

TELEVISION
INFORMATION
CENTER

FCC-1979
TELEVISION FINANCIAL DATA

SPECIAL COMPUTER ANALYSIS
BASIC REPORT

FCC TELEVISION FINANCIAL DATA REPORT

INTRODUCTION

THIS IS THE FIRST OF A NEW SERIES OF INFORMATION SERVICES FOR THE TELEVISION INDUSTRY PROVIDED BY A NEW DIVISION OF OUR COMPANY - THE TELEVISION INFORMATION CENTER.

OUR AIM IS NOT MERELY TO PRINT AVAILABLE DATA, BUT TO PROVIDE ANALYTICAL PERSPECTIVES WHICH WILL AID MANAGEMENT IN BETTER SETTING STRATEGIES AND EVALUATING PERFORMANCE.

WE WISH TO THANK ARBITRON FOR THE USE OF THEIR ADI DATA AND ROBERT COEN OF MCCANN-ERICKSON, WHOSE ANALYSES OF MEDIA ADVERTISING EXPENDITURES FURNISH THE INDUSTRY'S BENCHMARKS.

EXCEPT FOR THEIR DATA AND PUBLISHED FCC FIGURES, ALL ELEMENTS OF THIS REPORT ARE COPYRIGHTED BY THE TELEVISION INFORMATION CENTER AND MAY NOT BE REPRODUCED WITHOUT OUR WRITTEN PERMISSION.

WE PARTICULARLY INVITE YOUR COMMENTS AND SUGGESTIONS FOR OTHER DATA AND ANALYSIS WHICH YOU WOULD FIND USEFUL.

MAURIE WEBSTER, PRESIDENT
TELEVISION INFORMATION CENTER
575 LEXINGTON AVENUE
NEW YORK, NY 10022
(212) 371-4828

TELEVISION

DEFINITIONS AND NOTATIONS

NETWORK COMPENSATION: PAYMENTS FROM "LINE NETWORKS" TO STATIONS.

NATIONAL/REGIONAL TIME SALES: EACH STATION IS TO DETERMINE WHICH ADVERTISERS MEET THE FCC CRITERIA "...GENERALLY RECOGNIZED AS NATIONAL OR REGIONAL IN CHARACTER". THIS CATEGORY IS NOT LIMITED TO BUSINESS PLACED BY STATION REPRESENTATIVES.

LOCAL TIME SALES: WHILE THIS INCLUDES TIME SALES TO ACKNOWLEDGED "LOCAL" ADVERTISERS, THE FCC ASKS THAT IT ALSO INCLUDE SALES TO RETAIL OR SERVICE ESTABLISHMENTS, EVEN IF THEY ARE PART OF A NATIONAL OR REGIONAL CHAIN. SOME OF THIS BUSINESS MAY THUS BE PLACED BY STATION REPRESENTATIVES.

TOTAL BROADCAST REVENUES (NET): THIS INCLUDES THE THREE REVENUE CATEGORIES ABOVE PLUS "OTHER BROADCAST REVENUES". HOWEVER, ALL AGENCY AND REPRESENTATIVE COMMISSIONS ARE TO BE DEDUCTED. THE SUM OF THE THREE ABOVE CATEGORIES THEREFORE WILL BE DIFFERENT FROM THE AMOUNT LISTED FOR TOTAL REVENUES.

TOTAL BROADCAST EXPENSES: ALL OPERATING EXPENSES ARE INCLUDED, ALONG WITH DEPRECIATION, AMORTIZATION, INTEREST AND ALLOCATED COST OF HOME OFFICE MANAGEMENT. AS A RESULT, MARKET INCOME (PROFIT) FIGURES DO NOT REFLECT THE ACTUAL OPERATING PROFITS FOR THE STATIONS REPORTING.

TOTAL BROADCAST INCOME (PROFIT): NET INCOME (OR LOSS) AFTER DEDUCTING TOTAL EXPENSES FROM TOTAL REVENUES.

NOTE: IN CALCULATING CHANGE IN INCOME/PROFIT FROM 1978 TO 1979, WE HAVE CONSIDERED THAT A SWING FROM A \$10,000 PROFIT TO A \$5,000 LOSS IS A DECLINE OF 150%, AND THAT A CHANGE FROM A \$20,000 LOSS TO A \$10,000 LOSS IS A 50% IMPROVEMENT.

MARKET AREAS: MOST MARKETS ARE COMPARABLE TO ESTABLISHED ADI'S, ALTHOUGH THAT IS NOT THE ONLY BASIS USED. IN GENERAL THE AIM HAS BEEN TO INCLUDE ONE STATION FROM EACH OF THE ESTABLISHED "LINE" NETWORKS IN EACH MARKET.

EXAMPLE: WHILE THE FCC REPORTED THE MARKETS OF YAKIMA AND PASCO, WASHINGTON SEPARATELY, SINCE THEY ARE BOTH PART OF THE YAKIMA ADI, WE HAVE REPORTED THEM HERE ON A COMBINED BASIS.

HOUSEHOLDS FOR HONOLULU WERE OBTAINED FROM SRDS.

NO 1978 DATA WERE REPORTED FOR: ABILENE-SWEETWATER
LUBBOCK
SAN JUAN

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GROWTH OF U.S. ADVERTISING
 NATIONAL + LOCAL

(ADD 000,000)

9 YEAR MEDIA GROWTH COMPARISONS

GROWTH SINCE 1970*	1970	1979	INCREASE	RANK
TOTAL ADVERTISING	\$19,550	\$49,830	+155%	
INDIVIDUAL MEDIA				
TELEVISION	3,596	10,195	+184%	1
RADIO	1,308	3,385	+159%	2
NEWSPAPERS	5,704	14,585	+156%	3
MAGAZINES	1,292	2,930	+127%	6
DIRECT MAIL	2,766	6,650	+140%	5
ALL OTHER	4,884	12,085	+147%	4

4 YEAR MEDIA GROWTH COMPARISONS

GROWTH SINCE 1975*	1975	1979	INCREASE	RANK
TOTAL ADVERTISING	28,230	49,830	+77%	
INDIVIDUAL MEDIA				
TELEVISION	5,263	10,195	+94%	2
RADIO	1,980	3,385	+71%	5
NEWSPAPERS	8,442	14,585	+73%	4
MAGAZINES	1,465	2,930	+100%	1
DIRECT MAIL	4,181	6,650	+59%	6
ALL OTHER	6,899	12,085	+75%	3

*NOTE: DATA SHOWN ABOVE ARE PRIOR TO ANY CORRECTIONS BY
 MCCANN-ERICKSON. THESE ARE CUSTOMARILY MADE AFTER
 FCC REPORTS FOR TELEVISION AND RADIO ARE PUBLISHED.

FCC TELEVISION REVENUES -- 1979
MASTER REPORT - ALL MARKETS REPORTED BY THE FCC

*% NAT'L/REG'L REVENUES TO COMBINED NETWORK
COMPENSATION, LOCAL AND NAT'L/REG'L REVENUES

TELEVISION MARKETS	STNS RPTG	NETWORK COMPEN- SATION	NAT'L/ REGIONAL ADVT'RS	% CHNG	RNK	% N/ TT*	LOCAL ADVT'RS	% CHNG	RNK	TOTAL REVENUES	% CHNG	RNK	TOTAL EXPENSES	% CHNG	RNK	TOTAL INCOME	% CHNG	RNK	INC/ REV
ABILENE-SWEETWATER	3	796,502	1,477,240		135	32	2,288,093		135	4,173,302		135	4,084,277		136	89,025		131	2.1
ALBANY-SCHENCT-TROY	3	3,317,360	12,223,274	4.1	48	48	9,927,838	9.8	56	22,331,300	8.5	47	15,798,992	2.6	48	6,532,308	26.1	46	29.3
ALBANY-TALLAHSE-THOMVL	3	1,263,734	5,584,261	30.0	83	53	3,734,002	-.5	118	9,253,126	14.4	99	6,545,109	7.1	108	2,708,107	37.0	81	29.3
ALBUQUERQUE	4	1,388,746	6,715,260	7.0	70	36	10,786,694	13.9	50	16,164,537	12.5	63	11,989,737	21.1	64	4,174,800	-6.6	62	25.8
AMARILLO	3	785,570	2,979,458	8.5	115	40	3,764,972	-2.8	116	6,567,242	3.3	125	5,920,441	9.6	118	646,801	-32.5	120	9.8
ANCHORAGE	3	349,176	1,287,228	21.0	136	23	3,979,892	2.0	112	5,310,833	4.9	131	5,096,139	14.2	127	214,694	-64.4	128	4.0
ATLANTA	6	3,019,444	56,075,627	42.0	11	59	35,796,633	6.2	13	81,214,236	22.7	11	51,738,116	26.2	9	29,476,120	16.9	11	36.3
AUGUSTA	3	1,570,043	3,624,453	12.9	105	36	4,977,531	6.3	100	9,101,696	8.1	101	5,783,100	16.8	122	3,318,596	-4.4	73	36.5
AUSTIN	3	984,431	6,655,111	29.4	71	50	5,555,175	6.8	91	11,684,732	16.8	82	8,817,611	28.4	82	2,867,121	-8.7	78	24.5
BAKERSFIELD	3	906,326	3,846,129	18.2	101	49	3,172,462	4.1	126	6,724,566	10.9	123	5,819,182	20.0	121	905,384	-25.6	117	13.5
BALTIMORE	4	3,087,959	35,496,125	9.8	19	56	25,296,949	11.9	23	53,503,387	10.9	19	37,493,103	14.9	19	16,010,284	2.4	23	29.9
BANGOR	3	1,037,409	1,995,674	29.0	133	37	2,375,041	6.6	132	4,959,576	13.4	133	4,324,713	21.6	135	634,863	-22.4	121	12.8
BATON ROUGE	3	1,712,803	5,221,094	12.4	86	31	10,026,250	29.6	53	15,137,719	21.4	69	10,973,214	13.6	70	4,164,505	48.2	63	27.5
BEAUMONT-PORT ARTHUR	3	958,906	2,686,641	10.1	119	27	6,269,746	13.4	82	9,001,784	12.7	103	6,725,775	17.5	105	2,276,009	.4	91	25.3
BINGHAMTON	3	1,259,900	2,387,711	2.3	126	34	3,397,751	13.7	123	6,128,439	8.1	128	4,646,683	9.8	130	1,481,756	3.4	105	24.2
BIRMINGHAM	3	3,371,815	14,412,896	6.0	41	52	10,118,527	2.4	52	23,726,300	4.2	44	11,892,295	15.1	65	11,834,005	-4.9	31	49.9
BOISE-NAMPA	3	1,039,928	3,145,035	22.0	113	37	4,292,193	5.1	107	7,510,765	9.9	115	6,589,938	14.3	107	920,827	-14.1	115	12.3
BOSTON	6	5,726,595	87,345,148	10.2	5	63	45,532,986	13.6	8	115,272,937	10.8	6	79,687,760	14.7	6	35,585,177	2.9	8	30.9
BUFFALO	4	3,238,292	24,335,120	3.7	29	55	16,924,967	14.5	35	37,718,251	8.0	30	28,217,105	1.2	26	9,501,146	34.4	37	25.2
BURLINGTON-PLATTSBURGH	3	1,448,818	4,552,246	10.7	94	50	3,040,430	22.6	128	8,335,984	16.0	107	6,162,309	12.4	113	2,173,675	27.6	93	26.1
CEDAR RAPIDS-WATERLOO	3	1,465,655	5,537,831	3.6	84	39	7,067,963	7.5	75	12,337,167	6.8	78	9,900,316	6.6	78	2,436,851	7.7	84	19.8
CHARLESTON	3	974,123	4,656,651	12.4	93	43	5,264,830	21.1	96	9,475,658	15.9	98	7,610,762	14.0	94	1,864,896	24.6	100	19.7
CHARLESTON-HUNTGN-ASHL	3	3,258,098	8,609,291	14.8	59	45	7,351,248	9.7	71	17,098,880	12.5	61	9,961,948	5.7	75	7,136,932	23.5	45	41.7
CHARLOTTE	4	5,301,364	18,364,308	15.7	32	48	14,240,192	9.5	42	33,303,193	14.2	34	22,727,043	12.8	36	10,576,150	17.4	35	31.8
CHATTANOOGA	4	1,141,290	4,846,069	9.6	92	41	5,967,765	2.8	86	10,544,662	6.8	89	6,791,704	14.8	104	3,752,958	-5.2	68	35.6
CHICAGO	8	8,286,616	141,404,328	.3	3	63	74,161,732	13.9	4	186,142,279	4.6	3	130,774,540	10.5	3	55,367,739	-7.0	3	29.7
CINCINNATI	4	3,260,720	19,706,858	-.5	31	42	24,373,514	16.4	24	43,854,287	10.2	25	28,061,774	8.3	27	15,792,513	13.9	24	36.0
CLEVELAND	4	5,433,208	44,646,061	-3.0	12	53	34,796,002	10.7	14	72,420,317	3.3	13	48,246,868	8.8	10	24,173,449	-6.3	15	33.4
COLORADO SPRGS-PUEBLO	3	827,663	5,302,320	10.6	85	46	5,515,268	19.9	93	10,031,367	16.2	92	7,397,308	12.4	97	2,634,059	28.2	82	26.3
COLUMBIA-JEFFERSON CTY	3	1,004,314	2,153,497	7.2	131	39	2,337,449	7.1	133	5,164,336	15.4	132	4,536,247	17.5	132	628,089	2.2	122	12.2
COLUMBIA, SC	3	1,716,391	5,881,968	15.8	78	45	5,531,224	-5.1	92	11,627,152	6.5	83	7,599,556	7.9	95	4,027,596	4.0	65	34.6
COLUMBUS, GA	3	1,728,674	2,492,376	3.9	123	27	5,107,657	7.6	98	8,371,027	7.3	106	6,011,904	8.6	114	2,359,123	4.1	85	28.2
COLUMBUS, OH	3	2,620,923	17,824,579	8.1	33	44	20,468,894	16.1	29	34,590,146	12.1	32	21,252,815	14.1	39	13,337,331	9.1	28	38.6
CORPUS CHRISTI	4	1,029,067	2,443,094	1.2	125	27	5,608,236	9.6	90	8,096,926	9.3	110	7,102,243	11.5	103	994,683	-3.9	114	12.3
DALLAS-FORT WORTH	5	3,024,516	65,022,115	8.0	10	57	45,729,029	17.2	7	96,426,066	10.5	8	42,951,387	15.0	15	53,474,679	7.1	4	55.5
DAVENPT-ROCK IS-MOLINE	3	1,603,042	6,132,106	5.6	76	42	6,696,194	19.2	79	12,277,331	1.8	79	9,922,493	7.4	76	2,354,838	-16.5	86	19.2
DAYTON	3	3,997,265	12,397,717	8.5	47	41	13,596,691	12.9	44	25,840,981	10.5	42	18,596,588	10.8	41	7,244,393	9.6	43	28.0
DENVER	4	2,192,336	38,467,413	24.1	18	50	36,119,104	13.5	12	64,491,486	17.1	17	32,562,463	17.7	20	31,929,023	16.6	10	49.5
DES MOINES-AMES	3	1,872,261	8,037,204	-1.1	62	45	8,090,379	6.4	69	15,240,187	2.8	68	10,665,413	11.2	71	4,574,774	-12.6	59	30.0
DETROIT	6	6,285,891	71,186,198	18.9	7	57	47,361,440	2.5	6	104,607,093	11.6	7	70,371,697	15.8	7	34,235,396	3.8	9	32.7

