk	1,000		0.7	0.3	0.5	0.5	0.5	0.4	0.7	0.4	0.9
• WTLN	Orlando	B	950	5.0	5.00	d	Moffit, Thomas H,	40	9808	500		Chrst/Talk	400			0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0
• WHOO	Orlando	B	990	50.0 cp	14.00	b	Cox Radio Inc	47	9612		sw	Nostalgl	500	0.15	3.4	2.0	2.2	2.6	2.2	2.7	2.8	3.1	3.0
• WONQ	Oviedo	B	1030	10.0 cp	1.70	e	Florida Bcstrs	92				Spanish	750		0.9	1.0	0.8	0.9	0.8	0.9	0.9	0.9	0.5
WFIV	Kissimmee	B	1080	10.0	0.00		Genesis Comm Inc	64	9908 p	1,800		Spanish	300			0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRMQ	Orlando	B	1140	4.1	0.00	e	Florida Bcstrs	85				Spanish	500		0.5	0.8	0.8	0.9	0.8	1.2	0.0	0.0	0.5
• WAJL	Pine Castle	B	1190	5.0 cp	0.00		Lapcom Comm	77	9808	1,200		Chrst/Talk			0.2	0.0	0.0	0.0	0.0	0.4	0.4	0.0	0.0
WOTS	Kissimmee	B	1220	1.0	0.00	f	J&V Comm Inc	78	9902	450		Spanish				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRLZ	Eatonville	B	1270	5.0	5.00		Radio Luz Inc	57	9603	382		Spanish	450		0.7	0.7	0.8	0.9	0.7	1.0	0.4	0.5	0.5
WTRR	Sanford	C	1400	1.0	1.00	f	J&V Comm Inc	47	9206	300		Spanish AC	250			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WPRD	Winter Park	B	1440	5.0	1.00	f	J&V Comm Inc	54	9411	300		Spanish	500		0.6	0.0	0.0	0.0	0.0	0.0	0.7	0.9	0.3
WUNA	Ocoee	B	1480	1.0	0.07		Freedom Network	62	9810	550		Ethnic				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WHIM	Apopka	B	1520	5.0	0.35	d	Moffit, Thomas H,	64				Christian				0.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0
WOKB	Winter Garden	B	1600	5.0	5.00		Rama Comm Inc	58	9310		g	Urban/Gospl	500	0.47	1.1	1.1	1.9	1.0	0.6	0.9	1.2	1.1	0.6
# AM Stations -					16	# Combos -					11	AM TOTALS			17.2	15.0	15.2	15.0	14.9	14.7	15.6	13.7	14.7
AM & FM Stations Profiled -					30	# Duopolies -					12	Total Local Commercial Share			85.3	86.1	85.5	86.0	85.7	85.3	86.1	85.1	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 40

Revenue Rank: 39

Las Vegas, NV Market Overview



Metro Counties / Population (000)

Clark, NV	1,230.3
	1,230.3

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$26,000	\$28,500	\$33,000	\$38,900	\$45,700	\$53,700	15.6%
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
17.5%	\$63,100	\$70,600	\$80,500	\$89,400	\$99,200		12.0%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$3.90/1,000	\$3.92/1,000	\$4.99/1,000	Local	85%		
Revenue/Capita	\$30.32	\$43.65	\$68.70	National	15%		

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

MSA	1992	1997	Growth Rate	1997	2002	Growth Rate
	Population	857.6	1,230.3	7.5%	1,230.3	1,443.9
Households	331.2	475.1	7.5%	475.1	561.3	3.4%
Retail Sales	6,666.2	13,711.0	15.5%	13,711.0	19,876.2	7.7%
EBI	12,882.6	20,803.7	10.1%	20,803.7	29,316.2	7.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	623.8	109.5	46.4	51.9	104.9	107.6	90.4	113.1
Women (000)	606.5	105.1	44.8	50.1	95.0	104.3	88.2	118.8
Total	1,230.3	214.6	91.2	102.0	200.0	211.9	178.6	231.9
Percentage	100.0%	17.4%	7.4%	8.3%	16.3%	17.2%	14.5%	18.9%
Per Capita	\$ 16,909							
				Median Household	\$ 35,011		Avg Household	\$ 43,788
Ethnic Population:	White	83.7%	Black	10.4%	Asian	4.9%	Hispanic	16.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			17	15	17	12	29
Tot 12+			75.8	75.4	75.8	9.4	85.2
Avg 12+			4.5	5.0	4.5	0.8	2.9
Tot LCS			89.0	88.5	89.0	11.0	100.0
Avg LCS			5.2	5.9	5.2	0.9	3.4

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
KOMP	Las Vegas	C	92.3	25.0	3688	a	Lotus Comm Corp	66	7703			AOR	3,750	1.45	4.1	5.0	4.0	4.3	4.3	3.2	3.6	3.8	3.4
KOOL	Las Vegas	C	93.1	24.0	3744	b	Clear Channel	80	9905		g1	Oldies	2,175	0.78	4.4	4.3	4.8	4.2	3.6	3.8	3.6	4.1	3.7
KADD	Laughlin	C1	93.5	2.7	1890		Fitts, William E.	97			1	Hot AC				0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
KMXB	Henderson	C	94.1	100.0	1217	c	Infinity Bcstg	71	9805		g2	Hot AC	4,750	1.02	7.4	7.3	7.6	5.2	6.1	6.6	6.4	5.9	6.5
KWNR	Henderson	C	95.5	92.0	1161	b	Clear Channel	72	9905		g1	Country	4,900	1.25	6.2	5.6	5.5	7.2	4.7	5.2	6.6	4.9	4.7
● KKLZ	Las Vegas	C	96.3	100.0	1175	d	Centennial Bcstg	84	9808	21,000		Clsc Rock	4,775	1.46	5.2	3.0	3.3	4.6	4.8	4.7	4.3	4.1	4.7
● KXPT	Las Vegas	C	97.1	25.0 cp	3675	a	Lotus Comm Corp	61	9211	1,425	c2	Clsc Hits	2,250	1.08	3.3	4.2	3.4	3.4	3.5	4.0	2.6	3.0	1.7
KLUC	Las Vegas	C	98.5	97.0	1181	c	Infinity Bcstg	56	9805		g2	CHR	6,500	0.97	10.6	9.1	9.7	6.8	9.3	8.5	8.3	10.2	9.5
KMZQ	Henderson	C	100.5	96.0	1106	c	Infinity Bcstg	82	9805		g2	AC	5,900	1.48	6.3	4.3	3.2	4.2	4.6	5.2	6.1	5.1	5.1
KFMS	Las Vegas	C	101.9	100.0	1181	b	Clear Channel	63	9905		g1	Country	3,300	1.01	5.2	3.5	4.2	5.3	3.8	4.4	4.3	5.8	3.3
KISF	Las Vegas	C	103.5	100.0	1158		Hispanic Bcstg	89	9905	20,300	na	Mexican	2,300	0.96	3.8	4.0	5.0	3.1	4.2	4.1	3.3	2.4	3.2
KJUL	N. Las Vegas	C	104.3	24.5	3701	d	Centennial Bcstg	89	9706	15,500		Nostalgia	2,600	0.40	10.2	11.0	8.0	9.3	8.5	7.5	9.9	8.9	8.8
KVBC	Las Vegas	C2	105.1	50.0	36		Meridian Comm	93	9908 p		na	Talk	800	0.67	1.9	2.6	2.2	2.6	2.6	1.9	2.0	1.3	1.5
KSTJ	Boulder City	C2	105.5	3.7	1588	d	Centennial Bcstg	82	9706	12,500		Hot AC	1,700	0.73	3.7	2.6	2.8	3.7	2.3	3.4	2.8	3.1	3.4
KSNE	Las Vegas	C	106.5	100.0	1155	b	Clear Channel	87	9905		g1	Soft AC	5,500	1.10	7.9	6.5	5.9	7.1	5.6	6.2	6.1	7.6	7.2
KXTE	Pahrump	C	107.5	24.5 cp	3731	c	Infinity Bcstg	88	9805		g2	Modern Rock	4,700	1.26	5.9	5.6	5.8	6.2	6.1	5.5	4.5	4.9	5.5
● KLUK	Laughlin	C1	107.9	15.5	1867		Mag Mile Media	92	9909 p	9,500	sw	Clsc Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -					17	# Combos -					13	FM TOTALS			86.1	78.6	75.8	77.2	74.0	74.2	74.4	75.1	72.2

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
KDWN	Las Vegas	B	720	50.0	50.00		Radio Nevada	75				Nws/Tlk/Spt	775	0.72	1.7	1.2	0.9	1.2	1.3	1.2	1.1	1.6	2.1
KXNT	N. Las Vegas	B	840	50.0	25.00	c	Infinity Bcstg	86	9805		g2	Nws/Tlk/Spt	1,500	0.57	4.2	3.1	2.6	2.0	2.5	3.3	3.9	3.1	4.3
KLSQ	Laughlin	B	870	10.0	1.00		Hispanic Bcstg	86	9505		g	Spanish	1,800	0.77	3.7	0.4	2.0	2.2	2.9	3.5	2.4	3.1	3.9
KBAD	Las Vegas	B	920	5.0 cp	0.50	a	Lotus Comm Corp	53	9211		c2	Sprts/Talk	300		0.3	0.0	0.4	0.4	0.6	0.0	0.5	0.0	0.6
● KNUU	Paradise	B	970	5.0 cp	0.50		CRC Bcstg Co Inc	62	9807	1,500		News/Talk	700	0.92	1.2	0.7	0.9	1.0	0.9	1.5	0.7	0.9	1.1
KKVV	Las Vegas	B	1060	5.0	0.04		Las Vegas Bcstrs	90				Chrst/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KSFN	N. Las Vegas	B	1140	10.0	2.50	c	Infinity Bcstg	56	9805		g2	Sports				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KLAV	Las Vegas	C	1230	1.0	1.00		Gore-Overgaard	47	9507	1,240		Nws/Tlk/Spt	600			0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0
KDOX	Henderson	B	1280	5.0 cp	0.05		S & R Bcstg Inc	56	9010	600	e	Spanish	750	0.63	1.9	1.2	1.8	1.5	2.3	1.7	1.2	1.7	1.8
KRLV	Las Vegas	C	1340	1.0	1.00		Weinberg, Fred	47	9512	315		Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● KSHP	N. Las Vegas	B	1400	1.0	1.00		McNaughton	54	9610	600		Information				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KENO	Las Vegas	B	1460	10.0	0.62	a	Lotus Comm Corp	40	6506			Sprts/News	750		0.9	0.7	0.8	1.2	1.4	0.7	0.5	0.7	1.1
# AM Stations -					12	# Combos -					4	AM TOTALS			13.9	7.7	9.4	9.5	12.4	11.9	10.3	11.1	14.9
AM & FM Stations Profiled -					29	# Duopolies -					8	Total Local Commercial Share			86.3	85.2	86.7	86.4	86.1	84.7	86.2	87.1	

● Indicates a change since last edition

1/ See introduction section for Interpretation of revenue estimates.

Metro Rank: 41

Revenue Rank: 40

New Orleans Market Overview



Metro Counties / Population (000)

Jefferson, LA	453.5
Orleans, LA	471.2
St. Bernard, LA	66.9
St. Charles, LA	47.7
St. John the Baptist	42.2
St. Tammany, LA	183.4
Total	1,264.9

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

ESTIMATED GROSS REVENUES	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$33,500	\$37,200	\$40,400	\$42,500	\$47,200	\$49,800
★★★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	9.0%	\$54,300	\$57,600	\$62,200	\$67,800	\$73,200	7.7%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
Revenue/Capita	\$3.24/1,000	\$4.15/1,000	\$5.17/1,000	Local	84%		
	\$26.59	\$39.37	\$58.10	National	16%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	1,260.0	1,264.9	0.1%	1,264.9	1,259.8
Households	463.6	470.7	0.3%	470.7	478.0	0.3%
Retail Sales	10,350.0	12,000.9	3.0%	12,000.9	14,157.6	3.4%
EBI	17,852.0	18,892.6	1.1%	18,892.6	22,462.4	3.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	605.9	122.0	57.8	53.2	95.0	103.2	75.6	99.1
Women (000)	659.0	117.3	56.7	57.3	98.9	110.8	82.2	135.8
Total	1,264.9	239.3	114.5	110.5	193.9	214.0	157.8	234.9
Percentage	100.0%	18.9%	9.1%	8.7%	15.3%	16.9%	12.5%	18.6%
Per Capita	\$ 14,936	Median Household		\$ 30,394	Avg Household		\$ 40,137	
Ethnic Population:	White 62.4%	Black 35.0%	Asian 2.3%	Hispanic 5.1%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		17	11	19	16	35
Tot 12+	0.0		69.6	66.7	69.6	17.5	87.1
Avg 12+	0.0		4.1	6.1	3.7	1.1	2.5
Tot LCS	0.0		79.9	76.6	79.9	20.1	100.0
Avg LCS	0.0		4.7	7.0	4.2	1.3	2.9

Competitive Overview

Some stations also rated in Baton Rouge.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
WCKW	La Place	C	92.3	100.0	1946	e	222 Corp	66				Clsc Hits	2,000	0.92	4.0	1.3	1.4	1.5	2.1	4.0	4.0	2.9	3.0
WQUE	New Orleans	C	93.3	100.0	984	c	Clear Channel	49	8409		g2	Urban	6,500	0.77	15.5	15.0	14.6	14.3	13.9	14.2	13.8	13.9	12.7
WTIX	Galliano	C1	94.3	100.0	981		Fleur de Lis Bcstg	75				Oldies	350		0.7	0.6	0.5	1.0	0.8	0.9	0.4	0.5	0.5
WYLA	Lacombe	A	94.7	3.0 cp	472	f	Styles Bcstg Inc	96	9812	1,700	d4	Country			0.1	0.6	0.0	0.0	0.3	0.0	0.2	0.2	0.1
WADU	Reserve	C3	94.9	11.5	486	f	Styles Bcstg Inc	92	9905 p	1,800		Country			0.3	0.0	0.5	0.0	0.6	0.4	0.7	0.0	0.0
WTKL	New Orleans	C	95.7	100.0	984	a	Entercom	53	9907 p		g3	Oldies	2,800	0.86	6.0	5.6	4.9	5.7	5.2	5.2	5.5	5.3	5.1
WEZB	New Orleans	C	97.1	100.0	984	a	Entercom	45	9907 p		g3	CHR	2,800	1.10	4.7	3.8	3.7	4.0	3.7	3.6	4.3	4.8	3.8
WYLD	New Orleans	C1	98.5	100.0	902	c	Clear Channel	71	9303	7,500	c1	AC	5,250	0.98	9.9	8.9	9.5	8.5	7.8	8.9	8.3	8.7	9.0
• WRNO	New Orleans	C	99.5	100.0	1004	d	Centennial Bcstg	67	9807	16,000	d3	Clsc Rock	2,700	1.10	4.5	3.8	4.3	4.4	3.3	3.9	4.2	3.7	4.1
KLRZ	Larose	C2	100.3	50.0	318		Coastl	93				Clsc Rock			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
WNOE	New Orleans	C	101.1	100.0	1004	c	Clear Channel	68	9607		g1	Country	5,600	1.41	7.3	6.4	6.9	6.1	5.6	6.0	5.8	5.5	8.5
WLMG	New Orleans	C	101.9	100.0	984	a	Entercom	70	9907 p		g3	Soft AC	3,250	1.03	5.8	5.1	4.2	4.8	5.9	5.1	5.3	4.6	5.4
• KMEZ	Belle Chasse	C3	102.9	4.7	604	d	Centennial Bcstg	90	9807		d3	Urban/Oldes	1,400	0.68	3.8	6.3	6.1	4.5	4.2	3.7	3.9	3.4	2.5
WCAC	Hammond	C	103.3	100.0	1004		Citadel Comm Corp	65	9903 p			Country	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KUMX	Houma	C	104.1	100.0	1946	c	Clear Channel	68	9702	6,750		Hot AC	2,250	0.88	4.7	4.2	3.8	4.3	3.9	4.0	4.2	4.6	3.8
• WYLK	Folsom	A	104.7	6.0	328	f	Styles Bcstg Inc	96	9812		d4	Smooth Jazz			0.2	0.1	0.0	0.0	0.3	0.0	0.2	0.2	0.2
WLTS	Kenner	C1	105.3	100.0	902	a	Entercom	70	9907 p		g3	Lite Rock	2,950	1.33	4.1	3.9	4.0	3.2	4.0	3.0	3.9	3.6	4.0
WKSJ	Picayune	C2	106.1	50.0 cp	492		Guaranty Bcstg	73	9705	2,000		Clsc Rock			0.7	0.5	0.5	0.7	0.5	0.6	0.5	0.4	0.8
KKND	Port Sulphur	C1	106.7	100.0	981	c	Clear Channel	85	9607		g1	Modern Rock	1,600	0.53	5.6	4.7	4.7	5.1	5.6	5.9	4.6	4.3	4.8
# FM Stations -					19	# Combos -					15	FM TOTALS			78.0	70.8	69.6	68.1	67.7	69.4	69.8	66.6	68.7

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 41

Revenue Rank: 40

New Orleans Market Overview



Metro Counties / Population (000)

Jefferson, LA	453.5
Orleans, LA	471.2
St. Bernard, LA	66.9
St. Charles, LA	47.7
St. John the Baptist	42.2
St. Tammany, LA	183.4
Total	1,264.9

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	***	\$33,500	\$37,200	\$40,400	\$42,500	\$47,200	\$49,800
Δ 97 - 98		1998	1999	2000	2001	2002	Δ 98 - 02
9.0%		\$54,300	\$57,600	\$62,200	\$67,800	\$73,200	7.7%
Revenue/Retail Sales		1992	1997	2002	Est. Breakout		
		\$3.24/1,000	\$4.15/1,000	\$5.17/1,000	Local	84%	
Revenue/Capita		\$26.59	\$39.37	\$58.10	National	16%	

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	1,260.0	1,264.9	0.1%	1,264.9	1,259.8
Households	463.6	470.7	0.3%	470.7	478.0	0.3%
Retail Sales	10,350.0	12,000.9	3.0%	12,000.9	14,157.6	3.4%
EBI	17,852.0	18,892.6	1.1%	18,892.6	22,462.4	3.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	605.9	122.0	57.8	53.2	95.0	103.2	75.6	99.1
Women (000)	659.0	117.3	56.7	57.3	98.9	110.8	82.2	135.8
Total	1,264.9	239.3	114.5	110.5	193.9	214.0	157.8	234.9
Percentage	100.0%	18.9%	9.1%	8.7%	15.3%	16.9%	12.5%	18.6%
Per Capita	\$ 14,936	Median Household		\$ 30,394	Avg Household		\$ 40,137	
Ethnic Population:	White 62.4%	Black 35.0%	Asian 2.3%	Hispanic 5.1%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		17	11	19	16	35
Tot 12+	0.0		69.6	66.7	69.6	17.5	87.1
Avg 12+	0.0		4.1	6.1	3.7	1.1	2.5
Tot LCS	0.0		79.9	76.6	79.9	20.1	100.0
Avg LCS	0.0		4.7	7.0	4.2	1.3	2.9

Competitive Overview

Some stations also rated in Baton Rouge.

													ARB 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
																1999	1999	1999	1998	1998	1998	1998		
WVOG	New Orleans	B	600	1.0	0.00		F.W. Robbert Bcstg	64	7406			Chrst/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTIX	New Orleans	B	690	10.0	5.00		GHB Bcstg	48	9202	800		News/Talk	500	0.84	1.1	0.5	0.6	0.5	0.8	0.5	1.4	1.0	0.9	0.9
WASO	Covington	B	730	0.3	0.03		America First	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	B	750	0.3	0.00		Blakes, Robert C,	89	9308	275		Christian			0.1	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.4	0.0
WSHO	New Orleans	B	800	1.0 cp	0.29		Shadowlands	26	9504	675		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WFNO	Norco	B	830	5.0	0.75	b	NOPG LLC	87	9611	700		Spanish			0.1	0.5	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0
WWL	New Orleans	A	870	50.0	50.00	a	Entercom	22	9907 p		g3	Nws/Tlk/Spt	10,250	2.12	8.9	7.8	5.6	7.4	10.5	7.2	7.5	8.4	8.3	
WYLD	New Orleans	B	940	10.0	0.50	c	Clear Channel	49	9303		c1	Gospel	1,250	0.58	4.0	3.9	4.4	4.4	3.8	3.8	2.9	4.1	3.3	
WGSO	New Orleans	B	990	1.0	0.40	b	NOPG LLC	46	9611	575		News	400		0.6	0.0	0.5	0.4	0.6	0.3	0.7	0.6	0.5	
WCKW	Garyville	B	1010	0.5 cp	0.04	e	222 Corp		70			Gospel			0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	
WLNO	New Orleans	B	1060	50.0	5.00		Communicom	25	9503	700		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WBOK	New Orleans	C	1230	1.0	1.00		Willis Bcstg Corp	51	8305	450		Gospel	800	0.82	1.8	1.1	1.4	1.1	1.4	1.3	1.4	1.8	1.9	
WODT	New Orleans	B	1280	5.0	5.00	c	Clear Channel	23	8409		g2	Rhythm/Blue	350		0.7	1.0	0.8	1.0	0.5	0.4	1.0	0.7	0.5	
● WSMB	New Orleans	B	1350	5.0	5.00	a	Entercom	25	9907 p		g3	Sports	650	1.09	1.1	0.7	0.8	0.7	0.6	1.0	1.2	0.8	1.0	
● WBYU	New Orleans	C	1450	1.0	1.00	d	Centennial Bcstg	50	9807		d3	Adlt Sndrd	650	0.43	2.8	2.0	2.2	2.0	2.0	2.2	2.3	2.5	3.0	
KGLA	Gretna	B	1540	1.0	0.00		Crocodile Bcstg	69	9202	300		Spanish			0.3	1.1	0.5	0.6	0.4	0.6	0.0	0.4	0.0	
				# AM Stations -		16	# Combos -		8	AM TOTALS						21.7	18.6	17.5	18.1	20.6	17.8	18.4	21.5	19.4
				AM & FM Stations Profiled -		35	# Duopolies -		10	Total Local Commercial Share						89.4	87.1	86.2	88.3	87.2	88.2	88.1	88.1	

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 42

Revenue Rank: 50

Greensboro-Winston Salem-High Point Market



Metro Counties / Population (000)

Alamance, NC	118.4
Davidson, NC	140.8
Davie, NC	31.0
Forsyth, NC	287.4
Guilford, NC	385.5
Randolph, NC	120.5
Stokes, NC	43.0
Yadkin, NC	34.4
Total	1,161.0

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$25,000	\$27,500	\$28,800	\$33,300	\$35,900	\$38,400
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$2.75/1,000	\$3.09/1,000	\$4.03/1,000	Local	85%		
Revenue/Capita	\$23.06	\$33.07	\$50.75	National	15%		

Demographic and Economic Overview

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

MSA	1992	1997	Growth Rate	1997	2002	Growth Rate
	Population	1,084.0	1,161.0	1.4%	1,161.0	1,233.6
Households	430.0	463.2	1.5%	463.2	501.3	1.6%
Retail Sales	9,075.5	12,436.9	6.5%	12,436.9	15,548.2	4.6%
EBI	16,075.2	18,812.3	3.2%	18,812.3	23,474.6	4.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	557.6	89.7	45.3	55.0	86.8	96.5	80.7	103.6
Women (000)	603.4	85.4	43.7	58.9	87.0	102.8	84.9	140.6
Total	1,161.0	175.2	89.0	113.9	173.8	199.3	165.6	244.2
Percentage	100.0%	15.1%	7.7%	9.8%	15.0%	17.2%	14.3%	21.0%
Per Capita	\$ 16,203	Median Household		\$ 33,003	Avg Household		\$ 40,614	
Ethnic Population:	White 79.0%	Black 19.6%	Asian 1.0%	Hispanic 1.4%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		14	10	15	23	38
Tot 12+	1.5		64.6	60.3	66.1	11.6	77.7
Avg 12+	1.5		4.6	6.0	4.4	0.5	2.0
Tot LCS	1.9		83.1	77.6	85.1	14.9	100.0
Avg LCS	1.9		5.9	7.8	5.7	0.6	2.6

Competitive Overview

Some stations also rated in Charlotte and Raleigh-Durham.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000) ^{1/}	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
WKRR	Asheboro	C	92.3	100.0	1289	c	Dick Bcstg Co Inc	48	8503	2,000		Clsc Rock	4,100	1.25	7.4	5.0	6.2	5.4	6.3	6.4	4.9	4.9	6.9
WMQX	Winston Salem	C	93.1	99.0	1099	b	Entercom	47	9907 p		g3	Oldies	3,500	1.04	7.6	6.5	6.1	6.0	5.0	6.3	5.7	5.9	5.7
WWGL	Lexington	C	94.1	100.0	1014	a	Davidson Cnty	49				ChrsContemp	425	0.87	1.1	0.9	1.1	1.0	1.1	0.9	0.7	0.9	0.8
WXRA	Eden	C1	94.5	100.0	981	f	Clear Channel	49	9607		g1	Rock	1,600	1.09	3.3	3.6	3.6	3.5	3.8	2.8	2.7	2.4	2.2
WHPE	High Point	C1	95.5	100.0	522		Bible Bcstg	47	7410			Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WQMG	Greensboro	C	97.1	100.0 cp	1230	b	Entercom	62	9907 p		g3	Urban	3,050	0.82	8.4	7.9	5.5	7.4	6.6	7.0	6.1	6.5	6.4
WIST	Thomasville	A	98.3	1.7	420		GHB Bcstg	49	9701	925		Nostalgia	275	0.56	1.1	2.1	1.5	1.2	1.2	0.9	0.8	1.0	0.7
● WKSI	Greensboro	C	98.7	100.0	1037	d	Bahakel Comm	58	8704	5,600	c1	Modern AC	2,350	0.96	5.5	4.0	5.2	4.1	4.3	4.4	4.1	4.3	4.2
● WMAG	High Point	C	99.5	100.0	1496	g	AMFM Inc	46	9910 p		g	AC	4,800	1.24	8.7	6.7	6.1	7.1	6.6	6.5	6.9	6.3	7.4
● WHSL	High Point	C	100.3	100.0	1037	g	AMFM Inc	53	9910 p		g	Country	2,700	0.89	6.8	4.6	5.8	5.1	5.2	5.1	4.8	5.7	5.4
WKXU	Burlington	C	101.1	100.0	1191	e	Curtis Media Group	46	9001		See (48)	Country		0.78	3.1	1.9	1.7	1.5	1.8	2.0	1.9	2.0	3.8
WJMH	Reidsville	C	102.1	99.0	1204	b	Entercom	48	9907 p		g3	Urban	3,500	0.71	11.1	9.3	8.6	7.3	9.7	9.2	9.2	7.6	8.5
WTQR	Winston Salem	C	104.1	100.0	1453	f	Clear Channel	47	9607		g1	Country	8,050	1.36	13.3	9.7	9.3	9.4	9.5	10.1	11.1	9.7	10.4
WEND	Salisbury	C1	106.5	84.0	1047		Dalton Group	46	9504			Alternative	n/a		2.0	1.1	1.5	1.1	1.1	1.2	1.6	1.7	1.8
WKZL	Winston Salem	C	107.5	100.0	994	c	Dick Bcstg Co Inc	72	9212		g	CHR	4,000	1.50	6.0	3.3	3.9	4.0	5.0	4.9	4.3	5.4	3.9
					# FM Stations -	15	# Combos -		11	FM TOTALS					85.4	66.6	66.1	64.1	67.2	67.7	64.8	64.3	68.1

● Indicates a change since last edition

^{1/} See introduction section for interpretation of revenue estimates.

Metro Rank: 42

Revenue Rank: 50

Greensboro-Winston Salem-High Point Market



Metro Counties / Population (000)

Alamance, NC	118.4
Davidson, NC	140.8
Davie, NC	31.0
Forsyth, NC	287.4
Guilford, NC	385.5
Randolph, NC	120.5
Stokes, NC	43.0
Yadkin, NC	34.4
Total	1,161.0

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

ESTIMATED GROSS REVENUES ★★★

	1992	1993	1994	1995	1996	1997	Δ 92 - 97
ESTIMATED GROSS REVENUES	\$25,000	\$27,500	\$28,800	\$33,300	\$35,900	\$38,400	8.8%
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	15.6%	\$44,400	\$48,800	\$53,700	\$57,500	\$62,600	9.0%

	1992	1997	2002	Est. Breakout
Revenue/Retail Sales	\$2.75/1,000	\$3.09/1,000	\$4.03/1,000	Local 85%
Revenue/Capita	\$23.06	\$33.07	\$50.75	National 15%

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	1,084.0	1,161.0	1.4%	1,161.0	1,233.6	1.2%
Households	430.0	463.2	1.5%	463.2	501.3	1.6%
Retail Sales	9,075.5	12,436.9	6.5%	12,436.9	15,548.2	4.6%
EBI	16,075.2	18,812.3	3.2%	18,812.3	23,474.6	4.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	557.6	89.7	45.3	55.0	86.8	96.5	80.7	103.6
Women (000)	603.4	85.4	43.7	58.9	87.0	102.8	84.9	140.6
Total	1,161.0	175.2	89.0	113.9	173.8	199.3	165.6	244.2
Percentage	100.0%	15.1%	7.7%	9.8%	15.0%	17.2%	14.3%	21.0%
Per Capita	\$ 16,203			Median Household	\$ 33,003		Avg Household	\$ 40,614
Ethnic Population:	White 79.0%		Black 19.6%		Asian 1.0%		Hispanic 1.4%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		14	10	15	23	38
Tot 12+	1.5		64.6	60.3	66.1	11.6	77.7
Avg 12+	1.5		4.6	6.0	4.4	0.5	2.0
Tot LCS	1.9		83.1	77.6	85.1	14.9	100.0
Avg LCS	1.9		5.9	7.8	5.7	0.6	2.6

Competitive Overview

Some stations also rated in Charlotte and Raleigh-Durham.

AM Stations													ARB 12+ Metro Shares (see rights)																																		
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Summer 1999				Spring 1999				Winter 1999				Fall 1998				Summer 1998				Spring 1998				Winter 1998				Fall 1997			
																1999	1999	1999	1998	1998	1998	1998	1998	1998	1998	1998	1998	1998	1998	1998	1998	1998	1998	1998	1998	1998	1998	1998	1998	1998	1998	1998	1998	1998	1998	1998	1998
WSJS	Winston Salem	B	600	5.0	5.00	f	Clear Channel	30	9607		g1	Nws/Tlk/Spt	3,000	1.16	5.8	4.1	4.8	5.5	4.0	4.5	4.7	5.3	3.6																								
WZOO	Asheboro	B	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																								
WTNC	Thomasville	B	790	1.0	0.05	h	Willis Bcstg Corp	47	8601	230		Gospel	1,100		0.6	0.0	0.0	0.0	0.0	0.6	0.9	0.0	0.4																								
WXII	Kernersville	B	830	50.0	10.00		Hearst-Argyle	70	9903		g	News			0.1	0.8	0.7	0.8	0.7	0.4	0.0	0.0	0.0																								
WPCM	Burlington	B	920	5.0	0.06		Curtis Media Group	41	9001		c2	Oldies			0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0																								
WPET	Greensboro	B	950	0.5	0.00	d	Bahakel Comm	54	8704		c1	Gospel	300	0.68	1.0	0.4	0.4	0.5	0.4	1.1	0.6	0.6	0.8																								
WAAA	Winston Salem	B	980	1.0	0.00		Media Bcstg	50	5609			Urban AC	400	0.64	1.4	0.8	0.9	0.7	0.6	0.8	1.1	1.5	0.8																								
WSGH	Lewisville	B	1040	9.1	0.18		Baker Family Stns	86				Gospel			0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0																								
WGOS	High Point	B	1070	1.0	0.00		Ritchy Bcstg	47	7906			Cntry/Gospl			0.2	0.0	0.0	0.0	0.4	0.3	0.0	0.4	0.0																								
WBAG	Burlington-Graha	B	1150	1.0	0.05		Gray Bcstg LLC	46	9811	150		Variety			0.5	0.3	0.5	0.3	0.4	0.5	0.3	0.6	0.3																								
WSML	Graham	B	1200	10.0	1.00	f	Clear Channel	67	9808	800		Nws/Tlk/Spt			0.2	0.3	0.0	0.0	0.3	0.0	0.0	0.5	0.0																								
• WMFR	High Point	C	1230	1.0	1.00	g	AMFM Inc	35	9910 p		g	News/Talk	700	1.13	1.4	0.7	1.4	1.2	1.2	0.9	0.9	1.5	0.9																								
WKXR	Asheboro	B	1260	5.0	0.50		Randolph Bcstg	47	8606	500		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0																								
• WCOG	Greensboro	B	1320	5.0 cp	5.00		Truth Bcstg	48	9906	500	1	Chrst/Talk	50		0.2	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.3																								
WPOL	Winston Salem	C	1340	1.0	1.00	h	Willis Bcstg Corp	37	9409	200		Gospel			0.3	0.0	0.0	0.5	0.3	0.4	0.0	0.0	0.5																								
WTOB	Winston Salem	B	1380	5.0	2.50		Salem Comm Corp	47	8711	450	1	Chrst/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0																								
WKEW	Greensboro	C	1400	1.0	1.00		HSR Comm LLC	42	9805	420		Children	225		0.3	0.0	0.0	0.0	0.0	0.0	0.4	0.5	0.0																								
WLXN	Lexington	B	1440	5.0	1.00	a	Davidson Cnty	46				Nws/Tlk/Spt			0.3	0.0	0.3	0.0	0.3	0.0	0.0	0.5	0.4																								
WWBG	Greensboro	B	1470	5.0	5.00		Salem Comm Corp	99	9704	85 cp		Chrst/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0																								
WSMX	Winston Salem	B	1500	1.0	0.00		Gospel Media	64	8206	600		Gospel				0.3	0.5	0.0	0.0	0.0	0.0	0.0	0.0																								
WEAL	Greensboro	B	1510	1.0	0.00	b	Entercom	62	9907 p		g3	Gospel	250	0.24	2.3	1.1	2.1	1.8	1.5	1.4	1.7	1.9	2.2																								
WBFJ	Winston Salem	B	1550	2.5	0.00		Word of Life Bcstg	66	8306	281		Chrst/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0																								
• WOKX	High Point	B	1590	1.3 cp	0.00		Covenant	53	9805 p	194		Gospl/Inspr				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0																								
# AM Stations -					23	# Combos -					8	AM TOTALS				14.7	9.1	11.6	11.3	10.1	10.9	11.3	13.3	10.2																							
AM & FM Stations Profiled -					38	# Duopolies -					7	Total Local Commercial Share				75.7	77.7	75.4	77.3	78.6	76.1	77.6	78.3																								

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 43

Revenue Rank: 42

Buffalo-Niagara Falls, NY Market Overview



Metro Counties / Population (000)

Erie, NY	944.8
Niagara, NY	221.4
	1,166.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$31,500	\$32,500	\$37,000	\$39,900	\$43,700	\$46,700
★★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	10.3%	\$51,500	\$55,600	\$60,600	\$64,900	\$70,100	8.0%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
Revenue/Capita	\$3.63/1,000	\$4.57/1,000	\$6.53/1,000	Local	82%		
	\$26.57	\$40.04	\$62.07	National	18%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	1,185.5	1,166.2	-0.3%	1,166.2	1,129.3
Households	462.7	456.6	-0.3%	456.6	448.9	-0.3%
Retail Sales	8,679.2	10,221.9	3.3%	10,221.9	10,736.3	1.0%
EBI	17,021.9	17,370.1	0.4%	17,370.1	19,143.6	2.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	558.5	96.7	45.2	51.0	83.8	88.4	71.8	121.7
Women (000)	607.7	92.5	43.9	51.4	83.0	95.1	78.7	163.1
Total	1,166.2	189.3	89.1	102.4	166.7	183.5	150.5	284.8
Percentage	100.0%	16.2%	7.6%	8.8%	14.3%	15.7%	12.9%	24.4%
Per Capita	\$ 14,895	Median Household		\$ 31,636	Avg Household		\$ 38,042	
Ethnic Population:	White 86.3%	Black 11.6%	Asian 1.3%	Hispanic 2.7%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations		12		9	12	14	26
Tot 12+		63.3		60.8	63.3	22.7	86.0
Avg 12+		5.3		6.8	5.3	1.6	3.3
Tot LCS		73.6		70.7	73.6	26.4	100.0
Avg LCS		6.1		7.9	6.1	1.9	3.8

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997		
• WBUF	Buffalo	B	92.9	91.0	581	c	Infinity Bcstg	47	9805		g1	2 Rhymc/Oldes	2,275	0.88	5.0	3.9	3.3	3.2	3.3	3.4	4.0	4.6	5.2		
WBLK	Depew	B	93.7	47.1	505		Palm Beach Radio	64	9603	4,125	2	Urban AC	3,750	0.84	8.7	7.7	7.6	7.5	7.9	8.0	7.5	7.8	6.6		
WNED	Buffalo	B	94.5	105.0	709	b	Wstrn NY Public	60				Classical				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	Infinity Bcstg	66	9805		g1	2 Soft Rock	4,600	0.96	9.3	6.1	8.2	8.5	7.5	7.2	8.5	8.0	8.3		
• WGRF	Buffalo	B	96.9	24.0	712	d	Citadel Comm Corp	59	9910 p	190,000	g3	Clsc Rock	7,100	1.53	9.0	9.3	6.8	7.7	7.7	8.5	7.6	7.5	7.5		
WKSE	Niagara Falls	B	98.5	46.0	420	a	Entercom	46	9907 p		g2	1 AC	4,700	1.14	8.0	8.5	8.1	7.3	7.0	7.0	7.6	6.6	6.4		
WDCX	Buffalo	B	99.5	110.0	640		Crawford Bcstg Co	63				Religion	450	0.73	1.2	0.8	0.8	0.8	0.6	1.0	1.3	1.0	0.8		
WMJQ	Buffalo	B	102.5	110.0	1339	a	Entercom	46	9907 p		g2	1 Hot AC	4,700	1.69	5.4	4.4	4.9	5.6	4.8	5.0	4.2	4.6	4.9		
• WEDG	Buffalo	B	103.3	49.0	348	d	Citadel Comm Corp	47	9910 p		g3	Modern Rock	4,100	1.53	5.2	5.2	4.1	4.3	4.5	4.8	4.6	4.5	4.1		
• WHTT	Buffalo	B	104.1	50.0	387	d	Citadel Comm Corp	54	9910 p		g3	Oldies	5,100	1.21	8.2	6.6	8.2	5.9	6.2	6.8	7.7	7.2	6.4		
WYRK	Buffalo	B	106.5	50.0	466	c	Infinity Bcstg	62	9805		g1	2 Country	4,600	0.85	10.5	8.7	9.6	8.2	9.9	8.7	8.3	8.7	10.3		
WNUC	Wethersfield	B	107.7	18.0	801		Casciani Comm Inc	48	8808	1,650		Country	1,000	1.29	1.5	1.4	1.7	1.4	1.6	1.4	1.0	1.3	1.5		
# FM Stations -					12	# Combos -					9	FM TOTALS					72.0	62.6	63.3	60.4	61.0	61.8	62.3	61.8	62.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997		
WGR	Buffalo	B	550	5.0	5.00	a	Entercom	22	9907 p		g2	1 Nws/Tlk/Spt	2,500	0.80	6.1	4.2	5.2	5.9	5.3	4.7	5.5	5.6	5.2		
• WTOR	Youngstown	B	770	5.0	0.00		Birach Bcstg Corp	98	9604	409	cp	Ethnic				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WBEN	Buffalo	B	930	5.0	5.00	a	Entercom	30	9907 p		g2	News/Talk	5,000	0.99	9.8	7.0	7.7	7.6	7.9	7.1	7.9	8.5	10.2		
WNED	Buffalo	B	970	5.0	5.00	b	Wstrn NY Public	24	7608			News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WUFO	Amherst	B	1080	1.0	0.00		Sheridan Bcstg	48	7203			Gospl/Oldes				0.8	0.3	0.9	0.5	1.0	0.7	1.0	0.4	0.7	
• WMNY	Buffalo	B	1120	1.0	0.00	d	Citadel Comm Corp	47	9910 p		g3	Gospel	175		0.7	0.6	0.6	0.8	1.3	0.4	0.4	0.5	1.0		
WECK	Cheektowaga	C	1230	1.0	1.00	cp	Infinity Bcstg	56	9805		g1	2 Nostalgia	1,000	0.30	6.5	4.8	4.9	5.8	5.2	6.8	4.8	6.1	4.6		
• WHLD	Niagara Falls	B	1270	5.0	0.14	cp	Citadel Comm Corp	40	9910 p		g3	Relgn/Ethnc			0.3	0.3	0.0	0.0	0.0	0.4	0.3	0.3	0.0		
• WXRL	Lancaster	B	1300	5.0	2.50	cp	Dome Bcstg	64	7011			Country	200		0.5	0.6	0.3	0.7	0.6	0.4	0.4	0.5	0.4		
• WSPQ	Springville	B	1330	1.0	1.00		Hawk Comm Inc	86	9103		na	Sprts/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WLVL	Lockport	C	1340	1.0	1.00		Culver Comm	47	8109	550		News/Talk			0.6	0.5	0.7	0.6	0.4	0.3	0.6	0.7	0.4		
WWWS	Buffalo	C	1400	1.0	1.00	a	Entercom	34	9907 p		g2	1 Urban/Oldes	50	0.06	1.6	1.4	1.7	1.5	1.3	1.6	1.4	1.5	1.0		
WJJL	Niagara Falls	B	1440	1.0	0.06		M.J. Phillips Comm	47	9211	225		Oldies			0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.7	0.0		
WWKB	Buffalo	A	1520	50.0	50.00	a	Entercom	25	9907 p		g2	1 Sports	200		0.9	0.9	0.7	0.6	1.4	1.1	0.7	0.6	0.8		
# AM Stations -					14	# Combos -					7	AM TOTALS					28.0	21.0	22.7	24.0	24.4	23.5	23.0	25.4	24.3
AM & FM Stations Profiled -					26	# Duopolies -					7	Total Local Commercial Share						83.6	86.0	84.4	85.4	85.3	85.3	87.2	86.3

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 44

Revenue Rank: 38

Nashville Market Overview



Metro Counties / Population (000)

Cheatham, TN	35.0
Davidson, TN	540.1
Dickson, TN	40.7
Robertson, TN	51.3
Rutherford, TN	162.9
Sumner, TN	123.4
Williamson, TN	112.1
Wilson, TN	82.1
Total	1,147.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$36,000	\$38,200	\$43,700	\$49,100	\$54,100	\$58,500
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	8.5%	\$63,500	\$69,800	\$76,800	\$83,700	\$92,100	9.7%

	1992	1997	2002	Est. Breakout
Revenue/Retail Sales	\$3.77/1,000	\$4.52/1,000	\$5.29/1,000	Local 80%
Revenue/Capita	\$34.91	\$50.98	\$74.20	National 20%

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	1,031.1	1,147.6	2.2%	1,147.6	1,241.2	1.6%
Households	395.7	442.4	2.3%	442.4	486.1	1.9%
Retail Sales	9,541.2	12,934.2	6.3%	12,934.2	17,417.1	6.1%
EBI	16,685.0	21,973.8	5.7%	21,973.8	30,599.0	6.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	557.4	101.4	48.5	51.5	91.9	100.4	76.0	87.7
Women (000)	590.2	96.3	46.1	54.2	95.4	103.4	77.9	116.9
Total	1,147.6	197.7	94.6	105.7	187.2	203.8	153.9	204.6
Percentage	100.0%	17.2%	8.2%	9.2%	16.3%	17.8%	13.4%	17.8%
Per Capita	\$ 19,148							
				Median Household	\$ 39,595		Avg Household	\$ 49,669
Ethnic Population:	White 82.5%		Black 15.8%		Asian 1.5%		Hispanic 1.3%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	10		12	13	22	24	46
Tot 12+	16.1		57.8	67.7	73.9	12.0	85.9
Avg 12+	1.6		4.8	5.2	3.4	0.5	1.9
Tot LCS	18.7		67.3	78.8	86.0	14.0	100.0
Avg LCS	1.9		5.6	6.1	3.9	0.6	2.2

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
• WQQK	Hendersonville	A	92.1	3.0	463	d	DBBC, LLC	70	9709	12,000	c3	1 Urban	2,500	0.35	11.1	10.0	7.7	8.5	9.8	10.2	9.1	10.7	8.8
WJXA	Nashville	C	92.9	97.0	1053	g	South Central	76	8005	375		Lite AC	4,000	1.00	6.3	6.1	5.4	6.5	5.4	6.0	5.3	6.3	4.3
WYYB	Kingston Springs	A	93.7	1.2 cp	755	e	Tuned In Bcstg Inc	91	9512	500		Variety				0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0
WRLG	Smyrna	A	94.1	3.9	237	e	Tuned In Bcstg Inc	93	9504		st	AAA	750		0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1
WDBL	Springfield	A	94.3	3.0	325	e	Tuned In Bcstg Inc	50	9706	580	c1	AAA			0.1	0.0	0.3	0.0	0.0	0.0	0.4	0.0	0.0
WSM	Nashville	C	95.5	100.0	1280	c	Gaylord Bcstg Co	62	8412	10,000	c2	Country	6,700	1.16	9.1	6.2	6.5	6.9	8.5	8.2	7.6	8.1	7.8
WRMX	Murfreesboro	C1	96.3	52.0	1286	g	South Central	63	9402	6,500		Oldies	3,900	0.99	6.2	5.3	5.7	6.3	4.7	6.5	5.1	4.3	5.9
• WSIX	Nashville	C	97.9	100.0	1145	h	AMFM Inc	48	9910 p		g	Country	12,900	1.48	13.7	7.9	8.9	8.7	8.1	12.3	10.2	11.6	13.7
WAMB	Donelson	A	98.7	0.1 cp	259	f	Great Southern	90				Nostalgia				0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
WANT	Lebanon	A	98.9	5.0	318	i	Bay, Susan	94				Country			0.3	0.4	0.5	0.8	0.3	0.5	0.0	0.0	0.5
WWTN	Manchester	C	99.7	100.0	1296	c	Gaylord Bcstg Co	62	9508	3,800		Nws/Tlk/Spt	2,600	1.00	4.1	3.5	3.2	4.7	4.8	4.1	3.2	3.4	3.5
WRLT	Franklin	A	100.1	0.2	1181	e	Tuned In Bcstg Inc	61	9512	550		AAA	1,200	1.35	1.4	1.6	1.4	1.6	0.8	1.2	0.9	0.9	1.8
• WJZC	Russellvile	C1	101.1	47.0	1289	h	AMFM Inc	65	9910 p		g	ChrsContemp	1,250	0.53	3.7	1.7	2.3	1.8	3.3	2.9	3.4	2.7	4.0
WQZQ	Dickson	C1	102.5	100.0	856	a	Cromwell Group	64	9201	1,638	e	CHR	1,100	0.67	2.6	3.4	3.0	2.7	2.4	2.7	2.8	1.9	1.8
WZPC	Shelbyville	C1	102.9	100.0	810	a	Cromwell Group	62	8911			New Rock	950	1.00	1.5	4.0	4.0	1.0	1.3	1.1	1.1	1.1	1.9
WKDF	Nashville	C	103.3	100.0	1234	b	Dick Bcstg Co Inc	67				Country	4,800	1.40	5.4	3.4	3.6	3.9	3.4	4.2	4.0	4.6	5.9
WGFX	Gallatin	A	104.5	38.0	1424	b	Dick Bcstg Co Inc	60	9212		g	Oldies	5,200	1.46	5.6	3.5	2.5	3.3	3.6	3.6	4.3	5.9	5.7
WBOZ	Woodbury	A	104.9	6.0	328		Reach Satellite	94	9701	400		Gospel	250		0.7	0.4	0.4	0.7	0.8	0.9	0.7	0.6	0.1
WVRY	Waverly	C2	105.1	50.0	492		Reach Satellite	72	9701		g	Gospel	250		0.3	0.1	0.3	0.3	0.1	0.6	0.1	0.0	0.4
• WNRQ	Nashville	C	105.9	98.0	1234	h	AMFM Inc	53	9910 p		g	Clsc Rock	3,850	0.76	8.0	8.1	9.0	7.8	8.2	7.6	9.5	7.4	3.4
WNPL	Belle Meade	A	106.7	1.1	774	d	DBBC, LLC	98	9905	1,580	1	Modern AC	100		0.4	2.2	2.6	2.7	0.9	0.7	0.8	0.0	0.0
• WRVW	Lebanon	C1	107.5	29.8	1234	h	AMFM Inc	67	9910 p		g	Hot AC	4,850	1.36	5.6	6.9	5.9	6.4	5.7	4.5	4.9	5.1	5.1
# FM Stations -					22	# Combos -					20	FM TOTALS			86.2	74.8	73.9	74.8	72.2	77.9	73.5	74.6	74.7

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 44

Revenue Rank: 38

Nashville Market Overview



Metro Counties / Population (000)

Cheatham, TN	35.0
Davidson, TN	540.1
Dickson, TN	40.7
Robertson, TN	51.3
Rutherford, TN	162.9
Sumner, TN	123.4
Williamson, TN	112.1
Wilson, TN	82.1
Total	1,147.6

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$36,000	\$38,200	\$43,700	\$49,100	\$54,100	\$58,500
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	8.5%	\$63,500	\$69,800	\$76,800	\$83,700	\$92,100	9.7%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.77/1,000	\$4.52/1,000	\$5.29/1,000	Local	80%		
Revenue/Capita	\$34.91	\$50.98	\$74.20	National	20%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	1,031.1	1,147.6	2.2%	1,147.6	1,241.2	1.6%
Households	395.7	442.4	2.3%	442.4	486.1	1.9%
Retail Sales	9,541.2	12,934.2	6.3%	12,934.2	17,417.1	6.1%
EBI	16,685.0	21,973.8	5.7%	21,973.8	30,599.0	6.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	557.4	101.4	48.5	51.5	91.9	100.4	76.0	87.7
Women (000)	590.2	96.3	46.1	54.2	95.4	103.4	77.9	116.9
Total	1,147.6	197.7	94.6	105.7	187.2	203.8	153.9	204.6
Percentage	100.0%	17.2%	8.2%	9.2%	16.3%	17.8%	13.4%	17.8%
Per Capita	\$ 19,148	Median Household		\$ 39,595	Avg Household		\$ 49,669	
Ethnic Population:	White 82.5%	Black 15.8%	Asian 1.5%	Hispanic 1.3%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	10		12	13	22	24	46
Tot 12+	16.1		57.8	67.7	73.9	12.0	85.9
Avg 12+	1.6		4.8	5.2	3.4	0.5	1.9
Tot LCS	18.7		67.3	78.8	86.0	14.0	100.0
Avg LCS	1.9		5.6	6.1	3.9	0.6	2.2

Competitive Overview

AM Stations														ARB 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997		
WNSR	Brentwood	B	560	0.5	0.06		Bell, Randolph V.	85	9712	185	e	Sports				0.4	0.3	0.0	0.4	0.0	0.0	0.0	0.0	0.0	
• WSM	Nashville	A	650	50.0	50.00	c	Gaylord Bcstg Co	25	8412		c2	Country	2,700	1.12	3.8	3.7	2.7	2.9	3.7	2.8	3.4	3.2	4.0		
• WFCM	Smyrna	B	710	0.3	0.00		Moody Bible Inst	93	9706	163		Inspiration				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WENO	Nashville	B	760	1.0	0.00		Radio Corp of	88	9005	300		Chrst/Talk	200		0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.5		
WMDB	Nashville	B	880	2.5	0.00		Babb Bcstg Co	83				Black	750	0.59	2.0	0.5	1.0	0.7	1.3	1.3	2.6	1.4	1.5		
WCOR	Lebanon	B	900	0.5	0.14	i	Bay, Susan	49	9303	16		Country				0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0		
WAKM	Franklin	B	950	2.5	0.08		Franklin Radio	53	8209	600		Country			0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0		
WYFN	Nashville	B	980	5.0	5.00		Bible Bcstg	27	9101	600		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WHIN	Gallatin	B	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		
WYXE	Gallatin	B	1130	2.3	0.00		Jon Gary	66	9612	100		Cntry/Oldes				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WAMB	Donelson	B	1160	50.0	1.00	f	Great Southern	71				Nostalgia	450		0.9	1.0	1.0	0.7	1.0	0.5	1.2	0.8	0.7		
WKDA	Lebanon	B	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		
WNSG	Nashville	C	1240	1.0	1.00	cp	Mortenson Bcstg	48	9808	600		Black Gospl	150		0.3	0.7	0.0	0.9	0.7	0.0	0.0	0.5	0.5		
WDKN	Dickson	B	1260	5.0	0.00		Edmisson/Eubank	55	8705	220		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WNQM	Nashville	B	1300	50.0	5.00	cp	F.W. Robbert Bcstg	48	8312	700		Chrst/Talk			0.2	0.0	0.8	0.6	0.0	0.0	0.4	0.3	0.0		
WNAH	Nashville	B	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		
WHEW	Franklin	B	1380	5.0	0.50		SG	69	9908	220		Spanish				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WZNG	Shelbyville	C	1400	1.0	1.00		Hopkins-Hall Bcstg	46	9701	250		News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WMAK	Madison	B	1430	5.0	1.00	f	Great Southern	58	9512	25		News/Talk			0.1	0.0	0.0	0.3	0.0	0.0	0.4	0.0	0.0		
WGNS	Murfreesboro	C	1450	1.0	1.00		Rutherford Group	47	8410	476		Talk			0.3	0.0	0.8	0.0	0.3	0.0	0.4	0.0	0.5		
WVOL	Berry Hill	B	1470	5.0	1.00	d	DBBC, LLC	51	9709		c3 1	Urban/Oldes	150	0.12	2.0	2.3	2.7	2.2	1.8	1.9	1.0	2.6	1.5		
• WLAC	Nashville	A	1510	50.0	50.00	h	AMFM Inc	26	9910 p		g	Nws/Tlk/Spt	1,900	0.77	3.9	3.2	2.5	3.9	4.5	3.4	3.2	3.4	3.5		
WMRO	Gallatin	B	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		
WDBL	Springfield	B	1590	0.7	0.03	e	Tuned In Bcstg Inc	50	9706		c1	Country				0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4		
# AM Stations -					24	# Combos -					7	AM TOTALS					13.9	11.8	12.0	12.2	14.1	9.9	12.6	12.8	13.1
AM & FM Stations Profiled -					46	# Duopolies -					11	Total Local Commercial Share					86.6	85.9	87.0	86.3	87.8	86.1	87.4	87.8	

Other Rulemaking: 97.1, C2, Goodlettsville

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 45

Revenue Rank: 37

Hartford-New Britain-Middletown Market Overview



Metro Counties / Population (000)

Hartford, CT	823.9
Litchfield, CT	20.7
Middlesex, CT	100.8
New Haven, CT	53.7
Tolland, CT	132.9
Total	1,132.0

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$40,000	\$42,000	\$46,400	\$49,400	\$54,200	\$59,900
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
	8.5%	\$65,000	\$72,800	\$80,800	\$88,100	\$96,900	10.5%
Revenue/Retail Sales	\$4.00/1,000	\$5.17/1,000	\$7.53/1,000	Est. Breakout			
Revenue/Capita	\$34.77	\$52.92	\$82.07	Local	80%		
				National	20%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	1,150.3	1,132.0	-0.3%	1,132.0	1,180.7
Households	434.3	429.0	-0.2%	429.0	429.4	0.0%
Retail Sales	10,006.0	11,588.6	3.0%	11,588.6	12,873.6	2.1%
EBI	22,824.8	23,325.4	0.4%	23,325.4	26,047.9	2.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	550.3	89.0	40.8	52.5	89.6	94.8	75.9	107.5
Women (000)	581.7	85.4	39.3	52.2	87.6	98.0	78.2	141.0
Total	1,132.0	174.4	80.1	104.7	177.2	192.8	154.2	248.5
Percentage	100.0%	15.4%	7.1%	9.2%	15.7%	17.0%	13.6%	22.0%
Per Capita	\$ 20,606	Median Household		\$ 46,050	Avg Household		\$ 54,366	
Ethnic Population:	White 87.8%	Black 9.6%	Asian 2.4%	Hispanic 8.5%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	11		9	12	14	26
Tot 12+	0.7	58.9		56.7	59.6	19.2	78.8
Avg 12+	0.7	5.4		6.3	5.0	1.4	3.0
Tot LCS	0.9	74.7		72.0	75.6	24.4	100.0
Avg LCS	0.9	6.8		8.0	6.3	1.7	3.8

Competitive Overview

Some stations also rated in markets (80), (101) and (181).

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)†/	Power Ratio		Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
• WWYZ	Waterbury	B	92.5	17.0	879	c	AMFM Inc	61	9910 p		g	Country	7,900	1.24	9.8	8.4	7.9	7.4	6.9	6.6	8.4	7.0	8.0
• WZMX	Hartford	B	93.7	17.0	850	d	Infinity Bcstg	39	9805		g2	Dance Olds	4,600	1.54	4.6	4.0	4.2	2.5	3.3	3.0	3.2	3.8	4.0
• WKSS	Hartford-Meridn	B	95.7	16.5	879	c	AMFM Inc	47	9910 p		g	Top 40	6,450	1.06	9.4	9.3	8.9	8.2	7.6	6.8	7.5	7.8	6.7
• WTIC	Hartford	B	96.5	20.0	810	d	Infinity Bcstg	40	9805		g2	Modern AC	5,900	1.01	9.0	6.2	6.9	7.5	7.1	6.5	6.7	7.5	6.8
• WPKX	Enfield	A	97.9	2.2	528	c	AMFM Inc	90	9910 p			Country	n/a		0.9	0.6	0.7	0.8	0.7	0.8	0.8	0.4	0.9
• WPLR	New Haven	B	99.1	15.0	906	c	Cox Radio Inc	44	9908 p			AOR	n/a		1.2	0.9	0.9	0.9	1.0	1.0	1.0	0.9	0.8
• WRCH	New Britain	B	100.5	7.5	1250	d	Infinity Bcstg	68	9805		g2	Soft AC	10,600	1.14	14.3	10.3	11.3	12.5	11.4	11.5	11.2	11.2	9.9
• WKCI	Hamden	B	101.3	15.0	876	c	Clear Channel	69	9205	See (101)		CHR/AC	n/a		1.1	1.1	1.3	1.1	1.0	0.9	0.7	0.8	0.9
• WDRC	Hartford	B	102.9	19.5	810	a	Buckley Bcstg Corp	36				Oldies	5,800	1.14	7.8	5.5	4.7	5.4	4.5	6.2	6.0	5.8	6.0
• WMRQ	Waterbury	B	104.1	17.8	837	c	AMFM Inc	67	9910 p		g	Modern Rock	4,800	1.19	6.2	3.8	3.8	4.0	4.0	4.7	4.8	4.8	4.8
• WHCN	Hartford	B	105.9	16.0	866	c	AMFM Inc	39	9910 p		g	AOR	2,350	1.03	3.5	3.7	4.3	3.7	3.1	3.0	2.4	2.3	3.0
• WCCC	Hartford	B	106.9	23.0	725	b	Marlin Bcstg Inc	60	9805	15,000	c1	Rock	3,400	0.92	5.7	4.5	4.7	4.2	4.7	4.3	4.6	4.7	4.0
# FM Stations -					12	# Combos -					11	FM TOTALS			73.5	58.3	59.6	58.2	55.3	55.3	57.3	57.0	55.8

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)									Revenue (000)†/	Power Ratio		Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
WSNG	Torrington	B	610	1.0	0.50	a	Buckley Bcstg Corp	48	9701	425		Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRYM	New Britain	B	840	1.0	0.13		Hartford Cty Bcstg	46	6108			Spanish	200		0.3	0.5	0.0	0.4	0.4	0.0	0.5	0.4	0.0	
WNEZ	New Britain	B	910	5.0	5.00	e	Mega Comm Inc	49	9812		g3	Urban AC	1,200	0.53	3.5	1.9	1.7	1.7	2.1	2.6	2.5	2.2	3.4	
WNTY	Southington	B	990	2.5	0.08		Add Radio Group	69	9905	850	na	Spanish				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WTIC	Hartford	A	1080	50.0	50.00	d	Infinity Bcstg	25	9805		g2	News/Talk	9,300	0.99	14.4	12.0	10.7	11.8	10.9	10.7	11.1	11.3	11.1	
WPRX	Bristol	B	1120	1.0	0.50		Nieves Quez Prod	48	8708			AC	100		0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	
WMRD	Middletown	B	1150	2.5	0.05		Crossroads Comm	48	9604	300		FullService				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WCCC	West Hartford	B	1290	0.5	0.00	b	Marlin Bcstg Inc	47	9805		c1	Rock			0.1	0.0	0.0	0.1	0.0	0.1	0.1	0.0	0.1	
• WDRC	Hartford	B	1360	5.0	5.00	a	Buckley Bcstg Corp	22	5908			Adlt Stndrd	1,500	0.38	6.1	3.5	5.0	3.8	6.0	4.7	4.1	5.0	5.0	
• WPOP	Hartford	B	1410	5.0	5.00	c	AMFM Inc	35	9910 p		g	Sports	200		0.6	0.6	0.8	0.5	0.3	0.5	0.4	0.4	0.4	
WMMW	Meriden	B	1470	2.5	2.50		Buckley Bcstg Corp	47	9811	See (101)		Adlt Stndrd	n/a			0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	
WKND	Windsor	B	1480	0.5	0.01		Hartcom Inc	61	8107	500		Rhythm/Blue			0.2	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	
WDZK	Bloomfield	B	1550	5.0	2.40		Hibernia Comm	64	9806	1,500		Children				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					14	# Combos -					7	AM TOTALS			26.6	19.6	19.2	19.6	21.3	20.1	19.7	20.2	21.4	
AM & FM Stations Profiled -					26	# Duopolies -					6	Total Local Commercial Share			77.9	78.8	77.8	76.6	75.4	77.0	77.2	77.2		

• Indicates a change since last edition
 † See introduction section for interpretation of revenue estimates.

Metro Rank: 46

Revenue Rank: 41

Memphis Market Overview



Metro Counties / Population (000)

Fayette, TN	28.0
Shelby, TN	872.2
Tipton, TN	46.5
Crittenden, AR	49.0
Mississippi, AR	48.8
De Soto, MS	91.8
Marshall, MS	32.4
Total	1,168.7

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$31,500	\$35,500	\$41,600	\$41,700	\$43,900	\$46,800
Revenue/Retail Sales	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	12.8%	\$52,800	\$57,000	\$62,100	\$66,400	\$71,800	8.0%
Revenue/Capita	1992	1997	2002	Est. Breakout			
	\$3.90/1,000	\$4.12/1,000	\$5.00/1,000	Local	83%		
	\$27.96	\$40.04	\$59.52	National	17%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	1,126.5	1,168.7	0.7%	1,168.7	1,206.4	0.6%
Households	408.5	426.9	0.9%	426.9	448.5	1.0%
Retail Sales	8,070.1	11,345.5	7.1%	11,345.5	14,346.3	4.8%
EBI	15,823.4	18,478.7	3.2%	18,478.7	23,767.3	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	561.1	116.3	54.8	54.3	86.5	95.8	69.9	83.5
Women (000)	607.6	111.0	53.1	53.6	94.0	104.7	75.3	115.9
Total	1,168.7	227.3	107.9	107.9	180.6	200.4	145.2	199.4
Percentage	100.0%	19.4%	9.2%	9.2%	15.4%	17.2%	12.4%	17.1%
Per Capita	\$ 15,811			Median Household	\$ 33,680		Avg Household	\$ 43,286
Ethnic Population:	White 56.7%		Black 42.0%		Asian 1.1%		Hispanic 1.3%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	10		10	13	20	20	40
Tot 12+	15.0		50.7	65.2	65.7	24.2	89.9
Avg 12+	1.5		5.1	5.0	3.3	1.2	2.2
Tot LCS	16.7		56.4	72.5	73.1	26.9	100.0
Avg LCS	1.7		5.6	5.6	3.7	1.3	2.5

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
															Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
● WKRA	Holly Springs	A	92.7	3.0	299	i	76	9408	250	c1	Urban/AC			0.6	0.0	0.0	0.5	0.5	0.6	0.8	0.3	0.4
WMFS	Bartlett	A	92.9	6.0	328						AOR	600	0.44	2.6	2.9	2.3	2.0	2.1	2.2	1.9	2.6	2.5
WKBQ	Covington	A	93.5	6.0	328	g	65	8203			AC			0.1	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	77	9907 p		g2	Country	2,500	1.01	4.7	3.1	3.5	4.0	3.1	4.4	4.2	4.1	3.8
● KSUD	Turrell	A	94.7	6.0 cp	328	e	99				ChrsContemp				0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WYLT	Byhalia	A	94.9	3.6	423	a	99	9905 p	1,100		ChrsContemp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WVIM	Coldwater	A	95.3	3.6 cp	423		76				ChrsContemp				0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
WOTO	Olive Branch	A	95.7	6.0	328	a	93	9612		g1	Oldies	900	0.85	2.0	3.1	3.1	2.3	1.2	1.2	2.1	1.5	2.2
KHLS	Blytheville	C1	96.3	100.0	351	h	48				Country			0.1	0.0	0.5	0.9	0.5	0.0	0.0	0.4	0.0
WHRK	Memphis	C1	97.1	100.0	532	a	61	9607		g3	Urban	6,000	1.22	9.3	6.5	8.8	7.9	9.3	6.6	9.1	8.3	8.9
WSRR	Millington	C1	98.1	100.0 cp	840	j	60	9305	4,250		Clsc Hits	3,800	1.60	4.5	3.5	3.0	4.3	4.0	4.4	3.4	3.3	4.7
WMC	Memphis	C	99.7	300.0	910	d	47	9608		g3	AC	5,000	1.32	7.2	5.1	5.0	5.5	5.9	5.0	6.8	6.5	7.0
KJMS	Memphis	C1	101.1	100.0	449	a	65	9701	12,500	c2	Urban	3,400	0.95	6.8	5.2	5.6	6.6	4.5	3.7	6.6	7.4	6.2
WEGR	Memphis	C1	102.7	87.0 cp	945	a	67	9612		g1	Clsc Rock	4,800	1.54	5.9	5.8	6.5	4.8	5.4	5.8	4.8	5.1	5.0
WRBO	Como	C1	103.5	100.0	587	j	66	9710	6,300		Urban/Oldies	800	0.69	2.2	5.5	5.3	6.1	6.2	7.6	0.3	0.0	0.0
WRVR	Memphis	C	104.5	100.0	751	f	68	9907 p		g2	Soft AC	6,900	1.74	7.5	5.0	6.6	5.4	5.8	6.6	5.8	6.7	7.2
WGKX	Memphis	C	105.9	100.0	994	j	68	8505	7,000	e	Country	4,500	1.35	6.3	6.8	5.9	4.6	6.6	6.0	5.8	5.1	5.4
KXHT	Marion	A	107.1	3.0 cp	328	b	86	9906	1,650		Rap	800	0.28	5.5	5.3	6.1	5.9	6.0	4.4	5.2	5.0	4.7
● KOSE	Osceola	A	107.3	1.6	335	h	94	9608	273		Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● WKSL	Germantown	A	107.5	19.0 cp	374	b	94	9707	4,500		CHR	1,000	0.65	2.9	3.9	3.5	2.9	2.8	2.7	2.3	3.0	2.1
# FM Stations -				20	# Combos -				18	FM TOTALS				68.2	62.3	65.7	64.0	63.9	61.2	59.1	59.7	60.1

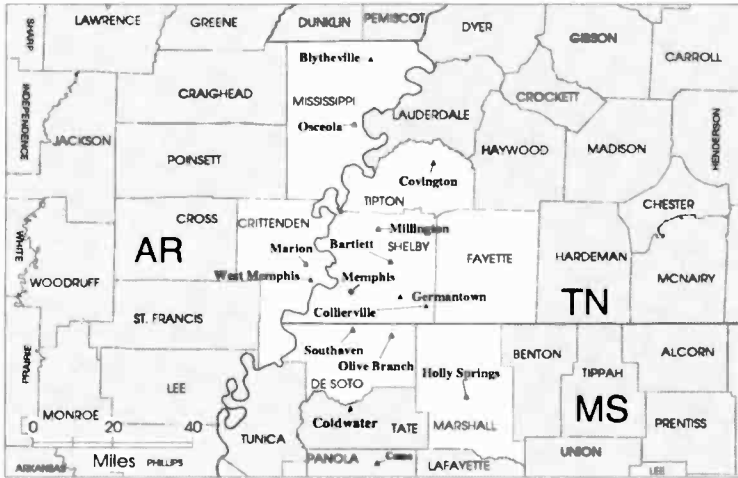
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 46

Revenue Rank: 41

Memphis Market Overview



Metro Counties / Population (000)

Fayette, TN	28.0
Shelby, TN	872.2
Tipton, TN	46.5
Crittenden, AR	49.0
Mississippi, AR	48.8
De Soto, MS	91.8
Marshall, MS	32.4
Total	1,168.7

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97						
		\$31,500	\$35,500	\$41,600	\$41,700	\$43,900	\$46,800	8.2%					
Δ 97 - 98	12.8%	1998	\$52,800	1999	\$57,000	2000	\$62,100	2001	\$66,400	2002	\$71,800	Δ 98 - 02	8.0%
Revenue/Retail Sales	\$3.90/1,000	1997	\$4.12/1,000	2002	\$5.00/1,000	Est. Breakout		Local	83%				
Revenue/Capita	\$27.96	1997	\$40.04	2002	\$59.52			National	17%				

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

MSA Population	1992	1997	Growth Rate	1997	2002	Growth Rate
		1,126.5	1,168.7	0.7%	1,168.7	1,206.4
Households	408.5	426.9	0.9%	426.9	448.5	1.0%
Retail Sales	8,070.1	11,345.5	7.1%	11,345.5	14,346.3	4.8%
EBI	15,823.4	18,478.7	3.2%	18,478.7	23,767.3	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	561.1	116.3	54.8	54.3	86.5	95.8	69.9	83.5
Women (000)	607.6	111.0	53.1	53.6	94.0	104.7	75.3	115.9
Total	1,168.7	227.3	107.9	107.9	180.6	200.4	145.2	199.4
Percentage	100.0%	19.4%	9.2%	9.2%	15.4%	17.2%	12.4%	17.1%
Per Capita	\$ 15,811	Median Household		\$ 33,680	Avg Household		\$ 43,286	
Ethnic Population:	White 56.7%	Black 42.0%	Asian 1.1%	Hispanic 1.3%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	10		10	13	20	20	40
Tot 12+	15.0		50.7	65.2	65.7	24.2	89.9
Avg 12+	1.5		5.1	5.0	3.3	1.2	2.2
Tot LCS	16.7		56.4	72.5	73.1	26.9	100.0
Avg LCS	1.7		5.6	5.6	3.7	1.3	2.5

Competitive Overview

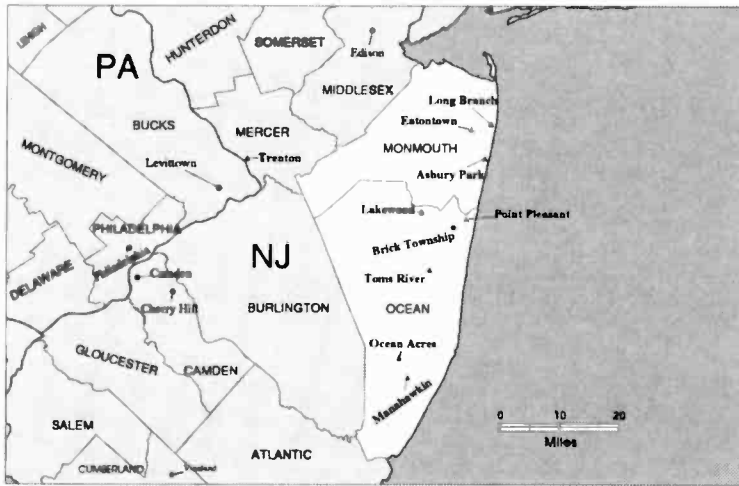
AM Stations														ARB 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997		
WHBQ	Memphis	B	560	5.0	1.00	b	Flinn Bcstg Corp	25	8807	750		Sports	500	0.79	1.2	0.8	0.8	1.1	1.4	1.0	0.6	1.2	1.3		
WREC	Memphis	B	600	5.0	5.00	a	Clear Channel	22	9612		g1	Talk/Info	1,200	0.73	3.1	3.0	3.3	3.0	3.1	2.8	2.6	2.7	2.7		
WCRV	Collierville	B	640	50.0	0.48		Bott Radio Network	66	8611	600		Reign/Talk	750	0.84	1.7	1.7	1.3	2.4	1.3	1.3	1.8	1.5	1.5		
WJCE	Memphis	B	680	10.0	5.00	f	Entercom	25	9907 p		g2	Urban AC	800	0.95	1.6	1.0	0.7	0.7	0.7	0.4	2.2	1.9	1.3		
• KSUD	West Memphis	B	730	1.0 cp	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		
• WMC	Memphis	B	790	5.0	5.00	d	Raycom Media Inc	23	9608		g3	News	1,000	0.65	2.9	0.9	1.3	1.3	1.7	1.9	2.8	2.9	2.6		
KOSE	Osceola	B	860	1.0	0.02	h	Sudbury Bcst	49	9607		sw	Gospel			0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0		
KLCN	Blytheville	B	910	5.0	0.00	h	Sudbury Bcst		22			News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KWAM	Memphis	B	990	10.0	0.45	c	Clear Channel	46	9606		c2	Gospel	700	0.63	2.1	2.8	2.1	1.9	1.4	2.9	1.8	1.6	1.2		
WSFZ	Memphis	B	1030	50.0	1.00	b	Flinn Bcstg Corp	84	9908	1,070		Talk			0.3	0.0	0.0	0.0	0.0	0.4	0.3	0.5	0.0		
WDIA	Memphis	B	1070	50.0	5.00	a	Clear Channel	47	9607		g3	Urban AC	3,900	0.90	8.2	8.4	7.2	6.2	8.5	6.6	8.3	7.3	6.7		
• WKRA	Holly Springs	B	1110	1.0	0.00	i	Autry, Billy	66	9408		c1	Urban/Gospl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WPLX	Germantown	B	1170	1.0	0.00	e	Pollack Bcstg Co	87	9203	114	e	Easy	700	0.60	2.2	1.5	1.3	1.1	1.1	1.9	1.2	2.2	2.4		
WGSF	Bartlett	B	1210	10.0	0.25	k	Arlington Bcstg		86			Spanish				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WAVN	Southaven	C	1240	0.6	0.58	k	Arlington Bcstg	90	9209	135		Gospel			0.2	0.0	0.0	0.3	0.0	0.3	0.3	0.0	0.0		
WKBL	Covington	B	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		
• WLOK	Memphis	C	1340	1.0	1.00		Gilliam Comm	56	7701			Gospel	1,500	0.41	6.9	4.5	5.1	5.6	5.4	6.3	5.8	6.3	5.8		
WOOM	Millington	B	1380	2.5	1.00		World Overcomers	62	9804	275		Religion			0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.4		
• WOWW	Germantown	B	1430	2.5 cp	2.50	b	Flinn Bcstg Corp	55	9309		na	Black Gospl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WBBP	Memphis	B	1480	5.0	0.00		Bountiful Blessings	64	9010	420		Religion	700	1.10	1.2	1.1	1.1	0.8	0.0	1.4	1.2	0.9	0.8		
# AM Stations -					20	# Combos -					15	AM TOTALS					32.0	25.7	24.2	24.4	24.6	27.5	29.2	29.3	26.7
AM & FM Stations Profiled -					40	# Duopolies -					13	Total Local Commercial Share					88.0	89.9	88.4	88.5	88.7	88.3	89.0	86.8	

• indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 47

Revenue Rank: 86

Monmouth-Ocean, NJ Market Overview



Metro Counties / Population (000)

Monmouth, NJ	597.9
Ocean, NJ	494.0
Total	1,091.9

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$12,500	\$13,500	\$13,800	\$14,100	\$14,500	\$16,300
Δ 97 - 98	19.6%	\$19,500	\$21,500	\$23,800	\$25,700	\$28,300	Δ 98 - 02
							9.7%

	1992	1997	2002	Est. Breakout
Revenue/Retail Sales	\$1.37/1,000	\$1.51/1,000	\$2.29/1,000	Local 82%
Revenue/Capita	\$12.25	\$14.93	\$24.01	National 18%

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	1,020.8	1,091.9	1.4%	1,091.9	1,178.8	1.5%
Households	378.4	404.7	1.4%	404.7	441.6	1.8%
Retail Sales	9,155.9	10,766.4	3.3%	10,766.4	12,352.5	2.8%
EBI	20,703.9	20,661.4	0.0%	20,661.4	23,304.8	2.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	525.5	88.6	42.8	40.1	74.4	89.6	71.8	118.2
Women (000)	566.4	85.6	41.1	38.0	75.0	93.9	73.8	159.0
Total	1,091.9	174.2	84.0	78.1	149.4	183.4	145.7	277.1
Percentage	100.0%	16.0%	7.7%	7.2%	13.7%	16.8%	13.3%	25.4%
Per Capita	\$ 18,922							
				Median Household	\$ 42,597		Avg Household	\$ 51,054
Ethnic Population:	White	90.0%	Black	6.8%	Asian	3.0%	Hispanic	5.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viab. FMs	All FMs	All AMs	Total
# Stations	7	1		6	8	4	12
Tot 12+	21.1	5.8		19.3	26.9	5.0	31.9
Avg 12+	3.0	5.8		3.2	3.4	1.3	2.7
Tot LCS	66.1	18.2		60.5	84.3	15.7	100.0
Avg LCS	9.4	18.2		10.1	10.5	3.9	8.3

Competitive Overview

Some stations also rated in New York and Trenton.

													ARB 12+ Metro Shares (see rights)										
													Avg '98	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A Format	1998 Est Revenue (000)1/	Power Ratio	Local Comm								
WOBM	Toms River	A	92.7	1.4	486	a	Seashore Bcstg	68			1	AC	4,100	1.88	11.2	4.2	4.0	3.0	3.8	3.8	4.8	4.7	3.5
WJLK	Asbury Park	A	94.3	1.3	499	b	Nassau Bcstg Ptrs	47	9610	16,750	c1	Hot AC	4,600	1.95	12.1	3.7	3.2	3.4	3.9	3.7	3.7	4.4	4.9
WRAT	Point Pleasant	A	95.9	4.0	240		New Jersey Bcstg	68	9609	8,000		AOR/CIRck	1,750	0.89	10.1	2.7	4.3	3.0	3.1	3.9	2.5	5.4	3.7
WBBO	Ocean Acres	A	98.5	6.0	328	b	Nassau Bcstg Ptrs	93	9610		c1	CHR	1,250	0.74	8.7	3.0	2.9	2.8	2.4	0.3	0.1	0.4	0.1
WJRZ	Manahawkin	A	100.1	1.6	436		Jersey Shore Bcstg	76				Country	2,200	2.17	5.2	2.1	1.6	1.6	1.5	2.8	2.5	1.9	3.3
WKXW	Trenton	B	101.5	19.0	804		Press Comm LLC	62	9802			Oldes/Talk	n/a		18.6	5.8	6.2	5.5	5.7	3.8	5.8	5.4	3.7
WHTG	Eatontown	A	106.3	3.9	233	c	Gade, Faye B	61				Modern Rock	900	0.89	5.2	1.8	1.0	1.1	2.1	1.7	1.1	1.7	1.6
WWZY	Long Branch	A	107.1	4.7	371		Big City Radio	60	9702	12,000		Country	3,000	1.23	12.5	3.6	4.5	2.8	4.8	4.2	3.3	4.0	2.6
# FM Stations -					8	# Combos -					4	FM TOTALS			83.6	26.9	27.7	23.2	27.3	24.2	23.8	27.9	23.4

													ARB 12+ Metro Shares (see rights)										
													Avg '98	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A Format	1998 Est Revenue (000)1/	Power Ratio	Local Comm								
WOBM	Lakewood	B	1160	5.0	8.90	a	Seashore Bcstg	70			1	News/MOR	1,000	0.49	10.4	2.2	2.9	3.8	2.4	2.3	3.8	2.1	2.7
WADB	Asbury Park	B	1310	2.5	1.00	b	Nassau Bcstg Ptrs	26	9610		c1	Adlt Stndrd	550	0.47	6.0	2.8	1.5	1.6	2.0	1.1	0.5	0.0	0.4
WHTG	Eatontown	B	1410	0.5	0.13	c	Gade, Faye B	57				Nostalgia	150			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● WJRZ	Toms River	B	1550	6.0	3.00		Knox Bcstg Grp Inc	94				Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					4	# Combos -					3	AM TOTALS			16.4	5.0	4.4	5.4	4.4	3.4	4.3	2.1	3.1
AM & FM Stations Profiled -					12	# Duopolies -					1	Total Local Commercial Share				31.9	32.1	28.6	31.7	27.6	28.1	30.0	26.5

Other Rulemaking: 105.7, B1, Manahawkin

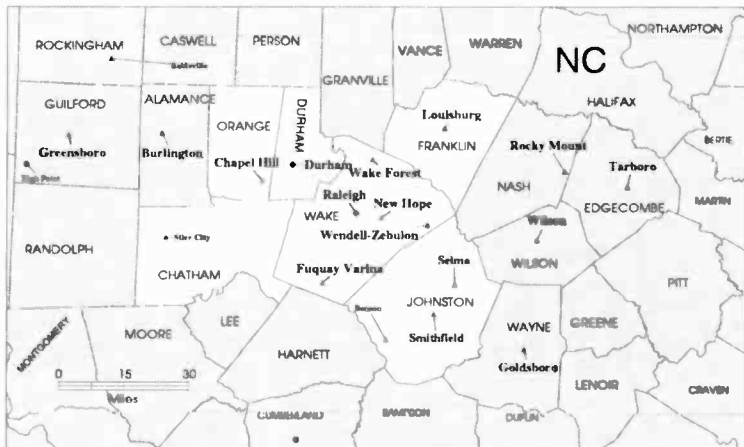
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 48

Revenue Rank: 33

Raleigh - Durham, NC Market Overview



Metro Counties / Population (000)

Chatham, NC	44.6
Durham, NC	199.0
Franklin, NC	44.7
Johnston, NC	101.7
Orange, NC	113.2
Wake, NC	560.3
Total	1,063.5

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$29,400	\$32,000	\$36,600	\$42,600	\$51,500	\$58,500
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
	26.2%	\$73,800	\$82,600	\$94,200	\$105,500	\$117,100	12.2%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$3.82/1,000	\$4.56/1,000	\$6.31/1,000	Local	80%		
Revenue/Capita	\$32.19	\$55.01	\$98.22	National	20%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	913.4	1,063.5	3.1%	1,063.5	1,192.2
Households	359.5	422.2	3.3%	422.2	482.2	2.7%
Retail Sales	7,703.8	12,830.3	10.7%	12,830.3	18,562.4	7.7%
EBI	15,145.0	19,435.1	5.1%	19,435.1	26,360.6	6.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	515.4	86.1	39.8	58.0	94.3	95.9	68.5	73.0
Women (000)	548.1	82.8	38.2	62.1	94.3	100.7	70.1	99.9
Total	1,063.5	168.9	78.0	120.0	188.6	196.5	138.6	172.9
Percentage	100.0%	15.9%	7.3%	11.3%	17.7%	18.5%	13.0%	16.3%
Per Capita	\$ 18,275	Median Household		\$ 38,274	Avg Household		\$ 46,033	
Ethnic Population:	White 73.0%	Black 24.1%	Asian 2.6%	Hispanic 2.3%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		14	12	17	22	39
Tot 12+	5.7		61.0	60.9	66.7	11.7	78.4
Avg 12+	1.9		4.4	5.1	3.9	0.5	2.0
Tot LCS	7.3		77.8	77.7	85.1	14.9	100.0
Avg LCS	2.4		5.6	6.5	5.0	0.7	2.6

Competitive Overview

Some stations also rated in Greensboro-WS & Greenville.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)															
												Revenue (000)†/	Power Ratio		Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997								
• WRSN	Burlington	C	93.9	100.0	1263	c	46	9910 p		g	AC	4,400	1.08	5.5	4.6	5.0	4.4	4.5	4.2	4.4	3.7	4.3								
• WQDR	Raleigh	C	94.7	95.0	1680	e	49	9107		g	Country	4,800	0.81	8.0	6.0	5.5	6.3	5.7	8.2	5.6	4.8	5.5								
• WBBB	Raleigh	C	96.1	98.0	984	e	47	9608	16,000		Rock	2,000	0.56	4.8	4.1	4.7	3.5	4.5	3.5	5.9	4.0	1.2								
• WKIX	Goldsboro	C	96.9	99.0	984	e	46	9002	2,200	c1	Country	3,900	1.10	4.8	1.8	1.4	2.3	2.6	3.0	3.4	2.9	5.2								
• WQMG	Greensboro	C	97.1	100.0 cp	1230		62	9907 p			Urban	n/a		0.7	0.5	0.4	0.9	0.5	0.5	0.4	0.4	0.8								
• WQOK	South Boston	C1	97.5	100.0	981	d	60	9607		g2	Urban	7,200	0.87	11.2	7.7	7.5	7.3	8.1	6.9	10.0	7.7	9.2								
• WTRG	Rocky Mount	C	100.7	100.0	1969	c	47	9910 p		g	Oldies	6,550	1.22	7.3	5.7	5.5	5.3	5.0	5.9	5.8	5.4	5.0								
• WKXU	Burlington	C	101.1	100.0	1191	e	46	9001	3,450	c2	Country			2.0	1.1	1.4	1.0	1.4	1.5	1.8	1.2									
• WRAL	Raleigh	C	101.5	96.0	1821		47				AC	9,000	1.43	8.5	5.7	5.3	6.2	5.7	6.8	5.8	6.3	6.6								
• WJMH	Reidsville	C	102.1	99.0	1204	a	48	9907 p			Urban	n/a		3.4	1.9	2.2	2.4	2.3	2.7	2.9	2.4	2.4								
• WHLQ	Louisburg	A	102.5	6.0	328	b	89				Country			0.6	0.3	0.4	0.4	0.6	0.8	0.4	0.0	0.5								
• WWND	Raleigh	A	102.9	1.7	620	e	98				Smooth Jazz			0.4	2.4	2.5	2.3	2.3	1.3	0.0	0.0	0.0								
• WNNL	Fuquay Varina	C3	103.9	7.9	577	d	80	9607		g2	Gospel	850	0.20	5.8	6.0	7.8	5.2	4.8	5.8	4.8	3.9	3.1								
• WFXK	Tarboro	C1	104.3	100.0	981	d	52	9706	20,000	d3	Urban AC	4,400	2.48	2.4	1.7	2.0	2.6	2.1	1.1	2.2	2.4	1.6								
• WDCG	Durham	C	105.1	100.0	1040	c	48	9910 p		g	CHR	10,000	1.47	9.2	8.4	6.4	7.5	8.7	6.3	6.4	7.7	7.3								
• WRDU	Wilson	C	106.1	100.0	1348	c	48	9910 p		g	AOR	7,950	1.58	6.8	5.2	5.9	5.2	5.1	4.6	4.6	6.0	5.3								
• WFXC	Durham	A	107.1	2.6	502	d	71	9706		d3	Urban AC	2,800	0.95	4.0	3.3	2.8	2.5	2.1	3.0	2.8	3.0	3.2								
# FM Stations -														17	# Combos -		14	FM TOTALS				85.4	66.4	66.7	65.3	66.0	66.0	66.9	62.4	62.4

• Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.

Metro Rank: 48

Revenue Rank: 33

Raleigh - Durham, NC Market Overview



Metro Counties / Population (000)

Chatham, NC	44.6
Durham, NC	199.0
Franklin, NC	44.7
Johnston, NC	101.7
Orange, NC	113.2
Wake, NC	560.3
Total	1,063.5

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$29,400	\$32,000	\$36,600	\$42,600	\$51,500	\$58,500
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
	26.2%	\$73,800	\$82,600	\$94,200	\$105,500	\$117,100	12.2%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
Revenue/Capita	\$3.82/1,000	\$4.56/1,000	\$6.31/1,000	Local	80%		
	\$32.19	\$55.01	\$98.22	National	20%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	913.4	1,063.5	3.1%	1,063.5	1,192.2
Households	359.5	422.2	3.3%	422.2	482.2	2.7%
Retail Sales	7,703.8	12,830.3	10.7%	12,830.3	18,562.4	7.7%
EBI	15,145.0	19,435.1	5.1%	19,435.1	26,360.6	6.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	515.4	86.1	39.8	58.0	94.3	95.9	68.5	73.0
Women (000)	548.1	82.8	38.2	62.1	94.3	100.7	70.1	99.9
Total	1,063.5	168.9	78.0	120.0	188.6	196.5	138.6	172.9
Percentage	100.0%	15.9%	7.3%	11.3%	17.7%	18.5%	13.0%	16.3%
Per Capita	\$ 18,275	Median Household		\$ 38,274	Avg Household		\$ 46,033	
Ethnic Population:	White 73.0%	Black 24.1%	Asian 2.6%	Hispanic 2.3%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		14	12	17	22	39
Tot 12+	5.7		61.0	60.9	66.7	11.7	78.4
Avg 12+	1.9		4.4	5.1	3.9	0.5	2.0
Tot LCS	7.3		77.8	77.7	85.1	14.9	100.0
Avg LCS	2.4		5.6	6.5	5.0	0.7	2.6

Competitive Overview

Some stations also rated in Greensboro-WS & Greenville.

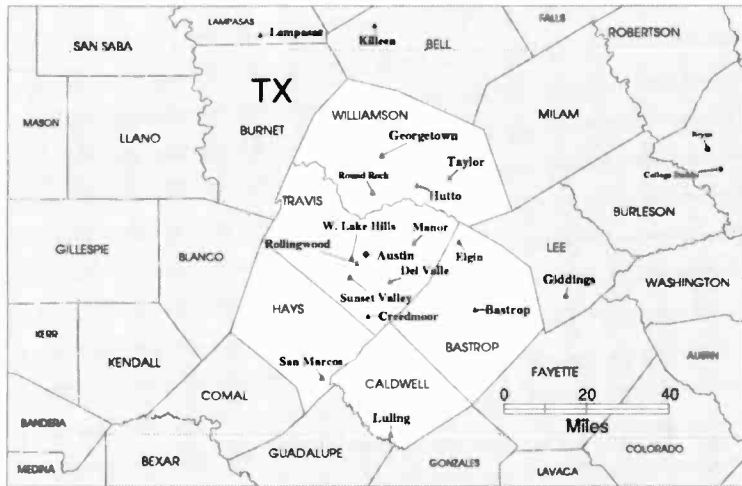
AM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
WETC	Wendell-Zebulon	B	540	8.0	0.50		East Wake Bcstg	59	9202		nc	Mexican				0.0	0.5	0.0	0.4	0.0	0.0	0.0	0.0	0.0
WRDT	Raleigh	B	570	0.5	0.05	i	Curtis Media Group	81	9906	1,000		Chrst/Talk	650			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDNC	Durham	B	620	5.0	1.00		Durham Radio Corp	34				1 News/Sprts			1.1	0.7	0.4	1.0	0.7	0.7	0.9	0.9	0.8	
WPTF	Raleigh	B	680	50.0	50.00	e	Curtis Media Group	24	9107	5,000		1 News/Talk	5,800	0.99	7.9	6.8	5.6	6.1	5.4	5.7	5.8	6.7	5.6	
WAUG	New Hope	B	750	0.5	0.00		St Augustine's Coll	87				Gospel	500		0.5	0.0	0.5	0.4	0.0	0.4	0.4	0.0	0.7	
WRBZ	Raleigh	B	850	10.0	5.00		Alchemy Comm	47	8909			Sports	625	0.56	1.5	0.8	1.8	1.8	1.3	1.0	1.4	1.5	0.7	
WRTG	Gamer	B	1000	1.0	0.00	g	Carolina Christian	69				ChrsContemp				0.0	0.3	0.0	0.1	0.0	0.0	0.0	0.0	
WFTK	Wake Forest	B	1030	50.0	0.00	f	Baker Family Stns	89				Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● WBZB	Selma	B	1090	1.0 cp	0.00		C & J Bcstg Inc	64	9404	150		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPYB	Benson	B	1130	1.0	0.00		Benson Bcstg Inc	61				Cntry/Gospl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WGBR	Goldsboro	B	1150	5.0	1.00	e	Curtis Media Group	39	9002		c1	News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPJL	Raleigh	C	1240	1.0	1.00		Suttles, William	39	8605	600		ChrsContemp	325			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WMPM	Smithfield	B	1270	5.0	0.00		Carolina Bcst Svc	50				Country	350	0.43	1.1	0.6	0.9	0.6	1.2	0.8	1.0	0.8	0.7	
WTIK	Durham	B	1310	5.0	1.00	f	Baker Family Stns	45	9410	320		Black Gospl			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	
WCHL	Chapel Hill	B	1360	5.0	1.00	e	Curtis Media Group	53	9708	400		Oldies	1,000			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WSRC	Durham	B	1410	5.0	0.29	h	Willis Bcstg Corp	54	8611	450		Gospel	400		0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.6	1.1
WCRY	Fuquay Varina	B	1460	5.0	0.12	h	Willis Bcstg Corp	49	9701	175		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WYRN	Louisburg	B	1480	0.5	0.04	b	Franklin Bcstg Co	58	6903			Country			0.2	0.1	0.3	0.0	0.4	0.1	0.1	0.0	0.4	
● WDUR	Durham	C	1490	1.0	1.00	d	Clear Channel	47	9706		d3	ChrsContemp			0.7	0.3	0.7	0.3	0.4	0.5	0.4	0.4	0.8	
WRTP	Chapel Hill	B	1530	10.0	0.00	g	Carolina Christian	73	9404	297		ChrsContemp			0.2	0.0	0.1	0.0	0.6	0.4	0.0	0.3	0.0	
WCLY	Raleigh	B	1550	1.0	0.01	i	Curtis Media Group	62	9906			Gospel	300		0.2	0.0	0.6	0.0	0.0	0.0	0.0	0.7	0.0	
WNCA	Siler City	B	1570	1.0	0.28		Chatham Bcstg Co	52				AC/Nws/Inf			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	
# AM Stations -					22	# Combos -					13	AM TOTALS				14.3	9.3	11.7	10.2	10.5	9.6	10.5	12.7	10.8
AM & FM Stations Profiled -					39	# Duopolies -					13	Total Local Commercial Share				75.7	78.4	75.5	76.5	75.6	77.4	75.1	73.2	

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 49

Revenue Rank: 36

Austin, TX Market Overview



Metro Counties / Population (000)

Bastrop, TX	49.5
Caldwell, TX	31.0
Hays, TX	86.5
Travis, TX	703.4
Williamson, TX	211.8
	<hr/>
	1,082.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$26,000	\$30,000	\$36,900	\$44,100	\$49,500	\$56,300
<hr/>							
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	16.5%	\$65,600	\$73,400	\$82,200	\$90,500	\$100,400	11.2%
<hr/>							
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.47/1,000	\$4.56/1,000	\$5.64/1,000	Local	85%		
Revenue/Capita	\$28.58	\$52.02	\$80.71	National	15%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	909.6	1,082.2	3.5%	1,082.2	1,244.0	2.8%
Households	351.8	420.3	3.6%	420.3	490.5	3.1%
Retail Sales	7,483.6	12,342.2	10.5%	12,342.2	17,817.0	7.6%
EBI	14,506.9	19,938.9	6.6%	19,938.9	29,099.6	7.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	543.1	102.7	43.7	66.4	104.0	100.0	60.9	65.5
Women (000)	539.1	97.9	41.7	64.2	96.7	96.3	60.5	81.6
Total	1,082.2	200.6	85.4	130.6	200.7	196.4	121.4	147.1
Percentage	100.0%	18.5%	7.9%	12.1%	18.5%	18.1%	11.2%	13.6%
Per Capita	\$ 18,424		Median Household	\$ 36,669		Avg Household	\$ 47,440	
Ethnic Population:	White	86.3%	Black	10.1%	Asian	3.1%	Hispanic	25.2%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		15	14	17	11	28
Tot 12+	2.1		64.9	64.0	67.0	11.8	78.8
Avg 12+	1.1		4.3	4.6	3.9	1.1	2.8
Tot LCS	2.7		82.4	81.2	85.0	15.0	100.0
Avg LCS	1.3		5.5	5.8	5.0	1.4	3.6

Competitive Overview

Some stations also rated in Killeen-Temple.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
															Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
KQQQ	Hutto	A	92.1	1.7	450	g	80	9404	345		Spanish	100		0.8	0.5	0.8	1.2	0.8	0.4	1.4	0.6	0.0
KKLB	Elgin	A	92.5	1.6	449	f		92			Spanish	900	0.91	1.5	1.3	1.3	1.5	1.4	1.5	1.3	1.1	0.9
KLNC	Killeen	C	93.3	100.0	1949	a		61	80,000	d3	Country	1,000	0.48	3.2	1.9	2.1	1.9	1.2	1.9	2.4	3.2	2.6
• KLBJ	Austin	C	93.7	97.0	1050	a		60		d3	Rock	6,700	1.36	7.5	5.4	4.6	4.8	3.9	5.7	5.6	5.5	6.7
• KAMX	Luling	C	94.7	100.0	1306	c		87		g1	Modern AC	4,500	0.97	7.1	5.6	5.2	5.2	5.1	5.0	5.2	6.9	5.2
• KKMJ	Austin	C1	95.5	50.0	1306	c		68		g1	Soft AC	6,800	1.31	7.9	5.0	5.5	5.2	7.3	5.9	6.0	6.5	6.4
• KHFI	Georgetown	C1	96.7	100.0	951	d		72	3,500		CHR	6,000	0.85	10.8	5.0	5.0	4.7	4.5	5.4	9.0	9.4	9.9
• KVET	Austin	C1	98.1	62.0	1198	b		50		g	Country	5,400	1.08	7.6	5.0	5.5	5.0	6.1	5.7	4.6	6.2	7.2
KJFK	Lampasas	C1	98.9	18.5	1814			76	425		Talk	1,350	0.94	2.2	1.5	2.4	1.5	1.3	1.8	1.4	2.1	1.7
• KASE	Austin	C	100.7	100.0	1191	b		69		g	Country	10,050	1.18	13.0	8.3	8.4	8.6	8.2	9.4	11.0	10.3	9.9
KROX	Giddings	C1	101.5	100.0	981	e		84		d3 1	Alternative	2,900	0.94	4.7	4.2	5.1	3.7	3.1	2.6	3.7	4.3	4.2
KPEZ	Austin	C2	102.3	26.0	686	d		76	1,600		Clsc Rock	3,500	1.07	5.0	3.4	3.5	4.2	3.8	3.5	4.3	4.0	3.9
• KEYI	San Marcos	C	103.5	96.0	1257	d		71	3,100	c2	Oldies	3,500	0.99	5.4	3.2	3.6	4.1	4.5	3.8	4.3	4.5	4.2
KQBT	Taylor	C2	104.3	48.0	492	c		75		g	CHR/Rhymc	600	0.30	3.1	8.1	6.9	5.4	6.8	7.8	1.8	0.0	0.0
• KFMK	Round Rock	C2	105.9	4.5	1303	b		98		g	R&B Oldies			0.4	3.7	2.8	5.4	3.4	1.1	0.0	0.0	0.0
• KGSR	Bastrop	C2	107.1	39.0	499	e		86		d3	AAA	2,800	1.04	4.1	4.6	3.4	3.8	3.9	2.8	3.2	3.2	3.6
KAHK	Georgetown	C3	107.7	9.1	538			91	2,000	1	Clsc Rock	400	0.44	1.4	0.8	0.9	1.4	0.9	1.3	1.3	1.7	0.0
# FM Stations -				17	# Combos -				15	FM TOTALS				85.7	67.5	67.0	67.6	66.2	65.6	66.5	69.5	66.4

AM Stations

Calls	City of License	FCC Class	Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
															Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
• KLBJ	Austin	B	590	5.0	1.00	a		39		d3	News/Talk	4,800	1.16	6.3	5.8	5.5	5.3	4.6	5.6	4.7	4.6	4.9
KIXL	Del Valle	B	970	1.0	1.00			59	1,400		Chrst/Talk	925	0.94	1.5	0.6	1.0	1.2	0.9	1.6	1.2	0.8	1.1
KFIT	Sunset Valley	B	1060	2.0	0.00			67	400		Gospel			0.5	0.4	1.0	0.5	1.2	0.5	0.7	0.0	0.4
KTAE	Taylor	B	1260	1.0	0.00			48	400		Span/Talk	350			0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0
• KVET	Austin	B	1300	5.0	1.00	b		46		g	Sports	1,375	1.16	1.8	1.7	1.0	1.0	1.1	1.2	1.2	1.5	1.8
KJCE	Rollingwood	B	1370	5.0	0.50	c		58		g1	Urban AC	550	0.44	1.9	1.1	0.7	1.4	2.0	1.3	1.6	1.5	1.7
KELG	Manor	B	1440	0.8	0.50	f		81			Spanish	825	0.84	1.5	1.1	1.0	1.0	1.1	0.9	1.4	0.6	1.7
KUOL	San Marcos	B	1470	0.3	0.25			48		na	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KFON	Austin	C	1490	1.0	1.00	d		22		c2	Sports	175		0.6	0.5	0.6	0.7	0.4	0.5	0.4	0.4	0.5
KQQA	Creedmoor	B	1530	1.0	0.00	g		62	623		Spanish				1.1	0.6	0.0	0.3	0.1	0.0	0.0	0.0
KTXZ	W. Lake Hills	B	1560	2.5	2.50	f		82			Spanish	50		0.1	0.4	0.4	0.0	0.9	0.0	0.0	0.4	0.0
# AM Stations -				11	# Combos -				7	AM TOTALS				14.2	12.7	11.8	11.1	13.2	11.7	11.2	9.8	12.1
AM & FM Stations Profiled -				28	# Duopolies -				7	Total Local Commercial Share				80.2	78.8	78.7	79.4	77.3	77.7	79.3	78.5	

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 50

Revenue Rank: 55

Rochester, NY Market Overview



Metro Counties / Population (000)

Genesee, NY	61.4
Livingston, NY	66.6
Monroe, NY	720.1
Ontario, NY	100.1
Orleans, NY	45.1
Wayne, NY	95.3
Total	1,088.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$25,600	\$26,700	\$30,800	\$31,200	\$33,600	\$35,800
Δ 97 - 98	7.3%	\$38,400	\$41,100	\$44,300	\$47,000	\$50,300	7.0%
Revenue/Retail Sales							
	1992	1997	2002	Est. Breakout			
	\$3.18/1,000	\$3.54/1,000	\$4.44/1,000	Local	81%		
	\$23.84	\$32.89	\$46.41	National	19%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	1,073.9	1,088.6	0.3%	1,088.6	1,083.9
Households	401.1	408.0	0.3%	408.0	412.0	0.2%
Retail Sales	8,049.2	10,113.3	4.7%	10,113.3	11,323.1	2.3%
EBI	16,862.9	17,039.3	0.2%	17,039.3	18,486.7	1.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	529.1	96.4	42.9	51.5	82.6	89.3	70.5	96.0
Women (000)	559.5	92.2	40.5	50.7	82.2	94.5	72.8	126.6
Total	1,088.6	188.5	83.4	102.2	164.8	183.8	143.4	222.6
Percentage	100.0%	17.3%	7.7%	9.4%	15.1%	16.9%	13.2%	20.4%
Per Capita	\$ 15,652	Median Household		\$ 35,963	Avg Household		\$ 41,763	
Ethnic Population:	White 87.6%	Black 10.1%	Asian 1.9%	Hispanic 3.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	15	7		11	22	10	32
Tot 12+	18.6	42.8		56.9	61.4	16.2	77.6
Avg 12+	1.2	6.1		5.2	2.8	1.6	2.4
Tot LCS	24.0	55.2		73.3	79.1	20.9	100.0
Avg LCS	1.6	7.9		6.7	3.6	2.1	3.1

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)†/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)												1999	1999	1999	1998	1998	1998	1998	1998	1997
WBEE	Rochester	B	92.5	50.0	499	c	Entercom	61	9805		g2	Country	5,400	1.05	13.4	7.1	8.4	9.3	12.0	11.3	10.0	10.4	11.5	
WQRV	Avon	A	93.3	4.0	390	c	Entercom	93	9805		g2	Clsc Hits	550	0.49	2.9	2.4	2.3	1.3	2.5	2.3	2.4	2.3	2.3	
WLLW	Clyde	A	93.7	3.8	328		The Radio Group	96	9604		cp	Clsc Rock			0.0	0.0	0.4	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			0.2	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.4	
WZNE	Brighton	A	94.1	1.8	407	b	Infinity Bcstg	97	9805		g1	Modern AC	1,100	0.50	5.7	3.4	2.7	3.8	3.3	3.7	5.2	4.6	4.8	
• WNVE	Honeoye Falls	B	95.1	50.0	417	g	Clear Channel	48	9905		g3	Alternative	1,800	0.73	6.4	4.8	4.8	5.1	3.9	3.8	5.0	5.4	6.5	
WCMF	Rochester	B	96.5	50.0	449	b	Infinity Bcstg	60	9805		g1	AOR	4,800	1.74	7.2	6.4	5.5	5.6	5.7	5.3	5.5	5.8	6.5	
WPXY	Rochester	B	97.9	50.0	400	b	Infinity Bcstg	59	9805		g1	CHR	4,100	1.32	8.1	6.8	5.6	5.0	4.5	5.2	7.3	7.0	6.6	
WBBF	Rochester	B	98.9	37.0	564	c	Entercom	39	9805		g2	Oldies	1,450	0.63	6.0	5.2	5.3	4.8	4.6	5.4	4.7	4.6	4.6	
WZXV	Palmyra	A	99.7	2.8	486		Calvery Chpl-Fgr	93	9409	70	st	Christian	350		0.9	0.5	0.7	0.7	0.7	0.4	0.9	0.8	0.9	
WVOR	Rochester	B	100.5	50.0	479	g	Clear Channel	62	9905		g3	Hot AC	2,800	1.04	7.0	5.7	6.4	5.9	5.2	5.1	7.1	5.8	4.5	
WRMM	Rochester	B	101.3	27.0	640	b	Infinity Bcstg	66	9805		g1	Soft AC	4,700	1.32	9.3	6.8	6.8	6.5	7.3	7.4	7.6	7.2	7.6	
WFLK	Geneva	A	101.7	5.4	125	e	M.B.	74	9306			Country			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	
• WLOF	Attica	A	101.7	3.2	446	f	Holy Family Comm	77	9911	655		Religion			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WISY	Canandaigua	A	102.3	3.4	282	g	Clear Channel	74	9905		g3	Soft AC			0.1	0.5	0.4	0.0	0.0	0.1	0.1	0.1	0.1	
WDCZ	Webster	A	102.7	6.0	328		Crawford Bcstg Co	93	9212	950		Christian	250		0.2	0.0	0.7	0.0	0.4	0.0	0.3	0.0	0.4	
• WNNR	Sodus	A	103.5	6.0	243		Waynco Radio Inc	91	9004		10	cp	Country	400		0.3	0.4	0.0	0.4	0.0	0.4	0.0	0.5	0.0
WDKX	Rochester	A	103.9	0.8	541		Monroe Cnty Bcstg	74				Urban AC	1,250	0.47	7.0	6.5	6.6	5.8	6.0	6.9	5.7	5.4	4.5	
• WRPO	Brockport	A	105.5	3.0	223		Wolfe, David L.	98				Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WJZR	Rochester	A	105.9	3.0	180		R B Lee Rust	93				Jazz	500	0.81	1.6	1.3	1.5	1.7	1.4	1.4	1.3	1.4	1.1	
WKGS	Irondequoit	A	106.7	3.5	266	g	Clear Channel	92	9905		g3	CHR	2,750	3.11	2.3	3.7	2.5	0.9	1.3	1.3	1.6	1.7	2.8	
WLCL	South Bristol	A	107.3	0.7	994	g	Clear Channel	96	9905		g3	R&B Oldies	400	0.65	1.6	1.7	1.2	2.7	2.7	2.1	1.6	0.7	0.6	
# FM Stations -					22	# Combos -					14	FM TOTALS			80.3	63.2	61.4	59.9	61.5	62.5	66.3	64.0	65.7	

AM Stations

Calls	City of License	FCC Class	Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)†/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)											1999	1999	1999	1998	1998	1998	1998	1998	1997
WEZO	Rochester	B	950	1.0	1.00	c	Entercom	47	9805		g2	Nostalgia	275	0.21	3.4	3.2	3.4	2.6	2.5	2.7	2.8	2.3	3.3
WCMF	Rochester	B	990	5.0	2.50		Crawford Bcstg Co	47	9702	650		Chrst/Talk	50		0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
WYSL	Avon	B	1040	2.5	0.50		Livingston Comm	86				News	200		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WHAM	Rochester	A	1180	50.0	50.00	g	Clear Channel	22	9905		g3	News/Talk	4,500	0.87	13.5	10.3	10.5	12.8	13.1	10.8	10.0	10.8	11.9
WGVA	Geneva	C	1240	1.0	1.00	a	The Radio Group	47	9610			Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WHTK	Rochester	B	1280	5.0	5.00	g	Clear Channel	47	9905		g3	Talk	300	0.46	1.7	1.2	1.3	1.6	1.4	1.7	1.0	1.5	1.2
WDNY	Dansville	C	1400	0.9	1.00	d	Miller Media Inc	78	9603		c3	Nostalgia			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WWWG	Rochester	B	1460	5.0	5.00		Amer General	25	7706			Gospel	250		0.6	0.0	0.6	0.4	0.4	0.4	0.6	0.8	0.0
WBTA	Batavia	C	1490	1.0	1.00	f	Doran, Kevin	41	9504		c1	Nws/Tlk/AC	200		0.5	0.7	0.4	0.4	0.4	0.5	0.0	0.6	0.4
WCGR	Canandaigua	B	1550	0.3	1.00	a	The Radio Group	61	9312		na	AC			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			19.7	15.4	16.2	17.8	17.8	16.1	14.5	16.0	16.8
AM & FM Stations Profiled -					32	# Duopolies -					8	Total Local Commercial Share			78.6	77.6	77.7	79.3	78.6	80.8	80.0	82.5	

• Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.

Metro Rank: 51

Revenue Rank: 44

W. Palm Beach-Boca Raton Market Overview



Metro Counties / Population (000)

Palm Beach, FL	1,020.3
	1,020.3

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$24,500	\$31,500	\$35,300	\$37,800	\$39,200	\$41,400
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	15.5%	\$47,800	\$52,500	\$58,800	\$64,700	\$71,200	10.5%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$2.62/1,000	\$3.18/1,000	\$4.18/1,000	Local	80%		
Revenue/Capita	\$25.85	\$40.58	\$64.18	National	20%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	947.6	1,020.3	1.5%	1,020.3	1,109.3	1.7%
Households	402.1	430.7	1.4%	430.7	471.6	1.8%
Retail Sales	9,338.3	13,014.0	6.9%	13,014.0	17,053.2	5.6%
EBI	18,386.2	23,556.5	5.1%	23,556.5	31,244.9	5.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	493.4	71.9	30.2	32.1	71.4	76.6	58.6	152.5
Women (000)	526.9	68.7	29.4	32.2	69.1	77.0	61.2	189.1
Total	1,020.3	140.6	59.7	64.3	140.6	153.6	119.8	341.7
Percentage	100.0%	13.8%	5.8%	6.3%	13.8%	15.1%	11.7%	33.5%
Per Capita	\$ 23,088			Median Household	\$ 38,713		Avg Household	\$ 54,693
Ethnic Population:	White	83.4%	Black	14.8%	Asian	1.6%	Hispanic	10.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		12	10	13	15	28
Tot 12+	0.0		44.5	41.0	44.5	15.3	59.8
Avg 12+	0.0		3.7	4.1	3.4	1.0	2.1
Tot LCS	0.0		74.4	68.6	74.4	25.6	100.0
Avg LCS	0.0		6.2	6.9	5.7	1.7	3.6

Competitive Overview

Some stations also rated in Miami and Ft. Pierce.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
• WRLX	West Palm	C3	92.1	7.2	499	c	J Crystal Entrprises	75	9808		sw	Oldies	2,000	0.84	5.0	1.7	1.9	2.1	2.0	2.2	3.8	3.3	2.4
• 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
• WWLV	Riviera Beach	C3	94.3	4.1 cp	807	f	Clear Channel	71	9712	33,000	d1	Jazz	1,100	2.30	1.0	1.6	1.7	1.5	0.9	0.0	0.0	0.0	0.0
• WLDI	Fort Pierce	C1	95.5	100.0	981	f	Clear Channel	69	9808		d1	CHR	1,450	1.01	3.0	3.6	3.4	3.5	2.5	1.8	1.6	1.6	1.9
• WRMF	Palm Beach	C	97.9	100.0	1348	c	J Crystal Entrprises	57	9808		sw	AC	9,500	1.74	11.4	4.5	5.0	4.9	6.1	6.4	7.0	6.6	6.5
• WKGR	Fort Pierce	C1	98.7	100.0	974	f	Clear Channel	61	9712		d1	Clsc Rock	3,500	1.46	5.0	3.3	2.8	3.1	3.6	3.5	2.6	3.0	2.6
• WKIS	Boca Raton	C	99.9	100.0	984		Beasley Bcst Group	65	9610	See (11)		Country	n/a		2.1	1.3	1.8	1.5	1.4	1.1	1.1	1.5	1.2
• WMBX	Jensen Beach	C1	102.3	100.0 cp	974		Palm Beach Radio	80	9602			Modern AC	2,000	0.75	5.6	2.1	2.3	2.1	2.1	3.3	3.5	3.5	2.8
• WPBZ	Indiantown	C1	103.1	90.0 cp	974		Palm Beach Radio	65	9507	10,000		Modern Rock	2,800	0.98	6.0	3.0	3.1	2.8	3.1	3.4	3.5	3.3	3.8
• WEAT	West Palm	C	104.3	100.0	1273	d	Infinity Bcstg	69	9805		g2	Soft AC	7,000	1.02	14.4	9.7	9.2	10.9	7.4	7.3	8.6	8.6	9.2
• WOLL	Jupiter	C2	105.5	2.8 cp	974	f	Clear Channel	97	9808		sw	Oldies	2,000	1.67	2.5	1.7	2.2	2.0	2.4	2.3	2.2	1.6	2.0
• WJBW	Jupiter	C3	106.3	25.0 cp	308	a	Rubenstein &	71	9902	10,000		Nostalgia	1,100	0.23	10.1	6.3	5.4	6.0	5.7	6.4	5.9	5.7	5.6
• WIRK	West Palm	C1	107.9	100.0	427	d	Infinity Bcstg	65	9805		g2	Country	6,500	1.32	10.3	5.6	5.7	5.5	6.6	5.5	6.5	5.3	6.8
# FM Stations -				13	# Combos -				10	FM TOTALS				76.4	44.4	44.5	45.9	43.8	43.2	46.3	44.0	44.8	

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
• WAFC	Clewiston	B	590	0.9	0.47		Glades Media	88			1	Spanish				0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0
• WLJV	Royal Palm Bch	B	640	7.5	0.46		J Crystal Entrprises	86	9910 p	3,946		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WSBH	Boca Raton	B	740	2.5	0.94	e	Panamedia	65	8809	1,350		Bus News	250		0.5	0.5	0.5	0.6	0.0	0.0	0.3	0.6	0.3
• WDJA	West Palm	B	850	5.0	1.00	g	J Crystal Entrprises	48	9806	1,500		Bus News	500	0.70	1.5	0.0	0.4	0.3	0.6	0.7	0.8	0.8	1.2
• WSWN	Belle Glade	B	900	1.0 cp	0.02	b	BGI Bcstg LP	47	9608		c2	Urban/Gospl	500	0.80	1.3	1.0	1.3	1.0	1.0	0.5	1.1	0.7	0.8
• WDBE	Jupiter	B	1000	0.7	0.02	a	Rubenstein &	68	9902	450	cp	BgBnd/Jazz	1,250			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WJNO	Boynton Beach	B	1040	25.0 cp	1.10		Clear Channel	73	9808		d1	News/Talk	2,700	0.80	7.1	4.6	4.7	3.4	4.6	4.9	3.5	3.7	4.4
• WPSP	Royal Palm Bch	B	1190	0.7	0.41		Q Broadcasting	91				Spanish				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WJNA	West Palm	C	1230	1.0 cp	1.00	c	J Crystal Entrprises	36	9808		sw	Nostalgia	750	0.58	2.7	1.9	1.5	1.2	1.1	1.6	1.1	1.8	1.7
• WBZT	West Palm	B	1290	10.0 cp	4.90	f	Clear Channel	47	9712		d1	Talk	1,000	0.46	4.5	1.4	2.0	1.5	2.4	2.8	2.2	2.3	3.3
• WJNX	Fort Pierce	B	1330	5.0	1.00	f	Clear Channel	52	9808		d1	2 News/Talk	400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WPBR	Lantana	C	1340	0.8	0.81		Omnilingual Bcstg	41	9403	700		News/Talk			0.2	0.4	0.5	0.6	0.6	0.0	0.0	0.4	0.0
• WLVS	Lake Worth	B	1380	1.0	0.10		Gold Coast Bcstg	59			1	Spanish				0.4	0.4	0.7	0.0	0.0	0.0	0.0	0.0
• WDBF	Delray Beach	B	1420	5.0 cp	0.46		Rubenstein &	52	9808 p	1,100		BgBnd/Jazz	750	0.41	3.8	2.1	2.5	3.3	2.2	3.4	2.0	2.1	1.4
• WMNE	Riviera Beach	B	1600	5.0	4.70		Hibernia Comm	59	9906	1,200		Children	700	0.77	1.9	0.0	0.9	0.8	0.8	1.0	1.2	0.8	1.5
# AM Stations -				15	# Combos -				5	AM TOTALS				23.5	12.4	15.3	13.4	13.3	14.9	12.2	13.2	14.6	
AM & FM Stations Profiled -				28	# Duopolies -				9	Total Local Commercial Share				56.8	59.8	59.3	57.1	58.1	58.5	57.2	59.4		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 52

Revenue Rank: 43

Jacksonville, FL Market Overview



Metro Counties / Population (000)

Baker, FL	21.5
Clay, FL	130.3
Duval, FL	751.3
Nassau, FL	54.0
St. Johns, FL	109.1
Total	1,066.2

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$27,500	\$29,500	\$33,900	\$38,400	\$40,600	\$44,900
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
	9.4%	\$49,100	\$54,000	\$59,400	\$64,100	\$70,500	9.5%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$3.17/1,000	\$4.16/1,000	\$4.97/1,000	Local	75%		
Revenue/Capita	\$27.97	\$42.11	\$59.76	National	25%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	983.1	1,066.2	1.6%	1,066.2	1,179.8	2.0%
Households	371.4	401.0	1.5%	401.0	446.2	2.2%
Retail Sales	8,675.8	10,802.5	4.5%	10,802.5	14,195.5	5.6%
EBI	13,918.4	17,762.5	5.0%	17,762.5	23,978.5	6.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	518.2	101.4	44.4	43.9	88.4	90.1	66.8	83.3
Women (000)	548.0	98.0	43.0	45.8	88.5	94.7	69.6	108.4
Total	1,066.2	199.4	87.4	89.6	176.8	184.8	136.4	191.7
Percentage	100.0%	18.7%	8.2%	8.4%	16.6%	17.3%	12.8%	18.0%
Per Capita	\$ 16,660			Median Household	\$ 35,146		Avg Household	\$ 44,296
Ethnic Population:	White 74.4%		Black 22.6%		Asian 2.6%		Hispanic 3.4%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		15	11	18	18	36
Tot 12+	7.0		65.9	68.9	72.9	11.7	84.6
Avg 12+	2.3		4.4	6.3	4.1	0.7	2.4
Tot LCS	8.3		77.9	81.4	86.2	13.8	100.0
Avg LCS	2.8		5.2	7.4	4.8	0.8	2.8

Competitive Overview

Some stations also rated in Daytona Beach.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
WJXR	MacClenny	C3	92.1	25.0	328	Perich, Gregory G	78	8501			Talk	1,000		0.4	0.4	0.0	0.4	0.5	0.5	0.0	0.8	0.0	
• WJBT	Green Cove	A	92.7	26.6 cp	505 d	Clear Channel	78	9905		g1	Urban	2,200	0.65	6.9	5.5	5.6	5.8	7.0	5.8	6.4	5.9	5.3	
WPLA	Callahan	C2	93.3	50.0	463 a	Clear Channel	90	9712		g3	Alternative	1,750	0.70	5.1	5.8	5.0	5.2	4.4	4.7	4.9	4.1	3.8	
• WSOS	St. Augustine	C3	94.1	19.0	377	WSOS-FM Inc	82	9005	1,620		Bright AC	300		0.7	0.0	0.0	0.4	0.7	0.6	0.9	0.0	1.0	
WAPE	Jacksonville	C	95.1	100.0	984 b	Cox Radio Inc	49	9908 p		sw	Top 40	6,500	1.30	10.2	9.1	9.6	8.8	7.4	9.3	9.4	8.3	7.7	
WEJZ	Jacksonville	C	96.1	100.0	984 e	Renda Bcstg Corp	49	9003		g	Lite AC	4,400	1.07	8.4	6.4	6.1	6.9	5.9	7.9	7.8	7.1	5.9	
WKQL	Jacksonville	C	96.9	98.0	1014 b	Cox Radio Inc	69	9908 p		sw	Oldies	3,650	1.09	6.8	5.7	5.0	5.6	7.1	5.9	5.1	5.8	6.4	
• WFSJ	St. Augustine	C2	97.9	50.0 cp	482 a	Clear Channel	65	9712		g3	Smooth Jazz	1,500	0.85	3.6	2.1	3.4	2.3	3.0	2.5	3.7	3.5	2.6	
• WQIK	Jacksonville	C	99.1	100.0	1014 c	Clear Channel	64	9905		g1	Country	5,800	1.36	8.7	6.9	8.4	7.8	5.7	7.4	6.9	8.2	7.2	
WFKS	Palatka	C	99.9	100.0	1201 e	Renda Bcstg Corp	73	9602			Hot AC	n/a		1.0	0.7	0.6	1.0	0.7	0.9	0.6	0.8	1.0	
WWRR	Brunswick	C1	100.7	36.0	1463 e	Renda Bcstg Corp	65	9602		g	Rock	675	0.57	2.4	1.6	1.5	1.6	1.5	2.1	2.2	1.6	2.3	
• WSOL	Brunswick	C	101.5	100.0	1463 c	Clear Channel	66	9905		g1	Clisc Hits	2,600	0.66	8.0	8.2	8.1	6.9	6.5	7.1	7.1	6.8	6.1	
WMXQ	Jacksonville	C	102.9	98.0	1014 b	Cox Radio Inc	65	9908 p		sw	Soft Rock	2,250	1.24	3.7	3.2	3.1	3.0	3.3	2.8	3.3	3.1	3.5	
WFYV	Atlantic Beach	C	104.5	99.0	1014 b	Cox Radio Inc	67	9908 p		sw	Clisc Rock	6,800	1.41	9.8	8.4	8.9	7.2	7.2	7.5	8.0	8.3	9.4	
WJQR	St Agustine Bch	C3	105.5	16.0	410 f	Mondosphere Bcstg	95	9803 p	1,900	c1	Country			0.3	0.7	0.5	0.4	0.7	0.4	0.5	0.0	0.0	
WXQL	Baldwin	A	105.7	6.0	328	United Comm Inc	92	9603	120		Urban AC			0.7	0.0	0.0	0.0	0.4	0.4	0.7	0.6	0.8	
WBGB	Ponte Vedra	A	106.5	6.0	328 a	Concord Media	96	9907		c3	ChrsContemp	400	0.58	1.4	1.4	1.4	1.1	1.3	1.2	1.2	1.0	1.3	
WROO	Jacksonville	C	107.3	100.0	705 a	Clear Channel	77	9712		g3	Country	3,200	1.02	6.4	4.9	5.7	5.6	4.9	5.3	5.3	5.5	5.8	
# FM Stations -					18	# Combos -					15	FM TOTALS			84.5	71.0	72.9	70.0	68.2	72.3	74.0	71.4	70.1

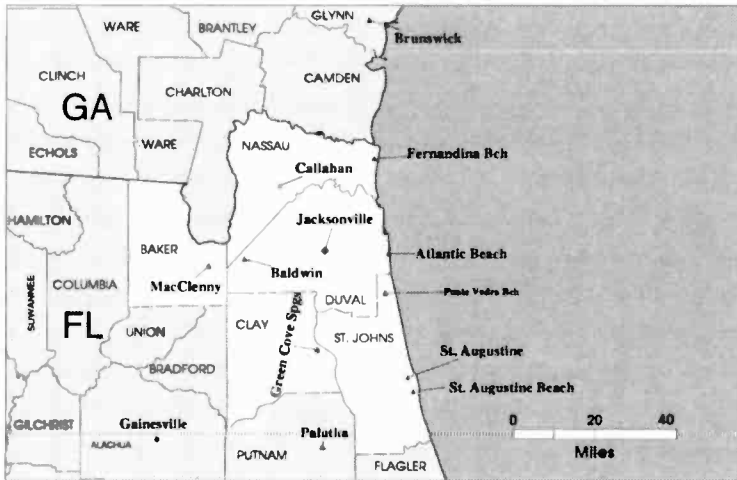
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 52

Revenue Rank: 43

Jacksonville, FL Market Overview



Metro Counties / Population (000)

Baker, FL	21.5
Clay, FL	130.3
Duval, FL	751.3
Nassau, FL	54.0
St. Johns, FL	109.1
Total	1,066.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$27,500	\$29,500	\$33,900	\$38,400	\$40,600	\$44,900
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
	9.4%	\$49,100	\$54,000	\$59,400	\$64,100	\$70,500	9.5%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.17/1,000	\$4.16/1,000	\$4.97/1,000	Local	75%		
Revenue/Capita	\$27.97	\$42.11	\$59.76	National	25%		

Demographic and Economic Overview

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

MSA Population	1992	1997	Growth Rate	1997	2002	Growth Rate
		983.1	1,066.2	1.6%	1,066.2	1,179.8
Households	371.4	401.0	1.5%	401.0	446.2	2.2%
Retail Sales	8,675.8	10,802.5	4.5%	10,802.5	14,195.5	5.6%
EBI	13,918.4	17,762.5	5.0%	17,762.5	23,978.5	6.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	518.2	101.4	44.4	43.9	88.4	90.1	66.8	83.3
Women (000)	548.0	98.0	43.0	45.8	88.5	94.7	69.6	108.4
Total	1,066.2	199.4	87.4	89.6	176.8	184.8	136.4	191.7
Percentage	100.0%	18.7%	8.2%	8.4%	16.6%	17.3%	12.8%	18.0%
Per Capita	\$ 16,660			Median Household	\$ 35,146		Avg Household	\$ 44,296
Ethnic Population:	White 74.4%		Black 22.6%		Asian 2.6%		Hispanic 3.4%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		15	11	18	18	36
Tot 12+	7.0		65.9	68.9	72.9	11.7	84.6
Avg 12+	2.3		4.4	6.3	4.1	0.7	2.4
Tot LCS	8.3		77.9	81.4	86.2	13.8	100.0
Avg LCS	2.8		5.2	7.4	4.8	0.8	2.8

Competitive Overview

Some stations also rated in Daytona Beach.

AM Stations		ARB 12+ Metro Shares (see rights)																													
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	Summer				Spring				Winter				Fall			
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		1999	1999	1999	1998	1999	1999	1999	1998	1999	1999	1999	1998	1999	1999	1999	1998
WBWL	Jacksonville	B	600	5.0	5.00	b	Cox Radio Inc	33	9908	p	sw	Sports	1,000	1.07	1.9	1.5	0.8	1.1	2.1	1.8	1.8	1.2	1.7								
WOKV	Jacksonville	B	690	50.0	10.00	b	Cox Radio Inc	58	9908	p	sw	Nws/Tlk/Spt	1,900	0.76	5.1	4.9	3.5	4.4	5.2	5.0	4.1	4.2	3.9								
WNZS	Jacksonville	B	930	5.0	5.00	a	Clear Channel	25	9712		g3	Sports	650	0.95	1.4	0.7	0.9	1.3	2.1	1.1	1.4	0.9	1.3								
WVOJ	Jacksonville	B	970	1.0	0.16		Morgan Media Inc	69	9803			Talk	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WIOJ	Baldwin	B	1010	23.0	cp		McEntee Bcstg FL	47	9603			Christian	240			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WROS	Jacksonville	B	1050	5.0	0.00		Hall, Elwyn V.	55	8506			Christian	525		0.3	0.0	0.0	0.4	0.4	0.0	0.0	0.5	0.5								
WELX	Callahan	B	1160	5.0	0.25		Circle Bcstg of	99				Spanish				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WJAX	Jacksonville	B	1220	1.0	0.00		Jones College	58	8509		dn	Nostalgia			0.1	0.4	0.4	0.4	0.4	0.4	0.0	0.0	0.0								
WFOY	St. Augustine	C	1240	1.0	1.00		Shull Bcstg Co Inc	36				Nws/Tlk/Spt	150		0.3	0.0	0.4	0.4	0.4	0.5	0.0	0.4	0.0								
WSVE	Jacksonville	B	1280	5.0	0.00		Willis Bcstg Corp	48	9505			Gospel	338	0.85	1.2	0.7	0.9	1.0	0.6	0.7	0.7	1.2	1.4								
WJGR	Jacksonville	B	1320	5.0	5.00	c	Clear Channel	45	9905		g1	Nws/Tlk/Spt	200		0.7	0.6	0.4	0.4	0.5	0.6	0.6	0.5	0.7								
WGCL	Jacksonville	B	1360	5.0	0.00		Maiden,D & Battle,B	48	8912			Gospel	510	0.68	1.2	0.6	1.2	2.0	1.0	1.0	1.5	1.0	0.7								
WZAZ	Jacksonville	C	1400	1.0	1.00	d	Clear Channel	50	9905		g1	Gospel	750	0.46	3.3	3.6	2.8	3.0	2.8	3.5	2.2	3.0	2.4								
WAOC	St. Augustine	B	1420	2.2	0.25	f	Mondosphere Bcstg	53	9803	p	c1	Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WZNZ	Jacksonville	B	1460	5.0	5.00	a	Concord Media	42	9907		c3	News	200			0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0								
• WOBS	Jacksonville	B	1530	50.0	0.00		Metropolitan Radlo	76	9803			Gospel	252			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WGSR	Fernandina Bch	B	1570	5.0	0.00		RJM Comm Inc	55	9904			Adlt Stndrd	225			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WQOP	Atlantic Beach	B	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								
# AM Stations -					18	# Combos -					7	AM TOTALS					15.5	13.0	11.7	14.4	15.5	14.6	12.3	12.9	12.6						
AM & FM Stations Profiled -					36	# Duopolies -					9	Total Local Commercial Share					84.0	84.6	84.4	83.7	86.9	86.3	84.3	82.7							

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 53

Revenue Rank: 45

Louisville, KY Market Overview



Metro Counties / Population (000)

Bullitt, KY	59.7
Jefferson, KY	670.9
Oldham, KY	44.6
Shelby, KY	29.1
Clark, IN	93.1
Floyd, IN	72.0
Harrison, IN	34.0
Scott, IN	23.1
Total	1,026.5

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$29,100	\$31,500	\$35,000	\$37,500	\$39,000	\$40,500
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	17.8%	\$47,700	\$52,000	\$57,200	\$61,200	\$66,700	8.7%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.71/1,000	\$4.07/1,000	\$5.63/1,000	Local	87%		
Revenue/Capita	\$29.34	\$39.45	\$63.60	National	13%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	991.8	1,026.5	0.7%	1,026.5	1,048.8	0.4%
Households	383.5	401.2	0.9%	401.2	418.2	0.8%
Retail Sales	7,846.1	9,940.6	4.8%	9,940.6	11,843.1	3.6%
EBI	14,820.7	17,194.9	3.0%	17,194.9	21,546.4	4.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	491.3	88.4	45.4	39.9	73.9	85.9	66.9	90.9
Women (000)	535.2	84.1	43.3	40.9	77.7	93.4	71.0	124.8
Total	1,026.5	172.6	88.7	80.8	151.6	179.2	137.9	215.7
Percentage	100.0%	16.8%	8.6%	7.9%	14.8%	17.5%	13.4%	21.0%
Per Capita	\$ 16,751	Median Household		\$ 34,634	Avg Household		\$ 42,859	
Ethnic Population:	White 86.1%	Black 12.9%	Asian 0.8%	Hispanic 0.8%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	13	5	2	13	20	14	34
Tot 12+	27.1	26.3	15.6	60.7	69.0	20.8	89.8
Avg 12+	2.1	5.3	7.8	4.7	3.5	1.5	2.6
Tot LCS	30.2	29.3	17.4	67.6	76.8	23.2	100.0
Avg LCS	2.3	5.9	8.7	5.2	3.8	1.7	2.9

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)†/	Power Ratio		Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
• WYBL	Clarksville	A	93.1	2.2	387	a	Clear Channel	62			Country	1,150	0.69	3.5	1.5	2.4	2.0	2.7	3.8	2.7	2.5	3.4
• WLSY	New Albany	A	94.7	2.2	387	f	Salem Comm Corp	95 9907	5,000	c2	Talk/Chrst	500		0.9	1.5	2.2	1.5	2.2	0.9	0.4	0.8	1.2
WQMF	Jeffersonville	B	95.7	28.5 cp	643	a	Clear Channel	74 9702	13,500		Clsc Rock	3,100	1.38	4.7	3.8	3.9	3.1	3.4	3.6	3.7	4.4	4.8
WGZB	Corydon	A	96.5	3.0	328	c	Blue Chip Bcstg Ltd	90 9512	7,300	c5 1	Urban	2,200	0.64	7.2	4.9	5.2	3.8	5.2	5.8	6.6	5.6	7.6
WAMZ	Louisville	C1	97.5	100.0	673	a	Clear Channel	66 8606	20,056	c3	Country	8,600	1.16	15.5	14.5	12.0	11.8	14.2	15.3	11.8	13.7	14.1
• WQSH	Salem	B	98.9	50.0	492	a	Clear Channel	98 9702	2,400		Modern AC				1.6	2.9	2.4	0.9	0.0	0.0	0.0	0.0
WDJX	Louisville	B	99.7	24.0	715	c	Blue Chip Bcstg Ltd	63 9905		g2 1	Top 40	3,900	1.00	8.2	7.3	8.8	6.6	5.5	6.8	7.2	8.0	6.9
WTFX	Louisville	C2	100.5	37.0	554	a	Clear Channel	93 9610	6,900	c4	AOR	2,600	1.36	4.0	4.5	3.6	4.1	4.3	3.4	4.0	3.6	3.1
WMJM	Jeffersontown	A	101.3	2.0	194	c	Blue Chip Bcstg Ltd	78 9512		c5 1	R&B Oldies	300	0.33	1.9	2.3	2.1	2.4	1.7	1.1	2.1	1.5	1.9
WTHQ	Shelbyville	A	101.7	6.0	328	e	Commonwealth	89 9807	539	c1	Country			0.5	0.7	0.6	0.4	0.6	0.4	0.5	0.6	0.4
WLRS	Louisville	A	102.3	4.3	285	c	Blue Chip Bcstg Ltd	64 9905		g2 1	Alternative	1,200	0.56	4.5	2.2	2.8	5.1	3.7	4.4	3.9	4.5	3.2
WRKA	St. Matthews	A	103.1	6.0	312	d	Cox Radio Inc	64 9601		c6 2	Oldies	2,400	0.87	5.8	5.2	4.6	4.7	4.7	5.4	5.9	3.8	5.3
WMHX	Louisville	A	103.9	1.4	489		Cox Radio Inc	74 9909	1,770	2	Modern AC	900	0.90	2.1	1.6	1.7	1.7	1.1	1.8	1.5	1.8	2.2
WBLO	Charlestown	A	104.3	3.0	328		MidAmerica	98		1	Urban	350	0.56	1.3	2.9	2.5	2.2	3.1	2.9	1.8	0.0	0.0
• WXLN	Shepardsville	A	105.1	1.6	446	b	Blue Chip Bcstg Ltd	93 9910 p	2,000		ChrsContemp	350		0.9	1.0	0.6	1.4	0.8	0.9	0.4	0.9	0.9
WMPI	Scottsburg	A	105.3	2.2	512		D.R. Rice Bcstg Inc	66			Country	350		0.9	0.4	0.5	0.6	0.0	1.1	0.4	0.8	0.8
WXML	Eminence	A	105.7	3.0	328	b	Cross Country	88 9302	210		Blue Grass			0.1	0.0	0.0	0.1	0.1	0.1	0.3	0.0	0.0
• WRVI	Valley Station	A	105.9	1.9	413	f	Salem Comm Corp	93 9907		c2	ChrsContemp	600	1.14	1.1	0.9	1.7	2.1	1.4	0.9	0.8	1.1	1.2
WVEZ	Louisville	B	106.9	24.5	669	d	Cox Radio Inc	67 9905		g2 2	AC	4,050	1.15	7.4	7.7	7.2	7.6	6.2	5.6	7.1	6.5	6.8
• WSFR	Corydon	B1	107.7	836.2	568	d	Cox Radio Inc	94 9905		sw 2	Clsc Hits	2,400	0.97	5.2	4.7	3.5	3.7	4.5	4.3	5.4	4.4	4.1
				# FM Stations -		20	# Combos -		17	FM TOTALS				75.7	69.2	69.0	67.3	66.3	68.5	66.5	64.5	67.9

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 53

Revenue Rank: 45

Louisville, KY Market Overview



Metro Counties / Population (000)

Bullitt, KY	59.7
Jefferson, KY	670.9
Oldham, KY	44.6
Shelby, KY	29.1
Clark, IN	93.1
Floyd, IN	72.0
Harrison, IN	34.0
Scott, IN	23.1
Total	1,026.5

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$29,100	\$31,500	\$35,000	\$37,500	\$39,000	\$40,500
★★★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	17.8%	\$47,700	\$52,000	\$57,200	\$61,200	\$66,700	8.7%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.71/1,000	\$4.07/1,000	\$5.63/1,000	Local	87%		
Revenue/Capita	\$29.34	\$39.45	\$63.60	National	13%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	991.8	1,026.5	0.7%	1,026.5	1,048.8	0.4%
Households	383.5	401.2	0.9%	401.2	418.2	0.8%
Retail Sales	7,846.1	9,940.6	4.8%	9,940.6	11,843.1	3.6%
EBI	14,820.7	17,194.9	3.0%	17,194.9	21,546.4	4.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	491.3	88.4	45.4	39.9	73.9	85.9	66.9	90.9
Women (000)	535.2	84.1	43.3	40.9	77.7	93.4	71.0	124.8
Total	1,026.5	172.6	88.7	80.8	151.6	179.2	137.9	215.7
Percentage	100.0%	16.8%	8.6%	7.9%	14.8%	17.5%	13.4%	21.0%
Per Capita	\$ 16,751							
				Median Household	\$ 34,634		Avg Household	\$ 42,859
Ethnic Population:	White	86.1%	Black	12.9%	Asian	0.8%	Hispanic	0.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	13	5	2	13	20	14	34
Tot 12+	27.1	26.3	15.6	60.7	69.0	20.8	89.8
Avg 12+	2.1	5.3	7.8	4.7	3.5	1.5	2.6
Tot LCS	30.2	29.3	17.4	67.6	76.8	23.2	100.0
Avg LCS	2.3	5.9	8.7	5.2	3.8	1.7	2.9

Competitive Overview

AM Stations										ARB 12+ Metro Shares (see rights)															
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997		
WTMT	Louisville	B	620	0.5	0.50		Jefferson Bcstg	58				Sprts/Talk	300		0.8	0.7	0.4	0.7	1.1	0.6	0.5	0.9	0.9		
• WJIE	Newburg	B	680	1.0	0.45		Word Broadcasting	92	9907	820		News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WWKY	Louisville	B	790	5.0	1.00	a	Clear Channel	36	9610		c4	Talk	750	1.05	1.5	0.9	0.9	1.5	1.5	1.5	1.5	1.1	1.3		
• WHAS	Louisville	A	840	50.0	50.00	a	RSE Broadcasting	22			??	FullService	8,500	1.32	13.5	11.8	11.7	11.9	12.8	11.1	12.3	12.2	12.2		
WFIA	Louisville	B	900	1.0	0.16	c	Blue Chip Bcstg Ltd	47	9905		g2 1	Religion	650		0.6	0.0	0.5	0.6	0.7	0.5	0.6	0.5	0.5		
WCND	Shelbyville	B	940	0.3	0.00	e	Commonwealth	64	9807		c1	Adlt Stndrd			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2		
WLKY	Louisville	B	970	5.0	5.00		Hearst-Argyle	33	9903		g	News	625	0.87	1.5	1.3	1.2	1.7	1.4	1.2	1.1	2.2	0.9		
WKJK	Louisville	B	1080	10.0	1.00	a	Clear Channel	48	9610	2,000		Adlt Stndrd	800	0.54	3.1	2.9	3.7	2.9	2.1	3.3	2.4	3.1	2.0		
WLLV	Louisville	C	1240	1.0	1.00	g	Mortenson Bcstg	40	9612	650		Gospel	200		0.5	1.0	0.8	0.4	0.7	0.5	0.0	0.8	0.4		
WLOU	Louisville	B	1350	2.2	0.50	g	Mortenson Bcstg	51	9509	265		Gospel	500	0.66	1.6	0.6	1.0	0.7	0.9	1.3	1.4	1.3	1.8		
WAVG	Jeffersonville	C	1450	1.0	1.00		Sunnyside Comm	61	9705	691		Country	400	0.76	1.1	0.0	0.6	0.7	1.1	0.6	1.2	0.7	1.3		
WLCR	Shepherdsville	B	1470	1.0	0.05		LCR Partners	55	9904	162		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WOCC	Corydon	B	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		
• WXLN	New Albany	B	1570	1.5	0.23	b	Cross Country	49	9211	175		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					14	# Combos -					8	AM TOTALS					24.3	19.2	20.8	21.1	22.3	20.6	21.0	22.8	21.5
AM & FM Stations Profiled -					34	# Duopolies -					10	Total Local Commercial Share						88.4	89.8	88.4	88.6	89.1	87.5	87.3	89.4

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 54

Revenue Rank: 52

Oklahoma City Market Overview



Metro Counties / Population (000)

Canadian, OK	84.2
Cleveland, OK	199.6
Logan, OK	30.5
McClain, OK	26.1
Oklahoma, OK	633.6
Pottawatomie, OK	62.1
Total	1,036.1

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$24,000	\$27,000	\$30,900	\$33,600	\$35,600	\$37,300
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
	11.8%	\$41,700	\$45,400	\$49,900	\$53,400	\$57,700	8.5%
		1992	1997	2002	Est. Breakout		
Revenue/Retail Sales		\$3.31/1,000	\$3.77/1,000	\$4.90/1,000	Local	86%	
Revenue/Capita		\$24.40	\$36.00	\$53.73	National	14%	

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	983.8	1,036.1	1.0%	1,036.1	1,073.9	0.7%
Households	377.4	396.4	1.0%	396.4	414.8	0.9%
Retail Sales	7,244.0	9,886.7	6.4%	9,886.7	11,763.7	3.5%
EBI	13,238.3	15,612.4	3.4%	15,612.4	19,661.5	4.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	505.3	96.9	44.4	48.6	82.5	84.6	65.2	83.1
Women (000)	530.8	92.0	42.5	48.9	81.0	88.4	68.0	109.9
Total	1,036.1	189.0	86.9	97.6	163.5	172.9	133.2	193.0
Percentage	100.0%	18.2%	8.4%	9.4%	15.8%	16.7%	12.9%	18.6%
Per Capita	\$ 15,068							
				Median Household	\$ 31,235		Avg Household	\$ 39,385
Ethnic Population:	White	82.3%	Black	10.9%	Asian	2.2%	Hispanic	4.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		10	11	14	12	26
Tot 12+	5.1		64.8	66.7	69.9	16.1	86.0
Avg 12+	1.3		6.5	6.1	5.0	1.3	3.3
Tot LCS	5.9		75.3	77.6	81.3	18.7	100.0
Avg LCS	1.5		7.5	7.1	5.8	1.6	3.8

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
KOMA	Oklahoma City	C	92.5	100.0	984	b	Renda Bcstg Corp	64	9901	53,000	c3	Oldies	3,900	1.30	7.2	6.5	5.4	5.3	5.3	5.9	6.4	5.1	7.9
KKNG	Newcastle	C1	93.3	100.0	797	f	Tyler Bcstg Corp	71	9508	441		Country	200	0.19	2.5	4.8	3.7	4.6	3.8	3.6	4.5	0.7	0.0
KQSR	Oklahoma City	C	94.7	100.0	1221	a	Clear Channel	67	9401	7,500	1	Soft AC	1,200	0.55	5.2	3.7	3.9	4.3	5.7	5.4	4.6	4.8	3.7
KXXY	Oklahoma City	C	96.1	100.0	1221	a	Clear Channel	64	9607		g2	Country	6,900	1.52	10.9	6.9	7.9	7.4	7.6	8.4	9.9	9.1	11.1
KCYI	Edmond	A	97.9	6.0	315	d	Citadel Comm Corp	62	9908	60,000	d3	Jazz/AC	1,250	0.91	3.3	2.2	1.9	2.5	2.7	3.2	2.5	3.3	2.7
KYIS	Oklahoma City	C	98.9	100.0	1099	d	Citadel Comm Corp	69	9908		d3	AC	2,925	1.11	6.3	5.1	6.1	5.3	4.3	4.9	5.6	6.6	5.0
KATT	Oklahoma City	C	100.5	97.0	1191	d	Citadel Comm Corp	60	9908		d3	AOR	5,000	1.26	9.5	9.6	8.0	8.4	8.8	9.3	8.8	8.2	7.2
KTST	Oklahoma City	C	101.9	100.0	1221	a	Clear Channel	62	9607		g2	Country	2,000	0.70	6.9	5.3	7.0	5.9	5.1	4.6	5.3	6.0	8.5
KJYO	Oklahoma City	C	102.7	100.0	1221	a	Clear Channel	61	8410		g1	CHR	3,250	0.63	12.4	10.4	11.0	11.6	9.9	10.6	11.9	10.8	10.3
KMGL	Oklahoma City	C	104.1	99.0	1362	d	Renda Bcstg Corp	65	8803	3,050		AC	3,900	1.36	6.9	5.5	5.9	5.3	7.6	6.0	5.3	6.0	7.1
KNTL	Bethany	A	104.9	6.0	328	d	Citadel Comm Corp	65	9908		d3	Sprts/Talk	1,325	2.65	1.2	1.6	1.1	1.5	2.9	1.6	1.0	1.1	0.6
KTUZ	Chickasha	A	105.5	3.3	443	f	Tyler Bcstg Corp	66	9802	200		Mexican			0.3	0.6	2.1	1.2	0.0	0.6	0.5	0.0	0.0
KIRC	Seminole	A	105.9	4.4	384		One Ten Bcst	78				Country			0.3	0.6	0.0	0.0	0.0	0.8	0.0	0.0	0.4
KRXO	Oklahoma City	C	107.7	99.0	991	b	Renda Bcstg Corp	76	9901		c3	Clsc Rock	3,500	1.13	7.4	6.9	5.9	6.8	6.9	7.3	5.7	5.9	7.2
# FM Stations -				14	# Combos -				12	FM TOTALS				80.3	69.7	69.9	70.1	70.6	72.2	72.0	67.6	71.7	

AM Stations

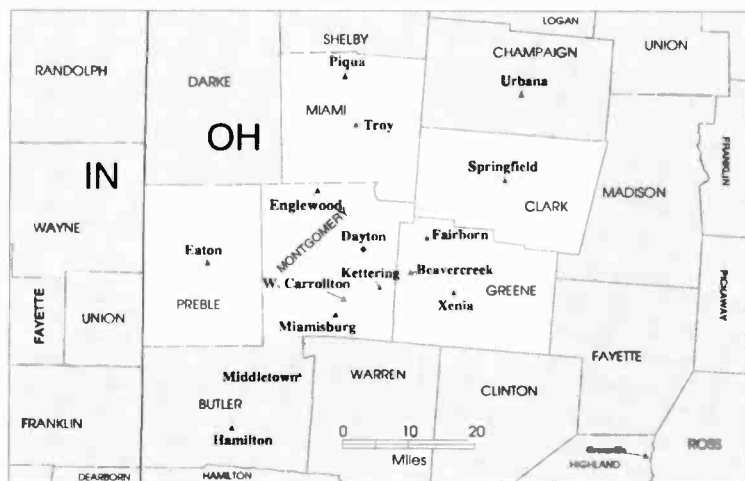
Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
WWLS	Moore	B	640	5.0	cp	1.00	d	Citadel Comm Corp	22	9908		Sports	700	1.05	1.6	1.3	1.2	1.9	1.4	0.9	1.5	1.3	1.9
KQCV	Oklahoma City	B	800	2.5		0.50	e	Bott Radio Network	48	7601		Relgn/Talk	350	0.76	1.1	0.9	0.9	0.9	0.8	1.3	0.9	1.2	0.5
• KKNG	Oklahoma City	B	890	1.0		0.00		Tyler Bcstg Corp	46	9908	480	Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKY	Oklahoma City	B	930	5.0		5.00		Gaylord Bcstg Co	20	2808		1 Chrst/Talk	150		0.9	1.3	1.2	0.9	1.0	0.9	0.8	0.9	0.6
KTOK	Oklahoma City	B	1000	5.0		5.00	a	Clear Channel	27	8410		g1 1 News/Talk	3,300	1.04	7.6	6.2	6.6	6.3	6.8	6.9	6.7	7.5	5.6
• KVSP	Oklahoma City	B	1140	1.0		0.00		Perry Bcstg Co Inc	46	9303	375	Urban	1,250	0.67	4.5	4.9	3.2	2.9	3.7	4.2	3.0	4.9	3.8
KTLV	Midwest City	B	1220	0.3		0.00		First Choice Bcstg	73	7510		Black Gospl	50		0.7	0.0	0.0	0.5	0.0	0.4	0.8	0.7	0.4
KEBC	Oklahoma City	C	1340	1.0		1.00	a	Clear Channel	20	9607		g2 Urban	450	0.67	1.6	1.3	1.7	1.0	1.0	1.0	1.1	2.3	1.4
KNOR	Norman	C	1400	1.0		1.00	c	Circle Broadcasting	49	9802	300	Talk	50		0.1	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0
KGFF	Shawnee	C	1450	1.0		1.00		Potawatomi Tribe	30	9812	155	70s Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KZUE	El Reno	B	1460	0.5		0.00		Magnolia Bcstg Co	62			Spanish				0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0
KOMA	Oklahoma City	A	1520	50.0		50.00	b	Renda Bcstg Corp	22	9901		c3 Oldies			1.5	1.3	1.3	1.3	1.4	1.3	1.2	0.7	2.0
# AM Stations -				12	# Combos -				4	AM TOTALS				19.6	17.2	16.1	16.2	16.1	17.4	16.0	19.5	16.2	
AM & FM Stations Profiled -				26	# Duopolies -				7	Total Local Commercial Share				86.9	86.0	86.3	86.7	89.6	88.0	87.1	87.9		

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 55

Revenue Rank: 57

Dayton, Ohio Market Overview



Market Radio Financials

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

ESTIMATED GROSS REVENUES
★★★

	1992	1993	1994	1995	1996	1997	Δ 92 - 97
Revenue/Retail Sales	\$24,000	\$25,800	\$29,700	\$30,800	\$31,900	\$34,000	7.2%
Δ 97 - 98	9.7%						
	1998	1999	2000	2001	2002	Δ 98 - 02	
Revenue/Capita	\$37,300	\$39,500	\$42,600	\$45,200	\$48,400	6.7%	

	1992	1997	2002	Est. Breakout
Revenue/Retail Sales	\$3.13/1,000	\$3.42/1,000	\$3.97/1,000	Local 85%
Revenue/Capita	\$23.73	\$34.45	\$49.89	National 15%

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	1,011.2	986.8	-0.5%	986.8	970.1	-0.3%
Households	386.7	380.1	-0.3%	380.1	379.9	0.0%
Retail Sales	7,679.6	9,942.2	5.3%	9,942.2	12,182.3	4.1%
EBI	15,184.6	16,774.8	2.0%	16,774.8	20,057.8	3.6%

Metro Counties / Population (000)

Clark, OH	147.2
Greene, OH	138.9
Miami, OH	97.9
Montgomery, OH	560.0
Preble, OH	42.8
Total	986.8

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	476.4	85.7	40.9	46.0	69.1	78.0	66.9	89.9
Women (000)	510.4	82.1	39.2	46.9	69.7	84.2	70.5	117.8
Total	986.8	167.8	80.1	92.8	138.8	162.2	137.4	207.7
Percentage	100.0%	17.0%	8.1%	9.4%	14.1%	16.4%	13.9%	21.1%
Per Capita	\$ 16,999		Median Household	\$ 37,380		Avg Household	\$ 44,133	
Ethnic Population:	White 84.6%	Black 13.9%	Asian 1.3%	Hispanic 0.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	11		10	17	11	28
Tot 12+	17.2	48.9		57.8	66.1	12.9	79.0
Avg 12+	2.9	4.4		5.8	3.9	1.2	2.8
Tot LCS	21.8	61.9		73.2	83.7	16.3	100.0
Avg LCS	3.6	5.6		7.3	4.9	1.5	3.6

Competitive Overview

Some stations also rated in Cincinnati.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
WROU	W. Carrollton	A	92.1	0.9	597	e	Hawes-Saunders	91			Urban	1,700	0.62	7.3	8.2	6.1	5.5	5.7	5.7	6.0	5.3	6.5	
WGTV	Eaton	B	92.9	40.0	551	a	Blue Chip Bcstg Ltd	60	9905	g2	CHR	1,950	0.84	6.2	4.7	4.5	5.0	6.4	4.6	4.5	6.4	4.6	
WFCJ	Miamisburg	B	93.7	50.0	492		Miami Valley Chrstn	61			Religion	750	0.96	2.1	1.6	1.9	2.2	1.9	1.8	1.7	1.9	1.2	
• WBTT	Englewood	A	94.5	2.8 cp	482	d	Clear Channel	94	9905	g1	Urban	900	0.57	4.2	4.1	3.6	3.6	2.6	2.6	5.0	2.9	3.2	
WZLR	Xenia	A	95.3	6.0	322	c	Cox Radio Inc	67	9810	6,300 d2	2	Oldies		1.2	1.0	1.2	0.9	0.8	0.9	1.1	1.0	0.8	
• WCLR	Piqua	B	95.7	50.0	476	c	Cox Radio Inc	60	9810	d2	2	Oldies	1,200	1.07	3.0	2.1	2.3	2.6	2.7	2.8	2.3	2.4	2.2
WRNB	Troy	A	96.9	3.0	315	e	Hawes-Saunders	91	9602	1,100		Urban/Oldes	300	0.80	1.0	0.5	1.1	1.4	1.2	0.7	1.1	0.9	0.6
WHKO	Dayton	B	99.1	50.0	1066	c	Cox Radio Inc	46			2	Country	7,000	1.23	15.2	12.0	11.6	12.6	12.1	11.1	12.2	12.2	13.6
WLQT	Kettering	B	99.9	50.0	499	d	Clear Channel	62	9905	g1		Lite AC	2,700	0.93	7.8	6.7	5.8	5.6	5.6	6.3	7.1	5.5	6.3
WKSW	Urbana	A	101.7	3.2	397		Blue Chip Bcstg Ltd	65	9910	5,000		Country	1,100	1.64	1.8	1.0	1.7	2.0	1.3	1.6	1.1	2.0	1.1
WING	Springfield	B	102.9	50.0	492		Blue Chip Bcstg Ltd	58	9905	g2		Clsc Rock	2,350	1.07	5.9	4.2	5.0	5.1	5.6	5.7	4.7	4.7	3.9
• WGRR	Hamilton	B	103.5	11.0	1037		Infinity Bcstg	61	9805			Oldies	n/a		0.2	0.4	0.5	0.0	0.0	0.4	0.0	0.0	0.4
• WXEG	Beavercreek	A	103.9	2.6 cp	502	d	Clear Channel	72	9905	g1		Modern Rock	900	0.44	5.5	3.4	3.5	3.3	4.0	4.7	3.8	4.7	4.5
• WTUE	Dayton	B	104.7	28.0 cp	656	d	Clear Channel	59	9905	g1		Rock	4,500	1.57	7.7	6.5	9.3	6.8	5.8	5.5	6.4	6.5	6.5
WPFB	Middletown	B	105.9	34.0	590	b	Braden, Ruth &	59				Country	800	1.19	1.8	1.0	1.2	1.2	1.4	1.6	1.0	1.3	1.8
• WBKI	Greenville	B	106.5	50.0	479	e	Clear Channel	90	9905	g1		Country	200	0.32	1.7	0.5	0.7	0.4	1.5	1.8	1.3	1.0	1.5
• WMMX	Dayton	B	107.7	50.0	420	d	Clear Channel	64	9905	g1		Hot AC	6,150	1.54	10.7	8.1	6.1	8.9	7.8	7.7	8.6	9.4	8.7
# FM Stations -				17	# Combos -				13	FM TOTALS				83.3	66.0	66.1	67.1	66.4	65.5	67.9	68.1	67.4	

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
WPFB	Middletown	B	910	1.0	0.10	b	Braden, Ruth &	47				Nostalgia	100		0.4	0.0	0.4	0.9	0.0	0.6	0.6	0.0	0.0
• WONE	Dayton	B	980	5.0	5.00	d	Clear Channel	49	9905	g1		Nostalgia	700	0.38	4.9	3.4	3.7	3.4	4.1	3.4	4.4	3.5	4.5
WGNZ	Fairborn	B	1110	2.5	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	B	1130	0.3	0.00		Western OH Bcstg	79				Easy			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDAO	Dayton	B	1210	1.0	0.00		Johnson Commun	55	8712	725		Rhythm/Blue	500	0.50	2.7	3.1	1.7	1.9	1.8	2.0	1.6	2.5	2.5
• WHIO	Dayton	B	1290	5.0	5.00	c	Cox Radio Inc	35			2	News/Talk	2,900	1.16	6.7	4.8	5.4	4.5	5.7	5.9	5.7	4.6	5.3
WIZE	Springfield	C	1340	1.0	1.00	d	Clear Channel	40	9905	g1	1	Nostalgia	200		0.8	0.5	0.7	0.6	0.6	0.5	0.6	0.9	0.6
WING	Dayton	B	1410	5.0	5.00	a	Blue Chip Bcstg Ltd	21	9905	g2		Nws/Spt/Tlk	250		0.9	0.6	0.5	0.4	0.8	0.8	0.5	0.6	0.9
WBZI	Xenia	B	1500	0.5	0.00		Town & Country	63	9512	140		Country	100		0.2	0.8	0.5	0.9	0.7	0.4	0.0	0.0	0.4
WPTW	Piqua	B	1570	0.3	0.25	c	Frontier Bcstg LLC	47	9904	75 +	2	AC			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBLY	Springfield	B	1600	1.0	0.03		Yontz, Ronald	47	8811	200	1	Talk			0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				11	# Combos -				6	AM TOTALS				16.6	13.2	12.9	13.0	13.7	13.6	13.4	12.1	14.2	
AM & FM Stations Profiled -				28	# Duopolies -				8	Total Local Commercial Share				79.2	79.0	80.1	80.1	79.1	81.3	80.2	81.6		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 56

Revenue Rank: 49

Birmingham, AL Market Overview



Metro Counties / Population (000)

Blount, AL	43.6
Jefferson, AL	661.0
St. Clair, AL	61.8
Shelby, AL	136.7
Walker, AL	70.7
Total	973.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97						
		\$26,000	\$27,500	\$31,500	\$34,000	\$38,500	\$38,900	8.4%					
Δ 97 - 98	14.7%	1998	\$44,600	1999	\$47,700	2000	\$51,500	2001	\$54,600	2002	\$58,400	Δ 98 - 02	7.0%
Revenue/Retail Sales	\$3.71/1,000	1997	\$4.02/1,000	2002	\$4.88/1,000	Est. Breakout							
Revenue/Capita	\$27.97	\$39.95	\$57.80	Local	80%	National	20%						

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	929.6	973.8	0.9%	973.8	1,010.4	0.7%
Households	354.3	375.3	1.2%	375.3	397.1	1.1%
Retail Sales	7,000.1	9,685.3	6.7%	9,685.3	11,975.8	4.3%
EBI	13,409.0	15,977.4	3.6%	15,977.4	20,874.2	5.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	463.8	85.9	42.5	40.1	70.0	79.6	60.7	85.0
Women (000)	510.0	82.1	41.4	42.6	74.2	85.5	66.3	117.9
Total	973.8	167.9	83.9	82.8	144.2	165.1	127.0	202.9
Percentage	100.0%	17.2%	8.6%	8.5%	14.8%	17.0%	13.0%	20.8%
Per Capita	\$ 16,407	Median Household	\$ 33,415	Avg Household	\$ 42,572			
Ethnic Population:	White 71.9%	Black 27.4%	Asian 0.5%	Hispanic 0.7%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		13	12	18	19	37
Tot 12+	3.6		64.7	63.7	68.3	20.7	89.0
Avg 12+	0.7		5.0	5.3	3.8	1.1	2.4
Tot LCS	4.0		72.7	71.6	76.7	23.3	100.0
Avg LCS	0.8		5.6	6.0	4.3	1.2	2.7

Competitive Overview

Some stations also rated in Tuscaloosa.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
															Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
• WZJT	Dora	A	92.5	2.2	548	J.T. Roberts Bcstg	97				Christian			0.7	0.0	0.5	0.6	0.6	0.5	0.6	0.8	0.6
WTUG	Tuscaloosa	C1	92.9	100.0	981	Radio South Inc	79				Urban AC	n/a		0.7	1.1	0.6	0.0	0.7	0.5	0.7	0.4	0.7
WDJC	Birmingham	C	93.7	99.0	1007	g Crawford Bcstg Co	68				Christian	700	0.56	2.8	2.0	2.2	1.9	3.2	2.0	1.8	2.4	3.5
WYSF	Birmingham	C	94.5	100.0	1211	d Dick Bcstg Co Inc	47	9404	6,300	c1	Soft AC	2,550	1.19	4.8	6.1	6.8	6.1	3.5	4.5	3.6	3.9	5.0
WFFN	Cordova	A	95.3	5.0	354	f New Century Radio	87	9310	610	c3	Country	250		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBHJ	Tuscaloosa	C1	95.7	100.0	981	b Cox Radio Inc	52	9811	17,000	d2	CHR/Rhymc	3,100	0.81	8.6	7.5	8.6	10.5	8.6	8.1	7.6	8.3	6.2
• WMJJ	Birmingham	C	96.5	100.0	1027	e AMFM Inc	61	9910 p			g 3 AC	5,800	1.81	7.2	5.2	5.1	4.3	6.8	5.1	7.2	5.4	7.6
• WRLR	Homewood	A	97.3	0.6	cp	1004	Homewood Radio	98			2 Rock				3.0	1.7	1.5	0.0	0.0	0.0	0.0	0.0
WKLD	Oneonta	A	97.7	4.0	341	a Blount County	68				Country			0.3	0.5	0.0	0.6	0.5	0.4	0.0	0.6	0.0
WBHK	Warrior	C2	98.7	9.4	cp	1122	b Cox Radio Inc	92	9811		d2 Urban AC	4,500	1.23	8.2	7.9	7.5	8.7	10.4	7.8	7.9	8.0	5.1
WZRR	Birmingham	C	99.5	100.0	1014	d Dick Bcstg Co Inc	75	8811	7,750	c4	Clsc Hits	4,100	1.37	6.7	5.1	3.9	5.2	3.5	5.3	5.6	6.2	6.3
WRRS	Cullman	C1	101.1	100.0	1234	Eddins Bcstg Co	49				1 ChrsContemp	200	0.32	1.4	1.6	1.8	2.4	0.4	1.2	1.1	1.2	1.4
• WDXB	Jasper	C	102.5	83.0	2098	e AMFM Inc	62	9910 p			g 3 Country	1,000	0.70	3.2	2.4	2.6	2.6	2.1	3.0	3.2	3.1	1.8
• WQEN	Gadsden	C1	103.7	77.0	cp	1106	e AMFM Inc	66	9910 p		g 3 CHR	1,900	1.64	2.6	4.7	3.7	3.6	7.2	4.6	2.5	1.3	0.9
WZZK	Birmingham	C	104.7	99.0	1299	c Cox Radio Inc	48	9704			g1 2 Country	6,750	1.26	12.0	10.1	8.5	8.3	7.5	9.4	11.3	11.2	10.2
• WENN	Trussville	A	105.9	1.4	673	AMFM Inc	93	9910 p			g 3 R&B Oldies	1,200	0.87	3.1	0.8	1.4	2.4	2.2	1.9	2.8	2.0	4.2
WODL	Birmingham	C	106.9	99.0	1152	c Cox Radio Inc	59	9704			g1 2 Oldies	2,500	1.06	5.3	5.1	5.6	4.0	5.1	3.6	4.7	5.4	5.0
WRAX	Birmingham	C	107.7	100.0	1237	d Dick Bcstg Co Inc	69	9710	14,500		Alternative	2,900	0.74	8.8	6.0	7.8	7.0	7.3	8.3	8.2	8.3	6.0
# FM Stations -				18	# Combos -				13	FM TOTALS				76.4	69.1	68.3	69.7	69.6	66.2	68.8	68.5	64.5

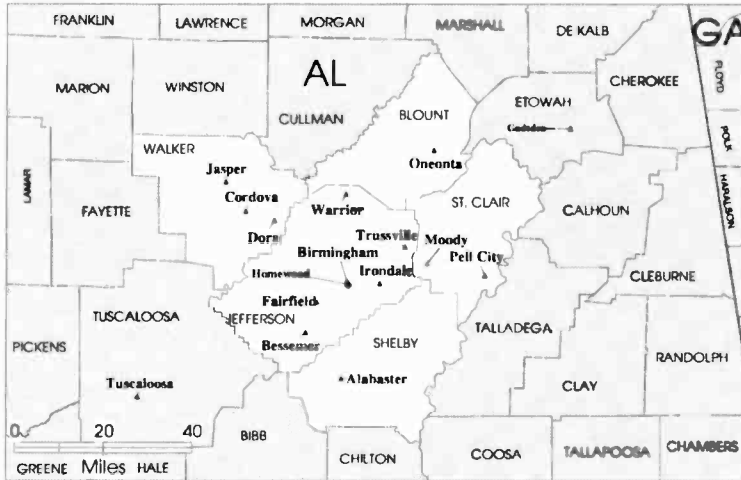
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1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 56

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Shelby, AL	136.7
Walker, AL	70.7
Total	973.8

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

ESTIMATED GROSS REVENUES ★★★	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	Δ 92 - 97
	\$26,000	\$27,500	\$31,500	\$34,000	\$38,500	\$38,900	8.4%
	Δ 97 - 98	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	Δ 98 - 02
	14.7%	\$44,600	\$47,700	\$51,500	\$54,600	\$58,400	7.0%
	<u>1992</u>	<u>1997</u>	<u>2002</u>	Est. Breakout			
Revenue/Retail Sales	\$3.71/1,000	\$4.02/1,000	\$4.88/1,000	Local	80%		
Revenue/Capita	\$27.97	\$39.95	\$57.80	National	20%		

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

	<u>1992</u>	<u>1997</u>	Growth Rate	<u>1997</u>	<u>2002</u>	Growth Rate
MSA Population	929.6	973.8	0.9%	973.8	1,010.4	0.7%
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EBI	13,409.0	15,977.4	3.6%	15,977.4	20,874.2	5.5%

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)	463.8	85.9	42.5	40.1	70.0	79.6	60.7	85.0
Women (000)	510.0	82.1	41.4	42.6	74.2	85.5	66.3	117.9
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Tot 12+	3.6		64.7	63.7	68.3	20.7	89.0
Avg 12+	0.7		5.0	5.3	3.8	1.1	2.4
Tot LCS	4.0		72.7	71.6	76.7	23.3	100.0
Avg LCS	0.8		5.6	6.0	4.3	1.2	2.7

Competitive Overview

Some stations also rated in Tuscaloosa.

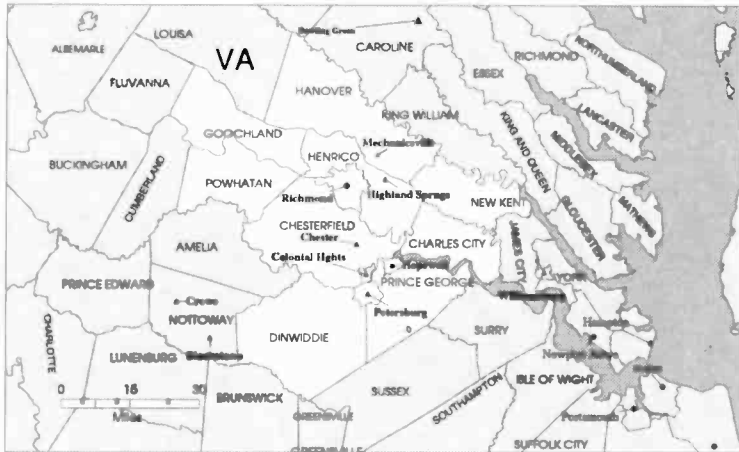
AM Stations														ARB 12+ Metro Shares (see rights)									
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Locat Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
				Power (kW)	Power (kW)											1999	1999	1999	1998	1998	1998	1998	
• WAGG	Birmingham	B	610	5.0	1.00	b	Cox Radio Inc	26	9704		g1	Gospel	650	0.34	4.3	3.7	4.8	2.8	2.4	3.4	3.8	2.8	5.1
WJOX	Birmingham	B	690	50.0	0.50	d	Dick Bcstg Co Inc	47	8811		c4	Sports	1,780	1.43	2.8	2.0	2.0	1.6	1.9	2.6	1.6	2.3	3.4
WURL	Moody	B	760	1.0	0.00		Bill Davison	84	8909	175		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WMKI	Birmingham	B	850	9.2 cp	1.00		Crawford Bcstg Co	53	9909 p	2,750		Children	350			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WATV	Birmingham	B	900	1.0 cp	0.16		Birmingham Ebony	46	8811	400		Oldies	200	0.14	3.1	2.3	2.9	3.3	1.9	2.4	3.1	3.1	2.3
• WERC	Birmingham	B	960	5.0	5.00	e	AMFM Inc	25	9910 p		g	Nws/Tlk/Spt	2,750	0.99	6.2	5.8	4.5	5.1	4.8	5.9	4.5	5.6	5.6
WPYK	Dora	B	1010	5.0	0.04		Johnson, Paul T.	82	8912		al	Country			0.2	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0
WAPI	Birmingham	B	1070	50.0 cp	10.00	d	Dick Bcstg Co Inc	22	9404		c1	Talk	650	1.12	1.3	1.6	1.8	1.3	1.8	1.9	0.9	0.9	1.0
WAYE	Birmingham	B	1220	1.0 cp	0.08		Willis Bcstg Corp	72	8708	225		Gospel	100		0.6	0.4	0.9	0.6	0.5	0.7	0.0	0.6	0.9
WARF	Jasper	C	1240	1.0	1.00	f	New Century Radio	57	9310		c3	Crtry/News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDJC	Birmingham	B	1260	5.0	0.04	g	Crawford Bcstg Co	53	9404	150		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WEZN	Birmingham	B	1320	5.0	1.11	c	Cox Radio Inc	50	9710		na 2	Country	200	0.14	3.2	1.4	2.6	2.4	2.2	3.2	2.6	2.4	3.2
WZPQ	Jasper	B	1360	1.0	0.04		Lee, James	46	9909	100		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJLD	Fairfield	C	1400	1.0	1.00		Richardson, Gary	42	8712	515		Gospl/RhyBl	450	0.59	1.7	0.8	1.2	1.1	1.3	1.8	1.3	1.8	1.2
WFHK	Pell City	B	1430	5.0	0.00		Williamson Bcstg	56	9902 p		10 na	Country			0.1	0.0	0.0	0.5	0.0	0.0	0.0	0.5	0.0
WSMQ	Bessemer	C	1450	1.0	1.00		PowerNomics	60	9906	250	na	Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLPH	Irondale	B	1480	5.0	0.00		Willis Bcstg Corp	60	9705		na	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGTT	Alabaster	B	1500	1.0	0.00		WGTT Inc	81	9204		18 +	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WCRL	Oneonta	B	1570	2.5	0.00	a	Blount County	52	5503			Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
				# AM Stations -		19	# Combos -		8	AM TOTALS					23.5	18.0	20.7	18.7	16.8	21.9	18.4	20.0	22.7
				AM & FM Stations Profiled -		37	# Duopolies -		9	Total Local Commercial Share					87.1	89.0	88.4	86.4	88.1	87.2	88.5	87.2	

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 57

Revenue Rank: 47

Richmond, VA Market Overview



Metro Counties / Population (000)

Charles City, VA	7.0
Chesterfield, VA	249.0
Colonial Heights city	16.5
Dinwiddie, VA	23.3
Goochland, VA	17.4
Hanover, VA	77.9
Henrico, VA	237.1
Hopewell city, VA	22.4
New Kent, VA	12.2
Petersburg city, VA	37.8
Powhatan, VA	19.9
Prince George, VA	28.5
Richmond city, VA	195.9
Total	944.9

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$31,000	\$34,500	\$36,800	\$37,700	\$40,200	\$42,700
★★★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	8.7%	\$46,400	\$50,100	\$54,600	\$58,400	\$63,100	8.0%
	1992	1997	2002				Est. Breakout
Revenue/Retail Sales	\$3.92/1,000	\$4.39/1,000	\$5.25/1,000				Local 82%
Revenue/Capita	\$34.56	\$45.19	\$63.77				National 18%

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

MSA	1992	1997	Growth Rate	1997	2002	Growth Rate
	Population	897.1	944.9	1.0%	944.9	989.5
Households	345.2	366.8	1.2%	366.8	391.1	1.3%
Retail Sales	7,911.4	9,723.7	4.2%	9,723.7	12,009.9	4.3%
EBI	14,293.2	16,197.5	2.5%	16,197.5	19,277.8	3.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	452.7	80.3	37.1	40.0	73.7	85.2	62.4	73.9
Women (000)	492.2	77.9	35.7	42.7	78.7	89.9	64.8	102.6
Total	944.9	158.1	72.8	82.7	152.4	175.1	127.3	176.5
Percentage	100.0%	16.7%	7.7%	8.8%	16.1%	18.5%	13.5%	18.7%
Per Capita	\$ 17,142			Median Household	\$ 36,917		Avg Household	\$ 44,159
Ethnic Population:	White 67.7%		Black 30.1%		Asian 1.9%		Hispanic 1.5%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	7	2	12	16	13	29
Tot 12+	19.9	44.3	5.2	68.3	69.4	16.6	86.0
Avg 12+	2.8	6.3	2.6	5.7	4.3	1.3	3.0
Tot LCS	23.1	51.5	6.0	79.4	80.7	19.3	100.0
Avg LCS	3.3	7.4	3.0	6.6	5.0	1.5	3.4

Competitive Overview

Some stations also rated in Norfolk-Virginia Beach-Newprt News.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
															Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997		
• WCDX	Mechanicsville	A	92.1	2.4	367	c	Radio One Inc	85	9908		c1	1	Urban	5,400	1.03	11.3	9.3	9.4	8.4	8.8	9.5	10.3	10.1	9.8
• WBBC	Blackstone	C3	93.5	17.5	394	d	Denbar Comm Inc	75	9106	175	c1		Country				0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
• WRVQ	Richmond	B	94.5	200.0	351	b	Clear Channel	48	9207		g1		CHR	3,700	1.08	7.4	8.4	7.8	6.7	6.5	6.3	6.7	7.0	6.0
• WKHK	Colonial Hghts	B1	95.3	17.5	394	a	AMFM Inc	72	9910 p		g		Country	6,700	1.23	11.7	5.6	7.4	8.7	8.8	9.4	10.8	10.6	10.3
• WKLR	Fort Lee	B	96.5	50.0	453	a	AMFM Inc	63	9910 p		g		Clsc Hits	2,400	1.18	4.4	4.4	4.9	4.7	4.6	4.7	3.6	3.6	3.6
• WWUZ	Bowling Green	A	96.9	2.8	472		Rappahannock	98					Clsc Hits				0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0
• WTVR	Richmond	B	98.1	50.0	840	b	Clear Channel	46	9606	18,000	c3		AC	5,600	1.10	11.0	8.8	9.1	8.7	9.5	9.1	10.3	10.0	9.4
• WPLZ	Petersburg	A	99.3	6.0	328	c	Radio One Inc	66	9908	34,000	c1	1	R&B Oldies	2,100	0.82	5.5	4.6	4.0	4.6	4.8	3.6	3.9	5.6	6.4
• WARV	Petersburg	A	100.3	4.7	371	c	Radio One Inc	92	9907	12,000	d1		Country	1,000	0.77	2.8	1.8	3.2	3.9	3.2	2.6	2.1	1.6	3.4
• WDYL	Chester	A	101.1	6.0	328	c	Radio One Inc	96	9907	4,600			Modem Rock	300		0.7	0.0	0.8	0.6	0.9	0.4	0.6	1.0	0.5
• WRXL	Richmond	B	102.1	20.0	791	b	Clear Channel	49	9308	9,750	c2		AOR	3,500	1.80	4.2	5.2	5.5	5.4	5.8	3.6	3.3	4.0	3.9
• WMXB	Richmond	B	103.7	20.0	840	a	AMFM Inc	61	9910 p		g		Hot AC	3,900	1.40	6.0	6.4	5.0	6.1	4.4	6.0	6.2	4.9	4.0
• WKJS	Crewe	C1	104.7	100.0	981	c	Radio One Inc	49	9907		d1		Urban AC	1,250	0.57	4.7	6.2	5.2	4.6	8.2	5.4	4.8	3.1	3.3
• WJRV	Richmond	A	105.7	3.3	322	c	Radio One Inc	68	9908		g1	1	Country	1,500	0.66	4.9	3.3	2.2	2.1	1.5	3.5	3.6	5.5	4.6
• WRCL	Richmond	B	106.5	7.6	1234	a	AMFM Inc	57	9910 p		g		Oldies	1,500	0.70	4.6	5.2	4.6	4.9	5.4	4.7	4.0	3.2	4.4
• WBBT	Powhatan	A	107.3	1.4 cp	679		MainQuad Comm	99					Dance Olds				2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -				16	# Combos -				13	FM TOTALS				79.2	72.3	69.4	69.8	72.4	68.8	70.2	70.2	69.6		

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
• WGGM	Chester	B	820	10.0	1.00		Hoffman Comm Inc	64	7610		2	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WRNL	Richmond	B	910	5.0	1.50	b	Clear Channel	37	9308		c2		Sprts/News	750	1.01	1.6	1.2	1.1	1.3	1.6	1.7	1.4	0.9	1.8
• WXGI	Richmond	B	950	3.9	0.05		Gee Comm Inc	47	9710	650			Country	250	0.38	1.4	1.2	1.9	2.0	1.5	1.5	0.7	1.4	1.4
• WLEE	Richmond	B	990	1.0	0.01	e	4M Comm Inc	51	9612		na	3	Talk	500		0.5	0.0	0.3	0.5	0.3	0.5	0.4	0.4	0.5
• WRVA	Richmond	A	1140	50.0	50.00	b	Clear Channel	25	9207		g1		News/Talk	4,250	0.95	9.6	7.9	7.2	6.7	7.3	8.8	7.9	8.9	8.3
• WGCV	Petersburg	C	1240	1.0	1.00	c	Radio One Inc	45	9908		c1	2	Gospel	250	0.54	1.0	0.9	1.2	1.4	1.2	0.8	0.7	0.8	1.1
• WDZY	Colonial Hghts	B	1290	25.0	0.04		Hibernia Comm	55	9802	860			Children	100		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
• WVNZ	Richmond	B	1320	5.0	0.00		Pearson, Max H.	55	8911		al	3	News	50		0.6	0.0	0.2	0.5	0.0	0.6	0.7	0.3	0.4
• WHAP	Hopewell	C	1340	1.0	1.00	e	4M Comm Inc	49	9902		+	3	Talk				0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
• WTVR	Richmond	B	1380	5.0	5.00	b	Clear Channel	26	9606		c3		Adlt Stndrd	400	0.43	2.0	1.5	1.7	1.7	0.8	1.9	2.1	1.8	1.4
• WCLM	Highland Springs	C	1450	1.0	0.96		World Media Bcst	59	9410		na		Urban/Oldes	100		0.9	0.3	0.7	0.9	0.9	0.6	0.8	0.9	0.8
• WREJ	Richmond	B	1540	10.0	0.00		4M Comm Inc	64	9910 p	600			CCtmp/Sprts	500	0.60	1.8	0.9	1.2	1.4	1.2	1.2	1.5	1.5	2.1
• WFTH	Richmond	B	1590	5.0	0.02		Johnson, James Jr.	64	9003	450			Gospel	400	0.66	1.3	0.6	1.0	0.7	0.8	1.7	1.2	1.1	0.6
# AM Stations -				13	# Combos -				6	AM TOTALS				20.8	14.5	16.6	17.1	15.6	19.3	17.4	18.0	18.7		
AM & FM Stations Profiled -				29	# Duopolies -				9	Total Local Commercial Share				86.8	86.0	86.9	88.0	88.1	87.6	88.2	88.3			

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 58

Revenue Rank: 61

Greenville-Spartanburg, SC Market Overview



Metro Counties / Population (000)

Anderson, SC	160.5
Greenville, SC	356.4
Pickens, SC	107.2
Spartanburg, SC	249.4
Total	873.5

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$22,800	\$25,000	\$28,900	\$29,800	\$31,400	\$32,000
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
	11.9%	\$35,800	\$38,700	\$42,600	\$45,500	\$49,600	8.5%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.58/1,000	\$3.46/1,000	\$3.99/1,000	Local	85%		
Revenue/Capita	\$28.17	\$36.63	\$52.41	National	15%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	809.3	873.5	1.5%	873.5	946.3	1.6%
Households	306.0	336.5	1.9%	336.5	373.7	2.1%
Retail Sales	6,375.7	9,255.3	7.7%	9,255.3	12,423.4	6.1%
EBI	10,944.9	12,976.0	3.5%	12,976.0	17,241.2	5.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	424.0	71.6	36.6	43.6	62.8	71.2	61.2	76.8
Women (000)	449.5	68.6	35.7	42.9	60.8	75.2	63.1	103.3
Total	873.5	140.2	72.3	86.5	123.6	146.4	124.3	180.1
Percentage	100.0%	16.0%	8.3%	9.9%	14.2%	16.8%	14.2%	20.6%
Per Capita	\$ 14,855	Median Household		\$ 31,908	Avg Household		\$ 38,562	
Ethnic Population:	White 81.1%	Black 17.8%	Asian 0.9%	Hispanic 1.1%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		14	10	18	21	39
Tot 12+	4.6		72.1	69.9	76.7	6.8	83.5
Avg 12+	1.2		5.2	7.0	4.3	0.3	2.1
Tot LCS	5.5		86.3	83.7	91.9	8.1	100.0
Avg LCS	1.4		6.2	8.4	5.1	0.4	2.6

Competitive Overview

Some stations also rated in Charlotte, NC & Asheville, NC.

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)†	Power Ratio		Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
WESC	Greenville	C	92.5	100.0	2001	j	Clear Channel	48	9803	p	g1	Country	3,400	0.97	9.8	7.3	8.4	6.6	7.8	7.8	7.3	9.0	7.9
WTPT	Forest City	C	93.3	92.9	2031	j	Clear Channel	47	9803	p	g1	Rock	1,750	0.76	6.4	4.7	5.9	6.0	5.5	6.1	5.3	5.2	4.2
WFBC	Greenville	C	93.7	100.0	1850	c	Entercom	47	9907	p	g2 1	Top 40	2,600	0.69	10.5	9.0	9.8	8.9	7.7	8.2	8.1	9.2	9.0
WMUU	Greenville	C	94.5	100.0	1201	g	WMUU Inc	60				Bfll Music	750	0.65	3.2	2.7	2.4	3.4	2.1	2.2	2.7	2.8	2.7
• WPEK	Seneca	C	98.1	100.0	cp	997	Alpeak Bcstg Corp	47	9506		850	Talk	1,000	1.33	2.1	2.5	1.8	2.0	2.7	1.8	2.2	1.5	1.4
WSPA	Spartanburg	C	98.9	100.0	1910	c	Entercom	46	9907	p	g2 1	Lite AC	3,550	1.21	8.2	6.0	6.3	6.8	7.5	5.8	7.6	6.4	7.2
• WKSF	Asheville	C	99.9	48.0	2622		AMFM Inc	47	9910	p		Country	n/a		0.2	0.5	0.4	0.5	0.5	0.0	0.4	0.0	0.4
• WSSL	Gray Court	C	100.5	100.0	1240	f	AMFM Inc	60	9910	p	g	Country	6,100	1.46	11.7	10.3	10.8	9.9	8.8	8.1	9.2	10.7	10.2
• WROQ	Anderson	C	101.1	100.0	988	f	AMFM Inc	47	9910	p	g	Clsc Rock	5,000	1.53	9.1	7.6	7.6	6.8	7.8	8.6	7.5	5.8	8.0
WBAV	Gastonia	C	101.9	99.0	988		Infinity Bcstg	47	9805			Urban AC	n/a		0.8	0.4	0.8	0.5	0.4	0.8	0.8	0.6	0.4
• WMYI	Hendersonvle	C1	102.5	19.0	1811	f	AMFM Inc	58	9910	p	g	AC	4,250	1.56	7.6	5.6	6.2	6.8	5.6	7.1	5.7	5.7	6.5
WRIX	Honea Path	A	103.1	6.0	328	b	Phillips, Matt	77				Cntry/Talk	350	0.75	1.3	0.7	0.8	1.2	1.0	0.6	1.1	1.0	1.7
WOLT	Greer	A	103.3	2.7	495	a	Palm Bcstg Co LP	93	9605		3,000 c4 1	Oldies			1.9	1.3	1.7	1.3	1.4	1.6	2.0	1.7	0.9
WOLI	Easley	A	103.9	6.0	328	a	Palm Bcstg Co LP	65	9605		c4 1	Oldies	20	0.03	2.0	2.4	1.6	1.5	1.6	2.3	1.3	1.7	1.4
WCCP	Clemson	A	104.9	6.0	302	d	Golden Corners	93				Sports	400		0.4	0.4	0.5	0.7	0.4	0.6	0.4	0.4	0.0
WAGI	Gaffney	C	105.3	100.0	1191	h	Gaffney Bcstg Inc	59				Country			0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0
WMIT	Black Mountain	C	106.9	36.0	3094		Billy Graham	41	9603			Religion	n/a		1.3	1.1	1.0	0.9	0.7	1.2	1.1	0.7	1.3
WJMZ	Anderson	C	107.3	100.0	1011	j	Clear Channel	63	9803	p	g1	Urban	3,800	0.88	12.0	11.4	10.7	9.5	9.3	10.8	10.6	9.0	9.0
# FM Stations -					18	# Combos -					14	FM TOTALS		88.6	74.3	76.7	73.3	70.8	73.6	73.3	71.8	72.2	

• Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.

Metro Rank: 58

Revenue Rank: 61

Greenville-Spartanburg, SC Market Overview



Metro Counties / Population (000)

Anderson, SC	160.5
Greenville, SC	356.4
Pickens, SC	107.2
Spartanburg, SC	249.4
Total	873.5

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$22,800	\$25,000	\$28,900	\$29,800	\$31,400	\$32,000
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
	11.9%	\$35,800	\$38,700	\$42,600	\$45,500	\$49,600	8.5%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.58/1,000	\$3.46/1,000	\$3.99/1,000	Local	85%		
Revenue/Capita	\$28.17	\$36.63	\$52.41	National	15%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	809.3	873.5	1.5%	873.5	946.3
Households	306.0	336.5	1.9%	336.5	373.7	2.1%
Retail Sales	6,375.7	9,255.3	7.7%	9,255.3	12,423.4	6.1%
EBI	10,944.9	12,976.0	3.5%	12,976.0	17,241.2	5.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	424.0	71.6	36.6	43.6	62.8	71.2	61.2	76.8
Women (000)	449.5	68.6	35.7	42.9	60.8	75.2	63.1	103.3
Total	873.5	140.2	72.3	86.5	123.6	146.4	124.3	180.1
Percentage	100.0%	16.0%	8.3%	9.9%	14.2%	16.8%	14.2%	20.6%
Per Capita	\$ 14,855			Median Household	\$ 31,908		Avg Household	\$ 38,562
Ethnic Population:	White 81.1%	Black 17.8%	Asian 0.9%	Hispanic 1.1%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		14	10	18	21	39
Tot 12+	4.6		72.1	69.9	76.7	6.8	83.5
Avg 12+	1.2		5.2	7.0	4.3	0.3	2.1
Tot LCS	5.5		86.3	83.7	91.9	8.1	100.0
Avg LCS	1.4		6.2	8.4	5.1	0.4	2.6

Competitive Overview

Some stations also rated in Charlotte, NC & Asheville, NC.

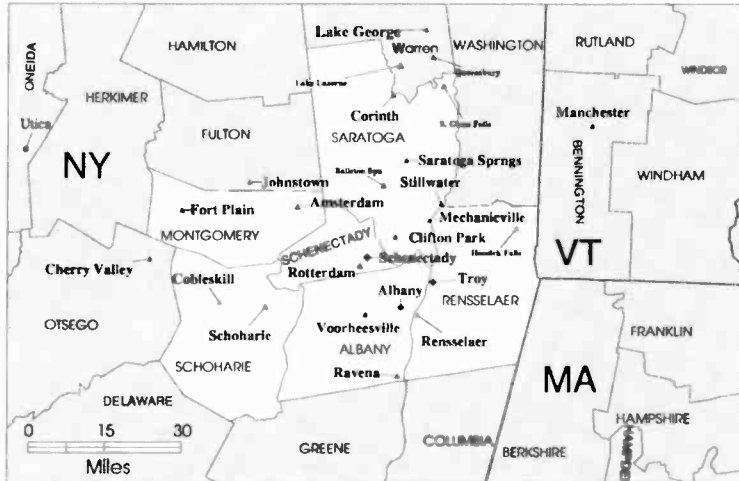
AM Stations		ARB 12+ Metro Shares (see rights)																						
Calls	City of License	FCC Class	Freq	Day	Night	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall			
				Power (kW)	Power (kW)									C	Owner	1999	1999	1999	1998	1998	1998	1998		
WESC	Greenville	B	660	50.0	0.00	j	Clear Channel	47	9803	p	g1	Sprts/Cntry	500	0.6	0.4	0.4	0.0	0.4	0.5	0.5	0.6	0.5		
WPJM	Greer	B	800	1.0	0.44		Cohen, Bobby	49	9801			Gospel	400	1.8	1.5	1.5	1.2	1.7	0.8	1.2	2.4	1.6		
WORD	Spartanburg	B	910	3.6	0.89	e	Entercom	40	9908	p	c3	1 Nws/Tlk/Spt	975	2.8	1.7	1.1	2.2	1.6	2.1	2.0	2.3	2.7		
WSPA	Spartanburg	B	950	5.0	5.00	e	Entercom	30	9908	p	c3	1 Nws/Tlk/Spt	650	1.4	1.3	0.8	1.5	1.1	1.7	0.7	1.0	1.1		
WRIX	Homeland Park	B	1020	10.0	0.00	b	Phillips, Matt	86				Gospel		1.1	0.9	0.6	1.4	0.9	0.5	1.3	1.0	0.9		
WHYZ	Sans Souci	B	1070	50.0	1.50		PSI	66	9608			Talk	200	0.5	0.0	0.0	0.0	0.0	0.0	0.6	0.6	0.6		
WAIM	Anderson	C	1230	1.0	1.00		Paimetto Bcstg Co	35	9209			News/Talk	80		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WMUU	Greenville	B	1260	5.0	0.02	g	WMUU Inc	49	7503			Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WANS	Anderson	B	1280	5.0	1.00	b	Phillips, Matt	49	9405			Oldies	75	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0		
WCKI	Greer	B	1300	1.0	0.00		Sira-Pack Radio	55	6405			Gospel		0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0		
WYRD	Greenville	B	1330	5.0	5.00	e	Entercom	33	9908	p	c3	1 Nws/Tlk/Spt		2.2	1.8	1.8	1.7	2.4	1.7	2.0	2.0	1.4		
WELP	Easley	B	1360	5.0	0.04	i	Wilkins Comm	51	9906			Christian	150		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WKDY	Spartanburg	C	1400	1.0	1.00	i	Associated Bcstg	52	9109			Cntry/CHR	80		0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0		
• WGVL	Greenville	B	1440	5.0	5.00	f	AMFM Inc	50	9910	p		g	Spanish	150		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPCI	Greenville	C	1490	1.0	1.00		Mathena, Randy R.	54	8901			Eclectic	15		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WEAC	Gaffney	B	1500	1.0	0.00	h	Gaffney Bcstg Inc	62				Oldes/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WASC	Spartanburg	B	1530	1.0	0.00		New South Bcstg	68	7602			Urban/Oldes	100	0.2	0.4	0.6	0.0	0.7	0.5	0.0	0.0	0.0	0.0	
WTBI	Pickens	B	1540	10.0	0.00		Tabernacle	67	8311			Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WAHT	Clemson	B	1560	1.0	0.00	d	Golden Corners	69				Oldies	60		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WDAB	Travelers Rest	B	1580	5.0	0.00		Robles, Belen	64	9904	p		na	Spanish	25	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	
WFIS	Fountain Inn	B	1600	1.0	0.03		La Stringer, Joseph	56	9810	p			195		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				11.1	8.0	6.8	8.0	9.3	7.8	8.3	11.0	9.6
AM & FM Stations Profiled -					39	# Duopolies -					8	Total Local Commercial Share				82.3	83.5	81.3	80.1	81.4	81.6	82.8	81.8	

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 59

Revenue Rank: 58

Albany-Schenectady-Troy Market Overview



Metro Counties / Population (000)

Albany, NY	293.0
Montgomery, NY	52.0
Rensselaer, NY	154.4
Saratoga, NY	196.2
Schenectady, NY	146.0
Schoharie, NY	32.8
Total	874.4

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

ESTIMATED GROSS REVENUES ★★★	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	Δ 92 - 97
	\$22,000	\$23,500	\$26,900	\$28,600	\$31,100	\$32,800	8.3%
	Δ 97 - 98	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	Δ 98 - 02
	13.4%	\$37,200	\$39,800	\$43,000	\$45,600	\$48,800	7.0%
	<u>1992</u>	<u>1997</u>	<u>2002</u>	Est. Breakout			
Revenue/Retail Sales	\$3.15/1,000	\$3.89/1,000	\$5.30/1,000	Local	77%		
Revenue/Capita	\$25.08	\$37.51	\$56.88	National	23%		

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

	<u>1992</u>	<u>1997</u>	Growth Rate	<u>1997</u>	<u>2002</u>	Growth Rate
MSA Population	877.3	874.4	-0.1%	874.4	857.9	-0.4%
Households	337.4	337.1	0.0%	337.1	334.6	-0.1%
Retail Sales	6,973.4	8,426.7	3.9%	8,426.7	9,214.1	1.8%
EBI	14,386.9	14,066.5	-0.4%	14,066.5	15,284.0	1.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	423.7	70.8	33.5	44.9	63.7	72.5	54.3	84.1
Women (000)	450.7	67.9	32.0	42.5	63.7	73.4	56.9	114.3
Total	874.4	138.7	65.5	87.4	127.4	145.9	111.2	198.3
Percentage	100.0%	15.9%	7.5%	10.0%	14.6%	16.7%	12.7%	22.7%
Per Capita	\$ 16,087			Median Household	\$ 35,418		Avg Household	\$ 41,728
Ethnic Population:	White 92.9%		Black 5.1%		Asian 1.8%		Hispanic 2.2%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	17	10		14	27	15	42
Tot 12+	29.5	39.9		62.9	69.4	14.8	84.2
Avg 12+	1.7	4.0		4.5	2.6	1.0	2.0
Tot LCS	35.0	47.4		74.7	82.4	17.6	100.0
Avg LCS	2.1	4.7		5.3	3.1	1.2	2.4

Competitive Overview

FM Stations													ARB 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
WFLY	Troy	B	92.3	17.0	850	a	Albany Bcstg Co Inc	48	8702			Top 40	4,450	1.09	11.0	10.1	7.4	7.9	9.9	9.2	9.7	10.0	8.7	
WZZM	Corinth	A	93.5	1.4	420	j	Bradmark Comm	81	9609	450		Country			0.4	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.6	
• WKLI	Ravena	A	94.5	3.0	328	g	Tele-Media Bcstg	91	9903	1,550	d5	Soft AC	1,150	0.50	6.2	3.9	4.2	4.2	5.8	5.6	5.2	6.1	4.1	
WYJB	Albany	B	95.5	12.0	1024	a	Albany Bcstg Co Inc	66	9312	5,000	c2	Soft AC	4,500	1.31	9.2	8.1	7.9	7.1	7.4	7.3	7.5	9.0	7.6	
WAJZ	Voorheesville	A	96.3	0.5	1119	a	Albany Bcstg Co Inc	92	9608	850		Urban AC	200	0.36	1.5	3.4	3.1	2.8	1.0	0.9	1.3	1.4	1.4	
WDCD	Clifton Park	A	96.7	4.7	328	d	Crawford Bcstg Co	85	9606	820		Christian			0.3	0.4	0.3	0.3	0.3	0.0	0.3	0.2	0.5	
WMYY	Schoharie	A	97.3	2.0	577	c	Capital Media Corp	90	9202	525		Cst//Tik				0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	
• WZEC	Hoosick Falls	A	97.5	0.4	1204	cp	Tele-Media Bcstg	92	9911		g	Christian	75			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	75	9410	400	c5	Classical	150	0.34	1.2	0.9	0.9	0.6	1.1	0.7	1.3	0.8	1.2	
• WTRY	Rotterdam	A	98.3	6.0	318	h	AMFM Inc	86	9910 p		g	Oldies	1,200	0.81	4.0	3.9	3.3	3.8	3.3	3.3	3.6	3.4	3.4	
WCKM	Lake George	A	99.1	0.4	1289	l	Entertronics Inc	94	9404		1	Oldies			0.2	0.0	0.4	0.0	0.0	0.0	0.3	0.0	0.3	
WRVE	Schenectady	B	99.5	14.5	925	b	Clear Channel	40	9906		g3	Adult Rock	3,300	1.45	6.1	4.8	3.5	5.6	4.5	5.9	5.0	4.3	5.5	
WKBE	Warrensburg	B1	100.3	1.5	1312	g	Tele-Media Bcstg	91	9903		d5	Hot AC			0.4	0.1	0.2	0.0	0.3	0.4	0.6	0.2	0.3	
• WCPT	Albany	A	100.9	6.0	299	g	Tele-Media Bcstg	72	9903		d5	Hot AC	800	0.77	2.8	2.7	2.1	3.1	1.4	1.9	2.1	2.6	3.1	
WBUG	Fort Plain	A	101.1	1.3	719	k	Roser	91	9411	400	c1	Country			0.4	0.7	1.0	0.6	0.0	0.3	0.3	0.3	0.3	
WQAR	Stillwater	A	101.3	2.9	469		Anastos Bcst Group	88	9810	895		AC	250		0.7	0.7	0.6	0.6	0.5	0.7	0.5	0.7	0.4	
WJIV	Cherry Valley	B	101.9	11.5	1024		WJIV Radio Inc	48	8103			Religion			0.4	0.0	0.0	0.3	0.4	0.4	0.0	0.5	0.4	
WXCR	Ballston Spa	A	102.3	4.1	387	e	Clear Channel	68	9811 p		d4	Clsc Rock	900	0.86	2.8	3.0	3.1	2.4	2.1	2.7	2.0	2.4	2.4	
WEQX	Manchester	B	102.7	1.3	2490		Northshire Comm	84				Modern Rock	475	1.16	1.1	1.7	1.8	1.8	0.9	1.0	1.1	0.7	0.9	
• WHRL	Albany	A	103.1	6.0	325	b	Clear Channel	66	9906		g3	Modern Rock	1,000	0.81	3.3	3.2	3.1	2.8	3.2	2.8	2.5	2.5	3.4	
• WQBJ	Cobleskill	B	103.5	50.0	492	e	Clear Channel	88	9811		d4	Rock	300	0.35	2.3	1.7	2.2	2.1	2.1	2.2	2.4	1.5	1.8	
• WQBK	Rensselaer	A	103.9	6.0	302	e	Clear Channel	72	9811		d4	Rock	2,000	0.90	6.0	4.2	3.9	4.6	4.9	5.5	4.7	4.6	5.7	
• WABT	Mechanicville	A	104.5	5.0	351	h	AMFM Inc	93	9910 p		g	Oldies	950	1.02	2.5	2.1	2.6	2.3	2.5	2.7	1.9	1.9	1.9	
WZMR	Altamont	A	104.9	0.6	1050	a	Albany Bcstg Co Inc	68	9902	2,200	c3	Modern AC			0.1	1.3	0.9	0.4	0.0	0.4	0.0	0.0	0.0	
WNYQ	Queensbury	B1	105.7	2.5	1037	j	Bradmark Comm	96				AC			0.1	0.0	0.4	0.3	0.3	0.0	0.3	0.0	0.0	
• WPYX	Albany	B	106.5	15.3	902	h	AMFM Inc	80	9910 p		g	AOR	3,350	1.50	6.0	5.8	7.1	6.6	8.1	5.0	5.7	5.6	4.3	
• WGNA	Albany	B	107.7	12.5	984	h	AMFM Inc	73	9910 p		g	Country	6,200	1.29	12.9	10.4	9.4	9.6	8.7	11.8	10.9	9.8	11.3	
# FM Stations -					27	# Combos -					22	FM TOTALS				81.9	73.1	69.4	69.8	68.7	70.7	70.1	68.5	69.5

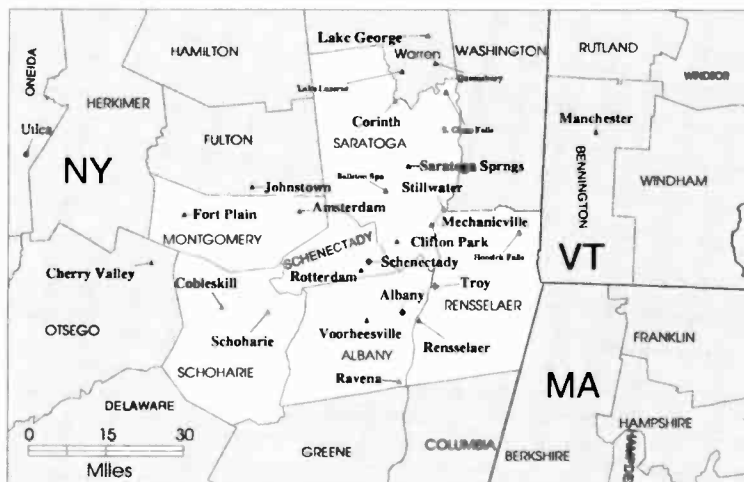
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Total	874.4

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ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$22,000	\$23,500	\$26,900	\$28,600	\$31,100	\$32,800
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
13.4%	\$37,200	\$39,800	\$43,000	\$45,600	\$48,800		7.0%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$3.15/1,000	\$3.89/1,000	\$5.30/1,000	Local	77%		
Revenue/Capita	\$25.08	\$37.51	\$56.88	National	23%		

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EBI	14,386.9	14,066.5	-0.4%	14,066.5	15,284.0	1.7%

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	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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Total	874.4	138.7	65.5	87.4	127.4	145.9	111.2	198.3
Percentage	100.0%	15.9%	7.5%	10.0%	14.6%	16.7%	12.7%	22.7%
Per Capita	\$ 16,087			Median Household	\$ 35,418		Avg Household	\$ 41,728
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Avg 12+	1.7	4.0		4.5	2.6	1.0	2.0
Tot LCS	35.0	47.4		74.7	82.4	17.6	100.0
Avg LCS	2.1	4.7		5.3	3.1	1.2	2.4

Competitive Overview

AM Stations													ARB 12+ Metro Shares (see rights)									
Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
															1999	1999	1999	1998	1998	1998	1998	1997
WROW	Albany	B	590	5.0	1.00	a Albany Bcstg Co Inc	47	9312		c2	News/Talk	800	0.90	2.4	2.1	2.9	2.6	2.1	2.2	1.9	2.5	1.7
WGY	Schenectady	A	810	50.0	50.00	b Clear Channel	22	9906		g3	News/Talk	3,900	0.94	11.2	7.9	8.1	10.2	8.5	9.4	9.4	9.9	9.5
• WUAM	Saratoga Sprngs	B	900	0.3	0.05	Anastos Bcst Group	64	9908	100		Nostalgia				0.6	1.0	0.3	0.3	0.0	0.0	0.0	0.0
WIZR	Johnstown	B	930	1.0	0.03	a Albany Bcstg Co Inc	64	9902		c3	Big Band				0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WTRY	Troy	B	980	5.0	5.00	h AMFM Inc	40	9910 p		g	Oldies	600	1.08	1.5	1.1	0.8	0.9	1.5	1.1	1.4	1.2	1.4
WXBH	Cobleskill	B	1190	1.0	0.00	NY Comm LLC	81	9808	75		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WVKZ	Schenectady	C	1240	1.0	1.00	Off-Track Betting	42	9411	90		Info/Sprts				0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTMM	Rensselaer	B	1300	5.0	5.00	e Clear Channel	61	9811		d4	Sports	100		0.4	0.8	0.4	0.3	0.6	0.3	0.0	0.5	0.6
WHAZ	Troy	B	1330	1.0	0.05	c Capital Media Corp	22	8707	300		Cst//Tik			0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
WABY	Albany	C	1400	1.0	1.00	g Tele-Media Bcstg	34	9903		d5	News	250	0.45	1.5	0.4	0.7	1.9	0.9	1.5	1.3	1.2	1.1
WBZA	South Glens	B	1410	1.0	0.13	j Bradmark Comm	88	9612		c2	Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WGNA	Albany	B	1460	5.0	5.00	h AMFM Inc	24	9910 p		g	Country			0.2	0.2	0.3	0.2	0.3	0.1	0.2	0.2	0.3
WCSS	Amsterdam	C	1490	1.0	1.00	f IZ Communications	48	9910	188		AC/Oldes	325		0.6	0.0	0.4	0.6	0.4	0.5	0.5	0.6	0.5
WDCD	Albany	B	1540	50.0	50.00	d Crawford Bcstg Co	48	9510	700		Christlan			0.1	0.1	0.2	0.3	0.1	0.0	0.1	0.1	0.2
WBUG	Amsterdam	B	1570	1.0	0.20	k Roser	61	9411		c1	Country				0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
				# AM Stations -	15	# Combos -	12	AM TOTALS						18.0	13.8	14.8	17.3	14.7	15.2	15.2	16.2	15.3
				AM & FM Stations Profiled -	42	# Duopolies -	12	Total Local Commercial Share						86.9	84.2	87.1	83.4	85.9	85.3	84.7	84.8	

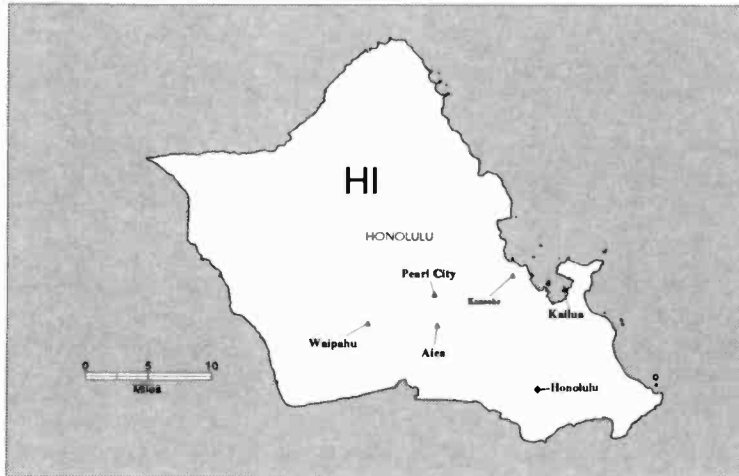
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 60

Revenue Rank: 73

Honolulu Market Overview



Metro Counties / Population (000)

Honolulu, HI	872.0
	872.0

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$20,800	\$20,200	\$22,300	\$22,600	\$23,500	\$24,100
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
	8.3%	\$26,100	\$27,400	\$28,700	\$29,900	\$31,400	4.7%
	1992	1997	2002				Est. Breakout
Revenue/Retail Sales	\$2.30/1,000	\$2.52/1,000	\$3.03/1,000				Local 85%
Revenue/Capita	\$23.94	\$27.64	\$36.03				National 15%

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	868.8	872.0	0.1%	872.0	871.4
Households	277.9	283.2	0.4%	283.2	290.1	0.5%
Retail Sales	9,040.0	9,567.0	1.1%	9,567.0	10,357.2	1.6%
EBI	14,705.4	15,499.6	1.1%	15,499.6	18,229.2	3.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	445.6	78.0	34.5	49.1	75.4	76.0	54.4	78.1
Women (000)	426.4	73.4	32.6	38.7	67.1	73.1	54.4	87.1
Total	872.0	151.4	67.1	87.8	142.5	149.2	108.8	165.2
Percentage	100.0%	17.4%	7.7%	10.1%	16.3%	17.1%	12.5%	18.9%
Per Capita	\$ 17,775							
				Median Household	\$ 45,176		Avg Household	\$ 54,730
Ethnic Population:	White 31.1%		Black 3.8%		Asian 64.6%		Hispanic 7.4%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			16	13	16	17	33
Tot 12+			75.8	72.9	75.8	17.3	93.1
Avg 12+			4.7	5.6	4.7	1.0	2.8
Tot LCS			81.4	78.3	81.4	18.6	100.0
Avg LCS			5.1	6.0	5.1	1.1	3.0

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
• KSSK	Waipahu	C	92.3	100.0	1949	b	AMFM Inc	76	9910	p	g	AC	4,550	1.71	10.2	9.3	7.9	11.3	9.9	9.8	9.1	8.8	10.9
• KQMQ	Honolulu	C	93.1	100.0	1854	e	New Wave Bcstg	67	9810		d2	CHR	1,600	1.08	5.7	4.0	3.5	3.7	4.9	4.2	5.4	5.7	6.1
• KIKI	Honolulu	C1	93.9	100.0	-141	b	AMFM Inc	79	9910	p	g	CHR	3,200	1.30	9.4	5.4	6.7	8.6	8.8	8.0	6.6	8.8	12.2
• KUMU	Honolulu	C1	94.7	100.0	79	c	Emerald City Radio	67	9910	p	c3	Easy	1,250	0.79	6.1	4.7	5.9	5.1	5.6	5.6	5.6	6.3	5.4
• KAOI	Wailuku	C	95.1	100.0	1227	g	Visionary Relatd	74	9008			Rock	650			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KAIM	Honolulu	C	95.5	100.0	1854	a	Salem Comm Corp	53	9909	p	c4	ChrsContemp	300	0.82	1.4	1.4	2.4	1.2	1.8	1.4	1.2	1.4	1.3
• KRTR	Kailua	C	96.3	75.0	2116	f	Cox Radio Inc	78	9908	p	d3	AC	1,600	0.94	6.5	6.6	7.3	7.9	6.4	7.5	5.9	6.0	5.2
• KPOI	Honolulu	C1	97.5	80.0	46	e	New Wave Bcstg	62	9810		d2	AOR	750	0.90	3.2	3.1	2.8	3.3	2.6	2.5	2.5	3.3	3.7
• KKLK	Honolulu	C1	98.5	51.0	59	b	AMFM Inc	88	9910	p	g	Clsc Rock	625	0.80	3.0	2.9	2.4	2.7	3.0	3.2	2.7	2.8	2.5
• KORL	Honolulu	C	99.5	100.0	1965	e	New Wave Bcstg	96	9904			Soft AC	1,650		0.2	2.3	0.5	0.0	0.0	0.6	0.0	0.0	0.3
• KCCN	Honolulu	C	100.3	100.0	1965	d	KHWY Inc	90	9412			CHR	2,500	1.06	9.0	9.9	11.7	10.8	7.6	8.9	8.6	8.2	8.1
• KUCD	Pearl City	C	101.9	100.0	1965	b	AMFM Inc	95	9910	p	g	Hot AC	375	0.40	3.6	4.4	3.0	3.2	3.3	3.8	3.5	3.3	3.0
• KKHN	Waipahu	C	102.7	61.0	1893	e	New Wave Bcstg	88	9810		d2	Country	600	0.88	2.6	2.6	3.0	3.1	3.0	2.5	2.5	2.6	2.3
• KXME	Kaneohe	C	104.3	75.0	2116	f	Cox Radio Inc	97	9908	p	d3	CHR	500	0.38	5.0	7.5	6.7	6.4	5.5	5.5	6.5	5.0	2.0
• KINE	Honolulu	C	105.1	100.0	1965	d	KHWY Inc	88	9412			CHR/Hwain	1,400	0.65	8.2	7.2	6.8	7.2	6.2	7.3	7.8	8.2	7.7
• KGMZ	Aiea	C	107.9	100.0	1965	f	Cox Radio Inc	92	9908	p	d3	Oldies	1,000	0.65	5.9	4.1	5.2	5.0	5.8	5.4	6.6	4.3	5.9
		# FM Stations -		16	# Combos -		15	FM TOTALS					80.0	75.4	75.8	79.5	74.4	76.2	74.5	74.7	76.6		

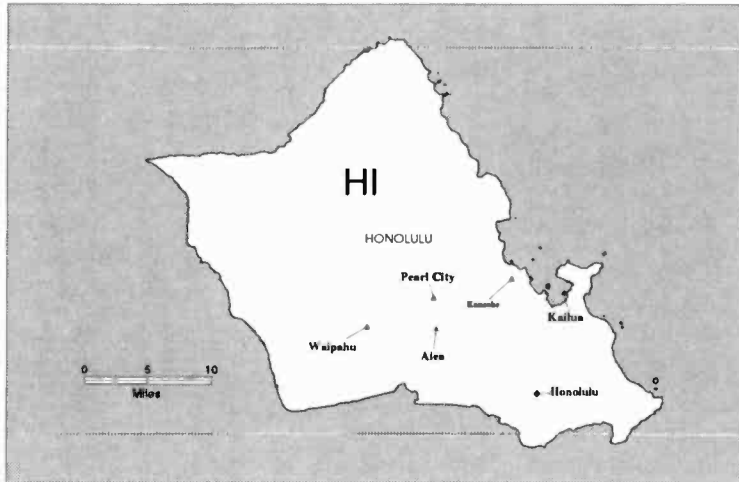
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 60

Revenue Rank: 73

Honolulu Market Overview



Metro Counties / Population (000)

Honolulu, HI	872.0
	872.0

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$20,800	\$20,200	\$22,300	\$22,600	\$23,500	\$24,100
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	8.3%	\$26,100	\$27,400	\$28,700	\$29,900	\$31,400	4.7%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$2.30/1,000	\$2.52/1,000	\$3.03/1,000	Local	85%		
Revenue/Capita	\$23.94	\$27.64	\$36.03	National	15%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	868.8	872.0	0.1%	872.0	871.4	0.0%
Households	277.9	283.2	0.4%	283.2	290.1	0.5%
Retail Sales	9,040.0	9,567.0	1.1%	9,567.0	10,357.2	1.6%
EBI	14,705.4	15,499.6	1.1%	15,499.6	18,229.2	3.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	445.6	78.0	34.5	49.1	75.4	76.0	54.4	78.1
Women (000)	426.4	73.4	32.6	38.7	67.1	73.1	54.4	87.1
Total	872.0	151.4	67.1	87.8	142.5	149.2	108.8	165.2
Percentage	100.0%	17.4%	7.7%	10.1%	16.3%	17.1%	12.5%	18.9%
Per Capita	\$ 17,775			Median Household	\$ 45,176		Avg Household	\$ 54,730
Ethnic Population:	White 31.1%		Black 3.8%		Asian 64.6%		Hispanic 7.4%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			16	13	16	17	33
Tot 12+			75.8	72.9	75.8	17.3	93.1
Avg 12+			4.7	5.6	4.7	1.0	2.8
Tot LCS			81.4	78.3	81.4	18.6	100.0
Avg LCS			5.1	6.0	5.1	1.1	3.0

Competitive Overview

AM Stations											ARB 12+ Metro Shares (see rights)																			
Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Summer				Spring				Winter				Fall			
															1999	1999	1999	1998	1998	1998	1998	1998	1998	1998	1998	1998	1998	1998	1998	1998
• KSSK	Honolulu	B	590	7.5	7.50	b AMFM Inc	29	9910 p		g	AC	2,100	1.39	5.8	5.6	4.6	3.8	5.1	6.0	5.9	5.2	4.8								
• KHNR	Honolulu	B	650	10.0	10.00	h Salem Comm Corp	46	9910 p		c3	News	600	1.53	1.5	0.9	1.2	1.2	1.4	1.4	1.2	1.7	1.3								
• KQMQ	Honolulu	B	690	10.0	10.00	e New Wave Bcstg	47	9810		d2	Children	125		0.3	0.0	0.1	0.2	0.3	0.2	0.2	0.4	0.3								
• KGU	Honolulu	B	760	10.0	10.00	h Salem Comm Corp	22	9910 p	1,700	c3	Sports	300	0.77	1.5	1.3	1.4	1.2	1.9	1.0	1.2	1.1	2.3								
• KHVH	Honolulu	B	830	10.0	10.00	b AMFM Inc	51	9910 p		g	News/Talk	775	0.85	3.5	3.6	3.4	2.5	2.5	3.6	3.8	3.2	2.6								
• KAIM	Honolulu	B	870	50.0	50.00	a Salem Comm Corp	56	9909 p		c4	Chrst/Talk			0.2	0.0	0.0	0.0	0.4	0.2	0.4	0.0	0.0								
• KJPN	Waipahu	B	940	10.0	10.00	International Comm	50	9405	415		Adult Rock	200			0.0	0.4	0.4	0.4	0.0	0.0	0.0	0.0								
• KIKI	Honolulu	B	990	5.0	5.00	b AMFM Inc	57	9910 p		g	CHR/Dance	50	0.19	1.0	0.1	0.1	0.0	0.4	0.9	0.9	1.8	0.0								
• KLHT	Honolulu	B	1040	7.5	7.50	Calvary Chapel	46	8504	650		Christian	225		0.5	0.5	0.7	0.0	0.9	0.5	0.4	0.4	0.6								
• KWAH	Honolulu	B	1080	5.0	5.00	Wagenvoord, Barry	72	9305		nc	Nws/Tlk/Spt			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0								
• KOHO	Honolulu	B	1170	5.0 cp	4.80	Legacy	59	9908			Clsc Hits				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
• KZOO	Honolulu	B	1210	1.0	1.00	Polynesia Bcstg	63	6704			Ethnic	250		0.8	1.2	1.2	0.7	1.6	0.4	1.0	0.8	0.9								
• KNDI	Honolulu	B	1270	5.0	5.00	Bcst House/Pacific	60	8805	250		Ethnic	600	2.09	1.1	1.2	1.1	1.1	1.4	1.1	1.0	1.2	0.9								
• KCCN	Honolulu	B	1420	5.0	5.00	d KHUY Inc	66	9412	4,250		News/Talk	300	0.68	1.7	0.5	1.0	0.8	1.5	1.5	1.4	1.4	2.0								
• KGMZ	Honolulu	B	1460	5.0	5.00	f Cox Radio Inc	90	9908 p		d3	Oldies			0.1	0.0	0.0	0.1	0.3	0.1	0.2	0.1	0.1								
• KUMU	Honolulu	B	1500	10.0	10.00	c Emerald City Radio	63	9910 p		c3	Noetalgia	300	0.60	1.9	1.4	2.1	1.3	2.2	1.4	2.0	2.1	1.8								
• KISA	Honolulu	B	1540	5.0	5.00	Swinerton, James	73	9604	200		Korean				0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0								
# AM Stations -				17	# Combos -				10	AM TOTALS				20.0	16.3	17.3	13.7	20.3	18.3	19.6	19.8	17.6								
AM & FM Stations Profiled -				33	# Duopolies -				9	Total Local Commercial Share				91.7	93.1	93.2	94.7	94.5	94.1	94.5	94.2									

Docket 80-90 Allocations: 105.9, C, Honolulu

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 61

Revenue Rank: 63

Tucson, AZ Market Overview



Metro Counties / Population (000)

Pima, AZ	798.1
	798.1

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$17,200	\$20,100	\$24,400	\$25,200	\$27,700	\$30,700
★★★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	11.7%	\$34,300	\$37,300	\$40,700	\$43,500	\$47,500	8.5%
	1992	1997	2002				Est. Breakout
Revenue/Retail Sales	\$3.19/1,000	\$4.23/1,000	\$5.38/1,000				Local 85%
Revenue/Capita	\$24.35	\$38.47	\$55.19				National 15%

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	706.3	798.1	2.5%	798.1	860.6
Households	278.7	314.6	2.5%	314.6	343.9	1.8%
Retail Sales	5,396.4	7,262.0	6.1%	7,262.0	8,836.7	4.0%
EBI	9,029.2	11,497.7	5.0%	11,497.7	14,582.0	4.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	392.9	71.5	31.9	38.1	60.8	64.1	46.5	80.1
Women (000)	405.2	66.7	30.3	36.4	57.5	65.0	49.7	99.6
Total	798.1	138.2	62.2	74.5	118.3	129.1	96.2	179.7
Percentage	100.0%	17.3%	7.8%	9.3%	14.8%	16.2%	12.1%	22.5%
Per Capita	\$ 14,406							
				Median Household	\$ 28,016		Avg Household	\$ 36,547
Ethnic Population:	White 90.4%		Black 3.8%		Asian 2.4%		Hispanic 28.6%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		10	11	13	15	28
Tot 12+	12.2		53.8	63.2	66.0	19.2	85.2
Avg 12+	4.1		5.4	5.7	5.1	1.3	3.0
Tot LCS	14.3		63.1	74.2	77.5	22.5	100.0
Avg LCS	4.8		6.3	6.7	6.0	1.5	3.6

Competitive Overview

Some stations also rated in Phoenix.

FM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
																1999	1999	1999	1998	1998	1998	1998		
● KFMA	Green Valley	C2	92.1	50.0	492	c	Lotus Comm Corp	83	9308	1,500		Alternative	750	0.53	4.1	4.4	4.3	3.9	3.3	3.6	3.7	2.7	4.0	
● KWFM	Tucson	C	92.9	90.0	2038	d	AMFM Inc	70	9910 p		g	Oldies	1,950	1.03	5.5	4.1	4.0	4.8	4.5	4.4	4.9	5.1	4.4	
● KRQQ	Tucson	C	93.7	91.0	2031	d	AMFM Inc	71	9910 p		g	CHR	4,300	1.27	9.9	9.2	9.3	8.5	8.5	9.2	8.3	7.4	8.9	
KMXZ	Tucson	C	94.9	97.0	1952	b	Journal Bcst Group	73	9601	16,500 c1		AC	5,100	1.44	10.3	9.2	5.8	7.3	7.6	8.8	8.6	9.5	8.4	
● KLPX	Tucson	C	96.1	100.0	1952	c	Lotus Comm Corp	67	7906			AOR	3,000	1.20	7.3	7.2	6.0	6.0	6.4	5.4	6.3	6.2	7.1	
KGMS	Green Valley	C3	97.1	0.3 cp	2418	f	Good News Bcstg	90	9602		st	ChrsContemp			0.8	0.8	1.1	0.4	0.5	0.6	0.6	0.8	0.6	
KOAZ	Oro Valley	A	97.5	6.0	151	e	Slone Bcstg	92	9803	6,500 c3		Smooth Jazz	400	0.40	2.9	2.5	2.7	3.5	3.6	3.3	1.7	0.0	4.9	
KOHT	Marana	A	98.3	6.0	184	a	Big Bcst of AZ LLC	84	9603	2,725 c2		CHR/Rhymc	1,200	0.62	5.6	3.8	5.6	5.3	6.1	6.2	5.6	5.2	2.2	
KIIM	Tucson	C	99.5	90.0	2038	e	Slone Bcstg	54	8310	2,650		Country	6,450	1.40	13.4	10.2	11.7	9.8	13.2	9.3	12.0	10.5	14.2	
● KZPT	Tucson	A	104.1	3.0 cp	328	b	Journal Bcst Group	94	9601		c1	Hot AC	1,900	0.99	5.6	4.5	3.9	4.0	4.3	5.8	4.8	5.1	3.3	
KZLZ	Kearney	C2	105.3	50.0	492		Desert W.Air	92	9907		sw	Spanish	600	0.80	2.2	1.1	1.7	2.6	1.4	1.5	2.8	1.8	1.3	
KGMG	Oracle	C2	106.3	0.4	4173	b	Journal Bcst Group	84	9806	5,800		R&B Oldies			0.9	3.0	4.4	1.6	1.9	2.2	1.0	0.0	0.0	
KHYT	Tucson	C	107.5	82.0	2034	e	Slone Bcstg	93	9411	3,500		70s Hits	2,100	1.04	5.9	3.4	5.5	3.8	5.3	4.8	4.8	5.5	5.2	
# FM Stations -					13	# Combos -					12	FM TOTALS				74.4	63.4	66.0	61.5	66.6	65.1	65.1	59.8	64.5

AM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
																1999	1999	1999	1998	1998	1998	1998		
● KSAZ	Tucson	B	580	5.0 cp	0.55		Ehlinger, P & W	87	8904	1,050		Adlt Slndrd	250	0.56	1.3	2.5	1.3	1.3	1.2	1.3	1.0	0.7	1.3	
KVOI	Tucson	B	690	0.3	0.00	f	Good News Bcstg	53	9602		st	Religion			0.3	0.6	0.0	0.8	0.0	0.4	0.5	0.0	0.0	
● KNST	Tucson	B	790	5.0	0.50	d	AMFM Inc	63	9910 p		g	Nws/Tlk/Spt	2,650	1.25	6.2	5.4	5.2	5.9	4.8	5.1	5.3	5.6	5.3	
KFLT	Tucson	B	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	B	940	1.0	0.25	d	AMFM Inc	58	9910 p		g	Nostalgia	550	0.40	4.0	2.0	2.0	3.5	2.0	2.6	3.2	4.2	3.5	
● KTKT	Tucson	B	990	10.0	1.00	c	Lotus Comm Corp	49	7208			News/Talk	350		0.8	0.7	0.6	0.4	0.5	0.7	0.7	0.7	0.6	
KEVT	Cortaro	B	1030	10.0	1.00		Cortaro Bcstg Corp	94				Spanish			0.6	0.6	0.0	0.0	0.5	0.0	1.1	1.0	0.0	
KGVS	Green Valley	B	1080	1.0 cp	0.00		Nelson Enterprises	81	9808	375		Big Band	400	0.47	2.5	0.8	1.0	1.5	2.3	1.7	1.7	2.7	2.4	
KQTL	Sahuarita	B	1210	10.0	1.00		CIMA Bcstg LLC	85	9604	600		Spanish	350	0.85	1.2	2.1	2.4	1.5	2.3	1.0	1.3	0.9	0.8	
KCUB	Tucson	B	1290	1.0	1.00	e	Slone Bcstg	29	6806			Country	250	0.40	1.8	1.5	1.5	1.2	0.9	2.0	1.1	1.3	1.9	
KJLL	South Tucson	B	1330	2.0	5.00		Hudson Comm Inc	57	9612	110		Nws/Tlk/Spt			0.3	0.7	0.6	0.6	0.5	0.5	0.4	0.0	0.0	
KTUC	Tucson	C	1400	1.0	1.00	e	Slone Bcstg	26	9803		c3	Nostalgia	100	0.21	1.4	0.9	1.1	1.1	0.9	0.7	1.4	1.1	1.6	
KTZR	Tucson	C	1450	1.0	1.00	a	Big Bcst of AZ LLC	47	9606	650		Spanish	450	0.77	1.7	1.2	1.2	3.0	1.1	1.2	2.1	1.6	0.8	
KFFN	Tucson	C	1490	1.0	1.00	b	Journal Bcst Group	57	9601		c1	Sprts/Talk	500	0.81	1.8	1.2	0.8	1.5	1.4	1.8	1.6	1.7	1.1	
KXEW	South Tucson	B	1600	1.0	1.00	a	Big Bcst of AZ LLC	63	9603		c2	Tejano	700	1.07	1.9	2.4	1.5	1.8	2.4	1.7	1.1	1.9	1.7	
# AM Stations -					15	# Combos -					9	AM TOTALS				25.8	22.6	19.2	24.1	20.8	20.7	22.5	23.4	21.0
AM & FM Stations Profiled -					28	# Duopolies -					8	Total Local Commercial Share				86.0	85.2	85.6	87.4	85.8	87.6	83.2	85.5	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 62

Revenue Rank: 110

McAllen-Brownsville-Harlingen, TX Market Overview



Metro Counties / Population (000)

Cameron, TX	326.1
Hidalgo, TX	516.7
	842.8

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$13,000	\$13,400	\$14,500	\$14,900	\$15,200	\$15,300
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	7.2%	\$16,400	\$17,800	\$19,600	\$21,000	\$22,900	8.7%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.38/1,000	\$2.71/1,000	\$3.32/1,000	Local	88%		
Revenue/Capita	\$18.86	\$18.15	\$23.87	National	12%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	689.2	842.8	4.1%	842.8	959.5
Households	187.1	228.2	4.1%	228.2	261.9	2.8%
Retail Sales	3,844.1	5,655.4	8.0%	5,655.4	6,902.7	4.1%
EBI	5,377.4	6,773.9	4.7%	6,773.9	9,046.0	6.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	407.5	101.2	56.9	39.2	50.7	55.3	39.5	64.7
Women (000)	435.3	98.3	55.3	40.9	54.8	63.3	45.6	77.1
Total	842.8	199.5	112.2	80.1	105.5	118.6	85.1	141.8
Percentage	100.0%	23.7%	13.3%	9.5%	12.5%	14.1%	10.1%	16.8%
Per Capita	\$ 8,037			Median Household	\$ 20,445		Avg Household	\$ 29,684
Ethnic Population:	White 99.0%		Black 0.3%		Asian 0.4%		Hispanic 86.8%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		10	7	15	9	24
Tot 12+	3.5		62.3	60.3	65.8	15.6	81.4
Avg 12+	0.7		6.2	8.6	4.4	1.7	3.4
Tot LCS	4.3		76.5	74.1	80.8	19.2	100.0
Avg LCS	0.9		7.7	10.6	5.4	2.1	4.2

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)										
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995			
KESO	South Padre	C3	92.7	3.0	cp	299	96	9611	p	140	Alternative			0.8	0.5	0.7	0.6	0.8	0.4	0.6	0.0	0.0			
KFRQ	Harlingen	C	94.5	100.0		1158	f	60	9608	5,500	c2	Sunburst Media LP	60	9608	1,375	1.13	7.4	7.7	8.3	7.6	4.7	5.6	5.3	7.6	5.8
KZSP	South Padre	A	95.3	2.5		328						KZSP Bcstg Co	90	9504				0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KIWW	Harlingen	C	96.1	100.0		988	b				g1	Hispanic Bcstg	75	9702	2,000	1.26	9.7	4.9	5.5	8.5	7.6	9.1	8.5	9.7	11.0
KGBT	McAllen	C	98.5	100.0		997	b				g1	Hispanic Bcstg	64	9702	1,200	0.91	8.0	9.5	10.1	5.5	7.8	7.6	6.3	1.9	3.9
KKPS	Brownsville	C	99.5	100.0		1037	f				c2	Sunburst Media LP	78	9608	2,050	0.97	12.9	8.4	7.9	11.8	9.5	7.7	7.1	9.3	7.1
KTEX	Brownsville	C	100.3	99.0		1125	c				d3	Cumulus Bcstg Inc	75	9911	1,600	1.10	8.9	5.7	7.9	6.7	8.1	6.3	7.4	7.7	7.6
• KVPA	Port Isabel	C2	101.1	50.0	cp	486						Trubb, Matthew C	93		275		0.7	0.0	0.0	0.4	0.7	0.0	0.0	0.0	0.0
KILM	Raymondville	C2	102.1	18.0		758	a			3,000	c1	Sendero Multimedia	80	9903	500	1.33	2.3	1.5	1.7	1.9	1.9	2.3	2.2	1.2	1.1
• KBFM	Edinburg	C	104.1	100.0		1001	c			17,100	d3	Cumulus Bcstg Inc	72	9911	1,750	0.61	17.5	15.6	15.9	14.1	15.0	13.0	12.3	12.2	12.8
KJAV	Alamo	A	104.9	6.0	cp	328	e			475		La Radio Cristiana	80	8610			0.4	0.0	0.4	0.6	0.0	0.7	0.5	0.4	0.2
KTJX	Mission	A	105.5	3.0		285	d			350		Trevino, Edgar	85	9305	400	1.02	2.4	1.2	1.3	1.8	2.1	1.7	1.1	1.6	1.1
KBIC	Raymondville	A	105.7	1.8		427	g			10	cp	Christian Ministries	97	9306			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KTJN	Mercedes	A	106.3	1.6		650	d			300		Trevino, Edgar	82	8906	400	1.06	2.3	1.7	1.9	1.7	2.1	3.7	2.7	3.1	3.6
KVLY	Edinburg	C1	107.9	98.0		719	f			3,175		Sunburst Media LP	74	9607	1,850	1.08	10.4	8.5	7.3	8.4	8.9	8.5	5.7	7.6	5.3
# FM Stations -				15	# Combos -				12	FM TOTALS				83.7	65.8	68.9	69.6	69.2	66.6	59.7	62.3	59.5			

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
KURV	Edinburg	B	710	1.0	0.91		Voice Vally Agricltr	47	8402	1,000		Nws/Tlk/Spt	750	1.43	3.2	3.3	2.3	3.1	2.2	2.6	2.4	1.4	1.9
KVJY	Pharr	B	840	5.0	1.00		Vie Dansante Bcstg	89	9803	700		Easy			1.2	0.9	0.5	0.4	1.6	1.6	0.4	0.6	1.4
KRIO	McAllen	B	910	5.0	5.00		Rio Grnde Bible	47	8605			Spanish				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KUBR	San Juan	B	1210	10.0	cp	5.00	e					La Radio Cristiana	88		0.5	0.4	1.4	0.0	0.8	0.5	0.9	0.6	0.8
• KSOX	Raymondville	C	1240	1.0	1.00	a	Voice of Valley Ag.	57	9911	p	700	Oldies			0.5	0.6	0.5	0.4	0.4	0.0	0.0	0.0	0.0
KRGE	Westlaco	B	1290	5.0	5.00	g	Christian Ministries	26	9101	300		Chrst/Span	450	2.49	1.1	2.1	0.9	0.6	1.2	1.8	1.4	2.0	1.8
KGBT	Harlingen	B	1530	50.0	10.00	b	Hispanic Bcstg	41	9702		g1	Spanish	900	0.80	6.9	6.0	5.3	6.3	5.1	6.8	9.3	13.7	10.9
KIRT	Mission	B	1580	1.0	0.30		Gomez Group	57	7008			Spanish	300	0.91	2.0	1.7	1.0	1.2	2.1	1.7	2.4	1.7	2.1
KBOR	Brownsville	B	1600	1.0	1.00	d	Trevino, Edgar	49	8506	325		Spanish	300	1.83	1.0	0.6	0.7	0.8	0.8	0.7	1.2	0.7	2.3
# AM Stations -				9	# Combos -				5	AM TOTALS				16.4	15.6	12.6	12.8	14.2	15.7	18.0	20.7	21.2	
AM & FM Stations Profiled -				24	# Duopolies -				4	Total Local Commercial Share				81.4	81.5	82.4	83.4	82.3	77.7	83.0	80.7		

NOTE: Market dropped from 4x to 2x yearly with Summer 98 period.

