

DUNCAN'S RADIO MARKET GUIDE

1988 Edition



James H. Duncan, Jr.

DUNCAN'S RADIO MARKET GUIDE

1988 EDITION

Compiled and edited by:

JAMES H. DUNCAN, JR.
DUNCAN'S AMERICAN RADIO, INC.
BOX 2966
KALAMAZOO, MI 49003

January 1988

COPYRIGHT NOTICE

All materials and data in this book are copyrighted and may not be reproduced in any way without permission from Duncan's American Radio, Inc. All rights are reserved and all rights are protected.

Various sections or items are copyrighted by others and protected by their copyright.

Certain figures and projections are used with the permission of "Sales and Marketing Management" magazine. That data is copyrighted by S&MM Survey of Buying Power, 1987 and further reproduction is not permitted.

Copyright © 1988 by James Duncan, Jr.

This book may not be reproduced in whole or part by mimeograph or any other means without permission.

PRINTED IN THE UNITED STATES OF AMERICA.

If you wish to use some of the data or would like to reproduce certain sections please contact James Duncan, Jr.

Every effort has been made to make this book as accurate as humanly possible. However, we are responsible for errors only to the extent that subscribers will be notified if such action is justified.

Please feel free to make any comments or suggestions you have at any time. I urge you to do so. I can be reached at the following address:

JAMES H. DUNCAN, JR.
DUNCAN'S AMERICAN RADIO, INC.
BOX 2966
KALAMAZOO, MI 49003

(616) 342-1356

INTRODUCTION

Welcome to the fifth annual edition of Duncan's Radio Market Guide. I am proud that this book continues to be the most reliable, most used and most trusted source of radio revenue information available to our industry. In order to maintain this position I have made some important improvements to this new edition.

First of all I have updated many tables including:

- A. Ethnic Breakdowns
- B. Income Breakdowns
- C. Education Levels
- D. Employment Breakdowns

Previously I used data gleaned from Bureau of the Census data. That data was based on the 1980 census and it was getting pretty old. Now I am most pleased that Ed Spar, president of Market Statistics has allowed me access to their figures. The Market Statistics data is up to date, accurate and it corresponds to the Arbitron metros. This is a great improvement and I am really happy about it.

I have added additional stations in the "Highest Billing Stations" category. Each year I try to add one or two stations in each market. My goal is to eventually add as many stations as it takes to represent 90% of radio billings.

Due to your overwhelming demand (actually two of three of you requested it...but that was enough) I have brought back the Weather Data section for most markets.

A new feature is the "Manager's Comment" section. If a manager made a particularly interesting comment about their market I included it anonymously. Some of them are pretty tough.

In 1986 I began to make revenue projections based on my own experience and instincts instead of blindly adhering to a growth rate based on past performance. I have continued this practice this year and have expanded it. For about 60% of the markets I based revenue projections on my estimates rather than 5 year compound growth rates.

I believe this is a conservative course to follow and a responsible course. My revenue projections have been far more accurate than others in the industry and I plan to keep it that way.

As always, I thank you for your business and I welcome your comments and suggestions.

James H. Duncan, Jr.

January 1988

INDEX

Page 1 Stations with 1987 Billings in Excess of \$10,000,000
50 Markets with Highest Revenue: 1982, 1987, 1992

Pages 2-4 Estimated Radio Revenue by Market: 1982, 1987, 1992

Page 5 Most Admired Radio Groups
Most Admired Radio Stations

Page 6 America's Highest Billing Radio Groups

Pages 7-8 Duncan's Radio Market Rankings

Pages 9-15 Radio Market Ranking: A Mathematical Market Index

Pages 16-21 Explanations and Comments

INDIVIDUAL MARKET REPORTS IN ALPHABETICAL ORDER

Akron	Davenport-Rock Island-Moline	Los Angeles	Sacramento
Albany-Schenectady-Troy	Dayton	Louisville	Saginaw-Bay City-Midland
Albuquerque	Denver	Lubbock	St. Louis
Allentown-Bethlehem	Des Moines	Macon	Salinas-Seaside-Monterey
Altoona	Detroit	Madison	Salt Lake City
Amarillo	Duluth	Manchester	San Antonio
Anchorage	El Paso	McAllen-Brownsville	San Diego
Appleton-Oshkosh	Erie	Memphis	San Francisco
Asheville	Eugene-Springfield	Miami-Fort Lauderdale	San Jose
Atlanta	Evansville	Milwaukee	Sarasota-Bradenton
Atlantic City	Fargo	Minneapolis-St. Paul	Savannah
Augusta, GA	Fayetteville, NC	Mobile	Seattle-Tacoma
Austin	Flint	Modesto	Shreveport
Bakersfield	Fort Wayne	Montgomery	Sioux Falls
Baltimore	Fresno	Nashville	South Bend
Baton Rouge	Grand Rapids	New Haven	Spokane
Beaumont	Green Bay	New Orleans	Springfield, MA
Billings	Greensboro-Winston Salem	New York	Springfield, MO
Binghamton	Greenville-Spartanburg	Norfolk	Steubenville
Birmingham	Harrisburg	Oklahoma City	Syracuse
Bloomington, IL	Hartford	Omaha	Tallahassee
Boise	Honolulu	Orlando	Tampa-St. Petersburg
Boston	Houston	Oxnard-Ventura	Terre Haute
Bridgeport	Huntington, WV	Pensacola	Toledo
Buffalo-Niagara Falls	Huntsville	Peoria	Topeka
Canton	Jackson, MS	Philadelphia	Tucson
Casper	Jacksonville	Phoenix	Tulsa
Cedar Rapids	Johnson City-Kingsport-Bristol	Pittsburgh	Utica-Rome
Charleston, SC	Johnstown	Portland, ME	Waco
Charleston, WV	Kalamazoo	Portland, OR	Washington
Charlotte	Kansas City	Portsmouth-Dover	Waterloo-Cedar Falls
Chattanooga	Knoxville	Providence	West Palm Beach
Chicago	Lafayette, LA	Pueblo	Wheeling
Cincinnati	Lakeland	Raleigh	Wichita
Cleveland	Lancaster	Reno	Wilkes Barre-Scranton
Colorado Springs	Lansing	Richmond	Wilmington, DE
Columbia, SC	Las Vegas	Riverside-San Bernardino	Wilmington, NC
Columbus, GA	Lexington	Roanoke	Worcester
Columbus, OH	Lincoln	Rochester	York
Corpus Christi	Little Rock	Rockford	Youngstown
Dallas-Fort Worth			

STATIONS WITH 1987 BILLING ESTIMATED TO BE IN EXCESS OF \$10,000,000

1. WGN	Chicago	\$31,000,000	23. KMPC	Los Angeles	\$15,600,000	45. KNBR	San Francisco	\$11,500,000
2. KIIS A/F	Los Angeles	29,000,000	24. KNX	Los Angeles	15,400,000	46. WXXS-F	Boston	11,100,000
3. KABC	Los Angeles	24,000,000	25. KLSX-F	Los Angeles	15,000,000	47. WSB	Atlanta	11,000,000
4. WINS	New York	23,000,000	26. WMMR-F	Philadelphia	14,600,000	26. WHDH	Boston	11,000,000
5. KGO	San Francisco	20,000,000	27. WNEW-F	New York	14,300,000	WBAP	Dallas-FW	11,000,000
6. WCCO	Minneapolis	19,000,000	28. WMAL	Washington	14,000,000	KMJQ-F	Houston	11,000,000
WHTZ-F	New York	19,000,000	WGCI A/F	Chicago	14,000,000	WKYS-F	Washington	11,000,000
KPWR-F	Los Angeles	19,000,000	30. KCBS	San Francisco	13,500,000	WABC	New York	11,000,000
9. WJR	Detroit	18,600,000	WRKS-F	New York	13,500,000	53. KPLX-F	Dallas-FW	10,900,000
10. KMOX	St. Louis	18,400,000	32. KYW	Philadelphia	13,400,000	WWDG-F	Washington	10,900,000
11. WOR	New York	18,000,000	33. WBLS-F	New York	13,200,000	55. WGAY-F	Washington	10,800,000
WBBM	Chicago	18,000,000	KROQ-F	Los Angeles	13,200,000	56. KNEW/KSAN	San Francisco	10,800,000
KVIL A/F	Dallas	18,000,000	35. KFNB	Los Angeles	12,900,000	57. <NIX A/F	Phoenix	10,700,000
KIRO	Seattle	18,000,000	36. WQXI A/F	Atlanta	12,600,000	58. KBIG-F	Los Angeles	10,600,000
KOST-F	Los Angeles	18,000,000	37. WLUP A/F	Chicago	12,500,000	WNSR-F	New York	10,600,000
KRTH A/F	Los Angeles	18,000,000	KLOS-F	Los Angeles	12,500,000	60. KFMK-F	Houston	10,500,000
17. WPLJ-F	New York	17,700,000	39. KLAC/KZLA-F	Los Angeles	12,400,000	WPAT A/F	New York	10,500,000
WLTW-F	New York	17,700,000	WAOK/WVEE-F	Atlanta	12,400,000	KJOI-F	Los Angeles	10,500,000
19. WRBQ A/F	Tampa	16,500,000	41. WBZ	Boston	12,000,000	63. WJMK-F	Chicago	10,200,000
20. WCBS	New York	16,300,000	WXRK-F	New York	12,000,000	64. WKLS-F	Atlanta	10,000,000
21. WBCN-F	Boston	16,000,000	KIKK A/F	Houston	12,000,000	KKDA-F	Dallas	10,000,000
WCBS-F	New York	16,000,000	KRLD	Dallas	12,000,000	WMGK-F	Philadelphia	10,000,000
						KFMB	San Diego	10,000,000

NOTE: Figures are gross dollars. Estimates based on input from managers and owners in each market and from group CEO's. I also used several formulas which I have developed.

50 MARKETS WITH HIGHEST REVENUE: 1982, 1987, 1992*

1982		1987		1992	
1. Los Angeles	\$190,700,000	1. Los Angeles	\$293,600,000	1. Los Angeles	\$414,400,000
2. New York	174,100,000	2. New York	275,000,000	2. New York	399,400,000
3. Chicago	130,800,000	3. Chicago	192,000,000	3. Chicago	272,700,000
4. San Francisco	102,500,000	4. San Francisco	148,400,000	4. San Francisco	199,600,000
5. Houston	80,100,000	5. Washington	126,000,000	5. Washington	185,200,000
6. Washington	78,500,000	6. Dallas-Fort Worth	116,500,000	6. Philadelphia	167,700,000
7. Dallas-Fort Worth	75,700,000	7. Philadelphia	115,600,000	7. Dallas	158,400,000
8. Philadelphia	73,100,000	8. Boston	104,300,000	8. Boston	150,500,000
9. Boston	70,000,000	9. Houston	100,300,000	9. Atlanta	147,500,000
10. Miami	65,800,000	10. Atlanta	98,900,000	10. Miami	140,400,000
11. Detroit	61,700,000	11. Miami	96,000,000	11. Detroit	136,800,000
12. Atlanta	51,500,000	12. Detroit	96,000,000	12. Houston	134,100,000
13. Seattle	50,300,000	13. Seattle	67,600,000	13. San Diego	100,600,000
14. St. Louis	48,100,000	14. San Diego	66,900,000	14. Phoenix	100,400,000
15. Minneapolis	45,100,000	15. Phoenix	65,500,000	15. Seattle	93,800,000
16. Denver	44,000,000	16. Minneapolis	63,000,000	16. Minneapolis	87,300,000
17. San Diego	40,800,000	17. St. Louis	60,000,000	17. Baltimore	83,300,000
18. Baltimore	39,800,000	18. Baltimore	59,300,000	18. Denver	80,900,000
19. Phoenix	37,400,000	19. Denver	59,100,000	19. Tampa-St. Petersburg	79,700,000
20. Pittsburgh	36,100,000	20. Tampa-St. Petersburg	52,000,000	20. St. Louis	78,300,000
21. Cleveland	36,000,000	21. Pittsburgh	47,400,000	21. Sacramento	65,600,000
22. Tampa-St. Petersburg	30,100,000	22. Cincinnati	45,700,000	22. Indianapolis	65,500,000
23. Cincinnati	29,400,000	23. Cleveland	44,300,000	23. Cincinnati	64,300,000
24. Kansas City	28,900,000	24. Indianapolis	43,800,000	24. Pittsburgh	60,500,000
25. San Antonio	28,700,000	25. Sacramento	42,900,000	25. Orlando	60,400,000
26. Portland, OR	27,500,000	26. Portland, OR	40,000,000	26. Cleveland	56,000,000
27. Indianapolis	27,000,000	27. Kansas City	39,200,000	27. Portland, OR	55,800,000
28. Sacramento	25,200,000	28. Orlando	38,000,000	28. Kansas City	53,100,000
29. Milwaukee	25,000,000	29. San Antonio	37,000,000	29. San Antonio	49,600,000
30. Columbus, OH	24,100,000	30. Columbus, OH	34,100,000	30. Hartford	48,800,000
31. New Orleans	23,500,000	31. Hartford	33,200,000	31. Columbus, OH	48,700,000
32. Norfolk	22,300,000	32. Milwaukee	32,600,000	32. Nashville	45,300,000
33. Buffalo	21,400,000	33. Norfolk	30,400,000	33. Norfolk	43,700,000
34. Hartford	20,700,000	34. Nashville	30,300,000	34. Milwaukee	41,500,000
35. Salt Lake City	20,100,000	35. San Jose	27,300,000	35. Charlotte	40,400,000
36. San Jose	19,800,000	36. Charlotte	27,100,000	36. San Jose	37,800,000
37. Oklahoma City	19,600,000	37. Salt Lake City	26,000,000	37. Raleigh	37,000,000
38. Nashville	18,900,000	38. New Orleans	25,900,000	38. Richmond	36,100,000
39. Charlotte	17,600,000	39. Buffalo	25,800,000	39. Salt Lake City	34,900,000
40. Orlando	17,100,000	40. Raleigh	24,300,000	40. New Orleans	34,000,000
41. Memphis	17,100,000	41. Richmond	24,200,000	41. Memphis	33,900,000
42. Birmingham	16,400,000	42. Memphis	24,000,000	42. Rochester	33,400,000
43. Raleigh	15,000,000	43. Austin	23,400,000	43. Buffalo	33,100,000
44. Tulsa	14,800,000	44. Rochester	23,000,000	44. Providence	32,500,000
45. Richmond	14,700,000	45. Providence	23,000,000	45. Austin	32,500,000
Rochester	14,700,000	Birmingham	23,000,000	46. Louisville	32,400,000
Dayton	14,700,000	47. Louisville	22,300,000	47. Grand Rapids	32,300,000
48. Greensboro-WS	14,400,000	48. Grand Rapids	22,200,000	48. Birmingham	32,000,000
49. Louisville	14,300,000	49. Dayton	21,300,000	49. Jacksonville	29,600,000
50. Providence	13,700,000	50. Oklahoma City	21,200,000	50. Dayton	29,300,000

* 1992 and 1987 figures based on Duncan Estimates. 1992 projections based on various methodologies. See Explanations and Comments section for full details.

ESTIMATED RADIO REVENUE BY MARKET: 1982, 1987, 1992*

	<u>1982</u>	<u>1987</u>	<u>1992</u>
Akron	\$ 8,800,000	\$ 12,700,000	\$ 17,100,000
Albany-Schenectady-Troy	12,700,000	17,500,000	24,600,000
Albuquerque	10,700,000	17,000,000	24,900,000
Allentown-Bethlehem	8,700,000	13,800,000	19,200,000
Altoona	3,200,000	4,000,000	5,200,000
Amarillo	5,500,000	6,000,000	7,600,000
Anchorage	6,100,000	8,500,000	11,700,000
Appleton-Oshkosh	5,000,000	6,900,000	9,300,000
Asheville	3,100,000	4,700,000	6,800,000
Atlanta	51,500,000	98,900,000	147,500,000
Atlantic City	4,100,000	6,800,000	9,900,000
Augusta, GA	4,700,000	8,000,000	12,100,000
Austin	13,100,000	23,400,000	32,500,000
Bakersfield	7,400,000	12,100,000	17,600,000
Baltimore	39,800,000	59,300,000	83,300,000
Baton Rouge	10,100,000	11,100,000	14,700,000
Beaumont	6,900,000	7,400,000	9,200,000
Billings	3,600,000	3,900,000	5,100,000
Binghamton	4,500,000	6,300,000	8,700,000
Birmingham	16,400,000	23,000,000	32,000,000
Bloomington, IL	3,200,000	4,400,000	6,200,000
Boise	4,600,000	7,000,000	10,000,000
Boston	70,000,000	104,300,000	150,500,000
Bridgeport	5,400,000	9,200,000	13,900,000
Buffalo-Niagara Falls	21,400,000	25,800,000	33,100,000
Canton	5,700,000	7,500,000	10,000,000
Casper	3,300,000	2,700,000	3,200,000
Cedar Rapids	5,900,000	6,900,000	8,500,000
Charleston, SC	6,100,000	10,700,000	15,800,000
Charleston, WV	5,700,000	8,100,000	10,500,000
Charlotte	17,600,000	27,100,000	40,400,000
Chattanooga	6,600,000	11,200,000	16,800,000
Chicago	130,800,000	192,000,000	272,700,000
Cincinnati	29,400,000	45,700,000	64,300,000
Cleveland	36,000,000	44,300,000	56,000,000
Colorado Springs	5,700,000	10,500,000	15,300,000
Columbia, SC	8,000,000	11,900,000	17,000,000
Columbus, GA	4,500,000	6,800,000	9,600,000
Columbus, OH	24,100,000	34,100,000	48,700,000
Corpus Christi	6,100,000	7,800,000	10,000,000
Dallas-Fort Worth	75,700,000	115,500,000	153,400,000
Davenport-Rock Island-Moline	6,600,000	7,800,000	9,700,000
Dayton	14,700,000	21,300,000	29,300,000
Denver	44,000,000	59,100,000	80,900,000
Des Moines	10,300,000	11,700,000	14,900,000
Detroit	61,700,000	96,000,000	136,800,000
Duluth	5,100,000	5,900,000	7,200,000
El Paso	3,700,000	11,500,000	14,800,000
Erie	3,800,000	5,200,000	7,000,000
Eugene	5,700,000	6,000,000	7,300,000
Evansville	6,500,000	9,300,000	12,800,000
Fargo	5,700,000	6,200,000	8,000,000
Fayetteville, NC	3,500,000	6,200,000	9,000,000
Flint	6,200,000	9,600,000	12,600,000
Fort Wayne	7,300,000	10,900,000	15,400,000
Fresno	11,000,000	17,400,000	24,800,000
Grand Rapids	13,000,000	22,200,000	32,300,000
Green Bay	5,000,000	7,100,000	9,800,000
Greensboro-Winston Salem	14,400,000	19,200,000	26,600,000
Greenville-Spartanburg	10,700,000	17,500,000	24,600,000

	1982	1987	1992
Harrisburg	\$ 6,800,000	\$ 12,000,000	\$ 17,600,000
Hartford	20,700,000	33,200,000	48,800,000
Honolulu	12,900,000	16,500,000	22,100,000
Houston	80,100,000	100,300,000	134,100,000
Huntington, WV	5,200,000	6,100,000	7,700,000
Huntsville	4,900,000	8,000,000	11,900,000
Indianapolis	27,000,000	43,800,000	65,500,000
Jackson, MS	7,300,000	10,700,000	15,500,000
Jacksonville	9,900,000	19,200,000	29,600,000
Johnson City-Kingsport-Bristol	6,900,000	9,100,000	12,200,000
Johnstown	3,300,000	4,400,000	5,200,000
Kalamazoo	4,100,000	7,100,000	9,900,000
Kansas City	28,900,000	39,200,000	53,100,000
Knoxville	8,800,000	12,700,000	18,400,000
Lafayette, LA	5,300,000	6,300,000	8,400,000
Lakeland	4,400,000	5,900,000	8,400,000
Lancaster	3,800,000	5,800,000	8,300,000
Lansing	8,500,000	12,000,000	16,500,000
Las Vegas	11,500,000	17,600,000	26,200,000
Lexington	7,500,000	10,700,000	14,900,000
Lincoln	6,100,000	7,000,000	9,200,000
Little Rock	9,700,000	12,000,000	15,800,000
Los Angeles	190,700,000	293,600,000	414,400,000
Louisville	14,300,000	22,300,000	32,400,000
Lubbock	5,000,000	7,000,000	9,300,000
Macon	4,700,000	7,100,000	10,300,000
Madison	8,200,000	11,600,000	16,600,000
Manchester	4,200,000	7,000,000	10,600,000
McAllen-Brownsville	7,800,000	10,500,000	14,600,000
Memphis	17,100,000	24,000,000	33,900,000
Miami-Fort Lauderdale	65,800,000	96,000,000	140,000,000
Milwaukee	25,000,000	32,600,000	41,500,000
Minneapolis-St. Paul	45,100,000	63,000,000	87,300,000
Mobile	7,500,000	11,000,000	15,700,000
Modesto	5,300,000	8,900,000	13,500,000
Montgomery	5,300,000	7,900,000	11,400,000
Nashville	18,900,000	30,300,000	45,300,000
New Haven	9,000,000	14,000,000	20,200,000
New Orleans	23,500,000	25,900,000	34,000,000
New York	174,100,000	275,000,000	399,400,000
Norfolk			
Oklahoma City	22,300,000	30,400,000	43,700,000
Omaha	19,600,000	21,200,000	28,800,000
Omaha	11,600,000	17,300,000	23,700,000
Orlando	17,100,000	38,000,000	60,400,000
Oxnard-Ventura	NA	7,000,000	10,800,000
Pensacola	5,400,000	8,000,000	11,300,000
Peoria	6,600,000	6,900,000	8,600,000
Philadelphia	73,100,000	115,600,000	167,700,000
Phoenix	37,400,000	65,500,000	100,400,000
Pittsburgh	36,100,000	47,400,000	60,500,000
Portland, ME	7,000,000	11,000,000	16,500,000
Portland, OR	27,500,000	40,000,000	55,800,000
Portsmouth-Dover	NA	9,000,000	13,700,000
Providence	13,700,000	23,000,000	32,500,000
Pueblo	2,600,000	3,400,000	4,100,000
Raleigh	15,000,000	24,300,000	37,000,000
Reno	6,000,000	9,400,000	13,900,000
Richmond	14,700,000	24,200,000	36,100,000
Riverside-San Bernardino	NA	14,000,000	22,200,000
Roanoke-Lynchburg	7,900,000	11,300,000	15,700,000
Rochester	14,700,000	23,000,000	33,400,000
Rockford	4,900,000	6,900,000	9,200,000
Sacramento	25,200,000	42,900,000	65,600,000
Saginaw-Bay City-Midland	6,400,000	9,100,000	12,100,000
St. Louis	48,100,000	60,000,000	73,300,000
Salinas-Seaside-Monterey	6,300,000	11,000,000	16,700,000
Salt Lake City	20,100,000	26,000,000	34,900,000
San Antonio	28,700,000	37,000,000	49,600,000
San Diego	40,800,000	66,900,000	100,600,000
San Francisco	102,500,000	148,400,000	199,600,000

	<u>1982</u>	<u>1987</u>	<u>1992</u>
San Jose	\$ 19,800,000	\$ 27,300,000	\$ 37,800,000
Sarasota-Bradenton	3,600,000	5,900,000	9,400,000
Savannah	4,500,000	7,400,000	10,500,000
Seattle-Tacoma	50,300,000	67,600,000	93,800,000
Shreveport	8,600,000	9,900,000	12,000,000
Sioux Falls	4,100,000	5,700,000	7,700,000
South Bend	4,400,000	6,100,000	8,200,000
Spokane	7,700,000	10,500,000	14,200,000
Springfield, MA	7,600,000	10,800,000	15,300,000
Springfield, MO	6,000,000	8,500,000	11,900,000
Steubenville	1,600,000	2,100,000	2,600,000
Stockton	4,300,000	6,700,000	10,000,000
Syracuse	10,000,000	15,000,000	21,100,000
Tallahassee	3,500,000	5,800,000	8,400,000
Tampa-St. Petersburg	30,100,000	52,000,000	79,700,000
Terre Haute	3,000,000	3,700,000	4,700,000
Toledo	10,900,000	14,400,000	19,800,000
Topeka	4,700,000	5,700,000	7,400,000
Tucson	11,100,000	16,000,000	22,800,000
Tulsa	14,800,000	18,000,000	23,500,000
Utica-Rome	4,400,000	6,500,000	8,800,000
Waco	3,300,000	5,600,000	7,600,000
Washington	78,500,000	126,000,000	185,200,000
Waterloo-Cedar Falls	3,100,000	3,400,000	4,100,000
West Palm Beach	10,600,000	18,500,000	29,900,000
Wheeling	5,000,000	6,900,000	9,200,000
Wichita	11,000,000	15,000,000	20,500,000
Wilkes Barre-Scranton	9,300,000	13,600,000	19,500,000
Wilmington, DE	6,200,000	9,200,000	13,200,000
Wilmington, NC	2,500,000	3,700,000	5,300,000
Worcester	6,700,000	11,000,000	16,300,000
York	7,800,000	11,000,000	15,200,000
Youngstown	7,800,000	10,900,000	15,000,000

* 1982 and 1987 figures based on estimates made by Jim Duncan. 1992 revenue projections generally based on "Mean Revenue Estimates" which can be found in the Individual Market Reports and explained in the Explanations and Comments section.

AMERICA'S MOST ADMIRER RADIO GROUPS - AS SELECTED BY STATION MANAGERS

1. Capital Cities/ABC	157 votes	16. Cox	22	31. Duffy/Genesis	8
2. Malrite	139	17. Tribune Co.	19	First Media	8
3. Emmis	137	18. Nationwide	17	RKO	8
4. New City	106	19. Metropolitan	16	Beasley	8
5. Gannett	101	20. Viacom	15	35. Sandusky	7
6. Westinghouse	87			Saga	7
7. Infinity	50	21. Jefferson-Pilot	13	Multimedia	7
8. Edens	48	22. Keymarket	12	Capitol (Goodmon)	7
9. Great American (Taft)	44	23. Noble	11	39. Stoner	6
10. Jacor	40	24. Greater Media	10	Bonneville	6
		Pyramid	10		
11. EZ	39	26. Clear Channel	9	Price	6
12. CBS	35	Legacy	9	42. Capitol (Johnson)	5
13. Shamrock (Disney)	32	Midwest Family	9	Scripps-Howard	5
14. Sconnix	31	Brown	9	Adams	5
15. Susquehanna	23	Metroplex	9	45. Lincoln	4
				Outlet	4
				Great Empire	4
				Park	4

47 other groups received one, two or three votes.

NOTE: Based on survey returned by over 600 station managers. Managers could not vote for their own group.

AMERICA'S MOST ADMIRER RADIO STATIONS - AS SELECTED BY STATION MANAGERS

1. KIIS-F	Los Angeles	156 votes	WEAZ-F	Philadelphia	8	WBT	Charlotte	3
2. WGN	Chicago	143	KYW	Philadelphia	8	WFBQ-F	Indianapolis	3
3. KVIL-F	Dallas	106	KKBQ-F	Houston	8	WLLOL-F	Minneapolis	3
4. WCCO	Minneapolis	94	44. WCBS-F	New York	7	WPRO	Providence	3
5. KMOX	St. Louis	91	WNEW	New York	7	KOMO	Seattle	3
6. WMMS-F	Cleveland	87	KKOB	Albuquerque	7	WYOR-F	Rochester	3
7. WHTZ-F	New York	81	WNEW-F	New York	7	WJLB-F	Detroit	3
8. WRBQ-F	Tampa	58	WTIC-F	Hartford	7	WHYI-F	Miami	3
9. WJR	Detroit	49	49. WYAY-F	Atlanta	6	WRVQ-F	Richmond	3
10. KGO	San Francisco	45	WXKS-F	Boston	6	WLVQ-F	Columbus	3
			WHAS	Louisville	6	WLIF-F	Baltimore	3
11. WTIC	Hartford	39	WCBS	New York	6	WWL	New Orleans	3
12. WMMR-F	Philadelphia	38	WKKA-F	Orlando	6	WNOR-F	Norfolk	3
13. KABC	Los Angeles	37	WGCI-F	Chicago	6	WAPE-F	Jacksonville	3
14. KDKA	Pittsburgh	32	WFOG-F	San Francisco	6	KILT-F	Houston	3
15. KPWR-F	Los Angeles	28	56. KOA	Denver	5	KNX	Los Angeles	3
16. KNIX-F	Phoenix	27	WSM	Nashville	5	KJOI-F	Los Angeles	3
17. KIRO	Seattle	26	WBBQ-F	Augusta, GA	5	KCBS	San Francisco	3
18. KSHE-F	St. Louis	23	KKDA-F	Dallas	5	KINK-F	Portland	3
WBCN-F	Boston	23	KOST-F	Los Angeles	5	KRLD	Dallas	3
20. WBZ	Boston	20				KTAR	Phoenix	3
21. WSB	Atlanta	17	KFAB	Omaha	5	KBCO-F	Denver	3
22. WIVK-F	Knoxville	16	62. WZZK-F	Birmingham	4			
23. WOR	New York	15	WKDF-F	Nashville	4			
WINS	New York	15	WNBC	New York	4			
25. WLW	Cincinnati	14	WMAL	Washington	4	103. 166 stations received one or two votes.		
WLUP-F	Chicago	14	WGAY-F	Washington	4			
KTUV-F	Los Angeles	14	WGMS-F	Washington	4			
KPLX-F	Dallas-FW	14	WXTI-F	Milwaukee	4	NOTE: Based on a survey asking managers to list the stations which they admired and respected the most. Over 600 managers responded. Managers were not allowed to vote for their own stations or stations in their group.		
29. WEBN-F	Cincinnati	11	WBAP	Dallas-FW	4			
30. WXRT-F	Chicago	10	WUNC	Asheville	4			
KIKK-F	Houston	10	WFAN	New York	4			
WPLJ-F	New York	10	WYYY-F	Syracuse	4			
WQXI-F	Atlanta	10	KEZX-F	Seattle	4			
WLS	Chicago	10	KFMB	San Diego	4			
35. WTMJ	Milwaukee	9	KNBR	San Francisco	4			
WBBM	Chicago	9	KLOS-F	Los Angeles	4			
WIBC	Indianapolis	9	77. WEZC-F	Charlotte	3			
KSTP-F	Minneapolis	9	WEZB-F	New Orleans	3			
39. WDAF	Kansas City	8	WKLH-F	Milwaukee	3			
KRTH-F	Los Angeles	8	WSOC-F	Charlotte	3			

AMERICA'S MOST ADMIRER RADIO GROUPS - AS SELECTED BY GROUPS CEO'S

1. Emmis	28 votes	Sconnix	7	Noble	3
2. New City	23	12. EZ	6	Gannett	3
3. Capital Cities/ABC	20	13. Saga	5		
4. Westinghouse	12	14. CBS	4	22 additional groups received one or two votes.	
Malrite	12	15. Adams	3		
6. Edens	11	Keymarket	3		
Jacor	11	Capitol (Goodmon)	3		
8. Great American (Taft)	10	Nationwide	3		
Infinity	9	Susquehanna	3		
10. Shamrock (Disney)	7	Cox	3		

NOTE: Based on a survey sent to the CEO's of the 104 highest billing radio groups. 74 CEO's responded. Not all chose to vote.

AMERICA'S HIGHEST BILLING RADIO GROUPS

This fascinating table estimates the revenue for the leading radio groups in the United States. The listing includes the highest billing groups plus other groups which I estimate have billings in excess of \$10,000,000.

My primary source of data for this table was the group CEO's themselves. I mailed questionnaires to 104 groups CEO's. About eighty percent of the CEO's responded - a response rate I am very proud of. Many groups even gave me their actual figures, although many provided revenue ranges and I used them as a guideline.

The revenue figures are in gross dollars and they do not include trade/barter dollars nor network compensation.

Are the figures accurate? In the past most estimates have been within three or four percent of actual. There may be one of two groups that I miss badly, but in general I am very confident about the estimates.

<u>(1986 RANK)</u>	<u>1987 RANK</u>	<u>GROUP</u>	<u>1987 REVENUE</u>	<u>STATIONS</u>	<u>REVENUE PER STATION</u>
(1)	1.	Capital Cities/ABC	\$184,300,000	19	\$9,700,000
(2)	2.	CBS	150,400,000	18	8,355,000
(3)	3.	Westinghouse	100,000,000	12	8,333,000
(8)	4.	Infinity	97,000,000	12	8,083,000
(5)	5.	RKO	86,100,000	10	8,610,000
(4)	6.	Gannett	79,400,000	13	6,108,000
(7)	7.	Metropolitan	69,100,000	8	8,638,000
(9)	8.	Bonneville	68,900,000	11	6,264,000
(10)	9.	Malrite	67,300,000	11	6,118,000
(6)	10.	NBC	64,900,000	8	8,113,000
(11)	11.	Great American (Taft)	64,200,000	13	4,938,000
(19)	12.	Emmis	63,200,000	7	9,029,000
(12)	13.	Cox	61,200,000	10	6,120,000
(13)	14.	Greater Media	59,600,000	14	4,257,000
(17)	15.	Susquehanna	55,200,000	15	3,680,000
(18)	16.	Viacom	54,000,000	6	9,000,000
(15)	17.	EZ	52,500,000	13	4,038,000
(28)	18.	Jacor	50,000,000	11	4,545,000
(29)	19.	DKM	45,900,000	15	3,060,000
(25)	20.	New City	45,600,000	14	3,257,000
(20)	21.	First Media	44,900,000	8	5,613,000
(33)	22.	Shamrock (Disney)	44,200,000	11	4,018,000
(14)	23.	Tribune Co.	43,800,000	5	8,760,000
(23)	24.	Nationwide	39,700,000	12	3,308,000
(--)	25.	Sconnix	38,600,000	10	3,860,000
(21)	26.	Jefferson-Pilot	36,300,000	8	4,538,000
(30)	27.	Clear Channel	35,800,000	15	2,387,000
(24)	28.	Edens	35,200,000	7	5,029,000
(22)	29.	Price	34,400,000	13	2,646,000
(31)	30.	H & G	33,700,000	8	4,213,000
(27)	31.	Legacy	32,500,000	7	4,643,000
(34)	32.	Keymarket	29,200,000	7	4,171,000
(39)	33.	Pyramid	29,100,000	8	3,638,000
(37)	34.	Booth	28,000,000	10	2,800,000
(32)	35.	Sandusky	27,100,000	8	3,388,000
(--)		Noble	27,100,000	7	3,871,000
(35)	37.	Metroplex	27,000,000	12	2,250,000
(38)		Inner City	27,000,000	5	5,400,000
(44)	39.	Beasley	26,100,000	21	1,243,000
(43)	40.	Hearst	25,200,000	6	4,200,000
(NA)	41.	Park	24,100,000	13	1,854,000
(36)	42.	Golden West	22,600,000	4	5,650,000
(41)	43.	Duffy	22,500,000	9	2,500,000
(--)	44.	Adams	22,200,000	9	2,467,000
(42)	45.	Outlet	22,100,000	4	5,525,000
(--)	46.	Chase	21,500,000	5	4,300,000
(--)	47.	Stoner	20,700,000	12	1,725,000
(--)	48.	King	20,400,000	6	3,400,000
(--)	49.	United	20,000,000	8	2,500,000
(45)		Brown	20,000,000	8	2,500,000

The following groups billed between \$10,000,000 and \$20,000,000:

American	Entercom	Knight	John Price
Bahakel	Fairbanks	Liggett	Saga
Barnstable	Federal	Lincoln	Sage
Buckley	Federated	Lotus	Scripps-Howard
Capitol (Johnson)	Fuller-Jeffrey	Midwest TV	Shamrock (Lynett)
Capitol (Goodman)	Great Empire	Midwest Family	Tichenor
Century	Guy Gannett	Multimedia	TK
CRB	Hall	New Market	Universal
Eastern	Henry	Olympic	Wilks-Schwartz
Encore	Home News	Osborn	WIN

NOTE: In some cases two stations in the same market are counted as just one entity for the "stations" column. This was the case when the AM was simulcasted or programmed the same format but was not highly rated.

DUNCAN'S RADIO MARKET RANKING

This section attempts to classify the radio markets which are covered in this edition of Duncan's Radio Market Guide. The four classifications are as follows:

- A - Excellent radio markets
- B - Good to very good radio markets
- C - Average to fair radio markets
- D - Fair to poor radio markets

The markets are compared with other similarly-sized markets. There is no way Los Angeles can be compared with Billings. Los Angeles can be compared with New York and other large markets. The market sizes are as follows:

Major Markets (Class I) - Arbitron markets 1 through 39
 Medium Markets (Class II) - Arbitron markets 40 through 81
 Small Markets (Class III) - Arbitron markets 82 through 123
 Very Small Markets (Class IV) - Arbitron markets 124 through 170

Basically what I have done is set up quartiles within the four market-size groups. Approximately 25% of a group are classified as A markets, 25% are B markets and so forth. It is totally a subjective ranking based on my opinions about each market. I have added a new mathematical appraisal of the markets and that is primarily an objective analysis. I suggest that you compare and contrast the two results.

The general criteria for this analysis is as follows:

1. Jim Duncan's opinion of each market
2. Appreciation of station values
3. Is the market a forgiving market - will the market bail you out if you make a serious mistake?
4. The quality of radio competition in the market - management and ownership

"A" RADIO MARKETS

<u>Class I</u> <u>MAJOR MARKETS</u>	<u>Class II</u> <u>MEDIUM MARKETS</u>	<u>Class III</u> <u>SMALL MARKETS</u>	<u>Class IV</u> <u>VERY SMALL MARKETS</u>
Atlanta	Austin	Bridgeport	NA
Dallas-Fort Worth	Charlotte	Colorado Springs	
Houston	Grand Rapids	Columbia	
Los Angeles	Greenville-Spartanburg	Harrisburg	
Miami	Jacksonville	Lansing	
New York	Nashville	Lexington	
Sacramento	Orlando	Madison	
San Diego	Raleigh	Oxnard-Ventura	
Tampa-St. Petersburg	Richmond	Portsmouth-Dover	
Washington	West Palm Beach	Worcester	

"B" RADIO MARKETS

<u>Class I</u> <u>MAJOR MARKETS</u>	<u>Class II</u> <u>MEDIUM MARKETS</u>	<u>Class III</u> <u>SMALL MARKETS</u>	<u>Class IV</u> <u>VERY SMALL MARKETS</u>
Boston	Albany-Schenectady	Appleton-Oshkosh	NA
Chicago	Birmingham	Augusta, GA	
Cincinnati	Knoxville	Charleston, SC	
Columbus, OH	Las Vegas	Fort Wayne	
Denver	Memphis	Jackson, MS	
Detroit	New Haven	Lancaster	
Hartford	Omaha	Mobile	
Indianapolis	Rochester	Modesto	
Minneapolis	Syracuse	Salinas-Monterey	
Phoenix	Tucson	York	

"C" RADIO MARKETS

<u>Class I MAJOR MARKETS</u>	<u>Class II MEDIUM MARKETS</u>	<u>Class III SMALL MARKETS</u>	<u>Class IV VERY SMALL MARKETS</u>
Baltimore	Akron	Bakersfield	NA
Norfolk	Allentown-Bethlehem	Corpus Christi	
Philadelphia	Chattanooga	Des Moines	
Portland, OR	Dayton	Flint	
Providence	Fresno	Pensacola	
St. Louis	Greensboro-Winston/Salem	Roanoke-Lynchburg	
San Antonio	Louisville	Sarasota-Bradenton	
San Francisco	Springfield, MA	Spokane	
San Jose	Tulsa	Utica-Rome	
Seattle	Wilmington, DE	Wichita	

NOTE: Jim Duncan no longer rates the "very small markets". These markets are rated via the mathematical market rating which follows on the next few pages.

"D" RADIO MARKETS

<u>Class I MAJOR MARKETS</u>	<u>Class II MEDIUM MARKETS</u>	<u>Class III SMALL MARKETS</u>	<u>Class IV VERY SMALL MARKETS</u>
Buffalo	Albuquerque	Beaumont	NA
Cleveland	Baton Rouge	Canton	
Kansas City	El Paso	Davenport-Rock Island	
Milwaukee	Honolulu	Huntington	
New Orleans	Little Rock	Johnson City-Kingsport	
Pittsburgh	McAllen-Brownsville	Lakeland	
Riverside-San Bernardino	Oklahoma City	Peoria	
	Salt Lake City	Saginaw	
	Toledo	Shreveport	
	Wilkes Barre-Scranton	Stockton	
	Youngstown		

RADIO MARKET RANKING FORMULA

A MATHEMATICAL MARKET INDEX

On the pages immediately preceeding this segment you found Jim Duncan's "Radio Market Rankings". That rankings system is highly subjective and there is plenty of room for bias.

The following market rankings are more objective and perhaps somewhat more stable. We have set up a formula which examines 10 important factors which affect the viability of a radio market. These factors are weighted according to the importance of each.

1. 1987 Revenue per viable radio station (WEIGHTING: 1.4)
2. Radio revenue growth between 1986 and 1987 (WEIGHTING: 1.3)
3. Estimated Radio revenue in 1992 (WEIGHTING: 1.1)
4. Growth of population between 1986 and 1991 (WEIGHTING: 1.1)
5. Growth of retail sales between 1986 and 1991 (WEIGHTING: 1.0)
6. Manager's market rating: 1987 and future (1992) (WEIGHTING: 1.0)
7. Jim Duncan's opinions of each market (WEIGHTING: 1.0)
8. 1987 Revenue per available share point (WEIGHTING: 0.8)
9. Amount of radio competition in market -
people per station (WEIGHTING: 0.7)
10. Amount of lost listening - below the line
and listening to non-listed stations (WEIGHTING: 0.6)

It is very important for you to remember that the resulting numbers are valid for and within the same market-size group. The actual numbers for major markets are not comparable to the medium market group or to any other group.

Close observers of this study will note that I have changed the weighting of the 10 factors which are included in the analysis. I also dropped the "places rated" rank from Rand McNally. In its stead I have added "1987 Revenue Per Viable Radio Station". All of this was a reflection of my opinion that the formula emphasized total market revenue a bit too much. I believe that the number of stations - in total and the number of viable stations - is an increasingly important variable and I decided to give this factor some additional value.

Markets were ranked by comparing their rating against the performance of other markets in their group. The markets were ranked in order according to their performance. The major markets are ranked 1 through 37. The numbers are then reversed and points assigned. The market that ranks first of 37 markets would receive 37 points. Number two would receive 36 points and so on. The market ranked number 37 would receive one point.

Once again, please remember that you can not compare the ratings of one sized market with those in another group.

CLASS I - MAJOR MARKETS

RANKED BY TOTAL POINTS - MATHEMATICAL INDEX

(1987 RANK)	1988 RANK	MARKET	1988 TOTAL POINTS	(1987) TOTAL POINTS	DUNCAN'S MARKET GRADE	(1987 RANK)
(3)	1.	Los Angeles	335	(285)	1. Los Angeles	(1)
(2)	2.	Atlanta	301	(308)	2. Atlanta	(2)
(5)	3.	Washington	284	(260)	3. Washington	(3)
(7)	4.	San Diego	282	(248)	4. New York	(8)
(10)	5.	New York	277	(226)	5. Dallas	(4)
(4)	6.	Phoenix	276	(267)	6. Houston	(9)
(8)	7.	Miami-Fort Lauderdale	267	(246)	7. San Diego	(5)
(1)	8.	Dallas-Fort Worth	258	(312)	8. Sacramento	(6)
(9)	9.	Sacramento	242	(231)	9. Miami	(12)
(11)	10.	San Francisco	240	(221)	10. Tampa-St. Petersburg	(7)
(22)	11.	Minneapolis-St. Paul	239	(184)	11. Indianapolis	(11)
(13)	12.	Chicago	235	(217)	12. Phoenix	(14)
(12)	13.	Philadelphia	232	(218)	13. Chicago	(16)
(20)	14.	Indianapolis	230	(187)	14. Hartford	(25)
(6)	15.	Tampa-St. Petersburg	229	(259)	15. Minneapolis	(17)
(17)	16.	Boston	226	(203)	16. Boston	(13)
(14)	17.	Houston	225	(213)	17. Cincinnati	(15)
(16)	18.	Seattle-Tacoma	222	(204)	18. Columbus, OH	(18)
(23)	19.	Detroit	197	(181)	19. Denver	(22)
(19)	20.	Baltimore	184	(188)	20. Detroit	(21)
(15)	21.	Denver	182	(208)	21. Philadelphia	(20)
(26)	22.	Hartford	179	(167)	22. Seattle	(23)
(28)	23.	Portland, OR	177	(156)	23. San Francisco	(19)
(24)	24.	Riverside-San Bernardino	169	(174)	24. Baltimore	(26)
(18)	25.	Cincinnati	155	(192)	25. Norfolk	(24)
(30)	26.	San Jose	153	(146)	26. San Antonio	(10)
(21)	27.	Norfolk	148	(186)	27. Portland	(27)
(29)	28.	Columbus, OH	147	(148)	28. St. Louis	(30)
(25)	29.	San Antonio	142	(169)	29. San Jose	(29)
(27)	30.	St. Louis	136	(157)	30. Providence	(33)
(32)	31.	Kansas City	118	(115)	31. Riverside-San Bernardino	(37)
(31)	32.	Pittsburgh	105	(142)	32. Milwaukee	(32)
(33)	33.	Providence	100	(106)	33. Pittsburgh	(34)
(34)	34.	Cleveland	94	(95)	34. Cleveland	(31)
(35)	35.	New Orleans	80	(93)	35. Kansas City	(28)
(36)	36.	Milwaukee	72	(84)	36. Buffalo	(35)
(37)	37.	Buffalo	49	(55)	37. New Orleans	(36)

CLASS II - MEDIUM MARKETS

RANKED BY TOTAL POINTS - MATHEMATICAL INDEX

(1987 RANK)	1988 RANK	MARKET	1988 TOTAL POINTS	(1987) TOTAL POINTS	DUNCAN'S MARKET GRADE	(1987 RANK)
(1)	1.	Orlando	373	(367)	1. Orlando	(1)
(3)	2.	Nashville	347	(319)	2. Nashville	(2)
(4)	3.	West Palm Beach	336	(313)	3. Raleigh	(4)
(5)	4.	Raleigh	327	(310)	4. Grand Rapids	(8)
(8)	5.	Richmond	310	(271)	5. West Palm Beach	(7)
(10)	6.	Grand Rapids	303	(259)	6. Austin	(3)
(6)	7.	Austin	300	(289)	7. Greenville-Spartanburg	(6)
(2)	8.	Charlotte	296	(321)	8. Richmond	(12)
(13)	9.	Rochester	263	(247)	9. Jacksonville	(10)
(7)	10.	Jacksonville	255	(282)	10. Charlotte	(5)
(22)		Memphis	255	(207)	11. Rochester	(11)
(18)		Birmingham	255	(226)	12. New Haven	(19)
(23)	13.	New Haven	251	(198)	13. Las Vegas	(13)
(9)	14.	Greenville-Spartanburg	239	(261)	14. Tucson	(9)
(14)	15.	Salt Lake City	234	(244)	15. Knoxville	(18)
(11)	16.	Louisville	233	(253)	16. Memphis	(21)
(11)	17.	Las Vegas	230	(253)	17. Albany-Schenectady	(20)
(21)	18.	Knoxville	217	(215)	18. Omaha	(17)
(16)	19.	Omaha	212	(233)	19. Birmingham	(23)
(26)		Wilmington, DE	212	(189)	20. Syracuse	(24)

CLASS II (con't)

(1987 RANK)	1988 RANK	MARKET	1988 TOTAL POINTS	(1987) TOTAL POINTS	DUNCAN'S MARKET GRADE	(1987 RANK)
(25)	21.	Dayton	203	(190)	21. Tulsa	(15)
(27)	22.	Albany-Schenectady	201	(187)	22. Greensboro-Winston/Salem	(14)
(35)	23.	Akron	196	(134)	23. Dayton	(27)
(15)	24.	Oklahoma City	193	(243)	24. Louisville	(26)
(17)	25.	Greensboro-Winston/Salem	184	(229)	25. Chattanooga	(36)
(20)	26.	Tucson	182	(222)	26. Allentown-Bethlehem	(34)
(33)	27.	Allentown-Bethlehem	178	(155)	27. Fresno	(16)
(30)	28.	Albuquerque	175	(168)	28. Springfield, MA	(28)
(19)	29.	Fresno	171	(224)	29. Akron	(37)
(24)	30.	Tulsa	167	(195)	30. Wilmington, DE	(31)
(29)	31.	Syracuse	161	(169)	31. Toledo	(30)
(38)	32.	Chattanooga	150	(124)	32. Wilkes Barre-Scranton	(39)
(39)		Springfield, MA	150	(98)	33. Albuquerque	(29)
(34)	34.	Toledo	142	(139)	34. Youngstown	(35)
(28)		Honolulu	142	(171)	35. Salt Lake City	(22)
(31)	36.	McAllen-Brownsville	134	(161)	36. McAllen-Brownsville	(38)
(36)	37.	Baton Rouge	109	(133)	37. Oklahoma City	(25)
(40)	38.	Wilkes Barre-Scranton	108	(80)	38. Little Rock	(32)
(32)	39.	Little Rock	104	(156)	39. Baton Rouge	(33)
(41)	40.	Youngstown	85	(74)	40. Honolulu	(41)
(37)	41.	El Paso	81	(130)	41. El Paso	(40)

CLASS III - SMALL MARKETS

RANKED BY TOTAL POINTS - MATHEMATICAL INDEX

(1987 RANK)	1988 RANK	MARKET	1988 TOTAL POINTS	(1987) TOTAL POINTS	DUNCAN'S MARKET GRADE	(1987 RANK)
(2)	1.	Portsmouth-Dover, NH	330	(301)	1. Portsmouth-Dover	(4)
(9)	2.	Harrisburg	297	(266)	2. Madison	(1)
(13)	3.	Worcester	294	(244)	3. Lexington	(6)
(1)	4.	Columbia	282	(323)	4. Colorado Springs	(5)
(12)	5.	Modesto	277	(246)	5. Oxnard-Ventura	(7)
(10)	6.	Bridgeport	273	(255)	6. Bridgeport	(8)
(6)		Salinas-Monterey	273	(273)	7. Lansing	(2)
(11)	8.	Madison	268	(252)	8. Columbia	(3)
(3)	9.	Colorado Springs	266	(300)	9. Harrisburg	(21)
(8)		Oxnard-Ventura	266	(268)	10. Worcester	(13)
(21)	11.	Lancaster	257	(217)	11. Modesto	(12)
(26)	12.	York	250	(190)	12. Charleston, SC	(11)
(14)	13.	Lexington	249	(240)	13. Salinas-Monterey	(9)
(17)	14.	Bakersfield	240	(233)	14. August, GA	(16)
(22)	15.	Fort Wayne	237	(214)	15. Appleton-Oshkosh	(17)
(15)	16.	Mobile	234	(239)	16. York	(22)
(5)	17.	Wichita	232	(278)	17. Fort Wayne	(19)
(16)	18.	Lansing	225	(238)	18. Lancaster	(23)
(6)	19.	Pensacola	222	(273)	19. Mobile	(15)
(19)	20.	Augusta, GA	221	(228)	20. Jackson, MS	(20)
(18)	21.	Jackson, MS	219	(230)	21. Des Moines	(27)
(22)	22.	Roanoke-Lynchburg	213	(214)	22. Bakersfield	(26)
(24)	23.	Sarasota	212	(210)	23. Wichita	(10)
(20)	24.	Stockton	209	(226)	24. Roanoke-Lynchburg	(18)
(4)	25.	Charleston, SC	207	(283)	25. Pensacola	(14)
(29)	26.	Des Moines	191	(163)	26. Flint	(30)
(30)	27.	Canton	181	(162)	27. Spokane	(25)
(32)	28.	Lakeland	173	(151)	28. Corpus Christi	(24)
(33)	29.	Flint	165	(144)	29. Sarasota	(35)
(35)		Saginaw	165	(129)	30. Utica	(29)
(25)	31.	Spokane	162	(192)	31. Stockton	(33)
(34)	32.	Appleton-Oshkosh	128	(141)	32. Saginaw	(36)
(28)		Shreveport	128	(172)	33. Canton	(37)
(31)	34.	Johnson City-Kingsport	117	(155)	34. Shreveport	(28)
(27)		Corpus Christi	117	(186)	35. Johnson City-Kingsport	(31)
(37)	36.	Beaumont	101	(96)	36. Lakeland	(34)
(37)	37.	Davenport-Rock Island-Moline	94	(96)	37. Beaumont	(32)
(39)	38.	Peoria	92	(77)	38. Peoria	(38)
(36)		Utica	92	(108)	39. Davenport-RI-Moline	(39)
(40)	40.	Huntington	75	(64)	40. Huntington, WV	(40)

CLASS IV - VERY SMALL MARKETS

RANKED BY TOTAL POINTS - MATHEMATICAL INDEX

<u>(1987 RANK)</u>	<u>1988 RANK</u>	<u>MARKET</u>	<u>1988 TOTAL POINTS</u>	<u>(1987) TOTAL POINTS</u>	<u>DUNCAN'S MARKET GRADE</u>	<u>(1987 RANK)</u>
(2)	1.	Manchester, NH	383	(356)	NOT AVAILABLE FOR THIS MARKET SIZE	
(4)	2.	Portland, ME	364	(337)		
(16)	3.	Springfield, MO	360	(265)		
(13)	4.	Huntsville	353	(286)		
(1)	5.	Reno	349	(375)		
(6)	6.	Kalamazoo	337	(325)		
(9)	7.	Montgomery	324	(294)		
(11)	8.	Evansville	319	(289)		
(18)	9.	Macon	315	(261)		
(5)	10.	Fayetteville, NC	311	(326)		
(8)	11.	Tallahassee	307	(308)		
(12)	12.	Green Bay	302	(288)		
(21)	13.	Asheville	284	(247)		
(23)	14.	Atlantic City	280	(237)		
(7)	15.	Bloomington, IL	278	(314)		
(32)	16.	Rockford	270	(198)		
(3)	17.	Anchorage	269	(343)		
(10)	18.	Savannah	262	(290)		
(31)		Binghamton	262	(213)		
(19)	20.	Lincoln	258	(256)		
(15)	21.	Waco	246	(275)		
(33)	22.	South Bend	234	(189)		
(16)	23.	Charleston, WV	233	(265)		
(22)	24.	Columbus, GA	228	(238)		
(13)	25.	Boise	222	(286)		
(30)	26.	Topeka	219	(217)		
(20)		Erie	219	(254)		
(24)	28.	Lubbock	218	(236)		
(27)	29.	Wilmington, NC	207	(233)		
(24)	30.	Sioux Falls	205	(236)		
(24)	31.	Lafayette, LA	201	(236)		
(29)	32.	Fargo	200	(223)		
(35)	33.	Cedar Rapids	195	(169)		
(36)	34.	Wheeling	193	(157)		
(34)	35.	Amarillo	187	(171)		
(28)	36.	Billings	147	(227)		
(38)	37.	Altoona	141	(122)		
(37)	38.	Terre Haute	120	(130)		
(39)	39.	Eugene	119	(114)		
(44)	40.	Steubenville	117	(95)		
(42)	41.	Duluth	86	(109)		
(40)	42.	Johnstown	80	(112)		
(45)	43.	Casper	74	(89)		
(43)	44.	Waterloo-Cedar Falls	69	(97)		
(40)	45.	Pueblo	55	(112)		

MAJOR MARKETS (37 Markets)

	Rev Per Station	Revenue Growth	1992 Rev	Popula Growth	Retail Sales Growth	Manag. Market Rating	Duncan Rating	Rev Per Share Point	People Per Station	Lost Listen	MEAN POINTS	MEAN RANK	TOTAL POINTS
Atlanta	4/48	14/31	9/32	9/32	6/32	1/37	2/36	10/22	13/18	16/13	30.1	8.4	301
Baltimore	17/29	16/27	17/23	22/18	28/10	17/21	24/14	13/20	11/19	33/ 3	18.4	19.8	184
Boston	7/43	9/38	8/33	32/ 7	30/ 8	15/23	16/22	7/25	7/22	30/ 5	22.6	16.1	226
Buffalo	33/ 7	26/15	34/ 5	37/ 1	36/ 2	36/ 2	36/ 2	34/ 3	35/ 2	22/10	4.9	32.9	49
Chicago	3/49	19/25	3/39	31/ 8	27/11	24/14	13/25	3/28	3/25	19/11	23.5	14.5	235
Cincinnati	18/28	24/18	23/17	33/ 6	24/14	18/18	17/21	20/14	24/10	23/ 9	15.5	22.4	155
Cleveland	27/15	29/11	26/13	35/ 3	33/ 6	33/ 5	34/ 4	23/12	14/17	25/ 8	9.4	29.3	94
Columbus, OH	26/17	23/20	30/ 9	24/15	18/20	11/27	18/20	29/ 7	30/ 6	28/ 6	14.7	23.7	147
Dallas-Fort Worth	9/41	34/ 5	7/34	3/39	11/27	23/15	6/32	6/26	6/22	9/17	25.8	11.4	258
Denver	24/20	33/ 7	18/22	10/31	10/28	18/18	19/19	17/17	27/ 8	17/12	18.2	19.3	182
Detroit	11/38	21/22	11/30	29/ 9	28/10	18/18	20/18	8/24	5/23	29/ 5	19.7	18.0	197
Hartford	20/25	10/36	29/10	23/17	26/12	7/31	4/24	28/ 8	21/12	32/ 4	17.9	20.0	179
Houston	10/39	37/ 1	12/29	7/34	33/ 6	13/25	5/33	9/23	9/20	13/15	22.5	14.8	225
Indianapolis	13/35	6/42	22/18	25/14	14/24	6/32	11/27	24/11	28/ 7	5/20	23.0	15.4	230
Kansas City	28/14	29/11	27/12	20/20	20/18	36/ 2	35/ 3	27/ 9	26/ 8	3/21	11.8	25.1	118
Los Angeles	2/50	3/46	1/41	12/29	15/23	2/36	1/37	1/30	2/25	8/18	33.5	4.7	335
Miami-Fort Lauderdale	14/34	16/27	10/31	11/30	7/31	7/31	9/29	11/22	16/15	9/17	26.7	11.0	267
Milwaukee	30/11	31/ 9	32/ 7	34/ 4	35/ 3	29/ 9	32/ 6	31/ 6	34/ 3	14/14	7.2	30.2	72
Minn.-St. Paul	12/36	13/33	16/24	18/22	8/30	24/14	15/23	15/18	8/21	24/ 8	23.9	15.3	239
New Orleans	34/ 6	36/ 3	35/ 3	19/21	22/16	34/ 4	37/ 1	35/ 2	31/ 5	6/19	8.0	28.9	80
New York	1/52	4/44	2/40	26/13	31/ 7	18/18	4/34	2/29	1/26	14/14	27.7	10.3	277
Norfolk	31/10	24/18	31/ 8	13/28	13/25	10/28	25/13	32/ 5	36/ 1	17/12	14.8	23.2	148
Philadelphia	6/45	11/34	6/35	29/ 9	25/13	27/11	21/17	5/26	4/24	20/11	23.2	15.4	232
Phoenix	16/31	7/40	14/26	1/40	3/35	4/34	12/26	16/18	33/ 4	1/22	27.6	10.7	276
Pittsburgh	25/18	22/21	24/15	36/ 2	37/ 1	35/ 3	33/ 5	22/13	22/11	12/16	10.5	26.8	105
Portland, OR	29/13	1/48	25/14	21/19	8/30	26/12	27/11	26/10	32/ 4	11/16	17.7	20.6	177
Providence	35/ 4	7/40	36/ 2	27/12	23/15	31/ 7	30/ 8	33/ 4	29/ 6	34/ 2	10.0	28.5	100
Riverside-SB	36/ 3	2/47	37/ 1	1/40	1/37	28/10	31/ 7	25/10	20/13	36/ 1	16.9	21.7	169
Sacramento	19/27	11/34	21/19	5/37	5/33	3/35	8/30	21/14	25/ 9	31/ 4	24.2	14.9	242
St. Louis	22/22	32/ 8	20/20	27/12	32/ 6	31/ 7	28/10	18/16	18/14	3/21	13.6	23.1	136
San Antonio	32/ 8	35/ 4	28/11	8/33	17/21	16/22	26/12	30/ 8	37/ 1	2/22	14.2	23.1	142
San Diego	15/32	5/43	13/28	5/37	4/34	12/26	7/31	12/26	15/23	35/ 2	28.2	12.3	282
San Francisco	8/42	28/13	4/37	14/26	20/18	18/18	23/15	3/35	12/26	21/10	24.0	15.1	240
San Jose	NA	20/23	33/ 6	17/23	18/20	30/ 8	29/ 9	NA	17/21	37/ 1	15.3	NA	153
Seattle-Tacoma	23/21	14/31	15/25	15/25	16/22	14/24	22/16	14/24	23/15	7/19	22.2	16.3	222
Tampa-St. Petersburg	21/17	26/15	19/21	4/37	2/36	9/29	10/28	19/19	19/19	26/ 7	22.9	15.5	229
Washington	5/33	16/27	5/36	16/24	12/26	4/34	3/35	4/34	10/28	27/ 7	28.4	10.2	284

MEDIUM MARKETS (41 Markets)

	Rev Per Station	Revenue Growth	1992 Rev	Popula Growth	Retail Sales Growth	Manag. Market Rating	Duncan Rating	Rev Per Share Point	People Per Station	Lost Listen	MEAN POINTS	MEAN RANK	TOTAL POINTS
Akron	6/50	19/29	33/10	39/ 3	37/ 5	14/25	29/13	3/31	1/29	40/ 1	19.6	22.1	196
Albany-Schenectady	27/21	11/40	21/23	30/13	34/ 8	12/30	17/25	25/14	23/13	18/14	20.1	21.8	201
Albuquerque	37/ 7	17/32	19/25	13/32	12/30	29/12	33/ 9	30/10	41/ 1	14/17	17.5	24.5	175
Allentown-Bethlehem	24/25	6/47	31/12	27/16	32/10	25/17	26/16	29/10	12/21	36/ 4	17.8	24.8	178
Austin	5/52	40/ 3	8/37	1/45	5/37	2/40	6/36	10/26	24/13	24/11	30.0	12.5	300
Baton Rouge	31/15	41/ 1	39/ 3	15/30	23/19	32/ 9	39/ 3	36/ 5	21/15	27/ 9	10.9	30.4	109
Birmingham	16/36	13/36	12/33	27/16	26/16	10/32	19/23	15/22	11/22	11/19	25.5	16.0	255
Charlotte	4/53	29/17	3/43	16/29	6/36	14/25	10/32	7/28	13/20	21/13	29.6	12.3	296
Chattanooga	34/11	2/52	34/ 9	35/ 7	28/14	22/20	25/17	40/ 2	39/ 2	16/16	15.0	27.5	150
Dayton	13/41	22/26	15/30	39/ 3	33/ 9	14/25	23/19	13/23	10/22	33/ 5	20.3	21.5	203
El Paso	39/ 4	35/ 9	38/ 4	9/36	40/ 2	39/ 3	41/ 1	39/ 2	36/ 4	15/16	8.1	33.1	81
Fresno	38/ 6	11/40	20/24	11/34	27/15	32/ 9	27/15	24/14	40/ 1	20/13	17.1	25.0	171
Grand Rapids	10/45	1/53	10/35	22/21	7/35	7/35	4/38	9/26	31/ 8	31/ 7	30.3	13.2	303
Greensboro-WS	28/20	34/10	16/29	21/23	11/31	29/12	22/20	22/16	29/ 9	19/14	18.4	23.1	184
Greenville-Spartanburg	20/31	25/22	21/23	18/26	13/29	5/37	7/35	21/17	27/11	29/ 8	23.9	18.6	239
Honolulu	32/14	28/18	26/18	19/25	21/21	40/ 2	40/ 2	33/ 7	28/10	1/25	14.2	26.8	142
Jacksonville	17/35	31/14	14/31	8/37	17/25	8/34	9/33	17/20	15/19	30/ 7	25.5	16.6	255
Knoxville	21/43	19/29	32/11	25/19	10/32	14/25	15/27	37/ 4	33/ 6	6/21	21.7	21.2	217
Las Vegas	29/18	26/20	17/28	5/41	4/38	14/25	13/29	23/15	34/ 6	26/10	23.0	19.1	230
Little Rock	35/10	38/ 5	35/ 8	22/21	18/24	35/ 7	38/ 4	38/ 3	37/ 4	12/18	10.4	30.8	104

MEDIUM MARKETS (con't)

	Rev Per Station	Revenue Growth	1992 Rev	Popula Growth	Retail Sales Growth	Manag. Market Rating	Duncan Rating	Rev Per Share Point	People Per Station	Lost Listen	MEAN POINTS	MEAN RANK	TOTAL POINTS
Louisville	14/39	7/46	9/35	37/ 6	25/17	37/ 5	24/18	18/19	6/25	3/23	23.3	18.0	233
McAllen-Brownsville	41/ 1	32/13	40/ 2	4/42	16/26	25/17	36/ 6	41/ 1	35/ 5	6/21	13.4	27.6	134
Memphis	15/38	26/20	11/34	29/14	15/27	9/33	16/26	16/21	17/18	2/24	25.5	15.6	255
Nashville	3/55	8/44	2/44	17/28	8/34	4/38	2/40	6/29	20/15	8/20	34.7	8.4	347
New Haven	1/57	5/48	28/15	34/ 9	31/11	23/19	12/30	2/32	2/28	39/ 2	25.1	17.7	251
Oklahoma City	19/32	36/ 8	18/26	10/35	20/22	40/ 2	37/ 5	19/18	7/25	9/20	19.3	21.5	193
Omaha	18/34	30/16	23/21	26/18	9/33	27/15	18/24	27/12	8/24	17/15	21.2	20.3	212
Orlando	2/56	13/36	1/45	3/43	2/40	1/41	1/41	1/33	14/20	12/18	37.3	5.0	373
Raleigh	8/48	13/36	4/42	7/39	3/39	3/39	3/39	8/27	22/14	35/ 4	32.7	10.6	327
Richmond	9/46	4/49	5/41	19/25	18/24	10/32	8/34	14/22	16/18	32/19	31.0	13.5	310
Rochester	7/49	19/29	7/39	32/11	38/ 4	6/36	11/31	11/25	4/27	22/12	26.3	15.7	263
Salt Lake City	30/17	11/40	6/40	12/33	13/29	38/ 4	35/ 7	12/24	18/17	4/23	23.4	17.9	234
Springfield, MA	26/22	17/32	36/ 7	35/ 7	35/ 7	14/25	28/14	20/18	19/16	38/ 2	15.0	26.8	150
Syracuse	22/28	10/42	27/17	33/10	36/ 6	32/ 9	20/22	32/ 8	30/ 8	23/11	16.1	26.5	161
Toledo	25/24	23/24	29/14	38/ 4	30/12	27/15	31/11	31/ 9	9/23	32/ 6	14.2	27.5	142
Tucson	36/ 8	33/12	25/19	6/40	23/19	14/25	14/28	26/13	32/ 7	24/11	18.2	23.3	182
Tulsa	23/27	39/ 4	24/20	14/31	41/ 1	23/19	21/21	28/11	26/11	5/22	16.7	24.4	167
West Palm Beach	12/42	3/51	13/32	2/44	1/41	12/30	5/37	5/30	5/26	37/ 3	33.6	9.5	336
WB-Scranton	40/ 3	21/27	30/13	31/12	28/14	29/12	32/10	34/ 6	38/ 3	28/ 8	10.8	31.1	108
Wilmington, DE	11/43	13/36	41/ 1	24/20	21/21	21/21	30/12	4/30	3/27	41/ 1	21.2	20.9	212
Youngstown	33/13	23/24	37/ 6	41/ 1	39/ 3	35/ 7	34/ 8	35/ 6	25/12	33/ 5	8.5	33.5	85

SMALL MARKETS (40 Markets)

	Rev Per Station	Revenue Growth	1992 Rev	Popula Growth	Retail Sales Growth	Manag. Market Rating	Duncan Rating	Rev Per Share Point	People Per Station	Lost Listen	MEAN POINTS	MEAN RANK	TOTAL POINTS
Appleton-Oshkosh	35/ 8	33/10	34/ 8	21/22	34/ 7	15/26	15/26	31/ 8	35/ 4	20/ 9	12.8	28.2	128
Augusta, GA	30/15	6/46	24/18	12/32	9/32	17/24	14/27	35/ 5	38/ 2	8/20	22.1	19.3	221
Bakersfield	21/28	12/28	2/42	2/43	15/26	23/18	22/19	12/23	37/ 3	24/10	24.0	17.0	240
Beaumont	38/ 4	22/24	35/ 7	29/13	39/ 2	26/14	37/ 4	39/ 2	31/ 7	1/24	10.1	29.7	101
Bridgeport	1/56	3/49	19/13	31/11	22/19	11/29	6/35	1/32	1/28	39/ 1	27.3	13.4	273
Canton	3/53	30/14	29/12	32/10	26/15	25/16	33/ 8	11/24	7/24	32/ 5	18.1	22.8	181
Charleston, SC	29/17	37/ 5	9/35	11/33	17/24	19/22	12/29	24/14	22/13	15/15	20.7	19.5	207
Colorado Springs	18/32	19/28	14/30	4/41	3/38	16/25	4/37	25/13	29/ 8	17/14	26.6	14.9	266
Columbia	13/39	28/17	4/41	16/28	6/35	6/35	8/33	20/17	15/18	10/19	28.2	12.6	282
Corpus Christi	37/ 6	35/ 8	29/12	13/30	31/10	32/ 8	28/13	36/ 4	36/ 4	5/22	11.7	28.2	117
Davenport-RI-Moline	32/13	24/22	32/10	35/ 6	36/ 5	38/ 3	39/ 2	34/ 6	21/14	20/13	9.4	31.1	94
Des Moines	15/36	31/12	16/27	23/20	20/21	39/ 2	21/20	21/16	20/15	4/22	19.1	21.0	191
Flint	6/49	21/26	22/21	40/ 1	40/ 1	30/11	26/15	8/18	2/27	31/ 6	16.5	22.6	165
Fort Wayne	8/46	2/51	12/31	37/ 4	23/18	22/19	17/24	27/11	23/13	7/20	23.7	17.8	237
Harrisburg	9/45	1/52	2/42	24/19	19/22	11/29	9/32	9/26	12/20	25/10	29.7	12.2	297
Huntington	31/14	36/ 7	40/ 1	38/ 3	24/17	35/ 6	40/ 1	40/ 1	28/ 9	14/16	7.5	32.6	75
Jackson, MS	20/29	25/21	11/33	13/30	7/34	26/14	20/21	30/ 9	34/ 5	2/23	21.9	18.8	219
Johnson City-King.	36/ 7	34/ 9	23/20	28/14	18/23	32/ 8	35/ 6	33/ 6	40/ 1	3/23	11.7	28.2	117
Lancaster	11/42	7/44	39/ 2	17/26	13/28	4/37	18/23	19/18	4/33	34/ 4	25.7	16.6	257
Lansing	7/48	38/ 4	6/39	33/ 9	21/20	20/21	7/34	15/21	17/17	21/12	22.5	18.5	225
LakeLand	10/43	27/18	37/ 4	9/35	27/14	40/ 1	36/ 5	4/30	10/22	40/ 1	17.3	24.0	173
Lexington	17/34	13/36	16/27	22/21	12/29	11/29	3/38	22/15	33/ 6	18/14	24.9	16.7	249
Madison	12/41	26/20	7/37	19/24	11/30	6/35	2/39	16/20	25/11	22/11	26.8	14.6	268
Mobile	22/27	16/31	12/31	18/25	7/34	20/21	19/22	26/12	26/10	6/21	23.4	17.2	234
Modesto	23/25	5/47	21/22	6/39	14/27	2/39	11/30	14/22	16/18	28/ 8	27.7	14.0	277
Oxnard-Ventura	34/10	7/44	28/14	7/37	4/37	3/38	5/36	13/22	8/23	33/ 5	26.6	14.2	266
Pensacola	14/38	31/12	27/15	5/40	10/31	11/29	25/16	18/18	19/15	27/ 8	22.2	18.7	222
Portsmouth-Dover	5/50	6/46	20/23	10/34	2/39	1/40	1/40	2/31	5/25	37/ 2	33.0	8.9	330
Peoria	28/18	29/16	37/ 4	35/ 6	38/ 3	35/ 6	38/ 3	38/ 2	14/19	15/15	9.2	30.7	92
Roanoke-Lynchburg	27/20	10/40	10/34	26/16	28/13	9/32	24/17	23/14	30/ 8	9/19	21.3	19.6	213
Salinas-Monterey	25/22	9/42	5/40	8/36	16/25	9/32	13/28	5/29	24/12	30/ 7	27.3	14.4	273
Saginaw	19/31	16/31	24/18	39/ 2	35/ 6	17/24	32/ 9	32/ 7	13/20	13/17	16.5	24.0	165
Sarasota	34/10	11/42	33/ 9	1/44	1/40	32/ 8	29/12	17/19	6/25	36/ 3	21.2	20.0	212
Shreveport	24/24	39/ 3	26/17	15/29	30/11	37/ 4	34/ 7	28/10	27/10	19/13	12.8	27.9	128
Spokane	26/21	19/28	18/25	25/18	33/ 8	26/14	27/14	29/10	32/ 6	11/18	16.2	24.6	162
Stockton	33/11	15/34	29/12	3/42	5/36	29/12	31/10	6/28	9/22	38/ 2	20.9	19.8	209
Utica	39/ 3	14/35	36/ 6	34/ 8	37/ 4	31/10	30/11	37/ 3	39/ 1	23/11	9.2	32.0	92
Wichita	16/35	22/24	1/44	20/23	29/12	23/18	23/18	10/25	18/16	12/17	23.2	17.4	232
Worcester	2/55	4/48	8/36	30/12	25/16	4/37	10/31	7/25	3/27	29/ 7	29.4	12.2	294
York	4/52	16/31	15/29	26/16	32/ 9	8/33	16/25	3/30	11/21	35/ 4	25.0	16.6	250

VERY SMALL MARKETS (45 Markets)

	Rev Per Station	Revenue Growth	1992 Rev	Popula Growth	Retail Sales Growth	Manag. Market Rating	Duncan Rating	Rev Per Share Point	People Per Station	Lost Listen	MEAN POINTS	MEAN RANK	TOTAL POINTS
Altoona	38/11	20/34	37/ 9	37/10	33/13	23/21	32/14	42/ 3	38/ 6	12/20	14.1	31.2	141
Amarillo	37/13	21/33	28/19	5/44	30/16	23/21	36/10	36/ 8	44/ 1	10/22	18.7	27.0	187
Anchorage	27/27	45/ 1	6/44	1/50	1/45	20/25	27/19	10/29	30/11	16/18	26.9	18.3	269
Asheville	1/63	13/43	34/13	20/29	12/34	14/32	12/34	38/ 6	15/22	33/ 8	28.4	19.2	284
Atlantic City	22/34	8/49	12/37	11/39	9/37	37/ 9	31/15	3/34	12/24	43/ 2	28.0	18.8	280
Billings	40/ 8	34/16	39/ 8	8/41	24/22	34/12	39/ 7	44/ 2	39/ 5	2/26	14.7	30.3	147
Binghamton	13/46	14/42	21/28	29/19	34/12	20/25	14/32	27/15	9/26	18/17	26.2	19.9	262
Bloomington, IL	6/56	22/31	35/12	24/24	14/32	2/44	9/37	31/12	10/25	38/ 5	27.8	19.1	278
Boise	35/15	32/18	11/39	3/47	27/19	34/12	24/22	25/17	35/ 8	4/25	22.2	23.0	222
Casper	34/17	41/ 7	43/ 3	39/ 8	40/ 6	43/ 3	45/ 1	45/ 1	45/ 1	1/27	7.4	37.6	74
Cedar Rapids	11/49	38/10	22/26	32/15	35/11	39/ 7	34/12	18/22	2/31	26/12	19.5	25.7	195
Charleston, WV	9/52	39/ 9	7/42	34/13	23/23	36/10	26/20	13/26	23/16	9/22	23.3	21.9	233
Columbus, GA	23/32	24/29	15/23	26/22	21/25	28/18	25/21	24/18	13/23	17/17	22.8	21.6	228
Duluth	41/ 7	36/13	32/15	41/ 4	37/ 9	44/ 2	42/ 4	37/ 7	40/ 4	11/21	8.6	36.1	86
Erie	24/31	29/22	33/14	33/14	32/14	1/45	13/33	35/ 9	8/27	29/10	21.9	23.7	219
Eugene	33/18	31/20	31/17	44/ 2	36/10	42/ 4	38/ 8	29/14	27/13	25/13	11.9	33.0	119
Evansville	4/59	25/27	3/47	27/20	15/30	11/34	21/25	6/32	5/29	19/16	31.9	13.6	319
Fargo	19/38	37/12	26/22	16/33	31/15	39/ 7	20/26	34/10	33/11	3/26	20.0	25.8	200
Fayetteville, NC	20/36	5/53	20/29	23/25	11/35	6/40	10/36	17/23	7/27	34/ 7	31.1	15.3	311
Green Bay	5/57	27/25	14/35	22/26	26/20	11/34	5/41	8/30	6/28	36/ 6	30.2	16.0	302
Huntsville	21/35	7/51	4/46	4/46	4/42	11/34	8/38	9/30	18/20	28/11	35.3	11.4	353
Johnstown	43/ 4	42/ 5	32/ 9	36/11	45/ 1	30/16	44/ 2	30/13	24/15	39/ 4	8.0	36.5	80
Kalamazoo	3/53	11/46	12/37	30/18	12/34	8/38	4/42	4/34	11/25	41/ 3	33.7	13.6	337
Lafayette, LA	31/21	43/ 4	23/25	5/45	25/21	14/32	43/ 3	20/21	19/19	30/10	20.1	25.3	201
Lincoln	18/39	25/27	17/31	17/31	20/26	20/25	22/24	15/25	20/18	26/12	25.8	20.0	258
Lubbock	28/25	16/38	16/33	25/23	41/ 5	23/21	23/23	26/16	32/10	6/24	21.8	23.6	218
Macon	14/45	10/47	10/40	19/30	15/30	16/30	6/40	23/18	25/15	13/20	31.5	15.1	315
Manchester	2/62	9/48	9/41	10/40	2/44	10/36	1/45	1/36	3/30	44/ 1	38.3	9.1	383
Montgomery	10/50	19/35	6/44	15/34	5/41	28/18	7/39	12/27	22/17	14/19	32.4	13.8	324
Portland, ME	12/48	1/59	1/50	21/28	8/38	4/42	2/44	2/35	41/ 4	20/16	36.4	11.2	364
Pueblo	45/ 1	40/ 8	42/ 4	38/ 9	44/ 2	30/16	41/ 5	39/ 6	43/ 2	42/ 2	5.5	40.4	55
Reno	32/20	3/56	2/48	2/48	3/43	4/42	11/35	7/31	42/ 3	8/23	34.9	11.4	349
Rockford	7/55	15/40	17/31	31/16	29/17	17/29	30/16	5/33	4/29	40/ 4	27.0	19.5	270
Savannah	25/29	28/23	7/42	17/31	18/28	18/28	15/31	22/19	36/ 7	5/25	26.2	19.1	262
Sioux Falls	29/24	35/14	27/21	8/41	15/30	33/13	16/30	33/10	34/ 8	22/14	20.5	25.2	205
South Bend	15/43	12/44	25/23	35/12	22/24	23/21	28/18	28/14	14/22	24/13	23.4	22.6	234
Springfield, MO	8/53	4/55	4/46	14/35	10/36	9/37	19/27	11/28	17/20	7/23	36.0	10.3	360
Steubenville	36/14	23/30	44/ 2	41/ 4	43/ 3	45/ 1	40/ 6	16/24	1/32	45/ 1	11.7	33.4	117
Tallahassee	30/22	2/57	23/25	7/43	6/40	6/40	3/43	32/11	31/11	21/15	30.7	16.1	307
Terre Haute	42/ 6	33/17	40/ 7	40/ 7	27/19	23/21	37/ 9	43/ 2	28/13	15/19	12.0	32.8	120
Topeka	26/28	18/36	30/18	27/20	19/27	32/14	18/28	21/20	16/21	35/ 7	21.9	24.2	219
Waco	17/41	30/21	28/19	13/36	38/ 8	3/43	17/29	14/26	21/18	37/ 5	24.6	21.8	246
Waterloo-Cedar Falls	39/10	44/ 3	41/ 7	41/ 4	42/ 4	41/ 5	35/11	41/ 4	29/12	31/ 9	6.9	38.4	69
Wilmington, NC	44/ 3	5/53	36/11	12/37	7/39	18/28	29/17	40/ 5	37/ 6	32/ 8	20.7	26.0	207
Wheeling	16/42	16/38	17/30	44/ 1	39/ 7	37/ 9	33/16	19/22	26/14	23/14	19.3	27.0	193

EXPLANATIONS AND COMMENTS

IMPORTANT: Please read this section carefully and refer to it often as you use this book. This section will help you get the most of every table. ALL REVENUE FIGURES ARE IN GROSS DOLLARS.

The best way to explain the market report is to take a single report and go through it table-by-table. For this purpose we will use a mythical market.

1987 ARB Rank: 36	1987 Revenue: \$40,000,000	Manager's Market Rating (current): 4.2
1987 MSA Rank: 40	Rev. per share point: \$437,093	Manager's Market Rating (future): 4.4
1987 ADI Rank: 24	Population per Station: 58,018 (17)	Duncan's Rating Market Grade: I B+
FM Base Value: \$8,000,000	1987 Revenue Change: 6.1%	Mathematical Market Grade: I C+

The 1987 Arbitron market rank for this city is number 36. The universe for this ranking is the 173 markets for which Arbitron issues a full (or standard) ratings report. The MSA or Metropolitan Statistical Area is the official U.S. government market designation. The ADI is Arbitron's TV market designation. Many markets are in "hyphenated" ADI's or they are not named in the ADI designation. When this occurred, I did not list the rank number but instead referred the reader to the lead or major city in the ADI.

The FM Base Value is an adjustment of 1986's stick value/entrance fee. The stick value estimate supposed that a new full-sigaled (B or C) FM were dropped into the market. An estimate was made as to the value of that raw license. The more I thought about this the more I came to dislike the premise. It is not very likely that a new FM will be dropped into most of the markets I cover.

The Base Value is a better estimate in my opinion. It estimates a "worst case" value for a Class B/Class C FM licensed to the market. I estimate what the station would be worth if the current owner had not achieved a great deal with the station. In fact, he had run it into the ground with no ratings, no clear position in the market, and a negative cash flow.

I did not use any fancy formulas to calculate this figure. Instead I looked at past sales, revenue growth in the market, my opinions about the market and other factors.

Remember that the base value applies only to FM's with signals comparative to other B/C FM's in the market. The station must be licensed to the central city or a close-in suburb. The value is as of 1 January 1988.

The 1987 Revenue comes from the REVENUE HISTORY AND PROJECTIONS section which is explained below.

The estimated revenue per share point is derived from a series of calculations which can be found on the left hand side of the page and about halfway down the page. The methodology used for calculating this figure is discussed below.

The population per station shows the number of persons in the market per metro station (those stations above the line) which is rated in the market. This market had 17 stations which were listed in the metro in the Spring '84 Arbitron. That figure was divided into the 12+ population for this market's metro. This is a good figure to use when judging if a market is "over-radioed".

The Manager's Market Rating (current) for this market is 4.2. This is the result of a questionnaire which was sent to stations' general manager's and sales managers. One of the questions was "On a scale below how would you rate your market as it stands today?".

<u>Awful Radio Market</u>		<u>Average Radio Market</u>		<u>Super Radio Market</u>
1	2	3	4	5

The managers were asked to circle the number on the scale which approximated their opinion of the market. The responses were then averaged and the result listed. A rating of 2.5 to 3.5 is basically a neutral response. In this market response is very positive. It is my opinion that in general the managers tended to overrate their own market slightly.

The future column asked the managers to rate how their market would perform five years in the future - 1992.

The Duncan's Radio Market Grade should probably be called a rating instead of an index. It shows Jim Duncan's opinion (objective and subjective) about the radio market. There are four grades: A, B, C, and D. For a full description of this grading system, see the section in the front of the book called "Radio Market Rankings".

The Mathematical Ranking can next be found. It is explained in the front section of the book. It can be and should be compared with Duncan's Market Grade.

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	25.0	27.0	29.3	33.0	38.0	40.3						
Yearly Growth Rate (82-87):	10.1% (assigned future growth rate of 8.7%)											
Projected Revenue Estimates:							43.8	47.6	51.8	56.3	61.2	
Revenue per Capita:	21.19	22.88	25.08	27.73	31.67	33.31						
Yearly Growth Rate (82-87):	9.5% (assigned future growth rate of 7.9%)											
Projected Revenue per Capita:							35.94	38.78	41.84	45.45	48.72	
Resulting Revenue Estimate:							48.8	47.3	51.5	56.0	60.9	
Revenue as % of Retail Sales:	.0040	.0041	.0041	.0044	.0045	.0045						
Mean % (82-87):	.00438% (83-86 only)											
Resulting Revenue Estimate:							43.3	47.3	51.2	54.3	57.8	
							<u>MEAN REVENUE ESTIMATE:</u>					
							43.6	47.4	51.5	55.5	60.0	

This section contains the most important data for each market. It is the guts of the report. It shows the revenue history, the current revenue picture, and a view of the future revenue. What is unique about this presentation is that all revenue figures are calculated in three ways: (1) revenue estimates for 1982, 1983, 1984, 1985, 1986, and 1987 combined and projected out to 1992; (2) revenue per capita figures from 1982 to 1987 projected to 1992; (3) revenue as a percentage of retail sales projected through 1992.

We will explain this table line-by-line. ALL REVENUE FIGURES ARE IN GROSS DOLLARS.

Duncan Media Revenue Estimate: As we all know, the FCC got out of the revenue reporting business after 1980. Thus the revenue figures for 1982, 83, 84, 85, 86, and 87 are estimates made by Duncan Media. These estimates were gathered in three ways. The first and best way was to access reports from accounting services in those markets where revenue data is gathered and reported, for about 90 markets I was successful in my efforts to get that data. The second method was to ask broadcasters in each market to give me their best estimate of their market's revenue. In perhaps 60 markets I was able to gather estimates which I felt confident about. However, I am always surprised to learn how many broadcasters have no idea how many dollars are available in their own market. The third method was, when all else failed, to make my own estimates using my knowledge of the market along with past performance figures.

Yearly Growth Rate (1982-1987): The next step was to calculate a percentage which shows the yearly growth rate in revenue between 1982 and 1987. In many markets this was simply a matter of calculating a compound growth rate. In some markets I adjusted the percentage according to my own feelings and intuitions. This only occurred when there was an abnormal percentage increase or decrease between two consecutive years. Such a change would severely affect future projections so I took the liberty of "flattening" the percentages a bit. In some other cases I did not use each of the five years to calculate the percentage. They are so marked. The reasons are similar to those stated above.

Projected Revenue Estimate: For the years 1988 through 1992. I used the yearly growth rate to project the market's revenue.

Revenue per Capita: This represents the radio revenue dollars per person in the market's metro. It is calculated by dividing the total population into revenue figures. The resulting figures are in dollars.

Resulting Revenue Estimate: The revenue per capita figure is multiplied by the population to derive a total revenue estimate for each of the years 1988 to 1992. The population estimates are obviously very important to the accuracy. I used estimates supplied by "Sales and Marketing Management - Survey of Buying Power". Their population estimates are listed in "POPULATION AND DEMOGRAPHIC ESTIMATES" section. The yearly per capita estimate is multiplied by the yearly population estimate.

Revenue as % of Retail Sales: Some radio observers believe this is the most accurate way to project radio revenue. The percentage is calculated by dividing total radio revenue by total retail sales. The results are based on the radio revenue for each year (FCC and estimates) and the retail sales for each year as reported in Sales and Market Management.

Mean % (1982-1987): This figure was calculated by finding an average of the "Revenue as a percentage of retail sales" for the years 1982 through 1987. Just as in calculating the yearly growth rates for revenue and revenue per capita (see above) I did adjust either the resulting figure or, more often, the years used to calculate the mean percentage.

Resulting Revenue Estimate: For these figures I took the mean percentage and used it against the projected retail sales for the years 1987 through 1992. The result is an estimate of radio revenue for those years. The retail sales figures are listed in the "POPULATION AND DEMOGRAPHIC ESTIMATES" section and they were also supplied by "Sales and Marketing Management - Survey of Buying Power". S&MM is probably the most reliable "future" data provider available and I am fortunate to be able to use their data.

MEAN REVENUE ESTIMATES: These are probably the most important and useful figures in this section. It simply calculates an average for the three revenue estimates which, as we have discussed, were calculated in three different ways. This tends to flatten out the figures a bit.

I believe this section provides the most complete and comprehensive revenue estimates available to the radio industry. The figures must be used with caution, however. They are largely based on past performance and as every mutual fund prospectus says - past performance does not necessarily guarantee future performance.

So how valuable and reliable are the projections? I feel they are most useful when they are used a beginning point for further analysis. I suggest you take these figures and factor in your own knowledge of the individual markets and any other variables you have knowledge of.

I have the most confidence in the revenue projections when all three methods of calculation results in similar figures. However, in some markets the estimates vary rather drastically.

Confidence Levels

1987 Revenue Estimates: Normal
1988-1992 Revenue Projections: Normal

Confidence levels show you how confident I am about the revenue estimates and projections. There are only two main levels: Normal or Below Normal. In some cases I qualified the "Below Normal" with a slightly or much.

Below-the-Line Listening Shares:	0.4%
Unlisted Station Listening:	6.4%
Total Lost Listening:	7.8%
Available Share Points:	92.2
Number of Viable Stations:	12
Mean Share Points per Station:	7.68
Median Share Points per Station:	7.6
Revenue per Available Share Point:	\$437,093
Estimated Revenue for Mean Station:	\$3,356,877

This table contains several calculations which are useful in analyzing a radio market:

Below-the-Line Listening Shares: This shows the percentage of listening which goes to stations which are located outside the market's metro. The Spring 87 edition of American Radio describes how this figure was calculated.

Unlisted Station Listening: This figure shows the percent of all radio listening which goes to stations not listed in the rating books. These stations are primarily college stations and other non-commercial stations or commercial stations with too little listening to be included in the rating book.

Total Lost Listening: This shows the listening shares in the market which are usually not available to the primary commercial stations in the market.

Available Share Points: These are the listening shares which are available to the primary commercial stations in each market. This figure varies greatly from market to market. It is the crucial figure when calculating how much revenue is available per share point. Many broadcasters just divide total revenue figures by 100 and say that is close enough. The figures shown here are much more accurate.

Number of Viable Stations: This is the number of stations which, in my judgement, are active and viable competitors for advertising dollars in the market. The other stations are generally those with less than a 1.0 share or stations from small towns far from the metro's principal city.

Mean Share Points per Station: The median share for a viable station is provided as a comparison to the mean.

Revenue per Available Share Point: This is calculated by dividing the "Available Share Points" into the 1987 total revenue.

Estimated Revenue for Mean Station: This is derived by multiplying the "Revenue per Available Share Point" by the "Mean Share Points per Station".

These figures provide a good starting point for projecting an individual station's revenue and for estimating what an average station in the market bills. It tends to underestimate revenue for the top rated stations in the market which will have an impact on these estimates.

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	1.18	1.18	1.18	1.19	1.21	1.21	1.22	1.22	1.23	1.24	1.25
Retail Sales (billions):	6.2	6.6	7.1	7.6	8.09	8.9	9.9	10.8	11.7	12.4	13.2

This table shows total population and retail sales for each year from 1982 through 1992. We now use only "Sales and Marketing Management" figures. The figures for 1986 and 1991 are actual figures (or projections) as provided by "Sales and Marketing Management". The figures for the other years are projections made by Duncan Media.

<u>Ethnic Breakdowns (%)</u>		<u>Income Breakdowns (%)</u>		<u>Age Breakdowns (%)</u>		<u>Education Levels (%)</u>	
White	76.5	<15	23.8	12-34	25.7	Non High School Grad	33.5
Black	22.0	15-30	28.0	25-54	55.3	High School Grad	29.6
Hispanic	1.1	30-50	26.4	55+	19.0	College 1-3 years	16.9
Other	0.4	50-75	15.8			College 4+ years	20.0
		75>	7.0				

The above statistics were provided by Market Statistics.

Household Income: As of 1987 and provided by "Sales and Marketing Management"

Median Age: As of 1987 and provided by S&MM.

Median Education: Based on 1980 census data updated to 1986.

Median Home Value: There is an important change in this category. Previously we used a figure based on the median price of homes sold in the market in the previous year. This new figure is based on the estimated average price of all homes in the market. Generally this figure is lower than last years.

Population Change (86-91): Gross change in total population based on S&MM projections.

Retail Sales Change (86-91): Gross change in retail sales based on S&MM projections.

Number of B or C FM Stations: Self explanatory except stations must be viable and have competitive signals over the market.

Revenue per AQH: 1987 revenue divided by Average Quarter Hour totals for all listed stations in Spring 87 Arbitron.

COMMERCE AND INDUSTRY

These listings show which companies are headquartered in the market being studied. The Forbes 500 and Fortune 500 listings show the major corporations. The INC 500 is a listing of the fastest growing small, privately-owned companies.

The rank of each Fortune 500 company is shown in parenthesis. Most companies in the Fortune 500 would also be listed in the Forbes 500, although I did not list them twice.

Employment Breakdowns

By Industry (SIC):

1. Business Services	71,212	(7.6%)
2. Eating & Drinking Places	69,888	(7.4%)
3. Wholesale Trade-Durable	63,936	(6.8%)
4.		
5. (The Top 10 SIC's are listed)		

By Occupation:

Manag/Prof.	251,632	(24.6%)
Tech/Sales/Admin	356,166	(34.9%)
Service	116,903	(11.4%)
Farm/Forest/Fish	9,021	(0.9%)
Precision Prod	120,851	(11.8%)
Oper/Fabri/Labor	167,162	(16.4%)

Total Metro Employees:	938,701
Top Ten Total Employees:	426,815 (45.5%)

This data is also provided by Market Statistics. The column on the left shows employment by industry/SIC. The top 10 SIC's are listed. The column on the right shows employment by job description or occupation. Below are the six occupational classifications and their sub-classifications:

MANAGERIAL AND PROFESSIONAL SPECIALTY OCCUPATIONS

Executive, administrator, and managerial
Officials and administrators, public admin.
Management related occupations
Professional specialty occupations
Engineers and natural scientists
Health diagnosing occupations
Health assessment and treating occupations
Teachers, librarians and counselors

TECHNICAL, SALES, AND ADMINISTRATIVE SUPPORT OCCUPATIONS

Health technologists and technicians
Technologists and technicians, except health
Supervisors and proprietors, sales occupations
Sales representatives, commodities and finance
Other sales occupations
Administrative support occupations, including clerical
Computer equipment operators
Secretaries, stenographers, and typists
Financial records processing occupations
Mail and message distribution occupations

SERVICE OCCUPATIONS

Private household occupations
Protective service occupations
Service occupations, except protective and household

FARMING, FORESTRY, AND FISHING OCCUPATIONS

Farm operators and managers
Farm workers and related occupations

PRECISION PRODUCTION, CRAFT, AND REPAIR OCCUPATIONS

Mechanics and repairs
Construction trades
Precision production occupations

OPERATORS, FABRICATORS, AND LABORERS

Machine operators and tenders, except precision
Fabricators, assemblers, inspectors, and samplers
Transportation occupations
Material moving equipment operators
Handlers, equipment cleaners, helpers and laborers

PAGE TWO (THE RIGHT HAND PAGE OF EACH MARKET REPORT)

Largest Local Banks: List the largest banks in each market along with their assets as of July 1986.

Colleges and Universities: The major colleges and universities in each market are listed along the number of students enrolled as of 1986. The source for this information was the Education Directory, Colleges and Universities.

Military Bases: If any significant military installations are present in the market they are listed on this table. The number of military personnel stationed at the base is also included. This figure does not include dependents.

Unemployment: This figure was researched through several government sources. For some markets there is not any data available.

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users: We surveyed local broadcasters and asked them which local advertising agencies are the heaviest users of local radio. Those agencies listed were chosen by a consensus of the broadcasters.

Largest Local Radio Accounts: We asked broadcasters what were the largest local accounts in their markets.

Sources of Regional Dollars: Broadcasters were asked which markets were important sources for regional dollars.

Highest Billing Stations: This feature is certain to be a fascinating - albeit controversial - listing. It shows what Duncan Media believes to be the highest billing stations in each market and their 1987 revenue. Sources in some markets helped me to a degree - primarily in ranking the station - but I accept full responsibility, credit, and blame for what is printed.

I used several formulas for estimating the revenue - all of them I consider proprietary. I will tell you that the formulas include revenue per share point potential, the station's format, and other variables. My goal is to be within 5% of actual. Let me know how I did.

80-90 Channels: This table shows the proposed 80-90 channels which may have effect on each market. The channel is shown along with the distance the tower is from the market. All allocations are Class A channels except where noted.

COMPETITIVE MEDIA

Over the Air Television: No explanation needed.

Daily Newspapers: The circulation for these papers are as of January 1987. AD means All Day.

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 94,000,000	39.3	.0129
Radio	32,500,000	13.6	.0044
Newspaper	106,000,000	44.3	.0145
Outdoor	6,900,000	2.9	.0009
	\$239,400,000		.0327

Media Revenue Estimates: This table shows the estimated revenue for each of four major advertising vehicles. The figures are in gross dollars. My confidence levels for radio revenue are high, medium for television, and low for newspaper and outdoor. Newspaper estimates include retail space, inserts and what I call "retail classified". Retail classified would be auto advertising and real estate. I would not include personals, yard and garage sales, and other lineage which would be placed by an individual rather than a business. Newspaper sales do not include the revenue derived from the sale of the paper to subscribers and newsstand sales.

Television estimates are primarily projections based on old FCC data and the NAB's work in compiling TV revenue.

As I said, I have a low confidence level with the newspaper and outdoor advertising estimates. In general, I took a national percentage of retail sales for each medium and applied it to each individual market. Local radio managers and owners were asked for their estimates. Some of them were helpful, but most broadcasters really don't have any idea what the newspaper bills. My hope is that people will read these pages and make suggestions about how I can improve the estimates.

The "%" figure is a particular medium's share of the total estimated dollars for all four media. As a broad and general billing ratio I would offer the following:

TV outbills radio 2 or 3 to 1
Newspaper outbills TV by 30% to 40%

The "% of Retail Sales" shows a medium's revenue as expressed as a percentage of total 1987 retail sales. Radio's sales are the equivalent of \$4.40 per \$1,000 of retail sales. TV and newspaper are \$12.90 and \$14.50 per thousand, respectively. Total advertising on the four media is over \$30.00 per thousand dollars of retail sales. These percentages are higher than normal (except for radio and outdoor which are close to normal). TV usually averages around \$0.90 per thousand and newspaper around \$1.10 per thousand. The total "% of Retail Sales" averages anywhere from .0200 to .0290.

Recent Radio Transactions: This shows radio sales since 1983. In some cases the sales may never have been closed for various reasons. They are listed anyway because they still give an indication of station pricing in the market.

Miscellaneous Comments: This section contains various odds and ends including footnotes, quotes about the markets and weather data.

Usually I try to include a bit "lighter" in this section. For the last three years I have included climatic data for each market. This year I asked radio managers in each market to list the best restaurants and hotels. Their picks are listed in a rough order of how many votes each received.

AKRON

1987 ARB Rank: 64
 1987 MSA Rank: 75
 1987 ADI Rank: Cleveland ADI
 FM Base Value: \$4,400,000

1987 Revenue: \$12,700,000
 Rev per Share Point: \$382,530
 Population per Station: 89,500 (6)
 1987 Revenue Change: 6.7%

Manager's Market Ranking (current): 4.1
 Manager's Market Ranking (future): 3.2
 Duncan's Radio Market Grade: II C-
 Mathematical Market Grade: II C+

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	8.8	9.3	9.9	10.5	11.9	12.7						
Yearly Growth Rate (82-87):	7.6% (assigned future growth rate of 6.0%)											
Projected Revenue Estimates:							13.5	14.3	15.1	16.0	17.0	
Revenue per Capita:	13.30	13.50	14.29	16.23	18.45	19.66						
Yearly Growth Rate (82-87):	8.1%											
Projected Revenue per Capita:							21.25	22.97	24.83	26.85	29.02	
Resulting Revenue Estimate:							13.7	14.7	15.8	17.1	18.4	
Revenue as % of Retail Sales:	.0029	.0029	.0029	.0029	.0030	.0032						
Mean % (82-87):	.00297%											
Resulting Revenue Estimate:							12.8	13.7	14.6	15.4	16.0	
MEAN REVENUE ESTIMATE:							<u>13.3</u>	<u>14.2</u>	<u>15.2</u>	<u>16.2</u>	<u>17.1</u>	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.652	.651	.650	.648	.648	.646	.644	.641	.639	.637	.635
Retail Sales (billions):	3.1	3.2	3.4	3.7	3.81	4.0	4.3	4.6	4.9	5.2	5.4

Below-the-Line Listening Shares:	57.0%	<u>Confidence Levels</u>				
Unlisted Station Listening:	9.8%	1987 Revenue Estimates: Slightly below normal				
Total Lost Listening:	66.8%	1988-1992 Revenue Projections: Slightly below normal				
Available Share Points:	33.2	<u>COMMENTS</u>				
Number of Viable Stations:	6	Managers predict 6% to 7% growth in 1988...				
Mean Share Points per Station:	5.5					
Median Share Points per Station:	5.7					
Rev. per Available Share Point:	\$382,530					
Estimated Rev. for Mean Station:	\$2,103,915					

Household Income: \$32,062	<u>Ethnic Breakdowns (%)</u>		<u>Income Breakdowns (%)</u>		<u>Age Breakdowns (%)</u>		<u>Education Levels</u>	
Median Age: 32.1 years	White	90.3	<15	28.7	12-34	26.5	Non High School	
Median Education: 12.5 years	Black	8.8	15-30	30.1	25-54	48.3	Grad 30.5	
Median Home Value: \$46,300	Hispanic	0.5	30-50	27.1	55+	25.2	High School	
Population Change (1986-1991): -1.7%	Other	0.4	50-75	10.7			Grad 40.0	
Retail Sales Change (1986-1991): 36.9%			75+	3.4			College 1-3 years	
Number of B or C FM Stations: 3							14.1	
Revenue per AQH: \$15,246							College 4+ years	
Cable Penetration: 46%							15.4	
The above information is provided through the courtesy of Market Statistics, a division of Bill Communications								

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Rubber	Goodyear (29)	GenCorp.	Brenlin Group
Chemicals	Firestone (102)	Ohio Edison	Fred W. Albrecht Group
Plastics	GenCorp. (128)	Roadway Services	
Trucking	B. F. Goodrich (150)		
Boilers			
Auto stampings	<u>Other Major Corporations</u>		
Aircraft Equipment	McNeil Corp.		
	Schulman Inc.		

INC 500 Companies

	<u>Employment Breakdowns</u>		
Physicians Weight	<u>By Industry (SIC):</u>		<u>By Occupation:</u>
Loss Centers	1. Health Services	18,063 (9.6%)	Manag/Prof.
Basicomputer	2. Eating & Drinking Places	15,398 (8.2%)	Tech/Sales/Admin.
	3. Fabricated Metal Products	11,004 (5.8%)	Service
	4. Rubber & Misc. Plastics	9,011 (4.8%)	Farm/Forest/Fish
	5. Machinery, Except Electr.	8,607 (4.6%)	Precision Prod.
	6. Wholesale Trade-Durable	8,419 (4.5%)	Oper/Fabri/Labor
	7. Food Stores	7,282 (3.9%)	
	8. Business Services	7,145 (3.8%)	
	9. Trucking & Warehousing	6,125 (3.2%)	
	10. General Merchandise Stores	5,470 (2.9%)	
	Total Metro Employees:	188,656	64,516 (22.7%)
	Top 10 Total Employees:	96,524 (51.2%)	85,810 (30.1%)
			37,722 (13.3%)
			2,383 (0.8%)
			37,859 (13.3%)
			56,187 (19.8%)

AKRON

Largest Local Banks

Bank One (956 Mil)
 Centran Bank (340 Mil)
 First Nat. Bank (1.8 Bil)
 National City Bank (760 Mil)

Colleges and Universities

University of Akron (26,644)
 Kent State (20,324)

Military Bases

Unemployment

Jun 79: 5.5%
 Dec 82: 13.7%
 Sep 83: 10.2%
 Sep 84: 9.6%
 Aug 85: 8.2%
 Aug 86: 7.7%
 Aug 87: 7.2%

Total Full Time Students: 31,461

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>
Loos Edwards	1st National Bank	Cleveland	None	1. WKDD-F \$3,300,000
Taylor Hawkins	Coca Cola	Columbus		2. WAKR 2,900,000
Stalker	McDonalds	Pittsburgh		3. WONE-F 1,950,000
Malone	Ohio Edison			4. WNIR-F 1,750,000
	O'Neil's Dept. Store			5. WDBN-F 1,300,000
				6. WSLR 1,000,000
				7.
				8.
				9.
				10.

<u>Daily Newspapers</u>	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Akron Reacon-Journal	156,288		228,203	Knight-Ridder

Miscellaneous Comments

* Part of Cleveland ADI. TV revenue is Akron's estimated contribution to Cleveland's total revenue for TV.

Manager's Comment

"Excellent rate leadership."

COMPETITIVE MEDIA

Over the Air Television

WAKC Akron 23 ABC Group One
 WBNX Akron 55
 WEAQ Akron 49 PBS

Others - See Cleveland or Canton

Best Restaurants

Crockers (steak)
 Nick Anthe's
 Little Joe's Pub (general)
 Diamond Grill

Best Hotels

Hilton West
 Quaker Square Hilton

NO WEATHER DATA AVAILABLE:
 See Cleveland for an approximation.

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$26,100,000	27.7	.0065
Radio	12,700,000	13.5	.0032
Newspaper	51,700,000	54.9	.0129
Outdoor	3,700,000	3.9	.0009
	<u>\$94,200,000</u>		<u>.0235</u>

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1984	WSLR/WKDD-F	From Welcome to Al Kaneb	\$ 8,900,000
1984	WHLO		600,000
1986	WAKR/WONE-F	From Group One to DKM	NA
1987	WAKR, WONE-F	From DKM to Summit	16,400,000 (E)

NOTE: Some of these sales may not have been consummated.

ALBANY - SCHENECTADY - TROY

Largest Local Banks

Key Bank (1.9 Bil)
 Norstar Bank of Upstate NY (2.7 Bil)
 Union National Bank (203 Mil)
 Schenectady Trust Company (555 Mil)

Colleges and Universities

SUNY-Albany (15,938)
 Rensselaer Polytech (6,811)

 Total Full Time Students: 40,484

Military Bases

Scotia Navy Depot (2,200) ?

Unemployment

Jun 79: 4.6%
 Dec 82: 7.3%
 Sep 83: 6.2%
 Sep 84: 5.4%
 Aug 85: 5.5%
 Aug 86: 4.7%
 Aug 87: 3.5%

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>
Marino	McDonalds	New York	101.3 Stillwater	1. WGY \$3,500,000
Beckman	Price Chopper Markets		17 North of Troy	2. WPYX 2,800,000
Schurr & Jackson	Smith Pontiac		94.5 Ravena	3. WKLI-F 2,300,000
Van de Car	Pepsi		18 South of Albany	4. WFLY-F 1,700,000
Wolkcas	Taft Furniture		104.5 Mechanicville	5. WGFM 1,600,000
			14 NNW of Troy	WROW-F 1,500,000
				7. WGNA-F 1,250,000
				8. WTRY 800,000
				9. WROW 700,000
				10. WQBK 675,000

<u>Daily Newspapers</u>	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Albany Times-Union	87,446		175,532	Hearst
Albany Knickerbocker-News		28,927		Hearst
Troy Times Record		44,108	46,106	Ingersoll
Schenectady Gazette	70,925			

Miscellaneous Comments

Manager's Comment

"The inability of any one newspaper to deliver the market adequately helps promote the use of radio...market features stable economy."

COMPETITIVE MEDIA

Over the Air Television

WNYT	Albany	13	NBC	Viacom
WRGB	Schenectady	6	CBS	
WTEN	Albany	10	ABC	Knight-Ridder
WUSV	Schenectady	45		
WXXA	Albany	23		Heritage
WHHT	Schenectady	17	PBS	

Best Restaurants

Jacks (seafood)
 LaSerre (French)

Best Hotels

Desmond Americana
 Albany Marriott
 Albany Hilton

WEATHER DATA

Elevation: 275
 Annual Precipitation: 36.5 in.
 Annual Snowfall: 65.7 in.
 Average Windspeed: 8.8 (S)

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Television	\$ 53,600,000	35.7	.0092			
Radio	17,500,000	11.6	.0030	Avg. Max. Temp.: 30.4	83.9	58.1
Newspaper	73,800,000	49.1	.0127	Avg. Min. Temp.: 12.5	60.1	37.1
Outdoor	5,400,000	3.6	.0009	Average Temp.: 21.5	72.0	47.6
	\$150,000,000		.0258			

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WPTR/WFLY-F	From Rust to Dyson	\$ 4,000,000
1983	WGY/WGFM-F	From GE to Sky/Foster	NA
1983	WROW A/F	From Capital Cities to JAG	3,200,000
1984	WQBK A/F		1,300,000
1984	WWCN		1,150,000
1985	WGY/WGFM-F	Sold to Israel, et. al.	11,000,000
1986	WTRY, WPYX-F	Sold to Merv Griffin	15,000,000
1986	WGNA-F		4,500,000
1987	WROW A/F	From JAG to Wilkes-Schwartz	NA
1987	WHAZ		300,000
1987	WWCN		615,000
1987	WPTR, WFLY		7,500,000
1987	WWWD		160,000

NOTE: Some of these sales may not have been consummated.

ALBUQUERQUE

1987 ARB Rank: 80
 1987 MSA Rank: 100
 1987 ADI Rank: 56
 FM Base Value: \$2,200,000

1987 Revenue: \$17,000,000
 Rev per Share Point: \$188,261
 Population per Station: 18,617 (23)
 1987 Revenue Change: 6.9%

Manager's Market Ranking (current): 2.8
 Manager's Market Ranking (future): 3.7
 Duncan's Radio Market Grade: II D+
 Mathematical Market Grade: II C-

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92	
Duncan Revenue Est.:	10.7	12.0	13.2	14.9	15.9	17.0						
Yearly Growth Rate (82-87):	9.7% (assigned growth rate of 8.0%)											
Projected Revenue Estimates:							18.4	19.8	21.4	23.1	25.0	
Revenue per Capita:	23.94	26.31	28.39	31.70	33.83	35.10						
Yearly Growth Rate (82-87):	8.0%											
Projected Revenue per Capita:							37.91	40.94	44.21	47.75	51.57	
Resulting Revenue Estimate:							18.6	20.4	22.4	24.5	26.8	
Revenue as % of Retail Sales:	.0047	.0048	.0049	.0051	.0048	.0051						
Mean % (82-87):	.00490%											
Resulting Revenue Estimate:							17.6	18.6	20.1	21.6	23.0	
							MEAN REVENUE ESTIMATE:					
							18.2	19.6	21.3	23.1	24.9	

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	.447	.456	.465	.470	.477	.484	.490	.498	.506	.514	.520
Retail Sales (billions):	2.3	2.5	2.7	2.9	3.0	3.3	3.6	3.8	4.1	4.4	4.7

Below-the-Line Listening Shares: 0 %
 Unlisted Station Listening: 9.7%
 Total Lost Listening: 9.7%
 Available Share Points: 90.3
 Number of Viable Stations: 17
 Mean Share Points per Station: 5.3
 Median Share Points per Station: 3.9
 Rev. per Available Share Point: \$188,261
 Estimated Rev. for Mean Station: \$997,785

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Managers predict 6% to 7% growth in 1988...Market reports to Miller, Kaplan...7 or 8 low revenue stations do not report and estimates were made for them...Revenue estimates includes revenue taken out of market by Santa Fe stations...

Household Income: \$29,141
 Median Age: 30.3 years
 Median Education: 12.8 years
 Median Home Value: \$55,300
 Population Change (1986-1991): 7.9%
 Retail Sales Change (1986-1991): 45.9%
 Number of B or C FM Stations: 7 + 5 = 12
 Revenue per AQH: \$23,977
 Cable Penetration: 43%

<u>Ethnic Breakdowns (%)</u>		<u>Income Breakdowns (%)</u>		<u>Age Breakdowns (%)</u>		<u>Education Levels</u>
White	60.9	<15	31.3	12-34	27.6	Non High School
Black	1.9	15-30	31.2	25-54	51.5	Grad 24.2
Hispanic	37.2	30-50	23.3	55+	20.9	
Other	---	50-75	10.2			High School
		75+	4.0			Grad 33.9

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years
19.7

College 4+ years
22.2

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Transportation		Public Service Co. of NM	
Tourism		Sunwest Financial Service	
Research			
Electronics			
Military			

INC 500 Companies

After the Stork
 Gearcon General Contractors
 Woodworker's Supply

Employment Breakdowns

<u>By Industry (SIC):</u>	<u>By Occupation:</u>
1. Business Services	Manag/Prof.
2. Eating & Drinking Places	Tech/Sales/Admin.
3. Health Services	Service
4. Special Trade Contractor	Farm/Forest/Fish
5. Wholesale Trade-Durable	Precision Prod.
6. General Building Contrac.	Oper/Fabri/Labor
7. Food Stores	
8. Miscellaneous Retail	
9. Electric & Electronic Eq.	
10. Automotive Dealers	

Total Metro Employees: 157,469
 Top 10 Total Employees: 82,789 (52.6%)

ALBUQUERQUE

<u>Largest Local Banks</u>	<u>Colleges and Universities</u>	<u>Military Bases</u>	<u>Unemployment</u>
Sunwest Bank of Alb. (1.5 Bil)	University of New Mexico (26,079)	Kirtland AFB (7,204)	Jun 79: 6.3%
First National Bank of Alb. (1.1 Bil)	University of Albuquerque (1,181)	Sandia Reservation (NA)	Dec 82: 8.3%
First Interstate Bank (430 Mil)			Sep 83: 8.7%
			Sep 84: 6.4%
			Aug 85: 6.9%
			Aug 86: 6.4%
			Aug 87: 6.3%
	Total Full Time Students: 14,566		

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>
Rick Johnson Group West	McDonalds Rich Ford Frontier Ford Coca Cola	Phoenix El Paso Denver Salt Lake City	106.3 Los Lunas 22 S. of Albuquerque 101.3 Albuquerque	1. KKOB \$3,400,000 2. KKOB-F 3,100,000 3. KRZY, KRST-F 1,850,000 4. KNMQ-F 1,500,000 5. KZRR, KZST 1,300,000 6. KFMG-F 1,200,000 7. KKJY-F 900,000 8. 9. 10.

<u>Daily Newspapers</u>	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Albuquerque Journal	111,331		147,993	Scripps-Howard
Albuquerque Tribune		42,283		Scripps-Howard

Miscellaneous Comments

Manager's Comment

"Those broadcasters who have the dough to stick it out in Albuquerque will eventually operate profitably and sell at a good price."

COMPETITIVE MEDIA

Over the Air Television

KGGM	Albuquerque	13	CBS	
KGSW	Albuquerque	14		
KNAT	Albuquerque	23		Trinity
KNME	Albuquerque	5	PBS	University of New Mexico
KOAT	Albuquerque	7	ABC	Pulitzer
KOB	Albuquerque	4	NBC	Hubbard
KNMZ	Santa Fe	2		

Best Restaurants

Ranchers Club
Mayfair
Casa Viejos
Al Monte's

Best Hotels

Marriott
Four Season
La Posada

WEATHER DATA

Elevation: 5311
Annual Precipitation: 8.33 in.
Annual Snowfall: 10.7 in.
Average Windspeed: 9.0 (SE)

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>	
Television	\$ 50,000,000	60.6	.0152				
Radio	17,000,000	13.2	.0051				
Newspaper	58,400,000	45.3	.0177				
Outdoor	3,400,000	2.6	.0010				
	\$129,800,000		.0390				
				Avg. Max. Temp.:	46.9	92.2	70.0
				Avg. Min. Temp.:	23.5	65.2	43.5
				Average Temp.:	35.2	78.7	56.8

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	KKJY-F	From Broadcast Assoc. to Dunn	\$ NA
1985	KKJY-F	Sold by Dunn	3,200,000
1985	KQEO	From Sunbelt to Penn	2,400,000 (E)
1985	KAMX/KFMG-F	Sold to Coastal	2,125,000
1986	KRKE A/F	Sold by Compass	3,150,000
1986	KOB A/F	From Hubbard to Price Comm.	16,500,000
1987	KKJY-F		3,300,000
1987	KRZY/KRST-F	Sold to Wagon Train	5,200,000
1987	KKOB A/F	From Price to Fairfield	NA
1987	KIVA-F (Santa Fe)	Sold by Constant	1,900,000
1987	KHFM-F		850,000

NOTE: Some of these sales may not have been consummated.

ALLENTOWN - BETHLEHEM

1987 ARB Rank: 60
 1987 MSA Rank: 73
 1987 ADI Rank: Philadelphia ADI
 FM Base Value: \$3,500,000

1987 Revenue: \$13,800,000
 Rev per Share Point: \$189,560
 Population per Station: 40,050 (14)
 1987 Revenue Change: 8.6%

Manager's Market Ranking (current): 3.0
 Manager's Market Ranking (future): 3.7
 Duncan's Radio Market Grade: II C
 Mathematical Market Grade: II C

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	8.7	9.6	10.7	11.8	12.7	13.8					
Yearly Growth Rate (82-87): 9.6% (assigned growth rate of 7.2%)											
Projected Revenue Estimates:							14.8	15.9	17.0	18.2	19.5
Revenue per Capita:	13.45	14.75	16.34	17.96	19.24	20.81					
Yearly Growth Rate (82-87): 9.1% (assigned growth rate of 7.5%)											
Projected Revenue per Capita:							22.37	24.05	25.85	27.79	29.83
Resulting Revenue Estimate:							14.9	16.1	17.4	18.8	20.3
Revenue as % of Retail Sales:	.0029	.0029	.0030	.0031	.0030	.0031					
Mean % (82-87): .0030%											
Resulting Revenue Estimate:							14.1	15.0	15.9	16.8	17.7
MEAN REVENUE ESTIMATE:							<u>14.6</u>	<u>15.7</u>	<u>16.8</u>	<u>17.9</u>	<u>19.2</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.647	.651	.655	.657	.661	.663	.666	.670	.674	.677	.680
Retail Sales (billions):	3.0	3.3	3.6	3.8	4.0	4.4	4.7	5.0	5.3	5.6	5.9

Below-the-Line Listening Shares: 19.1%
 Unlisted Station Listening: 8.1%
 Total Lost Listening: 27.2%
 Available Share Points: 72.8
 Number of Viable Stations: 10
 Mean Share Points per Station: 7.3
 Median Share Points per Station: 7.3
 Rev. per Available Share Point: \$189,560
 Estimated Rev. for Mean Station: \$1,383,788

Confidence Levels

1987 Revenue Estimates: Slightly below normal
 1988-1992 Revenue Projections: Slightly below normal

COMMENTS

Managers predict 5% to 7% growth in 1988...

Household Income: \$32,916
 Median Age: 35.0 years
 Median Education: 12.3 years
 Median Home Value: \$44,100
 Population Change (1986-1991): 2.5%
 Retail Sales Change (1986-1991): 39.5%
 Number of B or C FM Stations: 5
 Revenue per AQH: \$15,436
 Cable Penetration: NA

Ethnic Breakdowns (%)

White 96.4
 Black 1.4
 Hispanic 2.2
 Other ---

Income Breakdowns (%)

<15 26.5
 15-30 30.0
 30-50 28.0
 50-75 11.9
 75+ 3.6

Age Breakdowns (%)

12-34 23.3
 25-54 47.1
 55+ 29.6

Education Levels

Non High School Grad 36.8
 High School Grad 39.4

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 11.1
 College 4+ years 12.7

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Electronics Bethlehem Steel (89)
 Steel Air Products & Chemicals (179)
 Textiles Mack Trucks (203)

Pennsylvania Power & Light

Trucks and Busses
 Chemicals
 Clothing

Other Major Corporations

Finance America
 Alpha Portland

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Apparel & Other Textile	19,255	(8.7%)
2. Health Services	18,421	(8.4%)
3. Eating & Drinking Places	13,122	(6.0%)
4. Primary Metal Industries	11,014	(5.0%)
5. Transportation Equipment	9,381	(4.3%)
6. Electric & Electronic Eq.	8,533	(3.9%)
7. Business Services	7,322	(3.3%)
8. Food Stores	7,273	(3.3%)
9. Food and Kindred Products	6,938	(3.1%)
10. Educational Services	6,825	(3.1%)

By Occupation:

Manag/Prof.	55,636	(19.4%)
Tech/Sales/Admin. Service	77,178	(26.9%)
32,595	(11.3%)	
Farm/Forest/Fish	3,560	(1.3%)
Precision Prod.	39,040	(13.6%)
Oper/Fabri/Labor	79,052	(27.5%)

Total Metro Employees: 220,419
 Top 10 Total Employees: 108,084 (49.0%)

ALLENTOWN - BETHLEHEM

Largest Local Banks

First National (1.2 Bil)
 Merchants (1.3 Bil)
 Union Bank (515 Mil)

Colleges and Universities

Lehigh (6,280)
 Lafayette (2,332)
 Muhlenberg (2,185)

Military Bases

Unemployment

Jun 79: 6.5%
 Dec 82: 12.5%
 Sep 83: 10.6%
 Sep 84: 9.3%
 Aug 85: 8.3%
 Aug 86: 6.2%
 Aug 87: 4.9%

Total Full Time Students: 15,838

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Ackley
 Lieberman
 TMR

Largest Local Radio Accounts

McDonalds
 LV Chevy Dealers

Source of Regional Dollars

80-90 Channels

None

Highest Billing Stations

1. WLEV-F \$2,500,000
2. WQQQ-F 2,100,000
3. WZZO-F 1,900,000
4. WAEB A/F 1,900,000
5. WFMZ-F 1,400,000
- 6.
- 7.
- 8.
- 9.
- 10.

Daily Newspapers

Allentown Call
 Bethlehem Globe-Times

AM

PM

SUN

Owner

134,156

22,941

176,970

Times-Mirror
 Thomson

Miscellaneous Comments

* Part of Philadelphia ADI. TV revenue is Allentown-Bethlehem's estimated contribution to the total TV revenue for Philadelphia ADI.

COMPETITIVE MEDIA

Over the Air Television

WFMZ Allentown 69
 WLVT Allentown 39 PBS

Philadelphia ADI

Best Restaurants

Appenino's (Italian)
 Michael Shorts (steak)
 Hamilton Plaza (gourmet)

Best Hotels

Hamilton Plaza
 Allentown Hilton
 Hotel Bethlehem

NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$24,700,000	28.4	.0056
Radio	13,800,000	15.8	.0031
Newspaper	45,000,000	51.7	.0102
Outdoor	3,600,000	4.1	.0008
	<u>\$87,100,000</u>		<u>.0197</u>

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983 WHOL \$ 450,000
 1984 WEEX, WQQQ-F Sold to Northeast 3,000,000
 1985 WHOL 500,000
 1986 WEST, WLEV-F From Sound to Eastern 5,700,000

NOTE: Some of these sales may not have been consummated.

ALTOONA

Largest Local Banks

Mid State (657 Mil)

Colleges and Universities

Penn State-Altoona (2,081)

Military Bases

Unemployment

Jun 79: NA
 Dec 82: 16.9%
 Sep 83: 15.5%
 Sep 84: 10.6%
 Aug 85: 10.2%
 Aug 86: 6.9%
 Aug 87: 6.0%

Total Full Time Students: 1,692

RAIO BUSINESS INFORMATION

Heavy Agency Radio Users

Largest Local Radio Accounts

Source of Regional Dollars

80-90 Channels

Highest Billing Stations

Wolfe Furniture
 Value City

Pittsburgh
 Philadelphia
 Harrisburg

105.7 Portage
 Between Altoona
 and Johnstown

1. WFBG	\$1,200,000
2. WPRR-F	625,000
3. WFBG-F	600,000
4. WRTA	500,000
5. WHPA-F	375,000
6. WVAM	300,000
7.	
8.	
9.	
10.	

Daily Newspapers

	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Altoona Mirror	33,500		32,300	Thomson

Miscellaneous Comments

* Split AOI between Johnstown and Altoona. TV revenue is estimate of Altoona's share. Total revenue for AOI is estimated at \$16,000,000.

COMPETITIVE MEDIA

Over the Air Television

See Johnstown

Best Restaurants

Jethros (steak)
 Lena's
 Allegro (Italian)

Best Hotels

Altoona Sheraton
 Holiday Inn

NO WEATHER DATA AVAILABLE:
 See Pittsburgh for an approximation.

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 6,100,000	31.0	.0071
Radio	4,000,000	2.0	.0046
Newspaper	8,600,000	43.7	.0100
Outdoor	1,000,000	5.1	.0012
	<u>\$19,700,000</u>		<u>.0228</u>

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WRTA (78%)	\$909,000
1986	WVAN, WPRR-F	850,000
1987	WVAM, WPRR-F	850,000

NOTE: Some of these sales may not have been consummated.

AMARILLO

1987 ARB Rank: 171
 1987 MSA Rank: 205
 1987 ADI Rank: 118
 FM Base Value: \$1,400,000

1987 Revenue: \$6,000,000
 Rev per Share Point: \$65,359
 Population per Station: 10,155 (16)
 1987 Revenue Change: 5.0%

Manager's Market Ranking (current): 3.1
 Manager's Market Ranking (future): 3.4
 Duncan's Radio Market Grade: NA
 Mathematical Market Grade: IV 0+

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	5.5	5.9	6.4	5.9	5.7	6.0						
Yearly Growth Rate (82-87):	2.0% (assigned rate of 4.0%)											
Projected Revenue Estimates:							6.2	6.5	6.7	7.0	7.3	
Revenue per Capita:	30.39	30.89	33.16	29.94	28.22	29.90						
Yearly Growth Rate (82-87):	Negative (assigned rate of 2.5%)											
Projected Revenue per Capita:							30.64	31.41	32.20	33.00	33.8	
Resulting Revenue Estimate:							6.3	6.5	6.8	7.1	7.3	
Revenue as % of Retail Sales:	.0050	.0048	.0050	.0043	.0040	.0040						
Mean % (82-87):	Assigned rate of .0040%											
Resulting Revenue Estimate:							6.3	6.8	7.3	7.8	8.2	
							MEAN REVENUE ESTIMATE:					
							6.3	6.6	6.9	7.3	7.6	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.181	.191	.193	.197	.198	.201	.204	.206	.210	.215	.217
Retail Sales (billions):	1.11	1.24	1.29	1.37	1.41	1.50	1.58	1.71	1.82	1.95	2.04

Below-the-Line Listening Shares: 0 %
 Unlisted Station Listening: 8.2%
 Total Lost Listening: 8.2%
 Available Share Points: 91.8
 Number of Viable Stations: 12
 Mean Share Points per Station: 7.7
 Median Share Points per Station: 8.6
 Rev. per Available Share Point: \$65,359
 Estimated Rev. for Mean Station: \$503,264

Confidence Levels

1987 Revenue Estimates: Below normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

	<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
Household Income: \$32,146				
Median Age: 31.0 years				
Median Education: 12.6 years				
Median Home Value: \$33,700				
Population Change (1986-1991): 8.6%	White 87.1	<15 28.7	12-34 26.7	Non High School
Retail Sales Change (1986-1991): 38.1%	Black 4.7	15-30 30.3	25-54 50.1	Grad 30.6
Number of B or C FM Stations: 7	Hispanic 8.2	30-50 24.5	55+ 23.2	High School
Revenue per AQH: \$26,666	Other ---	50-75 11.3		Grad 32.3
Cable Penetration: 66%		75+ 5.2		College 1-3 years
				20.9
				College 4+ years
				16.2

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Petrochemicals		Southwestern Pub. Service	
Transportation			
Agribusiness			
Munitions			
	<u>Other Major Corporations</u>		
	Diamond Shamrock		

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	5,226	(8.3%)
2. Eating & Drinking Places	5,167	(8.2%)
3. Wholesale Trade-Durable	3,669	(5.8%)
4. Food & Kindred Products	3,297	(5.2%)
5. Special Trade Contractor	3,184	(5.0%)
6. Wholesale Trade-Nondurable	3,154	(5.0%)
7. Business Services	2,340	(3.7%)
8. Food Stores	2,125	(3.4%)
9. General Merchandise Stores	2,009	(3.2%)
10. Automotive Dealers	1,969	(3.1%)

By Occupation:

Manag/Prof.	17,226	(20.6%)
Tech/Sales/Admin. Service	26,764	(32.0%)
11,031	(13.2%)	
Farm/Forest/Fish	1,552	(1.9%)
Precision Prod.	12,801	(15.3%)
Oper/Fabri/Labor	14,242	(17.0%)

Total Metro Employees: 63,226
 Top 10 Total Employees: 32,140 (50.8%)

AMARILLO

Largest Local Banks

First National (915 Mil)
 Amarillo National (623 Mil)
 Texas American (252 Mil)
 Texas Commerce (117 Mil)
 Tascosa National (111 Mil)

Colleges and Universities

West Texas State (6,474)
 Amarillo College (6,151)

 Total Full Time Students: 7,612

Military Bases

Unemployment

Jur 79: 4.3%
 Dec 82: 5.6%
 Sep 83: 4.9%
 Sep 84: 4.2%
 Aug 85: 5.8%
 Aug 86: 6.6%
 Aug 87: 6.4%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

DB & A
 Holland, Merriman

Largest Local Radio Accounts

Source of Regional Dollars

Dallas
 Lubbock
 Oklahoma City
 Albuquerque

80-90 Channels

None

Highest Billing Stations

1. KIXZ/KMML-F	\$1,100,000
2. KLSF-F	1,000,000
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

Daily Newspapers

Amarillo Globe-Times
 Amarillo News
 Amarillo News-Globe

AM

PM

SUN

Owner

		26,000		Morris
44,100				Morris
			77,100	Morris

Miscellaneous Comments

Manager's Comment

"Economy is soft but it will come back."