FCC TELEVISION REVENUES -- 1979
MASTER REPORT - ALL MARKETS REPORTED BY THE FCC

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COMPENSATION, LOCAL AND NAT'L/REG'L REVENUES

TELEVISION MARKETS	STNS RPTG	NETWORK COMPEN- SATION	NAT'L/ REGIONAL ADVT'RS	% CHNG	RNK	% N/ TT*	LOCAL ADVT'RS	% CHNG	RNK	TOTAL REVENUES	% CHNG	RNK	TOTAL EXPENSES	% CHNG	RNK	TOTAL INCOME	% CHNG	RNK	INC/ REV
DULUTH-SUPERIOR	3	1,235,144	3,350,353	6.4	109	43	3,250,744	10.5	124	7,134,049	5.7	117				-197,064	-116.4	134	----
EL PASO	3	744,831	3,378,294	1.1	108	30	7,025,806	17.3	76	9,721,805	10.7	94	7,818,257	14.4	90	1,903,548	-2.4	98	19.6
ERIE	3	1,124,857	1,864,833	-14.9	134	27	3,927,598	20.0	113	6,152,421	6.6	126	5,828,420	12.7	120	324,001	-45.9	125	5.3
EVANSVILLE	3	1,120,397	3,681,462	12.3	104	32	6,833,468	14.4	77	10,126,663	12.1	91	7,310,759	10.9	101	2,815,904	15.4	79	27.8
FARGO-VALLEY CITY	3	1,003,063	3,213,639	10.0	111	36	4,777,126	12.9	102	8,181,185	11.9	109	6,422,612	16.1	110	1,758,573	-1.0	102	21.5
FLINT-SAGINAW-BAY CITY	3	1,800,753	9,213,047	8.1	56	45	9,367,142	9.5	59	17,494,236	8.2	60	12,505,009	6.2	62	4,989,227	13.7	56	28.5
FORT MYERS-NAPLES	3	825,923	3,264,290	32.6	110	37	4,655,729	39.8	103	7,861,037	36.5	112	7,360,786	55.4	99	500,251	-51.0	123	6.4
FORT SMITH	4	935,846	960,550	-26.4	137	23	2,299,484	1.6	134	3,805,597	-4.3	136				-550,311	-785.0	135	----
FORT WAYNE	4	962,158	4,955,526	-7.8	89	39	6,823,577	21.4	78	11,242,242	8.2	84	10,544,562	16.9	73	697,680	-49.1	119	6.2
FRESNO-HANFD-TULA-VISA	6	1,465,119	10,527,463	24.0	51	46	10,808,905	1.7	49	19,912,249	11.7	53	16,917,346	15.2	45	2,994,903	-4.7	76	15.0
GRAND RAPIDS-KALAMAZOO	4	2,761,955	12,686,435	4.2	46	47	11,697,151	16.7	46	23,045,729	8.5	45	14,872,492	13.2	52	8,173,237	1.0	40	35.5
GREEN BAY	3	1,569,430	6,174,727	3.6	75	38	8,510,591	15.6	66	14,853,284	10.3	70	11,194,807	10.5	69	3,658,477	9.6	69	24.6
GREENSBORO-WINS SLM-H P	3	1,816,750	9,978,715	37.4	53	47	9,645,325	24.8	58	18,539,320	31.6	57	13,105,946	43.4	60	5,433,374	9.7	53	29.3
GREENVL-SPARTNBG-ASHVL	5	2,031,471	15,699,420	5.0	38	61	8,185,338	10.1	68	22,326,173	8.1	48	13,800,190	14.8	56	8,525,983	-1.3	39	38.2
GREENVL-WASH-NEW BERN	3	1,323,849	5,992,371	10.4	77	52	4,121,533	13.5	109	10,398,406	13.9	90	7,382,121	17.9	98	3,016,285	5.0	75	29.0
HARRSBG-LANCAST-YORK-LB	6	2,567,951	10,308,131	5.8	52	51	7,319,479	25.0	72	17,046,113	14.1	62	13,467,145	28.8	58	3,578,968	-20.1	71	21.0
HART-NW HVN-NW ERT-WAT	4	3,899,883	25,821,125	10.1	28	57	15,476,549	17.5	38	37,679,159	12.5	31	24,199,465	12.9	32	13,479,694	11.8	26	35.8
HONOLULU	4	1,073,476	2,833,064	-9.5	116	12	18,989,674	-1.9	31	21,878,108	-3.5	49	20,455,366	4.7	40	1,422,742	-54.6	108	6.5
HOUSTON-GALVESTON	5	3,219,647	67,809,212	13.2	8	62	39,041,463	15.4	10	92,291,752	13.3	9	41,197,902	18.5	16	51,093,850	9.4	5	55.4
HUNTSVILLE-DECATUR	3	875,383	3,555,971	15.8	106	40	4,416,719	6.2	106	7,756,104	7.4	113	7,512,548	15.7	96	243,556	-66.6	127	3.1
IDAHO FALLS-POCATELLO	3	657,180	2,064,034	21.5	132	50	1,400,751	9.1	137	3,660,365	11.1	137				-44,864	-194.8	133	----
INDIANAFOLIS-BLOOMINGTN	5	2,607,432	29,793,672	9.9	23	49	28,551,394	22.0	18	51,222,226	14.4	21	37,768,505	21.7	17	13,453,721	-2.2	27	26.3
JACKSON,MS	3	1,494,466	4,461,576	12.9	95	36	6,399,551	12.2	80	11,025,306	13.5	85	9,113,975	14.8	79	1,911,331	7.6	97	17.3
JACKSONVILLE	3	2,398,956	14,202,116	12.9	43	55	9,030,354	5.6	62	21,791,063	11.1	51	12,315,303	13.9	63	9,475,760	7.6	38	43.5
JOHNSN CTY-KNGSPT-BRST	3	1,266,387	4,460,452	17.6	96	48	3,612,557	3.1	120	8,242,203	10.4	108	6,242,539	14.1	112	1,999,664	.2	94	24.3
JOHNSTOWN-ALTOONA	3	2,321,646	3,886,092	2.9	100	39	3,778,136	7.2	115	8,867,508	5.5	104	5,979,043	11.8	117	2,888,465	-5.4	77	32.6
JOPLIN-PITTSBURG	3	1,300,839	2,537,275	2.1	122	41	2,417,744	.8	130	5,708,396	3.0	129	4,668,027	7.0	129	1,040,369	-11.7	113	18.2
KANSAS CITY	4	2,777,412	26,009,736	11.8	27	52	21,626,358	9.6	27	43,209,331	9.7	26	25,470,798	4.8	31	17,738,533	17.6	20	41.1
KNOXVILLE	4	2,282,635	7,180,217	16.8	66	42	7,835,200	10.7	70	15,370,671	16.2	67	11,491,271	59.3	67	3,879,400	-35.6	66	25.2
LAS VEGAS-HENDERSON	4	974,354	3,953,238	3.0	99	24	11,310,625	7.5	47	14,597,536	10.0	71				-704,796	-139.0	136	----
LEXINGTON	3	1,186,550	7,310,021	19.1	65	56	4,582,486	10.8	104	11,816,776	18.5	81	10,206,257	26.8	74	1,610,519	-16.4	104	13.6
LINCOLN-HASTNG-KEARNEY	5	1,038,409	4,887,610	11.4	90	48	4,189,477	3.6	108	9,079,116	7.2	102	7,654,544	10.8	93	1,424,572	-8.9	107	15.7
LITTLE ROCK	3	1,298,176	6,963,675	9.1	68	34	11,983,615	2.7	45	18,259,116	6.4	58	15,974,053	20.9	47	2,285,063	-42.1	90	12.5
LOS ANGELES	12	11,058,483	164,675,313	10.0	2	47	172,576,084	16.9	1	292,093,338	9.9	2	197,170,062	5.8	2	94,923,276	19.5	1	32.5
LOUISVILLE	4	2,853,738	13,448,079	5.1	44	42	15,717,390	15.3	37	27,893,990	10.0	39	23,276,811	15.3	34	4,617,179	-10.6	58	16.6
LUBBOCK	3	1,149,810	2,721,529		118	31	5,038,966		99	8,075,647		111	7,963,325		88	112,322		130	1.4
MADISON	3	1,205,318	5,856,288	10.5	79	47	5,296,155	21.9	95	10,671,801	14.4	88	7,952,865	25.0	89	2,718,936	-8.3	80	25.5
MEMPHIS	5	2,562,405	14,851,682	16.9	39	43	17,511,412	31.4	34	30,309,519	25.3	37	22,838,157	49.0	35	7,471,362	-15.7	42	24.7
MIAMI	7	3,283,136	41,585,722	10.6	15	49	40,451,601	11.4	9	72,880,050	11.6	12	44,264,690	11.9	13	28,615,360	11.2	12	39.3
MILWAUKEE	4	2,842,622	23,734,032	7.2	30	49	21,966,383	8.1	25	41,847,090	8.4	28	30,023,469	12.7	24	11,823,621	-1.1	32	28.3

FCC TELEVISION REVENUES -- 1979
MASTER REPORT - ALL MARKETS REPORTED BY THE FCC

*% NAT'L/REG'L REVENUES TO COMBINED NETWORK
COMPENSATION, LOCAL AND NAT'L/REG'L REVENUES

TELEVISION MARKETS	STNS RPTG	NETWORK COMPEN- SATION	NAT'L/ REGIONAL ADVT'RS			LOCAL ADVT'RS			TOTAL REVENUES			TOTAL EXPENSES			TOTAL INCOME			INC/ REV	
			% CHNG	RNK	% N/ TT*	% CHNG	RNK	% CHNG	RNK	% CHNG	RNK	% CHNG	RNK	% CHNG	RNK				
MINNEAPOLIS-ST. PAUL	4	3,190,073	40,787,158	10.3	16	53	32,468,866	13.3	15	64,863,368	11.1	14	45,899,977	25.3	12	18,963,391	-12.8	19	29.2
MOBILE-PENSACOLA	3	1,417,959	8,142,414	8.7	61	51	6,317,055	-4.3	81	13,677,936	1.5	75	9,035,698	13.8	80	4,642,238	-16.2	57	33.9
MONROE-EL DORADO	3	1,358,908	3,081,825	13.5	114	37	3,860,613	38.9	114	7,314,114	23.8	116	4,995,958	15.2	128	2,318,156	47.5	88	31.7
MONTGOMERY	3	1,427,498	4,224,048	13.6	98	44	4,008,678	-6.7	111	8,782,346	6.0	105	5,544,337	7.4	125	3,238,009	3.9	74	36.9
NASHVILLE	4	2,421,496	14,422,815	12.6	40	45	15,013,985	11.3	39	27,718,264	12.7	40	21,782,880	26.5	38	5,935,384	-19.5	48	21.4
NEW ORLEANS	4	2,952,375	15,762,910	6.1	37	34	27,234,307	32.9	21	40,696,630	20.1	29	27,596,297	8.3	28	13,100,333	56.0	29	32.2
NEW YORK	9	17,914,518	180,919,020	10.2	1	49	167,846,536	11.5	2	311,557,455	10.2	1	229,500,094	9.9	1	82,057,361	11.0	2	26.3
NORFK-PORTS-NWPT-HAMPN	5	2,009,700	9,075,078	1.6	57	35	14,767,297	4.0	40	22,860,991	5.3	46	15,631,650	15.5	49	7,229,341	-11.5	44	31.6
ODESSA-MIDLND-MONAHANS	3	951,358	2,257,232	8.9	130	37	2,915,216	4.5	129	5,640,640	6.9	130	5,229,292	8.6	126	411,438	-11.3	124	7.3
OKLAHOMA CITY-ENID	5	2,105,298	15,788,774	25.0	36	43	18,794,196	10.8	32	32,574,150	16.4	35	22,725,343	31.1	37	9,848,807	-7.4	36	30.2
OMAHA	3	1,960,252	8,498,202	3.9	60	40	11,036,843	9.6	48	18,719,365	7.9	55	14,372,577	15.9	54	4,346,788	-12.0	61	23.2
ORLANDO-DAYTONA BEACH	4	2,253,283	17,000,686	23.1	34	50	14,672,673	9.7	41	28,886,946	15.8	38	17,172,405	26.2	43	11,714,541	3.3	34	40.6
PADUCAH-CAPE GIRAR-HAR	3	1,680,323	4,451,845	-4.7	97	42	4,428,145	34.2	105	9,612,838	13.8	95	6,001,837	19.5	115	3,611,051	5.6	70	37.6
PEORIA	3	1,186,358	4,872,327	-1.3	91	40	6,046,179	-1.8	85	10,736,398	.1	87	8,746,830	8.9	84	1,989,568	-26.1	95	18.5
PHILADELPHIA	7	7,726,882	92,828,110	7.5	4	61	52,226,804	14.0	5	126,453,759	9.2	5	87,128,323	18.1	5	39,325,436	-6.4	7	31.1
PHOENIX	6	2,126,779	31,110,226	17.1	21	53	25,986,064	43.3	22	50,094,329	25.7	22	30,877,007	28.1	21	19,217,322	22.0	18	38.4
PITTSBURGH	5	4,581,930	44,281,391	6.7	14	58	27,920,198	13.7	20	64,631,520	8.3	16	47,014,720	22.2	11	17,616,800	-17.0	21	27.3
PORTLAND	4	2,220,361	28,755,620	12.8	25	57	19,171,086	13.3	30	42,080,783	12.5	27	30,292,735	16.6	23	11,788,048	3.1	33	28.0
PORTLAND-POLAND SPRING	3	1,264,299	4,980,403	5.7	88	44	4,963,597	6.5	101	10,025,178	6.4	93	7,671,411	8.1	92	2,353,767	1.2	87	23.5
PROVIDENCE-NEW BEDFORD	3	3,809,209	14,362,560	12.1	42	51	10,004,684	7.8	54	24,009,502	13.1	43	18,314,088	20.2	42	5,695,414	-4.9	50	23.7
RALEIGH-DURHAM	3	2,686,293	12,770,629	21.3	45	53	8,740,983	9.2	64	20,861,752	14.1	52	14,706,040	26.5	53	6,155,712	-7.6	47	29.5
RENO	3	593,921	2,298,021	24.0	129	26	5,817,806	15.2	88	7,549,674	17.3	114	5,634,027	17.9	124	1,915,647	15.6	96	25.4
RICHMOND-PETERSBURG	3	1,570,027	8,032,366	7.9	63	43	9,110,877	14.0	61	16,127,136	10.8	64	10,575,408	10.0	72	5,551,728	12.3	51	34.4
ROANOKE-LYNCHBURG	3	1,722,063	6,501,668	12.2	73	47	5,652,713	13.3	89	12,094,516	12.7	80	7,711,799	15.7	91	4,382,717	7.6	60	36.2
ROCHESTER	3	1,725,549	11,398,044	3.2	50	49	9,917,673	7.0	57	19,569,125	4.5	54	17,129,127	56.3	44	2,439,998	-68.6	83	12.5
ROCHSTR-AUSTN-MASON CY	3	991,051	2,734,545	1.0	117	40	3,126,783	4.0	127	6,145,676	3.6	127	4,518,457	10.6	133	1,627,219	-11.8	103	26.5
ROCKFORD-FREEPORT	3	1,301,820	3,470,235	1.6	107	32	5,918,936	3.3	87	9,537,821	4.0	96	8,632,372	4.5	85	905,449	-.4	116	9.5
SACRAMENTO-STOCKTON	5	2,347,548	28,977,127	16.9	24	55	21,762,776	8.8	26	45,121,986	12.7	23	29,475,436	20.2	25	15,646,550	.8	25	34.7
SALINS-MONTRY-SAN JOSE	4	815,705	5,748,407	3.9	81	35	9,957,238	2.0	55	14,571,040	2.0	72	13,228,324	17.6	59	1,342,716	-55.8	109	9.2
SALT LK CTY-OGDEN-PROV	4	1,674,985	16,287,653	15.0	35	45	17,945,052	18.0	33	31,241,117	16.4	36	23,732,290	32.2	33	7,508,827	-15.5	41	24.0
SAN ANTONIO	4	1,932,927	12,112,894	4.7	49	40	16,205,862	12.6	36	26,311,564	9.6	41	14,132,869	10.5	55	12,178,695	8.6	30	46.3
SAN DIEGO	3	3,618,269	28,039,394	13.5	26	53	20,823,097	19.1	28	43,895,969	15.8	24	26,293,981	13.8	30	17,601,988	18.8	22	40.1
SAN FRANCISCO-OAKLAND	9	4,826,171	85,963,272	7.1	6	52	75,412,068	19.0	3	139,236,740	13.0	4	95,519,650	18.0	4	43,717,090	3.4	6	31.4
SAN JUAN-CAGUAS	3	0	34,831,124		20	83	7,217,023		74	34,069,685		33	30,505,839		22	3,563,846		72	10.5
SAVANNAH	3	941,430	2,669,732	17.8	120	37	3,555,239	12.7	122	6,615,863	13.7	124	6,348,470	24.4	111	267,393	-62.7	126	4.0
SEATTLE-TACOMA	4	3,062,557	44,588,203	18.8	13	58	29,752,404	22.0	17	64,801,683	19.9	15	37,743,201	15.1	18	27,058,482	27.4	13	41.8
SHREVEPORT-TEXARKANA	3	1,546,397	5,732,830	9.2	82	39	7,247,678	19.4	73	12,573,514	13.8	77	8,776,484	22.4	83	3,797,030	-2.1	67	30.2
SIOUX CITY	3	1,240,787	2,475,395	6.4	124	33	3,685,275	2.0	119	6,858,928	5.3	120	5,731,150	3.3	123	1,127,778	16.8	111	16.4
SIOUX FALLS-MITCHELL	3	1,376,550	3,788,696	5.9	102	50	2,375,900	11.8	131	6,828,733	12.5	121	6,680,495	13.0	106	148,238	-6.1	129	2.2
SOUTH BEND-ELKHART	4	1,132,144	5,109,357	12.8	87	41	6,182,548	16.5	84	10,854,330	14.2	86	9,007,842	12.9	81	1,846,488	21.0	101	17.0

TELEVISION MARKET REVENUES

RANK LIST BY AMOUNT

<-----NATIONAL/REGIONAL TIME SALES----->			<-----LOCAL TIME SALES----->			<-----TOTAL REVENUES----->		
MARKET	TIME SALES	RANK	MARKET	TIME SALES	RANK	MARKET	REVENUES	RANK
OKLAHOMA CITY-ENID	15,788,774	36	SAN ANTONIO	16,205,862	36	SALT LK CTY-OGDEN-PROV	31,241,117	36
NEW ORLEANS	15,762,910	37	LOUISVILLE	15,717,390	37	MEMPHIS	30,309,519	37
GREENVL-SPARTNBG-ASHVL	15,699,420	38	HART-NW HVN-NW BRT-WAT	15,476,549	38	ORLANDO-DAYTONA BEACH	28,886,946	38
MEMPHIS	14,851,682	39	NASHVILLE	15,013,985	39	LOUISVILLE	27,893,990	39
NASHVILLE	14,422,815	40	NORFK-PORTS-NWPT-HAMPN	14,767,297	40	NASHVILLE	27,718,264	40
BIRMINGHAM	14,412,896	41	ORLANDO-DAYTONA BEACH	14,672,673	41	SAN ANTONIO	26,311,564	41
PROVIDENCE-NEW BEDFORD	14,362,560	42	CHARLOTTE	14,240,192	42	DAYTON	25,840,981	42
JACKSONVILLE	14,202,116	43	TULSA	14,073,503	43	PROVIDENCE-NEW BEDFORD	24,009,502	43
LOUISVILLE	13,448,079	44	DAYTON	13,596,691	44	BIRMINGHAM	23,726,300	44
RALEIGH-DURHAM	12,770,629	45	LITTLE ROCK	11,983,615	45	GRAND RAPIDS-KALAMAZOO	23,045,729	45
GRAND RAPIDS-KALAMAZOO	12,686,435	46	GRAND RAPIDS-KALAMAZOO	11,697,151	46	NORFK-PORTS-NWPT-HAMPN	22,860,991	46
DAYTON	12,397,717	47	LAS VEGAS-HENDERSON	11,310,625	47	ALBANY-SCHENCT-TROY	22,331,300	47
ALBANY-SCHENCT-TROY	12,223,274	48	OMAHA	11,036,843	48	GREENVL-SPARTNBG-ASHVL	22,326,173	48
SAN ANTONIO	12,112,894	49	FRESNO-HANFD-TULA-VISA	10,808,905	49	HONOLULU	21,878,108	49
ROCHESTER	11,398,044	50	ALBUQUERQUE	10,786,694	50	TULSA	21,859,661	50
FRESNO-HANFD-TULA-VISA	10,527,463	51	TOLEDO	10,488,037	51	JACKSONVILLE	21,791,063	51
HARRSBG-LANCST-YORK-LB	10,308,131	52	BIRMINGHAM	10,118,527	52	RALEIGH-DURHAM	20,861,752	52
GREENSBRO-WINS SLM-H P	9,978,715	53	BATON ROUGE	10,026,250	53	FRESNO-HANFD-TULA-VISA	19,912,249	53
SYRACUSE	9,922,978	54	PROVIDENCE-NEW BEDFORD	10,004,684	54	ROCHESTER	19,569,125	54
SPOKANE	9,325,382	55	SALINS-MONTRY-SAN JOSE	9,957,238	55	OMAHA	18,719,365	55
FLINT-SAGINAW-BAY CITY	9,213,047	56	ALBANY-SCHENCT-TROY	9,927,838	56	TOLEDO	18,620,094	56
NORFK-PORTS-NWPT-HAMPN	9,075,078	57	ROCHESTER	9,917,673	57	GREENSBRO-WINS SLM-H P	18,539,320	57
TULSA	9,064,700	58	GREENSBRO-WINS SLM-H P	9,645,325	58	LITTLE ROCK	18,259,116	58
CHARLESTON-HUNTGN-ASHL	8,609,291	59	FLINT-SAGINAW-BAY CITY	9,367,142	59	SYRACUSE	17,773,215	59
OMAHA	8,498,202	60	SPRINGFD-DECTR-CHAM-UR	9,164,023	60	FLINT-SAGINAW-BAY CITY	17,494,236	60
MOBILE-PENSACOLA	8,142,414	61	RICHMOND-PETERSBURG	9,110,877	61	CHARLESTON-HUNTGN-ASHL	17,098,880	61
DES MOINES-AMES	8,037,204	62	JACKSONVILLE	9,030,354	62	HARRSBG-LANCST-YORK-LB	17,046,113	62
RICHMOND-PETERSBURG	8,032,366	63	WICHITA-HUTCHISON	8,815,542	63	ALBUQUERQUE	16,164,537	63
TOLEDO	7,887,939	64	RALEIGH-DURHAM	8,740,983	64	RICHMOND-PETERSBURG	16,127,136	64
LEXINGTON	7,310,021	65	TUCSON	8,539,603	65	SPRINGFD-DECTR-CHAM-UR	15,527,944	65
KNOXVILLE	7,180,217	66	GREEN BAY	8,510,591	66	WICHITA-HUTCHISON	15,391,149	66
YOUNGSTOWN	7,169,701	67	SYRACUSE	8,363,411	67	KNOXVILLE	15,370,671	67
LITTLE ROCK	6,963,675	68	GREENVL-SPARTNBG-ASHVL	8,185,338	68	DES MOINES-AMES	15,240,187	68
WICHITA-HUTCHISON	6,744,392	69	DES MOINES-AMES	8,090,379	69	BATON ROUGE	15,137,719	69
ALBUQUERQUE	6,715,260	70	KNOXVILLE	7,835,200	70	GREEN BAY	14,853,284	70