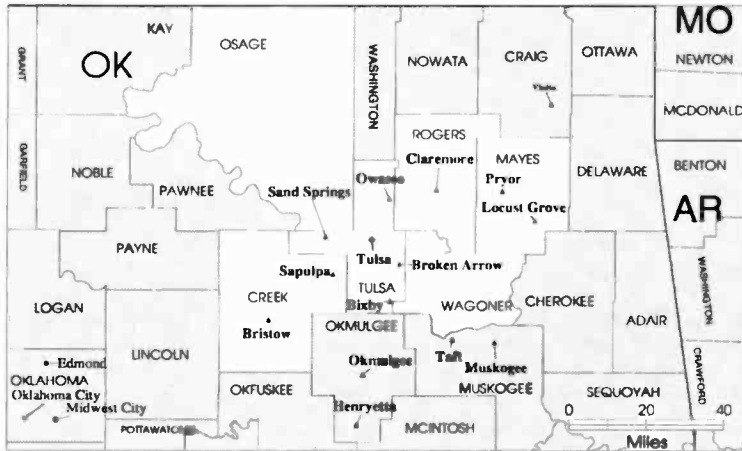
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 63

Revenue Rank: 60

Tulsa, OK Market Overview



Metro Counties / Population (000)

Creek, OK	66.0
Mayes, OK	37.3
Osage, OK	42.3
Rogers, OK	64.9
Tulsa, OK	536.7
Wagoner, OK	54.8
Total	802.0

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

ESTIMATED GROSS REVENUES ★ ★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$21,500	\$24,100	\$28,200	\$29,700	\$33,000	\$33,500
★ ★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	7.5%	\$36,000	\$38,100	\$40,800	\$43,200	\$46,700	6.7%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$4.07/1,000	\$4.32/1,000	\$4.96/1,000	Local	83%		
Revenue/Capita	\$28.04	\$41.77	\$55.95	National	17%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	766.8	802.0	0.9%	802.0	834.7	0.8%
Households	299.8	313.8	0.9%	313.8	330.3	1.0%
Retail Sales	5,277.0	7,762.4	8.0%	7,762.4	9,415.2	3.9%
EBI	10,324.6	12,671.5	4.2%	12,671.5	16,273.7	5.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	391.0	74.2	35.1	31.3	61.0	66.8	53.1	69.4
Women (000)	411.0	71.4	33.0	31.1	59.2	70.1	55.7	90.6
Total	802.0	145.6	68.1	62.5	120.2	136.9	108.8	160.0
Percentage	100.0%	18.2%	8.5%	7.8%	15.0%	17.1%	13.6%	19.9%
Per Capita	\$ 15,800	Median Household		\$ 30,579	Avg Household		\$ 40,381	
Ethnic Population:	White 83.8%	Black 8.1%	Asian 1.1%	Hispanic 2.8%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		16	14	20	11	31
Tot 12+	5.2		67.8	69.5	73.0	16.8	89.8
Avg 12+	1.3		4.2	5.0	3.7	1.5	2.9
Tot LCS	5.8		75.5	77.4	81.3	18.7	100.0
Avg LCS	1.4		4.7	5.5	4.1	1.7	3.2

Competitive Overview

FM Stations

										ARB 12+ Metro Shares (see rights)													
Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
• KOAS	Broken Arrow	C2	92.1	27.0	656	a	Clear Channel	70	9908		g1	CHR	1,050	1.01	2.9	1.2	1.7	1.3	1.8	2.1	3.3	2.4	2.6
KBEZ	Tulsa	C	92.9	100.0	1319	c	Renda Bcstg Corp	64	9003		g	AC	3,050	1.57	5.4	5.0	3.9	5.1	5.1	4.2	4.8	5.4	5.2
• KCFM	Okmulgee	C1	94.1	100.0	814	h	Shamrock Comm	76	9607	1,800		Classical	600	0.62	2.7	2.9	2.9	2.8	1.9	2.2	2.5	2.9	2.2
KEMX	Locust Grove	A	94.5	2.3	367	b	Stephens Family LP	91	9204			ChrsContemp			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KWEN	Tulsa	C	95.5	96.0	1329	e	Cox Radio Inc	61	9704		g2	Country	4,200	1.09	10.7	6.7	8.0	8.6	7.3	8.4	9.8	10.8	10.0
KITO	Vinita	C2	96.1	50.0	492	i	DLB Bcstg Corp	81				Country			0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.4
KRAV	Tulsa	C	96.5	96.0	1329	e	Cox Radio Inc	62	9612	5,500	c2	AC	1,300	0.72	5.0	5.6	4.7	4.7	4.4	5.0	4.5	4.8	4.1
KMOD	Tulsa	C	97.5	96.0	1329	a	Clear Channel	59	7904			AOR	4,300	1.36	8.8	6.6	6.2	6.8	9.3	8.1	8.2	7.4	8.4
KVOO	Tulsa	C	98.5	99.0	1227	f	Journal Bcst Group	73	9906		g3	Country	2,100	1.24	4.7	5.2	5.2	4.7	4.0	5.0	4.2	3.7	4.2
KCKI	Henryetta	C1	99.5	100.0	981	f	Journal Bcst Group	66	9906		g3	Country	1,100	1.02	3.0	3.4	2.4	3.2	2.4	2.6	4.5	1.5	2.4
KHJM	Taft	A	100.3	3.9	220		Taft Bcstg Inc	90	9009		st	Gospel			0.3	0.4	0.0	0.0	0.5	0.6	0.0	0.6	0.0
KXOJ	Sapulpa	A	100.9	5.0	361	b	Stephens Family LP	77	8210	600	c1	ChrsContemp	1,000	0.63	4.4	3.5	4.8	4.7	2.8	3.8	4.1	3.7	4.4
KMRX	Collinsville	C3	101.5	6.2	656	a	Clear Channel	96	9710	1,900		Modern Rock	200	0.46	1.2	0.6	1.4	0.7	1.1	1.4	1.3	1.8	0.0
• KRTQ	Sand Springs	C3	102.3	50.0 cp	492	g	Cox Radio Inc	89	9904	3,500	g2	Rock	150		0.2	4.0	4.8	4.3	1.1	0.4	0.5	0.0	0.0
KJSR	Tulsa	C	103.3	100.0	1280	e	Cox Radio Inc	66	9704		g2	70s Oldies	2,100	0.97	6.0	5.4	5.6	5.2	6.7	6.0	4.5	4.4	7.0
KMYZ	Pryor	C1	104.5	70.0	1129	h	Shamrock Comm	69	8404			Alternative	2,100	0.93	6.3	3.4	5.0	3.8	5.4	5.4	5.2	5.9	6.4
KREK	Bristow	A	104.9	2.7	351		Big Chief Bcstg/OK	78				Country			0.1	0.4	0.4	0.4	0.0	0.0	0.5	0.0	0.0
KJMM	Bixby	C2	105.3	10.0	879		Perry Bcstg Co Inc	94	9412			Urban	1,000	0.73	3.8	3.7	3.8	5.2	5.2	4.4	3.6	3.0	2.9
KQLL	Owasso	C	106.1	100.0	1322	a	Clear Channel	81	9908		g1	Oldies	2,200	1.00	6.1	5.5	4.9	6.6	4.5	6.0	4.6	5.8	6.0
KHTT	Muskogee	C	106.9	94.0	1011	c	Renda Bcstg Corp	72	9306	1,480		Top 40	2,200	0.69	8.8	7.5	7.3	6.0	7.9	8.7	8.6	7.2	7.7
# FM Stations -		20		# Combos -		17		FM TOTALS			80.6	71.0	73.0	74.1	71.4	74.3	74.7	71.7	73.9				

AM Stations

										ARB 12+ Metro Shares (see rights)													
Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
KRMG	Tulsa	B	740	50.0	25.00	e	Cox Radio Inc	49	9704		g2	News/Talk	4,500	1.23	10.2	9.3	9.6	9.6	10.4	9.1	9.3	11.2	7.8
KCFO	Tulsa	B	970	2.5	1.00		Friendship Bcstg	46	9006	953		Rellgion	150		0.8	0.5	0.9	0.5	0.9	0.7	0.8	0.5	0.8
KGTO	Tulsa	B	1050	1.0	0.02	e	Cox Radio Inc	46	9612		c2	Adlt Stndrd	200	0.23	2.4	1.9	1.3	2.1	2.4	1.8	1.7	2.7	2.7
KVOO	Tulsa	A	1170	50.0	50.00	f	Journal Bcst Group	25	9906		g3	Country	2,000	1.26	4.4	4.2	3.5	2.1	3.9	4.0	3.1	4.5	4.5
KTRT	Claremore	B	1270	1.0 cp	1.00	d	Weinberg, Fred	58	9008	70		Sprts/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KAKC	Tulsa	B	1300	5.0	1.00	a	Clear Channel	38	7310			Spanish	200		0.5	0.0	0.0	0.5	0.0	0.5	0.4	0.6	0.4
• KTFX	Sand Springs	C	1340	0.5	0.90	g	FM 95.5 Inc	61	9601		c3	Black Gospl	250		0.1	0.0	0.5	0.5	0.0	0.5	0.0	0.0	0.0
KQLL	Tulsa	B	1430	5.0	5.00	a	Clear Channel	34	9908		g1	Sports	250		0.8	1.1	1.0	0.6	1.1	0.6	0.5	1.0	0.8
KITO	Vinita	B	1470	0.5	0.09	i	DLB Bcstg Corp	54	9212	70		Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KXOJ	Sapulpa	B	1550	2.5	0.05	b	Stephens Family LP	62	8210		c1	Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KMYZ	Pryor	B	1570	1.0	0.00	d	Weinberg, Fred	50	9605	40		Modern Rock			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			19.2	17.0	16.8	15.9	18.7	17.2	15.8	20.5	17.0				
AM & FM Stations Profiled -		31		# Duopolies -		11		Total Local Commercial Share			88.0	89.8	90.0	90.1	91.5	90.5	92.2	90.9					

• Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 64

Revenue Rank: 77

Wilkes Barre - Scranton Market Overview



Metro Counties / Population (000)

Columbia, PA	63.3
Lackawanna, PA	211.1
Luzerne, PA	316.7
Monroe, PA	124.5
Wyoming, PA	29.1
Total	744.7

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$16,500	\$17,400	\$19,400	\$21,500	\$22,600	\$24,200
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	-0.4%	\$24,100	\$25,300	\$26,800	\$27,900	\$29,000	4.7%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$2.69/1,000	\$3.42/1,000	\$3.53/1,000	Local	80%		
Revenue/Capita	\$22.18	\$32.50	\$39.38	National	20%		

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

MSA	1992	1997	Growth Rate	1997	2002	Growth Rate
	Population	743.9	744.7	0.0%	744.7	736.5
Households	285.4	287.5	0.1%	287.5	288.5	0.1%
Retail Sales	6,143.5	7,072.4	2.9%	7,072.4	8,219.6	3.1%
EBI	10,271.4	11,188.1	1.7%	11,188.1	13,171.4	3.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	354.9	57.3	28.6	32.4	47.4	56.6	46.8	85.8
Women (000)	389.8	54.0	27.7	33.5	46.2	57.5	48.3	122.7
Total	744.7	111.3	56.3	65.8	93.6	114.0	95.2	208.5
Percentage	100.0%	14.9%	7.6%	8.8%	12.6%	15.3%	12.8%	28.0%
Per Capita	\$ 15,024	Median Household		\$ 31,056	Avg Household		\$ 38,915	
Ethnic Population:	White 97.9%	Black 1.2%	Asian 0.8%	Hispanic 1.1%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	15	5		8	20	19	39
Tot 12+	26.6	35.6		49.5	62.2	17.6	79.8
Avg 12+	1.8	7.1		6.2	3.1	0.9	2.0
Tot LCS	33.3	44.6		62.0	77.9	22.1	100.0
Avg LCS	2.2	8.9		7.8	3.9	1.2	2.6

Competitive Overview

NOTE: Some stations also rated in Allentown and Sussex.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
WQFM	Nanticoke	A	92.1	0.3	1056	d	Shamrock Comm	73	9408		na	Oldies	500	0.65	3.2	3.8	3.2	4.0	3.1	3.4	2.7	1.5	2.4
• WMGS	Wilkes Barre	B	92.9	5.3 cp	1385	e	Citadel Comm Corp	46	9707		g2	1 AC	2,000	0.80	10.4	8.0	9.2	8.2	8.9	6.8	8.4	7.7	9.8
WSBG	Stroudsburg	A	93.5	0.6	764	a	Multicultural Bcstg	64	9811	7,000	c5	3 Hot AC	1,500	2.59	2.4	2.0	1.9	2.3	2.8	1.8	1.8	2.0	1.8
WCTD	Dallas	A	93.7	1.5	679	e	Citadel Comm Corp	89	9803	6,000	d1	Country	275	0.82	1.4	1.5	2.5	1.4	1.5	1.5	0.9	0.8	1.2
WCTP	Carbondale	A	94.3	1.1 cp	771	e	Citadel Comm Corp	65	9803		d1	Country	900	1.62	2.3	0.5	0.8	1.6	1.1	2.0	1.2	1.7	2.2
WXAR	Olyphant	A	95.7	0.6 cp	1011	e	Citadel Comm Corp	91	9904	2,500	d1	1 Rock	150	0.48	1.3	1.9	1.9	1.2	1.4	1.2	1.0	1.6	0.3
WGGI	Benton	A	95.9	6.0	328	f	Entercom	85	9907 p		g1	Country	100		0.5	0.2	0.4	0.5	0.1	0.3	0.5	0.4	0.5
WBHT	Mountaintop	A	97.1	0.5	1102	e	Citadel Comm Corp	92	9811	1,200	+	1 CHR	800	0.54	6.1	4.3	4.6	4.0	3.7	5.4	4.6	4.4	4.7
WXBE	Hazleton	B	97.9	15.0 cp	751	e	Citadel Comm Corp	49	9707		g2	Rock	1,000	0.80	5.2	4.1	4.7	5.1	4.1	4.5	3.4	4.3	4.1
WKRZ	Wilkes Barre	B	98.5	8.7	1171	f	Entercom	47	9907 p		g1	2 CHR	5,700	1.56	15.2	11.8	11.3	11.8	10.8	11.6	13.3	10.4	12.7
WGGY	Scranton	B	101.3	7.0	1109	f	Entercom	48	9907 p		g1	2 Country	3,200	1.13	11.7	6.5	8.3	6.3	8.8	8.5	10.0	9.8	8.6
WSHG	Pittston	A	102.3	5.8	72	f	Entercom	83	9907 p		g1	2 Soft Hits	100	0.28	1.5	0.9	1.2	1.4	1.5	1.0	1.0	1.5	1.1
WWFH	Freeland	A	103.1	0.7	679	f	Entercom	76	9907 p		g1	2 AC	100	0.38	1.1	0.1	0.3	0.4	0.8	1.0	0.8	0.6	1.0
WKAB	Berwick	A	103.5	4.1	387		Molsey, Robert J.	92				Oldies	300	0.73	1.7	2.0	1.1	1.1	0.8	1.2	1.3	1.6	1.3
WWDL	Scranton	A	104.9	0.3	1093	c	Lane, Douglas	64				AC	250		0.9	0.8	1.0	1.1	0.4	0.7	0.6	0.7	0.7
WHCY	Blairstown	A	106.3	0.4	860		Nassau Bcstg Ptrs	73	9602	See (234)	3	Country	n/a		0.7	0.6	0.6	0.4	0.4	0.4	0.7	0.4	0.7
WHLM	Bloomsburg	B	106.5	11.0 cp	102	b	Radio Friendz Inc	56	9812	2,510	c4	Hot AC	650	1.59	1.7	0.7	2.1	1.7	1.5	1.4	1.4	1.4	1.2
WEZX	Scranton	A	106.9	1.5	617	d	Shamrock Comm	67				Clsc Rock	1,600	0.78	8.5	8.2	6.3	6.6	7.9	7.2	6.0	7.8	5.7
WEMR	Tunkhannock	A	107.7	0.2	1161	e	Citadel Comm Corp	90	9712	815	c2	CHR			0.4	0.0	0.1	0.0	0.1	0.4	0.3	0.2	0.4
WKRF	Tobyhanna	A	107.9	0.8	876	f	Entercom	93	9907 p		g1	2 CHR			0.3	0.6	0.7	0.5	0.2	0.2	0.1	0.3	0.2
# FM Stations -				20	# Combos -				18	FM TOTALS				76.5	58.5	62.2	59.6	59.9	60.5	60.0	69.1	60.6	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 64

Revenue Rank: 77

Wilkes Barre - Scranton Market Overview



Metro Counties / Population (000)

Columbia, PA	63.3
Lackawanna, PA	211.1
Luzerne, PA	316.7
Monroe, PA	124.5
Wyoming, PA	29.1
Total	744.7

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$16,500	\$17,400	\$19,400	\$21,500	\$22,600	\$24,200
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	-0.4%	\$24,100	\$25,300	\$26,800	\$27,900	\$29,000	4.7%
	1992	1997	2002				Est. Breakout
Revenue/Retail Sales	\$2.69/1,000	\$3.42/1,000	\$3.53/1,000				Local 80%
Revenue/Capita	\$22.18	\$32.50	\$39.38				National 20%

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

MSA	1992	1997	Growth Rate	1997	2002	Growth Rate
	Population	743.9	744.7	0.0%	744.7	736.5
Households	285.4	287.5	0.1%	287.5	288.5	0.1%
Retail Sales	6,143.5	7,072.4	2.9%	7,072.4	8,219.6	3.1%
EBI	10,271.4	11,188.1	1.7%	11,188.1	13,171.4	3.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	354.9	57.3	28.6	32.4	47.4	56.6	46.8	85.8
Women (000)	389.8	54.0	27.7	33.5	46.2	57.5	48.3	122.7
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Percentage	100.0%	14.9%	7.6%	8.8%	12.6%	15.3%	12.8%	28.0%
Per Capita	\$ 15,024							
				Median Household	\$ 31,056		Avg Household	\$ 38,915
Ethnic Population:	White 97.9%		Black 1.2%		Asian 0.8%		Hispanic 1.1%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	15	5		8	20	19	39
Tot 12+	26.6	35.6		49.5	62.2	17.6	79.8
Avg 12+	1.8	7.1		6.2	3.1	0.9	2.0
Tot LCS	33.3	44.6		62.0	77.9	22.1	100.0
Avg LCS	2.2	8.9		7.8	3.9	1.2	2.6

Competitive Overview

NOTE: Some stations also rated in Allentown and Sussex.

AM Stations												ARB 12+ Metro Shares (see rights)																			
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	Summer				Spring				Winter				Fall			
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		1999	1999	1999	1998	1998	1998	1998	1998	1998	1998	1998	1998	1998	1998	1998	1998
WJMW	Bloomsburg	B	550	1.0	1.00	b	Radio Friendz Inc	47	9812		c4	Hot AC			0.5	0.8	0.0	0.5	0.8	0.6	0.0	0.6	0.0	0.6	0.4						
WARM	Scranton	B	590	5.0	5.00	e	Citadel Comm Corp	40	9707		g2	1 News/Talk	1,100	1.52	3.0	1.8	2.4	2.0	2.5	2.3	2.6	1.8	2.8								
• WEJL	Scranton	B	630	2.0 cp	0.03	d	Shamrock Comm	22				Adlt Stndrd	300	0.38	3.3	3.9	3.8	4.6	3.5	2.6	2.6	2.5	2.8								
WNAK	Nanticoke	B	730	1.0	0.01		Seven Thirty Bctrs	47	6603			Easy	750	0.55	5.7	3.1	4.3	4.4	3.6	3.6	5.4	5.0	3.8								
• WAAT	Olyphant	B	750	1.6	0.00		Fennessy Bcstg	87	9804	76		Relgn/Ethnc	80		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WVPO	Stroudsburg	B	840	0.3	0.00	a	Multicultural Bcstg	47	9811		c5	3 Adlt Stndrd	325	0.84	1.6	1.0	0.7	0.7	0.9	1.2	1.8	0.8	1.4								
WGBI	Scranton	B	910	1.0	0.50	f	Entercom	25	9907 p		g1	2 Nws/Tik/Spt	100		0.4	0.5	0.2	0.1	0.3	0.4	0.5	0.0	0.4								
WCNR	Bloomsburg	B	930	1.0	0.02		Community Comm	47	9807	130		Nws/Tik/Spt	80			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WILT	Mt. Pocono	B	960	1.0	0.02		Nassau Bcstg Ptrs	81	9909			2 Nws/Tik/Spt	25			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WILK	Wilkes Barre	B	980	5.0	1.00	f	Entercom	47	9907 p		g1	2 News/Talk	575	0.43	5.5	4.2	3.5	3.9	3.6	5.5	3.5	3.6	4.7								
WBAX	Wilkes Barre	C	1240	1.0	1.00	d	Shamrock Comm	22	9408		na	Adlt Stndrd	50	0.12	1.8	0.8	1.2	2.0	0.8	1.9	1.3	1.6	1.0								
WSQV	Berwick	B	1280	1.0	0.16		Media Management	57	9104	160		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WILP	West Hazleton	B	1300	5.0	0.50	f	Entercom	82	9907 p		g1	2 News/Talk	25		0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0								
WYCK	Wilkes Barre	C	1340	0.8	0.81	c	Lane, Douglas	23	9212	77		Oldies				0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1								
WICK	Scranton	C	1400	1.0	1.00	c	Lane, Douglas	54	7809			Oldies	250	0.94	1.1	0.8	0.6	1.4	1.6	0.4	0.6	1.6	0.8								
WKJN	Carbondale	B	1440	5.0	0.00	e	Citadel Comm Corp	50	9803		d1	News/Talk	50			0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0								
WEMR	Tunkhannock	B	1460	5.0	1.00	e	Citadel Comm Corp	86	9712		c2	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WAZL	Hazleton	C	1490	1.0	1.00	e	Citadel Comm Corp	32	9707		g2	Nostalgia	250		0.5	0.0	0.0	0.0	0.4	0.0	0.5	0.5	0.6								
WKQV	Pittston	B	1550	10.0	0.50	e	Citadel Comm Corp	53	9904		d1	1 Nostalgia				0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0								
				# AM Stations -		19		# Combos -		14		AM TOTALS				23.5	17.1	17.6	19.6	18.0	18.5	19.1	18.0	18.8							
				AM & FM Stations Profiled -		39		# Duopolies -		13		Total Local Commercial Share					75.6	79.8	79.2	77.9	79.0	79.1	77.1	79.4							

• Indicates a change since last edition

1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 65

Revenue Rank: 64

Fresno Market Overview



Metro Counties / Population (000)

Fresno, CA	790.5
	790.5

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97						
		\$21,500	\$22,800	\$25,100	\$26,300	\$28,600	\$30,700	7.4%					
Δ 97 - 98	6.2%	1998	\$32,600	1999	\$34,900	2000	\$37,600	2001	\$39,900	2002	\$42,700	Δ 98 - 02	7.0%
Revenue/Retail Sales	\$4.72/1,000	1997	\$5.12/1,000	2002	\$6.29/1,000	Est. Breakout		Local	75%	National	25%		
Revenue/Capita	\$29.36	\$38.84	\$50.38										

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	732.3	790.5	1.5%	790.5	847.6
Households	240.6	257.4	1.4%	257.4	277.2	1.5%
Retail Sales	4,552.3	5,998.0	5.7%	5,998.0	6,791.6	2.5%
EBI	8,782.8	9,066.1	0.6%	9,066.1	10,326.1	2.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	392.6	89.1	38.1	38.8	61.0	60.9	44.0	60.7
Women (000)	397.9	85.2	35.6	35.9	59.1	61.4	44.7	76.0
Total	790.5	174.3	73.7	74.8	120.1	122.3	88.7	136.7
Percentage	100.0%	22.1%	9.3%	9.5%	15.2%	15.5%	11.2%	17.3%
Per Capita	\$ 11,469							
				Median Household	\$ 26,540		Avg Household	\$ 35,222
Ethnic Population:	White	82.8%	Black	5.2%	Asian	10.7%	Hispanic	42.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	21		15	24	15	39
Tot 12+	6.8	65.4		64.4	72.2	13.8	86.0
Avg 12+	2.3	3.1		4.3	3.0	0.9	2.2
Tot LCS	7.9	76.0		74.9	84.0	16.0	100.0
Avg LCS	2.6	3.6		5.0	3.5	1.1	2.6

Competitive Overview

Some stations also rated in Visalia and Merced.

FM Stations

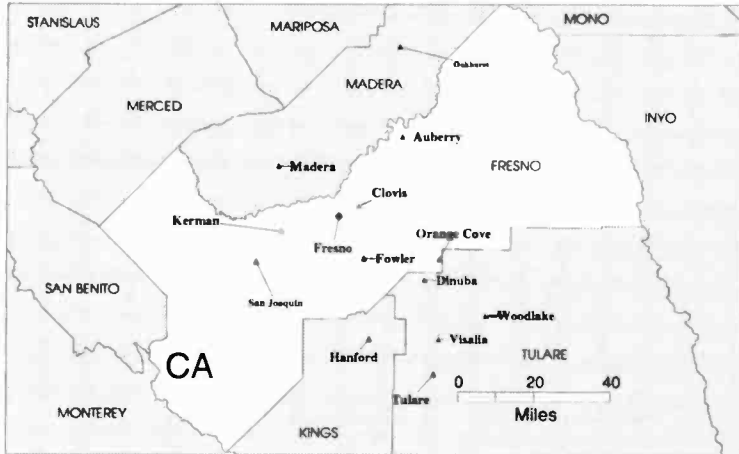
Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)																
															Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997									
KZFO	Clovis	B	92.1	37.0 cp	568	c	Z-Spanish Media	74	9806		st	Spanish	500	0.90	1.7	0.7	0.7	1.0	1.4	1.4	1.4	1.3	1.8								
● KFSD	Visalia	B	92.9	18.0	853		AMFM Inc	51	9910 p		g		2,000	1.43	4.3	4.5	3.2	3.7	2.7	3.0	3.5	4.0	4.4								
KSKS	Fresno	B	93.7	68.0	1903	e	Infinity Bcstg	46	9805		g2 1	Country	2,500	1.53	5.0	6.0	6.2	6.8	6.6	5.4	4.4	4.0	3.6								
KKPW	Kerman	A	94.3	6.0 cp	328		Big Bcst of AZ LLC	90	9812	1,140		CHR/Rhymc	400	0.49	2.5	1.1	1.5	2.0	2.2	2.9	3.8	2.1	0.0								
● KBOS	Tulare	B	94.9	16.5	850	d	AMFM Inc	65	9910 p		g	CHR	2,700	1.09	7.6	5.8	6.2	4.9	4.7	5.6	5.3	6.6	8.9								
KJFX	Fresno	B	95.7	17.5	850	a	Mondosphere Bcstg	70	9512	3,000	c1	Clsc Rock	1,500	1.05	4.4	3.2	4.0	3.3	3.5	3.9	3.9	4.0	3.6								
● KEZL	Fowler	B1	96.7	25.0	328		AMFM Inc	80	9910 p		g	Smooth Jazz	1,200	0.88	4.2	2.9	2.8	3.5	2.7	3.0	4.2	4.8	2.5								
KSEQ	Visalia	B	97.1	17.0	778		Buckley Bcstg Corp	84	8912	See (109)		Top 40	n/a		2.4	3.6	3.8	3.5	2.4	2.8	1.7	2.0	1.8								
KMGV	Fresno	B	97.9	10.5 cp	1076	e	Infinity Bcstg	49	9805		g2 1	Oldies	1,500	1.00	4.6	4.5	5.8	6.5	6.1	5.7	3.1	3.5	3.5								
● KSOF	Dinuba	B	98.9	19.0	820	d	AMFM Inc	75	9910 p		g	Soft AC	1,350	0.96	4.3	3.4	3.5	3.9	2.7	4.3	4.3	3.2	3.0								
KJWL	Fresno	A	99.3	5.0	348		Ostlund, John	94				Adlt Stndrd	700	0.36	6.0	4.6	5.3	4.6	4.2	3.9	5.5	5.6	5.8								
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	e	Infinity Bcstg	63	9805		g2 1	Modern AC	1,200	0.71	5.2	4.3	4.3	3.6	3.5	3.2	4.8	5.2	5.0								
KOQO	Fresno	B	101.9	2.3	1949	e	Infinity Bcstg	48	9805		g2 1	Spanish	1,400	0.78	5.5	5.8	5.6	4.4	3.9	3.8	4.8	5.3	5.0								
● KALZ	Fresno	B	102.7	50.0	499	d	AMFM Inc	62	9910 p		g	Hot AC	1,250	1.04	3.7	4.0	3.6	3.1	3.3	3.4	4.0	2.8	2.5								
● KAAT	Oakhurst	B1	103.1	25.0	56		Calif-Sierra Corp	82				AC	250		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
● KRZR	Hanford	B	103.7	50.0	499	d	AMFM Inc	76	9910 p		g	AOR	1,950	1.36	4.4	5.2	3.7	3.4	3.9	4.6	3.5	2.8	4.4								
KFRR	Woodlake	B	104.1	17.0	853	a	Mondosphere Bcstg	92				Alternative	800	0.79	3.1	4.1	3.3	3.3	3.8	2.1	3.3	2.7	2.6								
KLBN	Auberry	B1	105.1	0.6	1870	b	Lotus Comm Corp	92	9408	1,500		Spanish	1,900	1.12	5.2	2.8	3.4	3.8	3.8	3.8	3.6	5.9	4.6								
● KWOL	San Joaquin	B1	105.5	25.0 cp	328	a	Mondosphere Bcstg	99				Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
KRNC	Fresno	B	105.9	2.4	1959	e	Infinity Bcstg	79	9805		g2 1	Spanish AC	800	0.58	4.2	3.7	3.5	3.4	3.0	3.9	3.6	3.3	3.6								
KJUG	Tulare	B	106.7	1.2	2553		Westcoast Bcstg	65	8105			Country	n/a		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4								
KMMM	Madera	B1	107.1	9.9 cp	515		Lotus Comm Corp	92	9904	4,500		Spanish			0.4	0.4	0.0	0.5	0.0	0.9	0.5	0.0	0.0								
KMPH	Hanford	B	107.5	20.5	784	g	Pappas Telecasting	76	9212	550		News/Talk	400	0.88	1.4	1.7	1.8	1.3	1.3	1.2	1.4	1.5	0.9								
# FM Stations -															24	# Combos -		15	FM TOTALS				80.2	72.3	72.2	70.5	65.7	68.8	70.6	70.6	67.9

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 65

Revenue Rank: 64

Fresno Market Overview



Metro Counties / Population (000)

Fresno, CA	790.5
	790.5

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$21,500	\$22,800	\$25,100	\$26,300	\$28,600	\$30,700
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
	6.2%	\$32,600	\$34,900	\$37,600	\$39,900	\$42,700	7.0%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$4.72/1,000	\$5.12/1,000	\$6.29/1,000	Local	75%		
Revenue/Capita	\$29.36	\$38.84	\$50.38	National	25%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	732.3	790.5	1.5%	790.5	847.6
Households	240.6	257.4	1.4%	257.4	277.2	1.5%
Retail Sales	4,552.3	5,998.0	5.7%	5,998.0	6,791.6	2.5%
EBI	8,782.8	9,066.1	0.6%	9,066.1	10,326.1	2.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	392.6	89.1	38.1	38.8	61.0	60.9	44.0	60.7
Women (000)	397.9	85.2	35.6	35.9	59.1	61.4	44.7	76.0
Total	790.5	174.3	73.7	74.8	120.1	122.3	88.7	136.7
Percentage	100.0%	22.1%	9.3%	9.5%	15.2%	15.5%	11.2%	17.3%
Per Capita	\$ 11,469	Median Household		\$ 26,540	Avg Household		\$ 35,222	
Ethnic Population:	White 82.8%	Black 5.2%	Asian 10.7%	Hispanic 42.5%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	21		15	24	15	39
Tot 12+	6.8	65.4		64.4	72.2	13.8	86.0
Avg 12+	2.3	3.1		4.3	3.0	0.9	2.2
Tot LCS	7.9	76.0		74.9	84.0	16.0	100.0
Avg LCS	2.6	3.6		5.0	3.5	1.1	2.6

Competitive Overview

Some stations also rated in Visalia and Merced.

AM Stations		ARB 12+ Metro Shares (see rights)																						
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
				Power (kW)	Power (kW)											1999	1999	1999	1998	1998	1998	1998	1997	
KMJ	Fresno	B	580	5.0	5.00	e	Infinity Bcstg	25	9805		g2 1	Nws/Tlk/Spt	5,800	1.62	11.0	7.7	7.8	8.6	10.2	9.2	8.8	10.1	10.2	
KIGS	Hanford	B	620	1.0	1.00		P&C Broadcasting	48	8906	300		Portuguese			0.3	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	
KOOR	Clovis	B	790	5.0	2.50	e	Infinity Bcstg	77	9805		g2 1	Span/Oldes	50		0.8	0.9	0.6	1.0	1.7	0.6	0.8	1.0	0.3	
● KBIF	Fresno	B	900	1.0	0.50		Gore-Overgaard	47	9803	900		Relgn/Asian			0.3	0.4	0.8	0.6	0.0	0.5	0.0	0.0	0.4	
KFRE	Fresno	B	940	50.0	50.00	g	Pappas Telecasting	37	9512 p	1,025		Talk	500	0.81	1.9	2.5	2.4	1.5	2.0	1.9	1.4	1.9	1.5	
KEYQ	Fresno	B	980	0.5	0.05		Assoc for Comm	57	9706	200		Chrst/Span	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● KRDU	Dlnuba	B	1130	5.0	6.20	d	AMFM Inc	46	9910 p		g	Religion	350		0.2	0.0	0.0	0.0	0.4	0.0	0.4	0.4	0.0	
KQEQ	Fowler	B	1210	0.4	0.37	f	RAK Comm Inc	62	9108	130		Span/Oldes	300		0.8	0.0	0.0	0.4	0.5	0.0	1.0	0.7	1.2	
KHOT	Madera	B	1250	0.5 cp	0.50	c	Z-Spanish Media	56	9806		st	Spanish	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● KYNO	Fresno	B	1300	5.0	1.00		Spanish Catholic	47	9909	800		Span/Relgn	200		0.7	0.4	0.0	0.0	0.4	0.8	0.5	0.4	0.7	
● KCBL	Fresno	C	1340	1.0	1.00	d	AMFM Inc	53	9910 p		g	Sports	175		0.8	0.0	0.0	0.7	0.5	0.9	0.7	0.4	0.8	
● KFIG	Fresno	B	1430	5.0	5.00		Big Dawg Bcstg	38	9910 p	2,000		Sprts/Talk	350		0.8	0.0	0.0	0.0	0.0	0.0	0.6	0.4	1.9	
KIRV	Fresno	B	1510	10.0	0.00		Gore-Overgaard	62	9905	425 na		Chrst/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KXEX	Fresno	B	1550	5.0	2.50	f	RAK Comm Inc	62	9408	212		Spanish	100		0.5	0.4	0.4	0.0	0.7	1.0	0.0	0.5	0.4	
KGST	Fresno	B	1600	5.0	5.00	b	Lotus Comm Corp	49	8505	1,764		Spanish	500	0.96	1.6	1.6	1.8	1.4	1.5	1.7	1.7	1.1	1.0	
				# AM Stations -		15	# Combos -		9	AM TOTALS						19.7	13.9	13.8	14.2	17.9	17.5	15.9	16.9	18.4
				AM & FM Stations Profiled -		39	# Duopolies -		12	Total Local Commercial Share						86.2	86.0	84.7	83.6	86.3	86.5	87.5	86.3	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 66

Revenue Rank: 54

Grand Rapids, MI Market Overview



Metro Counties / Population (000)

Kent, MI	543.2
Ottawa, MI	222.2
	765.4

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$23,800	\$26,000	\$28,200	\$30,600	\$31,600	\$35,700
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	9.5%	\$39,100	\$42,200	\$46,000	\$49,300	\$53,200	8.0%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$3.94/1,000	\$4.42/1,000	\$5.12/1,000	Local	75%		
Revenue/Capita	\$33.18	\$46.64	\$65.51	National	25%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	717.4	765.4	1.3%	765.4	812.1
Households	255.2	274.1	1.4%	274.1	296.4	1.6%
Retail Sales	6,040.4	8,073.8	6.0%	8,073.8	10,382.3	5.2%
EBI	11,023.3	13,255.3	3.8%	13,255.3	17,052.7	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	374.8	79.1	33.3	35.5	62.7	61.4	44.4	58.4
Women (000)	390.6	76.3	31.6	37.5	60.8	62.6	46.1	75.7
Total	765.4	155.3	64.9	73.0	123.4	124.1	90.5	134.1
Percentage	100.0%	20.3%	8.5%	9.5%	16.1%	16.2%	11.8%	17.5%
Per Capita	\$ 17,318			Median Household	\$ 41,071		Avg Household	\$ 48,359
Ethnic Population:	White 91.2%		Black 6.7%		Asian 1.6%		Hispanic 4.1%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	13		14	17	15	32
Tot 12+	9.7	60.6		67.5	70.3	12.6	82.9
Avg 12+	2.4	4.7		4.8	4.1	0.8	2.6
Tot LCS	11.7	73.1		81.4	84.8	15.2	100.0
Avg LCS	2.9	5.6		5.8	5.0	1.0	3.1

Competitive Overview

Some stations also rated in Kalamazoo and Muskegon.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
WGHN	Grand Haven	A	92.1	3.0	246	g	WGHN Inc	69	8312		430 c1	AC		0.8	0.0	0.7	0.6	0.9	0.9	0.4	0.6	0.8	
WBCT	Grand Rapids	B	93.7	320.0	781	f	Clear Channel	51	9604	42,250	c3	Country	5,400	1.61	8.6	9.6	8.2	7.7	7.8	6.9	7.4	7.1	7.8
• WKLQ	Holland	B	94.5	50.0	499	a	Bloomington Bcstg	61	8309	1,500		Rock	1,525	0.74	5.3	5.2	5.7	4.7	4.3	5.5	5.4	4.2	3.1
• WLHT	Grand Rapids	B	95.7	40.0	551	e	AMFM Inc	62	9910		g	AC	5,200	1.90	7.0	4.7	5.3	5.4	5.4	6.4	6.1	5.6	5.6
WVTI	Holland	B	96.1	50.0	492	f	Clear Channel	62	9703	4,100		CHR	1,000	0.62	4.1	5.1	4.3	3.9	4.0	3.5	4.1	4.1	2.4
• WLAV	Grand Rapids	B	96.9	50.0	489	a	Bloomington Bcstg	47	9402	2,900	c2	Clsc Rock	5,950	1.37	11.1	7.8	8.8	7.5	7.9	9.3	8.9	9.8	9.9
• WGRD	Grand Rapids	B	97.9	13.0	591	e	AMFM Inc	62	9910		g	Modern Rock	3,400	1.04	8.4	6.2	6.6	7.6	6.0	7.6	7.0	6.2	7.9
WFGF	Grand Rapids	A	98.7	2.8	492		Haith Bcstg Corp	92				Classical	750	0.66	2.9	1.9	2.2	2.4	1.8	1.8	2.8	2.1	3.2
WJQK	Zeeland	A	99.3	4.7	371	c	Lanser Bcstg Corp	71	8612	844		ChrsContemp	1,400	1.12	3.2	2.2	2.6	3.3	3.0	2.9	2.8	2.5	2.6
• WTRV	Walker	A	100.5	3.5	302	e	AMFM Inc	93	9910		g	Soft AC	1,150	0.74	4.0	2.8	4.2	2.7	2.3	3.2	3.8	3.3	3.2
• WCUZ	Grand Rapids	B	101.3	50.0	420	f	Clear Channel	65	9604		g2	Country	900	0.50	4.6	4.8	3.1	2.5	4.0	4.2	3.7	3.5	4.3
• WMRR	Muskegon	B1	101.7	12.0	305	j	Connoisseur Comm	74	9908	See (217)		Clsc Rock	n/a		0.7	0.7	0.9	0.0	0.7	0.4	0.7	0.6	0.6
WFUR	Grand Rapids	B	102.9	50.0	492	d	Kuiper Stations	60				Religion	350	0.45	2.0	1.5	1.2	1.7	1.3	1.3	1.7	1.6	2.1
• WSNX	Muskegon	B	104.5	32.0	620	i	Clear Channel	71	9910	1,100	c4	CHR	2,400	0.70	8.8	5.5	5.7	7.8	7.7	7.9	7.7	7.2	7.1
• WOOD	Grand Rapids	B	105.7	265.0	810	f	Clear Channel	62	9604		c3	AC	3,000	1.05	7.3	6.4	5.7	5.5	5.8	5.3	6.5	7.1	6.0
WMUS	Muskegon	B	106.9	15.5	367	h	Connoisseur Comm	62	9809	See (217)		Country			2.0	2.6	1.3	1.9	1.7	1.7	1.6	1.6	2.0
• WODJ	Greenville	B	107.3	50.0	492	i	Bloomington Bcstg	62	9909	6,500		Oldies	1,500	0.91	4.2	4.3	3.8	4.3	3.9	3.3	3.5	3.8	3.8
# FM Stations -				17	# Combos -				15	FM TOTALS					85.0	71.3	70.3	69.5	68.5	72.1	74.1	70.9	72.4

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
WMFN	Zeeland	B	640	1.2	0.23	b	Cook-Media II LLC	90	9602		c5	Sports			0.9	0.0	0.7	0.4	0.7	0.7	0.8	0.6	0.8
WMJH	Rockford	B	810	3.6	0.00	b	Cook-Media II LLC	65	9602	1,745	c5	Adlt Stndrd	350	0.27	3.3	2.5	1.9	3.3	3.2	2.2	2.9	3.2	3.1
• WMUS	Muskegon	B	1090	1.0	0.00	h	Connoisseur Comm	47	9809			Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WKWM	Kentwood	B	1140	5.0	0.00	i	Goodrich Radio	78	9610	200		Oldes/Rhymc	350	0.64	1.4	0.0	0.0	0.0	1.6	0.7	1.5	1.0	1.5
• WTKG	Grand Rapids	C	1230	1.0	1.00	f	Clear Channel	45	9604		g2	News/Talk	300		0.6	0.6	1.1	1.2	1.0	0.6	0.4	0.5	0.4
WWJQ	Zeeland	B	1260	10.0	1.00	c	Lanser Bcstg Corp	56	8309	950		Inspiration			0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
WOOD	Grand Rapids	B	1300	5.0	5.00	f	Clear Channel	24	9604		c3	Nws/Tlk/Spt	3,300	1.19	7.1	5.6	5.4	5.3	6.2	5.4	6.1	7.1	5.5
WBBL	Grand Rapids	C	1340	1.0	1.00	a	Bloomington Bcstg	40	9402		c2	Sports	175		0.6	0.9	0.6	0.6	0.6	0.7	0.5	0.7	0.0
WGHN	Grand Haven	B	1370	0.5	0.00	g	WGHN Inc	56	8312		c1	Soft AC			0.1	0.0	0.1	0.0	0.1	0.3	0.0	0.0	0.0
• WNWZ	Grand Rapids	B	1410	1.0	0.05	e	AMFM Inc	47	9910		g	News	100		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WHTC	Holland	C	1450	1.0	1.00		Holland Comm LLC	48				FullService	200		0.9	0.8	1.4	0.0	1.2	0.7	0.7	0.5	1.2
WGVU	Kentwood	B	1480	2.0	5.00		Grand Valley St	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	B	1530	0.5	0.00		WYGR Bcstg MI	64	8903	135		Big Band			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
WFUR	Grand Rapids	B	1570	1.0	0.31	d	Kuiper Stations	47	5003			Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WJNZ	Ada	B	1680	10.0	0.68	i	Goodrich Radio	98				Hot AC			1.0	1.4	1.1	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				15	# Combos -				12	AM TOTALS					15.1	11.4	12.6	11.9	14.6	11.7	12.9	14.0	12.5
AM & FM Stations Profiled -				32	# Duopolies -				9	Total Local Commercial Share					82.7	82.9	81.4	83.1	83.8	87.0	84.9	84.9	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 67

Revenue Rank: 75

Allentown - Bethlehem Market Overview



Metro Counties / Population (000)

Carbon, PA	59.3
Lehigh, PA	297.1
Northampton, PA	258.3
Warren, NJ	98.6
Total	713.3

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$16,200	\$17,400	\$19,400	\$21,400	\$22,600	\$23,600
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	3.8%	\$24,500	\$25,700	\$27,200	\$28,600	\$30,600	5.7%
	1992	1997	2002				Est. Breakout
Revenue/Retail Sales	\$2.80/1,000	\$3.81/1,000	\$4.38/1,000				Local 80%
Revenue/Capita	\$22.91	\$33.09	\$42.67				National 20%

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	707.1	713.3	0.2%	713.3	717.2
Households	268.4	271.7	0.2%	271.7	277.0	0.4%
Retail Sales	5,787.0	6,187.5	1.3%	6,187.5	6,986.4	2.5%
EBI	11,513.0	12,696.5	2.0%	12,696.5	14,999.8	3.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	346.9	57.1	26.8	30.4	51.0	59.4	46.7	75.5
Women (000)	366.4	54.5	25.7	29.5	50.2	59.2	47.6	99.7
Total	713.3	111.6	52.5	59.9	101.2	118.5	94.3	175.2
Percentage	100.0%	15.6%	7.4%	8.4%	14.2%	16.6%	13.2%	24.6%
Per Capita	\$ 17,800							
				Median Household	\$ 39,787		Avg Household	\$ 46,730
Ethnic Population:	White 95.9%		Black 2.5%		Asian 1.6%		Hispanic 5.6%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	5		5	8	10	18
Tot 12+	1.7	51.0		51.0	52.7	14.1	66.8
Avg 12+	0.6	10.2		10.2	6.6	1.4	3.7
Tot LCS	2.5	76.3		76.3	78.9	21.1	100.0
Avg LCS	0.8	15.3		15.3	9.9	2.1	5.6

Competitive Overview

NOTE: Some stations also rated in Wilkes Barre and Reading.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
															1999	1999	1999	1998	1998	1998	1998	1997		
• WZZO	Bethlehem	B	95.1	30.0	630	a	AMFM Inc	46	9910	p	g	1	AOR	4,150	1.25	13.5	10.5	9.6	10.3	7.6	8.7	8.7	9.9	8.7
• WCTO	Easton	B	96.1	50.0	499	b	Citadel Comm Corp	48	9707		g1		Country	4,500	1.16	15.9	11.1	10.9	10.5	13.8	10.6	11.3	9.1	11.4
WODE	Easton	B	99.9	50.0	449	d	Clear Channel	50	9802		28,000	c2	Oldies	3,800	1.10	14.1	7.9	7.7	8.8	8.5	9.4	9.4	9.4	9.3
• WLEV	Allentown	B	100.7	11.0	1073	b	Citadel Comm Corp	47	9710		23,000	+	AC	2,200	0.67	13.5	8.8	9.6	8.1	9.7	9.6	8.1	9.4	8.8
• WAEB	Allentown	B	104.1	19.4	164	a	AMFM Inc	61	9910	p	g	1	CHR	6,075	1.29	19.2	12.1	13.2	11.7	10.0	12.2	14.1	11.7	13.1
• WMGH	Tamaqua	A	105.5	1.5	469	c	HGF Media Group	65					AC			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
WHCY	Blairstown	A	106.3	0.4	860		Nassau Bcstg Ptrs	73	9602		See (234)		Country	n/a		0.6	0.6	0.6	0.4	0.5	0.5	0.0	0.6	0.4
WWYY	Belvidere	A	107.1	1.2	719		Big City Radio	92	9808		6,350		Country			2.2	0.5	1.1	1.2	0.8	1.1	1.4	1.4	2.0
# FM Stations -				8	# Combos -				6	FM TOTALS				79.1	51.5	52.7	51.0	50.9	52.1	53.0	51.5	54.1		

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
															1999	1999	1999	1998	1998	1998	1998	1997		
• WAEB	Allentown	B	790	3.8	1.50	a	AMFM Inc	49	9910	p	g	1	Nws/Tlk/Spt	1,650	1.05	6.4	3.4	3.8	4.9	4.8	3.3	4.4	4.7	4.7
WGPA	Bethlehem	B	1100	0.3	0.00		Timmer Bcstg Co	46	9206		100		Variety	250	0.78	1.3	0.0	0.8	0.7	0.9	0.7	1.0	1.0	0.9
WYNS	Lehighton	B	1160	4.0	1.00		Valley Bcstg Co	62					Country	400	0.96	1.7	1.8	0.8	1.7	0.9	1.4	1.1	1.1	0.9
• WEEX	Easton	C	1230	0.8	1.00	d	Clear Channel	56	9802			c2	Nws/Tlk/Spt	250		0.6	0.0	0.5	0.0	0.0	0.4	0.5	0.6	0.0
• WTKZ	Allentown	B	1320	0.8	0.20		Mega Comm Inc	48	9911	p	1,250		Sports	75		0.3	0.4	0.0	0.0	0.7	0.7	0.0	0.0	0.0
WEST	Easton	C	1400	1.0	1.00		Dean, Richard C.	36	9710			sw	Nostalgia	400	0.56	2.9	1.9	2.3	1.5	1.5	1.4	1.9	2.1	2.3
WLSH	Lansford	B	1410	5.0	1.00	c	HGF Media Group	52	8812		300		Adlt Stndrd	100		0.4	0.0	0.5	0.0	0.0	0.0	0.0	0.4	0.6
• WKAP	Allentown	B	1470	5.0	5.00	a	AMFM Inc	23	9910	p	g	1	Nostalgia	350	0.23	6.3	6.8	4.7	5.9	4.3	3.6	4.7	4.0	4.4
WRNJ	Hackettstown	B	1510	0.9	0.23		Radlo New Jersey	76					Oldies	250	0.85	1.2	1.0	0.7	1.2	0.8	1.0	0.5	0.7	0.9
WHOL	Allentown	B	1600	0.5	0.06		Lehigh Valley Bcstg	48	8509		500		Chrst/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				10	# Combos -				4	AM TOTALS				21.1	15.3	14.1	15.9	13.9	12.5	14.1	14.6	14.7		
AM & FM Stations Profiled -				18	# Duopolies -				3	Total Local Commercial Share				66.8	66.8	66.9	64.8	64.6	67.1	66.1	68.8			

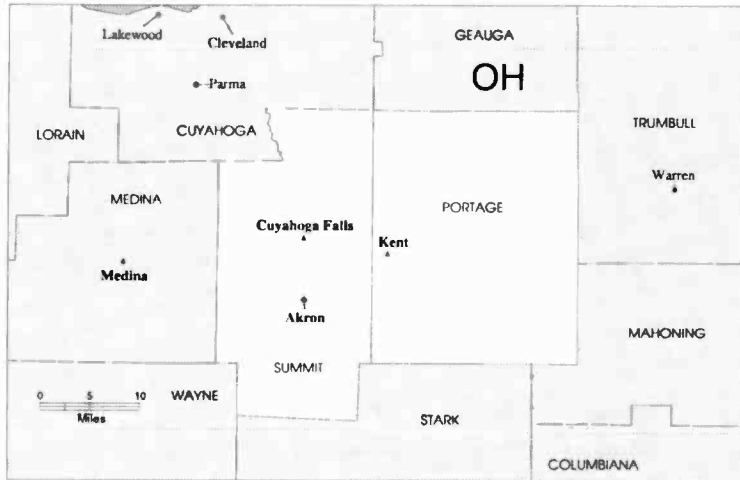
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 68

Revenue Rank: 101

Akron, OH Market Overview



Metro Counties / Population (000)

Portage, OH	151.9
Summit, OH	533.3
	685.2

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

ESTIMATED GRDSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97						
		\$12,100	\$12,800	\$13,900	\$14,400	\$15,200	\$16,400	6.2%					
Δ 97 - 98	5.5%	1998	\$17,300	1999	\$18,300	2000	\$19,800	2001	\$21,000	2002	\$22,500	Δ 98 - 02	6.7%
Revenue/Retail Sales	\$2.41/1,000	\$2.23/1,000	\$2.32/1,000	Est. Breakout		Local	90%						
Revenue/Capita	\$18.05	\$23.93	\$32.30	National	10%								

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	670.2	685.2	0.4%	685.2	696.7
Households	255.0	264.5	0.7%	264.5	274.6	0.8%
Retail Sales	5,018.1	7,348.3	7.9%	7,348.3	9,692.1	5.7%
EBI	10,058.8	11,412.0	2.6%	11,412.0	13,862.8	4.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	331.0	58.1	28.0	32.7	48.7	56.0	43.2	64.4
Women (000)	354.2	55.6	26.6	34.0	50.2	58.3	45.7	83.9
Total	685.2	113.7	54.6	66.7	98.9	114.3	88.8	148.2
Percentage	100.0%	16.6%	8.0%	9.7%	14.4%	16.7%	13.0%	21.6%
Per Capita	\$ 16,655	Median Household	\$ 33,492	Avg Household	\$ 43,146			
Ethnic Population:	White 87.6%	Black 11.0%	Asian 1.2%	Hispanic 0.7%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	3		4	4	5	9
Tot 12+	5.8	16.8		22.6	22.6	4.2	26.8
Avg 12+	5.8	5.6		5.7	5.7	0.8	3.0
Tot LCS	21.6	62.7		84.3	84.3	15.7	100.0
Avg LCS	21.6	20.9		21.1	21.1	3.1	11.1

Competitive Overview

Some stations also rated in Cleveland and Canton.

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)†/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)												1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
• WQMX	Medina	B	94.9	16.2	879	a	Rubber City Radio	60	8606	4,600		Country	4,000	0.89	25.9	7.6	6.4	5.8	6.7	6.0	7.5	7.5	7.8
WKDD	Akron	B	96.5	50.0	440	c	Barnstable Bcstg	50	8308	5,300	c1	Hot AC	4,900	1.50	18.9	6.2	6.2	5.1	6.1	5.4	4.1	5.7	5.8
• WONE	Akron	B	97.5	12.0	889	a	Rubber City Radio	47	9312	9,300	c2	Clisc Rock	3,800	1.22	18.0	4.7	4.2	2.8	3.5	4.6	4.6	5.3	5.5
WNIR	Kent	A	100.1	2.0	390	b	Media-Com Inc	62	7100			Talk	3,000	0.86	20.2	5.3	5.8	6.7	5.1	5.3	6.0	5.2	5.9
# FM Stations -					4	# Combos -					4	FM TOTALS			83.0	23.8	22.6	20.4	21.4	21.3	22.2	23.7	25.0

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power		Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)†/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)	C										1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
• WHLO	Akron	B	640	5.0	0.50		Salem Comm Corp	44	9701		g	Chrst/Talk			0.8	0.0	0.0	0.0	0.3	0.0	0.5	0.0	0.4
WCUE	Cuyahoga Falls	B	1150	5.0	0.50		Family Stations Inc	50	8610		nc	Christlan				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTOU	Akron	B	1350	5.0	5.00	c	Barnstable Bcstg	25	8308		c1	Sports	300	0.47	3.7	0.8	0.5	0.6	1.0	0.6	1.1	1.4	1.0
WJMP	Kent	B	1520	1.0	0.00	b	Media-Com Inc	64	7106			Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WAKR	Akron	B	1590	5.0	5.00	a	Rubber City Radio	40	9312		c2	FuSvc/MOR	1,300	0.60	12.5	4.0	3.7	3.2	3.8	4.6	3.4	2.8	3.0
# AM Stations -					5	# Combos -					3	AM TOTALS			17.0	4.8	4.2	3.8	5.1	5.2	5.0	4.2	4.4
AM & FM Stations Profiled -					9	# Duopolies -					1	Total Local Commercial Share				28.6	26.8	24.2	26.5	26.5	27.2	27.9	29.4

• Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.

Metro Rank: 69

Revenue Rank: 65

Knoxville, TN Market Overview



Metro Counties / Population (000)

Anderson, TN	71.9
Blount, TN	101.3
Knox, TN	368.2
Loudon, TN	38.5
Sevier, TN	63.7
Union, TN	15.9
Total	659.5

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★ ★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$17,500	\$18,000	\$19,700	\$21,900	\$23,800	\$27,700
★ ★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
		7.6%	\$29,800	\$32,100	\$35,000	\$37,800	\$40,800
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.08/1,000	\$3.17/1,000	\$3.60/1,000	Local	88%		
Revenue/Capita	\$29.03	\$42.00	\$58.79	National	12%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	602.8	659.5	1.8%	659.5	694.0
Households	239.3	264.4	2.0%	264.4	283.2	1.4%
Retail Sales	5,690.4	8,737.9	9.0%	8,737.9	11,322.5	5.3%
EBI	8,855.4	10,950.0	4.3%	10,950.0	14,252.0	5.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	318.1	51.1	26.4	31.2	47.1	54.6	46.2	61.5
Women (000)	341.4	48.8	25.1	30.3	47.3	58.2	48.1	83.5
Total	659.5	99.9	51.6	61.5	94.4	112.7	94.3	145.1
Percentage	100.0%	15.2%	7.8%	9.3%	14.3%	17.1%	14.3%	22.0%
Per Capita	\$ 16,604	Median Household		\$ 31,711	Avg Household		\$ 41,415	
Ethnic Population:	White 92.1%	Black 6.5%	Asian 1.1%	Hispanic 0.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	10		6	10	16	19	35
Tot 12+	25.0		50.3	68.6	75.3	11.8	87.1
Avg 12+	2.5		8.4	6.9	4.7	0.6	2.5
Tot LCS	28.7		57.7	78.8	86.5	13.5	100.0
Avg LCS	2.9		9.6	7.9	5.4	0.7	2.9

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
WWST	Karns	A	93.1	2.4	512	e	Journal Bcst Group	88	9707		sw	CHR/Dance	1,500	0.57	8.9	9.0	9.3	7.9	7.2	8.4	7.4	7.6	7.1
WLIL	Lenoir City	A	93.5	6.0	164	f	Wilkerson Bcstg		67			Country				0.5	0.4	0.4	0.0	0.0	0.0	0.0	0.0
WNFZ	Oak Ridge	A	94.3	2.5	515	d	Pirkle, John W	67	9304	508	1	Alternative	500	0.62	2.7	4.5	4.4	4.0	2.4	2.5	2.4	2.7	1.6
WYFC	Clinton	A	95.3	0.5	669		Bible Bcstg	66	8908	400		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTXM	Maryville	A	95.7	6.0 cp	322	b	South Central	90	9901	3,000 c4	1	Hot AC	400	0.96	1.4	1.5	2.4	1.4	0.4	0.8	1.7	1.0	1.4
• WJBZ	Seymour	A	96.3	2.9	479	i	Seymour Comm		90			Gospel	450	0.37	4.1	3.7	2.0	3.8	3.7	2.7	4.0	4.3	2.9
WJXB	Knoxville	C	97.5	96.0	1296	b	South Central		67			1 AC	4,800	1.29	12.5	10.5	10.1	10.0	13.0	9.5	9.3	11.6	12.5
WSMJ	Oliver Springs	C3	98.7	8.0	571	a	Dick Bcstg Co Inc	89	9702	1,500		NAC/Jazz	400	0.31	4.4	3.5	2.3	3.0	2.9	4.5	4.4	5.5	0.7
WNOX	Loudon	A	99.1	6.0	328	a	Dick Bcstg Co Inc	89	9702	400		News/Talk	400	0.64	2.1	1.4	2.5	2.3	2.0	1.7	1.6	1.8	2.0
WOKI	Oak Ridge	C	100.3	100.0	2001	a	Dick Bcstg Co Inc	74	9707 p		na	Clsc Hits	1,400	0.87	5.4	4.3	3.3	4.0	4.3	5.5	5.7	3.3	4.0
WMYU	Sevierville	C1	102.1	15.0	1978	e	Journal Bcst Group	61	9707		sw	Oldies	2,550	1.19	7.2	6.9	6.9	5.2	5.6	6.8	6.5	5.5	5.8
WIMZ	Knoxville	C	103.5	100.0	1723	b	South Central	49	9304	3,500 c2	1	Clsc Rock	4,350	1.57	9.3	5.4	6.1	7.1	6.5	6.9	7.5	7.4	10.3
• WQIX	Knoxville	A	104.5	2.3 cp	528	e	Dean, Richard C.	91	9911 p	1,200 c4		Country	850	0.63	4.5	2.1	2.6	2.6	2.1	3.2	2.9	4.9	4.6
WESK	Loudon	A	105.3	6.0	328	h	MetroWest Radio	91	9702	550	2	Oldies	300		0.6	0.6	0.4	0.6	0.4	0.0	0.8	0.6	0.5
WDLY	Gatlinburg	A	105.5	0.5	1056	c	Dollywood Bcstg Co	83	9005	715 c1		Country			0.8	0.6	1.0	0.6	0.9	1.0	0.8	0.6	0.4
WIVK	Knoxville	C	107.7	91.0	2054	a	Dick Bcstg Co Inc		65			Country	9,400	1.29	24.5	21.9	21.6	22.2	23.8	22.4	21.7	17.9	22.0
				# FM Stations -		16	# Combos -		14	FM TOTALS				88.4	76.4	75.3	75.1	75.2	75.9	76.7	74.7	75.8	

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 69

Revenue Rank: 65

Knoxville, TN Market Overview



Metro Counties / Population (000)

Anderson, TN	71.9
Blount, TN	101.3
Knox, TN	368.2
Loudon, TN	38.5
Sevier, TN	63.7
Union, TN	15.9
Total	659.5

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★ ★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$17,500	\$18,000	\$19,700	\$21,900	\$23,800	\$27,700
★ ★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	7.6%	\$29,800	\$32,100	\$35,000	\$37,800	\$40,800	8.2%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$3.08/1,000	\$3.17/1,000	\$3.60/1,000	Local	88%		
Revenue/Capita	1992	1997	2002	National	12%		
	\$29.03	\$42.00	\$58.79				

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	602.8	659.5	1.8%	659.5	694.0
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Women (000)	341.4	48.8	25.1	30.3	47.3	58.2	48.1	83.5
Total	659.5	99.9	51.6	61.5	94.4	112.7	94.3	145.1
Percentage	100.0%	15.2%	7.8%	9.3%	14.3%	17.1%	14.3%	22.0%
Per Capita	\$ 16,604	Median Household		\$ 31,711	Avg Household		\$ 41,415	
Ethnic Population:	White 92.1%	Black 6.5%	Asian 1.1%	Hispanic 0.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	10		6	10	16	19	35
Tot 12+	25.0		50.3	68.6	75.3	11.8	87.1
Avg 12+	2.5		8.4	6.9	4.7	0.6	2.5
Tot LCS	28.7		57.7	78.8	86.5	13.5	100.0
Avg LCS	2.9		9.6	7.9	5.4	0.7	2.9

Competitive Overview

AM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
				Power (kW)	Power (kW)											1999	1999	1999	1998	1998	1998	1997		
WRJZ	Knoxville	B	620	5.0	5.00		Tennessee Media	27	8611	300		Chrst/Talk			0.8	1.4	1.5	1.0	0.0	0.0	0.0	0.0	1.1	1.8
WKFN	Farragut	B	670	2.5	0.00		Horne Radio LLC	88	9812	275		Nws/Tlk/Inf				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLIL	Lenoir City	B	730	1.0	0.21	f	Wilkerson Bcstg	50				Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMEN	Knoxville	B	760	2.4	0.00		Moffit, Thomas H,	95	9412	18	cp	Motivationl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● WKVL	Knoxville	B	850	50.0	0.00	i	Home Radio LLC	53	9908	p	g	News	150	0.46	1.1	0.0	0.0	0.0	0.1	0.0	1.0	1.3	1.4	
WKXV	Knoxville	B	900	1.0	0.26		Knoxville Ra-Tel	53	8403	e		Gospel			0.2	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.6	0.0
WSEV	Sevierville	B	930	5.0	0.15	c	Dollywood Bcstg Co	55	9005		c1	Country				0.5	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WNOX	Knoxville	B	990	10.0	10.00	a	Dick Bcstg Co Inc	21	8806	450		News/Talk	1,900	1.30	4.9	2.9	4.3	5.8	4.4	4.0	3.6	4.5	4.8	
WQBB	Powell	B	1040	10.0	3.00	e	Journal Bcst Group	84	9804		c3	Adlt Stndrd	100	0.31	1.1	2.5	1.5	2.3	2.2	1.9	1.0	0.0	0.9	
WKCE	Maryville	B	1120	1.0	0.00	g	Morgan Bcstg Co	89	9505			Nostalgia				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLOD	Loudon	B	1140	1.0	0.00	h	MetroWest Radio	83	9811	1,250		Nostalgia				0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WHJM	Knoxville	B	1180	10.0	0.00	g	Morgan Bcstg Co	88				Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WIMZ	Knoxville	C	1240	1.0	1.00	b	South Central	41	9302		c2	Sprts/Talk			0.4	0.6	0.0	0.5	0.6	0.4	0.5	0.0	0.6	
WATO	Oak Ridge	B	1290	5.0	0.50	h	MetroWest Radio	48	9812	289		Nws/Tlk/Spt				0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKGK	Knoxville	C	1340	1.0	1.00		Triple S Enterprises	46	9111	50		Urban AC	300	0.50	2.0	1.2	2.1	0.7	1.9	2.2	1.1	2.3	1.2	
WYSH	Clinton	B	1380	1.0	0.08		Clinton Bcstrs Inc	60	9104		st	Country			0.5	0.0	0.5	0.0	0.4	0.0	0.6	0.6	0.5	
WGAP	Maryville	C	1400	1.0	1.00		Greenwood,	47	9908	225	2	Country			0.5	0.4	0.4	0.5	0.0	0.5	0.0	0.6	0.6	
WITA	Knoxville	C	1490	1.0	1.00		F.W. Robbert Bcstg	60	8310	675		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAHI	Knoxville	B	1580	5.0	0.00		As He Is Ministries	61	9804	93		Christian			0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
# AM Stations -				19	# Combos -				10	AM TOTALS						11.6	9.5	11.8	10.8	9.6	9.4	7.8	11.0	11.8
AM & FM Stations Profiled -				35	# Duopolies -				7	Total Local Commercial Share						85.9	87.1	85.9	84.8	85.3	84.5	85.7	87.6	

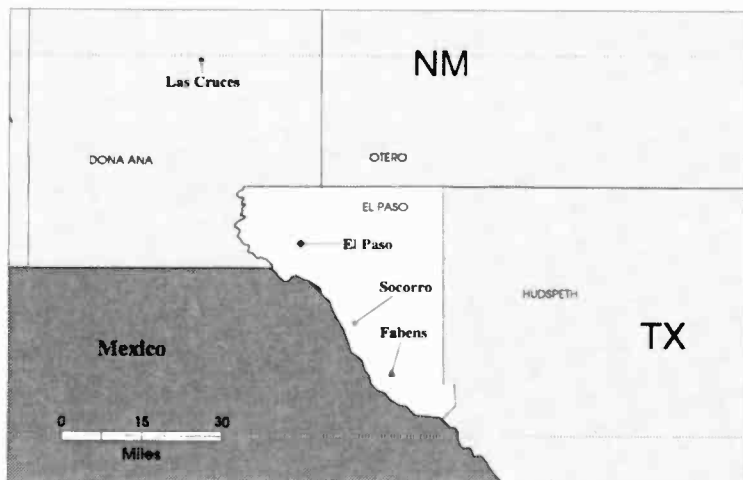
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 70

Revenue Rank: 83

El Paso, TX Market Overview



Metro Counties / Population (000)

El Paso, TX	705.4
	705.4

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$13,500	\$14,500	\$15,500	\$16,600	\$17,200	\$18,700
★★★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	9.1%	\$20,400	\$21,800	\$23,500	\$25,000	\$26,700	7.0%
	1992	1997	2002				Est. Breakout
Revenue/Retail Sales	\$3.30/1,000	\$3.63/1,000	\$4.68/1,000				Local 80%
Revenue/Capita	\$21.36	\$26.51	\$35.98				National 20%

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	632.0	705.4	2.2%	705.4	742.0
Households	189.2	210.9	2.2%	210.9	223.8	1.2%
Retail Sales	4,092.4	5,144.7	4.7%	5,144.7	5,707.6	2.1%
EBI	6,371.7	7,250.1	2.6%	7,250.1	8,651.5	3.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	342.9	81.0	40.8	36.0	52.0	50.0	36.2	46.8
Women (000)	362.5	76.9	40.1	35.2	54.7	54.9	41.8	58.8
Total	705.4	158.0	81.0	71.3	106.7	104.9	77.9	105.6
Percentage	100.0%	22.4%	11.5%	10.1%	15.1%	14.9%	11.0%	15.0%
Per Capita	\$ 10,278							
				Median Household	\$ 25,732		Avg Household	\$ 34,377
Ethnic Population:	White 94.4%		Black 3.6%		Asian 1.5%		Hispanic 74.4%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		10	9	11	9	20
Tot 12+	0.0		69.5	68.9	69.5	10.6	80.1
Avg 12+	0.0		7.0	7.7	6.3	1.2	4.0
Tot LCS	0.0		86.8	86.0	86.8	13.2	100.0
Avg LCS	0.0		8.7	9.6	7.9	1.5	5.0

Competitive Overview

FM Stations ARB 12+ Metro Shares (see rights)

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															1999	1999	1999	1998	1998	1998	1998	1998	1997
KOFX	El Paso	C	92.3	100.0	1860	e	Magic Media Inc	78	9409	3,000		Oldies	1,550	0.99	7.7	5.8	5.7	5.3	5.7	7.4	4.9	6.1	6.2
• KSII	El Paso	C	93.1	98.0	1422	a	Regent Comm	75	9911 p	4,500		Hot AC	1,775	0.94	9.3	6.2	6.8	6.8	6.6	8.0	7.8	6.7	7.2
• KINT	El Paso	C	93.9	96.0	1421	b	Entravision Comm	75	9706		g3	Top 40	1,175	1.80	3.2	4.7	5.1	4.3	3.8	2.3	3.1	2.7	2.1
KATH	El Paso	C	94.7	97.0	1191	e	Magic Media Inc	58	9309	2,700		Country	950	1.55	3.0	3.3	4.1	3.4	2.5	2.9	2.8	1.7	2.1
• KLAQ	El Paso	C	95.5	88.0	1391	a	Regent Comm	78	9909 p	23,500	c2	AOR	3,000	1.07	13.7	12.1	10.3	12.6	11.6	10.5	10.8	11.4	11.2
KHEY	El Paso	C	96.3	88.0	1391	c	Clear Channel	74	9607		g1	Country	1,500	0.99	7.4	4.2	3.6	4.1	4.9	5.1	5.7	6.2	6.6
KBNA	El Paso	C	97.5	100.0	1089	d	Hispanic Bcstg	69	9702		g2	Spanish	3,975	1.40	13.9	10.2	10.8	10.4	13.0	8.8	13.1	10.2	12.3
KROL	Las Cruces	C	99.5	100.0	1024	f	McClatchey Bcstg	94	9512	120		ChrsContemp			0.3	0.4	0.6	0.8	0.4	0.3	0.4	0.0	0.4
KTSM	El Paso	C	99.9	87.0	1821	c	Clear Channel	62	9807	10,500	c1	Soft AC	1,550	0.85	8.9	6.5	6.6	8.7	7.7	6.0	8.4	6.9	7.1
KPRR	El Paso	C	102.1	100.0	1191	c	Clear Channel	69	9607		g1	CHR	2,425	0.61	19.4	16.3	15.9	14.5	13.5	17.3	13.7	15.5	15.5
• KPAS	Fabens	A	103.1	3.0	299		Felder, Algie A	79	8606	375		Gospl/Insp			0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
# FM Stations -					11	# Combos -					10	FM TOTALS			86.9	69.7	69.5	70.9	69.7	68.9	70.7	67.4	70.7

AM Stations ARB 12+ Metro Shares (see rights)

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																1999	1999	1999	1998	1998	1998	1998	1998
• KROD	El Paso	B	600	5.0	5.00	a	Regent Comm	40	9909 p		c2	News/Talk	400	0.89	2.2	1.7	1.9	1.3	1.5	1.3	1.4	1.8	2.6
KHEY	El Paso	B	690	10.0	10.00	c	Clear Channel	47	9607		g1	Sprts/Talk	125		0.7	2.0	0.8	0.6	1.1	0.7	0.3	0.7	0.6
KAMA	El Paso	B	750	10.0	1.00	d	Hispanic Bcstg	72	9702		g2	Spanish	250		0.7	1.5	0.6	0.9	0.4	0.5	0.6	0.6	0.4
KBNA	El Paso	B	920	1.0	0.36	d	Hispanic Bcstg	47	9702		g2	Spanish	300	0.77	1.9	1.6	0.6	1.2	1.4	1.3	1.3	2.2	1.2
KFNA	El Paso	B	1060	10.0	0.00		K-FINA Results Inc	85	9102	100		Spanish			0.2	0.0	0.0	0.3	0.3	0.7	0.0	0.0	0.0
• KSVE	El Paso	B	1150	5.0	0.38	b	Entravision Comm	58	9706		g3	Talk	100		0.9	1.2	1.2	0.9	0.7	0.3	0.9	0.6	1.2
KVIV	El Paso	C	1340	1.0 cp	1.00		Spanish Chrstn	49	9505	550		Christian	250	1.11	1.1	0.4	1.0	1.7	0.3	1.3	0.6	1.0	0.5
KTSM	El Paso	B	1380	5.0	0.50	c	Clear Channel	29	9807		c1	News/Talk	700	0.75	4.6	3.6	4.0	3.7	4.1	3.4	3.9	3.7	3.8
KELP	El Paso	B	1590	5.0	0.80	f	McClatchey Bcstg	59	8401	590		Chrst/Talk	340		0.9	0.7	0.5	0.4	0.3	0.9	0.8	0.6	0.6
# AM Stations -					9	# Combos -					7	AM TOTALS			13.2	12.7	10.6	11.0	10.1	10.4	9.8	11.2	10.9
AM & FM Stations Profiled -					20	# Duopolies -					5	Total Local Commercial Share			82.4	80.1	81.9	79.8	79.3	80.5	78.6	81.6	

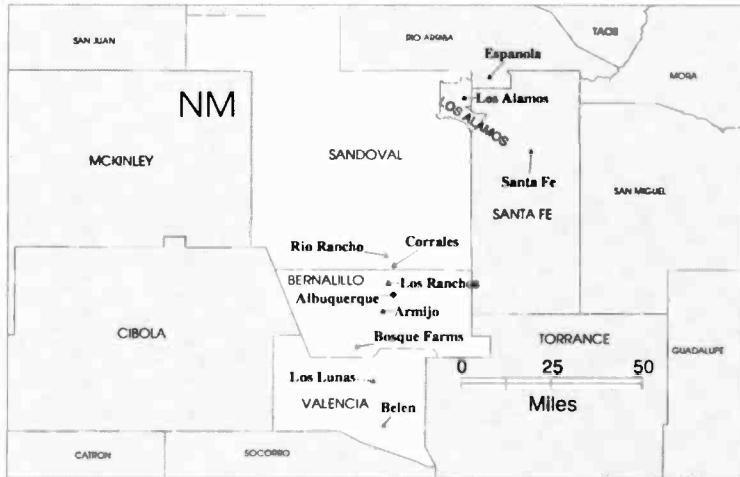
• Indicates a change since last edition

1/ See Introduction section for Interpretation of revenue estimates.

Metro Rank: 71

Revenue Rank: 56

Albuquerque, NM Market Overview



Metro Counties / Population (000)

Bernalillo, NM	528.9
Sandoval, NM	87.8
Valencia, NM	63.8
Total	680.5

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$17,500	\$20,300	\$25,200	\$29,100	\$32,700	\$34,600
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
	10.4%	\$38,200	\$41,700	\$45,800	\$50,000	\$54,900	9.5%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.51/1,000	\$4.44/1,000	\$5.09/1,000	Local	82%		
Revenue/Capita	\$27.59	\$50.84	\$77.02	National	18%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	634.3	680.5	1.4%	680.5	712.8
Households	239.6	257.6	1.5%	257.6	274.0	1.2%
Retail Sales	4,979.7	7,790.5	9.4%	7,790.5	10,778.8	6.7%
EBI	8,911.7	10,681.3	3.7%	10,681.3	13,734.3	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	335.8	67.1	28.8	28.3	56.9	59.8	41.4	53.7
Women (000)	344.7	64.1	27.3	27.9	55.3	60.6	43.3	66.2
Total	680.5	131.2	56.1	56.2	112.2	120.3	84.6	119.8
Percentage	100.0%	19.3%	8.2%	8.3%	16.5%	17.7%	12.4%	17.6%
Per Capita	\$ 15,696	Median Household		\$ 31,791	Avg Household		\$ 41,465	
Ethnic Population:	White 88.8%	Black 3.4%	Asian 2.0%	Hispanic 38.8%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		21	16	23	15	38
Tot 12+	3.2		69.2	65.9	72.4	16.9	89.3
Avg 12+	1.6		3.3	4.1	3.1	1.1	2.4
Tot LCS	3.6		77.5	73.8	81.1	18.9	100.0
Avg LCS	1.8		3.7	4.6	3.5	1.3	2.6

Competitive Overview

Some stations also rated in Santa Fe.

FM Stations

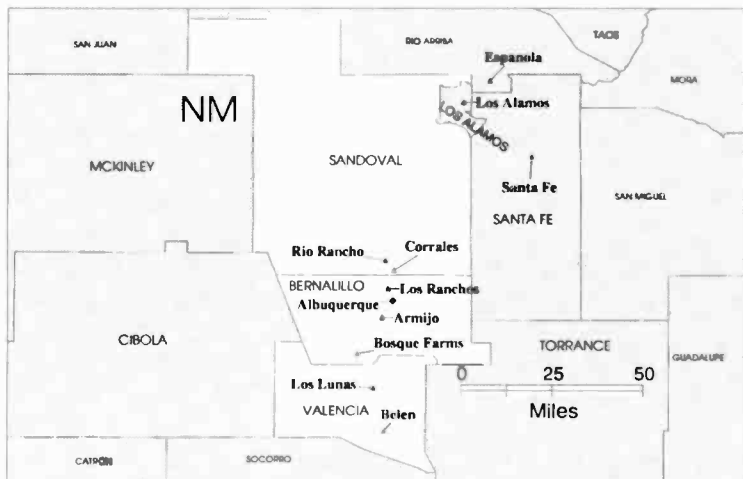
Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
KRST	Albuquerque	C	92.3	22.0	4160	c	Citadel Comm Corp	65	9610		g	Country	6,275	1.49	11.0	9.4	8.3	9.5	7.4	7.8	9.3	10.2	11.6
KYBR	Espanola	C3	92.9	9.1	538		Garcia, Richard L	81	9506	See (235)		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KKOB	Albuquerque	C	93.3	20.0	4150	c	Citadel Comm Corp	67	9403	9,000	c8	Hot AC	2,900	1.46	5.2	4.2	5.7	4.6	4.3	4.3	5.2	5.4	3.3
KZRR	Albuquerque	C	94.1	22.5	4131	a	Clear Channel	61	9911		g3	AOR	2,950	1.31	5.9	5.1	4.5	5.6	5.8	5.2	5.5	5.1	5.0
KSYU	Corrales	C1	95.1	100.0	423	a	Clear Channel	98	9911		g3	AC				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● KMMG	Santa Fe	C1	95.5	19.0	1791	e	Amer General	65	9609	3,500	c1	Hot AC	400	0.44	2.4	3.2	2.7	3.0	3.7	3.9	3.0	0.9	0.8
KHFM	Albuquerque	C	96.3	20.0	4134	c	Citadel Comm Corp	54	9605	5,725	c2	Classical	1,500	0.77	5.1	4.5	4.9	5.0	4.1	4.7	3.6	5.1	4.7
KKSS	Santa Fe	C	97.3	94.0	1877		Simmons Media	69	9901	24,000		CHR/Rhymc	1,600	0.81	5.2	3.0	4.4	4.1	4.1	4.1	4.2	4.3	5.8
KLVO	Belen	C1	97.7	100.0	860	e	Amer General	83	9801	5,500	d3	Spanish AC	1,050	0.92	3.0	2.5	3.4	3.0	1.7	2.6	3.1	3.3	1.7
KABG	Los Alamos	C	98.5	100.0	1906	e	Amer General	56	9609		c1	Oldies	500	0.57	2.3	2.7	1.5	2.2	1.4	1.9	2.5	1.6	2.0
KMGA	Albuquerque	C	99.5	22.5	4127	c	Citadel Comm Corp	63	9403	1,500	c4	AC	2,025	1.36	3.9	5.7	5.1	4.2	4.9	3.4	3.0	3.8	3.6
KPEK	Albuquerque	C	100.3	22.5	4111	a	Clear Channel	74	9911		g1	Modern AC	2,625	1.25	5.5	6.0	5.0	6.2	6.3	4.6	5.0	5.3	4.6
KRQS	Albuquerque	A	101.3	6.0	328	d	Simmons Media	94	9610	849		AOR	100		0.7	1.7	1.6	1.7	2.7	1.2	0.3	0.5	0.6
KZKL	Rio Rancho	A	101.7	3.0	98	d	Simmons Media	85	9606		st 1	Oldies	1,075	0.72	3.9	2.8	1.6	2.2	3.1	3.7	2.9	3.4	3.9
KIOT	Los Lunas	C	102.5	17.0	4160	d	Simmons Media	93	9508	1,600	1	Cisc Rock	1,650	0.80	5.4	3.9	4.3	3.8	4.1	5.6	5.1	4.5	3.7
KTBL	Albuquerque	C	103.3	20.0	4187	c	Citadel Comm Corp	87	9604	5,000		Country	1,575	0.92	4.5	5.5	3.8	3.5	3.8	4.1	4.6	3.5	3.6
KLSK	Santa Fe	C	104.1	100.0	1877	a	Clear Channel	84	9911		g3	Cisc Rock	1,100	0.98	3.0	1.7	2.5	2.3	1.8	2.5	2.8	2.3	2.9
KEXT	Bosque Farms	C1	104.7	100.0	843	b	Continental Bcstg	95	9504		na	Spanish			0.1	0.4	0.6	0.5	0.5	0.4	0.0	0.0	0.0
KCHQ	Santa Fe	C	105.1	100.0	1936	d	Simmons Media	85	9606		st 1	Top 40	275	0.30	2.4	2.6	1.7	1.7	2.1	1.9	2.0	2.1	2.6
● KRZY	Santa Fe	C	105.9	100.0	1919	f	EXCL Comm Inc	83	9609		na	Spanish AC	475	1.24	1.0	1.2	2.0	1.3	0.9	0.7	0.8	0.7	1.3
KYLZ	Los Lunas	C1	106.3	100.0	859	e	Amer General	95	9712		d3	CHR/Dance	250	0.14	4.8	2.7	4.1	3.0	3.7	4.5	4.0	4.3	4.3
KNKT	Armijo	C3	107.1	20.0	364		Calvary Chapel Inc	88	9410			Christian	350	0.76	1.2	1.6	0.8	1.0	1.0	1.5	0.7	1.0	1.2
KTEG	Albuquerque	C	107.9	22.5	4131	a	Clear Channel	79	9911		g3	Alternative	1,200	0.79	4.0	3.8	3.9	4.7	3.4	3.0	4.0	3.4	3.8
# FM Stations -				23	# Combos -				20	FM TOTALS				80.5	74.6	72.4	73.1	70.8	71.6	71.6	70.7	71.0	

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 71

Revenue Rank: 56

Albuquerque, NM Market Overview



Metro Counties / Population (000)

Bernalillo, NM	528.9
Sandoval, NM	87.8
Valencia, NM	63.8
Total	680.5

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$17,500	\$20,300	\$25,200	\$29,100	\$32,700	\$34,600	14.6%
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
10.4%	\$38,200	\$41,700	\$45,800	\$50,000	\$54,900	9.5%	

	1992	1997	2002	Est. Breakout
Revenue/Retail Sales	\$3.51/1,000	\$4.44/1,000	\$5.09/1,000	Local 82%
Revenue/Capita	\$27.59	\$50.84	\$77.02	National 18%

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	634.3	680.5	1.4%	680.5	712.8	0.9%
Households	239.6	257.6	1.5%	257.6	274.0	1.2%
Retail Sales	4,979.7	7,790.5	9.4%	7,790.5	10,778.8	6.7%
EBI	8,911.7	10,681.3	3.7%	10,681.3	13,734.3	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	335.8	67.1	28.8	28.3	56.9	59.8	41.4	53.7
Women (000)	344.7	64.1	27.3	27.9	55.3	60.6	43.3	66.2
Total	680.5	131.2	56.1	56.2	112.2	120.3	84.6	119.8
Percentage	100.0%	19.3%	8.2%	8.3%	16.5%	17.7%	12.4%	17.6%
Per Capita	\$ 15,696							
				Median Household	\$ 31,791		Avg Household	\$ 41,465
Ethnic Population:	White 88.8%		Black 3.4%		Asian 2.0%		Hispanic 38.8%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		21	16	23	15	38
Tot 12+	3.2		69.2	65.9	72.4	16.9	89.3
Avg 12+	1.6		3.3	4.1	3.1	1.1	2.4
Tot LCS	3.6		77.5	73.8	81.1	18.9	100.0
Avg LCS	1.8		3.7	4.6	3.5	1.3	2.6

Competitive Overview

Some stations also rated in Santa Fe.

AM Stations													ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Day	Night	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
				Power (kW)	Power (kW)									C	Owner	1999	1999	1999	1998	1998	1998	1998	1997
KSVA	Albuquerque	B	610	5.0	5.00	28	9907		sw	AC	150		0.6	0.0	0.7	0.5	0.6	0.6	0.6	0.6	0.4	0.4	
KDAZ	Albuquerque	B	730	1.0	0.08	59	6506			ChrsContemp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KKOB	Albuquerque	B	770	50.0	50.00	c	Citadel Comm Corp 22	9403		c8	News/Talk	5,300	1.40	9.9	8.1	8.1	9.3	10.4	8.4	8.7	9.3	8.5	
KARS	Belen	B	860	1.3	0.19	e	Amer General	61	9712		d3	Spanish	475	0.4	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.6	
KHTL	Albuquerque	B	920	1.0	0.50	c	Citadel Comm Corp 47	9403		c4	Talk	250		0.6	0.0	0.8	0.3	0.5	0.4	0.3	0.4	0.9	
KKIM	Albuquerque	B	1000	10.0	0.04	e	Amer General	72	9712		d3	Chrst/Talk	325	0.1	0.0	0.0	0.3	0.5	0.3	0.0	0.0	0.0	
• KNML	Los Ranchos	B	1050	1.0	1.00	c	Citadel Comm Corp 87	9605		c2	Sports	400	0.87	1.2	0.7	1.0	1.1	1.0	1.2	0.8	1.3	0.9	
KDEF	Albuquerque	B	1150	5.0	0.50		RAMH Corp	53	9811 p		st	Sports	100	0.1	0.0	0.3	0.3	0.0	0.0	0.0	0.5	0.0	
KXKS	Albuquerque	B	1190	10.0	0.02	b	Continental Bcstg	69	8206	325		Mexican	250	0.9	0.6	0.7	1.1	0.5	0.7	0.3	1.1	1.1	
• KALY	Los Ranchos	C	1240	1.0	1.00		Septien &	82	9205	482		Mexican	275	0.6	0.0	0.0	0.6	0.0	0.4	0.3	0.5	0.8	
• KBTK	Corrales	B	1310	5.0	0.50	d	Simmons Media	85	9606		st 1	Talk	250	0.17	3.9	1.1	3.5	2.5	3.8	3.4	3.9	3.3	3.1
KABQ	Albuquerque	B	1350	5.0	0.50	b	Continental Bcstg	47	9609	100		Spanish	100	0.1	0.0	0.9	0.5	0.3	0.2	0.0	0.3	0.0	
KRZY	Albuquerque	C	1450	1.0	1.00	f	EXCL Comm Inc	56	9609		na 1	Mexican	450	0.9	1.6	0.5	0.8	0.5	1.0	0.4	1.1	0.7	
KQKL	Albuquerque	B	1520	1.0	0.00		Clear Channel	71	9908 p		sw	Alternative			0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	
• KIVA	Albuquerque	B	1580	10.0	0.06	d	Simmons Media	56	9606		st 1	Children	20		1.6	0.3	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					15	# Combos -					10	AM TOTALS			19.3	13.7	16.9	17.3	18.4	16.6	16.0	18.2	17.0
AM & FM Stations Profiled -					38	# Duopolies -					14	Total Local Commercial Share			88.3	89.3	90.4	89.2	88.2	87.6	88.9	88.0	

• Indicates a change since last edition
 1/ See introduction section for Interpretation of revenue estimates.

Metro Rank: 72

Revenue Rank: 59

Omaha - Council Bluffs Market Overview



Metro Counties / Population (000)

Pottawattamie, IA	83.7
Douglas, NE	441.2
Sarpy, NE	120.8
Washington, NE	18.4
Total	664.1

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$21,600	\$23,400	\$26,400	\$28,200	\$30,200	\$31,600
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	14.2%	\$36,100	\$39,000	\$42,500	\$45,000	\$49,100	8.0%
Revenue/Retail Sales	\$3.88/1,000	\$4.22/1,000	\$4.68/1,000				Est. Breakout
Revenue/Capita	\$33.90	\$47.58	\$70.13				Local 85%
							National 15%

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	637.1	664.1	0.8%	664.1	700.1
Households	239.6	248.9	0.8%	248.9	264.6	1.2%
Retail Sales	5,572.6	7,487.8	6.1%	7,487.8	10,486.7	7.0%
EBI	10,259.6	13,156.5	5.1%	13,156.5	18,015.1	6.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	324.4	65.9	29.2	27.8	54.4	55.8	40.4	50.9
Women (000)	339.7	62.8	28.0	29.1	53.8	58.5	41.3	66.2
Total	664.1	128.7	57.2	56.9	108.1	114.3	81.7	117.2
Percentage	100.0%	19.4%	8.6%	8.6%	16.3%	17.2%	12.3%	17.6%
Per Capita	\$ 19,811							
				Median Household	\$ 41,483		Avg Household	\$ 52,858
Ethnic Population:	White 88.8%		Black 8.9%		Asian 1.7%		Hispanic 4.9%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		13	10	14	10	24
Tot 12+	1.8		65.3	61.8	67.1	17.2	84.3
Avg 12+	1.8		5.0	6.2	4.8	1.7	3.5
Tot LCS	2.1		77.5	73.3	79.6	20.4	100.0
Avg LCS	2.1		6.0	7.3	5.7	2.0	4.2

Competitive Overview

Some stations also rated in Lincoln.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997		
KEZO	Omaha	C	92.3	100.0	1198	a	Journal Bcst Group	61	9412	9,000	c3	Rock	5,000	1.18	11.7	7.2	8.3	10.5	11.3	11.0	10.1	9.9	9.0		
• KTNP	Bennington	A	93.3	9.6 cp	427	e	AMFM Inc	91	9910 p		g	Rock	900	0.83	3.0	2.6	1.8	1.4	1.8	1.5	2.2	3.2	3.5		
WOW	Omaha	C	94.1	100.0	1184	b	Journal Bcst Group	59	9906		g2	Country	2,800	1.25	6.2	4.1	4.6	6.7	4.8	5.5	5.2	5.1	5.5		
KEFM	Omaha	C	96.1	100.0	1414		Webster Comm	76				AC	3,400	1.31	7.2	5.7	6.9	6.1	4.7	5.6	4.9	6.9	7.3		
KQCH	Nebraska City	C1	97.7	100.0	1122	a	Journal Bcst Group	77	9701	5,000		CHR	1,000	0.36	7.7	6.6	2.7	2.2	2.0	2.1	3.0	2.0	2.2		
KQKQ	Council Bluffs	C	98.5	100.0	1175	c	Mitchell Bcstg Co	69				CHR	2,850	0.97	8.1	7.0	9.3	7.9	7.6	7.4	7.0	6.3	7.0		
• KGOR	Omaha	C	99.9	115.0	1230	e	AMFM Inc	59	9910 p		g	Oldies	2,900	1.12	7.2	8.2	7.8	6.5	6.3	5.6	7.2	6.3	5.6		
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	25.0	302		Sunrise Bcstg Corp	79	9001		al	Country			0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0		
KZFX	Lincoln	C	101.9	100.0	1132	c	Mitchell Bcstg Co	58	9504	1,700		Clsc Hits	750	0.53	3.9	3.1	2.4	3.6	2.9	3.1	2.3	3.9	4.2		
• KXKT	Glenwood	C	103.7	100.0	1014	e	AMFM Inc	66	9910 p		g	Country	3,900	1.09	9.9	7.7	10.2	9.0	8.3	9.5	9.4	6.9	8.0		
KSRZ	Omaha	C	104.5	100.0	1086	a	Journal Bcst Group	72	9801	5,475	c1	Hot AC	2,500	0.92	7.5	5.3	6.8	6.3	7.4	8.0	7.2	5.9	4.6		
KKCD	Omaha	C2	105.9	50.0 cp	463	a	Journal Bcst Group	90	9501	3,500		Clsc Rock	2,500	1.05	6.6	3.2	3.7	3.8	4.1	3.6	5.9	6.2	7.0		
• KCTY	Plattsmouth	C3	106.9	25.0 cp	328	d	Waitt Radio Inc	93	9802 p		st	AAA	75	0.11	1.9	3.2	2.6	2.0	2.3	2.5	1.3	1.1	1.5		
# FM Stations -					14	# Combos -					11	FM TOTALS					80.9	63.9	67.1	66.4	63.5	65.4	65.7	63.7	65.4

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997		
• WOW	Omaha	B	590	5.0	5.00	b	Journal Bcst Group	23	9906		g2	Adit Stndrd	1,200	1.04	3.2	2.1	1.7	2.2	3.3	2.7	2.6	1.8	4.0		
KCRO	Omaha	B	660	1.0	0.00		RadiOmaha Inc	22	7904			Christian			0.6	0.4	0.6	0.5	0.6	0.4	0.0	1.0	0.7		
KOTD	Plattsmouth	B	1020	1.0	0.00	d	Waitt Radio Inc	70	9802 p		st	MOR	50	0.13	1.1	2.6	0.8	1.4	0.8	1.7	1.6	0.0	0.4		
• KFAB	Omaha	A	1110	50.0	50.00	e	AMFM Inc	24	9910 p		g	News/Talk	3,600	1.10	9.1	8.3	7.4	7.4	7.9	8.6	6.6	8.6	7.3		
KOIL	Bellevue	B	1180	25.0	1.00	c	Mitchell Bcstg Co	99				Children			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KKAR	Omaha	B	1290	5.0	5.00	c	Mitchell Bcstg Co	76	9308	470		News/Talk	1,700	0.83	5.7	3.8	4.9	5.2	6.7	4.1	4.9	5.4	5.0		
KBBX	Omaha	B	1420	1.0	0.33	a	Journal Bcst Group	57	9801		c1	Spanish	200		0.6	0.0	0.0	0.0	0.0	0.0	0.6	1.2	0.4		
KOSR	Omaha	C	1490	1.0	1.00	a	Journal Bcst Group	42	9412		c3	Sports	500	0.77	1.8	1.5	1.0	1.8	1.9	1.4	1.7	1.0	2.2		
KLNG	Council Bluffs	B	1560	1.0	0.00		Wilkins Comm	47	8906	250		Religion	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KAZP	Bellevue	B	1620	10.0	1.00	c	Mitchell Bcstg Co	87				Sports	175	0.30	1.6	0.5	0.8	0.5	0.9	0.7	0.4	2.5	1.9		
# AM Stations -					10	# Combos -					8	AM TOTALS					23.7	19.2	17.2	19.0	22.1	19.6	18.4	21.5	21.9
AM & FM Stations Profiled -					24	# Duopolies -					8	Total Local Commercial Share						83.1	84.3	85.4	85.6	85.0	84.1	85.2	87.3

Docket 80-90 Allocations: 97.3, C3, Blair

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 73

Revenue Rank: 68

Syracuse, NY Market Overview



Metro Counties / Population (000)

Madison, NY	72.1
Onondaga, NY	462.2
Oswego, NY	125.3
Total	659.6

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$17,900	\$18,300	\$19,000	\$19,400	\$21,000	\$23,500
Revenue/Retail Sales	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	15.3%	\$27,100	\$29,800	\$32,700	\$35,300	\$38,500	9.2%
Revenue/Capita	1992	1997	2002	Est. Breakout			
	\$3.62/1,000	\$4.23/1,000	\$6.79/1,000	Local	73%		
	\$26.88	\$35.63	\$59.97	National	27%		

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

MSA	1992	1997	Growth Rate	1997	2002	Growth Rate
	Population	665.9	659.6	-0.2%	659.6	642.0
Households	246.7	245.4	-0.1%	245.4	241.9	-0.3%
Retail Sales	4,945.0	5,559.4	2.4%	5,559.4	5,670.7	0.4%
EBI	9,819.9	9,489.5	-0.7%	9,489.5	10,031.1	1.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	319.6	58.9	26.5	35.3	48.9	51.5	40.0	58.5
Women (000)	340.0	56.3	25.2	35.6	49.9	53.4	42.1	77.5
Total	659.6	115.2	51.7	70.9	98.7	104.9	82.2	136.0
Percentage	100.0%	17.5%	7.8%	10.7%	15.0%	15.9%	12.5%	20.6%
Per Capita	\$ 14,387	Median Household		\$ 32,745	Avg Household		\$ 38,670	
Ethnic Population:	White 91.0%	Black 6.6%	Asian 1.7%	Hispanic 1.7%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	10	11		10	21	13	34
Tot 12+	18.7	47.8		60.5	66.5	16.4	82.9
Avg 12+	1.9	4.3		6.1	3.2	1.3	2.4
Tot LCS	22.6	57.7		73.0	80.2	19.8	100.0
Avg LCS	2.3	5.2		7.3	3.8	1.5	2.9

Competitive Overview

Some stations also rated in Ithaca and Utica.

FM Stations														ARB 12+ Metro Shares (see rights)																
Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall								
															1999	1999	1999	1998	1998	1998	1998									
WSEN	Baldwinsville	B	92.1	25.0	299	b	Buckley Bcstg Corp	67	8008	700	c1	Oldies	2,000	1.01	7.3	6.2	5.9	5.5	5.9	5.9	5.2	6.3	6.4							
• WNTQ	Syracuse	B	93.1	97.0 cp	659	f	Citadel Comm Corp	56	9910 p		g1	CHR	4,000	1.66	8.9	8.3	8.2	7.2	6.2	7.2	7.4	6.9	7.4							
WYYY	Syracuse	B	94.5	100.0	650	d	Clear Channel	46	9901 p		sw	AC	4,300	1.89	8.4	6.1	6.1	7.1	7.0	5.7	7.6	6.7	7.4							
WKLL	Frankfort	B	94.9	34.0	568	e	Radio Corp	90	9004	See (150)		Modern Rock	n/a		0.4	0.5	0.4	0.0	0.6	0.0	0.5	0.5	0.4							
• WAQX	Manlius	B1	95.7	25.0	328	f	Citadel Comm Corp	78	9910 p		g1	AOR	2,400	0.95	9.3	6.7	6.8	7.5	7.0	7.6	7.3	7.9	7.5							
WOLF	Oswego	A	96.7	3.0	328	h	Fox, Craig	90	9709	80		Children				0.0	0.0	0.2	0.0	0.0	0.1	0.0	0.0							
WTKW	Bridgeport	A	99.5	5.7	338	e	Radio Corp	92	9408	100		Clsc Rock	1,550	1.27	4.5	3.6	3.9	4.2	4.7	3.7	3.5	4.2	3.2							
WKRL	N. Syracuse	A	100.9	6.0	164	e	Radio Corp	72	9402	1,375	c3	Modern Rock	1,100	0.83	4.9	4.6	4.3	3.7	4.6	3.6	4.0	4.1	4.3							
WSCP	Pulaski	A	101.7	2.5	364	a	Tri-County Bcstg	87	9506	170	c4	Country	450	0.87	1.9	1.0	0.9	1.3	1.6	1.7	1.7	1.4	1.5							
WRDS	Phoenix	A	102.1	6.0	220		Short Bcstg Co Inc	95				Urban	800	1.02	2.9	3.1	3.0	1.1	1.5	2.3	2.8	1.9	2.5							
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							
WVOQ	Mexico	A	103.9	3.0	292	h	Fox, Craig	96	9607	3	cp	Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WFRG	Utica	B	104.3	100.0	495		Regent Comm	48	9905 p			Country	n/a		2.2	2.0	1.8	1.8	1.9	2.2	1.7	1.4	1.8							
WBBS	Fulton	B	104.7	50.0 cp	479	d	Clear Channel	61	9902 p		sw	Country	3,300	1.03	11.8	8.1	10.7	10.1	10.4	9.7	9.3	9.7	9.7							
WVOA	DeRuyter	B	105.1	42.0	541	h	Fox, Craig	48	9611	900		Christian				0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0							
WTKV	Oswego	A	105.5	4.0	397	c	Radio Corp	73	9512	466	c5	Clsc Rock	200	0.74	1.0	0.9	0.9	0.8	0.9	0.9	0.7	0.8	0.9							
• WLTI	Syracuse	A	105.9	4.0	200	f	Citadel Comm Corp	96	9910 p		g1	Soft AC	800	0.48	6.1	4.8	4.8	4.2	5.6	4.6	4.9	5.8	4.6							
WMCR	Oneida	A	106.3	1.7 cp	719	g	Warren Bcstg Co	72				AC			0.1	0.4	0.0	0.0	0.2	0.1	0.2	0.0	0.0							
WKRH	Minetto	A	106.5	5.0	328	e	Radio Corp	96				Modern Rock	100	0.37	1.0	2.0	0.9	1.0	1.3	0.6	1.1	0.5	1.2							
WHCD	Auburn	B	106.9	13.8	942		Clear Channel	49	9908 p	See (258)		Smooth Jazz	n/a		1.1	1.2	0.7	1.1	0.9	1.0	1.2	0.8	0.7							
WWHT	Syracuse	B	107.9	50.0	499	d	Clear Channel	58	9902 p		sw	CHR	900	0.46	7.2	5.6	6.8	6.7	6.1	6.7	6.4	5.5	4.9							
# FM Stations -														21	# Combos -		17	FM TOTALS				79.0	65.1	66.5	63.5	66.4	63.5	65.6	64.4	64.4

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 73

Revenue Rank: 68

Syracuse, NY Market Overview



Metro Counties / Population (000)

Madison, NY	72.1
Onondaga, NY	462.2
Oswego, NY	125.3
Total	659.6

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$17,900	\$18,300	\$19,000	\$19,400	\$21,000	\$23,500
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
	15.3%	\$27,100	\$29,800	\$32,700	\$35,300	\$38,500	9.2%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.62/1,000	\$4.23/1,000	\$6.79/1,000	Local	73%		
Revenue/Capita	\$26.88	\$35.63	\$59.97	National	27%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	665.9	659.6	-0.2%	659.6	642.0
Households	246.7	245.4	-0.1%	245.4	241.9	-0.3%
Retail Sales	4,945.0	5,559.4	2.4%	5,559.4	5,670.7	0.4%
EBI	9,819.9	9,489.5	-0.7%	9,489.5	10,031.1	1.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	319.6	58.9	26.5	35.3	48.9	51.5	40.0	58.5
Women (000)	340.0	56.3	25.2	35.6	49.9	53.4	42.1	77.5
Total	659.6	115.2	51.7	70.9	98.7	104.9	82.2	136.0
Percentage	100.0%	17.5%	7.8%	10.7%	15.0%	15.9%	12.5%	20.6%
Per Capita	\$ 14,387	Median Household		\$ 32,745	Avg Household		\$ 38,670	
Ethnic Population:	White 91.0%	Black 6.6%	Asian 1.7%	Hispanic 1.7%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	10	11		10	21	13	34
Tot 12+	18.7	47.8		60.5	66.5	16.4	82.9
Avg 12+	1.9	4.3		6.1	3.2	1.3	2.4
Tot LCS	22.6	57.7		73.0	80.2	19.8	100.0
Avg LCS	2.3	5.2		7.3	3.8	1.5	2.9

Competitive Overview

Some stations also rated in Ithaca and Utica.

AM Stations														ARB 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997		
																1999	1999	1999	1998	1998	1998	1998	1998		
WSYR	Syracuse	B	570	5.0	5.00	d	Clear Channel	22	9902	p	sw	Talk	3,400	1.24	10.1	8.1	7.9	8.9	9.9	8.9	7.9	8.4	7.7		
• WHEN	Syracuse	B	620	5.0	cp	1.00	d	Clear Channel	41	9902	p	sw	Sports	700	0.89	2.9	2.0	2.0	2.5	2.0	2.4	2.1	2.6	2.3	
WFBL	Baldwinsville	B	1050	2.5	0.02	b	Buckley Bcstg Corp	59	8008		c1	Adlt Stndrd	300	0.33	3.4	2.0	2.2	2.5	2.6	3.0	2.4	3.0	2.6		
WSCP	Sandy Creek	B	1070	2.5	0.00	a	Tri-County Bcstg	74	9506		c4	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1		
WTLA	N. Syracuse	B	1200	1.0	1.00	e	Radio Corp	59	9402		c3	Nostalgia	200	0.37	2.0	1.6	2.5	2.9	1.6	1.6	1.8	1.2	1.9		
• WNSS	Syracuse	B	1260	5.0	5.00	f	Citadel Comm Corp	46	9910	p	g1	News	400	0.98	1.5	0.6	1.2	1.4	1.1	1.0	0.8	1.7	1.3		
WZZZ	Fulton	B	1300	1.0	0.04		Zinkhann, David	49	9412	150		AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WTLB	Utica	B	1310	5.0	0.50	e	Radio Corp	46	9409			Nostalgia	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WDCW	Syracuse	B	1390	5.0	5.00		Crawford Bcstg Co	22	9307	425		Christian			0.1	0.4	0.0	0.0	0.0	0.3	0.0	0.0	0.0		
WSGO	Oswego	B	1440	1.0	0.05	c	Radio Corp	60	9512		c5	AC	100		0.5	0.0	0.6	0.5	0.5	0.3	0.5	0.5	0.4		
WOLF	Syracuse	C	1490	1.0	cp	1.00	h	Fox, Craig	40	8210	428	Children	50		0.5	0.9	0.0	0.6	0.5	0.3	0.6	0.0	0.6		
WSIV	E. Syracuse	B	1540	1.0	cp	0.06	h	Fox, Craig	55	9609	p	c1	Christian			0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0		
WMCR	Oneida	B	1600	1.0	0.02	g	Warren Bcstg Co	56	6901			AC			0.1	0.1	0.0	0.0	0.6	0.1	0.1	0.0	0.0		
# AM Stations -					13	# Combos -					11	AM TOTALS					21.1	15.7	16.4	19.8	18.8	17.9	16.2	17.4	16.9
AM & FM Stations Profiled -					34	# Duopolies -					11	Total Local Commercial Share					80.8	82.9	83.3	85.2	81.4	81.8	81.8	81.3	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 74

Revenue Rank: 74

Ft. Myers-Naples-Marco Island Market Overview



Metro Counties / Population (000)

Collier, FL	205.3
Lee, FL	400.6
Total	605.9

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$16,000	\$16,500	\$18,400	\$20,300	\$21,300	\$23,200	7.7%
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
9.9%	\$25,500	\$28,100	\$30,900	\$33,400	\$36,700	9.5%	

	1992	1997	2002	Est. Breakout
Revenue/Retail Sales	\$3.12/1,000	\$2.89/1,000	\$3.47/1,000	Local 85%
Revenue/Capita	\$29.96	\$38.29	\$55.62	National 15%

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	534.1	605.9	2.6%	605.9	659.8	1.7%
Households	220.7	247.9	2.4%	247.9	270.1	1.7%
Retail Sales	5,133.0	8,039.0	9.4%	8,039.0	10,570.4	5.6%
EBI	9,294.4	11,896.2	5.1%	11,896.2	15,357.2	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	296.1	42.6	18.8	18.9	39.1	41.2	34.9	100.5
Women (000)	309.8	41.1	17.7	18.0	37.6	42.5	39.0	113.9
Total	605.9	83.8	36.5	37.0	76.7	83.7	73.9	214.4
Percentage	100.0%	13.8%	6.0%	6.1%	12.7%	13.8%	12.2%	35.4%
Per Capita	\$ 19,634							
				Median Household	\$ 34,664		Avg Household	\$ 47,988
Ethnic Population:	White 91.5%		Black 7.3%		Asian 0.8%		Hispanic 10.3%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		16	12	21	11	32
Tot 12+	8.0		65.3	64.6	73.3	14.0	87.3
Avg 12+	1.6		4.1	5.4	3.5	1.3	2.7
Tot LCS	9.2		74.8	74.0	84.0	16.0	100.0
Avg LCS	1.8		4.7	6.2	4.0	1.5	3.1

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WGQC	Immokalee	A	92.1	4.1	397	Praise Enterprises	84	9906	1,000		Gospel				0.0	0.0	0.0	0.0	0.6	0.4	0.0	0.0	
WIKX	Charlotte Harbor	C1	92.9	100.0	cp	807 e	Clear Channel	70	9905		Country			0.6	0.0	0.6	0.6	0.5	0.0	0.6	0.0	0.4	
• WTLT	Naples	A	93.5	6.0		328 c	Meridian Bcstg	71	9612		c2 1 Soft AC	300	0.42	2.8	1.7	2.4	2.3	2.5	2.8	3.4	2.8	3.1	
• WARO	Naples	C	94.5	99.0		1011 c	Meridian Bcstg	62	9612		c2 1 Clisc Rock	1,700	1.13	5.9	3.7	2.9	5.1	5.0	2.8	4.4	4.7	4.7	
WOLZ	Ft. Myers	C1	95.3	78.5		476 d	Clear Channel	70	9703	11,000	d1 Oldies	1,700	1.13	5.9	5.0	6.5	5.2	5.0	5.3	4.7	4.0	4.2	
WRXK	Bonita Springs	C	96.1	99.0		1119 a	Beasley Bcst Group	74	8608	3,500	AOR	3,000	1.71	6.9	5.9	5.5	5.7	6.2	5.9	5.2	3.7	4.9	
• WINK	Ft. Myers	C	96.9	98.0		1322 b	Ft Myers Bcstg Co	64			1 AC	2,800	1.66	6.6	4.8	5.8	5.8	5.5	5.7	7.5	8.3	8.8	
WCCL	Punta Rassa	C3	97.7	14.5	cp	430	Intermart Bcstg	99			Classical				2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WDRR	San Carlos Park	C3	98.5	18.5	cp	371	Ruth Comm Corp	95			Smooth Jazz	300	0.69	1.7	1.8	2.0	1.3	1.7	1.6	2.2	1.3	1.0	
• WGRF	Marco	A	98.9	4.1		328 f	Renda Bcstg Corp	90	9705	2,000	Talk	300		0.9	0.9	0.7	0.7	0.8	1.8	1.3	1.0	1.1	
WJBX	Ft. Myers Beach	C2	99.3	45.0	cp	472 a	Beasley Bcst Group	83	9802	6,000	d3 Alternative	1,400	1.14	4.8	5.3	4.6	3.6	4.6	3.1	3.5	2.5	2.3	
• WOST	Port Charlotte	C1	100.1	100.0		476 d	Clear Channel	76	9703		d1 Alternative	400	0.60	2.6	2.3	2.4	2.2	2.3	1.6	1.9	2.3	1.1	
WAVV	Marco	C1	101.1	100.0		981	Alpine Bcstg Corp	87			Easy	1,700	0.47	14.1	11.9	15.2	12.1	12.1	13.6	11.5	13.1	13.1	
WWGR	Ft. Myers	C	101.9	100.0		991 f	Renda Bcstg Corp	69	9407	4,000	Country	1,100	1.00	4.3	4.4	5.2	4.0	3.4	5.7	7.1	5.6	5.1	
• WJGO	Tice	C2	102.9	50.0	cp	466	Gulf Comm	99			Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WXKB	Cape Coral	C	103.9	100.0	cp	1119 a	Beasley Bcst Group	75	9411	3,500	Adult CHR	3,850	1.34	11.3	8.5	8.0	8.7	10.7	7.4	9.6	10.3	6.9	
• WSGL	Naples	C2	104.7	20.0	cp	436 f	Renda Bcstg Corp	80	9812	3,650	Hot AC	800	1.08	2.9	2.1	1.5	2.9	2.1	2.0	1.6	1.6	1.5	
WCVU	Solana	A	104.9	6.0		318 e	Clear Channel	93	9905		g2 Easy			0.5	0.0	0.6	0.4	0.4	0.0	0.7	0.0	0.9	
WQNU	Naples Park	C2	105.5	28.5		650 d	Clear Channel	87	9607		g1 Country	200	0.37	2.1	2.1	2.7	2.8	0.8	0.9	1.9	2.3	1.1	
WJST	Ft Myers Villas	A	106.3	6.0		328 a	Beasley Bcst Group	92	9802		d3 Adlt Stndrd	350	0.25	5.4	5.4	3.8	5.2	4.0	5.7	3.1	2.5	2.2	
WCKT	Lehigh Acres	C2	107.1	28.5		650 d	Clear Channel	76	9607		g1 Country	2,300	1.19	7.6	5.5	5.1	7.3	5.8	5.8	5.4	7.9	11.5	
# FM Stations -					21	# Combos -					16	FM TOTALS			86.9	73.3	75.5	75.9	73.4	72.3	76.0	73.9	73.9

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WWCN	N. Ft. Myers	B	770	10.0	1.00	a	Beasley Bcst Group	83	8711	300		Talk	250		0.8	1.0	0.6	0.6	0.7	0.6	0.4	0.8	1.0
WKII	Solana	B	1070	3.1	0.26	d	Clear Channel	86	9703		d1	Adlt Stndrd	350	0.98	1.4	1.1	1.4	0.7	1.7	2.0	1.5	2.2	2.1
• WINK	Pine Island Ctr	B	1200	10.0	1.00	b	Ft Myers Bcstg Co	86	9508	560	1	News/Talk	800	0.83	3.8	4.2	3.6	3.0	3.5	2.9	5.1	5.2	5.0
• WTLQ	Ft. Myers	C	1240	1.0	1.00	b	Ft Myers Bcstg Co	40			1	News/Talk	130	0.20	2.5	2.0	1.9	1.7	2.5	1.5	0.0	0.0	0.0
• WNOG	Naples	B	1270	5.0	1.90	c	Meridian Bcstg	54	9612		c2 1	News/Talk	1,500	1.78	3.3	3.7	2.6	2.8	2.9	2.5	1.5	1.9	2.0
WCRM	Ft. Myers	B	1350	2.0	0.15		Manna Chrstn	64	8904	450		Chrst/Span	120		0.3	0.0	0.0	0.5	0.0	0.0	0.4	0.0	0.0
WMYR	Ft. Myers	B	1410	5.0	5.00		Hecksher, Robert	52				Country				0.0	0.0	0.0	0.0	0.0	0.0	0.4	
WWCL	Lehigh Acres	B	1440	5.0	1.00		Dwyer, Robert	70	7901			Spanish	175		0.5	0.9	1.1	0.8	0.0	1.0	1.0	1.7	1.1
WODX	Marco Island	B	1480	1.0	1.00		Costa Comm Corp	75	9309	47		Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAFZ	Immokalee	C	1490	1.0	1.00		Glades Media	64	9603		na	Mexican			0.6	1.1	0.8	0.6	0.4	1.1	0.4	0.0	0.0
WCCF	Punta Gorda	B	1580	1.3	0.11	e	Clear Channel	61	9905		g2	News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					11	# Combos -					6	AM TOTALS			13.2	14.0	12.0	10.7	11.7	11.6	10.3	11.8	11.6
AM & FM Stations Profiled -					32	# Duopolies -					9	Total Local Commercial Share			87.3	87.5	86.6	85.1	83.9	86.3	85.7	85.5	

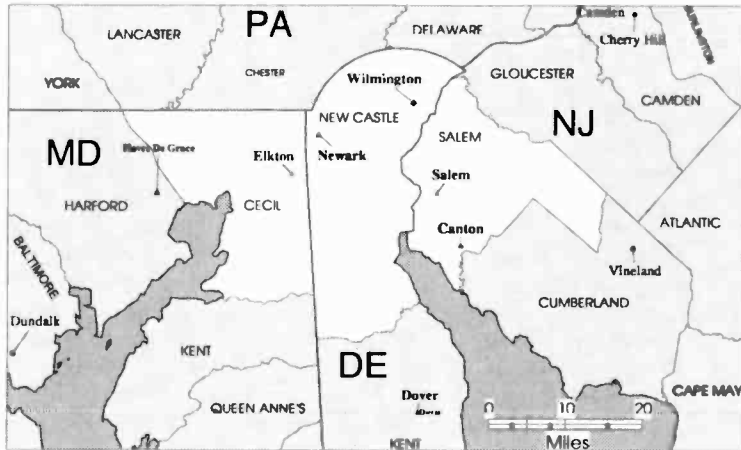
• Indicates a change since last edition

1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 75

Revenue Rank: 78

Wilmington, DE Market Overview



Metro Counties / Population (000)

New Castle, DE	477.9
Cecil, MD	80.9
Salem, NJ	67.6
Total	626.4

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$14,000	\$14,900	\$16,800	\$18,400	\$19,200	\$20,900
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	12.4%	\$23,500	\$25,400	\$27,700	\$29,400	\$31,700	7.7%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$2.84/1,000	\$3.49/1,000	\$4.58/1,000	Local	70%		
Revenue/Capita	\$23.40	\$33.37	\$47.77	National	30%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	598.2	626.4	0.9%	626.4	663.6
Households	220.4	232.6	1.1%	232.6	250.9	1.5%
Retail Sales	4,931.0	5,987.8	4.0%	5,987.8	6,918.6	2.9%
EBI	10,018.0	11,777.9	3.3%	11,777.9	14,835.0	4.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	305.3	55.3	24.9	30.3	49.1	51.4	41.1	53.2
Women (000)	321.1	52.3	23.7	32.2	49.3	54.3	41.9	67.3
Total	626.4	107.7	48.6	62.5	98.4	105.8	83.0	120.4
Percentage	100.0%	17.2%	7.8%	10.0%	15.7%	16.9%	13.3%	19.2%
Per Capita	\$ 18,803	Median Household		\$ 43,696	Avg Household		\$ 50,636	
Ethnic Population:	White 80.9%	Black 17.0%	Asian 1.9%	Hispanic 3.4%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	4		3	6	8	14
Tot 12+	3.8	23.8		20.7	27.6	8.4	36.0
Avg 12+	1.9	6.0		6.9	4.6	1.1	2.6
Tot LCS	10.6	66.1		57.5	76.7	23.3	100.0
Avg LCS	5.3	16.5		19.2	12.8	2.9	7.1

Competitive Overview

Some stations also rated in Philadelphia & Salisbury-OceanCity.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
• WDSB	Smyrna	A	92.9	1.7	377	c	AMFM Inc	93	9910 p		g	Country	2,100	2.18	4.1	2.0	1.9	1.2	1.9	5.1	4.5	4.2	4.2
WSTW	Wilmington	B	93.7	50.0	489	a	Delmarva Bcstg Co	50	8909		st	CHR	6,400	1.09	24.9	9.8	8.5	9.2	9.5	7.3	10.7	7.9	8.8
• WRDX	Dover	B	94.7	50.0	378	c	AMFM Inc	56	9910 p		g	Clsc Rock	2,500	1.03	10.3	3.1	3.6	3.3	4.5	5.1	0.3	4.2	4.2
WJBR	Wilmington	B	99.5	50.0	499		BBR Corp	57	9709 p		na	AC	5,900	0.97	26.0	7.8	9.4	11.2	8.3	10.7	9.8	11.0	10.6
WJKS	Canton	A	101.7	3.0	299	b	QC	72	9704	1,800	c1	Urban AC	600	0.95	2.7	1.8	1.9	1.6	0.4	0.0	0.0	0.0	0.0
WXCY	Havre de Grace	B	103.7	50.0	341		Delmarva Bcstg Co	60	9611	3,500		Country	1,300	0.63	8.8	3.1	2.9	3.0	3.6	3.0	3.5	3.2	1.9
# FM Stations -				6	# Combos -				4	FM TOTALS				76.8	27.6	28.2	29.5	28.2	31.2	28.8	30.5	29.7	

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WDEL	Wilmington	B	1150	5.0	5.00	a	Delmarva Bcstg Co	22	8909		st	Nws/Tlk/Spt	2,000	1.17	7.3	2.2	2.7	2.4	3.1	3.3	2.9	3.1	3.6
WNRK	Newark	B	1260	1.0	0.04		ARC Bcstg	64	8406	500		Oldies	300			0.5	0.4	0.0	0.0	0.0	0.7	0.5	0.5
• WJBR	Wilmington	B	1290	2.5	0.03	c	AMFM Inc	47	9910 p		g	Nostalgia	700	0.38	7.8	2.6	2.7	2.3	3.6	1.9	2.6	2.7	2.4
WAMS	Wilmington	B	1380	0.5 cp	0.01		Farley, J. & R.	47	9010		al	Classical	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WDOV	Dover	B	1410	5.0	5.00	c	AMFM Inc	48	9910 p		g	News/Talk	425			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WILM	Wilmington	C	1450	1.0	1.00		Delaware Bcstg Co	23	4906			News/Talk	1,250	0.66	8.1	3.1	2.7	2.7	3.4	3.7	3.1	2.8	4.1
WNNN	Salem	B	1510	2.5	0.00	b	QC	66	9704		c1	Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSER	Elkton	B	1550	1.0	0.00		World Revivals	63	9908	275		Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				8	# Combos -				4	AM TOTALS				23.2	8.4	8.5	7.4	10.1	8.9	9.3	9.1	10.6	
AM & FM Stations Profiled -				14	# Duopolies -				3	Total Local Commercial Share				36.0	36.7	36.9	38.3	40.1	38.1	39.6	40.3		

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 76

Revenue Rank: 67

Harrisburg-Lebanon-Carlisle, PA Market Overview



Metro Counties / Population (000)

Cumberland, PA	208.4
Dauphin, PA	248.2
Lebanon, PA	117.1
Perry, PA	43.9
Total	617.6

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97						
		\$16,500	\$19,800	\$21,800	\$23,100	\$24,500	\$26,200	9.7%					
Δ 97 - 98	4.2%	1998	\$27,300	1999	\$29,200	2000	\$31,500	2001	\$33,400	2002	\$35,800	Δ 98 - 02	7.0%
Revenue/Retail Sales	\$2.86/1,000	1997	\$3.87/1,000	2002	\$4.27/1,000	Est. Breakout							
Revenue/Capita	\$27.35	\$42.42	\$57.51	Local	79%	National	21%						

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	603.3	617.6	0.5%	617.6	622.5
Households	232.1	239.0	0.6%	239.0	244.4	0.4%
Retail Sales	5,772.8	6,769.2	3.2%	6,769.2	8,392.0	4.4%
EBI	9,842.0	11,217.1	2.7%	11,217.1	13,713.3	4.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	299.4	49.6	24.4	26.9	43.7	52.8	40.5	61.5
Women (000)	318.2	46.7	23.0	27.6	43.7	53.1	42.7	81.5
Total	617.6	96.2	47.4	54.5	87.3	105.9	83.2	143.0
Percentage	100.0%	15.6%	7.7%	8.8%	14.1%	17.1%	13.5%	23.1%
Per Capita	\$ 18,162	Median Household		\$ 39,803	Avg Household		\$ 46,934	
Ethnic Population:	White 90.5%	Black 7.8%	Asian 1.6%	Hispanic 2.3%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	5		8	13	11	24
Tot 12+	13.9	38.3		49.1	52.2	16.7	68.9
Avg 12+	1.7	7.7		6.1	4.0	1.5	2.9
Tot LCS	20.2	55.6		71.3	75.8	24.2	100.0
Avg LCS	2.5	11.1		8.9	5.8	2.2	4.2

Competitive Overview

Some stations also rated in Lancaster and York.

FM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
																1999	1999	1999	1998	1998	1998	1998		
• WNCE	Palmyra	A	92.1	3.3	299		AMFM Inc	59	9910 p		g	Clsc Rock	600	0.69	3.2	1.9	1.9	2.4	1.7	2.1	1.8	2.6	2.6	
WLGL	Riverside	A	92.3	0.4	833		Cantroalr Comm	90			1	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WTPA	Mechanicsburg	A	93.5	1.3	719		AMFM Inc	78	9910 p		g	Clsc Rock	3,000	1.53	7.2	5.0	3.6	4.5	5.0	4.9	5.6	4.5	5.6	
WRBT	Harrisburg	B	94.9	25.0	699	c	Clear Channel	62	9809		g2	Country	1,500	0.53	10.3	6.7	6.1	6.0	6.6	8.1	7.8	7.1	6.8	
WRVW	Harrisburg	B	97.3	17.0	840	c	Clear Channel	46	9906		g2	Rock AC	3,500	1.31	9.8	8.2	10.2	7.6	6.1	6.9	7.2	7.1	7.1	
WQLV	Millersburg	A	98.9	0.8	896		Hepco Comm Inc	92				Lite AC	200	0.67	1.1	0.4	0.7	0.9	0.9	1.2	0.8	0.6	0.6	
WWKJ	Harrisburg	A	99.3	1.4 cp	679	c	Clear Channel	65	9906		g2	Oldies	2,000	1.02	7.2	5.4	5.3	6.6	5.2	5.4	4.8	5.1	5.4	
WQIC	Lebanon	A	100.1	3.0	269	b	Lebanon Bcstg Co	48				Soft Rock	200		0.9	0.6	0.6	0.8	0.7	0.6	0.6	0.6	0.9	
WYGL	Elizabethville	A	100.5	1.2	515		Sunair Comm Inc	90	9003	100 cp	1	Country	250		0.6	0.0	0.4	0.6	0.4	0.4	0.0	0.8	0.4	
WHYL	Carlisle	A	102.3	3.0	328	a	Citadel Comm Corp	59	9901	4,500	c1	Country	700	1.03	2.5	1.4	1.4	1.1	2.0	1.8	1.7	1.8	1.9	
• WNNK	Harrisburg	B	104.1	22.5	725	d	AMFM Inc	62	9910 p		g	CHR	7,300	1.81	14.8	11.0	10.0	11.9	11.5	12.0	10.2	11.3	9.1	
WQXA	York	B	105.7	25.0	705	a	Citadel Comm Corp	48	9707		g1	Alternative	1,600	0.75	7.8	6.4	6.1	4.9	5.2	6.0	5.1	5.8	5.6	
WRKZ	Hershey	B	106.7	14.0	929	a	Citadel Comm Corp	64	9707		g	Country	2,100	1.08	7.1	5.8	5.9	4.5	4.4	5.0	6.1	3.8	5.6	
# FM Stations -					13	# Combos -					8	FM TOTALS				72.5	52.8	52.2	51.8	49.7	54.4	51.7	51.1	51.6

AM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
																1999	1999	1999	1998	1998	1998	1998		
WHP	Harrisburg	B	580	5.0	5.00	c	Clear Channel	24	9906		g2	News/Talk	2,400	0.73	12.0	8.3	9.0	8.8	9.1	8.3	8.0	10.2	8.0	
WWII	Shiremanstown	B	720	2.0	0.00		Hensley Bcstg Inc	87				ChrsContemp	200		0.7	0.0	0.0	0.6	0.5	0.4	0.6	0.6	0.5	
• WADV	Lebanon	B	940	1.0	0.01		WADV Radio Inc	76	9804 p		5	Gsp/BGs/Cty			0.8	0.0	0.0	0.4	0.5	0.9	0.5	0.4	0.4	
WHYL	Carlisle	B	960	5.0	0.00	a	Citadel Comm Corp	48	9901		c1	Adlt Stndrd	300	0.25	4.4	2.4	1.6	1.6	1.9	2.9	3.4	2.9	3.4	
WIOO	Carlisle	B	1000	1.0	0.00		Swidler, Harold	65				Country	150		0.4	0.7	0.6	0.7	0.4	0.0	0.4	0.0	0.8	
WKBO	Harrisburg	C	1230	0.5	0.48	c	Clear Channel	22	9809		g2	Nostalgia	200	0.41	1.8	1.4	1.5	1.6	1.5	1.3	1.7	1.0	1.3	
WLBR	Lebanon	B	1270	5.0	1.00	b	Lebanon Bcstg Co	46				FullService	600	0.71	3.1	2.5	1.4	3.1	2.1	2.1	1.8	2.5	2.4	
• WTCY	Harrisburg	C	1400	1.0	1.00	d	AMFM Inc	45	9910 p		g	Urban	300	0.31	3.5	2.3	2.5	2.6	3.7	2.6	3.0	2.1	2.5	
WWKL	Harrisburg	B	1460	5.0	5.00	c	Clear Channel	48	9906		g2	Oldies	200		0.8	0.1	0.1	0.1	0.1	0.1	0.5	0.1	1.5	
WSHP	Shippensburg	B	1480	0.5	0.01		Allegheny Mtn Ntwk	61	9701			Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WWSM	Annville-Cleona	B	1510	5.0	0.00		Sickafus, Patrick H.	68	9310			Country				0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					11	# Combos -					6	AM TOTALS				27.5	17.7	16.7	20.1	19.8	18.6	19.9	19.8	20.8
AM & FM Stations Profiled -					24	# Duopolies -					6	Total Local Commercial Share					70.5	68.9	71.9	69.5	73.0	71.6	70.9	72.4

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 77

Revenue Rank: 116

Monterey-Salinas-Santa Cruz Market Overview



Metro Counties / Population (000)

Monterey, CA	382.0
Santa Cruz, CA	248.7
Total	630.7

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$11,000	\$11,800	\$12,600	\$13,100	\$13,800	\$14,300	5.4%
★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	11.2%	\$15,900	\$17,300	\$19,000	\$20,300	\$22,200	8.7%

	1992	1997	2002	Est. Breakout
Revenue/Retail Sales	\$2.45/1,000	\$2.74/1,000	\$3.75/1,000	Local 78%
Revenue/Capita	\$18.12	\$22.67	\$33.32	National 22%

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	607.2	630.7	0.8%	630.7	666.2	1.1%
Households	201.0	209.1	0.8%	209.1	220.1	1.0%
Retail Sales	4,484.8	5,215.7	3.1%	5,215.7	5,920.6	2.6%
EBI	9,477.2	10,978.3	3.0%	10,978.3	13,552.7	4.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	319.9	61.1	26.1	34.9	55.2	58.0	36.2	48.5
Women (000)	310.8	57.3	23.9	30.0	47.8	54.3	35.4	62.1
Total	630.7	118.3	50.0	64.9	102.9	112.3	71.6	110.6
Percentage	100.0%	18.8%	7.9%	10.3%	16.3%	17.8%	11.4%	17.5%
Per Capita	\$ 17,407							
				Median Household	\$ 41,056		Avg Household	\$ 52,503
Ethnic Population:	White 86.6%		Black 4.1%		Asian 8.3%		Hispanic 35.2%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	11	10		13	21	13	34
Tot 12+	23.6	36.4		53.9	60.0	8.9	68.9
Avg 12+	2.1	3.6		4.1	2.9	0.7	2.0
Tot LCS	34.3	52.8		78.2	87.1	12.9	100.0
Avg LCS	3.1	5.3		6.0	4.1	1.0	2.9

Competitive Overview

Some stations also rated in San Jose.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
● KMJO	Marina	B1	92.7	6.9	620	a	Clear Channel	82	9710	23,200	d1	Modern Rock	800	1.14	4.4	2.5	2.7	2.7	2.3	3.0	2.4	2.7	3.5
● KCDU	Hollister	A	93.5	0.1	2297	b	New Wave Bcstg	79	9710	5,300	d2	Hot AC	950	0.88	6.8	2.9	3.7	3.8	3.3	4.3	5.1	4.1	4.5
	KHIP	Felton	93.7	0.0	1230	b	New Wave Bcstg	98	9708		35 cp	Alternative				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	KZSL	King City	93.9	5.4	702	e	Z-Spanish Media	81	9811	1,600	c4	Spanish	300	0.94	2.0	0.8	0.6	0.6	1.6	1.0	1.6	1.1	1.5
	KBOQ	Carmel	95.5	1.7	630		J & M Bcstg Inc	93				Classical	550	0.56	6.2	4.2	3.9	3.9	3.5	3.5	4.7	4.2	3.9
	KWAV	Monterey	96.9	18.0	2451	c	Buckley Bcstg Corp	61	8005	700		AC	1,900	1.84	6.5	3.7	5.6	3.7	3.9	4.2	4.2	4.8	4.1
● KLXM	Salinas	A	97.9	2.9	479	e	Z-Spanish Media	97	9905	4,500	d3	Spanish			0.9	0.5	0.7	1.0	0.5	0.9	0.4	0.6	0.6
● KZOL	Santa Cruz	B	99.1	1.1	2612		Hlspanic Bcstg	61	9702			Span/Urban	n/a		3.1	4.2	3.0	3.1	3.5	1.8	1.7	1.7	3.0
	KLOK	Greenfield	99.5	30.0	640	d	EXCL Comm Inc	89	9411	1,000	c2	Spanish	750	0.76	6.2	4.1	4.8	2.7	5.0	4.8	4.3	3.6	3.8
	KTOM	Salinas	100.7	1.4	2421	a	Clear Channel	64	9710		d1	Country	2,400	1.80	8.4	5.0	5.9	5.7	5.3	7.1	4.9	5.7	4.6
● KBTU	Carmel	A	101.7	2.4	529	b	New Wave Bcstg	71	9710		d2	Rhymc/AC	500	0.85	3.7	3.6	4.5	2.0	1.8	1.8	2.7	2.8	2.5
	KRKC	King City	102.1	2.6	1821	f	Radio Del Rey Inc	89				AC			0.3	0.0	0.0	0.4	0.0	0.0	0.4	0.5	0.0
	KDON	Salinas	102.5	18.5	2270	a	Clear Channel	59	9707 p		d1	CHR	2,100	0.99	13.4	7.0	7.3	9.7	10.1	9.4	8.8	8.8	8.4
	KRAY	Salinas	103.5	2.5	512	e	Z-Spanish Media	77	9905		d3	Spanish	750	1.07	4.4	2.8	3.2	3.6	3.8	2.6	3.3	3.4	2.4
	KISE	Seaside	103.9	1.4 cp	686		Dunlin Group	94				Clsc Rock	200	1.26	1.0	0.8	0.6	0.9	0.8	0.8	0.5	0.5	0.8
● KMBY	Gonzales	A	104.3	2.6	509	b	New Wave Bcstg	90	9711			New Rock	400	0.84	3.0	2.5	2.6	2.2	1.7	2.3	2.0	2.4	1.3
	KOCN	Pacific Grove	105.1	4.2 cp	791	a	Clear Channel	77	9710		d1	Oldies	1,250	1.19	6.6	3.5	3.5	4.1	4.3	4.0	4.5	5.1	4.0
	KLUE	Soledad	106.3	4.7	371		Infinity Bcstg	91	9805		g	AC	150		0.2	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
● KSES	Seaside	A	107.1	1.9	587	d	EXCL Comm Inc	72	9508		na	Spanish	300	1.05	1.8	1.3	1.2	1.0	1.3	1.3	1.2	1.6	0.6
● KPIG	Freedom	A	107.5	5.4 cp	338	b	New Wave Bcstg	87	9710		d2	Americana	1,000	1.16	5.4	5.0	3.2	5.0	4.4	3.8	4.1	3.6	2.8
	KSEA	Greenfield	107.9	0.9	1637		Radio Campesina	98	9701	600	cp	Spanish			0.4	3.0	3.0	1.0	1.1	1.1	0.0	0.0	0.0
				# FM Stations -		21	# Combos -		16	FM TOTALS				84.7	57.4	60.0	57.1	58.2	58.1	56.8	57.2	52.3	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 77

Revenue Rank: 116

Monterey-Salinas-Santa Cruz Market Overview



Metro Counties / Population (000)

Monterey, CA	382.0
Santa Cruz, CA	248.7
Total	630.7

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

ESTIMATED GROSS REVENUES ★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$11,000	\$11,800	\$12,600	\$13,100	\$13,800	\$14,300	5.4%
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
11.2%	\$15,900	\$17,300	\$19,000	\$20,300	\$22,200	8.7%	
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$2.45/1,000	\$2.74/1,000	\$3.75/1,000	Local	78%		
Revenue/Capita	\$18.12	\$22.67	\$33.32	National	22%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	607.2	630.7	0.8%	630.7	666.2
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Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	319.9	61.1	26.1	34.9	55.2	58.0	36.2	48.5
Women (000)	310.8	57.3	23.9	30.0	47.8	54.3	35.4	62.1
Total	630.7	118.3	50.0	64.9	102.9	112.3	71.6	110.6
Percentage	100.0%	18.8%	7.9%	10.3%	16.3%	17.8%	11.4%	17.5%
Per Capita	\$ 17,407			Median Household	\$ 41,056		Avg Household	\$ 52,503
Ethnic Population:	White 86.6%		Black 4.1%		Asian 8.3%		Hispanic 35.2%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	11	10		13	21	13	34
Tot 12+	23.6	36.4		53.9	60.0	8.9	68.9
Avg 12+	2.1	3.6		4.1	2.9	0.7	2.0
Tot LCS	34.3	52.8		78.2	87.1	12.9	100.0
Avg LCS	3.1	5.3		6.0	4.1	1.0	2.9

Competitive Overview

Some stations also rated in San Jose.

AM Stations														ARB 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
				Power (kW)	Power (kW)											1999	1999	1999	1998	1998	1998	1998	1997		
KIEZ	Carmel Valley	B	540	10.0 cp	0.50	h	Wagenvoord	89	9907	275		Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KIDD	Monterey	B	630	1.0	1.00	c	Buckley Bcstg Corp	55	9501	200		Nostalgia	250	0.31	5.1	3.6	3.4	4.2	2.4	3.3	2.9	3.0	4.3		
● KSES	Soledad	B	700	2.5	0.70	d	EXCL Comm Inc	90	9411		c2	Spanish			0.2	0.2	0.0	0.0	0.4	0.1	0.1	0.1	0.1		
● KKMC	Salinas	B	880	10.0 cp	10.00		Monterey Cnty	84				Religion			0.9	0.5	0.5	0.5	0.5	0.8	0.5	0.6	0.5		
KCTY	Salinas	B	980	10.0 cp	10.00	e	Z-Spanish Media	63	9905		d3	Spanish	100		0.6	0.0	0.5	0.0	0.0	0.5	0.0	0.5	0.5		
KSCO	Santa Cruz	B	1080	10.0	5.00	g	Zwerling Bcstg Sys	47	9012	600		News/Talk	700	0.98	4.5	1.7	2.0	2.7	2.9	2.1	3.7	3.3	2.9		
KNRY	Monterey	C	1240	1.0	1.00	h	Wagenvoord	35	9202	425		Nws/Tlk/Spt	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KOMY	La Selva Beach	C	1340	1.0	1.00	g	Zwerling Bcstg Sys	37	9707	18		News/Talk			0.1	0.1	0.0	0.0	0.4	0.0	0.4	0.0	0.0		
KTOM	Salinas	B	1380	5.0	5.00	a	Clear Channel	47	9710		d1	Sports			0.4	0.0	0.0	0.8	0.6	0.5	0.0	0.0	0.5		
KRML	Carmel	B	1410	2.5 cp	2.00		Wisdom Bcstg	57	8512	120		Jazz			0.2	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.5	0.0	
KTXS	Salinas	B	1460	10.0 cp	10.00	a	Clear Channel	47	9710		d1	DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KRKC	King City	C	1490	1.0	1.00	f	Radio Del Rey Inc	58	8207	270		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KTGE	Salinas	B	1570	5.0	0.50	e	Z-Spanish Media	63	9811		c4	Spanish	400	0.76	3.3	1.6	2.1	0.6	1.9	1.1	2.7	2.2	2.8		
# AM Stations -					13	# Combos -					11	AM TOTALS					15.3	8.1	8.9	8.8	9.1	8.4	10.3	10.2	11.6
AM & FM Stations Profiled -					34	# Duopolies -					11	Total Local Commercial Share					65.5	68.9	65.9	67.3	66.5	67.1	67.4	63.9	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 78

Revenue Rank: 66

Toledo, OH Market Overview



Metro Counties / Population (000)

Fulton, OH	41.3
Lucas, OH	448.3
Wood, OH	119.7
Total	609.3

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$15,600	\$17,700	\$20,000	\$20,200	\$21,800	\$25,500
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
	11.0%	\$28,300	\$31,100	\$34,200	\$36,900	\$40,600	9.5%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.19/1,000	\$3.69/1,000	\$4.71/1,000	Local	83%		
Revenue/Capita	\$25.04	\$41.85	\$67.61	National	17%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	623.1	609.3	-0.4%	609.3	600.5
Households	234.5	231.2	-0.3%	231.2	231.8	0.1%
Retail Sales	4,895.9	6,907.8	7.1%	6,907.8	8,614.2	4.5%
EBI	8,799.6	9,850.0	2.3%	9,850.0	11,551.2	3.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	293.2	54.9	26.2	31.5	44.2	47.7	35.8	52.9
Women (000)	316.1	53.1	25.5	34.3	43.8	49.8	37.8	71.8
Total	609.3	108.0	51.7	65.9	88.0	97.5	73.5	124.7
Percentage	100.0%	17.7%	8.5%	10.8%	14.4%	16.0%	12.1%	20.5%
Per Capita	\$ 16,166	Median Household		\$ 34,708	Avg Household		\$ 42,604	
Ethnic Population:	White 86.1%	Black 12.3%	Asian 1.3%	Hispanic 4.1%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	11	6		10	17	9	26
Tot 12+	26.8	42.7		66.3	69.5	12.1	81.6
Avg 12+	2.4	7.1		6.6	4.1	1.3	3.1
Tot LCS	32.8	52.3		81.3	85.2	14.8	100.0
Avg LCS	3.0	8.7		8.1	5.0	1.6	3.8

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)†/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
															1999	1999	1999	1998	1998	1998	1998	1997		
WVKS	Toledo	B	92.5	50.0	479	d	Clear Channel	57	9905		g2	CHR	3,750	1.00	13.3	10.9	9.6	11.1	9.2	11.6	9.6	10.7	10.2	
WRQN	Bowling Green	A	93.5	4.1	397	a	Cumulus Bcstg Inc	64	9711		c3	2	Oldies	1,650	0.82	7.1	5.2	5.5	5.3	5.5	5.2	6.3	4.7	6.2
WXKR	Port Clinton	B	94.5	30.0	630	a	Cumulus Bcstg Inc	61	9802	5,000	1	Clsc Rock	1,000	0.86	4.1	5.0	5.5	4.8	3.8	4.1	4.1	3.2	1.6	
WQTE	Adrian	A	95.3	3.0	299	b	Friends Comm	76	9010	1,500	c1	Country			0.5	0.0	0.4	0.0	0.0	0.4	0.6	0.0	0.6	
WIMX	Gibsonburg	A	95.7	3.5	433		Riverside Bcstg	89	9802	1,500	2	Urban AC	250	0.34	2.6	3.6	3.0	2.4	1.8	2.3	2.2	2.0	1.6	
WMTR	Archbold	A	96.1	3.8	400		Nobco Inc	68				AOR	150		0.6	0.5	0.5	1.1	0.5	0.5	0.0	0.9	0.6	
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	
WJZE	Oak Harbor	A	97.3	1.6	407		RASP Bcstg	93	9311	200	1	AOR	350	0.44	2.8	0.0	0.4	0.7	0.8	1.9	1.7	2.5	2.7	
WTWR	Monroe	A	98.3	1.4	466		Cumulus Bcstg Inc	67	9808	2,800		Top 40	525	0.93	2.0	1.7	1.5	1.7	1.6	1.3	1.7	1.5	1.7	
WKKO	Toledo	B	99.9	50.0 cp	499	a	Cumulus Bcstg Inc	56	9711		c3	2	Country	6,275	1.39	16.0	12.8	13.2	13.7	13.0	13.5	12.4	11.7	13.0
WKXA	Findlay	B	100.5	20.0	440	e	Findlay Publishing	48				Hot AC			0.3	0.0	0.0	0.0	0.0	0.0	0.4	0.4	0.0	
WRVF	Toledo	B	101.5	19.0	807	d	Clear Channel	46	9905		g2	AC	3,425	1.16	10.4	7.4	8.6	7.2	9.1	7.5	8.7	8.9	7.6	
WIOT	Toledo	B	104.7	50.0	541	d	Clear Channel	49	9905		g2	Rock	3,300	1.51	7.7	6.7	5.8	5.5	6.6	5.9	6.1	5.6	6.8	
• WWWW	Sylvania	A	105.5	4.3	390	a	Cumulus Bcstg Inc	68	9710	10,000	c4	1	Hot AC	3,250	1.37	8.4	6.3	7.1	5.2	6.2	6.3	6.5	6.7	7.1
WBUZ	Delta	A	106.5	3.0	328	a	Cumulus Bcstg Inc	94	9902 p	4,925	1	AOR	1,250	0.96	4.6	2.7	3.0	2.9	3.0	2.8	3.4	3.4	5.0	
WJUC	Swanton	A	107.3	3.0	328		Welch Comm Inc	97				Urban AC	250	0.17	5.2	4.0	5.0	4.5	4.3	4.4	3.8	3.9	4.2	
WIMJ	North Baltimore	A	107.7	3.0	328	d	Clear Channel	91	9905		g2	Oldies			0.8	0.0	0.4	0.4	0.7	0.8	0.5	0.5	0.6	
# FM Stations -				17	# Combos -				12	FM TOTALS				86.4	66.8	69.5	66.5	66.1	68.5	68.0	66.6	69.5		

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)†/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																1999	1999	1999	1998	1998	1998	1998	1997	
WJYM	Bowling Green	B	730	1.0	0.36		Swaggart, Jimmy	64	7610			Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WCWA	Toledo	C	1230	1.0	1.00	d	Clear Channel	38	9905		g2	Nostalgia	500	0.50	3.5	3.1	2.6	3.2	2.8	2.9	2.6	2.5	3.1	
WFIN	Findlay	B	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	
WSPD	Toledo	B	1370	5.0	5.00	d	Clear Channel	21	9905		g2	News/Talk	1,750	0.84	7.4	5.0	7.4	6.8	6.3	5.1	5.6	6.2	6.6	
WFOB	Fostoria	B	1430	1.0	1.00	c	Roppe Corp	52	9105		st	AC/Nws/Spt				0.4	0.4	0.4	0.0	0.0	0.0	0.0	0.0	
WLQR	Toledo	B	1470	1.0 cp	1.00	a	Cumulus Bcstg Inc	54	9710		c4	1	Sports	400	1.41	1.0	0.9	0.6	0.9	0.9	0.8	0.8	0.6	0.9
WABJ	Adrian	C	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	
WDMN	Toledo	B	1520	1.0	1.00		Cornerstone	66	9806	200		Gsp/Inp/CCt	175		0.9	0.4	0.5	0.8	0.4	0.9	0.8	0.8	0.4	
WTOD	Toledo	B	1560	5.0 cp	0.00	a	Cumulus Bcstg Inc	46	9711		c3	2	Country			0.8	0.4	0.6	0.8	0.5	0.8	0.4	0.6	
# AM Stations -				9	# Combos -				7	AM TOTALS				13.6	10.2	12.1	12.9	10.9	10.5	10.2	10.7	11.7		
AM & FM Stations Profiled -				26	# Duopolies -				7	Total Local Commercial Share				77.0	81.6	79.4	77.0	79.0	78.2	77.3	81.2			

• Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.

Metro Rank: 79

Revenue Rank: 250

Sarasota - Bradenton, FL Market Overview



Metro Counties / Population (000)

Manatee, FL	244.9
Sarasota, FL	314.9
Total	559.8

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

ESTIMATED GROSS REVENUES	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$3,700	\$3,700	\$3,900	\$4,000	\$3,800	\$3,800	\$3,800
★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	13.2%	\$4,300	\$4,700	\$5,100	\$5,500	\$6,000	8.5%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
Revenue/Capita	\$0.74/1,000	\$0.62/1,000	\$0.79/1,000	Local	90%		
	\$7.16	\$6.79	\$10.26	National	10%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	517.0	559.8	1.6%	559.8	585.0
Households	228.9	246.4	1.5%	246.4	258.5	1.0%
Retail Sales	4,982.5	6,167.4	4.4%	6,167.4	7,548.9	4.1%
EBI	8,394.5	10,682.0	4.9%	10,682.0	13,265.4	4.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	265.1	33.7	15.5	15.3	30.9	35.6	30.4	103.8
Women (000)	294.7	32.0	14.7	14.6	30.4	37.3	35.2	130.3
Total	559.8	65.7	30.3	29.9	61.3	72.9	65.6	234.1
Percentage	100.0%	11.7%	5.4%	5.3%	11.0%	13.0%	11.7%	41.8%
Per Capita	\$ 19,082	Median Household		\$ 32,670	Avg Household		\$ 43,352	
Ethnic Population:	White 91.9%	Black 7.0%	Asian 0.9%	Hispanic 4.4%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		7	6	8	8	16
Tot 12+	3.5		36.4	33.7	39.9	1.6	41.5
Avg 12+	3.5		5.2	5.6	5.0	0.2	2.6
Tot LCS	8.4		87.7	81.2	96.1	3.9	100.0
Avg LCS	8.4		12.5	13.5	12.0	0.5	6.3

Competitive Overview

Some stations also rated in Tampa-St. Petersburg-Clearwater.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)											
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995				
WDDV	Venice	C3	92.1	22.0	328	a	74	9905			Nstlg/Easy				9.9	6.2	7.8	4.1	4.2	4.2	4.0	3.3				
WFLZ	Tampa	C	93.3	99.0	1358		48	9905			CHR	n/a		15.0	6.2	5.9	6.3	7.2	8.0	6.4	5.8	4.7				
• WLLD	Holmes Beach	C2	98.7	50.0	489		91	9811			CHR	n/a		3.7	3.2	2.8	1.9	1.5	2.0	2.4	1.7	1.5				
• WHPT	Sarasota	C	102.5	100.0	1650		60	9905			Clsc Rock	n/a		10.3	6.2	6.8	4.8	4.5	4.8	4.5	4.5	7.9				
• WKZM	Sarasota	C2	104.3	6.0	266		74	9909 p	1,500		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WYNF	Englewood	A	105.9	4.3 cp	394	a	99				Rock	1,000	2.50	9.3	3.5	4.0	4.7	3.8	4.2	7.0	5.8	6.8				
WCTQ	Sarasota	C2	106.5	13.0	584	a	65	9905		g1	Country	1,100	1.98	12.9	5.6	6.2	7.8	4.1	4.2	4.2	4.0	3.3				
WSRZ	Coral Cove	C2	107.9	47.0 cp	509	a	95	9905		g1	Oldies	1,200	2.61	10.7	5.3	4.0	5.2	4.5	3.9	5.1	4.6	3.6				
# FM Stations -															8	# Combos -		4	FM TOTALS							
															61.9	39.9	35.9	38.5	29.7	31.3	33.8	30.4	31.1			

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)										
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995			
• WUGL	Sarasota	B	930	5.0	2.50		WGUL FM Inc	49	9909	900		News/Talk	350	3.26	2.5	0.9	0.5	1.4	0.9	1.8	1.9	1.1	0.7			
WQSA	Sarasota	B	1220	1.0 cp	0.04		Alliance Bcstg	61	9702	135		Information			0.5	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0			
WTMY	Sarasota	B	1280	0.5	0.34	b	Metropolitan Radio	61	9609	125		Bus News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WAMR	Venice	B	1320	5.0	1.00	a	Clear Channel	60	9905		g1	Sports	300	5.81	1.2	0.0	0.4	0.4	0.7	1.5	0.5	0.6	0.7			
WBRD	Palmetto	B	1420	2.5	1.00	b	Metropolitan Radio	57	9606	162		Gospel	100		0.4	0.0	0.0	0.4	0.0	0.7	0.4	0.4	0.6			
WSPB	Sarasota	C	1450	1.0	1.00	a	Clear Channel	39	9905		g1	News/Talk	200		0.5	0.3	0.0	0.5	0.0	0.0	0.0	0.0	0.0			
WWPR	Bradenton	C	1490	1.0	1.00		Greenrose Bctg	46	9701	275		Oldies			0.4	0.4	0.0	0.4	0.0	0.5	0.0	0.4	0.6			
WENG	Englewood	B	1530	1.0	0.00		Murray Bcstg Co	64	9308	165		Nws/Tlk/Spt			0.5	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0			
# AM Stations -															8	# Combos -		4	AM TOTALS							
															6.0	1.6	0.9	3.1	2.4	4.5	2.8	2.5	2.6			
AM & FM Stations Profiled -															16	# Duopolies -		4	Total Local Commercial Share							
															41.5	36.8	41.6	32.1	35.8	36.6	32.9	33.7				

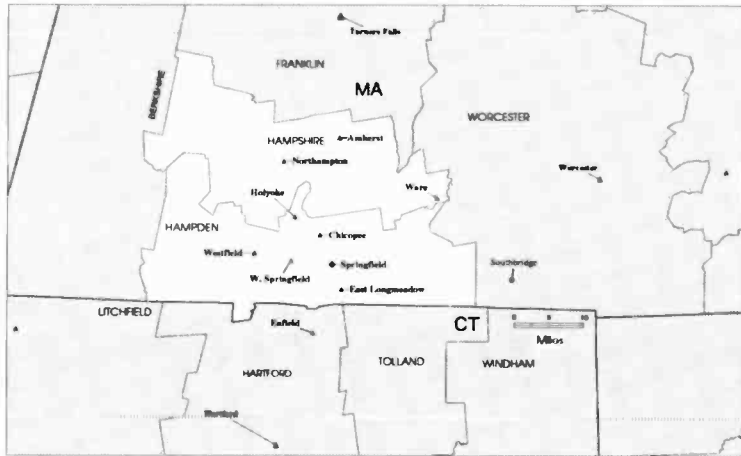
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 80

Revenue Rank: 97

Springfield, MA Market Overview



Metro Counties / Population (000)

Hampden, MA	438.0
Hampshire, MA	153.6
Total	591.6

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97						
		\$11,700	\$13,000	\$15,100	\$16,200	\$16,600	\$17,100	7.9%					
Δ 97 - 98	4.7%	1998	\$17,900	1999	\$18,900	2000	\$20,200	2001	\$21,500	2002	\$23,000	Δ 98 - 02	6.5%
Revenue/Retail Sales	\$2.83/1,000	1997	\$3.92/1,000	2002	\$5.11/1,000	Est. Breakout		Local	75%				
Revenue/Capita	\$19.30	\$28.90	\$39.53	National	25%								

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	606.1	591.6	-0.5%	591.6	581.8
Households	222.0	218.3	-0.3%	218.3	218.4	0.0%
Retail Sales	4,135.6	4,366.5	1.1%	4,366.5	4,498.4	0.6%
EBI	9,195.2	8,807.8	-0.9%	8,807.8	9,239.5	1.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	281.2	49.0	22.3	32.9	41.6	46.1	34.3	55.0
Women (000)	310.4	46.8	21.3	38.2	42.8	49.0	36.1	76.2
Total	591.6	95.8	43.6	71.2	84.3	95.2	70.4	131.2
Percentage	100.0%	16.2%	7.4%	12.0%	14.3%	16.1%	11.9%	22.2%
Per Capita	\$ 14,888	Median Household		\$ 34,004	Avg Household		\$ 40,347	
Ethnic Population:	White 89.9%	Black 7.8%	Asian 2.1%	Hispanic 10.1%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	6		6	11	10	21
Tot 12+	13.0	37.4		35.6	50.4	16.9	67.3
Avg 12+	2.6	6.2		5.9	4.6	1.7	3.2
Tot LCS	19.3	55.6		52.9	74.9	25.1	100.0
Avg LCS	3.9	9.3		8.8	6.8	2.5	4.8

Competitive Overview

Some stations also rated in Hartford.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
															Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
WHYN	Springfield	B	93.1	8.9	1001	b	46	9607		g2	AC	2,300	1.25	10.3	6.6	7.2	6.4	5.6	6.3	7.3	7.1	7.2
• WPVQ	Turners Falls	A	93.9	2.5	358						Country			0.7	0.6	0.8	0.8	0.6	0.4	0.5	0.5	0.5
WMAS	Springfield	B	94.7	50.0	194	a	47				AC	3,200	1.27	14.1	9.6	8.4	8.9	10.2	9.4	10.0	9.4	9.3
• WKSS	Hartford-Meridn	B	95.7	16.5	879		47	9910 p			Top 40	n/a		7.1	6.2	6.1	5.1	5.2	5.3	5.5	4.4	4.0
• WTIC	Hartford	B	96.5	20.0	810		40	9805			Modern AC	n/a		6.7	3.9	4.6	4.3	4.4	4.9	4.6	4.5	4.2
• WPKX	Enfield	A	97.9	2.2	528	c	90	9910 p		g	Country	2,650	1.30	11.4	7.5	7.6	7.6	7.9	6.9	7.7	8.2	8.1
• WHMP	Northampton	A	99.3	5.8 cp	331	c	56	9910 p		g	Alternative	1,450	2.13	3.8	2.7	2.6	2.0	2.2	3.2	2.2	2.1	2.7
WRNX	Amherst	A	100.9	1.4	692	e	90				AAA	900	1.57	3.2	2.1	2.0	2.9	2.7	2.1	2.1	1.8	2.5
WAQY	Springfield	B	102.1	17.0	781	d	66	9011		g1	Clsc Rock	3,900	1.82	12.0	7.9	7.8	5.7	8.7	7.6	8.6	10.2	6.3
• WEIB	Northampton	A	106.3	3.0 cp	289			99			AC				0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAAF	Worcester	B	107.3	20.0	784		61	9811			AOR	n/a		4.7	3.2	3.3	2.3	2.6	2.7	2.7	3.6	3.8
# FM Stations -				11	# Combos -				6	FM TOTALS				74.0	50.8	50.4	46.0	50.1	48.8	51.2	51.8	48.6

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
WHYN	Springfield	B	560	5.0	1.00	b	Clear Channel	41	9607		g2	News/Talk	1,500	0.96	8.7	5.3	5.2	4.7	5.3	6.5	6.3	6.0	4.8
WNNZ	Westfield	B	640	50.0 cp	14.00		Clear Channel	57	9811	1,275		Talk	600	0.64	5.2	3.0	4.7	3.6	2.2	3.3	3.5	3.7	3.7
WACE	Chicopee	B	730	5.0	0.01		Catholic Radio	46	9910		g3	Religion			0.3	0.4	0.4	0.5	0.0	0.0	0.4	0.4	0.0
• WARE	Ware	B	1250	5.0	2.50		Mega Comm Inc	48	9908	475		Spanish	100		0.8	0.0	0.8	0.7	1.0	1.0	0.6	0.0	0.5
WSPR	Springfield	B	1270	5.0	1.00		Dinis, Edmund	36	9302	70		Spanish	200	0.47	2.4	2.1	0.7	1.7	1.7	1.7	1.2	1.9	1.7
• WHMP	Northampton	C	1400	1.0	1.00	c	AMFM Inc	50	9910 p		g	News/Talk	750	2.09	2.0	1.2	1.4	1.3	0.6	1.0	1.8	1.4	1.3
WTTT	Amherst	B	1430	5.0	0.00	e	Hampshire Cnty	63	9002	400		News/Talk			0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	
WMAS	Springfield	C	1450	1.0	1.00	a	Lappin Comm	32	7805			Nostalgia	300	0.29	5.8	2.6	3.7	4.5	4.0	3.0	3.5	4.8	3.8
WACM	W. Springfield	C	1490	0.5	0.47		Gois, Antonio F.	49	9707	600		Spanish			0.5	0.0	0.0	1.2	0.4	0.5	0.0	0.4	0.5
WPNT	East	B	1600	2.5	2.50	d	Saga Comm Inc	47	9011		g1	Clsc Rock				0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0
# AM Stations -				10	# Combos -				5	AM TOTALS				25.8	14.6	16.9	18.2	15.3	17.6	17.4	19.0	16.3	
AM & FM Stations Profiled -				21	# Duopolies -				2	Total Local Commercial Share				65.4	67.3	64.2	65.4	66.4	68.6	70.8	64.9		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 81

Revenue Rank: 86

Greenville-New Bern-Jacksonville Market Overview



Metro Counties / Population (000)

Beaufort, NC	44.7
Carteret, NC	60.1
Craven, NC	87.3
Greene, NC	17.3
Jones, NC	9.6
Lenoir, NC	60.0
Onslow, NC	145.6
Pamlico, NC	12.5
Pitt, NC	120.7
Total	557.8

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$9,500	\$10,500	\$12,000	\$13,600	\$15,400	\$17,900
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
	8.9%	\$19,500	\$21,100	\$23,000	\$24,800	\$27,000	8.5%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$2.56/1,000	\$3.51/1,000	\$3.92/1,000	Local	85%		
Revenue/Capita	\$17.46	\$32.09	\$46.21	National	15%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	544.2	557.8	0.5%	557.8	584.3
Households	189.5	195.6	0.6%	195.6	209.4	1.4%
Retail Sales	3,708.7	5,105.2	6.6%	5,105.2	6,894.3	6.2%
EBI	6,550.6	7,760.4	3.4%	7,760.4	10,259.4	5.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	285.9	48.7	22.5	50.9	48.3	42.2	30.3	43.0
Women (000)	271.9	47.0	21.5	30.3	41.0	41.1	32.7	58.2
Total	557.8	95.7	44.0	81.3	89.3	83.3	63.0	101.2
Percentage	100.0%	17.2%	7.9%	14.6%	16.0%	14.9%	11.3%	18.2%
Per Capita	\$ 13,912	Median Household		\$ 29,199	Avg Household		\$ 39,675	
Ethnic Population:	White 71.0%	Black 27.0%	Asian 1.5%	Hispanic 3.8%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		19	10	24	17	42
Tot 12+	5.4		68.4	58.3	73.8	3.0	76.8
Avg 12+	1.1		3.6	5.8	3.1	0.2	1.8
Tot LCS	7.0		89.1	75.9	96.1	3.9	100.0
Avg LCS	1.4		4.7	7.6	4.0	0.2	2.4

Competitive Overview

Some stations also rated in Raleigh and Wilmington, NC.

FM Stations											1998 Est		Avg '98	ARB 12+ Metro Shares (see rights)									
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	Revenue (000)1/	Power Ratio	Local Comm	Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
WRSV	Rocky Mount	A	92.1	2.4	532	i	North Star Inc	49				Urban AC	250	0.53	2.4	1.9	1.6	2.4	2.0	2.2	1.8	1.8	1.7
WQSL	Jacksonville	C2	92.3	22.7	725	e	Cumulus Bcstg Inc	94	9708		g1	Top 40	375	0.77	2.5	1.6	2.1	1.4	1.9	2.5	2.1	1.8	1.6
WERO	Washington	C	93.3	100.0	1782	f	Pinnacle Bcstg	61	9605	3,750	c5	Hot AC	775	1.17	3.4	2.2	2.1	2.3	1.7	3.2	2.5	2.3	2.7
• WNBR	Oriental	C3	94.1	11.0	486	h	Eastrn Carolina	93	9904	1,200		Beach/R&BOd	150		0.9	0.9	0.3	0.3	0.9	0.3	1.1	0.4	1.1
WGPM	Farmville	A	94.3	2.0	407	cp	Grantsboro Tower	74	9904	750		Soft AC			0.6	0.6	0.4	0.0	0.9	0.6	1.0	0.0	0.4
WRNS	Kinston	C	95.1	95.0	1499	f	Pinnacle Bcstg	68	8904		c2	Country	4,700	1.23	19.6	14.4	13.4	17.1	16.3	12.1	17.0	17.2	16.1
WRHT	Morehead City	C1	96.3	100.0	492	h	Eastrn Carolina	72	9002	1,525		CHR	1,000	1.17	4.4	4.5	4.1	3.1	3.6	3.6	3.6	3.2	3.5
• WZBR	Kinston	A	97.7	1.6	451	h	Eastrn Carolina	76	9904			Beach/R&BOd			1.6	0.6	0.6	0.6	0.7	1.0	1.6	1.7	0.7
WCZI	Washington	A	98.3	1.4	489		New East Comm	88	8910	640		Nws/Tlk/Spt			0.7	1.0	0.4	0.7	0.6	1.0	0.7	0.0	0.7
WKOQ	Jacksonville	C1	98.7	100.0	974		Pinnacle Bcstg	65	9708	4,000	c4		1,050	1.63	3.3	1.6	2.3	2.0	2.4	2.8	2.6	2.3	2.7
WXNR	Grifton	C2	99.5	16.5	843	c	Beasley Bcst Group	89	9611	2,000		Alternative	750	0.71	5.4	4.6	6.8	5.4	5.3	4.0	4.4	4.8	4.1
WLGP	Harkers Island	C1	100.3	100.0	486		Barinowski,	96	9505		nc	Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WANJ	Belhaven	C2	101.1	31.0	607		Pinnacle Bcstg	80	9708		c4	Oldies			0.5	0.4	0.4	0.6	0.6	0.4	0.1	0.3	0.7
WIKS	New Bern	C1	101.9	100.0	981	c	Beasley Bcst Group	77	9611	14,000	c8	Urban	2,700	0.87	15.9	13.6	10.7	12.0	13.4	12.1	14.0	12.1	12.3
WELS	Kinston	A	102.9	3.0	295	g	Willis Bcstg Corp	90	9607	150	c7	Gospel	350	0.51	3.5	2.5	2.4	2.5	3.3	2.5	2.3	3.4	2.8
• WMGV	Newport	C1	103.3	100.0	981	c	Beasley Bcst Group	83	9611		c8	Soft Rock	750	0.69	5.6	4.9	3.7	3.5	3.0	4.3	4.5	4.5	4.4
WCBZ	Williamston	C1	103.7	100.0	981	h	Eastrn Carolina	88	9506	725		CHR	450	1.21	1.9	1.5	1.7	1.6	1.1	1.4	1.5	1.4	1.7
• WZXS	Topsail Beach	C3	103.9	21.5	328	j	Jacksonville-Topsai	93	9802	650	1	Adit Stndrd			1.8	0.9	1.4	1.3	0.9	1.5	1.8	1.0	1.4
WANG	Havelock	C2	105.1	18.5	384	f	Pinnacle Bcstg	71	9608	325	c1	Adit Stndrd	75	0.32	1.2	1.3	1.7	2.5	1.4	1.4	0.8	0.8	0.7
WXQR	Jacksonville	C2	105.5	19.0	794	e	Cumulus Bcstg Inc	66	9708		g1	Cisc Rock	650	2.08	1.6	2.0	1.7	0.8	0.9	1.4	1.1	1.3	1.4
• WRDU	Wilson	C	106.1	100.0	1348		AMFM Inc	48	9910		p	AOR	n/a		1.5	2.2	1.3	1.1	1.0	1.1	1.1	1.0	1.6
• WSFL	New Bern	C1	106.5	100.0	915	c	Beasley Bcst Group	68	9107			Cisc Rock	2,500	1.24	10.3	6.2	8.9	10.6	9.9	8.6	7.1	8.3	8.6
WTKF	Atlantlc	C3	107.3	7.0	607		Atlantic Ridge Tlcst	92	9512		st	Nws/Tlk/Spt	200	0.64	1.6	1.3	1.6	1.3	1.3	1.3	1.2	1.4	1.1
WNCT	Greenville	C	107.9	100.0	1700	c	Beasley Bcst Group	63	9603	3,000	c6	Oldies	2,000	1.97	5.2	3.9	4.2	3.1	3.9	4.6	4.3	3.8	3.8
# FM Stations -					24	# Combos -					16	FM TOTALS			95.4	74.6	73.8	76.2	77.0	73.9	78.2	74.8	75.8

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 81

Revenue Rank: 86

Greenville-New Bern-Jacksonville Market Overview



Metro Counties / Population (000)

Beaufort, NC	44.7
Carteret, NC	60.1
Craven, NC	87.3
Greene, NC	17.3
Jones, NC	9.6
Lenoir, NC	60.0
Onslow, NC	145.6
Pamlico, NC	12.5
Pitt, NC	120.7
Total	557.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$9,500	\$10,500	\$12,000	\$13,600	\$15,400	\$17,900
★★★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	8.9%	\$19,500	\$21,100	\$23,000	\$24,800	\$27,000	8.5%
	1992	1997	2002				Est. Breakout
Revenue/Retail Sales	\$2.56/1,000	\$3.51/1,000	\$3.92/1,000				Local 85%
Revenue/Capita	\$17.46	\$32.09	\$46.21				National 15%

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	544.2	557.8	0.5%	557.8	584.3
Households	189.5	195.6	0.6%	195.6	209.4	1.4%
Retail Sales	3,708.7	5,105.2	6.6%	5,105.2	6,894.3	6.2%
EBI	6,550.6	7,760.4	3.4%	7,760.4	10,259.4	5.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	285.9	48.7	22.5	50.9	48.3	42.2	30.3	43.0
Women (000)	271.9	47.0	21.5	30.3	41.0	41.1	32.7	58.2
Total	557.8	95.7	44.0	81.3	89.3	83.3	63.0	101.2
Percentage	100.0%	17.2%	7.9%	14.6%	16.0%	14.9%	11.3%	18.2%
Per Capita	\$ 13,912			Median Household	\$ 29,199		Avg Household	\$ 39,675
Ethnic Population:	White 71.0%		Black 27.0%		Asian 1.5%		Hispanic 3.8%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		19	10	24	17	42
Tot 12+	5.4		68.4	58.3	73.8	3.0	76.8
Avg 12+	1.1		3.6	5.8	3.1	0.2	1.8
Tot LCS	7.0		89.1	75.9	96.1	3.9	100.0
Avg LCS	1.4		4.7	7.6	4.0	0.2	2.4

Competitive Overview

Some stations also rated in Raleigh and Wilmington, NC.

AM Stations														ARB 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	1999					1998				
																Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
WMBL	Morehead City	B	740	1.0 cp	0.01		Moseley, Ashley	47	9705	40		Nostalgia	50		0.5	0.0	0.0	0.0	0.4	0.4	0.7	0.0	0.6		
WSTK	Jacksonville	B	910	5.0	5.00		Conner Media Corp	54	9801	17		Nws/Tlk/Spt	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
● WDLX	Washington	B	930	5.0 cp	1.00	f	Pinnacle Bcstg	42	9608		c5	News/Talk	200		0.6	0.7	0.6	0.4	0.4	0.0	0.7	0.4	0.7		
WRNS	Kinston	B	960	5.0	1.00	f	Pinnacle Bcstg	37	8904		c2	Country			0.1	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.0		
WELS	Kinston	B	1010	1.0	0.08	g	Willis Bcstg Corp	50	9607	150	c7	Gospel	250		0.5	0.4	0.0	0.7	0.4	0.7	0.0	0.0	0.8		
WNCT	Greenville	B	1070	10.0	10.00	c	Beasley Bcst Group	40	9603		c6	Beach	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WLNR	Kinston	C	1230	1.0	1.00	b	Pellowski Republic	54	9910	250		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WJNC	Jacksonville	C	1240	1.0	1.00	j	Jacksonville-Topsai	45	9803	300	1	Nws/Tlk/Spt	175		0.9	0.4	0.0	0.4	0.6	0.7	0.7	0.7	0.8		
WGHB	Farmville	B	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	0.0	0.4		
WJCV	Jacksonville	B	1290	1.0	0.00		Caleb	68	7908			Inspiration			0.3	0.0	0.7	0.8	0.0	0.4	0.0	0.0	0.7		
WTOW	Washington	B	1320	0.5	0.05	d	Rouse, James	61	9302	75		Gospel			0.5	0.0	0.7	0.0	0.0	1.0	0.0	0.0	0.7		
WANG	Havelock	B	1330	1.0	0.00	f	Pinnacle Bcstg	62	9608		c1	Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WOOV	Greenville	C	1340	1.0	1.00	d	Rouse, James	59	8708	125	d	Religion			1.0	0.7	0.4	0.6	0.7	0.7	0.8	1.0	0.8		
WBTB	Beaufort	C	1400	1.0	1.00	h	Eastm Carolina	54	9705	18		DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WNOS	New Bern	C	1450	1.0	1.00		Thompson, Richard	42	8909	111		Adlt Stndrd			0.3	0.0	0.6	0.4	0.0	1.0	0.0	0.0	0.0		
WWNB	New Bern	C	1490	1.0	1.00	a	CTC Media Group	53	9010	100		Easy				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
● WSMO	Camp Lejeune	B	1580	10.0	0.02	a	CTC Media Group	80	9508	38		DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					17	# Combos -					11	AM TOTALS				4.8	2.2	3.0	3.3	2.6	5.0	3.0	2.2	5.5	
AM & FM Stations Profiled -					41	# Duopolies -					11	Total Local Commercial Share				76.8	76.8	79.5	79.6	78.9	81.2	77.0	81.3		

Other Rulemaking: 97.9, C3, Bayboro

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 82

Revenue Rank: 76

Baton Rouge, LA Market Overview



Metro Counties / Population (000)

Ascension, LA	71.2
East Baton Rouge, LA	397.5
Livingston, LA	84.4
West Baton Rouge, LA	20.5
Total	573.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	***	\$16,500	\$16,800	\$18,500	\$20,300	\$21,100	\$22,600
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	7.1%	\$24,200	\$25,900	\$28,000	\$29,700	\$31,800	7.0%
	1992	1997	2002				Est. Breakout
Revenue/Retail Sales	\$3.74/1,000	\$3.82/1,000	\$4.23/1,000				Local 90%
Revenue/Capita	\$30.34	\$39.40	\$53.79				National 10%

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	543.9	573.6	1.1%	573.6	591.2
Households	194.4	207.3	1.3%	207.3	217.7	1.0%
Retail Sales	4,412.6	5,915.3	6.0%	5,915.3	7,514.6	4.9%
EBI	7,890.3	9,059.5	2.8%	9,059.5	11,544.2	5.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	279.1	58.9	26.9	30.3	44.1	47.2	33.6	38.1
Women (000)	294.5	55.8	26.3	32.3	45.4	49.9	35.7	49.2
Total	573.6	114.7	53.2	62.6	89.4	97.1	69.3	87.4
Percentage	100.0%	20.0%	9.3%	10.9%	15.6%	16.9%	12.1%	15.2%
Per Capita	\$ 15,794							
				Median Household	\$ 35,017		Avg Household	\$ 43,702
Ethnic Population:	White 66.9%		Black 31.5%		Asian 1.4%		Hispanic 1.7%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		10	11	12	9	21
Tot 12+	4.2		54.9	58.5	59.1	16.4	75.5
Avg 12+	2.1		5.5	5.3	4.9	1.8	3.6
Tot LCS	5.6		72.7	77.5	78.3	21.7	100.0
Avg LCS	2.8		7.3	7.0	6.5	2.4	4.8

Competitive Overview

Some stations also rated in New Orleans and Lafayette, LA.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
WQCK	Clinton	C2	92.7	32.0		604		81	9703	2,025	+	AC	500	0.79	2.6	2.5	2.2	2.0	2.4	2.2	2.0	1.5	1.9
KOOJ	New Iberia	C1	93.7	97.0		997		92	9911	9,500		Oldies	385	0.27	6.0	4.0	3.6	2.9	2.7	3.7	4.8	5.0	4.2
WEMX	Kentwood	C1	94.1	100.0		981	a					Urban	900	0.37	10.1	10.3	7.8	9.1	9.8	7.1	7.3	7.6	7.7
• KRVE	Brusly	C2	96.1	43.0		449	b					AC	2,190	1.19	7.6	4.9	6.4	7.0	5.2	6.8	4.4	5.0	6.2
WDGL	Baton Rouge	C	98.1	95.0		1499	d					Clsc Rock	3,200	1.50	8.8	5.9	7.0	5.9	6.4	8.1	5.5	6.4	5.8
WXCT	Baton Rouge	C	100.7	97.0		1499	d					Country	1,800	0.93	8.0	4.1	5.2	5.2	7.4	5.5	8.0	5.8	4.3
• WYNK	Baton Rouge	C	101.5	96.0		1499	b					Country	4,390	1.40	13.0	7.5	8.1	7.4	7.4	8.1	9.0	9.9	11.1
• WFMF	Baton Rouge	C	102.5	100.0		1260	b					Top 40	1,625	1.08	6.2	5.3	5.7	6.1	4.7	5.0	3.9	4.7	4.5
WCAC	Hammond	C	103.3	100.0		1004	a					Country	1,500	1.44	4.3	2.4	3.2	2.9	2.2	2.5	3.8	3.3	3.0
KKAY	Donaldsonville	A	104.9	6.0 cp		283	c					Oldies			1.1	1.2	0.6	0.5	1.0	0.6	1.2	0.6	0.7
KQXL	New Roads	C2	106.5	50.0		486	a					Urban	2,500	1.40	7.4	5.7	5.7	5.2	5.8	6.1	5.2	5.1	5.3
WTGE	Baker	A	107.3	4.6		374	d			1,750		Rhymc/Oldies	400	0.57	2.9	4.3	3.6	2.3	1.3	1.6	1.9	1.8	3.3
# FM Stations -						12				# Combos -	10	FM TOTALS			78.0	58.1	59.1	56.5	56.3	57.3	57.0	56.7	58.0

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
WNDC	Baton Rouge	B	910	1.0		1.00		46	8812	450		Gospel	450	0.85	2.2	0.7	1.3	2.1	1.2	1.3	1.7	1.9	1.5
• WJBO	Baton Rouge	B	1150	5.0		5.00	b					Nws/Tlk/Spt	2,125	1.13	7.8	5.6	5.8	5.2	5.8	4.6	6.0	6.7	5.6
• WSKR	Denham Springs	B	1210	10.0		1.00	b					Sports	80			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KBRH	Baton Rouge	B	1260	5.0		0.13		77	9308			Urban/Oldies			0.5	0.7	0.0	0.8	0.4	0.6	0.4	0.6	0.0
WIBR	Baton Rouge	B	1300	5.0		1.00	a					Sports	350	0.96	1.5	1.2	1.2	1.2	0.9	1.5	1.0	0.7	1.2
• WYNK	Baton Rouge	B	1380	5.0		0.00	b					Children	40		0.2	0.0	0.0	0.0	0.4	0.6	0.0	0.0	0.1
WXOK	Baton Rouge	B	1460	5.0		1.00	a					Variety	1,400	0.79	7.3	6.4	5.8	5.5	4.9	5.8	5.0	6.0	4.9
WPFC	Port Allen	B	1550	6.0		0.50		63	9411	450		Religion	400	0.92	1.8	1.0	2.3	1.2	1.8	1.2	1.7	1.5	1.0
KKAY	White Castle	B	1590	1.0		0.07	c			25		Gospel			0.6	0.4	0.0	0.0	0.0	0.0	0.6	1.1	0.0
# AM Stations -						9				# Combos -	6	AM TOTALS			21.9	15.0	16.4	16.0	15.4	15.4	16.4	18.5	14.3
AM & FM Stations Profiled -						21				# Duopolies -	7	Total Local Commercial Share				73.1	75.5	72.5	71.7	72.7	73.4	75.2	72.3

• Indicates a change since last edition

1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 83

Revenue Rank: 79

Little Rock, AR Market Overview



Metro Counties / Population (000)

Faulkner, AR	77.5
Lonoke, AR	49.4
Pulaski, AR	349.2
Saline, AR	77.1
Total	553.2

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

ESTIMATED GROSS REVENUES ★ ★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$15,700	\$17,000	\$19,100	\$19,400	\$19,800	\$21,000
Revenue/Retail Sales Revenue/Capita	1992	1997	2002	Est. Breakout			
	\$3.73/1,000	\$3.51/1,000	\$3.86/1,000	Local	80%	National	20%
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
6.2%	\$22,300	\$23,600	\$25,300	\$26,800	\$28,700		6.5%

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	530.7	553.2	0.8%	553.2	567.0
Households	202.4	211.3	0.9%	211.3	219.8	0.8%
Retail Sales	4,212.2	5,977.4	7.3%	5,977.4	7,438.3	4.5%
EBI	7,797.1	9,167.8	3.3%	9,167.8	11,833.6	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	267.0	50.5	25.0	24.3	42.0	45.6	35.1	44.4
Women (000)	286.2	48.1	24.2	25.8	43.1	48.4	37.5	59.1
Total	553.2	98.5	49.2	50.1	85.1	94.0	72.7	103.6
Percentage	100.0%	17.8%	8.9%	9.1%	15.4%	17.0%	13.1%	18.7%
Per Capita	\$ 16,572			Median Household	\$ 34,839		Avg Household	\$ 43,388
Ethnic Population:	White 77.8%		Black 21.1%		Asian 0.8%		Hispanic 1.8%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		14	14	20	13	33
Tot 12+	9.4		70.9	73.8	80.3	9.9	90.2
Avg 12+	1.6		5.1	5.3	4.0	0.8	2.7
Tot LCS	10.4		78.6	81.8	89.0	11.0	100.0
Avg LCS	1.7		5.6	5.8	4.5	0.8	3.0

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
KIPR	Pine Bluff	C1	92.3	100.0	938	d	Citadel Comm Corp	59	9709	25,000	d1	Urban AC	2,200	1.26	7.8	9.1	10.0	7.1	7.9	5.2	6.8	6.0	9.6
KKPT	Little Rock	C	94.1	100.0	1601	b	Signal Media	60	8503	2,750	c3	Clsc Rock	1,400	1.03	6.1	6.0	4.4	5.0	5.3	5.7	6.0	4.7	5.0
KOLL	Maumelle	C	94.9	96.0	1844	a	Clear Channel	71	9710	20,000	d4	Oldies	1,200	1.00	5.4	3.6	5.3	3.9	4.1	6.1	4.8	4.4	3.9
KSSN	Little Rock	C	95.7	100.0	1663	a	Clear Channel	66	9710		d4	Country	3,200	1.09	13.2	9.2	12.6	12.9	10.1	10.8	9.3	14.0	12.3
• KLEC	England	C3	96.5	10.5	495	e	Equity Bcstg Corp	88	9904	2,000	c5	Alternative	300	1.03	1.3	3.8	2.7	1.4	1.1	1.0	0.9	1.7	1.1
KWLR	Maumelle	A	96.9	4.6	377		Flinn Bcstg Corp	98				Christian	200	0.60	1.5	0.8	0.0	0.0	2.1	1.6	2.4	1.4	0.0
KURB	Little Rock	C	98.5	100.0	1286	d	Citadel Comm Corp	72	9711	12,000	d2	Lite AC	2,200	1.59	6.2	4.7	4.6	6.5	5.4	4.1	6.0	5.0	6.8
KYFX	Little Rock	A	99.5	3.0	312		Nameloc Bcstg	92				NAC	900	1.19	3.4	3.3	3.0	3.0	2.3	2.6	2.6	2.6	4.3
KQAR	Jacksonville	C1	100.3	85.0	1053	a	Clear Channel	92	9605		g3	Top 40	500	0.62	3.6	5.9	6.2	4.4	4.2	3.4	3.0	2.7	3.5
KAWW	Heber Springs	C2	100.7	50.0	328	e	Equity Bcstg Corp	72	9807 p		st 1	Adlt Stndrd			0.1	0.3	0.0	0.0	0.0	0.0	0.2	0.0	0.0
• KDRE	N Little Rock	A	101.1	6.0	328		Flinn Bcstg Corp	94	9503		st 1	Adlt Stndrd	300	0.79	1.7	2.7	2.1	1.7	1.8	1.5	0.6	2.3	1.7
KKRN	Humnoke	A	101.7	6.0	328	d	Citadel Comm Corp	95	9709		d1	News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KOKY	Sherwood	A	102.1	4.1	387	d	Citadel Comm Corp	94	9709		d1	CHR	400	0.51	3.5	3.6	2.6	3.5	3.8	4.2	2.9	2.8	2.5
KARN	Cabot	A	102.5	3.0	328	d	Citadel Comm Corp	92	9709		d1	News/Talk	200	0.75	1.2	0.8	1.7	1.1	0.8	1.2	1.1	1.3	0.8
KVLO	Sheridan	C2	102.9	50.0	492	d	Citadel Comm Corp	69	9711		d2	Soft AC	800	0.75	4.8	2.7	3.6	3.2	5.1	4.2	4.7	4.1	3.9
KSYG	Little Rock	C	103.7	100.0	1516	b	Signal Media	73	9311	2,000		Talk	900	0.81	5.0	3.0	4.4	3.6	4.4	5.1	4.4	4.5	3.6
KMJX	Conway	C1	105.1	81.0	1053	a	Clear Channel	67	9605		g3	Rock	3,100	1.26	11.0	7.3	7.3	10.2	8.9	10.3	10.2	7.9	10.2
• KHTE	Lonoke	C2	106.3	50.0	492	e	Equity Bcstg Corp	82	9808		st 1	Top 40	200	0.60	1.5	3.6	3.5	3.3	3.2	2.6	1.8	1.0	0.0
KDDK	Benton	C2	106.7	16.0	866	a	Clear Channel	79	9710		d4	Country	500	0.70	3.2	3.2	3.6	3.5	3.3	2.6	2.3	3.1	3.3
• KLAL	Wrightsville	C2	107.7	50.0 cp	358	d	Citadel Comm Corp	92	9710	900		CHR	500	0.40	5.6	4.1	2.7	3.5	2.9	4.1	5.7	6.8	3.1
# FM Stations -					20	# Combos -					17	FM TOTALS			86.1	77.7	80.3	77.8	76.7	76.3	75.7	76.3	75.6

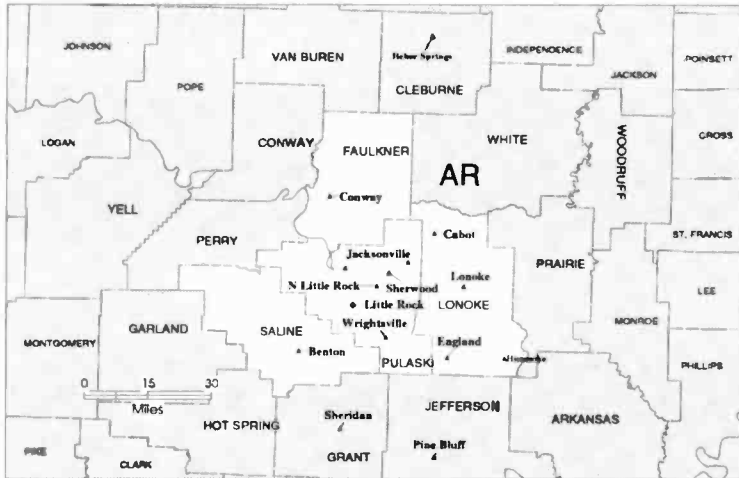
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 83

Revenue Rank: 79

Little Rock, AR Market Overview



Metro Counties / Population (000)

Faulkner, AR	77.5
Lonoke, AR	49.4
Pulaski, AR	349.2
Saline, AR	77.1
Total	553.2

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

ESTIMATED GRDSS REVENUES ★ ★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$15,700	\$17,000	\$19,100	\$19,400	\$19,800	\$21,000
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	6.2%	\$22,300	\$23,600	\$25,300	\$26,800	\$28,700	6.5%
	1992	1997	2002				Est. Breakout
Revenue/Retail Sales	\$3.73/1,000	\$3.51/1,000	\$3.86/1,000				Local 80%
Revenue/Capita	\$29.58	\$37.96	\$50.62				National 20%

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	530.7	553.2	0.8%	553.2	567.0
Households	202.4	211.3	0.9%	211.3	219.8	0.8%
Retail Sales	4,212.2	5,977.4	7.3%	5,977.4	7,438.3	4.5%
EBI	7,797.1	9,167.8	3.3%	9,167.8	11,833.6	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	267.0	50.5	25.0	24.3	42.0	45.6	35.1	44.4
Women (000)	286.2	48.1	24.2	25.8	43.1	48.4	37.5	59.1
Total	553.2	98.5	49.2	50.1	85.1	94.0	72.7	103.6
Percentage	100.0%	17.8%	8.9%	9.1%	15.4%	17.0%	13.1%	18.7%
Per Capita	\$ 16,572							
				Median Household	\$ 34,839		Avg Household	\$ 43,388
Ethnic Population:	White 77.8%		Black 21.1%		Asian 0.8%		Hispanic 1.8%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		14	14	20	13	33
Tot 12+	9.4		70.9	73.8	80.3	9.9	90.2
Avg 12+	1.6		5.1	5.3	4.0	0.8	2.7
Tot LCS	10.4		78.6	81.8	89.0	11.0	100.0
Avg LCS	1.7		5.6	5.8	4.5	0.8	3.0

Competitive Overview

AM Stations													ARB 12+ Metro Shares (see rights)												
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997		
KMTL	Sherwood	B	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		
KGHT	Sheridan	B	880	50.0	0.22		Metropolitan Radio	82	9612	338		Gospel	150	0.29	2.3	1.7	0.8	1.1	1.5	1.9	2.3	1.4	2.5		
KARN	Little Rock	B	920	5.0	5.00	d	Citadel Comm Corp	28	9709		d1	News/Talk	1,500	1.05	6.4	5.9	5.2	5.5	7.0	6.0	5.9	6.4	4.1		
KJBN	Little Rock	B	1050	1.0	0.02		Joshua Ministries	46	9209	250		ChrsContemp	50		0.5	0.0	0.5	0.0	0.0	0.0	0.5	0.0	1.1		
KAAY	Little Rock	A	1090	50.0	50.00	d	Citadel Comm Corp	24	9811	5,000		Gospel	1,000		0.3	0.0	0.0	0.6	0.6	0.4	0.6	0.0	0.0		
KLRG	N Little Rock	B	1150	5.0	1.00	c	Willis Bcstg Corp	46	9003	250		Urban/Gospl	150	0.56	1.2	0.9	0.6	0.9	1.5	0.9	0.8	1.3	1.1		
● KCON	Conway	C	1230	1.0	1.00		Univ of Central AR	50	9906		dn	AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KLIH	Little Rock	B	1250	2.0	1.20	d	Citadel Comm Corp	27	9711		d2	Gospel	125	0.43	1.3	0.9	1.1	1.4	1.1	1.3	0.8	0.7	1.9		
● KBBL	Cabot	B	1350	2.5	0.07	e	Equity Bcstg Corp	80	9811 p	75	1	CHR				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KRNN	N Little Rock	B	1380	5.0	2.50	e	NINE	57	9906	500	na	Children				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KITA	Little Rock	B	1440	5.0	0.24		Vaile, Gary	56	8405	675		Gospel	300	0.75	1.8	1.7	1.7	1.1	1.5	1.9	1.7	1.8	1.1		
KOKY	Jacksonville	B	1500	1.0	0.00		Ramsey, Richard,	63	8911	165		DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
● KLEC	England	B	1530	0.3	0.00	e	Equity Bcstg Corp	79	9904		c5	Alternative				0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0		
# AM Stations -					13	# Combos -					6	AM TOTALS					13.8	11.1	9.9	10.6	13.4	12.4	12.6	11.6	11.8
AM & FM Stations Profiled -					33	# Duopolies -					12	Total Local Commercial Share						88.8	90.2	88.4	90.1	88.7	88.3	87.9	87.4

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 84

Revenue Rank: 115

Bakersfield, CA Market Overview



Metro Counties / Population (000)

Kern, CA	558.7
	558.7

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

ESTIMATED GROSS REVENUES ★ ★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$11,300	\$12,400	\$13,000	\$14,000	\$14,700	\$15,000
★ ★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	6.7%	\$16,000	\$17,100	\$18,500	\$19,600	\$21,000	7.0%
Revenue/Retail Sales Revenue/Capita	1992	1997	2002	Est. Breakout			
	\$3.43/1,000 \$21.60	\$4.08/1,000 \$26.85	\$5.19/1,000 \$35.43	Local 75%			

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	523.2	558.7	1.3%	558.7	592.7
Households	171.9	181.2	1.1%	181.2	192.9	1.3%
Retail Sales	3,297.3	3,675.8	2.2%	3,675.8	4,049.6	2.0%
EBI	6,435.3	6,677.0	0.7%	6,677.0	7,632.8	2.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	280.8	65.0	26.1	23.9	45.9	43.9	32.5	43.4
Women (000)	277.9	61.5	25.3	23.0	42.2	43.1	31.8	51.0
Total	558.7	126.5	51.4	47.0	88.1	87.0	64.3	94.4
Percentage	100.0%	22.6%	9.2%	8.4%	15.8%	15.6%	11.5%	16.9%
Per Capita	\$ 11,952			Median Household	\$ 29,594		Avg Household	\$ 36,853
Ethnic Population:	White 87.3%		Black 6.4%		Asian 4.6%		Hispanic 35.0%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	10		13	17	13	30
Tot 12+	15.7	52.0		62.7	67.7	14.5	82.2
Avg 12+	2.2	5.2		4.8	4.0	1.1	2.7
Tot LCS	19.1	63.3		76.3	82.4	17.6	100.0
Avg LCS	2.7	6.3		5.9	4.8	1.4	3.3

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															1999	1999	1999	1998	1998	1998	1998	1998	1998
KIWI	Bakersfield	A	92.1	2.0	568	i	Lotus Comm Corp	85	9909	6,300	c2	Spanish AC	900	1.15	4.9	4.0	4.3	5.2	5.0	4.8	4.4	2.9	4.1
KISV	Bakersfield	B	94.1	6.3	1332	f	Amer General	48	8205	1,675	1	CHR/Rhymc	1,000	0.63	10.0	6.4	5.7	4.2	5.2	7.3	7.6	9.8	8.8
• KLLY	Oildale	B1	95.3	12.5	463	c	Buckley Bcstg Corp	85	8611	1,300		Modern AC	1,000	1.23	5.1	5.3	5.0	4.2	4.3	5.2	5.1	3.6	3.1
KKXX	Bakersfield	B	96.5	50.0	499	h	Mondosphere Bcstg	63	9612	2,650	c3	Top 40	750	0.71	6.6	4.3	5.3	4.6	5.4	7.0	5.4	4.6	4.9
KRME	Shafter	A	97.7	6.0	328	e	Tri-Caballero LLC	78	9408	525		Mexican	400	1.25	2.0	0.9	1.3	1.3	1.8	2.3	1.3	1.3	1.8
KSMJ	Delano	B1	98.5	8.0	581	h	Mondosphere Bcstg	68	9702	1,750		Smooth Jazz	600	0.99	3.8	3.7	3.1	2.8	3.6	3.3	2.2	3.2	3.9
KKBB	Bakersfield	B1	99.3	1.2	1352	c	Buckley Bcstg Corp	90	9410	1,000		Clsc Rock	750	0.92	5.1	3.7	4.0	4.5	4.0	4.2	4.0	4.6	4.1
KGFM	Bakersfield	B	101.5	6.7	1299	d	Lagniappe Bcstg	64	9212	1,750	c2	1 Soft Rock	1,400	1.29	6.8	6.4	4.3	5.5	5.2	6.7	6.5	5.1	4.5
KCNQ	Kernville	A	102.5	0.1	1230	g	Bohn, Robert &	85	9708	200		Country			1.6	0.9	1.6	1.6	1.0	0.7	0.9	1.4	2.2
KSUV	McFarland	B1	102.9	20.3	364	e	Tri-Caballero LLC	89				Mexican	800	1.25	4.0	2.4	4.7	2.5	2.9	3.1	3.1	3.3	3.8
KMYX	Taft	A	103.9	6.0	328	b	Radio Campesina	87	9407	418	c1	Spanish			1.9	2.4	1.5	1.6	2.2	1.7	1.5	2.0	1.0
KCOO	Shafter	A	104.3	6.0	305	f	Amer General	94	9712	1,500	c4	1 R&B Oldies	300	0.78	2.4	3.7	4.1	2.8	3.3	1.7	2.1	1.7	2.4
KVLI	Lake Isabella	A	104.5	0.2	1260	g	Bohn, Robert &	92	9706	300	c1	Adit Stndrd			0.7	1.2	0.6	1.0	0.4	0.0	0.9	0.6	0.7
KKDJ	Delano	B	105.3	35.0	581	h	Mondosphere Bcstg	87	9404	1,515		Oldies	350	0.81	2.7	3.7	2.9	1.9	2.9	2.8	2.5	2.0	1.8
KRAB	Greenacres	B1	106.1	25.0	328	h	Mondosphere Bcstg	89	8911	1,500	cp	AOR	1,000	0.98	6.4	7.2	6.0	5.7	5.6	4.9	5.9	5.6	5.0
KCWR	Bakersfield	A	107.1	6.0	164	a	Buck Owens Prdctn	89	9308	900		Country	400	1.14	2.2	2.3	2.3	1.8	1.8	2.2	2.3	1.3	1.7
KUZZ	Bakersfield	B	107.9	6.0	1358	a	Buck Owens Prdctn	68				Country	3,100	1.50	12.9	9.5	11.0	9.3	9.9	10.2	12.2	11.1	9.5
# FM Stations -				17	# Combos -				17	FM TOTALS				79.1	68.0	67.7	60.5	64.5	68.1	67.9	64.1	63.3	

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																1999	1999	1999	1998	1998	1998	1998	1998
KUZZ	Bakersfield	B	550	5.0	5.00	a	Buck Owens Prdctn	46				Country	225	0.88	1.6	0.8	0.9	0.9	1.0	1.2	1.3	1.7	1.1
KHIS	Bakersfield	B	800	1.0	0.44	h	Mondosphere Bcstg	59	9612		c3	Christian			0.2	0.0	0.0	0.4	0.0	0.0	0.0	0.4	0.4
KAFY	Bakersfield	B	970	1.0	1.00	cp	Hispanic Media	58	9604	250		Spanish			2.0	1.7	1.0	1.6	1.2	0.7	1.6	3.0	1.4
KCHJ	Delano	B	1010	5.0	1.00	i	Lotus Comm Corp	51	9909		c3	Spanish AC	200	0.89	1.4	0.5	0.9	0.6	0.7	0.6	1.3	0.9	1.7
KTRJ	Frazier Park	B	1050	10.0	3.00		Turner, Robert	93	9608	367		Classical			0.3	0.0	0.6	0.0	0.4	0.0	0.7	0.4	0.0
• KQAB	Lake Isabella	B	1140	1.0	0.00	g	Bohn, Robert &	77	9708		c1	Adit Stndrd			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
KERI	Wasco	B	1180	50.0	10.00		KWSO Inc	50				Chrst/Talk			0.6	0.0	0.7	0.6	0.7	0.4	0.4	0.4	0.8
KGEO	Bakersfield	C	1230	1.0	1.00	d	Lagniappe Bcstg	56	9212		c2	1 Talk/Sprts	300	1.04	1.8	0.9	1.2	1.8	1.1	1.0	1.3	1.9	1.7
KMYX	Taft	B	1310	1.0	0.05	b	Radio Campesina	48	9407		c1	Spanish				0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0
KBID	Bakersfield	B	1350	1.0	0.03	f	Amer General	58	9712		c4	1 Adit Stndrd			1.3	0.9	0.7	1.6	1.8	0.7	0.6	1.6	1.5
KERN	Bakersfield	B	1410	1.0	1.00	f	Amer General	32	7505			1 News/Talk	1,700	1.50	7.1	5.5	5.9	7.0	6.9	6.1	6.3	5.3	6.1
KWAC	Bakersfield	C	1490	1.0	1.00	i	Lotus Comm Corp	54	9909		c3	Spanish	500	1.49	2.1	1.2	0.7	3.1	2.3	1.6	1.3	2.0	2.2
• KNZR	Bakersfield	A	1560	25.0	10.00	c	Buckley Bcstg Corp	33	9001	1,000		Nws/Tik/Spt	350	0.91	2.4	1.8	1.9	1.9	2.3	2.8	2.2	1.7	1.4
# AM Stations -				13	# Combos -				10	AM TOTALS				20.9	13.3	14.5	19.6	18.4	15.2	17.0	19.7	18.3	
AM & FM Stations Profiled -				30	# Duopolies -				9	Total Local Commercial Share				81.3	82.2	80.1	82.9	83.3	84.9	83.8	81.6		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 85

Revenue Rank: 179

Stockton, CA Market Overview



Metro Counties / Population (000)

San Joaquin, CA	541.9
	541.9

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$7,400	\$7,500	\$7,600	\$7,700	\$7,700	\$7,800
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	9.0%	\$8,500	\$9,200	\$10,000	\$10,600	\$11,300	7.5%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$2.24/1,000	\$1.89/1,000	\$2.25/1,000	Local	85%		
Revenue/Capita	\$14.46	\$14.39	\$19.22	National	15%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	511.9	541.9	1.1%	541.9	587.9
Households	165.5	173.7	1.0%	173.7	188.0	1.6%
Retail Sales	3,299.3	4,123.2	4.6%	4,123.2	5,022.8	4.0%
EBI	6,502.5	6,961.4	1.4%	6,961.4	8,241.3	3.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	273.4	58.9	24.5	24.2	43.6	44.4	32.4	45.2
Women (000)	268.5	55.8	22.9	21.7	39.1	43.1	31.5	54.4
Total	541.9	114.7	47.5	46.0	82.7	87.5	63.9	99.6
Percentage	100.0%	21.2%	8.8%	8.5%	15.3%	16.1%	11.8%	18.4%
Per Capita	\$ 12,846	Median Household		\$ 32,526	Avg Household		\$ 40,077	
Ethnic Population:	White 77.4%	Black 5.8%	Asian 15.8%	Hispanic 28.7%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	5		6	10	5	15
Tot 12+	22.3	19.9		34.9	42.2	5.8	48.0
Avg 12+	4.5	4.0		5.8	4.2	1.2	3.2
Tot LCS	46.5	41.5		72.7	87.9	12.1	100.0
Avg LCS	9.3	8.3		12.1	8.8	2.4	6.7

Competitive Overview

Some stations also rated in Sacramento and Modesto.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
	KHOP	Oakdale	B	95.1	16.0	cp	876		Citadel Comm Corp	85	9703	See (122)		AOR	n/a	5.9	3.1	2.6	3.3	2.4	3.0	4.6	3.7	2.1
•	KKME	Manteca	A	96.7	1.5		466	b	AMFM Inc	79	9910	p	g	Oldies	500	0.5	2.0	0.8	0.5	0.0	1.5	1.6	2.4	1.7
	KWIN	Lodi	A	97.7	3.0		299	a	Silverado Bcstg Co	59	9404			CHR	3,300	18.3	9.6	11.4	10.4	7.2	8.6	8.3	7.9	6.6
	KJOY	Stockton	A	99.3	4.8	cp	361	a	Silverado Bcstg Co	68	9808			AC	3,600	3.0	4.0	4.3	1.2	1.6	2.0	1.6	0.9	1.5
•	KQOD	Stockton	A	100.1	6.0		328	g	AMFM Inc	80	9910	p		Oldies	5,140	13.4	4.7	6.6	6.8	6.0	6.3	6.0	4.3	6.8
•	KMIX	Tracy	A	100.9	6.0		328	f	Z-Spanish Media	66	9806		st	Spanish	2,000	10.3	2.0	5.6	5.1	4.7	3.3	4.2	1.8	1.2
	KATM	Modesto	B	103.3	50.0		499	d	Citadel Comm Corp	48	9212			Country	n/a	23.2	9.3	10.3	11.3	10.8	11.8	11.4	11.8	11.2
	KHKK	Modesto	B	104.1	50.0		499	d	Citadel Comm Corp	49	9308			Clsc Hits	n/a	10.8	5.3	5.6	5.4	4.9	4.7	6.3	5.8	6.6
	KNCI	Sacramento	B	105.1	50.0		499	e	Infinity Bcstg	60	9805			Country	n/a	1.5	0.0	0.6	0.6	0.8	0.5	0.7	0.7	0.0
	KSTN	Stockton	B	107.3	8.1		1611	c	San Joaquin Bcstg	62				Spanish	200	1.8	2.2	1.1	0.0	1.6	0.6	0.9	1.8	3.3
	# FM Stations -						10		# Combos -		9			FM TOTALS		88.7	42.2	48.9	44.6	40.0	42.3	45.6	41.1	41.0

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
	KHTK	Sacramento	B	1140	50.0	50.00	e	Infinity Bcstg	26	9805			Sports	n/a	4.5	2.3	1.4	2.1	2.2	1.4	1.9	0.7	0.5	
•	KWG	Stockton	C	1230	0.9	1.00	g	Immaculate Heart	21	9909	441		Oldies	200	0.3	0.5	1.2	0.0	0.3	0.8	1.1	1.6	1.2	
•	KJAX	Stockton	B	1280	1.0	1.00	b	AMFM Inc	47	9910	p	g	News/Talk	250	1.7	2.0	1.9	0.8	0.8	0.8	1.7	0.6	0.6	
	KSTN	Stockton	B	1420	5.0	1.00	c	San Joaquin Bcstg	49				Oldies	150	1.5	0.5	0.0	0.6	0.8	1.1	0.4	1.0	0.8	
•	KCVR	Lodi	B	1570	5.0	0.50	f	Z-Spanish Media	46	9806		st	Spanish	500	3.5	0.5	0.9	1.7	1.6	1.1	1.3	2.2	4.1	
	# AM Stations -					5		# Combos -		5				AM TOTALS		11.5	5.8	5.4	5.2	5.7	5.2	6.4	6.1	7.2
	AM & FM Stations Profiled -					15		# Duopolies -		3				Total Local Commercial Share		48.0	54.3	49.8	45.7	47.5	52.0	47.2	48.2	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 86

Revenue Rank: 93

Mobile, AL Market Overview



Metro Counties / Population (000)

Baldwin, AL	128.5
Mobile, AL	400.4
	528.9

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$10,800	\$11,500	\$12,800	\$13,000	\$14,300	\$15,500
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$3.08/1,000	\$3.13/1,000	\$4.12/1,000	Local	78%	National	22%
Revenue/Capita	1992	1997	2002				
	\$21.91	\$29.31	\$46.79				

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

MSA Population	1992	1997	Growth Rate	1997	2002	Growth Rate
	492.9	528.9	1.4%	528.9	551.4	0.8%
Households	180.6	196.8	1.7%	196.8	210.3	1.3%
Retail Sales	3,508.3	4,954.4	7.1%	4,954.4	6,263.0	4.8%
EBI	6,116.4	7,803.4	5.0%	7,803.4	10,476.4	6.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	253.3	49.9	25.9	21.3	35.6	40.9	32.8	46.9
Women (000)	275.6	48.4	24.5	23.1	38.7	44.5	35.9	60.5
Total	528.9	98.3	50.4	44.4	74.3	85.4	68.7	107.4
Percentage	100.0%	18.6%	9.5%	8.4%	14.1%	16.1%	13.0%	20.3%
Per Capita	\$ 14,754	Median Household		\$ 30,724	Avg Household		\$ 39,652	
Ethnic Population:	White 70.5%	Black 28.1%	Asian 0.9%	Hispanic 1.3%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		14	10	16	12	28
Tot 12+	0.7		63.6	56.0	64.3	12.9	77.2
Avg 12+	0.4		4.5	5.6	4.0	1.1	2.8
Tot LCS	0.9		82.4	72.5	83.3	16.7	100.0
Avg LCS	0.5		5.9	7.3	5.2	1.4	3.6

Competitive Overview

Some stations also rated in Pensacola and Biloxi.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
															Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
WZEW	Fairhope	C3	92.1	13.5	449	Baldwin Bcstg Co	66	9811	1,425		AAA	600	1.31	2.5	1.3	1.4	2.3	2.0	1.4	0.8	2.4	3.4
WBLX	Mobile	C	92.9	98.0	1555	a Cumulus Bcstg Inc	73	9911	19,000	d1	Urban AC	1,900	1.12	9.3	7.0	8.3	7.0	7.7	7.0	8.5	6.9	7.3
• WMEZ	Pensacola	C	94.1	100.0	1329	AMFM Inc	60	9910 p			AC	n/a		3.6	2.6	3.0	2.0	3.3	3.0	2.7	2.6	3.4
WKSJ	Mobile	C	94.9	100.0	1555	d Clear Channel	71	9705	24,000	d2	Country	3,000	1.59	10.3	7.7	9.4	9.0	7.8	9.4	7.0	8.0	8.5
WRKH	Mobile	C	96.1	97.0	1342	d Clear Channel	64	9705		d2	Clsc Rock	1,500	1.64	5.0	3.9	3.3	2.7	4.5	4.7	4.1	3.5	3.6
WABB	Mobile	C	97.5	100.0	1552	c Dittman Group	73				Adult CHR	2,100	1.11	10.3	8.4	9.0	11.1	9.4	8.8	10.0	6.0	8.1
WDLT	Chickasaw	C2	98.3	40.0	548	a Cumulus Bcstg Inc	81	9911		d1	Urban AC	1,600	1.00	8.7	9.6	7.3	5.2	6.6	7.0	7.8	6.9	6.3
WMXC	Mobile	C	99.9	94.0	1755	d Clear Channel	47	9705		d2	AC	1,400	1.78	4.3	4.8	4.1	2.6	4.5	4.1	3.4	3.0	3.1
WWRO	Pensacola	C	100.7	100.0	1555	Cumulus Bcstg Inc	65	9901 p	See (121)		Clsc Rock	n/a		3.8	2.8	2.4	2.7	3.2	3.1	3.0	3.0	3.0
WQUA	Citronelle	C3	102.1	15.0	427	Syncrom Radio Corp	89	9711 p		st	Oldies	100		0.8	0.6	1.3	0.5	0.6	1.0	0.7	0.5	0.4
• WXBM	Milton	C	102.7	100.0	1329	AMFM Inc	64	9910 p			Country	n/a		3.9	2.9	1.9	4.0	2.6	3.3	2.9	2.9	3.4
• WYOK	Atmore	C	104.1	100.0	1555	e Cumulus Bcstg Inc	66	9906 p	6,000	c1	Hot AC	700	0.42	9.1	5.9	5.4	7.8	6.5	6.3	7.7	6.5	8.7
WDWG	Moss Point	C2	104.9	33.0	600	d Clear Channel	64	9808 p		sw	Country	900	1.33	3.7	3.5	4.0	4.0	4.4	2.9	2.7	3.5	2.7
WNSP	Bay Minette	A	105.5	5.3	348	.COM+Inc.	64	9808	1,050		Sports	400	1.82	1.2	0.9	0.7	1.4	1.4	0.6	0.5	1.2	1.6
• WCSN	Orange Beach	A	105.7	5.0	246	Purchase Bcstg Co	96	9711	760		AC				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAVH	Daphne	C2	106.5	50.0	450	Amer General	93	9707	4,000		Oldies	1,800	1.89	5.2	3.5	2.8	4.1	3.5	3.1	5.2	3.9	4.5
# FM Stations -				16	# Combos -				8	FM TOTALS				81.7	65.8	64.3	66.4	68.0	65.7	67.0	60.8	68.0

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
															Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
WDLT	Fairhope	B	660	10.0	0.00	a Cumulus Bcstg Inc	65	9911		d1	Gospel	150		0.5	1.9	1.3	1.5	0.0	0.7	0.8	0.0	0.0
WNTM	Mobile	B	710	1.0	0.50	d Clear Channel	46	9705		d2	News/Talk	900	1.05	4.7	4.8	4.7	3.4	4.8	3.6	2.9	4.8	3.7
WBHY	Mobile	B	840	33.0	0.00	b Goforth Media Inc	43	8604	250	+	Christian			0.8	0.4	0.6	0.0	1.8	0.0	0.0	1.8	0.9
WYOK	Mobile	B	900	1.0	0.38	e Cumulus Bcstg Inc	58	9906 p		c1	Gospel	750	0.49	8.3	3.9	3.7	3.8	3.5	6.6	4.7	8.4	6.9
WLPR	Prichard	B	960	5.0	1.00	b Goforth Media Inc	85	9404	180		Chrstian			0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0
WBCA	Bay Minette	B	1110	10.0	0.00	Southern Media	57	9807	65		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WABF	Fairhope	B	1220	1.0	0.00	Gulf Coast Bcstg	61	9906		na	Adlt Sndrd			1.3	0.6	0.0	0.9	0.5	0.4	1.2	0.9	1.6
WKSJ	Prichard	B	1270	5.0	0.10	d Clear Channel	66	9705		d2	Adlt Sndrd			0.1	0.4	0.0	0.0	0.0	0.0	0.4	0.0	0.0
WHEP	Foley	B	1310	1.0	0.00	Stewart Bcstg Co	53	6105			News/Sprts	150		0.9	0.9	0.0	0.0	0.0	0.6	1.2	1.1	0.0
WMOB	Mobile	B	1360	5.0	0.21	B Tucker Assoc Inc	61	8409	350		Religion			0.5	0.0	1.4	0.5	0.0	0.0	0.0	1.1	0.4
WLVV	Mobile	B	1410	3.9 cp	3.90	Martin Bcstg Inc	30	9906	264		Gospel			0.4	0.0	0.6	0.6	0.9	0.0	0.8	0.6	0.0
WABB	Mobile	B	1480	5.0	4.40	c Dittman Group	48				News/Talk	350		0.8	0.9	0.6	0.5	0.6	0.7	0.7	0.5	0.6
# AM Stations -				12	# Combos -				7	AM TOTALS				18.5	13.8	12.9	11.2	12.9	12.6	12.7	19.7	14.1
AM & FM Stations Profiled -				28	# Duopolies -				8	Total Local Commercial Share				79.6	77.2	77.6	80.9	78.3	79.7	80.5	82.1	

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 87

Revenue Rank: 132

Gainesville - Ocala, FL Market Overview



Metro Counties / Population (000)

Alachua, FL	211.0
Gilchrist, FL	12.8
Levy, FL	32.3
Marion, FL	243.2
Total	499.3

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		N/A	\$9,500	\$10,500	\$11,300	\$11,500	\$11,800
Δ 97 - 98	11.9%	1998	1999	2000	2001	2002	Δ 98 - 02
		\$13,200	\$14,300	\$15,500	\$16,600	\$18,000	8.0%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	N/A	\$2.39/1,000	\$2.77/1,000	Local	80%		
Revenue/Capita	N/A	\$23.63	\$33.56	National	20%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	439.6	499.3	2.5%	499.3	536.3
Households	174.6	197.8	2.5%	197.8	215.1	1.7%
Retail Sales	3,504.9	4,929.7	7.1%	4,929.7	6,491.4	5.7%
EBI	5,242.1	6,746.8	5.2%	6,746.8	8,554.3	4.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	242.9	39.3	17.9	29.1	33.7	35.0	28.2	59.8
Women (000)	256.4	37.4	16.9	28.9	33.7	37.4	31.5	70.6
Total	499.3	76.7	34.8	58.1	67.4	72.4	59.6	130.4
Percentage	100.0%	15.4%	7.0%	11.6%	13.5%	14.5%	11.9%	26.1%
Per Capita	\$ 13,512	Median Household		\$ 25,303	Avg Household		\$ 34,109	
Ethnic Population:	White 79.6%	Black 18.0%	Asian 2.0%	Hispanic 4.4%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	11		8	10	19	10	29
Tot 12+	20.3		36.6	53.1	56.9	7.5	64.4
Avg 12+	1.8		4.6	5.3	3.0	0.8	2.2
Tot LCS	31.5		56.8	82.5	88.4	11.6	100.0
Avg LCS	2.9		7.1	8.2	4.7	1.2	3.4

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WNDR	Alachua	A	92.5	3.2	443	f	Dix	96	9711	675	1	AOR	250	0.70	2.7	1.0	0.9	1.7	1.8	1.3	1.2	0.0	0.0
WMFQ	Ocala	C2	92.9	50.0	476	a	Asterisk Comm Inc	77	9503	2,100		Soft AC	650	0.71	6.9	4.7	5.6	4.3	4.7	5.0	4.4	5.1	5.4
WOGK	Ocala	C	93.7	100.0	1348	f	Dix	60	8605			Country	2,750	1.27	16.4	9.3	9.2	11.2	10.1	10.9	13.4	0.0	12.5
WNDD	Silver Springs	A	95.5	6.0	328	f	Dix	91	9709	4,060	1	AOR	1,100	1.41	5.9	5.5	5.1	4.3	3.4	3.1	3.2	3.2	2.2
• WXOF	Yankeetown	A	96.3	3.5 cp	433		WGUL FM Inc	98				Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WLQH	Chieffland	A	97.3	6.0	328	d	Dix	92	9909 p	470 c2		Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSKY	Micanopy	C2	97.3	13.5 cp	948	g	Entercom	85	9804	2,850		News	250	0.90	2.1	3.4	1.5	1.3	1.4	2.0	2.3	2.5	2.6
• WTKT	Crystal River	C1	98.5	100.0	981	g	Entercom	76	8612	3,600		AC	2,500	1.69	11.2	6.8	6.9	7.6	7.0	8.1	9.0	8.4	6.9
• WBXY	LaCrosse	A	99.5	2.2	472	a	Asterisk Comm Inc	99				Hot AC			1.3	1.1	1.1	0.6	1.1	0.4	0.8	1.9	1.0
• WRKG	Newberry	C3	100.5	11.0	492	a	Asterisk Comm Inc	94	9980	1,150		Clsc Rock	250		0.8	1.0	0.9	0.6	0.5	0.6	0.7	0.9	0.5
WYGC	Gainesville	A	100.9	6.0	299	a	Asterisk Comm Inc	82	9310	1,400		Country	400	0.98	3.1	1.8	1.1	2.0	2.0	1.9	4.2	3.2	2.9
WTMG	Williston	A	101.3	3.5	433		Connecticut Bcst	83	9603	870		Urban AC	400	0.37	8.3	6.0	6.0	5.2	5.6	6.7	4.2	4.7	3.6
WDJY	Trenton	A	101.7	2.4 cp	525		Prime Time Radio	88	9909	2,500 c2		Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTRS	Dunnellon	C2	102.3	50.0	489	a	Asterisk Comm Inc	69	8303	385		Country	1,000	0.94	8.1	5.4	4.9	3.9	6.7	4.8	5.2	5.1	6.4
WRGO	Cedar Key	C3	102.7	12.5 cp	459		Williams Bcstg Co	96	9703	550		Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRUF	Gainesville	C1	103.7	100.0	768	c	Univ of Florida	48				Rock	1,200	0.94	9.7	6.0	6.0	5.9	6.7	6.3	5.9	7.5	6.6
WAVQ	Inglis	A	104.3	6.0	328		Seven Rivers Bcst	96	9804	1,200		Adit Stndrd			0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
WXJZ	High Springs	A	104.9	3.2	449	a	Asterisk Comm Inc	84	9905	825		Smooth Jazz			0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WYKS	Gainesville	A	105.3	3.0	466	b	Gillen, Albert J	70	8708	1,900 c2		CHR	375	0.44	6.5	4.2	4.3	4.6	3.8	3.5	4.2	2.1	3.8
# FM Stations -				19	# Combos -				14	FM TOTALS				83.0	56.9	53.5	53.2	54.8	54.6	59.0	44.6	54.4	

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WRZN	Hernando	B	720	10.0	0.25		Mgmt & Marketing	89				Adit Stndrd	225	0.45	3.8	3.1	3.4	2.6	2.3	3.1	1.7	4.9	3.6
WRUF	Gainesville	B	850	5.0	5.00	c	Univ of Florida	28				Talk	350	0.62	4.3	1.3	2.3	1.9	3.8	2.4	2.7	2.5	1.9
WMOP	Ocala	B	900	3.3	0.02	e	Florida Sportstalk	53	9701	350		Sports	450		0.4	0.0	0.8	0.0	0.5	0.7	1.5	1.4	1.7
• WLQH	Chieffland	B	940	0.8	0.02	d	Dix	68	9909 p		c2	Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLUS	Gainesville	B	980	5.0	0.17		Prime Time Radio	54	9909		c2	Nostalgia	300	0.76	3.0	1.6	1.7	2.8	1.1	2.0	1.2	0.9	2.9
WGGG	Gainesville	C	1230	1.0	1.00	e	Florida Sportstalk	48	9701	300		Sports			0.5	0.7	0.9	0.0	0.7	0.4	0.0	0.0	0.0
WTMC	Ocala	B	1290	5.0	1.00		News & Travel	39	9509	125		News			1.2	0.0	0.4	1.1	0.4	0.4	0.5	0.4	1.2
WOCA	Ocala	B	1370	5.0	0.03		Greater Ocala	57	6508	70		News/Talk	600	1.26	3.6	0.8	2.3	2.0	2.7	2.8	2.0	2.8	3.1
WAJD	Gainesville	B	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	B	1430	2.5	0.00		Connecticut Bcst	91	9701	200		Talk	150		0.3	0.0	0.8	0.0	0.4	1.5	0.5	0.9	0.0
# AM Stations -				10	# Combos -				5	AM TOTALS				17.1	7.5	12.4	10.4	11.9	13.3	10.1	13.8	14.4	
AM & FM Stations Profiled -				29	# Duopolies -				7	Total Local Commercial Share				64.4	65.9	63.6	66.7	67.9	69.1	58.4	68.8		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 88

Revenue Rank: 99

Spokane, WA Market Overview



Metro Counties / Population (000)

Spokane, WA	412.5
Kootenai, ID	102.0
	514.5

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$12,900	\$13,400	\$14,400	\$14,900	\$15,300	\$16,600	5.2%
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
4.8%	\$17,400	\$18,400	\$19,900	\$21,100	\$22,500	6.7%	
	1992	1997	2002				Est. Breakout
Revenue/Retail Sales	\$3.23/1,000	\$2.99/1,000	\$3.21/1,000				Local 80%
Revenue/Capita	\$28.46	\$32.26	\$40.90				National 20%

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	453.3	514.5	2.6%	514.5	550.1
Households	177.9	201.7	2.5%	201.7	218.5	1.6%
Retail Sales	3,998.7	5,543.5	6.8%	5,543.5	6,999.8	4.8%
EBI	6,346.8	8,179.2	5.2%	8,179.2	10,971.3	6.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	251.7	47.6	22.6	21.5	35.4	43.4	33.1	48.2
Women (000)	262.8	44.9	21.3	21.4	35.7	45.6	33.5	60.4
Total	514.5	92.5	43.9	42.9	71.1	88.9	66.5	108.5
Percentage	100.0%	18.0%	8.5%	8.3%	13.8%	17.3%	12.9%	21.1%
Per Capita	\$ 15,897							
				Median Household	\$ 32,349		Avg Household	\$ 40,552
Ethnic Population:	White 95.1%		Black 1.4%		Asian 2.1%		Hispanic 2.7%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		15	12	16	11	27
Tot 12+	0.6		67.1	65.0	67.7	19.0	86.7
Avg 12+	0.6		4.5	5.4	4.2	1.7	3.2
Tot LCS	0.7		77.4	75.0	78.1	21.9	100.0
Avg LCS	0.7		5.2	6.2	4.9	2.0	3.7

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
• KZZU	Spokane	C	92.9	81.0	2080	d	Morgan Murphy	55	9506	p	1,750	c2	CHR	1,400	0.87	9.3	10.7	9.4	10.2	11.1	9.1	7.8	8.3	7.9
KDRK	Spokane	C	93.7	56.0	2379	a	Citadel Comm Corp	65	9212		g2	Country	1,800	1.18	8.8	8.0	8.9	8.5	8.8	8.2	7.0	8.0	8.2	
KHTQ	Hayden	C	94.5	83.0	2182	e	KXLY Bcstg Group	92	9805		c4	Rock	600	0.72	4.8	4.5	4.7	4.2	4.3	4.6	3.2	5.3	4.0	
• KNFR	Opportunity	C	96.1	56.0	2379	b	AMFM Inc	61	9910	p	g	Country	1,600	1.39	6.6	3.1	2.7	4.3	4.9	4.6	5.2	7.2	6.7	
• KEZE	Spokane	C2	96.9	8.2	1198	g	Morgan Murphy	93	9906	p	na	Hot AC	100		0.6	3.2	4.5	0.7	0.0	0.0	0.6	1.1	0.6	
• KISC	Spokane	C	98.1	94.0	2031	b	AMFM Inc	66	9910	p	g	AC	1,900	1.71	6.4	5.1	4.5	6.4	5.5	5.0	6.7	5.9	5.3	
• KKZX	Spokane	C	98.9	10.0	1608	c	AMFM Inc	75	9910	p	g	Clsc Rock	2,350	1.13	12.0	9.3	8.9	7.8	7.9	9.1	11.3	10.7	11.8	
• KXLY	Spokane	C	99.9	37.0	2999	d	Morgan Murphy	59			g1	Soft AC	1,300	1.07	7.0	6.0	6.5	7.3	7.0	6.6	6.3	6.5	5.7	
KEYF	Cheney	C	101.1	100.0	1608	c	Citadel Comm Corp	86	9905		g1	Oldies	1,350	1.27	6.1	4.8	6.3	4.8	5.6	6.8	5.4	5.6	3.9	
KTSL	Medical Lake	C2	101.9	28.5	650		Pamplin Comm	89	9808			ChrsContemp	300	0.91	1.9	2.2	1.2	1.2	1.5	1.6	1.1	1.4	2.8	
• KCDA	Coeur d'Alene	C2	103.1	2.4	1887	g	Amer General	79	9811		d3	Hot AC	450	0.63	4.1	2.8	2.1	3.1	2.7	3.0	3.7	2.9	5.0	
KWHK	Spokane	C2	103.9	5.5	1417	a	Citadel Comm Corp	86	9906			Clsc Hits	450	0.70	3.7	2.6	2.0	3.4	3.2	3.6	3.2	2.7	3.7	
• KAEP	Spokane	C	105.7	100.0	1910	a	Citadel Comm Corp	65	9303		e	Alternative	1,100	1.00	6.3	7.6	4.5	5.2	5.5	6.0	6.2	5.0	5.4	
• KSPO	Dishman	A	106.5	2.3	528		Read Bcstg	95	9512		cp	Religion			0.5	0.0	0.6	0.4	0.5	0.6	0.0	0.5	0.8	
• KAZZ	Deer Park	C3	107.1	9.0	253		Kazmark, Barbara	83				Adlt Stndrd	50		0.4	0.9	0.9	0.9	0.6	0.5	0.5	0.5	0.0	
KMBI	Spokane	C	107.9	56.0	2379	f	Moody Bible Inst	68				Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# FM Stations -				16	# Combos -				13	FM TOTALS				78.5	70.8	67.7	68.4	69.1	69.3	68.2	71.6	71.8		

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
• KAQQ	Spokane	B	590	5.0	5.00	b	AMFM Inc	72	9910	p	g	MOR	575	0.65	5.1	4.3	5.9	4.6	5.2	4.6	4.0	4.1	5.6
• KKPL	Opportunity	B	630	0.5	0.53	d	Morgan Murphy	55	9612	p	330	Nostalgia	50	0.22	1.3	1.1	0.8	1.2	0.9	1.1	1.4	1.1	1.1
• KJRB	Spokane	B	790	5.0	3.80	a	Citadel Comm Corp	47	9309		125	Sprts/Talk	150		0.8	1.5	1.4	1.3	0.5	0.8	1.4	0.0	0.5
KXLY	Spokane	B	920	5.0	5.00	d	Morgan Murphy	22	6203			Nws/Tlk/Spt	500	0.46	6.2	6.2	5.1	5.5	5.8	5.8	5.6	5.9	4.8
KTRW	Spokane	B	970	5.0	1.00	d	Morgan Murphy	47	9506	p	c2	Religion	300	1.15	1.5	0.0	0.0	0.6	1.7	1.4	1.7	0.8	1.6
KEYF	Dishman	B	1050	5.0	0.03	c	Citadel Comm Corp	84	9905		g1	Oldies			0.4	0.2	0.2	0.1	0.2	0.3	0.2	0.8	0.2
KVNI	Coeur d'Alene	B	1080	10.0	1.00	e	KXLY Bcstg Group	46	9805		c4	Talk/Sprts			0.4	0.0	0.0	0.0	0.0	0.5	0.0	0.5	0.5
KSBN	Spokane	C	1230	1.0	1.00		Cmmte Keep&Bear	21	9505		150	BusNw/			0.1	0.0	0.5	0.4	0.0	0.0	0.0	0.5	0.0
• KUDY	Spokane	B	1280	5.0	0.00	c	AMFM Inc	65	9910	p	g	Religion	75			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KMBI	Spokane	B	1330	5.0	0.00	f	Moody Bible Inst	59				Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KGA	Spokane	A	1510	50.0	50.00	a	Citadel Comm Corp	26	9212		g2	News/Talk	950	0.97	5.6	3.7	5.1	5.4	5.8	6.0	4.9	4.1	5.0
# AM Stations -				11	# Combos -				10	AM TOTALS				21.4	17.0	19.0	19.1	20.1	20.5	19.2	17.8	19.3	
AM & FM Stations Profiled -				27	# Duopolies -				9	Total Local Commercial Share				87.8	86.7	87.5	89.2	89.8	87.4	89.4	91.1		

Other Rulemaking: 102.3, A, Coeur d'Alene

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 89

Revenue Rank: 70

Columbia, SC Market Overview



Metro Counties / Population (000)

Lexington, SC	204.3
Richland, SC	300.3
	504.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$16,200	\$16,900	\$19,100	\$20,300	\$21,900	\$23,800
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	12.2%	\$26,700	\$29,100	\$32,000	\$34,600	\$37,700	9.0%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$4.22/1,000	\$5.02/1,000	\$6.28/1,000	Local	80%		
Revenue/Capita	\$34.74	\$47.17	\$68.88	National	20%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	466.3	504.6	1.6%	504.6	547.3
Households	168.8	185.6	1.9%	185.6	206.5	2.2%
Retail Sales	3,836.0	4,741.2	4.3%	4,741.2	6,005.0	4.8%
EBI	6,610.3	7,816.4	3.4%	7,816.4	10,270.6	5.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	244.1	43.3	22.2	27.6	40.5	43.5	31.7	35.4
Women (000)	260.5	41.9	21.1	28.7	43.0	46.5	32.9	46.3
Total	504.6	85.2	43.3	56.3	83.6	90.0	64.6	81.6
Percentage	100.0%	16.9%	8.6%	11.1%	16.6%	17.8%	12.8%	16.2%
Per Capita	\$ 15,490	Median Household		\$ 34,624	Avg Household		\$ 42,114	
Ethnic Population:	White 68.2%	Black 30.1%	Asian 1.4%	Hispanic 1.7%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	10		4	11	14	9	23
Tot 12+	39.6		35.5	74.6	75.1	9.3	84.4
Avg 12+	4.0		8.9	6.8	5.4	1.0	3.7
Tot LCS	46.9		42.1	88.4	89.0	11.0	100.0
Avg LCS	4.7		10.5	8.0	6.4	1.2	4.3

Competitive Overview

Some stations also rated in Florence.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)†/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
WZMJ	Batesburg	A	93.1	2.1	561		Rainbow Radio LLC	65	9901	3,412		Urban AC			0.2	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.6
WARQ	Columbia	A	93.5	2.8	443	c	Clear Channel	71	9607		g1	Alternative	1,000	0.65	5.8	3.6	5.6	5.0	4.9	4.6	6.1	5.0	4.0
WFMV	South Congaree	A	95.3	3.0	328	d	Glory		93			Gospel	750	0.45	6.2	5.5	5.0	5.8	6.6	4.7	5.6	5.8	4.8
• WLTY	Cayce	A	96.7	3.3	443	b	AMFM Inc	74	9910 p			Soft AC	450	0.80	2.1	2.8	4.1	4.0	4.1	1.9	1.6	2.0	1.5
• WCOS	Columbia	C1	97.5	100.0	981	b	AMFM Inc	51	9910 p			Country	3,950	1.23	12.0	10.4	9.5	8.4	10.5	10.7	10.3	9.0	10.8
WLJI	Summerton	A	98.3	6.0	328	d	Glory	96	9702	108	cp	Gospel			0.2	0.2	0.5	0.2	0.6	0.2	0.2	0.2	0.0
WLXC	Lexington	A	98.5	6.0	328	a	Bloomington Bcstg	94	9904	3,200		Urban AC	400	0.54	2.8	3.2	7.6	2.0	1.4	2.7	2.5	2.6	1.7
• WSCQ	West Columbia	A	100.1	5.9	328	b	AMFM Inc	75	9910 p			R&B Oldies	1,500	0.92	6.1	4.1	4.8	4.9	4.7	5.6	4.1	5.1	5.7
WWDW	Sumter	C	101.3	100.0	1322	c	Clear Channel	61	9607		g1	Urban	5,300	1.05	18.9	8.3	10.9	14.3	14.9	15.4	16.3	16.2	16.1
WMFX	St. Andrews	A	102.3	6.0	328	c	Clear Channel	85	9707	5,500	c3	Clsc Rock	2,400	1.15	7.8	6.2	6.8	6.7	5.8	6.1	6.9	6.9	6.5
WOMG	Columbia	A	103.1	6.0	308	a	Bloomington Bcstg	84	9906	3,000	c1	Oldies	1,400	0.82	6.4	5.2	5.2	5.0	5.3	5.4	6.2	5.5	4.6
• WNOK	Columbia	C	104.7	96.0	1034	b	AMFM Inc	59	9910 p			CHR	3,350	1.25	10.0	9.7	9.8	8.7	7.2	8.5	7.6	7.5	10.2
• WDXZ	Newberry	A	106.3	6.0	328		Sutton	89	9906	300	na	Oldies	175		0.9	0.0	0.0	0.0	0.0	0.7	1.0	0.8	0.6
WTCB	Orangeburg	C1	106.7	100.0	787	a	Bloomington Bcstg	67	8909	5,300		AC	3,725	1.68	8.3	4.9	5.3	6.5	5.3	6.4	7.1	7.9	6.6
# FM Stations -					14	# Combos -					12	FM TOTALS			87.7	64.1	75.1	72.0	71.3	72.9	75.5	74.5	73.7

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)†/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
• WVOC	Columbia	B	560	5.0	5.00	b	AMFM Inc	30	9910 p		g	Nws/Tlk/Spt	1,800	1.16	5.8	5.2	5.0	5.5	6.9	5.4	4.8	4.5	4.9
• WTGH	Cayce	B	620	1.0	0.13		Glory	58	9910	375		Gospel	200	0.54	1.4	0.5	0.6	0.6	0.6	0.7	2.0	1.2	0.8
WCTG	Columbia	B	840	50.0	0.00		Alliance Bcstg	93	9908 p	850		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLGO	Lexington	B	1170	10.0	0.00		PowerNomics	88	9901	200		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WOIC	Columbia	C	1230	1.0	1.00	c	Clear Channel	47	9707		c3	Oldies	200	0.39	1.9	1.5	1.5	2.0	2.3	2.2	1.6	1.4	1.4
WISW	Columbia	B	1320	5.0	2.50	a	Bloomington Bcstg	54	9411		c1	News	100	0.27	1.4	4.2	0.8	1.2	1.6	1.2	1.5	0.9	1.2
• WCOS	Columbia	C	1400	1.0	1.00	b	AMFM Inc	39	9910 p			Sports			1.9	1.1	1.4	2.1	1.4	1.4	1.5	1.4	2.2
• WBLR	Batesburg	B	1430	5.0	0.14		Barinowski,	56	9806 p		na	Spanish				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WQXL	Columbia	B	1470	5.0	0.14		Metro Comm	45	8906	135		ChrsContemp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					9	# Combos -					4	AM TOTALS			12.4	12.5	9.3	11.4	12.8	10.9	11.4	9.4	10.5
AM & FM Stations Profiled -					23	# Duopolies -					7	Total Local Commercial Share			76.6	84.4	83.4	84.1	83.8	86.9	83.9	84.2	

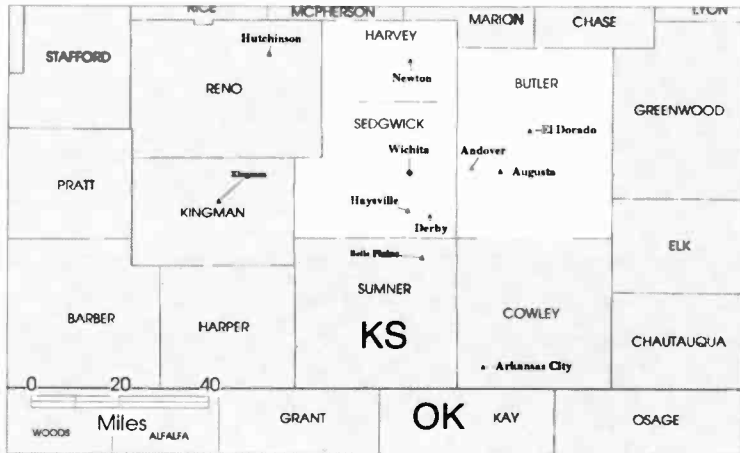
• Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.

Metro Rank: 90

Revenue Rank: 69

Wichita, KS Market Overview



Metro Counties / Population (000)

Butler, KS	60.8
Harvey, KS	32.0
Sedgwick, KS	432.8
Total	525.6

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$15,400	\$17,300	\$19,200	\$19,800	\$22,000	\$24,500
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	10.2%	\$27,000	\$29,200	\$31,800	\$34,000	\$37,100	8.2%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.64/1,000	\$4.76/1,000	\$6.24/1,000	Local	90%		
Revenue/Capita	\$30.54	\$46.61	\$67.86	National	10%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	504.3	525.6	0.8%	525.6	546.7
Households	194.3	201.7	0.8%	201.7	212.0	1.0%
Retail Sales	4,232.0	5,142.6	4.0%	5,142.6	5,942.4	2.9%
EBI	7,999.1	8,770.3	1.9%	8,770.3	10,542.5	3.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55	
Men (000)	258.5	52.4	22.5	21.3	42.4	44.1	30.8	45.0	
Women (000)	267.1	50.6	21.7	20.5	40.6	43.4	32.2	58.1	
Total	525.6	103.0	44.1	41.8	83.1	87.5	63.0	103.1	
Percentage	100.0%	19.6%	8.4%	7.9%	15.8%	16.6%	12.0%	19.6%	
Per Capita	\$ 16,686		Median Household		\$ 35,804		Avg Household		\$ 43,482
Ethnic Population:	White	88.4%	Black	8.1%	Asian	2.4%	Hispanic	5.7%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations		1	15	13	16	8	24
Tot 12+	0.5	75.5	73.9	76.0	12.3	88.3	
Avg 12+	0.5	5.0	5.7	4.8	1.5	3.7	
Tot LCS	0.6	85.5	83.7	86.1	13.9	100.0	
Avg LCS	0.6	5.7	6.4	5.4	1.7	4.2	

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
KOEZ	Newton	C1	92.3	100.0	640	f	Kansas Radio	59	9910	1,500		Easy	750	0.62	4.5	3.5	3.9	4.4	4.0	3.5	2.7	3.3	6.5
KANR	Belle Plaine	B	92.7	12.2	469		Smith, Daniel D.	96				News/Talk	75		0.1	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.5
KDGS	Andover	C3	93.9	25.0	328	b	Violet, Viola & Gary	93				CHR/Rhymc	800	0.54	5.5	5.3	5.8	5.3	5.2	5.7	5.0	4.3	4.6
• KCVW	Kingman	C2	94.3	50.0	150		Community	99				Relgn/Talk				0.5	0.0	0.5	0.0	0.0	0.0	0.0	0.0
KICT	Wichita	C1	95.1	100.0	899	a	Journal Bcst Group	72	9906		g2	Rock	2,200	1.23	6.6	5.9	6.2	6.3	6.6	7.2	5.5	4.6	6.2
• KRZZ	Derby	C2	96.3	50.0	492	c	AMFM Inc	78	9910 p		g	Clsc Rock	2,450	1.08	8.4	6.4	5.6	6.0	4.9	6.3	7.4	7.8	8.4
• KRBB	Wichita	C	97.9	100.0	994	e	AMFM Inc	48	9910 p		g	AC	2,600	1.12	8.6	5.3	6.4	7.1	5.8	6.8	7.6	9.3	6.8
KAYY	Clearwater	C2	98.7	50.0	492	b	Violet, Viola & Gary	95			1	Hot AC	225	0.69	1.2	1.8	1.6	1.9	0.9	1.2	1.1	1.2	0.8
KTLI	El Dorado	C1	99.1	100.0	617		Stephens Family LP	72	9606	1,253		ChrsContemp	900	0.88	3.8	3.5	3.1	3.4	4.0	3.5	4.8	2.3	3.0
KFDI	Wichita	C	101.3	100.0	1139	a	Journal Bcst Group	63	9906		g2 1	Country	3,300	1.40	8.7	7.7	11.5	8.2	8.6	7.1	8.3	8.6	6.8
• KZSN	Hutchinson	C	102.1	98.0	1034	d	AMFM Inc	68	9910 p		g	Country	3,550	1.30	10.1	11.1	7.6	6.9	8.1	8.4	8.8	10.3	8.4
KEYN	Wichita	C1	103.7	100.0 cp	879	d	Capstar Trust	68	9905		g1	Oldies	1,500	0.96	5.8	5.9	5.3	5.2	5.2	5.6	4.7	4.3	6.1
KLLS	Augusta	C2	104.5	45.0	515	a	Journal Bcst Group	92	9906		g2	Clsc Rock	950	0.80	4.4	4.3	4.5	3.4	5.1	4.4	3.9	3.6	3.8
KWSJ	Haysville	C	105.3	100.0	988	e	Capstar Trust	85	9905		g1	Smooth Jazz	500	0.58	3.2	2.2	2.8	3.2	2.6	2.1	2.4	3.1	3.7
KYQQ	Arkansas City	C	106.5	100.0	1280	a	Journal Bcst Group	79	9906		g2	Country	800	1.06	2.8	1.6	2.0	2.1	2.6	2.9	2.0	3.0	2.2
• KKRD	Wichita	C1	107.3	100.0 cp	879	c	AMFM Inc	67	9910 p		g	CHR	2,825	1.07	9.8	7.9	9.2	9.4	7.7	8.9	10.0	7.9	8.1
# FM Stations -					16	# Combos -					13	FM TOTALS			83.5	73.4	76.0	73.3	71.3	73.6	74.2	73.6	75.9

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
KSGI	Wichita	B	900	0.3	0.03	g	Agape	57	8908		st	Christian	50		0.6	0.8	0.6	0.0	0.5	1.1	0.5	0.5	0.0
KJRG	Newton	B	950	0.5	0.15	f	Anderson Stations	53	5907			Gospel	50			1.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0
KFDI	Wichita	B	1070	10.0	1.00	a	Journal Bcst Group	23	9906		g2 1	Country	1,600	1.10	5.4	3.7	4.5	7.3	5.2	5.7	6.4	3.8	3.3
KNSS	Wichita	C	1240	0.6	0.64	c	Capstar Trust	47	9905		g1	Nws/Tlk/Spt	950	0.98	3.6	2.6	2.5	3.5	4.3	3.2	2.6	3.5	3.5
KFH	Wichita	B	1330	5.0	5.00	e	Capstar Trust	22	9905		g1	News/Talk	450	0.37	4.5	3.7	2.8	3.2	4.8	3.9	4.2	4.3	3.7
KSRX	El Dorado	B	1360	0.5	0.00		Reunion Bcstg LLC	53	9808	135		Chrst/Talk	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KMYR	Wichita	B	1410	5.0	1.00	g	Agape	77	9707	250		Adlt Stndrd	150		0.8	0.0	0.8	0.5	0.8	1.1	0.0	0.5	1.3
KQAM	Wichita	B	1480	5.0	1.00	d	Capstar Trust	36	9905		g1	Sports	300	0.85	1.3	2.4	1.1	1.5	1.7	0.9	1.1	1.8	0.8
# AM Stations -					8	# Combos -					7	AM TOTALS			16.2	14.2	12.3	16.0	18.2	15.9	14.8	14.4	12.6
AM & FM Stations Profiled -					24	# Duopolies -					8	Total Local Commercial Share			87.6	88.3	89.3	89.5	89.5	89.0	88.0	88.5	

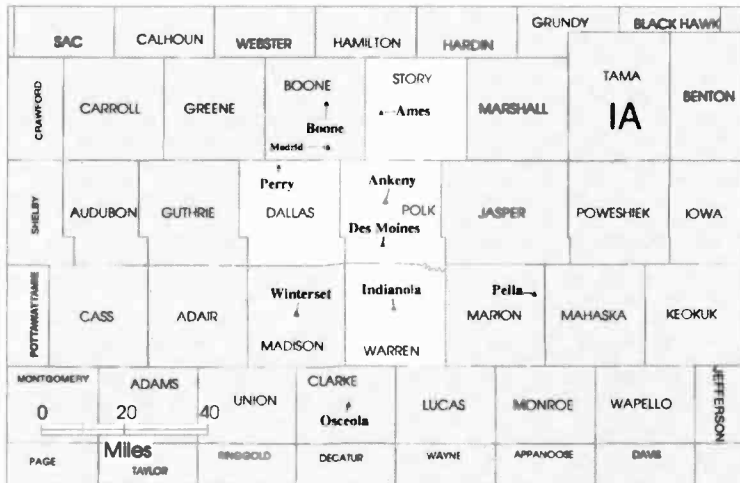
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 91

Revenue Rank: 72

Des Moines, IA Market Overview



Metro Counties / Population (000)

Dallas, IA	34.4
Polk, IA	357.8
Story, IA	74.1
Warren, IA	40.2
Total	506.5

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$17,800	\$18,500	\$20,900	\$21,900	\$23,500	\$25,300
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	5.1%	\$26,600	\$28,100	\$30,100	\$32,200	\$34,500	6.7%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.77/1,000	\$3.72/1,000	\$3.84/1,000	Local	82%		
Revenue/Capita	\$36.68	\$49.95	\$65.34	National	18%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	485.3	506.5	0.9%	506.5	528.0	0.8%
Households	186.5	196.3	1.0%	196.3	207.7	1.1%
Retail Sales	4,723.6	6,794.7	7.5%	6,794.7	8,978.8	5.7%
EBI	8,072.0	9,046.6	2.3%	9,046.6	11,187.6	4.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	246.1	45.1	19.7	28.7	39.5	41.2	31.4	40.6
Women (000)	260.4	42.1	19.1	27.8	39.9	43.3	32.9	55.3
Total	506.5	87.2	38.8	56.5	79.4	84.5	64.3	95.8
Percentage	100.0%	17.2%	7.7%	11.2%	15.7%	16.7%	12.7%	18.9%
Per Capita	\$ 17,861	Median Household		\$ 38,307	Avg Household		\$ 46,086	
Ethnic Population:	White 93.2%	Black 3.8%	Asian 2.7%	Hispanic 2.6%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		13	12	16	9	25
Tot 12+	1.3		67.6	66.6	68.9	18.2	87.1
Avg 12+	0.4		5.2	5.6	4.3	2.0	3.5
Tot LCS	1.5		77.6	76.5	79.1	20.9	100.0
Avg LCS	0.5		6.0	6.4	4.9	2.3	4.0

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)†/	Power Ratio		Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
KJJY	Ankeny	C2	92.5	41.0	541	a	Barnstable Bcstg	78	9610		sw	Country	3,200	1.42	8.5	6.3	7.7	6.4	8.9	6.2	8.0	6.2	9.2
KIOA	Des Moines	C	93.3	100.0	1063	b	Saga Comm Inc	64	9304	2,700	c1	Oldies	2,100	0.97	8.1	7.6	8.9	7.1	7.3	7.0	7.5	7.4	6.4
• KGGO	Des Moines	C	94.9	100.0	1066	d	AMFM Inc	64	9910 p		g	AOR	1,950	1.20	6.1	7.1	5.4	5.7	5.4	4.7	7.1	4.8	4.9
KLRX	Madrid	A	96.1	2.5	515		GO Radio Inc		97			Clsc Hits			0.5	0.5	0.5	0.0	0.0	1.0	0.0	0.7	0.0
• KHKI	Des Moines	C1	97.3	115.0	449	d	AMFM Inc	61	9910 p		g	Country	1,500	0.70	8.1	5.6	6.1	4.8	6.2	6.9	6.7	5.7	8.9
KRKQ	Boone	C2	98.3	50.0	492	a	Barnstable Bcstg	75	9610	2,350		Clsc Rock	1,600	1.02	5.9	4.3	3.5	4.3	7.0	5.7	4.9	5.1	4.8
KZZQ	Winterset	A	99.5	6.0	328		Positiv Impact	92	9607		al	ChrsContemp			0.9	0.9	0.8	1.0	1.3	0.7	0.8	0.7	1.0
• KMXD	Des Moines	C	100.3	100.0	1700	c	Clear Channel	48	9905		g1	Hot AC	1,550	0.99	5.9	4.2	3.6	5.2	5.9	5.5	4.5	6.9	3.9
KSTZ	Des Moines	C	102.5	92.0	1260	b	Saga Comm Inc	70	8805	3,250	c2	Hot AC	2,600	1.02	9.6	8.3	9.2	8.1	7.0	8.7	8.2	8.6	8.2
KAZR	Pella	C1	103.3	100.0	745	b	Saga Comm Inc	76	9610	2,700		AOR	1,000	0.43	8.7	6.1	6.9	7.1	6.0	7.2	7.7	7.9	7.5
KLTI	Ames	C	104.1	100.0	1011	b	Saga Comm Inc	67	9704	3,200		Soft AC	800	0.57	5.3	5.2	5.1	5.3	4.0	4.7	3.9	5.0	4.9
• KCCQ	Ames	C3	105.1	25.0	328	f	Clear Channel	68	9909	4,000	c3	Adult Rock	250	0.39	2.4	2.9	4.4	3.1	2.7	2.7	2.5	2.1	1.1
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
• KLYF	Ankeny	C3	106.3	18.0	328	c	Clear Channel	91	9905		g1	Soft AC	500	0.61	3.1	3.3	3.0	4.0	3.2	3.0	3.3	2.1	2.5
KJJC	Osceola	C2	107.1	27.0	650		Lifestyle Comm	82	8706	500	1	Sports			1.3	2.4	1.0	1.7	1.1	1.3	0.5	1.9	0.8
KKDM	Des Moines	C1	107.5	100.0	722		Clear Channel	95	9907	7,350		HotAC/Top40	1,450	1.21	4.5	6.9	2.8	3.3	3.8	4.5	4.2	3.9	3.1
# FM Stations -					16	# Combos -					12	FM TOTALS			78.9	71.6	68.9	67.1	69.8	69.8	69.8	69.0	67.2

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)									Revenue (000)†/	Power Ratio		Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
KXTK	Des Moines	B	940	10.0	5.00	b	Saga Comm Inc	47	9304		c1	Oldies	150	0.47	1.2	0.4	0.5	0.5	1.0	1.0	0.9	1.0	1.3	
WHO	Des Moines	A	1040	50.0	50.00	c	Clear Channel	24	9905		g1	News/Talk	6,700	1.70	14.8	10.5	12.4	13.3	11.0	11.7	12.5	14.2	13.3	
KWKY	Des Moines	B	1150	1.0	1.00		Putbrese Comm Ltd	48	9812		st	Christian	225		0.7	0.9	0.7	0.9	0.5	0.7	0.9	0.0	0.8	
KDLS	Perry	B	1310	0.5	0.30	e	Perry Bcstg		61			Country			0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	
KRNT	Des Moines	B	1350	5.0	5.00	b	Saga Comm Inc	35	8805		c2	Nostalgia	325	0.31	4.0	3.6	4.1	5.2	4.9	4.0	3.4	3.3	3.4	
KASI	Ames	B	1430	1.0	0.03	f	Clear Channel	48	9909		c3	News/Talk			0.3	0.0	0.5	0.5	0.6	0.0	0.5	0.5	0.0	
• KDML	Des Moines	B	1460	5.0	5.00	d	AMFM Inc	21	9910 p		g	Gsp/Tlk/Spn	450		0.1	0.5	0.0	0.5	0.5	0.5	0.0	0.0	0.0	
KXLQ	Indianola	C	1490	0.5	0.50		Warren Bcstg Inc	63	8511		1	Sports	200		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KBGG	Des Moines	B	1700	1.0	1.00	a	Barnstable Bcstg	47	9610		sw	Bus News			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			21.1	15.9	18.2	21.6	18.5	17.9	18.2	19.0	18.8	
AM & FM Stations Profiled -					25	# Duopolies -					8	Total Local Commercial Share			87.5	87.1	88.7	88.3	87.7	88.0	88.0	86.0		

• Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.