COMPETITIVE MEDIA

Over the Air Television

KAMR	Amarillo	4	NBC	
KCIT	Amarillo	14		Ralph Wilson
KFDA	Amarillo	10	CBS	Drewry
KVII	Amarillo	7	ABC	Marsh

Best Restaurants

Great Escape
 Beefrigger

Best Hotels

Sheraton
 Fifth Season

WEATHER DATA

Elevation: 3604
 Annual Precipitation: 20.49 in.
 Annual Snowfall: 14.3 in.
 Average Windspeed: 13.7

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$15,000,000	33.1	.0100
Radio	6,000,000	13.2	.0040
Newspaper	22,700,000	50.1	.0151
Outdoor	1,600,000	3.5	.0011
	<u>\$45,300,000</u>		<u>.0302</u>

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
--	------------	-------------	-------------------

Avg. Max. Temp.:
 Avg. Min. Temp.:
 Average Temp.:

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	KZIP		\$ 270,000
1985	KZZQ-F	From Good News to Woods	1,150,000
1985	KIXZ, KMML-F	From Mel Tillis to Haines	3,500,000
1985	KPUR		600,000
1987	KQIZ-F	Sold to First Sierra	1,800,000 (E)
1987	KLSF-F	Sold to Bakcor	3,100,000 (E)

NOTE: Some of these sales may not have been consummated.

ANCHORAGE

1987 ARB Rank: 153	1987 Revenue: \$8,500,000	Manager's Market Ranking (current): 3.0
1987 MSA Rank: 175	Rev per Share Point: \$97,032	Manager's Market Ranking (future): 3.6
1987 ADI Rank: No ADI	Population per Station: 14,121 (14)	Duncan's Radio Market Grade: NA
FM Base Value: NA	1987 Revenue Change: -8.2%	Mathematical Market Grade: IV B

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	6.1	6.9	7.9	9.0	9.7	8.5						
Yearly Growth Rate (82-87):	3.2% (assigned rate of 6.5% after 1988)											
Projected Revenue Estimates:							7.7	8.2	8.7	9.3	10.1	
Revenue per Capita:	28.91	31.65	34.35	37.04	38.64	34.55						
Yearly Growth Rate (82-87):	3.9%											
Projected Revenue per Capita:							35.90	37.30	38.75	40.26	41.83	
Resulting Revenue Estimate:							9.1	9.7	10.5	11.3	11.9	
Revenue as % of Retail Sales:	.0029	.0031	.0033	.0033	.0032	.0030						
Mean % (82-87):	.00313% (assigned % of .0030)											
Resulting Revenue Estimate:							9.3	10.2	11.1	12.3	13.2	
<u>MEAN REVENUE ESTIMATE:</u>							8.7	9.4	10.1	11.0	11.7	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.211	.218	.230	.237	.240	.246	.253	.261	.271	.282	.285
Retail Sales (billions):	2.1	2.2	2.4	2.6	2.68	2.8	3.1	3.4	3.7	4.1	4.4

Below-the-Line Listening Shares: 0 %
 Unlisted Station Listening: 12.4%
 Total Lost Listening: 12.4%
 Available Share Points: 87.6
 Number of Viable Stations: 12
 Mean Share Points per Station: 7.3
 Median Share Points per Station: 5.6
 Rev. per Available Share Point: \$97,032
 Estimated Rev. for Mean Station: \$708,334

Confidence Levels

1987 Revenue Estimates: Below normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

I believe SM&M has seriously overstated retail sales and population growth for Anchorage so use them with great caution... Managers predict negative revenue growth during 1988...

Household Income: \$43,680
 Median Age: 28.2 years
 Median Education: 13.0 years
 Median Home Value: \$89,100
 Population Change (1986-1991): 17.7%
 Retail Sales Change (1986-1991): 54.3%
 Number of B or C FM Stations: 7
 Revenue per AQH: \$28,619
 Cable Penetration: NA

	<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
White	85.8	<15 17.6	12-34 29.0	Non High School
Black	5.0	15-30 23.2	25-54 62.5	Grad 11.7
Hispanic	2.7	30-50 24.3	55+ 8.5	High School
Other	6.5	50-75 23.0		Grad 39.6
		75+ 11.9		College 1-3 years
				25.1
				College 4+ years
				23.6

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Government
 Tourism
 Oil and Gas
 Fishing

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Eating & Drinking Places	7,227	(8.9%)
2. Business Services	4,862	(6.0%)
3. Health Services	4,818	(6.0%)
4. Special Trade Contractor	4,688	(5.8%)
5. Transportation by Air	4,463	(5.5%)
6. Wholesale Trade-Durable	4,043	(5.0%)
7. General Building Contract.	3,907	(4.8%)
8. Miscellaneous Services	3,053	(3.8%)
9. Oil & Gas Extraction	2,789	(3.4%)
10. Heavy Construction Contr.	2,786	(3.4%)

By Occupation:

Manag/Prof.	23,697	(30.5%)
Tech/Sales/Admin.	27,850	(35.8%)
Service	9,721	(12.5%)
Farm/Forest/Fish	532	(0.7%)
Precision Prod.	8,650	(11.1%)
Oper/Fabri/Labor	7,304	(9.4%)

Total Metro Employees: 80,860
 Top 10 Total Employees: 42,636 (52.7%)

ANCHORAGE

Largest Local Banks

National Bank (1.1 Bil)
 Alaska Mutual (810 Mil)
 First National (670 Mil)
 United Bank (459 Mil)
 First Interstate (380 Mil)

Colleges and Universities

University of Alaska-Anchorage (4,074)
 Anchorage CC (8,649)

Total Full Time Students: 3,765

Military Bases

Ft. Richardson (4,932)
 Elmendorf AFB (7,757)

Unemployment

Jun 77: 8.6%
 Dec 82: 10.6%
 Sep 83: 8.2%
 Sep 84: 7.3%
 Aug 85: NA
 Aug 86: 9.7%
 Aug 87: 10.0%
 (state)

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Murray Bradley
 Mystrom
 Frost & Friends

Largest Local Radio Accounts

Coca Cola
 Worthington Ford
 Pepsi
 J.C. Penney

Source of Regional Dollars

Seattle
 Portland
 Fairbanks

80-90 Channels

92.9 Anchorage (Class C)

Highest Billing Stations

1. KFQD \$1,500,000
 2. KGOT-F 1,400,000
 3. KWHL-F 1,100,000
 4. KYAK 900,000
 5. KENI A/F 300,000
 6.
 7.
 8.
 9.
 10.

Daily Newspapers

Anchorage News
 Anchorage Times

	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Anchorage News	54,712		68,000	McClatchy
Anchorage Times		35,696	47,100	

Miscellaneous Comments

Manager's Comment

"Economy is hurting...lack of professional radio people."

COMPETITIVE MEDIA

Over the Air Television

KAKM	Anchorage	7	PBS	
KIMO	Anchorage	13	ABC	
KTBY	Anchorage	4		
KTUU	Anchorage	2	NBC	
KTVA	Anchorage	11	CBS	Northern TV

Best Restaurants

Club Paris (steak)
 Double Muskie (seafood)
 Corsair

Best Hotels

Captain Cook
 Sheraton
 Hilton
 Clarion

WEATHER DATA

Elevation: 114
 Annual Precipitation: 14.6 in.
 Annual Snowfall: 69.8 in.
 Average Windspeed: 6.6 (N)

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$18,400,000	29.8	.0066
Radio	8,500,000	13.8	.0030
Newspaper	33,000,000	53.5	.0118
Outdoor	1,800,000	2.9	.0006
	<u>\$61,700,000</u>		<u>.0220</u>

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	20.0	65.6	43.1
Avg. Min. Temp.:	3.5	50.1	26.9
Average Temp.:	11.8	57.9	35.0

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1984	KENI		\$2,150,000
1985	KYAK, KGOT-F	From Bingham to Olympic	NA
1986	KRKN-F	Sold to Ingstad/Holland	650,000

NOTE: Some of these sales may not have been consummated.

APPLETON - OSHKOSH

1987 ARB Rank: 132
 1987 MSA Rank: 149
 1987 ADI Rank: 67 (w/Green Bay)
 FM Base Value: \$2,700,000

1987 Revenue: \$6,900,000
 Rev per Share Point: \$104,863
 Population per Station: 17,736 (14)
 1987 Revenue Change: 1.5%

Manager's Market Ranking (current): 3.7
 Manager's Market Ranking (future): 3.9
 Duncan's Radio Market Grade: III B
 Mathematical Market Grade: III D-

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92
Duncan Revenue Est.:	5.0	5.7	6.0	6.5	6.8	6.9					
Yearly Growth Rate (82-87): 6.7% (assigned growth rate of 5.5%)											
Projected Revenue Estimates:							7.3	7.7	8.2	8.7	9.3
Revenue per Capita:	17.06	19.26	20.13	21.74	22.14	22.33					
Yearly Growth Rate (82-87): 4.6%											
Projected Revenue per Capita:							23.36	24.43	25.55	26.73	27.96
Resulting Revenue Estimate:							7.3	7.6	8.0	8.4	8.9
Revenue as % of Retail Sales:	.0038	.0041	.0041	.0042	.0042	.0041					
Mean % (82-87): .00408%											
Resulting Revenue Estimate:							7.3	8.2	8.6	9.0	9.7
							MEAN REVENUE ESTIMATE:				
							7.3	7.8	8.3	8.7	9.3

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	.293	.296	.298	.301	.307	.309	.311	.312	.314	.316	.318
Retail Sales (billions):	1.32	1.40	1.46	1.5	1.60	1.7	1.8	2.0	2.1	2.2	2.4

Below-the-Line Listening Shares: 23.9%
 Unlisted Station Listening: 10.3%
 Total Lost Listening: 34.2%
 Available Share Points: 65.8
 Number of Viable Stations: 10
 Mean Share Points per Station: 6.6
 Median Share Points per Station: 5.3
 Rev. per Available Share Point: \$104,863
 Estimated Rev. for Mean Station: \$692,097

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Managers predict 1% to 2% revenue increase in 1988...
 Significant revenue goes to WIXX in Green Bay...

Household Income: \$33,022
 Median Age: 30.7 years
 Median Education: 12.5 years
 Median Home Value: \$44,400
 Population Change (1986-1991): 3.0%
 Retail Sales Change (1986-1991): 36.8%
 Number of B or C FM Stations: 1
 Revenue per AQH: \$20,353
 Cable Penetration: 41%

	Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White	98.4	<15 24.2	12-34 28.6	Non High School
Black	0.2	15-30 31.7	25-54 47.3	Grad 28.4
Hispanic	0.5	30-50 30.5	55+ 24.1	High School
Other	0.9	50-75 10.4		Grad 44.6
		75+ 3.2		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 13.0
 College 4+ years 14.0

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Paper			Menasha
Farm Machinery			
Knitting Mills			
Printing			
	<u>Other Major Corporations</u>		
	Menasha		

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Paper & Allied Products	13,841	(12.7%)
2. Health Services	9,055	(8.3%)
3. Eating & Drinking Places	7,732	(7.1%)
4. Machinery, Except Electr.	5,864	(5.4%)
5. Wholesale Trade-Durable	3,966	(3.6%)
6. Food & Kindred Products	3,877	(3.5%)
7. Printing and Publishing	3,473	(3.2%)
8. Food Stores	3,153	(2.9%)
9. Business Services	3,004	(2.7%)
10. Special Trade Contractor	2,994	(2.7%)

By Occupation:

Manag/Prof.	24,545	(18.5%)
Tech/Sales/Admin.	36,050	(27.1%)
Service	18,543	(14.0%)
Farm/Forest/Fish	5,663	(4.2%)
Precision Prod.	16,779	(12.6%)
Oper/Fabri/Labor	31,297	(23.6%)

Total Metro Employees: 109,383
 Top 10 Total Employees: 56,959 (52.1%)

APPLETON - OSHKOSH

Largest Local Banks

Valley-Appleton (253 Mil)
 Marine-Appleton (242 Mil)
 First Wisconsin-Oshkosh (175 Mil)
 Outagamie-Appleton (115 Mil)

Colleges and Universities

University of Wisconsin-Oshkosh (11,103)
 Lawrence (1,062)
 Fox Valley Tech (3,601)
 Total Full Time Students: 11,461

Military Bases

Unemployment

Jun 79: NA
 Dec 82: 11.9%
 Sep 83: 8.5%
 Sep 84: 6.3%
 Aug 85: 6.4%
 Aug 86: 5.8%
 Aug 87: 4.2%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Marcom
 Ad Works
 Media Management
 Burton, Karstead
 Van Sistine

Largest Local Radio Accounts

American TV
 Pierquets TV & Appliance
 Fox Valley Ford Dealers

Source of Regional Dollars

80-90 Channels

96.3 Brillion
 23 from Appleton
 and Green Bay

Highest Billing Stations

1. WAPL-F \$1,500,000
 2. WHBY 1,100,000
 3. WYNE 900,000
 4. WROE-F 700,000
 5. WMGV-F 525,000
 6. WQWM 350,000
 WNAM 350,000
 8. WOSH 175,000
 9.
 10.

Daily Newspapers

	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Appleton Post-Crescent		52,300	65,300	Gillett
Oshkosh Northwestern		25,500		

Miscellaneous Comments

"Oshkosh is an old fashioned town and like the others in the region, distinctly German, Catholic, and decidedly conservative."

- The Book of America

COMPETITIVE MEDIA

Over the Air Television

See Green Bay
 Part of Green Bay ADI

* ADI split with Green Bay. TV revenue is estimate of Appleton's share. Total TV revenue for ADI is estimated at \$34,600,000.

Best Restaurants

Christies (general)
 Hobnobbin (French)

Best Hotels

Paper Valley Hotel
 Valley Inn
 Midway

NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$15,600,000	35.9	.0092
Radio	6,900,000	15.9	.0041
Newspaper	19,900,000	45.9	.0117
Outdoor	1,000,000	2.3	.0006
	<u>\$43,400,000</u>		<u>.0256</u>

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1986	WRJQ/WROE-F	Sold to Tom Bookey	\$2,115,000
1986	WKFX-F	From Forward to WinCom	1,000,000
1986	WQWM	Sold by Forward	500,000
1987	WYNE	Sold to Fox Valley	935,000

NOTE: Some of these sales may not have been consummated.

ASHEVILLE

1987 ARB Rank: 175
 1987 MSA Rank: 227
 1987 ADI Rank: Greenville ADI
 FM Base Value: N.M.

1987 Revenue: \$4,700,000
 Rev per Share Point: \$63,685
 Population per Station: 19,713 (8)
 1987 Revenue Change: 6.8%

Manager's Market Ranking (current): 3.6
 Manager's Market Ranking (future): 3.7
 Duncan's Radio Market Grade: NA
 Mathematical Market Grade: IV D+

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	3.1	3.3	3.5	3.9	4.4	4.7					
Yearly Growth Rate (82-87): 8.7% (assigned rate of 7.4%)											
Projected Revenue Estimates:							5.0	5.5	5.9	6.3	6.8
Revenue per Capita:	18.79	19.88	20.96	23.08	25.88	27.48					
Yearly Growth Rate (82-87): 7.9%											
Projected Revenue per Capita:							29.66	31.99	34.52	37.24	40.19
Resulting Revenue Estimate:							5.1	5.6	6.0	6.6	7.2
Revenue as % of Retail Sales:	.0033	.0035	.0032	.0031	.0034	.0034					
Mean % (82-87): .00332%											
Resulting Revenue Estimate:							4.9	5.3	5.7	6.2	6.5
<u>MEAN REVENUE ESTIMATE:</u>							5.0	5.5	5.9	6.4	6.8

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.165	.166	.167	.168	.170	.171	.173	.174	.175	.177	.179
Retail Sales (billions):	.89	.92	1.11	1.20	1.28	1.36	1.47	1.59	1.72	1.87	1.96

Below-the-Line Listening Shares: 15.0%
 Unlisted Station Listening: 11.2%
 Total Lost Listening: 26.2%
 Available Share Points: 73.8
 Number of Viable Stations: 3
 Mean Share Points per Station: 24.6
 Median Share Points per Station: 24.1
 Rev. per Available Share Point: \$63,685
 Estimated Rev. for Mean Station: \$1,566,651

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Managers predict a 6% to 7% increase in 1988...

Household Income: \$27,399
 Median Age: 35.2 years
 Median Education: 12.3 years
 Median Home Value: \$36,800
 Population Change (1986-1991): 3.8%
 Retail Sales Change (1986-1991): 46.0%
 Number of B or C FM Stations: 1
 Revenue per AQH: \$22,816
 Cable Penetration: NA

Ethnic Breakdowns (%)

White 91.5
 Black 7.9
 Hispanic 0.6
 Other ---

Income Breakdowns (%)

<15 36.2
 15-30 33.6
 30-50 21.1
 50-75 6.6
 75+ 2.5

Age Breakdowns (%)

12-34 22.4
 25-54 47.9
 55+ 29.7

Education Levels

Non High School Grad 42.2
 High School Grad 29.1

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 14.5
 College 4+ years 14.2

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Textiles Electrical Equip. Tobacco			Ingles Markets

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	5,618	(9.3%)
2. Eating & Drinking Places	3,908	(6.5%)
3. Electric & Electronic Eq.	3,815	(6.3%)
4. Textile Mill Products	6,635	(6.0%)
5. Apparel & Other Textile	2,483	(4.1%)
6. Special Trade Contractor	2,014	(3.3%)
7. Machinery, Except Electr.	1,861	(3.1%)
8. Food Stores	1,859	(3.1%)
9. Wholesale Trade-Durable	1,773	(2.9%)
10. Automotive Dealers	1,751	(2.9%)

By Occupation:

Manag/Prof.	15,844	(20.3%)
Tech/Sales/Admin.	20,176	(26.0%)
Service	9,999	(12.8%)
Farm/Forest/Fish	2,067	(2.7%)
Precision Prod.	10,819	(13.8%)
Oper/Fabri/Labor	18,963	(24.4%)

Total Metro Employees: 60,155
 Top 10 Total Employees: 28,717 (47.7%)

ASHEVILLE

Largest Local Banks

First Commercial (47 Mil)
 NCNB (NA)
 Wachovia (NA)

Colleges and Universities

UNC-Asheville (2,651)
 Mars Hill College (1,357)
 Buncombe Tech-Asheville (2,406)

 Total Full Time Students: 4,913

Military Bases

Unemployment

Jun 79: NA
 Dec 82: 8.4%
 Sep 83: 6.5
 Sep 84: 6.0
 Aug 85: NA
 Aug 86: 5.0%
 Aug 87: 3.9%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Price McNabb

Largest Local Radio Accounts

Coca Cola
 Carolina Toyota
 Budweiser

Source of Regional Dollars

Greenville
 Charlotte
 Atlanta

80-90 Channels

104.3 Old Fort
 17 East of Asheville

Highest Billing Stations

1. WWNC \$2,300,000
2. WKSF-F 1,700,000
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Daily Newspapers

Asheville Citizen
 Asheville Times
 Asheville Citizen-Times

AM

47,700

PM

13,000

SUN

70,700

Owner

Multimedia
 Multimedia
 Multimedia

Miscellaneous Comments

* Split ADI with Greenville-Spartanburg. TV revenue is estimate of Asheville's share. Total TV revenue for ADI is estimated at \$60,200,000.

COMPETITIVE MEDIA

Over the Air Television

Part of Greenville-Spartanburg-Asheville ADI

Best Restaurants

Market Place (continental)
 23 Page (variety)
 Stevens Pub

Best Hotels

Grove Park Inn
 Sheraton

WEATHER DATA

Elevation: 2140
 Annual Precipitation: 48.72 in.
 Annual Snowfall: 18.8 in.
 Average Windspeed: 7.8

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$12,600,000	35.1	.0093
Radio	4,700,000	13.1	.0034
Newspaper	17,400,000	48.5	.0128
Outdoor	1,200,000	3.3	.0009
	<u>\$35,900,000</u>		<u>.0264</u>

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	48.5	84.3	67.4
Avg. Min. Temp.:	27.3	62.6	44.0
Average Temp.:	37.9	73.5	55.7

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1984	WKSF-F	Sold by Wometco	\$1,750,000
1986	WISE, WKSF-F	Sold to Polacek	6,300,000
1987	WWNC	From Multimedia to Polacek	7,250,000
1987	WISE	Sold by Polacek	425,000
1987	WRAQ		319,000

NOTE: Some of these sales may not have been consummated.

ATLANTA

1987 ARB Rank: 13
 1987 MSA Rank: 11
 1987 ADI Rank: 12
 FM Base Value: \$16,000,000

1987 Revenue: \$98,900,000
 Rev per Share Point: \$1,090,407
 Population per Station: 82,928 (25)
 1987 Revenue Change: 7.0%

Manager's Market Ranking (current): 4.8
 Manager's Market Ranking (future): 4.6
 Duncan's Radio Market Grade: I A+
 Mathematical Market Grade: I A+

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	51.5	58.9	67.0	80.5	92.4	98.9					
Yearly Growth Rate (82-87):	14.0% (assigned future rate of 8.8%)										
Projected Revenue Estimates:							107.6	117.1	127.4	138.6	150.3
Revenue per Capita:	24.52	25.39	28.03	32.72	36.38	38.19					
Yearly Growth Rate (82-87):	8.8% (assigned future rate of 7.1%)										
Projected Revenue per Capita:							40.90	43.81	46.92	50.25	53.31
Resulting Revenue Estimate:							108.4	118.3	129.0	140.7	153.9
Revenue as % of Retail Sales:	.0042	.0043	.0044	.0046	.0048	.0047					
Mean % (82-87):	.0045%										
Resulting Revenue Estimate:							103.5	116.1	123.8	129.6	137.7
<u>MEAN REVENUE ESTIMATE:</u>							<u>106.5</u>	<u>117.2</u>	<u>126.7</u>	<u>136.3</u>	<u>147.5</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	2.10	2.32	2.39	2.46	2.54	2.59	2.65	2.70	2.75	2.80	2.86
Retail Sales (billions):	12.4	13.7	15.3	17.4	19.1	21.1	23.0	25.8	27.5	28.8	30.6

Below-the-Line Listening Shares: 0 %
 Unlisted Station Listening: 9.3%
 Total Lost Listening: 9.3%
 Available Share Points: 90.7
 Number of Viable Stations: 14
 Mean Share Points per Station: 6.5
 Median Share Points per Station: 6.5
 Rev. per Available Share Point: \$1,090,407
 Estimated Rev. for Mean Station: \$7,087,645

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Market reports to Price, Waterhouse...Managers predict 6% to 8% growth in 1988...

Household Income: \$36,517
 Median Age: 30.9 years
 Median Education: 12.6 years
 Median Home Value: \$46,800
 Population Change (1986-1991): 10.1%
 Retail Sales Change (1986-1991): 51.0%
 Number of B or C FM Stations: 11
 Revenue per AQH: \$31,062
 Cable Penetration: 43%

Ethnic Breakdowns (%)

White 76.9
 Black 22.0
 Hispanic 1.1
 Other ---

Income Breakdowns (%)

<15 23.8
 15-30 28.0
 30-50 26.4
 50-75 15.8
 75+ 7.0

Age Breakdowns (%)

12-34 25.7
 25-54 55.3
 55+ 19.0

Education Levels

Non High School Grad 33.5
 High School Grad 29.6

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 16.9

College 4+ years 20.0

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Distribution	Coca Cola (38)	Bank South	Cox Enterprises
Transportation	Georgia Pacific (50)	Bell South	Racetrac Petroleum
Textiles	Gold Kist (239)	Citizens & Southern	
Aircraft	National Service Indus. (253)	Contel	
Auto	Fuqua Indus. (345)	Delta Air Lines	
Electronics	Georgia Gulf (430)	Genuine Parts	
Glass	Oxford Indus. (452)	Southern Company	
		SunTrust Banks	

Other Major Corporations

INC 500 Companies Rollins
 Gold Kist

Employment Breakdowns

	<u>By Industry (SIC):</u>		<u>By Occupation:</u>		
American Photo Group	1. Business Services	71,212 (7.6%)	Manag/Prof.	251,632 (24.6%)	
Morris & Raper Realtors	2. Eating & Drinking Places	69,888 (7.4%)	Tech/Sales/Admin.	356,166 (34.9%)	
Communications Int'l	3. Wholesale Trade-Durable	63,936 (6.8%)	Service	116,903 (11.4%)	
Jacore Systems	4. Health Services	47,887 (5.1%)	Farm/Forest/Fish	9,021 (0.9%)	
Astrop Advisory	5. Special Trade Contractor	40,366 (4.3%)	Precision Prod.	120,851 (11.8%)	
Walsh Equipment	6. Wholesale Trade-Non-durable	32,074 (3.4%)	Oper/Fabri/Labor	167,162 (16.4%)	
Computer Comm. Specialists	7. Transportation By Air	27,302 (2.9%)			
Professional Carpet Systems	8. Communication	25,524 (2.7%)			
Network Rental	9. Food Stores	24,498 (2.6%)			
TRC Temporary Services	10. General Merchandise Stores	24,028 (2.6%)			
Coin Financial Services					
and many more...					

DUNCAN'S RADIO MARKET GUIDE
 Copyright 1988

Total Metro Employees: 938,701
 Top 10 Total Employees: 426,815 (45.5%)

ATLANTA

Largest Local Banks

Citizens & Southern (9.3 Bil)
 First National (7.4 Bil)
 Trust Company Bank (5.9 Bil)
 Bank South (2.4 Bil)
 First Georgia (853 Mil)

Colleges and Universities

Georgia State (21,366)
 Georgia Tech (10,958)
 Emory (8,533)
 Morehouse (1,500)
 Total Full Time Students: 54,059

Military Bases

Fort McPherson (3,835)
 Atlanta NAS (600) ?
 Dobbins AFB (825)

Unemployment

Jun 79: 5.3%
 Dec 82: 6.5%
 Sep 83: 6.0%
 Sep 84: 4.8%
 Aug 85: 5.5%
 Aug 86: 4.8%
 Aug 87: 4.4%

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>
Bozell & Jacobs	McDonalds		102.5 Mableton	1. WQXI A-F \$12,000,000
McCann-Erikson	Coca Cola		12 West of Atlanta	2. WAOK/WVEE-F 12,400,000
M. Finkle	Delta			3. WSB 11,000,000
BBDO/BDA	Budweiser			4. WKLS-F 10,000,000
J.W. Thompson	Rick's			5. WZGC-F 8,000,000
	Ridgeway Developments			6. WSB-F 7,700,000
				7. WKHX A/F 7,000,000
				8. WYAY-F 6,000,000
				9. WPCH-F 4,000,000
				10. WGST 4,200,000
				11. WFOX-F 4,100,000
				12. WARM-F 3,500,000

<u>Daily Newspapers</u>	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Atlanta Constitution	264,800			Cox
Atlanta Journal		188,600		Cox
Atlanta Journal-Constitution			645,900	Cox

Miscellaneous Comments

"...Atlanta is the premier city of the South and a force to be reckoned with nationally."

- The Book of America

COMPETITIVE MEDIA

Over the Air Television

WAGA	Atlanta	5	CBS	Gillette
WATL	Atlanta	36		Outlet
WGNX	Atlanta	46		Tribune Co.
WPBA	Atlanta	30	PBS	
WSB	Atlanta	2	ABC	Cox
WTBS	Atlanta	17		Turner
WVEU	Atlanta	69		
WXIA	Atlanta	11	NBC	Gannett

Manager's Comment

"Good rate leadership from WSB and WQXI."

Best Restaurants

103 West (continental)
 Bones (steak)
 Panos & Pauls
 Trotters

Best Hotels

Ritz Carlton
 Doubletree
 Marriott Marquis
 Waverly
 Wyndham

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$242,800,000	33.9	.0115
Radio	98,900,000	15.9	.0047
Newspaper	263,000,000	42.2	.0125
Outdoor	18,700,000	3.0	.0009
	<u>\$623,400,000</u>		<u>.0296</u>

WEATHER DATA

Elevation: 1010
 Annual Precipitation: 48.66 in.
 Annual Snowfall: 1.5 in.
 Average Windspeed: 9.1 (NW)

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	51.4	86.5	70.3
Avg. Min. Temp.:	33.4	69.4	51.3
Average Temp.:	42.4	78.0	60.8

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1984	WEKS (Marietta)	Sold to Williams	\$ 747,000
1984	WPLO/WVEE-F	From Plough to DKM	18,400,000 (E)
1985	WGST/WPCH-F	From Meredith to Jacor	20,000,000
1985	WPLO	From DKM to Capital Cities	4,000,000
1985	WAOK	From BENI to DKM	4,000,000
1985	WKLS A/F	From Gulf to Taft	16,800,000 (E)
1985	WEKS A/F	From Williams to Transcom	5,000,000
1986	WYAY-F (Gainesville)	From Katz to New City	10,000,000
1986	WFOM (Marietta)		538,000
1987	AMCP	Sold to Jefferson-Pilot	2,000,000
1987	WQXI		1,650,000
1987	WZGC-F	From First Media to Cook Inlet	41,000,000 (E) + Tax Cert.
1987	WAOK/WVEE-F	From DKM to Summit	50,000,000 (E)

NOTE: Some of these sales may not have been consummated.

ATLANTIC CITY

1987 ARB Rank: 163
 1987 MSA Rank: 150
 1987 ADI Rank: Philadelphia ADI
 FM Base Value: NA

1987 Revenue: \$6,800,000
 Rev per Share Point: \$124,771
 Population per Station: 19,900 (9)
 1987 Revenue Change: 7.9%

Manager's Market Ranking (current): 2.5
 Manager's Market Ranking (future): 3.2
 Duncan's Radio Market Grade: NA
 Mathematical Market Grade: IV B+

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	4.1	4.8	5.7	5.9	6.3	6.8						
Yearly Growth Rate (82-87):	10.8% (assigned growth rate of 7.5%)											
Projected Revenue Estimates:							7.3	7.9	8.4	9.1	9.5	
Revenue per Capita:	13.85	15.95	18.81	19.34	20.52	21.86						
Yearly Growth Rate (82-87):	9.7% (assigned growth rate of 6.8%)											
Projected Revenue per Capita:							23.34	24.93	26.63	28.44	30.37	
Resulting Revenue Estimate:							7.4	8.0	8.6	9.4	10.1	
Revenue as % of Retail Sales:	.0023	.0024	.0027	.0026	.0025	.0024						
Mean % (82-87):	.00248%											
Resulting Revenue Estimate:							7.7	8.2	8.7	9.2	9.6	
							MEAN REVENUE ESTIMATE:					
							7.5	8.0	8.6	9.2	9.6	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.296	.301	.303	.305	.307	.311	.315	.319	.324	.329	.332
Retail Sales (billions):	1.8	2.0	2.1	2.3	2.52	2.8	3.1	3.3	3.5	3.7	4.0
Below-the-Line Listening Shares:	32.1%										
Unlisted Station Listening:	13.4%										
Total Lost Listening:	45.5%										
Available Share Points:	54.5										
Number of Viable Stations:	9										
Mean Share Points per Station:	6.1										
Median Share Points per Station:	6.9										
Rev. per Available Share Point:	\$124,771										
Estimated Rev. for Mean Station:	\$761,099										

Confidence Levels

1987 Revenue Estimates: Below normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Household Income: \$31,094
 Median Age: 35.2 years
 Median Education: 12.3 years
 Median Home Value: \$52,700
 Population Change (1986-1991): 7.0%
 Retail Sales Change (1986-1991): 46.9%
 Number of B or C FM Stations: 524,549
 Revenue per AQH: \$24,549
 Cable Penetration: NA

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 78.2	<15 33.0	12-34 23.3	Non High School
Black 17.9	15-30 29.4	25-54 43.9	Grad 38.6
Hispanic 3.9	30-50 24.3	55+ 32.8	High School
Other ---	50-75 10.1		Grad 36.2
	75+ 4.2		College 1-3 years
			12.7
			College 4+ years
			12.5

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Tourism Clothing		Atlantic City Electric	

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Hotels & Other Lodgings	28,429	(34.4%)
2. Health Services	6,016	(7.3%)
3. Eating & Drinking Places	5,834	(7.1%)
4. Special Trade Contractor	3,343	(4.0%)
5. Business Services	2,634	(3.2%)
6. Food Stores	2,414	(2.9%)
7. Miscellaneous Retail	2,408	(2.9%)
8. Stone, Clay & Glass Prod.	2,089	(2.5%)
9. General Merchandise Stores	1,545	(1.9%)
10. Real Estate	1,539	(1.9%)

Total Metro Employees: 82,683
 Top 10 Total Employees: 56,251 (68.0%)

By Occupation:

Manag/Prof.	17,496	(21.1%)
Tech/Sales/Admin.	23,893	(28.8%)
Service	17,828	(21.5%)
Farm/Forest/Fish	1,019	(1.2%)
Precision Prod.	10,686	(12.9%)
Oper/Fabri/Labor	11,993	(14.5%)

ATLANTIC CITY

<u>Largest Local Banks</u>	<u>Colleges and Universities</u>	<u>Military Bases</u>	<u>Unemployment</u>
First Jersey National (902 Mil) First National State (NA)	Stockton State (4,750)		Jur 79: NA Dec 82: 10.2% Sep 83: 8.7% Sep 84: 6.2% Aug 85: 7.0% Aug 86: 4.9% Aug 87: 4.1%
	Total Full Time Students: 4,882		

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>
	Starn's Markets Kerbeck Chev Furniture stores		107.3 Atlantic City (Class B1) 101.9 Margate City 7 SW of Atlantic City	1. NO ESTIMATES 2. AVAILABLE 3. 4. 5. 6. 7. 8. 9. 10.
<u>Daily Newspapers</u>	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Atlantic City Press	77,500		87,400	

Miscellaneous Comments

"paying a heavy price for the easy money."
- The Book of America

COMPETITIVE MEDIA

Over the Air Television

WWAC Atlantic City 53
Part of Philadelphia ADI

"Atlantic City's Gambling Industry is Faltering. Problems now facing the once high flying casinos won't be solved soon."
- Wall Street Journal (June 85)

* Part of Philadelphia ADI. TV revenue is Atlantic City's estimated contribution to the total TV revenue for Philadelphia ADI.

Best Restaurants

Angelos (Italian)
Rams Head Inn (continental)

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$12,100,000	24.9	.0043
Radio	6,800,000	14.0	.0024
Newspaper	26,300,000	54.2	.0094
Outdoor	3,300,000	6.8	.0012
	<u>\$48,500,000</u>		<u>.0173</u>

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

WEATHER DATA

Elevation: 64
Annual Precipitation: 42.0 in.
Annual Snowfall: 16.1 in.
Average Windspeed: 10.7 (S)

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	41.4	84.7	63.6
Avg. Min. Temp.:	24.0	65.4	43.8
Average Temp.:	32.7	75.1	53.7

Major Radio Station Sales Since 1983

1983	WJIN/WFPG-F		\$2,500,000
1986	WJIN/WFPG-F	Sold to Hartstone/Dickstein	5,000,000
1986	WIBG, WSLT-F		1,163,000
1986	WAYV-F	Sold to Forrest	7,000,000

NOTE: Some of these sales may not have been consummated.

AUGUSTA, GA

1987 ARB Rank: 112
 1987 MSA Rank: 116
 1987 ADI Rank: 100
 FM Base Value: \$2,600,000

1987 Revenue: \$8,000,000
 Rev per Share Point: \$88,790
 Population per Station: 16,421 (19)
 1987 Revenue Change: 9.5%

Manager's Market Ranking (current): 3.2
 Manager's Market Ranking (future): 4.0
 Duncan's Radio Market Grade: III B
 Mathematical Market Grade: III B-

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	4.7	5.0	5.7	6.5	7.3	8.0					
Yearly Growth Rate (82-87):	11.2% (assigned growth rate of 9.0%)										
Projected Revenue Estimates:							8.7	9.5	10.4	11.3	12.1
Revenue per Capita:	13.66	14.66	15.32	17.15	18.67	20.20					
Yearly Growth Rate (82-87):	8.1%										
Projected Revenue per Capita:							21.84	23.60	25.52	27.58	29.82
Resulting Revenue Estimate:							8.8	9.7	10.6	11.6	12.6
Revenue as % of Retail Sales:	.0034	.0034	.0034	.0034	.0036	.0036					
Mean % (82-87):	.00347%										
Resulting Revenue Estimate:							8.3	9.0	9.7	10.4	11.5
MEAN REVENUE ESTIMATE:							<u>8.6</u>	<u>9.4</u>	<u>10.2</u>	<u>11.1</u>	<u>12.1</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.344	.366	.372	.379	.391	.396	.403	.409	.415	.420	.424
Retail Sales (billions):	1.4	1.6	1.7	1.9	2.05	2.2	2.4	2.6	2.8	3.0	3.3

Below-the-Line Listening Shares: 3.7%
 Unlisted Station Listening: 6.2%
 Total Lost Listening: 9.9%
 Available Share Points: 90.1
 Number of Viable Stations: 11

Confidence Levels

1987 Revenue Estimates: Slightly below normal
 1988-1992 Revenue Projections: Slightly below normal

Mean Share Points per Station: 8.2
 Median Share Points per Station: 4.7
 Rev. per Available Share Point: \$88,790
 Estimated Rev. for Mean Station: \$728,080

COMMENTS

Managers predict an 8% revenue increase in 1988...

	<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
Household Income: \$30,191				
Median Age: 30.2 years				
Median Education: 12.3 years				
Median Home Value: \$35,200				
Population Change (1986-1991): 7.5%	White 68.5	<15 31.7	12-34 28.3	Non High School
Retail Sales Change (1986-1991): 47.5%	Black 29.8	15-30 30.4	25-54 50.4	Grad 41.1
Number of B or C FM Stations: 2	Hispanic 1.5	30-50 23.7	55+ 21.3	High School
Revenue per AQH: \$14,733	Other 0.2	50-75 10.5		Grad 31.2
Cable Penetration: 52%		75+ 3.7		College 1-3 years
				13.7
				College 4+ years
				14.0

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Textiles			Morris Communications
Fertilizers			
Military			

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Chemicals & Allied Prod.	10,721	(10.7%)
2. Eating & Drinking Places	7,346	(7.3%)
3. Health Services	6,526	(6.5%)
4. Textile Mill Products	5,712	(5.7%)
5. Business Services	3,999	(4.0%)
6. Food Stores	3,655	(3.6%)
7. General Merchandise Stores	3,596	(3.6%)
8. Paper & Allied Products	3,329	(3.3%)
9. Stone, clay & Glass Prod.	3,257	(3.2%)
10. Special Trade Contractor	2,895	(2.9%)

Total Metro Employees: 100,228
 Top 10 Total Employees: 51,036 (50.9%)

By Occupation:

Manag/Prof.	29,662	(21.4%)
Tech/Sales/Admin.	39,260	(28.3%)
Service	19,159	(13.8%)
Farm/Forest/Fish	1,853	(1.3%)
Precision Prod.	18,653	(13.5%)
Oper/Fabri/Labor	30,130	(21.7%)

AUGUSTA, GA

Largest Local Banks

Georgia Railroad (754 Mil)
Trust Company Bank (264 Mil)

Colleges and Universities

Augusta College (4,091)

Military Bases

Fort Gordon (16,197)

Unemployment

Jun 79: NA
Dec 82: 9.3%
Sep 83: 8.8%
Sep 84: 6.5%
Aug 85: 7.0%
Aug 86: 6.1%
Aug 87: 5.3%

Total Full Time Students: 7,159

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Michaelson
Alison Assoc.

Largest Local Radio Accounts

Kroger
J.B. White
Georgia Railroad Bank

Source of Regional Dollars

80-90 Channels

102.7 New Ellerton, SC
18 ESE of Augusta

Highest Billing Stations

1. WBBQ A/F \$3,000,000
2. WZNY-F 1,900,000
3. WFXA-F 1,000,000
4. WGUS A/F 350,000
5.
6.
7.
8.
9.
10.

Daily Newspapers

Augusta Chronicle
Augusta Herald
Augusta Chronicle-Herald

<u>AM</u>	<u>PM</u>	<u>SUN</u>
63,500	17,300	86,000

Owner
Morris
Morris
Morris

Miscellaneous Comments

Manager's Comment

"We are good to our mothers."

COMPETITIVE MEDIA

Over the Air Television

WAGT	Augusta	26	NBC	Schurz
WJBF	Augusta	6	ABC	
WRDW	Augusta	12	CBS	TV Partners

Best Restaurants

Green Jacket (steak)
Calverts (French)
Goldsmith's (variety)
Michaels

Best Hotels

Telfair Inn
Courtyard Marriott
Wilcox Inn

NO WEATHER DATA AVAILABLE:
See Atlanta for an approximation.

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$20,900,000	35.2	.0095
Radio	8,000,000	13.5	.0036
Newspaper	28,400,000	47.9	.0129
Outdoor	2,000,000	3.4	.0009
	<u>\$59,300,000</u>		<u>.0269</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1984	WHGI/WYMX-F		\$1,840,000
1984	WTHB/WFXA-F	Sold to Southern States	1,500,000
1985	WHGI/WFMG-F	Sold to Don Alt	2,820,000
1985	WGUS A/F	Sold to Woolfson	2,000,000
1986	WTHB/WFXA-F	From Woodfin to Davis	2,411,000 (E)
1987	WZNY-F	Sold to Rothfuss	4,500,000
1987	WGUS A/F	Sold to HVS	3,100,000 (E)

NOTE: Some of these sales may not have been consummated.

AUSTIN

1987 ARB Rank: 59
 1987 MSA Rank: 66
 1987 ADI Rank: 72
 FM Base Value: \$11,000,000

1987 Revenue: \$23,400,000
 Rev per Share Point: \$286,414
 Population per Station: 33,006 (18)
 1987 Revenue Change: -9.3%

Manager's Market Ranking (current): 4.0
 Manager's Market Ranking (future): 4.6
 Duncan's Radio Market Grade: II A
 Mathematical Market Grade: II A

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	13.1	15.8	21.0	27.6	25.8	23.4						
Yearly Growth Rate (82-87):	14.1% (assigned rate of 7.9% after 1988)											
Projected Revenue Estimates:							22.5	24.3	26.2	28.3	30.5	
Revenue per Capita:	20.22	23.90	31.11	39.04	35.20	31.20						
Yearly Growth Rate (82-87):	10.5% (assigned growth rate of 6.0% after 1988)											
Projected Revenue per Capita:							NM	33.07	35.06	37.16	39.39	
Resulting Revenue Estimate:							22.5	26.4	29.1	32.0	34.3	
Revenue as % of Retail Sales:	.0040	.0040	.0051	.0060	.0055	.0047						
Mean % (82-87):	.0043% (assigned after 1988)											
Resulting Revenue Estimate:							22.5	25.4	27.5	30.5	32.7	
							MEAN REVENUE ESTIMATE:					
							22.5	25.4	27.6	30.3	32.5	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.647	.661	.675	.707	.733	.750	.775	.800	.830	.860	.871
Retail Sales (billions):	3.2	3.6	4.1	4.4	4.7	5.0	5.4	5.9	6.4	7.1	7.6

Below-the-Line Listening Shares: 3.7%
 Unlisted Station Listening: 14.6%
 Total Lost Listening: 18.3%
 Available Share Points: 81.7
 Number of Viable Stations: 11
 Mean Share Points per Station: 7.4
 Median Share Points per Station: 6.7
 Rev. per Available Share Point: \$286,414
 Estimated Rev. for Mean Station: \$2,119,461

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Managers predict flat to negative growth in 1988...Market reports to Miller, Kaplan...This radio market is still suffering through a horrible period yet I feel it will recover completely by 1990...

Household Income: \$34,055
 Median Age: 28.8 years
 Median Education: 12.9 years
 Median Home Value: \$50,600
 Population Change (1986-1991): 17.4%
 Retail Sales Change (1986-1991): 50.5%
 Number of B or C FM Stations: 4 + 2 = 6
 Revenue per AQH: \$27,956
 Cable Penetration: 56%

	<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>			
White	72.5	<15	28.6	12-34	31.3	Non High School	
Black	9.3	15-30	27.3	25-54	50.8	Grad	26.9
Hispanic	18.2	30-50	24.5	55+	17.9	High School	
Other	---	50-75	14.0			Grad	25.8
		75+	6.6				

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 19.2
 College 4+ years 28.1

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Government Research Military Tourism Electronics	Tracor (404)		Nash Phillips/Copus

INC 500 Companies

Employment Breakdowns

CompuAdd
 Jones & Neuse
 Garey Construction
 Publications & Communications

By Industry (SIC):

1. Eating & Drinking Places	22,183	(9.4%)
2. Health Services	17,688	(7.5%)
3. Business Services	14,075	(5.9%)
4. Special Trade Contractor	13,470	(5.7%)
5. Machinery, Except Electr.	12,755	(5.4%)
6. Electric & Electronic Eq.	11,121	(4.7%)
7. Food Stores	9,705	(4.1%)
8. Wholesale Trade-Durable	8,074	(3.4%)
9. Miscellaneous Services	7,362	(3.1%)
10. General Building Contrac.	6,336	(2.9%)

By Occupation:

Manag/Prof.	73,265	(28.2%)
Tech/Sales/Admin.	90,595	(34.8%)
Service	34,233	(13.2%)
Farm/Forest/Fish	4,094	(1.5%)
Precision Prod.	30,160	(11.6%)
Oper/Fabri/Labor	27,787	(10.7%)

Total Metro Employees: 236,654
 Top 10 Total Employees: 123,259 (52.1%)

AUSTIN

<u>Largest Local Banks</u>	<u>Colleges and Universities</u>	<u>Military Bases</u>	<u>Unemployment</u>
Interfirst (1.9 Bil)	University of Texas (47,973)	Bergstrom AFB (5,793)	Jun 79: 3.5%
Texas Commerce (1.4 Bil)	St. Edwards University (2,356)		Dec 82: 4.4%
First City National (906 Mil)			Sep 83: 4.4%
M Bank-Austin (722 Mil)			Aug 85: 4.8%
Republicbank (246 Mil)			Aug 86: 5.8%
	Total Full Time Students: 64,323		Aug 87: 6.7%

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>
M & C Lee Tillford Fellers	Highland Appliance Johnson Ford Foley's Dept. Store Landmark Ford Mervyn's Dept. Store	Dallas San Antonio Houston	None	1. KASE-F \$4,000,000 2. KEYI-F 4,100,000 3. KHFI-F 3,100,000 4. KKMJ-F 2,700,000 5. KLBJ-F 2,300,000 6. KPEZ-F 1,500,000 KBTS-F 1,500,000 8. KLBJ 1,200,000 9. KVET 1,000,000 10.
<u>Daily Newspapers</u>	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Austin American-Statesman	167,000 (A)		204,800	Cox

Miscellaneous Comments

One of "Money" magazines ten boontowns you "can count on." They say "Austin may not be the lone star in Texas but when it comes to spectacular growth, it's the brightest...unlike other Texas cities, Austin is not banking on a rebound in oil prices. Instead it is developing a healthy computer research and electronic industry."

COMPETITIVE MEDIA

Over the Air Television

KBVO	Austin	42		
KLRU	Austin	18	PBS	
KTBC	Austin	11	CBS	Times-Mirror
KTVV	Austin	36	NBC	LIN
KVUE	Austin	24	ABC	Gannett

Manager's Comment

"This market will soon begin its return to one of America's most desirable radio markets...probably the most moved in market in the nation - 5 FM's in 18 months."

Best Restaurants

Louie B's (continental)
El Rancho (Mexican)
Chez Fred
Beijing (Chinese)
Nighthawk

Best Hotels

Wyndham
Hyatt Regency
Stephen Austin
Four Seasons

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 46,800,000	34.2	.0094
Radio	23,400,000	17.1	.0047
Newspaper	62,100,000	45.4	.0124
Outdoor	4,500,000	3.3	.0009
	<u>\$136,800,000</u>		<u>.0274</u>

NO WEATHER DATA AVAILABLE:
See San Antonio for an approximation.

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1986	KOKE	Sold to Jim Ray	\$ 1,500,000
1986	KOKE-F	Sold to Keymarket	15,000,000
1986	KIXL, KHFI-F	From Oppenheimer to Encore	25,000,000 (E)
1986	KLBJ A/F	Sold to Chase	27,500,000 (never completed)
1987	KTZX		1,060,000
1987	KIIZ, KIXS-F (Killeen)	From Grace to Duffy	12,000,000
1987	KBTS-F	From Duffy to Genesis	11,000,000

NOTE: Some of these sales may not have been consummated.

BAKERSFIELD

1987 ARB Rank: 87
 1987 MSA Rank: 95
 1987 ADI Rank: 143
 FM Base Value: \$2,100,000

1987 Revenue: \$12,100,000
 Rev per Share Point: \$161,981
 Population per Station: 16,974 (23)
 1987 Revenue Change: 7.1%

Manager's Market Ranking (current): 3.0
 Manager's Market Ranking (future): 3.6
 Duncan's Radio Market Grade: III C+
 Mathematical Market Grade: III B

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	7.4	8.5	9.5	10.5	11.3	12.1						
Yearly Growth Rate (82-87):	10.4% (assigned growth rate of 7.5%)											
Projected Revenue Estimates:							13.0	14.0	15.0	16.1	17.4	
Revenue per Capita:	16.70	18.81	20.61	22.29	22.87	24.05						
Yearly Growth Rate (82-87):	6.4%											
Projected Revenue per Capita:							25.59	27.23	28.97	30.82	32.40	
Resulting Revenue Estimate:							13.2	14.4	15.7	17.2	18.7	
Revenue as % of Retail Sales:	.0034	.0037	.0038	.0039	.0040	.0040						
Mean % (82-87):	.0038%											
Resulting Revenue Estimate:							12.5	13.3	14.4	15.6	16.7	
							MEAN REVENUE ESTIMATE:					
							12.9	13.9	15.0	16.3	17.6	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.443	.452	.461	.476	.494	.503	.515	.527	.542	.559	.570
Retail Sales (billions):	2.2	2.3	2.5	2.7	2.79	3.0	3.3	3.5	3.8	4.1	4.4

Below-the-Line Listening Shares: 13.2%
 Unlisted Station Listening: 12.1%
 Total Lost Listening: 25.3%
 Available Share Points: 74.7
 Number of Viable Stations: 13
 Mean Share Points per Station: 5.7
 Median Share Points per Station: 4.0
 Rev. per Available Share Point: \$161,981
 Estimated Rev. for Mean Station: \$923,291

Confidence Levels

1987 Revenue Estimates: Below normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Managers predict a 5% to 7% increase in 1998...

Household Income: \$34,984
 Median Age: 30.7 years
 Median Education: 12.4 years
 Median Home Value: \$54,700
 Population Change (1986-1991): 13.1%
 Retail Sales Change (1986-1991): 46.3%
 Number of B or C FM Stations: 4
 Revenue per AQH: \$22,161
 Cable Penetration: 62%

Ethnic Breakdowns (%)
 white 73.5
 Black 4.8
 Hispanic 21.7
 Other ---

Income Breakdowns (%)
 <15 29.0
 15-30 28.4
 30-50 24.7
 50-75 12.9
 75+ 12.9

Age Breakdowns (%)
 12-34 26.6
 25-54 49.3
 55+ 24.1

Education Levels
 Non High School
 Grad 37.9
 High School
 Grad 31.4

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years
 18.9
 College 4+ years
 11.8

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Drilling Equip.
 Paint
 Food Products

INC 500 Companies

Employment Breakdowns

Westlake Graphics

By Industry (SIC):

By Occupation:

1. Eating & Drinking Places	10,662	(10.5%)
2. Health Services	8,125	(8.0%)
3. Oil & Gas Extraction	7,535	(7.4%)
4. Business Services	6,191	(6.1%)
5. Special Trade Contractor	5,331	(5.2%)
6. Food Stores	4,800	(4.7%)
7. Wholesale Trade-Durable	4,582	(4.5%)
8. Automotive Dealers	3,766	(3.7%)
9. Miscellaneous Retail	3,534	(3.5%)
10. Wholesale Trade-Nondurable	3,329	(3.3%)

Manag/Prof.	31,244	(19.3%)
Tech/Sales/Admin. Service	45,427	(28.0%)
Farm/Forest/Fish	21,452	(13.2%)
Precision Prod.	17,162	(10.6%)
Oper/Fabri/Labor	23,767	(14.6%)
	23,138	(14.3%)

Total Metro Employees: 101,631
 Top 10 Total Employees: 57,855 (56.9%)

BAKERSFIELD

Largest Local Banks

American National (574 Mil)
 California Republic (283 Mil)
 Community National (176 Mil)

Colleges and Universities

Bakersfield College (10,242)
 Cal. State-Bakersfield (3,609)
 Taft College (979)

Military Bases

Unemployment

Jun 79: NA
 Dec 82: NA
 Sep 83: 11.7%
 Sep 84: 10.1%
 Aug 85: 9.8%
 Aug 86: 11.2%
 Aug 87: 8.9%

Total Full Time Students: 5,561

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Medvin & Bailargeon
 Dee Olson

Largest Local Radio Accounts

Brock's Dept. Store
 Valley Plaza
 Mervyn's Dept. Store

Source of Regional Dollars

80-90 Channels
 99.3 Bakersfield
 102.9 McFarland
 23 NHW of Bakersfield
 104.3 Shafter
 13 NW of Bakersfield

Highest Billing Stations

1. KUZZ \$1,800,000
 2. KKXX-F 1,700,000
 3. KGFM-F 1,000,000
 4. KQXR-F 750,000
 5. KWAC 620,000
 6. KGE0 500,000
 7. KLLY-F 450,000
 8.
 9.
 10.

Daily Newspapers

Bakersfield Californian

AM	PM	SUN	Owner
81,300		88,000	

Miscellaneous Comments

Manager's Comment

"Good growth market...TV is dirt cheap...KUZZ/KKXX can not stand to lose a buy and they prostitute rates...Buckley adds stability to market and is a good operator."

COMPETITIVE MEDIA

Over the Air Television

Station	City	Ch	Network	Owner
KBAK	Bakersfield	29	ABC	
KERO	Bakersfield	23	CBS	McGraw-Hill
KGET	Bakersfield	17	ABC	Ackerly

Best Restaurants

Bistro
 Tam O Shanter
 Simons

Best Hotels

Red Lion
 Valley Inn
 Rio Bravo

NO WEATHER DATA AVAILABLE:
 See Fresno for an approximation.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$18,800,000	28.8	.0063
Radio	12,100,000	18.5	.0040
Newspaper	31,900,000	48.9	.0106
Outdoor	2,500,000	3.8	.0008
	<u>\$65,300,000</u>		<u>.0217</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1984	KUZZ	Sold to Buck Owens	\$ 650,000 + KAFY
1986	KLLY-F	Sold to Buckley	1,300,000
1987	KLYD-F (Shafter)	Sold to Rick Dames	975,000

NOTE: Some of these sales may not have been consummated.

BALTIMORE

1987 ARB Rank: 16
 1987 MSA Rank: 15
 1987 ADI Rank: 22
 FM Base Value: \$9,100,000

1987 Revenue: \$59,300,000
 Rev per Share Point: \$770,130
 Population per Station: 93,967 (21)
 1987 Revenue Change: 6.5%

Manager's Market Ranking (current): 3.3
 Manager's Market Ranking (future): 4.0
 Duncan's Radio Market Grade: I C
 Mathematical Market Grade: I B-

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	39.8	42.3	45.7	50.4	55.7	59.3					
Yearly Growth Rate (82-87):	8.6% (assigned growth rate of 7.0%)										
Projected Revenue Estimates:							63.4	67.9	72.6	77.7	83.2
Revenue per Capita:	17.68	18.72	20.13	22.01	24.11	25.56					
Yearly Growth Rate (82-87):	7.6%										
Projected Revenue per Capita:							27.50	29.59	31.84	34.26	36.87
Resulting Revenue Estimate:							64.0	69.2	74.8	81.2	87.8
Revenue as % of Retail Sales:	.0036	.0036	.0035	.0037	.0038	.0039					
Mean % (82-87):	.00368%										
Resulting Revenue Estimate:							60.0	64.0	69.2	73.6	78.8
MEAN REVENUE ESTIMATE:							62.5	67.0	72.2	77.5	83.3

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	2.25	2.26	2.27	2.29	2.31	2.32	2.33	2.34	2.35	2.37	2.38
Retail Sales (billions):	10.9	11.8	12.9	13.7	14.3	15.1	16.2	17.4	18.8	20.0	21.4

Below-the-Line Listening Shares: 13.4%
 Unlisted Station Listening: 9.6%
 Total Lost Listening: 23.0%
 Available Share Points: 77.0
 Number of Viable Stations: 18
 Mean Share Points per Station: 4.3
 Median Share Points per Station: 3.2
 Rev. per Available Share Point: \$770,130
 Estimated Rev. for Mean Station: \$3,311,558

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Market reports to Hungerford although 6 stations do not report including WBSB...Managers predict a 5% to 8% (on average) increase in 1988...Past revenue figures adjusted upward by several million dollars...In 1988 the rights to Baltimore Orioles go to WBAL...

Household Income: \$34,570
 Median Age: 32.6 years
 Median Education: 12.4 years
 Median Home Value: \$51,900
 Population Change (1986-1991): 3.0%
 Retail Sales Change (1986-1991): 40.5%
 Number of B or C FM Stations: 10
 Revenue per AQH: \$17,114
 Cable Penetration: 32%

	<u>Ethnic Breakdowns (%)</u>		<u>Income Breakdowns (%)</u>		<u>Age Breakdowns (%)</u>		<u>Education Levels</u>
White	75.1		<15	25.2	12-34	25.7	Non High School
Black	23.4		15-30	27.5	25-54	50.2	Grad 38.0
Hispanic	0.9		30-50	27.6	55+	24.1	High School
Other	0.6		50-75	14.9			Grad 31.8
			75+	4.8			College 1-3 years

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years
13.3
 College 4+ years
16.9

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Steel	Crown Central Petroleum (293)	Baltimore Gas & Elec.	B Green & Company
Transport. Equip.	Black & Decker (199)	Equitable Bancorporation	
Electrical Machinery		First Maryland Bancorp	
Appliances	<u>Other Major Corporations</u>	Maryland National	
Shipping	Maryland Cup	Mercantile Bankshares	
Soaps/Detergents	American Trading	USF&G	
Paper Products	Monumental Corp.	Commercial Credit	

INC 500 Companies

Employment Breakdowns

Omniform	By Industry (SIC):	By Occupation:
	1. Health Services 72,616 (9.9%)	Manag/Prof. 243,225 (24.7%)
	2. Eating & Drinking Places 50,232 (6.8%)	Tech/Sales/Admin. 320,408 (32.6%)
	3. Business Services 44,857 (6.1%)	Service 132,439 (13.5%)
	4. Special Trade Contractor 30,992 (4.2%)	Farm/Forest/Fish 9,864 (1.0%)
	5. Electric & Electronic Eq. 30,831 (4.2%)	Precision Prod. 116,284 (11.8%)
	6. Wholesale Trade-Durable 29,626 (4.0%)	Oper/Fabri/Labor 160,875 (16.4%)
	7. Miscellaneous Retail 25,471 (3.5%)	
	8. Food Stores 23,123 (3.2%)	
	9. Educational Services 20,480 (2.8%)	
	10. Miscellaneous Services 19,255 (2.6%)	

DUNCAN'S RADIO MARKET GUIDE
 Copyright 1988

Total Metro Employees: 734,028
 Top 10 Total Employees: 347,483 (47.3%)

BALTIMORE

<u>Largest Local Banks</u>	<u>Colleges and Universities</u>	<u>Military Bases</u>	<u>Unemployment</u>
Maryland National (6.8 Bil)	Johns Hopkins (10,586)	Ft. Meade (12,374)	Jun 79: 6.3%
First National (4.2 Bil)	Towson State (15,108)	Ft. Ritchie (2,125)	Dec 82: 9.8%
Equitable (3.5 Bil)	Morgan State (4,208)	Aberdeen Province Ground (12,799)	Sep 83: 7.0%
Union Trust (2.4 Bil)	Essex CC (9,861)		Sep 84: 6.2%
Bank of Baltimore (2.0 Bil)	University of Baltimore (5,178)		Aug 85: 5.0%
	Total Full Time Students: 57,302		Aug 86: 4.8%
			Aug 87: 4.3%

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>
W.B. Doner	Giant Food	Washington	None	1. WBSB-F \$9,000,000
Eisner	McDonalds	Philadelphia		2. WBAL 7,300,000
Eal Palmer Brown	Coca Cola	Richmond		3. WLIF-F 7,000,000
Trahan, Burden	Budweiser			4. WIYY-F 6,600,000
Van Sant-Dugdale	Maryland Lottery			5. WPOC-F 5,800,000
				6. WXYV-F 5,700,000
				7. WYST A/F 3,600,000
				8. WMMX-F 3,400,000
				9. WQSR-F 2,600,000
				10.

<u>Daily Newspapers</u>	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Baltimore Sun	410,600 (AD)		489,800	Times-Mirror

Miscellaneous Comments

"So much building is being done in Baltimore these days, residents are thinking of changing the state bird from the oriole to the crane - as in construction...City pride is a relatively new phenomenon in Baltimore, the product of an urban renaissance that has breathed new life into a city on the skids."

- Advertising Age

COMPETITIVE MEDIA

Over the Air Television

WBAL	Baltimore	11	CBS	Hearst
WBFF	Baltimore	45		
WJZ	Baltimore	13	ABC	Westinghouse
WKJL	Baltimore	24		Home Shopping
WMAR	Baltimore	2	NBC	Gillett
WMPB	Baltimore	67	PBS	
WNUV	Baltimore	54		

Manager's Comment

"Baltimore has been overlooked by major groups...no move-ins possible...many positive growth elements."

Best Restaurants

Tio Pepe (Spanish)
Prime Rib (steak)
Pierce's Plantation (continental)

Best Hotels

Hyatt Regency
Peabody Court
Harbor Court

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$140,700,000	36.9	.0093
Radio	59,300,000	15.5	.0039
Newspaper	167,400,000	43.9	.0111
Outdoor	14,200,000	3.7	.0009
	<u>\$381,600,000</u>		<u>.0252</u>

WEATHER DATA

Elevation: 148
Annual Precipitation: 41.6 in.
Annual Snowfall: 21.9 in.
Average Windspeed: 9.5 (W)

NOTE: Use Newspaper and Outdoor estimates with caution.

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	41.9	86.7	65.1
Avg. Min. Temp.:	24.9	66.5	44.8
Average Temp.:	33.4	76.6	55.0

Major Radio Station Sales Since 1983

1984	WCAO, WXYV-F	From Plough to DKM	\$11,250,000
1984	WLIF-F	From Cox to America	5,750,000
1984	WITH	Sold by BENI	1,700,000
1985	WMKR-F	From Abell to S & F	4,500,000
1986	WCBM	From Metromedia to Resort	2,500,000
1986	WLIF-F	From American to JAG	25,000,000
1986	WMKR-F	From S & F to Capitol (Goodman)	NA
1987	WITH		1,160,000
1987	WWIN A/F	Sold to Ragan Henry	4,500,000
1987	WCAO/WXYV-F	From DKM to Summit	22,700,000 (E)

NOTE: Some of these sales may not have been consummated.

BATON ROUGE

1987 ARB Rank: 78
 1987 MSA Rank: 91
 1987 ADI Rank: 91
 FM Base Value: \$4,000,000

1987 Revenue: \$11,100,000
 Rev per Share Point: \$137,376
 Population per Station: 34,615 (13)
 1987 Revenue Change: -14.6%

Manager's Market Ranking (current): 2.5
 Manager's Market Ranking (future): 3.9
 Duncan's Radio Market Grade: II 0-
 Mathematical Market Grade: II 0

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	10.1	12.0	14.1	15.0	13.0	11.1						
Yearly Growth Rate (82-87):	3.0% (assigned rate of 5.5% after 1988)											
Projected Revenue Estimates:							11.4	12.1	12.7	13.4	14.2	
Revenue per Capita:	19.64	22.06	25.63	27.07	23.34	19.75						
Yearly Growth Rate (82-87):	1.3% (assigned rate of 4.5% after 1988)											
Projected Revenue per Capita:							20.00	20.90	21.84	22.84	23.85	
Resulting Revenue Estimate:							11.4	12.1	12.8	13.7	14.4	
Revenue as % of Retail Sales:	.0042	.0046	.0046	.0048	.0040	.0033						
Mean % (82-87):	.0032% (assigned)											
Resulting Revenue Estimate:							11.8	12.8	13.8	14.7	15.6	
							MEAN REVENUE ESTIMATE:					
							11.5	12.3	13.1	13.9	14.7	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.514	.544	.550	.554	.557	.562	.569	.577	.588	.598	.603
Retail Sales (billions):	2.4	2.6	3.0	3.1	3.24	3.4	3.7	4.0	4.3	4.6	4.9

Below-the-Line Listening Shares: 7.8%
 Unlisted Station Listening: 11.4%
 Total Lost Listening: 19.2%
 Available Share Points: 80.8
 Number of Viable Stations: 10
 Mean Share Points per Station: 8.1
 Median Share Points per Station: 9.2
 Rev. per Available Share Point: \$137,376
 Estimated Rev. for Mean Station: \$1,112,748

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Managers predict 1% to 3% revenue growth during 1988...

Household Income: \$31,027
 Median Age: 28.3 years
 Median Education: 12.6 years
 Median Home Value: \$53,400
 Population Change (1986-1991): 7.3%
 Retail Sales Change (1986-1991): 42.8%
 Number of B or C FM Stations: 5
 Revenue per AQH: \$18,212
 Cable Penetration: 61%

Ethnic Breakdowns (%)

White 70.5
 Black 27.9
 Hispanic 1.6
 Other ---

Income Breakdowns (%)

<15 30.6
 15-30 25.3
 30-50 26.3
 50-75 13.0
 75+ 4.8

Age Breakdowns (%)

12-34 30.8
 25-54 50.9
 55+ 19.3

Education Levels

Non High School Grad 31.8
 High School Grad 32.6

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 16.0
 College 4+ years 19.6

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Petrochemicals
 Government
 Shipping/Port
 Rubber Products

Louisiana Bancshares

Other Major Corporations

Arkel
 United Companies

INC 500 Companies

Employment Breakdowns

Quad S Consultants

By Industry (SIC):

1. Special Trade Contractor	14,088	(8.7%)
2. Health Services	11,171	(6.9%)
3. Eating & Drinking Places	11,056	(6.8%)
4. Chemicals & Allied Prod.	9,764	(6.0%)
5. Business Services	9,514	(5.9%)
6. Wholesale Trade-Durable	7,563	(4.7%)
7. General Merchandise Stores	6,977	(4.3%)
8. Food Stores	6,929	(4.3%)
9. Heavy Construction Contr.	5,374	(3.3%)
10. Automotive Dealers	4,662	(2.9%)

By Occupation:

Manag/Prof.	50,569	(24.2%)
Tech/Sales/Admin.	66,247	(31.6%)
Service	24,779	(11.9%)
Farm/Forest/Fish	1,995	(0.9%)
Precision Prod.	34,289	(16.4%)
Oper/Fabri/Labor	31,367	(15.0%)

Total Metro Employees: 161,792
 Top 10 Total Employees: 87,098 (53.8%)

BATON ROUGE

<u>Largest Local Banks</u>	<u>Colleges and Universities</u>	<u>Military Bases</u>	<u>Unemployment</u>
Louisiana National (1.3 Bil)	LSU (30,186)		Jun 79: 7.2%
American Bank (734 Mil)	Southern U (9,128)		Dec 82: 9.6%
Fidelity (814 Mil)			Sep 83: 10.2%
Capital Bank (564 Mil)			Sep 84: 8.3%
City National (546 Mil)			Aug 85: 10.1%
	Total Full Time Students: 29,005		Aug 86: 10.1%
			Aug 87: 8.9%

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>
Root	Coca Cola		None	1. WFMF-F \$2,500,000
Garrison	Budweiser			2. WYNK A/F 2,400,000
Sound Investments	Toyota Dealers			3. WGGZ-F 1,900,000
Kean	Lady of Health Hospital			4. WQXY A/F 1,200,000
				5. WKJN-F 1,100,000
				6. WJBO 900,000
				7. WXOK 650,000
				8. WQXL-F 475,000
				9.
				10.

<u>Daily Newspapers</u>	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Baton Rouge State-Times		33,200		Manship
Baton Rouge Advocate	83,700		141,000	Manship

Miscellaneous Comments

Manager's Comment

"Bad times...incredible rate cutting by those trying to meet interest payments...new government leadership should help state's problems."

COMPETITIVE MEDIA

Over the Air Television

WAFB	Baton Rouge	9	CBS	
WBRZ	Baton Rouge	2	ABC	Manship
WLPB	Baton Rouge	27	PBS	
WRBT	Baton Rouge	33		
WKGT	Baton Rouge	49		

Best Restaurants

Chalet Brandt
Chris Steak House
Mike Andersons (seafood)
Joey's

Best Hotels

Embassy Suites
Hilton

NO WEATHER DATA AVAILABLE:
See New Orleans for an approximation.

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$34,200,000	36.9	.0101
Radio	11,100,000	12.0	.0033
Newspaper	44,300,000	47.8	.0130
Outdoor	3,100,000	3.3	.0009
	<u>\$92,700,000</u>		<u>.0273</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WXAM/WQXY-F	Sold to Oppenheimer	\$3,100,000
1984	WYNK A/F	Sold to Hicks	8,000,000
1985	WKJN-F (Hammond)	From Keymarket to Sterling Comm.	NA
1985	WIBR		450,000
1986	WTKL		600,000
1986	WXAM, WQXY-F	From Oppenheimer to Encore	NA
1986	WYNK A/F	From Hicks to Narragansett	NA

NOTE: Some of these sales may not have been consummated.

BEAUMONT - PORT ARTHUR

1987 ARB Rank: 1J6
 1987 MSA Rank: 121
 1987 ADI Rank: 127
 FM Base Value: \$1,200,000

1987 Revenue: \$7,400,000
 Rev per Share Point: \$79,827
 Population per Station: 18,994 (17)
 1987 Revenue Change: 4.2%

Manager's Market Ranking (current): 2.8
 Manager's Market Ranking (future): 3.5
 Duncan's Radio Market Grade: III D
 Mathematical Market Grade: III D

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	6.9	7.3	7.7	7.7	7.1	7.4						
Yearly Growth Rate (82-87):	3.1% (assigned growth rate of 4.7%)											
Projected Revenue Estimates:							7.7	8.1	8.5	8.9	9.3	
Revenue per Capita:	17.65	18.34	19.35	19.40	18.02	18.73						
Yearly Growth Rate (82-87):	1.3% (assigned growth rate of 3.4%)											
Projected Revenue per Capita:							19.37	20.02	20.71	21.41	22.14	
Resulting Revenue Estimate:							7.7	8.0	8.3	8.6	8.9	
Revenue as % of Retail Sales:	.0030	.0030	.0033	.0032	.0029	.0028						
Mean % (82-87):	.0028% (assigned)											
Resulting Revenue Estimate:							7.6	7.8	8.4	9.1	9.5	
							<u>MEAN REVENUE ESTIMATE:</u>					
							<u>7.7</u>	<u>8.0</u>	<u>8.4</u>	<u>8.9</u>	<u>9.2</u>	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.384	.391	.398	.397	.394	.395	.396	.398	.400	.402	.404
Retail Sales (billions):	2.3	2.4	2.3	2.4	2.47	2.6	2.7	2.8	3.0	3.26	3.4

Below-the-Line Listening Shares: 0 %
 Unlisted Station Listening: 7.3%
 Total Lost Listening: 7.3%
 Available Share Points: 92.7
 Number of Viable Stations: 12.5
 Mean Share Points per Station: 7.4
 Median Share Points per Station: 5.8
 Rev. per Available Share Point: \$79,827
 Estimated Rev. for Mean Station: \$590,723

Confidence Levels

1987 Revenue Estimates: Slightly below normal
 1988-1992 Revenue Projections: Slightly below normal

COMMENTS

Market reports to Miller, Kaplan...Managers predict a 4% to 5% revenue increase in 1988...

Household Income: \$33,427
 Median Age: 31.7 years
 Median Education: 12.4 years
 Median Home Value: \$31,900
 Population Change (1986-1991): 2.0%
 Retail Sales Change (1986-1991): 32.1%
 Number of B or C FM Stations: 8
 Revenue per AQH: \$16,157
 Cable Penetration: 53%

<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
White 74.6	<15 27.5	12-34 26.2	Non High School
Black 21.8	15-30 23.9	25-54 48.9	Grad 37.5
Hispanic 3.6	30-50 28.6	55+ 24.9	High School
Other ---	50-75 14.9		Grad 34.3
	75+ 5.1		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 16.1
 College 4+ years 12.1

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Petrochemicals		Gulf States Utilities	
Oil-Well Equipment			
Agriculture Equip.			
Shipping/Port			
Refining			
Rubber	<u>Other Major Corporation</u>		
	Fair Inc.		

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	11,070	(9.5%)
2. Petroleum & Coal Products	10,323	(8.9%)
3. Chemicals & Allied Prod.	8,691	(7.5%)
4. Eating & Drinking Places	7,911	(6.8%)
5. Special Trade Contractor	5,405	(4.6%)
6. Food Stores	4,590	(3.9%)
7. Business Services	3,809	(3.3%)
8. Wholesale Trade-Durable	3,772	(3.2%)
9. Automotive Dealers	3,406	(2.9%)
10. General Merchandise Stores	3,388	(2.9%)

Total Metro Employees: 116,366
 Top 10 Total Employees: 62,365 (53.6%)

By Occupation:

Manag/Prof.	27,976	(17.7%)
Tech/Sales/Admin.	43,962	(27.9%)
Service	19,876	(12.5%)
Farm/Forest/Fish	1,484	(1.0%)
Precision Prod.	32,315	(20.4%)
Oper/Fabri/Labor	32,303	(20.5%)

BEAUMONT - PORT ARTHUR

Largest Local Banks

First City Nat. (487 Mil)
 Texas Commerce (305 Mil)
 Interfirst (132 Mil)
 M Bank (242 Mil)
 Allied Merchants (223 Mil)

Colleges and Universities

Lamar (15,835)

 Total Full Time Students: 9,170

Military Bases

Unemployment

Jun 79: 6.9%
 Dec 82: 13.2%
 Sep 83: 15.1%
 Sep 84: 10.3%
 Aug 85: 13.8%
 Aug 86: 15.0%
 Aug 87: 12.3%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Vance-Matthews
 Cornerstone Media
 Marketing Consultants

Largest Local Radio Accounts

Market Basket
 Fair Stores
 Conn's

Source of Regional Dollars

Houston
 Dallas

80-90 Channels

102.5 Beaumont
 (Class C2)

Highest Billing Stations

1. KYKR-F \$1,250,000
 2. KHYS-F/KALO 1,150,000
 3. KZZB-F 1,100,000
 4. KLVJ 500,000
 5.
 6.
 7.
 8.
 9.
 10.

Daily Newspapers

Beaumont Enterprise
 Orange Leader
 Port Arthur News

AM

PM

SUN

Owner

68,900 80,200
 10,000 12,000
 23,000 24,000

Hearst

 Cox

Miscellaneous Comments

"These older cities have not shared in the industrial development and population growth of Houston and more northern Texas cities."

- The Book of America

COMPETITIVE MEDIA

Over the Air Television

KBMT	Beaumont	12	ABC	
KFDM	Beaumont	6	CBS	Belo
KITU	Beaumont	34	Education	
KJAC	Port Arthur	4	NBC	Price

"This low-lying, marshy part of the Texas coastline has become dotted with more oil and petrochemical refineries than any other place on earth."

- The Wall Street Journal

Golden Triangle has lived by oil. Whether it will die by oil depends on whether the area can develop new industries and services. Whether factions (particularly labor) can unite to accomplish this is in doubt.

Manager's Comment

"Beaumont is heading for an incredible comeback 1988-1990."

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$17,000,000	31.0	.0065
Radio	7,400,000	13.5	.0028
Newspaper	28,300,000	51.5	.0108
Outdoor	2,200,000	4.0	.0009
	<u>\$54,900,000</u>		<u>.0210</u>

Best Restaurants

Carlos (Italian)
 Casa Manana (Mexican)
 Bandos (deli)
 Hoffbreaux (steak)

Best Hotels

Beaumont Hilton

NOTE: Use Newspaper and Outdoor estimates with caution.

NO WEATHER DATA AVAILABLE:
 See Houston for an approximation

Major Radio Station Sales Since 1983

1983	KAYC/KAYD-F	Sold to Long/Pride	\$2,100,000
1983	KQXY-F	Sold to Oppenheimer	1,900,000 (E)
1984	KGIC/KZZB-F	Sold to First Omni	1,850,000
1985	KGIC/KZZB-F		1,550,000
1986	KAYC/KAYD-F	(never completed)	1,500,000
1986	KLVJ/KYRK-F	From Hicks to Narragansett	NA
1987	KDVE, KQXY-F	Sold by Oppenheimer	1,200,000 (?)

NOTE: Some of these sales may not have been consummated.

BILLINGS

1987 ARB Rank: 224
 1987 MSA Rank: 294
 1987 ADI Rank: 163 (w/Hardin)
 FM Base Value: NA

1987 Revenue: \$3,900,000
 Rev per Share Point: \$40,966
 Population per Station: 11,267 (9)
 1987 Revenue Change: 2.6%

Manager's Market Ranking (current): 2.6
 Manager's Market Ranking (future): 3.3
 Duncan's Radio Market Grade: NA
 Mathematical Market Grade: IV D+

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	3.6	4.0	4.1	4.0	3.8	3.9						
Yearly Growth Rate (82-87):	1.7% (assigned rate of 4.5%)											
Projected Revenue Estimates:							4.1	4.3	4.5	4.7	4.9	
Revenue per Capita:	31.19	31.58	34.17	32.52	30.89	31.45						
Yearly Growth Rate (82-87):	0.2% (assigned rate of 4.0%)											
Projected Revenue per Capita:							32.71	34.02	35.38	36.79	38.26	
Resulting Revenue Estimate:							4.1	4.4	4.6	4.9	5.2	
Revenue as % of Retail Sales:	.0044	.0044	.0045	.0042	.0040	.0037						
Mean % (82-87):	.0037% (assigned rate)											
Resulting Revenue Estimate:							4.2	4.4	4.6	5.0	5.3	
							MEAN REVENUE ESTIMATE:					
							4.1	4.4	4.6	4.9	5.1	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.114	.118	.120	.123	.123	.124	.126	.128	.130	.133	.135
Retail Sales (billions):	.82	.85	.90	.95	.96	1.06	1.14	1.20	1.26	1.35	1.42

Below-the-Line Listening Shares: 0 %
 Unlisted Station Listening: 4.8%
 Total Lost Listening: 4.8%
 Available Share Points: 95.2
 Number of Viable Stations: 8
 Mean Share Points per Station: 11.9
 Median Share Points per Station: 10.5
 Rev. per Available Share Point: \$40,966
 Estimated Rev. for Mean Station: \$487,500

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Stations report to Miller, Kaplan...It appears I have seriously overestimated this market's revenue in the past so the numbers have been reworked...

Household Income: \$29,212
 Median Age: 30.8 years
 Median Education: 12.7 years
 Median Home Value: \$58,100
 Population Change (1986-1991): 8.1%
 Retail Sales Change (1986-1991): 40.4%
 Number of B or C FM Stations: 4
 Revenue per AQH: \$24,528
 Cable Penetration: 56%

	<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
White	96.2	<15 30.6	12-34 26.2	Non High School
Black	0.3	15-30 32.0	25-54 51.5	Grad 24.4
Hispanic	2.3	30-50 25.4	55+ 22.3	High School
Other	1.2	50-75 8.7		Grad 36.9
		75+ 3.3		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 19.8
 College 4+ years 19.9

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Agribusiness
 Oil Refining

Other Major Corporations

United Industry

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	3,933	(9.4%)
2. Eating & Drinking Places	3,855	(9.2%)
3. Wholesale Trade-Durable	3,231	(7.7%)
4. Trucking & Warehousing	1,972	(4.7%)
5. Wholesale Trade-Nondurable	1,777	(4.2%)
6. General Merchandise Stores	1,540	(3.7%)
7. Business Services	1,513	(3.6%)
8. Food Stores	1,371	(3.3%)
9. Special Trade Contractor	1,278	(3.1%)
10. Automotive Dealers	1,252	(3.0%)

By Occupation:

Manag/Prof.	11,528	(23.3%)
Tech/Sales/Admin. Service	16,554	(33.5%)
6,894	(14.0%)	
Farm/Forest/Fish	1,204	(2.4%)
Precision Prod.	6,451	(13.1%)
Oper/Fabri/Labor	6,776	(13.7%)

Total Metro Employees: 41,874
 Top 10 Total Employees: 21,722 (51.9%)

BILLINGS

Largest Local Banks

First Bank (378 Mil)
 First Interstate (298 Mil)
 Norwest (223 Mil)

Colleges and Universities

E. Montana (4,208)

Total Full Time Students: 2,955

Military Bases

Unemployment

Jun 79: NA
 Dec 82: NA
 Sep 83: NA
 Sep 84: 5.6%
 Aug 85: 6.5%
 Aug 86: 6.3%
 Aug 87: 5.8%
 (state)

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Largest Local Radio Accounts

Ryans IGA
 Norwest Bank

Source of Regional Dollars

Helena
 Great Falls
 Denver

80-90 Channels

None

Highest Billing Stations

1. NO RELIABLE
2. ESTIMATES AVAILABLE
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Daily Newspapers

AM

PM

SUN

Owner

Billings Gazette 57,000 60,500 Lee

Miscellaneous Comments

"Billings is a bustling, modern plains city, an important livestock trade and transportation center."

- The Book of America

COMPETITIVE MEDIA

Over the Air Television

KOUS	Hardin	4	NBC	
KTVQ	Billings	2	CBS	SJL
KULR	Billings	8	ABC	Dix

Best Restaurant

Granary (steak, seafood)
 Quentellini's (Italian)

Best Hotels

Billings Sheraton
 Northern Hotel

NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 7,300,000	27.1	.0069
Radio	3,900,000	14.5	.0037
Newspaper	14,800,000	54.9	.0139
Outdoor	950,000	3.5	.0009
	<u>\$26,950,000</u>		<u>.0254</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1985 KGHL/KIDX-F Sold to Sunrise \$3,000,000

NOTE: Some of these sales may not have been consummated.

BINGHAMTON

1987 ARB Rank: 141
 1987 MSA Rank: 163
 1987 ADI Rank: 132
 FM Base Value: \$2,400,000

1987 Revenue: \$6,300,000
 Rev per Share Point: \$73,086
 Population per Station: 22,740 (10)
 1987 Revenue Change: 6.7%

Manager's Market Ranking (current): 3.2
 Manager's Market Ranking (future): 3.4
 Duncan's Radio Market Grade: NA
 Mathematical Market Grade: IV B-

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	4.5	4.8	5.1	5.5	5.9	6.3						
Yearly Growth Rate (82-87):	8.3% (assigned rate of 7.2%)											
Projected Revenue Estimates:							6.8	7.2	7.8	8.3	8.9	
Revenue per Capita:	16.85	17.91	19.03	20.45	21.93	23.33						
Yearly Growth Rate (82-87):	6.7%											
Projected Revenue per Capita:							24.89	26.56	28.34	30.24	32.27	
Resulting Revenue Estimate:							6.7	7.2	7.7	8.2	8.8	
Revenue as % of Retail Sales:	.0036	.0035	.0037	.0038	.0040	.0040						
Mean % (82-87):	.0039% (assigned)											
Resulting Revenue Estimate:							6.4	6.9	7.4	7.9	8.3	
							<u>MEAN REVENUE ESTIMATE:</u>					
							<u>6.6</u>	<u>7.1</u>	<u>7.6</u>	<u>8.1</u>	<u>8.7</u>	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.267	.268	.268	.270	.269	.270	.270	.271	.271	.272	.272
Retail Sales (billions):	1.26	1.31	1.35	1.43	1.49	1.56	1.65	1.78	1.90	2.03	2.12

Below-the-Line Listening Shares: 0 %
 Unlisted Station Listening: 13.8%
 Total Lost Listening: 13.8%
 Available Share Points: 86.2
 Number of Viable Stations: 7.5
 Mean Share Points per Station: 11.5
 Median Share Points per Station: 9.4
 Rev. per Available Share Point: \$73,086
 Estimated Rev. for Mean Station: \$840,487

Confidence Levels

1987 Revenue Estimates: Slightly below normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Managers predict an 8% increase in 1988...

Household Income: \$35,340
 Median Age: 33.4 years
 Median Education: 12.5 years
 Median Home Value: \$41,300
 Population Change (1986-1991): 1.2%
 Retail Sales Change (1986-1991): 36.1%
 Number of B or C FM Stations: 3
 Revenue per AQH: \$20,128
 Cable Penetration: 66%

<u>Ethnic Breakdowns (%)</u>		<u>Income Breakdowns (%)</u>		<u>Age Breakdowns (%)</u>	
White	97.6	<15	27.8	12-34	26.2
Black	1.3	15-30	30.7	25-54	46.2
Hispanic	0.7	30-50	25.7	55+	27.6
Other	0.4	50-75	12.3		
		75+	3.5		

Education Levels

Non High School Grad 30.2
 High School Grad 39.5
 College 1-3 years 14.9
 College 4+ years 15.4

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Electrical Equipment
 Shoes/Clothing
 Photographic Equipment

Other Major Corporation

REK Corp.
 Crowley Foods
 Great American Ind.

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Electric & Electronic Eq.	29,309	(30.6%)
2. Health Services	8,338	(8.7%)
3. Eating & Drinking Places	5,115	(5.3%)
4. Machinery, Except Electr.	4,342	(4.5%)
5. Business Services	3,148	(3.3%)
6. Food Stores	3,001	(3.1%)
7. Wholesale Trade-Durable	2,616	(2.7%)
8. Special Trade Contractor	2,492	(2.6%)
9. Miscellaneous Retail	2,437	(2.5%)
10. Instruments & Related Prod.	2,422	(2.5%)

By Occupation:

Manag/Prof.	29,635	(25.6%)
Tech/Sales/Admin.	35,191	(30.4%)
Service	15,009	(12.9%)
Farm/Forest/Fish	1,760	(1.5%)
Precision Prod.	12,727	(11.0%)
Oper/Fabri/Labor	21,514	(18.6%)

Total Metro Employees: 95,850
 Top 10 Total Employees: 63,220 (66.0%)

BINGHAMTON

Largest Local Banks

Bankers Trust (NA)
Key Bank (NA)
Marine Midland (NA)

Colleges and Universities

SUNY-Binghamton (11,964)
Broome CC (6,475)

Military Bases

Unemployment

Jun 79: NA
Dec 82: 8.4%
Sep 83: 6.6%
Sep 84: 5.6%
Aug 85: 6.8%
Aug 86: 5.5%
Aug 87: 3.4%

Total Full Time Students: 12,837

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Fred Rigor
RVSA

Largest Local Radio Accounts

Great American Foods
Miller Lincoln
Coca Cola

Source of Regional Dollars

Syracuse
Rochester
New York

80-90 Channels

None

Highest Billing Stations

1. WNBF \$1,350,000
2. WAAL-F 1,300,000
3. WMRV-F 1,200,000
4. WHWK-F 925,000
5. WENE 500,000
6. WINR 300,000
7. WRSG 250,000
- 8.
- 9.
- 10.

Daily Newspapers

Binghamton Press
Binghamton Sun Bulletin

AM
65,700

PM

SUN

87,900

Owner

Gannett
Gannett

Miscellaneous Comments

Best Restaurants

Cortese (Italian)
Number 5 (steak)
Vestal Steak House

Best Hotels

Hotel D'Ville
Holiday Inn Arena

COMPETITIVE MEDIA

Over the Air Television

WBNG	Binghamton	12	CBS	Gateway
WICZ	Binghamton	40	NBC	
WMGC	Binghamton	34	ABC	
WSKG	Binghamton	46	PBS	

NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$14,100,000	32.5	.0090
Radio	6,300,000	14.5	.0040
Newspaper	21,400,000	49.3	.0137
Outdoor	1,600,000	3.7	.0010
	<u>\$43,400,000</u>		<u>.0277</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1987	WENE, WMRV-F	Sold to Beacon	\$4,500,000
1987	WINR		975,000

NOTE: Some of these sales may not have been consummated.

BIRMINGHAM

1987 ARB Rank: 47
 1987 MSA Rank: 56
 1987 ADI Rank: 50
 FM Base Value: \$5,000,000

1987 Revenue: \$23,000,000
 Rev per Share Point: \$255,272
 Population per Station: 40,232 (19)
 1987 Revenue Change: 7.0%

Manager's Market Ranking (current): 3.5
 Manager's Market Ranking (future): 4.0
 Duncan's Radio Market Grade: II B-
 Mathematical Market Grade: II B+

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	16.4	17.1	17.8	19.9	21.5	23.0					
Yearly Growth Rate (82-87): 6.7%											
Projected Revenue Estimates:							24.5	26.2	27.9	29.8	31.8
Revenue per Capita:	18.10	18.77	19.43	21.63	23.32	24.81					
Yearly Growth Rate (82-87): 6.5%											
Projected Revenue per Capita:							26.42	28.14	29.97	31.92	33.99
Resulting Revenue Estimate:							24.6	26.3	28.2	30.2	32.3
Revenue as % of Retail Sales: .0041	.0041	.0042	.0042	.0043	.0045	.0045					
Mean % (82-87): .0043% (.0045 assigned)											
Resulting Revenue Estimate:							24.8	26.6	28.4	30.2	32.0
<u>MEAN REVENUE ESTIMATE:</u>							<u>24.6</u>	<u>26.4</u>	<u>28.2</u>	<u>30.1</u>	<u>32.0</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.906	.911	.916	.922	.922	.927	.931	.936	.940	.945	.949
Retail Sales (billions):	4.0	4.1	4.2	4.5	4.8	5.1	5.5	5.9	6.3	6.7	7.1

Below-the-Line Listening Shares: 1.5%
 Unlisted Station Listening: 7.4%
 Total Lost Listening: 8.9%
 Available Share Points: 90.1
 Number of Viable Stations: 13
 Mean Share Points per Station: 6.9
 Median Share Points per Station: 4.1
 Rev. per Available Share Point: \$255,272
 Estimated Rev. for Mean Station: \$1,761,376

Confidence Levels
 1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS
 Managers predict a 7% increase in 1988...

Household Income: \$27,914
 Median Age: 32.5 years
 Median Education: 12.4 years
 Median Home Value: \$39,200
 Population Change (1986-1991): 2.5%
 Retail Sales Change (1986-1991): 40.8%
 Number of B or C FM Stations: 7
 Revenue per AQH: \$19,151
 Cable Penetration: 51%

<u>Ethnic Breakdowns (%)</u>		<u>Income Breakdowns (%)</u>		<u>Age Breakdowns (%)</u>	
White	72.9	<15	36.5	12-34	24.8
Black	26.4	15-30	28.9	25-54	48.9
Hispanic	0.7	30-50	22.4	55+	26.3
Other	---	50-75	8.9		
		75+	3.3		

Education Levels

Non High School	38.3
High School	32.9
College 1-3 years	14.5
College 4+ years	14.3

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Iron and Steel	Vulcan Materials (310)	AmSouth Bancorp	McWane
Fabri. Metals		Central Bancshares of the South	American Cast Iron Pipe
Government	<u>Other Major Corporations</u>	SouthTrust	BE&K
Textiles	Stockham Valves	Sonat	
Coal Mining	Protective Corp.	Torchmark	
	American Cast Iron		
	Liberty National Insurance		

INC 500 Companies

Employment Breakdowns

AC3	By Industry (SIC):		By Occupation:	
	1. Health Services	28,830 (9.8%)	Manag/Prof.	79,281 (21.9%)
	2. Wholesale Trade-Durable	18,200 (6.2%)	Tech/Sales/Admin. Service	117,537 (32.4%)
	3. Eating & Drinking Places	15,389 (5.2%)	Farm/Forest/Fish	41,550 (11.4%)
	4. Business Services	13,677 (4.7%)	Precision Prod.	3,810 (1.1%)
	5. Electric Services	13,179 (4.5%)	Oper/Fabri/Labor	49,522 (13.6%)
	6. Communication	11,742 (4.0%)		71,026 (19.6%)
	7. Special Trade Contractor	11,123 (3.8%)		
	8. Primary Metal Industries	9,401 (3.2%)		
	9. Insurance Carriers	8,386 (2.9%)		
	10. Food Stores	8,148 (2.8%)		
	Total Metro Employees:	293,506		
	Top 10 Total Employees:	138,075 (47.0%)		

BIRMINGHAM

<u>Largest Local Banks</u>	<u>Colleges and Universities</u>	<u>Military Bases</u>	<u>Unemployment</u>
Amsouth (5.2 Bil)	University of Alabama-Birmingham (13,517)	Ft. McClellan (8,488)	Jun 79: 5.8%
Central Bank (3.2 Bil)	Birmingham Southern (1,542)		Dec 82: 15.6%
South Trust (2.4 Bil)	Samford (4,007)		Sep 83: 11.5%
	Jefferson State JC (6,030)		Sep 84: 9.7%
	Total Full Time Students: 22,962		Aug 85: 6.9%
			Aug 86: 9.0%
			Aug 87: 6.3%

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>
Steiner Brossler	Parisians	Atlanta	97.3 Homewood	1. WZZK A/F \$5,500,000
Sloan Major	Pepsi	Memphis	8 South of Birmingham	2. WMJJ-F 4,200,000
Barry Huey	Food World			3. WAPI-F 3,700,000
Gillis, Townsend				4. WENN-F 2,500,000
				5. WKXX-F 2,300,000
				6. WERC 1,000,000
				7.
				8.
				9.
				10.

<u>Daily Newspapers</u>	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Birmingham Post Herald	62,300			Scripps-Howard
Birmingham News		171,300	218,500	Newhouse
JOA				

Miscellaneous Comments

COMPETITIVE MEDIA

Over the Air Television

WBIQ	Birmingham	10	PBS	
WBMG	Birmingham	42	PBS	Park
WBRC	Birmingham	6	ABC	Great American
WCAJ	Birmingham	68		
WTTO	Birmingham	21		
WVTM	Birmingham	13	NBC	Times-Mirror

Best Restaurants

Winstons
Southpoint (continental)
Rossi's (Italian)
Jenky's (steak)
Christians

Best Hotels

Wynfrey
Hyatt
Pickwick

WEATHER DATA

Elevation: 620
Annual Precipitation: 53.5 in.
Annual Snowfall: 1.2 in.
Average Windspeed: 7.4 (S)

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Television	\$ 60,200,000	37.3	.0118	Avg. Max. Temp.: 54.3	90.3	73.6
Radio	23,000,000	14.3	.0045	Avg. Min. Temp.: 34.1	69.5	51.2
Newspaper	72,400,000	44.9	.0141	Average Temp.: 44.2	79.9	62.4
Outdoor	5,700,000	3.5	.0011			
	<u>\$161,300,000</u>		<u>.0315</u>			

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WCRT	Sold by Capitol	\$ 288,000
1984	WERC/WKXX-F	(sale eventually cancelled)	6,000,000
1984	WYDE	Sold to Gore	750,000
1984	WZZK	From Harte-Hanks to Edens	NA
1984	WVOK/WLTB-F	From Sanders to ELF	4,700,000 (E)
1985	WZZK	From Edens to Katz	750,000
1985	WAYE	From Good News to Woods	450,000
1985	WJLD		453,000
1986	WYDE	From Sudbrink to American General	740,000
1986	WVOK/WLTB-F	From ELF to REBS	6,000,000 (E)
1986	WZZK A/F	From Katz to New City	9,500,000 (E)
1987	WAYE	From Woods to Willis	225,000
1987	WAGG, WENN-F	(85%)	3,400,000
1987	WVOK, WLTB-F	Sold to Signature	7,640,000
1987	WYDE		980,000

NOTE: Some of these sales may not have been consummated.

BLOOMINGTON, IL

1987 ARB Rank: 217
 1987 MSA Rank: 290
 1987 ADI Rank: Peoria ADI
 FM Base Value: NA

1987 Revenue: \$4,400,000
 Rev per Share Point: \$67,797
 Population per Station: 21,220 (5)
 1987 Revenue Change: 4.9%

Manager's Market Ranking (current): 4.5
 Manager's Market Ranking (future): 4.4
 Duncan's Radio Market Grade: NA
 Mathematical Market Grade: IV B

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	3.2	3.5	3.7	3.9	4.2	4.4					
Yearly Growth Rate (82-87): 6.6%											
Projected Revenue Estimates:							4.7	5.0	5.3	5.7	6.1
Revenue per Capita:	26.23	28.23	29.60	31.20	33.33	34.92					
Yearly Growth Rate (82-87): 5.9%											
Projected Revenue per Capita:							36.98	39.16	41.47	43.92	46.51
Resulting Revenue Estimate:							4.7	5.0	5.3	5.7	6.0
Revenue as % of Retail Sales:	.0053	.0050	.0051	.0049	.0053	.0052					
Mean % (82-87): .00513%											
Resulting Revenue Estimate:							4.7	5.0	5.4	5.9	6.3
MEAN REVENUE ESTIMATE:							4.7	5.0	5.3	5.8	6.2

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.122	.124	.125	.125	.125	.126	.127	.128	.129	.129	.130
Retail Sales (billions):	.65	.68	.72	.77	.79	.85	.91	.98	1.06	1.15	1.23

Below-the-Line Listening Shares: 24.5%
 Unlisted Station Listening: 10.6%
 Total Lost Listening: 35.1%
 Available Share Points: 64.9
 Number of Viable Stations: 4
 Mean Share Points per Station: 16.2
 Median Share Points per Station: 14.7
 Rev. per Available Share Point: \$67,797
 Estimated Rev. for Mean Station: \$1,098,305

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Population and retail sales projections revised downward from previous years...Managers predict a 7% increase in 1988...

	<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
Household Income: \$36,179				
Median Age: 28.6 years				
Median Education: 12.7 years				
Median Home Value: \$49,800				
Population Change (1986-1991): 2.5%	White 94.6	<15 24.8	12-34 36.0	Non High School
Retail Sales Change (1986-1991): 45.0%	Black 4.1	15-30 27.8	25-54 42.8	Grad 24.0
Number of B or C FM Stations: 1	Hispanic 0.9	30-50 26.4	55+ 21.2	High School
Revenue per AQH: \$30,769	Other 0.4	50-75 14.5		Grad 37.0
Cable Penetration: NA		75+ 5.5		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 16.2
 College 4+ years 22.8

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Farm Machinery			Country Companies Group
Insurance			
Dairy Products			
Agriculture			
Vacuum Cleaners			
	<u>Other Major Corporations</u>		
	State Farm Insurance		
	Growmark		
	Dometic		

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Insurance Carriers	7,164	(15.5%)
2. Electric & Electronic Eq.	4,421	(9.6%)
3. Eating & Drinking Places	3,866	(8.4%)
4. Health Services	3,599	(7.8%)
5. Wholesale Trade-Durable	1,746	(3.8%)
6. Insurance Agents, Brokers	1,692	(3.7%)
7. General Merchandise Stores	1,600	(3.5%)
8. Communication	1,552	(3.4%)
9. Business Services	1,520	(3.3%)
10. Miscellaneous Retail	1,388	(3.0%)

Total Metro Employees: 46,123
 Top 10 Total Employees: 28,548 (61.9%)

By Occupation:

Manag/Prof.	13,708	(23.9%)
Tech/Sales/Admin. Service	19,085	(33.4%)
8,934	(15.6%)	
Farm/Forest/Fish	2,357	(4.1%)
Precision Prod.	5,413	(9.5%)
Oper/Fabri/Labor	7,742	(13.5%)

BLOOMINGTON, IL

<u>Largest Local Banks</u>	<u>Colleges and Universities</u>	<u>Military Bases</u>	<u>Unemployment</u>
Peoples Bank (228 Mil) BancMidwest (203 Mil) American State Bank (111 Mil)	Illinois State (20,903) Illinois Wesleyan (1,641)		Jun 79: NA Dec 82: 8.7% Sep 83: 7.9% Sep 84: 6.2% Aug 85: 6.4% Aug 86: 4.6% Aug 87: 4.2%
	Total Full Time Students: 18,561		

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>
Haggerty Penta	Strickland Chev American Bank American Stores Peoples Bank	Peoria Champaign Decatur	None	1. WJBC \$2,000,000 2. WBNQ-F 1,350,000 3. WIHN-F 425,000 4. WMLA A/F 325,000 5. 6. 7. 8. 9. 10.

<u>Daily Newspapers</u>	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Bloomington Pantagraph	52,000		55,400	SF Chronicle

Miscellaneous Comments

"The chief cash crop of the area outside Bloomington is about to change from corn to cars."

- TIME

COMPETITIVE MEDIA

Over the Air Television

WYZZ Bloomington 43
Part of Peoria ADI

Crysler and Mitsubishi will invest over a half billion dollars in their new plant near Bloomington.

* Part of Peoria ADI. TV revenue is estimate of Bloomington's share of ADI total TV revenue. Total revenue for ADI estimated at \$18,200,000

Best Restaurants

Jim's Steakhouse
Arnies
Bennigan's

Best Hotels

Sheraton Normal
Holiday Inn

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 3,400,000	16.6	.0040
Radio	4,400,000	21.5	.0052
Newspaper	11,900,000	58.0	.0140
Outdoor	800,000	3.9	.0009
	<u>\$20,500,000</u>		<u>.0241</u>

NO WEATHER DATA AVAILABLE:
See Peoria for an approximation.

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WIHN-F		\$700,000
1984	WMLA		376,000
1987	WMLA A/F	From Withers to Keister	500,000

NOTE: Some of these sales may not have been consummated.

BOISE

1987 ARB Rank: 137
 1987 MSA Rank: 206
 1987 ADI Rank: 135
 FM Base Value: \$1,200,000

1987 Revenue: \$7,000,000
 Rev per Share Point: \$74,547
 Population per Station: 13,759 (17)
 1987 Revenue Change: 2.9%

Manager's Market Ranking (current): 2.6
 Manager's Market Ranking (future): 3.3
 Duncan's Radio Market Grade: NA
 Mathematical Market Grade: IV C+

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	4.6	5.2	5.8	6.1	6.8	7.0					
Yearly Growth Rate (82-87): 8.8% (7.5% growth rate assigned)											
Projected Revenue Estimates:							7.5	8.1	8.7	9.4	10.0
Revenue per Capita:	17.03	18.70	20.42	21.18	23.21	23.49					
Yearly Growth Rate (82-87): 6.7%											
Projected Revenue per Capita:							25.06	26.74	28.53	30.45	32.49
Resulting Revenue Estimate:							7.6	8.3	9.0	9.8	10.6
Revenue as % of Retail Sales:	.0040	.0042	.0043	.0043	.0045	.0043					
Mean % (82-87): .00427%											
Resulting Revenue Estimate:							7.5	7.8	8.3	9.0	9.4
<u>MEAN REVENUE ESTIMATE:</u>							<u>7.5</u>	<u>8.1</u>	<u>8.7</u>	<u>9.4</u>	<u>10.0</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.270	.278	.284	.288	.293	.298	.305	.311	.317	.322	.325
Retail Sales (billions):	1.15	1.23	1.34	1.43	1.52	1.63	1.75	1.83	1.95	2.1	2.2

Below-the-Line Listening Shares: 0 %
 Unlisted Station Listening: 6.1%
 Total Lost Listening: 6.1%
 Available Share Points: 93.9
 Number of Viable Stations: 13
 Mean Share Points per Station: 7.2
 Median Share Points per Station: 6.4
 Rev. per Available Share Point: \$74,547
 Estimated Rev. for Mean Station: \$536,741

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Major revisions in retail sales and population because Canyon county figures were added...Managers predict a 5% to 8% growth rate in 1988...Market reports to Miller, Kaplan...

Household Income: \$31,943
 Median Age: 30.1 years
 Median Education: 12.9 years
 Median Home Value: \$52,400
 Population Change (1986-1991): 9.8%
 Retail Sales Change (1986-1991): 39.2%
 Number of B or C FM Stations: 9
 Revenue per AQH: \$20,649
 Cable Penetration: 38%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 95.4	<15 29.2	12-34 26.4	Non High School
Black 0.3	15-30 32.6	25-54 50.9	Grad 23.6
Hispanic 4.0	30-50 24.7	55+ 22.7	High School
Other 0.3	50-75 9.8		Grad 35.2
	75+ 3.7		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 22.3
 College 4+ years 18.9

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Lumber	Boise Cascade (100)	Albertson's	JR Simplot
Food Processing		Idaho Power	
Electronics		Moore Financial Group	
Government		Morrison-Knudsen	
Heavy Construction	<u>Other Major Corporations</u>		
	Simplot		
	Trus Joist		

INC 500 Companies

Employment Breakdowns

CommTek
 Zero Defects

By Industry (SIC):

1. Eating & Drinking Places	7,302	(9.3%)
2. Health Services	7,242	(9.2%)
3. Wholesale Trade-Durable	4,028	(5.1%)
4. Machinery, Except Electr.	3,921	(5.0%)
5. Food & Kindred Products	3,894	(5.0%)
6. Wholesale Trade-Nondurable	2,955	(3.8%)
7. Business Services	2,824	(3.6%)
8. Food Stores	2,804	(3.6%)
9. Special Trade Contractor	2,507	(3.2%)
10. Automotive Dealers	2,439	(3.1%)

By Occupation:

Manag/Prof.	28,399	(24.7%)
Tech/Sales/Admin.	37,639	(32.8%)
Service	14,091	(12.3%)
Farm/Forest/Fish	4,885	(4.2%)
Precision Prod.	14,288	(12.5%)
Oper/Fabri/Labor	15,517	(13.5%)

DUNCAN'S RADIO MARKET GUIDE
 Copyright 1988

Total Metro Employees: 78,456
 Top 10 Total Employees: 39,916 (50.9%)

BOISE

<u>Largest Local Banks</u>	<u>Colleges and Universities</u>	<u>Military Bases</u>	<u>Unemployment</u>
Idaho First Nat. (2.9 Bil) First Security (1.8 Bil) First Interstate (832 Mil)	Boise State (11,584)	Mountain Home AFB (4,420)	Jun 79: NA Dec 82: NA Sep 83: 6.3% Sep 84: 4.6% Aug 85: 4.9% Aug 86: 4.7% Aug 87: 4.6%
Total Full Time Students: 7,964			

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>
	Idaho First Bank Albertson's	Seattle Salt Lake City Portland	None	1. KCIX-F \$1,400,000 2. KBOI 1,100,000 3. KLTB-F 700,000 4. 5. 6. 7. 8. 9. 10.

<u>Daily Newspapers</u>	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Boise Idaho-Statesman	55,200		70,200	Gannett

Miscellaneous Comments

"Boise has the state capital, Idaho's best climate, thriving light industry, and the income of a strong distribution center."

- The Book of America

COMPETITIVE MEDIA

Over the Air Television

KAID	Boise	4	PBS	
KBCI	Boise	2	CBS	Eugene TV
KIVI	Nampa	6	ABC	Charleston Post
KTVB	Boise	7	NBC	King

Manager's Comment

"Boise is finally beginning to show signs of maturity...too damn many radio stations."

Best Restaurants

Louie's (Italian)
Angells (steak & seafood)
Charthouse (seafood)
Cafe Ole Mexican

Best Hotels

Red Lion (both locations)
Compri

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$17,000,000	35.6	.0104
Radio	7,000,000	14.7	.0043
Newspaper	22,300,000	46.8	.0136
Outdoor	1,400,000	2.9	.0009
	\$47,700,000		.0292

WEATHER DATA

Elevation: 2838
Annual Precipitation: 12.0 in.
Annual Snowfall: 21.7 in.
Average Windspeed: 9.0 (WSW)

NOTE: Use Newspaper and Outdoor estimates with caution.

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	36.5	90.5	62.6
Avg. Min. Temp.:	21.4	58.5	39.1
Average Temp.:	29.0	74.5	50.9

Major Radio Station Sales Since 1983

1983	KFXD A/F	Sold to Communication Properties	\$ 400,000
1986	KFXD A/F	Sold by Communication Properties	1,200,000
1986	KNPA (Nampa)		170,000
1987	KFML		450,000
1987	KGEM, KJOT-F	From Hatch to Bruce Johnson	2,100,000

NOTE: Some of these sales may not have been consummated.

BOSTON

1987 ARB Rank: 7
 1987 MSA Rank: 6
 1987 ADI Rank: 6
 FM Base Value: \$13,000,000

1987 Revenue: \$104,300,000
 Rev per Share Point: \$1,224,178
 Population per Station: 105,560 (30)
 1987 Revenue Change: 8.5%

Manager's Market Ranking (current): 3.7
 Manager's Market Ranking (future): 4.0
 Duncan's Radio Market Grade: I B
 Mathematical Market Grade: I B

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92
Duncan Revenue Est.:	70.0	74.4	80.4	88.6	96.1	104.3					
Yearly Growth Rate (82-87): 8.3%											
Projected Revenue Estimates:							113.0	122.3	132.5	143.5	155.4
Revenue per Capita:	19.18	20.38	21.85	24.08	25.83	27.96					
Yearly Growth Rate (82-87): 7.8%											
Projected Revenue per Capita:							30.14	32.49	35.03	37.76	40.70
Resulting Revenue Estimate:							112.4	121.5	131.4	141.6	153.0
Revenue as % of Retail Sales:	.0032	.0031	.0032	.0033	.0032	.0033					
Mean % (82-87): .00322%											
Resulting Revenue Estimate:							109.5	120.1	130.1	137.8	143.0
<u>MEAN REVENUE ESTIMATE:</u>							111.6	121.3	131.3	141.0	150.5

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	3.65	3.65	3.68	3.70	3.72	3.73	3.73	3.74	3.75	3.75	3.76
Retail Sales (billions):	22.2	24.0	25.2	27.7	30.5	31.8	34.0	37.3	40.4	42.8	44.4

Below-the-Line Listening Shares: 4.5%
 Unlisted Station Listening: 10.3%
 Total Lost Listening: 14.8%
 Available Share Points: 85.2
 Number of Viable Stations: 20
 Mean Share Points per Station: 4.3
 Median Share Points per Station: 4.2
 Rev. per Available Share Point: \$1,224,178
 Estimated Rev. for Mean Station: \$5,263,967

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Managers predict 8% to 10% increase in 1988...Market reports to Hungerford...

Household Income: \$41,506
 Median Age: 33.1 years
 Median Education: 12.7 years
 Median Home Value: \$55,400
 Population Change (1986-1991): 0.8%
 Retail Sales Change (1986-1991): 40.4%
 Number of B or C FM Stations: 13
 Revenue per AQH: \$20,201
 Cable Penetration: 55%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 92.4	<15 23.3	12-34 25.8	Non High School
Black 4.8	15-30 24.8	25-54 47.7	Grad 24.3
Hispanic 2.2	30-50 27.2	55+ 25.5	High School
Other 0.6	50-75 17.3		Grad 36.9
	75+ 8.4		College 1-3 years
			16.2
			College 4+ years
			22.6

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
High Tech	Raytheon (48)	Affiliated Publications	George E. Warren
Fishing	Gillette (137)	Bank of Boston	First Petroleum
Financial	Wang Labs (146)	Bank of New England	Avondale Industries
Shipping/Port	Polaroid (211)	Bay Banks	Fidelity Investments
Clothing	Cabot (249)	Boston Edison	Continental Cablevision
Textiles	EG&G (270)	Shawmut	
Publishing	General Cinema (297)	State Street Boston	
Printing/Paper	M/A-Com (331)	Stop & Shop Co.	
Electronics	Prime Computer (337)	Zayre	
Cutlery	Dennison Manufact. (382)		
	Foxboro (449)		
	Kenner Parker Toys (467)		

INC 500 Companies

Employment Breakdowns

	<u>By Industry (SIC):</u>		<u>By Occupation:</u>	
Clean Harbors				
Shawmut Design & Construction				
Dynacom Telecommunications	1. Health Services	168,908 (10.2%)	Manag/Prof.	494,743 (28.3%)
Crosby Vandenburgh Group	2. Business Services	125,429 (7.5%)	Tech/Sales/Admin.	578,343 (33.2%)
Bertucci's	3. Eating & Drinking Places	100,531 (6.0%)	Service	229,382 (13.1%)
DeWolfe New England	4. Educational Services	97,571 (5.9%)	Farm/Forest/Fish	11,092 (0.7%)
Newbury Comics	5. Electric & Electronic Eq.	83,152 (5.0%)	Precision Prod.	185,454 (10.6%)
Graphics Leasing	6. Machinery, Except Electr.	69,197 (4.2%)	Oper/Fabri/Labor	246,491 (14.1%)
P.F. O'Connor	7. Wholesale Trade-Durable	67,796 (4.1%)		
General Computer	8. Food Stores	53,672 (3.2%)		
Commonwealth Equity Services	9. Miscellaneous Services	49,251 (3.0%)		
	10. Miscellaneous Retail	44,892 (2.7%)		

DUNCAN'S RADIO MARKET GUIDE
 Copyright 1988

Total Metro Employees: 1,664,947
 Top 10 Total Employees: 860,489 (51.7%)

BOSTON

Largest Local Banks

First National (20.2 Bil)
 State Street (6.6 Bil)
 Bank of New England (6.2 Bil)
 Shawmut (4.3 Bil)
 Boston Safe Deposit (3.5 Bil)

Colleges and Universities

Harvard (17,628)
 Boston University (27,630)
 Northeastern (36,219)
 Boston College (14,209)
 U of Mass-Boston (12,542)

Military Bases

Ft. Devens (7,227)
 Hanson AFB (1,900) ?

Unemployment

Jun 79: 5.0%
 Dec 82: 5.7%
 Sep 83: 5.2%
 Sep 84: 4.3%
 Aug 85: 3.3%
 Aug 86: 3.3%
 Aug 87: 2.5%

Total Full Time Students: 175,944

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>
Hill, Holliday Cabot Arnold Ingalls & Quinn	NE Telephone Boston Globe Massachusetts Lottery McDonalds Jordan Marsh		None	1. WBCN-F \$16,000,000 2. WBZ 11,100,000 3. WXXS-F 12,000,000 4. WHDH 11,000,000 5. WRKO 8,700,000 6. WSSH-F 7,400,000 7. WEEI 5,200,000 8. WROR-F 5,100,000 9. WMJX-F/WMEX 5,000,000 10. WJIB-F 4,900,000 11. WZLX-F 4,800,000 12. WVBF-F 4,600,000 13. WZOU-F 4,000,000 14. WBOS-F 3,100,000

<u>Daily Newspapers</u>	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Boston Globe	500,100		798,000	Affiliated
Boston Herald	355,500		265,500	Murdoch

Miscellaneous Comments

"Around Boston, hundreds of small manufacturing companies, consulting firms and other new businesses are spreading into Eastern Massachusetts."

- The New York Times

COMPETITIVE MEDIA

Over the Air Television

WBZ	Boston	4	NBC	Westinghouse
WCVB	Boston	5	ABC	Hearst
WFXT	Boston	25		Fox
WGBH	Boston	2	PBS	
WLVI	Cambridge	56		Gannett
WNEV	Boston	7	CBS	
WQTV	Boston	68		Monitor
WSBK	Boston	38		

Total TV revenue for ADI is \$375,000,000.

Manager's Comment

"One of the best radio markets in the country; my advice to you (Duncan) is to visit Boston and then upgrade your market grade...too many AM stations with high spot loads which keeps rates low..."

Best Restaurants

Jimmies (seafood)
 Grill 23 (steak)
 Armidas (Italian)
 St. Clouds

Best Hotels

Four Seasons
 Marriott Long Wharf
 Ritz Carlton

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	5334,800,000	37.1	.0105
Radio	104,300,000	11.5	.0033
Newspaper	433,000,000	47.9	.0136
Outdoor	31,200,000	3.4	.0010
	5903,300,000		.0284

WEATHER DATA

Elevation: 15
 Annual Precipitation: 41.6 in.
 Annual Snowfall: 41.9 in.
 Average Windspeed: 12.6 (SW)

NOTE: Use Newspaper and Outdoor estimates with caution.

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	35.9	81.4	58.7
Avg. Min. Temp.:	22.5	65.1	43.8
Average Temp.:	29.2	73.3	51.3

Major Radio Station Sales Since 1983

1983	WJIB-F	From GE to NBC	\$ 6,500,000
1983	WEEI	Sold by CBS	7,500,000
1984	WMEX, WZLX-F	From GCC to Tanger	4,590,000
1984	WMEX	From Tanger to Greater Media	2,348,000
1984	WBOS-F	Sold to Sconnix	6,750,000
1984	WZLX-F	From Tanger to First Media	10,500,000
1986	WSSH-F	Sold to Noble	19,500,000
1987	WHDH	From Blair to Sconnix	14,500,000
1987	WZOU-F	From Blair to Sconnix to Ardman	15,500,000
1987	WMRE	Sold to Noble	3,700,000
1987	WRKO, WROR-F	Sale Announced by RKO	26,000,000
1987	WZLX-F	From First Media to Cook Inlet	17,000,000 (E) + Tax Cert.

NOTE: Some of these sales may not have been consummated.

BRIDGEPORT

1987 ARB Rank: 91
 1987 MSA Rank: 107
 1987 ADI Rank: New York ADI
 FM Base Value: NM

1987 Revenue: \$9,200,000
 Rev per Share Point: \$301,639
 Population per Station: 74,920 (5)
 1987 Revenue Change: 12.2%

Manager's Market Ranking (current): 3.7
 Manager's Market Ranking (future): 4.0
 Duncan's Radio Market Grade: III A
 Mathematical Market Grade: III A

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	5.4	6.4	7.1	7.4	8.2	9.2						
Yearly Growth Rate (82-87):	9.5% (83-87 only)											
Projected Revenue Estimates:							10.1	11.0	12.1	13.2	14.5	
Revenue per Capita:	13.17	15.57	17.23	17.92	19.76	22.06						
Yearly Growth Rate (82-87):	9.2% (82-87 only)											
Projected Revenue per Capita:							24.10	26.31	28.73	31.37	34.25	
Resulting Revenue Estimate:							10.1	11.0	12.1	13.2	14.5	
Revenue as % of Retail Sales:	.0023	.0023	.0023	.0024	.0023	.0024						
Mean % (82-87):	.00233%											
Resulting Revenue Estimate:							9.6	10.3	10.7	11.9	12.8	
							MEAN REVENUE ESTIMATE:					
							9.9	10.8	11.6	12.8	13.9	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.410	.411	.412	.414	.415	.417	.418	.419	.420	.421	.422
Retail Sales (billions):	2.4	2.8	3.0	3.4	3.6	3.9	4.1	4.4	4.6	5.1	5.5

Below-the-Line Listening Shares: 62.1%
 Unlisted Station Listening: 7.4%
 Total Lost Listening: 69.5%
 Available Share Points: 30.5
 Number of Viable Stations: 4.5
 Mean Share Points per Station: 6.8
 Median Share Points per Station: 9.5
 Rev. per Available Share Point: \$301,639
 Estimated Rev. for Mean Station: \$2,051,148

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Data covers Bridgeport stations only and the Arbitron metro - not all of Fairfield county...Basically this is a report on how WICC and WEZN are doing. I believe that next year we will include all of Fairfield County if the stations will cooperate...

Household Income: \$54,102
 Median Age: 35.4 years
 Median Education: 12.5 years
 Median Home Value: \$82,700
 Population Change (1986-1991): 1.5%
 Retail Sales Change (1986-1991): 41.6%
 Number of B or C FM Stations: 1 + 2 = 3
 Revenue per AQH: \$13,939
 Cable Penetration: NA

	<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
White	85.6	<15 18.9	12-34 23.8	Non High School
Black	8.2	15-30 21.4	25-54 48.9	Grad 28.3
Hispanic	6.2	30-50 24.5	55+ 27.3	High School
Other	---	50-75 19.0		Grad 32.4
		75+ 16.2		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 15.4
 College 4+ years 23.9

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Metal Products	General Electric (6)		Warnaco
Clothing	Warnaco (405)		
Elect. Products			
Ordinance	<u>Other Major Corporations</u>		
	Richardson-Merrell		

INC 500 Companies

Employment Breakdowns

<u>Queue</u>	<u>By Industry (SIC):</u>	<u>By Occupation:</u>
William Raveis	1. Health Services 14,802 (8.4%)	Manag/Prof. 61,126 (29.6%)
	2. Business Services 11,741 (6.6%)	Tech/Sales/Admin. 65,349 (31.6%)
	3. Electric & Electronic Eq. 9,710 (5.5%)	Service 22,018 (10.7%)
	4. Eating & Drinking Places 9,150 (5.2%)	Farm/Forest/Fish 1,469 (0.7%)
	5. Transportation Equipment 7,738 (4.4%)	Precision Prod. 23,673 (11.5%)
	6. Machinery, Except Electr. 7,378 (4.2%)	Oper/Fabri/Labor 32,896 (15.9%)
	7. Wholesale Trade-Durable 6,379 (3.6%)	
	8. Wholesale Trade-Nondurable 6,159 (3.5%)	
	9. Food Stores 5,696 (3.2%)	
	10. Miscellaneous Retail 5,427 (3.1%)	
	Total Metro Employees: 177,040	
	Top 10 Total Employees: 84,180 (47.5%)	

BRIDGEPORT

Largest Local Banks

Citytrust (1.9 Bil)
Lafayette (181 Mil)
Valley (92 Mil)
Peoples (NA)

Colleges and Universities

University of Bridgeport (6,337)
Fairfield (5,104)
Sacred Heart University (4,972)

Total Full Time Students: 9,233

Military Bases

Unemployment

Jun 79: 6.0%
Dec 82: 7.9%
Sep 83: 6.4%
Sep 84: 5.0%
Aug 85: 6.4%
Aug 86: 4.9%
Aug 87: 3.8%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Davidoff
Shafer

Largest Local Radio Accounts

18,500

Source of Regional Dollars

Hartford
Boston

80-90 Channels

None

Highest Billing Stations

1. WEZN-F \$4,000,000
2. WICC 3,300,000
3.
4.
5.
6.
7.
8.
9.
10.

Daily Newspapers

Bridgeport Telegram
Bridgeport Post

AM	PM	SUN	Owner
18,500	61,000	91,400	

Miscellaneous Comments

* MSA is used for projections and estimates

* Bridgeport is part of the New York ADI. TV revenue is an estimate of Bridgeport's share of the ADI's total revenue.

COMPETITIVE MEDIA

Over the Air Television

See New York

Manager's Comment

"Not really considered a market unto itself because of it being part of New York ADI."

Best Restaurants

Le Chamboard
Inn at Mill River

Best Hotels

Inn at Mill River
Westin

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$20,000,000	30.5	.0051
Radio	9,200,000	14.0	.0024
Newspaper	33,300,000	50.8	.0085
Outdoor	3,100,000	4.7	.0003
	<u>\$65,600,000</u>		<u>.0168</u>

NO WEATHER DATA AVAILABLE:
See New York for an approximation.

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WEBE-F (Westport)		\$ 2,000,000
1985	WJBX		545,000
1986	WEZN-F	From Katz to New City	10,500,000 (E)
1987	WEBE-F (Westport)	Sold to ML	12,000,000

NOTE: Some of these sales may not have been consummated.

BUFFALO - NIAGARA FALLS

1987 ARB Rank: 35	1987 Revenue: \$25,800,000	Manager's Market Ranking (current): 2.1
1987 MSA Rank: 51 - Buffalo	Rev per Share Point: \$290,868	Manager's Market Ranking (future): 3.0
198 - Niagara Falls	Population per Station: 47,929 (21)	Duncan's Radio Market Grade: I D-
1987 ADI Rank: 36	1987 Revenue Change: 3.2%	Mathematical Market Grade: I D-
FM Base Value: \$2,600,000		

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	21.4	21.8	22.4	23.6	25.0	25.8						
Yearly Growth Rate (82-87):	3.9% (assigned rate of 4.5%)											
Projected Revenue Estimates:							27.0	28.2	29.4	30.8	32.2	
Revenue per Capita:	17.54	18.02	18.51	19.67	21.00	21.68						
Yearly Growth Rate (82-87):	3.6% (assigned rate of 5.0%)											
Projected Revenue per Capita:							22.76	23.90	25.10	26.35	27.67	
Resulting Revenue Estimate:							26.9	28.2	29.4	30.6	32.1	
Revenue as % of Retail Sales:	.0042	.0040	.0039	.0039	.0039	.0038						
Mean % (82-87):	.00395%											
Resulting Revenue Estimate:							28.0	29.6	31.2	33.2	35.2	
							MEAN REVENUE ESTIMATE:					
							27.3	28.7	30.0	31.5	33.1	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	1.22	1.21	1.21	1.20	1.19	1.19	1.18	1.18	1.17	1.16	1.16
Retail Sales (billions):	5.1	5.5	5.8	6.1	6.4	6.8	7.1	7.5	7.9	8.4	8.9

Below-the-Line Listening Shares: 3.1%
 Unlisted Station Listening: 8.2%
 Total Lost Listening: 11.3%
 Available Share Points: 88.7
 Number of Viable Stations: 14
 Mean Share Points per Station: 6.3
 Median Share Points per Station: 5.5
 Rev. per Available Share Point: \$290,868
 Estimated Rev. for Mean Station: \$1,832,469

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Slightly below normal

COMMENTS

Market reports to Hungerford...No concensus on revenue growth for 1988...The range was 0% to +10%...