TELEVISION MARKET REVENUES

RANK LIST BY AMOUNT

<-----NATIONAL/REGIONAL TIME SALES----->			<-----LOCAL TIME SALES----->			<-----TOTAL REVENUES----->		
MARKET	TIME SALES	RANK	MARKET	TIME SALES	RANK	MARKET	REVENUES	RANK
AUSTIN	6,655,111	71	CHARLESTON-HUNTGN-ASHL	7,351,248	71	LAS VEGAS-HENDERSON	14,597,536	71
WILKES BARRE-SCRANTON	6,545,280	72	HARRSBG-LANCST-YORK-LB	7,319,479	72	SALINS-MONTRY-SAN JOSE	14,571,040	72
ROANOKE-LYNCHBURG	6,501,668	73	SHREVEPORT-TEXARKANA	7,247,678	73	SPOKANE	13,838,817	73
TUCSON	6,487,268	74	SAN JUAN-CAGUAS	7,217,023	74	TUCSON	13,744,485	74
GREEN BAY	6,174,727	75	CEDAR RAPIDS-WATERLOO	7,067,963	75	MOBILE-PENSACOLA	13,677,936	75
DAVENPT-ROCK IS-MOLINE	6,132,106	76	EL PASO	7,025,806	76	WILKES BARRE-SCRANTON	12,774,129	76
GREENVL-WASH-NEW BERN	5,992,371	77	EVANSVILLE	6,833,468	77	SHREVEPORT-TEXARKANA	12,573,514	77
COLUMBIA, SC	5,881,968	78	FORT WAYNE	6,823,577	78	CEDAR RAPIDS-WATERLOO	12,337,167	78
MADISON	5,856,288	79	DAVENPT-ROCK IS-MOLINE	6,696,194	79	DAVENPT-ROCK IS-MOLINE	12,277,331	79
SPRINGFD-DECTR-CHAM-UR	5,831,045	80	JACKSON, MS	6,399,551	80	ROANOKE-LYNCHBURG	12,094,516	80
SALINS-MONTRY-SAN JOSE	5,748,407	81	MOBILE-PENSACOLA	6,317,055	81	LEXINGTON	11,816,776	81
SHREVEPORT-TEXARKANA	5,732,830	82	BEAUMONT-PORT ARTHUR	6,269,746	82	AUSTIN	11,684,732	82
ALBANY-TALLAHSE-THOMVL	5,584,261	83	WILKES BARRE-SCRANTON	6,199,517	83	COLUMBIA, SC	11,627,152	83
CEDAR RAPIDS-WATERLOO	5,537,831	84	SOUTH BEND-ELKHART	6,182,548	84	FORT WAYNE	11,242,242	84
COLORADO SPRGS-PUEBLO	5,302,320	85	PEORIA	6,046,179	85	JACKSON, MS	11,025,306	85
BATON ROUGE	5,221,094	86	CHATTANOOGA	5,967,765	86	SOUTH BEND-ELKHART	10,854,330	86
SOUTH BEND-ELKHART	5,109,357	87	ROCKFORD-FREEPORT	5,918,986	87	PEORIA	10,736,398	87
PORTLAND-POLAND SPRING	4,980,403	88	RENO	5,817,806	88	MADISON	10,671,801	88
FORT WAYNE	4,955,526	89	ROANOKE-LYNCHBURG	5,652,713	89	CHATTANOOGA	10,544,662	89
LINCOLN-HASTNG-KEARNEY	4,887,610	90	CORPUS CHRISTI	5,608,236	90	GREENVL-WASH-NEW BERN	10,398,406	90
PEORIA	4,872,327	91	AUSTIN	5,555,175	91	EVANSVILLE	10,126,663	91
CHATTANOOGA	4,846,069	92	COLUMBIA, SC	5,531,224	92	COLORADO SPRGS-PUEBLO	10,031,367	92
CHARLESTON	4,656,651	93	COLORADO SPRGS-PUEBLO	5,515,268	93	PORTLAND-POLAND SPRING	10,025,178	93
BURLINGTON-PLATTSBURGH	4,552,246	94	SPOKANE	5,514,708	94	EL PASO	9,721,805	94
JACKSON, MS	4,461,576	95	MADISON	5,296,155	95	PADUCAH-CAPE GIRAR-HAR	9,612,888	95
JOHNSN CTY-KNGSPT-BRST	4,460,452	96	CHARLESTON	5,264,830	96	ROCKFORD-FREEPORT	9,537,821	96
PADUCAH-CAPE GIRAR-HAR	4,451,845	97	SPRINGFIELD	5,118,956	97	YOUNGSTOWN	9,514,093	97
MONTGOMERY	4,224,048	98	COLUMBUS, GA	5,107,657	98	CHARLESTON	9,475,658	98
LAS VEGAS-HENDERSON	3,953,238	99	LUBBOCK	5,038,966	99	ALBANY-TALLAHSE-THOMVL	9,253,126	99
JOHNSTOWN-ALTOONA	3,886,092	100	AUGUSTA	4,977,531	100	SPRINGFIELD	9,163,918	100
BAKERSFIELD	3,846,129	101	PORTLAND-POLAND SPRING	4,963,597	101	AUGUSTA	9,101,696	101
SIOUX FALLS-MITCHELL	3,788,696	102	FARGO-VALLEY CITY	4,777,126	102	LINCOLN-HASTNG-KEARNEY	9,079,116	102
SPRINGFIELD	3,708,978	103	FORT MYERS-NAPLES	4,655,729	103	BEAUMONT-PORT ARTHUR	9,001,784	103
EVANSVILLE	3,681,462	104	LEXINGTON	4,582,486	104	JOHNSTOWN-ALTOONA	8,867,508	104
AUGUSTA	3,624,453	105	PADUCAH-CAPE GIRAR-HAR	4,428,145	105	MONTGOMERY	8,782,346	105

TELEVISION MARKET REVENUES

RANK LIST BY AMOUNT

<-----NATIONAL/REGIONAL TIME SALES----->			<-----LOCAL TIME SALES----->			<-----TOTAL REVENUES----->		
MARKET	TIME SALES	RANK	MARKET	TIME SALES	RANK	MARKET	REVENUES	RANK
HUNTSVILLE-DECATUR	3,555,971	106	HUNTSVILLE-DECATUR	4,416,719	106	COLUMBUS, GA	8,371,027	106
ROCKFORD-FREEPORT	3,470,235	107	BOISE-NAMPA	4,282,193	107	BURLINGTON-PLATTSBURGH	8,335,984	107
EL PASO	3,378,294	108	LINCOLN-HASTNG-KEARNEY	4,189,477	108	JOHNSN CTY-KNGSPT-BRST	8,242,203	108
DULUTH-SUPERIOR	3,350,353	109	GREENVL-WASH-NEW BERN	4,121,533	109	FARGO-VALLEY CITY	8,181,185	109
FORT MYERS-NAPLES	3,264,290	110	WICHITA FALLS-LAWTON	4,079,768	110	CORPUS CHRISTI	8,096,926	110
FARGO-VALLEY CITY	3,213,639	111	MONTGOMERY	4,008,678	111	LUBBOCK	8,075,647	111
YAKIMA-PASCO	3,204,610	112	ANCHORAGE	3,979,892	112	FORT MYERS-NAPLES	7,861,037	112
BOISE-NAMPA	3,145,035	113	ERIE	3,927,598	113	HUNTSVILLE-DECATUR	7,756,104	113
MONROE-EL DORADO	3,081,825	114	MONROE-EL DORADO	3,860,613	114	RENO	7,549,674	114
AMARILLO	2,979,458	115	JOHNSTOWN-ALTOONA	3,778,136	115	BOISE-NAMPA	7,510,765	115
HONOLULU	2,833,064	116	AMARILLO	3,764,972	116	MONROE-EL DORADO	7,314,114	116
ROCHSTR-AUSTN-MASON CY	2,734,545	117	YAKIMA-PASCO	3,760,120	117	DULUTH-SUPERIOR	7,134,049	117
LUBBOCK	2,721,529	118	ALBANY-TALLAHSE-THOMVL	3,734,002	118	YAKIMA-PASCO	6,888,169	118
BEAUMONT-PORT ARTHUR	2,686,641	119	SIOUX CITY	3,685,275	119	TERRE HAUTE	6,863,127	119
SAVANNAH	2,669,732	120	JOHNSN CTY-KNGSPT-BRST	3,612,557	120	SIOUX CITY	6,858,928	120
TRAVERSE CITY-CADILLAC	2,555,751	121	TERRE HAUTE	3,566,583	121	SIOUX FALLS-MITCHELL	6,828,733	121
JOPLIN-PITTSBURG	2,537,275	122	SAVANNAH	3,555,239	122	WICHITA FALLS-LAWTON	6,815,127	122
COLUMBUS, GA	2,492,376	123	BINGHAMTON	3,397,751	123	BAKERSFIELD	6,724,566	123
SIOUX CITY	2,475,395	124	DULUTH-SUPERIOR	3,250,744	124	SAVANNAH	6,615,863	124
CORPUS CHRISTI	2,443,094	125	YOUNGSTOWN	3,173,328	125	AMARILLO	6,567,242	125
BINGHAMTON	2,387,711	126	BAKERSFIELD	3,172,462	126	ERIE	6,152,421	126
TERRE HAUTE	2,380,264	127	ROCHSTR-AUSTN-MASON CY	3,126,783	127	ROCHSTR-AUSTN-MASON CY	6,145,676	127
WICHITA FALLS-LAWTON	2,367,623	128	BURLINGTON-PLATTSBURGH	3,040,430	128	BINGHAMTON	6,128,439	128
RENO	2,298,021	129	ODESSA-MIDLND-MONAHANS	2,915,216	129	JOPLIN-PITTSBURG	5,708,396	129
ODESSA-MIDLND-MONAHANS	2,257,232	130	JOPLIN-PITTSBURG	2,417,744	130	ODESSA-MIDLND-MONAHANS	5,640,640	130
COLUMBIA-JEFFERSON CTY	2,153,497	131	SIOUX FALLS-MITCHELL	2,375,900	131	ANCHORAGE	5,310,833	131
IDAHO FALLS-POCATELLO	2,064,034	132	BANGOR	2,375,041	132	COLUMBIA-JEFFERSON CTY	5,164,336	132
BANGOR	1,995,674	133	COLUMBIA-JEFFERSON CTY	2,337,449	133	BANGOR	4,959,576	133
ERIE	1,864,833	134	FORT SMITH	2,299,484	134	TRAVERSE CITY-CADILLAC	4,830,890	134
ABILENE-SWEETWATER	1,477,240	135	ABILENE-SWEETWATER	2,288,093	135	ABILENE-SWEETWATER	4,173,302	135
ANCHORAGE	1,287,228	136	TRAVERSE CITY-CADILLAC	1,998,258	136	FORT SMITH	3,805,597	136
FORT SMITH	960,550	137	IDAHO FALLS-POCATELLO	1,400,751	137	IDAHO FALLS-POCATELLO	3,660,365	137

TELEVISION MARKET BARTER, EXPENSES & INCOME
 RANK LIST BY AMOUNT

<-----BARTER----->			<-----EXPENSES----->			<-----PROFITS (INCOME)----->		
MARKET	AMOUNT	RANK	MARKET	AMOUNT	RANK	MARKET	AMOUNT	RANK
NEW YORK	6,927,733	1	NEW YORK	229,500,094	1	LOS ANGELES	94,923,276	1
LOS ANGELES	6,756,796	2	LOS ANGELES	197,170,062	2	NEW YORK	82,057,361	2
SAN FRANCISCO-OAKLAND	3,519,925	3	CHICAGO	130,774,540	3	CHICAGO	55,367,739	3
PHILADELPHIA	3,051,970	4	SAN FRANCISCO-OAKLAND	95,519,650	4	DALLAS-FORT WORTH	53,474,679	4
CHICAGO	2,696,329	5	PHILADELPHIA	87,128,323	5	HOUSTON-GALVESTON	51,093,850	5
PITTSBURGH	2,628,460	6	BOSTON	79,687,760	6	SAN FRANCISCO-OAKLAND	43,717,090	6
BOSTON	2,622,863	7	DETROIT	70,371,697	7	PHILADELPHIA	39,325,436	7
ST. LOUIS	2,453,800	8	WASHINGTON	64,987,482	8	BOSTON	35,585,177	8
DALLAS-FORT WORTH	2,135,250	9	ATLANTA	51,738,116	9	DETROIT	34,235,396	9
MIAMI	2,018,287	10	CLEVELAND	48,246,868	10	DENVER	31,929,023	10
ATLANTA	1,947,634	11	PITTSBURGH	47,014,720	11	ATLANTA	29,476,120	11
CLEVELAND	1,922,613	12	MINNEAPOLIS-ST. PAUL	45,899,977	12	MIAMI	28,615,360	12
WASHINGTON	1,870,166	13	MIAMI	44,264,690	13	SEATTLE-TACOMA	27,058,482	13
DETROIT	1,826,978	14	ST. LOUIS	43,832,502	14	TAMPA-ST. PETERSBURG	25,276,646	14
CHARLOTTE	1,734,119	15	DALLAS-FORT WORTH	42,951,387	15	CLEVELAND	24,173,449	15
BALTIMORE	1,564,659	16	HOUSTON-GALVESTON	41,197,902	16	WASHINGTON	22,795,199	16
MINNEAPOLIS-ST. PAUL	1,422,930	17	INDIANAPOLIS-BLOOMNGTN	37,768,505	17	ST. LOUIS	19,312,870	17
CINCINNATI	1,359,926	18	SEATTLE-TACOMA	37,743,201	18	PHOENIX	19,217,322	18
TAMPA-ST. PETERSBURG	1,254,811	19	BALTIMORE	37,493,103	19	MINNEAPOLIS-ST. PAUL	18,963,391	19
LOUISVILLE	1,235,212	20	DENVER	32,562,463	20	KANSAS CITY	17,738,533	20
DENVER	1,173,302	21	PHOENIX	30,877,007	21	PITTSBURGH	17,616,800	21
BUFFALO	1,159,585	22	SAN JUAN-CAGUAS	30,505,839	22	SAN DIEGO	17,601,988	22
SAN JUAN-CAGUAS	1,119,661	23	PORTLAND	30,292,735	23	BALTIMORE	16,010,284	23
MEMPHIS	1,117,769	24	MILWAUKEE	30,023,469	24	CINCINNATI	15,792,513	24
PHOENIX	988,580	25	SACRAMENTO-STOCKTON	29,475,436	25	SACRAMENTO-STOCKTON	15,646,550	25
PROVIDENCE-NEW BEDFORD	922,868	26	BUFFALO	28,217,105	26	HART-NW HVN-NW BRT-WAT	13,479,694	26
SEATTLE-TACOMA	912,270	27	CINCINNATI	28,061,774	27	INDIANAPOLIS-BLOOMNGTN	13,453,721	27
COLUMBUS, OH	872,144	28	NEW ORLEANS	27,596,297	28	COLUMBUS, OH	13,337,331	28
FRESNO-HANFD-TULA-VISA	826,197	29	TAMPA-ST. PETERSBURG	27,139,349	29	NEW ORLEANS	13,100,333	29
LITTLE ROCK	822,100	30	SAN DIEGO	26,293,981	30	SAN ANTONIO	12,178,695	30
SALT LK CTY-OGDEN-PROV	819,150	31	KANSAS CITY	25,470,798	31	BIRMINGHAM	11,834,005	31
MILWAUKEE	816,953	32	HART-NW HVN-NW BRT-WAT	24,199,465	32	MILWAUKEE	11,823,621	32
NORFK-PORTS-NWPT-HAMPN	815,828	33	SALT LK CTY-OGDEN-PROV	23,732,290	33	PORTLAND	11,788,048	33
HONOLULU	772,194	34	LOUISVILLE	23,276,811	34	ORLANDO-DAYTONA BEACH	11,714,541	34
INDIANAPOLIS-BLOOMNGTN	745,888	35	MEMPHIS	22,838,157	35	CHARLOTTE	10,576,150	35

TELEVISION MARKET BARTER, EXPENSES & INCOME
 RANK LIST BY AMOUNT

←-----BARTER----->			←-----EXPENSES----->			←-----PROFITS (INCOME)----->		
MARKET	AMOUNT	RANK	MARKET	AMOUNT	RANK	MARKET	AMOUNT	RANK
NEW ORLEANS	736,903	36	CHARLOTTE	22,727,043	36	OKLAHOMA CITY-ENID	9,848,807	36
NASHVILLE	717,636	37	OKLAHOMA CITY-ENID	22,725,343	37	BUFFALO	9,501,146	37
OKLAHOMA CITY-ENID	713,028	38	NASHVILLE	21,782,880	38	JACKSONVILLE	9,475,760	38
SAN ANTONIO	695,605	39	COLUMBUS, OH	21,252,815	39	GREENVL-SPARTNBG-ASHVL	8,525,983	39
ORLANDO-DAYTONA BEACH	685,281	40	HONOLULU	20,455,366	40	GRAND RAPIDS-KALAMAZOO	8,173,237	40
KANSAS CITY	667,939	41	DAYTON	18,596,588	41	SALT LK CTY-OGDEN-PROV	7,508,827	41
HOUSTON-GALVESTON	660,975	42	PROVIDENCE-NEW BEDFORD	18,314,088	42	MEMPHIS	7,471,362	42
PORTLAND	628,513	43	ORLANDO-DAYTONA BEACH	17,172,405	43	DAYTON	7,244,393	43
GREENVL-SPARTNBG-ASHVL	626,765	44	ROCHESTER	17,129,127	44	NORFK-PORTS-NWPT-HAMPN	7,229,341	44
SACRAMENTO-STOCKTON	613,207	45	FRESNO-HANFD-TULA-VISA	16,917,346	45	CHARLESTON-HUNTGN-ASHL	7,136,932	45
SALINS-MONTRY-SAN JOSE	595,288	46	TULSA	16,426,889	46	ALBANY-SCHENCT-TROY	6,532,308	46
RALEIGH-DURHAM	583,503	47	LITTLE ROCK	15,974,053	47	RALEIGH-DURHAM	6,155,712	47
SYRACUSE	563,664	48	ALBANY-SCHENCT-TROY	15,798,992	48	NASHVILLE	5,935,384	48
ALBANY-SCHENCT-TROY	562,335	49	NORFK-PORTS-NWPT-HAMPN	15,631,650	49	TOLEDO	5,818,694	49
SAN DIEGO	545,447	50	SYRACUSE	15,592,560	50	PROVIDENCE-NEW BEDFORD	5,695,414	50
FORT WAYNE	544,290	51	LAS VEGAS-HENDERSON	15,302,332	51	RICHMOND-PETERSBURG	5,551,728	51
RICHMOND-PETERSBURG	507,290	52	GRAND RAPIDS-KALAMAZOO	14,872,492	52	WICHITA-HUTCHISON	5,471,567	52
WILKES BARRE-SCRANTON	486,735	53	RALEIGH-DURHAM	14,706,040	53	GREENSBRO-WINS SLM-H P	5,433,374	53
DAYTON	484,450	54	OMAHA	14,372,577	54	TULSA	5,432,772	54
GREENSBRO-WINS SLM-H P	467,042	55	SAN ANTONIO	14,132,869	55	SPOKANE	5,296,202	55
JACKSONVILLE	466,491	56	GREENVL-SPARTNBG-ASHVL	13,800,190	56	FLINT-SAGINAW-BAY CITY	4,989,227	56
HART-NW HVN-NW BRT-WAT	438,458	57	TUCSON	13,699,108	57	MOBILE-PENSACOLA	4,642,238	57
CHATTANOOGA	431,689	58	HARRSBG-LANCST-YORK-LB	13,467,145	58	LOUISVILLE	4,617,179	58
BIRMINGHAM	429,814	59	SALINS-MONTRY-SAN JOSE	13,228,324	59	DES MOINES-AMES	4,574,774	59
FLINT-SAGINAW-BAY CITY	416,306	60	GREENSBRO-WINS SLM-H P	13,105,946	60	ROANOKE-LYNCHBURG	4,382,717	60
KNOXVILLE	407,550	61	TOLEDO	12,801,400	61	OMAHA	4,346,788	61
ROCHESTER	406,248	62	FLINT-SAGINAW-BAY CITY	12,505,009	62	ALBUQUERQUE	4,174,800	62
GRAND RAPIDS-KALAMAZOO	402,839	63	JACKSONVILLE	12,315,303	63	BATON ROUGE	4,164,505	63
TUCSON	395,646	64	ALBUQUERQUE	11,989,737	64	SPRINGFD-DECTR-CHAM-UR	4,064,782	64
SOUTH BEND-ELKHART	387,669	65	BIRMINGHAM	11,892,295	65	COLUMBIA, SC	4,027,596	65
ALBUQUERQUE	377,841	66	WILKES BARRE-SCRANTON	11,586,587	66	KNOXVILLE	3,879,400	66
HARRSBG-LANCST-YORK-LB	374,226	67	KNOXVILLE	11,491,271	67	SHREVEPORT-TEXARKANA	3,797,030	67
ANCHORAGE	353,456	68	SPRINGFD-DECTR-CHAM-UR	11,463,162	68	CHATTANOOGA	3,752,958	68
DES MOINES-AMES	348,856	69	GREEN BAY	11,194,807	69	GREEN BAY	3,658,477	69
WICHITA-HUTCHISON	348,648	70	BATON ROUGE	10,973,214	70	PADUCAH-CAPE GIRAR-HAR	3,611,051	70