Metro Rank: 92

Revenue Rank: 178

Daytona Beach, FL Market Overview



Metro Counties / Population (000)

Flagler, FL	42.8
Volusia, FL	418.5
Total	461.3

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$3,800	\$4,300	\$5,100	\$6,100	\$6,800	\$7,600
★★★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
		15.8%	\$8,800	\$9,600	\$10,500	\$11,300	\$12,500
Revenue/Retail Sales	1992 \$1.12/1,000	1997 \$1.74/1,000	2002 \$2.35/1,000	Est. Breakout			
Revenue/Capita	\$8.86	\$16.48	\$25.52	Local	90%		
				National	10%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	429.0	461.3	1.5%	461.3	489.9
Households	178.0	189.7	1.3%	189.7	202.8	1.3%
Retail Sales	3,405.3	4,375.2	5.1%	4,375.2	5,316.3	4.0%
EBI	5,772.4	6,879.3	3.6%	6,879.3	8,450.8	4.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	225.2	31.5	14.9	20.0	30.7	32.2	26.3	69.7
Women (000)	236.1	30.1	14.3	16.3	28.0	33.0	29.0	85.4
Total	461.3	61.6	29.2	36.2	58.6	65.2	55.3	155.1
Percentage	100.0%	13.4%	6.3%	7.9%	12.7%	14.1%	12.0%	33.6%
Per Capita	\$ 14,913	Median Household		\$ 28,053	Avg Household		\$ 36,264	
Ethnic Population:	White 87.6%	Black 10.8%	Asian 1.2%	Hispanic 5.4%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		13	5	14	8	22
Tot 12+	4.0		60.4	22.4	64.4	9.1	73.5
Avg 12+	4.0		4.6	4.5	4.6	1.1	3.3
Tot LCS	5.4		82.2	30.5	87.6	12.4	100.0
Avg LCS	5.4		6.3	6.1	6.3	1.5	4.5

Competitive Overview

Some stations also rated in markets 39, 52, and 95.

FM Stations

Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)†	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WWKA	Orlando	C	92.3	98.0	1339	c	Cox Radio Inc	52	9704		Country	n/a		5.6	4.6	3.7	3.8	4.1	6.5	4.1	5.0	6.9	
WKRO	Edgewater	C3	93.1	15.0	427	a	Black Crow Bcstg	93	9412	1,250	Rock	1,100	3.57	3.5	2.3	2.3	1.8	3.1	1.6	2.9	2.1	2.4	
WCFB	Daytona Beach	C	94.5	100.0	1470	c	Cox Radio Inc	47	9704		Urban AC	n/a		5.6	3.9	4.5	4.1	3.8	2.6	4.8	2.6	2.3	
WHOG	Ormond-by-the-S	C3	95.7	25.0	328	a	Black Crow Bcstg	95	9610	850	Clsc Rock	1,600	2.80	6.5	5.8	4.2	4.0	5.1	2.9	3.8	1.6	0.3	
WHTQ	Orlando	C	96.5	100.0	1598	c	Cox Radio Inc	52	9612		Clsc Rock	n/a		4.5	4.6	3.8	3.6	2.8	5.2	4.3	4.4	4.9	
WGNE	Titusville	C1	98.1	100.0	463		Clear Channel	68	9803 p		Country	2,500	2.87	9.9	6.1	7.2	6.0	7.8	7.3	8.6	8.9	9.8	
WFKS	Palatka	C	99.9	100.0	1201		Renda Bcstg Corp	73	9602		Hot AC	1,050	2.71	4.4	4.2	2.1	2.6	3.5	4.2	2.3	3.4	4.6	
WSHE	Orlando	C	100.3	94.0	1188	d	Clear Channel	71	9712		Oldies	n/a		3.4	3.5	2.1	2.3	2.5	2.4	2.3	3.2	3.3	
WJRR	Cocoa Beach	C	101.1	100.0	1598	d	Clear Channel	62	9712		Rock	n/a		4.7	4.2	4.7	3.8	2.8	3.1	2.5	3.2	3.4	
• WJHM	Daytona Beach	C	101.9	61.0	1614	b	AMFM Inc	67	9910 p		Urban	n/a		7.6	4.4	5.2	6.6	4.1	6.5	6.3	5.5	4.6	
• WVYB	Holly Hill	A	103.3	3.0	315	a	Black Crow Bcstg	96	9706	1,100	CHR	600	2.35	2.9	4.0	3.8	2.0	2.0	1.8	0.9	0.6	0.0	
• WOMX	Orlando	C	105.1	100.0	1598	b	AMFM Inc	67	9910 p		Mix AC	n/a		4.8	4.2	3.7	3.6	3.1	3.7	4.8	4.2	3.8	
• WOCL	DeLand	C	105.9	96.0	1581	b	AMFM Inc	67	9910 p		R&B Oldies	n/a		9.6	4.0	6.3	5.8	7.6	8.2	7.8	5.5	5.5	
WMGF	Mount Dora	C	107.7	100.0	1585	d	Clear Channel	66	9712		Soft AC	n/a		12.1	8.6	6.8	9.1	7.9	7.9	7.7	9.2	9.5	
# FM Stations -				14	# Combos -				12	FM TOTALS				85.1	64.4	60.4	59.1	60.2	63.9	63.1	59.4	61.3	

AM Stations

Calls	City of License	FCC Class	Power Freq (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)†	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WNDB	Daytona Beach	B	1150	1.0	1.00	a	Black Crow Bcstg	48	9610		c1	Nws/Tlk/Spt	1,000	2.84	4.0	3.3	4.0	3.5	2.1	2.7	3.2	2.9	3.4	
WSBB	New Smyrna Bch	C	1230	1.0	1.00		TK Radio Inc	50	9110	50		Adlt Stndrd	150	0.49	3.5	2.5	3.0	3.1	1.8	3.1	3.2	5.5	2.9	
WYND	DeLand	B	1310	5.0	0.10		B Tucker Assoc Inc	56	8902	255	a1	Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WROD	Daytona Beach	C	1340	1.0	1.00		Gore-Overgaard	47	9901	1,010		Big Band	550	1.16	5.4	2.6	4.5	4.6	3.0	6.5	7.8	7.8	5.4	
WELE	Ormond Beach	B	1380	5.0	2.50		J&V Comm Inc	57	9412	313		Nws/Tlk/Spt	50		0.3	0.7	0.0	0.5	0.0	0.0	0.0	0.0	0.0	
WMFJ	Daytona Beach	C	1450	1.0	1.00		Cornerstone Bcg	35	9510	225		Religion			0.3	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	
WXVQ	DeLand	C	1490	1.0	1.00		Green Bcst Group	48	9111	325		Nws/Tlk/Spt	80			0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	
WPUL	South Daytona	B	1590	1.0	0.03		PSI	57	8902	250		Urban AC	100	0.81	1.4	0.0	0.0	0.8	1.2	0.5	0.5	1.1	1.3	
# AM Stations -				8	# Combos -				1	AM TOTALS				14.9	9.1	11.5	13.0	8.1	12.8	14.7	17.9	13.0		
AM & FM Stations Profiled -				22	# Duopolies -				6	Total Local Commercial Share				73.5	71.9	72.1	68.3	76.7	77.8	77.3	74.3			

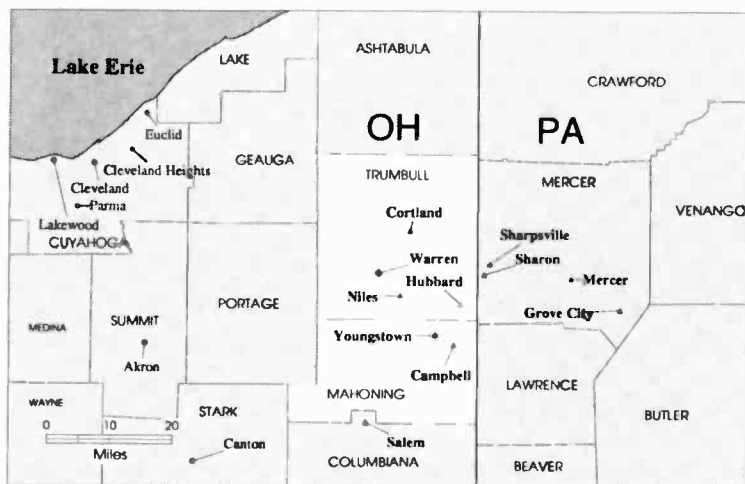
• Indicates a change since last edition

† See introduction section for interpretation of revenue estimates.

Metro Rank: 93

Revenue Rank: 89

Youngstown - Warren, OH Market Overview



Metro Counties / Population (000)

Mahoning, OH	257.8
Trumbull, OH	225.3
Total	483.1

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$12,700	\$13,600	\$14,100	\$15,600	\$16,600	\$16,900
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
	11.2%	\$18,800	\$20,400	\$22,300	\$23,800	\$26,000	8.5%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.29/1,000	\$3.38/1,000	\$4.30/1,000	Local	89%		
Revenue/Capita	\$25.78	\$34.98	\$55.61	National	11%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	492.7	483.1	-0.4%	483.1	467.5	-0.7%
Households	188.5	186.9	-0.2%	186.9	184.7	-0.2%
Retail Sales	3,855.8	5,003.5	5.3%	5,003.5	6,053.1	3.9%
EBI	6,366.7	6,974.0	1.8%	6,974.0	7,947.8	2.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	230.4	39.6	21.2	17.7	29.3	37.6	31.2	53.7
Women (000)	252.7	38.2	20.1	18.0	31.0	41.0	33.8	70.6
Total	483.1	77.8	41.4	35.7	60.2	78.6	65.0	124.3
Percentage	100.0%	16.1%	8.6%	7.4%	12.5%	16.3%	13.5%	25.7%
Per Capita	\$ 14,436	Median Household		\$ 30,505	Avg Household		\$ 37,314	
Ethnic Population:	White 86.9%	Black 12.4%	Asian 0.6%	Hispanic 1.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	6		7	11	11	22
Tot 12+	13.0	43.1		52.0	56.1	22.4	78.5
Avg 12+	2.6	7.2		7.4	5.1	2.0	3.6
Tot LCS	16.6	54.9		66.2	71.5	28.5	100.0
Avg LCS	3.3	9.2		9.5	6.5	2.6	4.5

Competitive Overview

Some stations also rated in Canton.

FM Stations

Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)											
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995				
• WBBG	Youngstown	B	93.3	50.0	279	c	Clear Channel	59	9911	p	g4	Oldies	1,500	0.89	9.0	8.0	7.2	6.9	7.6	6.8	7.0	7.3	7.6			
• WICT	Grove City	B	95.1	19.0	804	c	Clear Channel	62	9911	p	g4	Country	450	1.26	1.9	1.4	1.4	0.9	2.2	1.1	1.5	1.6	1.6			
• WTNX	Sharpsville	A	95.9	3.0	328	c	Clear Channel	76	9911	p	g4	Easy	350	0.58	3.2	1.7	2.3	2.3	2.8	2.3	2.2	0.8	1.2			
WLLF	Mercer	A	96.7	1.4	486	a	Connoisseur Comm	85	9810	p	1,200	c4	Easy	100	0.7	1.0	0.9	0.4	0.7	0.7	0.7	0.0	0.0			
WMXY	Youngstown	B	98.9	5.9	1371	b	Clear Channel	47	9811		g1	Mix AC	1,400	0.91	8.2	6.1	7.6	7.2	6.1	7.7	7.5	7.5	7.7			
WHOT	Youngstown	B	101.1	24.5	705	a	Connoisseur Comm	59	9410		6,000	c1	CHR	3,250	1.44	12.0	9.1	9.8	10.5	8.9	11.4	10.2	10.7	10.9		
WBTJ	Hubbard	A	101.9	3.0	328	b	Clear Channel	93	9905		g1	Urban	175	0.18	5.1	3.9	3.0	4.2	4.0	4.7	4.7	5.5	5.7			
WYFM	Sharon	B	102.9	33.0	604	a	Connoisseur Comm	47	9611	p	st 1	Clsc Hits	2,700	1.39	10.3	7.3	7.3	8.4	8.2	7.5	6.7	5.8	4.6			
WWIZ	Mercer	A	103.9	3.0	299	a	Connoisseur Comm	72	9809	p	c4	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WQXK	Salem	B	105.1	88.0	430	a	Connoisseur Comm	58	9710		13,500	c2	Country	3,000	1.00	15.9	11.2	12.2	13.9	11.8	14.4	14.5	11.7	12.8		
WNCD	Niles	A	106.1	3.0	328	b	Clear Channel	88	9905		g1	Clsc Rock	2,000	1.18	9.0	6.4	5.6	8.1	6.5	5.7	5.4	6.4	6.3			
# FM Stations -															11	# Combos -		11	FM TOTALS							
																75.3	56.1	57.3	62.8	58.8	62.3	60.4	57.3	58.4		

AM Stations

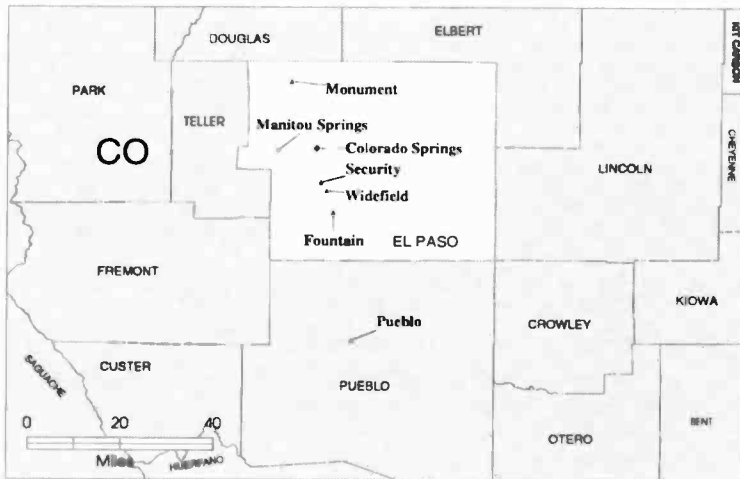
Calls	City of License	FCC Class	Power Freq (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)										
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995			
WKBN	Youngstown	B	570	5.0	5.00	b	Clear Channel	26	9811		g1	News/Talk	1,750	0.80	11.7	9.1	9.6	8.8	10.1	9.3	10.2	11.7	10.5			
WSOM	Salem	B	600	1.0	0.00	a	Connoisseur Comm	65	9710		c2	Oldies	250	0.49	2.7	2.9	2.2	2.5	1.9	2.6	1.5	2.7	2.8			
WPIC	Sharon	B	790	1.0	0.05	a	Connoisseur Comm	38	9611		st 1	MOR	450		0.6	0.6	0.0	0.6	0.4	0.4	0.0	0.4	0.4			
WKTX	Cortland	B	830	1.0	0.00		Kossanyi Family	85	9108		160	Oldies	100		0.6	0.0	0.0	0.0	1.0	0.7	0.9	0.0	1.1			
WBBW	Youngstown	C	1240	1.0	1.00	a	Connoisseur Comm	49	9410		c3	Sports	150		0.9	0.4	1.4	0.4	1.0	0.0	1.1	0.7	1.5			
WASN	Campbell	B	1330	0.5	1.00		Otter Comm Ltd	55	9805		300	ChrsContemp				0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
• WRTK	Youngstown	B	1390	9.5	4.20	c	Clear Channel	39	9911	p	g4	News/Talk	125	0.39	1.7	2.2	0.6	1.3	1.5	1.1	1.1	1.8	0.9			
WRBP	Warren	B	1440	5.0	5.00	d	Esq. Comm Inc	41	9811		na	Variety	475		0.6	1.7	1.6	0.6	0.4	0.4	0.4	0.4	0.7			
WGFT	Youngstown	B	1500	0.5	0.00	d	Esq. Comm Inc	76	9509		250	Chrst/Talk	100	0.35	1.5	1.5	1.0	1.2	1.2	0.0	1.1	1.0	1.1			
WNIO	Niles	B	1540	0.5	0.00	b	Clear Channel	63	9905		g1	Nostalgia	425	0.53	4.3	3.4	3.7	2.3	4.7	2.6	5.1	3.0	3.4			
WANR	Warren	B	1570	0.5	0.12		Beacon	71	9811		178	Chrst/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
# AM Stations -															11	# Combos -		8	AM TOTALS							
																24.6	22.4	20.1	17.7	22.2	17.1	21.4	21.7	22.4		
AM & FM Stations Profiled -															22	# Duopolies -		9	Total Local Commercial Share							
																78.5	77.4	80.5	81.0	79.4	81.8	79.0	80.8			

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 94

Revenue Rank: 105

Colorado Springs, CO Market Overview



Metro Counties / Population (000)

El Paso, CO	486.7
	486.7

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

ESTIMATED GROSS REVENUES ★ ★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$10,400	\$11,500	\$12,600	\$12,800	\$14,400	\$15,700	8.5%
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	8.9%	\$17,100	\$18,600	\$20,500	\$21,900	\$23,900	8.7%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.08/1,000	\$3.04/1,000	\$3.65/1,000	Local	80%		
Revenue/Capita	\$23.99	\$32.26	\$44.83	National	20%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	433.5	486.7	2.3%	486.7	533.1
Households	161.4	183.2	2.6%	183.2	204.5	2.2%
Retail Sales	3,371.2	5,171.0	8.9%	5,171.0	6,547.4	4.8%
EBI	6,132.7	7,133.2	3.1%	7,133.2	8,735.8	4.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	244.2	49.2	20.9	26.7	43.7	42.9	29.3	31.6
Women (000)	242.5	47.3	19.8	21.1	41.3	43.8	30.1	39.0
Total	486.7	96.5	40.7	47.8	85.0	86.6	59.5	70.7
Percentage	100.0%	19.8%	8.4%	9.8%	17.5%	17.8%	12.2%	14.5%
Per Capita	\$ 14,656	Median Household		\$ 31,624	Avg Household		\$ 38,937	
Ethnic Population:	White 88.0%	Black 7.7%	Asian 3.4%	Hispanic 10.5%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			13	9	13	8	21
Tot 12+			66.5	56.6	66.5	9.8	76.3
Avg 12+			5.1	6.3	5.1	1.2	3.6
Tot LCS			87.2	74.2	87.2	12.8	100.0
Avg LCS			6.7	8.2	6.7	1.6	4.8

Competitive Overview

Some stations also rated in Pueblo.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
KSPZ	Colorado Springs	C	92.9	60.0	cp	2198 a	Citadel Comm Corp	60	9905		sw	Oldies	1,400	1.15	7.1	4.5	5.0	5.0	4.4	5.7	6.0	5.8	4.5
KILO	Colorado Springs	C	94.3	83.0		2110	Bahakel Comm	66	8408	3,600		AOR	1,000	0.66	8.8	6.6	7.3	7.8	6.2	6.3	6.9	6.2	7.9
KRDO	Colorado Springs	C	95.1	96.0		2011 d	Pikes Peak Bcstg	69			1	Soft Rock	800	0.95	4.9	1.8	2.8	2.9	2.8	3.4	4.1	4.4	3.5
KPRZ	Fountain	C2	96.1	1.7	cp	2198	Atsinger III, Edward	92	9701		g	2	ChrsContemp	175	0.85	1.2	1.0	0.7	0.7	0.7	0.8	1.1	1.0
KCCY	Pueblo	C	96.9	58.0		2280	McCoy Bcstg Co	75	8509	See (240)		Country	n/a		7.4	5.3	5.2	5.7	7.8	4.2	6.0	5.4	7.4
KKFM	Colorado Springs	C	98.1	71.0		2290 c	Citadel Comm Corp	58	9212		g	Clsc Rock	3,000	1.51	11.6	6.8	7.8	6.9	7.4	11.5	8.0	8.1	8.6
KKMG	Pueblo	C	98.9	57.0	cp	2280 c	Citadel Comm Corp	67	9403	913		CHR	1,750	0.77	13.3	11.9	11.3	11.2	11.8	11.5	10.8	9.1	10.0
● KVVU	Pueblo	C	99.9	79.0	cp	2198 c	AMFM Inc	76	9910 p		g	Hot AC	1,775	1.50	6.9	5.9	5.8	4.7	5.1	5.1	5.7	5.8	5.0
KGFT	Pueblo	C	100.7	78.0		2218 f	Salem Comm Corp	76	9603	3,000	2	Christian	1.8		1.8	1.0	1.2	1.2	1.1	1.5	1.5	1.3	1.2
KKCS	Colorado Springs	C	101.9	72.1		2280 b	Walton Stations	67	8209	1,020		Country	3,200	1.91	9.8	7.6	8.2	9.8	6.9	6.6	9.1	6.8	7.9
KBIQ	Manitou Springs	C	102.7	72.0		2280 f	Salem Comm Corp	74	9610	100	2	ChrsContemp			2.0	2.3	2.8	1.4	1.8	1.4	1.8	1.9	1.2
KSKX	Security	C3	105.5	0.4		2228	Optima Comm	73	8902	1,460	1	Smooth Jazz	950	1.13	4.9	3.3	3.2	4.8	3.2	3.5	3.4	4.7	3.8
● KCLI	Widefield	C2	106.3	1.6		2225 c	AMFM Inc	87	9910 p		g	Soft AC	1,575	1.51	6.1	5.0	5.2	3.3	5.1	4.2	4.9	5.5	4.5
# FM Stations -				13	# Combos -				g	FM TOTALS				85.8	63.0	66.5	65.4	64.3	65.6	69.0	66.1	66.5	

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
KTWK	Colorado Springs	B	740	3.3	1.50	a	Citadel Comm Corp	55	9905		g1	Nostalgia	75	0.24	1.8	1.3	1.0	1.7	1.8	1.7	1.5	1.1	1.2
KCBR	Monument	B	1040	5.0	0.00	e	Crawford Bcstg Co	85	9902	750	d1	ChrsContemp			0.4	0.0	0.3	0.5	0.0	0.3	0.3	0.5	0.0
KRDO	Colorado Springs	C	1240	1.0	1.00	d	Pikes Peak Bcstg	47			1	Sprts/Talk	225	1.10	1.2	1.0	1.0	1.2	1.2	0.8	0.8	1.0	1.2
KVOR	Colorado Springs	B	1300	5.0	1.00	a	Citadel Comm Corp	22	9905		g1	Talk	1,000	0.77	7.6	5.8	4.8	6.2	6.7	6.6	5.4	5.5	6.0
KKCS	Colorado Springs	B	1460	5.0	0.50	b	Walton Stations	56	8207	1,300		News/Talk			1.1	1.0	0.5	0.5	1.1	0.7	0.7	1.0	0.9
KXRE	Manitou Springs	C	1490	0.5	0.25	st	Polar Comm Corp	56	9602			Spanish				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● KCMN	Colorado Springs	B	1530	15.0	cp	0.02 e	Crawford Bcstg Co	64	9902		d1	Nostalgia	175	0.49	2.1	1.0	2.2	2.4	1.9	0.8	1.3	3.2	1.4
KWYD	Colorado Springs	B	1580	10.0	0.07		Pilgrim Comm LLC	57	9805	450		Religion			0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
# AM Stations -				8	# Combos -				6	AM TOTALS				14.3	10.1	9.8	12.5	12.7	10.9	10.3	12.3	10.7	
AM & FM Stations Profiled -				21	# Duopolies -				5	Total Local Commercial Share				73.1	76.3	77.9	77.0	76.5	79.3	78.4	77.2		

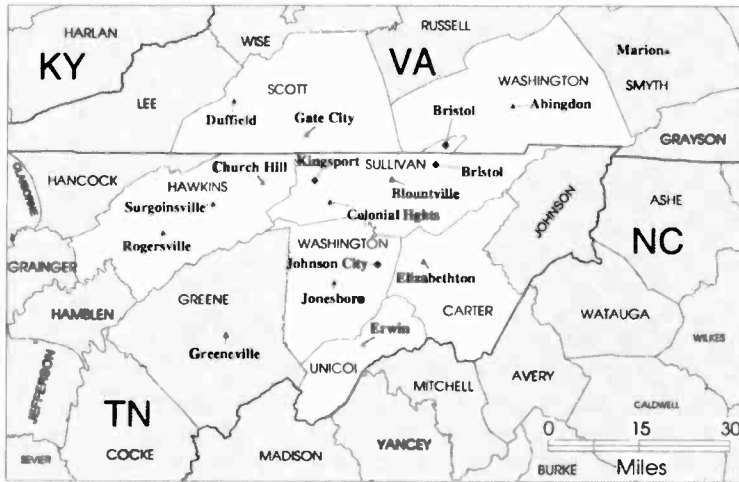
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 95

Revenue Rank: 121

Johnson City-Kingsport-Bristol Market Overview



Metro Counties / Population (000)

Carter, TN	53.5
Hawkins, TN	48.7
Sullivan, TN	150.9
Unicoi, TN	16.8
Washington, TN	101.7
Bristol City, VA	16.7
Scott, VA	23.0
Washington, VA	49.5
Total	460.8

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$9,800	\$10,700	\$11,600	\$12,200	\$13,000	\$13,800
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
6.5%	\$14,700	\$15,800	\$17,000	\$18,200	\$19,700	7.5%	
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.26/1,000	\$3.34/1,000	\$3.93/1,000	Local	85%		
Revenue/Capita	\$22.18	\$29.95	\$41.38	National	15%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	441.9	460.8	0.8%	460.8	476.1	0.7%
Households	173.6	183.2	1.1%	183.2	192.6	1.0%
Retail Sales	3,003.1	4,125.9	6.6%	4,125.9	5,008.5	4.0%
EBI	5,579.3	6,606.0	3.4%	6,606.0	8,379.2	4.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	222.7	33.1	19.2	20.1	30.0	37.0	35.3	48.0
Women (000)	238.1	31.5	18.4	20.1	29.9	38.6	35.9	63.7
Total	460.8	64.6	37.7	40.2	59.9	75.6	71.2	111.7
Percentage	100.0%	14.0%	8.2%	8.7%	13.0%	16.4%	15.4%	24.2%
Per Capita	\$ 14,336							
			Median Household	\$ 27,782			Avg Household	\$ 36,059
Ethnic Population:	White 97.1%		Black 2.3%		Asian 0.4%		Hispanic	0.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		7	6	12	21	33
Tot 12+	6.4		61.1	62.1	67.5	16.6	84.1
Avg 12+	1.3		8.7	10.4	5.6	0.8	2.5
Tot LCS	7.6		72.7	73.8	80.3	19.7	100.0
Avg LCS	1.5		10.4	12.3	6.7	0.9	3.0

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
WABN	Abingdon	A	92.7	1.8	371	f	Legend Radio	56	8705	466	c1	Adult CHR			0.3	0.5	0.3	0.4	0.0	0.7	0.0	0.0	0.0
WMEV	Marion	C	93.9	100.0	1460	g	Glenwood Comm	61	9807	1,650	c3	Country	800	2.72	2.0	1.1	2.3	1.4	1.2	2.2	1.3	0.0	1.4
WIKQ	Greeneville	C	94.9	100.0	1089		Radio Greeneville	56				Country			0.8	0.9	0.9	0.7	0.9	0.5	0.9	0.0	0.5
WXBQ	Bristol	C	96.9	75.0	2241	e	Nininger Stations	45				Country	5,000	1.23	27.6	20.4	21.2	23.7	24.7	23.3	22.3	0.0	22.7
WTFM	Kingsport	C	98.5	74.0	2242	d	Glenwood Comm	48				1 Soft Rock	2,000	1.46	9.3	9.8	10.4	9.7	8.9	8.4	7.0	0.0	7.7
WAEZ	Elizabethton	C3	99.3	3.6	810	e	Nininger Stations	68	9706	3,000		CHR/Dance	900	0.45	13.5	10.8	10.6	10.6	10.4	11.9	10.7	0.0	10.8
WQUT	Johnson City	C	101.5	100.0	1499	a	Bloomington Bcstg	48	8212	3,400	c2	Clsc Rock	2,750	1.32	14.2	13.5	11.5	9.3	13.4	10.8	12.3	0.0	12.0
WXIS	Erwin	A	103.9	2.5	328	c	WEMB Inc	68				CHR	125	0.65	1.3	1.1	1.6	1.4	1.4	0.9	1.5	0.0	0.9
• WEYE	Surgoinsville	A	104.3	4.4	381	b	Trent Broadcasting	90	9909		na	Country			0.6	0.5	0.3	0.2	0.5	0.5	0.9	0.0	0.0
WKOS	Kingsport	A	104.9	2.8	492	a	Bloomington Bcstg	70	9212	500	c4	Oldies	550	0.67	5.6	5.7	4.2	5.0	3.7	5.5	4.4	0.0	4.0
WRZK	Colonial Heights	C3	105.9	1.5	1296		Murray Comm	97				1 AOR	250	0.47	3.6	5.0	4.2	3.6	3.1	2.7	3.5	0.0	2.8
WJDT	Rogersville	A	106.5	0.3	1378		C & S Bcstg	90				Country				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -					12	# Combos -					9	FM TOTALS			78.8	69.7	67.5	66.0	68.2	67.4	64.8	0.0	62.8

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 95

Revenue Rank: 121

Johnson City-Kingsport-Bristol Market Overview



Metro Counties / Population (000)

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Washington, VA	49.5
Total	460.8

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$9,800	\$10,700	\$11,600	\$12,200	\$13,000	\$13,800
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
	6.5%	\$14,700	\$15,800	\$17,000	\$18,200	\$19,700	7.5%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$3.26/1,000	\$3.34/1,000	\$3.93/1,000	Local	85%		
Revenue/Capita	\$22.18	\$29.95	\$41.38	National	15%		

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Women (000)	238.1	31.5	18.4	20.1	29.9	38.6	35.9	63.7
Total	460.8	64.6	37.7	40.2	59.9	75.6	71.2	111.7
Percentage	100.0%	14.0%	8.2%	8.7%	13.0%	16.4%	15.4%	24.2%
Per Capita	\$ 14,336	Median Household		\$ 27,782	Avg Household		\$ 36,059	
Ethnic Population:	White 97.1%	Black 2.3%	Asian 0.4%	Hispanic 0.6%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		7	6	12	21	33
Tot 12+	6.4		61.1	62.1	67.5	16.6	84.1
Avg 12+	1.3		8.7	10.4	5.6	0.8	2.5
Tot LCS	7.6		72.7	73.8	80.3	19.7	100.0
Avg LCS	1.5		10.4	12.3	6.7	0.9	3.0

Competitive Overview

AM Stations											ARB 12+ Metro Shares (see rights)														
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997		
WGOC	Blountville	B	640	10.0	0.81		JT Parker Bcstg	89				Country	350	0.53	4.5	3.5	4.5	4.1	4.5	3.5	3.5	0.0	4.2		
WZAP	Bristol	B	690	10.0	0.01		RAM Comm Inc	46	7701	375		Religion	300	1.20	1.7	0.9	0.3	2.0	1.6	0.5	0.9	0.0	2.8		
WETB	Johnson City	B	790	5.0	0.07		Mountain	47	9012		dn	Gospel	200	0.65	2.1	1.1	0.7	1.4	1.9	1.8	1.1	0.0	2.4		
WPWT	Colonial Heights	B	870	10.0	0.00		Information Comm	84	9603	80		Talk			0.4	0.5	0.5	1.1	0.5	0.4	0.6	0.0	0.0		
WJCW	Johnson City	B	910	5.0	1.00	a	Bloomington Bcstg	38	8212		c2	Nws/Tlk/Inf	650	1.11	4.0	3.0	3.7	3.4	2.6	3.3	2.8	0.0	3.7		
WXBQ	Bristol	B	980	5.0	1.00	e	Nininger Stations	47	7206			News/Talk	200	1.05	1.3	0.9	1.4	1.1	0.9	1.1	1.3	0.0	0.7		
WMEV	Marion	B	1010	1.0	0.04	g	Glenwood Comm	48	9807		c3	Adlt Stndrd			0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0		
WGAT	Gate City	B	1050	1.0	0.27		Tri-Cities Bcst Corp	39	6503			Country			0.5	0.0	0.0	0.4	0.0	0.0	0.4	0.0	0.9		
WKCV	Kingsport	B	1090	10.0	0.00		Appalachian Educ	67	9505	20		Information				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WDUF	Duffield	B	1120	1.0	0.00		Duffield Bcstg Co	86				Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WABN	Abingdon	C	1230	1.0	1.00	f	Legend Radio	56	8704		c1	AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WBEJ	Elizabethton	C	1240	1.0	1.00		CB Radio	46	8209	335		Country	100	0.68	1.0	0.9	0.7	0.4	0.5	0.5	1.3	0.0	0.7		
WMCH	Church Hill	B	1260	1.0	0.00		Trent Broadcasting	54	9910		st	Gospel			0.5	0.0	0.5	0.0	0.0	0.4	0.4	0.0	0.5		
WKIN	Kingsport	B	1320	5.0	0.50	a	Bloomington Bcstg	51	9212		c4	News	111		0.3	0.5	0.3	0.4	0.5	0.4	0.0	0.0	0.3		
WRGS	Rogersville	B	1370	1.0	0.00	b	Beal, C. Philip	54				Cntry/Gospl	50		0.8	0.7	1.0	0.7	0.9	0.5	0.7	0.0	0.7		
WKPT	Kingsport	C	1400	1.0	1.00	d	Glenwood Comm	40	6606		1	Adlt Stndrd	400	0.94	2.9	1.8	1.6	2.2	1.9	2.4	2.0	0.0	2.8		
WEMB	Erwin	B	1420	5.0	0.02	c	WEMB Inc	56	6104			Country			0.8	0.5	0.9	0.7	0.7	0.7	0.4	0.0	0.9		
WOPI	Bristol	C	1490	1.0	1.00	d	Glenwood Comm	29	9604	140	1	Adlt Stndrd			0.2	0.0	0.3	0.0	0.3	0.4	0.2	0.0	0.0		
WHHQ	Elizabethton	B	1520	1.0	0.00		St. Thomas More	64	9903 p	65 na		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WBCV	Bristol	B	1550	5.0	0.00		Sunshine Bcstrs	62				Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WKTP	Jonesboro	B	1590	1.6	5.00	d	Glenwood Comm	58	8912	90	1	Adlt Stndrd			0.1	0.2	0.2	0.0	0.2	0.0	0.0	0.0	0.2		
# AM Stations -					21	# Combos -					10	AM TOTALS					21.2	14.5	16.6	17.9	17.0	15.9	15.8	0.0	20.8
AM & FM Stations Profiled -					33	# Duopolies -					6	Total Local Commercial Share						84.2	84.1	83.9	85.2	83.3	80.6	0.0	83.6

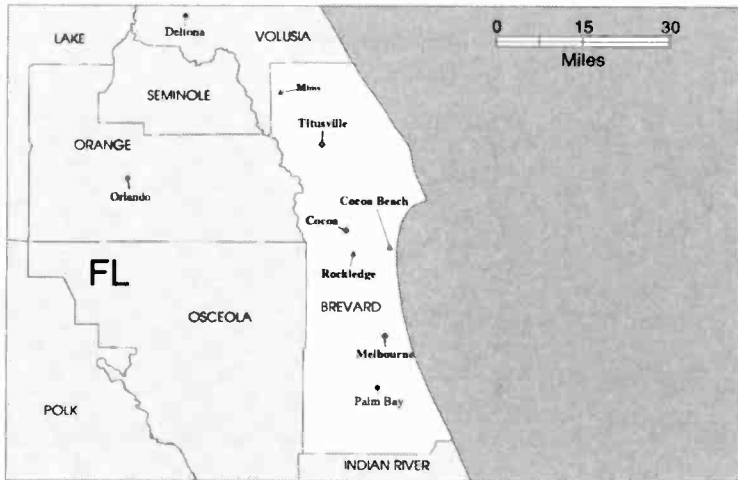
NOTE: Rated 4 times yearly with Summer 1998 period.

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 96

Revenue Rank: 187

Melbourne-Titusville-Cocoa, FL Market Overview



Metro Counties / Population (000)

Brevard, FL	463.9
	463.9

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$5,500	\$6,000	\$5,800	\$5,800	\$6,300	\$6,600
★★★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	16.7%	\$7,700	\$8,400	\$9,300	\$9,900	\$10,900	9.2%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$1.70/1,000	\$1.22/1,000	\$1.63/1,000	Local	90%		
Revenue/Capita	\$12.77	\$14.23	\$22.35	National	10%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	430.7	463.9	1.5%	463.9	487.8
Households	175.8	188.9	1.4%	188.9	201.4	1.3%
Retail Sales	3,232.5	5,423.7	10.9%	5,423.7	6,702.1	4.3%
EBI	6,701.4	7,397.7	2.0%	7,397.7	8,698.7	3.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	230.1	36.9	15.9	17.5	37.8	34.8	29.6	57.7
Women (000)	233.8	35.4	15.2	15.3	34.9	34.7	32.3	66.0
Total	463.9	72.3	31.0	32.8	72.7	69.5	61.8	123.6
Percentage	100.0%	15.6%	6.7%	7.1%	15.7%	15.0%	13.3%	26.7%
Per Capita	\$ 15,947	Median Household		\$ 32,479	Avg Household		\$ 39,162	
Ethnic Population:	White 87.9%	Black 9.5%	Asian 2.2%	Hispanic 4.4%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		5	4	6	9	15
Tot 12+	2.2		18.2	19.6	20.4	10.0	30.4
Avg 12+	2.2		3.6	4.9	3.4	1.1	2.0
Tot LCS	7.2		59.9	64.5	67.1	32.9	100.0
Avg LCS	7.2		12.0	16.1	11.2	3.7	6.7

Competitive Overview

Some stations also rated in Daytona Beach.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
• WBVD	Melbourne	A	95.1	6.0	cp	253 b	AMFM Inc	65	9910	p		g	CIRck/AC	1,100	1.15	12.4	2.2	2.5	3.7	5.2	3.1	2.8	2.0	3.1
WGNE	Titusville	C1	98.1	100.0		463 a	Clear Channel	68	9803	p			Country	n/a		4.4	0.8	1.7	1.5	1.6	1.5	2.0	1.8	1.1
• WLRQ	Cocoa	C2	99.3	50.0		492 b	AMFM Inc	67	9910	p		g	AC	1,950	1.64	15.4	6.0	4.9	4.8	6.2	4.2	5.7	4.7	5.5
• WHKR	Rockledge	C2	102.7	50.0		492 b	AMFM Inc	89	9910	p		g	Country	1,000	1.18	11.0	3.0	3.2	4.5	3.2	5.0	4.7	3.8	4.9
WCIF	Melbourne	C3	106.3	13.5		446	First Baptist Church	80					Religion	75			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WAOA	Melbourne	C1	107.1	100.0		486 c	Southern Bcst	72	9910	p	10,000	c1	CHR	1,800	1.03	22.7	8.4	9.4	8.5	7.5	6.0	6.7	7.8	3.9
# FM Stations -				6	# Combos -				4	FM TOTALS						65.9	20.4	21.7	23.0	23.7	19.8	21.9	20.1	18.5

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WPGS	Mims	B	840	0.3	0.00	Bryan,J./Shiflett,Ed	86					News/Talk	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRFB	Cocoa	B	860	1.0	0.12	WGUL FM Inc	52	9801	475			DARK	50	0.15	4.3	0.0	1.2	1.0	2.1	1.9	1.5	2.8	2.1	
WMEL	Melbourne	B	920	5.0	1.00	Twin Towers Bcstg	56	9308	450			Nws/Tlk/Spt	400	0.73	7.1	1.9	1.9	2.7	2.3	1.0	0.3	1.1	0.8	
WAMT	Titusville	B	1060	10.0	5.00	Radio Brevard Inc	57	9212	265			News/Talk	50			0.0	0.3	0.0	0.0	0.0	0.0	0.3	0.0	
• WMMB	Melbourne	C	1240	0.9	cp	0.94 b	AMFM Inc	47	9910	p		g	MOR	750	0.45	21.5	7.3	7.1	6.3	9.1	6.0	8.8	9.3	9.8
WXXU	Cocoa Beach	B	1300	5.0	1.00	Rama Comm Inc	59	9310				g	Gospel	50			0.0	0.0	0.0	0.0	0.0	0.3	0.5	
• WMMV	Cocoa	B	1350	1.0	1.00	b	AMFM Inc	57	9910	p		g	Adlt Stndrd	175		0.3	0.5	0.3	0.2	0.0	0.3	0.5	0.5	0.8
WWBC	Cocoa	B	1510	1.0	cp	0.49	Astro Enterprises	65	7603				Religion	50		0.5	0.0	0.0	0.0	0.4	0.0	0.3	0.0	0.0
• WTMS	Melbourne	B	1560	5.0	0.00	c	Southern Bcst	68	9910	p		c1	Oldies	150		0.4	0.3	0.3	0.3	0.0	3.4	3.1	2.5	2.0
# AM Stations -				9	# Combos -				3	AM TOTALS						34.1	10.0	11.1	10.5	13.9	12.6	14.5	16.8	16.0
AM & FM Stations Profiled -				15	# Duopolies -				2	Total Local Commercial Share						30.4	32.8	33.5	37.6	32.4	36.4	36.9	34.5	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 97

Revenue Rank: 238

Lakeland-Winter Haven, FL Market Overview



Metro Counties / Population (000)

Polk, FL	463.7
	463.7

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

ESTIMATED GROSS REVENUES	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$4,200	\$4,300	\$4,400	\$4,500	\$4,600	\$4,700	2.3%
★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	8.5%	\$5,100	\$5,400	\$5,700	\$6,000	\$6,400	6.0%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$1.29/1,000	\$1.09/1,000	\$1.23/1,000	Local	85%		
Revenue/Capita	\$9.89	\$10.14	\$13.00	National	15%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	424.8	463.7	1.8%	463.7	492.3
Households	164.0	178.6	1.7%	178.6	191.2	1.4%
Retail Sales	3,265.3	4,301.8	5.7%	4,301.8	5,214.7	3.9%
EBI	5,271.7	6,315.9	3.7%	6,315.9	7,669.6	4.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	226.1	39.5	18.9	17.0	29.7	32.6	28.7	59.8
Women (000)	237.6	37.4	17.9	17.5	29.4	34.3	30.6	70.5
Total	463.7	76.9	36.8	34.5	59.1	66.9	59.3	130.3
Percentage	100.0%	16.6%	7.9%	7.4%	12.7%	14.4%	12.8%	28.1%
Per Capita	\$ 13,621							
				Median Household	\$ 27,632		Avg Household	\$ 35,363
Ethnic Population:	White	82.8%	Black	15.9%	Asian	1.0%	Hispanic	5.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			5	2	5	9	14
Tot 12+			27.9	16.9	27.9	11.6	39.5
Avg 12+			5.6	8.5	5.6	1.3	2.8
Tot LCS			70.6	42.8	70.6	29.4	100.0
Avg LCS			14.1	21.4	14.1	3.3	7.1

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WFLZ	Tampa	C	93.3	99.0	1358	a	Clear Channel	48	9905		CHR	n/a		17.9	7.2	7.2	7.0	8.6	8.4	8.3	7.7	4.8	
● WSJT	Lakeland	C	94.1	100.0	1493	b	Infinity Bcstg	67	9905		Jazz	n/a		7.9	2.4	2.4	3.9	3.0	2.4	2.7	2.9	2.9	
WPCV	Winter Haven	C	97.5	100.0	1017	c	Hall	62	8110	2,000	c1	Country	2,900	1.68	33.9	12.4	16.5	15.6	14.1	13.7	18.8	17.9	21.7
WWRZ	Fort Meade	C2	98.3	26.0	686	c	Hall	77	9508	1,750	c1	Lite AC			1.4	1.4	0.3	0.7	0.5	0.4	0.0	0.0	0.0
WDUV	New Port Richey	C1	105.5	46.0	1345		Cox Radio Inc	69	9905			Nstlg/Easy	n/a		16.3	4.5	7.2	5.9	8.3	7.1	7.5	5.4	2.0
# FM Stations -				5	# Combos -				2	FM TOTALS				77.4	27.9	33.6	33.1	34.5	32.0	37.3	33.9	31.4	

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WWBF	Bartow	B	1130	2.5	0.50	Thornburg, Thomas	69	8401			Oldes/Sprts	300	3.27	1.8	1.0	0.5	0.9	0.7	0.7	0.5	0.8	0.0
WONN	Lakeland	C	1230	1.0	1.00	c Hall	49	8110		c1	Nostalgia	350	0.92	7.5	2.3	2.2	4.1	2.5	2.7	3.2	3.3	3.4
WIPC	Lake Wales	B	1280	1.0	0.50	Rama Comm Inc	51	9611	90		DARK				0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
WWAB	Lakeland	B	1330	1.0	0.00	Radio Sta. WWAB	57	7301			Urban/Talk			1.6	1.7	2.9	0.9	0.5	0.0	0.0	1.8	0.7
WHNR	Cypress Gardens	B	1360	5.0	2.50	GB Enterprises	58	9507	250		Urban AC	500	1.85	5.3	2.4	2.2	2.3	2.3	2.6	4.2	2.3	1.7
WLKF	Lakeland	B	1430	5.0	1.00	c Hall	36	9609	550		News/Talk	800	3.92	4.0	1.9	1.9	2.2	1.3	2.7	0.8	2.3	1.5
WBAR	Bartow	B	1460	1.0	0.16	Bartow Bcstg Co	53	9509	140		Country	100	0.89	2.2	2.3	0.0	0.9	1.0	0.0	0.0	0.0	0.0
WSIR	Winter Haven	C	1490	1.0	1.00	Histed, William	47	9003	230		Mexican				0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
WTWB	Auburndale	B	1570	5.0	0.01	Evangel Christn	56	9711	275	e	1 Gospel	100		0.4	0.0	0.5	0.4	0.0	0.0	1.2	1.3	0.0
# AM Stations -				9	# Combos -				2	AM TOTALS				22.8	11.6	10.2	11.7	8.3	8.7	10.9	11.8	7.3
AM & FM Stations Profiled -				14	# Duopolies -				2	Total Local Commercial Share				39.5	43.8	44.8	42.8	40.7	40.2	45.7	38.7	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 98

Revenue Rank: 128

Lafayette, LA Market Overview



Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$7,600	\$8,100	\$9,400	\$10,200	\$10,700	\$11,700
★★★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	17.9%	\$13,800	\$15,000	\$16,400	\$17,500	\$18,900	8.2%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$2.44/1,000	\$2.54/1,000	\$3.11/1,000	Local	80%		
Revenue/Capita	1992	1997	2002	National	20%		
	\$16.13	\$23.72	\$36.99				

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	471.3	493.2	0.9%	493.2	511.0
Households	166.2	176.9	1.3%	176.9	188.4	1.3%
Retail Sales	3,111.8	4,607.0	8.2%	4,607.0	6,074.4	5.7%
EBI	5,274.5	6,132.2	3.1%	6,132.2	7,803.3	4.9%

Metro Counties / Population (000)

Acadia, LA	57.8
Iberia, LA	71.8
Lafayette, LA	182.6
St. Landry, LA	82.9
St. Martin, LA	46.7
Vermilion, LA	51.4
Total	493.2

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	239.0	53.9	24.0	21.7	36.6	36.3	28.1	38.4
Women (000)	254.3	51.7	23.6	23.3	37.8	38.1	30.3	49.5
Total	493.2	105.6	47.6	45.0	74.3	74.3	58.4	87.9
Percentage	100.0%	21.4%	9.7%	9.1%	15.1%	15.1%	11.8%	17.8%
Per Capita	\$ 12,433	Median Household		\$ 25,598	Avg Household		\$ 34,665	
Ethnic Population:	White 70.3%	Black 28.5%	Asian 1.1%	Hispanic 1.6%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		16	10	22	11	33
Tot 12+	7.2		72.5	60.4	79.7	9.9	89.6
Avg 12+	1.2		4.5	6.0	3.6	0.9	2.7
Tot LCS	8.0		80.9	67.4	89.0	11.0	100.0
Avg LCS	1.3		5.1	6.7	4.0	1.0	3.0

Competitive Overview

Some stations also rated in Baton Rouge.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
KOOJ	New Iberia	C1	93.7	97.0	997	b	Citadel Comm Corp	92	9911	See (82)		Oldies	n/a		4.4	1.6	2.4	4.9	2.8	3.6	1.9	0.7	1.2
• KSMB	Lafayette	C	94.5	100.0	1079	b	Citadel Comm Corp	64	9911 p	8,500	d3	CHR	2,000	1.53	9.5	9.6	7.0	7.7	8.7	7.4	9.4	10.3	10.2
KRRQ	Lafayette	C2	95.5	50.0	443		Citadel Comm Corp	96	9903		g1	Urban AC	600	0.44	9.9	10.4	8.9	8.2	8.9	7.3	7.2	3.9	0.0
• KFTE	Breaux Bridge	C2	96.5	42.0 cp	535	a	Comm Corp of	92	9612	4,475	d3	Alternative	775	1.22	4.6	5.4	3.7	3.8	4.1	5.4	4.2	4.3	3.1
KMDL	Kaplan	C2	97.3	38.0	561	a	Comm Corp of	81	9612		d3	Country	2,100	1.81	8.4	8.2	8.5	6.9	7.6	7.1	7.3	6.9	6.9
WDGL	Baton Rouge	C	98.1	95.0	1499		Guaranty Bcstg	68				Clsc Rock	n/a		5.2	2.5	2.8	4.9	4.1	3.7	2.2	2.2	0.9
KXKC	New Iberia	C	99.1	100.0	984	f	Bonin Bcstg Corp	69				Country	2,300	1.47	11.3	6.5	10.5	9.3	10.3	11.3	7.9	10.0	11.0
KTDY	Lafayette	C	99.9	100.0 cp	984	a	Comm Corp of	66	8804	3,500	c2	AC	2,200	2.07	7.7	7.0	4.3	7.4	5.9	4.5	5.8	5.3	6.7
WXCT	Baton Rouge	C	100.7	97.0	1499		Guaranty Bcstg	66	9608			Country	n/a		0.4	0.6	0.6	0.4	0.3	1.0	0.4	3.5	3.7
KBON	Mamou	C3	101.1	25.0	328		Marx, Rose Ann	97	9810	70		Variety	150	0.43	2.5	3.0	2.8	2.2	2.1	0.5	0.0	0.0	0.0
• WYNK	Baton Rouge	C	101.5	96.0	1499		AMFM Inc	68	9910 p			Country	n/a		3.1	2.0	1.9	1.9	3.5	4.4	3.7	3.3	5.4
KQIS	Basile	C1	102.1	100.0	981	e	Broadcast Ptnrs Inc	90	9412	380		Soft Rock	200	0.69	2.1	1.4	1.6	2.4	1.3	0.8	3.9	2.2	2.6
KAJN	Crowley	C	102.9	95.0	1499	c	Rice Capital Bcstg	77				Religion	300	0.87	2.5	2.2	2.5	2.4	2.0	2.1	1.9	3.1	3.1
KNEK	Washington	C3	104.7	25.0	364	d	Citadel Comm Corp	89	9903		g1	Urban	350	0.67	3.8	6.8	3.7	3.1	3.5	4.1	3.8	4.6	5.5
KPEL	Abbeville	C3	105.1	25.0	292	a	Comm Corp of	74	9903	1,500	c5	News/Talk	250	0.67	2.7	3.0	1.6	1.9	2.8	3.2	2.2	2.8	1.4
KFMV	Franklin	A	105.5	3.0	299		FM Radio LC	75	9705	100	c1	Gospl/RhyBl				0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KJJB	Eunice	A	105.5	3.0	299	h	Trl-Parish Bcstg Inc	81	9311	216		70s Hits	100		0.9	0.9	1.2	1.2	0.4	0.5	0.3	0.4	0.3
• KVOL	Opelousas	A	105.9	3.1 cp	459	b	Citadel Comm Corp	89	9911 p	8,500	d3	Sprts/Talk	150	1.09	1.0	0.3	0.9	1.0	0.8	0.8	4.2	2.6	3.5
KFXZ	Maurice	A	106.3	2.6	495		Citadel Comm Corp	85	9903		g1	Black Gospl	400	1.11	2.6	2.8	3.1	1.8	2.7	3.4	3.8	3.9	5.5
KLTW	Rayne	A	106.7	4.5	377	e	Broadcast Ptnrs Inc	93	9304	60	cp	Oldies	300	0.99	2.2	2.2	1.3	1.6	2.3	2.2	1.5	1.1	0.3
KOGM	Opelousas	A	107.1	3.0	203	g	KSLO Bcstg Co Inc	65				Oldies			0.2	0.8	0.4	0.3	0.0	0.3	0.0	0.0	0.0
KRXZ	Erath	C1	107.9	100.0	863	a	Comm Corp of	92	9704	2,000		Clsc Rock	600	1.14	3.8	2.3	3.9	3.7	2.8	2.5	2.8	3.7	3.1
# FM Stations -					22	# Combos -					14	FM TOTALS		88.8	79.7	73.6	77.0	76.9	76.1	74.4	74.8	74.4	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 98

Revenue Rank: 128

Lafayette, LA Market Overview



Metro Counties / Population (000)

Acadia, LA	57.8
Iberia, LA	71.8
Lafayette, LA	182.6
St. Landry, LA	82.9
St. Martin, LA	46.7
Vermilion, LA	51.4
Total	493.2

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

ESTIMATED GROSS REVENUES ★★★	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	Δ 92 - 97
	\$7,600	\$8,100	\$9,400	\$10,200	\$10,700	\$11,700	8.9%
	Δ 97 - 98	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	Δ 98 - 02
	17.9%	\$13,800	\$15,000	\$16,400	\$17,500	\$18,900	8.2%
Revenue/Retail Sales	<u>1992</u>	<u>1997</u>	<u>2002</u>	Est. Breakout			
Revenue/Capita	\$2.44/1,000	\$2.54/1,000	\$3.11/1,000	Local	80%		
	\$16.13	\$23.72	\$36.99	National	20%		

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

	<u>1992</u>	<u>1997</u>	<u>Growth Rate</u>	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>
MSA Population	471.3	493.2	0.9%	493.2	511.0	0.7%
Households	166.2	176.9	1.3%	176.9	188.4	1.3%
Retail Sales	3,111.8	4,607.0	8.2%	4,607.0	6,074.4	5.7%
EBI	5,274.5	6,132.2	3.1%	6,132.2	7,803.3	4.9%

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)	239.0	53.9	24.0	21.7	36.6	36.3	28.1	38.4
Women (000)	254.3	51.7	23.6	23.3	37.8	38.1	30.3	49.5
Total	493.2	105.6	47.6	45.0	74.3	74.3	58.4	87.9
Percentage	100.0%	21.4%	9.7%	9.1%	15.1%	15.1%	11.8%	17.8%
Per Capita	\$ 12,433	Median Household		\$ 25,598	Avg Household		\$ 34,665	
Ethnic Population:	White 70.3%	Black 28.5%	Asian 1.1%	Hispanic 1.6%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		16	10	22	11	33
Tot 12+	7.2		72.5	60.4	79.7	9.9	89.6
Avg 12+	1.2		4.5	6.0	3.6	0.9	2.7
Tot LCS	8.0		80.9	67.4	89.0	11.0	100.0
Avg LCS	1.3		5.1	6.7	4.0	1.0	3.0

Competitive Overview

Some stations also rated in Baton Rouge.

AM Stations														ARB 12+ Metro Shares (see rights)								
Calls	City of License	FCC Class	Freq	Day	Night	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
				Power (kW)	Power (kW)						C	Owner		Revenue (000)1/	Power Ratio	1999	1998	1998	1997	1997	1996	1996
KJCB	Lafayette	B	770	1.0	0.50	82	9211		st	Urban	550	0.77	5.2	6.2	6.2	4.0	5.1	4.5	5.4	5.1	6.0	
• KROF	Abbeville	B	960	1.0	0.10	a	Comm Corp of 48		c5	Adlt Stndrd			2.0	1.1	2.1	1.5	2.0	2.3	2.9	2.1	1.6	
KNEK	Washington	B	1190	0.3	0.00	d	Citadel Comm Corp 80		g1	Ethnic				0.0	0.0	0.0	0.0	0.0	0.7	1.0	0.6	
KSLO	Opelousas	C	1230	1.0	1.00	g	KSLO Bcstg Co Inc 47			Country			0.8	0.6	1.5	0.7	0.6	0.8	0.7	1.1	0.9	
KANE	New Iberia	C	1240	1.0	1.00		New Iberia Bcstg 46			Oldies			1.0	0.6	0.6	1.0	0.8	0.4	0.9	0.6	0.3	
• KVOL	Lafayette	B	1330	5.0	1.00	b	Citadel Comm Corp 35		d4	Sprts/Talk	100		0.5	0.2	0.4	0.4	0.4	0.8	0.4	1.2	1.2	
KNIR	New Iberia	B	1360	1.0	0.21	f	Bonin Bcstg Corp 51			Nostalgia				0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	
KPEL	Lafayette	B	1420	1.0	0.75	a	Comm Corp of 50		c2	Sports	200		0.6	0.6	2.2	0.6	0.4	1.2	0.6	0.6	0.6	
KSIG	Crowley	C	1450	1.0	1.00	e	Broadcast Ptnrs Inc 47	350		Nostalgia	75		0.7	0.6	0.9	0.6	0.7	0.3	0.4	1.0	0.9	
KEUN	Eunice	C	1490	1.0	1.00	h	Tri-Parish Bcstg Inc 52			Country			0.4	0.0	0.3	0.4	0.3	0.0	0.0	0.0	0.0	
• KDYS	Lafayette	B	1520	10.0	0.50	b	Citadel Comm Corp 60		d3	Children	100			0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	
				# AM Stations -		11	# Combos -		9	AM TOTALS				11.2	9.9	14.2	9.2	10.3	10.3	12.0	14.2	12.3
				AM & FM Stations Profiled -		33	# Duopolies -		10	Total Local Commercial Share				89.6	87.8	86.2	87.2	86.4	86.4	89.0	86.7	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 99

Revenue Rank: N/A

Morristown, NJ Market Overview



Metro Counties / Population (000)

Morris, NJ	454.8
	454.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	DATA NOT AVAILABLE						
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
Revenue/Capita							

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	423.8	454.8	1.4%	454.8	467.9	0.6%
Households	150.0	161.1	1.4%	161.1	167.2	0.7%
Retail Sales	4,693.1	5,184.0	2.0%	5,184.0	5,506.7	1.2%
EBI	11,323.1	11,601.2	0.5%	11,601.2	12,575.0	1.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	223.0	34.8	17.8	18.3	33.8	40.9	37.6	39.8
Women (000)	231.8	33.3	17.1	17.9	32.8	43.9	38.1	48.8
Total	454.8	68.1	34.9	36.2	66.7	84.8	75.6	88.6
Percentage	100.0%	15.0%	7.7%	8.0%	14.7%	18.6%	16.6%	19.5%
Per Capita	\$ 25,508							
			Median Household	\$ 57,851			Avg Household	\$ 72,012
Ethnic Population:	White	90.3%	Black	3.4%	Asian	6.2%	Hispanic	6.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1			1	1	2	3
Tot 12+	5.2			5.2	5.2	3.7	8.9
Avg 12+	5.2			5.2	5.2	1.9	3.0
Tot LCS	58.4			58.4	58.4	41.6	100.0
Avg LCS	58.4			58.4	58.4	20.8	33.3

Market: Morristown, NJ

Competitive Overview

Metro Rank: 99

Some stations also rated in New York.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
• WDHA	Dover	A	105.5	1.0 cp	574	a	New Jersey Bcstg	61	9206	50	c1	AOR		54.0	5.2	4.6	4.0	4.0	5.4	0.0	4.3	0.0
# FM Stations -					1	# Combos -	1	FM TOTALS					54.0	5.2	4.6	4.0	4.0	5.4	0.0	4.3	0.0	

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WMTR	Morristown	B	1250	5.0	1.00	a	New Jersey Bcstg	48	9206	c1	Nostalgia			46.0	3.7	3.6	4.0	2.9	4.8	0.0	5.2	0.0
WXMC	Prsipy-Troy HI	B	1310	1.0 cp	0.09		Chladek, James	73	9301		Spanish	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					2	# Combos -	1	AM TOTALS					46.0	3.7	3.6	4.0	2.9	4.8	0.0	5.2	0.0	
AM & FM Stations Profiled -					3	# Duopolles -	0	Total Local Commercial Share						8.9	8.2	8.0	6.9	10.2	0.0	9.5	0.0	

NOTE: Market rated twice yearly with Fall 1997 period.

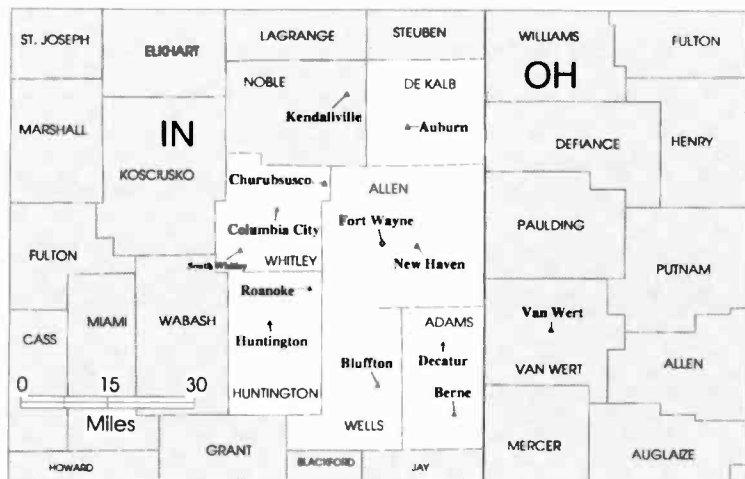
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 100

Revenue Rank: 86

Ft. Wayne, IN Market Overview



Metro Counties / Population (000)

Adams, IN	33.1
Allen, IN	312.3
De Kalb, IN	38.7
Huntington, IN	37.3
Wells, IN	26.8
Whitley, in	30.0
Total	478.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$12,600	\$13,800	\$15,800	\$16,200	\$16,600	\$18,100
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	7.7%	\$19,500	\$20,900	\$22,500	\$23,900	\$25,600	7.0%
	1992	1997	2002				Est. Breakout
Revenue/Retail Sales	\$3.54/1,000	\$4.06/1,000	\$4.87/1,000				Local 82%
Revenue/Capita	\$26.85	\$37.85	\$52.30				National 18%

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	469.3	478.2	0.4%	478.2	489.5
Households	174.1	180.1	0.7%	180.1	188.7	0.9%
Retail Sales	3,559.9	4,453.2	4.6%	4,453.2	5,253.6	3.4%
EBI	6,783.3	8,000.5	3.4%	8,000.5	9,951.5	4.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	233.6	46.5	22.6	19.3	35.3	39.6	29.5	40.7
Women (000)	244.6	44.6	21.5	19.0	35.0	40.3	30.5	53.7
Total	478.2	91.2	44.1	38.4	70.3	79.8	60.0	94.4
Percentage	100.0%	19.1%	9.2%	8.0%	14.7%	16.7%	12.6%	19.8%
Per Capita	\$ 16,731							
				Median Household	\$ 37,765		Avg Household	\$ 44,423
Ethnic Population:	White 91.4%		Black 7.4%		Asian 0.9%		Hispanic 2.3%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	11	6		12	17	7	24
Tot 12+	33.5	41.2		71.7	74.7	9.8	84.5
Avg 12+	3.0	6.9		6.0	4.4	1.4	3.5
Tot LCS	39.6	48.8		84.9	88.4	11.6	100.0
Avg LCS	3.6	8.1		7.1	5.2	1.7	4.2

Competitive Overview

Some stations also rated in Lima.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
												Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
WFWI	Ft. Wayne	A	92.3	2.7	482	e	Federated Media	93	9702	4,350	1	Clsc Hits	1,900	1.30	7.5	6.2	6.4	5.6	6.9	7.0	7.6	8.5	4.1	
WZBD	Berne	A	92.7	4.1	394		Weaver, Robert	93				AC			0.6	0.0	0.3	1.0	0.0	0.0	0.3	0.0	0.0	
WBTU	Kendallville	B	93.3	50.0	492		62nd Street Bcstg	55	9702	6,800		Country	1,200	0.96	6.4	6.0	4.9	4.9	5.8	5.5	6.0	6.7	8.2	
WYSR	Roanoke	A	94.1	3.0	328	d	Kovas Comm	91	9305	100		Oldies	500	0.75	3.4	2.2	1.6	2.7	2.9	0.8	2.1	2.3	2.2	
WAJI	Ft. Wayne	B	95.1	39.0	679	b	Sarkes Tarzian Inc	59				AC	2,800	1.39	10.3	7.0	9.0	7.9	9.2	9.0	9.4	10.7	7.0	
WEJE	Churubusco	B1	96.3	6.7	554	d	Kovas Comm	94	9311	259	cp	Alternative	500	0.50	5.1	3.3	5.0	3.9	4.6	3.8	4.5	5.0	5.2	
WMEE	Ft. Wayne	B	97.3	26.0	689	e	Federated Media	65			1	Hot AC	1,800	1.05	8.8	7.0	6.4	6.9	7.8	6.6	4.2	4.7	3.5	
WBYP	Van Wert	B	98.9	50.0	453	e	Federated Media	62	9610	5,800	e	1	Clsc Rock	2,300	1.55	7.6	8.2	6.6	6.4	6.3	5.1	5.8	6.9	8.7
WNUY	Bluffton	A	100.1	5.2	351	a	Wells County Radio	63	9312		st	AC				0.0	0.5	0.0	0.0	0.0	0.3	0.0	0.0	
WLZQ	South Whitley	A	101.1	6.0	328		Larko Comm Inc	92				Hot AC			0.3	0.0	0.3	0.0	0.5	0.0	0.0	0.0	0.0	
WLDE	Ft. Wayne	A	101.7	3.0	328	b	Sarkes Tarzian Inc	70	9304	1,500		Oldies	1,300	0.83	8.0	7.0	6.8	7.8	5.4	5.3	5.5	6.4	4.9	
WCKZ	Auburn	A	102.3	6.0	315	d	Kovas Comm	67	9505	300	c1	CHR/Rhymc			0.4	3.0	0.2	0.2	0.5	0.8	0.0	0.0	0.0	
WEXI	Huntington	A	102.9	3.0	299	c	Taylor Bcst Group	65	9507	300	2	AC/Sprts			0.2	0.0	0.3	0.0	0.3	0.2	0.2	0.0	0.0	
WXKE	Ft. Wayne	A	103.9	3.0	328	c	Taylor Bcst Group	76	8212	1,000	2	Rock	900	1.49	3.1	3.2	1.6	2.4	2.7	3.6	4.4	2.8	3.2	
WQHK	Decatur	B1	105.1	13.5	449		JAM	66	9309		1	Country	2,800	1.12	12.8	9.7	13.4	10.5	10.8	12.3	11.7	9.7	13.1	
WSHI	Columbia City	A	106.3	2.0	407		SBS Inc	68	9705		na	Adlt Stndrd	200	0.20	5.1	6.2	6.3	5.1	3.4	1.3	1.1	3.3	4.9	
• WJFX	New Haven	A	107.9	3.2	453		Ft. Wayne Radlo	90	9901	1,300		CHR/Rhymc	1,100	1.31	4.3	5.7	4.2	2.7	4.4	5.0	5.8	3.2	2.5	
# FM Stations -				17	# Combos -				11	FM TOTALS				83.9	74.7	73.8	68.0	71.5	66.3	68.9	70.2	67.5		

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WFCV	Ft. Wayne	B	1090	1.0	0.00		Bott Radio Network	68	8005	240		Relgn/Talk			0.9	0.5	0.5	0.5	1.0	1.2	1.5	0.8	0.5
WOWO	Ft. Wayne	B	1190	50.0	9.80	e	Federated Media	25	9506		1	Nws/Tlk/Spt	1,100	0.66	8.6	7.5	8.3	7.6	6.6	5.6	5.5	5.2	7.0
WGL	Ft. Wayne	B	1250	2.3	1.00	d	Kovas Comm	24	8109	425		Sports	550	1.18	2.4	1.5	2.3	2.4	1.5	3.6	3.2	2.0	2.5
• WONO	Ft. Wayne	B	1380	5.0	5.00	e	Federated Media	47			1	Sports	550	0.66	4.3	0.3	0.3	3.0	4.1	4.8	3.7	4.7	0.5
WLYV	Ft. Wayne	C	1450	1.0	1.00		Midwest Bcstg Corp	48	9412	90		Gospel				0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
WADM	Decatur	B	1540	0.3	0.00	a	Wells County Radio	64	9409	28		AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGLL	Auburn	B	1570	0.5	0.15	d	Kovas Comm	68	9505		c1	Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				7	# Combos -				5	AM TOTALS				16.2	9.8	11.7	13.5	13.2	15.2	13.9	12.7	10.5	
AM & FM Stations Profiled -				24	# Duopolies -				7	Total Local Commercial Share				84.5	85.5	81.5	84.7	81.5	82.8	82.9	78.0		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 101

Revenue Rank: 102

New Haven, CT Market Overview



Metro Counties / Population (000)

Middlesex, CT	12.3
New Haven, CT	449.6
Total	461.9

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$14,400	\$13,900	\$15,200	\$15,300	\$15,900	\$15,900
★★★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	8.2%	\$17,200	\$18,100	\$19,000	\$19,700	\$20,700	4.7%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$3.52/1,000	\$4.01/1,000	\$4.95/1,000	Local	73%		
Revenue/Capita	1992	1997	2002	National	27%		
	\$30.74	\$34.42	\$45.26				

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	468.4	461.9	-0.3%	461.9	457.4
Households	177.9	175.7	-0.2%	175.7	176.4	0.1%
Retail Sales	4,096.0	3,963.6	-0.7%	3,963.6	4,180.9	1.1%
EBI	8,821.1	9,192.4	0.8%	9,192.4	10,484.6	2.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	222.5	36.9	16.6	21.7	36.3	37.1	28.9	45.1
Women (000)	239.3	35.0	15.8	21.3	36.2	39.1	30.4	61.6
Total	461.9	71.9	32.4	43.1	72.4	76.2	59.3	106.6
Percentage	100.0%	15.6%	7.0%	9.3%	15.7%	16.5%	12.8%	23.1%
Per Capita	\$ 19,902		Median Household		\$ 44,380		Avg Household \$ 52,311	
Ethnic Population:	White	86.8%	Black	11.0%	Asian	2.0%	Hispanic	7.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	3		3	4	5	9
Tot 12+	6.1	19.2		19.7	25.3	7.6	32.9
Avg 12+	6.1	6.4		6.6	6.3	1.5	3.7
Tot LCS	18.5	58.4		59.9	76.9	23.1	100.0
Avg LCS	18.5	19.5		20.0	19.2	4.6	11.1

Competitive Overview

Some stations also rated in markets 45, 108, 181 and 189.

FM Stations

Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
• WWYZ	Waterbury	B	92.5	17.0	879	b	AMFM Inc	61	9910	p	Country	n/a		14.9	5.6	5.9	5.4	5.4	5.8	6.8	3.8	7.2	
WYBC	New Haven	A	94.3	1.8	325	c	Yale Bcstg Co	59			Urban AC	1,250	0.46	15.9	6.1	6.9	6.3	5.3	5.4	6.1	4.6	4.4	
WPLR	New Haven	B	99.1	15.0	906		Cox Radio Inc	44	9908	p	sw	AOR	7,450	2.38	18.2	7.1	7.8	8.0	5.4	7.8	7.3	8.7	6.7
WKCI	Hamden	B	101.3	15.0	876	a	Clear Channel	69	9205		14,000	CHR/AC	4,500	1.24	21.1	6.5	6.0	8.5	6.9	7.3	5.1	8.4	5.8
# FM Stations -				4	# Combos -				2	FM TOTALS				70.1	25.3	26.6	28.2	23.0	26.3	25.3	25.5	24.1	

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WELI	New Haven	B	960	5.0	5.00	a	Clear Channel	35	8409		g	FullService	1,500	0.68	12.9	3.7	4.1	3.9	5.4	5.8	5.7	6.3	5.4
WQUN	Hamden	B	1220	1.0	0.00		Quinnipiac College	60	9608			Nostalgia	250	0.27	5.4	1.8	2.2	2.4	1.6	0.7	0.0	0.6	1.3
WAVZ	New Haven	B	1300	1.0	1.00	a	Clear Channel	47	9212		10	Nostalgia	900	0.83	6.3	1.8	3.1	2.4	2.2	3.3	4.4	3.3	1.5
WYBC	New Haven	C	1340	1.0	1.00	c	Yale Bcstg Co	44	9808			Urban AC	1,300	1.43	5.3	0.3	0.0	1.4	2.4	2.0	2.8	3.6	2.8
WMMW	Meriden	B	1470	2.5	2.50		Buckley Bcstg Corp	47	9811			Adlt Stndrd	50			0.0	0.0	0.0	0.0	0.0	0.3	0.5	1.5
# AM Stations -				5	# Combos -				3	AM TOTALS				29.9	7.6	9.4	10.1	11.6	11.8	13.2	14.3	12.5	
AM & FM Stations Profiled -				9	# Duopolies -				1	Total Local Commercial Share				32.9	36.0	38.3	34.6	38.1	38.5	39.8	36.6		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 102

Revenue Rank: 81

Chattanooga, TN Market Overview



Metro Counties / Population (000)

Hamilton, TN	296.0
Marion, TN	26.9
Sequatchie, TN	9.9
Catoosa, GA	50.4
Dade, GA	15.1
Walker, GA	61.6
Total	459.9

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97						
		\$14,300	\$14,700	\$16,600	\$17,500	\$19,300	\$19,800	6.7%					
Δ 97 - 98	7.1%	1998	\$21,200	1999	\$22,800	2000	\$24,900	2001	\$26,400	2002	\$28,500	Δ 98 - 02	7.7%
Revenue/Retail Sales	\$4.09/1,000	\$4.00/1,000	\$4.51/1,000	Est. Breakout		Local	87%						
Revenue/Capita	\$32.40	\$43.05	\$60.60	National	13%								

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	441.4	459.9	0.8%	459.9	470.3
Households	170.0	178.6	1.0%	178.6	185.5	0.8%
Retail Sales	3,493.0	4,949.0	7.2%	4,949.0	6,320.6	5.0%
EBI	5,927.1	7,100.8	3.7%	7,100.8	8,933.4	4.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	220.5	37.5	20.7	19.3	31.0	37.9	31.8	42.3
Women (000)	239.4	35.9	19.3	19.9	32.2	39.9	34.0	58.3
Total	459.9	73.4	40.0	39.2	63.1	77.9	65.7	100.5
Percentage	100.0%	16.0%	8.7%	8.5%	13.7%	16.9%	14.3%	21.9%
Per Capita	\$ 15,440	Medlan Household	\$ 31,289	Avg Household	\$ 39,758			
Ethnic Population:	White 84.6%	Black 14.2%	Asian 1.0%	Hispanic 1.0%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8		7	10	15	14	29
Tot 12+	23.5		52.4	71.3	75.9	10.1	86.0
Avg 12+	2.9		7.5	7.1	5.1	0.7	3.0
Tot LCS	27.3		60.9	82.9	88.3	11.7	100.0
Avg LCS	3.4		8.7	8.3	5.9	0.8	3.4

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
WDEF	Chattanooga	C	92.3	97.0	1181	a	Bahakel Comm	64	9609	7,700	c3	Soft AC	2,800	1.42	9.3	7.7	8.6	8.2	7.7	8.2	7.5	7.8	8.5
WMPZ	Ringgold	A	93.7	4.9	302	d	Brewer Bcstg Corp	94	9612	960		Smooth Jazz	250	0.62	1.9	1.0	1.8	1.2	0.7	1.3	1.8	1.6	1.7
WJTT	Red Bank	A	94.3	4.7	371	d	Brewer Bcstg Corp	72	9401		al	Urban	1,970	1.02	9.1	6.5	6.4	5.9	7.7	8.7	7.6	7.3	7.8
WALV	Cleveland	A	95.3	3.5	436	d	Brewer Bcstg Corp	80	9805		c4	AC			0.2	0.7	0.3	0.3	0.5	0.3	0.0	0.5	0.0
WDOD	Chattanooga	C	96.5	100.0	1079	a	Bahakel Comm	60				Adult Rock	1,300	0.73	8.4	7.5	5.3	5.3	6.6	8.1	7.3	6.7	6.6
• WLOV	South Pittsburg	C2	97.3	16.0	856	c	Cumulus Bcstg Inc	90	9811	3,000		R&B Oldies	200	0.67	1.4	4.7	3.6	4.6	1.2	0.7	1.2	1.6	1.2
• WKXJ	Signal Mountain	A	98.1	1.0	794	c	Cumulus Bcstg Inc	94	9808	5,500	d2	CHR	550	0.39	6.7	5.8	5.6	3.8	4.5	6.7	6.0	5.2	5.2
WUSY	Cleveland	C	100.7	100.0	1191	c	Cumulus Bcstg Inc	61	9807		g	Country	6,800	1.38	23.3	21.6	18.2	24.0	18.8	17.6	18.6	21.6	22.3
WSGC	Ringgold	A	101.9	1.3	702		Battlefield Bcstg	89				Country	200		0.8	1.2	0.7	2.3	1.0	1.3	0.3	0.0	1.0
WGOW	Soddy Daisy	A	102.3	6.0	285	b	Bloomington Bcstg	77	9612	1,143		Talk	750	0.75	4.7	5.3	4.3	4.1	4.9	4.0	4.3	3.6	4.3
WBDX	Trenton	A	102.7	0.3	1375		Ptrs for Chrtn Radio	90	9807	1,189		ChrsContemp	600	1.29	2.2	1.3	1.8	1.6	1.6	1.7	2.0	2.4	1.6
WLLJ	Etowah	C2	103.1	50.0	492		Friendship Bcstg	77	9803	645		ChrsContemp			0.1	0.3	0.0	0.2	0.2	0.0	0.0	0.2	0.0
• WLMX	Rossville	A	105.5	1.6	646	c	Cumulus Bcstg Inc	66	9808		d2	Rock	750	0.82	4.3	2.5	2.6	2.8	3.7	3.2	4.3	3.6	3.8
WSKZ	Chattanooga	C	106.5	100.0	1079	b	Bloomington Bcstg	60	7805			Clsc Rock	2,400	1.45	7.8	7.0	10.4	8.1	8.2	7.7	6.0	6.9	6.1
WOGT	East Ridge	C3	107.9	2.9	968	b	Bloomington Bcstg	90	9308	1,300		Oldies	1,050	0.92	5.4	4.5	6.3	4.8	3.8	4.4	5.5	5.0	3.6
# FM Stations -					15	# Combos -					12	FM TOTALS			85.6	77.6	75.9	77.2	71.1	73.9	72.4	74.0	73.7

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
WWAM	Jasper	B	820	5.0 cp	0.00		Shelton Bctg	87	9602		st	Gospel			0.4	0.0	0.0	0.0	0.0	0.0	0.7	0.5	0.3
WEPG	South Pittsburg	B	910	5.0	0.00		Stone/Collins	54	9705			Bright AC			0.7	0.8	0.3	0.0	0.0	0.5	1.2	0.3	0.5
• WLMX	Rossville	B	980	0.6	0.11	c	Cumulus Bcstg Inc	58	9808		d2	AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WFLI	Lookout Mount'n	B	1070	50.0	2.50		WFLI Inc	61				Religion	200	0.79	1.2	0.5	1.3	1.2	1.4	1.0	1.2	1.0	0.9
WGOW	Chattanooga	B	1150	5.0	1.00	b	Bloomington Bcstg	36	7805			News/Talk	275	0.46	2.8	2.8	2.6	1.3	3.3	2.7	2.5	2.2	2.1
WSDQ	Dunlap	B	1190	5.0	0.00		Tittsworth, T. W.	80	8406			Country			0.6	0.0	0.0	0.5	0.3	0.7	0.0	0.7	0.7
WNOO	Chattanooga	B	1260	5.0	0.03		RA-AD of Trenton	51	9312			Gospel	400	0.51	3.7	1.5	1.8	2.6	3.1	2.7	2.7	4.1	3.1
WDOD	Chattanooga	B	1310	5.0	5.00	a	Bahakel Comm	25	6206			Nostalgia	175	0.23	3.6	2.7	2.6	2.6	3.7	3.4	2.7	2.9	3.5
WBAC	Cleveland	C	1340	1.0	1.00	d	Brewer Bcstg Corp	45	9805		c4	Nostalgia				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDEF	Chattanooga	B	1370	5.0	5.00	a	Bahakel Comm	41	9609		c3	Nws/Tlk/Spt	150		0.8	0.0	0.5	0.3	0.7	0.7	0.7	0.5	0.7
WKWN	Trenton	B	1420	2.5	0.00		Dade County Bcstg	84	9712	63		Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLMR	Chattanooga	C	1450	1.0	1.00		Wilkins Comm	61	9301	307		Chrst/Talk	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJOC	Chattanooga	C	1490	1.0	1.00		Fryar, Sarah M.	48	9709	230		Christian			0.3	0.7	0.5	0.0	0.0	0.3	0.7	0.0	0.0
WQCH	Lafayette	B	1590	5.0	0.00		Gwyn, Charles	54	8804	300		Country			0.4	0.5	0.5	0.0	0.7	0.3	0.0	0.5	0.5
# AM Stations -					14	# Combos -					5	AM TOTALS			14.5	9.5	10.1	8.5	13.2	12.3	12.4	12.7	12.3
AM & FM Stations Profiled -					29	# Duopolies -					7	Total Local Commercial Share			87.1	86.0	85.7	84.3	86.2	84.8	86.7	86.0	

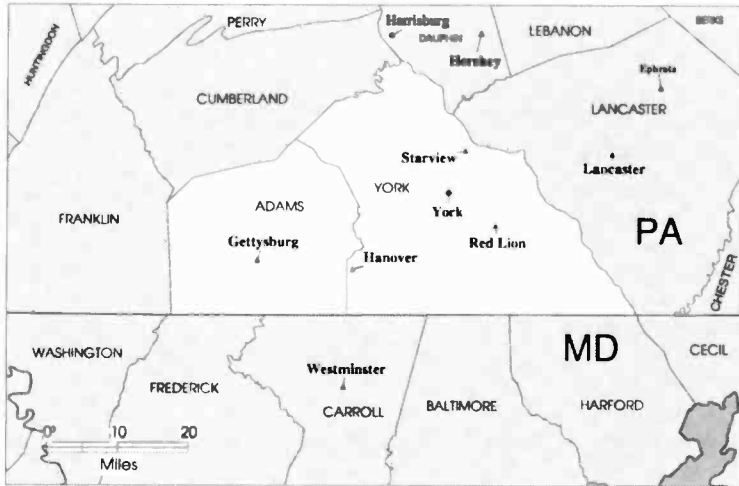
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 103

Revenue Rank: 108

York, PA Market Overview



Metro Counties / Population (000)

Adams, PA	86.0
York, PA	373.6
Total	459.6

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$12,600	\$12,800	\$13,500	\$14,500	\$14,900	\$15,200
Δ 97 - 98		1998	1999	2000	2001	2002	Δ 98 - 02
9.2%		\$16,600	\$17,900	\$19,500	\$20,500	\$22,100	7.5%
Revenue/Retail Sales		1992	1997	2002	Est. Breakout		
		\$3.60/1,000	\$3.52/1,000	\$4.47/1,000	Local	85%	
Revenue/Capita		\$29.09	\$33.07	\$46.19	National	15%	

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

MSA	1992	1997	Growth Rate	1997	2002	Growth Rate
	Population	433.1	459.6	1.2%	459.6	478.5
Households	162.4	173.3	1.3%	173.3	183.3	1.1%
Retail Sales	3,502.7	4,314.3	4.3%	4,314.3	4,940.3	2.7%
EBI	6,867.2	7,583.6	2.0%	7,583.6	9,108.3	3.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	226.1	38.7	18.4	19.5	33.8	39.2	31.8	44.7
Women (000)	233.5	36.4	18.0	19.6	33.0	39.8	31.6	55.2
Total	459.6	75.0	36.4	39.2	66.7	79.0	63.4	99.9
Percentage	100.0%	16.3%	7.9%	8.5%	14.5%	17.2%	13.8%	21.7%
Per Capita	\$ 16,501	Median Household		\$ 37,882	Avg Household		\$ 43,760	
Ethnic Population:	White 95.5%	Black 3.5%	Asian 0.9%	Hispanic 2.1%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	9		7	10	6	16
Tot 12+	3.4	51.0		44.5	54.4	5.6	60.0
Avg 12+	3.4	5.7		6.4	5.4	0.9	3.8
Tot LCS	5.7	85.0		74.2	90.7	9.3	100.0
Avg LCS	5.7	9.4		10.6	9.1	1.6	6.3

Competitive Overview

Some stations also rated in markets 20, 76 and 111.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
WEGK	Starview	A	92.7	1.4	682	Hall	71	9512	3,200			Clsc Rock	1,000	1.02	5.9	2.7	3.4	2.4	2.9	2.4	3.5	3.8	4.2
WSOX	Red Lion	B	96.1	13.5 cp	951	Moffit, Thomas H,	60	9305	3,000	c2		Oldies	500	2.32	1.3	8.5	8.4	7.9	7.7	2.6	0.0	0.0	0.6
WYCR	Hanover	B	98.5	10.5	929	b Radio Hanover Inc	62					CHR	1,250	0.70	10.8	7.2	7.9	8.5	8.4	7.1	7.4	5.7	5.4
WGRX	Westminster	B	100.7	16.0	860	Shamrock Comm	59	8104	See (20)			Country	n/a		2.2	0.8	0.5	0.9	0.7	1.3	1.1	1.1	1.6
WROZ	Lancaster	B	101.3	6.7	1309	Hall	44					Soft AC	n/a		7.7	3.7	3.6	2.8	3.8	5.1	4.5	4.7	3.9
WARM	York	B	103.3	6.4	1306	c Susquehanna	62					AC	5,500	1.88	17.6	7.8	8.6	9.0	10.4	10.4	10.4	11.2	9.7
WIOV	Ephrata	B	105.1	25.0 cp	702	Brill Media Co	62	8501	See (111)			Country	n/a		1.6	0.7	1.5	0.9	0.7	1.1	1.2	0.8	0.6
WQXA	York	B	105.7	25.0	705	a Citadel Comm Corp	48	9707				Alternative	n/a	0.88	12.7	7.0	6.6	6.0	5.5	7.4	7.9	6.5	8.3
WRKZ	Hershey	B	106.7	14.0	929	a Citadel Comm Corp	64	9707				Country	n/a		9.3	4.0	5.8	5.8	6.2	5.5	5.4	5.7	5.4
WGTY	Gettysburg	B	107.7	16.0	850	d Times & News Publ	62					Country	3,000	1.22	14.8	7.2	8.1	6.9	8.5	7.7	8.9	9.8	8.6
# FM Stations -					10	# Combos -				5	FM TOTALS				83.9	49.6	54.4	51.1	54.8	50.6	50.3	49.3	48.3

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																	Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
WSBA	York	B	910	5.0	1.00	c	Susquehanna	42					Nws/Tlk/Spt	3,100	2.59	7.2	3.3	2.8	4.6	4.3	4.2	5.0	4.6	3.4
WQXA	York	B	1250	1.0	0.03		Citadel Comm Corp	48	9707		g1		Nostalgia	750	1.19	3.8	0.7	0.8	1.4	1.5	2.4	2.4	1.7	2.4
WHVR	Hanover	B	1280	5.0	0.50	b	Radio Hanover Inc	49					AC	500	1.37	2.2	2.3	1.1	1.3	0.9	1.3	0.8	1.6	1.6
WGET	Gettysburg	B	1320	1.0	0.50	d	Times & News Publ	50					AC/Nws/Spt	650	3.92	1.0	0.3	0.6	0.6	0.7	0.5	0.6	0.9	0.3
WOYK	York	B	1350	5.0	1.00		Starview Media Inc	32	8711	250			Sports	300	0.82	2.2	0.3	0.3	0.0	1.0	1.4	0.9	1.4	1.5
WTHM	Red Lion	B	1440	1.0	0.00		Moffit, Thomas H,	50	9305		c2		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					6	# Combos -				3	AM TOTALS				16.4	6.9	5.6	7.9	8.4	9.8	9.7	10.2	9.2	
AM & FM Stations Profiled -					16	# Duopolies -				2	Total Local Commercial Share				56.5	60.0	59.0	63.2	60.4	60.0	59.5	57.5		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 104

Revenue Rank: 80

Charleston, SC Market Overview



Metro Counties / Population (000)

Berkeley, SC	129.0
Charleston, SC	274.1
Dorchester, SC	84.7
Total	487.8

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$11,500	\$13,000	\$14,400	\$15,900	\$17,000	\$18,400
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$3.09/1,000	\$3.83/1,000	\$5.38/1,000	Local	85%		
Revenue/Capita	1992	1997	2002	National	15%		
	\$21.61	\$37.72	\$68.58				

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

MSA	1992	1997	Growth Rate	1997	2002	Growth Rate
	Population	532.1	487.8	-1.7%	487.8	463.7
Households	186.6	174.4	-1.3%	174.4	169.0	-0.6%
Retail Sales	3,722.9	4,806.8	5.2%	4,806.8	5,912.0	4.2%
EBI	6,832.4	6,884.9	0.2%	6,884.9	7,924.4	2.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	239.6	49.5	20.6	25.4	43.6	39.4	28.5	32.4
Women (000)	248.2	47.7	20.0	26.6	40.6	41.1	29.7	42.5
Total	487.8	97.3	40.6	52.1	84.1	80.5	58.2	75.0
Percentage	100.0%	19.9%	8.3%	10.7%	17.2%	16.5%	11.9%	15.4%
Per Capita	\$ 14,114			Median Household	\$ 31,990		Avg Household	\$ 39,477
Ethnic Population:	White 66.7%		Black 31.2%		Asian 1.7%		Hispanic 2.0%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		16	13	18	10	28
Tot 12+	3.1		73.4	71.0	76.5	11.2	87.7
Avg 12+	1.6		4.6	5.5	4.3	1.1	3.1
Tot LCS	3.5		83.7	81.0	87.2	12.8	100.0
Avg LCS	1.8		5.2	6.2	4.8	1.3	3.6

Competitive Overview

Some stations also rated in Savannah.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
WWWZ	Summerville	C2	93.3	50.0	492	a	Citadel Comm Corp	74	9906		g2	Urban	2,700	0.90	13.9	13.0	11.9	11.9	11.0	12.9	9.7	13.9	11.7
WSSP	Goose Creek	C3	94.3	5.8 cp	479		Concord Media	83	9904	1,600		Rhymc/CHR	350	0.49	3.3	4.4	6.2	3.5	3.1	2.5	2.5	3.4	2.9
WSSX	Charleston	C	95.1	100.0	1001	a	Citadel Comm Corp	45	9906		g2	Hot AC	2,600	1.56	7.7	6.6	4.8	5.0	6.4	6.4	6.8	6.5	6.9
WAVF	Hanahan	C1	96.1	100.0	538		Emerald City Radio	85	9908 p	3,000		AOR	1,700	1.33	5.9	5.3	3.6	5.3	5.4	5.7	4.9	4.8	5.1
WSUY	Charleston	C	96.9	100.0	1767	a	Citadel Comm Corp	48	9906		g2	Soft Rock	2,400	1.76	6.3	4.6	6.5	3.9	4.2	3.9	6.4	5.4	6.0
WYBB	Folly Beach	C2	98.1	50.0	479	d	L. M.	88	8806	2,000		Clsc Rock	900	1.34	3.1	2.1	2.8	2.9	3.9	2.7	3.1	2.6	2.5
WWBZ	McClellanville	C2	98.9	50.0	492		Baker Bcstg Inc	94	9508	848		Beach/RhyBl			1.4	1.1	1.2	1.8	1.2	1.4	1.4	0.9	1.1
• WHBZ	Port Royal	C	99.7	100.0	1211		Barnacle Bcstg Ltd	89				DARK			0.7	0.0	0.0	0.3	0.3	0.6	0.5	0.6	0.6
• WALC	Charleston	C3	100.5	17.5	394	c	Clear Channel	89	9905		g1	Modern AC			4.1	3.3	3.3	4.5	4.8	5.3	4.9	4.3	0.0
WPAL	Ridgeville	C3	100.9	25.0 cp	328		WPAL Radio Inc	68				Urban AC	350	0.65	2.5	1.8	1.2	1.0	1.4	1.7	1.7	2.5	2.8
WMGL	Ravenel	C3	101.7	6.5	423	a	Citadel Comm Corp	86	9906		g2	Urban	750	0.62	5.6	4.4	4.8	4.8	3.7	5.0	5.5	4.3	4.6
• WXLV	N. Charleston	C	102.5	100.0	1001	c	Clear Channel	62	9905		g1	Oldies	1,400	0.98	6.6	8.7	7.6	5.2	7.1	5.8	6.0	5.4	5.5
• WEZL	Charleston	C1	103.5	100.0	659	c	Clear Channel	70	9905		g1	Country	3,150	1.53	9.5	5.6	7.6	10.8	8.5	8.6	7.5	7.1	9.7
WRFQ	Mt. Pleasant	C2	104.5	28.0	656	c	Clear Channel	85	9905		g1	Clsc Hits	900	0.90	4.6	2.6	4.3	3.7	3.9	4.2	3.9	4.2	3.7
WCOO	Moncks Corner	C3	105.3	13.5	446	d	L. M.	69	9505		na	AC	500	1.15	2.0	4.6	3.7	2.9	1.7	1.4	1.4	2.2	1.8
WTUA	St. Stephen	A	106.1	6.0	328		Ravenell, Jeremiah	89	9907			Gospel			1.8	1.0	0.0	1.0	0.8	1.3	2.0	1.1	1.8
WJNI	Ladson	A	106.3	3.0	328		Daniels, Thomas B	98				Gospel			0.6	2.0	3.1	1.9	2.0	2.0	0.0	0.0	0.0
WNKT	St. George	C	107.5	100.0	984	a	Citadel Comm Corp	71	9906		g2	Country	1,650	2.00	3.8	3.4	3.9	4.5	5.6	2.8	2.4	3.5	4.3
# FM Stations -					18	# Combos -					11	FM TOTALS			83.4	74.5	76.5	74.9	75.0	74.2	70.6	72.7	71.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
WSCC	Charleston	B	730	1.0	0.10	c	Clear Channel	47	9905		g1	Talk	350	0.52	3.1	2.8	0.8	0.0	2.0	1.9	3.6	1.1	4.1
WQIZ	St. George	B	810	5.0	0.00		Lowcountry Media	62	9701			Gospel	200		0.6	0.7	0.9	1.6	0.8	0.0	0.0	1.1	0.8
WTMZ	Dorchester Terr	B	910	0.5	0.50	a	Citadel Comm Corp	60	9906		g2	News	200		0.5	2.6	0.5	0.0	0.3	0.0	0.5	0.8	0.3
WMCJ	Moncks Corner	B	950	0.5	0.00		Berkeley Bcstg	63	8406	90	e	Gospel			0.3	0.0	0.0	0.0	0.0	0.0	0.6	0.6	0.0
WAZS	Summerville	B	980	1.0	0.13		Radio Summerville	63	6502			Cnry/Gospl				0.0	0.0	0.6	0.5	0.0	0.0	0.0	0.0
WTMA	Charleston	B	1250	5.0	1.00	a	Citadel Comm Corp	39	9906		g2	News/Talk	1,350	1.09	5.7	3.8	3.9	3.7	3.9	5.8	3.8	5.5	4.6
WQSC	Charleston	C	1340	1.0	1.00	b	Kirkman Bcstg Inc	46	9411	100		Sports			1.2	0.8	0.0	0.3	0.5	1.4	0.6	1.2	0.9
WXTC	Charleston	B	1390	5.0	5.00	a	Citadel Comm Corp	30	9906		g2	Gospel			3.7	3.8	4.0	4.7	3.4	3.1	6.3	3.5	0.0
WQNT	Charleston	C	1450	0.8	0.85	b	Kirkman Bcstg Inc	48	9512	10		News/Talk			1.0	0.0	0.5	0.6	1.2	1.1	0.8	0.8	0.8
• WZJY	Mt. Pleasant	B	1480	0.9	0.04		Fulmer	82	9910 p	189		Gospel	250		0.6	0.7	0.6	0.8	0.5	0.3	0.0	0.8	0.8
# AM Stations -					10	# Combos -					6	AM TOTALS			16.7	15.2	11.2	12.3	13.1	13.6	16.2	15.4	12.3
AM & FM Stations Profiled -					28	# Duopolies -					8	Total Local Commercial Share			89.7	87.7	87.2	88.1	87.8	86.8	88.1	83.3	

• Indicates a change since last edition

1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 105

Revenue Rank: 95

Roanoke-Lynchburg, VA Market Overview



Metro Counties / Population (000)

Amherst, VA	30.4
Appomattox, VA	13.0
Bedford, VA	54.9
Bedford city, VA	6.7
Botetourt, VA	28.4
Campbell, VA	48.8
Lynchburg city, VA	66.3
Roanoke, VA	81.8
Roanoke city, VA	95.1
Salem city, VA	24.5
Total	449.9

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97						
		\$13,600	\$13,800	\$14,800	\$15,000	\$15,300	\$16,500	3.9%					
Δ 97 - 98	9.1%	1998	\$18,000	1999	\$19,400	2000	\$21,200	2001	\$22,700	2002	\$24,500	Δ 98 - 02	8.0%
Revenue/Retail Sales	\$3.53/1,000	1997	\$2.93/1,000	2002	\$3.48/1,000	Est. Breakout		Local	85%				
Revenue/Capita	\$31.24	\$36.67	\$53.88	National	15%								

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

MSA Population	1992	1997	Growth Rate	1997	2002	Growth Rate
	435.4	449.9	0.7%	449.9	454.7	0.2%
Households	169.6	177.4	0.9%	177.4	182.5	0.6%
Retail Sales	3,853.2	5,626.0	7.9%	5,626.0	7,045.6	4.6%
EBI	5,918.0	7,026.1	3.5%	7,026.1	8,407.4	3.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	214.6	34.2	17.3	18.6	30.8	36.9	30.7	46.1
Women (000)	235.3	32.7	16.9	21.4	31.2	38.6	32.6	61.9
Total	449.9	66.9	34.2	40.0	62.0	75.5	63.3	108.0
Percentage	100.0%	14.9%	7.6%	8.9%	13.8%	16.8%	14.1%	24.0%
Per Capita	\$ 15,617	Median Household		\$ 32,403	Avg Household		\$ 39,606	
Ethnic Population:	White 82.4%	Black 16.6%	Asian 0.8%	Hispanic 0.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	1	9	11	17	17	35
Tot 12+	15.8	2.8	43.6	56.3	62.2	14.3	76.5
Avg 12+	2.3	2.8	4.8	5.1	3.7	0.8	2.2
Tot LCS	20.7	3.7	57.0	73.6	81.3	18.7	100.0
Avg LCS	3.0	3.7	6.3	6.7	4.8	1.1	2.9

Competitive Overview

NOTE: Some stations also rated in Blacksburg.

FM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
													Revenue (000)†/	Power Ratio		1999	1998	1998	1997	1997	1996	1996	1995	
WXLK	Roanoke	C	92.3	93.0	2051	d	Wheeler, Mel	60	9702	7,500	d3	CHR	1,900	1.29	8.2	6.8	6.7	6.6	6.7	8.3	7.1	8.8	8.1	
• WJLM	Salem	A	93.5	5.8	98	f	AMFM Inc	69	9910 p		g	1 Country	875	0.90	5.4	4.0	4.0	4.4	4.4	5.0	4.4	4.1	5.1	
• WPVR	Roanoke	C	94.9	98.0	1982	f	Wheeler, Mel	48	9909 p	6,500	d4	Clsc Rock	1,100	0.99	6.2	2.6	3.4	5.2	4.8	4.9	5.3	5.3	6.8	
• WROV	Martinsville	C1	96.3	13.8	2077	f	AMFM Inc	50	9910 p		g	1 AOR	2,500	1.34	10.4	7.0	9.8	8.2	8.7	5.4	8.5	6.5	5.7	
WRVX	Lynchburg	C3	97.9	0.6	1926		Travis Media Corp	70	9907	1,150	nc	Soft AC	300	0.98	1.7	2.2	2.5	1.5	1.3	1.1	0.7	0.5	1.3	
WSLQ	Roanoke	C	99.1	200.0	1992	d	Wheeler, Mel	47				AC	2,750	1.56	9.8	9.1	9.9	8.6	7.2	8.3	7.1	7.5	6.5	
WLYK	Lynchburg	C3	100.1	20.0	328	d	Wheeler, Mel	48	9704		d3	CHR			0.4	0.0	0.2	0.3	0.3	0.2	0.5	0.2	0.0	
WZZI	Vinton	A	101.5	0.5 cp	784		Carousel	95	9702		st	Modern Rock			1.1	1.3	0.5	1.0	0.8	0.7	0.8	0.0	0.0	
• WJXX	Lynchburg	C3	101.7	5.5 cp	692	f	AMFM Inc	64	9910 p		g	1 CHR	650	0.72	5.0	2.3	2.0	3.7	4.4	4.2	5.3	4.7	2.2	
• WLDJ	Appomattox	B	102.7	22.0	745	f	AMFM Inc	89	9910 p		g	1 Oldies	400	0.63	3.5	2.8	3.4	3.2	2.5	2.6	3.3	1.8	1.7	
• WRDJ	Roanoke	C3	104.9	3.1	925	f	AMFM Inc	92	9910 p		g	1 Oldies	450	0.58	4.3	3.3	3.0	3.2	3.8	3.6	1.6	2.6	2.4	
WKDE	Altavista	A	105.5	3.0	328	b	DJ Bcstg Inc	69	9201	375	c1	Country	100		0.8	0.7	1.0	0.8	0.5	0.5	0.0	0.5	0.5	
WLNI	Lynchburg	A	105.9	6.0	266		Burns Media	93	9805	700		Talk			1.4	1.7	1.0	1.0	1.3	2.0	1.6	1.9	1.3	
• WJJS	Vinton	A	106.1	0.7	909	f	AMFM Inc	94	9910 p		g	1 CHR/Dance	600	0.69	4.8	4.1	3.9	3.9	3.9	4.2	6.1	6.0	5.5	
WLQE	Bedford	A	106.9	0.3	1276	a	JLR	92	9511	300	2	Adlt Stndrd	300	0.40	4.2	4.0	2.7	4.7	2.1	2.9	2.8	3.6	0.8	
WTTX	Appomattox	A	107.1	1.7 cp	427	c	CLL Inc	76	8812	350	c2	Religion			0.3	0.0	0.8	0.0	0.5	0.0	0.3	0.0	0.0	
• WYYD	Amherst	C1	107.9	20.5	1768	f	AMFM Inc	81	9910 p		g	1 Country	3,850	1.50	14.3	10.3	11.0	11.0	12.2	12.4	11.8	14.1	16.1	
# FM Stations -					17	# Combos -					14	FM TOTALS				81.8	62.2	65.8	67.3	65.4	66.3	67.2	68.1	64.0

• Indicates a change since last edition

†/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 105

Revenue Rank: 95

Roanoke-Lynchburg, VA Market Overview



Metro Counties / Population (000)

Amherst, VA	30.4
Appomattox, VA	13.0
Bedford, VA	54.9
Bedford city, VA	6.7
Botetourt, VA	28.4
Campbell, VA	48.8
Lynchburg city, VA	66.3
Roanoke, VA	81.8
Roanoke city, VA	95.1
Salem city, VA	24.5
Total	449.9

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$13,600	\$13,800	\$14,800	\$15,000	\$15,300	\$16,500
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	9.1%	\$18,000	\$19,400	\$21,200	\$22,700	\$24,500	8.0%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
Revenue/Capita	\$3.53/1,000	\$2.93/1,000	\$3.48/1,000	Local	85%		
	\$31.24	\$36.67	\$53.88	National	15%		

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

MSA	1992	1997	Growth Rate	1997	2002	Growth Rate
	Population	435.4	449.9	0.7%	449.9	454.7
Households	169.6	177.4	0.9%	177.4	182.5	0.6%
Retail Sales	3,853.2	5,626.0	7.9%	5,626.0	7,045.6	4.6%
EBI	5,918.0	7,026.1	3.5%	7,026.1	8,407.4	3.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	214.6	34.2	17.3	18.6	30.8	36.9	30.7	46.1
Women (000)	235.3	32.7	16.9	21.4	31.2	38.6	32.6	61.9
Total	449.9	66.9	34.2	40.0	62.0	75.5	63.3	108.0
Percentage	100.0%	14.9%	7.6%	8.9%	13.8%	16.8%	14.1%	24.0%
Per Capita	\$ 15,617	Median Household		\$ 32,403	Avg Household		\$ 39,606	
Ethnic Population:	White 82.4%	Black 16.6%	Asian 0.8%	Hispanic 0.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	1	9	11	17	17	35
Tot 12+	15.8	2.8	43.6	56.3	62.2	14.3	76.5
Avg 12+	2.3	2.8	4.8	5.1	3.7	0.8	2.2
Tot LCS	20.7	3.7	57.0	73.6	81.3	18.7	100.0
Avg LCS	3.0	3.7	6.3	6.7	4.8	1.1	2.9

Competitive Overview

NOTE: Some stations also rated in Blacksburg.

AM Stations		ARB 12+ Metro Shares (see rights)																							
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
																1999	1998	1998	1997	1997	1996	1996	1995		
WLVA	Lynchburg	B	590	5.0	1.00		Madison Bcstg	30	9102	100	2	Adlt Stndrd	225	0.60	2.1	1.0	1.0	2.1	1.3	0.8	0.5	1.0	1.4		
WSLC	Roanoke	B	610	5.0	1.00	d	Wheeler, Mel	40	7610			Country	500	0.93	3.0	2.6	2.2	2.4	2.5	5.2	3.4	3.1	5.1		
• WVLR	Moneta	B	880	0.9	0.00	a	Perception Media	91	9906		na	Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.2	0.0	1.9		
WWWR	Roanoke	B	910	1.0	0.08		Perception Media	57	9104	150		Gospel	175		0.3	0.8	1.0	0.5	0.0	0.7	0.7	0.0	0.5		
WLLL	Lynchburg	B	930	5.0	0.05		Hubbards Ad	63	9602	28		Gospel	500	0.54	5.1	5.5	2.9	2.6	5.6	2.6	3.1	0.0	0.0		
• WFIR	Roanoke	B	960	5.0	5.00	f	Wheeler, Mel	24	9909 p		d4	News/Talk	750	0.80	5.2	3.1	4.2	4.0	4.4	3.4	3.4	4.9	5.9		
WKDE	Altavista	B	1000	1.0	0.00	b	DJ Bcstg Inc	62	9201		c1	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WBRG	Lynchburg	B	1050	1.0	0.10		Tri-County Bcstg	56	6707			Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WKPA	Lynchburg	B	1170	2.5 cp	0.00	e	Moran, David H	88				Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WGMN	Roanoke	C	1240	1.0	1.00	f	AMFM Inc	46	9910 p		g 1	Sports				0.0	0.5	0.0	0.0	0.0	0.0	0.5	0.3		
WWAR	Appomattox	B	1280	1.0	0.00	c	CLL Inc	74	8812		c2	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WVGM	Lynchburg	B	1320	1.0	0.02	f	AMFM Inc	62	9910 p		g 1	Sprts/Talk	50		0.8	0.8	0.3	0.6	0.7	1.0	0.3	0.0	0.0		
WBLT	Bedford	B	1350	1.0	0.00		Bedford Bcstg Co	50				Diverse			0.4	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0		
WRIS	Roanoke	B	1410	5.0	0.07		WRIS LLC	53	6405	117		Inspiration				0.5	0.0	0.0	0.0	0.5	0.5	0.3	0.0		
• WAMV	Amherst	B	1420	2.2 cp	0.02		Community First	76	8801	50		BGs/Gsp/Cty				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WTOY	Salem	B	1480	5.0	0.02		Ward, Irvin & Barb	56	8711	375		Urban/Gospl			1.0	0.0	0.0	0.8	0.8	0.7	0.5	0.5	0.5		
WKBA	Vinton	B	1550	10.0	0.00	e	Moran, David H	61	8301	350		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					17	# Combos -					9	AM TOTALS					17.9	14.3	12.1	13.0	16.0	14.9	12.6	10.3	15.6
AM & FM Stations Profiled -					34	# Duopolies -					9	Total Local Commercial Share					76.5	77.9	80.3	81.4	81.2	79.8	78.4	79.6	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 106

Revenue Rank: 132

Oxnard - Ventura, CA Market Overview



Metro Counties / Population (000)

Ventura, CA	460.3
	460.3

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

ESTIMATED GROSS REVENUES ★ ★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$8,300	\$8,400	\$8,500	\$9,300	\$10,100	\$11,300
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	16.8%	\$13,200	\$14,100	\$15,100	\$15,800	\$16,900	6.5%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$2.36/1,000	\$2.87/1,000	\$3.94/1,000	Local	85%		
Revenue/Capita	\$19.04	\$24.55	\$34.28	National	15%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	436.0	460.3	1.1%	460.3	493.0
Households	139.7	146.2	0.9%	146.2	155.8	1.3%
Retail Sales	3,522.4	3,932.9	2.2%	3,932.9	4,291.0	1.8%
EBI	7,601.8	7,752.1	0.4%	7,752.1	8,780.8	2.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	232.5	44.5	20.3	22.7	37.6	41.3	31.2	34.9
Women (000)	227.8	42.4	19.4	18.8	34.3	40.5	30.4	42.0
Total	460.3	86.9	39.6	41.5	71.9	81.8	61.6	76.9
Percentage	100.0%	18.9%	8.6%	9.0%	15.6%	17.8%	13.4%	16.7%
Per Capita	\$ 16,841	Median Household		\$ 45,991	Avg Household		\$ 53,012	
Ethnic Population:	White 89.9%	Black 2.5%	Asian 6.8%	Hispanic 32.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	5		8	10	5	15
Tot 12+	22.0	17.9		37.0	39.9	8.8	48.7
Avg 12+	4.4	3.6		4.6	4.0	1.8	3.2
Tot LCS	45.2	36.8		76.0	81.9	18.1	100.0
Avg LCS	9.0	7.4		9.5	8.2	3.6	6.7

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
KBBY	Ventura	B	95.1	12.3	876	a	McDonald Media	62	9612 p	6,600		AC	1,700	1.25	10.3	3.5	4.3	4.4	4.7	5.3	4.8	7.2	4.6		
KOCP	Camarillo	B1	95.9	1.2	1457	b	Gold Coast Radio	72	9502	1,200 c3		Adult Rock	850	0.89	7.2	3.0	3.4	3.0	3.4	2.6	1.7	1.3	1.5		
KCZN	Santa Paula	A	96.7	0.3 cp	1499	c	Lazer Bcstg Corp	76	9804	1,000		Alternative	850	1.13	5.7	3.7	2.7	1.2	4.0	2.1	1.2	1.0	1.1		
KDAR	Oxnard	B1	98.3	1.5	1289		Salem Comm Corp	48				Religion			3.3	1.2	0.8	1.4	1.5	1.9	2.2	1.3	1.1		
KHAY	Ventura	B	100.7	39.0	1211	a	McDonald Media	62	9612		na	Country	2,500	1.36	13.9	3.2	7.1	6.1	6.2	6.2	7.2	6.1	8.2		
KXLM	Oxnard	A	102.9	5.5	112	c	Lazer Bcstg Corp	91				Spanish	1,400	1.00	10.6	9.7	6.3	3.4	6.2	7.0	5.5	6.9	6.2		
KMLA	El Rio	A	103.7	0.5	807	b	Gold Coast Radio	96				Mexican	900	0.95	7.2	4.2	4.0	3.2	3.2	2.2	2.4	0.0	0.0		
KCAQ	Oxnard	B	104.7	5.1	1476	b	Gold Coast Radio	58	9608	3,650 c2		CHR	1,325	0.73	13.7	7.0	6.1	6.4	5.7	4.8	5.0	4.0	6.1		
KKBE	Ojai	A	105.5	0.3	1440	b	Gold Coast Radio	72	9612 p	2,000 c1		Soft Hits	250	0.68	2.8	1.7	1.3	1.9	0.5	0.7	0.5	1.3	0.7		
KVYY	Ventura	A	107.1	0.8	876		Big City Radio	89	9606		g	Modern Rock	850	0.99	6.5	2.7	2.6	3.2	2.5	2.7	3.1	1.5	0.0		
# FM Stations -					10	# Combos -					8	FM TOTALS					81.2	39.9	38.6	34.2	37.9	35.5	33.6	30.6	29.5

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
KOXR	Oxnard	B	910	5.0	1.00	c	Lazer Bcstg Corp	55	9903	370		Spanish	500	1.40	2.7	1.5	1.0	0.7	1.8	1.9	2.2	2.0	1.0		
KKZZ	Santa Paula	C	1400	1.0	1.00	b	Gold Coast Radio	48	9502		c3	Oldies	375	0.33	8.5	3.7	4.8	3.2	4.4	4.3	3.2	4.5	4.8		
KVEN	Ventura	C	1450	1.0	1.00	a	McDonald Media	48	9612		na	Nws/Tlk/Spt	1,100	1.30	6.4	1.8	3.1	3.2	2.4	3.8	2.6	2.7	3.1		
KVTA	Port Hueneme	B	1520	10.0	1.00	b	Gold Coast Radio	58	9608		c2	Talk	200		0.9	1.3	0.6	0.3	0.5	0.7	0.3	1.8	0.7		
KUNX	Ventura	B	1590	5.0 cp	5.00	b	Gold Coast Radio	47	9905		c1	Spanish	350		0.3	0.5	0.3	0.0	0.3	1.2	0.9	1.0	0.3		
# AM Stations -					5	# Combos -					5	AM TOTALS					18.8	8.8	9.8	7.4	9.4	11.9	9.2	12.0	9.9
AM & FM Stations Profiled -					15	# Duopolies -					5	Total Local Commercial Share					48.7	48.4	41.6	47.3	47.4	42.8	42.6	39.4	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 107

Revenue Rank: 82

Lexington-Fayette, KY Market Overview



Metro Counties / Population (000)

Bourbon, KY	18.9
Clark, KY	31.5
Fayette, KY	242.3
Jessamine, KY	35.9
Madison, KY	65.1
Scott, KY	30.0
Woodford, KY	22.3
Total	446.0

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★ ★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$13,500	\$14,600	\$16,500	\$17,200	\$18,200	\$19,600
★ ★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	5.6%	\$20,700	\$21,900	\$23,700	\$25,100	\$26,800	6.7%
Revenue/Retail Sales	1992 \$3.75/1,000	1997 \$3.80/1,000	2002 \$4.13/1,000	Est. Breakout			
Revenue/Capita	\$31.75	\$43.95	\$57.08	Local	90%	National	10%

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	425.2	446.0	1.0%	446.0	469.5
Households	161.5	171.4	1.2%	171.4	183.8	1.4%
Retail Sales	3,596.5	5,154.8	7.5%	5,154.8	6,494.1	4.7%
EBI	6,430.9	7,245.7	2.4%	7,245.7	9,174.1	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	214.8	36.7	17.7	27.1	35.5	36.9	27.4	33.4
Women (000)	231.2	34.7	17.0	29.8	36.4	39.3	29.1	44.9
Total	446.0	71.4	34.8	56.9	71.9	76.2	56.5	78.3
Percentage	100.0%	16.0%	7.8%	12.8%	16.1%	17.1%	12.7%	17.6%
Per Capita	\$ 16,246	Median Household		\$ 32,939	Avg Household		\$ 42,274	
Ethnic Population:	White 88.2%	Black 10.2%	Asian 1.5%	Hispanic 1.1%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	9		8	10	17	10	27
Tot 12+	19.8		49.6	63.1	69.4	12.8	82.2
Avg 12+	2.2		6.2	6.3	4.1	1.3	3.0
Tot LCS	24.1		60.3	76.8	84.4	15.6	100.0
Avg LCS	2.7		7.5	7.7	5.0	1.6	3.7

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)											
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995				
WSTL	Carlisle	C3	92.1	25.0 cp	308	c	Mortenson Bcstg	94	9707			450				1.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0			
WVLK	Lexington	C1	92.9	100.0	850	e	Cumulus Bcstg Inc	79	9909	d4	Country	4,600	1.26	17.6	12.3	10.4	13.3	15.9	15.2	16.7	19.4	18.3				
• WMXL	Lexington	C1	94.5	100.0	640	b	Clear Channel	40	9905	g1 1	Hot AC	2,600	1.32	9.5	6.7	8.5	8.1	7.6	7.6	7.5	7.8	7.9				
WVRB	Wilmore	A	95.3	6.0 cp	328	f	Baldwin	95	9507	45 cp	ChrsContemp			1.1	1.1	0.9	1.0	0.9	2.0	0.7	1.1	0.0				
WULV	Stamping Ground	A	96.1	6.0 cp	328		Blue Chip Bcstg Ltd	94	9901		DARK	1,265			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WGKS	Paris	C2	96.9	50.0	492	a	L. M.	68	8407	700	2 Soft Rock	1,200	0.97	6.0	5.4	4.9	4.6	5.3	5.7	3.1	5.0	6.2				
WBUL	Lexington	C1	98.1	100.0	561	b	Clear Channel	69	9905	g1 1	Country	1,300	0.84	7.5	6.7	8.3	8.1	4.3	4.6	6.3	7.4	7.5				
WJMM	Harrodsburg	A	99.3	3.0	266	c	Mortenson Bcstg	69	9805 p	1,200 c1	ChrsContemp			1.9	0.9	1.3	1.9	1.3	0.9	1.6	0.9	1.8				
• WKQQ	Winchester	C2	100.1	20.0 cp	637	b	Clear Channel	74	9905	g1 1	Clsc Rock	2,600	1.18	10.6	6.7	7.0	8.1	9.6	7.8	6.9	11.1	13.3				
WLRO	Richmond	C3	101.5	9.0	541	e	Cumulus Bcstg Inc	72	9909	d4	Rock & Roll	1,100	0.83	6.4	3.4	4.5	5.0	5.7	3.7	5.2	6.1	3.5				
WKYL	Lawrenceburg	A	102.1	3.0	328		Davenport Bcstg Inc	93	9702	525	Soft Hits			0.2	0.6	0.4	0.4	0.0	0.0	0.0	0.0	0.9				
WLTO	Nicholasville	A	102.5	2.0	400	e	Cumulus Bcstg Inc	88	9909	d4	R&B Oldies	350	0.60	2.8	2.6	2.5	1.7	3.0	2.2	3.3	2.4	1.1				
WXZZ	Georgetown	A	103.3	6.0 cp	328	e	Cumulus Bcstg Inc	73	9909	d4	Alternative	700	0.85	4.0	3.9	3.8	3.9	2.8	6.7	5.6	7.9	5.3				
WLKT	Lexington	C2	104.5	50.0 cp	466	b	Clear Channel	95	9905	g1 1	CHR	1,400	0.50	13.4	7.3	10.0	11.2	11.0	11.5	9.9	0.7	0.0				
WCDA	Versailles	A	106.3	3.7	420	a	L. M.	73	9902	3,350	Hot AC	250			4.9	0.0	1.9	1.3	0.9	1.6	0.9	1.8				
WLFX	Berea	A	106.7	2.0	584	d	Wallingford Bcstg	91	9906	765 d5	AC				0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.0				
• WBTF	Midway	A	107.9	6.0	328	b	Clear Channel	98	9811 p	st 1	Urban AC				5.8	2.7	0.0	0.0	0.0	0.0	0.0	0.0				
# FM Stations -															17	# Combos -		14	FM TOTALS							
															81.0	69.4	65.6	69.2	68.7	69.2	68.4	71.1	67.6			

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)										
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995			
WVLK	Lexington	B	590	5.0 cp	1.60	e	Cumulus Bcstg Inc	47	9909	d4	FullService	2,950	1.70	8.4	6.2	8.9	6.2	7.8	6.1	6.8	4.4	5.7				
WLAP	Lexington	B	630	5.0	1.00	b	Clear Channel	22	9905	g1 1	News/Talk	450	0.64	3.4	3.0	3.4	3.3	2.3	1.5	1.0	1.5	0.9				
WCGW	Nicholasville	B	770	1.0	0.00	c	Mortenson Bcstg	86			Gospel	325		0.6	0.6	1.7	0.4	0.6	1.5	1.7	0.7	0.9				
WCBR	Richmond	B	1110	0.3	0.00		WCBR Radio Inc	69	9612		Gospel			0.2	0.0	0.0	0.0	0.4	0.6	0.3	0.0	0.9				
WUGR	Nicholasville	B	1250	0.5	0.00	c	Mortenson Bcstg	62	9808	150	Urban/Gospl	200		0.8	1.3	0.8	0.0	1.3	0.7	1.2	1.8	3.5				
WLXG	Lexington	B	1300	2.5	1.00	a	L. M.	46	8510	881	2 Sports	300		0.7	0.9	0.8	0.6	0.6	3.0	3.5	3.9	1.8				
WEKY	Richmond	C	1340	1.0	1.00	d	Wallingford Bcstg	53	9906		d5 Oldies			0.5	0.4	0.0	0.4	0.4	0.4	0.3	0.0	0.4				
WMJR	Winchester	B	1380	2.5	0.04		Thy Kingdom Come	54	9904	583	Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WKXO	Berea	B	1500	0.3	0.00	d	Wallingford Bcstg	71	9906		d5 70s Hits				0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0				
• WTKT	Georgetown	B	1580	10.0	0.05	b	Clear Channel	57	9905	g1 1	Nostalgia	325	0.37	4.3	0.4	1.1	3.9	3.2	3.7	2.4	3.7	0.7				
# AM Stations -															10	# Combos -		8	AM TOTALS							
															18.9	12.8	16.7	14.8	16.6	17.5	17.2	16.4	14.8			
AM & FM Stations Profiled -															27	# Duopolies -		9	Total Local Commercial Share							
															82.2	82.3	84.0	85.3	86.7	85.6	87.5	82.4				

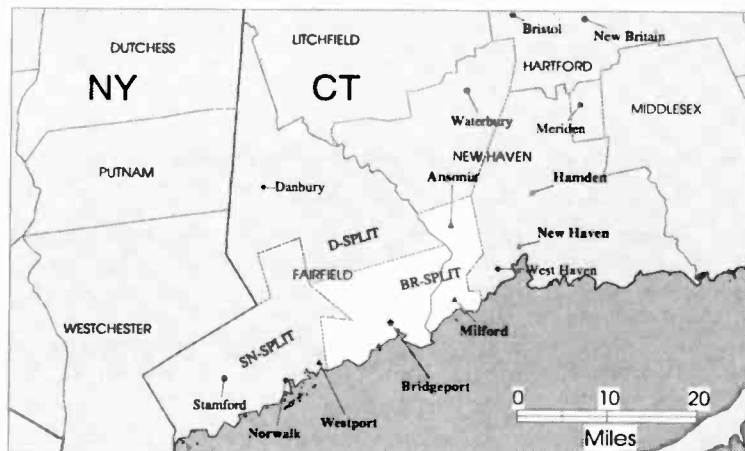
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 108

Revenue Rank: 85

Bridgeport, CT Market Overview



Metro Counties / Population (000)

Fairfield, CT	330.9
New Haven, CT	112.2
Total	443.1

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$12,000	\$12,800	\$14,300	\$15,800	\$16,200	\$17,800
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
	10.1%	\$19,600	\$21,200	\$23,100	\$24,500	\$26,400	7.7%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
Revenue/Capita	\$2.75/1,000	\$3.21/1,000	\$3.98/1,000	Local	75%		
	\$27.48	\$40.17	\$59.05	National	25%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	436.7	443.1	0.3%	443.1	447.1
Households	162.0	164.8	0.3%	164.8	168.2	0.4%
Retail Sales	4,371.3	5,550.0	4.9%	5,550.0	6,625.9	3.6%
EBI	10,672.2	12,577.9	3.3%	12,577.9	15,601.4	4.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	213.6	34.7	16.1	18.5	33.4	36.1	31.0	43.7
Women (000)	229.5	32.9	15.4	18.3	33.4	38.6	33.4	57.6
Total	443.1	67.6	31.6	36.7	66.8	74.7	64.4	101.2
Percentage	100.0%	15.3%	7.1%	8.3%	15.1%	16.9%	14.5%	22.8%
Per Capita	\$ 28,389	Median Household		\$ 56,200	Avg Household		\$ 76,323	
Ethnic Population:	White 86.0%	Black 10.9%	Asian 2.9%	Hispanic 9.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations		4		2	4	5	9
Tot 12+		31.6		23.3	31.6	14.1	45.7
Avg 12+		7.9		11.7	7.9	2.8	5.1
Tot LCS		69.1		51.0	69.1	30.9	100.0
Avg LCS		17.3		25.5	17.3	6.2	11.1

Competitive Overview

Some stations also rated in markets New Haven and Stamford.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WPLR	New Haven	B	99.1	15.0		906	44	9908 p			AOR	n/a		7.6	3.9	4.7	2.6	4.6	4.8	5.9	4.6	4.8
WEZN	Bridgeport	B	99.9	27.5		669	60	9704		g	AC	6,100	1.14	27.2	12.8	10.4	12.2	13.0	12.7	10.8	11.6	13.9
WKCI	Hamden	B	101.3	15.0		876	69	9205	See (101)		CHR/AC	n/a		9.0	4.4	4.0	4.5	3.8	4.9	4.1	5.1	4.5
• WEBE	Westport	B	107.9	50.0		384 a	82	9906	66,000	c1	AC	9,400	2.12	22.6	10.5	13.3	10.4	10.5	8.6	12.2	11.5	9.7
# FM Stations -						4	# Combos -		1	FM TOTALS				66.4	31.6	32.4	29.7	31.9	31.0	33.0	32.8	32.9

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WICC	Bridgeport	B	600	1.0	0.50	a	Aurora Comm	26	9906		c1	FullService	3,400	0.58	29.9	12.8	11.0	11.6	16.4	12.9	12.5	13.5	12.0
WADS	Ansonia	B	690	3.2	0.00		Radio Amor Inc	56	9401	450		Spanish			0.6	0.0	0.0	0.3	0.3	0.0	0.3	0.5	0.0
WCUM	Bridgeport	C	1450	1.0	1.00		Radio Cumbre	41	9007	550	st	Spanish	425	1.28	1.7	0.5	1.6	1.2	0.3	0.5	1.0	1.2	1.0
WFIF	Milford	B	1500	5.0	0.00		Blount Comm	65	8204	538		Christian	275	1.00	1.4	0.8	0.8	0.6	0.7	0.3	1.1	0.0	0.9
WDJZ	Bridgeport	B	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
# AM Stations -						5	# Combos -		1	AM TOTALS				33.6	14.1	13.4	13.7	17.7	13.7	14.9	15.2	13.9	
AM & FM Stations Profiled -						9	# Duopolies -		1	Total Local Commercial Share					45.7	45.8	43.4	49.6	44.7	47.9	48.0	46.8	

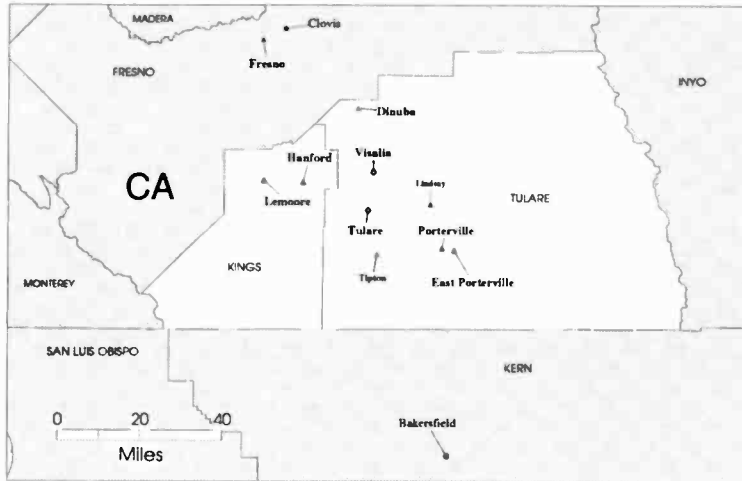
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 109

Revenue Rank: 243

Visalia-Tulare-Hanford Market Overview



Metro Counties / Population (000)

Kings, CA	121.1
Tulare, CA	359.3
	480.4

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

ESTIMATED GROSS REVENUES ★ ★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		N/A	\$2,900	\$3,100	\$3,300	\$3,600	\$4,200
★ ★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	9.5%	\$4,600	\$5,000	\$5,500	\$5,900	\$6,400	8.7%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	N/A	\$1.40/1,000	\$1.84/1,000	Local	85%		
Revenue/Capita	N/A	\$8.74	\$12.52	National	15%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	446.5	480.4	1.5%	480.4	511.2
Households	135.3	144.7	1.4%	144.7	154.5	1.3%
Retail Sales	2,303.4	2,989.8	5.4%	2,989.8	3,476.7	3.1%
EBI	4,824.4	5,094.3	1.1%	5,094.3	5,973.4	3.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	239.7	55.6	25.5	22.9	35.9	35.4	26.6	37.9
Women (000)	240.7	53.9	24.4	20.3	33.3	35.9	26.6	46.3
Total	480.4	109.6	49.9	43.2	69.2	71.3	53.1	84.2
Percentage	100.0%	22.8%	10.4%	9.0%	14.4%	14.8%	11.1%	17.5%
Per Capita	\$ 10,604							
				Median Household	\$ 26,363		Avg Household	\$ 35,206
Ethnic Population:	White	89.3%	Black	3.4%	Asian	5.6%	Hispanic	45.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	9		4	13	7	20
Tot 12+	3.5	44.1		17.7	47.6	9.1	56.7
Avg 12+	0.9	4.9		4.4	3.7	1.3	2.8
Tot LCS	6.2	77.8		31.2	84.0	16.0	100.0
Avg LCS	1.5	8.6		7.8	6.5	2.3	5.0

Competitive Overview

Some stations also rated in Fresno.

FM Stations ARB 12+ Metro Shares (see rights)

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)†/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
• KFSO	Visalia	B	92.9	18.0	853		AMFM Inc	51	9910 p			Oldies	n/a		10.0	5.7	4.3	5.6	6.0	6.1	5.5	5.7	4.2	
KSKS	Fresno	B	93.7	68.0	1903	a	Infinity Bcstg	46	9805			Country	n/a		7.5	3.4	4.3	3.7	5.0	4.3	5.3	5.0	5.5	
KGEN	Hanford	A	94.5	3.3	446	d	Collantes, Rolando	96	9906			Spanish			0.5	0.5	0.5	0.3	0.3	0.5	0.0	0.0	0.0	
• KBOS	Tulare	B	94.9	16.5	850		AMFM Inc	65	9910 p			CHR	n/a		15.1	5.3	5.0	7.8	9.8	10.6	13.1	11.0	10.6	
KSLK	Visalia	A	96.1	4.8	361		New Visalia Bcstg	94				Smooth Jazz	250	3.62	1.5	0.9	0.7	1.0	0.7	1.6	2.1	1.4	1.0	
KSEQ	Visalia	B	97.1	17.0	778	c	Buckley Bcstg Corp	84	8912	1,975		Top 40	775	2.16	7.8	4.6	4.6	5.4	3.6	2.4	2.3	2.9	2.8	
• KSOE	Dinuba	B	98.9	19.0	820	e	AMFM Inc	75	9910 p			Soft AC	n/a		10.9	5.8	7.1	7.1	5.5	5.4	4.8	6.0	5.5	
KIOO	Porterville	B	99.7	24.0	689	c	Buckley Bcstg Corp	72	9404	360		Clsc Rock	700	2.58	5.9	3.4	3.7	3.6	3.3	3.5	2.1	2.9	2.2	
KMQA	E. Porterville	A	100.5	2.1 cp	1109		Moon Bcstg Corp	89	9901	849		Spanish	250	2.36	2.3	1.4	1.4	1.0	1.7	1.6	2.3	1.0	2.6	
KZPO	Lindsay	B1	103.3	0.3	2625		Lindsay Bcstg	98				AC	150	1.92	1.7	3.4	3.2	1.9	0.0	0.0	0.0	0.0	0.0	
KFRR	Woodlake	B	104.1	17.0	853		Mondosphere Bcstg	92				Alternative	n/a		9.2	6.2	5.5	5.2	5.5	3.8	4.6	4.8	3.8	
KCRZ	Tipton	A	104.9	2.3	528		Lemoore Wireless	79			1	Oldies	150	1.92	1.7	0.7	1.1	1.0	1.0	0.5	0.0	0.0	0.0	
KJUG	Tulare	B	106.7	1.2	2553	b	Westcoast Bcstg	65	8105		c2	1	Country	1,550	3.47	9.7	6.3	5.9	5.6	5.7	7.3	7.6	6.4	6.1
# FM Stations -					13	# Combos -					5	FM TOTALS				83.8	47.6	47.3	49.2	48.1	47.6	49.7	47.1	44.3

AM Stations ARB 12+ Metro Shares (see rights)

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)†/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
KMJ	Fresno	B	580	5.0	5.00	a	Infinity Bcstg	25	9805			Nws/Tlk/Spt	n/a		10.1	6.5	5.5	5.1	6.6	6.4	9.0	8.1	9.9	
KIGS	Hanford	B	620	1.0	1.00		P&C Broadcasting	48	8906	See (65)		Portuguese			1.0	0.0	0.5	0.0	1.2	0.0	0.0	0.0	0.0	
KJOP	Lemoore	C	1240	0.3	1.00		KJOP Radio LLC	63	9810	120		Spanish				0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	
• KJUG	Tulare	B	1270	5.0	1.00	b	Westcoast Bcstg	46	8105		c2	1	Country		3.2	1.4	2.1	1.5	2.2	1.4	0.7	0.5	0.7	
KGEN	Tulare	B	1370	1.0	0.14	d	Collantes, Rolando	57	8507			Spanish	350			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	
• KVBL	Visalia	C	1400	1.0	1.00		AMFM Inc	48	9910 p		g	Sports	75		0.4	0.0	0.5	0.5	0.0	0.3	0.5	0.9	0.0	
• KTIP	Porterville	C	1450	1.0	1.00		Caldwell Bcstg Co	47	9701	300		News/Talk	350	5.07	1.5	1.2	0.9	1.0	0.7	0.7	1.1	0.7	0.0	
# AM Stations -					7	# Combos -					3	AM TOTALS				16.2	9.1	9.5	8.1	10.7	8.8	11.3	11.1	10.9
AM & FM Stations Profiled -					20	# Duopolies -					2	Total Local Commercial Share				56.7	56.8	57.3	58.8	56.4	61.0	58.2	55.2	

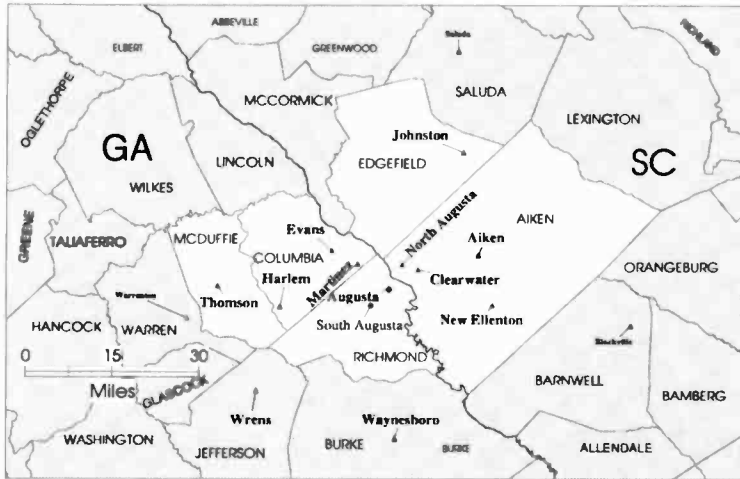
Other Rulemaking: 102.3, B1, Corcoran

• Indicates a change since last edition
 †/ See introduction section for interpretation of revenue estimates.

Metro Rank: 110

Revenue Rank: 112

Augusta, GA Market Overview



Metro Counties / Population (000)

Columbia, GA	91.1
McDuffie, GA	21.7
Richmond, GA	191.8
Aiken, SC	136.2
Edgefield, SC	20.4
Total	461.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$10,000	\$10,500	\$11,900	\$12,200	\$13,000	\$15,000	8.4%
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
8.0%	\$16,200	\$17,200	\$18,400	\$19,300	\$20,500	6.0%	

	1992	1997	2002	Est. Breakout
Revenue/Retail Sales	\$3.15/1,000	\$3.62/1,000	\$4.24/1,000	Local 85%
Revenue/Capita	\$23.25	\$32.52	\$43.33	National 15%

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	430.2	461.2	1.4%	461.2	473.1	0.5%
Households	155.0	168.1	1.6%	168.1	176.1	0.9%
Retail Sales	3,179.4	4,144.3	5.4%	4,144.3	4,831.9	3.1%
EBI	5,410.5	6,313.5	3.1%	6,313.5	7,469.4	3.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	224.6	45.1	21.6	20.6	34.5	38.6	29.3	34.9
Women (000)	236.6	43.3	20.6	19.9	36.4	40.6	29.6	46.2
Total	461.2	88.5	42.1	40.5	70.9	79.3	58.9	81.1
Percentage	100.0%	19.2%	9.1%	8.8%	15.4%	17.2%	12.8%	17.6%
Per Capita	\$ 13,689							
			Median Household	\$ 30,989			Avg Household	\$ 37,558
Ethnic Population:	White 64.5%		Black 33.1%		Asian 2.2%		Hispanic 2.3%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	10		9	12	19	10	29
Tot 12+	23.2		46.6	64.6	69.8	11.5	81.3
Avg 12+	2.3		5.2	5.4	3.7	1.2	2.8
Tot LCS	28.5		57.3	79.5	85.9	14.1	100.0
Avg LCS	2.9		6.4	6.6	4.5	1.4	3.4

Competitive Overview

FM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
			Freq	(kW)									Revenue (000)1/	Power Ratio										
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	
WAEG	Evans	A	92.3	3.0	328	c	Davis Bcstg	91	9701		c3	R&B Oldies	150		0.6	1.1	0.9	0.3	0.7	1.1	1.3	1.8	2.2	
WKSX	Johnston	A	92.7	1.8	577	f	Edgefield Saluda	85	9212		st	Oldies			0.4	0.0	0.5	0.7	0.0	0.0	0.0	0.0	0.0	
• WRFN	Warrenton	A	93.1	4.1	400		Beasley Bcst Group	97	9909 p	800	c4 1	Sports			0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	
WGOR	Martinez	C3	93.9	13.0 cp	456	e	Beasley Bcst Group	84	9211	810		Oldies	800	1.01	4.9	4.0	3.6	3.8	4.5	4.4	3.4	3.8	4.7	
WCHZ	Harlem	C3	95.1	5.7	538	e	Beasley Bcst Group	92	9701	1,200		Modern Rock	250	0.77	2.0	3.4	1.1	1.5	1.9	2.4	1.9	2.7	3.6	
WRXR	Aiken	C2	96.3	15.0	889	b	Cumulus Bcstg Inc	66	9709	15,500	d2 2	Oldies	800	1.03	4.8	2.8	3.9	4.1	4.1	4.6	3.9	4.6	5.0	
WAKB	Wrens	C3	96.9	0.8	1365	c	Davis Bcstg	79	9306	1,250		Urban	500	0.58	5.3	4.9	3.2	4.1	5.0	6.2	5.9	5.3	4.1	
WIIZ	Blackville	C2	97.9	50.0	433	b	Radio WBAW Inc	96	9610	340		Urban	300	0.58	3.2	4.3	3.9	2.9	2.6	2.0	1.9	0.4	0.0	
WSLT	Clearwater	A	98.3	2.8	486	a	GHB Bcstg	87	9302	750		Soft AC	500	0.57	5.4	3.6	5.2	4.4	4.8	3.3	3.1	3.7	2.9	
WKXC	Aiken	C2	99.5	24.0	712	a	GHB Bcstg	66	9204	3,800		Country	2,100	1.22	10.6	7.9	6.8	8.8	9.3	10.1	10.0	10.8	14.7	
WAEJ	Waynesboro	A	100.9	6.0	328	c	Davis Bcstg	75	9701		c3	Urban AC	100		0.8	0.9	0.7	0.8	0.5	1.1	1.0	2.7	2.7	
WTHO	Thomson	A	101.7	5.1	354	d	Camellia City	71	9302	110	c1	Country			0.8	1.1	0.5	0.7	0.7	1.1	1.0	0.9	0.5	
WEKL	Augusta	A	102.3	1.5	666	b	Cumulus Bcstg Inc	67	9709		d2 2	Clsc Rock	1,625	1.79	5.6	3.6	5.0	4.6	5.0	4.8	4.3	3.3	2.9	
WAJY	New Ellenton	A	102.7	6.0 cp	328	e	Beasley Bcst Group	90	9502	700		Adlt Stndrd	300	0.81	2.3	2.1	1.6	2.0	1.9	2.2	1.9	2.0	1.6	
WFXA	Augusta	A	103.1	6.0 cp	302	c	Davis Bcstg	68	8605		g1	Urban	1,950	0.87	13.8	10.8	14.1	11.3	12.2	12.1	11.6	10.8	9.3	
WBBQ	Augusta	C	104.3	100.0	1001	b	Cumulus Bcstg Inc	55	9803	10,200	d4 2	AC	1,925	1.15	10.3	6.8	7.7	8.8	8.7	6.0	6.9	8.4	9.9	
WZNY	Augusta	C	105.7	100.0	1217	b	Savannah Valley	52	9408	3,900		CHR	1,350	1.00	8.3	8.7	6.6	7.2	6.9	7.3	6.9	5.3	3.2	
• WUUS	Martinez	C2	107.7	24.5	577	b	Cumulus Bcstg Inc	93	9709		d2 2	Urban/CHR	750	0.96	4.8	3.8	4.7	3.6	4.6	4.0	3.5	1.8	2.7	
# FM Stations -					19	# Combos -					16	FM TOTALS				84.0	69.8	70.0	69.8	73.4	72.7	68.5	68.3	70.0

AM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Day Power		Night Power		Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
			Freq	(kW)	(kW)	C							Revenue (000)1/	Power Ratio										
WGAC	Augusta	B	580	3.9 cp	0.84	e	Beasley Bcst Group	40	9205		na	News/Talk	1,350	1.52	5.5	6.4	5.4	5.1	4.3	4.8	5.0	5.5	6.3	
WFAM	Augusta	B	1050	5.0	0.03		Wilkins Comm	52	9612	330		Chrst/Talk	300			0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	
WJES	Johnston	B	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	
WKIM	Augusta	C	1230	1.0	1.00		Kimchris Bcstg	46	9402	200	e	Cntry/Gospl	200	1.12	1.1	0.0	0.0	0.8	1.0	1.1	1.4	0.9	0.4	
WTWA	Thomson	C	1240	1.0	1.00	d	Camellia City	48	9302		c1	AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WBBQ	Augusta	C	1340	1.0	1.00	b	Cumulus Bcstg Inc	47	9803		d4 2	Children	50		0.3	0.0	0.2	0.5	0.0	0.2	0.5	1.1	0.2	
• WGUS	N. Augusta	B	1380	4.0	0.07	b	Cumulus Bcstg Inc	58	9709		d2 2	News	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	
• WRDW	Augusta	B	1480	5.0	5.00		Beasley Bcst Group	30	9909 p		c4 1	Sports			0.8	0.8	1.3	0.5	0.9	0.5	1.0	0.9	0.0	
WTHB	Augusta	B	1550	5.0	0.00	c	Davis Bcstg	60	8605		g1	Gospel	650	0.77	5.2	2.6	3.4	5.1	3.8	3.5	4.0	3.8	2.0	
WKZK	N. Augusta	B	1600	0.5	0.00		Gospel Radio Inc	62	8309	190		Gospel	300	0.64	2.9	1.7	1.4	2.3	2.6	1.8	2.1	3.5	2.5	
# AM Stations -					10	# Combos -					6	AM TOTALS				15.8	11.5	11.7	14.3	12.6	11.9	14.5	15.7	11.6
AM & FM Stations Profiled -					29	# Duopolies -					10	Total Local Commercial Share				81.3	81.7	84.1	86.0	84.6	83.0	84.0	81.6	

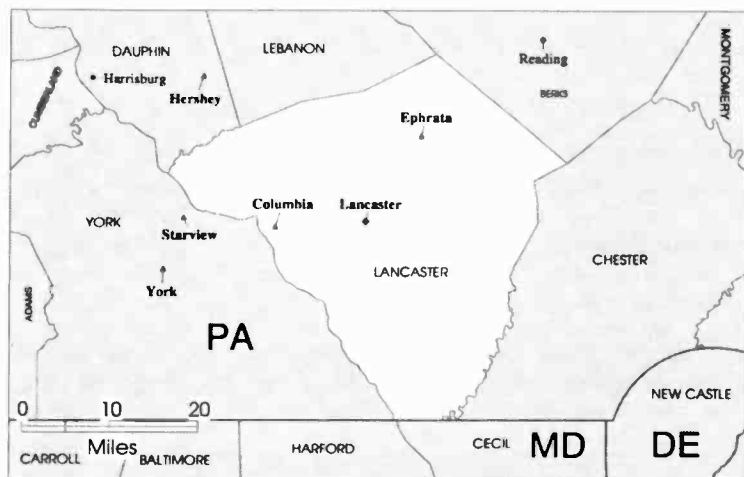
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 111

Revenue Rank: 150

Lancaster, PA Market Overview



Metro Counties / Population (000)

Lancaster, PA	454.4
	454.4

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$8,500	\$9,000	\$10,300	\$10,600	\$10,800	\$11,100	5.5%
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
2.7%	\$11,400	\$12,000	\$12,700	\$13,200	\$13,900	5.0%	
	1992	1997	2002				Est. Breakout
Revenue/Retail Sales	\$2.34/1,000	\$2.47/1,000	\$2.56/1,000				Local 80%
Revenue/Capita	\$19.19	\$24.43	\$29.75				National 20%

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	442.9	454.4	0.5%	454.4	467.3
Households	158.6	163.6	0.6%	163.6	171.1	0.9%
Retail Sales	3,637.3	4,492.7	4.3%	4,492.7	5,419.6	3.8%
EBI	6,954.1	7,725.8	2.1%	7,725.8	9,396.7	4.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	221.5	42.7	19.2	19.7	32.6	36.6	28.2	42.4
Women (000)	232.9	40.6	18.5	20.7	32.2	37.2	29.1	54.7
Total	454.4	83.4	37.7	40.4	64.8	73.8	57.3	97.0
Percentage	100.0%	18.3%	8.3%	8.9%	14.3%	16.2%	12.6%	21.4%
Per Capita	\$ 17,002			Median Household	\$ 40,347		Avg Household	\$ 47,224
Ethnic Population:	White 95.2%		Black 3.1%		Asian 1.6%		Hispanic 5.0%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	7		4	8	3	11
Tot 12+	3.3	45.1		27.7	48.4	2.0	50.4
Avg 12+	3.3	6.4		6.9	6.1	0.7	4.6
Tot LCS	6.5	89.5		55.0	96.0	4.0	100.0
Avg LCS	6.5	12.8		13.7	12.0	1.3	9.1

Competitive Overview

Some stations also rated in Harrisburg, York & Reading.

FM Stations													ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
			Freq	(kW)									Revenue (000)1/	Power Ratio		1999	1998	1998	1997	1997	1996	1996	1995
WEGK	Starview	A	92.7	1.4	682		Hall	71	9512	See (103)		Clsc Rock	n/a		7.4	3.3	3.3	3.9	4.4	3.9	4.7	4.2	4.7
WDAC	Lancaster	B	94.5	19.0	810		WDAC Radio Co	59	8103	900	e	Religion	2,600	1.69	13.5	6.4	5.8	5.7	9.6	7.4	6.6	7.6	8.5
• WLAN	Lancaster	B	96.9	50.0	499	b	Clear Channel	48	9707	7,000	c1	CHR	2,100	1.16	15.9	10.2	8.7	10.3	7.4	8.5	10.6	9.4	7.6
WROZ	Lancaster	B	101.3	6.7	1309	a	Hall		44			Soft AC	2,200	1.34	14.4	4.4	6.0	7.8	8.4	8.5	8.7	8.8	9.5
WARM	York	B	103.3	6.4	1306		Susquehanna		62			AC	n/a		10.7	5.1	6.8	5.5	6.5	6.5	7.6	9.3	7.2
WIOV	Ephrata	B	105.1	25.0	702	cp	Brill Media Co	62	8501	1,750	e	Country	3,500	2.26	13.6	6.7	9.0	8.2	7.0	8.6	9.0	8.6	9.1
WQXA	York	B	105.7	25.0	705		Citadel Comm Corp	48	9707			Alternative	n/a		11.9	6.7	6.2	6.4	7.0	7.8	5.4	5.4	2.8
WRKZ	Hershey	B	106.7	14.0	929		Citadel Comm Corp	64	9707			Country	n/a		8.1	5.6	4.2	4.6	4.5	5.3	4.2	3.9	7.2
# FM Stations -					8	# Combos -					2	FM TOTALS			95.5	48.4	50.0	52.4	54.8	56.5	56.8	57.2	56.6

AM Stations													ARB 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
			Freq	(kW)	(kW)	Revenue (000)1/								Power Ratio	1999		1998	1998	1997	1997	1996	1996	1995	
• WLAN	Lancaster	B	1390	5.0	1.00	b	Clear Channel	46	9707		c1	Adlt Sndrd	425	1.04	3.6	1.5	2.7	1.4	2.7	2.1	1.6	1.5	1.5	
WLPA	Lancaster	C	1490	0.6	0.60	a	Hall		22	7702		Sports	300	2.63	1.0	0.5	0.8	0.4	0.7	0.7	1.0	0.3	0.6	
WVZN	Columbia	B	1580	0.5	0.01		Susquehanna	84	9705	74	al	News/Talk	100			0.0	0.0	0.0	0.0	0.0	0.0	1.7	2.1	
# AM Stations -					3	# Combos -					2	AM TOTALS			4.6	2.0	3.5	1.8	3.4	2.8	2.6	3.5	4.2	
AM & FM Stations Profiled -					11	# Duopolies -					2	Total Local Commercial Share			50.4	53.5	54.2	58.2	59.3	59.4	60.7	60.8		

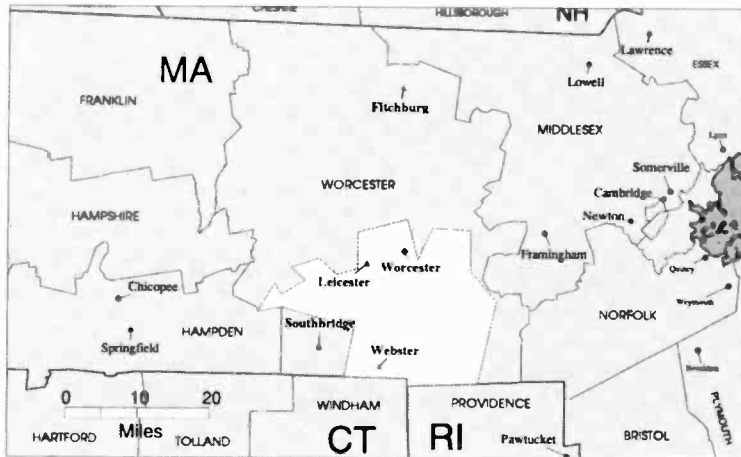
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 112

Revenue Rank: 138

Worcester, MA Market Overview



Metro Counties / Population (000)

Worcester, MA	448.1
	448.1

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$8,500	\$9,200	\$10,000	\$10,400	\$11,000	\$11,100	5.5%
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
10.8%	\$12,300	\$13,300	\$14,500	\$15,300	\$16,400	7.5%	
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$2.78/1,000	\$2.66/1,000	\$3.55/1,000	Local	85%		
Revenue/Capita	\$19.10	\$24.77	\$36.10	National	15%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	445.1	448.1	0.1%	448.1	454.3	0.3%
Households	163.5	166.5	0.4%	166.5	171.2	0.6%
Retail Sales	3,060.5	4,167.9	6.4%	4,167.9	4,615.6	2.1%
EBI	7,380.5	7,485.5	0.3%	7,485.5	8,224.3	1.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55	
Men (000)	218.8	38.6	17.4	20.5	36.3	37.1	27.4	41.5	
Women (000)	229.3	36.7	16.6	20.8	34.1	36.8	27.8	56.4	
Total	448.1	75.4	33.9	41.3	70.3	73.9	55.3	98.0	
Percentage	100.0%	16.8%	7.6%	9.2%	15.7%	16.5%	12.3%	21.9%	
Per Capita	\$ 16,705		Median Household		\$ 39,301		Avg Household		\$ 44,961
Ethnic Population:	White	94.5%	Black	2.8%	Asian	2.4%	Hispanic	5.9%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	3		4	5	7	12
Tot 12+	6.5	29.7		34.8	36.2	9.6	45.8
Avg 12+	3.3	9.9		8.7	7.2	1.4	3.8
Tot LCS	14.2	64.8		76.0	79.0	21.0	100.0
Avg LCS	7.1	21.6		19.0	15.8	3.0	8.3

Competitive Overview

Some stations also rated in Boston.

FM Stations													ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
																1999	1998	1998	1997	1997	1996	1996	1995
• WSRS	Worcester	B	96.1	16.5	863	a	AMFM Inc	40	9910 p		g	Lite Rock	5,300	1.42	30.4	13.9	15.8	14.0	13.8	11.1	11.0	15.7	11.1
WORC	Fitchburg	A	98.9	1.9	410	b	Deer River Group	94	9907	3,500		Clsc Rock	300	2.22	1.1	1.4	0.8	0.5	0.5	0.8	0.8	0.6	0.5
WWFX	Southbridge	A	100.1	2.9	486		Wilks Bcst Acq	68	9905	3,300		Clsc Hits	1,000	1.43	5.7	5.1	3.5	2.0	3.2	3.4	2.8	1.4	1.5
WXLO	Fitchburg	B	104.5	37.0	564		Deer River Group	60				Hot AC	3,000	1.32	18.5	8.5	8.5	9.0	7.9	8.0	9.6	8.9	9.7
WAAF	Worcester	B	107.3	20.0	784	c	Entercom	61	9811			AOR	n/a		18.2	7.3	7.2	9.0	7.7	8.9	6.0	5.9	8.0
# FM Stations -					5	# Combos -					2	FM TOTALS			73.9	36.2	35.8	34.5	33.1	32.2	30.2	32.5	30.8

AM Stations													ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
																1999	1998	1998	1997	1997	1996	1996	1995
• WTAG	Worcester	B	580	5.0	5.00	a	AMFM Inc	24	9910 p		g	Nws/Tlk/Spt	1,900	0.79	19.6	7.7	6.9	8.8	9.1	7.9	7.7	9.5	8.7
WVNE	Leicester	B	760	25.0	0.00		Blount Comm	91				Christian	75	0.41	1.5	0.7	1.0	0.7	0.7	0.3	0.8	1.6	0.5
WCRN	Worcester	B	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
• WGFP	Webster	B	940	1.0	0.00	b	Bengal Comm Co	80	9710		c1	News/Talk			0.7	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0
WNEB	Worcester	C	1230	1.0	1.00		Grace Bcstg	46	9711 p	225		ChrsContemp			1.3	0.0	0.0	0.5	0.7	0.5	0.0	0.0	0.0
• WORC	Worcester	B	1310	5.0	1.00		Bengal Comm Co	25	9805	790		Talk	450	3.33	1.1	0.3	0.3	0.7	0.3	1.2	0.9	1.1	0.5
WWTM	Worcester	B	1440	5.0	5.00		Entercom	26	9811		g	Sports	275	1.24	1.8	0.9	1.6	0.8	0.8	0.7	0.8	0.9	1.0
# AM Stations -					7	# Combos -					2	AM TOTALS			26.0	9.6	9.8	12.2	11.6	10.6	10.2	13.1	10.7
AM & FM Stations Profiled -					12	# Duopolies -					2	Total Local Commercial Share			45.8	45.6	46.7	44.7	42.8	40.4	45.6	41.5	

NOTE: \$3.0M of the revenues listed for WAAF-FM in the Boston market are derived from Worcester.

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 113

Revenue Rank: 149

Santa Rosa, CA Market Overview



Metro Counties / Population (000)

Sonoma, CA	441.7
	441.7

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$8,500	\$8,700	\$8,800	\$8,500	\$9,700	\$10,300
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	11.7%	\$11,500	\$12,300	\$13,200	\$14,000	\$15,000	7.0%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$2.49/1,000	\$2.27/1,000	\$2.78/1,000	Local	70%		
Revenue/Capita	\$20.40	\$23.32	\$31.73	National	30%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	416.6	441.7	1.2%	441.7	472.8
Households	159.1	167.9	1.1%	167.9	180.0	1.4%
Retail Sales	3,410.5	4,539.2	5.9%	4,539.2	5,394.9	3.5%
EBI	7,175.3	7,713.6	1.5%	7,713.6	9,046.2	3.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	217.1	39.0	16.5	17.3	32.7	43.7	28.8	39.3
Women (000)	224.6	36.9	15.4	15.9	32.5	44.1	28.7	51.2
Total	441.7	75.9	31.8	33.1	65.1	87.8	57.5	90.5
Percentage	100.0%	17.2%	7.2%	7.5%	14.7%	19.9%	13.0%	20.5%
Per Capita	\$ 17,463	Median Household		\$ 38,503	Avg Household		\$ 45,942	
Ethnic Population:	White 93.4%	Black 1.5%	Asian 3.8%	Hispanic 14.1%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	3		8	10	3	13
Tot 12+	24.7	13.8		35.0	38.5	7.2	45.7
Avg 12+	3.5	4.6		4.4	3.9	2.4	3.5
Tot LCS	54.0	30.2		76.6	84.2	15.8	100.0
Avg LCS	7.7	10.1		9.6	8.4	5.3	7.7

Competitive Overview

Some stations also rated in San Francisco.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
KFGY	Healdsburg	B	92.9	2.3	1949	a	Amaturo Group Ltd	79	9607	5,700	c1	Country	1,200	0.95	11.0	4.2	3.1	4.1	4.3	3.8	3.3	3.2	2.0
KJZY	Sebastopol	A	93.7	6.0 cp	217	b	Redwood Empire	95	9608	725		Smooth Jazz	1,200	1.26	8.3	3.2	4.3	2.7	3.7	3.7	2.9	2.6	0.7
KSXY	Healdsburg	A	95.9	0.3	394		Independent Bcstg	96	9903	2,200		AC	200	0.51	3.4	3.0	0.7	1.2	1.4	1.4	1.0	0.0	0.0
KMGG	Monte Rio	B1	97.7	2.1	1122	a	Amaturo Group Ltd	77	9607	3,100		Oldies	700	0.90	6.8	3.8	4.2	3.1	2.1	3.7	4.8	3.3	4.2
KRSH	Middletown	A	98.7	0.2 cp	1877		Independent Bcstg	93	9505	345		AAA	500	0.85	5.1	1.8	1.7	1.9	2.0	2.3	2.1	3.2	3.1
KZST	Santa Rosa	A	100.1	6.0 cp	246	b	Redwood Empire	71				AC	2,800	1.42	17.2	9.2	7.8	6.5	6.7	6.8	7.2	7.9	10.1
KGRP	Calistoga	A	100.9	0.1	2946		Moonbeam Inc	96				Clsc Hits	450	0.89	4.4	0.5	1.0	1.4	2.0	2.6	0.9	0.5	0.0
KXFX	Santa Rosa	B1	101.7	2.2	1089	a	Amaturo Group Ltd	74	9607		c1	AOR	1,500	0.85	15.3	5.8	4.3	6.9	4.8	4.2	7.9	6.3	5.3
KMHX	Windsor	A	104.1	0.3	1106		Results Radio	97	9811	1,332		Modern AC	250	0.25	8.7	2.8	3.6	3.1	3.6	0.0	0.0	0.0	0.0
KRPQ	Rohnert Park	A	104.9	2.3	548	c	Results Radio	86	9409	2,080		Country	1,100	1.02	9.4	4.2	4.8	3.1	4.1	4.4	5.0	9.5	6.4
# FM Stations -					10	# Combos -					5	FM TOTALS			89.6	38.5	35.5	34.0	34.7	32.9	35.1	36.5	31.8

AM Stations

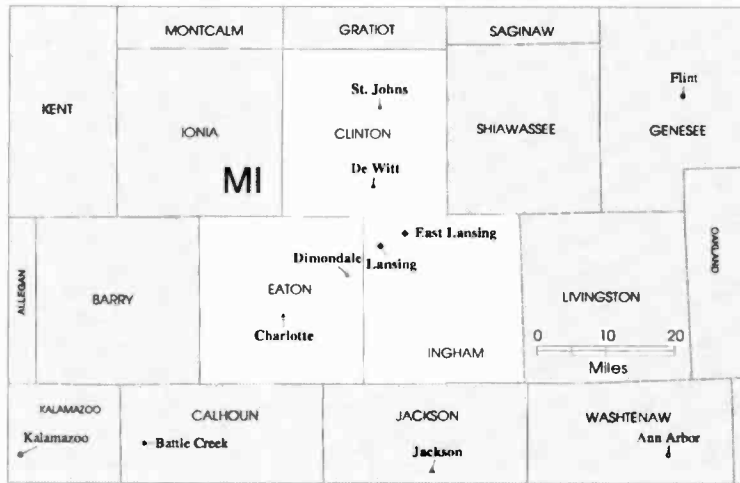
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
KSRO	Santa Rosa	B	1350	5.0	5.00	a	Amaturo Group Ltd	37	9607		c1	Nws/Tlk/Spt	1,200	1.71	6.1	3.7	4.0	2.2	2.5	2.4	3.6	3.0	3.7
KRRS	Santa Rosa	B	1460	1.0	0.03		Moon Bcstg Corp	62	9308	400		Spanish	250	0.95	2.3	2.0	1.4	0.7	1.1	1.6	1.4	1.9	1.6
KTOB	Petaluma	C	1490	1.0	1.00		Kim Bcstg Corp	50	9703	450		Spanish	100	0.67	1.3	1.5	2.1	1.0	0.0	0.3	0.0	0.0	0.0
# AM Stations -					3	# Combos -					1	AM TOTALS			9.7	7.2	7.5	3.9	3.6	4.3	5.0	4.9	5.3
AM & FM Stations Profiled -					13	# Duopolies -					4	Total Local Commercial Share			45.7	43.0	37.9	38.3	37.2	40.1	41.4	37.1	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 114

Revenue Rank: 91

Lansing-East Lansing, MI Market Overview



Metro Counties / Population (000)

Clinton, MI	63.6
Eaton, MI	100.5
Ingham, MI	284.9
Total	449.0

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$12,700	\$13,400	\$14,700	\$15,000	\$15,500	\$15,700
Δ 97 - 98	17.2%						
★★★		\$18,400	\$20,100	\$22,100	\$23,600	\$25,500	8.5%
Revenue/Retail Sales	\$3.53/1,000	\$3.16/1,000	\$4.06/1,000				Est. Breakout
Revenue/Capita	\$28.84	\$34.97	\$56.43				Local 79%
							National 21%

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	440.3	449.0	0.4%	449.0	451.9	0.1%
Households	160.1	164.8	0.6%	164.8	168.8	0.5%
Retail Sales	3,600.7	4,961.6	6.6%	4,961.6	6,279.5	4.8%
EBI	6,703.5	7,000.7	0.9%	7,000.7	7,995.7	2.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	218.2	39.8	18.8	30.3	33.7	37.0	27.6	31.0
Women (000)	230.8	38.6	18.1	31.6	34.1	39.1	28.4	40.7
Total	449.0	78.4	37.0	61.9	67.8	76.1	56.0	71.7
Percentage	100.0%	17.5%	8.2%	13.8%	15.1%	17.0%	12.5%	16.0%
Per Capita	\$ 15,592			Median Household	\$ 36,150		Avg Household	\$ 42,480
Ethnic Population:	White 88.7%		Black 7.9%		Asian 2.7%		Hispanic 4.8%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	6		9	10	7	17
Tot 12+	15.5	48.0		63.1	63.5	11.7	75.2
Avg 12+	3.9	8.0		7.0	6.4	1.7	4.4
Tot LCS	20.6	63.8		83.9	84.4	15.6	100.0
Avg LCS	5.2	10.6		9.3	8.4	2.2	5.9

Competitive Overview

Some stations also rated in Battle Creek.

														ARB 12+ Metro Shares (see rights)										
														Avg '98										
														Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
														Comm	1999	1999	1999	1998	1998	1998	1998	1997		
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)†/	Power Ratio	Local Comm	Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
WWDX	St. Johns	A	92.1	6.0	400	b	62nd Street Bcstg	72	9703	15,000	d1	Modern Rock	350	0.41	4.6	5.0	4.2	4.2	5.6	4.3	2.7	3.5	3.3	
WVIC	Charlotte	A	92.7	1.5	456		BB Bcstg Inc	65	9603	300		Classical			0.2	0.5	0.4	0.6	0.0	0.0	0.3	0.4	0.0	
WXIK	Jackson	B	94.1	40.0	551	b	62nd Street Bcstg	55	9703		d1	Country	800	1.06	4.1	2.5	2.2	3.1	2.9	3.1	1.9	3.7	3.9	
WMMQ	East Lansing	B	94.9	50.0	492	d	Liggett Bcst Group	63	9609	2,200	c3	Clsc Rock	2,150	1.04	11.2	7.0	7.8	8.8	9.4	7.8	9.8	8.1	8.2	
WQHH	De Witt	A	96.5	3.0	328	a	Mid-Michigan FM		91			Urban	500	0.51	5.3	3.4	2.7	4.1	4.2	4.7	3.4	4.6	3.2	
WJIM	Lansing	B	97.5	45.0 cp	512	d	Liggett Bcst Group	60	9305	3,500	c2	Oldies	2,200	1.11	10.8	8.6	7.8	7.4	8.9	7.5	9.1	7.2	8.9	
WFMK	East Lansing	B	99.1	28.0	600	d	Liggett Bcst Group	59				AC	4,700	1.68	15.2	10.1	8.9	9.8	11.1	10.9	11.5	12.0	11.9	
WITL	Lansing	B	100.7	26.5	643	d	Liggett Bcst Group	64	9606	16,200		Country	3,800	1.30	15.9	11.8	14.4	9.4	11.3	10.8	11.5	12.5	13.7	
WHZZ	Lansing	A	101.7	4.1 cp	397	c	MacDonald Bcstg	67	8903	2,150	c1	CHR	1,250	0.60	11.4	8.8	8.2	6.8	6.2	7.6	9.6	9.2	8.2	
WJXQ	Jackson	B	106.1	50.0	489	b	62nd Street Bcstg	76	9703		d1	AOR	1,050	0.72	7.9	7.4	6.9	6.8	6.5	5.7	6.3	7.0	4.9	
# FM Stations -					10	# Combos -					9	FM TOTALS				86.6	65.1	63.5	61.0	66.1	62.4	66.1	68.2	66.2

														ARB 12+ Metro Shares (see rights)										
														Avg '98										
														Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
														Comm	1999	1999	1999	1998	1998	1998	1998	1997		
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)†/	Power Ratio	Local Comm	Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
WVFN	East Lansing	B	730	0.5	0.05	d	Liggett Bcst Group	65	9609		c3	Sprts/Talk	150		0.8	0.7	1.1	1.1	1.1	0.3	0.5	0.5	1.2	
WJR	Detroit	A	760	50.0	50.00		ABC Radio Inc	22	9602			FullService	n/a		2.9	1.8	2.0	3.0	2.4	2.4	1.9	1.8	2.6	
• WXLA	Dimondale	B	1180	1.0	0.00	a	Mid-Michigan FM	62	9602	225		Urban/Oldes	125		0.9	0.0	0.0	1.3	0.0	0.7	0.7	0.7	0.5	
WJIM	Lansing	C	1240	0.9	0.89	d	Liggett Bcst Group	34	9305		c2	News/Talk	1,050	1.30	4.4	3.4	4.0	4.1	3.1	3.5	3.8	2.6	3.5	
WILS	Lansing	B	1320	5.0	1.00	c	MacDonald Bcstg	47	8903		c1	Nostalgia	275	0.34	4.4	5.2	4.2	3.1	2.5	4.2	3.9	1.8	3.3	
WLCM	Charlotte	B	1390	5.0	0.07		Midwest Bcstg Corp	56	9301	120		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WWSJ	St. Johns	B	1580	1.0	0.00		Harp, Larry	59	9611 p	128		Gospel			0.2	0.0	0.4	0.0	0.0	0.0	0.0	0.5	0.0	
# AM Stations -					7	# Combos -					4	AM TOTALS				13.6	11.1	11.7	12.6	9.1	11.1	10.8	7.9	11.1
AM & FM Stations Profiled -					17	# Duopolies -					4	Total Local Commercial Share				76.2	75.2	73.6	75.2	73.5	76.9	76.1	77.3	

• Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.

Metro Rank: 115

Revenue Rank: 102

Huntsville, AL Market Overview



Metro Counties / Population (000)

Limestone, AL	59.9
Madison, AL	272.1
Morgan, AL	109.0
	441.0

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$11,300	\$11,800	\$12,700	\$13,300	\$14,500	\$15,700
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	9.6%	\$17,200	\$18,400	\$19,900	\$21,100	\$22,500	7.0%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.62/1,000	\$3.78/1,000	\$4.45/1,000	Local	75%		
Revenue/Capita	\$27.07	\$35.60	\$49.65	National	25%		

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

MSA	1992	1997	Growth Rate	1997	2002	Growth Rate
	Population	417.5	441.0	1.1%	441.0	453.2
Households	159.1	170.8	1.4%	170.8	180.1	1.1%
Retail Sales	3,119.0	4,150.3	5.9%	4,150.3	5,055.8	4.0%
EBI	6,592.8	7,477.2	2.5%	7,477.2	9,291.3	4.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	217.7	38.7	18.6	20.2	37.5	36.0	30.8	35.9
Women (000)	223.3	36.5	17.8	20.0	35.9	36.3	32.2	44.6
Total	441.0	75.1	36.4	40.2	73.4	72.2	63.1	80.5
Percentage	100.0%	17.0%	8.3%	9.1%	16.7%	16.4%	14.3%	18.3%
Per Capita	\$ 16,955	Median Household		\$ 37,093	Avg Household		\$ 43,777	
Ethnic Population:	White 80.2%	Black 17.7%	Asian 1.6%	Hispanic 1.5%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		8	8	12	14	26
Tot 12+	8.8		59.7	64.5	68.5	10.4	78.9
Avg 12+	2.2		7.5	8.1	5.7	0.7	3.0
Tot LCS	11.2		75.7	81.7	86.8	13.2	100.0
Avg LCS	2.8		9.5	10.2	7.2	0.9	3.8

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
															Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
WEUP	Minor Hill	A	92.1	2.6 cp	479 d	Batts, H & Caples,	83	9402	310		Urban AC	525	0.69	4.4	4.1	3.0	4.5	3.6	2.7	4.7	4.3	2.2
• WWXQ	Trinity	A	92.5	3.1	423 c	AMFM Inc	92	9910 p		g	Oldies	200	0.89	1.3	2.2	1.3	1.5	1.5	1.3	1.2	0.5	1.2
WPZM	Tullahoma	C1	93.3	100.0	981 a	Athens Bcstg Co	62	9311	2,500		Country	325	0.73	2.6	1.8	2.8	1.6	1.5	2.4	2.3	1.9	1.5
• WXQW	Meridianville	A	94.1	3.0	328 c	AMFM Inc	95	9910 p		g	Oldies	200	0.22	5.2	3.2	3.4	4.5	4.0	5.5	5.2	3.6	2.2
WNDA	Huntsville	C2	95.1	50.0	112	Wells Bcstg Co Inc	60	7105			ChrsContemp	300	1.16	1.5	0.7	0.9	0.7	1.5	1.6	1.3	1.0	0.7
WRSA	Decatur	C	96.9	100.0	1012	NCA Inc	65				Easy	700	0.52	7.9	5.2	8.0	5.8	6.5	7.1	5.8	5.5	6.6
WAHR	Huntsville	C	99.1	100.0	981	STG Acquisition	59	9906	11,200 na		AC	2,100	1.11	11.0	7.6	7.6	8.0	7.2	10.4	8.2	7.8	8.3
• WRJL	Eva	A	99.9	6.0	328	French, Jo &	96				Gospel			1.4	0.7	1.1	0.9	0.8	1.6	1.0	0.9	1.0
• WDRM	Decatur	C1	102.1	100.0	981 c	AMFM Inc	51	9910 p		g	Country	5,250	1.19	25.7	14.1	19.4	16.9	17.1	17.5	20.5	21.4	21.3
WZYP	Athens	C	104.3	100.0	1116 a	Athens Bcstg Co	58				Top 40	2,200	0.89	14.4	14.6	12.5	13.1	10.8	10.6	14.0	11.1	9.6
• WTAK	Hartselle	C3	106.1	5.4	725 c	AMFM Inc	92	9910 p		g	Clsc Rock	1,700	1.01	9.8	9.5	7.8	11.6	9.1	8.2	7.0	8.6	7.1
WQLT	Florence	C1	107.3	93.0 cp	1017 b	Big River Bcstg	67	7302			AC	1,500	7.93	1.1	0.5	0.7	1.1	1.3	0.9	0.8	0.7	1.2
# FM Stations -				12	# Combos -				7	FM TOTALS				86.3	64.2	68.5	70.2	64.9	69.8	72.0	67.3	62.9

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
WUMP	Madison	B	730	1.0	0.13 a	Athens Bcstg Co	83	9508	215		Sports			0.7	0.4	0.9	1.3	0.8	0.5	0.7	0.3	0.7	
WVNN	Athens	B	770	10.0	0.25 a	Athens Bcstg Co	48	7505			News/Talk	450	0.59	4.4	4.5	3.9	3.3	3.6	3.5	3.2	3.1	4.1	
• WHOS	Decatur	B	800	1.0	0.22 c	AMFM Inc	48	9910 p		g	News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WYAM	Hartselle	B	890	2.5	0.00 e	Priority Comm	56	9910	75		AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WDJL	Huntsville	B	1000	5.0 cp	0.00	Sharp, James K	68	9701	110		Oldies	200	0.89	1.3	1.1	1.1	1.5	2.5	1.3	0.8	1.0	1.0	
WKAC	Athens	B	1080	5.0	0.00	Limestone Bcstg	64				Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WBXR	Hazel Green	B	1140	15.6	0.00	Wilkins Comm	70	9710	150		Chrst/Talk	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WBHP	Huntsville	C	1230	1.0	1.00 c	AMFM Inc	37	9910 p		g	News	100		0.4	0.4	0.4	0.5	0.4	0.4	0.3	0.5	0.0	
WJRA	Priceville	B	1310	1.0	0.00	Abercrombia Bcstg	86				Black Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WAVD	Decatur	C	1400	1.0	0.00	R & B	35	8609			Talk	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WTKI	Huntsville	C	1450	1.0	1.00	McDaniel Media Inc	46	9503	250		Nws/Tlk/Spt	200		0.4	0.0	0.4	0.4	0.6	0.0	0.5	0.3	0.3	
WAJF	Decatur	C	1490	1.0	1.00 e	Newman Estate	53	9412	5		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WLOR	Huntsville	B	1550	50.0	0.50	M.B. Associates	48	9304	13		Gospel	500	0.81	3.6	0.7	1.3	2.0	2.1	3.1	1.2	3.1	3.9	
WEUP	Huntsville	B	1600	5.0	0.50 d	Batts, H & Caples,	58	8709	855		Urban AC	450	0.87	3.0	2.3	2.4	2.4	3.4	2.2	1.3	2.9	2.9	
# AM Stations -				14	# Combos -				7	AM TOTALS				13.8	9.4	10.4	11.4	13.4	11.0	8.0	11.2	12.9	
AM & FM Stations Profiled -				26	# Duopolies -				5	Total Local Commercial Share				73.6	78.9	81.6	78.3	80.8	80.0	78.5	75.8		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 116

Revenue Rank: 121

Flint, MI Market Overview



Metro Counties / Population (000)

Genesee, MI	437.7
	437.7

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

ESTIMATED GROSS REVENUES ★★★	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	Δ 92 - 97
	\$10,000	\$10,500	\$11,200	\$11,400	\$11,600	\$11,900	3.5%
	Δ 97 - 98	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	Δ 98 - 02
	23.5%	\$14,700	\$16,200	\$17,900	\$19,400	\$21,100	9.5%

	<u>1992</u>	<u>1997</u>	<u>2002</u>	Est. Breakout
Revenue/Retail Sales	\$2.90/1,000	\$2.30/1,000	\$3.18/1,000	Local 73%
Revenue/Capita	\$23.30	\$27.19	\$47.68	National 27%

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

	<u>1992</u>	<u>1997</u>	<u>Growth Rate</u>	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>
MSA Population	429.1	437.7	0.4%	437.7	442.5	0.2%
Households	161.5	166.5	0.6%	166.5	171.9	0.6%
Retail Sales	3,451.8	5,169.5	8.4%	5,169.5	6,625.8	5.1%
EBI	6,450.1	6,385.8	-0.2%	6,385.8	7,157.9	2.3%

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)	210.0	41.2	21.1	18.4	30.6	34.1	29.5	35.1
Women (000)	227.7	40.3	20.1	19.0	33.2	39.1	30.8	45.2
Total	437.7	81.5	41.2	37.4	63.8	73.3	60.3	80.3
Percentage	100.0%	18.6%	9.4%	8.5%	14.6%	16.7%	13.8%	18.3%
Per Capita	\$ 14,589		Median Household	\$ 33,534		Avg Household	\$ 38,353	
Ethnic Population:	White	76.9%	Black	21.4%	Asian	0.9%	Hispanic	2.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	3		6	8	7	15
Tot 12+	21.6	27.2		46.1	48.8	8.8	57.6
Avg 12+	4.3	9.1		7.7	6.1	1.3	3.8
Tot LCS	37.5	47.2		80.0	84.7	15.3	100.0
Avg LCS	7.5	15.7		13.3	10.6	2.2	6.7

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WDZZ	Flint	A	92.7	3.0	256	c	Connoisseur Comm	79	9312	5,500	al	Urban	3,100	1.05	20.1	12.3	12.2	10.8	11.1	11.5	11.6	10.2	10.7	
WFBE	Flint	B	95.1	50.0 cp	492		Liggett Bcst Group	53	9711	6,800		Country	750	0.46	11.2	7.7	7.1	8.3	4.1	0.0	0.0	0.0	0.0	
WOWE	Vassar	A	98.9	3.0	328		Shumpert, Michael	90				R&B Oldies	500	0.55	6.2	3.3	3.2	3.9	2.9	2.5	4.3	4.0	3.8	
WWBN	Tuscola	A	101.7	6.0	328	a	Regent Comm	87	9806		g2	AOR/CIRck	500	0.57	6.0	3.3	3.9	4.1	2.5	3.7	3.5	5.3	4.8	
WRXF	Lapeer	A	103.1	3.0	299	d	Covenant Comm	68				Rock	400	1.60	1.7	0.9	1.1	1.2	0.7	0.4	0.5	0.4	0.6	
WRSR	Owosso	A	103.9	2.9 cp	482	b	Connoisseur Comm	65	9709		g1	AC	450	0.83	3.7	1.8	2.1	1.8	2.2	1.4	2.1	2.7	0.0	
WWCK	Flint	B1	105.5	25.0	328	b	Connoisseur Comm	64	9709		g1	Top 40	3,100	1.07	19.8	11.0	11.0	11.2	10.4	9.5	8.0	8.1	9.9	
WCRZ	Flint	B	107.9	50.0	331	a	Regent Comm	61	9806		g2	AC	4,250	1.74	16.6	8.5	8.8	8.3	9.7	12.3	11.1	12.8	10.7	
# FM Stations -					8	# Combos -					6	FM TOTALS				85.3	48.8	49.4	49.6	43.6	41.3	41.1	43.5	40.5

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WSNL	Flint	B	600	1.0	0.50		Midwest Bcstg Corp	46	9301	400		ChrsContemp	100		5.1	0.6	0.0	0.0	0.0	0.4	0.7	0.7	0.0	
WFDF	Flint	B	910	5.0	1.00	c	Connoisseur Comm	22	9312		al	News/Talk	400	0.53	5.1	2.9	1.9	2.3	3.2	2.1	3.3	1.8	6.5	
WWON	Fenton	B	1160	1.0	1.00		Birach Bcstg Corp	85	9910	708		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	
WTRX	Flint	B	1330	5.0	1.00		Schuehrer, David	47	8903	225	1	Sprts/Talk	250	1.00	1.7	0.7	0.4	0.7	1.1	0.9	0.7	0.7	0.8	
WFLT	Flint	B	1420	0.5	0.14		Christian Evangelicl	55	9107	225		Gospel	350	0.50	4.8	3.3	2.1	2.5	2.7	2.6	2.1	2.7	1.9	
WFNT	Flint	B	1470	5.0	1.00	a	Regent Comm	53	9806		g2	Nws/Tlk/Spt	275	0.57	3.3	1.3	1.3	2.0	1.6	1.8	1.9	2.4	1.3	
WWCK	Flint	B	1570	1.0 cp	0.00	b	Connoisseur Comm	46	9709		g1	Top 40	275			0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	
# AM Stations -					7	# Combos -					3	AM TOTALS				14.9	8.8	5.7	7.5	8.6	7.8	8.9	8.8	10.5
AM & FM Stations Profiled -					15	# Duopolies -					3	Total Local Commercial Share				57.6	55.1	57.1	52.2	49.1	50.0	52.3	51.0	

1/ See introduction section for Interpretation of revenue estimates.

Metro Rank: 117

Revenue Rank: 126

Portsmouth-Dover-Rochester, NH Market Overview



Metro Counties / Population (000)

Rockingham, NH	270.0
Strafford, NH	107.8
York, ME	53.4
Total	431.2

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$8,500	\$9,100	\$10,500	\$11,100	\$11,500	\$12,100
<hr/>							
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
14.9%	\$13,900	\$15,000	\$16,400	\$17,300	\$18,700	7.7%	
<hr/>							
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$2.03/1,000	\$2.31/1,000	\$2.95/1,000	Local	80%		
Revenue/Capita	\$20.27	\$28.06	\$40.52	National	20%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	419.4	431.2	0.6%	431.2	461.5
Households	151.8	158.3	0.8%	158.3	171.7	1.6%
Retail Sales	4,177.8	5,236.0	4.6%	5,236.0	6,331.7	3.9%
EBI	7,346.4	8,209.6	2.2%	8,209.6	9,797.7	3.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	212.9	39.2	16.9	19.2	35.9	39.7	28.7	33.3
Women (000)	218.4	37.9	16.0	20.2	35.8	39.7	27.5	41.2
Total	431.2	77.1	32.9	39.4	71.6	79.4	56.2	74.6
Percentage	100.0%	17.9%	7.6%	9.1%	16.6%	18.4%	13.0%	17.3%
Per Capita	\$ 19,038		Median Household	\$ 45,301		Avg Household	\$ 51,875	
Ethnic Population:	White	97.1%	Black	0.8%	Asian	1.3%	Hispanic	1.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	2		4	10	7	17
Tot 12+	14.8	19.2		28.9	34.0	2.1	36.1
Avg 12+	1.9	9.6		7.2	3.4	0.3	2.1
Tot LCS	41.0	53.2		80.1	94.2	5.8	100.0
Avg LCS	5.1	26.6		20.0	9.4	0.8	5.9

Competitive Overview

Some stations also rated in Manchester, NH.

														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
															1999	1998	1998	1997	1997	1996	1996	1995		
• WPHX	Sanford	A	92.1	1.8	cp	512 a	Phoenix Media	75	9906	1,025	c1	Clsc Rock		225	0.5	0.0	0.0	0.4	0.0	0.0	0.7	0.9	0.8	
• WUBB	York Center	A	95.3	1.4		682 c	AMFM Inc	87	9910 p		g	Country		450	1.47	2.2	0.5	0.7	0.5	1.2	1.3	1.6	2.2	2.2
• WQSO	Rochester	A	96.7	3.0		328 c	AMFM Inc	79	9910 p		g	Oldies		575	0.71	5.8	1.6	2.4	2.5	2.1	1.4	1.6	1.0	1.3
WOKQ	Dover	B	97.5	50.0		492 b	Citadel Comm Corp	70	9909		g2 1	Country		3,500	1.17	21.6	10.3	11.5	8.2	8.9	11.8	10.9	11.9	12.4
WBYY	Somersworth	A	98.7	6.0		328 d	Garrison City Bcstg	95				Soft AC		600	0.88	4.9	2.5	1.5	1.8	2.1	2.5	1.3	1.0	0.0
• WHEB	Portsmouth	B	100.3	50.0		459 c	AMFM Inc	64	9910 p		g	CHR		4,600	1.56	21.2	8.9	7.7	8.2	8.6	10.0	8.4	8.1	10.7
WXBP	Hampton	A	102.1	3.0		328 b	Citadel Comm Corp	92	9909		g2 1	Clsc Rock		300	1.66	1.3	0.5	0.5	0.5	0.7	1.1	0.3	0.0	
WXBB	Kittery	A	105.3	2.2		371 b	Citadel Comm Corp	92	9909		g2 1	Clsc Rock		300	0.29	7.4	3.2	4.5	2.9	3.0	3.6	3.1	2.8	1.7
WZEN	Farmington	A	106.5	1.5		476	Jackson Group	99				Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WERZ	Exeter	A	107.1	5.2		351 c	AMFM Inc	72	9910 p		g	Alternative		2,100	0.78	19.3	6.5	7.7	9.3	6.1	4.3	3.6	4.7	4.7
# FM Stations -				10				# Combos -				9				FM TOTALS								
															84.2	34.0	36.5	34.3	32.5	35.6	32.3	32.9	33.8	

														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
															1999	1998	1998	1997	1997	1996	1996	1995		
• WGIN	Rochester	B	930	5.0		5.00 c	AMFM Inc	47	9910 p		g	Nws/Tik/Spt		150	0.37	2.9	0.4	0.0	1.4	0.9	2.0	0.9	1.4	1.7
WPHX	Sanford	B	1220	1.0		0.23 a	Phoenix Media	57	9906		c1	Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTSN	Dover	B	1270	5.0		5.00 d	Garrison City Bcstg	56	8303	1,100		Talk/Sprts		900	0.79	8.2	1.2	1.9	2.7	3.8	4.1	4.0	5.0	3.2
WDER	Derry	B	1320	10.0		1.00	Spacetown Comm	83				ChrsContemp		n/a		0.5	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
WWNH	Madbury	C	1340	0.3		0.25	Harvest Bcstg Svcs	89			2	Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	
• WMYF	Portsmouth	B	1380	1.0		1.00 c	AMFM Inc	60	9910 p		g	Nostalgia		50			0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WGIP	Exeter	B	1540	5.0		0.00 c	AMFM Inc	66	9910 p		g	Nws/Tik/Spt		150	0.25	4.3	0.0	0.0	2.0	1.4	1.3	2.2	2.4	3.9
# AM Stations -				7				# Combos -				5				AM TOTALS								
															15.9	2.1	1.9	6.5	6.1	7.4	7.1	9.5	8.8	
AM & FM Stations Profiled -				17				# Duopolles -				5				Total Local Commercial Share								
															36.1	38.4	40.8	38.6	43.0	39.4	42.4	42.6		

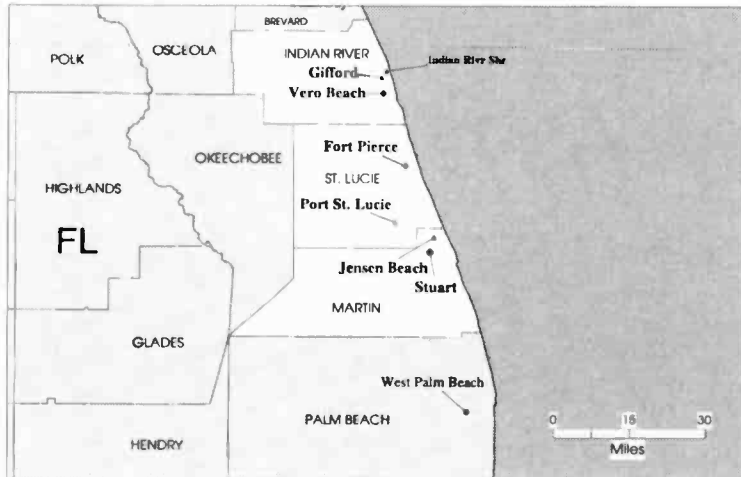
• Indicates a change since last edition

1/ See introduction section for Interpretation of revenue estimates.

Metro Rank: 118

Revenue Rank: 161

Ft. Pierce-Stuart-Vero Beach, FL Market Overview



Metro Counties / Population (000)

Indian River, FL	106.4
Martin, FL	117.8
St. Lucie, FL	181.9
	406.1

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$8,600	\$8,800	\$8,800	\$9,000	\$9,200	\$10,000
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	3.0%	\$10,300	\$11,100	\$12,100	\$12,900	\$13,800	7.5%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$2.87/1,000	\$2.44/1,000	\$2.76/1,000	Local	90%		
Revenue/Capita	\$23.23	\$24.62	\$32.07	National	10%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	370.2	406.1	1.9%	406.1	430.3	1.2%
Households	150.8	164.2	1.7%	164.2	174.3	1.2%
Retail Sales	2,999.5	4,091.9	6.4%	4,091.9	4,999.2	4.1%
EBI	6,003.3	7,194.9	3.7%	7,194.9	8,677.9	3.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	199.1	29.4	13.2	12.5	26.7	28.0	23.0	66.4
Women (000)	207.0	29.0	12.5	11.5	25.2	28.0	24.9	75.9
Total	406.1	58.4	25.7	24.0	51.9	56.0	47.9	142.3
Percentage	100.0%	14.4%	6.3%	5.9%	12.8%	13.8%	11.8%	35.0%
Per Capita	\$ 17,717	Median Household		\$ 31,838	Avg Household		\$ 43,818	
Ethnic Population:	White 85.2%	Black 13.5%	Asian 1.0%	Hispanic 5.5%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		10	8	12	6	18
Tot 12+	2.8		48.1	40.9	50.9	4.5	55.4
Avg 12+	1.4		4.8	5.1	4.2	0.8	3.1
Tot LCS	5.1		86.8	73.8	91.9	8.1	100.0
Avg LCS	2.5		8.7	9.2	7.7	1.4	5.6

Competitive Overview

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

FM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
																1999	1998	1998	1997	1997	1996	1996	1995	
• WZZR	Stuart	C2	92.7	50.0 cp	482	b	AMFM Inc	64	9910 p		g	Talk	2,400	2.62	8.9	5.2	4.6	4.8	5.5	6.7	4.2	8.5	6.1	
WGYL	Vero Beach	C2	93.7	50.0	479	a	Sandab Comm LP	70	9111		g1	AC	850	0.89	9.3	3.2	3.8	5.8	5.0	7.7	6.9	7.7	9.3	
• WAVW	Gifford	C3	94.7	22.5 cp	351	b	AMFM Inc	94	9910 p		g	Country	1,125	2.54	4.3	2.3	2.2	2.4	2.6	2.6	4.5	5.5	8.0	
WLDI	Fort Pierce	C1	95.5	100.0	981	a	Clear Channel	69	9808			CHR	n/a		8.2	6.9	6.5	4.8	4.7	3.1	2.7	6.3	4.6	
WOSN	Indian River	C3	97.1	23.0	348		Centennial Bcstg	96	9710	2,950	1	Adlt Stndrd	700	0.45	15.0	10.3	12.7	9.2	8.2	8.4	8.7	0.0	0.0	
WKGR	Fort Pierce	C1	98.7	100.0	974		Clear Channel	61	9712			Clsc Rock	n/a		6.9	4.3	5.5	4.8	3.2	4.2	7.1	6.9	5.9	
WPAW	Vero Beach	C2	99.7	26.0 cp	440		Rubenstein &	95	9807		st 1	Country	375	0.62	5.9	3.1	4.1	2.7	4.2	2.7	2.5	1.6	2.2	
• WHLG	Port St Lucie	A	101.3	6.0	299		Horton Bcstg Co	99				AC				1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WBBE	Vero Beach	A	101.7	4.2	394	b	AMFM Inc	79	9910 p		g	Hot AC	800	1.81	4.3	1.4	2.7	2.6	2.4	2.7	5.1	1.9	1.3	
WMBX	Jensen Beach	C1	102.3	100.0 cp	974		Palm Beach Radio	80	9602			Modern AC	n/a		8.3	2.9	2.7	5.1	4.5	4.2	5.1	4.6	3.5	
• WQOL	Vero Beach	C2	103.7	50.0	476	b	AMFM Inc	86	9910 p		g	Oldies	1,450	1.98	7.1	3.2	5.1	4.3	3.9	6.4	4.5	5.1	4.3	
WFLM	White City	C3	104.7	17.5 cp	390		Midway Bcstg Co	93				Urban AC	1,300	1.29	9.8	6.7	5.7	4.1	7.4	4.7	5.4	6.0	4.1	
# FM Stations -					12	# Combos -					6	FM TOTALS				88.0	50.9	55.6	50.6	51.6	53.4	56.7	54.1	49.3

AM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
																1999	1998	1998	1997	1997	1996	1996	1995	
WJNX	Fort Pierce	B	1330	5.0	1.00	a	Clear Channel	52	9808		2	News/Talk	n/a		3.7	0.7	0.7	1.2	3.1	2.2	2.4	2.8	3.2	
• WAXE	Vero Beach	B	1370	1.0	0.07	b	AMFM Inc	54	9910 p		g	News/Talk	175	0.85	2.0	1.1	0.9	1.2	1.1	0.4	0.7	2.5	1.5	
• WIRA	Fort Pierce	C	1400	1.0	1.00		Clear Channel	46	9810 p		g	Information	150	1.32	1.1	0.0	0.9	0.7	0.6	0.0	0.5	0.0	0.9	
WSTU	Stuart	C	1450	1.0	1.00		Resort Radio	54	9709	600		Oldies	325	1.97	1.6	0.9	0.3	0.9	1.0	0.4	0.9	1.1	0.7	
WTTB	Vero Beach	C	1490	1.0	1.00	a	Sandab Comm LP	54	9111		g1	Talk	150		0.3	0.0	0.0	0.0	0.3	1.5	0.9	1.1	1.7	
WPSL	Port St. Lucie	B	1590	5.0	0.06		Port St Lucie Bcstrs	85	9304	200		Nws/Tlk/Spt	500	1.43	3.4	1.8	2.4	2.1	1.8	2.4	1.5	1.6	0.9	
# AM Stations -					6	# Combos -					3	AM TOTALS				12.1	4.5	5.2	6.1	7.9	6.9	6.9	9.1	8.9
AM & FM Stations Profiled -					18	# Duopolies -					4	Total Local Commercial Share				55.4	60.8	56.7	59.5	60.3	63.6	63.2	58.2	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 119

Revenue Rank: 84

Jackson, MS Market Overview



Metro Counties / Population (000)

Hinds, MS	249.1
Madison, MS	71.9
Rankin, MS	108.9
	429.9

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

ESTIMATED GROSS REVENUES ★★★	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	Δ 92 - 97
	\$12,600	\$13,000	\$13,900	\$15,800	\$16,700	\$18,300	7.7%
	Δ 97 - 98	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	Δ 98 - 02
	10.4%	\$20,200	\$22,000	\$24,200	\$25,900	\$28,000	8.5%
Revenue/Retail Sales	<u>1992</u>	<u>1997</u>	<u>2002</u>	Est. Breakout			
Revenue/Capita	\$4.10/1,000	\$4.28/1,000	\$5.13/1,000	Local	85%		
	\$30.98	\$42.57	\$62.35	National	15%		

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

	<u>1992</u>	<u>1997</u>	<u>Growth Rate</u>	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>
MSA Population	406.7	429.9	1.1%	429.9	449.1	0.9%
Households	144.1	153.1	1.2%	153.1	163.7	1.3%
Retail Sales	3,073.4	4,275.6	6.8%	4,275.6	5,457.6	5.0%
EBI	5,603.4	6,713.4	3.7%	6,713.4	8,929.0	5.9%

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)	204.3	41.2	20.3	19.5	32.2	33.9	24.5	32.7
Women (000)	225.6	39.9	19.5	21.9	34.8	37.1	27.5	45.0
Total	429.9	81.1	39.8	41.4	66.9	71.0	52.0	77.7
Percentage	100.0%	18.9%	9.3%	9.6%	15.6%	16.5%	12.1%	18.1%
Per Capita	\$ 15,616	Median Household		\$ 34,067	Avg Household		\$ 43,850	
Ethnic Population:	White 56.0%	Black 43.3%	Asian 0.6%	Hispanic 0.6%				

Market Summary

<u>FM Classes</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Viable FMs</u>	<u>All FMs</u>	<u>All AMs</u>	<u>Total</u>
# Stations	4		15	11	19	13	32
Tot 12+	1.2		64.9	62.2	66.1	16.5	82.6
Avg 12+	0.3		4.3	5.7	3.5	1.3	2.6
Tot LCS	1.5		78.6	75.3	80.0	20.0	100.0
Avg LCS	0.4		5.2	6.8	4.2	1.5	3.1

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
WJNS	Yazoo City	C3	92.1	20.0	358	b	Willis Bcstg Corp	68	9309		g2	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WJXN	Utica	A	92.9	2.0	574		Flinn Bcstg Corp	90	9801	800		Religion			1.0	0.7	0.4	1.1	0.9	0.4	0.4	0.7	1.6	
WMGO	Yazoo City	A	93.1	4.1 cp	394	g	WMGO Bcstg Corp	98				Oldies			0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	
WHJT	Clinton	A	93.5	6.0	328		Miss College	74			1	ChrsContemp	200	0.76	1.3	0.5	0.4	0.7	0.5	1.3	1.6	1.0	0.5	
WVIV	Pearl	C3	93.9	25.0 cp	328	f	Proteus	94	9807	850		Nostalgia	300	0.42	3.5	3.1	3.1	2.5	3.7	2.6	3.1	2.9	2.9	
WTYX	Jackson	C	94.7	97.0	1116	f	Proteus	71	9507	1,900		Clsc Rock	1,500	1.81	4.1	2.0	2.0	4.0	2.5	3.2	2.9	3.6	3.6	
• WDBT	Jackson	C	95.5	100.0 cp	1060	d	AMFM Inc	73	9910 p		g	Lite AC	800	1.13	3.5	4.2	2.7	2.5	2.8	2.1	4.2	2.2	2.9	
• WUSJ	Jackson	C	96.3	100.0 cp	1060	a	New South Comm	66	9907	5,500		Country	1,800	2.23	4.0	0.9	2.7	1.1	1.6	3.4	3.3	2.9	3.6	
• WFMN	Flora	C3	97.3	20.5 cp	367		TeleSouth Comm	97	9709		99 st	News/Talk			1.0	1.8	1.6	1.3	1.8	1.5	0.4	0.7	0.7	
• WRJH	Brandon	A	97.7	3.4	289	c	Extreme Comm	74	9909 p	1,600		Gospel			0.8	1.3	0.4	0.7	0.5	0.4	0.5	1.2	0.5	
• WJKK	Vicksburg	C1	98.7	100.0	945	a	New South Comm	66	9512	1,620		Soft AC	875	1.01	4.3	3.3	3.8	4.2	4.8	2.6	3.8	3.8	3.9	
WJMI	Jackson	C	99.7	98.0	1060	e	Clear Channel	67	9803	20,000	d1	Urban	2,200	0.59	18.6	14.5	11.8	14.7	14.1	14.4	15.0	14.8	16.3	
• WYOY	Gluckstadt	C2	101.7	50.0	456	a	New South Comm	76	9411	750	c2	CHR	1,250	0.66	9.4	9.0	7.1	8.2	8.5	7.9	9.5	7.4	5.9	
• WMSI	Jackson	C	102.9	100.0	1801	d	AMFM Inc	48	9910 p		g	Country	4,350	1.96	11.0	9.4	9.5	9.3	9.3	7.1	10.6	9.1	9.1	
• WQJQ	Kosciusko	C1	105.1	100.0	981	d	AMFM Inc	65	9910 p		g	Top 40	175		0.8	4.5	4.6	5.6	4.6	0.6	0.7	0.5	0.7	
• WYJS	Pickens	C3	105.9	22.0	745		Clear Channel	80	9909	3,400		Oldies			1.3	1.1	1.1	0.9	1.1	1.1	1.1	1.4	0.5	
• WGNG	Tchula	C3	106.3	8.0 cp	456	h	Team Bcstg Co Inc	99				Urban AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WSTZ	Vicksburg	C	106.7	100.0	1060	d	AMFM Inc	68	9910 p		g	AOR	2,400	1.83	6.5	5.2	8.0	5.6	5.6	4.7	4.2	7.0	5.2	
WKKI	Magee	C1	107.5	98.0	951	e	Clear Channel	70	9803		d1	Urban	2,000	0.97	10.2	7.1	6.9	6.4	6.3	9.9	7.7	6.7	9.1	
# FM Stations -					19	# Combos -					14	FM TOTALS				81.4	68.6	66.1	68.8	68.6	63.2	69.4	65.9	67.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997	
• WJDX	Jackson	B	620	5.0	1.00	d	AMFM Inc	29	9910 p		g	Sports	275	1.05	1.3	0.9	1.1	1.3	1.4	1.3	1.1	0.7	1.3	
• WWDF	Richland	B	720	5.0	0.00		Willis Bcstg Corp	91	9802	225		Gospel			0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	
WIIN	Ridgeland	B	780	5.0	0.00	a	New South Comm	84	9411		c2	Oldies			1.1	0.0	0.5	0.4	1.1	0.9	1.1	0.9	0.7	
WSLI	Jackson	B	930	5.0 cp	3.60	e	Clear Channel	38	9808	325	1	Sports	100		0.5	0.0	0.4	0.4	0.0	0.4	0.0	0.5	0.7	
WRKN	Brandon	B	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	
• WTWZ	Clinton	B	1120	7.5 cp	0.00		Wood, Terry E.	82				Chrst/Cntry				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WONG	Canton	B	1150	0.5	0.02		Williams, Marion R.	89	9908	50	na	Gosp/RhyBl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WJNT	Pearl	B	1180	50.0	0.50		Buchanan Bcstg Co	80				News/Talk	750	0.83	4.5	3.3	3.5	2.7	3.7	6.2	2.9	2.6	3.0	
WOAD	Jackson	B	1300	5.0	1.00	e	Clear Channel	29	9803		d1	Gospel	500	0.53	4.7	3.3	2.2	3.8	3.5	4.7	3.8	3.9	3.0	
WMGO	Canton	B	1370	1.0	0.03	g	WMGO Bcstg Corp	54	9305	90		AC/News	300	0.65	2.3	2.5	1.3	2.7	2.1	2.4	1.6	2.1	1.4	
WKKI	Jackson	C	1400	1.0	1.00	e	Clear Channel	47	9803		d1	Urban/Oldies	100	0.33	1.5	0.7	0.4	0.0	0.4	1.1	1.5	1.5	0.7	
• WJXN	Jackson	C	1450	1.0	1.00	b	Willis Bcstg Corp	45	9309		g2	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WZRZ	Jackson	B	1590	5.0	1.00	d	AMFM Inc	65	9910 p		g 2	Gospel	325	0.67	2.4	3.6	7.1	2.5	1.9	2.3	2.0	2.2	1.4	
# AM Stations -					13	# Combos -					9	AM TOTALS				18.6	14.3	16.5	13.8	14.1	19.3	14.0	15.3	12.2
AM & FM Stations Profiled -					32	# Duopolies -					9	Total Local Commercial Share				82.9	82.6	82.6	82.7	82.5	83.4	81.2	79.2	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 120

Revenue Rank: 70

Madison, WI Market Overview



Metro Counties / Population (000)

Dane, WI	406.8
	406.8

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

ESTIMATED GROSS REVENUES	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$16,000	\$17,600	\$19,400	\$20,200	\$21,700	\$24,300	8.7%
***	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	9.9%	\$26,700	\$29,300	\$32,500	\$35,100	\$38,700	9.7%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$4.50/1,000	\$4.66/1,000	\$5.92/1,000	Local	90%		
Revenue/Capita	\$42.23	\$59.73	\$93.25	National	10%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	378.9	406.8	1.4%	406.8	415.0	0.4%
Households	147.5	159.1	1.5%	159.1	164.3	0.6%
Retail Sales	3,556.5	5,217.4	8.0%	5,217.4	6,532.3	4.6%
EBI	6,536.0	7,815.8	3.6%	7,815.8	9,811.4	4.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	201.6	34.0	14.3	27.8	36.5	37.1	24.0	27.9
Women (000)	205.2	32.2	13.8	27.7	34.6	37.0	24.2	35.7
Total	406.8	66.2	28.1	55.5	71.1	74.1	48.2	63.6
Percentage	100.0%	16.3%	6.9%	13.6%	17.5%	18.2%	11.8%	15.6%
Per Capita	\$ 19,213			Median Household	\$ 41,450		Avg Household	\$ 49,125
Ethnic Population:	White	92.8%	Black	3.7%	Asian	3.2%	Hispanic	2.2%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	8		10	14	8	22
Tot 12+	18.1	46.7		61.4	64.8	14.5	79.3
Avg 12+	3.0	5.8		6.1	4.6	1.8	3.6
Tot LCS	22.8	58.9		77.4	81.7	18.3	100.0
Avg LCS	3.8	7.4		7.7	5.8	2.3	4.5

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
• WMAD	Sun Prairie	A	92.1	3.9 cp	410	d	AMFM Inc	72	9910 p		g	Modern Rock	900	0.66	5.1	6.5	4.1	4.6	4.6	4.1	4.3	3.2	4.8
WEKZ	Monroe	B	93.7	36.0	581	c	Green County	59				AC			0.2	0.0	0.0	0.0	0.0	0.4	0.4	0.0	0.0
WJJO	Watertown	B	94.1	50.0	492	b	Mid-West Family	61	9306	1,600		Rock	2,600	0.93	10.5	6.5	8.0	6.5	6.0	8.6	8.9	9.3	6.7
WOLX	Baraboo	B	94.9	37.0	1299		Woodward Comm	45	9607	10,500		Oldies	2,550	1.12	8.5	6.9	7.5	5.9	6.2	7.6	8.0	5.9	5.8
• WMLI	Sauk City	B1	96.3	5.1	673	d	AMFM Inc	64	9910 p		g	Soft Hits	400	0.54	2.8	3.4	3.3	3.4	3.2	1.8	2.1	2.2	2.7
WMGN	Madison	B	98.1	38.0	581	b	Mid-West Family	48				AC	3,300	1.31	9.4	8.5	8.6	7.5	7.6	8.2	6.0	9.1	6.7
• WTLX	Columbus	A	100.5	6.0 cp	328		Good Karma Bcstg	90	9711		d1	Sprts/Talk			0.1	0.4	0.4	0.4	0.6	0.4	0.0	0.0	0.0
• WIBA	Madison	B	101.5	12.0	1013	d	AMFM Inc	47	9910 p		g	Clsc Rock	2,650	1.50	6.6	5.8	5.9	5.1	3.6	5.5	4.5	6.1	5.0
• WZEE	Madison	B	104.1	12.0	1004	d	AMFM Inc	48	9910 p		g	CHR	3,750	0.96	14.6	10.7	11.8	8.9	11.0	12.1	10.7	12.5	11.3
WYZM	Waunakee	A	105.1	6.0	243	a	Woodward Comm	92	9311	2,280	c1	Country	600	0.62	3.6	2.2	2.4	2.6	2.0	2.7	3.7	3.4	1.9
WMMM	Verona	A	105.5	2.0 cp	574	a	Woodward Comm	91	9311		c1	Progressive	1,200	0.85	5.3	3.8	3.5	4.6	4.6	4.1	4.9	3.4	4.4
WKPO	Evansville	A	105.9	1.7 cp	482		Kwiatkowski, Tom	89	9711	1,550		Urban	600	1.87	1.2	1.0	1.4	1.2	1.0	1.6	1.2	1.2	0.0
WWQM	Middleton	A	106.3	4.5	374	b	Mid-West Family	70	9706	6,400	c2	Country	2,000	0.95	7.9	5.0	6.3	7.5	6.2	5.7	7.2	6.5	5.8
WSJY	Ft. Atkinson	B	107.3	26.0	676	e	Marathon Media	59	9812		g	Lite AC	800	2.00	1.5	2.0	1.6	1.8	1.4	1.0	0.8	1.8	1.3
# FM Stations -					14	# Combos -					10	FM TOTALS			77.3	62.7	64.8	60.0	58.0	63.8	62.7	64.6	56.4

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
• WTSO	Madison	B	1070	10.0	5.00	d	AMFM Inc	48	9910 p		g	Adlt Stndrd	400	0.33	4.5	1.8	3.3	4.0	4.0	3.3	3.5	2.6	4.8
WNWC	Sun Prairie	B	1190	1.0	0.00		Northwestern	82	9701		na	Christian	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WIBU	Poynette	C	1240	1.0	1.00		Magnum Radio Inc	25	9809	325		Nostalgia	350	0.82	1.6	1.2	1.0	1.6	1.6	1.2	1.6	1.2	1.2
WEKZ	Monroe	B	1260	1.0	0.02	c	Green County	51				Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WIBA	Madison	B	1310	5.0	5.40	d	AMFM Inc	25	9910 p		g	News/Info	2,200	0.95	8.7	7.7	5.9	7.9	7.0	6.6	6.8	6.5	7.9
WTDA	Madison	B	1480	5.0	5.00	b	Mid-West Family	48	5911			News/Talk	850	0.82	3.9	0.6	0.8	0.8	0.6	0.8	3.3	4.3	4.0
WHIT	Madison	B	1550	5.0	0.00	b	Mid-West Family	64	9706		c2	Sports	500	0.59	3.2	1.6	0.8	3.0	1.6	2.0	2.1	2.4	3.8
WTDY	Madison	B	1670	10.0 cp	1.00	b	Mid-West Family	48	5911			News/Talk	1,000		0.8	3.6	2.7	4.4	3.6	2.5	0.0	0.0	0.0
# AM Stations -					8	# Combos -					6	AM TOTALS			22.7	16.5	14.5	21.7	18.4	16.4	17.3	17.0	21.7
AM & FM Stations Profiled -					22	# Duopolies -					7	Total Local Commercial Share			79.2	79.3	81.7	76.4	80.2	80.0	81.6	78.1	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 121

Revenue Rank: 135

Pensacola, FL Market Overview



Metro Counties / Population (000)

Escambia, FL	294.8
Santa Rosa, FL	113.2
	408.0

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$6,700	\$7,200	\$8,600	\$9,000	\$9,600	\$11,400
★★★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	11.4%	\$12,700	\$13,800	\$15,200	\$16,300	\$17,600	8.5%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$2.41/1,000	\$2.89/1,000	\$3.36/1,000	Local	82%		
Revenue/Capita	\$18.60	\$27.94	\$39.95	National	18%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	360.3	408.0	2.5%	408.0	440.6
Households	134.7	148.7	2.0%	148.7	160.9	1.6%
Retail Sales	2,782.8	3,940.6	7.2%	3,940.6	5,240.7	5.9%
EBI	4,539.2	5,595.1	4.3%	5,595.1	7,087.6	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	203.0	36.2	17.0	24.4	32.8	31.0	26.8	34.8
Women (000)	205.0	34.3	15.8	18.3	30.5	33.3	28.9	43.9
Total	408.0	70.5	32.8	42.8	63.3	64.3	55.7	78.7
Percentage	100.0%	17.3%	8.0%	10.5%	15.5%	15.8%	13.6%	19.3%
Per Capita	\$ 13,713			Median Household	\$ 29,546		Avg Household	\$ 37,626
Ethnic Population:	White 78.0%		Black 18.1%		Asian 2.7%		Hispanic	2.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			11	5	11	9	20
Tot 12+			61.8	41.0	61.8	10.6	72.4
Avg 12+			5.6	8.2	5.6	1.2	3.6
Tot LCS			85.4	56.6	85.4	14.6	100.0
Avg LCS			7.8	11.3	7.8	1.6	5.0

Competitive Overview

Some stations also rated in Mobile & Ft. Walton Beach.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
WBLX	Mobile	C	92.9	98.0	1555		Cumulus Bcstg Inc	73	9911	See (86)		Urban AC	n/a		14.3	8.0	9.7	12.8	10.1	9.8	11.3	12.1	10.0		
• WMEZ	Pensacola	C	94.1	100.0	1329	c	AMFM Inc	60	9910 p		g	AC	1,650	1.23	10.6	8.4	8.2	8.7	8.3	7.4	7.3	6.9	8.5		
WRKH	Mobile	C	96.1	97.0	1342		Clear Channel	64	9705			Clsc Rock	n/a		3.4	2.7	3.2	2.6	2.8	1.5	1.7	2.0	0.4		
WABB	Mobile	C	97.5	100.0	1552		Dittman Group	73				Adult CHR	n/a		7.9	7.8	8.7	6.1	6.6	7.9	7.1	5.4	5.8		
WMXC	Mobile	C	99.9	94.0	1755	a	Clear Channel	47	9705			AC	n/a		3.4	2.3	1.6	3.4	2.0	2.4	1.7	2.2	3.2		
WWRO	Pensacola	C	100.7	100.0	1555	b	Cumulus Bcstg Inc	65	9901 p	9,000	c1	Clsc Rock	1,000	1.02	7.7	3.7	5.0	5.3	7.0	3.7	6.1	6.5	7.9		
WTKX	Pensacola	C	101.5	100.0	1329		Clear Channel	71	9712		g2	Modern Rock	1,600	1.31	9.6	10.7	8.2	5.5	9.9	8.5	5.4	6.5	4.5		
• WXBM	Milton	C	102.7	100.0	1329	c	AMFM Inc	64	9910 p		g	Country	4,650	1.81	20.2	12.5	11.9	16.0	16.3	14.2	18.0	16.1	10.7		
WDWG	Moss Point	C2	104.9	33.0	600	a	Clear Channel	64	9808 p			Country	n/a		2.1	0.0	4.4	2.0	1.4	1.3	1.7	2.9	2.6		
• WPFL	Century	C3	105.1	25.0	328		Dayton Comm Corp	89	9604	238		Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.4		
WYCL	Pensacola	C	107.3	100.0	1408		Concord Media	76	9907 p	2,000		Oldies	900	0.93	7.6	5.7	4.2	6.3	5.8	9.0	5.0	4.7	5.1		
# FM Stations -					11	# Combos -					5	FM TOTALS					86.8	61.8	65.1	68.7	70.2	65.7	65.3	66.2	59.1

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
WVTJ	Pensacola	B	610	0.5	0.00	d	Gliner, Michael B.	59	9808	130		Gospl/Talk			0.3	0.0	0.4	0.4	0.0	0.0	0.0	0.4	0.0		
WSWL	Pensacola	B	790	1.0	0.00		Schroeder, Gerald	56	8106	350		News	200		0.9	0.6	0.4	0.6	0.8	1.1	0.6	0.4	0.6		
WRNE	Gulf Breeze	B	980	2.5	1.00		Media One Comm	57	9010	284		Urban/Gospl	400	0.87	3.6	3.9	3.4	3.4	2.4	4.6	2.9	3.1	2.1		
• WNVY	Cantonment	B	1090	10.0	0.00	d	Gliner, Michael B.	55	9705	12	+	Black Gospl			0.3	0.8	2.2	0.4	0.0	0.0	0.0	0.0	0.0		
WZNO	Pensacola	C	1230	1.0	1.00	d	Gliner, Michael B.	47	9701	85		Gospel				0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0		
WEBY	Milton	B	1330	5.0	0.08		Number One Radio	78	8505		a1	Country	100			0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0		
WCOA	Pensacola	B	1370	5.0	5.00	b	Cumulus Bcstg Inc	26	9901 p		c1	Talk	1,875	1.89	7.8	4.9	7.0	6.3	6.2	7.6	7.3	8.1	10.9		
WBSR	Pensacola	C	1450	1.0	1.00		Brewer, Frederic	46	8503	330		Soft AC	325		0.3	0.4	0.8	0.0	0.4	0.0	1.0	0.4	0.6		
WECM	Milton	C	1490	1.0	1.00		Faith Bible College	57	9003	75		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					9	# Combos -					4	AM TOTALS					13.2	10.6	14.2	11.1	9.8	13.3	13.0	12.4	14.2
AM & FM Stations Profiled -					20	# Duopolies -					5	Total Local Commercial Share					72.4	79.3	79.8	80.0	79.0	78.3	78.6	73.3	

Other Rulemaking: 98.7, C2, Pensacola.

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 122

Revenue Rank: 98

Modesto, CA Market Overview



Metro Counties / Population (000)

Stanislaus, CA	422.9
	422.9

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

ESTIMATED GROSS REVENUES ★ ★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$11,500	\$11,800	\$13,400	\$14,000	\$15,600	\$16,500	7.4%
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
6.1%	\$17,500	\$18,600	\$19,800	\$21,000	\$22,300	6.2%	
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$4.21/1,000	\$4.38/1,000	\$4.80/1,000	Local	80%		
Revenue/Capita	\$28.31	\$39.02	\$49.23	National	20%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	406.2	422.9	0.8%	422.9	453.0
Households	136.2	138.1	0.3%	138.1	146.4	1.2%
Retail Sales	2,732.0	3,770.5	6.7%	3,770.5	4,647.9	4.3%
EBI	5,257.1	5,229.8	-0.1%	5,229.8	5,943.8	2.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	209.2	47.6	19.7	17.6	32.8	33.6	24.6	33.4
Women (000)	213.7	45.0	18.5	17.5	32.0	33.4	25.1	42.2
Total	422.9	92.6	38.2	35.0	64.8	67.0	49.6	75.7
Percentage	100.0%	21.9%	9.0%	8.3%	15.3%	15.8%	11.7%	17.9%
Per Capita	\$ 12,366							
				Median Household	\$ 30,543		Avg Household	\$ 37,869
Ethnic Population:	White	90.1%	Black	1.8%	Asian	6.8%	Hispanic	27.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	10	7		8	17	6	23
Tot 12+	31.8	35.4		48.6	67.2	5.8	73.0
Avg 12+	3.2	5.1		6.1	4.0	1.0	3.2
Tot LCS	43.6	48.5		66.6	92.1	7.9	100.0
Avg LCS	4.4	6.9		8.3	5.4	1.3	4.3

Competitive Overview

Some stations also rated in Stockton and Merced.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
• KOSO	Patterson	B	93.1	3.0	1791	a	AMFM Inc	66	9910	p	g	Hot AC	2,000	1.20	9.5	7.7	6.3	7.7	6.5	3.2	3.5	5.2	3.6		
• KEJC	Modesto	A	93.9	4.0	404		Modesto Comm	99				Country				2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
	KHOP	B	95.1	16.0	876	c	Citadel Comm Corp	85	9703			AOR	5,000	1.64	8.0	7.3	7.1	6.2	5.8	6.3	4.8	7.4	3.8		
	KNTO	A	95.9	3.0	305		Gomez, Nelson F.	85	9302			Spanish	See (195)		0.5	3.5	1.9	0.4	0.4	0.0	0.0	0.4	0.0		
	KUBB	B	96.3	1.9	2113	d	Buckley Bcstg Corp	77	8507			Country			1.6	0.8	0.4	1.9	0.6	1.0	1.3	0.8	0.8		
• KKME	Manteca	A	96.7	1.5	466	a	AMFM Inc	79	9910	p		Oldies			1.4	3.1	0.9	1.7	0.4	0.6	2.0	2.0	1.9		
	KZMS	A	97.1	3.0	328		Z-Spanish Media	96	9901		st	Spanish	750	1.02	4.2	2.5	2.0	2.1	4.2	4.4	2.6	1.6	0.0		
• KABX	Merced	B	97.5	8.8	1161		Merced Radio	36	9905			Oldies	See (195)		4.7	1.3	1.9	3.7	3.4	4.0	2.6	3.0	3.0		
	KWNN	A	98.3	2.0	390	b	Silverado Bcstg Co	78	9502		c1	CHR	500	0.43	6.7	6.7	5.6	5.4	4.6	4.8	5.4	5.2	4.9		
	KTDO	A	98.9	6.0	328	e	Z-Spanish Media	95	9806		st	Spanish	300	0.90	1.9	0.8	3.4	1.0	1.8	1.8	0.4	0.8	0.0		
• KMIX	Tracy	A	100.9	6.0	328	b	Z-Spanish Media	66	9806			Spanish	n/a		6.4	3.7	3.2	5.0	4.6	4.0	3.7	1.4	3.0		
• KJSN	Modesto	A	102.3	6.0	299	a	AMFM Inc	77	9910	p	g	Soft AC	1,800	1.07	9.6	6.5	5.4	7.0	7.3	5.8	7.6	7.0	8.7		
	KATM	B	103.3	50.0	499	c	Citadel Comm Corp	48	9212		g2	Country	5,750	1.68	19.5	11.0	12.7	14.7	14.5	17.3	15.5	16.2	15.6		
	KDJK	A	103.9	0.1	2047	c	Citadel Comm Corp	92	9308		g	Clsc Hits			0.5	0.0	0.6	0.2	0.6	0.2	0.2	0.0	0.0		
	KHKK	B	104.1	50.0	499	c	Citadel Comm Corp	49	9308		g	Clsc Hits	1,250	1.02	7.0	4.4	7.4	6.8	3.8	4.0	5.7	3.6	5.3		
• KHTN	Los Banos	B	104.7	50.0	469	d	Buckley Bcstg Corp	66	9508			Rhymc/CHR	See (195)		5.1	2.9	3.0	4.1	3.6	2.2	3.1	2.6	1.7		
	KRVR	A	105.5	1.0	781		Threshold Comm	94				Smooth Jazz	675	0.99	3.9	2.5	2.4	3.3	2.6	2.6	1.5	1.6	1.1		
# FM Stations -					17	# Combos -					12	FM TOTALS					90.5	67.2	64.2	71.2	64.7	62.2	59.9	58.8	53.4

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
KCBC	Riverbank	B	770	50.0	1.00		Kiertron Inc	87				Christian	100		0.4	0.6	0.0	0.0	0.6	0.4	0.0	1.2	0.0		
KTRB	Modesto	B	860	50.0	10.00		Pete Pappas Co	33	7406			AC/News	900	2.71	1.9	0.4	0.0	0.4	2.4	3.8	2.8	3.4	1.5		
KLOC	Ceres	B	920	0.5	2.50	e	Z-Spanish Media	63	9806		st	Spanish	325			0.0	0.0	0.0	0.0	0.0	1.3	1.0	2.4		
KANM	Modesto	B	970	1.0	1.00	c	Citadel Comm Corp	51	9212		g2	Sports	325		0.5	0.0	0.7	0.0	0.8	1.4	1.7	4.4	5.6		
• KFIV	Modesto	B	1360	4.0	0.95	a	AMFM Inc	50	9910	p	g	News/Talk	375	0.47	4.6	3.1	2.0	2.9	4.0	2.4	3.7	4.0	3.2		
	KVIN	B	1390	5.0	5.00	b	Threshold Comm	49	9802			Nostalgia	150	0.45	1.9	1.7	3.5	2.5	0.4	0.0	0.7	0.0	0.0		
# AM Stations -					6	# Combos -					4	AM TOTALS					9.3	5.8	6.2	5.8	8.2	8.0	10.2	14.0	12.7
AM & FM Stations Profiled -					23	# Duopolies -					6	Total Local Commercial Share					73.0	70.4	77.0	72.9	70.2	70.1	72.8	66.1	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 123

Revenue Rank: 168

Canton, OH Market Overview



Metro Counties / Population (000)

Carroll, OH	28.9
Stark, OH	373.6
	402.5

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

ESTIMATED GROSS REVENUES ★ ★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$7,500	\$7,800	\$8,100	\$8,400	\$8,700	\$9,100	3.9%
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
6.6%	\$9,700	\$10,300	\$11,000	\$11,700	\$12,400	6.2%	
	1992	1997	2002		Est. Breakout		
Revenue/Retail Sales	\$2.47/1,000	\$1.91/1,000	\$1.95/1,000		Local	80%	
Revenue/Capita	\$18.79	\$22.61	\$30.85		National	20%	

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	399.1	402.5	0.2%	402.5	402.0
Households	151.7	154.6	0.4%	154.6	157.3	0.3%
Retail Sales	3,035.9	4,755.2	9.4%	4,755.2	6,350.3	6.0%
EBI	5,431.5	6,129.7	2.4%	6,129.7	7,252.1	3.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	193.3	34.1	17.6	15.8	26.0	32.1	26.8	40.9
Women (000)	209.2	32.7	16.6	16.0	27.0	35.1	28.6	53.2
Total	402.5	66.8	34.1	31.9	53.0	67.2	55.4	94.1
Percentage	100.0%	16.6%	8.5%	7.9%	13.2%	16.7%	13.8%	23.4%
Per Capita	\$ 15,229							
				Median Household	\$ 32,873		Avg Household	\$ 39,649
Ethnic Population:	White	92.0%	Black	7.2%	Asian	0.5%	Hispanic	0.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	6		4	7	7	14
Tot 12+	0.7	34.8		29.5	35.5	14.4	49.9
Avg 12+	0.7	5.8		7.4	5.1	2.1	3.6
Tot LCS	1.4	69.7		59.1	71.1	28.9	100.0
Avg LCS	1.4	11.6		14.8	10.2	4.1	7.1

Competitive Overview

Some stations also rated in Akron and Youngstown-Warren.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WZKL	Alliance	B	92.5	50.0	499	b	D A Peterson Inc	47				Oldies	1,750	1.47	12.3	5.0	5.9	6.6	6.2	6.0	4.2	6.2	5.5	
WHBC	Canton	B	94.1	45.0	515	c	Beaverkettle Co	48				AC	3,200	1.59	20.8	11.4	10.9	10.3	11.6	10.4	12.2	8.5	7.5	
WNPQ	NewPhiladelphia	A	95.9	2.0	397		Tuscarawas Bcstg	69				ChrsContemp	225	0.86	2.7	0.7	1.4	1.3	1.5	2.0	1.9	0.9	1.3	
WKDD	Akron	B	96.5	50.0	440		Barnstable Bcstg	50	8308	See (68)		Hot AC	n/a		6.0	4.4	2.0	2.8	3.5	2.7	3.2	3.3		
WHK	Canton	B	98.1	15.5	879	d	Salem Comm Corp	61	9701			Chrst/Talk			1.8	0.9	2.0	1.1	0.7	1.5	0.7	0.7	0.9	
WQXK	Salem	B	105.1	88.0	430	a	Connoisseur Comm	58	9710	See (93)		Country	n/a		19.7	7.8	8.6	9.2	11.6	9.0	13.1	11.3	14.5	
WRQK	Canton	B	106.9	27.5	341		Connoisseur Comm	61	9709	6,550		Rock	1,250	1.29	10.0	5.3	6.6	5.1	5.4	5.3	5.1	7.5	7.1	
# FM Stations -					7	# Combos -					3	FM TOTALS				73.3	35.5	37.4	36.4	40.5	36.9	40.4	38.3	40.1

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WCER	Canton	B	900	0.5 cp	0.08		Melodynamic Bcstg	47	9107	85		Rlg/Spt/Tlk	50			0.0	0.0	0.0	0.0	0.0	0.7	0.5	1.1	
WTIG	Massillon	B	990	0.3	0.11		WTIG Inc	57	9109	110		Sports			0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WRCW	Canton	B	1060	5.0	0.00		Otter Comm Ltd	46	9906 p	600		AC/Talk	75		2.7	0.5	0.6	0.4	0.0	0.7	0.0	0.5	2.4	
WDPN	Alliance	B	1310	1.0	0.48	b	D A Peterson Inc	53				Nostalgia	250	0.95	2.7	1.8	2.3	1.3	1.5	0.9	0.4	2.2	0.5	
• WHK	Cleveland	B	1420	5.0	5.00	d	Salem Comm Corp	21	9701	See (24)		Chrst/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WHBC	Canton	B	1480	15.0	5.00	c	Beaverkettle Co	25	6712			FullService	2,800	1.30	22.2	12.1	11.1	10.3	13.2	13.6	16.3	12.5	11.5	
WINW	Canton	B	1520	1.0	0.00		Pinebrook Corp	66	9610	75		ChrsContemp	100	0.69	1.5	0.0	0.0	0.0	1.7	0.0	0.0	2.2	0.9	
# AM Stations -					7	# Combos -					3	AM TOTALS				26.8	14.4	14.0	12.0	16.4	15.2	17.4	17.9	16.4
AM & FM Stations Profiled -					14	# Duopolies -					1	Total Local Commercial Share				49.9	51.4	48.4	56.9	52.1	57.8	56.2	56.5	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 124

Revenue Rank: 95

Saginaw-Bay City-Midland Market Overview



Metro Counties / Population (000)

Bay, MI	110.4
Midland, MI	81.6
Saginaw, MI	211.3
	<hr/>
	403.3

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★ ★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$12,200	\$12,700	\$14,200	\$15,800	\$16,400	\$17,200
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	4.7%	\$18,000	\$19,100	\$20,400	\$21,400	\$22,700	6.0%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.76/1,000	\$4.03/1,000	\$4.42/1,000	Local	76%		
Revenue/Capita	\$30.52	\$42.65	\$56.74	National	24%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	399.8	403.3	0.2%	403.3	400.1	-0.2%
Households	149.3	151.8	0.3%	151.8	153.9	0.3%
Retail Sales	3,244.1	4,271.2	5.7%	4,271.2	5,137.8	3.8%
EBI	5,494.7	6,053.6	2.0%	6,053.6	7,034.2	3.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	195.1	37.0	19.2	16.5	26.7	32.2	27.7	36.0
Women (000)	208.2	35.2	18.5	16.5	28.3	34.5	28.6	46.6
Total	403.3	72.1	37.6	33.0	55.0	66.6	56.3	82.6
Percentage	100.0%	17.9%	9.3%	8.2%	13.6%	16.5%	14.0%	20.5%
Per Capita	\$ 15,010	Median Household		\$ 33,306	Avg Household		\$ 39,879	
Ethnic Population:	White	87.9%	Black	10.7%	Asian	0.9%	Hispanic	5.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	2	3	9	12	8	20
Tot 12+	22.9	19.6	22.7	61.3	65.2	15.7	80.9
Avg 12+	3.3	9.8	7.6	6.8	5.4	2.0	4.0
Tot LCS	28.3	24.2	28.1	75.8	80.6	19.4	100.0
Avg LCS	4.0	12.1	9.4	8.4	6.7	2.4	5.0

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
WKQZ	Midland	C2	93.3	39.0	554	e	Citadel Comm Corp	76	9902	35,000	d2	AOR	1,600	0.79	11.3	9.7	9.4	7.3	8.2	9.0	10.4	8.3	8.3
WCEN	Mt. Pleasant	C1	94.5	100.0	981	c	Sommerville Assoc	63	9809		c1	Country	1,500	1.46	5.7	4.3	3.5	2.9	4.7	4.2	4.8	4.7	4.3
WHNN	Bay City	C	96.1	100.0	1020	f	Liggett Bcst Group	47	7306			Oldies	2,750	1.44	10.6	8.2	9.8	8.6	9.3	9.2	8.8	7.4	8.3
WEEG	Essexville	A	97.3	3.0	328		MacDonald Bcstg	92	9811	512		Clsc Rock	275	0.85	1.8	3.1	2.7	3.4	3.6	1.7	1.3	0.8	1.9
WMRX	Beaverton	A	97.7	2.0	400	d	Maines Bcstg	80	9208		st	Adlt Stndrd	200		0.5	0.4	0.2	1.0	0.6	0.4	0.2	0.6	0.4
WKQC	Saginaw	B	98.1	50.0	492	b	MacDonald Bcstg	47				Country	2,800	1.18	13.2	13.0	13.3	10.0	12.7	11.1	9.9	9.4	11.7
WTCF	Carrollton	A	100.5	3.0	328	f	Liggett Bcst Group	91	9811	3,585	+	Dance	1,350	0.74	10.2	6.6	6.1	6.5	7.1	8.0	8.1	8.5	7.8
• WYLZ	Pinconning	A	100.9	2.6	495	e	Citadel Comm Corp	84	9902		d2	Clsc Rock	250	0.99	1.4	0.8	1.0	1.1	0.7	1.5	1.1	1.1	0.9
WIOG	Bay City	B	102.5	86.0	801	a	Citadel Comm Corp	61	9902		d2	CHR	2,100	1.20	9.7	9.9	6.3	7.5	7.7	7.9	9.0	7.5	6.4
• WILZ	Saginaw	A	104.5	2.9	413	e	Citadel Comm Corp	92	9902		d2	Clsc Rock	550	1.05	2.9	2.3	3.1	2.1	1.7	1.7	2.7	2.6	2.1
WGER	Saginaw	A	106.3	2.1	381	a	Citadel Comm Corp	69	9902		d2	Soft Rock	1,100	0.89	6.9	5.4	5.5	4.8	6.2	5.0	5.7	5.8	5.5
WTLZ	Saginaw	A	107.1	4.9 cp	361		Connoisseur Comm	68	9901	1,800		Urban AC	450	0.38	6.6	5.0	4.3	6.1	4.9	5.0	4.8	5.3	6.0
# FM Stations -					12	# Combos -					10	FM TOTALS			80.8	68.7	65.2	61.3	67.4	64.7	66.8	62.0	63.6

AM Stations

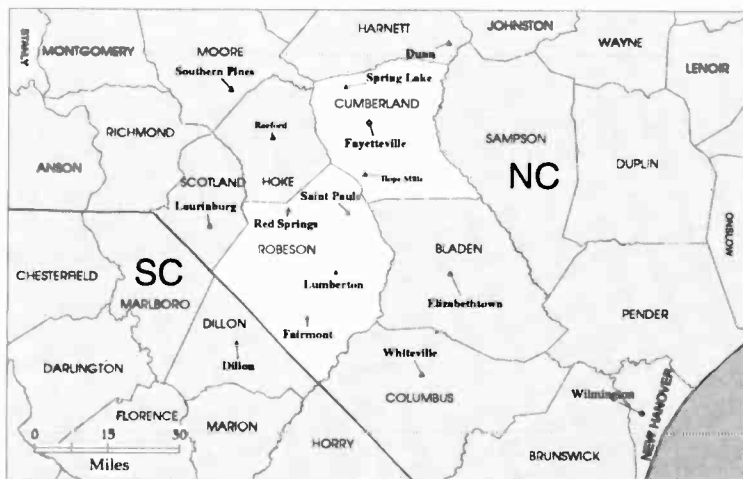
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
WSGW	Saginaw	B	790	5.0	1.00	a	Citadel Comm Corp	50	9902		d2	News/Talk	1,800	0.95	10.5	7.8	10.2	10.0	8.8	8.2	8.8	8.9	7.4
WCEN	Mt. Pleasant	B	1150	1.0	0.50	c	Sommerville Assoc	49	9809		c1	News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJZZ	Kingsley	B	1210	50.0	0.00		Radio One Inc	56	9806			DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WKNX	Bay City	B	1250	1.0	0.00		Frankenmuth Bcstg	47	9707	210		Oldies	350	1.08	1.8	1.2	0.4	1.0	1.1	1.0	1.3	2.1	1.3
WTRX	Flint	B	1330	5.0	1.00		Schuehrer, David	47	8903	See (116)	1	Sprts/Talk	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSAM	Saginaw	C	1400	1.0	1.00	b	MacDonald Bcstg	40	6211			Oldies	325	0.40	4.5	3.7	3.7	4.8	4.3	3.8	2.6	4.2	3.8
WMAX	Bay City	B	1440	5.0	2.50		Saginaw Bay Bcstg	25	9204		na	1 Sprts/Talk	275	0.95	1.6	0.6	1.0	1.0	0.7	1.1	0.9	1.3	1.9
WMPX	Midland	C	1490	1.0	1.00	d	Maines Bcstg	48	9212		st	Adlt Stndrd	325		0.7	0.4	0.4	1.3	0.7	0.6	0.9	0.4	0.4
# AM Stations -					8	# Combos -					4	AM TOTALS			19.1	13.7	15.7	18.1	15.6	14.7	14.5	16.9	14.8
AM & FM Stations Profiled -					20	# Duopolies -					4	Total Local Commercial Share			82.4	80.9	79.4	83.0	79.4	81.3	78.9	78.4	

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 125

Revenue Rank: 91

Fayetteville, NC Market Overview



Metro Counties / Population (000)

Cumberland, NC	285.1
Robeson, NC	115.9
Total	401.0

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$9,400	\$10,200	\$11,400	\$12,400	\$13,800	\$15,600
Δ 97 - 98	17.9%						
★★★		\$18,400	\$20,100	\$22,100	\$23,800	\$26,000	9.0%
Revenue/Retail Sales	\$3.64/1,000	\$3.55/1,000	\$4.15/1,000				Est. Breakout
Revenue/Capita	\$23.99	\$38.90	\$63.31				Local 85%
							National 15%

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	391.9	401.0	0.5%	401.0	410.7
Households	132.0	135.3	0.5%	135.3	141.2	0.9%
Retail Sales	2,581.0	4,396.8	11.2%	4,396.8	6,262.3	7.3%
EBI	4,337.1	5,643.0	5.4%	5,643.0	7,717.6	6.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	202.4	40.6	18.6	32.9	35.2	29.8	21.1	24.2
Women (000)	198.6	39.0	18.1	21.5	32.1	31.0	23.9	33.0
Total	401.0	79.6	36.7	54.4	67.3	60.8	45.0	57.2
Percentage	100.0%	19.8%	9.1%	13.6%	16.8%	15.2%	11.2%	14.3%
Per Capita	\$ 14,072							
				Median Household	\$ 35,429		Avg Household	\$ 41,707
Ethnic Population:	White 54.8%		Black 29.6%		Asian 2.5%		Hispanic 6.3%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		9	8	12	13	25
Tot 12+	3.5		62.9	62.8	66.4	10.8	77.2
Avg 12+	1.2		7.0	7.9	5.5	0.8	3.1
Tot LCS	4.5		81.5	81.3	86.0	14.0	100.0
Avg LCS	1.5		9.1	10.2	7.2	1.1	4.0

Competitive Overview

Some stations also rated in markets 173, 177 and 198.