Household Income: \$33,379
 Median Age: 33.9 years
 Median Education: 12.4 years
 Median Home Value: \$40,200
 Population Change (1986-1991): -2.5%
 Retail Sales Change (1986-1991): 31.1%
 Number of B or C FM Stations: 11
 Revenue per AQH: \$15,608
 Cable Penetration: 60%

Ethnic Breakdowns (%)

White 89.3
 Black 9.4
 Hispanic 1.3
 Other ---

Income Breakdowns (%)

<15 30.7
 15-30 29.5
 30-50 26.8
 50-75 10.3
 75+ 2.7

Age Breakdowns (%)

12-34 25.3
 25-54 45.9
 55+ 28.8

Education Levels

Non High School
 Grad 34.6
 High School
 Grad 36.3

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 14.6
 College 4+ years 14.5

COMMERCE AND INDUSTRY

Important Business and Industries

Iron and Steel
 Chemicals
 Fabri. Metals
 Food Products
 Optical Instruments
 Carbon/Graphite Products

Fortune 500 Companies

Other Major Corporations

Dunlop Tires
 Pratt & Lambert
 Rich Products
 Roblin Ind.
 Columbus McKinnon
 Fleckinger

Forbes 500 Companies

First Empire State
 Empire of America FSB

Forbes Largest Private Companies

American Brass
 Delaware North
 Rich Products

INC 500 Companies

Employment Breakdowns

D.D.F. Transportation
 National Health Care
 Affiliates

By Industry (SIC):

1. Health Services	37,364	(10.0%)
2. Eating & Drinking Places	25,892	(6.9%)
3. Machinery, Except Electr.	20,131	(5.4%)
4. Business Services	19,720	(5.3%)
5. Food Stores	17,976	(4.8%)
6. Wholesale Trade-Durable	15,002	(4.0%)
7. Transportation Equipment	12,570	(3.4%)
8. Membership Organizations	10,892	(2.9%)
9. General Merchandise Stores	10,835	(2.9%)
10. Miscellaneous Retail	10,743	(2.9%)

Total Metro Employees: 375,140
 Top 10 Total Employees: 181,125 (48.3%)

By Occupation:

Manag/Prof.	112,175	(21.7%)
Tech/Sales/Admin. Service	158,366	(30.7%)
Service	72,054	(14.0%)
Farm/Forest/Fish	4,697	(0.9%)
Precision Prod.	64,465	(12.4%)
Oper/Fabri/Labor	104,588	(20.3%)

BUFFALO - NIAGARA FALLS

<u>Largest Local Banks</u>	<u>Colleges and Universities</u>	<u>Military Bases</u>	<u>Unemployment</u>
Marine Midland (22.5 Bil)	SUNY-Buffalo (11,548)		Jun 79: 5.7%
Citibank (4.5 Bil)	Canisius (4,383)		Dec 82: 12.9%
Manufacturers & Traders (2.4 Bil)			Sep 83: 10.4%
Liberty Nat. (1.1 Bil)			Sep 84: 9.8%
			Aug 85: 6.7%
			Aug 86: 7.0%
			Aug 87: 5.2%
	Total Full Time Students: 50,561		

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>
Healy, Schutte Levy, King Ellis Singer	Tops Supermarkets Hills Dept. Stores Pepsi McDonalds		None	1. WBEN \$3,500,000 2. WBUF-F 3,400,000 3. WHTT A/F 2,900,000 4. WJYE-F 2,100,000 5. WYRK-F 1,800,000 6. WKSE-F 1,700,000 7. WMJQ-F 1,500,000 8. WWKB 1,400,000 9. WGR 1,400,000 10. WRLT-F 1,100,000 11. WPHD-F 1,050,000 12. WBLK-F 1,000,000 13. WECK 750,000
<u>Daily Newspapers</u>	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Buffalo News	321,000 (AD)		375,000	Berkshire Hathaway

Miscellaneous Comments

Best Restaurants Best Hotels

Garveys Hyatt
Chefs (Italian) Marriott
Rev Franklin (French)
Olivers (French)
Jafco

COMPETITIVE MEDIA

Over the Air Television

WGRZ	Buffalo	2	NBC	SJL
WIVB	Buffalo	4	CBS	Howard
WKBW	Buffalo	7	ABC	Cap Cities/ABC
WNED	Buffalo	17	PBS	
WNYB	Buffalo	49		
WUTV	Buffalo	29		Citadel

WEATHER DATA

Elevation: 705
Annual Precipitation: 35.2 in.
Annual Snowfall: 88.6 in.
Average Windspeed: 12.3 (SW)

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 72,600,000	36.8	.0107
Radio	25,800,000	13.1	.0038
Newspaper	91,700,000	46.5	.0135
Outdoor	7,000,000	3.6	.0010
	<u>\$197,100,000</u>		<u>.0290</u>

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	29.8	79.5	55.0
Avg. Min. Temp.:	17.6	60.7	39.1
Average Temp.:	23.7	70.1	47.1

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1984	WGR, WGRQ-F	(cancelled)	\$5,500,000
1984	WBEN A/F		4,424,000
1984	WUFO (Amherst)	Sold by Sheridan	400,000
1984	WYNS A/F	From Associated to Pyramid	4,100,000 (E)
1985	WWKB	From Cap Cities to Price	2,000,000
1985	WJYE-F	Sold by McCormick	3,850,000
1986	WKSE-F	From Porter to Price	2,850,000
1986	WBYR-F	Sold to Burbach	3,400,000
1987	WGR, WRLT-F	From Taft to Rich	5,750,000

NOTE: Some of these sales may not have been consummated.

CANTON

Largest Local Banks

Social Bank of Eastern Ohio (1.2 Bil)
 Central Trust (656 Mil)
 United Nat. (222 Mil)
 Ameritrust (NA)

Colleges and Universities

Kent State-Stark (1,647)
 Malone College (917)
 Stark Tech (3,400)

Military Bases

Unemployment

Jun 79: 5.5%
 Dec 82: 13.7%
 Sep 83: 12.3%
 Sep 84: 9.8%
 Aug 85: 10.0%
 Aug 86: 9.3%
 Aug 87: 7.8%

Total Full Time Students: 4,393

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Crowl
 Wern, Rausch
 SBA

Largest Local Radio Accounts

Citizen's Savings
 First Federal
 Miller Beer
 Peoples Drugs

Source of Regional Dollars

Cleveland
 Akron
 Columbus

80-90 Channels

None

Highest Billing Stations

1. WHBC \$2,400,000
2. WHBC-F 1,400,000
3. WRQK-F 1,350,000
4. WDJQ-F 1,200,000
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Daily Newspapers

Canton Repository

AM	PM	SUN	Owner
	56,400	75,300	Thomson

Miscellaneous Comments

* Part of Cleveland ADI. TV revenue is Canton's estimated contribution to the total revenue for Cleveland ADI.

Manager's Comment

"Fortunately WHBC is a great rate leader..."

COMPETITIVE MEDIA

Over the Air Television

WDLI	Canton	17	Trinity
WOAC	Canton	67	

Best Restaurants

Benders (seafood)
 Mountain Jack's
 Kurt's Inn

Best Hotels

Sheraton Belden
 Parke
 Newmarket Hilton

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$15,800,000	30.2	.0063
Radio	7,500,000	14.3	.0030
Newspaper	26,700,000	51.0	.0107
Outdoor	2,400,000	4.6	.0010
	\$52,400,000		.0210

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1984	WTOF	Sold to Mortenson	\$ 223,000
1985	WINW, WRQK-F		2,500,000
1987	WTOF	From Mortenson to Crawford	NA
1987	WTOF	Sold again by Mortenson	270,000
1987	WINW, WRQK-F		3,000,000 (50%, EST)

NOTE: Some of these sales may not have been consummated.

CASPER

1987 ARB Rank: 254
 1987 MSA Rank: 346
 1987 ADI Rank: 189
 FM Base Value: \$600,000

1987 Revenue: \$2,700,000
 Rev per Share Point: \$27,551
 Population per Station: 8,800 (7)
 1987 Revenue Change: -3.6%

Manager's Market Ranking (current): 2.0
 Manager's Market Ranking (future): 3.0
 Duncan's Radio Market Grade: HA
 Mathematical Market Grade: IV D-

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	3.3	3.4	3.3	3.2	2.8	2.7						
Yearly Growth Rate (82-87):	Negative Growth - Assigned rate of 3.5% after 1988											
Projected Revenue Estimates:							2.7	2.8	2.9	3.0	3.1	
Revenue per Capita:	43.59	41.25	42.11	42.11	38.89	37.50						
Yearly Growth Rate (82-87):	Negative Growth - Assigned rate of 3.0% after 1988											
Projected Revenue per Capita:							38.63	39.78	40.98	42.21	43.47	
Resulting Revenue Estimate:							2.8	2.8	2.9	3.0	3.1	
Revenue as % of Retail Sales:	.0052	.0055	.0058	.0052	.0048	.0045						
Mean % (82-87):	Assigned rate of .0043%											
Resulting Revenue Estimate:							2.7	2.8	3.1	3.3	3.5	
							MEAN REVENUE ESTIMATE:					
							2.7	2.8	3.0	3.1	3.2	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.078	.080	.076	.076	.072	.072	.072	.071	.071	.071	.071
Retail Sales (billions):	.65	.60	.55	.56	.58	.60	.63	.67	.72	.77	.81

Below-the-line Listening Shares: 0 %
 Unlisted Station Listening: 2.0%
 Total Lost Listening: 2.0%
 Available Share Points: 98.0
 Number of Viable Stations: 5
 Mean Share Points per Station: 19.6
 Median Share Points per Station: 12.9
 Rev. per Available Share Point: \$27,551
 Estimated Rev. for Mean Station: \$540,000

Confidence Levels

1987 Revenue Estimates: Below normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Household Income: \$34,164
 Median Age: 29.2 years
 Median Education: 12.7 years
 Median Home Value: \$65,000
 Population Change (1986-1991): -1.7%
 Retail Sales Change (1986-1991): 32.1%
 Number of B or C FM Stations: 4
 Revenue per AQH: \$27,273
 Cable Penetration: 74%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 96.2	<15 21.5	12-34 27.9	Non High School
Black 0.7	15-30 27.6	25-54 54.6	Grad 17.5
Hispanic 3.1	30-50 31.7	55+ 17.5	High School
Other ---	50-75 13.4		Grad 38.7
	75+ 5.8		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 24.1
 College 4+ years 19.7

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Mining
 Oil/Gas
 Oil/Gas Drilling Services

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Wholesale Trade-Durable	2,525 (10.5%)
2. Oil & Gas Extraction	2,458 (10.2%)
3. Eating & Drinking Places	1,768 (7.3%)
4. Business Services	1,101 (4.6%)
5. Trucking & Warehousing	1,096 (4.5%)
6. Special Trade Contractor	892 (3.7%)
7. Health Services	834 (3.5%)
8. Automotive Dealers	800 (3.3%)
9. Miscellaneous Retail	762 (3.2%)
10. Banking	705 (2.9%)

Total Metro Employees: 24,111
 Top 10 Total Employees: 12,941 (53.7%)

By Occupation:

Manag/Prof.	8,933 (24.3%)
Tech/Sales/Admin.	11,405 (31.1%)
Service	3,370 (9.2%)
Farm/Forest/Fish	560 (1.5%)
Precision Prod.	6,854 (18.6%)
Oper/Fabri/Labor	5,605 (15.3%)

CASPER

Largest Local Banks

First Interstate (297 Mil)
 Norwest Bank (261 Mil)
 Hilltop (75 Mil)
 First Wyoming (53 Mil)

Colleges and Universities

Caper College (3,248)

 Total Full Time Students: 1,623

Military Bases

Unemployment

Jun 79: NA
 Dec 82: NA
 Sep 83: NA
 Sep 84: 5.5%
 Aug 85: 6.0%
 Aug 86: 11.0%
 Aug 87: NA

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Largest Local Radio Accounts

Source of Regional Dollars

80-90 Channels

Highest Billing Stations

Eastridge Mall
 Colisium Motors
 Smith's Ford King

Denver
 Salt Lake City

None

1. NO RELIABLE
2. ESTIMATES AVAILABLE
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Daily Newspapers

AM PM SUN Owner

Casper Star-Tribune 35,000 39,500

Miscellaneous Comments

Best Restaurants

Best Hotels

Armors (gourmet)
 Bosco's (Italian)
 El Jarro (Mexican)

Hilton
 Downtowner

COMPETITIVE MEDIA

Over the Air Television

KFNB	Casper	20	ABC	
KGWC	Casper	14	CBS	Stauffer
KTWO	Casper	2	NBC	Dix

NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 4,800,000	29.8	.0080
Radio	2,700,000	16.8	.0045
Newspaper	8,000,000	49.7	.0133
Outdoor	600,000	3.7	.0010
	<u>\$16,100,000</u>		<u>.0268</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	KATI, KGRQ-F	Sold by Stuart	\$1,375,000
1985	KATI, KGRQ-F		1,200,000
1986	KTRS-F		1,350,000 (E)
1987	KTRS-F		1,350,000 (E)
1987	KTWO		750,000

NOTE: Some of these sales may not have been consummated.

CEDAR RAPIDS

1987 ARB Rank: 189
 1987 MSA Rank: 231
 1987 ADI Rank: 78 (w/Waterloo & Dubuque)
 FM Base Value: \$1,500,000

1987 Revenue: \$6,900,000
 Rev per Share Point: \$83,535
 Population per Station: 35,610 (10)
 1987 Revenue Change: 1.5%

Manager's Market Ranking (current): 2.5
 Manager's Market Ranking (future): 3.0
 Duncan's Radio Market Grade: NA
 Mathematical Market Grade: IV D+

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	5.9	6.1	6.2	6.6	6.8	6.9					
Yearly Growth Rate (82-87): 3.2%											
Projected Revenue Estimates:							7.1	7.4	7.6	7.8	8.1
Revenue per Capita:	34.50	35.67	36.26	38.60	39.53	40.11					
Yearly Growth Rate (82-87): 3.1%											
Projected Revenue per Capita:							41.35	42.64	43.96	45.32	46.72
Resulting Revenue Estimate:							7.1	7.3	7.5	7.8	8.0
Revenue as % of Retail Sales: .0066	.0066	.0066	.0065	.0066	.0065	.0063					
Mean % (82-87): .0063% (assigned)											
Resulting Revenue Estimate:							7.3	7.8	8.4	8.9	9.4
<u>MEAN REVENUE ESTIMATE:</u>							7.2	7.5	7.8	8.2	8.5

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.171	.171	.171	.172	.172	.172	.172	.172	.172	.172	.172
Retail Sales (billions):	.90	.92	.95	1.00	1.04	1.10	1.16	1.24	1.33	1.42	1.49

Below-the-Line Listening Shares: 9.5%
 Unlisted Station Listening: 7.9%
 Total Lost Listening: 17.4%
 Available Share Points: 82.6
 Number of Viable Stations: 8
 Mean Share Points per Station: 10.3
 Median Share Points per Station: 9.6
 Rev. per Available Share Point: \$83,535
 Estimated Rev. for Mean Station: \$860,412

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Market reports to local accounting firm...Managers predict a 2% to 3% growth in 1988...Perhaps \$300,000 goes to Iowa City stations (KRNA and KKRQ) - less than last year...

Household Income: \$33,399
 Median Age: 31.2 years
 Median Education: 12.6 years
 Median Home Value: \$46,200
 Population Change (1986-1991): -0.3%
 Retail Sales Change (1986-1991): 35.9%
 Number of B or C FM Stations: 4 + 2 = 6
 Revenue per AQH: \$31,364
 Cable Penetration: 53%

<u>Ethnic Breakdowns (%)</u>		<u>Income Breakdowns (%)</u>		<u>Age Breakdowns (%)</u>		<u>Education Levels</u>	
White	97.7	<15	23.9	12-34	26.6	Non High School	
Black	1.5	15-30	30.6	25-54	50.2	Grad	22.4
Hispanic	0.7	30-50	31.4	55+	23.2	High School	
Other	0.1	50-75	10.8			Grad	43.5
		75+	3.3				

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years
17.4
 College 4+ years
16.7

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Food Products		Life Investors	
Radio Elect.			
Agribusiness	<u>Other Major Corporations</u>		
	Life Investors		

INC 500 Companies

Employment Breakdowns

Teleconnect

By Industry (SIC):

By Occupation:

1. Electric & Electronic Eq.	13,195 (18.2%)	Manag/Prof.	18,671 (22.5%)
2. Food & Kindred Products	5,492 (7.6%)	Tech/Sales/Admin.	25,895 (31.1%)
3. Health Services	5,247 (7.2%)	Service	10,118 (12.2%)
4. Eating & Drinking Places	4,509 (6.2%)	Farm/Forest/Fish	1,859 (2.2%)
5. Machinery, Except Electr.	4,443 (6.1%)	Precision Prod.	10,036 (12.1%)
6. Wholesale Trade-Durable	3,234 (4.5%)	Oper/Fabri/Labor	16,582 (19.9%)
7. Business Services	2,902 (4.0%)		
8. General Merchandise Stores	2,307 (3.2%)		
9. Insurance Carriers	2,158 (3.0%)		
10. Food Stores	2,038 (2.8%)		

Total Metro Employees: 72,566
 Top 10 Total Employees: 45,525 (62.7%)

CEDAR RAPIDS

Largest Local Banks

Merchants Nat. (769 Mil)
Peoples Bank (226 Mil)
First Trust (71 Mil)

Colleges and Universities

Coe (1,302)
Mt. Mercy (1,287)
Cornell College (1,073)
Kirkwood CC (6,340)

Total Full Time Students: 6,966

Military Bases

Unemployment

Jun 79: 2.9%
Dec 82: 9.8%
Sep 83: 7.5%
Sep 84: 6.2%
Aug 85: 6.9%
Aug 86: 5.7%
Aug 87: 4.7%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Largest Local Radio Accounts

Source of Regional Dollars

80-90 Channels

Highest Billing Stations

Creswell, Munsell

Smuleroffs
Ballstaedt Ford
Cedar Rapids Gazette

Des Moines
Davenport
Omaha

None

1. WMT \$1,700,000
2. KHAK A/F 1,300,000
3.
4.
5.
6.
7.
8.
9.
10.

Daily Newspapers

	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Cedar Rapids Gazette	71,000		80,200	

Miscellaneous Comments

* Split ADI with Waterloo and Dubuque. TV revenue is estimate of Cedar Rapid's share. Total TV revenue for ADI is estimated at \$23,300,000.

COMPETITIVE MEDIA

Over the Air Television

Station	City	Ch	Network	Owner
KCRG	Cedar Rapids	9	ABC	Cedar Rapids Gazette
KGAN	Cedar Rapids	2	CBS	Guy Gannett
KOCR	Cedar Rapids	28		
KWWL	Waterloo	7	NBC	American Family
KDUB	Dubuque	40	ABC	

Best Restaurants

Allies (French)
Ced-Rel (steak)
Greenbriar

Best Hotels

Stouffers

NO WEATHER DATA AVAILABLE:
See Des Moines for an approximation.

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 9,900,000	33.2	.0090
Radio	6,900,000	23.1	.0063
Newspaper	12,200,000	40.9	.0111
Outdoor	850,000	2.8	.0003
	<u>\$29,850,000</u>		<u>.0272</u>

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1984	KCDR		\$ 300,000
1985	KQCR-F	Sold to Dave Small	1,900,000
1986	WMT A/F	Sold by Cosmos	8,000,000
1987	KXIC, KKRQ-F (Iowa City)		2,300,000

NOTE: Some of these sales may not have been consummated.

CHARLESTON, SC

1987 ARB Rank: 85
 1987 MSA Rank: 98
 1987 ADI Rank: 109
 FM Base Value: \$4,500,000

1987 Revenue: \$10,700,000
 Rev per Share Point: \$125,000
 Population per Station: 22,422 (18)
 1987 Revenue Change: -2.7%

Manager's Market Ranking (current): 2.9
 Manager's Market Ranking (future): 4.2
 Duncan's Radio Market Grade: III B+
 Mathematical Market Grade: III C

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	6.1	6.9	8.6	9.8	11.0	10.7						
Yearly Growth Rate (82-87):	12.2% (7.7% assigned growth rate)											
Projected Revenue Estimates:							11.5	12.4	13.4	14.4	15.5	
Revenue per Capita:	13.47	14.56	16.70	19.88	22.26	21.44						
Yearly Growth Rate (82-87):	8.6% (7.0% assigned growth rate)											
Projected Revenue per Capita:							22.94	24.55	26.26	28.10	30.07	
Resulting Revenue Estimate:							11.6	12.7	13.8	14.9	16.1	
Revenue as % of Retail Sales:	.0034	.0035	.0037	.0036	.0040	.0037						
Mean % (82-87):	.00365%											
Resulting Revenue Estimate:							11.3	12.4	13.5	14.4	15.7	
							11.5	12.5	13.6	14.6	15.8	

MEAN REVENUE ESTIMATE:

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.454	.474	.484	.490	.494	.499	.507	.516	.524	.532	.537
Retail Sales (billions):	1.8	2.0	2.3	2.5	2.73	2.9	3.1	3.4	3.7	3.96	4.3

Below-the-Line Listening Shares: 4.9%
 Unlisted Station Listening: 9.5%
 Total Lost Listening: 14.4%
 Available Share Points: 85.6
 Number of Viable Stations: 14
 Mean Share Points per Station: 6.1
 Median Share Points per Station: 6.3
 Rev. per Available Share Point: \$125,000
 Estimated Rev. for Mean Station: \$762,500

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Slightly below normal

COMMENTS

Managers predict a 9% to 10% increase in 1988..Flat year during 1987 but this still is a good market albeit a bit crowded... Market reports to Miller, Kaplan...FM stations do about 85% of revenue...

Household Income: \$27,882
 Median Age: 28.4 years
 Median Education: 12.4 years
 Median Home Value: \$42,400
 Population Change (1986-1991): 7.8%
 Retail Sales Change (1986-1991): 45.2%
 Number of B or C FM Stations: 7
 Revenue per AQH: \$16,538
 Cable Penetration: 52%

<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
White 68.6	<15 34.1	12-34 32.0	Non High School Grad 36.7
Black 29.8	15-30 32.3	25-54 50.2	High School Grad 32.2
Hispanic 1.4	30-50 23.0	55+ 17.8	College 1-3 years 16.0
Other 0.2	50-75 7.8		College 4+ years 15.1
	75+ 2.3		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

Important Business and Industries

Textiles
 Machinery
 Military
 Gum and Wood Chemicals

Fortune 500 Companies

Forbes 500 Companies

Forbes Largest Private Companies

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Eating & Drinking Places	9,022	(8.2%)
2. Health Services	7,311	(6.7%)
3. Special Trade Contractor	5,998	(5.5%)
4. Food Stores	5,042	(4.6%)
5. Business Services	4,576	(4.2%)
6. Wholesale Trade-Durable	4,192	(3.8%)
7. General Merchandise Stores	3,815	(3.5%)
8. Automotive Dealers	3,813	(3.5%)
9. Miscellaneous Retail	3,203	(2.9%)
10. Hotels & Other Lodgings	2,996	(2.7%)

By Occupation:

Manag/Prof.	36,257	(22.0%)
Tech/Sales/Admin.	49,310	(30.0%)
Service	22,587	(13.7%)
Farm/Forest/Fish	2,714	(1.6%)
Precision Prod.	25,443	(15.5%)
Oper/Fabri/Labor	28,389	(17.2%)

Total Metro Employees: 109,363
 Top 10 Total Employees: 49,968 (45.7%)

CHARLESTON, SC

Largest Local Banks

South Carolina Nat. (4.1 Bil)
Citizens & Southern (2.8 Bil)

Colleges and Universities

The Citadel (3,048)
Trident Tech (4,685)
Medical University of SC (2,033)

Military Bases

Charleston AFB (5,376)
Charleston Naval (18,806)
Beaufort MCAS (4,838)

Unemployment

Jun 79: 5.9%
Dec 82: 8.1%
Sep 83: 8.4%
Sep 84: 12.0%
Aug 85: 4.4%
Aug 86: 4.7%
Aug 87: 3.6%

Total Full Time Students: 11,191

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

David Rawle
Brandham, Hamilton
C & S Group
IVS

Largest Local Radio Accounts

Budweiser
Reed Toyota/Chevy
Budget Car Sales
Southern Bell

Source of Regional Dollars

Atlanta
Charlotte
Columbia

80-90 Channels

100.7 Charleston

Highest Billing Stations

1. WEZL-F	\$2,100,000
2. WSSX-F	1,800,000
3. WXTC-F/WCSC	1,500,000
4. WKQB-F	1,050,000
5. WWNZ-F	950,000
6. WAVF-F	800,000
WXYL-F	800,000
8.	
9.	
10.	

Daily Newspapers

	AM	PM	SUN	Owner
Charleston Post		37,400		
Charleston News & Courier	73,400			
Charleston News & Courier Post			120,100	

COMPETITIVE MEDIA

Over the Air Television

Station	City	Ch	Network	Comments
WCBD	Charleston	2	ABC	Media General
WCIV	Charleston	4	NBC	Allbritton
WCSC	Charleston	5	CBS	
WITV	Charleston	7	PBS	
WTAT	Charleston	24		Act III

Miscellaneous Comments

"Charleston is the quintessential city of the Old South and even to this day perhaps the most self-possessed in the United States."
- The Book of America

Manager's Comment

"This market is experiencing a shake out which should leave a very healthy and robust market within two years...the quality of radio in Charleston is getting better and better..."

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$27,200,000	37.2	.0094
Radio	10,700,000	14.6	.0037
Newspaper	33,000,000	45.1	.0114
Outdoor	2,100,000	2.9	.0007
	\$73,100,000		.0252

Best Restaurants

RB's (seafood)
Phillipe Million (French)
Bakers Cafe
Garibaldi (French)

Best Hotels

Omni - Charleston Place
Vendue Inn
Mills House
Lodge Alley
Middletown Inn

WEATHER DATA

Elevation: 40
Annual Precipitation: 48.8 in.
Annual Snowfall: 0.3 in.
Average Windspeed: 8.8 (NNE)

	JAN	JULY	TOTAL YEAR
Avg. Max. Temp.:	59.8	89.1	75.4
Avg. Min. Temp.:	37.3	71.2	54.0
Average Temp.:	48.6	80.2	64.7

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1984	WEZL-F	Sold to John Price	\$3,900,000
1984	WXYL-F	Sold to Bahakel	2,840,000
1984	WMCJ (Moncks Corner)		450,000
1985	WTMA/WSSX-F	From Scornix to Faircom	6,400,000
1985	WMXQ-F (Moncks Corner)		190,000
1985	WLN B A/F (Goose Creek)		515,000
1986	WFXR-F (Ravenal)	Sold to Sunshine	350,000
1986	WKN, WDXZ-F	Sold to Caravelle	2,825,000
1986	WWWZ-F	Sold to JAG	2,500,000
1986	WFXR-F (Ravenal)	From Sunshine to Glover	2,000,000
1987	WWHT A/F	Sold to Jones	NA
1987	WMXQ-F (Moncks Corner)		900,000
1987	WCSC, WXTC-F	Sold to Guild	6,000,000

NOTE: Some of these sales may not have been consummated.

CHARLESTON, WV

1987 ARB Rank: 142
 1987 MSA Rank: 162
 1987 ADI Rank: 48 (w/Huntington)
 FM Base Value: \$2,600,000

1987 Revenue: \$8,100,000
 Rev per Share Point: \$88,043
 Population per Station: 17,123 (13)
 1987 Revenue Change: 0%

Manager's Market Ranking (current): 2.8
 Manager's Market Ranking (future): 3.0
 Duncan's Radio Market Grade: NA
 Mathematical Market Grade: IV C+

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>		
Duncan Revenue Est.:	5.7	6.3	6.9	7.6	8.1	8.1							
Yearly Growth Rate (82-87):	7.3% (assigned rate of 6.5% after 1988)							8.3	8.7	9.3	9.9	10.5	
Projected Revenue Estimates:													
Revenue per Capita:	21.27	23.50	25.65	28.25	30.00	30.00							
Yearly Growth Rate (82-87):	7.1%							31.20	33.07	35.22	37.72	40.40	
Projected Revenue per Capita:							8.4	8.9	9.5	10.1	10.8		
Resulting Revenue Estimate:													
Revenue as % of Retail Sales:	.0044	.0045	.0046	.0047	.0047	.0042							
Mean % (82-87):	.0042% (assigned)							8.7	9.2	9.6	10.0	10.3	
Resulting Revenue Estimate:													
							<u>MEAN REVENUE ESTIMATE:</u>		8.5	8.9	9.5	10.0	10.5

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.268	.268	.269	.269	.270	.270	.270	.269	.269	.268	.268
Retail Sales (billions):	1.3	1.4	1.5	1.6	1.70	1.94	2.07	2.18	2.28	2.39	2.46

Below-the-Line Listening Shares: 2.5%
 Unlisted Station Listening: 5.5%
 Total Lost Listening: 8.0%
 Available Share Points: 92.0
 Number of Viable Stations: 9
 Mean Share Points per Station: 10.2
 Median Share Points per Station: 11.0
 Rev. per Available Share Point: \$88,043
 Estimated Rev. for Mean Station: \$898,043

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Slightly below normal

COMMENTS

Managers predict 3% to 4% growth in 1988...

Household Income: \$28,887
 Median Age: 33.5 years
 Median Education: 12.4 years
 Median Home Value: \$48,400
 Population Change (1986-1991): -0.6%
 Retail Sales Change (1986-1991): 40.9%
 Number of B or C FM Stations: 5
 Revenue per AQH: \$24,847
 Cable Penetration: 68%

Ethnic Breakdowns (%)

White 94.1
 Black 5.2
 Hispanic 0.5
 Other 0.2

Income Breakdowns (%)

<15 30.9
 15-30 29.8
 30-50 26.0
 50-75 10.1
 75+ 3.2

Age Breakdowns (%)

12-34 22.9
 25-54 49.9
 55+ 27.2

Education Levels

Non High School Grad 35.3
 High School Grad 37.4

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 12.6
 College 4+ years 14.7

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Coal, Oil
 Chemicals
 Government
 Mining Equip.

Other Major Corporations

Hecks
 McJunkin Corp.

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	9,617	(12.5%)
2. Chemicals & Allied Prod.	6,022	(7.8%)
3. Wholesale Trade-Durable	5,079	(6.6%)
4. Eating & Drinking Places	4,861	(6.3%)
5. Bituminous Coal & Lignite	3,410	(4.4%)
6. Business Services	2,981	(3.9%)
7. Food Stores	2,907	(3.8%)
8. General Merchandise Stores	2,890	(3.8%)
9. Electric Services	2,704	(3.5%)
10. Membership Organizations	2,640	(3.4%)

Total Metro Employees: 76,791
 Top 10 Total Employees: 43,111 (56.1%)

By Occupation:

Manag/Prof.	25,596	(22.9%)
Tech/Sales/Admin.	37,927	(34.0%)
Service	12,548	(11.2%)
Farm/Forest/Fish	575	(0.5%)
Precision Prod.	17,583	(15.7%)
Oper/Fabri/Labor	17,505	(15.7%)

CHARLESTON, WV

Largest Local Banks

Kanawha Valley (535 Mil)
 Charleston Nat. (404 Mil)
 Nat. Bank of Commerce (240 Mil)

Colleges and Universities

West Virginia State (4,295)
 University of Charleston (1,229)

Military Bases

Unemployment

Jun 79: 5.7%
 Dec 82: 11.5%
 Sep 83: 13.6%
 Sep 84: 4.9%
 Aug 85: 9.7%
 Aug 86: 9.3%
 Aug 87: 8.2%

Total Full Time Students: 3,395

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Aim Communications
 Charles Ryan

Largest Local Radio Accounts

McDonalds
 C & O Motors
 RC Cola
 Hills Dept. Stores

Source of Regional Dollars

Columbus
 Cincinnati
 Pittsburgh

80-90 Channels

None

Highest Billing Stations

1. WQBE A/F \$1,800,000
2. WVAF-F 1,500,000
3. WVSR-F 1,200,000
4. WKLC-F 950,000
5. WCAW 700,000
- WCHS 700,000
7. WBES-F 650,000
- 8.
- 9.
- 10.

Daily Newspapers

Charleston Gzazette
 Charleston Mail
 Charleston Gazette-Mail
 JOA

AM	PM	SUN	Owner
55,100	53,300	108,700	Thomson

Miscellaneous Comments

"Charleston is alive and stimulated because it is West Virginia's seat of government and the financial center of the state."

COMPETITIVE MEDIA

- The Book of America

Over the Air Television

WCHS	Charleston	8	CBS	Heritage
WVAH	Charleston	23		
WOWK	Huntington	13	ABC	Gateway
WPBY	Huntington	33	PBS	
WSAZ	Huntington	3	NBC	Lee

* Split ADI with Huntington. TV revenue is estimate of Charleston's share. Total TV for ADI is estimated at \$37,600,000.

Manager's Comment

"Charleston is the only West Virginia market with any potential for growth...soft, stagnant economy right now...radio stations spend too much time fighting (themselves)..."

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$19,400,000	37.3	.0100
Radio	9,100,000	15.6	.0042
Newspaper	23,000,000	44.2	.0118
Outdoor	1,500,000	2.9	.0008
	<u>\$52,000,000</u>		<u>.0268</u>

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Best Restaurants

Chilton House (French)
 Tarragon Room (continental)
 Ernies (steak)

Best Hotels

Charleston House
 Marriott

WEATHER DATA

Elevation: 939
 Annual Precipitation: 43.7 in.
 Annual Snowfall: 28.8 in.
 Average Windspeed: 6.5 (SW)

	JAN	JULY	TOTAL YEAR
Avg. Max. Temp.:	43.6	85.6	66.0
Avg. Min. Temp.:	25.3	64.3	44.4
Average Temp.:	34.5	75.0	55.2

Major Radio Station Sales Since 1983

1986	WTIP, WVRS-F	Sold by Beasley	\$3,250,000
1986	WCHS, WBES-F	Sold by Heritage	3,400,000
1987	WXIT, WVCM-F (Miami)		1,400,000

NOTE: Some of these sales may not have been consummated.

CHARLOTTE

1987 ARB Rank: 41
 1987 MSA Rank: 44
 1987 ADI Rank: 31
 FM Base Value: \$7,250,000

1987 Revenue: \$27,100,000
 Rev per Share Point: \$319,952
 Population per Station: 38,139 (23)
 1987 Revenue Change: 4.2%

Manager's Market Ranking (current): 3.0
 Manager's Market Ranking (future): 4.3
 Duncan's Radio Market Grade: II A-
 Mathematical Market Grade: II A-

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92	
Duncan Revenue Est.:	17.6	18.7	21.2	23.7	26.0	27.1						
Yearly Growth Rate (82-87):	8.0% (after 1988)											
Projected Revenue Estimates:							29.3	31.6	34.1	36.9	39.8	
Revenue per Capita:	17.43	18.33	20.58	22.79	24.07	25.09						
Yearly Growth Rate (82-87):	7.6%											
Projected Revenue per Capita:							27.00	29.04	31.26	33.63	36.19	
Resulting Revenue Estimate:							29.0	32.2	35.0	38.3	42.0	
Revenue as % of Retail Sales:	.0035	.0032	.0035	.0034	.0034	.0035						
Mean % (82-87):	.00342%											
Resulting Revenue Estimate:							29.1	31.1	33.5	36.3	39.3	
<u>MEAN REVENUE ESTIMATE:</u>							29.2	31.6	34.2	37.2	40.4	

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	1.01	1.02	1.03	1.05	1.07	1.08	1.10	1.11	1.12	1.14	1.16
Retail Sales (billions):	5.1	5.8	6.1	6.6	7.1	7.7	8.5	9.1	9.8	10.6	11.5
Below-the-Line Listening Shares:	5.3%						<u>Confidence Levels</u>				
Unlisted Station Listening:	10.0%						1987 Revenue Estimates: Normal				
Total Lost Listening:	15.3%						1988-1992 Revenue Projections: Normal				
Available Share Points:	84.7						<u>COMMENTS</u>				
Number of Viable Stations:	11.5						Managers predict a 4% to 6% increase in 1988...Market reports to Miller, Kaplan although in this market many stations do not participate...These revenue figures include only those stations which do report...				
Mean Share Points per Station:	7.4										
Median Share Points per Station:	7.3										
Rev. per Available Share Point:	\$319,952										
Estimated Rev. for Mean Station:	\$2,367,650										

Household Income: \$31,563
 Median Age: 32.1 years
 Median Education: 12.4 years
 Median Home Value: \$40,300
 Population Change (1986-1991): 6.4%
 Retail Sales Change (1986-1991): 49.8%
 Number of B or C FM Stations: 8 + 2 = 10
 Revenue per AQH: \$19,824
 Cable Penetration: 48%

	Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White	79.5	<15 27.3	12-34 25.3	Non High School
Black	19.5	15-30 32.1	25-54 51.3	Grad 42.4
Hispanic	0.8	30-50 26.6	55+ 23.4	High School
Other	0.2	50-75 10.5		Grad 26.8
		75+ 3.5		College 1-3 years 16.2
				College 4+ years 14.6

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Textiles	Nucor (369)	Duke Power	Belk Brothers
Financial		First Union	McDevitt & Street
Food Products	<u>Other Major Corporations</u>	NCNB	JRH
Machinery	Intercontinental Metals		
	Piedmont Natural Gas		
	Rowe Corp.		
	Ruddick Corp.		
	Stanwood Corp.		

INC 500 Companies

Southeast Holding
 Broadway & Seymour

Employment Breakdowns

By Industry (SIC):

1. Textile Mill Products	55,336	(12.8%)
2. Wholesale Trade-Durable	23,730	(5.5%)
3. Eating & Drinking Places	21,015	(4.9%)
4. Health Services	18,238	(4.2%)
5. Electric Services	17,395	(4.0%)
6. Business Services	17,055	(3.9%)
7. Special Trade Contractor	16,572	(3.8%)
8. Trucking & Warehousing	16,054	(3.7%)
9. Wholesale Trade-Nondurable	13,109	(3.0%)
10. Machinery, Except Electr.	11,970	(2.8%)

By Occupation:

Manag/Prof.	94,338	(19.6%)
Tech/Sales/Admin.	137,361	(28.7%)
Service	49,586	(10.3%)
Farm/Forest/Fish	5,639	(1.2%)
Precision Prod.	65,970	(13.7%)
Oper/Fabri/Labor	127,212	(26.5%)

DUNCAN'S RADIO MARKET GUIDE
 Copyright 1988

Total Metro Employees: 431,803
 Top 10 Total Employees: 210,474 (48.7%)

CHARLOTTE

Largest Local Banks

First Union Nat. (12.7 Bil)
NCNB (12.0 Bil)

Colleges and Universities

UNC-Charlotte (10,830)
Queen's College (1,230)
Central Piedmont (26,235)

Military Bases

Unemployment

Jun 79: 3.2%
Dec 82: NA
Sep 83: NA
Aug 84: 4.9%
Aug 85: 5.6%
Aug 86: 4.6%
Aug 87: 3.6%

Total Full Time Students: 26,612

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Long Haynes
Castleberry
Specialized Media
Garner

Largest Local Radio Accounts

Source of Regional Dollars

Raleigh
Greensboro-WS-HP
Greenville, SC

80-90 Channels

None

Highest Billing Stations

1. WEZC-F \$4,700,000
2. WSOC A/F 4,000,000
3. WBT 2,900,000
4. WRFX-F 2,800,000
5. WPEG-F 2,500,000
6. WLVK-F 2,400,000
7. WROQ-F 2,300,000
8. WBCY-F 1,800,000
9. WLIT-F 1,200,000
- 10.

Daily Newspapers

Charlotte Observer

AM

218,500

PM

275,200

SUN

Owner

Knight-Ridder

Miscellaneous Comments

"Charlotte is a prosperous city of the New South but it has not given up the amenities of the Old South."

- Forbes

COMPETITIVE MEDIA

Over the Air Television

WBTW	Charlotte	3	CBS	Jeff-Pilot
WCCB	Charlotte	18		Bahakel
WPCQ	Charlotte	36		
WSOC	Charlotte	9	ABC	Cox
WTVI	Charlotte	42	PBS	
WHKY	Hickory	14		

Manager's Comment

"New stations, new owners, new GM's, new SM's have caused radio to hurt itself in Charlotte...spot costs are falling."

Best Restaurants

Reflections (French)
Ricco's
Fish Market (seafood)
Tower Club

Best Hotels

Marriott
Adams Mark
Radisson
Park Hotel

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 89,500,000	38.4	.0116
Radio	27,100,000	11.6	.0035
Newspaper	109,400,000	46.9	.0142
Outdoor	7,100,000	3.0	.0009
	<u>\$233,100,000</u>		<u>.0302</u>

NO WEATHER DATA AVAILABLE:
See Raleigh for an approximation.

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WQCC		\$ 400,000
1983	WHVN		410,000
1984	WGIV	Sold to Altaway	600,000
1984	WDRV/WLVK-F	From Capitol (Goodman) to Capitol (Johnson)	4,000,000
1985	WGIV	From Altaway to Founders	550,000 (E)
1985	WRKB/WRFX-F (Kannapolis)	From Downs to Metroplex	6,000,000
1986	WGIV	From Founders to Suburban	NA
1986	WGSP	Sold to Willis	380,000
1986	WAES, WROQ-F	Sold to CRB	13,000,000
1986	WGIV, WPEG-F	From Suburban to Sky	16,000,000
1986	WZXI-F (Gastonia)	Sold to Beasley	6,100,000

NOTE: Some of these sales may not have been consummated.

CHATTANOOGA

1987 ARB Rank: 95
 1987 MSA Rank: 109
 1987 ADI Rank: 80
 FM Base Value: NA

1987 Revenue: \$11,200,000
 Rev per Share Point: \$124,722
 Population per Station: 20,947 (17)
 1987 Revenue Change: 12.0%

Manager's Market Ranking (current): 3.4
 Manager's Market Ranking (future): 3.7
 Duncan's Radio Market Grade: II C
 Mathematical Market Grade: II D+

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	6.6	7.3	8.2	9.1	10.0	11.2					
Yearly Growth Rate (82-87): 11.2% (assigned growth rate of 8.2%)											
Projected Revenue Estimates:							11.9	12.9	13.9	15.1	16.3
Revenue per Capita:	15.38	16.97	18.89	20.92	23.09	25.86					
Yearly Growth Rate (82-87): 10.9%											
Projected Revenue per Capita:							28.67	31.80	35.27	39.12	43.38
Resulting Revenue Estimate:							12.4	13.8	15.3	17.0	18.9
Revenue as % of Retail Sales:	.0034	.0035	.0035	.0039	.0036	.0038					
Mean % (82-87): .00364%											
Resulting Revenue Estimate:							11.6	12.0	13.1	14.2	15.3
<u>MEAN REVENUE ESTIMATE:</u>							<u>12.0</u>	<u>12.9</u>	<u>14.1</u>	<u>15.4</u>	<u>16.8</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.429	.430	.434	.434	.433	.433	.434	.434	.435	.435	.436
Retail Sales (billions):	1.9	2.1	2.4	2.5	2.76	2.9	3.1	3.3	3.6	3.9	4.2

Below-the-Line Listening Shares: 0 %
 Unlisted Station Listening: 10.2%
 Total Lost Listening: 10.2%
 Available Share Points: 89.8
 Number of Viable Stations: 11
 Mean Share Points per Station: 8.2
 Median Share Points per Station: 6.4
 Rev. per Available Share Point: \$124,722
 Estimated Rev. for Mean Station: \$1,022,717

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Market reports to Hungerford...This market has been growing very nicely...Managers estimate 6% to 8% growth in 1988...

Household Income: \$27,241
 Median Age: 32.6 years
 Median Education: 12.3 years
 Median Home Value: \$35,400
 Population Change (1986-1991): 0.4%
 Retail Sales Change (1986-1991): 40.3%
 Number of B or C FM Stations: 4
 Revenue per AQH: \$20,475
 Cable Penetration: 54%

Ethnic Breakdowns (%)
 White 85.7
 Black 13.5
 Hispanic 0.8
 Other ---

Income Breakdowns (%)
 <15 35.4
 15-30 31.0
 30-50 22.6
 50-75 8.2
 75+ 2.8

Age Breakdowns (%)
 12-34 25.5
 25-54 50.6
 55+ 24.2

Education Levels
 Non High School 41.7
 Grad High School 32.3

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 13.4
 College 4+ years 12.6

COMMERCE AND INDUSTRY

Important Business and Industries

Fortune 500 Companies

Forbes 500 Companies

Forbes Largest Private Companies

Food Products
 Fabri. Metals
 Clothing
 Explosives
 Porcelain Electrical Supplies

Dorsey (458)

Provident Life & Accident

Other Major Corporations

Mills Olan
 Wayne-Gossard
 Standard-Coosa-Thatcher

INC 500 Companies

Employment Breakdowns

Health Stream

By Industry (SIC):

By Occupation:

1. Textile Mill Products	10,082	(7.6%)
2. Health Services	8,339	(6.3%)
3. Eating & Drinking Places	7,888	(5.9%)
4. Wholesale Trade-Durable	6,637	(5.0%)
5. Food & Kindred Products	6,004	(4.5%)
6. Business Services	5,292	(4.0%)
7. Fabricated Metal Products	5,196	(3.9%)
8. Insurance Carriers	4,654	(3.5%)
9. Special Trade Contractor	4,495	(3.4%)
10. Food Stores	4,308	(3.2%)

Manag/Prof.	36,927	(20.4%)
Tech/Sales/Admin. Service	52,199	(28.8%)
Farm/Forest/Fish	21,624	(12.0%)
Precision Prod.	1,634	(0.9%)
Oper/Fabri/Labor	24,654	(13.6%)
	43,967	(24.3%)

Total Metro Employees: 133,303
 Top 10 Total Employees: 62,895 (47.2%)

CHATTANOOGA

Largest Local Banks

American Nat. (1.0 Bil)
 Pioneer Bank (337 Mil)
 First American Nat. (154 Mil)
 Commerce Union (135 Mil)

Colleges and Universities

University of Tennessee-Chattanooga (7,464)
 Chattanooga State Tech CC (4,728)
 Southern College (1,622)
 Tennessee Temple (2,496)
 Total Full Time Students: 11,523

Military Bases

Unemployment

Jun 79: 6.0%
 Dec 82: NA
 Sep 83: 8.8%
 Sep 84: 7.4%
 Aug 85: 6.9%
 Aug 86: 6.3%
 Aug 87: 5.7%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Croxall
 Arnold Rometry

Largest Local Radio Accounts

Jernigan's Furniture
 Newton Chev
 Coca Cola
 R & R Electronics

Source of Regional Dollars

Nashville
 Atlanta
 Knoxville
 Charlotte

80-90 Channels

95.7 Ft. Oglethorpe, GA
 10 S. of Chattanooga

Highest Billing Stations

1. WSKZ-F \$2,100,000
 WUSY-F 2,100,000
 3. WLMX-F 1,700,000
 4. WDEF-F 1,200,000
 5. WDOO A/F 1,100,000
 6. WDEF 900,000
 7. WGOW 700,000
 8.
 9.
 10.

Daily Newspapers

Chattanooga Times
 Chattanooga News-Free Press

AM PM SUN Owner
 47,900
 57,000 11,000

Miscellaneous Comments

"Chattanooga remains, first and last, a heavy industry town with labor unions usually strong for the South... Increasingly in the early 1980's business and political leaders seemed intent on a city facelifting and economic diversification to give Chattanooga a better image - and a better competitive stance."

COMPETITIVE MEDIA

Over the Air Television

WDEF	Chattanooga	12	CBS	Park	
WDSI	Chattanooga	61			
WRCB	Chattanooga	3	NBC	Sarkes-Indian	
WTCI	Chattanooga	45	PBS		
WTVC	Chattanooga	9	ABC	Freedom	

- The Book of America

Best Restaurants

Loft
 Narnal Bridge

Best Hotels

Southern Inn
 Road House

NO WEATHER DATA AVAILABLE:
 See Knoxville for an approximation.

Media Revenue Estimates

	Revenue	%	of Retail Sales
Television	\$29,500,000	38.4	.034
Radio	11,200,000	14.6	.012
Newspaper	33,800,000	44.0	.017
Outdoor	2,400,000	3.1	.001
	<u>\$76,900,000</u>		<u>.064</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WN00	\$ 300,000
1984	WZRA (?)	550,000
1986	WRIP, WOVE-F (Rossville)	1,150,000
1986	WJTT-F (Red Bank)	1,000,000
		Sold by Benno
1987	WN00 A/F (Soddy)	1,300,000

NOTE: Some of these sales may not have been consummated.

CHICAGO

1987 ARB Rank: 3	1987 Revenue: \$192,000,000	Manager's Market Ranking (current): 3.5
1987 MSA Rank: 3	Rev per Share Point: \$2,128,603	Manager's Market Ranking (future): 3.5
1987 ADI Rank: 3	Population per Station: 185,372 (36)	Duncan's Radio Market Grade: I B+
FM Base Value: \$14,500,000	1987 Revenue Change: 5.9%	Mathematical Market Grade: I B+

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	130.8	137.6	150.9	169.0	180.5	192.0					
Yearly Growth Rate (82-87): 8.0%											
Projected Revenue Estimates:							207.4	223.9	241.9	261.2	282.1
Revenue per Capita:	16.41	17.26	18.84	21.07	22.45	23.59					
Yearly Growth Rate (82-87): 7.5%											
Projected Revenue per Capita:							25.36	27.26	29.31	31.51	33.87
Resulting Revenue Estimate:							206.7	222.7	240.0	258.4	278.4
Revenue as % of Retail Sales:	.0037	.0034	.0035	.0037	.0036	.0037					
Mean % (82-87): .00362%											
Resulting Revenue Estimate:							199.0	217.2	231.0	246.5	257.7
<u>MEAN REVENUE ESTIMATE:</u>							<u>204.4</u>	<u>221.3</u>	<u>237.6</u>	<u>255.3</u>	<u>272.7</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	7.97	8.01	8.02	8.10	8.13	8.14	8.15	8.17	8.19	8.20	8.22
Retail Sales (billions):	35.1	40.1	42.8	46.0	48.4	51.2	54.9	60.0	63.8	68.1	71.2

Below-the-Line Listening Shares: 0 %	<u>Confidence Levels</u>
Unlisted Station Listening: 9.8%	
Total Lost Listening: 9.8%	1987 Revenue Estimates: Normal
Available Share Points: 90.2	1988-1992 Revenue Projections: Normal
Number of Viable Stations: 26	

Mean Share Points per Station: 3.5	<u>COMMENTS</u>
Median Share Points per Station: 2.8	
Rev. per Available Share Point: \$2,128,603	Managers predict a 6% to 7% increase in 1988...Market reports
Estimated Rev. for Mean Station: \$7,450,111	to Hungerford

Household Income: \$38,507	<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
Median Age: 31.9 years	White 72.8	<15 24.3	12-34 25.7	Non High School
Median Education: 12.5 years	Black 19.2	15-30 25.4	25-54 50.2	Grad 32.7
Median Home Value: \$63,400	Hispanic 8.0	30-50 27.8	55+ 24.1	High School
Population Change (1986-1991): 0.9%	Other ---	50-75 15.8		Grad 33.4
Retail Sales Change (1986-1991): 40.7%		75+ 6.7		
Number of B or C FM Stations: 18				
Revenue per AQH: \$17,274				
Cable Penetration: 34%				

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 16.1

College 4+ years 17.8

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Iron and Steel	Amoco (13)	Ameritech	Beatrice
Finance	Kraft (37)	Bally Manuf.	Marmon Group
Communications	Sara Lee (40)	Brunswick	Farlex Industries
Electronics	Motorola (60)	Carson Pirie Scott	H Group Holdings
Meat Products	Baxter Travenol Labs (63)	Centel	Dominick's Finer Foods
Nuclear Research	IC Industries (85)	Comdisco	Arthur Anderson & Co.
Food Processing	Abbott Labs (96)	Combined International	Frank Consol Enterprises
Printing/Publishing	Quaker Oats (104)	Commerce Clearing House	Amsted Industries
Transportation	Borg-Warner (110)	Commonwealth Edison	Duchossois Enterprises
	Navistar Int'l (118)	Continental Illinois	Allied Van Lines
	Inland Steel (123)	Dean Foods	and many more...
	Staley Continental (132)	RR Donnelley & Sons	
		and many more...	

INC 500 Companies

Employment Breakdowns

<u>Distinctive Business Prod.</u>	<u>By Industry (SIC):</u>	<u>By Occupation:</u>
Interactive Business Sys.		
Teltrend	1. Health Services 236,297 (8.2%)	Manag/Prof. 847,381 (23.6%)
Embee Interior Resources	2. Business Services 206,419 (7.2%)	Tech/Sales/Admin. 1,192,454 (33.2%)
US Robotics	3. Eating & Drinking Places 176,105 (6.1%)	Service 422,285 (11.8%)
Second City Systems	4. Wholesale Trade-Durable 143,807 (5.0%)	Farm/Forest/Fish 20,998 (0.6%)
Strategic Radio Research	5. Electric & Electronic Eq. 99,191 (3.4%)	Precision Prod. 427,436 (11.9%)
I.B. Diffusion	6. Machinery, Except Electr. 91,344 (3.2%)	Oper/Fabri/Labor 678,994 (18.9%)
Evcor Systems	7. Fabricated Metal Products 89,900 (3.1%)	
Starmark	8. Primary Metal Industries 82,510 (2.9%)	
and many more...	9. Printing & Publishing 81,415 (2.8%)	
	10. Miscellaneous Retail 80,759 (2.8%)	

CHICAGO

Largest Local Banks

First Chicago (33.4 Bil)
 Continental (30.2 Bil)
 Harris Trust (7.6 Bil)
 Northern Trust (6.7 Bil)
 American (3.8 Bil)

Colleges and Universities

Northwestern (15,829)
 U of Illinois-Chicago (24,067)
 U of Chicago (9,287)
 DePaul (12,326)
 Loyola (14,174)

Military Bases

Ft. Sheridan (3,062)
 Glenview NAS (1,011)
 Great Lakes Navy Base (26,617)

Unemployment

Jun 79: 5.7%
 Dec 82: 11.2%
 Sep 83: 9.9%
 Sep 84: 8.1%
 Aug 85: 8.2%
 Aug 86: 7.4%
 Aug 87: 6.3%

Total Full Time Students: 175,372

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Eisaman Johns
 Bozell & Jacobs
 Grey-Chicago
 Western Int.
 Foote Cone

Largest Local Radio Accounts

Jewel Food Stores
 McDonalds
 Dominicks Foods
 Highland Appliance
 United Airlines
 Amoco

Source of Regional Dollars

80-90 Channels

None

Highest Billing Stations

1. WGN	\$31,000,000
2. WBBM	18,000,000
3. WGCI A/F	14,000,000
4. WLUP A/F	12,500,000
5. WJMK-F	10,200,000
6. WL00-F	9,500,000
7. WLAK-F	8,800,000
8. WLS	8,500,000
9. WKQX-F	8,400,000
10. WCLR-F	7,700,000
11. WRRT-F	7,000,000
12. WFYR-F	6,100,000
13. WUSN-F	6,000,000
14. WBBM-F	5,800,000
15. WBMX-F	5,600,000
16. WYFZ-F	5,500,000
17. WMAQ	5,400,000
18. WFMT-F	4,000,000
WOJO-F	4,000,000

Daily Newspapers

	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Chicago Tribune	763,800		1,121,300	Tribune Co.
Chicago Sun Times	612,600		633,050	

COMPETITIVE MEDIA

Over the Air Television

WBBM	Chicago	2	CBS	CBS
WCFC	Chicago	38		
WCIU	Chicago	26		
WFLD	Chicago	32		Fox
WGN	Chicago	9		Tribune Co.
WLS	Chicago	7	ABC	Cap Cities/ABC
WMAQ	Chicago	5	NBC	NBC
WSNS	Chicago	44		
WTTW	Chicago	11	PBS	

Miscellaneous Comments

"Chicago is the glory and damnation of America all rolled up into one. Not to know Chicago is not to know America."

- The Book of America

Best Restaurants

Pump Room (continental)
 Le Francais (French)
 Gene & Georgetti's (steak)
 Shaw's Crabhouse (seafood)
 Jackie's

Best Hotels

Drake
 Ambassador East
 Mayfair Regent
 Whitehall
 Ritz Carlton

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 509,000,000	37.6	.0099
Radio	192,000,000	14.2	.0037
Newspaper	604,400,000	44.7	.0118
Outdoor	46,800,000	3.5	.0009
	<u>\$1,352,200,000</u>		<u>.0263</u>

WEATHER DATA

Elevation: 607
 Annual Precipitation: 33.5 in.
 Annual Snowfall: 40.7 in.
 Average Windspeed: 10.3 (W)

NOTE: Use Newspaper and Outdoor estimates with caution.

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
--	------------	-------------	-------------------

Avg. Max. Temp.:	31.5	84.4	59.4
Avg. Min. Temp.:	17.0	65.0	41.8
Average Temp.:	24.3	74.4	50.6

Major Radio Station Sales Since 1983

1983	WCKG-F	Sold to Cox	\$ 9,000,000
1983	WCFL	From Mutual to Statewide	8,000,000
1984	WJJD, WJMK-F	From Plough to Infinity	14,000,000
1985	WIND	From Westinghouse to Tichenor	6,900,000
1985	WRXR-F	Sold by Doubleday	12,500,000
1985	WYEN-F (Des Plaines)		8,000,000
1986	WOJO-F	Sold to Tichenor	14,000,000
1987	WMRO, WAUR-F (Aurora)	Sold to Beasley	8,700,000
1987	WBEE	Sold by Heritage	1,000,000
1987	WNJA-F	Sold to Pyramid	15,000,000
1987	WBMX-AM		2,000,000
1987	WBMX-F	(never closed)	28,000,000
1987	WMAQ	From NBC to Westinghouse	13,000,000
1987	WBMX-F	Resold to Dorton	27,000,000
1987	WUSN-F	From First Media to Cook Inlet	17,000,000 (E) + Tax Cert.

NOTE: Some of these sales may not have been consummated.

CINCINNATI

1987 ARB Rank: 30
 1987 MSA Rank: 31
 1987 ADI Rank: 29
 FM Base Value: \$6,500,000

1987 Revenue: \$45,700,000
 Rev per Share Point: \$521,095
 Population per Station: 57,580 (19)
 1987 Revenue Change: 4.1%

Manager's Market Ranking (current): 3.5
 Manager's Market Ranking (future): 3.7
 Duncan's Radio Market Grade: I B
 Mathematical Market Grade: I C

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92	
Duncan Revenue Est.:	29.4	30.8	33.3	38.5	43.5	45.7						
Yearly Growth Rate (82-87):	9.1% (assigned rate of 7.2%)											
Projected Revenue Estimates:							49.0	52.5	56.3	60.4	64.6	
Revenue per Capita:	17.71	18.33	19.82	22.92	25.74	27.04						
Yearly Growth Rate (82-87):	7.9%											
Projected Revenue per Capita:							29.18	31.48	33.97	36.65	39.55	
Resulting Revenue Estimate:							49.3	53.5	57.7	62.3	67.6	
Revenue as % of Retail Sales:	.0038	.0037	.0039	.0039	.0042	.0042						
Mean % (82-87):	.00395%											
Resulting Revenue Estimate:							46.5	49.8	53.7	57.7	60.8	
							48.3	51.9	55.9	60.1	64.3	

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	1.66	1.67	1.68	1.68	1.69	1.69	1.69	1.70	1.70	1.70	1.71
Retail Sales (billions):	7.7	8.3	8.9	9.7	10.2	10.8	11.7	12.6	13.6	14.6	15.4

Below-the-Line Listening Shares: 4.3%
 Unlisted Station Listening: 8.0%
 Total Lost Listening: 12.3%
 Available Share Points: 87.7
 Number of Viable Stations: 14
 Mean Share Points per Station: 6.3
 Median Share Points per Station: 4.5

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Managers predict a 5% to 7% growth in 1988...Market reports to Price Waterhouse

	Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
Household Income: \$33,116				
Median Age: 31.5 years				
Median Education: 12.4 years				
Median Home Value: \$47,400				
Population Change (1986-1991): 0.6%	White 87.5	<15 27.9	12-34 26.3	Non High School
Retail Sales Change (1986-1991): 42.8%	Black 11.9	15-30 28.4	25-54 48.5	Grad 36.7
Number of B or C FM Stations: 9	Hispanic 0.5	30-50 26.9	55+ 25.2	High School
Revenue per AQH: \$25,179	Other 0.1	50-75 12.3		Grad 34.5
Cable Penetration: 48%		75+ 4.5		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications
 College 1-3 years 12.9
 College 4+ years 15.9

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Machine Tools	Proctor & Gamble (18)	Central Bancorporation	American Financial
Detergents	Cincinnati Milacron (339)	Cincinnati Bell	Scripps-Howard
Automotive	Eagle Picher Ind. (397)	Cincinnati Financial	Early & Daniel Industries
Engines	Carlisle (479)	Cincinnati Gas & Elec.	Palm Beach
Chemicals	United Brands (122)	Federated Dept. Stores	Automanage
Aircraft Engines		First Nat. Cincinnati	
	<u>Other Major Corporations</u>	Kroger	
	Midland Co.	Fifth Third Bancorp	
	Stearns & Foster	U.S. Shoe	
		Taft Broadcasting	

INC 500 Companies

Employment Breakdowns

Gibson Group	Marketvision Research	GPA Technical Consultants	Forte Industrial Equip. Systems	Interior Services	By Industry (SIC):	By Occupation:
					1. Health Services	Manag/Prof.
					2. Eating & Drinking Places	Tech/Sales/Admin.
					3. Business Services	Service
					4. Transportation Equipment	Farm/Forest/Fish
					5. Wholesale Trade-Durable	Precision Prod.
					6. Machinery, Except Electr.	Oper/Fabri/Labor
					7. Food Stores	
					8. General Merchandise Stores	
					9. Wholesale Trade-Nondurable	
					10. Special Trade Contractor	
					Total Metro Employees:	137,234 (22.7%)
					Top 10 Total Employees:	191,745 (31.8%)
						78,692 (13.0%)
						5,257 (0.9%)
						76,134 (12.6%)
						114,765 (19.0%)

CINCINNATI

<u>Largest Local Banks</u>	<u>Colleges and Universities</u>	<u>Military Bases</u>	<u>Unemployment</u>
Central Trust (2.3 Bil)	University of Cincinnati (30,830)		Jun 79: 5.0%
Fifth Third (2.2 Bil)	Xavier (6,785)		Dec 82: NA
First National (2.2 Bil)	Cincinnati Tech (3,902)		Sep 83: 9.1%
Provident (1.1 Bil)	Southern Ohio (5,390)		Sep 84: 8.3%
	Total Full Time Students: 38,183		Aug 85: 7.2%
			Aug 86: 6.3%
			Aug 87: 5.2%

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>
Sive	Krogers	Dayton	None	1. WLW \$8,300,000
Fahlgren & Swink	Lazarus Dept. Store	Columbus		2. WKRC 5,900,000
Freedman	Auto Manage	Cleveland		WEBN-F 5,900,000
Hogan, NoTan	McDonalds	Indianapolis		4. WKRC-F 5,100,000
Pilot	Swallens			5. WUBE-F 3,600,000
				6. WRRM-F 2,700,000
				7. WCKY 2,500,000
				8. WVEZ-F 2,300,000
				9. WNK A/F 2,100,000
				10. WBLZ-F 2,000,000

<u>Daily Newspapers</u>	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Cincinnati Enquirer	191,600		323,400	Scripps-Howard
Cincinnati Post		115,700		Gannett
JOA				

Miscellaneous Comments

"Doughty Cincinnati, decades past her prime, still has a certain Old World charm and is in the midst of a graceful renewal."

- The Book of America

COMPETITIVE MEDIA

Over the Air Television

WCET Cincinnati	48	PBS	
WCPO Cincinnati	9	CBS	Scripps-Howard
WIII Cincinnati	64		
WKRC Cincinnati	12	ABC	Great American
WLWT Cincinnati	5	NBC	Multimedia
WXIX Newport, KY	19		Malrite

Manager's Comment

"Good market but major stations underprice their product."

Best Restaurants

Maisonette (French)
Jay's (seafood)
Montgomery Inn
Josh's (continental)

Best Hotels

Westin
Vernon Manor
Cincinnatian
Omni Netherland

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$100,500,000	37.2	.0093
Radio	45,700,000	16.9	.0042
Newspaper	116,000,000	43.0	.0107
Outdoor	7,600,000	2.8	.0007
	<u>\$269,800,000</u>		<u>.0249</u>

WEATHER DATA

Elevation: 761
Annual Precipitation: 39.6 in.
Annual Snowfall: 18.9 in.
Average Windspeed: 7.1 (SW)

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	39.8	86.6	64.6
Avg. Min. Temp.:	24.3	65.8	45.1
Average Temp.:	32.1	76.2	54.9

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983 WLW, WSKS-F	From Mariner to Republic	\$10,514,000
1984 WDJR, WUBE-F	From Plough to DKM	8,800,000 (E)
1984 WRX-F	Sold by Perry	850,000
1985 WCIN	Sold for Liabilities	
1985 WLL-F	From Heftel to WOLT (never completed)	6,000,000 (E)
1986 WEBH-F	From Wood to Jacor	12,300,000
1986 WLW, WSKS-F	From Republic to Jacor	21,500,000 (E)
1986 WLL-F	From H & W to Hoker	6,000,000
1986 WDJR, WUBE-F	From DKM to American	9,800,000
1986 WSKS-F	From Jacor to Reams	4,300,000 (E)
1986 WBLZ-F (Hamilton)	From New System to Schwartz	NA
1986 WSA-F (Erlanger)	From Mortenson to Inter Urban	2,000,000

NOTE: Some of these sales may not have been consummated.

CLEVELAND

1987 ARB Rank: 21
 1987 MSA Rank: 24
 1987 ADI Rank: 11
 FM Base Value: \$5,000,000

1987 Revenue: \$44,300,000
 Rev per Share Point: \$508,611
 Population per Station: 81,005 (22)
 1987 Revenue Change: 2.1%

Manager's Market Ranking (current): 2.7
 Manager's Market Ranking (future): 3.1
 Duncan's Radio Market Grade: I D
 Mathematical Market Grade: I D

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92
Duncan Revenue Est.:	36.0	37.1	38.3	43.0	43.4	44.3					
Yearly Growth Rate (82-87): 4.0%											
Projected Revenue Estimates:							46.1	47.9	49.8	51.8	53.9
Revenue per Capita:	19.57	20.27	20.59	23.34	23.46	24.08					
Yearly Growth Rate (82-87): 4.3%											
Projected Revenue per Capita:							25.12	26.20	27.32	28.41	29.64
Resulting Revenue Estimate:							46.2	48.2	49.7	51.7	53.6
Revenue as % of Retail Sales:	.0040	.0038	.0036	.0037	.0034	.0033					
Mean % (82-87): .00335% (assigned)											
Resulting Revenue Estimate:							46.9	50.6	53.6	56.9	60.6
MEAN REVENUE ESTIMATE:							46.4	48.9	51.0	53.5	56.0

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	1.84	1.83	1.86	1.87	1.85	1.84	1.84	1.83	1.82	1.82	1.81
Retail Sales (billions):	8.9	9.7	10.7	12.1	12.6	13.4	14.0	15.1	16.0	17.0	18.1

Below-the-Line Listening Shares:	5.1%	<u>Confidence Levels</u>				
Unlisted Station Listening:	7.8%	1987 Revenue Estimates: Normal				
Total Lost Listening:	12.9%	1989-1992 Revenue Projections: Slightly below normal				
Available Share Points:	87.1	<u>COMMENTS</u>				
Number of Viable Stations:	18	Managers predict 3% to 4.5% growth in 1988...				
Mean Share Points per Station:	4.8					
Median Share Points per Station:	3.9					
Rev. per Available Share Point:	\$508,611					
Estimated Rev. for Mean Station:	\$2,441,332					

	Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
Household Income: \$33,340				
Median Age: 33.8 years				
Median Education: 12.5 years				
Median Home Value: \$55,300				
Population Change (1986-1991): -1.6%	White 81.8	<15 27.8	12-34 24.2	Non High School
Retail Sales Change (1986-1991): 36.8%	Black 16.4	15-30 27.7	25-54 48.0	Grad 31.8
Number of B or C FM Stations: 11	Hispanic 1.6	30-50 27.4	55+ 27.8	High School
Revenue per AQH: \$15,776	Other 0.2	50-75 12.7		Grad 38.8
Cable Penetration: 46%		75+ 4.4		College 1-3 years
				14.2
				College 4+ years
				15.2

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Shipping/Port	Standard Oil (35)	American Greetings	First National Supermarkets
Steel	TRW (58)	Ameritrust	Ernst & Whinney
Auto	Eaton (95)	Centerior Energy	Midland-Ross
Chemicals	Sherwin-Williams (163)	National City	American Seaway Foods
Machine Tools	Parker-Hannifin (201)	Progressive	
Pottery Products	American Greetings (296)	Society	
	Lubrizon (301)		
	Ferro (377)		
	NACCO Industries (429)		
	Standard Products (492)		

INC 500 Companies

Employment Breakdowns

	<u>By Industry (SIC):</u>	<u>By Occupation:</u>
ORTTECH		
Dental Service Center		
Original Copy Centers		
Skoda, Minotti, Reeves		
	1. Health Services 74,756 (9.7%)	Manag/Prof. 216,438 (22.7%)
	2. Eating & Drinking Places 45,924 (5.9%)	Tech/Sales/Admin. 299,850 (31.4%)
	3. Wholesale Trade-Durable 40,215 (5.2%)	Service 117,408 (12.2%)
	4. Business Services 39,415 (5.1%)	Farm/Forest/Fish 7,065 (0.8%)
	5. Fabricated Metal Products 39,284 (5.1%)	Precision Prod. 123,058 (12.9%)
	6. Machinery, Except Electr. 32,699 (4.2%)	Oper/Fabri/Labor 191,369 (20.0%)
	7. Transportation Equipment 29,024 (3.8%)	
	8. Wholesale Trade-Nondurable 28,172 (3.6%)	
	9. Primary Metal Industries 26,508 (3.4%)	
	10. Food Stores 23,548 (3.0%)	

DUNCAN'S RADIO MARKET GUIDE
 Copyright 1988

Total Metro Employees: 773,528
 Top 10 Total Employees: 349,545 (49.1%)

CLEVELAND

Largest Local Banks

Ameritrust (7.6 Bil)
 National City (5.5 Bil)
 Society Nat. (2.6 Bil)
 Central Nat. (2.1 Bil)
 Bank One (1.3 Bil)

Colleges and Universities

Cleveland State (18,032)
 Case Western (8,352)
 John Carroll (3,666)

Total Full Time Students: 40,076

Military Bases

Unemployment

Jun 79: 7.9%
 Dec 82: 12.4%
 Sep 83: 10.3%
 Sep 84: 9.0%
 Aug 85: 8.4%
 Aug 86: 7.7%
 Aug 87: 6.3%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Wyse
 Marcus
 Stern
 Glazen
 Fine Adv.

Largest Local Radio Accounts

Ohio Lottery
 McDonalds
 Cleveland Plain Dealer
 Budweiser
 Ameritrust Bank
 Fretter Appliance

Source of Regional Dollars

Columbus
 Cincinnati
 Pittsburgh

80-90 Channels

None

Highest Billing Stations

1. WMMS-F	\$9,000,000
2. WMJI-F	6,000,000
3. WLTF-F	5,700,000
4. WQAL-F	3,600,000
5. WWWE	3,500,000
6. WGAR A/F	2,800,000
7. WZAK-F	2,500,000
8. WDOK	2,200,000
9. WNCX-F	1,900,000
10. WERE	1,700,000
11. WCLV-F	1,500,000

Daily Newspapers

	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Cleveland Plain Dealer	455,000		562,800	Newhouse

Miscellaneous Comments

Total TV revenue for ADI is estimated at \$162,000,000.

Manager's Comment

"A tough market, very competitive and very provincial... terribly underpriced...agencies regard radio sales force as weak..."

COMPETITIVE MEDIA

Over the Air Television

WEWS	Cleveland	5	ABC	Scripps-Howard
WJW	Cleveland	8	CBS	Gillett
WKYC	Cleveland	3	NBC	NBC
WUAB	Lorain	61		Home Shopping
WOIO		19		Malrite
WVIZ	Cleveland	25	PBS	

Best Restaurants

Giovanni's (Italian)
 Sammy's (continental)
 Watermark (continental)
 French Connection

Best Hotels

Stouffers
 Marriott
 Bond Court

WEATHER DATA

Elevation: 777
 Annual Precipitation: 34.2 in.
 Annual Snowfall: 51.5 in.
 Average Windspeed: 10.8 (S)

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$120,100,000	37.4	.0090
Radio	44,300,000	13.8	.0023
Newspaper	145,000,000	45.2	.0108
Outdoor	11,300,000	3.5	.0008
	<u>\$320,700,000</u>		<u>.0239</u>

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	33.4	81.6	58.5
Avg. Min. Temp.:	20.3	61.2	40.8
Average Temp.:	26.9	71.4	49.7

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1984	WQAL-F	From Gulf to WIN	\$ 5,100,000
1984	WBBG, WMJI-F	From Robinson to Jacor	13,500,000
1985	WWWE, WDOK-F	From Gannett to Modell	9,500,000
1985	WRMR	From Modell to Bechtel	2,100,000
1986	WERE, WGCL-F	Sold to Metropolis	10,700,000
1987	WBBG	(never closed)	1,900,000
1987	WWWE, WDOK-F		15,000,000
1987	WPHR	From Beasley to Ardman	5,000,000

NOTE: Some of these sales may not have been consummated.

COLORADO SPRINGS

1987 ARB Rank: 118
 1987 MSA Rank: 120
 1987 ADI Rank: 101 (w/Pueblo)
 FM Base Value: \$3,400,000

1987 Revenue: \$10,500,000
 Rev per Share Point: \$123,239
 Population per Station: 19,620 (15)
 1987 Revenue Change: 5.0%

Manager's Market Ranking (current): 3.2
 Manager's Market Ranking (future): 4.3
 Duncan's Radio Market Grade: III A
 Mathematical Market Grade: III A-

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	5.7	6.4	7.6	9.2	10.0	10.5						
Yearly Growth Rate (82-87):	11.9% (assigned rate of 7.5%)											
Projected Revenue Estimates:							11.3	12.1	13.0	14.0	15.1	
Revenue per Capita:	17.22	18.93	22.02	26.06	26.88	27.63						
Yearly Growth Rate (82-87):	10.1% (assigned rate of 7.0%)											
Projected Revenue per Capita:							29.56	31.63	33.85	36.22	38.75	
Resulting Revenue Estimate:							11.4	12.5	13.6	15.0	16.3	
Revenue as % of Retail Sales:	.0038	.0038	.0037	.0040	.0042	.0042						
Mean % (82-87):	.00395%											
Resulting Revenue Estimate:							10.7	11.9	13.0	14.0	14.6	

MEAN REVENUE ESTIMATE:

11.1 12.2 13.2 14.3 15.3

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.331	.338	.345	.353	.372	.380	.386	.394	.403	.414	.420
Retail Sales (billions):	1.5	1.7	2.1	2.2	2.34	2.5	2.7	3.0	3.3	3.55	3.7

Below-the-Line Listening Shares: 6.2%
 Unlisted Station Listening: 8.6%
 Total Lost Listening: 14.8%
 Available Share Points: 85.2
 Number of Viable Stations: 10.5
 Mean Share Points per Station: 8.1
 Median Share Points per Station: 8.1
 Rev. per Available Share Point: \$123,239
 Estimated Rev. for Mean Station: \$998,239

Confidence Levels

1987 Revenue Estimates: Below normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Managers predict a 4% to 5% increase in 1988...Market reports to Miller, Kaplan although their numbers look suspect so I have used my own estimates; I am probably about \$1,000,000 higher than what Miller, Kaplan reports to take your pick...

Household Income: \$31,898
 Median Age: 28.9 years
 Median Education: 12.9 years
 Median Home Value: \$57,500
 Population Change (1986-1991): 11.4%
 Retail Sales Change (1986-1991): 51.9%
 Number of B or C FM Stations: 7
 Revenue per AQH: \$24,027
 Cable Penetration: 52%

	<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
White	86.2	<15	26.9	Non High School
Black	6.3	15-30	32.8	Grad 17.3
Hispanic	7.5	30-50	24.8	
Other	---	50-75	11.1	High School
		75+	4.4	Grad 38.4

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years
23.4
College 4+ years
20.9

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Military			
High Tech			
Construction			
Electronics	<u>Other Major Corporations</u>		
	Kaman Sciences		

INC 500 Companies

Employment Breakdowns

<u>National Systems & Research</u>	<u>By Industry (SIC):</u>	<u>By Occupation:</u>
	1. Eating & Drinking Places 9,465 (8.9%)	Manag/Prof. 30,853 (25.6%)
	2. Health Services 7,723 (7.3%)	Tech/Sales/Admin. 39,225 (32.6%)
	3. Special Trade Contractor 6,421 (6.1%)	Service 17,510 (14.6%)
	4. Business Services 6,181 (5.8%)	Farm/Forest/Fish 1,299 (1.0%)
	5. Electric & Electronic Eq. 5,650 (5.3%)	Precision Prod. 16,563 (13.8%)
	6. Membership Organizations 4,242 (4.0%)	Oper/Fabri/Labor 14,935 (12.4%)
	7. Machinery, Except Electr. 4,229 (4.0%)	
	8. Miscellaneous Retail 3,878 (3.7%)	
	9. Automotive Retail 3,203 (3.0%)	
	10. Food Stores 3,009 (2.8%)	
	Total Metro Employees: 105,787	
	Top 10 Total Employees: 54,001 (51.0%)	

COLORADO SPRINGS

Largest Local Banks

First National (428 Mil)
 Colorado Springs Nat. (323 Mil)
 Colorado Nat. (300 Mil)
 Central Colorado (109 Mil)
 Western Nat. (85 Mil)

Colleges and Universities

Colorado College (1,923)
 University of Colorado-Col. Spgs. (5,446)
 US Air Force Academy (4,414)

Total Full Time Students: 12,828

Military Bases

Ft. Carson (23,000)
 Peterson AFB (2,577)
 Air Force Academy (4,443)
 Cheyenne Mountain (NORAD) (NA)

Unemployment

Jun 79: 4.5%
 Dec 82: NA
 Sep 83: NA
 Sep 84: 4.9%
 Aug 85: NA
 Aug 86: 6.5%
 Aug 87: NA

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>
Praco	Long Ford	Denver	None	1. KIL0-F \$2,000,000
Bulloch	O'Brien Furniture	Pueblo		2. KVUU-F 1,600,000
Hanson	McDonalds			3. KSPZ-F 1,250,000
Sindt	Feyline			4. KKFM-F 1,150,000
Henry				5. KKCS A/F 1,000,000
				6. KIKX-F 800,000
				7. KVOR 700,000
				8. KRDO-F 680,000
				9. KSSS 500,000
				10.

<u>Daily Newspapers</u>	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Colorado Springs Gazette-Telegraph	108,600		122,500	Freedom

Miscellaneous Comments

"On Kiowa Street in the middle of downtown sits the perfect symbol of Colorado Springs: a healthfood store next to a computer store next to a sporting goods store...the city has become the model for the new Rocky Mountain boom team."

- The Wall Street Journal

"It is the coming of the CSOC that is helping to turn Colorado Springs into a high tech boomtown, spurring visions of the city as a shining technopolis on a hill...Expansion by local high tech firms created more than 1,500 new jobs in 1984. Some expect the population to double by the year 2000."

- Time

COMPETITIVE MEDIA

Over the Air Television

KKTU	Colorado Springs	11	CBS	Ackerly
KOAA	Pueblo	5	NBC	Charleston Post
KRDO	Colorado Springs	13	ABC	
KXRM	Colorado Springs	21		

Manager's Comment

"Better broadcasters/owners are coming into the market."

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$22,600,000	35.1	.0090
Radio	10,500,000	16.3	.0042
Newspaper	29,400,000	45.7	.0118
Outdoor	1,800,000	2.8	.0007
	<u>\$64,300,000</u>		<u>.0257</u>

Best Restaurants

Swiss Chalet
 Smugglers Inn
 Peppertree

Best Hotels

Broadmoor
 Antlers
 Cheyenne Mountain Inn

NOTE: Use Newspaper and Outdoor estimates with caution.

WEATHER DATA

Elevation: 6145
 Annual Precipitation: 14.7 in.
 Annual Snowfall: 39.4 in.
 Average Windspeed: 10.4 (NNE)

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	41.0	84.4	61.4
Avg. Min. Temp.:	16.1	57.0	35.4
Average Temp.:	28.6	70.7	48.4

Major Radio Station Sales Since 1983

1983	KCMN	Sold by Center Group	\$ 147,500
1984	KIL0-F	Sold to Bahake1	3,600,000
1984	KPIK		375,000
1985	KVOR, KSPZ-F	From Sunbelt to Penn	3,000,000 (E)
1985	KKFM-F	Sold to Citadel	3,000,000
1987	KPIK		200,000
1987	KSSS, KVUU-F	From Compass to Lakoduk	NA
1987	KIKX-F	Sold to First Sierra	4,400,000 (E)

NOTE: Some of these sales may not have been consummated.

COLUMBIA, SC

1987 ARB Rank: 92
 1987 MSA Rank: 105
 1987 ADI Rank: 88
 FM Base Value: \$4,300,000

1987 Revenue: \$11,900,000
 Rev per Share Point: \$132,369
 Population per Station: 26,514 (14)
 1987 Revenue Change: 3.5%

Manager's Market Ranking (current): 4.0
 Manager's Market Ranking (future): 4.3
 Duncan's Radio Market Grade: III A-
 Mathematical Market Grade: III A

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92	
Duncan Revenue Est.:	8.0	8.7	9.4	10.3	11.5	11.9						
Yearly Growth Rate (82-87):	8.5% (assigned rate of 7.0%)											
Projected Revenue Estimates:							12.4	13.3	14.2	15.2	16.3	
Revenue per Capita:	18.87	20.00	21.36	23.04	25.61	26.15						
Yearly Growth Rate (82-87):	6.8%											
Projected Revenue per Capita:							27.93	29.83	31.85	34.02	36.33	
Resulting Revenue Estimate:							12.9	13.9	15.0	16.2	17.5	
Revenue as % of Retail Sales:	.0042	.0041	.0042	.0041	.0043	.0041						
Mean % (82-87):	.0040% (assigned)											
Resulting Revenue Estimate:							12.4	13.6	14.8	16.0	17.2	
							MEAN REVENUE ESTIMATE:					
							12.6	13.6	14.7	15.8	17.0	

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	.424	.435	.440	.443	.449	.455	.461	.465	.470	.477	.481
Retail Sales (billions):	1.9	2.1	2.2	2.4	2.66	2.9	3.1	3.4	3.7	4.0	4.3

Below-the-Line Listening Shares: 0 %
 Unlisted Station Listening: 10.5%
 Total Lost Listening: 10.5%
 Available Share Points: 89.9
 Number of Viable Stations: 11
 Mean Share Points per Station: 8.2
 Median Share Points per Station: 5.3
 Rev. per Available Share Point: \$132,369
 Estimated Rev. for Mean Station: \$1,085,428

Confidence Levels

1987 Revenue Estimates: Below normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Managers predict a 3% to 5% increase in 1988...

Household Income: \$32,843	<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
Median Age: 29.5 years	White 71.7	<15 27.6	12-34 ---	Non High School
Median Education: 12.6 years	Black 27.0	15-30 30.7	25-54 ---	Grad 33.7
Median Home Value: \$43,600	Hispanic 1.3	30-50 26.0	55+ ---	High School
Population Change (1986-1991): 6.3%	Other ---	50-75 11.5		Grad 27.1
Retail Sales Change (1986-1991): 51.3%		75+ 4.2		
Number of B or C FM Stations: 4				
Revenue per AQH: \$19,669				
Cable Penetration: 46%				

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 18.2
 College 4+ years 21.0

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Government Military Textiles Agribusiness		South Carolina National Scana	
	<u>Other Major Corporations</u>		
	Thomas & Howard		

INC 500 Companies

Employment Breakdowns

American Comp. Professionals	By Industry (SIC):		By Occupation:	
	1. Eating & Drinking Places	9,312 (7.2%)	Manag/Prof.	48,232 (26.1%)
	2. Health Services	7,455 (5.7%)	Tech/Sales/Admin. Service	64,352 (34.8%)
	3. Wholesale Trade-Durable	7,239 (5.6%)		22,300 (12.0%)
	4. Business Services	6,759 (5.2%)	Farm/Forest/Fish	2,209 (1.2%)
	5. Special Trade Contractor	5,939 (4.6%)	Precision Prod.	20,614 (11.1%)
	6. Chemicals & Allied Prod.	4,466 (3.4%)	Oper/Fabri/Labor	27,303 (14.8%)
	7. Food Stores	4,420 (3.4%)		
	8. Insurance Carriers	4,244 (3.3%)		
	9. Miscellaneous Retail	3,899 (3.0%)		
	10. General Merchandise Stores	3,817 (2.9%)		
	Total Metro Employees:	130,067		
	Top 10 Total Employees:	57,550 (44.2%)		

COLUMBIA, SC

<u>Largest Local Banks</u>	<u>Colleges and Universities</u>	<u>Military Bases</u>	<u>Unemployment</u>
Bankers Trust (2.4 Bil) First Citizens (667 Mil)	University of SC (23,301) Benedict College (1,495) Columbia College (1,186) Midlands Tech (4,980)	Ft. Jackson (13,534) Shaw AFB (6,797)	Jun 79: 4.4% Dec 82: 6.8% Sep 83: 6.2% Sep 84: 4.3% Aug 85: 3.3% Aug 86: 3.8% Aug 87: 3.6%
	Total Full Time Students: 23,001		

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>
Gillis Wells & Ruddle	Moore-Hudson Olds Pulliam Ford Kut Rate Fashions Factory Outlets Coca Cola	Atlanta Charlotte Raleigh	None	1. WCOS A/F \$2,700,000 2. WNOK A/F 2,400,000 3. WWDW-F 1,500,000 4. WTCC-F 1,400,000 5. WSCQ-F 1,300,000 6. WMMC-F 800,000 7. WMFX-F 690,000 8. 9. 10.
<u>Daily Newspapers</u>	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Columbia State Columbia Record	116,000	30,000	151,100	Knight-Ridder Knight-Ridder

Miscellaneous Comments

"The Metro area is in robust health in terms of growth in personal income, retail sales, construction and industrial payrolls. To the extent that South Carolina has a center of banking, education, and government, Columbia is it.

- The Book of America

COMPETITIVE MEDIA

Over the Air Television

WCCT	Columbia	57		
WIS	Columbia	10	NBC	Cosmos
WLTX	Columbia	19	CBS	Lewis
WOLO	Columbia	25	ABC	Bahakel
WRLK	Columbia	35	PBS	

Manager's Comments

"Columbia enjoys a sound well-balanced economy...market has gotten more sophisticated and more fragmented... Columbia is still a good market in the long-term; in the short term it is no better than average."

Best Restaurants

Bones
Choppin Block (steak)
Elite Epicurean (steak & seafood)
Zorbas

Best Hotels

Marriott
Sheraton

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$29,000,000	36.6	.0100
Radio	11,900,000	15.0	.0041
Newspaper	36,000,000	45.4	.0124
Outdoor	2,400,000	3.0	.0008
	<u>\$79,300,000</u>		<u>.0273</u>

NO WEATHER DATA AVAILABLE

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WTGH	Sold by Liggett	\$ 335,000
1984	WZLD-F	From Liggett to Fidelity	1,500,000
1986	WOIC	Sold to Burkhart/Phillips	750,000
1986	WMMC-F	Sold to Burkhart/Phillips	1,300,000
1986	WWGO-F (St. Charles)		1,200,000
1986	WIS	Sold by Cosmos	2,000,000
1986	WCEZ-F		2,000,000
1987	WWGO-F		2,000,000
1987	WFIG, WWDW-F	(56%)	3,000,000

NOTE: Some of these sales may not have been consummated.

COLUMBUS, GA

1987 ARB Rank: 150
 1987 MSA Rank: 174
 1987 ADI Rank: 117
 FM Base Value: \$2,800,000

1987 Revenue: \$6,800,000
 Rev per Share Point: \$78,161
 Population per Station: 19,850 (10)
 1987 Revenue Change: 4.6%

Manager's Market Ranking (current): 3.0
 Manager's Market Ranking (future): 3.4
 Duncan's Radio Market Grade: NA
 Mathematical Market Grade: IV C+

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	4.5	5.1	5.6	6.2	6.5	6.8						
Yearly Growth Rate (82-87):	8.6% (assigned rate of 6.4%)											
Projected Revenue Estimates:							7.2	7.7	8.2	8.7	9.3	
Revenue per Capita:	18.99	21.52	23.24	25.73	26.21	27.31						
Yearly Growth Rate (82-87):	7.6%											
Projected Revenue per Capita:							29.39	31.62	34.02	36.61	39.39	
Resulting Revenue Estimate:							7.3	7.9	8.6	9.3	10.0	
Revenue as % of Retail Sales:	.0045	.0046	.0050	.0052	.0050	.0050						
Mean % (82-87):	.00497%											
Resulting Revenue Estimate:							7.2	7.8	8.3	9.0	9.4	
<u>MEAN REVENUE ESTIMATE:</u>							<u>7.2</u>	<u>7.8</u>	<u>8.4</u>	<u>9.0</u>	<u>9.6</u>	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.237	.238	.241	.243	.248	.249	.250	.251	.252	.253	.254
Retail Sales (billions):	.98	1.06	1.1	1.2	1.29	1.36	1.45	1.57	1.68	1.82	1.90

Below-the-Line Listening Shares: 7.0%
 Unlisted Station Listening: 6.0%
 Total Lost Listening: 13.0%
 Available Share Points: 87.0
 Number of Viable Stations: 9
 Mean Share Points per Station: 9.7
 Median Share Points per Station: 9.9
 Rev. per Available Share Point: \$78,161
 Estimated Rev. for Mean Station: \$758,161

Confidence Levels

1987 Revenue Estimates: Below normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Household Income: \$27,955
 Median Age: 29.3 years
 Median Education: 12.3 years
 Median Home Value: \$29,500
 Population Change (1986-1991): 1.9%
 Retail Sales Change (1986-1991): 41.4%
 Number of B or C FM Stations: 3
 Revenue per AQH: \$23,944
 Cable Penetration: 60%

<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
White 62.9	<15 37.8	12-34 31.2	Non High School
Black 34.6	15-30 31.9	25-54 47.8	Grad 41.7
Hispanic 2.3	30-50 20.0	55+ 21.0	High School
Other 0.2	50-75 7.4		Grad 32.4
	75+ 2.9		College 1-3 years
			14.1
			College 4+ years
			11.8

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Textiles		American Family	
Food Products			
Military			
Machinery	<u>Other Major Corporations</u>		
	American Family Corp.		
	Lampton Co.		

INC 500 Companies

Employment Breakdowns

<u>Goodtime Appliance & TV Rental</u>	<u>By Industry (SIC):</u>	<u>By Occupation:</u>
	1. Textile Mill Products 7,750 (11.6%)	Manag/Prof. 16,686 (20.5%)
	2. Food & Kindred Products 4,172 (6.3%)	Tech/Sales/Admin. 24,357 (29.9%)
	3. Eating & Drinking Places 4,108 (6.2%)	Service 11,896 (14.6%)
	4. Health Services 3,877 (5.8%)	Farm/Forest/Fish 753 (1.0%)
	5. Business Services 3,465 (5.2%)	Precision Prod. 9,968 (12.2%)
	6. Special Trade Contractor 2,881 (4.3%)	Oper/Fabri/Labor 17,733 (21.8%)
	7. Food Stores 2,288 (3.4%)	
	8. General Merchandise Stores 2,098 (3.2%)	
	9. Wholesale Trade-Durable 1,876 (2.8%)	
	10. Automotive Dealers 1,862 (2.8%)	
	Total Metro Employees: 66,557	
	Top 10 Total Employees: 34,377 (51.7%)	

COLUMBUS, GA

Largest Local Banks

Columbus Bank (612 Mil)
 First National (380 Mil)
 Trust Co. Bank (183 Mil)

Colleges and Universities

Columbus College (3,985)

Military Bases

Ft. Benning (27,767)

Unemployment

Jun 79: 7.4%
 Dec 82: 9.7%
 Sep 83: 7.7%
 Sep 84: 7.3%
 Aug 85: 8.9%
 Aug 86: 7.4%
 Aug 87: 5.8%

Total Full Time Students: 4,054

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Largest Local Radio Accounts

Source of Regional Dollars

80-90 Channels

Highest Billing Stations

Atlanta

None

1. NO RELIABLE
2. ESTIMATES AVAILABLE
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Daily Newspapers

AM

PM

SUN

Owner

Columbus Ledger			24,800	Knight-Ridder
Columbus Enquirer	36,100			Knight-Ridder
Columbus Ledger & Enquirer			69,000	Knight-Ridder

Miscellaneous Comments

Columbus is in the midst of a \$242 million downtown development program which includes 10 new office buildings and numerous outlets by the year 2000.

COMPETITIVE MEDIA

- USA Today

Over the Air Television

NO WEATHER DATA AVAILABLE

WJSP	Columbus	28	PBS	
WLTZ	Columbus	38	NBC	Lewis
WRBL	Columbus	3	CBS	
WTVM	Columbus	9	ABC	
WXTX	Columbus	54		

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$16,300,000	37.6	.0119
Radio	6,800,000	15.7	.0050
Newspaper	19,000,000	43.8	.0140
Outdoor	1,300,000	3.0	.0010
	<u>\$43,400,000</u>		<u>.0319</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WNKS-F	From Bluegrass to Coleman	\$2,000,000
1984	WPNX		300,000
1986	WNKS-F	Sold by Coleman	3,250,000
1986	WOKS, WFXE-F	From Woodfin to Davis	3,750,000 (E)

NOTE: Some of these sales may not have been consummated.

COLUMBUS, OH

1987 ARB Rank: 34
 1987 MSA Rank: 36
 1987 ADI Rank: 33
 FM Base Value: \$7,000,000

1987 Revenue: \$34,100,000
 Rev per Share Point: \$393,764
 Population per Station: 53,211 (19)
 1987 Revenue Change: 4.3%

Manager's Market Ranking (current): 4.0
 Manager's Market Ranking (future): 4.1
 Duncan's Radio Market Grade: I B-
 Mathematical Market Grade: I C-

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92
Duncan Revenue Est.:	24.1	25.7	28.4	31.2	32.7	34.1					
Yearly Growth Rate (82-87): 7.2%											
Projected Revenue Estimates:							36.6	39.2	42.0	45.0	48.3
Revenue per Capita:	19.13	20.40	22.19	24.19	25.15	26.23					
Yearly Growth Rate (82-87): 6.3%											
Projected Revenue per Capita:							27.88	29.64	31.51	33.49	35.60
Resulting Revenue Estimate:							36.5	39.1	41.6	44.5	47.7
Revenue as % of Retail Sales:	.0040	.0040	.0039	.0039	.0038	.0037					
Mean % (82-87): .00383%											
Resulting Revenue Estimate:							38.3	40.6	42.5	47.1	50.2
<u>MEAN REVENUE ESTIMATE:</u>							37.1	39.6	42.0	45.5	48.7

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	1.26	1.26	1.28	1.29	1.30	1.30	1.31	1.32	1.32	1.33	1.34
Retail Sales (billions):	6.0	6.5	7.3	8.1	8.5	9.2	10.0	10.6	11.4	12.3	13.1

Below-the-Line Listening Shares: 3.4%
 Unlisted Station Listening: 10.3%
 Total Lost Listening: 13.7%
 Available Share Points: 86.3
 Number of Viable Stations: 14
 Mean Share Points per Station: 6.2
 Median Share Points per Station: 4.2
 Rev. per Available Share Point: \$395,133
 Estimated Rev. for Mean Station: \$2,449,826

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Managers predict 4% to 5% increase in 1988...Market reports to Hungerford...

Household Income: \$32,109
 Median Age: 30.8 years
 Median Education: 12.6 years
 Median Home Value: \$46,770
 Population Change (1986-1991): 2.5%
 Retail Sales Change (1986-1991): 44.7%
 Number of B or C FM Stations: 7
 Revenue per AQH: \$23,229
 Cable Penetration: 49%

	Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White	87.9	<15	28.4	Non High School
Black	10.8	15-30	30.6	Grad 28.6
Hispanic	0.7	30-50	26.1	
Other	0.6	50-75	11.3	High School
		75+	3.6	Grad 38.7

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 14.4
 College 4+ years 18.3

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Government	Lancaster Colony (495)	American Elec. Power	Cole National
Insurance	Worthington Ind. (370)	Banc One	Cardinal Industries
Financial		Hungtington Bancshares	Battelle Memorial Inst.
Aircraft	<u>Other Major Corporations</u>	Leaseway Transport.	Schottenstein
Auto	Chemlawn	Limited	
Electronics	Nationwide Ins.	Wendy's	
Appliances	Beverage Management		
Fabrics			

INC 500 Companies

Employment Breakdowns

Drug Emporium
 Micro Manufacturing System
 Micro Center

By Industry (SIC):

1. Health Services	34,969	(8.3%)
2. Eating & Drinking Places	33,597	(7.9%)
3. Business Services	25,345	(6.0%)
4. Wholesale Trade-Durable	19,694	(4.7%)
5. Insurance Carriers	19,362	(4.6%)
6. Food Stores	13,294	(3.1%)
7. Miscellaneous Retail	12,238	(2.9%)
8. Transportation Equipment	11,858	(2.8%)
9. Stone, Clay & Glass Prod.	11,721	(2.8%)
10. Wholesale Trade-Nondurable	11,708	(2.8%)

By Occupation:

Manag/Prof.	137,979	(24.3%)
Tech/Sales/Admin.	188,740	(33.2%)
Service	71,343	(12.6%)
Farm/Forest/Fish	8,727	(1.5%)
Precision Prod.	65,055	(11.5%)
Oper/Fabri/Labor	96,227	(16.9%)

Total Metro Employees: 423,320
 Top 10 Total Employees: 193,786 (45.8%)

COLUMBUS, OH

Largest Local Banks

Huntingont (6.2 Bil)
 Banc Ohio (4.3 Bil)
 Banc One (3.4 Bil)

Colleges and Universities

Ohio State (53,446)
 Franklin (4,618)
 Capital (2,645)
 Columbus Tech (8,484)
 Total Full Time Students: 61,506

Military Bases

Unemployment

Jun 79: 5.1%
 Dec 82: 9.2%
 Sep 83: 8.0%
 Sep 84: 7.2%
 Aug 85: 6.3%
 Aug 86: 6.1%
 Aug 87: 5.3%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Byer & Bowman
 Hameroff
 Gerbig, Snell
 Lord Sullivan
 Ron Foth

Largest Local Radio Accounts

Lazarus
 McDonalds
 Kroger
 Glicks Furniture

Source of Regional Dollars

Cleveland
 Cincinnati
 Dayton

80-90 Channels

107.9 Delaware
 22 N. of Columbus
 101.1 Grove City
 15 SW of Columbus
 98.9 U. of Arlington
 4 NW of Columbus
 107.5 Columbus

Highest Billing Stations

1. WLWQ-F \$6,500,000
 2. WTVN 5,900,000
 3. WSNY-F 5,500,000
 4. WNCI-F 4,200,000
 5. WXGT-F 2,900,000
 6. WBNS-F 2,800,000
 7.
 8.
 9.
 10.

Daily Newspapers

AM PM SUN Owner

Columbus Dispatch 256,000 383,800

Miscellaneous Comments

"Well-scrubbed, provincial, and complacent, Columbus is a spacious plains city whose spirit is entirely Midwestern and logical."

- The Book of America

The masterminds in market managemnet, department store design and profit planning for retailers are in Columbus - reputed to have more retail consultants per capita than any city in the world. At least 20 retail consulting firms make Columbus their headquarters.

- USA Today

COMPETITIVE MEDIA

Over the Air Television

WBNS	Columbus	10	CBS	Columbus Dispatch
WCMH	Columbus	4	NBC	Outlet
WOSU	Columbus	34	PBS	
WTTE	Columbus	28	Sinclair	
WTVN	Columbus	6	ABC	Great American

Best Restaurants

Ziggy's (continental)
 Refectory (American)
 Claremont (steak)
 Hunan Lion

Best Hotels

Hyatt (Regency and Capital Square)
 Pickett Suites

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 80,000,000	34.6	.0087
Radio	34,100,000	14.7	.0037
Newspaper	110,000,000	47.6	.0120
Outdoor	7,200,000	3.1	.0008
	<u>\$231,300,000</u>		<u>.0252</u>

WEATHER DATA

Elevation: 812
 Annual Precipitation: 37.0 in.
 Annual Snowfall: 27.7 in.
 Average Windspeed: 8.7 (SSW)

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	36.4	84.3	62.1
Avg. Min. Temp.:	20.4	62.4	40.9
Average Temp.:	28.4	73.6	51.5

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1986 WVKO, WSNY-F From Josephson to Saga \$19,500,000

NOTE: Some of these sales may not have been consummated.

CORPUS CHRISTI

1987 ARB Rank: 120
 1987 MSA Rank: 129
 1987 ADI Rank: 120
 FM Base Value: \$1,500,000

1987 Revenue: \$7,800,000
 Rev per Share Point: \$85,246
 Population per Station: 17,012 (17)
 1987 Revenue Change: 0%

Manager's Market Ranking (current): 2.2
 Manager's Market Ranking (future): 3.7
 Duncan's Radio Market Grade: III C-
 Mathematical Market Grade: III D

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	6.1	6.3	6.6	7.2	7.8	7.8						
Yearly Growth Rate (82-87):	5.1% (after 1988)											
Projected Revenue Estimates:							8.0	8.4	8.8	9.3	9.8	
Revenue per Capita:	18.21	18.26	18.44	19.73	21.31	21.08						
Yearly Growth Rate (82-87):	2.5%											
Projected Revenue per Capita:							21.61	22.15	22.70	23.27	23.85	
Resulting Revenue Estimate:							8.1	8.4	8.7	9.0	9.4	
Revenue as % of Retail Sales:	.0034	.0035	.0031	.0030	.0034	.0031						
Mean % (82-87):	.0032%											
Resulting Revenue Estimate:							8.3	8.9	9.6	10.1	10.9	
<u>MEAN REVENUE ESTIMATE:</u>							<u>8.1</u>	<u>8.6</u>	<u>9.0</u>	<u>9.5</u>	<u>10.0</u>	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.335	.345	.358	.364	.366	.370	.375	.380	.385	.390	.394
Retail Sales (billions):	1.7	1.8	2.1	2.2	2.30	2.5	2.6	2.8	3.0	3.17	3.4

Below-the-Line Listing Shares: 1.5%
 Unlisted Station Listening: 7.0%
 Total Lost Listening: 8.5%
 Available Share Points: 91.5
 Number of Viable Stations: 12.5
 Mean Share Points per Station: 7.3
 Median Share Points per Station: 7.5
 Rev. per Available Share Point: \$85,246
 Estimated Rev. for Mean Station: \$622,295

Confidence Levels

1987 Revenue Estimates: Below normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Managers predict 2% to 3% increase in 1988...

Household Income: \$31,129
 Median Age: 29.2 years
 Median Education: 12.3 years
 Median Home Value: \$36,700
 Population Change (1986-1991): 6.7%
 Retail Sales Change (1986-1991): 37.7%
 Number of B or C FM Stations: 6
 Revenue per AQH: \$16,216
 Cable Penetration: 58%

Ethnic Breakdowns (%)
 White 42.1
 Black 4.3
 Hispanic 53.6
 Other ---

Income Breakdowns (%)
 <15 30.4
 15-30 28.4
 30-50 25.0
 50-75 11.3
 75+ 4.9

Age Breakdowns (%)
 12-34 28.3
 25-54 50.1
 55+ 21.6

Education Levels
 Non High School Grad 42.3
 High School Grad 27.3

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 16.5
 College 4+ years 13.9

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Petrochemicals
 Fishing
 Agribusiness

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	9,127	(9.1%)
2. Eating & Drinking Places	8,200	(8.2%)
3. Special Trade Contractor	5,113	(5.1%)
4. Food Stores	4,952	(4.9%)
5. Wholesale Trade-Durable	4,895	(4.9%)
6. Oil & Gas Extraction	4,717	(4.7%)
7. Business Services	4,576	(4.6%)
8. Heavy Construction Contr.	3,911	(3.9%)
9. Automotive Dealers	3,047	(3.0%)
10. General Merchandise Stores	3,032	(3.0%)

Total Metro Employees: 100,273
 Top 10 Total Employees: 51,570 (51.4%)

By Occupation:

Manag/Prof.	28,780	(21.0%)
Tech/Sales/Admin. Service	40,140	(29.3%)
Farm/Forest/Fish	18,056	(13.2%)
Precision Prod.	3,490	(2.5%)
Oper/Fabri/Labor	23,534	(17.2%)
	22,969	(16.8%)

CORPUS CHRISTI

Largest Local Banks

M Bank (753 Mil)
 First City (542 Mil)
 Texas Commerce (183 Mil)
 Citizens State (171 Mil)
 Parkdale (134 Mil)

Colleges and Universities

Corpus Christi State (3,589)
 Del Mar College (9,639)

Total Full Time Students: 4,550

Military Bases

Chase Field NAS (1,700) ?
 Corpus Christi NAS (2,800) ?

Unemployment

Jun 79: 5.9%
 Dec 82: 8.3%
 Sep 83: 11.0%
 Sep 84: 7.8%
 Aug 85: 8.9%
 Aug 86: 12.2%
 Aug 87: 11.2%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Moorehead Dotts

Largest Local Radio Accounts

Coca Cola
 Miller Beer
 Morris Clubs

Source of Regional Dollars

80-90 Channels

94.7 Corpus Christi
 105.1 Robstown
 10 W. of Casper

Highest Billing Stations

1. KZFM-F \$1,400,000
 2. KRYS A/F 1,100,000
 KOUL-F 1,100,000
 4. KUNO 1,000,000
 5. KNCN-F 950,000
 6.
 7.
 8.
 9.
 10.

Daily Newspapers

Corpus Christi Caller-Times

AM

60,900

PM

SUN

90,900

Owner

Harte-Hanks

Miscellaneous Comments

Best Restaurants

Lighthouse (seafood)
 Water Street Oyster Bar
 Baja Coast (seafood)
 Reflections (gourmet)

Best Hotels

Hershey Hotel
 Marriott
 Sheraton Marina

COMPETITIVE MEDIA

Over the Air Television

KEDT	Corpus Christi	16	PBS
KIII	Corpus Christi	3	ABC
KORO	Corpus Christi	28	
KRIS	Corpus Christi	6	NBC
KZTV	Corpus Christi	10	CBS

NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$21,400,000	35.3	.0086
Radio	7,800,000	12.9	.0031
Newspaper	29,400,000	48.4	.0118
Outdoor	2,100,000	3.5	.0008
	<u>\$60,700,000</u>		<u>.0243</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	KDAE		\$ 310,000
1986	KITE-F (Portland)	From Phillips/Whitlock to Dave King	1,000,000
1986	KRYS A/F		1,600,000
1987	KITE-F (Portland)		950,000

NOTE: Some of these sales may not have been consummated.

DALLAS - FORT WORTH

1987 ARB Rank: 10	1987 Revenue: \$116,500,000	Manager's Market Ranking (current): 3.0
1987 MSA Rank: 13 - Dallas	Rev per Share Point: \$1,266,304	Manager's Market Ranking (future): 4.1
39 - Fort Worth	Population per Station: 105,682 (28)	Duncan's Radio Market Grade: I A
1987 ADI Rank: 8	1987 Revenue Change: -3.3%	Mathematical Market Grade: I A-
FM Base Value: \$14,500,000		

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	75.7	83.4	98.2	107.6	120.5	116.5					
Yearly Growth Rate (82-87):	9.2% (assigned rate of 6.5% after 1988)										
Projected Revenue Estimates:							116.0	123.5	131.6	140.1	149.2
Revenue per Capita:	24.42	25.50	29.05	30.92	33.47	31.74					
Yearly Growth Rate (82-87):	5.5%										
Projected Revenue per Capita:							31.00	32.71	34.50	36.40	38.40
Resulting Revenue Estimate:							116.9	126.6	137.0	148.8	159.7
Revenue as % of Retail Sales:	.0040	.0040	.0043	.0043	.0047	.0041					
Mean % (82-87): (assigned)											
Resulting Revenue Estimate:							121.6	130.8	140.4	151.2	166.4
<u>MEAN REVENUE ESTIMATE:</u>							<u>118.2</u>	<u>127.0</u>	<u>136.3</u>	<u>146.7</u>	<u>158.4</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	3.10	3.27	3.38	3.47	3.60	3.67	3.77	3.87	3.97	4.09	4.16
Retail Sales (billions):	19.0	21.1	22.8	24.1	25.6	28.0	30.4	32.7	35.1	37.8	39.9

Below-the-Line Listening Shares: 0 %
 Unlisted Station Listening: 8.0%
 Total Lost Listening: 8.0%
 Available Share Points: 92.0
 Number of Viable Stations: 23
 Mean Share Points per Station: 4.0
 Median Share Points per Station: 3.6
 Rev. per Available Share Point: \$1,266,304
 Estimated Rev. for Mean Station: \$5,065,217

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Slightly below normal

COMMENTS

Managers predict a -2% to +3% revenue change in 1988...Market reports to Miller, Kaplan...

Household Income: \$36,977
 Median Age: 30.7 years
 Median Education: 12.7 years
 Median Home Value: \$47,300
 Population Change (1986-1991): 13.4%
 Retail Sales Change (1986-1991): 47.7%
 Number of B or C FM Stations: 17
 Revenue per AQH: \$25,005
 Cable Penetration: 40%

<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>
White 77.4	<15 23.1
Black 14.0	15-30 27.2
Hispanic 8.6	30-50 26.1
Other ---	50-75 15.7
	75+ 7.9

<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
12-34 26.3	Non High School
25-54 53.5	Grad 30.0
55+ 20.2	High School
	Grad 30.3

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years	19.5
College 4+ years	20.2

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Financial	LTV (49)	AMR	Swift Independent Holdings
High Tech	Kimberly-Clark (90)	Centex	Lincoln Property
Energy	Texas Instruments (72)	Central & South West	National Gypsum
Food Processing	Dresser Industries (105)	Ensearch	Sammons Enterprises
Agribusiness	Diamond Shamrock (130)	Halliburton	Trammel Crow
Aircraft	Swift Independent (141)	Interfirst	Vantage Companies
Munitions	American Petrofina (182)	Lomas & Nettleton Fin.	First Texas Financial of Delaware
Clothing	National Gypsum (207)	MCorp.	Lennox International
Electronics	E. Systems (271)	Republic Bank	Republic Health
	LaFarge (311)	Southland	Paragon Group
	Tyler (314)	Southmark	HCB Contractors
	Texas Industries (398)	and many more...	and many more...

INC 500 Companies

STB Systems
 MicroSolutions
 Stamper Industries
 Todays Temporary
 Dytronix
 FLS Services
 Datamatic
 Stewart Sypply
 M.W. Halporn
 Dupey Management
 Staubach Company
 and many more...

Employment Breakdowns

<u>By Industry (SIC):</u>		
1. Eating & Drinking Places	92,526	(6.5%)
2. Business Services	88,068	(6.2%)
3. Wholesale Trade-Durable	84,703	(5.9%)
4. Health Services	79,827	(5.6%)
5. Special Trade Contractor	71,956	(5.0%)
6. Electric & Electronic Eq.	64,182	(4.5%)
7. Food Stores	46,328	(3.2%)
8. Wholesale Trade-Nondurable	43,389	(3.0%)
9. Transportation Equipment	41,608	(2.9%)
10. Machinery, Except Electr.	38,884	(2.7%)

By Occupation:

Manag/Prof.	349,671	(23.5%)
Tech/Sales/Admin. Service	518,019	(34.8%)
Service	159,756	(10.7%)
Farm/Forest/Fish	15,060	(1.0%)
Precision Prod.	201,906	(13.6%)
Oper/Fabri/Labor	244,529	(16.4%)

DUNCAN'S RADIO MARKET GUIDE
 Copyright 1988

Total Metro Employees: 1,430,727
 Top 10 Total Employees: 651,471 (45.5%)

DALLAS - FORT WORTH

Largest Local Banks

Republic (15.8 Bil)
 Interfirst (10.9 Bil)
 First City (1.0 Bil)
 M Bank (7.3 Bil)
 Texas American-FW (2.9 Bil)
 Interfirst-FW (1.6 Bil)

Colleges and Universities

University of Texas-Arlington (23,397)
 Southern Methodist (9,261)
 Texas Christian (6,747)
 University of Dallas (2,466)
 Total Full Time Students: 77,540

Military Bases

Carswell AFB (5,930)
 Dallas NAV (1,300)

Unemployment

Jun 79: 4.0%
 Dec 82: 5.2%
 Sep 83: 4.9%
 Sep 84: 3.5%
 Aug 85: 4.8%
 Aug 86: 6.7%
 Aug 87: 6.6%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Bozell & Jacobs
 Tracy Locke
 Richards
 Bloom

Largest Local Radio Accounts

Budweiser
 McDonalds
 Coca Cola
 American Airlines
 Highland Appliance
 Coors

Source of Regional Dollars

Houston
 Austin
 San Antonio

80-90 Channels

None

Highest Billing Stations

1. KVIL A/F	\$18,000,000
2. KRLD	12,000,000
3. WBAP	11,000,000
4. KPLX-F	10,900,000
5. KKDA-F	10,000,000
6. KEGL-F	6,400,000
7. KMGC-F	6,300,000
8. KSCS-F	6,200,000
9. KTXQ-F	6,000,000
10. KMEZ-F	5,500,000
11. KZEW-F	4,200,000
12. KQZY-F	3,800,000
13. KLUV-F	3,200,000

Daily Newspapers

Dallas Morning News
 Dallas Times Herald
 Fort Worth Star-Telegram

<u>AM</u>	<u>PM</u>	<u>SUN</u>
295,000	400,000 (EST)	Belo
230,000 (AD)	Singleton	Cap Cities/ABC
132,000	130,000	315,600

Owner

COMPETITIVE MEDIA

Over the Air Television

KDAF	Dallas	33	Fox
KDFI	Dallas	27	
KDFW	Dallas	4	CBS
KDTX	Dallas	58	Times-Mirror Trinity
KERA	Dallas	13	PBS
KXTX	Dallas	39	CBN
WFAA	Dallas	8	ABC
KLTJ	Irving	49	Belo Home Shopping
KTVT	Fort Worth	11	Gaylord
KTXA	Fort Worth	21	TVX
KXAS	Fort Worth	5	NBC
			LIN

Miscellaneous Comments

Best Restaurants

Ruth Chris (steak)
 Lombardis (Italian)
 Old Warsaw (continental)
 Routh St. Cafe

Best Hotels

Loew's Anatole
 Westin Galleria
 Adolphus
 Mansion
 Hyatt Regency

WEATHER DATA

Elevation: 551
 Annual Precipitation: 32.1 in.
 Annual Snowfall: 2.7 in.
 Average Windspeed: 11.1 (S)

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$329,000,000	37.9	.0117
Radio	116,500,000	13.4	.0041
Newspaper	394,000,000	45.4	.0140
Outdoor	28,400,000	3.3	.0010
	<u>\$867,900,000</u>		<u>.0308</u>

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	55.7	95.5	76.5
Avg. Min. Temp.:	33.9	74.0	54.4
Average Temp.:	44.8	84.8	65.5

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	KVIL A/F	From Fairbanks to Blair	\$29,000,000 (E)
1983	KSSA	Sold by Swanson	2,000,000
1983	KWJS		875,000
1984	KTKS-F	From Hicks to ABC	9,000,000
1985	KLTY-F	From Swaggert to Statewide	7,200,000
1985	KTXQ-F	From Gulf to Taft	21,000,000 (E)
1985	KTKS-F	From Cap Cities/ABC to Gannett	16,000,000
1985	KWJS	Sold to Universal	900,000
1986	KSSA	Sold by Founders	3,500,000
1986	KRLD	From Metromedia to Metropolitan	34,000,000 (E)
1986	KSKY	Sold to Israel	3,550,000
1986	KRQZ, KZEW-F	From Belo to Anchor	20,000,000
1986	KMEZ A/F	From Group One to DKM	NA
1987	KVIL A/F	From Blair to Sconnix to Infinity	82,000,000
1987	KHVN/KDLZ-F	Never closed	13,045,000
1987	KMIA		877,000 +
1987	KFJZ		1,500,000
1987	KWJS	From Universal to Marsh	2,800,000
1987	KMEZ A/F	From DKM to Summit	26,000,000 (E)

NOTE: Some of these sales may not have been consummated.

DAVENPORT - ROCK ISLAND - MOLINE

1987 ARB Rank: 111
 1987 MSA Rank: 123
 1987 ADI Rank: 79
 FM Base Value: \$1,350,000

1987 Revenue: \$7,800,000
 Rev per Share Point: \$94,317
 Population per Station: 22,707 (14)
 1987 Revenue Change: 4.0%

Manager's Market Ranking (current): 2.3
 Manager's Market Ranking (future): 3.1
 Duncan's Radio Market Grade: III D-
 Mathematical Market Grade: III D

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	6.6	6.6	6.8	7.2	7.5	7.8					
Yearly Growth Rate (82-87): 3.4%											
Projected Revenue Estimates:							8.1	8.3	8.6	8.9	9.2
Revenue per Capita:	16.97	16.92	17.53	18.56	19.43	20.21					
Yearly Growth Rate (82-87): 3.7%											
Projected Revenue per Capita:							20.95	21.73	22.54	23.37	24.24
Resulting Revenue Estimate:							8.1	8.4	8.7	9.0	9.4
Revenue as % of Retail Sales:	.0035	.0033	.0033	.0033	.0033	.0032					
Mean % (82-87): .0033%											
Resulting Revenue Estimate:							8.3	8.9	9.6	10.0	10.6
<u>MEAN REVENUE ESTIMATE:</u>							<u>8.2</u>	<u>8.5</u>	<u>9.0</u>	<u>9.3</u>	<u>9.7</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.389	.390	.388	.390	.386	.386	.386	.386	.386	.386	.387
Retail Sales (billions):	1.9	2.0	2.1	2.2	2.25	2.4	2.5	2.7	2.9	3.04	3.2

Below-the-Line Listening Shares: 5.3%
 Unlisted Station Listening: 12.0%
 Total Lost Listening: 17.3%
 Available Share Points: 82.7
 Number of Viable Stations: 11
 Mean Share Points per Station: 7.5
 Median Share Points per Station: 7.5
 Rev. per Available Share Point: \$94,317
 Estimated Rev. for Mean Station: \$707,376

Confidence Levels

1987 Revenue Estimates: Below normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Household Income: \$34,787
 Median Age: 31.5 years
 Median Education: 12.5 years
 Median Home Value: \$48,300
 Population Change (1986-1991): 0.1%
 Retail Sales Change (1986-1991): 35.0%
 Number of B or C FM Stations: 7
 Revenue per AQH: \$16,667
 Cable Penetration: 55%

<u>Ethnic Breakdowns (%)</u>		<u>Income Breakdowns (%)</u>		<u>Age Breakdowns (%)</u>	
White	92.8	<15	24.7	12-34	26.1
Black	4.2	15-30	27.8	25-54	49.0
Hispanic	3.0	30-50	30.0	55+	24.9
Other	---	50-75	13.4		
		75+	4.1		

<u>Education Levels</u>	
Non High School Grad	28.7
High School Grad	41.4

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years	15.4
College 4+ years	14.5

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Farm Machinery Deere & Co. (111) Iowa-Illinois G & E
 Food Products
 Aluminum Products

Other Major Corporations

Alter Co.
 Bitco
 Montgomery Elevator

INC 500 Companies

Employment Breakdowns

Suburban Landscape

By Industry (SIC):

1. Machinery, Except Electr.	16,630	(13.7%)
2. Eating & Drinking Places	10,956	(9.0%)
3. Health Services	9,829	(8.1%)
4. Wholesale Trade-Durable	6,195	(5.1%)
5. Primary Metal Industries	5,531	(4.6%)
6. General Merchandise Stores	4,032	(3.3%)
7. Wholesale Trade-Nondurable	3,613	(3.0%)
8. Educational Services	3,522	(2.9%)
9. Miscellaneous Retail	3,506	(2.9%)
10. Food & Kindred Products	3,505	(2.9%)

By Occupation:

Manag/Prof.	35,651	(20.6%)
Tech/Sales/Admin. Service	50,803	(29.3%)
Farm/Forest/Fish	22,814	(13.1%)
Precision Prod.	4,219	(2.5%)
Oper/Fabri/Labor	23,081	(13.3%)
	36,821	(21.2%)

Total Metro Employees: 121,351
 Top 10 Total Employees: 67,319 (55.5%)

DAVENPORT - ROCK ISLAND - MOLINE

Largest Local Banks

Davenport Bank (1.1 Bil)
 Northwest Bank (186 Mil)
 First Nat. Quad (302 Mil)
 First Midwest (163 Mil)
 First Nat.-Moline (159 Mil)

Colleges and Universities

Black Hawk College (4,983)
 Augustana College (2,193)
 Marycrest College (1,453)
 Loras College (1,995)
 Total Full Time Students: 11,162

Military Bases

Unemployment

Jun 79: 3.6%
 Dec 82: NA
 Sep 83: 13.3%
 Sep 84: 9.3%
 Aug 85: NA
 Aug 86: 10.0%
 Aug 87: 7.2%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

ACI
 Communications Network

Largest Local Radio Accounts

Hardees
 Keady-Dawson Auto
 Lujack Chevy

Source of Regional Dollars

Cedar Rapids
 Des Moines
 Chicago

80-90 Channels

None

Highest Billing Stations

1. KIIK-F \$1,900,000
 2. WLLR-F 1,600,000
 3. WOC 1,000,000
 4. WPXR-F 850,000
 5. KLIO-F 800,000
 6. WXLP-F 600,000
 7.
 8.
 9.
 10.

Daily Newspapers

Quad Cities Times
 Moline Dispatch
 Rock Island Argus

	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
	58,278		83,100	Lee
		31,800	33,000	Small
		14,500	NA	

Miscellaneous Comments

Best Restaurants

The Dock (steak/seafood)
 Apple River City

Best Hotels

Blackhawk
 Jumer's
 Steeplegate Inn

COMPETITIVE MEDIA

Over the Air Television

KLJB	Davenport	18		
KWQC	Davenport	6	NBC	Palmer
WHBF	Rock Island	4	CBS	
WQAD	Moline	8	ABC	New York Times
WQPT	Moline	24	PBS	

NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$26,400,000	40.6	.0110
Radio	7,800,000	12.0	.0032
Newspaper	28,900,000	44.4	.0120
Outdoor	2,000,000	3.1	.0008
	<u>\$65,100,000</u>		<u>.0270</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1984	WMRZ	From Mid America to Sconnix	\$ 400,000
1985	KXRK (?)		350,000
1986	WOC, KIIK-F	Sold by Palmer	NA
1986	KRVR-F	From Mid America to WIN	1,600,000 (E)
1987	KRVR-F	Sold by WIN	1,400,000 (E)
1987	WHBF A/F		?
1987	KKZX, WXLP-F	From Guy Gannett to Goodrich	1,800,000

NOTE: Some of these sales may not have been consummated.

DAYTON

1987 ARB Rank: 46
 1987 MSA Rank: 54
 1987 ADI Rank: 47
 FM Base Value: \$5,200,000

1987 Revenue: \$21,300,000
 Rev per Share Point: \$275,549
 Population per Station: 41,868 (19)
 1987 Revenue Change: 5.9%

Manager's Market Ranking (current): 3.6
 Manager's Market Ranking (future): 3.7
 Duncan's Radio Market Grade: II C+
 Mathematical Market Grade: II C+

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	14.7	15.0	15.8	17.7	20.1	21.3						
Yearly Growth Rate (82-87):	7.7% (assigned rate of 6.4%)											
Projected Revenue Estimates:							22.6	24.1	25.7	27.3	29.0	
Revenue per Capita:	15.87	16.20	17.04	19.07	21.61	22.95						
Yearly Growth Rate (82-87):	7.7%											
Projected Revenue per Capita:							24.72	26.62	28.67	30.88	33.26	
Resulting Revenue Estimate:							22.9	24.5	26.3	28.3	30.4	
Revenue as % of Retail Sales:	.0035	.0032	.0034	.0033	.0036	.0036						
Mean % (82-87):	.00343%											
Resulting Revenue Estimate:							21.6	23.0	24.7	26.8	28.5	
							MEAN REVENUE ESTIMATE:					
							22.4	23.9	25.6	27.5	29.3	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.926	.926	.927	.928	.930	.928	.925	.922	.919	.915	.913
Retail Sales (billions):	4.2	4.7	4.9	5.4	5.6	5.9	6.3	6.7	7.2	7.8	8.3

Below-the-Line Listening Shares: 15.1%
 Unlisted Station Listening: 7.6%
 Total Lost Listening: 22.7%
 Available Share Points: 77.3
 Number of Viable Stations: 11.5
 Mean Share Points per Station: 6.7
 Median Share Points per Station: 5.0
 Rev. per Available Share Point: \$275,549
 Estimated Rev. for Mean Station: \$1,846,184

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Managers predict 5% to 6% increase in 1988...Market reports to local accountant...

Household Income: \$33,262
 Median Age: 32.3 years
 Median Education: 12.5 years
 Median Home Value: \$43,500
 Population Change (1986-1991): -1.7%
 Retail Sales Change (1986-1991): 39.8%
 Number of B or C FM Stations: 6 + 1 = 7
 Revenue per AQH: \$17,720
 Cable Penetration: 57%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)
White 87.2	<15 27.4	12-34 25.7
Black 11.9	15-30 29.4	25-54 50.1
Hispanic 0.6	30-50 26.9	55+ 24.2
Other 0.3	50-75 12.6	
	75+ 3.7	

Education Levels
Non High School Grad 30.8
High School Grad 40.1
College 1-3 years 14.1
College 4+ years 15.0

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Business Equip.
 Aircraft Parts
 Chemical & Plastics
 Refrigeration & Heating Equip.
 Motor Vehicle Parts

NCR (75)
 Mead (125)
 Dayco (326)
 Phillips Industries (451)
 Standard Register (445)

Super Food Service
 DPL

Dayton-Walther

Other Major Corporations

Hobart
 Reynolds & Reynolds
 Dayton-Walther

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	31,597	(10.3%)
2. Machinery, Except Electr.	24,605	(8.0%)
3. Transportation Equipment	23,009	(7.5%)
4. Eating & Drinking Places	22,242	(7.3%)
5. Business Services	16,030	(5.2%)
6. Wholesale Trade-Durable	11,476	(3.8%)
7. Food Stores	9,986	(3.3%)
8. Fabricated Metal Products	9,632	(3.1%)
9. General Merchandise Stores	9,128	(3.0%)
10. Rubber & Misc. Plastics	8,616	(2.8%)

By Occupation:

Manag/Prof.	96,465	(23.5%)
Tech/Sales/Admin.	124,994	(30.5%)
Service	53,034	(12.9%)
Farm/Forest/Fish	5,922	(1.5%)
Precision Prod.	50,866	(12.4%)
Oper/Fabri/Labor	78,793	(19.2%)

Total Metro Employees: 305,955
 Top 10 Total Employees: 166,321 (54.4%)

DAYTON

Largest Local Banks

Bank One (1.6 Bil)
Third National (1.2 Bil)
First National (756 Mil)

Colleges and Universities

University of Dayton (10,693)
Wright State (14,580)

Military Bases

Wright-Patterson AFB (28,521)

Unemployment

Jun 79: 6.8%
Dec 82: 12.1%
Sep 83: 9.4%
Sep 84: 7.6%
Aug 85: 6.8%
Aug 86: 6.6%
Aug 87: 5.8%

Total Full Time Students: 35,164

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Penny/Ohlman
Forest Grove
Eastpint
Willis Case

Largest Local Radio Accounts

McDonalds
Kroger
Ford Dealers
Elder-Burman Dept. Stores
Blue Cross

Source of Regional Dollars

Cleveland
Cincinnati
Columbus

80-90 Channels

None

Highest Billing Stations

1. WHIO	53,200,000
2. WTUE-F	3,100,000
3. WWSN-F	3,000,000
4. WHIO-F	2,700,000
5. WGTZ-F	2,500,000
6. WONE	1,750,000
7. WYMJ-F	1,300,000
8. WVUD-F	1,000,000
9. WING	750,000
10. WDAO	600,000

Daily Newspapers

Dayton News/Journal

<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
-----------	-----------	------------	--------------

205,000 (AD)	240,000	Cox
--------------	---------	-----

Miscellaneous Comments

Manager's Comment

"Tremendous changes...new, highly leveraged owners causing rate instability."

COMPETITIVE MEDIA

Over the Air Television

WDTN	Dayton	2	ABC	Hearst
WHIO	Dayton	7	CBS	Cox
WKEF	Dayton	22	NBC	Adams
WRGT	Dayton	45		
WPTD	Kettering	16	PBS	
WTJC	Springfield	26		

Best Restaurants

Jay's (seafood)
Pine Club (steak)
Paragon

Best Hotels

Marriott
Stouffers

NO WEATHER DATA AVAILABLE:
See Cincinnati for an approximation.

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 59,500,000	38.9	.0100
Radio	21,300,000	13.9	.0036
Newspaper	67,000,000	43.8	.0114
Outdoor	5,300,000	3.5	.0009
	<u>\$153,100,000</u>		<u>.0259</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1984	WDAO, WWSN-F	Sold to Stoner	\$ 4,000,000
1986	WING, WGTZ-F	From Great Trails to Williams	NA
1986	WONE, WTUE-F	From Group One to DKM	NA
1987	WDAO	Sold by Stoner	725,000
1987	WONE/WTUE-F	From DKM to Summit	17,000,000 (E)

NOTE: Some of these sales may not have been consummated.

DENVER

1987 ARB Rank: 23
 1987 MSA Rank: 27
 1987 ADI Rank: 19
 FM Base Value: \$9,000,000

1987 Revenue: \$59,100,000
 Rev per Share Point: \$654,485
 Population per Station: 56,007 (28)
 1987 Revenue Change: -1.8%

Manager's Market Ranking (current): 3.1
 Manager's Market Ranking (future): 4.1
 Duncan's Radio Market Grade: I B-
 Mathematical Market Grade: I C+

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	44.0	49.1	55.0	58.4	60.2	59.1						
Yearly Growth Rate (82-87): 6.2% (beginning in 1989)												
Projected Revenue Estimates:							60.0	63.7	67.7	71.9	76.3	
Revenue per Capita:	25.43	27.58	30.22	30.90	32.19	31.27						
Yearly Growth Rate (82-87): 4.3%												
Projected Revenue per Capita:							32.61	34.02	35.48	37.01	38.60	
Resulting Revenue Estimate:							62.6	66.3	70.6	75.1	79.5	
Revenue as % of Retail Sales:	.0043	.0044	.0044	.0042	.0044	.0040						
Mean % (82-87): .0040% (assigned)												
Resulting Revenue Estimate:							63.2	68.4	74.0	80.4	86.8	

MEAN REVENUE ESTIMATE:

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	1.73	1.72	1.82	1.85	1.87	1.89	1.92	1.95	1.99	2.03	2.06
Retail Sales (billions):	10.2	11.2	12.4	13.0	13.6	14.6	15.8	17.1	18.5	20.1	21.7

Below-the-Line Listening Shares: 1.5%
 Unlisted Station Listening: 8.3%
 Total Lost Listening: 9.7%
 Available Share Points: 90.3
 Number of Viable Stations: 21.5
 Mean Share Points per Station: 4.2
 Median Share Points per Station: 3.5
 Rev. per Available Share Point: \$654,485
 Estimated Rev. for Mean Station: \$2,748,837

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Slightly below normal

COMMENTS

Market reports to Miller, Kaplan...FM has a 65% revenue share...
 Managers predict 2% to 3% revenue growth in 1988...