TELEVISION MARKET BARTER, EXPENSES & INCOME

RANK LIST BY AMOUNT

<-----BARTER----->			<-----EXPENSES----->			<-----PROFITS (INCOME)----->		
MARKET	AMOUNT	RANK	MARKET	AMOUNT	RANK	MARKET	AMOUNT	RANK
LEXINGTON	346,105	71	DES MOINES-AMES	10,665,413	71	HARRSBG-LANCST-YORK-LB	3,578,968	71
CHARLESTON-HUNTGN-ASHL	341,328	72	RICHMOND-PETERSBURG	10,575,408	72	SAN JUAN-CAGUAS	3,563,846	72
PEORIA	329,120	73	FORT WAYNE	10,544,562	73	AUGUSTA	3,318,596	73
CHARLESTON	322,264	74	LEXINGTON	10,206,257	74	MONTGOMERY	3,238,009	74
TOLEDO	309,062	75	CHARLESTON-HUNTGN-ASHL	9,961,948	75	GREENVL-WASH-NEW BERN	3,016,285	75
MONROE-EL DORADO	304,711	76	DAVENPT-ROCK IS-MOLINE	9,922,493	76	FRESNO-HANFD-TULA-VISA	2,994,903	76
AUGUSTA	299,574	77	WICHITA-HUTCHISON	9,919,582	77	JOHNSTOWN-ALTOONA	2,888,465	77
MADISON	287,949	78	CEDAR RAPIDS-WATERLOO	9,900,316	78	AUSTIN	2,867,121	78
TRAVERSE CITY-CADILLAC	273,758	79	JACKSON,MS	9,113,975	79	EVANSVILLE	2,815,904	79
CEDAR RAPIDS-WATERLOO	273,260	80	MOBILE-PENSACOLA	9,035,698	80	MADISON	2,718,936	80
TULSA	265,993	81	SOUTH BEND-ELKHART	9,007,842	81	ALBANY-TALLAHSE-THOMVL	2,708,107	81
YOUNGSTOWN	259,253	82	AUSTIN	8,817,611	82	COLORADO SPRGS-PUEBLO	2,634,059	82
COLUMBIA-JEFFERSON CTY	256,595	83	SHREVEPORT-TEXARKANA	8,776,484	83	ROCHESTER	2,439,998	83
DAVENPT-ROCK IS-MOLINE	256,395	84	PEORIA	8,746,830	84	CEDAR RAPIDS-WATERLOO	2,436,851	84
SIOUX CITY	255,868	85	ROCKFORD-FREEPORT	8,632,372	85	COLUMBUS,GA	2,359,123	85
SPRINGFD-DECTR-CHAM-UR	250,055	86	SPOKANE	8,542,615	86	DAVENPT-ROCK IS-MOLINE	2,354,838	86
SPRINGFIELD	236,860	87	YOUNGSTOWN	8,074,720	87	PORTLAND-POLAND SPRING	2,353,767	87
OMAHA	234,228	88	LUBBOCK	7,963,325	88	MONROE-EL DORADO	2,318,156	88
BINGHAMTON	229,026	89	MADISON	7,952,865	89	TERRE HAUTE	2,294,100	89
JOHNSN CTY-KNGSPT-BRST	225,065	90	EL PASO	7,818,257	90	LITTLE ROCK	2,285,063	90
ROANOKE-LYNCHBURG	221,189	91	ROANOKE-LYNCHBURG	7,711,799	91	BEAUMONT-PORT ARTHUR	2,276,009	91
GREEN BAY	220,935	92	PORTLAND-POLAND SPRING	7,671,411	92	SYRACUSE	2,180,655	92
GREENVL-WASH-NEW BERN	215,018	93	LINCOLN-HASTNG-KEARNEY	7,654,544	93	BURLINGTON-PLATTSBURGH	2,173,675	93
WICHITA FALLS-LAWTON	203,783	94	CHARLESTON	7,610,762	94	JOHNSN CTY-KNGSPT-BRST	1,999,664	94
YAKIMA-PASCO	201,764	95	COLUMBIA,SC	7,599,556	95	PEORIA	1,989,568	95
EL PASO	200,146	96	HUNTSVILLE-DECATUR	7,512,548	96	RENO	1,915,647	96
ROCKFORD-FREEPORT	193,594	97	COLORADO SPRGS-PUEBLO	7,397,308	97	JACKSON,MS	1,911,331	97
EVANSVILLE	189,931	98	GREENVL-WASH-NEW BERN	7,382,121	98	EL PASO	1,903,548	98
ABILENE-SWEETWATER	188,507	99	FORT MYERS-NAPLES	7,360,786	99	SPRINGFIELD	1,900,620	99
BANGOR	185,085	100	DULUTH-SUPERIOR	7,331,113	100	CHARLESTON	1,864,896	100
SPOKANE	182,664	101	EVANSVILLE	7,310,759	101	SOUTH BEND-ELKHART	1,846,488	101
TERRE HAUTE	182,561	102	SPRINGFIELD	7,263,298	102	FARGO-VALLEY CITY	1,758,573	102
LUBBOCK	177,308	103	CORPUS CHRISTI	7,102,243	103	ROCHSTR-AUSTN-MASON CY	1,627,219	103
DULUTH-SUPERIOR	169,803	104	CHATTANOOGA	6,791,704	104	LEXINGTON	1,610,519	104
HUNTSVILLE-DECATUR	167,985	105	BEAUMONT-PORT ARTHUR	6,725,775	105	BINGHAMTON	1,481,756	105

REVENUE CHANGE BY MARKETS

RANK LIST BY % OF CHANGE

-----NATIONAL/REGIONAL REVENUES-----			-----LOCAL REVENUES-----			-----TOTAL REVENUES-----		
MARKET	% CHANGE	RANK	MARKET	% CHANGE	RANK	MARKET	% CHANGE	RANK
SAN DIEGO	13.5	36	HOUSTON-GALVESTON	15.4	36	SAVANNAH	13.7	36
HOUSTON-GALVESTON	13.2	37	LOUISVILLE	15.3	37	JACKSON, MS	13.5	37
AUGUSTA	12.9	38	SPRINGFIELD	15.3	38	BANGOR	13.4	38
JACKSONVILLE	12.9	39	RENO	15.2	39	HOUSTON-GALVESTON	13.3	39
JACKSON, MS	12.9	40	BUFFALO	14.5	40	PROVIDENCE-NEW BEDFORD	13.1	40
PORTLAND	12.8	41	WASHINGTON	14.5	41	WICHITA FALLS-LAWTON	13.1	41
SOUTH BEND-ELKHART	12.8	42	EVANSVILLE	14.4	42	SAN FRANCISCO-OAKLAND	13.0	42
NASHVILLE	12.6	43	PHILADELPHIA	14.0	43	BEAUMONT-PORT ARTHUR	12.7	43
TULSA	12.6	44	RICHMOND-PETERSBURG	14.0	44	NASHVILLE	12.7	44
BATON ROUGE	12.4	45	ALBUQUERQUE	13.9	45	ROANOKE-LYNCHBURG	12.7	45
CHARLESTON	12.4	46	CHICAGO	13.9	46	SACRAMENTO-STOCKTON	12.7	46
EVANSVILLE	12.3	47	BINGHAMTON	13.7	47	ALBUQUERQUE	12.5	47
ROANOKE-LYNCHBURG	12.2	48	PITTSBURGH	13.7	48	CHARLESTON-HUNTGN-ASHL	12.5	48
YOUNGSTOWN	12.2	49	TUCSON	13.7	49	HART-NW HVN-NW BRT-WAT	12.5	49
PROVIDENCE-NEW BEDFORD	12.1	50	BOSTON	13.6	50	PORTLAND	12.5	50
KANSAS CITY	11.8	51	DENVER	13.5	51	SIOUX FALLS-MITCHELL	12.5	51
YAKIMA-PASCO	11.5	52	GREENVL-WASH-NEW BERN	13.5	52	TUCSON	12.3	52
LINCOLN-HASTNG-KEARNEY	11.4	53	BEAUMONT-PORT ARTHUR	13.4	53	COLUMBUS, OH	12.1	53
TUCSON	11.0	54	MINNEAPOLIS-ST. PAUL	13.3	54	EVANSVILLE	12.1	54
BURLINGTON-PLATTSBURGH	10.7	55	PORTLAND	13.3	55	FARGO-VALLEY CITY	11.9	55
COLORADO SPRGS-PUEBLO	10.6	56	ROANOKE-LYNCHBURG	13.3	56	FRESNO-HANFD-TULA-VISA	11.7	56
MIAMI	10.6	57	WICHITA FALLS-LAWTON	13.0	57	DETROIT	11.6	57
TERRE HAUTE	10.6	58	DAYTON	12.9	58	MIAMI	11.6	58
WICHITA-HUTCHISON	10.6	59	FARGO-VALLEY CITY	12.9	59	WICHITA-HUTCHISON	11.4	59
MADISON	10.5	60	SAVANNAH	12.7	60	ST. LOUIS	11.3	60
GREENVL-WASH-NEW BERN	10.4	61	SAN ANTONIO	12.6	61	IDAHO FALLS-POCATELLO	11.1	61
MINNEAPOLIS-ST. PAUL	10.3	62	SYRACUSE	12.4	62	JACKSONVILLE	11.1	62
BOSTON	10.2	63	JACKSON, MS	12.2	63	MINNEAPOLIS-ST. PAUL	11.1	63
NEW YORK	10.2	64	BALTIMORE	11.9	64	BALTIMORE	10.9	64
BEAUMONT-PORT ARTHUR	10.1	65	SIOUX FALLS-MITCHELL	11.8	65	BAKERSFIELD	10.9	65
HART-NW HVN-NW BRT-WAT	10.1	66	TAMPA-ST. PETERSBURG	11.8	66	YOUNGSTOWN	10.9	66
FARGO-VALLEY CITY	10.0	67	NEW YORK	11.5	67	BOSTON	10.8	67
LOS ANGELES	10.0	68	MIAMI	11.4	68	RICHMOND-PETERSBURG	10.8	68
INDIANAPOLIS-BLOOMNGTN	9.9	69	NASHVILLE	11.3	69	EL PASO	10.7	69
BALTIMORE	9.8	70	WICHITA-HUTCHISON	11.1	70	DALLAS-FORT WORTH	10.5	70

REVENUE CHANGE BY MARKETS

RANK LIST BY % OF CHANGE

<-----NATIONAL/REGIONAL REVENUES----->			<-----LOCAL REVENUES----->			<-----TOTAL REVENUES----->		
MARKET	% CHANGE	RANK	MARKET	% CHANGE	RANK	MARKET	% CHANGE	RANK
CHATTANOOGA	9.6	71	LEXINGTON	10.8	71	DAYTON	10.5	71
SHREVEPORT-TEXARKANA	9.2	72	OKLAHOMA CITY-ENID	10.8	72	JOHNSN CTY-KNGSPT-BRST	10.4	72
LITTLE ROCK	9.1	73	CLEVELAND	10.7	73	GREEN BAY	10.3	73
ODESSA-MIDLND-MONAHANS	8.9	74	KNOXVILLE	10.7	74	CINCINNATI	10.2	74
MOBILE-PENSACOLA	8.7	75	DULUTH-SUPERIOR	10.5	75	NEW YORK	10.2	75
WASHINGTON	8.6	76	GREENVL-SPARTNBG-ASHVL	10.1	76	SPRINGFIELD	10.2	76
AMARILLO	8.5	77	ALBANY-SCHENCT-TROY	9.8	77	WASHINGTON	10.2	77
DAYTON	8.5	78	CHARLESTON-HUNTGN-ASHL	9.7	78	LAS VEGAS-HENDERSON	10.0	78
COLUMBUS, OH	8.1	79	ORLANDO-DAYTONA BEACH	9.7	79	LOUISVILLE	10.0	79
FLINT-SAGINAW-BAY CITY	8.1	80	CORPUS CHRISTI	9.6	80	BOISE-NAMPA	9.9	80
DALLAS-FORT WORTH	8.0	81	KANSAS CITY	9.6	81	LOS ANGELES	9.9	81
RICHMOND-PETERSBURG	7.9	82	OMAHA	9.6	82	KANSAS CITY	9.7	82
WICHITA FALLS-LAWTON	7.6	83	CHARLOTTE	9.5	83	SAN ANTONIO	9.6	83
PHILADELPHIA	7.5	84	FLINT-SAGINAW-BAY CITY	9.5	84	CORPUS CHRISTI	9.3	84
ST. LOUIS	7.4	85	RALEIGH-DURHAM	9.2	85	PHILADELPHIA	9.2	85
COLUMBIA-JEFFERSON CTY	7.2	86	IDAHO FALLS-POCATELLO	9.1	86	WILKES BARRE-SCRANTON	9.2	86
MILWAUKEE	7.2	87	SACRAMENTO-STOCKTON	8.8	87	ALBANY-SCHENCT-TROY	8.5	87
SAN FRANCISCO-OAKLAND	7.1	88	TOLEDO	8.2	88	GRAND RAPIDS-KALAMAZOO	8.5	88
ALBUQUERQUE	7.0	89	MILWAUKEE	8.1	89	MILWAUKEE	8.4	89
PITTSBURGH	6.7	90	PROVIDENCE-NEW BEDFORD	7.8	90	PITTSBURGH	8.3	90
DULUTH-SUPERIOR	6.4	91	COLUMBUS, GA	7.6	91	FLINT-SAGINAW-BAY CITY	8.2	91
SIOUX CITY	6.4	92	CEDAR RAPIDS-WATERLOO	7.5	92	FORT WAYNE	8.2	92
NEW ORLEANS	6.1	93	LAS VEGAS-HENDERSON	7.5	93	SYRACUSE	8.2	93
BIRMINGHAM	6.0	94	SPOKANE	7.4	94	AUGUSTA	8.1	94
SIOUX FALLS-MITCHELL	5.9	95	JOHNSTOWN-ALTOONA	7.2	95	BINGHAMTON	8.1	95
HARRSBG-LANCST-YORK-LB	5.8	96	COLUMBIA-JEFFERSON CTY	7.1	96	GREENVL-SPARTNBG-ASHVL	8.1	96
TOLEDO	5.8	97	YOUNGSTOWN	7.1	97	TOLEDO	8.1	97
PORTLAND-POLAND SPRING	5.7	98	ROCHESTER	7.0	98	BUFFALO	8.0	98
DAVENPT-ROCK IS-MOLINE	5.6	99	AUSTIN	6.8	99	OMAHA	7.9	99
LOUISVILLE	5.1	100	BANGOR	6.6	100	TULSA	7.8	100
GREENVL-SPARTNBG-ASHVL	5.0	101	PORTLAND-POLAND SPRING	6.5	101	HUNTSVILLE-DECATUR	7.4	101
SAN ANTONIO	4.7	102	DES MOINES-AMES	6.4	102	COLUMBUS, GA	7.3	102
GRAND RAPIDS-KALAMAZOO	4.2	103	AUGUSTA	6.3	103	LINCOLN-HASTNG-KEARNEY	7.2	103
ALBANY-SCHENCT-TROY	4.1	104	ATLANTA	6.2	104	TERRE HAUTE	7.2	104
COLUMBUS, GA	3.9	105	HUNTSVILLE-DECATUR	6.2	105	ODESSA-MIDLND-MONAHANS	6.9	105