FM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
			Freq	(kW)												1999	1998	1998	1997	1997	1996	1996	1995	
• WEGX	Dillon	C	92.9	100.0 cp	1801		Root Comm Group	54	9710	See (198)		Country	n/a		3.0	1.0	1.7	2.5	2.2	1.2	1.2	1.3	2.5	
WKML	Lumberton	C	95.7	100.0	1044	c	Beasley Bcst Group	60				Country	4,000	1.47	14.8	14.9	16.1	11.9	11.3	14.0	13.9	14.7	16.1	
• WFLB	Laurinburg	C	96.5	100.0	1043	c	Beasley Bcst Group	51	9607	6,900 c4		Oldies	1,750	1.05	9.1	7.0	7.2	7.6	6.7	7.1	7.0	4.9	5.1	
• WQSM	Fayetteville	C1	98.1	100.0	830	b	Cumulus Bcstg Inc	47	9909 p		g4	Hot AC	2,500	1.29	10.5	10.0	6.6	7.4	9.1	7.9	8.5	9.8	9.1	
WZFX	Whiteville	C1	99.1	100.0	981	c	Beasley Bcst Group	62	9705	11,500 +		Urban	3,750	0.98	20.7	16.5	16.1	15.8	16.6	16.2	14.1	12.9	18.8	
WSTS	Fairmont	C2	100.9	50.0 cp	492	d	Pro Media Inc	75	8612	600 c1		Gospel	400	0.70	3.1	1.8	2.8	2.3	2.6	2.1	3.1	3.8	1.5	
• WFNC	Lumberton	A	102.3	3.0	269	b	Cumulus Bcstg Inc	64	9909 p		g4	News/Talk			0.6	0.4	0.4	0.6	0.4	0.6	0.6	0.8	0.4	
• WRCQ	Dunn	C2	103.5	47.5	502	b	Cumulus Bcstg Inc	71	9909 p		g4	Rock	1,350	0.94	7.8	5.5	5.1	5.1	7.1	4.8	5.8	5.7	4.7	
WCCG	Hope Mills	A	104.5	6.0	27		Carson, James E.	97				70s Oldies	275	0.62	2.4	2.7	1.5	2.1	1.6	0.0	0.0	0.0	0.0	
WGQR	Elizabethtown	A	105.7	4.3	387	a	Sound Bus	89	9806	525 c2		Oldies	300		0.5	0.4	0.4	0.8	0.0	0.0	0.4	0.0	0.9	
• WKQB	Southern Pines	C2	106.9	50.0	492		Mulrfield Bcstg Inc	73				Clsc Rock	1,075	0.83	7.0	2.7	3.6	5.3	5.7	3.1	3.1	3.0	1.3	
WUKS	St. Pauls	C3	107.7	5.2	656	c	Beasley Bcst Group	94	9703 p	1,200 c5		Urban	525	0.54	5.3	3.5	4.0	4.3	4.0	9.0	7.0	6.6	6.6	
# FM Stations -					12	# Combos -					9	FM TOTALS				84.8	66.4	65.5	65.7	67.3	66.0	64.7	63.5	67.0

AM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
			Freq	(kW)	(kW)	(kW)											1999	1998	1998	1997	1997	1996	1996	1995
WTSB	Lumberton	B	580	0.5	0.07		Willis Bcstg Corp	54	9707	75		Gospel					0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
• WFNC	Fayetteville	B	640	10.0	1.00	b	Cumulus Bcstg Inc	40	9909 p		g4	News/Talk	1,100	0.98	6.1	3.3	4.0	4.3	5.3	3.8	5.0	4.2	3.6	
WFMO	Fairmont	B	860	1.0	0.01	d	Pro Media Inc	53	8612		c1 1	Gospel	275	0.75	2.0	1.0	0.9	2.3	0.8	1.9	2.3	3.4	0.0	
WKKE	St. Pauls	B	1080	50.0 cp	0.00		Locklear, Ferris Y	66	9207	74		Gospel			2.0	1.6	1.7	2.5	0.6	0.0	1.5	1.1	0.0	
WTEL	Red Springs	B	1160	5.0	0.25		Beasley Bcst Group	70	9707		c5	Gospel	75		0.3	0.6	0.6	0.4	0.0	0.4	0.0	0.4	0.0	
WFAI	Fayetteville	C	1230	1.0	1.00		Colonial Radio	47	9512	175		Nws/Tlk/Spt	500		0.3	0.4	0.4	0.0	0.4	0.6	0.4	0.0	0.0	
WAGR	Lumberton	C	1340	1.0	1.00		WAGR Bcstg Inc	46	9808	50		Black Gospl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMFA	Raeford	C	1400	1.0	1.00		W&V Bcstg	63	9307	12		Gospel				0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	
WBLA	Elizabethtown	B	1440	5.0	0.20	a	Sound Bus	56	9806		c2	Oldies	25			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WKES	Spring Lake	C	1450	1.0	1.00		Evangel Christn	63	9607			Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WEWO	Laurinburg	B	1460	5.0	5.00		Service Media	47	9807	150		Black Gospl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WAZZ	Fayetteville	C	1490	1.0	1.00	c	Beasley Bcst Group	47	9612	229		Adlt Stndrd	100		0.3	0.6	1.1	0.4	0.0	1.0	0.0	0.8	0.6	
WIDU	Fayetteville	B	1600	5.0	0.15		WIDU Inc	58	8807		1	Gospl/Talk	400	0.53	4.1	3.3	1.9	2.3	4.2	3.7	2.3	2.8	4.0	
# AM Stations -					13	# Combos -					4	AM TOTALS				15.1	10.8	10.6	12.2	11.3	11.8	11.5	12.7	8.2
AM & FM Stations Profiled -					25	# Duopolies -					4	Total Local Commercial Share				77.2	76.1	77.9	78.6	77.8	76.2	76.2	75.2	

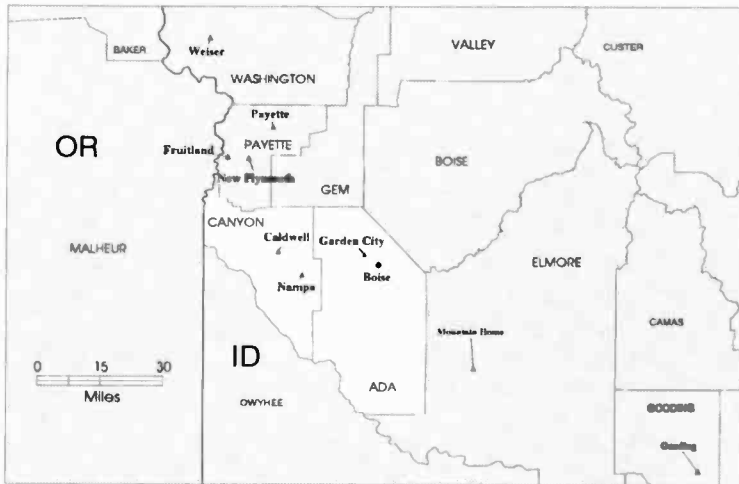
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 126

Revenue Rank: 93

Boise, ID Market Overview



Metro Counties / Population (000)

Ada, ID	271.0
Canyon, ID	116.9
Total	387.9

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

ESTIMATED GROSS REVENUES	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$9,400	\$10,000	\$12,100	\$13,300	\$14,900	\$16,400
★★★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	11.6%	\$18,300	\$19,900	\$21,900	\$23,700	\$25,800	9.0%
	1992	1997	2002				Est. Breakout
Revenue/Retail Sales	\$3.87/1,000	\$3.74/1,000	\$4.12/1,000				Local 80%
Revenue/Capita	\$29.50	\$42.29	\$58.13				National 20%

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	318.6	387.8	4.0%	387.8	443.8
Households	117.2	143.5	4.1%	143.5	166.6	3.0%
Retail Sales	2,426.0	4,387.0	12.6%	4,387.0	6,262.6	7.4%
EBI	4,609.1	6,517.8	7.2%	6,517.8	9,325.4	7.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	191.8	39.2	18.7	15.7	28.7	33.6	24.4	31.5
Women (000)	196.0	37.6	17.8	15.6	27.6	33.3	24.3	39.7
Total	387.8	76.8	36.5	31.3	56.3	66.9	48.8	71.2
Percentage	100.0%	19.8%	9.4%	8.1%	14.5%	17.3%	12.6%	18.4%
Per Capita	\$ 16,807							
				Median Household	\$ 36,507		Avg Household	\$ 45,420
Ethnic Population:	White 97.2%		Black 0.6%		Asian 1.5%		Hispanic 8.1%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			16	13	16	10	26
Tot 12+			63.4	61.6	63.4	18.9	82.3
Avg 12+			4.0	4.7	4.0	1.9	3.2
Tot LCS			77.0	74.8	77.0	23.0	100.0
Avg LCS			4.8	5.8	4.8	2.3	3.8

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
• KIZN	Boise	C	92.3	54.2 cp	2500	d	Citadel Comm Corp	68	9801	29,000	d4	Country	1,600	1.08	8.1	4.3	5.8	6.0	8.3	9.2	9.4	7.8	9.8
KZMG	New Plymouth	C	93.1	50.0	2631	d	Citadel Comm Corp	82	9801		d4	CHR	1,400	0.78	9.8	7.9	8.0	8.4	8.9	9.2	10.5	9.0	8.4
KBXL	Caldwell	C	94.1	40.0	2569	e	KSPD Inc	61	8906	200		Chrst/Talk			0.5	0.7	0.9	0.9	0.0	0.6	0.9	0.7	0.0
• KFXJ	Nampa	C	94.9	49.0	2694	b	Journal Bcst Group	75	9910 p		na	AAA	500	0.88	3.1	2.2	1.7	2.0	3.4	2.5	2.4	3.6	3.0
KKGL	Nampa	C	96.9	44.0	2520	d	Citadel Comm Corp	77	9801		d4	Clsc Rock	700	0.80	4.8	4.3	3.9	2.7	5.8	2.5	2.0	2.4	5.6
KQFC	Boise	C	97.9	47.0	2500	d	Citadel Comm Corp	60	9801		d4	Country	2,100	1.29	8.9	6.5	8.0	6.4	9.4	7.4	8.8	10.9	8.4
KTPZ	Mountain Home	C	99.1	80.0	2192	f	FM Idaho Inc	82	9701	476		AC	500	1.01	2.7	2.5	2.8	3.1	1.6	0.0	0.0	0.0	0.0
KWEI	Fruitland	C1	99.5	8.0	2635		Treasure Valley	94				Spanish			1.1	0.7	1.1	0.0	2.0	0.0	0.0	0.0	1.6
KQXR	Payette	C1	100.3	100.0	705	c	Journal Bcst Group	78	9807		g1	Alternative	550	0.61	4.9	4.7	3.7	4.9	3.8	4.9	4.6	5.9	1.6
KMXM	Gooding	C	100.7	80.0	2192	f	FM Idaho Inc	95	9702		g	Country	500		0.4	0.4	0.6	0.7	0.0	0.0	0.0	0.0	0.0
• KARO	Caldwell	C	103.3	54.0	2579	a	Clear Channel	82	9905		g2	Clsc Rock	950	0.93	5.6	3.4	3.9	4.9	4.9	6.1	3.9	3.6	7.7
KLTB	Boise	C	104.3	52.0	2579	a	Clear Channel	79	9905		g2	Oldies	1,500	1.11	7.4	7.0	8.2	8.6	4.5	5.7	4.2	5.0	4.2
KJOT	Boise	C	105.1	53.0	2589	c	Journal Bcst Group	79	9807		g1	Rock	600	0.96	3.4	5.4	4.5	2.4	3.6	4.5	6.4	5.5	4.0
• KCIX	Garden City	C	105.9	49.0	2700	a	Clear Channel	85	9905		g2	Hot AC	1,900	1.70	6.1	4.7	3.4	5.3	5.4	6.1	6.8	5.5	4.4
KCID	Caldwell	C	107.1	49.0	2654	c	Journal Bcst Group	83	9807		g1	AC	100	0.20	2.8	2.9	1.7	3.3	1.6	1.8	0.0	0.5	0.0
• KXLT	Eagle	C	107.9	45.0	2684	a	Clear Channel	94	9905		g2	Soft AC	1,500	1.05	7.8	5.8	8.0	6.9	6.9	4.9	4.6	4.0	4.9
# FM Stations -					16	# Combos -					14	FM TOTALS			77.4	63.4	66.2	66.5	70.1	65.4	64.5	64.4	63.6

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
• KFXD	Nampa	B	580	5.0	5.00	a	Clear Channel	20	9905		g2	Country	150	0.41	2.0	2.2	2.2	1.5	2.0	0.4	1.1	1.2	0.7
• KIDO	Boise	B	630	5.0	5.00	a	Clear Channel	28	9905		g2	News/Talk	1,600	1.25	7.0	7.0	7.3	6.6	5.8	8.0	9.6	9.0	8.1
• KBOI	Boise	B	670	0.0 cp	50.00	d	Citadel Comm Corp	47	9801		d4	News/Talk	1,500	1.28	6.4	3.4	4.3	5.3	6.0	5.9	5.3	6.4	6.0
KBSU	Boise	B	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	B	790	1.0	0.00	e	KSPD Inc	59	8303	200		Chrst/Talk			0.2	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
KKIC	Boise	B	950	3.5	0.04		Western Pacific Inc	61	9512	102		Christian			0.4	0.0	0.0	0.7	0.0	0.0	0.7	0.0	0.0
KBGN	Caldwell	B	1060	10.0	0.00		Wilson, N. & K.	60	8909	188		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
KGEM	Boise	B	1140	10.0	10.00	c	Journal Bcst Group	46	9807		g1	Nostalgia	400	0.46	4.8	5.2	3.9	4.9	3.6	2.5	5.3	4.3	4.2
KTIK	Nampa	C	1340	5.0 cp	0.60		Caves, Jeff	62	9512			Sprts/Talk	225	0.68	1.8	1.1	1.5	2.0	1.1	1.6	1.1	1.0	1.6
KCID	Caldwell	C	1490	1.0	1.00	c	Journal Bcst Group	47	9807		g1	Country	25			0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					10	# Combos -					6	AM TOTALS			22.6	18.9	20.3	21.4	18.5	18.4	23.1	21.9	21.8
AM & FM Stations Profiled -					26	# Duopolies -					9	Total Local Commercial Share			82.3	86.5	87.9	88.6	83.8	87.6	86.3	85.4	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 127

Revenue Rank: 99

Reno, NV Market Overview



Metro Counties / Population (000)

Carson City, NV	51.2
Washoe, NV	313.6
	364.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$11,500	\$11,800	\$13,100	\$13,700	\$14,600	\$15,500
★★★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	12.3%	\$17,400	\$19,400	\$21,800	\$23,700	\$26,100	10.7%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$3.36/1,000	\$3.25/1,000	\$3.98/1,000	Local	85%		
Revenue/Capita	\$37.06	\$42.49	\$63.04	National	15%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	310.3	364.8	3.3%	364.8	414.0	2.6%
Households	124.0	145.5	3.2%	145.5	166.4	2.7%
Retail Sales	3,423.9	4,769.7	6.9%	4,769.7	6,565.0	6.6%
EBI	5,045.1	7,223.6	7.4%	7,223.6	10,595.1	8.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	185.6	30.5	12.7	15.4	30.8	35.5	27.5	33.1
Women (000)	179.2	28.7	12.0	14.5	28.3	33.7	25.6	36.4
Total	364.8	59.2	24.6	29.9	59.1	69.2	53.1	69.6
Percentage	100.0%	16.2%	6.8%	8.2%	16.2%	19.0%	14.5%	19.1%
Per Capita	\$ 19,802			Median Household	\$ 40,057		Avg Household	\$ 49,647
Ethnic Population:	White	90.3%	Black	2.4%	Asian	5.0%	Hispanic	12.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		14	13	17	10	27
Tot 12+	12.1		63.5	74.2	75.6	14.5	90.1
Avg 12+	4.0		4.5	5.7	4.4	1.5	3.3
Tot LCS	13.4		70.5	82.4	83.9	16.1	100.0
Avg LCS	4.5		5.0	6.3	4.9	1.6	3.7

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
KSRN	Sparks	A	92.1	4.1	390		Vernon Miller Trust	93	9903			Big Band	400	0.66	3.5	4.1	2.4	2.9	3.4	4.1	4.7	3.0	5.5	
KNHK	Reno	C	92.9	45.0	2654	d	Citadel Comm Corp	90	9707	1,300	1	Clisc Rock	1,000	1.34	4.3	4.6	3.0	4.8	3.0	6.8	0.0	0.0	0.0	
KATG	Sun Valley	A	93.7	3.6	423		Flinn Bcstg Corp		98			1	Country			0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KHXR	Sun Valley	C3	94.5	12.0 cp	459	c	Lotus Comm Corp		99			Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KNEV	Reno	C	95.5	60.0	2280	d	Citadel Comm Corp	53	9304	500	1	AC	1,400	1.22	6.6	5.6	4.4	5.8	6.2	4.7	5.8	8.4	6.2	
KLCA	Tahoe City	C1	96.5	6.1 cp	2963	e	Americom	85	9603	1,225		Modern Rock	825	0.91	5.2	7.0	5.6	4.6	4.8	4.7	5.6	3.4	3.3	
• KWNZ	Carson City	C	97.3	87.1	2114	e	Americom	72	9806		sw	Rhythm/Blue	500	0.48	6.0	6.0	8.6	6.7	4.2	5.3	9.4	6.1	7.7	
KBUL	Carson City	C	98.1	72.0	2293	d	Citadel Comm Corp	85	9212	1,300	1	Country	3,600	1.80	11.5	7.9	10.4	11.2	9.6	11.3	8.2	14.1	11.1	
KTHX	Incline Village	C2	100.1	0.8 cp	2956	a	Salt Bcstg LLC	83	9804	2,700	d2	AAA	800	1.24	3.7	2.9	3.8	3.1	3.6	3.8	1.1	1.9	1.5	
KRZQ	Sparks	A	100.9	6.1	2963	a	Salt Bcstg LLC	83	9804		d2	Alternative	900	0.83	6.2	7.2	4.2	6.0	5.2	4.3	2.6	1.7	2.9	
KRNV	Reno	C3	101.7	11.0	492		Sunbelt Media	86	9508	600		News/Jazz	500	1.15	2.5	2.9	2.8	1.9	2.6	3.0	2.4	2.1	2.0	
• KZZF	S. Lake Tahoe	C	102.9	39.0 cp	2927	b	Great Basin Bcstg	66	9311		st	Oldies			0.4	0.0	0.4	0.0	0.8	0.4	0.6	0.0	0.0	
KODS	Carnelian	C1	103.7	5.9	2986	e	Americom	70	8508	495		Oldies	950	0.94	5.8	4.8	4.0	6.5	4.0	6.4	5.4	4.2	5.3	
KDOT	Reno	C	104.5	25.0	2930	c	Lotus Comm Corp	66	9305	600	c1	AOR	950	0.85	6.4	7.5	8.4	5.8	5.8	3.0	4.3	5.9	4.0	
KOZZ	Reno	C	105.7	75.0	2179	c	Lotus Comm Corp	69	7801			Clisc Rock	1,800	1.75	5.9	6.2	7.6	5.8	4.8	6.2	5.2	5.9	9.7	
KRNO	Reno	C	106.9	37.0	2989	e	Americom	74	9806		sw	AC	1,000	0.85	6.8	7.5	6.0	6.7	5.6	4.5	7.9	5.9	7.1	
KHWG	Kings Beach	C3	107.7	0.2 cp	2868		Hilltop Church	94	9903			Country			0.9	0.6	1.6	0.8	0.8	0.9	0.4	0.6	0.7	
# FM Stations -					17	# Combos -					13	FM TOTALS				75.7	75.6	73.2	72.6	64.4	69.4	63.6	63.2	67.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
KPTT	Reno	B	630	5.0	1.00	c	Lotus Comm Corp	28	9512	350		Nws/Tlk/Spt			1.0	0.8	0.6	1.0	0.8	0.9	0.6	0.4	0.0	
KKOH	Reno	B	780	50.0	50.00	d	Citadel Comm Corp	70	9212		g	1	News/Talk	2,175	1.14	11.0	8.3	9.2	7.9	12.0	11.1	10.3	9.1	9.1
• KIHM	Reno	B	920	4.6	0.85		Thomas Aquinas	46	9606	170		Inspiration				0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	
• KCBN	Reno	C	1230	0.8	0.82	e	Americom	63	9806 p		sw	Big Band	50	0.06	4.5	1.7	3.0	3.3	4.8	4.1	3.0	3.6	4.2	
KPLY	Sparks	B	1270	5.0	5.00	e	Americom	60	9604		c2	Sports	250	0.41	3.5	2.7	1.8	3.5	2.8	1.9	3.4	3.4	1.8	
KPTL	Carson City	B	1300	5.0	0.50	b	Great Basin Bcstg	55	8809	567		Oldies			0.7	0.0	0.0	0.6	0.6	0.0	0.0	0.8	0.9	
KXEQ	Reno	C	1340	1.0	0.98		Collantes, Rolando	46	9110	30		Spanish			1.7	0.6	0.8	1.2	1.8	2.6	0.9	2.5	0.9	
KHIT	Reno	C	1450	1.0	1.00	c	Lotus Comm Corp	55	6709			Sports			0.4	0.4	0.0	0.8	0.0	0.0	0.2	0.2	0.0	
KXTO	Reno	B	1550	2.5	0.09		First Bcstg of NV		89			Spanish				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KQLO	Sun Valley	B	1590	5.0	0.07		Thomas Aquinas	84	9912	165	2	Spanish	250	1.03	1.4	0.0	1.8	0.8	1.8	1.1	1.3	1.5	1.1	
# AM Stations -					10	# Combos -					6	AM TOTALS				24.2	14.5	17.2	19.1	24.6	21.7	19.7	21.9	18.0
AM & FM Stations Profiled -					27	# Duopolies -					9	Total Local Commercial Share				90.1	90.4	91.7	89.0	91.1	83.3	85.1	85.0	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 128

Revenue Rank: 141

Corpus Christi, TX Market Overview



Metro Counties / Population (000)

Nueces, TX	320.8
San Patricio, TX	69.5
	<hr/>
	390.3

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97						
		\$8,900	\$9,200	\$10,300	\$10,400	\$10,600	\$11,200	4.7%					
Δ 97 - 98	8.0%	1998	\$12,100	1999	\$12,900	2000	\$14,000	2001	\$14,700	2002	\$15,600	Δ 98 - 02	6.5%
Revenue/Retail Sales	\$3.43/1,000	1997	\$3.45/1,000	2002	\$4.13/1,000	Est. Breakout							
Revenue/Capita	\$24.79	\$28.70	\$38.21	Local	80%	National	20%						

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	359.0	390.3	1.7%	390.3	408.3
Households	121.4	132.3	1.7%	132.3	140.2	1.2%
Retail Sales	2,592.8	3,247.9	4.6%	3,247.9	3,774.4	3.1%
EBI	4,449.7	5,323.6	3.7%	5,323.6	6,785.6	5.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	192.6	41.6	19.9	16.3	29.5	31.4	22.9	31.0
Women (000)	197.7	39.2	19.2	15.9	28.7	31.5	24.2	38.9
Total	390.3	80.8	39.1	32.2	58.2	62.9	47.1	69.9
Percentage	100.0%	20.7%	10.0%	8.2%	14.9%	16.1%	12.1%	17.9%
Per Capita	\$ 13,640	Median Household		\$ 30,838	Avg Household		\$ 40,239	
Ethnic Population:	White 94.2%	Black 4.1%	Asian 1.2%	Hispanic 57.6%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		17	14	19	9	28
Tot 12+	3.5		70.2	70.8	73.7	8.0	81.7
Avg 12+	1.8		4.1	5.1	3.9	0.9	2.9
Tot LCS	4.3		85.9	86.7	90.2	9.8	100.0
Avg LCS	2.1		5.1	6.2	4.7	1.1	3.6

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
KKBA	Kingsville	C2	92.7	12.6 cp	869		Malkan Bcst Assoc	81				Soft Rock	700	1.23	4.7	3.6	5.6	4.8	3.4	5.0	4.9	2.1	0.0		
• KMXR	Corpus Christi	C1	93.9	100.0	840	d	AMFM Inc	70	9910 p		g	AC	900	1.28	5.8	4.2	4.1	5.2	4.8	5.8	4.9	7.0	5.7		
• KBSO	Corpus Christi	C3	94.7	25.0	285	a	Davila, Manuel	92				Rock	200	1.38	1.2	3.4	3.0	0.8	1.2	1.2	2.2	2.5	4.3		
• KZFM	Corpus Christi	C	95.5	100.0	994	c	Malkan Bcst Assoc	64	7910			CHR	1,600	1.11	11.9	8.0	7.5	8.8	11.8	11.3	13.0	11.4	9.1		
KLFG	Corpus Christi	C1	96.5	97.0	955	b	Equicom, Inc	67	9805	7,000	d2	Clsc Hits	900	1.91	3.9	2.3	2.1	3.2	3.6	5.0	6.1	5.0	5.1		
KFTX	Kingsville	C1	97.5	97.0	955		Dobson, Tom &	70	8902	800		Country	350	0.88	3.3	1.1	1.9	3.6	2.2	2.6	3.3	1.9	1.2		
• KLHB	Odem	C2	98.3	50.0 cp	433		Rodriguez Comm	85	9909 p		na	Tejano			7.7	5.0	5.8	8.6	4.8	2.2	2.8	1.3	1.2		
• KRYS	Corpus Christi	C1	99.1	97.0	932	d	AMFM Inc	83	9910 p		g	Country	1,950	1.61	10.0	8.2	7.9	8.4	9.0	9.9	8.1	10.1	11.6		
• KSAB	Robstown	C1	99.9	97.0	955	d	AMFM Inc	66	9910 p		g	Tejano	1,075	1.20	7.4	10.3	6.7	5.6	7.2	8.5	10.8	9.3	7.1		
• KNCN	Sinton	C1	101.3	100.0	361	d	AMFM Inc	72	9910 p		g	AOR	975	1.32	6.1	7.5	5.6	6.0	4.6	6.5	4.3	6.1	4.9		
KBTE	Rockport	C2	102.3	50.0 cp	446	e	Pacific	86	9805	1,775	d1	CHR	375	0.79	3.9	4.0	4.1	4.4	2.4	2.8	2.4	1.7	3.3		
KNDA	Alice	C2	102.9	50.0	492		Guerra Enterprises	74	9507	650		Tejano			1.7	1.0	1.9	1.0	2.0	1.2	1.2	0.6	3.5		
KOUL	Sinton	C1	103.7	100.0	942	b	Equicom, Inc	68	9805		d2	Country	1,200	1.57	6.3	3.3	2.8	5.4	5.6	6.0	5.7	9.9	9.3		
KKPN	Gregory	C3	104.5	14.0	446		BK Radio	98				Modern AC				5.6	6.2	0.0	0.0	0.0	0.0	0.0	0.0		
KMIQ	Robstown	A	105.1	3.0	299		Cotton Bcstg	89				DARK	150		0.7	0.8	0.4	0.4	0.8	1.4	1.0	1.7	2.8		
KRAD	Portland	A	105.5	1.9	361	b	Equicom, Inc	79	9805		d2	Modern Rock	350	0.66	4.4	2.7	4.3	3.8	3.8	4.4	3.5	3.0	3.9		
KTKY	Refugio	C3	106.1	25.0	328	e	Pacific	79	9805		d1	Talk			0.9	0.0	0.6	0.4	1.2	0.8	0.0	0.0	0.0		
KFLZ	Bishop	C3	106.9	25.0	299	a	MJS Radio	80	9607	550		Alternative				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KCCG	Ingleside	C3	107.3	14.0 cp	446		Pacific	96	9801	450		Oldies	300	0.65	3.8	2.7	4.7	4.0	2.6	0.8	0.0	0.0	0.0		
# FM Stations -					19	# Combos -					12	FM TOTALS					83.7	73.7	75.2	74.4	71.0	75.4	74.2	73.6	73.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
• KCTA	Corpus Christi	B	1030	50.0 cp	0.00	b	Bcstg Corp	59				Religion	100		0.5	0.0	0.4	0.4	0.4	0.6	1.0	0.8	0.0		
KCCT	Corpus Christi	B	1150	1.0	0.50	a	Davila, Manuel	54	7408			Sports			1.3	0.8	0.4	0.6	1.6	0.8	0.8	1.1	0.4		
KSIX	Corpus Christi	C	1230	1.0	1.00		Corpus Christi	47				News	125	0.86	1.2	0.4	0.6	0.8	1.2	0.6	0.8	1.1	0.6		
KINE	Kingsville	B	1330	1.0	0.28		Cotton Bcstg	48				Spar/Chrst			1.5	0.0	0.0	0.8	1.8	0.0	0.0	0.0	0.0		
• KRYS	Corpus Christi	B	1360	1.0	1.00	d	AMFM Inc	27	9910 p		g	Children	50		0.6	0.8	0.4	0.8	0.2	0.4	0.6	0.6	0.2		
• KUNO	Corpus Christi	C	1400	1.0	1.00	d	AMFM Inc	50	9910 p		g	Spanish	325	0.46	5.9	2.7	2.4	5.2	5.0	4.6	3.5	2.3	5.1		
KEYS	Corpus Christi	B	1440	1.0	1.00	c	Malkan Bcst Assoc	41	6612			Nws/Tlk/Spt	475	1.03	3.8	3.3	6.0	3.2	3.4	3.8	4.5	3.8	4.1		
KGLF	Robstown	B	1510	0.5	0.00		The Worship	63	9801	230		Religion			0.7	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0		
KDAE	Sinton	B	1590	1.0	0.50		The Worship	54	9902	500		Religion			1.0	0.0	0.0	1.0	0.8	0.8	1.0	1.9	1.6		
# AM Stations -					9	# Combos -					5	AM TOTALS					16.5	8.0	10.2	12.8	15.6	11.6	12.2	11.6	12.0
AM & FM Stations Profiled -					28	# Duopolies -					8	Total Local Commercial Share					81.7	85.4	87.2	86.6	87.0	86.4	85.2	85.0	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 129

Revenue Rank: 126

Shreveport, LA Market Overview



Metro Counties / Population (000)

Bossier, LA	94.3
Caddo, LA	244.7
Webster, LA	42.7
Total	381.7

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$8,600	\$9,200	\$10,500	\$12,200	\$12,400	\$13,000
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	6.9%	\$13,900	\$14,900	\$16,100	\$17,200	\$18,400	7.2%

	1992	1997	2002	Est. Breakout
Revenue/Retail Sales	\$2.95/1,000	\$3.33/1,000	\$3.69/1,000	Local 80%
Revenue/Capita	\$22.70	\$34.06	\$47.84	National 20%

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	378.8	381.7	0.2%	381.7	384.6	0.2%
Households	141.2	144.2	0.4%	144.2	148.7	0.6%
Retail Sales	2,913.3	3,904.0	6.0%	3,904.0	4,980.6	5.0%
EBI	4,994.1	5,468.7	1.8%	5,468.7	6,740.3	4.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	180.8	37.8	17.9	15.4	26.1	28.3	22.7	32.7
Women (000)	200.9	36.7	17.5	15.5	27.7	32.1	25.6	45.8
Total	381.7	74.5	35.4	30.9	53.8	60.3	48.3	78.4
Percentage	100.0%	19.5%	9.3%	8.1%	14.1%	15.8%	12.7%	20.5%
Per Capita	\$ 14,327							
				Median Household	\$ 29,060		Avg Household	\$ 37,924
Ethnic Population:	White 62.2%		Black 36.7%		Asian 0.8%		Hispanic 1.5%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		10	11	13	9	22
Tot 12+	14.8		59.2	71.6	74.0	15.2	89.2
Avg 12+	4.9		5.9	6.5	5.7	1.7	4.1
Tot LCS	16.6		66.4	80.3	83.0	17.0	100.0
Avg LCS	5.5		6.6	7.3	6.4	1.9	4.5

Competitive Overview

Some stations also rated in Texarkana.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998	Fall 1997
KLKL	Benton	A	92.1	6.0	322	b	Camp, Cary D.	82	9402	368		Oldies	800	1.64	3.5	2.9	2.8	2.3	3.8	2.8	4.1	3.2	2.6
KITT	Shreveport	C	93.7	95.0	1011	c	Clear Channel	68	9812	24,000	d2	Country	1,000	0.99	7.3	4.0	4.1	3.9	3.4	5.6	5.9	7.7	6.8
KRUF	Shreveport	C	94.5	99.0	1096	c	Clear Channel	48	9812		d2	CHR	1,400	0.96	10.5	10.4	9.2	8.9	7.4	9.8	10.3	9.6	7.9
KSYR	Minden	C2	95.7	50.0	469	e	Mitchell, John	78	9608		na 1	Hot AC	300	0.77	2.8	2.9	2.0	2.7	5.3	3.7	3.4	3.0	0.0
KVKI	Shreveport	C1	96.5	95.0	797	c	Clear Channel	59	9812		d2	AC	1,800	1.51	8.6	6.9	5.7	6.8	8.2	5.6	9.6	7.3	8.3
KTAL	Texarkana	C	98.1	100.0	1362		WEHCO Media	45				Clsc Rock	600	0.98	4.4	2.4	3.1	3.4	3.4	4.0	4.3	3.6	3.9
● KTUX	Carthage	C1	98.9	100.0	720		Clear Channel	85	9911 p	5,500		Rock	500	0.92	3.9	5.8	3.3	4.1	4.7	2.3	3.9	3.4	4.2
● KMJJ	Shreveport	C2	99.7	50.0	463	a	AMFM Inc	76	9910 p		g	Urban	1,650	0.70	16.9	15.3	16.1	13.6	11.6	15.8	13.2	14.5	17.1
● KRMD	Shreveport	C	101.1	98.0	1119	a	AMFM Inc	48	9910 p		g	Country	3,600	1.95	13.3	8.0	8.1	13.0	7.6	13.3	9.8	11.1	13.6
● KRVQ	Blanchard	C3	102.3	20.0 cp	367	e	Mitchell, John	98	9901		st 1	Oldies				2.7	5.2	3.9	1.5	0.0	0.0	0.0	0.0
KDKS	Haughton	A	103.7	6.0	328	b	Camp, Cary D.	93				Urban AC	700	0.46	10.9	11.1	12.0	10.9	10.6	11.9	10.0	9.6	7.5
KNCB	Vivian	A	105.3	1.4	459	d	North Caddo Bcstg	96				Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KYLA	Homer	C2	106.7	50.0	459		NWLA Bcstg Co	98				Country			0.7	1.1	2.4	1.8	1.5	1.2	1.4	0.0	0.0
# FM Stations -					13	# Combos -					10	FM TOTALS			82.8	73.5	74.0	75.3	69.0	76.0	75.9	73.0	71.9

AM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)						
																	Summer 1999	Spring 1999	Winter 1999	Fall 1998	Summer 1998	Spring 1998	Winter 1998
KEEL	Shreveport	B	710	50.0	5.00	c	Clear Channel	22	9812		d2	News/Talk	600	0.64	6.7	5.3	6.3	4.5	7.2	5.3	4.8	7.3	6.6
KOKA	Shreveport	B	980	5.0	0.00	b	Camp, Cary D.	50	8910	175	sw	Gospel	500	0.65	5.5	6.0	6.8	5.5	7.0	5.3	3.7	4.1	6.8
● KBCL	Bossier City	B	1070	0.3	0.00		Results Unlimited	57	8306	220		CCtmp/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KWKH	Shreveport	A	1130	50.0	50.00	c	Clear Channel	25	9812		d2	Nws/Tlk/Spt	200	0.58	2.5	3.3	1.7	2.3	2.1	1.9	2.1	2.8	2.2
KASO	Minden	C	1240	1.0	1.00		Cole Bcstg Inc	52	9802	195		Adlt Stndrd	75		0.9	0.0	0.4	1.4	0.4	0.7	0.7	0.6	1.3
KFLO	Shreveport	B	1300	5.0	0.03		Moore, A. T.	75	7706			Gospel			0.4	0.0	0.0	0.0	0.6	0.5	0.0	0.6	0.4
KNCB	Vivian	B	1320	5.0	0.06	d	North Caddo Bcstg	66				Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● KRMD	Shreveport	C	1340	1.0	1.00	a	AMFM Inc	28	9910 p		g	Sports	175	1.14	1.1	1.1	0.0	1.4	0.6	0.7	1.6	0.9	0.9
KIOU	Shreveport	B	1480	1.0	0.13		Metropolitn Radio	89	9707	71		Gospel				1.6	0.0	0.0	2.1	0.0	0.0	0.0	0.0
# AM Stations -					9	# Combos -					5	AM TOTALS			17.1	17.3	15.2	15.1	20.0	14.4	12.9	16.3	18.2
AM & FM Stations Profiled -					22	# Duopolies -					6	Total Local Commercial Share			90.8	89.2	90.4	89.0	90.4	88.8	89.3	90.1	

Docket 80-90 Allocations: 102.9, C, Shreveport

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 130

Revenue Rank: 136

Beaumont-Port Arthur, TX Market Overview



Metro Counties / Population (000)

Hardin, TX	49.0
Jefferson, TX	243.9
Orange, TX	85.6
Total	378.5

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$7,200	\$7,800	\$8,900	\$9,300	\$10,300	\$11,300
Revenue/Retail Sales Revenue/Capita	1992	1997	2002	Est. Breakout			
	\$2.43/1,000	\$3.38/1,000	\$4.38/1,000	Local	90%	National	10%

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	363.0	378.5	0.8%	378.5	376.8
Households	135.5	139.7	0.6%	139.7	141.3	0.2%
Retail Sales	2,960.6	3,347.1	2.5%	3,347.1	3,763.2	2.4%
EBI	4,803.7	5,452.8	2.6%	5,452.8	6,534.1	3.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	184.3	36.4	17.4	14.5	26.3	29.2	23.9	36.5
Women (000)	194.2	33.9	16.7	14.6	26.2	29.9	25.0	47.9
Total	378.5	70.4	34.1	29.1	52.5	59.1	48.9	84.4
Percentage	100.0%	18.6%	9.0%	7.7%	13.9%	15.6%	12.9%	22.3%
Per Capita	\$ 14,406	Median Household		\$ 31,040	Avg Household		\$ 39,032	
Ethnic Population:	White 72.6%	Black 24.9%	Asian 2.2%	Hispanic 5.3%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			11	7	11	10	21
Tot 12+			61.8	57.4	61.8	9.8	71.6
Avg 12+			5.6	8.2	5.6	1.0	3.4
Tot LCS			86.3	80.2	86.3	13.7	100.0
Avg LCS			7.8	11.5	7.8	1.4	4.8

Competitive Overview

Some stations also rated in Houston.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
KTFA	Groves	C2	92.5	50.0	440	c	City Gate Media Inc	83				ChrsContemp	425	1.12	3.0	3.6	3.2	2.3	2.2	3.9	3.7	3.8	2.0	
• KOVE	Port Arthur	C	93.3	100.0	1952		Hispanic Bcstg	92	9702			Internat'l	n/a		0.6	0.4	0.0	0.0	0.9	0.9	1.3	0.6	0.0	
KQXY	Beaumont	C	94.1	100.0	cp	1099	d	Cumulus Bcstg Inc	66	9804	10,500	d1	CHR	1,550	0.96	12.8	8.1	6.1	11.4	7.5	8.8	8.0	7.7	8.1
• KYKR	Beaumont	C1	95.1	100.0	cp	430	a	AMFM Inc	69	9910		g	Country	1,650	0.75	17.5	9.4	9.5	14.4	11.5	9.8	11.9	10.0	8.8
KAYD	Beaumont	C1	97.5	50.0		322	d	Cumulus Bcstg Inc	48	9804		d1	Country	2,700	1.33	16.1	13.5	11.2	10.4	13.5	11.3	9.5	12.4	14.5
KTJM	Port Arthur	C	98.5	100.0	1952	b	Faith Bcstg LP	63	9412			Oldies	n/a		3.2	4.0	2.7	3.0	1.8	2.0	3.2	4.9	4.8	
• KWDX	Silsbee	C3	101.7	25.0	cp	328	e	Proctor-Williams	80	9811	400	c1	Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KTCX	Beaumont	C2	102.5	50.0		492	d	Cumulus Bcstg Inc	96	9804	3,600		Urban	1,075	0.93	9.2	9.6	13.9	6.7	6.9	7.0	6.3	0.0	0.0
• KKMY	Orange	C1	104.5	100.0		400	a	AMFM Inc	72	9910		g	AC	1,750	1.30	10.7	6.7	6.1	6.7	9.1	8.6	6.7	10.9	8.1
• KIOC	Orange	C	106.1	100.0	1060	a	AMFM Inc	77	9910		g	AOR	900	0.80	8.9	6.5	7.6	9.0	4.2	4.1	5.2	4.1	5.7	
• KXTJ	Beaumont	C	107.9	100.0	1952		El Dorado Comm	67	9305	See (10)		Mexican	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	
# FM Stations -					11	# Combos -					9	FM TOTALS				82.0	61.8	60.3	63.9	57.6	56.4	55.8	55.0	52.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
• KLVI	Beaumont	B	560	5.0	5.00	a	AMFM Inc	24	9910		g	News/Talk	1,775	1.44	9.8	5.8	8.8	6.5	8.0	7.0	9.3	6.0	7.9	
KZZB	Beaumont	B	990	1.0	1.00		Martin Bcstg Inc	47	9208	70		Gospel	50		0.5	1.1	1.0	0.0	0.7	0.7	0.6	1.5	1.1	
KUHD	Port Neches	B	1150	0.5	0.06		Vision Latina Bcstg	59	9612		nc	News/Info				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KALO	Port Arthur	B	1250	5.0	1.00	b	Radio Maria	34	9910		c3	Gospl/RhyBl	275	0.41	5.3	1.8	4.6	2.8	5.1	4.8	5.0	5.6	7.0	
• KKAS	Silsbee	.0	1300	0.5	0.06	e	Proctor-Williams	59	9811		c1	AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KOLE	Port Arthur	C	1340	1.0	1.00	c	City Gate Media Inc	47	9510	80		Chrst/Talk	125			0.4	0.7	0.0	0.0	0.0	0.9	0.0	0.0	
KRCM	Beaumont	B	1380	1.0	0.13		Covenant Media	47	9411		na	Rellglon				0.0	0.0	0.0	0.0	0.7	1.1	0.6	2.2	
KIKR	Beaumont	C	1450	1.0	1.00	d	Cumulus Bcstg Inc	38	9804		d1	Country			0.1	0.0	0.2	0.0	0.2	0.5	0.2	0.4	0.2	
KQHN	Nederland	B	1510	5.0	0.00	d	Cumulus Bcstg Inc	69	9804		d1	Black Gospl			0.9	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	
KOGT	Orange	B	1600	1.0	1.00		G-CAP	48	9208	250		Country	275	1.56	1.4	0.7	1.2	0.9	1.1	0.7	0.6	0.0	1.3	
# AM Stations -					10	# Combos -					5	AM TOTALS				18.0	9.8	16.5	10.2	16.4	14.4	17.7	14.1	19.7
AM & FM Stations Profiled -					21	# Duopolies -					4	Total Local Commercial Share				71.6	76.8	74.1	74.0	70.8	73.5	69.1	71.7	

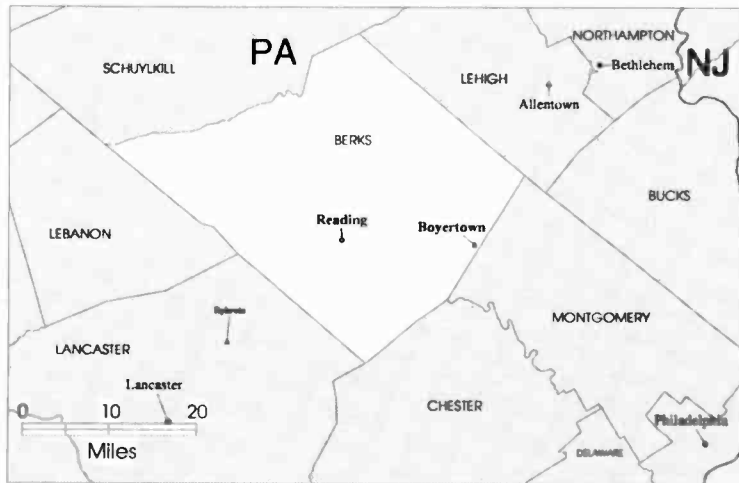
• Indicates a change since last edition

1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 131

Revenue Rank: 161

Reading, PA Market Overview



Metro Counties / Population (000)

Berks, PA	354.8
	354.8

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

ESTIMATED GROSS REVENUES ***	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$5,900	\$6,400	\$7,300	\$7,600	\$8,600	\$9,700
***	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	6.2%	\$10,300	\$11,000	\$11,800	\$12,400	\$13,200	6.5%
	1992	1997	2002				Est. Breakout
Revenue/Retail Sales	\$1.97/1,000	\$2.64/1,000	\$3.04/1,000				Local 75%
Revenue/Capita	\$17.03	\$27.34	\$36.58				National 25%

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	346.4	354.8	0.5%	354.8	360.9
Households	131.4	135.4	0.6%	135.4	139.7	0.6%
Retail Sales	2,990.2	3,670.7	4.2%	3,670.7	4,336.2	3.4%
EBI	5,477.2	6,054.3	2.0%	6,054.3	7,156.5	3.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	172.4	28.6	13.5	14.8	25.3	28.4	22.7	39.0
Women (000)	182.4	27.2	12.9	15.5	23.9	28.8	23.8	50.5
Total	354.8	55.9	26.4	30.3	49.2	57.2	46.4	89.5
Percentage	100.0%	15.7%	7.4%	8.5%	13.9%	16.1%	13.1%	25.2%
Per Capita	\$ 17,064			Median Household	\$ 38,189		Avg Household	\$ 44,714
Ethnic Population:	White 94.8%		Black 3.7%		Asian 1.4%		Hispanic 6.8%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations		4		1	4	3	7
Tot 12+		28.3		15.0	28.3	10.7	39.0
Avg 12+		7.1		15.0	7.1	3.6	5.6
Tot LCS		72.6		38.5	72.6	27.4	100.0
Avg LCS		18.1		38.5	18.1	9.1	14.3

Competitive Overview

Some stations also rated in Allentown and Lancaster.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
• WLEV	Allentown	B	100.7	11.0	1073		Citadel Comm Corp	47	9710	See (67)		AC	n/a		11.1	3.5	3.6	4.6	4.4	5.8	4.2	5.7	4.3		
WRFY	Reading	B	102.5	19.0	807	a	Clear Channel	62	9607		g1	Top 40	7,500	2.35	31.0	15.0	12.7	12.9	12.2	18.6	20.4	16.9	18.8		
WIOV	Ephrata	B	105.1	25.0 cp	702	b	Brill Media Co	62	8501	See (111)		Country	n/a		18.1	8.2	5.5	5.2	9.8	8.3	6.5	7.9	10.0		
WBYN	Boyertown	B	107.5	30.0	610		WDAC Radio Co	60	9111	4,300		Christian	550	1.57	3.4	1.6	1.5	1.0	1.8	1.9	1.0	1.0	3.1		
# FM Stations -					4	# Combos -					2	FM TOTALS					63.6	28.3	23.3	23.7	28.2	34.6	32.1	31.5	36.2

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
• WEEU	Reading	B	830	5.0 cp	6.00		WEEU Bcstg Co	31	4612			FullService	1,250	0.55	22.0	7.0	8.9	9.2	8.6	7.9	10.7	9.8	8.0		
WIOV	Reading	C	1240	1.0	1.00	b	Brill Media Co	46	8108	1,900		Sports	450	3.36	1.3	0.0	0.6	0.6	0.4	0.6	0.8	0.0	0.6		
WRAW	Reading	C	1340	1.0	1.00	a	Clear Channel	22	9607		g1	Nostalgia	500	0.37	13.1	3.7	4.5	4.4	6.4	2.7	6.3	3.8	6.7		
# AM Stations -					3	# Combos -					1	AM TOTALS					36.4	10.7	14.0	14.2	15.4	11.2	17.8	13.6	15.3
AM & FM Stations Profiled -					7	# Duopolies -					0	Total Local Commercial Share						39.0	37.3	37.9	43.6	45.8	49.9	45.1	51.5

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 132

Revenue Rank: 123

Quad Cities, IA-IL Market Overview



Metro Counties / Population (000)

Scott, IA	157.2
Henry, IL	50.8
Rock Island, IL	150.0
	358.0

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

ESTIMATED GROSS REVENUES	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$10,100	\$10,500	\$11,800	\$12,100	\$12,300	\$13,100	5.3%
★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	10.7%	\$14,500	\$15,600	\$17,000	\$18,000	\$19,300	7.5%

	1992	1997	2002	Est. Breakout	
Revenue/Retail Sales	\$3.17/1,000	\$3.76/1,000	\$4.79/1,000	Local	88%
Revenue/Capita	\$28.81	\$36.59	\$54.11	National	12%

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	350.6	358.0	0.4%	358.0	356.7	-0.1%
Households	137.0	140.7	0.5%	140.7	142.8	0.3%
Retail Sales	3,183.8	3,482.8	1.8%	3,482.8	4,030.5	3.0%
EBI	5,085.9	5,562.3	1.8%	5,562.3	6,298.7	2.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55	
Men (000)	173.5	32.6	15.9	14.1	23.6	29.1	23.8	34.5	
Women (000)	184.5	31.1	15.2	14.7	24.5	29.5	24.3	45.3	
Total	358.0	63.6	31.1	28.8	48.1	58.6	48.1	79.7	
Percentage	100.0%	17.8%	8.7%	8.0%	13.4%	16.4%	13.4%	22.3%	
Per Capita	\$ 15,537		Median Household		\$ 32,922		Avg Household		\$ 39,533
Ethnic Population:	White	92.6%	Black	6.1%	Asian	1.0%	Hispanic	5.4%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	2	6	9	12	8	20
Tot 12+	3.8	19.6	42.6	65.5	66.0	15.2	81.2
Avg 12+	1.0	9.8	7.1	7.3	5.5	1.9	4.1
Tot LCS	4.7	24.1	52.5	80.7	81.3	18.7	100.0
Avg LCS	1.2	12.1	8.7	9.0	6.8	2.3	5.0

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
KORB	Bettendorf	A	93.5	6.0	318	c	Connoisseur Comm	84	9606	633		CHR	425	0.64	4.6	3.3	3.7	3.3	4.2	5.4	4.5	4.4	4.7
WJRE	Kewanee	A	93.9	3.1	453	b	Miller Media Group	66	9412	400	c3	Lite Rock			0.3	0.0	0.7	0.0	0.4	0.0	0.5	0.0	0.0
KMXG	Clinton	C1	96.1	100.0	981	a	Sconnix Bcstg Co	74	9512	11,000	c5	Hot AC	1,200	1.12	7.4	6.5	6.6	5.9	6.2	5.6	7.0	6.3	5.1
WXLP	Moline	B	96.9	50.0	499	c	Connoisseur Comm	70	9401	2,925	c2	Clsc Rock	1,575	1.34	8.1	7.0	5.9	7.4	5.8	5.8	8.4	7.7	6.3
WHTS	Rock Island	B	98.9	12.5	981	d	Dudley, William III	47	9505	1,500	c4	CHR	750	0.40	12.8	12.6	11.3	10.9	10.0	8.3	7.4	6.3	7.8
KBOB	Muscatine	C1	99.7	100.0	896	c	Connoisseur Comm	49	9403	1,700		Country	1,100	1.10	6.9	3.5	4.9	5.9	5.3	5.6	6.5	6.1	4.9
KUUL	East Moline	C2	101.3	12.5 cp	981	a	Sconnix Bcstg Co	76	8211	1,080		Oldies	1,600	1.36	8.1	7.7	5.6	5.5	7.6	8.7	7.7	8.5	9.2
• WRMJ	Aledo	A	102.3	3.0	299	e	Western IL Bcstg	79				Country				0.5	0.0	0.0	0.0	0.4	0.0	0.0	0.0
• WHHK	Galva	A	102.5	3.0	328	e	Western IL Bcstg	95	9909 p	550	c1	AC	75			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLLR	Davenport	C	103.7	91.0	1191	a	Sconnix Bcstg Co	48	9512		c5	Country	3,350	1.34	17.2	12.1	12.3	14.7	13.3	11.9	12.4	14.5	16.1
KQLI	Clinton	C3	104.9	12.5	469	c	Connoisseur Comm	77	9608	850		Lite AC	50	0.16	2.1	3.0	3.9	3.5	0.0	0.2	0.2	1.0	0.2
KCQQ	Davenport	C1	106.5	100.0	896	a	Sconnix Bcstg Co	66	9508	1,600		Clsc Hits	2,450	1.28	13.2	9.8	10.3	11.6	10.0	11.6	10.6	11.7	11.4
# FM Stations -					12	# Combos -					12	FM TOTALS			80.7	66.0	65.2	68.7	62.8	63.5	65.2	66.5	65.7

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WDLM	East Moline	B	960	1.0	0.10		Moody Bible Inst	60				Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KJOC	Davenport	B	1170	1.0 cp	1.00	c	Connoisseur Comm	46	9401		c2	Sports	125	0.45	1.9	1.4	1.0	1.3	1.8	2.2	1.8	0.7	1.3
• WLLR	Moline	C	1230	1.0	1.00	a	Sconnix Bcstg Co	46	8410	400		Cntry/Sprts	100	0.57	1.2	0.5	0.7	0.7	1.3	0.7	0.7	1.2	0.0
WKBF	Rock Island	B	1270	5.0	5.00	d	Dudley, William III	25	9505		c4	Big Band	375	0.40	6.4	4.4	4.9	4.6	5.8	6.0	7.2	0.2	0.0
• WOC	Davenport	B	1420	5.0	5.00	a	Sconnix Bcstg Co	22	9512		c5	News/Sprts	1,000	0.78	8.8	8.4	7.8	7.0	7.3	6.7	8.1	9.0	9.2
WKEI	Kewanee	C	1450	0.5	1.00	b	Miller Media Group	52	9412		c3	Nws/Tlk/Spt	100	0.69	1.0	0.5	1.2	0.7	0.9	0.9	0.9	1.2	0.9
• WGEN	Geneseo	B	1500	0.3	0.00	e	Western IL Bcstg	63	9909 p		c1	AC	75			0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.2
KFQC	Davenport	B	1580	0.5	0.01		Quad City Minority	52	9601	45		Urban	100			0.0	0.0	0.0	0.0	1.8	0.7	0.7	2.0
# AM Stations -					8	# Combos -					6	AM TOTALS			19.3	15.2	15.6	14.3	17.1	18.5	19.4	13.2	13.6
AM & FM Stations Profiled -					20	# Duopolies -					6	Total Local Commercial Share			81.2	80.8	83.0	79.9	82.0	84.6	79.7	79.3	

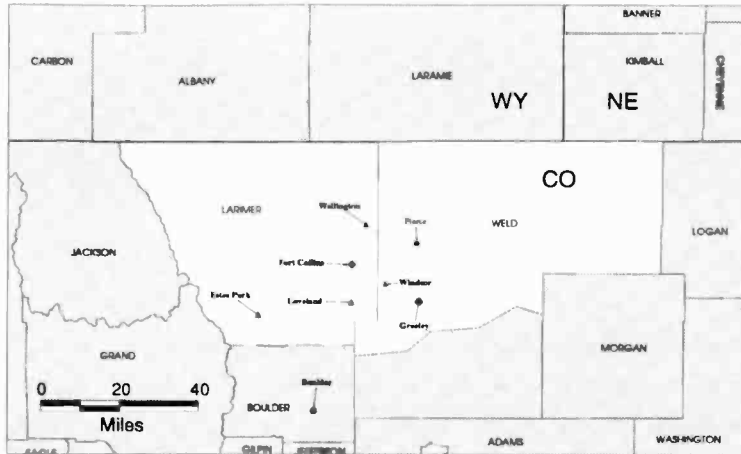
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 133

Revenue Rank: 176

Ft Collins-Greeley, CO Market Overview



Metro Counties / Population (000)

Larimer, CO	228.1
Weld, CO	121.5
	349.6

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

ESTIMATED GROSS REVENUES ★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	N/A	N/A	N/A	N/A	N/A	N/A	\$8,300
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	N/A	\$2.25/1,000	\$2.40/1,000	Local	80%		
Revenue/Capita	1992	1997	2002	National	20%		
	N/A	\$23.74	\$31.74				

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	310.5	349.6	2.4%	349.6	384.4
Households	116.0	131.6	2.6%	131.6	147.3	2.3%
Retail Sales	2,314.1	3,685.2	9.8%	3,685.2	5,077.2	6.6%
EBI	4,212.2	5,253.4	4.5%	5,253.4	6,807.3	5.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	174.1	32.9	14.6	20.7	27.6	31.5	21.1	25.7
Women (000)	175.5	31.1	13.9	20.3	26.4	31.0	20.9	31.9
Total	349.6	64.0	28.4	41.0	54.0	62.5	42.1	57.6
Percentage	100.0%	18.3%	8.1%	11.7%	15.4%	17.9%	12.0%	16.5%
Per Capita	\$ 15,026			Median Household	\$ 32,660		Avg Household	\$ 39,933
Ethnic Population:	White	97.0%	Black	0.6%	Asian	1.7%	Hispanic	13.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			5	4	5	8	13
Tot 12+			17.0	17.0	17.0	3.3	20.3
Avg 12+			3.4	4.3	3.4	0.4	1.6
Tot LCS			83.7	83.7	83.7	16.3	100.0
Avg LCS			16.7	20.9	16.7	2.0	7.7

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
KGLL	Greeley	C1	96.1	100.0	735	a	Clear Channel	75	9905		g1	Country	1,000	0.87	12.5	1.9	2.8	3.1	3.3	0.0	0.0	0.0	0.0	
KUAD	Windsor	C1	99.1	100.0	696	c	Brill Media Co	75				Country	2,000	0.86	25.4	7.3	6.0	5.1	8.0	0.0	0.0	0.0	0.0	
KRKI	Estes Park	C3	102.1	25.0 cp	226	d	Mountain States	97	9804	700	c1	Adult Rock	350			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KTRR	Loveland	C2	102.5	50.0	410	c	Brill Media Co	66	9902	1,800		AC	1,200	0.77	16.9	5.2	6.4	5.6	3.0	0.0	0.0	0.0	0.0	
● KPAW	Fort Collins	C1	107.9	100.0 cp	640	a	Clear Channel	75	9905		g1	AC/Oldies	1,400	1.06	14.4	2.6	3.4	3.1	4.3	0.0	0.0	0.0	0.0	
# FM Stations -					5	# Combos -					5	FM TOTALS				69.2	17.0	18.6	16.9	18.6	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'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
● KIIX	Wellington	B	600	5.0	0.50		Clear Channel	59	9905		g1	Nostalgia	350	0.40	9.4	0.9	1.8	2.5	2.3	0.0	0.0	0.0	0.0	
KVVS	Windsor	B	1170	1.0	0.00		Sanchez-Velasco	69				Spanish	125	0.50	2.7	0.0	1.4	0.4	1.0	0.0	0.0	0.0	0.0	
KFKA	Greeley	B	1310	5.0	1.00		Weld Bcstg Co Inc	21				Nws/Tlk/Spt	700	1.62	4.7	0.7	0.9	1.6	0.8	0.0	0.0	0.0	0.0	
KHNC	Johnstown	B	1360	4.0 cp	0.45	b	Wiedeman,	93				News/Talk	400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KCOL	Fort Collins	B	1410	5.0 cp	1.00	a	Clear Channel	47	9905		g1	Nws/Tlk/Spt	800	1.67	5.2	1.7	1.8	0.9	1.8	0.0	0.0	0.0	0.0	
● KGRE	Greeley	C	1450	1.0	1.00		Greeley Bcstg Corp	48	9805	145		Spanish	400	0.62	7.0	0.0	2.5	1.8	1.8	0.0	0.0	0.0	0.0	
KEZZ	Estes Park	B	1470	1.0	0.05	d	Mountain States	67	9804		c1	Nostalgia	250	1.51	1.8	0.0	0.7	0.9	0.0	0.0	0.0	0.0	0.0	
● KHPN	Loveland	B	1570	1.0	0.02		Spearman	55	9709	275		Country	225			0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					8	# Combos -					2	AM TOTALS				30.8	3.3	9.6	8.1	7.7	0.0	0.0	0.0	0.0
AM & FM Stations Profiled -					13	# Duopolies -					3	Total Local Commercial Share				20.3	28.2	25.0	26.3	0.0	0.0	0.0	0.0	

NOTE: Market first rated Fall 1997

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 134

Revenue Rank: 131

Peoria, IL Market Overview



Metro Counties / Population (000)

Peoria, IL	185.2
Tazewell, IL	129.1
Woodford, IL	35.7
Total	350.0

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$9,600	\$10,000	\$10,900	\$11,200	\$11,900	\$12,100
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	11.6%	\$13,500	\$14,800	\$16,300	\$17,400	\$19,000	9.0%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.26/1,000	\$3.38/1,000	\$4.54/1,000	Local	86%		
Revenue/Capita	\$28.10	\$34.57	\$53.72	National	14%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	341.6	350.0	0.5%	350.0	353.7	0.2%
Households	130.8	134.6	0.6%	134.6	138.1	0.5%
Retail Sales	2,943.8	3,576.7	4.0%	3,576.7	4,181.2	3.2%
EBI	5,157.4	5,904.7	2.7%	5,904.7	6,988.6	3.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	169.1	30.9	16.0	14.4	22.5	27.9	23.2	34.4
Women (000)	180.9	29.4	15.4	14.5	22.9	29.6	23.8	45.3
Total	350.0	60.3	31.4	28.9	45.4	57.5	47.0	79.7
Percentage	100.0%	17.2%	9.0%	8.2%	13.0%	16.4%	13.4%	22.8%
Per Capita	\$ 16,871	Median Household		\$ 36,650	Avg Household		\$ 43,869	
Ethnic Population:	White 90.6%	Black 8.1%	Asian 1.1%	Hispanic 1.5%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	5		10	12	5	17
Tot 12+	28.4	37.4		62.8	65.8	10.1	75.9
Avg 12+	4.1	7.5		6.3	5.5	2.0	4.5
Tot LCS	37.4	49.3		82.7	86.7	13.3	100.0
Avg LCS	5.3	9.9		8.3	7.2	2.7	5.9

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
• WBGE	Peoria	A	92.3	6.0	148		B&G Broadcasting	92	9207		na	2 R&B Oldies	500	0.79	4.7	2.0	3.5	3.9	3.6	1.8	4.9	3.8	4.6		
WPBG	Peoria	B	93.3	40.0	551	b	JMP Media LLC	47	9903 p	10,750	c4	Oldies	1,900	1.08	13.0	11.3	10.4	10.1	10.5	10.8	5.1	6.9	7.0		
• WKSO	Chillicothe	A	94.3	6.0	299	a	Kelly	77	9410	525		CHR	125	0.49	1.9	1.0	0.8	1.8	1.2	3.5	3.1	4.1	2.2		
WGLO	Pekin	B1	95.5	7.0	620	c	Cromwell Group	71	8507	675	c1	1 AOR	1,050	1.00	7.8	7.1	8.3	5.7	6.7	4.5	5.4	5.5	6.8		
WJPL	Farmington	A	96.5	4.3	377		Orchard Comm Inc.	97				2 Smooth Jazz	800	3.29	1.8	2.0	2.1	2.3	0.5	0.0	0.0	0.0	0.0		
WFYR	Elmwood	B1	97.3	23.5	338	c	Cromwell Group	93	9412	852		Country	650	0.78	6.2	5.7	4.8	3.9	6.0	5.0	2.7	1.9	1.4		
WPPY	Eureka	A	98.5	6.0	328	c	Cromwell Group	89	9908	1,200		Top 40	400	1.06	2.8	3.4	2.1	2.8	1.7	2.3	3.8	2.9	1.7		
WIXO	Bartonville	A	99.9	1.5	584	c	Cromwell Group	97	9708	853	1	Alternative	500	0.47	7.8	6.9	5.9	6.7	5.7	6.3	0.0	0.0	0.0		
WFXF	Morton	A	102.3	6.0	299	a	Kelly	76	9808	1,800		Clisc Rock	225	0.30	5.6	5.2	3.2	5.2	3.6	2.8	5.6	3.3	3.9		
WXCL	Pekin	A	104.9	3.0	328	a	Kelly	73	8611	1,800	c2	Country	1,350	0.83	12.1	7.9	12.5	8.2	11.0	12.3	16.3	16.3	13.5		
WWCT	Peoria	B	105.7	33.0	591	a	Kelly	71	9904	7,750		AOR	1,525	1.49	7.6	5.9	4.3	5.9	6.2	10.3	11.4	12.9	9.9		
WSWT	Peoria	B	106.9	50.0	479	d	JMP Media LLC	64	9908 p	11,860	c3	Lite Rock	1,700	1.05	12.0	7.4	9.9	9.0	10.0	6.8	9.6	10.0	9.9		
# FM Stations -					12	# Combos -					10	FM TOTALS					83.3	65.8	67.8	65.5	66.7	66.4	67.9	67.6	60.9

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
WPEO	Peoria	B	1020	1.0	0.00		Crawford, Richard	46	7001			Religion	250	1.68	1.1	1.7	1.1	0.8	1.0	0.8	1.8	0.7	1.7		
WVEL	Pekin	B	1140	5.0	0.00	c	Cromwell Group	48	8507		c1	Religion	250		0.3	0.0	0.5	0.0	0.5	0.0	0.0	0.0	0.0		
WIRL	Peoria	B	1290	5.0	5.00	d	JMP Media LLC	47	9908 p		c3	News/Talk	425	1.26	2.5	3.0	1.6	2.6	1.4	1.8	2.0	2.4	3.1		
WTAZ	Peoria	B	1350	1.0	1.00	a	Kelly	60	8611		c2	Nws/Tlk/Spt	125	0.14	6.8	0.7	0.5	4.4	6.4	6.3	6.3	6.9	4.8		
WMBD	Peoria	B	1470	5.0	5.00	b	JMP Media LLC	22	9906		c4	News/Talk	1,675	2.10	5.9	4.7	7.2	5.7	3.6	7.6	6.0	5.7	5.8		
# AM Stations -					5	# Combos -					4	AM TOTALS					16.6	10.1	10.9	13.5	12.9	16.5	16.1	15.7	15.4
AM & FM Stations Profiled -					17	# Duopolles -					6	Total Local Commercial Share						75.9	78.7	79.0	79.6	82.9	84.0	83.3	76.3

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 135

Revenue Rank: 117

Appleton - Oshkosh, WI Market Overview



Metro Counties / Population (000)

Calumet, WI	38.2
Outagamie, WI	155.2
Winnebago, WI	154.0
	<hr/>
	347.4

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

ESTIMATED GROSS REVENUES ***	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$9,800	\$10,100	\$10,700	\$12,100	\$13,100	\$14,300
Δ 97 - 98	1998	1999	2000	2001	2002		Δ 98 - 02
	9.1%	\$15,600	\$17,000	\$18,500	\$19,800	\$21,400	8.2%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$3.50/1,000	\$3.56/1,000	\$4.11/1,000	Local	90%		
Revenue/Capita	\$30.07	\$41.16	\$59.23	National	10%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	325.9	347.4	1.3%	347.4	361.3
Households	120.0	128.3	1.3%	128.3	135.7	1.1%
Retail Sales	2,798.1	4,012.4	7.5%	4,012.4	5,200.8	5.3%
EBI	4,836.1	5,837.0	3.8%	5,837.0	7,390.3	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	172.8	33.2	14.9	16.2	27.8	28.8	21.8	30.1
Women (000)	174.6	31.6	13.9	16.4	25.8	27.5	21.5	37.9
Total	347.4	64.7	28.8	32.6	53.6	56.3	43.4	68.0
Percentage	100.0%	18.6%	8.3%	9.4%	15.4%	16.2%	12.5%	19.6%
Per Capita	\$ 16,802			Median Household	\$ 39,863		Avg Household	\$ 45,495
Ethnic Population:	White 96.7%		Black 0.5%		Asian 1.7%		Hispanic	1.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	1	9	9	13	9	22
Tot 12+	6.8	1.0	52.2	56.8	60.0	14.8	74.8
Avg 12+	2.3	1.0	5.8	6.3	4.6	1.6	3.4
Tot LCS	9.1	1.3	69.8	75.9	80.2	19.8	100.0
Avg LCS	3.0	1.3	7.8	8.4	6.2	2.2	4.5

Competitive Overview

Some stations also rated in Green Bay.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
• WOZZ	New London	C2	93.5	50.0	492	c	Midwest Comm Inc	67	9307		g	Clsc Rock	1,275	1.28	6.4	4.5	4.9	4.5	5.7	8.6	6.3	6.2	4.1	
WROE	Neenah-Menash	C3	94.3	25.0	338	c	Midwest Comm Inc	71	9702		sw	Lite Rock	1,450	1.24	7.5	6.6	5.3	6.6	5.3	5.9	5.3	6.0	6.1	
WWWX	Oshkosh	A	96.9	6.0	328	b	Cumulus Bcstg Inc	67	9709	5,200	d1	Rock	1,050	1.22	5.5	6.0	2.4	3.8	5.0	4.2	6.1	6.4	8.9	
• WQLH	Green Bay	C1	98.5	100.0	499		Green Bay Bcstg	67				CHR	n/a		0.8	1.4	0.4	0.9	0.4	0.6	1.1	1.1	1.3	
WPKR	Omro	C2	99.5	50.0	420	e	Midwest	74				Country	1,325	2.24	3.8	4.7	4.4	1.9	4.2	2.9	4.2	2.8	2.6	
WNCY	Neenah-Menash	C2	100.3	45.0	489	c	Midwest Comm Inc	77	9702		sw	Country	1,500	0.98	9.8	7.0	7.6	8.5	7.0	8.4	7.2	7.7	7.2	
• WIXX	Green Bay	C	101.1	96.0	1079	c	Midwest Comm Inc	60				CHR	n/a		17.5	10.9	10.0	13.7	14.0	12.0	13.1	14.7	9.8	
WOGB	Kaukauna	C3	103.1	3.6	879	b	Cumulus Bcstg Inc	96	9709			Oldies	n/a	2.27	2.1	2.5	2.0	2.4	0.9	1.3	1.1	0.9	0.0	
WVBO	Oshkosh	C3	103.9	25.0	325	b	Cumulus Bcstg Inc	66	9709		d1	Oldies	1,500	1.63	5.9	6.8	4.2	4.1	5.3	6.3	6.8	7.9	5.6	
WECB	Seymour	B1	104.3	5.0	361		Brooker Bcstg	98				70s Oldies	50		0.3	1.0	0.7	0.4	0.0	0.0	0.0	0.0	0.0	
WPCK	Kaukauna	A	104.9	3.1	463	e	Midwest	69	9704	750		Country	250		0.7	0.2	0.2	0.4	0.7	0.4	0.8	1.3	2.0	
WAPL	Appleton	C	105.7	100.0	1175	a	Woodward Comm	65	7506			AOR	3,000	1.39	13.8	7.8	17.3	10.0	11.8	9.9	7.4	8.5	10.4	
KFIZ	Fond du Lac	A	107.1	3.0	299	d	RBH Enterprise Inc	67	9702		c2	Hot AC			1.4	0.6	0.4	1.7	0.4	0.0	0.6	0.4	0.0	
# FM Stations -					13	# Combos -					11	FM TOTALS				75.5	60.0	59.8	58.9	60.7	60.5	60.0	63.9	58.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WVCY	Oshkosh	B	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	
WJOK	Kaukauna	B	1050	1.0	0.50		Evans, Lyle R.	65	9904	398		Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WHBY	Kimberly	B	1150	5.0	5.00	a	Woodward Comm	70	9111	965		Talk	2,000	1.23	10.4	6.4	6.7	7.1	9.4	7.6	6.6	5.5	9.3	
WNAM	Neenah-Menash	B	1280	20.0 cp	5.00	b	Cumulus Bcstg Inc	47	9709		d1	Adit Stndrd	450	0.34	8.5	3.9	5.8	6.4	7.0	5.3	5.5	4.9	6.9	
WGEE	Green Bay	B	1360	5.0	5.00	c	Midwest Comm Inc	25	7506			News/Info	n/a		0.8	0.8	1.1	0.6	0.7	0.6	0.6	1.1	1.7	
KFIZ	Fond du Lac	C	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	
WOSH	Oshkosh	C	1490	1.0	1.00	b	Cumulus Bcstg Inc	41	9709		d1	Nws/Tlk/Spt	500	1.14	2.8	2.3	1.6	2.4	2.0	2.7	3.0	4.3	2.6	
• WMBE	Chilton	B	1530	0.3	0.00		Maszja-Pacer	84	9012		4 st	Cntry/CHR	200	1.17	1.1	0.8	2.2	0.9	0.9	1.3	1.5	0.0	1.5	
• WRJQ	Appleton	B	1570	1.0	0.33		Evans, Lyle R.	52	9910 p	328		Big Band	200		0.8	0.6	0.4	0.6	0.7	1.1	1.7	0.4	0.9	
# AM Stations -					9	# Combos -					5	AM TOTALS				24.4	14.8	17.8	18.0	20.7	18.6	18.9	16.2	22.9
AM & FM Stations Profiled -					22	# Duopolies -					6	Total Local Commercial Share				74.8	77.6	76.9	81.4	79.1	78.9	80.1	80.9	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 136

Revenue Rank: 119

Atlantic City - Cape May, NJ Market Overview



Metro Counties / Population (000)

Atlantic, NJ	236.7
Cape May, NJ	98.9
Total	335.6

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97						
		\$12,200	\$12,500	\$13,000	\$12,900	\$13,700	\$14,500	3.5%					
Δ 97 - 98	4.1%	1998	\$15,100	1999	\$16,000	2000	\$17,300	2001	\$18,200	2002	\$19,100	Δ 98 - 02	6.0%
Revenue/Retail Sales	\$3.65/1,000	1997	\$3.89/1,000	2002	\$4.87/1,000	Est. Breakout		Local	85%	National	15%		
Revenue/Capita	\$37.13	\$43.21	\$56.86										

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	328.6	335.6	0.4%	335.6	335.9	0.0%
Households	126.2	128.5	0.4%	128.5	129.6	0.2%
Retail Sales	3,343.5	3,725.3	2.2%	3,725.3	3,918.9	1.0%
EBI	5,574.0	5,330.3	-0.9%	5,330.3	5,525.7	0.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	162.1	26.4	12.0	14.2	27.0	25.9	20.1	36.3
Women (000)	173.5	25.6	11.6	13.7	25.6	26.1	21.9	48.9
Total	335.6	52.1	23.7	28.0	52.6	52.0	42.1	85.2
Percentage	100.0%	15.5%	7.1%	8.3%	15.7%	15.5%	12.5%	25.4%
Per Capita	\$ 15,883	Median Household		\$ 33,789	Avg Household		\$ 41,481	
Ethnic Population:	White	80.9%	Black	16.1%	Asian	2.6%	Hispanic	7.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	11	7		10	18	7	25
Tot 12+	25.8	32.8		49.6	58.6	12.5	71.1
Avg 12+	2.3	4.7		5.0	3.3	1.8	2.8
Tot LCS	36.3	46.1		69.8	82.4	17.6	100.0
Avg LCS	3.3	6.6		7.0	4.6	2.5	4.0

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WBNJ	Wildwood Crest	A	93.1	4.2	cp	217	Margate Comm Ltd	93	9805	580	1	Urban AC	250	1.10	1.5	0.4	0.5	1.1	1.1	0.6	1.4	1.6	1.8
WCZT	Avalon	A	94.3	3.3		299	Coastal Bcstg	76	9804	470	4	AC	450	1.57	1.9	2.2	1.8	1.3	1.5	1.3	2.5	1.4	2.6
WAYV	Atlantic City	B	95.1	50.0		331	Equity Comm LP	61	9606	3,100	1	Hot AC	2,900	1.92	10.0	5.5	5.2	7.4	7.3	5.9	7.7	6.8	5.3
WTTH	Margate City	A	96.1	2.8		371	e Margate Comm Ltd	92				Urban AC	1,100	0.62	11.8	6.1	6.1	8.1	9.2	8.8	8.6	7.2	7.5
• WFPG	Atlantic City	B	96.9	50.0		299	c Citadel Comm Corp	62	9910 p		g1 2	Lite Rock	1,800	1.31	9.1	8.5	7.4	7.9	5.4	7.3	8.1	8.6	6.2
WBSS	Millville	B	97.3	50.0		466	Press Comm LLC	62	9802		g 1	Oldes/Talk	525	1.39	2.5	1.7	2.9	1.3	2.4	1.5	1.1	1.0	3.5
WTKU	Ocean City	A	98.3	6.0		328	b Green Group	83	9509	850		Oldies	950	1.10	5.7	5.0	4.1	4.2	4.1	3.6	3.2	3.7	2.9
WWZK	Villas	A	98.7	6.0		328	Marc Scott Comm	90	9007	175	cp 4	Clsc Rock	500	1.51	2.2	1.1	1.4	1.3	1.9	1.9	2.5	2.1	1.8
WSAX	Pleasantville	A	99.3	3.0		328	a Margate Comm Ltd	74	9904		c1 3	Smooth Jazz	500	0.77	4.3	3.5	2.7	3.7	2.6	1.7	2.7	2.5	4.4
WZXL	Wildwood	B	100.7	38.0		331	d Equity Comm LP	59	9801		c2 1	Adult Rock	2,150	1.78	8.0	4.8	5.9	4.8	6.9	5.0	6.6	5.3	6.8
WJSX	Cape May	A	102.3	3.2		292	Margate Comm Ltd	67	9904	1,000	3	Smooth Jazz			1.5	0.4	0.0	2.0	0.2	0.2	0.2	0.4	0.4
WJSE	Petersburg	A	102.7	3.3		295	Parinello Entrprises	91	9411	356		Alternative	300	0.79	2.5	1.1	1.6	1.8	1.9	2.1	1.6	2.5	2.0
WMGM	Atlantic City	B	103.7	50.0		348	b Green Group	61				Clsc Hits	1,000	1.32	5.0	4.4	4.1	3.7	3.6	3.6	3.4	3.7	5.7
• WEMG	Egg Harbor City	B1	104.9	10.0		509	Mega Comm Inc	71	9902 p	See (5)		Spanish	n/a	1.07	6.8	2.0	3.6	3.9	6.0	6.3	5.7	8.4	5.1
WZBZ	Cape May Ct Hse	A	105.5	3.3		295	e Margate Comm Ltd	86	9412	490		Top40/Dance	200	1.20	1.1	1.7	0.2	0.7	0.9	0.2	0.9	0.4	0.2
• WKOE	Ocean City	A	106.3	3.0		308	c Citadel Comm Corp	72	9910 p		g1 2	Modem AC	75	0.08	5.9	3.9	4.7	5.0	3.6	5.2	3.6	6.8	5.9
WJNN	N. Cape May	A	106.7	3.0		233	Marc Scott Comm	93	9410	34		Religion				0.4	0.5	0.0	0.0	0.0	0.0	0.4	0.0
• WPUR	Atlantic City	B1	107.3	13.5		450	c Citadel Comm Corp	98	9910 p		g1 2	Country	25	0.12	1.4	5.9	4.7	2.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -					18	# Combos -					9	FM TOTALS			81.2	58.6	57.4	60.2	58.6	55.2	59.8	62.8	62.1

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WIBG	Ocean City	B	1020	0.5	0.00		Brancadora, Enrico	64	9212	140		ChrsContemp				0.0	0.0	0.0	0.0	0.4	0.5	0.8	0.0
WCMC	Wildwood	C	1230	1.0	1.00	d	Equity Comm LP	51	9801		c2 1	Nostalgia	250	0.39	4.2	1.7	2.3	3.1	3.0	2.3	2.0	3.1	2.6
WMID	Atlantic City	C	1340	0.9	0.89	a	Margate Comm Ltd	47	9904	2,920	c1 3	Adlt Stndrd	400	0.63	4.2	3.9	4.5	3.1	3.0	3.6	2.5	4.1	2.6
WOND	Pleasantville	C	1400	1.0	1.00	b	Green Group	50	5507			News/Talk	400	0.41	6.5	4.1	4.3	4.8	4.7	4.8	3.8	3.5	4.6
• WFPG	Atlantic City	C	1450	1.0	1.00	c	Citadel Comm Corp	40	9910 p		g1 2	Talk	225	0.41	3.6	2.4	1.4	2.2	3.0	2.9	2.7	1.4	2.6
WGYM	Pleasantville	C	1490	1.0	1.00	b	Green Group	55	9607 p	180		Sports			0.5	0.4	0.0	0.4	0.4	0.0	0.0	0.0	0.0
WONZ	Hammonton	B	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
# AM Stations -					7	# Combos -					6	AM TOTALS			19.0	12.5	12.5	13.6	14.1	14.0	11.5	12.9	12.4
AM & FM Stations Profiled -					25	# Duopolies -					8	Total Local Commercial Share			71.1	69.9	73.8	72.7	69.2	71.3	75.7	74.5	

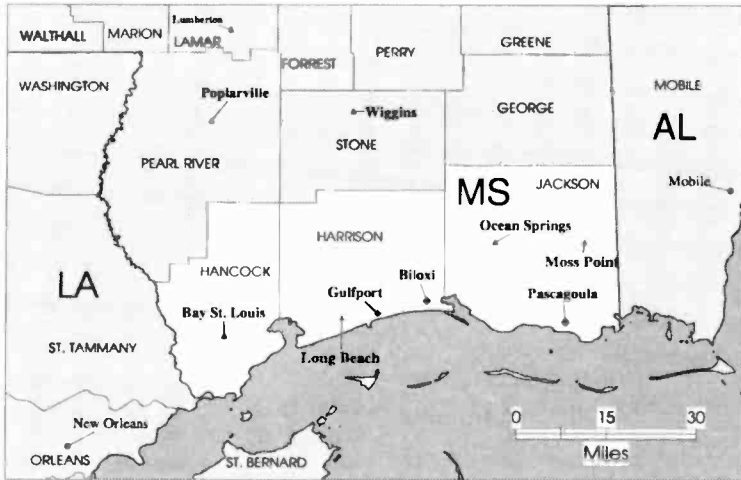
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 137

Revenue Rank: 161

Biloxi-Gulfport-Pascagoula, MS Market Overview



Metro Counties / Population (000)

Hancock, MS	40.8
Harrison, MS	177.8
Jackson, MS	128.6
Total	347.2

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$4,900	\$5,500	\$6,500	\$7,500	\$8,100	\$8,700
Revenue/Retail Sales Revenue/Capita	1992	1997	2002	Est. Breakout			
	\$2.68/1,000	\$3.42/1,000	\$4.28/1,000	Local	85%		
	\$15.26	\$25.06	\$37.25	National	15%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	321.0	347.2	1.6%	347.2	357.0
Households	115.3	127.0	2.0%	127.0	134.0	1.1%
Retail Sales	1,829.6	2,546.6	6.8%	2,546.6	3,107.0	4.1%
EBI	3,766.3	4,889.1	5.4%	4,889.1	6,431.0	5.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	172.0	33.6	16.6	16.7	25.6	26.8	22.2	30.4
Women (000)	175.2	32.0	15.9	14.6	25.3	28.2	23.4	35.9
Total	347.2	65.6	32.5	31.3	51.0	55.0	45.6	66.3
Percentage	100.0%	18.9%	9.4%	9.0%	14.7%	15.8%	13.1%	19.1%
Per Capita	\$ 14,081							
				Median Household	\$ 30,522		Avg Household	\$ 38,497
Ethnic Population:	White 77.2%		Black 20.1%		Asian 2.4%		Hispanic 2.0%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		9	10	13	7	20
Tot 12+	12.5		50.1	58.9	62.6	3.6	66.2
Avg 12+	3.1		5.6	5.9	4.8	0.5	3.3
Tot LCS	18.9		75.7	89.0	94.6	5.4	100.0
Avg LCS	4.7		8.4	8.9	7.3	0.8	5.0

Competitive Overview

Some stations also rated in Mobile.

FM Stations														ARB 12+ Metro Shares (see rights)									
Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
															1999	1998	1998	1997	1997	1996	1996	1995	
WQYZ	Ocean Springs	A	92.5	6.0	197	a	Radio Partners Inc	92			70s & 80s			1.9	0.7	0.9	1.0	1.7	0.0	0.0	0.0	0.0	
• WMJY	Biloxi	C	93.7	96.0	984	b	AMFM Inc	66	9910	p	g	AC	1,625	2.29	6.9	5.0	4.4	4.1	5.9	6.0	0.0	7.1	0.0
WJZD	Long Beach	A	94.5	6.0	322		WJZD Inc	94			Urban AC	275	0.31	8.7	7.0	10.2	3.9	8.6	7.5	0.0	3.0	0.0	
• WLNF	Lumberton	C1	95.3	50.0	1181		D.Mitchell Self Bctg	83	9909		c4	CHR	475	1.10	4.2	2.3	3.5	3.9	2.2	0.0	0.0	0.0	0.0
• WUJM	Gulfport	A	96.7	4.4	384	a	Triad Bcstg Co	77	9907		d1	Lite Rock	275	0.99	2.7	1.4	0.9	2.4	1.5	1.3	0.0	3.7	0.0
WCPR	Wiggins	C2	97.9	50.0	466	a	Triad Bcstg Co	93	9907		d1	Modern Rock	800	1.09	7.1	8.0	6.9	5.1	5.1	4.5	0.0	6.9	0.0
• WKNN	Pascagoula	C	99.1	95.0	984	b	AMFM Inc	64	9910	p	g	Country	3,300	1.63	19.7	11.1	18.5	15.3	13.2	14.9	0.0	15.3	0.0
WGCM	Gulfport	C3	102.3	16.0	358	c	Dowdy & Dowdy	69	9411		c3	Oldies	425	0.44	9.4	7.7	3.5	6.6	6.9	3.4	0.0	3.7	0.0
WOSM	Ocean Springs	C2	103.1	50.0	459		Cooper, Charles H.	71				Religion	175	0.33	5.1	3.0	1.4	2.9	4.4	2.6	0.0	3.0	0.0
• WYOK	Atmore	C	104.1	100.0	1555		Cumulus Bcstg Inc	66	9906	p	See (86)	Hot AC	n/a		6.6	1.6	5.1	5.1	4.4	6.9	0.0	6.7	0.0
WXRG	Pascagoula	C3	105.9	25.0	312	a	Triad Bcstg Co	76	9907		d1	Clisc Rock	1,200	1.88	6.2	5.5	3.9	4.6	4.4	7.5	0.0	3.7	0.0
WXYK	Gulfport	A	107.1	2.8	400	a	Triad Bcstg Co	64	9907		d1	Dance	250	0.58	4.2	3.4	2.8	2.4	3.7	2.6	0.0	0.9	0.0
WZKX	Poplarville	C	107.9	92.0	1460	c	Dowdy & Dowdy	66				Country	1,200	1.21	9.6	5.9	7.6	9.5	4.4	11.2	0.0	9.3	0.0
# FM Stations -				13	# Combos -				9	FM TOTALS				92.3	62.6	69.6	66.8	66.4	68.4	0.0	63.3	0.0	

AM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
																1999	1998	1998	1997	1997	1996	1996	1995	
WVMI	Biloxi	B	570	5.0	1.00		Rainey Radio Inc	50	9512	125		News/Talk	150	0.43	3.4	0.9	2.5	1.5	3.4	2.2	0.0	3.4	0.0	
WQFX	Gulfport	B	1130	0.5	0.00		Walk By Falth	75	9604	34		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	
WBSL	Bay St. Louis	B	1190	5.0	0.00		Hancock Bcstg	74	8810	237		Talk/Sprts				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WGCM	Gulfport	C	1240	1.0	1.00	c	Dowdy & Dowdy	28	9411	1,100	c3	Cntry/Oldes				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WROA	Gulfport	B	1390	5.0	5.00	c	Dowdy & Dowdy	55	8612			Easy	75	0.32	2.3	1.6	0.7	2.2	1.2	1.3	0.0	1.3	0.0	
WXBD	Biloxi	C	1490	1.0	1.00	a	Triad Bcstg Co	48	9907		d1	Big Band	75	0.36	2.0	1.1	0.0	2.2	0.7	0.0	0.0	0.0	1.1	0.0
WZZJ	Pascagoula	B	1580	5.0	0.05		Judah Bcstg Ntwk	51	9401		dn	Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -				7	# Combos -				3	AM TOTALS				7.7	3.6	3.2	5.9	5.3	3.5	0.0	7.3	0.0		
AM & FM Stations Profiled -				20	# Duopolles -				5	Total Local Commercial Share				66.2	72.8	72.7	71.7	71.9	0.0	70.6	0.0			

NOTE: Market rated twice yearly with Fall 1997 period.

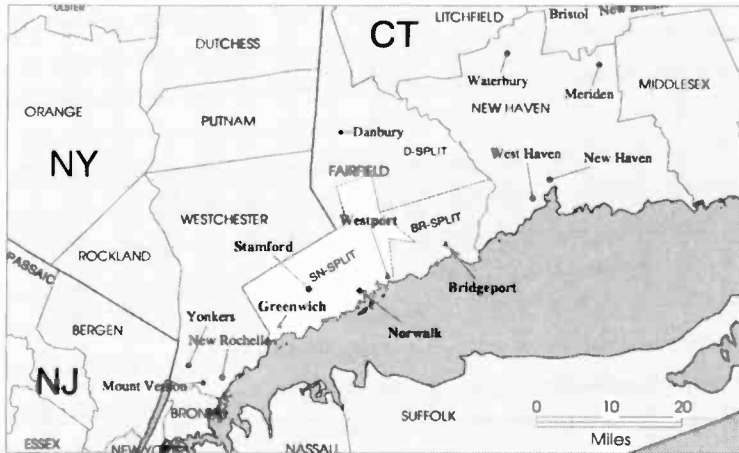
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 138

Revenue Rank: 200

Stamford-Norwalk, CT Market Overview



Metro Counties / Population (000)

Fairfield, CT	330.0
	330.0

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$6,200	\$6,400	\$6,600	\$6,800	\$6,900	\$7,000
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	-1.4%	\$6,900	\$7,200	\$7,700	\$8,000	\$8,400	5.0%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$1.84/1,000	\$1.53/1,000	\$1.50/1,000	Local	70%		
Revenue/Capita	\$19.25	\$21.21	\$25.05	National	30%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	322.0	330.0	0.5%	330.0	335.3
Households	118.5	121.8	0.6%	121.8	125.1	0.5%
Retail Sales	3,365.6	4,573.8	6.3%	4,573.8	5,595.3	4.1%
EBI	8,513.2	10,324.7	3.9%	10,324.7	13,030.9	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	159.1	25.6	12.1	13.1	24.6	27.1	24.0	32.6
Women (000)	170.9	24.3	11.6	13.0	24.6	29.0	25.9	42.5
Total	330.0	50.0	23.6	26.2	49.1	56.1	49.9	75.1
Percentage	100.0%	15.1%	7.2%	7.9%	14.9%	17.0%	15.1%	22.8%
Per Capita	\$ 31,285	Median Household		\$ 60,374	Avg Household		\$ 84,755	
Ethnic Population:	White 85.8%	Black 10.8%	Asian 3.2%	Hispanic 10.6%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	2		2	4	4	8
Tot 12+	4.2	10.5		4.2	14.7	5.7	20.4
Avg 12+	2.1	5.3		2.1	3.7	1.4	2.6
Tot LCS	20.6	51.5		20.6	72.1	27.9	100.0
Avg LCS	10.3	25.7		10.3	18.0	7.0	12.5

Competitive Overview

Some stations also rated in Bridgeport.

FM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
																1999	1998	1998	1997	1997	1996	1996	1995	
WEFX	Norwalk	A	95.9	3.0	299	a	Cox Radio Inc	66	9908	p	sw	Clisc Rock	2,800	3.90	10.4	1.4	1.7	1.9	2.5	2.7	3.0	4.2	3.3	
WKHL	Stamford	A	96.7	3.0	328	a	Cox Radio Inc	47	9908	p	g5	Oldies	2,500	1.96	18.5	2.8	3.3	3.7	4.1	4.8	4.5	3.1	5.3	
WEZN	Bridgeport	B	99.9	27.5	669		Cox Radio Inc	60	9704			AC	n/a		22.9	4.0	4.8	4.9	4.8	3.8	4.8	4.2	3.8	
• WEBE	Westport	B	107.9	50.0	384		Aurora Comm	82	9906		See (108)	AC	n/a		31.1	6.5	5.7	7.5	5.7	6.5	6.1	6.3	5.6	
# FM Stations -					4	# Combos -					2	FM TOTALS				82.9	14.7	15.5	18.0	17.1	17.8	18.4	17.8	18.0
AM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
																1999	1998	1998	1997	1997	1996	1996	1995	
• WMMM	Westport	B	1260	1.0	0.00		Sacred Heart Univ	59	9801		115 e	Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WNLK	Norwalk	B	1350	1.0	0.50	a	AMFM Inc	48	9910	p	g	Nws/Tlk/Spt	325	1.43	3.3	1.2	0.5	0.7	0.7	0.6	0.9	0.8	0.7	
WSTC	Stamford	C	1400	0.8	0.78	a	Cox Radio Inc	41	9908	p	g5	News/Talk	450	0.75	8.7	2.6	1.9	2.3	1.4	2.7	2.4	3.6	3.8	
WGCH	Greenwich	C	1490	1.0	1.00		Greenwich Bcstg	64				News/AdStd	825	2.39	5.0	1.9	0.5	0.7	1.4	1.5	1.3	1.5	0.4	
# AM Stations -					4	# Combos -					2	AM TOTALS				17.0	5.7	2.9	3.7	3.5	4.8	4.6	5.9	4.9
AM & FM Stations Profiled -					8	# Duopolies -					1	Total Local Commercial Share				20.4	18.4	21.7	20.6	22.6	23.0	23.7	22.9	

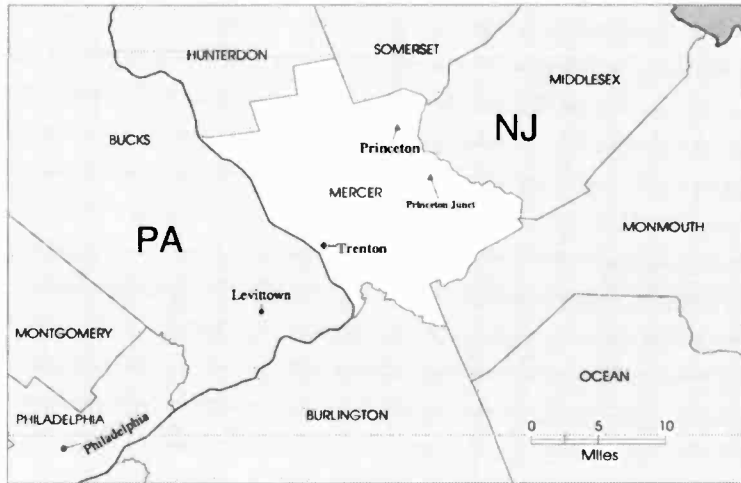
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 139

Revenue Rank: 107

Trenton, NJ Market Overview



Metro Counties / Population (000)

Mercer, NJ	331.4
	331.4

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$8,700	\$9,500	\$10,800	\$11,500	\$12,600	\$14,200
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	17.6%	\$16,700	\$18,200	\$20,000	\$21,200	\$22,900	8.2%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.00/1,000	\$4.57/1,000	\$6.92/1,000	Local	85%		
Revenue/Capita	\$26.32	\$42.85	\$69.48	National	15%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	330.5	331.4	0.1%	331.4	329.6
Households	118.6	118.2	-0.1%	118.2	118.3	0.0%
Retail Sales	2,895.3	3,109.8	1.4%	3,109.8	3,310.8	1.3%
EBI	7,067.7	7,094.5	0.1%	7,094.5	7,912.0	2.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	159.8	26.4	12.3	17.3	25.0	26.9	21.9	30.0
Women (000)	171.6	25.0	11.7	17.1	25.0	29.4	23.0	40.4
Total	331.4	51.4	24.0	34.3	50.1	56.3	44.9	70.4
Percentage	100.0%	15.5%	7.2%	10.4%	15.1%	17.0%	13.6%	21.2%
Per Capita	\$ 21,408	Median Household		\$ 48,502	Avg Household		\$ 60,021	
Ethnic Population:	White 74.0%	Black 21.1%	Asian 4.6%	Hispanic 7.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations		4		3	5	4	9
Tot 12+		25.4		25.4	25.4	6.6	32.0
Avg 12+		6.4		8.5	5.1	1.7	3.6
Tot LCS		79.4		79.4	79.4	20.6	100.0
Avg LCS		19.8		26.5	15.9	5.2	11.1

Competitive Overview

Some stations also rated in Philadelphia and Monmouth-Ocean.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WNJO	Trenton	B	94.5	50.0	492	b	Nassau Bcstg Ptrs	65	9809	20,000	c2	Oldies	1,450	0.67	13.0	6.1	5.9	7.0	0.5	1.7	0.7	0.9	1.6
WPST	Trenton	B	97.5	50.0	430	b	Nassau Bcstg Ptrs	49	9508		st	CHR	5,250	1.11	28.2	10.6	6.6	6.6	8.1	10.3	8.1	8.3	8.8
WKXW	Trenton	B	101.5	19.0	804	a	Press Comm LLC	62	9802		g1	Oldes/Talk	6,800	1.50	27.1	8.7	5.9	6.0	8.1	5.8	8.5	9.2	5.6
WPRB	Princeton	B	103.3	14.0	732		Princeton Bcstg Svc	55				Rck/Cls/Jaz	350		0.7	0.0	0.0	0.4	0.0	0.0	0.7	0.0	0.0
WWPH	Princeton	D	107.9	0.0	36		W Windsor	75				Variety				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -				5	# Combos -				3	FM TOTALS				69.0	25.4	18.4	20.0	16.7	17.8	18.0	18.4	16.0	

AM Stations

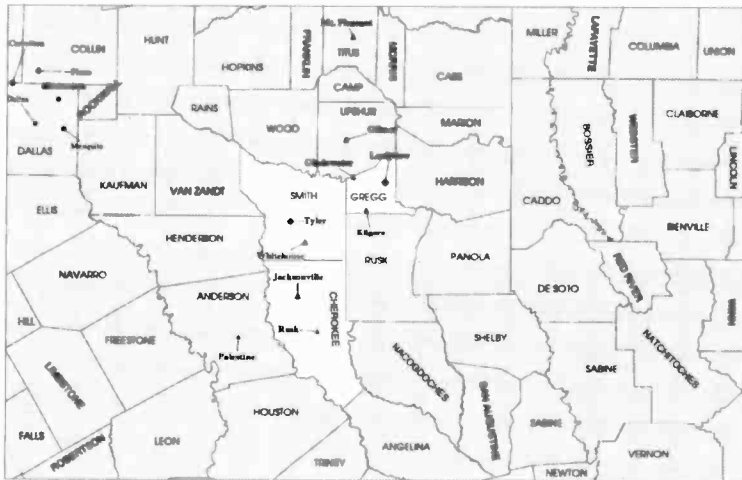
Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WCHR	Trenton	B	920	1.4	1.00	b	Nassau Bcstg Ptrs	42	9809		c2	Religion	750	2.64	1.7	0.0	0.9	0.4	0.5	0.0	0.0	0.0	0.0
WBUD	Trenton	B	1260	5.0	2.50	a	Press Comm LLC	47	9802		g1	FullService	800	0.31	15.3	3.2	4.0	4.9	3.3	7.1	5.2	4.8	7.0
WIMG	Ewing	B	1300	3.2	1.30		Morris Bcstg Co	23	9307	450		Gospel	750	0.49	9.2	2.6	4.0	2.8	2.1	1.3	2.5	1.7	1.2
WHWH	Princeton	B	1350	5.0	5.00	b	Nassau Bcstg Ptrs	63	9508		st	Bus News	525	0.65	4.8	0.8	0.0	1.1	1.4	2.2	1.1	1.5	1.4
# AM Stations -				4	# Combos -				3	AM TOTALS				31.0	6.6	8.9	9.2	7.3	10.6	8.8	8.0	9.6	
AM & FM Stations Profiled -				9	# Duopolies -				2	Total Local Commercial Share					32.0	27.3	29.2	24.0	28.4	26.8	26.4	25.6	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 140

Revenue Rank: 125

Tyler - Longview, TX Market Overview



Metro Counties / Population (000)

Cherokee, TX	42.7
Gregg, TX	114.3
Smith, TX	168.6
Total	325.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$9,000	\$9,700	\$10,900	\$11,900	\$13,000	\$13,100
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
	8.4%	\$14,200	\$15,100	\$16,100	\$17,100	\$18,100	6.2%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.11/1,000	\$3.74/1,000	\$4.16/1,000	Local	85%		
Revenue/Capita	\$29.42	\$40.23	\$51.95	National	15%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	305.9	325.6	1.3%	325.6	348.4	1.4%
Households	115.4	123.0	1.3%	123.0	133.9	1.7%
Retail Sales	2,894.7	3,504.1	3.9%	3,504.1	4,353.4	4.4%
EBI	4,109.7	4,944.0	3.8%	4,944.0	6,510.7	5.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	157.6	30.0	14.4	14.3	22.7	24.7	20.1	31.3
Women (000)	168.0	29.0	13.7	13.5	22.4	26.2	21.2	42.0
Total	325.6	59.1	28.1	27.9	45.1	50.9	41.3	73.3
Percentage	100.0%	18.1%	8.6%	8.6%	13.8%	15.6%	12.7%	22.5%
Per Capita	\$ 15,184	Median Household		\$ 31,051	Avg Household		\$ 40,196	
Ethnic Population:	White 77.8%	Black 21.1%	Asian 0.7%	Hispanic 6.6%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			13	8	13	10	23
Tot 12+			55.7	51.7	55.7	10.9	66.6
Avg 12+			4.3	6.5	4.3	1.1	2.9
Tot LCS			83.6	77.6	83.6	16.4	100.0
Avg LCS			6.4	9.7	6.4	1.6	4.3

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
• KDOK	Tyler	C3	92.1	9.6	443	c	Citadel Comm Corp	75	9910	p	g1	Oldies	700	0.75	6.6	4.1	4.1	4.3	5.2	5.7	3.6	6.7	0.0	
• KTYL	Tyler	C1	93.1	82.0	cp	938	a	AMFM Inc	66	9910	p	g	1 Oldies	600	0.55	7.7	8.1	3.5	5.9	5.2	3.6	4.9	4.7	0.0
	KFRO	Gilmer	95.3	5.9	666	e	Sunburst Media LP	80	9808		1,425	c1	Oldies	250	0.52	3.4	3.0	2.7	2.7	2.2	2.6	1.9	3.6	0.0
• KKTX	Kilgore	C2	96.1	32.0	620	d	AMFM Inc	76	9910	p	g	1 Clsc Rock	550	0.58	6.7	5.3	4.3	4.8	4.9	5.2	3.3	3.1	0.0	
	KWRW	Rusk	97.7	14.5	407		Whitehead, E.H.	81					Oldies			0.5	0.5	0.0	0.0	0.8	0.5	0.8	0.8	0.0
	KYYK	Palestine	98.3	50.0	492		Witko Bcstg LLC	76	9811				Country				0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	KPXI	Overton	100.7	8.1	571	e	Sunburst Media LP	61	9903		6,274		Oldies	950		0.3	0.5	0.0	0.0	0.5	0.0	0.0	0.0	0.0
• KNUE	Tyler	C	101.5	98.0	1073	a	AMFM Inc	64	9910	p	g	1 Country	2,425	1.15	14.8	12.9	11.6	11.8	9.6	13.2	12.3	11.9	0.0	
• KLJT	Jacksonville	C2	102.3	50.0	cp	492		Bell, Herbert, Recvr	95	9703		2	ChrsContemp	600			0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0
	KKUS	Tyler	104.1	50.0	492		Tyler FM Inc	90					Country	600	1.41	3.0	2.5	1.9	1.9	2.5	2.6	1.9	2.6	0.0
	KYKX	Longview	105.7	100.0	1155	e	Sunburst Media LP	63	9712	p	g	Country	1,825	1.25	10.3	5.1	5.9	6.4	8.5	7.2	6.3	9.3	0.0	
	KOOI	Jacksonville	106.5	100.0	1467	b	Waller Bcstg Inc	67			2	Soft AC	2,100	1.16	12.8	5.6	9.5	10.5	8.0	7.8	6.8	7.0	0.0	
• KISX	Whitehouse	C2	107.3	50.0	486	a	AMFM Inc	82	9910	p	g	1 AC	1,775	0.72	17.3	7.6	12.7	11.0	14.0	11.6	13.2	10.6	0.0	
# FM Stations -				13	# Combos -				9	FM TOTALS				83.4	55.7	56.2	59.3	61.4	60.0	55.0	61.3	0.0		

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
• KTBB	Tyler	B	600	5.0	2.50	c	Citadel Comm Corp	47	9910	p	g1	Nws/Tlk/Spt	700	0.80	6.2	4.3	6.2	5.1	3.8	3.1	3.6	4.4	0.0
	KZEY	Tyler	690	1.0	0.09		Community Bcst	58	9307		150	Urban	400	0.43	6.6	5.1	4.9	4.6	4.9	6.5	3.6	5.7	0.0
	KBNB	Gilmer	1060	10.0	0.00		Hawkins	73	9709		60	News			0.4	0.5	0.5	0.5	0.0	0.0	0.0	0.0	0.0
• KBGE	Kilgore	C	1240	1.0	1.00	d	AMFM Inc	36	9910	p	g	1 Clsc Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KGLD	Tyler	B	1330	1.0	0.08	c	Citadel Comm Corp	61	9910	p	g1	Oldies	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	KFRO	Longview	1370	1.0	1.00	e	Sunburst Media LP	35	9808		c1	Urban	175	0.82	1.5	0.0	0.8	0.8	1.4	1.6	1.9	0.0	0.0
	KEBE	Jacksonville	1400	1.0	1.00	b	Waller Bcstg Inc	47	5811			Talk				0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
• KEES	Gladewater	B	1430	5.0	1.00	f	Citadel Comm Corp	47	9910	p	g1	News/Talk	300	1.63	1.3	1.0	0.5	0.8	1.1	1.6	2.2	1.8	0.0
• KYZS	Tyler	C	1490	1.0	1.00	f	Citadel Comm Corp	30	9910	p	g1	Sprts/Talk	150		0.5	0.0	0.0	0.0	0.8	0.5	0.8	0.5	0.0
	KTLU	Rusk	1580	0.8	0.17		Whitehead, E.H.	55				Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				10	# Combos -				7	AM TOTALS				16.5	10.9	12.9	11.8	12.0	13.3	12.6	12.4	0.0	
AM & FM Stations Profiled -				23	# Duopolies -				5	Total Local Commercial Share				66.6	69.1	71.1	73.4	73.3	67.6	73.7	0.0		

Docket 80-90 Allocations: 97.3, C2, Longview
 NOTE: Market rated twice yearly with Fall 1996 period.

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 141

Revenue Rank: 114

Montgomery, AL Market Overview



Metro Counties / Population (000)

Autauga, AL	41.6
Elmore, AL	61.0
Montgomery, AL	220.3
Total	322.9

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

ESTIMATED GROSS REVENUES ★★★	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	Δ 92 - 97
	\$10,300	\$10,900	\$12,200	\$13,100	\$13,500	\$14,800	7.5%
	Δ 97 - 98	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	Δ 98 - 02
	8.8%	\$16,100	\$17,500	\$19,300	\$20,700	\$22,300	8.5%
	<u>1992</u>	<u>1997</u>	<u>2002</u>	Est. Breakout			
Revenue/Retail Sales	\$4.58/1,000	\$4.59/1,000	\$5.46/1,000	Local	88%		
Revenue/Capita	\$33.95	\$45.83	\$65.92	National	12%		

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

	<u>1992</u>	<u>1997</u>	<u>Growth Rate</u>	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>
MSA Population	303.4	322.9	1.3%	322.9	338.3	0.9%
Households	109.7	118.4	1.5%	118.4	127.1	1.4%
Retail Sales	2,248.9	3,224.9	7.5%	3,224.9	4,087.1	4.9%
EBI	4,123.8	4,767.4	2.9%	4,767.4	6,082.3	5.0%

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)	155.3	30.5	15.1	14.5	23.5	25.8	20.1	25.9
Women (000)	167.6	28.8	14.6	14.7	24.1	27.6	21.7	36.2
Total	322.9	59.3	29.7	29.1	47.6	53.4	41.8	62.1
Percentage	100.0%	18.4%	9.2%	9.0%	14.7%	16.5%	12.9%	19.2%
Per Capita	\$ 14,764							
				Median Household	\$ 32,118		Avg Household	\$ 40,265
Ethnic Population:	White	62.2%	Black	36.9%	Asian	0.7%	Hispanic	1.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		7	10	10	8	18
Tot 12+	15.9		52.0	67.9	67.9	15.3	83.2
Avg 12+	5.3		7.4	6.8	6.8	1.9	4.6
Tot LCS	19.1		62.5	81.6	81.6	18.4	100.0
Avg LCS	6.4		8.9	8.2	8.2	2.3	5.6

Competitive Overview

Some stations also rated in Dothan.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WLWI	Montgomery	C	92.3	100.0	1096	b	Cumulus Bcstg Inc	69	9807		g2	Country	3,550	1.44	15.3	13.1	13.1	11.7	13.8	13.8	14.9	14.7	15.3
● WAFX	Prattville	C2	95.1	50.0	476	b	Cumulus Bcstg Inc	77	9808 p		d2	Clsc Rock	1,100	1.20	5.7	3.9	4.4	4.1	5.4	6.3	6.1	6.8	6.2
● WQKS	Montgomery	A	96.1	0.9	820	c	Montgomery Bcst	90			1	Clsc Hits	850	1.12	4.7	1.9	2.2	3.0	4.8	3.4	3.4	3.1	3.6
● WMCZ	Millbrook	A	97.1	1.0 cp	791	a	AMFM Inc	92	9910 p		g	R&BOd/UrbAC	800	0.65	7.6	5.8	6.3	6.6	6.1	7.0	6.6	6.5	7.5
WJWZ	Wetumpka	A	97.9	3.0	328	c	Montgomery Bcst	98				Urban	300	0.34	5.5	8.2	9.0	9.2	0.0	0.0	0.0	0.0	0.0
● WBAM	Montgomery	C1	98.9	100.0 cp	453		Deep South Bcstg	61	7809		1	CHR	2,100	1.52	8.6	5.3	7.5	6.9	7.5	3.9	4.3	5.0	
● WHHY	Montgomery	C	101.9	100.0	1096	b	Cumulus Bcstg Inc	62	9808 p		d2	CHR	550	0.90	3.8	5.8	3.1	2.3	4.1	4.1	3.9	3.9	5.0
● WMXS	Montgomery	C	103.3	100.0	1096	b	Cumulus Bcstg Inc	61	9807		g2	AC	1,300	1.61	5.0	5.3	5.3	4.3	4.1	5.7	10.0	10.9	6.8
● WQLD	Luverne	C1	104.3	13.5	1831		AMFM Inc	97	9910 p		g	Oldies	700	0.65	6.7	4.6	4.8	6.9	4.3	0.0	0.0	0.0	0.0
● WZHT	Troy	C	105.7	100.0	1831	a	AMFM Inc	73	9910 p		g	Urban	3,050	0.95	19.9	14.0	13.8	16.0	17.2	21.3	18.3	20.8	18.2
# FM Stations -				10	# Combos -				8	FM TOTALS					82.8	67.9	69.5	71.0	67.3	69.1	67.1	71.0	67.6

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
● WMSP	Montgomery	B	740	10.0	0.00	b	Cumulus Bcstg Inc	53	9807		g2	Sports	400	1.46	1.7	3.1	1.7	1.4	1.4	2.0	2.0	1.2	2.7
WMGY	Montgomery	B	800	1.0	0.00		GHB Bcstg	46	7507			Christian	100	0.48	1.3	1.0	0.5	0.7	1.4	0.9	1.2	0.0	0.0
WNZZ	Montgomery	B	950	1.0	0.44	b	Cumulus Bcstg Inc	53	9807		g2	Adlt Sndrd	50	0.11	2.9	2.7	1.7	2.5	2.3	2.0	0.7	0.0	0.5
WACV	Montgomery	B	1170	10.0	1.00	c	Montgomery Bcst	39	9306	125	1	Nws/Tlk/Spt	600	0.75	5.0	3.9	4.6	3.0	5.4	2.9	5.4	4.1	3.9
WAPZ	Wetumpka	B	1250	5.0	0.08		Darity Bcstg Corp	54	8006	295		Gosp/ RhyBl	300	0.67	2.8	1.7	1.2	2.3	2.3	1.6	3.9	2.4	3.9
WIQR	Prattville	B	1410	5.0	1.00		American Trust	69	9501	30		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● WLWI	Montgomery	B	1440	5.0	1.00	b	Cumulus Bcstg Inc	30	9808 p		d2	News				0.0	0.7	0.0	0.0	0.5	0.7	0.0	0.0
● WXVI	Montgomery	B	1600	5.0	1.00		Tuskegee Comm	47	9411	225		Gospel	350	0.64	3.4	2.9	4.4	3.0	2.7	4.5	4.6	5.3	4.8
# AM Stations -				8	# Combos -				4	AM TOTALS					17.1	15.3	14.8	12.9	15.5	14.4	18.5	13.0	15.8
AM & FM Stations Profiled -				18	# Duopolies -				6	Total Local Commercial Share					83.2	84.3	83.9	82.8	83.5	85.6	84.0	83.4	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 142

Revenue Rank: 227

Newburgh-Middletown, NY Market Overview



Metro Counties / Population (000)

Orange, NY	327.9
	327.9

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★ ★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$4,000	\$4,100	\$4,700	\$4,900	\$5,100	\$5,500
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	1.8%	\$5,600	\$5,800	\$6,200	\$6,400	\$6,700	5.0%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$1.70/1,000	\$1.65/1,000	\$1.71/1,000	Local	90%		
Revenue/Capita	\$12.45	\$16.77	\$19.85	National	10%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	321.3	327.9	0.4%	327.9	337.5
Households	105.5	107.7	0.4%	107.7	111.6	0.7%
Retail Sales	2,351.0	3,327.7	7.2%	3,327.7	3,915.7	3.3%
EBI	5,224.0	5,101.1	-0.5%	5,101.1	5,721.3	2.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	163.8	32.7	15.0	15.7	24.1	28.6	22.0	25.5
Women (000)	164.1	31.3	13.4	12.6	24.0	29.0	21.2	32.7
Total	327.9	64.0	28.4	28.3	48.1	57.6	43.2	58.2
Percentage	100.0%	19.5%	8.7%	8.6%	14.7%	17.6%	13.2%	17.8%
Per Capita	\$ 15,557							
				Median Household	\$ 41,646		Avg Household	\$ 47,364
Ethnic Population:	White 89.9%		Black 8.1%		Asian 1.7%		Hispanic 8.8%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	3		3	9	5	14
Tot 12+	19.7	28.5		11.8	48.2	1.9	50.1
Avg 12+	3.3	9.5		3.9	5.4	0.4	3.6
Tot LCS	39.3	56.9		23.6	96.2	3.8	100.0
Avg LCS	6.6	19.0		7.9	10.7	0.8	7.1

Competitive Overview

Some stations also rated in Poughkeepsie.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WRRV	Middletown	A	92.7	6.0	cp	269 a	66	9507	3,550	c1	Alternative	1,200	2.04	10.5	5.4	5.3	4.9	5.7	9.3	0.0	5.1	0.0
WTSX	Port Jervis	A	96.7	0.9	cp	610 c					Oldies	300	1.25	4.3	1.0	1.0	2.6	1.7	1.2	0.0	0.0	0.0
• WZAD	Wurtsboro	A	97.3	0.6		719 a	91	9512	See (157)		Oldies	n/a	2.70	3.9	1.5	1.3	1.9	2.1	4.0	0.0	1.1	0.0
• WCZX	Hyde Park	A	97.7	0.3		1030 a	70	9312	See (157)		Oldies	n/a		6.2	5.4	3.3	3.0	3.3	2.6	0.0	3.4	0.0
WTHN	Ellenville	A	99.3	0.1		1631 d	70	8409			Country	1,250	6.38	3.5	2.0	1.3	2.3	1.2	3.1	0.0	1.9	0.0
• WHUD	Peekskill	B	100.7	50.0		499	58	9701	See (1)		AC	n/a		23.0	7.6	9.3	10.7	12.6	9.0	0.0	11.0	0.0
• WPDH	Poughkeepsie	B	101.5	4.4		1539	62	7206			Clsc Rock	n/a		15.8	8.6	7.0	7.4	8.6	10.0	0.0	8.9	0.0
WGNY	Newburgh	A	103.1	6.0		279 b	66	9007		st	AC	500	1.68	5.3	4.4	3.0	2.8	2.6	2.4	0.0	2.3	0.0
WSPK	Poughkeepsie	B	104.7	7.4		1250	47	9711	See (157)		AC	n/a		23.4	12.3	12.5	11.6	12.1	10.2	0.0	9.3	0.0
# FM Stations -				9	# Combos -				6	FM TOTALS				95.9	48.2	44.0	47.2	49.9	51.8	0.0	43.0	0.0

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WTBQ	Warwick	B	1110	0.3		FST Bcstg Corp	69	9406	145		Oldes/Talk	700			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WGNY	Newburgh	B	1220	5.0	cp	0.18 b	33	9007		st	News			1.6	1.2	0.0	1.6	0.0	0.0	0.0	0.0	0.0
• WALL	Middletown	C	1340	1.0	cp	1.00 a	42	9507		c1	News/Talk	300	2.06	2.6	0.7	0.0	1.4	1.2	2.4	0.0	1.7	0.0
WELV	Ellenville	B	1370	5.0		0.00 d	64				Talk	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDLC	Port Jervis	C	1490	1.0		1.00 c	53	5603		1	Adlt Stndrd	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				5	# Combos -				4	AM TOTALS				4.2	1.9	0.0	3.0	1.2	2.4	0.0	1.7	0.0
AM & FM Stations Profiled -				14	# Duopolies -				3	Total Local Commercial Share				50.1	44.0	50.2	51.1	54.2	0.0	44.7	0.0	

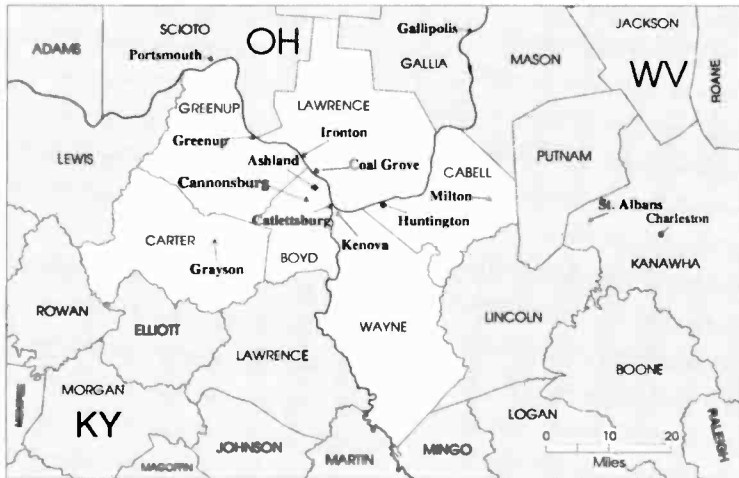
NOTE: Market rated twice yearly with Fall 1997 period.

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 143

Revenue Rank: 152

Huntington, WV - Ashland, KY Market Overview



Metro Counties / Population (000)

Boyd, KY	49.2
Carter, KY	26.5
Greenup, KY	36.9
Lawrence, OH	64.6
Cabell, WV	95.1
Wayne, WV	42.1
Total	314.4

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$8,100	\$8,600	\$9,700	\$10,100	\$10,300	\$11,100
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
		\$11,100	\$11,700	\$12,600	\$13,200	\$13,800	5.7%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$4.11/1,000	\$3.88/1,000	\$3.95/1,000	Local	90%		
Revenue/Capita	\$25.76	\$35.31	\$44.52	National	10%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	314.5	314.4	0.0%	314.4	310.0
Households	120.9	122.5	0.3%	122.5	123.3	0.1%
Retail Sales	1,971.2	2,862.9	7.7%	2,862.9	3,492.8	4.1%
EBI	3,744.0	4,104.9	1.9%	4,104.9	4,876.6	3.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55	
Men (000)	150.9	24.9	14.7	13.6	19.2	24.1	22.0	32.4	
Women (000)	163.5	23.5	13.8	14.3	20.1	25.5	23.2	43.0	
Total	314.4	48.4	28.5	27.9	39.3	49.6	45.2	75.3	
Percentage	100.0%	15.4%	9.1%	8.9%	12.5%	15.8%	14.4%	24.0%	
Per Capita	\$ 13,056		Median Household		\$ 24,494		Avg Household		\$ 33,510
Ethnic Population:	White	97.3%	Black	2.3%	Asian	0.4%	Hispanic	0.5%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	6	3	8	13	11	24
Tot 12+	9.4	55.5	8.2	64.1	73.1	7.5	80.6
Avg 12+	2.4	9.3	2.7	8.0	5.6	0.7	3.4
Tot LCS	11.7	68.9	10.2	79.5	90.7	9.3	100.0
Avg LCS	2.9	11.5	3.4	9.9	7.0	0.8	4.2

Competitive Overview

Some stations also rated in Charleston, WV.

FM Stations													ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
													Revenue (000)1/	Power Ratio		1999	1998	1998	1997	1997	1996	1996	1995
WRVC	Catlettsburg	A	92.7	2.4	532	b	KenMar Inc	72	9503	750	c2	Variety	700	1.47	4.3	2.3	2.6	2.9	4.2	5.8	5.4	4.1	3.6
WDGG	Ashland	C1	93.7	100.0	742	b	KenMar Inc	48	8712	1,900	c1	Country	1,100	1.13	8.8	4.5	8.4	7.2	7.2	6.9	8.9	8.0	9.7
• WBVB	Coal Grove	A	97.1	3.0	472	c	AMFM Inc	90	9910 p		g	Oldies	200	0.60	3.0	3.7	2.9	1.9	3.0	1.1	2.4	3.6	6.4
• WKEE	Huntington	B	100.5	53.0	561	c	AMFM Inc	57	9910 p		g	CHR	3,250	1.41	20.8	22.0	19.2	18.8	15.3	18.1	14.8	13.8	15.9
WRYV	Gallipolis	B	101.5	50.0	492		Legend Comm LLC	61	9810		g	Clsc Hits			1.3	1.4	2.3	1.6	0.6	0.8	0.5	0.6	1.1
WUGO	Grayson	A	102.3	4.8	364	d	Carter County Bcst	67				AC	100	0.47	1.9	2.0	2.0	1.6	1.5	1.4	0.8	1.7	0.6
• WTCR	Huntington	B	103.3	50.0	492	c	AMFM Inc	66	9910 p		g	Country	3,000	1.25	21.7	17.5	18.0	16.9	18.6	17.3	17.7	20.7	23.4
WPAY	Portsmouth	C	104.1	100.0	1001	a	Braden, Ruth &	48				Country	250	0.73	3.1	1.4	1.2	2.4	2.7	1.6	1.6	2.2	1.4
WKLC	St. Albans	B	105.1	3.6	1663		L. M.	66	8002	See (162)		AOR	n/a		5.0	2.8	3.2	4.3	3.9	4.7	5.1	5.0	4.5
• WLGC	Greenup	C3	105.7	11.5	479	e	Hometown Bcstg	82				Country	475	1.43	3.0	2.3	2.6	3.2	1.8	3.0	3.8	3.6	1.9
• WAMX	Milton	B1	106.3	1.7 cp	1109	c	AMFM Inc	80	9910 p		g	Alternative	500	0.61	7.4	8.7	6.7	6.7	5.4	4.1	3.2	3.3	2.5
• WFXN	Ironton	A	107.1	3.0 cp	285	c	AMFM Inc	73	9910 p		g	Clsc Rock	125	0.38	3.0	1.4	1.5	2.9	2.1	1.9	2.4	1.7	0.8
WEMM	Huntington	B	107.9	50.0	499		Mortenson Bcstg	71				Gospel	700	1.58	4.0	3.1	2.6	3.2	3.3	5.5	4.0	4.7	4.5
# FM Stations -					13	# Combos -					10	FM TOTALS			87.3	73.1	73.2	73.6	69.6	72.2	70.6	73.0	76.3

AM Stations													ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
													Revenue (000)1/	Power Ratio		1999	1998	1998	1997	1997	1996	1996	1995
• WKEE	Huntington	B	800	5.0	0.19	c	AMFM Inc	47	9910 p		g	Oldies	200	0.33	5.4	3.4	3.5	4.3	4.5	4.7	5.4	4.7	2.8
WRVC	Huntington	B	930	5.0	1.00	b	KenMar Inc	23	8712		c1	Talk	250	0.73	3.1	1.4	1.7	2.1	3.0	1.6	2.4	1.4	1.4
WOKT	Cannonsburg	B	1040	2.5	0.00		WOKT Inc	87				Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0
• WIRO	Ironton	C	1230	1.0	1.00	c	AMFM Inc	51	9910 p		g	Sprts/Talk	50		0.7	0.8	0.0	0.5	0.6	0.0	0.5	0.0	0.0
WCMI	Ashland	C	1340	1.0	1.00	b	KenMar Inc	35	9503	750	c2	Gospel			0.9	0.0	0.6	0.5	0.9	0.5	1.1	1.4	1.1
WGOH	Grayson	B	1370	5.0	0.02	d	Carter County Bcst	59				Country	150	0.97	1.4	1.1	0.9	0.8	1.5	2.2	1.1	0.6	0.8
WPAY	Portsmouth	C	1400	1.0	1.00	a	Braden, Ruth &	35	5702			Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WTCR	Kenova	B	1420	5.0	0.50	c	AMFM Inc	54	9910 p		g	Country	25	0.17	1.3	0.8	1.5	1.6	0.6	1.4	1.9	2.8	0.8
• WHRD	Huntington	B	1470	5.0	0.07	c	AMFM Inc	46	9910 p		g	Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLGC	Greenup	B	1520	5.0	0.00	e	Hometown Bcstg	84				Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WZZW	Milton	B	1600	5.0	0.03	c	AMFM Inc	73	9910 p		g	Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					11	# Combos -					10	AM TOTALS			12.8	7.5	8.2	9.8	11.1	10.4	12.4	11.5	6.9
AM & FM Stations Profiled -					24	# Duopolies -					7	Total Local Commercial Share			80.6	81.4	83.4	80.7	82.6	83.0	84.5	83.2	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 144

Revenue Rank: 160

Eugene - Springfield, OR Market Overview



Metro Counties / Population (000)

Lane, OR	309.9
	309.9

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

ESTIMATED GROSS REVENUES ★ ★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$8,800	\$9,400	\$10,000	\$10,100	\$10,300	\$9,900
★ ★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	6.1%	\$10,500	\$11,300	\$12,300	\$13,000	\$14,000	7.5%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.56/1,000	\$2.87/1,000	\$3.26/1,000	Local	75%		
Revenue/Capita	\$30.10	\$31.95	\$43.12	National	25%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	292.4	309.9	1.2%	309.9	324.7
Households	114.9	122.1	1.2%	122.1	129.6	1.2%
Retail Sales	2,471.7	3,445.1	6.9%	3,445.1	4,288.6	4.5%
EBI	3,907.7	4,458.3	2.7%	4,458.3	5,563.1	4.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	152.1	25.8	12.4	15.4	21.2	28.3	20.0	28.9
Women (000)	157.8	25.0	11.7	15.6	20.7	28.6	20.0	36.1
Total	309.9	50.9	24.1	31.0	42.0	56.9	40.0	65.0
Percentage	100.0%	16.4%	7.8%	10.0%	13.5%	18.4%	12.9%	21.0%
Per Capita	\$ 14,386	Median Household		\$ 29,365	Avg Household		\$ 36,514	
Ethnic Population:	White 95.5%	Black 0.9%	Asian 2.4%	Hispanic 3.7%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		8	8	9	11	20
Tot 12+	0.8		60.0	60.0	60.8	16.9	77.7
Avg 12+	0.8		7.5	7.5	6.8	1.5	3.9
Tot LCS	1.0		77.2	77.2	78.2	21.8	100.0
Avg LCS	1.0		9.7	9.7	8.7	2.0	5.0

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)†/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)										
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995			
KKNU	Springfield	C	93.1	100.0	1299	a	McKenzie River	58	9212		Country	1,575	0.90	16.7	12.3	11.6	12.5	13.1	7.2	7.5	8.7	9.1			
KMGE	Eugene	C1	94.5	49.0 cp	1299	a	McKenzie River	65	8609	950	AC	1,475	1.67	8.4	7.4	7.2	5.8	7.1	8.9	9.8	9.0	9.3			
KNRQ	Creswell	C3	95.3	0.6	1207	d	McDonald Media	83	9612	5,000	c1	Alternative	600	0.79	7.2	7.1	6.9	5.3	5.7	6.3	6.0	5.6	4.2		
KZEL	Eugene	C	96.1	100.0	1093	d	McDonald Media	62	9612		c1	Clsc Rock	1,500	1.46	9.8	7.1	6.1	8.0	7.1	6.3	6.5	10.5	8.8		
KKTT	Eugene	C	97.9	100.0	1011	b	Marathon Media	58	9911		g2	Country	1,000	1.29	7.4	5.2	3.6	5.0	6.3	9.5	11.3	11.3	8.8		
KODZ	Eugene	C	99.1	100.0	1631	c	McCoy Bcstg Co	68	9109		g1	Oldies	700	0.87	7.7	4.9	5.8	6.6	5.2	7.2	7.3	5.6	5.4		
KEHK	Brownsville	C1	102.3	100.0	919	b	Marathon Media	91	9911		g2	Rock & Roll	600	0.82	7.0	4.6	5.0	5.3	5.5	5.2	3.8	2.8	4.2		
KDUK	Florence	C	104.7	63.0	2307	c	McCoy Bcstg Co	83	9609	2,500	CHR	800	0.70	10.9	11.4	9.7	8.8	7.9	8.1	6.3	4.3	6.5			
KCST	Florence	A	106.9	2.3	509	e	Coast Bcstg Co Inc	92			BBd/Var/AST	250		0.5	0.8	1.1	0.0	0.8	1.2	0.8	0.8	0.0			
# FM Stations -														9	# Combos -		9	FM TOTALS							
														75.6	60.8	57.0	57.3	58.7	59.9	59.3	58.6	56.3			

AM Stations

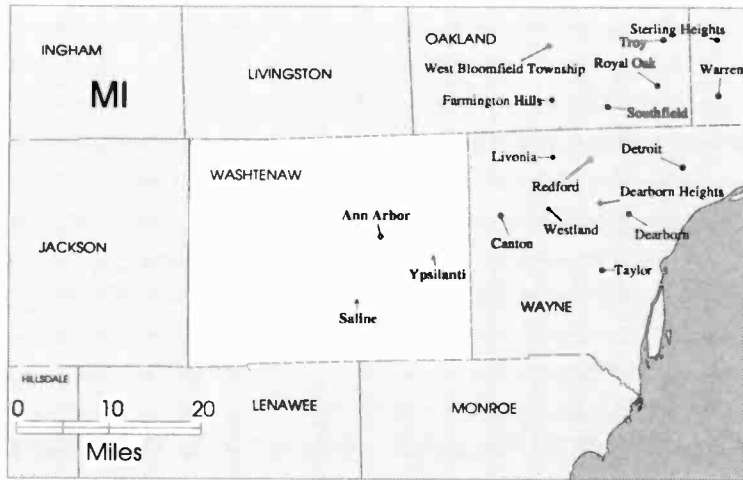
Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)†/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
KUGN	Eugene	B	590	5.0	5.00	b	Marathon Media	46	9911		g2	News/Talk	625	0.66	9.0	5.7	7.5	6.1	7.7	4.0	6.0	4.1	5.9		
KZTU	Eugene	B	660	10.0	0.08		Pamplin Comm	98	9806	100	cp	ChrsContemp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KKNX	Eugene	B	840	1.0	0.17		Willamette Media	92	9608	150		Oldies	100	0.95	1.0	0.0	0.0	1.1	0.5	0.9	1.0	0.0	0.0		
KORE	Springfield	B	1050	5.0	0.15		Support Chrstn	27	8708			Chrst/Talk			1.0	0.5	0.8	1.6	0.0	0.6	0.0	0.5	0.8		
• KPNW	Eugene	B	1120	50.0	50.00	c	McCoy Bcstg Co	62	9109		g1	Nws/Tlk/Spt	950	1.10	8.2	7.4	7.7	6.6	6.0	6.1	7.3	5.6	7.1		
KCST	Florence	B	1250	1.0	0.07	e	Coast Bcstg Co Inc	85	8904	200		AC/Varty				0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0		
KRVM	Eugene	B	1280	5.0	1.50		Eugene School Dst	49	9612		dn	News/Talk	50			0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0		
KNRQ	Eugene	B	1320	1.0	0.05	d	McDonald Media	62	9612		c1	Alternative			0.2	0.3	0.0	0.3	0.0	0.6	0.0	0.3	0.0		
KNND	Cottage Grove	C	1400	1.0 cp	1.00		O'Renicks	53	8812	63		Country	125			0.0	0.6	0.0	0.0	0.6	0.0	0.5	0.0		
KKXO	Eugene	C	1450	1.0	1.00	a	McKenzie River	54	8703	185		Nostalgia	100	0.19	4.9	3.0	4.1	3.4	4.1	4.0	5.8	4.3	3.7		
KEED	Eugene	B	1600	5.0	1.00		Albany Radio Corp	47	9407	35		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -														11	# Combos -		5	AM TOTALS							
														24.3	16.9	20.7	19.1	18.3	16.8	20.6	16.3	17.5			
AM & FM Stations Profiled -														20	# Duopolies -		4	Total Local Commercial Share							
															77.7	77.7	76.4	77.0	76.7	79.9	74.9	73.8			

• Indicates a change since last edition
 †/ See introduction section for interpretation of revenue estimates.

Metro Rank: 145

Revenue Rank: 238

Ann Arbor, MI Market Overview



Metro Counties / Population (000)

Washtenaw, MI	299.1
	299.1

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

ESTIMATED GROSS REVENUES ★ ★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$3,800	\$4,000	\$4,500	\$4,400	\$4,400	\$4,600
Δ 97 - 98	1998	1999	2000	2001	2002		Δ 98 - 02
	10.9%	\$5,100	\$5,400	\$5,800	\$6,100	\$6,500	6.5%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$1.47/1,000	\$1.04/1,000	\$1.04/1,000	Local	85%		
Revenue/Capita	\$13.03	\$15.38	\$20.73	National	15%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	291.7	299.1	0.5%	299.1	313.6	1.0%
Households	108.1	111.6	0.6%	111.6	119.2	1.3%
Retail Sales	2,582.4	4,430.6	11.4%	4,430.6	6,270.3	7.2%
EBI	5,141.2	5,955.8	3.0%	5,955.8	7,442.4	4.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	148.0	23.5	10.6	25.7	26.1	26.0	18.0	18.0
Women (000)	151.1	22.4	9.9	26.0	25.1	26.9	18.0	22.8
Total	299.1	45.9	20.5	51.7	51.2	52.9	36.0	40.9
Percentage	100.0%	15.3%	6.9%	17.3%	17.1%	17.7%	12.0%	13.7%
Per Capita	\$ 19,912			Median Household	\$ 43,740		Avg Household	\$ 53,367
Ethnic Population:	White 81.6%		Black 12.3%		Asian 5.8%		Hispanic	2.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	1		2	2	5	7
Tot 12+	2.9	2.0		4.9	4.9	4.9	9.8
Avg 12+	2.9	2.0		2.5	2.5	1.0	1.4
Tot LCS	29.6	20.4		50.0	50.0	50.0	100.0
Avg LCS	29.6	20.4		25.0	25.0	10.0	14.3

Competitive Overview

Some stations also rated in Detroit.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WIQB	Ann Arbor	B	102.9	49.0	499	a	Cumulus Bcstg Inc	62	9803	14,975	d1	Modern Rock	1,700	1.21	27.5	2.0	1.2	3.3	3.4	3.2	2.2	3.9	3.7
WQKL	Ann Arbor	A	107.1	3.0	289	a	Cumulus Bcstg Inc	67	9803		d1	AC	1,450	0.86	32.9	2.9	5.3	3.6	4.4	3.2	3.3	3.1	2.5
# FM Stations -				2	# Combos -				2	FM TOTALS					60.4	4.9	6.5	6.9	7.8	6.4	5.5	7.0	6.2

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
• WDEO	Ypsilanti	B	990	9.2	0.25	Ave Marie Found	62	9909	2,500		ChrsContemp	500	4.08	2.4	0.0	0.0	0.6	0.0	0.0	0.6	0.0	0.0	
WTKA	Ann Arbor	B	1050	10.0	0.50	a	Cumulus Bcstg Inc	45	9803		d1	Nws/Tlk/Spt	600	1.59	7.4	1.4	0.9	0.9	0.9	0.9	1.4	1.1	0.3
• WYBN	Saline	B	1290	0.5	0.00	a	Cumulus Bcstg Inc	58	9803		d1	BusNw/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WSDS	Salem Township	B	1480	0.8	3.80		Koch Bcstg	62	6806			Country	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WAAM	Ann Arbor	B	1600	5.0	5.00		Whitehall Conval	47	8309	500		FullService	750	0.49	29.8	3.5	2.8	4.2	3.1	3.2	1.4	3.1	2.5
# AM Stations -				5	# Combos -				2	AM TOTALS					39.6	4.9	3.7	5.7	4.0	4.1	3.4	4.2	2.8
AM & FM Stations Profiled -				7	# Duopolies -				2	Total Local Commercial Share						9.8	10.2	12.6	11.8	10.5	8.9	11.2	9.0

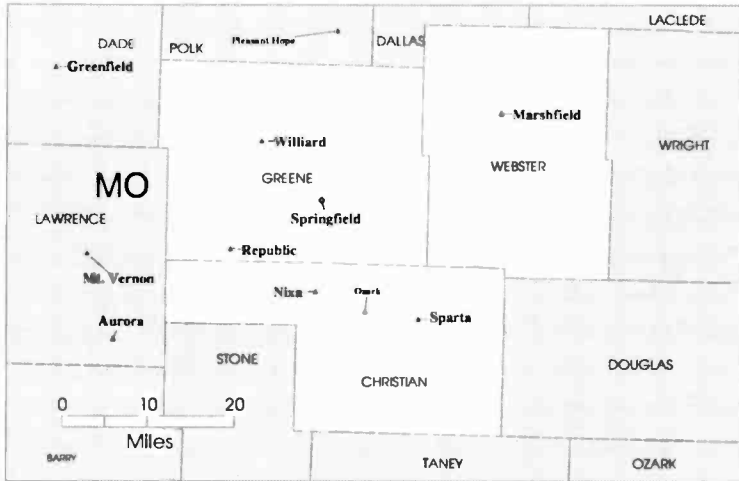
• Indicates a change since last edition

1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 146

Revenue Rank: 102

Springfield, MO Market Overview



Metro Counties / Population (000)

Christian, MO	48.4
Greene, MO	224.4
Webster, MO	28.7
Total	301.5

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$11,500	\$12,500	\$14,300	\$14,900	\$15,900	\$16,200
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
	6.2%	\$17,200	\$18,200	\$19,500	\$20,600	\$22,100	6.5%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$4.61/1,000	\$3.61/1,000	\$3.91/1,000	Local	85%		
Revenue/Capita	\$41.59	\$53.73	\$64.79	National	15%		

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

MSA	1992	1997	Growth Rate	1997	2002	Growth Rate
	Population	276.5	301.5	1.7%	301.5	341.1
Households	105.8	115.9	1.8%	115.9	111.1	-0.8%
Retail Sales	2,491.9	4,486.1	12.5%	4,486.1	5,657.4	4.7%
EBI	3,702.8	4,497.1	4.0%	4,497.1	5,195.9	2.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	145.9	25.4	12.7	16.4	21.4	23.9	19.1	27.0
Women (000)	155.6	24.0	11.8	17.1	21.3	24.7	20.2	36.5
Total	301.5	49.4	24.6	33.5	42.7	48.6	39.3	63.5
Percentage	100.0%	16.4%	8.2%	11.1%	14.2%	16.1%	13.0%	21.0%
Per Capita	\$ 14,916	Median Household		\$ 30,651	Avg Household		\$ 38,801	
Ethnic Population:	White 96.9%	Black 1.7%	Asian 0.8%	Hispanic 1.0%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		13	10	14	6	20
Tot 12+	2.6		71.3	67.4	73.9	10.4	84.3
Avg 12+	2.6		5.5	6.7	5.3	1.7	4.2
Tot LCS	3.1		84.6	80.0	87.7	12.3	100.0
Avg LCS	3.1		6.5	8.0	6.3	2.1	5.0

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
● KCYO	Ozark	C2	92.9	50.0	492	Mid-West Family	95	9909 p	3,000		Country			0.9	0.5	0.0	1.5	0.0	0.0	0.8	0.0	
KTTS	Springfield	C	94.7	98.0	1102	Journal Bcst Group	48	9906		g1	Country	4,000	1.46	15.9	12.4	14.4	14.9	12.3	12.8	14.1	18.8	0.0
KTOZ	Pleasant Hope	C2	95.5	44.0	522	Sunburst Media LP	94	9712	3,300		Modern AC	700	0.69	5.9	7.8	5.8	4.4	5.6	5.1	3.7	2.0	0.0
● KMXH	Sparta	C2	96.5	50.0	492	Journal Bcst Group	89	9906		g1	Country	650	0.67	5.6	1.8	4.0	3.9	5.6	4.5	1.0	1.5	0.0
● KXUS	Springfield	C1	97.3	100.0	581	Sunburst Media LP	69	9705	5,500		Clsc Rock	1,050	0.81	7.5	3.9	3.7	6.7	6.1	6.4	5.2	5.3	0.0
KWTO	Springfield	C1	98.7	96.0	551	Meyer Comm Inc	67	9501	1,880	c1	Clsc Rock	600	0.87	4.0	1.6	2.8	4.1	2.7	2.4	3.7	2.8	0.0
KADI	Republic	A	99.5	6.0	328	Snowmen Bcstg Inc		90			ChrsContemp	400	1.06	2.2	2.6	1.8	1.3	2.4	2.1	3.4	2.0	0.0
KGMY	Aurora	C2	100.5	33.0	600	Sunburst Media LP	68	9602		na	Country	1,900	1.36	8.1	8.0	5.2	7.5	6.4	9.0	12.0	8.9	0.0
KTXR	Springfield	C	101.3	97.0	1181	a Meyer Comm Inc		62			Easy	900	0.89	5.9	4.4	5.8	4.4	5.6	4.3	5.8	4.3	0.0
● KZRQ	Ash Grove	C3	104.1	10.5 cp	505	Moon Song Comm	94	9603	450	1	Rock	200	0.45	2.6	3.9	4.0	3.1	1.3	2.1	1.0	1.0	0.0
KKLH	Marshfield	C2	104.7	35.0	581	e Mid-West Family	79	9607	1,800		Clsc Rock	500	0.73	4.0	4.7	4.0	3.9	2.9	4.8	4.5	5.3	0.0
KOSP	Willard	C2	105.1	50.0	492	e Mid-West Family		92			Oldies	1,100	1.03	6.2	4.1	5.2	4.6	5.9	5.9	3.1	6.9	0.0
KGBX	Nixa	C2	105.9	38.0	558	c Sunburst Media LP	42	8901	960		AC	2,700	1.21	13.0	9.1	9.8	12.1	10.1	8.0	11.5	13.5	0.0
KHTO	Mt Vernon	C3	106.7	17.5 cp	394	d Radio 2000 Inc	93	9606		c2 1	CHR	950	0.73	7.6	9.1	7.3	5.7	7.2	6.1	5.2	6.9	0.0
# FM Stations -				14	# Combos -				10	FM TOTALS				89.4	73.9	73.8	78.1	74.1	73.5	75.0	79.2	0.0

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
KWTO	Springfield	B	560	5.0	4.00	a	Meyer Comm Inc	33	9501		c1	Talk	800	0.95	4.9	4.7	5.5	4.9	3.5	4.0	4.7	4.3	0.0
KTOZ	Springfield	B	1060	0.5	0.00		Entertainment Ntwk	72	9406	35		MOR	50			1.0	0.0	0.0	0.0	0.0	1.0	0.8	0.0
KTTS	Springfield	B	1260	5.0	5.00	b	Journal Bcst Group	42	9906		g1	Country	500	0.59	4.9	3.9	2.8	3.6	4.8	6.1	5.0	4.8	0.0
● KIDS	Springfield	C	1340	1.0 cp	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
KGMY	Springfield	C	1400	1.0	1.00	c	Sunburst Media LP	26	8901	155		Nostalgia	150		0.6	0.8	0.6	0.5	0.5	0.8	2.1	0.0	0.0
KLFJ	Springfield	B	1550	5.0	0.03		127 Inc.	74	9904	432		Talk/Info			0.3	0.0	1.2	0.5	0.0	0.0	0.0	0.0	0.0
# AM Stations -				6	# Combos -				3	AM TOTALS				10.7	10.4	10.1	9.5	8.8	10.9	12.8	9.9	0.0	
AM & FM Stations Profiled -				20	# Duopolies -				5	Total Local Commercial Share				84.3	83.9	87.6	82.9	84.4	87.8	89.1	0.0		

Docket 80-90 Allocations: 102.1, A, Brookline
 NOTE: Market rated twice yearly with Fall 1996 period.

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 147

Revenue Rank: 147

Macon, GA Market Overview



Metro Counties / Population (000)

Bibb, GA	157.5
Houston, GA	104.1
Jones, GA	22.7
Peach, GA	24.3
Total	308.6

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$8,500	\$8,800	\$9,200	\$10,400	\$10,800	\$11,000
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
	5.5%	\$11,600	\$12,200	\$13,100	\$13,900	\$14,700	6.2%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.77/1,000	\$3.06/1,000	\$3.29/1,000	Local	80%		
Revenue/Capita	\$29.39	\$35.64	\$45.37	National	20%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	289.2	308.6	1.3%	308.6	324.0
Households	106.4	114.6	1.5%	114.6	122.8	1.4%
Retail Sales	2,253.7	3,600.0	9.8%	3,600.0	4,474.7	4.4%
EBI	3,778.0	4,097.6	1.6%	4,097.6	4,799.4	3.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	148.0	28.6	14.4	13.6	23.6	25.0	19.6	23.3
Women (000)	160.6	28.2	13.6	15.0	24.3	26.4	21.3	31.9
Total	308.6	56.8	28.0	28.5	47.8	51.4	40.8	55.2
Percentage	100.0%	18.4%	9.1%	9.2%	15.5%	16.7%	13.2%	17.9%
Per Capita	\$ 13,278	Median Household		\$ 29,130	Avg Household		\$ 35,755	
Ethnic Population:	White 60.2%	Black 38.4%	Asian 1.2%	Hispanic 1.7%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		7	9	13	11	24
Tot 12+	19.9		54.4	68.2	74.3	12.6	86.9
Avg 12+	3.3		7.8	7.6	5.7	1.1	3.6
Tot LCS	22.9		62.6	78.5	85.5	14.5	100.0
Avg LCS	3.8		8.9	8.7	6.6	1.3	4.2

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WPPG	Macon	A	92.3	3.0	328	Magic Bcstg Inc	92	9804	1,225		Clsc Rock	225	0.78	2.5	2.9	5.4	1.8	2.5	2.5	2.3	2.7	2.3
WMGB	Jeffersonville	C2	93.7	29.5	646	d Magic Bcstg Inc	93	9607	7,250	c7	CHR	525	0.67	6.8	5.6	5.4	5.5	6.1	6.0	6.1	5.3	4.6
WRNC	Gray	C3	96.5	7.6	587	Taylor Bcstg	94	9612	1,600		Country	125		0.6	0.5	0.0	0.8	0.3	0.0	0.5	0.7	0.0
WIBB	Ft. Valley	C3	97.9	10.5	499	c Taylor Bcstg	90	9704	2,500	d3	Urban	1,500	0.76	17.1	9.8	9.9	13.4	15.9	16.1	17.2	12.3	12.6
WAYS	Macon	C1	99.1	92.0	663	d Magic Bcstg Inc	47	9707		c6	Oldies	750	0.98	6.6	6.4	5.7	6.6	4.6	6.3	5.8	4.3	6.4
WFXM	Forsyth	A	100.1	2.0	574	a Roberts Comm	73	9707	550	c4	Urban/Gospl	200	0.96	1.8	1.6	2.3	1.6	1.5	3.0	1.5	2.9	2.1
WPGA	Perry	A	100.9	3.3	446	b Radio Perry Inc	66	9002		nc	Hot AC	400	1.04	3.3	1.1	2.0	2.4	3.3	3.8	3.8	3.1	5.1
WRBV	Warner Robins	A	101.7	4.9	351	c Taylor Bcstg	69	9704		d3	Urban/Oldies	250	0.70	3.1	4.2	4.8	3.2	2.0	2.5	3.3	4.1	2.6
WLCG	Warner Robbins	A	102.5	4.0	328	Taylor Bcstg	94	9702		nc	Black Gospl			2.9	2.4	3.1	3.9	1.0	1.0	0.5	0.5	1.0
WDEN	Macon	C1	105.3	100.0	659	d Magic Bcstg Inc	68	8710	6,000	c2	Country	3,100	1.69	15.8	13.8	12.5	11.8	15.2	16.6	16.7	20.3	14.7
WQBZ	Ft. Valley	C2	106.3	48.0	492	c Taylor Bcstg	81	9006	3,000		AOR	1,500	1.18	11.0	5.8	6.8	8.7	10.1	9.3	6.6	6.8	5.7
• WALJ	Gordon	A	107.1	2.3	541	a Roberts Comm	76	9707	575	c1	Urban	200	0.40	4.3	7.7	6.8	6.3	1.0	2.3	1.0	1.2	1.5
WPEZ	Macon	C1	107.9	100.0	689	d Magic Bcstg Inc	73	9607		c7	AC	1,850	1.26	12.7	12.5	9.9	9.5	12.2	8.3	10.1	11.1	10.5
# FM Stations -				13	# Combos -				10	FM TOTALS				88.5	74.3	74.6	75.5	75.7	77.7	75.4	75.3	69.1

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WBML	Macon	B	900	2.0	0.15	Rodgers Bcstg	40	7909			Religion	100			0.0	0.8	0.0	0.0	0.0	0.0	0.5	0.0
WMAC	Macon	B	940	50.0	10.00	d Magic Bcstg Inc	22	9707		c6	Nws/Tlk/Spt	400	0.77	4.5	4.2	4.2	3.9	3.8	3.5	4.3	3.4	4.6
WPGA	Perry	B	980	5.0	0.27	b Radio Perry Inc	55	9002		nc	Children	200		0.8	0.0	0.0	0.8	0.5	0.5	1.0	0.0	0.0
WBNM	Gordon	B	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	B	1150	1.0	0.06	a Roberts Comm	51	9707		c4	Gospel			0.6	2.1	1.1	0.0	1.0	1.5	1.8	2.4	1.0
WDDO	Macon	C	1240	1.0	1.00	d Magic Bcstg Inc	57	9607		c7	Black Gospl	230	0.39	5.1	5.0	2.5	3.2	5.6	4.0	4.1	5.8	8.0
WLCG	Macon	B	1280	5.0	0.10	c Taylor Bcstg	48	9704		d3	Black Gospl				0.5	0.0	0.0	0.0	0.3	0.0	0.0	0.0
WCOP	Warner Robins	B	1350	5.0	0.50	Toccoa Falls	54	8507	140		Christian			0.3	0.8	0.0	0.5	0.0	0.0	0.5	0.5	0.0
WNEX	Macon	C	1400	1.0	1.00	TM Comm Inc	45	9703	100		Children				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDEN	Macon	B	1500	1.0	0.00	d Magic Bcstg Inc	67	8710		c2	Country			0.2	0.0	0.0	0.3	0.0	0.3	0.3	0.2	0.0
WAXP	Warner Robins	B	1600	1.6	0.50	c Taylor Bcstg	66	9705		d3	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				11	# Combos -				8	AM TOTALS				11.5	12.6	8.6	8.7	10.9	10.1	12.0	12.8	13.6
AM & FM Stations Profiled -				24	# Duopolies -				9	Total Local Commercial Share				86.9	83.2	84.2	86.6	87.8	87.4	88.1	82.7	

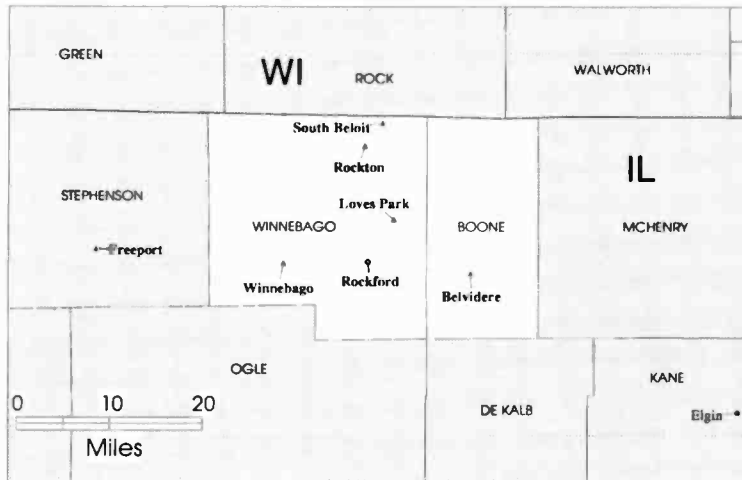
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 148

Revenue Rank: 137

Rockford, IL Market Overview



Metro Counties / Population (000)

Boone, IL	36.7
Winnebago, IL	267.1
	<hr/>
	303.8

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$8,500	\$8,500	\$9,100	\$9,300	\$10,100	\$11,100
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	12.6%	\$12,500	\$13,600	\$15,000	\$16,000	\$17,300	8.5%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.30/1,000	\$3.91/1,000	\$5.31/1,000	Local	89%		
Revenue/Capita	\$29.24	\$36.54	\$54.75	National	11%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	290.7	303.8	0.9%	303.8	316.0
Households	110.6	116.0	1.0%	116.0	122.4	1.1%
Retail Sales	2,574.6	2,836.4	2.0%	2,836.4	3,255.1	2.8%
EBI	4,659.9	5,049.3	1.6%	5,049.3	5,888.6	3.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55	
Men (000)	148.5	27.7	13.4	11.6	22.1	25.4	20.9	27.5	
Women (000)	155.3	26.7	12.7	11.9	21.8	26.5	20.9	34.9	
Total	303.8	54.3	26.0	23.5	43.9	51.9	41.7	62.4	
Percentage	100.0%	17.9%	8.6%	7.7%	14.4%	17.1%	13.7%	20.6%	
Per Capita	\$ 16,620		Median Household		\$ 36,941		Avg Household		\$ 43,528
Ethnic Population:	White	89.2%	Black	9.1%	Asian	1.5%	Hispanic	4.8%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	2		6	7	4	11
Tot 12+	28.0	23.8		51.8	51.8	8.4	60.2
Avg 12+	5.6	11.9		8.6	7.4	2.1	5.5
Tot LCS	46.5	39.5		86.0	86.0	14.0	100.0
Avg LCS	9.3	19.8		14.3	12.3	3.5	9.1

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WKMQ	Winnebago	A	95.3	1.3	512		RadioWorks Inc	71	9905		g	Oldies	1,575	1.12	11.3	6.5	6.6	6.0	8.4	9.7	6.2	7.4	7.7	
WLUV	Loves Park	A	96.7	5.0	161	a	Loves Park Bcstg	64				Country	100		0.7	0.0	0.0	0.0	0.9	0.5	1.2	0.7	1.0	
WZOK	Rockford	B	97.5	50.0	430	b	Connoisseur Comm	49	9602	5,000	c4	Rock AC	2,400	1.01	19.1	14.2	12.9	11.3	13.0	14.5	13.6	13.8	14.6	
WXXQ	Freeport	B1	98.5	11.0	492	b	Connoisseur Comm	47	9602	2,300	c2	Country	1,850	1.01	14.7	9.6	8.9	7.1	11.8	8.1	10.3	5.9	7.9	
• WQFL	Rockford	A	100.9	23.7	cp	489	First Assembly God	74	8006	590		Religion	275	0.73	3.0	3.1	3.2	2.1	1.7	3.3	1.7	1.7	1.5	
WRWC	Rockton	A	103.1	1.2	525	d	RadioWorks Inc	63	9908	p	g5	AC	1,600	0.83	15.5	8.0	9.5	10.5	9.2	9.2	12.7	8.3	6.7	
WXRX	Belvidere	A	104.9	4.0	400	c	RadioWorks Inc	71	9908	p	g1	Clsc Rock	2,800	1.11	20.2	10.4	11.3	13.9	11.8	14.5	13.2	18.1	14.6	
# FM Stations -					7	# Combos -					5	FM TOTALS				84.5	51.8	52.4	50.9	56.8	59.8	58.9	55.9	54.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WNTA	Rockford	B	1330	1.0	0.09	c	RadioWorks Inc	53	9908	p	c1	News/Talk	500	0.54	7.4	4.3	5.8	5.8	3.5	4.6	4.1	4.3	4.4	
WTJK	S. Beloit	B	1380	5.0	5.00	d	Salter Bcstg Co	48				Sports	425			0.0	0.8	0.0	0.0	0.5	1.0	0.0	0.8	
WROK	Rockford	B	1440	5.0	0.27	b	Connoisseur Comm	23	9602		c4	News/Talk	975	0.95	8.2	4.1	5.0	5.2	5.2	5.1	5.5	5.7	6.7	
WLUV	Loves Park	B	1520	0.5	0.01	a	Loves Park Bcstg	62				Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					4	# Combos -					4	AM TOTALS				15.6	8.4	11.6	11.0	8.7	10.2	10.6	10.0	11.9
AM & FM Stations Profiled -					11	# Duopolies -					2	Total Local Commercial Share				60.2	64.0	61.9	65.5	70.0	69.5	65.9	65.9	

Docket 80-90 Allocations: 106.1, A, Oregon

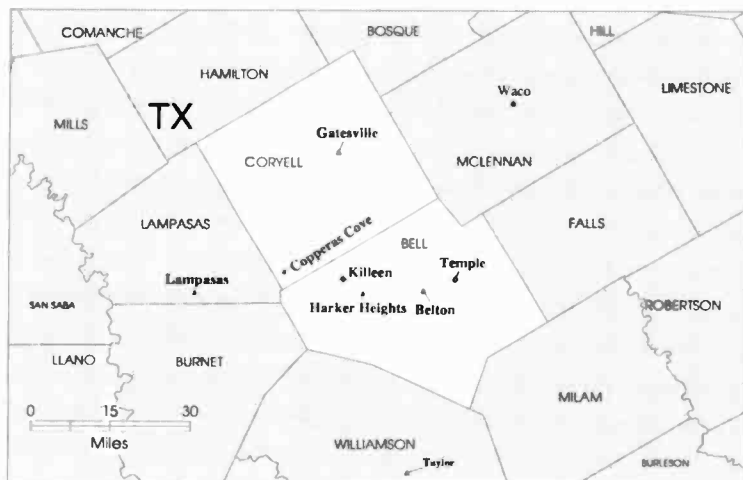
◆ Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 149

Revenue Rank: 220

Killeen-Temple, TX Market Overview



Metro Counties / Population (000)

Bell, TX	227.7
Coryell, TX	75.8
Total	303.5

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$3,300	\$3,600	\$4,500	\$4,600	\$5,000	\$5,400
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	9.3%	\$5,900	\$6,400	\$7,100	\$7,600	\$8,300	8.7%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$2.15/1,000	\$2.33/1,000	\$2.72/1,000	Local	80%		
Revenue/Capita	\$12.81	\$17.79	\$25.13	National	20%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	257.7	303.5	3.3%	303.5	330.3
Households	84.5	100.8	3.6%	100.8	111.9	2.1%
Retail Sales	1,538.4	2,320.2	8.6%	2,320.2	3,056.1	5.7%
EBI	3,092.3	3,755.5	4.0%	3,755.5	4,786.9	5.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	156.3	32.8	12.9	25.6	28.2	22.6	15.0	19.3
Women (000)	147.2	31.1	12.3	16.7	24.9	22.2	15.8	24.2
Total	303.5	63.8	25.2	42.3	53.1	44.8	30.8	43.5
Percentage	100.0%	21.0%	8.3%	13.9%	17.5%	14.8%	10.1%	14.3%
Per Capita	\$ 12,374	Median Household		\$ 27,992	Avg Household		\$ 37,257	
Ethnic Population:	White 75.1%	Black 19.8%	Asian 4.4%	Hispanic 15.6%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		7	6	10	3	13
Tot 12+	22.4		28.1	42.0	50.5	3.9	54.4
Avg 12+	7.5		4.0	7.0	5.1	1.3	4.2
Tot LCS	41.2		51.7	77.2	92.8	7.2	100.0
Avg LCS	13.7		7.4	12.9	9.3	2.4	7.7

Competitive Overview

Some stations also rated in Austin.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
• KIIZ	Killeen	A	92.3	3.0	259		AMFM Inc	91	9910 p		g	1 Urban	1,475	1.05	23.9	13.3	15.6	13.9	12.9	16.5	15.4	18.9	0.0		
KLNC	Killeen	C	93.3	100.0	1949		LBJ-S Bcstg LP	61	9711	See (49)		Country	n/a		5.6	2.2	1.5	1.8	4.7	2.1	3.0	2.9	0.0		
• KASZ	Gatesville	A	98.3	1.0 cp	262		LDR Bcstg Ltd	76	9106	125		Clsc Rock	275			1.1	0.0	0.0	0.0	0.8	0.0	1.3	0.0		
KJFK	Lampasas	C1	98.9	18.5	1814		Shamrock Comm	76	8709	See (49)		Talk	n/a		6.5	3.0	1.8	3.0	4.4	2.9	3.5	3.2	0.0		
• KLTD	Temple	C3	101.7	16.6	410		Cumulus Bcstg Inc	95	9909 p	9,000	c4	ChrsContemp	425	2.32	3.1	2.2	0.9	1.8	1.7	2.9	1.3	1.6	0.0		
• KOOV	Copperas Cove	C3	103.1	8.6	558		Cumulus Bcstg Inc	77	9909 p		c4	2 Country	850	1.14	12.6	4.4	3.8	6.5	7.7	6.4	8.8	6.1	0.0		
KQBT	Taylor	C2	104.3	48.0	492		Infinity Bcstg	75	9805			CHR/Rhymc	n/a		7.4	4.4	5.9	3.0	5.5	5.3	5.6	5.6	0.0		
• KYUL	Harker Heights	C2	105.5	33.0	600	a	Cumulus Bcstg Inc	94	9909 p		c4	Oldies	700	0.83	14.3	6.4	7.9	8.3	7.7	10.1	3.3	2.4	0.0		
• KOOO	Belton	C3	106.3	11.5	489		Cumulus Bcstg Inc	70	9909 p		c4	2 Mix AC	750	1.26	10.1	5.5	4.4	3.6	8.0	4.5	6.6	9.3	0.0		
KLFX	Nolanville	A	107.3	2.0	525		Sheldon Comm Inc	87	9411	183	cp	1 Rock	750	1.21	10.5	8.0	6.5	6.5	5.2	6.7	4.8	6.1	0.0		
# FM Stations -					10	# Combos -					0	FM TOTALS					94.0	50.5	48.3	48.4	57.8	58.2	52.3	57.4	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
KTON	Belton	B	940	1.0	0.01		Sheldon Comm Inc	61	9105		c1	Christian	175		0.5	0.6	0.0	0.0	0.6	0.0	1.8	0.0	0.0		
KRMY	Killeen	B	1050	0.3	0.00		Martin Bcstg Inc	55	9308	118		Spanish	200			0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0		
KTEM	Temple	C	1400	1.0	1.00		Bell Bcstg Co Ltd	36	9508	200		Nws/Tlk/Spt	300	0.91	5.6	3.3	2.9	4.4	1.7	2.9	2.5	3.2	0.0		
# AM Stations -					3	# Combos -					0	AM TOTALS					6.1	3.9	4.7	4.4	2.3	2.9	4.3	3.2	0.0
AM & FM Stations Profiled -					13	# Duopolies -					2	Total Local Commercial Share					54.4	53.0	52.8	60.1	61.1	56.6	60.6	0.0	

NOTE: Market rated twice yearly with Fall 1996 period.

• Indicates a change since last edition

1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 150

Revenue Rank: 177

Utica - Rome, NY Market Overview



Metro Counties / Population (000)

Herkimer, NY	66.4
Oneida, NY	225.9
	292.3

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$6,900	\$7,100	\$7,600	\$7,500	\$7,700	\$8,000
★★★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	13.8%	\$9,100	\$9,900	\$11,000	\$11,800	\$12,800	9.0%
Revenue/Retail Sales	\$3.31/1,000	\$3.07/1,000	\$4.23/1,000				Est. Breakout
Revenue/Capita	\$21.86	\$27.37	\$46.55				Local 87%
							National 13%

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	315.6	292.3	-1.5%	292.3	275.0
Households	117.0	108.5	-1.5%	108.5	103.3	-1.0%
Retail Sales	2,084.3	2,609.7	4.6%	2,609.7	3,024.0	3.0%
EBI	4,105.9	3,692.3	-2.1%	3,692.3	3,816.2	0.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	143.3	24.9	12.3	13.6	21.2	22.3	18.4	30.6
Women (000)	149.0	23.5	11.3	12.7	18.8	22.3	19.1	41.4
Total	292.3	48.4	23.6	26.3	39.9	44.5	37.5	72.0
Percentage	100.0%	16.6%	8.1%	9.0%	13.7%	15.2%	12.8%	24.6%
Per Capita	\$ 12,632			Median Household	\$ 27,902		Avg Household	\$ 34,030
Ethnic Population:	White 93.5%		Black 5.2%		Asian 1.1%		Hispanic 2.7%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	7		7	14	10	24
Tot 12+	9.5	55.7		55.7	65.2	15.6	80.8
Avg 12+	1.4	8.0		8.0	4.7	1.6	3.4
Tot LCS	11.8	68.9		68.9	80.7	19.3	100.0
Avg LCS	1.7	9.8		9.8	5.8	1.9	4.2

Competitive Overview

NOTE: Some stations also rated in Syracuse.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WXUR	Herkimer	A	92.7	3.0	300	b	Arjuna Bcstg Corp	79	9403	118	c1	Oldies			1.4	1.7	1.6	1.0	1.2	1.2	1.5	1.3	0.7
WRFM	Remsen	A	93.5	1.2 cp	748	c	Clear Channel	83	9906		g1	Lite AC	275	0.94	3.2	2.5	3.7	1.7	3.2	1.9	2.2	2.4	2.6
WKLL	Frankfort	B	94.9	34.0	568	e	Radio Corp	90	9004	165	cp	Modern Rock	575	0.80	7.9	5.0	5.8	6.1	6.0	6.2	6.2	5.9	3.8
WODZ	Rome	B1	96.1	7.4	604	a	Regent Comm	68	9908 p		g5	Oldies	250	0.58	4.7	4.7	5.8	3.9	3.2	3.8	3.2	4.4	4.7
WOUR	Utica	B	96.9	19.3	791	c	Clear Channel	67	9906		g1	ClRck/NwRck	950	1.05	9.9	6.3	7.1	6.9	8.2	5.7	8.1	7.2	7.5
WOWZ	Whitesboro	A	97.9	1.5	669	f	Roser		94			AC	100	0.69	1.6	2.2	1.3	1.5	1.0	1.0	1.0	1.3	0.2
WLZW	Utica	B	98.7	25.0	659	a	Regent Comm	74	9908 p		g5	AC	2,050	1.39	16.2	9.9	10.6	11.8	12.9	13.3	13.6	15.4	13.4
WVVC	Utica	A	100.7	1.6	627		Bethany Bcstg Corp		94			ChrsContemp			1.6	1.1	0.8	1.7	0.7	1.0	1.5	1.1	1.2
WBUG	Fort Plain	A	101.1	1.3	719		Roser	91	9411	See (59)		Country			1.3	0.6	1.1	1.5	0.5	0.7	0.5	0.4	0.5
WBRV	Boonville	A	101.3	5.5	341	d	Flack Bctg Group	89	9809		g2	Country				0.3	0.0	0.0	0.0	0.0	0.0	0.7	0.0
WSKS	Rome	B	102.5	27.0	650	c	Clear Channel	82	9906		g1	Adult CHR	625	0.85	8.1	6.1	6.3	5.6	6.7	6.4	7.2	7.5	6.8
WFRG	Utica	B	104.3	100.0	495	a	Regent Comm	48	9905 p		g5	Country	2,050	1.12	20.1	16.0	17.4	16.2	14.4	15.9	11.6	14.3	16.0
WOWB	Little Falls	A	105.5	2.3	528	f	Roser	92	8910	41	cp	Top 40	325	1.70	2.1	1.1	0.8	2.0	1.2	1.2	1.5	1.1	1.9
WRCK	Utica	B	107.3	50.0	499	e	Radio Corp	62	9409	1,000	c5	Clsc Rock	625	1.06	6.5	7.7	3.4	4.4	5.5	4.0	2.7	3.7	4.9
# FM Stations -				14	# Combos -				12	FM TOTALS					84.6	65.2	65.7	64.3	64.7	62.3	60.8	66.7	64.2

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WBRV	Boonville	B	900	1.0	0.05	d	Flack Bctg Group	55	9809		g2	Country				0.6	0.0	0.0	0.0	0.0	1.2	0.7	0.0
WIBX	Utica	B	950	5.0	5.00	a	Regent Comm	25	9908 p		g5	News/Talk	750	1.08	7.6	9.1	6.9	6.6	5.0	8.1	7.7	6.4	7.0
WRUN	Utica	B	1150	5.0	1.00	a	Regent Comm	48	9906 p		g5	Sports			0.5	0.0	0.0	0.2	0.5	0.5	0.7	1.1	0.5
WLFH	Little Falls	C	1230	1.0	1.00	f	Roser	52	9007	100		Country	125	1.25	1.1	1.1	1.1	0.7	1.0	1.2	1.0	1.5	1.4
WTLB	Utica	B	1310	5.0	0.50	e	Radio Corp	46	9409		c5	Nostalgia	100	0.24	4.5	3.9	4.5	3.7	3.2	2.6	3.7	2.9	3.3
WRNY	Rome	B	1350	0.5	0.06	c	Clear Channel	59	9906		g1	Adlt Stndrd	125		0.7	0.6	0.3	0.0	1.0	0.0	0.0	0.0	0.0
WNRS	Herkimer	B	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
WYFY	Rome	C	1450	1.0	1.00		Bible Bcstg	46	9904	50		Religion			0.1	0.0	0.0	0.0	0.2	0.0	0.2	0.2	0.0
WADR	Remsen	B	1480	5.0	0.00	c	Clear Channel	66	9906		g1	Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WUTQ	Utica	B	1550	1.0	0.00	c	Clear Channel	62	9906		g1	Adlt Stndrd	175	1.92	1.0	0.3	0.3	0.5	1.0	1.0	2.0	3.3	1.6
# AM Stations -				10	# Combos -				9	AM TOTALS					15.5	15.6	13.1	11.7	11.9	13.4	16.5	16.1	13.8
AM & FM Stations Profiled -				24	# Duopolies -				8	Total Local Commercial Share					80.8	78.8	76.0	76.6	75.7	77.3	82.8	78.0	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 151

Revenue Rank: 132

Evansville, IN Market Overview



Metro Counties / Population (000)

Posey, IN	26.7
Vanderburgh, IN	167.6
Warrick, IN	51.6
Henderson, KY	44.2
Total	290.1

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$11,100	\$11,600	\$11,300	\$11,400	\$11,700	\$12,100
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	9.1%	\$13,200	\$14,300	\$15,500	\$16,500	\$17,600	7.5%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
Revenue/Capita	\$5.09/1,000	\$4.31/1,000	\$5.44/1,000	Local	80%		
	\$39.33	\$41.71	\$60.07	National	20%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	282.2	290.1	0.6%	290.1	293.0
Households	110.4	114.7	0.8%	114.7	118.4	0.6%
Retail Sales	2,180.6	2,808.6	5.2%	2,808.6	3,234.8	2.9%
EBI	4,002.9	4,670.3	3.1%	4,670.3	5,733.3	4.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	138.7	25.2	12.1	11.6	20.4	23.4	18.6	27.4
Women (000)	151.4	24.1	11.4	12.7	21.3	24.4	19.4	38.1
Total	290.1	49.3	23.6	24.3	41.7	47.8	38.0	65.4
Percentage	100.0%	17.0%	8.1%	8.4%	14.4%	16.5%	13.1%	22.6%
Per Capita	\$ 16,099	Median Household		\$ 33,308	Avg Household		\$ 40,717	
Ethnic Population:	White 93.0%	Black 6.2%	Asian 0.6%	Hispanic 0.7%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	3	3	9	12	8	20
Tot 12+	25.2	28.7	18.9	70.4	72.8	10.6	83.4
Avg 12+	4.2	9.6	6.3	7.8	6.1	1.3	4.2
Tot LCS	30.2	34.4	22.7	84.4	87.3	12.7	100.0
Avg LCS	5.0	11.5	7.6	9.4	7.3	1.6	5.0

Competitive Overview

Some stations also rated in Owensboro, KY.

FM Stations													ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
																1999	1998	1998	1997	1997	1996	1996	1995
WBKR	Owensboro	C1	92.5	96.0 cp	1001		Brill Media Co	48	9307	See (261)		Country	n/a		3.1	2.4	3.0	3.0	2.4	3.4	3.5	4.0	6.0
WTRI	Mt Carmel	B	94.9	50.0	420	a	Connoisseur Comm	60	9608	1,300	1	Clsc Rock	550	1.16	3.6	1.9	3.0	2.5	3.7	4.5	3.2	2.3	1.9
WSTO	Owensboro	C	96.1	100.0	1001		Brill Media Co	48	9703	See (261)		CHR	n/a		11.3	7.6	9.0	8.8	10.9	14.5	13.1	12.6	8.1
• WJPS	Chandler	A	97.3	3.2	446	b	South Central		94			Oldies			7.7	6.2	6.6	7.9	5.6	5.3	6.1	7.4	1.1
WKDQ	Henderson	C	99.5	98.0	984		Brill Media Co	47	9705	8,000		Country	2,150	1.19	13.7	8.9	12.6	12.3	11.7	10.3	14.4	13.7	16.8
WGBF	Henderson	A	103.1	3.2	453	a	Connoisseur Comm	71	9610	2,500 c2	1	AOR	2,400	2.24	8.1	7.6	7.7	6.6	7.5	7.5	9.9	8.9	8.9
WIKY	Evansville	B	104.1	39.0	571	b	South Central		48			FullService	3,500	1.24	21.4	18.4	17.5	20.3	17.1	18.4	20.9	22.0	18.4
WYNG	Evansville	B	105.3	50.0	492	a	Connoisseur Comm	64	9803	6,000	1	Country	950	1.11	6.5	8.4	6.3	4.9	6.4	8.1	9.1	6.9	11.1
• WDKS	Newburgh	A	106.1	6.0	328	c	Newburgh Bcstg Co		91		1	Hot AC	350	0.74	3.6	3.8	4.4	4.1	2.1	0.6	1.3	0.6	5.1
• WYFX	Mt. Vernon	A	106.7	3.0	295	d	Original Company	92	9904	360 c1		AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WBNL	Boonville	A	107.1	3.0	184	e	South Central	67	9910 p	400 c4		Easy			0.7	0.0	0.5	0.0	1.3	0.0	0.0	0.0	0.0
WABX	Evansville	A	107.5	2.0	561	b	South Central		96			Rock	1,000	0.97	7.8	7.6	5.5	6.0	7.7	8.1	0.0	0.0	0.0
# FM Stations -					12	# Combos -			9	FM TOTALS					87.5	72.8	76.1	76.4	76.4	80.7	81.5	78.4	77.4

AM Stations													ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
																1999	1998	1998	1997	1997	1996	1996	1995
WSWI	Evansville	B	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
WSON	Henderson	B	860	0.5	0.50		Lackey, Henry G	41	7907			AC	400	0.67	4.5	1.6	3.8	3.6	4.3	1.7	2.4	2.0	1.1
WGAB	Newburgh	B	1180	0.7	0.00	c	Newburgh Bcstg Co		84			Adlt Stndrd	100		0.7	1.4	0.5	0.5	0.8	0.8	1.9	2.6	3.8
• WGBF	Evansville	B	1280	5.0	1.00	a	Connoisseur Comm	23	9610		c2	News/Talk	500	1.11	3.4	3.5	3.6	3.6	2.4	0.8	1.3	1.4	1.1
WVHI	Evansville	B	1330	5.0	1.00		Word Broadcasting	48	9906	440		Religion			0.6	0.0	0.0	0.5	0.5	1.1	0.5	0.0	0.8
WEOA	Evansville	C	1400	1.0	1.00	b	South Central	36	8111	1,000		Urban	325	0.77	3.2	4.1	2.7	2.7	2.9	0.6	0.8	0.3	0.5
• WBNL	Boonville	B	1540	0.3	0.00	e	South Central	50	9910 p			Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WRCY	Mt. Vernon	B	1590	0.5	0.04	d	Original Company	55	9904		c1	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					8	# Combos -			5	AM TOTALS					12.4	10.6	10.6	10.9	10.9	5.0	6.9	6.3	7.3
AM & FM Stations Profiled -					20	# Duopolies -			6	Total Local Commercial Share					83.4	86.7	87.3	87.3	85.7	88.4	84.7	84.7	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 152

Revenue Rank: 120

Salisbury-Ocean City, MD Market Overview



Metro Counties / Population (000)

Somerset, MD	24.1
Wicomico, MD	80.1
Worcester, MD	41.9
Sussex, DE	133.6
Total	279.7

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$12,500	\$13,000	\$13,700	\$14,700	\$15,100	\$14,300
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
4.2%	\$14,900	\$15,600	\$16,500	\$17,300	\$18,200	5.2%	
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$5.10/1,000	\$3.84/1,000	\$3.73/1,000	Local	83%		
Revenue/Capita	\$48.49	\$51.13	\$60.53	National	17%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	257.8	279.7	1.6%	279.7	300.7
Households	98.1	107.1	1.8%	107.1	117.2	1.8%
Retail Sales	2,450.2	3,725.0	8.7%	3,725.0	4,874.3	5.5%
EBI	3,377.1	3,863.1	2.7%	3,863.1	4,713.9	4.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	134.8	22.6	10.4	11.2	18.9	21.7	17.5	32.5
Women (000)	144.9	21.8	10.1	12.2	19.1	21.7	18.7	41.2
Total	279.7	44.4	20.5	23.4	38.0	43.4	36.3	73.8
Percentage	100.0%	15.9%	7.3%	8.4%	13.6%	15.5%	13.0%	26.4%
Per Capita	\$ 13,812			Median Household	\$ 29,194		Avg Household	\$ 36,070
Ethnic Population:	White 73.7%		Black 25.0%		Asian 0.9%		Hispanic 1.5%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	19	6		11	25	8	33
Tot 12+	41.6	29.7		53.3	71.3	6.1	77.4
Avg 12+	2.2	5.0		4.8	2.9	0.8	2.3
Tot LCS	53.7	38.4		68.9	92.1	7.9	100.0
Avg LCS	2.8	6.4		6.3	3.7	1.0	3.0

Competitive Overview

Some stations also rated in Wilmington, DE.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
• WLBW	Fenwick Island	A	92.1	6.0	308	f	Cumulus Bcstg Inc	94	9711	9,200	d3	Oldies			4.1	1.9	2.8	3.1	3.4	2.6	3.0	3.7	2.5
WGMD	Rehoboth Bch	A	92.7	3.0	299		Resort Bcstg Co	75	8007			Nws/Tlk/Inf	1,100	1.68	4.4	2.9	3.9	2.5	4.5	2.9	3.2	5.2	3.0
WZBH	Georgetown	B1	93.5	11.0	486	b	Great Scott Bcstg	69				AOR	1,300	1.12	7.8	6.4	7.3	6.5	5.9	5.5	6.8	4.7	8.2
• WRDX	Dover	B	94.7	50.0	378	e	AMFM Inc	56	9910 p			Clsc Rock	n/a		1.6	1.6	1.1	1.4	1.1	3.1	3.0	1.8	1.4
WJNE	Laurel	A	95.3	6.0	328	d	Great Scott Bcstg	91	9803	1,500		Modern AC	300	0.81	2.5	1.1	2.2	2.5	1.4	1.0	1.1	0.5	0.5
• WOSC	Bethany Bch	B1	95.9	18.8	377	f	Cumulus Bcstg Inc	58	9804	7,500	d4	Rock	300	0.48	4.2	2.7	3.1	3.1	3.6	4.4	3.5	4.7	3.0
WBEY	Crisfield	A	96.9	2.8	403		Bay Bcstg Inc	95			2	Country			0.4	0.8	0.0	0.0	0.6	0.0	0.0	1.0	1.4
• WQJZ	Ocean Pines	A	97.1	4.6	374	c	Delmarva Bcstg Co	94	9708		d2 1	Jazz	350	0.81	2.9	2.4	2.0	2.5	2.2	3.6	2.7	2.9	1.9
WICO	Salisbury	A	97.5	3.0 cp	299	c	Delmarva Bcstg Co	69	9708		d2 1	Country	1,000	1.32	5.1	3.2	3.9	4.2	3.9	3.6	4.3	3.4	4.4
WAFL	Milford	A	97.7	6.0 cp	328	c	Delmarva Bcstg Co	73	9708		d2 1	AC	1,950	5.95	2.2	1.9	1.7	1.1	2.5	2.3	3.2	1.6	0.0
WSBL	Selbyville	A	97.9	3.0 cp	328		Anchor Bcstg LP	93				Country			0.5	0.8	0.0	0.8	0.0	0.0	0.0	0.5	0.0
• WGBG	Seaford	A	98.5	6.0	322	a	Great Scott Bcstg	72	9805	1,200	c1	Clsc Hits			1.4	2.7	2.2	1.4	0.8	1.3	0.5	0.3	0.8
• WSBY	Salisbury	A	98.9	6.0	325	f	Cumulus Bcstg Inc	89	9802	1,300	c3	Rock			1.7	0.3	0.8	0.6	2.2	1.3	0.8	1.0	1.6
WWFG	Ocean City	B	99.9	50.0	315	f	Cumulus Bcstg Inc	78	9804		d4	Country	1,500	0.88	11.5	9.4	9.3	8.8	9.5	10.9	7.8	11.0	9.0
WXPZ	Milford	A	101.3	3.0	328	d	Samson Comm Inc	90				ChrsContemp	450	1.78	1.7	1.6	1.4	1.1	1.7	1.6	1.6	0.5	1.4
wRBG	Ocean View	A	101.7	3.0	299		Great Scott Bcstg	86	9806	1,500		Clsc Hits	400	0.73	3.7	1.1	1.4	1.4	4.5	5.2	3.8	3.1	4.1
• WOLC	Princess Anne	B	102.5	50.0	499		Maranatha Inc	76				Christian	500	0.63	5.3	2.4	2.2	4.0	4.5	2.9	3.5	3.9	1.9
WJYN	Bethany Beach	A	103.5	1.5 cp	479	b	Great Scott Bcstg	95				Modern AC	250	0.93	1.8	1.3	0.8	1.4	1.4	1.3	0.8	0.0	0.0
WOCQ	Berlin	A	103.9	6.0	328	b	Great Scott Bcstg	81	9712	2,800		Urban	1,000	0.52	12.9	11.3	12.6	12.2	8.4	6.8	8.4	7.9	7.4
• WQHQ	Salisbury	B	104.7	33.0	610	f	Cumulus Bcstg Inc	65	9711		d3	AC	1,650	1.03	10.8	7.2	6.5	9.1	8.1	9.4	8.6	8.1	7.9
• WLWV	Salisbury	A	105.5	2.1	384	f	Cumulus Bcstg Inc	82	9711		d3	Oldies	925	2.22	2.8	2.4	2.8	1.7	2.8	2.9	3.5	2.6	2.2
WXJN	Lewes	A	105.9	6.0	328	c	Delmarva Bcstg Co	92	9708		d2 1	Country	400	0.73	3.7	3.5	2.8	3.4	2.5	1.6	1.9	2.9	3.8
WKHW	Pocomoke City	A	106.5	1.8	341		Great Scott Bcstg	92	9909		g	Country	175		0.9	1.1	0.6	0.8	0.6	0.5	1.1	0.5	0.0
WRXS	Ocean City	A	106.9	6.0	302		Atlantic Radio	94	9805	360		CHR	450		0.6	0.5	0.8	0.6	0.3	0.0	1.6	1.0	1.4
WTDK	Federsburg	A	107.1	3.9	407	g	MTS Broadcasting	78	9701		g	Oldies	225		0.8	0.8	1.4	0.6	0.6	1.3	0.5	0.0	0.0
# FM Stations -				25	# Combos -				16	FM TOTALS				95.3	71.3	73.6	74.8	77.0	76.0	75.2	72.8	67.8	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 152

Revenue Rank: 120

Salisbury-Ocean City, MD Market Overview



Metro Counties / Population (000)

Somerset, MD	24.1
Wicomico, MD	80.1
Worcester, MD	41.9
Sussex, DE	133.6
Total	279.7

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$12,500	\$13,000	\$13,700	\$14,700	\$15,100	\$14,300
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	4.2%	\$14,900	\$15,600	\$16,500	\$17,300	\$18,200	5.2%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$5.10/1,000	\$3.84/1,000	\$3.73/1,000	Local	83%		
Revenue/Capita	\$48.49	\$51.13	\$60.53	National	17%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	257.8	279.7	1.6%	279.7	300.7	1.5%
Households	98.1	107.1	1.8%	107.1	117.2	1.8%
Retail Sales	2,450.2	3,725.0	8.7%	3,725.0	4,874.3	5.5%
EBI	3,377.1	3,863.1	2.7%	3,863.1	4,713.9	4.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	134.8	22.6	10.4	11.2	18.9	21.7	17.5	32.5
Women (000)	144.9	21.8	10.1	12.2	19.1	21.7	18.7	41.2
Total	279.7	44.4	20.5	23.4	38.0	43.4	36.3	73.8
Percentage	100.0%	15.9%	7.3%	8.4%	13.6%	15.5%	13.0%	26.4%
Per Capita	\$ 13,812			Median Household	\$ 29,194		Avg Household	\$ 36,070
Ethnic Population:	White 73.7%		Black 25.0%		Asian 0.9%		Hispanic 1.5%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	19	6		11	25	8	33
Tot 12+	41.6	29.7		53.3	71.3	6.1	77.4
Avg 12+	2.2	5.0		4.8	2.9	0.8	2.3
Tot LCS	53.7	38.4		68.9	92.1	7.9	100.0
Avg LCS	2.8	6.4		6.3	3.7	1.0	3.0

Competitive Overview

Some stations also rated in Wilmington, DE.

AM Stations													ARB 12+ Metro Shares (see rights)												
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)†/	Power Ratio	Avg '98 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
				Power (kW)	Power (kW)											1999	1998	1998	1997	1997	1996	1996	1995	1995	
WDMV	Pocomoke City	B	540	0.5	0.24		Birach Bcstg Corp	55				2	Gospel			0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WJWL	Georgetown	B	900	10.5	1.08	b	Great Scott Bcstg	51	6104				Nostalgia	200	0.75	1.8	2.9	1.4	2.0	0.8	2.1	1.9	2.1	2.7	
WYUS	Milford	B	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	
● WTGM	Salisbury	B	960	5.0	5.00	f	Cumulus Bcstg Inc	40	9711			d3	Sports	100		0.9	0.8	0.8	0.6	0.8	1.3	0.5	0.8	1.1	
● WJWK	Seaford	B	1280	0.8	0.21	a	Great Scott Bcstg	55	9805			c1	Nostalgia				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WICO	Salisbury	B	1320	0.7 cp	0.04	c	Delmarva Bcstg Co	57	9708			d2 1	Talk	225	0.94	1.6	1.9	0.8	1.1	1.4	1.6	1.4	2.1	1.6	
● WJDY	Salisbury	B	1470	5.0	0.00	f	Cumulus Bcstg Inc	58	9802			c3	Children			0.7	0.0	0.6	0.3	0.8	1.0	0.8	1.0	1.6	
● WETT	Ocean City	D	1590	1.0	0.50		Ellison, Byron	60	9902 p			na	Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					8	# Combos -					6	AM TOTALS					5.0	6.1	3.6	4.0	3.8	6.0	4.6	6.0	7.0
AM & FM Stations Profiled -					33	# Duopolies -					11	Total Local Commercial Share					77.4	77.2	78.8	80.8	82.0	79.8	78.8	74.8	

● Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.

Metro Rank: 153

Revenue Rank: 110

Savannah, GA Market Overview



Metro Counties / Population (000)

Bryan, GA	24.0
Chatham, GA	228.1
Effingham, GA	35.8
Total	287.9

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$9,700	\$10,500	\$11,700	\$12,700	\$13,200	\$14,300
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	14.7%	\$16,400	\$17,700	\$19,300	\$20,200	\$21,700	7.2%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$4.59/1,000	\$5.13/1,000	\$6.66/1,000	Local	75%		
Revenue/Capita	\$36.29	\$49.67	\$72.53	National	25%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	267.3	287.9	1.5%	287.9	299.2
Households	98.4	106.2	1.5%	106.2	112.2	1.1%
Retail Sales	2,114.5	2,784.9	5.7%	2,784.9	3,260.5	3.2%
EBI	3,342.8	3,872.5	3.0%	3,872.5	4,577.3	3.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	139.8	27.5	12.5	14.2	22.3	22.8	17.0	23.5
Women (000)	148.1	26.1	12.4	13.7	22.1	24.2	18.2	31.4
Total	287.9	53.6	24.9	27.9	44.4	47.0	35.2	54.9
Percentage	100.0%	18.6%	8.7%	9.7%	15.4%	16.3%	12.2%	19.1%
Per Capita	\$ 13,451	Median Household		\$ 29,401	Avg Household		\$ 36,464	
Ethnic Population:	White 61.1%	Black 37.2%	Asian 1.5%	Hispanic 2.0%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			17	12	17	5	22
Tot 12+			72.7	70.1	72.7	14.7	87.4
Avg 12+			4.3	5.8	4.3	2.9	4.0
Tot LCS			83.2	80.2	83.2	16.8	100.0
Avg LCS			4.9	6.7	4.9	3.4	4.5

Competitive Overview

Some stations also rated in Charleston.

FM Stations													ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
													Revenue (000)1/	Power Ratio		1999	1998	1998	1997	1997	1996	1996	1995
WSKX	Hinesville	C2	92.3	50.0	495		Hinesville Bcstg Inc	82				Country			1.3	0.0	0.5	1.4	0.9	1.1	1.2	0.8	1.3
WEAS	Savannah	C1	93.1	97.0	981	c	Cumulus Bcstg Inc	67	9810	5,250	c4	Urban	1,875	0.83	13.8	15.7	12.9	12.1	12.6	11.5	9.0	7.4	11.8
• WSCA	Savannah	C	94.1	100.0	1319	a	AMFM Inc	46	9910 p		g	Country	1,125	1.27	5.4	4.3	5.7	4.7	5.0	5.1	7.3	8.2	6.8
WIXV	Savannah	C1	95.5	100.0	856	c	Cumulus Bcstg Inc	72	9808		d2	Rock	1,250	2.12	3.6	3.2	4.0	3.8	2.6	2.4	3.8	4.0	4.7
WJCL	Savannah	C	96.5	100.0	1161	c	Cumulus Bcstg Inc	72	9804	7,250	2	Country	2,300	1.42	9.9	8.4	5.7	8.5	9.1	9.6	8.4	6.6	8.9
• WAEV	Savannah	C	97.3	98.0	991	a	AMFM Inc	69	9910 p		g	AC	2,650	1.72	9.4	6.4	5.9	7.1	9.6	9.3	9.0	10.1	7.1
WGCO	Midway	C1	98.3	100.0	981	b	Adventure Comm	74	9703	2,200	3	Oldies	1,100	1.37	4.9	3.5	3.2	4.9	3.8	4.8	3.8	3.5	2.9
• WYKZ	Beaufort	C1	98.7	97.0	709	a	AMFM Inc	62	9910 p		g	AC	1,300	1.22	6.5	5.2	4.9	6.3	5.3	4.0	2.3	2.7	1.8
• WHBZ	Port Royal	C	99.7	100.0	1211		Barnacle Bcstg Ltd	89			1	DARK			1.0	0.0	0.0	0.5	1.2	0.5	0.6	0.8	0.8
• WL VH	Hardeeville	C2	101.1	50.0	477	a	AMFM Inc	92	9910 p		g	AC	1,450	0.99	8.9	8.1	9.4	8.5	7.3	8.5	10.8	11.7	10.0
• WZAT	Savannah	C	102.1	100.0 cp	1306	c	Cumulus Bcstg Inc	71	9810	3,500	2	CHR	700	1.09	3.9	5.5	4.9	3.8	3.2	4.0	6.1	4.3	3.7
WGZO	Parris Island	C3	103.1	17.5 cp	328		Simmons Bcstg Co	85	9608	468	3	Oldies			0.3	0.0	0.0	0.5	0.0	0.3	0.0	0.0	0.0
• WSiS	Springfield	C3	103.9	14.0 cp	328	c	Cumulus Bcstg Inc	77	9808		d2	R&B Oldies	200	0.32	3.8	0.6	1.6	3.3	3.5	3.2	2.9	4.8	0.0
• WRHQ	Richmond Hill	C3	105.3	11.0	486		Thoroughbred	91				Rock AC	700	1.71	2.5	2.6	2.2	2.2	2.3	3.2	2.9	2.9	2.6
WFXH	Hilton Head	C2	106.1	25.0	594	b	Adventure Comm	73	9102	300	1	Clsc Rock	325	0.76	2.6	2.6	3.0	2.7	2.0	1.3	1.7	1.6	0.8
WWV V	Hilton Head	C1	106.9	100.0	801	b	Adventure Comm	89	9604	1,255		Soft AC			1.3	2.0	0.8	1.1	1.2	0.8	0.6	0.8	0.8
WLOW	Bluffton	C2	107.9	24.0	725	b	Adventure Comm	88	9505	100		Adlt Stndrd	350	0.52	4.1	4.6	3.8	3.3	4.1	3.7	3.5	4.3	4.2
# FM Stations -					17	# Combos -					13	FM TOTALS			83.2	72.7	68.5	74.7	73.7	73.3	73.9	74.5	68.2

AM Stations													ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Day Power		Night Power		Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
				(kW)	(kW)	C	Owner						Revenue (000)1/	Power Ratio		1999	1998	1998	1997	1997	1996	1996	1995
WBMQ	Savannah	B	630	5.0	5.00	c	Cumulus Bcstg Inc	39	9808		d2	News/Talk	300	0.52	3.5	4.9	6.2	2.5	3.8	2.4	3.2	3.7	4.7
WJLG	Savannah	B	900	4.4	0.15	c	Cumulus Bcstg Inc	50	9810		c4	Gospel	75	0.27	1.7	2.0	0.8	1.9	1.2	2.1	0.6	0.5	0.5
• WSOK	Savannah	C	1230	1.0	1.00	a	AMFM Inc	46	9910 p		g	Gospel	600	0.32	11.5	7.8	11.3	10.4	10.2	10.1	7.6	10.6	11.3
• WSCA	Savannah	B	1290	5.0	5.00	a	AMFM Inc	29	9910 p		g	Children	75			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WHGM	Savannah	C	1400	0.7	0.65		Gilliam Comm	56	9909	500		Black Gospl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					5	# Combos -					4	AM TOTALS			16.7	14.7	18.3	14.8	15.2	14.6	11.4	14.8	16.5
AM & FM Stations Profiled -					22	# Duopolies -					8	Total Local Commercial Share			87.4	86.8	89.5	88.9	87.9	85.3	89.3	84.7	

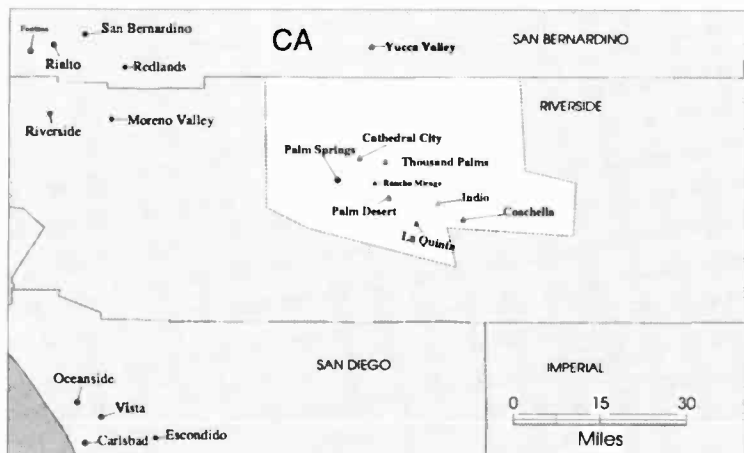
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 154

Revenue Rank: 139

Palm Springs, CA Market Overview



Metro Counties / Population (000)

Riverside, CA	305.6
	305.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	Δ 92 - 97
	\$7,400	\$7,800	\$8,600	\$9,700	\$10,300	\$10,700	7.6%
	Δ 97 - 98	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	Δ 98 - 02
	14.0%	\$12,200	\$13,200	\$14,400	\$15,200	\$16,300	7.5%
	<u>1992</u>	<u>1997</u>	<u>2002</u>	Est. Breakout			
Revenue/Retail Sales	\$4.30/1,000	\$4.17/1,000	\$5.17/1,000	Local	80%		
Revenue/Capita	\$26.33	\$35.01	\$48.10	National	20%		

Demographic and Economic Overview

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

	<u>1992</u>	<u>1997</u>	Growth Rate	<u>1997</u>	<u>2002</u>	Growth Rate
MSA Population	281.0	305.6	1.7%	305.6	338.9	2.1%
Households	95.5	101.0	1.1%	101.0	110.6	1.8%
Retail Sales	1,719.1	2,565.4	8.3%	2,565.4	3,153.0	4.2%
EBI	4,041.0	4,070.8	0.1%	4,070.8	4,644.0	2.7%

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)	152.7	32.4	13.0	13.0	24.5	23.6	16.9	29.2
Women (000)	152.9	31.0	12.3	12.0	23.2	22.7	16.9	34.9
Total	305.6	63.4	25.2	25.0	47.7	46.4	33.8	64.1
Percentage	100.0%	20.7%	8.3%	8.2%	15.6%	15.2%	11.1%	21.0%
Per Capita	\$ 13,320	Median Household		\$ 32,689	Avg Household		\$ 40,301	
Ethnic Population:	White 88.4%	Black 5.8%	Asian 4.7%	Hispanic 33.0%				

Market Summary

FM Classes	Class A	Class B	Class C	Viab. FMs	All FMs	All AMs	Total
# Stations	6	6		11	12	8	20
Tot 12+	42.4	37.7		78.1	80.1	7.6	87.7
Avg 12+	7.1	6.3		7.1	6.7	1.0	4.4
Tot LCS	48.3	43.0		89.1	91.3	8.7	100.0
Avg LCS	8.1	7.2		8.1	7.6	1.1	5.0

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
KKUU	Indio	A	92.7	6.0	328	c	Morris Comm Corp	84	9805	7,250	d4	Top 40	600	0.81	6.1	8.5	4.4	6.8	3.6	3.6	4.6	4.2	3.1
KCLB	Coachella	B	93.7	26.5	646	c	Morris Comm Corp	60	9805	7,000	d3	AOR	950	0.68	11.4	7.3	6.3	12.9	6.6	4.5	5.3	4.5	6.1
• KLOB	Thousand Palms	A	94.7	1.7 cp	640		Entravision Comm	94	9704		nc	Spanish	700	0.72	8.0	5.8	6.6	7.2	6.4	9.3	7.7	6.7	5.3
KUNA	La Quinta	A	96.7	0.7	581	d	News-Press &	87	9703 p	1,825	c2	Spanish	800	0.80	8.2	8.0	9.3	6.3	7.6	6.7	6.0	6.2	4.8
KWXY	Cathedral City	B	98.5	50.0	499	a	Glen Barnett Inc	69				Blfl Music	1,100	0.79	11.4	6.8	11.5	9.6	9.9	9.8	13.0	12.7	11.7
KMRJ	Rancho Mirage	A	99.5	3.0	328		Mitchell, Daniel P	98				Modern Rock				6.8	6.3	0.0	0.0	0.0	0.0	0.0	0.0
KPSI	Palm Springs	B1	100.5	25.0	121	b	KPSI Radio Corp	81				CHR	1,500	0.93	13.2	9.3	9.8	11.0	11.5	13.8	14.6	14.7	15.0
KJJZ	Indio	A	102.3	2.6 cp	331	e	RM Bcstg LLC	93	9701	1,400		NAC	850	1.51	4.6	5.3	3.2	3.7	4.1	3.6	1.4	2.0	4.3
KEZN	Palm Desert	A	103.1	1.9	591		Infinity Bcstg	77	9805			Soft AC	1,350	1.48	7.5	8.0	6.8	5.4	7.4	4.8	9.7	6.7	5.9
KDES	Palm Springs	B	104.7	2.0 cp	541	b	KPSI Radio Corp	63	9608	2,000	c1	Oldies	900	0.97	7.6	7.5	5.6	6.3	6.6	6.0	7.2	7.7	5.9
KPLM	Palm Springs	B	106.1	50.0	397	e	RM Bcstg LLC	83	9512	1,550		Country	1,300	1.18	9.0	4.8	4.6	8.4	6.9	7.2	6.7	7.2	6.4
KYOR	Yucca Valley	B	106.9	4.0	1371	c	Morris Comm Corp	88	9801		d4	CHR	350	1.91	1.5	2.0	1.0	0.7	1.8	0.7	0.9	1.5	0.8
# FM Stations -					12	# Combos -					9	FM TOTALS			88.5	80.1	75.4	78.3	72.4	70.0	77.1	74.1	69.3

AM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	Day Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
KPSI	Palm Springs	B	920	5.0 cp	1.00	b	KPSI Radio Corp	56	9608		c1	News/Talk			3.2	2.0	2.9	2.6	2.8	0.0	0.0	0.0	0.0
• KCLB	Coachella	B	970	5.0	1.00	c	Morris Comm Corp	54	9805		d3	Nostalgia	400	1.64	2.0	0.5	1.0	0.9	2.5	3.1	1.9	2.0	1.5
KNWZ	Thousand Palms	B	1010	3.6	0.40	c	Morris Comm Corp	92	9801		d4	Nws/Tlk/Spt	500	2.16	1.9	2.3	2.0	1.9	1.3	1.0	0.7	1.5	0.5
KCMJ	Palm Springs	B	1140	10.0	2.50	c	Morris Comm Corp	46	9801		d4	Nostalgia	150	0.88	1.4	1.5	1.5	0.9	1.5	1.7	0.9	1.2	0.5
KXPS	Thousand Palms	B	1270	5.0	0.75	c	Morris Comm Corp	63	9801		d4	Sports	450	2.63	1.4	0.0	1.2	0.0	2.3	2.6	2.3	0.7	1.5
KWXY	Cathedral City	C	1340	1.0	1.00	a	Glen Barnett Inc	64				Blfl Music			1.3	0.0	1.0	0.9	1.3	1.2	0.7	1.0	2.0
KESQ	Indio	C	1400	1.0	1.00	d	News-Press &	46	9703 p		c2	News/Talk				0.0	0.0	0.0	0.0	2.6	0.5	0.5	1.3
KGAM	Palm Springs	C	1450	1.0	1.00	b	KPSI Radio Corp	54				News/Talk	300		0.5	1.3	0.0	0.9	0.0	3.1	2.6	2.7	2.0
# AM Stations -					8	# Combos -					8	AM TOTALS			11.7	7.6	9.6	8.1	11.7	15.3	9.6	9.6	9.3
AM & FM Stations Profiled -					20	# Duopolies -					6	Total Local Commercial Share			87.7	85.0	86.4	84.1	85.3	86.7	83.7	78.6	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 155

Revenue Rank: 154

Erie, PA Market Overview



Metro Counties / Population (000)

Erie, PA	280.9
	280.9

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

ESTIMATED GROSS REVENUES ★ ★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$6,600	\$6,800	\$7,400	\$7,800	\$8,600	\$10,200
★ ★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	6.9%	\$10,900	\$11,800	\$12,800	\$13,700	\$14,700	7.7%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$3.15/1,000	\$3.57/1,000	\$4.07/1,000	Local	80%		
Revenue/Capita	\$23.80	\$36.31	\$53.05	National	20%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	277.3	280.9	0.3%	280.9	277.1
Households	102.7	104.2	0.3%	104.2	104.8	0.1%
Retail Sales	2,094.9	2,854.5	6.4%	2,854.5	3,610.8	4.8%
EBI	3,850.6	4,269.1	2.1%	4,269.1	5,094.1	3.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	136.2	25.2	12.2	15.0	18.6	21.5	16.8	26.8
Women (000)	144.7	23.5	11.6	15.3	18.4	23.0	17.6	35.3
Total	280.9	48.7	23.9	30.3	37.0	44.5	34.4	62.1
Percentage	100.0%	17.4%	8.5%	10.8%	13.2%	15.8%	12.2%	22.1%
Per Capita	\$ 15,198			Median Household	\$ 33,194		Avg Household	\$ 40,970
Ethnic Population:	White	92.8%	Black	6.2%	Asian	0.7%	Hispanic	1.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	5		6	9	7	16
Tot 12+	18.2	51.7		65.5	69.9	13.8	83.7
Avg 12+	4.6	10.3		10.9	7.8	2.0	5.2
Tot LCS	21.7	61.8		78.3	83.5	16.5	100.0
Avg LCS	5.4	12.4		13.0	9.3	2.4	6.3

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)											
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995				
WMDE	Saegertown	A	94.3	3.0	299		Great Circle Bcstg	79	9405	183		Clsc Rock	250		0.5	0.9	0.9	0.8	0.0	0.0	0.0	1.6	0.6				
• WFGO	Erie	A	94.7	1.7 cp	614	c	NextMedia Group	93	9911 p	10,000	d3	Oldies	1,500	1.11	12.4	9.1	10.9	10.1	11.2	8.8	10.2	11.9	8.1				
WXTA	Edinboro	B1	97.9	10.0	505	b	Regent Comm	88	9909		c1	Country	1,200	0.75	14.6	12.9	10.3	12.7	12.4	13.1	14.2	10.0	10.3				
WXKC	Erie	B	99.9	50.0	492	b	Regent Comm	49	9909	13,500	c1	AC	1,600	1.23	11.9	7.9	11.2	10.7	9.8	7.6	11.5	12.7	10.3				
WZPR	Meadville	B	100.3	20.0	587	a	Great Circle Bcstg	48	8404	900	c2	Country	1,500	6.26	2.2	1.3	1.8	2.0	1.7	1.5	2.5	1.9	2.5				
• WRKT	North East	B1	100.9	4.2	797	c	NextMedia Group	70	9909 p	15,000	d1	AOR	1,250	0.74	15.6	12.6	12.8	11.8	15.0	11.2	9.3	11.4	12.6				
• WJET	Erie	A	102.3	1.7	614	c	NextMedia Group	71	9911 p		d3	Alternative	1,200	1.07	10.3	6.0	7.6	10.1	7.5	10.0	10.5	10.8	10.6				
• WRTS	Erie	B	103.7	50.0	499	c	NextMedia Group	69	9909 p		d1	Hot AC	1,150	0.75	14.1	17.0	14.6	11.8	12.4	14.0	8.0	8.4	8.9				
WCTL	Union City	A	106.3	3.4	430		Inspiration Time	67	7203			Religion			2.2	2.2	1.5	2.3	1.4	2.1	4.0	1.4	2.0				
# FM Stations -																9	# Combos -		7	FM TOTALS							
																83.8	69.9	71.6	72.3	71.4	68.3	70.2	70.1	65.9			

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)											
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995				
WRIE	Erie	B	1260	5.0	5.00	b	Regent Comm	41	9909		c1	Nostalgia	150	0.22	6.2	6.6	4.6	4.8	5.8	4.9	4.3	5.9	5.6				
• WFNN	Erie	B	1330	5.0	5.00	c	NextMedia Group	47	9909 p		d1	Nws/Tlk/Spt	500	1.31	3.5	1.9	2.4	2.5	3.5	4.6	4.3	3.2	2.2				
WWCB	Corry	B	1370	1.0	0.50	d	Corry Comm Corp	55	8912	190		Oldes/AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
• WLKK	Erie	C	1400	1.0	1.00	c	NextMedia Group	51	9909 p		d1	News/Talk	400	0.58	6.3	4.4	4.6	4.8	6.1	4.9	5.3	4.3	4.2				
• WPSE	Erie	C	1450	1.0	1.00		Penn State Univ	35	8905	25		BusNw/Sprts			0.3	0.9	0.6	0.0	0.6	0.6	0.6	0.0	0.0				
WMGW	Meadville	C	1490	1.0	1.00	a	Great Circle Bcstg	47	8404		c2	Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WEYZ	North East	B	1530	1.0	0.00	d	Corry Comm Corp	66	9512		na	Country	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9				
# AM Stations -																7	# Combos -		6	AM TOTALS							
																16.3	13.8	12.2	12.1	16.0	15.0	14.5	13.4	15.9			
AM & FM Stations Profiled -																16	# Duopolies -		6	Total Local Commercial Share							
																83.7	83.8	84.4	87.4	83.3	84.7	83.5	81.8				

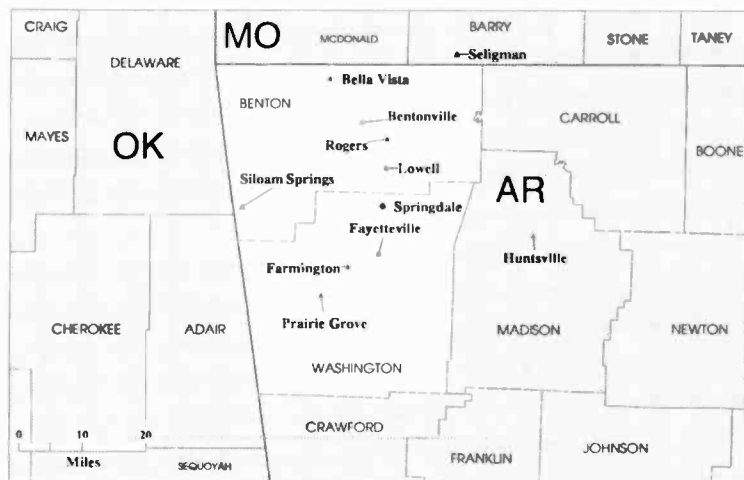
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 156

Revenue Rank: 156

Fayetteville, AR Market Overview



Metro Counties / Population (000)

Benton, AR	132.4
Washington, AR	138.5
	270.9

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$6,800	\$7,200	\$7,900	\$8,200	\$8,800	\$9,600
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
	12.5%	\$10,800	\$11,600	\$12,700	\$13,700	\$14,800	8.2%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$3.99/1,000	\$3.37/1,000	\$3.85/1,000	Local	90%		
Revenue/Capita	\$30.14	\$35.44	\$48.27	National	10%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	225.6	270.9	3.7%	270.9	306.6
Households	87.2	105.7	3.9%	105.7	122.1	2.9%
Retail Sales	1,703.5	2,846.0	10.8%	2,846.0	3,849.0	6.2%
EBI	3,098.7	4,142.1	6.0%	4,142.1	5,797.9	7.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	133.9	23.2	11.5	13.5	19.8	20.4	16.7	28.9
Women (000)	137.0	22.3	10.5	12.8	18.1	20.7	17.6	35.0
Total	270.9	45.5	22.0	26.3	37.9	41.0	34.3	63.8
Percentage	100.0%	16.8%	8.1%	9.7%	14.0%	15.1%	12.7%	23.6%
Per Capita	\$ 15,290			Median Household	\$ 31,364		Avg Household	\$ 39,188
Ethnic Population:	White 96.8%		Black 0.9%		Asian 0.9%		Hispanic 3.2%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		11	10	12	7	19
Tot 12+	3.4		74.8	74.8	78.2	3.9	82.1
Avg 12+	3.4		6.8	7.5	6.5	0.6	4.3
Tot LCS	4.1		91.1	91.1	95.2	4.8	100.0
Avg LCS	4.1		8.3	9.1	7.9	0.7	5.3

Competitive Overview

Some stations also rated in Ft. Smith.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
KKEG	Fayetteville	C3	92.1	7.6		548 c	64	9902	5,800	d2	1 AOR	1,750	2.35	6.9	3.7	3.5	3.3	7.9	8.7	7.0	6.6	11.0
• KJEM	Seligman	C1	93.3	100.0		492 a	86	9910 p			g Clsc Rock	550	0.58	8.8	6.7	6.7	9.2	5.3	1.5	2.0	1.3	2.3
• KAMO	Rogers	C2	94.3	25.1		692 c	71	9901	6,525	d1	1 Oldies	375	0.59	5.9	4.6	4.2	5.6	4.1	1.5	5.0	6.3	3.0
KDAB	Prairie Grove	C2	94.9	21.0		761					Vlnewood Comm Gospel	400	1.12	3.3	3.4	3.8	1.6	3.8	4.6	2.7	2.2	3.3
KFAY	Bentonville	C1	98.3	100.0		617 c	83	9902			d2 1 Country	425	0.80	4.9	3.7	6.7	4.2	3.8	3.1	1.3	1.9	1.7
• KREB	Huntsville	C3	99.5	13.5		443 b	55	9909 p	1,500	d1	1 Sports	250		0.6	0.0	0.3	0.7	0.3	1.5	1.0	1.3	0.0
• KMXF	Lowell	C2	101.9	23.0		709 a	92	9910 p			g Hol AC	475	0.55	8.0	6.7	4.8	8.8	4.4	3.4	4.3	5.4	6.7
• KKIX	Fayetteville	C1	103.9	100.0		482 a	66	9910 p			g Country	2,350	1.09	20.0	12.2	21.2	15.4	17.3	16.7	19.7	18.4	23.0
• KBRS	Springdale	A	104.9	2.8		486 b	68	9909 p			d1 New Rock	325	0.81	3.7	3.4	4.2	2.6	3.5	3.7	2.7	2.5	3.3
KMCK	Siloam Springs	C1	105.7	100.0		476 c	47	9901			d1 1 CHR	1,175	1.06	10.3	13.1	6.7	9.2	7.6	12.7	8.7	14.2	9.7
KBVA	Bella Vista	C2	106.5	37.0		568					Variety	400	0.54	6.8	8.5	5.8	5.9	5.3	4.3	9.0	4.7	8.3
• KEZA	Fayetteville	C	107.9	99.0		1260 a	83	9910 p			g Soft AC	1,750	1.40	11.6	12.2	10.3	10.5	8.5	11.8	13.0	11.4	9.7
# FM Stations -				12	# Combos -				10	FM TOTALS				90.8	78.2	78.2	77.0	71.8	73.5	76.4	76.2	82.0

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
KURM	Rogers	B	790	5.0	0.50		Kerm Inc	79				Nws/Tik/Spt	150	0.60	2.3	1.8	0.6	2.3	1.5	0.9	2.0	2.2	1.3
KFAY	Farmington	B	1030	10.0	1.00	c	Cumulus Bcstg Inc	46	9902		d2	1 Talk	300	0.50	5.6	2.1	3.5	3.6	5.6	5.0	3.3	3.5	2.3
• KESE	Bentonville	B	1190	5.0	0.00		Butler Bcst Corp	79	9911 p	100		Easy			0.9	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0
KOFC	Fayetteville	B	1250	0.9	0.05		Disney, Wm &	57	8711	135		Gosp/ Talk				0.0	0.0	0.0	0.0	0.6	0.7	1.3	0.0
KUOA	Siloam Springs	B	1290	5.0	0.00		KUOA Inc	23	2303			Country				0.0	0.0	0.0	0.0	0.0	1.3	1.9	0.0
• KREB	Rogers	B	1390	1.0	0.05	b	Orama Inc	54	9909 p		d1	1 Sports			0.2	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
KZRA	Springdale	B	1590	2.5	0.06	c	Cumulus Bcstg Inc	66	9901		d1	1 Spanish	100			0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0
# AM Stations -				7	# Combos -				3	AM TOTALS				9.0	3.9	4.1	5.9	8.9	6.5	8.3	8.9	3.6	
AM & FM Stations Profiled -				19	# Duopolies -				6	Total Local Commercial Share				82.1	82.3	82.9	80.7	80.0	84.7	85.1	85.6		

• Indicates a change since last edition

1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 157

Revenue Rank: 118

Poughkeepsie, NY Market Overview



Metro Counties / Population (000)

Dutchess, NY	263.7
	263.7

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$9,000	\$9,600	\$10,800	\$11,000	\$11,400	\$12,500
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
	21.6%	\$15,200	\$16,600	\$18,200	\$19,300	\$20,700	8.0%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$3.82/1,000	\$5.72/1,000	\$9.20/1,000	Local	80%		
Revenue/Capita	\$33.90	\$47.40	\$77.64	National	20%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	265.5	263.7	-0.1%	263.7	266.6
Households	91.8	91.3	-0.1%	91.3	93.2	0.4%
Retail Sales	2,357.4	2,185.4	-1.5%	2,185.4	2,248.8	0.6%
EBI	4,729.6	4,462.4	-1.2%	4,462.4	4,759.9	1.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	129.9	22.8	10.6	12.5	19.7	22.5	18.3	23.4
Women (000)	133.8	21.3	10.1	11.8	19.4	23.0	18.3	29.8
Total	263.7	44.2	20.7	24.3	39.1	45.5	36.7	53.2
Percentage	100.0%	16.8%	7.9%	9.2%	14.8%	17.3%	13.9%	20.2%
Per Capita	\$ 16,922							
				Median Household	\$ 42,950		Avg Household	\$ 48,876
Ethnic Population:	White	87.3%	Black	9.2%	Asian	3.3%	Hispanic	4.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	13	2		9	15	6	21
Tot 12+	37.2	20.4		55.8	57.6	4.5	62.1
Avg 12+	2.9	10.2		6.2	3.8	0.8	3.0
Tot LCS	59.9	32.9		89.9	92.8	7.2	100.0
Avg LCS	4.6	16.4		10.0	6.2	1.2	4.8

Competitive Overview

Some stations also rated in Newburgh-Middletown.

FM Stations													ARB 12+ Metro Shares (see rights)												
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
																1999	1998	1998	1997	1997	1996	1996	1995		
WRNQ	Poughkeepsie	A	92.1	2.2	384	f	Straus Media Group	89	9703	3,475	c1	1 Soft Rock	1,500	1.20	8.2	5.3	4.7	4.2	5.0	4.3	0.0	4.4	0.0		
WBWZ	New Paltz	A	93.3	3.0	948	g	Roberts Radio LLC	92	9802	7,500	d3	Hot AC	1,350	1.08	8.2	6.5	7.6	3.9	5.3	3.8	0.0	2.9	0.0		
WBPM	Kingston	A	94.3	1.1	554	h	Roberts Radio LLC	65	9905	1,550	c1	R&B Oldies	450	0.39	7.6	2.4	2.6	4.7	3.8	3.8	0.0	3.1	0.0		
• WCTJ	Poughkeepsie	A	96.1	4.4	184	f	Straus Media Group	97	9805	325	1	Hot AC	500		0.7	0.6	1.5	0.8	0.0	1.4	0.0	0.0	0.0		
WRRB	Arlington	A	96.9	0.3	1007	a	Crystal Comm	89	9709	1,400		Alternative	500	0.87	3.8	4.1	1.8	1.7	2.5	1.1	0.0	0.5	0.0		
• WZAD	Wurtsboro	A	97.3	0.6	719	b	Crystal Comm	91	9512	480		Oldies	1,100			0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0		
• WCZX	Hyde Park	A	97.7	0.3	1030	b	Crystal Comm	70	9312	950	2	Oldies	1,900	1.16	10.8	6.8	4.7	4.5	7.5	5.7	0.0	5.5	0.0		
WKZE	Salisbury	A	98.1	1.8	604	e	Johnson	92	9703	2,000	c1	AAA				0.6	0.0	0.0	0.0	0.5	0.0	0.0	0.0		
• WDST	Woodstock	A	100.1	3.0	315		CHET-5 Bcstg LP	80	9301	1,650		Alt/MRk/Ecl	1,100	2.68	2.7	5.3	1.2	1.1	1.9	3.0	0.0	2.1	0.0		
• WPDH	Poughkeepsie	B	101.5	4.4	1539	b	Crystal Comm	62	7206		2	Clsc Rock	2,800	1.23	15.0	9.5	6.5	8.4	8.4	10.6	0.0	12.0	0.0		
WGNV	Newburgh	A	103.1	6.0	279		Sunrise Bcstg Corp	66	9007			AC	n/a			0.6	1.2	0.0	0.0	0.0	0.0	0.0	0.0		
WSPK	Poughkeepsie	B	104.7	7.4	1250	c	Albany Bcstg Co Inc	47	9711	14,000	c2	AC	2,150	0.88	16.0	10.9	9.1	9.5	8.4	7.9	0.0	6.5	0.0		
• WAXB	Patterson	A	105.5	0.9	610	d	Aurora Comm	64	9910			Oldies	n/a		1.2	0.0	1.2	1.4	0.0	2.2	0.0	0.8	0.0		
• 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		
WRWD	Highland	A	107.3	0.3	968	g	Roberts Radio LLC	89	9802		d3	Country	1,900	0.88	14.2	5.0	5.3	8.7	7.2	9.5	0.0	9.9	0.0		
# FM Stations -					15	# Combos -					9	FM TOTALS					88.4	57.6	47.7	48.9	50.0	53.8	0.0	47.7	0.0

AM Stations													ARB 12+ Metro Shares (see rights)												
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
																1999	1998	1998	1997	1997	1996	1996	1995		
WGHQ	Kingston	B	920	5.0	0.00	h	Roberts Radio LLC	56	9905		c1	MOR/Talk				0.0	0.9	0.0	0.0	0.0	0.0	1.6	0.0		
WHVW	Hyde Park	B	950	0.5	0.06		Ferraro,	63	9203	350		MOR				0.0	1.2	0.0	0.0	0.8	0.0	0.0	0.0		
• WWLE	Comwall	B	1170	0.8	0.00		Stewart, Charles	69	9910 p	100		Big Band				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WBNR	Beacon	B	1260	1.0	0.40	c	Albany Bcstg Co Inc	59	9711		c2	Talk	250			0.0	0.0	0.0	0.0	0.8	0.0	0.8	0.0		
• WEOK	Poughkeepsie	B	1390	5.0	0.10	b	Crystal Comm	49	7106		2	News/Talk	250	0.21	7.7	2.1	3.8	3.9	4.7	4.6	0.0	3.7	0.0		
WKIP	Poughkeepsie	C	1450	1.0	1.00	f	Straus Media Group	40	9703		c1	1 News/Talk	200	0.40	3.3	2.4	1.5	3.1	0.6	0.8	0.0	0.8	0.0		
# AM Stations -					6	# Combos -					4	AM TOTALS					11.0	4.5	7.4	7.0	5.3	7.0	0.0	6.9	0.0
AM & FM Stations Profiled -					21	# Duopolies -					4	Total Local Commercial Share					62.1	55.1	55.9	55.3	60.8	0.0	54.6	0.0	

NOTE: Market rated twice yearly with Fall 1997 period.

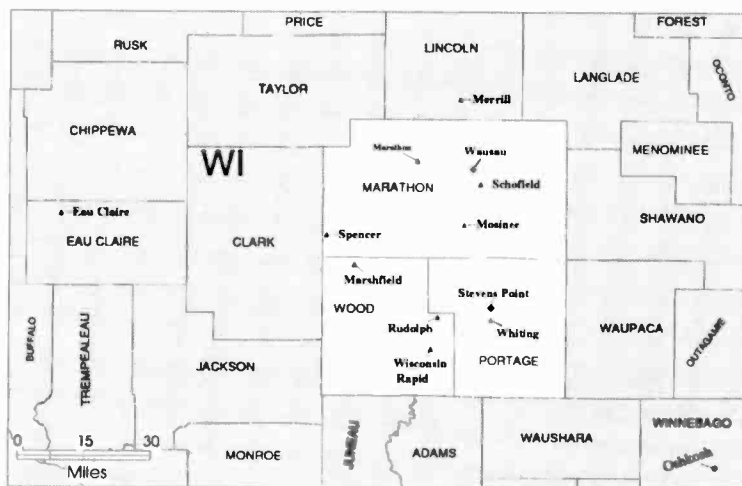
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 158

Revenue Rank: 151

Wausau-Stevens Point, WI Market Overview



Metro Counties / Population (000)

Marathon, WI	125.3
Portage, WI	67.0
Wood, WI	77.6
Total	269.9

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

ESTIMATED GROSS REVENUES ★ ★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$8,200	\$8,300	\$8,900	\$9,500	\$9,900	\$10,600	5.2%
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
5.7%	\$11,200	\$11,900	\$12,700	\$13,300	\$14,000	5.7%	
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
\$3.72/1,000	\$3.71/1,000	\$4.12/1,000	Local	94%			
Revenue/Capita	\$31.88	\$39.27	\$51.47	National	6%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	257.2	269.9	1.0%	269.9	272.0
Households	93.3	98.4	1.1%	98.4	100.8	0.5%
Retail Sales	2,204.6	2,856.1	5.3%	2,856.1	3,401.5	3.6%
EBI	3,567.5	4,075.2	2.7%	4,075.2	4,888.5	3.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	134.1	26.0	12.5	12.7	19.2	21.8	17.3	24.7
Women (000)	135.8	24.8	11.9	12.2	18.7	21.5	16.7	30.1
Total	269.9	50.8	24.4	24.9	37.9	43.2	33.9	54.8
Percentage	100.0%	18.8%	9.0%	9.2%	14.1%	16.0%	12.6%	20.3%
Per Capita	\$ 15,099	Median Household		\$ 35,603	Avg Household		\$ 41,415	
Ethnic Population:	White 97.1%	Black 0.2%	Asian 2.2%	Hispanic 0.8%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		12	12	13	6	19
Tot 12+	1.0		72.2	72.2	73.2	11.5	84.7
Avg 12+	1.0		6.0	6.0	5.6	1.9	4.5
Tot LCS	1.2		85.2	85.2	86.4	13.6	100.0
Avg LCS	1.2		7.1	7.1	6.6	2.3	5.3

Competitive Overview

Some stations also rated in Eau Claire.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WOSQ	Spencer	A	92.3	6.0	299	a	Marathon Media	84	9812		g1	Country	50		0.4	1.0	0.0	0.6	0.0	0.5	0.0	0.5	0.0
WOFM	Mosinee	C2	94.7	50.0	492	c	Midwest Comm Inc	92	9710	1,400		Oldies	1,000	1.75	5.1	3.7	2.9	4.3	4.3	4.9	4.6	4.1	0.0
WIFC	Wausau	C	95.5	94.0	1076	c	Midwest Comm Inc	47	9608	3,500	c3	CHR	1,500	0.65	20.5	15.4	17.2	18.4	16.1	15.9	12.5	12.4	0.0
WYTE	Whiting	C2	96.7	50.0	492		Marathon Media	85	9903	3,000		Country	1,300	1.22	9.5	6.3	5.7	6.3	9.8	7.4	11.9	13.7	0.0
● WSPT	Stevens Point	C1	97.9	100.0	338	e	Americus Comm	68	9603	1,200	c2	AC	450	1.22	3.3	3.1	3.4	2.0	3.5	2.2	4.3	2.6	0.0
WIZD	Rudolph	C3	99.9	13.1	453	c	Midwest Comm Inc	90	9901	1,400		Oldies	700	1.39	4.5	5.5	4.3	4.3	3.2	3.0	4.3	3.4	0.0
WDEZ	Wausau	C	101.9	93.0	1076	c	Midwest Comm Inc	64				Country	1,800	0.96	16.7	14.4	15.8	15.6	12.4	16.2	13.0	16.1	0.0
WGLX	Wisconsin Rapid	C1	103.3	100.0	325	b	Bliss	46	8201	1,145	c1	Clsc Rock	800	1.12	6.4	2.9	4.3	5.2	5.5	6.6	5.2	5.2	0.0
WMZK	Merrill	C2	104.1	24.0	617		Roberts Bcstg Inc	68	7511			AOR	400	0.83	4.3	6.3	5.7	4.0	3.2	3.3	2.3	1.8	0.0
WAXX	Eau Claire	C	104.5	100.0	1801		Nelson, David, et al	65	8408			Country	n/a		5.2	4.2	4.0	2.9	5.8	6.3	4.6	4.4	0.0
● WKQH	Marathon	C3	104.9	21.0	358	e	Americus Comm	88	9402	150		Clsc Rock	350	1.08	2.9	3.1	2.9	2.3	2.6	3.3	2.3	1.0	0.0
WLJY	Marshfield	C1	106.5	100.0	801	a	Marathon Media	65	9812		g1	Easy	650	1.10	5.3	5.5	4.9	4.6	4.3	3.8	5.2	4.4	0.0
WYCO	Wausau	C	107.9	100.0	1030	d	Seehafer Bcstg	85				AC	650	2.23	2.6	1.8	1.7	2.9	1.4	2.2	2.9	3.1	0.0
# FM Stations -					13	# Combos -				10	FM TOTALS			86.7	73.2	72.8	73.4	72.1	75.6	73.1	72.7	0.0	

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WSAU	Wausau	B	550	5.0	5.00	c	Midwest Comm Inc	37	9608		c3	News/Talk	400	1.05	3.4	2.9	3.7	2.6	3.2	3.0	3.2	1.6	0.0
WSPT	Stevens Point	B	1010	1.0	0.01	e	Americus Comm	49	9603		c2	Nws/Tlk/Spt	200	1.28	1.4	1.0	0.9	0.9	1.4	1.4	2.3	1.3	0.0
WXCO	Wausau	C	1230	1.0	1.00	d	Seehafer Bcstg	53	7309			Talk	150	1.12	1.2	1.6	2.0	0.6	1.4	1.1	1.2	0.8	0.0
WFHR	Wisconsin Rapid	B	1320	5.0	0.50	b	Bliss	40	8201		c1	News/Talk	300	0.81	3.3	1.3	2.9	2.3	3.2	3.0	1.4	1.3	0.0
WRIG	Schofield	B	1390	5.0	5.00	c	Midwest Comm Inc	58				Nostalgia			1.4	1.6	1.7	1.4	0.9	1.1	1.2	2.6	0.0
WDLB	Marshfield	C	1450	0.8	0.75	a	Marathon Media	47	9812		g1	Nws/Tlk/Spt	450	1.39	2.9	3.1	1.4	2.0	2.9	2.2	1.4	2.3	0.0
# AM Stations -					6	# Combos -				6	AM TOTALS			13.6	11.5	12.6	9.8	13.0	11.8	10.7	9.9	0.0	
AM & FM Stations Profiled -					19	# Duopolies -				5	Total Local Commercial Share			84.7	85.4	83.2	85.1	87.4	83.8	82.6	0.0		

Docket 80-90 Allocations: 93.7, A, Nekoosa

NOTE: Market rated twice yearly with Fall 1996 period.