Household Income: \$36,329
 Median Age: 30.7 years
 Median Education: 12.9 years
 Median Home Value: \$70,500
 Population Change (1986-1991): 8.9%
 Retail Sales Change (1986-1991): 48.0%
 Number of B or C FM Stations: 12 + 1 = 13
 Revenue per AQH: \$23,240
 Cable Penetration: 44%

<u>Ethnic Breakdowns (%)</u>		<u>Income Breakdowns (%)</u>	
White	86.3	<15	21.4
Black	4.5	15-30	27.6
Hispanic	9.2	30-50	28.3
Other	---	50-75	16.1
		75+	6.6

<u>Age Breakdowns (%)</u>	
12-34	25.9
25-54	55.4
55+	18.7

<u>Education Levels</u>	
Non High School Grad	18.7
High School Grad	33.6
College 1-3 years	21.8
College 4+ years	25.9

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Energy	Manville (188)	US West	Anschutz
Electronics	Coors (246)	Colorado Nat. Bancshares	Gates
Research	Cyprus Minerals (354)	First Columbia Financial	
Tourism	Storage Tech. (389)	Tele-Communications	
Food Processing		United Banks of Colorado	
Government		Western Capital Invest.	
Military			
Aerospace	<u>Other Major Corporations</u>		
	Gates Rubber		
	Norpac Exploration		
	Petro-Lewis		
	Rio Grande Industries		
	Susquehanna Corp.		

INC 500 Companies

Berger
 Computer Technology Assoc.
 Comtech Services

Employment Breakdowns

By Industry (SIC):

1. Eating & Drinking Places	58,596	(8.0%)
2. Business Services	53,101	(7.2%)
3. Health Services	49,005	(6.7%)
4. Wholesale Trade-Durable	40,030	(5.5%)
5. Special Trade Contractor	34,177	(4.7%)
6. Machinery, Except Electr.	23,474	(3.2%)
7. Food Stores	20,301	(2.8%)
8. Wholesale Trade-Nondurable	19,666	(2.7%)
9. Communication	19,254	(2.6%)
10. Miscellaneous Retail	18,505	(2.5%)

By Occupation:

Manag/Prof.	228,466	(27.9%)
Tech/Sales/Admin.	280,756	(34.3%)
Service	99,195	(12.1%)
Farm/Forest/Fish	7,851	(1.0%)
Precision Prod.	99,135	(12.1%)
Oper/Fabri/Labor	103,158	(12.6%)

DUNCAN'S RADIO MARKET GUIDE
 Copyright 1988

Total Metro Employees: 733,432
 Top 10 Total Employees: 336,109 (45.8%)

DENVER

Largest Local Banks

United Bank (2.9 Bil)
 First Interstate (2.4 Bil)
 Colorado National (1.5 Bil)
 Central Bank (1.3 Bil)

Colleges and Universities

University of Denver (7,879)
 University of Colorado-Denver (10,790)
 University of Colorado-Boulder (22,299)
 Metropolitan State (13,997)

Total Full Time Students: 51,642

Military Bases

Rocky Mountain Arsenal (252)
 Lowry AFB (10,850)
 Fitzsimmons Hosp. (1,700) ?

Unemployment

Jun 79: 5.2%
 Dec 82: 7.3%
 Sep 83: 5.2%
 Sep 84: 4.1%
 Aug 85: 4.7%
 Aug 86: 6.0%
 Aug 87: 6.0%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Barnhart
 Tracy Locke
 Karsh & Hagan
 Colle McVoy
 Snyder Reade

Largest Local Radio Accounts

Safeway
 Colorado Lottery
 Shane
 Continental Airlines

Source of Regional Dollars

Kansas City
 Salt Lake City
 Phoenix

80-90 Channels

None

Highest Billing Stations

1. KOA	\$7,300,000
2. KMJI-F/KRZN	7,200,000
3. KBCO-F	6,500,000
4. KOSI-F	4,000,000
5. KBPI-F	3,800,000
6. KHOW	3,200,000
7. KRXY A/F	3,100,000
8. KOAQ-F	3,000,000
9. KIMN	2,900,000
10. KYGO-F	2,600,000
11. KAZY-F	2,500,000
12. KNJS	2,400,000
13. KVOD-F	2,300,000
14. KLZ	2,200,000

Daily Newspapers

	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Rocky Mountain News	346,000		380,000	Scripps-Howard
Denver Post	230,000		412,000	

COMPETITIVE MEDIA

Over the Air Television

KCNC	Denver	4	NBC	GE
KDVR	Denver	31		
KMGH	Denver	7	CBS	McGraw-Hill
KRMA	Denver	6	PBS	
KUSA	Denver	9	ABC	Gannett
KWGN	Denver	2		Tribune Co.

Miscellaneous Comments

Best Restaurants

Cliff Young
 Normandy (French)
 Cafe Giovanni
 Rattlesnake Club

Best Hotels

Fairmont
 Brown Palace
 Westin

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$171,000,000	37.9	.0117
Radio	59,100,000	13.1	.0040
Newspaper	210,000,000	46.5	.0144
Outdoor	11,500,000	2.5	.0008
	\$451,600,000		.0309

WEATHER DATA

Elevation: 5283
 Annual Precipitation: 14.6 in.
 Annual Snowfall: 50.1 in.
 Average Windspeed: 9.0 (S)

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	43.5	87.4	64.0
Avg. Min. Temp.:	16.2	58.6	36.2
Average Temp.:	29.9	73.0	50.1

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	KOA, KOAQ-F	From GE to Belo	\$22,000,000
1983	KVOD-F	Sold to Henry	6,000,000
1984	KRZN (Englewood)	Sold to Duffy	1,050,000
1985	KLSC	Sold to Century	1,778,000
1985	KBVL-F (Boulder)	Sold to Sterling Rec.	4,000,000
1985	KHOW	From Metromedia to Legacy	11,000,000
1985	KPKE-F	From Doubleday to Legacy	9,000,000
1986	KEZW	From Armstrong to Westinghouse	1,300,000
1986	KPPL		735,000
1986	KLZ, KAZY-F	From Group One to DKM	NA
1987	KXKL A/F	From Great Empire to Shamrock	9,000,000
1987	KOA, KOAQ-F	From Belo to Jacor	24,000,000
1987	KADX-F (Castle Rock)	Sold to Century	1,400,000
1987	KMVP, KRXY-F	From Malrite to CC/ABC	10,700,000
1987	KPPL		275,000
1987	KBCO A/F	Sold to Noble	27,250,000
1987	KLZ/KAZY-F	From DKM to Summit	14,700,000 (E)
1987	KRZN/KMJI-F	From Duffy to Genesis	29,000,000 (E)

NOTE: Some of these sales may not have been consummated.

DES MOINES

1987 ARB Rank: 110
 1987 MSA Rank: 126
 1987 ADI Rank: 70
 FM Base Value: \$3,300,000

1987 Revenue: \$11,700,000
 Rev per Share Point: \$127,036
 Population per Station: 22,764 (14)
 1987 Revenue Change: 2.6%

Manager's Market Ranking (current): 2.4
 Manager's Market Ranking (future): 2.9
 Duncan's Radio Market Grade: III C+
 Mathematical Market Grade: III C

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	10.3	10.7	11.4	11.8	11.4	11.7						
Yearly Growth Rate (82-87):	2.6% (assigned rate of 4.2%)											
Projected Revenue Estimates:							12.2	12.7	13.2	13.8	14.4	
Revenue per Capita:	27.32	28.08	30.00	30.89	29.53	30.15						
Yearly Growth Rate (82-87):	2.1%											
Projected Revenue per Capita:							30.78	31.43	32.09	32.76	33.45	
Resulting Revenue Estimate:							12.0	12.3	12.7	13.0	13.4	
Revenue as % of Retail Sales:	.0052	.0047	.0049	.0045	.0044	.0042						
Mean % (82-87):	.0042% (assigned)											
Resulting Revenue Estimate:							12.6	13.4	14.7	15.5	16.8	
MEAN REVENUE ESTIMATE:							<u>12.3</u>	<u>12.8</u>	<u>13.5</u>	<u>14.1</u>	<u>14.9</u>	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.377	.381	.380	.384	.386	.388	.390	.392	.395	.397	.400
Retail Sales (billions):	2.0	2.2	2.3	2.4	2.59	2.8	3.0	3.2	3.5	3.70	4.0

Below-the-Line Listening Shares: 0 %
 Unlisted Station Listening: 7.9%
 Total Lost Listening: 7.9%
 Available Share Points: 92.1
 Number of Viable Stations: 11
 Mean Share Points per Station: 8.4
 Median Share Points per Station: 7.1
 Rev. per Available Share Point: \$127,036
 Estimated Rev. for Mean Station: \$1,067,101

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Slightly below normal

COMMENTS

Managers predict a 3% to 5% increase in 1988...Market reports to Hungerford...

Household Income: \$33,588
 Median Age: 31.7 years
 Median Education: 12.6 years
 Median Home Value: \$47,900
 Population Change (1986-1991): 2.8%
 Retail Sales Change (1986-1991): 42.9%
 Number of B or C FM Stations: 5 + 2 = 7
 Revenue per AQH: \$24,426
 Cable Penetration: 48%

<u>Ethnic Breakdowns (%)</u>		<u>Income Breakdowns (%)</u>		<u>Age Breakdowns (%)</u>		<u>Education Levels</u>
White	94.3	<15	26.2	12-34	25.6	Non High School
Black	3.8	15-30	29.8	25-54	50.3	Grad 21.5
Hispanic	1.3	30-50	28.2	55+	24.1	High School
Other	0.6	50-75	11.9			Grad 43.5
		75+	3.9			

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years
17.1
 College 4+ years
18.2

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Agribusiness	Meredith (453)		
Insurance			
Food Processing	<u>Other Major Corporations</u>		
Appliances	Dial Corp.		
Tires and Inner Tubes	Massey-Ferbuson		
	AID Insurance		
	Employee Mutual Ins.		

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Insurance Carriers	16,095	(10.1%)
2. Health Services	14,218	(8.9%)
3. Eating & Drinking Places	10,129	(6.3%)
4. Wholesale Trade-Durable	8,022	(5.0%)
5. Business Services	7,939	(5.0%)
6. Printing & Publishing	6,421	(4.0%)
7. Wholesale Trade-Nondurable	5,901	(3.7%)
8. Trucking & Warehousing	5,509	(3.4%)
9. Food Stores	4,973	(3.1%)
10. General Merchandise Stores	4,384	(2.7%)

Total Metro Employees: 159,683
 Top 10 Total Employees: 83,591 (52.3%)

By Occupation:

Manag/Prof.	44,489	(24.5%)
Tech/Sales/Admin. Service	65,775	(36.1%)
Service	23,151	(12.8%)
Farm/Forest/Fish	3,484	(1.9%)
Precision Prod.	19,297	(10.6%)
Oper/Fabri/Labor	25,637	(14.1%)

DES MOINES

Largest Local Banks

Norwest Bank (1.4 Bil)
 Bankers Trust (521 Mil)
 First Interstate (372 Mil)
 Valley National (306 Mil)

Colleges and Universities

Drake (5,300)

Total Full Time Students: 11,795

Military Bases

Ft. Des Moines (180)

Unemployment

Jun 79: 3.2%
 Dec 82: 7.6%
 Sep 83: 6.4%
 Sep 84: 4.8%
 Aug 85: 5.9%
 Aug 86: 5.6%
 Aug 87: 4.6%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

CMF & Z
 Lessing Flynn
 LaGrave
 Flynn Wright

Largest Local Radio Accounts

Pidgeons Furniture
 World Radio
 Coke & Pepsi
 Younkers Dept. Store

Source of Regional Dollars

Minneapolis
 Chicago
 Kansas City

80-90 Channels

107.5 Des Moines
 (Class C2)

Highest Billing Stations

1. WHO \$3,300,000
 2. KGGO-F 2,000,000
 3. KLYF-F 1,300,000
 4. KRNQ-F 1,100,000
 5. KSO 900,000
 6. KJJY-F 750,000
 7. KIOA 700,000
 8. KRNT 500,000
 9.
 10.

Daily Newspapers

Des Moines Register

AM

216,700

PM

364,400

SUN

Owner

Gannett

Miscellaneous Comments

DFS Test Market

COMPETITIVE MEDIA

Over the Air Television

KBTB	Des Moines	69		
KCCI	Des Moines	8	CBS	H & C
KDIN	Des Moines	11	PBS	
KDSM	Des Moines	17		Duchossois
WHO	Des Moines	13	NBC	Palmer
WOI	Ames	5	ABC	Iowa State University

Best Restaurants

Guidos (Italian)
 Metz (continental)
 Wall Street (steak)
 Quenelles

Best Hotels

Marriott
 Savery

WEATHER DATA

Elevation: 938
 Annual Precipitation: 31.5 in.
 Annual Snowfall: 33.2 in.
 Average Windspeed: 11.1 (NW)

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$31,700,000	37.6	.0113
Radio	11,700,000	13.9	.0042
Newspaper	37,800,000	44.8	.0135
Outdoor	3,100,000	3.7	.0011
	<u>\$84,300,000</u>		<u>.0301</u>

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	27.5	84.9	58.3
Avg. Min. Temp.:	11.3	65.3	39.7
Average Temp.:	19.4	75.1	49.0

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1986 KMRV From Enoch to Fuller-Jeffrey \$300,000

NOTE: Some of these sales may not have been consummated.

DETROIT

1987 ARB Rank: 6
 1987 MSA Rank: 5
 1987 ADI Rank: 7
 FM Base Value: 57,800,000

1987 Revenue: \$96,000,000
 Rev per Share Point: \$1,122,807
 Population per Station: 132,337 (27)
 1987 Revenue Change: 5.1%

Manager's Market Ranking (current): 3.5
 Manager's Market Ranking (future): 3.7
 Duncan's Radio Market Grade: I B-
 Mathematical Market Grade: I B-

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92	
Duncan Revenue Est.:	61.7	66.2	74.9	82.8	91.3	96.0						
Yearly Growth Rate (82-87):	9.3% (6.6% growth rate assigned)											
Projected Revenue Estimates:							102.3	109.1	116.3	124.0	132.1	
Revenue per Capita:	13.35	14.36	16.18	17.88	19.72	20.69						
Yearly Growth Rate (82-87):	9.2% (7.5% growth rate assigned)											
Projected Revenue per Capita:							22.24	23.91	25.70	27.63	29.70	
Resulting Revenue Estimate:							103.4	111.4	120.0	129.3	139.2	
Revenue as % of Retail Sales:	.0027	.0027	.0030	.0030	.0032	.0031						
Mean % (82-87):	.0031% (assigned)											
Resulting Revenue Estimate:							103.8	111.6	121.8	131.8	139.2	
MEAN REVENUE ESTIMATE:							103.2	110.7	119.4	128.4	136.8	

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	4.62	4.61	4.63	4.63	4.63	4.64	4.65	4.66	4.67	4.68	4.69
Retail Sales (billions):	23.2	24.3	25.1	28.1	28.8	31.1	33.5	36.0	39.3	42.5	44.9

Below-the-Line Listening Shares: 6.6%
 Unlisted Station Listening: 7.9%
 Total Lost Listening: 14.5%
 Available Share Points: 85.5
 Number of Viable Stations: 22
 Mean Share Points per Station: 3.9
 Median Share Points per Station: 3.89
 Rev. per Available Share Point: \$1,122,807
 Estimated Rev. for Mean Station: \$4,378,947

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Managers predict a 4% to 6% increase in 1988...Market reports to Price Waterhouse...

Household Income: \$35,744
 Median Age: 31.7 years
 Median Education: 12.5 years
 Median Home Value: \$42,900
 Population Change (1986-1991): 1.2%
 Retail Sales Change (1986-1991): 40.5%
 Number of B or C FM Stations: 18 + 1 = 19
 Revenue per AQH: \$16,241
 Cable Penetration: 40%

	Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels		
White	78.7	<15	26.4	12-34	26.1	Non High School
Black	19.4	15-30	26.0	25-54	49.9	Grad 33.0
Hispanic	1.6	30-50	28.0	55+	24.0	
Other	0.3	50-75	14.5			High School
		75+	5.1			Grad 37.0

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years
16.0
 College 4+ years
14.0

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Automobile	General Motors (1)	Comerica	Stroh Brewery
Machinery	Ford (3)	Detroit Edison	Barton-Malow
Steel	Chrysler (11)	First Federal of Mich.	Guardian Industries
Machine Tools	Unisys (46)	K-Mart	Taubman Investment
Chemicals	Fruehauf (143)	Manufacturers National	Walbridge, Aldinger
Gas Transmission and Distribution	Masco (230)	NBD Bancorp	McLouth Steel Products
	Federal-Mogul (320)		Jeruis B. Webb
	Thorn Apple Valley (415)		Lamb Technicon
	Michigan Milk Prod. Assoc. (494)		

INC 500 Companies

Employment Breakdowns

Ghafari Associates
 Contract Professionals
 Code-Alarm
 Holton Erectors
 O/E Automation
 American Farm Products
 American Business Computer
 ParaData Computer Networks
 Network Data Systems
 Novatron
 Analytical Technologies

By Industry (SIC):

1. Health Services	140,382	(10.7%)
2. Transportation Equipment	109,799	(8.4%)
3. Eating & Drinking Places	97,713	(7.5%)
4. Business Services	79,871	(6.1%)
5. Machinery, Except Electr.	68,221	(5.2%)
6. Fabricated Metal Products	60,290	(4.6%)
7. Wholesale Trade-Durable	60,268	(4.6%)
8. Food Stores	37,578	(2.9%)
9. Miscellaneous Retail	34,022	(2.6%)
10. General Merchandise Stores	32,436	(2.5%)

By Occupation:

Manag/Prof.	406,723	(22.3%)
Tech/Sales/Admin.	563,168	(30.9%)
Service	249,402	(13.6%)
Farm/Forest/Fish	11,072	(0.6%)
Precision Prod.	238,650	(13.1%)
Oper/Fabri/Labor	355,740	(19.5%)

Total Metro Employees: 1,309,959
 Top 10 Total Employees: 720,580 (55.0%)

DETROIT

Largest Local Banks

National Bank of Detroit (13.0 Bil)
Comerica (7.3 Bil)
Manufacturers Nat. (6.1 Bil)
Michigan Nat. (2.1 Bil)
First of America (1.1 Bil)

Colleges and Universities

University of Detroit (5,820)
Wayne State (29,070)
Detroit College of Business (3,318)
Lawrence Institute of Tech (6,121)
Oakland (11,935)

Military Bases

Selfridge ANGB (1,302)

Unemployment

Jun 79: 7.1%
Dec 82: 17.8%
Sep 83: 13.8%
Sep 84: 11.4%
Aug 85: 9.6%
Aug 86: 7.6%
Aug 87: 8.5%

Total Full Time Students: 68,658

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>
WB Doner	Highland Appliance	Cleveland	None	1. WJR \$18,600,000
Ross Roy	McDonalds	Chicago		2. WWJ 9,600,000
Yaffe Berline	ABC Warehouse	New York		3. WJLB-F 8,500,000
Mars	Budweiser			4. WCZY-F 7,600,000
	Pepsi			5. WOMC-F 6,000,000
	Art Van Furniture			6. WNIC-F 5,500,000
				7. WWW-F/WCXI 5,300,000
				8. WLLZ-F 5,200,000
				9. WJOI-F 5,000,000
				10. WRIF-F 4,000,000
				11. WXYT 3,600,000
				12. WHYT-F 3,500,000
				13. WLTJ-F 3,000,000
				14. WCSX-F 2,700,000
				15. WKSG-F 2,600,000
				16. WDTX-F 2,300,000

<u>Daily Newspapers</u>	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Detroit News	678,400		839,300	Gannett
Detroit Free Press	639,700		724,300	Knight-Ridder

COMPETITIVE MEDIA

Over the Air Television

CBET	Windsor, ONT	9	CBC	CBC
WDIV	Detroit	4	NBC	Post-Newsweek
WGPR	Detroit	62		
WJBK	Detroit	2	CBS	Gillett
WKBD	Detroit	50		Cox
WTVS	Detroit	56	PBS	
WXON	Detroit	20		
WXYZ	Detroit	7	ABC	Scripps-Howard
WIHT	Ann Arbor	31		Tempo

Miscellaneous Comments

Best Restaurants

London Chopp House (steak)
Joe Muir's (seafood)
Golden Mushroom
Van Dyke Place (steak)

Best Hotels

Omni International
St. Regis
Hilton (Novi & Northfield)
Pontchartrain
Berkshire

WEATHER DATA

Elevation: 619
Annual Precipitation: 31.5 in.
Annual Snowfall: 31.7 in.
Average Windspeed: 10.2 (SW)

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>	
Television	\$238,000,000	36.6	.0077				
Radio	96,000,000	14.8	.0031				
Newspaper	280,900,000	43.2	.0090				
Outdoor	35,400,000	5.4	.0011				
	\$650,300,000		.0209				
				Avg. Max. Temp.:	31.7	83.1	58.3
				Avg. Min. Temp.:	19.2	63.4	41.4
				Average Temp.:	25.5	73.3	49.9

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1984	WXYT	From ABC to Fritz	\$ 3,000,000
1985	WNIC A/F	From Josephson to Price	19,000,000
1985	WDTX-F	From Liggett to Metropolis	5,540,000
1985	WQRS-F	From Outlet to Tanger	5,075,000
1985	WRIF-F	Sold by Cap Cities/ABC	14,000,000
1985	WLLZ-F	From Doubleday to Legacy	9,000,000
1985	WLTJ-F	From Amaturto to Keymarket	NA
1985	WWJ, WJOI-F	Sold by Detroit News	38,510,000
1986	WOMC-F	From Metromedia to Metropolitan	16,000,000 (E)
1986	WNTM-F	From Golden West to Fritz	7,700,000 (E)
1986	WCXI	From Golden West to Shamrock	2,600,000 (E)
1987	WMTG, WNIC-F	From Price to Fairfield	NA
1987	WCZY A/F	From Gannett to Dorton	2,750,000
1987	WCZY-AM	Sold to Sat. Music	15,000,000
1987	WKSG-F	From Inner City to Ragan Henry	6,750,000
1987	WRIF-F	Sold to Taft	17,000,000

NOTE: Some of these sales may not have been consummated.

DULUTH

1987 ARB Rank: 146
 1987 MSA Rank: 180
 1987 ADI Rank: 125
 FM Base Value: \$1,100,000

1987 Revenue: \$5,900,000
 Rev per Share Point: \$64,551
 Population per Station: 11,232 (19)
 1987 Revenue Change: 1.7%

Manager's Market Ranking (current): 1.9
 Manager's Market Ranking (future): 2.8
 Duncan's Radio Market Grade: NA
 Mathematical Market Grade: IV D

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	5.1	5.2	5.4	5.6	5.8	5.9					
Yearly Growth Rate (82-87): 2.9%											
Projected Revenue Estimates:							6.1	6.2	6.4	6.6	6.8
Revenue per Capita:	19.32	19.70	20.77	21.62	22.83	23.41					
Yearly Growth Rate (82-87): 4.0%											
Projected Revenue per Capita:							24.34	25.32	26.33	27.39	28.48
Resulting Revenue Estimate:							6.1	6.3	6.6	6.8	7.0
Revenue as % of Retail Sales: .0046	.0046	.0043	.0039	.0037	.0038	.0036					
Mean % (82-87): .0037% (84-87 only)											
Resulting Revenue Estimate:							6.3	6.7	7.1	7.6	7.9
<u>MEAN REVENUE ESTIMATE:</u>							<u>6.2</u>	<u>6.4</u>	<u>6.7</u>	<u>7.0</u>	<u>7.2</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.264	.264	.260	.258	.254	.252	.251	.250	.249	.248	.247
Retail Sales (billions):	1.2	1.3	1.4	1.49	1.52	1.63	1.71	1.81	1.92	2.05	2.14

Below-the-Line Listening Shares: 0 %
 Unlisted Station Listening: 8.6%
 Total Lost Listening: 8.6%
 Available Share Points: 91.4
 Number of Viable Stations: 12.5
 Mean Share Points per Station: 7.3
 Median Share Points per Station: 7.3
 Rev. per Available Share Point: \$64,551
 Estimated Rev. for Mean Station: \$471,225

Confidence Levels

1987 Revenue Estimates: Below normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Managers predict 3% to 4% revenue growth in 1988...Market revenue includes Virginia, Hibbing and Eveleth stations...

Household Income: \$29,753
 Median Age: 32.6 years
 Median Education: 12.5 years
 Median Home Value: \$37,600
 Population Change (1986-1991): -2.4%
 Retail Sales Change (1986-1991): 35.5%
 Number of B or C FM Stations: 7
 Revenue per AQH: \$19,032
 Cable Penetration: 45%

<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
White 97.7	<15 32.7	12-34 26.0	Non High School
Black 0.4	15-30 28.4	25-54 44.6	Grad 28.4
Hispanic 0.4	30-50 28.4	55+ 29.4	High School
Other 1.5	50-75 8.6		Grad 40.5
	75+ 1.9		College 1-3 years
			16.8
			College 4+ years
			14.3

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Mining		Minnesota Power	
Fishing			
Food Products			
Lumber			

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	9,053	(14.5%)
2. Eating & Drinking Places	6,062	(9.7%)
3. Metal Mining	5,638	(9.1%)
4. Food Stores	2,597	(4.2%)
5. Miscellaneous Retail	2,435	(3.9%)
6. General Merchandise Stores	2,163	(3.5%)
7. Social Services	2,134	(3.4%)
8. Wholesale Trade-Durable	2,102	(3.4%)
9. Membership Organizations	1,835	(2.9%)
10. Automotive Dealers	1,801	(2.9%)

Total Metro Employees: 62,274
 Top 10 Total Employees: 35,820 (57.5%)

By Occupation:

Manag/Prof.	22,565	(21.3%)
Tech/Sales/Admin.	28,977	(27.4%)
Service	17,949	(16.9%)
Farm/Forest/Fish	1,131	(1.1%)
Precision Prod.	16,287	(15.3%)
Oper/Fabri/Labor	19,016	(18.0%)

DULUTH

Largest Local Banks

First Bank (361 Mil)
Norwest Bank (254 Mil)

Colleges and Universities

University of Minnesota-Duluth (11,562)
University of Wisconsin-Superior (2,322)

Military Bases

Unemployment

Jun 79: NA
Dec 82: 19.9%
Sep 83: 17.8%
Sep 84: 12.4%
Aug 85: 8.0%
Aug 86: 7.6%
Aug 87: 7.9%

Total Full Time Students: 11,573

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

H.T. Klatzky
Von Goertz
Westmoreland

Largest Local Radio Accounts

Glass Block Dept.
Coca Cola
Larson Chevy
St. Louis County Federal

Source of Regional Dollars

Minneapolis
Milwaukee

80-90 Channels

101.7 Duluth

Highest Billing Stations

1. NO RELIABLE
2. ESTIMATES AVAILABLE
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Daily Newspapers

	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Duluth News Tribune & Herald	62,200		82,900	Knight-Ridder

Miscellaneous Comments

Best Restaurants

Pickwick (steak)
Chinese Lantern
Porter
Grandma's (light)

Best Hotels

Radisson
Fitzgers Inn
Holiday Inn

COMPETITIVE MEDIA

Over the Air Television

KBJR	Superior	6	NBC	
KDLH	Duluth	3	CBS	
WDIO	Duluth	10	ABC	Hubbard
WDSE	Duluth	8	PBS	

WEATHER DATA

Elevation: 1428
Annual Precipitation: 28.4 in.
Annual Snowfall: 78.7 in.
Average Windspeed: 11.5 (NW)

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$11,600,000	34.4	.0071
Radio	5,900,000	17.5	.0035
Newspaper	15,000,000	44.5	.0092
Outdoor	1,200,000	3.6	.0007
	<u>\$33,700,000</u>		<u>.0206</u>

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	17.6	76.4	48.1
Avg. Min. Temp.:	-0.6	54.7	29.1
Average Temp.:	8.5	65.6	28.6

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1984	WDSM, KZIO-F	Sold by Ridder	\$1,300,000
1984	WEBC, WAVC-F	From Midwest to Brill	2,000,000
1986	WKKQ, WTBX-F (Hibbing)	Sold to D.E. Wright	1,100,000
1986	KBXT		111,000
1987	KDAL A/F	Sold by Duchossois	2,000,000

NOTE: Some of these sales may not have been consummated.

EL PASO

1987 ARB Rank: 79
 1987 MSA Rank: 38
 1987 ADI Rank: 103
 FM Base Value: \$1,100,000

1987 Revenue: \$11,500,000
 Rev per Share Point: \$127,777
 Population per Station: 23,850 (18)
 1987 Revenue Change: -2.5%

Manager's Market Ranking (current): 2.3
 Manager's Market Ranking (future): 2.9
 Duncan's Radio Market Grade: II D-
 Mathematical Market Grade: II D-

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	8.7	9.4	10.0	11.0	11.8	11.5					
Yearly Growth Rate (82-87): 5.8%											
Projected Revenue Estimates:							12.2	12.9	13.6	14.4	15.2
Revenue per Capita:	16.63	17.64	18.59	20.04	21.19	20.28					
Yearly Growth Rate (82-87): 4.1%											
Projected Revenue per Capita:							21.11	21.98	22.88	23.82	24.79
Resulting Revenue Estimate:							12.2	12.9	13.6	14.5	15.3
Revenue as % of Retail Sales:	.0039	.0039	.0043	.0042	.0047	.0043					
Mean % (82-87): .0041%											
Resulting Revenue Estimate:							11.9	12.3	12.7	13.7	14.0
<u>MEAN REVENUE ESTIMATE:</u>							<u>12.1</u>	<u>12.7</u>	<u>13.3</u>	<u>14.2</u>	<u>14.6</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.523	.533	.538	.546	.557	.567	.576	.585	.596	.608	.616
Retail Sales (billions):	2.2	2.3	2.3	2.4	2.47	2.7	2.9	3.0	3.1	3.34	3.4
Below-the-Line Listening Shares:	3.2%										
Unlisted Station Listening:	6.8%										
Total Lost Listening:	10.0%										
Available Share Points:	90.0										
Number of Viable Stations:	14										
Mean Share Points per Station:	6.4										
Median Share Points per Station:	5.4										
Rev. per Available Share Point:	\$127,777										
Estimated Rev. for Mean Station:	\$817,777										

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Market reports revenue to Peat Marwick...Managers predict a 3% to 5% increase in 1988...

Household Income: \$28,241
 Median Age: 27.3 years
 Median Education: 12.3 years
 Median Home Value: \$39,900
 Population Change (1986-1991): 9.1%
 Retail Sales Change (1986-1991): 35.3%
 Number of B or C FM Stations: 9
 Revenue per AQH: \$15,192
 Cable Penetration: 49%

Ethnic Breakdowns (%)

White 28.1
 Black 4.2
 Hispanic 67.7
 Other ---

Income Breakdowns (%)

<15 34.5
 15-30 31.4
 30-50 20.9
 50-75 9.3
 75+ 3.9

Age Breakdowns (%)

12-34 31.6
 25-54 50.2
 55+ 18.2

Education Levels

Non High School
 Grad 40.5
 High School
 Grad 29.1

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 16.4
 College 4+ years 14.0

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Agribusiness
 Military
 Mining, Smelting
 Clothing

El Paso Electric

Other Major Corporations

BTK Industries
 Dorsar Industries
 Crinco Investments

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Apparel & Other Textile	14,542	(11.2%)
2. Eating & Drinking Places	9,896	(7.6%)
3. Health Services	8,420	(6.5%)
4. Special Trade Contractor	6,709	(5.2%)
5. Wholesale Trade-Durable	6,274	(4.8%)
6. Business Services	5,718	(4.4%)
7. General Merchandise Stores	4,317	(3.3%)
8. Food Stores	4,250	(3.3%)
9. Automotive Dealers	3,798	(2.9%)
10. Wholesale Trade-Nondurable	3,721	(2.9%)

Total Metro Employees: 129,734
 Top 10 Total Employees: 67,645 (52.1%)

By Occupation:

Manag/Prof.	36,696	(21.9%)
Tech/Sales/Admin. Service	52,772	(31.6%)
Service	22,078	(13.2%)
Farm/Forest/Fish	1,857	(1.1%)
Precision Prod.	20,827	(12.4%)
Oper/Fabri/Labor	33,114	(19.8%)

EL PASO

Largest Local Banks

M Bank (947 Mil)
 Texas Commerce (833 Mil)
 First City Nat. (370 Mil)
 American (162 Mil)
 Interfirst (196 Mil)

Colleges and Universities

University of Texas-El Paso (15,322)

 Total Full Time Students: 15,397

Military Bases

Ft. Bliss (21,712)

Unemployment

Jun 79: 9.0%
 Dec 82: 11.4%
 Sep 83: 10.8%
 Sep 84: 9.7%
 Aug 85: 11.9%
 Aug 86: 11.6%
 Aug 87: 10.5%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Mithoff
 Laster-Miller
 Emery
 Sanders, Wingo

Largest Local Radio Accounts

Safeway
 Rudolph Chevy
 Mervyn's Dept. Store
 Casa Ford

Source of Regional Dollars

Dallas
 Los Angeles
 Albuquerque

80-90 Channels

None

Highest Billing Stations

1. KHEY A/F \$3,000,000
2. KEZB A/F 1,700,000
3. KAMA 1,600,000
4. KLAQ-F 1,300,000
5. KAMZ-F 1,200,000
6. KBNA A/F 900,000
7. KTSM-F 750,000
- 8.
- 9.
- 10.

Daily Newspapers

	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
El Paso Times	59,300		94,300	Gannett
El Paso Herald-Post		31,200		Scripps-Howard

COMPETITIVE MEDIA

Over the Air Television

KCIK	El Paso	14		
KCOS	El Paso	13	PBS	
KDBC	El Paso	4	CBS	
KINT	El Paso	26		
KTSM	El Paso	9	NBC	
KVIA	El Paso	7	ABC	Marsh

Miscellaneous Comments

Best Restaurants

Great American (steak)
 Chaplins (seafood)
 Forti's (Mexican)
 Dome Grill

Best Hotels

Marriott
 Westin del Norte

WEATHER DATA

Elevation: 3918
 Annual Precipitation: 8.5 in.
 Annual Snowfall: 4.4 in.
 Average Windspeed: 9.6 (N)

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$26,700,000	37.1	.0099
Radio	11,500,000	16.0	.0043
Newspaper	31,400,000	43.6	.0116
Outdoor	2,400,000	3.3	.0009
	<u>\$72,000,000</u>		<u>.0267</u>

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	57.0	94.6	77.2
Avg. Min. Temp.:	30.2	69.9	49.5
Average Temp.:	43.6	82.3	63.4

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	KEZB-F		\$1,200,000
1983	KALY, KLTO-F		NA
1983	KEZB	Sold by Henson	350,000
1984	KELP		590,000
1984	KROD, KLAQ-F	Sold by Rex	2,525,000
1984	KLOZ-F	From Henson to Sherman	1,500,000
1984	KALY		795,000
1985	KLTO-F	Sold to Jim Ray	1,750,000
1985	KDXX, KBNA-F	From Greenfield to Tichenor	1,300,000
1986	KLOZ-F	Sold by Sherman	1,250,000
1986	KFIM-F		1,000,000
1986	KAMA, KAMZ-F	Sold to Holder	7,000,000 (E)
1987	KEZB A/F		5,500,000
1987	KALY		450,000

NOTE: Some of these sales may not have been consummated.

DUNCAN'S RADIO MARKET GUIDE

Copyright 1988

ERIE

1987 ARB Rank: 136
 1997 MSA Rank: 157
 1987 ADI Rank: 141
 FM Base Value: \$2,400,000

1987 Revenue: \$5,200,000
 Rev per Share Point: \$65,409
 Population per Station: 23,460 (10)
 1987 Revenue Change: 4.0%

Manager's Market Ranking (current): 4.5
 Manager's Market Ranking (future): 4.5
 Duncan's Radio Market Grade: NA
 Mathematical Market Grade: IV C

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	3.8	4.0	4.3	4.6	5.0	5.2					
Yearly Growth Rate (82-87): 6.5%											
Projected Revenue Estimates:							5.4	5.8	6.2	6.6	6.9
Revenue per Capita:	13.52	14.04	15.03	16.03	17.73	18.44					
Yearly Growth Rate (82-87): 6.4%											
Projected Revenue per Capita:							19.62	20.88	22.21	23.63	25.15
Resulting Revenue Estimate:							5.5	5.9	6.2	6.6	7.1
Revenue as % of Retail Sales:	.0031	.0031	.0031	.0031	.0031	.0032					
Mean % (82-87): .00312%											
Resulting Revenue Estimate:							5.3	5.6	5.9	6.4	6.9
MEAN REVENUE ESTIMATE:							<u>5.4</u>	<u>5.7</u>	<u>6.1</u>	<u>6.5</u>	<u>7.0</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.281	.285	.286	.285	.282	.282	.282	.281	.281	.281	.281
Retail Sales (billions):	1.2	1.3	1.37	1.43	1.50	1.6	1.7	1.8	1.9	2.06	2.2
Below-the-Line Listening Shares:	6.4%										
Unlisted Station Listening:	14.1%										
Total Lost Listening:	20.5%										
Available Share Points:	79.5										
Number of Viable Stations:	7										
Mean Share Points per Station:	11.4										
Median Share Points per Station:	8.1										
Rev. per Available Share Point:	\$65,409										
Estimated Rev. for Mean Station:	\$745,660										

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Managers predict a 4% to 5% increase in 1988...

Household Income: \$31,386
 Median Age: 31.7 years
 Median Education: 12.4 years
 Median Home Value: \$40,600
 Population Change (1986-1991): -0.4%
 Retail Sales Change (1986-1991): 37.3%
 Number of B or C FM Stations: 2 + 2 = 4
 Revenue per AQH: \$15,854
 Cable Penetration: 61%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 94.9	<15 28.3	12-34 27.0	Non High School
Black 4.3	15-30 31.4	25-54 46.2	Grad 30.1
Hispanic 0.6	30-50 27.1	55+ 26.8	
Other 0.2	50-75 10.1		High School
	75+ 3.1		Grad 45.0

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 11.7
 College 4+ years 13.2

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Metal Mfg.
 Plastics
 Paper
 Railroad Equip.

American Sterilizer

Other Major Corporations

Zern Industries
 Lora Corp.
 Tannetics
 American Sterilizer

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Transportation Equipment	9,457	(9.9%)
2. Health Services	8,932	(9.4%)
3. Eating & Drinking Places	5,581	(5.9%)
4. Fabricated Metal Products	5,259	(5.5%)
5. Machinery, Except Electr.	4,231	(4.4%)
6. Rubber & Misc. Plastics	3,808	(4.0%)
7. Food Stores	3,470	(3.6%)
8. Electric & Electronic Eq.	3,188	(3.3%)
9. Educational Services	2,859	(3.0%)
10. Wholesale Trade-Durable	2,806	(2.9%)

By Occupation:

Manag/Prof.	23,344	(19.9%)
Tech/Sales/Admin. Service	33,347	(28.4%)
Farm/Forest/Fish	1,770	(1.5%)
Precision Prod.	16,482	(14.0%)
Oper/Fabri/Labor	27,182	(23.2%)

Total Metro Employees: 95,317
 Top 10 Total Employees: 49,591 (52.0%)

ERIE

Largest Local Banks

Pennbank (969 Mil)

Colleges and Universities

Gannon (4,185)
 Penn State-Behrend (1,989)
 Mercyhurst College (1,643)

Military Bases

Unemployment

Jun 79: 7.8%
 Dec 82: 16.3%
 Sep 83: 13.1%
 Sep 84: 8.0%
 Aug 85: NA
 Aug 86: 8.2%
 Aug 87: 6.9%

Total Full Time Students: 11,442

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Engel Tirak
 Ted Benson
 Jones Anastasi

Largest Local Radio Accounts

McDonalds
 Marine Bank
 NW Mutual Savings

Source of Regional Dollars

Cleveland
 Pittsburgh
 Buffalo

80-90 Channels

94.7 Erie
 97.9 Edinboro
 16 S. of Erie

Highest Billing Stations

1. WCKC-F	\$1,500,000
2. WXXC-F	1,450,000
3. WJET-F	900,000
4.	
5.	
6.	
7.	
8.	
9.	
10.	

Daily Newspapers

Erie News
 Erie Times
 Erie Times-News

<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
28,400			
	42,000		
		103,200	

Miscellaneous Comments

"Erie has enjoyed a good business climate, with large GE and Hammermill payrolls and a lot of small industries in diversified fields, such as precision tools and plastics."

- The Book of America

COMPETITIVE MEDIA

Over the Air Television

WETG	Erie	66		
WICU	Erie	12	NBC	Lamb
WJET	Erie	24	ABC	Myron Jones
WQLN	Erie	54	PBS	
WSEE	Erie	35	CBS	Price

Best Restaurants

Victor's
 Bouy (seafood)
 Micholino's (Italian)

Best Hotels

Bel Air

NO WEATHER DATA AVAILABLE:
 See Buffalo for an approximation.

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$14,000,000	35.3	.0088
Radio	5,200,000	13.1	.0032
Newspaper	19,000,000	47.9	.0119
Outdoor	1,500,000	3.8	.0009
	<u>\$39,700,000</u>		<u>.0248</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WLKK/WXKC-F	From Goldman to Penn (never completed)	\$1,500,000
1984	WRIE		490,000
1984	WLKK/WXKC-F		1,575,000
1985	WSEG-F (McKean)		850,000
1986	WRIE		355,000

NOTE: Some of these sales may not have been consummated.

EUGENE - SPRINGFIELD

Largest Local Banks

Centennial Bank (59 Mil)
Pacific Continental-Eugene (20 Mil)

Colleges and Universities

University of Oregon (15,840)

Military Bases

Unemployment

Jun 79: NA
Dec 82: 12.9%
Sep 83: 9.4%
Sep 84: 8.0%
Aug 85: 10.1%
Aug 86: 8.4%
Aug 87: 6.0%

Total Full Time Students: 17,804

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Capelli, Miles

Largest Local Radio Accounts

Romania Chevy
Rubenstein Furniture
Safeway
Bi Mart
Good Guys Stereo

Source of Regional Dollars

Portland
Seattle
San Francisco

80-90 Channels

None

Highest Billing Stations

1. KUGN-F \$1,400,000
2. KUGN 1,000,000
3. KPNW 700,000
4. KSND-F 550,000
5. KPNW-F 500,000
KZEL-F 500,000
7. KDUK-F 450,000
8.
9.
10.

Daily Newspapers

Eugene Register-Guard

AM

68,200

PM

SUN

71,400

Owner

Miscellaneous Comments

"Eugene's growth spurt may have run its course. Home of the University of Oregon, its student population has been steadily dropping, and it has been hit hard by shutdowns in the timber industry."

- The Book of America

"Eugene may be a great place to live, but not without a job. City once hostile to growth learns an economic lesson, actively seeks industry..."

- The Wall Street Journal

COMPETITIVE MEDIA

Over the Air Television

KEZI	Eugene	9	ABC	
KMTR	Eugene	16	NBC	
KVAL	Eugene	13	CBS	Eugene TV

Manager's Comment

"Only two stations make any money."

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$16,400,000	36.1	.0105
Radio	6,000,000	13.2	.0039
Newspaper	21,500,000	47.4	.0138
Outdoor	1,500,000	3.3	.0010
	<u>\$45,400,000</u>		<u>.0292</u>

Best Restaurants

Northbank
Treehouse (seafood/steaks)
Valley River Inn (steaks)

Best Hotels

Valley River Inn
Red Lion Inn
Hilton

NO WEATHER DATA AVAILABLE

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	KZAM	Sold by Empire	\$ 270,000
1983	KQAK		350,000
1983	KZEL-F		1,050,000
1984	KORE		177,000
1985	KEED/KSND-F	From Sterling to Comm. Service	1,400,000
1985	KZEL-F	Sold to Pappas	2,273,000
1986	KBMC-F		950,000
1987	KRXX		185,000
1987	KUGN A/F	Sold to Omni	4,035,000

NOTE: Some of these sales may not have been consummated.

EVANSVILLE

1987 ARB Rank: 135
 1987 MSA Rank: 156
 1987 ADI Rank: 90
 FM Base Value: \$2,600,000

1987 Revenue: \$9,300,000
 Rev per Share Point: \$108,392
 Population per Station: 26,333 (19)
 1987 Revenue Change: 4.5%

Manager's Market Ranking (current): 3.6
 Manager's Market Ranking (future): 3.8
 Duncan's Radio Market Grade: NA
 Mathematical Market Grade: IV A-

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	6.5	6.9	7.7	8.4	8.9	9.3					
Yearly Growth Rate (82-87): 7.5% (assigned rate of 6.0%)											
Projected Revenue Estimates:							9.7	10.3	10.9	11.6	12.2
Revenue per Capita:	23.05	24.38	27.11	29.47	31.23	32.52					
Yearly Growth Rate (82-87): 7.1%											
Projected Revenue per Capita:							34.83	37.30	39.95	42.79	45.82
Resulting Revenue Estimate:							9.9	10.7	11.5	12.4	13.3
Revenue as % of Retail Sales:	.0043	.0043	.0044	.0044	.0046	.0044					
Mean % (82-87): .0044%											
Resulting Revenue Estimate:							10.1	10.6	11.4	12.2	12.8
<u>MEAN REVENUE ESTIMATE:</u>							<u>9.9</u>	<u>10.5</u>	<u>11.3</u>	<u>12.1</u>	<u>12.8</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.282	.283	.284	.285	.285	.286	.286	.287	.288	.289	.290
Retail Sales (billions):	1.5	1.6	1.8	1.86	1.92	2.1	2.3	2.4	2.6	2.77	2.9

Below-the-Line Listening Shares: 5.9%
 Unlisted Station Listening: 8.3%
 Total Lost Listening: 14.2%
 Available Share Points: 85.8
 Number of Viable Stations: 7.5
 Mean Share Points per Station: 11.4
 Median Share Points per Station: 9.7
 Rev. per Available Share Point: \$108,392
 Estimated Rev. for Mean Station: \$1,235,664

Confidence Levels

1987 Revenue Estimates: Slightly below normal
 1988-1992 Revenue Projections: Slightly below normal

COMMENTS

Managers predict a 4% to 5% growth rate in 1988...

Household Income: \$31,544
 Median Age: 32.8 years
 Median Education: 12.4 years
 Median Home Value: \$39,900
 Population Change (1986-1991): 1.4%
 Retail Sales Change (1986-1991): 44.6%
 Number of B or C FM Stations: 5
 Revenue per AQH: \$27,273
 Cable Penetration: 50%

Ethnic Breakdowns (%)

White 93.8
 Black 5.6
 Hispanic 0.5
 Other 0.1

Income Breakdowns (%)

<15 29.2
 15-30 29.1
 30-50 26.8
 50-75 10.9
 75+ 4.0

Age Breakdowns (%)

12-34 24.9
 25-54 47.9
 55+ 27.5

Education Levels

Non High School Grad 35.8
 High School Grad 39.5

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 12.6

College 4+ years 12.1

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Mining (Coal)
 Agribusiness
 Electrical Equip.
 Food Processing
 Refrigerators and Freezers

Other Major Corporations

Atlas Van Lines
 Koch Inc.

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	11,233	(10.1%)
2. Electric & Electronic Eq.	9,049	(8.2%)
3. Eating & Drinking Places	7,180	(6.5%)
4. Wholesale Trade-Durable	4,602	(4.2%)
5. Business Services	4,476	(4.0%)
6. Primary Metal Industries	4,376	(4.0%)
7. Food & Kindred Products	3,705	(3.3%)
8. Chemicals & Allied Prod.	3,517	(3.2%)
9. Rubber & Misc. Plastics	3,429	(3.1%)
10. Food Stores	2,957	(2.7%)

Total Metro Employees: 110,703
 Top 10 Total Employees: 54,524 (49.3%)

By Occupation:

Manag/Prof.	23,328	(18.9%)
Tech/Sales/Admin.	33,723	(27.4%)
Service	16,940	(13.8%)
Farm/Forest/Fish	2,451	(2.0%)
Precision Prod.	18,651	(15.1%)
Oper/Fabri/Labor	28,061	(22.8%)

EVANSVILLE

Largest Local Banks

Citizens National (714 Mil)
 Old National (761 Mil)
 National City (325 Mil)

Colleges and Universities

University of Evansville (4,208)
 University of Southern Indiana (3,848)

Military Bases

Unemployment

Jun 79: 4.7%
 Dec 82: NA
 Sep 83: 9.9%
 Sep 84: 7.6%
 Aug 85: 7.7%
 Aug 86: 5.7%
 Aug 87: 6.4%

Total Full Time Students: 6,853

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Media Mix
 BGS & L
 (None of the stations mentioned
 Keller-Crescent
 which is a huge shop)

Largest Local Radio Accounts

Old National Bank
 McDonalds
 Pepsi

Source of Regional Dollars

Indianapolis
 Louisville
 Owensboro

80-90 Channels

107.5 Evansville
 101.5 Fort Branch
 24 N. of Evansville
 106.7 Mount Vernon
 18 W. of Evansville
 106.1 Newburgh
 10 E. of Evansville

Highest Billing Stations

1. WIKY-F \$2,900,000
 2. WSTO-F 2,200,000
 3. WYNG-F 1,700,000
 4. WKDQ-F 1,100,000
 5.
 6.
 7.
 8.
 9.
 10.

Daily Newspapers

Evansville Press
 Evansville Courier

	AM	PM	SUN
Evansville Press	63,200		116,300
Evansville Courier		38,600	

Owner
 Scripps-Howard
 Scripps-Howard

Miscellaneous Comments

Best Restaurants

Haub's House (steak)
 Darryl's (steak)

Best Hotels

Riverhouse
 Executive Inn

COMPETITIVE MEDIA

Over the Air Television

Station	City	Ch	Net	Owner
WEHT	Evansville	25	CBS	Gilmore
WEVV	Evansville	44		Ralph Wilson
WFIE	Evansville	14	NBC	Cosmos
WNIN	Evansville	9	PBS	
WTVW	Evansville	7	ABC	Woods

NO WEATHER DATA AVAILABLE:
 See Louisville for an approximation.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$22,500,000	38.5	.0107
Radio	9,300,000	15.9	.0044
Newspaper	25,000,000	42.7	.0119
Outdoor	1,700,000	2.9	.0008
	<u>\$58,500,000</u>		<u>.0278</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1984	WVJS/WSTO-F (Owensboro)		\$3,000,000
1984	WSON/WKDQ-F (Henderson)	Sold to Nininger	2,625,000
1985	WGBF, WSBF-F	Sold by Vern Nolte	1,250,000
1987	WGBF A/F		750,000
1987	WYNG-F	From Beasley to Faircom	5,600,000

NOTE: Some of these sales may not have been consummated.

FARGO

1987 ARB Rank: 202
 1987 MSA Rank: 249
 1987 ADI Rank: 110
 FM Base Value: \$1,250,000

1987 Revenue: \$6,200,000
 Rev per Share Point: \$65,957
 Population per Station: 13,878 (9)
 1987 Revenue Change: 1.6%

Manager's Market Ranking (current): 2.8
 Manager's Market Ranking (future): 2.7
 Duncan's Radio Market Grade: NA
 Mathematical Market Grade: IV C-

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92	
Duncan Revenue Est.:	5.7	6.0	6.6	6.3	6.1	6.2						
Yearly Growth Rate (82-87):	Assigned rate of 4%											
Projected Revenue Estimates:							6.5	6.7	7.0	7.3	7.5	
Revenue per Capita:	39.86	41.38	45.21	42.56	40.66	41.06						
Yearly Growth Rate (82-87):	Assigned rate of 5%											
Projected Revenue per Capita:							43.11	45.26	47.53	49.91	52.40	
Resulting Revenue Estimate:							6.6	7.0	7.4	7.9	8.2	
Revenue as % of Retail Sales:	.0067	.0065	.0068	.0057	.0058	.0055						
Mean % (82-87):	.0055% (assigned)											
Resulting Revenue Estimate:							6.6	7.2	7.5	7.9	8.3	
							MEAN REVENUE ESTIMATE:					
							6.6	7.0	7.3	7.7	8.0	

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	.143	.145	.146	.148	.150	.151	.153	.154	.156	.158	.159
Retail Sales (billions):	.85	.92	.97	1.04	1.05	1.13	1.20	1.30	1.37	1.44	1.51

Below-the-Line Listening Shares: 0 %
 Unlisted Station Listening: 6.0%
 Total Lost Listening: 6.0%
 Available Share Points: 94.0
 Number of Viable Stations: 8
 Mean Share Points per Station: 11.8
 Median Share Points per Station: 11.7
 Rev. per Available Share Point: \$65,957
 Estimated Rev. for Mean Station: \$778,298

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Slightly below normal

COMMENTS

Managers predict a 2% to 3% increase in 1988...Market reports to Hungerford

Household Income: \$33,299
 Median Age: 28.9 years
 Median Education: 12.8 years
 Median Home Value: \$53,100
 Population Change (1986-1991): 5.1%
 Retail Sales Change (1986-1991): 37.5%
 Number of B or C FM Stations: 5
 Revenue per AQH: \$32,804
 Cable Penetration: 52%

Ethnic Breakdowns (%)

White	98.4
Black	0.2
Hispanic	0.6
Other	0.8

Income Breakdowns (%)

<15	27.3
15-30	29.5
30-50	27.2
50-75	11.6
75+	4.4

Age Breakdowns (%)

12-34	32.7
25-54	46.0
55+	21.3

Education Levels

Non High School	23.5
Grad	33.1

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years	22.6
College 4+ years	20.8

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Agribusiness

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	6,915	(13.4%)
2. Eating & Drinking Places	4,950	(9.6%)
3. Wholesale Trade-Durable	3,434	(6.6%)
4. Wholesale Trade-Nondurable	2,647	(5.1%)
5. Educational Services	2,068	(4.0%)
6. Insurance Carriers	1,905	(3.7%)
7. General Merchandise Stores	1,742	(3.4%)
8. Food & Kindred Products	1,693	(3.3%)
9. Special Trade Contractor	1,636	(3.2%)
10. Miscellaneous Retail	1,608	(3.1%)

By Occupation:

Manag/Prof.	15,780	(24.1%)
Tech/Sales/Admin.	21,397	(32.6%)
Service	10,546	(16.1%)
Farm/Forest/Fish	3,117	(4.8%)
Precision Prod.	6,860	(10.5%)
Oper/Fabri/Labor	7,830	(11.9%)

Total Metro Employees: 51,720
 Top 10 Total Employees: 28,598 (55.3%)

FARGO

Largest Local Banks

First Bank (275 Mil)
 Norwest Bank (184 Mil)
 Fargo National (141 Mil)
 Dakota Bank (138 Mil)

Colleges and Universities

N. Dakota State (9,998)

Total Full Time Students: 15,764

Military Bases

Unemployment

Jun 79: NA
 Dec 82: 5.6%
 Sep 83: 3.3%
 Sep 84: 3.2%
 Aug 85: 3.6%
 Aug 86: 3.3%
 Aug 87: 3.0%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

G. L. Ness
 Flint
 Multiple Media
 Promersberger

Largest Local Radio Accounts

Coca Cola & Pepsi
 Hardees
 Domino's Pizza

Source of Regional Dollars

Minneapolis

80-90 Channels

None

Highest Billing Stations

1. KFGO	\$1,700,000
2. WDAY	950,000
3. KVOX A/F	900,000
4. WDAY-F	850,000
5. KQWB-F	775,000
6. KLTA-F	600,000
7.	
8.	
9.	
10.	

Daily Newspapers

Fargo Forum

AM

55,500

PM

SUN

67,000

Owner

Miscellaneous Comments

Manager's Comment

"Fargo used to be an excellent radio market...two FM's went on air in 1984 and two more will be added in 1988...result is lower rates and deteriorating professionalism in sales and programming."

COMPETITIVE MEDIA

Over the Air Television

KFME	Fargo	13	PBS	
KTHI	Fargo	11	NBC	Morgan Murphy
KVRR	Fargo	15		
KXJB	Valley City	4	CBS	
WDAY	Fargo	6	ABC	Forum

Best Restaurants

Passages (continental)
 Grainery

Best Hotels

Radisson
 Doublewood

WEATHER DATA

Elevation: 896
 Annual Precipitation: 21.0 in.
 Annual Snowfall: 34.3 in.
 Average Windspeed: 12.7 (N)

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$14,000,000	36.6	.0124
Radio	6,200,000	16.2	.0055
Newspaper	17,000,000	44.4	.0150
Outdoor	1,100,000	2.9	.0010
	<u>\$38,300,000</u>		<u>.0339</u>

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	15.4	82.8	51.4
Avg. Min. Temp.:	-3.4	58.6	30.1
Average Temp:	5.9	70.7	40.8

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1984	KQWB A/F	From Midwest to Brill	\$5,000,000
1986	KFG0-F	Sold to Comm. Properties	1,200,000

NOTE: Some of these sales may not have been consummated.

DUNCAN'S RADIO MARKET GUIDE

Copyright 1988

FAYETTEVILLE, NC

1987 ARB Rank: 147	1987 Revenue: \$6,200,000	Manager's Market Ranking (current): 3.8
1987 MSA Rank: 166	Rev per Share Point: \$84,239	Manager's Market Ranking (future): 4.2
1987 ADI Rank: Raleigh ADI	Population per Station: 23,489 (9)	Duncan's Radio Market Grade: NA
FM Base Value: \$1,700,000	1987 Revenue Change: 8.8%	Mathematical Market Grade: IV A-

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	3.5	4.0	4.5	5.0	5.7	6.2					
Yearly Growth Rate (82-87): 13.1% (assigned rate of 8.1%)							6.7	7.2	7.8	8.5	9.2
Projected Revenue Estimates:											
Revenue per Capita:	13.67	15.33	17.11	18.87	21.59	23.22					
Yearly Growth Rate (82-87): 11.1% (assigned rate of 7.5%)							24.96	26.83	28.85	31.01	33.34
Projected Revenue per Capita:							6.7	7.2	7.8	8.5	9.2
Resulting Revenue Estimate:											
Revenue as % of Retail Sales: .0032	.0033	.0036	.0036	.0039	.0041						
Mean % (82-87): .0040% (assigned)							6.5	7.0	7.6	8.3	8.7
Resulting Revenue Estimate:											
							6.6	7.2	7.7	8.4	9.0

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.256	.261	.263	.264	.267	.267	.268	.269	.271	.273	.275
Retail Sales (billions):	1.1	1.2	1.25	1.34	1.43	1.52	1.63	1.76	1.91	2.08	2.18

Below-the-Line Listening Shares: 19.2%
 Unlisted Station Listening: 7.2%
 Total Lost Listening: 26.4%
 Available Share Points: 73.6
 Number of Viable Stations: 8
 Mean Share Points per Station: 9.2
 Median Share Points per Station: 8.2
 Rev. per Available Share Point: \$84,239
 Estimated Rev. for Mean Station: \$775,000

Confidence Levels

1987 Revenue Estimates: Below normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Managers predict a 5% to 7% revenue increase...

	<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
Household Income: \$29,826				
Median Age: 25.8 years				
Median Education: 12.5 years				
Median Home Value: \$36,700				
Population Change (1986-1991): 3.3%	White 64.4	<15 33.4	12-34 37.2	Non High School
Retail Sales Change (1986-1991): 46.1%	Black 30.2	15-30 35.2	25-54 49.9	Grad 30.4
Number of B or C FM Stations: 3 + 1 = 4	Hispanic 3.7	30-50 21.8	55+ 12.9	
Revenue per AQH: \$19,195	Other 1.7	50-75 7.3		High School
Cable Penetration: NA		75+ 2.3		Grad 36.9

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 18.5
 College 4+ years 14.2

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Poultry Packing
 Sporting Goods
 Military
 Tires and Inner Tubes

INC 500 Companies

Employment Breakdowns

Ellis-Walker Builders
 Systel Business Equipment

By Industry (SIC):

1. Eating & Drinking Places	4,782	(9.5%)
2. Rubber & Misc. Plastics	3,869	(7.7%)
3. Health Services	3,628	(7.2%)
4. General Merchandise Stores	2,281	(4.5%)
5. Food Stores	2,036	(4.1%)
6. Business Services	1,931	(3.8%)
7. Automotive Dealers	1,923	(3.8%)
8. Special Trade Contractor	1,761	(3.5%)
9. Miscellaneous Retail	1,600	(3.2%)
10. Wholesale Trade-Durable	1,565	(3.1%)

By Occupation:

Manag/Prof.	14,907	(20.7%)
Tech/Sales/Admin.	22,559	(31.2%)
Service	10,786	(15.0%)
Farm/Forest/Fish	1,170	(1.6%)
Precision Prod.	9,054	(12.5%)
Oper/Fabri/Labor	13,678	(19.0%)

Total Metro Employees: 50,264
 Top 10 Total Employees: 25,376 (50.5%)

FAYETTEVILLE, NC

Largest Local Banks

United National (5 Mil)

Colleges and Universities

Fayette State (2,679)
Fayette Tech (5,473)

Military Bases

Fort Bragg (45,845)
Pope AFB (4,230)

Unemployment

Jun 79: NA
Dec 82: NA
Sep 83: NA
Sep 84: 7.3 %
Aug 85: NA
Aug 86: 5.9 %
Aug 87: NA

Total Full Time Students: 5,871

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Largest Local Radio Accounts

Source of Regional Dollars

80-90 Channels

Highest Billing Stations

Hodges

Stereo World
Tarts TV
Hardees
McDonalds

Raleigh

106.9 St. Pauls
24 S. of Fayetteville

1. WQSM-F \$1,800,000
2. WKML-F 1,300,000
3. WZFX-F 1,250,000
4. WDKS-F 750,000
5. WFNC 700,000
6.
7.
8.
9.
10.

Daily Newspapers

AM

PM

SUN

Owner

Fayetteville Times 26,600
Fayetteville Observer 47,000
Fayetteville Observer & Times 76,200

Miscellaneous Comments

* Part of Raleigh ADI. TV estimate is Fayetteville's estimated contribution to total revenue for Raleigh ADI.

COMPETITIVE MEDIA

Over the Air Television

WFCT Fayetteville 62
WKFT Fayetteville 40 SJL

Part of Raleigh ADI

Best Restaurants

Best Hotels

The Sea
De Lafayette (French/Cajun)
Lobster House
McClures
Holiday Inn
Howard Johnsons

NO WEATHER DATA AVAILABLE:
See Raleigh for an approximation.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$ 7,500,000	21.2	.0049
Radio	6,200,000	17.5	.0041
Newspaper	20,400,000	57.6	.0134
Outdoor	1,300,000	3.7	.0009
	\$35,400,000		.0233

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1984 WFLB Sold by Gray \$ 900,000
1985 WIDO-F (Dunn) 1,200,000
1986 WFLB Sold to Resort 959,000

NOTE: Some of these sales may not have been consummated.

FLINT

1987 ARB Rank: 99
 1987 MSA Rank: 108
 1987 ADI Rank: 60 (w/Saginaw)
 FM Base Value: NM

1987 Revenue: \$9,600,000
 Rev per Share Point: \$190,476
 Population per Station: 50,186 (7)
 1987 Revenue Change: 4.3%

Manager's Market Ranking (current): 3.1
 Manager's Market Ranking (future): 3.0
 Duncan's Radio Market Grade: III C
 Mathematical Market Grade: III C-

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	6.2	6.6	7.2	8.5	9.2	9.6						
Yearly Growth Rate (82-87):	Assigned rate of 5.0%											
Projected Revenue Estimates:							10.1	10.6	11.1	11.7	12.3	
Revenue per Capita:	14.16	15.07	16.40	19.32	20.86	21.87						
Yearly Growth Rate (82-87):	Assigned rate of 7.5%											
Projected Revenue per Capita:							23.51	25.27	27.17	29.21	31.40	
Resulting Revenue Estimate:							10.3	11.0	11.8	12.6	13.4	
Revenue as % of Retail Sales:	.0026	.0028	.0029	.0030	.0031	.0030						
Mean % (82-87):	.0030% (assigned)											
Resulting Revenue Estimate:							9.9	10.5	11.1	11.6	12.0	
<u>MEAN REVENUE ESTIMATE:</u>							<u>10.2</u>	<u>10.7</u>	<u>11.3</u>	<u>12.0</u>	<u>12.6</u>	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.438	.438	.439	.440	.441	.439	.437	.435	.433	.430	.428
Retail Sales (billions):	2.4	2.4	2.5	2.78	2.98	3.2	3.3	3.5	3.7	3.87	4.0

Below-the-Line Listening Shares: 41.6%
 Unlisted Station Listening: 8.0%
 Total Lost Listening: 49.6%
 Available Share Points: 50.4
 Number of Viable Stations: 7.5
 Mean Share Points per Station: 6.7
 Median Share Points per Station: 6.3
 Rev. per Available Share Point: \$190,476
 Estimated Rev. for Mean Station: \$1,276,190

Confidence Levels

1987 Revenue Estimates: Slightly below normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Managers predict a 3% to 4% revenue increase in 1988...

Household Income: \$30,820
 Median Age: 30.0 years
 Median Education: 12.4 years
 Median Home Value: \$36,900
 Population Change (1986-1991): -2.5%
 Retail Sales Change (1986-1991): 30.1%
 Number of B or C FM Stations: 1 + 1 = 2
 Revenue per AQH: \$18,568
 Cable Penetration: 48%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 80.4	<15 29.0	12-34 23.6	Non High School
Black 17.6	15-30 29.2	25-54 50.9	Grad 32.2
Hispanic 1.7	30-50 28.7	55+ 20.5	High School
Other 0.3	50-75 11.0		Grad 40.4
	75+ 2.1		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 16.5
 College 4+ years 10.9

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Automotive
 Chemicals
 Paints, Varnishes

INC 500 Companies

Thomas Design & Engineering Services

Employment Breakdowns

By Industry (SIC):

1. Transportation Equipment	53,553	(38.9%)
2. Health Services	13,006	(9.4%)
3. Eating & Drinking Places	9,209	(6.7%)
4. Fabricated Metal Products	6,205	(4.5%)
5. General Merchandise Stores	4,301	(3.1%)
6. Automotive Dealers	3,535	(2.6%)
7. Business Services	3,510	(2.5%)
8. Wholesale Trade-Durable	3,126	(2.3%)
9. Food Stores	3,111	(2.3%)
10. Miscellaneous Retail	3,063	(2.2%)

Total Metro Employees: 137,653
 Top 10 Total Employees: 102,619 (74.5%)

By Occupation:

Manag/Prof.	30,522	(17.8%)
Tech/Sales/Admin.	44,101	(25.6%)
Service	22,738	(13.3%)
Farm/Forest/Fish	907	(0.5%)
Precision Prod.	25,642	(14.9%)
Oper/Fabri/Labor	47,893	(27.9%)

FLINT

Largest Local Banks

Citizens (1.2 Bil)
Genesee Merchants (1.1 Bil)
Michigan Nat. (324 Mil)

Colleges and Universities

University of Michigan-Flint (5,596)
General Motors Inst. (2,998)

Military Bases

Unemployment

Jun 79: 7.4%
Dec 82: 22.2%
Sep 83: 14.5%
Sep 84: 12.2%
Aug 85: 11.3%
Aug 86: 10.6%
Aug 87: 12.7%

Total Full Time Students: 9,697

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

T. S. Jenkins
Canadian American
Dallas Dort

Largest Local Radio Accounts

Source of Regional Dollars

Detroit
Grand Rapids
Lansing

80-90 Channels

None

Highest Billing Stations

1. WCRZ-F \$2,700,000
2. WDZZ-F 1,750,000
3. WWCK A/F 1,700,000
4. WTRX 1,000,000
5. WKMF 800,000
6. WFDF 500,000
7. WTAC 275,000
- 8.
- 9.
- 10.

Daily Newspapers

Flint Journal

<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
	112,200	123,800	Newhouse

Miscellaneous Comments

* Split ADI with Saginaw/Bay City. TV revenue is estimate of Flint's share. Total TV revenue for ADI is estimated at \$41,100,000.

COMPETITIVE MEDIA

Over the Air Television

WEYI	Saginaw	25	CBS	TV Partners
WFUM	Flint	28	PBS	
WJRT	Flint	12	ABC	Knight-Ridder
WSMH	Flint	66		
WAQP	Saginaw	49		
WVCI	Bay City	61		

Best Restaurants

Figlio
Floggles
Top of the Park

Best Hotels

Hyatt Regency
Hamton Inn

NO WEATHER DATA AVAILABLE:
See Detroit for an approximation.

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$23,900,000	34.1	.0075
Radio	9,600,000	13.7	.0030
Newspaper	33,400,000	47.7	.0104
Outdoor	3,100,000	4.4	.0010
	<u>570,000,000</u>		<u>.0219</u>

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WDZZ-F (72%)		\$ 500,000
1984	WKMF, WCRZ-F	Sold by Beck-Ross	NA
1984	WTRX	Sold by Mid America	1,550,000
1985	WFDF		700,000
1986	WTAC		400,000
1986	WKMF, WCRZ-F	Sold to Faircom	7,500,000

NOTE: Some of these sales may not have been consummated.

FORT WAYNE

Largest Local Banks

Summit (1.6 Bil)
 Lincoln Nat. (1.0 Bil)
 Fort Wayne Nat. (952 Mil)
 Anthony Wayne (247 Mil)

Colleges and Universities

Indiana/Purdue-Fort Wayne (10,171)
 St. Francis College (1,296)

Military Bases

Unemployment

Jun 79: 5.2%
 Dec 82: 12.1%
 Sep 83: 9.1%
 Sep 84: 6.2%
 Aug 85: 11.3%
 Aug 86: 4.8%
 Aug 87: 5.0%

Total Full Time Students: 8,269

RADIO BUSINESS INFORMATION

Heavy Agency/
Radio Users

HPN
 Caldwell Van Riper
 Saal

Largest Local
Radio Accounts

McDonalds
 Coke & Pepsi
 Scott's Foods

Source of
Regional Dollars

Indianapolis
 Detroit

80-90 Channels

92.3 Fort Wayne
 107.9 New Haven
 7 E. of Fort Wayne

Highest Billing Stations

1. WMEE-F \$3,200,000
 2. WOWO 2,300,000
 3. WADJ-F 1,800,000
 4. WEZV/WEZR-F 1,200,000
 5. WQHK 750,000
 6. WXKE-F 700,000
 7.
 8.
 9.
 10.

Daily Newspapers

Fort Wayne Journal-Gazette
 Fort Wayne News-Sentinel

AM

60,200

PM

56,600

SUN

133,900

Owner

Knight-Ridder

Miscellaneous Comments

Best Restaurants

Cafe Johnell (French)
 Casa D'Angelo

Best Hotels

Marriott
 Downtown Hilton

COMPETITIVE MEDIA

Over the Air Television

WANE	Fort Wayne	15	CBS	LIN
WFFT	Fort Wayne	55		Great Trails
WFWA	Fort Wayne	39	PBS	
WKJG	Fort Wayne	33	NBC	
WPTA	Fort Wayne	21	ABC	Pulitzer

NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$24,100,000	36.8	.0100
Radio	10,900,000	16.6	.0045
Newspaper	29,000,000	44.3	.0121
Outdoor	1,500,000	2.3	.0007
	<u>\$65,500,000</u>		<u>.0273</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1984	WZRQ-F (Columbia City)	\$ 489,000
1985	WIOE-F (Huntington)	Sold to Price Comm. 250,000
1985	WEZR	Sold to Fairfield 350,000
1986	WZRQ-F (Columbia City)	900,000
1987	WAWK/WBTU-F (Kendallville)	1,875,000

NOTE: Some of these sales may not have been consummated.

FRESNO

1987 ARB Rank: 73
 1987 MSA Rank: 82
 1987 ADI Rank: 61
 FM Base Value: \$3,700,000

1987 Revenue: \$17,400,000
 Rev per Share Point: \$202,091
 Population per Station: 19,938 (24)
 1987 Revenue Change: 7.4%

Manager's Market Ranking (current): 2.9
 Manager's Market Ranking (future): 3.5
 Duncan's Radio Market Grade: II C
 Mathematical Market Grade: II C-

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92	
Duncan Revenue Est.:	11.0	11.9	12.9	14.3	16.2	17.4						
Yearly Growth Rate (82-87):	9.6% (assigned rate of 7.6%)											
Projected Revenue Estimates:							18.7	20.1	21.7	23.3	25.1	
Revenue per Capita:	19.82	21.02	22.63	24.70	27.50	29.15						
Yearly Growth Rate (82-87):	8.0%											
Projected Revenue per Capita:							31.48	34.00	36.72	39.66	42.83	
Resulting Revenue Estimate:							19.2	21.1	23.2	25.4	27.7	
Revenue as % of Retail Sales:	.0042	.0044	.0046	.0046	.0050	.0051						
Mean % (82-87):	.0046%											
Resulting Revenue Estimate:							NM	18.0	19.3	20.8	21.6	
MEAN REVENUE ESTIMATE:							18.9	19.7	21.4	23.2	24.8	

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	.555	.566	.570	.579	.589	.597	.611	.622	.631	.640	.647
Retail Sales (billions):	2.6	2.7	2.8	3.1	3.24	3.4	3.7	3.9	4.2	4.5	4.7

Below-the-Line Listening Shares: 1.0%
 Unlisted Station Listening: 12.9%
 Total Lost Listening: 13.9%
 Available Share Points: 86.1
 Number of Viable Stations: 18
 Mean Share Points per Station: 4.8
 Median Share Points per Station: 4.1
 Rev. per Available Share Point: \$202,091
 Estimated Rev. for Mean Station: \$970,035

Confidence Levels

1987 Revenue Estimates: Below normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Market reports to Miller, Kaplan although many stations do not participate...This is a difficult market for me because I receive very little cooperation from stations in Fresno; its a very provincial market...I have overestimated Fresno's revenue in the past...I just can not believe that only one station bills more than \$2,000,000 in this market...I still may be a bit high so use with caution...

Household Income: \$33,709
 Median Age: 33.6 years
 Median Education: 12.5 years
 Median Home Value: \$62,200
 Population Change (1986-1991): 8.7%
 Retail Sales Change (1986-1991): 40.6%
 Number of B or C FM Stations: 12
 Revenue per AQH: \$24,751
 Cable Penetration: 38%

	Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White	66.0	<15	30.1	Non High School
Black	4.2	15-30	29.3	Grad 36.3
Hispanic	29.8	30-50	23.2	High School
Other	---	50-75	12.1	Grad 28.5
		75+	5.3	

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 20.0
 College 4+ years 15.2

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Agribusiness		Guarantee Financial	
Wines	Other Major Corporations		
Transport Equip.	Synergex Corp.		

INC 500 Companies Employment Breakdowns

By Industry (SIC):		By Occupation:	
1. Health Services	13,263 (9.4%)	Manag/Prof.	45,327 (21.2%)
2. Eating & Drinking Places	11,541 (8.1%)	Tech/Sales/Admin. Service	65,552 (30.6%)
3. Wholesale Trade-Durable	7,062 (5.0%)	Farm/Forest/Fish	27,516 (12.9%)
4. Food & Kindred Products	6,836 (4.8%)	Precision Prod.	20,615 (9.6%)
5. Business Services	6,023 (4.2%)	Oper/Fabri/Labor	24,706 (11.5%)
6. Wholesale Trade-Nondurable	6,019 (4.2%)		30,322 (14.2%)
7. Special Trade Contractor	5,740 (4.0%)		
8. Food Stores	5,236 (3.8%)		
9. Miscellaneous Retail	5,188 (3.7%)		
10. Automotive Dealers	4,397 (3.1%)		
Total Metro Employees:	141,752		
Top 10 Total Employees:	71,395 (50.4%)		

FRESNO

Largest Local Banks

Fresno Bank (136 Mil)
Bank of Fresno (108 Mil)
California Valley (73 Mil)

Colleges and Universities

Cal State-Fresno (15,447)
West Hills (1,965)
Fresno Pacific (1,032)

Military Bases

Unemployment

Jun 79: 6.8%
Dec 82: NA
Sep 83: 10.8%
Sep 84: 9.5%
Aug 85: 10.6%
Aug 86: 9.6%
Aug 87: 8.1%

Total Full Time Students: 20,245

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>
Thielen	Bank of America	Sacramento	106.3 Kingsburg	1. KMJ \$2,200,000
Jeffrey Scott	Vons Food Stores	San Jose	28 S. of Fresno	2. KFYE-F 1,600,000
	Budweiser & Coors	San Francisco	107.3 Madera	3. KYNO-F 1,500,000
		Los Angeles	18 NW of Fresno	KFRE A/F 1,500,000
			102.3 Mendota	5. KKDJ-F 1,300,000
			30 W. of Fresno	KMGX-F 1,300,000
			100.3 Orange Cove	7. KCLQ-F 1,200,000
			24 ESE of Fresno	KNAX-F 1,200,000
				9.
				10.

<u>Daily Newspapers</u>	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Fresno Bee	140,000		166,900	McClatchy

Miscellaneous Comments

Manager's Comment

"32 stations competing for ever-decreasing radio budgets...some of us are holding rates but the rest are killing us."

COMPETITIVE MEDIA

Over the Air Television

KAIL	Fresno	53		
KFSN	Fresno	30	ABC	Cap Cities/ABC
KJEO	Fresno	47	CBS	Retlaw
KMPH	Visalia	26		Pappas
KMSG	Sanger	59		
KMTF	Fresno	18	PBS	
KSEE	Fresno	24	NBC	Meredith
KFTV	Hanford	21		SIN

Best Restaurants

Harland's (California nouvelle)
Sals (Mexican)
Daily Planet (continental)
Oliver's

Best Hotels

Marriott Courtyard
Picadilly Inn
Sheraton

WEATHER DATA

Elevation: 328
Annual Precipitation: 9.7 in.
Annual Snowfall: 0
Average Windspeed: 6.3 (NW)

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 55,900,000	40.7	.0164
Radio	17,400,000	12.7	.0051
Newspaper	60,500,000	44.1	.0178
Outdoor	3,400,000	2.5	.0010
	\$137,200,000		.0403

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	54.8	98.2	76.3
Avg. Min. Temp.:	35.8	62.9	48.2
Average Temp:	45.3	80.6	62.3

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1984	KYNO A/F	Sold to Brown	\$2,700,000
1984	KKNU-F		2,650,000
1984	KFYE-F	From Sunbelt to Affiliated	6,700,000
1985	KGST	Sold to Lotus	1,764,000
1985	KFRE, KFRE-F		4,500,000
1986	KMGX-F (Hanford)	Sold to ABS (never completed)	4,220,000
1986	KFYE-F	From Affiliated to EZ	9,700,000
1986	KMAK, KBOS-F		5,700,000
1986	KNGS, KLTK-F (Hanford)	From Sunrise to Liggett	2,800,000
1986	KMGX-F	Sold to Olympic	2,888,000
1987	KMJ, KNAX-F	From McClatchy to Henry	7,500,000
1987	KFYE-F	From EZ to Guild	6,000,000

NOTE: Some of these sales may not have been consummated.

GRAND RAPIDS

1987 ARB Rank: 65
 1987 MSA Rank: 71
 1987 ADI Rank: 37 (w/Kalamazoo)
 FM Base Value: \$5,000,000

1987 Revenue: \$22,200,000
 Rev per Share Point: \$286,452
 Population per Station: 28,772 (18)
 1987 Revenue Change: 14.4%

Manager's Market Ranking (current): 3.7
 Manager's Market Ranking (future): 4.1
 Duncan's Radio Market Grade: II A
 Mathematical Market Grade: II A

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92	
Duncan Revenue Est.:	13.0	14.0	15.4	17.5	19.4	22.2						
Yearly Growth Rate (82-87):	11.3% (assigned rate of 8.5%)											
Projected Revenue Estimates:							24.1	26.1	28.4	30.8	33.4	
Revenue per Capita:	21.31	22.76	24.72	27.65	30.12	34.31						
Yearly Growth Rate (82-87):	9.9% (assigned rate of 7.9%)											
Projected Revenue per Capita:							37.02	39.94	43.10	46.51	50.18	
Resulting Revenue Estimate:							24.1	26.1	28.5	31.1	33.8	
Revenue as % of Retail Sales:	.0041	.0041	.0043	.0043	.0046	.0049						
Mean % (82-87):	.0045% (assigned)											
Resulting Revenue Estimate:							NM	23.4	25.7	28.4	29.7	
							MEAN REVENUE ESTIMATE:					
							24.1	25.2	27.5	30.1	32.3	

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	.610	.615	.623	.638	.644	.647	.650	.655	.661	.669	.674
Retail Sales (billions):	3.2	3.4	3.6	4.0	4.24	4.5	4.8	5.2	5.7	6.3	6.6

Below-the-Line Listening Shares: 12.3%
 Unlisted Station Listening: 10.2%
 Total Lost Listening: 22.5%
 Available Share Points: 77.5
 Number of Viable Stations: 12
 Mean Share Points per Station: 6.5
 Median Share Points per Station: 6.8
 Rev. per Available Share Point: \$286,452
 Estimated Rev. for Mean Station: \$1,861,935

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Market reports to Hungerford...Managers predict an 8% to 11% increase in 1988...

Household Income: \$35,153
 Median Age: 30.3 years
 Median Education: 12.6 years
 Median Home Value: \$41,100
 Population Change (1986-1991): 3.9%
 Retail Sales Change (1986-1991): 49.2%
 Number of B or C FM Stations: 8 + 2 = 10
 Revenue per AQH: \$31,851
 Cable Penetration: 50%

	Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White	92.5	<15	23.1	12-34
Black	5.3	15-30	27.8	25-54
Hispanic	2.2	30-50	29.7	55+
Other	---	50-75	14.3	Non High School
		75+	5.1	Grad 29.6
				High School
				Grad 37.1

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 17.4
 College 4+ years 15.9

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Furniture	Gerber (308)	Old Kent Financial	Steelcase
Office Furniture			Meijer
Electronics	<u>Other Major Corporations</u>		Amway
Automotive	Amway		Gordon Food Service
	Steelcase		Haworth
	American Seating		
	Foremost Insurance		
	Bissel Inc.		
	Squirt and Co.		

INC 500 Companies

Employment Breakdowns

TCH Industries
 Tom Garter Spas

By Industry (SIC):

1. Health Services	18,755	(7.7%)
2. Fabricated Metal Products	16,824	(6.9%)
3. Furniture & Fixtures	16,134	(6.6%)
4. Eating & Drinking Places	15,617	(6.4%)
5. Wholesale Trade-Durable	11,047	(4.5%)
6. Business Services	9,100	(3.7%)
7. Wholesale Trade-Nondurable	7,987	(3.3%)
8. Machinery, Except Electr.	7,336	(3.0%)
9. Food & Kindred Products	6,508	(2.7%)
10. Special Trade Contractor	6,486	(2.7%)

By Occupation:

Manag/Prof.	56,281	(20.5%)
Tech/Sales/Admin.	80,734	(29.4%)
Service	35,206	(12.9%)
Farm/Forest/Fish	4,672	(1.7%)
Precision Prod.	36,808	(13.4%)
Oper/Fabri/Labor	60,737	(22.1%)

Total Metro Employees: 242,884
 Top 10 Total Employees: 115,794 (47.7%)

GRAND RAPIDS

Largest Local Banks

Old Kent (2.5 Bil)
 Union Bank (784 Mil)
 United Bank (78 Mil)
 First of America (36 Mil)

Colleges and Universities

Grand Valley (7,153)
 Calvin (3,972)
 Aquinas (2,831)

Total Full Time Students: 21,010

Military Bases

Unemployment

Jun 79: 5.9%
 Dec 82: 12.6%
 Sep 83: 10.1%
 Sep 84: 9.5%
 Aug 85: 8.9%
 Aug 86: 6.9%
 Aug 87: 6.5%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Johnson & Dean
 O & O
 Sefton

Largest Local Radio Accounts

Rogers Dept.
 Meijers Dept.
 Baker Olds
 Old Kent

Source of Regional Dollars

Detroit
 Kalamazoo
 Lansing

80-90 Channels

98.9 Grand Rapids
 100.5 Walker
 6 W. of Grand Rapids

Highest Billing Stations

1. WCUZ A/F \$4,100,000
 2. WLAV-F 3,300,000
 3. WLHT-F 3,100,000
 4. WOOD-A 2,500,000
 5. WOOD-F 2,400,000
 6. WKLQ-F 2,000,000
 7. WGRD-F 1,100,000
 8. WJFM-F 1,000,000
 9.
 10.

Daily Newspapers

Grand Rapids Press

<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
	136,500	182,400	Newhouse

Miscellaneous Comments

* ADI split with Kalamazoo, Battle Creek and Muskegon. TV revenue is estimate of Grand Rapids's share. Total revenue for ADI is estimated at \$54,900,000.

COMPETITIVE MEDIA

Over the Air Television

WGVC	Grand Rapids	35	PBS	
WOTV	Grand Rapids	8	NBC	LIN
WXMI	Grand Rapids	17		
WZZM	Grand Rapids	13	ABC	Price
WWMT	Kalamazoo	3	CBS	Gillett
WTLJ	Muskegon	54		
WUHQ	Battle Creek	41	ABC	

Manager's Comment

"Grand Rapids is a healthy, growing radio market. A large reason for this is the quality of radio here and the excellent standards established by the market leaders."

Duncan's note: The above quote was from a station which is not a ratings leader in Grand Rapids.

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 41,100,000	35.9	.0091
Radio	22,200,000	19.4	.0049
Newspaper	47,500,000	41.5	.0106
Outdoor	3,700,000	3.2	.0008
	<u>\$114,500,000</u>		<u>.0254</u>

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WLAV, WLAV-F	Sold to Adams	\$ 6,250,000
1983	WKLQ-F (Holland)	Sold to Bloomington	1,500,000
1984	WOOD A/F	Sold to Grace	9,000,000
1986	WOOD A/F	From Grace to Surrey	19,250,000
1987	WOOD A/F	Sold to Guild (cancelled)	18,250,000
1987	WOOD A/F	Resold to United Artists	18,550,000

NOTE: Some of these sales may not have been consummated.

Best Restaurants

1913 Room (variety)
 Charley's Crab (seafood)

Best Hotels

Amway Grand Plaza
 Hilton
 Marriott

WEATHER DATA

Elevation: 784
 Annual Precipitation: 33.2 in.
 Annual Snowfall: 77.6 in.
 Average Windspeed: 10.0 (W)

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	30.3	83.3	57.7
Avg. Min. Temp.:	16.0	59.6	37.9
Average Temp:	23.2	71.5	47.8

GREEN BAY

1987 ARB Rank: 180
 1987 MSA Rank: 212
 1987 ADI Rank: 67 (w/Appleton)
 FM Base Value: NA

1987 Revenue: \$7,100,000
 Rev per Share Point: \$100,567
 Population per Station: 24,967 (6)
 1987 Revenue Change: 4.4%

Manager's Market Ranking (current): 3.8
 Manager's Market Ranking (future): 3.6
 Duncan's Radio Market Grade: NA
 Mathematical Market Grade: IV B+

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	5.0	5.3	5.9	6.5	6.8	7.1						
Yearly Growth Rate (82-87):	7.3% (after 1988)											
Projected Revenue Estimates:							7.4	7.9	8.5	9.1	9.8	
Revenue per Capita:	27.77	29.28	32.45	35.52	36.55	37.96						
Yearly Growth Rate (82-87):	6.5%											
Projected Revenue per Capita:							40.43	43.06	45.85	48.83	52.01	
Resulting Revenue Estimate:							7.6	8.2	8.8	9.4	10.1	
Revenue as % of Retail Sales:	.0058	.0057	.0058	.0060	.0060	.0059						
Mean % (82-87):	.00587%											
Resulting Revenue Estimate:							7.5	8.0	8.5	9.1	9.6	
<u>MEAN REVENUE ESTIMATE:</u>							<u>7.5</u>	<u>8.0</u>	<u>8.6</u>	<u>9.2</u>	<u>9.8</u>	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.180	.181	.182	.183	.186	.187	.188	.190	.192	.193	.194
Retail Sales (billions):	.86	.93	1.01	1.06	1.12	1.20	1.28	1.36	1.45	1.56	1.64

Below-the-Line Listening Shares: 21.5%
 Unlisted Station Listening: 7.9%
 Total Lost Listening: 29.4%
 Available Share Points: 70.6
 Number of Viable Stations: 6
 Mean Share Points per Station: 11.8
 Median Share Points per Station: 12.0
 Rev. per Available Share Point: \$100,567
 Estimated Rev. for Mean Station: \$1,186,686

Confidence Levels

1987 Revenue Estimates: Below normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Managers predict 4% to 6% increase in 1988...WIXX pulls significant dollars out of Appleton and that contributes to the high revenue per capita and retail sales percent...

Household Income: \$32,082
 Median Age: 29.7 years
 Median Education: 12.5
 Median Home Value: \$48,700
 Population Change (1986-1991): 3.4%
 Retail Sales Change (1986-1991): 39.5%
 Number of B or C FM Stations: 2
 Revenue per AQH: \$28,862
 Cable Penetration: 41%

<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
White 97.8	<15 26.4	12-34 29.4	Non High School
Black 0.3	15-30 31.0	25-54 48.7	Grad 26.1
Hispanic 0.4	30-50 30.1	55+ 21.9	High School
Other 1.5	50-75 9.7		Grad 45.3
	75+ 2.8		College 1-3 years
			14.1
			College 4+ years
			14.5

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Paper Products Fort Howard Paper Co. (222) Schreiber Foods
 Food Products

Other Major Corporations

Green Bay Packaging

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Paper & Allied Products	7,877	(11.3%)
2. Health Services	6,479	(9.3%)
3. Eating & Drinking Places	5,521	(7.9%)
4. Trucking & Warehousing	3,874	(5.6%)
5. Food & Kindred Products	3,602	(5.2%)
6. Wholesale Trade-Durable	3,351	(4.8%)
7. Machinery, Except Electr.	2,828	(4.1%)
8. General Merchandise Stores	2,803	(4.0%)
9. Business Services	2,446	(3.5%)
10. Special Trade Contractor	1,880	(2.7%)

By Occupation:

Manag/Prof.	16,161	(20.5%)
Tech/Sales/Admin.	23,430	(29.8%)
Service	11,635	(14.8%)
Farm/Forest/Fish	2,163	(2.7%)
Precision Prod.	9,878	(12.6%)
Oper/Fabri/Labor	15,423	(19.6%)

Total Metro Employees: 69,550
 Top 10 Total Employees: 40,661 (58.5%)

GREEN BAY

Largest Local Banks

Kellogg Citizens (452 Mil)
Peoples Marine (254 Mil)
Valley Bank (200 Mil)

Colleges and Universities

University of Wisconsin-Green Bay (4,876)
NE Wisconsin Tech (4,380)
Saint Norbert (1,741)

Military Bases

Unemployment

Jun 79: 6.7%
Dec 82: 9.5%
Sep 83: 8.1%
Sep 84: 6.2%
Aug 85: 6.0%
Aug 86: 5.3%
Aug 87: 4.5%

Total Full Time Students: 6,768

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Media Management
Retail Ad Services

Largest Local Radio Accounts

Source of Regional Dollars

Milwaukee
Minneapolis

80-90 Channels

96.3 Brillon
23 from Green Bay
104.3 Seymour
17 W. of Green Bay

Highest Billing Stations

1. WIXX-F	\$2,300,000
2. WGEE	1,100,000
3. WNFL	1,000,000
4. WDUZ	300,000
5. WDUZ-F	600,000
6. WJLW	450,000
7.	
8.	
9.	
10.	

Daily Newspapers

Green Bay News-Chronicle
Green Bay Press-Gazette

	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Green Bay News-Chronicle	11,800			
Green Bay Press-Gazette		55,500	77,000	Gannett

Miscellaneous Comments

* ADI split with Appleton. TV revenue is estimate of Green Bay's share. Total TV revenue for ADI is estimated at \$34,600,000.

Some revenue goes to Appleton stations - particularly WAPL...

Manager's Comment

"Most stations are owned by Broadcasters, people who know the radio business. Competition is tough but fair."

NO WEATHER DATA AVAILABLE

COMPETITIVE MEDIA

Over the Air Television

WBAY	Green Bay	2	CBS	Nationwide
WFRV	Green Bay	5	ABC	Midwest
WGBA	Green Bay	26		Family Group
WLUK	Green Bay	11	NBC	Burnham
WPNE	Green Bay	38	PBS	

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$19,000,000	40.0	.0158
Radio	7,100,000	14.9	.0059
Newspaper	20,300,000	42.7	.0169
Outdoor	1,100,000	2.3	.0009
	<u>\$47,500,000</u>		<u>.0395</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1986 WNFL From Comm. Prop. to Win Com \$1,800,000

NOTE: Some of these sales may not have been consummated.

GREENSBORO - WINSTON/SALEM

1987 ARB Rank: 49
 1987 MSA Rank: 57
 1987 ADI Rank: 49
 FM Base Value: \$5,300,000

1987 Revenue: \$19,200,000
 Rev per Share Point: \$220,436
 Population per Station: 29,312 (26)
 1987 Revenue Change: -1.0%

Manager's Market Ranking (current): 3.1
 Manager's Market Ranking (future): 3.4
 Duncan's Radio Market Grade: II C+
 Mathematical Market Grade: II C

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92	
Duncan Revenue Est.:	14.4	15.3	16.4	18.0	19.4	19.2						
Yearly Growth Rate (82-87):	6.0% (after 1988)											
Projected Revenue Estimates:							19.8	21.0	22.2	23.6	25.0	
Revenue per Capita:	16.36	17.27	18.39	20.0	21.32	20.96						
Yearly Growth Rate (82-87):	5.8%											
Projected Revenue per Capita:							22.18	23.46	24.82	26.26	27.79	
Resulting Revenue Estimate:							20.5	21.9	23.4	24.9	26.5	
Revenue as % of Retail Sales:	.0033	.0032	.0032	.0032	.0033	.0030						
Mean % (82-87):	.0032%											
Resulting Revenue Estimate:							21.8	23.4	25.3	27.2	28.4	
							MEAN REVENUE ESTIMATE:					
							20.7	22.1	23.6	25.2	26.6	

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	.880	.886	.892	.902	.910	.916	.925	.932	.943	.948	.954
Retail Sales (billions):	4.3	4.8	5.1	5.5	5.8	6.3	6.8	7.3	7.9	8.5	8.9

Below-the-Line Listening Shares: 2.5%
 Unlisted Station Listening: 10.4%
 Total Lost Listening: 12.9%
 Available Share Points: 87.1
 Number of Viable Stations: 15.5
 Mean Share Points per Station: 5.6
 Median Share Points per Station: 5.5
 Rev. per Available Share Point: \$220,436
 Estimated Rev. for Mean Station: \$1,234,443

Confidence Levels
 1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Market reports to Miller, Kaplan...Revenue total include many small stations which do not report...Managers predict 4% to 5% revenue growth in 1988...

Household Income: \$31,060
 Median Age: 32.8 years
 Median Education: 12.3 years
 Median Home Value: \$40,400
 Population Change (1986-1991): 4.2%
 Retail Sales Change (1986-1991): 46.0%
 Number of B or C FM Stations: 9 + 2 = 11
 Revenue per AQH: \$16,710
 Cable Penetration: 47%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 80.7	<15 29.4	12-34 25.1	Non High School Grad 42.7
Black 18.6	15-30 31.8	25-54 50.9	High School Grad 28.3
Hispanic 0.7	30-50 24.7	55+ 24.0	College 1-3 years 13.9
Other ---	50-75 10.6		College 4+ years 15.1
	75+ 3.5		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Textiles	RJR Nabisco (14)	Jefferson-Pilot	Cone Mills
Furniture	Burlington Industries (140)	First Wachovia	Dillard Paper
Tobacco		Piedmont Aviation	
Insurance			
Electrical Equip.			

INC 500 Companies

Employment Breakdowns

Southern Office Furn. Distributors
 Electrical South

By Industry (SIC):

1. Textile Mill Products	28,526	(8.1%)
2. Furniture & Fixtures	26,030	(7.4%)
3. Health Services	22,886	(6.5%)
4. Eating & Drinking Places	20,269	(5.8%)
5. Wholesale Trade-Durable	15,321	(4.3%)
6. Business Services	12,738	(3.6%)
7. Special Trade Contractor	11,905	(3.4%)
8. Electric & Electronic Eq.	11,211	(3.2%)
9. Tobacco Manufacturers	11,148	(3.2%)
10. Trucking & Warehousing	9,685	(2.7%)

By Occupation:

Manag/Prof.	82,274	(19.8%)
Tech/Sales/Admin. Service	113,742	(27.4%)
Farm/Forest/Fish	43,702	(10.6%)
Precision Prod.	6,946	(1.7%)
Oper/Fabri/Labor	56,118	(13.5%)
	112,118	(27.0%)

Total Metro Employees: 352,296
 Top 10 Total Employees: 169,719 (48.2%)

GREENSBORO - WINSTON/SALEM

Largest Local Banks

Wachovia (10.0 Bil)
 Triad Bank (64 Mil)
 NCNB (NA)

Colleges and Universities

UNC-Greensboro (10,293)
 NC Ag. & Tech (5,426)
 Wake Forest (4,961)
 Winston-Salem State (2,443)

Total Full Time Students: 28,774

Military Bases

Unemployment

Jun 79: 4.5%
 Dec 82: 7.7%
 Sep 83: 6.9%
 Sep 84: 5.2%
 Aug 85: 4.9%
 Aug 86: 4.4%
 Aug 87: 3.7%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Long Haymes
 Griffis Jordan
 Bouvier Kelly
 Ed Kemp
 Morphis & Friends

Largest Local Radio Accounts

Budweiser
 McDonalds
 Carolina Waterbeds
 Living Well Centers

Source of Regional Dollars

Charlotte
 Raleigh
 Richmond

80-90 Channels

None

Highest Billing Stations

1. WTQR-F \$4,100,000
2. WMAG-F 2,800,000
3. WQJY-F 2,100,000
4. WKRR-F 2,000,000
5. WSJS 1,700,000
6. WKSI-F 1,500,000
7. WKZL-F 1,200,000
8. WQMG-F 1,000,000
- 9.
- 10.

Daily Newspapers

Greensboro News & Record
 Winston-Salem Journal

AM

88,000 (EST)
 91,600

PM

SUN

124,000 (EST)
 102,800

Owner

Landmark
 Media General

Miscellaneous Comments

Best Restaurants

Ryan's
 Michaels
 La Chaudiere (French)

Best Hotels

Stouffers Winston Plaza
 Hyatt
 Sheraton - Greensboro

COMPETITIVE MEDIA

Over the Air Television

WFMY	Greensboro	2	CBS	Harte-Hanks
WGGT	Greensboro	48		
WLXI	Greensboro	61		Trinity
WGHP	High Point	8	ABC	Great American
WNRW	Winston-Salem	45		Act III
WUNL	Winston-Salem	26	PBS	
WXII	Winston-Salem	12	NBC	Pulitzer

NO WEATHER DATA AVAILABLE:
 See Raleigh for an approximation.

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 53,700,000	36.9	.0085
Radio	19,200,000	13.2	.0030
Newspaper	67,900,000	46.6	.0108
Outdoor	4,900,000	3.4	.0008
	<u>\$145,700,000</u>		<u>.0231</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1984	WPET, WKSI-F		\$7,600,000
1986	WAIR A/F	Sold to Monte Lang	6,000,000
1987	WPET, WKSI F	Sold to Bahakel	5,600,000
1987	WKLM-F (Eden)	Sold by Colonial	2,500,000
1987	WSJS, WTQR-F	From Summit to New Market	NA
1987	WTOB	Sold by Salem	450,000

NOTE: Some of these sales may not have been consummated.

GREENVILLE - SPARTANBURG, SC

1987 ARB Rank: 66
 1987 MSA Rank: 83
 1987 ADI Rank: 38
 FM Base Value: \$5,400,000

1987 Revenue: \$17,500,000
 Rev per Share Point: \$221,519
 Population per Station: 31,875 (16)
 1987 Revenue Change: 5.4%

Manager's Market Ranking (current): 3.9
 Manager's Market Ranking (future): 4.2
 Duncan's Radio Market Grade: II A
 Mathematical Market Grade: II B

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	10.7	11.4	14.4	15.5	16.6	17.5						
Yearly Growth Rate (82-87):	6.7% (assigned)											
Projected Revenue Estimates:							18.7	19.9	21.3	22.7	24.2	
Revenue per Capita:	18.07	19.03	23.80	25.45	26.90	28.09						
Yearly Growth Rate (82-87):	5.7% (assigned)											
Projected Revenue per Capita:							29.69	31.38	33.17	35.06	37.06	
Resulting Revenue Estimate:							18.6	19.9	21.3	22.6	24.1	
Revenue as % of Retail Sales:	.0043	.0040	.0046	.0046	.0045	.0044						
Mean % (82-87):	.0044%											
Resulting Revenue Estimate:							18.9	20.7	22.4	23.8	25.5	
							MEAN REVENUE ESTIMATE:					
							18.7	20.2	21.7	23.0	24.6	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.592	.599	.605	.609	.617	.623	.628	.634	.642	.647	.651
Retail Sales (billions):	2.5	2.9	3.1	3.4	3.67	4.0	4.3	4.7	5.1	5.4	5.8

Below-the-Line Listening Shares: 9.8%
 Unlisted Station Listening: 11.2%
 Total Lost Listening: 21.0%
 Available Share Points: 79.0
 Number of Viable Stations: 11.5
 Mean Share Points per Station: 6.9
 Median Share Points per Station: 6.7
 Rev. per Available Share Point: \$221,519
 Estimated Rev. for Mean Station: \$1,528,481

Confidence Levels

1987 Revenue Estimates: Below normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Managers predict a 3% to 5% increase in 1988...Market reports to Miller, Kaplan...Market revenues downgraded slightly as I had overestimated the revenue of non-reporting stations...

Household Income: \$27,214
 Median Age: 31.9 years
 Median Education: 12.1 years
 Median Home Value: \$36,100
 Population Change (1986-1991): 4.8%
 Retail Sales Change (1986-1991): 45.7%
 Number of B or C FM Stations: 8
 Revenue per AQH: \$24,038
 Cable Penetration: 42%

<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
White 82.9	<15 34.8	12-34 26.5	Non High School Grad 47.0
Black 16.4	15-30 33.4	25-54 49.8	High School Grad 25.7
Hispanic 0.7	30-50 22.6	55+ 23.7	College 1-3 years 13.2
Other ---	50-75 6.7		College 4+ years 14.1
	75+ 2.5		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Textiles
 Chemicals
 Clothing
 Timber
 Electronics

Other Major Corporations
 Multimedia
 Dan River
 Liberty Corp.
 Mount Vernon Mills

Builder Marts of America

INC 500 Companies

Employment Breakdowns

Eison Goot Group
 Good News Travels
 Teleco USA

By Industry (SIC):

1. Textile Mill Products	29,888	(11.4%)
2. Heavy Construction Contr.	26,625	(10.2%)
3. Special Trade Contractor	14,745	(5.6%)
4. Health Services	12,996	(5.0%)
5. Eating & Drinking Places	12,420	(4.7%)
6. Apparel & Other Textile	12,028	(4.6%)
7. Machinery, Except Electr.	11,736	(4.5%)
8. Business Services	11,292	(4.3%)
9. Wholesale Trade-Durable	8,855	(3.4%)
10. Electric & Electronic Eq.	7,233	(2.8%)

By Occupation:

Manag/Prof.	51,907	(19.7%)
Tech/Sales/Admin.	68,326	(26.0%)
Service	26,653	(10.2%)
Farm/Forest/Fish	2,737	(1.0%)
Precision Prod.	38,451	(14.6%)
Oper/Fabri/Labor	74,792	(28.5%)

Total Metro Employees: 261,851
 Top 10 Total Employees: 147,818 (56.5%)

GREENVILLE - SPARTANBURG, SC

Largest Local Banks

Southern Bank (1.0 Bil)
Community Bank (218 Mil)

Colleges and Universities

Furman (2,696)
University of SC-Spartanburg (2,606)
Bob Jones University (4,079)
Greenville Tech (6,007)

Total Full Time Students: 27,277

Military Bases

Unemployment

Jun 79: 5.8%
Dec 82: 10.5%
Sep 83: 8.0%
Sep 84: 5.6%
Aug 85: 5.2%
Aug 86: 4.8%
Aug 87: 4.0%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Henderson
Act III
Leslie
Phoenix

Largest Local Radio Accounts

Coca Cola
McDonalds
Delta
Bi Lo

Source of Regional Dollars

Charlotte
Columbia

80-90 Channels

103.3 Green
10 NE of Greenville

Highest Billing Stations

1. WFBC A/F \$5,500,000
2. WESC A/F 4,000,000
3. WSSL A/F 2,300,000
4. WSPA-F 1,300,000
5. WCKN-F 1,200,000
6. WANS-F 1,100,000
7. WHYZ 750,000
8. WSPA 425,000
9. WORD 375,000
10.

Daily Newspapers

Greenville News
Greenville Piedmont
Greenville News-Piedmont
Spartanburg Herald-Journal

AM	PM	SUN
86,600	26,500	126,200
55,400		59,300

Owner
Multimedia
Multimedia
Multimedia

Miscellaneous Comments

* Split ADI with Asheville. TV is estimate of Greenville-Spartanburg share. Total TV revenue for ADI is estimated at \$60,200,000.

COMPETITIVE MEDIA

Over the Air Television

WAXA	Anderson	40		
WGGS	Greenville	16		
WHNS	Asheville	21	Pappas	
WLOS	Asheville	13	ABC	Anchor
WNTV	Greenville	29	PBS	
WSPA	Spartanburg	7	CBS	
WYFF	Greenville	4	NBC	Pulitzer

Best Restaurants

Fish Market (seafood)
Le Barron
Seven Oaks (general)

Best Hotels

Hyatt
Hilton

NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$ 47,600,000	38.5	.0119
Radio	17,500,000	14.2	.0044
Newspaper	54,600,000	44.2	.0137
Outdoor	3,900,000	3.2	.0010
	<u>\$123,600,000</u>		<u>.0310</u>

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WKDY	Sold by Capitol (Johnson)	\$ 600,000
1983	WAIM, WCKN-F (Anderson)		2,400,000
1985	WGSL, WSSL-F	From Keymarket to Sterling Comm.	NA
1987	WHYZ		730,000
1987	WESC A/F	Sold to Flair	15,000,000

NOTE: Some of these sales may not have been consummated.

HARRISBURG

Largest Local Banks

Dauphin Deposit (1.8 Bil)
Commonwealth (1.4 Bil)
Fulton (790 Mil)

Colleges and Universities

Penn State-Capitol (2,595)

Total Full Time Students: 14,601

Military Bases

Carlisle Barracks (1,171)
Depot-New Cumberland (3,964)

Unemployment

Jun 79: 5.6%
Dec 82: 7.1%
Sep 83: 6.1%
Sep 84: 5.5%
Aug 85: 6.0%
Aug 86: 4.1%
Aug 87: 3.2%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

New Dimensions
Hired Hand
Anderson

Largest Local Radio Accounts

Hartman Toyota
Wanamakers

Source of Regional Dollars

Philadelphia
Pittsburgh
Baltimore
Washington

80-90 Channels

None

Highest Billing Stations

1. WNNK-F	\$4,100,000
2. WRKZ-F*	3,100,000
3. WHIT	1,600,000
4. WHP	1,200,000
5. WHP-F	1,000,000
6. WTPA-F	800,000
7. WKBO	700,000
8.	
9.	
10.	

Daily Newspapers

Harrisburg News
Harrisburg Patriot
Harrisburg Patriot-News

AM

52,000

PM

53,200

SUN

169,700

Owner

Newhouse
Newhouse
Newhouse

* Some of WRKZ's revenue comes from York and Lancaster.

Miscellaneous Comments

* Split ADI with Lancaster and York. TV revenue is estimate of Harrisburg's share. Total TV revenue for ADI is estimated at \$49,900,000.

COMPETITIVE MEDIA

Over the Air Television

WHP	Harrisburg	21	CBS	Commonwealth
WHTM	Harrisburg	27	ABC	
WITF	Harrisburg	33		
WGAL	Lancaster	8	NBC	Pulitzer
WLYH	Lancaster	15	CBS	Gateway
WPMT	York	43		

Best Restaurants

Casa Rillo (Italian)
Maverick (seafood/steak)
Vissagio's

Best Hotels

Marriott
Sheraton

WEATHER DATA

Elevation: 338
Annual Precipitation: 38.0 in.
Annual Snowfall: 35.4 in.
Average Windspeed: 7.7 (WNW)

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$27,200,000	34.8	.0060
Radio	12,000,000	15.4	.0027
Newspaper	35,200,000	45.1	.0078
Outdoor	3,700,000	4.7	.0008
	<u>\$78,100,000</u>		<u>.0173</u>

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	37.7	86.8	63.3
Avg. Min. Temp.:	22.5	65.4	43.4
Average Temp:	30.1	76.1	53.4

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1984 WNNK-F From Sky to Keymarket \$3,600,000

NOTE: Some of these sales may not have been consummated.

HARTFORD

1987 ARB Rank: 40
 1987 MSA Rank: 43
 1987 ADI Rank: 23 (w/New Haven)
 FM Base Value: \$5,400,000

1987 Revenue: \$33,200,000
 Rev per Share Point: \$412,935
 Population per Station: 59,700 (15)
 1987 Revenue Change: 8.1%

Manager's Market Ranking (current): 4.1
 Manager's Market Ranking (future): 4.4
 Duncan's Radio Market Grade: I B
 Mathematical Market Grade: I C+

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	20.7	22.5	25.5	27.5	30.7	33.2						
Yearly Growth Rate (82-87):	9.9% (assigned rate of 8.1%)											
Projected Revenue Estimates:							35.9	38.8	41.9	45.3	49.0	
Revenue per Capita:	19.71	21.43	24.06	25.94	27.90	29.91						
Yearly Growth Rate (82-87):	8.6%											
Projected Revenue per Capita:							32.48	35.28	38.31	41.60	45.18	
Resulting Revenue Estimate:							36.0	39.5	42.9	47.0	51.5	
Revenue as % of Retail Sales:	.0035	.0035	.0038	.0037	.0036	.0036						
Mean % (82-87):	.00362%											
Resulting Revenue Estimate:							34.8	37.3	40.5	43.4	46.0	
							<u>MEAN REVENUE ESTIMATE:</u>					
							35.5	38.5	41.8	45.2	48.8	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	1.05	1.05	1.06	1.08	1.10	1.11	1.11	1.12	1.12	1.13	1.14
Retail Sales (billions):	6.0	6.4	6.7	7.5	8.5	9.1	9.6	10.3	11.2	12.0	12.7

Below-the-Line Listening Shares: 8.2%
 Unlisted Station Listening: 11.4%
 Total Lost Listening: 19.6%
 Available Share Points: 80.4
 Number of Viable Stations: 11.5
 Mean Share Points per Station: 7.0
 Median Share Points per Station: 5.0
 Rev. per Available Share Point: \$412,935
 Estimated Rev. for Mean Station: \$2,890,547

Confidence Levels

1987 Revenue Estimates: Below normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Managers predict 8% revenue growth in 1988...This is the largest market that does not report revenue to an accountant...

Household Income: \$41,923
 Median Age: 33.6 years
 Median Education: 12.7 years
 Median Home Value: \$64,500
 Population Change (1986-1991): 2.6%
 Retail Sales Change (1986-1991): 42.0%
 Number of B or C FM Stations: 7 + 1 = 8
 Revenue per AQH: \$23,748
 Cable Penetration: 73%

<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
White 89.4	<15 19.8	12-34 25.0	Non High School
Black 6.9	15-30 25.0	25-54 48.5	Grad 29.3
Hispanic 3.7	30-50 28.5	55+ 26.5	High School
Other ---	50-75 18.6		Grad 34.9
	75+ 8.1		College 1-3 years
			15.5
			College 4+ years
			20.3

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Insurance	United Technologies (17)	Aetna Life & Casualty
Airplane Components	Emhart (170)	Hartford National
Research	Stanley Works (221)	Northeast Savings FA
Firearms	Coleco Industries (469)	Northeast Utilities
Food Products		Society for Savings
Ball and Roller Bearings	<u>Other Major Corporations</u>	Travelers Ins.
Wire Springs	Heublein	
	Travelers Ins.	
	Conn. Mutual	

INC 500 Companies

Employment Breakdowns

CDC Financial
 K.L.C.

By Industry (SIC):

By Occupation:

1. Insurance Carriers	51,547 (11.2%)	Manag/Prof.	132,039 (26.0%)
2. Health Services	40,213 (8.7%)	Tech/Sales/Admin.	167,307 (32.8%)
3. Transportation Equipment	39,318 (8.5%)	Service	58,187 (11.5%)
4. Eating & Drinking Places	24,866 (5.4%)	Farm/Forest/Fish	4,383 (0.8%)
5. Business Services	21,408 (4.7%)	Precision Prod.	61,256 (12.1%)
6. Machinery, Except Electr.	21,316 (4.6%)	Oper/Fabri/Labor	85,585 (16.8%)
7. Fabricated Metal Products	17,559 (3.8%)		
8. Wholesale Trade-Durable	16,035 (3.5%)		
9. Food Stores	14,162 (3.1%)		
10. Miscellaneous Retail	12,728 (2.8%)		

Total Metro Employees: 460,174
 Top 10 Total Employees: 259,152 (56.3%)

HARTFORD

<u>Largest Local Banks</u>	<u>Colleges and Universities</u>	<u>Military Bases</u>	<u>Unemployment</u>
Connecticut National (7.1 Bil)	University of Connecticut (22,976)		Jun 79: 4.9%
Connecticut Bank (7.7 Bil)	University of Hartford (7,611)		Dec 82: 6.1%
United Bank (754 Mil)	Trinity College (2,108)		Sep 83: 4.6%
	Central Connecticut State (13,333)		Sep 84: 4.0%
	Total Full Time Students: 37,795		Aug 85: 4.7%
			Aug 86: 3.4%
			Aug 87: 3.1%

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>
Mintz & Hoke	McDonalds	Boston	97.9 Enfield	1. WTIC \$9,000,000
Maher/Hartford	SNE Telephone	New Haven	16 N. of Hartford	2. WTIC-F 7,200,000
Kursman	Hartford Courant			3. WDRC A/F 4,000,000
Cronin				4. WRCH-F 3,000,000
				5. WKSS 2,600,000
				6. WIOF-F 2,200,000
				7. WHCN 1,800,000
				8.
				9.
				10.
<u>Daily Newspapers</u>	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Hartford Courant	221,900		309,300	Times-Mirror

Miscellaneous Comments

* Split ADI with New Haven. TV revenue is estimate of Hartford's share. Total TV revenue for ADI is estimated at \$127,000,000.

COMPETITIVE MEDIA

Over the Air Television

WEDH	Hartford	24	PBS
WFSB	Hartford	3	Post-Newsweek
WHCT	Hartford	18	
WTIC	Hartford	61	Chase
WVIT	New Britain	30	Viacom
WTNH	New Haven	8	Cook Inlet
WTXX	Waterbury	20	

Manager's Comment

"The strength of the economy is excellent. This is one market which is not over-radioed."

Best Restaurants

Carbones (Italian)
Gabriels
Apricots (continental)

Best Hotels

Summit
Farmington Marriott
Hartford Sheraton

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 93,000,000	39.1	.0102
Radio	33,200,000	13.9	.0036
Newspaper	104,000,000	43.7	.0114
Outdoor	7,900,000	3.3	.0009
	<u>\$238,100,000</u>		<u>.0261</u>

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1984	WKSS-F		\$3,400,000
1984	WMLB		425,000
1986	WLVH-F	Sold to Sage	4,500,000

NOTE: Some of these sales may not have been consummated.

WEATHER DATA

Elevation: 169
Annual Precipitation: 43.0 in.
Annual Snowfall: 53.1 in.
Average Windspeed: 9.0 (S)

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	33.4	84.1	59.6
Avg. Min. Temp.:	16.1	61.2	38.6
Average Temp:	24.8	72.7	49.1

HONOLULU

1987 ARB Rank: 55
 1987 MSA Rank: 62
 1987 ADI Rank: No ADI
 FM Base Value: \$1,600,000

1987 Revenue: \$16,500,000
 Rev per Share Point: \$172,956
 Population per Station: 31,255 (22)
 1987 Revenue Change: 4.4%

Manager's Market Ranking (current): 2.2
 Manager's Market Ranking (future): 2.4
 Duncan's Radio Market Grade: II D-
 Mathematical Market Grade: II D

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	12.9	13.5	14.5	15.0	15.8	16.5					
Yearly Growth Rate (82-87): 5.1%											
Projected Revenue Estimates:							17.3	18.2	19.2	20.1	21.2
Revenue per Capita:	16.22	16.75	17.70	18.11	19.03	19.71					
Yearly Growth Rate (82-87): 4.0%											
Projected Revenue per Capita:							20.49	21.32	22.17	23.06	23.98
Resulting Revenue Estimate:							17.4	18.2	19.1	20.1	21.0
Revenue as % of Retail Sales:	.0035	.0032	.0030	.0030	.0031	.0030					
Mean % (82-87): .00313%											
Resulting Revenue Estimate:							18.5	20.0	21.3	22.8	24.1
MEAN REVENUE ESTIMATE:							<u>17.7</u>	<u>18.8</u>	<u>19.9</u>	<u>21.0</u>	<u>22.1</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.795	.806	.819	.828	.830	.837	.847	.856	.863	.870	.877
Retail Sales (billions):	3.7	4.2	4.8	5.0	5.1	5.5	5.9	6.4	6.8	7.3	7.7

Below-the-Line Listening Shares: 0 %
 Unlisted Station Listening: 4.6%
 Total Lost Listening: 4.6%
 Available Share Points: 95.4
 Number of Viable Stations: 15
 Mean Share Points per Station: 6.4
 Median Share Points per Station: 5.9
 Rev. per Available Share Point: \$172,956
 Estimated Rev. for Mean Station: \$1,106,918

Confidence Levels

1987 Revenue Estimates: Below normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Market does not report to accountant...Managers predict, on average, a 4% to 5% revenue increase in 1988...

Household Income: \$41,840
 Median Age: 30.1 years
 Median Education: 12.7 years
 Median Home Value: \$130,400
 Population Change (1986-1991): 4.7%
 Retail Sales Change (1986-1991): 42.9%
 Number of B or C FM Stations: 7
 Revenue per AQH: \$14,550
 Cable Penetration: NA

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 33.9	<15 21.5	12-34 27.7	Non High School
Black 1.8	15-30 26.1	25-54 52.6	Grad 24.4
Hispanic 6.8	30-50 25.6	55+ 19.7	High School
Other 57.5	50-75 18.7		Grad 35.6
	75+ 8.1		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 18.3
 College 4+ years 21.7

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Tourism Pacific Resources (353)
 Military Alexander & Baldwin
 Agribusiness Bancorp Hawaii
 Food Processing First Hawaiian

Other Major Corporations

Amfac
 Dillingham

INC 500 Companies

Employment Breakdowns

Lion Coffee
 Honolulu Premium Products

By Industry (SIC):

1. Eating & Drinking Places	27,688 (11.3%)
2. Health Services	18,685 (7.7%)
3. Hotels & Other Lodgings	15,541 (6.4%)
4. Business Services	14,070 (5.8%)
5. Miscellaneous Retail	9,158 (3.7%)
6. Real Estate	8,513 (3.5%)
7. Special Trade Contractor	8,440 (3.5%)
8. Wholesale Trade-Durable	8,101 (3.3%)
9. Food Stores	7,511 (3.1%)
10. Wholesale Trade-Nondurable	6,831 (2.8%)

By Occupation:

Manag/Prof.	79,934 (24.7%)
Tech/Sales/Admin. Service	109,521 (33.8%)
Service	56,939 (17.5%)
Farm/Forest/Fish	5,838 (1.8%)
Precision Prod.	36,546 (11.3%)
Oper/Fabri/Labor	35,335 (10.9%)

Total Metro Employees: 244,221
 Top 10 Total Employees: 124,538 (51.0%)

HONOLULU

Largest Local Banks

Bank of Hawaii (4.3 Bil)
 First Hawaiian (3.0 Bil)
 First Interstate (541 Mil)
 Central Pacific (527 Mil)
 City Bank (360 Mil)

Colleges and Universities

University of Hawaii (19,964)
 Chaminade (2,366)
 Hawaii Pacific (3,383)
 Total Full Time Students: 27,579

Military Bases

Schofield Barracade (15,027)
 Kaneohe MCAS (10,397)
 Hickam AFB (8,874)
 Barbers Point NAS (2,430)
 Pearl Harbor (18,349)
 Ft. Shafter (1,988)
 Camp Smith (1,800) ?

Unemployment

Jun 79: 7.0%
 Dec 82: 5.7%
 Sep 83: 5.9%
 Sep 84: 5.8%
 Aug 85: 5.1%
 Aug 86: 4.3%
 Aug 87: 3.4%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Milici/Valenti
 Starr Seigle

Largest Local Radio Accounts

McDonalds
 First Hawaiian Bank
 Pepsi
 Bank of Hawaii

Source of Regional Dollars

Los Angeles
 San Francisco
 San Diego

80-90 Channels

105.9 Honolulu (Class C)

Highest Billing Stations

1. KSSK \$4,000,000
 2. KQMQ A/F 2,200,000
 3. KPOI-F 1,800,000
 4. KMAI-F 1,500,000
 5. KUMU-F 1,400,000
 6. KXPW-F 1,000,000
 7. KHVH 950,000
 8. KRTR-F 800,000
 9.
 10.

Daily Newspapers

Honolulu Advertiser
 Honolulu Star-Bulletin
 Star Bulletin & Advertiser

AM PM SUN Owner

91,900
 100,000
 203,300
 Gannett
 Gannett
 Gannett

Miscellaneous Comments

Manager's Comment

"There are only three operations which are profitable."

COMPETITIVE MEDIA

Over the Air Television

KBFD	Honolulu	32		
KGMB	Honolulu	9	CBS	Lee
KHAI	Honolulu	20		
KHET	Honolulu	11	PBS	
KHNL	Honolulu	13		TAK
KHON	Honolulu	2	NBC	Burnham
KITV	Honolulu	4	ABC	Shamrock
KMGT	Honolulu	26		

Best Restaurants

Bagwells (continental)
 Castagnola's (Italian)
 Hano Hano (continental)
 Third Floor

Best Hotels

Kahala Hilton
 Halekulani
 Hyatt Regency
 Royal Hawaiian

WEATHER DATA

Elevation: 7
 Annual Precipitation: 24.1 in.
 Annual Snowfall: 0
 Average Windspeed: 11.8 (ENE)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$ 48,100,000	36.0	.0087
Radio	16,500,000	12.4	.0030
Newspaper	64,000,000	47.9	.0116
Outdoor	5,000,000	3.7	.0009
	<u>\$133,600,000</u>		<u>.0242</u>

	JAN	JULY	TOTAL YEAR
Avg. Max. Temp.:	79.3	86.6	83.3
Avg. Min. Temp.:	65.3	73.4	69.8
Average Temp:	72.3	80.1	76.7

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	KWAI		\$1,200,000
1984	KORL		790,000
1985	KIFH	Donated by Sudbrink	NA
1985	KCCN	From Lee Optical to Glascock	696,000
1985	KPOI-F	Sold by Sudbrink	2,800,000
1985	KKUA/KQM-Q	Sold by Kadota	1,900,000

NOTE: Some of these sales may not have been consummated.

HOUSTON

1987 ARB Rank: 3	1987 Revenue: \$100,300,000	Manager's Market Ranking (current): 3.5
1987 MSA Rank: 8	Rev per Share Point: \$1,096,175	Manager's Market Ranking (future): 4.4
1987 ADI Rank: 10	Population per Station: 99,683 (30)	Duncan's Radio Market Grade: I A
FM Base Value: \$17,800,000	1987 Revenue Change: -10.4%	Mathematical Market Grade: I B

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	80.1	93.0	110.3	115.8	112.0	100.3					
Yearly Growth Rate (82-87): 5.2% (after 1989)											
Projected Revenue Estimates:							102.0	107.3	112.9	118.8	124.9
Revenue per Capita:	23.98	26.65	30.72	31.55	30.60	27.04					
Yearly Growth Rate (82-87): 6.0% (after 1988)											
Projected Revenue per Capita:							27.85	29.52	31.29	33.17	35.16
Resulting Revenue Estimate:							105.3	113.6	122.0	133.7	144.5
Revenue as % of Retail Sales:	.0043	.0046	.0048	.0046	.0046	.0038					
Mean % (82-87): .0038% (assigned)											
Resulting Revenue Estimate:							107.2	114.0	119.7	125.4	133.0

MEAN REVENUE ESTIMATE: 104.8 111.6 118.2 126.0 134.1

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	3.34	3.49	3.59	3.63	3.66	3.71	3.78	3.85	3.93	4.03	4.11
Retail Sales (billions):	18.6	20.3	23.0	23.9	24.1	26.3	28.2	30.0	31.5	33.0	35.0

Below-the-Line Listening Shares: 0 %
 Unlisted Station Listening: 8.5%
 Total Lost Listening: 8.5%
 Available Share Points: 91.5
 Number of Viable Stations: 20
 Mean Share Points per Station: 4.6
 Median Share Points per Station: 4.0
 Rev. per Available Share Point: \$1,096,175
 Estimated Rev. for Mean Station: \$5,042,404

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Managers predict a 2% to 3% increase in 1988...Market reports to Arthur Anderson...

	<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
Household Income: \$36,984				
Median Age: 29.5 years				
Median Education: 12.7 years				
Median Home Value: \$54,400	White 66.0	<15 22.5	12-34 27.1	Non High School
Population Change (1986-1991): 10.3%	Black 18.7	15-30 26.2	25-54 56.0	Grad 30.6
Retail Sales Change (1986-1991): 36.8%	Hispanic 15.3	30-50 27.7	55+ 16.9	
Number of B or C FM Stations: 13	Other ---	50-75 16.3		High School
Revenue per AQH: \$20,234		75+ 7.3		Grad 29.3
Cable Penetration: 43%				

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 18.6
 College 4+ years 21.5

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Petrochemicals	Shell Oil (15)	Allied Bancshares	Tauber Oil
Rubber	Tenneco (21)	American General	Gulf States Toyota
Steel	Coastal (57)	Anadarko Petroleum	Randall's Food Markets
Research	Cooper Industries (116)	Baker International	Vista Chemicals
Aerospace	Pennzoil (200)	Browning-Ferris Ind.	Raymond International
Shipping	Union Texas Pet. Hold. (258)	Entex	Grocers Supply Company
Financial	Anderson Clayton (292)	Enron	Vanguard Energy
Chemicals	Hughes Tool (355)	First City Banc. of Texas	Fiesta Mart
Plastics	Big Three Ind. (399)	Houston Industries	
	Compaq Computer (409)	Panhandle Eastern	
	Cameron Iron Works (413)	Service Corp. Int'l	
	Vista Chemical (446)	and many more...	