REVENUE CHANGE BY MARKETS

RANK LIST BY % OF CHANGE

<-----NATIONAL/REGIONAL REVENUES----->

<-----LOCAL REVENUES----->

<-----TOTAL REVENUES----->

MARKET	% CHANGE	RANK	MARKET	% CHANGE	RANK	MARKET	% CHANGE	RANK
OMAHA	3.9	106	JACKSONVILLE	5.6	106	CEDAR RAPIDS-WATERLOO	6.8	106
SALINS-MONTRY-SAN JOSE	3.9	107	BOISE-NAMPA	5.1	107	CHATTANOOGA	6.8	107
BUFFALO	3.7	108	ODESSA-MIDLND-MONAHANS	4.5	108	ERIE	6.6	108
CEDAR RAPIDS-WATERLOO	3.6	109	TULSA	4.2	109	COLUMBIA, SC	6.5	109
GREEN BAY	3.6	110	BAKERSFIELD	4.1	110	LITTLE ROCK	6.4	110
ROCHESTER	3.2	111	NORFK-PORTS-NWPT-HAMPN	4.0	111	PORTLAND-POLAND SPRING	6.4	111
LAS VEGAS-HENDERSON	3.0	112	ROCHSTR-AUSTN-MASON CY	4.0	112	MONTGOMERY	6.0	112
JOHNSTOWN-ALTOONA	2.9	113	LINCOLN-HASTNG-KEARNEY	3.6	113	DULUTH-SUPERIOR	5.7	113
BINGHAMTON	2.3	114	ROCKFORD-FREEPORT	3.3	114	TRAVERSE CITY-CADILLAC	5.7	114
JOPLIN-PITTSBURG	2.1	115	JOHNSN CTY-KNGSPT-BRST	3.1	115	JOHNSTOWN-ALTOONA	5.5	115
SYRACUSE	1.9	116	CHATTANOOGA	2.8	116	NORFK-PORTS-NWPT-HAMPN	5.3	116
NORFK-PORTS-NWPT-HAMPN	1.6	117	LITTLE ROCK	2.7	117	SIOUX CITY	5.3	117
ROCKFORD-FREEPORT	1.6	118	DETROIT	2.5	118	ANCHORAGE	4.9	118
CORPUS CHRISTI	1.2	119	BIRMINGHAM	2.4	119	CHICAGO	4.6	119
EL PASO	1.1	120	ANCHORAGE	2.0	120	ROCHESTER	4.5	120
ROCHSTR-AUSTN-MASON CY	1.0	121	SALINS-MONTRY-SAN JOSE	2.0	121	BIRMINGHAM	4.2	121
WILKES BARRE-SCRANTON	.8	122	SIOUX CITY	2.0	122	ROCKFORD-FREEPORT	4.0	122
CHICAGO	.3	123	FRESNO-HANFD-TULA-VISA	1.7	123	ROCHSTR-AUSTN-MASON CY	3.6	123
CINCINNATI	.5-	124	FORT SMITH	1.6	124	AMARILLO	3.3	124
SPRINGFIELD	.7-	125	TERRE HAUTE	.9	125	CLEVELAND	3.3	125
DES MOINES-AMES	1.1-	126	JOPLIN-PITTSBURG	.8	126	JOPLIN-PITTSBURG	3.0	126
PEORIA	1.3-	127	ALBANY-TALLAHSE-THOMVL	.5-	127	DES MOINES-AMES	2.8	127
CLEVELAND	3.0-	128	PEORIA	1.8-	128	SALINS-MONTRY-SAN JOSE	2.0	128
PADUCAH-CAPE GIRAR-HAR	4.7-	129	HONOLULU	1.9-	129	DAVENPT-ROCK IS-MOLINE	1.8	129
FORT WAYNE	7.8-	130	AMARILLO	2.8-	130	SPRINGFD-DECTR-CHAM-UR	1.7	130
HONOLULU	9.5-	131	MOBILE-PENSACOLA	4.3-	131	MOBILE-PENSACOLA	1.5	131
SPRINGFD-DECTR-CHAM-UR	12.5-	132	COLUMBIA, SC	5.1-	132	PEORIA	.1	132
ERIE	14.9-	133	MONTGOMERY	6.7-	133	HONOLULU	3.5-	133
FORT SMITH	26.4-	134	TRAVERSE CITY-CADILLAC	10.7-	134	FORT SMITH	4.3-	134

RANK LIST BY % OF CHANGE
CHANGE IN EXPENSES AND INCOME

<-----PROFIT / SALES RATIOS----->

-HIGHEST TO LOWEST-

<-----EXPENSES----->
-LEAST GROWTH TO MOST-

<-----INCOME (PROFIT)----->
-MOST GROWTH TO LEAST-

"0" = NO CHANGE, A LOSS MARKET,
OR NO '78 DATA

MARKET	% CHANGE	RANK	MARKET	% CHANGE	RANK	MARKET	P/S RATIO	RANK
BUFFALO	1.2	1	NEW ORLEANS	56.0	1	DALLAS-FORT WORTH	55.4	1
ALBANY-SCHENCT-TROY	2.6	2	BATON ROUGE	48.2	2	HOUSTON-GALVESTON	55.3	2
SIOUX CITY	3.3	3	MONROE-EL DORADO	47.5	3	BIRMINGHAM	49.8	3
ROCKFORD-FREEPORT	4.5	4	ALBANY-TALLAHSE-THOMVL	37.0	4	DENVER	49.5	4
HONOLULU	4.7	5	BUFFALO	34.4	5	TAMPA-ST. PETERSBURG	48.2	5
KANSAS CITY	4.8	6	COLORADO SPRGS-PUEBLO	28.2	6	SAN ANTONIO	46.2	6
CHARLESTON-HUNTGN-ASHL	5.7	7	BURLINGTON-PLATTSBURGH	27.6	7	JACKSONVILLE	43.4	7
LOS ANGELES	5.8	8	SEATTLE-TACOMA	27.4	8	CHARLESTON-HUNTGN-ASHL	41.7	8
FLINT-SAGINAW-BAY CITY	6.2	9	ALBANY-SCHENCT-TROY	26.1	9	SEATTLE-TACOMA	41.7	9
CEDAR RAPIDS-WATERLOO	6.6	10	CHARLESTON	24.6	10	KANSAS CITY	41.0	10
TERRE HAUTE	6.9	11	CHARLESTON-HUNTGN-ASHL	23.5	11	ORLANDO-DAYTONA BEACH	40.5	11
JOPLIN-PITTSBURG	7.0	12	TAMPA-ST. PETERSBURG	23.5	12	SAN DIEGO	40.0	12
ALBANY-TALLAHSE-THOMVL	7.1	13	PHOENIX	22.0	13	MIAMI	39.2	13
DAVENPT-ROCK IS-MOLINE	7.4	14	SOUTH BEND-ELKHART	21.0	14	COLUMBUS,OH	38.5	14
MONTGOMERY	7.4	15	LOS ANGELES	19.5	15	PHOENIX	38.3	15
SPRINGFD-DECTR-CHAM-UR	7.8	16	SAN DIEGO	18.8	16	SPOKANE	38.2	16
COLUMBIA,SC	7.9	17	KANSAS CITY	17.6	17	GREENVL-SPARTNBG-ASHVL	38.1	17
PORTLAND-POLAND SPRING	8.1	18	SPRINGFIELD	17.5	18	PADUCAH-CAPE GIRAR-HAR	37.5	18
CINCINNATI	8.3	19	CHARLOTTE	17.4	19	MONTGOMERY	36.8	19
NEW ORLEANS	8.3	20	ATLANTA	16.9	20	AUGUSTA	36.4	20
SPRINGFIELD	8.4	21	SIOUX CITY	16.8	21	ATLANTA	36.2	21
COLUMBUS,GA	8.6	22	DENVER	16.6	22	ROANOKE-LYNCHBURG	36.2	22
ODESSA-MIDLND-MONAHANS	8.6	23	RENO	15.6	23	CINCINNATI	36.0	23
CLEVELAND	8.8	24	SPOKANE	15.6	24	HART-NW HVN-NW BRT-WAT	35.7	24
PEORIA	8.9	25	EVANSVILLE	15.4	25	CHATTANOOGA	35.5	25
AMARILLO	9.6	26	CINCINNATI	13.9	26	WICHITA-HUTCHISON	35.5	26
BINGHAMTON	9.8	27	FLINT-SAGINAW-BAY CITY	13.7	27	GRAND RAPIDS-KALAMAZOO	35.4	27
NEW YORK	9.9	28	RICHMOND-PETERSBURG	12.3	28	COLUMBIA,SC	34.6	28
RICHMOND-PETERSBURG	10.0	29	HART-NW HVN-NW BRT-WAT	11.8	29	SACRAMENTO-STOCKTON	34.6	29
CHICAGO	10.5	30	MIAMI	11.2	30	RICHMOND-PETERSBURG	34.4	30
GREEN BAY	10.5	31	NEW YORK	11.0	31	MOBILE-PENSACOLA	33.9	31
SAN ANTONIO	10.5	32	WICHITA-HUTCHISON	9.8	32	TERRE HAUTE	33.4	32
ROCHSTR-AUSTN-MASON CY	10.6	33	GREENSBRO-WINS SLM-H P	9.7	33	CLEVELAND	33.3	33
DAYTON	10.8	34	DAYTON	9.6	34	DETROIT	32.7	34
LINCOLN-HASTNG-KEARNEY	10.8	35	GREEN BAY	9.6	35	JOHNSTOWN-ALTOONA	32.5	35

RANK LIST BY % OF CHANGE
CHANGE IN EXPENSES AND INCOME

<-----PROFIT / SALES RATIOS----->

-HIGHEST TO LOWEST-

"0" = NO CHANGE, A LOSS MARKET,
OR NO '78 DATA

<-----EXPENSES----->
-LEAST GROWTH TO MOST-

<-----INCOME (PROFIT)----->
-MOST GROWTH TO LEAST-

MARKET	% CHANGE	RANK	MARKET	% CHANGE	RANK	MARKET	P/S RATIO	RANK
EVANSVILLE	10.9	36	HOUSTON-GALVESTON	9.4	36	LOS ANGELES	32.4	36
WASHINGTON	10.9	37	COLUMBUS, OH	9.1	37	NEW ORLEANS	32.1	37
DES MOINES-AMES	11.2	38	SAN ANTONIO	8.6	38	CHARLOTTE	31.7	38
TOLEDO	11.3	39	WASHINGTON	8.1	39	MONROE-EL DORADO	31.6	39
CORPUS CHRISTI	11.5	40	TERRE HAUTE	7.8	40	NORFK-PORTS-NWPT-HAMPN	31.6	40
FORT SMITH	11.8	41	CEDAR RAPIDS-WATERLOO	7.7	41	SAN FRANCISCO-OAKLAND	31.3	41
JOHNSTOWN-ALTOONA	11.8	42	JACKSON, MS	7.6	42	TOLEDO	31.2	42
MIAMI	11.9	43	JACKSONVILLE	7.6	43	PHILADELPHIA	31.0	43
YOUNGSTOWN	11.9	44	ROANOKE-LYNCHBURG	7.6	44	BOSTON	30.8	44
WICHITA-HUTCHISON	12.3	45	DALLAS-FORT WORTH	7.1	45	ST. LOUIS	30.5	45
BURLINGTON-PLATTSBURGH	12.4	46	PADUCAH-CAPE GIRAR-HAR	5.6	46	OKLAHOMA CITY-ENID	30.2	46
COLORADO SPRGS-PUEBLO	12.4	47	YOUNGSTOWN	5.5	47	SHREVEPORT-TEXARKANA	30.1	47
ERIE	12.7	48	GREENVL-WASH-NEW BERN	5.0	48	DES MOINES-AMES	30.0	48
MILWAUKEE	12.7	49	COLUMBUS, GA	4.1	49	BALTIMORE	29.9	49
CHARLOTTE	12.8	50	COLUMBIA, SC	4.0	50	CHICAGO	29.7	50
HART-NW HVN-NW BRT-WAT	12.9	51	MONTGOMERY	3.9	51	RALEIGH-DURHAM	29.5	51
SOUTH BEND-ELKHART	12.9	52	DETROIT	3.8	52	GREENSBRO-WINS SLM-H P	29.3	52
SIOUX FALLS-MITCHELL	13.0	53	BINGHAMTON	3.4	53	ALBANY-SCHENCT-TROY	29.2	53
GRAND RAPIDS-KALAMAZOO	13.2	54	SAN FRANCISCO-OAKLAND	3.4	54	ALBANY-TALLAHSE-THOMVL	29.2	54
TAMPA-ST. PETERSBURG	13.3	55	ORLANDO-DAYTONA BEACH	3.3	55	MINNEAPOLIS-ST. PAUL	29.2	55
BATON ROUGE	13.6	56	PORTLAND	3.1	56	GREENVL-WASH-NEW BERN	29.0	56
SPOKANE	13.6	57	BOSTON	2.9	57	FLINT-SAGINAW-BAY CITY	28.5	57
MOBILE-PENSACOLA	13.8	58	BALTIMORE	2.4	58	MILWAUKEE	28.2	58
SAN DIEGO	13.8	59	COLUMBIA-JEFFERSON CTY	2.2	59	COLUMBUS, GA	28.1	59
JACKSONVILLE	13.9	60	TOLEDO	1.8	60	DAYTON	28.0	60
CHARLESTON	14.0	61	ST. LOUIS	1.7	61	PORTLAND	28.0	61
COLUMBUS, OH	14.1	62	YAKIMA-PASCO	1.4	62	EVANSVILLE	27.8	62
IDAHO FALLS-POCATELLO	14.1	63	PORTLAND-POLAND SPRING	1.2	63	BATON ROUGE	27.5	63
JOHNSN CTY-KNGSPT-BRST	14.1	64	GRAND RAPIDS-KALAMAZOO	1.0	64	PITTSBURGH	27.2	64
ANCHORAGE	14.2	65	SACRAMENTO-STOCKTON	.8	65	ROCHSTR-AUSTN-MASON CY	26.4	65
BOISE-NAMPA	14.3	66	BEAUMONT-PORT ARTHUR	.4	66	NEW YORK	26.3	66
EL PASO	14.4	67	JOHNSN CTY-KNGSPT-BRST	.2	67	COLORADO SPRGS-PUEBLO	26.2	67
BOSTON	14.7	68	ROCKFORD-FREEPORT	.4-	68	INDIANAPOLIS-BLOOMNGTN	26.2	68
CHATTANOOGA	14.8	69	FARGO-VALLEY CITY	1.0-	69	SPRINGFD-DECTR-CHAM-UR	26.1	69
GREENVL-SPARTNBG-ASHVL	14.8	70	MILWAUKEE	1.1-	70	BURLINGTON-PLATTSBURGH	26.0	70

RANK LIST BY % OF CHANGE
 CHANGE IN EXPENSES AND INCOME

<-----PROFIT / SALES RATIOS----->
 -HIGHEST TO LOWEST-

<-----EXPENSES----->
 -LEAST GROWTH TO MOST-

<-----INCOME (PROFIT)----->
 -MOST GROWTH TO LEAST-

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 OR NO '78 DATA

MARKET	% CHANGE	RANK	MARKET	% CHANGE	RANK	MARKET	P/S RATIO	RANK
JACKSON, MS	14.8	71	GREENVL-SPARTNBG-ASHVL	1.3-	71	WASHINGTON	25.9	71
BALTIMORE	14.9	72	WICHITA FALLS-LAWTON	1.9-	72	ALBUQUERQUE	25.8	72
DALLAS-FORT WORTH	15.0	73	SHREVEPORT-TEXARKANA	2.1-	73	MADISON	25.4	73
BIRMINGHAM	15.1	74	INDIANAPOLIS-BLOOMNGTN	2.2-	74	RENO	25.3	74
SEATTLE-TACOMA	15.1	75	EL PASO	2.4-	75	BEAUMONT-PORT ARTHUR	25.2	75
FRESNO-HANFD-TULA-VISA	15.2	76	CORPUS CHRISTI	3.9-	76	KNOXVILLE	25.2	76
MONROE-EL DORADO	15.2	77	AUGUSTA	4.4-	77	BUFFALO	25.1	77
SYRACUSE	15.2	78	FRESNO-HANFD-TULA-VISA	4.7-	78	TULSA	24.8	78
LOUISVILLE	15.3	79	BIRMINGHAM	4.9-	79	GREEN BAY	24.6	79
TUCSON	15.3	80	PROVIDENCE-NEW BEDFORD	4.9-	80	MEMPHIS	24.6	80
NORFK-PORTS-NWPT-HAMPN	15.5	81	CHATTANOOGA	5.2-	81	AUSTIN	24.5	81
WICHITA FALLS-LAWTON	15.6	82	JOHNSTOWN-ALTOONA	5.4-	82	JOHNSN CTY-KNGSPT-BRST	24.2	82
HUNTSVILLE-DECATUR	15.7	83	SIOUX FALLS-MITCHELL	6.1-	83	BINGHAMTON	24.1	83
ROANOKE-LYNCHBURG	15.7	84	CLEVELAND	6.3-	84	SALT LK CTY-OGDEN-PROV	24.0	84
DETROIT	15.8	85	PHILADELPHIA	6.4-	85	PROVIDENCE-NEW BEDFORD	23.7	85
OMAHA	15.9	86	ALBUQUERQUE	6.6-	86	PORTLAND-POLAND SPRING	23.4	86
FARGO-VALLEY CITY	16.1	87	CHICAGO	7.0-	87	OMAHA	23.2	87
ST. LOUIS	16.1	88	OKLAHOMA CITY-ENID	7.4-	88	FARGO-VALLEY CITY	21.4	88
PORTLAND	16.6	89	RALEIGH-DURHAM	7.6-	89	NASHVILLE	21.4	89
YAKIMA-PASCO	16.7	90	MADISON	8.3-	90	HARRSBG-LANCAST-YORK-LB	20.9	90
AUGUSTA	16.8	91	AUSTIN	8.7-	91	SPRINGFIELD	20.7	91
FORT WAYNE	16.9	92	LINCOLN-HASTNG-KEARNEY	8.9-	92	CEDAR RAPIDS-WATERLOO	19.7	92
BEAUMONT-PORT ARTHUR	17.5	93	LOUISVILLE	10.6-	93	CHARLESTON	19.6	93
COLUMBIA-JEFFERSON CTY	17.5	94	ODESSA-MIDLND-MONAHANS	11.3-	94	EL PASO	19.5	94
SALINS-MONTRY-SAN JOSE	17.6	95	NORFK-PORTS-NWPT-HAMPN	11.5-	95	DAVENPT-ROCK IS-MOLINE	19.1	95
DENVER	17.7	96	JOPLIN-PITTSBURG	11.7-	96	PEORIA	18.5	96
GREENVL-WASH-NEW BERN	17.9	97	ROCHSTR-AUSTN-MASON CY	11.8-	97	JOPLIN-PITTSBURG	18.2	97
RENO	17.9	98	OMAHA	12.0-	98	JACKSON, MS	17.3	98
SAN FRANCISCO-OAKLAND	18.0	99	SPRINGFD-DECTR-CHAM-UR	12.4-	99	SOUTH BEND-ELKHART	17.0	99
PHILADELPHIA	18.1	100	DES MOINES-AMES	12.6-	100	LOUISVILLE	16.5	100
HOUSTON-GALVESTON	18.5	101	MINNEAPOLIS-ST. PAUL	12.8-	101	SIOUX CITY	16.4	101
WILKES BARRE-SCRANTON	19.0	102	BOISE-NAMPA	14.1-	102	LINCOLN-HASTNG-KEARNEY	15.6	102
PADUCAH-CAPE GIRAR-HAR	19.5	103	SALT LK CTY-OGDEN-PROV	15.5-	103	YAKIMA-PASCO	15.2	103
TULSA	19.6	104	MEMPHIS	15.7-	104	YOUNGSTOWN	15.1	104
BAKERSFIELD	20.0	105	MOBILE-PENSACOLA	16.2-	105	FRESNO-HANFD-TULA-VISA	15.0	105

TELEVISION NATIONAL REVENUES PER HOUSEHOLD

1979

TELEVISION MARKETS	NAT'L/REGIONAL SPOT REVENUES	HOUSEHOLDS	NAT'L/REGIONAL REVENUES PER HOUSEHOLD
DAVENPT-ROCK IS-MOLINE	6,132,106	282,800	21.68
DAYTON	12,397,717	432,300	28.68
DENVER	38,467,413	694,000	55.43
DES MOINES-AMES	8,037,204	337,100	23.84
DETROIT	71,186,198	1,590,700	44.75
DULUTH-SUPERIOR	3,350,353	165,400	20.26
EL PASO	3,378,294	172,500	19.58
ERIE	1,864,833	132,600	14.06
EVANSVILLE	3,681,462	214,000	17.20
FARGO-VALLEY CITY	3,213,639	180,600	17.79
FLINT-SAGINAW-BAY CITY	9,213,047	385,500	23.90
FORT MYERS-NAPLES	3,264,290	120,800	27.02
FORT SMITH	960,550	79,400	12.10
FORT WAYNE	4,955,526	189,200	26.19
FRESNO-HANFD-TULA-VISA	10,527,463	304,100	34.62
GRAND RAPIDS-KALAMAZOO	12,686,435	472,900	26.83
GREEN BAY	6,174,727	320,000	19.30
GREENSBRO-WINS SLM-H P	9,978,715	397,600	25.10
GREENVL-SPARTNBG-ASHVL	15,699,420	504,800	31.10
GREENVL-WASH-NEW BERN	5,992,371	196,000	30.57
HARRSBG-LANCST-YORK-LB	10,308,131	430,800	23.93
HART-NW HVN-NW BRT-WAT	25,821,125	670,400	38.52
HONOLULU	2,833,064	237,700	11.92
HOUSTON-GALVESTON	67,809,212	1,009,500	67.17
HUNTSVILLE-DECATUR	3,555,971	191,000	18.62
IDAHO FALLS-POCATELLO	2,064,034	78,200	26.39
INDIANAPOLIS-BLOOMNGTN	29,793,672	762,800	39.06
JACKSON, MS	4,461,576	239,400	18.64
JACKSONVILLE	14,202,116	324,700	43.74
JOHNSN CTY-KNGSPT-BRST	4,460,452	239,100	18.66
JOHNSTOWN-ALTOONA	3,886,092	287,500	13.52
JOPLIN-PITTSBURG	2,537,275	153,400	16.54
KANSAS CITY	26,009,736	629,300	41.33
KNOXVILLE	7,180,217	349,200	20.56
LAS VEGAS-HENDERSON	3,953,238	129,900	30.43