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 159

Revenue Rank: 105

South Bend, IN Market Overview



Metro Counties / Population (000)

St. Joseph, IN	260.6
	260.6

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$10,700	\$11,300	\$12,700	\$14,100	\$14,800	\$15,000
Δ 97 - 98	14.0%						
	1998	1999	2000	2001	2002	Δ 98 - 02	
	\$17,100	\$18,500	\$20,100	\$21,300	\$23,000	7.7%	
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$5.22/1,000	\$5.39/1,000	\$6.80/1,000	Local	89%		
Revenue/Capita	\$42.51	\$57.56	\$86.92	National	11%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	251.7	260.6	0.7%	260.6	264.6
Households	94.6	99.3	1.0%	99.3	103.2	0.8%
Retail Sales	2,050.1	2,781.2	6.3%	2,781.2	3,382.4	4.0%
EBI	3,601.7	4,200.4	3.1%	4,200.4	5,193.6	4.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	125.9	22.6	10.7	14.5	18.2	20.3	14.7	24.8
Women (000)	134.7	21.4	10.3	14.0	18.1	21.2	15.7	34.0
Total	260.6	44.1	21.0	28.5	36.3	41.5	30.4	58.8
Percentage	100.0%	16.9%	8.1%	10.9%	13.9%	15.9%	11.7%	22.6%
Per Capita	\$ 16,118			Median Household	\$ 34,287		Avg Household	\$ 42,300
Ethnic Population:	White	87.4%	Black	10.9%	Asian	1.4%	Hispanic	2.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	5		8	13	7	20
Tot 12+	26.4	41.7		62.6	68.1	14.4	82.5
Avg 12+	3.3	8.3		7.8	5.2	2.1	4.1
Tot LCS	32.0	50.5		75.9	82.5	17.5	100.0
Avg LCS	4.0	10.1		9.5	6.3	2.5	5.0

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WNDV	South Bend	B	92.9	12.0	cp	879 b	Artistic Media Ptnrs	62	9811	6,123	c1	Top 40	2,250	1.37	9.6	12.5	9.6	11.1	5.4	9.2	9.3	9.4	12.8
WZOC	Plymouth	B1	94.3	11.5		492	Plymouth Bcstg Inc	66	9610	575	2	Oldies	1,200	1.03	6.8	6.2	5.3	6.8	4.8	5.9	5.7	5.4	2.7
• WAOR	Niles	A	95.3	3.3		299 b	Federated Media	68	9908	2,000	c2	AOR/CIRck	900	0.67	7.8	7.5	5.9	5.3	8.0	5.0	5.4	6.0	10.7
WHPZ	Bremen	A	96.9	2.0		463	Bomar Bcstg Corp	93				ChrsContemp	300		0.2	0.6	0.0	0.0	0.3	0.3	0.6	1.1	0.9
WZOW	Goshen	A	97.7	2.9		482 d	VanHawke-Johnson	77	9809 p		g	Clsc Rock	500	1.04	2.8	2.2	1.5	1.9	2.9	3.0	3.0	1.1	3.7
WSMK	Buchanan	A	99.1	3.0		328	Williams, Marion R.	91				Urban			2.6	3.4	3.7	3.4	1.0	0.9	0.6	1.7	2.1
WBYT	Elkhart	B	100.7	15.0		909 b	Federated Media	47			1	Country	2,500	0.96	15.2	11.8	13.0	11.5	14.4	14.8	11.4	13.1	7.9
WNSN	South Bend	B	101.5	13.0		971 a	Schurz Comm Inc	62			2	AC	2,850	1.32	12.6	10.0	8.7	10.5	10.9	9.5	12.0	10.6	12.2
WGTC	New Carlisle	A	102.3	2.0		397	Leep, Michael	84				Country	550	2.92	1.1	0.9	0.0	0.9	1.0	0.6	4.2	6.3	5.2
WHME	South Bend	A	103.1	3.0		299	LeSea Bcstg Corp	68				ChrsContemp	200		0.5	0.6	0.0	0.9	0.0	0.6	0.9	1.4	0.9
WRBR	South Bend	A	103.9	3.0		328	Hicks, David, etal	65	9403	660	1	Rock	2,000	0.98	11.9	6.2	6.8	9.3	10.9	8.9	9.3	9.7	5.2
WFRN	Elkhart	B	104.7	50.0		459 c	Progressive Bcst	63				ChrsContemp	1,450	2.17	3.9	1.2	2.5	2.8	3.8	2.4	2.1	3.1	3.0
WUBU	South Bend	A	106.3	3.0		292	Langford, Larry, Jr.	93				Urban	650	0.58	6.6	5.0	7.7	6.5	4.8	5.9	4.5	3.7	2.7
# FM Stations -				13	# Combos -				5	FM TOTALS				81.6	68.1	64.7	70.9	68.2	67.0	69.0	72.6	70.0	

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WSBT	South Bend	B	960	5.0	5.00	a	Schurz Comm Inc	22	7609		2	News/Talk	1,050	0.61	10.0	7.2	9.6	9.0	8.0	8.0	6.0	4.9	5.8
WFRN	Elkhart	B	1270	5.0	1.00	c	Progressive Bcst	56				ChrsContemp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WNIL	Niles	B	1290	0.5	0.00	b	Federated Media	56	9908		c2	Oldies	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTRC	Elkhart	C	1340	1.0	1.00	b	Federated Media	31				FullService			0.3	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0
WNDV	South Bend	C	1490	1.0	1.00	b	Artistic Media Ptnrs	44	9811		c1	70s Oldies	100		0.9	0.0	0.6	0.6	1.0	0.6	0.6	0.6	1.2
• WHLY	South Bend	B	1580	1.0	0.50	e	Artistic Media Ptnrs	47	9910 p	250	c1	Adlt Stndrd	500	0.40	7.3	5.6	5.6	5.3	7.1	6.5	7.5	5.4	5.5
WJVA	South Bend	B	1620	10.0	1.00	e	Times	98				Adlt Stndrd				1.6	0.9	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				7	# Combos -				7	AM TOTALS				18.5	14.4	16.7	15.5	16.1	15.1	14.1	10.9	12.5	
AM & FM Stations Profiled -				20	# Duopolies -				3	Total Local Commercial Share				82.5	81.4	86.4	84.3	82.1	83.1	83.5	82.5		

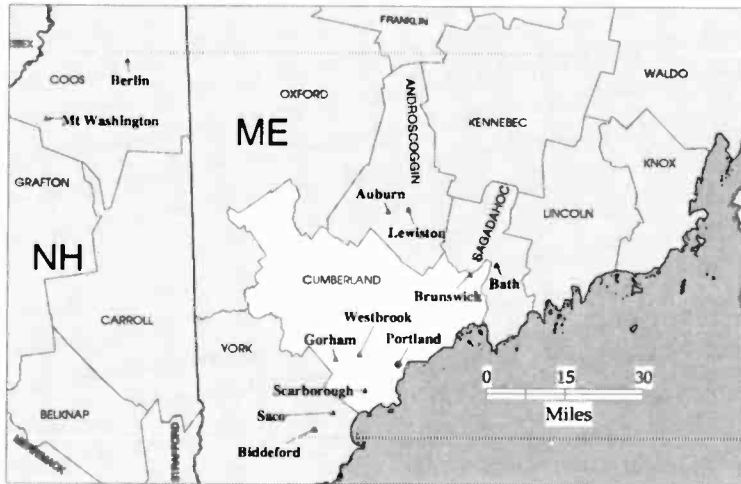
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 160

Revenue Rank: 90

Portland, ME Market Overview



Metro Counties / Population (000)

Cumberland, ME	255.5
	255.5

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

ESTIMATED GROSS REVENUES ***	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$12,000	\$13,500	\$15,400	\$16,600	\$17,100	\$17,300
***	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	8.1%	\$18,700	\$19,800	\$21,200	\$22,300	\$23,600	6.0%
Revenue/Retail Sales	1992 \$3.35/1,000	1997 \$5.46/1,000	2002 \$6.78/1,000	Est. Breakout			
Revenue/Capita	\$48.98	\$67.71	\$88.86	Local	80%	National	20%

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	245.0	255.5	0.8%	255.5	265.6
Households	95.4	100.6	1.1%	100.6	106.7	1.2%
Retail Sales	3,581.5	3,165.8	-2.4%	3,165.8	3,478.3	1.9%
EBI	4,160.2	4,527.0	1.7%	4,527.0	5,300.6	3.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	124.2	21.1	9.7	11.8	20.9	22.4	15.9	22.4
Women (000)	131.3	20.1	9.3	11.9	19.9	22.8	16.3	31.1
Total	255.5	41.2	18.9	23.6	40.8	45.1	32.2	53.6
Percentage	100.0%	16.1%	7.4%	9.3%	16.0%	17.7%	12.6%	21.0%
Per Capita	\$ 17,718	Median Household		\$ 37,143	Avg Household		\$ 45,000	
Ethnic Population:	White 97.9%	Black 0.8%	Asian 1.1%	Hispanic 0.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	9	3	10	15	8	23
Tot 12+	7.8	42.5	20.2	63.3	70.5	11.2	81.7
Avg 12+	2.6	4.7	6.7	6.3	4.7	1.4	3.6
Tot LCS	9.5	52.0	24.7	77.5	86.3	13.7	100.0
Avg LCS	3.2	5.8	8.2	7.7	5.8	1.7	4.3

Competitive Overview

Some stations also rated in Lewiston-Auburn, ME.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
												Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
WMGX	Portland	B	93.1	50.0	443	a	Saga Comm Inc	77	9011		g1	Hot AC	2,950	1.52	10.4	6.3	8.0	8.3	8.7	7.3	9.9	10.7	8.1	
WCYI	Lewiston	B	93.9	27.5	640	b	Citadel Comm Corp	48	9909		g2	Modern Rock			0.6	0.6	0.3	0.3	0.6	0.6	0.6	0.6	0.6	0.3
WCYY	Bliddeford	B1	94.3	11.5	482	b	Citadel Comm Corp	72	9909		g2	Modern Rock	600	0.43	7.4	6.6	6.4	5.1	7.1	6.3	4.2	9.3	5.9	
WHOM	Mt Washngtn	C	94.9	50.0	3744	b	Citadel Comm Corp	58	9909		g2	Soft AC	2,400	2.38	5.4	4.8	6.4	4.4	4.5	6.3	2.7	5.2	4.4	
WRED	Saco	A	95.9	3.2 cp	450		Atlantic Coast	82	9908	1,150		CHR	350	0.94	2.0	1.5	2.6	1.3	1.9	1.9	2.7	1.7	1.3	
WJBQ	Portland	B	97.9	16.0	889	b	Citadel Comm Corp	60	9909		g2	CHR	800	0.40	10.7	9.7	7.3	9.2	8.4	6.7	3.3	2.9	5.0	
WCLZ	Brunswick	B	98.9	48.0	400	b	Citadel Comm Corp	65	9909		g2	AAA	700	1.07	3.5	2.4	2.6	3.2	2.6	3.5	4.8	3.5	3.1	
WMWX	Auburn	B	99.9	28.5	643	d	Grt Down East	77				Hot AC	n/a		2.7	1.2	2.2	2.2	2.3	3.2	2.7	2.0	3.8	
WYNZ	Westbrook	B1	100.9	25.0	328	a	Saga Comm Inc	76	9306	850	c3	Oldies	750	0.59	6.8	4.8	6.1	6.0	5.2	5.1	5.7	5.2	4.4	
WPOR	Portland	B	101.9	33.0 cp	604	c	Saga Comm Inc	67	9606	10,000	c4	Country	2,300	1.12	11.0	10.0	8.9	8.9	9.1	9.5	12.0	11.9	10.9	
WBLM	Portland	C	102.9	100.0 cp	1431	b	Citadel Comm Corp	67	9909			AOR	3,300	1.41	12.5	13.0	6.7	9.8	10.7	9.8	9.6	10.4	10.9	
WBCI	Bath	B	105.9	50.0	499		Blount Comm	71	9504	375		Chrst/Talk			0.4	0.9	0.0	0.6	0.0	0.6	0.9	0.0	0.0	
WBQW	Scarborough	A	106.3	3.0	299		Mariner Bcstg Ltd	60	9805	1,030		Classical	300	0.84	1.9	3.0	1.6	1.6	1.6	1.0	2.7	1.4	0.6	
WLAM	North Windham	A	106.7	0.8	623	d	Grt Down East	94	9608	180		Nostalgia	400	0.65	3.3	3.3	2.6	3.5	1.9	1.6	0.9	0.3	0.0	
• WTHT	Lewiston	C1	107.5	91.0	929	d	Grt Down East	73	9412		na	Country	1,350	1.76	4.1	2.4	2.2	3.5	3.2	4.8	3.6	2.6	3.8	
# FM Stations -				15	# Combos -				12	FM TOTALS				82.7	70.5	63.9	67.9	67.8	68.2	66.3	67.7	62.5		

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WGAN	Portland	B	560	4.8 cp	4.80	a	Saga Comm Inc	38	9011		g1	News/Talk	1,075	0.65	8.8	7.3	9.3	7.9	6.5	8.3	6.0	7.0	8.4
WLAM	Gorham	B	870	10.0	1.00	d	Grt Down East	80	8608	135		Nostalgia	400	0.55	3.9	1.5	2.2	3.2	3.2	2.2	2.7	4.9	4.7
WJJB	Brunswick	B	900	1.0	0.07	b	Atlantic Coast	55	9908		c3	Information			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WZAN	Portland	B	970	5.0	5.00	a	Saga Comm Inc	25	9306		c3	Sprts/Talk	400	0.74	2.9	1.2	2.6	2.5	2.3	3.2	3.6	1.7	1.6
WLOB	Portland	B	1310	5.0	5.00		Catholic Radio	67	9910		g3	Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJAE	Westbrook	B	1440	5.0	5.00	b	Atlantic Coast	59	9908		c3	Sports	50	0.19	1.4	1.2	1.3	1.0	1.3	1.0	0.6	1.2	0.6
WZOU	Lewiston	B	1470	5.0	5.00	d	Grt Down East	47	7507	See (257)		Nostalgia			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WBAE	Portland	C	1490	1.0	1.00	c	Saga Comm Inc	46	9606		c4	Easy			0.4	0.0	1.0	0.6	0.0	0.3	0.3	0.9	0.0
# AM Stations -				8	# Combos -				7	AM TOTALS				17.4	11.2	16.4	15.2	13.3	15.0	13.2	15.7	15.3	
AM & FM Stations Profiled -				23	# Duopolies -				9	Total Local Commercial Share				81.7	80.3	83.1	81.1	83.2	79.5	83.4	77.8		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 161

Revenue Rank: 179

Hagerstown-Chambersburg-Waynesboro Market



Metro Counties / Population (000)

Washington, MD	127.2
Franklin, PA	127.9
	<hr/>
	255.1

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

ESTIMATED GROSS REVENUES	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$6,000	\$6,300	\$6,600	\$6,700	\$7,000	\$7,700	5.0%
★★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	10.4%	\$8,500	\$9,200	\$10,100	\$10,600	\$11,400	7.7%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.41/1,000	\$3.26/1,000	\$4.07/1,000	Local	80%		
Revenue/Capita	\$24.22	\$30.18	\$44.25	National	20%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	247.7	255.1	0.6%	255.1	257.6	0.2%
Households	92.6	96.1	0.7%	96.1	98.5	0.5%
Retail Sales	1,759.3	2,361.7	6.1%	2,361.7	2,798.0	3.4%
EBI	3,345.1	3,708.3	2.1%	3,708.3	4,279.7	2.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	126.3	20.4	10.2	11.4	19.2	21.2	17.6	26.3
Women (000)	128.8	19.6	9.6	10.0	17.0	20.3	18.0	34.2
Total	255.1	40.0	19.8	21.3	36.2	41.5	35.7	60.6
Percentage	100.0%	15.7%	7.8%	8.4%	14.2%	16.3%	14.0%	23.7%
Per Capita	\$ 14,537							
				Median Household	\$ 32,459		Avg Household	\$ 38,588
Ethnic Population:	White	93.9%	Black	5.0%	Asian	0.8%	Hispanic	1.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	5		9	10	6	16
Tot 12+	21.4	28.2		47.6	49.6	8.9	58.5
Avg 12+	4.3	5.6		5.3	5.0	1.5	3.7
Tot LCS	36.6	48.2		81.4	84.8	15.2	100.0
Avg LCS	7.3	9.6		9.0	8.5	2.5	6.3

Competitive Overview

Some stations also rated in Frederick.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WSRT	Mercersburg	A	92.1	4.0	295	e	VerStandig Bcstg	76	9308	1,600	c1	Clsc Hits	750	0.72	12.2	8.1	7.5	8.1	6.3	6.8	4.8	4.4	5.0
• WCHA	Greencastle	A	94.3	3.5	430	a	Dame Broadcasting	67	9910	1,250		Country	150	0.29	6.0	2.0	2.5	4.3	2.8	1.9	2.7	2.4	4.1
• WIKZ	Chambersburg	B	95.1	50.0	449	a	Dame Broadcasting	48	9910		d3	AC	2,100	2.03	12.2	8.9	7.5	7.2	7.2	9.7	9.9	8.2	8.2
• WYII	Williamsport	A	95.9	3.0	299	f	Prettyman Bcstg Co	72	9804	1,050		Country	500	0.62	9.5	3.2	3.8	4.0	7.2	4.5	2.7	3.8	3.2
WQCM	Halfway	A	96.7	4.8	164	c	Gemini Bcst Group	65	8506	890		AOR	700	1.44	5.7	4.6	4.1	4.0	2.8	4.5	3.6	6.2	6.1
• WKMZ	Martinsburg	B	97.5	12.5	1007	f	Prettyman Bcstg Co	49	8610			Clsc Rock	350	2.75	1.5	2.0	1.9	0.9	0.9	1.3	0.9	2.4	2.0
WAYZ	Waynesboro	B	101.5	50.0	230	e	VerStandig Bcstg	59	8110	550		Country	2,200	1.31	19.7	8.1	12.9	9.8	13.5	13.3	13.8	13.2	10.8
• WEEO	McConnellsburg	A	103.7	0.1	1555		Allegheny Mtn Ntwk	97				Modern Rock			2.9	3.5	0.6	1.2	2.2	0.0	0.0	0.0	0.0
• WWMD	Hagerstown	B	104.7	8.3	1378	b	Hagerstown Bcstg	46	7212			Easy	550	0.60	10.7	4.9	7.5	6.6	6.0	6.5	6.6	5.0	6.7
• WARX	Hagerstown	B	106.9	15.5	853	d	Manning Bcstg Inc	57	8210	730		Oldies	750	1.40	6.3	4.3	6.0	4.6	2.8	4.2	5.4	5.3	4.7
# FM Stations -				10	# Combos -				9	FM TOTALS				86.7	49.6	54.3	50.7	51.7	52.7	50.4	50.9	50.8	

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
• WCHA	Chambersburg	B	800	1.0	0.20	a	Dame Broadcasting	46	9910		d3	Country	200	0.65	3.6	2.0	1.3	2.3	1.9	2.9	2.7	3.5	2.6
• WJEJ	Hagerstown	C	1240	1.0	1.00	b	Hagerstown Bcstg	32	7212			AC	75	0.14	6.2	3.2	1.9	2.9	4.4	3.2	2.4	2.1	3.2
WHGT	Waynesboro	B	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
WHAG	Halfway	B	1410	1.0	0.10	c	Gemini Bcst Group	62	8506			Nws/Tlk/Spt	75	0.35	2.5	2.3	3.8	2.3	0.6	1.6	1.5	1.8	3.5
• WARK	Hagerstown	C	1490	0.9	0.93	d	Manning Bcstg Inc	47	8210			Talk/Oldes	75	0.68	1.3	1.4	1.3	0.9	0.6	1.3	1.5	0.9	0.3
WCBG	Chambersburg	B	1590	5.0	1.00	e	VerStandig Bcstg	56	9308		c1	News/Talk				0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.6
# AM Stations -				6	# Combos -				6	AM TOTALS				13.6	8.9	8.3	8.4	7.5	9.0	8.7	8.3	10.2	
AM & FM Stations Profiled -				16	# Duopolies -				4	Total Local Commercial Share				58.5	62.6	59.1	59.2	61.7	59.1	59.2	61.0		

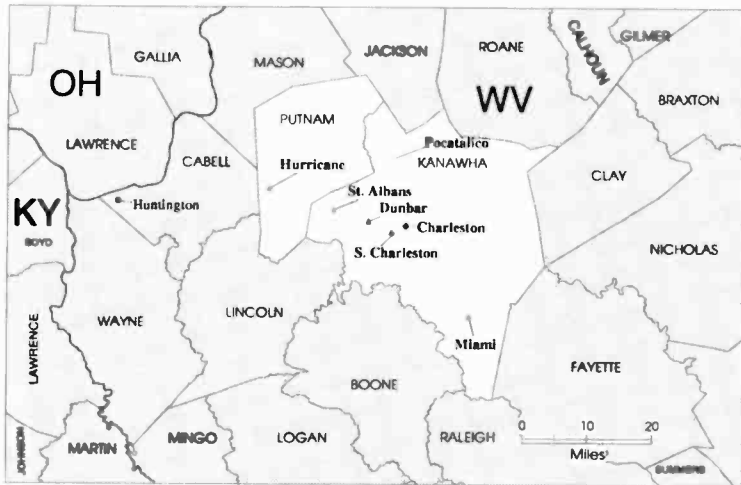
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 162

Revenue Rank: 128

Charleston, WV Market Overview



Metro Counties / Population (000)

Kanawha, WV	202.3
Putnam, WV	51.1
Total	253.4

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97						
		\$8,600	\$9,500	\$10,900	\$11,800	\$12,400	\$13,000	8.6%					
Δ 97 - 98	6.2%	1998	\$13,800	1999	\$14,600	2000	\$15,700	2001	\$16,400	2002	\$17,400	Δ 98 - 02	6.0%
Revenue/Retail Sales	\$4.60/1,000	1997	\$4.49/1,000	2002	\$4.99/1,000	Est. Breakout							
Revenue/Capita	\$34.01	\$51.30	\$70.08	Local	85%	National	15%						

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	252.9	253.4	0.0%	253.4	248.3
Households	102.0	103.9	0.4%	103.9	104.0	0.0%
Retail Sales	1,868.5	2,892.6	9.1%	2,892.6	3,486.6	3.8%
EBI	3,553.3	4,155.7	3.2%	4,155.7	5,229.1	4.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	120.9	19.8	11.3	8.9	16.1	21.2	17.2	26.5
Women (000)	132.5	18.7	10.4	9.2	17.5	22.5	18.2	36.0
Total	253.4	38.5	21.7	18.1	33.6	43.7	35.4	62.4
Percentage	100.0%	15.2%	8.6%	7.1%	13.3%	17.2%	14.0%	24.6%
Per Capita	\$ 16,400	Median Household		\$ 31,388	Avg Household		\$ 39,997	
Ethnic Population:	White 93.8%	Black 5.5%	Asian 0.6%	Hispanic 0.5%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	7		8	9	8	17
Tot 12+	5.0	68.7		72.0	73.7	12.7	86.4
Avg 12+	2.5	9.8		9.0	8.2	1.6	5.1
Tot LCS	5.8	79.5		83.3	85.3	14.7	100.0
Avg LCS	2.9	11.4		10.4	9.5	1.8	5.9

Competitive Overview

Some stations also rated in Huntington, WV-Ashland, KY.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)†/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)																		
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995											
• WBES	Dunbar	B1	94.5	9.6	525	a	Nininger Stations	89	9604		c1	Soft AC	450	1.55	2.1	3.7	2.5	1.9	1.7	1.6	1.3	2.6	3.2										
• WKWS	Charleston	B	96.1	45.0	515	c	West Virginia Radio	69	9206	1,744	c3	1 Country	2,000	1.54	9.4	8.6	6.3	7.4	8.6	10.0	11.1	10.0	7.3										
• WQBE	Charleston	B	97.5	50.0	499	a	Nininger Stations	59				Country	3,000	0.92	23.6	20.3	22.2	17.4	22.6	16.6	21.0	24.9	22.9										
	WRVZ	Pocatalico	A	98.7	0.6 cp	630	Benns, David C.	94	9711		st	1 Clsc Rock	500	1.17	3.1	3.3	3.5	2.9	2.3	5.6	4.1	2.3	1.6										
• WVAF	Charleston	B	99.9	50.0	430	c	West Virginia Radio	65	9307	1,600	c4	1 Hot AC	1,300	1.57	6.0	4.3	6.0	4.8	5.3	8.8	7.3	9.7	7.3										
	WJYP	S Charleston	A	100.9	3.0	299	b	CLW Comm Group	85	8507			Inspiration	250	1.01	1.8	1.7	1.1	1.3	1.7	1.9	1.6	0.9	1.3									
• WVSR	Charleston	B	102.7	50.0	404	a	Nininger Stations	64	9906	2,800	c1	CHR	1,200	0.48	18.1	17.9	17.3	16.1	14.6	14.4	12.7	12.3	10.5										
	WKLC	St. Albans	B	105.1	3.6	1663	d	L. M.	66	8002		c2	AOR	1,500	0.95	11.5	6.3	6.7	10.9	8.6	10.0	9.5	7.3	6.7									
• WKAZ	Miami	B	107.3	23.5	676	c	West Virginia Radio	85	9707	2,140	c5	1 Oldies	1,200	1.07	8.1	7.6	6.3	7.4	6.3	5.0	4.1	5.3	7.0										
# FM Stations -															9	# Combos -		8	FM TOTALS						83.7	73.7	71.9	70.1	71.7	73.9	72.7	75.3	67.8

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)†/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)																	
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995										
• WCHS	Charleston	B	580	5.0	5.00	c	West Virginia Radio	27	9206		c3	Nws/Tlk/Spt	1,500	1.19	9.1	7.3	9.2	6.4	9.0	5.6	8.3	7.0	7.3										
• WCAW	Charleston	B	680	10.0	0.22	c	West Virginia Radio	46	9307		c4	Nostalgia	300	0.70	3.1	2.0	1.8	3.5	1.7	2.5	1.9	3.2	3.8										
• WQBE	Charleston	B	950	5.0	1.00	a	Nininger Stations	57	6405			Country	250	0.72	2.5	1.7	1.4	2.6	1.7	2.5	2.9	1.5	1.3										
• WOKU	Hurricane	B	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										
• WVSR	Dunbar	C	1240	1.0 cp	1.00	a	Nininger Stations	46	9604		c1	Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0										
	WCOZ	St. Albans	B	1300	1.0	0.05	d	L. M.	56	8002		c2	AOR				0.0	0.0	0.0	0.0	0.0	0.0	0.0										
	WSCW	S Charleston	B	1410	5.0	0.00	b	CLW Comm Group	63	7511			Gospel	100	0.72	1.0	1.0	0.0	1.0	0.7	0.9	1.0	1.5	1.0									
	WSWW	Charleston	C	1490	1.0	1.00	c	West Virginia Radio	39	9707		c5	Sports	250		0.6	0.7	0.7	0.0	1.0	0.9	1.0	0.9	0.0									
# AM Stations -															8	# Combos -		7	AM TOTALS						16.3	12.7	13.1	13.5	14.1	12.4	15.1	14.1	13.4
AM & FM Stations Profiled -															17	# Duopolies -		5	Total Local Commercial Share						86.4	85.0	83.6	85.8	86.3	87.8	89.4	81.2	

• Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.

Metro Rank: 163

Revenue Rank: 124

Tallahassee, FL Market Overview



Metro Counties / Population (000)

Leon, FL	232.3
Wakulla, FL	19.1
	251.4

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$7,500	\$7,600	\$8,400	\$9,000	\$10,000	\$11,900
***	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	20.2%	\$14,300	\$15,800	\$17,300	\$18,700	\$20,600	9.5%
	1992	1997	2002				Est. Breakout
Revenue/Retail Sales	\$3.93/1,000	\$4.73/1,000	\$6.59/1,000				Local 85%
Revenue/Capita	\$34.18	\$47.33	\$77.79				National 15%

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	219.4	251.4	2.8%	251.4	264.8
Households	84.9	97.2	2.7%	97.2	103.8	1.3%
Retail Sales	1,909.6	2,517.0	5.7%	2,517.0	3,128.2	4.4%
EBI	3,096.3	4,238.0	6.5%	4,238.0	5,586.3	5.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	120.8	20.1	9.3	20.3	19.6	20.8	14.5	16.1
Women (000)	130.6	19.5	9.0	23.7	20.1	22.4	15.1	20.8
Total	251.4	39.6	18.3	44.0	39.7	43.2	29.6	36.9
Percentage	100.0%	15.7%	7.3%	17.5%	15.8%	17.2%	11.8%	14.7%
Per Capita	\$ 16,857			Median Household	\$ 33,766		Avg Household	\$ 43,601
Ethnic Population:	White 70.6%		Black 27.0%		Asian 2.0%		Hispanic 3.1%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		10	11	12	5	17
Tot 12+	4.8		68.1	72.3	72.9	4.1	77.0
Avg 12+	2.4		6.8	6.6	6.1	0.8	4.5
Tot LCS	6.2		88.4	93.9	94.7	5.3	100.0
Avg LCS	3.1		8.8	8.5	7.9	1.1	5.9

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WAKU	Crawfordville	A	94.1	3.0	459				550		ChrsContemp	125		0.9	0.6	0.7	0.6	0.7	0.0	1.8	0.0	0.0	
WTNT	Tallahassee	C1	94.9	100.0	841	a				g2	Country	2,000	1.50	9.3	6.8	7.3	7.8	6.3	5.4	8.7	8.2	0.0	
WHBX	Tallahassee	C2	96.1	37.0	479	b			15,400	d1	Urban AC	2,425	0.93	18.2	15.2	17.0	13.8	13.7	14.6	15.5	16.1	0.0	
WBZE	Tallahassee	C1	98.9	100.0	604	b				d1	AC	1,900	1.28	10.4	9.1	6.6	6.0	9.7	9.8	7.6	8.5	0.0	
• WWFO	Lafayette	C2	99.9	50.0	492	c			3,750	d2	Clsc Rock	900	0.86	7.3	4.9	3.5	4.7	6.3	4.8	5.4	6.0	0.0	
• WOKL	Midway	C3	100.7	11.5	489	a				g2	HotAC/MixAC	900	0.87	7.2	3.6	6.3	6.6	4.3	3.8	5.4	5.0	0.0	
• WXSX	Quincy	C2	101.5	50.0	476	a				g2	Alternative	1,600	1.42	7.9	5.8	5.9	6.3	5.7	5.7	6.5	6.3	0.0	
• WAIB	Tallahassee	C2	103.1	42.0	541	c				d2	Country	1,100	0.89	8.6	4.9	3.5	6.0	7.0	6.3	6.1	4.7	0.0	
WGLF	Tallahassee	C	104.1	90.0	1394	b			4,500	e	Clsc/Rock	925	0.95	6.8	8.4	4.9	5.6	4.7	5.7	5.8	5.4	0.0	
• WHTF	Havana	C2	104.9	47.0	505				3,500		Top 40	350	0.64	3.8	4.5	3.1	3.4	2.3	3.2	4.0	5.4	0.0	
WWLD	Tallahassee	A	106.1	6.0 cp	328	b			1,200		R&B Oldies	550	0.64	6.0	4.2	3.8	4.4	4.7	8.6	4.3	5.4	0.0	
• WTLY	Thomasville	C1	107.1	100.0 cp	824	a				g2	Hot AC	850	0.64	9.3	4.9	7.3	7.8	6.3	6.7	2.9	2.2	0.0	
# FM Stations -					12	# Combos -					10	FM TOTALS			95.7	72.9	69.9	73.0	71.7	74.6	74.0	73.2	0.0

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WFRF	Tallahassee	B	1070	10.0	0.00				150		News/Talk	125	0.87	1.0	0.6	0.7	1.6	0.0	1.0	0.7	0.9	0.0
WNLS	Tallahassee	B	1270	5.0	5.00	a				g2	Sports	200	0.82	1.7	1.6	2.4	1.3	1.3	1.0	1.4	1.9	0.0
WCVC	Tallahassee	B	1330	5.0	0.00				500		ChrsContemp	125			0.0	0.0	0.0	0.0	0.0	0.7	0.9	0.0
WHBT	Tallahassee	B	1410	5.0	0.02	b				d1	Urban/Oldies				1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTAL	Tallahassee	C	1450	1.0	1.00				150	e	Talk	250	1.17	1.5	0.6	2.1	1.3	1.0	2.2	2.9	4.4	0.0
# AM Stations -				5	# Combos -				2	AM TOTALS			4.2	4.1	5.2	4.2	2.3	4.2	5.7	8.1	0.0	
AM & FM Stations Profiled -				17	# Duopolies -				5	Total Local Commercial Share			77.0	75.1	77.2	74.0	78.8	79.7	81.3	0.0		

NOTE: Market rated twice yearly with Fall 1996 period.

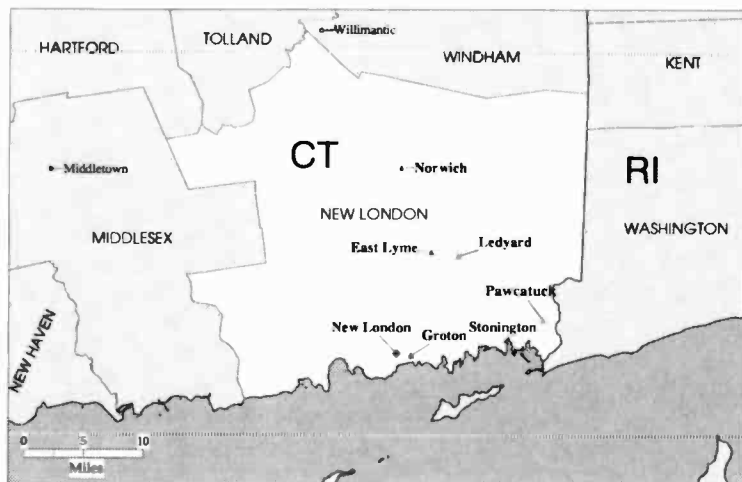
• Indicates a change since last edition

1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 164

Revenue Rank: 186

New London, CT Market Overview



Metro Counties / Population (000)

New London, CT	252.6
	252.6

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		N/A	N/A	N/A	N/A	\$6,700	\$7,100
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
11.3%	\$7,900	\$8,500	\$9,200	\$9,700	\$10,500	7.5%	
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	N/A	\$2.70/1,000	\$3.19/1,000	Local	85%		
Revenue/Capita	N/A	\$28.11	\$40.79	National	15%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	255.2	252.6	-0.2%	252.6	257.4
Households	93.3	93.3	0.0%	93.3	96.3	0.6%
Retail Sales	2,050.1	2,634.4	5.1%	2,634.4	3,288.4	4.5%
EBI	4,463.1	5,109.6	2.7%	5,109.6	6,263.9	4.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	126.6	21.5	9.0	13.0	22.7	21.1	16.4	22.9
Women (000)	126.0	20.6	8.9	10.7	19.9	20.5	16.2	29.3
Total	252.6	42.0	17.9	23.7	42.6	41.6	32.6	52.2
Percentage	100.0%	16.6%	7.1%	9.4%	16.9%	16.5%	12.9%	20.7%
Per Capita	\$ 20,228			Median Household	\$ 46,013		Avg Household	\$ 54,765
Ethnic Population:	White 91.8%		Black 5.4%		Asian 2.2%		Hispanic 4.3%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7			7	7	3	10
Tot 12+	49.1			49.1	49.1	3.0	52.1
Avg 12+	7.0			7.0	7.0	1.0	5.2
Tot LCS	94.2			94.2	94.2	5.8	100.0
Avg LCS	13.5			13.5	13.5	1.9	10.0

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WCTY	Norwich	A	97.7	1.9 cp	410	a	Rowbathan, Bonnie	68	9906			Country	1,800	1.02	22.3	9.4	10.3	11.3	10.5	16.9	15.0	12.7	0.0
WNLC	East Lyme	A	98.7	5.5	269	a	Hall	94	9707	2,000		Alternative	300	0.26	14.4	10.0	7.2	7.7	6.3	2.8	5.4	5.8	0.0
WTYD	New London	A	100.9	3.0	299	a	Hall	70	9503	3,500	c1	Soft AC	1,700	1.90	11.3	6.7	5.0	6.5	4.5	5.5	6.3	7.5	0.0
• WVVE	Stonington	A	102.3	3.0	328		Citadel Comm Corp	81	9910 p		g1	Oldies	1,000	1.58	8.0	3.3	4.4	3.9	3.9	3.4	8.4	4.2	0.0
• WQGN	Groton	A	105.5	3.0	276	b	Citadel Comm Corp	71	9910 p		g1	CHR	1,550	1.04	18.8	10.0	15.0	7.4	11.1	12.4	8.7	9.4	0.0
WBMW	Ledyard	A	106.5	3.1	459		Fuller, John	92	9312		st	AC	775	0.96	10.2	3.3	5.6	5.2	4.8	2.8	4.8	5.8	0.0
WKCD	Pawcatuck	A	107.7	1.9	400		Back Bay Bcstrs Inc	95	9907	2,005		Modem AC	250	0.65	4.9	6.4	2.2	1.3	3.6	3.1	3.0	1.6	0.0
# FM Stations -					7	# Combos -					4	FM TOTALS			89.9	49.1	49.7	43.3	44.7	46.9	51.6	47.0	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
• WSUB	Groton	B	980	1.0	0.07	b	Citadel Comm Corp	58	9910 p		g1	News/Talk	125	0.88	1.8	1.0	0.6	0.6	1.2	1.4	1.2	2.3	0.0
WICH	Norwich	B	1310	5.0	5.00	a	Rowbathan, Bonnie	46	9906			AC	250	0.49	6.4	2.0	4.4	3.5	2.7	2.1	3.9	5.5	0.0
WWJY	New London	B	1510	10.0 cp	5.00	a	Hall	36	9503		c1	Nostalgia	100	0.70	1.8	0.0	0.0	0.0	1.8	3.4	3.0	2.9	0.0
# AM Stations -					3	# Combos -					3	AM TOTALS			10.0	3.0	5.0	4.1	5.7	6.9	8.1	10.7	0.0
AM & FM Stations Profiled -					10	# Duopolies -					2	Total Local Commercial Share			52.1	54.7	47.4	50.4	53.8	59.7	57.7	0.0	

NOTE: Market rated twice yearly with Fall 1996 period.

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 165

Revenue Rank: 245

New Bedford-Fall River, MA Market Overview



Metro Counties / Population (000)

Bristol, MA	252.4
	252.4

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$3,000	\$3,500	\$3,700	\$3,800	\$3,900	\$4,000
Δ 97 - 98	12.5%						
★★★		\$4,500	\$4,900	\$5,300	\$5,700	\$6,200	8.2%
Revenue/Retail Sales	\$1.55/1,000	\$1.45/1,000	\$1.89/1,000				
Revenue/Capita	\$11.97	\$15.85	\$24.43				
							Est. Breakout
							Local 90%
							National 10%

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	250.7	252.4	0.1%	252.4	253.8
Households	92.9	94.2	0.3%	94.2	96.1	0.4%
Retail Sales	1,939.3	2,762.2	7.3%	2,762.2	3,280.9	3.5%
EBI	3,754.3	3,899.7	0.8%	3,899.7	4,336.8	2.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	121.5	21.3	10.3	11.1	18.5	20.3	15.9	24.0
Women (000)	130.9	20.2	10.0	11.6	18.4	21.0	16.3	33.5
Total	252.4	41.5	20.3	22.7	36.9	41.3	32.2	57.4
Percentage	100.0%	16.5%	8.0%	9.0%	14.6%	16.4%	12.8%	22.8%
Per Capita	\$ 15,451							
				Median Household	\$ 35,945		Avg Household	\$ 41,386
Ethnic Population: White	96.1%		Black	2.3%	Asian	1.4%	Hispanic	3.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	5		4	6	6	12
Tot 12+	10.6	30.3		35.8	40.9	8.8	49.7
Avg 12+	10.6	6.1		9.0	6.8	1.5	4.1
Tot LCS	21.3	61.0		72.0	82.3	17.7	100.0
Avg LCS	21.3	12.2		18.0	13.7	3.0	8.3

Competitive Overview

Some stations also rated in Providence-Warwick-Pawtucket.

FM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
• WSNE	Taunton	B	93.3	30.0	620		AMFM Inc	66	9910 p			AC	n/a		8.8	3.1	4.5	3.7	3.6	6.4	5.2	4.8	5.8	
• WHJY	Providence	B	94.1	50.0 cp	456		AMFM Inc	66	9910 p			AOR	n/a		17.9	7.4	6.7	8.4	6.7	6.5	7.4	8.0	6.1	
	WJFD	B	97.3	50.0	499		Dinis, Edmund	49				Ethnic	375	4.90	1.7	2.0	2.8	1.6	0.0	1.1	1.4	1.8	0.7	
• WCTK	New Bedford	B	98.1	47.0	509	a	Hall	46	6610			Country	n/a		17.4	8.9	6.7	8.9	5.9	3.2	3.6	6.0	5.0	
• WWLI	Providence	B	105.1	50.0	499		Citadel Comm Corp	48	9707			AC	n/a		17.5	8.9	6.1	6.5	7.8	6.8	5.0	6.4	7.8	
• WFHN	Fairhaven	A	107.1	6.0 cp	325	b	Citadel Comm Corp	89	9910 p		g1	CHR	2,200	2.24	21.8	10.6	10.9	10.4	8.0	5.3	2.9	4.9	3.9	
# FM Stations -					6	# Combos -					2	FM TOTALS				85.1	40.9	37.7	39.5	32.0	29.3	25.5	31.9	29.3
AM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
	WJYT	B	1320	5.0	5.00		Add Radio Group	50	9807	560		Spanish	100			0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.7	
• WNBH	New Bedford	C	1340	1.0	1.00	a	Hall	21	6610			Country	50	0.65	1.7	1.1	0.8	1.0	0.5	0.9	1.1	0.4	1.1	
	WHTB	C	1400	1.0	1.00	c	Karam, Bob &	48	8905	650		Portuguese	200			0.0	0.0	0.0	0.0	0.5	0.0	1.3	0.0	
• WBSM	New Bedford	B	1420	5.0	1.00	b	Citadel Comm Corp	49	9910 p		g1	News/Talk	775	1.91	9.0	5.7	8.1	4.4	3.2	3.1	4.3	2.4	1.8	
	WSAR	B	1480	5.0	5.00	c	Karam, Bob &	21	9211	550		Nws/Tlk/Spt	800	4.13	4.3	2.0	2.8	2.9	0.9	2.7	1.4	1.2	2.7	
	WPEP	B	1570	1.0	0.23		Willow Farm Inc	49	9711	300		News/Talk				0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	
# AM Stations -					6	# Combos -					3	AM TOTALS				15.0	8.8	11.7	8.3	4.6	7.9	7.5	5.3	6.3
AM & FM Stations Profiled -					12	# Duopolies -					3	Total Local Commercial Share				49.7	49.4	47.8	36.6	37.2	33.0	37.2	35.6	

• Indicates a change since last edition

1/ See introduction section for Interpretation of revenue estimates.

Metro Rank: 166

Revenue Rank: 174

Binghamton, NY Market Overview



Metro Counties / Population (000)

Broome, NY	196.2
Tioga, NY	52.7
Total	248.9

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$6,400	\$6,800	\$7,600	\$7,700	\$8,400	\$8,800
Revenue/Retail Sales Revenue/Capita	1992	1997	2002	Est. Breakout			
	\$3.23/1,000	\$4.75/1,000	\$6.63/1,000	Local	88%	National	12%

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	264.2	248.9	-1.2%	248.9	235.4
Households	100.3	94.4	-1.2%	94.4	90.5	-0.8%
Retail Sales	1,982.8	1,852.3	-1.4%	1,852.3	1,793.7	-0.6%
EBI	3,801.2	3,364.1	-2.4%	3,364.1	3,386.2	0.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	121.6	21.0	9.5	12.6	18.4	19.3	15.9	24.8
Women (000)	127.3	19.3	9.0	13.3	17.5	18.8	16.7	32.7
Total	248.9	40.4	18.5	26.0	35.9	38.1	32.6	57.5
Percentage	100.0%	16.2%	7.4%	10.4%	14.4%	15.3%	13.1%	23.1%
Per Capita	\$ 13,516	Median Household		\$ 29,879	Avg Household		\$ 35,637	
Ethnic Population:	White 95.6%	Black 2.0%	Asian 2.2%	Hispanic 1.4%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	3		8	10	6	16
Tot 12+	24.4	45.5		66.5	69.9	12.7	82.6
Avg 12+	3.5	15.2		8.3	7.0	2.1	5.2
Tot LCS	29.5	55.1		80.5	84.6	15.4	100.0
Avg LCS	4.2	18.4		10.1	8.5	2.6	6.3

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WKGB	Susquehanna	A	92.5	3.0	cp	709 d	Majac of Michigan	89	9803		AOR	425	1.10	4.1	5.4	4.2	3.8	2.9	5.5	3.3	6.0	5.2
WHWK	Binghamton	B	98.1	10.0		961 a	Citadel Comm Corp	56	9906	g1	Country	2,450	1.18	22.0	16.4	17.3	13.3	22.0	20.0	20.0	16.8	20.1
• WAAL	Binghamton	B	99.1	7.1		1089 a	Citadel Comm Corp	54	9906	g1	Clsc Rock	1,550	1.56	10.6	14.7	10.9	9.8	7.4	11.7	9.0	12.9	8.8
WCDW	Conklin	A	100.5	1.4		692	Equinox Bcstg Corp	94	9410	70cp	AAA	100	0.66	1.6	2.7	2.1	1.3	1.3	1.2	0.0	0.6	1.3
WLTB	Owego	A	101.7	2.0		558 c	WEBO Radio Inc	72	9309	st	Lite AC	550	1.15	5.1	3.3	2.7	5.4	2.9	2.8	3.0	3.3	5.2
WAVR	Waverly	A	102.3	1.5		400 b	WATS Bcstg Inc	74	8610	470c1	AC	300			0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.3
WMXW	Vestal	A	103.3	0.6		1014 d	Majac of Michigan	89	9801	6,000d3	AC/Oldes	1,200	1.37	9.3	4.0	5.2	8.6	6.5	7.7	7.2	9.9	10.1
• WYOS	Chenango Bridge	A	104.1	0.9		833 a	Citadel Comm Corp	96	9906	g1	Oldies	650	1.08	6.4	4.0	6.4	5.1	5.2	5.2	10.4	0.0	0.0
WMRV	Endicott	B	105.7	35.0		571 d	Majac of Michigan	69	9801	d3	Adult CHR	1,200	0.63	20.3	14.4	13.6	18.4	14.6	10.8	10.1	10.8	9.7
WBBI	Endwell	A	107.5	1.1		545 d	Majac of Michigan	98			Country			1.3	4.3	4.2	2.2	0.0	0.0	0.0	0.0	0.0
# FM Stations -				10	# Combos -				9	FM TOTALS				80.7	69.9	66.6	67.9	62.8	64.9	63.0	60.3	60.7

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
• WINR	Binghamton	B	689	1.0	cp	0.50	Citadel Comm Corp	46	9911 p	600sw	News/Nstlg	250	0.83	3.2	1.7	2.4	2.9	2.3	3.1	3.9	4.2	6.2
WATS	Sayre	B	960	5.0		0.05 b	WATS Bcstg Inc	50	8610	c1	AC				0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.3
• WNBF	Binghamton	B	1290	9.3	cp	5.40 a	Citadel Comm Corp	28	9906	g1	News/Talk	650	0.66	10.5	6.0	7.0	8.6	8.4	7.1	9.9	7.5	8.4
WEBO	Owego	B	1330	5.0		0.05 c	WEBO Radio Inc	57	9309	st	Alternative			0.2	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
• WKOP	Binghamton	B	1360	5.0	cp	0.50 a	Citadel Comm Corp	47	9911 p	sw	Nostalgia	50	0.19	2.8	2.7	2.4	2.2	2.3	2.5	2.7	3.3	2.3
WENE	Endicott	B	1430	5.0		5.00 d	Majac of Michigan	47	9801	d3	Sports			2.8	2.3	1.8	2.2	2.3	1.8	2.4	1.8	1.3
# AM Stations -				6	# Combos -				5	AM TOTALS				19.5	12.7	13.6	15.9	15.6	15.1	18.9	16.8	18.5
AM & FM Stations Profiled -				16	# Duopolies -				5	Total Local Commercial Share				82.6	80.2	83.8	78.4	80.0	81.9	77.1	79.2	

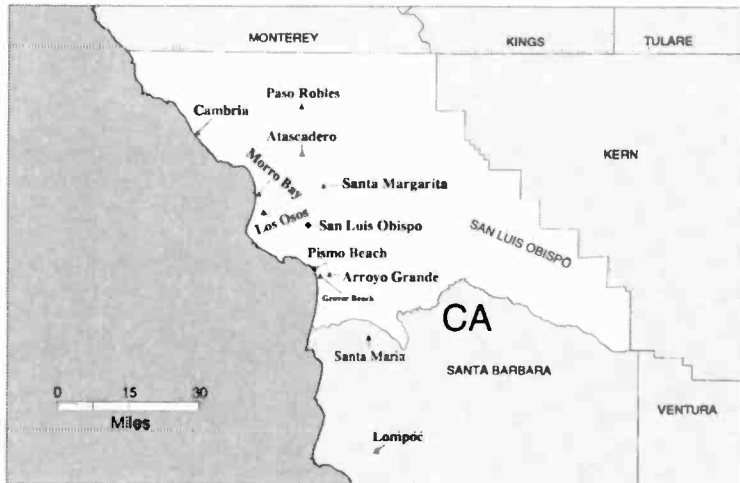
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 167

Revenue Rank: 192

San Luis Obispo, CA Market Overview



Metro Counties / Population (000)

San Luis Obispo	238.7
	238.7

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		N/A	\$4,700	\$5,300	\$5,900	\$6,200	\$6,700
★★★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	10.4%	\$7,400	\$8,000	\$8,700	\$9,200	\$9,800	7.2%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
Revenue/Capita	N/A	\$3.86/1,000	\$5.08/1,000	Local	85%		
	N/A	\$28.07	\$38.30	National	15%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	226.0	238.7	1.1%	238.7	255.9
Households	83.6	87.9	1.0%	87.9	95.1	1.6%
Retail Sales	1,567.5	1,737.8	2.1%	1,737.8	1,927.4	2.1%
EBI	3,494.6	3,678.2	1.0%	3,678.2	4,302.0	3.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	120.0	19.5	8.7	16.3	17.9	20.7	13.2	23.6
Women (000)	118.7	18.5	7.5	13.8	16.9	19.3	13.8	29.0
Total	238.7	37.9	16.3	30.0	34.7	40.0	27.0	52.7
Percentage	100.0%	15.9%	6.8%	12.6%	14.5%	16.8%	11.3%	22.1%
Per Capita	\$ 15,409	Median Household		\$ 32,283	Avg Household		\$ 41,846	
Ethnic Population:	White 92.1%	Black 2.9%	Asian 3.8%	Hispanic 17.2%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	12		9	16	9	25
Tot 12+	9.0	49.8		55.4	58.8	12.2	71.0
Avg 12+	2.3	4.2		6.2	3.7	1.4	2.8
Tot LCS	12.7	70.1		78.0	82.8	17.2	100.0
Avg LCS	3.2	5.8		8.7	5.2	1.9	4.0

Competitive Overview

Some stations also rated in Santa Maria-Lompoc.

FM Stations														ARB 12+ Metro Shares (see rights)									
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
													Revenue (000)1/	Power Ratio		1999	1998	1998	1997	1997	1996	1996	1995
• KWSR	Paso Robles	B	92.5	4.8	1486		Lagniappe Bcstg	72	9605	675	1	Hot AC	275	1.49	2.5	4.6	2.3	1.0	2.7	4.9	4.8	4.7	5.1
KZOZ	San Luis Obispo	B	93.3	23.0	1549	a	Amer General	62	8906		g1	Clsc Rock	925	0.99	12.6	7.6	7.7	9.5	9.2	8.5	8.2	6.1	7.5
KBZK	Morro Bay	A	94.1	0.6	1004		Moon Bcstg Corp	97	9901	750	c1	Mexican			0.5	0.0	0.3	0.7	0.0	0.0	0.0	0.0	0.0
• KOTR	Cambria	B1	94.9	25.0	328		Howard, Bruce	84	8804	350		AAA	350	0.95	5.0	3.6	2.3	2.4	5.1	2.3	4.4	4.0	3.7
KXTZ	Pismo Beach	A	95.3	4.2	390		Winsome Media	74	9703	350		Clsc Rock	200	0.97	2.8	1.7	3.0	2.4	1.7	1.0	1.7	1.1	1.7
KSLY	San Luis Obispo	B	96.1	3.4		b	Mondosphere Bcstg	59	9402	393		Alternative	1,200	1.65	9.8	8.9	9.4	7.4	7.1	7.8	7.8	9.4	8.5
KWQH	San Luis Obispo	B1	97.1	1.2 cp	1457		Radio Reps Inc	95	9605	103		Christian				0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0
• KKJG	San Luis Obispo	B	98.1	4.5	1519	a	Amer General	84	9707	1,500		Country	800	1.59	6.8	8.9	4.7	4.1	6.1	8.1	6.1	4.7	6.1
• KRQK	Lompoc	B1	100.3	3.7	863	c	Amer General	79	9909 p	See (197)		Spanish	n/a		2.1	0.0	1.0	0.7	2.4	0.0	1.0	1.8	0.0
KSTT	Los Osos	B	101.3	3.4	1686	b	Mondosphere Bcstg	87	8908	1,400		AC	1,300	1.97	8.9	5.3	6.4	6.1	7.1	6.5	7.8	6.8	8.5
KSNI	Santa Maria	B	102.5	13.5	860	e	Mondosphere Bcstg	60	9908 p	See (197)		Country	n/a		2.7	0.7	1.7	3.0	1.0	1.6	1.7	2.5	0.7
• KBZX	Paso Robles	A	103.1	1.1	761	d	Moon Bcstg Corp	95	9901		c1	Rock	150	0.81	2.5	0.0	2.0	1.4	2.4	2.6	2.0	1.1	1.4
KIQO	Atascadero	B	104.5	5.6	1401	a	Amer General	79	9903	1,500		Oldies	500	1.06	6.4	5.9	3.7	4.1	5.4	4.9	5.4	6.1	4.8
KKAL	Santa Margarita	B1	106.1	1.0	1463	f	Salisbury Bcstg	86	9903	1,000		Cntry/Oldes	225	0.89	3.4	1.0	2.7	2.4	2.7	1.6	2.7	4.0	2.7
KWWV	Morro Bay	A	106.1	8.3	1490	f	Salisbury Bcstg	93	9406	185	1	NAC	175	0.45	5.2	7.3	6.0	5.7	2.0	2.9	1.4	1.1	0.7
KQJZ	Grover Beach	B	107.3	3.5	1650		Mondosphere Bcstg	84	9709	900		Jazz	200	0.73	3.7	3.3	5.0	3.7	1.7	2.0	1.7	0.7	0.7
# FM Stations -					16	# Combos -			8	FM TOTALS				74.9	58.8	58.2	54.6	56.6	55.7	56.7	54.1	52.1	

AM Stations														ARB 12+ Metro Shares (see rights)									
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
													Revenue (000)1/	Power Ratio		1999	1998	1998	1997	1997	1996	1996	1995
KVEC	San Luis Oblspo	B	920	1.0	0.50		Chorro Comm	37	8909	300		Nws/Tlk/Spt	300	0.92	4.4	2.3	3.0	3.4	3.1	3.9	2.0	5.0	3.4
KJDJ	San Luis Obispo	B	1030	2.5	0.70		Pacific Spanish	88	9211	155		Spanish			1.0	0.0	1.3	1.4	0.0	0.0	1.0	0.4	2.0
KBAI	Morro Bay	B	1150	5.0	5.00		Clear Channel	74	9905		g	DARK			1.3	0.0	0.0	0.0	2.0	2.3	2.0	4.0	2.0
KPRL	Paso Robles	C	1230	1.0	1.00		Dellar Survivor Trst	46	9008			Nws/Tlk/Spt	300	0.84	4.8	3.0	4.0	3.7	3.4	2.3	2.4	3.6	3.1
KSMA	Santa Maria	C	1240	1.0 cp	1.00	e	Mondosphere Bcstg	46	9908 p			Nws/Tlk/Spt	n/a		0.9	0.0	0.0	0.7	0.7	0.0	0.7	0.7	0.7
• KKOM	Arroyo Grande	B	1280	5.0 cp	2.50		Pamplin Comm	62	9905	550	na	1 Bus News			1.1	0.0	1.3	0.0	1.7	1.0	0.0	1.1	0.0
KGLW	San Luis Obispo	C	1340	0.8 cp	0.79		RocGlo Comm	49	9112	25		Talk	200	0.66	4.1	2.0	3.7	3.0	3.1	3.3	3.4	1.8	2.0
KKJL	San Luis Obispo	C	1400	1.0	1.00		San Luis Obispo	60	9612			Adlt Stndrd	325	0.83	5.3	3.6	3.0	4.4	3.4	3.3	2.4	3.2	2.0
KUHL	Santa Maria	B	1440	5.0	1.00		Blackhawk Comm	46				Talk	n/a		2.3	1.3	2.0	1.4	2.0	1.0	1.7	1.8	2.4
# AM Stations -					9	# Combos -			1	AM TOTALS				25.2	12.2	18.3	18.0	19.4	17.1	15.6	21.6	17.6	
AM & FM Stations Profiled -					25	# Duopolies -			6	Total Local Commercial Share				71.0	76.5	72.6	76.0	72.8	72.3	75.7	69.7		

Other Rulemaking: 103.5, A, Cambria

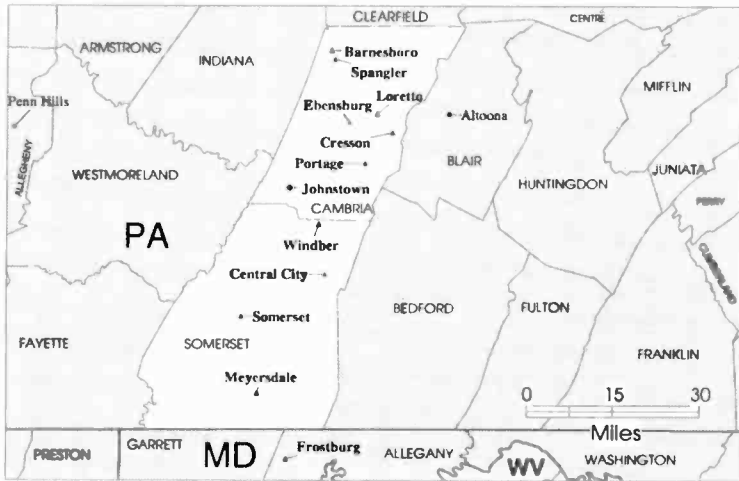
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 168

Revenue Rank: 205

Johnstown, PA Market Overview



Metro Counties / Population (000)

Cambria, PA	156.7
Somerset, PA	80.5
Total	237.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$5,000	\$5,200	\$5,600	\$5,700	\$6,000	\$6,200
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$3.24/1,000	\$3.00/1,000	\$3.27/1,000	Local	80%		
Revenue/Capita	1992	1997	2002	National	20%		
	\$20.96	\$26.14	\$36.38				

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	238.6	237.2	-0.1%	237.2	230.9	-0.5%
Households	91.1	90.6	-0.1%	90.6	89.9	-0.2%
Retail Sales	1,541.9	2,068.8	6.1%	2,068.8	2,565.5	4.4%
EBI	2,747.8	3,105.1	2.5%	3,105.1	3,657.8	3.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	114.3	18.3	10.4	9.3	14.5	18.6	14.5	28.7
Women (000)	122.9	17.4	10.0	9.1	13.9	18.0	15.0	39.6
Total	237.2	35.7	20.3	18.4	28.4	36.6	29.5	68.3
Percentage	100.0%	15.0%	8.6%	7.8%	12.0%	15.4%	12.4%	28.8%
Per Capita	\$ 13,091	Median Household		\$ 26,966	Avg Household		\$ 34,273	
Ethnic Population:	White 97.6%	Black 2.0%	Asian 0.3%	Hispanic 0.7%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	4		6	11	9	21
Tot 12+	22.3	40.8		58.8	63.1	6.0	69.1
Avg 12+	3.2	10.2		9.8	5.7	0.7	3.3
Tot LCS	32.3	59.0		85.1	91.3	8.7	100.0
Avg LCS	4.6	14.8		14.2	8.3	1.0	4.8

Competitive Overview

Some stations also rated in Altoona.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WGLU	Johnstown	A	92.1	0.6	1043	g	Marathon Media	74	9911		g2	CHR	700	0.82	12.9	10.1	7.6	7.5	9.5	8.3	8.5	9.1	7.1
WQZS	Meyersdale	A	93.3	0.6	965		Wahl, Roger &	91				Oldies	400		0.9	1.3	1.0	1.2	0.0	0.9	2.4	1.4	1.2
WBXQ	Cresson	A	94.3	0.4	958		Sounds Good Inc	81				Clsc Rock	n/a		1.7	2.0	2.9	0.9	1.4	0.6	1.2	1.7	0.9
WKYE	Johnstown	B	95.5	57.0	1060	b	Forever Bcstg Inc	49	9705 p		st	AC	1,275	0.95	20.4	15.7	13.3	14.7	12.2	13.5	13.9	11.1	12.0
WMTZ	Johnstown	B	96.5	50.0	489	a	Clear Channel	73	9906		g1	Country	1,600	0.89	27.1	16.3	16.5	16.5	19.3	18.1	19.0	15.3	16.7
● WPCL	Spangler	A	97.3	1.8	610		He's Alive Inc	91	9704	105		Gsp/CCU/Esy			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
WSGY	Somerset	A	97.7	3.5	430	b	Forever Bcstg Inc	66	9705 p		st	Country	250	0.73	5.2	3.3	1.9	4.2	2.7	1.2	1.8	3.4	3.7
WQKK	Ebensburg	B	99.1	50.0	499	g	Marathon Media	62	9911		g2	AOR/CIRck	650	1.17	8.4	7.8	8.9	6.0	5.1	6.4	6.9	6.3	7.7
WSRA	Central City	A	101.7	0.7	643	f	NorLin Bcstrs	72	8802	275		Soft AC	500	1.20	6.3	5.6	3.2	3.6	4.7	5.2	6.3	7.4	9.9
WFRB	Frostburg	B	105.3	13.5	958	c	WTBO-WKGO LLC	65	9705	3,325	c4	Country	250	1.31	2.9	1.0	1.3	1.8	2.0	3.1	1.8	2.8	1.5
● WFJY	Portage	A	105.7	3.0	322	h	Forever Bcstg Inc	90	9801	325	c2	Country	200		0.5	0.0	0.0	0.0	0.7	4.0	2.1	1.7	0.0
# FM Stations -					11	# Combos -					7	FM TOTALS			86.3	63.1	56.6	56.4	57.6	61.3	63.9	60.2	61.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WFRB	Frostburg	B	560	5.0	0.00	c	WTBO-WKGO LLC	58	9705		c4	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.9	1.2
WJAC	Johnstown	B	850	10.0	10.00	b	Forever Bcstg Inc	25	9708		st	FullService	200	0.63	4.8	2.3	3.2	3.0	3.4	4.6	3.6	5.1	4.0
WNCC	Barnesboro	B	950	0.5	0.00		Vernal Enterprises	50	9701		g	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WVSC	Somerset	B	990	10.0	0.10	b	Forever Bcstg Inc	51	9708		st	Oldies	225	1.07	3.2	0.7	0.6	1.2	3.1	0.9	2.1	2.6	2.2
WCRO	Johnstown	C	1230	1.0	1.00	e	Johnstown School	47	9902	85		Christian				0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0
WYSN	Somerset	B	1330	5.0	0.04	f	NorLin Bcstrs	81				Adlt Stndrd	150	0.73	3.1	2.3	2.5	2.4	1.7	1.2	0.0	0.9	0.0
WEBG	Loretto	C	1400	1.0	1.00		Jesus is Lord Minist	63	9811	100		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● WFJY	Portage	B	1470	0.5	0.09	d	Langer Bcstg Corp	60	9806	25		Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WNTJ	Johnstown	C	1490	1.0	1.00	a	Clear Channel	46	9906		g1	Nws/Tlk/Spt	100	0.63	2.4	0.7	2.5	2.1	1.0	1.5	2.1	1.7	1.5
# AM Stations -					9	# Combos -					5	AM TOTALS			13.5	6.0	10.1	8.7	9.2	8.2	7.8	11.2	8.9
AM & FM Stations Profiled -					20	# Duopolies -					3	Total Local Commercial Share			69.1	66.7	65.1	66.8	69.5	71.7	71.4	69.9	

● Indicates a change since last edition

1/ See Introduction section for Interpretation of revenue estimates.

Metro Rank: 169

Revenue Rank: 156

Columbus, GA Market Overview



Metro Counties / Population (000)

Chattahoochee, GA	12.8
Muscogee, GA	180.0
Russell, AL	54.0
Total	246.8

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

ESTIMATED GROSS REVENUES ★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$7,500	\$8,000	\$8,700	\$9,300	\$9,600	\$9,700
★ ★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	11.3%	\$10,800	\$11,600	\$12,700	\$13,500	\$14,400	7.5%
Revenue/Retail Sales	1992 \$4.21/1,000	1997 \$3.75/1,000	2002 \$4.43/1,000	Est. Breakout			
Revenue/Capita	\$29.73	\$39.30	\$59.63	Local	89%		
				National	11%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	252.3	246.8	-0.4%	246.8	241.5
Households	88.7	88.9	0.0%	88.9	88.2	-0.2%
Retail Sales	1,783.4	2,588.4	7.7%	2,588.4	3,251.8	4.7%
EBI	2,884.1	3,144.4	1.7%	3,144.4	3,631.3	2.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	122.2	23.3	10.9	16.9	20.3	18.2	13.7	18.8
Women (000)	124.6	22.3	10.4	10.8	18.5	19.5	15.4	27.7
Total	246.8	45.6	21.3	27.7	38.8	37.7	29.1	46.6
Percentage	100.0%	18.5%	8.6%	11.2%	15.7%	15.3%	11.8%	18.9%
Per Capita	\$ 12,741			Median Household	\$ 26,460		Avg Household	\$ 35,371
Ethnic Population:	White 56.5%		Black 41.2%		Asian 2.0%		Hispanic	4.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		6	9	10	6	16
Tot 12+	38.2		28.6	65.8	66.8	18.4	85.2
Avg 12+	9.6		4.8	7.3	6.7	3.1	5.3
Tot LCS	44.8		33.6	77.2	78.4	21.6	100.0
Avg LCS	11.2		5.6	8.6	7.8	3.6	6.3

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WVFJ	Manchester	C1	93.3	27.0 cp	1611		Provident Bcstg Co	67	8108			ChrsContemp			2.2	1.0	1.3	1.6	2.3	1.3	2.6	2.7	0.0	
WKZJ	Greenville	C3	95.7	3.4	876	a	Davis Bcstg	95	9712	450		Urban AC			2.2	2.3	2.3	2.9	1.0	1.0	1.5	0.6	0.0	
WAGH	Ft Mitchell	A	98.3	6.0	328	c	Cumulus Bcstg Inc	89	9802	2,000		Urban AC	1,175	0.98	11.1	9.7	9.2	7.7	11.7	9.9	6.6	10.6	0.0	
WKNL	Lumpkin	C2	99.3	50.0	492		Radio Lumpkin Inc	92				Country	1,150	0.98	10.9	7.1	8.9	9.0	10.1	9.6	8.0	10.0	0.0	
WGSY	Phenix City	A	100.1	6.0 cp	328	c	Cumulus Bcstg Inc	71	9711	11,750 d1	1	AC	1,200	1.22	9.1	4.2	7.6	8.4	7.5	10.3	11.1	8.3	0.0	
WBFA	Smiths	A	101.3	6.0 cp	328	c	Cumulus Bcstg Inc	98				CHR				5.6	1.7	0.0	0.0	0.0	0.0	0.0	0.0	
WVRK	Columbus	C	102.9	100.0	1519	c	Cumulus Bcstg Inc	46	9711		d1	1	AOR	1,800	1.34	12.4	6.8	7.6	10.3	11.4	8.3	9.6	10.6	0.0
WFEX	Columbus	A	104.9	6.0	289	a	Davis Bcstg	69	8605		g1		Urban	1,500	0.72	19.3	18.5	17.5	16.5	17.2	19.2	17.0	15.6	0.0
WSTH	Alexander City	C1	106.1	85.8	981	c	Cumulus Bcstg Inc	49	9812 p	4,500 c2		Country	675	1.84	3.4	3.6	2.0	2.3	3.6	5.3	6.6	5.3	0.0	
WCGQ	Columbus	C	107.3	100.0	1011	b	McClure Bcstg	66				AC	1,800	1.81	9.2	7.8	7.6	9.0	7.1	9.3	6.2	6.5	0.0	
# FM Stations -					10	# Combos -					8	FM TOTALS			79.8	66.6	65.7	67.7	71.9	74.2	69.6	70.2	0.0	

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WDAK	Columbus	B	540	5.0 cp	0.50	c	Cumulus Bcstg Inc	40	9812 p		c2	Sports	75	0.46	1.5	1.0	1.0	1.3	1.3	0.7	0.9	1.5	0.0	
WMLF	Columbus	B	1270	5.0	0.19	c	Cumulus Bcstg Inc	47	9711		d1	Nostalgia	75	0.27	2.6	2.9	4.3	4.5	0.0	0.0	0.0	0.0	0.0	
WOKS	Columbus	C	1340	1.0	1.00	a	Davis Bcstg	59	8605		g1	Urban/Oldes	400	0.88	4.2	3.2	4.6	2.9	4.5	4.3	5.6	5.9	0.0	
WRCG	Columbus	B	1420	5.0	5.00	b	McClure Bcstg	28	7701			Nws/Tlk/Spt	550	0.88	5.8	5.5	6.3	6.5	3.6	7.0	5.2	4.4	0.0	
WPNX	Phenix City	B	1460	4.0	0.14	c	Cumulus Bcstg Inc	51	9711		d1	1	Gospel	125	0.68	1.7	1.6	0.7	1.0	1.9	0.7	0.9	1.5	0.0
WEAM	Columbus	B	1580	2.3	1.00		GHB Bcstg	54				Gospel	250	0.56	4.1	4.2	5.9	3.5	3.6	2.6	4.6	5.3	0.0	
# AM Stations -					6	# Combos -					5	AM TOTALS			19.9	18.4	22.6	19.7	14.9	15.3	17.2	18.6	0.0	
AM & FM Stations Profiled -					16	# Duopolies -					5	Total Local Commercial Share			85.2	88.5	87.4	86.8	89.5	87.0	88.8	0.0		

NOTE: Market rated twice yearly with Fall 1996 period.

1/ See Introduction section for interpretation of revenue estimates.

Competitive Overview

Some stations also rated in Fayetteville-Springdale.

													ARB 12+ Metro Shares (see rights)												
Calls	City of License	FCC Class	Power Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
																1999	1998	1998	1997	1997	1996	1996	1995		
KREU	Roland	A	92.3	0.7	932		Sequoya Comm	95				70s Oldies			3.5	3.5	3.0	2.3	3.9	3.9	0.0	5.3	0.0		
KPRV	Heavener	A	92.5	1.6	640	e	Billy, Leroy	89				Country			1.5	0.0	1.5	1.5	1.1	1.1	0.0	0.0	0.0		
KISR	Fort Smith	C	93.7	100.0	1250	a	Baker, Fred, et al	72				CHR	850	0.95	13.4	9.3	10.0	12.7	11.3	10.7	0.0	12.0	0.0		
• KOLX	Barling	C2	94.5	31.0	502		Toccoa Falls	88	9705	450		Christian	150	1.72	1.3	2.7	0.7	1.2	1.1	0.7	0.0	0.4	0.0		
KDAB	Prairie Grove	C2	94.9	21.0	761		Vinewood Comm	93				Gospel	n/a		1.5	0.8	1.1	1.2	1.4	1.4	0.0	5.3	0.0		
KERX	Fort Smith	C2	95.3	34.0	569		Pearson, Max H.	81	9310		g	Clsc Rock				1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• KMXJ	Sallisaw	C2	95.9	30.0	623	c	AMFM Inc	72	9910 p		g	Hot AC			2.0	0.4	1.9	1.5	2.1	3.2	0.0	1.5	0.0		
• KZBB	Poteau	C	97.9	100.0	2001	d	AMFM Inc	67	9910 p		g	AOR	500	0.92	8.1	11.2	10.4	10.0	4.6	4.6	0.0	5.6	0.0		
• KMAG	Fort Smith	C	99.1	94.0	1969	d	AMFM Inc	64	9910 p		g	Country	1,750	1.48	17.7	11.2	14.1	13.8	17.7	13.9	0.0	14.3	0.0		
• KTCS	Fort Smith	C	99.9	100.0	1919	d	Big Chief Bcstg Co	64	6106		c3	Country	1,800	1.62	16.6	12.4	11.1	14.2	15.5	17.9	0.0	18.4	0.0		
KBBQ	Fort Smith	C2	100.7	50.0	459	b	Cumulus Bcstg Inc	78	9908	1,000	nc	Oldies	450	1.92	3.5	3.5	5.6	3.8	2.5	5.0	0.0	5.3	0.0		
KLSZ	Van Buren	C2	102.7	27.5	476	b	Cumulus Bcstg Inc	83	9906	2,100	c1	Clsc Rock	50	0.21	3.5	5.4	2.6	3.5	2.8	1.1	0.0	2.6	0.0		
KEZU	Booneville	C2	104.7	50.0	492		Pharis Bcstg Inc	81	9712	800		AC	150	0.75	3.0	3.1	2.6	1.9	3.5	2.9	0.0	3.0	0.0		
KZKZ	Greenwood	A	106.3	3.5	300		Family Comm Inc	81	9305	5	d 1	ChrsContemp	250	1.20	3.1	4.3	3.7	2.7	2.8	2.5	0.0	1.1	0.0		
KOMS	Poteau	C	107.3	100.0	1811	b	Cumulus Bcstg Inc	69	9906	520	c1	Country	175	0.35	7.4	5.8	6.7	6.5	6.7	8.9	0.0	0.0	0.0		
• KEZA	Fayetteville	C	107.9	99.0	1260		AMFM Inc	83	9910 p			Soft AC	n/a		5.1	4.3	4.4	5.0	4.2	5.4	0.0	3.8	0.0		
# FM Stations -					16	# Combos -					9	FM TOTALS					91.2	79.1	79.4	81.8	81.2	83.2	0.0	78.6	0.0

													ARB 12+ Metro Shares (see rights)												
Calls	City of License	FCC Class	Power Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
																1999	1998	1998	1997	1997	1996	1996	1995		
KFSA	Fort Smith	B	950	1.0	0.50	a	Baker, Fred, et al	47	8111	297	1	Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KAYR	Van Buren	B	1060	0.5	0.00		Ruth, Larry K	79	8710			Gospel				0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KFPW	Fort Smith	C	1230	1.0	1.00	b	Hemreich Radio	30	9803		nc	Big Band	125	0.69	2.7	2.3	3.0	3.1	1.8	2.9	0.0	1.1	0.0		
• KPRV	Poteau	B	1280	1.0	0.11	e	Billy, Leroy	53	8805	45		Country			0.4	0.0	0.0	0.4	0.4	0.0	0.0	0.0	0.0		
• KWHN	Fort Smith	B	1320	5.0	5.00	d	AMFM Inc	47	9910 p		g	Nws/Tlk/Spt	350	1.09	4.8	3.1	3.7	4.6	3.9	2.9	0.0	6.8	0.0		
• KTCS	Fort Smith	B	1410	1.0	0.00	d	Big Chief Bcstg Co	56	6106		c3	Country			0.8	0.0	0.7	0.4	1.1	0.0	0.0	0.4	0.0		
KPBI	Greenwood	B	1510	1.0	0.00	f	Pharis Bcstg Inc	79	9103	32		Sprts/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KKUZ	Sallisaw	B	1560	0.3	0.00	c	MIX 96 LLC	68	9805		c1	News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KDFD	Van Buren	B	1580	1.0	0.05	f	Pharis Bcstg Inc	58	9309	110		Sprts/Talk	75			0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					9	# Combos -					8	AM TOTALS					8.7	5.4	9.7	8.5	7.2	5.8	0.0	8.3	0.0
AM & FM Stations Profiled -					25	# Duopolies -					4	Total Local Commercial Share					84.5	89.1	90.3	88.4	89.0	0.0	86.9	0.0	

NOTE: Market rated twice yearly with Fall 1997 period.

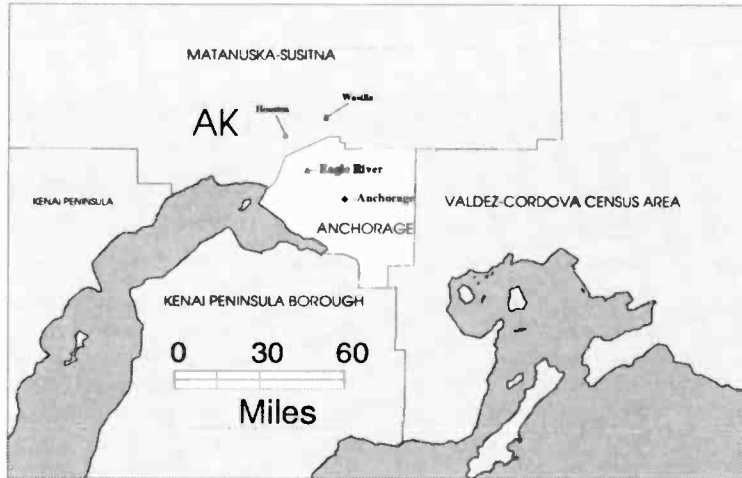
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 171

Revenue Rank: 112

Anchorage, AK Market Overview



Metro Counties / Population (000)

Anchorage, AK	249.3
	249.3

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$11,800	\$12,600	\$13,100	\$13,700	\$13,900	\$14,800
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
	9.5%	\$16,200	\$17,500	\$19,000	\$20,000	\$21,200	7.0%
	1992	1997	2002				Est. Breakout
Revenue/Retail Sales	\$4.37/1,000	\$4.58/1,000	\$6.05/1,000				Local 85%
Revenue/Capita	\$48.28	\$59.37	\$85.80				National 15%

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	244.4	249.3	0.4%	249.3	247.1
Households	89.5	91.8	0.5%	91.8	92.0	0.0%
Retail Sales	2,698.4	3,232.4	3.7%	3,232.4	3,504.1	1.6%
EBI	4,949.3	4,999.7	0.2%	4,999.7	5,367.9	1.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	128.1	27.2	10.6	11.5	23.8	27.1	17.3	10.6
Women (000)	121.2	25.5	9.9	10.6	23.2	25.2	15.6	11.3
Total	249.3	52.6	20.6	22.1	47.0	52.2	32.9	21.9
Percentage	100.0%	21.1%	8.2%	8.9%	18.8%	21.0%	13.2%	8.8%
Per Capita	\$ 20,055							
				Median Household	\$ 46,295		Avg Household	\$ 54,463
Ethnic Population:	White 81.2%		Black 5.9%		Asian 6.2%		Hispanic 5.0%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			15	13	15	8	23
Tot 12+			77.3	77.3	77.3	12.9	90.2
Avg 12+			5.2	5.9	5.2	1.6	3.9
Tot LCS			85.7	85.7	85.7	14.3	100.0
Avg LCS			5.7	6.6	5.7	1.8	4.3

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
• KQEZ	Houston	C2	92.1	10.0	810	e	New NW Bcstrs	97	9909		c2	Soft Rock	400	0.75	3.3	4.0	2.9	3.4	2.6	0.0	0.0	0.0	0.0		
KFAT	Anchorage	C2	92.9	10.0	817	d	Amer Radio	99				Sports				5.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KADX	Houston	C2	94.7	50.0	371	d	Amer Radio	94				Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KEAG	Anchorage	C1	97.3	100.0	594	c	Morris Comm Corp	86	9812		g3 1	Oldies	1,550	1.59	6.0	5.0	6.8	5.7	5.2	5.8	6.6	7.0	5.1		
KLEF	Anchorage	C1	98.1	25.0	30		Chinook Concert	88				Classical	750	1.10	4.2	3.7	3.6	4.0	3.6	2.7	5.4	4.0	3.7		
• KYMG	Anchorage	C1	98.9	100.0	499	a	AMFM Inc	89	9910 p		g	AC	1,100	1.04	6.5	5.0	4.5	6.7	5.2	5.4	6.3	5.8	2.8		
KMBQ	Wasilla	C1	99.7	51.0	-157		Boyer, Clyde	85	9906			AC			0.4	0.0	0.3	0.0	0.7	0.0	0.0	0.0	0.0		
• KBFX	Anchorage	C3	100.5	25.0	174	a	AMFM Inc	78	9910 p		g	Clsc Rock	1,125	0.76	9.1	6.0	6.8	7.1	9.5	5.4	4.4	4.9	5.4		
• KGOT	Anchorage	C2	101.3	26.0	-66	a	AMFM Inc	75	9910 p		g	CHR	1,775	0.85	12.9	11.0	13.3	10.8	12.8	13.9	10.8	11.0	9.1		
• KKRO	Anchorage	C3	102.1	23.2 cp	82	e	New NW Bcstrs	73	9909	1,300		Clsc Rock	700	0.90	4.8	4.0	4.9	4.4	4.3	5.4	3.5	3.7	4.2		
KMXS	Anchorage	C1	103.1	27.0	-177	c	Morris Comm Corp	87	9812		g3 1	Hot AC	1,200	1.01	7.3	6.0	6.8	6.1	7.2	9.5	4.7	7.3	5.9		
KBRJ	Anchorage	C1	104.1	55.0	62	c	Morris Comm Corp	66	9812		g3 1	Country	1,150	0.91	7.8	7.0	8.1	8.1	6.2	6.8	7.0	5.2	7.6		
• KNIK	Anchorage	C1	105.3	50.5	256	b	Northern TV Inc	60	6506			Smooth Jazz	500	0.83	3.7	5.0	4.2	3.4	3.3	4.7	3.8	4.9	6.2		
KWHL	Anchorage	C	106.5	100.0	-85	c	Morris Comm Corp	82	9812		g3 1	Rock	1,600	1.06	9.3	10.0	8.1	9.1	7.9	7.5	10.1	10.4	13.6		
• KASH	Anchorage	C1	107.5	100.0	-289	a	AMFM Inc	85	9910 p		g	Country	1,500	1.08	8.6	5.6	5.2	7.7	7.9	6.4	8.9	10.1	9.3		
# FM Stations -					15	# Combos -					13	FM TOTALS					83.9	77.3	75.5	76.5	76.4	73.5	71.5	74.3	72.9

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
• KTZN	Anchorage	B	550	5.0	5.00	a	AMFM Inc	48	9910 p		g	Sports	1,100	1.89	3.6	0.3	1.0	0.3	6.2	7.1	8.2	6.7	5.4		
KHAR	Anchorage	B	590	5.0	5.00	c	Morris Comm Corp	61	9812		g3 1	Nostalgia	300	0.53	3.5	3.0	2.3	3.7	2.6	2.0	3.8	5.2	3.1		
• KENI	Anchorage	A	650	50.0	50.00	a	AMFM Inc	67	9910 p		g	Sports	75	0.15	3.1	6.3	6.1	5.4	0.3	0.0	0.6	0.0	0.8		
• KBYR	Anchorage	A	700	10.0	10.00	b	Northern TV Inc	48	6508			Nws/Tlk/Spt	200	0.69	1.8	0.7	1.0	1.7	1.6	2.0	2.2	1.5	1.4		
KFQD	Anchorage	A	750	50.0	50.00	c	Morris Comm Corp	24	9812		g3 1	News/Talk	550	1.26	2.7	2.0	1.6	2.7	2.3	2.0	1.9	3.1	4.0		
• KABN	Long Island	A	840	8.0 cp	8.00	d	Amer Radio	93				Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• KAXX	Eagle River	B	1020	10.0	10.00	d	Amer Radio	86	9702	150		Sports	450		0.5	0.3	0.6	0.3	0.7	0.0	0.0	0.0	0.0		
KASH	Anchorage	A	1080	10.0	10.00		Chinook Concert	75	9711 p	135		News/Talk	150		0.9	0.3	0.0	0.7	1.0	0.3	0.6	0.3	0.3		
# AM Stations -					8	# Combos -					7	AM TOTALS					16.1	12.9	12.6	14.8	14.7	13.4	17.3	16.8	15.0
AM & FM Stations Profiled -					23	# Duopolies -					9	Total Local Commercial Share					90.2	88.1	91.3	91.1	86.9	88.8	91.1	87.9	

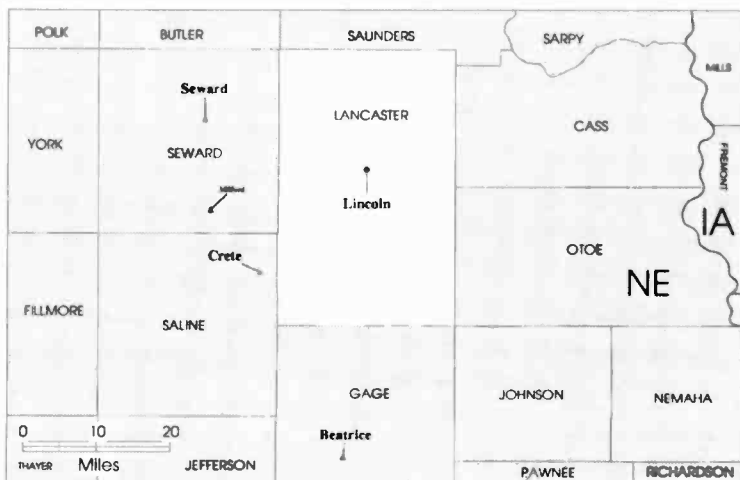
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 172

Revenue Rank: 142

Lincoln, NE Market Overview



Metro Counties / Population (000)

Lancaster, NE	233.4
	233.4

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$8,800	\$9,200	\$9,800	\$10,400	\$10,700	\$10,900
★★★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	10.1%	\$12,000	\$13,000	\$14,000	\$14,900	\$15,900	7.2%
	1992	1997	2002				Est. Breakout
Revenue/Retail Sales	\$4.95/1,000	\$4.45/1,000	\$5.04/1,000				Local 93%
Revenue/Capita	\$39.78	\$46.70	\$65.70				National 7%

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	221.2	233.4	1.1%	233.4	242.0
Households	85.8	90.5	1.1%	90.5	95.0	1.0%
Retail Sales	1,778.7	2,450.6	6.6%	2,450.6	3,152.5	5.2%
EBI	3,576.0	4,544.4	4.9%	4,544.4	6,052.9	5.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	115.0	20.3	8.7	15.8	19.6	20.1	13.0	17.5
Women (000)	118.4	19.6	8.3	15.4	18.6	19.7	13.0	23.7
Total	233.4	40.0	17.0	31.2	38.2	39.9	26.0	41.2
Percentage	100.0%	17.1%	7.3%	13.4%	16.4%	17.1%	11.1%	17.6%
Per Capita	\$ 19,471							
				Median Household	\$ 41,605		Avg Household	\$ 50,215
Ethnic Population:	White	94.3%	Black	2.4%	Asian	2.5%	Hispanic	3.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		8	9	10	3	13
Tot 12+	12.0		42.8	51.3	54.8	15.5	70.3
Avg 12+	6.0		5.4	5.7	5.5	5.2	5.4
Tot LCS	17.1		60.9	73.0	78.0	22.0	100.0
Avg LCS	8.5		7.6	8.1	7.8	7.3	7.7

Competitive Overview

NOTE: Some stations also rated in Omaha.

														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
															1999	1998	1998	1997	1997	1996	1996	1995		
• KTGL	Beatrice	C1	92.9	100.0	810	c	AMFM Inc	62	9910	p	g	Clsc Rock	1,675	1.33	10.5	3.5	6.9	7.4	7.9	8.6	6.2	7.9	8.5	
KRKR	Lincoln	C2	95.1	50.0	285	d	Three Eagles	75	9608		g1	Clsc Rock	350	0.83	3.5	3.9	3.1	3.7	1.4	1.7	2.3	4.7	3.3	
• KZKX	Seward	C1	96.9	100.0	581	c	AMFM Inc	76	9910	p	g	Country	2,325	1.88	10.3	7.0	6.9	5.7	9.3	12.0	9.4	11.4	11.1	
• KFGI	Millford	C1	98.1	0.1	981	a	Triad Bcstg Co	96	9911	p	g2	1 Country	600	0.85	5.9	4.9	5.2	3.7	4.8	3.4	3.9	0.0	0.0	
KZFX	Lincoln	C	101.9	100.0	1132		Mitchell Bcstg Co	58	9504		See (72)	Clsc Hits	n/a		5.9	3.5	3.1	3.7	4.8	4.8	5.5	3.8	4.9	
KFRX	Lincoln	C1	102.7	100.0	430	d	Three Eagles	65	9612		5,300	c1	CHR	1,400	0.86	13.6	11.2	11.0	11.5	8.3	8.6	9.8	9.8	8.5
• KKNB	Crete	C2	104.1	31.0	614	b	AMFM Inc	76	9910	p	g	Alternative	350	0.77	3.8	3.2	2.4	2.7	2.8	1.7	2.9	2.2	2.0	
• KKUL	Lincoln	A	105.3	3.0	328	a	Triad Bcstg Co	92	9911	p	g2	1 Oldies	750	0.92	6.8	4.6	4.5	4.7	5.2	4.1	4.6	4.4	3.6	
• KIBZ	Lincoln	A	106.3	3.0	213	b	AMFM Inc	73	9910	p	g	Rock	775	0.77	8.4	7.4	7.9	7.1	5.2	7.2	4.2	4.7	4.2	
• KEZG	Lincoln	C1	107.3	100.0	551	a	Triad Bcstg Co	68	9911	p	g2	1 Soft AC	800	1.15	5.8	5.6	3.8	5.4	3.1	3.8	4.9	7.0	7.2	
# FM Stations -				10	# Combos -				9	FM TOTALS					74.5	54.8	54.8	55.6	52.8	55.9	53.7	55.9	53.3	

														ARB 12+ Metro Shares (see rights)									
Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
															1999	1998	1998	1997	1997	1996	1996	1995	
KFOR	Lincoln	C	1240	1.0	1.00	d	Three Eagles	24	9612		c1	AC/Nws/Spt	1,500	0.83	15.0	9.1	9.0	11.1	10.7	9.6	9.8	8.9	9.5
• KLIN	Lincoln	C	1400	0.7	0.67	a	Triad Bcstg Co	47	9911	p	g2	1 Nws/Tlk/Spt	1,200	1.25	8.0	4.6	5.5	5.7	5.9	3.8	6.2	3.5	5.6
KLMS	Lincoln	B	1480	1.0	0.75	d	Three Eagles	49	9608		g1	Sports	300	0.96	2.6	1.8	1.7	1.7	2.1	3.1	3.9	5.1	3.6
# AM Stations -				3	# Combos -				3	AM TOTALS					25.6	15.5	16.2	18.5	18.7	16.5	19.9	17.5	18.7
AM & FM Stations Profiled -				13	# Duopolies -				5	Total Local Commercial Share					70.3	71.0	74.1	71.5	72.4	73.6	73.4	72.0	

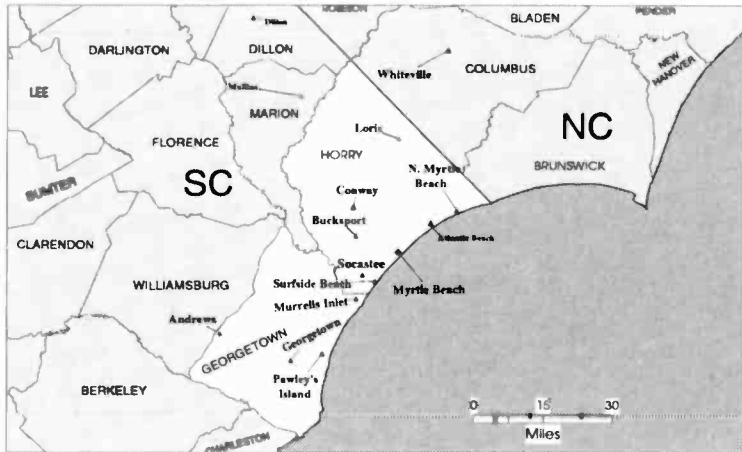
• Indicates a change since last edition

1/ See introduction section for Interpretation of revenue estimates.

Metro Rank: 173

Revenue Rank: 172

Myrtle Beach, SC Market Overview



Metro Counties / Population (000)

Georgetown, SC	52.5
Horry, SC	174.4
Total	226.9

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		N/A	\$7,500	\$7,900	\$8,100	\$8,700	\$9,500
Δ 97 - 98	1.1%	1998	1999	2000	2001	2002	Δ 98 - 02
		\$9,600	\$9,900	\$10,300	\$10,700	\$11,200	4.0%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	N/A	\$2.91/1,000	\$2.41/1,000	Local	90%		
Revenue/Capita	N/A	\$41.87	\$43.31	National	10%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	206.2	226.9	1.9%	226.9	258.6
Households	78.8	89.3	2.5%	89.3	104.7	3.2%
Retail Sales	2,208.6	3,267.8	8.2%	3,267.8	4,643.8	7.3%
EBI	2,567.2	3,147.5	4.2%	3,147.5	4,311.2	6.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	109.1	19.3	9.8	8.9	16.0	17.6	14.1	23.4
Women (000)	117.8	18.6	10.1	9.8	16.4	19.0	15.6	28.3
Total	226.9	37.9	19.9	18.6	32.4	36.6	29.7	51.7
Percentage	100.0%	16.7%	8.8%	8.2%	14.3%	16.1%	13.1%	22.8%
Per Capita	\$ 13,872			Median Household	\$ 27,519		Avg Household	\$ 35,247
Ethnic Population:	White 74.9%		Black 24.0%		Asian 0.9%		Hispanic 1.1%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7		12	11	19	7	26
Tot 12+	20.0		49.0	56.4	69.0	1.0	70.0
Avg 12+	2.9		4.1	5.1	3.6	0.1	2.7
Tot LCS	28.6		70.0	80.6	98.6	1.4	100.0
Avg LCS	4.1		5.8	7.3	5.2	0.2	3.8

Competitive Overview

Some stations also rated in 125, 177 and 198.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WJYR	Myrtle Beach	C2	92.1	50.0	351		Hirsh Bcstg Group	65	8901	2,200		Easy	900	0.93	10.1	6.7	9.3	8.7	7.1	9.3	7.8	8.7	0.0
• WEGX	Dillon	C	92.9	100.0 cp	1801	f	Root Comm Group	54	9710	See (198)		Country	n/a		2.4	1.7	1.5	1.7	2.0	3.8	2.2	2.0	0.0
WXJY	Georgetown	A	93.7	6.0	328	c	Cumulus Bcstg Inc	90	9802		d2	Top 40			0.2	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0
WJXY	Conway	A	93.9	3.7	420	c	Cumulus Bcstg Inc	90	9802	2,300	d2	Urban CHR	250	1.74	1.5	2.3	2.8	1.4	1.0	1.4	2.2	3.0	0.0
WRNN	Murrells Inlet	A	94.5	1.3	715	e	Pinnacle Bcstg	91	9603	550		News/Talk	275	0.47	6.1	5.0	5.9	5.2	4.4	4.5	5.2	3.3	0.0
WVCO	Loris	A	94.9	2.7	495		GEO Bcst Group	93	9502	523	cp	Oldes/Beach	100	0.95	1.1	1.0	1.9	1.0	0.7	0.7	1.1	0.3	0.0
• WWXM	Garden City	C1	97.7	100.0 cp	719	f	Root Comm Group	71	9709	7,000		Top 40	1,400	1.35	10.8	7.4	9.0	8.4	8.5	10.0	9.3	10.7	0.0
WDAI	Pawley's Island	A	98.5	6.0	328	d	Cumulus Bcstg Inc	93	9803	8,000	d7	Urban	850	0.81	10.9	8.1	7.1	7.0	10.2	9.3	6.7	9.4	0.0
WZFX	Whiteville	C1	99.1	100.0	981		Beasley Bcst Group	62	9705	See (125)		Urban	n/a		3.1	2.0	1.2	2.4	2.4	1.0	1.5	2.3	0.0
WMYB	Socastee	C3	99.5	13.5	446	e	Pinnacle Bcstg	95	9701	5,125	d4	AC	175	0.55	3.3	2.0	2.8	2.1	3.1	2.4	1.9	1.7	0.0
WSEA	Atlantic Beach	A	100.3	2.8 cp	476	c	Cumulus Bcstg Inc	98	9804	1,300	cp	Clsc Rock	125			3.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0
WGTV	Andrews	A	100.9	3.0	328		Ling Comm Inc	85	9604			Country			0.9	0.3	0.6	1.4	0.0	0.0	0.4	0.0	0.0
WKZQ	Myrtle Beach	C2	101.7	37.0	558	b	Hirsh Bcstg Group	69	9704 p	4,500	c5	AOR	350	0.96	3.8	3.7	4.0	2.8	3.1	3.8	3.7	3.7	0.0
WYAK	Surfside Beach	C3	103.1	8.0	528	e	Pinnacle Bcstg	77	9701		d4	Country	350	0.63	5.8	4.0	3.1	3.1	6.1	4.5	4.4	4.7	0.0
WYAV	Myrtle Beach	C1	104.1	100.0	981	e	Pinnacle Bcstg	64	8904		g	Clsc Rock	950	1.10	9.0	3.4	5.6	7.0	7.1	4.5	8.5	5.4	0.0
WNMB	N. Myrtle Beach	C3	105.9	17.0	351	a	Ocean Drive Comm	72	9311	2,300	c3	AC	500	1.86	2.8	1.7	1.2	1.4	3.1	5.2	4.4	3.7	0.0
WSYN	Georgetown	C2	106.5	50.0	492	d	Cumulus Bcstg Inc	73	9803		d7	Oldies	1,200	1.34	9.3	6.0	6.2	6.6	8.1	6.6	7.0	9.0	0.0
WWSK	Mullins	C2	107.1	50.0	492	f	Root Comm Group	75	9707		g1	Clsc Hits	900	1.46	6.4	3.0	6.2	6.3	3.7	3.8	5.2	4.0	0.0
• WGTR	Bucksport	C2	107.9	20.0 cp	784	f	Root Comm Group	93	9707		g1	Country	1,025	1.27	8.4	7.4	5.6	7.0	6.1	6.9	5.2	3.3	0.0
# FM Stations -					19	# Combos -					15	FM TOTALS			95.9	69.0	74.6	73.8	76.7	77.7	76.7	75.2	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WGSN	N. Myrtle Beach	B	900	0.5	0.50	a	Ocean Drive Comm	83	9311		c3	Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJXY	Conway	B	1050	5.0	0.47	c	Cumulus Bcstg Inc	77	9802		d2	Adlt Stndrd			1.3	1.0	0.9	1.0	1.0	1.0	1.1	0.7	0.0
WLSC	Loris	C	1240	1.0 cp	1.00		JARC Bcstg Inc	58	8808	76		FullService				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WPJS	Conway	B	1330	5.0	0.50		WPJS Bcstg Inc	45	9606		nc	Gospel			0.6	0.0	0.6	0.0	1.0	0.0	0.0	1.3	0.0
WGTV	Georgetown	C	1400	1.0	1.00		Carolina	49	9807	107		News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKZQ	Myrtle Beach	B	1450	1.0	1.00	b	Hirsh Bcstg Group	65	9707		c5	Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLMC	Georgetown	B	1470	1.0	0.00		Melbar Bcstg Co	62	9311	38		Gospel	200	0.95	2.2	0.0	2.2	1.4	2.0	3.1	2.6	2.0	0.0
# AM Stations -					7	# Combos -					3	AM TOTALS			4.1	1.0	3.7	2.4	4.0	4.1	3.7	4.0	0.0
AM & FM Stations Profiled -					26	# Duopolies -					7	Total Local Commercial Share			70.0	78.3	76.2	80.7	81.8	80.4	79.2	0.0	

NOTE: Rated twice beginning Fall '96

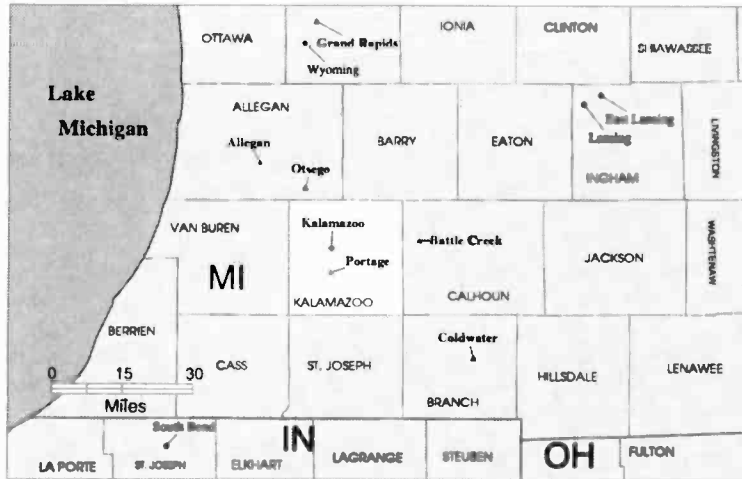
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 174

Revenue Rank: 145

Kalamazoo, MI Market Overview



Metro Counties / Population (000)

Kalamazoo, MI	231.7
	231.7

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$7,800	\$8,300	\$8,400	\$8,500	\$9,300	\$10,100
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
	15.8%	\$11,700	\$12,800	\$14,000	\$15,000	\$16,200	8.5%
	1992	1997	2002				Est. Breakout
Revenue/Retail Sales	\$3.89/1,000	\$3.87/1,000	\$4.97/1,000				Local 80%
Revenue/Cap/ta	\$34.39	\$43.59	\$68.88				National 20%

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	226.8	231.7	0.4%	231.7	235.2	0.3%
Households	85.0	87.8	0.7%	87.8	90.8	0.7%
Retail Sales	2,003.0	2,608.6	5.4%	2,608.6	3,259.4	4.6%
EBI	3,505.7	3,787.4	1.6%	3,787.4	4,417.7	3.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	111.9	20.0	8.8	15.7	17.3	18.4	14.1	17.6
Women (000)	119.8	19.0	8.4	16.3	17.4	19.9	14.8	24.1
Total	231.7	38.9	17.2	32.0	34.7	38.3	28.9	41.8
Percentage	100.0%	16.8%	7.4%	13.8%	15.0%	16.5%	12.5%	18.0%
Per Capita	\$ 16,346			Median Household	\$ 35,625		Avg Household	\$ 43,136
Ethnic Population:	White 87.6%		Black 9.9%		Asian 2.0%		Hispanic 2.2%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	5		6	8	8	16
Tot 12+	13.4	40.0		43.5	53.4	14.6	68.0
Avg 12+	4.5	8.0		7.3	6.7	1.8	4.3
Tot LCS	19.7	58.8		64.0	78.5	21.5	100.0
Avg LCS	6.6	11.8		10.7	9.8	2.7	6.3

Competitive Overview

Some stations also rated in Grand Rapids and Battle Creek.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)																
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995									
WZUU	Allegan	A	92.3	0.9	600	b	Forum	91	9707		Clsc Rock	200	1.07	1.6	1.5	1.5	0.7	1.5	0.4	1.1	2.5	1.5									
WBCT	Grand Rapids	B	93.7	320.0	781		Clear Channel	51	9604	See (66)	Country	n/a		13.9	8.4	8.5	8.9	9.7	11.3	9.1	11.2	13.8									
WFAT	Portage	A	96.5	3.6	259	d	Midwest Comm Inc	91	9505		g1 Hot AC	1,575	1.29	10.4	8.8	7.7	5.8	8.2	9.1	6.2	7.2	6.7									
WNWN	Coldwater	B	98.5	50.0	469	d	Midwest Comm Inc	50	9505		g1 Country	650	1.09	5.1	3.4	5.4	3.8	3.0	5.5	3.3	4.0	4.8									
WQXC	Otsego	A	100.9	3.0 cp	299	b	Forum	81	8303		Oldies	550	1.04	4.5	3.1	2.3	3.4	2.6	2.9	3.6	4.0	0.0									
WKFR	Battle Creek	B	103.3	50.0	482	c	Cumulus Bcstg Inc	63	9809	14,000	d1 CHR	2,325	1.28	15.5	12.6	9.2	10.6	10.1	12.4	12.0	9.4	11.9									
WQLR	Kalamazoo	B	106.5	33.0	600	a	Fairfield Bcstg Co	64	7206	150	AC	2,050	1.64	10.7	5.7	7.3	6.5	7.9	7.3	6.5	7.9	5.9									
● WRKR	Portage	B	107.7	50.0 cp	486	c	Cumulus Bcstg Inc	88	9809		d1 AOR/CIRck	2,325	1.35	14.7	9.9	11.2	10.2	9.4	11.3	9.8	9.1	8.9									
# FM Stations -															8	# Combos -		7	FM TOTALS				76.4	53.4	53.1	49.9	52.4	60.2	51.6	55.3	53.5

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)															
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995								
WKZO	Kalamazoo	B	590	5.0	5.00	a	Fairfield Bcstg Co	31	9512	900		News/Talk	950	0.87	9.3	3.1	3.8	6.1	6.4	3.6	5.5	4.3	5.2								
● WBCK	Battle Creek	B	930	5.0	1.00		AMFM Inc	48	9910 p			News/Talk	n/a		1.0	0.4	0.8	0.7	0.7	0.4	0.0	0.4	0.0								
WAKV	Otsego	B	980	1.0	0.00		Vintage Radio	58	9808	18		Nostalgia	200	0.63	2.7	1.5	1.2	1.7	1.9	2.2	1.8	1.1	1.5								
WKMI	Kalamazoo	B	1360	5.0 cp	1.00	c	Cumulus Bcstg Inc	47	9809		d1	News/Talk	450	0.89	4.3	4.6	4.2	3.1	2.6	1.8	5.1	4.7	4.1								
WKPR	Kalamazoo	B	1420	1.0	0.00		Kuiper Stations	60				Religion	100		0.5	0.4	0.0	0.0	0.7	0.0	1.5	0.7	0.0								
● WKLZ	Kalamazoo	B	1470	0.8	1.00	a	Fairfield Bcstg Co	56	8506	130		Talk	125	0.67	1.6	0.4	0.4	1.0	1.1	0.7	0.4	0.7	0.7								
WNWN	Portage	B	1560	4.1	0.00	d	Midwest Comm Inc	66	9505		g1	Urban AC	200	0.40	4.3	3.4	3.8	2.4	3.4	5.1	4.4	1.1	0.0								
WQSN	Kalamazoo	B	1660	10.0 cp	1.00	a	Fairfield Bcstg Co	98				Sports				0.8	0.8	0.0	0.0	0.0	0.0	0.0	0.0								
# AM Stations -															8	# Combos -		5	AM TOTALS				23.7	14.6	15.0	15.0	16.8	13.8	18.7	13.0	11.5
AM & FM Stations Profiled -															16	# Duopolies -		4	Total Local Commercial Share				68.0	68.1	64.9	69.2	74.0	70.3	68.3	65.0	

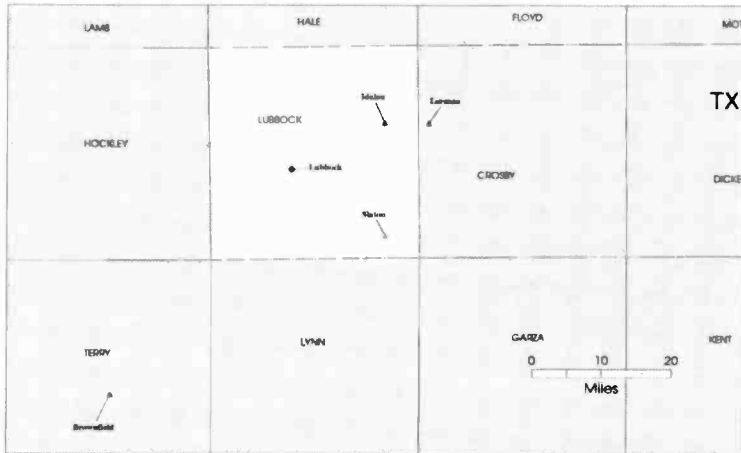
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 175

Revenue Rank: 147

Lubbock, TX Market Overview



Metro Counties / Population (000)

Lubbock, TX	234.9
	234.9

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

ESTIMATED GROSS REVENUES ★★★	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	Δ 92 - 97
	\$7,000	\$7,300	\$8,100	\$8,700	\$9,700	\$10,400	8.3%
	Δ 97 - 98	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	Δ 98 - 02
	11.5%	\$11,600	\$12,600	\$13,700	\$14,500	\$15,600	7.7%
	<u>1992</u>	<u>1997</u>	<u>2002</u>	Est. Breakout			
Revenue/Retail Sales	\$3.25/1,000	\$4.20/1,000	\$5.56/1,000	Local	90%		
Revenue/Capita	\$30.69	\$44.27	\$65.82	National	10%		

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

	<u>1992</u>	<u>1997</u>	<u>Growth Rate</u>	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>
MSA Population	228.1	234.9	0.6%	234.9	237.0	0.2%
Households	83.6	85.2	0.4%	85.2	86.9	0.4%
Retail Sales	2,153.6	2,476.4	2.8%	2,476.4	2,807.8	2.5%
EBI	2,985.2	3,261.4	1.8%	3,261.4	3,845.0	3.3%

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)	116.1	22.4	9.8	17.5	19.6	16.9	12.3	17.6
Women (000)	118.8	21.3	9.5	16.5	18.0	17.4	13.6	22.5
Total	234.9	43.8	19.3	34.0	37.6	34.3	25.9	40.0
Percentage	100.0%	18.6%	8.2%	14.5%	16.0%	14.6%	11.0%	17.0%
Per Capita	\$ 13,884	Median Household		\$ 28,642	Avg Household		\$ 38,279	
Ethnic Population:	White 89.5%	Black 8.3%	Asian 1.8%	Hispanic 27.8%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		11	11	12	7	19
Tot 12+	3.7		69.4	72.5	73.1	12.3	85.4
Avg 12+	3.7		6.3	6.6	6.1	1.8	4.5
Tot LCS	4.3		81.3	84.9	85.6	14.4	100.0
Avg LCS	4.3		7.4	7.7	7.1	2.1	5.3

Competitive Overview

Some stations also rated in Odessa-Midland.

FM Stations													ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
																1999	1998	1998	1997	1997	1996	1996	1995
KJAK	Slaton	C1	92.7	100.0	584		Williams Bcstg	78	8106	575		Religion	600	2.59	2.0	0.6	1.3	1.3	2.2	1.3	1.6	1.0	1.0
KXTQ	Lubbock	C1	93.7	100.0	742	c	Ramar	63	9308	363	c2	Tejano	800	1.30	5.3	3.7	4.6	5.1	4.5	6.3	7.2	7.7	5.9
• KFMX	Lubbock	C1	94.5	100.0	817	a	AMFM Inc	66	9910 p		g	AOR	1,025	0.83	10.6	7.7	6.3	10.2	8.9	5.9	10.6	11.3	12.9
KLLL	Lubbock	C1	96.3	100.0	817	b	Pinnacle Bcstg	58	8806		c1	Country	2,650	1.27	18.0	18.2	18.5	17.1	15.3	16.6	17.8	18.6	20.1
• KKCL	Lorenzo	C2	98.1	36.0 cp	574	a	AMFM Inc	87	9910 p		g	Oldies	1,275	1.07	10.3	6.8	8.9	8.3	10.2	9.4	8.1	9.6	7.9
• KQBR	Lubbock	C1	99.5	100.0	817	a	AMFM Inc	64	9910 p		g	Country	650	1.10	5.1	4.3	5.0	5.4	3.8	5.6	3.4	4.5	5.0
KMMX	Tahoka	C1	100.3	100.0	883	b	Pinnacle Bcstg	87	9711	4,000	d4	Hot AC	425	0.55	6.7	4.3	4.3	6.7	5.4	4.4	4.4	3.2	2.3
KONE	Lubbock	C1	101.1	100.0	883	b	Pinnacle Bcstg	75	9711		d4	AC	175	0.50	3.0	3.4	4.6	2.5	2.9	1.9	4.1	3.5	4.0
• KZII	Lubbock	C1	102.5	100.0	817	a	AMFM Inc	82	9910 p		g	CHR	1,825	0.82	19.3	9.6	12.9	17.5	17.2	17.8	15.9	12.9	13.5
KLZK	Brownfield	C2	104.3	50.0 cp	476	c	Ramar	94	9904	1,025		CHR	300	0.86	3.0	8.3	8.9	2.5	2.9	5.0	0.0	0.0	0.0
KRBL	Idalou	A	105.7	5.5	328		Ramsey, Kenneth	95	9506		cp	Country	450	0.78	5.0	3.7	2.3	5.1	3.8	2.2	1.9	1.3	0.0
KEJS	Lubbock	C2	106.5	34.0	587		Barton Bcstg Co	92				Tejano	200	0.62	2.8	2.5	3.6	2.9	2.2	1.6	1.3	4.5	3.6
# FM Stations -					12	# Combos -					9	FM TOTALS			91.1	73.1	81.2	84.6	79.3	78.0	76.3	78.1	76.2

AM Stations													ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
																1999	1998	1998	1997	1997	1996	1996	1995
KRFE	Lubbock	B	580	0.5	0.29		KRFE Radio Inc	53	9402	75		Nostalgia	250	1.20	1.8	3.1	3.3	1.9	1.3	3.1	3.8	2.9	4.0
• KFYO	Lubbock	B	790	5.0	1.00	a	AMFM Inc	27	9910 p		g	Nws/Tlk/Spt	400	1.50	2.3	3.1	1.7	1.6	2.5	2.2	2.5	2.6	3.0
KXTQ	Lubbock	B	950	5.0	0.50	c	Ramar	46	9308		c2	News			0.3	0.6	0.3	0.0	0.6	0.0	0.0	0.0	0.0
• KKAM	Lubbock	C	1340	1.0	1.00	a	AMFM Inc	55	9910 p		g	Talk	300	1.03	2.5	1.2	3.6	1.6	2.9	1.9	1.3	1.6	1.3
KLFB	Lubbock	B	1420	0.5	0.50		Ballard	66	9103		st	Chrst/Span				1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KBZO	Lubbock	B	1460	1.0	0.24		Entravision Comm	53	9910	2,300		Spanish	225		0.9	1.9	0.3	0.0	1.6	1.9	0.9	1.6	2.6
KDAV	Lubbock	B	1590	1.0 cp	1.00	b	Renaissance Bcstg	47	9808	150		Country			0.9	0.9	1.3	1.0	0.6	0.0	0.3	0.6	0.7
# AM Stations -					7	# Combos -					4	AM TOTALS			8.7	12.3	10.5	6.1	9.5	9.1	8.8	9.3	11.6
AM & FM Stations Profiled -					19	# Duopolies -					5	Total Local Commercial Share			85.4	91.7	90.7	88.8	87.1	85.1	87.4	87.8	

Docket 80-90 Allocations: 95.3, A, Tahoka

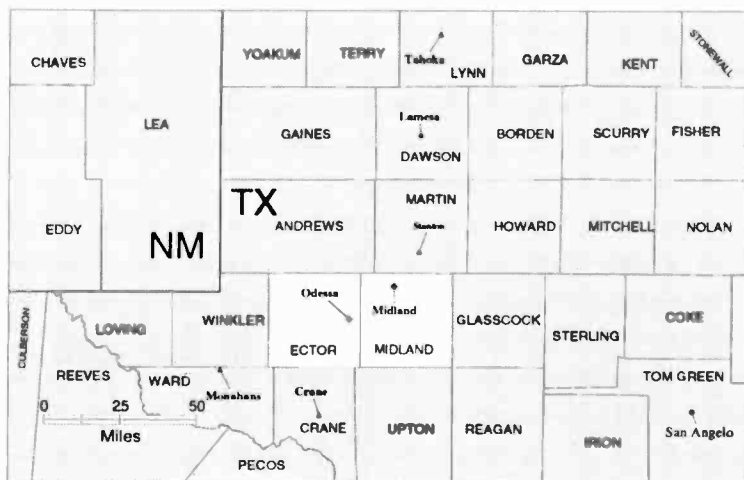
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 176

Revenue Rank: 168

Odessa - Midland, TX Market Overview



Metro Counties / Population (000)

Ector, TX	124.3
Midland, TX	117.3
Total	241.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$5,500	\$6,000	\$6,500	\$7,300	\$7,700	\$8,100
Δ 97 - 98	19.8%						
***		\$9,700	\$10,400	\$11,200	\$11,800	\$12,500	6.5%
Revenue/Retail Sales	\$3.09/1,000	\$3.53/1,000	\$4.68/1,000				
Revenue/Capita	\$23.99	\$33.53	\$50.55				
							Est. Breakout
							Local 90%
							National 10%

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	229.3	241.6	1.1%	241.6	247.3
Households	82.8	87.8	1.2%	87.8	91.6	0.9%
Retail Sales	1,778.9	2,294.5	5.2%	2,294.5	2,668.6	3.1%
EBI	3,229.9	3,545.3	1.9%	3,545.3	4,166.6	3.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	117.9	27.5	11.2	8.8	18.7	19.6	13.6	18.5
Women (000)	123.7	26.5	11.2	9.4	19.4	19.9	14.6	22.7
Total	241.6	54.1	22.4	18.2	38.1	39.4	28.3	41.2
Percentage	100.0%	22.4%	9.3%	7.5%	15.8%	16.3%	11.7%	17.1%
Per Capita	\$ 14,674							
				Median Household	\$ 29,820		Avg Household	\$ 40,379
Ethnic Population:	White 91.7%		Black 6.7%		Asian 1.1%		Hispanic 31.4%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			15	12	15	6	21
Tot 12+			82.8	80.5	82.8	7.5	90.3
Avg 12+			5.5	6.7	5.5	1.3	4.3
Tot LCS			91.7	89.1	91.7	8.3	100.0
Avg LCS			6.1	7.4	6.1	1.4	4.8

Competitive Overview

Some stations also rated in Lubbock.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
KNFM	Midland	C	92.3	100.0	984	b	Cumulus Bcstg Inc	59	9807	13,500	d1	Country	1,350	1.41	9.9	6.8	10.2	9.3	8.6	10.9	9.7	10.1	11.7
KBAT	Midland	C1	93.3	100.0	440	b	Cumulus Bcstg Inc	74	9807		d1	CHR	550	1.35	4.2	12.1	7.6	3.5	4.1	6.3	5.0	7.6	5.7
KQRX	Midland	C3	95.1	10.4	505		Cardwell Bcstg		96			Alternative	300	0.97	3.2	3.6	3.0	3.5	2.2	4.9	4.0	3.8	2.5
• KMRK	Odessa	C2	96.1	50.0	492	c	AMFM Inc	91	9910 p		g	Tejano	600	1.34	4.6	4.6	5.9	4.5	3.8	5.9	8.7	4.4	6.0
KMCM	Odessa	C1	96.9	100.0	420		ICA Media LLC	61	9705	475		Oldies	275	0.47	6.0	8.1	5.9	7.1	3.8	5.6	5.7	6.0	5.1
KODM	Odessa	C1	97.9	100.0 cp	1000	b	Cumulus Bcstg Inc	65	9807		d1	AC	1,050	1.12	9.7	6.5	4.6	7.1	10.5	6.3	8.1	11.1	8.9
KLWV	Odessa	C1	99.1	100.0 cp	430		Educational Media	77	9801	800		Relig Music	125		0.9	0.0	0.0	0.0	1.6	3.6	1.3	1.9	1.6
KGEE	Monahans	C1	99.9	98.0	574	b	Cumulus Bcstg Inc	83	9807		d1	Country	1,550	1.29	12.4	9.8	7.9	10.6	11.7	7.9	12.8	10.8	10.2
KKKK	Crane	C1	101.3	100.0	486		Cook, Don L.		95			Relig Music	375	2.76	1.4	1.0	2.6	1.3	1.3	2.6	3.0	3.8	4.1
• KFZX	Monahans	C	102.1	100.0	984	c	AMFM Inc	84	9910 p		g	Clisc Rock	350	0.84	4.3	7.2	3.6	4.5	3.2	5.3	3.0	3.2	5.7
KCRS	Midland	C1	103.3	100.0	919	a	Parker Humes Bctg	76	9610	1,004	c2	AC	350	0.86	4.2	2.9	2.0	3.8	3.8	2.0	3.7	3.2	2.5
• KTXC	Lamesa	C1	104.7	100.0	794		Graham Brothers	77	9903	250		Country	250	1.36	1.9	1.3	2.3	1.9	1.6	2.6	1.0	4.1	1.9
KKJW	Stanton	C2	105.9	32.0	440		NIA Broadcasting	97	9907 p			Country	250	0.35	7.3	5.9	6.3	5.8	7.3	0.0	0.0	0.0	0.0
• KCHX	Midland	C1	106.7	100.0	679	c	AMFM Inc	89	9910 p		g	Rhythmic	850	0.58	15.2	6.5	7.2	15.4	12.1	12.8	10.4	7.3	8.6
KQLM	Odessa	C1	107.9	100.0	846		Velasquez, Reuben	96	8606		al 1	Spanish	350	0.68	5.3	6.5	8.6	4.2	5.4	5.9	3.4	0.9	0.0
# FM Stations -				15	# Combos -				8	FM TOTALS				90.5	82.8	77.7	82.5	81.0	82.6	79.8	78.2	74.5	

AM Stations

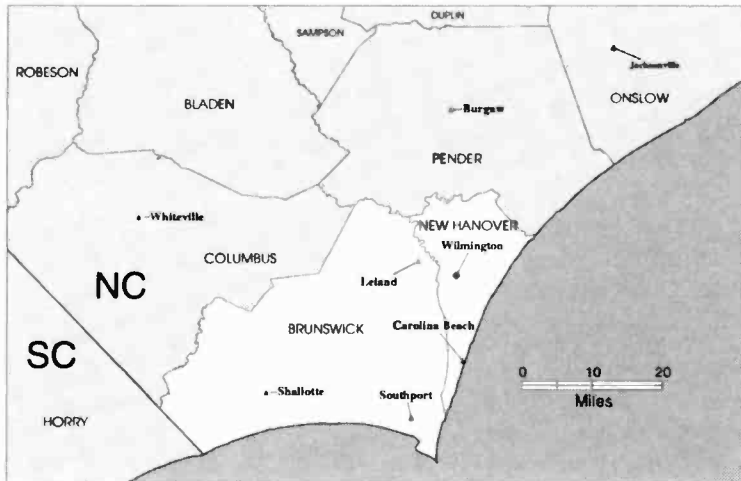
Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
KCRS	Midland	B	550	5.0	1.00	a	Parker Humes Bctg	35	9610		c2	News	250	1.61	1.6	1.0	1.3	1.9	1.0	0.7	1.7	1.6	0.6
KWEL	Midland	B	1070	2.5	0.00		Quiroz, Faustino	57	9303	140		Spanish	150			1.0	1.0	0.0	0.0	0.0	2.3	3.2	0.6
KJBC	Midland	B	1150	1.0	0.00		Kennedy, Donald R.	50	9209	70		Cntry/Talk	100			0.0	0.0	0.0	0.0	1.3	0.3	3.2	0.0
KOZA	Odessa	C	1230	1.0	1.00		Mesa Entertainment	47	8903	85	1	Spanish	350	1.57	2.3	2.9	1.3	1.0	3.2	2.0	2.0	2.8	4.1
KRIL	Odessa	B	1410	1.0	1.00		Cumulus Bcstg Inc	46	9909	110	na	Nws/Tlk/Spt	50		0.3	0.0	0.0	0.3	0.3	0.0	0.3	0.3	0.3
KMND	Midland	B	1510	2.4	0.00	b	Cumulus Bcstg Inc	63	9807		d1	News/Talk	225	0.45	5.2	2.6	4.6	4.5	4.8	5.6	5.4	4.1	5.7
# AM Stations -				6	# Combos -				2	AM TOTALS				9.4	7.5	8.2	7.7	9.3	9.6	12.0	15.2	11.3	
AM & FM Stations Profiled -				21	# Duopolies -				4	Total Local Commercial Share				90.3	85.9	90.2	90.3	92.2	91.8	93.4	85.8		

• Indicates a change since last edition
 1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 177

Revenue Rank: 156

Wilmington, NC Market Overview



Metro Counties / Population (000)

Brunswick, NC	65.8
New Hanover, NC	148.8
Total	214.6

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$5,300	\$5,600	\$6,000	\$7,000	\$8,900	\$9,800
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
	10.2%	\$10,800	\$11,700	\$12,900	\$13,500	\$14,500	7.7%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$3.19/1,000	\$3.22/1,000	\$3.22/1,000	Local	85%		
Revenue/Capita	\$29.17	\$45.67	\$59.60	National	15%		

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

MSA	1992	1997	Growth Rate	1997	2002	Growth Rate
	Population	181.7	214.6	3.4%	214.6	243.3
Households	72.8	86.6	3.5%	86.6	100.1	2.9%
Retail Sales	1,659.3	3,046.0	12.9%	3,046.0	4,502.1	8.1%
EBI	2,593.1	3,244.7	4.6%	3,244.7	4,358.1	6.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	103.2	16.4	8.9	9.5	14.3	17.8	14.7	21.5
Women (000)	111.4	16.2	8.5	10.1	15.0	18.9	15.9	26.8
Total	214.6	32.7	17.4	19.6	29.3	36.7	30.6	48.3
Percentage	100.0%	15.2%	8.1%	9.1%	13.7%	17.1%	14.3%	22.5%
Per Capita	\$ 15,120	Median Household		\$ 30,036	Avg Household		\$ 37,468	
Ethnic Population:	White 78.9%	Black 20.0%	Asian 0.7%	Hispanic 1.4%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		9	8	14	6	20
Tot 12+	13.7		59.4	59.3	73.1	4.9	78.0
Avg 12+	2.7		6.6	7.4	5.2	0.8	3.9
Tot LCS	17.6		76.2	76.0	93.7	6.3	100.0
Avg LCS	3.5		8.5	9.5	6.7	1.0	5.0

Competitive Overview

Some stations also rated in markets 81, 125 and 173.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WDZD	Ocean Isle	A	93.5	6.0	328		Root Comm Group	99				Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAAV	Leland	A	94.1	5.0	148	c	Cumulus Bcstg Inc	94	9708	1,600	c2	Urban	600	1.11	5.0	3.4	4.5	4.3	3.2	1.6	0.4	0.8	0.0
• WMNX	Wilmington	C1	97.3	100.0	883	b	Cumulus Bcstg Inc	70	9909 p		g4	Urban AC	1,450	1.24	10.8	10.3	11.7	7.8	8.3	13.0	10.9	11.7	0.0
WKOQ	Jacksonville	C1	98.7	100.0	974		Pinnacle Bcstg	65	9708	See (81)		Oldies	n/a		8.6	6.1	3.8	6.2	6.7	4.0	5.4	4.7	0.0
WZFX	Whiteville	C1	99.1	100.0	981		Beasley Bcst Group	62	9705	See (125)		Urban	n/a		5.0	1.9	3.0	4.3	3.2	2.8	2.9	3.5	0.0
WKXB	Burgaw	C1	99.9	100.0 cp	774	a	Sea-Comm Inc	64	9302	600		R&B Oldies	750	1.14	6.1	11.4	4.9	4.7	4.4	6.7	4.3	5.5	0.0
WWQQ	Wilmington	C2	101.3	40.0	545		Cumulus Bcstg Inc	69	9708		g	Country	1,300	1.09	11.0	8.7	7.5	10.1	6.3	6.3	8.7	7.8	0.0
• WGNI	Wilmington	C1	102.7	100.0	981	b	Cumulus Bcstg Inc	70	9909 p		g4	AC	2,100	1.54	12.6	8.4	12.0	11.3	7.5	11.1	14.5	12.1	0.0
WLTT	Shallotte	C3	103.7	25.0	328	e	Rodbell Family	77	9808	100		AC	450	1.30	3.2	0.8	0.4	0.8	4.0	2.0	2.2	2.3	0.0
• WRQR	Wilmington	A	104.5	3.1 cp	449	d	Ocean Bcstg LLC	94	9610	750	c1	AOR	1,600	1.58	9.4	6.1	7.5	5.4	8.7	6.7	5.4	3.5	0.0
WXQR	Jacksonville	C2	105.5	19.0	794		Cumulus Bcstg Inc	66	9708			Clsc Rock	n/a		3.2	2.7	3.4	1.6	3.2	4.7	3.6	4.3	0.0
WCCA	Shallotte	A	106.3	6.0	305	e	Rodbell Family	86	9608	400		Country	375	1.02	3.4	1.9	1.1	2.3	2.8	1.2	1.8	1.6	0.0
WLGX	Carolina Beach	A	106.7	5.6	341		Ocean Bcstg LLC	96	9909	480		Beach/RhyBl	275	1.59	1.6	2.3	1.1	0.4	2.0	2.0	0.0	0.0	0.0
WSFM	Southport	C2	107.5	32.0	594	a	Sea-Comm Inc	78	8710	1,300		Modern Rock	1,000	0.95	9.7	9.1	9.0	7.8	6.7	6.3	6.2	7.4	0.0
# FM Stations -					14	# Combos -					8	FM TOTALS			89.6	73.1	69.9	67.0	67.0	68.4	66.3	65.2	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WMFD	Wilmington	B	630	1.0	1.00	d	Ocean Bcstg LLC	35	9610		c1	DARK	175	0.52	3.1	1.9	1.9	2.7	2.0	0.8	2.9	1.6	0.0
• WAAV	Leland	B	980	5.0 cp	5.00	c	Cumulus Bcstg Inc	57	9708		c2	Nws/Tlk/Spt	200	0.30	6.1	3.0	4.5	4.3	4.8	4.3	4.0	5.9	0.0
WMYT	Carolina Beach	B	1180	10.0	0.00		Praise Bcstg Inc	89	9705		nc	Religion	175			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAHH	Wilmington	C	1340	1.0	1.00	d	Ocean Bcstg LLC	46	9610		c1	DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WVCB	Shallotte	B	1410	0.5	0.17		Worrell, John G	64	8401	30		Religion	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WWIL	Wilmington	C	1490	1.0	1.00		Family Radio	63	9211	35		Gospel	200	1.68	1.1	0.0	1.1	0.8	0.8	0.8	0.4	0.0	0.0
# AM Stations -					6	# Combos -					3	AM TOTALS			10.3	4.9	7.5	7.8	7.6	5.9	7.3	7.5	0.0
AM & FM Stations Profiled -					20	# Duopolies -					6	Total Local Commercial Share			78.0	77.4	74.8	74.6	74.3	73.6	72.7	0.0	

Docket 80-90 Allocations: 93.7, A, Wrightsville Beach
 Other Rulemaking: 98.3,C3, Shallotte. Rated twice with Fall '96 period.

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 178

Revenue Rank: 205

Tupelo, MS Market Overview



Metro Counties / Population (000)

Chickasaw	18.2
Itawamba	21.5
Lee	74.4
Monroe	38.0
Pontotoc	24.9
Prentiss	24.0
Union	23.1
Total	224.1

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97						
		N/A	\$4,200	\$4,400	\$4,600	\$5,000	\$5,600						
Δ 97 - 98	17.9%	1998	\$6,600	1999	\$7,300	2000	\$8,200	2001	\$8,900	2002	\$9,700	Δ 98 - 02	10.2%
Revenue/Retail Sales	N/A	1992	\$2.96/1,000	1997	\$3.94/1,000	2002		Est. Breakout					
Revenue/Capita	N/A		\$24.99		\$41.54			Local	85%	National	15%		

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

MSA	1992	1997	Growth Rate	1997	2002	Growth Rate
	Population	212.6	224.1	1.1%	224.1	233.5
Households	79.3	85.3	1.5%	85.3	91.0	1.3%
Retail Sales	1,189.5	1,891.9	9.7%	1,891.9	2,459.2	5.4%
EBI	2,443.9	2,989.1	4.1%	2,989.1	4,020.1	6.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	107.6	20.8	10.7	9.7	14.8	16.4	14.2	20.9
Women (000)	116.5	19.6	10.2	9.9	15.1	17.1	15.3	29.3
Total	224.1	40.4	21.0	19.6	29.9	33.5	29.5	50.2
Percentage	100.0%	18.0%	9.4%	8.7%	13.4%	14.9%	13.2%	22.4%
Per Capita	\$ 13,338							
				Median Household	\$ 27,710		Avg Household	\$ 35,042
Ethnic Population:	White	77.7%	Black	22.0%	Asian	0.2%	Hispanic	0.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		11	9	15	10	25
Tot 12+	14.6		55.1	64.2	69.7	3.9	73.6
Avg 12+	3.7		5.0	7.1	4.6	0.4	2.9
Tot LCS	19.8		74.9	87.2	94.7	5.3	100.0
Avg LCS	5.0		6.8	9.7	6.3	0.5	4.0

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
WESE	Baldwyn	A	92.5	5.4	328	d	Cumulus Bcstg Inc	80	9809 p		g1	Urban	400	0.46	13.1	9.2	9.6	10.5	9.8	9.9	8.4	9.8	0.0		
WSYE	Houston	C	93.3	100.0	1805		Dowdy & Dowdy	68	9910	3,100		AC	750	1.58	7.2	6.2	8.5	5.8	5.4	6.6	6.1	7.5	0.0		
WKOR	Columbus	C2	94.9	50.0	492	g	Cumulus Bcstg Inc	92	9809 p		g1	Country	525		0.8	0.0	0.0	1.2	0.0	0.7	1.1	0.3	0.0		
WAFM	Amory	A	95.3	6.0 cp	272	a	Stanford Comm Inc	74	9208	85	c2	Oldies			0.7	0.8	1.2	0.4	0.7	0.0	1.1	0.7	0.0		
WCNA	Potts Camp	C3	95.9	14.1	436	c	Air South Radio Inc		95			Country	250		0.9	1.2	0.0	0.0	1.4	0.0	0.4	0.3	0.0		
WSEL	Pontotoc	A	96.7	3.0	299	e	Tupelo Comm	66	8905	323	c4	Gospel	175	0.91	2.9	0.8	5.0	2.3	2.2	2.6	6.9	2.3	0.0		
WWMS	Oxford	C1	97.5	100.0	981	f	San-Dow Bcstg Inc	69	8505			Country	650	1.16	8.5	6.9	8.8	7.0	6.2	6.3	8.8	14.4	0.0		
WZLQ	Tupelo	C1	98.5	100.0	981	f	San-Dow Bcstg Inc	68	9312	890	c5	Hot AC	300	1.11	4.1	5.4	3.1	2.3	4.0	3.0	3.4	3.3	0.0		
WBIP	Booneville	A	99.3	6.0	299	b	Community Bctg of	76	9509	400	c6	Gospel	275	0.87	4.8	3.8	4.2	2.7	4.7	3.6	4.2	3.6	0.0		
WSMS	Artesia	C2	99.9	50.0 cp	312	g	Cumulus Bcstg Inc	85	9809 p		g1	Rock	350	1.66	3.2	8.5	5.8	2.7	2.2	4.6	4.2	0.7	0.0		
WFTA	Fulton	C2	101.9	50.0	479	c	Air South Radio Inc		76			AC	400	1.14	5.3	3.1	3.1	3.9	4.3	4.6	3.1	4.9	0.0		
WACR	Columbus	C2	103.9	50.0	492		T & W Comm Inc		78			Urban AC			4.3	1.2	1.5	2.3	4.3	2.0	1.1	2.3	0.0		
• WWKZ	Aberdeen	C2	105.3	27.5 cp	673		Cumulus Bcstg Inc	75	9908 p	2,900		CHR	1,000	0.76	20.0	9.6	9.2	14.0	17.0	16.9	11.1	12.7	0.0		
WMXU	Starkville	C2	106.1	40.0	502	g	Cumulus Bcstg Inc	68	9809 p		g1	Urban	350	2.79	1.9	1.5	2.3	1.6	1.4	1.7	0.8	0.0	0.0		
WWZD	New Albany	C2	106.7	28.0	656	d	Cumulus Bcstg Inc	86	9901		g1	Country	1,150	0.86	19.7	11.5	10.8	15.9	14.5	20.2	13.4	17.0	0.0		
# FM Stations -					15	# Combos -					12	FM TOTALS					97.4	69.7	73.1	72.6	78.1	82.7	74.1	79.8	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
WELO	Tupelo	B	580	0.8 cp	0.10	f	San-Dow Bcstg Inc	44	9312		c5	DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0		
WCPC	Houston	B	940	50.0	0.25		WCPC Bcstg		55			Cntry/Gospl			1.0	1.2	0.8	1.6	0.0	1.0	1.9	2.6	0.0		
WNRX	Tupelo	B	1060	1.0	0.00	d	Cumulus Bcstg Inc	44	9901		g1	Gospel	25		0.5	1.5	2.3	0.8	0.0	0.0	0.0	0.0	0.0		
WWZQ	Aberdeen	C	1240	0.8	0.77		Buffington Bcstg	52	8512		c1	News/Sprts				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WFTO	Fulton	B	1330	5.0	0.00	c	Air South Radio Inc		67			DARK				0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0		
WBIP	Booneville	C	1400	1.0	1.00	b	Community Bctg of	50	9509		c6	Sprts/Talk			0.3	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0		
WSEL	Pontotoc	B	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		
WNAU	New Albany	B	1470	0.5	0.50		MPM Investment	55	9306	60		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WTUP	Tupelo	C	1490	1.0	1.00	d	Cumulus Bcstg Inc	53	9901		g1	Sprts/Talk	75		0.5	1.2	0.0	0.8	0.0	0.0	0.0	0.0	0.0		
WAMY	Amory	B	1580	1.0	0.02	a	Stanford Comm Inc	55	9208		c2	Nws/Tlk/Spt			0.3	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					10	# Combos -					7	AM TOTALS					2.6	3.9	3.1	4.0	0.0	1.0	2.3	2.9	0.0
AM & FM Stations Profiled -					25	# Duopolies -					6	Total Local Commercial Share					73.6	76.2	76.6	78.1	83.7	76.4	82.7	0.0	

NOTE: Market first twice yearly with Fall 1996 period.

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 179

Revenue Rank: 168

Asheville, NC Market Overview



Metro Counties / Population (000)

Buncombe, NC	195.3
Madison, NC	18.6
Total	213.9

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

ESTIMATED GROSS REVENUES ***	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$5,300	\$4,700	\$5,400	\$6,200	\$7,000	\$7,900
***	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	22.8%	\$9,700	\$10,800	\$12,100	\$13,100	\$14,400	10.2%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$3.65/1,000	\$2.97/1,000	\$3.12/1,000	Local	80%		
Revenue/Capita	\$26.88	\$36.93	\$63.77	National	20%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	197.2	213.9	1.6%	213.9	225.8
Households	80.1	87.6	1.8%	87.6	94.4	1.5%
Retail Sales	1,452.3	2,656.5	12.8%	2,656.5	4,619.4	11.7%
EBI	2,692.7	3,281.0	4.0%	3,281.0	4,207.9	5.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	102.3	15.9	8.3	8.5	14.0	17.7	14.6	23.3
Women (000)	111.6	15.1	7.9	8.5	14.3	18.5	15.7	31.5
Total	213.9	31.0	16.3	17.0	28.3	36.2	30.3	54.7
Percentage	100.0%	14.5%	7.6%	8.0%	13.2%	16.9%	14.2%	25.6%
Per Capita	\$ 15,339	Median Household		\$ 30,076	Avg Household		\$ 37,454	
Ethnic Population:	White 91.2%	Black 7.8%	Asian 0.7%	Hispanic 1.3%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		5	3	8	9	17
Tot 12+	5.6		32.2	22.5	37.8	24.9	62.7
Avg 12+	1.9		6.4	7.5	4.7	2.8	3.7
Tot LCS	8.9		51.4	35.9	60.3	39.7	100.0
Avg LCS	3.0		10.3	12.0	7.5	4.4	5.9

Competitive Overview

Some stations also rated in Greenville-Spartanburg, SC.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WESC	Greenville	C	92.5	100.0	2001	a	Clear Channel	48	9803			Country	n/a		3.9	0.8	2.6	2.0	2.8	2.0	0.0	2.9	0.0
WZLS	Biltmore Forest	A	96.5	0.5	1116		Orion Comm Ltd	94				Rock	750	0.63	12.3	3.2	5.9	5.6	9.5	6.1	0.0	9.1	0.0
WSPA	Spartanburg	C	98.9	100.0	1910		Entercom	46	9907			Lite AC	n/a		3.3	2.8	1.9	1.6	2.4	1.2	0.0	1.7	0.0
• WKSF	Asheville	C	99.9	48.0	2622	c	AMFM Inc	47	9910		g	Country	5,400	2.59	21.5	15.7	15.6	10.5	15.8	21.3	0.0	24.8	0.0
• WMYI	Hendersonvle	C1	102.5	19.0	1811		AMFM Inc	58	9910			AC	n/a		12.7	9.3	6.7	9.7	5.5	7.8	0.0	9.1	0.0
• WQNQ	Old Fort	A	104.3	0.6	1043	e	Blue Dolphin	91	9608	525	1	Hot AC				1.2	1.9	0.0	0.0	0.0	0.0	0.0	0.0
WQNS	Waynesville	A	104.9	0.2	1581	e	Blue Dolphin	79	9711	1,000	c1	Clsc Rock			1.4	1.2	1.1	1.6	0.0	0.0	0.0	0.0	0.0
WMIT	Black Mountain	C	106.9	36.0	3094	b	Billy Graham	41	9603		nc	Religion	500	0.56	9.2	3.6	6.3	5.6	5.5	3.3	0.0	2.1	0.0
# FM Stations -					8	# Combos -					4	FM TOTALS			64.3	37.8	42.0	36.6	41.5	41.7	0.0	49.7	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
• WWNC	Asheville	B	570	5.0	5.00	c	AMFM Inc	27	9910		g	Country	1,750	0.79	22.7	13.7	11.9	13.7	13.8	14.3	0.0	13.6	0.0
WTZY	Fairview	B	880	0.4	0.00		WTZY Inc.	97	9906		cp	1 News/Talk	100	0.61	1.7	4.0	4.8	1.2	0.8	0.0	0.0	0.0	0.0
WFGW	Black Mountain	B	1010	50.0	0.50	b	Billy Graham	62	9603		nc	Religion			2.3	2.0	1.9	1.6	1.2	1.6	0.0	1.2	0.0
WSKY	Asheville	C	1230	1.0	1.00		Wilkins Comrn	47	9606	150		Chrst/Talk	250			0.4	0.0	0.0	0.0	0.0	0.0	1.2	0.0
• WISE	Asheville	B	1310	5.0	1.00	d	Mark Media Group	39	8708	425		MOR	600	1.00	6.2	3.2	4.1	3.6	4.0	5.3	0.0	5.4	0.0
WTZK	Black Mountain	B	1350	1.0	0.00		Black Mtn	66	9906		na	Country				0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0
WKJV	Asheville	B	1380	5.0	1.00		Intl Baptst Outrch	47	9907	299,612		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WHBK	Marshall	B	1460	5.0	0.14		Southern Bcstg Inc	56	9110		na	Gospel	100	0.45	2.3	1.6	0.0	1.2	1.6	0.0	0.0	0.0	0.0
• WTZQ	Hendersonville	B	1600	1.0	0.01	d	Mark Media Group	64	9201	65		MOR	275		0.6	0.0	0.0	0.0	0.8	0.0	0.0	0.4	0.0
# AM Stations -					9	# Combos -					4	AM TOTALS			35.8	24.9	22.7	21.3	22.2	23.7	0.0	21.8	0.0
AM & FM Stations Profiled -					17	# Duopolies -					3	Total Local Commercial Share				62.7	64.7	57.9	63.7	65.4	0.0	71.5	0.0

NOTE: Market rated twice yearly with Fall 1997 period.

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 180

Revenue Rank: 168

Topeka, KS Market Overview



Metro Counties / Population (000)

Jackson, KS	12.1
Jefferson, KS	17.9
Osage, KS	17.3
Shawnee, KS	165.8
Wabaunsee, KS	6.7
Total	219.8

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$6,000	\$6,500	\$7,100	\$7,500	\$7,700	\$8,600	7.5%
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
12.8%	\$9,700	\$10,400	\$11,400	\$11,900	\$12,800		7.2%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.58/1,000	\$4.27/1,000	\$5.44/1,000	Local	90%		
Revenue/Capita	\$27.95	\$39.13	\$56.56	National	10%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	214.7	219.8	0.5%	219.8	226.3
Households	84.1	85.8	0.4%	85.8	89.4	0.8%
Retail Sales	1,675.6	2,015.9	3.8%	2,015.9	2,351.5	3.1%
EBI	3,240.1	3,305.5	0.4%	3,305.5	3,792.6	2.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	107.2	20.3	10.0	7.7	15.5	17.8	14.2	21.7
Women (000)	112.6	19.1	8.8	7.7	15.5	18.7	14.8	28.1
Total	219.8	39.4	18.8	15.4	31.0	36.5	29.0	49.8
Percentage	100.0%	17.9%	8.6%	7.0%	14.1%	16.6%	13.2%	22.6%
Per Capita	\$ 15,039	Median Household		\$ 32,752	Avg Household		\$ 38,526	
Ethnic Population:	White 90.9%	Black 6.9%	Asian 0.9%	Hispanic 5.6%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		9	7	10	3	13
Tot 12+	5.8		54.2	58.3	60.0	10.0	70.0
Avg 12+	5.8		6.0	8.3	6.0	3.3	5.4
Tot LCS	8.3		77.4	83.3	85.7	14.3	100.0
Avg LCS	8.3		8.6	11.9	8.6	4.8	7.7

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
KCVT	Silver Lake	C3	92.5	6.7	387		Bott Radio Network	96				Relgn/Talk			0.8	0.7	0.8	0.8	0.3	0.0	0.0	0.0	0.0		
KANS	Osage City	C2	92.9	36.0	564		C & C Consulting	82	9503	175		Oldies	100			0.3	0.8	0.0	0.0	0.0	0.0	0.8	0.0		
• WIBW	Topeka	C	97.3	97.0	1221	b	Morris Comm Corp	61	9612		g1	Country	2,400	0.92	27.0	16.5	22.1	18.8	18.9	14.9	21.1	13.6	0.0		
KWIC	Topeka	A	99.3	6.0	292	c	Cumulus Bcstg Inc	93	9907 p	3,000	c3	Hot AC	400	0.94	4.4	5.8	4.4	3.1	3.1	4.7	3.3	3.4	0.0		
KDVV	Topeka	C	100.3	100.0	984	a	Cumulus Bcstg Inc	60	9810	10,440	d1	Rock	1,000	1.09	9.5	5.5	5.2	8.6	4.5	8.4	5.7	9.1	0.0		
KMKF	Manhattan	C2	101.5	36.0	577		Seaton Stations	72				Rock			1.6	0.7	1.2	0.8	1.4	0.7	1.0	1.1	0.0		
KQTP	St. Marys	C2	102.9	50.0	318	c	Cumulus Bcstg Inc	94	9907 p		c3	Oldies	550	0.95	6.0	5.2	4.4	4.3	4.1	4.7	4.0	6.1	0.0		
KLZR	Lawrence	C1	105.9	100.0	774		Zimmer Radio	63	9808	See (30)		Modern Rock	n/a		8.3	5.8	6.0	5.1	6.5	5.1	2.7	3.8	0.0		
KTPK	Topeka	C	106.9	100.0	1211		Kansas Capital	74	9706	2,900		Country	1,100	1.29	8.8	5.8	4.4	4.7	7.6	8.1	8.7	11.0	0.0		
KMAJ	Topeka	C	107.7	100.0 cp	988	a	Cumulus Bcstg Inc	71	9810		d1	AC	2,150	1.28	17.3	13.7	9.2	11.7	12.4	11.1	13.0	11.7	0.0		
# FM Stations -					10	# Combos -					5	FM TOTALS					83.7	60.0	58.5	57.9	58.8	57.7	59.5	60.6	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
• WIBW	Topeka	B	580	5.0	5.00	b	Morris Comm Corp	27	9612		g1	Nws/Tlk/Spt	1,600	2.29	7.2	4.8	5.2	4.3	5.8	7.1	4.7	6.1	0.0		
• KMAJ	Topeka	B	1440	5.0	1.00	a	Cumulus Bcstg Inc	47	9810		d1	AC	275	0.79	3.6	3.1	2.0	2.0	3.1	2.7	2.7	1.1	0.0		
• KTOP	Topeka	C	1490	1.0	1.00	a	Cumulus Bcstg Inc	47	9810		d1	Nostalgia	75	0.14	5.4	2.1	3.2	3.5	4.1	2.7	2.7	2.7	0.0		
# AM Stations -					3	# Combos -					3	AM TOTALS					16.2	10.0	10.4	9.8	13.0	12.5	10.1	9.9	0.0
AM & FM Stations Profiled -					13	# Duopolies -					3	Total Local Commercial Share					70.0	68.9	67.7	71.8	70.2	69.6	70.5	0.0	

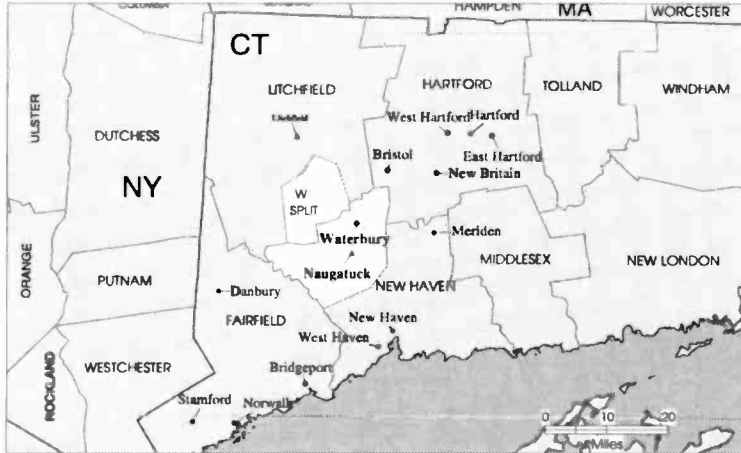
NOTE: Market rated twice yearly with Fall 1996 period.

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 181

Revenue Rank: N/A

Waterbury, CT Market Overview



Metro Counties / Population (000)

Litchfield, CT	39.5
New Haven, CT	174.6
	214.1

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

ESTIMATED GROSS REVENUES	1992	1993	1994	1995	1996	1997	Δ 92 - 97	
	DATA NOT AVAILABLE							
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
		1992	1997	2002				Est. Breakout
Revenue/Retail Sales								
Revenue/Capita								

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	215.9	214.1	-0.2%	214.1	213.2	-0.1%
Households	82.0	81.6	-0.1%	81.6	82.3	0.2%
Retail Sales	1,835.2	1,830.5	-0.1%	1,830.5	1,945.1	1.2%
EBI	4,091.0	4,303.1	1.0%	4,303.1	4,902.3	2.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	103.5	17.2	7.8	9.7	16.6	17.7	13.7	21.0
Women (000)	111.0	16.3	7.8	9.4	16.5	18.4	14.3	28.3
Total	214.1	33.5	15.6	19.1	33.1	36.1	28.0	49.2
Percentage	100.0%	15.6%	7.3%	8.9%	15.4%	16.8%	13.1%	23.0%
Per Capita	\$ 20,099							
				Median Household	\$ 44,668		Avg Household	\$ 52,759
Ethnic Population:	White	88.6%	Black	9.3%	Asian	1.8%	Hispanic	6.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	2		0	3	3	7
Tot 12+	0.0	10.8		0.0	10.8	14.9	25.7
Avg 12+	0.0	5.4		0.0	3.6	5.0	3.7
Tot LCS	0.0	42.0		0.0	42.0	58.0	100.0
Avg LCS	0.0	21.0		0.0	14.0	19.3	14.3

Competitive Overview

Some stations also rated in Hartford and New Haven.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
• WWYZ	Waterbury	B	92.5	17.0	879	a	AMFM Inc	61	9910 p			Country	n/a		44.3	8.6	8.9	11.9	12.0	9.1	0.0	14.8	0.0		
WZBG	Litchfield	A	97.3	3.0	328		Local Girls & Boys	92				AC				0.0	0.0	0.0	0.0	0.6	0.0	1.0	0.0		
• WMRQ	Waterbury	B	104.1	17.8	837	a	AMFM Inc	67	9910 p			Modern Rock	n/a		18.6	2.2	5.5	5.4	4.7	3.8	0.0	5.5	0.0		
# FM Stations -					3	# Combos -					2	FM TOTALS					62.9	10.8	14.4	17.3	16.7	13.5	0.0	21.3	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
WWCO	Waterbury	C	1240	1.0	0.25		Buckley Bcstg Corp	46	9706	500		Talk/Nstlg			18.6	8.2	5.1	7.1	3.3	2.8	0.0	1.6	0.0		
WATR	Waterbury	B	1320	5.0	1.00		WATR Inc	34				Talk/AC			18.6	6.7	6.2	5.4	4.7	7.2	0.0	6.4	0.0		
WFNW	Naugatuck	B	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		
# AM Stations -					3	# Combos -					0	AM TOTALS					37.2	14.9	11.3	12.5	8.0	10.0	0.0	8.0	0.0
AM & FM Stations Profiled -					6	# Duopolies -					1	Total Local Commercial Share					25.7	25.7	29.8	24.7	23.5	0.0	29.3	0.0	

NOTE: Market rated twice yearly with Fall 1997 period.

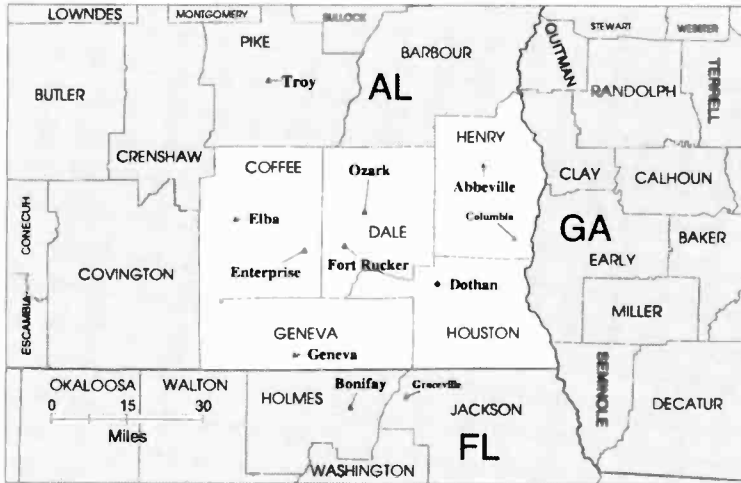
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 182

Revenue Rank: 184

Dothan, AL Market Overview



Metro Counties / Population (000)

Coffee, AL	42.9
Dale, AL	50.5
Geneva, AL	25.1
Henry, AL	15.5
Houston, AL	83.8
Total	217.8

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$4,900	\$5,000	\$5,400	\$6,800	\$7,300	\$7,800
Δ 97 - 98	2.6%	\$8,000	\$8,600	\$9,200	\$9,800	\$10,500	7.0%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$3.17/1,000	\$3.94/1,000	\$4.16/1,000	Local	90%		
Revenue/Capita	1992	1997	2002	National	10%		
	\$22.67	\$35.81	\$48.50				

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	216.1	217.8	0.2%	217.8	216.5	-0.1%
Households	81.3	83.2	0.5%	83.2	84.9	0.4%
Retail Sales	1,547.7	1,980.7	5.1%	1,980.7	2,521.8	4.9%
EBI	2,646.9	2,920.9	2.0%	2,920.9	3,517.8	3.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	105.8	19.7	10.4	9.8	15.7	16.5	13.8	19.9
Women (000)	112.0	18.7	9.9	9.0	15.3	17.4	15.2	26.4
Total	217.8	38.4	20.2	18.8	31.1	34.0	28.9	46.3
Percentage	100.0%	17.7%	9.3%	8.6%	14.3%	15.6%	13.3%	21.3%
Per Capita	\$ 13,411	Median Household		\$ 28,047	Avg Household		\$ 35,106	
Ethnic Population:	White 77.1%	Black 21.6%	Asian 1.0%	Hispanic 1.7%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		11	9	17	7	24
Tot 12+	12.3		67.2	61.7	79.5	3.3	82.8
Avg 12+	2.1		6.1	6.9	4.7	0.5	3.5
Tot LCS	14.9		81.2	74.5	96.0	4.0	100.0
Avg LCS	2.5		7.4	8.3	5.6	0.6	4.2

Competitive Overview

Some stations also rated in Montgomery and Panama City.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
												Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
WJJN	Columbia	A	92.1	2.6	499	a	Wilson, James III	95			Urban	500	0.81	7.7	7.1	7.4	7.2	5.5	5.2	7.3	8.1	7.0		
WRJM	Geneva	C1	93.7	100.0	853		Stage Door	69	8710	242	c1	Soft AC	325	0.73	5.6	1.9	3.5	4.9	4.4	3.2	5.5	3.3	5.6	
WIZB	Abbeville	C3	94.3	3.0	285	b	Celebration Comm	68	9808	540	c3	ChrsContemp	300	1.39	2.7	2.2	1.9	2.7	1.8	1.6	1.5	2.2	0.7	
WTVY	Dothan	C	95.5	100.0	1060	c	Woods Comm	68				Country	1,050	1.09	12.0	5.9	10.5	9.9	9.9	15.5	13.5	13.7	15.9	
• WDJR	Enterprise	C	96.9	100.0	1516	f	Gulf South Comm	68	9207	700		Country	1,550	1.03	18.8	13.4	14.4	14.1	16.9	12.6	13.1	10.7	11.5	
• WYYX	Bonifay	C1	97.7	100.0	830		NextMedia Group	83	9910 p	See (228)		Rock AC	n/a		3.4	2.6	2.7	3.0	2.6	2.3	2.5	0.0	2.6	
WOOF	Dothan	C1	99.7	100.0	981	e	WOOF Inc	64				AC	1,250	1.70	9.2	8.9	7.4	5.3	9.9	10.7	9.8	14.1	9.6	
WXUS	Ft. Rucker	A	100.5	2.8	476		Sky Way Bcstg Ltd	91				Oldies	325	1.63	2.5	2.6	2.3	1.9	2.2	1.9	2.5	0.7	0.0	
WZTZ	Elba	A	101.1	0.6	682		Elba Radio Co	86				Country	325	2.90	1.4	0.7	0.8	0.8	1.5	1.0	0.7	1.5	1.1	
WAGF	Dothan	A	101.3	1.2	535	a	Wilson, James III	91				Urban AC	125	0.98	1.6	1.5	3.1	1.9	0.7	1.9	0.4	0.0	7.0	
WYDA	Graceville	A	101.7	6.0	328		BRO Management	96	9612	175	cp	CHR			0.2	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	
• WESP	Dothan	C3	102.5	16.5	404	f	Gulf South Comm	90	9903	1,400	1	Clsc Rock	550	0.94	7.3	6.7	4.3	5.7	6.3	4.5	5.1	4.1	3.0	
WQLS	Ozark	C3	103.9	25.0	292	c	Woods Comm	68	9512	500	c2	Rock	200	1.56	1.6	0.7	0.4	0.4	2.2	1.3	1.5	2.6	1.1	
WOAB	Ozark	A	104.9	6.0	269	d	Ozark Bcstg Corp	67				Country			0.5	0.0	0.8	0.8	0.0	0.0	0.0	0.0	0.0	
• WBCD	Headland	C3	105.3	11.5	486	f	Gulf South Comm	92	9702	745		CHR	125	0.74	2.1	4.8	2.7	2.3	1.1	0.0	0.0	0.0	0.0	
• WZHT	Troy	C	105.7	100.0	1831		AMFM Inc	73	9910 p			Urban	n/a		7.7	9.3	7.0	7.2	5.5	8.1	5.8	8.1	4.4	
WKMX	Enterprise	C	106.7	100.0	1070		WKMX Inc	74	7908		1	Hot AC	1,200	1.34	11.2	10.8	10.1	10.3	8.1	9.4	8.4	11.1	14.8	
# FM Stations -						17	# Combos -			9			FM TOTALS			95.5	79.5	79.3	78.8	78.6	79.2	77.6	80.2	84.3

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WOOF	Dothan	B	560	5.0	0.00	e	WOOF Inc	47				Sprts/Talk			0.9	0.7	1.9	0.8	0.7	1.0	2.2	0.7	0.4	
WGZS	Dothan	B	700	1.6	0.00		Celebration Comm	95	9808		c3	ChrsContemp	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WOZK	Ozark	B	900	1.0	0.08	d	Ozark Bcstg Corp	53				Easy	75	0.59	1.6	1.1	0.0	1.5	1.1	0.0	0.0	0.0	2.2	0.0
WGEA	Geneva	B	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	
WQLS	Ozark	B	1210	10.0	0.00	c	Woods Comm	68	9512		c2	Soft Hits				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WAGF	Dothan	B	1320	1.0	1.00	a	Wilson, James III	32	9208	60		Gospel			0.9	0.0	0.0	0.8	0.7	0.0	0.0	0.0	0.0	
WWNT	Dothan	C	1450	1.0	1.00		Dove Bcstg	47	8306	250		Nws/Tlk/Spt			1.2	1.5	1.2	0.8	1.1	0.0	0.0	1.5	0.0	
# AM Stations -						7	# Combos -			4			AM TOTALS			4.6	3.3	3.1	3.9	3.6	1.0	2.2	4.4	0.4
AM & FM Stations Profiled -						24	# Duopolies -			3			Total Local Commercial Share			82.6	82.4	82.7	82.2	80.2	79.8	84.6	84.7	

• Indicates a change since last edition
 1/ See Introduction section for Interpretation of revenue estimates.

Metro Rank: 183

Revenue Rank: 145

Green Bay, WI Market Overview



Metro Counties / Population (000)

Brown, WI	217.9
	217.9

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$8,500	\$8,600	\$9,000	\$9,900	\$10,000	\$10,500
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	11.4%	\$11,700	\$12,300	\$13,000	\$13,500	\$14,200	5.0%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$4.20/1,000	\$4.14/1,000	\$4.50/1,000	Local	95%		
Revenue/Capita	\$42.25	\$48.19	\$62.31	National	5%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	201.2	217.9	1.6%	217.9	227.9
Households	75.2	81.9	1.7%	81.9	87.3	1.3%
Retail Sales	2,022.8	2,535.2	4.6%	2,535.2	3,153.2	4.5%
EBI	3,081.5	3,699.5	3.7%	3,699.5	4,698.2	4.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	106.4	20.7	9.8	9.7	17.3	18.6	13.6	16.8
Women (000)	111.5	20.3	9.3	10.4	17.5	18.7	13.5	21.8
Total	217.9	41.0	19.1	20.1	34.7	37.3	27.1	38.6
Percentage	100.0%	18.8%	8.8%	9.2%	15.9%	17.1%	12.4%	17.7%
Per Capita	\$ 16,978	Median Household		\$ 38,734	Avg Household		\$ 45,171	
Ethnic Population:	White 95.3%	Black 0.7%	Asian 1.8%	Hispanic 1.1%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		9	8	10	3	13
Tot 12+	1.8		62.4	54.9	64.2	13.2	77.4
Avg 12+	1.8		6.9	6.9	6.4	4.4	6.0
Tot LCS	2.3		80.6	70.9	82.9	17.1	100.0
Avg LCS	2.3		9.0	8.9	8.3	5.7	7.7

Competitive Overview

Some stations also rated in Appleton-Oshkosh.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)†/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WGBM	Mishicot	A	94.7	6.0	331		Bay Lakes Valley	94				Country	325	1.98	1.4	1.8	3.0	1.7	0.3	2.2	1.7	1.0	0.0
WKSZ	DePere	C3	95.9	4.5	774		Woodward Comm	84	9510	2,265		Top 40	825	0.95	7.4	4.6	5.6	5.8	5.0	4.7	3.7	3.7	0.0
• WQLH	Green Bay	C1	98.5	100.0	499	a	Green Bay Bcstg	67				1 CHR	1,900	2.50	6.5	3.2	6.7	4.1	5.3	3.9	8.3	7.6	0.0
WLTM	Sturgeon Bay	C2	99.7	46.0	512	b	Midwest Comm Inc	82	9306		g	Soft Hits	1,150	2.01	4.9	5.7	5.2	3.4	3.7	5.0	3.3	6.3	0.0
WNCY	Neenah-Menash	C2	100.3	45.0	489	b	Midwest Comm Inc	77	9702			Country	n/a		10.4	7.5	7.5	9.5	5.7	7.2	7.0	6.3	0.0
• WIXX	Green Bay	C	101.1	96.0	1079	b	Midwest Comm Inc	60				CHR	3,600	1.49	20.6	14.6	11.2	13.3	16.7	14.0	17.3	16.3	0.0
WOGB	Kaukauna	C3	103.1	3.6	879	c	Cumulus Bcstg Inc	96	9709		d1	Oldies	800	0.73	9.4	7.9	4.1	8.5	5.3	4.3	3.0	2.0	0.0
WAPL	Appleton	C	105.7	100.0	1175		Woodward Comm	65	7506			AOR	n/a		13.2	8.9	9.0	8.5	10.7	13.3	9.6	11.0	0.0
WJLW	Allouez	C3	106.7	25.0	328	c	Cumulus Bcstg Inc	96	9810	2,500	1	Clsc Rock	275	0.44	5.3	5.7	5.6	4.8	3.0	1.8	0.0	0.0	0.0
• WXWX	Brillion	C3	107.5	3.6	879	c	Cumulus Bcstg Inc	92	9809	2,065	1	Rock	200	0.74	2.3	4.3	1.9	2.7	0.7	0.7	1.0	2.0	0.0
# FM Stations -					10	# Combos -					7	FM TOTALS			81.4	64.2	59.8	62.3	56.4	57.1	54.9	56.2	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)†/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WGEE	Green Bay	B	1360	5.0	5.00	b	Midwest Comm Inc	25	7506			News/Info	950	1.35	6.0	6.4	4.9	4.8	4.0	6.1	5.3	5.0	0.0
WDUZ	Green Bay	C	1400	1.0	1.00	a	Green Bay Bcstg	47				1 Sports	800	1.22	5.6	3.2	4.1	3.1	5.0	5.0	4.3	4.7	0.0
WNFL	Green Bay	B	1440	5.0	0.50	b	Midwest Comm Inc	47	9702		sw	Nws/Tlk/Spt	850	1.05	6.9	3.6	6.4	3.7	6.3	3.9	8.3	4.7	0.0
# AM Stations -					3	# Combos -					3	AM TOTALS			18.5	13.2	15.4	11.6	15.3	15.0	17.9	14.4	0.0
AM & FM Stations Profiled -					13	# Duopolies -					5	Total Local Commercial Share			77.4	75.2	73.9	71.7	72.1	72.8	70.6	0.0	

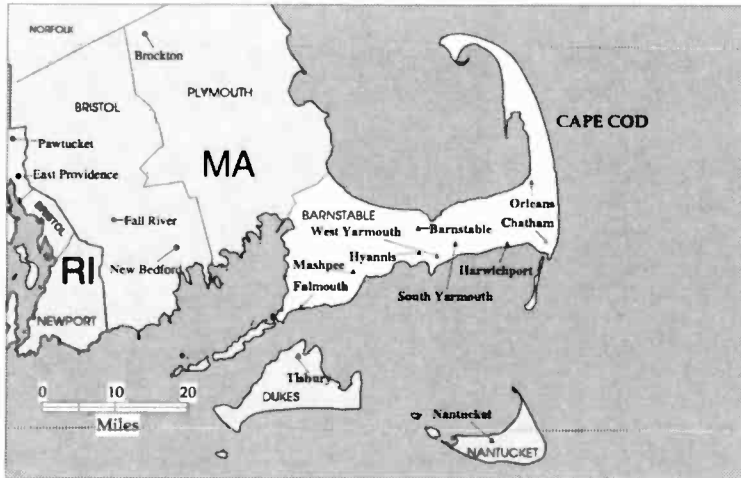
Docket 80-90 Allocations: 104.3, A, Seymour
 NOTE: Market rated twice yearly with Fall 1996 period.

• Indicates a change since last edition
 † See Introduction section for Interpretation of revenue estimates.

Metro Rank: 184

Revenue Rank: 144

Cape Cod, MA Market Overview



Metro Counties / Population (000)

Barnstable, MA	205.9
	205.9

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$8,200	\$8,500	\$9,100	\$9,500	\$9,800	\$10,400
★★★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	13.5%	\$11,800	\$12,700	\$13,900	\$14,600	\$15,500	7.0%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$3.83/1,000	\$3.77/1,000	\$4.95/1,000	Local	85%		
Revenue/Capita				National	15%		
	\$42.42	\$50.51	\$70.68				

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	193.3	205.9	1.3%	205.9	219.3
Households	80.7	87.0	1.5%	87.0	94.5	1.7%
Retail Sales	2,143.6	2,755.1	5.1%	2,755.1	3,131.1	2.6%
EBI	3,405.1	3,663.1	1.5%	3,663.1	4,248.9	3.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	97.7	15.3	6.5	6.7	13.1	16.2	11.6	28.3
Women (000)	108.2	14.7	6.3	6.1	13.3	17.5	12.8	37.6
Total	205.9	30.0	12.8	12.8	26.3	33.7	24.4	65.9
Percentage	100.0%	14.6%	6.2%	6.2%	12.8%	16.3%	11.9%	32.0%
Per Capita	\$ 17,791			Median Household	\$ 34,899		Avg Household	\$ 42,104
Ethnic Population:	White	96.6%	Black	1.9%	Asian	0.8%	Hispanic	1.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	7		10	12	2	14
Tot 12+	17.3	49.3		63.4	66.6	0.0	66.6
Avg 12+	3.5	7.0		6.3	5.6	0.0	4.8
Tot LCS	26.0	74.0		95.2	**	0.0	100.0
Avg LCS	5.2	10.6		9.5	8.3	0.0	7.1

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WMVY	Tisbury	A	92.7	3.0 cp	328		Aritaur Comm Inc	81	9807	1,000		AAA	900	1.50	5.1	2.9	2.4	2.3	4.9	3.6	2.7	3.1	3.2
WYST	Harwichport	A	93.5	3.0	328	a	Boch Bcstg LP	89	9607	3,100	d1	Hot AC	150	0.79	1.6	0.3	0.7	1.0	1.3	0.7	1.5	1.2	1.4
WXTK	West Yarmouth	B	95.1	50.0	262	a	Boch Bcstg LP	48	9209	800	c1	News/Talk	1,200	0.89	11.4	6.4	6.5	7.5	8.6	8.6	6.9	8.9	4.6
WRZE	Nantucket	B	96.3	50.0	394	b	Makkay Bcstg	81	9212	500		CHR	1,200	1.26	8.1	5.4	6.1	6.2	5.3	7.3	3.9	6.4	3.9
• WQRC	Barnstable	B	99.9	50.0	381		Sandab Comm LP	70	9112		g	AC/News	2,400	1.27	16.0	11.5	8.2	11.8	10.9	10.9	14.2	11.7	14.0
WWKJ	Mashpee	A	101.1	6.0 cp	272	a	Boch Bcstg LP	87	9607		d1	Clisc Rock	250	0.64	3.3	1.9	2.0	2.6	2.0	2.0	0.9	1.5	0.7
WCIB	Falmouth	B	101.9	50.0	479	b	Makkay Bcstg	70	9504	2,500		AC/Sprts	2,000	1.38	12.3	6.7	5.1	9.8	7.6	7.6	5.7	8.6	2.8
WPXC	Hyannis	A	102.9	3.1	463	b	Makkay Bcstg		87			Rock	1,300	2.00	5.5	4.8	4.8	3.9	3.9	4.6	3.6	8.3	7.0
• WOCN	South Yarmouth	A	103.9	3.0 cp	315		Sandab Comm LP	92	9805	1,200		Nostalgia	400	0.28	12.1	7.4	10.5	8.2	8.9	5.6	11.7	9.8	8.1
• WKPE	Orleans	B	104.7	50.0	459		Charles River Bcstg	74	9908	2,800		Clisc Rock	600	0.67	7.6	4.5	3.7	4.9	5.9	3.0	8.4	4.9	5.3
WCOD	Hyannis	B	106.1	45.0	430	a	Boch Bcstg LP	67	9607		d1	AC	1,000	1.21	7.0	5.8	6.8	4.6	5.3	5.3	3.0	4.3	4.9
• WFCC	Chatham	B	107.5	50.0	341		Charles River Bcstg	87	9607	1,190		Classical	400	0.34	10.0	9.0	7.5	6.6	7.6	10.9	5.7	5.8	6.7
# FM Stations -					12	# Combos -					7	FM TOTALS			100.0	66.6	64.3	69.4	72.2	70.1	68.2	74.5	62.6

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WFPB	Orleans	B	1170	1.0	0.00		University of MA	70	9811		dn	AOR				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WBUR	West Yarmouth	C	1240	1.0	1.00		Boston University	40	9612		dn	News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					2	# Combos -					0	AM TOTALS			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
AM & FM Stations Profiled -					14	# Duopolies -					5	Total Local Commercial Share			66.6	64.3	69.4	72.2	70.1	68.2	74.5	62.6	

Other Rulemaking: 102.3, A, Truro

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 185

Revenue Rank: 108

Manchester, NH Market Overview



Metro Counties / Population (000)

Hillsborough, NH	133.2
Merrimack, NH	25.0
Rockingham, NH	53.2
Total	211.4

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

ESTIMATED GROSS REVENUES	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$8,200	\$8,800	\$9,600	\$11,100	\$12,300	\$15,000
***	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	10.7%	\$16,600	\$17,900	\$19,400	\$20,500	\$22,000	7.2%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.82/1,000	\$5.60/1,000	\$6.91/1,000	Local	85%		
Revenue/Capita	\$39.54	\$70.96	\$98.04	National	15%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	207.4	211.4	0.4%	211.4	224.4
Households	76.5	78.8	0.6%	78.8	84.9	1.5%
Retail Sales	2,145.9	2,679.7	4.5%	2,679.7	3,182.0	3.5%
EBI	3,895.5	4,124.4	1.1%	4,124.4	4,756.0	2.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	104.3	19.5	8.4	8.5	18.2	19.5	14.0	16.1
Women (000)	107.1	18.7	8.1	8.6	17.8	19.4	13.6	20.9
Total	211.4	38.2	16.5	17.2	36.1	38.9	27.6	37.0
Percentage	100.0%	18.1%	7.8%	8.1%	17.1%	18.4%	13.0%	17.5%
Per Capita	\$ 19,511	Median Household		\$ 45,819	Avg Household		\$ 52,348	
Ethnic Population:	White 97.4%	Black 0.9%	Asian 1.4%	Hispanic 1.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	2		4	9	4	13
Tot 12+	8.0	32.1		37.1	40.1	7.7	47.8
Avg 12+	1.1	16.1		9.3	4.5	1.9	3.7
Tot LCS	16.7	67.2		77.6	83.9	16.1	100.0
Avg LCS	2.4	33.6		19.4	9.3	4.0	7.7

Competitive Overview

Some stations also rated in Portsmouth-Dover-Rochester.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
WNHQ	Peterborough	A	92.1	0.2 cp	1388	c	Phoenix Media	71	9908 p			Hot AC				0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0		
• WNHI	Belmont	A	93.3	0.3	1020	c	Vox Media Corp	96	9909 p	3,600	d3	Clisc Rock	100	0.55	1.1	0.4	0.4	0.7	0.4	0.0	0.0	0.0	0.0		
WZID	Manchester	B	95.7	14.5	925	b	Saga Comm Inc	48	9011		g1	1 AC	5,500	0.78	42.4	21.5	18.0	22.3	17.9	21.8	20.5	17.0	19.7		
• WQLL	Bedford	A	96.5	0.7	971	b	Saga Comm Inc	96	9711	3,300	1	Oldies	700	0.58	7.3	3.2	3.7	3.5	3.4	2.2	1.8	0.0	0.0		
WNNH	Henniker	A	99.1	1.3	712		Tele-Media Bcstg	89	9908 p	2,500		Oldies	950	2.86	2.0	0.7	0.7	1.1	0.8	0.7	0.7	0.4	0.4		
• WGIR	Manchester	B	101.1	11.5	1027	a	AMFM Inc	63	9910 p		g	Rock	4,850	1.47	19.9	10.6	8.2	9.6	9.2	9.8	10.1	12.5	7.4		
• WJYY	Concord	A	105.5	1.6	456	c	Vox Media Corp	83	9909 p		d3	Hot AC	800	1.15	4.2	1.8	1.9	2.5	1.5	1.5	0.7	1.1	0.0		
• WHOB	Nashua	A	106.3	1.0	541		Gateway Bcstg	87				Hot AC	n/a	3.24	1.3	1.1	1.1	0.4	0.8	1.1	1.1	1.5	1.1		
• WRCI	Hillsboro	A	107.7	0.6	738	c	Vox Media Corp	89	9909 p		d3	Clisc Rock			0.8	0.4	0.4	0.4	0.4	0.4	0.0	0.0	0.0		
# FM Stations -					9	# Combos -					7	FM TOTALS					79.0	40.1	34.4	40.9	34.4	37.5	34.9	32.5	28.6

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
• WGIR	Manchester	B	610	5.0	1.00	a	AMFM Inc	41	9910 p		g	News/Talk	1,275	0.85	9.0	3.5	5.6	3.9	4.6	3.3	6.5	4.5	5.3		
WKBR	Manchester	B	1250	5.0	5.00		Northeast Bcstg Co	46	9708	170		Country			0.4	0.0	0.4	0.0	0.4	0.7	0.4	1.1	0.4		
WDER	Derry	B	1320	10.0	1.00		Spacetown Comm	83				ChrsContemp	150		0.8	0.0	0.4	0.4	0.4	0.7	0.0	0.0	0.0		
WFEA	Manchester	B	1370	5.0	5.00	b	Saga Comm Inc	32	9011		g1	1 Nostalgia	325	0.18	10.6	4.2	3.7	5.0	5.0	5.8	5.0	5.7	5.6		
# AM Stations -					4	# Combos -					2	AM TOTALS					20.8	7.7	10.1	9.3	10.4	10.5	11.9	11.3	11.3
AM & FM Stations Profiled -					13	# Duopolles -					2	Total Local Commercial Share					47.8	44.5	50.2	44.8	48.0	46.8	43.8	39.9	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 186

Revenue Rank: 154

Santa Barbara, CA Market Overview



Metro Counties / Population (000)

Santa Barbara, CA	209.4
	209.4

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

ESTIMATED GROSS REVENUES	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$7,700	\$7,800	\$7,900	\$8,300	\$9,000	\$9,500	4.3%
★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	14.7%	\$10,900	\$11,500	\$12,300	\$12,800	\$13,400	5.5%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
Revenue/Capita	\$4.86/1,000	\$5.25/1,000	\$6.80/1,000	Local	75%		
	\$38.60	\$45.37	\$62.07	National	25%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	199.5	209.4	1.0%	209.4	215.9
Households	69.3	72.1	0.8%	72.1	74.1	0.5%
Retail Sales	1,584.4	1,810.6	2.7%	1,810.6	1,970.2	1.7%
EBI	3,364.7	3,405.2	0.2%	3,405.2	3,712.0	1.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	104.9	17.8	7.4	14.2	17.9	17.0	12.1	18.4
Women (000)	104.5	16.9	7.0	13.0	15.5	15.9	12.5	23.7
Total	209.4	34.7	14.3	27.3	33.4	32.9	24.7	42.1
Percentage	100.0%	16.6%	6.8%	13.0%	15.9%	15.7%	11.8%	20.1%
Per Capita	\$ 16,265	Median Household		\$ 36,084	Avg Household		\$ 47,237	
Ethnic Population:	White	89.9%	Black	3.0%	Asian	5.9%	Hispanic	33.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	6		8	9	5	14
Tot 12+	12.7	34.7		47.4	47.4	13.9	61.3
Avg 12+	4.2	5.8		5.9	5.3	2.8	4.4
Tot LCS	20.7	56.6		77.3	77.3	22.7	100.0
Avg LCS	6.9	9.4		9.7	8.6	4.5	7.1

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
• KJEE	Montecito	A	92.9	0.8	886		Montecito FM Inc	94				Modern Rock	650	1.01	5.9	6.9	5.2	3.6	3.9	3.7	3.4	2.3	2.8	
• KDB	Santa Barbara	B	93.7	12.5	869		Pacific Bcstg Co	60	7104			Classical	500	0.71	6.5	5.4	4.4	4.0	4.3	7.0	6.0	6.0	5.1	
• KSPE	Ellwood	B	94.5	0.8	2950	b	Clear Channel	89	9812		g1	Spanish	350	0.49	6.5	6.2	5.6	4.0	4.3	4.1	3.0	1.1	0.8	
• KMGQ	Santa Barbara	B	97.5	16.0	2920	a	Engles Enterprises	57	9603	2,000	c1	1 Smooth Jazz	600	0.56	9.8	5.4	3.3	5.5	7.0	2.5	4.5	4.9	4.3	
	KTYD	Santa Barbara	B	99.9	34.0	1280	b	Clear Channel	62	9905		g1	Rock	1,750	1.71	9.4	6.9	5.9	6.2	5.9	5.0	6.0	4.9	6.3
	KSBL	Carpinteria	A	101.7	0.3	810	b	Clear Channel	81	9905		g1	AC	1,900	1.16	15.0	5.8	6.7	10.2	9.0	9.5	6.8	10.2	5.1
• KRUZ	Santa Barbara	B	103.3	105.0	2969	cp	Pacific Coast	61	9512	3,000		Hot AC	1,850	1.46	11.6	6.2	5.6	7.3	7.5	7.4	6.4	3.8	8.7	
• KKSB	Goleta	A	106.3	0.2	827	a	Engles Enterprises	82	9701	3,500	c2	1 Country	750			3.5	1.5	0.0	0.0	0.0	0.0	0.0	0.0	
	KIST	Santa Barbara	B1	107.7	0.9	1627	b	Clear Channel	97	9905		g1	Oldies	350	0.97	3.3	4.6	3.0	4.4	0.0	0.0	0.0	0.0	0.0
# FM Stations -					9	# Combos -					6	FM TOTALS				68.0	50.9	41.2	45.2	41.9	39.2	36.1	33.2	33.1

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
	KTMS	Santa Barbara	B	990	5.0	0.50	b Clear Channel	62	9905		g1	Talk	400	0.37	9.8	4.6	11.1	8.4	4.3	2.5	2.3	3.4	3.2	
	KEYT	Santa Barbara	B	1250	2.5	1.00	a Smith Bcstg Group	37	9904	1,600		News	400	0.69	5.3	1.9	1.9	3.3	3.5	5.4	8.3	6.4	6.7	
• KZBN	Santa Barbara	B	1290	0.5	0.12		Rotijefco Inc	61	9411	299		Adlt Stndrd	450	0.44	9.3	3.5	3.7	5.1	6.7	6.6	4.9	6.4	7.1	
	KXXT	Santa Barbara	C	1340	0.7	0.65	b Clear Channel	46	9905		g1	Sports	200	0.73	2.5	0.4	1.1	1.1	2.0	2.9	2.3	2.6	3.2	
• KBKO	Santa Barbara	C	1490	1.0	1.00	b	Clear Channel	26	9812		g1	Spanish	700	1.24	5.2	3.5	5.9	4.0	2.7	2.9	4.9	3.0	1.2	
# AM Stations -					5	# Combos -					4	AM TOTALS				32.1	13.9	23.7	21.9	19.2	20.3	22.7	21.8	21.4
AM & FM Stations Profiled -					14	# Duopolies -					4	Total Local Commercial Share				64.8	64.9	67.1	61.1	59.5	58.8	55.0	54.5	

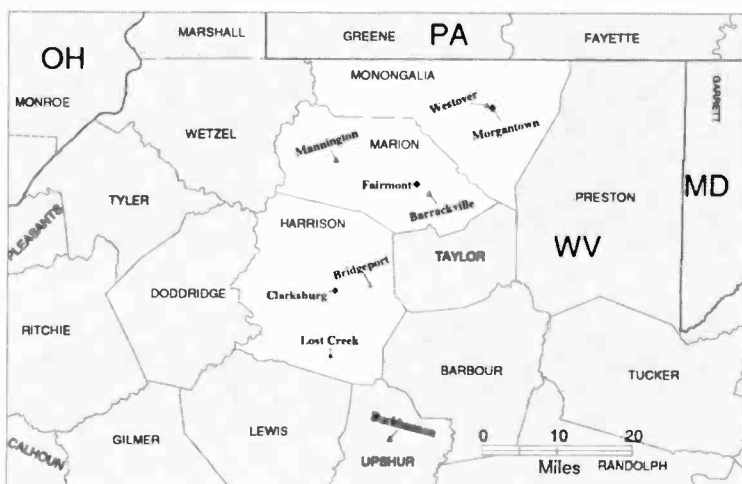
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 187

Revenue Rank: 166

Morgantown-Clarksburg-Fairmont Market Overview



Metro Counties / Population (000)

Harrison, WV	70.7
Marion, WV	56.8
Monongalia, WV	77.6
Total	205.1

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		N/A	\$7,000	\$7,500	\$8,300	\$9,100	\$9,600
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
3.1%	\$9,900	\$10,200	\$10,800	\$11,300	\$11,900	4.7%	
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
Revenue/Capita	N/A	\$5.05/1,000	\$5.32/1,000	Local	85%		
	N/A	\$46.81	\$59.00	National	15%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	205.0	205.1	0.0%	205.1	201.7
Households	80.2	81.6	0.3%	81.6	82.1	0.1%
Retail Sales	1,512.5	1,902.3	4.7%	1,902.3	2,238.9	3.3%
EBI	2,437.0	2,842.0	3.1%	2,842.0	3,549.8	4.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	98.7	14.9	8.4	13.9	13.1	15.7	12.3	20.4
Women (000)	106.4	14.4	8.1	12.8	12.8	15.9	13.2	29.3
Total	205.1	29.3	16.5	26.6	25.9	31.6	25.5	49.7
Percentage	100.0%	14.3%	8.0%	13.0%	12.6%	15.4%	12.4%	24.2%
Per Capita	\$ 13,856	Median Household		\$ 26,462	Avg Household		\$ 34,828	
Ethnic Population:	White 96.3%	Black 2.4%	Asian 1.1%	Hispanic 1.0%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	10	5		9	15	7	22
Tot 12+	25.2	44.5		62.5	69.7	11.7	81.4
Avg 12+	2.5	8.9		6.9	4.6	1.7	3.7
Tot LCS	31.0	54.7		76.8	85.6	14.4	100.0
Avg LCS	3.1	10.9		8.5	5.7	2.1	4.5

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WVHF	Clarksburg	A	92.7	0.6	669	a	Tiger Broadcasting	75	9406	185	c2	AC	350	1.86	1.9	1.2	1.3	0.9	2.2	2.5	0.0	2.6	0.0	
WVUC	Barrackville	A	93.1	2.6	495	g	McGraw, R. & K.	94	9611		g1	Country			0.2	0.8	0.4	0.0	0.4	1.3	0.0	1.5	0.0	
WRLF	Fairmont	A	94.3	3.6	249	b	Fantasia Bcstg Inc	48				AOR	175	0.74	2.4	2.0	0.9	2.2	1.7	1.3	0.0	1.1	0.0	
• WOTR	Lost Creek	A	96.3	3.0	302		Allman, James W	91				Gospel	25			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	2,450	1.01	24.5	18.0	13.2	18.2	21.3	22.8	0.0	12.2	0.0	
WCLG	Morgantown	A	100.1	6.0	299	c	Bowers Bcstg Corp	74				Clsc Rock	800	1.02	7.9	6.5	8.4	6.5	6.1	7.2	0.0	8.1	0.0	
WZST	Westover	A	100.9	3.0	266	d	Tschudy Comm	83	8805 p			AC	450	1.23	3.7	1.6	2.2	3.0	3.0	2.5	0.0	2.6	0.0	
WBRB	Buckhannon	B	101.3	50.0	492	g	McGraw, R. & K.	90	9611		g1	Country	400	1.01	4.0	3.7	4.0	2.6	3.9	2.5	0.0	2.2	0.0	
WVAQ	Morgantown	B	101.9	50.0	499	e	West Virginia Radio	48				CHR/AC	2,000	1.08	18.7	13.5	15.0	15.2	14.8	11.0	0.0	14.1	0.0	
WTUS	Mannington	A	102.7	3.2	453	f	Burbach Bcstg	92	9810 p	575		Country	225	0.53	4.3	3.3	1.8	3.0	3.9	5.1	0.0	7.0	0.0	
WAJR	Salem	A	103.3	0.9	833	e	West Virginia Radio	99				Nws/Tlk/Spt				0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WDCI	Bridgeport	A	104.1	2.5	518		Coshocton Bcstg	91	9809	405		Soft AC	150	0.31	4.9	4.1	2.6	4.3	3.5	3.4	0.0	3.7	0.0	
WPDX	Clarksburg	B1	104.9	13.0 cp	456	d	Tschudy Comm	74	9111	405	c1	Country	100	0.53	1.9	2.4	3.5	2.2	0.9	0.4	0.0	0.0	0.0	
WOBG	Salem	A	105.7	1.2	581	f	Burbach Bcstg	90	9810 p	625	c3	Oldies	250	0.62	4.1	4.9	2.2	3.5	3.0	2.5	0.0	3.7	0.0	
WFBY	Clarksburg	B	106.5	50.0	499	e	West Virginia Radio	73	9303	1,200	1	Clsc Rock	850	1.18	7.3	6.9	6.6	5.2	6.5	5.1	0.0	12.2	0.0	
# FM Stations -					15	# Combos -					13	FM TOTALS				85.8	69.7	62.1	66.8	71.2	67.6	0.0	71.0	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WPDX	Clarksburg	B	750	1.0	0.00	d	Tschudy Comm	47	9111		c1	Nostalgia			1.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WMMN	Fairmont	B	920	5.0	0.20	b	Fantasia Bcstg Inc	28	9211	80		News/Info	100	0.92	3.3	0.4	0.9	0.9	0.9	0.8	0.0	1.5	0.0	
WCLG	Morgantown	B	1300	2.5	0.04	c	Bowers Bcstg Corp	54	5912			Oldies	300	0.92	3.3	2.0	1.8	3.9	1.3	1.3	0.0	3.3	0.0	
WHAR	Clarksburg	C	1340	1.0	1.00	a	Tiger Broadcasting	46	9406		c2	Nws/Tlk/Spt	100		0.5	1.2	1.8	0.0	0.9	0.8	0.0	3.7	0.0	
WOBG	Clarksburg	C	1400	1.0	1.00	f	Burbach Bcstg	36	9810 p		c3	Oldies				0.0	0.9	0.0	0.0	0.8	0.0	0.0	0.0	
WAJR	Morgantown	B	1440	5.0	0.50	e	West Virginia Radio	40			1	FullService	950	1.10	8.7	7.3	7.9	6.9	7.0	7.6	0.0	7.8	0.0	
WTCS	Fairmont	C	1490	1.0	1.00	b	Fantasia Bcstg Inc	48	5605			Oldies	175		0.5	0.0	0.9	0.0	0.9	0.0	0.0	3.0	0.0	
# AM Stations -					7	# Combos -					7	AM TOTALS				14.1	11.7	14.2	11.7	11.0	11.3	0.0	19.3	0.0
AM & FM Stations Profiled -					22	# Duopolies -					6	Total Local Commercial Share				81.4	76.3	78.5	82.2	78.9	0.0	90.3	0.0	

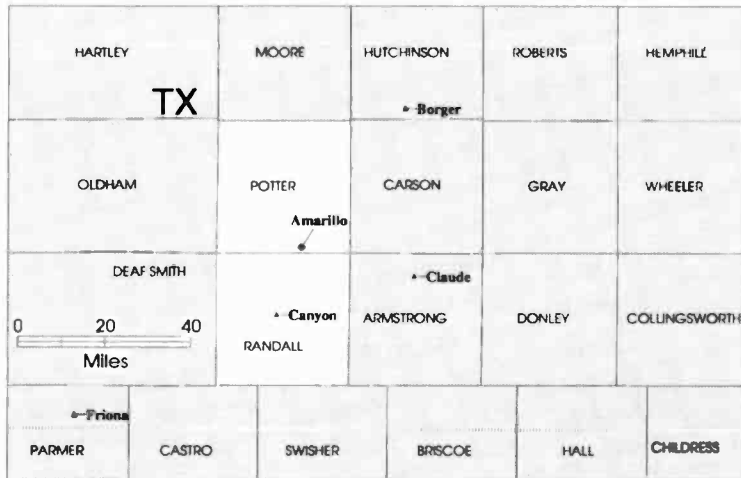
NOTE: Market rated twice yearly with Fall 1997 period.

• Indicates a change since last edition
 1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 188

Revenue Rank: 197

Amarillo, TX Market Overview



Metro Counties / Population (000)

Potter, TX	112.3
Randall, TX	99.9
Total	212.2

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$5,700	\$6,000	\$6,500	\$6,600	\$6,700	\$6,900
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
4.3%	\$7,200	\$7,600	\$8,200	\$8,700	\$9,200		6.5%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$2.81/1,000	\$3.23/1,000	\$3.66/1,000	Local	85%		
Revenue/Capita	\$29.38	\$32.52	\$40.60	National	15%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	194.0	212.2	1.8%	212.2	226.6
Households	73.8	80.4	1.7%	80.4	87.8	1.8%
Retail Sales	2,025.9	2,135.4	1.1%	2,135.4	2,516.6	3.3%
EBI	2,662.2	3,210.2	3.8%	3,210.2	4,139.4	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	103.1	20.5	9.1	8.8	16.8	17.0	12.2	18.6
Women (000)	109.1	20.3	8.9	9.2	15.9	16.8	13.3	24.8
Total	212.2	40.8	18.0	18.1	32.6	33.8	25.5	43.4
Percentage	100.0%	19.2%	8.5%	8.5%	15.4%	15.9%	12.0%	20.5%
Per Capita	\$ 15,128	Median Household		\$ 31,093	Avg Household		\$ 39,927	
Ethnic Population:	White 90.4%	Black 6.1%	Asian 2.6%	Hispanic 16.7%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		12	10	15	7	22
Tot 12+	10.3		63.8	66.4	74.1	14.4	88.5
Avg 12+	3.4		5.3	6.6	4.9	2.1	4.0
Tot LCS	11.6		72.1	75.0	83.7	16.3	100.0
Avg LCS	3.9		6.0	7.5	5.6	2.3	4.5

Competitive Overview

NOTE: Market rated twice yearly with Fall 1997 period.

FM Stations													ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
													Revenue (000)1/	Power Ratio		1999	1998	1998	1997	1997	1996	1996	1995
KQIZ	Amarillo	C1	93.1	100.0	699	b	Cumulus Bcstg Inc	76	9804	3,140		CHR	850	0.90	13.1	7.6	8.1	11.6	11.6	10.1	0.0	11.2	0.0
• KBUY	Amarillo	C	94.1	100.0	1083	a	AMFM Inc	46	9910 p		g	Rock	325	0.51	8.8	4.8	4.1	8.1	7.5	8.6	0.0	6.4	0.0
KGRW	Friona	C2	94.7	50.0	331	e	Equicom, Inc	94	9803	1,250	d4	Tejano			0.2	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
KARX	Claude	C1	95.7	100.0	390	b	Cumulus Bcstg Inc	92	9803	675		Clsc Rock	650	1.13	8.0	6.9	6.1	6.0	8.2	6.0	0.0	4.9	0.0
• KMML	Amarillo	C1	96.9	100.0	614	a	AMFM Inc	85	9910 p		g	Country	525	1.09	6.7	8.6	9.3	5.6	6.3	6.0	0.0	9.0	0.0
KGNC	Amarillo	C	97.9	98.0	1283	c	Morris Comm Corp	58	9612		g1	Country	1,400	1.36	14.3	7.9	12.2	13.3	11.9	11.9	0.0	15.4	0.0
• KPRF	Amarillo	C1	98.7	100.0	469	a	AMFM Inc	79	9910 p		g	CHR	150	0.72	2.9	11.0	7.3	2.5	2.6	4.5	0.0	2.6	0.0
KBZD	Amarillo	C3	99.7	21.5	351	f	Metropolitan Radio	93	9802	400		Rhythm/Blue			1.0	2.8	0.4	0.7	1.1	0.7	0.0	0.7	0.0
KPQZ	Amarillo	C1	100.9	100.0	591		Mandujano Y Asos	97	9805	790		Spanish			0.8	2.1	2.8	1.4	0.0	0.0	0.0	0.0	0.0
KATP	Amarillo	C1	101.9	100.0	935		Cropper-McGuire	76	9605	610		Country	300	1.30	3.2	3.4	3.7	3.5	2.2	1.5	0.0	1.9	0.0
• KRGV	Amarillo	A	103.1	3.0	299		Family Life Bcstg	87	9804 p		g	Christian				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	Equicom, Inc	75	9803		d4	Tejano	225	1.64	1.9	2.8	0.8	1.8	1.5	2.2	0.0	2.2	0.0
KAEZ	Amarillo	A	105.7	6.0	236		KXOJ Inc	91	9908 p	750		Lite AC	100	0.21	6.6	6.2	4.5	5.6	6.0	4.5	0.0	4.5	0.0
KPUR	Canyon	A	107.1	6.0	315	d	Cumulus Bcstg Inc	81	9804	820	c1	Oldies	350	0.99	4.9	4.1	5.7	4.2	4.5	7.1	0.0	3.7	0.0
KZRK	Canyon	C1	107.9	100.0	476	b	Cumulus Bcstg Inc	81	9804	1,000	c3	Rock	450	0.83	7.5	5.9	4.5	8.1	5.2	9.3	0.0	8.6	0.0
# FM Stations -					15	# Combos -					10	FM TOTALS			79.9	74.1	69.5	72.8	68.6	72.4	0.0	71.1	0.0

AM Stations													ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
													Revenue (000)1/	Power Ratio		1999	1998	1998	1997	1997	1996	1996	1995
KGNC	Amarillo	B	710	10.0	10.00	c	Morris Comm Corp	22	9612		g1	Nws/Tik/Spt	1,600	2.42	9.2	8.6	8.9	9.1	7.1	10.1	0.0	8.6	0.0
• KIXZ	Amarillo	B	940	5.0	1.00	a	AMFM Inc	47	9910 p		g	Adlt Sindr	75	0.18	5.8	2.8	3.7	2.8	7.5	2.6	0.0	6.7	0.0
KTNZ	Amarillo	B	1010	5.0	0.50		Metropolitan Radio	46	9704	90		Nws/Tik/Spt				0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KZIP	Amarillo	B	1310	1.0	0.00		Rodriguez Comm	55	9907 p	500	e	Spanish			1.6	0.7	0.8	0.7	2.2	0.0	0.0	1.5	0.0
KDJW	Amarillo	B	1360	0.5	0.14		New Life Comm	55	8610	200		Country			2.0	1.4	0.4	2.1	1.5	0.7	0.0	0.0	0.0
KPUR	Amarillo	B	1440	5.0	1.00	d	Cumulus Bcstg Inc	39	9804		c1	Sports	125	1.45	1.2	0.3	0.8	1.1	1.1	1.5	0.0	1.1	0.0
KZRK	Canyon	B	1550	1.0	0.22	b	Cumulus Bcstg Inc	62	9804		c3	News/Talk				0.3	0.4	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					7	# Combos -					4	AM TOTALS			19.8	14.4	15.0	15.8	19.4	14.9	0.0	17.9	0.0
AM & FM Stations Profiled -					22	# Duopolies -					5	Total Local Commercial Share			88.5	84.5	88.6	88.0	87.3	0.0	89.0	0.0	

• Indicates a change since last edition

1/ See Introduction section for Interpretation of revenue estimates.

Metro Rank: 189

Revenue Rank: 187

Danbury, CT Market Overview



Metro Counties / Population (000)

Fairfield, CT	174.6
Litchfield, CT	28.6
Total	203.2

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$5,500	\$5,800	\$6,800	\$7,000	\$7,000	\$7,300
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
	5.5%	\$7,700	\$8,100	\$8,700	\$9,000	\$9,500	5.5%
	1992	1997	2002			Est. Breakout	
Revenue/Retail Sales	\$2.77/1,000	\$2.75/1,000	\$2.95/1,000			Local	85%
Revenue/Capita	\$28.38	\$35.93	\$45.94			National	15%

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	193.8	203.2	1.0%	203.2	206.8
Households	78.3	75.4	-0.8%	75.4	77.6	0.6%
Retail Sales	1,986.0	2,658.7	6.0%	2,658.7	3,223.8	3.9%
EBI	5,058.5	6,069.5	3.7%	6,069.5	7,585.5	4.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	98.3	15.9	7.5	8.0	15.1	17.0	14.7	20.1
Women (000)	105.0	15.1	7.2	7.9	15.0	18.0	15.8	26.1
Total	203.2	31.0	14.6	15.8	30.1	35.0	30.5	46.2
Percentage	100.0%	15.2%	7.2%	7.8%	14.8%	17.2%	15.0%	22.7%
Per Capita	\$ 29,865	Median Household		\$ 58,352	Avg Household		\$ 80,459	
Ethnic Population:	White 87.4%	Black 9.5%	Asian 2.9%	Hispanic 9.3%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	3		3	5	4	9
Tot 12+	16.2	17.2		25.0	33.4	7.4	40.8
Avg 12+	8.1	5.7		8.3	6.7	1.9	4.5
Tot LCS	39.7	42.2		61.3	81.9	18.1	100.0
Avg LCS	19.9	14.1		20.4	16.4	4.5	11.1

Competitive Overview

Some stations also rated in Bridgeport.

FM Stations														ARB 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
WRKI	Brookfield	B	95.1	29.5 cp	637	b	Aurora Comm	57	9909		g1	AOR	2,575	1.81	18.5	8.8	7.6	7.7	7.3	5.3	6.4	8.0	9.1		
• WDAQ	Danbury	A	98.3	1.3	459	a	Berkshire Bcstg	53				Hot AC	3,150	1.47	27.9	12.5	13.7	9.2	13.9	13.4	14.0	15.6	15.4		
WEZN	Bridgeport	B	99.9	27.5	669		Cox Radio Inc	60	9704			AC	n/a		18.9	6.6	8.8	7.7	7.7	7.7	5.9	7.2	8.4		
• WAXB	Patterson	A	105.5	0.9	610	b	Aurora Comm	64	9910		g1	Oldies	550	1.13	6.3	3.7	1.9	2.3	2.9	2.0	3.4	1.4	0.7		
• WEBE	Westport	B	107.9	50.0	384		Aurora Comm	82	9906	See (108)		AC	n/a		8.2	1.8	2.7	3.4	3.3	2.4	3.0	2.2	3.2		
# FM Stations -					5	# Combos -					3	FM TOTALS					79.8	33.4	34.7	30.3	35.1	30.8	32.7	34.4	36.8
AM Stations														ARB 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
WLAD	Danbury	B	800	1.0	0.29	a	Berkshire Bcstg	47				FullService	1,050	0.77	17.8	5.9	5.7	6.5	8.1	6.9	7.2	6.5	5.3		
• WREF	Ridgefield	B	850	2.5 cp	0.50	a	Berkshire Bcstg	82	9701	550		Oldies	225	1.27	2.3	1.1	1.1	0.8	1.1	0.4	0.8	0.7	2.8		
• WINE	Brookfield	B	940	0.7	0.00	b	Aurora Comm	66	9909			Country	100			0.4	0.0	0.0	0.0	0.4	0.0	2.2	0.4		
WPUT	Brewster	B	1510	1.0	0.00	b	Aurora Comm	58	9909		g	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					4	# Combos -					4	AM TOTALS					20.1	7.4	6.8	7.3	9.2	7.7	8.0	9.4	8.5
AM & FM Stations Profiled -					9	# Duopolies -					3	Total Local Commercial Share						40.8	41.5	37.6	44.3	38.5	40.7	43.8	45.3

• Indicates a change since last edition

1/ See Introduction section for Interpretation of revenue estimates.

Metro Rank: 190

Revenue Rank: 211

Terre Haute, IN Market Overview



Metro Counties / Population (000)

Clay, IN	26.5
Sullivan, IN	20.7
Vermillion, IN	16.6
Vigo, IN	104.8
Clark, IL	16.7
Edgar, IL	19.7
Total	205.0

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$4,000	\$4,100	\$4,900	\$5,200	\$5,300	\$5,900
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
	8.5%	\$6,400	\$6,800	\$7,300	\$7,800	\$8,300	6.7%

	1992	1997	2002	Est. Breakout
Revenue/Retail Sales	\$1.87/1,000	\$1.88/1,000	\$2.08/1,000	Local 85%
Revenue/Capita	\$19.80	\$28.78	\$40.55	National 15%

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	202.0	205.0	0.3%	205.0	204.7	0.0%
Households	77.5	79.4	0.5%	79.4	80.7	0.3%
Retail Sales	2,141.0	3,130.4	7.9%	3,130.4	3,991.5	5.0%
EBI	2,569.5	2,950.1	2.8%	2,950.1	3,611.8	4.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	98.8	16.7	8.7	10.9	13.1	15.3	12.4	21.7
Women (000)	106.2	15.9	8.3	9.4	12.8	14.9	13.1	31.8
Total	205.0	32.5	17.0	20.3	25.9	30.2	25.6	53.5
Percentage	100.0%	15.9%	8.3%	9.9%	12.6%	14.7%	12.5%	26.1%
Per Capita	\$ 14,391							
				Median Household	\$ 28,955		Avg Household	\$ 37,155
Ethnic Population:	White	95.8%	Black	3.2%	Asian	0.8%	Hispanic	0.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	7		8	13	9	22
Tot 12+	19.6	53.0		69.3	72.6	4.1	76.7
Avg 12+	3.3	7.6		8.7	5.6	0.5	3.5
Tot LCS	25.6	69.1		90.4	94.7	5.3	100.0
Avg LCS	4.3	9.9		11.3	7.3	0.6	4.5

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WQTY	Linton	B1	93.3	12.0	476	f	Linton Bcstg Co Inc	70				Nostalgia			0.7	0.4	0.8	0.0	1.1	1.2	0.0	1.1	0.0
WNDI	Sullivan	A	95.3	3.0	151	e	JTM Bcstg Corp	82	9407	237	c4	Country			0.8	0.0	1.3	0.8	0.4	0.4	0.0	0.0	0.0
• WTHC	Seeleyville	A	95.9	4.1	397		Bright Towers	95	9909	665		AC	150	0.81	2.9	2.1	0.8	2.0	2.6	1.6	1.9	0.0	0.0
WSDM	Brazil	A	97.7	6.0	292	a	Crossroads Comm	73	9007	350	c1	Oldies	550	0.99	8.7	5.0	4.6	6.4	7.5	5.2	5.3	6.5	0.0
WACF	Paris	B	98.5	50.0	499	d	Key Bcstg Inc	52	9402	675	c3	Country	425	1.95	3.4	4.1	3.8	3.2	2.2	2.8	7.2	4.0	0.0
WTHI	Terre Haute	B	99.9	50.0	489	c	Emmis	48	9810		g1	Country	1,850	1.07	26.9	20.3	19.2	21.1	21.6	23.8	27.5	32.5	0.0
WMTG	Terre Haute	B	100.7	50.0	499		Bright Towers	60	8505	750		CHR	675	0.70	15.1	15.4	13.4	12.4	11.6	12.9	11.7	17.0	0.0
WLEZ	Terre Haute	B	102.7	28.0	659		Bomar Bcstg Corp	62	9109	325		Soft AC	475	1.06	7.0	3.7	4.6	4.4	6.7	5.2	5.7	3.2	0.0
WCBH	Casey	B1	104.3	11.0	495		Discovery Group	89	9806		g	Hot AC	275	0.90	4.8	0.4	0.8	3.6	4.1	3.6	4.9	1.8	0.0
WAXI	Rockville	A	104.9	1.2	440	a	Crossroads Comm	77	9805	485		Adlt Stndrd	225	1.60	2.2	5.0	3.3	2.0	1.5	2.8	3.0	1.4	0.0
WWVR	W Terre Haute	A	105.5	3.0 cp	295	c	Emmis	67	9810		g1	Clsc Rock	300	1.00	4.7	7.1	12.1	4.4	3.0	1.2	0.4	1.4	0.0
WMMC	Marshall	A	105.9	3.3	295		JDL Broadcasting	89	9810	300		AC	50	0.78	1.0	0.4	1.3	1.2	0.4	0.4	0.8	0.0	0.0
WZZQ	Terre Haute	B	107.5	27.5	669	b	Contemp Media	67	8203	750	c2	AOR	800	0.82	15.3	8.7	9.6	12.7	11.6	14.9	10.9	9.7	0.0
# FM Stations -					13	# Combos -					8	FM TOTALS			93.5	72.6	75.6	74.2	74.3	76.0	79.3	78.6	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WBOW	Terre Haute	B	640	0.3	0.25	b	Contemp Media	27	8203		c2	Nws/Tlk/Spt	125	1.03	1.9	0.8	1.7	1.2	1.9	2.0	1.9	3.2	0.0
WKZI	Casey	B	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
WSDM	Brazil	B	1130	0.5	0.00	a	Crossroads Comm	59	9007		c1	Gospel	50			0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
WZZQ	Terre Haute	C	1230	1.0	1.00	b	Contemp Media	93				AOR				0.0	0.0	0.0	0.4	0.0	0.0	0.0	
• WJSH	Terre Haute	B	1300	0.5	0.08	a	Crossroads Comm	58	9709	56		Gospel	50		0.3	0.4	0.4	0.4	0.0	0.0	0.0	0.0	0.0
WPRS	Paris	B	1440	1.0	0.25	d	Key Bcstg Inc	51	9402		c3	Oldes/Talk	100	1.30	1.2	1.2	0.4	0.8	1.1	1.2	0.8	1.1	0.0
• WTHI	Terre Haute	B	1480	5.0	1.00	c	Word Power Inc	48	9911 p		na	Nws/Tlk/Spt	250	1.26	3.1	1.7	1.7	2.4	2.6	2.8	3.4	2.9	0.0
WNDI	Sullivan	B	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
WBTO	Linton	B	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
# AM Stations -					9	# Combos -					8	AM TOTALS			6.5	4.1	4.6	4.8	5.6	6.4	6.1	7.2	0.0
AM & FM Stations Profiled -					22	# Duopolies -					6	Total Local Commercial Share			76.7	80.2	79.0	79.9	82.4	85.4	85.8	0.0	

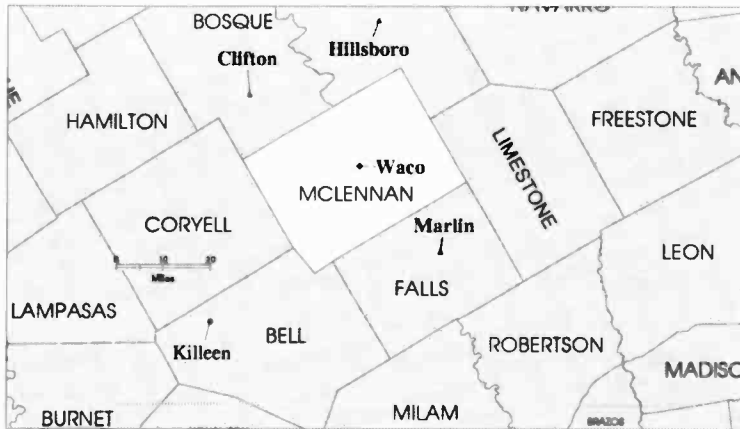
Docket 80-90 Allocations: 93.9, A, Clinton
 NOTE: Market rated twice yearly with Fall 1996 period.

• Indicates a change since last edition
 1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 191

Revenue Rank: 192

Waco, TX Market Overview



Metro Counties / Population (000)

McLennan, TX	204.3
	204.3

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$4,800	\$4,800	\$5,100	\$5,400	\$6,000	\$6,800	7.3%
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
8.8%	\$7,400	\$8,000	\$8,700	\$9,200	\$9,900	7.5%	
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.05/1,000	\$3.72/1,000	\$4.49/1,000	Local	85%		
Revenue/Capita	\$24.84	\$33.28	\$46.50	National	15%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	193.2	204.3	1.1%	204.3	212.9
Households	71.9	76.3	1.2%	76.3	81.1	1.2%
Retail Sales	1,572.7	1,829.1	3.1%	1,829.1	2,207.0	3.8%
EBI	2,464.8	2,863.9	3.0%	2,863.9	3,676.3	5.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	99.1	18.6	8.7	12.6	14.2	14.5	11.6	18.9
Women (000)	105.2	17.8	8.3	12.9	13.6	15.1	12.3	25.3
Total	204.3	36.3	17.0	25.5	27.8	29.6	23.9	44.2
Percentage	100.0%	17.8%	8.3%	12.5%	13.6%	14.5%	11.7%	21.6%
Per Capita	\$ 14,018			Median Household	\$ 28,577		Avg Household	\$ 37,535
Ethnic Population:	White 82.0%		Black 16.6%		Asian 1.0%		Hispanic 15.6%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		7	6	8	5	13
Tot 12+	4.1		59.0	51.7	63.1	4.8	67.9
Avg 12+	4.1		8.4	8.6	7.9	1.0	5.2
Tot LCS	6.0		86.9	76.1	92.9	7.1	100.0
Avg LCS	6.0		12.4	12.7	11.6	1.4	7.7

Competitive Overview

Some stations also rated in Dallas.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
• KLRK	Marlin	C2	92.9	50.0	cp	492 b	KRZI Inc	77	8812	410		AC	100	0.9	0.4	1.3	0.9	0.4	1.3	0.9	0.8	0.0	
	KBCT	Waco	A	94.5	3.2	453	Kenelwood Bcstg	96			Smooth Jazz	225	0.80	3.8	4.1	2.1	2.1	3.1	3.4	2.2	0.0	0.0	
• KCKR	Waco	C2	95.7	24.0	cp	505 a	AMFM Inc	59	9910 p		g	Country	1,050	1.63	8.7	7.3	7.9	6.8	5.3	10.8	10.5	12.9	0.0
• KWTX	Waco	C	97.5	100.0	cp	1411 a	AMFM Inc	70	9910 p		g	CHR	1,575	1.06	20.1	11.0	13.0	15.8	12.3	12.5	12.2	10.4	0.0
• WACO	Waco	C	99.9	90.0		1660 a	AMFM Inc	60	9910 p		g	Country	2,300	1.24	25.0	13.4	14.6	21.4	13.6	18.5	16.6	15.8	0.0
• KBRQ	Hillsboro	C1	102.5	100.0		449 a	AMFM Inc	59	9910 p		g	Cisc Rock	950	1.23	10.4	11.8	7.5	6.4	7.9	9.1	7.9	7.9	0.0
	KWOW	Clifton	C3	103.3	12.5	cp	459	M&M Bcstg Co	89	9607	330	Country	400	0.72	7.5	4.1	6.3	5.6	4.8	2.2	2.6	4.1	0.0
• KKDA	Dallas	C	104.5	100.0		1591	Service Bcstg Corp	47			Urban	n/a		13.8	11.0	7.1	9.0	10.1	7.8	9.2	11.6	0.0	
# FM Stations -				8	# Combos -				5	FM TOTALS				90.2	63.1	59.8	68.0	57.5	65.6	62.1	63.5	0.0	

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
	KBBW	Waco	B	1010	10.0	2.50	Amer Bcstg of TX	53	8604	600	Chrst/Talk	300	2.53	1.6	1.2	0.8	0.9	1.3	0.9	0.4	1.7	0.0
• KWTX	Waco	C	1230	0.9	cp	0.92 a	AMFM Inc	46	9910 p		g	Children	50	0.23	2.9	0.4	0.4	1.3	2.6	2.2	1.7	0.0
	KKTK	Waco	B	1460	1.0	1.00 a	M&M Bcstg Co	22	9905	450	Sports	250	1.47	2.3	0.4	2.1	1.3	1.8	1.3	2.2	2.5	0.0
	KRZI	Waco	B	1580	1.0	0.50 b	KRZI Inc	62	8609	340	Nws/Tlk/Spt	200	0.87	3.1	2.8	2.1	1.7	2.6	2.2	1.3	2.1	0.0
• KRZX	Waco	B	1660	10.0	cp	1.00 b	KRZI Inc	99			Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				5	# Combos -				4	AM TOTALS				9.9	4.8	5.4	5.2	8.3	6.6	6.1	8.0	0.0
AM & FM Stations Profiled -				13	# Duopolies -				3	Total Local Commercial Share				67.9	65.2	73.2	65.8	72.2	68.2	71.5	0.0	

NOTE: Rated twice yearly with Fall 1996 period

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 192

Revenue Rank: 249

Chico, CA Market Overview



Metro Counties / Population (000)

Butte, CA	201.9
	201.9
	403.8

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

ESTIMATED GROSS REVENUES	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$3,300	\$3,400	\$3,600	\$3,800	\$4,000	\$4,200	4.8%
★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	4.8%	\$4,400	\$4,600	\$5,000	\$5,200	\$5,500	6.0%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$2.68/1,000	\$2.62/1,000	\$3.03/1,000	Local	75%		
Revenue/Capita	\$16.93	\$20.80	\$26.80	National	25%		

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

MSA	1992	1997	Growth Rate	1997	2002	Growth Rate
	Population	194.9	201.9	0.7%	201.9	205.2
Households	76.7	79.1	0.6%	79.1	81.1	0.5%
Retail Sales	1,230.1	1,600.9	5.4%	1,600.9	1,817.9	2.6%
EBI	2,408.3	2,470.4	0.5%	2,470.4	2,708.3	1.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	99.8	17.3	7.2	13.2	13.5	15.2	10.8	22.6
Women (000)	102.1	16.3	6.9	11.8	12.7	15.3	11.3	27.9
Total	201.9	33.5	14.1	25.0	26.2	30.5	22.1	50.5
Percentage	100.0%	16.6%	7.0%	12.4%	13.0%	15.1%	10.9%	25.0%
Per Capita	\$ 12,236			Median Household	\$ 23,671		Avg Household	\$ 31,231
Ethnic Population:	White 92.7%		Black 1.4%		Asian 3.9%		Hispanic 10.1%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	10		11	15	3	18
Tot 12+	18.1	37.3		51.0	55.4	14.5	69.9
Avg 12+	3.6	3.7		4.6	3.7	4.8	3.9
Tot LCS	25.9	53.4		73.0	79.3	20.7	100.0
Avg LCS	5.2	5.3		6.6	5.3	6.9	5.6

Competitive Overview

Some stations also rated in Sacramento and Redding.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
KLRS	Chico	A	92.7	1.5	643	e	Results Radio LLC	93	9909		g2	AC	250	0.56	10.1	9.4	7.6	7.9	5.0	3.7	4.7	4.3	2.8		
KFMF	Chico	B1	93.9	2.0	1129	d	Regent Comm	68	9806		g2	AOR	475	1.93	5.6	3.1	6.3	2.9	4.2	5.7	5.8	6.8	6.0		
KMXI	Chico	B	95.1	8.7	1171	b	McCoy Bcstg Co	72	9109		g1	AC	550	1.74	7.2	5.9	3.4	4.6	4.6	4.9	7.8	3.8	6.8		
KALF	Red Bluff	B	95.7	7.0	1266	d	Regent Comm	78	9806		g2	Country	800	1.38	13.2	6.7	7.6	8.8	8.0	9.4	8.9	9.0	6.8		
KZAP	Paradise	B1	96.7	1.5	1289		Paradise Bcstg Inc	77	7912			Clsc Rock	150	0.95	3.6	2.0	3.4	2.5	2.1	3.7	4.3	4.3	1.6		
KZCO	Oroville	B1	97.7	1.5	1276	a	Z-Spanish Media	79	9806		st	Spanish	150			0.8	0.0	0.0	0.0	1.6	0.4	0.4	4.8		
• KRCX	Marysville	B	99.9	1.8	2182		EXCL Comm Inc	47	9703			Spanish	n/a			1.2	0.8	0.0	0.0	1.2	0.4	0.0	1.6		
• KTHU	Corning	B	100.7	20.5 cp	1742	e	Results Radio LLC	88	9909		g2	70s Oldies	200	1.17	3.9	3.5	4.2	2.5	2.5	4.1	1.9	4.7	5.6		
KMJE	Gridley	A	101.5	0.1	1975	e	Results Radio LLC	96	9909		g2	AC			2.7	0.8	1.7	2.1	1.3	0.8	0.4	0.0	0.0		
• KCEZ	Los Molinos	A	102.1	6.0	266	e	Results Radio LLC	98	9909		g2	Clsc Rock				4.3	3.4	0.0	0.0	0.0	0.0	0.0	0.0		
KKCY	Colusa	A	103.1	0.1	1965	e	Results Radio LLC	92	9909		g2	Country	200	1.08	4.2	2.0	1.3	2.5	2.9	3.3	1.6	2.1	2.8		
KHSL	Paradise	B	103.5	1.6	1250	b	McCoy Bcstg Co	83	9608	1,900	c2	Country	300	0.91	7.5	5.1	6.3	3.3	6.3	7.4	6.2	7.7	6.4		
KYIX	South Oroville	A	104.9	0.3	1548	c	Butte Bcstg Co		95		40 cp	ChrsContemp			3.0	1.6	2.1	2.1	1.7	2.5	1.2	1.3	0.0		
KRQR	Orland	B	106.7	50.0	308	e	Results Radio LLC	94	9909		g2	Rock	350	0.78	10.2	4.3	5.0	6.7	6.3	5.7	6.6	9.0	4.8		
KPPL	Colusa	B	107.5	28.0	633	d	Regent Comm	86	9806		g2	Lite Rock	550	1.12	11.2	4.7	3.4	6.7	7.6	4.5	6.6	4.3	3.6		
# FM Stations -					15	# Combos -					13	FM TOTALS					82.4	55.4	56.5	52.6	52.5	58.5	56.8	57.7	53.6

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
• KKXX	Mulberry	B	930	1.0 cp	0.06	c	Butte Bcstg Co	60	6612			Chrst/Talk			0.6	0.4	0.0	0.0	0.8	0.0	0.0	0.0	0.0		
KPAY	Chico	B	1290	5.0	5.00	b	McCoy Bcstg Co	59	9109		g1	Nws/Tlk/Spt	400	0.75	12.1	11.0	8.4	7.1	8.4	8.2	8.5	10.3	10.4		
KJAZ	Oroville	C	1340	1.0	1.00	a	Z-Spanish Media	62	9806		st	Big Band			4.9	3.1	3.8	3.3	2.9	0.0	0.0	0.0	0.0		
# AM Stations -					3	# Combos -					3	AM TOTALS					17.6	14.5	12.2	10.4	12.1	8.2	8.5	10.3	10.4
AM & FM Stations Profiled -					18	# Duopolies -					5	Total Local Commercial Share					69.9	68.7	63.0	64.6	66.7	65.3	68.0	64.0	

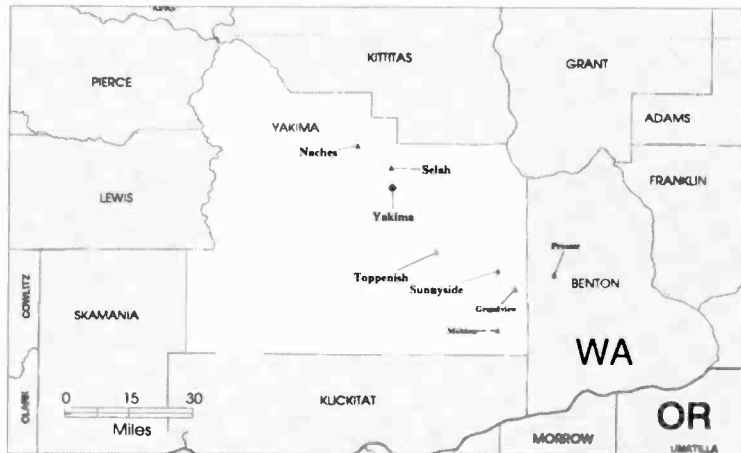
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 193

Revenue Rank: 190

Yakima, WA Market Overview



Metro Counties / Population (000)

Yakima, WA	209.5
	209.5

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$5,600	\$6,000	\$6,400	\$6,700	\$6,900	\$7,000
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	8.6%	\$7,600	\$8,100	\$8,600	\$9,100	\$9,600	6.0%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$4.16/1,000	\$4.07/1,000	\$4.35/1,000	Local	80%		
Revenue/Capita	\$28.34	\$33.41	\$42.88	National	20%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	197.6	209.5	1.2%	209.5	223.9
Households	68.8	72.7	1.1%	72.7	78.3	1.5%
Retail Sales	1,345.8	1,719.6	5.0%	1,719.6	2,206.4	5.1%
EBI	2,297.9	2,854.6	4.4%	2,854.6	3,919.8	6.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	104.6	22.2	10.5	8.8	14.7	15.9	12.8	19.7
Women (000)	104.9	21.0	9.6	7.8	13.5	16.3	12.8	24.0
Total	209.5	43.2	20.1	16.6	28.2	32.3	25.5	43.7
Percentage	100.0%	20.6%	9.6%	7.9%	13.5%	15.4%	12.2%	20.9%
Per Capita	\$ 13,626	Median Household		\$ 30,404	Avg Household		\$ 39,266	
Ethnic Population:	White 91.0%	Black 1.6%	Asian 1.8%	Hispanic 31.2%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		9	7	11	8	19
Tot 12+	3.6		53.9	53.9	57.5	22.6	80.1
Avg 12+	1.8		6.0	7.7	5.2	2.8	4.2
Tot LCS	4.5		67.3	67.3	71.8	28.2	100.0
Avg LCS	2.2		7.5	9.6	6.5	3.5	5.3

Competitive Overview

NOTE: Some stations also rated in Richland-Kennewick-Pasco.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
KQSN	Toppenish	C2	92.9	17.0	843	a	Clear Channel	77	9908	p	g5	AC	400	1.55	3.4	3.6	3.8	2.8	2.7	4.7	5.3	4.8	0.0	
KATS	Yakima	C1	94.5	100.0	909	a	Clear Channel	68	9908	p	g5	AOR/CIRck	900	1.14	10.4	9.9	8.0	10.5	6.4	9.0	11.0	11.4	0.0	
KZTB	Sunnyside	A	96.7	6.0	cp	0	Butterfield Bcstg	74	9710		c1	Spanish	425		2.1	2.4	0.4	1.1	2.3	2.9	1.8	0.7	0.0	
KZTA	Naches	A	96.9	0.5	cp	1063	Butterfield Bcstg	88	9410			Spanish	247		4.8	1.2	1.7	2.5	5.3	2.9	4.6	8.5	0.0	
KLES	Mabton	C3	98.7	5.8	cp	679	Web Media Ltd	98	9802			Top 40	50		0.2	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	
KHHK	Yakima	C3	99.7	4.1		804	New NW Bcstrs	84	9905		d4	Rock & Roll	350	0.78	5.9	3.6	3.8	4.6	4.9	5.0	1.4	0.7	0.0	
KARY	Grandview	C2	100.9	6.9		1270	New NW Bcstrs	89	9509			Oldies	100	0.57	2.3	5.5	3.8	1.8	1.9	0.0	0.0	0.0	0.0	
KZXR	Prosser	C3	101.7	3.5		869	Funk Enterprises	62	9212			Hot AC	285		1.6	0.0	0.4	0.7	1.9	0.7	0.4	0.7	0.0	
KXDD	Yakima	C	104.1	100.0	cp	1129	New NW Bcstrs	71	9905		d4	Country	1,600	1.10	19.1	16.2	15.1	13.7	17.4	14.4	14.9	15.5	0.0	
KRSE	Yakima	C1	105.7	100.0	cp	545	New NW Bcstrs	77	9808		d1	AC	600	1.00	7.9	3.2	4.2	5.6	7.2	4.7	5.7	7.0	0.0	
KFFM	Yakima	C	107.3	100.0	cp	1375	Clear Channel	70	9908	p	g5	CHR	950	0.67	18.7	11.9	17.2	16.8	13.6	10.8	14.2	12.9	0.0	
# FM Stations -					11	# Combos -					9	FM TOTALS				76.4	57.5	58.4	60.5	63.6	55.1	59.3	62.2	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
KYAK	Yakima	B	930	1.0	0.13		Read Bcstg	62	9803			Religion	100			0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	
KJOX	Selah	B	980	5.0	cp	0.50	New NW Bcstrs	55	9905		d4	Rock & Roll	75			0.0	0.0	0.0	0.0	2.2	2.5	3.0	0.0	
KYXE	Selah	B	1020	5.0		0.50	Butterfield Bcstg	83	9811		c3	Spanish	350	2.30	2.0	2.0	1.7	2.1	1.1	2.5	1.1	0.7	0.0	
KZTS	Sunnyside	B	1210	10.0		1.00	Butterfield Bcstg	50	9710		c1	Spanish	150	0.73	2.7	3.6	1.7	2.1	2.3	0.7	0.7	0.7	0.0	
KIT	Yakima	B	1280	5.0		1.00	Clear Channel	29	9908	p	g5	News/Talk	1,050	0.99	13.9	13.4	9.2	11.6	11.0	11.5	10.7	9.6	0.0	
KBBO	Yakima	B	1390	5.0		0.39	New NW Bcstrs	47	9812		d1	Religion	150	1.32	1.5	1.6	2.1	1.4	1.1	1.4	1.8	1.5	0.0	
KMWX	Yakima	B	1460	5.0		3.70	Clear Channel	44	9908	p	g5	Oldies	350	1.49	3.1	2.0	2.9	2.8	2.3	5.0	5.3	3.0	0.0	
● KENE	Toppenish	C	1490	1.0		1.00	Good News &	53				Spanish	125		0.2	0.0	0.0	0.0	0.4	0.0	1.1	0.0	0.0	
# AM Stations -					8	# Combos -					6	AM TOTALS				23.4	22.6	17.6	20.0	18.2	24.4	23.2	18.5	0.0
AM & FM Stations Profiled -					19	# Duopolies -					7	Total Local Commercial Share				80.1	76.0	80.5	81.8	79.5	82.5	80.7	0.0	

NOTE: Market rated twice yearly with Fall 1996 period.

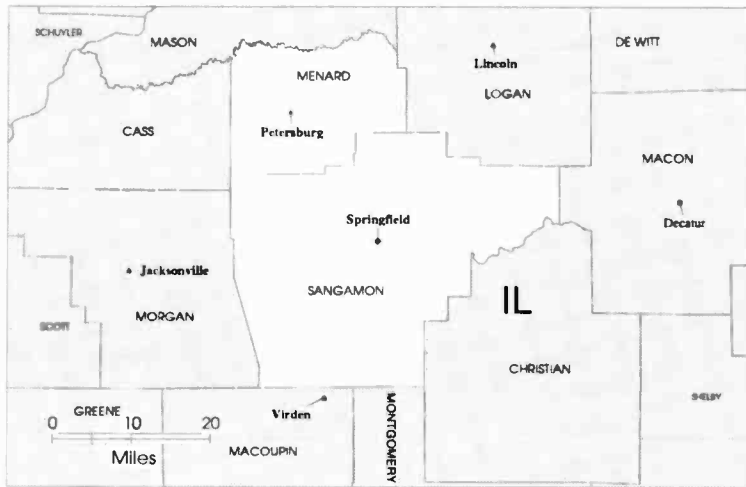
● Indicates a change since last edition

1/ See introduction section for Interpretation of revenue estimates.

Metro Rank: 194

Revenue Rank: 152

Springfield, IL Market Overview



Metro Counties / Population (000)

Menard, IL	13.3
Sangamon, IL	188.4
	201.7

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$7,600	\$8,100	\$8,900	\$9,700	\$9,800	\$9,900
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	12.1%	\$11,100	\$11,800	\$12,600	\$13,200	\$14,000	6.0%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$4.73/1,000	\$5.91/1,000	\$7.69/1,000	Local	85%		
Revenue/Capita	\$39.28	\$49.08	\$68.36	National	15%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	193.5	201.7	0.8%	201.7	204.8
Households	78.2	81.9	0.9%	81.9	84.4	0.6%
Retail Sales	1,605.9	1,675.1	0.8%	1,675.1	1,821.3	1.7%
EBI	3,283.1	3,551.9	1.6%	3,551.9	4,139.3	3.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	95.7	17.8	8.3	6.9	14.4	17.2	12.9	18.2
Women (000)	106.0	17.2	8.1	7.2	15.0	18.6	14.1	25.9
Total	201.7	35.0	16.4	14.1	29.3	35.8	27.0	44.2
Percentage	100.0%	17.3%	8.1%	7.0%	14.5%	17.7%	13.4%	21.9%
Per Capita	\$ 17,610	Median Household		\$ 36,315	Avg Household		\$ 43,369	
Ethnic Population:	White 90.4%	Black 8.4%	Asian 1.0%	Hispanic 1.0%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	7		8	9	4	13
Tot 12+	4.7	59.2		62.6	63.9	17.5	81.4
Avg 12+	2.4	8.5		7.8	7.1	4.4	6.3
Tot LCS	5.8	72.7		76.9	78.5	21.5	100.0
Avg LCS	2.9	10.4		9.6	8.7	5.4	7.7

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WQLZ	Taylorville	B1	92.7	11.5	482	b	67	9211	1,000		AOR	1,100	0.83	12.0	11.9	9.4	10.4	9.7	10.4	14.3	9.9	0.0
WYXY	Lincoln	B1	93.9	15.0	430	c	93	9705	6,000	c2	Country	500	0.64	7.0	5.1	7.6	5.8	5.9	6.7	5.2	3.9	0.0
• WCVS	Viriden	A	96.7	6.0	328	a	82	9910 p		g	Clsc Hits	250	0.58	3.9	3.4	2.5	5.0	1.5	1.9	0.8	1.3	0.0
WLUIJ	Petersburg	A	97.7	6.0	328			86			Inspiration			1.8	1.3	1.1	0.8	2.2	1.1	1.2	1.3	0.0
WNNS	Springfield	B	98.7	50.0	469	b	80	8502			AC	1,700	1.28	12.0	9.4	9.4	10.4	9.7	10.1	10.0	9.9	0.0
WYMG	Jacksonville	B	100.5	50.0	492	c	48	8608		g	Clsc Rock	950	1.06	8.1	6.0	6.8	6.2	7.4	5.6	6.4	5.6	0.0
WQQL	Springfield	B	101.9	50.0	272	c	65	9309	1,500	e	Oldies	1,200	1.29	8.4	5.5	9.7	6.2	7.8	8.6	6.8	9.5	0.0
WDBR	Springfield	B	103.7	20.0 cp	768	c	48	9705		c2	CHR	1,700	1.08	14.2	13.6	12.2	13.5	10.4	13.4	12.4	12.1	0.0
• WFMB	Springfield	B	104.5	43.0	430	a	65	9910 p		g	Country	1,550	1.17	11.9	7.7	7.6	8.5	11.5	9.0	11.6	12.1	0.0
# FM Stations -				9	# Combos -				8	FM TOTALS				79.3	63.9	66.3	66.8	66.1	66.8	68.7	65.6	0.0

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WMAY	Springfield	B	970	1.0	0.50	b	Mid-West Family	50	7612			News/Talk	650	0.77	7.6	8.1	6.8	6.5	6.3	5.6	4.4	5.6	0.0
WTAX	Springfield	C	1240	1.0	1.00	c	Saga Comm Inc	30	9705		c2	News/Talk	1,050	1.02	9.3	7.7	8.3	8.5	7.1	8.6	7.6	8.6	0.0
WLLM	Lincoln	B	1370	1.0	0.04	c	Saga Comm Inc	51	9705		c2	Big Band	100		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WFMB	Springfield	C	1450	1.0	1.00	a	AMFM Inc	22	9910 p		g	Sports	350	0.83	3.8	1.7	2.2	2.7	3.7	1.9	2.0	1.3	0.0
# AM Stations -				4	# Combos -				4	AM TOTALS				20.7	17.5	17.3	17.7	17.1	16.1	14.0	15.5	0.0	
AM & FM Stations Profiled -				13	# Duopolies -				5	Total Local Commercial Share				81.4	83.6	84.5	83.2	82.9	82.7	81.1	0.0		

NOTE: Market rated twice yearly with Fall 1996 period.