INC 500 Companies

Employment Breakdowns

	<u>By Industry (SIC):</u>	<u>By Occupation:</u>
Trinity Computing Systems		
Aquatran		
Ford's Chemical & Service	1. Business Services 88,797 (7.0%)	Manag/Prof. 372,284 (24.2%)
	2. Eating & Drinking Places 80,055 (6.3%)	Tech/Sales/Admin. 515,968 (33.5%)
	3. Health Services 77,145 (6.0%)	Service 157,838 (10.2%)
	4. Wholesale Trade-Durable 74,162 (5.8%)	Farm/Forest/Fish 13,631 (0.9%)
	5. Special Trade Contractor 64,529 (5.1%)	Precision Prod. 242,417 (15.7%)
	6. Food Stores 44,850 (3.5%)	Oper/Fabri/Labor 238,228 (15.5%)
	7. Oil & Gas Extraction 39,355 (3.1%)	
	8. Miscellaneous Services 36,506 (2.9%)	
	9. Heavy Construction Contr. 35,313 (2.8%)	
	10. Machinery, Except Electr. 33,838 (2.7%)	

DUNCAN'S RADIO MARKET GUIDE
 Copyright 1998

Total Metro Employees: 1,275,509
 Top 10 Total Employees: 574,550 (45.0%)

HOUSTON

Largest Local Banks

Texas Commerce (12.0 Bil)
 First City Nat. (8.4 Bil)
 M Bank (5.1 Bil)
 Allied Bank (4.9 Bil)
 Republic Bank (2.6 Bil)
 Interfirst (1.4 Bil)

Colleges and Universities

University of Houston (31,095)
 Texas Southern (8,910)
 Rice (4,040)
 Lee College (4,879)
 Total Full Time Students: 60,211

Military Bases

Unemployment

Jun 79: 3.9%
 Dec 82: 7.9%
 Sep 83: 9.0%
 Sep 84: 6.1%
 Aug 85: 7.6%
 Aug 86: 10.6%
 Aug 87: 8.8%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

GSD & M
 Rives, Smith
 GD & W
 Taylor Brown
 Fogerty & Klein

Largest Local Radio Accounts

Houston newspapers
 Foley's
 Coca Cola
 Safeway
 Gallery Furniture
 Budweiser

Source of Regional Dollars

Dallas

80-90 Channels

None

Highest Billing Stations

1. KIKK A/F \$1,200,000
2. KMJQ-F 1,000,000
3. KFMK-F 10,500,000
4. KKBQ A/F 8,800,000
5. KTRH 8,700,000
6. KILT A/F 7,000,000
7. KODA-F 6,600,000
8. KRBE A/F 6,300,000
9. KLOL-F 6,000,000
10. KZFX-F 5,000,000
11. KLTR-F 4,000,000
12. KKHT-F 3,700,000
13. KJYY-F 3,500,000
14. KPRC 2,500,000
15. KQUE-F 2,100,000

Daily Newspapers

	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Houston Chronicle	406,084 (AD)		531,500	Hearst
Houston Post	309,400		356,400	

Miscellaneous Comments

"Houston is the city of the second half of the 20th century. Houston even requires a new definition of urbanity."

- Ada Louise Huxtable

"Houston is 27 significant buildings surrounded by trivia."

- Anonymous

COMPETITIVE MEDIA

Over the Air Television

KHOU	Houston	11	CBS	Belo
KHTV	Houston	39		Gaylord
KPRC	Houston	2	NBC	H & C
KRIV	Houston	26		Fox
KTRK	Houston	13	ABC	Cap Cities/ABC
KTXH	Houston	20		TVX
KUHT	Houston	8	PBS	

Manager's Comment

"Clearly the worst is over here - Houston has begun to come back and will improve in 1988 regardless of national economy."

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$262,000,000	35.9	.0100
Radio	100,300,000	13.7	.0038
Newspaper	340,000,000	46.6	.0129
Outdoor	28,000,000	3.8	.0011
	<u>\$730,300,000</u>		<u>.0278</u>

Best Restaurants

Tony's (continental)
 Ruth Chris (steak)
 Rivoli (Italian)
 D'Amico's (Italian)
 Boca Del Rio (seafood)
 La Cote D'or (French)

Best Hotels

Remington
 Lincoln
 Westin (Galleria & Oaks)
 Intercontinental
 Inn on the Park

WEATHER DATA

Elevation: 96
 Annual Precipitation: 47.1 in.
 Annual Snowfall: 0.2 in.
 Average Windspeed: 7.6 (SSE)

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	KXYZ	Sold to Infinity	\$ 2,300,000			
1984	KKBQ A/F	From Harte-Hanks to Gannett	35,000,000			
1985	KLTR-F	From Gulf to Taft	31,000,000 (E)			
1985	KGOL-F (Lake Jackson)	Sold to Frankhouser	8,750,000			
1985	KSSR-F	From ABC/Cap Cities to Malrite	32,500,000			
1985	KMJQ-F	From Amature to Keymarket	NA			
1986	KGOL-F	From Frankhouser to Shamrock	13,000,000			
1986	KLEF-F (Seabrook)		3,700,000			
1986	KRBE A/F	From Lake Huron to Susquehanna	25,000,000			
1987	KLEF-F (Seabrook)		2,200,000 (E)			
1987	KGOL (Humble)	Sold to SMN	2,100,000			
1987	KILT A/F	From LIN to Legacy	36,750,000			
1987	KTEK	From Universal to Marsh	2,400,000			
1987	KFMK-F	From First Media to Cook Inlet	38,000,000 (E) + Tax Cert.			

NOTE: Some of these sales may not have been consummated.

DUNCAN'S RADIO MARKET GUIDE

Copyright 1988

HUNTINGTON, WV

1987 ARB Rank: 124
 1987 MSA Rank: 140
 1987 ADI Rank: 48 (w/Charleston)
 FM Base Value: \$1,700,000

1987 Revenue: \$6,100,000
 Rev per Share Point: \$70,358
 Population per Station: 19,914 (14)
 1987 Revenue Change: -1.6%

Manager's Market Ranking (current): 2.6
 Manager's Market Ranking (future): 3.1
 Duncan's Radio Market Grade: III D-
 Mathematical Market Grade: III D-

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	5.2	5.3	5.5	6.0	6.2	6.1						
Yearly Growth Rate (82-87):	4.0% (assigned)											
Projected Revenue Estimates:							6.3	6.6	6.9	7.1	7.4	
Revenue per Capita:	15.52	15.59	16.13	17.54	18.34	18.04						
Yearly Growth Rate (82-87):	3.3%											
Projected Revenue per Capita:							18.64	19.25	19.89	20.54	21.22	
Resulting Revenue Estimate:							6.3	6.5	6.7	6.9	7.1	
Revenue as % of Retail Sales:	.0037	.0035	.0034	.0033	.0034	.0031						
Mean % (82-87):	.0031% (assigned)											
Resulting Revenue Estimate:							6.5	7.1	7.8	8.1	8.7	
<u>MEAN REVENUE ESTIMATE:</u>							<u>6.4</u>	<u>6.7</u>	<u>7.1</u>	<u>7.4</u>	<u>7.7</u>	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.335	.340	.341	.340	.338	.338	.337	.337	.336	.336	.335
Retail Sales (billions):	1.4	1.5	1.6	1.7	1.84	1.97	2.1	2.3	2.5	2.60	2.8

Below-the-Line Listening Shares: 6.5%
 Unlisted Station Listening: 6.8%
 Total Lost Listening: 13.3%
 Available Share Points: 86.7
 Number of Viable Stations: 8.5
 Mean Share Points per Station: 10.2
 Median Share Points per Station: 4.1
 Rev. per Available Share Point: \$70,358
 Estimated Rev. for Mean Station: \$717,647

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Slightly below normal

COMMENTS

Managers predict a 2% to 4% increase in 1988...Market reports to Miller, Kaplan...1.4 million estimated for 5 stations which do not report...

Household Income: \$25,239
 Median Age: 33.0 years
 Median Education: 12.2 years
 Median Home Value: \$38,800
 Population Change (1986-1991): -0.6%
 Retail Sales Change (1986-1991): 41.2%
 Number of B or C FM Stations: 4
 Revenue per AQH: \$15,250
 Cable Penetration: 68%

	<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
White	97.3	<15 40.6	12-34 24.7	Non High School
Black	2.2	15-30 30.4	25-54 48.4	Grad 43.2
Hispanic	0.5	30-50 21.1	55+ 26.9	
Other	---	50-75 6.1		High School
		75+ 1.8		Grad 35.9

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 11.1
 College 4+ years 9.8

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Mining	Ashland Oil (54)		
Glass			
Auto Parts			
Oil Refining			

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Primary Metal Industries	6,855	(9.6%)
2. Health Services	6,360	(8.9%)
3. Eating & Drinking Places	5,095	(7.2%)
4. Food Stores	3,322	(4.7%)
5. General Merchandise Stores	3,265	(4.6%)
6. Wholesale Trade-Durable	2,928	(4.1%)
7. Wholesale Trade-Nondurable	2,160	(3.0%)
8. Miscellaneous Retail	2,154	(3.0%)
9. Automotive Dealers	2,136	(3.0%)
10. Apparel & Other Textile	1,877	(2.6%)

By Occupation:

Manag/Prof.	22,869	(19.3%)
Tech/Sales/Admin. Service	32,573	(27.5%)
Farm/Forest/Fish	15,214	(12.9%)
Precision Prod.	1,255	(1.0%)
Oper/Fabri/Labor	18,721	(15.8%)
	27,804	(23.5%)

Total Metro Employees: 71,085
 Top 10 Total Employees: 36,152 (50.9%)

HUNTINGTON, WV

Largest Local Banks

First Huntington Nat. (431 Mil)
 Twentieth Street (210 Mil)
 Guaranty Bank (130 Mil)
 Security Bank (120 Mil)

Colleges and Universities

Marshall (11,318)

Total Full Time Students: 7,767

Military Bases

Unemployment

Jun 79: 6.9%
 Dec 82: 11.5%
 Sep 83: 16.5%
 Sep 84: 12.8%
 Aug 85: 10.8%
 Aug 86: 10.2%
 Aug 87: 9.4%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Fahlgren & Swink
 Charles Ryan

Largest Local Radio Accounts

Hills Dept.
 McDonalds
 Ashland Oil
 Pepsi
 Budweiser

Source of Regional Dollars

Cincinnati
 Columbus
 Pittsburgh

80-90 Channels

97.1 Coal Grove, OH
 Across river
 from Huntington

Highest Billing Stations

1. WTCR A/F \$1,800,000
 2. WKEE A/F 1,600,000
 3. WAMX A/F 900,000
 4.
 5.
 6.
 7.
 8.
 9.
 10.

Daily Newspapers

Huntington Herald-Dispatch

AM

41,300

PM

SUN

49,400

Owner

Gannett

Miscellaneous Comments

* Split ADI with Charleston. TV revenue is estimate of Huntington's share. Total TV revenue for ADI is estimated at \$37,600,000.

COMPETITIVE MEDIA

Over the Air Television

See Charleston, WV

Best Restaurants

Roco's (Italian)
 Rebels & Redcoats (steak/seafood)

Best Hotels

Radisson
 Holiday Inn

NO WEATHER DATA AVAILABLE:
 See Charleston, WV for an approximation.

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$18,200,000	37.8	.0092
Radio	6,100,000	12.7	.0031
Newspaper	22,000,000	45.7	.0111
Outdoor	1,800,000	3.7	.0009
	<u>\$48,100,000</u>		<u>.0243</u>

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1985	WIRO, WMLV-F (Ironton)	\$ 520,000
1985	WKQI-F (Catlettsburg)	385,000
1987	WKEE A/F	Sold by Capitol 3,100,000

NOTE: Some of these sales may not have been consummated.

HUNTSVILLE

1987 ARB Rank: 117
 1987 MSA Rank: 134
 1987 ADI Rank: 89
 FM Base Value: NA

1987 Revenue: \$8,000,000
 Rev per Share Point: \$98,160
 Population per Station: 18,563 (16)
 1987 Revenue Change: 8.1%

Manager's Market Ranking (current): 3.4
 Manager's Market Ranking (future): 4.0
 Duncan's Radio Market Grade: NA
 Mathematical Market Grade: IV A

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	4.9	5.5	6.2	6.8	7.4	8.0					
Yearly Growth Rate (82-87):	10.3% (assigned rate of 7.5%)										
Projected Revenue Estimates:							8.6	9.2	9.9	10.6	11.5
Revenue per Capita:	16.49	17.85	19.81	21.25	22.83	24.39					
Yearly Growth Rate (82-87):	8.1%										
Projected Revenue per Capita:							26.36	28.50	30.81	33.31	36.00
Resulting Revenue Estimate:							8.6	9.5	10.6	11.7	12.7
Revenue as % of Retail Sales:	.0035	.0037	.0040	.0040	.0042	.0041					
Mean % (82-87):	.0041%										
Resulting Revenue Estimate:							8.6	9.4	10.3	10.9	11.6
<u>MEAN REVENUE ESTIMATE:</u>							<u>8.6</u>	<u>9.3</u>	<u>10.3</u>	<u>11.1</u>	<u>11.9</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.297	.308	.313	.320	.324	.328	.335	.340	.345	.350	.353
Retail Sales (billions):	1.4	1.5	1.5	1.65	1.78	1.95	2.1	2.3	2.5	2.67	2.84

Below-the-Line Listening Shares: 9.9%
 Unlisted Station Listening: 8.6%
 Total Lost Listening: 18.5%
 Available Share Points: 81.5
 Number of Viable Stations: 10.5
 Mean Share Points per Station: 7.8
 Median Share Points per Station: 6.3
 Rev. per Available Share Point: \$98,160
 Estimated Rev. for Mean Station: \$765,644

Confidence Levels

1987 Revenue Estimates: Below normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Estimates include Morgan County (Decatur)...Managers predict a 6% to 7% revenue increase in 1988...

Household Income: \$34,396
 Median Age: 31.5 years
 Median Education: 12.4 years
 Median Home Value: \$40,800
 Population Change (1986-1991): 8.7%
 Retail Sales Change (1986-1991): 49.9%
 Number of B or C FM Stations: 5
 Revenue per AQH: \$19,231
 Cable Penetration: 55%

<u>Ethnic Breakdowns (%)</u>		<u>Income Breakdowns (%)</u>		<u>Age Breakdowns (%)</u>		<u>Education Levels</u>	
White	82.9	<15	30.1	12-34	28.4	Non High School	
Black	16.0	15-30	29.6	25-54	52.4	Grad	35.4
Hispanic	0.9	30-50	23.6	55+	19.2	High School	
Other	0.2	50-75	12.2			Grad	32.6
		75+	4.5				

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years
15.0

College 4+ years
17.0

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Military	Intergraph (417)	Intergraph	
Aerospace	SCI Systems (477)		
Farm Implements			
Textiles			
Electronic Equip.			

INC 500 Companies

Employment Breakdowns

Hard Engineering
 Phoenix Microsystems

By Industry (SIC):

1. Transportation Equipment	10,628	(9.5%)
2. Electric & Electronic Eq.	10,352	(9.2%)
3. Health Services	7,864	(7.0%)
4. Eating & Drinking Places	7,034	(6.3%)
5. Business Services	6,824	(6.1%)
6. Machinery, Except Electr.	4,603	(4.1%)
7. Wholesale Trade-Durable	3,670	(3.3%)
8. Food & Kindred Products	3,463	(3.1%)
9. Chemicals & Allied Prod.	3,414	(3.0%)
10. General Merchandise Stores	3,182	(2.8%)

By Occupation:

Manag/Prof.	34,314	(24.9%)
Tech/Sales/Admin.	39,683	(28.8%)
Service	15,692	(11.4%)
Farm/Forest/Fish	2,815	(2.0%)
Precision Prod.	17,634	(12.8%)
Oper/Fabri/Labor	27,631	(20.1%)

Total Metro Employees: 112,277
 Top 10 Total Employees: 61,034 (54.4%)

HUNTSVILLE

Largest Local Banks

Colonial Bank (163 Mil)
Southtrust (152 Mil)

Colleges and Universities

University of Alabama-Huntsville (5,863)
Alabama Ag. & Mech. (4,109)

Military Bases

Redstone Arsenal (12,832)

Unemployment

Jun 79: 8.9%
Dec 82: 12.2%
Sep 83: 13.1%
Sep 84: 8.3%
Aug 85: 6.0%
Aug 86: 8.1%
Aug 87: 4.6%

Total Full Time Students: 10,493

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Durham
Benton

Largest Local Radio Accounts

Source of Regional Dollars

80-90 Channels

Highest Billing Stations

None

1. WZYP-F	\$1,800,000
2. WBHP	1,500,000
3. WDRM-F	1,250,000
4. WAHR-F	1,000,000
5. WRSA-F	625,000
6.	
7.	
8.	
9.	
10.	

Daily Newspapers

Huntsville Times
Huntsville News

	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Huntsville Times		57,900	73,700	Newhouse
Huntsville News	12,800			

Miscellaneous Comments

Manager's Comment

"Very strong growth in market...all stations including AM's doing O.K."

COMPETITIVE MEDIA

Over the Air Television

WAAY	Huntsville	31	ABC	
WAFF	Huntsville	48	NBC	American Family
WHIQ	Huntsville	25	PBS	
WHNT	Huntsville	19	CBS	New York Times
WZDX	Huntsville	54		

NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$20,000,000	37.4	.0103
Radio	8,000,000	15.0	.0041
Newspaper	23,700,000	44.3	.0121
Outdoor	1,800,000	3.4	.0009
	<u>\$53,500,000</u>		<u>.0274</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1987	WFIX	Sold to Dave Smith	\$250,000
1987	WEUP		855,000

NOTE: Some of these sales may not have been consummated.

INDIANAPOLIS

<u>Largest Local Banks</u>	<u>Colleges and Universities</u>	<u>Military Bases</u>	<u>Unemployment</u>
American Fletcher (Bank One) (3.9 Bil)	Indiana/Purdue-Indy (23,366)	Ft. Benjamin Harrison (7,632)	Jun 79: 5.3%
Indiana National (3.8 Bil)	Butler (3,741)		Dec 82: 9.8%
Merchants National (2.4 Bil)	Univeristy of Indianapolis (2,999)		Sep 83: 8.2%
			Sep 84: 5.7%
			Aug 85: 5.5%
			Aug 86: 4.8%
			Aug 87: 4.8%
	Total Full Time Students: 18,085		

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>
MZD	Highland Appliance	Cincinnati	93.9 Noblesville	1. WIBC \$9,200,000
Handley & Miller	Coca Cola	Hi-Fi Buys	20 NNE of Indy	2. WFBQ-F 7,500,000
Pearson Group	Hooks Drugs	Louisville	96.3 Indianapolis	3. WFMS-F 5,200,000
Caldwin Van Riper	L. S. Ayres			4. WENS-F 4,800,000
Perkins	Kroger			5. WZPL-F 3,700,000
				6. WXTZ-F 2,900,000
				7. WTLC-F 2,700,000
				8. WKLR-F 2,100,000
				9. WTPI-F 1,500,000
				10.

<u>Daily Newspapers</u>	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Indianapolis Star	227,225		400,100	Central
Indianapolis News		119,700		Central

Miscellaneous Comments

<u>Best Restaurants</u>	<u>Best Hotels</u>
Glass Chimney (French)	Canterbury
Del Friscos (steak)	Radisson
St. Elmo's (steak)	Hyatt
Chanteclair (French)	
Shapiro's (deli)	

COMPETITIVE MEDIA

Over the Air Television

WFYI	Indianapolis	20	PBS	
WHMB	Indianapolis	40		Sumrall
WISH	Indianapolis	8	CBS	LIN
WRTV	Indianapolis	6	ABC	McGraw-Hill
WTHR	Indianapolis	13	NBC	Columbus Dispatch
WTTV	Bloomington	4		
WXIN	Indianapolis	59		Outlet

WEATHER DATA

Elevation: 792
 Annual Precipitation: 40.0 in.
 Annual Snowfall: 21.3 in.
 Average Windspeed: 9.7 (SW)

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$121,700,000	39.2	.0133
Radio	43,800,000	14.1	.0048
Newspaper	137,000,000	44.1	.0150
Outdoor	8,300,000	2.7	.0009
	<u>\$310,800,000</u>		<u>.0340</u>

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	36.0	85.4	62.2
Avg. Min. Temp.:	19.7	64.6	42.4
Average Temp.:	27.9	75.0	52.3

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WIBC/WEAG-F	From Fairbanks to Blair	\$21,000,000 (E)
1984	WTUX	From Embrescia to New Systems	875,000
1984	WGRT	From Tarzian to Universal	300,000
1985	WNDE/WFBQ-F	From Gulf to Taft	10,600,000 (E)
1985	WZPL-F	From Heftel to Yde, et. al.	11,000,000
1985	WFBM (Noblesville)		780,000
1986	WIRE/WXTZ-F	From Mid America to WIN	12,750,000 (E)
1986	WTUX/WTLC-F	From New Systems to Schwartz	NA
1986	WZPL-F	From Yde to Booth	13,000,000
1986	WTPI-F		8,500,000
1987	WIBC/WEAG-F	From Blair to Scconnix	25,000,000

NOTE: Some of these sales may not have been consummated.

JACKSON, MS

1987 ARB Rank: 109
 1987 MSA Rank: 118
 1987 ADI Rank: 83
 FM Base Value: \$3,000,000

1987 Revenue: \$10,700,000
 Rev per Share Point: \$115,676
 Population per Station: 17,778 (18)
 1987 Revenue Change: 3.7%

Manager's Market Ranking (current): 3.1
 Manager's Market Ranking (future): 3.2
 Duncan's Radio Market Grade: III B-
 Mathematical Market Grade: III C+

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	7.3	8.0	8.7	9.7	10.3	10.7					
Yearly Growth Rate (82-87): 7.9%											
Projected Revenue Estimates:							11.5	12.4	13.4	14.5	15.6
Revenue per Capita:	19.36	20.36	22.25	24.43	25.50	26.10					
Yearly Growth Rate (82-87): 6.3%											
Projected Revenue per Capita:							27.74	29.49	31.35	33.33	35.42
Resulting Revenue Estimate:							11.5	12.4	13.4	14.4	15.4
Revenue as % of Retail Sales:	.0043	.0042	.0043	.0042	.0045	.0045					
Mean % (82-87): .0044%											
Resulting Revenue Estimate:							11.4	12.8	13.6	14.7	15.4
<u>MEAN REVENUE ESTIMATE:</u>							11.5	12.5	13.5	14.5	15.5

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.377	.386	.391	.394	.404	.410	.416	.421	.426	.431	.435
Retail Sales (billions):	1.7	1.9	2.07	2.15	2.26	2.4	2.6	2.9	3.1	3.35	3.5
Below-the-Line Listening Shares:	0 %										
Unlisted Station Listening:	7.5%										
Total Lost Listening:	7.5%										
Available Share Points:	92.5										
Number of Viable Stations:	11.5										
Mean Share Points per Station:	8.0										
Median Share Points per Station:	7.1										
Rev. per Available Share Point:	\$115,676										
Estimated Rev. for Mean Station:	\$925,405										

Confidence Levels

1987 Revenue Estimates: Below normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Managers predict a 6% to 7% increase in 1988...

	<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
Household Income: \$\$29,741				
Median Age: 29.7 years				
Median Education: 12.6 years				
Median Home Value: \$42,600				
Population Change (1986-1991): 6.7%	White 58.2	<15 33.6	12-34 28.3	Non High School
Retail Sales Change (1986-1991): 48.6%	Black 41.0	15-30 28.5	25-54 49.7	Grad 32.7
Number of B or C FM Stations: 6	Hispanic 0.8	30-50 23.0	55+ 22.0	High School
Revenue per AQH: \$19,741	Other ---	50-75 10.6		Grad 28.5
Cable Penetration: 53%		75+ 4.3		College 1-3 years
				18.0
				College 4+ years
				20.8

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Government		Deposit Guaranty	Southern Farm Bureau
Furniture		First Capital	Casualty Insurance Co.
Aircraft Parts	<u>Other Major Corporations</u>		
Food Products	Cal-Maine Foods		
	Mississippi School Supply		

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	9,242	(7.6%)
2. Eating & Drinking Places	6,872	(5.7%)
3. Business Services	6,637	(5.5%)
4. Wholesale Trade-Durable	6,549	(5.4%)
5. Insurance Carriers	4,781	(3.9%)
6. Special Trade Contractor	4,383	(3.6%)
7. Wholesale Trade-Nondurable	4,083	(3.4%)
8. Membership Organizations	4,073	(3.4%)
9. Food Stores	3,808	(3.1%)
10. General Merchandise Stores	3,738	(3.1%)

By Occupation:

Manag/Prof.	38,762	(24.7%)
Tech/Sales/Admin.	52,928	(33.6%)
Service	20,341	(13.0%)
Farm/Forest/Fish	2,544	(1.6%)
Precision Prod.	17,053	(10.9%)
Oper/Fabri/Labor	25,510	(16.2%)

Total Metro Employees: 121,087
 Top 10 Total Employees: 54,166 (44.7%)

JACKSON, MS

Largest Local Banks

Deposit Guranty (2.9 Bil)
Trustmark Nat. (2.3 Bil)
Great Southern (220 Mil)

Colleges and Universities

Jackson State (6,088)
University of Mississippi Medical (1,737)
Mississippi College (2,837)

Military Bases

Unemployment

Jun 79: 3.8%
Dec 82: 7.4%
Sep 83: 8.1%
Sep 84: 7.0%
Aug 85: 7.2%
Aug 86: 8.6%
Aug 87: 6.9%

Total Full Time Students: 16,320

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Maris West
Goodwin

Largest Local Radio Accounts

Coca Cola
Hallmark Toyota

Source of Regional Dollars

80-90 Channels

None

Highest Billing Stations

1. WMSI-F \$2,600,000
2. WTYX-F 1,700,000
3. WOKJ/WJMI-F 1,600,000
4. WKXI 675,000
5.
6.
7.
8.
9.
10.

Daily Newspapers

Jackson Clarion
Jackson News
Clarion-Ledger & News

AM	PM	SUN	Owner
69,100	30,400	117,000	Gannett Gannett Gannett

Miscellaneous Comments

"Jackson has become one of the most attractive cities of the South."

- The Book of America

COMPETITIVE MEDIA

Over the Air Television

Station	City	Ch	ABC	Price
WAPT	Jackson	16	ABC	Price
WDBD	Jackson	40		
WJTV	Jackson	12	CBS	St. Joseph Gazette
WLBT	Jackson	3	NBC	
WMAA	Jackson	29	PBS	

Best Restaurants

Walkers (various)
Fisherman's Wharf (seafood)

Best Hotels

Ramada Renaissance

WEATHER DATA

Elevation: 310
Annual Precipitation: 51.0 in.
Annual Snowfall: 0.8 in.
Average Windspeed: 7.7

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$23,900,000	37.1	.0100
Radio	10,700,000	16.6	.0045
Newspaper	27,900,000	43.2	.0116
Outdoor	2,000,000	3.1	.0008
	\$64,500,000		.0269

	JAN	JULY	TOTAL YEAR
Avg. Max. Temp.:	58.4	92.7	77.1
Avg. Min. Temp.:	35.8	70.6	52.8
Average Temp:	47.1	81.7	65.0

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WSLI, WYNN-F	Sold to Osborn & Reynolds	\$2,750,000
1983	WOAD		250,000
1984	WKKE		348,000
1985	WJDX, WMSI-F	From Keymarket to Sterling Comm.	NA
1986	WZRZ	Sold to Lewis	200,000
1986	WOKJ, WJMI-F	From Roden to Holt	4,550,000
1986	WOAD		NA
1987	WOKJ/WJMI-F	From Roden to Holt	NA

NOTE: Some of these sales may not have been consummated.

JACKSONVILLE

1987 ARB Rank: 53
 1987 MSA Rank: 59
 1987 ADI Rank: 57
 FM Base Value: \$6,300,000

1987 Revenue: \$19,200,000
 Rev per Share Point: \$245,524
 Population per Station: 36,737 (19)
 1987 Revenue Change: 1.1%

Manager's Market Ranking (current): 3.5
 Manager's Market Ranking (future): 4.2
 Duncan's Radio Market Grade: II A-
 Mathematical Market Grade: II A-

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92	
Duncan Revenue Est.:	9.9	11.6	14.0	16.7	19.0	19.2						
Yearly Growth Rate (82-87):	14.4% (assigned rate of 8.8%)											
Projected Revenue Estimates:							20.9	22.7	24.7	26.9	29.2	
Revenue per Capita:	12.64	14.65	17.24	19.85	22.30	22.30						
Yearly Growth Rate (82-87):	12.2% (assigned rate of 9.4%)											
Projected Revenue per Capita:							24.40	26.69	29.20	31.94	34.95	
Resulting Revenue Estimate:							21.4	23.9	26.8	29.8	33.0	
Revenue as % of Retail Sales:	.0025	.0028	.0031	.0033	.0037	.0034						
Mean % (82-87):	.00338% (84-87)											
Resulting Revenue Estimate:							20.6	22.0	23.7	25.0	26.7	
<u>MEAN REVENUE ESTIMATE:</u>							21.0	22.9	25.1	27.2	29.6	

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	.783	.792	.812	.841	.852	.861	.877	.895	.917	.933	.945
Retail Sales (billions):	3.9	4.1	4.6	4.8	5.1	5.6	6.1	6.5	7.0	7.4	7.9

Below-the-Line Listening Shares: 2.3%
 Unlisted Station Listening: 19.5%
 Total Lost Listening: 21.8%
 Available Share Points: 78.2
 Number of Viable Stations: 11
 Mean Share Points per Station: 7.1
 Median Share Points per Station: 5.2
 Rev. per Available Share Point: \$245,524
 Estimated Rev. for Mean Station: \$1,743,223

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Market reports to Miller, Kaplan...Jacksonville has been hurt badly by the Florida ad tax...normal growth should resume after ad tax is repealed and my projections assume it will be repealed by early 1988...Managers predict 8% increase in 1988...

Household Income: \$30,862
 Median Age: 31.4 years
 Median Education: 12.5 years
 Median Home Value: \$35,300
 Population Change (1986-1991): 9.5%
 Retail Sales Change (1986-1991): 44.4%
 Number of B or C FM Stations: 7
 Revenue per AQH: \$20,712
 Cable Penetration: 60%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 76.1	<15 30.4	12-34 26.1	Non High School
Black 21.4	15-30 29.5	25-54 50.2	Grad 33.4
Hispanic 1.8	30-50 23.3	55+ 23.7	High School
Other 0.7	50-75 12.0		Grad 36.0
	75+ 4.8		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 16.7
 College 4+ years 13.9

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Financial	Brockway (286)	Barnett Banks	PIE Nationwide
Shipping/Port		Florida National Banks	
Insurance	<u>Other Major Corporations</u>	Winn-Dixie Stores	
Military			
Paper	Baker Bros.		
Tobacco	Florida Rock Ind.		
	Ryder Trucks		
	Independent Insurance		
	St. Joe Paper		

INC 500 Companies Employment Breakdowns

<u>Logistical Transportation Associated Temporary Staffing</u>	<u>By Industry (SIC):</u>		<u>By Occupation:</u>	
	1. Health Services	21,962 (8.2%)	Manag/Prof.	68,750 (22.5%)
	2. Eating & Drinking Places	19,324 (7.2%)	Tech/Sales/Admin.	103,998 (34.0%)
	3. Business Services	15,559 (5.8%)	Service	41,972 (13.7%)
	4. Special Trade Contractor	14,495 (5.4%)	Farm/Forest/Fish	4,916 (1.6%)
	5. Wholesale Trade-Durable	14,194 (5.3%)	Precision Prod.	39,645 (12.9%)
	6. Insurance Carriers	12,737 (4.8%)	Oper/Fabri/Labor	46,722 (15.3%)
	7. Wholesale Trade-Nondurable	8,929 (3.3%)		
	8. Food Stores	8,892 (3.3%)		
	9. Miscellaneous Retail	8,331 (3.1%)		
	10. Automotive Dealers	7,773 (2.9%)		

DUNCAN'S RADIO MARKET GUIDE Total Metro Employees: 267,327
 Copyright 1988 Top 10 Total Employees: 132,196 (49.5%)

JACKSONVILLE

Largest Local Banks

Florida National (5.9 Bil)
 Atlantic National (4.5 Bil)
 Barnett Bank (1.3 Bil)
 American Nat. (327 Mil)

Colleges and Universities

University of North Florida (6,032)
 Jones College (1,572)
 Jacksonville University (2,099)

Military Bases

Cecil Field NAS (4,025)
 Jacksonville NAS (13,499)
 Mayport (Navy) (3,301)
 Kings Bay (2,000) ?

Unemployment

Jun 79: 6.1%
 Dec 82: 8.2%
 Sep 83: 6.8%
 Sep 84: 5.9%
 Aug 85: 5.7%
 Aug 86: 5.4%
 Aug 87: 5.2%

Total Full Time Students: 11,195

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

William Cook
 Robinson & St. John
 Caraway Kemp

Largest Local Radio Accounts

Pepsi
 Levitz Furniture
 McDonalds
 First Union
 Publix

Source of Regional Dollars

80-90 Channels

None

Highest Billing Stations

1. WAPE A/F \$3,800,000
2. WAIV-F 3,600,000
3. WQIK A/F 3,400,000
4. WIVY-F 2,900,000
5. WFYV-F 2,400,000
6. WCRJ-F 1,200,000
7. WEJZ-F 750,000
- 8.
- 9.
- 10.

Daily Newspapers

	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Florida Times Union	167,000		220,000	Morris
Jacksonville Journal		43,000		Morris

COMPETITIVE MEDIA

Over the Air Television

WAWS	Jacksonville	30		Malrite
WJCT	Jacksonville	7	PBS	
WJKS	Jacksonville	17	NBC	Media-General
WJXT	Jacksonville	4	CBS	Post-Newsweek
WNFT	Jacksonville	47		
WTLV	Jacksonville	12	ABC	Harte Hanks

Miscellaneous Comments

Manager's Comment

"The mom and pop radio days in Jacksonville are over; competition is fierce..."

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 62,700,000	38.5	.0112
Radio	19,200,000	11.8	.0034
Newspaper	76,000,000	46.7	.0135
Outdoor	5,000,000	3.1	.0009
	<u>\$162,900,000</u>		<u>.0290</u>

Best Restaurants

Charte House (seafood/steak)
 La Pasta Fresca (Italian)
 Wine Cellar (steak/seafood)
 Florida Cafe

Best Hotels

Marriott-Sawgrass
 Sheraton St. Johns
 Omni

NO WEATHER DATA AVAILABLE

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WRXJ, WAPE-F	Sold to Silver Star	\$ 3,100,000
1984	WQIK A/F	Sold to Jacor	5,000,000
1984	WZAZ		350,000
1984	WIVY-F	From Infinity to Gilmore	6,500,000
1985	WCRJ A/F	From S & F to Justice	4,000,000
1985	WEXI		450,000
1985	WROS	Sold to Good News	525,000
1985	WRXJ, WAPE-F	Sold to Statewide by Silver Star	5,200,000
1985	WPDQ	From BENI to Metroplex	785,000
1985	WBIX	Sold to Sudbrink	436,000
1985	WRXJ-AM	From Statewide to Kravis	750,000
		The old WRXJ donated to Jones College by Kravis	
1986	WCRJ	Sold by Justice	380,000
1986	WCRJ-F	From Justice to Hoker	6,000,000
1986	WOKV, WAIV-F	From Affiliated to EZ	10,100,000
1986	WZAZ		325,000
1987	WXOZ	Sold to Willis	275,000
1987	WRXJ	From Kravis to Hoker	1,000,000
1987	WLCS-F	From Kravis to WIN	6,500,000
1987	WJXW		500,000

NOTE: Some of these sales may not have been consummated.

JOHNSON CITY - KINGSPORT - BRISTOL

1987 ARB Rank: 90
 1987 MSA Rank: 106
 1987 ADI Rank: 84
 FM Base Value: \$3,400,000

1987 Revenue: \$9,100,000
 Rev per Share Point: \$98,592
 Population per Station: 15,060 (25)
 1987 Revenue Change: 1.1%

Manager's Market Ranking (current): 2.7
 Manager's Market Ranking (future): 3.2
 Duncan's Radio Market Grade: III D
 Mathematical Market Grade: III D

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	6.9	7.6	8.1	8.7	9.0	9.1					
Yearly Growth Rate (82-87): 5.7%											
Projected Revenue Estimates:							9.3	9.8	10.4	11.0	11.6
Revenue per Capita:	15.68	17.12	18.12	19.33	20.00	20.13					
Yearly Growth Rate (82-87): 5.1%											
Projected Revenue per Capita:							20.85	21.91	23.03	24.21	25.44
Resulting Revenue Estimate:							9.4	10.0	10.5	11.1	11.7
Revenue as % of Retail Sales:	.0035	.0036	.0038	.0036	.0036	.0035					
Mean % (82-87): .0036%											
Resulting Revenue Estimate:							10.1	10.8	11.9	12.8	13.3
<u>MEAN REVENUE ESTIMATE:</u>							9.6	10.2	10.9	11.6	12.2

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.440	.444	.447	.449	.450	.452	.455	.456	.458	.460	.461
Retail Sales (billions):	2.0	2.1	2.15	2.37	2.47	2.6	2.8	3.0	3.3	3.56	3.7

Below-the-Line Listening Shares: 1.7%
 Unlisted Station Listening: 6.0%
 Total Lost Listening: 7.7%
 Available Share Points: 92.3
 Number of Viable Stations: 14
 Mean Share Points per Station: 6.6
 Median Share Points per Station: 1.7
 Rev. per Available Share Point: \$98,592
 Estimated Rev. for Mean Station: \$650,704

Confidence Levels

1987 Revenue Estimates: Below normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Managers predict revenue increase of 1% to 3% in 1988...

Household Income: \$26,658
 Median Age: 33.9 years
 Median Education: 12.1 years
 Median Home Value: \$35,200
 Population Change (1986-1991): 2.1%
 Retail Sales Change (1986-1991): 44.0%
 Number of B or C FM Stations: 4
 Revenue per AQH: \$16,967
 Cable Penetration: 61%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 97.4	<15 35.8	12-34 23.8	Non High School
Black 2.1	15-30 31.8	25-54 49.7	Grad 48.4
Hispanic 0.5	30-50 21.9	55+ 26.5	High School
Other ---	50-75 7.8		Grad 29.1
	75+ 2.7		College 1-3 years
			11.4
			College 4+ years
			11.1

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Tobacco
 Chemicals
 Textiles
 Electrical Equip. Munitions

Other Major Corporations

Mason & Dixon Lines
 Bristol Steel & Iron

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Chemicals & Allied Prod.	13,460	(11.1%)
2. Health Services	10,835	(8.9%)
3. Eating & Drinking Places	6,584	(5.4%)
4. Electric & Electronic Eq.	5,054	(4.2%)
5. Apparel & Other Textile	4,659	(3.8%)
6. Food Stores	4,579	(3.8%)
7. Printing & Publishing	4,312	(3.5%)
8. Machinery, Except Electr.	4,175	(3.4%)
9. Wholesale Trade-Nondurable	3,984	(3.3%)
10. General Merchandise Stores	3,836	(3.2%)

By Occupation:

Manag/Prof.	32,243	(18.4%)
Tech/Sales/Admin.	46,039	(26.3%)
Service	18,410	(10.5%)
Farm/Forest/Fish	4,331	(2.5%)
Precision Prod.	25,957	(14.8%)
Oper/Fabri/Labor	48,160	(27.5%)

Total Metro Employees: 121,743
 Top 10 Total Employees: 61,478 (50.5%)

JOHNSON CITY - KINGSPORT - BRISTOL

Largest Local Banks

First American (516 Mil)
Hamilton (212 Mil)
Bank of Tennessee (71 Mil)

Colleges and Universities

E. Tennessee State (9,869)
Tri City Tech (1,733)

Military Bases

Unemployment

Jun 79: 6.0%
Dec 82: NA
Sep 83: NA
Sep 84: 8.3%
Aug 85: 7.5%
Aug 86: 6.7%
Aug 87: 7.0%

Total Full Time Students: 11,650

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Largest Local Radio Accounts

Pepsi & Coke
McDonalds

Source of Regional Dollars

Knoxville
Nashville

80-90 Channels

104.3 Surgoinsville
20 SW of Kingsport

Highest Billing Stations

1. WQUT-F \$1,800,000
2. WXBQ-F 1,500,000
3. WTFM-F 1,300,000
4. WJCW 670,000
5.
6.
7.
8.
9.
10.

Daily Newspapers

	<u>AM</u>	<u>PM</u>	<u>SUN</u>
Johnson City Press	29,300		32,700
Kingsport Times News		47,167 (AD)	47,600
Bristol Herald Courier Va.-Tenn.		41,885 (AD)	43,000

Owner
Sandusky

Miscellaneous Comments

Best Restaurants

Peerless Steak House
Skoby's (variety)
Ridgewood Barbeque

Best Hotels

Ramada Inn
Sheraton

COMPETITIVE MEDIA

Over the Air Television

Station	City	Ch	Network	Home News
WJHL	Johnson City	11	CBS	Park
WKPT	Kingsport	19	ABC	Home News
WCYB	Bristol	5	NBC	

NO WEATHER DATA AVAILABLE:
See Knoxville for an approximation.

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$20,900,000	35.8	.0080
Radio	9,100,000	15.6	.0035
Newspaper	26,000,000	44.5	.0100
Outdoor	2,400,000	4.1	.0009
	<u>\$58,400,000</u>		<u>.0224</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1984	WETB	\$325,000
1985	WUSJ A/F (Elizabethtown)	780,000
1986	WETB	350,000

NOTE: Some of these sales may not have been consummated.

JOHNSTOWN

1987 ARB Rank: 145	1987 Revenue: \$4,400,000	Manager's Market Ranking (current): 2.8
1987 MSA Rank: 173	Rev per Share Point: \$70,968	Manager's Market Ranking (future): 3.5
1987 ADI Rank: 86 (w/Altoona)	Population per Station: 15,550 (14)	Duncan's Radio Market Grade: NA
FM Base Value: NA	1987 Revenue Change: -4.3%	Mathematical Market Grade: IV D-

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	3.3	3.7	4.1	4.3	4.6	4.4					
Yearly Growth Rate (82-87): Assigned rate of 4.0%											
Projected Revenue Estimates:							4.6	4.8	4.9	5.1	5.4
Revenue per Capita:	12.45	13.96	15.53	16.29	17.76	17.05					
Yearly Growth Rate (82-87): Assigned rate of 4.0%											
Projected Revenue per Capita:							17.73	18.44	19.18	19.95	20.74
Resulting Revenue Estimate:							4.6	4.7	4.9	5.1	5.3
Revenue as % of Retail Sales:	.0033	.0037	.0041	.0041	.0044	.0041					
Mean % (82-87): .0039% (assigned)											
Resulting Revenue Estimate:							4.3	4.4	4.6	4.7	4.9
							4.5	4.6	4.8	5.0	5.2

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.265	.265	.264	.263	.259	.258	.258	.257	.256	.256	.256
Retail Sales (billions):	1.0	1.0	1.0	1.03	1.04	1.07	1.10	1.14	1.18	1.21	1.26
Below-the-Line Listening Shares:	27.2%										
Unlisted Station Listening:	10.8%										
Total Lost Listening:	38.0%										
Available Share Points:	62.0										
Number of Viable Stations:	10.5										
Mean Share Points per Station:	5.9										
Median Share Points per Station:	4.9										
Rev. per Available Share Point:	\$70,968										
Estimated Rev. for Mean Station:	\$418,710										

Confidence Levels

1987 Revenue Estimates: Below normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

	<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
Household Income: \$24,607				
Median Age: 34.1 years				
Median Education: 12.2 years				
Median Home Value: \$32,000				
Population Change (1986-1991): -1.3%	White 98.1	<15 40.1	12-34 24.3	Non High School
Retail Sales Change (1986-1991): 16.0%	Black 1.4	15-30 34.9	25-54 44.1	Grad 39.9
Number of B or C FM Stations: 3 + 2 = 5	Hispanic 0.5	30-50 19.3	55+ 31.6	High School
Revenue per AQH: \$16,176	Other ---	50-75 4.3		Grad 44.3
Cable Penetration: 78%		75+ 1.4		College 1-3 years
				7.6
				College 4+ years
				8.2

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Mining			Glosser Brothers
Mining Equip.			
Food Products			
Bedding			
Railroad Equip.			
	<u>Other Major Corporations</u>		
	Crown American		
	Penn Traffic		
	Sherer Oil		

INC 500 Companies

Employment Breakdowns

<u>Sunquest Information Systems</u>	<u>By Industry (SIC):</u>	<u>By Occupation:</u>
	1. Health Services 6,955 (11.6%)	Manag/Prof. 16,052 (17.4%)
	2. Bituminous Coal & Lignite 4,881 (8.1%)	Tech/Sales/Admin. 23,171 (25.0%)
	3. Primary Metal Industries 4,058 (6.8%)	Service 12,037 (13.1%)
	4. Eating & Drinking Places 3,161 (5.3%)	Farm/Forest/Fish 2,088 (2.2%)
	5. Apparel & Other Textile 3,088 (5.2%)	Precision Prod. 15,524 (16.8%)
	6. Food Stores 2,288 (3.8%)	Oper/Fabri/Labor 23,533 (25.5%)
	7. Electric Services 2,217 (3.7%)	
	8. Automotive Dealers 1,953 (3.3%)	
	9. Membership Organizations 1,833 (3.1%)	
	10. Wholesale Trade-Durable 1,781 (3.0%)	
	Total Metro Employees: 59,918	
	Top 10 Total Employees: 32,215 (53.8%)	

JOHNSTOWN

Largest Local Banks

US National (590)
Johnstown Bank (399 Mil)
Moxham Nat. (103 Mil)

Colleges and Universities

University of Pittsburgh-Johnstown (3,223)
St. Francis (1,650)

Military Bases

Unemployment

Jun 79: 8.8%
Dec 82: 22.3%
Sep 83: 15.8%
Sep 84: 14.1%
Aug 85: 12.6%
Aug 86: 8.9%
Aug 87: 7.3%

Total Full Time Students: 4,039

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Largest Local Radio Accounts

Source of Regional Dollars

80-90 Channels

Highest Billing Stations

Barash
Accent/Midstate

105.7 Portage
Between Altoona
and Johnstown

1. NO ESTIMATES AVAILABLE
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Daily Newspapers

AM

PM

SUN

Owner

Johnstown Tribune-Democrat 50,600 53,800

Miscellaneous Comments

* Split ADI with Altoona. TV revenue is estimate of Johnstown's share. Total revenue for ADI is estimated at \$16,000,000.

COMPETITIVE MEDIA

Over the Air Television

NO WEATHER DATA AVAILABLE

WFAT	Johnstown	19		
WJAC	Johnstown	6	NBC	Johnstown Tribune
WKBS	Altoona	47		
WTAJ	Altoona	10	CBS	Gateway
WWPC	Altoona	23	ABC	

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 9,900,000	33.7	.0092
Radio	4,400,000	15.0	.0041
Newspaper	14,000,000	47.6	.0130
Outdoor	1,100,000	3.7	.0010
	<u>\$29,400,000</u>		<u>.0273</u>

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1984	WCRO		\$ 210,000
1985	WGLU-F		400,000
1987	WGLU-F	Sold to Diggins	451,000
1987	WJNL A/F		1,100,000

NOTE: Some of these sales may not have been consummated.

KALAMAZOO

1987 ARB Rank: 160	1987 Revenue: \$7,100,000	Manager's Market Ranking (current): 3.8
1987 MSA Rank: 191	Rev per Share Point: \$120,748	Manager's Market Ranking (future): 4.1
1987 ADI Rank: 37 (w/Grand Rapids)	Population per Station: 20,144 (9)	Duncan's Radio Market Grade: NA
FM Base Value: \$3,800,000	1987 Revenue Change: 7.5%	Mathematical Market Grade: IV A

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	4.1	4.6	5.3	6.0	6.6	7.1						
Yearly Growth Rate (82-87):	11.6% (assigned rate of 7.7%)											
Projected Revenue Estimates:							7.5	8.1	8.7	9.4	10.0	
Revenue per Capita:	19.34	21.70	24.65	27.90	30.28	32.56						
Yearly Growth Rate (82-87):	10.9% (assigned rate of 7.0%)											
Projected Revenue per Capita:							34.20	36.59	39.16	41.89	44.83	
Resulting Revenue Estimate:							7.5	8.0	8.6	9.2	9.9	
Revenue as % of Retail Sales:	.0037	.0038	.0040	.0043	.0042	.0043						
Mean % (82-87):	.00405%											
Resulting Revenue Estimate:							7.3	7.9	8.6	9.2	9.7	
							MEAN REVENUE ESTIMATE:					
							7.4	8.0	8.6	9.2	9.9	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.212	.212	.215	.217	.218	.218	.219	.219	.220	.220	.221
Retail Sales (billions):	1.1	1.2	1.3	1.44	1.55	1.67	1.80	1.95	2.12	2.27	2.4

Below-the-Line Listening Shares:	30.9%	<u>Confidence Levels</u>
Unlisted Station Listening:	10.3%	
Total Lost Listening:	41.2%	1987 Revenue Estimates: Slightly below normal
Available Share Points:	58.8	1988-1992 Revenue Projections: Slightly below normal
Number of Viable Stations:	5.5	
Mean Share Points per Station:	10.6	
Median Share Points per Station:	11.9	
Rev. per Available Share Point:	\$120,748	
Estimated Rev. for Mean Station:	\$1,279,932	

COMMENTS

Managers predict a 5% to 7% growth rate in 1988...

Household Income: \$35,744	<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
Median Age: 29.9 years	White 91.5	<15 24.7	12-34 30.7	Non High School
Median Education: 12.6 years	Black 7.3	15-30 27.1	25-54 48.5	Grad 24.2
Median Home Value: \$41,400	Hispanic 1.2	30-50 27.9	55+ 20.8	High School
Population Change (1986-1991): 1.1	Other ---	50-75 14.9		Grad 34.4
Retail Sales Change (1986-1991): 46.0		75+ 5.4		
Number of B or C FM Stations: 3				
Revenue per AQH: \$30,084				
Cable Penetration: 51%				

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 18.4
College 4+ years 23.0

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
--	------------------------------	-----------------------------	---

Pharmaceuticals	Upjohn (162)	First of America Bank Corp.
Automotive		
Paper		
Agribusiness		

Other Major Corporations

Clausing
Prab Robots

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	10,126 (13.0%)
2. Eating & Drinking Places	6,270 (8.1%)
3. Fabricated Metal Products	5,987 (7.7%)
4. Paper & Allied Products	4,907 (6.3%)
5. Chemicals & Allied Prod.	4,099 (5.3%)
6. Business Services	2,796 (3.6%)
7. General Merchandise Stores	2,733 (3.5%)
8. Wholesale Trade-Durable	2,633 (3.4%)
9. Machinery, Except Electr.	2,364 (3.0%)
10. Food Stores	2,256 (2.9%)

By Occupation:

Manag/Prof.	24,615 (24.9%)
Tech/Sales/Admin. Service	30,280 (30.6%)
Farm/Forest/Fish	14,167 (14.3%)
Precision Prod.	1,625 (1.6%)
Oper/Fabri/Labor	11,199 (11.4%)
	17,055 (17.2%)

Total Metro Employees: 77,796
Top 10 Total Employees: 44,171 (56.8%)

KALAMAZOO

Largest Local Banks

First of America (829 Mil)
 Old Kent (Incl. American) (440 Mil)
 Comerica (234 Mil)
 Michigan National (77 Mil)

Colleges and Universities

Western Michigan University (20,233)
 Kalamazoo College (1,218)
 Nazareth College (820)

Total Full Time Students: 16,937

Military Bases

Unemployment

Jun 79: 7.6%
 Dec 82: 12.7%
 Sep 83: 10.3%
 Sep 84: 8.6%
 Aug 85: 6.9%
 Aug 86: 5.7%
 Aug 87: 5.5%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Keller-Moleski
 Biggs-Gilmore
 Weidler

Largest Local Radio Accounts

Old Kent Bank
 Ziegler Auto
 Meijer Dept. Store
 Mr. B's Clothing
 First of America

Source of Regional Dollars

Grand Rapids
 Detroit
 Lansing

80-90 Channels

96.5 Portage
 S. of Kalamazoo

Highest Billing Stations

1. WKFR-F	\$2,200,000
2. WNWN-F	1,400,000
3. WQLR-F	1,300,000
4. WKZO	1,050,000
5. WKMI	700,000
6.	
7.	
8.	
9.	
10.	

Daily Newspapers

Kalamazoo Gazette

<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
	62,900	76,500	Newhouse

Miscellaneous Comments

* ADI split with Grand Rapids, Battle Creek and Muskegon. TV revenue is estimate of Kalamazoo's share. Total revenue for ADI is estimated at \$59,400,000.

COMPETITIVE MEDIA

Over the Air Television

See Grand Rapids

Best Restaurants

Oakley's (continental)
 Dimitri's (steak)
 Angelinos (Italian)
 Black Swan (general)

Best Hotels

Stuart Ave Bed & Breakfast
 Sheraton

WEATHER DATA

Elevation: 773
 Annual Precipitation: 34.3 in.
 Annual Snowfall: 78.4 in.
 Average Windspeed: 10.3 (W)

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$15,100,000	33.1	.0090
Radio	7,100,000	15.6	.0043
Newspaper	21,900,000	48.0	.0131
Outdoor	1,500,000	3.3	.0009
	<u>\$45,600,000</u>		<u>.0273</u>

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	30.9	84.4	57.9
Avg. Min. Temp.:	17.1	60.2	38.4
Average Temp:	24.0	72.1	47.9

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1985	WQSN	Sold to Fairfield	\$ 175,000
1985	WHEZ		100,000
1985	WKNR/WKFR-F (Battle Creek)	Sold to Hicks	3,250,000
1985	WKMI	Sold to Hicks	1,050,000

NOTE: Some of these sales may not have been consummated.

KANSAS CITY

1987 ARB Rank: 27
 1987 MSA Rank: 28
 1987 ADI Rank: 29
 FM Base Value: \$5,000,000

1987 Revenue: \$39,200,000
 Rev per Share Point: \$414,376
 Population per Station: 56,405 (22)
 1987 Revenue Change: 2.1%

Manager's Market Ranking (current): 2.2
 Manager's Market Ranking (future): 2.9
 Duncan's Radio Market Grade: I D
 Mathematical Market Grade: I D+

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	28.9	31.3	34.1	37.1	38.4	39.2						
Yearly Growth Rate (82-87): 6.3%	(assigned rate 5.0%)											
Projected Revenue Estimates:							40.6	42.6	44.7	47.0	49.3	
Revenue per Capita:	19.93	21.44	23.20	24.73	25.10	25.45						
Yearly Growth Rate (82-87): 5.1%												
Projected Revenue per Capita:							26.75	28.11	29.55	31.05	32.64	
Resulting Revenue Estimate:							41.5	43.9	46.4	49.1	51.9	
Revenue as % of Retail Sales:	.0036	.0036	.0035	.0036	.0035	.0034						
Mean % (82-87): .0034% (assigned)												
Resulting Revenue Estimate:							42.5	46.2	50.0	54.1	58.1	

MEAN REVENUE ESTIMATE:

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	1.45	1.46	1.47	1.50	1.53	1.54	1.55	1.56	1.57	1.58	1.59
Retail Sales (billions):	8.1	8.7	9.7	10.5	11.0	11.7	12.5	13.6	14.7	15.9	17.1

Below-the-Line Listening Shares: 0.3%
 Unlisted Station Listening: 5.1%
 Total Lost Listening: 5.4%
 Available Share Points: 94.6
 Number of Viable Stations: 16.5
 Mean Share Points per Station: 5.7
 Median Share Points per Station: 4.7
 Rev. per Available Share Point: \$414,376
 Estimated Rev. for Mean Station: \$2,361,945

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Slightly below normal

COMMENTS

Market reports to Hungerford...Managers predict 1% to 3% increase in 1988...

Household Income: \$36,363
 Median Age: 32.3 years
 Median Education: 12.6 years
 Median Home Value: \$43,300
 Population Change (1986-1991): 3.7%
 Retail Sales Change (1986-1991): 44.2%
 Number of B or C FM Stations: 12
 Revenue per AQH: \$19,085
 Cable Penetration: 46%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 85.8	<15 25.0	12-34 24.5	Non High School
Black 12.0	15-30 27.1	25-54 50.9	Grad 26.4
Hispanic 2.2	30-50 27.8	55+ 24.6	High School
Other ---	50-75 15.3		Grad 38.5
	75+ 5.8		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 17.2
 College 4+ years 17.9

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Automotive	Farmland Ind. (142)	Commerce Bancshares	Hallmark Cards
Airplane Parts	Interstate Bakeries (380)	Kansas City Power & Light	Western Auto
Distribution	Butler Manuf. (434)	Marion Laboratories	Marley
Food Processing		United Missouri Bancshares	Bartlett Agri Enterprises
Agribusiness	<u>Other Major Corporations</u>	H & R Block	Ferrell Companies
Printing	Marley	Payless Cashways	
Ammunition	Hallmark Cards	United Telecommunications	
	Republic Ind.	Yellow Freight System	
	Hudson Oil		
	Conergis		

INC 500 Companies

SKC Electric
 Pride Cleaners
 American Nursing Resources

Employment Breakdowns

By Industry (SIC):

1. Health Services	45,778	(8.3%)
2. Eating & Drinking Places	35,948	(6.5%)
3. Business Services	29,836	(5.4%)
4. Wholesale Trade-Durable	29,651	(5.4%)
5. Wholesale Trade-Nondurable	19,513	(3.5%)
6. Printing & Publishing	17,629	(3.2%)
7. Special Trade Contractor	17,459	(3.2%)
8. Transportation Equipment	17,331	(3.1%)
9. Fabricated Metal Products	16,254	(2.9%)
10. Miscellaneous Retail	16,130	(2.9%)

By Occupation:

Manag/Prof.	157,711	(23.4%)
Tech/Sales/Admin.	229,093	(34.1%)
Service	82,489	(12.2%)
Farm/Forest/Fish	9,595	(1.4%)
Precision Prod.	77,600	(11.6%)
Oper/Fabri/Labor	116,681	(17.3%)

Total Metro Employees: 551,833
 Top 10 Total Employees: 245,529 (44.5%)

KANSAS CITY

Largest Local Banks

Boatmans First (2.0 Bil)
 Commerce (1.5 Bil)
 United Missouri (1.6 Bil)
 Merchants (794 Mil)

Colleges and Universities

University of Missouri-KC (11,464)
 Rockhurst (2,869)
 University of Kansas Medical (2,308)

Military Bases

Ft. Leavenworth (5,557)
 Whiteman AFB (3,351)

Unemployment

Jun 79: 3.9%
 Dec 82: 8.2%
 Sep 83: 7.5%
 Sep 84: 5.3%
 Aug 85: 4.8%
 Aug 86: 4.5%
 Aug 87: 5.7%

Total Full Time Students: 28,832

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Bernstein-Rein
 Valentine-Radford
 Sandweiss

Largest Local Radio Accounts

Coca Cola & Pepsi
 Brands Mart
 McDonalds
 Braniff
 Elec. Bus. Equip.
 CMC Stereo

Source of Regional Dollars

St. Louis

80-90 Channels

92.3 Olathe
 20 SW of Kansas City

Highest Billing Stations

1. WDAF	\$4,900,000
2. KYYY-F	4,300,000
3. KBEQ-F	4,100,000
4. KUDL-F	3,600,000
5. KFKF A/F	3,400,000
6. KMBZ	3,200,000
KCMO	3,200,000
8. KLSI-F	2,700,000
9. KMBR-F	2,200,000
10. KCPW-F	1,700,000
11. KPRS-F	1,200,000
12. WHB	1,100,000

Daily Newspapers

Kansas City Star
 Kansas City Times

AM PM SUN

273,800 216,800 411,000

Owner

Cap Cities/ABC
 Cap Cities/ABC

Miscellaneous Comments

"Kansas City conveys an infectious Midwestern warmth and pretends to be little more than the overgrown cowtown she is."

- The Book of America

COMPETITIVE MEDIA

Over the Air Television

KCPT	Kansas City	19	PBS	
KCTV	Kansas City	5	CBS	Meredith
KMBC	Kansas City	9	ABC	Hearst
KSHB	Kansas City	41		Scripps-Howard
KYFC	Kansas City	50		
KZKC	Kansas City	62	Media Central	
WDAF	Kansas City	4	NBC	Great American

Manager's Comment

"A whore's radio market, stations give time away, absolutely no rate integrity at all...many stations are sold because owners come to realize how bad the market is and get out soon before they lose their shirts..."

Best Restaurants

Savoy (steak)
 La Medetrane (French)
 Bristol (seafood)
 Fedora (continental)

Best Hotels

Westin Crown Center
 Alameda Plaza
 Vista/Hyatt

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$104,800,000	36.6	.0090
Radio	\$ 39,200,000	13.7	.0034
Newspaper	\$132,500,000	46.2	.0113
Outdoor	\$ 10,100,000	3.5	.0009
	<u>\$286,600,000</u>		<u>.0246</u>

WEATHER DATA

Elevation: 1014
 Annual Precipitation: 36.7 in.
 Annual Snowfall: 19.7 in.
 Average Windspeed: 10.2

NOTE: Use Newspaper and Outdoor estimates with caution.

	JAN	JULY	TOTAL YEAR
Avg. Max. Temp.:	36.2	88.0	63.7
Avg. Min. Temp.:	19.3	69.6	45.3
Average Temp.:	27.8	78.8	54.5

Major Radio Station Sales Since 1983

1983	KFKF A/F	From Allbritton to Scannix	\$ 4,000,000
1984	KCMO, KBKC-F	From Fairbanks to Summit	11,200,000
1985	WHB	From Storz to Shamrock	3,500,000
1985	KKCI-F (Liberty)	Sold to Transcom	4,200,000
1987	KBEA, KXTR-F	Sold to Silver Star	5,750,000
1987	KBEQ-F	From Capitol (Goodmon) to Noble	9,250,000
1987	KLTY-F	From TransColumbia to Olympic	4,000,000
1987	KCWV A/F	Sold to Ragan Henry	8,700,000 + Tax Cert.
1987	KCNW	From Universal to Marsh	1,500,000

NOTE: Some of these sales may not have been consummated.

KNOXVILLE

1987 ARB Rank: 67
 1987 MSA Rank: 84
 1987 ADI Rank: 62
 FM Base Value: \$4,000,000

1987 Revenue: \$12,700,000
 Rev per Share Point: \$136,853
 Population per Station: 26,737 (19)
 1987 Revenue Change: 6.7%

Manager's Market Ranking (current): 3.4
 Manager's Market Ranking (future): 3.9
 Duncan's Radio Market Grade: II B
 Mathematical Market Grade: II B-

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	8.8	9.4	9.9	11.0	11.9	12.7						
Yearly Growth Rate (82-87):	7.6%											
Projected Revenue Estimates:							13.7	14.7	15.8	17.0	18.3	
Revenue per Capita:	15.07	15.99	16.75	18.48	19.87	20.99						
Yearly Growth Rate (82-87):	6.9%											
Projected Revenue per Capita:							22.44	23.99	25.64	27.41	29.30	
Resulting Revenue Estimate:							13.7	14.7	15.8	17.0	18.3	
Revenue as % of Retail Sales:	.0029	.0028	.0026	.0026	.0026	.0026						
Mean % (82-87):	.0026% (84-87 only)											
Resulting Revenue Estimate:							13.8	14.8	16.1	17.4	18.7	
							MEAN REVENUE ESTIMATE:					
							13.7	14.7	15.9	17.1	18.4	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.584	.588	.591	.599	.599	.605	.609	.613	.617	.621	.625
Retail Sales (billions):	3.0	3.4	3.8	4.2	4.6	4.9	5.3	5.7	6.2	6.7	7.2

Below-the-Line Listening Shares: 0.8%
 Unlisted Station Listening: 6.4%
 Total Lost Listening: 7.2%
 Available Share Points: 92.8
 Number of Viable Stations: 8.5
 Mean Share Points per Station: 10.9
 Median Share Points per Station: 7.9
 Rev. per Available Share Point: \$136,853
 Estimated Rev. for Mean Station: \$1,491,702

Confidence Levels

1987 Revenue Estimates: Slightly below normal
 1988-1992 Revenue Projections: Slightly below normal

COMMENTS

Managers predict a 4% to 6% increase in 1988...

Household Income: \$27,698	Ethnic	Income	Age	Education
Median Age: 32.9 years	Breakdowns (%)	Breakdowns (%)	Breakdowns (%)	Levels
Median Education: 12.4 years	White 93.4	<15 36.4	12-34 25.4	Non High School
Median Home Value: \$38,800	Black 5.7	15-30 30.1	25-54 49.0	Grad 40.2
Population Change (1986-1991): 3.5%	Hispanic 0.7	30-50 21.2	55+ 25.6	High School
Retail Sales Change (1986-1991): 46.5%	Other 0.2	50-75 8.9		Grad 31.5
Number of B or C FM Stations: 5		75+ 3.4		College 1-3 years
Revenue per AQH: \$15,065				12.7
Cable Penetration: 55%				College 4+ years
				15.6

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Apparel
 Chemicals
 Coal
 Tobacco
 Iron
 Textiles

Other Major Corporations

TVA
 Blue Diamond Cola
 HT Hackney

INC 500 Companies

Employment Breakdowns

Butler Ackerman Public Relations

By Industry (SIC):

1. Business Services	16,525	(8.7%)
2. Health Services	16,308	(8.6%)
3. Eating & Drinking Places	12,905	(6.8%)
4. Chemicals & Allied Prod.	9,794	(5.2%)
5. Wholesale Trade-Durable	8,714	(4.6%)
6. Apparel & Other Textile	7,799	(4.1%)
7. Food Stores	6,612	(3.5%)
8. Special Trade Contractor	5,976	(3.2%)
9. General Merchandise Stores	5,418	(2.9%)
10. Primary Metal Industries	5,301	(2.8%)

By Occupation:

Manag/Prof.	53,548	(22.2%)
Tech/Sales/Admin. Service	71,000	(29.4%)
Service	31,068	(12.9%)
Farm/Forest/Fish	3,738	(1.5%)
Precision Prod.	33,254	(13.8%)
Oper/Fabri/Labor	48,760	(20.2%)

Total Metro Employees: 188,983
 Top 10 Total Employees: 95,352 (50.5%)

KNOXVILLE

Largest Local Banks

First American (950 Mil)
Valley Fidelity (363 Mil)
Third National (322 Mil)

Colleges and Universities

University of Tennessee-Knoxville (26,158)
State Tech (2,700)

Military Bases

Unemployment

Jun 79: 4.4%
Dec 82: 10.1%
Sep 83: 9.3%
Sep 84: 7.7%
Aug 85: 7.4%
Aug 86: 6.8%
Aug 87: 6.0%

Total Full Time Students: 25,710

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Davis-Newman
Tombras
Bagwell
Lavidge

Largest Local Radio Accounts

Squirrel Furniture
Circuit City
Expressway Furniture
Coca Cola

Source of Regional Dollars

Atlanta
Nashville

80-90 Channels

104.5 Knoxville

Highest Billing Stations

1. WIVK A/F \$4,600,000
2. WIMZ A/F 3,000,000
3. WMYU-F 2,800,000
4. WEZK-F 1,200,000
5.
6.
7.
8.
9.
10.

Daily Newspapers

	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Knoxville Journal		44,100		
Knoxville New-Sentinel JOA	100,400		166,200	Scripps-Howard

Miscellaneous Comments

"Knoxville sought to be East Tennessee's economic nerve center, reducing its old industrial focus on textiles and iron."

- The Book of America

COMPETITIVE MEDIA

Over the Air Television

Station	City	Ch	Network	Service
WATE	Knoxville	6	ABC	Nationwide
WBIR	Knoxville	10	CBS	Multimedia
WKCH	Knoxville	43		
WTVK	Knoxville	26	NBC	South Central
WINT	Crossville	20		

Best Restaurants

Cooper Cellar (steak)
Regas (steak)

Best Hotels

Hyatt
Hilton
Worlds Fair-Holiday Inn

WEATHER DATA

Elevation: 980
Annual Precipitation: 48.0 in.
Annual Snowfall: 12.5 in.
Average Windspeed: 7.3 (NE)

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 40,200,000	38.8	.0082
Radio	\$ 12,700,000	12.3	.0026
Newspaper	\$ 7,000,000	45.4	.0096
Outdoor	\$ 3,600,000	3.5	.0007
	<u>\$103,500,000</u>		<u>.0211</u>

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	48.9	88.0	69.8
Avg. Min. Temp.:	32.2	68.3	49.5
Average Temp.:	40.6	78.2	59.7

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WITA		\$ 675,000
1984	WKGK		475,000
1984	WRJZ		905,000
1984	WSEV, WMYU-F	(cancelled)	2,700,000
1984	WNOX, WNKX-F	From Sanders to ELF	2,100,000
1985	WSEV, WMYU-F	Sold to Republic	3,400,000
1986	WNOX, WNKX-F	From ELF to REBS	3,000,000
1986	WMYU-F	From Republic to Jacor	5,200,000
1986	WBMK		215,000
1986	WRJZ	Sold by Salem	300,000 + liabilities

NOTE: Some of these sales may not have been consummated.

LAFAYETTE, LA

1987 ARB Rank: 166
 1987 MSA Rank: 188
 1987 ADI Rank: 113
 FM Base Value: NA

1987 Revenue: \$6,300,000
 Rev per Share Point: \$80,873
 Population per Station: 17,660 (10)
 1987 Revenue Change: -4.5%

Manager's Market Ranking (current): 3.4
 Manager's Market Ranking (future): 3.9
 Duncan's Radio Market Grade: NA
 Mathematical Market Grade: 1V C-

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	5.3	5.7	6.5	7.4	6.6	6.3						
Yearly Growth Rate (82-87):	5.0% (assigned rate)											
Projected Revenue Estimates:							6.6	6.9	7.3	7.7	8.0	
Revenue per Capita:	25.98	26.63	30.23	33.48	30.14	28.13						
Yearly Growth Rate (82-87):	5.0% (assigned rate)											
Projected Revenue per Capita:							29.54	31.01	32.56	34.19	35.90	
Resulting Revenue Estimate:							6.7	7.1	7.6	8.1	8.5	
Revenue as % of Retail Sales:	.0038	.0037	.0038	.0043	.0041	.0036						
Mean % (82-87):	.0037%											
Resulting Revenue Estimate:							6.8	7.4	7.8	8.3	8.6	
<u>MEAN REVENUE ESTIMATE:</u>							<u>6.7</u>	<u>7.1</u>	<u>7.6</u>	<u>8.0</u>	<u>8.4</u>	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.204	.214	.215	.217	.219	.224	.226	.230	.233	.237	.238
Retail Sales (billions):	1.2	1.4	1.5	1.60	1.61	1.74	1.85	1.99	2.11	2.25	2.34

Below-the-Line Listening Shares: 13.8%
 Unlisted Station Listening: 8.3%
 Total Lost Listening: 22.1%
 Available Share Points: 77.9
 Number of Viable Stations: 10
 Mean Share Points per Station: 7.8
 Median Share Points per Station: 5.2
 Rev. per Available Share Point: \$80,873
 Estimated Rev. for Mean Station: \$630,808

Confidence Levels

1987 Revenue Estimates: Below normal
 1988-1992 Revenue Projections: Much below normal

COMMENTS

Household Income: \$31,663	<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
Median Age: 28.0 years	White 74.5	<15 29.4	12-34 32.0	Non High School
Median Education: 12.5 years	Black 23.3	15-30 27.7	25-54 50.1	Grad 30.9
Median Home Value: \$54,200	Hispanic 2.2	30-50 24.8	55+ 17.9	High School
Population Change (1986-1991): 8.6%	Other ---	50-75 12.2		Grad 27.2
Retail Sales Change (1986-1991): 39.6%		75+ 5.9		College 1-3 years
Number of B or C FM Stations: 3				14.2
Revenue per AQH: \$22,909				College 4+ years
Cable Penetration: 56%				17.7

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Oil Service
 Construction

Other Major Corporations

Chart House
 Offshore Logistics
 Central LA Energy

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Oil & Gas Extraction	9,810 (12.3%)
2. Eating & Drinking Places	6,737 (8.4%)
3. Health Services	5,353 (6.7%)
4. Business Services	5,102 (6.4%)
5. Wholesale Trade-Durable	4,691 (5.9%)
6. General Merchandise Stores	2,960 (3.7%)
7. Food Stores	2,907 (3.6%)
8. Wholesale Trade-Nondurable	2,731 (3.4%)
9. Special Trade Contractor	2,527 (3.2%)
10. Textile Mill Products	2,074 (2.6%)

Total Metro Employees: 79,742
 Top 10 Total Employees: 44,892 (56.3%)

By Occupation:

Manag/Prof.	19,373 (23.1%)
Tech/Sales/Admin.	26,420 (31.5%)
Service	9,859 (11.8%)
Farm/Forest/Fish	1,546 (1.9%)
Precision Prod.	13,282 (15.8%)
Oper/Fabri/Labor	13,326 (15.9%)

LAFAYETTE, LA

Largest Local Banks

Guaranty (783 Mil)
 First National (432 Mil)
 American (243 Mil)
 Southeast (81 Mil)

Colleges and Universities

University of SW Louisiana (16,316)

Total Full Time Students: 12,225

Military Bases

Unemployment

Jun 79: 3.7%
 Dec 82: 6.3%
 Sep 83: 8.5%
 Sep 84: 6.0%
 Aug 85: 9.0%
 Aug 86: 14.2%
 Aug 87: 10.6%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Graham Sides & Assoc.

Largest Local Radio Accounts

Source of Regional Dollars

New Orleans
 Baton Rouge
 Houston

80-90 Channels

96.5 Breaux Bridge
 10 E. of Lafayette
 92.9 Erath
 20 S. of Lafayette
 95.9 Lafayette
 93.7 New Iberia (C2)
 26 SE of Lafayette
 105.9 Opelousas
 22 N. of Lafayette

Highest Billing Stations

1. KSMB-F \$1,750,000
 2. KTOY-F 900,000
 3.
 4.
 5.
 6.
 7.
 8.
 9.
 10.

Daily Newspapers

Lafayette Advertiser

<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
30,000		37,900	Thomson

Miscellaneous Comments

"...once the quaint Cajun capitol of Louisiana. Today the sprawling traffic-snarled town looks more like a mini-Houston."

- The Wall Street Journal

COMPETITIVE MEDIA

Over the Air Television

KADN	Lafayette	15		
KATC	Lafayette	3	ABC	Adams
KLFY	Lafayette	10	CBS	
KLPB	Lafayette	24		

Best Restaurants

Don's Seafood
 Charlie G's
 Cafe Vermillionville

Best Hotels

Hilton
 Arcadiana

NO WEATHER DATA AVAILABLE:
 See New Orleans for an approximation.

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$14,000,000	37.1	.0081
Radio	\$ 6,300,000	16.7	.0036
Newspaper	\$16,000,000	42.4	.0092
Outdoor	\$ 1,400,000	3.7	.0008
	<u>\$37,700,000</u>		<u>.0217</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1987 KXKW, KSMB-F \$6,400,000

NOTE: Some of these sales may not have been consummated.

LAKELAND

1987 ARB Rank: 113	1987 Revenue: \$5,900,000	Manager's Market Ranking (current): 2.1
1987 MSA Rank: 119	Rev per Share Point: \$226,923	Manager's Market Ranking (future): 2.7
1987 ADI Rank: Tampa ADI	Population per Station: 30,980 (10)	Duncan's Radio Market Grade: III D
FM Base Value: NM	1987 Revenue Change: 3.5%	Mathematical Market Grade: III C-

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	4.4	4.8	5.3	5.5	5.7	5.9						
Yearly Growth Rate (82-87):	6.5% (assigned rate)											
Projected Revenue Estimates:							6.3	6.7	7.1	7.6	8.1	
Revenue per Capita:	12.98	13.68	14.84	15.10	15.24	15.53						
Yearly Growth Rate (82-87):	5.0% (assigned rate)											
Projected Revenue per Capita:							16.30	17.12	17.98	18.88	19.82	
Resulting Revenue Estimate:							6.3	6.8	7.2	7.7	8.3	
Revenue as % of Retail Sales:	.0028	.0028	.0028	.0026	.0028	.0027						
Mean % (82-87):	.0028%											
Resulting Revenue Estimate:							6.6	7.0	7.6	8.1	8.7	
<u>MEAN REVENUE ESTIMATE:</u>							<u>6.4</u>	<u>6.8</u>	<u>7.3</u>	<u>7.8</u>	<u>8.4</u>	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.339	.351	.357	.364	.374	.380	.387	.395	.402	.410	.417
Retail Sales (billions):	1.6	1.7	1.9	1.96	2.06	2.2	2.35	2.5	2.7	2.88	3.1

Below-the-Line Listening Shares:	57.9	<u>Confidence Levels</u>	
Unlisted Station Listening:	16.1%		
Total Lost Listening:	74.0%		1987 Revenue Estimates: Below normal
Available Share Points:	26.0		1988-1992 Revenue Projections: Below normal

Number of Viable Stations:	5	<u>COMMENTS</u>	
Mean Share Points per Station:	5.2		Market hurt by Florida ad tax...Regular growth should resume
Median Share Points per Station:	3.3		in 1988...
Rev. per Available Share Point:	\$226,923		
Estimated Rev. for Mean Station:	\$1,180,000		

Household Income: \$26,914	<u>Ethnic</u>	<u>Income</u>	<u>Age</u>	<u>Education</u>
Median Age: 34.5 years	<u>Breakdowns (%)</u>	<u>Breakdowns (%)</u>	<u>Breakdowns (%)</u>	<u>Levels</u>
Median Education: 12.3 years	White 81.8	<15 35.3	12-34 24.0	Non High School
Median Home Value: \$37,200	Black 15.2	15-30 32.9	25-54 45.6	Grad 40.2
Population Change (1986-1991): 9.8%	Hispanic 3.0	30-50 21.0	55+ 30.4	High School
Retail Sales Change (1986-1991): 40.1%	Other ---	50-75 7.5		Grad 34.4
Number of B or C FM Stations: 2		75+ 3.3		College 1-3 years
Revenue per AQH: \$14,713				14.0
Cable Penetration: NA				College 4+ years
				11.4

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Tourism			Publix Supermarkets
Citrus Fruits			
Beverages			
Fertilizers			

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Eating & Drinking Places	7,502	(7.4%)
2. Health Services	6,352	(6.3%)
3. Food & Kindred Products	5,543	(5.5%)
4. Wholesale Trade-Nondurable	4,898	(4.9%)
5. Special Trade Contractor	4,743	(4.7%)
6. Food Stores	4,059	(4.0%)
7. Nonmetallic Minerals, Ex.	3,921	(3.9%)
8. Chemicals & Allied Prod.	3,850	(3.8%)
9. Wholesale Trade-Durable	3,534	(3.5%)
10. Automotive Dealers	3,232	(3.2%)

Total Metro Employees: 100,964
 Top 10 Total Employees: 47,634 (47.2%)

By Occupation:

Manag/Prof.	26,053	(19.4%)
Tech/Sales/Admin.	36,014	(36.9%)
Service	17,673	(13.2%)
Farm/Forest/Fish	9,371	(6.9%)
Precision Prod.	19,990	(15.0%)
Oper/Fabri/Labor	25,012	(18.6%)

LAKELAND

Largest Local Banks

Peoples Bank (412 Mil)
Barnett Bank (410 Mil)

Colleges and Universities

Florida Southern (3,096)

Military Bases

Unemployment

Jun 79: 5.4%
Dec 82: 14.7%
Sep 83: 17.3%
Sep 84: 14.0%
Aug 85: 12.6%
Aug 86: 12.4%
Aug 87: 11.6%

Total Full Time Students: 5,152

RADIO BUSINESS INFORMATION

Heavy Agency
Radio Users

Largest Local
Radio Accounts

Source of
Regional Dollars

80-90 Channels

Highest Billing Stations

Tampa
Orlando

None

1. WPCV-F \$2,200,000
2. WVFM-F 1,900,000
3.
4.
5.
6.
7.
8.
9.
10.

Daily Newspapers

AM

PM

SUN

Owner

Lakeland Ledger 79,000 97,000 New York Times

Miscellaneous Comments

* Part of Tampa's ADI. TV estimate is Lakeland's share of total TV dollars in ADI.

COMPETITIVE MEDIA

Over the Air Television

WTMV Lakeland 32

See Tampa for other stations

NO WEATHER DATA AVAILABLE:
See Orlando for an approximation.

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$12,000,000	28.1	.0054
Radio	\$ 5,900,000	13.8	.0027
Newspaper	\$23,000,000	53.9	.0104
Outdoor	\$ 1,800,000	4.2	.0008
	<u>\$42,700,000</u>		<u>.0193</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WVFM-F	Sold to Root	\$3,100,000
1984	WLKF	From Kelly to Root	470,000
1984	WSIR		466,000
1986	WGTO	Sold by Hubbard	1,535,000
1987	WSIR (Winter Haven)		250,000

NOTE: Some of these sales may not have been consummated.

LANCASTER

1987 ARB Rank: 107	1987 Revenue: \$5,800,000	Manager's Market Ranking (current): 4.2
1987 MSA Rank: 115	Rev per Share Point: \$134,883	Manager's Market Ranking (future): 4.2
1987 ADI Rank: 45 (w/York & Harrisburg)	Population per Station: 46,014 (7)	Duncan's Radio Market Grade: III B-
FM Base Value: \$3,700,000	1987 Revenue Change: 9.4%	Mathematical Market Grade: III B+

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	3.8	4.2	4.6	4.9	5.3	5.8						
Yearly Growth Rate (82-87):	8.8% (7.0% assigned growth rate)											
Projected Revenue Estimates:							6.2	6.6	7.1	7.6	8.1	
Revenue per Capita:	10.24	11.14	12.01	12.66	13.62	14.80						
Yearly Growth Rate (82-87):	7.6%											
Projected Revenue per Capita:							15.92	17.14	18.44	19.84	21.35	
Resulting Revenue Estimate:							6.3	6.9	7.4	8.1	8.7	
Revenue as % of Retail Sales:	.0022	.0023	.0022	.0022	.0022	.0022						
Mean % (82-87):	.0022%											
Resulting Revenue Estimate:							6.2	6.6	7.3	7.9	8.1	
							<u>MEAN REVENUE ESTIMATE:</u>					
							<u>6.2</u>	<u>6.7</u>	<u>7.3</u>	<u>7.9</u>	<u>8.3</u>	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.371	.377	.383	.387	.389	.392	.395	.400	.403	.407	.409
Retail Sales (billions):	1.7	1.8	2.1	2.2	2.43	2.64	2.82	3.0	3.3	3.57	3.7

Below-the-Line Listening Shares: 45.7%
 Unlisted Station Listening: 11.3%
 Total Lost Listening: 57.0%
 Available Share Points: 43.0
 Number of Viable Stations: 5
 Mean Share Points per Station: 8.6
 Median Share Points per Station: 9.7
 Rev. per Available Share Point: \$134,883
 Estimated Rev. for Mean Station: \$1,160,000

Confidence Levels
 1987 Revenue Estimates: Slightly below normal
 1988-1992 Revenue Projections: Slightly below normal

COMMENTS
 Managers predict a 6% to 7% increase in 1988...Approximately \$600,000 goes to stations outside of metro...

	<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
Household Income: \$32,938				
Median Age: 32.3 years				
Median Education: 12.3 years				
Median Home Value: \$47,100	White 95.9	<15 25.5	12-34 25.8	Non High School
Population Change (1986-1991): 4.5%	Black 1.9	15-30 33.4	25-54 47.9	Grad 40.4
Retail Sales Change (1986-1991): 46.7%	Hispanic 2.2	30-50 27.7	55+ 26.3	High School
Number of B or C FM Stations: 4	Other ---	50-75 10.3		Grad 37.2
Revenue per AQH: \$13,242		75+ 3.1		College 1-3 years
Cable Penetration: NA				9.4
				College 4+ years
				13.0

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
--	------------------------------	-----------------------------	---

Shoes Armstrong World Ind. (187)

Ball Bearings
 Home Products
 Floor Coverings
 Clothing

Other Major Corporations

High Industries

INC 500 Companies

Employment Breakdowns

Erin Benefit Group
 Lombardo Agency

By Industry (SIC):

1. Health Services	10,765	(7.5%)
2. Eating & Drinking Places	7,986	(5.6%)
3. Fabricated Metal Products	7,020	(4.9%)
4. Food & Kindred Products	6,639	(4.6%)
5. Printing & Publishing	5,869	(4.1%)
6. Special Trade Contractor	5,756	(4.0%)
7. Food Stores	5,691	(4.0%)
8. Apparel & Other Textile	5,252	(3.7%)
9. Miscellaneous Manufactur.	4,953	(3.5%)
10. Electric & Electronic Eq.	4,918	(3.4%)

Total Metro Employees: 143,118
 Top 10 Total Employees: 64,849 (45.3%)

By Occupation:

Manag/Prof.	29,761	(17.3%)
Tech/Sales/Admin.	43,552	(25.4%)
Service	19,986	(11.6%)
Farm/Forest/Fish	8,366	(4.9%)
Precision Prod.	25,360	(14.7%)
Oper/Fabri/Labor	44,762	(26.1%)

LANCASTER

Largest Local Banks

Hamilton Bank (2.6 Bil)

Colleges and Universities

Millersville University (6,770)
 Elizabethtown College (1,788)
 Franklin & Marshall (2,793)

Military Bases

Unemployment

Jun 79: 4.9%
 Dec 82: 8.0%
 Sep 83: 5.7%
 Sep 84: 5.1%
 Aug 85: 4.9%
 Aug 86: 3.2%
 Aug 87: 2.8%

Total Full Time Students: 8,913

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Abel-Savage
 Kelly-Michner
 Foltz-Wessinger

Largest Local Radio Accounts

Watt & Shand Dept.
 Goods Furniture
 Hamilton Bank

Source of Regional Dollars

80-90 Channels

None

Highest Billing Stations

1. WLAN-F \$1,600,000
2. WNCE-F 1,400,000
3. WDAC-F 1,250,000
4. WIOV-F 1,150,000
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Daily Newspapers

Lancaster New Era
 Intelligencer
 Lancaster News

AM

43,700

PM

56,900

SUN

100,400

Owner

Miscellaneous Comments

* Split ADI with Harrisburg and York. TV revenue is estimate of Lancaster's share. Total TV revenue for ADI is estimated at \$49,900,000.

COMPETITIVE MEDIA

Over the Air Television

See Harrisburg

Best Restaurants

Willow Valley Family Restaurant
 (country cooking)
 Stockyard Inn (steak/seafood)
 Revere Tavern

Best Hotels

Treadway Resort Inn
 Americana Host Farm Resort
 Bird in Hand Inn
 Willow Valley Inn

NO WEATHER DATA AVAILABLE:
 See Harrisburg for an approximation.

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 9,800,000	25.1	.0037
Radio	\$ 5,800,000	14.8	.0022
Newspaper	\$21,700,000	55.5	.0082
Outdoor	\$ 1,800,000	4.6	.0007
	<u>\$39,100,000</u>		<u>.0148</u>

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1984	WGSA, WIOV-F	Sold to Brill	\$2,000,000
1984	WGSA	Sold by Brill	250,000

NOTE: Some of these sales may not have been consummated.

LANSING

1987 ARB Rank: 98
 1987 MSA Rank: 110
 1987 ADI Rank: 102
 FM Base Value: \$2,700,000

1987 Revenue: \$12,000,000
 Rev per Share Point: \$150,564
 Population per Station: 25,150 (14)
 1987 Revenue Change: -4.0%

Manager's Market Ranking (current): 3.3
 Manager's Market Ranking (future): 3.7
 Duncan's Radio Market Grade: III A
 Mathematical Market Grade: III B-

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92
Duncan Revenue Est.:	8.5	10.0	11.0	12.0	12.5	12.0					
Yearly Growth Rate (82-87): 5.7%											
Projected Revenue Estimates:							12.7	13.4	14.2	15.0	15.8
Revenue per Capita:	20.33	23.75	25.88	28.04	29.07	27.91					
Yearly Growth Rate (82-87): 6.8%											
Projected Revenue per Capita:							29.80	31.83	34.00	36.31	38.78
Resulting Revenue Estimate:							12.8	13.7	14.7	15.7	16.8
Revenue as % of Retail Sales:	.0042	.0048	.0048	.0046	.0045	.0040					
Mean % (82-87): .0040%											
Resulting Revenue Estimate:							12.8	13.6	14.8	15.9	16.8
							MEAN REVENUE ESTIMATE:				
							12.8	13.6	14.6	15.5	16.5

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	.418	.421	.425	.428	.430	.430	.431	.431	.432	.432	.433
Retail Sales (billions):	2.0	2.1	2.3	2.6	2.79	3.0	3.2	3.4	3.7	3.97	4.2

Below-the-Line Listening Shares: 10.4%
 Unlisted Station Listening: 9.9%
 Total Lost Listening: 20.3%
 Available Share Points: 79.7
 Number of Viable Stations: 9.5
 Mean Share Points per Station: 8.4
 Median Share Points per Station: 5.3
 Rev. per Available Share Point: \$150,564
 Estimated Rev. for Mean Station: \$1,264,742

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Slightly below normal

COMMENTS

Market reports to Hungerford...Managers predict a 5% increase in 1988...

Household Income: \$35,080
 Median Age: 28.4 years
 Median Education: 12.7 years
 Median Home Value: \$42,200
 Population Change (1986-1991): 0.6%
 Retail Sales Change (1986-1991): 42.5%
 Number of B or C FM Stations: 4 + 2 = 6
 Revenue per AQH: \$22,388
 Cable Penetration: 51%

Ethnic Breakdowns (%)

White 91.4
 Black 5.5
 Hispanic 3.0
 Other 0.1

Income Breakdowns (%)

<15 23.8
 15-30 28.3
 30-50 28.5
 50-75 14.8
 75+ 4.6

Age Breakdowns (%)

12-34 32.6
 25-54 49.1
 55+ 18.3

Education Levels

Non High School Grad 22.7
 High School Grad 37.4

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 18.2
 College 4+ years 21.7

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Government
 Automotive
 Iron and Steel Forgings

Other Major Corporations

Maxco

INC 500 Companies

Employment Breakdowns

Hartley Courseware

By Industry (SIC):

1. Transportation Equipment	25,628	(20.6%)
2. Health Services	10,691	(8.6%)
3. Eating & Drinking Places	10,275	(8.2%)
4. Wholesale Trade-Durable	5,152	(4.1%)
5. Membership Organizations	4,659	(3.7%)
6. Food Stores	4,244	(3.4%)
7. Business Services	3,836	(3.1%)
8. General Merchandise Stores	3,696	(3.0%)
9. Miscellaneous Retail	3,488	(2.8%)
10. Trucking & Warehousing	3,309	(2.7%)

Total Metro Employees: 124,687
 Top 10 Total Employees: 74,978 (60.1%)

By Occupation:

Manag/Prof.	45,747	(24.0%)
Tech/Sales/Admin.	32,790	(32.8%)
Service	27,188	(14.2%)
Farm/Forest/Fish	3,753	(2.0%)
Precision Prod.	20,314	(10.6%)
Oper/Fabri/Labor	31,233	(16.4%)

LANSING

Largest Local Banks

Michigan National (1.8 Bil)
 First of America (444 Mil)
 Bank of Lansing (298 Mil)
 NBD Commerce (84 Mil)
 East Lansing State (164 Mil)

Colleges and Universities

Michigan State University (42,193)

 Total Full Time Students: 41,034

Military Bases

Unemployment

Jun 79: 6.0%
 Dec 82: 12.3%
 Sep 83: 9.0%
 Sep 84: 12.3%
 Aug 85: NA
 Aug 86: 6.5%
 Aug 87: 7.7%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Reinhardt-Bennett
 D. Green
 Americom

Largest Local Radio Accounts

Dykstra Ford
 Shaheen Chevy
 Meijers Dept.
 Kroger

Source of Regional Dollars

Detroit
 Grand Rapids

80-90 Channels

None

Highest Billing Stations

1. WVIC A/F \$3,200,000
 2. WITL A/F 2,300,000
 3. WFMK-F 2,000,000
 4. WIBM-F 1,100,000
 5. WMMQ-F 1,000,000
 6. WJIM A/F 850,000
 7. WILS A/F 600,000
 8.
 9.
 10.

Daily Newspapers

	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Lansing State Journal	64,800		84,900	Gannett

Miscellaneous Comments

Best Restaurants

Jim's Tiffany (general)
 Knightrap (steak)

Best Hotels

Sheraton
 Radisson
 Clarion

COMPETITIVE MEDIA

Over the Air Television

WLX	Onondago	10	NBC	Adams
WLNS	Lansing	6	CBS	Young
WSYM	Lansing	47		Milwaukee Journal
WKAR	E. Lansing	23	PBS	

NO WEATHER DATA AVAILABLE:
 See Grand Rapids for an approximation.

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$24,200,000	36.4	.0081
Radio	\$12,000,000	18.0	.0040
Newspaper	\$28,000,000	42.1	.0093
Outdoor	\$ 2,300,000	3.5	.0008
	<u>\$66,500,000</u>		<u>.0222</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WILS A/F	Sold to Sentry	\$1,400,000
1984	WKHM/WJXQ-F (Jackson)		2,965,000
1985	WXCM/WIBM-F (Jackson)	From Casciani to Van Wagner	3,150,000
1985	WJIM A/F		1,800,000
1985	WJXQ-F	Sold to Jack Alix	3,200,000
1986	WILS A/F	From Sentry to North Star	1,620,000 (E)
1987	WIBM A/F (Jackson)	Sold to CR	4,075,000
1987	WLNZ-F		1,500,000 (50% - EST)
1987	WJIM A/F	Sold to Leicinger	3,500,000

NOTE: Some of these sales may not have been consummated.

LAS VEGAS

Largest Local Banks

Citibank (1.7 Bil)
Valley Bank (1.2 Bil)
Nevada State (222 Mil)

Colleges and Universities

University of Nevada-LV (10,989)

Military Bases

Nellis AFB (8,920)
Indiana Springs AFB (364)

Unemployment

Jun 79: 7.0%
Dec 82: 12.3%
Sep 83: 9.6%
Sep 84: 8.9%
Aug 85: 8.7%
Aug 86: 5.8%
Aug 87: 6.1%

Total Full Time Students: 6,138

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

DDGM
Letizia
R & R Adv.
Weir-McElmurry
Cooper Burch

Largest Local Radio Accounts

Circus Circus
Fantastic Furniture
Fletcher Jones

Source of Regional Dollars

Los Angeles
San Francisco
Phoenix

80-90 Channels

None

Highest Billing Stations

1. KLUC-F/KRSR \$2,500,000
2. KFMS A/F 2,400,000
3. KMZQ-F 2,000,000
4. KOMP-F 1,650,000
5. KXTZ-F 1,300,000
6. KYRK-F 1,000,000
7. KKLZ-F 800,000
8.
9.
10.

Daily Newspapers

Las Vegas Sun
Las Vegas Review-Journal

AM	PM	SUN
60,300		60,500
114,300 (AD)		135,400

Owner

Donrey

Miscellaneous Comments

"Las Vegas is in a quandry. The city and its Clark County neighbors sorely want to diversify the economy, lessening their dependence on what the locals politely call 'gaming.' The success of Atlantic City, N.J. is attracting gamblers; the possibility that other states hard-pressed for revenue might legalize casinos; the unexpected flattening of Las Vegas visitor arrivals in the early 1980's; the deadening effects that federal tax reform could have on tourism - all are reasons why Las Vegas has jumped feet first into the race for new industry, especially the high-technology companies that every community covets."

COMPETITIVE MEDIA

Over the Air Television

Station	City	Ch	Network	Comments
KLAS	Las Vegas	8	CBS	Landmark
KLVX	Las Vegas	10	PBX	
KRLR	Las Vegas	21		
KTNV	Las Vegas	13	ABC	Milwaukee Journal
KVBC	Las Vegas	3	NBC	
KVUU	Henderson	5		Meredith

- The Wall Street Journal

Best Restaurants

Port Tack (seafood)
Piero's (Italian)
Pegasus Room (gourmet)
Ricardos

Best Hotels

Las Vegas Hilton
Caesars Palace
Desert Inn

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$ 43,200,000	37.7	.0092
Radio	\$ 17,600,000	15.3	.0038
Newspaper	\$ 48,000,000	41.8	.0102
Outdoor	\$ 5,900,000	5.1	.0013
	<u>\$114,700,000</u>		<u>.0245</u>

WEATHER DATA

Elevation: 2162
Annual Precipitation: 3.9 in.
Annual Snowfall: 0.3 in.
Average Windspeed: 8.9 (SW)

NOTE: Use Newspaper and Outdoor estimates with caution.

	JAN	JULY	TOTAL YEAR
Avg. Max. Temp.:	55.7	103.9	79.2
Avg. Min. Temp.:	32.6	75.3	52.4
Average Temp.:	44.2	89.6	65.8

Major Radio Station Sales Since 1983

1984	KXTZ-F		\$1,800,000
1984	KMZQ-F (Henderson)		1,350,000
1984	KMJJ/KLUC-F	From Western Cities to Nationwide	7,000,000
1985	KMZQ-F		1,500,000
1985	KYYX-F	Sold to Sterling	1,500,000
1985	KRAM, KKLZ-F	Sold to Medina	2,500,000
1986	KUDO-F		2,300,000
1986	KORK, KYRK-F	From Donrey to Anchor	3,250,000
1987	KREL (Henderson)		500,000
1987	KEZD		600,000
1987	KNUU	Sold to Trenner	1,200,000 (E)

NOTE: Some of these sales may not have been consummated.

LEXINGTON

Largest Local Banks

First Security (1.2 Bil)
 Central (324 Mil)
 Citizens Union (247 Mil)
 Second National (246 Mil)
 Bank of Commerce (176 Mil)

Colleges and Universities

University of Kentucky (20,637)

 Total Full Time Students: 30,663

Military Bases

Unemployment

Jun 79: 3.1%
 Dec 82: NA
 Sep 83: 4.9%
 Sep 84: 4.5%
 Aug 85: 4.2%
 Aug 86: 4.7%
 Aug 87: 4.4%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

KuyKendall
 MER
 Hughes
 B. Todd

Largest Local Radio Accounts

McAlpins Dept.
 Dawahares Clothing
 Randall's Dept.
 Hills Dept.
 Miller Ford

Source of Regional Dollars

Louisville
 Cincinnati
 Nashville

80-90 Channels

104.5 Lexington (C2)
 107.9 Midway
 14 NW of Lexington
 100.7 Nicholasville
 17 SSW of Lexington

Highest Billing Stations

1. WVLK-F \$2,400,000
 2. WVLK 2,200,000
 WKQQ-F 2,000,000
 4. WLAP-F 1,800,000
 5. WFMI-F 1,100,000
 6.
 7.
 8.
 9.
 10.

Daily Newspapers

	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Lexington Herald-Leader	116,700		144,000	Knight-Ridder

Miscellaneous Comments

Best Restaurants

Coach House (continental)
 The Mansion (continental)
 Bistro (French)
 Rafferty's

Best Hotels

Marriott
 Hyatt Regency
 Radisson

COMPETITIVE MEDIA

Over the Air Television

WKLE	Lexington	46	PBS	
WKYT	Lexington	27	CBS	Bluegrass
WLEX	Lexington	18	NBC	Gay-Bell
WTVQ	Lexington	36	ABC	Shamrock

WEATHER DATA

Elevation: 966
 Annual Precipitation: 43.8 in.
 Annual Snowfall: 15.6 in.
 Average Windspeed: 9.7 (S)

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
--	------------	-------------	-------------------

Avg. Max. Temp.:
 Avg. Min. Temp.:
 Average Temp.:

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$29,000,000	37.9	.0121
Radio	\$10,700,000	14.0	.0044
Newspaper	\$34,500,000	45.1	.0144
Outdoor	\$ 2,300,000	3.0	.0010
	\$76,500,000		.0319

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WLAP A/F		\$3,750,000 (E)
1984	WCOZ-F	From Fairfield to Martin	700,000
1985	WLXG		881,000
1986	WBBE, WRMA-F (Georgetown)	Sold to Audubon	1,300,000
1986	WLAP A/F	Sold to Jeff Trumper	7,900,000 (E)

NOTE: Some of these sales may not have been consummated.

LINCOLN

1987 ARB Rank: 168
 1987 MSA Rank: 201
 1987 ADI Rank: 92
 FM Base Value: 2,300,000

1987 Revenue: \$7,000,000
 Rev per Share Point: \$84,746
 Population per Station: 17,570 (10)
 1987 Revenue Change: 4.5%

Manager's Market Ranking (current): 3.2
 Manager's Market Ranking (future): 3.4
 Duncan's Radio Market Grade: NA
 Mathematical Market Grade: III B-

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92	
Duncan Revenue Est.:	6.1	6.1	6.3	6.5	6.7	7.0						
Yearly Growth Rate (82-87):	3.5% (4.7% assigned rate)											
Projected Revenue Estimates:							7.3	7.7	8.0	8.4	8.8	
Revenue per Capita:	30.65	30.20	30.73	31.40	32.06	33.18						
Yearly Growth Rate (82-87):	2.3% (4.0% assigned rate)											
Projected Revenue per Capita:							34.51	35.88	37.32	38.82	40.37	
Resulting Revenue Estimate:							7.3	7.7	8.0	8.4	8.8	
Revenue as % of Retail Sales:	.0061	.0053	.0061	.0059	.0058	.0056						
Mean % (82-87):	.0058%											
Resulting Revenue Estimate:							7.7	8.2	8.8	9.4	10.0	
							MEAN REVENUE ESTIMATE:					
							7.4	7.9	8.3	8.7	9.2	

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	.199	.202	.205	.206	.209	.211	.212	.214	.215	.217	.219
Retail Sales (billions):	.95	1.0	1.04	1.12	1.15	1.24	1.33	1.41	1.51	1.63	1.72

Below-the-Line Listening Shares: 10.2%
 Unlisted Station Listening: 7.2%
 Total Lost Listening: 17.4%
 Available Share Points: 82.6
 Number of Viable Stations: 9
 Mean Share Points per Station: 9.2
 Median Share Points per Station: 9.4
 Rev. per Available Share Point: \$84,746
 Estimated Rev. for Mean Station: \$779,661

Confidence Levels

1987 Revenue Estimates: Slightly below normal
 1988-1992 Revenue Projections: Slightly below normal

COMMENTS

Managers predict a 3% to 5% increase in 1988...

Household Income: \$36,788
 Median Age: 29.8 years
 Median Education: 12.9 years
 Median Home Value: \$47,000
 Population Change (1986-1991): 4.2%
 Retail Sales Change (1986-1991): 42.1%
 Number of B or C FM Stations: 4
 Revenue per AQH: \$24,561
 Cable Penetration: 60%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 96.1	<15 22.7	12-34 30.7	Non High School
Black 1.7	15-30 28.3	25-54 47.2	Grad 18.5
Hispanic 1.4	30-50 27.8	55+ 22.1	High School
Other 0.8	50-75 15.2		Grad 36.5
	75+ 6.0		College 1-3 years
			21.1
			College 4+ years
			23.9

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Government
 Food Processing
 Research
 Agribusiness
 Rubber and Plastic Products

INC 500 Companies

Employment Breakdowns

United Phone Book Advertisers

By Industry (SIC):

By Occupation:

Data Source Media
 Interior Surface
 Landscapes Unlimited

1. Health Services	5,934	(8.4%)
2. Eating & Drinking Places	5,904	(8.4%)
3. Business Services	3,894	(5.5%)
4. Insurance Carriers	3,244	(4.6%)
5. General Merchandise Stores	2,671	(3.8%)
6. Wholesale Trade-Nondurable	2,515	(3.6%)
7. Food Stores	2,461	(3.5%)
8. Wholesale Trade-Durable	2,432	(3.5%)
9. Rubber & Misc. Plastics	2,334	(3.3%)
10. Special Trade Contractor	2,257	(3.2%)

Manag/Prof.	26,355	(26.0%)
Tech/Sales/Admin. Service	33,004	(32.5%)
Farm/Forest/Fish	14,451	(14.2%)
Precision Prod.	2,085	(2.1%)
Oper/Fabri/Labor	10,986	(10.8%)
	14,631	(14.4%)

Total Metro Employees: 70,455
 Top 10 Total Employees: 33,646 (47.8%)

LINCOLN

Largest Local Banks

First National (1.1 Bil)
National Commerce (487 Mil)
Union Bank (129 Mil)

Colleges and Universities

University of Nebraska (24,228)
Nebraska Wesleyan (1,320)

Military Bases

Unemployment

Jun 79: 3.0%
Dec 82: 5.5%
Sep 83: 3.5%
Sep 84: 2.7%
Aug 85: 3.4%
Aug 86: 2.7%
Aug 87: 3.4%

Total Full Time Students: 23,701

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>
Ayres & Assoc. Bailey Lewis Miller, Friendt Swanson Russell	Wanek's First Tier Bank NBC Bank Coca Cola	Omaha Kansas City	None	1. KFOR \$1,700,000 2. KFRX-F 1,100,000 KFMQ-F 1,100,000 4. KHAT A/F 725,000 5. KLIN-F 630,000 6. KLIN 600,000 7. KZKX-F 500,000 8. KLDZ 450,000 9. 10.

<u>Daily Newspapers</u>	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Lincoln Star Lincoln Journal Lincoln Journal & Star JOA	36,600	43,800	79,600	

Miscellaneous Comments

Lincoln is "a pleasant, green Protestant-dominated town once lambasted by Willa Cather for insularity and smugness, but due to state government and university, the most liberal voting community in Nebraska."

- The Book of America

COMPETITIVE MEDIA

Over the Air Television

KOLN	Lincoln	10	CBS	Gillett
KUON	Lincoln	12	PBS	
KCAN	Albion	8		Amaturo
KHGI	Kearney	13	ABC	
KHAS	Hastings	5	NBC	Seaton

* TV revenue estimate excludes Hastings and Kearney which are a part of the Lincoln ADI.

Manager's Comment

"Lincoln will eventually have more radio signals than Omaha..."

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$13,800,000	36.4	.0111
Radio	\$ 7,000,000	18.5	.0056
Newspaper	\$15,900,000	42.0	.0128
Outdoor	\$ 1,200,000	3.2	.0010
	<u>\$37,900,000</u>		<u>.0305</u>

Best Restaurants

Renaissance Room (continental)
Misty (steak)
Tony & Luigis

Best Hotels

Cornhusker Hotel
Village
Hilton

NO WEATHER DATA AVAILABLE:
See Omaha for an approximation.

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	KJUS-F	Sold to Sam Sherwood	\$ 500,000
1984	KHAT A/F	(never completed)	1,388,000
1985	KXXS (?)	Sold to Celltech	665,000
1985	KFOR, KFRX-F	From Stuart to DKM	?
1986	KHAT A/F	Sold to TM	1,025,000
1987	KJUS-F		100,000 + debts
1987	KFOR/KFRX-F	From DKM to Summit	7,500,000 (E)

NOTE: Some of these sales may not have been consummated.

LITTLE ROCK

1987 ARB Rank: 84
 1987 MSA Rank: 97
 1987 ADI Rank: 53
 FM Base Value: \$3,000,000

1987 Revenue: \$12,000,000
 Rev per Share Point: \$131,868
 Population per Station: 22,944 (18)
 1987 Revenue Change: -5.5%

Manager's Market Ranking (current): 3.0
 Manager's Market Ranking (future): 3.3
 Duncan's Radio Market Grade: II D
 Mathematical Market Grade: II D-

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	9.7	10.6	11.4	12.5	12.7	12.0					
Yearly Growth Rate (82-87): 4.5%											
Projected Revenue Estimates:							12.5	13.1	13.7	14.3	14.9
Revenue per Capita:	19.60	21.24	22.71	24.75	24.95	23.43					
Yearly Growth Rate (82-87): 3.8%											
Projected Revenue per Capita:							24.32	25.24	26.20	27.20	28.23
Resulting Revenue Estimate:							12.5	13.1	13.8	14.4	15.0
Revenue as % of Retail Sales:	.0044	.0041	.0042	.0043	.0040	.0035					
Mean % (82-87): .0035% (assigned)											
Resulting Revenue Estimate:							13.0	14.0	15.1	16.1	17.5
<u>MEAN REVENUE ESTIMATE:</u>							<u>14.0</u>	<u>13.4</u>	<u>14.2</u>	<u>14.9</u>	<u>15.8</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.495	.499	.502	.505	.509	.512	.515	.520	.525	.529	.532
Retail Sales (billions):	2.2	2.6	2.7	2.9	3.16	3.4	3.7	4.0	4.3	4.6	5.0

Below-the-Line Listening Shares: 0.0%
 Unlisted Station Listening: 9.0%
 Total Lost Listening: 9.0%
 Available Share Points: 91.0
 Number of Viable Stations: 12
 Mean Share Points per Station: 7.6
 Median Share Points per Station: 6.1
 Rev. per Available Share Point: \$131,868
 Estimated Rev. for Mean Station: \$1,002,197

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Mangers predict flat to slightly negative revenue change in 1988...FM does about 83% of all revenue...1984 and 1985 revenues revised downward...

Household Income: \$32,274
 Median Age: 30.9 years
 Median Education: 12.6 years
 Median Home Value: \$40,200
 Population Change (1986-1991): 3.9%
 Retail Sales Change (1986-1991): 44.2%
 Number of B or C FM Stations: 6+2=8
 Revenue per AQH: \$19,481
 Cable Penetration: 50%

<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
White 80.5	<15 29.9	12-34 26.2	Non High School
Black 18.3	15-30 30.9	25-54 50.6	Grad 31.8
Hispanic 0.8	30-50 24.2	55+ 23.2	High School
Other 0.4	50-75 10.9		Grad 36.2
	75+ 4.1		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 15.5
 College 4+ years 16.5

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Agribusiness Dillard Dept. Stores Stephens
 Textiles Pickens-Bond Construction
 Metalworking
 Government
 Watches, Clocks

Other Major Corporations

Fairfield Communities
 Frank Lyon co.
 Allied Telephone

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	14,984	(9.2%)
2. Eating & Drinking Places	9,685	(6.0%)
3. Wholesale Trade-Durable	8,524	(5.3%)
4. Business Services	8,287	(5.1%)
5. Special Trade Contractor	5,398	(3.3%)
6. Electric & Electronic Eq.	5,191	(3.2%)
7. Wholesale Trade-Nondurable	4,932	(3.0%)
8. General Merchandise Stores	4,870	(3.0%)
9. Communication	4,777	(2.9%)
10. Automotive Dealers	4,699	(2.9%)

Total Metro Employees: 162,275
 Top 10 Total Employees: 71,347 (44.0%)

By Occupation:

Manag/Prof.	47,280	(23.0%)
Tech/Sales/Admin. Service	66,814	(32.4%)
Farm/Forest/Fish	24,476	(11.9%)
Precision Prod.	3,586	(1.8%)
Oper/Fabri/Labor	27,172	(13.2%)
	36,471	(17.7%)

LITTLE ROCK

Largest Local Banks

First Commerce (959 Mil)
 Worthen Bank (905 Mil)
 Union National (481 Mil)

Colleges and Universities

University of Arkansas-LR (10,242)

Military Bases

Little Rock AFB (6,938)

Unemployment

Jun 79: 4.1%
 Dec 82: 8.3%
 Sep 83: 7.7%
 Sep 84: 6.3%
 Aug 85: 6.9%
 Aug 86: 7.1%
 Aug 87: 7.1%

Total Full Time Students: 14,602

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>
Cranford, Johnson	Coca Cola	Memphis	99.5 Little Rock	1. KSSN-F \$3,000,000
Brooks Pollard	McDonalds	Dallas	96.5 England	2. KKYK-F 1,900,000
Mangan Raines	Wendys	Atlanta	23 SE of Little Rock	3. KARN 1,300,000
Martin Adv.	Schusters Furniture		102.5 Cabot	KZOU-F 1,300,000
	Kroker		22 NE of Little Rock	5. KEZQ A/F 1,200,000
				6. KMJX-F 1,100,000
				7. KHLT-F 800,000
				8.
				9.
				10.

<u>Daily Newspapers</u>	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Arkansas Democrat	82,156		158,000	
Arkansas Gazette	136,800		185,300	Gannett

Miscellaneous Comments

Manager's Comment

"This market gets worse every year...It is the smallest market with two daily newspapers and the smallest market with three independent TV stations..."

COMPETITIVE MEDIA

Over the Air Television

KARK	Little Rock	4	NBC	United
KATV	Little Rock	7	ABC	Allbritton
KETS	Little Rock	2	PBS	
KLRT	Little Rock	16		
KTHV	Little Rock	11	CBS	
KJTM	Pine Bluff	38		TVX

Best Restaurants

Ashley's (continental)
 Cajun's Wharf (seafood)
 Aloutte (French)
 Coy's

Best Hotels

Excelsior
 The Capitol
 Radisson

WEATHER DATA

Elevation: 257
 Annual Precipitation: 48.2 in.
 Annual Snowfall: 5.3 in.
 Average Windspeed: 8.2 (SW)

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 44,000,000	41.5	.0219
Radio	\$ 12,000,000	11.3	.0035
Newspaper	\$ 47,000,000	44.3	.0138
Outdoor	\$ 3,100,000	2.9	.0009
	\$106,100,000		.0311

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	50.1	92.6	72.6
Avg. Min. Temp.:	28.9	70.1	49.3
Average Temp.:	39.5	81.4	61.0

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	KAAY, KHLT-F	From Multimedia to Signal (cancelled)	\$4,250,000
1983	KBOX		500,000
1984	KITA		675,000
1984	KIEL		250,000
1985	KAAY, KHLT-F	From Multimedia to Sudbrink	3,750,000
1985	KHLT-F	From Sudbrink to Signal	2,750,000
1985	KSSN-F	From Firstcom to New Barnstable	6,250,000 (E)
1985	KOKY, KZOU-F	Sold to Oppenheimer	3,375,000
1986	KOKY, KZOU-F	From Oppenheimer to Encore	NA
1987	KAAY	From Sudbrink to Beasley	2,650,000

NOTE: Some of these sales may not have been consummated.

LOS ANGELES

1987 ARB Rank: 2
 1987 MSA Rank: 2
 1987 ADI Rank: 2
 FM Base Value: \$30,000,000

1987 Revenue: \$293,600,000
 Rev per Share Point: \$3,184,382
 Population per Station: 191,216 (45)
 1987 Revenue Change: 11.0%

Manager's Market Ranking (current): 4.6
 Manager's Market Ranking (future): 4.7
 Duncan's Radio Market Grade: I A+
 Mathematical Market Grade: I A+

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92
Duncan Revenue Est.:	190.7	205.6	224.7	247.2	264.5	293.6					
Yearly Growth Rate (82-87): 9.0% (7.8% assigned rate)											
Projected Revenue Estimates:							316.5	341.2	367.8	396.5	427.4
Revenue per Capita:	19.36	20.68	21.20	22.89	23.81	25.98					
Yearly Growth Rate (82-87): 6.1%											
Projected Revenue per Capita:							27.56	29.24	31.30	32.92	34.93
Resulting Revenue Estimate:							341.2	339.2	366.2	391.7	422.7
Revenue as % of Retail Sales:	.0034	.0033	.0034	.0035	.0035	.0037					
Mean % (82-87): .00348%											
Resulting Revenue Estimate:							300.0	324.0	347.3	370.0	393.2

MEAN REVENUE ESTIMATE:

310.2 334.8 360.4 386.1 414.4

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	9.8	9.9	10.6	10.8	11.1	11.3	11.4	11.6	11.8	11.9	12.1
Retail Sales (billions):	55.6	62.9	65.4	69.6	74.5	80.0	86.2	93.1	99.8	106.3	113.0

Below-the-Line Listening Shares: 0.0%
 Unlisted Station Listening: 7.8%
 Total Lost Listening: 7.8%
 Available Share Points: 92.2
 Number of Viable Stations: 32
 Mean Share Points per Station: 2.88
 Median Share Points per Station: 2.6
 Rev. per Available Share Point: \$3,184,382
 Estimated Rev. for Mean Station: \$9,171,019

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Mangers predict 8% to 11% increase in 1988...Market reports to Miller Kaplan...I made estimates for non-reporting stations...

Household Income: \$37,900
 Median Age: 31.9 years
 Median Education: 12.7 years
 Median Home Value: \$92,400
 Population Change (1986-1991): 7.2%
 Retail Sales Change (1986-1991): 45.9%
 Number of B or C FM Stations: 18
 Revenue per AQH: \$20,618
 Cable Penetration: 38%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 64.4	<15 25.9	12-34 25.6	Non High School
Black 9.6	15-30 26.5	25-54 51.5	Grad 28.0
Hispanic 25.0	30-50 24.3	55+ 22.9	High School
Other NA	50-75 15.3		Grad 30.5
	75+ 8.0		College 1-3 years 22.2
			College 4+ years 19.3

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Aerospace	Occidental Petroleum (19)	HF Ahmanson	Denny's
Financial	Atlantic Richfield (20)	American Medical Int'l	Parsons Corporation
Entertainment	Lockheed (30)	Bergen Brunswig	Golden State Foods
Tourism	Unocal (45)	Beverly Enterprises	Thrifty Oil
Construction	Northrop (64)	CalFed	Ticor Insurance
Automotive	Lifton Ind. (83)	Carter Hawley Hale	MagneTek
Petrochemicals	Teledyne (124)	Castle & Cook	Boy's Market
Electronics	Times Mirror (133)	Citadel Holding	Koll
Food Processing	Lear Siegler (156)	City National	Irvine Company
	Baker International (220)	Coast Savings & Loan	Youngs Market
	Avery International (273)	Columbia Savings & Loan	CL Peck Contractor
	Mattel (289)	and many more...	and many more...
	and many more...		

INC 500 Companies

Employment Breakdowns

<u>By Industry (SIC):</u>	<u>By Occupation:</u>
1. Business Services 284,766 (7.3%)	Manag/Prof. 1,136,468 (25.6%)
2. Health Services 277,732 (7.1%)	Tech/Sales/Admin. 1,464,990 (32.9%)
3. Eating & Drinking Places 248,297 (6.3%)	Service 518,121 (11.7%)
4. Wholesale Trade-Durable 192,488 (4.9%)	Farm/Forest/Fish 49,668 (1.1%)
5. Transportation Equipment 185,194 (4.7%)	Precision Prod. 541,543 (12.2%)
6. Electric & Electronic Eq. 176,089 (4.5%)	Oper/Fabri/Labor 735,819 (16.5%)
7. Machinery, Except Electr. 112,582 (2.9%)	
8. Wholesale Trade-Nondurable 110,813 (2.8%)	
9. Special Trade Contractor 100,260 (2.6%)	
10. Food Stores 98,355 (2.5%)	

DUNCAN'S RADIO MARKET GUIDE
 Copyright 1988

Total Metro Employees: 3,924,241
 Top 10 Total Employees: 1,786,576 (45.5%)

LOS ANGELES

Largest Local Banks

Security Pacific (44.9 Bil)
 First Interstate (20.6 Bil)
 Union Bank (9.1 Bil)
 Lloyds Bank (3.0 Bil)
 Mitsui Manufacturers (1.9 Bil)

Colleges and Universities

USC (30,373)
 Cal State-LA (16,590)
 Cal State-Long Beach (29,521)
 UCLA (32,171)
 Santa Monica College (18,827)

Military Bases

El Toro MCAS (2,417)
 Tustin MCAS ?
 Long Beach Navy ?
 Los Angeles AFS ?
 Port Hueneme Navy (5,610)

Unemployment

Jun 79: 5.7%
 Dec 82: 10.4%
 Sep 83: 10.4%
 Sep 84: 8.7%
 Aug 85: 7.1%
 Aug 86: 7.8%
 Aug 87: 6.3%

RADIO BUSINESS INFORMATION

Total Full Time Students: 285,165

Heavy Agency Radio Users

Western Int.
 Bozell & Jacobs
 DJMC
 ICG
 J. Walter Thompson

Largest Local Radio Accounts

Ralphs Markets
 Bank of America
 Vons Supermarkets
 United Airlines
 Broadway Dept.

Source of Regional Dollars

San Francisco
 Portland
 Seattle

80-90 Channels

None

Highest Billing Stations

1. KIIS A/F \$29,000,000
2. KABC 24,000,000
3. KPWR-F 19,000,000
4. KOST-F 18,000,000
- KRTH A/F 18,000,000
6. KMPC 15,600,000
7. KNX 15,400,000
8. KLSX-F 15,000,000
9. KROQ-F 13,200,000
10. KFVB 12,900,000
11. KLOS-F 12,500,000
12. KLAC/KZLA-F 12,400,000
13. KBIG-F 10,600,000
14. KJOI-F 10,500,000
15. KTNQ/KLVE-F 9,400,000
16. KIQQ-F 9,000,000
17. KTWW-F 6,700,000

Daily Newspapers

	AM	PM	SUN	Owner
Los Angeles Times	1,118,000		1,397,000	Times-Mirror
Los Angeles Herald-Examiner	240,200		200,400	Hearst
Orange County Papers (Bulletin, Star, Register)	327,877 (AD)		360,400	Freedom

COMPETITIVE MEDIA

Over the Air Television

KABC	Los Angeles	7	43C	Cap Cities/ABC
KCBS	Los Angeles	2	CBS	CBS
KCET	Los Angeles	28	PBS	
KCOP	Los Angeles	13		Chris Craft
KHJ	Los Angeles	9		RKO
KMEX	Los Angeles	34		SIN
KNBC	Los Angeles	4	NBC	NBC
KTLA	Los Angeles	5		Tribune Co.
KTTV	Los Angeles	11		Fox
KWHY	Los Angeles	22		Harriscopie
KVEA	Corona	52		Reliance
KTBN	Santa Ana	40		Trinity

Miscellaneous Comments

"Los Angeles, the vortex of civilization when mankind devours every habitable place and then sprawls farther out in the desert, the place of movie stars and aerospace, possibly the most diverse economy to be found anywhere, has become the world's model for and social development in the late 20th century."

- The Book of America

Deductions in TV revenue made for allocations to Riverside-San Bernardino and Oxnard.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$ 870,000,000	40.1	.0190
Radio	\$ 293,600,000	13.5	.0037
Newspaper	\$ 935,000,000	43.1	.0117
Outdoor	\$ 68,900,000	3.2	.0009
	\$2,167,500,000		.0272

Best Restaurants

(No consensus but here are a few named)
 Bistro (French)
 Marino's (Italian)
 Le Dome (continental)
 St. Germaine
 Palm (steak)
 Spagos

Best Hotels

Westwood Marquis
 Le Belage
 Beverly Wilshire
 Beverly Hills Hotel
 Sheraton Premiere

WEATHER DATA

Elevation: 270
 Annual Precipitation: 14.8 in.
 Annual Snowfall: 0
 Average Windspeed: 6.2 (W)

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	KRLA (40%)		\$ 4,680,000
1983	KPWR-F	From Century to Emmis	12,500,000
1984	KRLA	Sold to Greater Media	9,500,000
1984	KLAC	From Metromedia to Cap Cities	11,000,000
1984	KSKQ	Sold by Cap Cities	5,000,000
1984	KJOI-F	Sold to Noble	18,500,000
1985	KTNQ/KLVE-F	Sold to H & W	40,000,000
1985	KLAC/KZLA-F	From Cap Cities to Malrite	43,000,000
1985	KUTE-F	From Inner City to Golden West	20,000,000
1985	KJOI-F	From Noble to Legacy	44,000,000
1986	KMET-F	From Metromedia to Metropolitan	60,000,000 (E)
1986	KROQ-F	Sold to Infinity	45,000,000
1986	KFAC A/F		34,000,000
1986	KGfJ	Sold by Inner City	4,500,000
1986	KGER (Long Beach)	Sold to Salem	3,600,000
1987	KWIZ A/F (Santa Ana)		6,250,000
1987	KNOB-F (Long Beach)	Sold to Spanish Brdcast.	15,000,000

	JAN	JULY	TOTAL YEAR
Avg. Max. Temp.:	66.5	82.9	74.3
Avg. Min. Temp.:	46.8	63.5	55.3
Avg. Min. Temp.:	46.8	63.5	55.3

NOTE: Some of these sales may not have been consummated.

LOUISVILLE

1987 ARB Rank: 45
 1987 MSA Rank: 48
 1987 ADI Rank: 46
 FM Base Value: \$4,300,000

1987 Revenue: \$22,300,000
 Rev per Share Point: \$237,487
 Population per Station: 44,322 (18)
 1987 Revenue Change: 8.3%

Manager's Market Ranking (current): 2.8
 Manager's Market Ranking (future): 3.4
 Duncan's Radio Market Grade: II C
 Mathematical Market Grade: II B

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	14.3	15.1	16.3	17.9	20.6	22.3					
Yearly Growth Rate (82-87): 9.3%											
Projected Revenue Estimates:							24.0	25.9	27.9	30.0	32.3
Revenue per Capita:	14.82	15.62	16.82	18.43	21.21	22.96					
Yearly Growth Rate (82-87): 9.2%											
Projected Revenue per Capita:							25.13	27.44	29.90	32.65	35.65
Resulting Revenue Estimate:							24.4	26.6	29.0	31.7	34.7
Revenue as % of Retail Sales:	.0032	.0030	.0031	.0032	.0035	.0036					
Mean % (82-87): .00344% (1985-87 only)											
Resulting Revenue Estimate:							22.7	24.1	26.1	28.5	30.3
MEAN REVENUE ESTIMATE:							<u>23.7</u>	<u>25.5</u>	<u>27.7</u>	<u>30.1</u>	<u>32.4</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.965	.967	.969	.971	.971	.971	.971	.971	.971	.971	.972
Retail Sales (billions):	4.5	5.1	5.3	5.6	5.9	6.2	6.6	7.0	7.6	8.3	8.8

Below-the-Line Listening Shares: 0.0%
 Unlisted Station Listening: 6.1%
 Total Lost Listening: 6.1%
 Available Share Points: 93.9
 Number of Viable Stations: 12.5
 Mean Share Points per Station: 7.5
 Median Share Points per Station: 6.8
 Rev. per Available Share Point: \$237,487
 Estimated Rev. for Mean Station: \$1,781,150

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Managers predict a 6% to 8% increase in 1988...Market reports to local accountant...

Household Income: \$30,919
 Median Age: 31.9 years
 Median Education: 12.4 years
 Median Home Value: \$38,100
 Population Change (1986-1991): 0
 Retail Sales Change (1986-1991): 42.6%
 Number of B or C FM Stations: 4
 Revenue per AQH: \$19,044
 Cable Penetration: 52%

Ethnic Breakdowns (%)

White 87.2
 Black 12.0
 Hispanic 0.6
 Other 0.2

Income Breakdowns (%)

<15 29.6
 15-30 29.9
 30-50 25.8
 50-75 10.9
 75+ 3.8

Age Breakdowns (%)

12-34 25.2
 25-54 50.2
 55+ 24.6

Education Levels

Non High School Grad 36.9
 High School Grad 35.9

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 13.4
 College 4+ years 13.8

COMMERCE AND INDUSTRY

Important Business and Industries

Appliances
 Farm Equip.
 Tobacco
 Distilling
 Automotive
 Synthetic Rubber

Fortune 500 Companies

Brown-Forman (299)

Other Major Corporations

Conna Corp.
 Thomas Industries

Forbes 500 Companies

Capital Holding
 First Kentucky Nat.
 Humana
 ICH
 Liberty National Bancorp
 Louisville Gas & Elec.

Forbes Largest Private Companies

INC 500 Companies

Innovative Computer Management Systems

Employment Breakdowns

By Industry (SIC):

1. Health Services	27,652	(8.7%)
2. Eating & Drinking Places	22,976	(7.2%)
3. Business Services	15,926	(5.0%)
4. Wholesale Trade-Durable	14,930	(4.7%)
5. Food Stores	11,150	(3.5%)
6. Special Trade Contractor	11,043	(3.5%)
7. Electric & Electronic Eq.	10,742	(3.4%)
8. Fabricated Metal Product	9,966	(3.1%)
9. Machinery, Except Electr.	9,180	(2.9%)
10. Miscellaneous Retail	8,942	(2.8%)

Total Metro Employees: 317,898
 Top 10 Total Employees: 142,507 (44.8%)

By Occupation:

Manag/Prof.	87,537	(21.2%)
Tech/Sales/Admin.	126,086	(30.5%)
Service	54,964	(13.3%)
Farm/Forest/Fish	5,489	(1.3%)
Precision Prod.	50,856	(12.3%)
Oper/Fabri/Labor	88,542	(21.4%)

LOUISVILLE

Largest Local Banks

Citizens Fidelity (3.6 Bil)
 First National (3.6 Bil)
 Mid American (705 Mil)

Colleges and Universities

University of Louisville (19,747)
 Watterson College (2,972)

Military Bases

Fort Knox (22,824)

Unemployment

Jun 79: 5.3%
 Dec 82: NA
 Sep 83: 9.5%
 Sep 84: 8.1%
 Aug 85: 7.7%
 Aug 86: 5.8%
 Aug 87: 4.9%

Total Full Time Students: 23,641

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>
Doe Anderson	Coke & Pepsi	Indianapolis	100.5 Louisville (Class C2)	1. WHAS \$6,000,000
Bon	Lazarus	Cincinnati	105.1 Shepardsville	2. WAMZ-F 4,000,000
Sheehy Knoph	Kroger	Nashville	19 S. of Louisville	3. WRKA-F 2,400,000
McCann-Erickson	Country Boy Waterbeds		104.3 Charleston, IN	4. WVEZ-F 2,300,000
			16 NNE of Louisville	5. WQMF-F 2,000,000
				6. WDJX-F 1,400,000
				7. WAVG 1,000,000
				8. WLRS-F 700,000
				9.
				10.

<u>Daily Newspapers</u>	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Louisville Courier-Journal	248,281 (AD)		325,700	Gannett

Miscellaneous Comments

"...a comfortable, low-key place, generally a follower rather than a leader among America's urban centers."

- The Book of America

The above remains true except for the Humand Building which, I feel will lead other midwest cities into a new architectural conscientiousness.