TELEVISION NATIONAL REVENUES PER HOUSEHOLD

1979

TELEVISION MARKETS	NAT'L/REGIONAL SPOT REVENUES	HOUSEHOLDS	NAT'L/REGIONAL REVENUES PER HOUSEHOLD
LEXINGTON	7,310,021	211,000	34.64
LINCOLN-HASTNG-KEARNEY	4,887,610	240,600	20.31
LITTLE ROCK	6,963,675	378,800	18.38
LOS ANGELES	164,675,313	3,882,800	42.41
LOUISVILLE	13,448,079	449,200	29.94
LUBBOCK	2,721,529	143,000	19.03
MADISON	5,856,288	175,200	33.43
MEMPHIS	14,851,682	524,000	28.34
MIAMI	41,585,722	946,900	43.92
MILWAUKEE	23,734,032	638,700	37.16
MINNEAPOLIS-ST. PAUL	40,787,158	962,800	42.36
MOBILE-PENSACOLA	8,142,414	337,700	24.11
MONROE-EL DORADO	3,081,825	170,900	18.03
MONTGOMERY	4,224,048	147,700	28.60
NASHVILLE	14,422,815	575,200	25.07
NEW ORLEANS	15,762,910	511,400	30.82
NEW YORK	180,919,020	6,375,500	28.38
NORFK-PORTS-NWPT-HAMPN	9,075,078	429,000	21.15
ODESSA-MIDLND-MONAHANS	2,257,232	110,300	20.46
OKLAHOMA CITY-ENID	15,788,774	475,300	33.22
OMAHA	8,498,202	314,700	27.00
ORLANDO-DAYTONA BEACH	17,000,686	468,100	36.32
PADUCAH-CAPE GIRAR-HAR	4,451,845	278,000	16.01
PEORIA	4,872,327	211,800	23.00
PHILADELPHIA	92,828,110	2,364,000	39.27
PHOENIX	31,110,226	540,300	57.58
PITTSBURGH	44,281,391	1,098,900	40.30
PORTLAND	28,755,620	672,500	42.76
PORTLAND-POLAND SPRING	4,980,403	267,300	18.63
PROVIDENCE-NEW BEDFORD	14,362,560	559,700	25.66
RALEIGH-DURHAM	12,770,629	451,800	28.27
RENO	2,298,021	111,500	20.61
RICHMOND-PETERSBURG	8,032,366	381,600	21.05
ROANOKE-LYNCHBURG	6,501,668	319,300	20.36
ROCHESTER	11,398,044	323,200	35.27

TELEVISION NATIONAL REVENUES PER HOUSEHOLD

1979

TELEVISION MARKETS	NAT'L/REGIONAL SPOT REVENUES	HOUSEHOLDS	NAT'L/REGIONAL REVENUES PER HOUSEHOLD
ROCHSTR-AUSTN-MASON CY	2,734,545	132,800	20.59
ROCKFORD-FREEPORT	3,470,235	180,900	19.18
SACRAMENTO-STOCKTON	28,977,127	648,500	44.68
SALINS-MONTRY-SAN JOSE	5,748,407	154,100	37.30
SALT LK CTY-OGDEN-PROV	16,287,653	423,900	38.42
SAN ANTONIO	12,112,894	406,700	29.78
SAN DIEGO	28,039,394	624,500	44.90
SAN FRANCISCO-OAKLAND	85,963,272	1,830,700	46.96
SAN JUAN-CAGUAS	34,831,124	3,506,000	9.93
SAVANNAH	2,669,732	152,200	17.54
SEATTLE-TACOMA	44,588,203	845,000	52.77
SHREVEPORT-TEXARKANA	5,732,830	360,900	15.88
SIOUX CITY	2,475,395	144,900	17.08
SIOUX FALLS-MITCHELL	3,788,696	201,000	18.85
SOUTH BEND-ELKHART	5,109,357	269,800	18.94
SPOKANE	9,325,382	282,300	33.03
SPRINGFD-DECTR-CHAM-UR	5,831,045	288,800	20.19
SPRINGFIELD	3,708,978	234,200	15.84
ST. LOUIS	40,084,997	971,900	41.24
SYRACUSE	9,922,978	340,800	29.12
TAMPA-ST. PETERSBURG	29,999,208	875,900	34.25
TERRE HAUTE	2,380,264	160,200	14.86
TOLEDO	7,887,939	381,400	20.68
TRAVERSE CITY-CADILLAC	2,555,751	149,300	17.12
TUCSON	6,487,268	203,700	31.85
TULSA	9,064,700	397,800	22.79
WASHINGTON	65,194,235	1,363,900	47.80
WICHITA FALLS-LAWTON	2,367,623	160,000	14.80
WICHITA-HUTCHISON	6,744,392	393,300	17.15
WILKES BARRE-SCRANTON	6,545,280	456,100	14.35
YAKIMA-PASCO	3,204,610	139,000	23.05
YOUNGSTOWN	7,169,701	251,100	28.55

TELEVISION LOCAL REVENUES PER HOUSEHOLD

TELEVISION MARKETS	1979 LOCAL REVENUES	HOUSEHOLDS	LOCAL REVENUES PER HOUSEHOLD
ABILENE-SWEETWATER	2,288,093	97,100	23.56
ALBANY-SCHENCT-TROY	9,927,838	437,200	22.71
ALBANY-TALLAHSE-THOMVL	3,734,002	106,100	35.19
ALBUQUERQUE	10,786,694	276,200	39.05
AMARILLO	3,764,972	150,100	25.08
ANCHORAGE	3,979,892	64,600	61.61
ATLANTA	35,796,633	902,500	39.66
AUGUSTA	4,977,531	160,500	31.01
AUSTIN	5,555,175	190,700	29.13
BAKERSFIELD	3,172,462	99,000	32.05
BALTIMORE	25,296,949	797,500	31.72
BANGOR	2,375,041	112,800	21.06
BATON ROUGE	10,026,250	194,300	51.60
BEAUMONT-PORT ARTHUR	6,269,746	146,900	42.68
BINGHAMTON	3,397,751	145,000	23.43
BIRMINGHAM	10,118,527	421,500	24.01
BOISE-NAMPA	4,282,193	122,800	34.87
BOSTON	45,532,986	1,788,300	25.46
BUFFALO	16,924,967	624,200	27.11
BURLINGTON-PLATTSBURGH	3,040,430	208,000	14.62
CEDAR RAPIDS-WATERLOO	7,067,963	296,000	23.88
CHARLESTON	5,264,830	144,200	36.51
CHARLESTON-HUNTGN-ASHL	7,351,248	443,400	16.58
CHARLOTTE	14,240,192	530,900	26.82
CHATTANOOGA	5,967,765	283,600	21.04
CHICAGO	74,161,732	2,806,600	26.42
CINCINNATI	24,373,514	635,300	38.37
CLEVELAND	34,796,002	1,304,200	26.68
COLORADO SPRGS-PUEBLO	5,515,268	179,600	30.71
COLUMBIA-JEFFERSON CTY	2,337,449	125,300	18.65
COLUMBIA, SC	5,531,224	188,800	29.30
COLUMBUS, GA	5,107,657	146,300	34.91
COLUMBUS, OH	20,468,894	546,200	37.48
CORPUS CHRISTI	5,608,236	133,000	42.17
DALLAS-FORT WORTH	45,729,029	1,115,300	41.00

TELEVISION LOCAL REVENUES PER HOUSEHOLD

TELEVISION MARKETS	1979 LOCAL REVENUES	HOUSEHOLDS	LOCAL REVENUES PER HOUSEHOLD
DAVENPT-ROCK IS-MOLINE	6,696,194	282,800	23.68
DAYTON	13,596,691	432,300	31.45
DENVER	36,119,104	694,000	52.04
DES MOINES-AMES	8,090,379	337,100	24.00
DETROIT	47,361,440	1,590,700	29.77
DULUTH-SUPERIOR	3,250,744	165,400	19.65
EL PASO	7,025,806	172,500	40.73
ERIE	3,927,598	132,600	29.62
EVANSVILLE	6,833,468	214,000	31.93
FARGO-VALLEY CITY	4,777,126	180,600	26.45
FLINT-SAGINAW-BAY CITY	9,367,142	385,500	24.30
FORT MYERS-NAPLES	4,655,729	120,800	38.54
FORT SMITH	2,299,484	79,400	28.96
FORT WAYNE	6,823,577	189,200	36.07
FRESNO-HANFD-TULA-VISA	10,808,905	304,100	35.54
GRAND RAPIDS-KALAMAZOO	11,697,151	472,900	24.73
GREEN BAY	8,510,591	320,000	26.60
GREENSBRO-WINS SLM-H P	9,645,325	397,600	24.26
GREENVL-SPARTNBG-ASHVL	8,185,338	504,800	16.22
GREENVL-WASH-NEW BERN	4,121,533	196,000	21.03
HARRSBG-LANCST-YORK-LB	7,319,479	430,800	16.99
HART-NW HVN-NW BRT-WAT	15,476,549	670,400	23.09
HONOLULU	18,989,674	237,700	79.89
HOUSTON-GALVESTON	39,041,463	1,009,500	38.67
HUNTSVILLE-DECATUR	4,416,719	191,000	23.12
IDAHO FALLS-POCATELLO	1,400,751	78,200	17.91
INDIANAPOLIS-BLOOMNGTN	28,551,394	762,800	37.43
JACKSON,MS	6,399,551	239,400	26.73
JACKSONVILLE	9,030,354	324,700	27.81
JOHNSN CTY-KNGSPT-BRST	3,612,557	239,100	15.11
JOHNSTOWN-ALTOONA	3,778,136	287,500	13.14
JOPLIN-PITTSBURG	2,417,744	153,400	15.76
KANSAS CITY	21,626,358	629,300	34.37
KNOXVILLE	7,835,200	349,200	22.44
LAS VEGAS-HENDERSON	11,310,625	129,900	87.07

TELEVISION LOCAL REVENUES PER HOUSEHOLD

TELEVISION MARKETS	1979 LOCAL REVENUES	HOUSEHOLDS	LOCAL REVENUES PER HOUSEHOLD
LEXINGTON	4,582,486	211,000	21.72
LINCOLN-HASTNG-KEARNEY	4,189,477	240,600	17.41
LITTLE ROCK	11,983,615	378,800	31.64
LOS ANGELES	172,576,084	3,882,800	44.45
LOUISVILLE	15,717,390	449,200	34.99
LUBBOCK	5,038,966	143,000	35.24
MADISON	5,296,155	175,200	30.23
MEMPHIS	17,511,412	524,000	33.42
MIAMI	40,451,601	946,900	42.72
MILWAUKEE	21,966,383	638,700	34.39
MINNEAPOLIS-ST. PAUL	32,468,866	962,800	33.72
MOBILE-PENSACOLA	6,317,055	337,700	18.71
MONROE-EL DORADO	3,860,613	170,900	22.59
MONTGOMERY	4,008,678	147,700	27.14
NASHVILLE	15,013,985	575,200	26.10
NEW ORLEANS	27,234,307	511,400	53.25
NEW YORK	167,846,536	6,375,500	26.33
NORFK-PORTS-NWPT-HAMPN	14,767,297	429,000	34.42
ODESSA-MIDLND-MONAHANS	2,915,216	110,300	26.43
OKLAHOMA CITY-ENID	18,794,196	475,300	39.54
OMAHA	11,036,843	314,700	35.07
ORLANDO-DAYTONA BEACH	14,672,673	468,100	31.35
PADUCAH-CAPE GIRAR-HAR	4,428,145	278,000	15.93
PEORIA	6,046,179	211,800	28.55
PHILADELPHIA	52,226,804	2,364,000	22.09
PHOENIX	25,986,064	540,300	48.10
PITTSBURGH	27,920,198	1,098,900	25.41
PORTLAND	19,171,086	672,500	28.51
PORTLAND-POLAND SPRING	4,963,597	267,300	18.57
PROVIDENCE-NEW BEDFORD	10,004,684	559,700	17.88
RALEIGH-DURHAM	8,740,983	451,800	19.35
RENO	5,817,806	111,500	52.18
RICHMOND-PETERSBURG	9,110,877	381,600	23.88
ROANOKE-LYNCHBURG	5,652,713	319,300	17.70
ROCHESTER	9,917,673	323,200	30.69

TELEVISION LOCAL REVENUES PER HOUSEHOLD

TELEVISION MARKETS	1979 LOCAL REVENUES	HOUSEHOLDS	LOCAL REVENUES PER HOUSEHOLD
ROCHSTR-AUSTN-MASON CY	3,126,783	132,800	23.55
ROCKFORD-FREEPORT	5,918,986	180,900	32.72
SACRAMENTO-STOCKTON	21,762,776	648,500	33.56
SALINS-MONTRY-SAN JOSE	9,957,238	154,100	64.62
SALT LK CTY-OGDEN-PROV	17,945,052	423,900	42.33
SAN ANTONIO	16,205,862	406,700	39.85
SAN DIEGO	20,823,097	624,500	33.34
SAN FRANCISCO-OAKLAND	75,412,068	1,830,700	41.19
SAN JUAN-CAGUAS	7,217,023	3,506,000	2.06
SAVANNAH	3,555,239	152,200	23.36
SEATTLE-TACOMA	29,752,404	845,000	35.21
SHREVEPORT-TEXARKANA	7,247,678	360,900	20.08
SIOUX CITY	3,685,275	144,900	25.43
SIOUX FALLS-MITCHELL	2,375,900	201,000	11.82
SOUTH BEND-ELKHART	6,182,548	269,800	22.92
SPOKANE	5,514,708	282,300	19.53
SPRINGFD-DECTR-CHAM-UR	9,164,023	288,800	31.73
SPRINGFIELD	5,118,956	234,200	21.86
ST. LOUIS	31,126,226	971,900	32.03
SYRACUSE	8,363,411	340,800	24.54
TAMPA-ST. PETERSBURG	28,091,149	875,900	32.07
TERRE HAUTE	3,566,583	160,200	22.26
TOLEDO	10,488,037	381,400	27.50
TRAVERSE CITY-CADILLAC	1,998,258	149,300	13.38
TUCSON	8,539,603	203,700	41.92
TULSA	14,073,503	397,800	35.38
WASHINGTON	38,035,006	1,363,900	27.89
WICHITA FALLS-LAWTON	4,079,768	160,000	25.50
WICHITA-HUTCHISON	8,815,542	393,300	22.41
WILKES BARRE-SCRANTON	6,199,517	456,100	13.59
YAKIMA-PASCO	3,760,120	139,000	27.05
YOUNGSTOWN	3,173,328	251,100	12.64

NETWORK COMPENSATION COMPARISONS

TELEVISION MARKETS RANKED BY ADI HOUSEHOLDS

TELEVISION MARKETS	ADI HOUSEHOLDS	NETWORK COMPENSATION	NATIONAL/ REGIONAL REVENUES	NETWK COMP AS PCT OF NAT'L/REG'L	TOTAL REVENUES	NETWK COMP AS PCT OF TOTAL REV'S
NEW YORK	6,375,500	17,914,518	180,919,020	9.9	311,557,455	5.7
LOS ANGELES	3,882,800	11,058,483	164,675,313	6.7	292,093,338	3.7
SAN JUAN-CAGUAS	3,506,000	0	34,831,124		34,069,685	
CHICAGO	2,806,600	8,286,616	141,404,328	5.8	186,142,279	4.4
PHILADELPHIA	2,364,000	7,726,882	92,828,110	8.3	126,453,759	6.1
SAN FRANCISCO-OAKLAND	1,830,700	4,826,171	85,963,272	5.6	139,236,740	3.4
BOSTON	1,788,300	5,726,595	87,345,148	6.5	115,272,937	4.9
DETROIT	1,590,700	6,285,891	71,136,198	8.8	104,607,093	6.0
WASHINGTON	1,363,900	4,036,488	65,194,235	6.1	87,782,681	4.5
CLEVELAND	1,304,200	5,433,208	44,646,061	12.1	72,420,317	7.5
DALLAS-FORT WORTH	1,115,300	3,024,516	65,022,115	4.6	96,426,066	3.1
PITTSBURGH	1,098,900	4,581,930	44,281,391	10.3	64,631,520	7.0
HOUSTON-GALVESTON	1,009,500	3,219,647	67,809,212	4.7	92,291,752	3.4
ST. LOUIS	971,900	3,606,671	40,084,997	8.9	63,145,372	5.7
MINNEAPOLIS-ST. PAUL	962,800	3,190,073	40,787,158	7.8	64,863,368	4.9
MIAMI	946,900	3,283,136	41,585,722	7.8	72,880,050	4.5
ATLANTA	902,500	3,019,444	56,075,627	5.3	81,214,236	3.7
TAMPA-ST. PETERSBURG	875,900	3,452,654	29,999,208	11.5	52,415,995	6.5
SEATTLE-TACOMA	845,000	3,062,557	44,588,203	6.8	64,801,683	4.7
BALTIMORE	797,500	3,087,959	35,496,125	8.6	53,503,387	5.7
INDIANAPOLIS-BLOOMNGTN	762,800	2,607,432	29,793,672	8.7	51,222,226	5.0
DENVER	694,000	2,192,336	38,467,413	5.6	64,491,486	3.3
PORTLAND	672,500	2,220,361	28,755,620	7.7	42,080,783	5.2
HART-NW HVN-NW BRT-WAT	670,400	3,899,883	25,821,125	15.1	37,679,159	10.3
SACRAMENTO-STOCKTON	648,500	2,347,548	28,977,127	8.1	45,121,986	5.2
MILWAUKEE	638,700	2,842,622	23,734,032	11.9	41,847,090	6.7
CINCINNATI	635,300	3,260,720	19,706,858	16.5	43,854,287	7.4
KANSAS CITY	629,300	2,777,412	26,009,736	10.6	43,209,331	6.4
SAN DIEGO	624,500	3,618,269	28,039,394	12.9	43,895,969	8.2
BUFFALO	624,200	3,238,292	24,335,120	13.3	37,718,251	8.5
NASHVILLE	575,200	2,421,496	14,422,815	16.7	27,718,264	8.7
PROVIDENCE-NEW BEDFORD	559,700	3,809,209	14,362,560	26.5	24,009,502	15.8
COLUMBUS, OH	546,200	2,620,923	17,824,579	14.7	34,590,146	7.5
PHOENIX	540,300	2,126,779	31,110,226	6.8	50,094,329	4.2
CHARLOTTE	530,900	5,301,364	18,364,308	28.8	33,303,193	15.9