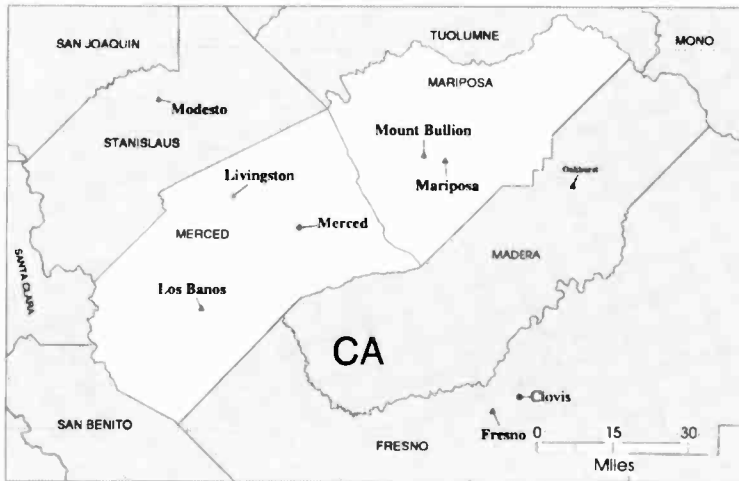
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 195

Revenue Rank: 245

Merced, CA Market Overview



Metro Counties / Population (000)

Mariposa, CA	16.1
Merced, CA	203.6
	219.7

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		N/A	N/A	\$3,000	\$3,300	\$3,700	\$4,100
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
9.8%	\$4,500	\$4,900	\$5,400	\$5,800	\$6,200	8.0%	
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	N/A	\$3.22/1,000	\$4.35/1,000	Local	80%		
Revenue/Capita	N/A	\$18.66	\$28.80	National	20%		

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

MSA	1992	1997	Growth Rate	1997	2002	Growth Rate
	Population	208.0	219.7	1.1%	219.7	215.3
Households	65.1	68.4	1.0%	68.4	67.3	-0.3%
Retail Sales	1,027.7	1,274.6	4.4%	1,274.6	1,425.1	2.3%
EBI	2,290.3	2,204.3	-0.8%	2,204.3	2,219.4	0.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	110.8	26.8	11.3	9.8	17.1	16.1	11.9	17.8
Women (000)	108.9	25.4	10.5	8.7	15.6	15.5	12.6	20.7
Total	219.7	52.2	21.7	18.5	32.7	31.6	24.5	38.5
Percentage	100.0%	23.8%	9.9%	8.4%	14.9%	14.4%	11.1%	17.5%
Per Capita	\$ 10,033			Median Household	\$ 24,460		Avg Household	\$ 32,227
Ethnic Population:	White	84.2%	Black	4.4%	Asian	9.9%	Hispanic	37.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viabie FMs	All FMs	All AMs	Total
# Stations	7	9		6	16	3	19
Tot 12+	15.7	36.8		31.6	52.5	2.8	55.3
Avg 12+	2.2	4.1		5.3	3.3	0.9	2.9
Tot LCS	28.4	66.5		57.1	94.9	5.1	100.0
Avg LCS	4.1	7.4		9.5	5.9	1.7	5.3

Competitive Overview

Some stations also rated in Fresno and Modesto.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
KJMQ	Atwater	A	92.5	6.0	328		Clarke Bcstg Corp	95				R&B Oldies	300	1.19	5.6	2.8	2.0	2.6	3.8	3.1	2.0	4.2	0.4	
KSKS	Fresno	B	93.7	68.0	1903		Infinity Bcstg	46	9805			Country	n/a		5.3	3.2	4.4	3.7	2.3	5.4	3.6	3.1	4.9	
KHOP	Oakdale	B	95.1	16.0 cp	876	b	Citadel Comm Corp	85	9703	See (122)	1	AOR	n/a		9.6	5.3	3.2	5.6	5.4	5.4	6.7	5.8	3.3	
KNTO	Livingston	A	95.9	3.0	305		Gomez, Nelson F.	85	9302	198		Spanish	300	2.02	3.3	2.0	2.8	1.1	2.7	1.2	1.6	1.9	2.5	
KUBB	Mariposa	B	96.3	1.9	2113	d	Buckley Bcstg Corp	77	8507			Country	700	1.28	12.2	5.3	4.0	6.7	7.3	7.0	7.5	8.5	10.2	
• KABX	Merced	B	97.5	8.8 cp	1161	a	Merced Radio	36	9905	1,775 c1		Oldies	750	1.62	10.3	6.9	6.0	4.9	6.9	7.0	4.0	6.5	5.7	
KLOQ	Winton	A	98.7	6.0	299	c	Clarke Bcstg Corp	94	9608	500 c2		Spanish	400	1.17	7.6	2.0	8.4	6.0	2.7	1.9	1.6	1.2	1.6	
KCIV	Mount Bullion	B	99.9	1.9	2100		Bott Radio Network	89				Relgn/Talk			2.4	2.0	0.8	1.5	1.2	1.6	0.0	1.2	1.6	
KAMB	Merced	B	101.5	17.0	846		Central Valley	67	9609		st	ChrsContemp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KAAT	Oakhurst	B1	103.1	25.0	56		Calif-Sierra Corp	82				AC	n/a			0.0	0.0	0.0	0.0	1.6	1.6	2.7	0.0	
KATM	Modesto	B	103.3	50.0	499	b	Citadel Comm Corp	48	9212		1	Country	n/a		5.0	4.0	2.8	2.6	3.1	4.3	7.1	3.8	6.1	
KDJK	Mariposa	A	103.9	0.1	2047	b	Citadel Comm Corp	92	9308			Clsc Hits			0.7	0.4	0.4	0.4	0.4	0.4	0.0	0.4	1.2	
• KHTN	Los Banos	B	104.7	50.0	469	d	Buckley Bcstg Corp	66	9508	510		Rhymc/CHR	675	0.75	19.9	10.1	12.0	12.7	10.0	12.1	12.7	12.3	13.5	
• KIBG	Merced	A	106.3	3.0	476	a	Merced Radio	89	9602	450		AC	250	0.99	5.6	4.5	2.8	2.6	3.8	1.6	3.2	2.7	0.0	
KQLB	Los Banos	A	106.9	6.0	328		VLB Bcstg Inc	92	9112		na	Country	125	0.93	3.0	1.6	2.0	2.2	1.2	2.3	2.0	0.8	0.0	
• KAJZ	Merced	A	107.7	4.0 cp	407	a	Merced Radio	94	9809	600		Jazz	100	1.31	1.7	2.4	2.0	1.1	0.8	0.8	1.6	0.0	0.0	
# FM Stations -					16	# Combos -					9	FM TOTALS				92.2	52.5	53.6	53.7	51.6	55.7	55.2	55.1	51.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
KLBS	Los Banos	B	1330	0.4	5.00		Ethnic Radio Inc	61	8205			Portuguese	225	5.00	1.0	0.0	0.0	0.0	1.2	2.3	0.0	0.0	0.0	
• KYOS	Merced	B	1480	5.0	5.00	a	Merced Radio	83	8901		c1	News/Talk	275	0.97	6.3	2.8	2.4	2.6	4.6	5.1	1.2	3.5	1.6	
KTFN	Merced	B	1580	1.0	0.30	c	Clarke Bcstg Corp	56	9608		c2	Sports	175		0.7	0.0	0.8	0.0	0.8	0.0	2.0	1.9	0.8	
# AM Stations -					3	# Combos -					2	AM TOTALS				8.0	2.8	3.2	2.6	6.6	7.4	3.2	5.4	2.4
AM & FM Stations Profiled -					19	# Duopolies -					5	Total Local Commercial Share				55.3	56.8	56.3	58.2	63.1	58.4	60.5	53.4	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 196

Revenue Rank: 174

Northwest Michigan Market Overview



Metro Counties / Population (000)

Antrim, MI	21.0
Benzie, MI	14.4
Charlevoix, MI	24.0
Emmet, MI	28.8
Grand Traverse, MI	73.7
Kalkaska, MI	15.6
Leelanau, MI	19.2
Total	196.7

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$7,400	\$7,700	\$8,500	\$8,600	\$8,700	\$8,800
★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	6.8%	\$9,400	\$10,100	\$10,900	\$11,400	\$12,100	6.5%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
Revenue/Capita	\$4.37/1,000	\$3.61/1,000	\$3.69/1,000	Local	82%		
	\$41.18	\$44.74	\$56.91	National	18%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	179.7	196.7	1.8%	196.7	212.6	1.6%
Households	68.0	75.3	2.1%	75.3	83.1	2.0%
Retail Sales	1,692.7	2,436.1	7.6%	2,436.1	3,280.5	6.1%
EBI	2,430.5	2,934.8	3.8%	2,934.8	3,838.6	5.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	97.0	18.7	8.5	6.7	13.3	17.1	12.4	20.2
Women (000)	99.7	17.3	8.2	6.3	13.6	16.9	12.6	24.7
Total	196.7	36.0	16.7	12.9	27.0	34.1	25.0	44.9
Percentage	100.0%	18.3%	8.5%	6.6%	13.7%	17.3%	12.7%	22.8%
Per Capita	\$ 14,920							
Median Household					\$ 31,835			
Avg Household								\$ 38,975
Ethnic Population:	White	97.7%	Black	0.3%	Asian	0.5%	Hispanic	0.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		17	10	18	8	26
Tot 12+	0.0		71.1	61.2	71.1	13.2	84.3
Avg 12+	0.0		4.2	6.1	4.0	1.7	3.2
Tot LCS	0.0		84.3	72.6	84.3	15.7	100.0
Avg LCS	0.0		5.0	7.3	4.7	2.0	3.8

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
• WBYC	Atlanta	C1	92.5	100.0	869	c	Northern Bcstg	75	9401	965		Country	650	3.29	2.1	0.7	4.4	1.6	1.9	1.5	4.0	4.3	0.0	
• WBCM	Boyer City	C2	93.5	14.0	929	b	Midwestern Bcstg	78	9009	250		Country	100		0.7	1.5	0.8	1.2	0.0	0.8	0.8	0.4	0.0	
	WBYB	Leland	C2	94.3	20.5	764	c	Northern Bcstg	91	9401	200	Country			1.8	1.8	3.2	2.7	0.4	0.4	0.0	0.0	0.0	
	WJZJ	Glen Arbor	C2	95.5	21.0	738	d	Northern Star	97	9809	g1	1 Modern Rock	200	0.71	3.0	3.3	2.8	3.5	1.5	3.5	0.0	0.0	0.0	
• WLXT	Petoskey	C1	96.3	100.0	981	a	MacDonald Garber	67	9812	g2	Soft AC	425	1.16	3.9	4.4	7.9	4.3	2.3	4.6	4.9	3.6	0.0		
	WLXV	Cadillac	C3	96.7	7.2	443	a	MacDonald Garber	74	9812	g2	Soft AC				0.4	0.4	0.0	0.0	0.0	0.0	0.7	0.0	
	WKLT	Kalkaska	C2	97.5	32.0	617	c	Northern Bcstg	79			AOR/CIRck	1,600	1.42	12.0	8.4	7.1	9.7	10.2	9.3	11.3	8.0	0.0	
• WGFN	Glen Arbor	C2	98.1	21.0	738	d	Northern Star	91	9809	g1	1 Clsc Rock	200	0.61	3.5	4.7	4.8	3.9	1.9	1.2	1.6	2.5	0.0		
	WKLZ	Petoskey	C1	98.9	52.0	802	c	Northern Bcstg	65	9107	g1	1 AOR/CIRck	800	1.55	1.2	2.6	0.8	1.2	0.8	1.2	1.2	2.5	0.0	
	WBNZ	Frankfort	C2	99.3	50.0	410		Crystal Clear	78	9107	84	al Hot AC	100		0.7	1.1	0.8	0.4	0.8	0.8	1.2	1.4	0.0	
	WLDR	Traverse City	C1	101.9	100.0	630		Grt Northern Bcstg	66			AC	550	1.15	5.1	3.6	3.6	4.7	3.8	5.4	5.7	4.3	0.0	
• WMKC	St. Ignace	C	102.9	100.0	1102	d	Northern Star	82	9809	g1	1 Country	400	0.65	6.5	1.8	3.6	3.5	7.2	5.8	6.5	5.8	0.0		
	WTCM	Traverse City	C	103.5	100.0	991	b	Midwestern Bcstg	65			Country	1,800	0.98	19.6	12.8	14.7	14.7	17.8	19.7	15.0	19.2	0.0	
	WGFM	Cheboygan	C1	105.1	100.0	610	d	Northern Star	68	9809	g1	1 Clsc Rock	450	1.50	3.2	2.9	3.2	2.7	2.7	2.3	3.6	2.5	0.0	
	WKHQ	Charlevoix	C	105.9	100.0	892	a	MacDonald Garber	80	9812	g2	CHR/AC	900	1.33	7.2	5.8	6.0	5.8	6.1	7.3	7.7	5.8	0.0	
• WKPK	Gaylord	C1	106.7	100.0	581	c	Northern Bcstg	72	9610	g	CHR	475	0.59	8.5	6.9	4.0	7.0	7.2	7.7	4.5	6.2	0.0		
	WCKC	Cadillac	A	107.1	2.8	482	d	Northern Star	85	9809	g1	1 Clsc Rock				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	b	Midwestern Bcstg	67	9610	2,200	c4 Oldies	750	1.29	6.2	8.4	4.8	5.8	4.5	4.2	5.3	5.4	0.0	
# FM Stations -					18	# Combos -					16	FM TOTALS				85.2	71.1	72.9	72.7	69.1	75.7	73.3	72.6	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
	WTCM	Traverse City	B	580	15.0	0.80	b	Midwestern Bcstg	41			News/Talk	375	0.39	10.3	8.8	7.1	8.9	8.3	6.6	4.0	6.2	0.0	
•	WJNL	Petoskey	B	750	1.0	0.33	e	Stone Comm Inc	99			Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
•	WIDG	St. Ignace	B	940	5.0	0.00	d	Northern Star	66	9809	g1	1 Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	WJML	Petoskey	B	1110	10.0	0.00	e	Stone Comm Inc	66	9112	24	Nws/Tlk/Spt			0.5	0.0	0.0	0.4	0.4	0.0	0.0	0.7	0.0	
	WCBY	Cheboygan	C	1240	1.0	1.00	d	Northern Star	54	9809	g1	1 Nostalgia				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
•	WMKT	Charlevoix	B	1270	5.0	5.00	a	MacDonald Garber	74	9812	g2	News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
•	WCCW	Traverse City	B	1310	5.0	0.00	b	Midwestern Bcstg	60	9610	c4	Nostalgia	150	0.80	2.0	2.9	1.6	1.9	1.5	1.9	2.0	3.6	0.0	
•	WMBN	Petoskey	C	1340	1.0	1.00	a	MacDonald Garber	46	9812	g2	Oldies	100	0.56	1.9	1.5	0.8	1.6	1.5	1.2	0.0	0.7	0.0	
# AM Stations -					8	# Combos -					8	AM TOTALS				14.7	13.2	9.5	12.8	11.7	9.7	6.0	11.2	0.0
AM & FM Stations Profiled -					26	# Duopolies -					12	Total Local Commercial Share				84.3	82.4	85.5	80.8	85.4	79.3	83.8	0.0	

NOTE: Market rated twice yearly with Fall 1996 period.

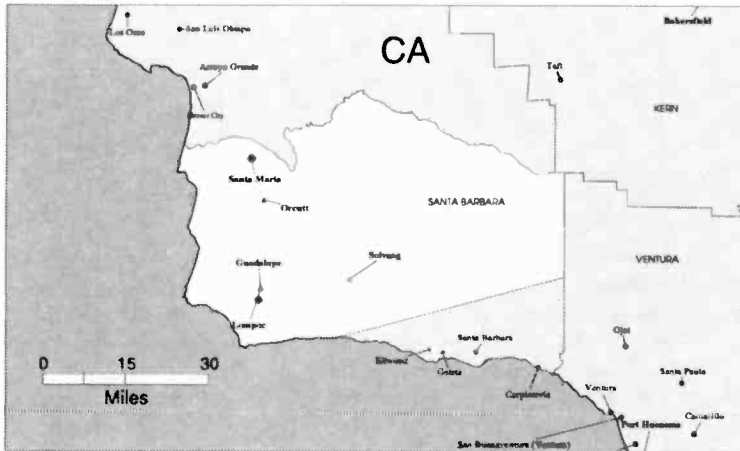
• Indicates a change since last edition

1/ See introduction section for Interpretation of revenue estimates.

Metro Rank: 197

Revenue Rank: 260

Santa Maria-Lompoc, CA Market Overview



Metro Counties / Population (000)

Santa Barbara, CA	194.0
	194.0

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		N/A	N/A	N/A	N/A	N/A	\$3,200
★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	9.4%	\$3,500	\$3,700	\$4,000	\$4,200	\$4,400	5.7%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
Revenue/Capita	N/A	\$1.91/1,000	\$2.41/1,000	Local	80%		
	N/A	\$16.49	\$22.00	National	20%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	184.8	194.0	1.0%	194.0	200.0
Households	64.3	66.8	0.8%	66.8	68.6	0.5%
Retail Sales	1,468.4	1,678.0	2.7%	1,678.0	1,825.9	1.7%
EBI	3,118.3	3,155.9	0.2%	3,155.9	3,440.2	1.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55	
Men (000)	97.2	16.5	6.8	13.2	16.6	15.8	11.3	17.1	
Women (000)	96.8	15.6	6.4	12.1	14.3	14.7	11.6	22.0	
Total	194.0	32.2	13.3	25.3	30.9	30.5	22.9	39.1	
Percentage	100.0%	16.6%	6.8%	13.0%	15.9%	15.7%	11.8%	20.1%	
Per Capita	\$ 16,265		Median Household		\$ 36,084		Avg Household		\$ 47,237
Ethnic Population:	White	89.9%	Black	3.0%	Asian	5.9%	Hispanic	33.3%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	5		5	7	6	13
Tot 12+	5.8	18.5		23.9	24.3	11.2	35.5
Avg 12+	2.9	3.7		4.8	3.5	1.9	2.7
Tot LCS	16.3	52.1		67.3	68.5	31.5	100.0
Avg LCS	8.2	10.4		13.5	9.8	5.3	7.7

Competitive Overview

Some stations also rated in San Luis Obispo.

														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
																1999	1998	1998	1997	1997	1996	1996	1995	
• KPAT	Orcutt	B1	95.7	3.3	735	d	Amer General	87	9911 p	900		Christian			1.7	0.4	0.0	0.4	1.2	0.0	0.0	0.0	0.0	
• KSYV	Solvang	A	96.7	5.8	-52		Pacific Coast Bcstg	82	8209			AC	100			0.0	0.4	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	700	1.21	16.5	4.5	5.0	6.2	8.3	6.5	0.0	0.0	0.0	
• KRQK	Lompoc	B1	100.3	3.7	863	a	Amer General	79	9909 p	1,300		Spanish	400	1.02	11.2	3.7	5.4	3.8	6.2	5.3	0.0	0.0	0.0	
	KSNI	Santa Maria	B	102.5	13.5	860	b	Mondosphere Bcstg	60	9908 p	3,750 c2	Country	550	0.97	16.2	5.4	10.4	6.5	7.5	4.9	0.0	0.0	0.0	
	KBOX	Lompoc	B1	104.1	5.7	682		Hunter, Cliff	68			AC	625	1.33	13.4	4.5	3.8	5.4	6.2	6.9	0.0	0.0	0.0	
	KIDI	Guadalupe	A	105.5	0.4	1342	c	Emerald Wave	92	9704	475 c1	Spanish	300	1.17	7.3	5.8	6.9	1.2	5.8	4.1	0.0	0.0	0.0	
# FM Stations -					7	# Combos -					4	FM TOTALS				66.3	24.3	31.9	23.5	35.2	27.7	0.0	0.0	0.0

														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
																1999	1998	1998	1997	1997	1996	1996	1995	
	KGDP	Orcutt	B	660	3.3	1.00	d Radio Reps Inc	87				Chrst/Talk			3.9	1.2	0.4	0.8	2.9	3.3	0.0	0.0	0.0	
	KSMA	Santa Maria	C	1240	1.0 cp	1.00	b Mondosphere Bcstg	46	9908 p		c2	Nws/Tlk/Spt	300	0.79	10.8	2.1	3.5	3.8	5.8	4.1	0.0	0.0	0.0	
	KTME	Lompoc	B	1410	0.5	0.08	e Blackhawk Comm	63	9801	80		Talk			1.2	0.4	0.0	0.0	1.2	0.0	0.0	0.0		
	KUHL	Santa Maria	B	1440	5.0	1.00	e Blackhawk Comm	46				Talk	450	0.83	15.5	5.8	6.9	8.1	4.6	7.3	0.0	0.0	0.0	
	KSBQ	Santa Maria	B	1480	1.0	0.06	a Pacific Spanish	61	9505	10sw		CHR				0.0	1.2	0.0	0.0	0.8	0.0	0.0	0.0	
	KTAP	Santa Maria	B	1600	0.5	0.00	c Emerald Wave	62	9704		c1	Spanish	100	1.24	2.3	1.7	2.7	0.8	1.2	2.4	0.0	0.0	0.0	
# AM Stations -					6	# Combos -					6	AM TOTALS				33.7	11.2	14.7	13.5	15.7	17.9	0.0	0.0	0.0
AM & FM Stations Profiled -					13	# Duopolies -					3	Total Local Commercial Share				35.5	46.6	37.0	50.9	45.6	0.0	0.0	0.0	

NOTE: Market first rated Spring 1997.

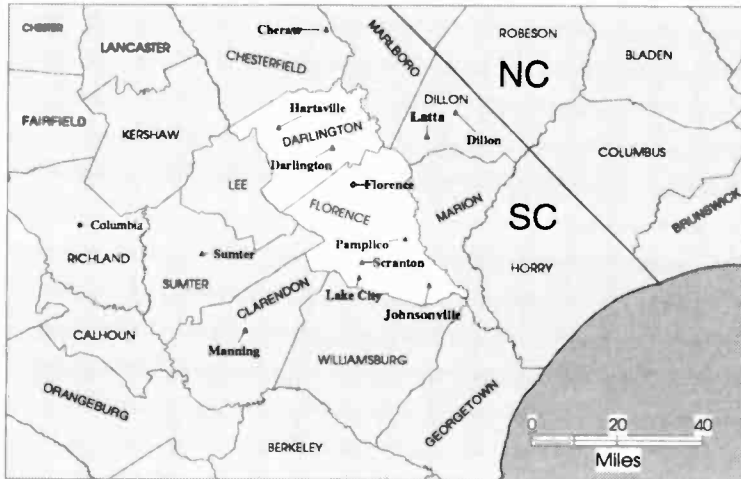
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 198

Revenue Rank: 199

Florence, SC Market Overview



Metro Counties / Population (000)

Darlington, SC	66.2
Florence, SC	126.4
	192.6

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$4,400	\$4,600	\$5,000	\$5,500	\$6,200	\$6,800
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	4.4%	\$7,100	\$8,500	\$9,000	\$9,400	\$10,000	9.1%
	1992	1997	2002				Est. Breakout
Revenue/Retail Sales	\$3.33/1,000	\$3.55/1,000	\$4.14/1,000				Local 80%
Revenue/Capita	\$24.31	\$35.31	\$49.36				National 20%

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	181.0	192.6	1.3%	192.6	202.6	1.0%
Households	64.2	69.5	1.6%	69.5	75.0	1.5%
Retail Sales	1,320.3	1,915.5	7.7%	1,915.5	2,414.1	4.7%
EBI	2,085.5	2,426.9	3.1%	2,426.9	3,132.1	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	91.0	17.8	10.1	8.1	12.3	15.6	12.0	15.1
Women (000)	101.6	17.1	9.9	8.7	13.6	17.2	13.3	21.7
Total	192.6	35.0	20.0	16.8	25.9	32.8	25.4	36.8
Percentage	100.0%	18.2%	10.4%	8.7%	13.4%	17.0%	13.2%	19.1%
Per Capita	\$ 12,601							
				Median Household	\$ 27,314		Avg Household	\$ 34,919
Ethnic Population:	White 59.4%		Black 40.2%		Asian 0.3%		Hispanic 0.5%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		8	8	14	9	23
Tot 12+	21.6		36.2	48.2	57.8	15.2	73.0
Avg 12+	3.6		4.5	6.0	4.1	1.7	3.2
Tot LCS	29.6		49.6	66.0	79.2	20.8	100.0
Avg LCS	4.9		6.2	8.3	5.7	2.3	4.3

Competitive Overview

Some stations also rated in 89, 125 and 173.

													ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A Format	1998 Est		Avg '98 Local Comm	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
			Freq	(kW)									Revenue (000)1/	Power Ratio		1999	1998	1998	1997	1997	1996	1996	1995
• WHLZ	Manning	C	92.5	100.0	1171	a	Cumulus Bcstg Inc	73	9904	3,250	c4	1 Country	625	1.26	7.0	6.4	4.6	6.9	4.0	4.8	8.3	8.6	0.0
• WEGX	Dillon	C	92.9	100.0	1801	b	Root Comm Group	54	9710	3,500	c6	Country	1,150	2.45	6.6	4.1	2.9	4.6	5.7	5.7	5.7	8.6	0.0
	WGSS	A	94.1	6.0	328	b	Root Comm Group	98				Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WCMG	Latta	C3	94.3	10.5	502	d	Cumulus Bcstg Inc	70	9904	525	1	R&B Oldies	175	1.30	1.9	1.4	3.3	0.9	2.0	5.2	3.5	2.9	0.0
• WBZF	Hartsville	A	98.5	3.0	328	a	Cumulus Bcstg Inc	92	9904	700	c1	1 Gospel	175	0.65	3.8	2.8	2.1	2.8	2.8	2.2	3.1	3.7	0.0
• WWFN	Lake City	A	100.1	3.3	433	a	Florence Cnty	77	9312	400	e	1 Oldies	100	0.56	2.5	1.8	1.7	2.3	1.6	3.5	1.3	1.6	0.0
• WFSF	Marion	C3	100.5	21.5	354	a	Cumulus Bcstg Inc	91	9803	3,800	d3	1 Hot AC	200	1.04	2.7	1.4	2.1	1.4	2.8	3.5	2.2	0.4	0.0
	WWDM	C	101.3	100.0	1322		Clear Channel	61	9607			Urban	n/a		5.8	5.0	5.4	3.7	5.3	7.0	7.0	7.8	0.0
• WMXT	Pamplico	C2	102.1	50.0	479	a	Cumulus Bcstg Inc	90	9904		d3	1 Clsc Rock	350	1.37	3.6	5.5	2.5	2.8	3.2	3.0	2.6	3.7	0.0
	WSQN	A	102.9	2.9	466	b	Root Comm Group	91	9707		g1	Oldies	400	0.82	6.9	3.7	4.2	5.1	5.7	3.5	4.8	2.9	0.0
	WJMX	C2	103.3	50.0	492	b	Root Comm Group	79	9707		g1	CHR	1,500	1.45	14.6	8.3	8.3	11.1	11.7	7.4	8.3	6.9	0.0
	WPDT	A	105.1	4.4	374		Waccamaw Neck	95				CHR				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	WDAR	C3	105.5	17.0	400	b	Root Comm Group	65	9707		g1	Soft AC	550	1.16	6.7	4.1	4.2	5.1	5.3	4.8	3.9	4.5	0.0
• WYNN	Florence	A	106.3	6.0	325	a	Cumulus Bcstg Inc	64	9803	4,100	c2	Urban	875	0.77	16.1	13.3	16.3	12.5	12.6	10.4	14.9	9.8	0.0
# FM Stations -					14	# Combos -					11	FM TOTALS			78.2	57.8	57.6	59.2	62.7	61.0	65.6	61.4	0.0

													ARB 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A Format	1998 Est		Avg '98 Local Comm	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
			Freq	(kW)	(kW)	Revenue (000)1/								Power Ratio	1999		1998	1998	1997	1997	1996	1996	1995	
• WYNN	Florence	B	540	0.3	0.17	a	Cumulus Bcstg Inc	58	9803		c2	Gospel	400	0.36	15.6	10.6	10.4	13.0	11.3	9.6	14.0	16.3	0.0	
	WDSC	B	800	1.0	0.38	b	Root Comm Group	46	9710		c6	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WYMB	Manning	B	920	2.3	1.00	a	Cumulus Bcstg Inc	57	9904		c4	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	WJMX	B	970	10.0	3.00	b	Root Comm Group	47	9707		g1	Nws/Tlk/Spt	375	1.35	3.9	2.8	3.8	3.7	2.4	2.6	3.5	2.4	0.0	
	WOLS	C	1230	1.0	1.00	c	GHB Bcstg	37	8712	20		Nostalgia	150	1.24	1.7	1.8	1.7	1.4	1.2	0.4	0.9	0.4	0.0	
	WHYM	B	1260	5.0	0.06	c	GHB Bcstg	53	9205	35		Nostalgia				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	WPFM	B	1350	0.7	0.07	b	Root Comm Group	55	9707	3		Gospel	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WHSC	Hartsville	C	1450	1.0	1.00	a	Cumulus Bcstg Inc	46	9806		c1	Cntry/Gospl			0.8	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	
	WTNI	C	1490	1.0	1.00		J & J Bcstg Inc	72				Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					9	# Combos -					8	AM TOTALS			22.0	15.2	15.9	18.1	16.1	12.6	18.4	19.1	0.0	
AM & FM Stations Profiled -					23	# Duopolies -					9	Total Local Commercial Share			73.0	73.5	77.3	78.8	73.6	84.0	80.5	0.0		

NOTE: Market rated twice yearly with Fall 1996 period.

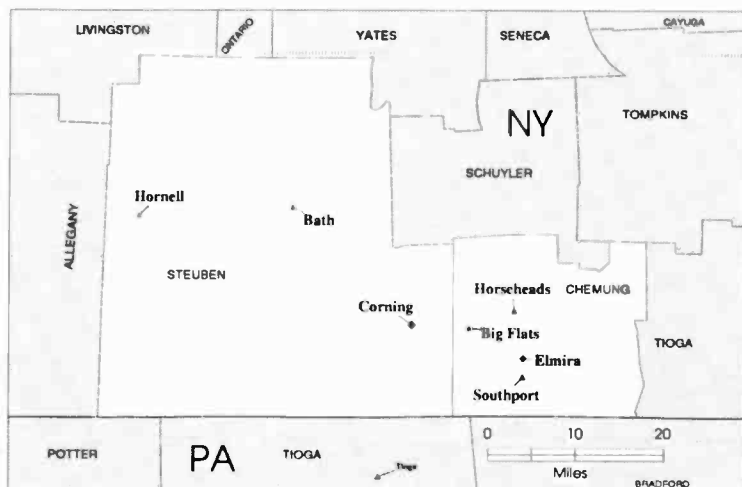
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 199

Revenue Rank: 234

Elmira-Corning, NY Market Overview



Metro Counties / Population (000)

Chemung, NY	92.7
Steuben, NY	98.5
Total	191.2

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

ESTIMATED GROSS REVENUES ★★★	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>Δ 92 - 97</u>
	N/A	N/A	\$4,200	\$4,400	\$4,600	\$4,900	
	<u>Δ 97 - 98</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 98 - 02</u>
	8.2%	\$5,300	\$5,600	\$6,000	\$6,300	\$6,600	5.7%

	<u>1992</u>	<u>1997</u>	<u>2002</u>	Est. Breakout
Revenue/Retail Sales	N/A	\$2.84/1,000	\$3.24/1,000	Local 85%
Revenue/Capita	N/A	\$25.63	\$35.77	National 15%

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

	<u>1992</u>	<u>1997</u>	<u>Growth Rate</u>	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>
MSA Population	195.0	191.2	-0.4%	191.2	184.5	-0.7%
Households	73.3	71.8	-0.4%	71.8	70.2	-0.4%
Retail Sales	1,275.6	1,723.8	6.2%	1,723.8	2,040.1	3.4%
EBI	2,605.1	2,518.3	-0.7%	2,518.3	2,721.8	1.6%

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)	92.8	17.3	8.3	7.0	12.3	15.0	12.6	20.3
Women (000)	98.4	16.6	8.0	7.4	12.5	15.0	12.8	26.2
Total	191.2	33.9	16.3	14.4	24.8	30.0	25.4	46.5
Percentage	100.0%	17.7%	8.5%	7.5%	13.0%	15.7%	13.3%	24.3%
Per Capita	\$ 13,171							
				Median Household	\$ 28,558		Avg Household	\$ 35,074
Ethnic Population:	White 95.1%		Black 3.7%		Asian 1.0%		Hispanic 1.3%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	10	3		10	13	11	24
Tot 12+	45.9	16.6		58.3	62.5	5.6	68.1
Avg 12+	4.6	5.5		5.8	4.8	0.5	2.8
Tot LCS	67.4	24.4		85.6	91.8	8.2	100.0
Avg LCS	6.7	8.1		8.6	7.1	0.7	4.2

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
WCKR	Hornell	A	92.1	1.3	512	a	Doran, Kevin	49	9010	538	c3	Country	200	0.44	8.6	4.6	1.7	10.7	2.1	3.2	4.4	7.3	0.0		
WENY	Elmira	A	92.7	1.2	715	b	Green Group	65				Lite AC	600	1.86	6.1	3.7	7.0	3.3	5.6	6.8	4.0	4.0	0.0		
WLTV	Elmira	A	94.3	1.8	499	c	Pembrook Pines Inc	66	7710		c5	CHR	500	0.68	13.9	9.6	9.1	8.9	11.5	8.1	9.8	9.7	0.0		
WPHD	Tioga	B1	94.7	12.0	482		Europa Comm Inc	91				AOR	100	0.86	2.2	2.8	2.9	1.9	1.3	2.7	2.7	1.2	0.0		
WGMM	Big Flats	A	97.7	0.6	722	d	Eolin Bcstg Inc	89	9604	425		Rock/Oldes	300	1.26	4.5	5.5	4.5	2.8	3.8	3.6	3.6	2.8	0.0		
WVIN	Bath	A	98.3	4.5	367	e	Pembrook Pines Inc	71	9004	225	c1	AC	350	0.86	7.7	3.2	3.7	7.0	4.3	4.1	3.6	3.2	0.0		
WCBA	Corning	A	98.7	1.2	722	d	Eolin Bcstg Inc	48	9006	790	c2	AC	400	1.89	4.0	1.4	2.5	3.3	2.6	1.4	2.2	2.0	0.0		
WOKN	Southport	A	99.5	2.7	489	c	Pembrook Pines Inc	93	9512	77		Country	200	0.48	7.9	7.8	7.0	6.5	5.1	5.9	8.0	6.9	0.0		
WPGI	Horseheads	A	100.9	3.8	246	g	Sabre Comm Inc	70	9505	750	c7	Country	350	0.88	7.5	6.4	6.6	4.2	6.8	5.9	5.8	6.1	0.0		
WCIK	Bath	A	103.1	0.8	532		Family Life Minstris	83				Christlan				0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0		
WNGZ	Montour Falls	A	104.9	1.0	479	g	Sabre Comm Inc	73	9709	250	c1	Clsc Rock	50	0.35	2.7	3.7	2.9	1.9	2.1	0.9	0.0	1.2	0.0		
WKPQ	Homell	B	105.3	43.0	532	f	Bilbat Radio Inc	46	8306	450	c4	Adult Rock	600	2.10	5.4	4.6	4.1	2.8	5.1	6.8	4.9	4.9	0.0		
WNKI	Corning	B	106.1	40.0	532	g	Sabre Comm Inc	47	9505			CHR	1,250	1.32	17.9	9.2	9.1	13.1	13.2	10.4	12.0	9.3	0.0		
# FM Stations -					13	# Combos -					11	FM TOTALS					88.4	62.5	61.1	66.4	63.5	59.8	61.0	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'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
WWLZ	Horseheads	B	820	4.1	0.85	g	Sabre Comm Inc	66	9505		c7	Nws/Tlk/Spt	125	0.98	2.4	1.4	1.2	1.9	1.7	0.9	2.7	1.6	0.0		
WLNL	Horseheads	B	1000	5.0	0.00		Love Church	67	9110	256		Religion	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WENY	Elmira	C	1230	1.0	1.00	b	Green Group	39	6109			News/Talk	150	1.05	2.7	0.9	2.1	2.3	1.7	1.8	3.1	1.2	0.0		
WHHO	Homell	B	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	0.0		
WCBA	Corning	B	1350	1.0	0.04	d	Eolin Bcstg Inc	48	9006		c2	Nostalgia			2.7	0.0	2.1	2.3	1.7	0.9	2.2	1.6	0.0		
WABH	Bath	B	1380	2.5	0.12	e	Pembrook Pines Inc	62	9004		c1	Oldies			0.6	0.0	1.2	0.0	0.9	0.0	0.0	0.0	0.0		
WELM	Elmira	B	1410	5.0	1.00	c	Pembrook Pines Inc	47	7710		c5	Sports			1.2	0.5	1.2	0.9	0.9	1.4	1.8	0.4	0.0		
WCLI	Corning	C	1450	1.0	0.93	d	Eolin Bcstg Inc	49	9609	50		News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WLEA	Homell	B	1480	2.5	0.02	a	Doran, Kevin	51	9010		c3	Oldies			1.4	2.8	1.7	0.0	2.1	0.0	0.0	3.2	0.0		
● WBZD	Watkins Glen	C	1490	0.4	0.40	g	Sabre Comm Inc	68	9709		c1	Clsc Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WEHH	Elmira Heights	B	1590	0.5	0.50	c	Pembrook Pines Inc	56	8210	150		Adlt Stndrd			0.6	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					11	# Combos -					10	AM TOTALS					11.6	5.6	9.5	8.3	9.0	5.0	9.8	8.0	0.0
AM & FM Stations Profiled -					24	# Duopolies -					7	Total Local Commercial Share					68.1	70.6	74.7	72.5	64.8	70.8	67.8	0.0	

NOTE: Market first rated twice yearly with Fall 1996.

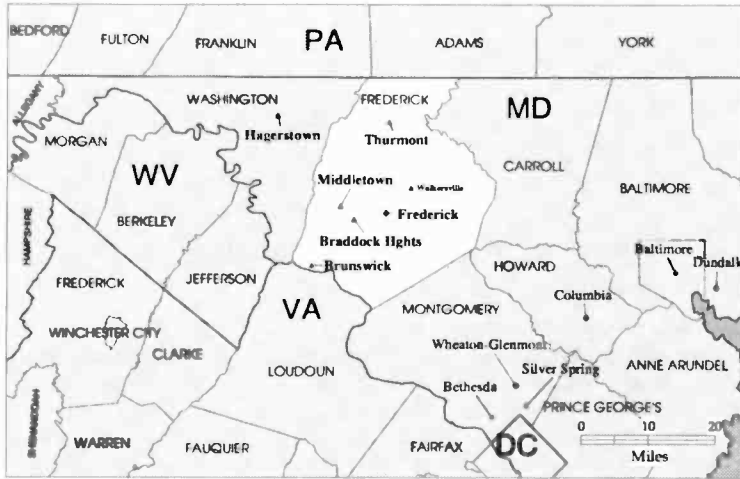
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 200

Revenue Rank: 230

Frederick, MD Market Overview



Metro Counties / Population (000)

Frederick, MD	184.1
	184.1

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

ESTIMATED GROSS REVENUES ★★★	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	Δ 92 - 97
	\$3,700	\$3,800	\$4,200	\$4,500	\$4,600	\$5,100	6.7%
	Δ 97 - 98	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	Δ 98 - 02
	7.8%	\$5,500	\$5,800	\$6,300	\$6,600	\$7,000	6.5%
	<u>1992</u>	<u>1997</u>	<u>2002</u>	Est. Breakout			
Revenue/Retail Sales	\$3.13/1,000	\$2.83/1,000	\$3.17/1,000	Local	90%		
Revenue/Capita	\$23.17	\$27.70	\$34.91	National	10%		

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

	<u>1992</u>	<u>1997</u>	Growth Rate	<u>1997</u>	<u>2002</u>	Growth Rate
MSA Population	159.7	184.1	2.9%	184.1	200.5	1.7%
Households	56.1	65.2	3.1%	65.2	72.1	2.0%
Retail Sales	1,181.4	1,802.2	8.8%	1,802.2	2,206.5	4.1%
EBI	2,554.7	3,174.7	4.4%	3,174.7	3,906.9	4.2%

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)	91.5	17.1	7.6	7.6	14.7	17.6	13.5	13.5	
Women (000)	92.6	16.7	7.1	7.7	14.6	17.6	12.2	16.7	
Total	184.1	33.8	14.7	15.3	29.3	35.2	25.7	30.2	
Percentage	100.0%	18.4%	8.0%	8.3%	15.9%	19.1%	13.9%	16.4%	
Per Capita	\$ 17,244		Median Household		\$ 44,123		Avg Household		\$ 48,692
Ethnic Population:	White	91.4%	Black	7.0%	Asian	1.4%	Hispanic	1.7%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	3		3	5	5	10
Tot 12+	10.1	22.3		27.3	32.4	5.5	37.9
Avg 12+	5.1	7.4		9.1	6.5	1.1	3.8
Tot LCS	26.6	58.8		72.0	85.5	14.5	100.0
Avg LCS	13.3	19.6		24.0	17.1	2.9	10.0

Competitive Overview

Some stations also rated in Washington, D.C. and Hagerstown.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
• WFRE	Frederick	B	99.9	7.9	1166	a	AMFM Inc	61	9910 p		g	Country	2,975	1.48	36.5	17.2	16.7	14.2	12.1	18.1	0.0	21.3	0.0
WAFY	Middletown	A	103.1	1.0	571		Frederick Bcstg	90				AC	1,000	0.84	21.7	5.9	7.5	8.5	7.1	4.9	0.0	7.9	0.0
WWVZ	Braddock Hghts	A	103.9	0.4	912	b	Bonneville Intl	72	9607		g1	CHR	650	0.75	15.8	4.2	4.4	6.9	4.6	3.3	0.0	3.1	0.0
WWZZ	Waldorf	B	104.1	20.0	801	b	Bonneville Intl	65	9607			CHR	n/a		5.2	1.3	0.8	1.6	2.1	2.1	0.0	0.8	0.0
• WARX	Hagerstown	B	106.9	15.5 cp	853		Manning Bcstg Inc	57	8210	See (161)		Oldies	n/a		7.5	3.8	4.0	2.8	2.5	6.2	0.0	2.8	0.0
# FM Stations -				5	# Combos -				3	FM TOTALS				86.7	32.4	33.4	34.0	28.4	34.6	0.0	35.9	0.0	

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WWTL	Walkersville	B	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
WXTR	Frederick	B	820	4.3	0.43	b	Bonneville Intl	60	9607		g1	Country	100	0.87	2.1	0.0	0.8	1.6	0.0	0.4	0.0	2.4	0.0
• WFMD	Frederick	B	930	5.0	2.50	a	AMFM Inc	36	9910 p		g	News/Talk	725	1.18	11.2	5.5	5.6	3.3	4.6	6.2	0.0	5.9	0.0
WTHU	Thurmont	C	1450	0.5	0.40		Walmer, Charles	67	9204	125		Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WTRI	Brunswick	B	1520	9.3 cp	0.00		Capitol Bcstg	66	9812 p	300		Spanish				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				5	# Combos -				2	AM TOTALS				13.3	5.5	6.4	4.9	4.6	6.6	0.0	8.3	0.0	
AM & FM Stations Profiled -				10	# Duopolies -				1	Total Local Commercial Share				37.9	39.8	38.9	33.0	41.2	0.0	44.2	0.0		

NOTE: Market rated twice yearly with Fall 1997 period.

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 201

Revenue Rank: 130

Cedar Rapids, IA Market Overview



Metro Counties / Population (000)

Linn, IA	182.2
	182.2

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$8,200	\$8,500	\$9,900	\$10,900	\$12,000	\$12,700	9.1%
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
7.9%	\$13,700	\$14,700	\$15,900	\$16,800	\$18,000	7.0%	
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$4.89/1,000	\$5.22/1,000	\$5.72/1,000	Local	86%		
Revenue/Capita	\$47.43	\$69.70	\$96.41	National	14%		

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

MSA	1992	1997	Growth Rate	1997	2002	Growth Rate
	Population	172.9	182.2	1.1%	182.2	186.7
Households	67.2	71.3	1.2%	71.3	74.2	0.8%
Retail Sales	1,677.4	2,435.2	7.7%	2,435.2	3,147.7	5.3%
EBI	2,920.1	3,187.6	1.8%	3,187.6	3,750.8	3.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	89.4	16.0	7.7	8.3	14.0	15.3	12.1	16.1
Women (000)	92.8	15.2	7.1	8.6	13.2	15.4	12.5	20.8
Total	182.2	31.2	14.9	16.8	27.2	30.7	24.6	36.8
Percentage	100.0%	17.1%	8.2%	9.2%	14.9%	16.8%	13.5%	20.2%
Per Capita	\$ 17,495			Median Household	\$ 38,233		Avg Household	\$ 44,707
Ethnic Population:	White	96.5%	Black	2.2%	Asian	1.1%	Hispanic	1.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			7	6	7	5	12
Tot 12+			66.6	62.1	66.6	16.7	83.3
Avg 12+			9.5	10.4	9.5	3.3	6.9
Tot LCS			80.0	74.5	80.0	20.0	100.0
Avg LCS			11.4	12.4	11.4	4.0	8.3

Competitive Overview

Some stations also rated in Waterloo-Cedar Falls.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
• KRNA	Iowa City	C1	94.1	100.0	981	b	AMFM Inc	74	9910	p	g	AOR	1,400	1.50	6.8	5.7	4.9	4.1	6.8	6.5	7.1	8.7	0.0	
• WMT	Cedar Rapids	C1	96.5	100.0	518	a	Clear Channel	63	9905		g1	AC	2,100	1.03	14.9	9.0	10.3	11.2	12.6	8.2	8.4	10.5	0.0	
• KHAK	Cedar Rapids	C1	98.1	100.0	459	b	AMFM Inc	61	9910	p	g	Country	2,600	1.15	16.5	14.3	15.2	13.3	13.1	15.2	16.9	16.2	0.0	
• KKRQ	Iowa City	C1	100.7	100.0	532	a	Clear Channel	66	9905		g1	Clsc Hits	1,350	1.01	9.8	11.0	7.2	7.5	8.1	9.1	5.8	4.8	0.0	
• KZIA	Cedar Rapids	C1	102.9	100.0	cp	853	KZIA Inc	75	9405		2,000	CHR	650	0.83	5.7	13.9	11.7	4.6	4.5	8.7	6.7	5.7	0.0	
• KDAT	Cedar Rapids	C1	104.5	100.0		551	b	AMFM Inc	71	9910	p	g	Soft Rock	1,675	0.87	14.1	8.2	9.0	11.2	11.3	10.8	10.2	10.5	0.0
• KOKZ	Waterloo	C	105.7	100.0	1322		Bahakel Comm	62				Oldies	n/a		4.8	4.5	3.1	4.1	3.6	3.5	3.1	3.1	0.0	
# FM Stations -				7	# Combos -				5	FM TOTALS				72.6	66.6	61.4	56.0	60.0	62.0	58.2	59.5	0.0		

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
• WMT	Cedar Rapids	B	600	5.0	5.00	a	Clear Channel	22	9905		g1	FullService	3,000	1.28	17.1	9.4	13.5	13.3	14.0	10.0	14.7	14.8	0.0
• KXIC	Iowa City	B	800	1.0	0.20	a	Clear Channel	48	9905		g1	Talk	125		0.6	0.4	0.4	0.4	0.5	0.4	0.0	0.0	0.0
• KTOF	Cedar Rapids	B	1360	1.0	0.12	b	AMFM Inc	61	9910	p	g	1 ChrsContemp			0.3	0.0	0.0	0.0	0.5	0.4	0.4	0.9	0.0
• KMRV	Cedar Rapids	C	1450	1.0	1.00		Sellers Bcstg Inc	49	9804		475	Adlt Stndrd	350	0.52	4.9	4.5	4.5	4.6	3.2	4.3	4.4	3.9	0.0
• KCRG	Cedar Rapids	B	1600	5.0	5.00		Cedar Rapids TV	47				News	475	0.75	4.6	2.4	2.7	3.7	3.6	3.0	3.1	3.1	0.0
# AM Stations -				5	# Combos -				3	AM TOTALS				27.5	16.7	21.1	22.0	21.8	18.1	22.6	22.7	0.0	
AM & FM Stations Profiled -				12	# Duopolies -				3	Total Local Commercial Share				83.3	82.5	78.0	81.8	80.1	80.8	82.2	0.0		

NOTE: Market rated twice yearly with Fall 1996 period.

• Indicates a change since last edition
 1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 202

Revenue Rank: 234

Alexandria, LA Market Overview



Metro Counties / Population (000)

Avoyelles, LA	41.2
Grant, LA	18.9
Rapides, LA	127.6
Total	187.7

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

ESTIMATED GROSS REVENUES	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$4,500	\$4,600	\$4,700	\$4,800	\$4,800	\$4,900	1.5%
★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	8.2%	\$5,300	\$5,600	\$5,900	\$6,200	\$6,600	5.5%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.45/1,000	\$3.17/1,000	\$3.44/1,000	Local	90%		
Revenue/Capita	\$23.73	\$26.11	\$34.88	National	10%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	189.6	187.7	-0.2%	187.7	189.2
Households	66.4	66.5	0.0%	66.5	68.6	0.6%
Retail Sales	1,303.6	1,544.2	3.4%	1,544.2	1,917.5	4.4%
EBI	2,063.0	2,232.1	1.6%	2,232.1	2,773.3	4.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55	
Men (000)	90.1	18.9	9.1	7.5	13.0	13.4	11.1	17.2	
Women (000)	97.6	18.3	8.9	7.6	13.0	14.4	12.5	22.8	
Total	187.7	37.2	18.0	15.2	26.1	27.7	23.6	40.0	
Percentage	100.0%	19.8%	9.6%	8.1%	13.9%	14.8%	12.6%	21.3%	
Per Capita	\$ 11,892		Median Household		\$ 24,410		Avg Household		\$ 33,566
Ethnic Population:	White	70.0%	Black	28.9%	Asian	0.7%	Hispanic	1.5%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		7	9	11	5	16
Tot 12+	10.0		61.4	67.4	71.4	9.5	80.9
Avg 12+	2.5		8.8	7.5	6.5	1.9	5.1
Tot LCS	12.4		75.9	83.3	88.3	11.7	100.0
Avg LCS	3.1		10.8	9.3	8.0	2.3	6.3

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)†/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
KLIL	Moreauville	A	92.1	6.0	299		Cajun Bcstg Corp	80	8609			Oldies	250	1.75	2.7	2.8	3.1	3.1	1.3	5.6	0.0	5.5	0.0		
KQID	Alexandria	C	93.1	97.0	1522	b	Cenla Bcstg Co Inc	78	8008	600		CHR	850	1.28	12.5	6.3	8.9	9.4	11.1	7.7	0.0	8.0	0.0		
● KFAD	Alexandria	A	93.9	6.0	328		FM Bcstg Corp	93	9306			Rhythmic	200	2.36	1.6	1.2	2.2	1.3	1.3	3.1	0.0	3.4	0.0		
● KZMZ	Alexandria	C	96.9	95.0	1450	c	AMFM Inc	47	9910 p		g	Clsc Rock	500	1.05	9.0	9.5	4.0	7.2	7.5	6.7	0.0	8.0	0.0		
● KAPB	Marksville	A	97.7	6.0 cp	328	a	Radio Group	71	8811	350	c1	Country	275	1.18	4.4	3.2	3.1	4.5	2.7	3.1	0.0	3.4	0.0		
● KKST	Oakdale	C1	98.7	35.0	1053	c	AMFM Inc	72	9910 p		g	AC	500	1.24	7.6	4.4	5.8	6.3	6.2	6.7	0.0	3.8	0.0		
● KRRV	Alexandria	C	100.3	97.0	1053	c	AMFM Inc	69	9910 p		g 1	Country	1,200	1.38	16.4	9.5	12.4	13.5	13.3	14.4	0.0	18.1	0.0		
KBCE	Boyce	C3	102.3	21.0	289		Trinity Bcstg Corp	82				Urban AC	325	0.29	20.9	19.8	18.2	17.5	16.8	14.9	0.0	13.1	0.0		
KLAA	Tioga	C2	103.5	50.0	476	d	Cajun Comm TX	84	9212	7	e	Country	350	0.79	8.4	8.3	8.0	5.8	8.0	5.1	0.0	3.4	0.0		
KEZP	Bunkie	C3	104.3	18.0	384		Owensville Comm	91				Oldies	450	1.25	6.8	3.6	4.0	5.4	5.8	5.1	0.0	5.9	0.0		
KHFX	Ball	A	105.5	1.5	328	d	Cajun Comm TX	98	9810		cp	Rock & Roll				2.8	3.1	0.0	0.0	0.0	0.0	0.0	0.0		
# FM Stations -					11	# Combos -					6	FM TOTALS					90.3	71.4	72.8	74.0	74.0	72.4	0.0	72.6	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)†/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
KLBG	Alexandria	B	580	5.0	1.00		Radio Maria	35	9910	900	c4	Gospel	250	0.87	5.4	6.3	5.8	4.5	4.4	4.6	0.0	5.5	0.0		
KWDF	Ball	B	840	8.0	0.00		Moore, A. T.	87				Gospel			1.6	0.8	0.4	1.3	1.3	1.5	0.0	1.3	0.0		
KSYL	Alexandria	B	970	1.0	1.00	b	Cenla Bcstg Co Inc	47	8008			Nws/Tlk/Spt	150	1.49	1.9	1.6	1.8	0.9	2.2	1.5	0.0	2.1	0.0		
KTLD	Pineville	B	1110	2.0	0.00		Hill Country Bcstg	74	9108	50		Nws/Inf/Gsp			0.5	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0		
● KDBS	Alexandria	B	1410	1.0 cp	0.00	c	AMFM Inc	53	9910 p		g 1	Nws/Tlk/Spt	25		0.2	0.8	0.0	0.4	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					5	# Combos -					2	AM TOTALS					9.6	9.5	8.0	8.0	7.9	7.6	0.0	8.9	0.0
AM & FM Stations Profiled -					16	# Duopolies -					2	Total Local Commercial Share					80.9	80.8	82.0	81.9	80.0	0.0	81.5	0.0	

NOTE: Market rated twice yearly with Fall 1997 period.

● Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.

Metro Rank: 203

Revenue Rank: 225

Ft. Walton Beach, FL Market Overview



Metro Counties / Population (000)

Okaloosa, FL	175.3
	175.3

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$3,600	\$3,800	\$4,300	\$4,500	\$4,900	\$5,400
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	5.6%	\$5,700	\$6,000	\$6,500	\$6,900	\$7,300	6.5%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$2.60/1,000	\$3.01/1,000	\$3.31/1,000	Local	93%		
Revenue/Capita	\$23.62	\$30.80	\$38.48	National	7%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	152.4	175.3	2.8%	175.3	189.7
Households	56.6	65.1	2.8%	65.1	71.4	1.9%
Retail Sales	1,383.3	1,792.9	5.3%	1,792.9	2,203.9	4.2%
EBI	2,012.9	2,685.4	5.9%	2,685.4	3,485.2	5.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55	
Men (000)	88.2	16.1	7.2	8.4	16.0	14.2	11.3	15.0	
Women (000)	87.1	15.5	7.0	7.3	13.9	14.2	12.1	17.2	
Total	175.3	31.5	14.3	15.7	29.9	28.4	23.4	32.2	
Percentage	100.0%	18.0%	8.1%	9.0%	17.0%	16.2%	13.3%	18.4%	
Per Capita	\$ 15,319		Median Household		\$ 32,925		Avg Household		\$ 41,251
Ethnic Population:	White	84.7%	Black	10.6%	Asian	4.1%	Hispanic	4.4%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		10	8	12	4	16
Tot 12+	7.1		56.7	58.6	63.8	3.8	67.6
Avg 12+	3.6		5.7	7.3	5.3	1.0	4.2
Tot LCS	10.5		83.9	86.7	94.4	5.6	100.0
Avg LCS	5.3		8.4	10.8	7.9	1.4	6.3

Competitive Overview

Some stations also rated in Pensacola.

FM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
																1999	1998	1998	1997	1997	1996	1996	1995	
WMMK	Destin	C3	92.1	25.0 cp	200		Gulf Breeze Media	81	9709	1,200	1	Oldies	375	1.64	4.0	4.8	4.0	3.4	2.3	4.2	0.0	3.3	0.0	
• WMEZ	Pensacola	C	94.1	100.0	1329		AMFM Inc	60	9910 p			AC	n/a		0.7	0.0	1.3	0.0	0.9	0.5	0.0	1.4	0.0	
• WZNS	Ft Walton Beach	C1	96.5	100.0 cp	440	b	Holladay Bcstg		97			Top 40	300	0.42	12.4	12.9	12.1	9.2	8.5	0.0	0.0	0.0	0.0	
• WTKE	Andalusia	C1	98.1	89.0	1024		AMFM Inc	50	9910 p		g	Sports	225	1.72	2.3	1.4	0.9	1.4	1.9	2.1	0.0	2.8	0.0	
WKSM	Ft Walton Beach	C2	99.5	50.0 cp	440	b	Holladay Bcstg	65	9309	1,000	c1	Rock	950	1.10	15.2	14.3	8.0	14.0	8.0	12.7	0.0	16.9	0.0	
WNCV	Niceville	A	100.3	3.5	440	b	Holladay Bcstg	93	9611	1,260		Soft AC	700	0.95	12.9	5.2	7.6	6.8	11.3	7.9	0.0	10.3	0.0	
WTKX	Pensacola	C	101.5	100.0	1329		Clear Channel	71	9712			Modern Rock	n/a		5.4	1.9	1.8	3.9	3.8	1.1	0.0	1.4	0.0	
WWAV	Santa Rosa Bch	C3	102.1	18.0 cp	384	c	Root Comm Group	85	9712	950		Clsc Rock	375	1.04	6.3	2.4	4.0	5.8	3.3	2.6	0.0	6.6	0.0	
WMXZ	De Funiak	C2	103.1	50.0	482	c	Root Comm Group	74	9712		na	Hot AC	1,125	1.86	10.6	7.1	9.8	10.1	5.2	14.3	0.0	11.3	0.0	
WAAZ	Crestview	C2	104.7	50.0 cp	492	a	Crestview Bcstg Co	65	7008			Country			1.7	3.3	0.9	0.5	1.9	3.2	0.0	0.9	0.0	
WYZB	Mary Esther	C3	105.5	25.0	305	b	Holladay Bcstg		86			Country	950	1.30	12.8	8.6	12.1	7.7	10.3	8.5	0.0	8.0	0.0	
WSBZ	Miramar Beach	A	106.3	3.0	328		Carter, Mark &		94			Smooth Jazz	200	0.80	4.4	1.9	0.9	2.4	3.8	1.6	0.0	2.8	0.0	
# FM Stations -					12	# Combos -					7	FM TOTALS				88.7	63.8	63.4	65.2	61.2	58.7	0.0	65.7	0.0

AM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
																1999	1998	1998	1997	1997	1996	1996	1995	
WJSB	Crestview	B	1050	3.1 cp	0.00	a	Crestview Bcstg Co	54	7008			Country			1.3	0.0	0.9	1.0	0.9	0.5	0.0	1.9	0.0	
WFTW	Ft Walton Beach	B	1260	2.5	0.13	b	Holladay Bcstg	53	9309		c1	News/Talk	300	0.97	5.4	2.4	6.3	3.9	3.8	3.2	0.0	3.3	0.0	
WFSH	Valparaiso	C	1340	1.0	1.00		Bayou	58	8312	350		Nws/Spt/Inf			1.3	0.0	0.0	1.4	0.5	0.5	0.0	0.0	0.0	
WFAV	Ft Walton Beach	C	1400	1.0	1.00		Liberty Bcstg LC	56	9509	143	1	Adlt Stndrd	200	1.06	3.3	1.4	1.3	3.9	0.9	2.6	0.0	1.9	0.0	
# AM Stations -					4	# Combos -					2	AM TOTALS				11.3	3.8	8.5	10.2	6.1	6.8	0.0	7.1	0.0
AM & FM Stations Profiled -					16	# Duopolies -					4	Total Local Commercial Share				67.6	71.9	75.4	67.3	65.5	0.0	72.8	0.0	

NOTE: Market rated twice yearly Fall 1997 period.

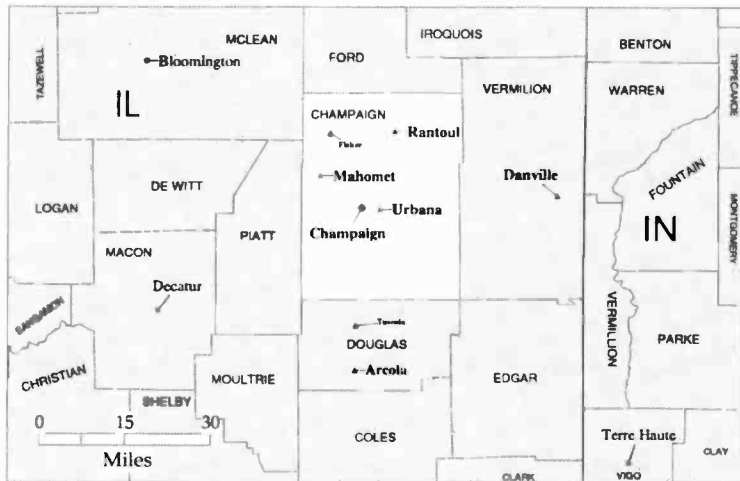
• Indicates a change since last edition

1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 204

Revenue Rank: 164

Champaign, IL Market Overview



Metro Counties / Population (000)

Champaign, IL	172.9
	172.9

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$6,300	\$6,700	\$7,500	\$8,200	\$8,600	\$9,200
Δ 97 - 98	1998	1999	2000	2001	2002		Δ 98 - 02
	10.9%	\$10,200	\$11,000	\$12,000	\$12,700	\$13,600	7.5%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$4.04/1,000	\$6.36/1,000	\$8.47/1,000	Local	88%		
Revenue/Capita		\$35.88	\$53.21	\$76.79	National	12%	

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	175.6	172.9	-0.3%	172.9	177.1	0.5%
Households	65.1	64.7	-0.1%	64.7	67.4	0.8%
Retail Sales	1,560.2	1,447.3	-1.5%	1,447.3	1,605.3	2.1%
EBI	2,595.6	2,849.7	1.9%	2,849.7	3,462.7	4.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	86.9	13.6	5.7	19.2	15.2	13.0	8.6	11.6
Women (000)	86.0	13.0	5.5	16.9	13.7	12.6	9.1	15.1
Total	172.9	26.6	11.2	36.2	28.9	25.6	17.8	26.6
Percentage	100.0%	15.4%	6.5%	20.9%	16.7%	14.8%	10.3%	15.4%
Per Capita	\$ 16,482			Median Household	\$ 33,508		Avg Household	\$ 44,046
Ethnic Population:	White	83.0%	Black	10.8%	Asian	6.0%	Hispanic	2.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viab. FMs	All FMs	All AMs	Total
# Stations	7	5		8	12	3	15
Tot 12+	23.1	38.4		60.0	61.5	9.2	70.7
Avg 12+	3.3	7.7		7.5	5.1	3.1	4.7
Tot LCS	32.7	54.3		84.9	87.0	13.0	100.0
Avg LCS	4.7	10.9		10.6	7.2	4.3	6.7

Competitive Overview

Some stations also rated in Danville.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WKIO	Urbana	B1	92.5	11.5	486	Tak	67				Oldies	1,000	1.09	9.0	8.7	6.6	6.1	7.2	5.0	0.0	6.9	0.0
WEBX	Tuscola	A	93.5	6.0	308	Magnitude of	70	9512	250	1	AOR	200		0.7	0.5	0.5	0.5	0.5	1.7	0.0	1.6	0.0
WLRW	Champaign	B	94.5	50.0 cp	390	a Saga Comm Inc	63	8610		g	AC	1,750	1.48	11.6	12.3	8.7	8.0	9.2	10.0	0.0	11.6	0.0
WZNF	Rantoul	A	95.3	1.9	413	c Community Svc	72	9507	350	1	AOR	300	0.59	5.0	3.6	3.1	4.2	3.1	2.8	0.0	3.7	0.0
WQQB	Rantoul	A	96.1	3.8	404	c Community Svc	93	9606	150		Top 40	400	0.52	7.6	7.2	5.1	5.6	5.6	5.0	0.0	3.7	0.0
WHMS	Champaign	B	97.5	50.0	358	b DWS Inc	49				Lite Rock	900	0.95	9.3	5.6	10.7	6.6	7.2	6.7	0.0	4.8	0.0
WIAI	Danville	B	99.1	50.0	499	Key Bcstg Inc	70	9304	1,300		Country	900	6.79	1.3	1.0	1.5	1.4	0.5	1.1	0.0	1.6	0.0
WIXY	Champaign	B1	100.3	13.0	453	a Saga Comm Inc	92	9211	250		Country	2,200	0.89	24.3	10.8	14.8	17.4	18.5	15.6	0.0	15.3	0.0
● WGNN	Fisher	A	102.5	6.0	328	Good News Radio	93	9608	210		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGKC	Mahomet	A	105.9	1.3	512	Community Svc	90	9702	900		Clsc Rock	400	0.70	5.6	5.6	5.6	4.7	3.6	5.6	0.0	3.2	0.0
WPGU	Urbana	A	107.1	3.0	236	Illini Media Co	67				Alternative	850	1.04	8.0	6.2	5.1	4.7	7.2	5.0	0.0	7.4	0.0
WXET	Arcola	A	107.9	2.5	492	Premier Bcstg Inc	92	9708	75		AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -					12	# Combos -				5	FM TOTALS			82.4	61.5	61.7	59.2	62.6	58.5	0.0	59.8	0.0

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WDWS	Champaign	C	1400	1.0	1.00	b	DWS Inc	37				News/Talk	900	0.68	12.9	8.2	9.7	9.4	9.7	10.0	0.0	9.0	0.0
● WJCI	Rantoul	B	1460	0.5	0.07		Vanguard Bcstg Inc	63	9508 p	175		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBCP	Urbana	B	1580	0.3	0.01		WBCP Inc	48	9003	135		Urban AC	400	0.85	4.6	1.0	2.0	4.2	2.6	3.3	0.0	3.2	0.0
# AM Stations -					3	# Combos -				1	AM TOTALS			17.5	9.2	11.7	13.6	12.3	13.3	0.0	12.2	0.0	
AM & FM Stations Profiled -					15	# Duopolies -				2	Total Local Commercial Share			70.7	73.4	72.8	74.9	71.8	0.0	72.0	0.0		

NOTE: Market rated twice yearly with Fall 1997 period.

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 205

Revenue Rank: 211

Lake Charles, LA Market Overview



Metro Counties / Population (000)

Calcasieu, LA	179.4
	179.4

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

ESTIMATED GROSS REVENUES ★ ★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$4,400	\$4,700	\$5,300	\$5,500	\$5,800	\$5,900
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
	8.5%	\$6,400	\$6,800	\$7,400	\$7,800	\$8,400	7.0%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$3.53/1,000	\$3.63/1,000	\$4.15/1,000	Local	90%		
Revenue/Capita	\$25.60	\$32.89	\$44.07	National	10%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	171.9	179.4	0.9%	179.4	190.6
Households	61.7	65.2	1.1%	65.2	71.1	1.7%
Retail Sales	1,245.7	1,624.6	5.5%	1,624.6	2,024.1	4.5%
EBI	2,283.7	2,654.2	3.1%	2,654.2	3,551.4	6.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	87.4	18.3	8.8	7.7	12.6	13.9	11.0	15.1
Women (000)	92.0	17.6	8.3	7.8	13.1	14.6	11.7	18.9
Total	179.4	35.9	17.1	15.5	25.7	28.5	22.7	34.0
Percentage	100.0%	20.0%	9.5%	8.7%	14.3%	15.9%	12.6%	19.0%
Per Capita	\$ 14,795	Median Household		\$ 32,161	Avg Household		\$ 40,709	
Ethnic Population:	White 74.1%	Black 25.2%	Asian 0.5%	Hispanic 1.4%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		5	5	6	4	10
Tot 12+	0.0		60.5	60.5	60.5	7.8	68.3
Avg 12+	0.0		12.1	12.1	10.1	2.0	6.8
Tot LCS	0.0		88.6	88.6	88.6	11.4	100.0
Avg LCS	0.0		17.7	17.7	14.8	2.9	10.0

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
														Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
KYKZ	Lake Charles	C	96.1	97.0	1204	a	Cumulus Bcstg Inc	76	9806	14,848	d1		Country	2,100	0.93	35.4	20.3	25.7	25.8	26.8	23.4	0.0	23.9	0.0
KHLA	Lake Charles	C	99.5	100.0	955	b	Radio South Inc	65	9209		g1		AC	900	1.21	11.6	9.4	9.1	9.4	7.8	8.6	0.0	10.0	0.0
KKGB	Sulphur	C3	101.3	50.0 cp	407	a	Cumulus Bcstg Inc	77	9806		d1		Clsc Rock	650	0.89	11.4	12.0	6.1	8.6	8.3	8.1	0.0	9.5	0.0
KEAZ	De Ridder	A	101.7	3.0	299		Willis Bcstg Corp	91	9803	243			Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KBIU	Lake Charles	C1	103.7	100.0	489	a	Cumulus Bcstg Inc	76	9806		d1		Hot AC	950	1.29	11.5	9.9	7.8	9.9	7.3	11.7	0.0	9.0	0.0
KZWA	Lake Charles	C2	105.3	50.0	492		B & C Bcstg Inc	94					Urban AC	925	0.98	14.8	8.9	10.9	10.7	11.2	12.7	0.0	12.9	0.0
# FM Stations -					6	# Combos -					4	FM TOTALS			84.7	60.5	59.6	64.4	61.4	64.5	0.0	65.3	0.0	

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
														Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
• KEZM	Sulphur	B	1310	0.5	0.05		Merchant Bcstg Inc	55	9803	75			Oldies	100	1.04	1.5	1.6	1.3	1.3	1.0	1.5	0.0	3.0	0.0
KAOK	Lake Charles	C	1400	1.0	1.00		Pittman Bcst	47	9803	150			Nws/Tlk/Spt	500	3.26	2.4	1.6	1.7	2.1	1.5	2.5	0.0	2.5	0.0
KLCL	Lake Charles	B	1470	5.0	0.50	b	Radio South Inc	35	9209		g1		Sports	100	1.20	1.3	1.0	1.3	0.4	1.5	0.5	0.0	0.5	0.0
KXZZ	Lake Charles	B	1580	1.0	1.00	a	Cumulus Bcstg Inc	47	9806		d1		Urban AC	175	0.27	10.1	3.6	9.6	7.7	7.3	4.1	0.0	5.0	0.0
# AM Stations -					4	# Combos -					2	AM TOTALS			15.3	7.8	13.9	11.5	11.3	8.6	0.0	11.0	0.0	
AM & FM Stations Profiled -					10	# Duopolies -					1	Total Local Commercial Share			68.3	73.5	75.9	72.7	73.1	0.0	76.3	0.0		

Note: Market rated twice yearly with Fall 1997 period.

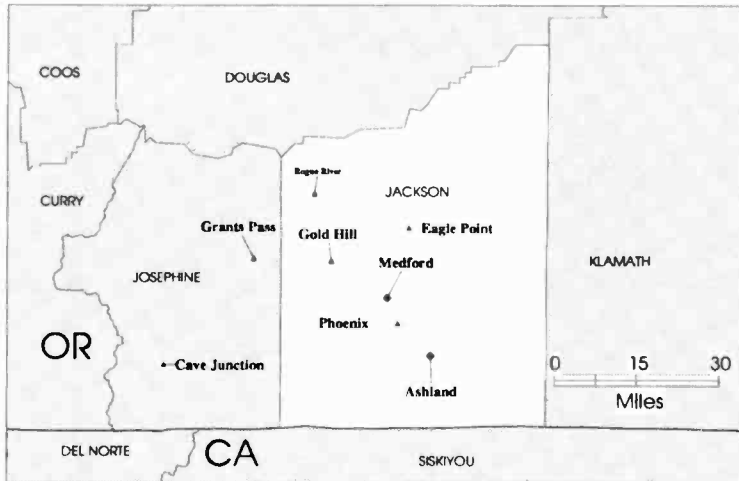
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 206

Revenue Rank: 201

Medford-Ashland, OR Market Overview



Metro Counties / Population (000)

Jackson, OR	171.5
	171.5

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$4,300	\$4,900	\$5,300	\$5,400	\$5,500	\$6,200
★★★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	9.7%	\$6,800	\$7,300	\$7,900	\$8,300	\$8,800	6.7%
	1992	1997	2002				Est. Breakout
Revenue/Retail Sales	\$2.66/1,000	\$2.97/1,000	\$3.37/1,000				Local 80%
Revenue/Capita	\$27.78	\$36.15	\$47.64				National 20%

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	154.8	171.5	2.1%	171.5	184.7
Households	60.7	67.7	2.2%	67.7	73.9	1.8%
Retail Sales	1,615.0	2,088.0	5.3%	2,088.0	2,608.7	4.6%
EBI	2,001.1	2,395.3	3.7%	2,395.3	3,013.3	4.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	84.0	14.3	7.3	5.9	9.8	14.9	11.7	20.1
Women (000)	87.5	14.0	6.9	5.9	10.1	15.4	11.9	23.3
Total	171.5	28.3	14.1	11.8	19.9	30.3	23.6	43.4
Percentage	100.0%	16.5%	8.2%	6.9%	11.6%	17.7%	13.8%	25.3%
Per Capita	\$ 13,967			Median Household	\$ 28,259		Avg Household	\$ 35,381
Ethnic Population:	White 97.2%		Black 0.3%		Asian 1.3%		Hispanic	6.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		10	10	11	6	17
Tot 12+	3.1		57.6	57.6	60.7	15.4	76.1
Avg 12+	3.1		5.8	5.8	5.5	2.6	4.5
Tot LCS	4.1		75.7	75.7	79.8	20.2	100.0
Avg LCS	4.1		7.6	7.6	7.3	3.4	5.9

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
KTMT	Medford	C	93.7	31.0	3265	b	Marathon Media	70	9911		g1	Top 40	800	1.07	11.0	8.4	10.1	8.1	9.3	8.7	0.0	5.9	0.0
KRRM	Rogue River	A	94.7	0.1	2044		Bell, Shirley M.	94				Country			0.9	3.1	1.5	0.9	0.5	1.0	0.0	1.1	0.0
KBOY	Medford	C1	95.7	60.0	981	b	Marathon Media	58	9911		g1	Clisc Rock	500	1.07	6.9	6.2	6.5	5.2	5.6	6.7	0.0	10.2	0.0
KROG	Grants Pass	C	96.9	25.0	2228	a	Opus Bcstg	81	9609	550	c3	AC	200	0.72	4.1	3.5	3.5	1.9	4.6	3.1	0.0	1.6	0.0
• KRWQ	Gold Hill	C1	100.3	30.0	991	c	Clear Channel	80	9905		g2	1 Country	1,900	1.91	14.6	14.1	9.0	10.0	13.0	13.8	0.0	17.1	0.0
KCMX	Ashland	C	101.9	42.0 cp	1437	b	Marathon Media	78	9911		g1	AC	700	1.10	9.4	5.3	8.5	6.6	8.3	5.1	0.0	8.6	0.0
KCNA	Cave Junction	C	102.7	50.7 cp	1983	a	Opus Bcstg	85	9609	750		Oldies	400	1.03	5.7	3.5	5.0	4.3	4.6	4.6	0.0	4.3	0.0
• KLDZ	Medford	C1	103.5	100.0	440	c	Clear Channel	91	9905		g2	Oldies	275	0.84	4.8	2.6	1.5	3.3	4.2	2.1	0.0	2.1	0.0
KAKT	Phoenix	C1	105.1	51.7	545	b	Marathon Media	91	9911		g1	Country	400	0.74	8.0	3.5	5.0	6.6	6.0	4.6	0.0	7.0	0.0
• KZZE	Eagle Point	C3	106.3	0.9	1591	c	Clear Channel	94	9905		g2	1 Rock	800	0.91	12.9	7.0	5.0	11.4	8.8	7.2	0.0	5.9	0.0
• KKJJ	Ashland	C2	107.5	5.3	1421	c	Clear Channel	96	9905		g2	1 AC	300	0.98	4.5	3.5	3.0	4.7	2.3	4.6	0.0	0.0	0.0
# FM Stations -					11	# Combos -					10	FM TOTALS			82.8	60.7	58.6	63.0	67.2	61.5	0.0	63.8	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
• KTMT	Ashland	B	580	1.0	1.00	b	Marathon Media	46	9911		g1	Sports	275	2.70	1.5	1.8	3.0	0.9	1.4	0.5	0.0	3.7	0.0
KRTA	Medford	B	610	5.0	5.00	a	Opus Bcstg	47	9609		c3	Spanish				0.9	0.0	0.0	0.0	1.0	0.0	0.0	0.0
KLVB	Medford	B	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
KCMX	Phoenix	B	880	1.0	1.00	b	Marathon Media	62	9911		g1	News/Talk	150	0.34	6.5	7.0	9.5	5.2	5.1	3.6	0.0	4.8	0.0
KAPL	Phoenix	B	1300	20.0	5.00		Applegate Media	77	9504	375	st	Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KMED	Medford	B	1440	5.0	1.00	c	Clear Channel	22	9905		g2	1 Nostalgia	100	0.16	9.3	5.7	5.5	8.1	6.5	8.7	0.0	9.1	0.0
# AM Stations -					6	# Combos -					4	AM TOTALS			17.3	15.4	18.0	14.2	13.0	13.8	0.0	17.6	0.0
AM & FM Stations Profiled -					17	# Duopolies -					6	Total Local Commercial Share			76.1	76.6	77.2	80.2	75.3	0.0	81.4	0.0	

NOTE: Market rated twice yearly with Fall 1997 period.

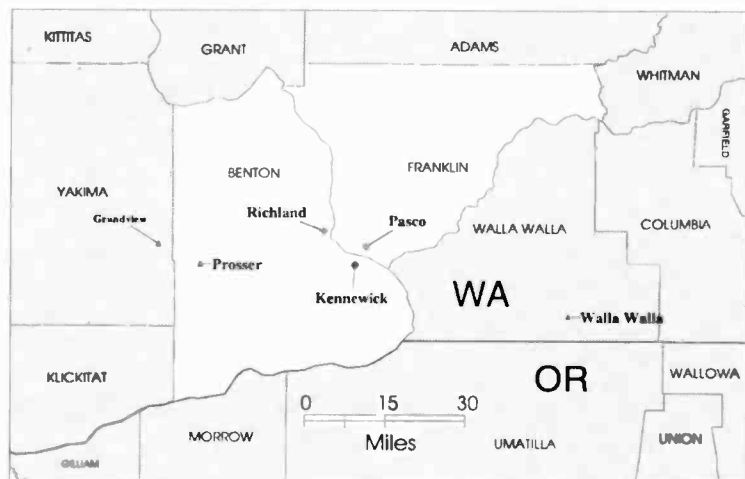
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 207

Revenue Rank: 201

Richland-Kennewick-Pasco, WA Market Overview



Metro Counties / Population (000)

Benton, WA	136.4
Franklin, WA	44.1
Total	180.5

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$3,600	\$4,000	\$4,300	\$5,100	\$5,500	\$5,700
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
	19.3%	\$6,800	\$7,300	\$8,000	\$8,600	\$9,200	7.7%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
Revenue/Capita	\$2.95/1,000	\$3.46/1,000	\$4.33/1,000	Local	90%		
	\$22.78	\$31.58	\$48.02	National	10%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	158.0	180.5	2.7%	180.5	191.6
Households	57.2	65.5	2.7%	65.5	70.4	1.5%
Retail Sales	1,218.5	1,647.5	6.2%	1,647.5	2,125.1	5.2%
EBI	2,231.1	3,132.2	7.0%	3,132.2	4,429.9	7.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	90.7	19.9	8.7	6.8	12.8	15.6	11.9	15.0
Women (000)	89.8	18.7	8.7	6.4	12.5	15.0	11.2	17.3
Total	180.5	38.6	17.4	13.1	25.3	30.6	23.1	32.3
Percentage	100.0%	21.4%	9.6%	7.3%	14.0%	17.0%	12.8%	17.9%
Per Capita	\$ 17,353	Median Household		\$ 41,212	Avg Household		\$ 47,820	
Ethnic Population:	White 94.4%	Black 2.0%	Asian 2.8%	Hispanic 17.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		13	9	14	5	19
Tot 12+	0.0		64.1	59.8	64.1	19.1	83.2
Avg 12+	0.0		4.9	6.6	4.6	3.8	4.4
Tot LCS	0.0		77.0	71.9	77.0	23.0	100.0
Avg LCS	0.0		5.9	8.0	5.5	4.6	5.3

Competitive Overview

NOTE: Some stations also rated in Yakima.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
KZHR	Dayton	C1	92.5	54.0	1243	d	KMEX Inc	92	9111	138		Spanish	300	0.60	7.4	4.3	3.2	5.7	6.2	5.1	5.7	4.0	0.0		
KTWY	Walla Walla	C1	93.3	42.0	1378	d	KMEX Inc	77	9606	335		ChrsContemp			4.0	2.4	3.7	2.6	3.8	2.3	1.3	0.4	0.0		
KGSG	Pasco	A	93.7	6.0	958		Gospel Music Bcstg	97				Gospel				0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0		
KIOK	Richland	C	94.9	100.0	1250	b	New NW Bcstrs	78	9908 p		g1	Country	800	1.40	8.4	6.2	4.6	7.9	5.7	6.5	8.8	10.3	0.0		
KNLT	Walla Walla	C	95.7	94.0	1401		KUJ Ltd	80	8012		1	Oldies	375	1.10	5.0	6.2	6.5	5.3	2.8	4.1	4.8	6.3	0.0		
KXRX	Walla Walla	C	97.1	50.0	1339	a	Marathon Media	77	9911		g2	Rock	850	1.29	9.7	5.7	8.3	7.0	8.5	6.9	7.0	6.3	0.0		
KTHK	Milton-Freewater	C1	97.9	20.0	1322		Marathon Media	92	9911		g2	Clsc Hits	250	1.27	2.9	1.4	1.4	1.8	2.8	3.2	0.0	0.4	0.0		
• KEYW	Pasco	C2	98.3	12.5 cp	997	a	Marathon Media	87	9911		g2	Hot AC	650	1.03	9.3	7.7	7.4	8.8	6.2	8.3	10.1	5.4	0.0		
• KUJ	Walla Walla	C2	99.1	31.0 cp	623		Hodgins, Tom	97				Top 40	225	0.62	5.3	8.6	6.9	5.3	3.3	1.4	0.0	0.0	0.0		
KGDN	Pasco	C3	101.3	2.8 cp	1001		Read Bcstg	92				Christian			0.6	0.0	0.0	0.9	0.0	0.0	0.9	0.4	0.0		
KZXR	Prosser	C3	101.7	3.5	869		Funk Enterprises	62	9212	See (193)		Hot AC			0.8	0.5	0.5	0.4	0.9	0.9	1.3	0.0	0.0		
KORD	Richland	C	102.7	100.0	1099	a	Marathon Media	65	9911		g2	Country	800	1.47	8.0	7.2	7.9	5.3	7.6	8.8	8.8	17.0	0.0		
KONA	Kennewick	C	105.3	100.0	1139	c	Dean-Mitchell Inc	69	7801			Easy	800	1.23	9.6	6.7	6.9	7.9	7.6	6.5	8.8	6.7	0.0		
KEGX	Richland	C	106.5	100.0	1050	b	New NW Bcstrs	77	9908 p		g1	Clsc Rock	800	1.90	6.2	7.2	8.8	4.8	5.2	8.8	7.0	10.3	0.0		
# FM Stations -					14	# Combos -					8	FM TOTALS					77.2	64.1	67.0	63.7	60.6	62.8	64.5	67.5	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
KONA	Kennewick	B	610	5.0	5.00	c	Dean-Mitchell Inc	48	7801			Nws/Tlk/Spt	400	0.61	9.7	9.1	6.9	7.0	8.5	4.6	6.2	7.6	0.0		
KFLD	Pasco	B	870	10.0	0.25	a	Marathon Media	56	9911		g2	Sports	300	1.05	4.2	2.9	1.9	4.0	2.8	3.2	2.2	5.4	0.0		
KALE	Richland	B	960	6.0	1.00	b	New NW Bcstrs	50	9908 p		g1	Nostalgia	125	0.47	3.9	3.8	4.6	3.5	2.8	6.0	3.1	1.8	0.0		
KZXR	Prosser	B	1310	5.0	0.07		Funk Enterprises	56	9806	85		Nws/Spt/Tlk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KTCR	Kennewick	C	1340	1.0	1.00	b	New NW Bcstrs	45	9908 p		g1	Talk	125	0.38	4.9	3.3	2.8	3.1	4.7	4.1	4.4	2.7	0.0		
# AM Stations -					5	# Combos -					4	AM TOTALS					22.7	19.1	16.2	17.6	18.8	17.9	15.9	17.5	0.0
AM & FM Stations Profiled -					19	# Duopolies -					5	Total Local Commercial Share					83.2	83.2	81.3	79.4	80.7	80.4	85.0	0.0	

NOTE: Market rated twice yearly with Fall 1996 period.

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 208

Revenue Rank: 251

Laredo, TX Market Overview



Metro Counties / Population (000)

Webb, TX	184.5
	184.5

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

ESTIMATED GROSS REVENUES ★ ★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		N/A	N/A	N/A	N/A	N/A	\$4,000
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	5.0%	\$4,200	\$4,500	\$4,800	\$5,100	\$5,500	7.0%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	N/A	\$2.09/1,000	\$2.22/1,000	Local	80%		
Revenue/Capita	N/A	\$21.68	\$25.80	National	20%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	143.6	184.5	5.1%	184.5	213.2	2.9%
Households	36.7	47.0	5.1%	47.0	54.6	3.0%
Retail Sales	1,011.7	1,912.0	13.6%	1,912.0	2,478.4	5.3%
EBI	1,064.3	1,653.6	9.2%	1,653.6	2,459.6	8.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	88.9	23.5	12.0	9.0	12.5	12.3	8.9	10.8
Women (000)	95.6	22.7	11.7	9.8	13.3	13.3	10.2	14.6
Total	184.5	46.2	23.7	18.8	25.8	25.6	19.1	25.4
Percentage	100.0%	25.0%	12.8%	10.2%	14.0%	13.9%	10.3%	13.8%
Per Capita	\$ 8,962	Median Household		\$ 24,511	Avg Household		\$ 35,182	
Ethnic Population:	White 99.1%	Black 0.2%	Asian 0.5%	Hispanic 95.1%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		3	5	5	3	8
Tot 12+	32.8		25.4	58.2	58.2	4.5	62.7
Avg 12+	16.4		8.5	11.6	11.6	1.5	7.8
Tot LCS	52.3		40.5	92.8	92.8	7.2	100.0
Avg LCS	26.2		13.5	18.6	18.6	2.4	12.5

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
KJBZ	Laredo	A	92.7	3.0	289	b	Guerra Enterprises	82	8912	750		Tejano	900	1.08	19.8	20.9	16.7	16.3	13.0	21.3	0.0	25.8	0.0		
• KQUR	Laredo	C1	94.9	100.0	810	a	Border Bcstrs Inc	52				Country	350	0.70	11.9	5.7	6.2	7.9	9.6	9.6	0.0	6.4	0.0		
KRRG	Laredo	C1	98.1	96.0	699	b	Guerra Enterprises	82	9211	1,200		CHR	600	0.66	21.6	12.3	18.1	16.7	15.2	15.7	0.0	13.7	0.0		
KBDR	Mirando City	C2	100.5	42.0	535		Sendero Multimedia	93	9908	1,675		Oldies	500	0.96	12.4	7.4	9.7	10.9	7.4	10.9	0.0	11.6	0.0		
KNEX	Laredo	A	106.1	6.0	174	c	Villarreal, Miguel	93	9302	123		Tejano	650	0.55	28.2	11.9	11.9	20.1	21.3	4.3	0.0	7.7	0.0		
# FM Stations -					5	# Combos -					3	FM TOTALS					93.9	58.2	62.6	71.9	66.5	61.8	0.0	65.2	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
KVOZ	Del Mar Hills	C	890	10.0	1.00		La Radio Cristiana	52	9704	1,850		Christian				0.0	0.9	0.0	0.0	2.2	0.0	0.9	0.0		
• KLAR	Laredo	B	1300	1.0 cp	0.08		Faith & Power	56	9603	450		Chrst/Span				2.5	2.2	0.0	0.0	1.7	0.0	1.3	0.0		
KLNT	Laredo	C	1490	1.0	1.00	c	Villarreal, Miguel	90	9001	250		Talk	300	1.19	6.0	2.0	1.8	4.6	4.3	4.3	0.0	4.7	0.0		
# AM Stations -					3	# Combos -					1	AM TOTALS					6.0	4.5	4.9	4.6	4.3	8.2	0.0	6.9	0.0
AM & FM Stations Profiled -					8	# Duopolies -					1	Total Local Commercial Share					62.7	67.5	76.5	70.8	70.0	0.0	72.1	0.0	

NOTE: Market rated twice yearly with Fall 1997 period.

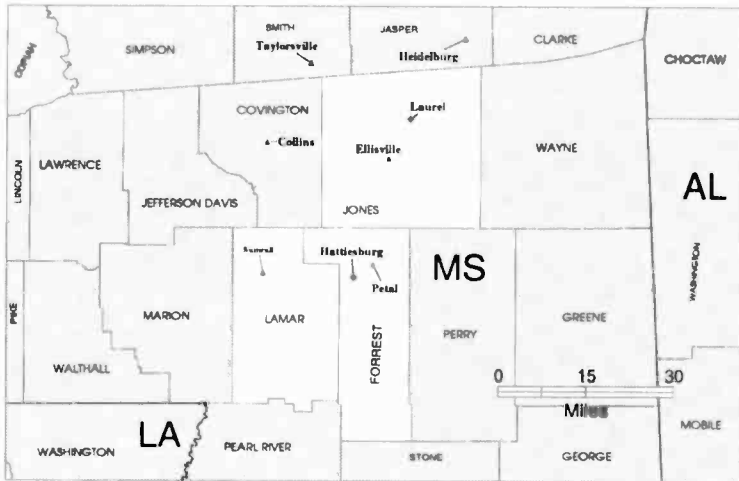
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 209

Revenue Rank: 238

Laurel-Hattiesburg, MS Market Overview



Metro Counties / Population (000)

Forrest, MS	73.9
Jones, MS	63.7
Lamar, MS	35.6
Total	173.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$3,700	\$3,900	\$4,200	\$4,300	\$4,500	\$4,800
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	6.3%	\$5,100	\$5,400	\$5,800	\$6,100	\$6,500	6.5%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
Revenue/Capita	\$3.66/1,000	\$3.81/1,000	\$4.19/1,000	Local	85%		
	\$22.60	\$27.71	\$35.36	National	15%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	163.7	173.2	1.1%	173.2	183.8
Households	59.5	64.0	1.5%	64.0	69.6	1.7%
Retail Sales	1,010.2	1,259.2	4.5%	1,259.2	1,549.6	4.2%
EBI	1,807.7	2,251.3	4.5%	2,251.3	3,076.1	6.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	82.5	16.1	8.1	9.6	11.9	12.2	9.8	14.7
Women (000)	90.7	15.8	7.7	10.8	12.3	13.1	10.6	20.4
Total	173.2	31.9	15.7	20.5	24.2	25.3	20.5	35.1
Percentage	100.0%	18.4%	9.1%	11.8%	14.0%	14.6%	11.8%	20.3%
Per Capita	\$ 12,999	Median Household		\$ 25,521	Avg Household		\$ 35,177	
Ethnic Population:	White 72.7%	Black 26.5%	Asian 0.6%	Hispanic 0.8%				

Market Summary

FM Classes	Class A	Class B	Class C	Viabie FMs	All FMs	All AMs	Total
# Stations	4		9	8	13	5	18
Tot 12+	10.3		65.5	68.0	75.8	4.9	80.7
Avg 12+	2.6		7.3	8.5	5.8	1.0	4.5
Tot LCS	12.8		81.2	84.3	93.9	6.1	100.0
Avg LCS	3.2		9.0	10.5	7.2	1.2	5.6

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WJMG	Hattiesburg	A	92.1	6.0 cp	299	a	Floyd, Vernon C	82	8610			Urban	600	1.13	10.4	8.3	7.0	7.1	9.5	7.5	0.0	10.2	0.0
• WKZW	Bay Springs	C2	94.3	50.0	410	c	Stanford Comm Inc	75	9911 p	51		Hot AC			0.6	1.9	1.6	1.0	0.0	0.0	0.0	0.0	0.0
WBBN	Taylorville	C2	95.9	3.1	623	c	Blakeney Comm Inc	85				Country	1,400	1.36	20.2	13.1	15.5	12.4	20.0	16.1	0.0	18.8	0.0
• WFMM	Sumrall	A	97.3	6.0 cp	328		TeleSouth Comm	98	9902	200		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMXI	Laurel	A	98.1	2.6	512		Rainey Radio Inc	89	9611	75		ChrsContemp			2.2	1.0	0.5	1.4	2.1	0.0	0.0	0.0	0.0
WHER	Heidelberg	C2	99.3	50.0	492	b	Cumulus Bcstg Inc	80	9902	1,000		Oldies	350	1.46	4.7	6.8	4.8	3.3	4.2	3.0	0.0	3.2	0.0
WNSL	Laurel	C	100.3	100.0	1066	d	Cumulus Bcstg Inc	59	9906 p	3,100	c1	Top 40	700	0.76	18.1	13.1	15.0	15.7	13.2	11.6	0.0	10.2	0.0
WJKX	Ellisville	C2	102.5	50.0	492		Cumulus Bcstg Inc	73	9906 p	1,940		Urban	425	0.74	11.2	8.3	9.1	9.0	8.9	16.1	0.0	10.8	0.0
• WUSW	Hattiesburg	C	103.7	100.0 cp	1056	b	Cumulus Bcstg Inc	66	9809 p		g1	Country	425	0.93	9.0	6.3	6.4	8.1	6.3	7.5	0.0	3.8	0.0
WXRR	Hattiesburg	C1	104.5	100.0	981	c	Blakeney Comm Inc	67	9410	450	c3	Clsc Rock	800	1.52	10.3	9.7	6.4	8.6	7.9	10.6	0.0	8.1	0.0
WMFM	Petal	C2	106.3	50.0 cp	492		Cumulus Bcstg Inc	86	9906 p	735		Lite AC	200	0.91	4.3	2.4	2.7	4.3	2.6	4.0	0.0	3.2	0.0
WKNZ	Collins	A	107.1	2.3 cp	541		Sunbelt Bcstg Corp	78	9503	257		Oldies	100		0.6	1.0	1.1	0.5	0.5	1.5	0.0	3.8	0.0
WZKX	Poplarville	C	107.9	92.0	1460		Dowdy & Dowdy	66				Country	n/a		5.0	3.9	5.9	3.8	4.2	5.5	0.0	5.9	0.0
# FM Stations -					13	# Combos -					6	FM TOTALS			96.6	75.8	76.0	75.2	79.4	83.4	0.0	78.0	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WEEZ	Laurel	B	890	10.0	0.00	b	Cumulus Bcstg Inc	57	9906 p		c1	Adlt Sndrd	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBKH	Hattiesburg	B	950	5.0	0.00		Southern Air Comm	54	8911			Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WAML	Laurel	C	1340	1.0	1.00	e	Williams, Gerald	32	9112		c2	Gospel			0.9	0.0	1.1	1.4	0.0	0.0	0.0	1.6	0.0	
WFOR	Hattiesburg	C	1400	1.0	1.00	b	Cumulus Bcstg Inc	24	9809 p		g1	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WORV	Hattiesburg	B	1580	1.0	0.09	a	Floyd, Vernon C	69	8610			Gospel			2.5	4.9	2.1	1.9	2.1	2.0	0.0	0.0	0.0	
# AM Stations -					5	# Combos -					3	AM TOTALS			3.4	4.9	3.2	3.3	2.1	2.0	0.0	1.6	0.0	
AM & FM Stations Profiled -					18	# Duopolies -					4	Total Local Commercial Share			80.7	79.2	78.5	81.5	85.4	0.0	79.6	0.0		

NOTE: Market rated twice yearly with Fall 1997 period.

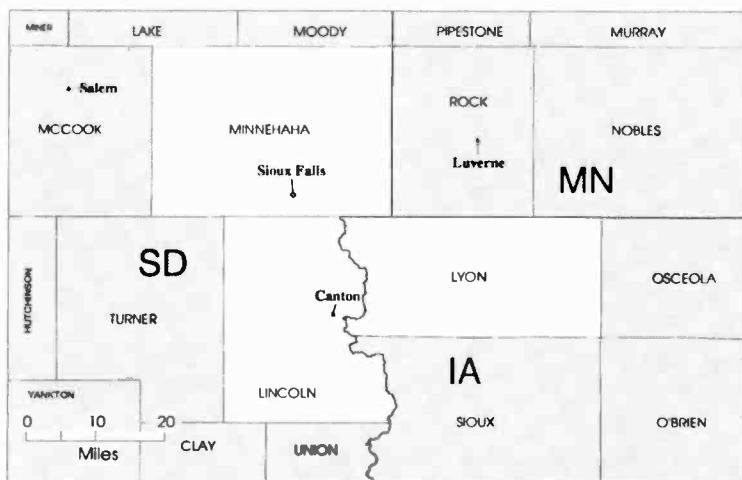
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 210

Revenue Rank: 166

Sioux Falls, SD Market Overview



Metro Counties / Population (000)

Lincoln, SD	19.2
Minnehaha, SD	140.6
Lyon, IA	11.8
Total	171.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	Δ 92 - 97
	\$6,200	\$6,900	\$7,700	\$8,400	\$9,000	\$9,300	8.4%
	Δ 97 - 98	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	Δ 98 - 02
	6.5%	\$9,900	\$10,500	\$11,400	\$12,200	\$13,200	7.5%

	<u>1992</u>	<u>1997</u>	<u>2002</u>	Est. Breakout
Revenue/Retail Sales	\$3.81/1,000	\$3.76/1,000	\$3.92/1,000	Local 80%
Revenue/Capita	\$39.72	\$54.20	\$73.58	National 20%

Demographic and Economic Overview

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

	<u>1992</u>	<u>1997</u>	<u>Growth Rate</u>	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>
MSA Population	156.1	171.6	1.9%	171.6	179.4	0.9%
Households	59.6	65.7	2.0%	65.7	69.3	1.1%
Retail Sales	1,628.5	2,472.1	8.7%	2,472.1	3,369.1	6.4%
EBI	2,629.2	3,255.9	4.4%	3,255.9	4,272.1	5.6%

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)	83.3	16.9	7.3	6.7	14.2	14.1	9.6	14.6
Women (000)	88.3	16.5	7.3	7.7	13.7	14.0	9.9	19.2
Total	171.6	33.4	14.6	14.4	27.9	28.1	19.5	33.8
Percentage	100.0%	19.5%	8.5%	8.4%	16.3%	16.4%	11.3%	19.7%
Per Capita	\$ 18,974		Median Household	\$ 40,405		Avg Household	\$ 49,557	
Ethnic Population:	White 97.2%		Black 0.7%		Asian 0.8%		Hispanic 0.7%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			10	7	10	7	17
Tot 12+			61.7	56.3	61.7	20.7	82.4
Avg 12+			6.2	8.0	6.2	3.0	4.8
Tot LCS			74.9	68.3	74.9	25.1	100.0
Avg LCS			7.5	9.8	7.5	3.6	5.9

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
• KELO	Sioux Falls	C	92.5	100.0	1850	a	Midcontinent Media	65				Lite AC	1,200	0.93	13.0	9.6	10.9	10.7	10.8	10.4	8.0	5.9	0.0
KSOB	Dell Rapids	C3	95.7	25.0	328		L A Radio	98	9910			Clsc Rock	150			2.3	2.6	0.0	0.0	0.0	0.0	0.0	0.0
KNWC	Sioux Falls	C	96.5	100.0	1601	c	Northwestern	69				Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KMXC	Sioux Falls	C1	97.3	100.0 cp	840	b	Southern Minn	73	9608		sw 1	AC	1,100	0.84	13.2	7.3	7.4	6.7	15.1	12.6	10.2	9.5	0.0
KIKN	Salem	C1	100.5	100.0	942	b	Southern Minn	93	9302	150	cp	Country	600	0.92	6.6	7.3	6.5	5.3	5.6	6.3	4.9	4.5	0.0
KLQL	Luverne	C1	101.1	100.0	532	d	Three Eagles	71	9608		g1	Country	500	1.74	2.9	3.1	2.6	2.2	2.8	3.2	1.8	3.2	0.0
• KTWB	Sioux Falls	C2	101.9	34.0	581	a	Midcontinent Media	90	9711	2,750		Country	1,000	1.23	8.2	8.4	8.7	7.1	6.5	10.8	11.6	12.6	0.0
KYBB	Canton	C2	102.7	50.0 cp	486	b	Southern Minn	95	9707	402	1	Clsc Hits	800	0.95	8.5	5.0	5.2	7.6	6.5	6.8	4.4	6.3	0.0
KRRO	Sioux Falls	C2	103.7	38.0	394	a	Midcontinent Media	69	9611	3,000	c1	AOR	1,000	0.89	11.3	8.0	6.1	8.9	9.9	10.4	10.7	12.2	0.0
KKLS	Sioux Falls	C1	104.7	100.0 cp	974	b	Southern Minn	75	7910			CHR	1,150	1.25	9.3	10.7	10.4	12.0	3.4	3.2	5.8	4.1	0.0
# FM Stations -					10	# Combos -					9	FM TOTALS			73.0	61.7	60.4	60.5	60.4	63.7	57.4	58.3	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
KQAD	Luverne	B	800	0.5	0.08	d	Three Eagles	71	9608		g1	Lite AC	250	1.94	1.3	0.0	0.0	1.3	0.9	1.4	1.3	1.4	0.0
KXRB	Sioux Falls	B	1000	10.0 cp	0.00	b	Southern Minn	69	7804			Country	500	0.77	6.6	4.6	5.2	4.9	6.0	6.3	3.1	6.3	0.0
KSOO	Sioux Falls	B	1140	10.0 cp	5.00	b	Southern Minn	26	9608		sw 1	News/Talk	500	1.07	4.7	4.6	4.8	4.4	3.4	4.1	5.3	6.3	0.0
KWSN	Sioux Falls	C	1230	0.8	0.81	a	Midcontinent Media	48	9611		c1	Nws/Tlk/Spt	300	0.58	5.2	4.2	4.8	4.4	4.3	1.8	2.2	3.6	0.0
KNWC	Sioux Falls	B	1270	2.5	2.50	c	Northwestern	61				Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KELO	Sioux Falls	B	1320	5.0	5.00	a	Midcontinent Media	37	5206			AC	800	0.88	9.2	7.3	5.7	8.0	7.3	5.9	8.9	6.3	0.0
KSFS	Sioux Falls	B	1520	0.5	0.00		Praise Bcstg Inc	70	9906		g	Sprts/Talk				0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					7	# Combos -					6	AM TOTALS			27.0	20.7	20.9	23.0	21.9	19.5	20.8	23.9	0.0
AM & FM Stations Profiled -					17	# Duopolies -					5	Total Local Commercial Share			82.4	81.3	83.5	82.3	83.2	78.2	82.2	0.0	

NOTE: Market rated twice yearly with Fall 1996 period.

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 211

Revenue Rank: 142

Fargo, ND - Moorhead, MN Market Overview



Metro Counties / Population (000)

Cass, ND	114.9
Clay, MN	52.7
	167.6

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

ESTIMATED GROSS REVENUES	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$7,000	\$7,400	\$8,200	\$9,200	\$10,000	\$11,100
★★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	8.1%	\$12,000	\$12,800	\$13,900	\$14,800	\$15,900	7.2%
	1992	1997	2002				Est. Breakout
Revenue/Retail Sales	\$4.47/1,000	\$5.36/1,000	\$5.79/1,000				Local 82%
Revenue/Capita	\$44.42	\$66.23	\$90.65				National 18%

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	157.6	167.6	1.2%	167.6	175.4
Households	59.8	64.2	1.4%	64.2	68.7	1.4%
Retail Sales	1,566.8	2,069.4	5.7%	2,069.4	2,745.1	5.8%
EBI	2,291.5	2,720.7	3.5%	2,720.7	3,558.7	5.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	83.1	15.3	6.6	12.4	13.4	13.8	9.0	12.6
Women (000)	84.5	14.7	6.2	12.2	13.2	13.2	9.0	16.0
Total	167.6	30.0	12.7	24.6	26.7	27.0	17.9	28.6
Percentage	100.0%	17.9%	7.6%	14.7%	15.9%	16.1%	10.7%	17.1%
Per Capita	\$ 16,233			Median Household	\$ 34,336		Avg Household	\$ 42,378
Ethnic Population:	White 97.0%		Black 0.4%		Asian 1.4%		Hispanic 1.8%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		9	8	10	4	14
Tot 12+	0.4		60.5	60.5	60.9	26.2	87.1
Avg 12+	0.4		6.7	7.6	6.1	6.6	6.2
Tot LCS	0.5		69.5	69.5	69.9	30.1	100.0
Avg LCS	0.5		7.7	8.7	7.0	7.5	7.1

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
KPHT	Kindred	C3	92.7	25.0	328	Ingstad, James	93	9909		g1	Oldies	100	0.23	3.6	3.0	3.1	3.8	2.5	1.6	0.8	0.8	0.0
WDAY	Fargo	C	93.7	100.0	1030	c Ingstad, Tom	65	9607	1,500		CHR	800	0.67	10.0	8.9	10.0	8.0	9.5	9.1	8.4	9.4	0.0
KFGX	Detroit Lakes	C1	95.1	100.0	971	b Ingstad, James	76	9909		g1	Rock	325	0.80	3.4	5.1	4.4	3.4	2.5	3.7	5.5	3.3	0.0
● KVMJ	Arthur	A	96.7	5.0	361	KIPS Inc	94				Hot AC	125		0.7	0.4	0.9	0.8	0.4	0.8	0.4	0.4	0.0
KFNW	Fargo	C	97.9	100.0	1001	Northwestern	65				Inspiration				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 Triad Bcstg Co	66	9909		g1	Modern Rock	800	0.82	8.1	7.6	6.1	6.8	7.4	6.2	7.6	9.4	0.0
KVOX	Moorhead	C	99.9	100.0 cp	1034	b Triad Bcstg Co	66	9909		g1	Country	1,300	0.91	11.9	9.3	10.0	9.7	11.1	11.5	11.8	13.1	0.0
KFGO	Fargo	C1	101.9	93.0	1001	b Ingstad, James	84	9909		g1	Country	1,150	0.96	10.0	7.6	7.4	9.3	8.2	7.0	8.0	11.4	0.0
KLTA	Breckenridge	C1	105.1	100.0	650	c Triad Bcstg Co	70	9909		g1	AC	1,825	1.30	11.7	9.3	6.1	9.7	10.7	9.1	8.9	6.1	0.0
KPFX	Fargo	C	107.9	100.0	656	a Triad Bcstg Co	93	9909		g1	Adult Rock	825	0.67	10.2	9.7	6.6	9.7	8.2	5.3	7.2	5.7	0.0
# FM Stations -				10	# Combos -				7	FM TOTALS				69.6	60.9	54.6	61.2	60.5	54.3	58.6	59.6	0.0

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
KFGO	Fargo	B	790	5.0	5.00	b Ingstad, James	48	9909		g1	News/Talk	3,400	1.61	17.6	14.8	17.5	15.6	15.2	23.0	15.2	16.3	0.0
WDAY	Fargo	B	970	5.0	5.00	Forum Publishing	22				News/Talk	875	0.99	7.4	6.8	8.3	6.8	6.2	7.0	8.0	10.2	0.0
KVOX	Moorhead	B	1280	5.0	1.00	b Ingstad, James	37	9905		g1	Sports	325	1.43	1.9	2.5	3.1	1.7	1.6	1.2	2.1	2.4	0.0
KQWB	West Fargo	B	1550	10.0	5.00	a Triad Bcstg Co	60	9909		g1	Adit Stndrd	150	0.38	3.3	2.1	2.6	2.5	3.3	3.7	3.0	0.4	0.0
# AM Stations -				4	# Combos -				3	AM TOTALS				30.2	26.2	31.5	26.6	26.3	34.9	28.3	29.3	0.0
AM & FM Stations Profiled -				14	# Duopolies -				4	Total Local Commercial Share				87.1	86.1	87.0	86.8	89.2	86.9	88.9	0.0	

NOTE: Market rated twice yearly with Fall 1996 period.

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 212

Revenue Rank: 203

Marion-Carbondale, IL Market Overview



Metro Counties / Population (000)

Franklin, IL	40.1
Jackson, IL	62.4
Williamson, IL	60.0
Total	162.5

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$4,200	\$4,500	\$5,000	\$5,200	\$5,300	\$6,000
Δ 97 - 98	11.7%						
★★★		\$6,700	\$7,300	\$8,000	\$8,500	\$9,100	8.0%
Revenue/Retail Sales	\$3.23/1,000	\$3.34/1,000	\$4.00/1,000				Est. Breakout
Revenue/Capita	\$26.28	\$36.92	\$55.35				Local 88%
							National 12%

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	159.8	162.5	0.3%	162.5	164.4	0.2%
Households	63.3	64.7	0.4%	64.7	66.0	0.4%
Retail Sales	1,300.7	1,794.3	6.6%	1,794.3	2,272.9	4.8%
EBI	1,905.7	2,052.4	1.5%	2,052.4	2,359.6	2.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	79.9	12.4	6.2	12.8	11.1	11.7	9.9	15.8
Women (000)	82.6	11.5	5.8	10.5	10.5	11.6	10.1	22.5
Total	162.5	23.9	12.0	23.4	21.6	23.3	20.0	38.4
Percentage	100.0%	14.7%	7.4%	14.4%	13.3%	14.3%	12.3%	23.6%
Per Capita	\$ 12,630							
				Median Household	\$ 23,505		Avg Household	\$ 31,722
Ethnic Population:	White 92.2%		Black 5.5%		Asian 2.1%		Hispanic 1.5%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	6		8	10	6	16
Tot 12+	16.5	47.5		59.2	64.0	8.5	72.5
Avg 12+	4.1	7.9		7.4	6.4	1.4	4.5
Tot LCS	22.8	65.5		81.7	88.3	11.7	100.0
Avg LCS	5.7	10.9		10.2	8.8	2.0	6.3

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
WVZA	Herrin	B1	92.7	25.0	328	a	Cumulus Bcstg Inc	94	9807	13,125	d2	Hot AC	225	0.80	4.2	3.7	4.9	3.8	2.2	4.9	4.7	5.6	0.0		
WXLT	Carterville	A	95.1	6.0	279	b	Zimmer Radio	92	9706	1,250	c3	Clsc Rock	300	0.65	6.9	5.3	4.4	6.0	3.8	4.4	1.6	4.2	0.0		
WQUL	West Frankfort	A	97.7	3.5	0	a	Cumulus Bcstg Inc	72	9807		d2	Clsc Rock	150	0.72	3.1	4.8	4.4	2.2	2.2	2.5	2.1	0.5	0.0		
WOOZ	Harrisburg	B	99.9	32.0	620	b	Zimmer Radio	47	8907	713		Country	1,150	1.00	17.1	11.2	12.1	9.8	14.5	15.7	13.7	13.1	0.0		
WCIL	Carbondale	B	101.5	50.0	387	b	Zimmer Radio	68	9608	1,765	c1	Hot AC	800	0.80	14.9	12.3	13.2	12.6	8.6	8.8	8.4	10.3	0.0		
WUEZ	Christopher	A	103.5	6.0	328	b	Zimmer Radio	91	9805	675		Soft Hits	175	0.69	3.8	4.8	3.8	2.2	3.2	3.9	5.3	5.6	0.0		
WXAN	Ava	A	103.9	0.0	463		Lawder, Harold L	82				Religion	200	1.99	1.5	1.6	1.6	1.1	1.1	1.0	1.6	1.4	0.0		
WTAO	Murphysboro	B1	105.1	25.0	308	a	Cumulus Bcstg Inc	72	9807		d2	Adult Rock	1,025	1.30	11.8	7.5	5.5	8.7	8.1	10.3	6.8	8.4	0.0		
WQRL	Benton	B1	106.3	12.5	459		Dana Comm Corp	73	9204	250		Oldies	275	1.08	3.8	3.2	2.7	1.6	3.8	2.5	3.7	1.9	0.0		
WDDD	Marion	B	107.3	50.0	492	a	Cumulus Bcstg Inc	70	9807		d2	Country	1,750	1.14	22.9	9.6	12.1	14.8	17.7	18.1	16.3	14.0	0.0		
# FM Stations -					10	# Combos -					8	FM TOTALS					90.0	64.0	64.7	62.8	65.2	72.1	64.2	65.0	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
WDDD	Johnston City	B	810	0.3	0.25	a	Cumulus Bcstg Inc	79	9807		d2	Country			0.4	0.5	0.5	0.5	0.0	0.0	1.6	0.0	0.0		
WCIL	Carbondale	B	1020	1.0	1.00	b	Zimmer Radio	46	9608		c1	News			0.4	0.5	0.5	0.5	0.0	0.0	1.1	0.5	0.0		
WGGH	Marion	B	1150	5.0	0.00		Vine Bcstg Inc	49	9204	396		Gospel	50		0.8	0.0	2.2	1.1	0.0	0.0	1.1	0.0	0.0		
WFRX	West Frankfort	B	1300	1.0	0.06	a	Cumulus Bcstg Inc	51	9807		d2	Adlt Stndrd	150	0.66	3.4	2.7	2.7	2.7	2.2	1.5	1.1	2.8	0.0		
WJPF	Herrin	C	1340	0.8	0.77	b	Zimmer Radio	40	9706		c3	Nws/Tlk/Spt	250	1.10	3.4	2.7	3.3	2.7	2.2	2.0	2.1	1.9	0.0		
WINI	Murphysboro	B	1420	0.4	0.50		Radio Station WINI	54	6807			Nws/Tlk/Spt	200	1.99	1.5	2.1	2.2	1.1	1.1	2.5	1.6	2.3	0.0		
# AM Stations -					6	# Combos -					4	AM TOTALS					9.9	8.5	11.4	8.6	5.5	6.0	8.6	7.5	0.0
AM & FM Stations Profiled -					16	# Duopolies -					6	Total Local Commercial Share					72.5	76.1	71.4	70.7	78.1	72.8	72.5	0.0	

NOTE: Market rated twice yearly with Fall 1996 period.

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 213

Revenue Rank: 191

Duluth, MN - Superior, WI Market Overview



Metro Counties / Population (000)

St. Louis, MN	120.1
Douglas, WI	42.4
Total	162.5

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$5,000	\$5,200	\$5,700	\$6,100	\$6,300	\$6,600
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$3.99/1,000	\$4.21/1,000	\$4.88/1,000	Local	80%		
Revenue/Capita	1992	1997	2002	National	20%		
	\$31.29	\$40.62	\$54.01				

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	159.8	162.5	0.3%	162.5	175.9
Households	63.9	65.5	0.5%	65.5	72.6	2.1%
Retail Sales	1,252.9	1,568.1	4.6%	1,568.1	1,948.7	4.4%
EBI	2,030.3	2,207.1	1.7%	2,207.1	2,817.8	5.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	79.4	13.6	6.9	7.2	10.2	13.5	10.1	18.0
Women (000)	83.1	12.9	6.5	6.8	10.2	13.2	10.1	23.5
Total	162.5	26.4	13.4	14.0	20.4	26.7	20.2	41.5
Percentage	100.0%	16.3%	8.3%	8.6%	12.6%	16.4%	12.4%	25.5%
Per Capita	\$ 13,581			Median Household	\$ 27,752		Avg Household	\$ 33,707
Ethnic Population:	White	96.5%	Black	0.7%	Asian	0.8%	Hispanic	0.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			12	9	12	7	19
Tot 12+			62.3	61.3	62.3	19.8	82.1
Avg 12+			5.2	6.8	5.2	2.8	4.3
Tot LCS			75.9	74.7	75.9	24.1	100.0
Avg LCS			6.3	8.3	6.3	3.4	5.3

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WWAX	Hermantown	C3	92.1	3.4 cp	892	f	Curtis Squire Inc	96	9910	2,100	c1	AC	250	0.46	7.2	9.2	6.1	6.9	5.1	4.4	1.9	0.0	0.0	
• KQDS	Duluth	C1	94.9	100.0	699	b	Curtis Squire Inc	76	9811		g1	AOR	725	0.96	10.1	5.3	5.7	7.4	9.3	8.4	8.1	11.8	0.0	
KDAL	Duluth	C1	95.7	100.0	804	d	Shockley Comm	85	8801	2,000	c4	AC	900	1.20	10.0	7.2	9.2	7.8	8.8	7.6	9.0	9.3	0.0	
KDNW	Duluth	C2	97.3	40.0	548		Northwestern		93			Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KTCO	Duluth	C1	98.9	100.0	600	d	Shockley Comm	72	9608	3,800	c1	Country	500	1.01	6.6	6.3	8.3	6.9	4.2	8.9	8.1	7.7	0.0	
WUSZ	Virginia	C1	99.9	100.0	568	c	Virginia Bcstg Co		71			Country				0.5	0.0	0.0	0.0	0.4	1.0	0.4	0.0	
KLDJ	Duluth	C2	101.7	18.5	824	a	Brill Media Co	94	9509	700		Oldies	1,250	1.67	10.0	7.7	9.6	8.3	8.3	6.7	7.6	4.5	0.0	
KRBR	Superior	C1	102.5	100.0	600	d	Shockley Comm	79	9608		c1	CHR	400	0.83	6.4	6.8	6.6	5.5	5.1	6.2	8.6	8.1	0.0	
KZIO	Two Harbors	C2	104.3	50.0	397	f	Curtis Squire Inc	95	9910		c1	Nostalgia	100	0.37	3.6	4.8	4.4	3.7	2.3	2.7	0.5	0.8	0.0	
KKCB	Duluth	C1	105.1	100.0	791	a	Brill Media Co	66	8403	2,000	c2	Country	1,600	1.48	14.4	11.1	10.0	12.4	11.6	11.1	12.9	11.0	0.0	
WNXR	Iron River	C3	107.3	21.0	361		Hackman, Gerald J	94	9909	300		AC/Oldes				0.6	0.5	0.4	0.5	0.5	0.9	0.5	0.4	0.0
• KUSZ	Proctor	C2	107.7	7.7	912	c	Brill Media Co	94	9910 p	1,000		Clsc Rock	300	0.98	4.1	2.9	2.6	4.1	2.8	1.8	0.5	0.8	0.0	
# FM Stations -					12	# Combos -					10	FM TOTALS				73.0	62.3	62.9	63.5	58.0	59.1	58.7	54.8	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WEBC	Duluth	B	560	5.0	5.00	a	Brill Media Co	24	8403		c2	Talk	450	0.74	8.1	5.8	4.8	5.5	7.9	5.3	5.2	4.9	0.0	
KDAL	Duluth	B	610	5.0 cp	5.00	d	Shockley Comm	36	8801		c4	FullService	750	0.75	13.3	10.6	9.6	12.0	10.2	11.1	9.5	10.2	0.0	
WNMT	Nashwauk	B	650	10.0	1.00	e	Central States Ntwk	75	9702		sw	Talk				0.3	0.0	0.0	0.0	0.5	0.4	0.5	0.4	0.0
WDSM	Superior	B	710	10.0	5.00	d	Shockley Comm	39	9608		c1	Sports	150	0.71	2.8	2.4	2.2	2.3	2.3	1.8	1.9	4.5	0.0	
WWJC	Duluth	B	850	10.0	0.00		WWJC Inc	63	8309	515		Chrst/Talk	50	0.48	1.4	0.5	1.3	0.9	1.4	0.4	0.5	1.2	0.0	
KXTP	Superior	B	970	1.0	0.03	d	Shockley Comm	59	9608		c1	Children	50	0.56	1.2	0.5	0.9	0.5	1.4	2.2	3.3	3.7	0.0	
• KQDS	Duluth	C	1490	1.0	1.00	b	Curtis Squire Inc	63	9811		g1	AOR				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					7	# Combos -					5	AM TOTALS				27.1	19.8	18.8	21.2	23.7	21.2	20.9	24.9	0.0
AM & FM Stations Profiled -					19	# Duopolies -					6	Total Local Commercial Share				82.1	81.7	84.7	81.7	80.3	79.6	79.7	0.0	

NOTE: Market rated twice yearly with Fall 1996 period.

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 214

Revenue Rank: 205

Tuscaloosa, AL Market Overview



Metro Counties / Population (000)

Tuscaloosa, AL	162.2
	162.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$3,800	\$3,900	\$4,500	\$4,700	\$5,200	\$5,800
Revenue/Retail Sales Revenue/Capita	1992	1997	2002	Est. Breakout			
	\$3.45/1,000	\$3.66/1,000	\$4.49/1,000	Local	90%	National	10%
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
13.8%	\$6,600	\$7,300	\$8,000	\$8,500	\$9,300	9.0%	

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	156.5	162.2	0.7%	162.2	170.5
Households	57.6	60.7	1.1%	60.7	65.2	1.4%
Retail Sales	1,103.0	1,584.7	7.5%	1,584.7	2,072.6	5.5%
EBI	1,987.2	2,318.5	3.1%	2,318.5	3,053.2	5.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	78.8	13.4	7.0	11.3	11.3	12.7	9.6	13.6
Women (000)	83.4	12.6	6.8	12.0	11.2	13.1	10.0	17.7
Total	162.2	26.0	13.8	23.2	22.5	25.8	19.7	31.3
Percentage	100.0%	16.0%	8.5%	14.3%	13.9%	15.9%	12.1%	19.3%
Per Capita	\$ 14,294			Median Household	\$ 28,896		Avg Household	\$ 38,197
Ethnic Population:	White 71.0%		Black 27.9%		Asian 1.0%		Hispanic 0.9%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		8	5	10	5	15
Tot 12+	1.5		53.7	39.4	55.2	16.5	71.7
Avg 12+	0.8		6.7	7.9	5.5	3.3	4.8
Tot LCS	2.1		74.9	55.0	77.0	23.0	100.0
Avg LCS	1.0		9.4	11.0	7.7	4.6	6.7

Competitive Overview

Some stations also rated in Birmingham.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WTUG	Tuscaloosa	C1	92.9	100.0	981	c	Radio South Inc	79				Urban AC	900	1.31	10.4	10.3	6.5	8.5	6.3	7.1	0.0	14.8	0.0
• WZBQ	Carrollton	C	94.1	100.0	1007	b	AMFM Inc	70	9910 p		g	CHR	1,100	1.37	12.2	9.2	8.0	11.3	6.3	6.1	0.0	10.1	0.0
WBHJ	Tuscaloosa	C1	95.7	100.0	981	a	Cox Radio Inc	52	9811	See (56)		CHR/Rhymc	n/a		13.5	12.8	11.9	9.9	9.3	11.6	0.0	3.2	0.0
• WTXT	Fayette	C1	98.1	100.0	906	b	AMFM Inc	77	9910 p		g	Country	2,200	1.81	18.4	9.7	13.4	12.3	13.7	10.6	0.0	16.4	0.0
WLXY	Northport	C3	100.7	11.5	486		Warrior Bcstg Inc	91				Clsc Rock	900	1.73	7.9	5.6	2.5	5.2	5.9	6.1	0.0	6.9	0.0
WTID	Reform	C2	101.7	21.0	728		Radio South Inc	91	9607	800		Hot AC	250	1.02	3.7	4.6	4.0	2.8	2.4	3.0	0.0	1.6	0.0
• WDXB	Jasper	C	102.5	83.0	2098		AMFM Inc	62	9910 p			Country	n/a		5.1	1.5	1.5	3.3	3.9	3.0	0.0	3.2	0.0
WNPT	Linden	C2	102.9	40.0	551	e	Willis Bcstg Corp	90	9704 p		na	Gospl/RhyBl			1.1	0.0	0.0	0.5	1.0	1.5	0.0	1.1	0.0
WQZZ	Eutaw	A	104.3	2.3	371	d	Lawson, James	90	9211	160		R&B Oldies			0.8	0.0	0.0	0.0	1.0	1.5	0.0	2.6	0.0
• WRTR	Tuscaloosa	A	105.5	6.0	299	b	AMFM Inc	66	9910 p		g	Rock	600	1.01	9.0	1.5	5.5	8.0	4.9	7.6	0.0	2.6	0.0
# FM Stations -					10	# Combos -					6	FM TOTALS			82.1	55.2	53.3	61.8	54.7	58.1	0.0	62.5	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WTSK	Tuscaloosa	B	790	5.0	0.04	c	Radio South Inc	58	7707			Gospel	225	0.41	8.4	6.7	7.5	7.1	4.9	5.6	0.0	5.8	0.0
WSPZ	Tuscaloosa	B	1150	5.0	1.00	e	Willis Bcstg Corp	36	9711	130		Gospel	100			0.0	0.0	0.0	0.0	0.5	0.0	1.1	0.0
• WTBC	Tuscaloosa	C	1230	1.0	1.00		Auburn Network Inc	46	9712	50		News/Talk	100	0.46	3.3	2.6	3.0	3.3	1.5	0.0	0.0	0.0	0.0
WWPG	Tuscaloosa	B	1280	5.0	0.50	d	Lawson, James	51	9303	160		Gospel	100	0.40	3.8	2.1	2.0	1.9	3.4	7.1	0.0	5.8	0.0
• WACT	Tuscaloosa	B	1420	5.0	0.11	b	AMFM Inc	58	9910 p		g	Gospel	125	0.79	2.4	5.1	2.0	1.4	2.0	2.0	0.0	2.1	0.0
# AM Stations -					5	# Combos -					4	AM TOTALS			17.9	16.5	14.5	13.7	11.8	15.2	0.0	14.8	0.0
AM & FM Stations Profiled -					15	# Duopolles -					3	Total Local Commercial Share			71.7	67.8	75.5	66.5	73.3	0.0	77.3	0.0	

NOTE: Market rated twice yearly with Fall 1997 period.

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Competitive Overview

NOTE: Some Roanoke stations are also rated in this market.

FM Stations													ARB 12+ Metro Shares (see rights)									
Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
															1999	1998	1998	1997	1997	1996	1996	1995
WXLK	Roanoke	C	92.3	93.0	2051	Wheeler, Mel	60	9702	See (105)		CHR	n/a		18.7	15.0	15.8	15.5	12.6	14.1	0.0	14.7	0.0
• WPVR	Roanoke	C	94.9	98.0	1982	Wheeler, Mel	48	9909 p	See (105)		Clsc Rock	n/a		6.7	4.4	5.3	4.6	5.5	8.6	0.0	11.1	0.0
WXBX	Rural Retreat	A	95.3	6.0	190	a Three Rivers Media	91	9808	200		Oldies	25			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WROV	Martinsville	C1	96.3	13.8	2077	AMFM Inc	50	9910 p			AOR	n/a		12.3	8.9	10.5	10.8	7.7	8.6	0.0	8.9	0.0
WSLQ	Roanoke	C	99.1	200.0	1992	Wheeler, Mel	47				AC	n/a		17.0	10.6	8.2	12.9	12.6	10.6	0.0	10.0	0.0
WBZV	Christiansburg	A	100.7	0.8 cp	896	b New River Valley	90	9906	6,455 d1		Alternative	375	3.56	3.9	3.3	3.5	3.1	2.7	1.5	0.0	1.6	0.0
WZFM	Narrows	A	101.3	5.0	-532	Old Dominion	91	9501	34		DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBXW	Radford	A	101.7	5.8	66	b New River Valley	65	9906		d1	Soft Rock	250	1.71	5.4	2.8	0.6	2.6	5.5	7.1	0.0	4.2	0.0
WBRW	Blacksburg	C3	105.3	12.0	479	b New River Valley	64	9906		d1	Clsc Rock	500	2.15	8.6	3.3	5.8	5.2	7.7	1.0	0.0	2.1	0.0
WPSK	Pulaski	C3	107.1	1.8	1207	b New River Valley	67	9906		d1	Country	775	1.51	19.0	17.2	16.4	16.0	12.6	14.6	0.0	17.9	0.0
# FM Stations -				10	# Combos -				4	FM TOTALS				91.6	65.5	66.1	70.7	66.9	66.1	0.0	70.5	0.0

AM Stations													ARB 12+ Metro Shares (see rights)									
Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
															1999	1998	1998	1997	1997	1996	1996	1995
WFNR	Blacksburg	B	710	10.0	0.00	b New River Valley	73	9906		d1	Nws/Tlk/Spt	125	2.72	1.7	3.9	2.9	1.5	1.1	1.5	0.0	2.1	0.0
WPIN	Dublin	B	810	4.2	0.00	c Baker Family Stns	95				Christian	25			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKNV	Fairlawn	B	890	10.0	0.00	c Baker Family Stns	98				Gospel				0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WNRV	Narrows-Pearisb	B	990	5.0	0.00	b Perception Media	53	9907		na	DARK	75		0.3	0.0	0.0	0.0	0.5	0.0	0.0	1.1	0.0
WGFC	Floyd	B	1030	1.0	0.00	Gallimore Elec Inc	85				Country	125	3.09	1.5	0.0	0.0	0.0	2.2	0.5	0.0	0.0	0.0
WWVT	Christiansburg	B	1260	2.8	0.00	VA Tech	54	9806		dn	News/Info	25			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBLB	Pulaski	C	1340	1.0	0.25	Nipper Auto Parts	73				Gospel	175	2.03	3.2	2.8	1.8	1.5	3.3	1.5	0.0	2.1	0.0
WKEX	Blacksburg	B	1430	1.0	0.06	Base	69	9808	60		Blue Grass	75			1.7	0.6	0.0	0.0	1.0	0.0	0.5	0.0
• WRAD	Radford	B	1460	5.0	0.50	b New River Valley	50	9906		d1	DARK	100	2.18	1.7	0.0	1.8	1.0	1.6	2.0	0.0	1.6	0.0
WPUV	Pulaski	B	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
# AM Stations -				10	# Combos -				5	AM TOTALS				8.4	9.0	7.1	4.0	8.7	6.5	0.0	7.4	0.0
AM & FM Stations Profiled -				20	# Duopolies -				5	Total Local Commercial Share				74.5	73.2	74.7	75.6	72.6	0.0	77.9	0.0	

NOTE: Market first rated Spring 1996; rated twice yearly with Fall 1997 period.

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 216

Revenue Rank: 172

St. Cloud, MN Market Overview



Metro Counties / Population (000)

Benton, MN	33.1
Sherburne, MN	16.2
Stearns, MN	121.3
Total	170.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$6,900	\$7,300	\$8,100	\$8,400	\$8,900	\$9,100	5.7%
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
5.5%	\$9,600	\$10,100	\$10,700	\$11,200	\$11,800	5.2%	
Revenue/Retail Sales	\$2.83/1,000	\$4.26/1,000	\$4.66/1,000	Est. Breakout			80%
Revenue/Capita	\$43.26	\$53.34	\$65.74	Local			20%
				National			

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	159.5	170.6	1.4%	170.6	179.5
Households	54.5	58.1	1.3%	58.1	62.5	1.5%
Retail Sales	2,433.9	2,137.4	-2.6%	2,137.4	2,534.9	3.5%
EBI	1,967.8	2,230.6	2.5%	2,230.6	2,728.4	4.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	85.7	17.6	7.9	12.4	12.8	12.7	8.9	13.5
Women (000)	84.9	16.5	7.4	11.9	12.1	12.2	8.9	15.9
Total	170.6	34.1	15.3	24.2	24.8	24.8	17.9	29.5
Percentage	100.0%	20.0%	9.0%	14.2%	14.5%	14.6%	10.5%	17.3%
Per Capita	\$ 13,072							
Median Household	\$ 31,955							
Avg Household	\$ 38,412							
Ethnic Population:	White 98.2%	Black 0.5%	Asian 0.9%	Hispanic 0.7%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		9	7	12	6	18
Tot 12+	2.6		44.1	41.4	46.7	18.6	65.3
Avg 12+	0.9		4.9	5.9	3.9	3.1	3.6
Tot LCS	4.0		67.5	63.4	71.5	28.5	100.0
Avg LCS	1.3		7.5	9.1	6.0	4.7	5.6

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
KKJM	St Joseph	C3	92.9	25.0	328		WJON Bcstg Co	96	9704		na	Christian	150	0.82	1.9	1.8	1.8	1.7	0.9	2.1	2.8	0.0	0.0
KMSR	Sauk Centre	A	94.3	3.0	299		Branstock Comm	76	9607	250		Soft Hits				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KMXK	Cold Spring	C2	94.9	50.0	492	d	Regent Comm	68	9905	12,700	c1	Oldies	600	1.12	5.6	2.2	3.6	3.4	4.1	3.0	2.0	3.9	0.0
KKSR	Sartell	C2	96.7	50.0	453	a	Starcom	88				Lite AC	700	1.06	6.9	1.8	2.2	5.1	4.1	2.6	2.8	4.3	0.0
WWJO	St. Cloud	C	98.1	100.0	1001	d	Regent Comm	75	9905			Country	1,900	1.09	18.1	10.1	9.3	11.0	13.2	12.8	12.0	15.5	0.0
KZPK	Paynesville	C2	98.9	47.3	499	b	Leighton	95	9705	1,000	1	Country	1,300	1.15	11.8	6.6	9.8	8.0	7.7	9.8	10.4	6.0	0.0
KCML	St. Joseph	A	99.9	2.9	476	b	Leighton	98				Soft Hits				2.6	4.0	0.0	0.0	0.0	0.0	0.0	0.0
WHMH	Sauk Rapids	C2	101.7	38.0	423	c	Hoppe, Herbert M	75				AC	600	0.54	11.5	6.2	4.4	8.0	7.3	6.0	3.2	6.0	0.0
KLZZ	Waite Park	C3	103.7	9.0 cp	413	a	Starcom	90	9603		na	Clsc Rock	750	1.20	6.5	4.8	6.2	5.1	3.6	4.7	4.8	3.9	0.0
KCLD	St. Cloud	C	104.7	100.0	984	b	Leighton	48	7509		1	CHR	1,500	1.09	14.3	9.7	8.4	10.5	8.6	8.5	8.0	9.9	0.0
KDDG	Albany	A	105.5	6.0	328	a	Starcom	93	9612	1,250	c2	Alternative			1.6	0.0	1.3	0.8	1.4	1.3	0.4	0.4	0.0
KLCI	Princeton	C2	106.1	30.0	604		HomeNet Inc	74	9811			Country	n/a		0.7	0.9	0.4	0.4	0.5	0.4	0.4	0.0	0.0
# FM Stations -					12	# Combos -			9	FM TOTALS					78.9	46.7	51.4	54.0	51.4	51.2	46.8	49.9	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WBHR	Sauk Rapids	B	660	10.0	0.25	c	Hoppe, Herbert M	63				Children			0.4	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0
WVAL	Sauk Rapids	B	800	2.6	0.85	c	Hoppe, Herbert M	99				Country				1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KASM	Albany	B	1150	2.1	0.02	a	Starcom	50	9612		c2	FullService	800	1.07	7.8	7.5	6.2	5.9	4.5	6.4	7.2	3.9	0.0
WJON	St. Cloud	C	1240	1.0	1.00	d	Regent Comm	50	9905		c1	News	1,000	1.17	8.9	6.2	6.7	5.1	6.8	6.8	6.8	5.2	0.0
KXSS	Waite Park	B	1390	2.5	1.00	a	Starcom	81	9603		na	Nostalgia	200	0.91	2.3	1.3	0.9	0.8	2.3	1.7	3.2	2.2	0.0
KNSI	St. Cloud	C	1450	1.0	1.00	b	Leighton	38	7509		1	Talk	125	0.81	1.6	1.8	0.9	0.8	1.4	1.3	0.8	2.2	0.0
# AM Stations -					6	# Combos -			6	AM TOTALS					21.0	18.6	14.7	12.6	15.5	16.2	18.0	13.5	0.0
AM & FM Stations Profiled -					18	# Duopolies -			6	Total Local Commercial Share					65.3	66.1	66.6	66.9	67.4	64.8	63.4	0.0	

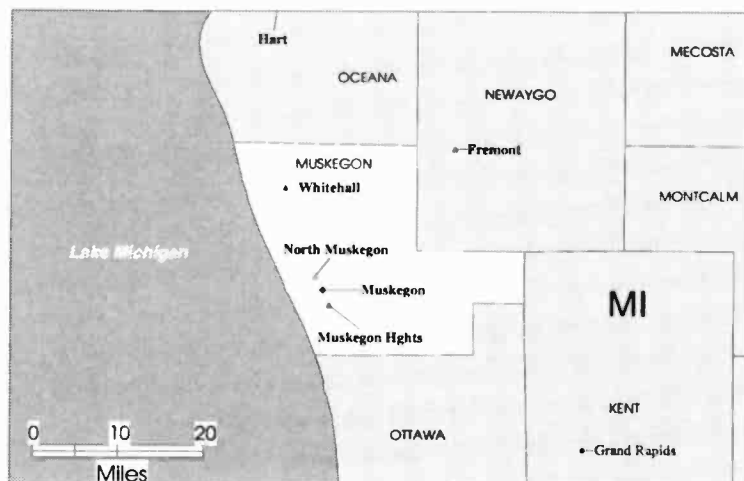
NOTE: Rated twice yearly with Fall 1996 period.

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 217

Revenue Rank: 213

Muskegon, MI Market Overview



Metro Counties / Population (000)

Muskegon, MI	166.5
	166.5

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$5,000	\$5,000	\$5,200	\$5,300	\$5,600	\$5,900
★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	6.8%	\$6,300	\$6,600	\$6,900	\$7,200	\$7,600	4.7%
Revenue/Retail Sales	1992 \$4.96/1,000	1997 \$4.16/1,000	2002 \$4.20/1,000	Est. Breakout			
Revenue/Capita	\$30.75	\$35.44	\$44.47	Local	85%		
				National	15%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	162.6	166.5	0.0%	166.5	170.9
Households	59.0	61.1	0.7%	61.1	64.1	1.0%
Retail Sales	1,008.0	1,419.9	7.1%	1,419.9	1,810.1	5.0%
EBI	2,025.0	2,156.9	1.3%	2,156.9	2,547.7	3.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	82.4	16.1	7.4	6.6	13.0	13.6	10.1	15.5
Women (000)	84.1	15.7	7.2	6.3	11.3	13.2	10.4	20.1
Total	166.5	31.8	14.6	12.9	24.2	26.8	20.6	35.6
Percentage	100.0%	19.1%	8.8%	7.8%	14.5%	16.1%	12.3%	21.4%
Per Capita	\$ 12,954			Median Household	\$ 29,279		Avg Household	\$ 35,301
Ethnic Population:	White 83.5%		Black 15.1%		Asian 0.5%		Hispanic 2.8%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	3	1	4	8	5	13
Tot 12+	7.2	33.4	3.4	38.2	44.0	7.2	51.2
Avg 12+	1.8	11.1	3.4	9.6	5.5	1.4	3.9
Tot LCS	14.1	65.2	6.6	74.6	85.9	14.1	100.0
Avg LCS	3.5	21.7	6.6	18.7	10.7	2.8	7.7

Competitive Overview

Some stations also rated in Grand Rapids.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WGVS	Whitehall	A	95.3	2.0	361	b	WLC Bcstg Inc	75	9707	900	c1	Urban			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WEFG	Whitehall	A	97.5	1.7	427	c	Pyramid Bcstg Inc	91				70s Oldies	230		1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLCS	North Muskegon	A	98.3	2.6	322	c	Pyramid Bcstg Inc	83	9512	535		Oldies	230		4.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSHN	Fremont	A	100.1	2.8	295	d	Noordyk Bcstg	71	9604		st	Country			0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WMRR	Muskegon	B1	101.7	12.0	305	e	Connoisseur Comm	74	9908	2,700	c4	Clsc Rock	400		9.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WCXT	Hart	C1	105.3	100.0	1076		Waters Bcstg Corp	83				Lite AC			3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMUS	Muskegon	B	106.9	15.5	367	a	Connoisseur Comm	62	9809	5,250	c6	Country			17.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WSHZ	Muskegon	B1	107.9	15.0	420	e	Connoisseur Comm	95	9908		c4	Bright AC			6.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -				8	# Combos -				6	FM TOTALS				0.0	44.0	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 (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WGVS	Muskegon	B	850	1.0	1.00	b	WLC Bcstg Inc	26	9707		c1	Nws/Tik/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WMUS	Muskegon	B	1090	1.0	0.00	a	Connoisseur Comm	47	9809		c6	Country				1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WUBR	Whitehall	C	1490	1.0	1.00	c	Pyramid Bcstg Inc	59				70s Oldies	15		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WKBZ	Muskegon	B	1520	10.0	1.00	b	Harbor Pointe	63	9908 p	434		Christian			1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMHG	Muskegon	B	1600	5.0	5.00	e	Connoisseur Comm	49	9908		c4	MOR			4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				5	# Combos -				5	AM TOTALS				0.0	7.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
AM & FM Stations Profiled -				13	# Duopolles -				3	Total Local Commercial Share				51.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

NOTE: Market reinstated with Spring 1999 period.

◆ Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 218

Revenue Rank: 230

Redding, CA Market Overview



Metro Counties / Population (000)

Shasta, CA	164.1
	164.1

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

ESTIMATED GROSS REVENUES	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$4,000	\$4,100	\$4,300	\$4,400	\$4,600	\$5,300	5.6%
★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	3.8%	\$5,500	\$5,800	\$6,100	\$6,500	\$6,800	5.2%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
Revenue/Capita	\$3.35/1,000	\$3.46/1,000	\$3.76/1,000	Local	85%		
	\$24.72	\$32.30	\$39.72	National	15%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	161.8	164.1	0.3%	164.1	171.2
Households	61.8	62.6	0.3%	62.6	66.1	1.1%
Retail Sales	1,194.4	1,533.5	5.1%	1,533.5	1,808.7	3.4%
EBI	2,015.5	1,998.0	-0.2%	1,998.0	2,205.8	2.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	81.2	16.0	7.2	5.5	10.3	13.7	11.3	17.2
Women (000)	82.9	14.5	6.7	5.4	10.7	14.0	11.2	20.3
Total	164.1	30.6	14.0	10.9	21.0	27.7	22.5	37.5
Percentage	100.0%	18.6%	8.5%	6.6%	12.8%	16.9%	13.7%	22.9%
Per Capita	\$ 12,176	Median Household		\$ 25,228	Avg Household		\$ 31,917	
Ethnic Population:	White 93.9%	Black 0.8%	Asian 2.5%	Hispanic 5.3%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations		1	9	8	10	5	15
Tot 12+		0.9	60.9	60.9	61.8	18.2	80.0
Avg 12+		0.9	6.8	7.6	6.2	3.6	5.3
Tot LCS		1.1	76.1	76.1	77.3	22.8	100.0
Avg LCS		1.1	8.5	9.5	7.7	4.6	6.7

Competitive Overview

Some stations also rated in Chico.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
KEWB	Anderson	C2	94.7	4.2	1565	c	McCarthy	83	9607	850	Country	450	0.76	10.7	4.4	5.9	8.3	7.8	6.5	7.0	9.1	9.4	
KALF	Red Bluff	B	95.7	7.0	1266	d	Regent Comm	76	9806		Country	n/a		1.7	0.9	1.0	1.5	1.0	0.0	0.0	0.0	1.5	
KNCQ	Redding	C2	97.3	28.0	3570	c	McCarthy	85			Country	1,000	1.24	14.7	7.1	10.4	10.7	11.3	11.2	14.5	13.4	13.4	
• KVIP	Redding	C	98.1	30.0	1709	a	Pacific Cascade	75			Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KNNN	Central Valley	C2	99.3	1.5 cp	1506	d	Regent Comm	89	9806	3,500	d2	Top 40	600	0.76	14.3	14.2	12.4	11.2	10.3	6.5	2.8	7.0	6.9
KEGR	Red Bluff	C2	102.7	5.5	1414	c	McCarthy	85	9304	326	Clsc Rock	500	1.62	5.6	5.8	4.0	3.9	4.4	3.7	6.1	9.1	9.4	
KSHA	Redding	C	104.3	100.0	1558	b	Regent Comm	81	9806		g1	Lite Rock	600	1.52	7.2	9.8	6.4	5.4	5.4	7.4	6.1	7.5	8.9
KRDG	Shingletown	C1	105.3	28.0 cp	1243	d	Regent Comm	94	9806		d2	Oldies	550	1.32	7.6	6.7	6.9	5.4	5.9	8.8	10.3	6.4	0.0
KRRX	Bumey	C	106.1	100.0	1969	d	Regent Comm	85	9806		d2	Rock & Roll	600	1.00	10.9	6.7	4.0	5.9	10.3	16.3	7.9	5.9	8.4
KISK	Shasta Lake	C3	107.1	1.4	1362	c	McCarthy	98	9807		cp	Modern AC				6.2	4.5	0.0	0.0	0.0	0.0	0.0	
# FM Stations -				10	# Combos -				9	FM TOTALS					72.7	61.8	55.5	52.3	56.4	60.4	54.7	58.4	57.9

AM Stations

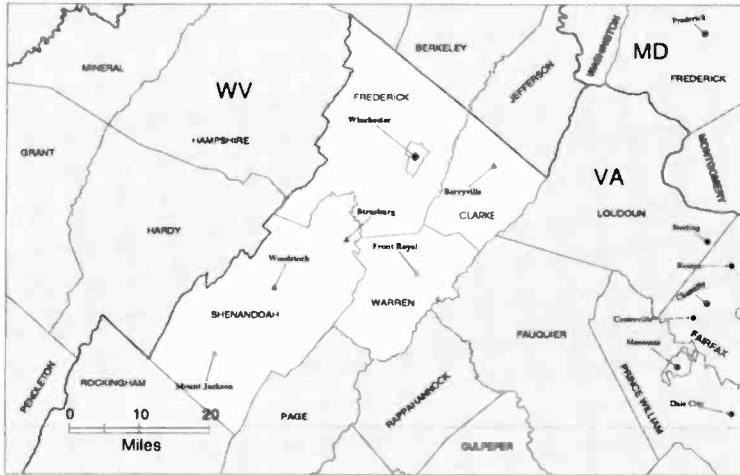
Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
• KVIP	Redding	B	540	2.5	0.01	a	Pacific Cascade	70				Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KNRO	Redding	B	600	1.0	1.00	d	Regent Comm	36	9806		d2	Country	200	1.21	3.0	2.2	1.0	2.0	2.5	5.1	2.3	1.6	2.5
• KLXR	Redding	C	1230	1.0	1.00	d	Quinn, Michael	56	9910 p	125,000	na	Adlt Stndrd	125	0.23	10.0	4.9	6.9	10.2	4.9	0.0	0.0	0.0	0.0
KQMS	Redding	C	1400	1.0	1.00	d	Regent Comm	54	9806		g1	News/Talk	900	1.14	14.3	11.1	13.9	12.2	9.3	10.7	17.3	12.3	11.9
KMCA	Shasta	C	1450	1.0 cp	1.00		Allen, Mark	67	9610	35		Cntry/Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -				5	# Combos -				4	AM TOTALS					27.3	18.2	21.8	24.4	16.7	15.8	19.6	13.9	14.4
AM & FM Stations Profiled -				15	# Duopolies -				5	Total Local Commercial Share					80.0	77.3	76.7	73.1	76.2	74.3	72.3	72.3	

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 219

Revenue Rank: 195

Winchester, VA Market Overview



Metro Counties / Population (000)

Clarke, VA	12.9
Frederick, VA	53.6
Shenandoah, VA	34.0
Warren, VA	30.8
Winchester city, VA	24.6
Total	155.9

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

ESTIMATED GROSS REVENUES ★★★	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>Δ 92 - 97</u>
	N/A	N/A	\$5,100	\$5,500	\$6,200	\$6,400	
	<u>Δ 97 - 98</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 98 - 02</u>
	14.1%	\$7,300	\$7,800	\$8,400	\$8,900	\$9,500	7.0%
Revenue/Retail Sales	<u>1992</u>	<u>1997</u>	<u>2002</u>	Est. Breakout			
Revenue/Capita	N/A	\$4.27/1,000	\$5.07/1,000	Local	80%		
	N/A	\$41.05	\$56.72	National	20%		

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

	<u>1992</u>	<u>1997</u>	<u>Growth Rate</u>	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>
MSA Population	144.4	155.9	1.5%	155.9	167.5	1.4%
Households	54.7	59.9	1.8%	59.9	65.4	1.8%
Retail Sales	1,170.3	1,500.4	5.1%	1,500.4	1,872.6	4.5%
EBI	1,964.7	2,261.6	2.9%	2,261.6	2,686.4	3.5%

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)	76.8	13.1	6.0	6.4	11.8	13.2	11.4	15.0
Women (000)	79.1	12.6	5.6	6.4	11.2	12.8	11.2	19.2
Total	155.9	25.7	11.6	12.8	23.1	26.0	22.5	34.2
Percentage	100.0%	16.5%	7.4%	8.2%	14.8%	16.7%	14.5%	22.0%
Per Capita	\$ 14,507	Median Household		\$ 31,734	Avg Household		\$ 37,756	
Ethnic Population:	White 94.4%	Black 4.8%	Asian 0.7%	Hispanic 1.2%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	4		5	8	5	13
Tot 12+	10.0	43.7		47.9	53.7	2.6	56.3
Avg 12+	2.5	10.9		9.6	6.7	0.5	4.3
Tot LCS	17.8	77.6		85.1	95.4	4.6	100.0
Avg LCS	4.4	19.4		17.0	11.9	0.9	7.7

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)											
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995				
WINC	Winchester	B	92.5	22.0	1424	b	Mid Atlantic	46			AC	2,170	1.10	27.1	13.2	9.5	16.0	12.9	8.7	0.0	12.1	0.0				
WAZR	Woodstock	B1	93.7	25.0	43		Ruarch Assoc, VA	85			Nostalgia	700	1.16	8.3	2.6	4.0	3.4	5.5	5.8	0.0	1.9	0.0				
• WFTR	Front Royal	A	95.3	4.0	299	a	Straus Media Group	81			Oldies	475	0.83	7.8	1.6	3.5	4.6	3.7	3.9	0.0	4.4	0.0				
WSIG	Mount Jackson	B1	96.9	25.0 cp	243	c	Shenandoah Cnty	88	9602	st	Country	300	0.57	7.2	5.8	3.5	4.0	3.7	1.9	0.0	3.4	0.0				
• WFQX	Front Royal	A	99.3	3.0	295	a	AMFM Inc	73	9910 p	g	Clsc Rock	275	0.56	6.7	4.2	5.5	3.4	3.7	3.4	0.0	5.3	0.0				
• WUSQ	Winchester	B	102.5	32.0	630	a	AMFM Inc	65	9910 p	g	Country	2,800	1.08	35.6	22.1	21.4	17.7	20.3	23.2	0.0	23.3	0.0				
WBPP	Strasburg	A	104.9	4.1	220	b	Mid Atlantic	87	9707	850 d1	Country			1.0	1.6	0.5	0.6	0.5	0.5	0.0	0.5	0.0				
WAPP	Berryville	A	105.5	3.0	299	b	Mid Atlantic	80	9707	d1	Country	280	1.83	2.1	2.6	1.0	1.7	0.5	1.9	0.0	1.5	0.0				
# FM Stations -															8	# Combos -		7	FM TOTALS							
															95.8	53.7	48.9	51.4	50.8	49.3	0.0	52.4	0.0			

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)											
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995				
• WNTW	Winchester	B	610	0.5	0.50	a	AMFM Inc	61	9910 p	g	Nws/Tlk/Spt	150		0.8	0.5	1.0	0.0	0.9	1.0	0.0	0.0	0.0				
WSVG	Mount Jackson	B	790	1.0	0.04	c	Shenandoah Cnty	54	9602	st	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WAMM	Woodstock	C	1230	1.0	0.25		Dean O'Connell Inc	81	9103	80 +	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WINC	Winchester	C	1400	1.0	1.00	b	Mid Atlantic	41			News/Talk	125	0.52	3.3	2.1	3.5	1.7	1.8	1.4	0.0	2.9	0.0				
• WFTR	Front Royal	C	1450	1.0	1.00	a	Straus Media Group	48			Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0				
# AM Stations -															5	# Combos -		4	AM TOTALS							
AM & FM Stations Profiled -															13	# Duopolies -		2	Total Local Commercial Share							
															4.1	2.6	4.5	1.7	2.7	2.4	0.0	3.4	0.0			
															56.3	53.4	53.1	53.5	51.7	0.0	55.8	0.0				

NOTE: Market first rated Spring 1996; rated twice yearly with Fall 1997 period.

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 220

Revenue Rank: 216

Dubuque, IA Market Overview



Metro Counties / Population (000)

Dubuque, IA	88.8
Grant, WI	49.6
Jo Daviess, IL	21.9
Total	160.3

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

ESTIMATED GROSS REVENUES ★★	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	Δ 92 - 97
	\$3,700	\$4,000	\$4,300	\$4,700	\$5,200	\$5,800	9.2%
	Δ 97 - 98	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	Δ 98 - 02
	6.9%	\$6,200	\$6,600	\$7,100	\$7,500	\$7,800	6.2%

	<u>1992</u>	<u>1997</u>	<u>2002</u>	Est. Breakout
Revenue/Retail Sales	\$3.05/1,000	\$3.72/1,000	\$4.16/1,000	Local 90%
Revenue/Capita	\$23.42	\$36.18	\$49.21	National 10%

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

	<u>1992</u>	<u>1997</u>	Growth Rate	<u>1997</u>	<u>2002</u>	Growth Rate
MSA Population	158.0	160.3	0.3%	160.3	158.5	-0.2%
Households	56.9	58.2	0.5%	58.2	58.8	0.2%
Retail Sales	1,212.7	1,558.5	5.1%	1,558.5	1,874.2	3.8%
EBI	2,122.5	2,266.0	1.3%	2,266.0	2,601.1	2.8%

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)	79.2	14.5	7.5	9.0	10.3	11.7	10.0	16.1
Women (000)	81.1	13.9	7.1	7.1	9.9	11.8	10.1	21.3
Total	160.3	28.4	14.6	16.0	20.2	23.5	20.1	37.4
Percentage	100.0%	17.7%	9.1%	10.0%	12.6%	14.6%	12.5%	23.3%
Per Capita	\$ 14,136							
			Median Household	\$ 31,857			Avg Household	\$ 38,934
Ethnic Population:	White 98.9%		Black 0.3%		Asian 0.6%		Hispanic 0.7%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		5	7	9	4	13
Tot 12+	14.0		44.7	56.1	58.7	11.9	70.6
Avg 12+	3.5		8.9	8.0	6.5	3.0	5.4
Tot LCS	19.8		63.3	79.5	83.1	16.9	100.0
Avg LCS	5.0		12.7	11.4	9.2	4.2	7.7

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
KATF	Dubuque	C	92.9	100.0 cp	1001	c	Woodward Comm	67				Soft AC	1,500	1.56	15.5	10.5	9.8	11.1	11.5	11.9	11.1	12.0	0.0		
• KGRR	Epworth	C3	97.3	19.0	381		Hemmer Bcstg Co	94				Clsc Rock	475	0.92	8.3	6.1	6.7	7.4	4.8	4.9	6.4	5.6	0.0		
WGLR	Lancaster	C3	97.7	11.5 cp	482	a	Television	82	9804 p	1,660 c1		Country	650	1.66	6.3	6.6	6.3	6.2	3.1	6.6	4.3	3.4	0.0		
KDST	Dyersville	A	99.3	3.0	299		Design Homes Inc	85	8811	22		Country	350	1.76	3.2	1.3	2.2	2.9	1.8	2.5	1.7	3.4	0.0		
KXGE	Dubuque	A	102.3	2.0 cp	308	b	Cumulus Bcstg Inc	80	9810	6,000 d3		Clsc Rock	375	0.90	6.7	7.5	5.4	4.9	4.8	5.3	6.0	4.7	0.0		
WJOD	Asbury	C3	103.3	6.6	643	b	Cumulus Bcstg Inc	94	9803	1,350		Oldies	125	0.15	13.3	10.1	9.4	8.6	10.6	8.2	15.0	7.3	0.0		
KLYV	Dubuque	C2	105.3	50.0	331	b	Cumulus Bcstg Inc	65	9810		d3	CHR	775	0.78	16.0	11.4	11.2	12.8	10.6	10.7	11.5	9.0	0.0		
WPVL	Platteville	A	107.1	4.2 cp	394	a	Television	66	9804	825 c2		Oldies			3.2	1.3	1.3	2.1	2.6	1.2	0.9	0.9	0.0		
WDBQ	Galena	A	107.5	6.0	328	b	Cumulus Bcstg Inc	89	9810		d3	Oldies	800	1.77	7.3	3.9	5.8	5.8	4.8	8.2	4.7	5.6	0.0		
# FM Stations -					9	# Combos -					7	FM TOTALS					79.8	58.7	58.1	61.8	54.6	59.5	61.6	51.9	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
WGLR	Lancaster	B	1280	0.5	0.02	a	Television	77	9804		c1	AC			1.4	0.0	0.4	1.2	0.9	0.8	0.4	0.4	0.0		
KDTH	Dubuque	B	1370	5.0	5.00	c	Woodward Comm	41				News/Talk	850	1.11	12.3	8.3	8.5	8.2	9.7	8.2	9.0	10.3	0.0		
WDBQ	Dubuque	C	1490	1.0	1.00	b	Cumulus Bcstg Inc	33	9810		d3	News	275	0.92	4.8	1.8	2.2	2.9	4.0	2.9	2.6	2.6	0.0		
WPVL	Platteville	B	1590	1.0	0.50	a	Television	55	9804		c2	Easy			1.7	1.8	1.8	2.1	0.4	2.1	2.6	1.7	0.0		
# AM Stations -					4	# Combos -					4	AM TOTALS					20.2	11.9	12.9	14.4	15.0	14.0	14.6	15.0	0.0
AM & FM Stations Profiled -					13	# Duopolies -					4	Total Local Commercial Share					70.6	71.0	76.2	69.6	73.5	76.2	66.9	0.0	

NOTE: Market rated twice yearly with Fall 1996 period.

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 221

Revenue Rank: 232

Wheeling, WV Market Overview



Metro Counties / Population (000)

Marshall, WV	36.2
Ohio, WV	48.4
Belmont, OH	69.4

154.0

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

ESTIMATED GROSS REVENUES ***	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$4,000	\$4,200	\$4,600	\$4,900	\$5,000	\$5,100
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	5.9%	\$5,400	\$5,700	\$6,200	\$6,600	\$7,000	7.0%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.67/1,000	\$3.60/1,000	\$4.23/1,000	Local	85%		
Revenue/Capita	\$25.45	\$33.12	\$47.33	National	15%		

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

MSA	1992	1997	Growth Rate	1997	2002	Growth Rate
	Population	157.2	154.0	-0.4%	154.0	147.9
Households	62.4	62.0	-0.1%	62.0	60.9	-0.4%
Retail Sales	1,089.5	1,415.5	5.4%	1,415.5	1,656.4	3.2%
EBI	1,914.5	2,054.0	1.4%	2,054.0	2,356.4	2.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	72.9	11.6	6.6	5.9	8.8	12.2	9.8	18.0
Women (000)	81.1	11.2	6.2	6.0	9.3	12.5	10.4	25.5
Total	154.0	22.8	12.8	11.8	18.1	24.8	20.2	43.4
Percentage	100.0%	14.8%	8.3%	7.7%	11.8%	16.1%	13.1%	28.2%
Per Capita	\$ 13,337	Median Household		\$ 25,931	Avg Household		\$ 33,128	
Ethnic Population:	White 97.4%	Black 2.1%	Asian 0.4%	Hispanic 0.4%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	6		7	9	5	14
Tot 12+	6.8	58.5		63.6	65.3	18.3	83.6
Avg 12+	2.3	9.8		9.1	7.3	3.7	6.0
Tot LCS	8.1	70.0		76.1	78.1	21.9	100.0
Avg LCS	2.7	11.7		10.9	8.7	4.4	7.1

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
WBNV	Barnesville	A	93.5	3.0	489	c	Hafley, W. Grant	92				Soft Hits			1.3	1.1	0.6	0.5	1.7	0.0	0.0	1.0	0.0		
WEEL	Shadyside	A	95.7	1.7	627		Ohio Valley Comm	91	9302		sw	1	Oldies	375	1.14	6.1	5.1	4.0	5.3	5.1	7.3	0.0	4.5	0.0	
WRKP	Moundsville	A	96.5	1.5 cp	594		RKP International	90				ChrsContemp			0.9	0.6	0.6	0.5	1.1	0.5	0.0	0.5	0.0		
• WKWK	Wheeling	B	97.3	50.0	420	a	AMFM Inc	48	9910 p			g	1	Lite Rock	900	1.39	12.0	8.0	8.6	11.6	9.0	9.9	0.0	10.1	0.0
• WOVK	Wheeling	B	98.7	50.0	390	a	AMFM Inc	47	9910 p			g	1	Country	1,450	1.18	22.8	17.6	16.7	20.6	18.6	15.7	0.0	23.7	0.0
WOMP	Bellaire	B	100.5	48.0	499	b	Associated Comm	47	9301	575	c2		Hot AC	400	0.53	14.0	15.3	10.3	11.1	13.0	12.6	0.0	10.6	0.0	
WRKY	Steubenville	B	103.5	16.0	879	b	Associated Comm	47					Country			5.8	5.1	4.0	4.8	5.1	4.2	0.0	4.0	0.0	
• WZNV	Bethlehem	B1	105.5	13.5	312	a	AMFM Inc	85	9910 p			g	1	AOR	200	0.73	5.1	5.7	8.0	4.2	4.5	4.2	0.0	5.1	0.0
• WEGW	Wheeling	B	107.5	10.5	883	a	AMFM Inc	66	9910 p			g	1	AOR	675	1.10	11.4	6.8	8.6	11.1	8.5	9.9	0.0	8.1	0.0
# FM Stations -					9	# Combos -					6	FM TOTALS				79.4	65.3	61.4	69.7	66.6	64.3	0.0	67.6	0.0	

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
• WWVA	Wheeling	A	1170	50.0	50.00	a	AMFM Inc	26	9910 p			g	1	News/Talk	1,025	2.50	7.6	5.7	6.9	6.9	6.2	6.8	0.0	6.6	0.0
WOMP	Bellaire	B	1290	1.0	0.03	b	Associated Comm	47	9301			c2	Nws/Tlk/Spt	225	0.69	6.0	6.3	6.3	5.8	4.5	7.9	0.0	7.6	0.0	
WMJT	Moundsville	B	1370	5.0	0.00		Praise Family	50	9104			nc	Talk			0.7	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	
• WBBD	Wheeling	C	1400	1.0	1.00	a	AMFM Inc	41	9910 p			g	1	Nostalgia	75	0.22	6.4	6.3	4.0	4.8	6.2	5.8	0.0	3.5	0.0
WOHZ	Wheeling	B	1600	5.0	0.03		Burbach Bcstg	63	9701				News	25			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					5	# Combos -					3	AM TOTALS				20.7	18.3	17.2	17.5	18.0	20.5	0.0	17.7	0.0	
AM & FM Stations Profiled -					14	# Duopolies -					4	Total Local Commercial Share				83.6	70.6	67.2	64.6	64.8	0.0	85.3	0.0		

NOTE: Market rated twice yearly with Fall 1997 period.

• Indicates a change since last edition

1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 222

Revenue Rank: 236

Parkersburg-Marietta, WV-OH Market Overview



Metro Counties / Population (000)

Washington, OH	64.1
Wood, WV	87.1
Total	151.2

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$4,200	\$4,300	\$4,700	\$4,800	\$5,200	\$5,000
Revenue/Retail Sales Revenue/Capita	1992	1997	2002	Est. Breakout			
	\$3.68/1,000	\$3.18/1,000	\$3.45/1,000	Local	82%	National	18%

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	149.7	151.2	0.2%	151.2	148.8
Households	58.3	59.7	0.5%	59.7	59.9	0.1%
Retail Sales	1,141.9	1,569.9	6.6%	1,569.9	1,911.4	4.0%
EBI	1,953.7	2,200.9	2.4%	2,200.9	2,648.1	3.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	72.9	12.4	6.9	5.8	9.8	12.0	10.9	15.1
Women (000)	78.3	11.8	6.5	5.9	9.8	12.7	11.2	20.3
Total	151.2	24.2	13.4	11.7	19.6	24.7	22.1	35.5
Percentage	100.0%	16.0%	8.8%	7.8%	12.9%	16.3%	14.6%	23.5%
Per Capita	\$ 14,556	Median Household		\$ 30,509	Avg Household		\$ 36,866	
Ethnic Population:	White 98.3%	Black 1.1%	Asian 0.4%	Hispanic 0.4%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	4		7	9	6	15
Tot 12+	45.4	31.8		75.9	77.2	10.9	88.1
Avg 12+	9.1	8.0		10.8	8.6	1.8	5.9
Tot LCS	51.5	36.1		86.2	87.6	12.4	100.0
Avg LCS	10.3	9.0		12.3	9.7	2.1	6.7

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)†/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WRRR	St. Marys	B1	93.9	17.0	390	d	Seven Ranges	83				AC	280	3.85	1.4	1.3	1.2	1.8	0.6	0.0	0.0	1.1	0.0
WXIL	Parkersburg	B	95.1	50.0	499	c	Burbach Bcstg	75	8009	880		Hot AC	980	1.38	13.7	11.7	10.4	12.4	10.3	15.8	0.0	20.1	0.0
WXXK	Parkersburg	B1	99.1	11.5	486	c	Burbach Bcstg	65	9805	1,775	c4	Country	300	0.82	7.0	5.2	8.0	4.7	6.9	4.3	0.0	3.4	0.0
WDMX	Vienna	A	100.1	1.7	440	a	Clear Channel	89	9908 p		g3	Oldies	700	1.12	12.0	10.4	9.2	10.1	9.8	10.3	0.0	8.9	0.0
WJAW	McConnelsville	A	100.9	0.9	577	b	JAWCO Inc	92	9707	659	c5	Soft AC			0.4	0.0	0.6	0.6	0.0	0.0	0.0	0.0	0.0
• WRVB	Marietta	B1	102.1	11.0	492	a	Clear Channel	64	9908 p		g3	1 AC	220	0.52	8.1	13.6	8.6	7.7	5.7	4.9	0.0	4.5	0.0
WHBR	Parkersburg	A	103.1	2.2	551	c	Burbach Bcstg	67	9612	1,700	c1	AC	400	0.66	11.6	14.9	12.3	9.5	9.8	10.9	0.0	11.7	0.0
• WRZZ	Elizabeth	A	106.1	3.0 cp	469		Clear Channel	89	9908 p		g3	1 Clsc Rock	750	1.08	13.4	7.1	7.4	10.1	12.1	12.0	0.0	6.7	0.0
WNUS	Belpre	A	107.1	4.7	351	a	Clear Channel	81	9908 p		g3	Country	850	0.82	20.0	13.0	14.7	17.8	15.5	16.3	0.0	18.4	0.0
# FM Stations -					9	# Combos -					8	FM TOTALS		87.6	77.2	72.4	74.7	70.7	74.5	0.0	74.8	0.0	

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)†/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WVWV	St. Marys	B	630	1.0	0.04	d	Seven Ranges	84				Gospel			0.4	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0
WYLI	Marietta	B	910	5.0	0.06		WRCM Limited	64	9810	310		Sports	100		0.7	1.9	1.2	0.0	1.1	2.2	0.0	1.1	0.0
WADC	Parkersburg	B	1050	5.0	0.00	c	Burbach Bcstg	54	9805		c4	Nostalgia	150	0.55	5.2	4.5	5.5	5.3	3.4	6.5	0.0	2.8	0.0
WKYG	Parkersburg	C	1230	1.0	1.00	c	Burbach Bcstg	47	9612		c1	Children	110	0.88	2.4	1.3	1.2	0.6	3.4	2.7	0.0	3.4	0.0
WLTP	Parkersburg	C	1450	1.0	1.00	a	Clear Channel	35	9908 p		g3	Nws/Tlk/Spt	120	0.92	2.5	2.6	1.8	1.8	2.3	2.7	0.0	2.8	0.0
WMOA	Marietta	C	1490	1.0	1.00	b	JAWCO Inc	46	9707		c5	Soft AC	240	3.30	1.4	0.6	2.5	1.2	1.1	1.6	0.0	2.2	0.0
# AM Stations -					6	# Combos -					5	AM TOTALS		12.6	10.9	12.2	8.9	11.9	15.7	0.0	12.3	0.0	
AM & FM Stations Profiled -					15	# Duopolies -					4	Total Local Commercial Share		88.1	84.6	83.6	82.6	90.2	0.0	87.1	0.0		

NOTE: Market rated twice yearly with Fall 1997 period.

• Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.

Metro Rank: 223

Revenue Rank: 225

Charlottesville, VA Market Overview



Metro Counties / Population (000)

Albemarle, VA	76.4
Charlottesville city	40.1
Fluvanna, VA	17.4
Greene, VA	13.4
Total	147.3

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

ESTIMATED GROSS REVENUES ★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$4,000	\$4,600	\$4,800	\$4,900	\$5,100	\$5,400
★★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	5.6%	\$5,700	\$6,100	\$6,500	\$6,800	\$7,200	6.0%
Revenue/Retail Sales	1992 \$3.19/1,000	1997 \$3.65/1,000	2002 \$4.03/1,000	Est. Breakout			
Revenue/Capita	\$29.18	\$36.66	\$45.80	Local	80%	National	20%

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	137.1	147.3	1.4%	147.3	157.2
Households	50.6	54.9	1.6%	54.9	59.8	1.7%
Retail Sales	1,255.6	1,480.4	3.3%	1,480.4	1,785.6	3.8%
EBI	2,055.3	2,488.6	3.9%	2,488.6	3,115.2	4.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	71.7	11.4	4.7	11.9	11.7	11.6	8.5	11.8
Women (000)	75.6	10.9	4.6	11.4	12.1	12.3	9.2	15.1
Total	147.3	22.3	9.3	23.4	23.8	23.9	17.7	26.9
Percentage	100.0%	15.2%	6.3%	15.9%	16.1%	16.2%	12.0%	18.3%
Per Capita	\$ 16,895	Median Household		\$ 35,356	Avg Household		\$ 45,330	
Ethnic Population:	White 81.1%	Black 16.1%	Asian 2.7%	Hispanic 1.5%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	2		7	8	5	13
Tot 12+	26.4	21.8		48.2	48.2	14.7	62.9
Avg 12+	4.4	10.9		6.9	6.0	2.9	4.8
Tot LCS	42.0	34.7		76.6	76.6	23.4	100.0
Avg LCS	7.0	17.3		10.9	9.6	4.7	7.7

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WUVA	Charlottesville	A	92.7	0.8	899	WUVA Inc	79			1	Urban AC	75	0.11	12.2	10.6	8.2	7.1	8.5	4.4	0.0	1.2	0.0	
● WQMZ	Charlottesville	A	95.1	6.0 cp	324	a Charlottesville	54	9710 p		st	1	Hot AC	650	1.24	9.2	4.7	4.4	5.1	6.7	6.3	0.0	11.8	0.0
WWWV	Charlottesville	B	97.5	8.9	1132	a Charlottesville	59	9712 p		st		Classic MOR	1,100	1.52	12.7	11.8	6.3	8.3	7.9	8.1	0.0	10.6	0.0
WCYK	Staunton	B	99.7	3.3	1693	b Clear Channel	84	9909	6,350	c3		Country	1,350	1.18	20.0	10.0	13.9	12.8	12.7	16.3	0.0	10.0	0.0
WVSY	Ruckersville	A	101.9	6.0	223	b Clear Channel	90	9909		c3		R&B Oldies	100	0.33	5.3	2.9	1.3	3.2	3.6	3.1	0.0	2.4	0.0
WVAO	Crozet	A	102.3	4.9	354	b Clear Channel	80	9909		c3		Oldies	350	1.16	5.3	2.9	3.8	3.2	3.6	3.1	0.0	5.3	0.0
WLSA	Louisa	A	105.5	3.3	299	Mid-Virginia Bcstg	80					Country				0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
WUMX	Charlottesville	A	107.5	0.2 cp	1109	Air Virginia Inc	95	9708	1,100			AC	1,150	2.52	8.0	5.3	7.0	7.1	3.0	5.6	0.0	10.0	0.0
# FM Stations -					8	# Combos -				5	FM TOTALS			72.7	48.2	44.9	46.8	46.0	47.5	0.0	51.3	0.0	

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WCYK	Crozet	B	810	1.0	0.00	b Clark Bcstg Co	70	9403		c2		Lite AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKTR	Earlysville	B	840	8.2	0.00	WKTR Inc	91					Religion				0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WINA	Charlottesville	B	1070	5.0	5.00	a Charlottesville	49	9710 p		st		Nws/Tlk/Spt	750	0.82	16.1	8.8	11.4	9.6	10.9	8.1	0.0	8.2	0.0
WCHV	Charlottesville	B	1260	5.0	2.50	a Charlottesville	30	9710 p		st		Urban AC	150	0.69	3.8	1.2	1.3	1.3	3.6	2.5	0.0	0.6	0.0
WKAV	Charlottesville	C	1400	1.0	1.00	a Charlottesville	57	9710 p		st		Easy/Nstlg	50	0.12	7.3	4.1	2.5	5.1	4.2	3.8	0.0	2.9	0.0
# AM Stations -					5	# Combos -				4	AM TOTALS			27.2	14.7	15.2	16.0	18.7	14.4	0.0	11.7	0.0	
AM & FM Stations Profiled -					13	# Duopolies -				4	Total Local Commercial Share			62.9	60.1	62.8	64.7	61.9	0.0	63.0	0.0		

NOTE: Market rated twice yearly w/llh Fall 1997 period.

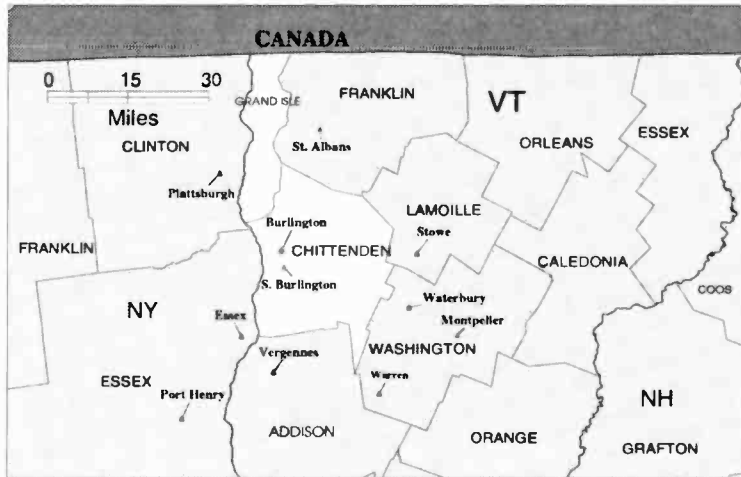
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 224

Revenue Rank: 139

Burlington, VT Market Overview



Metro Counties / Population (000)

Chittenden, VT	143.0
Grand Isle, VT	6.1
Total	149.1

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$7,000	\$7,400	\$8,500	\$9,300	\$10,000	\$11,000
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	10.9%	\$12,200	\$13,100	\$14,200	\$14,900	\$15,800	6.7%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$5.09/1,000	\$6.43/1,000	\$8.13/1,000	Local	87%		
Revenue/Capita	\$49.58	\$73.78	\$101.87	National	13%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	141.2	149.1	1.1%	149.1	155.1
Households	52.3	56.2	1.4%	56.2	60.1	1.4%
Retail Sales	1,374.1	1,712.0	4.5%	1,712.0	1,942.8	2.6%
EBI	2,372.2	2,670.5	2.4%	2,670.5	3,175.3	3.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	72.8	12.7	5.5	9.7	12.8	13.3	9.4	9.5
Women (000)	76.3	12.2	5.4	10.8	12.5	13.5	9.4	12.5
Total	149.1	24.9	10.9	20.4	25.3	26.8	18.7	22.1
Percentage	100.0%	16.7%	7.3%	13.7%	17.0%	18.0%	12.6%	14.8%
Per Capita	\$ 17,911	Median Household		\$ 41,237	Avg Household		\$ 47,518	
Ethnic Population:	White 96.8%	Black 1.1%	Asian 1.8%	Hispanic 1.4%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		9	8	14	5	19
Tot 12+	15.9		58.5	69.8	74.4	9.7	84.1
Avg 12+	3.2		6.5	8.7	5.3	1.9	4.4
Tot LCS	18.9		69.6	83.0	88.5	11.5	100.0
Avg LCS	3.8		7.7	10.4	6.3	2.3	5.3

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WXNT	Pt Henry	C3	92.1	18.0	10		Excalibur Media	82	9709	608		Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WEZF	Burlington	C	92.9	46.0	2704	e	AMFM Inc	69	9910 p		g	2 AC	2,200	1.80	10.0	8.7	8.2	7.8	8.4	12.2	11.5	6.7	5.6	
WXXX	S. Burlington	C3	95.5	25.0	236	b	Sison Bcstg Inc	84	9704	2,939	c2	CHR	1,400	1.11	10.3	14.9	12.1	9.3	7.4	8.8	10.4	9.6	6.6	
WDEV	Warren	A	96.1	1.0	cp	2307	d	Radio Vermont Inc	89	9210	643		Adlt Stndrd			0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	
• WXPS	Willsboro	A	96.7	1.0	797	e	AMFM Inc	95	9910 p		g	2 Country	200	1.37	1.2	1.0	1.6	1.5	0.5	1.7	2.2	0.0	0.0	
WOKO	Burlington	C1	98.9	100.0	309	a	Hall	62	8312	1,950		Country	2,000	0.83	19.8	12.8	18.7	16.2	15.8	17.7	6.6	14.4	20.9	
WBTZ	Plattsburgh	C	99.9	100.0	984		Burlington Bcstrs	60				3 Alternative	400	0.47	7.0	6.7	6.6	4.4	6.9	5.0	2.7	1.0	0.5	
• WCPV	Essex	A	101.3	1.0	797	e	AMFM Inc	94	9910 p		g	2 Clsc Rock	1,300	0.75	14.3	11.3	7.1	14.7	8.4	6.6	8.2	6.7	3.1	
WCVT	Stowe	A	101.7	0.1	cp	2067	d	Radio Vermont Inc	77	9708	450		Classical			0.9	3.6	1.1	1.5	0.0	0.0	0.5	0.5	
WLFE	St. Albans	A	102.3	0.4	801	c	Champlain Comm	70	9810	500	c1	Country				0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.5	
• WLKC	Waterbury	C3	103.3	3.0	912		Radio Bcstg Svcs	85	9910	700		Soft AC	200		0.6	0.0	0.0	1.0	0.0	0.6	0.0	1.0	0.5	
WNCS	Montpelier	C2	104.7	1.9	cp	2080		Northeast Bcstg Co	77	8702	750	1	AAA	800	1.56	4.2	3.1	3.8	3.4	3.4	5.5	2.2	3.3	2.6
WKOL	Plattsburgh	C3	105.1	23.5	cp	338	a	Hall	94	9504	1,100		Oldies	750	1.01	6.1	7.2	7.1	3.9	5.9	3.3	6.0	7.2	5.6
WIZN	Vergennes	C2	106.7	50.0	374		Deer River Group	83	8806	2,350	3	AOR	1,500	1.09	11.3	5.1	4.9	6.9	11.3	14.4	16.9	17.2	16.8	
# FM Stations -					14	# Combos -					9	FM TOTALS			85.7	74.4	71.2	70.6	68.0	76.4	67.2	67.6	63.2	

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WVMT	Burlington	B	620	5.0	5.00	b	Sison Bcstg Inc	22	9704		c2	Nws/Spt/Tlk	500	0.98	4.2	2.1	1.1	2.9	3.9	1.7	4.9	3.8	2.0
WEAV	Plattsburgh	B	960	5.0	5.00		Burlington Bcstrs	35				2 Talk/Sprts				0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJOY	Burlington	C	1230	1.0	1.00	a	Hall	46	8312			MOR	550	0.83	5.4	5.6	4.9	4.4	4.4	2.2	2.7	6.2	7.1
WKDR	Burlington	B	1390	5.0	5.00		Radio Vermont Inc	54	9905	428	na	Nws/Tlk/Spt	400	0.73	4.5	1.5	2.2	3.9	3.4	3.9	3.8	2.9	4.6
• WWSR	St. Albans	B	1420	1.0	cp	0.11	c	Champlain Comm	30	9810		c1	AdStd/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					5	# Combos -					3	AM TOTALS			14.1	9.7	8.2	11.2	11.7	7.8	11.4	12.9	13.7
AM & FM Stations Profiled -					19	# Duopolies -					3	Total Local Commercial Share			84.1	79.4	81.8	79.7	84.2	78.6	80.5	76.9	

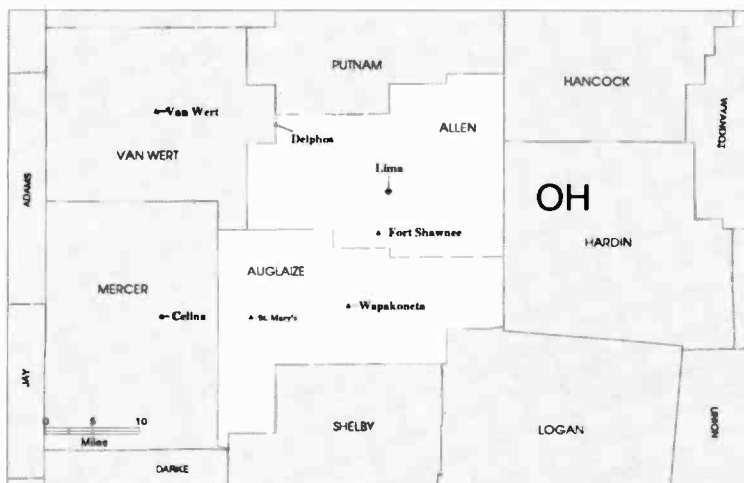
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 225

Revenue Rank: 220

Lima, OH Market Overview



Metro Counties / Population (000)

Allen, OH	107.1
Auglaize, OH	47.4
Total	154.5

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

ESTIMATED GROSS REVENUES ★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$4,200	\$4,300	\$4,600	\$5,000	\$5,100	\$5,600
Δ 97 - 98	5.4%						
★★	1998	1999	2000	2001	2002		Δ 98 - 02
	\$5,900	\$6,300	\$6,700	\$7,200	\$7,700		7.0%
	1992	1997	2002			Est. Breakout	
Revenue/Retail Sales	\$3.10/1,000	\$3.10/1,000	\$3.34/1,000			Local	85%
Revenue/Capita	\$26.85	\$36.25	\$50.69			National	15%

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	156.4	154.5	-0.2%	154.5	151.9
Households	56.1	55.8	-0.1%	55.8	56.0	0.1%
Retail Sales	1,356.5	1,807.2	5.9%	1,807.2	2,306.0	5.0%
EBI	1,976.2	2,160.2	1.8%	2,160.2	2,491.4	2.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	75.3	15.3	7.3	6.2	10.3	11.8	9.3	15.1
Women (000)	79.2	14.2	6.7	6.2	10.3	12.0	9.7	20.1
Total	154.5	29.5	14.0	12.4	20.6	23.8	19.0	35.2
Percentage	100.0%	19.1%	9.1%	8.0%	13.4%	15.4%	12.3%	22.8%
Per Capita	\$ 13,982							
				Median Household	\$ 33,084		Avg Household	\$ 38,713
Ethnic Population:	White	90.3%	Black	8.8%	Asian	0.7%	Hispanic	1.2%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	2		6	10	2	12
Tot 12+	38.8	21.1		46.8	59.9	12.5	72.4
Avg 12+	4.9	10.6		7.8	6.0	6.3	6.0
Tot LCS	53.6	29.1		64.6	82.7	17.3	100.0
Avg LCS	6.7	14.6		10.8	8.3	8.6	8.3

Competitive Overview

Some stations also rated in Ft Wayne.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
WZOQ	Wapakoneta	A	92.1	3.0	328	b	Forever Bcstg Inc	64	9404		st	1	CHR	650	0.83	13.2	7.4	10.2	7.0	12.1	12.2	0.0	13.5	0.0	
WFGF	Lima	A	93.1	3.0	318	b	Forever Bcstg Inc	92	9404		st	1	Country	200	0.51	6.7	8.6	8.5	7.0	2.7	3.6	0.0	3.6	0.0	
WKKI	Celina	A	94.3	1.6	449		Rice, Wm,	60	9203				AC	300		0.8	0.0	1.1	0.0	1.1	0.5	0.0	0.5	0.0	
WC5M	Celina	A	96.7	3.0	328		Hayco Bcstg Inc	68					AC	350		0.7	1.1	0.6	0.5	0.5	1.0	0.0	1.0	0.0	
WBYR	Van Wert	B	98.9	50.0	453		Federated Media	62	9610	See (100)			Clsc Rock	n/a		12.3	9.1	6.8	8.6	9.3	8.2	0.0	9.9	0.0	
● WIMT	Lima	B	102.1	11.0	1060	a	Clear Channel	48	9905		g1		Country	1,550	1.03	25.4	12.0	18.1	19.8	17.0	18.9	0.0	17.7	0.0	
● WMLX	St. Marys	A	103.3	1.0	824	a	Clear Channel	98	9905		g1		Hot AC	25	0.16	2.6	7.4	4.0	3.7	0.0	0.0	0.0	0.0	0.0	
WAJC	Lima	A	104.9	3.0	220	b	Forever Bcstg Inc	70	9708	1,050	c1	1	AC	250	0.81	5.2	5.1	4.0	2.7	4.9	5.1	0.0	5.7	0.0	
● WDOH	Delphos	A	107.1	3.3	299		Vogel Roach Corp	72					Country	500	2.82	3.0	2.9	1.7	1.6	2.7	2.6	0.0	2.1	0.0	
● WBUK	Ft. Shawnee	A	107.5	3.0	328	a	Clear Channel	92	9905		g1		Oldies	750	1.13	11.2	6.3	5.6	7.0	9.3	7.1	0.0	7.3	0.0	
# FM Stations -					10	# Combos -					6	FM TOTALS					81.1	59.9	60.6	57.9	59.6	59.2	0.0	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'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
WLJM	Lima	B	940	0.3	0.01	b	Forever Bcstg Inc	63	9708		c1	1	Urban	175	0.44	6.7	5.1	3.4	4.8	4.9	2.0	0.0	2.1	0.0	
● WIMA	Lima	B	1150	1.0	1.00	a	Clear Channel	48	9905		g1		Nws/Tlk/Spt	1,100	1.52	12.3	7.4	8.5	9.6	8.2	10.7	0.0	8.9	0.0	
# AM Stations -					2	# Combos -					2	AM TOTALS					19.0	12.5	11.9	14.4	13.1	12.7	0.0	11.0	0.0
AM & FM Stations Profiled -					12	# Duopolies -					3	Total Local Commercial Share					72.4	72.5	72.3	72.7	71.9	0.0	72.3	0.0	

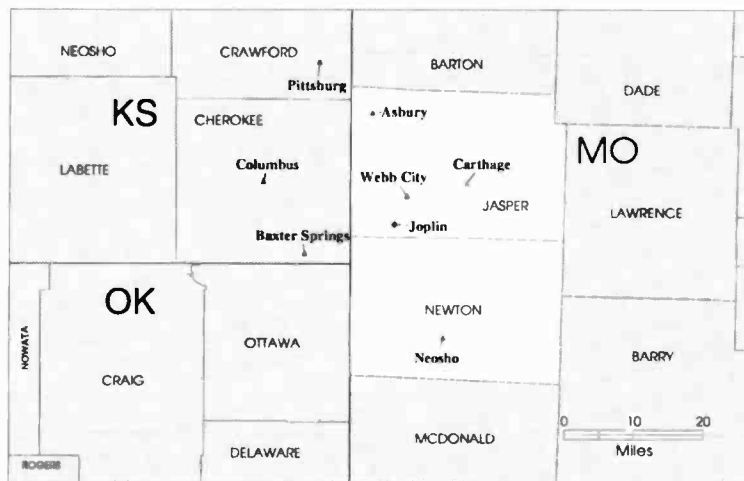
NOTE: Market rated twice yearly with Fall 1997 period.

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 226

Revenue Rank: 219

Joplin, MO Market Overview



Metro Counties / Population (000)

Jasper, MO	100.0
Newton, MO	48.9
Total	148.9

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★ ★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$4,800	\$4,800	\$4,900	\$5,200	\$5,400	\$5,500
Revenue/Retail Sales Revenue/Capita	1992	1997	2002		Est. Breakout		
	\$3.91/1,000	\$3.24/1,000	\$3.59/1,000		Local	90%	
	\$34.96	\$36.94	\$50.51		National	10%	

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	137.3	148.9	1.6%	148.9	158.4
Households	54.0	59.1	1.8%	59.1	64.1	1.6%
Retail Sales	1,226.7	1,696.6	6.7%	1,696.6	2,231.4	5.6%
EBI	1,667.2	2,037.5	4.1%	2,037.5	2,599.9	5.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	72.0	13.0	6.6	6.1	10.0	11.3	9.5	15.5
Women (000)	76.9	12.4	6.2	6.0	9.8	11.4	10.0	21.0
Total	148.9	25.4	12.8	12.1	19.8	22.7	19.5	36.5
Percentage	100.0%	17.1%	8.6%	8.2%	13.3%	15.3%	13.1%	24.5%
Per Capita	\$ 13,684							
				Median Household	\$ 27,121		Avg Household	\$ 34,475
Ethnic Population:	White	96.4%	Black	1.2%	Asian	0.7%	Hispanic	1.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		7	7	10	8	18
Tot 12+	11.4		53.9	59.6	65.3	9.6	74.9
Avg 12+	3.8		7.7	8.5	6.5	1.2	4.2
Tot LCS	15.2		72.0	79.6	87.2	12.8	100.0
Avg LCS	5.1		10.3	11.4	8.7	1.6	5.6

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)										
													Revenue (000)†/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995			
• KSYN	Joplin	C1	92.5	100.0	cp	430 a	Zimmer Radio	60	9707	10,800	d1	Adult CHR	750	0.57	21.6	14.9	15.1	15.6	16.6	14.7	15.0	12.3	0.0			
KJMK	Webb City	C2	93.9	48.0		505 a	Zimmer Radio	85	9707		d1	AC	450	0.90	8.2	3.4	4.1	6.9	5.3	4.2	8.7	12.3	0.0			
KMXL	Carthage	C2	95.1	50.0		472 b	Petersen, Ronald L.	72	7512			Lite AC	300	0.76	6.5	5.7	5.2	4.4	5.3	5.2	5.2	7.1	0.0			
KKOW	Pittsburg	C1	96.9	100.0		912 c	American Media	75	8605	747		Country	950	1.73	9.0	4.6	3.5	7.5	5.9	4.2	3.5	4.7	0.0			
KXDG	Webb City	A	97.9	1.6	cp	443 a	Zimmer Radio	88	9707		d1	Clsc Rock	575	0.75	12.5	8.0	7.0	8.1	10.7	10.5	12.7	14.2	0.0			
KBTN	Neosho	A	99.7	4.2		394 f	Winegardner, David	95	6004			Country			1.7	1.7	0.6	0.0	2.7	1.6	2.3	2.4	0.0			
KIXQ	Joplin	C	102.5	100.0	cp	994 a	Zimmer Radio	74	9707		d1	Country	750	0.81	15.2	21.3	27.3	10.0	12.8	15.7	8.7	10.8	0.0			
KWXD	Asbury	C3	103.5	16.0		404	Innovative Bcstg	93				Oldies	350	3.38	1.7	1.1	1.7	1.9	0.5	1.0	1.2	0.5	0.0			
KJML	Columbus	C3	105.3	12.5		289	Land Go Bcstg Inc	82	9803 p	550		Modern Rock	250	3.73	1.1	2.9	3.5	0.6	1.1	2.1	1.7	3.3	0.0			
KMOQ	Baxter Springs	A	107.1	6.0		299 d	Land Go Bcstg Inc	79	9707	425		Oldies	350	1.40	4.1	1.7	2.3	2.5	3.7	5.2	5.2	5.2	0.0			
# FM Stations -				10				# Combos -				8				FM TOTALS		81.6	65.3	70.3	57.5	64.6	64.4	64.2	72.8	0.0

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)										
													Revenue (000)†/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995			
KKOW	Pittsburg	B	860	10.0		5.00 c	American Media	37	8105			Country	800	3.75	3.5	1.7	0.6	2.5	2.7	2.1	4.0	2.8	0.0			
KKLL	Webb City	B	1100	5.0		0.00 e	New Life Evangel	84	9809	730	d2	Christian			1.3	0.0	0.0	1.9	0.0	0.0	0.0	1.4	0.0			
KWAS	Joplin	C	1230	1.0		1.00 e	New Life Evangel	46	9809		d2	Christian	200	1.06	3.1	0.0	0.0	1.9	2.7	4.7	6.9	3.3	0.0			
KOCR	Joplin	B	1310	5.0		1.00	Ozark Chrstn	48	9702	150		Inspiration			0.9	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0			
KBTN	Neosho	B	1420	1.0		0.50 f	Winegardner, David	54	6004			Country				1.1	0.0	0.0	0.0	1.6	1.2	0.0	0.0			
WMBH	Joplin	C	1450	1.0		1.00 d	Land Go Bcstg Inc	27	9701	400	d3	Sports	100	0.91	1.8	1.7	0.0	0.6	2.1	0.0	1.7	0.9	0.0			
KDMO	Carthage	C	1490	1.0		1.00 b	Petersen, Ronald L.	47	7512			Country			2.6	1.7	0.6	1.3	2.7	1.6	3.5	1.4	0.0			
KQYX	Joplin	B	1560	0.3	cp	0.01 d	Land Go Bcstg Inc	62	9701		d3	News/Talk	300	0.96	5.1	3.4	3.5	4.4	3.2	3.1	0.0	0.9	0.0			
# AM Stations -				8				# Combos -				7				AM TOTALS		18.3	9.6	4.7	13.9	13.4	13.1	17.3	10.7	0.0
AM & FM Stations Profiled -				18				# Duopolies -				5				Total Local Commercial Share		74.9	75.0	71.4	78.0	77.5	81.5	83.5	0.0	

NOTE: Market rated twice yearly with Fall 1996 period.

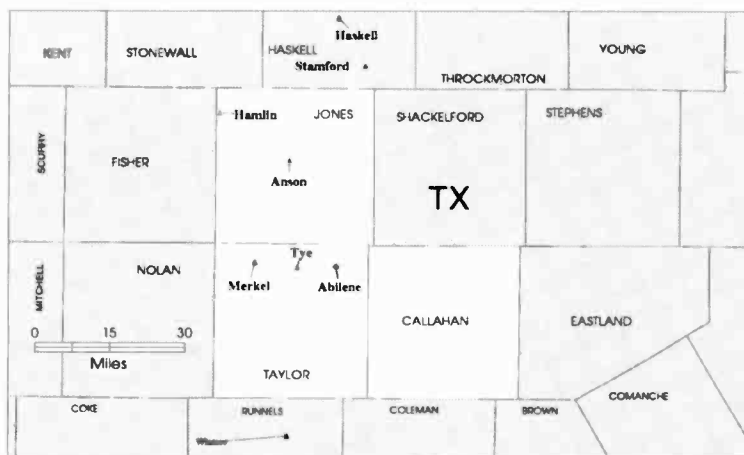
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 227

Revenue Rank: 227

Abilene, TX Market Overview



Metro Counties / Population (000)

Callahan, TX	12.9
Jones, TX	16.5
Taylor, TX	123.6
Total	153.0

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$4,200	\$4,400	\$4,600	\$4,700	\$4,800	\$4,900
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	14.3%	\$5,600	\$5,800	\$6,200	\$6,400	\$6,800	5.0%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.84/1,000	\$3.52/1,000	\$4.32/1,000	Local	90%		
Revenue/Capita	\$28.44	\$32.03	\$43.87	National	10%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	147.7	153.0	0.7%	153.0	155.0
Households	54.1	55.8	0.6%	55.8	57.3	0.5%
Retail Sales	1,092.5	1,393.6	5.0%	1,393.6	1,572.8	2.4%
EBI	1,877.4	1,983.6	1.1%	1,983.6	2,290.5	2.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	74.3	14.6	6.3	9.1	11.1	11.0	8.4	13.7
Women (000)	78.7	14.0	6.1	8.1	10.7	11.2	9.3	19.2
Total	153.0	28.6	12.4	17.3	21.8	22.2	17.7	33.0
Percentage	100.0%	18.7%	8.1%	11.3%	14.3%	14.5%	11.6%	21.5%
Per Capita	\$ 12,965	Median Household		\$ 26,921	Avg Household		\$ 35,549	
Ethnic Population:	White 91.6%	Black 6.3%	Asian 1.6%	Hispanic 17.4%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			12	8	12	6	18
Tot 12+			76.4	73.6	76.4	4.6	81.0
Avg 12+			6.4	9.2	6.4	0.8	4.5
Tot LCS			94.3	90.9	94.3	5.7	100.0
Avg LCS			7.9	11.4	7.9	0.9	5.6

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
KULL	Abilene	C2	92.5	44.0	525	a	Sunburst Media LP	97				Oldies	150	0.55	4.9	9.7	8.7	8.2	0.0	0.0	0.0	0.0	0.0		
KVRP	Haskell	C	95.5	100.0 cp	1047	b	Rolling Plains Bcstg	81				Country	450		0.6	0.0	1.1	0.5	0.5	1.5	0.0	0.5	0.0		
KATX	Winters	C2	96.1	50.0	492		Dove Media Inc	99				Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• KFQX	Anson	C2	98.1	50.0	292		Powell Meredith	88	9408	396		Tejano	300	1.05	5.1	3.7	2.7	3.9	4.2	2.0	0.0	2.1	0.0		
KBCY	Tye	C1	99.7	100.0	745	c	Cumulus Bcstg Inc	83	9711 p	1,812	d1	Country	300	0.77	7.0	3.7	3.3	5.3	5.8	5.6	0.0	5.8	0.0		
• KHYS	Abilene	C	100.7	100.0	1280	a	Sunburst Media LP	74	9808	5,000	d2	Hot AC	300	0.89	6.0	5.6	6.0	4.8	4.7	6.1	0.0	5.8	0.0		
KHXS	Merkel	C1	102.7	66.0	1148	c	Cumulus Bcstg Inc	76	9804 p	1,600		Clsc Rock	325	1.42	4.1	3.7	6.5	3.4	3.1	1.5	0.0	2.6	0.0		
KCDD	Hamlin	C	103.7	98.0	984	c	Cumulus Bcstg Inc	87	9803		d1	CHR	550	0.60	16.4	15.7	12.5	14.5	11.5	15.2	0.0	12.0	0.0		
KEAN	Abilene	C1	105.1	100.0 cp	886	a	Sunburst Media LP	69	9712 p		g1	Country	1,800	1.06	30.4	22.7	23.9	28.0	20.4	24.9	0.0	24.6	0.0		
• KKHR	Abilene	C2	106.3	50.0 cp	492	c	Cumulus Bcstg Inc	89	9804	375		Mix AC	50	0.11	8.0	1.4	1.1	2.9	9.4	3.0	0.0	4.2	0.0		
KOES	Stamford	C2	106.9	40.0	548		KOES Bcstg Inc	99	9910	500		Country				1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KEYJ	Abilene	C1	107.9	100.0	666	a	Sunburst Media LP	61	9808		d2	AOR	625	1.03	10.8	8.8	7.1	8.2	8.9	14.7	0.0	12.6	0.0		
# FM Stations -					12	# Combos -					9	FM TOTALS					93.3	76.4	72.9	79.7	68.5	74.5	0.0	70.2	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
• KBBA	Abilene	B	1280	0.5	0.23	a	Sunburst Media LP	57	9712 p		g1	Spanish AC	100	0.89	2.0	0.9	0.0	1.0	2.1	0.0	0.0	0.5	0.0		
KWKC	Abilene	C	1340	1.0	1.00	d	Dynamic Bcstg Co	48	9901	100		Sprts/Talk	225	2.36	1.7	2.3	4.3	1.0	1.6	1.0	0.0	0.0	0.0		
KVRP	Stamford	C	1400	1.0	1.00	b	Rolling Plains Bcstg	47	8607			Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• KEAN	Abilene	B	1470	5.0	1.00	a	Sunburst Media LP	36	9808		d2	Country	125		0.3	0.0	2.2	0.0	0.5	3.0	0.0	4.2	0.0		
KM XO	Merkel	B	1500	0.3	0.00		Silva, Ray R	63	8602			ChrsContemp	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KMPC	Abilene	B	1560	0.5	0.00	d	Dynamic Bcstg Co	62	8204			Adlt Stndrd	170	1.17	2.6	1.4	4.3	1.4	2.6	0.0	0.0	4.2	0.0		
# AM Stations -					6	# Combos -					5	AM TOTALS					6.6	4.6	10.8	3.4	6.8	4.0	0.0	8.9	0.0
AM & FM Stations Profiled -					18	# Duopolies -					6	Total Local Commercial Share					81.0	83.7	83.1	75.3	78.5	0.0	79.1	0.0	

NOTE: Market rated twice yearly with Fall 1997 period.

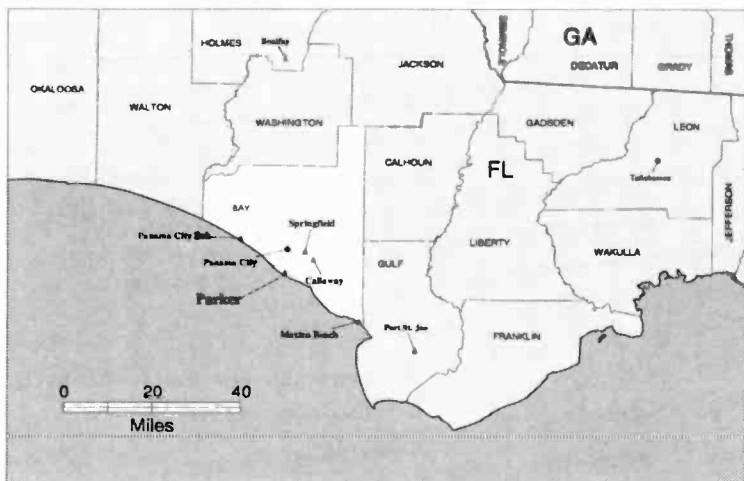
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 228

Revenue Rank: 220

Panama City, FL Market Overview



Metro Counties / Population (000)

Bay, FL	146.4
	146.4

Market Radio Financials

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

ESTIMATED GROSS REVENUES

★★★

1992	1993	1994	1995	1996	1997	Δ 92 - 97
\$4,900	\$5,100	\$5,300	\$5,400	\$5,500	\$5,700	3.0%
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
3.5%	\$5,900	\$6,200	\$6,600	\$6,800	\$7,200	5.0%

	1992	1997	2002	Est. Breakout
Revenue/Retail Sales	\$3.87/1,000	\$3.14/1,000	\$2.91/1,000	Local 90%
Revenue/Capita	\$36.79	\$38.93	\$45.17	National 10%

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	133.2	146.4	1.9%	146.4	159.4	1.7%
Households	51.5	56.1	1.7%	56.1	61.8	2.0%
Retail Sales	1,265.8	1,813.0	7.5%	1,813.0	2,473.4	6.4%
EBI	1,667.9	2,102.3	4.7%	2,102.3	2,771.7	5.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	72.6	12.7	6.2	6.1	11.7	11.6	9.7	14.5
Women (000)	73.8	12.3	5.7	5.7	11.2	11.6	10.4	16.9
Total	146.4	25.0	11.9	11.8	22.9	23.2	20.1	31.5
Percentage	100.0%	17.1%	8.1%	8.1%	15.7%	15.8%	13.7%	21.5%
Per Capita	\$ 14,360							
				Median Household	\$ 29,103		Avg Household	\$ 37,474
Ethnic Population:	White 83.6%		Black 12.7%		Asian 2.8%		Hispanic 2.5%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			13	11	13	3	16
Tot 12+			81.3	79.5	81.3	7.6	88.9
Avg 12+			6.3	7.2	6.3	2.5	5.6
Tot LCS			91.5	89.4	91.5	8.5	100.0
Avg LCS			7.0	8.1	7.0	2.8	6.3

Competitive Overview

Some stations also rated in Dothan.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WPAP	Panama City	C1	92.5	100.0		922 a	67	9712		g1	Country	1,400	1.37	17.3	16.4	12.2	12.9	15.9	21.9	0.0	10.1	0.0
WEBZ	Port St. Joe	C2	93.5	14.5		669	90	9909	1,000		Clear Channel			2.2	0.0	2.2	0.0	3.5	5.3	0.0	0.0	0.0
WPPT	Parker	C	94.5	100.0		991 a	77	9712		g1	AOR	100	0.63	2.7	1.8	1.7	3.5	1.2	0.0	0.0	10.6	0.0
WRBA	Springfield	C2	95.9	50.0		282 c	87	9910	6,500	d1	Clsc Rock	550	1.07	8.7	6.4	6.1	8.2	6.5	7.5	0.0	10.6	0.0
• WYYX	Bonifay	C1	97.7	100.0		830 b	83	9910 p	4,700	d2	Rock AC	300	0.98	5.2	5.8	6.1	5.3	3.5	3.2	0.0	0.5	0.0
WFSY	Panama City	C	98.5	100.0		1089 a	71	9712		g1	AC	900	1.01	15.1	9.4	14.4	12.4	12.9	10.2	0.0	6.4	0.0
WPBH	Mexico Beach	C2	99.3	50.0		492 a	90	9712		g1	Oldies	150	0.40	6.3	5.8	5.5	5.9	4.7	4.3	0.0	2.7	0.0
• WPCF	Panama City	C3	100.1	8.0		410 b	89	9910 p	3,600	d4	Christian	300	2.31	2.2	4.1	3.3	1.8	1.8	3.2	0.0	2.7	0.0
• WYOO	Springfield	C3	101.1	25.0 cp		236 b	92	9910 p	3,600	d4	News/Talk	400	1.21	5.6	6.4	7.7	5.3	4.1	5.3	0.0	4.8	0.0
WMXP	Callaway	C1	103.5	100.0		423 c	90	9910		d1	Easy	200	0.89	3.8	4.1	1.7	4.1	2.4	3.7	0.0	10.6	0.0
WAKT	Panama City	C2	105.1	50.0		335 c	93	9910		d1	Country	400	1.28	5.3	7.0	6.6	2.9	5.9	8.6	0.0	9.6	0.0
• WILN	Panama City	C2	105.9	50.0		384 b	85	9910 p		d2	CHR	850	0.87	16.5	12.3	10.5	15.3	12.4	9.1	0.0	14.4	0.0
WLHR	Panama City	C1	107.9	100.0 cp		1000 c	63	9910		d1	CHR	175	1.19	2.5	1.8	3.3	1.2	2.9	4.8	0.0	3.7	0.0
# FM Stations -				13	# Combos -				12	FM TOTALS				93.4	81.3	81.3	78.8	77.7	87.1	0.0	86.7	0.0

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WDIZ	Panama City	B	590	1.7	2.50	a	Clear Channel	40	9712		g1	Nostalgia			3.8	5.3	3.3	5.3	1.2	2.1	0.0	0.0	0.0
• WDLF	Panama City	B	1290	0.3 cp	1.05	b	NextMedia Group	58	9910 p		d4	Children				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLTG	Panama City	B	1430	5.0	5.00		Hour Group Bcstg	49	9010	212	a1	News/Talk	175	1.10	2.7	2.3	2.8	3.5	1.2	0.5	0.0	2.7	0.0
# AM Stations -				3	# Combos -				2	AM TOTALS				6.5	7.6	6.1	8.8	2.4	2.6	0.0	2.7	0.0	
AM & FM Stations Profiled -				16	# Duopolies -				6	Total Local Commercial Share				88.9	87.4	87.6	80.1	89.7	0.0	89.4	0.0		

NOTE: Market rated twice yearly with Fall 1997 period.

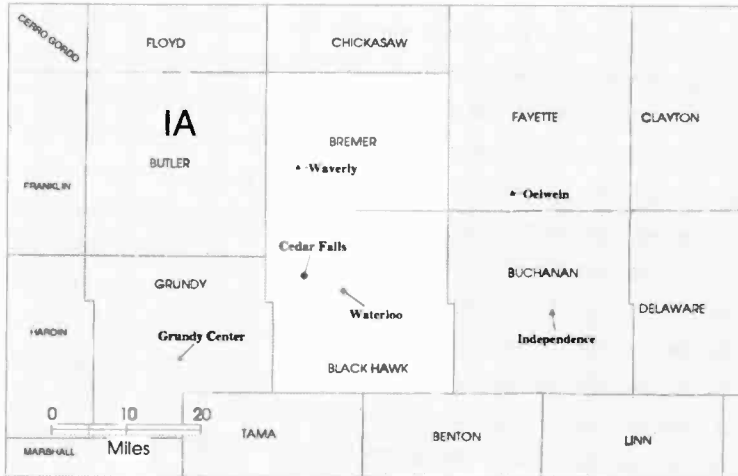
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 229

Revenue Rank: 216

Waterloo-Cedar Falls, IA Market Overview



Metro Counties / Population (000)

Black Hawk, IA	121.7
Bremer, IA	23.1
Total	144.8

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97						
		\$4,100	\$4,500	\$4,900	\$5,300	\$5,500	\$5,700	6.9%					
Δ 97 - 98	8.8%	1998	\$6,200	1999	\$6,500	2000	\$7,000	2001	\$7,300	2002	\$7,700	Δ 98 - 02	5.7%
Revenue/Retail Sales	\$3.32/1,000	1997	\$3.50/1,000	2002	\$3.96/1,000	Est. Breakout	Local 90%	National 10%					
Revenue/Capita	\$28.10	\$39.36	\$54.38										

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	145.9	144.8	-0.2%	144.8	141.6
Households	55.4	55.2	-0.1%	55.2	54.9	-0.1%
Retail Sales	1,235.6	1,630.5	5.7%	1,630.5	1,946.0	3.6%
EBI	1,995.7	2,207.4	2.0%	2,207.4	2,564.7	3.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	69.3	12.5	6.2	8.3	8.2	11.0	9.1	13.9
Women (000)	75.5	11.9	6.0	9.2	8.9	11.6	9.4	18.5
Total	144.8	24.4	12.2	17.5	17.1	22.6	18.6	32.4
Percentage	100.0%	16.8%	8.4%	12.1%	11.8%	15.6%	12.8%	22.4%
Per Capita	\$ 15,244	Median Household	\$ 32,614	Avg Household	\$ 39,988			
Ethnic Population:	White 92.5%	Black 6.3%	Asian 1.0%	Hispanic 1.1%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		5	6	8	8	16
Tot 12+	9.1		51.2	58.5	60.3	9.1	69.4
Avg 12+	3.0		10.2	9.8	7.5	1.1	4.3
Tot LCS	13.1		73.8	84.3	86.9	13.1	100.0
Avg LCS	4.4		14.8	14.0	10.9	1.6	6.3

Competitive Overview

Some stations also rated in Cedar Rapids.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
														Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
KOEL	Oelwein	C	92.3	95.0	991	c	Connoisseur Comm	71	9610	6,700	c3		Country	950	1.09	14.0	11.6	8.7	8.2	12.2	8.4	9.6	12.7	0.0
KQMG	Independence	A	95.3	2.9	410	d	Keene of Iowa Inc	75	9710	477			AC			0.3	0.0	0.6	0.5	0.0	1.7	1.8	1.5	0.0
KCVM	Hudson	A	96.1	6.0	328	e	Fife Comm Co LC	97	9507				Hot AC	550	0.80	11.1	7.3	7.5	9.8	6.4	0.0	0.0	0.0	0.0
KCRR	Grundy Center	C3	97.7	16.0	407	c	Connoisseur Comm	83	9705	2,000			Clsc Rock	450	0.76	9.6	7.3	6.2	8.2	5.8	7.3	7.2	8.1	0.0
KKCV	Cedar Falls	C3	98.5	15.1	423	c	Connoisseur Comm	93	9610	3,200			Country	1,400	1.03	22.0	12.2	14.3	15.8	16.3	16.3	14.5	13.7	0.0
KWAY	Waverly	A	99.3	3.0	180	b	Suhr, Aelvin Edwin	71	8410	844	c1		Lite AC	250	2.52	1.6	1.8	1.2	1.1	1.2	2.8	2.4	2.0	0.0
• KOKZ	Waterloo	C	105.7	100.0	1322	a	Bahakel Comm		62				Oldies	900	0.99	14.7	8.5	9.9	9.8	11.6	12.9	10.8	10.2	0.0
• KFMW	Waterloo	C	107.9	100.0	1805	a	Bahakel Comm	68	9608	3,500	c2		Adult Rock	850	1.05	13.1	11.6	12.4	9.8	9.3	12.4	9.0	12.7	0.0
# FM Stations -					8	# Combos -					8	FM TOTALS				86.4	60.3	60.8	63.2	62.8	61.8	55.3	60.9	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
														Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
KWOF	Waterloo	B	850	0.5	0.00		Friendship	72	9503		nc	1	Christian	75			0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0
KOEL	Oelwein	B	950	5.0	0.50	c	Connolisseur Comm	50	9610			c3	Information			1.6	0.6	1.2	1.1	1.2	1.1	1.2	1.5	0.0
KQMG	Independence	B	1220	0.3	0.17	d	Keene of Iowa Inc	59	9710			c1	AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KCNZ	Cedar Falls	B	1250	0.5	0.50	e	Fife Comm Co LC	58	9508	100			Nws/Tlk/Spt	125		0.8	0.6	0.6	0.5	0.6	0.6	0.6	0.5	0.0
• KWLO	Waterloo	B	1330	5.0	5.00	a	Bahakel Comm	47	9608			c2	Nostalgia	350	0.77	7.3	5.5	5.6	6.0	4.7	5.1	7.8	6.6	0.0
KWAY	Waverly	B	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
• KXEL	Waterloo	A	1540	50.0	50.00	a	Bahakel Comm	42	5801				News/Talk	250	1.06	3.8	1.8	2.5	2.7	2.9	1.7	3.6	5.1	0.0
KDNZ	Cedar Falls	B	1650	10.0	1.00	e	Fife Comm Co LC	98					Nws/Tlk/Spt				0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					8	# Combos -					7	AM TOTALS				13.5	9.1	9.9	10.3	9.4	8.5	15.6	13.7	0.0
AM & FM Stations Profiled -					16	# Duopolies -					4	Total Local Commercial Share				69.4	70.7	73.5	72.2	70.3	70.9	74.6	0.0	

NOTE: Market rated twice yearly w/ th Fall 1996 period.

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 230

Revenue Rank: 187

Bloomington, IL Market Overview



Metro Counties / Population (000)

McLean, IL	141.8
	141.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$5,300	\$5,400	\$5,700	\$6,000	\$6,400	\$6,700
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	14.9%	\$7,700	\$8,300	\$9,000	\$9,600	\$10,200	7.2%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$4.40/1,000	\$4.52/1,000	\$5.71/1,000	Local	85%		
Revenue/Capita	\$39.61	\$47.25	\$68.83	National	15%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	133.8	141.8	1.2%	141.8	148.2	0.9%
Households	48.7	52.2	1.4%	52.2	55.6	1.3%
Retail Sales	1,205.3	1,481.7	4.2%	1,481.7	1,787.8	3.8%
EBI	2,218.5	2,599.7	3.2%	2,599.7	3,321.1	5.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	67.7	12.1	5.2	11.6	10.3	10.7	7.7	10.1
Women (000)	74.1	11.5	5.1	13.3	10.8	11.3	7.9	14.1
Total	141.8	23.6	10.3	24.9	21.0	22.1	15.6	24.3
Percentage	100.0%	16.6%	7.3%	17.6%	14.8%	15.6%	11.0%	17.1%
Per Capita	\$ 18,333			Median Household	\$ 40,874		Avg Household	\$ 49,802
Ethnic Population:	White	93.3%	Black	4.8%	Asian	1.7%	Hispanic	1.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	2		3	4	1	5
Tot 12+	8.5	30.7		37.4	39.2	16.0	55.2
Avg 12+	4.3	15.4		12.5	9.8	16.0	11.0
Tot LCS	15.4	55.6		67.8	71.0	29.0	100.0
Avg LCS	7.7	27.8		22.6	17.8	29.0	20.0

Competitive Overview

FM Stations														ARB 12+ Metro Shares (see rights)									
Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
												Revenue (000)1/	Power Ratio		1999	1998	1998	1997	1997	1996	1996	1995	
WSNI	Colfax	A	92.9	6.0	328	a	Kelly	98	9804	750	cp	Lite Rock	300	2.44	1.6	1.8	1.2	1.8	0.0	0.0	0.0	0.0	0.0
WIHN	Normal	A	96.7	3.9	410	a	Kelly	73	9506	930		Modern Rock	500	0.61	10.6	6.7	4.9	6.5	5.7	8.1	0.0	9.4	0.0
WBNQ	Bloomington	B	101.5	50.0	466	b	Bloomington Bcstg	47				CHR	1,825	0.88	27.0	14.1	15.4	15.3	15.8	13.3	0.0	13.3	0.0
• WBWN	Le Roy	B1	104.1	25.0	328	b	Bloomington Bcstg	79	9605	3,250		Country	2,100	0.92	29.6	16.6	16.0	17.1	17.0	19.1	0.0	18.9	0.0
# FM Stations -				4		# Combos -		4		FM TOTALS					68.8	39.2	37.5	40.7	38.5	40.5	0.0	41.6	0.0
AM Stations														ARB 12+ Metro Shares (see rights)									
Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
												Revenue (000)1/	Power Ratio		1999	1998	1998	1997	1997	1996	1996	1995	
WJBC	Bloomington	C	1230	1.0	1.00	b	Bloomington Bcstg	25	5606			FullService	2,950	1.23	31.2	16.0	16.0	15.9	20.1	17.9	0.0	17.8	0.0
# AM Stations -				1		# Combos -		1		AM TOTALS					31.2	16.0	16.0	15.9	20.1	17.9	0.0	17.8	0.0
AM & FM Stations Profiled -				5		# Duopolies -		2		Total Local Commercial Share					55.2	53.5	56.6	58.6	58.4	0.0	59.4	0.0	

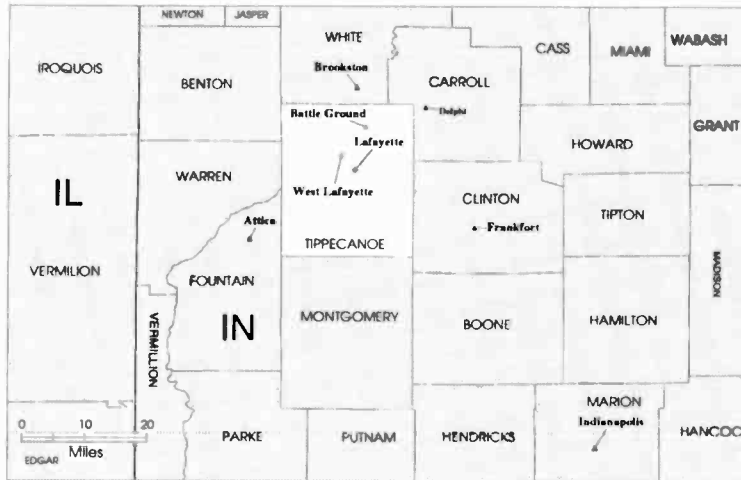
NOTE: Market rated twice yearly with Fall 1997 period.

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 231

Revenue Rank: 182

Lafayette, IN Market Overview



Metro Counties / Population (000)

Tippecanoe, IN	139.7
	139.7

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$5,500	\$5,600	\$6,000	\$6,500	\$7,200	\$7,500
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	10.7%	\$8,300	\$8,800	\$9,400	\$10,000	\$10,600	6.2%
	1992	1997	2002				Est. Breakout
Revenue/Retail Sales	\$5.01/1,000	\$4.96/1,000	\$5.47/1,000				Local 80%
Revenue/Capita	\$40.89	\$53.69	\$73.61				National 20%

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	134.5	139.7	0.8%	139.7	144.0	0.6%
Households	47.2	50.2	1.2%	50.2	53.0	1.1%
Retail Sales	1,098.9	1,512.4	6.6%	1,512.4	1,936.4	5.1%
EBI	1,865.3	2,270.7	4.0%	2,270.7	2,965.1	5.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	71.0	10.7	4.8	18.1	10.8	9.8	7.3	9.5
Women (000)	68.7	9.9	4.4	14.4	9.6	10.0	7.4	12.9
Total	139.7	20.7	9.2	32.5	20.4	19.8	14.7	22.3
Percentage	100.0%	14.8%	6.6%	23.3%	14.6%	14.2%	10.6%	16.0%
Per Capita	\$ 16,254			Median Household	\$ 35,229		Avg Household	\$ 45,233
Ethnic Population:	White 92.7%		Black 2.2%		Asian 4.8%		Hispanic 2.2%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	4		8	10	3	13
Tot 12+	43.0	30.6		68.7	73.6	4.2	77.8
Avg 12+	7.2	7.7		8.6	7.4	1.4	6.0
Tot LCS	55.3	39.3		88.3	94.6	5.4	100.0
Avg LCS	9.2	9.8		11.0	9.5	1.8	7.7

Competitive Overview

Some stations also rated in Indianapolis

FM Stations														ARB 12+ Metro Shares (see rights)								
Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
															1999	1998	1998	1997	1997	1996	1996	1995
WKHY	Lafayette	A	93.5	3.0	246	RadioWorks Inc	70	9908 p		c1	AOR/CIRck	1,300	1.12	14.0	9.7	10.9	11.7	10.7	14.5	10.7	14.2	12.2
• WFBQ	Indianapolis	B	94.7	58.0	804	AMFM Inc	59	9910 p			AOR	n/a		4.1	2.8	2.9	3.9	2.7	4.1	4.3	4.7	4.3
WLFF	Brookston	A	95.3	2.3	505	c Artistic Media Ptnrs	67	9810	1,800		Country	350	0.84	5.0	4.2	5.1	3.2	4.7	4.1	5.0	4.7	5.0
WGBD	Attica	A	95.7	3.1	433	c Artistic Media Ptnrs	90	9412	410		Modern Rock	800	0.75	12.8	9.7	9.4	11.0	9.4	11.0	5.7	2.7	4.3
WAZY	Lafayette	B	96.5	50.0	499	c Artistic Media Ptnrs	65	8808	3,326		70s & 80s	1,200	1.29	11.2	11.1	10.9	7.8	10.1	9.0	12.9	11.5	13.7
WASK	Battle Ground	A	98.7	3.0 cp	328	a Schurz Comm Inc	93	9503	860		Oldies	475	0.63	9.1	9.7	7.2	6.5	8.1	4.1	6.4	5.4	5.8
WSHW	Frankfort	B	99.7	50.0	459	b Kaspar Bcstg Co	62				AC	200	1.51	1.6	2.1	1.4	1.3	1.3	1.4	1.4	1.4	0.0
WNJY	Delphi	A	102.9	1.2	420	RadioWorks Inc	89	9907 p	1,000		Oldies	225	0.71	3.8	2.1	2.2	2.6	3.4	4.1	2.9	3.4	1.4
WKOA	Lafayette	B	105.3	50.0	308	a Schurz Comm Inc	63	9101	8,500	c1	Country	2,100	1.11	22.7	14.6	15.2	18.2	18.1	16.6	17.1	16.9	16.5
WGLM	West Lafayette	A	106.7	6.0	328	KVB Bcstg	92	9112		st	AC	1,200	1.30	11.1	7.6	5.8	9.7	8.1	9.0	9.3	8.8	10.1
# FM Stations -				10		# Combos -		6		FM TOTALS				95.4	73.6	71.0	75.9	76.6	77.9	75.7	73.7	73.3

AM Stations														ARB 12+ Metro Shares (see rights)									
Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
																1999	1998	1998	1997	1997	1996	1996	1995
WAZY	Lafayette	B	1410	1.0	0.07	c	Artistic Media Ptnrs	59	9808	400		70s & 80s	100	0.75	1.6	2.1	2.2	1.9	0.7	1.4	1.4	0.7	0.0
WASK	Lafayette	C	1450	1.0	1.00	a	Schurz Comm Inc	42	9101		c1	Oldies	375	1.56	2.9	2.1	2.2	2.6	2.0	3.4	2.1	5.4	5.8
WILO	Frankfort	B	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 -		3		AM TOTALS				4.5	4.2	4.4	4.5	2.7	4.8	3.5	6.1	5.8	
AM & FM Stations Profiled -				13		# Duopolies -		3		Total Local Commercial Share				77.8	75.4	80.4	79.3	82.7	79.2	79.8	79.1		

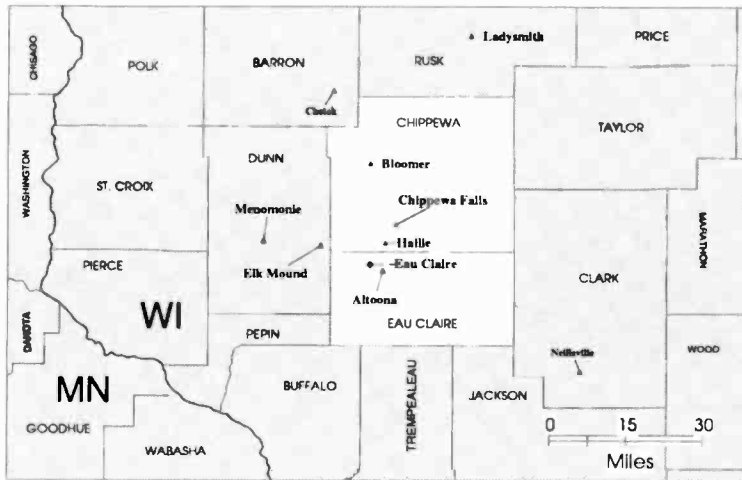
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 232

Revenue Rank: 164

Eau Claire, WI Market Overview



Metro Counties / Population (000)

Chippewa, WI	54.5
Eau Claire, WI	90.2
Total	144.7

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

ESTIMATED GROSS REVENUES ★★★	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	Δ 92 - 97
	\$7,000	\$7,300	\$7,700	\$8,100	\$8,800	\$9,500	6.3%
	Δ 97 - 98	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	Δ 98 - 02
	7.4%	\$10,200	\$11,100	\$12,300	\$13,100	\$14,200	8.7%
	<u>1992</u>	<u>1997</u>	<u>2002</u>	Est. Breakout			
Revenue/Retail Sales	\$5.58/1,000	\$5.26/1,000	\$5.95/1,000	Local	90%		
Revenue/Capita	\$49.50	\$65.65	\$96.86	National	10%		

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

	<u>1992</u>	<u>1997</u>	Growth Rate	<u>1997</u>	<u>2002</u>	Growth Rate
MSA Population	141.4	144.7	0.5%	144.7	146.6	0.3%
Households	52.0	53.4	0.5%	53.4	55.2	0.7%
Retail Sales	1,253.8	1,804.9	7.6%	1,804.9	2,387.7	5.8%
EBI	1,822.4	1,977.6	1.6%	1,977.6	2,358.4	3.6%

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)	70.5	13.2	6.1	8.3	9.8	11.4	8.4	13.3
Women (000)	74.2	12.9	5.8	9.4	9.4	11.4	8.3	17.0
Total	144.7	26.1	11.9	17.8	19.2	22.8	16.8	30.2
Percentage	100.0%	18.0%	8.2%	12.3%	13.2%	15.8%	11.6%	20.9%
Per Capita	\$ 13,667							
				Median Household	\$ 30,566		Avg Household	\$ 37,033
Ethnic Population:	White	96.8%	Black	0.2%	Asian	2.4%	Hispanic	0.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		10	9	11	6	17
Tot 12+	8.1		67.1	73.7	75.2	10.0	85.2
Avg 12+	8.1		6.7	8.2	6.8	1.7	5.0
Tot LCS	9.5		78.8	86.5	88.3	11.7	100.0
Avg LCS	9.5		7.9	9.6	8.0	2.0	5.9

Competitive Overview

Some stations also rated in Wausau-Stevens Pt.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
• WMEQ	Menomonie	C2	92.1	17.5	cp	719 b	Cumulus Bcstg Inc	67	9909	14,800	d1	Clsc Rock	675	1.05	6.3	5.6	6.7	6.7	4.3	7.5	3.0	2.9	0.0
WECL	Elk Mound	A	92.9	3.3		446 a	Nelson, David, et al	91	9606	2,550	c2	Oldies	975	1.39	6.9	8.1	5.0	5.2	6.9	7.0	6.9	6.9	0.0
WIAL	Eau Claire	C1	94.1	84.0		351 a	Nelson, David, et al	48	9606		c2	AC	975	0.68	14.1	10.6	12.8	12.9	11.7	11.6	8.4	10.3	0.0
WQRB	Bloomer	C3	95.1	8.9		545 b	Cumulus Bcstg Inc	92	9909		d1	Country	1,575	1.14	13.5	11.6	12.8	13.4	10.1	11.6	17.8	16.7	0.0
WISM	Altoona	C3	98.1	25.0		174 d	Alpenglow Comm	92	9108	395	c1	Clsc Rock	650	1.18	5.4	2.0	3.3	4.6	4.8	5.0	4.5	6.9	0.0
• WBIZ	Eau Claire	C1	100.7	100.0		482 b	Cumulus Bcstg Inc	67	9909		d1	CHR	550	0.72	7.5	9.1	7.2	6.7	6.4	6.0	7.9	8.3	0.0
WWIB	Ladysmith	C	103.7	100.0		679 c	Stewards of Sound	72				ChrsContemp	375	1.36	2.7	1.5	2.2	1.5	3.2	2.0	1.0	4.9	0.0
WAXX	Eau Claire	C	104.5	100.0		1801 a	Nelson, David, et al	65	8408			Country	2,250	1.12	19.7	18.2	16.7	14.4	20.2	21.6	20.8	18.1	0.0
WCFW	Chippewa Falls	C3	105.7	25.0		305	Bushiand Radio	68				Lite AC	300	0.70	4.2	4.5	5.0	4.1	3.2	2.0	3.5	2.5	0.0
WATQ	Chetek	C2	106.7	35.0		584 b	Cumulus Bcstg Inc	97	9909		d1	Country	400	0.59	6.6	4.0	4.4	5.7	5.9	1.0	0.0	0.0	0.0
WCCN	Neillsville	C1	107.5	100.0		577	Central WI Bcstg	64				Clsc Rock	325	1.52	2.1	0.0	0.6	1.0	2.7	0.0	0.5	1.0	0.0
# FM Stations -						11	# Combos -		9	FM TOTALS			89.0	75.2	76.7	76.2	79.4	75.3	74.3	78.5	0.0		

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WOGO	Hallie	B	680	2.5	0.50	c	Stewards of Sound	85			ChrsContemp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAYY	Eau Claire	B	790	5.0	0.00	a	Nelson, David, et al	37	9606		c2	Nws/Tlk/Spt	325	1.06	3.0	2.5	2.8	3.1	2.1	2.5	5.0	6.4	0.0
WMEQ	Menomonie	B	880	10.0	0.21	b	Cumulus Bcstg Inc	51	9909		d1	Country	300	1.63	1.8	1.5	1.1	1.0	2.1	0.5	0.0	0.0	0.0
WEIO	Eau Claire	B	1050	1.0	0.50	d	Alpenglow Comm	48	9108		c1	Nostalgia			0.3	0.5	0.6	0.5	0.0	0.0	0.0	0.0	0.0
WEAQ	Chippewa Falls	B	1150	5.0	0.00	a	Nelson, David, et al	58	8408			Easy	300	0.75	3.9	4.5	3.3	3.6	3.2	4.0	5.0	4.4	0.0
WBIZ	Eau Claire	C	1400	1.0	1.00	b	Cumulus Bcstg Inc	47	9909		d1	Sports	150	0.70	2.1	1.0	1.7	2.1	1.6	2.0	2.5	0.5	0.0
# AM Stations -						6	# Combos -		6	AM TOTALS			11.1	10.0	9.5	10.3	9.0	9.0	12.5	11.3	0.0		
AM & FM Stations Profiled -						17	# Duopolies -		5	Total Local Commercial Share			85.2	86.2	86.5	88.4	84.3	86.8	89.8	0.0			

NOTE: Market rated twice yearly with Fall 1996 period.

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 233

Revenue Rank: 159

Monroe, LA Market Overview



Metro Counties / Population (000)

Ouachita, LA	147.5
	147.5

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$6,300	\$6,600	\$7,300	\$8,100	\$9,000	\$10,200	10.0%
★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	3.9%	\$10,600	\$11,200	\$12,000	\$12,700	\$13,500	6.2%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$4.62/1,000	\$6.57/1,000	\$7.48/1,000	Local	90%		
Revenue/Capita	\$43.66	\$69.15	\$90.97	National	10%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	144.3	147.5	0.4%	147.5	148.4
Households	50.9	52.5	0.6%	52.5	53.8	0.5%
Retail Sales	1,362.9	1,553.3	2.6%	1,553.3	1,804.9	3.0%
EBI	1,738.6	1,919.4	2.0%	1,919.4	2,305.9	3.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	70.7	14.7	7.7	8.0	10.4	10.6	8.2	11.0
Women (000)	76.8	14.3	7.1	8.5	10.6	11.5	9.4	15.4
Total	147.5	29.1	14.8	16.5	21.0	22.2	17.6	26.5
Percentage	100.0%	19.7%	10.0%	11.2%	14.2%	15.0%	11.9%	17.9%
Per Capita	\$ 13,013	Median Household		\$ 26,489	Avg Household		\$ 36,559	
Ethnic Population:	White 65.7%	Black 33.5%	Asian 0.7%	Hispanic 1.0%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		10	9	14	5	19
Tot 12+	15.6		67.1	74.6	82.7	2.9	85.6
Avg 12+	3.9		6.7	8.3	5.9	0.6	4.5
Tot LCS	18.2		78.4	87.1	96.6	3.4	100.0
Avg LCS	4.6		7.8	9.7	6.9	0.7	5.3

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
• KTJC	Rayville	C3	92.3	11.5	cp	486 e	Citadel Comm Corp	84	9910	p	g1 2	Oldies			4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KWJM	Farmerville	A	92.7	6.0		328 d	Union Bcstg Co Inc	79			AC	250	0.67	3.5	2.9	2.3	2.3	3.7	1.0	3.5	1.2	0.0	
KTRY	Bastrop	A	94.3	3.0		325	Jamie Patrick Bcstg	74	8502		e	Urban AC		0.4	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	
KJMG	Bastrop	A	97.3	5.9		328	Holladay Bcstg	96	9811			Gosp/AC	300	0.35	8.0	9.8	6.4	6.9	6.7	4.2	4.6	0.0	0.0
• KPCH	Dubach	C1	97.7	60.0	cp	509	Dubach Bcstg	84	8612			Oldies			1.7	1.2	0.0	0.0	0.0	0.0	0.0	0.0	
• KZRZ	West Monroe	C2	98.3	50.0		492 e	Citadel Comm Corp	67	9910	p	g1 2	AC	1,525	1.04	13.8	10.9	10.5	11.0	12.3	0.0	11.0	13.9	0.0
• KRVV	Bastrop	C2	100.1	50.0		492	Holladay Bcstg	77	9110		1	Urban	1,036	0.45	16.9	15.5	15.7	13.9	14.7	15.7	12.1	16.2	0.0
KHLL	Richwood	A	100.9	6.0		328	Gilliland, Dan	94				ChrsContemp	200	0.90	2.1	2.9	4.7	1.7	1.8	3.7	3.5	1.7	0.0
KNOE	Monroe	C	101.9	100.0		1516 b	Noe, James A	67				Adult CHR	1,350	1.63	7.8	10.9	8.7	5.8	7.4	8.4	6.9	7.5	0.0
• KYEA	Columbia	C3	103.1	22.0		348 e	Citadel Comm Corp	80	9910	p	g1 2	Urban	225	0.68	3.1	0.6	0.6	3.5	1.8	2.1	1.2	0.6	0.0
• KJLO	Monroe	C	104.1	100.0		1017 a	New South Comm	46	8601		1	Country	1,700	1.04	16.4	10.9	13.4	16.2	11.7	14.1	11.6	16.8	0.0
• KLIP	Monroe	C2	105.3	50.0		433 a	New South Comm	93	9306	p	1	Clsc Hits	400	0.79	9.0	5.7	7.6	9.2	6.1	8.4	4.6	4.0	0.0
• KMYV	Monroe	C	106.1	100.0		1017 e	Citadel Comm Corp	65	9910	p	g1 2	Country	1,200	1.47	7.7	4.6	7.0	7.5	5.5	3.7	4.6	9.8	0.0
KXKZ	Ruston	C	107.5	100.0		1066 c	Ruston Bcstg Co	66	6904			Country	1,150	3.10	3.5	2.3	1.7	2.9	3.1	3.7	5.2	2.3	0.0
# FM Stations -				14	# Combos -				8	FM TOTALS				92.2	82.7	79.8	80.9	75.4	65.0	68.8	74.0	0.0	

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
KNOE	Monroe	B	540	5.0	1.00	b	Noe, James A	44				Country	550	4.72	1.1	0.0	2.3	0.6	1.2	2.6	4.6	2.9	0.0
KLIC	Monroe	C	1230	1.0	1.00		Fountain of Love	50	9211			Inspiration	165		1.1	0.6	0.0	0.0	1.8	1.0	1.2	0.0	0.0
KMBS	West Monroe	B	1310	5.0	0.05		Red Bear Bcstg	56	9306			Children	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KMLB	Monroe	B	1440	5.0	1.00	a	New South Comm	30	8601		1	Talk/Nstlg	300	0.73	3.9	2.3	4.7	2.9	3.7	4.2	2.3	2.9	0.0
KRUS	Ruston	C	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
# AM Stations -				5	# Combos -				3	AM TOTALS				6.1	2.9	7.0	3.5	6.7	7.8	8.1	5.8	0.0	
AM & FM Stations Profiled -				19	# Duopolles -				4	Total Local Commercial Share				85.6	86.8	84.4	82.1	72.8	76.9	79.8	0.0		

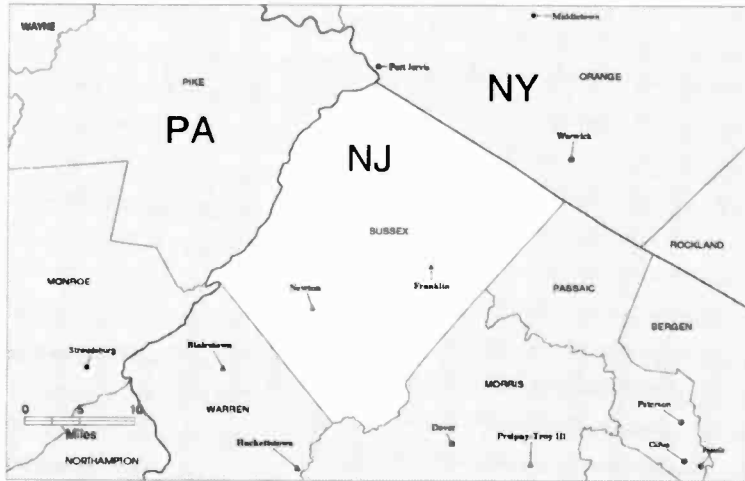
NOTE: Market rated twice yearly with Fall 1996 period.

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 234

Revenue Rank: 263

Sussex, NJ Market Overview



Metro Counties / Population (000)

Sussex, NJ	144.4
	144.4

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		N/A	N/A	N/A	\$2,400	\$2,600	\$2,800
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
17.9%	\$3,300	\$3,500	\$3,900	\$4,100	\$4,400		7.7%
	1992	1997	2002			Est. Breakout	
Revenue/Retail Sales	N/A	\$2.45/1,000	\$3.24/1,000			Local	85%
Revenue/Capita	N/A	\$19.39	\$28.74			National	15%

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	134.8	144.4	1.4%	144.4	153.1
Households	45.7	49.0	1.4%	49.0	52.2	1.3%
Retail Sales	916.3	1,140.6	4.5%	1,140.6	1,357.7	3.5%
EBI	2,721.2	2,838.7	0.8%	2,838.7	3,198.8	2.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	71.9	14.0	6.3	5.4	10.9	14.4	10.9	10.0
Women (000)	72.5	13.4	6.0	4.7	11.2	14.7	10.0	12.5
Total	144.4	27.4	12.3	10.0	22.1	29.0	20.9	22.5
Percentage	100.0%	19.0%	8.5%	7.0%	15.3%	20.1%	14.5%	15.6%
Per Capita	\$ 19,658	Median Household		\$ 52,654	Avg Household		\$ 57,932	
Ethnic Population:	White 97.2%	Black 1.1%	Asian 1.5%	Hispanic 3.1%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	1		3	3	1	4
Tot 12+	20.4	9.6		30.0	30.0	2.3	32.3
Avg 12+	10.2	9.6		10.0	10.0	2.3	8.1
Tot LCS	63.2	29.7		92.9	92.9	7.1	100.0
Avg LCS	31.6	29.7		31.0	31.0	7.1	25.0

Competitive Overview

Some stations also rated in Wilkes-Barre.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WSUS	Franklin	A	102.3	0.6	745	a	Nassau Bcstg Ptrs	65	9706	5,000	AC	1,275	0.98	39.6	11.9	13.2	10.6	0.0	14.5	0.0	0.0	0.0	
WNNJ	Newton	B1	103.7	2.3	892	a	Nassau Bcstg Ptrs	61	9608	4,500	c1	Clisc Hits	1,800	1.38	39.6	9.6	10.6	10.6	0.0	13.0	0.0	0.0	0.0
WHCY	Blairstown	A	106.3	0.4	860	a	Nassau Bcstg Ptrs	73	9602	1,925		Country	1,000	1.45	20.9	8.5	7.9	5.6	0.0	4.5	0.0	0.0	0.0
# FM Stations -				3	# Combos -				3	FM TOTALS				100.1	30.0	31.7	26.8	0.0	32.0	0.0	0.0	0.0	

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WNNJ	Newton	B	1360	2.0	cp	0.02	a	Nassau Bcstg Ptrs	53	9608	c1	Nostalgia	175		2.3	1.6	0.0	0.0	2.0	0.0	0.0	0.0
# AM Stations -				1	# Combos -				1	AM TOTALS				0.0	2.3	1.6	0.0	0.0	2.0	0.0	0.0	0.0
AM & FM Stations Profiled -				4	# Duopolies -				1	Total Local Commercial Share				32.3	33.3	26.8	0.0	34.0	0.0	0.0	0.0	

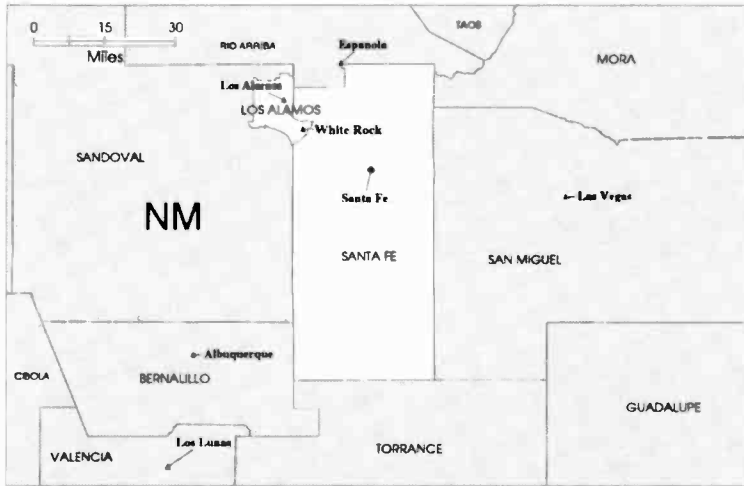
NOTE: Market first rated Spring 1997.

1/ See introduction section for Interpretation of revenue estimates.