COMPETITIVE MEDIA

Over the Air Television

Station	City	Ch	Network	Notes
WAVE	Louisville	3	NBC	
WBNA	Louisville	21		
WDRB	Louisville	41		Block
WHAS	Louisville	11	CBS	Prov. Journal
WLKY	Louisville	32	ABC	Pulitzer
WKPC	Louisville	15	PBS	

Best Restaurants

Sixth Ave. (steak/seafood)
 Casa Grisanti (Italian)
 Del Frisco's (steak)

Best Hotels

Seelbach
 Brown
 Hyatt Regency

WEATHER DATA

Elevation: 477
 Annual Precipitation: 42.9 in.
 Annual Snowfall: 17.3 in.
 Average Windspeed: 8.4 (S)

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 58,500,000	34.4	.0094
Radio	22,300,000	13.1	.0036
Newspaper	80,700,000	47.4	.0130
Outdoor	8,700,000	5.1	.0014
	<u>\$170,200,000</u>		<u>.0274</u>

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	42.0	87.3	65.9
Avg. Min. Temp.:	24.5	66.4	45.3
Average Temp.:	33.3	76.9	55.6

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WAKY, WVEZ-F	From Multimedia to Capitol (Johnson) (cancelled)	\$ 3,600,000
1983	WAKY, WRKA-F	Sold by Capitol (cancelled)	2,500,000
1983	WJYL-F	Sold to Sheridan (cancelled)	630,000
1984	WLLV		300,000
1984	WJYL-F	Sold to Interurban	630,000
1985	WAKY/WVEZ-F	From Multimedia to Federal	3,150,000
1986	WQMF-F	From Wood to John Otting	5,000,000
1986	WHAS, WAMZ-F	From Bingham to Clear Channel	20,100,000
1986	WCII, WDJX-F	From Great Trails to Williams	NA
1987	WJYL-F	Jefferson Sold	1,700,000

NOTE: Some of these sales may not have been consummated.

LUBBOCK

1987 ARB Rank: 161
 1987 MSA Rank: 188
 1987 ADI Rank: 150
 FM Base Value: \$1,300,000

1987 Revenue: \$7,000,000
 Rev per Share Point: \$75,107
 Population per Station: 13,931 (13)
 1987 Revenue Change: 6.1%

Manager's Market Ranking (current): 3.0
 Manager's Market Ranking (future): 3.5
 Duncan's Radio Market Grade: NA
 Mathematical Market Grade: IV C

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	5.0	5.4	5.7	6.0	6.6	7.0					
Yearly Growth Rate (82-87): 6.9%											
Projected Revenue Estimates:							7.5	8.0	8.6	9.1	9.8
Revenue per Capita:	22.32	23.58	25.33	26.32	29.86	31.53					
Yearly Growth Rate (82-87): 6.0% (assigned)											
Projected Revenue per Capita:							33.42	35.43	37.55	39.81	42.19
Resulting Revenue Estimate:							7.4	7.9	8.4	8.9	9.5
Revenue as % of Retail Sales: .0036	.0036	.0032	.0038	.0039	.0042	.0042					
Mean % (82-87): .00403% (1984-87 only)											
Resulting Revenue Estimate:							7.1	7.5	7.9	8.3	8.7
<u>MEAN REVENUE ESTIMATE:</u>							<u>7.3</u>	<u>7.8</u>	<u>8.3</u>	<u>8.8</u>	<u>9.3</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.220	.220	.221	.222	.221	.222	.222	.223	.224	.225	.226
Retail Sales (billions):	1.4	1.5	1.5	1.5	1.56	1.66	1.75	1.85	1.95	2.05	2.16

Below-the-Line Listening Shares:	0.0%	<u>Confidence Levels</u>				
Unlisted Station Listening:	6.8%	1987 Revenue Estimates: Slightly below normal				
Total Lost Listening:	6.8%	1988-1992 Revenue Projections: Slightly below normal				
Available Share Points:	93.2	<u>COMMENTS</u>				
Number of Viable Stations:	10.5	Market reports to Miller, Kaplan...				
Mean Share Points per Station:	8.9					
Median Share Points per Station:	5.6					
Rev. per Available Share Point:	\$75,107					
Estimated Rev. for Mean Station:	\$668,455					

	<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
Household Income: \$30,358				
Median Age: 27.8 years				
Median Education: 12.6 years				
Median Home Value: \$38,900	White 72.3	<15 33.3	12-34 33.6	Non High School
Population Change (1986-1991): 2.0%	Black 7.5	15-30 31.1	25-54 47.4	Grad 33.6
Retail Sales Change (1986-1991): 32.0%	Hispanic 20.5	30-50 22.4	55+ 19.0	High School
Number of B or C FM Stations: 6	Other ---	50-75 9.0		Grad 28.1
Revenue per AQH: \$25,547		75+ 4.2		College 1-3 years
Cable Penetration: 53%				18.2
				College 4+ years
				20.1

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Agriculture			Furrs
Cottonseed Oil			
Meat Packing			
Electronics			

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	7,436	(10.5%)
2. Eating & Drinking Places	6,284	(8.9%)
3. Wholesale Trade-Durable	4,114	(5.8%)
4. Machinery, Except Electr.	3,634	(5.1%)
5. Business Services	3,403	(4.8%)
6. Trucking & Warehousing	3,234	(4.6%)
7. Special Trade Contractor	3,051	(4.3%)
8. Wholesale Trade-Nondurable	2,875	(4.1%)
9. General Merchandise Stores	2,510	(3.6%)
10. Food Stores	2,492	(3.5%)

Total Metro Employees: 70,638
 Top 10 Total Employees: 39,033 (55.3%)

By Occupation:

Manag/Prof.	22,427	(22.8%)
Tech/Sales/Admin.	33,289	(33.8%)
Service	12,811	(13.1%)
Farm/Forest/Fish	3,010	(3.0%)
Precision Prod.	12,508	(12.7%)
Oper/Fabri/Labor	14,313	(14.6%)

LUBBOCK

Largest Local Banks

First National (562 Mil)
 Republic Bank (550 Mil)
 American State (377 Mil)
 Plains National (179 Mil)
 Texas Commerce (157 Mil)

Colleges and Universities

Texas Tech (23,406)

 Total Full Time Students: 20,336

Military Bases

Reese AFB (3,286)

Unemployment

Jun 79: 4.3%
 Dec 82: 4.5%
 Sep 83: 6.2%
 Sep 84: 4.9%
 Aug 85: 7.6%
 Aug 86: 6.6%
 Aug 87: 6.3%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Phil Price
 Caviness

Largest Local Radio Accounts

Frontier Dodge
 Brunner Chevy
 Methodist Hospital
 Kelly's Restaurant

Source of Regional Dollars

Dallas
 Amarillo
 Austin

80-90 Channels

106.9 Plainview (C2)
 39 N. of Lubbock

Highest Billing Stations

1. KRLB A/F	\$1,800,000
2. KLLL-F/KEND	1,700,000
3. KFMX A/F	700,000
4. KFYO	580,000
5. KTEZ-F	550,000
6.	
7.	
8.	
9.	
10.	

Daily Newspapers

	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Avalanche-Journal	59,700	12,500	76,500	Morris

Miscellaneous Comments

Best Restaurants

Fifty Yard Line (steak)
 County Line (BBQ)
 Depot (steak/seafood)

Best Hotels

Lubbock Plaza
 Holiday Inn-Civic Center

COMPETITIVE MEDIA

Over the Air Television

KAMC	Lubbock	28	
KCBD	Lubbock	11	NBC
KJTV	Lubbock	34	
KLBK	Lubbock	13	CBS Woods
KTXT	Lubbock	5	PBS

NO WEATHER DATA AVAILABLE:
 See Amarillo for an approximation.

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$17,000,000	36.5	.0102
Radio	\$ 7,000,000	15.0	.0042
Newspaper	\$21,000,000	45.1	.0126
Outdoor	\$ 1,600,000	3.4	.0010
	<u>\$46,600,000</u>		<u>.0280</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	KTEZ-F	Sold to Lotus	\$1,050,000
1984	KZII-F	From Rex to Seaton	844,000
1985	KRLB A/F		1,450,000
1985	KSEL A/F	From Harris to Moran	1,350,000
1986	KEND, KLLL-F	Sold to Holder	3,500,000 (E)
1987	KRLB A/F	Sold to Ken Dowe	3,675,000
1987	KFMX A/F		1,250,000
1987	KSEL A/F	Sold by Harris	1,300,000

NOTE: Some of these sales may not have been consummated.

MACON

1987 ARB Rank: 140
 1987 MSA Rank: 154
 1987 ADI Rank: 129
 FM Base Value: \$3,600,000

1987 Revenue: \$7,100,000
 Rev per Share Point: \$78,801
 Population per Station: 15,253 (15)
 1987 Revenue Change: 7.5%

Manager's Market Ranking (current): 3.6
 Manager's Market Ranking (future): 3.5
 Duncan's Radio Market Grade: NA
 Mathematical Market Grade: IV A-

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	4.7	5.1	5.7	6.1	6.6	7.1						
Yearly Growth Rate (82-87):	8.6% (assigned rate of 7.4%)											
Projected Revenue Estimates:							7.6	8.2	8.8	9.4	10.1	
Revenue per Capita:	17.80	18.68	20.65	21.94	23.32	24.91						
Yearly Growth Rate (82-87):	7.1%											
Projected Revenue per Capita:							26.67	28.57	30.61	32.74	35.10	
Resulting Revenue Estimate:							7.7	8.2	8.9	9.6	10.4	
Revenue as % of Retail Sales:	.0039	.0036	.0038	.0038	.0038	.0038						
Mean % (82-87):	.0038%											
Resulting Revenue Estimate:							7.3	8.8	8.7	9.5	10.3	
							MEAN REVENUE ESTIMATE:					
							7.5	8.4	8.8	9.5	10.3	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.264	.273	.276	.280	.283	.285	.287	.288	.291	.294	.296
Retail Sales (billions):	1.2	1.4	1.5	1.6	1.73	1.86	1.9	2.1	2.3	2.50	2.7
Below-the-Line Listening Shares:	3.3%						<u>Confidence Levels</u>				
Unlisted Station Listening:	6.6%						1987 Revenue Estimates: Slightly below normal				
Total Lost Listening:	9.9%						1988-1992 Revenue Projections: Slightly below normal				
Available Share Points:	90.1						<u>COMMENTS</u>				
Number of Viable Stations:	8.5						Managers predict a 6% to 7% increase in 1988...				
Mean Share Points per Station:	10.6										
Median Share Points per Station:	8.0										
Rev. per Available Share Point:	\$78,801										
Estimated Rev. for Mean Station:	\$835,291										

	<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
Household Income: 32,064				
Median Age: 30.8 years				
Median Education: 12.3 years				
Median Home Value: \$35,000	White 66.2	<15 29.4	12-34 27.5	Non High School
Population Change (1986-1991): 4.0%	Black 32.9	15-30 27.2	25-54 50.2	Grad 41.0
Retail Sales Change (1986-1991): 44.6%	Hispanic 0.9	30-50 25.0	55+ 22.3	High School
Number of B or C FM Stations: 3	Other ---	50-75 14.0		Grad 32.9
Revenue per AQH: \$19,452		75+ 4.4		College 1-3 years
Cable Penetration: 58%				13.1
				College 4+ years
				13.0

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Chemicals			
Lumber			
Paper			
Clothing			
	<u>Other Major Corporations</u>		
	Palmer Industries		

INC 500 Companies

Employment Breakdowns

<u>By Industry (SIC):</u>		<u>By Occupation:</u>	
1. Eating & Drinking Places	5,724 (7.7%)	Manag/Prof.	23,187 (21.8%)
2. Health Services	4,859 (6.5%)	Tech/Sales/Admin. Service	33,145 (31.3%)
3. General Merchandise Stores	2,971 (4.0%)	Farm/Forest/Fish	14,095 (13.3%)
4. Wholesale Trade-Durable	2,826 (3.8%)	Precision Prod.	1,714 (1.6%)
5. Special Trade Contractor	2,819 (3.8%)	Oper/Fabri/Labor	14,833 (13.9%)
6. Food Stores	2,748 (3.7%)		19,158 (18.1%)
7. Food & Kindered Products	2,532 (3.4%)		
8. Insurance Carriers	2,528 (3.4%)		
9. Business Services	2,504 (3.4%)		
10. Educational Services	2,346 (3.2%)		
Total Metro Employees:	74,427		
Top 10 Total Employees:	31,857 (42.8%)		

MACON

Largest Local Banks

Trust Co. Bank of Mid GA (379 Mil)
 Bank South (209 Mil)
 Central Bank (62 Mil)

Colleges and Universities

Mercer (2,771)

Military Bases

Unemployment

Jun 79: 6.0%
 Dec 82: 7.4%
 Sep 83: 7.2%
 Sep 84: 7.0%
 Aug 85: 8.6%
 Aug 86: 5.8%
 Aug 87: 4.5%

Total Full Time Students: 5,789

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Largest Local Radio Accounts

Source of Regional Dollars

80-90 Channels

Highest Billing Stations

Adworks

Atlanta
 Columbus, OH

92.9 Macon
 97.9 Fort Valley
 22 SW of Macon

1. WAYS-F \$2,100,000
 2. WDEN A/F 1,700,000
 3. WPEZ-F 900,000
 4. WPGA-F 650,000
 5. WMAZ 600,000
 6. WIBB 500,000
 7.
 8.
 9.
 10.

Daily Newspapers

	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Macon Telegraph & News	72,600		97,000	Knight-Ridder

Miscellaneous Comments

"Macon started out as a cotton town, boomed on textiles, and has a number of thriving diversified industries."

- The Book of America

COMPETITIVE MEDIA

Over the Air Television

Station	City	Ch	Network	Notes
WGXA	Macon	24	ABC	Multimedia
WMAZ	Macon	13	CBS	
WMGT	Macon	41	NBC	

Best Restaurants

Best Hotels

Green Jacket
 Beall's 1860
 Leo's

Hilton
 Holiday Inn

NO WEATHER DATA AVAILABLE:
 See Atlanta for an approximation.

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$15,700,000	34.7	.0084
Radio	7,100,000	15.7	.0038
Newspaper	20,900,000	46.2	.0112
Outdoor	1,500,000	3.3	.0008
	<u>\$45,200,000</u>		<u>.0242</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1987	WDEN A/F		\$6,000,000
1987	WIBB	Sold to Davis	350,000

NOTE: Some of these sales may not have been consummated.

MADISON

1987 ARB Rank: 122
 1987 MSA Rank: 133
 1987 ADI Rank: 104
 FM Base Value: \$5,100,000

1987 Revenue: \$11,600,000
 Rev per Share Point: \$150,064
 Population per Station: 22,100 (13)
 1987 Revenue Change: 3.6%

Manager's Market Ranking (current): 4.3
 Manager's Market Ranking (future): 4.0
 Duncan's Radio Market Grade: III A+
 Mathematical Market Grade: III A-

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	8.2	8.9	9.5	10.6	11.2	11.6					
Yearly Growth Rate (82-87): 7.2%											
Projected Revenue Estimates:							12.4	13.3	14.3	15.3	16.4
Revenue per Capita:	24.62	26.65	28.36	31.45	32.55	33.53					
Yearly Growth Rate (82-87): 6.4%											
Projected Revenue per Capita:							35.67	37.96	40.39	42.97	45.72
Resulting Revenue Estimate:							12.4	13.3	14.2	15.3	16.3
Revenue as % of Retail Sales: .0048	.0048	.0047	.0044	.0044	.0045	.0043					
Mean % (82-87): .0044% (assigned)											
Resulting Revenue Estimate:							12.8	13.6	15.0	15.9	17.2
<u>MEAN REVENUE ESTIMATE:</u>							<u>12.5</u>	<u>13.4</u>	<u>14.5</u>	<u>15.5</u>	<u>16.6</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.333	.334	.335	.337	.344	.346	.348	.350	.352	.355	.357
Retail Sales (billions):	1.7	1.9	2.1	2.3	2.46	2.7	2.9	3.1	3.4	3.61	3.9

Below-the-Line Listening Shares: 2.8%
 Unlisted Station Listening: 19.9%
 Total Lost Listening: 22.7%
 Available Share Points: 77.3
 Number of Viable Stations: 10.5
 Mean Share Points per Station: 7.4
 Median Share Points per Station: 6.4
 Rev. per Available Share Point: \$150,064
 Estimated Rev. for Mean Station: \$1,110,478

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Market reports to Hungerford..National business for 1987 is down about 10%...Managers predict an increase of 6% to 8% in 1988 (total revenue)...

Household Income: \$33,865
 Median Age: 29.6 years
 Median Education: 13.0 years
 Median Home Value: \$61,800
 Population Change (1986-1991): 3.4%
 Retail Sales Change (1986-1991): 47.0%
 Number of B or C FM Stations: 3 + 2 = 5
 Revenue per AQH: \$33,048
 Cable Penetration: 48%

	<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
White	94.4	<15	25.9	Non High School
Black	1.7	15-30	30.2	Grad 16.3
Hispanic	0.9	30-50	28.0	
Other	1.0	50-75	11.9	High School
		75+	4.0	Grad 33.8

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications
 College 1-3 years 19.0
 College 4+ years 30.9

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Government
 Agribusiness
 Research
 Food Processing
 Batteries

Wisconsin Power & Light

Other Major Corporations
 Oscar Mayer
 American Family Ins.
 CUNA Mutual
 Nicolet Instruments
 DEC

INC 500 Companies

Employment Breakdowns

	<u>By Industry (SIC):</u>	<u>By Occupation:</u>
Lunar Radiation		
White Pine		
Promega	1. Eating & Drinking Places	Manag/Prof.
Heurikon	2. Health Services	Tech/Sales/Admin.
	3. Insurance Carriers	Service
	4. Business Services	Farm/Forest/Fish
	5. Membership Organizations	Precision Prod.
	6. Wholesale Trade-Durable	Oper/Fabri/Labor
	7. Miscellaneous Retail	
	8. Food Stores	
	9. Food & Kindred Products	
	10. Special Trade Contractor	

Total Metro Employees: 115,378
 Top 10 Total Employees: 59,315 (51.4%)

MADISON

Largest Local Banks

First Wisconsin (506 Mil)
 M & I Bank (429 Mil)
 United Bank (224 Mil)
 Marine Bank (192 Mil)

Colleges and Universities

University of Wisconsin (44,218)

 Total Full Time Students: 46,721

Military Bases

Unemployment

Jun 79: 4.6%
 Dec 82: 7.0%
 Sep 83: 6.3%
 Sep 84: 4.8%
 Aug 85: 4.1%
 Aug 86: 4.1%
 Aug 87: 3.1%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Zillman
 Adv. Boetler
 Bensman

Largest Local Radio Accounts

American TV & Appliance
 Pepsi
 Anchor Savings
 McDonalds

Source of Regional Dollars

80-90 Channels

None

Highest Billing Stations

1. WZEE-F \$2,100,000
2. WIBA 2,000,000
3. WIBA-F 1,900,000
4. WTSO 1,800,000
5. WMGN-F 1,700,000
6. WWQM-F 775,000
- 7.
- 8.
- 9.
- 10.

Daily Newspapers

Wisconsin State Journal
 Madison Capital Times

<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
	28,000	147,400	
78,400			

Miscellaneous Comments

"Madison is matched by few if any state capital: a city of lake-studded beauty, enriched immeasurably by the University of Wisconsin's intellectual stimulation, enjoying white-collar economic vigor, blessed with strong neighborhood tradition."

- The Book of America

COMPETITIVE MEDIA

Over the Air Television

WHA	Madison	21	PBS	
WISC	Madison	3	CBS	Morgan Murphy
WKOW	Madison	27	ABC	Tak
WMSN	Madison	47		
WMTV	Madison	15	NBC	Forward

Manager's Comment

"Good market and good radio sales effort."

Best Restaurants

L'Escargot (French)
 Mariner (seafood/steak)
 Peppino's (Italian)
 Mountain Jacks (steak)

Best Hotels

Inn on the Park
 The Concourse
 Edgewater
 Radisson

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$23,000,000	34.8	.0085
Radio	11,600,000	17.6	.0043
Newspaper	29,600,000	44.8	.0110
Outdoor	1,800,000	2.7	.0007
	<u>\$66,000,000</u>		<u>.0245</u>

WEATHER DATA

Elevation: 858
 Annual Precipitation: 30.6 in.
 Annual Snowfall: 39.9 in.
 Average Windspeed: 9.9 (SW)

NOTE: Use Newspaper and Outdoor estimates with caution.

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	25.4	81.4	55.0
Avg. Min. Temp.:	8.2	58.8	34.8
Average Temp.:	16.8	70.1	44.9

Major Radio Station Sales Since 1983

1985	WMAD A/F		\$ 2,400,000
1985	WIBA A/F	Sold to Price Comm.	5,800,000
1985	WILV-F (Baraboo)		1,900,000
1987	WIBA A/F	From Price to Leicinger	10,800,000

NOTE: Some of these sales may not have been consummated.

MANCHESTER

Largest Local Banks

Bank of NH (472 Mil)
 Bankeast (451 Mil)
 Merchants Nat. (306 Mil)
 Amoskeag (219 Mil)

Colleges and Universities

New Hampshire College (7,262)
 Saint Anselm (1,917)
 Hesser College (1,983)
 Total Full Time Students: 4,862

Military Bases

Unemployment

Jun 79: 4.1%
 Dec 82: 6.8%
 Sep 83: 3.4%
 Sep 84: 2.7%
 Aug 85: 2.6%
 Aug 86: 2.4%
 Aug 87: NA

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Largest Local Radio Accounts

Source of Regional Dollars

80-90 Channels

Highest Billing Stations

None

1. NO REVENUE
2. ESTIMATES AVAILABLE
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Daily Newspapers

AM

PM

SUN

Owner

New Hampshire News			86,800	Loeb
Manchester Union-Leader	68,600			Loeb

Miscellaneous Comments

* Part of Boston ADI. TV revenue is estimate of this market's contribution to total revenue in ADI.

The Manchester MSA is used for projections and estimates.

COMPETITIVE MEDIA

Over the Air Television

WMUR Manchester 9 ABC

Other station - See Boston

Best Restaurants

Millyard (steak/seafood)
 Cafe Swiss

Best Hotels

Sheraton Wayfarer
 Center of New Hampshire

NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$12,200,000	32.2	.0061
Radio	7,000,000	18.5	.0035
Newspaper	17,500,000	46.2	.0088
Outdoor	1,200,000	3.2	.0006
	<u>\$37,900,000</u>		<u>.0190</u>

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1984	WZID-F	Sold to Sunshine	\$2,750,000
1986	WFEA	Sold by Ocean Coast to Sunshine	1,450,000
1987	WKBR		1,400,000

NOTE: Some of these sales may not have been consummated.

McALLEN - BROWNSVILLE

Largest Local Banks

McAllen State (841 Mil)
 Texas Commerce-McAllen (441 Mil)
 M Bank (611 Mil)
 Texas Commerce-Brownsville (413 Mil)

Colleges and Universities

Pan American (10,042)

Military Bases

Unemployment

Jun 79: NA
 Dec 82: NA
 Sep 83: 21.1%
 Sep 84: 16.5%
 Aug 85: 17.2%
 Aug 86: 19.9%
 Aug 87: 17.7%

Total Full Time Students: 10,170

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>
Bason-Dizdar	H.E.B. Food Stores	San Antonio	105.7 Raymondville	1. KGBT \$1,800,000
Norton	Coca Cola	Corpus Christi	18 N. of Harlingen	2. KBFM-F 1,250,000
Johnson Meade	Miller & Budweiser	Austin	101.1 Port Isabel	3. KELT-F 1,100,000
WK			20 E. of Brownsville	4. KTXF-F 975,000
Breeden McCumber				5. KIWW-F 900,000
				6.
				7.
				8.
				9.
				10.

<u>Daily Newspapers</u>	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Brownsville Herald		17,100	21,000	Freedom
McAllen Monitor		29,500	38,000	Freedom
Harlingen Morning Star	29,900		31,000	Freedom

Miscellaneous Comments

Manager's Comment

"Becoming a progressive radio market as passive stations are being acquired by assertive groups... it will take a long time to turn (this market) around."

COMPETITIVE MEDIA

Over the Air Television

KRGV	Weslaco	5	ABC	Manship
KGBT	Harlingen	4	CBS	
KMBH	Harlingen	60	PBS	
KVEO	Brownsville	23	NBC	

Best Restaurants

Yacht Club (seafood)
 Round Up (Mexican)
 Nolans Reef & Beef

Best Hotels

La Posada
 Embassy Suites
 Hilton (S.P. Island)

NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$16,400,000	30.3	.0050
Radio	10,500,000	19.4	.0032
Newspaper	24,800,000	45.8	.0075
Outdoor	2,400,000	4.4	.0007
	<u>\$54,100,000</u>		<u>.0164</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	KTXF-F		\$1,019,000
1985	KBOR		325,000
1986	KTXF-F	(never completed)	1,650,000
1986	KRIO	Donated by Tippie	NA
1986	KBFM-F	From Oppenheimer to Encore	NA
1986	KRIX-F		900,000
1987	KRGV		300,000
1987	KTXF-F	From Kamin to Tate	2,350,000

NOTE: Some of these sales may not have been consummated.

MEMPHIS

1987 ARB Rank: 50
 1987 MSA Rank: 50
 1987 ADI Rank: 40
 FM Base Value: \$5,700,000

1987 Revenue: \$24,000,000
 Rev per Share Point: \$253,165
 Population per Station: 36,014 (21)
 1987 Revenue Change: 4.8%

Manager's Market Ranking (current): 3.6
 Manager's Market Ranking (future): 4.0
 Duncan's Radio Market Grade: II B
 Mathematical Market Grade: II B+

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92
Duncan Revenue Est.:	17.1	18.3	19.1	20.6	22.9	24.0					
Yearly Growth Rate (82-87): 7.1% (assigned rate of 6.0%)											
Projected Revenue Estimates:							25.4	27.0	28.6	30.3	32.1
Revenue per Capita:	18.59	19.76	20.60	22.17	23.93	25.0					
Yearly Growth Rate (82-87): 6.2%											
Projected Revenue per Capita:							26.55	28.20	29.94	31.80	33.77
Resulting Revenue Estimate:							25.6	27.3	29.1	31.1	33.2
Revenue as % of Retail Sales:	.0036	.0037	.0035	.0034	.0035	.0034					
Mean % (82-87): .00352%											
Resulting Revenue Estimate:							26.7	28.9	31.0	33.8	36.3
MEAN REVENUE ESTIMATE:							25.9	27.7	29.6	31.7	33.9

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	.942	.948	.949	.955	.957	.960	.964	.968	.973	.979	.984
Retail Sales (billions):	4.7	5.0	5.5	6.1	6.6	7.1	7.6	8.2	8.8	9.6	10.3

Below-the-Line Listening Shares: 0 %
 Unlisted Station Listening: 5.2%
 Total Lost Listening: 5.2%
 Available Share Points: 94.8
 Number of Viable Stations: 13.5
 Mean Share Points per Station: 7.0
 Median Share Points per Station: 6.8
 Rev. per Available Share Point: \$253,165
 Estimated Rev. for Mean Station: \$1,772,152

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Market reports to Miller, Kaplan although WMC A/F and KRNB do not report...Scripps Howard may be the only major radio group which does not allow its stations to participate in revenue reports... Thus the Miller, Kaplan report in this market is of little credence...Managers predict a 4% to 5% increase in 1988...

Household Income: \$29,448
 Median Age: 30.2 years
 Median Education: 12.4 years
 Median Home Value: \$39,400
 Population Change (1986-1991): 2.4%
 Retail Sales Change (1986-1991): 44.9%
 Number of B or C FM Stations: 6 + 1 = 7
 Revenue per AQH: \$19,246
 Cable Penetration: 46%

	Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White	61.1	<15	34.8	12-34
Black	38.0	15-30	27.8	25-54
Hispanic	.9	30-50	22.7	49.7
Other	---	50-75	10.3	55+
		75+	4.4	

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 15.3
 College 4+ years 14.6

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Cotton	Federal Co. (262)	Federal Express	Malone & Hyde
Soybean		First Tennessee Nat.	Dunavant Enterprises
Food Processing	<u>Other Major Corporations</u>	Holiday Corp.	
Pharmaceuticals			
Lumber	Piper Industries		
Electrical Machinery	Valmac Ind.		
Paper Products	Conwood Corp.		
	Baddour Inc.		

INC 500 Companies

Employment Breakdowns

Seltmann, Cobb & Bryant
 Mid South Communications
 Fantastic Sam's Int'l
 Champion Awards

By Industry (SIC):

1. Health Services	32,416	(10.4%)
2. Eating & Drinking Places	20,678	(6.7%)
3. Wholesale Trade-Durable	19,164	(6.2%)
4. Business Services	18,396	(5.9%)
5. Wholesale Trade-Nondurable	14,625	(4.7%)
6. Transportation By Air	10,784	(3.5%)
7. Special Trade Contractor	10,655	(3.4%)
8. Trucking & Warehousing	9,541	(3.1%)
9. Food Stores	9,298	(3.0%)
10. Food & Kindred Products	8,306	(2.7%)

By Occupation:

Manag/Prof.	81,432	(21.8%)
Tech/Sales/Admin.	125,974	(33.7%)
Service	49,942	(13.4%)
Farm/Forest/Fish	4,359	(1.2%)
Precision Prod.	41,263	(11.0%)
Oper/Fabri/Labor	70,604	(18.9%)

MEMPHIS

<u>Largest Local Banks</u>	<u>Colleges and Universities</u>	<u>Military Bases</u>	<u>Unemployment</u>
First Tennessee (5.2 Bil)	Memphis State (21,296)	Memphis NAS (13,000) ?	Jun 79: 5.4%
Union Planters (2.3 Bil)	State Tech (6,780)		Dec 82: NA
National Bank (1.2 Bil)	University of Tennessee-Health Science (2,192)		Sep 83: 3.6%
			Sep 84: 7.4%
			Aug 85: 6.7%
			Aug 86: 6.3%
			Aug 87: 5.8%
	Total Full Time Students: 24,393		

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>
Jan Gardner	Coca Cola	Little Rock	None	1. WMC-F \$4,200,000
Malms	Budweiser	Nashville		WRVR A/F 4,200,000
Kelly	Royal Furniture	Birmingham		3. WDIA/WHRK-F 4,100,000
Ward Archer	Fleming Furniture			4. WGKX-F 4,000,000
Robinson-Delarva	Mid South Concerts			5. WEGR-F 2,000,000
				6. KRNB-F 1,600,000
				7. WHBQ 1,200,000
				8. WMC 1,000,000
				9. WEZI-F 800,000
				10.

<u>Daily Newspapers</u>	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Commercial Appeal	225,000		298,000	Scripps-Howard

Miscellaneous Comments

Manager's Comment

"Memphis is a great radio market, there is very little format duplication except in Black/Urban and rates are above average."

COMPETITIVE MEDIA

Over the Air Television

WHBQ	Memphis	13	ABC	RKO
WKNO	Memphis	10	PBS	
WMC	Memphis	5	NBC	Scripps-Howard
WMKW	Memphis	30		TVX
WPTY	Memphis	24		Chase
WREG	Memphis	3	CBS	New York Times

Best Restaurants

Chez Phillippe (French)
Folks Folly (steaks)
Palm Court (Italian)

Best Hotels

Peabody
Hyatt Regency
Crown Plaza
French Quarter Inn

WEATHER DATA

Elevation: 258
Annual Precipitation: 48.7 in.
Annual Snowfall: 5.7 in.
Average Windspeed: 9.2 (S)

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 65,800,000	39.2	.0093
Radio	24,000,000	14.3	.0034
Newspaper	72,700,000	43.3	.0102
Outdoor	5,500,000	3.3	.0008
	<u>\$168,000,000</u>		<u>.0237</u>

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	49.4	91.6	71.7
Avg. Min. Temp.:	31.6	71.5	51.5
Average Temp.:	40.5	81.6	61.6

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WGKX-F	From Harte-Hanks to Firstcom	\$3,200,000
1984	WRVR, WHRK-F	From Plough to DKM	4,000,000 (E)
1985	WRVR	From Adams to Viacom	1,500,000
1985	WDIA	From BENI to Adams	2,500,000
1985	WGKX-F	From Firstcom to New Barnstable	7,250,000 (E)
1986	WMSO (Collierville)	Sold to Bott	600,000
1987	WREC, WEGR-F	From Summit to New Market	NA
1987	WLVS, WEZI-F (Germantown)		3,000,000

NOTE: Some of these sales may not have been consummated.

MIAMI - FORT LAUDERDALE

Largest Local Banks

Southeast (10.7 Bil)
 Barnett Bank (3.9 Bil)
 Sun Bank-S. of FL (1.1 Bil)
 Pan American (1.3 Bil)
 Sun Bank-Miami (1.6 Bil)

Colleges and Universities

University of Miami (13,708)
 Florida Int. (16,116)
 Nova University (6,641)
 Total Full Time Students: 52,615

Military Bases

Homestead AFB (5,550)

Unemployment

Jun 79: 6.1%
 Dec 82: 18.8%
 Sep 83: 15.8%
 Sep 84: 6.5%
 Aug 85: 6.7%
 Aug 86: 6.0%
 Aug 87: 5.4%

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>
Ad Team	Publix Markets	Atlanta	None	1. WQBA A/F \$8,100,000
McFarland & Drier	Potampkin Auto	Tampa		2. WHYI-F 7,000,000
Harris-Drury	Budweiser	Jacksonville		3. WJQY-F 6,800,000
Forsyth & Connors	Kaufman & Roberts	Orlando		4. WAXY-F 6,200,000
	Burdines Dept.			5. WLYF-F 5,100,000
				6. WIOD 4,800,000
				7. WSHE-F 4,700,000
				8. WINZ 4,600,000
				9. WLVE-F 4,500,000
				10. WHQT-F 4,400,000
				11. WMXJ-F 4,000,000
				12. WPOW-F 3,900,000
				WKQS-F 3,900,000
				14. WCMQ A/F 3,800,000
				15. WNWS 3,400,000
				16. WEDR-F 3,300,000
				17. WSTR-F 3,100,000
				18. WTMI-F 3,000,000

Daily Newspapers

	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Miami Herald	437,200		547,000	Knight-Ridder
Miami News		56,600		Cox
Diario Las Americas	63,800		67,100	
Fort Lauderdale Sun-Sentinel	176,100			Tribune Co.
Fort Lauderdale News		56,600		Tribune Co.
Fort Lauderdale News & Sun-Sentinel			308,100	Tribune Co.

COMPETITIVE MEDIA

Over the Air Television

WBFS	Miami	33	Grant
WCIX	Miami	6	TVX
WDZL	Miami	39	
WHFT	Miami	45	Trinity
WLTV	Miami	23	Spanish Int.
WPBT	Miami	2	PBS
WPLG	Miami	10	ABC
WSVN	Miami	7	NBC
WTVJ	Miami	4	CBS
WSCV	Fort Lauderdale	51	NBC
			Telemundo

Miscellaneous Comments

Duncan's comment: I always have a lot of trouble with Miami station revenue estimates. This year was no exception. Please use the estimates with caution.

Best Restaurants

Joe's Stone Crabs (seafood)
 New York Steak House
 Vintons
 Case Vezchia (Italian)
 Mayfair Grill

Best Hotels

Grand Bay
 Mayfair
 Alexander
 Harbor Beach Marriott

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$253,600,000	36.7	.0105
Radio	96,000,000	13.9	.0039
Newspaper	319,000,000	46.2	.0130
Outdoor	21,900,000	3.2	.0009
	<u>\$690,500,000</u>		<u>.0283</u>

WEATHER DATA

Elevation: 7
 Annual Precipitation: 59.2 in.
 Annual Snowfall: 0
 Average Windspeed: 9.1 (ESE)

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	75.6	89.1	83.0
Avg. Min. Temp.:	58.7	75.5	67.9
Average Temp.:	67.2	82.3	75.5

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WHQT-F	From Insilco to EZ	\$ 3,600,000
1983	WVCG	From Insilco to Statewide	1,520,000
1983	WJQY-F		4,350,000
1983	WFTL		1,520,000
1984	WTMI-F		2,150,000
1984	WNWS	From Sudbrink to Rockoff	5,900,000
1984	WOCN		2,190,000
1984	WLVE-F	Sold to Gilmore	10,500,000
1984	WRBD, WMXJ-F	Sold to Scconnix	7,050,000
1985	WQAM	From Storz to Sunshine Wireless	2,850,000
1985	WLQY	Sold by Sunshine Wireless	1,500,000
1985	WNWS	Sold to Jefferson-Pilot	4,000,000
1985	WAQI	Sold by Jefferson-Pilot	3,400,000
1985	WPOW-F	Sold to Beasley	10,600,000
1986	WRBD		1,800,000
1986	WTHM-F (Goulds)		2,400,000
1986	WCMQ A/F	From Dolgoff to Alarcon	15,000,000
1986	WKAT		2,500,000
1987	WXDJ-F (Homestead)	Sold to Family Group	8,100,000
1987	WJQY-F	From Amaturto to Tak	34,000,000

NOTE: Some of these sales may not have been consummated.

MILWAUKEE

1987 ARB Rank: 26
 1987 MSA Rank: 32
 1987 ADI Rank: 30
 FM Base Value: \$3,600,000

1987 Revenue: \$32,600,000
 Rev per Share Point: \$356,674
 Population per Station: 52,084 (26)
 1987 Revenue Change: -0.03%

Manager's Market Ranking (current): 3.0
 Manager's Market Ranking (future): 3.6
 Duncan's Radio Market Grade: I D+
 Mathematical Market Grade: I D-

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92
Duncan Revenue Est.:	25.0	26.6	29.1	31.9	32.7	32.6					
Yearly Growth Rate (82-87): 5.5% (after 1989)											
Projected Revenue Estimates:							33.4	34.5	36.5	38.4	40.6
Revenue per Capita:	17.86	19.14	20.94	22.95	23.36	23.29					
Yearly Growth Rate (82-87): 5.5% (after 1988)											
Projected Revenue per Capita:							23.54	24.83	26.20	27.64	29.16
Resulting Revenue Estimate:							33.0	34.7	36.7	38.7	41.1
Revenue as % of Retail Sales:	.0038	.0038	.0039	.0040	.0040	.0037					
Mean % (82-87): .0037%											
Resulting Revenue Estimate:							34.4	36.2	38.4	40.7	42.9

MEAN REVENUE ESTIMATE:

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	1.40	1.39	1.39	1.40	1.40	1.40	1.40	1.40	1.40	1.40	1.41
Retail Sales (billions):	6.6	7.0	7.4	7.8	8.1	8.7	9.3	9.8	10.4	11.0	11.6

Below-the-Line Listening Shares: 2.2%

Unlisted Station Listening: 6.4%

Total Lost Listening: 8.6%

Available Share Points: 91.4

Number of Viable Stations: 16

Mean Share Points per Station: 5.7

Median Share Points per Station: 4.7

Rev. per Available Share Point: \$356,674

Estimated Rev. for Mean Station: \$2,033,042

Confidence Levels

1987 Revenue Estimates: Normal

1988-1992 Revenue Projections: Normal

COMMENTS

Figures do not include about \$5,000,000 in sports revenues...Most markets include sports revenue in their revenue totals...Market reports to local accountant...Managers predict a 2% to 4% increase in 1988...

Household Income: \$34,659

Median Age: 32.1 years

Median Education: 12.6 years

Median Home Value: \$60,800

Population Change (1986-1991): 0.4%

Retail Sales Change (1986-1991): 36.1%

Number of B or C FM Stations: 10 + 1 = 11

Revenue per AQH: \$15,030

Cable Penetration: 39%

	Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White	88.1	<15 24.7	12-34 26.1	Non High School
Black	9.6	15-30 28.3	25-54 48.6	Grad 28.8
Hispanic	2.3	30-50 30.1	55+ 25.3	High School
Other	---	50-75 12.9		Grad 38.6
		75+ 4.0		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years
15.8

College 4+ years
16.8

COMMERCE AND INDUSTRY

Important Business and Industries

Fortune 500 Companies

Forbes 500 Companies

Forbes Largest Private Companies

Brewing Johnson Controls (147)
 Automotive Rexnord (281)
 Food Processing A.O. Smith (310)
 Heavy Machinery Allis-Chalmers (363)
 Metal Products Briggs & Stratton (373)
 Universal Foods (418)
 Harnischfeger Ind. (346)

First Wisconsin
 Marine
 Marshall & Ilsley
 Wisconsin Energy

Journal

Other Major Corporations

Clark Oil
 Schlitz

INC 500 Companies

Employment Breakdowns

Oldenburg Group
 Wisc. General Cartage
 and Warehouse

By Industry (SIC):

1. Health Services	63,030	(10.5%)
2. Machinery, Except Electric	47,809	(8.0%)
3. Eating & Drinking Places	41,738	(7.0%)
4. Business Services	30,523	(5.1%)
5. Electric & Electronic Eq.	28,437	(4.7%)
6. Wholesale Trade-Durable	23,618	(3.9%)
7. Fabricated Metal Product	22,672	(3.8%)
8. Food Stores	17,054	(2.8%)
9. Printing & Publishing	17,035	(2.8%)
10. Miscellaneous Retail	15,899	(2.7%)

By Occupation:

Manag/Prof.	162,170	(22.0%)
Tech/Sales/Admin.	227,177	(30.7%)
Service	97,116	(13.2%)
Farm/Forest/Fish	6,410	(0.8%)
Precision Prod.	88,841	(12.0%)
Oper/Fabri/Labor	156,984	(21.3%)

DUNCAN'S RADIO MARKET GUIDE
 Copyright 1988

Total Metro Employees: 599,566
 Top 10 Total Employees: 307,815 (51.3%)

MILWAUKEE

Largest Local Banks

First Wisconsin (3.9 Bil)
 Marshall & Ilsley (2.2 Bil)
 Marine Bank (1.5 Bil)
 First Bank (967 Mil)

Colleges and Universities

Marquette (11,630)
 University of Wisconsin-Milwaukee (26,464)

Military Bases

Unemployment

Jun 79: 3.7%
 Dec 82: 11.9%
 Sep 83: 9.8%
 Sep 84: 6.6%
 Aug 85: 6.2%
 Aug 86: 5.8%
 Aug 87: 4.5%

Total Full Time Students: 41,008

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>
Alioto Cramer-Krasselt Curro Eichenbaum Hastings Doyle Frankenberry	American TV Colders Furniture McDonalds Zweiffel Ford	Minneapolis Madison Chicago	None	1. WTMJ \$6,300,000 2. WKTJ-F 4,500,000 WKLH-F 4,500,000 4. WMIL-F 3,000,000 5. WQFM-F 2,800,000 6. WEZW-F 2,300,000 7. WISN 2,000,000 8. WMYX-F 1,700,000 9. WLUM-F 1,400,000 WLTQ-F 1,400,000 11. WOKY 1,000,000

<u>Daily Newspapers</u>	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Milwaukee Journal		289,300	516,900	
Milwaukee Sentinel	192,300			

Miscellaneous Comments

"Milwaukee remains a city where the values of its sturdy German settlers - civic responsibility, public order, frugality, and pride in property - remain firmly rooted... Milwaukee remained a hard-working factory town."

- The Book of America

"The people here have not lost their work ethic. People here are highly skilled, they work hard, and they produce high-quality goods. I suspect it is the Old World heritage..."

- World (Peat Marwick)

COMPETITIVE MEDIA

Over the Air Television

WCGV Milwaukee	24			
WISN Milwaukee	12	ABC	Hearst	
WITI Milwaukee	6	CBS		
WMVS Milwaukee	10	PBS		
WTMJ Milwaukee	4	NBC	Milwaukee Journal	
WVCY Milwaukee	30			
WVTV Milwaukee	18		Gaylord	

Manager's Comment

"Contrary to what you (Duncan) have said in the past Milwaukee is a good radio market...MARS (local radio association) is an active and stable radio group and has come a long way in helping radio make a positive statement in Milwaukee."

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 85,000,000	34.7	.0098
Radio	32,600,000	13.3	.0037
Newspaper	119,600,000	48.8	.0138
Outdoor	7,900,000	3.2	.0009
	<u>\$245,100,000</u>		<u>.0282</u>

Best Restaurants

Karl Raatch (German)
 Anchorage (seafood)
 Fleur De Lis (French)
 Fox and Hounds (German/American)
 Sally's (steak)

Best Hotels

Hyatt Regency
 Pfister

WEATHER DATA

Elevation: 672
 Annual Precipitation: 30.2 in.
 Annual Snowfall: 45.2
 Average Windspeed: 11.8 (WNW)

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983 WKLH-F	From Embrescia to Josephson	\$3,200,000
1983 WOKY/WMIL-F	From Surrey to Sundance	4,750,000
1983 WFMR-F (Menom. Falls)		2,000,000
1985 WOMN, WBGK-F	From Malrite to Amos	4,900,000
1985 WRKR-F (Racine)	Sold to Sterling Rec.	2,050,000
1986 WKLH-F	From Josephson to Saga	4,500,000
1986 WBCS A/F	From Great Trails to Williams	3,800,000
1986 WEMP, WMYX-F	From LIN to Heritage	6,300,000
1986 WBCS A/F	From Williams to Taft	3,800,000
1987 WMVP, WBGK-F	From Amos to Fairwest	4,000,000
1987 WFMR-F (Menom. Falls)		2,800,000
1987 WYLO	From Universal to Marsh	1,500,000

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	27.3	80.4	55.1
Avg. Min. Temp.:	11.4	59.3	36.3
Average Temp.:	19.4	69.9	45.7

NOTE: Some of these sales may not have been consummated.

MINNEAPOLIS - ST. PAUL

1987 ARB Rank: 18
 1987 MSA Rank: 14
 1987 ADI Rank: 15
 FM Base Value: \$8,300,000

1987 Revenue: \$63,000,000
 Rev per Share Point: \$722,477
 Population per Station: 104,261 (18)
 1987 Revenue Change: 7.1%

Manager's Market Ranking (current): 3.3
 Manager's Market Ranking (future): 3.7
 Duncan's Radio Market Grade: I B
 Mathematical Market Grade: I B+

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92
Duncan Revenue Est.:	45.1	48.8	54.9	58.0	58.8	63.0					
Yearly Growth Rate (82-87): 6.2%											
Projected Revenue Estimates:							66.0	70.1	74.4	79.1	84.0
Revenue per Capita:	22.17	22.18	24.51	25.91	25.56	26.92					
Yearly Growth Rate (82-87): 5.0%											
Projected Revenue per Capita:							28.27	29.68	31.16	32.72	34.36
Resulting Revenue Estimate:							66.7	70.9	75.1	80.2	85.2
Revenue as % of Retail Sales: .0037	.0037	.0036	.0037	.0036	.0035	.0034					
Mean % (82-87): .0035% (85-87 only)											
Resulting Revenue Estimate:							68.3	74.2	80.0	87.2	92.8
<u>MEAN REVENUE ESTIMATE:</u>							67.0	71.7	76.5	82.2	87.3

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	2.13	2.20	2.22	2.25	2.30	2.34	2.36	2.39	2.41	2.45	2.48
Retail Sales (billions):	12.2	13.4	14.9	16.2	16.8	18.4	19.5	21.2	22.9	24.9	26.5

Below-the-Line Listening Shares: 0 %
 Unlisted Station Listening: 12.8%
 Total Lost Listening: 12.8%
 Available Share Points: 87.2
 Number of Viable Stations: 15
 Mean Share Points per Station: 5.8
 Median Share Points per Station: 5.8
 Rev. per Available Share Point: \$722,477
 Estimated Rev. for Mean Station: \$4,190,367

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Slightly below normal

COMMENTS

Managers predict a 4% to 5% increase in 1988...Market reports to Hungerford...

Household Income: \$38,799
 Median Age: 31.0 years
 Median Education: 12.8 years
 Median Home Value: \$64,000
 Population Change (1986-1991): 5.3%
 Retail Sales Change (1986-1991): 48.1%
 Number of B or C FM Stations: 10
 Revenue per AQH: \$22,768
 Cable Penetration: 36%

	Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels		
White	95.4	<15	20.6	12-34	26.7	Non High School
Black	2.2	15-30	25.5	25-54	51.6	Grad 20.3
Hispanic	0.9	30-50	29.8	55+	21.7	High School
Other	1.5	50-75	17.5			Grad 38.9
		75+	6.6			

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 19.0
 College 4+ years 21.8

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Government	Minneapolis Mining & Man. (39)	Cray Research	Cargrill
High Tech	Honeywell (52)	Dayton-Hudson	Carlson Companies
Electronics	Pillbury (61)	First Bank System	Red Owl Holdings
Research	General Mills (80)	Nash Finch	Andersen Corporation
Farm Machinery	Control Data (119)	Northern States Power	SJ Groves & Sons
Milling	Land O'Lakes (167)	Norwest	MA Mortenson
Food Processing	Int'l Multifoods (240)	NWA	GNB
Munitions	Minstar (269)	St. Paul Cos.	Western Petroleum
Appliances	Bemis (335)	Super Valu Stores	
	Cray Research (421)	Medtronic	
	Jostens (431)	Northwestern Nat. Life Ins.	
	H.B. Fuller (457)	and many more...	

INC 500 Companies

Employment Breakdowns

<u>Magnetic Data</u>	<u>By Industry (SIC):</u>	<u>By Occupation:</u>
Control Systems	1. Health Services 78,408 (8.5%)	Manag/Prof. 277,586 (25.6%)
Skyline Displays	2. Eating & Drinking Places 65,243 (7.1%)	Tech/Sales/Admin. 369,916 (34.1%)
Colorbrite	3. Business Services 57,517 (6.3%)	Service 140,977 (13.0%)
McCaren Designs	4. Machinery, Except Electr. 54,015 (5.9%)	Farm/Forest/Fish 14,533 (1.3%)
Quality Temp	5. Wholesale Trade-Durable 48,342 (5.3%)	Precision Prod. 114,547 (10.6%)
Mona, Meyer & McGrath	6. Special Trade Contractor 27,922 (3.0%)	Oper/Fabri/Labor 167,470 (15.4%)
	7. Wholesale Trade-Nondurable 26,982 (2.9%)	
	8. Printing & Publishing 26,620 (2.9%)	
	9. Food Stores 25,662 (2.8%)	
	10. Fabricated Metal Products 25,660 (2.8%)	

DUNCAN'S RADIO MARKET GUIDE
 Copyright 1998

Total Metro Employees: 920,243
 Top 10 Total Employees: 436,371 (47.4%)

MINNEAPOLIS - ST. PAUL

Largest Local Banks

First National-Minneapolis (9.3 Bil)
 Norwest Bank-Minneapolis (6.3 Bil)
 First Nat.-St. Paul (5.5 Bil)
 American (613 Mil)
 National City (440 Mil)
 Norwest-St. Paul (558 Mil)

Colleges and Universities

University of Minnesota (62,266)

 Total Full Time Students: 70,514

Military Bases

Unemployment

Jun 79: 3.6%
 Dec 82: 6.9%
 Sep 83: 6.4%
 Sep 84: 4.5%
 Aug 85: 4.3%
 Aug 86: 3.7%
 Aug 87: 4.0%

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>
Bozell Jacobs	Superamerica	Chicago	105.7 Eden Prairie	1. WCCO \$19,000,000
Ruhr/Paragon	Northwest Airlines	Madison	11 SW of Minn-SP	2. KSTP 9,500,000
Peterson-Morris	Daytons Dept.		105.1 Lakeville	3. KQRS A/F 7,000,000
Carmichael Lynch	Best Buy Co.		20 S. of Minn-SP	4. WDGY/KEEY-F 6,400,000
Cohen Okerlund	Budweiser			5. WLOL 6,000,000
Funari				6. KDWB A/F 4,500,000
				7. WAYL A/F 2,800,000
				8. KTCZ-F/KTCJ 2,500,000
				9. WLTE-F 1,800,000
				10. KSTP 1,500,000
				11. KJJO A/F 1,300,000

Daily Newspapers

AM PM SUN Owner

Minneapolis Star & Tribune 382,800 625,500
 St. Paul Pioneer-Press Dispatch 188,447 (AD) 247,500 Knight-Ridder

Miscellaneous Comments

"Minnesota's greatest strength remained the clear focus of economic, political, and cultural leadership in her twin cities of Minneapolis and St. Paul, whose great locally controlled industries stoutly resisted the siren call of the national conglomerates to create an extraordinarily durable and strong decision-making center on questions affecting the state's future."

- The Book of America

COMPETITIVE MEDIA

Over the Air Television

KARE	Minneapolis-St. Paul	11	NBC	Gannett
KITN	Minneapolis-St. Paul	29		Nationwide
KMSP	Minneapolis-St. Paul	9		United
KSTP	Minneapolis-St. Paul	5	ABC	Hubbard
KTCA	Minneapolis-St. Paul	2	PBS	
KTMA	Minneapolis-St. Paul	23		United Cable
WCCO	Minneapolis-St. Paul	4	CBS	Midwest Comm.

Manager's Comment

"The fall of WCCO has taken a long time but it is (finally beginning) with a brief hold because of the Twins...WCCO is starting to feel the revenue loss but its a slow decline."

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$176,500,000	38.6	.0096
Radio	63,000,000	13.8	.0034
Newspaper	201,000,000	43.9	.0109
Outdoor	17,000,000	3.7	.0009
	<u>\$457,500,000</u>		<u>.0248</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Best Restaurants

Pronto's (Italian)
 Bristol's (seafood)
 Murray's (steak)
 Websters (steak)
 Black Forest Inn

Best Hotels

Marriott-City Center
 Radisson
 Hyatt Regency
 Embassy Suites

WEATHER DATA

Elevation: 834
 Annual Precipitation: 26.6 in.
 Annual Snowfall: 45.8 in.
 Average Windspeed: 10.6 (NW)

	<u>JAN</u>	<u>JUL</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	21.2	82.4	53.8
Avg. Min. Temp.:	3.2	61.4	34.3
Average Temp.:	12.2	71.9	44.1

Major Radio Station Sales Since 1983

1983	KMGK-F	Sold to Sunbelt	\$ 3,800,000
1983	KTCJ, KTCZ-F	Sold to Parker	3,400,000
1984	WDGY	From Storz to Malrite	3,500,000
1984	KLBB	Sold by Malrite	500,000
1985	KDWB A/F	From Doubleday to Legacy	9,000,000
1986	KQRS A/F	From McKenna to Cap Cities	10,500,000
1987	KUXL	From Universal to Marsh	1,600,000 (E)

NOTE: Some of these sales may not have been consummated.

MOBILE

1987 ARB Rank: 89
 1987 MSA Rank: 101
 1987 ADI Rank: 58 (w/Pensacola)
 FM Base Value: \$2,700,000

1987 Revenue: \$11,000,000
 Rev per Share Point: \$121,012
 Population per Station: 21,344 (18)
 1987 Revenue Change: 5.8%

Manager's Market Ranking (current): 3.4
 Manager's Market Ranking (future): 3.6
 Duncan's Radio Market Grade: III B-
 Mathematical Market Grade: III B

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	7.5	8.2	9.0	9.8	10.4	11.0						
Yearly Growth Rate (82-87):	8.0% (assigned rate of 7.0%)											
Projected Revenue Estimates:							11.8	12.6	13.5	14.4	15.4	
Revenue per Capita:	16.37	17.83	19.40	20.85	22.03	23.11						
Yearly Growth Rate (82-87):	6.1%											
Projected Revenue per Capita:							24.52	26.02	27.60	29.29	31.07	
Resulting Revenue Estimate:							11.7	12.6	13.4	14.4	15.3	
Revenue as % of Retail Sales:	.0039	.0039	.0038	.0036	.0039	.0038						
Mean % (82-87):	.0038%											
Resulting Revenue Estimate:							11.8	12.9	14.1	15.2	16.3	
<u>MEAN REVENUE ESTIMATE:</u>							<u>11.8</u>	<u>12.7</u>	<u>13.7</u>	<u>14.7</u>	<u>15.7</u>	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.458	.460	.464	.470	.472	.476	.479	.483	.487	.491	.494
Retail Sales (billions):	1.9	2.1	2.3	2.5	2.70	2.9	3.1	3.4	3.7	4.0	4.3

Below-the-Line Listening Shares:	3.8%	<u>Confidence Levels</u>				
Unlisted Station Listening:	5.3%	1987 Revenue Estimates: Below normal				
Total Lost Listening:	9.1%	1988-1992 Revenue Projections: Below normal				
Available Share Points:	90.9	<u>COMMENTS</u>				
Number of Viable Stations:	12					
Mean Share Points per Station:	7.6					
Median Share Points per Station:	4.1					
Rev. per Available Share Point:	\$121,012					
Estimated Rev. for Mean Station:	\$919,692					

Household Income: \$28,654	<u>Ethnic Breakdowns (%)</u>		<u>Income Breakdowns (%)</u>		<u>Age Breakdowns (%)</u>		<u>Education Levels</u>	
Median Age: 30.7 years	White	71.3	<15	34.3	12-34	27.2	Non High School	
Median Education: 12.3 years	Black	27.7	15-30	28.9	25-54	48.2	Grad	38.6
Median Home Value: \$39,000	Hispanic	1.0	30-50	23.3	55+	24.6	High School	
Population Change (1986-1991): 4.0%	Other	---	50-75	10.0			Grad	34.6
Retail Sales Change (1986-1991): 48.6%			75+	3.5			College 1-3 years	14.5
Number of B or C FM Stations: 6							College 4+ years	12.3
Revenue per AQH: \$15,942								
Cable Penetration: 55%								
The above information is provided through the courtesy of Market Statistics, a division of Bill Communications								

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Government
 Shipping
 Lumber
 Chemicals
 Paper

Other Major Corporations

Morrison Inc.

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	10,844	(8.9%)
2. Eating & Drinking Places	8,100	(6.6%)
3. Paper & Allied Products	7,096	(5.8%)
4. Wholesale Trade-Durable	6,260	(5.1%)
5. Business Services	4,996	(4.1%)
6. General Building Contrac.	4,994	(4.1%)
7. Special Trade Contractor	4,777	(3.9%)
8. Food Stores	4,523	(3.7%)
9. General Merchandise Stores	3,823	(3.1%)
10. Automotive Dealers	3,683	(3.0%)

By Occupation:

Manag/Prof.	34,966	(20.3%)
Tech/Sales/Admin.	50,868	(29.4%)
Service	21,466	(12.5%)
Farm/Forest/Fish	4,082	(2.3%)
Precision Prod.	27,321	(15.8%)
Oper/Fabri/Labor	33,929	(19.7%)

Total Metro Employees: 122,127
 Top 10 Total Employees: 59,096 (48.4%)

MOBILE

Largest Local Banks

First Alabama (764 Mil)
Southtrust (192 Mil)

Colleges and Universities

University of Southern Alabama (9,342)
Spring Hill College (1,125)

Military Bases

Unemployment

Jun 79: 9.2%
Dec 82: 15.4%
Sep 83: 14.3%
Sep 84: 12.0%
Aug 85: 8.5%
Aug 86: 10.7%
Aug 87: 8.8%

Total Full Time Students: 11,056

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Barney & Patrick
Holberg
Reynolds & Sullivan

Largest Local Radio Accounts

Source of Regional Dollars

80-90 Channels

Highest Billing Stations

106.5 Bay Minette
20 NE of Mobile

1. WKSJ-F \$4,000,000
2. WABB A/F 2,500,000
3. WIZD-F 1,900,000
4. WBLX-F 1,750,000
5.
6.
7.
8.
9.
10.

Daily Newspapers

Mobile Press
Mobile Register
Mobile Press-Register

AM

PM

SUN

Owner

53,000
51,000
101,100

Newhouse
Newhouse
Newhouse

NOTE: Some of WIZD's revenue comes from Pensacola.

Miscellaneous Comments

"Mobile is an Alabama anomaly: Subtropical, aristocratic, substantially Catholic, Creole, and cosmopolitan, yet uncompromisingly conservative.

- The Book of America

* Split ADI with Pensacola. TV revenue is estimate of Mobile's share. Total TV revenue for ADI is estimated at \$41,000,000.

COMPETITIVE MEDIA

Over the Air Television

WALE	Mobile	10	NBC
WEAR	Pensa	3	ABC
WEIQ	Mobile	42	PBS
WKRG	Mobile	5	CBS
WPMI	Mobile	15	

Rollins

Best Restaurants

SS Marina (seafood)
Wintzell's (seafood)
Pillars

Best Hotels

Radisson
Stauffers

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$30,000,000	39.3	.0103
Radio	11,000,000	14.4	.0038
Newspaper	33,000,000	43.2	.0114
Outdoor	2,400,000	3.1	.0008
	<u>\$76,400,000</u>		<u>.0263</u>

WEATHER DATA

Elevation: 211
Annual Precipitation: 63.3 in.
Annual Snowfall: 0.2 in.
Average Windspeed: 9.3 (N)

	JAN	JULY	TOTAL YEAR
Avg. Max. Temp.:	61.1	90.5	77.3
Avg. Min. Temp.:	41.3	72.6	57.4
Average Temp.:	51.2	81.6	67.4

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WMML	From Kirk to Tillis	\$ 500,000
1983	WDLT-F (Chicasaw)	Sold to Muniz	923,000
1984	WMOB		350,000
1984	WBHY + 42% DF WLPR-F		1,600,000
1984	WZEW-F	Sold to Oppenheimer	675,000
1985	WLPR-F		1,364,000
1986	WDLT-F (Chicasaw)	From Muniz to Bowab	1,200,000
1986	WLPR-F	Sold to TM	2,550,000
1987	WMML		300,000

NOTE: Some of these sales may not have been consummated.

MODESTO

1987 ARB Rank: 131
 1987 MSA Rank: 144
 1987 ADI Rank: Sacramento ADI
 FM Base Value: \$3,800,000

1987 Revenue: \$8,900,000
 Rev per Share Point: \$159,213
 Population per Station: 25,390 (10)
 1987 Revenue Change: 9.9%

Manager's Market Ranking (current): 4.2
 Manager's Market Ranking (future): 4.4
 Duncan's Radio Market Grade: III B+
 Mathematical Market Grade: III A

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	5.3	5.8	6.7	7.5	8.1	8.9						
Yearly Growth Rate (82-87):	10.9% (assigned future rate of 8.2%)											
Projected Revenue Estimates:							9.6	10.4	11.3	12.2	13.2	
Revenue per Capita:	18.66	19.80	22.33	24.27	25.80	27.90						
Yearly Growth Rate (82-87):	8.4%											
Projected Revenue per Capita:							30.24	32.78	35.54	38.52	41.76	
Resulting Revenue Estimate:							9.9	10.9	12.0	13.4	14.8	
Revenue as % of Retail Sales:	.0038	.0039	.0042	.0044	.0045	.0046						
Mean % (82-87):	.00443% (84-87 only)											
Resulting Revenue Estimate:							9.3	10.2	11.1	11.7	12.4	
<u>MEAN REVENUE ESTIMATE:</u>							9.6	10.5	11.5	12.4	13.5	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.284	.293	.300	.306	.314	.319	.326	.331	.339	.348	.354
Retail Sales (billions):	1.4	1.5	1.6	1.7	1.81	1.95	2.1	2.3	2.5	2.65	2.8

Below-the-Line Listening Shares: 33.8%
 Unlisted Station Listening: 10.3%
 Total Lost Listening: 44.1%
 Available Share Points: 55.9
 Number of Viable Stations: 10
 Mean Share Points per Station: 5.6
 Median Share Points per Station: 7.2
 Rev. per Available Share Point: \$159,213
 Estimated Rev. for Mean Station: \$891,592

Confidence Levels

1987 Revenue Estimates: Below normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Managers predict a 6% to 7% increase in 1988...

Household Income: \$31,331
 Median Age: 31.5 years
 Median Education: 12.4 years
 Median Home Value: \$60,100
 Population Change (1986-1991): 10.7%
 Retail Sales Change (1986-1991): 46.6%
 Number of B or C FM Stations: 4 + 2 = 6
 Revenue per AQH: \$23,861
 Cable Penetration: NA

	<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
White	84.5	<15	32.0	Non High School
Black	0.9	15-30	30.5	Grad 38.0
Hispanic	14.6	30-50	23.8	High School
Other	---	50-75	9.5	Grad 31.6
		75+	4.2	

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 18.6
 College 4+ years 11.8

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Agribusiness Wines, Brandy			E & J Gallo Winery

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Food & Kindred Products	10,461	(14.7%)
2. Health Services	8,201	(11.5%)
3. Eating & Drinking Places	5,839	(8.2%)
4. Special Trade Contractor	2,916	(4.1%)
5. Food Stores	2,796	(3.9%)
6. Business Services	2,417	(3.4%)
7. Miscellaneous Retail	2,376	(3.3%)
8. Wholesale Trade-Nondurable	2,241	(3.1%)
9. General Merchandise Stores	2,231	(3.1%)
10. Automotive Dealers	2,106	(3.0%)

Total Metro Employees: 71,361
 Top 10 Total Employees: 41,584 (58.3%)

By Occupation:

Manag/Prof.	20,122	(19.0%)
Tech/Sales/Admin. Service	29,631	(28.0%)
Farm/Forest/Fish	13,659	(12.9%)
Precision Prod.	8,642	(8.1%)
Oper/Fabri/Labor	14,711	(13.9%)
	19,127	(18.1%)

MODESTO

Largest Local Banks

Pacific Valley (84 Mil)
 Modesto Banking (76 Mil)
 Center State (74 Mil)

Colleges and Universities

Cal State (3,807)

Military Bases

Unemployment

Jun 79: 8.1%
 Dec 82: NA
 Sep 83: 14.3%
 Sep 84: 11.3%
 Aug 85: NA %
 Aug 86: 10.3%
 Aug 87: 8.9%

Total Full Time Students: 5,203

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Boyle Kilpatrick
 Network Productions

Largest Local Radio Accounts

McDonalds
 Pepsi
 Gottchalks

Source of Regional Dollars

Sacramento
 Fresno

80-90 Channels

93.9 Modesto

Highest Billing Stations

1. KOSO-F \$1,400,000
 2. KHOP-F 1,300,000
 KMIX-F 1,300,000
 4. KDJK-F 1,100,000
 5. KFIV A/F 960,000
 6. KBEE-F 910,000
 7. KTRB 650,000
 8. KLOC 510,000
 KUBB-F 510,000
 10.

Daily Newspapers:

Modesto Bee

AM

75,700

PM

SUN

81,600

Owner

McClatchy

NOTE: KHOP and KBEE draw some of their revenue from Stockton.

COMPETITIVE MEDIA

Over the Air Television

See Sacramento

Miscellaneous Comments

* Split ADI with Sacramento and Stockton. TV revenue is estimate of Modesto's share. Total TV revenue for ADI is estimated at \$10,000,000.

Manager's Comment

"Modesto is a great radio market. The market should regain its A+ status in your book."

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$15,000,000	32.1	.0077
Radio	8,900,000	19.0	.0046
Newspaper	21,100,000	45.1	.0108
Outdoor	1,800,000	3.8	.0009
	<u>\$46,800,000</u>		<u>.0240</u>

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	KYES, KMIX-F	Sold by Behan	\$1,800,000
1985	KYES, KMIX-F		3,375,000
1986	KHOP-F	Sold to Fuller-Jeffrey	6,000,000

NOTE: Some of these sales may not have been consummated.

Best Restaurants

Cote d'Oro (French)
 El Clavell (Spanish/Mexican)

Best Hotels

Hilton
 Holiday Inn

NO WEATHER DATA AVAILABLE:
 See Sacramento for an approximation.

MONTGOMERY

1987 ARB Rank: 134
 1987 MSA Rank: 151
 1987 ADI Rank: 105
 FM Base Value: \$2,000,000

1987 Revenue: \$7,900,000
 Rev per Share Point: \$89,266
 Population per Station: 17,157 (14)
 1987 Revenue Change: 6.7%

Manager's Market Ranking (current): 3.1
 Manager's Market Ranking (future): 3.3
 Duncan's Radio Market Grade: NA
 Mathematical Market Grade: IV A

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	5.3	5.8	6.7	7.0	7.5	7.9						
Yearly Growth Rate (82-87):	8.4% (assigned rate of 7.0%)											
Projected Revenue Estimates:							8.3	8.9	9.5	10.2	10.9	
Revenue per Capita:	19.22	20.56	21.99	23.80	25.00	25.99						
Yearly Growth Rate (82-87):	8.2%											
Projected Revenue per Capita:							28.12	30.43	32.92	35.62	38.54	
Resulting Revenue Estimate:							8.6	9.4	10.3	11.3	12.3	
Revenue as % of Retail Sales:	.0041	.0042	.0046	.0046	.0047	.0044						
Mean % (82-87):	.00443%											
Resulting Revenue Estimate:							8.4	9.0	9.8	10.5	11.1	
<u>MEAN REVENUE ESTIMATE:</u>							<u>8.5</u>	<u>9.1</u>	<u>9.9</u>	<u>10.7</u>	<u>11.4</u>	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.281	.287	.291	.294	.300	.304	.307	.311	.314	.316	.319
Retail Sales (billions):	1.3	1.3	1.4	1.5	1.59	1.8	1.9	2.04	2.22	2.38	2.5

Below-the-Line Listening Shares: 2.0%
 Unlisted Station Listening: 9.5%
 Total Lost Listening: 11.5%
 Available Share Points: 88.5
 Number of Viable Stations: 9
 Mean Share Points per Station: 9.8
 Median Share Points per Station: 8.5
 Rev. per Available Share Point: \$89,266
 Estimated Rev. for Mean Station: \$874,802

Confidence Levels

1987 Revenue Estimates: Below normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Managers predict a 3% to 5% revenue growth in 1988...

Household Income: \$29,284
 Median Age: 31.0 years
 Median Education: 12.4 years
 Median Home Value: \$39,800
 Population Change (1986-1991): 5.5%
 Retail Sales Change (1986-1991): 49.6%
 Number of B or C FM Stations: 4 + 1 = 5
 Revenue per AQH: \$22,507
 Cable Penetration: 54%

Ethnic Breakdowns (%)

White 65.6
 Black 33.5
 Hispanic 0.9
 Other ---

Income Breakdowns (%)

<15 33.6
 15-30 30.0
 30-50 23.0
 50-75 9.7
 75+ 3.7

Age Breakdowns (%)

12-34 27.1
 25-54 49.0
 55+ 23.9

Education Levels

Non High School Grad 35.5
 High School Grad 32.6

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 14.4
 College 4+ years 17.5

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Government
 Military
 Agribusiness
 Clothing
 Food Processing

First Alabama Bancshares Weil Brothers Cotton

Other Major Corporations

Blount Inc.

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	7,789	(9.4%)
2. Eating & Drinking Places	4,871	(5.9%)
3. General Building Contract.	3,915	(4.7%)
4. Special Trade Contractor	3,741	(4.5%)
5. Wholesale Trade-Durable	3,199	(3.9%)
6. Wholesale Trade-Nondurable	3,192	(3.9%)
7. Business Services	3,055	(3.7%)
8. Membership Organizations	2,979	(3.6%)
9. General Merchandise Stores	2,494	(3.0%)
10. Food Stores	2,490	(3.0%)

By Occupation:

Manag/Prof.	26,481	(24.4%)
Tech/Sales/Admin. Service	34,949	(32.1%)
Farm/Forest/Fish	14,213	(13.1%)
Precision Prod.	2,062	(1.9%)
Oper/Fabri/Labor	12,594	(11.6%)
	18,388	(16.9%)

Total Metro Employees: 82,585
 Top 10 Total Employees: 37,725 (45.7%)

MONTGOMERY

Largest Local Banks

First Alabama (2.4 Bil)
 Union Bank (433 Mil)
 Colonial Bank (111 Mil)

Colleges and Universities

Alabama State (3,787)
 Troy State-Montgomery (2,096)
 Auburn-Montgomery (5,084)

Military Bases

Maxwell AFB (3,027)
 Gunter AFb (2,382)

Unemployment

Jun 79: 6.7%
 Dec 82: 12.0%
 Sep 83: 10.2%
 Sep 84: 8.8%
 Aug 85: 7.6%
 Aug 86: 7.6%
 Aug 87: 6.3%

Total Full Time Students: 42,620

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Reid & Mount
 Cowden South

Largest Local Radio Accounts

McDonalds
 Capital Chevy

Source of Regional Dollars

80-90 Channels

96.1 Montgomery

Highest Billing Stations

1. WLWI A/F \$2,600,000
2. WHHY A/F 1,700,000
3. WBAM-F 1,200,000
4. WQIM-F 800,000
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Daily Newspapers

	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Montgomery Journal		18,100		Multimedia
Montgomery Advertiser	50,700			Multimedia
Montgomery Journal-Advertiser			84,300	Multimedia

Miscellaneous Comments

"Montgomery is dominated by state government and the Maxwell Air Force base."

- The Book of America

COMPETITIVE MEDIA

Over the Air Television

WAIQ	Montgomery	26	PBS	
WCOV	Montgomery	20	CBS	
WKAB	Montgomery	32	ABC	
WMCF	Montgomery	45		
WSFA	Montgomery	12	NBC	Cosmos

Best Restaurants

Elite
 Bachus
 Sahara

Best Hotels

Sheraton
 Governor's House

NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$19,700,000	37.2	.0109
Radio	7,900,000	14.9	.0044
Newspaper	23,500,000	44.4	.0131
Outdoor	1,800,000	3.4	.0010
	<u>\$52,900,000</u>		<u>.0294</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1984	WACV		\$ 125,000
1985	WBAM	Sold to Colonial	500,000
1985	WACV	Sold to Good News	200,000
1985	WACV	From Good News to Woods	200,000 (E)
1985	WXVI	From Attaway to Founders	600,000 (E)
1987	WLSQ, WREZ-F		2,100,000

NOTE: Some of these sales may not have been consummated.

NASHVILLE

1987 ARB Rank: 48
 1987 MSA Rank: 53
 1987 ADI Rank: 32
 FM Base Value: \$7,000,000

1987 Revenue: \$30,300,000
 Rev per Share Point: \$328,277
 Population per Station: 34,718 (22)
 1987 Revenue Change: 8.2%

Manager's Market Ranking (current): 3.6
 Manager's Market Ranking (future): 4.6
 Duncan's Radio Market Grade: II A+
 Mathematical Market Grade: II A+

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92	
Duncan Revenue Est.:	18.9	20.6	22.3	24.8	28.0	30.3						
Yearly Growth Rate (82-87):	9.9% (8.0% assigned rate)											
Projected Revenue Estimates:							32.7	35.3	38.2	41.2	44.5	
Revenue per Capita:	21.26	22.81	24.39	26.81	29.91	32.03						
Yearly Growth Rate (82-87):	3.6%											
Projected Revenue per Capita:							34.78	37.78	41.02	44.55	48.38	
Resulting Revenue Estimate:							33.3	36.7	40.3	44.4	48.9	
Revenue as % of Retail Sales:	.0043	.0041	.0043	.0043	.0045	.0045						
Mean % (82-87):	.00433%											
Resulting Revenue Estimate:							31.6	34.2	36.8	39.8	42.4	
<u>MEAN REVENUE ESTIMATE:</u>							<u>32.5</u>	<u>35.4</u>	<u>38.4</u>	<u>41.8</u>	<u>45.3</u>	

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	.889	.903	.914	.925	.936	.946	.958	.971	.982	.996	1.01
Retail Sales (billions):	4.4	5.0	5.3	5.7	6.2	6.7	7.3	7.9	8.5	9.2	9.8

Below-the-Line Listening Shares: 0.3%
 Unlisted Station Listening: 7.4%
 Total Lost Listening: 7.7%
 Available Share Points: 92.3
 Number of Viable Stations: 12.5
 Mean Share Points per Station: 7.4
 Median Share Points per Station: 6.2
 Rev. per Available Share Point: \$328,277
 Estimated Rev. for Mean Station: \$2,429,252

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Market reports to Miller, Kaplan...Managers expect a 6% to 8% increase in 1988...

Household Income: \$32,753
 Median Age: 32.0 years
 Median Education: 12.4 years
 Median Home Value: \$45,100
 Population Change (1986-1991): 6.3%
 Retail Sales Change (1986-1991): 48.9%
 Number of B or C FM Stations: 8
 Revenue per AQH: \$26,371
 Cable Penetration: 42%

	Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels		
White	83.7	<15	27.9	12-34	25.8	Non High School
Black	15.4	15-30	29.2	25-54	50.6	Grad 36.5
Hispanic	0.7	30-50	25.4	55+	23.6	
Other	0.2	50-75	12.4			High School
		75+	5.1			Grad 33.1

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 13.6
 College 4+ years 16.8

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Music Recording	Genesco (450)	Commerce Union	Ingram Industries
Tourism		First American	Gillett Group
Chemicals		Hospital Corp. of America	Kuscan
Printing	<u>Other Major Corporations</u>	Service Merchandise	Rodgers Company
Financial	Ingram Ind.	Shoney's	
Insurance	NLT		
Glass	Washington Ind.		

INC 500 Companies

LeBrec Financial Group

Employment Breakdowns

By Industry (SIC):

1. Health Services	29,268	(8.7%)
2. Eating & Drinking Places	21,140	(6.3%)
3. Wholesale Trade-Durable	16,844	(5.0%)
4. Business Services	14,923	(4.4%)
5. Special Trade Contractor	13,528	(4.0%)
6. Printing & Publishing	11,887	(3.5%)
7. Transportation Equipment	11,247	(3.3%)
8. Trucking & Warehousing	11,063	(3.3%)
9. Wholesale Trade-Nondurable	10,650	(3.2%)
10. General Merchandise Stores	9,420	(2.8%)

Total Metro Employees: 336,612
 Top 10 Total Employees: 149,970 (44.6%)

By Occupation:

Manag/Prof.	92,330	(23.3%)
Tech/Sales/Admin.	127,500	(32.3%)
Service	47,976	(12.1%)
Farm/Forest/Fish	6,672	(1.7%)
Precision Prod.	48,004	(12.1%)
Oper/Fabri/Labor	73,097	(18.5%)

NASHVILLE

Largest Local Banks

First American (2.3 Bil)
 Commerce Union (2.0 Bil)
 Third Nat. (2.5 Bil)

Colleges and Universities

Vanderbilt (9,046)
 Tennessee State (7,646)
 David Lipscomb College (2,311)

Military Bases

Unemployment

Jun 79: 4.7%
 Dec 82: 9.2%
 Sep 83: 7.1%
 Sep 84: 5.8%
 Aug 85: 4.6%
 Aug 86: 4.7%
 Aug 87: 4.6%

RADIO BUSINESS INFORMATION

Total Full Time Students: 31,685

Heavy Agency Radio Users

Erickson
 Buntin
 Madden & Goodrum

Largest Local Radio Accounts

Beaman Auto
 Kroger
 McDonalds
 Wendys
 Baptist Hospital

Source of Regional Dollars

Memphis
 Louisville
 Atlanta

80-90 Channels

None

Highest Billing Stations

1. WSM A/F \$6,500,000
2. WLAC-F 4,800,000
3. WKDF-F 4,700,000
4. WSIX A/F 2,500,000
5. WYHY-F 2,400,000
6. WZEZ-F 2,000,000
7. WLAC 1,700,000
8. WWKX-F 1,600,000
9. WQQK-F 1,500,000
10. WTMG-F 1,400,000

Daily Newspapers

Nashville Banner
 Nashville Tennessean
 JDA

AM PM SUN Owner

122,600 67,400 259,700 Gannett

Miscellaneous Comments

"Nashville enjoys a string of assets, making it one of the Border South's most vibrant and promising cities...a trade and finance center of Middle South...the most progressive of Tennessee cities."

- The Book of America

COMPETITIVE MEDIA

Over the Air Television

WCAY	Nashville	30		TVX
WDCN	Nashville	8	PBS	
WKRN	Nashville	2	ABC	Knight-Ridder
WSMV	Nashville	4	NBC	Gillett
WTVF	Nashville	5	CBS	H & C
WZTV	Nashville	17		Multimedia

American Airlines will open a major hub in Nashville by 1987. This plus the Saturn plant being constructed only 30 miles away should fuel a strong growth period for Nashville.

Manager's Comment

"Growth potential here is exceptional, the only negative here is low rates due to highly leveraged new owners."

Best Restaurants

Mario's (Italian)
 Julian's (French)
 Chancellor's (continental)
 One O Six Aub
 Stockyard (steak)

Best Hotels

Opryland
 Park Suite
 Radisson
 Marriott
 Union Station

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$ 76,000,000	39.5	.0113
Radio	30,300,000	15.7	.0045
Newspaper	80,000,000	41.6	.0119
Outdoor	6,100,000	3.2	.0009
	<u>\$192,400,000</u>		<u>.0286</u>

WEATHER DATA

Elevation: 590
 Annual Precipitation: 48.6 in.
 Annual Snowfall: 10.9 in.
 Average Windspeed: 7.9 (S)

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

				JAN	JULY	TOTAL YEAR
1983	WSIX A/F	From GE to Sky/Foster	\$ NA			
1983	WHQM	Sold by Mooney	700,000			
1984	WWKX-F		6,500,000			
1984	WYHY-F		3,300,000 (E)			
1984	WLRQ A/F (Franklin)	From Sanders to ELF	3,200,000 (E)			
1985	WYHY-F	From Sungroup to Republic	4,100,000 (E)			
1985	WTMG-F (Murfreesboro)	Sold to Transcom	3,800,000			
1985	WLAC A	From Sudbrink to Price Comm.	20,000,000			
1986	WLRQ A/	From ELF to REBS	4,500,000			
1986	WWKX-F (Gallatin)	Sold to Capitol (Johnson)	6,600,000			
1986	WYHY-F	From Republic to Jacor	7,300,000 (E)			
1986	WSIX A/F	From Sky to Reams	8,125,000			
1986	WWGM		406,000			
1987	WSIX A/F	Sold to Hicks	8,500,000			
1987	WTMG-F (Murfreesboro)		5,460,000 (never closed)			
1987	WLAC A/F	From Price	NA			
1987	WTMG-F	Sold to Signature	6,500,000			
1987	WVOL/WQQK-F	Sold to Pinnacle	6,000,000			

NOTE: Some of these sales may not have been consummated.

NEW HAVEN

1987 ARB Rank: 81
 1987 MSA Rank: 94
 1987 ADI Rank: 23 (w/Hartford)
 FM Base Value: \$8,000,000+

1987 Revenue: \$14,000,000
 Rev per Share Point: \$385,675
 Population per Station: 61,100 (7)
 1987 Revenue Change: 9.4%

Manager's Market Ranking (current): 3.3
 Manager's Market Ranking (future): 3.5
 Duncan's Radio Market Grade: II B+
 Mathematical Market Grade: II B+

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	9.0	9.7	10.8	11.8	12.8	14.0						
Yearly Growth Rate (82-87):	9.2% (assigned rate of 7.8%)											
Projected Revenue Estimates:							15.1	16.3	17.5	18.9	20.4	
Revenue per Capita:	17.79	19.13	21.22	23.14	25.05	27.40						
Yearly Growth Rate (82-87):	9.0%											
Projected Revenue per Capita:							29.87	32.55	35.48	38.68	42.16	
Resulting Revenue Estimate:							15.3	16.7	18.2	19.8	21.6	
Revenue as % of Retail Sales:	.0036	.0035	.0036	.0037	.0037	.0038						
Mean % (82-87):	.00365%											
Resulting Revenue Estimate:							14.2	15.3	16.4	17.5	18.6	
<u>MEAN REVENUE ESTIMATE:</u>							14.9	16.1	17.4	18.7	20.2	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.506	.507	.509	.510	.511	.511	.511	.512	.512	.513	.513
Retail Sales (billions):	2.5	2.8	3.0	3.2	3.4	3.7	3.9	4.2	4.5	4.8	5.1

Below-the-Line Listening Shares: 53.4%
 Unlisted Station Listening: 10.3%
 Total Lost Listening: 63.7%
 Available Share Points: 36.3
 Number of Viable Stations: 5
 Mean Share Points per Station: 7.3
 Median Share Points per Station: 8.4
 Rev. per Available Share Point: \$385,675
 Estimated Rev. for Mean Station: \$2,815,427

Confidence Levels

1987 Revenue Estimates: Slightly below normal
 1988-1992 Revenue Projections: Slightly below normal

COMMENTS

Population and retail sales figures were revised as compared with previous estimates...Managers predict a 7% to 8% increase in 1988...

Household Income: \$38,900
 Median Age: 34.0 years
 Median Education: 12.6 years
 Median Home Value: \$61,600
 Population Change (1986-1991): 0.5%
 Retail Sales Change (1986-1991): 40.1%
 Number of B or C FM Stations: 2
 Revenue per AQH: \$21,244
 Cable Penetration: NA

<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
White 86.6	<15 22.0	12-34 24.5	Non High School
Black 10.0	15-30 24.5	25-54 47.0	Grad 32.1
Hispanic 3.4	30-50 27.2	55+ 28.5	High School
Other ---	50-75 18.1		Grad 35.4
	75+ 8.2		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 14.6
 College 4+ years 17.9

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Research	Armstrong Rubber	Southern NE Telephone	Wyatt
Printing	Echlin (328)	United Illuminating	
Firearms	Insilco (374)		
Textiles			
Metals	<u>Other Major Corporations</u>		
Chemicals	Simkins		
Cutlery/Silverware	Schiavone		
Watches and Clocks			

INC 500 Companies

Employment Breakdowns

D.F.M. Enterprises

By Industry (SIC):

By Occupation:

1. Health Services	19,748 (10.6%)	Manag/Prof.	55,744 (24.2%)
2. Eating & Drinking Places	10,664 (5.7%)	Tech/Sales/Admin.	70,600 (30.7%)
3. Business Services	10,487 (5.6%)	Service	26,842 (11.7%)
4. Fabricated Metal Products	9,528 (5.1%)	Farm/Forest/Fish	1,534 (0.6%)
5. Educational Services	9,279 (5.0%)	Precision Prod.	30,091 (13.1%)
6. Communication	7,729 (4.1%)	Oper/Fabri/Labor	45,272 (19.7%)
7. Wholesale Trade-Durable	6,969 (3.7%)		
8. Electric & Electronic Eq.	6,881 (3.7%)		
9. Food Stores	5,979 (3.2%)		
10. Special Trade Contractor	5,367 (2.9%)		

Total Metro Employees: 186,935
 Top 10 Total Employees: 92,631 (49.6%)

NEW HAVEN

<u>Largest Local Banks</u>	<u>Colleges and Universities</u>	<u>Military Bases</u>	<u>Unemployment</u>
Bank of New Haven (126 Mil)	Yale (10,749) University of New Haven (7,044) South Connecticut State (10,733) Quinnipac College (3,139) Total Full Time Students: 16,398		Jun 79: 9.8% Dec 82: 7.0% Sep 83: 6.2% Sep 84: 4.4% Aug 85: 5.3% Aug 86: 3.9% Aug 87: 3.2%

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>
Media Management Maher Promotional Concepts		Hartford Boston	None	1. WKCI-F \$6,300,000 2. WPLR-F 3,100,000 3. WELI 3,000,000 4. WAVZ 1,000,000 5. 6. 7. 8. 9. 10.
<u>Daily Newspapers:</u>	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
New Haven Register	35,700	84,900	139,300	Ingersoll

Miscellaneous Comments

New Haven MSA used for estimates and projections.

* Split ADI with Hartford. TV revenue is estimate of New Haven's share. Total TV revenue for ADI is estimated at \$127,000,000.

COMPETITIVE MEDIA

Over the Air Television

See Hartford

NO WEATHER DATA AVAILABLE:
See New York for an approximation.

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	534,000,000	43.6	.0092
Radio	14,000,000	17.9	.0033
Newspaper	37,000,000	47.4	.0100
Outdoor	3,000,000	3.8	.0008
	<u>578,000,000</u>		<u>.0233</u>

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WNNR/WPLR-F	Sold to Southern Star	\$ NA
1984	WELI	From Insilco to Clear Channel	4,900,000 (E)
1986	WNNR		600,000
1986	WAVZ, WKCI-F	From Eastern to Noble	30,500,000

NOTE: Some of these sales may not have been consummated.

NEW ORLEANS

1987 ARB Rank: 31
 1987 MSA Rank: 34
 1987 ADI Rank: 35
 FM Base Value: \$5,100,000

1987 Revenue: \$25,900,000
 Rev per Share Point: \$278,495
 Population per Station: 52,529 (21)
 1987 Revenue Change: -7.2%

Manager's Market Ranking (current): 2.3
 Manager's Market Ranking (future): 3.4
 Duncan's Radio Market Grade: I D-
 Mathematical Market Grade: I D

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	23.5	26.0	30.8	32.0	27.9	25.9						
Yearly Growth Rate (82-87):	Assigned rate of 4.5% after 1988											
Projected Revenue Estimates:							25.9	27.1	28.3	29.6	30.9	
Revenue per Capita:	19.42	19.55	22.99	23.53	20.67	19.04						
Yearly Growth Rate (82-87):	Assigned rate of 4.5% after 1988											
Projected Revenue per Capita:							19.10	19.96	20.86	21.80	22.78	
Resulting Revenue Estimate:							26.0	27.5	29.0	30.5	32.1	
Revenue as % of Retail Sales:	.0037	.0037	.0040	.0039	.0034	.0029						
Mean % (82-87):	.0031% (assigned)											
Resulting Revenue Estimate:							29.4	31.6	33.8	36.9	39.1	
							<u>MEAN REVENUE ESTIMATE:</u>					
							27.1	28.7	30.4	32.3	34.0	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	1.21	1.33	1.34	1.35	1.35	1.36	1.37	1.38	1.39	1.40	1.41
Retail Sales (billions):	6.3	7.0	7.6	7.9	8.3	8.8	9.5	10.2	10.9	11.9	12.6

Below-the-Line Listening Shares: 0.5%
 Unlisted Station Listening: 6.5%
 Total Lost Listening: 7.0%
 Available Share Points: 93.0
 Number of Viable Stations: 16
 Mean Share Points per Station: 5.8
 Median Share Points per Station: 4.9
 Rev. per Available Share Point: \$278,495
 Estimated Rev. for Mean Station: \$1,615,269

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Market reports to Miller, Kaplan...Managers predict 0% to 2% revenue growth in 1988...

Household Income: \$29,286
 Median Age: 30.3 years
 Median Education: 12.4 years
 Median Home Value: \$54,100
 Inflation Change (1986-1991): 4.1%
 Retail Sales Change (1986-1991): 43.7%
 Number of B or C FM Stations: 9
 Revenue per AQH: \$14,834
 Cable Penetration: 57%

Ethnic Breakdowns (%)

White 65.6
 Black 30.6
 Hispanic 3.8
 Other ---

Income Breakdowns (%)

<15 34.0
 15-30 27.1
 30-50 23.5
 50-75 10.7
 75+ 4.7

Age Breakdowns (%)

12-34 27.3
 25-54 50.6
 55+ 22.1

Education Levels

Non High School
 Grad 36.9
 High School
 Grad 32.0

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years
 14.7

College 4+ years
 16.4

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Petrochemicals Louisiana Land & Expl. (348) First Commerce Schwegmann Giant Supermarkets
 Shipping Freeport-McMoran (406) Hibernia K & B
 Tourism Middle South Utilities Lykes Brothers Steamship
 Aluminum, Copper Refining Other Major Corporations Whitney Holding

Tidewater Inc.
 McDermott Inc.
 Halter Marine
 Atamil Corp.
 Newpark Resources

INC 500 Companies

Employment Breakdowns

Zack's Famous Frozen Yogurt
 BCP Technical Services

By Industry (SIC):

1. Eating & Drinking Places	34,136	(8.2%)
2. Health Services	31,805	(7.6%)
3. Business Services	25,721	(6.2%)
4. Wholesale Trade-Durable	20,428	(4.9%)
5. Special Trade Contractor	19,717	(4.7%)
6. Water Transportation	17,406	(4.2%)
7. Food Stores	15,623	(3.8%)
8. Wholesale Trade-Nondurable	13,561	(3.3%)
9. Transportation Equipment	12,342	(3.0%)
10. Hotels & Other Lodging	12,226	(2.9%)

By Occupation:

Manag/Prof.	121,074	(23.2%)
Tech/Sales/Admin. Service	170,382	(32.6%)
Service	71,468	(13.7%)
Farm/Forest/Fish	4,213	(0.8%)
Precision Prod.	71,737	(13.7%)
Oper/Fabri/Labor	83,366	(16.0%)

Total Metro Employees: 416,550
 Top 10 Total Employees: 202,965 (48.7%)

NEW ORLEANS

Largest Local Banks

First NBC (2.3 Bil)
 Hibernia (2.3 Bil)
 Whitney (2.2 Bil)

Colleges and Universities

Tulane (10,232)
 Loyola (4,859)
 University of New Orleans (16,356)
 Southern University of New Orleans (2,870)
 Total Full Time Students: 34,918

Military Bases

New Orleans NAS (715) ?
 New Orleans NSA (2,000) ?

Unemployment

Jun 79: 6.5%
 Dec 82: 10.0%
 Sep 83: 10.8%
 Sep 84: 8.7%
 Aug 85: 11.2%
 Aug 86: 10.5%
 Aug 87: 9.0%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Peter Mayer
 Bauerlein
 McCann-Erikson
 Backer & Spielvogel

Largest Local Radio Accounts

Coke & Pepsi
 Radiophone
 Mervyn's

Source of Regional Dollars

80-90 Channels

None

Highest Billing Stations

1. WEZB-F	\$4,600,000
2. WMKJ/WQUE-F	3,100,000
3. WWL	2,600,000
4. WYLD A/F	2,500,000
5. WLTS-F/WYAT	2,400,000
6. WNOE A/F	2,000,000
7. WRNO-F	1,700,000
8. WAJY-F	1,600,000
9. WBYU-F	1,300,000
10. WTIK	600,000

Daily Newspapers

	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
New Orleans Times-Picayune	276,200 (AD)		348,600	Newhouse

Miscellaneous Comments

"New Orleans has been subject to constant comparison with brash and bustling Houston, only 330 miles distant. On lifestyle New Orleans consistently wins; on economic vigor, Houston."

- The Book of America

COMPETITIVE MEDIA

Over the Air Television

Station	City	Ch	Network	Comments
WDSU	New Orleans	6	NBC	Cosmos
WGNO	New Orleans	26		Tribune Co.
WLAE	New Orleans	32	PBS	
WNOL	New Orleans	38		TVX
WVUE	New Orleans	8	ABC	Gaylord
WWL	New Orleans	4	CBS	Loyola University
WYES	New Orleans	12	PBS	

Best Restaurants

Antoines
 Ruth Chris (steak)
 Arnauds (French)
 Captain's Quarters (general)
 Bonton (Cajun)
 Commander's Palace

Best Hotels

Windsor Court
 Meridian
 Intercontinental
 Fairmont

WEATHER DATA

Elevation: 4
 Annual Precipitation: 58.9 in.
 Annual Snowfall: 0.1 in.
 Average Windspeed: 8.4

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 82,000,000	39.9	.0093
Radio	25,900,000	12.6	.0029
Newspaper	90,000,000	43.8	.0102
Outdoor	7,600,000	3.7	.0009
	<u>\$205,500,000</u>		<u>.0233</u>

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	62.3	90.4	77.7
Avg. Min. Temp.:	43.5	73.3	58.9
Average Temp.:	52.9	81.9	68.3

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WBOK	Sold by Shamrock (Disney)	\$ 450,000
1984	WTIX	From Storz to Price	2,900,000
1984	WMKJ, WQUE-F	From Insilco to Clear Channel	6,800,000 (E)
1985	WBYU-F	From Swanson to Stoner	7,000,000
1987	WSMB		850,000

NOTE: Some of these sales may not have been consummated.

NEW YORK

1987 ARB Rank: 1	1987 Revenue: \$275,000,000	Manager's Market Ranking (current): 3.5
1987 MSA Rank: 1	Rev per Share Point: \$3,008,753	Manager's Market Ranking (future): 3.7
1987 ADI Rank: 1	Population per Station: 284,859 (49)	Duncan's Radio Market Grade: I A
FM Base Value: \$27,000,000	1987 Revenue Change: 10.4%	Mathematical Market Grade: I A

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	174.1	189.2	207.0	226.5	249.0	275.0						
Yearly Growth Rate (82-87):	9.5% (assigned rate of 8%)											
Projected Revenue Estimates:							297.0	320.8	346.4	374.1	404.1	
Revenue per Capita:	11.76	12.70	13.80	15.10	16.27	17.97						
Yearly Growth Rate (82-87):	8.8%											
Projected Revenue per Capita:							19.55	21.27	23.14	25.18	27.40	
Resulting Revenue Estimate:							301.0	329.7	361.0	392.8	430.2	
Revenue as % of Retail Sales:	.0025	.0024	.0026	.0026	.0027	.0027						
Mean % (82-87):	.0026%											
Resulting Revenue Estimate:							282.4	303.7	326.6	342.2	364.0	
MEAN REVENUE ESTIMATE:							<u>293.5</u>	<u>318.1</u>	<u>344.7</u>	<u>369.7</u>	<u>399.4</u>	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	14.8	14.9	15.0	15.1	15.3	15.3	15.4	15.5	15.6	15.6	15.7
Retail Sales (billions):	69.9	77.4	79.0	85.9	93.4	100.1	108.6	116.8	125.6	131.6	140.0

Below-the-Line Listening Shares: 0.5%
 Unlisted Station Listening: 8.1%
 Total Lost Listening: 8.6%
 Available Share Points: 91.4
 Number of Viable Stations: 27
 Mean Share Points per Station: 3.4
 Median Share Points per Station: 2.9
 Rev. per Available Share Point: \$3,008,753
 Estimated Rev. for Mean Station: \$10,229,759

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Population and retail sales figures include portions of NE New Jersey but not Long Island...Managers predict 7% to 9% revenue increase in 1988...

Household Income: \$37,400
 Median Age: 34.7 years
 Median Education: 12.4 years
 Median Home Value: \$62,900
 Population Change (1986-1991): 2.1%
 Retail Sales Change (1986-1991): 40.2%
 Number of B or C FM Stations: 17
 Revenue per AQH: \$10,908
 Cable Penetration: 40%

<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
White 70.1	<15 27.5	12-34 23.2	Non High School
Black 17.1	15-30 24.7	25-54 49.2	Grad 33.6
Hispanic 12.8	30-50 23.8	55+ 27.6	High School
Other ---	50-75 15.5		Grad 33.3
	75+ 8.5		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 13.7
 College 4+ years 19.4

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
--	------------------------------	-----------------------------	---

Financial	Exxon (2)	Alexander & Alexander Ser.	Continental Grain
Tourism	Mobil (5)	Alleghany Power System	RH Macy
Communications	AT & T (7)	Amerada House	Goldman, Sach & Co.
Advertising	Texaco (8)	American Express	Drexel Burnham Lambert
Shipping	Philip Morris (12)	American Int'l Group	Milliken & Company
Clothing	ITT (41)	American Savings Bank	Pace Industries
Publishing	W.R. Grace	American Standard	Advance Publication
	International Paper (66)	Apple Bank for Savings	General Felt Industries
	American Brands (68)	Aunet	Rapid-American
	Borden (70)	Avon Products	Peat, Marwick, Mitchell & Co.
	Colgate-Palmolive (71)	Bank of New York	and many more...
	American Home Prod. (74)	and many more...	

INC 500 Companies

Measurement Science
 G.O.D.
 Blackbaud Microsystems
 Information Technology Services
 Palmer
 KTI Holdings
 Mid-Atlantic Medical Services
 Career Blazers of White Plains
 McClanahan
 SRS Network
 and many more...

Employment Breakdowns

By Industry (SIC):

1. Health Services	509,820	(8.4%)
2. Business Services	498,758	(8.2%)
3. Eating & Drinking Places	280,096	(4.6%)
4. Wholesale Trade-Durable	275,806	(4.5%)
5. Wholesale Trade-Nondurable	252,935	(4.2%)
6. Banking	232,132	(3.8%)
7. Apparel & Other Textile	179,682	(3.0%)
8. Food Stores	179,221	(2.9%)
9. Printing and Publishing	176,983	(2.9%)
10. Special Trade Contractor	169,861	(2.8%)

By Occupation:

Manag/Prof.	1,962,777	(27.0%)
Tech/Sales/Admin.	2,534,122	(34.8%)
Service	926,636	(12.8%)
Farm/Forest/Fish	42,228	(0.6%)
Precision Prod.	734,892	(10.1%)
Oper/Fabri/Labor	1,072,317	(14.7%)

DUNCAN'S RADIO MARKET GUIDE
 Copyright 1988

Total Metro Employees: 6,087,453
 Top 10 Total Employees: 2,755,294 (45.3%)

NEW YORK

Largest Local Banks

Citibank (138.6 Bil)
 Chase Manhattan (78.7 Bil)
 Morgan Guaranty (67.4 Bil)
 Manufacturers Hanover (62.3 Bil)
 Chemical Bank (55.5 Bil)
 Bank of New York (17.7 Bil)
 Irving Trust (18.7 Bil)

Colleges and Universities

St. John's (19,123)
 Columbia (17,017)
 NYU (33,014)
 Brooklyn College (14,437)
 Fordham (12,340)
 Total Full Time Students: 462,241

Military Bases

Ft. Monmouth (10,999)
 Ft. Hamilton (1,950)
 West Point (8,733)
 Governor's Island (3,451) ?

Unemployment

Jun 79: 10.0%
 Dec 82: 9.1%
 Sep 83: 10.6%
 Sep 84: 9.2%
 Aug 85: 7.1%
 Aug 86: 6.3%
 Aug 87: 5.1%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Bozell & Jacobs
 Young & Rubicam
 Ogilvy & Mather
 JL Media
 and many others...

Largest Local Radio Accounts

McDonalds
 Coke & Pepsi
 Dime Savings
 Crazy Eddie
 Channel Home Centers
 Budweiser
 Seamans Furniture

Source of Regional Dollars

80-90 Channels

None

Highest Billing Stations

1. WINS	\$23,000,000
2. WHTZ-F	19,000,000
3. WOR	18,000,000
4. WPLJ-F	17,700,000
WLTW-F	17,700,000
6. WCBS	16,300,000
7. WCBS-F	16,000,000
8. WNEW-F	14,300,000
9. WRKS-F	13,500,000
10. WBLS-F	13,300,000
11. WXRK-F	12,000,000
12. WABC	11,000,000
13. WNSR-F	10,600,000
14. WPAT A/F	10,500,000
15. WQHT-F	8,600,000
16. WFAN	8,500,000
17. WNEW	7,700,000
18. WNBC	7,400,000
19. WYNY-F	6,800,000
20. WPIX-F	5,800,000
WQXR-F	5,800,000
22. WNCN-F	5,000,000

Daily Newspapers

New York Daily News
 New York Post
 New York Times
 Newsday

AM

PM

SUN

Owner

1,278,100
 740,100 (AD)
 1,057,000
 624,300

1,631,700
 1,645,100
 680,600

Tribune Co.
 Murdoch
 New York Times Co.
 Times-Mirror

COMPETITIVE MEDIA

Over the Air Television

WABC	New York	7	ABC	Cap Cities/ABC
WCBS	New York	2	CBS	CBS
WNBC	New York	4	NBC	NBC
WNET	Newark	13	PBS	
WNYC	New York	31	PBS	
WNYW	New York	5		Fox
WWOR	Secaucus	9		RKO
WPIX	New York	11		Tribune Co.
WNJU	Linden, NJ	47		
WHSE	Newark	68		Home Shopping
WXTV	Paterson	41		Spanish Int.

Miscellaneous Comments

"New York is still the world's most brilliant and creative city...it is America's imperial city."

- The Book of America

Manager's Comment

"New York radio programming and selling is at an all time high...the greatest radio market in the world... New York is a dull market...lack of pricing advances are a major problem...outstanding stations and outstanding sales people."

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 927,000,000	40.3	.0093
Radio	275,000,000	12.0	.0027
Newspaper	1,010,000,000	43.9	.0101
Outdoor	89,000,000	3.9	.0009
	<u>\$2,301,000,000</u>		<u>.0230</u>

Best Restaurants

Le Cygne (French)
 Palm (steak)
 Amalfi (Italian)
 Giambelli's (Italian)
 Captain Table (seafood)
 Le Cirque

Best Hotels

Park Lane
 St. Regis
 Parker Meridian
 Waldorf-Astoria
 St. Moritz
 Helmsly Palace
 Plaza

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WHTZ-F	Sold to Malrite	\$ 8,500,000
1983	WSKQ		3,200,000
1984	WHN	From Mutual to Doubleday	13,000,000
1985	WPAT A/F	From Cap Cities to Park	49,000,000
1986	WHN	From Doubleday to Emmis	15,000,000
1986	WQHT-F	From Doubleday to Emmis	21,000,000
1986	WADO	Sold to Tichenor	20,000,000
1986	WNEW	From Metromedia to Metropolitan	18,000,000
1986	WNEW-F	From Metromedia to Metropolitan	52,000,000
1986	WMCA	From Straus to Federal	10,300,000
1987	WADO	Resold for	15,000,000

WEATHER DATA

Elevation: 132
 Annual Precipitation: 43.6 in.
 Annual Snowfall: 29.1 in.
 Average Windspeed: 9.4 (NW)

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	38.5	85.2	62.3
Avg. Min. Temp.:	25.9	68.0	46.7
Average Temp.:	32.2	76.6	54.5

NOTE: Some of these sales may not have been consummated.

NORFOLK

1987 ARB Rank: 33
 1987 MSA Rank: 33
 1987 ADI Rank: 42
 FM Base Value: \$4,400,000

1987 Revenue: \$30,400,000
 Rev per Share Point: \$336,656
 Population per Station: 44,838 (24)
 1987 Revenue Change: 4.1%

Manager's Market Ranking (current): 3.8
 Manager's Market Ranking (future): 4.4
 Duncan's Radio Market Grade: I C
 Mathematical Market Grade: I C

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	22.3	24.0	25.6	28.2	29.2	30.4					
Yearly Growth Rate (82-87): 6.4%											
Projected Revenue Estimates:							32.3	34.4	36.6	39.0	41.5
Revenue per Capita:	16.03	17.48	19.05	20.87	22.29	22.86					
Yearly Growth Rate (82-87): 7.4%											
Projected Revenue per Capita:							24.55	26.37	28.32	30.42	32.67
Resulting Revenue Estimate:							32.9	35.9	39.1	42.3	46.1
Revenue as % of Retail Sales:	.0034	.0035	.0037	.0037	.0038	.0037					
Mean % (82-87): .00363%											
Resulting Revenue Estimate:							31.9	34.5	37.8	40.7	43.6
<u>MEAN REVENUE ESTIMATE:</u>							<u>32.4</u>	<u>34.9</u>	<u>37.8</u>	<u>40.7</u>	<u>43.7</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	1.21	1.23	1.26	1.29	1.31	1.33	1.34	1.36	1.38	1.39	1.41
Retail Sales (billions):	5.7	6.2	6.5	7.3	7.7	8.2	8.8	9.5	10.4	11.2	12.0

Below-the-Line Listening Shares: 0.9%
 Unlisted Station Listening: 8.8%
 Total Lost Listening: 9.7%
 Available Share Points: 90.3
 Number of Viable Stations: 16
 Mean Share Points per Station: 5.6
 Median Share Points per Station: 4.8
 Rev. per Available Share Point: \$336,656
 Estimated Rev. for Mean Station: \$1,885,271

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Managers predict a 5% to 6% revenue growth in 1988...Market reports to Price Waterhouse although as many as 9 stations do not participate and I made estimates for those stations...

Household Income: \$34,450
 Median Age: 29.5 years
 Median Education: 12.5 years
 Median Home Value: \$46,100
 Population Change (1986-1991): 6.7%
 Retail Sales Change (1986-1991): 46.2%
 Number of B or C FM Stations: 13
 Revenue per AQH: \$18,754
 Cable Penetration: 58%

<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
White 69.8	<15 25.9	12-34 30.8	Non High School
Black 27.5	15-30 30.3	25-54 49.8	Grad 33.8
Hispanic 1.7	30-50 26.2	55+ 19.4	
Other 1.0	50-75 13.2		High School
	75+ 4.4		Grad 33.3

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 17.1
 College 4+ years 15.8

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Ship Building		Norfolk Southern	Landmark Communications
Research		Sovran Financial	
Fishing	<u>Other Major Corporations</u>		
Military	Farm Fresh Inc.		
Food Processing	Noland Co.		
	Ferguson Ent.		

INC 500 Companies

Employment Breakdowns

	<u>By Industry (SIC):</u>	<u>By Occupation:</u>
Napit Contracting	1. Transportation Equipment 33,968 (9.8%)	Manag/Prof. 102,963 (23.0%)
Tidewater Consultants	2. Health Services 30,412 (8.8%)	Tech/Sales/Admin. 139,070 (31.1%)
JL Associates	3. Eating & Drinking Places 27,502 (7.9%)	Service 63,508 (14.2%)
Metro Information Services	4. Business Services 17,821 (5.1%)	Farm/Forest/Fish 5,750 (1.3%)
Dental Dynamics	5. Special Trade Contractor 17,645 (5.1%)	Precision Prod. 67,945 (15.2%)
American Systems Engineering	6. Food Stores 13,034 (3.8%)	Oper/Fabri/Labor 67,881 (15.2%)
	7. Wholesale Trade-Durable 11,945 (3.4%)	
	8. Miscellaneous Retail 11,650 (3.4%)	
	9. General Merchandise Stores 10,517 (3.0%)	
	10. Automotive Dealers 10,237 (2.9%)	
	Total Metro Employees: 347,025	
	Top 10 Total Employees: 184,731 (53.2%)	

NORFOLK

Largest Local Banks

Dominion (598 Mil)
 First Virginia (338 Mil)
 Sovran (NA)

Colleges and Universities

Old Dominion (15,626)
 William & Mary (6,640)
 Norfolk State (7,233)
 Hampton University (4,260)
 Total Full Time Students: 33,881

Military Bases

Langley AFB (10,901)
 Ft. Monroe (1,200) ?
 Norfolk Naval (89,000) ?
 Oceana NAS (NA) ?
 Ft. Eustic (9,833)
 Little Creek Naval (3,950) ?
 Dam Neck Training Center (4,000) ?
 Norfolk Naval Shipyards (NA) ?
 Yorktown Naval Station (700) ?

Unemployment

Jun 79: 6.0%
 Dec 82: NA
 Sep 83: 9.6%
 Sep 84: 4.3%
 Aug 85: 5.0%
 Aug 86: 4.1%
 Aug 87: 4.5%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Lawler Ballard
 Barker Campbell
 Redmond Fugate

Largest Local Radio Accounts

McDonalds
 Budweiser
 Haynes Furniture
 Farm Fresh Markets
 Cavalier Ford

Source of Regional Dollars

Richmond
 Washington
 Baltimore

80-90 Channels

102.1 Chesapeake

Highest Billing Stations

1. WNOR A/F \$4,800,000
 2. WCMS A/F 3,800,000
 3. WWDE-F 3,400,000
 4. WLTY-F 2,600,000
 5. WNVZ-F 2,500,000
 WFOG-F 2,500,000
 7. WOVI-F 2,100,000
 8. WTAR 1,700,000
 WMYK-F 1,700,000
 10. WGH A/F 1,600,000

Daily Newspapers

Virginia-Pilot
 Ledger-Star
 Virginia Pilot/Ledger-Star
 Newport News Press
 Newport News Times-Herald

	AM	PM	SUN
Virginia-Pilot	143,100		
Ledger-Star		79,000	
Virginia Pilot/Ledger-Star			227,300
Newport News Press	69,500		116,600
Newport News Times-Herald		36,200	

Owner
 Landmark
 Landmark
 Landmark
 Tribune Co.
 Tribune Co.

Miscellaneous Comments

Manager's Comment

"Too damn many radio stations and half-assed ad agencies...this is a very good, growing radio market...rates have increased dramatically as major stations demand increases and hold the line."

COMPETITIVE MEDIA

Over the Air Television

Call Letters	City	Ch	Network	Program
WAVY	Portsmouth	10	NBC	LIN
WHRO	Hampton	15		
WTKR	Norfolk	3	CBS	Knight-Ridder
WTVZ	Norfolk	33		TVX
WVEC	Hampton	13	ABC	Belo
WYAH	Portsmouth	27		CBN

Best Restaurants

Ship's Cabin (seafood)
 Iron Gate (continental)
 La Broche (French/Spanish)
 Wesley's

Best Hotels

Omni
 Virginia Beach Plaza
 Pavillion
 Airport Hilton
 Madison

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$ 65,100,000	35.1	.0080
Radio	30,400,000	16.4	.0037
Newspaper	82,100,000	44.3	.0100
Outdoor	7,700,000	4.2	.0009
	\$185,300,000		.0226

WEATHER DATA

Elevation: 24
 Annual Precipitation: 45.2 in.
 Annual Snowfall: 7.2 in.
 Average Windspeed: 10.6 (SW)

NOTE: Use Newspaper and Outdoor estimates with caution.

	JAN	JULY	TOTAL YEAR
Avg. Max. Temp.:	48.8	86.6	68.0
Avg. Min. Temp.:	32.2	50.6	50.6
Average Temp.:	40.5	59.3	59.3

Major Radio Station Sales Since 1983

Year	Call Letters	Buyer	Price
1983	WGH, WRSR-F		\$ 3,200,000
1984	WTID-F (Suffolk)	Sold to Sinclair (never completed)	1,995,000
1984	WTJZ, WNVZ-F	From Abell to S & F	3,500,000
1985	WLPM, WFOG-F	From McCormick to JAG	9,250,000
1985	WGH, WRSR-F	Sold to Susquehanna	3,200,000
1985	WTID-F	Sold to Southern Starr	3,600,000
1986	WLPM	Sold by JAG	600,000
1986	WTID-F	From Southern Starr to Downs	4,150,000
1986	WNOR A/F	From Josephson to Saga	10,000,000
1986	WWDE-F	Sold to Edens	7,500,000
1986	WNVZ-F	From S & F to Capitol (Goodman)	NA
1986	WKEZ-F (Yorktown)	Sold to Eure	2,000,000
1986	WPEX (Hampton)		485,000
1986	WCPK, WNRN-F	Sold to Coleman	4,150,000
1987	WRAP	Sold to Sinclair	750,000
1987	WNIS	Sold by Sinclair	575,000
1987	WZAM	Sold by Bennis	550,000

NOTE: Some of these sales may not have been consummated.

OKLAHOMA CITY

<u>Largest Local Banks</u>	<u>Colleges and Universities</u>	<u>Military Bases</u>	<u>Unemployment</u>
Liberty Nat. (2.4 Bil)	Central State (13,264)	Tinker AFB (25,641)	Jun 79: 3.2%
First National (2.0 Bil)	Oklahoma City (2,687)		Dec 82: 4.9%
Bank of Oklahoma (737 Mil)	University of Oklahoma-Norman (21,365)		Sep 83: 6.1%
			Sep 84: 6.1%
			Aug 85: 5.3%
			Aug 86: 9.3%
			Aug 87: 6.0%
	Total Full Time Students: 35,659		

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>
Ackerman	Hurdiburg Auto	Tulsa	None	1. KXXY A/F \$3,800,000
Jordan	Coke & Pepsi	Dallas		2. KZBS-F 3,000,000
Holderby	McDonalds	Wichita		3. KATT-F 2,600,000
Runkle Moroch	Cooper Enterprises			KTOK 2,600,000
Cire	Coors			5. KJYO-F 2,100,000
				6. KKNG-F 1,500,000
				7. KLTE-F 1,400,000
				8. KEBC-F 1,200,000
				9. KOMA/KIMY-F 1,000,000
				10. WKY 900,000
				11. KMGL-F 700,000

<u>Daily Newspapers</u>	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Oklahoma City Oklahoman	239,000		334,600	Gaylord

Miscellaneous Comments

Manager's Comment

"This market has a negative aura...80% of stations submitting rates will submit below the CPP goal... the prospects for 1988 are not good."

COMPETITIVE MEDIA

Over the Air Television

KAUT	Oklahoma City	43		Heritage
KETA	Oklahoma City	13	PBS	
KGMC	Oklahoma City	34		
KOCO	Oklahoma City	5	ABC	Gannett
KOKH	Oklahoma City	25		
KTBO	Oklahoma City	14		Trinity
KTVY	Oklahoma City	4	NBC	Knight-Ridder
KWTV	Oklahoma City	9		

Best Restaurants

Greystone (seafood/steak)
Cocina de Mino (Mexican)
Junior's (steak)
Cajun's Wharf (seafood)
Coachhouse

Best Hotels

Waterford
Skirvin Plaza
Marriott

WEATHER DATA

Elevation: 1285
Annual Precipitation: 31.7 in.
Annual Snowfall: 9.2 in.
Average Windspeed: 12.9 (SSE)

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 74,000,000	39.9	.0090
Radio	21,200,000	11.4	.0026
Newspaper	84,600,000	45.7	.0103
Outdoor	5,500,000	3.0	.0007
	<u>\$185,300,000</u>		<u>.0226</u>

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	47.6	92.6	71.1
Avg. Min. Temp.:	26.0	70.4	48.7
Average Temp.:	36.8	81.5	59.9

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1984	KLTE-F	Sold to Wheeler	\$ 3,000,000
1984	KOMA	From Storz to Price Comm.	2,900,000
1984	KTOK, KJYG-F	From Insilco to Clear Channel	12,800,000 (E)
1985	KIMY-F	Sold to Price Comm.	3,300,000
1986	KEBC-F	Sold to Van Wagner	4,000,000
1987	KXXY A/F	From Summit to New Market	NA
1987	KKNG-F	From Swanson to New City	NA

NOTE: Some of these sales may not have been consummated.

OMAHA

1987 ARB Rank: 69
 1987 MSA Rank: 78
 1987 ADI Rank: 73
 FM Base Value: \$4,100,000

1987 Revenue: \$17,300,000
 Rev per Share Point: \$193,512
 Population per Station: 42,850 (14)
 1987 Revenue Change: 3.6%

Manager's Market Ranking (current): 3.1
 Manager's Market Ranking (future): 3.5
 Duncan's Radio Market Grade: II B-
 Mathematical Market Grade: II B-

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	11.6	12.5	13.7	15.5	16.7	17.3					
Yearly Growth Rate (82-87): 7.7% (assigned rate of 6.5%)											
Projected Revenue Estimates:							18.4	19.6	20.9	22.3	23.7
Revenue per Capita:	19.43	20.83	22.50	25.33	27.06	27.90					
Yearly Growth Rate (82-87): 7.5% (assigned rate of 5.5%)											
Projected Revenue per Capita:							29.43	31.05	32.76	34.56	36.46
Resulting Revenue Estimate:							18.3	19.4	20.6	21.9	23.2
Revenue as % of Retail Sales:	.0037	.0037	.0038	.0040	.0040	.0039					
Mean % (82-87): .00385%											
Resulting Revenue Estimate:							18.5	20.0	21.6	22.7	24.3
MEAN REVENUE ESTIMATE:							<u>18.4</u>	<u>19.7</u>	<u>21.0</u>	<u>22.3</u>	<u>23.7</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.597	.600	.609	.612	.617	.620	.623	.626	.630	.634	.636
Retail Sales (billions):	3.1	3.4	3.6	3.8	4.1	4.4	4.8	5.2	5.6	5.9	6.3

Below-the-Line Listening Shares: 1.6%
 Unlisted Station Listening: 9.0%
 Total Lost Listening: 10.6%
 Available Share Points: 89.4
 Number of Viable Stations: 10
 Mean Share Points per Station: 8.9
 Median Share Points per Station: 7.7
 Rev. per Available Share Point: \$193,512
 Estimated Rev. for Mean Station: \$1,722,260

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Managers predict 2% to 4% increase in 1988...Market reports to Miller, Kaplan...

Household Income: \$36,712
 Median Age: 30.6 years
 Median Education: 12.7 years
 Median Home Value: \$39,900
 Population Change (1986-1991): 2.7%
 Retail Sales Change (1986-1991): 46.6%
 Number of B or C FM Stations: 6
 Revenue per AQH: \$23,190
 Cable Penetration: 53%

Ethnic Breakdowns (%)

White 91.0
 Black 7.0
 Hispanic 1.9
 Other 0.1

Income Breakdowns (%)

<15 23.6
 15-30 27.9
 30-50 27.7
 50-75 14.8
 75+ 6.0

Age Breakdowns (%)

12-34 27.1
 25-54 50.5
 55+ 23.4

Education Levels

Non High School Grad 23.4
 High School Grad 40.2

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 17.9
 College 4+ years 18.5

COMMERCE AND INDUSTRY

Important Business and Industries

Meat and Food Processing
 Farm Machinery
 Agribusiness
 Telephone Apparatus

Fortune 500 Companies

Con Agra (59)
 Ag Processing (408)

Forbes 500 Companies

Berkshire Hathaway
 Commercial Federal

Forbes Largest Private Companies

Pertter Kiewit Sons
 Scoular
 Dubuque Packing
 Pamida

Other Major Corporations

Mutual of Omaha
 Federal Land Bank
 Kiewit
 Pacesetter Corp.

INC 500 Companies

Word & Data Processing Products
 Merry Maids

Employment Breakdowns

By Industry (SIC):

1. Health Services	21,366	(9.5%)
2. Eating & Drinking Places	18,325	(8.1%)
3. Business Services	14,941	(6.6%)
4. Insurance Carriers	13,552	(6.0%)
5. Special Trade Contractor	11,521	(5.1%)
6. Wholesale Trade-Durable	10,373	(4.6%)
7. Food & Kindred Products	9,963	(4.4%)
8. Trucking & Warehousing	7,167	(3.2%)
9. Wholesale Trade-Nondurable	6,945	(3.1%)
10. Food Stores	6,811	(3.0%)

Total Metro Employees: 225,564
 Top 10 Total Employees: 120,964 (53.6%)

By Occupation:

Manag/Prof.	65,028	(24.6%)
Tech/Sales/Admin.	89,739	(33.9%)
Service	36,232	(13.6%)
Farm/Forest/Fish	5,288	(2.0%)
Precision Prod.	29,338	(11.1%)
Oper/Fabri/Labor	39,129	(14.8%)

OMAHA

Largest Local Banks

Norwest (1.5 Bil)
 Omaha Nat. (1.2 Bil)
 First Nat. (786 Mil)

Colleges and Universities

University of Nebraska-Omaha (13,832)
 Creighton (5,913)

Military Bases

Offutt AFB (13,792)

Unemployment

Jun 79: 4.9%
 Dec 82: NA
 Sep 83: 5.1%
 Sep 84: 4.2%
 Aug 85: 5.5%
 Aug 86: 4.6%
 Aug 87: 4.7%

Total Full Time Students: 18,633

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Smith Kaplan
 Frederickson

Largest Local Radio Accounts

Nebraska Furniture
 World Radio
 Brandeis
 McDonalds

Source of Regional Dollars

Kansas City
 Lincoln
 Des Moines

80-90 Channels

106.5 Plattsmouth
 16 S. of Omaha
 105.9 Omaha

Highest Billing Stations

1. KFAB \$5,000,000
 2. WOW A/F 3,000,000
 3. KEZO A/F 2,500,000
 4. KQKQ-F 2,000,000
 5. KGOR-F 1,600,000
 6. KEFM-F 1,300,000
 7. KESY A/F 1,200,000
 8.
 9.
 10.

Daily Newspapers

Omaha World-Herald

AM PM SUN Owner

120,100 102,000 290,200

Miscellaneous Comments

Best Restaurants

French Cafe (French)
 Mr. C's (steak)
 Ross Steak House

Best Hotels

Embassy Suites
 Marriott

COMPETITIVE MEDIA

Over the Air Television

KETV	Omaha	7	ABC	Pulitzer
KMTV	Omaha	3	CBS	Lee
KPTM	Omaha	42		Pappas
KYNE	Omaha	26	PBS	
WOWT	Omaha	6	NBC	San Francisco Chronicle

WEATHER DATA

Elevation: 977
 Annual Precipitation: 28.5 in.
 Annual Snowfall: 32.5 in.
 Average Windspeed: 10.9 (SSE)

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	32.7	88.6	62.8
Avg. Min. Temp.:	12.4	65.8	40.2
Average Temp.:	22.6	77.2	51.5

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 40,800,000	36.6	.0093
Radio	17,300,000	15.5	.0039
Newspaper	49,700,000	44.6	.0113
Outdoor	3,700,000	3.3	.0008
	<u>\$111,500,000</u>		<u>.0253</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	KEDS	From Great Empire to Albimar	\$ 500,000
1983	KEZO-F	From Meredith to Albimar	3,400,000
1983	WOW	From Meredith to Great Empire	1,900,000
1984	KESY-F		2,200,000
1984	KESY		650,000
1986	KESY A/F	Sold to Sun Group	6,250,000
1986	KFAB, KGOR-F	From May to Henry	22,000,000
1987	KLNG		320,000 (E)
1987	KOIL		900,000

NOTE: Some of these sales may not have been consummated.

DUNCAN'S RADIO MARKET GUIDE

Copyright 1988

ORLANDO

1987 ARB Rank: 51
 1987 MSA Rank: 55
 1987 ADI Rank: 27
 FM Base Value: \$13,000,000

1987 Revenue: \$38,000,000
 Rev per Share Point: \$417,582
 Population per Station: 37,340 (20)
 1987 Revenue Change: 7.0%

Manager's Market Ranking (current): 4.2
 Manager's Market Ranking (future): 4.8
 Duncan's Radio Market Grade: II A+
 Mathematical Market Grade: II A+

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92	
Duncan Revenue Est.:	17.1	21.2	25.1	31.2	35.5	38.0						
Yearly Growth Rate (82-87):	17.5% (assigned rate of 10.1%)											
Projected Revenue Estimates:							41.8	46.1	50.7	55.8	61.5	
Revenue per Capita:	21.24	25.63	29.99	36.32	39.44	41.08						
Yearly Growth Rate (82-87):	14.3% (assigned rate of 8.5%)											
Projected Revenue per Capita:							44.57	48.36	52.47	56.93	61.77	
Resulting Revenue Estimate:							42.3	47.2	52.4	58.6	65.4	
Revenue as % of Retail Sales:	.0036	.0040	.0044	.0049	.0054	.0052						
Mean % (82-87):	.0049% (assigned rate)											
Resulting Revenue Estimate:							NM	42.1	46.6	51.0	54.4	
MEAN REVENUE ESTIMATE:							42.0	45.1	49.9	55.1	60.4	

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	.805	.827	.837	.864	.900	.925	.950	.975	1.00	1.03	1.06
Retail Sales (billions):	4.7	5.3	5.7	6.1	6.6	7.3	7.9	8.6	9.5	10.4	11.1

Below-the-Line Listening Shares: 1.6%
 Unlisted Station Listening: 7.4%
 Total Lost Listening: 9.0%
 Available Share Points: 91.0
 Number of Viable Stations: 14
 Mean Share Points per Station: 6.5
 Median Share Points per Station: 5.4
 Rev. per Available Share Point: \$417,582
 Estimated Rev. for Mean Station: \$2,714,286

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Market reports to Coopers, Lybrand..The Florida ad tax has hurt Orlando...The market was up over 12% until the ad tax hit... Revenue projections assume the ad tax will be killed...Managers predict a 9% to 11% revenue increase in 1988...

Household Income: \$31,813
 Median Age: 32.7 years
 Median Education: 12.6 years
 Median Home Value: \$45,900
 Inflation Change (1986-1991): 14.7%
 Retail Sales Change (1986-1991): 57.7%
 Number of B or C FM Stations: 10
 Revenue per AQH: \$31,301
 Cable Penetration: 62%

	Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White	83.8	<15 27.7	12-34 26.1	Non High School
Black	12.5	15-30 30.7	25-54 48.5	Grad 28.7
Hispanic	3.7	30-50 25.0	55+ 25.4	High School
Other	---	50-75 12.2		Grad 36.4
		75+ 5.4		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 18.7
 College 4+ years 16.2

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Tourism	Harcourt Brace Jovanovich (307)		
Agribusiness			
Electronics			
Insurance	<u>Other Major Corporations</u>		
Aerospace	Hughes Supply		

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Eating & Drinking Places	26,214	(8.3%)
2. Health Services	22,837	(7.2%)
3. Business Services	21,210	(6.7%)
4. Special Trade Contractor	20,195	(6.4%)
5. Hotels & Other Lodging	18,327	(5.8%)
6. Wholesale Trade-Durable	15,868	(5.0%)
7. Amusement Recreation Serv.	14,106	(4.4%)
8. Transportation Equipment	10,570	(3.3%)
9. Food Stores	9,916	(3.1%)
10. Miscellaneous Retail	8,562	(2.7%)

By Occupation:

Manag/Prof.	74,937	(23.5%)
Tech/Sales/Admin.	104,168	(32.7%)
Service	48,157	(15.2%)
Farm/Forest/Fish	10,567	(3.3%)
Precision Prod.	38,494	(12.1%)
Oper/Fabri/Labor	42,143	(13.2%)

Total Metro Employees: 317,085
 Top 10 Total Employees: 167,805 (52.9%)

ORLANDO

Largest Local Banks

Sun Bank (3.1 Bil)
Barnett (1.5 Bil)
Pan American (205 Mil)

Colleges and Universities

University of Central Florida (15,822)
Rollins (3,648)

Total Full Time Students: 15,844

Military Bases

Orlando Naval Training (7,600) ?