NETWORK COMPENSATION COMPARISONS

TELEVISION MARKETS RANKED BY ADI HOUSEHOLDS

TELEVISION MARKETS	ADI HOUSEHOLDS	NETWORK COMPENSATION	NATIONAL/ REGIONAL REVENUES	NETWK COMP AS PCT OF NAT'L/REG'L	TOTAL REVENUES	NETWK COMP AS PCT OF TOTAL REV'S
MEMPHIS	524,000	2,562,405	14,851,682	17.2	30,309,519	8.4
NEW ORLEANS	511,400	2,952,375	15,762,910	18.7	40,696,630	7.2
GREENVL-SPARTNBG-ASHVL	504,800	2,031,471	15,699,420	12.9	22,326,173	9.0
OKLAHOMA CITY-ENID	475,300	2,105,298	15,788,774	13.3	32,574,150	6.4
GRAND RAPIDS-KALAMAZOO	472,900	2,761,955	12,686,435	21.7	23,045,729	11.9
ORLANDO-DAYTONA BEACH	468,100	2,253,283	17,000,686	13.2	28,886,946	7.8
WILKES BARRE-SCRANTON	456,100	1,764,803	6,545,280	26.9	12,774,129	13.8
RALEIGH-DURHAM	451,800	2,686,293	12,770,629	21.0	20,861,752	12.8
LOUISVILLE	449,200	2,853,738	13,448,079	21.2	27,893,990	10.2
CHARLESTON-HUNTGN-ASHL	443,400	3,258,098	8,609,291	37.8	17,098,880	19.0
ALBANY-SCHENCT-TROY	437,200	3,317,360	12,223,274	27.1	22,331,300	14.8
DAYTON	432,300	3,997,265	12,397,717	32.2	25,840,981	15.4
HARRSBG-LANCAST-YORK-LB	430,800	2,567,951	10,308,131	24.9	17,046,113	15.0
NORFK-PORTS-NWPT-HAMPN	429,000	2,009,700	9,075,078	22.1	22,860,991	8.7
SALT LK CTY-OGDEN-PROV	423,900	1,674,985	16,287,653	10.2	31,241,117	5.3
BIRMINGHAM	421,500	3,371,815	14,412,896	23.3	23,726,300	14.2
SAN ANTONIO	406,700	1,932,927	12,112,894	15.9	26,311,564	7.3
TULSA	397,800	1,587,835	9,064,700	17.5	21,859,661	7.2
GREENSBRO-WINS SLM-H P	397,600	1,816,750	9,978,715	18.2	18,539,320	9.7
WICHITA-HUTCHISON	393,300	1,462,972	6,744,392	21.6	15,391,149	9.5
FLINT-SAGINAW-BAY CITY	385,500	1,800,753	9,213,047	19.5	17,494,236	10.2
RICHMOND-PETERSBURG	381,600	1,570,027	8,032,366	19.5	16,127,136	9.7
TOLEDO	381,400	3,159,107	7,887,939	40.0	18,620,094	16.9
LITTLE ROCK	378,800	1,298,176	6,963,675	18.6	18,259,116	7.1
SHREVEPORT-TEXARKANA	360,900	1,546,397	5,732,830	26.9	12,573,514	12.2
KNOXVILLE	349,200	2,282,635	7,180,217	31.7	15,370,671	14.8
SYRACUSE	340,800	2,490,740	9,922,978	25.1	17,773,215	14.0
MOBILE-PENSACOLA	337,700	1,417,959	8,142,414	17.4	13,677,936	10.3
DES MOINES-AMES	337,100	1,872,261	8,037,204	23.2	15,240,187	12.2
JACKSONVILLE	324,700	2,398,956	14,202,116	16.8	21,791,063	11.0
ROCHESTER	323,200	1,725,549	11,398,044	15.1	19,569,125	8.8
GREEN BAY	320,000	1,569,430	6,174,727	25.4	14,853,234	10.5
ROANOKE-LYNCHBURG	319,300	1,722,063	6,501,668	26.4	12,094,516	14.2
OMAHA	314,700	1,960,252	8,498,202	23.0	18,719,365	10.4
FRESNO-HANFD-TULA-VISA	304,100	1,465,119	10,527,463	13.9	19,912,249	7.3

NETWORK COMPENSATION COMPARISONS

TELEVISION MARKETS RANKED BY ADI HOUSEHOLDS

TELEVISION MARKETS	ADI HOUSEHOLDS	NETWORK COMPENSATION	NATIONAL/ REGIONAL REVENUES	NETWK COMP AS PCT OF NAT'L/REG'L	TOTAL REVENUES	NETWK COMP AS PCT OF TOTAL REV'S
CEDAR RAPIDS-WATERLOO	296,000	1,465,655	5,537,831	26.4	12,337,167	11.8
SPRINGFD-DECTR-CHAM-UR	288,800	1,810,346	5,831,045	31.0	15,527,944	11.6
JOHNSTOWN-ALTOONA	287,500	2,321,646	3,886,092	59.7	8,867,508	26.1
CHATTANOOGA	283,600	1,141,290	4,846,069	23.5	10,544,662	10.8
DAVENPT-ROCK IS-MOLINE	282,800	1,603,042	6,132,106	26.1	12,277,331	13.0
SPOKANE	282,300	1,332,490	9,325,382	14.2	13,838,817	9.6
PADUCAH-CAPE GIRAR-HAR	278,000	1,680,323	4,451,845	37.7	9,612,888	17.4
ALBUQUERQUE	276,200	1,388,746	6,715,260	20.6	16,164,537	8.5
SOUTH BEND-ELKHART	269,800	1,132,144	5,109,357	22.1	10,854,330	10.4
PORTLAND-POLAND SPRING	267,300	1,264,299	4,980,403	25.3	10,025,178	12.6
YOUNGSTOWN	251,100	1,014,650	7,169,701	14.1	9,514,093	10.6
LINCOLN-HASTNG-KEARNEY	240,600	1,038,409	4,887,610	21.2	9,079,116	11.4
JACKSON,MS	239,400	1,494,466	4,461,576	33.4	11,025,306	13.5
JOHNSN CTY-KNGSPT-BRST	239,100	1,266,387	4,460,452	28.3	8,242,203	15.3
HONOLULU	237,700	1,073,476	2,833,064	37.8	21,878,108	4.9
SPRINGFIELD	234,200	1,367,361	3,708,978	36.8	9,163,918	14.9
EVANSVILLE	214,000	1,120,397	3,681,462	30.4	10,126,663	11.0
PEORIA	211,800	1,186,358	4,872,327	24.3	10,736,398	11.0
LEXINGTON	211,000	1,186,550	7,310,021	16.2	11,816,776	10.0
BURLINGTON-PLATTSBURGH	208,000	1,448,818	4,552,246	31.8	8,335,984	17.3
TUCSON	203,700	918,811	6,487,268	14.1	13,744,485	6.6
SIOUX FALLS-MITCHELL	201,000	1,376,550	3,788,696	36.3	6,828,733	20.1
GREENVL-WASH-NEW BERN	196,000	1,323,849	5,992,371	22.0	10,398,406	12.7
BATON ROUGE	194,300	1,712,803	5,221,094	32.8	15,137,719	11.3
HUNTSVILLE-DECATUR	191,000	875,383	3,555,971	24.6	7,756,104	11.2
AUSTIN	190,700	984,431	6,655,111	14.7	11,684,732	8.4
FORT WAYNE	189,200	962,158	4,955,526	19.4	11,242,242	8.5
COLUMBIA, SC	188,800	1,716,391	5,881,968	29.1	11,627,152	14.7
ROCKFORD-FREEPORT	180,900	1,301,820	3,470,235	37.5	9,537,821	13.6
FARGO-VALLEY CITY	180,600	1,003,063	3,213,639	31.2	8,181,185	12.2
COLORADO SPRGS-PUEBLO	179,600	827,663	5,302,320	15.6	10,031,367	8.2
MADISON	175,200	1,205,318	5,856,288	20.5	10,671,801	11.2
EL PASO	172,500	744,831	3,378,294	22.0	9,721,805	7.6
MONROE-EL DORADO	170,900	1,358,908	3,081,825	44.0	7,314,114	18.5
DULUTH-SUPERIOR	165,400	1,235,144	3,350,353	36.8	7,134,049	17.3

NETWORK COMPENSATION COMPARISONS

TELEVISION MARKETS RANKED BY ADI HOUSEHOLDS

TELEVISION MARKETS	ADI HOUSEHOLDS	NETWORK COMPENSATION	NATIONAL/ REGIONAL REVENUES	NETWK COMP AS PCT OF NAT'L/REG'L	TOTAL REVENUES	NETWK COMP AS PCT OF TOTAL REV'S
AUGUSTA	160,500	1,570,043	3,624,453	43.3	9,101,696	17.2
TERRE HAUTE	160,200	1,669,653	2,380,264	70.1	6,863,127	24.3
WICHITA FALLS-LAWTON	160,000	804,093	2,367,623	33.9	6,815,127	11.7
SALINS-MONTRY-SAN JOSE	154,100	815,705	5,748,407	14.1	14,571,040	5.5
JOPLIN-PITTSBURG	153,400	1,300,839	2,537,275	51.2	5,708,396	22.7
SAVANNAH	152,200	941,430	2,669,732	35.2	6,615,863	14.2
AMARILLO	150,100	785,570	2,979,458	26.3	6,567,242	11.9
TRAVERSE CITY-CADILLAC	149,300	710,506	2,555,751	27.8	4,830,890	14.7
MONTGOMERY	147,700	1,427,498	4,224,048	33.7	8,782,346	16.2
BEAUMONT-PORT ARTHUR	146,900	958,906	2,686,641	35.6	9,001,784	10.6
COLUMBUS, GA	146,300	1,728,674	2,492,376	69.3	8,371,027	20.6
BINGHAMTON	145,000	1,259,900	2,387,711	52.7	6,128,439	20.5
SIOUX CITY	144,900	1,240,787	2,475,395	50.1	6,858,928	18.0
CHARLESTON	144,200	974,123	4,656,651	20.9	9,475,658	10.2
LUBBOCK	143,000	1,149,810	2,721,529	42.2	8,075,647	14.2
YAKIMA-PASCO	139,000	853,051	3,204,610	26.6	6,888,169	12.3
CORPUS CHRISTI	133,000	1,029,067	2,443,094	42.1	8,096,926	12.7
ROCHSTR-AUSTN-MASON CY	132,800	991,051	2,734,545	36.2	6,145,676	16.1
ERIE	132,600	1,124,857	1,864,833	60.3	6,152,421	18.2
LAS VEGAS-HENDERSON	129,900	974,354	3,953,238	24.6	14,597,536	6.6
COLUMBIA-JEFFERSON CTY	125,300	1,004,314	2,153,497	46.6	5,164,336	19.4
BOISE-NAMPA	122,800	1,039,928	3,145,035	33.0	7,510,765	13.8
FORT MYERS-NAPLES	120,800	825,923	3,264,290	25.3	7,861,037	10.5
BANGOR	112,800	1,037,409	1,995,674	51.9	4,959,576	20.9
RENO	111,500	593,921	2,298,021	25.8	7,549,674	7.8
ODESSA-MIDLND-MONAHANS	110,300	951,358	2,257,232	42.1	5,640,640	16.8
ALBANY-TALLAHSE-THOMVL	106,100	1,263,734	5,584,261	22.6	9,253,126	13.6
BAKERSFIELD	99,000	906,326	3,846,129	23.5	6,724,566	13.4
ABILENE-SWEETWATER	97,100	796,502	1,477,240	53.9	4,173,302	19.0
FORT SMITH	79,400	935,846	960,550	97.4	3,805,597	24.5
IDAHO FALLS-POCATELLO	78,200	657,180	2,064,034	31.8	3,660,365	17.9
ANCHORAGE	64,600	349,176	1,287,228	27.1	5,310,833	6.5

NETWORK COMPENSATION GROWTH 1978 - 1979
 COMPENSATION PER HOUSEHOLD

MARKETS RANKED ON BASIS OF AMOUNT OF NETWORK COMPENSATION

TELEVISION MARKETS	1979 NETWORK COMPENSATION	% OF GROWTH	ADI HOUSEHOLDS	NETWORK COMP. PER HOUSEHOLD
NEW YORK	17,914,518	4.4	6,375,500	2.81
LOS ANGELES	11,058,483	6.9	3,882,800	2.85
CHICAGO	8,286,616	3.0	2,806,600	2.95
PHILADELPHIA	7,726,832	1.8	2,364,000	3.27
DETROIT	6,285,891	1.4	1,590,700	3.95
BOSTON	5,726,595	4.3	1,788,300	3.20
CLEVELAND	5,433,208	7.2	1,304,200	4.17
CHARLOTTE	5,301,364	19.3	530,900	9.99
SAN FRANCISCO-OAKLAND	4,826,171	5.4	1,830,700	2.64
PITTSBURGH	4,581,930	.2-	1,098,900	4.17
WASHINGTON	4,036,488	13.2	1,363,900	2.96
DAYTON	3,997,265	11.2	432,300	9.25
HART-NW HVN-NW BRT-WAT	3,899,883	7.9	670,400	5.82
PROVIDENCE-NEW BEDFORD	3,809,209	31.5	559,700	6.81
SAN DIEGO	3,618,269	16.6	624,500	5.79
ST. LOUIS	3,606,671	7.7	971,900	3.71
TAMPA-ST. PETERSBURG	3,452,654	20.1	875,900	3.94
BIRMINGHAM	3,371,815	5.0	421,500	8.00
ALBANY-SCHENCT-TROY	3,317,360	4.2	437,200	7.59
MIAMI	3,283,136	13.4	946,900	3.47
CINCINNATI	3,260,720	13.1	635,300	5.13
CHARLESTON-HUNTGN-ASHL	3,258,098	13.9	443,400	7.35
BUFFALO	3,238,292	14.6	624,200	5.19
HOUSTON-GALVESTON	3,219,647	10.5	1,009,500	3.19
MINNEAPOLIS-ST. PAUL	3,190,073	2.8	962,800	3.31
TOLEDO	3,159,107	8.2	381,400	8.28
BALTIMORE	3,087,959	7.0	797,500	3.87
SEATTLE-TACOMA	3,062,557	8.5	845,000	3.62
DALLAS-FORT WORTH	3,024,516	2.0-	1,115,300	2.71
ATLANTA	3,019,444	12.8	902,500	3.35
NEW ORLEANS	2,952,375	11.3	511,400	5.77
LOUISVILLE	2,853,738	8.8	449,200	6.35
MILWAUKEE	2,842,622	6.1	638,700	4.45
KANSAS CITY	2,777,412	12.4	629,300	4.41
GRAND RAPIDS-KALAMAZOO	2,761,955	4.7	472,900	5.84

NETWORK COMPENSATION GROWTH 1978 - 1979
 COMPENSATION PER HOUSEHOLD

MARKETS RANKED ON BASIS OF AMOUNT OF NETWORK COMPENSATION

TELEVISION MARKETS	1979 NETWORK COMPENSATION	% OF GROWTH	ADI HOUSEHOLDS	NETWORK COMP. PER HOUSEHOLD
RALEIGH-DURHAM	2,686,293	4.8	451,800	5.95
COLUMBUS, OH	2,620,923	9.6	546,200	4.80
INDIANAPOLIS-BLOOMNGTN	2,607,432	5.6	762,800	3.42
HARRSBG-LANCAST-YORK-LB	2,567,951	13.1	430,800	5.96
MEMPHIS	2,562,405	22.8	524,000	4.89
SYRACUSE	2,490,740	22.1	340,800	7.31
NASHVILLE	2,421,496	20.7	575,200	4.21
JACKSONVILLE	2,398,956	26.2	324,700	7.39
SACRAMENTO-STOCKTON	2,347,548	7.6	648,500	3.62
JOHNSTOWN-ALTOONA	2,321,646	7.0	287,500	8.08
KNOXVILLE	2,282,635	29.8	349,200	6.54
ORLANDO-DAYTONA BEACH	2,253,283	15.8	468,100	4.81
PORTLAND	2,220,361	6.3	672,500	3.30
DENVER	2,192,336	5.7	694,000	3.16
PHOENIX	2,126,779	5.0	540,300	3.94
OKLAHOMA CITY-ENID	2,105,298	8.4	475,300	4.43
GREENVL-SPARTNBG-ASHVL	2,031,471	13.0	504,800	4.02
NORFK-PORTS-NWPT-HAMPN	2,009,700	14.3	429,000	4.68
OMAHA	1,960,252	8.2	314,700	6.23
SAN ANTONIO	1,932,927	3.5	406,700	4.75
DES MOINES-AMES	1,872,261	7.8	337,100	5.55
GREENSBRO-WINS SLM-H P	1,816,750	36.0	397,600	4.57
SPRINGFD-DECTR-CHAM-UR	1,810,346	14.3	288,800	6.27
FLINT-SAGINAW-BAY CITY	1,800,753	13.4	335,500	4.67
WILKES BARRE-SCRANTON	1,764,803	7.6	456,100	3.87
COLUMBUS, GA	1,728,674	19.0	146,300	11.82
ROCHESTER	1,725,549	6.5	323,200	5.34
ROANOKE-LYNCHBURG	1,722,063	17.2	319,300	5.39
COLUMBIA, SC	1,716,391	25.6	188,800	9.09
BATON ROUGE	1,712,803	3.0	194,300	8.82
PADUCAH-CAPE GIRAR-HAR	1,680,323	25.2	278,000	6.04
SALT LK CTY-OGDEN-PROV	1,674,985	7.0	423,900	3.95
TERRE HAUTE	1,669,653	15.1	160,200	10.42
DAVENPT-ROCK IS-MOLINE	1,603,042	3.0	232,800	5.67
TULSA	1,587,835	7.8	397,800	3.99