Metro Rank: 235

Revenue Rank: 262

Santa Fe, NM Market Overview



Metro Counties / Population (000)

Los Alamos, NM	18.2
Santa Fe, NM	122.3
	140.5

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$3,100	\$2,900	\$3,000	\$3,100	\$3,100	\$3,400	1.6%
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
	\$3,400	\$3,600	\$3,800	\$4,100	\$4,400	7.0%	
	1992	1997	2002				Est. Breakout
Revenue/Retail Sales	\$2.94/1,000	\$1.78/1,000	\$1.70/1,000				Local 85%
Revenue/Capita	\$25.18	\$24.20	\$29.14				National 15%

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	123.1	140.5	2.7%	140.5	151.0
Households	47.6	55.0	2.9%	55.0	60.1	1.8%
Retail Sales	1,053.4	1,912.8	12.7%	1,912.8	2,592.9	6.3%
EBI	2,181.1	2,743.1	4.7%	2,743.1	3,621.3	5.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	68.7	12.7	6.0	5.0	9.6	13.8	10.3	11.3
Women (000)	71.8	12.5	5.8	4.8	9.7	14.7	10.8	13.6
Total	140.5	25.2	11.8	9.7	19.2	28.5	21.1	25.0
Percentage	100.0%	17.9%	8.4%	6.9%	13.7%	20.3%	15.0%	17.8%
Per Capita	\$ 19,524							
				Median Household	\$ 38,929		Avg Household	\$ 49,875
Ethnic Population:	White 95.1%		Black 0.9%		Asian 1.1%		Hispanic 45.7%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			15	2	15	5	20
Tot 12+			49.2	5.6	49.2	7.4	56.6
Avg 12+			3.3	2.8	3.3	1.5	2.8
Tot LCS			86.9	9.9	86.9	13.1	100.0
Avg LCS			5.8	4.9	5.8	2.6	5.0

Competitive Overview

Some stations also rated in Albuquerque.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)†/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
KRST	Albuquerque	C	92.3	22.0	4160	e	Citadel Comm Corp	65	9610		Country	n/a		11.1	4.5	3.8	6.1	7.2	4.3	0.0	4.8	0.0
KYBR	Espanola	C3	92.9	9.1	538	c	Garcia, Richard L	81	9506	50	Country				0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KKOB	Albuquerque	C	93.3	20.0	4150		Citadel Comm Corp	67	9403	See (71)	Hot AC	n/a		5.2	4.0	1.6	4.1	2.1	4.3	0.0	3.2	0.0
KZRR	Albuquerque	C	94.1	22.5	4131	d	Clear Channel	61	9911		AOR	n/a		6.1	7.3	4.9	4.1	3.1	3.2	0.0	2.7	0.0
• KMMG	Santa Fe	C1	95.5	19.0	1791	a	Amer General	65	9609	See (71)	Hot AC	n/a		2.5	2.3	1.1	1.5	1.5	1.1	0.0	3.7	0.0
KHFM	Albuquerque	C	96.3	20.0	4134		Citadel Comm Corp	54	9605	See (71)	Classical	n/a		9.0	4.5	5.9	5.1	5.6	7.0	0.0	7.4	0.0
KKSS	Santa Fe	C	97.3	94.0	1877		Simmons Media	69	9901	See (71)	CHR/Rhymc	n/a		8.6	5.6	5.4	3.6	6.7	7.6	0.0	8.0	0.0
KBAC	Las Vegas	C	98.1	100.0	1037		Roberts Radio LLC	89	9607	nc	AAA	950	4.58	6.1	2.8	3.8	4.1	3.1	3.2	0.0	2.7	0.0
KABG	Los Alamos	C	98.5	100.0	1906	a	Amer General	56	9609		Oldies	n/a		4.3	3.4	5.4	3.6	1.5	2.7	0.0	3.2	0.0
• KSFQ	White Rock	C3	101.1	0.6 cp	1864		Vista Bcstg LLC	90	9808	985	70s & 80s	400	3.46	3.4	1.7	1.6	1.5	2.6	3.2	0.0	2.7	0.0
KIOT	Los Lunas	C	102.5	17.0	4160		Simmons Media	93	9508	See (71)	Clsc Rock	n/a		4.4	2.8	2.2	2.6	2.6	4.9	0.0	4.3	0.0
KLSK	Santa Fe	C	104.1	100.0	1877	d	Clear Channel	84	9911		Clsc Rock	n/a		8.6	2.3	2.7	6.1	4.1	6.5	0.0	3.7	0.0
KCHQ	Santa Fe	C	105.1	100.0	1936		Simmons Media	85	9606		Top 40	n/a		5.2	2.3	3.2	2.6	3.6	2.7	0.0	1.1	0.0
• KRZY	Santa Fe	C	105.9	100.0 cp	1919	e	EXCL Comm Inc	83	9609		Spanish AC	n/a		4.6	2.3	3.2	1.0	4.6	1.1	0.0	5.3	0.0
KBOM	Los Alamos	C1	106.7	15.5	1949	b	Withers Bcstg Co	86	9701	2,475	Oldies	650	3.98	4.8	2.8	1.6	2.6	3.1	5.4	0.0	3.7	0.0
# FM Stations -				15	# Combos -				8	FM TOTALS				83.9	49.2	46.4	48.6	51.4	57.2	0.0	56.5	0.0

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)†/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
KSWV	Santa Fe	B	810	5.0	0.00		La Voz Bcstg Co	66	9010	113	Spanish	600	3.21	5.5	3.4	5.9	2.0	4.6	2.2	0.0	4.8	0.0	
KDCE	Espanola	B	950	4.2 cp	0.08	c	Garcia, Richard L	83	8211	625	Spanish	200	2.35	2.5	1.1	2.2	1.5	1.5	1.1	0.0	2.1	0.0	
KVSF	Santa Fe	B	1260	5.0	1.00	b	Withers Bcstg Co	35	9507	200	Talk	150	3.39	1.3	0.6	1.1	1.0	0.5	1.1	0.0	1.6	0.0	
KTRC	Santa Fe	C	1400	1.0	1.00	b	Withers Bcstg Co	47	9511	100	Nostalgia	150	0.72	6.1	1.7	2.2	5.1	2.1	1.6	0.0	0.0	0.0	
KRSN	Los Alamos	C	1490	1.0	1.00		Real Radio, L.L.C	49			na	Nws/Tlk/Spt	250		0.8	0.6	0.0	0.5	0.5	0.0	0.0	1.6	0.0
# AM Stations -				5	# Combos -				3	AM TOTALS				16.2	7.4	11.4	10.1	9.2	6.0	0.0	10.1	0.0	
AM & FM Stations Profiled -				20	# Duopolies -				6	Total Local Commercial Share				56.6	57.8	58.7	60.6	63.2	0.0	66.6	0.0		

Docket 80-90 Allocations: 94.7, A, Santa Fe

NOTE: Market rated twice yearly with Fall 1997 period.

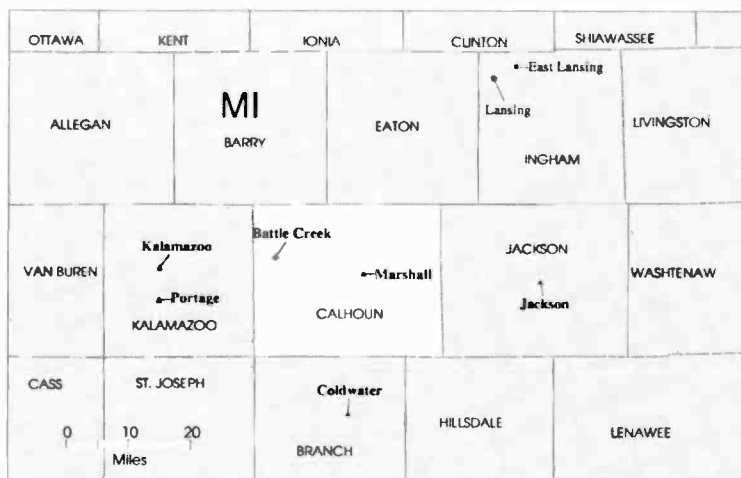
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 236

Revenue Rank: 267

Battle Creek, MI Market Overview



Metro Counties / Population (000)

Calhoun, MI	142.4
	142.4

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$1,100	\$1,200	\$1,400	\$1,600	\$1,800	\$2,000
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
	15.0%	\$2,300	\$2,500	\$2,800	\$3,000	\$3,200	8.7%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$0.89/1,000	\$1.44/1,000	\$1.95/1,000	Local	90%		
Revenue/Capita	\$7.97	\$14.04	\$22.47	National	10%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	138.0	142.4	0.6%	142.4	142.4
Households	52.9	55.1	0.8%	55.1	56.1	0.4%
Retail Sales	1,240.0	1,386.1	2.3%	1,386.1	1,641.8	3.4%
EBI	1,888.5	2,053.8	1.7%	2,053.8	2,340.3	2.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	69.4	12.9	6.5	5.6	9.1	11.7	9.4	14.2
Women (000)	73.0	12.2	5.9	5.9	9.5	12.0	9.6	17.9
Total	142.4	25.0	12.5	11.6	18.6	23.7	19.0	32.1
Percentage	100.0%	17.6%	8.7%	8.1%	13.1%	16.6%	13.3%	22.5%
Per Capita	\$ 14,423	Median Household		\$ 31,249	Avg Household		\$ 37,274	
Ethnic Population:	White 86.6%	Black 11.7%	Asian 1.1%	Hispanic 2.4%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	7		2	9	3	12
Tot 12+	8.1	54.9		8.1	63.0	13.3	76.3
Avg 12+	4.1	7.8		4.1	7.0	4.4	6.4
Tot LCS	10.6	72.0		10.6	82.6	17.4	100.0
Avg LCS	5.3	10.3		5.3	9.2	5.8	8.3

Competitive Overview

Some stations also rated in Lansing and Kalamazoo.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
WXIK	Jackson	B	94.1	40.0	551	a	62nd Street Bcstg	55	9703			Country	n/a		2.0	1.2	2.9	1.1	1.8	3.1	0.0	2.9	0.0		
WMMQ	East Lansing	B	94.9	50.0	492		Liggett Bcst Group	63	9609	See (114)		Clisc Rock	n/a		2.5	0.0	0.0	0.5	3.1	2.1	0.0	2.3	0.0		
• WBXX	Battle Creek	A	95.3	3.0 cp	269	c	AMFM Inc	75	9910 p		g	AC	625	3.67	7.4	3.5	4.0	7.4	3.1	5.8	0.0	8.0	0.0		
WNWN	Coldwater	B	98.5	50.0	469		Midwest Comm Inc	50	9505			Country	n/a		20.7	17.9	14.3	14.8	14.7	14.1	0.0	20.0	0.0		
WKFR	Battle Creek	B	103.3	50.0	482	b	Cumulus Bcstg Inc	63	9809	See (174)		CHR	n/a		20.4	17.3	13.1	13.8	15.3	17.8	0.0	12.6	0.0		
• WWKN	Marshall	A	104.9	6.0	328	c	AMFM Inc	68	9910 p		g	Oldies	450	2.17	9.0	4.6	5.1	4.8	8.0	7.9	0.0	0.6	0.0		
WJXQ	Jackson	B	106.1	50.0	489	a	62nd Street Bcstg	76	9703			AOR	n/a		6.4	6.4	5.7	4.8	4.3	3.1	0.0	4.0	0.0		
WQLR	Kalamazoo	B	106.5	33.0	600		Fairfield Bcstg Co	64	7206	See (174)		AC	n/a		3.6	2.3	3.4	2.6	2.5	1.6	0.0	2.3	0.0		
• WRKR	Portage	B	107.7	50.0 cp	486	b	Cumulus Bcstg Inc	88	9809			AOR/CIRck	n/a		8.7	9.8	8.6	6.9	5.5	6.3	0.0	9.1	0.0		
# FM Stations -					9	# Combos -					6	FM TOTALS					80.7	63.0	57.1	56.7	58.3	61.8	0.0	61.8	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
• WBCK	Battle Creek	B	930	5.0	1.00	c	AMFM Inc	48	9910 p		g	News/Talk	1,125	3.57	13.7	8.7	9.1	8.5	11.0	10.5	0.0	10.3	0.0		
• WRCC	Battle Creek	C	1400	1.0	1.00	c	AMFM Inc	25	9910 p		g	Big Band	100	0.78	5.6	4.6	4.6	4.8	3.1	2.6	0.0	0.0	0.0		
WOLY	Battle Creek	B	1500	1.0	0.00		Christian Family	63	8812	100		Christian				0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0		
# AM Stations -					3	# Combos -					2	AM TOTALS					19.3	13.3	13.7	13.3	14.1	13.1	0.0	12.6	0.0
AM & FM Stations Profiled -					12	# Duopolies -					4	Total Local Commercial Share					76.3	70.8	70.0	72.4	74.9	0.0	74.4	0.0	

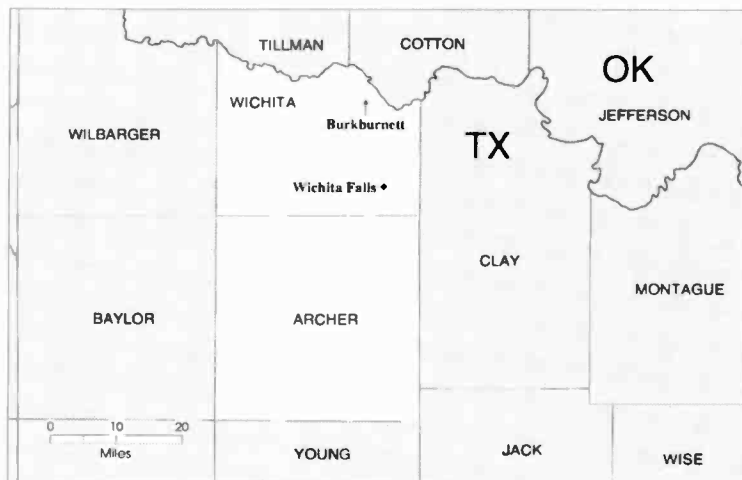
NOTE: Market rated twice yearly with Fall 1997 period.

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 237

Revenue Rank: 238

Wichita Falls, TX Market Overview



Metro Counties / Population (000)

Archer, TX	8.4
Wichita, TX	132.4
	140.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$3,800	\$3,900	\$4,000	\$4,100	\$4,200	\$4,300
Δ 97 - 98	1998	1999	2000	2001	2002		Δ 98 - 02
	18.6%	\$5,100	\$5,400	\$5,700	\$6,000	\$6,400	6.0%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$3.60/1,000	\$3.51/1,000	\$4.35/1,000	Local	90%		
Revenue/Capita	\$29.23	\$30.54	\$42.67	National	10%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	130.0	140.8	1.6%	140.8	150.0
Households	48.0	52.3	1.7%	52.3	57.0	1.7%
Retail Sales	1,054.9	1,226.0	3.1%	1,226.0	1,471.6	3.7%
EBI	1,659.3	2,029.4	4.1%	2,029.4	2,647.0	5.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	68.1	13.1	5.8	6.3	10.8	10.3	8.3	13.4
Women (000)	72.7	12.5	5.7	5.9	10.2	10.3	9.2	18.9
Total	140.8	25.7	11.5	12.2	21.1	20.6	17.5	32.3
Percentage	100.0%	18.2%	8.2%	8.7%	15.0%	14.6%	12.4%	22.9%
Per Capita	\$ 14,414							
				Median Household	\$ 29,653		Avg Household	\$ 38,804
Ethnic Population:	White	87.2%	Black	9.8%	Asian	2.2%	Hispanic	10.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		6	6	7	2	9
Tot 12+	3.6		66.0	68.4	69.6	2.4	72.0
Avg 12+	3.6		11.0	11.4	9.9	1.2	8.0
Tot LCS	5.0		91.7	95.0	96.7	3.3	100.0
Avg LCS	5.0		15.3	15.8	13.8	1.7	11.1

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
KNIN	Wichita Falls	C1	92.9	100.0	919	a	Apex Bcstg LLC	75	9710	2,000		CHR	900	0.80	22.0	14.4	10.7	15.9	16.4	15.3	0.0	14.9	0.0		
KOLI	Electra	C2	94.9	50.0	492	b	Cumulus Bcstg Inc	98	9806	238	cp	Oldies	200			1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KLUR	Wichita Falls	C1	99.9	100.0	830	b	Cumulus Bcstg Inc	63	9711	6,000	c1	Country	1,075	0.84	25.1	24.6	24.9	20.5	16.4	15.9	0.0	20.5	0.0		
KQXC	Wichita Falls	A	102.5	4.5	312	b	Cumulus Bcstg Inc	93	9711			Hot AC	425	1.14	7.3	3.6	4.0	2.6	7.9	7.6	0.0	4.3	0.0		
KWFS	Wichita Falls	C1	103.3	100.0	449	a	Apex Bcstg LLC	61	9710	1,400	c2	Country	900	0.85	20.7	9.0	12.4	13.9	16.4	18.5	0.0	17.4	0.0		
KYYI	Burkburnett	C1	104.7	92.0	1017	b	Cumulus Bcstg Inc	90	9711			Rock	500	0.86	11.4	7.2	11.9	12.6	4.3	4.5	0.0	3.1	0.0		
KTLT	Wichita Falls	C2	106.3	15.5	899	a	Apex Bcstg LLC	84	9710	1,400		AC	700	1.13	12.2	9.6	11.3	8.6	9.3	9.6	0.0	13.7	0.0		
# FM Stations -					7	# Combos -					7	FM TOTALS					98.7	69.6	75.2	74.1	70.7	71.4	0.0	73.9	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
• KTUB	Wichita Falls	B	990	10.0	1.00		The Watch Inc	47	9706	275		DARK	100			1.2	0.0	0.0	0.0	1.9	0.0	2.5	0.0		
KWFS	Wichita Falls	B	1290	5.0	0.07	a	Apex Bcstg LLC	48	9710		c2	Country	300	4.20	1.4	1.2	0.6	1.3	0.7	0.0	0.0	1.2	0.0		
# AM Stations -					2	# Combos -					1	AM TOTALS					1.4	2.4	0.6	1.3	0.7	1.9	0.0	3.7	0.0
AM & FM Stations Profiled -					9	# Duopolies -					3	Total Local Commercial Share					72.0	75.8	75.4	71.4	73.3	0.0	77.6	0.0	

NOTE: Market rated twice yearly with Fall 1997 period.

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 238

Revenue Rank: 245

State College, PA Market Overview



Metro Counties / Population (000)

Centre, PA	133.1
	133.1

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$3,200	\$3,400	\$3,500	\$3,800	\$4,200	\$4,100
★★★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	9.8%	\$4,500	\$4,800	\$5,100	\$5,400	\$5,700	6.0%
Revenue/Retail Sales	1992 \$3.30/1,000	1997 \$3.73/1,000	2002 \$4.48/1,000	Est. Breakout			
Revenue/Capita	\$25.22	\$30.80	\$41.55	Local	90%		
				National	10%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	126.9	133.1	1.0%	133.1	137.2
Households	43.5	45.6	0.9%	45.6	47.7	0.9%
Retail Sales	969.6	1,099.9	2.6%	1,099.9	1,271.9	2.9%
EBI	1,674.7	1,906.4	2.6%	1,906.4	2,349.3	4.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	68.5	8.5	3.8	19.9	10.7	9.0	7.1	9.5
Women (000)	64.6	8.1	3.7	16.3	8.7	8.7	7.2	11.8
Total	133.1	16.6	7.6	36.1	19.4	17.7	14.3	21.4
Percentage	100.0%	12.5%	5.7%	27.2%	14.6%	13.3%	10.7%	16.1%
Per Capita	\$ 14,323	Median Household		\$ 32,113	Avg Household		\$ 41,807	
Ethnic Population:	White 92.7%	Black 2.6%	Asian 4.5%	Hispanic 1.5%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	2		6	9	4	13
Tot 12+	53.3	16.5		56.6	69.8	5.3	75.1
Avg 12+	7.6	8.3		9.4	7.8	1.3	5.8
Tot LCS	71.0	22.0		75.4	92.9	7.1	100.0
Avg LCS	10.1	11.0		12.6	10.3	1.8	7.7

Competitive Overview

Some stations also rated in Altoona.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WBUS	Boalsburg	A	93.7	0.3	1362	Boalsburg Bcstg Co	98				Clsc Hits	275	1.05	5.8	5.9	10.3	8.8	0.0	0.0	0.0	0.0	0.0
WFGI	State College	A	94.5	0.9	581	a Forever Bcstg Inc	91	9312			Country	n/a		1.6	2.6	4.5	1.2	1.3	1.8	0.0	1.8	0.0
WZWW	Bellefonte	A	95.3	0.8	637	b Talleyrand Bcstg	86				AC	1,400	1.39	22.4	13.8	12.2	14.1	19.9	25.9	0.0	14.2	0.0
WQWK	University Park	A	97.1	2.0	404	b Marathon Media	65	9911		g1	Modern Rock	700	1.24	12.5	9.2	8.3	9.4	9.6	10.8	0.0	11.2	0.0
WFGY	Altoona	B	98.1	30.0	942	a Forever Bcstg Inc	60	9012	See (241)		Country	n/a		17.5	9.9	11.5	12.4	14.1	15.7	0.0	15.4	0.0
WGMR	Tyrone	B	101.1	8.5	1171	Allegheny Mtn Ntwk	61				Modern Rock	100	0.24	9.2	6.6	7.7	8.2	5.8	4.2	0.0	5.3	0.0
• WBHV	State College	A	103.1	0.4	1306	d Forever Bcstg Inc	65	9805	2,900	c1	CHR	750	1.21	13.8	14.5	9.6	10.0	10.9	9.6	0.0	13.0	0.0
WUBZ	Phillipsburg	A	105.9	0.7 cp	951	c Moshannon Valley	96	9610	350	c2	Modern Rock	250		0.9	0.7	0.0	0.0	1.3	0.6	0.0	0.0	0.0
WNCL	Port Matilda	A	107.9	0.5	1175	b Marathon Media	94	9911		g1	Hot AC	175	2.43	1.6	6.6	0.6	1.2	1.3	1.2	0.0	2.4	0.0
# FM Stations -				9	# Combos -				7	FM TOTALS				85.3	69.8	64.7	65.3	64.2	69.8	0.0	63.3	0.0

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WBLF	Bellefonte	B	970	1.0	0.07	b Marathon Media	58	9911		g1	Nws/Spt/Tlk			0.4	0.7	0.6	0.0	0.6	0.6	0.0	0.0	0.0
WPHB	Phillipsburg	B	1260	5.0	0.03	c Moshannon Valley	56	9610		c2	Country	100		0.8	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0
WRSC	State College	B	1390	2.0	1.00	b Marathon Media	61	9911		g1	Nws/Tlk/Spt	550	1.49	8.2	2.6	5.8	4.7	7.7	5.4	0.0	7.1	0.0
• WMAJ	State College	C	1450	1.0	1.00	d Forever Bcstg Inc	45	9805		c1	Nws/Tlk/Spt	200	0.85	5.2	2.0	3.8	4.7	3.2	1.8	0.0	2.4	0.0
# AM Stations -				4	# Combos -				4	AM TOTALS				14.6	5.3	10.2	10.6	11.5	7.8	0.0	9.5	0.0
AM & FM Stations Profiled -				13	# Duopolies -				3	Total Local Commercial Share				75.1	74.9	75.9	75.7	77.6	0.0	72.8	0.0	

NOTE: Market rated twice yearly with Fall 1997 period.

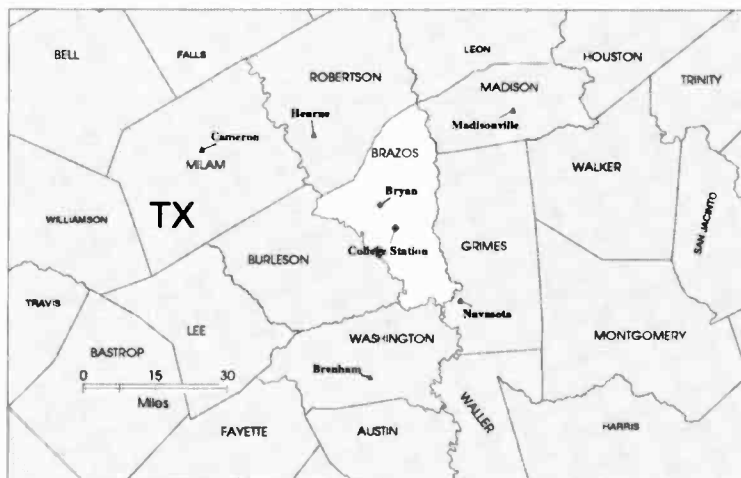
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 239

Revenue Rank: 205

Bryan-College Station, TX Market Overview



Metro Counties / Population (000)

Brazos, TX	132.6
	132.6

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$4,500	\$4,800	\$5,100	\$5,300	\$5,300	\$5,800	5.2%
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
13.8%	\$6,600	\$6,900	\$7,500	\$7,900	\$8,300	6.2%	
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$4.82/1,000	\$4.28/1,000	\$4.60/1,000	Local	80%		
Revenue/Capita	\$35.83	\$43.74	\$61.21	National	20%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	125.6	132.6	1.1%	132.6	135.6
Households	45.2	47.5	1.0%	47.5	49.5	0.8%
Retail Sales	934.2	1,356.7	7.7%	1,356.7	1,803.5	5.9%
EBI	1,502.1	1,843.5	4.2%	1,843.5	2,360.0	5.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	68.1	10.7	4.3	21.2	11.3	8.4	5.6	6.6
Women (000)	64.5	10.4	4.1	17.6	9.7	8.2	5.8	8.7
Total	132.6	21.1	8.5	38.8	21.0	16.5	11.4	15.3
Percentage	100.0%	15.9%	6.4%	29.2%	15.8%	12.5%	8.6%	11.5%
Per Capita	\$ 13,903			Median Household	\$ 26,271		Avg Household	\$ 38,811
Ethnic Population:	White	82.8%	Black	12.1%	Asian	4.8%	Hispanic	17.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		6	9	10	4	14
Tot 12+	26.9		41.8	68.7	68.7	10.4	79.1
Avg 12+	6.7		7.0	7.6	6.9	2.6	5.7
Tot LCS	34.0		52.8	86.9	86.9	13.1	100.0
Avg LCS	8.5		8.8	9.7	8.7	3.3	7.1

Competitive Overview

FM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)									Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
• KTSR	College Station	C2	92.1	50.0 cp	492	b	AMFM Inc	64	9910 p		g	Clsc Rock	500	1.01	7.5	6.7	8.1	5.9	6.3	5.2	8.7	9.8	0.0	
• KMBV	Navasota	A	92.5	2.5 cp	459	a	Sunburst Media LP	89	9910 p	675		Soft AC	125	1.58	1.2	0.0	0.7	1.3	0.7	1.9	2.0	1.4	0.0	
KAGG	Madisonville	C2	96.1	40.0	538	c	Sunburst Media LP	89	9808	3,000	1	Country	1,025	1.94	8.0	6.0	8.1	4.6	8.4	9.1	5.3	7.0	0.0	
KORA	Bryan	A	98.3	2.3 cp	528	a	Equicom, Inc	66	9711		c1	Country	975	0.90	16.4	9.7	8.7	11.1	15.4	11.7	12.7	11.9	0.0	
KBMA	Bryan	A	99.5	3.0	328		Torres, Felix	92	9810 p		st	Spanish	300	0.77	5.9	4.5	4.7	4.6	4.9	5.8	6.7	6.3	0.0	
KZTR	Franklin	C3	101.9	25.0	328	a	Equicom, Inc	94	9902	1,000		Hot AC	300	0.99	4.6	5.2	2.0	3.3	4.2	5.2	2.7	0.0	0.0	
KVJM	Hearne	A	103.1	5.0	361		Marshall Media	85	9411	187	e	Urban	325	0.51	9.6	12.7	7.4	8.5	7.0	5.2	9.3	4.9	0.0	
KHLR	Cameron	C2	103.9	25.0	696	a	Equicom, Inc	85	9711			Alternative	375	0.96	5.9	4.5	4.0	3.9	5.6	5.2	4.7	4.9	0.0	
KKYS	Bryan	C2	104.7	50.0	285	c	Sunburst Media LP	84	9712 p		g 1	Hot AC	1,350	1.05	19.5	15.7	20.8	18.3	13.3	11.7	10.7	14.7	0.0	
KTTX	Brenham	C2	106.1	50.0	492		Tom S. Whitehead	64				Country	450	1.26	5.4	3.7	5.4	4.6	4.2	3.9	4.7	5.6	0.0	
# FM Stations -					10	# Combos -					7	FM TOTALS				84.0	68.7	69.9	66.1	70.0	64.9	67.5	66.5	0.0

AM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)									Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
• WTAW	College Station	B	1150	1.0	0.50	b	AMFM Inc	22	9910 p		g	Nws/Tlk/Spt	600	1.04	8.7	6.0	4.7	8.5	5.6	6.5	5.3	4.9	0.0	
KTAM	Bryan	C	1240	0.4	0.38	a	Equicom, Inc	47	9711		c1	Nostalgia	150	0.42	5.4	3.7	2.0	5.9	2.8	5.8	4.0	5.6	0.0	
KAGC	Bryan	B	1510	0.5	0.00		Divcon Associates	77	8703	300		ChrsContemp			1.7	0.7	0.7	0.7	2.1	0.6	1.3	0.7	0.0	
KWBC	Navasota	B	1550	0.3	0.00	a	Nicol Bcstg Ltd	89	9506		c2	Country	75			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					4	# Combos -					3	AM TOTALS				15.8	10.4	7.4	15.1	10.5	12.9	10.6	11.2	0.0
AM & FM Stations Profiled -					14	# Duopolies -					3	Total Local Commercial Share				79.1	77.3	81.2	80.5	77.8	78.1	77.7	0.0	

NOTE: Market rated twice yearly with Fall 1996 period.

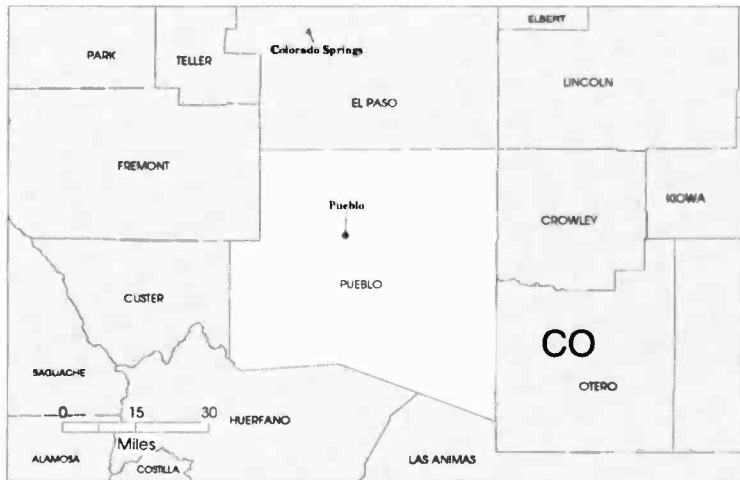
• Indicates a change since last edition

1/ See Introduction section for Interpretation of revenue estimates.

Metro Rank: 240

Revenue Rank: 253

Pueblo, CO Market Overview



Metro Counties / Population (000)

Pueblo, CO	133.0
	133.0

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

ESTIMATED GROSS REVENUES ★ ★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$3,400	\$3,500	\$3,700	\$3,800	\$3,900	\$3,900
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	5.1%	\$4,100	\$4,300	\$4,700	\$5,000	\$5,300	6.7%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.69/1,000	\$2.58/1,000	\$2.50/1,000	Local	90%		
Revenue/Capita	\$27.07	\$29.32	\$37.83	National	10%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	125.6	133.0	1.2%	133.0	140.1
Households	48.3	51.5	1.3%	51.5	55.4	1.5%
Retail Sales	921.7	1,509.0	10.4%	1,509.0	2,122.7	7.1%
EBI	1,388.2	1,579.3	2.6%	1,579.3	1,934.7	4.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	64.7	11.8	5.9	5.1	8.5	10.7	8.1	14.7
Women (000)	68.3	11.4	5.7	5.0	8.6	10.7	8.4	18.6
Total	133.0	23.2	11.5	10.1	17.1	21.4	16.5	33.3
Percentage	100.0%	17.4%	8.7%	7.6%	12.8%	16.1%	12.4%	25.0%
Per Capita	\$ 11,875	Median Household		\$ 24,594	Avg Household		\$ 30,666	
Ethnic Population:	White 96.1%	Black 2.2%	Asian 0.8%	Hispanic 39.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			9	3	9	6	15
Tot 12+			50.6	28.7	50.6	12.1	62.7
Avg 12+			5.6	9.6	5.6	2.0	4.2
Tot LCS			80.7	45.8	80.7	19.3	100.0
Avg LCS			9.0	15.3	9.0	3.2	6.7

Competitive Overview

Some stations also rated in Colorado Springs.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)										
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995			
KILO	Colorado Springs	C	94.3	83.0	2110	Bahakel Comm	66	8408	See (94)		AOR	n/a		7.9	7.5	3.5	6.2	4.4	3.3	0.0	4.3	0.0			
KRDO	Colorado Springs	C	95.1	96.0	2011	Pikes Peak Bcstg	69				Soft Rock	n/a		2.7	1.1	2.9	1.7	1.9	2.8	0.0	2.7	0.0			
KCCY	Pueblo	C	96.9	58.0	2280	a McCoy Bcstg Co	75	8509	1,825		Country	1,650	1.92	21.0	17.8	15.0	14.7	13.3	18.8	0.0	17.3	0.0			
KKMG	Pueblo	C	98.9	57.0 cp	2280	Citadel Comm Corp	67	9403	See (94)		CHR	n/a		21.8	9.2	12.7	15.8	13.3	12.7	0.0	10.3	0.0			
• KVVU	Pueblo	C	99.9	79.0 cp	2198	AMFM Inc	76	9910 p			Hot AC	n/a		4.5	2.9	3.5	2.8	3.2	3.3	0.0	3.2	0.0			
KGFT	Pueblo	C	100.7	78.0	2218	Salem Comm Corp	76	9603	See (94)		Christian			1.7	0.6	0.6	1.7	0.6	1.1	0.0	0.5	0.0			
KYZX	Pueblo West	C2	103.9	1.8	2159	b Bahakel Comm	92	9903	4,500 d2		Country	250	4.36	1.4	0.6	0.6	0.0	1.9	2.8	0.0	3.8	0.0			
KNKN	Pueblo	C2	107.1	50.0	312	c Metropolitan Radio	79	9708	725 c1		Spanish	350	1.74	4.9	3.4	2.3	3.4	3.2	4.4	0.0	1.6	0.0			
KDZA	Pueblo	C1	107.9	100.0	240	a McCoy Bcstg Co	88	9304	510		Oldies	800	1.40	13.9	7.5	7.5	8.5	10.1	7.2	0.0	8.6	0.0			
# FM Stations -														9	# Combos -		4	FM TOTALS							
														79.8	50.6	48.6	54.8	51.9	56.4	0.0	52.3	0.0			

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)										
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995			
KCSJ	Pueblo	B	590	1.0	1.00	b Bahakel Comm	47	9903		d2	Nws/Tlk/Spt	425	1.36	7.6	4.6	4.6	4.5	5.7	5.0	0.0	7.0	0.0			
KRMX	Pueblo	B	690	0.3	0.02	c Metropolitan Radio	58	9711	172		Spanish	225	1.77	3.1	1.7	0.6	1.7	2.5	1.7	0.0	2.2	0.0			
KFEL	Pueblo	B	970	3.2	0.19	c Wellspring Harvest	56	9812	390		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0			
KKPC	Pueblo	C	1230	1.0	1.00	Pueblo Comm	47	9301	120		Nws/Tlk/Spt			0.9	0.6	0.6	0.6	0.6	0.0	0.0	0.0	0.0			
KGHF	Pueblo	B	1350	5.0 cp	0.28	b Bahakel Comm	28	9903		d2	MOR	400	1.15	8.5	5.2	5.2	5.6	5.7	5.5	0.0	6.5	0.0			
KAVA	Pueblo	B	1480	1.0	0.11	Polar Comm Corp	63	9603		na	Bus News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
# AM Stations -														6	# Combos -		4	AM TOTALS							
														20.1	12.1	11.0	12.4	14.5	12.2	0.0	16.2	0.0			
AM & FM Stations Profiled -														15	# Duopolies -		3	Total Local Commercial Share							
														62.7	59.6	67.2	66.4	68.6	0.0	68.5	0.0				

NOTE: Market rated twice yearly with Fall 1997 period.

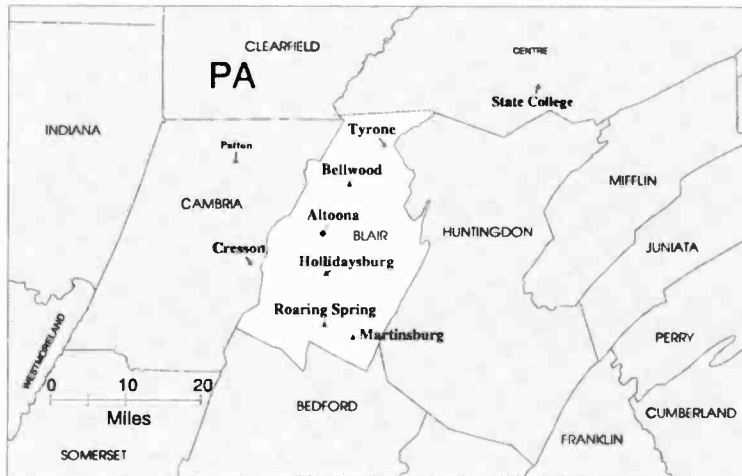
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 241

Revenue Rank: 220

Altoona, PA Market Overview



Metro Counties / Population (000)

Blair, PA	130.3
	130.3

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97						
		\$4,000	\$4,500	\$5,100	\$5,200	\$5,500	\$5,700	7.2%					
Δ 97 - 98	3.5%	1998	\$5,900	1999	\$6,200	2000	\$6,600	2001	\$7,000	2002	\$7,400	Δ 98 - 02	6.0%
Revenue/Retail Sales	\$3.61/1,000	1997	\$3.57/1,000	2002	\$3.52/1,000	Est. Breakout							
Revenue/Capita	\$30.56	\$43.75	\$58.54	Local	85%	National	15%						

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	130.9	130.3	-0.1%	130.3	126.4
Households	50.7	50.7	0.0%	50.7	49.8	-0.4%
Retail Sales	1,107.3	1,596.2	7.6%	1,596.2	2,102.9	5.7%
EBI	1,678.5	1,905.7	2.6%	1,905.7	2,289.8	3.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	61.8	10.5	5.5	5.0	7.9	10.2	8.0	14.6
Women (000)	68.5	10.1	5.3	5.2	8.1	10.5	8.7	20.5
Total	130.3	20.6	10.9	10.2	16.1	20.7	16.8	35.1
Percentage	100.0%	15.8%	8.4%	7.8%	12.3%	15.9%	12.9%	27.0%
Per Capita	\$ 14,626			Median Household	\$ 30,162		Avg Household	\$ 37,588
Ethnic Population:	White	98.5%	Black	1.0%	Asian	0.4%	Hispanic	0.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	3		6	9	6	15
Tot 12+	27.0	34.9		60.7	61.9	20.2	82.1
Avg 12+	4.5	11.6		10.1	6.9	3.4	5.5
Tot LCS	32.9	42.5		73.9	75.4	24.6	100.0
Avg LCS	5.5	14.2		12.3	8.4	4.1	6.7

Competitive Overview

Some stations also rated in Johnstown and State College.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)																																								
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995																																	
WJSM	Martinsburg	A	92.7	0.6	965	d	Martinsburg Bcstg	65			Christlan				0.0	0.0	0.0	0.0	1.7	0.0	0.6	0.0																																	
WBXQ	Cresson	A	94.3	0.4	958		Sounds Good Inc	81			Clsc Rock	400	0.75	9.1	7.4	6.7	5.3	9.8	5.8	0.0	8.6	0.0																																	
WFGI	State College	A	94.5	0.9	581	b	Forever Bcstg Inc	91	9312	na	Country	625		0.4	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0																																	
WBRX	Patton	A	94.7	1.1	551		B&F Enterprises	91	9412	235	Clsc Rock			1.0	1.2	0.6	1.2	0.5	1.7	0.0	1.1	0.0																																	
WFGY	Altoona	B	98.1	30.0	942	b	Forever Bcstg Inc	60	9012	2,100	c2	Country	1,725	1.11	26.4	22.7	22.4	24.0	19.7	22.1	0.0	25.9	0.0																																
WPRR	Altoona	B1	100.1	3.0	955	c	Music Bcstg Inc	76	8810	1,600	c1	Top 40	800	0.90	15.0	11.0	11.5	11.7	13.1	13.4	0.0	10.3	0.0																																
WGMR	Tyrone	B	101.1	8.5	1171		Allegheny Mtn Ntwk	61			Modern Rock	n/a		2.1	1.2	1.8	2.3	1.1	2.3	0.0	1.1	0.0																																	
WALY	Bellwood	A	103.9	0.4 cp	919	b	Forever Bcstg Inc	70	9708		st	Oldies	575	0.98	9.9	12.3	8.5	8.2	8.2	9.9	0.0	5.7	0.0																																
● WMAJ	Holidaysburg	A	104.9	0.7	906	b	Forever Bcstg Inc	78	9612 p	1,975	e	AC	775	1.07	12.3	6.1	6.7	9.9	10.4	9.9	0.0	11.5	0.0																																
# FM Stations -															9	# Combos -															6	FM TOTALS															76.2	61.9	58.2	63.2	62.8	66.8	0.0	64.8	0.0

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)																																							
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995																																
WJSM	Martinsburg	B	1110	1.0	0.00	d	Martinsburg Bcstg	68	7510			Chrsl/Cntry				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0																															
WRTA	Altoona	C	1240	1.0	1.00		Altoona Trans	46	8411	909		News/Talk	550	0.92	10.1	6.7	7.9	7.0	9.8	7.0	0.0	8.0	0.0																																
WFBG	Altoona	B	1290	5.0	1.00	b	Forever Bcstg Inc	24	9012		c2	Soft AC	150	0.27	9.3	9.2	10.3	9.4	6.0	7.0	0.0	5.7	0.0																																
● WTRN	Tyrone	C	1340	1.0 cp	1.00	a	Allegheny Mtn Ntwk	55				Oldies			0.7	0.6	1.2	0.6	0.5	1.2	0.0	0.6	0.0																																
WKMC	Roaring Spring	B	1370	5.0	0.04		Allegheny Mtn Ntwk	55	9801		sw	Nostalgia	100	1.69	1.0	1.2	0.6	0.6	1.1	2.3	0.0	1.7	0.0																																
WVAM	Altoona	B	1430	5.0	1.00	c	Music Bcstg Inc	48	8810		c1	Sports	150	0.94	2.7	2.5	1.8	1.8	2.7	1.2	0.0	1.7	0.0																																
# AM Stations -															6	# Combos -															3	AM TOTALS															23.8	20.2	21.8	19.4	20.1	18.7	0.0	17.7	0.0
AM & FM Stations Profiled -															15	# Duopolies -															3	Total Local Commercial Share															82.1	80.0	82.6	82.9	85.5	0.0	82.5	0.0	

Docket 80-90 Allocations: 93.5, A, Barnesboro

NOTE: Market rated twice yearly with Fall 1997 period.

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 242

Revenue Rank: 184

Columbia, MO Market Overview



Metro Counties / Population (000)

Boone, MO	128.7
	128.7

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97						
		\$4,500	\$4,800	\$5,300	\$5,700	\$6,500	\$7,400	10.5%					
Δ 97 - 98	8.1%	1998	\$8,000	1999	\$8,700	2000	\$9,600	2001	\$10,500	2002	\$11,400	Δ 98 - 02	9.2%
Revenue/Retail Sales	\$4.22/1,000	\$4.16/1,000	\$4.56/1,000	Est. Breakout		Local	90%						
Revenue/Capita	\$38.46	\$57.50	\$81.25			National	10%						

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	117.0	128.7	1.9%	128.7	140.3
Households	43.8	49.2	2.4%	49.2	55.0	2.3%
Retail Sales	1,065.1	1,780.1	10.8%	1,780.1	2,499.5	7.0%
EBI	1,687.4	2,055.3	4.0%	2,055.3	2,680.9	5.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	62.7	11.0	4.4	11.3	11.1	10.4	6.6	7.9
Women (000)	66.0	10.7	4.3	12.1	11.1	10.6	7.1	10.2
Total	128.7	21.6	8.7	23.3	22.2	21.0	13.7	18.1
Percentage	100.0%	16.8%	6.8%	18.1%	17.3%	16.3%	10.7%	14.0%
Per Capita	\$ 15,970	Median Household		\$ 32,131	Avg Household		\$ 41,774	
Ethnic Population:	White 87.1%	Black 8.8%	Asian 3.8%	Hispanic 1.4%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		10	7	12	4	16
Tot 12+	4.4		60.3	60.9	64.7	12.6	77.3
Avg 12+	2.2		6.0	8.7	5.4	3.2	4.8
Tot LCS	5.7		78.0	78.8	83.7	16.3	100.0
Avg LCS	2.8		7.8	11.3	7.0	4.1	6.3

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
KMFC	Centralia	A	92.1	1.9	400		Clair Group Ltd	88				ChrsContemp			1.4	0.6	0.6	0.6	1.5	1.3	1.9	1.2	0.0		
KLSC	Fayette	C3	93.9	0.0	328	a	Zimmer Radio	94	9610	550		AC	300	1.63	2.3	1.3	0.6	0.6	3.0	8.1	6.3	1.7	0.0		
KATI	California	C2	94.3	50.0	492	c	Zimmer Radio	84	9710 p	1,050		Country	75		0.5	0.0	1.3	0.0	0.7	2.0	0.6	1.2	0.0		
KWWR	Mexico	C	95.7	100.0 cp	1181	b	KXEO Radio Inc	66	8605	385 e		Country	250	0.65	4.8	1.9	5.0	4.3	3.0	2.7	2.5	5.2	0.0		
KCMQ	Columbia	C1	96.7	100.0 cp	915	a	Zimmer Radio	72	9308	625 c1		Clsc Rock	500	0.82	7.6	8.9	5.0	5.0	6.7	7.4	8.1	11.6	0.0		
KFMZ	Columbia	C2	98.3	23.5	712		Contemp Media	71				Alternative	600	1.06	7.1	7.0	7.5	5.6	5.2	4.0	4.4	5.2	0.0		
KCLR	Boonville	C2	99.3	33.0	591	a	Zimmer Radio	74	9006	1,500		Country	1,500	1.28	14.7	10.8	16.4	9.9	12.7	10.1	13.8	12.8	0.0		
KPLA	Columbia	C1	101.5	41.0	1063		Premier Marketing	83			1	AC	1,200	1.20	12.5	10.1	8.2	8.7	10.4	6.7	5.0	7.0	0.0		
KBXR	Columbia	A	102.3	0.9	856		Premier Marketing	94	9709	650	1	AAA	550	0.86	8.0	3.8	3.8	6.2	6.0	4.0	5.0	6.4	0.0		
• KZZT	Moberly	C2	105.5	50.0 cp	492		Best Broadcast	87	9708		st	Oldies				0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0		
KOQL	Ashland	C1	106.1	69.0	958		Premier Marketing	93	9408	400	1	Oldies	600	1.09	6.9	3.8	5.0	6.8	3.7	4.0	3.1	5.2	0.0		
KTXV	Jefferson City	C	106.9	100.0	1250	a	Zimmer Radio	69	9710 p		g	AC	1,175	1.06	13.8	16.5	10.7	9.9	11.2	12.8	8.1	11.0	0.0		
# FM Stations -					12	# Combos -					5	FM TOTALS					79.6	64.7	64.7	57.6	64.1	63.1	58.8	68.5	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
KFAL	Fulton	B	900	1.0	0.00		Zimmer Radio	50	9802 p		c1	Country				0.0	0.6	0.0	0.0	0.0	0.0	1.3	0.0	0.0	
KXEO	Mexico	C	1340	1.0	1.00	b	KXEO Radio Inc	48				Variety				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KFRU	Columbia	C	1400	1.0 cp	1.00		Premier Marketing	25	9207	449	1	Nws/Tlk/Spt	1,150	0.75	19.2	12.0	13.2	17.4	11.9	10.7	14.4	11.0	0.0		
KTGR	Columbia	B	1580	0.3	0.02	a	Zimmer Radio	55	9402		c1	Sports	100	0.89	1.4	0.6	1.3	0.6	1.5	1.3	3.8	1.7	0.0		
# AM Stations -					4	# Combos -					2	AM TOTALS					20.6	12.6	15.1	18.0	13.4	12.0	19.5	12.7	0.0
AM & FM Stations Profiled -					16	# Duopolies -					5	Total Local Commercial Share					77.3	79.8	75.6	77.5	75.1	78.3	81.2	0.0	

NOTE: Market rated twice yearly with Fall 1996 period.

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 243

Revenue Rank: 227

Texarkana, TX-AR Market Overview



Metro Counties / Population (000)

Miller, AR	39.4
Bowie, TX	88.1
	127.5

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$3,000	\$3,200	\$3,400	\$4,400	\$4,800	\$5,400
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
	3.7%	\$5,600	\$6,000	\$6,500	\$6,900	\$7,500	7.7%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.03/1,000	\$4.00/1,000	\$4.48/1,000	Local	70%		
Revenue/Capita	\$24.71	\$42.35	\$57.56	National	30%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	121.4	127.5	1.0%	127.5	130.3
Households	45.5	47.0	0.7%	47.0	49.0	0.8%
Retail Sales	991.4	1,349.2	6.4%	1,349.2	1,674.9	4.4%
EBI	1,499.9	1,617.1	1.5%	1,617.1	1,919.2	3.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	62.5	11.6	6.1	5.1	9.2	10.0	8.2	12.3
Women (000)	65.0	11.1	5.6	4.7	8.3	10.2	8.1	17.0
Total	127.5	22.7	11.7	9.8	17.5	20.2	16.3	29.3
Percentage	100.0%	17.8%	9.2%	7.7%	13.7%	15.9%	12.8%	23.0%
Per Capita	\$ 12,683	Median Household		\$ 26,617	Avg Household		\$ 34,406	
Ethnic Population:	White 75.4%	Black 23.7%	Asian 0.5%	Hispanic 2.0%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		10	9	13	6	19
Tot 12+	21.8		58.8	73.1	80.6	0.8	81.4
Avg 12+	7.3		5.9	8.1	6.2	0.1	4.3
Tot LCS	26.8		72.2	89.8	99.0	1.0	100.0
Avg LCS	8.9		7.2	10.0	7.6	0.2	5.3

Competitive Overview

Some stations also rated in Shreveport.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
• KMJL	Ashdown	C3	93.3	7.4 cp	597		Bunyard Bcstg	85	9002	380		AC	250			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KEWL	New Boston	C2	95.1	22.0 cp	472	c	Basso Bcstg Inc	94				Oldies	575	1.04	9.9	8.3	8.4	7.5	7.5	7.9	0.0	6.1	0.0		
• KPWW	Hooks	C3	95.9	11.5	486	a	AMFM Inc	85	9910 p		g	AC	400	0.69	10.4	8.3	11.0	11.9	4.1	4.3	0.0	9.8	0.0		
KTAL	Texarkana	C	98.1	100.0	1362	e	WEHCO Media	45				Clsc Rock	n/a		3.0	3.0	1.9	1.9	2.7	3.6	0.0	3.1	0.0		
KPYN	Atlanta	C2	100.1	50.0	492	d	Dominion Media	78	9910	1,000	c1	Gospel			4.7	5.3	4.5	3.8	3.4	4.3	0.0	3.7	0.0		
• KRMD	Shreveport	C	101.1	98.0	1119		AMFM Inc	48	9910 p			Country	n/a		0.5	1.5	0.6	0.0	0.7	0.0	0.0	0.6	0.0		
KXAR	Hope	C2	101.7	50.0	492	b	Ark-La-Tex Bcstg	84	9909	843	c3	Urban AC	225	1.03	3.9	3.0	4.5	2.5	3.4	2.9	0.0	1.8	0.0		
• KKYR	Texarkana	C1	102.5	100.0	459	a	AMFM Inc	65	9910 p		g	Country	1,750	1.38	22.6	22.6	20.8	13.8	20.5	17.3	0.0	29.4	0.0		
KZRB	New Boston	C2	103.5	5.0	492		B&H Bcstg System	91	9303	90		Urban	250	0.47	9.4	3.8	5.8	8.8	5.5	7.9	0.0	4.3	0.0		
KHSP	Ashdown	A	103.9	5.1 cp	354	c	Basso Bcstg Inc	72	9708	550	c2	Religion	250	0.86	5.2	6.0	3.2	3.8	4.1	5.0	0.0	4.3	0.0		
KTOY	Texarkana	A	104.7	3.0	390		Jo-Al Bcstg Inc	92				Urban	500	0.73	12.2	13.5	7.1	11.9	6.8	12.9	0.0	7.4	0.0		
• KYGL	Texarkana	C2	106.3	50.0	492	a	AMFM Inc	95	9910 p		g	Clsc Rock	650	1.40	8.3	3.0	5.8	5.0	7.5	5.0	0.0	5.5	0.0		
KTWN	Texarkana	A	107.1	2.9 cp	479	f	KATQ Radio Inc	68			1	Top 40	300	0.81	6.6	2.3	1.3	3.1	6.8	5.8	0.0	4.3	0.0		
# FM Stations -					13	# Combos -					8	FM TOTALS					96.7	80.6	74.9	74.0	73.0	76.9	0.0	80.3	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
KCMC	Texarkana	B	740	1.0	1.00	e	WEHCO Media	32				Sprts/Talk	200	2.10	1.7	0.0	1.3	1.9	0.7	0.7	0.0	0.0	0.0		
• KKYR	Texarkana	B	790	1.0	0.50	a	AMFM Inc	51	9910 p		g	Country			0.5	0.8	1.9	0.0	0.7	0.0	0.0	0.6	0.0		
KTFS	Texarkana	B	940	2.5	0.01	f	KATQ Radio Inc	61				News/Talk	100	1.49	1.2	0.0	2.6	1.9	0.0	1.4	0.0	1.2	0.0		
KEWL	Texarkana	C	1400	1.0	1.00	c	Basso Bcstg Inc	46	9708		c2	Country	100			0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0		
KXAR	Hope	C	1490	0.7	0.70	b	Ark-La-Tex Bcstg	47	9909		c1	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KNBO	New Boston	B	1530	2.5	0.00		Bowie County Bcstg	69				Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					6	# Combos -					4	AM TOTALS					3.4	0.8	5.8	3.8	1.4	3.5	0.0	1.8	0.0
AM & FM Stations Profiled -					19	# Duopolies -					3	Total Local Commercial Share					81.4	80.7	77.8	74.4	80.4	0.0	82.1	0.0	

NOTE: Market rated twice yearly with Fall 1997 period.

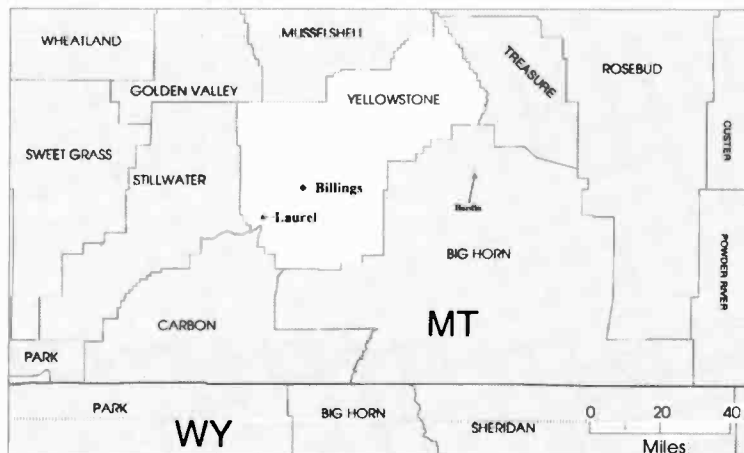
• Indicates a change since last edition

1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 244

Revenue Rank: 205

Billings, MT Market Overview



Metro Counties / Population (000)

Yellowstone, MT	126.5
	126.5

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$4,700	\$4,900	\$5,400	\$5,400	\$5,700	\$6,300
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$3.68/1,000	\$4.06/1,000	\$4.78/1,000	Local	92%		
Revenue/Capita	\$40.52	\$49.80	\$64.31	National	8%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	116.0	126.5	1.7%	126.5	127.5
Households	46.0	50.3	1.8%	50.3	51.3	0.4%
Retail Sales	1,277.9	1,552.1	4.0%	1,552.1	1,715.1	2.0%
EBI	1,725.6	1,887.5	1.8%	1,887.5	2,178.1	2.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	62.0	12.1	5.8	4.3	9.0	11.0	8.3	11.5
Women (000)	64.5	11.3	5.4	4.8	9.6	10.9	8.3	14.2
Total	126.5	23.4	11.1	9.2	18.6	22.0	16.6	25.7
Percentage	100.0%	18.5%	8.8%	7.3%	14.7%	17.4%	13.1%	20.3%
Per Capita	\$ 14,921			Median Household	\$ 31,292		Avg Household	\$ 37,525
Ethnic Population:	White 95.6%		Black 0.6%		Asian 0.6%		Hispanic	3.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			9	8	9	6	15
Tot 12+			72.1	70.1	72.1	18.1	90.2
Avg 12+			8.0	8.8	8.0	3.0	6.0
Tot LCS			79.9	77.7	79.9	20.1	100.0
Avg LCS			8.9	9.7	8.9	3.3	6.7

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)											
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995				
KYYA	Billings	C1	93.3	99.0	699	a	Fisher Radio	69	9305		415	Hot AC	600	1.18	7.7	6.7	7.1	5.0	8.8	10.8	10.6	11.7	10.1			
KRKX	Billings	C1	94.1	100.0	591	a	Fisher Radio	89	8909			AOR	800	0.77	15.7	12.7	14.1	16.9	11.1	11.4	11.9	10.4	10.1			
KMHK	Hardin	C	95.5	100.0	984	b	Marathon Media	75	9911		g1	Clsc Rock	250	0.70	5.4	6.7	3.8	4.4	5.3	5.1	2.5	4.3	3.8			
KCMT	Billings	C1	96.3	100.0	696	a	Fisher Radio	98				Country	200			2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KKBR	Billings	C2	97.1	28.1 cp	400	b	Marathon Media	63	9911		g1	Oldies	750	1.21	9.4	8.0	8.3	7.5	9.4	10.8	11.3	13.6	13.2			
KIDX	Billings	C1	98.5	85.0	371	c	New NW Bcstrs	78	9911		3,900 c1	Country	475	0.97	7.4	4.7	5.1	7.5	5.8	3.8	5.6	7.4	4.4			
KRSQ	Laurel	C1	101.7	100.0	404	c	New NW Bcstrs	94	9911		c1	CHR	300	0.41	11.0	10.0	10.3	13.8	5.8	3.8	2.5	4.3	1.9			
KCTR	Billings	C1	102.9	100.0	499	b	Marathon Media	79	9911		g1	Country	1,700	1.13	22.8	14.0	23.7	18.1	22.8	24.1	23.1	21.0	25.2			
KBBB	Billings	C1	103.7	100.0	479	b	Marathon Media	87	9911		g1	Hot AC	325	0.97	5.1	7.3	3.8	3.8	5.3	6.3	6.3	1.8	4.4			
# FM Stations -															9	# Combos -		9	FM TOTALS							
															84.5	72.1	76.2	77.0	74.3	76.1	73.8	74.5	73.1			

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)											
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995				
KURL	Billings	B	730	5.0	0.24	Elenbaas Media Inc	59	9411	300		Religion	400	2.53	2.4	2.7	1.3	2.5	1.8	3.2	3.8	3.1	2.5				
KGHL	Billings	B	790	5.0	5.00	c	New NW Bcstrs	28	9909		c1	Country	425	1.74	3.7	6.0	3.8	1.9	4.7	3.8	5.6	3.1	1.9			
KBLG	Billings	B	910	1.0	0.06	a	Fisher Radio	55	8810		e	Nws/Tlk/Spt	200	0.48	6.3	6.0	5.1	3.8	7.6	5.1	5.0	4.3	6.3			
KBUL	Billings	B	970	5.0	5.00	b	Marathon Media	51	9911		g1	Country			2.3	2.7	1.3	1.9	2.3	1.3	2.5	3.1	0.0			
KMZK	Billings	C	1240	1.0 cp	1.00	Elenbaas Media Inc	46	9802	115		ChrsContemp	100		0.7	0.7	0.6	1.3	0.0	0.6	0.0	0.0	0.0	0.0			
KBSR	Laurel	C	1490	1.0	1.00	Big Sky Radio Inc	79	9309	99		Nws/Tlk/Spt				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							
															15.4	18.1	12.1	11.4	16.4	14.0	16.9	13.6	10.7			
AM & FM Stations Profiled -															15	# Duopolies -		5	Total Local Commercial Share							
															90.2	88.3	88.4	90.7	90.1	90.7	88.1	83.8				

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 245

Revenue Rank: 216

Sioux City, IA Market Overview



Metro Counties / Population (000)

Woodbury, IA	102.9
Dakota, NE	18.7
	121.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$3,700	\$3,800	\$4,200	\$4,600	\$5,000	\$5,800
Δ 97 - 98	6.9%	\$6,200	\$6,600	\$7,100	\$7,500	\$7,900	Δ 98 - 02
							6.2%

	1992	1997	2002	Est. Breakout
Revenue/Retail Sales	\$3.60/1,000	\$4.41/1,000	\$4.68/1,000	Local 90%
Revenue/Capita	\$31.52	\$47.70	\$63.76	National 10%

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	117.4	121.6	0.7%	121.6	123.9	0.4%
Households	43.9	45.8	0.9%	45.8	47.4	0.7%
Retail Sales	1,028.1	1,316.2	5.1%	1,316.2	1,687.3	5.1%
EBI	1,660.2	1,976.2	3.5%	1,976.2	2,547.0	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	59.1	12.0	5.6	4.9	8.8	9.3	6.8	11.7
Women (000)	62.5	11.4	5.4	4.8	8.2	9.4	7.1	16.1
Total	121.6	23.4	11.0	9.7	17.1	18.7	13.9	27.8
Percentage	100.0%	19.3%	9.0%	8.0%	14.0%	15.4%	11.5%	22.8%
Per Capita	\$ 16,251			Median Household	\$ 34,392		Avg Household	\$ 43,148
Ethnic Population:	White 94.1%		Black 1.9%		Asian 2.0%		Hispanic	5.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		7	7	8	6	14
Tot 12+	3.4		62.9	66.3	66.3	17.9	84.2
Avg 12+	3.4		9.0	9.5	8.3	3.0	6.0
Tot LCS	4.0		74.7	78.7	78.7	21.3	100.0
Avg LCS	4.0		10.7	11.2	9.8	3.5	7.1

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
KGLI	Sioux City	C1	95.5	100.0	cp	899 b	Radioworks, Inc	74	9607	2,100	c3	Top 40	1,200	1.04	18.7	17.1	17.9	17.0	16.9	15.9	0.0	19.0	0.0
KSEZ	Sioux City	C1	97.9	100.0		643 b	Radioworks, Inc	60	9206	1,320	c1	AOR	1,000	0.93	17.3	13.7	10.3	14.0	17.5	11.9	0.0	12.7	0.0
• KKMA	Le Mars	C1	99.5	100.0		791 a	KTBT Radio	67	9910	3,000	c2	Oldes/Talk	400	1.04	6.2	4.1	7.6	4.1	7.1	4.6	0.0	7.6	0.0
• KZSR	Onawa	C1	102.3	100.0		643	Waitt Radio Inc	96	9904	1,850		AC	400	1.37	4.7	2.7	7.6	4.1	4.5	7.3	0.0	5.7	0.0
KTFC	Sioux City	C1	103.3	100.0		669 e	Swanson, Donald A	65				Gospel			1.0	0.0	1.4	1.2	0.6	0.0	0.0	0.6	0.0
• KCLH	Yankton	C1	104.1	100.0	cp	981 d	Saga Comm Inc	73	9606	7,000	c4	Cisc Hits	550	0.96	9.2	4.8	6.2	8.2	8.4	7.9	0.0	11.4	0.0
• KSUX	Winnebago	C2	105.7	50.0		463 c	KTBT Radio	91	9603	3,800	c2	Country	1,200	1.08	18.0	20.5	12.4	17.0	15.6	17.9	0.0	13.9	0.0
KSFT	South Sioux City	A	107.1	1.6		328 b	Radioworks, Inc	97				AC	500	1.34	6.0	3.4	8.3	6.4	4.5	5.3	0.0	0.0	0.0
# FM Stations -				8	# Combos -				7	FM TOTALS				81.1	66.3	71.7	72.0	75.1	70.8	0.0	70.9	0.0	

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WNAX	Yankton	B	570	5.0	5.00	d	Saga Comm Inc	22	9606		c4	FullService			1.6	1.4	1.4	2.3	0.6	1.3	0.0	0.6	0.0
KMNS	Sioux City	B	620	1.0	1.00	b	Radioworks, Inc	49	9206		c1	Talk	200	1.54	2.1	2.1	2.1	1.2	2.6	2.6	0.0	2.5	0.0
KTFJ	Dakota City	B	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	B	1360	5.0	5.00	c	KTBT Radio	27	9603		c2	Nws/Tlk/Spt	625	1.15	8.8	11.0	8.3	8.2	7.8	9.9	0.0	9.5	0.0
• KLEM	Le Mars	B	1410	1.0	0.05	a	KTBT Radio	54	9910		c2	FullService				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KWSL	Sioux City	B	1470	5.0	5.00	b	Radioworks, Inc	38	9607		c3	Oldes/AC	150	0.38	6.4	3.4	3.4	5.8	5.8	3.3	0.0	3.8	0.0
# AM Stations -				6	# Combos -				6	AM TOTALS				18.9	17.9	15.2	17.5	16.8	17.1	0.0	16.4	0.0	
AM & FM Stations Profiled -				14	# Duopolies -				4	Total Local Commercial Share				84.2	86.9	89.5	91.9	87.9	0.0	87.3	0.0		

NOTE: Market rated twice yearly with Fall 1997 period.

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 246

Revenue Rank: 224

Williamsport, PA Market Overview



Metro Counties / Population (000)

Lycoming, PA	118.8
	118.8

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$4,600	\$4,600	\$4,800	\$4,900	\$5,200	\$5,500
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	5.5%	\$5,800	\$6,100	\$6,500	\$6,900	\$7,300	6.0%

	1992	1997	2002	Est. Breakout
Revenue/Retail Sales	\$4.66/1,000	\$4.20/1,000	\$4.57/1,000	Local 80%
Revenue/Capita	\$38.02	\$46.30	\$64.20	National 20%

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	121.0	118.8	-0.4%	118.8	113.7	-0.9%
Households	46.0	45.4	-0.3%	45.4	44.3	-0.5%
Retail Sales	987.0	1,309.7	5.8%	1,309.7	1,598.3	4.1%
EBI	1,593.5	1,680.0	1.1%	1,680.0	1,895.6	2.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	57.7	10.1	4.9	5.3	7.9	9.5	7.5	12.5
Women (000)	61.1	9.6	4.7	4.9	8.0	9.3	7.9	16.7
Total	118.8	19.7	9.6	10.2	15.9	18.9	15.4	29.2
Percentage	100.0%	16.6%	8.1%	8.6%	13.4%	15.9%	12.9%	24.6%
Per Capita	\$ 14,141							
				Median Household	\$ 30,612		Avg Household	\$ 37,004
Ethnic Population:	White 96.6%		Black 2.7%		Asian 0.6%		Hispanic 0.7%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	4		7	11	5	16
Tot 12+	25.6	53.5		74.0	79.1	3.8	82.9
Avg 12+	3.7	13.4		10.6	7.2	0.8	5.2
Tot LCS	30.9	64.5		89.3	95.4	4.6	100.0
Avg LCS	4.4	16.1		12.8	8.7	0.9	6.3

Competitive Overview

FM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
																1999	1998	1998	1997	1997	1996	1996	1995	
• WBZD	Muncy	B1	93.3	1.7	1221	a	Sabre Comm Inc	83	9503	1,000		Oldies	500	1.03	8.4	5.1	6.1	9.3	5.0	9.7	0.0	11.2	0.0	
WMYL	Salladasburg	A	95.5	3.9	240	b	Clear Channel	89	9906		g1	Nostalgia	250	0.49	8.8	6.4	10.4	5.3	10.1	8.4	0.0	3.7	0.0	
WJSA	Jersey Shore	B1	96.3	4.4	778	d	Covenant Bcstg Co	84	8508			Religion	200		0.8	3.8	0.0	0.7	0.6	1.3	0.0	0.6	0.0	
WVRT	Jersey Shore	A	97.7	6.0	295	c	Cupelli, Sabatino	79	9804			CHR	350	1.23	4.9	4.5	4.9	4.0	4.4	3.9	0.0	3.1	0.0	
WZRZ	Mill Hall	A	98.7	1.0	580		Forever Bcstg Inc	96	9902	485		Clsc Rock			1.1	0.0	1.2	0.7	1.3	1.9	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	650	0.96	11.7	8.3	9.2	10.7	9.4	8.4	0.0	12.4	0.0	
WQBR	Avis	A	99.9	0.5	824		Cupelli, Sabatino	89	9309	270		Country	250	3.92	1.1	1.3	1.8	1.3	0.6	1.9	0.0	5.0	0.0	
WKSB	Williamsport	B	102.7	53.0	1270	b	Clear Channel	48	9906		g1	AC/Oldes	1,650	1.24	22.9	21.0	12.9	18.7	20.8	19.5	0.0	21.1	0.0	
WCXR	Lewisburg	A	103.7	1.0	801	a	Sabre Comm Inc	90	9711	157		Clsc Rock			0.3	0.0	0.6	0.0	0.6	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	1,350	0.87	26.8	23.6	26.4	20.7	25.8	17.5	0.0	22.4	0.0	
• WSFT	Williamsport	A	107.9	0.4 cp	1289		Bald Eagle Bcst	90	8908	300	cp	Soft AC	275	0.97	4.9	5.1	2.5	5.3	3.1	5.8	0.0	3.7	0.0	
# FM Stations -					11	# Combos -					8	FM TOTALS				91.7	79.1	76.0	76.7	81.7	78.3	0.0	83.2	0.0

AM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
																1999	1998	1998	1997	1997	1996	1996	1995	
WLYC	Williamsport	B	1050	1.0	0.04		Zmyewski, Doris	51	9804	58		Country	100		0.7	0.0	1.2	0.0	1.3	1.3	0.0	0.6	0.0	
WRKK	Hughesville	B	1200	10.0	0.25	b	Clear Channel	85	9906		g1	Nws/Tlk/Spt			0.4	0.6	1.2	0.7	0.0	0.0	0.0	0.0	0.0	
WWPA	Williamsport	C	1340	1.0	1.00	c	Sabre Comm Inc	49	9906	65		Nws/Tlk/Spt			0.7	0.0	0.0	0.0	1.3	1.3	0.0	0.0	0.0	
WRAC	Williamsport	C	1400	1.0	1.00	b	Clear Channel	30	9906		g1	Nws/Tlk/Spt	200	0.54	6.4	3.2	6.1	5.3	5.7	6.5	0.0	3.1	0.0	
WJSA	Jersey Shore	B	1600	1.0	0.02	d	Covenant Bcstg Co	79	8508			Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	
# AM Stations -					5	# Combos -					4	AM TOTALS				8.2	3.8	8.5	6.0	8.3	9.1	0.0	4.3	0.0
AM & FM Stations Profiled -					16	# Duopolles -					5	Total Local Commercial Share				82.9	84.5	82.7	90.0	87.4	0.0	87.5	0.0	

NOTE: Market rated twice yearly with Fall 1997 period.

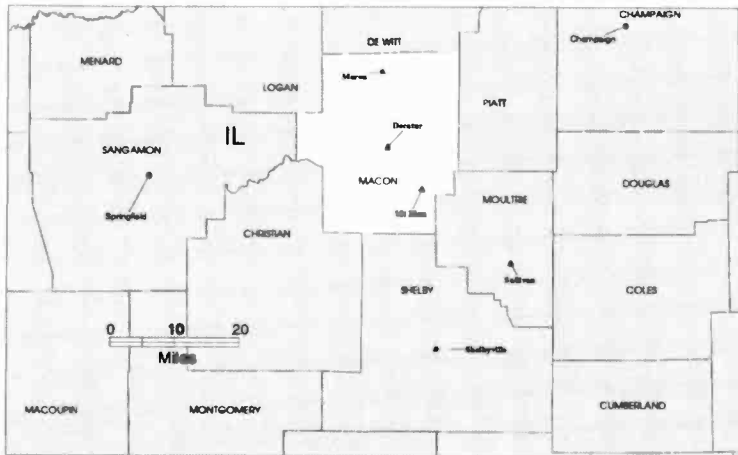
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 247

Revenue Rank: 251

Decatur, IL Market Overview



Metro Counties / Population (000)

Macon, IL	117.3
	117.3

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

ESTIMATED GROSS REVENUES ★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		N/A	N/A	N/A	N/A	N/A	\$3,900
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	7.7%	\$4,200	\$4,400	\$4,600	\$4,800	\$5,100	4.7%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	N/A	\$3.17/1,000	\$3.91/1,000	Local	0%		
Revenue/Capita	N/A	\$33.25	\$45.37	National	0%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	116.3	117.3	0.0%	117.3	112.4	-0.8%
Households	45.8	46.5	0.3%	46.5	45.2	-0.6%
Retail Sales	1,090.1	1,229.0	2.4%	1,229.0	1,305.5	1.2%
EBI	1,724.6	1,946.1	2.4%	1,946.1	2,153.4	2.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	56.3	10.0	5.4	4.4	7.3	9.3	8.0	12.0
Women (000)	61.0	9.5	5.1	4.7	7.5	9.9	8.2	16.1
Total	117.3	19.5	10.4	9.1	14.8	19.2	16.2	28.1
Percentage	100.0%	16.6%	8.9%	7.8%	12.6%	16.4%	13.8%	23.9%
Per Capita	\$ 16,591			Median Household	\$ 34,720		Avg Household	\$ 41,852
Ethnic Population:	White 85.9%		Black 13.4%		Asian 0.6%		Hispanic	0.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	4		7	7	2	9
Tot 12+	21.5	30.0		51.5	51.5	11.5	63.0
Avg 12+	7.2	7.5		7.4	7.4	5.8	7.0
Tot LCS	34.1	47.6		81.7	81.7	18.3	100.0
Avg LCS	11.4	11.9		11.7	11.7	9.1	11.1

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WYDS	Decatur	A	93.1	6.0	328	a	Cromwell Group	93				Top 40	300			13.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDZQ	Decatur	B	95.1	50.0	499	c	Pinnacle Bcstg	76	9905	3,000	c1	Country	850			7.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WXFM	Mount Zion	A	99.3	1.2	495		Technicom Inc	84				1 Soft AC	250			3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WSOY	Decatur	B	102.9	54.0	cp	443	b	Pinnacle Bcstg	46			Adult Hits	700			8.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WEJT	Shelbyville	B1	105.1	13.0	459	a	Cromwell Group	69				AC	550			10.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WZNX	Sullivan	B1	106.7	9.5	525	a	Cromwell Group	74	9703	730		Clsc Rock	375			3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDKR	Maroa	A	107.3	3.0	456		Burns, Tom	96	9605			1 Clsc Rock	300			4.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -				7	# Combos -				5	FM TOTALS				0.0	51.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WDZ	Decatur	B	1050	1.0	0.00	c	Pinnacle Bcstg	21	9905		c1	AC	150			2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSOY	Decatur	C	1340	1.0	1.00	b	Pinnacle Bcstg	25				Nws/Tlk/Spt	725			9.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				2	# Combos -				2	AM TOTALS				0.0	11.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
AM & FM Stations Profiled -				9	# Duopolies -				3	Total Local Commercial Share				63.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	

NOTE: Market first rated with Spring 1999 period.

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 248

Revenue Rank: 182

Albany, GA Market Overview



Metro Counties / Population (000)

Dougherty, GA	97.4
Lee, GA	21.9
Total	119.3

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$4,600	\$4,900	\$5,100	\$5,300	\$5,900	\$6,500
Revenue/Retail Sales Revenue/Capita	1992	1997	2002	Est. Breakout			
	\$5.26/1,000	\$5.60/1,000	\$7.75/1,000	Local	85%		
	\$41.14	\$54.48	\$85.88	National	15%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	111.8	119.3	1.3%	119.3	121.1
Households	39.3	41.9	1.3%	41.9	43.2	0.6%
Retail Sales	873.9	1,160.3	5.8%	1,160.3	1,342.8	3.0%
EBI	1,215.2	1,467.9	3.9%	1,467.9	1,763.0	3.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	57.0	12.3	6.1	6.0	8.1	9.7	6.8	8.1
Women (000)	62.3	11.6	6.2	5.9	9.0	10.5	7.6	11.5
Total	119.3	23.9	12.3	11.9	17.0	20.2	14.4	19.6
Percentage	100.0%	20.0%	10.3%	10.0%	14.3%	16.9%	12.0%	16.5%
Per Capita	\$ 12,304			Median Household	\$ 28,313		Avg Household	\$ 35,033
Ethnic Population:	White 50.3%		Black 48.7%		Asian 0.7%		Hispanic 1.3%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		6	9	11	4	15
Tot 12+	19.9		51.1	70.2	71.0	14.5	85.5
Avg 12+	4.0		8.5	7.8	6.5	3.6	5.7
Tot LCS	23.3		59.8	82.1	83.0	17.0	100.0
Avg LCS	4.7		10.0	9.1	7.5	4.2	6.7

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WJIZ	Albany	C1	96.3	100.0	cp	466	b Peterson Bcstg	65	9710	3,620	c1	Urban AC	2,400	1.02	28.3	19.8	17.8	23.2	28.6	30.3	0.0	29.0	0.0
WMGR	Bainbridge	C	97.3	100.0		1001	b Peterson Bcstg	67	9403		g	CHR	600	1.02	7.1	3.1	3.4	8.2	4.8	5.3	0.0	6.5	0.0
WOBB	Tifton	C	100.3	100.0		1007	b Peterson Bcstg	75	9102		st	Country	1,050	1.51	8.4	6.1	4.8	8.2	7.1	4.5	0.0	5.1	0.0
WNUQ	Albany	A	101.7	3.0		299	c Cumulus Bcstg Inc	72	9901	3,300	d2	CHR	900	1.11	9.8	2.3	6.2	6.8	11.1	7.6	0.0	8.7	0.0
WJAD	Leesburg	C3	103.5	12.5		463	c Cumulus Bcstg Inc	89	9808		d2	Clsc Rock	800	1.29	7.5	9.2	10.3	8.2	5.6	9.1	0.0	4.3	0.0
WKAK	Albany	C1	104.5	98.0		981	a Cumulus Bcstg Inc	63	9901	2,250	c3	Country	500	0.99	6.1	7.6	5.5	4.1	7.1	4.5	0.0	5.8	0.0
WQVE	Camilla	A	105.5	6.0		276	Cumulus Bcstg Inc	77	9910	675		Urban AC	500	0.57	10.5	6.1	10.3	8.9	10.3	11.4	0.0	5.8	0.0
WFFM	Ashburn	A	105.7	6.0		328	d On Top Comm Inc	89	9804		g	Urban			6.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0
WRXZ	Sylvester	A	106.1	6.0		328	d On Top Comm Inc	93	9804		g	Urban AC	300	0.60	6.0	10.7	14.4	11.0	0.0	1.5	0.0	2.2	0.0
WZIQ	Smithville	A	106.5	2.5		515	Barinowski,	95	9802	275		Christian				0.8	3.4	0.0	0.0	2.3	0.0	0.0	0.0
WEGC	Sasser	C3	107.7	25.0		328	c Cumulus Bcstg Inc	95	9808		d2	AC	300	0.90	4.0	5.3	2.7	3.4	4.0	3.0	0.0	5.1	0.0
# FM Stations -					11	# Combos -					9	FM TOTALS			87.7	71.0	79.5	82.0	78.6	79.5	0.0	72.5	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WJYZ	Albany	B	960	5.0	0.39	b	Peterson Bcstg	52	9710		c1	Gospel	680	1.02	8.0	8.4	8.9	7.5	7.1	8.3	0.0	8.0	0.0
WANL	Albany	B	1250	1.0	0.05		Lifeline Radio Corp	62	8512	300		ChrsContemp			0.9	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0
WGPC	Albany	C	1450	1.0	1.00	a	Cumulus Bcstg Inc	33	9901		c3	FullService	50		0.4	2.3	0.0	0.0	0.8	0.8	0.0	0.7	0.0
WALG	Albany	B	1590	5.0	1.00	c	Cumulus Bcstg Inc	40	9901		d2	Nws/Tlk/Spt	150	0.62	2.9	3.8	1.4	2.1	3.2	1.5	0.0	4.3	0.0
# AM Stations -					4	# Combos -					3	AM TOTALS			12.2	14.5	10.3	9.6	12.7	10.6	0.0	13.0	0.0
AM & FM Stations Profiled -					15	# Duopolies -					6	Total Local Commercial Share			85.5	89.8	91.6	91.3	90.1	0.0	85.5	0.0	

NOTE: Market rated twice yearly with Fall 1997 period.

1/ See introduction section for Interpretation of revenue estimates.

Metro Rank: 249

Revenue Rank: 254

Augusta-Waterville, ME Market Overview



Metro Counties / Population (000)

Kennebec, ME	115.3
	115.3

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$3,500	\$3,600	\$3,700	\$3,800	\$3,900	\$3,900	2.2%
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
2.6%	\$4,000	\$4,200	\$4,400	\$4,600	\$4,800	5.0%	
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.07/1,000	\$3.42/1,000	\$4.18/1,000	Local	85%		
Revenue/Capita	\$29.79	\$33.82	\$43.01	National	15%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	117.5	115.3	-0.4%	115.3	111.6
Households	44.5	44.1	-0.2%	44.1	43.4	-0.3%
Retail Sales	1,138.7	1,140.3	0.0%	1,140.3	1,147.5	0.1%
EBI	1,660.8	1,610.4	-0.6%	1,610.4	1,691.2	1.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	56.1	9.8	5.0	5.3	7.6	10.0	7.6	10.9
Women (000)	59.2	9.5	4.8	5.1	7.9	10.0	7.6	14.4
Total	115.3	19.3	9.8	10.4	15.5	20.0	15.2	25.2
Percentage	100.0%	16.7%	8.5%	9.0%	13.4%	17.3%	13.2%	21.9%
Per Capita	\$ 13,967			Median Household	\$ 30,908		Avg Household	\$ 36,516
Ethnic Population:	White	98.9%	Black	0.3%	Asian	0.6%	Hispanic	0.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	4	5	5	11	5	16
Tot 12+	0.0	23.5	23.5	43.2	47.0	0.0	47.0
Avg 12+	0.0	5.9	4.7	8.6	4.3	0.0	2.9
Tot LCS	0.0	50.0	50.0	91.9	**	0.0	100.0
Avg LCS	0.0	12.5	10.0	18.4	9.1	0.0	6.3

Competitive Overview

Some stations also rated in Bangor and Lewiston, ME.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
• WMME	Augusta	B	92.3	50.0	499	a	Citadel Comm Corp	81	9910	p	g1	CHR	1,200	1.54	19.5	10.6	11.7	10.7	11.3	13.6	0.0	11.3	0.0	
WCTB	Fairfield	C3	93.5	10.5	499	b	Cumulus Bcstg Inc	93	9903	p	1,600	c1	Lite AC	225	1.04	5.4	0.0	2.1	3.6	2.5	1.4	0.0	3.8	0.0
WWWA	Winslow	A	95.3	5.8	335	c	Light of Life Minist	97				Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WCME	Boothbay Harbor	B1	96.7	15.5	417	b	Cumulus Bcstg Inc	84	9809		g1	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WIGY	Madison	A	97.5	6.0	328	b	Cumulus Bcstg Inc	95	9809		g1	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WEBB	Waterville	C1	98.5	60.7	305	a	Citadel Comm Corp	68	9910	p	g1	Country	800	1.00	20.1	12.1	13.1	12.1	10.6	10.0	0.0	15.7	0.0	
WKCG	Augusta	B	101.3	50.0	322	b	Cumulus Bcstg Inc	61	9809		g1	Country	250	0.66	9.4	2.3	7.6	5.0	5.6	8.6	0.0	8.8	0.0	
WABK	Gardiner	B	104.3	50.0	371	b	Cumulus Bcstg Inc	74	9809		g1	Oldies	700	1.06	16.5	10.6	15.9	8.6	10.0	11.4	0.0	8.2	0.0	
WTOS	Skowhegan	C	105.1	50.0	2431	b	Cumulus Bcstg Inc	69	9806		2,200	AOR	650	1.35	12.0	7.6	6.2	7.9	5.6	5.0	0.0	6.9	0.0	
WQCB	Brewer	C	106.5	98.0	1079		Cumulus Bcstg Inc	86	9807		See (263)	Country	n/a		7.1	3.8	2.1	3.6	4.4	2.9	0.0	5.0	0.0	
WHQO	Skowhegan	C3	107.9	6.0	676		Maine Public Bcstg	89	9910		c1	Sports			1.8	0.0	1.4	0.7	1.3	0.7	0.0	0.0	0.0	
# FM Stations -					11	# Combos -					9	FM TOTALS				91.8	47.0	60.1	52.2	51.3	53.6	0.0	59.7	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WSKW	Skowhegan	B	1160	10.0	0.73	b	Cumulus Bcstg Inc	56	9903	p	c2	Sports	75		0.5	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	
WFAU	Gardiner	B	1280	5.0	5.00	b	Cumulus Bcstg Inc	68	9809		g1	Nostalgia	25	0.08	7.7	0.0	0.0	4.3	4.4	2.1	0.0	2.5	0.0	
WMDR	Augusta	C	1340	1.0	1.00	c	Light of Life Minist	46	9410		na	Children				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WEZW	Augusta	C	1400	1.0	1.00	a	Citadel Comm Corp	32	9910	p	g1	CHR				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WTVL	Waterville	C	1490	1.0	1.00	a	Citadel Comm Corp	46	9910	p	g1	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					5	# Combos -					5	AM TOTALS				8.2	0.0	0.0	4.3	5.0	2.1	0.0	2.5	0.0
AM & FM Stations Profiled -					16	# Duopolies -					6	Total Local Commercial Share				47.0	60.1	56.5	56.3	55.7	0.0	62.2	0.0	

NOTE: Market rated twice yearly with Fall 1997 period.

• Indicates a change since last edition

1/ See Introduction section for interpretation of revenue estimates.

Competitive Overview

Some stations also rated in Beckley, WV

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WSTG	Princeton	A	95.9	0.5	1142	d	Princeton Bcstg Inc	73	9512	1,000	c1	Hot AC	600	1.20	11.1	5.6	7.4	7.0	0.0	0.0	0.0	0.0	
WKQY	Tazewell	A	100.1	4.2	390	e	Adventure Comm	68	9804	350	c1	Oldies			4.9	0.8	1.6	3.1	0.0	0.0	0.0	0.0	
WRIC	Richlands	A	100.7	1.3	705		Peggy Sue Bcstg	89	9901	190		Clsc Rock	275	1.65	3.7	2.4	1.6	2.3	0.0	0.0	0.0	0.0	
WKOY	Princeton	A	100.9	0.5	1063	b	Adventure Comm	83	9701	675	c1	Oldies	350	0.63	12.4	3.2	9.8	7.8	0.0	0.0	0.0	0.0	
WHAJ	Bluefield	C	104.5	100.0	1549	a	Adventure Comm	63	8409			AC	1,000	0.86	25.9	16.0	14.8	16.3	0.0	0.0	0.0	0.0	
WGTH	Richlands	A	105.5	0.5	801	c	High Knob Bcstrs		77			Gospel	275	1.65	3.7	4.8	4.1	2.3	0.0	0.0	0.0	0.0	
WHKX	Bluefield	A	106.3	0.5	1122	a	Adventure Comm	70	9701	1,135	c1	Country			17.3	12.8	9.0	10.9	0.0	0.0	0.0	0.0	
● WHQX	Cedar Bluff	C3	107.7	9.1	541	a	Adventure Comm	89	9701		c1	Country	500	2.27	4.9	3.2	2.5	3.1	0.0	0.0	0.0	0.0	
# FM Stations -					8	# Combos -					7	FM TOTALS				83.9	48.8	50.8	52.8	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'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WGTH	Richlands	B	540	1.0	0.10	c	High Knob Bcstrs	51	9503	540		Gospel	275	1.65	3.7	3.2	3.3	2.3	0.0	0.0	0.0	0.0	
WYRV	Cedar Bluff	B	770	5.0	0.00		Faith	85	9804	150		Gospel	450	4.00	2.5	0.8	0.8	1.6	0.0	0.0	0.0	0.0	
WAMN	Green Valley	B	1050	1.4	0.20		Baker Family Stns	87				Religion	125			0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WBDY	Bluefield	B	1190	10.0	0.00	a	Adventure Comm	80	9701		c1	Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WKEZ	Bluefield	C	1240	1.0	1.00	b	Adventure Comm	48	9701		c1	Easy			1.3	4.0	1.6	0.8	0.0	0.0	0.0	0.0	
WHIS	Bluefield	B	1440	5.0	0.50		Adventure Comm	29				News/Talk	200	1.20	3.7	2.4	2.5	2.3	0.0	0.0	0.0	0.0	
WTZE	Tazewell	B	1470	5.0	0.00	e	Adventure Comm	66	9804		c1	News/Talk				0.0	0.8	0.0	0.0	0.0	0.0	0.0	
WAEY	Princeton	C	1490	1.0	1.00	d	Princeton Bcstg Inc	47	9512		c1	Gospel	450	2.04	4.9	1.6	3.3	3.1	0.0	0.0	0.0	0.0	
# AM Stations -					0	# Combos -					5	AM TOTALS				16.1	12.0	12.3	10.1	0.0	0.0	0.0	0.0
AM & FM Stations Profiled -					16	# Duopolies -					4	Total Local Commercial Share				60.8	63.1	62.9	0.0	0.0	0.0	0.0	0.0

NOTE: Market first rated Spring 1998.

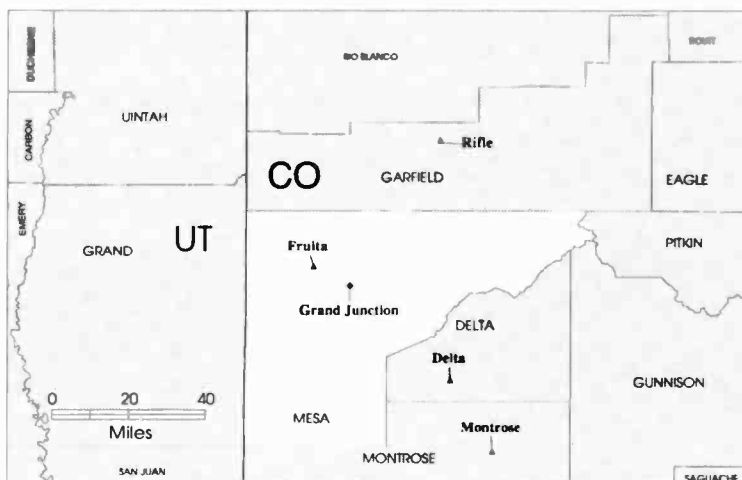
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 251

Revenue Rank: 232

Grand Junction, CO Market Overview



Metro Counties / Population (000)

Mesa, CO	112.2
	112.2

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$3,700	\$3,900	\$4,200	\$4,500	\$4,700	\$5,000
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	8.0%	\$5,400	\$5,700	\$6,200	\$6,600	\$7,000	7.0%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$5.03/1,000	\$4.23/1,000	\$4.45/1,000	Local	90%		
Revenue/Capita	\$37.41	\$44.56	\$56.77	National	10%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	98.9	112.2	2.6%	112.2	123.3
Households	38.9	44.7	2.8%	44.7	50.3	2.4%
Retail Sales	736.1	1,182.8	9.9%	1,182.8	1,571.7	5.9%
EBI	1,275.2	1,596.0	4.6%	1,596.0	2,112.4	5.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	55.0	10.1	5.1	4.6	7.0	9.3	7.1	11.8
Women (000)	57.2	9.9	4.7	4.1	7.4	9.5	7.4	14.2
Total	112.2	20.1	9.8	8.7	14.3	18.8	14.5	26.0
Percentage	100.0%	17.9%	8.7%	7.8%	12.8%	16.8%	12.9%	23.1%
Per Capita	\$ 14,225	Median Household		\$ 28,258	Avg Household		\$ 35,705	
Ethnic Population:	White 97.8%	Black 0.5%	Asian 0.9%	Hispanic 9.5%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			9	8	9	5	14
Tot 12+			69.8	67.5	69.8	9.9	79.7
Avg 12+			7.8	8.4	7.8	2.0	5.7
Tot LCS			87.6	84.7	87.6	12.4	100.0
Avg LCS			9.7	10.6	9.7	2.5	7.1

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)											
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995				
• KJYE	Grand Junction	C	92.3	100.0	1378	c	Dean, Richard C.	60	8909	520	c2	Soft AC	600	1.19	9.3	6.1	7.8	7.0	8.7	9.9	0.0	7.4	0.0			
KQIX	Grand Junction	C1	93.1	100.0 cp	-59		Riverside Bcstg	73	9803 p	800		Hot AC	325	0.75	8.0	5.3	5.0	5.6	8.0	7.6	0.0	5.1	0.0			
KKNN	Delta	C	95.1	100.0	1424	b	Cumulus Bcstg Inc	80	9803 p	2,000	d1	Rock	425	1.43	5.5	7.6	5.0	5.6	3.6	6.9	0.0	8.8	0.0			
KSTR	Montrose	C	96.1	91.0	1099	a	Leggett Bcstg	80	9406	1,100	c4	Clsc Rock	750	0.96	14.4	8.3	9.9	12.0	12.3	9.2	0.0	11.8	0.0			
KEKB	Fruita	C	99.9	79.0	1542	d	Cumulus Bcstg Inc	84	9804	5,000	d5	Country	1,150	1.12	19.0	13.6	17.7	14.1	18.1	18.3	0.0	19.9	0.0			
• KSNJ	Grand Junction	C1	100.7	42.0	1378	c	Dean, Richard C.	99				Adlt Strndr				6.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KMXY	Grand Junction	C	104.3	100.0	1460	d	Cumulus Bcstg Inc	96	9804		d5	Hot AC	650	0.71	16.9	14.4	15.6	14.8	13.8	13.0	0.0	11.0	0.0			
KZKS	Rifle	C	105.3	60.0	2444	e	Western Slope	94	9406	30	c1	Country	400	3.53	2.1	2.3	0.7	1.4	2.2	0.8	0.0	2.2	0.0			
KBKL	Grand Junction	C	107.9	5.0	1460	d	Cumulus Bcstg Inc	90	9804		d5	Oldies	400	0.88	8.4	6.1	9.2	7.7	6.5	6.9	0.0	8.1	0.0			
# FM Stations -															9	# Combos -		8	FM TOTALS							
															83.6	69.8	70.9	68.2	73.2	72.6	0.0	74.3	0.0			

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)											
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995				
KRDY	Grand Junction	B	620	5.0	0.80	a	Leggett Bcstg	57	9406		c4	Children	200	1.00	3.7	0.0	0.7	4.9	1.4	0.8	0.0	2.9	0.0			
KRGS	Rifle	B	690	1.0	0.01	e	Western Slope	67	9406		c1	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
• KNZZ	Grand Junction	B	1100	50.0	10.00	c	Dean, Richard C.	26	9906		c2	News/Talk	325	0.57	10.6	7.6	9.2	9.2	8.7	9.2	0.0	6.6	0.0			
KEXO	Grand Junction	C	1230	1.0	1.00	b	Cumulus Bcstg Inc	48	9803 p		d1	Spanish	25		0.4	0.0	0.7	0.0	0.7	0.0	0.0	0.7	0.0			
• KQIL	Grand Junction	C	1340	1.0 cp	1.00	b	Dean, Richard C.	61	9911 p		c4	Sports	100	1.09	1.7	2.3	1.4	1.4	1.4	0.8	0.0	2.2	0.0			
# AM Stations -															5	# Combos -		5	AM TOTALS							
															16.4	9.9	12.0	15.5	12.2	10.8	0.0	12.4	0.0			
AM & FM Stations Profiled -															14	# Duopolies -		4	Total Local Commercial Share							
															79.7	82.9	83.7	85.4	83.4	0.0	86.7	0.0				

NOTE: Market rated twice yearly with Fall 1997 period.

• Indicates a change since last edition
 1/ See introduction section for Interpretation of revenue estimates.

Metro Rank: 252

Revenue Rank: 243

Watertown, NY Market Overview



Metro Counties / Population (000)

Jefferson, NY	113.0
	113.0

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$2,700	\$2,800	\$3,100	\$3,400	\$3,800	\$4,200
★★★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	9.5%	\$4,600	\$4,900	\$5,200	\$5,400	\$5,700	5.7%
Revenue/Retail Sales	1992 \$3.16/1,000	1997 \$4.05/1,000	2002 \$5.10/1,000	Est. Breakout			
Revenue/Capita	\$22.82	\$37.17	\$52.01	Local	85%		
				National	15%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	118.3	113.0	-0.9%	113.0	109.6
Households	39.9	37.4	-1.3%	37.4	36.5	-0.5%
Retail Sales	853.8	1,036.2	3.9%	1,036.2	1,117.6	1.5%
EBI	1,408.2	1,284.1	-1.8%	1,284.1	1,342.0	0.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	59.5	11.1	4.6	10.7	10.4	8.5	5.7	8.5
Women (000)	53.5	10.7	4.4	5.2	8.4	7.6	5.7	11.5
Total	113.0	21.8	9.0	15.9	18.8	16.1	11.4	20.0
Percentage	100.0%	19.3%	8.0%	14.1%	16.6%	14.3%	10.1%	17.7%
Per Capita	\$ 11,364	Median Household		\$ 27,417	Avg Household		\$ 34,335	
Ethnic Population:	White 90.8%	Black 7.4%	Asian 1.3%	Hispanic 4.2%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		2	5	7	3	10
Tot 12+	33.3		36.1	67.3	69.4	6.3	75.7
Avg 12+	6.7		18.1	13.5	9.9	2.1	7.6
Tot LCS	44.0		47.7	88.9	91.7	8.3	100.0
Avg LCS	8.8		23.8	17.8	13.1	2.8	10.0

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WCIZ	Watertown	A	93.3	6.0	328	b	Regent Comm	86	9908	p	g1	Clsc Hits	800	1.05	16.6	16.7	19.2	15.8	8.8	11.6	0.0	15.8	0.0	
WMHI	Cape Vincent	A	94.7	6.0	328		Mars Hill Bcstg	90				Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WFRY	Watertown	C1	97.5	97.0	476	b	Regent Comm	68	9908	p	g1	Country	1,500	0.84	38.9	25.7	28.8	26.3	31.3	25.9	0.0	14.4	0.0	
WOTT	Henderson	A	100.7	6.0	328	a	Jefferson Bcstg Inc	90				CIRck/NwRck	350	1.07	7.1	6.9	4.8	6.8	3.8	5.4	0.0	13.7	0.0	
• WBDR	Cape Vincent	A	102.7	6.0	cp	328	Clancy & Mance	92	9811			CHR	600	4.21	3.1	2.1	0.7	1.5	3.1	3.4	0.0	0.0	0.0	
• WTOJ	Carthage	A	103.1	1.8	cp	594	a	Jefferson Bcstg Inc	84	8805		AC	750	1.79	9.1	7.6	4.8	6.0	7.5	14.3	0.0	11.6	0.0	
WWLF	Copenhagen	C3	106.7	1.8	1191	a	Jefferson Bcstg Inc	94	9609			CHR	125	0.20	13.5	10.4	9.6	12.0	8.1	2.7	0.0	6.8	0.0	
# FM Stations -				7	# Combos -				5	FM TOTALS						88.3	69.4	67.9	68.4	62.6	63.3	0.0	62.3	0.0

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WTNY	Watertown	B	790	1.0	1.00	b	Regent Comm	41	9908	p	g1	Talk	325	1.18	6.0	4.2	7.5	4.5	4.4	6.8	0.0	7.5	0.0	
WATN	Watertown	C	1240	1.0	1.00	a	Jefferson Bcstg Inc	41	8805		c2	Talk	100	0.60	3.6	2.1	3.4	1.5	3.8	1.4	0.0	2.7	0.0	
WUZZ	Watertown	B	1410	3.5	cp	0.06	b	Regent Comm	59	9908	p	g1	R&B Oldies	25	0.26	2.1	0.0	0.0	0.0	3.1	3.4	0.0	0.0	0.0
# AM Stations -				3	# Combos -				3	AM TOTALS						11.7	6.3	10.9	6.0	11.3	11.6	0.0	10.2	0.0
AM & FM Stations Profiled -				10	# Duopolies -				3	Total Local Commercial Share						75.7	78.8	74.4	73.9	74.9	0.0	72.5	0.0	

NOTE: Market rated twice yearly with Fall 1997 period.

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 253

Revenue Rank: 263

Lawton, OK Market Overview



Metro Counties / Population (000)

Comanche, OK	110.1
	110.1

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97						
		\$2,100	\$2,200	\$2,400	\$2,600	\$2,800	\$3,100	7.7%					
Δ 97 - 98	6.5%	1998	\$3,300	1999	\$3,600	2000	\$3,900	2001	\$4,200	2002	\$4,500	Δ 98 - 02	8.0%
Revenue/Retail Sales	\$3.10/1,000	\$3.50/1,000	\$4.38/1,000	Est. Breakout		Local	75%						
Revenue/Capita	\$18.39	\$28.16	\$42.49	National	25%								

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	114.2	110.1	-0.7%	110.1	105.9	-0.8%
Households	38.4	36.7	-0.9%	36.7	35.4	-0.7%
Retail Sales	677.2	884.7	5.5%	884.7	1,026.9	3.0%
EBI	1,287.7	1,335.0	0.7%	1,335.0	1,539.1	2.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	57.2	11.1	5.0	9.8	10.0	8.1	5.6	7.7
Women (000)	52.9	10.6	4.4	5.3	8.5	8.1	6.2	9.8
Total	110.1	21.7	9.4	15.1	18.5	16.2	11.8	17.4
Percentage	100.0%	19.7%	8.6%	13.7%	16.8%	14.7%	10.7%	15.8%
Per Capita	\$ 12,126	Median Household		\$ 28,222	Avg Household		\$ 36,377	
Ethnic Population:	White 73.9%	Black 17.8%	Asian 3.6%	Hispanic 8.5%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			7	6	7	2	9
Tot 12+			71.2	71.2	71.2	3.7	74.9
Avg 12+			10.2	11.9	10.2	1.9	8.3
Tot LCS			95.1	95.1	95.1	4.9	100.0
Avg LCS			13.6	15.8	13.6	2.5	11.1

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
• KZCD	Lawton	C2	94.1	18.0	525	b	AMFM Inc	87	9910 p		g	Rock	450	1.03	13.3	8.8	5.6	10.9	9.7	10.9	0.0	9.6	0.0		
KMGZ	Lawton	C3	95.3	14.0	312		Broadco of Texas	82	9203		sw 1	CHR	625	1.23	15.4	16.9	15.1	13.3	10.6	11.7	0.0	17.4	0.0		
KJMZ	Lawton	C1	98.1	100.0	200	a	Perry Bcstg Co Inc	70	9703	489	c1	Urban AC	300	0.40	22.9	12.5	15.1	18.8	16.8	25.8	0.0	8.7	0.0		
KBZQ	Lawton	C3	99.5	15.9	338		Fritsch, Wm, Jr.	92	9203	336	sw	Soft AC	250	1.01	7.5	5.1	6.3	6.3	5.3	3.1	0.0	4.3	0.0		
• KLaw	Lawton	C1	101.3	100.0	584	b	AMFM Inc	65	9910 p		g	Country	950	1.14	25.3	21.3	15.9	18.8	20.4	15.6	0.0	20.9	0.0		
• KRPT	Anadarko	C1	103.7	75.0	279	c	Friends Comm	81	9911 p	2,000	g	Country	375			0.0	0.8	0.0	0.0	0.0	0.0	0.9	0.0		
KVRW	Lawton	C2	107.3	50.0	492		Pat-Tower Inc	91	9712	200	1	Oldies	200	0.57	10.7	6.6	6.3	8.6	8.0	5.5	0.0	6.1	0.0		
# FM Stations -					7	# Combos -					4	FM TOTALS					95.1	71.2	65.1	76.7	70.8	72.6	0.0	67.9	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
KKRX	Lawton	B	1050	0.3	0.01	a	Perry Bcstg Co Inc	56	9703		c1	Gospel	50	0.39	3.9	3.7	0.0	1.6	4.4	2.3	0.0	2.6	0.0		
• KXCA	Lawton	B	1380	1.0	1.00	c	Friends Comm	41	9911 p		g	Sprts/Talk	100	2.53	1.2	0.0	1.6	0.0	1.8	3.9	0.0	0.0	0.0		
# AM Stations -					2	# Combos -					2	AM TOTALS					5.1	3.7	1.6	1.6	6.2	6.2	0.0	2.6	0.0
AM & FM Stations Profiled -					9	# Duopolies -					1	Total Local Commercial Share						74.9	66.7	78.3	77.0	78.8	0.0	70.5	0.0

NOTE: Market rated twice yearly with Fall 1997 period.

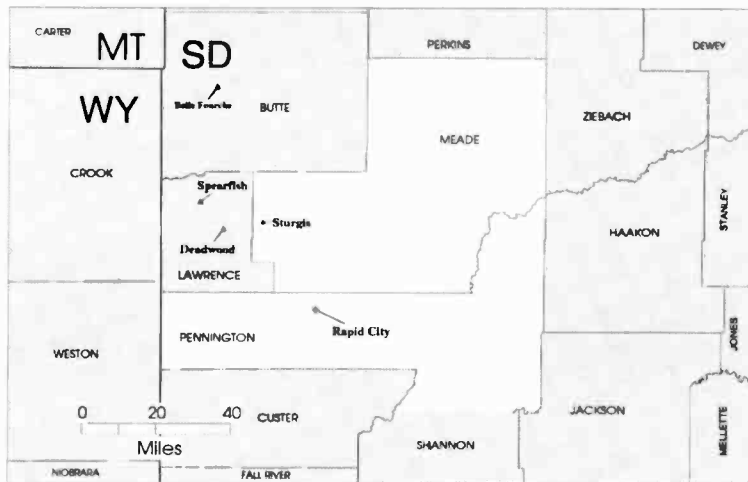
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 254

Revenue Rank: 179

Rapid City, SD Market Overview



Metro Counties / Population (000)

Meade, SD	23.1
Pennington, SD	88.3
Total	111.4

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$5,000	\$5,400	\$6,100	\$7,000	\$7,800	\$7,800
★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	9.0%	\$8,500	\$9,000	\$9,700	\$10,400	\$11,100	7.0%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$4.61/1,000	\$5.29/1,000	\$5.81/1,000	Local	85%		
Revenue/Capita	\$44.96	\$70.02	\$101.65	National	15%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	111.2	111.4	0.0%	111.4	109.2
Households	40.8	40.7	0.0%	40.7	40.2	-0.2%
Retail Sales	1,085.0	1,475.2	6.3%	1,475.2	1,911.9	5.3%
EBI	1,701.4	1,897.7	2.2%	1,897.7	2,340.5	4.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	56.2	11.7	4.9	6.2	9.5	9.3	6.0	8.6
Women (000)	55.2	11.5	4.7	4.6	8.9	8.9	6.2	10.4
Total	111.4	23.2	9.6	10.7	18.4	18.2	12.3	18.9
Percentage	100.0%	20.8%	8.7%	9.6%	16.5%	16.3%	11.0%	17.0%
Per Capita	\$ 17,035	Median Household		\$ 37,173	Avg Household		\$ 46,627	
Ethnic Population:	White 89.4%	Black 2.2%	Asian 1.5%	Hispanic 2.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			10	7	10	5	15
Tot 12+			64.4	62.3	64.4	23.1	87.5
Avg 12+			6.4	8.9	6.4	4.6	5.8
Tot LCS			73.6	71.2	73.6	26.4	100.0
Avg LCS			7.4	10.2	7.4	5.3	6.7

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)†/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
KRCS	Sturgis	C	93.1	100.0	1060	a	Triad Bcstg Co	72	9910		g1	CHR	400	0.42	11.2	10.1	8.9	12.0	8.0	9.0	0.0	1.5	0.0
KKMK	Rapid City	C1	93.9	100.0	656	a	Triad Bcstg Co	59	9910		g1	AC	1,100	1.10	11.8	8.0	8.9	10.5	10.4	9.0	0.0	13.1	0.0
• KSQY	Deadwood	C	95.1	100.0	1709	c	Haugo Bcstg Inc	82				AOR	500	0.83	7.1	8.0	4.4	5.3	7.2	6.7	0.0	8.0	0.0
KZZI	Belle Fourche	C	95.9	100.0	1817		Western SD Bcstng	95	9904	79		Country	200		0.4	0.7	4.4	0.8	0.0	0.7	0.0	0.7	0.0
KLMP	Rapid City	C1	97.9	100.0	390		Bethesda Chrstrn	68	9605	350		Christian			0.4	1.4	0.7	0.8	0.0	0.0	0.0	2.9	0.0
• KOUT	Rapid City	C1	98.7	100.0	463	a	Triad Bcstg Co	94	9910		g1	Country	900	0.80	13.3	10.9	10.4	10.5	12.8	15.7	0.0	13.9	0.0
• KFXX	Rapid City	C1	100.3	100.0	463	a	Triad Bcstg Co	77	9910			Clsc Rock	900	0.93	11.4	15.2	8.9	10.5	9.6	10.4	0.0	13.1	0.0
KDDX	Spearfish	C	101.1	100.0	1818	b	Duhamel Bcstg	85	9203	525		AOR	800	1.19	7.9	3.6	3.7	6.8	7.2	3.7	0.0	5.1	0.0
KIQK	Rapid City	C1	104.1	100.0	515	c	Haugo Bcstg Inc	92	9812	1,970	c2	Country	900	1.06	10.0	6.5	7.4	10.5	7.2	9.0	0.0	3.6	0.0
KSLT	Spearfish	C	107.3	100.0	1703		Bethesda Chrstrn	84				ChrsContemp	500	1.90	3.1	0.0	2.2	2.3	3.2	1.5	0.0	1.5	0.0
		# FM Stations -		10		# Combos -		7		FM TOTALS				76.6	64.4	59.9	70.0	65.6	65.7	0.0	63.4	0.0	

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)†/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
KBHB	Sturgis	B	810	21.0	0.00	a	Triad Bcstg Co	62	9909		g1	Cntry/Oldes	500	2.18	2.7	1.4	5.2	1.5	3.2	5.2	0.0	6.6	0.0
KKLS	Rapid City	B	920	5.0	0.11	a	Triad Bcstg Co	59	9910		g1	Oldies	350	0.92	4.5	7.2	7.4	3.0	4.8	6.7	0.0	2.9	0.0
KIMM	Rapid City	B	1150	5.0	0.50		KIMM Radio Inc	62	9802	150		Country	100	0.53	2.2	2.2	4.4	2.3	1.6	3.0	0.0	3.6	0.0
KTOQ	Rapid City	C	1340	1.0	1.00	c	Haugo Bcstg Inc	53	9812		c2	Nostalgia	375	1.10	4.0	2.9	3.0	3.8	3.2	3.0	0.0	8.0	0.0
KOTA	Rapid City	B	1380	5.0	5.00	b	Duhamel Bcstg	36	5405			Talk/AC	925	1.10	9.9	9.4	11.1	11.3	6.4	8.2	0.0	7.3	0.0
		# AM Stations -		5		# Combos -		4		AM TOTALS				23.3	23.1	31.1	21.9	19.2	26.1	0.0	28.4	0.0	
		AM & FM Stations Profiled -		15		# Duopolies -		5		Total Local Commercial Share				87.5	91.0	91.9	84.8	91.8	0.0	91.8	0.0		

NOTE: Market rated twice yearly with Fall 1997 period.

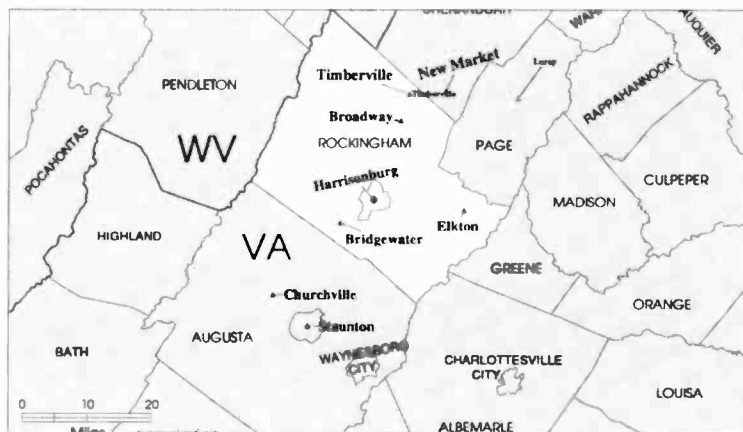
• Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.

Metro Rank: 255

Revenue Rank: 213

Harrisonburg, VA Market Overview



Metro Counties / Population (000)

Harrisonburg city	35.1
Rockingham, VA	63.8
Total	98.9

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

ESTIMATED GROSS REVENUES ★ ★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$3,800	\$3,900	\$4,400	\$5,200	\$5,500	\$5,800
★ ★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	8.6%	\$6,300	\$6,800	\$7,400	\$8,000	\$8,700	8.2%
Revenue/Retail Sales	1992 \$5.41/1,000	1997 \$4.87/1,000	2002 \$5.34/1,000	Est. Breakout			
Revenue/Capita	\$42.18	\$58.65	\$83.09	Local	90%	National	10%

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	90.1	98.9	1.9%	98.9	104.7	1.1%
Households	32.1	35.6	2.1%	35.6	38.6	1.6%
Retail Sales	701.8	1,189.9	11.1%	1,189.9	1,629.8	6.5%
EBI	1,148.8	1,383.6	3.8%	1,383.6	1,700.4	4.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	47.9	7.4	3.5	8.3	6.8	7.3	6.1	8.5
Women (000)	51.0	7.0	3.4	9.2	6.4	7.4	6.2	11.4
Total	98.9	14.4	6.9	17.4	13.3	14.7	12.3	20.0
Percentage	100.0%	14.6%	7.0%	17.6%	13.4%	14.9%	12.4%	20.2%
Per Capita	\$ 13,990	Median Household		\$ 31,729	Avg Household		\$ 38,865	
Ethnic Population:	White 95.1%	Black 3.8%	Asian 1.0%	Hispanic 1.7%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	6		7	9	5	14
Tot 12+	11.6	43.0		52.1	54.6	20.7	75.3
Avg 12+	3.9	7.2		7.4	6.1	4.1	5.4
Tot LCS	15.4	57.1		69.2	72.5	27.5	100.0
Avg LCS	5.1	9.5		9.9	8.1	5.5	7.1

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WTON	Staunton	B1	94.3	0.3	2339	d	High Impact Comm	90	9602	1,000	c1	Lite Rock			1.1	0.8	0.8	0.9	0.8	0.9	0.0	0.8	0.0	
WLTK	Broadway	B1	96.1	2.6	1011	c	Massanutten Bcstg	89				ChrContemp	250	0.67	5.9	2.5	4.9	6.2	3.4	3.6	0.0	3.1	0.0	
WACL	Elkton	B1	98.5	0.9	1608	b	Mid Atlantic	89	9710	1,750	1	Oldies	750	0.79	15.0	7.4	8.1	11.5	12.6	7.3	0.0	7.7	0.0	
WQPO	Harrisonburg	B	100.7	50.0	492	a	VerStandig Bcstg	46	8704	2,650	c1	1	CHR	1,200	1.27	15.0	11.6	13.0	12.4	11.8	10.0	0.0	12.3	0.0
WBHB	New Market	A	103.3	2.1	545		VerStandig Bcstg	95	9803	1,000		Clsc Rock	300	0.68	7.0	4.1	5.7	8.0	3.4	1.8	0.0	3.1	0.0	
WKCY	Harrisonburg	B	104.3	50.0	410	b	Mid Atlantic	80	8903	2,000	c2		Country	1,300	1.17	17.7	11.6	14.6	14.2	14.3	12.7	0.0	16.9	0.0
WAMM	Bridgewater	A	105.1	6.0	328	a	VerStandig Bcstg	89	9608	875	c1		Country	225	0.67	5.3	5.8	6.5	3.5	5.0	6.4	0.0	5.4	0.0
WMXH	Luray	A	105.7	0.1	2054		Easy Radio Inc	79				Hot AC				1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WBOP	Churchville	B1	106.3	6.4	574		Lechman, Peter	91				Rock	725	1.53	7.5	9.1	4.9	6.2	5.9	10.0	0.0	6.9	0.0	
# FM Stations -				9	# Combos -				6	FM TOTALS				74.5	54.6	58.5	62.9	57.2	52.7	0.0	56.2	0.0		

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
														Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WSVA	Harrisonburg	B	550	5.0	1.00	a	VerStandig Bcstg	35	8704		c1	1	Nws/Tlk/Spt	1,150	0.98	16.7	14.9	14.6	14.2	16.0	20.0	0.0	21.5	0.0
WTON	Staunton	C	1240	1.0	1.00	d	High Impact Comm	46	9602		c1		Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKCY	Harrisonburg	B	1300	5.0	0.03	b	Mid Atlantic	67	8903		c2		AC/Nws/Tlk	75	0.44	2.7	1.7	0.8	2.7	1.7	1.8	0.0	3.1	0.0
WHBG	Harrisonburg	B	1360	4.7	0.03	a	VerStandig Bcstg	56	9608		c1		Nws/Tlk/Spt	125	1.80	1.1	0.8	0.8	0.9	0.8	0.9	0.0	0.8	0.0
WBTX	Broadway-Tmbrvl	B	1470	5.0	0.00	c	Massanutten Bcstg	72					Gospel	200	0.99	3.2	3.3	1.6	2.7	2.5	2.7	0.0	3.1	0.0
# AM Stations -				5	# Combos -				5	AM TOTALS				25.7	20.7	17.8	20.5	21.0	25.4	0.0	28.5	0.0		
AM & FM Stations Profiled -				14	# Duopolies -				3	Total Local Commercial Share				75.3	76.3	83.4	78.2	78.1	0.0	84.7	0.0			

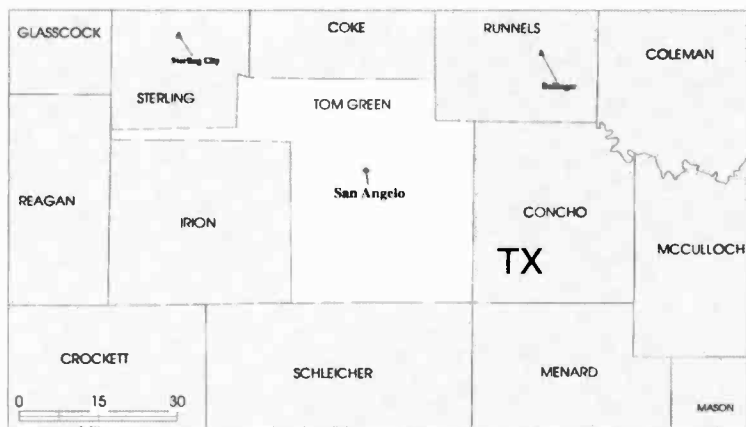
NOTE: Market rated twice yearly with Fall 1997 period.

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 256

Revenue Rank: 256

San Angelo, TX Market Overview



Metro Counties / Population (000)

Tom Green, TX	104.6
	104.6

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$2,700	\$2,900	\$3,100	\$3,300	\$3,500	\$3,700
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	2.7%	\$3,800	\$4,100	\$4,400	\$4,600	\$4,900	6.5%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.43/1,000	\$4.14/1,000	\$4.75/1,000	Local	90%		
Revenue/Capita	\$26.71	\$35.37	\$45.29	National	10%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	101.1	104.6	0.7%	104.6	108.2
Households	36.4	37.8	0.8%	37.8	39.8	1.0%
Retail Sales	786.3	893.7	2.6%	893.7	1,032.0	2.9%
EBI	1,317.8	1,421.0	1.5%	1,421.0	1,729.6	4.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	51.3	10.0	4.3	6.0	7.7	8.2	5.8	9.3
Women (000)	53.3	9.6	4.2	5.5	7.6	8.1	6.2	12.1
Total	104.6	19.6	8.5	11.5	15.3	16.3	12.1	21.4
Percentage	100.0%	18.7%	8.1%	11.0%	14.6%	15.6%	11.5%	20.5%
Per Capita	\$ 13,585							
				Median Household	\$ 28,691		Avg Household	\$ 37,592
Ethnic Population:	White	93.5%	Black	4.5%	Asian	1.5%	Hispanic	31.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			11	8	11	3	14
Tot 12+			76.8	72.8	76.8	6.4	83.2
Avg 12+			7.0	9.1	7.0	2.1	5.9
Tot LCS			92.3	87.5	92.3	7.7	100.0
Avg LCS			8.4	10.9	8.4	2.6	7.1

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
KDCD	San Angelo	C1	92.9	100.0	600	e	Regency Bcstg Inc	80	9208	186		Country	450	1.07	11.1	4.8	8.0	9.7	10.1	8.7	0.0	9.3	0.0
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
KIXY	San Angelo	C1	94.7	100.0	358	a	Foster Comm	66	8404	1,275	c2	CHR	750	1.04	19.0	20.0	16.0	15.3	18.5	17.4	0.0	18.6	0.0
KCSE	Sterling City	C2	96.5	50.0	492		Graham Brothers	98	9803	14	cp	AC				2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KGKL	San Angelo	C1	97.5	100.0	410	b	Gloger Properties	65	7104			Country	975	1.32	19.4	13.6	17.6	19.4	15.1	19.6	0.0	14.7	0.0
KELI	San Angelo	C	98.7	93.0	1289		Earshot Bcstg Inc	86				AC	500	1.01	13.0	6.4	6.4	9.7	13.4	12.3	0.0	10.9	0.0
KYZZ	San Angelo	C2	100.1	35.0	338		Gutierrez, Arnie	95				Tejano	125	0.44	7.4	8.0	4.0	6.5	6.7	8.0	0.0	4.7	0.0
KWFR	San Angelo	C1	101.9	100.0	341	a	Foster Comm	91	9412		g	Clsc Rock	375	0.85	11.6	8.0	11.2	10.5	10.1	10.9	0.0	14.7	0.0
KKCN	Ballinger	C1	103.1	100.0 cp	456	d	Graham Brothers	77	9804	395	c1	Country	30			1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KMDX	San Angelo	C3	105.7	20.0	367	e	Regency Bcstg Inc	98				Adult Rock				5.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KSJT	San Angelo	C1	107.5	100.0	604		La Unica Bcstg Co	85				Spanish	225	0.99	6.0	6.4	13.6	4.0	6.7	4.3	0.0	6.2	0.0
# FM Stations -				11	# Combos -				6	FM TOTALS				87.5	76.8	76.8	75.1	80.6	81.2	0.0	79.1	0.0	

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
KGKL	San Angelo	B	960	5.0	1.00	b	Gloger Properties	28	7104			Country	175	0.71	6.5	3.2	5.6	7.3	4.2	5.1	0.0	5.4	0.0
KKSA	San Angelo	B	1260	0.5	0.00	a	Foster Comm	54	8404		c2	Nws/Tlk/Spt	250	1.10	6.0	3.2	5.6	5.6	5.0	3.6	0.0	4.7	0.0
KCRN	San Angelo	C	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
# AM Stations -				3	# Combos -				3	AM TOTALS				12.5	6.4	11.2	12.9	9.2	8.7	0.0	10.1	0.0	
AM & FM Stations Profiled -				14	# Duopolies -				3	Total Local Commercial Share				83.2	80.0	80.0	89.8	89.9	0.0	89.2	0.0		

NOTE: Market rated twice yearly with Fall 1997 period.

1/ See introduction section for Interpretation of revenue estimates.

Metro Rank: 257

Revenue Rank: 268

Lewiston-Auburn, ME Market Overview



Metro Counties / Population (000)

Androscoggin, ME	103.4
	103.4

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		N/A	N/A	N/A	\$800	\$900	\$1,100
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	36.4%	\$1,500	\$1,700	\$1,900	\$2,100	\$2,300	11.7%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	N/A	\$0.86/1,000	\$1.57/1,000	Local	90%		
Revenue/Capita	1992	1997	2002	National	10%		
	N/A	\$10.64	\$23.26				

Demographic and Economic Overview

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

MSA	1992	1997	Growth Rate	1997	2002	Growth Rate
	Population	105.2	103.4	-0.3%	103.4	98.9
Households	40.1	39.7	-0.2%	39.7	38.7	-0.5%
Retail Sales	883.1	1,277.8	7.7%	1,277.8	1,465.9	2.8%
EBI	1,448.2	1,468.3	0.3%	1,468.3	1,582.1	1.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	50.4	9.4	4.4	4.8	7.6	8.3	6.4	9.5
Women (000)	53.0	8.8	4.2	4.9	7.6	8.0	6.4	13.1
Total	103.4	18.2	8.6	9.7	15.3	16.3	12.8	22.6
Percentage	100.0%	17.6%	8.3%	9.3%	14.8%	15.7%	12.4%	21.9%
Per Capita	\$ 14,200	Median Household		\$ 31,073	Avg Household		\$ 36,984	
Ethnic Population:	White 98.5%	Black 0.6%	Asian 0.7%	Hispanic 1.1%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations		3	3	3	6	2	8
Tot 12+		20.6	29.4	19.9	50.0	1.4	51.4
Avg 12+		6.9	9.8	6.6	8.3	0.7	6.4
Tot LCS		40.1	57.2	38.7	97.3	2.7	100.0
Avg LCS		13.4	19.1	12.9	16.2	1.4	12.5

Market: Lewiston-Auburn, ME

Competitive Overview

Metro Rank: 257

Some stations also rated in Portland, ME and Augusta, ME.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WJBQ	Portland	B	97.9	16.0	889	Citadel Comm Corp	60	9909			CHR	n/a		14.0	9.6	7.8	8.3	6.3	0.0	0.0	0.0	0.0
WMWX	Auburn	B	99.9	28.5	643	a Grt Down East	77				Hot AC	1,400	6.44	14.5	5.5	5.5	6.1	9.2	0.0	0.0	0.0	0.0
WPOR	Portland	B	101.9	33.0 cp	604	Saga Comm Inc	67	9606	See (160)		Country	n/a		15.3	5.5	7.8	8.3	7.7	0.0	0.0	0.0	0.0
WBLM	Portland	C	102.9	100.0 cp	1431	Citadel Comm Corp	67	9909			AOR	n/a		23.0	13.0	11.7	11.4	12.7	0.0	0.0	0.0	0.0
WTOS	Skowhegan	C	105.1	50.0	2431	Cumulus Bcstg Inc	69	9806	See (249)		AOR	n/a		10.2	4.8	5.5	4.5	6.3	0.0	0.0	0.0	0.0
• WTHT	Lewiston	C1	107.5	91.0	929	a Grt Down East	73	9412			Country	n/a		20.9	11.6	8.6	10.6	11.3	0.0	0.0	0.0	0.0
# FM Stations -				6	# Combos -				2	FM TOTALS				97.9	50.0	46.9	49.2	53.5	0.0	0.0	0.0	0.0

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WTME	Lewiston	C	1240	1.0	1.00	Gleason Mktg Svcs	38	9012	75		Christian	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WZOU	Lewiston	B	1470	5.0	5.00	a Grt Down East	47	7507	325		Nostalgia			2.1	1.4	1.6	0.8	1.4	0.0	0.0	0.0	0.0
# AM Stations -				2	# Combos -				1	AM TOTALS				2.1	1.4	1.6	0.8	1.4	0.0	0.0	0.0	0.0
AM & FM Stations Profiled -				8	# Duopolies -				2	Total Local Commercial Share				51.4	48.5	50.0	54.9	0.0	0.0	0.0	0.0	

NOTE: Market first rated Fall 1997.

• Indicates a change since last edition

1/ See Introduction section for Interpretation of revenue estimates.

Metro Rank: 258

Revenue Rank: 258

Ithaca, NY Market Overview



Metro Counties / Population (000)

Tompkins, NY	97.1
	97.1

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$2,300	\$2,600	\$2,800	\$2,800	\$3,100	\$3,300
Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02	
	12.1%	\$3,700	\$4,000	\$4,400	\$4,600	\$4,900	7.0%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$3.63/1,000	\$4.39/1,000	\$6.00/1,000	Local	85%		
Revenue/Capita	\$24.01	\$33.99	\$50.62	National	15%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	95.8	97.1	0.3%	97.1	96.8
Households	33.9	34.3	0.2%	34.3	34.5	0.1%
Retail Sales	633.4	752.2	3.5%	752.2	816.3	1.6%
EBI	1,353.8	1,346.1	-0.1%	1,346.1	1,478.1	1.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	48.4	6.7	3.1	12.6	7.6	7.2	5.0	6.3
Women (000)	48.7	6.3	2.9	11.5	6.9	7.4	5.1	8.5
Total	97.1	13.0	6.0	24.1	14.5	14.7	10.1	14.8
Percentage	100.0%	13.4%	6.2%	24.8%	14.9%	15.1%	10.4%	15.2%
Per Capita	\$ 13,863	Median Household		\$ 29,908	Avg Household		\$ 39,244	
Ethnic Population:	White 88.6%	Black 3.8%	Asian 7.2%	Hispanic 2.8%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	4		5	5	4	9
Tot 12+	4.3	45.6		49.9	49.9	7.7	57.6
Avg 12+	4.3	11.4		10.0	10.0	1.9	6.4
Tot LCS	7.5	79.2		86.6	86.6	13.4	100.0
Avg LCS	7.5	19.8		17.3	17.3	3.3	11.1

Market: Ithaca, NY

Competitive Overview

Metro Rank: 258

Some stations also rated in Syracuse.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
• WVBR	Ithaca	A	93.5	3.0	249	Cornell Radio Guild	58				AOR	225	0.68	9.0	4.3	5.0	5.1	4.9	3.7	0.0	2.5	0.0
• WYXL	Ithaca	B	97.3	26.0	879	a Eagle Bcstg Co Inc	47	8604	1,475	c2	1 AC	1,100	0.80	37.3	19.8	18.8	22.2	19.5	20.4	0.0	25.4	0.0
• WIII	Cortland	B	99.9	23.5	732	b Citadel Comm Corp	47	9910 p		g1	Clsc Rock	750	1.60	12.7	11.2	5.9	8.5	5.7	6.5	0.0	0.8	0.0
• WQNY	Ithaca	B	103.7	12.0	889	c Eagle II Bcstg Corp	48	9606	2,100	c3	1 Country	575	0.67	23.1	11.2	11.9	11.1	14.6	9.3	0.0	8.5	0.0
WHCD	Auburn	B	106.9	13.8	942	Clear Channel	49	9908 p	3,000		Smooth Jazz	425	2.21	5.2	3.4	1.0	3.4	2.4	1.9	0.0	7.6	0.0
# FM Stations -				5	# Combos -				3	FM TOTALS				87.3	49.9	42.6	50.3	47.1	41.8	0.0	44.8	0.0

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WHCU	Ithaca	B	870	5.0	1.00	a Eagle Bcstg Co Inc	23	8604		c2	1 Nws/Tlk/Spt	350	0.84	11.2	4.3	5.9	6.0	6.5	7.4	0.0	7.6	0.0
• WKRT	Cortland	B	920	1.0	0.50	b Citadel Comm Corp	47	9910 p		g1	Oldies	100			1.7	1.0	0.0	0.0	0.0	0.0	0.0	0.0
WPIE	Trumansburg	B	1160	5.0	0.31	Pembrook Pines Inc	90	9303	150		Sports	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WTKO	Ithaca	B	1470	5.0	1.00	c Eagle II Bcstg Corp	56	9606		c3	1 Oldies	100	1.80	1.5	1.7	3.0	0.9	0.8	0.9	0.0	2.5	0.0
# AM Stations -				4	# Combos -				3	AM TOTALS				12.7	7.7	9.9	6.9	7.3	8.3	0.0	10.1	0.0
AM & FM Stations Profiled -				9	# Duopolies -				0	Total Local Commercial Share					57.6	52.5	57.2	54.4	50.1	0.0	54.9	0.0

NOTE: Market rated twice yearly with Fall 1997 period.

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 259

Revenue Rank: 213

Grand Forks, ND-MN Market Overview



Metro Counties / Population (000)

Grand Forks, ND	70.1
Polk, MN	33.4
Total	103.5

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$3,700	\$4,000	\$4,600	\$5,000	\$5,100	\$4,700
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
	34.0%	\$6,300	\$6,700	\$7,300	\$7,700	\$8,200	7.0%
	1992	1997	2002			Est. Breakout	
Revenue/Retail Sales	\$3.95/1,000	\$4.03/1,000	\$5.64/1,000			Local	92%
Revenue/Capita	\$35.27	\$45.41	\$79.15			National	8%

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

MSA Population	1992	1997	Growth Rate	1997	2002	Growth Rate
		104.9	103.5	-0.3%	103.5	103.6
Households	38.2	37.9	-0.2%	37.9	38.9	0.5%
Retail Sales	936.7	1,165.7	4.5%	1,165.7	1,453.0	4.5%
EBI	1,371.3	1,434.6	0.9%	1,434.6	1,729.3	3.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	52.5	10.1	4.1	7.8	8.8	8.0	5.2	8.5
Women (000)	51.0	9.5	3.8	6.9	7.7	7.1	5.2	10.8
Total	103.5	19.5	7.9	14.7	16.6	15.1	10.4	19.3
Percentage	100.0%	18.9%	7.7%	14.2%	16.0%	14.6%	10.0%	18.6%
Per Capita	\$ 13,861	Median Household		\$ 30,043	Avg Household		\$ 37,853	
Ethnic Population:	White 95.0%	Black 1.7%	Asian 1.4%	Hispanic 3.2%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			9	7	9	6	15
Tot 12+			64.6	63.8	64.6	14.6	79.2
Avg 12+			7.2	9.1	7.2	2.4	5.3
Tot LCS			81.6	80.6	81.6	18.4	100.0
Avg LCS			9.1	11.5	9.1	3.1	6.7

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)†/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)											
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995				
KKXL	Grand Forks	C1	92.9	100.0	358	a	Clear Channel	75	9908	p	g5	CHR	600	0.54	17.6	13.8	14.5	17.0	9.4	0.0	0.0	12.1	0.0			
KNOX	Grand Forks	C1	94.7	100.0	249	d	Leighton	67	9611		c1	Country	600	1.02	9.3	6.9	4.6	8.5	5.5	0.0	0.0	5.7	0.0			
KQHT	Crookston	C1	96.1	100.0	413	a	Clear Channel	85	9908	p	g5	Soft Rock	350	1.26	4.4	3.8	2.3	3.5	3.1	0.0	0.0	5.7	0.0			
KKCQ	Bagley	C3	96.7	25.0	328	c	Pine To Prairie Bcst	97	9707		6cp	Country			0.5	0.0	0.8	0.7	0.0	0.0	0.0	0.0	0.0			
KYCK	Crookston	C1	97.1	100.0	361	d	Leighton	80				Country	1,100	1.29	13.5	12.3	13.0	8.5	11.7	0.0	0.0	15.7	0.0			
KSNR	Thief River Falls	C1	100.3	100.0	564	a	Clear Channel	76	9908	p	g5	Oldies	400	0.99	6.4	6.2	4.6	5.7	3.9	0.0	0.0	6.4	0.0			
KZLT	E Grand Forks	C1	104.3	100.0	443	b	KRAD Inc	75				Soft AC	600	0.84	11.4	6.2	5.3	8.5	8.6	0.0	0.0	7.1	0.0			
KKEQ	Fosston	C2	107.1	50.0	482	c	Pine To Prairie Bcst	69	9201		170	ChrsContemp			1.0	0.8	0.0	0.7	0.8	0.0	0.0	1.4	0.0			
KJKJ	Grand Forks	C1	107.5	100.0	456	a	Clear Channel	85	9908	p	g5	AOR	800	0.79	16.0	14.6	14.5	10.6	13.3	0.0	0.0	10.7	0.0			
# FM Stations -															9	# Combos -		9	FM TOTALS							
															60.1	64.6	59.6	63.7	56.3	0.0	0.0	64.8	0.0			

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)†/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)											
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995				
KTRF	Thief River Falls	C	1230	1.0	1.00	a	Ingstad, Tom	47	9712		c3	AC/News			1.1	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0			
KROX	Crookston	B	1260	1.0	0.50		Gopher Comm Co	48	8705		198al	AC/Nws/Tik	300	1.64	2.9	4.6	3.1	2.1	2.3	0.0	0.0	2.1	0.0			
KNOX	Grand Forks	B	1310	5.0	5.00	d	Leighton	47	9611		c1	Talk	300	0.85	5.6	2.3	4.6	2.1	6.3	0.0	0.0	3.6	0.0			
● KKXL	Grand Forks	B	1440	0.6	0.30	a	Clear Channel	41	9909	p	g5	Adlt Sndrd	75	0.63	1.9	3.1	2.3	2.8	0.0	0.0	0.0	0.7	0.0			
KKCQ	Fosston	B	1480	5.0	0.09	c	Pine To Prairie Bcst	66	9201		150	Country	250		0.9	0.0	0.8	1.4	0.0	0.0	0.0	1.4	0.0			
KCNN	E Grand Forks	B	1590	5.0	1.00	b	KRAD Inc	59				Nws/Tik/Spt	900	1.88	7.6	4.6	6.1	3.5	7.8	0.0	0.0	4.3	0.0			
# AM Stations -															6	# Combos -		5	AM TOTALS							
															20.0	14.6	16.9	11.9	18.0	0.0	0.0	12.1	0.0			
AM & FM Stations Profiled -															15	# Duopolies -		4	Total Local Commercial Share							
															79.2	76.5	75.6	74.3	0.0	0.0	76.9	0.0				

Note: Spring 1997 book was cancelled due to flooding in the market

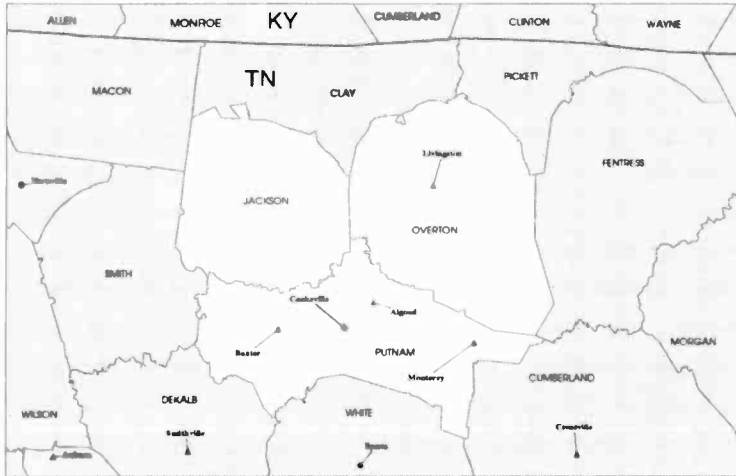
● Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.

Metro Rank: 260

Revenue Rank: 256

Cookeville, TN Market Overview



Metro Counties / Population (000)

Jackson, TN	9.3
Overton, TN	18.9
Putnam, TN	59.5
Total	87.7

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		N/A	N/A	N/A	\$3,200	\$3,300	\$3,500
Δ 97 - 98	8.6%						
★★★		\$3,800	\$4,100	\$4,600	\$4,900	\$5,400	9.0%
Revenue/Retail Sales	N/A	\$3.89/1,000	\$4.24/1,000				Est. Breakout
Revenue/Capita	N/A	\$39.91	\$57.02				Local 90%
							National 10%

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	71.6	87.7	4.1%	87.7	94.7
Households	27.8	34.7	4.5%	34.7	38.7	2.2%
Retail Sales	575.0	898.6	9.3%	898.6	1,273.3	7.2%
EBI	940.6	1,145.3	4.0%	1,145.3	1,534.0	6.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	43.1	6.7	3.7	5.4	5.8	6.6	6.1	8.9
Women (000)	44.6	6.2	3.4	4.7	5.5	6.9	6.3	11.6
Total	87.7	12.9	7.1	10.0	11.3	13.5	12.4	20.5
Percentage	100.0%	14.7%	8.1%	11.4%	12.9%	15.4%	14.2%	23.4%
Per Capita	\$ 13,060			Median Household	\$ 25,178		Avg Household	\$ 33,007
Ethnic Population:	White 97.7%		Black 1.3%		Asian 0.9%		Hispanic 0.9%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		6	5	7	4	11
Tot 12+	0.8		51.3	49.6	52.1	9.9	62.0
Avg 12+	0.8		8.6	9.9	7.4	2.5	5.6
Tot LCS	1.3		82.7	80.0	84.0	16.0	100.0
Avg LCS	1.3		13.8	16.0	12.0	4.0	9.1

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
WBXE	Baxter	C3	93.7	6.1	659	b	JWC Bcstg LLC	95	9811	50	2	Clsc Rock			2.6	4.1	0.9	1.8	1.8	0.0	0.0	0.0	0.0		
WGSQ	Cookeville	C	94.7	100.0	1319	a	Clear Channel	63	9712		g1	Country	1,575	1.15	36.1	21.5	26.1	23.0	26.6	0.0	0.0	0.0	0.0		
WUSV	Livingston	C2	95.9	20.0	784	b	JWC Bcstg LLC	66	9808 p	1,000	2	Country	350	1.74	5.3	3.3	2.7	2.7	4.6	0.0	0.0	0.0	0.0		
WGIC	Cookeville	C2	98.5	50.0	492	a	Clear Channel	64	9712		g1	AC	600	1.26	12.5	12.4	9.9	8.0	9.2	0.0	0.0	0.0	0.0		
WWTN	Manchester	C	99.7	100.0	1296		Gaylord Bcstg Co	62	9508	See (44)		Nws/Tlk/Spt	n/a		3.3	1.7	0.9	1.8	2.8	0.0	0.0	0.0	0.0		
WLIV	Monterey	A	104.7	1.3	712		WKXN Inc	97	9611	32 cp	1	Country			1.3	0.8	0.9	0.9	0.9	0.0	0.0	0.0	0.0		
WKXD	Monterey	C2	106.9	23.0	735		JWC Bcstg LLC	86	9111	475 +		Hot AC	800	0.97	21.8	8.3	12.6	15.9	13.8	0.0	0.0	0.0	0.0		
# FM Stations -					7	# Combos -					4	FM TOTALS					82.9	52.1	54.0	54.1	59.7	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'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995		
WPTN	Cookeville	B	780	1.0	0.00	a	Clear Channel	62	9712		g1	Nws/Tlk/Spt	100	0.80	3.3	4.1	1.8	0.9	3.7	0.0	0.0	0.0	0.0		
WLIV	Livingston	B	920	1.0	0.00	b	Sunny Bcstg LLC	56	9603		c1	1 Country	125	1.27	2.6	1.7	2.7	1.8	1.8	0.0	0.0	0.0	0.0		
WHUB	Cookeville	C	1400	1.0	1.00	a	Clear Channel	40	9712		g1	Country	250	0.59	11.2	4.1	6.3	8.8	6.4	0.0	0.0	0.0	0.0		
WATX	Algood	B	1590	1.0	0.00		Manna Bcstg		81			Spts/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					4	# Combos -					3	AM TOTALS					17.1	9.9	10.8	11.5	11.9	0.0	0.0	0.0	0.0
AM & FM Stations Profiled -					11	# Duopolies -					3	Total Local Commercial Share					62.0	64.8	65.6	71.6	0.0	0.0	0.0	0.0	

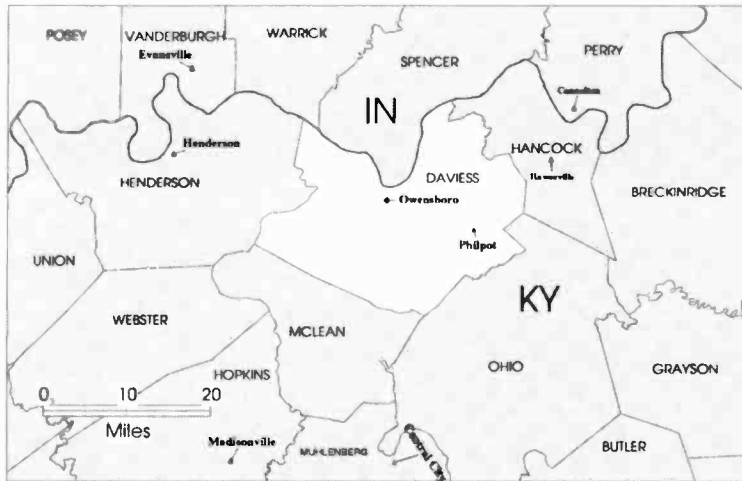
NOTE: Market first rated Fall 1997.

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 261

Revenue Rank: 197

Owensboro, KY Market Overview



Metro Counties / Population (000)

Daviess, KY	91.3
	91.3

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		N/A	N/A	\$4,900	\$5,300	\$5,800	\$6,300
★★★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	14.3%	\$7,200	\$7,800	\$8,500	\$8,900	\$9,600	7.5%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	N/A	\$6.36/1,000	\$7.68/1,000	Local	85%		
Revenue/Capita	N/A	\$69.00	\$104.46	National	15%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	88.3	91.3	0.7%	91.3	91.9
Households	33.7	35.3	0.9%	35.3	36.3	0.6%
Retail Sales	710.6	990.1	6.9%	990.1	1,249.7	4.8%
EBI	1,181.8	1,276.2	1.5%	1,276.2	1,530.6	3.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	44.2	8.5	4.3	3.6	6.4	7.2	6.0	8.2
Women (000)	47.2	8.0	4.1	3.7	6.4	7.4	6.2	11.3
Total	91.3	16.5	8.4	7.3	12.8	14.6	12.2	19.5
Percentage	100.0%	18.1%	9.2%	8.0%	14.0%	16.0%	13.4%	21.4%
Per Capita	\$ 13,979	Median Household		\$ 29,568	Avg Household		\$ 36,154	
Ethnic Population:	White 95.2%	Black 4.3%	Asian 0.4%	Hispanic 0.5%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	1	6	6	9	3	12
Tot 12+	14.7	5.3	51.7	62.1	71.7	7.4	79.1
Avg 12+	7.4	5.3	8.6	10.4	8.0	2.5	6.6
Tot LCS	18.6	6.7	65.4	78.5	90.6	9.4	100.0
Avg LCS	9.3	6.7	10.9	13.1	10.1	3.1	8.3

Competitive Overview

Some stations also rated in Evansville, IN.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WBKR	Owensboro	C1	92.5	96.0	cp	1001 a	48	9307	2,700	c2	Country	2,875	1.14	34.9	20.0	25.0	26.5	28.4	23.4	0.0	31.8	0.0
WKTG	Madisonville	C2	93.9	35.0		584					Clsc Rock	350	1.22	4.0	6.3	10.4	3.4	2.9	4.5	0.0	2.7	0.0
WBIO	Philpot	A	94.7	3.0		328 b					Country	400	0.69	8.1	8.4	6.3	6.8	5.9	9.0	0.0	8.2	0.0
WSTO	Owensboro	C	96.1	100.0		1001 a	48	9703	5,000	c1	CHR	2,450	1.93	17.6	17.9	14.6	10.3	17.6	21.6	0.0	15.5	0.0
• WXCM	Whitesville	A	97.1	4.0	cp	404 b					Clsc Rock	175	0.69	3.5	6.3	3.1	3.4	2.0	0.9	0.0	0.0	0.0
WKDQ	Henderson	C	99.5	98.0		984		9705	See (151)		Country	n/a		7.0	3.2	4.2	5.1	5.9	5.4	0.0	6.4	0.0
WQXQ	Central City	C1	101.9	100.0		669		56			AC	400	0.61	9.1	3.2	6.3	10.3	3.9	4.5	0.0	4.5	0.0
WLME	Cannelton	C3	102.9	12.5		466 b		90			Oldies	150	1.74	1.2	1.1	2.1	0.0	2.0	0.0	0.0	2.7	0.0
WIKY	Evansville	B	104.1	39.0		571		48			FullService	n/a		7.6	5.3	5.2	5.1	6.9	5.4	0.0	6.4	0.0
# FM Stations -						9		# Combos -		5		FM TOTALS		93.0	71.7	77.2	70.9	75.5	74.7	0.0	78.2	0.0

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WKCM	Hawesville	B	1160	2.5	1.00	b	Cromwell Group	72				Gospel	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WVJS	Owensboro	B	1420	5.0	1.00	a	Brill Media Co	47	9703		c1	Adlt Stndrd	150	0.91	2.3	3.2	5.2	1.7	2.0	6.3	0.0	3.6	0.0
WOMI	Owensboro	C	1490	0.8	0.83	a	Brill Media Co	38	9307		c2	FullService	175	0.53	4.6	4.2	2.1	4.3	2.9	2.7	0.0	2.7	0.0
# AM Stations -						3		# Combos -		3		AM TOTALS		6.9	7.4	7.3	6.0	4.9	9.0	0.0	6.3	0.0	
AM & FM Stations Profiled -						12		# Duopolies -		4		Total Local Commercial Share		79.1	84.5	76.9	80.4	83.7	0.0	84.5	0.0		

NOTE: Market rated twice yearly with Fall 1997 period.

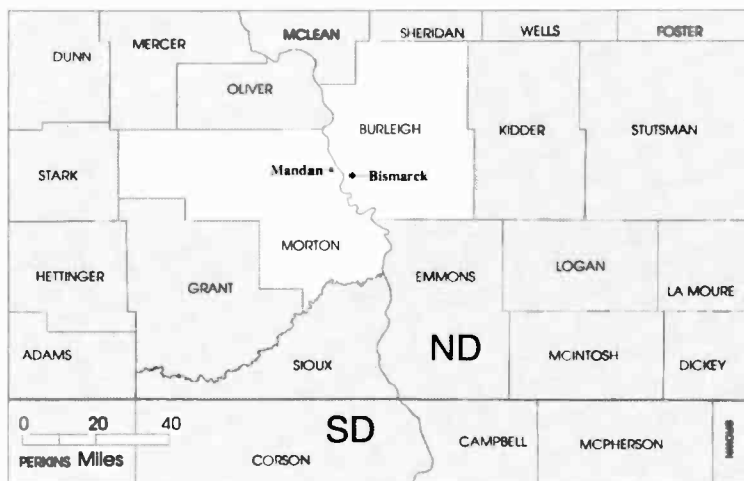
• Indicates a change since last edition

1/ See introduction section for Interpretation of revenue estimates.

Metro Rank: 262

Revenue Rank: 205

Bismarck, ND Market Overview



Metro Counties / Population (000)

Burleigh, ND	66.1
Morton, ND	25.1
Total	91.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$4,600	\$4,700	\$4,800	\$4,900	\$5,100	\$5,700
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
	15.8%	\$6,600	\$7,100	\$7,600	\$8,000	\$8,600	6.7%

	1992	1997	2002	Est. Breakout
Revenue/Retail Sales	\$5.43/1,000	\$5.03/1,000	\$5.88/1,000	Local 85%
Revenue/Capita	\$54.37	\$62.50	\$92.47	National 15%

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	84.6	91.2	1.5%	91.2	93.0	0.4%
Households	31.8	34.8	1.8%	34.8	36.4	0.9%
Retail Sales	847.9	1,133.6	6.0%	1,133.6	1,463.4	5.2%
EBI	1,236.6	1,473.5	3.6%	1,473.5	1,869.6	4.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	44.7	9.0	4.4	3.6	6.6	7.9	5.4	7.7
Women (000)	46.5	8.6	4.2	3.7	7.0	7.7	5.7	9.7
Total	91.2	17.5	8.6	7.3	13.6	15.6	11.2	17.4
Percentage	100.0%	19.2%	9.5%	8.0%	14.9%	17.1%	12.2%	19.1%
Per Capita	\$ 16,157							
				Median Household	\$ 34,882		Avg Household	\$ 42,342
Ethnic Population:	White 96.5%		Black 0.1%		Asian 0.6%		Hispanic 0.7%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			7	6	7	3	10
Tot 12+			59.1	57.5	59.1	31.2	90.3
Avg 12+			8.4	9.6	8.4	10.4	9.0
Tot LCS			65.4	63.7	65.4	34.6	100.0
Avg LCS			9.3	10.6	9.3	11.5	10.0

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
• KYYY	Bismarck	C	92.9	96.0	1181	b	Clear Channel	66	9905		g1	Hot AC	500	0.53	14.4	11.5	12.7	15.3	11.0	12.3	0.0	8.2	0.0
KQDY	Bismarck	C	94.5	100.0	1119	a	Anderson Bcstg Co	68				Christian	500	0.86	8.8	4.1	7.6	8.1	7.9	10.7	0.0	11.8	0.0
KBYZ	Bismarck	C	96.5	100.0	1001	c	Cumulus Bcstg Inc	86	9808	7,000	d1	Clsc Rock	1,000	1.39	10.9	13.9	11.0	7.3	12.6	14.8	0.0	22.7	0.0
KKCT	Bismarck	C1	97.5	100.0	830	c	Cumulus Bcstg Inc	93	9808		d1	Country	875	1.12	11.8	10.7	10.2	10.5	11.0	9.0	0.0	10.9	0.0
KACL	Bismarck	C1	98.7	100.0	830	c	Cumulus Bcstg Inc	97	9808		d1	Oldies	600	0.95	9.6	10.7	10.2	7.3	10.2	7.4	0.0	0.0	0.0
KSSS	Bismarck	C	101.5	100.0	988	a	Cumulus Bcstg Inc	94	9901 p	4,500	c2	Lite Rock	275	0.87	4.8	6.6	3.4	4.0	4.7	3.3	0.0	6.4	0.0
KNDR	Mandan	C1	104.7	100.0	853		Central Dakota	77				Rellgion	300	1.17	3.9	1.6	1.7	4.0	3.1	3.3	0.0	1.8	0.0
# FM Stations -				7	# Combos -				6	FM TOTALS				64.2	59.1	56.8	56.5	60.5	60.8	0.0	61.8	0.0	

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
• KFYZ	Bismarck	B	550	5.0	5.00	b	Clear Channel	25	9905		g1	AC	1,700	1.41	18.3	16.4	16.1	16.1	17.3	16.4	0.0	21.8	0.0
KBMR	Bismarck	B	1130	10.0	0.00	a	Cumulus Bcstg Inc	58	9901 p		c2	Country	750	0.87	13.1	11.5	11.0	14.5	9.4	10.7	0.0	5.5	0.0
KLXX	Bismarck	B	1270	1.0	0.25	c	Cumulus Bcstg Inc	25	9808		d1	Nostalgia	100	0.35	4.3	3.3	5.1	4.0	3.9	4.1	0.0	3.6	0.0
# AM Stations -				3	# Combos -				3	AM TOTALS				35.7	31.2	32.2	34.6	30.6	31.2	0.0	30.9	0.0	
AM & FM Stations Profiled -				10	# Duopolies -				3	Total Local Commercial Share				90.3	89.0	91.1	91.1	92.0	0.0	92.7	0.0		

NOTE: Market rated twice yearly with Fall 1997 period.

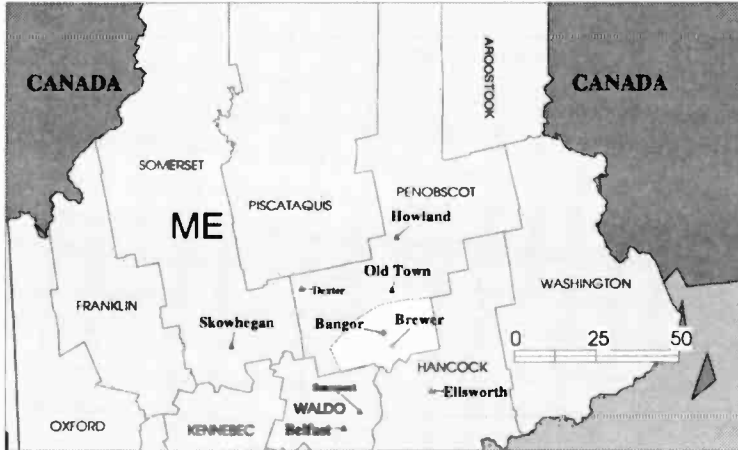
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 263

Revenue Rank: 195

Bangor, ME Market Overview



Metro Counties / Population (000)

Penobscot, ME	78.1
	78.1

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$4,200	\$4,400	\$5,000	\$5,600	\$6,100	\$6,900
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	5.8%	\$7,300	\$7,700	\$8,200	\$8,600	\$9,000	5.7%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$5.73/1,000	\$6.62/1,000	\$7.13/1,000	Local	85%		
Revenue/Capita	\$52.43	\$88.35	\$118.11	National	15%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	80.1	78.1	-0.5%	78.1	76.2
Households	29.6	29.5	-0.1%	29.5	29.4	-0.1%
Retail Sales	733.2	1,041.7	7.3%	1,041.7	1,262.3	3.9%
EBI	1,076.4	1,069.9	-0.1%	1,069.9	1,152.9	1.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	38.5	6.5	3.2	4.5	5.9	6.4	5.0	6.9
Women (000)	39.6	6.1	3.1	4.2	5.6	6.4	5.0	9.1
Total	78.1	12.6	6.4	8.8	11.5	12.9	10.0	16.0
Percentage	100.0%	16.1%	8.2%	11.2%	14.7%	16.5%	12.8%	20.5%
Per Capita	\$ 13,700	Median Household		\$ 29,539	Avg Household		\$ 36,288	
Ethnic Population:	White 97.9%	Black 0.4%	Asian 0.8%	Hispanic 0.7%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations		7	5	9	12	3	15
Tot 12+		40.3	33.7	65.3	74.0	11.5	85.5
Avg 12+		5.8	6.7	7.3	6.2	3.8	5.7
Tot LCS		47.1	39.4	76.4	86.5	13.5	100.0
Avg LCS		6.7	7.9	8.5	7.2	4.5	6.7

Competitive Overview

Some stations also rated in Auguste, ME.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WEZQ	Bangor	B	92.9	20.0	787	b	Cumulus Bcstg Inc	76	9903	4,000	d3	Soft AC	550	1.11	6.8	6.7	6.5	5.2	6.1	6.3	7.0	6.0	0.0
WKSQ	Ellsworth	B	94.5	11.5	1027		Arcadia Bcst Group	82				AC	1,400	2.37	8.1	6.7	6.5	6.3	7.1	7.3	7.0	7.0	0.0
WWMJ	Ellsworth	B	95.7	11.5	1030	b	Cumulus Bcstg Inc	65	9903		d3	Oldies	575	1.06	7.4	4.8	6.5	5.2	7.1	7.3	5.0	7.0	0.0
WWBX	Bangor	B	97.1	5.0	1230	a	Gopher Hill Comm	61	9709	700	c2	CHR	225	1.71	1.8	7.7	3.2	1.0	2.0	3.1	5.0	6.0	0.0
WKIT	Brewer	B	100.3	16.0	883	c	Zone Corp	79	9510	450		AOR	750	0.93	11.1	7.7	7.5	9.4	9.1	11.5	10.0	6.0	0.0
• WBYA	Searsport	B1	101.7	2.0	699		Moon Song Comm	94	9811	265		Alternative	175	2.00	1.2	0.0	0.0	1.0	1.0	0.0	1.0	0.0	0.0
WGUY	Dexter	C2	102.1	26.5	673		Innovative Adv Cnslt	93				Oldies	250	1.37	2.5	1.0	2.2	2.1	2.0	2.1	1.0	1.0	0.0
WVOM	Howland	C	103.9	54.0	1509		Moon Song Comm	93	9701			News/Talk	575	1.27	6.2	5.8	7.5	6.3	4.0	4.2	3.0	3.0	0.0
WBFB	Belfast	B	104.7	10.0	1099		Arcadia Bcst Group	86	9612	675		Country	350	1.12	4.3	6.7	6.5	3.1	4.0	5.2	4.0	9.0	0.0
WTOS	Skowhegan	C	105.1	50.0	2431	b	Cumulus Bcstg Inc	69	9806	See (249)	1	AOR	n/a		5.5	7.7	2.2	5.2	4.0	5.2	6.0	4.0	0.0
WQCB	Brewer	C	106.5	98.0	1079	b	Cumulus Bcstg Inc	86	9807	500	d1	Country	1,700	1.11	21.0	11.5	15.1	16.7	18.2	17.7	21.0	14.0	0.0
WBZN	Old Town	C2	107.3	50.0	436	b	Cumulus Bcstg Inc	95	9807		d1	CHR	350	0.34	14.2	7.7	9.7	11.5	12.2	3.1	4.0	5.0	0.0
# FM Stations -				12	# Combos -				7	FM TOTALS				90.1	74.0	73.4	73.0	76.8	73.0	74.0	68.0	0.0	

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WZON	Bangor	B	620	5.0	5.00	c	Zone Corp	26	9309	236		Sports	125	0.68	2.5	3.8	5.4	2.1	2.0	2.1	3.0	4.0	0.0
WABI	Bangor	B	910	5.0	5.00	a	Gopher Hill Comm	24	9709		c2	Nostalgia	200	0.37	7.5	7.7	6.5	6.3	6.1	7.3	7.0	9.0	0.0
WDEA	Ellsworth	B	1370	5.0	5.00	b	Cumulus Bcstg Inc	58	9903		d3	Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				3	# Combos -				3	AM TOTALS				10.0	11.5	11.9	8.4	8.1	9.4	10.0	13.0	0.0	
AM & FM Stations Profiled -				15	# Duopolies -				4	Total Local Commercial Share				85.5	85.3	81.4	84.9	82.4	84.0	81.0	0.0		

NOTE: Market rated twice yearly with Fall 1996 period.

• Indicates a change since last edition

1/ See Introduction section for Interpretation of revenue estimates.

Metro Rank: 264

Revenue Rank: 192

Jackson, TN Market Overview



Metro Counties / Population (000)

Madison	85.7
	85.7

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		N/A	N/A	N/A	\$5,500	\$6,100	\$6,700
	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	10.4%	\$7,400	\$8,100	\$9,000	\$9,700	\$10,500	9.2%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	N/A	\$6.92/1,000	\$8.61/1,000	Local	90%		
Revenue/Capita	1992	1997	2002	National	10%		
	N/A	\$78.18	\$117.71				

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	79.5	85.7	1.5%	85.7	89.2	0.8%
Households	30.3	32.9	1.7%	32.9	34.9	1.2%
Retail Sales	769.9	968.4	4.7%	968.4	1,219.8	4.7%
EBI	1,044.2	1,370.3	5.6%	1,370.3	1,892.6	6.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	40.9	7.8	3.9	3.8	5.6	6.9	5.2	7.6
Women (000)	44.8	7.3	3.7	4.2	6.5	7.2	5.5	10.4
Total	85.7	15.2	7.6	8.0	12.1	14.1	10.7	18.1
Percentage	100.0%	17.7%	8.9%	9.3%	14.1%	16.4%	12.4%	21.1%
Per Capita	\$ 15,990	Median Household		\$ 32,812	Avg Household		\$ 41,652	
Ethnic Population:	White 66.6%	Black 32.9%	Asian 0.5%	Hispanic 0.7%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		6	11	11	3	14
Tot 12+	42.8		35.5	78.3	78.3	3.1	81.4
Avg 12+	8.6		5.9	7.1	7.1	1.0	5.8
Tot LCS	52.6		43.6	96.2	96.2	3.8	100.0
Avg LCS	10.5		7.3	8.7	8.7	1.3	7.1

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
• WYNU	Milan	C	92.3	100.0	991	b AMFM Inc	64	9910 p		g	Rock	1,650	1.86	12.0	9.4	9.3	9.0	9.7	9.9	0.0	13.5	0.0
WWGM	Alamo	C3	93.1	14.0	443	Grace Bcstg	89	9709	800		Gospel	300	0.72	5.6	3.1	3.1	3.4	5.4	6.3	0.0	0.9	0.0
WOJG	Bolivar	A	94.7	6.0	328	Shaw, Johnny &	92				Gospel	650	0.97	9.1	7.3	8.2	6.7	7.5	9.0	0.0	6.3	0.0
WFKX	Henderson	A	95.7	6.0	315	c Wolfe Comm Inc	84	9906		1	Urban AC	1,100	0.76	19.6	19.8	16.5	12.4	18.3	18.0	0.0	18.0	0.0
WNWS	Jackson	A	101.5	2.2	381	Jackson Bcstrs LP	93				Nws/Tlk/Spt	400	0.97	5.6	6.3	5.2	4.5	4.3	5.4	0.0	3.6	0.0
WZDQ	Humboldt	A	102.3	6.0	299	c Wolfe Comm Inc	64	9902	500	1	AC	625	1.10	7.7	3.1	3.1	6.7	5.4	6.3	0.0	4.5	0.0
WMXX	Jackson	C2	103.1	42.0 cp	538	a Hunt, Gerald W.	79				Oldies	450	0.72	8.4	6.3	8.2	6.7	6.5	5.4	0.0	4.5	0.0
• WTNV	Jackson	C1	104.1	100.0	679	b AMFM Inc	47	9910 p		g	Country	1,550	1.29	16.2	12.5	13.4	12.4	12.9	12.6	0.0	15.3	0.0
WLSZ	Humboldt	A	105.3	3.0	328	d Boyd Enterprises	88				Modern Rock			4.3	6.3	4.1	4.5	2.2	0.9	0.0	1.8	0.0
WWYN	McKenzie	C1	106.9	100.0	892	Rainbow Media Inc	54	8909	200		Country	325	1.05	4.2	2.1	3.1	3.4	3.2	3.6	0.0	4.5	0.0
WHHM	Henderson	C3	107.7	25.0 cp	308	Chester Cnty Bcstg	90				Country			2.9	2.1	2.1	3.4	1.1	0.0	0.0	0.0	0.0
# FM Stations -				11	# Combos -				5	FM TOTALS				95.6	78.3	76.3	73.1	76.5	77.4	0.0	72.9	0.0

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WDXI	Jackson	B	1310	5.0	1.00	a Hunt, Gerald W.	48	9301	480		Bus News			0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WTJS	Jackson	B	1390	5.0	1.00	b AMFM Inc	31	9910 p		g	Talk	125	0.39	4.3	3.1	3.1	4.5	2.2	3.6	0.0	4.5	0.0
WJAK	Jackson	B	1460	1.0	0.13	c Wolfe Comm Inc	54	9902		c 1	Religion	200		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				4.3	3.1	4.1	4.5	2.2	3.6	0.0	4.5	0.0
AM & FM Stations Profiled -				14	# Duopolies -				2	Total Local Commercial Share				81.4	80.4	77.6	78.7	81.0	0.0	77.4	0.0	

NOTE: Market rated twice yearly with Fall 1997 period.

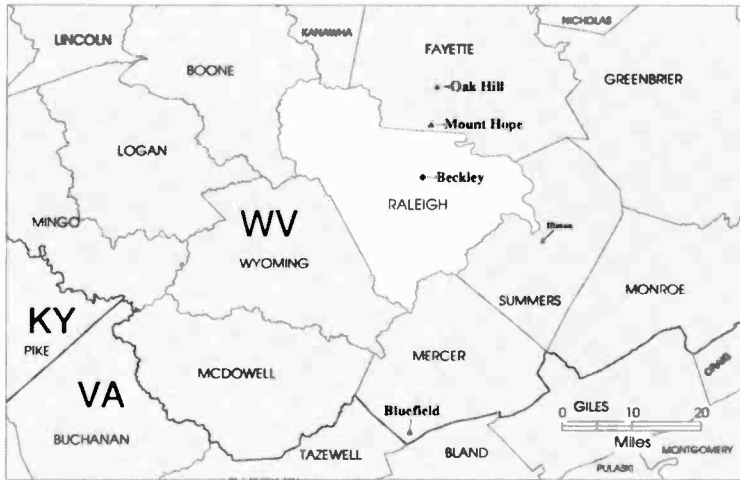
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 265

Revenue Rank: 236

Beckley, WV Market Overview



Metro Counties / Population (000)

Raleigh, WV	79.7
	79.7

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

ESTIMATED GROSS REVENUES ★ ★ ★	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>Δ 92 - 97</u>
	\$2,700	\$2,800	\$3,200	\$3,900	\$4,400	\$4,700	11.6%
	<u>Δ 97 - 98</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 98 - 02</u>
	10.6%	\$5,200	\$5,500	\$6,000	\$6,300	\$6,700	6.7%
	<u>1992</u>	<u>1997</u>	<u>2002</u>	<u>Est. Breakout</u>			
Revenue/Retail Sales	\$4.77/1,000	\$5.26/1,000	\$5.81/1,000	Local	85%		
Revenue/Capita	\$35.71	\$58.97	\$82.51	National	15%		

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

	<u>1992</u>	<u>1997</u>	<u>Growth Rate</u>	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>
MSA Population	75.6	79.7	1.1%	79.7	81.2	0.4%
Households	29.2	30.9	1.1%	30.9	32.4	1.0%
Retail Sales	565.9	893.3	9.6%	893.3	1,153.1	5.2%
EBI	845.0	1,037.0	4.2%	1,037.0	1,339.8	5.3%

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)	37.8	6.3	4.3	2.7	4.4	6.9	5.1	8.2
Women (000)	41.9	6.1	4.1	2.8	4.9	7.0	5.2	11.8
Total	79.7	12.4	8.4	5.5	9.3	13.9	10.3	20.0
Percentage	100.0%	15.5%	10.5%	6.9%	11.6%	17.5%	12.9%	25.1%
Per Capita	\$ 13,012	Median Household		\$ 24,708	Avg Household		\$ 33,561	
Ethnic Population:	White 91.5%	Black 7.7%	Asian 0.6%	Hispanic 0.5%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	4	1	5	6	4	10
Tot 12+	10.2	53.5	3.4	63.7	67.1	13.6	80.7
Avg 12+	10.2	13.4	3.4	12.7	11.2	3.4	8.1
Tot LCS	12.6	66.3	4.2	78.9	83.1	16.9	100.0
Avg LCS	12.6	16.6	4.2	15.8	13.9	4.2	10.0

Market: Beckley, WV

Competitive Overview

Metro Rank: 265

Some stations also rated in Bluefield, WV

FM Stations													ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	Spring		Fall		Spring		Fall	
													Revenue (000)1/	Power Ratio		1999	1998	1998	1997	1997	1996	1996	1995
WAXS	Oak Hill	B	94.1	26.5	650		Plateau Bcstg Inc	48	9212	500	1	AC	350	2.04	3.3	2.3	3.5	2.4	3.3	4.3	0.0	5.3	0.0
WJLS	Beckley	B	99.5	34.0	1050	a	Personality Stations	46	9604	1,500	st	Country	1,500	0.93	30.9	20.5	18.6	27.4	26.4	22.3	0.0	22.3	0.0
WMTD	Hinton	A	102.3	0.4	1273	cp	Bluestone Bcstrs	85			2	Clsc Rock	500	0.81	11.8	10.2	11.6	10.7	9.9	5.3	0.0	1.1	0.0
WCIR	Beckley	B	103.7	5.0	1483	b	Southern Comm	71	9906		2	CHR	750	0.95	15.2	18.2	18.6	15.5	11.0	13.8	0.0	16.0	0.0
WHAJ	Bluefield	C	104.5	100.0	1549	cp	Adventure Comm	63	8409			AC	n/a		4.0	3.4	2.3	3.6	3.3	3.2	0.0	7.4	0.0
WTNJ	Mount Hope	B	105.9	50.0	499		West Virginia Bcstg	80			1	Country	1,350	1.47	17.7	12.5	15.1	14.3	16.5	17.0	0.0	18.1	0.0
# FM Stations -					6		# Combos -	2	FM TOTALS					82.9	67.1	69.7	73.9	70.4	65.9	0.0	70.2	0.0	

AM Stations													ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	Spring		Fall		Spring		Fall	
													Revenue (000)1/	Power Ratio		1999	1998	1998	1997	1997	1996	1996	1995
WJLS	Beckley	--	560	4.5	0.47	a	Personality Stations	39	9604		st	Gospel	400	0.78	9.8	6.8	12.8	8.3	8.8	7.4	0.0	7.4	0.0
WWNR	Beckley	D	620	1.0	0.50	cp	Dynastar Comm Inc	46	9501	157	2	Nws/Tlk/Spt	150	0.72	4.0	4.5	3.5	3.6	3.3	2.1	0.0	4.3	0.0
WOAY	Oak Hill	B	860	10.0	0.01		Ellison, Eugene C.	47	9007	100		Religion	100	1.48	1.3	0.0	0.0	1.2	1.1	2.1	0.0	0.0	0.0
WIWS	Beckley	B	1070	10.0	0.00	b	Southern Comm	66	7606		2	Oldies	75	0.76	1.9	2.3	2.3	0.0	3.3	2.1	0.0	0.0	0.0
# AM Stations -					4		# Combos -	2	AM TOTALS					17.0	13.6	18.6	13.1	16.5	13.7	0.0	11.7	0.0	
AM & FM Stations Profiled -					10		# Duopolies -	0	Total Local Commercial Share					80.7	88.3	87.0	86.9	79.6	0.0	81.9	0.0		

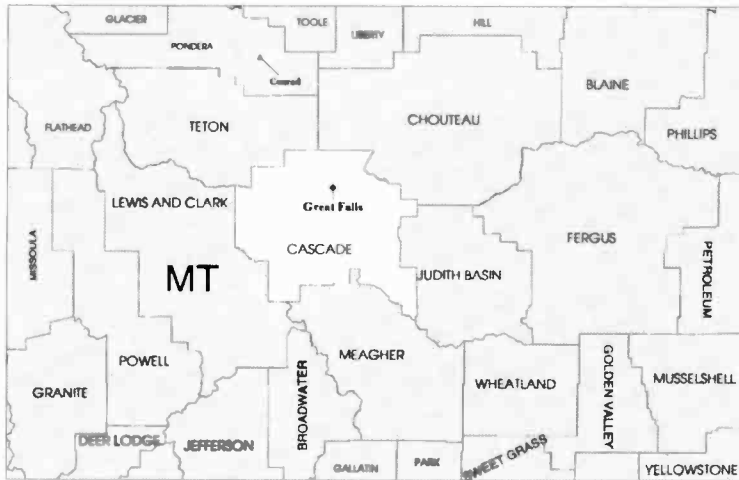
NOTE: Market rated twice yearly with Fall 1997 period.

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 266

Revenue Rank: 260

Great Falls, MT Market Overview



Metro Counties / Population (000)

Cascade, MT	80.9
	80.9

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$2,700	\$2,900	\$3,000	\$3,100	\$3,300	\$3,400
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
	2.9%	\$3,500	\$3,600	\$3,800	\$4,000	\$4,200	4.7%
	1992	1997	2002	Est. Breakout			
Revenue/Retail Sales	\$3.82/1,000	\$4.13/1,000	\$4.94/1,000	Local	85%		
Revenue/Capita	\$33.09	\$42.03	\$54.40	National	15%		

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	81.6	80.9	-0.2%	80.9	77.2	-0.9%
Households	31.9	30.9	-0.6%	30.9	29.4	-1.0%
Retail Sales	707.6	823.2	3.1%	823.2	850.0	0.6%
EBI	1,139.7	1,115.6	-0.4%	1,115.6	1,183.6	1.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	40.1	7.9	3.4	3.3	6.2	6.4	5.2	7.7
Women (000)	40.8	7.6	3.3	3.0	6.0	6.3	5.4	9.3
Total	80.9	15.5	6.7	6.2	12.2	12.7	10.6	17.0
Percentage	100.0%	19.2%	8.3%	7.7%	15.1%	15.7%	13.1%	21.0%
Per Capita	\$ 13,790	Median Household		\$ 28,096	Avg Household		\$ 36,104	
Ethnic Population:	White 92.8%	Black 1.7%	Asian 1.1%	Hispanic 2.0%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			5	4	5	4	9
Tot 12+			62.2	60.0	62.2	26.6	88.8
Avg 12+			12.4	15.0	12.4	6.7	9.9
Tot LCS			70.0	67.6	70.0	30.0	100.0
Avg LCS			14.0	16.9	14.0	7.5	11.1

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
KLFM	Great Falls	C1	92.9	100.0	696	a STARadio Corp	82	9507	925		Oldies	300	0.67	12.7	11.1	12.2	9.5	11.8	10.5	0.0	8.3	0.0
KEIN	Conrad	C1	93.7	100.0	558	Mason, Jeannine M.		97			Country			2.9	2.2	3.3	2.1	2.7	0.0	0.0	0.0	0.0
KMON	Great Falls	C1	94.5	100.0	784	a STARadio Corp	72	9012	450	c2	Country	700	1.05	19.0	7.8	22.2	13.7	18.2	26.3	0.0	29.6	0.0
KAAK	Great Falls	C1	98.9	100.0 cp	482	c Fisher Radio	72	8805	598	c3	AC	600	1.17	14.7	28.9	13.3	14.7	10.0	17.9	0.0	15.7	0.0
KQDI	Great Falls	C1	106.1	100.0	371	b Fisher Radio	63	9604	850	c1	Clsc Rock	600	0.98	17.5	12.2	12.2	15.8	13.6	10.5	0.0	12.0	0.0
# FM Stations -				5	# Combos -				4	FM TOTALS				66.8	62.2	63.2	55.8	56.3	65.2	0.0	65.6	0.0

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
KMON	Great Falls	B	560	5.0	5.00	a	STARadio Corp	47	9012		c2	Country	625	1.29	13.8	13.3	7.8	9.5	13.6	14.7	0.0	11.1	0.0
KEIN	Great Falls	B	1310	5.0	1.00		Munson Radio Inc	22	9707	80		Country	225	2.22	2.9	3.3	2.2	2.1	2.7	1.1	0.0	2.8	0.0
KXGF	Great Falls	C	1400	1.0 cp	1.00	c	Fisher Radio	47	8805		c3	Nostalgia	250	0.58	12.3	6.7	7.8	12.6	8.2	4.2	0.0	8.3	0.0
KQDI	Great Falls	C	1450	1.0 cp	1.00	b	Fisher Radio	55	9906		c1	Talk	150	1.02	4.2	3.3	4.4	5.3	1.8	3.2	0.0	1.9	0.0
# AM Stations -				4	# Combos -				3	AM TOTALS				33.2	26.6	22.2	29.5	26.3	23.2	0.0	24.1	0.0	
AM & FM Stations Profiled -				9	# Duopolies -				3	Total Local Commercial Share				88.8	85.4	85.3	82.6	88.4	0.0	89.7	0.0		

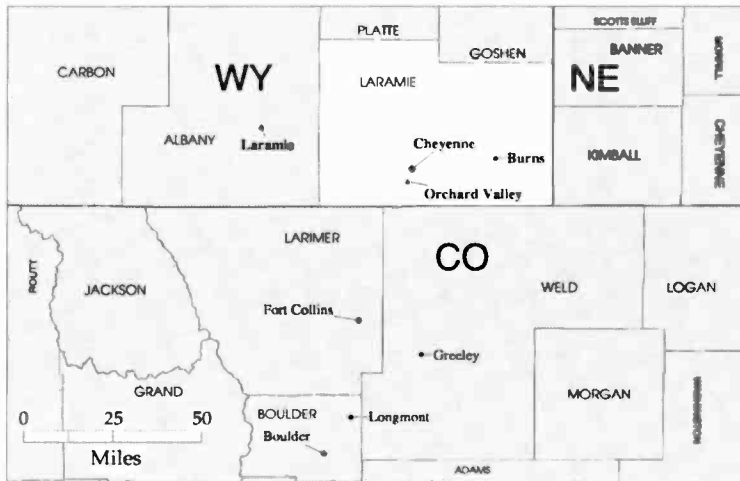
Other Rulemaking: 100.3, C, Great Falls. NOTE: Rated twice yearly with Fall '97

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 267

Revenue Rank: 254

Cheyenne, WY Market Overview



Metro Counties / Population (000)

Laramie, WY	78.7
	78.7

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

ESTIMATED GROSS REVENUES ★ ★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
	\$2,600	\$2,700	\$3,200	\$3,400	\$3,600	\$3,700	7.3%
Δ 97 - 98	1998	1999	2000	2001	2002	2002	Δ 98 - 02
8.1%	\$4,000	\$4,200	\$4,500	\$4,800	\$5,000		6.0%
	1992	1997	2002				Est. Breakout
Revenue/Retail Sales	\$4.00/1,000	\$3.71/1,000	\$3.95/1,000				Local 85%
Revenue/Capita	\$34.44	\$47.01	\$62.97				National 15%

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
	MSA Population	75.5	78.7	0.8%	78.7	79.4
Households	29.1	30.7	1.1%	30.7	31.6	0.6%
Retail Sales	649.4	997.1	9.0%	997.1	1,264.9	4.9%
EBI	1,111.2	1,301.6	3.2%	1,301.6	1,652.0	4.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	39.4	7.6	3.5	3.5	6.2	6.9	5.1	6.5
Women (000)	39.3	7.3	3.3	3.0	5.9	6.7	5.2	7.8
Total	78.7	14.9	6.9	6.6	12.2	13.6	10.3	14.3
Percentage	100.0%	18.9%	8.7%	8.4%	15.5%	17.3%	13.1%	18.2%
Per Capita	\$ 16,539							
				Median Household	\$ 35,211		Avg Household	\$ 42,397
Ethnic Population:	White 94.6%		Black 3.1%		Asian 1.5%		Hispanic 10.3%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		7	8	9	7	16
Tot 12+	13.8		48.0	60.7	61.8	13.8	75.6
Avg 12+	6.9		6.9	7.6	6.9	2.0	4.7
Tot LCS	18.3		63.5	80.3	81.7	18.3	100.0
Avg LCS	9.1		9.1	10.0	9.1	2.6	6.3

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)												
															Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995					
KCGY	Laramie	C	95.1	100.0	1070	a	Curt Gowdy Bcstg	83			Country	50	0.96	1.3	1.1	1.0	0.0	2.0	0.8	0.0	1.0	0.0					
• KIGN	Cheyenne	C1	97.9	100.0 cp	810	b	Clear Channel	68	9905	g2	Rock	450	0.62	18.1	11.7	13.9	15.2	13.7	20.0	0.0	25.7	0.0					
• KRRR	Cheyenne	C2	99.9	50.0 cp	-20	Rule		96			Oldies	125	1.01	3.1	3.2	3.0	1.0	3.9	1.7	0.0	0.0	0.0					
KOLZ	Cheyenne	C1	100.7	97.0	489	b	Clear Channel	61	9905	g2	Country	650	0.74	21.9	9.6	13.9	15.2	19.6	16.7	0.0	10.5	0.0					
KMUS	Burns	C2	101.9	50.0	492	b	Clear Channel	90	9905	g2	Country	525	0.99	13.3	12.8	12.9	11.4	9.8	12.5	0.0	14.3	0.0					
KRQU	Laramie	C	102.9	100.0	1221	c	Chaparral Comm	74	9211	g1	Adult Rock	150	1.04	3.6	3.2	2.0	3.8	2.0	2.5	0.0	2.9	0.0					
KZCY	Cheyenne	A	104.9	6.0	0	d	KRAE Inc	97			Alternative			5.5	5.3	5.0	3.8	4.9	0.0	0.0	0.0	0.0					
KIMX	Laramie	C3	105.5	2.0	1027		Montgomery Bcstg	89	9701		Hot AC	300	2.08	3.6	6.4	3.0	3.8	2.0	0.8	0.0	0.0	0.0					
• KLEN	Cheyenne	A	106.3	3.0	-3	b	Clear Channel	83	9905	g2	Soft AC	350	0.97	9.0	8.5	6.9	9.5	4.9	4.2	0.0	8.6	0.0					
# FM Stations -														9	# Combos -		7	FM TOTALS									
														79.4	61.8	61.6	63.7	62.8	59.2	0.0	63.0	0.0					

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)											
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995				
KGAB	Orchard Valley	B	650	8.5	0.50	b	Clear Channel	52	9905	g2	News/Talk			1.8	5.3	4.0	2.9	0.0	0.0	0.0	0.0	0.0					
KLDI	Laramie	B	1210	10.0	1.00	c	Chaparral Comm	62	9211	g1	Oldes/Talk	75			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
KFBC	Cheyenne	C	1240	0.7	0.70		Montgomery Bcstg	40	9307	250	Nws/Tik/AC	600	1.74	8.6	2.1	5.0	4.8	8.8	7.5	0.0	7.6	0.0					
KOWB	Laramie	B	1290	5.0	1.00	a	Curt Gowdy Bcstg	48			AC/Tik/Spt	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
KJJL	Cheyenne	B	1370	1.0	0.09	e	Christus Bcstg Inc	70	9612	120	Adlt Stndrd	350	1.62	5.4	3.2	5.0	5.7	2.9	3.3	0.0	0.0	0.0					
KRAE	Cheyenne	B	1480	1.0	0.07	d	KRAE Inc	61	7206		Oldies	275	1.43	4.8	3.2	2.0	3.8	3.9	2.5	0.0	3.8	0.0					
KKWY	Fox Farm	B	1630	10.0 cp	1.00	e	Christus Bcstg Inc	98			Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
# AM Stations -														7	# Combos -		6	AM TOTALS									
														20.6	13.8	16.0	17.2	15.6	13.3	0.0	11.4	0.0					
AM & FM Stations Profiled -														16	# Duopolies -		3	Total Local Commercial Share									
															75.6	77.6	80.9	78.4	72.5	0.0	74.4	0.0					

NOTE: Market rated twice yearly with Fall 1997 period.

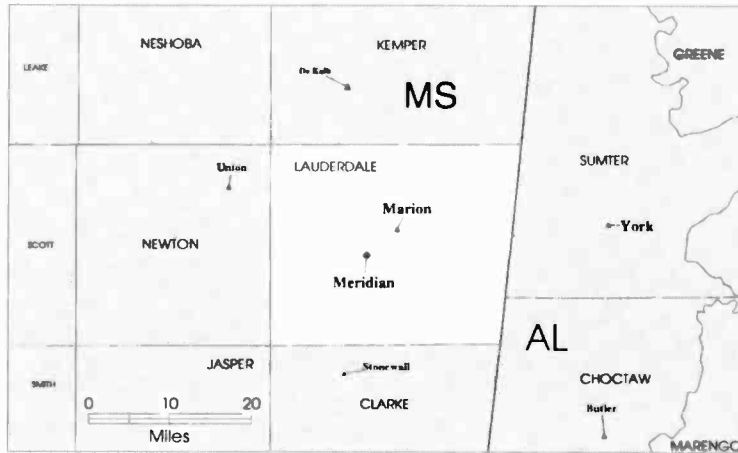
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 268

Revenue Rank: 242

Meridian, MS Market Overview



Metro Counties / Population (000)

Lauderdale, MS	75.8
	75.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$3,900	\$4,000	\$4,100	\$4,200	\$4,400	\$4,600
★	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	4.3%	\$4,800	\$5,000	\$5,300	\$5,600	\$5,900	5.5%
Revenue/Retail Sales	1992	1997	2002	Est. Breakout			
	\$6.61/1,000	\$6.22/1,000	\$6.91/1,000	Local	90%		
Revenue/Capita	\$51.25	\$60.69	\$77.84	National	10%		

Demographic and Economic Overview

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

	1992	1997	Growth Rate	1997	2002	Growth Rate
MSA Population	76.1	75.8	-0.1%	75.8	75.8	0.0%
Households	28.6	29.2	0.4%	29.2	30.1	0.6%
Retail Sales	590.2	739.3	4.6%	739.3	854.1	2.9%
EBI	894.0	1,050.1	3.3%	1,050.1	1,334.2	4.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	35.7	7.4	3.6	3.2	5.0	5.5	4.5	6.6
Women (000)	40.1	6.8	3.6	3.3	5.3	5.9	4.9	10.3
Total	75.8	14.2	7.2	6.5	10.2	11.4	9.4	16.9
Percentage	100.0%	18.7%	9.5%	8.6%	13.5%	15.0%	12.4%	22.3%
Per Capita	\$ 13,854							
				Median Household	\$ 25,927		Avg Household	\$ 35,963
Ethnic Population:	White	62.4%	Black	36.8%	Asian	0.7%	Hispanic	0.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		7	9	9	5	14
Tot 12+	10.1		58.9	69.0	69.0	17.6	86.6
Avg 12+	5.1		8.4	7.7	7.7	3.5	6.2
Tot LCS	11.7		68.0	79.7	79.7	20.3	100.0
Avg LCS	5.8		9.7	8.9	8.9	4.1	7.1

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WKZB	Butler	C2	93.5	32.0	610		Butler Bcst Corp	78				Clsc Rock			2.0	2.5	2.3	3.2	0.0	0.0	0.0	0.0	0.0	
WYYW	Marion	C2	95.1	26.0	597	a	Bcstrs & Publishers	87	9412	732	c1	Country	225	0.98	4.8	3.8	4.5	4.3	3.5	2.2	0.0	6.3	0.0	
WOKK	Meridian	C1	97.1	100.0	600	b	New South Comm	67				Country	1,400	1.26	23.1	13.8	18.2	15.1	22.1	23.6	0.0	20.0	0.0	
WJDQ	Meridian	C1	101.3	99.0	577	a	Bcstrs & Publishers	68	8904	3,356		AC	900	1.18	15.9	12.5	15.9	14.0	11.6	11.2	0.0	9.5	0.0	
WMMZ	Meridian	A	102.1	0.9 cp	509	c	Holladay Bcstg	93	9301	244	cp	Hot AC	400	1.74	4.8	6.3	2.3	4.3	3.5	4.5	0.0	5.3	0.0	
WZKS	Union	C2	104.1	19.0 cp	535	a	Bcstrs & Publishers	96	9705	2		Urban AC	525	0.79	13.9	12.5	9.1	10.8	11.6	11.2	0.0	6.3	0.0	
WSLY	York	C2	104.9	50.0	492		Grantell Bcstg Co	76				Rhythm/Blue	550	1.03	11.1	6.3	6.8	9.7	8.1	6.7	0.0	3.2	0.0	
WJXM	Dekalb	C2	105.7	50.0	384	c	Holladay Bcstg	99				Urban AC				7.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WMLV	Stonewall	A	106.9	2.3	538	c	Holladay Bcstg	98				Soft AC				3.8	2.3	0.0	0.0	0.0	0.0	0.0	0.0	
# FM Stations -					9	# Combos -					7	FM TOTALS				75.6	69.0	61.4	61.4	60.4	59.4	0.0	50.6	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
WALT	Meridian	B	910	5.0	1.00	b	New South Comm	46	5704			Urban	300	0.60	10.5	5.0	8.0	6.5	10.5	9.0	0.0	14.7	0.0	
• WMOX	Meridian	B	1010	10.0	1.00		Magnolia State	45	9301	65		Talk	350	0.80	9.1	8.8	8.0	6.5	8.1	9.0	0.0	10.5	0.0	
WNBN	Meridian	B	1290	1.0	0.09		Rackley, Frank, Jr.	88				Gospel	50	0.22	4.8	1.3	5.7	5.4	2.3	7.9	0.0	6.3	0.0	
WMER	Meridian	B	1390	5.0	0.10		Glass, Michael H.	73	9802	55		Nws/Tlk/Spt				2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WFFX	Meridian	C	1450	1.0	1.00	a	Bcstrs & Publishers	57	9412		c1	Sports	100			0.0	0.0	0.0	0.0	1.1	0.0	1.1	0.0	
# AM Stations -					5	# Combos -					2	AM TOTALS				24.4	17.6	21.7	18.4	20.9	27.0	0.0	32.6	0.0
AM & FM Stations Profiled -					14	# Duopolies -					3	Total Local Commercial Share				86.6	83.1	79.8	81.3	86.4	0.0	83.2	0.0	

NOTE: Market rated twice yearly with Fall 1997 period.

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 269

Revenue Rank: 265

Brunswick, GA Market Overview



Metro Counties / Population (000)

Glynn, GA	66.1
	66.1

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	Δ 92 - 97
	N/A	N/A	N/A	N/A	N/A	\$2,600	
	Δ 97 - 98	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	Δ 98 - 02
	7.7%	\$2,800	\$2,900	\$3,200	\$3,300	\$3,500	6.5%
Revenue/Retail Sales	<u>1992</u>	<u>1997</u>	<u>2002</u>	Est. Breakout			
Revenue/Capita	N/A	\$3.12/1,000	\$3.45/1,000	Local	85%		
	N/A	\$39.33	\$52.24	National	15%		

Demographic and Economic Overview

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

	<u>1992</u>	<u>1997</u>	Growth Rate	<u>1997</u>	<u>2002</u>	Growth Rate
MSA Population	64.1	66.1	0.6%	66.1	67.0	0.3%
Households	24.6	25.4	0.6%	25.4	26.0	0.5%
Retail Sales	601.5	833.0	6.7%	833.0	1,013.4	4.0%
EBI	900.3	1,053.3	3.2%	1,053.3	1,275.5	3.9%

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)	31.7	5.9	2.9	2.5	4.3	5.0	4.4	6.6
Women (000)	34.4	5.5	2.7	2.7	4.8	5.6	4.7	8.5
Total	66.1	11.4	5.6	5.2	9.1	10.6	9.1	15.1
Percentage	100.0%	17.3%	8.5%	7.9%	13.8%	16.0%	13.7%	22.9%
Per Capita	\$ 15,935	Median Household		\$ 32,600	Avg Household		\$ 41,470	
Ethnic Population:	White 69.8%	Black 29.1%	Asian 0.8%	Hispanic 1.6%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		5	6	7	3	10
Tot 12+	15.4		43.6	47.5	59.0	15.4	74.4
Avg 12+	7.7		8.7	7.9	8.4	5.1	7.4
Tot LCS	20.7		58.6	63.8	79.3	20.7	100.0
Avg LCS	10.3		11.7	10.6	11.3	6.9	10.0

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
• WHFX	St. Simons Island	A	92.7	6.0	328	a	Root Comm Group	90	9703		g1	Clsc Rock	150	0.75	7.1	5.1	6.7	5.0	0.0	0.0	0.0	0.0	0.0
• WSOL	Brunswick	C	101.5	100.0	1463		Clear Channel	66	9905			Clsc Hits	n/a		12.5	11.5	16.0	8.8	0.0	0.0	0.0	0.0	0.0
WBGA	Waycross	C1	102.5	97.0	994	a	Root Comm Group	71	9703		g1	Country	950	6.28	5.4	5.1	1.3	3.8	0.0	0.0	0.0	0.0	0.0
WWSN	Waycross	C	103.3	100.0	994	a	Root Comm Group	72	9703		g1	AC	525	2.08	9.0	7.7	5.3	6.3	0.0	0.0	0.0	0.0	0.0
WSEG	Brunswick	A	104.1	4.2	390		Admiral Bcstg Inc	94	9410	111	cp	Urban AC	200	0.50	14.2	10.3	8.0	10.0	0.0	0.0	0.0	0.0	0.0
WXMK	Dock Junction	C3	105.9	15.0	420		Southland Radio		91			Adult CHR	200	0.57	12.5	10.3	9.3	8.8	0.0	0.0	0.0	0.0	0.0
WYNR	Darien	C2	107.7	50.0	482	a	Root Comm Group	93	9709	2,125	c1	Country	475	1.05	16.1	9.0	12.0	11.3	0.0	0.0	0.0	0.0	0.0
# FM Stations -					7	# Combos -					4	FM TOTALS			76.8	59.0	58.6	54.0	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'd	Sales Price (000)	L M A	Format	1998 Est		Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995
WSFN	Brunswick	B	790	0.5	0.12		MarMac Comm LLC	66	9805	350		Sports				1.3	1.3	0.0	0.0	0.0	0.0	0.0	0.0
WGIG	Brunswick	B	1440	5.0	1.00	a	Root Comm Group	49	9709		c1	Nws/Tlk/Spt	150	0.38	14.2	7.7	6.7	10.0	0.0	0.0	0.0	0.0	0.0
WMOG	Brunswick	C	1490	0.6	0.60	a	Root Comm Group	40	9703		g1	Nostalgia	100	0.40	9.0	6.4	8.0	6.3	0.0	0.0	0.0	0.0	0.0
# AM Stations -					3	# Combos -					2	AM TOTALS			23.2	15.4	16.0	16.3	0.0	0.0	0.0	0.0	0.0
AM & FM Stations Profiled -					10	# Duopolies -					3	Total Local Commercial Share			74.4	74.6	70.3	0.0	0.0	0.0	0.0	0.0	

NOTE: Market first rated Spring 1998.

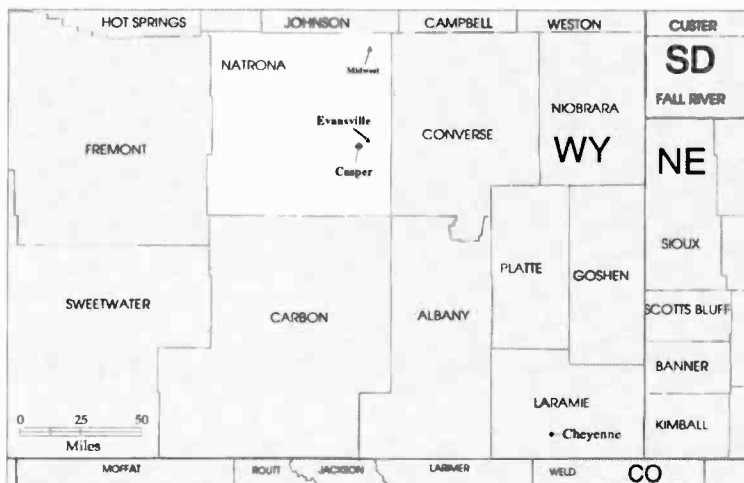
• Indicates a change since last edition

1/ See Introduction section for Interpretation of revenue estimates.

Metro Rank: 270

Revenue Rank: 258

Casper, WY Market Overview



Metro Counties / Population (000)

Natrona, WY	63.8
	63.8

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

ESTIMATED GROSS REVENUES ★★★	1992	1993	1994	1995	1996	1997	Δ 92 - 97
		\$2,400	\$2,500	\$2,600	\$2,700	\$2,800	\$3,100
Revenue/Retail Sales	Δ 97 - 98	1998	1999	2000	2001	2002	Δ 98 - 02
	19.4%	\$3,700	\$3,900	\$4,300	\$4,500	\$4,800	7.0%
Revenue/Capita	1992	1997	2002	Est. Breakout			
	\$4.62/1,000	\$4.96/1,000	\$6.79/1,000	Local	80%		
	\$39.09	\$48.59	\$78.18	National	20%		

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

MSA	1992	1997	Growth Rate	1997	2002	Growth Rate
	Population	61.4	63.8	0.8%	63.8	61.4
Households	24.2	25.6	1.1%	25.6	25.3	-0.2%
Retail Sales	519.7	624.8	3.8%	624.8	706.6	2.5%
EBI	911.3	1,174.5	5.2%	1,174.5	1,544.5	5.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	31.3	6.5	2.9	2.1	4.5	5.9	3.9	5.5
Women (000)	32.5	6.2	2.8	2.3	4.7	5.5	4.2	6.8
Total	63.8	12.6	5.7	4.4	9.2	11.4	8.1	12.3
Percentage	100.0%	19.8%	9.0%	7.0%	14.4%	17.9%	12.7%	19.2%
Per Capita	\$ 18,410							
				Median Household	\$ 38,161		Avg Household	\$ 45,880
Ethnic Population:	White	97.8%	Black	0.9%	Asian	0.6%	Hispanic	3.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			8	7	8	3	11
Tot 12+			73.8	72.6	73.8	17.8	91.6
Avg 12+			9.2	10.4	9.2	5.9	8.3
Tot LCS			80.6	79.3	80.6	19.4	100.0
Avg LCS			10.1	11.3	10.1	6.5	9.1

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
KMGW	Casper	C	94.5	65.0	1911	a	Mountain States	67	9907	p	sw	Mix AC	350	0.83	11.4	6.0	7.4	12.5	8.3	11.3	0.0	7.4	0.0	
KWYY	Casper	C	95.5	100.0	cp	1870	c	Clear Channel	81	9907	p	d4	Country	700	1.13	16.8	11.9	9.9	16.3	14.3	13.8	0.0	9.9	0.0
KMLD	Casper	C1	97.3	18.0	1772	c	Clear Channel	97	9907	p	d4	Oldies	250	0.91	7.4	8.3	6.2	10.0	3.6	0.0	0.0	0.0	0.0	0.0
• KHOC	Casper	C	102.5	100.0	cp	1860	b	Mt Rushmore Bcstg	98	9810		Hot AC	100			1.2	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KQLT	Casper	C	103.7	97.0	cp	1860	b	Mt Rushmore Bcstg	83	9408		Country	230	0.50	20.2	11.9	12.3	18.8	17.9	18.8	0.0	24.7	0.0	
KTRS	Casper	C1	104.7	18.0	1811	c	Clear Channel	97	9907	p	d4	CHR	450	1.40	8.7	13.1	12.3	6.3	9.5	5.0	0.0	0.0	0.0	
KASS	Casper	C	106.9	100.0	cp	1765	b	Mt Rushmore Bcstg	85	9506		Clsc Rock	300	0.53	15.4	8.3	9.9	12.5	15.5	10.0	0.0	23.5	0.0	
KRVK	Midwest	C	107.7	100.0	cp	1949		Clear Channel	98	9907	p	1	Clsc Rock	350			13.1	11.1	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -					8	# Combos -					7	FM TOTALS			79.9	73.8	70.3	76.4	69.1	58.9	0.0	65.5	0.0	

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1998 Est Revenue (000)1/	Power Ratio	Avg '98 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	
KUYO	Evansville	B	830	25.0	cp	0.00	Wyoming Christian	86	9904	p	75	na	Christian			1.4	1.2	3.7	1.3	1.2	0.0	0.0	0.0	0.0
• KTWO	Casper	B	1030	50.0		50.00	a	Clear Channel	30	9905		g1	FuSvc/Cntry	650	1.37	12.8	9.5	12.3	11.3	11.9	17.5	0.0	13.6	0.0
KVOC	Casper	C	1230	1.0	1.00	b	Mt Rushmore Bcstg	46	9707		105		Oldies	75	0.34	6.0	7.1	4.9	3.8	7.1	8.8	0.0	8.6	0.0
# AM Stations -					3	# Combos -					2	AM TOTALS			20.2	17.8	20.9	16.4	20.2	26.3	0.0	22.2	0.0	
AM & FM Stations Profiled -					11	# Duopolies -					3	Total Local Commercial Share			91.6	91.2	92.8	89.3	85.2	0.0	87.7	0.0		

NOTE: Market rated twice yearly with Fall 1997 period.

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.



Cross Market Analyses

This section of the book compares markets in terms of selected demographic, economic and competitive factors.

Table Number	Table Name	Table Description
Table 1	Growth Rate Projections By Market	Listed in Market Rank order, this table projects 1997-2002 annual growth rates for population, households, estimated retail sales and effective buying income.
Table 2	Number of Radio Stations in Market	Indexed on Market Rank order, this table lists the number of commercial AM and FM stations, as well as the total number of commercial stations in each market.
Table 3	1998 Estimated Gross Revenues by Market Rank	Indexed on Market Rank order, this table profiles the estimated 1998 gross revenues for radio in each Arbitron-rated market.
Table 4	1998 Estimated Gross Revenues by Revenue Amount	Listed by BIA's Market Revenue Rank, this table highlights the estimated 1998 gross revenues for each Arbitron-rated market.
Table 5	Station Calls to Market Rank	A cross reference for locating the Arbitron-rated market in which a station is rated.
Table 6	City of License to Market Rank	A cross reference for identifying the Arbitron-rated market in which a City of License is located.



Table 1

Growth Rate Projections By Market Rank

Population (Pop), Households (HH), Retail Sales (RS), and Effective Buying Income (EBI)

Rank	Market	% Growth Rate 1997 - 2002			
		Pop	HH	RS	EBI
1	New York	0.2%	0.3%	2.0%	2.5%
2	Los Angeles	0.9	0.8	1.4	2.3
3	Chicago, IL	0.4	0.6	2.9	3.5
4	San Francisco	1.2	1.1	3.0	3.7
5	Philadelphia	0.0	0.2	3.1	3.5
6	Detroit	0.2	0.5	3.2	2.9
7	Dallas - Ft. Worth	1.9	2.1	4.6	5.8
8	Boston	0.5	0.8	2.5	2.7
9	Washington, DC	1.1	1.2	4.1	3.9
10	Houston-Galveston	1.5	1.7	4.2	5.6
11	Miami-Ft. Lauderdale-Hollywood	1.6	1.7	4.0	4.5
12	Atlanta, GA	2.3	2.6	6.0	5.5
13	Puerto Rico	0.9	2.0	4.0	6.0
14	Seattle-Tacoma	1.4	1.5	4.4	6.6
15	Phoenix, AZ	2.8	3.0	6.3	5.5
16	San Diego	1.2	1.1	2.8	2.4
17	Nassau-Suffolk	0.1	0.2	1.7	1.7
18	Minneapolis - St. Paul	0.6	0.8	4.2	4.0
19	St. Louis	0.4	0.6	3.3	3.4
20	Baltimore, MD	0.5	0.8	3.2	3.2
21	Pittsburgh, PA	-0.6	-0.2	3.7	3.9
22	Tampa-St. Petersburg-Clearwater	0.9	1.0	5.3	4.8
23	Denver - Boulder	1.5	1.8	4.6	4.7
24	Cleveland	-0.2	0.2	3.8	3.1
25	Portland, OR	1.8	1.9	6.0	6.0
26	Cincinnati	0.5	0.8	4.7	4.3
27	San Jose	1.8	1.6	3.9	4.8
28	Sacramento, CA	1.6	1.7	4.2	3.8
29	Riverside-San Bernardino	1.9	1.7	3.5	2.3
30	Kansas City	1.0	1.2	4.9	4.1
31	Milwaukee - Racine	-0.1	0.2	3.3	3.3
32	San Antonio, TX	1.8	2.1	5.2	5.5
33	Providence-Warwick-Pawtucket, RI	-0.1	0.1	2.5	2.7
34	Columbus, OH	0.7	1.0	5.9	7.4
35	Salt Lake City - Ogden	1.8	2.2	5.1	6.4

Rank	Market	% Growth Rate 1997 - 2002			
		Pop	HH	RS	EBI
36	Norfolk-Virginia Beach-Newport News	0.5%	0.8%	3.5%	2.6%
37	Charlotte-Gastonia-Rock Hill	2.1	2.5	6.0	6.3
38	Indianapolis, IN	0.9	1.2	4.3	5.2
39	Orlando	1.7	1.9	5.2	5.6
40	Las Vegas, NV	3.3	3.4	7.7	7.1
41	New Orleans	-0.1	0.3	3.4	3.5
42	Greensboro-Winston Salem-High Point	1.2	1.6	4.6	4.5
43	Buffalo-Niagara Falls, NY	-0.6	-0.3	1.0	2.0
44	Nashville	1.6	1.9	6.1	6.8
45	Hartford-New Britain-Middletown	0.8	0.0	2.1	2.2
46	Memphis	0.6	1.0	4.8	5.2
47	Monmouth-Ocean, NJ	1.5	1.8	2.8	2.4
48	Raleigh - Durham, NC	2.3	2.7	7.7	6.3
49	Austin, TX	2.8	3.1	7.6	7.9
50	Rochester, NY	-0.1	0.2	2.3	1.6
51	W. Palm Beach-Boca Raton	1.7	1.8	5.6	5.8
52	Jacksonville, FL	2.0	2.2	5.6	6.2
53	Louisville, KY	0.4	0.8	3.6	4.6
54	Oklahoma City	0.7	0.9	3.5	4.7
55	Dayton, Ohio	-0.3	0.0	4.1	3.6
56	Birmingham, AL	0.7	1.1	4.3	5.5
57	Richmond, VA	0.9	1.3	4.3	3.5
58	Greenville-Spartanburg, SC	1.6	2.1	6.1	5.8
59	Albany-Schenectady-Troy	-0.4	-0.1	1.8	1.7
60	Honolulu	0.0	0.5	1.6	3.3
61	Tucson, AZ	1.5	1.8	4.0	4.9
62	McAllen-Brownsville-Harlingen, TX	2.6	2.8	4.1	6.0
63	Tulsa, OK	0.8	1.0	3.9	5.1
64	Wilkes Barre - Scranton	-0.2	0.1	3.1	3.3
65	Fresno	1.4	1.5	2.5	2.6
66	Grand Rapids, MI	1.2	1.6	5.2	5.2
67	Allentown - Bethlehem	0.1	0.4	2.5	3.4
68	Akron, OH	0.3	0.8	5.7	4.0
69	Knoxville, TN	1.0	1.4	5.3	5.4
70	El Paso, TX	1.0	1.2	2.1	3.6



Table 1

Growth Rate Projections By Market Rank

Population (Pop), Households (HH), Retail Sales (RS), and Effective Buying Income (EBI)

Rank	Market	% Growth Rate 1997 - 2002			
		Pop	HH	RS	EBI
71	Albuquerque, NM	0.9%	1.2%	6.7%	5.2%
72	Omaha - Council Bluffs	1.1	1.2	7.0	6.5
73	Syracuse, NY	-0.5	-0.3	0.4	1.1
74	Ft. Myers-Naples-Marco Island	1.7	1.7	5.6	5.2
75	Wilmington, DE	1.2	1.5	2.9	4.7
76	Harrisburg-Lebanon-Carlisle, PA	0.2	0.4	4.4	4.1
77	Monterey-Salinas-Santa Cruz	1.1	1.0	2.6	4.3
78	Toledo, OH	-0.3	0.1	4.5	3.2
79	Sarasota - Bradenton, FL	0.9	1.0	4.1	4.4
80	Springfield, MA	-0.3	0.0	0.6	1.0
81	Greenville-New Bern-Jacksonville	0.9	1.4	6.2	5.7
82	Baton Rouge, LA	0.6	1.0	4.9	5.0
83	Little Rock, AR	0.5	0.8	4.5	5.2
84	Bakersfield, CA	1.2	1.3	2.0	2.7
85	Stockton, CA	1.6	1.6	4.0	3.4
86	Mobile, AL	0.8	1.3	4.8	6.1
87	Gainesville - Ocala, FL	1.4	1.6	5.6	4.9
88	Spokane, WA	1.3	1.6	4.8	6.0
89	Columbia, SC	1.6	2.2	4.8	5.6
90	Wichita, KS	0.8	1.0	2.9	3.7
91	Des Moines, IA	0.8	1.1	5.7	4.3
92	Daytona Beach, FL	1.2	1.3	4.0	4.2
93	Youngstown - Warren, OH	-0.7	-0.2	3.9	2.6
94	Colorado Springs, CO	1.8	2.2	4.8	4.1
95	Johnson City-Kingsport-Bristol	0.7	1.0	4.0	4.9
96	Melbourne-Titusville-Cocoa, FL	1.0	1.3	4.3	3.3
97	Lakeland-Winter Haven, FL	1.2	1.4	3.9	4.0
98	Lafayette, LA	0.7	1.3	5.7	4.9
99	Morristown, NJ	0.6	0.7	1.2	1.6
100	Ft. Wayne, IN	0.5	0.9	3.4	4.5
101	New Haven, CT	-0.2	0.1	1.1	2.7
102	Chattanooga, TN	0.4	0.8	5.0	4.7
103	York, PA	0.8	1.1	2.7	3.7
104	Charleston, SC	-1.0	-0.6	4.2	2.9
105	Roanoke-Lynchburg, VA	0.2	0.6	4.6	3.7

Rank	Market	% Growth Rate 1997 - 2002			
		Pop	HH	RS	EBI
106	Oxnard - Ventura, CA	1.4%	1.3%	1.8%	2.5%
107	Lexington-Fayette, KY	1.0	1.4	4.7	4.8
108	Bridgeport, CT	0.2	0.4	3.6	4.4
109	Visalia-Tulare-Hanford	1.3	1.3	3.1	3.2
110	Augusta, GA	0.5	0.9	3.1	3.4
111	Lancaster, PA	0.6	0.9	3.8	4.0
112	Worcester, MA	0.3	0.6	2.1	1.9
113	Santa Rosa, CA	1.4	1.4	3.5	3.2
114	Lansing-East Lansing, MI	0.1	0.5	4.8	2.7
115	Huntsville, AL	0.5	1.1	4.0	4.4
116	Flint, MI	0.2	0.6	5.1	2.3
117	Portsmouth-Dover-Rochester, NH	1.4	1.6	3.9	3.6
118	Ft. Pierce-Stuart-Vero Beach, FL	1.2	1.2	4.1	3.8
119	Jackson, MS	0.9	1.3	5.0	5.9
120	Madison, WI	0.4	0.6	4.6	4.7
121	Pensacola, FL	1.5	1.6	5.9	4.8
122	Modesto, CA	1.4	1.2	4.3	2.6
123	Canton, OH	0.0	0.3	6.0	3.4
124	Saginaw-Bay City-Midland	-0.2	0.3	3.8	3.0
125	Fayetteville, NC	0.5	0.9	7.3	6.5
126	Boise, ID	2.7	3.0	7.4	7.4
127	Reno, NV	2.6	2.7	6.6	8.0
128	Corpus Christi, TX	0.9	1.2	3.1	5.0
129	Shreveport, LA	0.2	0.6	5.0	4.3
130	Beaumont-Port Arthur, TX	-0.1	0.2	2.4	3.7
131	Reading, PA	0.3	0.6	3.4	3.4
132	Quad Cities, IA-IL	-0.1	0.3	3.0	2.5
133	Ft Collins-Greeley, CO	1.9	2.3	6.6	5.3
134	Peoria, IL	0.2	0.5	3.2	3.4
135	Appleton - Oshkosh, WI	0.8	1.1	5.3	4.8
136	Atlantic City - Cape May, NJ	0.0	0.2	1.0	0.7
137	Biloxi-Gulfport-Pascagoula, MS	0.6	1.1	4.1	5.6
138	Stamford-Norwalk, CT	0.3	0.5	4.1	4.8
139	Trenton, NJ	-0.1	0.0	1.3	2.2
140	Tyler - Longview, TX	1.4	1.7	4.4	5.7



Table 1

Growth Rate Projections By Market Rank

Population (Pop), Households (HH), Retail Sales (RS), and Effective Buying Income (EBI)

Rank	Market	% Growth Rate 1997 - 2002			
		Pop	HH	RS	EBI
141	Montgomery, AL	0.9%	1.4%	4.9%	5.0%
142	Newburgh-Middletown, NY	0.6	0.7	3.3	2.3
143	Huntington, WV - Ashland, KY	-0.3	0.1	4.1	3.5
144	Eugene - Springfield, OR	0.9	1.2	4.5	4.5
145	Ann Arbor, MI	1.0	1.3	7.2	4.6
146	Springfield, MO	2.5	-0.8	4.7	2.9
147	Macon, GA	1.0	1.4	4.4	3.2
148	Rockford, IL	0.8	1.1	2.8	3.1
149	Killeen-Temple, TX	1.7	2.1	5.7	5.0
150	Utica - Rome, NY	-1.2	-1.0	3.0	0.7
151	Evansville, IN	0.2	0.6	2.9	4.2
152	Salisbury-Ocean City, MD	1.5	1.8	5.5	4.1
153	Savannah, GA	0.8	1.1	3.2	3.4
154	Palm Springs, CA	2.1	1.8	4.2	2.7
155	Erie, PA	-0.3	0.1	4.8	3.6
156	Fayetteville, AR	2.5	2.9	6.2	7.0
157	Poughkeepsie, NY	0.2	0.4	0.6	1.3
158	Wausau-Stevens Point, WI	0.2	0.5	3.6	3.7
159	South Bend, IN	0.3	0.8	4.0	4.3
160	Portland, ME	0.8	1.2	1.9	3.2
161	Hagerstown-Chambersburg-Waynesboro	0.2	0.5	3.4	2.9
162	Charleston, WV	-0.4	0.0	3.8	4.7
163	Tallahassee, FL	1.0	1.3	4.4	5.7
164	New London, CT	0.4	0.6	4.5	4.2
165	New Bedford-Fall River, MA	0.1	0.4	3.5	2.1
166	Binghamton, NY	-1.1	-0.8	-0.6	0.1
167	San Luis Obispo, CA	1.4	1.6	2.1	3.2
168	Johnstown, PA	-0.5	-0.2	4.4	3.3
169	Columbus, GA	-0.4	-0.2	4.7	2.9
170	Ft. Smith, AR	1.1	1.4	5.1	5.4
171	Anchorage, AK	-0.2	0.0	1.6	1.4
172	Lincoln, NE	0.7	1.0	5.2	5.9
173	Myrtle Beach, SC	2.6	3.2	7.3	6.5
174	Kalamazoo, MI	0.3	0.7	4.6	3.1
175	Lubbock, TX	0.2	0.4	2.5	3.3

Rank	Market	% Growth Rate 1997 - 2002			
		Pop	HH	RS	EBI
176	Odessa - Midland, TX	0.5%	0.9%	3.1%	3.3%
177	Wilmington, NC	2.5	2.9	8.1	6.1
178	Tupelo, MS	0.8	1.3	5.4	6.1
179	Asheville, NC	1.1	1.5	11.7	5.1
180	Topeka, KS	0.6	0.8	3.1	2.8
181	Waterbury, CT	-0.1	0.2	1.2	2.6
182	Dothan, AL	-0.1	0.4	4.9	3.8
183	Green Bay, WI	0.9	1.3	4.5	4.9
184	Cape Cod, MA	1.3	1.7	2.6	3.0
185	Manchester, NH	1.2	1.5	3.5	2.9
186	Santa Barbara, CA	0.6	0.5	1.7	1.7
187	Morgantown-Clarksburg-Fairmont	-0.3	0.1	3.3	4.5
188	Amarillo, TX	1.3	1.8	3.3	5.2
189	Danbury, CT	0.4	0.6	3.9	4.6
190	Terre Haute, IN	0.0	0.3	5.0	4.1
191	Waco, TX	0.8	1.2	3.8	5.1
192	Chico, CA	0.3	0.5	2.6	1.9
193	Yakima, WA	1.3	1.5	5.1	6.5
194	Springfield, IL	0.3	0.6	1.7	3.1
195	Merced, CA	-0.4	-0.3	2.3	0.1
196	Northwest Michigan	1.6	2.0	6.1	5.5
197	Santa Maria-Lompoc, CA	0.6	0.5	1.7	1.7
198	Florence, SC	1.0	1.5	4.7	5.2
199	Elmira-Corning, NY	-0.7	-0.4	3.4	1.6
200	Frederick, MD	1.7	2.0	4.1	4.2
201	Cedar Rapids, IA	0.5	0.8	5.3	3.3
202	Alexandria, LA	0.2	0.6	4.4	4.4
203	Ft. Walton Beach, FL	1.6	1.9	4.2	5.4
204	Champaign, IL	0.5	0.8	2.1	4.0
205	Lake Charles, LA	1.2	1.7	4.5	6.0
206	Medford-Ashland, OR	1.5	1.8	4.6	4.7
207	Richland-Kennewick-Pasco, WA	1.2	1.5	5.2	7.2
208	Laredo, TX	2.9	3.0	5.3	8.3
209	Laurel-Hattiesburg, MS	1.2	1.7	4.2	6.4
210	Sioux Falls, SD	0.9	1.1	6.4	5.6



Table 1

Growth Rate Projections By Market Rank

Population (Pop), Households (HH), Retail Sales (RS), and Effective Buying Income (EBI)

Rank	Market	% Growth Rate 1997 - 2002			
		Pop	HH	RS	EBI
211	Fargo, ND - Moorhead, MN	0.9%	1.4%	5.8%	5.5%
212	Marion-Carbondale, IL	0.2	0.4	4.8	2.8
213	Duluth, MN - Superior, WI	1.6	2.1	4.4	5.0
214	Tuscaloosa, AL	1.0	1.4	5.5	5.7
215	Blacksburg-Christiansburg-Radford-Pulaski	0.2	0.5	4.8	2.2
216	St. Cloud, MN	1.0	1.5	3.5	4.1
217	Muskegon, MI	0.0	0.0	0.0	0.0
218	Redding, CA	0.9	1.1	3.4	2.0
219	Winchester, VA	1.4	1.8	4.5	3.5
220	Dubuque, IA	-0.2	0.2	3.8	2.8
221	Wheeling, WV	-0.8	-0.4	3.2	2.8
222	Parkersburg-Marietta, WV-OH	-0.3	0.1	4.0	3.8
223	Charlottesville, VA	1.3	1.7	3.8	4.6
224	Burlington, VT	0.8	1.4	2.6	3.5
225	Lima, OH	-0.3	0.1	5.0	2.9
226	Joplin, MO	1.2	1.6	5.6	5.0
227	Abilene, TX	0.3	0.5	2.4	2.9
228	Panama City, FL	1.7	2.0	6.4	5.7
229	Waterloo-Cedar Falls, IA	-0.4	-0.1	3.6	3.0
230	Bloomington, IL	0.9	1.3	3.8	5.0
231	Lafayette, IN	0.6	1.1	5.1	5.5
232	Eau Claire, WI	0.3	0.7	5.8	3.6
233	Monroe, LA	0.1	0.5	3.0	3.7
234	Sussex, NJ	1.2	1.3	3.5	2.4
235	Santa Fe, NM	1.5	1.8	6.3	5.7
236	Battle Creek, MI	0.0	0.4	3.4	2.6
237	Wichita Falls, TX	1.3	1.7	3.7	5.5
238	State College, PA	0.6	0.9	2.9	4.3
239	Bryan-College Station, TX	0.4	0.8	5.9	5.1
240	Pueblo, CO	1.0	1.5	7.1	4.1

Rank	Market	% Growth Rate 1997 - 2002			
		Pop	HH	RS	EBI
241	Altoona, PA	-0.6%	-0.4%	5.7%	3.7%
242	Columbia, MO	1.7	2.3	7.0	5.5
243	Texarkana, TX-AR	0.4	0.8	4.4	3.5
244	Billings, MT	0.2	0.4	2.0	2.9
245	Sioux City, IA	0.4	0.7	5.1	5.2
246	Williamsport, PA	-0.9	-0.5	4.1	2.4
247	Decatur, IL	0.0	0.0	0.0	0.0
248	Albany, GA	0.3	0.6	3.0	3.7
249	Augusta-Waterville, ME	-0.7	-0.3	0.1	1.0
250	Bluefield, WV	-0.4	0.0	3.4	2.8
251	Grand Junction, CO	1.9	2.4	5.9	5.8
252	Watertown, NY	-0.6	-0.5	1.5	0.9
253	Lawton, OK	-0.8	-0.7	3.0	2.9
254	Rapid City, SD	-0.4	-0.2	5.3	4.3
255	Harrisonburg, VA	1.1	1.6	6.5	4.2
256	San Angelo, TX	0.7	1.0	2.9	4.0
257	Lewiston-Auburn, ME	-0.9	-0.5	2.8	1.5
258	Ithaca, NY	-0.1	0.1	1.6	1.9
259	Grand Forks, ND-MN	0.0	0.5	4.5	3.8
260	Cookeville, TN	1.5	2.2	7.2	6.0
261	Owensboro, KY	0.1	0.6	4.8	3.7
262	Bismarck, ND	0.4	0.9	5.2	4.9
263	Bangor, ME	-0.5	-0.1	3.9	1.5
264	Jackson, TN	0.8	1.2	4.7	6.7
265	Beckley, WV	0.4	1.0	5.2	5.3
266	Great Falls, MT	-0.9	-1.0	0.6	1.2
267	Cheyenne, WY	0.2	0.6	4.9	4.9
268	Meridian, MS	0.0	0.6	2.9	4.9
269	Brunswick, GA	0.3	0.5	4.0	3.9
270	Casper, WY	-0.8	-0.2	2.5	5.6



Table 2
Number of Radio Stations in Market
 Ranked by Market

Rank	Market	# AM Stations	# FM Stations	Total Stations
1	New York	36	39	75
2	Los Angeles	29	38	67
3	Chicago, IL	38	44	82
4	San Francisco	28	39	67
5	Philadelphia	23	18	41
6	Detroit	17	23	40
7	Dallas - Ft. Worth	25	31	56
8	Boston	27	23	50
9	Washington, DC	26	24	50
10	Houston-Galveston	27	29	56
11	Miami-Ft. Lauderdale-Hollywood	27	20	47
12	Atlanta, GA	35	19	54
13	Puerto Rico	42	39	81
14	Seattle-Tacoma	31	20	51
15	Phoenix, AZ	21	25	46
16	San Diego	17	24	41
17	Nassau-Suffolk	10	19	29
18	Minneapolis - St. Paul	22	19	41
19	St. Louis	23	21	44
20	Baltimore, MD	16	15	31
21	Pittsburgh, PA	26	22	48
22	Tampa-St. Petersburg-Clearwater	23	19	42
23	Denver - Boulder	24	18	42
24	Cleveland	16	16	32
25	Portland, OR	26	14	40
26	Cincinnati	13	21	34
27	San Jose	9	13	22
28	Sacramento, CA	18	20	38
29	Riverside-San Bernardino	13	15	28
30	Kansas City	19	18	37
31	Milwaukee - Racine	16	18	34
32	San Antonio, TX	20	18	38
33	Providence-Warwick-Pawtucket, RI	21	16	37
34	Columbus, OH	11	22	33
35	Salt Lake City - Ogden	23	22	45

Rank	Market	# AM Stations	# FM Stations	Total Stations
36	Norfolk-Virginia Beach-Newport News	17	19	36
37	Charlotte-Gastonia-Rock Hill	25	15	40
38	Indianapolis, IN	10	20	30
39	Orlando	16	14	30
40	Las Vegas, NV	12	17	29
41	New Orleans	16	19	35
42	Greensboro-Winston Salem-High Point	23	15	38
43	Buffalo-Niagara Falls, NY	14	12	26
44	Nashville	24	22	46
45	Hartford-New Britain-Middletown	14	12	26
46	Memphis	20	20	40
47	Monmouth-Ocean, NJ	4	8	12
48	Raleigh - Durham, NC	22	17	39
49	Austin, TX	11	17	28
50	Rochester, NY	10	22	32
51	W. Palm Beach-Boca Raton	15	13	28
52	Jacksonville, FL	18	18	36
53	Louisville, KY	14	20	34
54	Oklahoma City	12	14	26
55	Dayton, Ohio	11	17	28
56	Birmingham, AL	19	18	37
57	Richmond, VA	13	16	29
58	Greenville-Spartanburg, SC	21	18	39
59	Albany-Schenectady-Troy	15	27	42
60	Honolulu	17	16	33
61	Tucson, AZ	15	13	28
62	McAllen-Brownsville-Harlingen, TX	9	15	24
63	Tulsa, OK	11	20	31
64	Wilkes Barre - Scranton	19	20	39
65	Fresno	15	24	39
66	Grand Rapids, MI	15	17	32
67	Allentown - Bethlehem	10	8	18
68	Akron, OH	5	4	9
69	Knoxville, TN	19	16	35
70	El Paso, TX	9	11	20



Table 2
Number of Radio Stations in Market
 Ranked by Market

Rank	Market	# AM Stations	# FM Stations	Total Stations
71	Albuquerque, NM	15	23	38
72	Omaha - Council Bluffs	10	14	24
73	Syracuse, NY	13	21	34
74	Ft. Myers-Naples-Marco Island	11	21	32
75	Wilmington, DE	8	6	14
76	Harrisburg-Lebanon-Carlisle, PA	11	13	24
77	Monterey-Salinas-Santa Cruz	13	21	34
78	Toledo, OH	9	17	26
79	Sarasota - Bradenton, FL	8	8	16
80	Springfield, MA	10	11	21
81	Greenville-New Bern-Jacksonville	18	24	42
82	Baton Rouge, LA	9	12	21
83	Little Rock, AR	13	20	33
84	Bakersfield, CA	13	17	30
85	Stockton, CA	5	10	15
86	Mobile, AL	12	16	28
87	Gainesville - Ocala, FL	10	19	29
88	Spokane, WA	11	16	27
89	Columbia, SC	9	14	23
90	Wichita, KS	8	16	24
91	Des Moines, IA	9	16	25
92	Daytona Beach, FL	8	14	22
93	Youngstown - Warren, OH	11	11	22
94	Colorado Springs, CO	8	13	21
95	Johnson City-Kingsport-Bristol	21	12	33
96	Melbourne-Titusville-Cocoa, FL	9	6	15
97	Lakeland-Winter Haven, FL	9	5	14
98	Lafayette, LA	11	22	33
99	Morristown, NJ	2	1	3
100	Ft. Wayne, IN	7	17	24
101	New Haven, CT	5	4	9
102	Chattanooga, TN	14	15	29
103	York, PA	6	10	16
104	Charleston, SC	10	18	28
105	Roanoke-Lynchburg, VA	18	17	35

Rank	Market	# AM Stations	# FM Stations	Total Stations
106	Oxnard - Ventura, CA	5	10	15
107	Lexington-Fayette, KY	10	17	27
108	Bridgeport, CT	5	4	9
109	Visalia-Tulare-Hanford	7	13	20
110	Augusta, GA	10	19	29
111	Lancaster, PA	3	8	11
112	Worcester, MA	7	5	12
113	Santa Rosa, CA	3	10	13
114	Lansing-East Lansing, MI	7	10	17
115	Huntsville, AL	14	12	26
116	Flint, MI	7	8	15
117	Portsmouth-Dover-Rochester, NH	7	10	17
118	Ft. Pierce-Stuart-Vero Beach, FL	6	12	18
119	Jackson, MS	13	19	32
120	Madison, WI	8	14	22
121	Pensacola, FL	9	11	20
122	Modesto, CA	6	17	23
123	Canton, OH	7	7	14
124	Saginaw-Bay City-Midland	8	12	20
125	Fayetteville, NC	13	12	25
126	Boise, ID	10	16	26
127	Reno, NV	10	17	27
128	Corpus Christi, TX	9	19	28
129	Shreveport, LA	9	13	22
130	Beaumont-Port Arthur, TX	10	11	21
131	Reading, PA	3	4	7
132	Quad Cities, IA-IL	8	12	20
133	Ft Collins-Greeley, CO	8	5	13
134	Peoria, IL	5	12	17
135	Appleton - Oshkosh, WI	9	13	22
136	Atlantic City - Cape May, NJ	7	18	25
137	Biloxi-Gulfport-Pascagoula, MS	7	13	20
138	Stamford-Norwalk, CT	4	4	8
139	Trenton, NJ	4	5	9
140	Tyler - Longview, TX	10	13	23



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
141	Montgomery, AL	8	10	18	176	Odessa - Midland, TX	6	15	21
142	Newburgh-Middletown, NY	5	9	14	177	Wilmington, NC	6	14	20
143	Huntington, WV - Ashland, KY	11	13	24	178	Tupelo, MS	10	15	25
144	Eugene - Springfield, OR	11	9	20	179	Asheville, NC	9	8	17
145	Ann Arbor, MI	5	2	7	180	Topeka, KS	3	10	13
146	Springfield, MO	6	14	20	181	Waterbury, CT	4	3	7
147	Macon, GA	11	13	24	182	Dothan, AL	7	17	24
148	Rockford, IL	4	7	11	183	Green Bay, WI	3	10	13
149	Killeen-Temple, TX	3	10	13	184	Cape Cod, MA	2	12	14
150	Utica - Rome, NY	10	14	24	185	Manchester, NH	4	9	13
151	Evansville, IN	8	12	20	186	Santa Barbara, CA	5	9	14
152	Salisbury-Ocean City, MD	8	25	33	187	Morgantown-Clarksburg-Fairmont	7	15	22
153	Savannah, GA	5	17	22	188	Amarillo, TX	7	15	22
154	Palm Springs, CA	8	12	20	189	Danbury, CT	4	5	9
155	Erie, PA	7	9	16	190	Terre Haute, IN	9	13	22
156	Fayetteville, AR	7	12	19	191	Waco, TX	5	8	13
157	Poughkeepsie, NY	6	15	21	192	Chico, CA	3	15	18
158	Wausau-Stevens Point, WI	6	13	19	193	Yakima, WA	8	11	19
159	South Bend, IN	7	13	20	194	Springfield, IL	4	9	13
160	Portland, ME	8	15	23	195	Merced, CA	3	16	19
161	Hagerstown-Chambersburg-Waynesboro	6	10	16	196	Northwest Michigan	8	18	26
162	Charleston, WV	8	9	17	197	Santa Maria-Lompoc, CA	6	7	13
163	Tallahassee, FL	5	12	17	198	Florence, SC	9	14	23
164	New London, CT	3	7	10	199	Elmira-Corning, NY	11	13	24
165	New Bedford-Fall River, MA	6	6	12	200	Frederick, MD	5	5	10
166	Binghamton, NY	6	10	16	201	Cedar Rapids, IA	5	7	12
167	San Luis Obispo, CA	9	16	25	202	Alexandria, LA	5	11	16
168	Johnstown, PA	10	11	21	203	Ft. Walton Beach, FL	4	12	16
169	Columbus, GA	6	10	16	204	Champaign, IL	3	12	15
170	Ft. Smith, AR	9	16	25	205	Lake Charles, LA	4	6	10
171	Anchorage, AK	8	15	23	206	Medford-Ashland, OR	6	11	17
172	Lincoln, NE	3	10	13	207	Richland-Kennewick-Pasco, WA	5	14	19
173	Myrtle Beach, SC	7	19	26	208	Laredo, TX	3	5	8
174	Kalamazoo, MI	8	8	16	209	Laurel-Hattiesburg, MS	5	13	18
175	Lubbock, TX	7	12	19	210	Sioux Falls, SD	7	10	17



Table 2
Number of Radio Stations in Market
 Ranked by Market

Rank	Market	# AM Stations	# FM Stations	Total Stations
211	Fargo, ND - Moorhead, MN	4	10	14
212	Marion-Carbondale, IL	6	10	16
213	Duluth, MN - Superior, WI	7	12	19
214	Tuscaloosa, AL	5	10	15
215	Blacksburg-Christiansburg-Radford-Pulaski	10	10	20
216	St. Cloud, MN	6	12	18
217	Muskegon, MI	5	8	13
218	Redding, CA	5	10	15
219	Winchester, VA	5	8	13
220	Dubuque, IA	4	9	13
221	Wheeling, WV	5	9	14
222	Parkersburg-Marietta, WV-OH	6	9	15
223	Charlottesville, VA	5	8	13
224	Burlington, VT	5	14	19
225	Lima, OH	2	10	12
226	Joplin, MO	8	10	18
227	Abilene, TX	6	12	18
228	Panama City, FL	3	13	16
229	Waterloo-Cedar Falls, IA	8	8	16
230	Bloomington, IL	1	4	5
231	Lafayette, IN	3	10	13
232	Eau Claire, WI	6	11	17
233	Monroe, LA	5	14	19
234	Sussex, NJ	1	3	4
235	Santa Fe, NM	5	15	20
236	Battle Creek, MI	3	9	12
237	Wichita Falls, TX	2	7	9
238	State College, PA	4	9	13
239	Bryan-College Station, TX	4	10	14
240	Pueblo, CO	6	9	15

Rank	Market	# AM Stations	# FM Stations	Total Stations
241	Altoona, PA	6	9	15
242	Columbia, MO	4	12	16
243	Texarkana, TX-AR	6	13	19
244	Billings, MT	6	9	15
245	Sioux City, IA	6	8	14
246	Williamsport, PA	5	11	16
247	Decatur, IL	2	7	9
248	Albany, GA	4	11	15
249	Augusta-Waterville, ME	5	11	16
250	Bluefield, WV	8	8	16
251	Grand Junction, CO	5	9	14
252	Watertown, NY	3	7	10
253	Lawton, OK	2	7	9
254	Rapid City, SD	5	10	15
255	Harrisonburg, VA	5	9	14
256	San Angelo, TX	3	11	14
257	Lewiston-Auburn, ME	2	6	8
258	Ithaca, NY	4	5	9
259	Grand Forks, ND-MN	6	9	15
260	Cookeville, TN	4	7	11
261	Owensboro, KY	3	9	12
262	Bismarck, ND	4	7	11
263	Bangor, ME	3	12	15
264	Jackson, TN	3	11	14
265	Beckley, WV	4	6	10
266	Great Falls, MT	4	5	9
267	Cheyenne, WY	7	9	16
268	Meridian, MS	5	9	14
269	Brunswick, GA	3	7	10
270	Casper, WY	3	8	11



Table 3
1998 Estimated Gross Market Revenues
Ranked by Market

Rank	Market	1998 Est. Gross Revenues (\$000)	Rank	Market	1998 Est. Gross Revenues (\$000)
1	New York	\$625,500	36	Norfolk-Virginia Beach-Newport News	\$47,000
2	Los Angeles	654,500	37	Charlotte-Gastonia-Rock Hill	93,000
3	Chicago, IL	431,700	38	Indianapolis, IN	78,800
4	San Francisco	310,200	39	Orlando	95,800
5	Philadelphia	255,600	40	Las Vegas, NV	63,100
6	Detroit	230,000	41	New Orleans	54,300
7	Dallas - Ft. Worth	287,700	42	Greensboro-Winston Salem-High Point	44,400
8	Boston	253,900	43	Buffalo-Niagara Falls, NY	51,500
9	Washington, DC	263,400	44	Nashville	63,500
10	Houston-Galveston	257,100	45	Hartford-New Britain-Middletown	65,000
11	Miami-Ft. Lauderdale-Hollywood	215,800	46	Memphis	52,800
12	Atlanta, GA	257,500	47	Monmouth-Ocean, NJ	19,500
13	Puerto Rico	85,000	48	Raleigh - Durham, NC	73,800
14	Seattle-Tacoma	178,200	49	Austin, TX	65,600
15	Phoenix, AZ	142,800	50	Rochester, NY	38,400
16	San Diego	140,600	51	W. Palm Beach-Boca Raton	47,800
17	Nassau-Suffolk	45,000	52	Jacksonville, FL	49,100
18	Minneapolis - St. Paul	147,700	53	Louisville, KY	47,700
19	St. Louis	115,600	54	Oklahoma City	41,700
20	Baltimore, MD	110,100	55	Dayton, Ohio	37,300
21	Pittsburgh, PA	92,800	56	Birmingham, AL	44,600
22	Tampa-St. Petersburg-Clearwater	108,800	57	Richmond, VA	46,400
23	Denver - Boulder	151,500	58	Greenville-Spartanburg, SC	35,800
24	Cleveland	98,700	59	Albany-Schenectady-Troy	37,200
25	Portland, OR	107,600	60	Honolulu	26,100
26	Cincinnati	118,900	61	Tucson, AZ	34,300
27	San Jose	41,800	62	McAllen-Brownsville-Harlingen, TX	16,400
28	Sacramento, CA	87,100	63	Tulsa, OK	36,000
29	Riverside-San Bernardino	35,600	64	Wilkes Barre - Scranton	24,100
30	Kansas City	82,000	65	Fresno	32,600
31	Milwaukee - Racine	71,800	66	Grand Rapids, MI	39,100
32	San Antonio, TX	74,000	67	Allentown - Bethlehem	24,500
33	Providence-Warwick-Pawtucket, RI	41,700	68	Akron, OH	17,300
34	Columbus, OH	83,800	69	Knoxville, TN	29,800
35	Salt Lake City - Ogden	70,700	70	El Paso, TX	20,400



Table 3
1998 Estimated Gross Market Revenues
 Ranked by Market

Rank	Market	1998 Est. Gross Revenues (\$000)	Rank	Market	1998 Est. Gross Revenues (\$000)
71	Albuquerque, NM	\$38,200	106	Oxnard - Ventura, CA	\$13,200
72	Omaha - Council Bluffs	36,100	107	Lexington-Fayette, KY	20,700
73	Syracuse, NY	27,100	108	Bridgeport, CT	19,600
74	Ft. Myers-Naples-Marco Island	25,500	109	Visalia-Tulare-Hanford	4,600
75	Wilmington, DE	23,500	110	Augusta, GA	16,200
76	Harrisburg-Lebanon-Carlisle, PA	27,300	111	Lancaster, PA	11,400
77	Monterey-Salinas-Santa Cruz	15,900	112	Worcester, MA	12,300
78	Toledo, OH	28,300	113	Santa Rosa, CA	11,500
79	Sarasota - Bradenton, FL	4,300	114	Lansing-East Lansing, MI	18,400
80	Springfield, MA	17,900	115	Huntsville, AL	17,200
81	Greenville-New Bern-Jacksonville	19,500	116	Flint, MI	14,700
82	Baton Rouge, LA	24,200	117	Portsmouth-Dover-Rochester, NH	13,900
83	Little Rock, AR	22,300	118	Ft. Pierce-Stuart-Vero Beach, FL	10,300
84	Bakersfield, CA	16,000	119	Jackson, MS	20,200
85	Stockton, CA	8,500	120	Madison, WI	26,700
86	Mobile, AL	18,300	121	Pensacola, FL	12,700
87	Gainesville - Ocala, FL	13,200	122	Modesto, CA	17,500
88	Spokane, WA	17,400	123	Canton, OH	9,700
89	Columbia, SC	26,700	124	Saginaw-Bay City-Midland	18,000
90	Wichita, KS	27,000	125	Fayetteville, NC	18,400
91	Des Moines, IA	26,600	126	Boise, ID	18,300
92	Daytona Beach, FL	8,800	127	Reno, NV	17,400
93	Youngstown - Warren, OH	18,800	128	Corpus Christi, TX	12,100
94	Colorado Springs, CO	17,100	129	Shreveport, LA	13,900
95	Johnson City-Kingsport-Bristol	14,700	130	Beaumont-Port Arthur, TX	12,600
96	Melbourne-Titusville-Cocoa, FL	7,700	131	Reading, PA	10,300
97	Lakeland-Winter Haven, FL	5,100	132	Quad Cities, IA-IL	14,500
98	Lafayette, LA	13,800	133	Ft Collins-Greeley, CO	9,200
99	Morristown, NJ	N/A	134	Peoria, IL	13,500
100	Ft. Wayne, IN	19,500	135	Appleton - Oshkosh, WI	15,600
101	New Haven, CT	17,200	136	Atlantic City - Cape May, NJ	15,100
102	Chattanooga, TN	21,200	137	Biloxi-Gulfport-Pascagoula, MS	10,300
103	York, PA	16,600	138	Stamford-Norwalk, CT	6,900
104	Charleston, SC	21,700	139	Trenton, NJ	16,700
105	Roanoke-Lynchburg, VA	18,000	140	Tyler - Longview, TX	14,200