Unemployment

Jun 79: 5.9%
Dec 82: 7.8%
Sep 83: 6.6%
Sep 84: 5.0%
Aug 85: 5.3%
Aug 86: 4.9%
Aug 87: 4.7%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Fry Hammond
Gilpin Peyton
Gouchenour
Kerns
Ad Team
Vista

Largest Local Radio Accounts

Hallmark Furniture
Coca Cola
Lee Dairy
Budweiser
McDonalds

Source of Regional Dollars

Miami
Tampa
Jacksonville

80-90 Channels

98.9 Orlando

Highest Billing Stations

1. WKKA-F	\$5,100,000
2. WBJW A/F	4,800,000
3. WSTF-F	3,400,000
WDIZ-F	3,400,000
5. WJYO-F	3,300,000
6. WHLY-F	2,900,000
WSSP-F	2,900,000
8. WDBO	2,500,000
9. WOCL-F	1,800,000
10. WHTQ-F	1,700,000
11. WKIS	1,600,000
12. WLOQ-F	1,500,000
WORZ-F	1,500,000

Daily Newspapers

	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Orlando Sentinel	258,900 (AD)		340,600	Tribune Co.

Miscellaneous Comments

"Citrus and the prosperity of a well-to-do retirement center gave Orlando its initial thrust; military bases, electronics, aerospace the proximity to Cape Canaveral and Disney World have continued to propel it forward."

COMPETITIVE MEDIA

- The Book of America

Over the Air Television

WCPX	Orlando	6	CBS	First Media
WESH	Daytona Beach	2	NBC	H & C
WFTV	Orlando	9	ABC	Cox
WMFE	Orlando	24	PBS	
WOFL	Orlando	35		Meredith
WAYK	Melbourne	56		
WMOD	Melbourne	43		Press Brdcst.
WIYE	Leesburg	55		

"Everywhere you turn, residences, shopping centers, businesses and hotels are sprouting like dandelions in Orange, Osceola and Seminole counties...Since 1982, 180 companies - 60% high tech - have announced plans to expand in or relocate to Orlando."

- USA Today

Disney will build a \$265 million hotel and convention center complex.

* Split ADI with Melbourne and Daytona. Total revenue for ADI is estimated at \$125,000,000. Figure shown is Orlando's share.

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 98,000,000	39.2	.0134
Radio	38,000,000	15.2	.0052
Newspaper	107,000,000	42.8	.0147
Outdoor	7,100,000	2.8	.0010
	<u>\$250,100,000</u>		<u>.0343</u>

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Manager's Comment

"Orlando, while still a very good radio market, has cooled off of late. With 5 move-ins the CPP has been lowered significantly..."

Best Restaurants

Villa Nova (Italian)
Maison Jardin (French)
Park Plaza Gardens (French)

Best Hotels

Grand Cypress
Omni International
Peabody
Crowne Plaza
Radisson

WEATHER DATA

Elevation: 96
Annual Precipitation: 50.7 in.
Annual Snowfall: 0
Average Windspeed: 8.7 (S)

Major Radio Station Sales Since 1983

1983	WHLY-F	Sold to Southern Starr	\$ NA
1984	WORL, WJYO-F	From Sudbrink to Metroplex	7,000,000
1986	WDBO	From Katz to New City	2,800,000 (E)
1986	WKKA-F	From Katz to New City	10,000,000 (E)
1986	WODB (Winter Haven)		850,000
1987	WORZ-F (Daytona)	From Duffy to Beasley-Reed	9,250,000
1987	WKIS	swapped for WPLP in Tampa	
1987	WMAA, WHTQ-F	From Bluegrass to TK	13,500,000
1987	WORL	Sold by Metroplex	1,650,000
1987	WAJL	Sold to Metroplex	1,100,000
1987	WORL	Sold to Beasley	1,935,000

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	70.5	89.8	81.1
Avg. Min. Temp.:	50.0	72.9	62.4
Average Temp.:	60.3	81.4	71.8

NOTE: Some of these sales may not have been consummated.

DUNCAN'S RADIO MARKET GUIDE

Copyright 1988

OXNARD - VENTURA

1987 ARB Rank: 108
 1987 MSA Rank: 77
 1987 ADI Rank: Los Angeles ADI
 FM Base Value: NA

1987 Revenue: \$7,000,000
 Rev per Share Point: \$161,290
 Population per Station: 32,050 (10)
 1987 Revenue Change: 9.4%

Manager's Market Ranking (current): 4.0
 Manager's Market Ranking (future): 4.5
 Duncan's Radio Market Grade: III A
 Mathematical Market Grade: III A-

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	--	--	5.0	6.0	6.4	7.0						
Yearly Growth Rate (82-87):	Assigned rate of 9.5%											
Projected Revenue Estimates:							7.7	8.4	9.2	10.1	11.0	
Revenue per Capita:	--	--	8.38	9.84	10.26	10.94						
Yearly Growth Rate (82-87):	Assigned rate of 8.0%											
Projected Revenue per Capita:							11.82	12.76	13.78	14.88	16.07	
Resulting Revenue Estimate:							7.7	8.5	9.4	10.2	11.2	
Revenue as % of Retail Sales:	--	--	.0016	.0017	.0018	.0018						
Mean % (82-87):	.0018%											
Resulting Revenue Estimate:							7.4	8.1	8.8	9.5	10.3	
<u>MEAN REVENUE ESTIMATE:</u>							<u>7.6</u>	<u>8.3</u>	<u>9.1</u>	<u>9.9</u>	<u>10.8</u>	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	NA	NA	.597	.609	.622	.640	.652	.663	.679	.686	.695
Retail Sales (billions):	NA	NA	3.1	3.2	3.52	3.9	4.1	4.5	4.9	5.3	5.7

Below-the-Line Listening Shares: 50.1%
 Unlisted Station Listening: 6.5%
 Total Lost Listening: 56.6%
 Available Share Points: 43.4
 Number of Viable Stations: 10
 Mean Share Points per Station: 4.3
 Median Share Points per Station: 5.7
 Rev. per Available Share Point: \$161,290
 Estimated Rev. for Mean Station: \$693,548

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Market reports to Miller, Kaplan...Managers predict a 9% to 11% revenue increase in 1988...

Household Income: \$44,448
 Median Age: 30.7 years
 Median Education: NA
 Median Home Value: \$93,300
 Population Change (1986-1991): 10.3%
 Retail Sales Change (1986-1991): 51.7%
 Number of B or C FM Stations: NA
 Revenue per AQH: \$14,675
 Cable Penetration: NA

<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
White 64.9	<15 17.9	12-34 27.5	Non High School
Black 2.5	15-30 24.6	25-54 52.7	Grad 24.1
Hispanic 28.8	30-50 27.6	55+ 19.8	High School
Other 3.8	50-75 20.5		Grad 33.4
	75+ 9.4		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 24.3
 College 4+ years 18.2

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Eating & Drinking Places	8,010	(9.0%)
2. Health Services	6,792	(7.6%)
3. Business Services	5,857	(6.6%)
4. Electric & Electronic Eq.	4,647	(5.2%)
5. Machinery, Except Electr.	3,802	(4.3%)
6. Special Trade Contractor	3,555	(4.0%)
7. Food Stores	3,470	(3.9%)
8. Miscellaneous Retail	3,134	(3.5%)
9. General Merchandise Stores	3,056	(3.4%)
10. Automotive Dealers	3,021	(3.4%)

Total Metro Employees: 89,316
 Top 10 Total Employees: 45,344 (50.8%)

By Occupation:

Manag/Prof.	37,599	(25.0%)
Tech/Sales/Admin. Service	45,345	(30.2%)
Service	18,518	(12.3%)
Farm/Forest/Fish	9,096	(6.1%)
Precision Prod.	19,930	(13.3%)
Oper/Fabri/Labor	19,749	(13.1%)

OXNARD - VENTURA

Largest Local Banks

Bank of A Levy (490 Mil)
 American Commerce (56 Mil)
 Ventura County (68 Mil)

Colleges and Universities

Total Full Time Students: 5,395

Military Bases

Oxnard AFB (240)

Unemployment

Jun 79: ---
 Dec 82: ---
 Sep 83: ---
 Sep 84: ---
 Aug 85: 6.3%
 Aug 86: 7.5%
 Aug 87: 5.8%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Jeffrey Scott
 Padden & Eaves

Largest Local Radio Accounts

Source of Regional Dollars

80-90 Channels

Highest Billing Stations

102.1 Oxnard

1. NO ESTIMATES
2. AVAILABLE
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Daily Newspapers

Oxnard Press Courier
 Ventura Star-Free Press

AM

PM

SUN

Owner

18,200 19,000
 47,200 53,600

Thomson

Miscellaneous Comments

* This market is part of the Los Angeles ADI. TV revenue is estimate of this market's share.

COMPETITIVE MEDIA

Over the Air Television

KTIE Oxnard 63

Other stations - See Los Angeles

Best Restaurants

Velvet Turtle (seafood/steaks)
 Alexander's (seafood/steaks)
 Viola Cafe
 Ranch House

Best Hotels

Casa Sirena (Oxnard)
 Country Inn (Camarillo)
 Embassy Suites (Oxnard)
 Sheraton (Ventura)
 Double Tree

NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$22,000,000	32.9	.0056
Radio	7,000,000	10.5	.0018
Newspaper	34,800,000	52.1	.0089
Outdoor	3,000,000	4.5	.0008
	<u>\$66,800,000</u>		<u>.0171</u>

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1986	KOGO, KBBY-F	\$3,000,000
1986	KTR0, KCAQ-F (70%)	5,000,000

NOTE: Some of these sales may not have been consummated.

PENSACOLA

1987 ARB Rank: 127
 1987 MSA Rank: 137
 1987 ADI Rank: Mobile ADI
 FM Base Value: \$3,100,000

1987 Revenue: \$8,000,000
 Rev per Share Point: \$141,593
 Population per Station: 22,975 (12)
 1987 Revenue Change: 2.6%

Manager's Market Ranking (current): 3.5
 Manager's Market Ranking (future): 4.2
 Duncan's Radio Market Grade: III C
 Mathematical Market Grade: III B-

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92
Duncan Revenue Est.:	5.4	5.7	6.4	7.1	7.8	8.0					
Yearly Growth Rate (82-87): 8.6% (7.0% assigned rate)											
Projected Revenue Estimates:							8.6	9.2	9.8	10.5	11.2
Revenue per Capita:	17.59	18.33	20.00	21.78	22.94	23.05					
Yearly Growth Rate (82-87): 5.6%											
Projected Revenue per Capita:							24.34	25.70	27.14	28.66	30.27
Resulting Revenue Estimate:							8.6	9.3	10.0	10.8	11.6
Revenue as % of Retail Sales:	.0036	.0036	.0038	.0037	.0044	.0040					
Mean % (82-87): .00385%											
Resulting Revenue Estimate:							8.5	8.9	9.6	10.5	11.2
MEAN REVENUE ESTIMATE:							8.6	9.1	9.8	10.6	11.3

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	.307	.311	.320	.329	.340	.347	.354	.361	.369	.377	.384
Retail Sales (billions):	1.5	1.6	1.7	1.75	1.86	2.0	2.2	2.3	2.5	2.74	2.9

Below-the-Line Listening Shares: 35.9%
 Unlisted Station Listening: 7.6%
 Total Lost Listening: 43.5%
 Available Share Points: 56.5
 Number of Viable Stations: 7.5
 Mean Share Points per Station: 7.6
 Median Share Points per Station: 7.5
 Rev. per Available Share Point: \$141,593
 Estimated Rev. for Mean Station: \$1,076,106

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Managers expect a 5% to 7% revenue increase in 1988...WIZD takes about \$1,000,000 out of market...Market reports to Miller, Kaplan...Pensacola has been hurt by Florida ad tax...Projections assume the tax will be repealed...

Household Income: \$30,324
 Median Age: 31.0 years
 Median Education: 12.5 years
 Median Home Value: \$35,400
 Population Change (1986-1991): 10.8%
 Retail Sales Change (1986-1991): 47.2%
 Number of B or C FM Stations: 5 + 1 = 6
 Revenue per AQH: \$17,817
 Cable Penetration: 55%

	Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels		
White	80.6	<15	30.2	12-34	28.4	Non High School
Black	16.8	15-30	29.5	25-54	49.7	Grad 32.3
Hispanic	1.7	30-50	23.9	55+	21.9	High School
Other	0.9	50-75	12.2			Grad 36.8
		75+	4.2			

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 16.7
 College 4+ years 14.2

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Military
 Textiles

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	9,555	(12.3%)
2. Eating & Drinking Places	6,292	(8.1%)
3. Special Trade Contractor	4,862	(6.3%)
4. Chemicals & Allied Products	4,708	(6.1%)
5. Business Services	4,112	(5.3%)
6. Food Stores	3,143	(4.1%)
7. General Merchandise Stores	3,076	(4.0%)
8. Miscellaneous Retail	2,605	(3.4%)
9. Automotive Dealers	2,555	(3.3%)
10. Wholesale Trade-Durable	2,498	(3.2%)

By Occupation:

Manag/Prof.	23,243	(21.8%)
Tech/Sales/Admin.	33,421	(31.5%)
Service	15,435	(14.5%)
Farm/Forest/Fish	1,584	(1.4%)
Precision Prod.	15,815	(14.9%)
Oper/Fabri/Labor	16,910	(15.9%)

Total Metro Employees: 77,525
 Top 10 Total Employees: 43,406 (56.0%)

PENSACOLA

Largest Local Ranks

Barnett (261 Mil)
 Citizens & Peoples (175 Mil)
 Sun Bank (158 Mil)
 West Florida (110 Mil)
 First State (98 Mil)

Colleges and Universities

University of West Florida (6,057)

 Total Full Time Students: 5,240

Military Bases

Pensacola NAS (12,000) ?
 Whiting NAS (2,500) ?
 Elgin AFB (13,094)
 Corry Station (3,000) ?

Unemployment

Jun 79: 4.8%
 Dec 82: 9.6%
 Sep 83: 6.7%
 Sep 84: 5.7%
 Aug 85: 6.0%
 Aug 86: 6.7%
 Aug 87: 6.4%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Appleyard
 Bullock Watkins
 Saux

Largest Local Radio Accounts

Coca Cola
 Gayfers

Source of Regional Dollars

Mobile
 Fort Walton Beach

80-90 Channels

98.7 Pensacola
 ---- Orange Beach
 18 W. of Pensacola

Highest Billing Stations

1. WIZD-F See Mobile
 2. WOWW-F \$1,700,000
 3. WXBM-F 1,000,000
 WTKX-F 1,000,000
 5. WMEZ-F 950,000
 6. WJLQ-F 800,000
 7. WCOA 600,000
 8. WBOP 400,000
 9.
 10.

Daily Newspapers

	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Pensacola News Journal	60,600		76,000	Gannett

Miscellaneous Comments

* Split ADI with Mobile. TV revenue is estimate of Pensacola's share. Total TV revenue for ADI is estimated at \$41,000,000.

COMPETITIVE MEDIA

Over the Air Television

See Mobile

Best Restaurants

Jamie's (French)
 Scotto's (Italian)
 Angus
 Captain Jim (seafood)
 Jubilee

Best Hotels

Pensacola Hilton
 New World Landing

NO WEATHER DATA AVAILABLE:
 See Mobile for an approximation.

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$11,000,000	24.7	.0055
Radio	8,000,000	18.0	.0040
Newspaper	23,600,000	53.0	.0118
Outdoor	1,900,000	4.3	.0009
	<u>\$44,500,000</u>		<u>.0222</u>

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WBSR		\$ 600,000
1984	WXBM-F (Milton)		2,500,000
1984	WBOP		250,000
1985	WBOP		250,000
1985	WBSR	Sold to WMEZ-F	330,000
1986	WCHZ		325,000
1986	WBOP, WTKX-F	From Roden to Holt	NA
1986	WCOA, WJLQ-F	Sold by Summit	5,500,000
1987	WBOP, WTKX-F	From Roden to Holt	NA

NOTE: Some of these sales may not have been consummated.

PEORIA

1987 ARB Rank: 115
 1987 MSA Rank: 138
 1987 ADI Rank: 112
 FM Base Value: \$1,600,000

1987 Revenue: \$6,900,000
 Rev per Share Point: \$80,607
 Population per Station: 27,445 (11)
 1987 Revenue Change: 2.9%

Manager's Market Ranking (current): 2.7
 Manager's Market Ranking (future): 3.0
 Duncan's Radio Market Grade: III D-
 Mathematical Market Grade: III D-

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92	
Duncan Revenue Est.:	6.6	6.7	7.0	6.7	6.7	6.9						
Yearly Growth Rate (82-87):	Assigned growth rate of 4%											
Projected Revenue Estimates:							7.2	7.5	7.8	8.1	8.4	
Revenue per Capita:	18.23	18.46	19.34	18.46	18.46	19.0						
Yearly Growth Rate (82-87):	Assigned growth rate of 4%											
Projected Revenue per Capita:							19.76	20.55	21.37	22.23	23.12	
Resulting Revenue Estimate:							7.2	7.5	7.8	8.1	8.4	
Revenue as % of Retail Sales:	.0041	.0039	.0039	.0035	.0035	.0033						
Mean % (82-87):	.0034% (assigned rate)											
Resulting Revenue Estimate:							7.6	8.0	8.4	8.7	9.0	
MEAN REVENUE ESTIMATE:							<u>7.3</u>	<u>7.7</u>	<u>8.0</u>	<u>8.3</u>	<u>8.6</u>	

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	.362	.363	.362	.363	.363	.363	.363	.363	.363	.363	.363
Retail Sales (billions):	1.6	1.7	1.8	1.8	1.93	2.09	2.24	2.35	2.46	2.55	2.66

Below-the-Line Listening Shares: 7.0%
 Unlisted Station Listening: 7.4%
 Total Lost Listening: 14.4%
 Available Share Points: 85.6
 Number of Viable Stations: 9
 Mean Share Points per Station: 9.5
 Median Share Points per Station: 8.4
 Rev. per Available Share Point: \$80,607
 Estimated Rev. for Mean Station: \$765,771

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Market reports to Hungerford...Don't be misled because Hungerford shows 10% increase for market. The reason for this is that WVEL/WGL0 refused to provide historical data so the Hungerford is misleading...Managers predict 3% to 5% revenue increase in 1988...

Household Income: \$36,886
 Median Age: 31.7 years
 Median Education: 12.5 years
 Median Home Value: \$47,500
 Population Change (1986-1991): 0.1%
 Retail Sales Change (1986-1991): 32.6%
 Number of B or C FM Stations: 3
 Revenue per AQH: \$15,682
 Cable Penetration: 60%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 93.4	<15 22.4	12-34 25.6	Non High School
Black 5.5	15-30 27.6	25-54 49.3	Grad 30.8
Hispanic 1.0	30-50 29.3	55+ 25.1	High School
Other 0.1	50-75 15.0		Grad 40.0
	75+ 5.7		College 1-3 years
			14.9
			College 4+ years
			14.3

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Construction Equip. Caterpillar (47)
 Beverages
 Steel
 Engines Other Major Corporations
 PA Bergner
 Keystone Consolidated

INC 500 Companies

Employment Breakdowns

Customer Development

By Industry (SIC):

By Occupation:

1. Machinery, Except Electr.	14,226	(13.4%)	Manag/Prof.	34,028	(21.1%)
2. Health Services	13,391	(12.6%)	Tech/Sales/Admin.	48,593	(30.2%)
3. Eating & Drinking Places	8,022	(7.5%)	Service	21,493	(13.4%)
4. Wholesale Trade-Durable	4,518	(4.2%)	Farm/Forest/Fish	3,057	(1.9%)
5. General Merchandise Stores	3,458	(3.2%)	Precision Prod.	21,045	(13.1%)
6. Food Stores	3,414	(3.2%)	Oper/Fabri/Labor	32,719	(20.3%)
7. Primary Metal Industries	3,286	(3.1%)			
8. Business Services	3,187	(3.0%)			
9. Miscellaneous Retail	2,962	(2.8%)			
10. Wholesale Trade-Non-durable	2,941	(2.8%)			

Total Metro Employees: 106,511
 Top 10 Total Employees: 59,405 (55.8%)

PEORIA

Largest Local Banks

Commerical Nat. (429 Mil)
 Jefferson (215 Mil)
 First Nat. (207 Mil)

Colleges and Universities

Bradley (5,286)
 Illinois Central (5,793)

Military Bases

Unemployment

Jun 79: 5.3%
 Dec 82: 17.5%
 Sep 83: 14.3%
 Sep 84: 9.8%
 Aug 85: 11.5%
 Aug 86: 8.8%
 Aug 87: 7.2%

Total Full Time Students: 8,835

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Moss Adv.
 Hult, Fritz
 McDaniels
 Mace

Largest Local Radio Accounts

McDonalds
 Pepsi
 Talmon Federal

Source of Regional Dollars

Bloomington
 Davenport
 Chicago

80-90 Channels

98.5 Eureka
 18 E. of Peoria
 95.7 Farmington
 20 W. of Peoria
 92.3 Peoria

Highest Billing Stations

1. WKZW-F \$1,250,000
 2. WWCT-F 1,100,000
 WMBD 1,100,000
 4. WSWT-F 825,000
 5. WIRL 800,000
 6. WXCL 700,000
 7. WKQA-F 450,000
 8. WGLO-F 300,000
 9.
 10.

Daily Newspapers

Peoria Journal Star

<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
98,300 (AD)		113,900	

Miscellaneous Comments

Best Restaurants

Stephanie's (French)
 River Station (seafood)

Best Hotels

Pere Marquette
 Jumer's Castle Lodge

COMPETITIVE MEDIA

Over the Air Television

<u>WEEK</u>	<u>Peoria</u>	<u>25</u>	<u>NBC</u>	<u>Price</u>
WHOI	Peoria	19	ABC	
WMBD	Peoria	31	CBS	Midwest TV
WTVP	Peoria	47	PBS	

WEATHER DATA

Elevation: 652
 Annual Precipitation: 35.0 in.
 Annual Snowfall: 23.5 in.
 Average Windspeed: 10.3 (SW)

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	31.9	85.5	60.5
Avg. Min. Temp.:	15.7	64.6	41.1
Average Temp.:	23.8	75.1	50.8

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$14,800,000	31.5	.0071
Radio	6,900,000	14.7	.0033
Newspaper	23,200,000	49.4	.0111
Outdoor	2,100,000	4.5	.0010
	<u>\$47,000,000</u>		<u>.0225</u>

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1985	WVEL, WGLO-F	Sold to Cromwell	\$ 675,000
1986	WIRL, WSWT-F	From Mid American to WIN	3,400,000 (E)
1986	WXCL, WKQA-F	From Manship to Kelly	1,400,000
1987	WBZM-F (Chillicothe)		500,000
1987	WIRL, WSWT-F	Sold by WIN	2,300,000 (E)

NOTE: Some of these sales may not have been consummated.

PHILADELPHIA

1987 ARB Rank: 5
 1987 MSA Rank: 4
 1987 ADI Rank: 4
 FM Base Value: \$12,000,000

1987 Revenue: \$115,600,000
 Rev per Share Point: \$1,293,065
 Population per Station: 161,888 (25)
 1987 Revenue Change: 8.0%

Manager's Market Ranking (current): 3.3
 Manager's Market Ranking (future): 3.5
 Duncan's Radio Market Grade: I C+
 Mathematical Market Grade: I B+

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92	
Duncan Revenue Est.:	73.1	80.0	86.3	97.5	107.0	115.6						
Yearly Growth Rate (82-87):	9.4% (assigned rate of 7.4%)											
Projected Revenue Estimates:							124.2	133.3	143.2	153.8	165.2	
Revenue per Capita:	15.45	16.88	18.09	20.27	22.15	23.88						
Yearly Growth Rate (82-87):	9.1%											
Projected Revenue per Capita:							26.05	28.42	31.01	33.83	36.91	
Resulting Revenue Estimate:							126.3	138.1	151.0	165.1	180.5	
Revenue as % of Retail Sales:	.0033	.0032	.0033	.0034	.0034	.0035						
Mean % (82-87):	.00335%											
Resulting Revenue Estimate:							120.9	130.0	138.7	148.4	157.5	
<u>MEAN REVENUE ESTIMATE:</u>							123.8	133.8	144.3	155.8	167.7	

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	4.73	4.74	4.77	4.81	4.83	4.84	4.85	4.96	4.87	4.88	4.89
Retail Sales (billions):	22.4	25.1	26.2	28.4	31.1	33.3	36.1	38.8	41.4	44.3	47.0

Below-the-Line Listening Shares: 2.2%
 Unlisted Station Listening: 8.4%
 Total Lost Listening: 10.6%
 Available Share Points: 89.4
 Number of Viable Stations: 20
 Mean Share Points per Station: 4.5
 Median Share Points per Station: 4.3
 Rev. per Available Share Point: \$1,293,065
 Estimated Rev. for Mean Station: \$5,818,792

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Market reports to Price, Waterhouse although several important stations apparently do not participate (WOAS, WKSZ, WFLN) and estimates were made for them...Managers predict a 7% to 8% revenue increase in 1988...

Household Income: \$35,793
 Median Age: 33.4 years
 Median Education: 12.4 years
 Median Home Value: \$42,200
 Population Change (1986-1991): 1.2%
 Retail Sales Change (1986-1991): 42.3%
 Number of B or C FM Stations: 14
 Revenue per AQH: \$15,855
 Cable Penetration: 48%

	<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
White	78.8	<15 27.1	12-34 25.2	Non High School
Black	18.7	15-30 27.4	25-54 47.6	Grad 34.0
Hispanic	2.3	30-50 26.3	55+ 27.2	
Other	0.2	50-75 13.8		High School
		75+ 5.4		Grad 36.9

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 12.3
 College 4+ years 16.8

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Financial	Sun (33)	Alco Standard	ARA Services
Apparel	Campbell Soup (87)	Atlantic Financial Fed.	Atlantic Refining & Marketing
Food Processing	Smith Kline Beckman (99)	Bell Atlantic	Triangle Publications
Chemicals	Rohm & Haas (172)	Charming Shoppes	Holman Enterprises
Pharmaceuticals	Scott Paper (115)	CIGNA	WWF Paper
Electronics	Crown Cork & Seal (212)	Core States Financial	Aspluadh Tree Expert
Insurance	CertainTeed (275)	Fidelcor	Inductotherm Inds.
Petro Refining	Pennwalt (276)	First Pennsylvania	Philadelphia Hide Brokerage
	Rorer Group (341)	Meritor Financial Group	WAWA
	Westmoreland Coal (420)	Philadelphia Electric	Exide
		Rohm & Haas	Day & Zimmerman
		and many more...	

INC 500 Companies

Employment Breakdowns

	<u>By Industry (SIC):</u>	<u>By Occupation:</u>
Datatel	1. Health Services 167,434 (10.4%)	Manag/Prof. 489,150 (24.6%)
Special Care	2. Business Services 105,111 (6.5%)	Tech/Sales/Admin. 661,905 (33.2%)
Historical Devel. of PA	3. Eating & Drinking Places 92,169 (5.7%)	Service 248,036 (12.5%)
Computerware	4. Wholesale Trade-Durable 71,030 (4.4%)	Farm/Forest/Fish 16,162 (0.8%)
Robec	5. Educational Services 69,310 (4.3%)	Precision Prod. 242,631 (12.2%)
Strategic Management Group	6. Food Stores 47,865 (3.0%)	Oper/Fabri/Labor 331,920 (16.7%)
Flam & Russell	7. Special Trade Contractor 47,724 (3.0%)	
Advanced Medical Systems	8. General Merchandise Stores 46,491 (2.9%)	
Peter Chud	9. Insurance Carriers 44,496 (2.8%)	
C & C Glass	10. Miscellaneous Retail 42,794 (2.7%)	

DUNCAN'S RADIO MARKET GUIDE
 Copyright 1988

Total Metro Employees: 1,608,551
 Top 10 Total Employees: 734,424 (45.7%)

PHILADELPHIA

Largest Local Banks

First Penn (5.7 Bil)
 Mellon Bank (4.6 Bil)
 Provident (5.0 Bil)
 Industrial Valley (2.2 Bil)
 Continental (2.8 Bil)
 Fidelity (6.7 Bil)

Colleges and Universities

Temple (28,772)
 University of Pennsylvania (22,065)
 Villanova (11,665)
 Drexel (12,566)
 St. Joseph's University (5,760)
 Total Full Time Students: 129,819

Military Bases

Willow Grove NAS (911)
 Philadelphia Naval Base (3,000) ?

Unemployment

Jun 79: 7.5%
 Dec 82: 8.6%
 Sep 83: 8.3%
 Sep 84: 7.5%
 Aug 85: 5.9%
 Aug 86: 5.2%
 Aug 87: 4.5%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Lewis, Gilman
 Elkman
 Joanne Harmelin
 Sonder Levitt
 Earle Palmer Brown

Largest Local Radio Accounts

McDonalds
 Budweiser
 Strawbridge Clothes
 Coke & Pepsi

Source of Regional Dollars

Baltimore
 Pittsburgh
 Harrisburg

80-90 Channels

None

Highest Billing Stations

1. WMMR-F	\$14,600,000
2. KYW	13,400,000
3. WMGK-F	10,000,000
4. WEAZ-F	9,000,000
5. WSNI-F	8,000,000
6. WUSL-F	7,100,000
7. WKSZ-F	7,000,000
8. WYSP-F	6,700,000
9. WCAU	6,300,000
10. WPEN	5,800,000
11. WXTU-F	5,700,000
12. WEGX-F	5,500,000
13. WCAU-F	3,700,000
14. WWDB-F	3,500,000
15. WDAS-F	3,400,000
16. WIP	3,000,000

Daily Newspapers

	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Philadelphia Inquirer & News	510,000	230,000	989,250	Knight-Ridder

Miscellaneous Comments

Total TV revenue for ADI is estimated at \$372,000,000.

COMPETITIVE MEDIA

Over the Air Television

KYW	Philadelphia	3	NBC	Westinghouse
WCAU	Philadelphia	10	CBS	CBS
WGBS	Philadelphia	57		Grant
WPHL	Philadelphia	17		
WPVI	Philadelphia	6	ABC	Cap Cities/ABC
WTAF	Philadelphia	29		TVX

Manager's Comment

"Very depressed rates given the size of the market. Competition consists of slashing rates...market leaders are reluctant to push prices up for fear of losing to competition."

Best Restaurants

Le Bec Fin (French)
 DiLullo's (Italian)
 Downey's (steak)
 Fountain Room (continental)
 Bogarts

Best Hotels

Adams Mark
 Palace
 Four Seasons
 Franklin Plaza

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$310,900,000	38.5	.0094
Radio	115,600,000	14.3	.0035
Newspaper	351,000,000	43.5	.0105
Outdoor	29,300,000	3.6	.0009
	\$806,800,000		.0243

WEATHER DATA

Elevation: 5
 Annual Precipitation: 20.3 in.
 Annual Snowfall: 41.2 in.
 Average Windspeed: 9.6 (WSW)

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	40.1	86.8	64.2
Avg. Min. Temp.:	24.4	66.7	44.9
Average Temp.:	32.3	76.8	54.6

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WXTU-F	From GCC to Beasley	\$ 6,000,000
1983	WWDB-F	Sold to Pyramid (cancelled)	7,350,000
1984	WHAT		750,000
1984	WPGR, WSNI-F	From Associated to Pyramid	12,300,000 (E)
1985	WFLN-AM		875,000
1985	WHAT		625,000
1985	WWDB-F	Sold to New Systems	6,000,000
1986	WIP	From Metromedia to Metropolitan	6,000,000
1986	WMMR-F	From Metromedia to Metropolitan	52,000,000
1986	WTEL	Sold to Beasley	2,400,000
1986	WWDB-F	From New Systems to Schwartz	NA
1987	WFLN-F	Sold to Tanger	15,000,000
1987	WTRK-F	From Cox to Malrite	14,000,000
1987	WUSL-F	From LIN to Tak	32,000,000
1987	WFIL	From LIN to WEAZ	4,500,000
1987	WIP	Sold by Metropolitan	6,000,000

NOTE: Some of these sales may not have been consummated.

PHOENIX

1987 ARB Rank: 24
 1987 MSA Rank: 20
 1987 ADI Rank: 21
 FM Base Value: \$11,900,000

1987 Revenue: \$65,500,000
 Rev per Share Point: \$689,474
 Population per Station: 52,133 (30)
 1987 Revenue Change: 9.0%

Manager's Market Ranking (current): 4.3
 Manager's Market Ranking (future): 4.5
 Duncan's Radio Market Grade: I B+
 Mathematical Market Grade: I A

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92	
Duncan Revenue Est.:	37.4	42.8	51.9	55.2	60.1	65.5						
Yearly Growth Rate (82-87):	12.0% (assigned growth rate of 8.0%)											
Projected Revenue Estimates:							70.7	76.4	82.5	89.1	96.2	
Revenue per Capita:	23.38	25.48	29.83	30.84	31.30	33.42						
Yearly Growth Rate (82-87):	7.6%											
Projected Revenue per Capita:							35.96	38.69	41.63	44.80	48.20	
Resulting Revenue Estimate:							73.0	80.1	89.1	99.4	111.8	
Revenue as % of Retail Sales:	.0042	.0042	.0048	.0046	.0048	.0048						
Mean % (82-87):	.00457%											
Resulting Revenue Estimate:							66.3	71.7	79.1	86.4	93.2	
MEAN REVENUE ESTIMATE:							70.0	76.1	83.6	91.6	100.4	

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	1.68	1.74	1.84	1.89	1.92	1.96	2.03	2.07	2.14	2.22	2.32
Retail Sales (billions):	9.0	10.1	10.7	11.7	12.3	13.5	14.5	15.7	17.3	18.9	20.4

Below-the-Line Listening Shares: 0 %
 Unlisted Station Listening: 5.0%
 Total Lost Listening: 5.0%
 Available Share Points: 95.0
 Number of Viable Stations: 19.5
 Mean Share Points per Station: 4.9
 Median Share Points per Station: 3.1
 Rev. per Available Share Point: \$689,474
 Estimated Rev. for Mean Station: \$3,378,421

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Slightly below normal

COMMENTS

Market reports to Miller, Kaplan...Managers predict 6% to 8% increase in 1988...

	Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
Household Income: \$32,627				
Median Age: 32.0 years				
Median Education: 12.7 years				
Median Home Value: \$60,700				
Population Change (1986-1991): 15.9%	White 84.1	<15 26.6	12-34 25.7	Non High School
Retail Sales Change (1986-1991): 53.0%	Black 2.9	15-30 30.5	25-54 48.3	Grad 25.0
Number of B or C FM Stations: 14	Hispanic 13.0	30-50 26.1	55+ 26.0	High School
Revenue per AQH: \$23,723	Other ---	50-75 12.0		Grad 34.9
Cable Penetration: 37%		75+ 4.8		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 21.8
 College 4+ years 18.3

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Aerospace	Southwest Forest Ind. (394)	American Continental	AJ Bayless Markets
Electronics		AZP Group	
Agribusiness	<u>Other Major Corporations</u>	Circle K	
Military		Greyhound	
High Tech	American Continental	Valley National	
	DeI Webb	Western Savings & Loan	
	AZL Resources		

INC 500 Companies

Employment Breakdowns

<u>Quality "S" Manufacturing</u>	<u>By Industry (SIC):</u>	<u>By Occupation:</u>
Burns International	1. Eating & Drinking Places 48,180 (7.8%)	Manag/Prof. 166,520 (25.1%)
Infinity Communications	2. Health Services 46,089 (7.4%)	Tech/Sales/Admin. 219,706 (33.1%)
Discover the World Marketing	3. Special Trade Contractor 44,646 (7.2%)	Service 82,698 (12.5%)
Branwood Manufacturing	4. Electric & Electronic Eq. 39,893 (6.4%)	Farm/Forest/Fish 14,450 (2.1%)
USP Personnel Services	5. Business Services 39,443 (6.4%)	Precision Prod. 88,366 (13.4%)
	6. Wholesale Trade-Durable 28,511 (4.6%)	Oper/Fabri/Labor 91,884 (13.8%)
	7. Food Stores 20,502 (3.3%)	
	8. Hotels & Other Lodging 18,646 (3.0%)	
	9. Miscellaneous Retail 17,441 (2.8%)	
	10. Machinery, Except Electr. 15,438 (2.5%)	
	Total Metro Employees: 620,825	
	Top 10 Total Employees: 318,789 (51.3%)	

PHOENIX

Largest Local Banks

Valley Nat. (9.6 Bil)
 First Interstate (6.1 Bil)
 Arizona Bank (3.9 Bil)
 United Bank (2.1 Bil)
 Continental (535 Mil)

Colleges and Universities

Arizona State (41,540)
 University of Arizona (3,864)

Total Full Time Students: 51,888

Military Bases

Luke AFB (6,186)
 Williams AFB (3,318)

Unemployment

Jun 79: 5.2%
 Dec 82: 8.5%
 Sep 83: 7.1%
 Sep 84: 3.3%
 Aug 85: 5.1%
 Aug 86: 5.4%
 Aug 87: 4.8%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Evans-Motta
 EB Lane
 Cramer Krasselt
 Creative Adv.
 Moses Anshell

Largest Local Radio Accounts

Mervyn's
 Clayton Ford
 Valley Bank
 Grubb Chevy
 Smitty's

Source of Regional Dollars

80-90 Channels

106.9 Buckeye
 45 W. of Phoenix
 105.9 Paradise Valley
 7 miles from Phoenix

Highest Billing Stations

1. KNIX A/F \$10,700,000
 2. KTAR 8,700,000
 3. KZZP A/F 7,200,000
 4. KMEO A/F 4,900,000
 5. KOOL A/F 4,600,000
 6. KUPD-F 4,300,000
 7. KSLX-F/KOPA 3,900,000
 8. KKLT-F 3,800,000
 9. KLZI-F 3,600,000
 10. KOY A/F 3,400,000
 11. KOKB-F 2,800,000
 12. KAMJ-F 2,700,000
 13. KKFR-F 2,300,000

Daily Newspapers

Phoenix Republic
 Phoenix Gazette

AM

343,700

PM

111,300

SUN

539,300

Owner

Central
 Central

Miscellaneous Comments

"Phoenix may be America's least-planned city...if it has any sacred value, it is growth. The true core of its economy and spirit is smaller, growing companies whose entrepreneurial founders dream of one day making 'Fortune's list'."

- The Book of America

"Despite its growth Phoenix has maintained 'the feel and flavor of a small town'. Its downtown is quiet by day, desolate by night. Its pace is noticeably slower than in many other large cities. Even its country music station seems weeks behind those elsewhere.

- "The Washington Post"

Another FM at 103.5 (46 KW @ 2351) will come on the air some time during 1988.

COMPETITIVE MEDIA

Over the Air Television

KAET	Phoenix	8	PBS	
KNXV	Phoenix	15		Scripps-Howard
KPAZ	Phoenix	21		Trinity
KPHO	Phoenix	5		Meredith
KPNX	Mesa	12	NBC	Gannett
KTSP	Phoenix	10	CBS	Great American
KTVK	Phoenix	3	ABC	
KTVW	Phoenix	33		
KUTP	Phoenix	45		United

Best Restaurants

Avanti's (Italian)
 Stockyards (steak)
 Rustler's Roost (steak)
 Cafe de Perouge
 Don & Charlies

Best Hotels

Arizona Biltmore
 Camelback Inn
 Pointe
 Mountain Shadows
 Boulders
 Hyatt Gainey

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$160,000,000	39.8	.0119
Radio	65,500,000	16.3	.0048
Newspaper	165,000,000	41.1	.0122
Outdoor	11,300,000	2.8	.0008
	<u>\$401,800,000</u>		<u>.0297</u>

WEATHER DATA

Elevation: 1112
 Annual Precipitation: 7.4 in.
 Annual Snowfall: 0
 Average Windspeed: 6.1 (E)

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	KLZI-F	Sold to Transcom	\$ 3,980,000			
1984	KNTS	Sold by Sandusky	200,000			
1984	KSUN (?)		470,000			
1984	KOY, KOYT-F	From Harte-Hanks to Edens	12,000,000 (E)	Avg. Max. Temp.:	64.8	104.8
1984	KZZP A/F	From Western Cities to Nationwide	10,800,000 (E)	Avg. Min. Temp.:	37.6	77.5
				Average Temp.:	51.2	91.2
1985	KMEO A/F	From Scripps-Howard to Westinghouse	11,500,000			
1986	KFLR	From Family Life to Affiliated	650,000 (E)			
1986	KFLR, KAMJ-F	From Affiliated to EZ	12,300,000			
1986	KSUN, KLZI-F	From Transcom to Duffy	15,000,000			
1986	KOOL A/F	Sold to Adams	15,000,000			
1987	KLFF, KONC-F (Sun City)		6,500,000			

NOTE: Some of these sales may not have been consummated.

DUNCAN'S RADIO MARKET GUIDE

Copyright 1988

PITTSBURGH

1987 ARB Rank: 14
 1987 MSA Rank: 18
 1987 ADI Rank: 17
 FM Base Value: \$5,500,000

1987 Revenue: \$47,400,000
 Rev per Share Point: \$516,340
 Population per Station: 59,600 (34)
 1987 Revenue Change: 4.4%

Manager's Market Ranking (current): 2.6
 Manager's Market Ranking (future): 2.9
 Duncan's Radio Market Grade: I D
 Mathematical Market Grade: I D+

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92
Duncan Revenue Est.:	36.1	38.3	39.1	42.0	45.4	47.4					
Yearly Growth Rate (82-87): 5.6%											
Projected Revenue Estimates:							50.1	52.9	55.8	58.9	62.2
Revenue per Capita:	16.12	17.56	17.94	19.35	21.21	22.15					
Yearly Growth Rate (82-87): 5.6%											
Projected Revenue per Capita:							23.39	24.70	26.08	27.54	29.09
Resulting Revenue Estimate:							49.8	52.4	55.0	57.8	60.8
Revenue as % of Retail Sales:	.0035	.0036	.0035	.0035	.0037	.0036					
Mean % (82-87): .00357%											
Resulting Revenue Estimate:							48.9	51.1	53.6	56.0	58.5
MEAN REVENUE ESTIMATE:							<u>49.6</u>	<u>52.1</u>	<u>54.8</u>	<u>57.6</u>	<u>60.5</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	2.24	2.18	2.18	2.18	2.14	2.14	2.13	2.12	2.11	2.10	2.09
Retail Sales (billions):	10.2	10.5	11.2	11.7	12.1	13.0	13.7	14.3	15.0	15.7	16.4

Below-the-Line Listening Shares: 0.4%
 Unlisted Station Listening: 7.8%
 Total Lost Listening: 8.2%
 Available Share Points: 91.8
 Number of Viable Stations: 17.5
 Mean Share Points per Station: 5.2
 Median Share Points per Station: 3.8
 Rev. per Available Share Point: \$516,340
 Estimated Rev. for Mean Station: \$2,684,967

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Market reports to Hungerford...Managers expect a 3% to 5% revenue increase in 1988...

	Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
Household Income: \$31,461				
Median Age: 35.5 years				
Median Education: 12.4 years				
Median Home Value: \$41,800				
Population Change (1986-1991): -1.7%	White 91.6	<15 31.0	12-34 23.3	Non High School
Retail Sales Change (1986-1991): 30.0%	Black 7.7	15-30 29.6	25-54 45.8	Grad 32.7
Number of B or C FM Stations: 11 + 1 = 12	Hispanic 0.5	30-50 25.8	55+ 30.9	High School
Revenue per AQH: \$13,285	Other 0.2	50-75 10.2		Grad 42.0
Cable Penetration: 66%		75+ 3.4		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 11.2
 College 4+ years 14.1

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Iron and Steel	VSX (22)	Allegheny International	Giant Eagle
Financial	Rockwell International (24)	Consolidated Freightways	Allegheny Ludlum
Chemicals	Westinghouse Elec. (28)	Cyclops	Mellon Stuart Holding
Plate Glass	PPG Industries (78)	Duquesne Light	Blaw Knox
Railroad Equip.	Alcoa (79)	Mellon Bank	Hillman Company
	H.J. Heinz (88)	National Intergroup	J & L Specialty Products
	Bayer USA (117)	PNC Financial	
	Allegheny Int'l (186)	Union National	
	Koppers (206)		
	Cyclops (233)		
	Wheeling-Pittsburgh Steel (322)		

INC 500 Companies

American Cimflex
 Robbins Communications
 Respironics

Employment Breakdowns

By Industry (SIC):

1. Health Services	77,331 (10.6%)
2. Eating & Drinking Places	49,458 (6.8%)
3. Business Services	41,501 (5.7%)
4. Primary Metal Industries	39,080 (5.3%)
5. Wholesale Trade-Durable	31,849 (4.4%)
6. Food Stores	28,944 (4.0%)
7. Special Trade Contractor	27,139 (3.7%)
8. General Merchandise Stores	25,912 (3.5%)
9. Educational Services	25,322 (3.5%)
10. Membership Organizations	21,652 (3.0%)

By Occupation:

Manag/Prof.	217,707 (22.0%)
Tech/Sales/Admin.	305,271 (30.8%)
Service	132,288 (13.3%)
Farm/Forest/Fish	6,253 (0.7%)
Precision Prod.	132,319 (13.3%)
Oper/Fabri/Labor	196,755 (19.9%)

DUNCAN'S RADIO MARKET GUIDE
 Copyright 1988

Total Metro Employees: 731,750
 Top 10 Total Employees: 368,188 (50.3%)

PITTSBURGH

Largest Local Banks

Equibank (2.3 Bil)
 Pittsburgh Mat. (11.0 Bil)
 Union Nat. (1.9 Bil)
 Mellon (25.4 Bil)

Colleges and Universities

University of Pittsburgh (29,197)
 Duquesne (6,598)
 Carnegie-Mellon (6,251)
 Robert Morris College (5,764)

Total Full Time Students: 61,304

Military Bases

Unemployment

Jun 79: 6.3%
 Dec 82: 15.2%
 Sep 83: 13.5%
 Sep 84: 12.0%
 Aug 85: 3.5%
 Aug 86: 7.8%
 Aug 87: 6.7%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

DDF & M
 HBM Creamer
 Marc & Co.
 Ketchum
 Spectrum

Largest Local Radio Accounts

Kaufmans
 Giant Eagle Markets
 Mellon Bank
 Hill's Dept. Store

Source of Regional Dollars

Cleveland
 Philadelphia

80-90 Channels

None

Highest Billing Stations

1. KDKA \$9,700,000
 2. WBZZ-F 6,500,000
 3. WDVE-F 4,800,000
 4. WHTX-F 4,600,000
 5. WWSW-F 4,000,000
 6. WTAE 3,300,000
 7. WSHH-F 3,000,000
 8. WAMO-F 2,100,000
 9. WTKN 1,900,000
 10. WDSY-F 1,700,000

Daily Newspapers

Pittsburgh Press
 Pittsburgh Post-Gazette
 JOA

AM PM SUN
 170,200 232,900 565,000

Owner
 Scripps-Howard
 Block

Miscellaneous Comments

"Pittsburgh, revamped and revitalized, is America's premier example of a city transformed from blue-collar industry to white-collar professions and services."

COMPETITIVE MEDIA

- The Book of America

Over the Air Television

KDKA	Pittsburgh	2	CBS	Westinghouse
WPGH	Pittsburgh	53		Meredith
WPTT	Pittsburgh	22		
WPXI	Pittsburgh	11	NBC	Cox
WQED	Pittsburgh	13	PBS	
WTAE	Pittsburgh	4	ABC	Hearst

"Pittsburgh is fortunate to have a growing service economy to help overcome the severe shrinkage of its once-mighty industrial base. But in human terms, the transformation is wrenching."

- The Wall Street Journal

Manager's Comment

"Rates are embarassingly low for a market of this size."

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$140,000,000	40.6	.0107
Radio	47,400,000	13.7	.0036
Newspaper	145,000,000	42.0	.0111
Outdoor	12,500,000	3.6	.0010
	\$344,900,000		.0264

Best Restaurants

Colony (steaks)
 Tin Angel ("great view & food")
 Klein's (seafood)
 Le Mont ("atmosphere")
 Christophers

Best Hotels

Vista
 William Penn Westin
 Hyatt Chatham Center
 Sheraton Station Square
 Hilton

WEATHER DATA

Elevation: 747
 Annual Precipitation: 36.5 in.
 Annual Snowfall: 30.0 in.
 Average Windspeed: NA

	JAN	JULY	TOTAL YEAR
Avg. Max. Temp.:	37.4	84.0	61.9
Avg. Min. Temp.:	23.7	65.2	44.1
Average Temp.:	30.6	74.6	53.0

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WSHH-F	Sold by Nationwide	\$2,700,000
1984	WPIT A/F	From Associated to Pyramid	7,200,000 (E)
1985	WJAS	Sold to BENI (never completed)	700,000
1985	WBVP, WWKS-F (Beaver Falls)		1,800,000
1987	WKPA/WYDD-F (New Kensington)	Sold to Salem	4,000,000

NOTE: Some of these sales may not have been consummated.

PORTLAND, ME

1987 ARB Rank: 155
 1987 MSA Rank: 181
 1987 ADI Rank: 68
 FM Base Value: \$2,500,000

1987 Revenue: \$11,000,000
 Rev per Share Point: \$128,355
 Population per Station: 10,672 (18)
 1987 Revenue Change: 10.0%

Manager's Market Ranking (current): 4.0
 Manager's Market Ranking (future): 4.3
 Duncan's Radio Market Grade: NA
 Mathematical Market Grade: IV A+

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	7.0	7.6	8.2	9.2	10.0	11.0						
Yearly Growth Rate (82-87):	9.5% (assigned rate of 8.0%)											
Projected Revenue Estimates:							11.9	12.8	13.9	15.0	16.2	
Revenue per Capita:	31.67	34.23	36.61	40.52	43.67	47.83						
Yearly Growth Rate (82-87):	8.6%											
Projected Revenue per Capita:							51.94	56.41	61.26	66.53	72.25	
Resulting Revenue Estimate:							12.1	13.2	14.4	15.8	17.2	
Revenue as % of Retail Sales:	.0041	.0042	.0043	.0042	.0040	.0041						
Mean % (82-87):	.00415%											
Resulting Revenue Estimate:							12.0	12.9	14.1	15.1	16.2	
							MEAN REVENUE ESTIMATE:					
							12.0	13.0	14.1	15.3	16.5	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.221	.222	.224	.227	.229	.230	.232	.234	.235	.237	.238
Retail Sales (billions):	1.7	1.8	1.9	2.2	2.48	2.7	2.9	3.1	3.4	3.64	3.9

Below-the-Line Listening Shares: 5.9%
 Unlisted Station Listening: 8.4%
 Total Lost Listening: 14.3%
 Available Share Points: 85.7
 Number of Viable Stations: 13
 Mean Share Points per Station: 6.6
 Median Share Points per Station: 5.7
 Rev. per Available Share Point: \$128,355
 Estimated Rev. for Mean Station: \$847,141

Confidence Levels

1987 Revenue Estimates: Much below normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Managers predict a 6% to 8% increase in 1988...Figures look way too high to me but managers swear they are accurate...I would recommend caution...There is no way Portland can achieve the revenue per capita growth...

Household Income: \$33,147
 Median Age: 33.0 years
 Median Education: 12.7 years
 Median Home Value: \$44,100
 Population Change (1986-1991): 3.6%
 Retail Sales Change (1986-1991): 47.1%
 Number of B or C FM Stations: 7 + 2 = 9
 Revenue per AQH: \$40,441
 Cable Penetration: 55%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 99.0	<15 28.7	12-34 24.9	Non High School
Black 0.4	15-30 31.5	25-54 47.7	Grad 25.0
Hispanic 0.4	30-50 25.3	55+ 27.4	High School
Other 0.2	50-75 10.5		Grad 38.3
	75+ 4.0		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 17.7
 College 4+ years 19.0

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Paper		UNUM Corp.	
Food Processing			
Shoes and Boots			
	<u>Other Major Corporations</u>		
	Casco-Northern		
	Union Mutual Life		
	Emery Waterhouse		
	Hannaford		

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	9,676	(10.5%)
2. Eating & Drinking Places	5,818	(6.3%)
3. Food Stores	4,581	(5.0%)
4. Wholesale Trade-Durable	4,223	(4.6%)
5. Insurance Carriers	4,212	(4.6%)
6. Miscellaneous Retail	4,168	(4.5%)
7. Business Services	3,499	(3.8%)
8. Electric & Electronic Eq.	3,417	(3.7%)
9. General Merchandise Stores	3,166	(3.4%)
10. Special Trade Contractor	2,924	(3.2%)

By Occupation:

Manag/Prof.	22,937	(23.9%)
Tech/Sales/Admin.	30,798	(32.2%)
Service	12,614	(13.1%)
Farm/Forest/Fish	1,586	(1.7%)
Precision Prod.	12,018	(12.5%)
Oper/Fabri/Labor	15,903	(16.6%)

Total Metro Employees: 92,373
 Top 10 Total Employees: 45,684 (49.5%)

PORTLAND, ME

Largest Local Banks

Casco Northern (1.1 Bil)
 Maine Nat. (741 Mil)
 Norstar (724 Mil)
 Key Bank (387 Mil)

Colleges and Universities

University of Southern Maine (8,769)
 Westbrook (1,138)

Total Full Time Students: 8,390

Military Bases

Unemployment

Jun 79: 5.7%
 Dec 82: 6.2%
 Sep 83: 6.0%
 Sep 84: 3.2%
 Aug 85: 2.5%
 Aug 86: 2.4%
 Aug 87: 2.0%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Creative Broadcast Cons. Body & Co.
 Creative Design

Largest Local Radio Accounts

Lee Auto
 Atlantic Ford
 Jolly John
 McDonalds

Source of Regional Dollars

80-90 Channels

None

Highest Billing Stations

1. WPOR A/F \$2,000,000
 WHOM-F* 2,000,000
 3. WBLM-F 1,700,000
 4. WMGX-F 1,100,000
 5. WYNZ-F 900,000
 WKZS-F 900,000
 7.
 8.
 9.
 10.

Daily Newspapers

Portland Press-Herald
 Portland Express
 Portland Telegram

AM	PM	SUN
59,000	26,200	134,200

Owner
 Guy Gannett
 Guy Gannett
 Guy Gannett

* Over 50% of WHOM's revenue comes from other markets.

Miscellaneous Comments

COMPETITIVE MEDIA

Over the Air Television

Station	City	Ch	Network	Owner
WCSH	Portland	6	NBC	Maine Brcdst.
WGME	Portland	13	CBS	Guy Gannett
WMTW	Poland Springs	8	ABC	
WPXT	Portland	51		Bride

Best Restaurants

Maria's
 DiMillos (steak/lobster)
 Seaman's Club (seafood)
 Old Port Tavern (steaks)
 Rib Room

Best Hotels

Sonesta
 Holiday Inn by the Bay

WEATHER DATA

Elevation: 43
 Annual Precipitation: 42.2 in.
 Annual Snowfall: 74.3 in.
 Average Windspeed: 8.8 (S)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$31,000,000	39.4	.0115
Radio	11,000,000	14.0	.0041
Newspaper	34,500,000	43.9	.0128
Outdoor	2,100,000	2.7	.0008
	<u>\$78,600,000</u>		<u>.0292</u>

	JAN	JULY	TOTAL YEAR
Avg. Max. Temp.:	31.2	79.1	55.3
Avg. Min. Temp.:	11.7	56.9	34.7
Average Temp.:	21.5	68.0	45.0

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

Year	Station	Buyer	Price
1983	WYNZ A/F	From Eastman to Buckley	\$1,250,000
1983	WGAN A/F	Sold by Guy Gannett	3,100,000
1984	WJTO, WIGY-F (Bath)	Sold to Porter	1,900,000
1984	WLOB		203,000
1986	WMER, WJBQ-F	From Bride to Porter	2,240,000
1987	WHOM-F (Mt. Washington, NH)	Sold to Barnstable	7,000,000
1987	WGAN	From Taylor to Sunshine	850,000
1987	WKXA, WCLZ-F (Brunswick)		1,500,000

NOTE: Some of these sales may not have been consummated.

PORTLAND, OR

Largest Local Banks

US National (7.4 Bil)
 First Interstate (5.8 Bil)
 Oregon Bank (1.0 Bil)

Colleges and Universities

Portland State (14,390)
 University of Portland (2,861)

Military Bases

Brunswick NAS (3,800) ?

Unemployment

Jun 79: 5.4%
 Dec 82: 7.8%
 Sep 83: 9.0%
 Sep 84: 7.4%
 Aug 85: 7.0%
 Aug 86: 7.5%
 Aug 87: 5.4%

Total Full Time Students: 39,740

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>
Richardson Strang DJMC INS Gerber Borders, Perrin	Fred Meyer Safeway Stereo Super Stores Thriftway Vancouver Furniture	Seattle Eugene	94.7 Camas, WA 15 NE of Portland	1. KINK-F \$4,700,000 2. KKCW-F 4,100,000 3. KGON-F 4,000,000 KEX 4,000,000 5. KKRZ-F 3,600,000 6. KGW 3,500,000 7. KXL 3,000,000 8. KUPL A/F 2,700,000 9. KXL-F 2,300,000 10. KWJJ A/F 1,800,000 11. KMJK-F 1,700,000 12. KYTE-F 1,600,000 13. KKLI-F 1,400,000

<u>Daily Newspapers</u>	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Oregonian	326,800 (AD)		406,700	Newhouse

Miscellaneous Comments

"If any West Coast city could historically have been said to have a monopoly on propriety and an anxiousness to 'keep things as they are', it was Portland, a town of quiet old wealth, discreet culture, and cautious politics...the city is a lovely one."

- The Book of America

"Portland is a city of nearly 400,000, but it is also a town. It combines the intimacy of a town with the density and richness of a city. There are those who see Portland as a model of urban development, a city that has returned itself to man, to a pedestrian way of life."

- The New Yorker

COMPETITIVE MEDIA

Over the Air Television

KATU	Portland	2	ABC	Fisher
KGW	Portland	8	NBC	King
KOAP	Portland	10	PBS	
KOIN	Portland	6	CBS	Lee
KPTV	Portland	12		Chris Craft

Manager's Comment

"Portland has a resource-based economy, so it's the first to suffer and the last to recover when times are tough... Portland is poised for great things in the next decade... It's a good market to find a bargain radio station."

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$107,000,000	38.9	.0113
Radio	40,000,000	14.5	.0042
Newspaper	119,000,000	43.3	.0125
Outdoor	9,000,000	3.3	.0010
	<u>\$275,000,000</u>		<u>.0290</u>

Best Restaurants

Jake's (seafood)
 Ringside (steaks)
 Genoa (Italian)
 McCormick's (seafood)
 L'Aubregre (French)
 Atwaters

Best Hotels

Alexis
 Red Lion Lloyd Center
 Westin Benson
 Heathman
 Marriott

NOTE: Use Newspaper and Outdoor estimates with caution.

WEATHER DATA

Elevation: 21
 Annual Precipitation: 38.0 in.
 Annual Snowfall: 7.5 in.
 Average Windspeed: 7.8 (NW)

Major Radio Station Sales Since 1983

1983	KMGK-F	Sold by Harte-Hanks	\$2,500,000
1983	KEX, KQFM-F	From Golden West to Taft	8,000,000
1985	KKCW-F	Sold to Fairwest	5,000,000
1985	KSGO, KGON-F	Sold to Ackerly	6,000,000
1985	KCNR-F	Sold by Duffy	7,000,000
1985	KMJK (Lake Oswego)	Sold to Ives	1,600,000
1985	KCNR-A	Sold by Duffy (cancelled)	600,000
1986	KRDR (Gresham)	Sold by Comm. Pacific	600,000
1986	KPDQ A/F	Sold to Salem	6,500,000
1986	KCNR-AM		425,000
1987	KMJK-F	From Ives to Capps	3,900,000
1987	KKCW-F (Beaverton)	Sold to Trumper	7,500,000

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	43.6	79.0	61.6
Avg. Min. Temp.:	32.5	55.2	43.6
Average Temp.:	38.1	67.1	52.6

NOTE: Some of these sales may not have been consummated.

PORTSMOUTH - DOVER - ROCHESTER

1987 ARB Rank: 116
 1987 MSA Rank: 146
 1987 ADI Rank: Boston ADI
 FM Base Value: \$4,500,000

1987 Revenue: \$9,000,000
 Rev per Share Point: \$276,074
 Population per Station: 43,086 (7)
 1987 Revenue Change: 9.8%

Manager's Market Ranking (current): 5.0
 Manager's Market Ranking (future): 4.4
 Duncan's Radio Market Grade: III A+
 Mathematical Market Grade: III A+

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	--	--	6.5	7.4	8.2	9.0						
Yearly Growth Rate (82-87):	Assigned growth rate of 8.3%											
Projected Revenue Estimates:							9.7	10.6	11.4	12.4	13.4	
Revenue per Capita:	--	--	21.45	24.10	25.95	28.04						
Yearly Growth Rate (82-87):	Assigned growth rate of 7.5%											
Projected Revenue per Capita:							30.14	32.40	34.83	37.45	40.26	
Resulting Revenue Estimate:							9.9	10.8	11.8	12.9	14.1	
Revenue as % of Retail Sales:	--	--	.0031	.0031	.0032	.0032						
Mean % (82-87):	.00315%											
Resulting Revenue Estimate:							9.5	10.4	11.3	12.6	13.5	
							MEAN REVENUE ESTIMATE:					
							9.7	10.6	11.5	12.6	13.7	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	NA	NA	.303	.311	.316	.321	.327	.333	.338	.344	.349
Retail Sales (billions):	NA	NA	2.1	2.3	2.6	2.8	3.0	3.3	3.6	4.0	4.3

Below-the-Line Listening Shares: 56.9%
 Unlisted Station Listening: 10.5%
 Total Lost Listening: 67.4%
 Available Share Points: 32.6
 Number of Viable Stations: 7
 Mean Share Points per Station: 4.7
 Median Share Points per Station: 4.2
 Rev. per Available Share Point: \$276,074
 Estimated Rev. for Mean Station: \$1,297,546

Confidence Levels

1987 Revenue Estimates: Slightly below normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Managers predict 7% to 8% revenue increase in 1988...

Household Income: \$38,647
 Median Age: 33.1 years
 Median Education: NA
 Median Home Value: \$50,600
 Population Change (1986-1991): 8.9%
 Retail Sales Change (1986-1991): 53.6%
 Number of B or C FM Stations: 2 + 1 = 3
 Revenue per AQH: \$19,190
 Cable Penetration: NA

Ethnic Breakdowns (%)

White 98.3
 Black 0.5
 Hispanic 0.5
 Other 0.7

Income Breakdowns (%)

<15 21.0
 15-30 27.9
 30-50 28.7
 50-75 16.3
 75+ 6.1

Age Breakdowns (%)

12-34 26.8
 25-54 50.5
 55+ 22.7

Education Levels

Non High School Grad 25.8
 High School Grad 38.7

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 17.4
 College 4+ years 18.1

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Eating & Drinking Places	7,335	(7.3%)
2. Food Stores	6,901	(6.8%)
3. Health Services	6,091	(6.0%)
4. Special Trade Contractor	5,834	(5.8%)
5. Machinery, Except Electr.	4,828	(4.8%)
6. Rubber & Misc. Plastics	4,748	(4.7%)
7. Leather & Leather Products	3,859	(3.8%)
8. Electric & Electronic Eq.	3,853	(3.8%)
9. Miscellaneous Retail	3,605	(3.6%)
10. Automotive Dealers	3,216	(3.2%)

Total Metro Employees: 101,049
 Top 10 Total Employees: 50,270 (49.7%)

By Occupation:

Manag/Prof.	33,423	(22.6%)
Tech/Sales/Admin.	42,296	(28.6%)
Service	16,137	(11.0%)
Farm/Forest/Fish	2,014	(1.3%)
Precision Prod.	23,385	(15.9%)
Oper/Fabri/Labor	30,503	(20.6%)

PORTSMOUTH - DOVER - ROCHESTER

Largest Local Banks

Indian Head (267 Mil)
 First Nat. (170 Mil)
 Strafford (Dover) (72 Mil)

Colleges and Universities

Total Full Time Students: 10,841

Military Bases

Unemployment

Jun 79: ---
 Dec 82: ---
 Sep 83: ---
 Sep 84: ---
 Aug 85: NA
 Aug 86: 3.4%
 Aug 87: 2.1%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Alternative Agency
 Becker & Frechette

Largest Local Radio Accounts

McDonalds
 Coke
 NE Telephone
 NE Ford Dealers

Source of Regional Dollars

80-90 Channels

98.7 Somersworth
 102.1 Hampton
 106.5 Farmington

Highest Billing Stations

1. WOKQ-F \$2,900,000
 2. WHEB-F 2,000,000
 3. WERZ-F 1,650,000
 4. WTSN 700,000
 5.
 6.
 7.
 8.
 9.
 10.

Daily Newspapers

Portsmouth Herald
 Dover Democrat

	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Portsmouth Herald		13,200	13,200	Thomson
Dover Democrat		27,600		

Miscellaneous Comments

One of "Money" magazines ten boomtowns "you can count on". "Money" says, "Some demographers think this will be one of the fastest growing regions outside the Sunbelt over the next 15 years." The article says there is a steady migration of companies from Boston. The lure is cheaper labor costs and less expensive real estate.

* This market is part of the Boston ADI. TV revenue is estimate of Portsmouth's share.

COMPETITIVE MEDIA

Over the Air Television

See Boston

Best Restaurants

Dolphin Striker (seafood)
 The 72 (French)
 Strawberry Court

Best Hotels

Exeter Inn
 Sise Inn
 Holiday Inn

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$14,500,000	29.0	.0052
Radio	9,000,000	18.0	.0032
Newspaper	24,900,000	49.0	.0089
Outdoor	1,600,000	3.2	.0006
	<u>\$50,000,000</u>		<u>.0179</u>

NO WEATHER DATA AVAILABLE

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1985	WBBX		\$ 450,000
1986	WMYF, WERZ-F	From Porter to Justice	5,000,000
1987	WNNH, WCYT-F		1,400,000
1987	WAVI	Sold to Windward	325,000

NOTE: Some of these sales may not have been consummated.

PROVIDENCE

Largest Local Banks

Hospital Trust (2.5 Bil)
 Fleet Nat. (5.7 Bil)
 Citizens Trust (396 Mil)

Colleges and Universities

Brown (7,099)
 Providence (5,679)
 Bryant College (6,505)
 Rhode Island College (8,574)
 Total Full Time Students: 52,457

Military Bases

Unemployment

Jun 79: 7.1%
 Dec 82: 10.1%
 Sep 83: 8.1%
 Sep 84: 5.3%
 Aug 85: 4.3%
 Aug 86: 3.7%
 Aug 87: 3.5%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Duffy & Shanley

Largest Local Radio Accounts

Source of Regional Dollars

Boston

80-90 Channels

None

Highest Billing Stations

1. WPRO-F \$4,600,000
 2. WHJY-F 4,000,000
 3. WPRO 3,000,000
 WVLI-F 3,000,000
 5. WLKW-F 2,500,000
 6. WHJJ 2,300,000
 7. WSNE-F 1,700,000
 8.
 9.
 10.

Daily Newspapers

Providence Journal
 Providence Bulletin
 Providence Journal-Bulletin

	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Providence Journal	93,578			
Providence Bulletin		110,200		
Providence Journal-Bulletin			260,400	

Miscellaneous Comments

COMPETITIVE MEDIA

Over the Air Television

WJAR	Providence	10	NBC	Outlet
WLNE	New Bedford	6	CBS	Freedom
WNAC	Providence	64		Sudbrink
WPRI	Providence	12	ABC	Knight-Ridder
WSBE	Providence	36	PBS	

WEATHER DATA

Elevation: 51
 Annual Precipitation: 40.9 in.
 Annual Snowfall: 37.8 in.
 Average Windspeed: 10.8 (SW)

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	36.2	81.1	59.0
Avg. Min. Temp.:	20.6	63.0	40.9
Average Temp.:	28.4	72.1	50.0

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 59,100,000	37.7	.0100
Radio	23,000,000	14.7	.0039
Newspaper	69,000,000	44.1	.0117
Outdoor	5,500,000	3.5	.0009
	<u>\$156,600,000</u>		<u>.0265</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WHJJ, WHJY-F	From Franks to Federal	\$8,850,000
1983	WSNE-F (Taunton)	Sold by Outlet	3,600,000
1985	WVAZ, WVLI-F	From Prov. Journal to Eastern	5,000,000
1985	WICE		1,000,000
1986	WSNE-F	From Wilkes-Schwartz to Beck-Ross	7,500,000
1986	WRIB		379,000
1986	WRCP		1,350,000
1987	WLKW-F	From JAG to Wilkes-Schwartz	NA

NOTE: Some of these sales may not have been consummated.

PUEBLO

1987 ARB Rank: 223
 1987 MSA Rank: 285
 1987 ADI Rank: 101 (w/Colorado Springs)
 FM Base Value: \$1,800,000

1987 Revenue: \$3,400,000
 Rev per Share Point: \$59,545
 Population per Station: 10,240 (10)
 1987 Revenue Change: -2.9%

Manager's Market Ranking (current): 2.8
 Manager's Market Ranking (future): 3.5
 Duncan's Radio Market Grade: NA
 Mathematical Market Grade: IV D-

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	2.6	2.9	3.2	3.4	3.5	3.4					
Yearly Growth Rate (82-87): Assigned growth rate of 3.5%											
Projected Revenue Estimates:							3.5	3.6	3.8	3.9	4.0
Revenue per Capita:	20.63	22.83	25.60	28.00	28.00	27.42					
Yearly Growth Rate (82-87): Assigned growth of 3.5%											
Projected Revenue per Capita:							28.38	29.37	30.40	31.47	32.57
Resulting Revenue Estimate:							3.5	3.6	3.7	3.9	4.0
Revenue as % of Retail Sales:	.0043	.0048	.0051	.0051	.0054	.0050					
Mean % (82-87): .0050%											
Resulting Revenue Estimate:							3.6	3.8	4.0	4.2	4.4

MEAN REVENUE ESTIMATE:

3.5 3.7 3.8 4.0 4.1

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.126	.127	.125	.125	.125	.124	.124	.124	.123	.123	.123
Retail Sales (billions):	.60	.61	.62	.64	.65	.68	.72	.75	.79	.83	.87

Below-the-Line Listening Shares: 34.9%
 Unlisted Station Listening: 8.0%
 Total Lost Listening: 42.9%
 Available Share Points: 57.1
 Number of Viable Stations: 9.5
 Mean Share Points per Station: 6.0
 Median Share Points per Station: 6.6
 Rev. per Available Share Point: \$59,545
 Estimated Rev. for Mean Station: \$357,268

Confidence Levels

1987 Revenue Estimates: Below normal
 1988-1992 Revenue Projections: Much below normal

COMMENTS

Managers predict a 2% to 3% increase in 1988...

Household Income: \$25,845
 Median Age: 32.3 years
 Median Education: 12.5 years
 Median Home Value: \$41,200
 Population Change (1986-1991): -1.5%
 Retail Sales Change (1986-1991): 27.7%
 Number of B or C FM Stations: 3
 Revenue per AQH: \$22,819
 Cable Penetration: NA

Ethnic Breakdowns (%)

White 67.2
 Black 1.8
 Hispanic 31.0
 Other ---

Income Breakdowns (%)

<15 36.7
 15-30 30.0
 30-50 22.4
 50-75 8.6
 75+ 2.3

Age Breakdowns (%)

12-34 25.6
 25-54 47.2
 55+ 27.2

Education Levels

Non High School Grad 33.5
 High School Grad 36.4

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 16.9
 College 4+ years 13.2

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Steel
 Meat Processing
 Auto Parts

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	3,993	(15.0%)
2. Eating & Drinking Places	2,819	(10.6%)
3. Primary Metal Industries	2,319	(8.7%)
4. Food Stores	1,386	(5.2%)
5. General Merchandise Stores	1,119	(4.2%)
6. Membership Organizations	1,022	(3.8%)
7. Automotive Dealers	938	(3.5%)
8. Special Trade Contractor	929	(3.5%)
9. Social Services	918	(3.4%)
10. Miscellaneous Retail	829	(3.1%)

Total Metro Employees: 26,634
 Top 10 Total Employees: 16,272 (61.1%)

By Occupation:

Manag/Prof.	10,706	(22.1%)
Tech/Sales/Admin. Service	13,440	(27.7%)
7,813	(16.1%)	
Farm/Forest/Fish	745	(1.6%)
Precision Prod.	6,595	(13.6%)
Oper/Fabri/Labor	9,174	(18.9%)

PUEBLO

Largest Local Banks

Colorado Nat. (206 Mil)
 Pueblo Bank (122 Mil)
 Minnequa (106 Mil)
 United (56 Mil)
 Intrust (56 Mil)

Colleges and Universities

University of Southern Colorado (4,802)

 Total Full Time Students: 4,825

Military Bases

Unemployment

Jun 79: 5.9%
 Dec 82: NA
 Sep 83: NA
 Sep 84: 9.0%
 Aug 85: NA
 Aug 86: 10.6%
 Aug 87: 9.0%
 (est)

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Ideas Adv.
 Advantage

Largest Local Radio Accounts

Source of Regional Dollars

80-90 Channels

Highest Billing Stations

104.5 Pueblo (Class C)
 1. KCCY-F \$825,000
 2. KCSJ 550,000
 3.
 4.
 5.
 6.
 7.
 8.
 9.
 10.

Daily Newspapers

Pueblo Chieftain

AM

51,600

PM

SUN

55,400

Owner

Miscellaneous Comments

Sperry Corporation is building a new plant in Pueblo. The City has also set up a venture capital firm (PEDCO) to fund small businesses. Pueblo is hoping for some high-tech "spillover" from Colorado Springs.

* Split ADI with Colorado Springs. TV revenue is estimate of Pueblo's share. Total TV revenue for ADI is estimated at \$27,000,000.

NO WEATHER DATA AVAILABLE:
 See Colorado Springs for an approximation.

COMPETITIVE MEDIA

Over the Air Television

See Colorado Springs

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 4,400,000	27.1	.0064
Radio	3,400,000	20.9	.0050
Newspaper	7,800,000	48.0	.0115
Outdoor	650,000	4.0	.0009
	<u>\$16,250,000</u>		<u>.0238</u>

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	KCSJ		\$ 700,000
1985	KUSN-F		262,000
1985	KCCY-F	Sold by Fuller-Jeffrey	2,100,000
1985	KDZA, KZLO-F	Sold to Surrey	2,000,000
1985	KAYK		195,000
1987	KCSJ, KUSN-F		1,200,000

NOTE: Some of these sales may not have been consummated.

RALEIGH

1937 ARB Rank: 62
 1987 MSA Rank: 70
 1987 ADI Rank: 34
 FM Base Value: \$6,500,000

1987 Revenue: \$24,300,000
 Rev per Share Point: \$318,480
 Population per Station: 34,069 (16)
 1987 Revenue Change: 7.0%

Manager's Market Ranking (current): 4.0
 Manager's Market Ranking (future): 4.4
 Duncan's Radio Market Grade: II A+
 Mathematical Market Grade: II A

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92	
Duncan Revenue Est.:	15.0	16.4	18.0	20.1	22.9	24.3						
Yearly Growth Rate (82-87):	10.1% (assigned rate of 7.8%)											
Projected Revenue Estimates:							26.2	28.2	30.4	32.8	35.4	
Revenue per Capita:	25.00	26.84	29.17	32.11	35.03	36.76						
Yearly Growth Rate (82-87):	8.0%											
Projected Revenue per Capita:							39.70	42.88	46.31	50.01	54.01	
Resulting Revenue Estimate:							26.7	29.4	32.2	35.5	38.7	
Revenue as % of Retail Sales:	.0055	.0051	.0049	.0049	.0053	.0054						
Mean % (82-87):	.00518%											
Resulting Revenue Estimate:							NM	28.5	31.1	34.2	36.8	
							MEAN REVENUE ESTIMATE:					
							26.4	28.7	31.2	34.2	37.0	

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	.600	.611	.617	.633	.648	.661	.673	.685	.696	.710	.717
Retail Sales (billions):	2.7	3.2	3.7	3.9	4.25	4.5	4.9	5.5	6.0	6.6	7.1

Below-the-Line Listening Shares: 6.0%
 Unlisted Station Listening: 17.7%
 Total Lost Listening: 23.7%
 Available Share Points: 76.3
 Number of Viable Stations: 13
 Mean Share Points per Station: 5.9
 Median Share Points per Station: 5.9
 Rev. per Available Share Point: \$318,480
 Estimated Rev. for Mean Station: \$1,879,030

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Managers predict a 7% to 9% revenue increase in 1988...Market reports to Miller, Kaplan...

Household Income: \$34,512
 Median Age: 30.4 years
 Median Education: 12.8 years
 Median Home Value: \$49,400
 Population Change (1986-1991): 9.6%
 Retail Sales Change (1986-1991): 56.4%
 Number of B or C FM Stations: 7
 Revenue per AQH: \$34,764
 Cable Penetration: 51%

Ethnic Breakdowns (%)
 White 73.0
 Black 25.6
 Hispanic 0.9
 Other 0.5

Income Breakdowns (%)
 <15 26.9
 15-30 29.1
 30-50 25.6
 50-75 13.7
 75+ 4.7

Age Breakdowns (%)
 12-34 29.2
 25-54 51.0
 55+ 19.8

Education Levels

Non High School
 Grad 31.0
 High School
 Grad 24.9
 College 1-3 years
 17.5
 College 4+ years
 26.6

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Research
 Government
 Electronics
 Tobacco

Carolina Power & Light
 First Citizens Bank

Investors Management

Other Major Corporations

MCM Corp.

INC 500 Companies

Employment Breakdowns

Captive Aire Systems
 Computer Intelligence

By Industry (SIC):

1. Health Services	19,494	(8.0%)
2. Business Services	16,944	(7.0%)
3. Eating & Drinking Places	16,797	(6.9%)
4. Machinery, Except Electr.	12,366	(5.1%)
5. Electric & Electronic Eq.	12,363	(5.1%)
6. Educational Services	11,365	(4.7%)
7. Special Trade Contractor	9,587	(3.9%)
8. Wholesale Trade-Durable	9,016	(3.7%)
9. Food Stores	6,860	(2.8%)
10. Insurance Carriers	6,743	(2.8%)

By Occupation:

Manag/Prof.	78,903	(28.3%)
Tech/Sales/Admin. Service	95,253	(34.1%)
Farm/Forest/Fish	33,752	(12.1%)
Precision Prod.	4,913	(1.8%)
Oper/Fabri/Labor	28,144	(10.1%)
	38,007	(13.6%)

Total Metro Employees: 242,940
 Top 10 Total Employees: 121,535 (50.0%)

RALEIGH

<u>Largest Local Banks</u>	<u>Colleges and Universities</u>	<u>Military Bases</u>	<u>Unemployment</u>
First Citizens (2.8 Bil) NCNB (NA) Wachovia (NA) Northwestern (NA)	NC State (23,733) Duke (10,025)	Seymour Johnson AFB (5,002)	Jun 79: 3.6% Dec 82: 4.3% Sep 83: 4.0% Sep 84: 3.3% Aug 85: 2.9% Aug 86: 3.4% Aug 87: 3.1%
Total Full Time Students: 58,066			

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>
Advanced Media Price-McNabb McKinney, Silver	McDonalds Pepsi Belk NCNB Goodman Toyota	Charlotte Fayetteville Greensboro	102.5 Louisburg 25 NE of Raleigh 102.9 Raleigh	1. WRAL-F \$5,000,000 2. WRDU-F 3,000,000 WPTF 3,000,000 4. WDCG-F 2,600,000 5. WQDR-F 2,500,000 6. WTRG-F 2,400,000 7. WYLT-F 2,100,000 8. WZZU-F 1,700,000 WFXC-F 1,700,000 10.
<u>Daily Newspapers</u>	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Raleigh News & Observer Durham Herald Durham Sun	139,400 46,300	33,500 20,200	182,900 64,600	

Miscellaneous Comments

One of "Money" magazines ten boomtowns you can count on. They say "this area was among the hottest growth spots of the 1970's and early 1980's". Yet many economists think the boom has only begun. The magnet for many newcomers is the Research Triangle Park.

* \$7,500,000 dollars in TV assigned to Fayetteville market.

Manager's Comment

"Economy is very strong but the market has been hurt some by move-ins."

COMPETITIVE MEDIA

Over the Air Television

WLFL	Raleigh	22	TVX
WPTF	Durham	28	NBC Durham Life
WRAL	Raleigh	5	CBS Capitol-Goodman
WTVD	Durham	11	ABC Cap Cities/ABC

Best Restaurants

Southern Lights (American)
Angus Barn (steak)
Crossroads
Sisters Garden

Best Hotels

Marriott
Sheraton
Mission Valley
Radisson

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 61,000,000	38.1	.0135
Radio	24,300,000	15.2	.0054
Newspaper	70,300,000	43.9	.0156
Outdoor	4,600,000	2.9	.0010
	<u>\$160,200,000</u>		<u>.0355</u>

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

WEATHER DATA

Elevation: 434
Annual Precipitation: 45.3 in.
Annual Snowfall: 7.2 in.
Average Windspeed: 8.0 (SW)

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	51.0	87.7	70.4
Avg. Min. Temp.:	30.0	67.2	47.8
Average Temp.:	40.5	77.5	59.1

Major Radio Station Sales Since 1983

1984	KFXC-F	\$ 710,000
1985	WDUR, WFXC-F	2,800,000
1986	WPJL	600,000
1986	WKIX, WYLT-F	From Mann to Metroplex 10,500,000
1987	WDUR/WFXC-F	6,500,000
1987	WSRC	Sold to Willis 450,000
1987	WSES	320,000

NOTE: Some of these sales may not have been consummated.

RENO

1987 ARB Rank: 158
 1987 MSA Rank: 185
 1987 ADI Rank: 121
 FM Base Value: \$2,000,000

1987 Revenue: \$9,400,000
 Rev per Share Point: \$101,952
 Population per Station: 10,539 (18)
 1987 Revenue Change: 9.2%

Manager's Market Ranking (current): 4.0
 Manager's Market Ranking (future): 4.3
 Duncan's Radio Market Grade: NA
 Mathematical Market Grade: IV A

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92	
Duncan Revenue Est.:	6.0	6.5	7.0	7.9	8.7	9.4						
Yearly Growth Rate (82-87):	9.6% (assigned rate of 8.0%)											
Projected Revenue Estimates:							10.2	11.0	11.8	12.8	13.8	
Revenue per Capita:	28.99	30.52	32.56	36.41	38.67	40.87						
Yearly Growth Rate (82-87):	7.1%											
Projected Revenue per Capita:							43.77	46.88	50.21	53.77	57.59	
Resulting Revenue Estimate:							10.2	11.2	12.2	13.3	14.4	
Revenue as % of Retail Sales:	.0035	.0036	.0039	.0042	.0041	.0043						
Mean % (82-87):	.0042% (assigned)											
Resulting Revenue Estimate:							10.1	10.9	11.8	12.6	13.4	
MEAN REVENUE ESTIMATE:							10.2	11.0	11.9	12.9	13.9	

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	.207	.213	.215	.217	.225	.230	.234	.238	.242	.247	.250
Retail Sales (billions):	1.7	1.8	1.8	1.9	2.1	2.2	2.4	2.6	2.8	3.0	3.2

Below-the-Line Listening Shares: 0 %
 Unlisted Station Listening: 7.8%
 Total Lost Listening: 7.8%
 Available Share Points: 92.2
 Number of Viable Stations: 15
 Mean Share Points per Station: 6.1
 Median Share Points per Station: 5.3
 Rev. per Available Share Point: \$101,952
 Estimated Rev. for Mean Station: \$621,908

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Managers predict 8% to 10% increase in 1988...Market reports to Miller, Kaplan...My earlier estimates for this market were about 10% too high so I have reduced historical revenue accordingly...

Household Income: \$32,684
 Median Age: 32.7 years
 Median Education: 12.8 years
 Median Home Value: \$77,600
 Population Change (1986-1991): 9.9%
 Retail Sales Change (1986-1991): 50.5%
 Number of B or C FM Stations: 6
 Revenue per AQH: \$31,650
 Cable Penetration: 61%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 93.5	<15 23.2	12-34 24.5	Non High School
Black 1.9	15-30 30.7	25-54 53.8	Grad 19.9
Hispanic 4.6	30-50 26.2	55+ 21.7	High School
Other ---	50-75 13.8		Grad 38.0
	75+ 6.1		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 22.4
 College 4+ years 19.7

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Tourism
 Gambling

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Hotels & Other Lodging	25,139	(24.6%)
2. Amusement Recreation Services	7,529	(7.4%)
3. Eating & Drinking Places	5,525	(5.4%)
4. Health Services	5,335	(5.2%)
5. Business Services	3,735	(3.7%)
6. Miscellaneous Retail	3,440	(3.4%)
7. Special Trade Contractor	3,218	(3.2%)
8. Wholesale Trade-Durable	3,109	(3.0%)
9. Communication	2,722	(2.7%)
10. Food Stores	2,464	(2.4%)

Total Metro Employees: 102,079
 Top 10 Total Employees: 62,216 (60.9%)

By Occupation:

Manag/Prof.	25,464	(23.5%)
Tech/Sales/Admin. Service	34,671	(32.1%)
Service	23,227	(21.5%)
Farm/Forest/Fish	937	(0.9%)
Precision Prod.	11,597	(10.7%)
Oper/Fabri/Labor	12,245	(11.3%)

RENO

Largest Local Banks

Nevada Nat. (633 Mil)
 Security (461 Mil)
 Pioneer Citizens (120 Mil)
 First Interstate (2.9 Bil)

Colleges and Universities

University of Nevada-Reno (9,681)

Military Bases

Unemployment

Jun 79: 4.4%
 Dec 82: 9.2%
 Sep 83: 6.7%
 Sep 84: 5.2%
 Aug 85: 6.0%
 Aug 86: 4.2%
 Aug 87: 4.8%

Total Full Time Students: 6,713

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Garrett
 Doyle & McKenna
 R & R

Largest Local Radio Accounts

Harrah's
 Circus Circus
 Long's Drugs
 McDonalds

Source of Regional Dollars

Las Vegas
 Sacramento
 San Francisco

80-90 Channels

None

Highest Billing Stations

1. NO RELIABLE
2. ESTIMATES AVAILABLE
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Daily Newspapers

Reno Gazette-Journal
 Carson City Nevada Appeal

<u>AM</u>	<u>PM</u>	<u>SUN</u>
60,400	10,200	72,400

Owner
 Gannett
 Donrey

Miscellaneous Comments

One of "Money" magazines ten boomtowns which "you can count on." "Money" says, "...an odds-on favorite to become one of the nation's fastest-growing cities (because of) its success at attracting new industry. In two years (83-85), 46 high-tech and other industrial companies have either relocated to Reno or expanded existing operations."

COMPETITIVE MEDIA

Over the Air Television

KAME	Reno	21		
KCRL	Reno	4	NBC	
KNPB	Reno	5	PBS	
KOLO	Reno	8	ABC	Donrey
KREN	Reno	27		
KTVN	Reno	2	CBS	Sarkes-Tarzian

Best Restaurants

Harrah's Steak House
 Mandarin
 Adele's (various)
 Rap Scallion

Best Hotels

The Nuggett
 MGM
 Bally's
 Harrah's

NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$20,800,000	34.4	.0094
Radio	9,400,000	15.5	.0043
Newspaper	27,600,000	45.6	.0125
Outdoor	2,700,000	4.5	.0012
	<u>\$60,500,000</u>		<u>.0274</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1984	KPTL, KWNZ-F	From Woodward to Constant	\$2,100,000
1985	KSRN A/F	Sold to Olympic	2,110,000
1986	KNSS-F	Sold to TM	2,500,000
1987	KOLO	From Donrey to Constant	800,000
1987	KBET	Sold to Trenner	800,000 (E)

NOTE: Some of these sales may not have been consummated.

RICHMOND

1987 ARB Rank: 54
 1987 MSA Rank: 63
 1987 ADI Rank: 59
 FM Base Value: \$5,900,000

1987 Revenue: \$24,200,000
 Rev per Share Point: \$263,904
 Population per Station: 36,205 (19)
 1987 Revenue Change: 9.5%

Manager's Market Ranking (current): 3.5
 Manager's Market Ranking (future): 4.0
 Duncan's Radio Market Grade: II A-
 Mathematical Market Grade: II A

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	14.7	16.3	18.0	20.0	22.1	24.2					
Yearly Growth Rate (82-87):	10.5% (assigned growth rate of 8.5%)										
Projected Revenue Estimates:							26.3	28.5	30.9	33.5	36.4
Revenue per Capita:	18.92	20.69	22.50	24.75	27.02	29.37					
Yearly Growth Rate (82-87):	9.2%										
Projected Revenue per Capita:							32.07	35.02	38.24	41.76	45.61
Resulting Revenue Estimate:							26.7	29.4	32.4	35.7	39.3
Revenue as % of Retail Sales:	.0036	.0036	.0039	.0040	.0042	.0042					
Mean % (82-87):	.00393%										
Resulting Revenue Estimate:							NM	25.9	27.9	30.3	32.6
MEAN REVENUE ESTIMATE:							<u>26.5</u>	<u>27.9</u>	<u>30.4</u>	<u>33.2</u>	<u>36.1</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.777	.788	.800	.813	.818	.824	.831	.841	.848	.856	.862
Retail Sales (billions):	4.1	4.4	4.6	5.1	5.3	5.7	6.1	6.6	7.1	7.7	8.3

Below-the-Line Listening Shares: 0 %
 Unlisted Station Listening: 8.3%
 Total Lost Listening: 8.3%
 Available Share Points: 91.7
 Number of Viable Stations: 13
 Mean Share Points per Station: 7.1
 Median Share Points per Station: 5.5
 Rev. per Available Share Point: \$263,904
 Estimated Rev. for Mean Station: \$1,873,719

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Managers predict 6% to 8% increase in 1988...Market reports to local accountant...

Household Income: \$35,205
 Median Age: 32.1 years
 Median Education: 12.5 years
 Median Home Value: \$45,800
 Population Change (1986-1991): 4.7%
 Retail Sales Change (1986-1991): 44.2%
 Number of B or C FM Stations: 5
 Revenue per AQH: \$21,549
 Cable Penetration: 45%

<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
White 70.3	<15 24.1	12-34 25.3	Non High School Grad 37.7
Black 28.4	15-30 27.9	25-54 51.6	High School Grad 28.4
Hispanic 1.0	30-50 27.8	55+ 23.1	College 1-3 years 15.5
Other 0.3	50-75 15.0		College 4+ years 18.4
	75+ 5.2		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Tobacco	Reynolds Metals (109)	Best Products	ER Carpenter
Textiles	Ethyl (215)	Central Fidelity Banks	
Government	James River Corp. (149)	CSX	
Pharmaceuticals	A.H. Robins (361)	Dominion Resources	
	Media General (403)	United Virginia Bankshares	
	Figgie International (323)	Universal Leaf Tobacco	
	Robertshaw Controls (490)	Signet Banking	

INC 500 Companies

Employment Breakdowns

Select Temporary Services
 Jox-Huber

By Industry (SIC):

1. Health Services	18,739	(6.6%)
2. Eating & Drinking Places	18,374	(6.5%)
3. Business Services	17,948	(6.3%)
4. Special Trade Contractor	14,339	(5.1%)
5. Tobacco Manufactures	13,538	(4.8%)
6. Wholesale Trade-Durable	13,398	(4.7%)
7. Chemicals & Allied Products	10,492	(3.7%)
8. Food Stores	9,354	(3.3%)
9. Wholesale Trade-Nondurable	8,191	(2.9%)
10. Banking	8,108	(2.9%)

By Occupation:

Manag/Prof.	83,721	(23.5%)
Tech/Sales/Admin.	119,829	(33.7%)
Service	45,108	(12.7%)
Farm/Forest/Fish	3,689	(1.1%)
Precision Prod.	42,891	(12.0%)
Oper/Fabri/Labor	60,347	(17.0%)

Total Metro Employees: 282,945
 Top 10 Total Employees: 132,481 (46.8%)

RICHMOND

Largest Local Banks

Sovran (9.4 Bil)
 United Virginia (6.9 Bil)
 Bank of Virginia (5.1 Bil)
 Central Fidelity (3.6 Bil)

Colleges and Universities

Virginia Commonwealth (19,773)
 University of Richmond (4,578)

Military Bases

Ft. Lee (9,403)
 Ft. A.P. Hill (340) ?
 Ft. Pickett (500) ?

Unemployment

Jun 79: 3.6%
 Dec 82: NA
 Sep 83: 4.4%
 Sep 84: 3.6%
 Aug 85: 4.4%
 Aug 85: 4.6%
 Aug 87: 3.6%

Total Full Time Students: 24,124

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Martin
 Finnigan
 Radford-Stewart
 Burford
 Ford & Westbrook

Largest Local Radio Accounts

Haynes Furniture
 McDonalds
 Circuit City
 Safeway
 Hardees

Source of Regional Dollars

Washington
 Baltimore
 Norfolk

80-90 Channels

101.1 Richmond

Highest Billing Stations

1. WRVA \$5,300,000
 2. WRVQ-F 4,400,000
 3. WEZS-F 3,800,000
 4. WRXL-F 3,600,000
 5. WPLZ-F 2,900,000
 6. WTVR A/F 1,800,000
 7. WQSF-F 900,000
 8. WRNL 850,000
 9.
 10.

Daily Newspapers

	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Richmond News Leader	141,500		245,700	Media General
Richmond Times-Dispatch		109,100		Media General

Miscellaneous Comments

"Virginia's center of gravity, its capital region at Richmond, has been prosperous for a good many years. All signs are that it will stay that way."

- The Book of America

COMPETITIVE MEDIA

Over the Air Television

WCVE	Richmond	23	PBS	
WRLH	Richmond	35		Gillett
WVRN	Richmond	63		Sudbrink
WTVR	Richmond	6	CBS	Park
WWBT	Richmond	12	NBC	Jeff-Pilot
WXEX	Petersburg	8	ABC	Nationwide

Manager's Comment

"This market is solid! The radio stations have common goals and get along very well."

Best Restaurants

La Petite France (French)
 La Pagliacci (Italian)
 Hugo's (steak)
 Aviary (continental)
 Tobacco Co.

Best Hotels

Marriott
 Hyatt
 Jefferson
 Commonwealth
 Omni

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 47,500,000	33.6	.0083
Radio	24,200,000	17.1	.0042
Newspaper	54,200,000	45.4	.0113
Outdoor	5,600,000	4.0	.0010
	<u>\$141,500,000</u>		<u>.0248</u>

WEATHER DATA

Elevation: 164
 Annual Precipitation: 43.8 in.
 Annual Snowfall: 14.3 in.
 Average Windspeed: 7.6 (S)

NOTE: Use Newspaper and Outdoor estimates with caution.

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	47.4	88.2	68.8
Avg. Min. Temp.:	27.6	67.5	46.7
Average Temp.:	37.5	77.9	57.8

Major Radio Station Sales Since 1983

1983	WLEE	From Nationwide to Gilcom	\$ 950,000
1984	WANT	Sold to Sinclair	900,000
1984	WXGI		250,000
1984	WRVA, WRVQ-F	From Harte-Hanks to Edens	14,700,000 (E)
1985	WANT	From Sinclair to Robinson	900,000
1985	WMGB, WQSF-F (Williamsburg)	Sold to Understein	2,000,000
1985	WRJY		400,000
1986	WSSV, WPLZ-F	From Eure to Mahone	6,500,000
1986	WRFK-F	Sold to Lucci	4,100,000
1987	WENZ		345,000
1987	WANT		700,000
1987	WEZS-F	From EZ to Eastern	16,000,000 (never completed)
1987	WEZS-F	From EZ to Ragan Henry	13,000,000 + Tax Cert.

NOTE: Some of these sales may not have been consummated.

DUNCAN'S RADIO MARKET GUIDE

Copyright 1988

RIVERSIDE - SAN BERNARDINO

1987 ARB Rank: 39
 1987 MSA Rank: 19
 1987 ADI Rank: Los Angeles ADI
 FM Base Value: \$4,200,000

1987 Revenue: \$14,000,000
 Rev per Share Point: \$468,227
 Population per Station: 61,933 (15)
 1987 Revenue Change: 12.0%

Manager's Market Ranking (current): 3.0
 Manager's Market Ranking (future): 3.7
 Duncan's Radio Market Grade: II D+
 Mathematical Market Grade: II C

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92	
Duncan Revenue Est.:	NA	NA	9.8	11.0	12.5	14.0						
Yearly Growth Rate (82-87):	Assigned future growth rate of 9.5%											
Projected Revenue Estimates:							15.3	16.8	18.4	20.1	22.0	
Revenue per Capita:	NA	NA	5.36	5.79	6.25	6.80						
Yearly Growth Rate (82-87):	Assigned future growth rate of 8%											
Projected Revenue per Capita:							7.34	7.93	8.57	9.25	9.99	
Resulting Revenue Estimate:							15.7	17.4	19.3	21.6	23.8	
Revenue as % of Retail Sales:	NA	NA	.0011	.0011	.0011	.0011						
Mean % (82-87):	.0011%											
Resulting Revenue Estimate:							14.7	16.3	17.7	19.5	20.9	

MEAN REVENUE ESTIMATE: 15.2 16.8 18.5 20.4 22.2

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	1.63	1.75	1.83	1.90	2.00	2.06	2.14	2.20	2.25	2.33	2.38
Retail Sales (billions):	7.7	8.6	9.2	10.3	11.2	12.2	13.4	14.8	16.1	17.7	19.0

Below-the-Line Listening Shares: 59.3%
 Unlisted Station Listening: 10.8%
 Total Lost Listening: 70.1%
 Available Share Points: 29.9
 Number of Viable Stations: 10.5
 Mean Share Points per Station: 2.85
 Median Share Points per Station: 2.6
 Rev. per Available Share Point: \$468,277
 Estimated Rev. for Mean Station: \$1,334,448

Confidence Levels

1987 Revenue Estimates: Much below normal
 1988-1992 Revenue Projections: Much below normal

COMMENTS

Market reports to Miller, Kaplan but many stations do not report...These estimates include only the stations listed under the "Radio Stations" section in American Radio...Managers predict anywhere from a 6% to a 22% increase in 1988...

Household Income: \$33,611
 Median Age: 31.9 years
 Median Education: 12.6 years
 Median Home Value: \$65,600
 Population Change (1986-1991): 15.9%
 Retail Sales Change (1986-1991): 57.1%
 Number of B or C FM Stations: 3 + 1 = 4
 Revenue per AQH: \$9,649
 Cable Penetration: NA

	Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White	77.4	<15	28.9	Non High School
Black	5.5	15-30	28.9	Grad 30.1
Hispanic	17.1	30-50	24.9	High School
Other	---	50-75	12.6	Grad 35.2
		75+	4.7	

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years
21.8
College 4+ years
12.9

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Aircraft Parts	Fleetwood Enterprises (261)		Alfred M. Lewis
Mobile Homes			Bourns
RV's			
Electronics			
Government			
Cement			

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Eating & Drinking Places	23,271	(10.3%)
2. Health Services	20,345	(9.0%)
3. Special Trade Contractor	12,946	(5.8%)
4. Food Stores	9,622	(4.3%)
5. Business Services	9,191	(4.1%)
6. Automotive Dealers	8,443	(3.8%)
7. General Merchandise Stores	8,131	(3.6%)
8. Miscellaneous Retail	6,799	(3.0%)
9. Wholesale Trade-Durable	6,033	(2.7%)
10. Transportation Equipment	5,764	(2.6%)

Total Metro Employees: 224,882
 Top 10 Total Employees: 110,545 (49.2%)

By Occupation:

Manag/Prof.	75,088	(21.2%)
Tech/Sales/Admin. Service	106,207	(30.0%)
Farm/Forest/Fish	49,442	(14.0%)
Precision Prod.	13,153	(3.7%)
Oper/Fabri/Labor	54,921	(15.6%)
	54,996	(15.5%)

RIVERSIDE - SAN BERNARDINO

Largest Local Banks

Security Pacific (NA)
First Interstate (NA)

Colleges and Universities

California State-San Bernardino (5,497)
University of California-Riverside (4,486)

Military Bases

Murch AFB (5,167)
Norton AFB (8,102)

Unemployment

Jun 79: 6.5%
Dec 82: NA
Sep 83: 11.0%
Sep 84: 9.1%
Aug 85: 8.0%
Aug 86: 7.0%
Aug 87: 6.0%

Total Full Time Students: 15,257

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Zimmer
Running Bear

Largest Local Radio Accounts

Source of Regional Dollars

80-90 Channels

None

Highest Billing Stations

1. KGGI-F 53,000,000
2. KDUO-F 2,100,000
3.
4.
5.
6.
7.
8.
9.
10.

Daily Newspapers

	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
San Bernardino Sun	82,600		88,300	Gannett
Riverside Press-Enterprise	138,900		145,100	

Miscellaneous Comments

* Part of Los Angeles ADI. Revenue for TV is this market's estimated contribution to total revenue in the ADI.

COMPETITIVE MEDIA

Over the Air Television

KSLD	Riverside	62		
KHSC	San Bernardino	46	Home Shopping	
KAGL	San Bernardino	30		
KSCI	San Bernardino	18		
KVCR	San Bernardino	24	PBS	

Other stations - See Los Angeles

Manager's Comment

"Better broadcasters have come into the market and they are raising the level of professionalism."

Best Restaurants

Joe Greensleeves
La'Pointeir
Salvatores

Best Hotels

Hilton
Sheraton

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 64,290,000	37.3	.0053
Radio	14,000,000	8.1	.0011
Newspaper	84,000,000	48.8	.0069
Outdoor	10,000,000	5.8	.0008
	<u>\$172,290,000</u>		<u>.0141</u>

NO WEATHER DATA AVAILABLE

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	KCKC		\$ 2,421,000
1983	KNTF-F		1,100,000
1984	KMEN, KGGI-F		5,000,000
1984	KFXM, KDUO-F	Sold to Henry	5,000,000
1986	KPRO		710,000
1986	KDIG, KBON-F		2,300,000
1986	KCAL-F	Sold to Tim Sullivan	4,000,000
1987	KMEN, KGGI-F	Sold to American	13,000,000
1987	KNTF-F		3,000,000

NOTE: Some of these sales may not have been consummated.

ROANOKE - LYNCHBURG

Largest Local Banks

Colonial-American (338 Mil)
 Dominion Bank (2.7 Bil)
 First Virginia (261 Mil)
 Sovran (NA)

Colleges and Universities

Roanoke College (1,455)

Total Full Time Students: 11,884

Military Bases

Unemployment

Jun 79: 5.5%
 Dec 82: NA
 Sep 83: 5.1%
 Sep 84: 3.8%
 Aug 85: 4.5%
 Aug 86: 4.9%
 Aug 87: 4.5%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Largest Local Radio Accounts

Source of Regional Dollars

80-90 Channels

Highest Billing Stations

Washington
 Richmond
 Lynchburg

106.9 Bedford
 Halfway between
 Roanoke & Lynchburg
 105.3 Roanoke
 101.5 Vinton
 7 NW of Roanoke

1. WXLK-F \$3,500,000
 2. WSLQ-F 1,250,000
 3. WPVR-F 1,100,000

Daily Newspapers

AM

PM

SUN

Owner

Roanoke Times & World News 79,800 44,000 127,600 Landmark
 Lynchburg News & Advance 41,984 (AD) 44,437

Miscellaneous Comments

COMPETITIVE MEDIA

Over the Air Television

WBRA	Roanoke	15	PBS	
WDBJ	Roanoke	7	CBS	Schurz
WSLS	Roanoke	10	NBC	Park
WSET	Lynchburg	13	ABC	Allbritton
WJPR	Lynchburg	21		

WEATHER DATA

Elevation: 1149
 Annual Precipitation: 40.1 in.
 Annual Snowfall: 25.0 in.
 Average Windspeed: 8.3 (SE)

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	45.6	85.9	66.8
Avg. Min. Temp.:	27.2	64.4	45.0
Average Temp.:	36.4	75.2	55.9

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$30,200,000	38.6	.0120
Radio	11,300,000	14.4	.0045
Newspaper	34,000,000	4.3	.0136
Outdoor	2,800,000	35.8	.0011
	<u>\$78,300,000</u>		<u>.0312</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1985	WSAY (Salem)	Sold to Willis	\$325,000
1986	WTOY		200,000
1987	WSAY	Sold by Willis	375,000

NOTE: Some of these sales may not have been consummated.

ROCHESTER

1987 ARB Rank: 42
 1987 MSA Rank: 47
 1987 ADI Rank: 71
 FM Base Value: \$4,900,000

1987 Revenue: \$23,000,000
 Rev per Share Point: \$278,450
 Population per Station: 52,463 (16)
 1987 Revenue Change: 8.0%

Manager's Market Ranking (current): 3.8
 Manager's Market Ranking (future): 4.2
 Duncan's Radio Market Grade: II B+
 Mathematical Market Grade: II A-

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	14.7	15.7	17.4	19.7	21.3	23.0					
Yearly Growth Rate (82-87):	9.4% (assigned rate of 8.0%)										
Projected Revenue Estimates:							24.8	26.8	29.0	31.3	33.8
Revenue per Capita:	14.94	15.89	17.58	19.86	21.45	23.12					
Yearly Growth Rate (82-87):	9.2%										
Projected Revenue per Capita:							25.25	27.57	30.11	32.88	35.90
Resulting Revenue Estimate:							25.1	27.5	30.0	33.2	36.3
Revenue as % of Retail Sales:	.0030	.0032	.0033	.0035	.0036	.0036					
Mean % (82-87):	.00355% (1985 to 87 only)										
Resulting Revenue Estimate:							23.8	25.2	26.6	28.4	30.2
							<u>MEAN REVENUE ESTIMATE:</u>				
							24.6	26.5	28.5	31.0	33.4

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.984	.988	.990	.992	.993	.995	.996	.998	.999	1.01	1.01
Retail Sales (billions):	4.9	5.1	5.2	5.5	5.9	6.3	6.7	7.1	7.5	8.0	8.5

Below-the-Line Listening Shares: 2.3%
 Unlisted Station Listening: 15.1%
 Total Lost Listening: 17.4%
 Available Share Points: 82.6
 Number of Viable Stations: 11
 Mean Share Points per Station: 7.5
 Median Share Points per Station: 7.4
 Rev. per Available Share Point: \$278,450
 Estimated Rev. for Mean Station: \$2,088,378

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Market reports to Coopers & Lybrand...No consensus about 1988 revenue increases...

Household Income: \$38,832
 Median Age: 32.3 years
 Median Education: 12.6 years
 Median Home Value: \$42,200
 Population Change (1986-1991): 1.3%
 Retail Sales Change (1986-1991): 36.0%
 Number of B or C FM Stations: 7
 Revenue per AQH: \$19,167
 Cable Penetration: 54%

Ethnic Breakdowns (%)

White 89.3
 Black 7.8
 Hispanic 1.9
 Other 1.0

Income Breakdowns (%)

<15 24.3
 15-30 27.4
 30-50 28.4
 50-75 15.4
 75+ 4.5

Age Breakdowns (%)

12-34 26.2
 25-54 48.5
 55+ 25.3

Education Levels

Non High School Grad 29.6
 High School Grad 35.0

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 16.3

College 4+ years 19.1

COMMERCE AND INDUSTRY

Important Business and Industries

Photo Equip.
 Electronics
 Office Equip.
 Engine Components

Fortune 500 Companies

Eastman Kodak (26)
 Bausch & Lomb (384)

Forbes 500 Companies

Rochester Community Savings Bank
 Rochester Gas & Electric

Forbes Largest Private Companies

Wegmans Food Markets

Other Major Corporations

Champion Products

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Instruments & Related Prod.	62,870	(17.7%)
2. Health Services	29,938	(8.4%)
3. Eating & Drinking Places	20,415	(5.7%)
4. Educational Services	18,873	(5.3%)
5. Machinery, Except Electr.	18,508	(5.2%)
6. Business Services	14,851	(4.2%)
7. Wholesale Trade-Durable	13,244	(3.7%)
8. Food Stores	12,374	(3.5%)
9. Electric & Electronic Eq.	12,004	(3.4%)
10. Miscellaneous Retail	9,207	(2.6%)

Total Metro Employees: 355,365
 Top 10 Total Employees: 212,284 (59.7%)

By Occupation:

Manag/Prof.	106,454	(24.3%)
Tech/Sales/Admin. Service	133,576	(30.4%)
Service	55,323	(12.6%)
Farm/Forest/Fish	7,746	(1.8%)
Precision Prod.	54,829	(12.5%)
Oper/Fabri/Labor	80,745	(18.4%)

ROCHESTER

Largest Local Banks

Chase Lincoln First (4.1 Bil)
 Security Trust (1.7 Bil)
 Central Trust (731 Mil)

Colleges and Universities

Rochester Tech (14,326)
 University of Rochester (8,559)
 SUNY-Brockport (7,162)

Military Bases

Seneca Army Depot (574)

Unemployment

Jun 79: 4.4%
 Dec 82: 8.1%
 Sep 83: 7.3%
 Sep 84: 5.4%
 Aug 85: 4.9%
 Aug 86: 5.5%
 Aug 87: 4.3%

Total Full Time Students: 39,400

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>
Jay	McDonalds	Buffalo	93.3 Avon	1. WVOR-F \$5,200,000
Hart Conway	Sibleys Dept. Store	Syracuse	21 S. of Rochester	2. WCMF-F 3,900,000
Blair	Patrick Pontiac	Albany	106.7 Irondequist	3. WPXY A/F 3,200,000
	Rosa & Sullivan Appliance		8 N. of Rochester	4. WHAM 2,200,000
	Flannigans Furniture		105.9 Rochester	5. WKLX-F 2,100,000
			102.7 Webster	WEZO-F 2,100,000
			16 E. of Rochester	7. WBEE-F 1,200,000
				8. WZSH-F 1,000,000
				9. WDCX-F 950,000
				10. WBBF 650,000

<u>Daily Newspapers</u>	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Rochester Democrat & Chronicle	125,000		258,500	Gannett
Rochester Times-Union		97,600		Gannett

Miscellaneous Comments

"quiet, conservative, contented, and Kodak."

- The Book of America

COMPETITIVE MEDIA

Over the Air Television

WHEC	Rochester	10	CBS	Viacom
WOKR	Rochester	13	ABC	
WROC	Rochester	8	NBC	TV Partners
WUHF	Rochester	31		Malrite
WXXI	Rochester	21	PBS	

Manager's Comment

"Great rates, great economy, great radio management and underradioed."

Best Restaurants

Cafe Elise (French)
 Edwards (continental)
 Fornatano's (Italian)
 Rio Bamba

Best Hotels

Strathallen
 Rochester Plaza

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 46,900,000	33.2	.0075
Radio	23,000,000	16.3	.0036
Newspaper	65,700,000	46.5	.0104
Outdoor	5,600,000	4.0	.0009
	<u>\$141,200,000</u>		<u>.0224</u>

WEATHER DATA

Elevation: 547
 Annual Precipitation: 32.6 in.
 Annual Snowfall: 86.1 in.
 Average Windspeed: 9.7 (WSW)

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	31.3	82.2	57.2
Avg. Min. Temp.:	16.7	60.2	38.6
Average Temp.:	24.0	71.2	47.9

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WCMF-F	From Scornix to Stoner	\$5,100,000
1984	WNYR, WEZO-F	From Malrite to Grace	7,360,000
1984	WPXY A/F	From Associated to Pyramid	5,900,000 (E)
1985	WHAM, WZKC-F	From Rust to Lincoln	7,300,000
1985	WZKC-F	From Lincoln to Josephson	2,050,000
1985	WYLF-F		2,100,000
1986	WZKC-F	From Saga to First Valley	3,700,000
1986	WNYF, WEZO-F	From Grace to Israel	9,000,000
1986	WBBF, WMJQ-F	From LIN to Heritage	7,300,000

NOTE: Some of these sales may not have been consummated.

ROCKFORD

1987 ARB Rank: 139	1987 Revenue: \$6,900,000	Manager's Market Ranking (current): 3.5
1987 MSA Rank: 158	Rev per Share Point: \$112,378	Manager's Market Ranking (future): 3.5
1987 ADI Rank: 115	Population per Station: 28,788 (8)	Duncan's Radio Market Grade: NA
FM Base Value: NA	1987 Revenue Change: 6.2%	Mathematical Market Grade: IV B

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	4.9	5.2	5.6	6.1	6.5	6.9					
Yearly Growth Rate (82-87): 7.1% (assigned rate of 6.5%)											
Projected Revenue Estimates:							7.3	7.8	8.3	8.9	9.4
Revenue per Capita:	18.77	19.22	19.86	21.63	22.89	24.30					
Yearly Growth Rate (82-87): 5.3%											
Projected Revenue per Capita:							25.59	26.94	28.37	29.88	31.46
Resulting Revenue Estimate:							7.3	7.7	8.1	8.5	8.9
Revenue as % of Retail Sales:	.0043	.0042	.0037	.0038	.0038	.0038					
Mean % (82-87): .00378% (84-87 only)											
Resulting Revenue Estimate:							7.2	7.6	8.1	8.8	9.4
<u>MEAN REVENUE ESTIMATE:</u>							<u>7.3</u>	<u>7.7</u>	<u>8.2</u>	<u>8.7</u>	<u>9.2</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.277	.281	.282	.282	.284	.284	.284	.284	.284	.284	.284
Retail Sales (billions):	1.2	1.3	1.5	1.6	1.69	1.8	1.9	2.0	2.14	2.34	2.5

Below-the-Line Listening Shares:	26.2%	<u>Confidence Levels</u>
Unlisted Station Listening:	12.4%	
Total Lost Listening:	38.6%	1987 Revenue Estimates: Slightly below normal
Available Share Points:	61.4	1988-1992 Revenue Projections: Slightly below normal
Number of Viable Stations:	7	
Mean Share Points per Station:	8.8	<u>COMMENTS</u>
Median Share Points per Station:	6.3	Managers predict 6% to 7% increase in 1988...
Rev. per Available Share Point:	\$112,378	
Estimated Rev. for Mean Station:	\$988,925	

Household Income: \$34,346	<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
Median Age: 31.9 years	White 90.4	<15 24.6	12-34 25.4	Non High School
Median Education: 12.4 years	Black 7.2	15-30 28.8	25-54 50.0	Grad 32.5
Median Home Value: \$44,800	Hispanic 2.4	30-50 31.1	55+ 24.6	High School
Population Change (1986-1991): 0.1%	Other ---	50-75 11.6		Grad 40.2
Retail Sales Change (1986-1991): 38.4%		75+ 3.6		College 1-3 years
Number of B or C FM Stations: 1				14.1
Revenue per AQH: \$22,623				College 4+ years
Cable Penetration: 58%				13.2

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
--	------------------------------	-----------------------------	---

Metal Fasteners	Sunstrand (236)
Farm Machinery	
Machine Tools	
Agribusiness	
Textile Machinery	<u>Other Major Corporations</u>

J.L. Clark
Barber-Colman

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Machinery, Except Electr.	12,800	(12.0%)
2. Fabricated Metal Products	10,115	(9.5%)
3. Transportation Equipment	9,005	(8.4%)
4. Health Services	8,692	(8.2%)
5. Eating & Drinking Places	6,647	(6.2%)
6. Wholesale Trade-Durable	4,276	(4.0%)
7. Business Services	3,682	(3.5%)
8. Food & Kindred Products	3,090	(2.9%)
9. General Merchandise Stores	2,991	(2.8%)
10. Food Stores	2,868	(2.7%)

Total Metro Employees: 106,589
Top 10 Total Employees: 64,166 (60.2%)

By Occupation:

Manag/Prof.	25,766	(19.8%)
Tech/Sales/Admin. Service	37,218	(28.7%)
Farm/Forest/Fish	14,860	(11.4%)
Precision Prod.	1,953	(1.5%)
Oper/Fabri/Labor	18,452	(14.2%)
	31,704	(24.4%)

ROCKFORD

Largest Local Banks

Amcore (683 Mil)
 First Nat. (356 Mil)
 United (170 Mil)

Colleges and Universities

Rock Valley (8,363)
 Rockford College (1,421)

Military Bases

Unemployment

Jun 79: 5.6%
 Dec 82: 17.0%
 Sep 83: 12.9%
 Sep 84: 8.5%
 Aug 85: 10.2%
 Aug 86: 8.7%
 Aug 87: 8.9%

Total Full Time Students: 2,520

RADIO BUSINESS INFORMATION

Heavy Agency
 Radio Users

Largest Local
 Radio Accounts

Source of
 Regional Dollars

80-90 Channels

Highest Billing Stations

American TV
 Rockford Metro
 The Bedroom
 Leath Furniture

Madison
 Chicago

106.1 Oregon
 20 SW of Rockford

1. WROK \$2,000,000
 WZOK-F 2,000,000

- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Daily Newspapers

AM

PM

SUN

Owner

Rockford Register-Star 69,900 87,900 Gannett

Miscellaneous Comments

"...quintessential blue-collar town...Rockford is the American Foundry personified."

- The Book of America

COMPETITIVE MEDIA

Over the Air Television

WIFR	Rockford	23	CBS	
WQRF	Rockford	39		Family Group
WREX	Rockford	13	ABC	TV Partners
WTVO	Rockford	17	NBC	

Best Restaurants

Best Hotels

Mayflower (seafood)
 Jungle Jim's (seafood)
 Giovanni's (Italian)
 Bellamy's (French)

Clock Tower
 Marriott

NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$17,000,000	37.0	.0094
Radio	6,900,000	15.0	.0038
Newspaper	20,600,000	44.9	.0114
Outdoor	1,400,000	3.1	.0008
	<u>\$45,900,000</u>		<u>.0254</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1986 WXTA, WYBR-F From Sentry to North Star \$1,200,000 (E)

NOTE: Some of these sales may not have been consummated.

DUNCAN'S RADIO MARKET GUIDE

Copyright 1988

SACRAMENTO

1987 ARB Rank: 32
 1987 MSA Rank: 35
 1987 ADI Rank: 20
 FM Base Value: \$10,000,000

1987 Revenue: \$42,900,000
 Rev per Share Point: \$519,370
 Population per Station: 56,989 (19)
 1987 Revenue Change: 8.0%

Manager's Market Ranking (current): 4.5
 Manager's Market Ranking (future): 4.5
 Duncan's Radio Market Grade: I A-
 Mathematical Market Grade: I A-

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92	
Duncan Revenue Est.:	25.2	27.3	32.2	37.0	39.7	42.9						
Yearly Growth Rate (82-87): 11.3% (assigned future rate of 8.5%)												
Projected Revenue Estimates:							46.5	50.5	54.8	59.4	64.5	
Revenue per Capita:	21.18	22.38	25.97	29.13	30.53	32.26						
Yearly Growth Rate (82-87): 8.9% (assigned rate of 7.5%)												
Projected Revenue per Capita:							34.68	37.28	40.08	43.08	46.31	
Resulting Revenue Estimate:							47.5	51.4	56.9	62.5	69.0	
Revenue as % of Retail Sales:	.0041	.0040	.0045	.0046	.0046	.0045						
Mean % (82-87): .0045% (84-87 only)												
Resulting Revenue Estimate:							45.9	50.0	54.4	59.0	63.4	
MEAN REVENUE ESTIMATE:							<u>46.6</u>	<u>50.6</u>	<u>55.4</u>	<u>60.3</u>	<u>65.6</u>	

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	1.19	1.22	1.24	1.27	1.30	1.33	1.37	1.38	1.42	1.45	1.49
Retail Sales (billions):	6.1	6.9	7.2	8.1	8.6	9.4	10.2	11.1	12.1	13.1	14.1

Below-the-Line Listening Shares: 4.6%
 Unlisted Station Listening: 12.8%
 Total Lost Listening: 17.4%
 Available Share Points: 82.6
 Number of Viable Stations: 14.5
 Mean Share Points per Station: 5.7
 Median Share Points per Station: 6.1
 Rev. per Available Share Point: \$519,370
 Estimated Rev. for Mean Station: \$2,960,412

Confidence Levels

1987 Revenue Estimates: Slightly below normal
 1988-1992 Revenue Projections: Slightly below normal

COMMENTS

Market reports to Coopers & Lybrand...Managers expect a 7% to 8% increase in 1988...

	Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
Household Income: \$35,054				
Median Age: 32.0 years				
Median Education: 12.8 years				
Median Home Value: \$67,200				
Population Change (1986-1991): 11.2%	White 83.8	<15 27.8	12-34 25.5	Non High School
Retail Sales Change (1986-1991): 51.8%	Black 5.0	15-30 28.1	25-54 51.0	Grad 22.3
Number of B or C FM Stations: 9	Hispanic 9.6	30-50 25.6	55+ 23.5	High School
Revenue per AQH: \$27,290	Other 1.6	50-75 13.7		Grad 34.2
Cable Penetration: 39%		75+ 4.8		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 23.9
 College 4+ years 19.6

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Aerospace
 Government
 Agribusiness
 Military

Other Major Corporations

Raley's
 Down River Products
 Pacific Coast Building
 Levy & Zentner

Raley's
 McClatchy Newspapers
 Bob Frink Management

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Eating & Drinking Places	33,249	(11.1%)
2. Health Services	28,343	(9.4%)
3. Business Services	17,641	(5.9%)
4. Wholesale Trade-Durable	13,134	(4.4%)
5. Special Trade Contractor	12,444	(4.1%)
6. Food Stores	12,238	(4.1%)
7. Miscellaneous Retail	11,047	(3.7%)
8. Automotive Dealers	10,068	(3.4%)
9. Wholesale Trade-Nondurable	9,040	(3.0%)
10. Communication	8,749	(2.9%)

Total Metro Employees: 300,246
 Top 10 Total Employees: 155,953 (51.9%)

By Occupation:

Manag/Prof.	120,719	(25.4%)
Tech/Sales/Admin.	168,195	(35.4%)
Service	67,778	(14.2%)
Farm/Forest/Fish	11,678	(2.5%)
Precision Prod.	55,777	(11.7%)
Oper/Fabri/Labor	51,394	(10.8%)

SACRAMENTO

<u>Largest Local Banks</u>	<u>Colleges and Universities</u>	<u>Military Bases</u>	<u>Unemployment</u>
Bank of America (NA) Crocker (NA) Security Pacific (NA) Union (NA) First Interstate (NA)	California State (20,226) University of California-Davis (18,141) Total Full Time Students: 45,915	McClellan AFB (3,500) Beale AFB (4,000) Mather AFB (4,900) Travis AFB (13,400)	Jun 79: 6.8% Dec 82: NA Sep 83: 9.5% Sep 84: 7.2% Aug 85: 6.9% Aug 86: 5.4% Aug 87: 5.0%

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>
Girvin Conrad Runyon, Saltzman RPM Western Int. Horizon Mering	Mervyns Safeway Snider Auto Sales Raley's Weinstocks Sacramento Savings	San Francisco Los Angeles	103.5 Sacramento	1. KRAK A/F \$8,000,000 2. KXOA-F 6,800,000 3. KFBK 5,400,000 4. KZAP-F 4,500,000 5. KSFM-F 4,400,000 6. KCTC-F 3,700,000 7. KWOD-F 2,400,000 8. KROY-F 2,100,000 9. KRXQ-F 1,800,000 10. KAER-F 1,500,000 11. KRCX 800,000 KHYL-F 300,000
<u>Daily Newspapers</u>	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Sacramento Bee Sacramento Union	245,400 90,900		289,100 89,600	McClatchy

Miscellaneous Comments

* Split ADI with Stockton and Modesto. TV revenue is estimate of Sacramento's share. Total TV revenue for ADI is estimated at \$150,000,000.

COMPETITIVE MEDIA

Over the Air Television

KCMY Sacramento 29			
KCRA Sacramento 3	NBC	Kelly	
KCSO Modesto 19			
KOVR Stockton 13	ABC	Narragansett	
KRBK Sacramento 31			
KTXL Sacramento 40			
KVIE Sacramento 6	PBS		
KXTV Sacramento 10	CBS	Belo	

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$118,000,000	39.5	.0126
Radio	42,900,000	14.4	.0045
Newspaper	129,000,000	43.2	.0137
Outdoor	8,600,000	2.9	.0009
	<u>\$298,500,000</u>		<u>.0317</u>

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	KRCX, KDJQ-F	Sold to Fuller-Jeffrey	\$ 3,500,000
1984	KSMJ, KSFM-F	Sold to Duffy	10,000,000
1984	KZAP-F	From Western Cities to Nationwide	9,600,000
1985	KROY-F	Sold to Commonwealth	9,000,000 (E)
1986	KRAK A/F	From Affiliated to EZ	15,200,000
1986	KAHI/KHYL-F (Auburn)	Sold to Parker	8,000,000
1987	KFBK/KAER-F	From McClatchy to Westinghouse	20,000,000
1987	KEBR-F	Sold to Duchossois	8,240,000
1987	KSMJ/KSFM-F	From Duffy to Genesis	16,500,000 (E)

NOTE: Some of these sales may not have been consummated.

SAGINAW - BAY CITY - MIDLAND

1987 ARB Rank: 104
 1987 MSA Rank: 111
 1987 ADI Rank: 60 (w/Flint)
 FM Base Value: \$3,300,000

1987 Revenue: \$9,100,000
 Rev per Share Point: \$103,292
 Population per Station: 27,883 (12)
 1987 Revenue Change: 5.8%

Manager's Market Ranking (current): 3.4
 Manager's Market Ranking (future): 3.8
 Duncan's Radio Market Grade: III D+
 Mathematical Market Grade: III C-

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92	
Duncan Revenue Est.:	6.4	6.7	7.3	8.0	8.6	9.1						
Yearly Growth Rate (82-87):	7.6% (assigned rate of 5.6%)											
Projected Revenue Estimates:							9.6	10.1	10.7	11.3	11.9	
Revenue per Capita:	15.72	16.42	17.85	19.51	21.03	22.30						
Yearly Growth Rate (82-87):	6.2%											
Projected Revenue per Capita:							23.68	25.15	26.71	28.37	30.13	
Resulting Revenue Estimate:							9.6	10.2	10.7	11.4	12.1	
Revenue as % of Retail Sales:	.0036	.0032	.0032	.0033	.0031	.0031						
Mean % (82-87):	.00318% (83-87 only)											
Resulting Revenue Estimate:							9.9	10.5	11.1	11.9	12.4	
<u>MEAN REVENUE ESTIMATE:</u>							9.7	10.3	10.8	11.5	12.1	

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	.407	.408	.409	.410	.409	.408	.406	.404	.402	.401	.400
Retail Sales (billions):	1.8	2.1	2.3	2.5	2.77	2.9	3.1	3.3	3.5	3.74	3.9

Below-the-Line Listening Shares: 5.3%
 Unlisted Station Listening: 6.6%
 Total Lost Listening: 11.9%
 Available Share Points: 88.1
 Number of Viable Stations: 9.5
 Mean Share Points per Station: 9.3
 Median Share Points per Station: 5.8
 Rev. per Available Share Point: \$103,292
 Estimated Rev. for Mean Station: \$960,613

Confidence Levels

1987 Revenue Estimates: Below normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Managers predict a 3% to 4% revenue increase in 1988...

Household Income: \$32,341
 Median Age: 30.5 years
 Median Education: 12.4 years
 Median Home Value: \$38,500
 Population Change (1986-1991): -2.0%
 Retail Sales Change (1986-1991): 35.1%
 Number of B or C FM Stations: 3
 Revenue per AQH: \$16,576
 Cable Penetration: NA

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 87.6	<15 29.2	12-34 27.8	Non High School
Black 8.7	15-30 28.2	25-54 49.7	Grad 32.7
Hispanic 3.7	30-50 28.2	55+ 22.5	High School
Other ---	50-75 11.0		Grad 40.5
	75+ 3.4		College 1-3 years 14.2
			College 4+ years 12.6

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Automotive	Dow Chemical (27)		
Chemicals	Dow Corning (283)		
Foundries			

INC 500 Companies

R.M. Wieland

Employment Breakdowns

By Industry (SIC):

1. Transportation Equipment	17,831	(15.2%)
2. Health Services	12,544	(10.7%)
3. Eating & Drinking Places	9,618	(8.2%)
4. Primary Metal Industries	7,949	(6.8%)
5. Chemicals & Allied Prod.	5,695	(4.8%)
6. Food Stores	4,243	(3.6%)
7. General Merchandise Stores	3,665	(3.1%)
8. Automotive Dealers	3,126	(2.7%)
9. Miscellaneous Retail	3,107	(2.6%)
10. Wholesale Trade-Durable	2,998	(2.6%)

Total Metro Employees: 117,512
 Top 10 Total Employees: 70,776 (60.2%)

By Occupation:

Manag/Prof.	32,135	(20.0%)
Tech/Sales/Admin.	45,838	(28.5%)
Service	22,823	(14.2%)
Farm/Forest/Fish	2,330	(1.4%)
Precision Prod.	23,840	(14.9%)
Oper/Fabri/Labor	33,819	(21.0%)

SAGINAW - BAY CITY - MIDLAND

Largest Local Banks

New Century-Bay City (370 Mil)
 Chemical-Midland (411 Mil)
 Second Nat.-Saginaw (592 Mil)
 NBD-Saginaw (126 Mil)

Colleges and Universities

Saginaw Valley (4,833)

Total Full Time Students: 8,379

Military Bases

Unemployment

Jun 79: 9.1%
 Dec 82: 18.6%
 Sep 83: 12.7%
 Sep 84: 12.3%
 Aug 85: 12.4%
 Aug 86: 8.6%
 Aug 87: 8.0%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Gibson Kelly
 Sam Britton

Largest Local Radio Accounts

McDonald Pontiac
 Meijer Dept.
 Art Van Furniture
 Martin Chevy
 Highland Appliance
 Dambros Appliance

Source of Regional Dollars

Flint
 Detroit
 Grand Rapids

80-90 Channels

104.5 Saginaw
 98.9 Vassar
 19 E. of Saginaw
 100.5 Carrollton
 Between Bay City
 and Saginaw
 97.3 Essexville
 2 E. of Bay City

Highest Billing Stations

1. NO RELIABLE
2. ESTIMATES AVAILABLE
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Daily Newspapers

	AM	PM	SUN	Owner
Saginaw News		56,500	63,000	Newhouse
Midland News		20,000(E)		
Bay City Times		38,800	47,400	Newhouse

Miscellaneous Comments

* Split ADI with Flint. TV revenue is estimate of the Saginaw/Bay City share. Total TV revenue for ADI is estimated at \$41,100,000.