NETWORK COMPENSATION GROWTH 1978 - 1979
 COMPENSATION PER HOUSEHOLD

MARKETS RANKED ON BASIS OF AMOUNT OF NETWORK COMPENSATION

TELEVISION MARKETS	1979 NETWORK COMPENSATION	% OF GROWTH	ADI HOUSEHOLDS	NETWORK COMP. PER HOUSEHOLD
AUGUSTA	1,570,043	9.2	160,500	9.78
RICHMOND-PETERSBURG	1,570,027	3.1	381,600	4.11
GREEN BAY	1,569,430	15.1	320,000	4.90
SHREVEPORT-TEXARKANA	1,546,397	7.0	360,900	4.23
JACKSON,MS	1,494,466	18.0	239,400	6.24
CEDAR RAPIDS-WATERLOO	1,465,655	12.6	296,000	4.95
FRESNO-HANFD-TULA-VISA	1,465,119	8.3	304,100	4.82
WICHITA-HUTCHISON	1,462,972	13.8	393,300	3.72
BURLINGTON-PLATTSBURGH	1,448,818	19.3	208,000	6.97
MONTGOMERY	1,427,498	24.0	147,700	9.66
MOBILE-PENSACOLA	1,417,959	8.9	337,700	4.20
ALBUQUERQUE	1,388,746	29.6	276,200	5.03
SIOUX FALLS-MITCHELL	1,376,550	12.9	201,000	6.85
SPRINGFIELD	1,367,361	12.0	234,200	5.84
MONROE-EL DORADO	1,358,908	12.7	170,900	7.95
SPOKANE	1,332,490	7.4	282,300	4.72
GREENVL-WASH-NEW BERN	1,323,849	22.6	196,000	6.75
ROCKFORD-FREEPORT	1,301,820	7.7	180,900	7.20
JOPLIN-PITTSBURG	1,300,839	10.6	153,400	8.48
LITTLE ROCK	1,298,176	9.6	378,800	3.43
JOHNSN CTY-KNGSPT-BRST	1,266,387	8.5	239,100	5.30
PORTLAND-POLAND SPRING	1,264,299	9.0	267,300	4.73
ALBANY-TALLAHSE-THOMVL	1,263,734	10.6	106,100	11.91
BINGHAMTON	1,259,900	8.8	145,000	8.69
SIOUX CITY	1,240,787	4.6	144,900	8.56
DULUTH-SUPERIOR	1,235,144	7.4	165,400	7.47
MADISON	1,205,318	3.1	175,200	6.88
LEXINGTON	1,186,550	29.7	211,000	5.62
PEORIA	1,136,358	12.0	211,800	5.60
LUBBOCK	1,149,810		143,000	8.04
CHATTANOOGA	1,141,290	10.5	283,600	4.02
SOUTH BEND-ELKHART	1,132,144	9.7	269,800	4.20
ERIE	1,124,857	5.4	132,600	8.48
EVANSVILLE	1,120,397	4.8	214,000	5.24
HONOLULU	1,073,476	3.8-	237,700	4.52

NETWORK COMPENSATION GROWTH 1978 - 1979
 COMPENSATION PER HOUSEHOLD

MARKETS RANKED ON BASIS OF AMOUNT OF NETWORK COMPENSATION

TELEVISION MARKETS	1979 NETWORK COMPENSATION	% OF GROWTH	ADI HOUSEHOLDS	NETWORK COMP. PER HOUSEHOLD
BOISE-NAMPA	1,039,928	.8-	122,800	8.47
LINCOLN-HASTNG-KEARNEY	1,038,409	3.6	240,600	4.32
BANGOR	1,037,409	11.7	112,800	9.20
CORPUS CHRISTI	1,029,067	23.4	133,000	7.74
YOUNGSTOWN	1,014,650	6.9	251,100	4.04
COLUMBIA-JEFFERSON CTY	1,004,314	27.1	125,300	8.02
FARGO-VALLEY CITY	1,003,063	10.2	180,600	5.55
ROCHSTR-AUSTN-MASON CY	991,051	7.6	132,800	7.46
AUSTIN	984,431	7.0	190,700	5.16
LAS VEGAS-HENDERSON	974,354	72.9	129,900	7.50
CHARLESTON	974,123	10.9	144,200	6.76
FORT WAYNE	962,158	6.0	189,200	5.09
BEAUMONT-PORT ARTHUR	958,906	4.3	146,900	6.53
ODESSA-MIDLND-MONAHANS	951,358	23.0	110,300	8.63
SAVANNAH	941,430	7.7	152,200	6.19
FORT SMITH	935,846	13.2	79,400	11.79
TUCSON	918,811	.9	203,700	4.51
BAKERSFIELD	906,326	11.1	99,000	9.15
HUNTSVILLE-DECATUR	875,383	3.7-	191,000	4.58
YAKIMA-PASCO	853,051	15.3	139,000	6.14
COLORADO SPRGS-PUEBLO	827,663	14.1	179,600	4.61
FORT MYERS-NAPLES	825,923	30.8	120,800	6.84
SALINS-MONTRY-SAN JOSE	815,705	14.5-	154,100	5.29
WICHITA FALLS-LAWTON	804,093	19.5	160,000	5.03
ABILENE-SWEETWATER	796,502		97,100	8.20
AMARILLO	785,570	3.2	150,100	5.23
EL PASO	744,831	6.4	172,500	4.32
TRAVERSE CITY-CADILLAC	710,506	6.7-	149,300	4.76
IDAHO FALLS-POCATELLO	657,180	3.6	78,200	8.40
RENO	593,921	8.5	111,500	5.33
ANCHORAGE	349,176	2.2	64,600	5.41
SAN JUAN-CAGUAS	0		3,506,000	

BARTER REPORT BY MARKET SIZE

TELEVISION MARKETS RANKED BY ADI HOUSEHOLDS

TELEVISION MARKETS	ADI HOUSEHOLDS	BARTER	NATIONAL/ REGIONAL REVENUES	BARTER AS PCT OF NAT'L/REG'L	TOTAL REVENUES	BARTER AS PCT OF TOTAL REV'S
NEW YORK	6,375,500	6,927,733	180,919,020	3.8	311,557,455	2.2
LOS ANGELES	3,882,800	6,756,796	164,675,313	4.1	292,093,338	2.3
SAN JUAN-CAGUAS	3,506,000	1,119,661	34,831,124	3.2	34,069,685	3.2
CHICAGO	2,806,600	2,696,329	141,404,328	1.9	186,142,279	1.4
PHILADELPHIA	2,364,000	3,051,970	92,828,110	3.2	126,453,759	2.4
SAN FRANCISCO-OAKLAND	1,830,700	3,519,925	85,963,272	4.0	139,236,740	2.5
BOSTON	1,788,300	2,622,863	87,345,148	3.0	115,272,937	2.2
DETROIT	1,590,700	1,826,978	71,186,198	2.5	104,607,093	1.7
WASHINGTON	1,363,900	1,870,166	65,194,235	2.8	87,782,681	2.1
CLEVELAND	1,304,200	1,922,613	44,646,061	4.3	72,420,317	2.6
DALLAS-FORT WORTH	1,115,300	2,135,250	65,022,115	3.2	96,426,066	2.2
PITTSBURGH	1,098,900	2,628,460	44,281,391	5.9	64,631,520	4.0
HOUSTON-GALVESTON	1,009,500	660,975	67,809,212	.9	92,291,752	.7
ST. LOUIS	971,900	2,453,800	40,084,997	6.1	63,145,372	3.8
MINNEAPOLIS-ST. PAUL	962,800	1,422,930	40,787,158	3.4	64,863,368	2.1
MIAMI	946,900	2,018,287	41,585,722	4.8	72,880,050	2.7
ATLANTA	902,500	1,947,634	56,075,627	3.4	81,214,236	2.3
TAMPA-ST. PETERSBURG	875,900	1,254,811	29,999,208	4.1	52,415,995	2.3
SEATTLE-TACOMA	845,000	912,270	44,588,203	2.0	64,801,683	1.4
BALTIMORE	797,500	1,564,659	35,496,125	4.4	53,503,387	2.9
INDIANAPOLIS-BLOOMNGTN	762,800	745,888	29,793,672	2.5	51,222,226	1.4
DENVER	694,000	1,173,302	38,467,413	3.0	64,491,486	1.8
PORTLAND	672,500	628,513	28,755,620	2.1	42,080,783	1.4
HART-NW HVN-NW BRT-WAT	670,400	438,458	25,821,125	1.6	37,679,159	1.1
SACRAMENTO-STOCKTON	648,500	613,207	28,977,127	2.1	45,121,986	1.3
MILWAUKEE	638,700	816,953	23,734,032	3.4	41,847,090	1.9
CINCINNATI	635,300	1,359,926	19,706,858	6.9	43,854,287	3.1
KANSAS CITY	629,300	667,939	26,009,736	2.5	43,209,331	1.5
SAN DIEGO	624,500	545,447	28,039,394	1.9	43,895,969	1.2
BUFFALO	624,200	1,159,585	24,335,120	4.7	37,718,251	3.0
NASHVILLE	575,200	717,636	14,422,815	4.9	27,718,264	2.5
PROVIDENCE-NEW BEDFORD	559,700	922,868	14,362,560	6.4	24,009,502	3.8
COLUMBUS, OH	546,200	872,144	17,824,579	4.8	34,590,146	2.5
PHOENIX	540,300	988,580	31,110,226	3.1	50,094,329	1.9
CHARLOTTE	530,900	1,734,119	18,364,308	9.4	33,303,193	5.2

BARTER REPORT BY MARKET SIZE
 TELEVISION MARKETS RANKED BY ADI HOUSEHOLDS

TELEVISION MARKETS	ADI HOUSEHOLDS	BARTER	NATIONAL/REGIONAL REVENUES	BARTER AS PCT OF NAT'L/REG'L	TOTAL REVENUES	BARTER AS PCT OF TOTAL REV'S
MEMPHIS	524,000	1,117,769	14,851,682	7.5	30,309,519	3.6
NEW ORLEANS	511,400	736,903	15,762,910	4.6	40,696,630	1.8
GREENVL-SPARTNBG-ASHVL	504,800	626,765	15,699,420	3.9	22,326,173	2.8
OKLAHOMA CITY-ENID	475,300	713,028	15,788,774	4.5	32,574,150	2.1
GRAND RAPIDS-KALAMAZOO	472,900	402,839	12,686,435	3.1	23,045,729	1.7
ORLANDO-DAYTONA BEACH	468,100	685,281	17,000,686	4.0	28,886,946	2.3
WILKES BARRE-SCRANTON	456,100	486,735	6,545,280	7.4	12,774,129	3.8
RALEIGH-DURHAM	451,800	583,503	12,770,629	4.5	20,861,752	2.7
LOUISVILLE	449,200	1,235,212	13,448,079	9.1	27,893,990	4.4
CHARLESTON-HUNTGN-ASHL	443,400	341,328	8,609,291	3.9	17,098,880	1.9
ALBANY-SCHENCT-TROY	437,200	562,335	12,223,274	4.6	22,331,300	2.5
DAYTON	432,300	484,450	12,397,717	3.9	25,840,981	1.8
HARRSBG-LANCST-YORK-LB	430,800	374,226	10,308,131	3.6	17,046,113	2.1
NORFK-PORTS-NWPT-HAMPN	429,000	815,828	9,075,078	8.9	22,860,991	3.5
SALT LK CTY-OGDEN-PROV	423,900	819,150	16,287,653	5.0	31,241,117	2.6
BIRMINGHAM	421,500	429,814	14,412,896	2.9	23,726,300	1.8
SAN ANTONIO	406,700	695,605	12,112,894	5.7	26,311,564	2.6
TULSA	397,800	265,993	9,064,700	2.9	21,859,661	1.2
GREENSBRO-WINS SLM-H P	397,600	467,042	9,978,715	4.6	18,539,320	2.5
WICHITA-HUTCHISON	393,300	348,648	6,744,392	5.1	15,391,149	2.2
FLINT-SAGINAW-BAY CITY	385,500	416,306	9,213,047	4.5	17,494,236	2.3
RICHMOND-PETERSBURG	381,600	507,290	8,032,366	6.3	16,127,136	3.1
TOLEDO	381,400	309,062	7,887,939	3.9	18,620,094	1.6
LITTLE ROCK	378,800	822,100	6,963,675	11.8	18,259,116	4.5
SHREVEPORT-TEXARKANA	360,900	130,859	5,732,830	2.2	12,573,514	1.0
KNOXVILLE	349,200	407,550	7,180,217	5.6	15,370,671	2.6
SYRACUSE	340,800	563,664	9,922,978	5.6	17,773,215	3.1
MOBILE-PENSACOLA	337,700	160,617	8,142,414	1.9	13,677,936	1.1
DES MOINES-AMES	337,100	348,856	8,037,204	4.3	15,240,187	2.2
JACKSONVILLE	324,700	466,491	14,202,116	3.2	21,791,063	2.1
ROCHESTER	323,200	406,248	11,398,044	3.5	19,569,125	2.0
GREEN BAY	320,000	220,935	6,174,727	3.5	14,853,284	1.4
ROANOKE-LYNCHBURG	319,300	221,189	6,501,668	3.4	12,094,516	1.8
OMAHA	314,700	234,228	8,498,202	2.7	18,719,365	1.2
FRESNO-HANFD-TULA-VISA	304,100	826,197	10,527,463	7.8	19,912,249	4.1

BARTER REPORT BY MARKET SIZE

TELEVISION MARKETS RANKED BY ADI HOUSEHOLDS

TELEVISION MARKETS	ADI HOUSEHOLDS	BARTER	NATIONAL/ REGIONAL REVENUES	BARTER AS PCT OF NAT'L/REG'L	TOTAL REVENUES	BARTER AS PCT OF TOTAL REV'S
CEDAR RAPIDS-WATERLOO	296,000	273,260	5,537,831	4.9	12,337,167	2.2
SPRINGFD-DECTR-CHAM-UR	288,800	250,055	5,831,045	4.2	15,527,944	1.6
JOHNSTOWN-ALTOONA	287,500	131,516	3,886,092	3.3	8,867,508	1.4
CHATTANOOGA	283,600	431,689	4,846,069	8.9	10,544,662	4.0
DAVENPT-ROCK IS-MOLINE	282,800	256,395	6,132,106	4.1	12,277,331	2.0
SPOKANE	282,300	182,664	9,325,382	1.9	13,838,817	1.3
PADUCAH-CAPE GIRAR-HAR	278,000	39,941	4,451,845	.8	9,612,838	.4
ALBUQUERQUE	276,200	377,841	6,715,260	5.6	16,164,537	2.3
SOUTH BEND-ELKHART	269,800	387,669	5,109,357	7.5	10,854,330	3.5
PORTLAND-POLAND SPRING	267,300	156,589	4,980,403	3.1	10,025,178	1.5
YOUNGSTOWN	251,100	259,253	7,169,701	3.6	9,514,093	2.7
LINCOLN-HASTNG-KEARNEY	240,600	150,712	4,887,610	3.0	9,079,116	1.6
JACKSON,MS	239,400	160,744	4,461,576	3.6	11,025,306	1.4
JOHNSN CTY-KNGSPT-BRST	239,100	225,065	4,460,452	5.0	8,242,203	2.7
HONOLULU	237,700	772,194	2,833,064	27.2	21,878,108	3.5
SPRINGFIELD	234,200	236,860	3,708,978	6.3	9,163,918	2.5
EVANSVILLE	214,000	189,931	3,681,462	5.1	10,126,663	1.8
PEORIA	211,800	329,120	4,872,327	6.7	10,736,398	3.0
LEXINGTON	211,000	346,105	7,310,021	4.7	11,816,776	2.9
BURLINGTON-PLATTSBURGH	208,000	117,121	4,552,246	2.5	8,335,984	1.4
TUCSON	203,700	395,646	6,487,268	6.0	13,744,485	2.8
SIOUX FALLS-MITCHELL	201,000	92,644	3,788,696	2.4	6,828,733	1.3
GREENVL-WASH-NEW BERN	196,000	215,018	5,992,371	3.5	10,398,406	2.0
BATON ROUGE	194,300	84,677	5,221,094	1.6	15,137,719	.5
HUNTSVILLE-DECATUR	191,000	167,985	3,555,971	4.7	7,756,104	2.1
AUSTIN	190,700	139,056	6,655,111	2.0	11,684,732	1.1
FORT WAYNE	189,200	544,290	4,955,526	10.9	11,242,242	4.8
COLUMBIA,SC	188,800	90,833	5,881,968	1.5	11,627,152	.7
ROCKFORD-FREEPORT	180,900	193,594	3,470,235	5.5	9,537,821	2.0
FARGO-VALLEY CITY	180,600	67,809	3,213,639	2.1	8,181,185	.8
COLORADO SPRGS-PUEBLO	179,600	123,962	5,302,320	2.3	10,031,367	1.2
MADISON	175,200	287,949	5,856,288	4.9	10,671,801	2.6
EL PASO	172,500	200,146	3,378,294	5.9	9,721,805	2.0
MONROE-EL DORADO	170,900	304,711	3,081,825	9.8	7,314,114	4.1
DULUTH-SUPERIOR	165,400	169,803	3,350,353	5.0	7,134,049	2.3

BARTER REPORT BY MARKET SIZE

TELEVISION MARKETS RANKED BY ADI HOUSEHOLDS

TELEVISION MARKETS	ADI HOUSEHOLDS	BARTER	NATIONAL/ REGIONAL REVENUES	BARTER AS PCT OF NAT'L/REG'L	TOTAL REVENUES	BARTER AS PCT OF TOTAL REV'S
AUGUSTA	160,500	299,574	3,624,453	8.2	9,101,696	3.2
TERRE HAUTE	160,200	182,561	2,380,264	7.6	6,863,127	2.6
WICHITA FALLS-LAWTON	160,000	203,783	2,367,623	8.6	6,815,127	2.9
SALINS-MONTRY-SAN JOSE	154,100	595,288	5,748,407	10.3	14,571,040	4.0
JOPLIN-PITTSBURG	153,400	63,442	2,537,275	2.5	5,708,396	1.1
SAVANNAH	152,200	104,974	2,669,732	3.9	6,615,863	1.5
AMARILLO	150,100	114,297	2,979,458	3.8	6,567,242	1.7
TRAVERSE CITY-CADILLAC	149,300	273,758	2,555,751	10.7	4,830,890	5.6
MONTGOMERY	147,700	94,890	4,224,048	2.2	8,782,346	1.0
BEAUMONT-PORT ARTHUR	146,900	111,914	2,686,641	4.1	9,001,784	1.2
COLUMBUS, GA	146,300	161,267	2,492,376	6.4	8,371,027	1.9
BINGHAMTON	145,000	229,026	2,387,711	9.5	6,128,439	3.7
SIOUX CITY	144,900	255,868	2,475,395	10.3	6,858,928	3.7
CHARLESTON	144,200	322,264	4,656,651	6.9	9,475,658	3.4
LUBBOCK	143,000	177,308	2,721,529	6.5	8,075,647	2.1
YAKIMA-PASCO	139,000	201,764	3,204,610	6.2	6,888,169	2.9
CORPUS CHRISTI	133,000	145,576	2,443,094	5.9	8,096,926	1.7
ROCHSTR-AUSTN-MASON CY	132,800	86,774	2,734,545	3.1	6,145,676	1.4
ERIE	132,600	79,417	1,864,833	4.2	6,152,421	1.2
LAS VEGAS-HENDERSON	129,900	163,987	3,953,238	4.1	14,597,536	1.1
COLUMBIA-JEFFERSON CTY	125,300	256,595	2,153,497	11.9	5,164,336	4.9
BOISE-NAMPA	122,800	133,243	3,145,035	4.2	7,510,765	1.7
FORT MYERS-NAPLES	120,800	132,890	3,264,290	4.0	7,861,037	1.6
BANGOR	112,800	185,085	1,995,674	9.2	4,959,576	3.7
RENO	111,500	75,705	2,298,021	3.2	7,549,674	1.0
ODESSA-MIDLND-MONAHANS	110,300	82,983	2,257,232	3.6	5,640,640	1.4
ALBANY-TALLAHSE-THOMVL	106,100	131,176	5,584,261	2.3	9,253,126	1.4
BAKERSFIELD	99,000	51,607	3,846,129	1.3	6,724,566	.7
ABILENE-SWEETWATER	97,100	188,507	1,477,240	12.7	4,173,302	4.5
FORT SMITH	79,400	50,730	960,550	5.2	3,805,597	1.3
IDAHO FALLS-POCATELLO	78,200	90,188	2,064,034	4.3	3,660,365	2.4
ANCHORAGE	64,600	353,456	1,287,228	27.4	5,310,833	6.6

TIC's FCC TELEVISION FINANCIAL DATA ANALYSIS

COMMENTS AND ORDER FORM

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Television Information Center
575 Lexington Avenue
New York, NY 10022

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