Table 3
1998 Estimated Gross Market Revenues
Ranked by Market

Rank	Market	1998 Est. Gross Revenues (\$000)	Rank	Market	1998 Est. Gross Revenues (\$000)
141	Montgomery, AL	\$16,100	176	Odessa - Midland, TX	\$9,700
142	Newburgh-Middletown, NY	5,600	177	Wilmington, NC	10,800
143	Huntington, WV - Ashland, KY	11,100	178	Tupelo, MS	6,600
144	Eugene - Springfield, OR	10,500	179	Asheville, NC	9,700
145	Ann Arbor, MI	5,100	180	Topeka, KS	9,700
146	Springfield, MO	17,200	181	Waterbury, CT	N/A
147	Macon, GA	11,600	182	Dothan, AL	8,000
148	Rockford, IL	12,500	183	Green Bay, WI	11,700
149	Killeen-Temple, TX	5,900	184	Cape Cod, MA	11,800
150	Utica - Rome, NY	9,100	185	Manchester, NH	16,600
151	Evansville, IN	13,200	186	Santa Barbara, CA	10,900
152	Salisbury-Ocean City, MD	14,900	187	Morgantown-Clarksburg-Fairmont	9,900
153	Savannah, GA	16,400	188	Amarillo, TX	7,200
154	Palm Springs, CA	12,200	189	Danbury, CT	7,700
155	Erie, PA	10,900	190	Terre Haute, IN	6,400
156	Fayetteville, AR	10,800	191	Waco, TX	7,400
157	Poughkeepsie, NY	15,200	192	Chico, CA	4,400
158	Wausau-Stevens Point, WI	11,200	193	Yakima, WA	7,600
159	South Bend, IN	17,100	194	Springfield, IL	11,100
160	Portland, ME	18,700	195	Merced, CA	4,500
161	Hagerstown-Chambersburg-Waynesboro	8,500	196	Northwest Michigan	9,400
162	Charleston, WV	13,800	197	Santa Maria-Lompoc, CA	3,500
163	Tallahassee, FL	14,300	198	Florence, SC	7,100
164	New London, CT	7,900	199	Elmira-Corning, NY	5,300
165	New Bedford-Fall River, MA	4,500	200	Frederick, MD	5,500
166	Binghamton, NY	9,400	201	Cedar Rapids, IA	13,700
167	San Luis Obispo, CA	7,400	202	Alexandria, LA	5,300
168	Johnstown, PA	6,600	203	Ft. Walton Beach, FL	5,700
169	Columbus, GA	10,800	204	Champaign, IL	10,200
170	Ft. Smith, AR	6,700	205	Lake Charles, LA	6,400
171	Anchorage, AK	16,200	206	Medford-Ashland, OR	6,800
172	Lincoln, NE	12,000	207	Richland-Kennewick-Pasco, WA	6,800
173	Myrtle Beach, SC	9,600	208	Laredo, TX	4,200
174	Kalamazoo, MI	11,700	209	Laurel-Hattiesburg, MS	5,100
175	Lubbock, TX	11,600	210	Sioux Falls, SD	9,900



Table 3
1998 Estimated Gross Market Revenues
Ranked by Market

Rank	Market	1998 Est. Gross Revenues (\$000)	Rank	Market	1998 Est. Gross Revenues (\$000)
211	Fargo, ND - Moorhead, MN	\$12,000	241	Altoona, PA	\$5,900
212	Marion-Carbondale, IL	6,700	242	Columbia, MO	8,000
213	Duluth, MN - Superior, WI	7,500	243	Texarkana, TX-AR	5,600
214	Tuscaloosa, AL	6,600	244	Billings, MT	6,600
215	Blacksburg-Christiansburg-Radford-Pulaski	2,700	245	Sioux City, IA	6,200
216	St. Cloud, MN	9,600	246	Williamsport, PA	5,800
217	Muskegon, MI	6,300	247	Decatur, IL	4,200
218	Redding, CA	5,500	248	Albany, GA	8,300
219	Winchester, VA	7,300	249	Augusta-Waterville, ME	4,000
220	Dubuque, IA	6,200	250	Bluefield, WV	4,500
221	Wheeling, WV	5,400	251	Grand Junction, CO	5,400
222	Parkersburg-Marietta, WV-OH	5,200	252	Watertown, NY	4,600
223	Charlottesville, VA	5,700	253	Lawton, OK	3,300
224	Burlington, VT	12,200	254	Rapid City, SD	8,500
225	Lima, OH	5,900	255	Harrisonburg, VA	6,300
226	Joplin, MO	6,100	256	San Angelo, TX	3,800
227	Abilene, TX	5,600	257	Lewiston-Auburn, ME	1,500
228	Panama City, FL	5,900	258	Ithaca, NY	3,700
229	Waterloo-Cedar Falls, IA	6,200	259	Grand Forks, ND-MN	6,300
230	Bloomington, IL	7,700	260	Cookeville, TN	3,800
231	Lafayette, IN	8,300	261	Owensboro, KY	7,200
232	Eau Claire, WI	10,200	262	Bismarck, ND	6,600
233	Monroe, LA	10,600	263	Bangor, ME	7,300
234	Sussex, NJ	3,300	264	Jackson, TN	7,400
235	Santa Fe, NM	3,400	265	Beckley, WV	5,200
236	Battle Creek, MI	2,300	266	Great Falls, MT	3,500
237	Wichita Falls, TX	5,100	267	Cheyenne, WY	4,000
238	State College, PA	4,500	268	Meridian, MS	4,800
239	Bryan-College Station, TX	6,600	269	Brunswick, GA	2,800
240	Pueblo, CO	4,100	270	Casper, WY	3,700



Table 4
1998 Estimated Gross Market Revenues
 Ranked by Amount

Revenue Rank	Market Rank	Market	1998 Est. Gross Revenues (\$000)	Revenue Rank	Market Rank	Market	1998 Est. Gross Revenues (\$000)
1	2	Los Angeles	\$654,500	36	49	Austin, TX	\$65,600
2	1	New York	625,500	37	45	Hartford-New Britain-Middletown	65,000
3	3	Chicago, IL	431,700	38	44	Nashville	63,500
4	4	San Francisco	310,200	39	40	Las Vegas, NV	63,100
5	7	Dallas - Ft. Worth	287,700	40	41	New Orleans	54,300
6	9	Washington, DC	263,400	41	46	Memphis	52,800
7	12	Atlanta, GA	257,500	42	43	Buffalo-Niagara Falls, NY	51,500
8	10	Houston-Galveston	257,100	43	52	Jacksonville, FL	49,100
9	5	Philadelphia	255,600	44	51	W. Palm Beach-Boca Raton	47,800
10	8	Boston	253,900	45	53	Louisville, KY	47,700
11	6	Detroit	230,000	46	36	Norfolk-Virginia Beach-Newport News	47,000
12	11	Miami-Ft. Lauderdale-Hollywood	215,800	47	57	Richmond, VA	46,400
13	14	Seattle-Tacoma	178,200	48	17	Nassau-Suffolk	45,000
14	23	Denver - Boulder	151,500	49	56	Birmingham, AL	44,600
15	18	Minneapolis - St. Paul	147,700	50	42	Greensboro-Winston Salem-High Point	44,400
16	15	Phoenix, AZ	142,800	51	27	San Jose	41,800
17	16	San Diego	140,600	52	33	Providence-Warwick-Pawtucket, RI	41,700
18	26	Cincinnati	118,900	52	54	Oklahoma City	41,700
19	19	St. Louis	115,600	54	66	Grand Rapids, MI	39,100
20	20	Baltimore, MD	110,100	55	50	Rochester, NY	38,400
21	22	Tampa-St. Petersburg-Clearwater	108,800	56	71	Albuquerque, NM	38,200
22	25	Portland, OR	107,600	57	55	Dayton, Ohio	37,300
23	24	Cleveland	98,700	58	59	Albany-Schenectady-Troy	37,200
24	39	Orlando	95,800	59	72	Omaha - Council Bluffs	36,100
25	37	Charlotte-Gastonia-Rock Hill	93,000	60	63	Tulsa, OK	36,000
26	21	Pittsburgh, PA	92,800	61	58	Greenville-Spartanburg, SC	35,800
27	28	Sacramento, CA	87,100	62	29	Riverside-San Bernardino	35,600
28	13	Puerto Rico	85,000	63	61	Tucson, AZ	34,300
29	34	Columbus, OH	83,800	64	65	Fresno	32,600
30	30	Kansas City	82,000	65	69	Knoxville, TN	29,800
31	38	Indianapolis, IN	78,800	66	78	Toledo, OH	28,300
32	32	San Antonio, TX	74,000	67	76	Harrisburg-Lebanon-Carlisle, PA	27,300
33	48	Raleigh - Durham, NC	73,800	68	73	Syracuse, NY	27,100
34	31	Milwaukee - Racine	71,800	69	90	Wichita, KS	27,000
35	35	Salt Lake City - Ogden	70,700	70	89	Columbia, SC	26,700



Table 4
1998 Estimated Gross Market Revenues
 Ranked by Amount

Revenue Rank	Market Rank	Market	1998 Est. Gross Revenues (\$000)	Revenue Rank	Market Rank	Market	1998 Est. Gross Revenues (\$000)
70	120	Madison, WI	\$26,700	105	159	South Bend, IN	\$17,100
72	91	Des Moines, IA	26,600	107	139	Trenton, NJ	16,700
73	60	Honolulu	26,100	108	103	York, PA	16,600
74	74	Ft. Myers-Naples-Marco Island	25,500	108	185	Manchester, NH	16,600
75	67	Allentown - Bethlehem	24,500	110	62	McAllen-Brownsville-Harlingen, TX	16,400
76	82	Baton Rouge, LA	24,200	110	153	Savannah, GA	16,400
77	64	Wilkes Barre - Scranton	24,100	112	110	Augusta, GA	16,200
78	75	Wilmington, DE	23,500	112	171	Anchorage, AK	16,200
79	83	Little Rock, AR	22,300	114	141	Montgomery, AL	16,100
80	104	Charleston, SC	21,700	115	84	Bakersfield, CA	16,000
81	102	Chattanooga, TN	21,200	116	77	Monterey-Salinas-Santa Cruz	15,900
82	107	Lexington-Fayette, KY	20,700	117	135	Appleton - Oshkosh, WI	15,600
83	70	El Paso, TX	20,400	118	157	Poughkeepsie, NY	15,200
84	119	Jackson, MS	20,200	119	136	Atlantic City - Cape May, NJ	15,100
85	108	Bridgeport, CT	19,600	120	152	Salisbury-Ocean City, MD	14,900
86	47	Monmouth-Ocean, NJ	19,500	121	95	Johnson City-Kingsport-Bristol	14,700
86	81	Greenville-New Bern-Jacksonville	19,500	121	116	Flint, MI	14,700
86	100	Ft. Wayne, IN	19,500	123	132	Quad Cities, IA-IL	14,500
89	93	Youngstown - Warren, OH	18,800	124	163	Tallahassee, FL	14,300
90	160	Portland, ME	18,700	125	140	Tyler - Longview, TX	14,200
91	114	Lansing-East Lansing, MI	18,400	126	117	Portsmouth-Dover-Rochester, NH	13,900
91	125	Fayetteville, NC	18,400	126	129	Shreveport, LA	13,900
93	86	Mobile, AL	18,300	128	98	Lafayette, LA	13,800
93	126	Boise, ID	18,300	128	162	Charleston, WV	13,800
95	105	Roanoke-Lynchburg, VA	18,000	130	201	Cedar Rapids, IA	13,700
95	124	Saginaw-Bay City-Midland	18,000	131	134	Peoria, IL	13,500
97	80	Springfield, MA	17,900	132	87	Gainesville - Ocala, FL	13,200
98	122	Modesto, CA	17,500	132	106	Oxnard - Ventura, CA	13,200
99	88	Spokane, WA	17,400	132	151	Evansville, IN	13,200
99	127	Reno, NV	17,400	135	121	Pensacola, FL	12,700
101	68	Akron, OH	17,300	136	130	Beaumont-Port Arthur, TX	12,600
102	101	New Haven, CT	17,200	137	148	Rockford, IL	12,500
102	115	Huntsville, AL	17,200	138	112	Worcester, MA	12,300
102	146	Springfield, MO	17,200	139	154	Palm Springs, CA	12,200
105	94	Colorado Springs, CO	17,100	139	224	Burlington, VT	12,200



Table 4
1998 Estimated Gross Market Revenues
 Ranked by Amount

Revenue Rank	Market Rank	Market	1998 Est. Gross Revenues (\$000)	Revenue Rank	Market Rank	Market	1998 Est. Gross Revenues (\$000)
141	128	Corpus Christi, TX	\$12,100	176	133	Ft Collins-Greeley, CO	\$9,200
142	172	Lincoln, NE	12,000	177	150	Utica - Rome, NY	9,100
142	211	Fargo, ND - Moorhead, MN	12,000	178	92	Daytona Beach, FL	8,800
144	184	Cape Cod, MA	11,800	179	85	Stockton, CA	8,500
145	174	Kalamazoo, MI	11,700	179	161	Hagerstown-Chambersburg-Waynesboro	8,500
145	183	Green Bay, WI	11,700	179	254	Rapid City, SD	8,500
147	147	Macon, GA	11,600	182	231	Lafayette, IN	8,300
147	175	Lubbock, TX	11,600	182	248	Albany, GA	8,300
149	113	Santa Rosa, CA	11,500	184	182	Dothan, AL	8,000
150	111	Lancaster, PA	11,400	184	242	Columbia, MO	8,000
151	158	Wausau-Stevens Point, WI	11,200	186	164	New London, CT	7,900
152	143	Huntington, WV - Ashland, KY	11,100	187	96	Melbourne-Titusville-Cocoa, FL	7,700
152	194	Springfield, IL	11,100	187	189	Danbury, CT	7,700
154	155	Erie, PA	10,900	187	230	Bloomington, IL	7,700
154	186	Santa Barbara, CA	10,900	190	193	Yakima, WA	7,600
156	156	Fayetteville, AR	10,800	191	213	Duluth, MN - Superior, WI	7,500
156	169	Columbus, GA	10,800	192	167	San Luis Obispo, CA	7,400
156	177	Wilmington, NC	10,800	192	191	Waco, TX	7,400
159	233	Monroe, LA	10,600	192	264	Jackson, TN	7,400
160	144	Eugene - Springfield, OR	10,500	195	219	Winchester, VA	7,300
161	118	Ft. Pierce-Stuart-Vero Beach, FL	10,300	195	263	Bangor, ME	7,300
161	131	Reading, PA	10,300	197	188	Amarillo, TX	7,200
161	137	Biloxi-Gulfport-Pascagoula, MS	10,300	197	261	Owensboro, KY	7,200
164	204	Champaign, IL	10,200	199	198	Florence, SC	7,100
164	232	Eau Claire, WI	10,200	200	138	Stamford-Norwalk, CT	6,900
166	187	Morgantown-Clarksburg-Fairmont	9,900	201	206	Medford-Ashland, OR	6,800
166	210	Sioux Falls, SD	9,900	201	207	Richland-Kennewick-Pasco, WA	6,800
168	123	Canton, OH	9,700	203	170	Ft. Smith, AR	6,700
168	176	Odessa - Midland, TX	9,700	203	212	Marion-Carbondale, IL	6,700
168	179	Asheville, NC	9,700	205	168	Johnstown, PA	6,600
168	180	Topeka, KS	9,700	205	178	Tupelo, MS	6,600
172	173	Myrtle Beach, SC	9,600	205	214	Tuscaloosa, AL	6,600
172	216	St. Cloud, MN	9,600	205	239	Bryan-College Station, TX	6,600
174	166	Binghamton, NY	9,400	205	244	Billings, MT	6,600
174	196	Northwest Michigan	9,400	205	262	Bismarck, ND	6,600



Table 4
1998 Estimated Gross Market Revenues
 Ranked by Amount

Revenue Rank	Market Rank	Market	1998 Est. Gross Revenues (\$000)	Revenue Rank	Market Rank	Market	1998 Est. Gross Revenues (\$000)
211	190	Terre Haute, IN	\$6,400	238	209	Laurel-Hattiesburg, MS	\$5,100
211	205	Lake Charles, LA	6,400	238	237	Wichita Falls, TX	5,100
213	217	Muskegon, MI	6,300	242	268	Meridian, MS	4,800
213	255	Harrisonburg, VA	6,300	243	109	Visalia-Tulare-Hanford	4,600
213	259	Grand Forks, ND-MN	6,300	243	252	Watertown, NY	4,600
216	220	Dubuque, IA	6,200	245	165	New Bedford-Fall River, MA	4,500
216	229	Waterloo-Cedar Falls, IA	6,200	245	195	Merced, CA	4,500
216	245	Sioux City, IA	6,200	245	238	State College, PA	4,500
219	226	Joplin, MO	6,100	245	250	Bluefield, WV	4,500
220	149	Killeen-Temple, TX	5,900	249	192	Chico, CA	4,400
220	225	Lima, OH	5,900	250	79	Sarasota - Bradenton, FL	4,300
220	228	Panama City, FL	5,900	251	208	Laredo, TX	4,200
220	241	Altoona, PA	5,900	251	247	Decatur, IL	4,200
224	246	Williamsport, PA	5,800	253	240	Pueblo, CO	4,100
225	203	Ft. Walton Beach, FL	5,700	254	249	Augusta-Waterville, ME	4,000
225	223	Charlottesville, VA	5,700	254	267	Cheyenne, WY	4,000
227	142	Newburgh-Middletown, NY	5,600	256	256	San Angelo, TX	3,800
227	227	Abilene, TX	5,600	256	260	Cookeville, TN	3,800
227	243	Texarkana, TX-AR	5,600	258	258	Ithaca, NY	3,700
230	200	Frederick, MD	5,500	258	270	Casper, WY	3,700
230	218	Redding, CA	5,500	260	197	Santa Maria-Lompoc, CA	3,500
232	221	Wheeling, WV	5,400	260	266	Great Falls, MT	3,500
232	251	Grand Junction, CO	5,400	262	235	Santa Fe, NM	3,400
234	199	Elmira-Corning, NY	5,300	263	234	Sussex, NJ	3,300
234	202	Alexandria, LA	5,300	263	253	Lawton, OK	3,300
236	222	Parkersburg-Marietta, WV-OH	5,200	265	269	Brunswick, GA	2,800
236	265	Beckley, WV	5,200	266	215	Blacksburg-Christiansburg-Radford-Pulaski	2,700
238	97	Lakeland-Winter Haven, FL	5,100	267	236	Battle Creek, MI	2,300
238	145	Ann Arbor, MI	5,100	268	257	Lewiston-Auburn, ME	1,500



Table 5
Station Calls to Market Rank

CIDR-FM 6	KALO-AM 130	KATZ-AM 19	KBFM-FM 62	KBRQ-FM 191	KCBS-AM 4	KCLH-FM 245	KCTY-AM 77	KDJM-FM 23	KEDJ-FM 15
CIMX-FM 6	KALY-AM 71	KATZ-FM 19	KBFX-FM 171	KBRS-FM 156	KCBS-FM 2	KCLR-FM 242	KCTY-FM 72	KDJW-AM 188	KEED-AM 144
CKLW-AM 6	KALZ-FM 65	KAVA-AM 240	KBGE-AM 140	KBRT-AM 2	KCCG-FM 128	KCMC-AM 243	KCUB-AM 61	KDKA-AM 21	KEEL-AM 129
CKWW-AM 6	KAMA-AM 70	KAVS-FM 2	KBGG-AM 91	KBSG-AM 14	KCCN-AM 60	KCMG-FM 2	KCUV-AM 23	KDKB-FM 15	KEEP-FM 32
KAAC-FM 266	KAMB-FM 195	KAWW-FM 83	KBGN-AM 126	KBSG-FM 14	KCCN-FM 60	KCMJ-AM 154	KCVM-FM 229	KDKO-AM 23	KES-AM 140
KAAM-AM 7	KAMO-FM 156	KAXX-AM 171	KBHB-AM 254	KBSO-FM 128	KCCQ-FM 91	KCML-FM 216	KCVR-AM 85	KDKS-FM 129	KEEY-FM 18
KAAT-FM 65	KAMX-FM 49	KAYD-FM 130	KBHR-FM 29	KBSR-AM 244	KCCS-AM 25	KCMN-AM 94	KCVT-FM 180	KDLS-AM 91	KEFM-FM 72
KAAY-AM 83	KANE-AM 98	KAYO-FM 14	KBIC-FM 62	KBSU-AM 126	KCCV-AM 128	KCMO-AM 30	KCVW-FM 90	KDLS-FM 91	KEGL-FM 7
KABC-AM 2	KANM-AM 122	KAYR-AM 170	KBID-AM 84	KBZS-AM 15	KCCV-AM 30	KCMO-FM 30	KCWJ-AM 30	KDMI-AM 91	KEGR-FM 218
KABG-FM 71	KANN-AM 35	KAYX-FM 30	KBIF-AM 65	KBTE-FM 128	KCCV-FM 30	KCMQ-FM 242	KCWM-AM 32	KDMM-AM 7	KEGX-FM 207
KABL-AM 4	KANR-FM 90	KAYY-FM 90	KBIG-FM 2	KBTK-AM 71	KCCY-FM 240	KCMS-FM 14	KCWR-FM 84	KDMO-AM 226	KEHK-FM 144
KABN-AM 171	KANS-FM 180	KAZA-AM 27	KBIG-FM 94	KBTN-AM 226	KCDA-FM 88	KCMT-FM 244	KCXL-AM 30	KDMX-FM 7	KEIN-AM 266
KABQ-AM 71	KAOI-FM 60	KAZN-AM 2	KBIU-FM 205	KBTN-FM 226	KCDD-FM 227	KCMX-AM 206	KCXX-FM 29	KDND-FM 28	KEIN-FM 266
KABX-FM 195	KAOK-AM 205	KAZP-AM 72	KBKL-FM 251	KBTU-FM 77	KCDU-FM 77	KCMX-FM 206	KCYI-FM 54	KDNW-FM 213	KEJC-FM 122
KACD-FM 2	KAPB-FM 202	KAZR-FM 91	KBKO-AM 186	KBUA-FM 2	KCEE-AM 61	KCNA-FM 206	KCYO-FM 146	KDNZ-AM 229	KEJS-FM 175
KACE-FM 2	KAPL-AM 206	KAZZ-FM 88	KBKS-FM 14	KBUC-FM 32	KCEO-AM 16	KCNL-FM 27	KCYY-FM 32	KDOK-FM 140	KEKB-FM 251
KACL-FM 262	KAQQ-AM 88	KBAC-FM 235	KBLA-AM 2	KBUE-FM 2	KCEZ-FM 192	KCNN-AM 259	KCZN-FM 106	KDON-FM 77	KELG-AM 49
KADD-FM 40	KARA-FM 27	KBAD-AM 40	KBLE-AM 14	KBUL-AM 244	KCFM-FM 63	KCNQ-FM 84	KDAB-FM 156	KDOT-FM 127	KELI-FM 256
KADI-FM 146	KARN-AM 83	KBAL-AM 167	KBLG-AM 244	KBUL-FM 127	KCFO-AM 63	KCNW-AM 30	KDAE-AM 128	KDOX-AM 40	KELO-AM 210
KADX-FM 171	KARN-FM 83	KBAT-FM 176	KBLX-FM 4	KBUY-FM 188	KCFX-FM 30	KCNZ-AM 229	KDAL-AM 213	KDRE-FM 83	KELO-FM 210
KADZ-AM 23	KARO-FM 126	KBAY-FM 27	KBMA-FM 239	KBVA-FM 156	KCGY-FM 267	KCOH-AM 10	KDAL-FM 213	KDRK-FM 88	KELP-AM 70
KAEH-FM 29	KARR-AM 14	KBBA-AM 227	KBMB-FM 28	KBXL-FM 126	KCHJ-AM 84	KCOL-AM 133	KDAR-FM 106	KDRY-AM 32	KELT-FM 29
KAEP-FM 88	KARS-AM 71	KBBA-AM 227	KBME-AM 10	KBXR-FM 242	KCHK-AM 18	KCON-AM 83	KDAT-FM 201	KDST-FM 220	KEMX-FM 63
KAEZ-FM 188	KARX-FM 188	KBBL-AM 83	KBMR-AM 262	KBXX-FM 10	KCHK-FM 18	KCOO-FM 84	KDAV-AM 175	KDTH-AM 220	KENE-AM 193
KAFC-FM 171	KARY-FM 193	KBBO-AM 193	KBMS-AM 25	KBYR-AM 171	KCHL-AM 32	KCOR-AM 32	KDAZ-AM 71	KDUK-FM 144	KENI-AM 171
KAFY-AM 84	KASA-AM 15	KBBO-AM 193	KBNA-AM 70	KBYZ-FM 262	KCHN-AM 10	KCPX-FM 35	KDB-FM 186	KDUS-AM 15	KENO-AM 40
KAGC-AM 239	KASE-FM 49	KBBT-FM 25	KBNA-FM 70	KBZD-FM 188	KCHQ-FM 71	KCQQ-FM 132	KDBS-AM 202	KDVV-FM 180	KENR-AM 10
KAGG-FM 239	KASH-AM 171	KBBV-AM 29	KBNA-FM 70	KBZG-FM 15	KCHX-FM 176	KCRG-AM 201	KDCD-FM 256	KDWB-FM 18	KENS-AM 32
KAGM-FM 23	KASH-FM 171	KBBW-AM 191	KBNP-AM 25	KBZK-FM 167	KCHZ-FM 30	KCRN-AM 256	KDCE-AM 235	KDWN-AM 40	KENU-AM 14
KAHI-AM 28	KASI-AM 91	KBBX-AM 72	KBOB-FM 132	KBZN-FM 35	KCID-AM 126	KCRN-FM 256	KDDG-FM 216	KDXT-FM 7	KENZ-FM 35
KAHK-FM 49	KASM-AM 216	KBBY-FM 106	KBOI-AM 126	KBZO-FM 175	KCID-FM 126	KCRO-AM 72	KDDJ-FM 15	KDXX-AM 7	KERI-AM 84
KAHZ-AM 7	KASO-AM 129	KBCD-FM 2	KBOM-FM 235	KBZQ-FM 253	KCIS-AM 14	KCRR-FM 229	KDDK-FM 83	KDXX-FM 7	KERN-AM 84
KAIM-AM 60	KASS-FM 270	KBCE-FM 202	KBON-FM 98	KBZR-FM 15	KCIV-FM 195	KCRS-AM 176	KDDX-FM 254	KDYA-AM 4	KERX-FM 170
KAIM-FM 60	KASZ-FM 149	KBCL-AM 129	KBOQ-FM 77	KBZS-AM 4	KCIX-FM 126	KCRS-FM 176	KDDZ-AM 23	KDYL-AM 35	KESE-AM 156
KAJA-FM 32	KATD-AM 4	KBCO-FM 23	KBOR-AM 62	KBZT-FM 16	KCIY-FM 30	KCRZ-FM 109	KDEF-AM 71	KDYS-AM 98	KESO-FM 62
KAJN-FM 98	KATF-FM 220	KBCT-FM 191	KBOS-FM 65	KBZX-FM 167	KCJZ-FM 32	KCSE-FM 256	KDES-FM 154	KDZA-FM 240	KESP-FM 15
KAJZ-FM 195	KATG-FM 127	KBCY-FM 227	KBOX-FM 197	KBZY-AM 25	KCKC-AM 29	KCSJ-AM 240	KDFC-FM 4	KEAG-FM 171	KESQ-AM 154
KAKC-AM 63	KATH-FM 70	KBDR-FM 208	KBOY-FM 206	KCAL-AM 29	KCKI-FM 63	KCST-AM 144	KDFT-AM 7	KEAN-AM 227	KESS-AM 7
KAKT-FM 206	KATI-FM 242	KBEE-AM 35	KBPI-FM 23	KCAL-FM 29	KCKK-AM 23	KCST-FM 144	KDGE-FM 7	KEAN-FM 227	KEST-AM 4
KALC-FM 23	KATM-FM 122	KBEE-FM 35	KBPS-AM 25	KCAQ-FM 106	KCKK-FM 23	KCTA-AM 128	KDGS-FM 90	KEAR-FM 4	KESZ-FM 15
KALE-AM 207	KATP-FM 188	KBEG-FM 30	KBRD-AM 14	KCBC-AM 122	KCKR-FM 191	KCTC-AM 28	KDIA-AM 4	KEAZ-FM 205	KEUG-FM 144
KALF-FM 192	KATS-FM 193	KBER-FM 35	KBRG-FM 4	KCBL-AM 65	KCLB-AM 154	KCTD-AM 2	KDIF-AM 29	KEBC-AM 54	KEUN-AM 98
KALI-AM 2	KATT-FM 54	KBET-AM 2	KBRH-AM 82	KCBN-AM 127	KCLB-FM 154	KCTE-AM 30	KDIS-AM 2	KEBE-AM 140	KEVT-AM 61
KALI-FM 2	KATX-FM 227	KBEZ-FM 63	KBRJ-FM 171	KCBQ-AM 16	KCLD-FM 216	KCTK-AM 15	KDJZ-AM 18	KECR-AM 16	KEWB-FM 218
KALL-AM 35	KATY-FM 29	KBFB-FM 7	KBRO-AM 14	KCBR-AM 94	KCLE-AM 7	KCTR-FM 244	KDJK-FM 122	KEDA-AM 32	KEWL-AM 243



Table 5
Station Calls to Market Rank

KEWL-FM 243	KFEZ-AM 30	KFON-AM 49	KGBY-FM 28	KGRP-FM 113	KHPY-AM 29	KIKK-AM 10	KISR-FM 170	KJLO-FM 233	KKBQ-FM 10
KEWS-AM 25	KFFG-FM 27	KFOR-AM 172	KGDN-FM 207	KGRR-FM 220	KHSL-FM 192	KIKK-FM 10	KISS-FM 32	KJME-AM 23	KKBR-FM 244
KEX-AM 25	KFFM-FM 193	KFOX-FM 2	KGDP-AM 197	KGRW-FM 188	KHSP-FM 243	KIKN-FM 210	KIST-FM 186	KJMG-FM 233	KKBT-FM 2
KEXO-AM 251	KFFN-AM 61	KFPW-AM 170	KGEE-FM 176	KGSG-FM 207	KHTE-FM 83	KIKR-AM 130	KISV-FM 84	KJMK-FM 226	KKCB-FM 213
KEXS-AM 30	KFGE-FM 172	KFQC-AM 132	KGEM-AM 126	KGSR-FM 49	KHTK-AM 28	KILE-AM 10	KISW-FM 14	KJML-FM 226	KKCD-FM 72
KEXT-FM 71	KFGO-AM 211	KFQD-AM 171	KGEM-AM 126	KGST-AM 65	KHTL-AM 71	KILM-FM 62	KISX-FM 140	KJMM-FM 63	KKCL-FM 175
KEYF-AM 88	KFGO-FM 211	KFQX-AM 227	KGEM-AM 126	KGTO-AM 63	KHTN-FM 195	KILO-FM 94	KIT-AM 193	KJMN-FM 23	KKCN-FM 256
KEYF-AM 88	KFGY-FM 211	KFRC-AM 4	KGEO-AM 84	KGU-AM 60	KHTO-FM 146	KILT-AM 10	KITA-AM 83	KJMQ-FM 195	KKCQ-AM 259
KEYH-AM 10	KFGY-FM 113	KFRC-FM 4	KGFF-AM 54	KGUY-AM 25	KHTQ-FM 88	KILT-FM 10	KITO-AM 63	KJMS-FM 46	KKCQ-FM 259
KEYI-FM 49	KFH-AM 90	KFRE-AM 65	KGFM-FM 84	KGUY-AM 25	KHTS-FM 16	KIMM-AM 254	KITO-FM 63	KJMZ-FM 253	KKCS-AM 94
KEYJ-FM 227	KFI-AM 2	KFRG-FM 29	KGFT-FM 94	KGY-AM 14	KHTT-FM 63	KIMN-FM 23	KITS-FM 4	KJOC-AM 132	KKCS-FM 94
KEYN-FM 90	KFIA-AM 28	KFRO-AM 140	KGGI-FM 29	KHAK-FM 201	KHVH-AM 60	KIMX-FM 267	KITT-FM 129	KJOJ-AM 10	KKCT-FM 262
KEYQ-AM 65	KFIG-AM 65	KFRO-FM 140	KGGN-AM 30	KHAR-AM 171	KHVN-AM 7	KINE-AM 128	KITZ-AM 14	KJOJ-FM 10	KKCV-FM 229
KEYS-AM 128	KFIT-AM 49	KFRQ-FM 62	KGGO-FM 91	KHAY-FM 106	KHWG-FM 127	KINE-AM 60	KIVA-AM 71	KJOP-AM 109	KKCW-FM 25
KEYT-AM 186	KFIV-AM 122	KFRR-FM 65	KGGR-AM 7	KHCB-AM 10	KHXR-FM 127	KING-FM 14	KIWI-FM 84	KJOT-FM 126	KKCY-FM 192
KEYW-FM 207	KFIZ-AM 135	KFRU-AM 242	KGHF-AM 240	KHCB-FM 10	KHXS-FM 227	KINK-FM 25	KIWW-FM 62	KJOX-AM 193	KKDA-AM 7
KEZA-FM 156	KFIZ-FM 135	KFRX-FM 172	KGHL-AM 244	KHCK-FM 7	KHYI-FM 7	KINT-FM 70	KIXI-AM 14	KJOY-FM 85	KKDA-AM 7
KEZE-FM 88	KFJO-FM 4	KFSA-AM 170	KGHT-AM 83	KHEY-AM 70	KHYL-FM 28	KIOA-FM 91	KIXL-AM 49	KJPN-AM 60	KKDD-AM 29
KEZG-FM 172	KFJZ-AM 7	KFSD-FM 16	KGIL-AM 2	KHEY-FM 70	KHYS-FM 227	KIOC-FM 130	KIXQ-FM 226	KJQI-AM 4	KKDJ-FM 84
KEZK-FM 19	KFKA-AM 133	KFSG-FM 2	KGKL-AM 256	KHFI-FM 49	KHYT-FM 61	KIOI-FM 4	KIXY-FM 256	KJQI-FM 4	KKDM-FM 91
KEZL-FM 65	KFKF-FM 30	KFSO-FM 65	KGKL-FM 256	KHFM-FM 71	KHZZ-FM 28	KIOK-FM 207	KIXZ-AM 188	KJQY-FM 16	KKDS-AM 35
KEZM-AM 205	KFLD-AM 207	KFTE-FM 98	KGLA-AM 41	KHFX-FM 202	KIBG-FM 195	KIOO-FM 109	KIZN-FM 126	KJR-AM 14	KKDZ-AM 14
KEZN-FM 154	KFLO-AM 129	KFTX-FM 128	KGLD-AM 140	KHHK-FM 193	KIBZ-FM 172	KIOQ-AM 28	KJAK-FM 175	KJR-FM 14	KKEG-FM 156
KEZO-FM 72	KFLT-AM 61	KFUO-AM 19	KGLF-AM 128	KHHO-AM 14	KICT-FM 90	KIOT-FM 71	KJAV-FM 62	KJRB-AM 88	KKEQ-FM 259
KEZP-FM 202	KFLZ-FM 128	KFUO-FM 19	KGLI-FM 245	KIHH-FM 23	KIDD-AM 77	KIOU-AM 129	KJAX-AM 85	KJRG-AM 90	KKFM-FM 94
KEZR-FM 27	KFMA-FM 61	KFWB-AM 2	KGLL-FM 133	KHIP-FM 77	KIDI-FM 197	KIOZ-FM 16	KJAY-AM 28	KJSL-AM 19	KKFN-AM 23
KEZU-FM 170	KFMB-AM 16	KFXD-AM 126	KGLW-AM 167	KHIS-AM 84	KIDO-AM 126	KIPR-FM 83	KJAZ-AM 192	KJSN-FM 122	KKFR-FM 15
KEZW-AM 23	KFMB-FM 16	KFXJ-FM 126	KGME-AM 15	KHIT-AM 127	KIDR-AM 15	KIQI-AM 4	KJBC-AM 176	KJSR-FM 63	KKGB-FM 205
KEZY-AM 2	KFMF-FM 192	KFXN-AM 18	KGMG-FM 61	KHJM-FM 63	KIDS-AM 146	KIQK-FM 254	KJBN-AM 83	KJUG-AM 109	KKGL-FM 126
KEZZ-AM 133	KFMS-FM 49	KFXS-AM 254	KGMS-FM 61	KHKI-FM 91	KIDX-AM 244	KIQN-AM 35	KJBZ-FM 208	KJUG-FM 109	KKGM-FM 30
KFAB-AM 72	KFMS-FM 40	KFXX-AM 25	KGMM-FM 2	KHKK-FM 122	KIEV-AM 2	KIQO-FM 167	KJCB-AM 98	KJUL-FM 40	KKGO-FM 2
KFAD-FM 202	KFMV-FM 98	KFXZ-FM 98	KGMY-AM 146	KHKS-FM 7	KIEZ-AM 77	KIRC-FM 54	KJCE-AM 49	KJWL-FM 65	KKGT-AM 25
KFAL-AM 242	KFMW-FM 229	KFYI-AM 15	KGMY-FM 146	KHLA-FM 205	KIFM-FM 16	KIRL-AM 19	KJDJ-AM 167	KJYE-FM 251	KKHJ-AM 2
KFAN-AM 18	KFMX-FM 175	KFYO-AM 175	KGMZ-AM 60	KHLL-FM 233	KIGN-FM 267	KIRN-AM 2	KJEE-FM 186	KJYO-FM 54	KKHK-FM 23
KFAT-FM 171	KFMZ-FM 242	KFYR-AM 262	KGMZ-FM 60	KHLR-FM 239	KIGS-AM 65	KIRO-AM 14	KJEM-FM 156	KJZY-FM 113	KKHN-FM 60
KFAV-FM 19	KFNA-AM 70	KFZX-FM 176	KGNB-AM 32	KHLS-FM 46	KIHM-AM 127	KIRT-AM 62	KJFK-FM 49	KKAL-FM 167	KKHR-FM 227
KFAX-AM 4	KFNI-AM 32	KGA-AM 88	KGNC-AM 188	KHMX-FM 10	KIHT-FM 19	KIRV-AM 65	KJFX-FM 65	KKAM-AM 175	KKHT-FM 10
KFAY-AM 156	KFNK-FM 14	KGAB-AM 267	KGNC-FM 188	KHNC-AM 133	KIIM-FM 61	KISA-AM 60	KJJB-FM 98	KKAR-AM 72	KKIC-AM 126
KFAY-FM 156	KFNN-AM 15	KGAM-AM 154	KGNW-AM 14	KHNR-AM 60	KIIS-FM 2	KISC-FM 88	KJJC-FM 91	KKAS-AM 130	KKIM-AM 71
KFBC-AM 267	KFNS-AM 19	KGB-FM 16	KGO-AM 4	KHOC-FM 270	KIIX-AM 133	KISE-FM 77	KJLL-AM 267	KKAT-FM 35	KKIQ-FM 4
KFBK-AM 28	KFNS-FM 19	KGBC-AM 10	KGOL-AM 10	KHOP-FM 122	KIIZ-FM 149	KISF-FM 40	KJYY-FM 91	KKAY-AM 82	KKIX-FM 156
KFDF-AM 170	KFNW-FM 211	KGBI-FM 72	KGON-FM 25	KHOT-AM 65	KIKA-AM 29	KISK-FM 218	KJJZ-FM 154	KKAY-FM 82	KKJG-FM 167
KFDI-AM 90	KFNX-AM 15	KGBT-AM 62	KGOR-FM 72	KHOT-FM 15	KIKF-FM 2	KISN-FM 35	KKJJ-FM 259	KKBA-FM 128	KKJJ-FM 206
KFDI-FM 90	KFNZ-AM 35	KGBT-FM 62	KGOT-FM 171	KHOW-AM 23	KIKI-AM 60	KISP-FM 72	KJLH-FM 2	KKBB-FM 84	KKJL-AM 167
KFEL-AM 240	KFOG-FM 4	KGBX-FM 146	KGRE-AM 133	KHPN-AM 133	KIKI-FM 60	KISQ-FM 4	KJLL-AM 61	KKBE-FM 106	KKJM-FM 216



Table 5

Station Calls to Market Rank

KKJW-FM 176	KKPZ-AM 25	KLAL-FM 83	KLIP-FM 233	KLTB-FM 126	KMBS-AM 233	KMLE-FM 15	KMXR-FM 128	KNML-AM 71	KOEL-FM 229
KKJZ-FM 25	KKRD-FM 90	KLAQ-FM 70	KLIT-FM 2	KLTD-FM 149	KMBV-FM 239	KMMG-FM 71	KMXS-FM 171	KNND-AM 144	KOES-FM 227
KKKK-FM 176	KKRN-FM 83	KLAR-AM 208	KLIV-AM 27	KLTG-FM 128	KMBY-FM 77	KMML-FM 188	KMXV-FM 30	KNNN-FM 218	KOEZ-FM 90
KKLA-FM 2	KKRO-FM 171	KLAT-AM 10	KLJT-FM 140	KLTH-AM 29	KMBZ-AM 30	KMMM-FM 65	KMXY-FM 251	KNOB-AM 16	KOFC-AM 156
KKLB-FM 49	KKRQ-FM 201	KLAV-AM 40	KLKL-FM 129	KLTI-FM 91	KMCA-AM 218	KMMX-FM 175	KMXZ-FM 61	KNOE-AM 233	KOFX-FM 70
KKLF-AM 7	KKRW-FM 10	KLAW-FM 253	KLLB-AM 35	KLTN-FM 10	KMCK-FM 156	KMND-AM 176	KMYC-AM 28	KNOE-FM 233	KOGM-FM 98
KKLH-FM 146	KKRX-AM 253	KLAX-FM 2	KLLC-FM 4	KLTO-FM 10	KMCM-FM 176	KMNS-AM 245	KMYL-AM 15	KNOF-FM 18	KOGO-AM 16
KKLI-FM 94	KKRZ-FM 25	KLBB-AM 18	KLLL-FM 175	KLTT-AM 23	KMDL-FM 98	KMOD-FM 63	KMYL-FM 15	KNOR-AM 54	KOGT-AM 130
KKLL-AM 226	KKSA-AM 256	KLBG-AM 202	KLLS-FM 90	KLTW-FM 98	KMDX-FM 256	KMON-AM 266	KMYR-AM 90	KNOX-AM 259	KOHO-AM 60
KKLO-AM 30	KKSB-FM 186	KLBJ-AM 49	KLLY-FM 84	KLTX-AM 2	KMED-AM 206	KMON-FM 266	KMYX-AM 84	KNOX-FM 259	KOHT-FM 61
KKLS-AM 254	KKSF-FM 4	KLBJ-FM 49	KLMO-AM 23	KLTY-FM 7	KMEL-FM 4	KMOQ-FM 226	KMYX-FM 84	KNRK-FM 25	KOIL-AM 72
KKLS-FM 210	KKSL-AM 25	KLBN-FM 65	KLMP-FM 254	KLUC-FM 40	KMEO-FM 7	KMOX-AM 19	KMYZ-FM 233	KNRO-AM 218	KOIT-AM 4
KKLT-FM 15	KKSM-AM 16	KLBP-AM 18	KLMS-AM 172	KLUE-FM 77	KMET-AM 29	KMPC-AM 227	KMYZ-FM 63	KNRQ-AM 144	KOIT-FM 4
KKLV-FM 60	KKSN-AM 25	KLBS-AM 195	KLNA-FM 28	KLUK-FM 40	KMEZ-FM 41	KMPH-FM 65	KMYZ-FM 63	KNRQ-FM 144	KOKA-AM 129
KKLZ-FM 40	KKSN-FM 25	KLCA-FM 127	KLNC-FM 49	KLUP-AM 32	KMFC-FM 242	KMPS-AM 14	KMZK-AM 244	KNRS-AM 35	KOKY-AM 83
KKMA-FM 245	KKSR-FM 216	KLCI-FM 18	KLNG-AM 72	KLUR-FM 237	KMGA-FM 71	KMPS-FM 14	KMZQ-FM 40	KNRX-FM 30	KOKY-FM 83
KKMC-AM 77	KKSS-FM 71	KLCL-AM 205	KLNT-AM 208	KLUV-AM 7	KMGE-FM 144	KMQA-FM 109	KMZU-FM 30	KNRY-AM 77	KOKZ-FM 229
KKME-AM 85	KKST-AM 202	KLCN-AM 46	KLNV-FM 16	KLUV-FM 7	KMGG-FM 113	KMRB-AM 2	KNBO-AM 243	KNSI-AM 216	KOLA-FM 29
KKMG-FM 94	KKTK-AM 191	KLDC-AM 23	KLNZ-FM 15	KLVB-AM 206	KMGL-FM 54	KMRI-AM 35	KNBR-AM 4	KNSS-AM 90	KOLE-AM 130
KKMJ-FM 49	KKTL-AM 270	KLDE-FM 10	KLO-AM 35	KLVE-FM 2	KMGQ-FM 186	KMRJ-FM 154	KNBT-FM 32	KNST-AM 61	KOLI-FM 237
KKMK-FM 254	KKTL-FM 10	KLDI-AM 267	KLOB-FM 154	KLVI-AM 130	KMGV-FM 65	KMRK-FM 176	KNCB-AM 129	KNTL-FM 54	KOLL-FM 83
KKMO-AM 14	KKTR-AM 2	KLDJ-FM 213	KLOC-AM 122	KLVJ-FM 16	KMGW-FM 270	KMRX-FM 63	KNCB-FM 129	KNTO-FM 195	KOLX-FM 170
KKMS-AM 18	KKTT-FM 144	KLDY-AM 14	KLOK-AM 27	KLVL-AM 10	KMGZ-FM 253	KMRY-AM 201	KNCI-FM 28	KNUE-FM 140	KOLZ-FM 267
KKMY-FM 130	KKTX-FM 140	KLDZ-FM 206	KLOK-FM 77	KLVO-FM 71	KMHK-FM 244	KMSR-FM 216	KNCN-FM 128	KNUS-AM 23	KOMA-AM 54
KKNB-FM 172	KKUL-FM 172	KLEC-AM 83	KLOL-FM 10	KLVW-FM 176	KMHX-FM 113	KMSX-FM 16	KNCO-AM 28	KNUU-AM 40	KOMA-FM 54
KKND-FM 41	KKUS-FM 140	KLEC-FM 83	KLOQ-FM 195	KLVZ-AM 23	KMIC-AM 10	KMTL-AM 83	KNCQ-FM 218	KNWC-AM 210	KOMO-AM 14
KKNG-AM 54	KKUJ-FM 154	KLEF-FM 171	KLOS-FM 2	KLWN-AM 30	KMIH-FM 14	KMTT-FM 14	KNDA-FM 128	KNWC-FM 210	KOMP-FM 40
KKNG-FM 54	KKUZ-AM 170	KLEM-AM 245	KLOU-FM 19	KLXM-FM 77	KMIK-AM 15	KMUS-FM 267	KNDD-FM 14	KNWX-AM 14	KOMS-FM 170
KKNN-FM 251	KKVV-AM 40	KLEN-FM 267	KLPW-AM 19	KLXR-AM 218	KMIQ-FM 128	KMUZ-AM 25	KNDI-AM 60	KNWZ-AM 154	KOMY-AM 77
KKNO-AM 41	KKWY-AM 267	KLES-FM 193	KLPW-FM 19	KLXX-AM 262	KMIX-FM 85	KMVP-AM 15	KNDR-FM 262	KNX-AM 2	KONA-AM 207
KKNU-AM 144	KKXL-AM 259	KLEX-AM 30	KLPX-FM 61	KLYC-AM 25	KMJ-AM 65	KMWX-AM 193	KNEK-AM 98	KNZR-AM 84	KONA-AM 207
KKNX-AM 144	KKXL-FM 259	KLEY-FM 32	KLQL-FM 210	KLYF-FM 91	KMJE-FM 192	KMXA-AM 23	KNEK-FM 98	KNZZ-AM 251	KONE-FM 175
KKOB-AM 71	KKXO-AM 144	KLFB-AM 175	KLOV-FM 16	KLYV-FM 220	KMJI-FM 243	KMXB-FM 40	KNEV-FM 127	KOA-AM 23	KONO-AM 32
KKOB-FM 71	KKXX-AM 192	KLFE-AM 14	KLRG-AM 83	KLYY-FM 2	KMJJ-FM 129	KMXC-FM 210	KNEW-AM 4	KOAI-FM 7	KONO-FM 32
KKOH-AM 127	KKXX-FM 84	KLFJ-AM 146	KLRK-FM 191	KLZ-AM 23	KMJK-FM 15	KMXD-FM 91	KNEX-FM 208	KOAS-FM 63	KOOC-FM 149
KKOL-AM 14	KKYD-AM 23	KLFM-FM 266	KLRS-FM 192	KLZK-FM 175	KMJM-FM 19	KMXF-FM 156	KNFM-FM 176	KOAZ-FM 61	KOOI-FM 140
KKOM-AM 167	KKYR-AM 243	KLFX-FM 149	KLRX-FM 91	KLZR-FM 30	KMJO-FM 77	KMXG-FM 132	KNFR-FM 88	KOCN-FM 77	KOOJ-FM 82
KKOW-AM 226	KKYR-FM 243	KLHB-FM 128	KLRZ-FM 41	KLZZ-FM 216	KMJQ-FM 10	KMXH-FM 146	KNHK-FM 127	KOCP-FM 106	KOOL-FM 15
KKOW-FM 226	KKYS-FM 239	KLHT-AM 60	KLSC-FM 242	KMAG-FM 170	KMJX-FM 83	KMXI-FM 192	KNIK-FM 171	KOCR-AM 226	KOOR-AM 65
KKPC-AM 240	KKYX-AM 32	KLIB-AM 28	KLSK-FM 71	KMAJ-AM 180	KMKF-FM 180	KMXJ-FM 170	KNIN-FM 237	KODA-FM 10	KOOV-FM 149
KKPL-AM 88	KKZN-FM 7	KLIC-AM 233	KLSQ-AM 40	KMAJ-FM 180	KMKI-AM 7	KMXK-FM 216	KNIR-AM 98	KODJ-FM 35	KOQL-FM 242
KKPN-FM 128	KKZX-FM 88	KLIF-AM 7	KLSX-FM 2	KMAK-FM 65	KMKY-AM 4	KMXL-FM 226	KNIX-FM 15	KODM-FM 176	KOQA-FM 65
KKPS-FM 62	KKZZ-AM 106	KLIH-AM 83	KLSY-FM 14	KMBI-AM 88	KMLA-FM 106	KMXM-FM 126	KNKN-FM 240	KODS-FM 127	KORA-FM 239
KKPT-FM 83	KLAA-FM 202	KLIL-FM 202	KLSZ-FM 170	KMBI-FM 88	KMLB-AM 233	KMXO-AM 227	KNKT-FM 71	KODZ-FM 144	KORB-FM 132
KKPW-FM 65	KLAC-AM 2	KLIN-AM 172	KLTA-FM 211	KMBQ-FM 171	KMLD-FM 270	KMXP-FM 15	KNLT-FM 207	KOEL-AM 229	KORD-FM 207



Table 5
Station Calls to Market Rank

KORE-AM 144	KPLN-FM 16	KQCV-FM 54	KQTL-AM 61	KRIO-AM 62	KRQU-FM 267	KRZI-AM 191	KSIX-AM 128	KSPZ-FM 94	KSYU-FM 71
KORL-FM 60	KPLS-AM 2	KQDI-AM 266	KQTP-FM 180	KRIZ-AM 14	KRRE-FM 28	KRZQ-FM 127	KSJL-AM 32	KSQQ-FM 27	KSYV-FM 197
KOSE-AM 46	KPLX-FM 7	KQDI-FM 266	KQUE-AM 10	KRJT-FM 7	KRRG-FM 208	KRZR-FM 65	KSJL-FM 32	KSQR-AM 28	KSYF-FM 16
KOSE-FM 46	KPLY-AM 127	KQDS-AM 213	KQUR-FM 208	KRKC-AM 77	KRRM-FM 206	KRZX-AM 191	KSJN-FM 18	KSQY-FM 254	KSZZ-AM 29
KOSI-FM 23	KPLZ-FM 14	KQDS-FM 213	KQV-AM 21	KRKC-FM 77	KRRO-FM 210	KRZY-AM 71	KSJO-FM 27	KSRB-AM 14	KTAE-AM 49
KOSO-FM 122	KPNT-FM 19	KQDY-FM 262	KQWB-AM 211	KRKI-FM 133	KRRQ-FM 98	KRZY-FM 71	KSJT-FM 256	KSRC-FM 30	KTAL-FM 129
KOSP-FM 146	KPNW-AM 144	KQEQ-AM 65	KQWB-FM 211	KRKO-AM 14	KRRR-FM 267	KRZZ-FM 90	KSJX-AM 27	KSRN-FM 127	KTAM-AM 239
KOSR-AM 72	KPOF-AM 23	KQEZ-FM 171	KQXC-FM 237	KRKQ-FM 91	KRRS-AM 113	KSAB-FM 128	KSKS-FM 65	KSRO-AM 113	KTAP-AM 197
KOST-FM 2	KPOI-FM 60	KQFC-FM 126	KQXL-FM 82	KRKR-FM 172	KRRV-FM 202	KSAN-AM 32	KSKX-FM 94	KSRR-AM 35	KTAR-AM 15
KOSY-FM 35	KPOP-AM 16	KQFX-FM 188	KQXR-FM 126	KRKS-AM 23	KRRX-FM 218	KSAN-FM 4	KSKY-AM 7	KSRX-AM 90	KTBB-AM 140
KOTA-AM 254	KPPL-FM 192	KQHN-AM 130	KQXT-FM 32	KRKS-FM 23	KRSE-FM 193	KSAB-AM 61	KSL-AM 35	KSRZ-FM 72	KTBK-AM 7
KOTD-AM 72	KPQZ-FM 188	KQHT-FM 259	KQXY-FM 130	KRKX-FM 244	KRSH-FM 113	KSBL-FM 186	KSLK-FM 109	KSSE-FM 2	KTBL-FM 71
KOTK-AM 25	KPRC-AM 10	KQID-FM 202	KQYX-AM 226	KRLA-AM 2	KRSK-FM 25	KSBN-AM 88	KSLM-AM 25	KSSJ-FM 28	KTBZ-FM 10
KOTR-FM 167	KPRF-FM 188	KQIL-AM 251	KRAB-FM 84	KRLD-AM 7	KRSN-AM 235	KSBO-AM 197	KSLO-AM 98	KSSK-AM 60	KTCE-FM 35
KOUL-FM 128	KPRL-AM 167	KQIS-FM 98	KRAD-FM 128	KRLT-FM 28	KRSP-FM 35	KSCA-FM 2	KSLO-AM 98	KSSK-AM 60	KTCK-AM 7
KOUT-FM 254	KPRO-AM 29	KQIX-FM 251	KRAE-AM 267	KRLV-AM 40	KRSQ-FM 244	KSCJ-AM 245	KSLR-AM 32	KSSN-FM 83	KTCL-FM 23
KOVA-FM 10	KPRR-FM 70	KQIZ-FM 188	KRAK-AM 28	KRMD-AM 129	KRST-FM 71	KSCO-AM 77	KSLT-FM 254	KSSS-FM 262	KTCT-AM 213
KOVE-FM 10	KPRS-FM 30	KQJZ-FM 167	KRAR-FM 35	KRMD-FM 129	KRTA-AM 206	KSCS-FM 7	KSLX-AM 15	KSTB-FM 10	KTCT-AM 207
KOVO-AM 35	KPRT-AM 30	KQKL-AM 71	KRAV-FM 63	KRME-FM 84	KRTH-FM 2	KSD-AM 19	KSLX-AM 15	KSTE-AM 28	KTCS-AM 170
KOWB-AM 267	KPRV-AM 170	KQKQ-FM 72	KRAY-FM 77	KRMG-AM 63	KRTO-FM 2	KSDO-AM 16	KSLY-FM 167	KSTJ-FM 40	KTCS-AM 170
KOWL-AM 28	KPRV-AM 170	KQKS-FM 23	KRBB-FM 90	KRML-AM 77	KRTQ-FM 63	KSDT-AM 29	KSLZ-FM 19	KSTL-AM 19	KTCT-AM 4
KOXR-AM 106	KPRZ-AM 16	KQLB-FM 195	KRBE-FM 10	KRMX-AM 240	KRTR-FM 60	KSEA-FM 77	KSM-AM 197	KSTN-AM 85	KTCT-AM 130
KOY-AM 15	KPRZ-FM 94	KQLI-FM 132	KRBL-FM 175	KRMY-AM 149	KRTS-FM 10	KSEG-FM 28	KSMB-FM 98	KSTN-FM 85	KTCY-FM 7
KOZA-AM 176	KPSI-AM 154	KQLL-AM 63	KRBR-FM 213	KRNA-FM 201	KRTX-AM 10	KSEQ-FM 109	KSMG-FM 32	KSTP-AM 18	KTCZ-FM 18
KOZZ-FM 127	KPSI-FM 154	KQLL-FM 63	KRBV-FM 7	KRNB-FM 7	KRTX-FM 10	KSES-AM 77	KSMH-AM 28	KSTP-AM 18	KTDO-FM 122
KPAM-AM 25	KPTL-AM 127	KQLM-FM 176	KRCM-AM 130	KRNC-FM 65	KRTY-FM 27	KSES-FM 77	KSMJ-FM 84	KSTR-FM 251	KTDY-FM 98
KPAS-FM 70	KPTT-AM 127	KQLO-AM 127	KRCS-FM 254	KRNH-FM 32	KRUF-FM 129	KSEV-AM 10	KSNE-FM 40	KSTT-FM 167	KTEG-FM 71
KPAT-FM 197	KPTY-FM 15	KQLT-FM 270	KRCX-FM 28	KRNN-AM 83	KRUS-AM 233	KSEZ-FM 245	KSNI-FM 197	KSTZ-FM 91	KTEK-AM 10
KPAW-FM 133	KPUR-AM 188	KQMB-FM 35	KRDG-FM 218	KRNO-FM 127	KRUZ-FM 186	KSFI-FM 35	KSNJ-FM 251	KSUD-AM 46	KTEM-AM 149
KPAY-AM 192	KPUR-FM 188	KQMG-AM 229	KRDO-AM 94	KRNT-AM 91	KRVA-AM 7	KSFM-FM 28	KSNR-FM 259	KSUD-AM 46	KTEX-FM 62
KPBI-AM 170	KPWR-FM 2	KQMG-FM 229	KRDO-FM 94	KRNV-FM 127	KRVA-FM 7	KSFN-AM 40	KSNU-FM 35	KSUH-AM 14	KTFA-FM 130
KPCH-FM 233	KPWW-FM 243	KQMQ-AM 60	KRDU-AM 65	KROD-AM 70	KRVE-FM 82	KSFO-AM 4	KSOB-FM 210	KSUN-AM 15	KTFC-FM 245
KPDQ-AM 25	KPXI-FM 140	KQMQ-FM 60	KRDY-AM 251	KROF-AM 98	KRVF-FM 7	KSFG-FM 235	KSOF-FM 65	KSUV-FM 84	KTFF-AM 245
KPDQ-FM 25	KPXQ-AM 15	KQMS-AM 218	KREA-FM 29	KROG-FM 206	KRVK-FM 270	KSFS-AM 210	KSOL-FM 4	KSUX-FM 245	KTFF-AM 32
KPEK-FM 71	KPYK-AM 7	KQOD-FM 85	KREB-AM 156	KROL-FM 70	KRVM-AM 144	KSFT-FM 245	KSON-AM 16	KSVA-AM 71	KTFF-AM 195
KPEL-AM 98	KPYN-FM 243	KQOL-FM 40	KREB-FM 156	KROM-FM 32	KRVQ-FM 129	KSG-AM 90	KSON-AM 16	KSVE-AM 70	KTFF-AM 243
KPEL-FM 98	KQAB-AM 84	KQQA-AM 49	KREK-FM 63	KROQ-FM 2	KRVR-FM 122	KSGO-AM 35	KSOO-AM 210	KSVN-AM 35	KTFF-AM 63
KPEZ-FM 49	KQAD-AM 210	KQKQ-FM 10	KREU-FM 170	KROX-AM 259	KRVV-FM 233	KSGS-AM 18	KSOP-AM 35	KSWG-FM 15	KTGE-AM 77
KPFX-FM 211	KQAM-AM 90	KQQL-FM 18	KRFE-AM 175	KROX-FM 49	KRWM-FM 14	KSHA-FM 218	KSOP-AM 35	KSWV-AM 235	KTGL-FM 172
KPHN-AM 30	KQAR-FM 83	KQQQ-FM 49	KRFX-FM 23	KRPQ-FM 113	KRWQ-FM 206	KSHE-FM 19	KSOS-AM 35	KSXX-AM 28	KTGR-AM 242
KPHT-FM 211	KQBR-FM 175	KQRC-FM 30	KRGE-AM 62	KRPT-FM 253	KRXO-FM 54	KSHN-FM 10	KSOX-AM 62	KSXY-FM 113	KTGR-AM 207
KPHX-AM 15	KQBT-FM 49	KQRS-FM 18	KRGN-FM 188	KRQK-FM 197	KRXQ-FM 28	KSHG-AM 40	KSPA-AM 16	KSYG-FM 83	KTHO-AM 28
KPIG-FM 77	KQBZ-FM 14	KQRX-FM 176	KRGS-AM 251	KRQQ-FM 61	KRXZ-FM 98	KSHG-AM 98	KSPD-AM 186	KSYL-AM 202	KTHU-AM 192
KPLA-FM 242	KQCH-FM 72	KQSN-FM 193	KRHT-AM 4	KRQR-FM 192	KRYS-AM 128	KSII-FM 70	KSPE-FM 186	KSYN-FM 226	KTHX-FM 127
KPLM-FM 154	KQCV-AM 54	KQSR-FM 54	KRIL-AM 176	KRQS-FM 71	KRYS-FM 128	KSIV-AM 19	KSPQ-FM 88	KSYR-FM 129	KTIK-AM 126



Table 5

Station Calls to Market Rank

KTIP-AM 109	KTRR-FM 133	KUFO-FM 25	KVIN-AM 122	KWAY-AM 229	KWRM-AM 29	KXJO-FM 4	KXUS-FM 146	KYST-AM 10	KZMP-AM 7
KTIS-AM 18	KTRS-AM 19	KUFX-FM 27	KVIP-AM 218	KWAY-FM 229	KWRP-FM 29	KXKC-FM 98	KXXM-FM 32	KYUL-FM 149	KZMP-FM 7
KTIS-FM 18	KTRS-FM 270	KUGN-AM 144	KVIP-FM 218	KWBC-AM 239	KWRW-FM 140	KXKL-FM 23	KXXO-FM 14	KYW-AM 5	KZMS-FM 122
KTJC-FM 233	KTRT-AM 63	KUHD-AM 130	KVIV-AM 70	KWBY-AM 25	KWSJ-FM 90	KXKS-AM 71	KXXR-FM 18	KYXE-AM 193	KZMZ-FM 202
KTJM-FM 10	KTRW-AM 88	KUHL-AM 197	KVJM-FM 239	KWDF-AM 202	KWSL-AM 245	KXKT-FM 72	KXXT-AM 186	KYXY-FM 16	KZNR-FM 18
KTJN-FM 62	KTRY-FM 233	KUIC-FM 4	KVJY-AM 62	KWDX-FM 130	KWSN-AM 210	KXKZ-FM 233	KXXY-FM 54	KYYA-FM 244	KZNT-FM 18
KTJX-FM 62	KTSA-AM 32	KUIK-AM 25	KVKI-FM 129	KWED-AM 32	KWSR-FM 167	KXL-AM 25	KXYZ-AM 10	KYYI-FM 237	KZNT-FM 18
KTKK-AM 35	KTSL-FM 88	KUJ-FM 207	KVLI-FM 84	KWEI-FM 126	KWTO-AM 146	KXLM-FM 106	KXZN-FM 7	KYYK-FM 140	KZOK-FM 14
KTKP-AM 15	KTSM-AM 70	KULL-FM 227	KVLO-FM 83	KWEL-AM 176	KWTO-AM 146	KXLQ-AM 91	KXZZ-AM 205	KYYT-FM 30	KZOL-FM 4
KTKR-AM 32	KTSM-FM 70	KUMU-AM 60	KVLY-FM 62	KWEN-FM 63	KWTX-AM 191	KXLT-FM 126	KYAK-AM 193	KYYY-FM 262	KZON-FM 15
KTKT-AM 61	KTSR-FM 239	KUMU-FM 60	KVMI-FM 211	KWFM-FM 61	KWTF-AM 191	KXLY-AM 88	KYBB-FM 210	KYZS-AM 140	KZOO-AM 60
KTKY-FM 128	KTST-FM 54	KUMX-FM 41	KVNI-AM 88	KWFR-FM 256	KWUN-AM 35	KXLY-FM 88	KYBR-FM 235	KYZX-FM 240	KZOZ-FM 167
KTKZ-AM 28	KTTA-FM 28	KUNA-FM 154	KVNR-AM 2	KWFS-AM 237	KWVE-FM 2	KXME-FM 60	KYCK-FM 259	KZZZ-FM 256	KZPK-FM 216
KTLD-AM 202	KTTS-AM 146	KUNO-AM 128	KVOC-AM 270	KWFS-FM 237	KWVJ-AM 10	KXMR-AM 0	KYCR-AM 18	KZAP-FM 192	KZPO-FM 109
KTLI-FM 90	KTTS-FM 146	KUNX-AM 106	KVOD-AM 23	KWG-AM 85	KWWR-FM 242	KXMX-FM 2	KYCW-FM 14	KZBB-FM 170	KZPS-FM 7
KTLK-AM 23	KTTX-FM 239	KUOA-AM 156	KVOI-AM 61	KWHK-FM 88	KWWV-FM 167	KXNT-AM 40	KYCY-AM 4	KZBN-AM 186	KZPT-FM 61
KTLT-FM 237	KTUB-AM 237	KUOL-AM 49	KVOL-AM 98	KWHL-FM 171	KWXD-FM 226	KXOA-FM 28	KYCY-FM 4	KZCD-FM 253	KZQZ-FM 4
KTLU-AM 140	KTUC-AM 61	KUOM-AM 18	KVOL-FM 98	KWHN-AM 170	KWXY-AM 154	KXOJ-AM 63	KYEA-FM 233	KZCO-FM 192	KZRA-AM 156
KTLV-AM 54	KTUX-FM 129	KUPD-FM 15	KVOO-AM 63	KWIC-FM 180	KWXY-FM 154	KXOJ-FM 63	KYFO-AM 35	KZCY-FM 267	KZRB-AM 243
KTME-AM 197	KTUZ-FM 54	KUPL-AM 25	KVOO-FM 63	KWIN-FM 85	KWYD-AM 94	KXOK-FM 19	KYFO-FM 35	KZDC-AM 32	KZRK-AM 188
KTMS-AM 186	KTWB-FM 210	KUPL-FM 25	KVOR-AM 94	KWIP-AM 25	KWYY-FM 270	KXOL-AM 35	KYFX-FM 83	KZEE-AM 7	KZRK-AM 188
KTMT-AM 206	KTWK-AM 94	KUPN-AM 30	KVOX-AM 211	KWIZ-FM 2	KWYZ-AM 14	KXPA-AM 14	KYGL-FM 243	KZEL-FM 144	KZRQ-FM 146
KTMT-FM 206	KTWN-FM 243	KURB-FM 83	KVOX-FM 211	KWJJ-FM 25	KXAM-AM 15	KXPK-FM 23	KYGO-FM 23	KZEP-FM 32	KZRR-FM 71
KTNO-AM 7	KTWO-AM 270	KURL-AM 244	KVOZ-AM 208	KWJM-FM 233	KXAR-AM 243	KXPS-AM 154	KYIS-FM 54	KZFY-AM 140	KZRR-FM 233
KTNP-FM 72	KTWV-FM 2	KURM-AM 156	KVPA-FM 62	KWJZ-FM 14	KXAR-FM 243	KXPT-FM 40	KYIX-FM 192	KZFM-FM 128	KZSA-AM 28
KTNQ-AM 2	KTWY-FM 207	KURR-FM 35	KVRP-AM 227	KWKC-AM 227	KXCA-AM 253	KXRB-AM 210	KYKN-AM 25	KZFO-FM 65	KZSF-AM 27
KTNZ-AM 188	KTXC-FM 176	KURS-AM 16	KVRP-FM 227	KWKH-AM 129	KXDD-FM 193	KXRE-AM 94	KYKR-FM 130	KZFX-FM 72	KZSJ-AM 27
KTOB-AM 113	KTXQ-FM 7	KURV-AM 62	KVRW-FM 253	KWKW-AM 2	KXDG-FM 226	KXRK-FM 35	KYKX-FM 140	KZHR-FM 207	KZSL-FM 77
KTOF-AM 201	KTXR-FM 146	KUST-FM 10	KVSF-AM 235	KWKY-AM 91	KXEB-AM 7	KXRS-FM 29	KYKY-FM 19	KZHT-FM 35	KZSN-FM 90
KTOK-AM 54	KTXX-AM 77	KUSZ-FM 213	KVSP-AM 54	KWLO-AM 229	KXEG-AM 15	KXRX-FM 207	KYKZ-FM 205	KZIA-FM 201	KZSP-FM 62
KTOM-AM 77	KTXY-FM 242	KUUL-FM 132	KVSR-FM 65	KWLR-FM 83	KXEL-AM 229	KXSB-FM 29	KYLA-FM 129	KZII-FM 175	KZSR-FM 245
KTOM-FM 77	KTXZ-AM 49	KUUU-FM 35	KVST-FM 10	KWLW-AM 35	KXEN-AM 19	KXSS-AM 216	KYLD-FM 4	KZIO-FM 213	KZST-FM 113
KTON-AM 149	KTYD-FM 186	KUYO-AM 270	KVTA-AM 106	KWMO-AM 19	KXEO-AM 242	KXST-FM 16	KYLZ-FM 71	KZIP-AM 188	KZTA-FM 193
KTOP-AM 180	KTYL-FM 140	KUZZ-AM 84	KVTO-AM 4	KWNN-FM 122	KXEQ-AM 127	KXTA-AM 2	KYMG-FM 171	KZIQ-AM 84	KZTB-FM 193
KTOQ-AM 254	KTYM-AM 2	KUZZ-FM 84	KVUU-FM 94	KWNR-FM 40	KXEW-AM 61	KXTE-FM 40	KYMX-FM 28	KZIQ-FM 84	KZTR-FM 239
KTOY-FM 243	KTZN-AM 171	KVAN-AM 25	KVVA-FM 15	KWNZ-FM 127	KXEX-AM 65	KXTJ-FM 10	KYND-AM 10	KZIZ-AM 14	KZTS-AM 193
KTOZ-AM 146	KTZR-AM 61	KVBC-FM 40	KVVN-AM 27	KWOD-FM 28	KXEZ-FM 7	KXTK-AM 91	KYNG-FM 7	KZJZ-AM 19	KZTU-AM 144
KTOZ-FM 146	KUAD-FM 133	KVBL-AM 109	KVVS-AM 133	KWOF-AM 229	KXFG-FM 29	KXTN-AM 32	KYNO-AM 65	KZKL-FM 71	KZUE-AM 54
KTPK-FM 180	KUBB-FM 195	KVCU-AM 23	KVYY-FM 106	KWOL-FM 65	KXFM-FM 197	KXTN-FM 32	KYOK-AM 10	KZKS-FM 251	KZWA-FM 205
KTPZ-FM 126	KUBE-FM 14	KVEC-AM 167	KWAB-AM 23	KWOM-AM 18	KXFX-FM 113	KXTO-AM 127	KYOR-FM 154	KZKX-FM 172	KZXR-AM 207
KTRB-AM 122	KUBL-FM 35	KVEN-AM 106	KWAC-AM 84	KWOW-FM 191	KXGE-FM 220	KXTP-AM 213	KYOS-AM 195	KZKZ-FM 170	KZXR-FM 193
KTRC-AM 235	KUBR-AM 62	KVET-AM 49	KWAI-AM 60	KWPA-AM 2	KXGF-AM 266	KXTQ-AM 175	KYOT-FM 15	KZLA-FM 2	KZZB-AM 130
KTRF-AM 259	KUCD-FM 60	KVET-FM 49	KWAM-AM 46	KWQH-FM 167	KXHT-FM 46	KXTQ-FM 175	KYPA-AM 2	KZLT-FM 259	KZZE-FM 206
KTRH-AM 10	KUDL-FM 30	KVI-AM 14	KWAS-AM 226	KWRD-FM 7	KXIC-AM 201	KXTR-FM 30	KYQQ-FM 90	KZLZ-FM 61	KZZF-FM 127
KTRJ-AM 84	KUDY-AM 88	KVIL-FM 7	KWAV-FM 77	KWRE-AM 19	KXJM-FM 25	KXTZ-FM 167	KYSR-FM 2	KZMG-FM 126	KZZI-FM 254



Table 5
Station Calls to Market Rank

KZZO-FM 28	WADO-AM 1	WAJZ-FM 59	WANG-FM 81	WATO-AM 69	WBAB-FM 17	WBEA-FM 17	WBLC-AM 69	WBRF-FM 8	WBXQ-FM 241
KZZP-FM 15	WADR-AM 150	WAKB-FM 110	WANJ-FM 81	WATQ-FM 232	WBAC-AM 102	WBEB-FM 5	WBLF-AM 238	WBRU-FM 33	WBXR-AM 115
KZZQ-FM 91	WADS-AM 108	WAKE-AM 3	WANL-AM 248	WATR-AM 181	WBAE-AM 160	WBEE-AM 3	WBLI-FM 17	WBRV-AM 150	WBXW-FM 215
KZZT-FM 242	WADU-FM 41	WAKM-AM 44	WANR-AM 93	WATS-AM 166	WBAG-AM 42	WBEE-FM 50	WBLK-FM 43	WBRV-FM 150	WBXX-FM 236
KZZU-FM 88	WADV-AM 76	WAKR-AM 68	WANS-AM 58	WATV-AM 56	WBAL-AM 20	WBEJ-AM 95	WBLM-FM 160	WBRW-FM 215	WBXY-FM 87
WAAA-AM 42	WAEB-AM 67	WAKS-FM 24	WANT-FM 44	WATX-AM 260	WBAM-FM 141	WBEN-AM 43	WBLO-FM 53	WBRX-FM 241	WBYA-FM 263
WAAF-FM 8	WAEB-FM 67	WAKT-FM 228	WAOA-FM 96	WAUG-AM 48	WBAP-AM 7	WBES-FM 162	WBLR-AM 89	WBSL-AM 137	WBYB-FM 196
WAAK-AM 37	Waec-AM 12	WAKU-FM 163	WAOC-AM 52	WAUK-AM 31	WBAR-AM 97	WBET-AM 8	WBLS-FM 1	WBSM-AM 165	WBYC-FM 196
WAAL-FM 166	WAEg-FM 110	WAKV-AM 174	WAOK-AM 12	WAUX-AM 31	WBAV-FM 37	WBEY-FM 152	WBLT-AM 105	WBSQ-FM 17	WBYM-AM 36
WAAM-AM 145	WAEJ-FM 110	WAKW-FM 26	WAOL-FM 26	WAVA-FM 9	WBAX-AM 64	WBEA-FM 169	WBLX-FM 86	WBSR-AM 121	WBYN-FM 131
WAAT-AM 64	WAEI-AM 13	WAKX-FM 33	WAOR-FM 159	WAVD-AM 115	WBAZ-FM 17	WBFb-FM 263	WBLY-AM 55	WBSS-FM 136	WBYR-FM 100
WAAV-AM 177	WAEI-FM 13	WALC-FM 104	WAOS-AM 12	WAVF-FM 104	WBBB-FM 48	WBFJ-AM 42	WBMD-AM 20	WBT-AM 37	WBYT-FM 159
WAAV-FM 177	WAEV-FM 153	WALE-AM 33	WAPA-AM 13	WAVG-AM 53	WBBC-FM 57	WBGA-FM 269	WBMJ-AM 13	WBT-FM 37	WBYU-AM 41
WAAZ-FM 203	WAEY-AM 250	WALG-AM 248	WAPE-FM 52	WAVH-FM 86	WBBD-AM 221	WBGB-FM 52	WBML-AM 147	WBTA-AM 50	WBYY-FM 117
WABA-AM 13	WAEZ-FM 95	WALJ-FM 147	WAPI-AM 56	WAVN-AM 46	WBBE-FM 118	WBGE-FM 134	WBMQ-AM 153	WBTB-AM 81	WBZ-AM 8
WABB-AM 86	WAFc-AM 51	WALK-AM 17	WAPL-FM 135	WAVO-AM 37	WBBF-FM 50	WBGf-FM 51	WBMW-FM 164	WBTf-FM 107	WBZA-AM 59
WABB-FM 86	WAFI-FM 152	WALK-FM 17	WAPP-FM 219	WAVQ-FM 87	WBBG-FM 93	WBGg-FM 11	WBMX-FM 8	WBTJ-FM 93	WBZB-AM 48
WABC-AM 1	WAFM-FM 178	WALL-AM 142	WAPZ-AM 141	WAVR-FM 166	WBBI-FM 166	WBGR-AM 20	WBNJ-FM 136	WBTO-AM 190	WBZD-AM 199
WABF-AM 86	WAFN-AM 11	WALO-AM 13	WAQI-AM 11	WAVS-AM 11	WBBL-AM 66	WBGZ-AM 19	WBNL-AM 151	WBTR-AM 12	WBZD-FM 246
WABH-AM 199	WAFS-AM 12	WALR-AM 12	WAQX-FM 73	WAVV-FM 74	WBBM-AM 3	WBHB-FM 255	WBNL-FM 151	WBTR-FM 12	WBZE-FM 163
WABI-AM 263	WAFX-FM 36	WALR-FM 12	WAQY-FM 80	WAVW-FM 118	WBBM-FM 3	WBHJ-FM 56	WBNM-AM 147	WBTT-FM 55	WBZF-FM 198
WABJ-AM 78	WAFY-FM 200	WALT-AM 268	WARE-AM 80	WAVZ-AM 101	WBBN-FM 209	WBHK-FM 56	WBNQ-FM 230	WBTU-FM 100	WBZI-AM 55
WABK-FM 249	WAFZ-AM 74	WALV-FM 102	WARF-AM 56	WAXB-FM 189	WBBO-FM 47	WBHP-AM 115	WBNR-AM 157	WBTX-AM 255	WBZN-FM 263
WABN-AM 95	WAGE-AM 9	WALY-FM 241	WARK-AM 161	WAXE-AM 118	WBBP-AM 46	WBHR-AM 216	WBNS-AM 34	WBTZ-FM 224	WBZO-FM 17
WABN-FM 95	WAGF-AM 182	WAMA-AM 22	WARM-AM 64	WAXI-FM 190	WBBQ-AM 110	WBHT-FM 64	WBNS-FM 34	WBUD-AM 139	WBZQ-AM 100
WABQ-AM 24	WAGF-FM 182	WAMB-AM 44	WARM-FM 103	WAXP-AM 147	WBBQ-FM 110	WBHV-FM 238	WBNV-FM 221	WBUF-FM 43	WBZR-AM 203
WABS-AM 9	WAGG-AM 56	WAMB-FM 44	WARO-FM 74	WAXQ-FM 1	WBBR-AM 1	WBHY-AM 86	WBNW-AM 8	WBUG-AM 59	WBZS-AM 9
WABT-FM 59	WAGH-FM 169	WAMD-AM 20	WARQ-FM 89	WAXS-FM 265	WBBS-FM 73	WBiG-AM 3	WBNZ-FM 196	WBUG-FM 59	WBZT-AM 51
WABX-FM 151	WAGI-FM 58	WAMG-AM 8	WARV-AM 33	WAXX-FM 232	WBBT-FM 57	WBiG-FM 9	WBOB-AM 26	WBUK-FM 225	WBZV-FM 215
WABY-AM 59	WAGR-AM 125	WAMJ-FM 12	WARV-FM 57	WAXY-AM 11	WBBW-AM 93	WBIO-FM 261	WBOK-AM 41	WBUL-FM 107	WBZX-FM 34
WACA-AM 9	WAHh-AM 177	WAML-AM 209	WARW-FM 9	WAXZ-FM 26	WBBY-FM 22	WBIP-AM 178	WBOP-FM 255	WBUR-AM 184	WBZZ-FM 21
WACC-AM 11	WAHI-AM 69	WAMM-AM 219	WARX-FM 161	WAYE-AM 56	WBCA-AM 86	WBIP-FM 178	WBOQ-FM 8	WBUS-FM 238	WCAA-FM 1
WACE-AM 80	WAHR-FM 115	WAMM-FM 255	WASA-AM 20	WAYS-FM 147	WBCB-AM 5	WBIS-AM 20	WBOS-FM 8	WBUT-AM 21	WCAC-FM 82
WACF-FM 190	WAHT-AM 58	WAMN-AM 250	WASB-AM 50	WAYV-FM 136	WBCD-FM 182	WBIZ-AM 232	WBOT-FM 8	WBUZ-FM 78	WCAD-FM 13
WACL-FM 255	WAIB-FM 163	WAMO-AM 21	WASC-AM 58	WAYY-AM 232	WBCI-FM 160	WBIZ-FM 232	WBOW-AM 190	WBVB-FM 143	WCAO-AM 20
WACM-AM 80	WAIM-AM 58	WAMO-FM 21	WASH-FM 9	WAYZ-FM 161	WBCK-AM 236	WBjX-AM 31	WBOZ-FM 44	WBVD-FM 96	WCAP-AM 8
WACO-FM 191	WAIt-AM 3	WAMR-AM 79	WASK-AM 231	WAZI-AM 31	WBCM-FM 196	WBKC-AM 24	WBPM-FM 157	WBVI-FM 78	WCAR-AM 6
WACR-FM 178	WAJc-FM 225	WAMR-FM 11	WASK-FM 231	WAZL-AM 64	WBCN-FM 8	WBKH-AM 209	WBPP-FM 219	WBVN-FM 212	WCAW-AM 162
WACT-AM 214	WAJD-AM 87	WAMS-AM 75	WASN-AM 93	WAZR-FM 219	WBcP-AM 204	WBKI-FM 55	WBPS-AM 8	WBVP-AM 21	WCBA-AM 199
WACV-AM 141	WAJF-AM 115	WAMT-AM 96	WASO-AM 41	WAZS-AM 104	WBcR-AM 69	WBKK-FM 59	WBQW-FM 160	WBVS-FM 3	WCBA-FM 199
WADB-AM 47	WAJi-FM 100	WAMV-AM 105	WASP-AM 21	WAZU-FM 34	WBcT-FM 66	WBKR-FM 261	WBRB-FM 187	WBWI-FM 31	WCBG-AM 161
WADC-AM 222	WAJL-AM 39	WAMX-FM 143	WASP-FM 21	WAZX-AM 12	WBcV-AM 95	WBKS-FM 38	WBRD-AM 79	WBWL-AM 52	WCBH-FM 190
WADK-AM 33	WAJR-AM 187	WAMY-AM 178	WATD-FM 8	WAZY-AM 231	WBDR-FM 252	WBKV-AM 31	WBRG-AM 105	WBWN-FM 230	WCBK-FM 38
WADK-FM 33	WAJR-FM 187	WAMZ-FM 53	WATJ-AM 24	WAZY-FM 231	WBdX-FM 102	WBLA-AM 125	WBRI-AM 38	WBWZ-FM 157	WCBM-AM 20
WADM-AM 100	WAJY-FM 110	WANG-AM 81	WATN-AM 252	WAZZ-AM 125	WBdY-AM 250	WBLB-AM 215	WBRQ-FM 13	WBXE-FM 260	WCBR-AM 107



Table 5
Station Calls to Market Rank

WCBS-AM 1	WCHV-AM 223	WCND-AM 53	WCTL-FM 155	WDBL-FM 44	WDJL-AM 115	WDTJ-FM 6	WEFF-AM 3	WEMB-AM 95	WEVR-AM 18
WCBS-FM 1	WCHZ-FM 110	WCNN-AM 12	WCTM-AM 55	WDBO-AM 39	WDJR-FM 182	WDFU-AM 95	WEEG-FM 124	WEMG-AM 5	WEVR-FM 18
WCBW-AM 19	WCIB-FM 184	WCNR-AM 64	WCTN-AM 9	WDBQ-AM 220	WDJX-FM 53	WDUR-AM 48	WEEL-AM 8	WEMG-FM 5	WEW-AM 19
WCBY-AM 196	WCIF-FM 96	WCNW-AM 26	WCTO-FM 67	WDBQ-FM 220	WDJY-FM 87	WDUV-FM 22	WEEL-FM 221	WEMM-FM 143	WEWO-AM 125
WCBZ-FM 81	WCIK-FM 199	WCOA-AM 121	WCTP-FM 64	WDBR-FM 194	WDJZ-AM 108	WDUZ-AM 183	WEEO-FM 161	WEMP-AM 31	WEXI-FM 100
WCCA-AM 177	WCIL-AM 212	WCOD-FM 184	WCTQ-FM 79	WDBT-FM 119	WDKN-AM 44	WDVE-FM 21	WEEO-FM 161	WEMR-AM 64	WEXL-AM 6
WCCC-AM 45	WCIL-FM 212	WCOG-AM 42	WCTS-AM 18	WDCD-AM 59	WDKR-FM 247	WDWD-AM 12	WEEX-AM 67	WEMR-FM 64	WEXS-AM 13
WCCC-FM 45	WCIN-AM 26	WCOH-AM 12	WCTY-FM 164	WDCD-FM 59	WDKS-FM 151	WDWG-FM 86	WEEX-AM 209	WEMX-FM 82	WEXT-FM 31
WCCD-AM 24	WCIR-FM 265	WCOJ-AM 5	WCUE-AM 68	WDCF-AM 22	WDKX-FM 50	WDWS-AM 204	WEFG-FM 217	WENA-AM 13	WEXY-AM 11
WCCF-AM 74	WCIZ-FM 252	WCOL-FM 34	WCUM-AM 108	WDCG-FM 48	WDLB-AM 158	WDXB-FM 56	WEFX-FM 138	WEND-FM 37	WEYE-FM 95
WCCG-FM 125	WCKC-FM 196	WCOM-FM 13	WCUZ-FM 66	WDCI-FM 187	WDLA-AM 142	WDXI-AM 264	WEGC-FM 248	WENE-AM 166	WEYZ-AM 155
WCCJ-FM 37	WCKG-FM 3	WCOO-FM 104	WCVC-AM 163	WDCT-AM 9	WDLM-AM 132	WDXZ-FM 89	WEGE-FM 34	WENG-AM 79	WEZB-FM 41
WCCL-FM 74	WCKI-AM 58	WCOP-AM 147	WCVG-AM 26	WDCW-AM 73	WDLP-AM 228	WDYL-FM 57	WEGK-FM 103	WENN-FM 56	WEZE-AM 8
WCCN-FM 232	WCKM-FM 59	WCOR-AM 44	WCVI-AM 21	WDCX-FM 43	WDLR-AM 34	WDYZ-AM 33	WEGM-AM 33	WENO-AM 44	WEZF-FM 224
WCCO-AM 18	WCKO-AM 36	WCOS-AM 89	WCVS-FM 194	WDCY-AM 12	WDLT-AM 86	WDZ-AM 247	WEGM-FM 13	WENS-FM 38	WEZL-FM 104
WCCP-FM 58	WCKR-FM 199	WCOS-FM 89	WCVT-FM 224	WDCZ-FM 50	WDLT-FM 86	WDZD-FM 177	WEGO-AM 37	WENY-AM 199	WEZN-AM 56
WCCQ-FM 3	WCKT-FM 74	WCOZ-AM 162	WCVU-FM 74	WDDD-AM 212	WDLW-AM 24	WDZK-AM 45	WEGR-FM 46	WENY-FM 199	WEZN-FM 108
WCCW-AM 196	WCKW-AM 41	WCPC-AM 178	WCWA-AM 78	WDDD-FM 212	WDLX-AM 81	WDZQ-FM 247	WEGW-FM 221	WENZ-FM 24	WEZO-AM 50
WCCW-FM 196	WCKW-FM 41	WCPK-AM 36	WCXJ-AM 21	WDDO-AM 147	WDLY-FM 69	WDZY-AM 57	WEGX-FM 198	WEOA-AM 151	WEZQ-FM 263
WCDA-AM 107	WCKX-FM 34	WCPR-FM 137	WCXR-FM 246	WDDV-FM 22	WDMK-FM 6	WDZZ-FM 116	WEHH-AM 199	WEOK-AM 157	WEZU-AM 18
WCDW-FM 166	WCKY-AM 26	WCPT-FM 59	WCXT-FM 217	WDDZ-AM 3	WDMN-AM 78	WEAC-AM 58	WEHM-FM 17	WEOL-AM 24	WEZW-AM 249
WCDX-FM 57	WCKZ-FM 100	WCPV-FM 224	WCYI-FM 160	WDEA-AM 263	WDMV-AM 152	WEAE-AM 21	WEIB-FM 80	WEPG-AM 102	WEZX-FM 64
WCEN-AM 124	WCLG-AM 187	WCRB-FM 8	WCYK-AM 223	WDEF-AM 102	WDMX-FM 222	WEAL-AM 42	WEIO-AM 232	WEQX-FM 59	WEZY-FM 31
WCEN-FM 124	WCLG-FM 187	WCRF-FM 24	WCYK-FM 223	WDEF-FM 102	WDNC-AM 48	WEAM-AM 169	WEJE-FM 100	WEQA-AM 1	WFAI-AM 125
WCER-AM 123	WCLI-AM 199	WCRI-FM 33	WCYY-FM 160	WDEK-FM 3	WDNY-AM 50	WEAQ-AM 232	WEJL-AM 64	WERC-AM 56	WFAM-AM 110
WCEV-AM 3	WCLM-AM 57	WCRL-AM 56	WCZI-FM 81	WDEL-AM 75	WDNY-FM 50	WEAS-FM 153	WEJM-FM 5	WERE-AM 24	WFAN-AM 1
WCFB-FM 39	WCLR-FM 55	WCRM-AM 74	WCZT-FM 136	WDEN-AM 147	WDOD-AM 102	WEAT-FM 51	WEJT-FM 247	WERO-FM 81	WFAS-AM 1
WCFJ-AM 3	WCLT-AM 34	WCRN-AM 112	WCZX-FM 157	WDEN-FM 147	WDOD-FM 102	WEAV-AM 224	WEJZ-FM 52	WERQ-FM 20	WFAS-FM 1
WCFL-FM 3	WCLT-FM 34	WCRO-AM 168	WCZZ-FM 34	WDEO-AM 145	WDOH-FM 225	WEBB-FM 249	WEKL-FM 110	WERR-FM 13	WFAT-FM 174
WCFW-FM 232	WCLV-FM 24	WCRV-AM 46	WDAB-AM 58	WDER-AM 185	WDOK-FM 24	WEBE-AM 213	WEKO-AM 13	WERZ-FM 117	WFAU-AM 249
WCGB-AM 13	WCLY-AM 48	WCRY-AM 48	WDAC-FM 111	WDEV-FM 224	WDOV-AM 75	WEBE-FM 108	WEKY-AM 107	WESA-AM 21	WFAV-AM 203
WCGC-AM 37	WCLZ-FM 160	WCRZ-FM 116	WDAE-AM 22	WDEX-AM 37	WDPC-AM 12	WEBG-AM 168	WEKZ-AM 120	WESC-AM 58	WFAX-AM 9
WCGL-AM 52	WCMA-FM 13	WCSJ-AM 3	WDAF-AM 30	WDEZ-FM 158	WDPN-AM 123	WEBN-FM 26	WEKZ-FM 120	WESC-FM 58	WFBC-FM 58
WCGO-AM 3	WCMC-AM 136	WCSL-AM 37	WDAI-FM 173	WDFN-AM 6	WDRD-AM 45	WEBO-AM 166	WELA-FM 21	WESE-FM 178	WFBE-FM 116
WCGQ-FM 169	WCME-FM 249	WCSM-FM 225	WDAK-AM 169	WDGG-FM 143	WDRD-FM 45	WEBX-FM 204	WELB-AM 182	WESK-FM 69	WFBG-AM 241
WCGR-AM 50	WCMF-AM 50	WCSN-FM 86	WDAO-AM 55	WDGL-FM 82	WDRE-FM 17	WEBY-AM 121	WELE-AM 92	WESL-AM 19	WFBM-AM 73
WCGW-AM 107	WCMF-FM 50	WCSS-AM 59	WDAQ-FM 189	WDGY-AM 18	WDRM-FM 115	WEBZ-FM 228	WELI-AM 101	WESP-FM 182	WFBQ-FM 38
WCHA-AM 161	WCMG-FM 198	WCSX-FM 6	WDAR-FM 198	WDHA-FM 99	WDRQ-FM 6	WECB-FM 135	WELM-AM 199	WEST-AM 67	WFBY-FM 187
WCHA-FM 161	WCMI-AM 143	WCTA-FM 13	WDAS-AM 5	WDIA-AM 46	WDRR-FM 74	WECK-AM 43	WELO-AM 178	WESX-AM 8	WFCC-FM 184
WCHB-AM 6	WCMN-AM 13	WCTB-FM 249	WDAS-FM 5	WDIN-FM 13	WDSC-AM 198	WECL-FM 232	WELP-AM 58	WETB-AM 95	WFCJ-FM 55
WCHE-AM 5	WCMN-FM 13	WCTC-AM 1	WDAY-AM 211	WDIS-AM 8	WDSD-FM 75	WECM-AM 121	WELS-AM 81	WETC-AM 48	WFCM-AM 44
WCHK-AM 12	WCMQ-FM 11	WCTD-FM 64	WDAY-FM 211	WDIZ-AM 228	WDSL-AM 42	WEDG-FM 43	WELS-FM 81	WETT-AM 152	WFCV-AM 100
WCHL-AM 48	WCMS-AM 36	WCTG-AM 89	WDBE-AM 51	WDJA-AM 51	WDSM-AM 213	WEDJ-AM 38	WELV-AM 142	WEUP-AM 115	WFDL-AM 116
WCHR-AM 139	WCMS-FM 36	WCTJ-FM 157	WDBF-AM 51	WDJC-AM 56	WDST-FM 157	WEDO-AM 21	WELW-AM 24	WEUP-FM 115	WFEA-AM 185
WCHS-AM 162	WCNA-FM 178	WCTK-FM 33	WDBL-AM 44	WDJC-FM 56	WDSY-FM 21	WEDR-FM 11	WELX-AM 52	WEVD-AM 1	WFFM-FM 248



Table 5
Station Calls to Market Rank

WFFN-FM 56	WFMS-FM 38	WFTW-AM 203	WGET-AM 103	WGMD-FM 152	WGSR-AM 52	WHBQ-AM 46	WHLI-AM 17	WHTB-AM 165	WICO-FM 152
WFFX-AM 268	WFMT-FM 3	WFUN-FM 19	WGEZ-AM 120	WGMM-FM 199	WGSS-FM 198	WHBR-FM 222	WHLM-FM 64	WHTC-AM 66	WICT-FM 93
WFGF-FM 225	WFMV-FM 89	WFUR-AM 66	WGFC-AM 215	WGMM-AM 105	WGST-AM 12	WHBT-AM 163	WHLO-AM 68	WHTF-FM 163	WIDA-AM 13
WFGI-FM 241	WFNC-AM 125	WFUR-FM 66	WGFM-FM 196	WGMR-FM 238	WGST-FM 12	WHBX-FM 163	WHLQ-FM 48	WHTG-AM 47	WIDG-AM 196
WFGO-FM 155	WFNC-FM 125	WFWI-FM 100	WGFN-FM 196	WGMS-FM 9	WGSY-FM 169	WHBY-AM 135	WHLS-AM 6	WHTG-FM 47	WIDU-AM 125
WFGR-FM 66	WFNN-AM 155	WFXA-FM 110	WGFP-AM 112	WGN-AM 3	WGTC-FM 159	WHBZ-FM 104	WHLY-AM 159	WHTH-AM 34	WIFC-FM 158
WFGW-AM 179	WFNO-AM 41	WFXC-FM 48	WGFS-AM 12	WGNA-AM 59	WGTH-AM 250	WHCD-FM 258	WHLZ-FM 198	WHTK-AM 50	WIFI-AM 5
WFGY-AM 241	WFNR-AM 215	WFXE-FM 169	WGFT-AM 93	WGNA-FM 59	WGTH-FM 250	WHCK-FM 33	WHME-FM 159	WHTQ-FM 39	WIGY-FM 249
WFHK-AM 56	WFNT-AM 116	WFXF-FM 134	WGFY-FM 44	WGNC-AM 37	WGTM-AM 173	WHCN-FM 45	WHMH-FM 216	WHTS-FM 132	WIHN-FM 230
WFHN-FM 165	WFNW-AM 181	WFXH-FM 153	WGFY-AM 37	WGNE-FM 92	WGTM-FM 173	WHCU-AM 258	WHMI-FM 6	WHTT-FM 43	WIIL-FM 258
WFHR-AM 158	WFNX-FM 8	WFXK-FM 48	WGGG-AM 87	WGNG-FM 119	WGTR-FM 173	WHCY-FM 234	WHMP-AM 80	WHTZ-FM 1	WIIL-FM 3
WFIA-AM 53	WFNZ-AM 37	WFXM-FM 147	WGGH-AM 212	WGNI-FM 177	WGTT-AM 56	WHEB-FM 117	WHMP-AM 80	WHUB-AM 260	WIIN-AM 119
WFID-FM 13	WFOB-AM 78	WFXN-FM 143	WGGI-FM 64	WGNN-FM 204	WGTY-FM 103	WHEN-AM 73	WHMS-FM 204	WHUD-FM 1	WIIZ-FM 110
WFIF-AM 108	WFOG-FM 36	WFXW-AM 3	WGGM-AM 57	WGNN-FM 38	WGTY-FM 55	WHEP-AM 86	WHMX-FM 263	WHUR-FM 9	WIKQ-FM 95
WFII-AM 34	WFOF-AM 12	WFYR-FM 134	WGGY-FM 64	WGNS-AM 44	WGUF-FM 74	WHER-FM 209	WHNN-FM 124	WHVN-AM 37	WIKS-FM 81
WFIL-AM 5	WFOR-AM 209	WFYV-FM 52	WGH-AM 36	WGNU-AM 19	WGUL-AM 22	WHEW-AM 44	WHNR-AM 97	WHVR-AM 103	WIKX-FM 74
WFIN-AM 78	WFOX-FM 12	WGAB-AM 151	WGH-FM 36	WGNU-AM 142	WGUL-FM 22	WHFM-FM 17	WHNZ-AM 22	WHVW-AM 157	WIKY-FM 151
WFIR-AM 105	WFOY-AM 52	WGAC-AM 110	WGHB-AM 81	WGNU-AM 142	WGUN-AM 12	WHFS-FM 9	WHO-AM 91	WHWH-AM 139	WIKZ-FM 161
WFIS-AM 58	WFPB-AM 184	WGAN-AM 160	WGHN-AM 66	WGNY-AM 55	WGUS-AM 110	WHFX-FM 269	WHOB-FM 8	WHWK-FM 166	WIL-FM 19
WFIV-AM 39	WFPG-AM 136	WGAP-AM 69	WGHN-AM 66	WGOC-AM 95	WGUY-FM 263	WHGM-AM 153	WHOG-FM 92	WHYI-FM 11	WILC-AM 9
WFJO-AM 22	WFPQ-AM 136	WGAR-FM 24	WGHC-AM 157	WGOR-AM 143	WGV-AM 50	WHGT-AM 161	WHOK-FM 34	WHYL-AM 76	WILD-AM 8
WFJY-AM 168	WFQX-FM 219	WGAS-AM 37	WGHT-AM 1	WGOR-FM 110	WGV-AM 58	WHHH-FM 38	WHOL-AM 67	WHYL-FM 76	WILK-AM 64
WFJY-FM 168	WFRB-AM 168	WGAT-AM 95	WGIC-FM 260	WGOS-AM 42	WGV-AM 217	WHHK-FM 132	WHOM-FM 160	WHYM-AM 198	WILM-AM 75
WFKS-FM 92	WFRB-FM 168	WGAY-AM 9	WGIG-AM 269	WGOW-AM 102	WGV-AM 217	WHHM-FM 264	WHOO-AM 39	WHYN-AM 80	WILN-FM 228
WFKX-FM 264	WFRE-FM 200	WGBB-AM 17	WGIN-AM 117	WGOW-FM 102	WGV-AM 66	WHHO-AM 199	WHOS-AM 115	WHYN-AM 80	WILO-AM 231
WFLA-AM 22	WFRF-AM 163	WGBD-FM 231	WGIP-AM 117	WGPA-AM 67	WGY-AM 59	WHHQ-AM 95	WHOT-FM 93	WHYZ-AM 58	WILP-AM 64
WFLB-FM 125	WFRG-FM 150	WGBF-AM 151	WGIR-AM 185	WGPC-AM 248	WGYL-FM 118	WHHY-FM 141	WHOT-FM 93	WHZZ-FM 114	WILQ-FM 246
WFLC-FM 11	WFRN-AM 159	WGBF-FM 151	WGIR-FM 185	WGPL-AM 36	WGYM-AM 136	WHIM-AM 39	WHOT-FM 93	WHZZ-FM 114	WILQ-FM 246
WFLI-AM 102	WFRN-FM 159	WGBG-FM 152	WGIV-AM 37	WGPM-FM 81	WGZB-FM 53	WHIN-AM 44	WHOT-FM 93	WHZZ-FM 114	WILQ-FM 246
WFLK-FM 50	WFRX-AM 212	WGBI-AM 64	WGKA-AM 12	WGPR-FM 6	WGZO-FM 153	WHIO-AM 55	WHOT-FM 93	WHZZ-FM 114	WILQ-FM 246
WFLM-FM 118	WFRY-FM 252	WGBM-FM 183	WGKA-AM 12	WGPR-FM 6	WGZO-FM 153	WHIS-AM 250	WHOT-FM 93	WHZZ-FM 114	WILQ-FM 246
WFLS-FM 9	WFSF-FM 198	WGBN-AM 21	WGKC-FM 204	WGQR-FM 125	WGZS-AM 182	WHIS-AM 250	WHOT-FM 93	WHZZ-FM 114	WILQ-FM 246
WFLT-AM 116	WFSH-AM 203	WGBR-AM 48	WGKS-FM 107	WGR-AM 43	WHAG-AM 161	WHIT-AM 120	WHOT-FM 93	WHZZ-FM 114	WILQ-FM 246
WFLY-FM 59	WFSI-FM 20	WGBR-AM 48	WGKX-FM 46	WGRD-FM 66	WHAJ-FM 250	WHJJ-AM 33	WHOT-FM 93	WHZZ-FM 114	WILQ-FM 246
WFLZ-FM 22	WFSJ-FM 52	WGCH-AM 138	WGL-AM 100	WGRF-FM 43	WHAM-AM 50	WHJM-AM 69	WHOT-FM 93	WHZZ-FM 114	WILQ-FM 246
WFMB-AM 194	WFSY-FM 228	WGCI-AM 3	WGLB-AM 31	WGRL-FM 38	WHAN-AM 57	WHJT-FM 119	WHOT-FM 93	WHZZ-FM 114	WILQ-FM 246
WFMB-FM 194	WFTA-FM 178	WGCI-FM 3	WGLB-FM 31	WGRR-FM 26	WHAP-AM 57	WHJY-FM 33	WHOT-FM 93	WHZZ-FM 114	WILQ-FM 246
WFMD-AM 200	WFTD-AM 12	WGCM-AM 137	WGLD-FM 38	WGRT-FM 6	WHAR-AM 187	WHK-AM 24	WHOT-FM 93	WHZZ-FM 114	WILQ-FM 246
WFME-FM 1	WFTH-AM 57	WGCO-FM 153	WGLF-FM 163	WGRV-FM 6	WHAS-AM 53	WHK-FM 24	WHOT-FM 93	WHZZ-FM 114	WILQ-FM 246
WFMF-FM 82	WFTK-AM 48	WGCO-FM 153	WGLL-AM 100	WGRX-FM 20	WHAT-AM 5	WHKK-FM 33	WHOT-FM 93	WHZZ-FM 114	WILQ-FM 246
WFMK-FM 114	WFTL-AM 11	WGCO-FM 153	WGLM-FM 231	WGSF-AM 46	WHAZ-AM 59	WHKO-FM 55	WHOT-FM 93	WHZZ-FM 114	WILQ-FM 246
WFMM-FM 209	WFTN-AM 185	WGCV-AM 57	WGLN-FM 134	WGSN-AM 17	WHB-AM 30	WHKR-FM 96	WHOT-FM 93	WHZZ-FM 114	WILQ-FM 246
WFMN-FM 119	WFTO-AM 178	WGEA-AM 182	WGLR-AM 220	WGSN-AM 173	WHBC-AM 123	WHKT-AM 36	WHOT-FM 93	WHZZ-FM 114	WILQ-FM 246
WFMO-AM 125	WFTR-AM 219	WGEN-AM 183	WGLR-FM 220	WGSO-AM 41	WHBC-FM 123	WHKX-FM 250	WHOT-FM 93	WHZZ-FM 114	WILQ-FM 246
WFMR-FM 31	WFTR-FM 219	WGER-FM 124	WGLU-FM 168	WGSP-AM 37	WHBG-AM 255	WHLD-AM 43	WHOT-FM 93	WHZZ-FM 114	WILQ-FM 246
			WGLX-FM 158	WGSQ-FM 260	WHBK-AM 179	WHLG-FM 118	WHOT-FM 93	WHZZ-FM 114	WILQ-FM 246



Table 5
Station Calls to Market Rank

WINK-AM 74	WIXO-FM 134	WJFD-FM 165	WJMP-AM 68	WJSH-AM 190	WKAP-AM 67	WKFN-AM 69	WKLH-FM 31	WKQL-FM 52	WKVL-AM 69
WINK-FM 74	WIXV-FM 153	WJFK-AM 20	WJMR-FM 31	WJSM-AM 241	WKAQ-AM 13	WKFR-FM 174	WKLI-FM 59	WKQQ-FM 107	WKVM-AM 13
WINR-AM 166	WIXX-FM 183	WJFK-FM 9	WJMW-AM 64	WJSM-FM 241	WKAQ-FM 13	WKFS-FM 26	WKLL-FM 150	WKQV-AM 64	WKWK-FM 221
WINS-AM 1	WIXY-FM 204	WJFX-FM 100	WJMX-AM 198	WJST-FM 74	WKAT-AM 11	WKGB-FM 166	WKLN-AM 52	WKQX-FM 3	WKWM-AM 66
WINU-AM 19	WIYN-FM 166	WJGO-FM 74	WJMX-FM 198	WJSX-FM 136	WKAV-AM 223	WKGE-AM 12	WKLQ-FM 66	WKQY-FM 250	WKWN-AM 102
WINW-AM 123	WIYY-FM 20	WJGR-AM 52	WJMZ-FM 58	WJTB-AM 24	WKAZ-FM 162	WKGM-AM 36	WKLR-FM 57	WKQZ-FM 124	WKWS-FM 162
WINX-AM 9	WIZB-FM 182	WJHM-FM 39	WJNA-AM 51	WJTT-FM 102	WKBA-AM 105	WKGN-AM 69	WKLS-FM 12	WKRA-AM 46	WKXA-FM 78
WINZ-AM 11	WIZD-FM 158	WJIB-AM 8	WJNC-AM 81	WJTW-FM 3	WKBE-FM 59	WKGR-FM 51	WKLT-FM 196	WKRA-AM 46	WKXB-FM 177
WIOA-FM 13	WIZE-AM 55	WJIE-AM 53	WJNE-FM 152	WJUC-FM 78	WKBF-AM 132	WKGS-FM 50	WKLU-FM 38	WKRC-AM 26	WKXC-FM 110
WIOB-FM 13	WIZF-FM 26	WJIM-AM 114	WJNI-FM 104	WJVA-AM 159	WKBL-AM 46	WKHK-FM 57	WKLZ-AM 174	WKRE-AM 37	WKXD-FM 260
WIOC-FM 13	WIZN-FM 224	WJIM-FM 114	WJNL-AM 196	WJWK-AM 152	WKBN-AM 93	WKHL-FM 138	WKLZ-FM 196	WKRF-FM 64	WKXI-AM 119
WIOD-AM 11	WIZR-AM 59	WJIV-FM 59	WJNN-FM 136	WJWL-AM 152	WKBO-AM 76	WKHQ-FM 196	WKMB-AM 99	WKRH-FM 73	WKXI-FM 119
WIOG-FM 124	WJAC-AM 168	WJIZ-FM 248	WJNO-AM 51	WJWR-AM 1	WKBQ-FM 46	WKHW-FM 152	WKMC-AM 241	WKRK-FM 6	WKXJ-FM 102
WIOJ-AM 52	WJAD-FM 248	WJJB-AM 160	WJNS-FM 119	WJWZ-FM 141	WKBR-AM 185	WKHX-FM 12	WKMI-AM 174	WKRL-FM 73	WKXL-AM 185
WIOK-FM 26	WJAE-AM 160	WJJF-AM 33	WJNT-AM 119	WJXA-FM 44	WKBZ-AM 217	WKHY-FM 231	WKML-FM 125	WKRO-FM 92	WKXL-FM 185
WIOO-AM 76	WJAK-AM 264	WJJG-AM 3	WJNX-AM 51	WJXB-FM 69	WKCD-FM 164	WKIE-FM 3	WKMQ-FM 148	WKRQ-FM 26	WKXO-AM 107
WIOQ-FM 5	WJAS-AM 21	WJJJ-FM 21	WJNZ-AM 66	WJXM-FM 268	WKCE-AM 69	WKIF-FM 3	WKMX-FM 182	WKRK-FM 42	WKXR-AM 42
WIOT-FM 78	WJAW-FM 222	WJL-AM 43	WJOB-AM 3	WJXN-AM 119	WKCG-FM 249	WKII-AM 74	WKMZ-FM 161	WKRS-AM 3	WKXU-FM 48
WIOV-AM 131	WJAX-AM 52	WJLN-FM 182	WJOC-AM 102	WJXN-FM 119	WKCI-FM 101	WKIK-AM 9	WKND-AM 45	WKRT-AM 258	WKXV-AM 69
WIOV-FM 111	WJBC-AM 230	WJJO-FM 120	WJOD-FM 220	WJXQ-FM 114	WKCM-AM 261	WKIM-AM 110	WKNN-FM 137	WKRZ-FM 64	WKXW-FM 139
WIP-AM 5	WJBM-AM 19	WJJS-FM 105	WJOI-AM 36	WJXR-FM 52	WKCN-FM 169	WKIN-AM 95	WKNR-AM 24	WKSA-FM 13	WKY-AM 54
WIPC-AM 97	WJBO-AM 82	WJXX-FM 105	WJOK-AM 135	WJXY-AM 173	WKCO-FM 124	WKIO-FM 204	WKNV-AM 215	WKSB-FM 246	WKYE-FM 168
WIQB-FM 145	WJBQ-FM 160	WJZZ-FM 5	WJOL-AM 3	WJXY-FM 173	WKCV-AM 95	WKIP-AM 157	WKNX-AM 124	WKSE-FM 43	WKYG-AM 222
WIQR-AM 141	WJBR-AM 75	WJKK-FM 119	WJON-AM 216	WJYE-FM 43	WKCY-AM 255	WKIS-FM 11	WKNZ-FM 209	WKSF-FM 179	WKYL-FM 107
WIRA-AM 118	WJBR-FM 75	WJKL-FM 3	WJOX-AM 56	WJYI-AM 31	WKCY-FM 255	WKIT-FM 263	WKOA-FM 231	WKSI-FM 42	WKYS-FM 9
WIRK-FM 51	WJBT-FM 52	WJKS-FM 75	WJOY-AM 224	WJYM-AM 78	WKDA-AM 44	WKIX-FM 48	WKOC-FM 36	WKSJ-AM 86	WKZB-FM 268
WIRL-AM 134	WJBW-FM 51	WJKX-FM 209	WJPA-AM 21	WJYN-FM 152	WKDD-FM 68	WKJB-AM 13	WKOE-FM 136	WKSJ-FM 86	WKZE-FM 157
WIRO-AM 143	WJBX-FM 74	WJLB-FM 6	WJPA-FM 21	WJYP-FM 162	WKDE-AM 105	WKJK-AM 53	WKOL-FM 224	WKSL-FM 46	WKZI-AM 190
WISE-AM 179	WJBZ-FM 69	WJLD-AM 56	WJPF-AM 212	WJYR-FM 173	WKDE-FM 105	WKJN-AM 64	WKOQ-FM 81	WKSM-FM 203	WKZJ-FM 169
WISM-FM 232	WJCD-FM 36	WJLG-AM 153	WJPL-FM 134	WJYT-AM 165	WKDF-FM 44	WKJS-FM 57	WKOP-AM 166	WKSO-FM 134	WKZK-AM 110
WISN-AM 31	WJCE-AM 46	WJLK-FM 47	WJPS-FM 151	WJYY-FM 185	WKDL-AM 9	WKJV-AM 179	WKOR-AM 178	WKSQ-FM 263	WKZL-FM 42
WISP-AM 5	WJCI-AM 204	WJLM-FM 105	WJQR-FM 66	WJYZ-AM 248	WKDM-AM 1	WKJY-FM 17	WKOS-FM 95	WKSS-FM 45	WKZM-FM 79
WISR-AM 21	WJCL-FM 153	WJLS-AM 265	WJQR-FM 52	WJZA-FM 34	WKDQ-FM 151	WKKD-AM 3	WKOX-AM 8	WKSW-FM 55	WKZO-AM 174
WIST-FM 42	WJCV-AM 81	WJLS-FM 265	WJRA-AM 6	WJZC-FM 44	WKDR-AM 224	WKKD-FM 3	WKOY-FM 250	WKSX-FM 110	WKZQ-AM 173
WISW-AM 89	WJCW-AM 95	WJLT-AM 8	WJRA-AM 115	WJZD-FM 137	WKDV-AM 9	WKKE-AM 125	WKPA-AM 105	WKSX-FM 41	WKZQ-FM 173
WISY-FM 50	WJDA-AM 8	WJLW-FM 183	WJRE-FM 132	WJZE-FM 78	WKDY-AM 58	WKKI-FM 225	WKPE-FM 184	WKSZ-FM 183	WKZV-AM 21
WITA-AM 69	WJDM-AM 1	WJMG-FM 209	WJRO-AM 20	WJZF-FM 12	WKEE-AM 143	WKKJ-FM 34	WKPK-FM 196	WKTA-AM 3	WKZW-FM 209
WITH-AM 20	WJDQ-FM 268	WJMH-FM 42	WJRR-FM 39	WJZI-FM 31	WKEE-FM 143	WKKO-FM 78	WKPO-FM 120	WKTG-FM 261	WLAC-AM 44
WITL-FM 114	WJDT-FM 95	WJMI-FM 119	WJRV-FM 57	WJZJ-FM 196	WKEI-AM 132	WKKT-FM 37	WKPQ-FM 199	WKTI-FM 31	WLAD-AM 189
WIVA-FM 13	WJDX-AM 119	WJMK-FM 3	WJRZ-AM 47	WJZR-FM 50	WKES-AM 125	WKKV-FM 31	WKPR-AM 174	WKTU-FM 87	WLAM-AM 160
WIVK-FM 69	WJDY-AM 152	WJML-AM 196	WJRV-FM 47	WJZW-FM 9	WKEU-AM 12	WKKW-FM 187	WKPT-AM 95	WKTP-AM 95	WLAM-FM 160
WIWS-AM 265	WJEJ-AM 161	WJMM-FM 107	WJSA-AM 246	WJZZ-AM 196	WKEW-AM 42	WKKX-FM 19	WKPZ-AM 21	WKTR-AM 223	WLAN-AM 111
WIXE-AM 37	WJES-AM 110	WJMN-FM 8	WJSA-AM 246	WKAB-FM 64	WKEZ-AM 215	WKLK-FM 8	WKQB-FM 125	WKTU-FM 1	WLAN-FM 111
WIXX-AM 18	WJES-AM 110	WJMO-AM 24	WJSB-AM 203	WKAC-AM 115	WKEZ-AM 250	WKLK-FM 162	WKQH-FM 158	WKTW-AM 21	WLAP-AM 107
WIXX-FM 18	WJET-FM 155	WJMO-FM 9	WJSE-FM 136	WKAK-FM 248	WKFE-AM 13	WKLK-FM 56	WKQI-FM 6	WKTU-AM 93	WLAT-AM 45



Table 5
Station Calls to Market Rank

WLAV-FM 66	WLIV-AM 260	WLON-AM 37	WLTU-FM 89	WMAK-AM 44	WMFJ-AM 92	WMJT-AM 221	WMQX-FM 42	WMXY-FM 93	WNDI-AM 190
WLBA-AM 12	WLIV-FM 260	WLOQ-FM 39	WLUJ-FM 194	WMAL-AM 9	WMFM-FM 209	WMJX-FM 8	WMRD-AM 45	WMXZ-FM 203	WNDI-FM 190
WLBR-AM 76	WLJE-FM 3	WLOP-AM 115	WLUM-FM 31	WMAQ-AM 3	WMFN-AM 66	WMJY-FM 137	WMRO-AM 44	WMYB-FM 173	WNDT-FM 87
WLBW-FM 152	WLJI-FM 89	WLOU-AM 53	WLUP-FM 3	WMAS-AM 80	WMFQ-FM 87	WMKC-FM 196	WMRQ-FM 45	WMYF-FM 117	WNDV-AM 159
WLCC-AM 22	WLJM-AM 225	WLOV-FM 102	WLUS-AM 87	WMAS-FM 80	WMFR-AM 42	WMKI-AM 56	WMRR-FM 217	WMYI-FM 58	WNDV-FM 159
WLCC-FM 147	WLJY-FM 158	WLOW-FM 153	WLUV-AM 148	WMAX-AM 124	WMFS-FM 46	WMKJ-FM 12	WMRV-FM 166	WMYL-FM 246	WNDZ-AM 3
WLCC-FM 147	WLKC-FM 224	WLPA-AM 111	WLUV-FM 148	WMAY-AM 194	WMFX-FM 89	WMKM-AM 6	WMRX-FM 124	WMYM-AM 11	WNEA-AM 12
WLCL-AM 50	WLKF-AM 97	WLPB-AM 56	WLUX-AM 17	WMBA-AM 21	WMGB-FM 147	WMKT-AM 196	WMSI-FM 119	WMYR-AM 74	WNEB-AM 112
WLCM-AM 114	WLKK-AM 155	WLPR-AM 86	WLUX-AM 13	WMBD-AM 134	WMGC-AM 44	WMLB-AM 12	WMSP-AM 141	WMSY-AM 38	WNED-AM 43
WLCR-AM 53	WLKQ-FM 12	WLQE-FM 105	WLVA-AM 105	WMBE-AM 135	WMGE-FM 11	WMLF-AM 169	WMSW-AM 13	WMYT-AM 177	WNED-FM 43
WLCS-FM 217	WLKT-FM 107	WLQH-AM 87	WLVE-FM 11	WMBG-AM 36	WMGF-FM 39	WMLI-FM 120	WMSX-AM 8	WMYU-FM 69	WNEL-AM 13
WLDE-FM 100	WLKW-AM 33	WLQH-FM 87	WLVF-AM 97	WMBH-AM 226	WMGG-FM 22	WMLV-FM 268	WMT-AM 201	WMYX-FM 31	WNEW-FM 1
WLDI-FM 51	WLKY-AM 53	WLQR-AM 78	WLVG-FM 17	WMBI-AM 3	WMGH-FM 67	WMLX-FM 225	WMT-FM 201	WMYZ-FM 59	WNEX-AM 147
WLDJ-FM 105	WLLD-FM 22	WLQT-FM 55	WLVH-FM 153	WMBL-AM 81	WMGI-FM 190	WMMB-AM 96	WMTD-FM 265	WMZK-FM 158	WNEZ-AM 45
WLDR-FM 196	WLLF-FM 93	WLQV-AM 6	WLVJ-AM 51	WMBM-AM 11	WMGK-FM 5	WMMC-FM 190	WMTI-AM 13	WMZQ-FM 9	WNFL-AM 183
WLEA-AM 199	WLLH-AM 8	WLQY-AM 11	WLVL-AM 43	WMBN-AM 196	WMGL-FM 104	WMME-FM 249	WMTR-AM 99	WNAH-AM 44	WNFZ-FM 69
WLEE-AM 57	WLLI-FM 3	WLRO-FM 107	WLW-AM 26	WMBP-AM 21	WMGM-FM 136	WMMJ-FM 9	WMTR-AM 78	WNAK-AM 64	WNGZ-FM 199
WLEO-AM 13	WLLJ-FM 102	WLRP-AM 13	WLVS-AM 51	WMBX-FM 51	WMGN-FM 120	WMMK-FM 203	WMTX-FM 22	WNAM-AM 135	WNHI-FM 185
WLER-AM 21	WLLL-AM 105	WLRQ-FM 96	WLVV-AM 86	WMC-AM 46	WMGO-AM 119	WMMM-AM 138	WMTZ-FM 168	WNAP-AM 5	WNHQ-FM 185
WLEV-FM 67	WLLM-AM 194	WLRS-FM 53	WLWV-FM 152	WMC-FM 46	WMGO-FM 119	WMMM-AM 120	WMUS-AM 217	WNAP-FM 38	WNIB-FM 3
WLEY-AM 13	WLLR-AM 132	WLRW-FM 204	WLWY-FM 199	WMCA-AM 1	WMGQ-FM 1	WMNN-AM 187	WMUS-FM 217	WNAU-AM 178	WNIC-FM 6
WLEY-FM 3	WLLR-FM 132	WLS-AM 3	WLW-AM 26	WMCB-AM 38	WMGR-FM 248	WMMO-FM 39	WMUU-AM 58	WNAV-AM 20	WNIK-FM 13
WLEZ-FM 190	WLLV-AM 53	WLSA-FM 223	WLWI-AM 141	WMCH-AM 95	WMGS-FM 64	WMMQ-FM 114	WMUU-AM 58	WNAX-AM 245	WNIL-AM 159
WLFE-FM 224	WLLW-FM 50	WLSC-AM 173	WLWI-FM 141	WMCJ-AM 104	WMGV-FM 81	WMMR-FM 5	WMUZ-FM 6	WNB-AM 166	WNIO-AM 93
WLFF-FM 231	WLLZ-AM 6	WLSH-AM 67	WLXC-FM 89	WMCN-AM 73	WMGW-AM 155	WMMS-FM 24	WMVI-AM 59	WNBH-AM 165	WNIR-FM 68
WLFH-AM 150	WLMC-AM 173	WLSP-AM 116	WLXG-AM 107	WMCN-AM 73	WMGX-FM 160	WMMV-AM 96	WMVO-AM 34	WNBK-AM 268	WNIS-AM 36
WLFX-FM 107	WLME-FM 261	WLSW-FM 21	WLXN-AM 42	WMCS-AM 31	WMGY-AM 141	WMMW-AM 101	WMVP-AM 3	WNBK-AM 8	WNIV-AM 12
WLGC-AM 143	WLMG-FM 41	WLSY-FM 53	WLXT-FM 196	WMCW-AM 3	WMHG-AM 217	WMMX-FM 55	WMVU-AM 185	WNBK-AM 81	WNIZ-FM 3
WLGC-FM 143	WLMR-AM 102	WLSZ-FM 264	WLXV-FM 196	WMCZ-FM 141	WMHI-FM 252	WMMZ-FM 268	WMVX-FM 24	WNCA-AM 48	WNJC-AM 5
WLGL-AM 76	WLMX-AM 102	WLTA-AM 12	WLXX-AM 3	WMDB-AM 44	WMHR-FM 73	WMNE-AM 51	WMVY-FM 184	WNCC-AM 168	WNJO-FM 139
WLGO-AM 89	WLMX-FM 102	WLTB-AM 166	WLXY-FM 214	WMDE-FM 155	WMHX-FM 53	WMNI-AM 34	WMWX-FM 257	WNCD-FM 93	WNJY-FM 231
WLGP-FM 81	WLNA-AM 1	WLTC-AM 37	WLYC-AM 246	WMDR-AM 249	WMIB-AM 74	WMNN-AM 18	WMXB-FM 57	WNCE-FM 76	WNKI-FM 199
WLGX-FM 177	WLN-AM 137	WLTE-FM 18	WLYF-FM 11	WMEE-FM 100	WMID-AM 136	WMNX-FM 177	WMXC-FM 86	WNCF-FM 34	WNKO-FM 34
WLHR-FM 228	WLNG-FM 17	WLTG-AM 228	WLYK-FM 105	WMEG-FM 13	WMIL-FM 31	WMNY-AM 43	WMXD-FM 6	WNCL-FM 238	WNKR-FM 26
WLHT-FM 66	WLNI-FM 105	WLTH-AM 3	WLYN-AM 8	WMEL-AM 96	WMIN-AM 18	WMOA-AM 222	WMXH-FM 255	WNCS-FM 224	WNKS-FM 37
WLIB-AM 1	WLNK-FM 37	WLTJ-AM 73	WLYT-FM 37	WMEN-AM 69	WMIO-FM 13	WMOB-AM 86	WMXI-FM 209	WNCT-AM 81	WNKT-FM 104
WLIF-FM 20	WLNL-AM 199	WLTJ-FM 21	WLYV-AM 100	WMEQ-AM 232	WMIT-FM 179	WMOG-AM 269	WMXJ-FM 11	WNCT-AM 81	WNLC-FM 164
WLIL-AM 69	WLNO-AM 41	WLTK-FM 255	WLZQ-FM 100	WMEQ-FM 232	WMJC-FM 17	WMOH-AM 26	WMXL-FM 107	WNCF-FM 203	WNLK-AM 138
WLIL-FM 69	WLNR-AM 81	WLTM-FM 183	WLZR-FM 31	WMER-AM 268	WMJH-AM 66	WMOJ-FM 26	WMXP-FM 228	WNCX-FM 24	WNLS-AM 163
WLIM-AM 17	WLOB-AM 160	WLTO-FM 107	WLZW-FM 150	WMET-AM 9	WMJI-FM 24	WMOP-AM 87	WMXQ-FM 52	WNCY-FM 135	WNLT-FM 26
WLIP-AM 3	WLOD-AM 69	WLTP-AM 222	WMAC-AM 147	WMEV-AM 95	WMJJ-FM 56	WMOX-AM 268	WMXS-FM 141	WNDA-AM 115	WNMA-AM 11
WLIR-AM 1	WLOF-FM 50	WLTP-AM 31	WMAD-FM 120	WMEV-FM 95	WMJM-FM 53	WMPI-FM 53	WMXT-FM 198	WNDB-AM 92	WNMB-AM 173
WLIR-FM 17	WLOH-AM 34	WLTS-FM 41	WMAG-FM 42	WMEZ-FM 121	WMJQ-FM 43	WMPM-AM 48	WMXU-FM 178	WNDC-AM 82	WNMT-AM 213
WLIS-AM 45	WLOK-AM 46	WLTT-FM 177	WMAJ-AM 238	WMFA-AM 125	WMJR-AM 107	WMPX-AM 124	WMXW-FM 166	WNDD-FM 87	WNMX-FM 37
WLIT-FM 3	WLOL-FM 18	WLTW-FM 1	WMAJ-FM 241	WMFD-AM 177	WMJS-FM 9	WMPZ-FM 102	WMXX-FM 264	WNDE-AM 38	WNND-FM 3



Table 5

Station Calls to Market Rank

WNNH-FM 185	WNTA-AM 148	WOCA-AM 87	WOLF-AM 73	WOSM-FM 137	WPCK-FM 135	WPKR-FM 135	WPSP-AM 51	WQCK-FM 82	WQPM-AM 18
WNNJ-AM 234	WNTD-AM 3	WOCC-AM 53	WOLF-FM 73	WOSN-FM 118	WPCL-FM 168	WPKX-FM 80	WPST-FM 139	WQCM-FM 161	WQPO-FM 255
WNNJ-FM 234	WNTF-AM 39	WOCL-FM 39	WOLI-FM 58	WOSO-AM 13	WPCM-AM 42	WPLA-FM 52	WPTE-FM 36	WQDR-FM 48	WQQB-FM 204
WNNK-FM 76	WNTJ-AM 168	WOCN-AM 11	WOLL-FM 51	WOSQ-FM 158	WPCV-FM 97	WPLC-FM 9	WPTF-AM 48	WQEN-FM 56	WQQK-FM 44
WNNL-FM 48	WNTM-AM 86	WOCN-FM 184	WOLS-AM 198	WOST-FM 74	WPDA-FM 157	WPLJ-FM 1	WPTN-AM 260	WQEW-AM 1	WQQL-FM 194
WNNN-AM 75	WNTN-AM 8	WOCQ-FM 152	WOLT-FM 58	WOTO-FM 46	WPDC-AM 111	WPLM-AM 8	WPTS-FM 21	WQFL-FM 148	WQQQ-FM 45
WNNR-FM 50	WNTQ-AM 73	WOCT-FM 20	WOLX-FM 120	WOTR-FM 187	WPDH-FM 157	WPLM-FM 8	WPTT-AM 21	WQFM-FM 64	WQQZ-FM 13
WNNNS-FM 194	WNTS-AM 38	WODE-FM 67	WOLY-AM 236	WOTS-AM 39	WPDT-FM 198	WPLO-AM 12	WPTW-AM 55	WQFX-AM 137	WQRB-FM 232
WNNV-FM 13	WNTW-AM 219	WODI-AM 105	WOLZ-FM 74	WOTT-FM 252	WPDX-AM 187	WPLR-FM 101	WPUL-AM 92	WQGN-FM 164	WQRC-FM 184
WNNX-FM 12	WNTY-AM 45	WODJ-FM 66	WOMC-FM 6	WOUR-FM 150	WPDX-FM 187	WPLT-FM 6	WPUR-FM 136	WQHH-FM 114	WQRL-FM 212
WNNZ-AM 80	WNUA-FM 3	WODL-FM 56	WOMG-FM 89	WOVK-FM 221	WPEG-FM 37	WPLX-AM 46	WPUT-AM 189	WQHK-FM 100	WQRV-FM 50
WNOE-FM 41	WNUC-FM 43	WODS-FM 8	WOMI-AM 261	WOW-AM 72	WPEK-FM 58	WPLY-FM 5	WPUV-AM 215	WQHQ-FM 152	WQSA-AM 79
WNOG-AM 74	WNUQ-FM 248	WODT-AM 41	WOMP-AM 221	WOW-FM 72	WPEN-AM 5	WPLZ-FM 57	WPVL-AM 220	WQHT-FM 1	WQSC-AM 104
WNOK-FM 89	WNUF-FM 222	WODX-AM 74	WOMP-FM 221	WOWB-FM 150	WPEO-AM 134	WPMH-AM 36	WPVL-AM 220	WQIC-FM 76	WQSE-AM 44
WNOO-AM 102	WNUY-FM 100	WODZ-FM 150	WOMX-FM 39	WOWE-FM 116	WPEP-AM 165	WPMZ-AM 33	WPVQ-FM 80	WQII-AM 13	WQSH-FM 53
WNOP-AM 26	WNVE-FM 50	WOFM-FM 158	WOND-AM 136	WOWI-FM 36	WPET-AM 42	WPNA-AM 3	WPVR-FM 105	WQIK-FM 52	WQSL-FM 81
WNOR-FM 36	WNVR-AM 3	WOFX-FM 26	WONE-AM 55	WOWO-AM 100	WPEZ-FM 147	WPNT-AM 80	WPWA-AM 5	WQIO-FM 34	WQSM-FM 125
WNOS-AM 81	WNVY-AM 121	WOGB-FM 183	WONE-FM 68	WOWW-AM 46	WPFB-AM 55	WPNX-AM 169	WPWC-AM 9	WQIX-FM 69	WQSN-AM 174
WNOV-AM 31	WNVZ-FM 36	WOGK-FM 87	WONG-AM 119	WOWZ-FM 150	WPFM-FM 55	WPOC-FM 20	WPWT-AM 95	WQIZ-AM 104	WQSO-FM 117
WNOW-AM 37	WNWC-AM 120	WOGL-FM 5	WONN-AM 97	WOXY-FM 26	WPFC-AM 82	WPOL-AM 42	WPXC-FM 184	WQJQ-FM 119	WQSR-FM 20
WNOX-AM 69	WNWI-AM 3	WOGO-AM 232	WONO-AM 100	WOYE-FM 13	WPFL-FM 121	WPON-AM 6	WPXY-FM 50	WQJZ-FM 152	WQSV-AM 44
WNOX-FM 69	WNWN-AM 174	WOGR-AM 37	WONQ-AM 39	WOYK-AM 103	WPFM-AM 198	WPOP-AM 45	WPYB-AM 48	WQKK-FM 168	WQSX-FM 8
WNPL-FM 44	WNWN-FM 174	WOGT-FM 102	WONX-AM 3	WOZK-AM 182	WPGA-AM 147	WPOR-FM 160	WPYK-AM 56	WQKL-FM 145	WQTE-FM 78
WNPQ-FM 123	WNWR-AM 5	WOGY-FM 46	WONZ-AM 136	WOZZ-FM 135	WPGA-AM 147	WPOS-FM 78	WPYO-FM 39	WQKS-FM 141	WQTM-AM 39
WNPT-FM 214	WNWS-FM 264	WOHZ-AM 221	WOOD-AM 66	WPAB-AM 13	WPGC-AM 9	WPOW-FM 11	WPYX-FM 59	WQLD-FM 141	WQTY-FM 190
WNPV-AM 5	WNWV-FM 24	WOIC-AM 89	WOOD-FM 66	WPAL-FM 104	WPGC-FM 9	WPPC-AM 13	WPZE-AM 8	WQLH-FM 183	WQUA-FM 86
WNQM-AM 44	WNWZ-AM 66	WOIR-AM 11	WOOF-AM 182	WPAO-AM 93	WPGI-FM 199	WPPG-FM 147	WPZM-FM 115	WQLL-FM 185	WQUE-FM 41
WNRB-AM 8	WNXR-FM 213	WOJG-FM 264	WOOF-FM 182	WPAP-FM 228	WPGR-AM 21	WPPT-FM 228	WPZZ-FM 38	WQLR-FM 174	WQUL-FM 212
WNRI-AM 33	WNYG-AM 17	WOJO-FM 3	WOOM-AM 46	WPAT-AM 1	WPGS-AM 96	WPPY-FM 134	WQAL-FM 24	WQLS-AM 182	WQUN-AM 101
WNRK-AM 75	WNYQ-FM 59	WOKB-AM 39	WOON-AM 33	WPAT-FM 1	WPGU-FM 204	WPQR-FM 21	WQAM-AM 11	WQLS-FM 182	WQUT-FM 95
WNRQ-FM 44	WNZK-AM 6	WOKI-FM 69	WOOO-AM 38	WPAW-FM 118	WPHB-AM 238	WPRR-AM 13	WQAR-FM 59	WQLT-FM 115	WQVE-FM 248
WNRS-AM 150	WNZS-AM 52	WOKK-FM 268	WOOW-AM 81	WPAY-AM 143	WPHD-FM 199	WPRB-FM 139	WQBA-AM 11	WQLV-FM 76	WQWK-FM 238
WNRT-FM 13	WNZZ-AM 141	WOKL-FM 163	WOOZ-FM 212	WPAY-FM 143	WPHE-AM 5	WPRD-AM 39	WQBB-AM 69	WQLZ-FM 194	WQXA-AM 103
WNRV-AM 215	WOAB-FM 182	WOKN-FM 199	WOPI-AM 95	WPAZ-AM 5	WPHH-FM 21	WPRJ-FM 124	WQBE-AM 162	WQMF-FM 53	WQXA-FM 76
WNRX-AM 178	WOAD-AM 119	WOKO-FM 224	WOR-AM 1	WPBC-AM 12	WPHI-FM 5	WPRM-FM 13	WQBE-FM 162	WQMG-FM 42	WQXC-FM 174
WNSG-AM 44	WOAI-AM 32	WOKQ-FM 117	WORA-AM 13	WPBG-FM 134	WPHT-AM 5	WPRO-AM 33	WQBH-AM 6	WQMX-FM 68	WQXI-AM 12
WNSH-AM 8	WOAY-AM 265	WOKS-AM 169	WORC-AM 112	WPBH-FM 228	WPHX-AM 117	WPRO-FM 33	WQBJ-FM 59	WQMZ-FM 223	WQXK-FM 93
WNSL-FM 209	WOBB-FM 248	WOKT-AM 143	WORC-FM 112	WPBQ-AM 119	WPHX-FM 117	WPRP-AM 13	WQBK-FM 59	WQNQ-FM 179	WQXL-AM 89
WNSN-FM 159	WOBG-AM 187	WOKU-AM 162	WORD-AM 58	WPBR-AM 51	WPIC-AM 93	WPRR-FM 241	WQBN-AM 22	WQNS-FM 179	WQXQ-FM 261
WNSP-FM 86	WOBG-FM 187	WOKV-AM 52	WORD-FM 21	WPBS-AM 12	WPIE-AM 258	WPRS-AM 190	WQBR-FM 246	WQNT-AM 104	WQXR-FM 1
WNSR-AM 44	WOBL-AM 24	WOKX-AM 42	WORL-AM 39	WPBZ-FM 51	WPIN-AM 215	WPRX-AM 45	WQBS-AM 13	WQNU-FM 74	WQYK-AM 22
WNSS-AM 73	WOBM-FM 47	WOKY-AM 31	WORO-FM 13	WPCE-AM 36	WPIT-AM 21	WPSE-AM 155	WQBZ-FM 147	WQNY-FM 258	WQYK-FM 22
WNST-AM 20	WOBM-FM 47	WOL-AM 9	WORV-AM 209	WPCF-FM 228	WPJL-AM 48	WPSK-FM 215	WQCB-FM 263	WQOK-FM 48	WQYZ-FM 137
WNSW-AM 1	WOBBS-AM 52	WOLB-AM 20	WOSC-FM 152	WPCD-FM 12	WPJM-AM 58	WPSL-AM 118	WQCD-FM 1	WQOL-FM 118	WQZQ-FM 44
WNSY-FM 21	WOC-AM 132	WOLC-FM 152	WOSH-AM 135	WPCI-AM 58	WPJS-AM 173	WPSO-AM 22	WQCH-AM 102	WQOP-AM 52	WQZS-FM 168



Table 5

Station Calls to Market Rank

WQZZ-FM 214	WRFX-FM 37	WRLZ-AM 39	WRRB-FM 157	WRXL-FM 57	WSDS-AM 145	WSKW-AM 249	WSPT-AM 158	WSVY-FM 36	WTHB-AM 110
WRAD-AM 215	WRFY-FM 131	WRMA-FM 11	WRRH-FM 13	WRXR-FM 110	WSDT-AM 102	WSKX-FM 153	WSPT-FM 158	WSWI-AM 151	WTHC-FM 190
WRAK-AM 246	WRGO-FM 87	WRMD-AM 22	WRRK-FM 21	WRXS-FM 152	WSDZ-AM 19	WSKY-AM 179	WSPY-FM 3	WSWL-AM 121	WTHE-AM 17
WRAL-FM 48	WRGS-AM 95	WRMF-FM 51	WRRM-FM 26	WRXZ-FM 248	WSEA-FM 173	WSKY-FM 87	WSPZ-AM 214	WSWN-AM 51	WTHI-AM 190
WRAT-FM 47	WRHC-AM 11	WRMJ-FM 132	WRRR-FM 222	WRYM-AM 45	WSEG-FM 269	WSKZ-FM 102	WSQN-FM 198	WSWT-FM 134	WTHI-FM 190
WRAW-AM 131	WRHD-AM 17	WRMM-FM 50	WRRS-FM 56	WRYT-AM 19	WSEL-AM 178	WSLA-AM 41	WSQV-AM 64	WSWW-AM 162	WTHM-AM 103
WRAX-FM 56	WRHI-AM 37	WRMN-AM 3	WRRV-FM 142	WRYV-FM 143	WSEL-FM 178	WSLC-AM 105	WSRA-FM 168	WSYE-FM 178	WTHN-FM 142
WRBA-FM 228	WRHQ-FM 153	WRMQ-AM 39	WRSA-FM 115	WRZA-FM 3	WSEN-FM 73	WSLI-AM 119	WSRC-AM 48	WSYN-FM 173	WTHO-FM 110
WRBG-FM 152	WRHT-FM 81	WRMR-AM 24	WRSB-AM 50	WRZE-FM 184	WSER-AM 75	WSLQ-FM 105	WSRF-AM 11	WSYR-AM 73	WTHQ-FM 53
WRBO-FM 46	WRIB-AM 33	WRMX-FM 44	WRSC-AM 238	WRZK-FM 95	WSEV-AM 69	WSLT-FM 110	WSRO-AM 8	WSYW-FM 38	WTHT-FM 160
WRBP-AM 93	WRIC-FM 250	WRNA-AM 37	WRSJ-AM 13	WRZN-AM 87	WSFL-FM 81	WSLY-FM 268	WSRR-FM 46	WSYY-AM 263	WTHU-AM 200
WRBQ-FM 22	WRIE-AM 155	WRNB-FM 55	WRSN-FM 48	WRZX-FM 38	WSFM-FM 177	WSM-AM 44	WSRS-FM 112	WSYY-FM 263	WTIC-AM 45
WRBR-FM 159	WRIF-FM 6	WRNC-FM 147	WRSR-FM 116	WRZZ-FM 222	WSFN-AM 269	WSM-FM 44	WSRT-FM 161	WTAG-AM 112	WTIC-FM 45
WRBS-FM 20	WRIG-AM 158	WRNE-AM 121	WRSV-FM 81	WSAA-AM 22	WSFR-FM 53	WSMB-AM 41	WSRZ-FM 79	WTAK-FM 115	WTID-FM 214
WRBT-FM 76	WRIO-FM 13	WRNI-AM 33	WRTA-AM 241	WSAI-AM 26	WSFT-FM 246	WSMJ-FM 69	WSSA-AM 12	WTAL-AM 163	WTIG-AM 123
WRBV-FM 147	WRIS-AM 105	WRNJ-AM 67	WRTG-AM 48	WSAM-AM 124	WSFZ-AM 46	WSMK-FM 159	WSSJ-AM 5	WTAM-AM 24	WTIK-AM 48
WRBZ-AM 48	WRIV-AM 17	WRNL-AM 57	WRTH-AM 19	WSAN-FM 13	WSGC-FM 102	WSML-AM 42	WSSL-FM 58	WTAN-AM 22	WTIL-AM 13
WRCA-AM 8	WRIX-AM 58	WRNN-FM 173	WRTK-AM 93	WSAQ-FM 6	WSHG-AM 42	WSMN-AM 185	WSSP-FM 104	WTAO-FM 212	WTIS-AM 22
WRCC-AM 236	WRIX-FM 58	WRNO-FM 41	WRTN-FM 1	WSAR-AM 165	WSGI-AM 44	WSMO-AM 81	WSSR-FM 22	WTAR-AM 36	WTIX-AM 41
WRCG-AM 169	WRJH-FM 119	WRNQ-FM 157	WRTO-FM 11	WSAT-AM 37	WSGL-FM 74	WSMQ-AM 56	WSSS-FM 37	WTAW-AM 239	WTIX-FM 41
WRCH-FM 45	WRJL-FM 115	WRNR-FM 20	WRTP-AM 48	WSAU-AM 158	WSGO-AM 73	WSMS-FM 178	WSSX-FM 104	WTAX-AM 194	WTJH-AM 12
WRCI-FM 185	WRJM-FM 182	WRNS-AM 81	WRTR-FM 214	WSAX-FM 136	WSGW-AM 124	WSMX-AM 42	WSSZ-FM 21	WTAZ-AM 134	WTJK-AM 148
WRCK-FM 150	WRJN-AM 31	WRNS-FM 81	WRTS-FM 155	WSB-AM 12	WSGY-FM 168	WSMZ-FM 34	WSTC-AM 138	WTBC-AM 214	WTJM-FM 1
WRCL-FM 57	WRJQ-AM 135	WRNX-FM 80	WRUF-AM 87	WSB-FM 12	WSHE-FM 39	WSNE-FM 33	WSTG-FM 250	WTBI-AM 58	WTJS-AM 264
WRCN-FM 17	WRJZ-AM 69	WRNY-AM 150	WRUF-FM 87	WSBA-AM 103	WSHG-FM 64	WSNG-AM 45	WSTH-FM 169	WTBL-AM 22	WTJZ-AM 36
WRCQ-FM 125	WRKA-FM 53	WROA-AM 137	WRUN-AM 150	WSBB-AM 92	WSHH-FM 21	WSNI-FM 230	WSTK-AM 81	WTBQ-AM 142	WTKA-AM 145
WRCW-AM 123	WRKB-AM 37	WROD-AM 92	WRVA-AM 57	WSBC-AM 3	WSHI-FM 100	WSNL-AM 116	WSTL-FM 107	WTBT-FM 22	WTKF-FM 81
WRCY-AM 151	WRKG-FM 87	WROE-FM 135	WRVB-FM 222	WSBG-FM 64	WSHN-FM 217	WSNX-FM 66	WSTN-AM 46	WTCB-FM 89	WTKF-FM 81
WRDD-AM 168	WRKH-FM 86	WROK-AM 148	WRVC-AM 143	WSBL-FM 152	WSHO-AM 41	WSNY-FM 34	WSTO-FM 261	WTCF-FM 124	WTKG-AM 66
WRDJ-FM 105	WRKI-FM 189	WROL-AM 8	WRVC-FM 143	WSBR-AM 51	WSHP-AM 76	WSOC-FM 37	WSTP-AM 37	WTCM-AM 196	WTKI-AM 115
WRDS-FM 73	WRKK-AM 246	WROO-FM 52	WRVE-FM 59	WSBT-AM 159	WSHW-FM 231	WSOK-AM 153	WSTR-FM 12	WTCM-FM 196	WTKK-FM 8
WRDT-AM 48	WRKL-AM 1	WROQ-FM 58	WRVF-FM 78	WSBY-FM 152	WSHZ-FM 217	WSOL-FM 52	WSTS-FM 125	WTCR-AM 143	WTKL-FM 41
WRDU-FM 48	WRKN-AM 119	WROR-FM 8	WRVI-FM 53	WSBZ-FM 203	WSIG-FM 219	WSOM-AM 93	WSTU-AM 118	WTCR-FM 143	WTKM-AM 31
WRDW-AM 110	WRKO-AM 8	WROS-AM 52	WRVP-FM 134	WSCA-AM 153	WSIR-AM 97	WSON-AM 151	WSTW-FM 75	WTCS-AM 187	WTKM-FM 31
WRDX-FM 75	WRKP-FM 221	WROU-FM 55	WRVQ-FM 57	WSCA-FM 153	WSIS-FM 153	WSOS-FM 52	WSTZ-FM 119	WTCY-AM 76	WTKO-AM 258
WRDZ-AM 3	WRKR-FM 174	WROV-FM 105	WRVR-FM 46	WSCC-AM 104	WSIV-AM 73	WSOX-FM 103	WSUA-AM 11	WTDA-AM 120	WTKS-FM 39
WREC-AM 46	WRKS-FM 1	WROW-AM 59	WRVV-FM 76	WSCH-FM 26	WSIX-FM 44	WSOY-AM 247	WSUB-AM 164	WTDK-FM 152	WTKT-AM 107
WRED-FM 160	WRKT-FM 155	WROX-FM 36	WRVW-FM 44	WSCP-AM 73	WSJS-AM 42	WSOY-FM 247	WSUN-AM 22	WTDY-AM 120	WTKU-FM 136
WREF-AM 189	WRKY-FM 221	WROZ-FM 111	WRVX-FM 105	WSCP-FM 73	WSJT-FM 22	WSPA-AM 58	WSUN-FM 22	WTEL-AM 125	WTKV-FM 73
WREJ-AM 57	WRKZ-FM 76	WRPO-FM 50	WRVZ-FM 162	WSCR-FM 89	WSJY-FM 120	WSPA-FM 58	WSUS-FM 234	WTEM-AM 9	WTKW-FM 73
WRFB-AM 96	WRLF-FM 187	WRQK-FM 123	WRWC-FM 148	WSCR-AM 3	WSKN-AM 13	WSPB-AM 79	WSUY-FM 104	WTFM-FM 95	WTKX-FM 121
WRFD-AM 34	WRLG-FM 44	WRQN-FM 78	WRWD-FM 157	WSCW-AM 162	WSKO-AM 33	WSPD-AM 78	WSVA-AM 255	WTFX-FM 53	WTKZ-AM 67
WRFM-FM 150	WRLR-FM 56	WRQR-FM 177	WRXB-AM 22	WSDM-AM 190	WSKQ-FM 1	WSPK-FM 157	WSVE-AM 52	WTGE-FM 82	WTLA-AM 73
WRFN-FM 110	WRLT-FM 44	WRQX-FM 9	WRXF-FM 116	WSDM-FM 190	WSKR-AM 82	WSPQ-AM 43	WSVG-AM 219	WTGH-AM 89	WTLB-AM 150
WRFQ-FM 104	WRLX-FM 51	WRR-FM 7	WRXK-FM 74	WSDQ-AM 102	WSKS-FM 150	WSPR-AM 80	WSVV-FM 36	WTGM-AM 152	WTLG-AM 38



Table 5
Station Calls to Market Rank

WTLC-FM 38	WTRC-AM 159	WTZY-AM 179	WVAZ-FM 3	WVOM-FM 263	WWCN-AM 74	WWKY-AM 53	WWSJ-AM 114	WXBH-AM 59	WXLM-FM 53
WTLN-AM 39	WTRG-FM 48	WUAM-AM 59	WVBF-AM 8	WVON-AM 3	WWCO-AM 181	WWKZ-FM 178	WWSK-FM 173	WXBM-FM 121	WXLN-AM 53
WTLQ-AM 74	WTRI-AM 200	WUBB-FM 117	WVBO-FM 135	WVOQ-FM 73	WWCS-AM 21	WWL-AM 41	WWSM-AM 76	WXPB-FM 117	WXLN-FM 53
WTLT-FM 74	WTRI-FM 151	WUBE-AM 26	WVBR-FM 258	WVOR-FM 50	WWCT-FM 134	WWLC-FM 232	WWSN-FM 269	WXBQ-AM 95	WXLO-FM 112
WTLX-FM 120	WTRN-AM 241	WUBE-FM 26	WVCB-AM 177	WVOX-AM 1	WWDAB-AM 5	WWLD-FM 163	WWSR-AM 224	WXBQ-FM 95	WXP-FM 132
WTLY-FM 163	WTRR-AM 39	WUBR-AM 217	WVCG-AM 11	WVOZ-AM 13	WWDAB-FM 5	WWLE-AM 157	WWST-FM 69	WXBX-FM 215	WXP-FM 212
WTLZ-FM 124	WTRS-FM 87	WUBT-FM 3	WVCH-AM 5	WVOZ-FM 13	WWDAB-FM 5	WWLF-FM 252	WWSW-AM 21	WXCD-FM 3	WXP-FM 38
WTMA-AM 104	WTRV-FM 66	WUBU-FM 159	WVCO-FM 173	WVPO-AM 64	WUDE-FM 36	WWLG-AM 20	WWSW-FM 21	WXCL-FM 134	WXP-FM 104
WTMC-AM 87	WTRX-AM 116	WUBZ-FM 238	WVCY-AM 135	WVRB-FM 107	WUDF-AM 119	WWLI-FM 33	WWTC-AM 18	WXCM-FM 261	WXP-FM 99
WTME-AM 257	WTRY-AM 59	WUEZ-FM 212	WVCY-FM 31	WVRK-FM 169	WUDJ-AM 1	WWLO-AM 87	WWTL-AM 200	WXCO-AM 158	WXP-FM 34
WTMG-FM 87	WTRY-FM 59	WUFL-AM 6	WVEE-FM 12	WVRT-FM 246	WUDL-FM 64	WWLS-AM 54	WWTM-AM 112	WXCR-FM 59	WXP-FM 269
WTMI-FM 11	WTSB-AM 125	WUFO-AM 43	WVEL-AM 134	WVRV-FM 19	WUDM-FM 89	WWLV-FM 51	WWTN-FM 44	WXCT-FM 82	WXP-FM 33
WTMJ-AM 31	WTSJ-AM 26	WUGL-AM 79	WVEZ-FM 53	WVRY-FM 44	WUDX-FM 114	WWLZ-AM 199	WWTR-AM 1	WXCY-FM 75	WXP-FM 81
WTMM-AM 59	WTSK-AM 214	WUGO-FM 143	WVFJ-FM 12	WVSC-AM 168	WUFE-AM 11	WWMD-FM 161	WWUZ-FM 57	WXDJ-FM 11	WXP-FM 224
WTMP-AM 22	WTSN-AM 117	WUGR-AM 107	WVFN-AM 114	WVSR-AM 162	WUFG-FM 152	WWMG-FM 37	WWVA-AM 221	WXDX-FM 21	WXP-FM 87
WTMR-AM 5	WTSO-AM 120	WUJM-FM 137	WVGM-AM 105	WVSR-FM 162	WUFH-FM 64	WWMI-AM 22	WWVR-FM 190	WXEG-FM 55	WXP-FM 82
WTMS-AM 96	WTSX-FM 142	WUKQ-FM 13	WVHF-FM 187	WVSY-FM 223	WUFN-FM 198	WWMJ-FM 263	WWVT-AM 215	WXEM-AM 12	WXP-FM 224
WTMT-AM 53	WTTB-AM 118	WUKS-FM 125	WVHI-AM 151	WVTI-FM 66	WWFO-FM 163	WWMK-AM 24	WWVV-FM 153	WXET-FM 204	WXP-FM 18
WTMX-FM 3	WTTM-AM 136	WULV-FM 107	WVIC-FM 114	WVTJ-AM 121	WWFX-FM 112	WWMS-FM 178	WWVZ-FM 200	WXEW-AM 13	WXP-FM 152
WTMY-AM 79	WTTM-AM 139	WUMP-AM 115	WVIM-FM 46	WVUC-FM 187	WWGB-AM 9	WWWX-FM 20	WWWZ-FM 249	WXEZ-FM 36	WXP-FM 52
WTMZ-AM 104	WTRR-AM 20	WUMX-FM 223	WVIN-FM 199	WVVC-FM 150	WWGL-FM 42	WWNB-AM 81	WWWZ-FM 12	WXFM-FM 247	WXP-FM 81
WTNC-AM 42	WTTT-AM 38	WUNA-AM 39	WVIV-FM 119	WVVE-FM 164	WWGM-FM 264	WWNC-AM 179	WWWG-AM 50	WXFX-FM 141	WXP-FM 115
WTNI-AM 198	WTTT-AM 80	WUNO-AM 13	WVJP-FM 13	WVVW-AM 222	WWGR-FM 74	WWND-FM 48	WWWM-FM 78	WXGI-AM 57	WXP-FM 42
WTNJ-FM 265	WTTX-FM 105	WUNR-AM 8	WVJS-AM 261	WVYB-FM 92	WWHN-AM 3	WWNH-AM 117	WWWR-AM 105	WXGL-FM 160	WXP-FM 37
WTNT-FM 163	WTUA-FM 104	WUPR-AM 13	WVKL-FM 36	WVZA-FM 212	WWHT-FM 73	WWNL-AM 21	WWWZ-AM 43	WXGM-AM 36	WXP-FM 3
WTNV-FM 264	WTUE-FM 55	WURL-AM 56	WVKO-AM 34	WVZN-AM 111	WWIB-FM 232	WWNN-AM 11	WWWV-FM 223	WXGM-FM 36	WXP-FM 13
WTNX-FM 93	WTUG-FM 214	WUSJ-FM 119	WVKS-FM 78	WWAB-AM 97	WWII-AM 76	WWNR-AM 265	WWWV-FM 6	WXII-AM 42	WXP-FM 137
WTNY-AM 252	WTUP-AM 178	WUSL-FM 5	WVKZ-AM 59	WWAM-AM 102	WWIL-AM 177	WWNT-AM 182	WWWX-FM 135	WXIK-FM 114	WXP-FM 1
WTOB-AM 42	WTUS-FM 187	WUSN-FM 3	WVLK-AM 107	WWAR-AM 105	WWIN-AM 20	WWNZ-AM 39	WWWZ-FM 104	WXIL-FM 222	WXP-FM 43
WTOB-AM 42	WTUS-FM 187	WUSN-FM 3	WVLK-AM 107	WWAV-FM 203	WWIN-AM 20	WWON-AM 116	WWWX-FM 173	WXIR-FM 38	WXP-FM 209
WTOB-AM 42	WTUS-FM 187	WUSN-FM 3	WVLK-AM 107	WWAV-FM 203	WWIZ-FM 93	WWPA-AM 246	WWWX-FM 115	WXIS-FM 95	WXP-FM 3
WTOB-AM 42	WTUS-FM 187	WUSN-FM 3	WVLK-AM 107	WWAV-FM 203	WWIZ-FM 93	WWPA-AM 246	WWWX-FM 115	WXIS-FM 95	WXP-FM 3
WTOB-AM 42	WTUS-FM 187	WUSN-FM 3	WVLK-AM 107	WWAV-FM 203	WWIZ-FM 93	WWPA-AM 246	WWWX-FM 115	WXIS-FM 95	WXP-FM 3
WTOB-AM 42	WTUS-FM 187	WUSN-FM 3	WVLK-AM 107	WWAV-FM 203	WWIZ-FM 93	WWPA-AM 246	WWWX-FM 115	WXIS-FM 95	WXP-FM 3
WTOB-AM 42	WTUS-FM 187	WUSN-FM 3	WVLK-AM 107	WWAV-FM 203	WWIZ-FM 93	WWPA-AM 246	WWWX-FM 115	WXIS-FM 95	WXP-FM 3
WTOB-AM 42	WTUS-FM 187	WUSN-FM 3	WVLK-AM 107	WWAV-FM 203	WWIZ-FM 93	WWPA-AM 246	WWWX-FM 115	WXIS-FM 95	WXP-FM 3
WTOB-AM 42	WTUS-FM 187	WUSN-FM 3	WVLK-AM 107	WWAV-FM 203	WWIZ-FM 93	WWPA-AM 246	WWWX-FM 115	WXIS-FM 95	WXP-FM 3
WTOB-AM 42	WTUS-FM 187	WUSN-FM 3	WVLK-AM 107	WWAV-FM 203	WWIZ-FM 93	WWPA-AM 246	WWWX-FM 115	WXIS-FM 95	WXP-FM 3
WTOB-AM 42	WTUS-FM 187	WUSN-FM 3	WVLK-AM 107	WWAV-FM 203	WWIZ-FM 93	WWPA-AM 246	WWWX-FM 115	WXIS-FM 95	WXP-FM 3
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WTOB-AM 42	WTUS-FM 187	WUSN-FM 3	WVLK-AM 107	WWAV-FM 203	WWIZ-FM 93	WWPA-AM 246	WWWX-FM 115	WXIS-FM 95	WXP-FM 3
WTOB-AM 42	WTUS-FM 187	WUSN-FM 3	WVLK-AM 107	WWAV-FM 203	WWIZ-FM 93	WWPA-AM 246	WWWX-FM 115	WXIS-FM 95	WXP-FM 3
WTOB-AM 42	WTUS-FM 187	WUSN-FM 3	WVLK-AM 107	WWAV-FM 203	WWIZ-FM 93	WWPA-AM 246	WWWX-FM 115	WXIS-FM 95	WXP-FM 3
WTOB-AM 42	WTUS-FM 187	WUSN-FM 3	WVLK-AM 107	WWAV-FM 203	WWIZ-FM 93	WWPA-AM 246	WWWX-FM 115	WXIS-FM 95	WXP-FM 3
WTOB-AM 42	WTUS-FM 187	WUSN-FM 3	WVLK-AM 107	WWAV-FM 203	WWIZ-FM 93	WWPA-AM 246	WWWX-FM 115	WXIS-FM 95	WXP-FM 3
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WTOB-AM 42	WTUS-FM 187	WUSN-FM 3	WVLK-AM 107	WWAV-FM 203	WWIZ-FM 93	WWPA-AM 246	WWWX-FM 115	WXIS-FM 95	WXP-FM 3
WTOB-AM 42	WTUS-FM 187	WUSN-FM 3	WVLK-AM 107	WWAV-FM 203	WWIZ-FM 93	WWPA-AM 246	WWWX-FM 115	WXIS-FM 95	WXP-FM 3
WTOB-AM 42	WTUS-FM 187	WUSN-FM 3	WVLK-AM 107	WWAV-FM 203	WWIZ-FM 93	WWPA-AM 246	WWWX-FM 115	WXIS-FM 95	WXP-FM 3
WTOB-AM 42	WTUS-FM 187	WUSN-FM 3	WVLK-AM 107	WWAV-FM 203	WWIZ-FM 93	WWPA-AM 246	WWWX-FM 115	WXIS-FM 95	WXP-FM 3
WTOB-AM 42	WTUS-FM 187	WUSN-FM 3	WVLK-AM 107	WWAV-FM 203	WWIZ-FM 93	WWPA-AM 246	WWWX-FM 115	WXIS-FM 95	WXP-FM 3
WTOB-AM 42	WTUS-FM 187	WUSN-FM 3	WVLK-AM 107	WWAV-FM 203	WWIZ-FM 93	WWPA-AM 246	WWWX-FM 115	WXIS-FM 95	WXP-FM 3
WTOB-AM 42	WTUS-FM 187	WUSN-FM 3	WVLK-AM 107	WWAV-FM 203	WWIZ-FM 93	WWPA-AM 246	WWWX-FM 115	WXIS-FM 95	WXP-FM 3
WTOB-AM 42	WTUS-FM 187	WUSN-FM 3	WVLK-AM 107	WWAV-F					



Table 5
Station Calls to Market Rank

WXVI-AM 141	WYBC-AM 101	WYGL-FM 76	WYNF-FM 79	WYSF-FM 56	WYBZ-FM 203	WZEW-FM 86	WZMR-FM 59	WZPQ-AM 56	WZZE-FM 5
WXVQ-AM 92	WYBC-FM 101	WYGR-AM 66	WYNG-FM 151	WYSH-AM 69	WYZE-AM 12	WZFM-FM 215	WZMT-FM 13	WZPR-FM 155	WZZI-FM 105
WXWX-FM 183	WYBL-FM 53	WYGY-FM 26	WYNK-AM 82	WYSK-AM 9	WYZM-FM 120	WZFX-FM 125	WZMX-FM 45	WZPT-FM 21	WZZJ-AM 137
WXXL-FM 39	WYBN-AM 145	WYII-FM 161	WYNK-FM 82	WYSL-AM 50	WZAD-FM 157	WZGC-FM 12	WZNA-AM 13	WZRC-AM 1	WZZK-FM 56
WXXP-FM 17	WYCA-FM 3	WYJB-FM 59	WYNN-AM 198	WYSN-AM 168	WZAK-FM 24	WZHF-AM 9	WZNE-FM 50	WZRR-FM 56	WZZM-FM 59
WXXQ-FM 148	WYCB-AM 9	WYJS-FM 119	WYNN-FM 198	WYSP-FM 5	WZAN-AM 160	WZHR-AM 22	WZNF-FM 204	WZRX-AM 119	WZZN-FM 1
WXXU-AM 96	WYCD-FM 6	WYJZ-FM 38	WYNR-FM 269	WYSR-FM 100	WZAP-AM 95	WZHT-FM 141	WZNG-AM 44	WZSZ-FM 246	WZZO-FM 67
WXXX-FM 224	WYCK-AM 64	WYKO-AM 13	WYNS-AM 67	WYST-FM 184	WZAR-FM 13	WZID-FM 185	WZNO-AM 121	WZSR-FM 3	WZZQ-AM 190
WXXY-FM 3	WYCL-FM 121	WYKS-FM 87	WYNU-FM 264	WYTE-FM 158	WZAT-FM 153	WZIQ-FM 248	WZNS-FM 203	WZST-FM 187	WZZR-FM 190
WXYB-AM 22	WYCO-FM 158	WYKT-FM 3	WYNY-FM 1	WYUR-AM 6	WZAZ-AM 52	WZJM-FM 24	WZNT-FM 13	WZTA-FM 11	WZZR-FM 118
WXYK-FM 137	WYCR-FM 103	WYKZ-FM 153	WYNZ-FM 160	WYUS-AM 152	WZAZ-FM 34	WZJT-FM 56	WZNW-FM 221	WZTM-AM 22	WZZW-AM 143
WXYT-AM 6	WYDA-FM 182	WYLA-FM 41	WYOK-AM 86	WYUU-FM 22	WZBD-FM 100	WZJY-AM 104	WZNX-FM 247	WZTR-FM 31	WZZZ-AM 73
WXYV-FM 20	WYDS-FM 247	WYLD-AM 41	WYOK-FM 86	WYXE-AM 44	WZBG-FM 181	WZJZ-FM 34	WZNY-FM 110	WZTZ-FM 182	XBAC-AM 16
WXYX-FM 13	WYFC-FM 69	WYLD-FM 41	WYOO-FM 228	WYXL-FM 258	WZBH-FM 152	WZKL-FM 123	WZNZ-AM 52	WZUM-AM 21	XEMO-AM 16
WXZZ-FM 107	WYFI-FM 36	WYLI-AM 222	WYOS-FM 166	WYXR-FM 5	WZBQ-FM 214	WZKS-FM 268	WZOC-FM 159	WZUU-FM 174	XHCR-FM 16
WYAA-FM 3	WYFJ-FM 57	WYLK-FM 41	WYOY-FM 119	WYXX-FM 3	WZBR-FM 81	WZKT-FM 21	WZOK-FM 148	WZVN-FM 3	XHFG-FM 16
WYAI-FM 12	WYFM-FM 93	WYLL-FM 3	WYPA-AM 3	WYXY-FM 194	WZBZ-FM 136	WZKX-FM 137	WZON-AM 263	WZWW-FM 238	XHRM-FM 16
WYAK-FM 173	WYFN-AM 44	WYLT-FM 46	WYQE-FM 13	WYYB-FM 44	WZCH-FM 3	WZLQ-FM 178	WZOO-AM 42	WZXL-FM 136	XHTZ-FM 16
WYAM-AM 115	WYFQ-AM 37	WYLY-FM 26	WYRD-AM 58	WYYD-FM 105	WZDQ-FM 264	WZLR-FM 55	WZOQ-FM 225	WZXR-FM 246	XLTN-FM 16
WYAM-FM 115	WYFX-FM 151	WYLZ-FM 124	WYRE-AM 20	WYYW-FM 268	WZEC-FM 59	WZLS-FM 179	WZOU-AM 257	WZXS-FM 81	XPRS-AM 16
WYAV-FM 173	WYFY-AM 150	WYMB-AM 198	WYRK-FM 43	WYYX-FM 228	WZEE-FM 120	WZLX-FM 8	WZOW-FM 159	WZXV-FM 50	XTIM-FM 16
WYAY-FM 12	WYGC-FM 87	WYMG-FM 194	WYRN-AM 48	WYYY-FM 73	WZEN-FM 117	WZMJ-FM 89	WZPC-FM 44	WZYP-FM 115	XTRA-AM 16
WYBA-FM 3	WYGH-AM 107	WYND-AM 92	WYRV-AM 250	WYYZ-AM 12	WZER-AM 31	WZMQ-FM 11	WZPL-FM 38	WZZD-AM 5	XTRA-FM 16
WYBB-FM 104									



Table 6
City of License to Market Rank

Abbeville, AL	182	Ambridge, PA	21	Asbury, MO	226	Avalon, CA	2	Bay City, MI	124	Belvidere, NJ	67
Abbeville, LA	98	Ames, IA	91	Asbury Park, NJ	47	Avalon, NJ	136	Bay Minette, AL	86	Bennington, NE	72
Aberdeen, MD	20	Amherst, MA	80	Ash Grove, MO	146	Avis, PA	246	Bay Shore, NY	17	Benson, NC	48
Aberdeen, MS	178	Amherst, NY	43	Ashburn, GA	248	Avon, NY	50	Bay Springs, MS	209	Benton, AR	83
Abilene, TX	227	Amherst, VA	105	Ashdown, AR	243	Azle, TX	7	Bay St. Louis, MS	137	Benton, IL	212
Abingdon, VA	95	Amory, MS	178	Asheboro, NC	42	Babylon, NY	17	Bayamon, PR	13	Benton, LA	129
Ada, MI	66	Amsterdam, NY	59	Asheville, NC	179	Bagley, MN	259	Baytown, TX	10	Benton, PA	64
Addison, AL	115	Anadarko, OK	253	Ashland, KY	143	Bainbridge, GA	248	Beacon, NY	157	Bentonville, AR	156
Adrian, MI	78	Anaheim, CA	2	Ashland, MO	242	Baker, LA	82	Beatrice, NE	172	Berea, KY	107
Aguada, PR	13	Anchorage, AK	171	Ashland, OR	206	Bakersfield, CA	84	Beaufort, NC	81	Berkeley, CA	4
Aguadilla, PR	13	Anchorage, AL	171	Ashland, VA	57	Balch Springs, TX	7	Beaufort, SC	153	Berlin, MD	152
Aiea, HI	60	Andalusia, AL	203	Ashland City, TN	44	Baldwin, FL	52	Beaumont, CA	29	Berne, IN	100
Aiken, SC	110	Anderson, CA	218	Atascadero, CA	167	Baldwinsville, NY	73	Beaumont, TX	130	Berry Hill, TN	44
Akron, OH	68	Anderson, IN	38	Athens, AL	115	Baldwyn, MS	178	Beaver Falls, PA	21	Berryville, VA	219
Alabaster, AL	56	Anderson, SC	58	Athens, GA	12	Ball, LA	202	Beavercreek, OH	55	Berwick, PA	64
Alachua, FL	87	Andover, KS	90	Athens, GA	12	Ballinger, TX	256	Beaverton, MI	124	Bessemer, AL	56
Alameda, CA	4	Andrews, SC	173	Atlanta, GA	12	Ballston Spa, NY	59	Beaverton, OR	25	Bethalto, IL	19
Alamo, TN	264	Ankeny, IA	91	Atlanta, MI	196	Balsam Lake, WI	232	Beckley, WV	265	Bethany, OK	54
Alamo, TX	62	Ann Arbor, MI	145	Atlanta, TX	243	Baltimore, MD	20	Bedford, NH	185	Bethany Bch, DE	152
Alamo Heights, TX	32	Annapolis, MD	20	Atlantic, NC	81	Bandera, TX	32	Bedford, VA	105	Bethany Beach, DE	152
Albany, GA	248	Annapolis-Cleona, PA	76	Atlantic Beach, FL	52	Bangor, ME	263	Beech Grove, IN	38	Bethesda, MD	9
Albany, MN	216	Anoka, MN	18	Atlantic Beach, SC	173	Banks, OR	25	Belen, NM	71	Bethlehem, PA	67
Albany, NY	59	Anson, TX	227	Atlantic City, NJ	136	Banning, CA	29	Belfast, ME	263	Bethlehem, WV	221
Albuquerque, NM	71	Ansonia, CT	108	Atmore, AL	86	Baraboo, WI	120	Belhaven, NC	81	Bettendorf, IA	132
Alcoa, TN	69	Apache Junction, AZ	15	Attica, IN	231	Barling, AR	170	Bella Vista, AR	156	Beverly, MA	8
Aledo, IL	132	Apopka, FL	39	Attleboro, MA	165	Barnesboro, PA	168	Bellaire, OH	221	Beverly Hills, CA	2
Alexander City, AL	169	Appleton, WI	135	Atwater, CA	195	Barnesville, OH	221	Bellaire, TX	10	Beverly Hills, FL	22
Alexandria, LA	202	Appomattox, VA	105	Auberry, CA	65	Barnstable, MA	184	Belle Chasse, LA	41	Biddeford, ME	160
Alexandria, VA	9	Arcadia, CA	2	Auburn, CA	28	Barrackville, WV	187	Belle Fourche, SD	254	Big Bear City, CA	29
Algood, TN	260	Archbold, OH	78	Auburn, IN	100	Bartlett, TN	46	Belle Glade, FL	51	Big Bear Lake, CA	29
Alice, TX	128	Arcola, IL	204	Auburn, ME	257	Bartonville, IL	134	Belle Meade, TN	44	Big Flats, NY	199
Allegan, MI	174	Arecibo, PR	13	Auburn, NY	258	Bartow, FL	97	Belle Plaine, KS	90	Billings, MT	244
Allentown, PA	67	Arizona City, AZ	15	Auburn, WA	14	Basile, LA	98	Bellefonte, PA	238	Biloxi, MS	137
Alliance, OH	123	Arkansas City, KS	90	Auburndale, FL	97	Bastrop, LA	233	Belleville, IL	19	Biltmore Forest, NC	179
Allouez, WI	183	Arlington, NY	157	Augusta, GA	110	Bastrop, TX	49	Bellevue, IL	72	Binghamton, NY	166
Alpharetta, GA	12	Arlington, TX	7	Augusta, KS	90	Batavia, NY	50	Bellevue, WA	14	Birmingham, AL	56
Altamonte Springs, FL	39	Arlington, VA	9	Augusta, ME	249	Batesburg, SC	89	Bellwood, PA	241	Birmingham, MI	6
Altamont, NY	59	Arlington Hghts, IL	3	Aurora, CO	23	Bath, ME	160	Belmont, NC	37	Bishop, TX	128
Altavista, VA	105	Armijo, NM	71	Aurora, IL	3	Bath, NY	199	Belmont, NH	185	Bismarck, ND	262
Alton, IL	19	Arroyo Grande, CA	167	Aurora, IN	26	Baton Rouge, LA	82	Beloit, WI	120	Bitthlo, FL	39
Altoona, PA	241	Artesia, MS	178	Aurora, MO	146	Battle Creek, MI	236	Belpre, OH	222	Bixby, OK	63
Altoona, WI	232	Arthur, ND	211	Austell, GA	12	Battle Ground, IN	231	Belton, SC	58	Black Mountain, NC	179
Alvin, TX	10	Arvada, CO	23	Austin, TX	49	Baxter, TN	260	Belton, TX	149	Blacksburg, VA	215
Amarillo, TX	188	Asbury, IA	220	Ava, IL	212	Baxter Springs, KS	226	Belvidere, IL	148	Blackstone, VA	57



Table 6

City of License to Market Rank

Blackville, SC	110	Braddock, PA	21	Brownsville, OR	144	Camp Lejeune, NC	81	Castle Rock, CO	23	Cherryville, NC	37
Blair, NE	72	Braddock Hghts, MD	200	Brownsville, PA	21	Campbell, OH	93	Cathedral City, CA	154	Chesapeake, VA	36
Blairstown, NJ	234	Bradenton, FL	22	Brownsville, TX	62	Camuy, PR	13	Catlettsburg, KY	143	Chester, PA	5
Blanchard, LA	129	Brandon, FL	22	Brunswick, GA	269	Canandaigua, NY	50	Catonsville, MD	20	Chester, SC	37
Block Island, RI	33	Brandon, MS	119	Brunswick, MD	200	Cannelton, IN	261	Cave Creek, AZ	15	Chester, VA	57
Bloomer, WI	232	Brazil, IN	190	Brunswick, ME	160	Cannonsburg, KY	143	Cave Junction, OR	206	Chetek, WI	232
Bloomfield, CT	45	Breaux Bridge, LA	98	Brusly, LA	82	Canonsburg, PA	21	Cayce, SC	89	Cheyenne, WY	267
Bloomington, IL	230	Breckenridge, MN	211	Bryan, TX	239	Canton, GA	12	Cayey, PR	13	Chicago, IL	3
Bloomington, IN	38	Bremen, IN	159	Buchanan, MI	159	Canton, MS	119	Cedar Bluff, VA	250	Chicago Heights, IL	3
Bloomsburg, PA	64	Bremerton, WA	14	Buckeye, AZ	15	Canton, NJ	75	Cedar Falls, IA	229	Chickasaw, AL	86
Blountville, TN	95	Brenham, TX	239	Buckhannon, WV	187	Canton, OH	123	Cedar Key, FL	87	Chickasha, OK	54
Blue Springs, MO	30	Brentwood, TN	44	Bucksport, SC	173	Canton, SD	210	Cedar Rapids, IA	201	Chico, CA	192
Bluefield, VA	250	Brewer, ME	263	Buffalo, NY	43	Cantonment, FL	121	Celina, OH	225	Chicopee, MA	80
Bluefield, WV	250	Brewster, NY	189	Buford, GA	12	Canyon, TX	188	Center Moriches, NY	17	Chiefland, FL	87
Bluffton, IN	100	Briarcliff Manor, NY	1	Bunkie, LA	202	Cape Charles, VA	36	Centerville, UT	35	Chillicothe, IL	134
Bluffton, SC	153	Bridgehampton, NY	17	Burgaw, NC	177	Cape Coral, FL	74	Central City, KY	261	Chillicothe, OH	34
Blytheville, AR	46	Bridgeport, CT	108	Burien-Seattle, WA	14	Cape May, NJ	136	Central City, PA	168	Chilton, WI	135
Boalsburg, PA	238	Bridgeport, NY	73	Burkburnett, TX	237	Cape May Ct Hse, NJ	136	Central Valley, CA	218	China Grove, NC	37
Boca Raton, FL	11	Bridgeport, WV	187	Burlington, NC	42	Cape Vincent, NY	252	Centralia, MO	242	Chippewa Falls, WI	232
Boise, ID	126	Bridgewater, NJ	1	Burlington, VT	224	Carbondale, IL	212	Century, FL	121	Christiansburg, VA	215
Bolivar, TN	264	Bridgewater, VA	255	Burlington-Graham, NC	42	Carbondale, PA	64	Ceres, CA	122	Christopher, IL	212
Bonifay, FL	228	Brigham City, UT	35	Burney, CA	218	Carlisle, KY	107	Chambersburg, PA	161	Church Hill, TN	95
Bonita Springs, FL	74	Brighton, CO	23	Burns, WY	267	Carlisle, PA	76	Champaign, IL	204	Churchville, VA	255
Boone, IA	91	Brighton, NY	50	Butler, AL	268	Carlsbad, CA	16	Chandler, AZ	15	Churubusco, IN	100
Booneville, AR	170	Brillion, WI	183	Butler, PA	21	Carmel, CA	77	Chandler, IN	151	Cicero, IL	3
Booneville, MS	178	Bristol, CT	45	Byhalia, MS	46	Carmel Valley, CA	77	Chapel Hill, NC	48	Cidra, PR	13
Boonville, IN	151	Bristol, TN	95	Cabo Rojo, PR	13	Carmichael, CA	28	Chardon, OH	24	Cincinnati, OH	26
Boonville, MO	242	Bristol, VA	95	Cabot, AR	83	Carnegie, PA	21	Charleroi, PA	21	Circleville, OH	34
Boonville, NY	150	Bristow, OK	63	Cadillac, MI	196	Carnelian, CA	127	Charleston, SC	104	Citronelle, AL	86
Boothbay Harbor, ME	249	Broadway, VA	255	Caguas, PR	13	Carolina, PR	13	Charleston, WV	162	Claremore, OK	63
Borger, TX	188	Broadway-Tmbrvl, VA	255	Caldwell, ID	126	Carolina Beach, NC	177	Charlestown, IN	53	Clarksburg, WV	187
Bosque Farms, NM	71	Brockport, NY	50	California, MO	242	Carpinteria, CA	186	Charlevoix, MI	196	Clarksville, IN	53
Bossier City, LA	129	Brockton, MA	8	Calistoga, CA	113	Carrier Mills, IL	212	Charlotte, MI	114	Claude, TX	188
Boston, MA	8	Broken Arrow, OK	63	Callahan, FL	52	Carrollton, AL	214	Charlotte, NC	37	Clayton, MO	19
Boulder, CO	23	Brookfield, CT	189	Callaway, FL	228	Carrollton, GA	12	Charlotte Harbor, FL	74	Clayton, NC	48
Boulder City, NV	40	Brookfield, WI	31	Calverton, NY	17	Carrollton, MI	124	Charlottesville, VA	223	Clearwater, FL	22
Bountiful, UT	35	Brookline, MA	8	Camarillo, CA	106	Carrollton, MO	30	Chatham, MA	184	Clearwater, KS	90
Bowdon, GA	12	Brooklyn Park, MN	18	Camas, WA	25	Carson City, NV	127	Chattanooga, TN	102	Clearwater, SC	110
Bowling Green, OH	78	Brookneal, VA	105	Cambria, CA	167	Cartersville, IL	212	Cheboygan, MI	196	Cleburne, TX	7
Bowling Green, VA	57	Brookshire, TX	10	Cambridge, MA	8	Carthage, MO	226	Cheektowaga, NY	43	Clemson, SC	58
Boyce, LA	202	Brookston, IN	231	Cambridge, MN	18	Carthage, NY	252	Chenango Bridge, NY	166	Cleveland, OH	24
Boyertown, PA	131	Brooksville, FL	22	Camden, NJ	5	Carthage, TX	129	Cheney, WA	88	Cleveland, TN	102
Boyne City, MI	196	Brownfield, TX	175	Cameron, TX	239	Casey, IL	190	Cheraw, SC	198	Cleveland, TX	10
Boynton Beach, FL	51	Brownsburg, IN	38	Camilla, GA	248	Casper, WY	270	Cherry Valley, NY	59	Cleveland Hts, OH	24

Table 6
City of License to Market Rank

Clewiston, FL	51	Comfort, TX	32	Creedmoor, TX	49	De Ridder, LA	205	Dinuba, CA	65	East Moline, IL	132
Clifton, TX	191	Commerce City, CO	23	Cresson, PA	241	De Witt, MI	114	Dishman, WA	88	East Point, GA	12
Clifton Park, NY	59	Como, MS	46	Crest Hill, IL	3	Deadwood, SD	254	Dock Junction, GA	269	East Ridge, TN	102
Clinton, IA	132	Compton, CA	2	Crestview, FL	203	Dearborn, MI	6	Donaldsonville, LA	82	Easton, PA	67
Clinton, LA	82	Concord, CA	4	Crestwood, MO	19	Dearborn Hghts, MI	6	Donelson, TN	44	Eaton, OH	55
Clinton, MS	119	Concord, MA	8	Creswell, OR	144	Decatur, AL	115	Dora, AL	56	Eatontown, NJ	47
Clinton, TN	69	Concord, NC	37	Crete, IL	3	Decatur, GA	12	Dorchester Terr, SC	104	Eatonville, FL	39
Clovis, CA	65	Concord, NH	185	Crete, NE	172	Decatur, IL	247	Dothan, AL	182	Eatonville, VA	14
Clyde, NY	50	Conklin, NY	166	Crewe, VA	57	Decatur, IN	100	Douglasville, GA	12	Eau Claire, WI	232
Coachella, CA	154	Connellsville, PA	21	Crisfield, MD	152	Decatur, TX	7	Dover, DE	75	Ebensburg, PA	168
Coal City, IL	3	Conrad, MT	266	Crookston, MN	259	Dedham, MA	8	Dover, NH	117	Eden, NC	42
Coal Grove, OH	143	Conroe, TX	10	Crowley, LA	98	Deer Park, WA	88	Dover, NJ	99	Eden Prairie, MN	18
Coatesville, PA	5	Conway, AR	83	Crown Point, IN	3	Dekalb, MS	268	Doylestown, PA	5	Edgewater, FL	92
Cobleskill, NY	59	Conway, SC	173	Crozet, VA	223	Del Mar Hills, TX	208	Dubach, LA	233	Edinboro, PA	155
Cockrell Hill, TX	7	Conyers, GA	12	Crystal Beach, TX	10	Del Valle, TX	49	Dublin, VA	215	Edinburg, TX	62
Cocoa, FL	96	Cookeville, TN	260	Crystal Lake, IL	3	DeLand, FL	39	Dubuque, IA	220	Edmond, OK	54
Cocoa Beach, FL	39	Copenhagen, NY	252	Crystal River, FL	87	Delano, CA	84	Duffield, VA	95	Edmonds, WA	14
Coeur d'Alene, ID	88	Copperas Cove, TX	149	Cullman, AL	56	Delaware, OH	34	Duluth, MN	213	Edwardsville, IL	19
Cold Spring, MN	216	Copperopolis, CA	122	Cumming, GA	12	Dell Rapids, SD	210	Dumfries, VA	9	Egg Harbor City, NJ	5
Coldwater, MI	174	Coral Cove, FL	79	Cuyahoga Falls, OH	68	Delphi, IN	231	Dunbar, WV	162	Egypt Lake, FL	22
Coldwater, MS	46	Coral Gables, FL	11	Cypress, TX	10	Delphos, OH	225	Dundee, IL	3	El Cajon, CA	16
Coleman, MI	124	Cordova, AL	56	Cypress Gardens, FL	97	Delray Beach, FL	51	Dunedin, FL	22	El Dorado, KS	90
Colfax, IL	230	Corinth, NY	59	Dade City, FL	22	Delta, CO	251	Dunlap, TN	102	El Paso, TX	70
College Station, TX	239	Corning, CA	192	Dakota City, NE	245	Delta, OH	78	Dunn, NC	125	El Reno, OK	54
Collierville, TN	46	Corning, NY	199	Dallas, GA	12	Denham Springs, LA	82	Dunnellon, FL	87	El Rio, CA	106
Collins, MS	209	Cornwall, NY	157	Dallas, NC	37	Denison, TX	7	Dunnigan, CA	28	Elba, AL	182
Collinsville, OK	63	Corona, CA	29	Dallas, OR	25	Denton, TX	7	Durham, NC	48	Electra, TX	237
Colonial Heights, TN	95	Corozal, PR	13	Dallas, PA	64	Denver, CO	23	Dyersville, IA	220	Elgin, IL	3
Colonial Hghts, VA	57	Corpus Christi, TX	128	Dallas, TX	7	DePere, WI	183	E Grand Forks, MN	259	Elgin, TX	49
Colorado Springs, CO	94	Corrales, NM	71	Danbury, CT	189	Depew, NY	43	E St. Louis, IL	19	Elizabeth, NJ	1
Columbia, AL	182	Corry, PA	155	Dansville, NY	50	Deposit, NY	166	E. Liverpool, OH	21	Elizabeth, WV	222
Columbia, CA	122	Corsicana, TX	7	Danville, IL	204	Derby, KS	90	E. Porterville, CA	109	Elizabethton, TN	95
Columbia, IL	19	Cortaro, AZ	61	Danville, IN	38	Derry, NH	185	E. Providence, RI	33	Elizabethtown, NC	125
Columbia, LA	233	Cortland, NY	258	Daphne, AL	86	DeRuyter, NY	73	E. Syracuse, NY	73	Elizabethtown, PA	111
Columbia, MO	242	Cortland, OH	93	Darien, GA	269	Des Moines, IA	91	Eagle, ID	126	Elizabethville, PA	76
Columbia, PA	111	Corydon, IN	53	Darlington, SC	198	Des Plaines, IL	3	Eagle Point, OR	206	Elk Mound, WI	232
Columbia, SC	89	Costa Mesa, CA	2	Davenport, IA	132	Destin, FL	203	Eagle River, AK	171	Elkhart, IN	159
Columbia City, IN	100	Cottage Grove, OR	144	Davie, FL	11	Detroit, MI	6	Earlysville, VA	223	Elkton, MD	75
Columbus, GA	169	Council Bluffs, IA	72	Davis, CA	28	Detroit Lakes, MN	211	Easley, SC	58	Elkton, VA	255
Columbus, KS	226	Covington, KY	26	Dayton, OH	55	Devine, TX	32	East Hampton, NY	17	Ellenville, NY	142
Columbus, MS	178	Covington, LA	41	Dayton, WA	207	Dexter, ME	263	East Lansing, MI	114	Ellisville, MS	209
Columbus, OH	34	Covington, TN	46	Daytona Beach, FL	39	Dickson, TN	44	East Longmeadow, MA	80	Ellsworth, ME	263
Columbus, WI	120	Crane, TX	176	De Funiak Springs, FL	203	Dillon, SC	198	East Los Angeles, CA	2	Ellwood, CA	186
Colusa, CA	192	Crawfordville, FL	163	De Kalb, IL	3	Dimondale, MI	114	East Lyme, CT	164	Elm Grove, WI	31

Table 6

City of License to Market Rank

Elmhurst, IL 3	Exeter, NH 117	Fitchburg, MA 112	Fredericksburg, VA 9	Garden City, SC 173	Goldensboro, NC 48
Elmira, NY 199	Fabens, TX 70	Flint, MI 116	Freedom, CA 77	Garden Grove, CA 2	Goleta, CA 186
Elmira Heights, NY 199	Fair Oaks, CA 28	Flora, MS 119	Freeland, PA 64	Gardiner, ME 249	Gonzales, CA 77
Elmwood, IL 134	Fairborn, OH 55	Florence, AL 115	Freeport, IL 148	Garland, TX 7	Gooding, ID 126
Elmwood Park, IL 3	Fairfax, VA 9	Florence, KY 26	Freeport, NY 17	Garner, NC 48	Goose Creek, SC 104
Elyria, OH 24	Fairfield, AL 56	Florence, NJ 5	Freeport, TX 10	Gary, IN 3	Gordon, GA 147
Eminence, KY 53	Fairfield, ME 249	Florence, OR 144	Fremont, CA 27	Garyville, LA 41	Gorham, ME 160
Endicott, NY 166	Fairfield, OH 26	Florence, SC 198	Fremont, MI 217	Gastonia, NC 37	Goshen, IN 159
Endwell, NY 166	Fairhaven, MA 165	Floresville, TX 32	Fresno, CA 65	Gate City, VA 95	Goulds, FL 11
Enfield, CT 80	Fairhope, AL 86	Florissant, MO 19	Friona, TX 188	Gatesville, TX 149	Graceville, FL 182
England, AR 83	Fairlawn, VA 215	Flower Mound, TX 7	Front Royal, VA 219	Gatlinburg, TN 69	Graham, NC 42
Englewood, CO 23	Fairmont, NC 125	Flowood, MS 119	Frostburg, MD 168	Gaylord, MI 196	Granbury, TX 7
Englewood, FL 79	Fairmont, WV 187	Floyd, VA 215	Fruita, CO 251	Geneseo, IL 132	Grand Forks, ND 259
Englewood, OH 55	Fairview, NC 179	Foley, AL 86	Fruitland, ID 126	Geneva, AL 182	Grand Haven, MI 66
Enterprise, AL 182	Fairway, KS 30	Folly Beach, SC 104	Ft Mitchell, AL 169	Geneva, IL 3	Grand Junction, CO 251
Enumclaw, WA 14	Fajardo, PR 13	Folsom, CA 28	Ft Myers Villas, FL 74	Geneva, NY 50	Grand Prairie, TX 7
Ephrata, PA 111	Fall River, MA 165	Folsom, LA 41	Ft Walton Beach, FL 203	Georgetown, DE 152	Grand Rapids, MI 66
Epworth, IA 220	Fallbrook, CA 16	Fond du Lac, WI 135	Ft. Atkinson, WI 120	Georgetown, KY 107	Grandview, WA 193
Erath, LA 98	Falls Church, VA 9	Forest City, NC 58	Ft. Lauderdale, FL 11	Georgetown, OH 26	Granite City, IL 19
Erie, PA 155	Falmouth, KY 26	Forsyth, GA 147	Ft. Myers, FL 74	Georgetown, SC 173	Grants Pass, OR 206
Erlanger, KY 26	Falmouth, MA 184	Fort Collins, CO 133	Ft. Myers Beach, FL 74	Georgetown, TX 49	Grasonville, MD 20
Erwin, TN 95	Fargo, ND 211	Fort Lee, VA 57	Ft. Rucker, AL 182	Germantown, TN 46	Grass Valley, CA 28
Escondido, CA 16	Farmersville, TX 7	Fort Meade, FL 97	Ft. Shawnee, OH 225	Gettysburg, PA 103	Gray, GA 147
Espanola, NM 235	Farmerville, LA 233	Fort Pierce, FL 51	Ft. Valley, GA 147	Gibsonburg, OH 78	Gray Court, SC 58
Esparto, CA 28	Farmington, AR 156	Fort Plain, NY 59	Ft. Wayne, IN 100	Giddings, TX 49	Grayson, GA 12
Essex, NY 224	Farmington, IL 134	Fort Smith, AR 170	Ft. Worth, TX 7	Gifford, FL 118	Grayson, KY 143
Essexville, MI 124	Farmington, NH 117	Fosston, MN 259	Fulton, MO 242	Gilbert, AZ 15	Great Falls, MT 266
Estes Park, CO 133	Farmville, NC 81	Fostoria, OH 78	Fulton, MS 178	Gilmer, TX 140	Greeley, CO 133
Etowah, TN 102	Farragut, TN 69	Fountain, CO 94	Fulton, NY 73	Gilroy, CA 27	Green Bay, WI 183
Eugene, OR 144	Farrell, PA 93	Fountain Inn, SC 58	Fuquay Varina, NC 48	Gladewater, TX 140	Green Cove Spgs, FL 52
Eunice, LA 98	Fayette, AL 214	Fowler, CA 65	Gadsden, AL 56	Gladstone, MO 30	Green Valley, AZ 61
Eureka, IL 134	Fayette, MO 242	Fox Farm, WY 267	Gaffney, SC 58	Glasford, IL 134	Green Valley, WV 250
Eutaw, AL 214	Fayetteville, AR 156	Framingham, MA 8	Gainesville, FL 87	Glen Arbor, MI 196	Greenacres, CA 84
Eva, AL 115	Fayetteville, GA 12	Frankfort, IN 231	Gainesville, GA 12	Glen Burnie, MD 20	Greencastle, PA 161
Evans, GA 110	Fayetteville, NC 125	Frankfort, MI 196	Gainesville, TX 7	Glen Mills, PA 5	Greeneville, TN 95
Evanston, IL 3	Federalsburg, MD 152	Frankfort, NY 150	Gaithersburg, MD 9	Glendale, AZ 15	Greenfield, CA 77
Evansville, IN 151	Felton, CA 77	Franklin, IN 38	Galena, IL 220	Glendale, CA 2	Greenfield, IN 38
Evansville, WI 120	Fenton, MI 116	Franklin, LA 98	Gallatin, TN 44	Glenwood, IA 72	Greenfield, WI 31
Evansville, WY 270	Fenwick Island, DE 152	Franklin, NH 185	Galliano, LA 41	Globe, AZ 15	Greensboro, NC 42
Everett, MA 8	Fernandina Bch, FL 52	Franklin, NJ 234	Gallipolis, OH 143	Gloucester, MA 8	Greensburg, PA 21
Everett, WA 14	Ferris, TX 7	Franklin, TN 44	Galva, IL 132	Gloucester, VA 36	Greensburg, KY 143
Evergreen, CO 23	Festus-St.Louis, MO 19	Franklin, TX 239	Galveston, TX 10	Gluckstadt, MS 119	Greenville, GA 169
Ewing, NJ 139	Findlay, OH 78	Frazier Park, CA 84	Garden City, ID 126	Gold Hill, OR 206	Greenville, MI 66
Excelsior Sprng, MO 30	Fisher, IL 204	Frederick, MD 200	Garden City, NY 17	Golden Valley, MN 18	Greenville, NC 81

Table 6
City of License to Market Rank

Greenville, OH	55	Hardin, MT	244	Henderson, KY	151	Honiquestos, PR	13	Independence, IA	229	Jerseyville, IL	19
Greenville, RI	33	Harker Heights, TX	149	Henderson, NV	40	Hondo, TX	32	Independence, MO	30	Johnson City, TN	95
Greenville, SC	58	Harkers Island, NC	81	Henderson, NY	252	Honea Path, SC	58	Indian Head, MD	9	Johnsonville, SC	198
Greenwich, CT	138	Harlem, GA	110	Henderson, TN	264	Honeoye Falls, NY	50	Indian Rcks Bch, FL	22	Johnston, SC	110
Greenwood, AR	170	Harlingen, TX	62	Hendersonville, NC	179	Honolulu, HI	60	Indian River Shores, FL	118	Johnston City, IL	212
Greenwood, IN	38	Harrisburg, IL	212	Hendersonville, TN	44	Hooks, TX	243	Indianapolis, IN	38	Johnstown, CO	133
Greer, SC	58	Harrisburg, NC	37	Hendersonville, NC	58	Hoosick Falls, NY	59	Indianola, IA	91	Johnstown, NY	59
Gregory, TX	128	Harrisburg, PA	76	Henniker, NH	185	Hope, AR	243	Indiantown, FL	51	Johnstown, OH	34
Gresham, OR	25	Harrison, OH	26	Henryetta, OK	63	Hope Mills, NC	125	Indio, CA	154	Johnstown, PA	168
Gretna, LA	41	Harrisonburg, VA	255	Herkimer, NY	150	Hope Valley, RI	33	Inglewood, CA	2	Joliet, IL	3
Gridley, CA	192	Harrisonville, MO	30	Hermantown, MN	213	Hopewell, VA	57	Inglis, FL	87	Jonesboro, TN	95
Griffin, GA	12	Harrodsburg, KY	107	Hernando, FL	87	Hormigueros, PR	13	Inkster, MI	6	Joplin, MO	226
Grifton, NC	81	Hart, MI	217	Herrin, IL	212	Hornell, NY	199	Iowa City, IA	201	Juana Diaz, PR	13
Groton, CT	164	Hartford, CT	45	Hershey, PA	76	Horseheads, NY	199	Iron River, WI	213	Julian, CA	16
Grove City, OH	34	Hartford, WI	31	Hialeah, FL	11	Houma, LA	41	Irondale, AL	56	Jupiter, FL	51
Grove City, PA	93	Hartford-Meridn, CT	45	Hickory, NC	37	Houston, AK	171	Irondequoit, NY	50	Kailua, HI	60
Grover Beach, CA	167	Hartselle, AL	115	High Point, NC	42	Houston, MS	178	Ironton, OH	143	Kalamazoo, MI	174
Groves, TX	130	Hartsville, SC	198	High Springs, FL	87	Houston, TX	10	Irwin, PA	21	Kalkaska, MI	196
Grundy Center, IA	229	Harvard, IL	3	Highland, IL	19	Howe, TX	7	Isabela, PR	13	Kaneohe, HI	60
Guadalupe, CA	197	Harvey, IL	3	Highland, NY	157	Howell, MI	6	Islip, NY	17	Kankakee, IL	3
Guayama, PR	13	Harwichport, MA	184	Highland Park, IL	3	Howland, ME	263	Ithaca, NY	258	Kannapolis, NC	37
Gulf Breeze, FL	121	Haskell, TX	227	Highland Park, TX	7	Hubbard, OH	93	Jackson, MI	114	Kansas City, KS	30
Gulfport, MS	137	Hatillo, PR	13	Highland Park-Dallas, TX	7	Hudson, IA	229	Jackson, MS	119	Kansas City, MO	30
Hackensack, NJ	1	Hattiesburg, MS	209	Highland Springs, VA	57	Hudson, WI	18	Jackson, TN	264	Kaplan, LA	98
Hackettstown, NJ	67	Haughton, LA	129	Highland Village, TX	7	Hughesville, PA	246	Jackson, WI	31	Karns, TN	69
Hagerstown, MD	161	Havana, FL	163	Hillsboro, NH	185	Humacao, PR	13	Jacksonville, AR	83	Kearns, WI	135
Haines City, FL	97	Havelock, NC	81	Hillsboro, OR	25	Humble, TX	10	Jacksonville, FL	52	Kearney, AZ	61
Halfway, MD	161	Haverhill, MA	8	Hillsboro, TX	191	Humboldt, TN	264	Jacksonville, IL	194	Keizer, OR	25
Hallie, WI	232	Havre de Grace, MD	20	Hilton Head, SC	153	Humnoke, AR	83	Jacksonville, NC	81	Kendallville, IN	100
Haltom City, TX	7	Hawesville, KY	261	Hinesville, GA	153	Huntington, IN	100	Jacksonville, TX	140	Kenner, LA	41
Hamden, CT	101	Hayden, ID	88	Hinton, WV	265	Huntington, NY	17	Jasper, AL	56	Kennewick, WA	207
Hamilton, OH	26	Haysville, KS	90	Holiday, FL	22	Huntington, WV	143	Jasper, GA	12	Kenosha, WI	3
Hamlin, TX	227	Hazel Green, AL	115	Holland, MI	66	Huntsville, AL	115	Jasper, TN	102	Kenova, WV	143
Hammond, IN	3	Hazleton, PA	64	Holland, OH	78	Huntsville, AR	156	Jeannette, PA	21	Kent, OH	68
Hammond, LA	82	Headland, AL	182	Holidaysburg, PA	241	Huntsville, TX	10	Jefferson City, MO	242	Kentwood, LA	82
Hammonton, NJ	136	Healdsburg, CA	113	Hollister, CA	77	Hurricane, WV	162	Jeffersontown, KY	53	Kentwood, MI	66
Hampton, NH	117	Hearne, TX	239	Holly Hill, FL	92	Hutchinson, KS	90	Jeffersonville, GA	147	Kerman, CA	65
Hampton, VA	36	Heath, OH	34	Holly Sprngs, MS	46	Hutto, TX	49	Jeffersonville, IN	53	Kernersville, NC	42
Hampton Bays, NY	17	Heavener, OK	170	Hollywood, FL	11	Hyannis, MA	184	Jeffersonville, NY	157	Kerville, CA	84
Hanahan, SC	104	Heber Springs, AR	83	Holmes Beach, FL	22	Hyde Park, NY	157	Jenkintown, PA	5	Kettering, OH	55
Hanford, CA	65	Heidelberg, MS	209	Homeland Park, SC	58	Idalou, TX	175	Jensen Beach, FL	51	Kewanee, IL	132
Hanover, PA	103	Helotes, TX	32	Homer, LA	129	Idyllwild, CA	29	Jersey City, NJ	1	Key Largo, FL	11
Hapeville, GA	12	Hemet, CA	29	Homestead, FL	11	Immokalee, FL	74	Jersey Shore, PA	246	Key West, FL	11
Hardeeville, SC	153	Hempstead, NY	17	Homewood, AL	56	Incline Village, NV	127			Kilgore, TX	140

Table 6

City of License to Market Rank

Killeen, TX	49	Lakeland, FL	97	Leesburg, GA	248	Long Island, AK	171	Madison, AL	115	Marlin, TX	191
Kimberly, WI	135	Lakeville, MN	18	Leesburg, VA	9	Longmont, CO	23	Madison, ME	249	Maroa, IL	247
Kindred, ND	211	Lakewood, CO	23	Lehigh Acres, FL	74	Longview, TX	140	Madison, TN	44	Marshall, IL	190
King City, CA	77	Lakewood, NJ	47	Lehighon, PA	67	Lonoke, AR	83	Madison, WI	120	Marshall, MI	236
Kingman, KS	90	Lamesa, TX	176	Leicester, MA	112	Lookout Mount'n, TN	102	Madisonville, KY	261	Marshall, NC	179
Kings Beach, CA	127	Lampasas, TX	49	Leland, MI	196	Lorain, OH	24	Madisonville, TX	239	Marshfield, MA	8
Kingsley, MI	196	Lancaster, CA	2	Leland, NC	177	Lorenzo, TX	175	Madrid, IA	91	Marshfield, MO	146
Kingsport, TN	95	Lancaster, NY	43	Lemoore, CA	109	Loretto, PA	168	Magee, MS	119	Marshfield, WI	158
Kingston, NY	157	Lancaster, OH	34	Lenoir City, TN	69	Loris, SC	173	Mahomet, IL	204	Martinez, GA	110
Kingston Springs, TN	44	Lancaster, PA	111	Levittown, PA	5	Los Alamos, NM	235	Mamou, LA	98	Martinsburg, PA	241
Kingtree, SC	198	Lancaster, WI	220	Lewes, DE	152	Los Altos, CA	27	Manahawkin, NJ	47	Martinsburg, WV	161
Kingsville, TX	128	Lansdale, PA	5	Lewisburg, PA	246	Los Angeles, CA	2	Manassas, VA	9	Martinsville, IN	38
Kinston, NC	81	Lansford, PA	67	Lewiston, ME	160	Los Banos, CA	195	Manati, PR	13	Martinsville, VA	105
Kirkland, WA	14	Lansing, IL	3	Lewisville, NC	42	Los Gatos, CA	27	Manchester, CT	45	Mary Esther, FL	203
Kissimmee, FL	39	Lansing, MI	114	Lexington, KY	107	Los Lunas, NM	71	Manchester, GA	12	Marysville, CA	28
Kittery, ME	117	Lantana, FL	51	Lexington, MO	30	Los Molinos, CA	192	Manchester, NH	185	Marysville, OH	34
Knoxville, TN	69	Lapeer, MI	116	Lexington, NC	42	Los Osos, CA	167	Manchester, TN	44	Maryville, TN	69
Kosciusko, MS	119	Laramie, WY	267	Lexington, SC	89	Los Ranchos, NM	71	Manchester, VT	59	Mashpee, MA	184
La Grange, GA	12	Laredo, TX	208	Liberty, MO	30	Lost Creek, WV	187	Mandan, ND	262	Massillon, OH	123
La Grange, IL	3	Largo, FL	22	Liberty, TX	10	Loudon, TN	69	Manhattan, KS	180	Maumelle, AR	83
La Place, LA	41	Larose, LA	41	Lima, OH	225	Louisa, VA	223	Manitou Springs, CO	94	Maurice, LA	98
La Plata, MD	9	Las Cruces, NM	70	Lincoln, IL	194	Louisburg, NC	48	Manlius, NY	73	Mayaguez, PR	13
La Quinta, CA	154	Las Piedras, PR	13	Lincoln, ME	263	Louisville, IN	53	Manning, SC	198	McAllen, TX	62
La Selva Beach, CA	77	Las Vegas, NM	235	Lincoln, NE	172	Louisville, KY	53	Mannington, WV	187	McClellanville, SC	104
Lacey, WA	14	Las Vegas, NV	40	Lincolnton, NC	37	Loveland, CO	133	Manor, TX	49	McConnellsburg, PA	161
Lacombe, LA	41	Latta, SC	198	Linden, AL	214	Loves Park, IL	148	Manteca, CA	85	McConnellsville, OH	222
LaCrosse, FL	87	Laughlin, NV	40	Lindsay, CA	109	Lowell, AR	156	Maplewood, MN	18	McFarland, CA	84
Ladson, SC	104	Laurel, DE	152	Linton, IN	190	Lowell, IN	3	Marana, AZ	61	McKeesport, PA	21
Ladysmith, WI	232	Laurel, MD	9	Litchfield, CT	181	Lowell, MA	8	Marathon, WI	158	McKenzie, TN	264
Lafayette, FL	163	Laurel, MS	209	Little Falls, NY	150	Lubbock, TX	175	Marco, FL	74	McKinney, TX	7
Lafayette, GA	102	Laurel, MT	244	Little Rock, AR	83	Luling, TX	49	Marco Island, FL	74	McMinnville, OR	25
Lafayette, IN	231	Laurinburg, NC	125	Littleton, CO	23	Lumberton, MS	137	Margate City, NJ	136	Meadville, PA	155
Lafayette, LA	98	Lawrence, KS	30	Livermore, CA	4	Lumberton, NC	125	Maricao, PR	13	Mechanicsburg, PA	76
Lake Arrowhead, CA	29	Lawrence, MA	8	Livingston, CA	195	Lumpkin, GA	169	Marietta, GA	12	Mechanicsville, VA	57
Lake Charles, LA	205	Lawrenceburg, KY	107	Livingston, TN	260	Luray, VA	255	Marietta, OH	222	Mechanicville, NY	59
Lake City, SC	198	Lawton, OK	253	Livonia, MI	6	Luverne, AL	141	Marina, CA	77	Medford, MA	8
Lake Geneva, WI	31	Le Mars, IA	245	Lockport, NY	43	Luverne, MN	210	Marion, AR	46	Medford, OR	206
Lake George, NY	59	Le Roy, IL	230	Locust Grove, OK	63	Lynchburg, VA	105	Marion, IL	212	Media, PA	5
Lake Isabella, CA	84	Leavenworth, KS	30	Lodi, CA	85	Lynn, MA	8	Marion, MS	268	Medical Lake, WA	88
Lake Jackson, TX	10	Lebanon, IN	38	Lompoc, CA	197	Mabton, WA	193	Marion, SC	198	Medina, OH	68
Lake Oswego, OR	25	Lebanon, OH	26	London, OH	34	MacClenny, FL	52	Marion, VA	95	Melbourne, FL	96
Lake Success, NY	1	Lebanon, PA	76	Long Beach, CA	2	Macon, GA	147	Mariposa, CA	122	Memphis, TN	46
Lake Wales, FL	97	Lebanon, TN	44	Long Beach, MS	137	Madbury, NH	117	Marksville, LA	202	Menomonee Falls, WI	31
Lake Worth, FL	51	Ledyard, CT	164	Long Branch, NJ	47	Madera, CA	65	Marlboro, MA	8	Menomonie, WI	232

Table 6
City of License to Market Rank

Merced, CA	195	Millersburg, PA	76	Montpelier, VT	224	Murphysboro, IL	212	New Boston, TX	243	Newton, NJ	234
Mercedes, TX	62	Millington, TN	46	Montrose, CO	251	Murray, UT	35	New Braunfels, TX	32	Niagara Falls, NY	43
Mercer, PA	93	Millinocket, ME	263	Monument, CO	94	Murrells Inlet, SC	173	New Britain, CT	45	Niceville, FL	203
Mercer Island, WA	14	Millvale, PA	21	Moody, AL	56	Muscataine, IA	132	New Brunswick, NJ	1	Nicholasville, KY	107
Mercersburg, PA	161	Millville, NJ	136	Moore, OK	54	Muskegon, MI	217	New Carlisle, IN	159	Niles, MI	159
Meriden, CT	101	Milton, FL	121	Moorhead, MN	211	Muskegon Heights, MI	217	New City, NY	1	Niles, OH	93
Meridian, MS	268	Milton, WV	143	Moreauville, LA	202	Muskogee, OK	63	New Ellenton, SC	110	Nixa, MO	146
Meridianville, AL	115	Milton-Freewater, OR	207	Morehead City, NC	81	Myrtle Beach, SC	173	New Haven, CT	101	Noblesville, IN	38
Merkel, TX	227	Milwaukee, WI	31	Moreno Valley, CA	29	N Little Rock, AR	83	New Haven, IN	100	Nolanville, TX	149
Merrill, WI	158	Milwaukie, OR	25	Morgan Hill, CA	27	N Ridgeville, OH	24	New Hope, NC	48	Norco, LA	41
Mesa, AZ	15	Mims, FL	96	Morgantown, WV	187	N. Atlanta, GA	12	New Iberia, LA	98	Norfolk, MA	8
Mexico, MO	242	Minden, LA	129	Morningside, MD	9	N. Augusta, SC	110	New Kensington, PA	21	Norfolk, VA	36
Mexico, NY	73	Mineola, NY	17	Morovis, PR	13	N. Cape May, NJ	136	New London, CT	164	Normal, IL	230
Mexico Beach, FL	228	Minetto, NY	73	Morris, IL	3	N. Charleston, SC	104	New London, WI	135	Norman, OK	54
Meyersdale, PA	168	Minneapolis, MN	18	Morristown, NJ	99	N. Ft. Myers, FL	74	New Market, VA	255	Norristown, PA	5
Miami, FL	11	Minor Hill, TN	115	Morro Bay, CA	167	N. Las Vegas, NV	40	New Orleans, LA	41	North Baltimore, OH	78
Miami, WV	162	Mint Hill, NC	37	Morrow, GA	12	N. Myrtle Beach, SC	173	New Paltz, NY	157	North East, PA	155
Miami Beach, FL	11	Miramar Beach, FL	203	Morton, IL	134	N. Salt Lake, UT	35	New Plymouth, ID	126	North Miami, FL	11
Miami Springs, FL	11	Mirando City, TX	208	Mosinee, WI	158	N. Syracuse, NY	73	New Port Richey, FL	22	North Miami Beach, FL	11
Miamisburg, OH	55	Mishicot, WI	183	Moss Point, MS	86	Naches, WA	193	New Prague, MN	18	North Muskegon, MI	217
Micanopy, FL	87	Mission, KS	30	Moundsville, WV	221	Naguabo, PR	13	New Richmond, WI	18	North Windham, ME	160
Middleborough Center, MA	8	Mission, TX	62	Mount Bullion, CA	195	Nampa, ID	126	New Roads, LA	82	Northampton, MA	80
Middleton, WI	120	Moberly, MO	242	Mount Dora, FL	39	Nanticoke, PA	64	New Rochelle, NY	1	Northport, AL	214
Middletown, CA	113	Mobile, AL	86	Mount Holly, NJ	5	Nantucket, MA	184	New Smyrna Bch, FL	92	Norwalk, CT	138
Middletown, CT	45	Moca, PR	13	Mount Hope, WV	265	Naples, FL	74	New York, NY	1	Norwich, CT	164
Middletown, MD	200	Mocksville, NC	42	Mount Jackson, VA	219	Naples Park, FL	74	Newark, DE	75	Oak Harbor, OH	78
Middletown, NY	142	Modesto, CA	122	Mount Kisco, NY	1	Narraganst Pier, RI	33	Newark, NJ	1	Oak Hill, WV	265
Middletown, OH	55	Mojave, CA	2	Mount Vernon, OH	34	Narrows, VA	215	Newark, OH	34	Oak Park, IL	3
Middletown, RI	33	Moline, IL	132	Mount Zion, IL	247	Narrows-Pearisburg, VA	215	Newberry, FL	87	Oak Ridge, TN	69
Midland, MI	124	Monahans, TX	176	Mountain Home, ID	126	Nashua, NH	8	Newberry, SC	89	Oakdale, CA	122
Midland, TX	176	Moncks Corner, SC	104	Mountaintop, PA	64	Nashville, TN	44	Newburg, KY	53	Oakdale, LA	202
Midvale, UT	35	Moneta, VA	105	Moyock, NC	36	Nashwauk, MN	213	Newburgh, IN	151	Oakhurst, CA	65
Midway, FL	163	Monroe, LA	233	Mt Carmel, IL	151	Natick, MA	8	Newburgh, NY	142	Oakland, CA	4
Midway, GA	153	Monroe, MI	6	Mt Vernon, MO	146	Naugatuck, CT	181	Newburyport, MA	8	Oakland, NJ	1
Midway, KY	107	Monroe, NC	37	Mt Washngtn, NH	160	Navasota, TX	239	Newcastle, OK	54	Oberlin, OH	24
Midwest, WY	270	Monroe, WI	120	Mt. Clemens, MI	6	Nebraska City, NE	72	Newnan, GA	12	Ocala, FL	87
Midwest City, OK	54	Monroeville, PA	21	Mt. Pleasant, MI	124	Nederland, TX	130	NewPhiladelphia, OH	123	Ocean Acres, NJ	47
Milan, TN	264	Montauk, NY	17	Mt. Pleasant, SC	104	Neenah-Menasha, WI	135	Newport, KY	26	Ocean City, MD	152
Milford, CT	108	Monte Rio, CA	113	Mt. Pocono, PA	64	Neillsville, WI	232	Newport, NC	81	Ocean City, NJ	136
Milford, DE	152	Montecito, CA	186	Mt. Vernon, IN	151	Neosho, MO	226	Newport, RI	33	Ocean Isle Beach, NC	177
Milford, NE	172	Monterey, CA	77	Mulberry, CA	192	New Albany, IN	53	Newport Beach, CA	2	Ocean Pines, MD	152
Milford, OH	26	Monterey, TN	260	Mullins, SC	173	New Albany, MS	178	Newport News, VA	36	Ocean Springs, MS	137
Mill Hall, PA	246	Montgomery, AL	141	Muncy, PA	246	New Bedford, MA	165	Newton, KS	90	Ocean View, DE	152
Millbrook, AL	141	Montour Falls, NY	199	Murfreesboro, TN	44	New Bern, NC	81	Newton, MA	8	Oceanside, CA	16

Table 6

City of License to Market Rank

Ocoee, FL	39	Osage City, KS	180	Pasadena, TX	10	Phoenixville, PA	5	Port Charlotte, FL	74	Prosser, WA	207
Odem, TX	128	Osceola, AR	46	Pascagoula, MS	137	Picayune, MS	41	Port Clinton, OH	78	Providence, RI	33
Odessa, TX	176	Osceola, IA	91	Pasco, WA	207	Pickens, MS	119	Port Hueneme, CA	106	Provo, UT	35
Oelwein, IA	229	Oshkosh, WI	135	Paso Robles, CA	167	Pickens, SC	58	Port Huron, MI	6	Prsipy-Troy HI, NJ	99
Ogden, UT	35	Oswego, NY	73	Patchogue, NY	17	Pilot Point, TX	7	Port Isabel, TX	62	Pryor, OK	63
Oildale, CA	84	Otsego, MI	174	Paterson, NJ	1	Pinconning, MI	124	Port Jervis, NY	142	Pt Henry, NY	224
Ojai, CA	106	Ottawa, KS	30	Patillas, PR	13	Pine Bluff, AR	83	Port Matilda, PA	238	Pueblo, CO	240
Oklahoma City, OK	54	Overland Park, KS	30	Patterson, CA	122	Pine Castle, FL	39	Port Neches, TX	130	Pueblo West, CO	240
Okmulgee, OK	63	Overton, TX	140	Patterson, NY	189	Pine Hills, FL	39	Port Royal, SC	104	Pulaski, NY	73
Olathe, KS	30	Oviedo, FL	39	Patton, PA	241	Pine Island Ctr, FL	74	Port St Lucie, FL	118	Pulaski, VA	215
Old Fort, NC	179	Owasso, OK	63	Pawcatuck, CT	164	Pinellas Park, FL	22	Port St. Joe, FL	228	Punta Gorda, FL	74
Old Saybrook, CT	45	Owego, NY	166	Pawley's Island, SC	173	Pineville, LA	202	Port St. Lucie, FL	118	Punta Rassa, FL	74
Old Town, ME	263	Owensboro, KY	261	Pawtucket, RI	33	Piqua, OH	55	Port Sulphur, LA	41	Puyallup, WA	14
Olive Branch, MS	46	Owosso, MI	116	Payette, ID	126	Pismo Beach, CA	167	Port Washington, WI	31	Quebradillas, PR	13
Oliver, PA	21	Oxford, MS	178	Paynesville, MN	216	Pittsburg, CA	4	Portage, IN	3	Queensbury, NY	59
Oliver Springs, TN	69	Oxford, OH	26	Payson, AZ	15	Pittsburg, KS	226	Portage, MI	174	Quincy, FL	163
Olympia, WA	14	Oxnard, CA	106	Payson, UT	35	Pittsburgh, PA	21	Portage, PA	168	Quincy, MA	8
Olyphant, PA	64	Ozark, AL	182	Pearl, MS	119	Pittston, PA	64	Porterville, CA	109	Racine, WI	31
Omaha, NE	72	Ozark, MO	146	Pearl City, HI	60	Placerville, CA	28	Portland, ME	160	Radford, VA	215
Omro, WI	135	Pacific Grove, CA	77	Peekskill, NY	1	Plainfield, IN	38	Portland, OR	25	Raeford, NC	125
Onawa, IA	245	Pahrump, NV	40	Pekin, IL	134	Plainfield, NJ	1	Portland, TX	128	Raleigh, NC	48
Oneida, NY	73	Painesville, OH	24	Pell City, AL	56	Plano, IL	3	Portsmouth, NH	117	Rancho Cordova, CA	28
Oneonta, AL	56	Palatka, FL	92	Pella, IA	91	Plano, TX	7	Portsmouth, OH	143	Rancho Mirage, CA	154
Ontario, CA	29	Palestine, TX	140	Pensacola, FL	121	Plant City, FL	22	Portsmouth, VA	36	Rantoul, IL	204
Opelousas, LA	98	Palm Beach, FL	51	Penuelas, PR	13	Platteville, WI	220	Poteau, OK	170	Rapid City, SD	254
Opportunity, WA	88	Palm Desert, CA	154	Peoria, IL	134	Plattsburgh, NY	224	Potomac-Cabin John, MD	9	Ravena, NY	59
Oracle, AZ	61	Palm Springs, CA	154	Perry, GA	147	Plattsouth, NE	72	Potts Camp, MS	178	Ravenel, SC	104
Orange, CA	2	Palmetto, FL	79	Perry, IA	91	Pleasant Hope, MO	146	Pottstown, PA	5	Raymondville, TX	62
Orange, TX	130	Palmyra, NY	50	Petal, MS	209	Pleasanton, TX	32	Poughkeepsie, NY	157	Rayne, LA	98
Orange Beach, AL	86	Palmyra, PA	76	Petaluma, CA	113	Pleasantville, NJ	136	Powder Springs, GA	12	Rayville, LA	233
Orange Cove, CA	65	Palo Alto, CA	4	Peterborough, NH	185	Plymouth, IN	159	Powell, TN	69	Reading, PA	131
Orangeburg, SC	89	Pamplico, SC	198	Petersburg, IL	194	Plymouth, MA	8	Powhatan, VA	57	Red Bank, TN	102
Orchard Valley, WY	267	Panama City, FL	228	Petersburg, NJ	136	Pocatalico, WV	162	Poynette, WI	120	Red Bluff, CA	192
Orcutt, CA	197	Panama City Beach, FL	228	Petersburg, VA	57	Pocomoke City, MD	152	Prairie Grove, AR	156	Red Lion, PA	103
Oregon City, OR	25	Paradise, CA	192	Petoskey, MI	196	Point Pleasant, NJ	47	Prattville, AL	141	Red Springs, NC	125
Orem, UT	35	Paradise, NV	40	Pharr, TX	62	Pomona, CA	2	Priceville, AL	115	Redding, CA	218
Oriental, NC	81	Paradise Valley, AZ	15	Phenix City, AL	169	Pompano Beach, FL	11	Prichard, AL	86	Redlands, CA	29
Orland, CA	192	Paris, IL	190	Philadelphia, PA	5	Pompton Lakes, NJ	1	Prince Frederick, MD	9	Redondo Beach, CA	2
Orlando, FL	39	Paris, KY	107	Phillipsburg, PA	238	Ponce, PR	13	Princess Anne, MD	152	Reform, AL	214
Orleans, MA	184	Parker, FL	228	Phillipsburg, PA	238	Ponte Vedra Beach, FL	52	Princeton, MN	18	Refugio, TX	128
Ormond Beach, FL	92	Parkersburg, WV	222	Philpot, KY	261	Pontotoc, MS	178	Princeton, NJ	139	Rehoboth Bch, DE	152
Ormond-by-the-Sea, FL	92	Parma, OH	24	Phoenix, AZ	15	Poplarville, MS	137	Princeton, WV	250	Reidsville, NC	42
Oro Valley, AZ	61	Parris Island, SC	153	Phoenix, NY	73	Port Allen, LA	82	Princeton Junction, NJ	139	Remsen, NY	150
Oroville, CA	192	Pasadena, CA	2	Phoenix, OR	206	Port Arthur, TX	130	Proctor, MN	213	Reno, NV	127

Table 6

City of License to Market Rank

Rensselaer, NY	59	Rocky Mount, NC	81	Salem, OR	25	Santa Ana, CA	2	Seminole, OK	54	Slaton, TX	175
Renton, WA	14	Rogers, AR	156	Salem, SD	210	Santa Barbara, CA	186	Seneca, SC	58	Slidell, LA	41
Republic, MO	146	Rogersville, TN	95	Salem, VA	105	Santa Clara, CA	27	Sevierville, TN	69	Smithfield, NC	48
Reserve, LA	41	Rogue River, OR	206	Salem, WV	187	Santa Cruz, CA	77	Seward, NE	172	Smithfield, VA	36
Richfield, MN	18	Rohnert Park, CA	113	Salem Township, MI	145	Santa Fe, NM	71	Seymour, TN	69	Smiths, AL	169
Richland, MS	119	Roland, OK	170	Salinas, CA	77	Santa Margarita, CA	167	Seymour, WI	135	Smithtown, NY	17
Richland, WA	207	Rollingwood, TX	49	Salinas, PR	13	Santa Maria, CA	197	Shadyside, OH	221	Smithville, GA	248
Richlands, VA	250	Rome, NY	150	Saline, MI	145	Santa Monica, CA	2	Shafter, CA	84	Smyrna, DE	75
Richmond, KY	107	Rosarito, MX	16	Salisbury, CT	157	Santa Paula, CA	106	Shallotte, NC	177	Smyrna, GA	12
Richmond, MO	30	Rosenberg, TX	10	Salisbury, MD	152	Santa Rosa, CA	113	Sharon, CT	45	Smyrna, TN	44
Richmond, VA	57	Roseville, CA	28	Salisbury, NC	37	Santa Rosa Bch, FL	203	Sharon, PA	93	Socastee, SC	173
Richmond Hill, GA	153	Rossville, GA	102	Salladasburg, PA	246	Sapulpa, OK	63	Sharpsville, PA	93	Soddy Daisy, TN	102
Richwood, LA	233	Roswell, GA	12	Sallisaw, OK	170	Sarasota, FL	79	Shasta, CA	218	Soddy-Daisy, TN	102
Richwood, OH	34	Rotterdam, NY	59	Salt Lake City, UT	35	Saratoga Sprngs, NY	59	Shasta Lake, CA	218	Sodus, NY	50
Ridgecrest, CA	84	Round Rock, TX	49	Saluda, SC	110	Sartell, MN	216	Shawnee, OK	54	Solana, FL	74
Ridgefield, CT	189	Roy, UT	35	San Angelo, TX	256	Sasser, GA	248	Shelby, NC	37	Soledad, CA	77
Ridgeland, MS	119	Royal Oak, MI	6	San Antonio, TX	32	Sauk Centre, MN	216	Shelbyville, IL	247	Solvang, CA	197
Ridgeville, SC	104	Royal Palm Bch, FL	51	San Bernardino, CA	29	Sauk City, WI	120	Shelbyville, IN	38	Somerset, PA	168
Rifle, CO	251	Ruckersville, VA	223	San Carlos Park, FL	74	Sauk Rapids, MN	216	Shelbyville, KY	53	Somerset, TX	32
Ringgold, GA	102	Rudolph, WI	158	San Clemente, CA	2	Savannah, GA	153	Shelbyville, TN	44	Somersworth, NH	117
Rio Piedras, PR	13	Rural Retreat, VA	215	San Diego, CA	16	Sayre, PA	166	Shepardsville, KY	53	Somerville, TN	46
Rio Rancho, NM	71	Rusk, TX	140	San Fernando, CA	2	Scarborough, ME	160	Shepherdsville, KY	53	South Bend, IN	159
Ripley, OH	26	Russellville, KY	44	San Francisco, CA	4	Schenecady, NY	59	Sheridan, AR	83	South Boston, VA	48
River Falls, WI	18	Ruston, LA	233	San Gabriel, CA	2	Schofield, WI	158	Sherman, TX	7	South Bristol Township, NY	50
Riverbank, CA	122	S Charleston, WV	162	San German, PR	13	Schoharie, NY	59	Sherwood, AR	83	South Congaree, SC	89
Riverhead, NY	17	S Gastonia, NC	37	San Jacinto, CA	29	Scottdale, PA	21	Shingle Springs, CA	28	South Daytona, FL	92
Riverside, CA	29	S WilliamSPORT, PA	246	San Joaquin, CA	65	Scottsburg, IN	53	Shingletown, CA	218	South Glens Falls, NY	59
Riverside, PA	76	S. Beloit, IL	148	San Jose, CA	4	Scottsdale, AZ	15	Shippensburg, PA	76	South Oroville, CA	192
Riviera Beach, FL	51	S. Burlington, VT	224	San Juan, PR	13	Scranton, PA	64	Shiremanstown, PA	76	South Padre Island, TX	62
Roanoke, IN	100	S. Lake Tahoe, CA	28	San Juan, TX	62	Scranton, SC	198	Shreveport, LA	129	South Pittsburg, TN	102
Roanoke, VA	105	S. Miami, FL	11	San Luis Obispo, CA	167	Seabrook, TX	10	Signal Mountain, TN	102	South Sioux City, NE	245
Roaring Spring, PA	241	S. Salt Lake, UT	35	San Marcos, CA	16	Seaford, DE	152	Siler City, NC	48	South Tucson, AZ	61
Robstown, TX	128	Sabana Grande, PR	13	San Marcos, TX	49	Searsport, ME	263	Siloam Springs, AR	156	South Whitley, IN	100
Rochester, NH	117	Saco, ME	160	San Martin, CA	27	Seaside, CA	77	Silsbee, TX	130	South Yarmouth, MA	184
Rochester, NY	50	Sacramento, CA	28	San Mateo, CA	4	Seattle, WA	14	Silver Lake, KS	180	Southampton, NY	17
Rock Hill, SC	37	Saegertown, PA	155	San Rafael, CA	4	Sebastopol, CA	113	Silver Spring, MD	9	Southaven, MS	46
Rock Island, IL	132	Safety Harbor, FL	22	San Sebastian, PR	13	Security, CO	94	Silver Springs, FL	87	Southbridge, MA	112
Rockford, IL	148	Sag Harbor, NY	17	Sand Springs, OK	63	Seeleyville, IN	190	Silverdale, WA	14	Southern Pines, NC	125
Rockford, MI	66	Saginaw, MI	124	Sandy, UT	35	Seffner, FL	22	Simi Valley, CA	2	Southington, CT	45
Rockledge, FL	96	Sahuarita, AZ	61	Sandy Creek, NY	73	Seguin, TX	32	Sinton, TX	128	Southold, NY	17
Rockport, TX	128	Salem, IN	53	Sanford, FL	39	Selah, WA	193	Sioux City, IA	245	Southport, NC	177
Rockton, IL	148	Salem, MA	8	Sanford, ME	117	Selbyville, DE	152	Sioux Falls, SD	210	Southport, NY	199
Rockville, IN	190	Salem, NJ	75	Sanger, TX	7	Seligman, MO	156	Skokie, IL	3	Spangler, PA	168
Rockville, MD	9	Salem, OH	93	Sans Souci, SC	58	Selma, NC	48	Skowhegan, ME	249	Spanish Fork, UT	35



Table 6

City of License to Market Rank

Sparks, NV 127	St. Stephen, SC 104	Surfside Beach, SC 173	Tifton, GA 248	Tuscola, MI 116	Vista, CA 16
Sparta, MO 146	Stamford, CT 138	Surgoinsville, TN 95	Tijuana, MX 16	Two Harbors, MN 213	Vivian, LA 129
Spartanburg, SC 58	Stamford, TX 227	Susquehanna, PA 166	Tioga, LA 202	Tye, TX 227	Voorheesville, NY 59
Spearfish, SD 254	Stamping Ground, KY 107	Sussex, WI 31	Tioga, PA 199	Tyler, TX 140	W Terre Haute, IN 190
Spencer, WI 158	Stanton, TX 176	Swanton, OH 78	Tipton, CA 109	Tyrone, PA 238	W. Carrollton, OH 55
Spokane, WA 88	Starkville, MS 178	Sylvania, OH 78	Tisbury, MA 184	Union, MO 19	W. Lake Hills, TX 49
Spring Lake, NC 125	Starview, PA 103	Sylvester, GA 248	Titusville, FL 96	Union, MS 268	W. Springfield, MA 80
Spring Valley, NY 1	State College, PA 238	Syracuse, NY 73	Tobyhanna, PA 64	Union City, PA 155	W. Valley City, UT 35
Springdale, AR 156	Statesville, NC 37	Tacoma, WA 14	Toledo, OH 78	Uniontown, PA 21	Waco, TX 191
Springfield, FL 228	Staunton, VA 223	Taft, CA 84	Tolleson, AZ 15	Universal City, TX 32	Wailuku, HI 60
Springfield, GA 153	Sterling City, TX 256	Taft, OK 63	Tomball, TX 10	University Park, PA 238	Waipahu, HI 60
Springfield, IL 194	Sterling Height, MI 6	Tahoe City, CA 127	Toms River, NJ 47	University Park, TX 7	Waite Park, MN 216
Springfield, MA 80	Steubenville, OH 221	Tahoka, TX 175	Tooele, UT 35	Upper Arlington, OH 34	Wake Forest, NC 48
Springfield, MO 146	Stevens Point, WI 158	Talking Rock, GA 21	Topeka, KS 180	Urbana, IL 204	Wakefield-Peacedale, RI 33
Springfield, OH 55	Stillwater, MN 18	Tallahassee, FL 163	Toppenish, WA 193	Urbana, OH 55	Waldorf, MD 9
Springfield, OR 144	Stillwater, NY 59	Tamaqua, PA 67	Topsail Beach, NC 81	Utica, MS 119	Walker, MI 66
Springfield, TN 44	Stirling, NJ 99	Tampa, FL 22	Topsham, ME 160	Utica, NY 150	Walkersville, MD 200
Springville, NY 43	Stockton, CA 85	Tarboro, NC 48	Torrington, CT 45	Utuado, PR 13	Walla Walla, WA 207
St Augustine Bch, FL 52	Stonewall, MS 268	Taunton, MA 165	Towson, MD 20	Vacaville, CA 4	Walled Lake, MI 6
St Joseph, MN 216	Stonington, CT 164	Tavares, FL 39	Tracy, CA 85	Vallejo, CA 4	Walnut Creek, CA 4
St Louis Park, MN 18	Stowe, VT 224	Taylor, MI 6	Travelers Rest, SC 58	Valley Station, KY 53	Waltham, MA 8
St. Albans, VT 224	Strasburg, CO 23	Taylor, TX 49	Traverse City, MI 196	Valparaiso, FL 203	Wapakoneta, OH 225
St. Albans, WV 162	Strasburg, VA 219	Taylorville, MS 209	Trenton, FL 87	Valparaiso, IN 3	Ware, MA 80
St. Andrews, SC 89	Stroudsburg, PA 64	Taylorville, IL 194	Trenton, GA 102	Van Buren, AR 170	Warner Robbins, GA 147
St. Augustine, FL 52	Stuart, FL 118	Tazewell, VA 250	Trenton, NJ 139	Van Wert, OH 100	Warner Robins, GA 147
St. Augustine Beach, FL 52	Sturgeon Bay, WI 183	Tchula, MS 119	Trinity, AL 115	Vancouver, WA 25	Warren, OH 93
St. Charles, MO 19	Sturgis, SD 254	Tempe, AZ 15	Troutdale, OR 25	Vassar, MI 116	Warren, VT 224
St. Cloud, MN 216	Sturtevant, WI 31	Temple, TX 149	Troy, AL 141	Venice, FL 79	Warrensburg, NY 59
St. Genevieve, MO 19	Suffolk, VA 36	Temple Terrace, FL 22	Troy, MO 19	Ventura, CA 106	Warrenton, GA 110
St. George, SC 104	Sullivan, IL 247	Terre Haute, IN 190	Troy, NY 59	Vergennes, VT 224	Warrenton, MO 19
St. Ignace, MI 196	Sullivan, IN 190	Terrell, TX 7	Troy, OH 55	Vernon Hills, IL 3	Warrenton, VA 9
St. Johns, MI 114	Sulphur, LA 205	Terrell Hills, TX 32	Trumansburg, NY 258	Vero Beach, FL 118	Warrior, AL 56
St. Joseph, MN 216	Summerton, SC 89	Texarkana, AR 243	Trussville, AL 56	Verona, WI 120	Warwick, NY 142
St. Louis, MO 19	Summerville, SC 104	Texarkana, TX 243	Tucson, AZ 61	Versailles, KY 107	Warwick, RI 33
St. Louis Park, MN 18	Sumner, WA 14	Texas City, TX 10	Tulare, CA 65	Vestal, NY 166	Wasco, CA 84
St. Marys, KS 180	Sumrall, MS 209	Thief River Falls, MN 259	Tullahoma, TN 115	Vicksburg, MS 119	Washington, DC 9
St. Marys, OH 225	Sumter, SC 89	Thomasville, GA 163	Tulsa, OK 63	Vienna, WV 222	Washington, LA 98
St. Marys, WV 222	Sun City, AZ 15	Thomasville, NC 42	Tunkhannock, PA 64	Villas, NJ 136	Washington, MO 19
St. Matthews, KY 53	Sun City, CA 29	Thomson, GA 110	Tupelo, MS 178	Vinita, OK 63	Washington, NC 81
St. Paul, MN 18	Sun Prairie, WI 120	Thornton, CO 23	Turlock, CA 122	Vinton, VA 105	Washington, PA 21
St. Pauls, NC 125	Sun Valley, NV 127	Thousand Oaks, CA 2	Turners Falls, MA 80	Virden, IL 194	Washington Township, NJ 5
St. Pete Beach, FL 22	Sunnyside, WA 193	Thousand Palms, CA 154	Turrell, AR 46	Virginia, MN 213	Wasilla, AK 171
St. Petersburg, FL 22	Sunset Valley, TX 49	Thurmont, MD 200	Tuscaloosa, AL 214	Virginia Beach, VA 36	Waterbury, CT 181
St. Simons Island, GA 269	Superior, WI 213	Tice, FL 74	Tuscola, IL 204	Visalia, CA 65	Waterbury, VT 224



Table 6

City of License to Market Rank

Waterloo, IA 229	Wendell-Zebulon, NC 48	Westover, WV 187	Wildwood, NJ 136	Windsor, CT 45	Woonsocket, RI 33
Watertown, MN 18	Weslaco, TX 62	Westport, CT 108	Wildwood Crest, NJ 136	Windsor, ON 6	Worcester, MA 8
Watertown, NY 252	West Bend, WI 31	Wethersfield, NY 43	Wilkes Barre, PA 64	Windsor, VA 36	Wrens, GA 110
Watertown, WI 120	West Chester, PA 5	Wetumpka, AL 141	Willard, MO 146	Winnebago, IL 148	Wrightsville, AR 83
Waterville, ME 249	West Columbia, SC 89	Wheaton, MD 9	Williamsburg, VA 36	Winnebago, NE 245	Wurtsboro, NY 157
Watkins Glen, NY 199	West Covina, CA 2	Wheeling, WV 221	Williamsport, MD 161	Winnie, TX 10	Wyoming, MI 66
Waukegan, IL 3	West Fargo, ND 211	White Bluff, TN 44	Williamsport, PA 246	Winslow, ME 249	Xenia, OH 55
Waukesha, WI 31	West Frankfort, IL 212	White Castle, LA 82	Williamston, NC 81	Winston Salem, NC 42	Yabucoa, PR 13
Waunakee, WI 120	West Hartford, CT 45	White City, FL 118	Williamstown, KY 26	Winter Garden, FL 39	Yakima, WA 193
Wausau, WI 158	West Hazleton, PA 64	White Plains, NY 1	Willis, TX 10	Winter Haven, FL 97	Yankeetown, FL 87
Wauwatosa, WI 31	West Jordan, UT 35	White Rock, NM 235	Williston, FL 87	Winter Park, FL 39	Yankton, SD 245
Waverly, IA 229	West Lafayette, IN 231	Whitehall, MI 217	Willoughby, OH 24	Winters, TX 227	Yauco, PR 13
Waverly, NY 166	West Memphis, AR 46	Whitehouse, TX 140	Willsboro, NY 224	Winterset, IA 91	Yazoo City, MS 119
Waverly, TN 44	West Monroe, LA 233	Whitesboro, NY 150	Wilmington, DE 75	Winton, CA 195	York, AL 268
Waxhaw, NC 37	West Palm Beach, FL 51	Whitesville, KY 261	Wilmington, IL 3	Wisconsin Rapid, WI 158	York, PA 103
Waycross, GA 269	West Warwick, RI 33	Whiteville, NC 125	Wilmington, NC 177	Wood River, IL 19	York Center, ME 117
Waynesboro, GA 110	West Yarmouth, MA 184	Whiting, WI 158	Wilmore, KY 107	Woodbridge, VA 9	Yorktown, VA 36
Waynesboro, PA 161	Westbrook, ME 160	Wichita, KS 90	Wilson, NC 48	Woodburn, OR 25	Youngstown, NY 43
Waynesville, NC 179	Westerly, RI 33	Wichita Falls, TX 237	Wilton Manors, FL 11	Woodbury, TN 44	Youngstown, OH 93
Weatherford, TX 7	Westerville, OH 34	Wickenburg, AZ 15	Winchester, KY 107	Woodlake, CA 65	Ypsilanti, MI 145
Webb City, MO 226	Westfield, MA 80	Wickford, RI 33	Winchester, VA 219	Woodland, CA 28	Yucca Valley, CA 154
Webster, MA 112	Westhampton, NY 17	Widefield, CO 94	Windsor, CA 113	Woodstock, IL 3	Zeeland, MI 66
Webster, NY 50	Westminster, MD 20	Wiggins, MS 137	Windsor, CO 133	Woodstock, NY 157	Zephyrhills, FL 22
Wellington, CO 133				Woodstock, VA 219	Zion, IL 3



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