COMPETITIVE MEDIA

Over the Air Television

See Flint

Best Restaurants

Sullivan's (variety)
 Wagner's Steak House
 Treasurer Island
 Bay Valley

Best Hotels

Sheraton
 Bay Valley Resort

NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$17,200,000	30.6	.0059
Radio	9,100,000	16.2	.0031
Newspaper	27,200,000	48.3	.0094
Outdoor	2,800,000	5.0	.0010
	<u>\$56,300,000</u>		<u>.0194</u>

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1985	WKQZ-F (Midland)		\$ 340,000
1986	WGER-F	Sold to Booth	4,600,000
1986	WIOG-F	From Booth to Fitzgerald	2,550,000
1987	WBCM (Bay City)		125,000

NOTE: Some of these sales may not have been consummated.

ST. LOUIS

1987 ARB Rank: 15
 1987 MSA Rank: 12
 1987 ADI Rank: 18
 FM Base Value: \$5,200,000

1987 Revenue: \$60,000,000
 Rev per Share Point: \$634,249
 Population per Station: 71,296 (28)
 1987 Revenue Change: -1.6%

Manager's Market Ranking (current): 2.8
 Manager's Market Ranking (future): 3.4
 Duncan's Radio Market Grade: I C-
 Mathematical Market Grade: I C-

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	48.1	50.0	53.5	57.1	61.0	60.0					
Yearly Growth Rate (82-87): 4.4%											
Projected Revenue Estimates:							62.6	65.4	68.3	71.3	74.4
Revenue per Capita:	20.21	20.92	22.29	23.60	24.90	24.39					
Yearly Growth Rate (82-87): 3.9%											
Projected Revenue per Capita:							25.34	25.33	27.36	28.42	29.53
Resulting Revenue Estimate:							62.5	65.3	68.1	71.1	74.1
Revenue as % of Retail Sales:	.0038	.0036	.0037	.0037	.0038	.0035					
Mean % (82-87): .0036%											
Resulting Revenue Estimate:							66.2	70.2	76.3	81.4	86.4

MEAN REVENUE ESTIMATE:

63.8 67.0 70.9 74.6 78.3

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	2.38	2.39	2.40	2.42	2.45	2.46	2.47	2.48	2.49	2.50	2.51
Retail Sales (billions):	12.6	13.7	14.3	15.4	16.1	17.2	18.4	19.5	21.2	22.6	24.0

Below-the-Line Listening Shares: 0 %
 Unlisted Station Listening: 5.4%
 Total Lost Listening: 5.4%
 Available Share Points: 94.6
 Number of Viable Stations: 21
 Mean Share Points per Station: 4.5
 Median Share Points per Station: 2.5
 Rev. per Available Share Point: \$634,249
 Estimated Rev. for Mean Station: \$2,854,123

Confidence Levels

1987 Revenue Estimates: Slightly below normal
 1988-1992 Revenue Projections: Slightly below normal

COMMENTS

Market now reports to Miller, Kaplan...This is the first revenue report for several years...I had been about \$4,000,000 too low in previous years...About 10 low rated stations still do not report to Miller, Kaplan so I made estimates for them...Managers predict 2% to 3% revenue increase in 1988...

Household Income: \$35,349
 Median Age: 32.6 years
 Median Education: 12.4 years
 Median Home Value: \$42,200
 Population Change (1986-1991): 1.9%
 Retail Sales Change (1986-1991): 39.8%
 Number of B or C FM Stations: 14
 Revenue per AQH: \$17,427
 Cable Penetration: 37%

	<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
White	82.8	<15 25.8	12-34 25.3	Non High School
Black	16.2	15-30 27.5	25-54 48.4	Grad 35.9
Hispanic	0.9	30-50 27.3	55+ 26.3	
Other	0.1	50-75 14.0		High School
		75+ 5.4		Grad 34.4

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 14.1
 College 4+ years 15.6

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Transport Equip.	McDonnell Douglas (23)	Boatman's Banchshares	Apex Oil
Automotive	General Dynamics (36)	Brown Group	Greybar Electric
Aerospace	Anheuser-Busch (43)	Centerre Bancorp.	McCarthy
Beer	Monsanto (55)	May Department Stores	Seven-Up
Chemicals	Ralston Purina (65)	Mercantile Bancorporation	Marite
Soaps/Detergents	Emerson Electric (73)	Southwestern Bell	United Van Lines
	Interco (154)	Union Electric	Alberici
	Chromalloy American (351)	Wetterau	ACF Industries
	Kellwood (438)		Harbour Group
			HBE

INC 500 Companies

Employment Breakdowns

American Delivery Service
 Royal Waterbeds
 Vocational Training Center
 Bax Engineering
 Personal Perform.
 Consultants
 Rod Thomas Enterprises
 Professional Business
 Schools
 Market Productions
 Cejka

By Industry (SIC):

1. Health Services	83,078	(9.6%)
2. Eating & Drinking Places	58,789	(6.8%)
3. Transportation Equipment	51,742	(6.0%)
4. Business Services	47,343	(5.5%)
5. Wholesale Trade-Durable	39,802	(4.6%)
6. Special Trade Contractor	29,668	(3.4%)
7. Educational Services	25,182	(2.9%)
8. Food Stores	24,003	(2.8%)
9. Membership Organizations	22,735	(2.6%)
10. General Merchandise Stores	22,443	(2.6%)

By Occupation:

Manag/Prof.	234,618	(22.8%)
Tech/Sales/Admin.	338,579	(32.9%)
Service	140,261	(13.7%)
Farm/Forest/Fish	12,384	(1.2%)
Precision Prod.	123,159	(12.0%)
Oper/Fabri/Labor	179,274	(17.4%)

DUNCAN'S RADIO MARKET GUIDE
 Copyright 1988

Total Metro Employees: 862,694
 Top 10 Total Employees: 404,785 (46.9%)

ST. LOUIS

Largest Local Banks

Mercantile (4.0 Bil)
Centerre (3.1 Bil)
Roatmen's (3.1 Bil)

Colleges and Universities

University of Missouri-St. Louis (11,596)
Washington University (10,610)
St. Louis University (8,567)

Military Bases

Scott AFB (6,322) ?

Unemployment

Jun 79: 5.1%
Dec 82: NA
Sep 83: 10.0%
Sep 84: 7.4%
Aug 85: 7.5%
Aug 86: 7.1%
Aug 87: 5.6%

Total Full Time Students: 52,053

RAIO BUSINESS INFORMATION

Heavy Agency Radio Users

Kupper
Turec
Stolz
Kerlick
BHN

Largest Local Radio Accounts

Source of Regional Dollars

80-90 Channels

Highest Billing Stations

None

1. KMOX	\$18,400,000
2. KSHE-F	7,600,000
3. KYKY-F	5,500,000
4. KMJM-F	4,300,000
5. KSD-F	3,800,000
6. KEZK-F	3,700,000
7. KHTR-F	2,800,000
8. WIL A/F	2,500,000
9. KWK-F	2,100,000
10. KUSA	1,800,000

Daily Newspapers

	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
St. Louis Post-Dispatch	357,314		549,000	Pulitzer

Miscellaneous Comments

Manager's Comment

"This market has traditionally been underpriced because of KMOX's conscious or unconscious decision not to be aggressive in raising rates...I can't figure this town out. The economy here is stable and diverse but radio revenues do not reflect that. Most industry people blame the non-aggressiveness of KMOX but I'm not sure that is the only reason."

COMPETITIVE MEDIA

Over the Air Television

KDNL	St. Louis	30		Cox
KETC	St. Louis	9	PBS	
KMOV	St. Louis	4	CBS	Viacom
KNLC	St. Louis	24		
KPLR	St. Louis	11		
KSNK	St. Louis	5	NBC	Multimedia
KTVI	St. Louis	2	ABC	Times-Mirror

Best Restaurants

Tony's
Oominic's
Agostino's
Chez Loui

Best Hotels

Omni
Majestic
Seven Gables
Marriott Pavillion

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$138,200,000	37.5	.0080
Radio	60,000,000	16.3	.0035
Newspaper	157,000,000	42.6	.0091
Outdoor	13,600,000	3.7	.0008
	<u>\$368,800,000</u>		<u>.0214</u>

WEATHER DATA

Elevation: 535
Annual Precipitation: 36.7 in.
Annual Snowfall: 17.8 in.
Average Windspeed: 9.5 (SW)

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	39.9	88.4	65.6
Avg. Min. Temp.:	22.6	68.8	46.2
Average Temp.:	31.3	78.6	55.9

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	KSHE-F	From Century to Emmis	\$7,500,000
1983	KGLO, KWK-F	From Doubleday to Robinson	4,500,000
1984	KYKY-F	From Surrey to EZ	4,000,000
1984	WESL	Sold to Willis	700,000
1985	KXOK	Sold by Storz	2,000,000
1986	KMJM-F	From Amaturto to Keymarket	NA
1986	KGLO, KWK-F	Sold to Chase	6,900,000
1986	WIL A/F	From LIN to Heritage	9,400,000
1986	KLTH-F (Florissant)		3,500,000

NOTE: Some of these sales may not have been consummated.

OUNCAN'S RADIO MARKET GUIDE

Copyright 1988

SALINAS - SEASIDE - MONTEREY - SANTA CRUZ

Largest Local Banks

Valley Nat. (231 Mil)
Crocker (NA)
Security Pacific (NA)
Bank of America (NA)
First Interstate (NA)

Colleges and Universities

Monterey Inst. (435)
Monterey Peninsula College (5,656)

Total Full Time Students: 15,182

Military Bases

Presidio of Monterey (5,820)
Naval Postgrad School (2,012) ?
Ford Ord (20,019)

Unemployment

Jun 79: 8.0%
Dec 82: NA
Sep 83: 9.4%
Sep 84: 8.0%
Aug 85: 8.4%
Aug 86: 7.4%
Aug 87: 6.2%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Admakers

Largest Local Radio Accounts

Mervyn's
Coke and Pepsi
McDonalds
Dores Superstores

Source of Regional Dollars

San Jose
San Francisco

80-90 Channels

104.3 Gonzales
18 SE
97.9 Salinas
105.3 Soledad
26 SE of Salinas

Highest Billing Stations

1. KWAV-F \$1,800,000
2. KTOM A/F 1,700,000
3. KDON-F 1,300,000
4. KMBY-F 1,200,000
5. KCTY, KRAY-F 950,000
6. KLRS-F 875,000
7. KBOQ-F 800,000
8.
9.
10.

Daily Newspapers

	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Monterey Herald	33,100		34,700	
Salinas Californian		22,600		Gannett

Miscellaneous Comments

Manager's Comment

"With new owners and competitors this is a tougher market but it is also exciting to be a part of the market as it matures and improves."

COMPETITIVE MEDIA

Over the Air Television

KCBA	Salinas	35		Ackerly
KMST	Monterey	46		CBS Retlaw
KSBW	Salinas	8		NBC Gillett
KSMS	Monterey	67		

Best Restaurants

Casanova (Italian)
Old Bath House
Club 19 (steak/seafood)
Rio Grill
La Provance

Best Hotels

Lodge at Pebble Beach
Highlands Inn
La Playa
Quail Lodge

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$31,300,000	43.4	.0092
Radio	11,000,000	15.3	.0032
Newspaper	27,400,000	38.0	.0081
Outdoor	2,400,000	3.3	.0007
	<u>\$72,100,000</u>		<u>.0212</u>

NO WEATHER DATA AVAILABLE

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1985	KBOQ-F	Sold to Compass	\$2,100,000
1985	KMBY-F		1,100,000
1986	KXES		400,000
1986	KDON A/F	From Grace to Henry	5,000,000
1987	KIDD, KWST-F	From Walton to Woods	1,600,000
1987	KBOQ-F		2,980,000
1987	KNZS, KMBY-F		4,200,000

NOTE: Some of these sales may not have been consummated.

SALT LAKE CITY

Largest Local Banks

Zions First (2.7 Bil)
 First Interstate (961 Mil)
 Valley Bank (726 Mil)
 Continental (274 Mil)
 Tracy Collins (252 Mil)

Colleges and Universities

University of Utah (24,568)
 Weber State (10,130)

Total Full Time Students: 53,708

Military Bases

Dugway Proving Grounds (1,067)
 Hill AFB (20,658)

Unemployment

Jun 79: 3.9%
 Dec 82: 8.2%
 Sep 83: 7.8%
 Sep 84: 5.5%
 Aug 85: 4.8%
 Aug 86: 4.8%
 Aug 87: 5.5%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Evans
 Scopes Garcia
 Harris & Love

Largest Local Radio Accounts

Mervyns
 McDonalds
 Coca Cola
 Wagstaff's Toyota
 RC Willey

Source of Regional Dollars

Denver
 Los Angeles

80-90 Channels

None

Highest Billing Stations

1. KSL \$5,200,000
 2. KSFI-F 2,800,000
 3. KRSP-F 2,500,000
 4. KKAT-F 2,400,000
 5.
 6.
 7.
 8.
 9.
 10.

Daily Newspapers

	AM	PM	SUN	Owner
Salt Lake City Tribune	112,600		142,600	
Salt Lake City Deserit News		63,200	70,000	
JOA				

Miscellaneous Comments

"Salt Lake City is not just another provincial city. No distant board of directors makes the great decisions for Salt Lake City; this is not branch town. Its fate lies foremost in the hands of the General Authorities of the church, for whom it is mecca."

- The Book of America

COMPETITIVE MEDIA

Over the Air Television

KSL	Salt Lake City	5	CBS	Bonneville
KSTU	Salt Lake City	20		Adams
KTVX	Salt Lake City	4	ABC	United
KUED	Salt Lake City	7	PBS	
KUTV	Salt Lake City	2	NBC	Hatch
K00G	Ogden	30		ACT

Manager's Comment

"Local radio industry is having serious problems...Economy is slowly beginning to improve...Salt Lake City is so over-radioed."

Best Restaurants

La Quille (French)
 Oceans (seafood)
 Market Street Grill (seafood)
 Steakpit
 Cafe Central

Best Hotels

Little America
 Westin Hotel Utah
 Sheraton Triad
 Embassy Suites
 Hilton
 Marriott

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$ 77,500,000	41.8	.0131
Radio	26,000,000	14.0	.0044
Newspaper	76,000,000	41.0	.0128
Outdoor	5,700,000	3.1	.0010
	<u>\$185,200,000</u>		<u>.0313</u>

WEATHER DATA

Elevation: 4220
 Annual Precipitation: 15.6 in.
 Annual Snowfall: 58.1 in.
 Average Windspeed: 8.7 (SSE)

NOTE: Use Newspaper and Outdoor estimates with caution.

	JAN	JULY	TOTAL YEAR
Avg. Max. Temp.:	37.4	92.8	63.8
Avg. Min. Temp.:	18.5	60.5	38.2
Average Temp.:	28.0	76.7	51.0

Major Radio Station Sales Since 1983

1984	KUTR, KLTQ-F	Sold to Sunrise	\$2,085,000
1985	KMGR-F (Orem)	Sold to Transcom	1,500,000
1985	KDAB-F (Ogden)	Sold to Albimar	2,200,000
1985	KLUB, KISN-F		4,750,000 (E)
1985	KKAT-F	Sold to Brown	2,900,000
1985	KLRZ-F (Provo)		1,600,000
1986	KMGR (Murray)	Sold to Transcom	500,000
1987	KFMY-F (Provo)	From First Media to Cook Inlet	2,000,000

NOTE: Some of these sales may not have been consummated.

SAN ANTONIO

1987 ARB Rank: 38
 1987 MSA Rank: 38
 1987 ADI Rank: 44
 FM Base Value: \$7,300,000

1987 Revenue: \$37,000,000
 Rev per Share Point: \$390,295
 Population per Station: 35,179 (28)
 1987 Revenue Change: -7.0%

Manager's Market Ranking (current): 3.3
 Manager's Market Ranking (future): 4.2
 Duncan's Radio Market Grade: I C
 Mathematical Market Grade: I C-

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>					
Duncan Revenue Est.:	28.7	32.6	38.0	43.0	39.8	37.0										
Yearly Growth Rate (82-87):	Assigned future rate of 6.0% after 1988															
Projected Revenue Estimates:							37.6	39.9	42.2	44.8	47.4					
Revenue per Capita:	26.09	27.86	31.93	35.54	31.84	28.91										
Yearly Growth Rate (82-87):	Assigned future rate of 5.0% after 1988															
Projected Revenue per Capita:							29.60	31.08	32.63	34.27	35.98					
Resulting Revenue Estimate:							38.7	41.6	44.4	47.3	50.4					
Revenue as % of Retail Sales:	.0052	.0055	.0059	.0064	.0055	.0049										
Mean % (82-87):	.0045% (assigned)															
Resulting Revenue Estimate:							36.9	39.6	43.7	47.3	50.9					
							MEAN REVENUE ESTIMATE:					37.7	40.4	43.4	46.5	49.6

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	1.10	1.17	1.19	1.21	1.25	1.28	1.31	1.34	1.36	1.38	1.40
Retail Sales (billions):	5.5	5.9	6.4	6.7	7.2	7.6	8.2	8.8	9.7	10.5	11.3

Below-the-Line Listening Shares:	0 %										
Unlisted Station Listening:	5.2%										
Total Lost Listening:	5.2%										
Available Share Points:	94.8										
Number of Viable Stations:	20										
Mean Share Points per Station:	4.7										
Median Share Points per Station:	3.9										
Rev. per Available Share Point:	\$390,295										
Estimated Rev. for Mean Station:	\$1,834,388										

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

61% of revenue goes to FM stations...Market reports to Miller, Kaplan...Managers predict a 0% to 3% increase in 1988...

Household Income: \$31,204	Ethnic	Income	Age	Education
Median Age: 29.8 years	<u>Breakdowns (%)</u>	<u>Breakdowns (%)</u>	<u>Breakdowns (%)</u>	<u>Levels</u>
Median Education: 12.4 years	White 44.2	<15 30.6	12-34 28.5	Non High School
Median Home Value: \$34,100	Black 7.3	15-30 29.5	25-54 49.1	Grad 37.3
Population Change (1986-1991): 10.2%	Hispanic 48.5	30-50 23.4	55+ 22.6	High School
Retail Sales Change (1986-1991): 45.6%	Other ---	50-75 11.5		Grad 29.2
Number of B or C FM Stations: 11		75+ 5.0		
Revenue per AQH: \$20,567				
Cable Penetration: 60%				

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 17.8
 College 4+ years 15.7

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Military	Valero Energy (192)	Cullen/Frost Bankers	HE Butt Grocery
Research	Harte-Hanks Comm. (435)	National Bancshares	Harte-Hankes Communications
Agriculture		Tesoro Petroleum	HB Zachry
Tourism	<u>Other Major Corporations</u>		
Construction	Commonwealth Oil		
Clothing	Sigmor		

INC 500 Companies

Altex Electronics
 John Yantis

Employment Breakdowns

By Industry (SIC):

1. Health Services	29,381	(8.3%)
2. Eating & Drinking Places	29,189	(8.3%)
3. Business Services	21,269	(6.0%)
4. Special Trade Contractor	22,418	(5.8%)
5. Wholesale Trade-Durable	16,233	(4.6%)
6. Food Stores	14,368	(4.1%)
7. General Merchandise Stores	11,255	(3.2%)
8. Wholesale Trade-Nondurable	11,157	(3.2%)
9. Heavy Construction Contrac.	11,051	(3.1%)
10. Insurance Carriers	10,074	(2.8%)

Total Metro Employees: 353,592
 Top 10 Total Employees: 174,395 (49.3%)

By Occupation:

Manag/Prof.	91,671	(22.0%)
Tech/Sales/Admin.	140,529	(33.7%)
Service	57,544	(13.8%)
Farm/Forest/Fish	5,260	(1.2%)
Precision Prod.	57,073	(13.7%)
Oper/Fabri/Labor	65,070	(15.6%)

SAN ANTONIO

Largest Local Banks

Frost Nat. (1.9 Bil)
 National Commerce (1.3 Bil)
 M Bank (833 Mil)
 Nat. Bank of Ft. Sam Houston (551 Mil)
 Interfirst (493 Mil)

Colleges and Universities

University of Texas-SA (12,612)
 Trinity (2,850)

 Total Full Time Students: 26,909

Military Bases

Ft. Sam Houston (12,703)
 Brooks AFB (2,870)
 Kelly AF3 (23,257)
 Lackland AFB (13,785)
 Randolph AFB (7,768)

Unemployment

Jun 79: 6.7%
 Dec 82: 5.7%
 Sep 83: 5.7%
 Sep 84: 4.7%
 Aug 85: 6.0%
 Aug 86: 7.4%
 Aug 87: 8.0%

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>	
Anderson	Foleys	Dallas	None	1. WOAI	\$4,500,000
Atkins	Highland Appliance	Austin		2. KAJA-F	3,800,000
Pitluck	HEB Food Stores	Houston		3. KTFM-F	3,700,000
	Coca Cola			4. KCOR	2,800,000
	Ellison Homes			5. KISS-F	2,700,000
				6. KITY-F	2,500,000
				7. KSMG-F	2,300,000
				8. KMMX-F	2,200,000
				9. KQXT-F	2,000,000
				10. KBUC A/F	1,900,000
				11. KKYX	1,700,000
				12. KSAQ A/F	1,600,000
				13. K TSA	1,400,000
				KONO	1,400,000
				15. KLLS-F	1,200,000
				16. KZEP-F	1,100,000

Daily Newspapers

	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
San Antonio Express News	178,800 (AD)		249,400	Murdoch
San Antonio Sight	146,700 (AD)		223,100	Hearst

Miscellaneous Comments

"San Antonio is of Texas, and yet it transcends Texas in some way, as San Francisco transcends California, as New Orleans transcends Louisiana, Houston and Dallas express Texas - San Antonio speaks for itself."

COMPETITIVE MEDIA

Over the Air Television

KENS	San Antonio	5	CBS	Harte-Hanks
KLRN	San Antonio	9	PBS	
KMOL	San Antonio	4	NBC	Chris Craft
KSAT	San Antonio	12	ABC	H & C
KWEX	San Antonio	41		Spanish Int.

Manager's Comment

"Market hit bottom during 1987 and has begun its slow ascent."

Best Restaurants

La Fugata (Mexican)
 Paesano's (Italian)
 San Francisco Steak House
 La Louisanne (French)
 Polo

Best Hotels

Four Seasons
 Mansion Del Rio
 Mansion Del Norte
 Gunter
 Hyatt Regency

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 88,000,000	38.6	.0116
Radio	37,000,000	16.2	.0049
Newspaper	96,000,000	42.1	.0126
Outdoor	7,100,000	3.1	.0009
	\$228,100,000		.0300

WEATHER DATA

Elevation: 788
 Annual Precipitation: 27.6 in.
 Annual Snowfall: 0.3 in.
 Average Windspeed: 9.3 (SE)

NOTE: Use Newspaper and Outdoor estimates with caution.

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	61.6	95.6	79.8
Avg. Min. Temp.:	39.8	73.8	57.8
Average Temp.:	50.7	84.7	68.8

Major Radio Station Sales Since 1983

1983	KSAQ-F		\$ 4,100,000
1984	KQXT-F	From Tichenor to Westinghouse	7,000,000
1984	KSMG-F (Seguin)	Sold to American Media	4,200,000
1984	KLLS-F	From SBI to Swanson	8,000,000
1985	KONO, KITY-F	Sold to Duffy	11,000,000
1986	KBUC A/F	Sold to TK	11,800,000
1986	KISS-F	From Capitol to Noble	13,350,000
1986	KRNN	Sold to Noble	2,000,000
1986	KSAQ-F	Sold to Inner City	6,700,000
1987	KISS-F	From Capitol (WRAL) to Adams	11,000,000
1987	KKYX, KLLS-F	From Swanson to New City	NA
1987	KRNN	Sold to Omni	1,000,000
1987	KONO, KITY-F	From Duffy to Genesis	14,000,000 (E)
1987	KSLR	Sold by Salem	1,500,000
1987	KCHL, KMMX-F	Sold to J. Hiatt	9,270,000

NOTE: Some of these sales may not have been consummated.

SAN DIEGO

1987 ARB Rank: 19
 1987 MSA Rank: 16
 1987 ADI Rank: 26
 FM Base Value: \$11,300,000

1987 Revenue: \$66,900,000
 Rev per Share Point: \$935,664
 Population per Station: 79,896 (23)
 1987 Revenue Change: 9.6%

Manager's Market Ranking (current): 3.7
 Manager's Market Ranking (future): 4.3
 Duncan's Radio Market Grade: I A
 Mathematical Market Grade: I A

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92	
Duncan Revenue Est.:	40.8	45.1	51.7	57.4	61.0	66.9						
Yearly Growth Rate (82-87):	10.4% (assigned rate of 8.7%)											
Projected Revenue Estimates:							72.7	79.0	85.9	93.4	101.5	
Revenue per Capita:	20.92	22.11	24.74	26.70	27.47	29.60						
Yearly Growth Rate (82-87):	7.2% (assigned rate of 6.4%)											
Projected Revenue per Capita:							31.49	33.51	35.65	37.94	40.36	
Resulting Revenue Estimate:							73.0	79.4	86.3	93.7	102.9	
Revenue as % of Retail Sales:	.0039	.0041	.0044	.0043	.0042	.0042						
Mean % (82-87):	.00418%											
Resulting Revenue Estimate:							73.2	79.4	84.4	91.5	97.4	
MEAN REVENUE ESTIMATE:							73.0	79.3	85.5	92.9	100.6	

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	1.95	2.04	2.09	2.14	2.22	2.26	2.32	2.37	2.42	2.47	2.55
Retail Sales (billions):	10.0	10.9	11.7	13.2	14.4	16.0	17.5	19.0	20.2	21.9	23.3

Below-the-Line Listening Shares:	20.8%	<u>Confidence Levels</u>				
Unlisted Station Listening:	7.7%	1987 Revenue Estimates: Normal				
Total Lost Listening:	28.5%	1988-1992 Revenue Projections: Normal				
Available Share Points:	71.5	<u>COMMENTS</u>				
Number of Viable Stations:	19	Managers predict a 9% to 11% growth during 1988...Market reports to Miller, Kaplan...				
Mean Share Points per Station:	3.76					
Median Share Points per Station:	3.4					
Rev. per Available Share Point:	\$935,664					
Estimated Rev. for Mean Station:	\$3,518,098					

	Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
Household Income: \$39,167				
Median Age: 31.0 years				
Median Education: 12.8 years				
Median Home Value: \$91,000				
Population Change (1986-1991): 11.2%	White 80.5	<15 24.9	12-34 27.3	Non High School
Retail Sales Change (1986-1991): 52.8%	Black 5.0	15-30 28.6	25-54 48.6	Grad 22.0
Number of B or C FM Stations: 11 + 4 = 15	Hispanic 14.5	30-50 24.5	55+ 24.1	High School
Revenue per AQH: \$22,982	Other ---	50-75 14.8		Grad 33.1
Cable Penetration: 68%		75+ 7.2		College 1-3 years
				24.0
				College 4+ years
				20.9

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Aerospace	Rohr Industries (407)	Great Am. First Sav. Bank	Science Applications International
Research		Henley Group	Copley Newspapers
Tourism	<u>Other Major Corporations</u>	Home Federal Savings	Food Maker
Military		Imperial Corporation of Am.	
Ship Building	Nucorp Energy	Price Co.	
Electronics	Oak Ind.	San Diego Gas & Electric	
Seafoods	Cubic Corp.		
	University Ind.		
	Fed-Mart		

INC 500 Companies

Systech
 Bowser Cabinet & Casework
 Xscribe
 San Diego Design

Employment Breakdowns

By Industry (SIC):

1. Eating & Drinking Places	52,529	(9.0%)
2. Health Services	45,890	(7.9%)
3. Business Services	41,640	(7.2%)
4. Electric & Electronic Eq.	30,157	(5.2%)
5. Special Trade Contractor	26,036	(4.5%)
6. Transportation Equipment	25,106	(4.3%)
7. Wholesale Trade-Durable	19,333	(3.3%)
8. Food Stores	19,066	(3.3%)
9. Automotive Dealers	17,317	(3.0%)
10. Miscellaneous Retail	17,261	(3.0%)

By Occupation:

Manag/Prof.	196,667	(26.0%)
Tech/Sales/Admin.	247,863	(32.8%)
Service	106,046	(14.0%)
Farm/Forest/Fish	20,678	(2.7%)
Precision Prod.	97,054	(12.9%)
Oper/Fabri/Labor	88,092	(11.6%)

Total Metro Employees: 581,318
 Top 10 Total Employees: 294,335 (50.6%)

SAN DIEGO

Largest Local Banks

San Diego Trust (1.1 Bil)
 Bank of California (NA)
 California First Bank (NA)
 Crocker (NA)
 Security Pacific (NA)

Colleges and Universities

San Diego State (32,235)
 University of San Diego (5,264)
 U of California-San Diego (13,069)
 Total Full Time Students: 74,992

Military Bases

SD MC Recruit Depot (5,000) ?
 Naval Medical Center (2,500) ?
 Miramar NAS (4,371)
 North Island NAS (12,737)
 Coronado Naval Base (2,618)
 Camp Pendleton (32,203)
 San Diego Naval Station (36,705)

Unemployment

Jun 79: 5.7%
 Dec 82: NA
 Sep 83: 8.1%
 Sep 84: 5.9%
 Aug 85: 5.4%
 Aug 86: 5.0%
 Aug 87: 4.5%

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>
Phillips Ramsey Franklin Knoth & Meads Ken Smith Robin Postaer	Mad Jacks Coke/Pepsi Broadway Department Home Federal Dow Stereo Mervyn's	Los Angeles San Francisco	None	1. KFMB \$10,000,000 2. KGB-F 7,500,000 3. KFMB-F 7,400,000 4. KSDO 6,100,000 5. XTRA-F 5,400,000 6. KSON A/F 5,000,000 7. KJQY-F 3,900,000 8. KIFM-F 3,600,000 9. KCBQ A/F 3,500,000 10. KYXY-F 2,900,000 11. KFSD-F 2,600,000 12. KWLT-F 2,500,000 13. KKLQ A/F 2,200,000 14. KSWV-F 1,500,000 15. KPQP 1,000,000

<u>Daily Newspapers</u>	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
San Diego Union	252,700		415,600	Copley
San Diego Tribune		123,100		Copley

Miscellaneous Comments

"San Diego has one of the most balanced economic bases in the cities envy...it may be the first postindustrial city in the U.S."

- The Book of America

COMPETITIVE MEDIA

Over the Air Television

KCST San Diego	39	NBC	
KFMB San Diego	8	CBS	Midwest Family
KGTV San Diego	10	ABC	McGraw-Hill
KPBS San Diego	15	PBS	
KTTY San Diego	69		
KUSI San Diego	51		
XETV Tijuana	6		
XEWT Tijuana	12		

One of Money magazines ten boomtowns "you can count on". They say, "San Diego is developing a new reputation - as a leading center for research into genetics, medical diagnostics and oceanographics."

Best Restaurants

Rainwater's (steak)
 Gustaf Anders (continental)
 Star of Sea Room (seafood)
 Lubach's (general)
 George's

Best Hotels

Westgate
 Del Coronado
 La Valencia
 Intercontinental
 Marriott Marina

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$157,000,000	37.1	.0098
Radio	66,900,000	15.8	.0042
Newspaper	186,000,000	43.9	.0116
Outdoor	13,400,000	3.2	.0008
	<u>\$423,300,000</u>		<u>.0264</u>

WEATHER DATA

Elevation: 13
 Annual Precipitation: 9.7 in.
 Annual Snowfall: 0
 Average Windspeed: 6.7 (WNW)

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	64.6	75.3	70.3
Avg. Min. Temp.:	45.8	63.9	55.4
Average Temp.:	55.2	69.6	62.9

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	KCBQ A/F	From Charter to Infinity	\$ 8,500,000
1984	KSON A/F	Sold to Jefferson-Pilot	7,700,000
1985	KMLQ (Vista)		2,000,000
1985	KWLT-F	From Alta to Sandusky	10,500,000
1986	KCBQ A/F	From Infinity to Eric/Chandler	12,200,000
1986	KLZZ A/F	From SBI to Edens	14,000,000
1987	KOWN A/F (Escondido)		3,000,000

NOTE: Some of these sales may not have been consummated.

SAN FRANCISCO

1987 ARB Rank: 4	1987 Revenue: \$148,400,000	Manager's Market Ranking (current): 3.5
1987 MSA Rank: 28 - San Francisco	Rev per Share Point: \$1,505,617	Manager's Market Ranking (future): 3.7
21 - Oakland	Population per Station: 92,165 (52)	Duncan's Radio Market Grade: I C+
1987 ADI Rank: 5	1987 Revenue Change: 3.0%	Mathematical Market Grade: I A-
FM Base Value: \$10,000,000		

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	102.5	115.3	132.1	138.2	144.1	148.4					
Yearly Growth Rate (82-87):	4.0% (84-87) (Assigned rate of 5.1%)										
Projected Revenue Estimates:							156.0	163.9	172.3	181.1	190.3
Revenue per Capita:	26.28	28.97	30.50	31.05	32.09	32.62					
Yearly Growth Rate (82-87):	2.3% (84-87) (Assigned rate of 3.6%)										
Projected Revenue per Capita:							33.79	35.01	36.27	37.58	38.93
Resulting Revenue Estimate:							155.4	162.8	171.6	179.6	188.4
Revenue as % of Retail Sales:	.0043	.0044	.0046	.0046	.0043	.0042					
Mean % (82-87):	.0042% (Assigned)										
Resulting Revenue Estimate:							160.4	176.8	191.9	206.2	220.1
<u>MEAN REVENUE ESTIMATE:</u>							<u>157.3</u>	<u>167.8</u>	<u>178.6</u>	<u>189.0</u>	<u>199.6</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	3.90	3.98	4.33	4.45	4.49	4.55	4.60	4.65	4.73	4.78	4.84
Retail Sales (billions):	23.9	26.0	28.4	30.2	33.6	35.6	38.2	42.1	45.7	49.1	52.4

Below-the-Line Listening Shares: 1.2%
 Unlisted Station Listening: 9.8%
 Total Lost Listening: 11.0%
 Available Share Points: 89.0
 Number of Viable Stations: 26
 Mean Share Points per Station: 3.42
 Median Share Points per Station: 2.4
 Rev. per Available Share Point: \$1,505,617
 Estimated Rev. for Mean Station: \$5,149,213

Confidence Levels

1987 Revenue Estimates: Slightly below normal
 1988-1992 Revenue Projections: Slightly below normal

COMMENTS

Market reports to Miller, Kaplan although about a dozen stations do not participate...I made estimates for those stations...I also made an allocation for revenue taken out by San Jose stations... Managers predict 3% to 5% revenue growth in 1988...

Household Income: \$41,900
 Median Age: 32.2 years
 Median Education: 13.0 years
 Median Home Value: \$98,100
 Population Change (1986-1991): 6.5%
 Retail Sales Change (1986-1991): 44.2%
 Number of B or C FM Stations: 16 + 6 = 22
 Revenue per AQH: \$20,534
 Cable Penetration: 50%

<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
White 73.9	<15 21.1	12-34 23.7	Non High School
Black 8.1	15-30 24.2	25-54 52.7	Grad 21.4
Hispanic 12.6	30-50 26.0	55+ 23.6	High School
Other 5.4	50-75 19.1		Grad 30.3
	75+ 9.6		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 23.3
 College 4+ years 25.0

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
--	------------------------------	-----------------------------	---

Financial	Chevron (10)	Amdahl	Bechtel Group
Tourism	Kaiser Aluminum (165)	American President Cos.	Levi Strauss Assoc.
Government	Alumax (180)	Amfac	Dillingham
Shipping	Clorox (282)	Bank America	Esprit de Corp.
Publishing	Potlatch (302)	California First Bank	Arcata
Apparel	Liquid Air (439)	Gap	Crowley Maritime
	California & Hawaiian Sugar (459)	Golden West Financial	Swinerton & Walberg
		Homestake Mining	Wilbur-Ellis
		Homestead Financial	
		McKesson	
		Pacific Gas & Electric	
		Sumitomo Bank of Cal.	
		and many more...	

INC 500 Companies

Employment Breakdowns

	<u>By Industry (SIC):</u>		<u>By Occupation:</u>
Gates Distributing	1. Business Services	169,727 (7.9%)	Manag/Prof. 695,201 (27.6%)
Relational Technology	2. Eating & Drinking Places	150,247 (7.0%)	Tech/Sales/Admin. 880,126 (35.0%)
Urban Designs	3. Health Services	141,443 (6.6%)	Service 306,997 (12.2%)
Glenn, Nyham & Assoc.	4. Electric & Electronic Eq.	122,385 (5.7%)	Farm/Forest/Fish 35,157 (1.4%)
Alexia Natural Fashions	5. Wholesale Trade-Durable	95,825 (4.5%)	Precision Prod. 290,483 (11.5%)
800-Software	6. Machinery, Except Electr.	91,834 (4.3%)	Oper/Fabri/Labor 309,347 (12.3%)
Presentables-Cinzia	7. Special Trade Contractor	72,587 (3.4%)	
Computer Comps. Int'l	8. Miscellaneous Retail	58,970 (2.7%)	
	9. Wholesale Trade-Nondurable	56,346 (2.6%)	
	10. Food Stores	55,880 (2.6%)	

DUNCAN'S RADIO MARKET GUIDE
 Copyright 1988

Total Metro Employees: 2,145,654
 Top 10 Total Employees: 1,015,244 (47.3%)

SAN FRANCISCO

Largest Local Banks

Bank of America (106.2 Bil)
 Crocker (19.0 Bil)
 Wells Fargo (23.5 Bil)
 California First (5.4 Bil)
 Bank of California (3.7 Bil)
 Sumitomo Bank (2.9 Bil)

Colleges and Universities

University of California-Berkley (29,939)
 San Francisco State (20,589)
 University of San Francisco (5,752)
 Total Full Time Students: 174,855

Military Bases

Presidio (5,820)
 Alameda NAS (2,600) ?
 Mare Island (11,924)
 Treasure Is. NSA (3,050)
 Oakland Naval Med Cent (1,400) ?

Unemployment

Jun 79: 5.2%
 Dec 82: NA
 Sep 83: 7.9%
 Sep 84: 6.0%
 Aug 85: 5.4%
 Aug 86: 4.5%
 Aug 87: 3.8%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Western International
 DJMC
 MOJO/MDA
 Girvin Conrad
 McCann-Erickson
 Foote Cone

Largest Local Radio Accounts

Macy's
 Safeway
 Mervyns
 New Century Beverages
 Bruners Department

Source of Regional Dollars

Los Angeles
 San Jose
 Seattle

80-90 Channels

None

Highest Billing Stations

1. KGO	\$20,000,000
2. KCBS	13,500,000
3. KNBR	11,500,000
4. KNEW/KSAN-F	10,800,000
5. KYUU-F	9,100,000
6. KSFO/KYA-F	8,700,000
7. KBLX A/F	7,600,000
8. KABL A/F	6,700,000
9. KSOL-F	6,200,000
10. KMEL-F	6,000,000
11. KOIT A/F	5,700,000
12. KIOI-F	5,400,000
13. KFOG-F	5,200,000
14. KRQR-F	4,400,000
15. KITS-F	3,900,000
16. KFRC	2,800,000
KKHI A/F	2,800,000

Daily Newspapers

	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
San Francisco Chronicle	557,900			
San Francisco Examiner		142,300		Hearst
San Francisco Examiner/Chronicle (Examiner and Chronicle have JOA for Sunday Edition)			708,000	
Oakland Tribune	150,500		152,300	

Miscellaneous Comments

"San Francisco wins hands down when American cities are ranked for their sophistication and enchantment. It is like an elegant woman, with an unidentifiable mystique all its own."

- The Book of America

"San Francisco is still the great city of America where a walker can experience nostalgia for the place while he is still there."

- Herbert Gold

"San Francisco is beautiful, vivacious. San Francisco is physically dramatic. It is funky but clean, elegant but spunky. San Francisco is tolerant of crazies (beatniks, hippies, microchip venture capitalists), yet preserves the old (cable cars, Victorian follies)."

- Time

* ADI split with San Jose. TV revenue is estimate of San Francisco's share. Total TV revenue for ADI is estimated at \$410,000,000.

COMPETITIVE MEDIA

Over the Air Television

KBHK	San Francisco	44		United
KDTV	San Francisco	14		Hallmark
KGO	San Francisco	7	ABC	Cap Cities/ABC
KOFY	San Francisco	20		
KPIX	San Francisco	5	CBS	Westinghouse
KQED	San Francisco	9	PBS	
KRON	San Francisco	4	NBC	Chronicle
KTSF	San Francisco	26		
KTVU	Oakland	2		Cox
KWBB	San Francisco	38		

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$340,000,000	37.7	.0096
Radio	148,400,000	16.4	.0042
Newspaper	385,000,000	42.7	.0108
Outdoor	29,200,000	3.2	.0008
	<u>\$902,600,000</u>		<u>.0254</u>

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Best Restaurants

Vanessi's (Italian)
 L'Etoile (French)
 Harry's (pub)
 Scotts (seafood)
 Mandarin (Chinese)
 Lanzonne

Best Hotels

Fairmont
 Mark Hopkins
 St. Francis
 Stanford Court
 Portman

Major Radio Station Sales Since 1983

1983	KIOI-F	From Charter to Price Comm.	\$12,400,000
1983	KSFO	From Golden West to King	7,000,000
1983	KFOG-F	From GE to Susquehanna	4,750,000
1983	KLOK-F	From ABC to Davis/Weaver	5,300,000 (E)
1983	KOIT	From King to Bonneville	3,500,000
1984	KDIA	Sold to BENI	3,475,000
1984	KFAX	Sold to Salem	6,000,000
1985	KKCY-F	Sold to Olympic	7,000,000
1987	KLOK-F	From Davis/Weaver to Brown	15,000,000
1987	KIOI-F	From Price to Fairfield	NA
1987	KKCY-F	From Olympic to Fairfield	11,000,000

NOTE: Some of these sales may not have been consummated.

DUNCAN'S RADIO MARKET GUIDE
 Copyright 1988

WEATHER DATA

Elevation: 52
 Annual Precipitation: 21.5 in.
 Annual Snowfall: 0
 Average Windspeed: 8.7 (W)

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	56.0	63.8	62.4
Avg. Min. Temp.:	45.7	53.2	50.9
Average Temp.:	50.9	58.5	56.7

SAN JOSE

1987 ARB Rank: 29
 1987 MSA Rank: 30
 1987 ADI Rank: San Francisco ADI
 FM Base Value: \$5,400,000

1987 Revenue: \$27,300,000
 Rev per Share Point: NA
 Population per Station: 73,581 (16)
 1987 Revenue Change: 5.8%

Manager's Market Ranking (current): 3.1
 Manager's Market Ranking (future): 3.4
 Duncan's Radio Market Grade: I C-
 Mathematical Market Grade: I C

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92
Duncan Revenue Est.:	19.8	22.0	23.4	24.5	25.8	27.3					
Yearly Growth Rate (82-87): 6.7%											
Projected Revenue Estimates:							29.1	31.1	33.2	35.4	37.8
Revenue per Capita:	14.89	16.06	16.96	17.63	18.30	19.23					
Yearly Growth Rate (82-87): 5.3%											
Projected Revenue per Capita:							20.25	21.32	22.45	23.64	24.90
Resulting Revenue Estimate:							29.2	30.9	33.0	35.0	37.4
Revenue as % of Retail Sales:	.0024	.0024	.0025	.0024	.0025	.0025					
Mean % (82-87): .00245%											
Resulting Revenue Estimate:							28.9	30.9	33.1	36.0	38.2

MEAN REVENUE ESTIMATE:

29.0 31.0 33.1 35.5 37.8

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	1.33	1.37	1.38	1.39	1.41	1.42	1.44	1.45	1.47	1.48	1.50
Retail Sales (billions):	8.3	9.1	9.4	10.1	10.3	11.0	11.8	12.6	13.5	14.7	15.6
Below-the-Line Listening Shares:	NA %										
Unlisted Station Listening:	NA %										
Total Lost Listening:	NA %										
Available Share Points:	NA										
Number of Viable Stations:	11 (San Jose only)										
Mean Share Points per Station:	NA										
Median Share Points per Station:	NA										
Rev. per Available Share Point:	NA										
Estimated Rev. for Mean Station:	NA										

Confidence Levels

1987 Revenue Estimates: Slightly below normal
 1988-1992 Revenue Projections: Slightly below normal

COMMENTS

Managers predict 5% to 7% revenue growth in 1988...

Household Income: \$46,360
 Median Age: 31.2 years
 Median Education: 13.1 years
 Median Home Value: \$109,400
 Population Change (1986-1991): 5.4%
 Retail Sales Change (1986-1991): 44.7%
 Number of B or C FM Stations: 6 (San Jose only)
 Revenue per AQH: NA
 Cable Penetration: NA

	Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels		
White	78.6	<15	15.5	12-34	26.7	Non High School
Black	2.9	15-30	22.3	25-54	54.3	Grad 20.5
Hispanic	18.0	30-50	27.6	55+	19.0	High School
Other	0.5	50-75	22.7			Grad 28.9
		75+	11.9			College 1-3 years
						24.2
						College 4+ years
						26.4

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years
24.2
College 4+ years
26.4

COMMERCE AND INDUSTRY

Important Business and Industries

Fortune 500 Companies

Forbes 500 Companies

Forbes Largest Private Companies

High Tech	Hewlett-Packard (51)	Consolidated Freightways
Electronics	Apple Computer (190)	
Medical	National Semiconductor (227)	
Research	Intel (256)	
Aerospace	Varian Associates (325)	
Fruit & Vegetable Processing	RayChem (358)	
	Tandem Computers (364)	
	Amdahl (372)	
	CooperVision (441)	
	Xidex (493)	

INC 500 Companies

Employment Breakdowns

Logistix
 Impact Systems
 Golden West Temporary Services
 Sytek
 T/Maker

By Industry (SIC):

By Occupation:

1. Electric & Electronic Eq.	103,325	(15.4%)
2. Machinery, Except Electr.	73,269	(10.9%)
3. Business Services	59,436	(8.9%)
4. Eating & Drinking Places	39,394	(5.9%)
5. Wholesale Trade-Durable	35,020	(5.2%)
6. Transportation Equipment	34,869	(5.2%)
7. Health Services	34,473	(5.1%)
8. Instruments & Related Prod.	22,104	(3.3%)
9. Special Trade Contractor	19,951	(3.0%)
10. Educational Services	15,106	(2.3%)

Manag/Prof.	190,524	(28.8%)
Tech/Sales/Admin. Service	223,968	(33.9%)
Service	65,290	(9.9%)
Farm/Forest/Fish	8,301	(1.2%)
Precision Prod.	82,986	(12.6%)
Oper/Fabri/Labor	89,994	(13.6%)

Total Metro Employees: 670,982
 Top 10 Total Employees: 436,947 (65.1%)

SAN JOSE

<u>Largest Local Banks</u>	<u>Colleges and Universities</u>	<u>Military Bases</u>	<u>Unemployment</u>
Pacific Valley (427 Mil)	Stanford (13,947)	Moffett Field NAS (3,368)	Jun 79: 5.3%
Others - See San Francisco	San Jose State (22,264)		Dec 82: NA
	Santa Clara University (7,453)		Sep 83: 6.9%
			Sep 84: 4.5%
			Aug 85: 5.4%
			Aug 86: 5.5%
			Aug 87: 4.4%
	Total Full Time Students: 52,369		

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>
Darien & Dahl			None	1. KOME-F \$4,100,000
Bob Ray Creative				2. KWSS-F 3,600,000
Martin Podesta				3. KBAY-F 3,400,000
Rauh, Good				4. KARA-F 3,000,000
				KSJO-F 3,000,000
				6. KEZR-F 2,500,000
				7.
				8.
				9.
				10.
<u>Daily Newspapers</u>	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
San Jose Mercury-News	268,700 (AD)		315,600	Knight-Ridder

Miscellaneous Comments

* ADI split with San Francisco. TV revenue is estimate of San Jose's share. Total TV revenue for ADI is estimated at \$410,000,000.

COMPETITIVE MEDIA

Over the Air Television

KICU	San Jose	36		Ralph Wilson
KNTV	San Jose	11	ABC	Landmark
KSTS	San Jose	48		Telemundo
KTEH	San Jose	54	PBS	

Best Restaurants

La Foret
Le Papillon
Emile's

Best Hotels

San Jose Fairmont
Red Lion

WEATHER DATA

Elevation:
Annual Precipitation: 13.11 in.
Annual Snowfall: 0
Average Windspeed:

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 70,000,000	34.3	.0064
Radio	27,300,000	13.4	.0025
Newspaper	95,000,000	46.5	.0086
Outdoor	12,000,000	5.9	.0011
	<u>\$204,300,000</u>		<u>.0186</u>

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	58	82	70.4
Avg. Min. Temp.:			
Average Temp.:	41	56	48.4

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	KTIM A/F (San Rafael)	\$1,400,000
1984	KLZE-F	2,500,000
1984	KWSS-F	From Western Cities to Nationwide 8,600,000
1985	KHTT, KSJO-F	From Sterling to Narragansett 8,250,000
1986	KLZE-F	Sold to Parker 4,300,000
1986	KBRG-F	2,875,000
1987	KHTT	From Narragansett to Levitt 2,000,000
1987	KLZE-F (Los Altos)	From Parker to Anaheim 5,275,000

NOTE: Some of these sales may not have been consummated.

SARASOTA - BRADENTON

1987 ARB Rank: 88
 1987 MSA Rank: 171 - Sarasota
 216 - Bradenton
 1987 ADI Rank: Tampa ADI
 FM Base Value: NA

1987 Revenue: \$5,900,000
 Rev per Share Point: \$148,241
 Population per Station: 35,445 (11)
 1987 Revenue Change: 7.3%

Manager's Market Ranking (current): 2.4
 Manager's Market Ranking (future): 3.5
 Duncan's Radio Market Grade: III C-
 Mathematical Market Grade: III C+

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	3.6	4.0	4.5	5.0	5.5	5.9						
Yearly Growth Rate (82-87):	10.4% (Assigned growth rate of 8.7%)											
Projected Revenue Estimates:							6.4	7.0	7.6	8.2	9.0	
Revenue per Capita:	9.26	9.98	10.90	11.76	12.73	13.51						
Yearly Growth Rate (82-87):	7.8%											
Projected Revenue per Capita:							14.56	15.70	16.92	18.24	19.66	
Resulting Revenue Estimate:							6.6	7.4	8.2	9.0	9.9	
Revenue as % of Retail Sales:	.0015	.0016	.0016	.0016	.0017	.0017						
Mean % (82-87):	.00166%											
Resulting Revenue Estimate:							6.3	7.0	7.6	8.5	9.3	
							MEAN REVENUE ESTIMATE:					
							6.4	7.1	7.8	8.6	9.4	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Total Population (millions):	.378	.401	.413	.426	.432	.444	.455	.469	.482	.492	.502	
Retail Sales (billions):	2.3	2.5	2.9	3.1	3.3	3.5	3.8	4.2	4.6	5.1	5.6	
Below-the-Line Listening Shares:	46.9%											
Unlisted Station Listening:	13.3%											
Total Lost Listening:	60.2%											
Available Share Points:	39.8											
Number of Viable Stations:	8.5											
Mean Share Points per Station:	4.7											
Median Share Points per Station:	3.2											
Rev. per Available Share Point:	\$148,241											
Estimated Rev. for Mean Station:	\$696,734											
							<u>Confidence Levels</u>					
							1987 Revenue Estimates: Much below normal					
							1988-1992 Revenue Projections: Much below normal					
							<u>COMMENTS</u>					

Household Income: \$29,200
 Median Age: 49.3 years
 Median Education: 12.6 years
 Median Home Value: \$49,500
 Population Change (1986-1991): 13.9%
 Retail Sales Change (1986-1991): 56.0%
 Number of B or C FM Stations: 2
 Revenue per AQH: \$10,068
 Cable Penetration: NA

	<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
White	92.1	<15 31.1	12-34 15.8	Non High School
Black	6.3	15-30 33.7	25-54 34.3	Grad 29.4
Hispanic	1.6	30-50 21.1	55+ 49.9	
Other	---	50-75 9.2		High School
		75+ 4.9		Grad 37.3

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 17.7
 College 4+ years 15.6

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Boats
 Tourism
 Citrus Foods

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Eating & Drinking Places	13,341	(11.3%)
2. Health Services	8,885	(8.4%)
3. Special Trade Contractor	7,904	(6.7%)
4. Food Stores	5,888	(5.0%)
5. Business Services	4,785	(4.0%)
6. General Merchandise Stores	4,446	(3.8%)
7. Miscellaneous Retail	4,211	(3.6%)
8. Automotive Dealers	4,033	(3.4%)
9. General Building Contrac.	3,920	(3.3%)
10. Real Estate	3,595	(3.0%)

By Occupation:

Manag/Prof.	28,914	(22.5%)
Tech/Sales/Admin. Service	41,298	(32.1%)
19,955	(15.5%)	
Farm/Forest/Fish	4,566	(3.5%)
Precision Prod.	18,568	(14.4%)
Oper/Fabri/Labor	15,409	(12.0%)

Total Metro Employees: 118,262
 Top 10 Total Employees: 62,008 (52.4%)

SARASOTA - BRADENTON

Largest Local Banks

Barnett (129 Mil)
 Ellis (464 Mil)
 Gulf Coast (127 Mil)
 National Bank (154 Mil)
 Pan American (107 Mil)

Colleges and Universities

Total Full Time Students: 2,670

Military Bases

Unemployment

Jun 79: NA
 Dec 82: 8.7%
 Sep 83: 5.4%
 Sep 84: 4.0%
 Aug 85: 4.9%
 Aug 86: NA
 Aug 87: 3.8%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Largest Local Radio Accounts

Source of Regional Dollars

80-90 Channels

Highest Billing Stations

Thurston Appliance
 Sun Banks
 Florida Tower

Tampa
 Miami
 Orlando

None

1. WDUV-F \$2,100,000
2. WHVE-F 1,600,000
3. WSRZ-F 1,000,000
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Daily Newspapers

AM

PM

SUN

Owner

Sarasota Herald Tribune	125,300		152,400	New York Times
Bradenton Herald	42,900		52,200	Knight-Ridder

Miscellaneous Comments

* Part of Tampa-St. Petersburg ADI. TV revenue is an estimate. Sarasota's share is of total TV revenue in ADI.

COMPETITIVE MEDIA

Over the Air Television

WWSB Sarastoa 40

Others - See Tampa

Manager's Comment

"Sarasota's been asleep for years. The Class C's are more interested in racking the Tampa market than they have been in developing radio accounts in Sarasota/Bradenton...Two years ago Sarasota was one of the worst radio markets and two years from now it will be one of the best..."

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$18,000,000	33.2	.0051
Radio	5,900,000	10.9	.0017
Newspaper	28,300,000	52.2	.0081
Outdoor	2,000,000	3.7	.0006
	<u>\$54,200,000</u>		<u>.0155</u>

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WQSA		\$ 548,000
1984	WAMR, WRAV-F		1,850,000
1984	WOFN (?)		475,000
1984	WWZZ		600,000
1986	WML0-F	Sold to Wilkes-Schwartz	2,800,000
1986	WHVE-F	Sold to Susquehanna	7,000,000
1987	WWZZ		550,000
1987	WSPB	Sold to Wilkes-Schwartz	850,000
1987	WAMR/WCTQ-F (Venice)		3,000,000

NOTE: Some of these sales may not have been consummated.

SAVANNAH

1987 ARB Rank: 149
 1987 MSA Rank: 177
 1987 ADI Rank: 99
 FM Base Value: \$3,000,000

1987 Revenue: \$7,400,000
 Rev per Share Point: \$78,975
 Population per Station: 13,433 (15)
 1987 Revenue Change: 4.2%

Manager's Market Ranking (current): 3.3
 Manager's Market Ranking (future): 3.6
 Duncan's Radio Market Grade: NA
 Mathematical Market Grade: IV B

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	4.5	5.3	5.9	6.5	7.1	7.4						
Yearly Growth Rate (82-87):	Assigned future rate of 7.1%											
Projected Revenue Estimates:							7.9	8.5	9.1	9.7	10.4	
Revenue per Capita:	19.56	21.59	25.65	28.02	29.71	30.70						
Yearly Growth Rate (82-87):	Assigned future rate of 6.8%											
Projected Revenue per Capita:							32.79	35.02	37.40	39.94	42.66	
Resulting Revenue Estimate:							8.0	8.6	9.2	9.9	10.7	
Revenue as % of Retail Sales:	.0040	.0040	.0045	.0043	.0046	.0043						
Mean % (82-87):	.00428%											
Resulting Revenue Estimate:							7.7	8.1	9.0	9.5	10.3	
							MEAN REVENUE ESTIMATE:					
							<u>7.9</u>	<u>8.4</u>	<u>9.1</u>	<u>9.7</u>	<u>10.5</u>	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.225	.227	.230	.234	.239	.241	.243	.245	.247	.249	.251
Retail Sales (billions):	1.1	1.2	1.3	1.4	1.54	1.7	1.8	1.9	2.1	2.23	2.4

Below-the-Line Listening Shares: 0 %
 Unlisted Station Listening: 6.3%
 Total Lost Listening: 6.3%
 Available Share Points: 93.7
 Number of Viable Stations: 10
 Mean Share Points per Station: 9.4
 Median Share Points per Station: 9.4
 Rev. per Available Share Point: \$78,975
 Estimated Rev. for Mean Station: \$742,369

Confidence Levels

1987 Revenue Estimates: Below normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Managers predict 5% to 7% increase in 1988...

Household Income: \$30,843
 Median Age: 30.9 years
 Median Education: 12.3 years
 Median Home Value: \$36,700
 Population Change (1986-1991): 4.2%
 Retail Sales Change (1986-1991): 44.5%
 Number of B or C FM Stations: 6 + 1 = 7
 Revenue per AQH: \$21,765
 Cable Penetration: 59%

Ethnic Breakdowns (%)

White 63.9
 Black 34.9
 Hispanic 1.1
 Other 0.1

Income Breakdowns (%)

<15 33.0
 15-30 28.3
 30-50 22.9
 50-75 11.4
 75+ 4.4

Age Breakdowns (%)

12-34 27.3
 25-54 48.3
 55+ 24.4

Education Levels

Non High School Grad 41.3
 High School Grad 31.6
 College 1-3 years 14.1
 College 4+ years 13.0

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Shipping/Port	Savannah Foods (402)		Colonial Oil Industries
Military			
Timber			
Paper			
Airplanes	<u>Other Major Corporations</u>		
	Colonial Oil		

INC 500 Companies

Employment Breakdowns

Specialty Cabinets & Fixtures

By Industry (SIC):

By Occupation:

1. Eating & Drinking Places	5,764 (7.8%)	Manag/Prof.	19,350 (21.4%)
2. Health Services	5,465 (7.4%)	Tech/Sales/Admin.	26,433 (29.3%)
3. Transportatin Equipment	4,295 (5.8%)	Service	12,876 (14.2%)
4. Special Trade Contractor	3,345 (4.5%)	Farm/Forest/Fish	1,155 (1.3%)
5. Wholesale Trade-Durable	2,998 (4.1%)	Precision Prod.	13,281 (14.7%)
6. Paper & Allied Products	2,750 (3.7%)	Oper/Fabri/Labor	17,251 (19.1%)
7. Food Stores	2,532 (3.4%)		
8. General Merchandise Stores	2,435 (3.3%)		
9. Business Services	2,422 (3.3%)		
10. Hotels & Other Lodging	2,224 (3.0%)		

Total Metro Employees: 73,727
 Top 10 Total Employees: 34,230 (46.4%)

SAVANNAH

Largest Local Banks

Savannah Bank (521 Mil)
Trust Co. of GA (264 Mil)
First Bank (120 Mil)

Colleges and Universities

Savannah State (2,011)
Armstrong State (2,680)

Military Bases

Ft. Stewart (15,904)
Hunter Army Airfield (3,996)

Unemployment

Jun 79: 6.1%
Dec 82: 8.6%
Sep 83: 7.2%
Sep 84: 7.2%
Aug 85: 8.3%
Aug 86: 6.5%
Aug 87: 5.7%

Total Full Time Students: 4,163

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Vawter & Vawter
J. Don
J. Ross
Newman

Largest Local Radio Accounts

Vaden Autos
Coca Cola
Delta

Source of Regional Dollars

80-90 Channels

None

Highest Billing Stations

1. WCHY A/F \$1,500,000
2. WAEV-F 1,300,000
3. WZAT-F 1,200,000
- WIXV-F 1,200,000
5. WEAS-F 700,000
6. WJCL-F 600,000
- 7.
- 8.
- 9.
- 10.

Daily Newspapers

Savannah News
Savannah Press

	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Savannah News	55,900		75,400	Morris
Savannah Press		20,100		Morris

Miscellaneous Comments

"Savannah was once described as 'a beautiful lady with a dirty face', repainting and restoring the gracious coastal Georgia city has emerged with a proud countenance reflecting its early days."

- New York Times

COMPETITIVE MEDIA

Over the Air Television

Station	City	Ch	Net	Owner
WJCL	Savannah	22	ABC	Lewis
WSAV	Savannah	3	NBC	
WTOC	Savannah	11	CBS	American Family
WVAN	Savannah	9	PBS	

Best Restaurants

Mrs. Wilkes ("Southern Boarding House")
Elizabeth's on 37th (French/seafood)
Johnny Harris (steak/BBQ)
Chart House

Best Hotels

Hyatt Regency
De Soto Hilton
Mulberry Inn
Sheraton Savannah Inn

WEATHER DATA

Elevation: 46
Annual Precipitation: 48.4 in.
Annual Snowfall: 0.2 in.
Average Windspeed: 8.2 (SW)

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$16,000,000	34.8	.0094
Radio	7,400,000	16.1	.0043
Newspaper	21,000,000	45.7	.0123
Outdoor	1,600,000	3.5	.0009
	<u>\$46,000,000</u>		<u>.0269</u>

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	61.1	90.8	76.8
Avg. Min. Temp.:	38.7	71.3	54.9
Average Temp.:	49.9	81.1	65.9

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WBMQ, WIXV-F	From Beasley to Burbach	\$2,000,000
1984	WSOK		375,000
1987	WCHY A/F	From Bluegrass to Roth	NA

NOTE: Some of these sales may not have been consummated.

SEATTLE - TACOMA

1987 ARB Rank: 17
 1987 MSA Rank: 26 - Seattle
 92 - Tacoma
 1987 ADI Rank: 14
 FM Base Value: \$7,700,000

1987 Revenue: \$67,600,000
 Rev per Share Point: \$731,602
 Population per Station: 57,591 (33)
 1987 Revenue Change: 7.0%

Manager's Market Ranking (current): 3.7
 Manager's Market Ranking (future): 4.1
 Duncan's Radio Market Grade: I C+
 Mathematical Market Grade: I B-

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92
Duncan Revenue Est.:	50.3	54.1	59.4	61.0	63.2	67.6					
Yearly Growth Rate (82-87): 6.1%											
Projected Revenue Estimates:							71.7	76.1	80.7	85.7	90.9
Revenue per Capita:	23.50	24.70	26.76	27.23	27.48	29.14					
Yearly Growth Rate (82-87): 4.5%											
Projected Revenue per Capita:							30.45	31.82	33.25	34.75	36.31
Resulting Revenue Estimate:							71.6	75.7	79.8	84.4	89.0
Revenue as % of Retail Sales:	.0043	.0042	.0044	.0044	.0042	.0041					
Mean % (82-87): .00426%											
Resulting Revenue Estimate:							74.5	78.8	86.5	94.1	101.4
MEAN REVENUE ESTIMATE:							72.6	76.9	82.3	88.1	93.8

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	2.14	2.19	2.22	2.24	2.30	2.32	2.35	2.38	2.40	2.43	2.45
Retail Sales (billions):	11.7	12.9	13.6	14.1	15.2	16.3	17.5	18.5	20.3	22.1	23.8

Below-the-Line Listening Shares: 0 %
 Unlisted Station Listening: 7.6%
 Total Lost Listening: 7.6%
 Available Share Points: 92.4
 Number of Viable Stations: 24.5
 Mean Share Points per Station: 3.77
 Median Share Points per Station: 2.9
 Rev. per Available Share Point: \$731,602
 Estimated Rev. for Mean Station: \$2,758,139

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Market reports to Miller, Kaplan...Managers predict a 5% to 7% increase in 1988...

Household Income: \$35,634
 Median Age: 32.0 years
 Median Education: 12.8 years
 Median Home Value: \$67,600
 Population Change (1986-1991): 5.9%
 Retail Sales Change (1986-1991): 45.8%
 Number of B or C FM Stations: 17
 Revenue per AQH: \$23,669
 Cable Penetration: 54%

Ethnic Breakdowns (%)

White 89.6
 Black 3.9
 Hispanic 2.0
 Other 4.5

Income Breakdowns (%)

<15 25.3
 15-30 26.8
 30-50 26.8
 50-75 14.8
 75+ 6.3

Age Breakdowns (%)

12-34 25.1
 25-54 52.2
 55+ 22.7

Education Levels

Non High School Grad 19.5
 High School Grad 36.3

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 22.1
 College 4+ years 22.1

COMMERCE AND INDUSTRY

Important Business and Industries

Aerospace
 Electronics
 Paper Products
 Chemicals
 Fishing
 Lumber
 Military

Fortune 500 Companies

Boeing (16)
 Weyerhaeuser (62)
 Paccar (198)

Forbes 500 Companies

Burlington - Northern
 Microsoft
 Nordstrom
 Pacific First Finan.
 Puget Sound Bancorp
 Puget Sound Power & Light
 Rainier Bancorporation
 Safeco
 Washington Mutual Savings

Forbes Largest Private Companies

Stevedoring Group of America
 Simpson Timber
 Sprague Resources

INC 500 Companies

PacSoft
 Walker Richer & Quinn
 Outdoor Research
 Techstaff
 Centrac Associates

Employment Breakdowns

By Industry (SIC):

1. Health Services	64,560	(8.6%)
2. Transportation Equipment	62,815	(8.3%)
3. Eating & Drinking Places	60,704	(8.0%)
4. Wholesale Trade-Durable	36,964	(4.9%)
5. Business Services	35,558	(4.7%)
6. Special Trade Contractor	24,334	(3.2%)
7. Food Stores	23,674	(3.1%)
8. Wholesale Trade-Nondurable	21,965	(2.9%)
9. Miscellaneous Retail	21,260	(2.8%)
10. Automotive Dealers	17,833	(2.4%)

Total Metro Employees: 754,840
 Top 10 Total Employees: 369,667 (49.0%)

By Occupation:

Manag/Prof.	253,544	(26.1%)
Tech/Sales/Admin. Service	319,146	(32.8%)
118,519	(12.1%)	
Farm/Forest/Fish	14,254	(1.5%)
Precision Prod.	133,289	(13.7%)
Oper/Fabri/Labor	134,206	(13.8%)

SEATTLE - TACOMA

Largest Local Banks

Puget Sound Nat. (1.4 Bil)
 Seattle-First (9.9 Bil)
 Rainier Nat. (7.8 Bil)
 Peoples (2.4 Bil)

Colleges and Universities

University of Washington (34,450)
 Seattle Pacific (2,935)
 University of Puget Sound (3,924)
 Seattle University (4,626)
 City University (4,626)

Military Bases

Ft. Lewis (27,255)
 Puget Sound Shipyard (5,250) ?
 Seattle Is. NAS (6,264) ?
 Bangor NSB (3,645)
 McChord AFB (6,587)

Unemployment

Jun 79: 5.5%
 Dec 82: 10.7%
 Sep 83: NA
 Sep 84: 7.3%
 Aug 85: 6.8%
 Aug 86: 6.2%
 Aug 87: 5.4%

RADIO BUSINESS INFORMATION

Total Full Time Students: 72,873

Heavy Agency Radio Users

Evans Kraft
 Evergreen Media
 McCann Erickson
 Elgin/Syferd
 Mogelgaard
 Western Int.

Largest Local Radio Accounts

Coke/Pepsi
 McDonalds
 The Bon
 Washington Lottery
 Budweiser

Source of Regional Dollars

Portland
 Vancouver, BC
 Spokane

80-90 Channels

None

Highest Billing Stations

1. KIRO	\$18,000,000
2. KOMO	8,000,000
3. KUBE-F	6,500,000
4. KMPS A/F	5,500,000
KISW-F	5,500,000
6. KPLZ-F/KVI	3,900,000
7. KXRX-F	3,800,000
8. KLSY A/F	3,600,000
9. KSEA-F	3,000,000
10. KBRD-F	2,800,000

Daily Newspapers

<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
-----------	-----------	------------	--------------

Seattle Times		231,207	
Times/Post - Intelligoncer	203,700		Hearst
Post - Intelligoncer			
JOA in Seattle			
Tacoma News Tribune		110,184 122,900	McClatchy

COMPETITIVE MEDIA

Over the Air Television

KCPQ	Tocoma	13		Kelly
KCTS	Seattle	9	PBS	
KING	Seattle	5	NBC	King
KIRO	Seattle	7	CBS	Bonneville
KOMO	Seattle	4	ABC	Fisher
KSTW	Seattle	11		Gaylord
KTZZ	Seattle	22		
KTBW	Tacoma	20		Trinity

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$182,000,000	37.2	.0112
Radio	67,600,000	13.8	.0041
Newspaper	224,000,000	45.8	.0137
Outdoor	15,000,000	3.1	.0009
	<u>\$488,600,000</u>		<u>.0299</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	KMGI-F	Sold to Sunbelt	\$ 4,000,000
1983	KXA, KQKT-F		5,500,000
1984	KJR	From Metromedia to Ackerly	5,800,000
1984	KRPM-F (Tacoma)	Sold to Olympic	4,000,000
1984	KGW	Sold to Salme	2,450,000
1984	KQKT-F	Sold to Behan	5,500,000
1985	KIXI, KLTX-F		8,000,000
1985	KXA	Sold to Olympic	2,200,000
1986	KNBQ-F	Sold to Viacom	6,500,000
1986	KISW-F	From Kaye-Smith to Nationwide	12,950,000
1986	KHIT-F (Bremerton)	Sold to GAnnett	6,500,000
1986	KMPS A/F	From Affiliated to EZ	18,200,000
1986	KQKT-F	From Behan to Shamrock	7,500,000
1986	KGW	From Salem to Park	1,645,000
1986	KQIN	From All Pro to Salem	2,770,000
1987	KIXI	Sold to Sunbelt	4,800,000
1987	KLTX-F	Sold to Ackerly	8,700,000
1987	KUBE-F	From First Media to Cook Inlet	23,000,000 (E)

NOTE: Some of these sales may not have been consummated.

Miscellaneous Comments

** The Seattle and Tacoma MSA's are combined.

"Of all American cities, there are few - perhaps none - more beautiful than Seattle. One is impressed by how verdant a city this is, the Pacific moisture forever nurturing the growth, and how overwhelmingly middle class it is."

- The Book of America

Best Restaurants

Mirabeau (French)
 Canlis (French)
 Lakeside (seafood)
 McCormick

Best Hotels

Four Seasons
 Stouffer Madison
 Sorrento
 Alexis

WEATHER DATA

Elevation: 400
 Annual Precipitation: 40.3 in.
 Annual Snowfall: 15.2 in.
 Average Windspeed: 9.3 (SSW)

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
--	------------	-------------	-------------------

Avg. Max. Temp.:	43.4	75.1	58.8
Avg. Min. Temp.:	33.0	53.8	43.3
Average Temp.:	38.2	64.5	51.5

SHREVEPORT

1987 ARB Rank: 105
 1987 MSA Rank: 128
 1987 ADI Rank: 64
 FM Base Value: \$3,700,000

1987 Revenue: \$9,900,000
 Rev per Share Point: \$118,138
 Population per Station: 20,844 (16)
 1987 Revenue Change: -13.2%

Manager's Market Ranking (current): 2.2
 Manager's Market Ranking (future): 3.3
 Duncan's Radio Market Grade: III D
 Mathematical Market Grade: III D+

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	8.6	11.1	12.4	12.8	11.4	9.9						
Yearly Growth Rate (82-87):	Assigned rate of 5.4% after 1988											
Projected Revenue Estimates:							9.4	9.9	10.4	11.0	11.6	
Revenue per Capita:	28.86	31.36	34.73	35.26	30.89	26.54						
Yearly Growth Rate (82-87):	Assigned rate of 5.0% after 1988											
Projected Revenue per Capita:							24.87	26.11	27.42	28.79	30.23	
Resulting Revenue Estimate:							9.4	10.0	10.6	11.3	11.9	
Revenue as % of Retail Sales:	.0056	.0055	.0061	.0061	.0053	.0043						
Mean % (82-87):	.0040% (Assigned)											
Resulting Revenue Estimate:							9.6	10.4	11.2	11.8	12.4	
							<u>9.5</u>	<u>10.1</u>	<u>10.7</u>	<u>11.4</u>	<u>12.0</u>	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.350	.354	.357	.363	.369	.373	.378	.383	.388	.393	.395
Retail Sales (billions):	1.8	1.9	2.0	2.1	2.14	2.3	2.4	2.6	2.8	2.95	3.1

Below-the-Line Listening Shares: 11.3%
 Unlisted Station Listening: 4.9%
 Total Lost Listening: 16.2%
 Available Share Points: 83.8
 Number of Viable Stations: 11.5
 Mean Share Points per Station: 7.3
 Median Share Points per Station: 7.2
 Rev. per Available Share Point: \$118,138
 Estimated Rev. for Mean Station: \$862,411

Confidence Levels

1987 Revenue Estimates: Below normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Market reports to Miller, Kaplan...

Household Income: \$29,236
 Median Age: 30.8 years
 Median Education: 12.4 years
 Median Home Value: \$38,000
 Population Change (1986-1991): 6.4%
 Retail Sales Change (1986-1991): 37.9%
 Number of B or C FM Stations: 5 + 1 = 6
 Revenue per AQH: \$18,266
 Cable Penetration: 51%

Ethnic Breakdowns (%)

White 66.0
 Black 32.7
 Hispanic 1.3
 Other ---

Income Breakdowns (%)

<15 33.6
 15-30 29.2
 30-50 22.6
 50-75 10.0
 75+ 4.6

Age Breakdowns (%)

12-34 26.7
 25-54 49.0
 55+ 24.3

Education Levels

Non High School Grad 38.2
 High School Grad 32.2
 College 1-3 years 15.1
 College 4+ years 14.5

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Oil and Gas		Arkla	
Lumbering			
Agriculture			
Electrical Products			
Munitions			
	<u>Other Major Corporations</u>		
	Crystal Oil		
	WF Beall		
	Transcontinental Energy		

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	11,628	(9.2%)
2. Electric & Electronic Eq.	10,355	(8.2%)
3. Eating & Drinking Places	7,239	(5.7%)
4. Business Services	5,727	(4.5%)
5. Wholesale Trade-Durable	5,638	(4.4%)
6. Special Trade Contractor	5,109	(4.0%)
7. Transportation Equipment	4,056	(3.2%)
8. General Merchandise Stores	3,879	(3.1%)
9. Oil & Gas Extraction	3,776	(3.0%)
10. Food Stores	3,699	(2.9%)

Total Metro Employees: 126,720
 Top 10 Total Employees: 61,106 (48.2%)

By Occupation:

Manag/Prof.	31,984	(20.4%)
Tech/Sales/Admin.	47,331	(30.2%)
Service	22,823	(14.6%)
Farm/Forest/Fish	2,102	(1.3%)
Precision Prod.	21,839	(14.0%)
Oper/Fabri/Labor	30,586	(19.5%)

SHREVEPORT

Largest Local Banks

Commercial Nat. (1.2 Bil)
 First Nat. (1.1 Bil)
 Louisiana Bank (448 Mil)
 Pioneer Bank (313 Mil)

Colleges and Universities

LSU-Shreveport (4,690)
 Centenary (1,254)

Military Bases

Barksdale AFB (6,912)

Unemployment

Jun 79: 6.0%
 Dec 82: 12.5%
 Sep 83: 11.4%
 Sep 84: 7.5%
 Aug 85: 8.0%
 Aug 86: 10.7%
 Aug 87: 9.4%

Total Full Time Students: 3,734

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Jack Hodges
 Dolph Miller

Largest Local Radio Accounts

SR Superstore
 Ashtons Furniture
 The Bedroom
 Anthony Ford

Source of Regional Dollars

Dallas
 New Orleans
 Little Rock
 Houston

80-90 Channels

102.9 Shreveport

Highest Billing Stations

1. KVKI-F \$2,000,000
 2. KRMD A/F 1,900,000
 3. KWKH A/F 1,700,000
 4. KEEL/KITT-F 1,200,000
 5. KTUX-F 900,000
 6. KDKS-F 500,000
 7. KCOZ-F 475,000
 8. KTAL-F 450,000
 9. KOKA 300,000
 10.

Daily Newspapers

Shreveport Journal
 Shreveport Times
 JOA

AM PM SUN Owner

75,500 22,000 109,900 Gannett

Miscellaneous Comments

COMPETITIVE MEDIA

Over the Air Television

KLTS	Shreveport	24	PBS	
KMSS	Shreveport	33		
KSLA	Shreveport	12	CBS	Viacom
KTAL	Texarkana	6	NBC	Camden News
KTBS	Shreveport	3	ABC	

Best Restaurants

Ernest's Supper Club (steak/seafood)
 Kon Tiki
 Italian Garden

Best Hotels

Sheraton Pierremont
 Radisson
 Hilton

WEATHER DATA

Elevation: 254
 Annual Precipitation: 44.7 in.
 Annual Snowfall: 0.7 in.
 Average Windspeed: 8.9 (S)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$26,500,000	39.6	.0115
Radio	9,900,000	14.8	.0043
Newspaper	28,300,000	42.2	.0123
Outdoor	2,300,000	3.4	.0010
	<u>\$67,000,000</u>		<u>.0291</u>

	JAN	JULY	TOTAL YEAR
Avg. Max. Temp.:	56.6	93.5	76.3
Avg. Min. Temp.:	37.8	72.8	55.5
Average Temp.:	47.2	83.2	65.9

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	KVKI-F		\$1,850,000
1984	KJOE		275,000
1984	KCIJ		700,000
1985	KOKA		1,150,000
1985	KRMD A/F	Sold to AMCOM	5,000,000
1986	KOKA, KVKI-F	Sold to Penn (cancelled)	6,500,000
1986	KOKA, KVKI-F	Sold to Encore	6,500,000
1987	KDKS-F	Sold to Ken Dowe	2,000,000

NOTE: Some of these sales may not have been consummated.

SIoux FALLS

1987 ARB Rank: 203
 1987 MSA Rank: 281
 1987 ADI Rank: 106
 FM Base Value: \$2,700,000

1987 Revenue: \$5,700,000
 Rev per Share Point: \$67,376
 Population per Station: 13,811 (9)
 1987 Revenue Change: 1.8%

Manager's Market Ranking (current): 2.6
 Manager's Market Ranking (future): 3.5
 Duncan's Radio Market Grade: NA
 Mathematical Market Grade: IV D-

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	4.1	4.7	5.1	5.6	5.6	5.7						
Yearly Growth Rate (82-87):	Assigned growth rate of 5.8%											
Projected Revenue Estimates:							6.0	6.4	6.8	7.1	7.6	
Revenue per Capita:	35.34	39.38	42.50	45.90	44.80	44.88						
Yearly Growth Rate (82-87):	Assigned growth rate of 5.5%											
Projected Revenue per Capita:							47.35	49.95	52.70	55.60	58.66	
Resulting Revenue Estimate:							6.1	6.5	7.0	7.5	8.0	
Revenue as % of Retail Sales:	.0059	.0062	.0062	.0063	.0061	.0057						
Mean % (82-87):	.0054 (assigned)											
Resulting Revenue Estimate:							5.9	6.4	6.7	7.0	7.5	
							<u>MEAN REVENUE ESTIMATE:</u>					
							6.0	6.4	6.8	7.2	7.7	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.116	.118	.120	.122	.125	.127	.129	.131	.133	.135	.137
Retail Sales (billions):	.70	.75	.82	.89	.91	1.00	1.09	1.18	1.24	1.31	1.39
Below-the-Line Listening Shares:	6.5%										
Unlisted Station Listening:	8.9%										
Total Lost Listening:	15.4%										
Available Share Points:	84.6										
Number of Viable Stations:	8.5										
Mean Share Points per Station:	9.9										
Median Share Points per Station:	11.3										
Rev. per Available Share Point:	\$67,376										
Estimated Rev. for Mean Station:	\$667,021										
							<u>Confidence Levels</u>				
							1987 Revenue Estimates: Much below normal				
							1988-1992 Revenue Projections: Much below normal				
							<u>COMMENTS</u>				

	<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
Household Income: \$35,410				
Median Age: 30.7 years				
Median Education: 12.7 years				
Median Home Value: \$45,200				
Population Change (1986-1991): 8.1%	White 98.3	<15 28.3	12-34 27.0	Non High School
Retail Sales Change (1986-1991): 44.6%	Black 0.2	15-30 29.3	25-54 47.7	Grad 26.6
Number of B or C FM Stations: 3	Hispanic 0.3	30-50 26.9	55+ 25.6	High School
Revenue per AQH: \$30,811	Other 1.2	50-75 11.3		Grad 39.4
Cable Penetration: 53%		75+ 4.2		College 1-3 years
				18.6
				College 4+ years
				15.4

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Agribusiness			
Food Processing			
Financial			

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	6,931 (12.4%)
2. Food & Kindred Product	3,955 (7.1%)
3. Eating & Drinking Places	3,955 (7.1%)
4. Trucking & Warehousing	3,684 (6.6%)
5. Wholesale Trade-Durable	2,711 (4.9%)
6. Banking	2,393 (4.3%)
7. Food Stores	1,802 (3.2%)
8. Business Services	1,763 (3.2%)
9. Wholesale Trade-Non-durable	1,719 (3.1%)
10. Social Services	1,581 (2.8%)

Total Metro Employees: 55,711
 Top 10 Total Employees: 30,494 (54.7%)

By Occupation:

Manag/Prof.	13,591 (21.1%)
Tech/Sales/Admin.	19,567 (30.3%)
Service	9,308 (14.5%)
Farm/Forest/Fish	4,266 (6.6%)
Precision Prod.	7,564 (11.7%)
Oper/Fabri/Labor	10,188 (15.8%)

SIOUX FALLS

Largest Local Banks

Citibank-SD (8.4 Bil)
 Norwest (1.5 Bil)
 First Bank (1.4 Bil)
 First City Bank (685 Mil)

Colleges and Universities

Augustana College (1,914)

Total Full Time Students: 2,275

Military Bases

Unemployment

Jun 79: 5.0%
 Dec 82: 4.8%
 Sep 83: 3.6%
 Sep 84: 2.9%
 Aug 85: 3.4%
 Aug 86: 3.3%
 Aug 87: 3.0%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Largest Local Radio Accounts

Source of Regional Dollars

80-90 Channels

Highest Billing Stations

Minneapolis
 Omaha

102.5 Canton
 17 SE of Sioux Falls

1. NO ESTIMATES
2. ARE AVAILABLE
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Daily Newspapers

AM

PM

SUN

Owner

Sioux Falls Argus-Leader 44,400 64,200 Gannett

Miscellaneous Comments

* Split ADI with Mitchell. TV revenue is estimate of Sioux Falls' share of total revenue. Total TV revenue for ADI is estimated at \$17,600,000.

COMPETITIVE MEDIA

Over the Air Television

KELO	Sioux Falls	11	CBS	Midcontinent
KSFY	Sioux Falls	13	ABC	Forum
KTTW	Sioux Falls	17		
KDLT	Mitchell	5	NBC	Heritage

WEATHER DATA

Elevation: 1418
 Annual Precipitation: 25.3 in.
 Annual Snowfall: 39.5 in.
 Average Windspeed: 11.2 (SW)

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$12,000,000	36.4	.0120
Radio	5,700,000	17.3	.0057
Newspaper	14,200,000	43.0	.0142
Outdoor	1,100,000	3.3	.0011
	<u>\$33,000,000</u>		<u>.0330</u>

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	24.6	85.1	56.5
Avg. Min. Temp.:	3.7	61.5	34.2
Average Temp.:	14.2	73.3	45.4

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1985 KYKC, KRRC-F From Ingstad to Vaughn \$3,100,000 (E)

NOTE: Some of these sales may not have been consummated.

SOUTH BEND

1987 ARB Rank: 152
 1987 MSA Rank: 179
 1987 ADI Rank: 82
 FM Base Value: \$2,600,000

1987 Revenue: \$6,100,000
 Rev per Share Point: \$72,275
 Population per Station: 19,770 (10)
 1987 Revenue Change: 7.0%

Manager's Market Ranking (current): 3.2
 Manager's Market Ranking (future): 3.3
 Duncan's Radio Market Grade: NA
 Mathematical Market Grade: IV C+

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	4.4	4.7	5.1	5.4	5.7	6.1						
Yearly Growth Rate (82-87):	6.7% (5.9% assigned rate)											
Projected Revenue Estimates:							6.5	6.8	7.2	7.7	8.1	
Revenue per Capita:	18.49	19.83	21.43	22.78	23.65	25.31						
Yearly Growth Rate (82-87):	6.5%											
Projected Revenue per Capita:							26.96	28.71	30.57	32.56	34.68	
Resulting Revenue Estimate:							6.5	6.9	7.3	7.8	8.3	
Revenue as % of Retail Sales:	.0031	.0034	.0035	.0034	.0036	.0036						
Mean % (82-87):	.0035%											
Resulting Revenue Estimate:							6.3	7.0	7.4	7.9	8.4	
							<u>MEAN REVENUE ESTIMATE:</u>					
							6.4	6.9	7.3	7.8	8.2	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.238	.237	.238	.239	.241	.241	.240	.240	.239	.239	.238
Retail Sales (billions):	1.3	1.4	1.4	1.5	1.6	1.7	1.8	2.0	2.1	2.26	2.4

Below-the-Line Listening Shares: 8.1%
 Unlisted Station Listening: 7.5%
 Total Lost Listening: 15.6%
 Available Share Points: 84.4
 Number of Viable Stations: 7.5
 Mean Share Points per Station: 11.3
 Median Share Points per Station: 11.3
 Rev. per Available Share Point: \$72,275
 Estimated Rev. for Mean Station: \$816,706

Confidence Levels

1987 Revenue Estimates: Slightly below normal
 1988-1992 Revenue Projections: Slightly below normal

COMMENTS

Household Income: \$31,205
 Median Age: 32.3 years
 Median Education: 12.4 years
 Median Home Value: \$32,600
 Population Change (1986-1991): -1.0%
 Retail Sales Change (1986-1991): 41.2%
 Number of B or C FM Stations: 3 + 1 = 4
 Revenue per AQH: \$19,741
 Cable Penetration: 44%

Ethnic Breakdowns (%)

White 78.0
 Black 9.0
 Hispanic 1.3
 Other ---

Income Breakdowns (%)

<15 28.6
 15-30 30.8
 30-50 26.8
 50-75 10.6
 75+ 3.2

Age Breakdowns (%)

12-34 26.6
 25-54 45.7
 55+ 27.7

Education Levels

Non High School Grad 32.4
 High School Grad 40.1

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 12.9
 College 4+ years 14.6

COMMERCE AND INDUSTRY

Important Business and Industries

Auto Parts
 Metalworking
 Machinery
 Transport Equip.

Fortune 500 Companies

Clark Equipment (318)

Other Major Corporations

Wheel Horse
 Skyline Corp.
 Nibco

Forbes 500 Companies

Forbes Largest Private Companies

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	8,264	(9.5%)
2. Transportation Equipment	7,335	(8.4%)
3. Eating & Drinking Places	7,259	(8.3%)
4. Educational Services	4,320	(4.9%)
5. Rubber & Misc. Plastics	4,102	(4.7%)
6. Business Services	3,780	(4.3%)
7. Wholesale Trade-Durable	3,772	(4.3%)
8. Machinery, Except Electr.	3,311	(3.8%)
9. General Merchandise Stores	2,784	(3.2%)
10. Trucking & Warehousing	2,718	(3.1%)

Total Metro Employees: 87,327
 Top 10 Total Employees: 47,645 (54.6%)

By Occupation:

Manag/Prof.	23,307	(21.9%)
Tech/Sales/Admin.	32,889	(30.8%)
Service	14,790	(13.9%)
Farm/Forest/Fish	1,039	(0.9%)
Precision Prod.	13,522	(12.7%)
Oper/Fabri/Labor	21,094	(19.8%)

SOUTH BEND

Largest Local Banks

First Source (958 Mil)
 St. Joseph (476 Mil)
 Valley American (350 Mil)
 National (217 Mil)

Colleges and Universities

Notre Dame (9,461)
 Saint Mary's (1,726)
 Indiana University-South Bend (5,442)

 Total Full Time Students: 13,682

Military Bases

Unemployment

Jun 79: 6.0%
 Dec 82: 10.4%
 Sep 83: 7.4%
 Sep 84: 6.6%
 Aug 85: 6.8%
 Aug 86: 5.4%
 Aug 87: 5.1%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Largest Local Radio Accounts

Source of Regional Dollars

80-90 Channels

Highest Billing Stations

Highland Appliance
 Kroger
 Basney Ford
 Gates Chevy

Indianapolis
 Fort Wayne
 Chicago

99.1 Buchanan, MI
 16 NW of South Bend
 106.3 South Bend

1. WNDU-F \$1,800,000
 2. WSBT 1,000,000
 3. WNSN-F 950,000
 4. WZZP-F 800,000
 WYEZ-F 800,000
 6.
 7.
 8.
 9.
 10.

Daily Newspapers

	AM	PM	SUN	Owner
South Bend Tribune		92,100	123,600	Schurz
Elkhart Truth		28,600	29,200	Federated

Miscellaneous Comments

"South Bend is a strong industrial center, a pleasant and neat community."
 - The Book of America

COMPETITIVE MEDIA

Over the Air Television

Station	City	Ch	Network	Owner
WHME	South Bend	46		Sumrall
WNDU	South Bend	16	NBC	Notre Dame
WNIT	South Bend	34	PBS	
WSBT	South Bend	22	CBS	Schurz
WSJV	South Bend	28	ABC	Quincy Newspapers

Best Restaurants

The Loft (continental)
 Francesco's (Italian)
 Tippecanoe Place (steak, seafood)
 Emporium (steak, seafood)
 Carriage House

Best Hotels

Marriott
 Americana
 Morris Inn

WEATHER DATA

Elevation: 773
 Annual Precipitation: 35.4 in.
 Annual Snowfall: 65.6 in.
 Average Windspeed: 10.6 (SW)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$18,000,000	39.4	.0106
Radio	6,100,000	13.3	.0036
Newspaper	20,000,000	43.8	.0118
Outdoor	1,600,000	3.5	.0009
	\$45,700,000		.0269

	JAN	JULY	TOTAL YEAR
Avg. Max. Temp.:	31.5	82.8	58.5
Avg. Min. Temp.:	16.5	61.7	39.6
Average Temp.:	24.0	72.3	49.1

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983 WAMJ \$129,000

NOTE: Some of these sales may not have been consummated.

SPOKANE

1987 ARB Rank: 97
 1987 MSA Rank: 130
 1987 ADI Rank: 77
 FM Base Value: \$1,900,000

1987 Revenue: \$10,500,000
 Rev per Share Point: \$117,581
 Population per Station: 18,679 (19)
 1987 Revenue Change: 5.0%

Manager's Market Ranking (current): 2.9
 Manager's Market Ranking (future): 3.4
 Duncan's Radio Market Grade: III C
 Mathematical Market Grade: III D+

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	7.7	8.2	8.7	9.3	10.0	10.5					
Yearly Growth Rate (82-87): 6.3%											
Projected Revenue Estimates:							11.2	11.9	12.6	13.4	14.3
Revenue per Capita:	21.93	23.16	24.98	26.12	27.93	29.25					
Yearly Growth Rate (82-87): 5.9%											
Projected Revenue per Capita:							30.98	32.80	34.74	36.79	38.96
Resulting Revenue Estimate:							11.2	11.9	12.7	13.5	14.3
Revenue as % of Retail Sales:	.0045	.0046	.0044	.0044	.0047	.0047					
Mean % (82-87): .0045%											
Resulting Revenue Estimate:							10.8	11.3	12.2	13.1	14.0
<u>MEAN REVENUE ESTIMATE:</u>							<u>11.1</u>	<u>11.7</u>	<u>12.5</u>	<u>13.3</u>	<u>14.2</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.351	.354	.354	.357	.358	.359	.361	.363	.365	.367	.368
Retail Sales (billions):	1.7	1.8	1.9	2.0	2.12	2.2	2.4	2.5	2.7	2.91	3.1
Below-the-Line Listening Shares:	0 %										
Unlisted Station Listening:	10.7%										
Total Lost Listening:	10.7%										
Available Share Points:	89.3										
Number of Viable Stations:	12.5										
Mean Share Points per Station:	7.1										
Median Share Points per Station:	6.2										
Rev. per Available Share Point:	\$117,581										
Estimated Rev. for Mean Station:	\$840,000										
<u>Confidence Levels</u>											
							1987 Revenue Estimates: Below normal				
							1988-1992 Revenue Projections: Below normal				
<u>COMMENTS</u>											
							Managers predict 3% to 5% growth in 1988...				

	<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
Household Income: \$26,615				
Median Age: 31.6 years				
Median Education: 12.7 years				
Median Home Value: \$47,900				
Population Change (1986-1991): 2.5%	White 96.0	<15 36.6	12-34 25.6	Non High School
Retail Sales Change (1986-1991): 36.9%	Black 0.9	15-30 31.6	25-54 48.6	Grad 22.2
Number of B or C FM Stations: 7 + 1 = 8	Hispanic 1.2	30-50 22.3	55+ 25.8	High School
Revenue per AQH: \$21,604	Other 1.9	50-75 7.0		Grad 37.9
Cable Penetration: 51%		75+ 2.5		
				College 1-3 years
				22.6
				College 4+ years
				17.3

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Medical and Health		Washington Water Power	
Mining			
Lumber and Wood			
Food Processing			
Aluminum Products			
	<u>Other Major Corporations</u>		
	Cominco		

INC 500 Companies

Employment Breakdowns

Clark-White & Associates

By Industry (SIC):

By Occupation:

1. Health Services	11,662 (10.7%)	Manag/Prof.	36,164 (22.4%)
2. Eating & Drinking Places	10,147 (8.6%)	Tech/Sales/Admin.	53,369 (33.1%)
3. Wholesale Trade-Durable	6,311 (5.3%)	Service	24,244 (15.1%)
4. Machinery, Except Electr.	5,208 (4.4%)	Farm/Forest/Fish	3,450 (2.1%)
5. Wholesale Trade-Nondurable	5,000 (4.2%)	Precision Prod.	20,188 (12.5%)
6. Food Stores	4,186 (3.5%)	Oper/Fabri/Labor	23,778 (14.8%)
7. Business Services	4,149 (3.5%)		
8. Special Trade Contractor	3,806 (3.2%)		
9. Automotive Dealers	3,650 (3.1%)		
10. Membership Organizations	3,562 (3.0%)		

Total Metro Employees: 118,656
 Top 10 Total Employees: 58,681 (49.5%)

SPOKANE

Largest Local Banks

First Interstate (3.2 Bil)
 Old National (1.5 Bil)
 Washington Trust (489 Mil)
 Seattle-First (NA)

Colleges and Universities

Eastern Washington (8,527)
 Gonzaga (3,210)

Military Bases

Fairchild AFB (5,051)

Unemployment

Jun 79: 6.5%
 Dec 82: 12.5%
 Sep 83: NA
 Sep 84: 7.5%
 Aug 85: NA
 Aug 86: 7.4%
 Aug 87: NA

Total Full Time Students: 20,282

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Clark/White
 Gross Hatch
 Robideaux
 Appleway
 Sound Ideas

Largest Local Radio Accounts

Safway
 KHQ-TV
 Pepsi
 Budweiser

Source of Regional Dollars

Seattle

80-90 Channels

95.3 Medical Lake
 14 SW of Spokane

Highest Billing Stations

1. KGA/KDRK-F \$2,100,000
 2. KZZU A/F 1,700,000
 3. KEZE-F 1,200,000
 4. KXLY-F 1,100,000
 5. KISC-F 800,000
 6. KPPL A/F 700,000
 7.
 8.
 9.
 10.

Daily Newspapers

Spokesman-Review
 Spokane Chronicle
 Spokes-Review/Chronicle

AM	PM	SUN
86,300	34,700	134,200

Owner
 Cowles
 Cowles
 Cowles

Miscellaneous Comments

"Spokane remains the center of the Inland Empire, an interior economy that stretches into Idaho, Montana, and Canada and is based on agriculture, mining and manufacturing."

- The Book of America

COMPETITIVE MEDIA

Over the Air Television

Station	City	Ch	Owner
KAYU	Spokane	28	
KHQ	Spokane	6	NBC Cowles
KREM	Spokane	2	CBS King
KSKN	Spokane	22	
KXLY	Spokane	4	ABC Morgan Murphy
KSPS	Spokane	7	PBS

Best Restaurants

Patsy Clark's (various, steak)
 Cyrus O'Leary's (general)
 Shenanigans
 Beverly's

Best Hotels

Cavanaugh's Inn
 Sheraton
 Coeur d'Alene

WEATHER DATA

Elevation: 2356
 Annual Precipitation: 16.2 in.
 Annual Snowfall: 54.0 in.
 Average Windspeed: 8.7 (SW)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$26,200,000	37.6	.0118
Radio	10,500,000	15.1	.0047
Newspaper	30,700,000	44.1	.0138
Outdoor	2,200,000	3.2	.0010
	\$69,600,000		.0313

	JAN	JULY	TOTAL YEAR
Avg. Max. Temp.:	31.1	84.3	57.2
Avg. Min. Temp.:	19.6	55.1	37.3
Average Temp.:	25.4	69.7	47.3

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1984	KGA, KDRK-F	Sold to John Price	\$5,750,000
1984	KZZU A/F	From King to Olympic	1,200,000
1984	KUDY, KQSP-F	From Cascade to Medina	1,309,000
1985	KKPL A/F (89%)		4,000,000
1985	KRSS		400,000
1986	KLSN, KISC-F	Sold to Home News	1,550,000
1987	KRSS		250,000

NOTE: Some of these sales may not have been consummated.

SPRINGFIELD, MA

1987 ARB Rank: 70
 1987 MSA Rank: 86
 1987 ADI Rank: 107
 FM Base Value: \$6,000,000

1987 Revenue: \$10,800,000
 Rev per Share Point: \$223,140
 Population per Station: 35,593 (14)
 1987 Revenue Change: 6.9%

Manager's Market Ranking (current): 3.4
 Manager's Market Ranking (future): 3.9
 Duncan's Radio Market Grade: II C-
 Mathematical Market Grade: II D+

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	7.6	8.2	9.1	9.6	10.1	10.8					
Yearly Growth Rate (82-87): 7.3%											
Projected Revenue Estimates:							11.6	12.4	13.3	14.3	15.4
Revenue per Capita:	13.06	14.11	15.60	16.38	17.12	18.31					
Yearly Growth Rate (82-87): 7.0%											
Projected Revenue per Capita:							19.59	20.96	22.43	24.00	25.68
Resulting Revenue Estimate:							11.6	12.4	13.3	14.2	15.2
Revenue as % of Retail Sales:	.0026	.0024	.0026	.0025	.0024	.0024					
Mean % (82-87): .00246%											
Resulting Revenue Estimate:							11.8	12.8	13.5	14.3	15.3
MEAN REVENUE ESTIMATE:							<u>11.7</u>	<u>12.5</u>	<u>13.4</u>	<u>14.3</u>	<u>15.3</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.581	.581	.583	.586	.590	.590	.591	.591	.592	.592	.593
Retail Sales (billions):	2.9	3.4	3.5	3.8	4.2	4.5	4.8	5.2	5.5	5.8	6.2

Below-the-Line Listening Shares: 40.8%
 Unlisted Station Listening: 10.8%
 Total Lost Listening: 51.6%
 Available Share Points: 48.4
 Number of Viable Stations: 8
 Mean Share Points per Station: 6.0
 Median Share Points per Station: 7.3
 Rev. per Available Share Point: \$223,140
 Estimated Rev. for Mean Station: \$1,338,843

Confidence Levels

1987 Revenue Estimates: Below normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Household Income: \$33,206	<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
Median Age: 32.6 years	White 90.8	<15 30.2	12-34 27.8	Non High School
Median Education: 12.5 years	Black 5.3	15-30 29.4	25-54 44.3	Grad 31.8
Median Home Value: \$39,100	Hispanic 3.5	30-50 26.1	55+ 27.9	High School
Population Change (1986-1991): 0.4%	Other 0.4	50-75 11.2		Grad 37.1
Retail Sales Change (1986-1991): 37.7%		75+ 3.1		
Number of B or C FM Stations: 3				College 1-3 years
Revenue per AQH: \$14,497				14.6
Cable Penetration: 68%				College 4+ years
				16.5

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Metal Fabri.		Monarch Capital	
Plastics			
Food Products			
Paper	<u>Other Major Corporations</u>		
Firearms	Milton Bradley		
	Mass. Mutual Life		

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	20,593 (10.2%)
2. Eating & Drinking Places	12,977 (6.4%)
3. Insurance Carriers	11,293 (5.6%)
4. Educational Services	9,938 (4.9%)
5. Machinery, Except Electr.	8,914 (4.4%)
6. Fabricated Metal Products	8,377 (4.2%)
7. Paper & Allied Products	8,228 (4.1%)
8. Food Stores	7,255 (3.6%)
9. Business Services	6,616 (3.3%)
10. Miscellaneous Retail	6,262 (3.1%)

Total Metro Employees: 201,784
 Top 10 Total Employees: 110,453 (49.8%)

By Occupation:

Manag/Prof.	59,250 (22.5%)
Tech/Sales/Admin.	78,289 (29.7%)
Service	39,115 (14.9%)
Farm/Forest/Fish	2,688 (1.0%)
Precision Prod.	32,526 (12.4%)
Oper/Fabri/Labor	51,367 (19.5%)

SPRINGFIELD, MA

Largest Local Banks

Bank of New England (1.3 Bil)
 Bay Bank (769 Mil)
 Shawmut (466 Mil)
 Multibank (152 Mil)

Colleges and Universities

Springfield College (2,353)
 West New England College (5,140)

Total Full Time Students: 44,258

Military Bases

Unemployment

Jun 79: 4.3%
 Dec 82: 7.1%
 Sep 83: 6.6%
 Sep 84: 5.0%
 Aug 85: 3.8%
 Aug 86: 4.0%
 Aug 87: 3.2%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Jasinsky
 Belcher

Largest Local Radio Accounts

Balise Motors
 Mass. Lottery
 NE Telephone

Source of Regional Dollars

80-90 Channels

97.9 Enfield, CT
 11 S. of Springfield

Highest Billing Stations

1. WHYN A/F \$2,800,000
 2. WMAS-F 2,300,000
 WAQY-F 2,300,000
 4. WMAS 800,000
 5.
 6.
 7.
 8.
 9.
 10.

Daily Newspapers

Springfield Union News
 Springfield Republican

<u>AM</u>	<u>PM</u>	<u>SUN</u>
	122,487 (AD)	158,900

Owner
 Newhouse
 Newhouse

Miscellaneous Comments

* Springfield is part of the Hartford ADI.

Manager's Comment

"Springfield is booming economically with relatively little radio competition. It has always been and will continue to be an extremely strong radio market."

COMPETITIVE MEDIA

Over the Air Television

WGBY	Springfield	57	PBS	
WGGB	Springfield	40	ABC	Guy Gannett
WWLP	Springfield	22	NBC	Adams

Best Restaurants

The Fort
 Chestnut St.
 Hofbrauhaus

Best Hotels

Marriott
 Sheraton

NO WEATHER DATA AVAILABLE:
 See Hartford for an approximation.

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	NA	NA	NA
Radio	\$10,800,000	NA	.0024
Newspaper	NA	NA	NA
Outdoor	NA	NA	NA
	<u>\$10,800,000</u>		<u>.0024</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1985	WHYN A/F	From Affiliated to R & R	\$ 7,800,000
1986	WSPR		650,000
1986	WREB (Holyoke)		640,000
1987	WIXY/WAQY-F	From Wilks-Schwartz to Sunshine	8,750,000
1987	WHYN/WHFM-F	Sold to Wilks-Schwartz	10,800,000

NOTE: Some of these sales may not have been consummated.

SPRINGFIELD, MO

1987 ARB Rank: 159
 1987 MSA Rank: 183
 1987 ADI Rank: 81
 FM Base Value: \$2,700,000

1987 Revenue: \$8,500,000
 Rev per Share Point: \$91,496
 Population per Station: 18,900 (10)
 1987 Revenue Change: 9.0%

Manager's Market Ranking (current): 3.7
 Manager's Market Ranking (future): 4.0
 Duncan's Radio Market Grade: NA
 Mathematical Market Grade: IV A

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	6.0	6.6	7.3	7.6	7.8	8.5					
Yearly Growth Rate (82-87): 7.3%											
Projected Revenue Estimates:							9.1	9.8	10.5	11.3	12.1
Revenue per Capita:	28.04	30.14	32.74	33.93	34.06	36.80					
Yearly Growth Rate (82-87): 5.6%											
Projected Revenue per Capita:							38.86	41.04	43.34	45.76	48.32
Resulting Revenue Estimate:							9.1	9.7	10.4	11.1	11.8
Revenue as % of Retail Sales:	.0050	.0050	.0052	.0051	.0050	.0050					
Mean % (82-87): .0050%											
Resulting Revenue Estimate:							9.0	9.5	10.5	11.4	12.0
<u>MEAN REVENUE ESTIMATE:</u>							<u>9.1</u>	<u>9.7</u>	<u>10.5</u>	<u>11.2</u>	<u>11.9</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.214	.219	.223	.224	.229	.231	.234	.237	.240	.243	.245
Retail Sales (billions):	1.2	1.3	1.4	1.5	1.56	1.7	1.8	1.9	2.1	2.28	2.4

Below-the-Line Listening Shares: 0 %
 Unlisted Station Listening: 7.1%
 Total Lost Listening: 7.1%
 Available Share Points: 92.9
 Number of Viable Stations: 8.5
 Mean Share Points per Station: 10.9
 Median Share Points per Station: 7.6
 Rev. per Available Share Point: \$91,496
 Estimated Rev. for Mean Station: \$997,309

Confidence Levels

1987 Revenue Estimates: Slightly below normal
 1988-1992 Revenue Projections: Slightly below normal

COMMENTS

Managers predict a 6% to 7% revenue increase in 1988...

Household Income: \$29,767
 Median Age: 31.8 years
 Median Education: 12.4 years
 Median Home Value: \$37,100
 Population Change (1986-1991): 6.3%
 Retail Sales Change (1986-1991): 46.8%
 Number of B or C FM Stations: 4
 Revenue per AQH: \$32,319
 Cable Penetration: 37%

Ethnic Breakdowns (%)

White 97.5
 Black 1.5
 Hispanic 0.6
 Other 0.4

Income Breakdowns (%)

<15 33.2
 15-30 31.7
 30-50 22.6
 50-75 8.9
 75+ 3.6

Age Breakdowns (%)

12-34 27.5
 25-54 47.1
 55+ 25.4

Education Levels

Non High School
 Grad 29.6
 High School
 Grad 38.8

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years
 16.8
 College 4+ years
 14.8

COMMERCE AND INDUSTRY

Important Business and Industries

Agribusiness
 Furniture
 Machinery
 Cheese Products
 Electronics
 Food Containers

Fortune 500 Companies

Mid American Dairymen (237)

Forbes 500 Companies

Forbes Largest Private Companies

Consumers Markets

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	9,534	(12.0%)
2. Eating & Drinking Places	6,148	(7.7%)
3. Electric & Electronic Eq.	5,402	(6.8%)
4. Wholesale Trade-Durable	4,717	(5.9%)
5. Food & Kindred Products	3,388	(4.3%)
6. Wholesale Trade-Nondurable	3,308	(4.2%)
7. General Merchandise Stores	2,954	(3.7%)
8. Business Services	2,793	(3.5%)
9. Trucking & Warehousing	2,682	(3.4%)
10. Printing & Publishing	2,530	(3.2%)

Total Metro Employees: 79,544
 Top 10 Total Employees: 43,456 (54.6%)

By Occupation:

Manag/Prof.	19,098	(21.2%)
Tech/Sales/Admin.	27,772	(30.8%)
Service	12,937	(14.4%)
Farm/Forest/Fish	2,052	(2.3%)
Precision Prod.	10,828	(12.0%)
Oper/Fabri/Labor	17,382	(19.3%)

SPRINGFIELD, MO

Largest Local Banks

Boatmen's (432 Mil)
 Commerce (377 Mil)
 Empire (133 Mil)
 Mercantile (140 Mil)
 Centerre (105 Mil)

Colleges and Universities

SW Missouri (15,121)
 Drury College (2,400)

 Total Full Time Students: 15,582

Military Bases

Ft. Leonard Wood (13,061)

Unemployment

Jun 79: 3.2%
 Dec 82: 7.8%
 Sep 83: 6.9%
 Sep 84: 4.7%
 Aug 85: 5.5%
 Aug 86: 4.9%
 Aug 87: 4.7%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Eiffert
 Young & Company
 Nicholson

Largest Local Radio Accounts

Smitty's Markets
 Coke & Pepsi
 McDonalds
 Consumers Market
 Toyota Dealers

Source of Regional Dollars

St. Louis
 Kansas City

80-90 Channels

99.5 Republic
 10 SW of Springfield
 100.5 Willard
 10 NW of Springfield

Highest Billing Stations

1. KTTS A/F \$2,700,000
 2. KWTO-F 2,300,000
 3. KXUS-F 1,200,000
 4. KTXR-F 900,000
 5. KWTO-F 800,000
 6.
 7.
 8.
 9.
 10.

Daily Newspapers

Springfield News-Leader

AM

60,300

PM

SUN

97,400

Owner

Gannett

Miscellaneous Comments

Best Restaurants

Shady Inn (steak/seafood)
 Riverside Inn (steak, seafood, Ozark)
 Key Largo (seafood)
 Tower Club

Best Hotels

University Plaza
 Holiday Inn
 Ramada Hawthorne

COMPETITIVE MEDIA

Over the Air Television

KDEB	Springfield	27		Woods
KOLR	Springfield	10	CBS	
KOZK	Springfield	21	PBS	
KSPR	Springfield	33	ABC	Lorimar
KYTV	Springfield	3	NBC	Schurz

NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$19,400,000	37.8	.0114
Radio	8,500,000	16.6	.0050
Newspaper	21,600,000	42.1	.0127
Outdoor	1,800,000	3.5	.0010
	\$51,300,000		.0301

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1984	KXUS-F		\$ 925,000
1985	KWTO-F	From Stuart to DKM	NA
1986	KGBX		776,000
1987	KWTO A/F	From DKM to Summit	11,500,000 (E)

NOTE: Some of these sales may not have been consummated.

STEUBENVILLE

1987 ARB Rank: 197
 1987 MSA Rank: 241
 1987 ADI Rank: Wheeling ADI
 FM Base Value: NA

1987 Revenue: \$2,100,000
 Rev per Share Point: \$84,337
 Population per Station: 43,133 (3)
 1987 Revenue Change: 4.8%

Manager's Market Ranking (current): 2.3
 Manager's Market Ranking (future): 2.2
 Duncan's Radio Market Grade: NA
 Mathematical Market Grade: IV D

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	1.6	1.7	1.8	1.9	2.0	2.1					
Yearly Growth Rate (82-87): 4.6%											
Projected Revenue Estimates:							2.2	2.3	2.4	2.5	2.6
Revenue per Capita:	10.12	10.76	11.54	12.17	12.90	13.64					
Yearly Growth Rate (82-87): 5.0%											
Projected Revenue per Capita:							14.32	15.04	15.79	16.58	17.41
Resulting Revenue Estimate:							2.2	2.3	2.4	2.5	2.6
Revenue as % of Retail Sales:	.0026	.0027	.0027	.0028	.0028	.0028					
Mean % (82-87): .0028%											
Resulting Revenue Estimate:							2.2	2.4	2.5	2.6	2.7

MEAN REVENUE ESTIMATE:

<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
2.2	2.3	2.4	2.5	2.6	2.7					

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.158	.158	.156	.157	.155	.154	.157	.153	.152	.152	.151
Retail Sales (billions):	.61	.64	.66	.69	.72	.76	.80	.84	.88	.92	.96

Below-the-Line Listening Shares: 68.4%
 Unlisted Station Listening: 6.7%
 Total Lost Listening: 75.1%
 Available Share Points: 24.9
 Number of Viable Stations: 4
 Mean Share Points per Station: 6.2
 Median Share Points per Station: 9.0
 Rev. per Available Share Point: \$84,337
 Estimated Rev. for Mean Station: \$522,892

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Household Income: \$27,454
 Median Age: 34.0 years
 Median Education: 12.3 years
 Median Home Value: \$38,800
 Population Change (1986-1991): -2.4%
 Retail Sales Change (1986-1991): 28.7%
 Number of B or C FM Stations: 2
 Revenue per AQH: \$10,714
 Cable Penetration: NA

Ethnic Breakdowns (%)

White	95.6
Black	4.0
Hispanic	0.4
Other	---

Income Breakdowns (%)

<15	34.2
15-30	31.0
30-50	26.8
50-75	6.5
75+	1.5

Age Breakdowns (%)

12-34	24.1
25-54	46.7
55+	29.2

Education Levels

Non High School Grad	37.7
High School Grad	44.4

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years	9.9
College 4+ years	8.0

COMMERCE AND INDUSTRY

Important Business and Industries

Iron and Steel
 Chemicals
 China Food Utensils

Fortune 500 Companies

Forbes 500 Companies

Forbes Largest Private Companies

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Primary Metal Industries	14,544	(33.8%)
2. Health Services	4,042	(9.4%)
3. Eating & Drinking Places	2,298	(5.3%)
4. Food Stores	1,750	(4.1%)
5. Stone, Clay, & Glass Prod.	1,728	(4.0%)
6. Educational Services	1,422	(3.3%)
7. General Merchandise Stores	1,205	(2.8%)
8. Fabricated Metal Products	1,096	(2.5%)
9. Bituminous Coal & Lignite	1,067	(2.5%)
10. Automotive Dealers	989	(2.3%)

By Occupation:

Manag/Prof.	9,787	(15.8%)
Tech/Sales/Admin.	14,224	(23.1%)
Service	7,916	(12.8%)
Farm/Forest/Fish	623	(1.0%)
Precision Prod.	11,373	(18.4%)
Oper/Fabri/Labor	17,849	(28.9%)

Total Metro Employees: 43,028
 Top 10 Total Employees: 30,141 (70.0%)

STEBENVILLE

Largest Local Banks

Miners & Merchants (237 Mil)
 Ameritrust (NA)
 Banc One (NA)

Colleges and Universities

Total Full Time Students: 2,180

Military Bases

Unemployment

Jun 79: NA
 Dec 82: NA
 Sep 83: NA
 Sep 84: 10.8%
 Aug 85: NA
 Aug 86: 8.3%
 Aug 87: NA

RADIO BUSINESS INFORMATION

Heavy Agency
Radio Users

Largest Local
Radio Accounts

Source of
Regional Dollars

80-90 Channels

Highest Billing Stations

None

1. NO ESTIMATES AVAILABLE
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Daily Newspapers

AM

PM

SUN

Owner

Steubenville Herald Star
 Weirton Times

21,122
 7,700

20,500

Thomson
 Thomson

Miscellaneous Comments

"Steubenville, a place that breaches smoke and fire and exhales great slabs of hot searing steel for the industrial machine of the heartland."

- The Book of America

COMPETITIVE MEDIA

Over the Air Television

See Wheeling

Best Restaurants

Pascale's (French)
 What's Your Beef
 Tutor's (continental)

Best Hotel

Hilton Tower
 Marriott

NO WEATHER DATA AVAILABLE:
 See Pittsburgh for an approximation.

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	NA	NA	NA
Radio	2,100,000	NA	.0028
Newspaper	NA	NA	NA
Outdoor	NA	NA	NA
	<u>\$2,100,000</u>		<u>.0028</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1984 WEIR (Weirton) Sold by Gilcom \$750,000

NOTE: Some of these sales may not have been consummated.

STOCKTON

1987 ARB Rank: 101
 1987 MSA Rank: 104
 1987 ADI Rank: Sacramento ADI
 FM Base Value: NA

1987 Revenue: \$6,700,000
 Rev per Share Point: \$214,743
 Population per Station: 30,991 (11)
 1987 Revenue Change: 6.3%

Manager's Market Ranking (current): 2.8
 Manager's Market Ranking (future): 3.4
 Duncan's Radio Market Grade: III D+
 Mathematical Market Grade: III C

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	4.3	4.8	5.3	5.8	6.3	6.7						
Yearly Growth Rate (82-87):	9.3% (assigned future rate of 7.6%)											
Projected Revenue Estimates:							7.2	7.6	8.3	9.0	9.7	
Revenue per Capita:	11.35	12.44	13.49	14.39	14.89	15.47						
Yearly Growth Rate (82-87):	6.4%											
Projected Revenue per Capita:							16.46	17.51	18.63	19.83	21.10	
Resulting Revenue Estimate:							7.3	7.9	8.7	9.5	10.3	
Revenue as % of Retail Sales:	.0025	.0027	.0028	.0029	.0028	.0027						
Mean % (82-87):	.00273%											
Resulting Revenue Estimate:							7.4	7.9	8.7	9.4	10.1	
<u>MEAN REVENUE ESTIMATE:</u>							7.3	7.8	8.6	9.3	10.0	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.379	.386	.393	.407	.423	.433	.443	.454	.465	.477	.486
Retail Sales (billions):	1.7	1.8	1.9	2.1	2.28	2.5	2.7	2.9	3.2	3.46	3.7

Below-the-Line Listening Shares: 53.8%
 Unlisted Station Listening: 15.0%
 Total Lost Listening: 68.8%
 Available Share Points: 31.2
 Number of Viable Stations: 9.5
 Mean Share Points per Station: 3.28
 Median Share Points per Station: 3.9
 Rev. per Available Share Point: \$214,743
 Estimated Rev. for Mean Station: \$704,359

Confidence Levels

1987 Revenue Estimates: Below normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Managers predict 7% to 9% revenue increase in 1988...About \$1,000,000 goes to Modesto stations...

Household Income: \$32,156
 Median Age: 32.1 years
 Median Education: 12.4 years
 Median Home Value: \$56,400
 Population Change (1986-1991): 12.7%
 Retail Sales Change (1986-1991): 51.5%
 Number of B or C FM Stations: 2
 Revenue per AQH: \$14,725
 Cable Penetration: NA

Ethnic Breakdowns (%)

White 76.4
 Black 4.6
 Hispanic 19.0
 Other ---

Income Breakdowns (%)

<15 32.0
 15-30 32.3
 30-50 24.5
 50-75 11.3
 75+ 3.9

Age Breakdowns (%)

12-34 25.5
 25-54 47.9
 55+ 26.6

Education Levels

Non High School Grad 37.4
 High School Grad 32.1
 College 1-3 years 19.0
 College 4+ years 11.5

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Agriculture	Sun Diamond Growers (470)		AG Spanos Companies
Government			
Glass			

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	8,569	(9.1%)
2. Eating & Drinking Places	7,610	(8.0%)
3. Food & Kindred Products	6,479	(6.8%)
4. Special Trade Contractor	4,194	(4.4%)
5. Wholesale Trade-Nondurable	4,144	(4.4%)
6. Credit Agencies Other Th.	4,017	(4.2%)
7. Business Services	3,603	(3.8%)
8. Wholesale Trade-Durable	3,327	(3.5%)
9. Food Stores	3,288	(3.5%)
10. Trucking & Warehousing	3,233	(3.4%)

By Occupation:

Manag/Prof.	25,784	(18.9%)
Tech/Sales/Admin.	40,209	(29.6%)
Service	18,385	(13.5%)
Farm/Forest/Fish	9,843	(7.2%)
Precision Prod.	17,296	(12.7%)
Oper/Fabri/Labor	24,621	(18.1%)

Total Metro Employees: 94,677
 Top 10 Total Employees: 48,464 (51.2%)

STOCKTON

Largest Local Banks

Bank of Stockton (474 Mil)
Union (303 Mil)

Colleges and Universities

University of Pacific (5,806)

Total Full Time Students: 9,440

Military Bases

Unemployment

Jun 79: 8.3%
Dec 82: NA
Sep 83: 13.7%
Sep 84: 9.6%
Aug 85: 12.2%
Aug 86: 9.0
Aug 87: 7.8%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Largest Local Radio Accounts

Source of Regional Dollars

80-90 Channels

Highest Billing Stations

San Francisco
Sacramento
Los Angeles

None

1. KWG/KYBB-F \$1,400,000
2. KWIN-F 1,200,000
3. KFMR-F 800,000
KJAX-F 800,000

5.
6.
7.
8.
9.
10.

Daily Newspapers

AM

PM

SUN

Owner

Stockton Record 52,600 55,900 Gannett

Miscellaneous Comments

* Split ADI with Sacramento and Modesto. TV revenue is estimate of Stockton's share. Total TV revenue for ADI is estimated at \$151,000,000.

COMPETITIVE MEDIA

Over the Air Television

See Sacramento

Best Restaurants

Best Hotels

Fish Market (seafood)
El Torito (Mexican)
Shadows (steak)
Alder Market (French)

Hilton
Ramada Inn

NO WEATHER DATA AVAILABLE:
See Sacramento for an approximation.

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$17,000,000	34.1	.0068
Radio	6,700,000	13.4	.0027
Newspaper	23,700,000	47.6	.0095
Outdoor	2,400,000	4.8	.0010
	<u>\$49,800,000</u>		<u>.0200</u>

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983 KWG, KYBB-F Sold to Home News \$1,218,000

NOTE: Some of these sales may not have been consummated.

SYRACUSE

1987 ARB Rank: 61
 1987 MSA Rank: 74
 1987 ADI Rank: 66
 FM Base Value: \$3,700,000

1987 Revenue: \$15,000,000
 Rev per Share Point: \$181,818
 Population per Station: 29,147 (19)
 1987 Revenue Change: 7.9%

Manager's Market Ranking (current): 3.1
 Manager's Market Ranking (future): 3.3
 Duncan's Radio Market Grade: II B-
 Mathematical Market Grade: II C-

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	10.0	10.8	11.6	12.8	13.9	15.0						
Yearly Growth Rate (82-87):	8.4% (assigned rate of 7.2%)											
Projected Revenue Estimates:							16.1	17.2	18.5	19.8	21.2	
Revenue per Capita:	15.53	16.66	17.87	19.57	21.22	22.83						
Yearly Growth Rate (82-87):	7.9%											
Projected Revenue per Capita:							24.63	26.58	28.68	30.95	33.39	
Resulting Revenue Estimate:							16.2	17.5	19.0	20.5	22.1	
Revenue as % of Retail Sales:	.0031	.0033	.0035	.0036	.0037	.0037						
Mean % (82-87):	.00365%											
Resulting Revenue Estimate:							15.3	16.4	17.5	18.6	20.1	
<u>MEAN REVENUE ESTIMATE:</u>							<u>15.9</u>	<u>17.0</u>	<u>18.3</u>	<u>19.6</u>	<u>21.1</u>	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.644	.648	.649	.654	.655	.657	.658	.659	.661	.662	.663
Retail Sales (billions):	3.2	3.25	3.3	3.5	3.74	4.0	4.2	4.5	4.8	5.1	5.5

Below-the-Line Listening Shares: 5.2%
 Unlisted Station Listening: 12.3%
 Total Lost Listening: 17.5%
 Available Share Points: 82.5
 Number of Viable Stations: 10
 Mean Share Points per Station: 8.2
 Median Share Points per Station: 6.3
 Rev. per Available Share Point: \$181,818
 Estimated Rev. for Mean Station: \$1,490,909

Confidence Levels

1987 Revenue Estimates: Below normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Managers predict about a 5% revenue increase in 1988...I underestimated WSYR/WYYY revenues in 1987 so I had to make adjustments this year...

Household Income: \$36,884
 Median Age: 31.5 years
 Median Education: 12.6 years
 Median Home Value: \$38,500
 Population Change (1986-1991): 1.0%
 Retail Sales Change (1986-1991): 37.4%
 Number of B or C FM Stations: 5
 Revenue per AQH: \$19,182
 Cable Penetration: 62%

	<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>		
White	93.7	<15	26.2	12-34	28.1	Non High School
Black	4.7	15-30	28.8	25-54	46.8	Grad 29.3
Hispanic	0.9	30-50	27.4	55+	25.1	High School
Other	0.7	50-75	13.5			Grad 37.4
		75+	4.1			College 1-3 years
						15.7
						College 4+ years
						17.6

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Machinery	Agway (112)	Niagara Mohawk Power	
Metals			
Electronics			
Apparel	<u>Other Major Corporations</u>		
Agribusiness	Crouse-Hinds		
	Carrols Development		

INC 500 Companies

Employment Breakdowns

Bennett Funding Group

By Industry (SIC):

1. Health Services	14,404	(6.6%)
2. Eating & Drinking Places	12,753	(5.8%)
3. Electric & Electronic Eq.	12,585	(5.8%)
4. Educational Services	12,154	(5.6%)
5. Wholesale Trade-Durable	10,541	(4.8%)
6. Business Services	10,183	(4.7%)
7. Food Stores	8,389	(3.8%)
8. Insurance Carriers	8,184	(3.7%)
9. Machinery, Except Electr.	7,793	(3.6%)
10. Miscellaneous Retail	5,824	(2.7%)

By Occupation:

Manag/Prof.	65,288	(23.9%)
Tech/Sales/Admin.	88,386	(32.4%)
Service	35,785	(13.1%)
Farm/Forest/Fish	4,454	(1.7%)
Precision Prod.	32,386	(11.8%)
Oper/Fabri/Labor	46,595	(17.1%)

Total Metro Employees: 218,811
 Top 10 Total Employees: 102,810 (47.0%)

SYRACUSE

Largest Local Banks

Key Bank (1.2 Bil)
 Merchants National (536 Mil)
 Lincoln First (NA)

Colleges and Universities

Syracuse (21,044)

 Total Full Time Students: 36,858

Military Bases

Hancock Field (900) ?

Unemployment

Jun 79: 7.1%
 Dec 82: 8.4%
 Sep 83: 6.4%
 Sep 84: 5.7%
 Aug 85: 6.3%
 Aug 86: 7.0%
 Aug 87: 5.6%

RAIO BUSINESS INFORMATION

Heavy Agency Radio Users

Eric Mower
 Signet

Largest Local Radio Accounts

Rosa Appliance
 McDonalds
 Budweiser
 P & C

Source of Regional Dollars

Rochester
 Buffalo
 Albany

80-90 Channels

102.1 Phoenix
 14 NW of Syracuse
 105.9 Syracuse

Highest Billing Stations

1. WYYY-F \$4,300,000
 2. WSYR 3,300,000
 3. WNTQ-F 1,700,000
 4. WHEN 1,500,000
 5. WRRB-F 1,300,000
 6. WAQX A/F 1,200,000
 7. WSEN-F+ 800,000
 WEZG-F 800,000
 9.
 10.

Daily Newspapers

Syracuse Herald American
 Syracuse Herald Journal
 Syracuse Post-Standard

AM PM SUN Owner
 84,400 100,600 228,400
 Newhouse
 Newhouse
 Newhouse

Miscellaneous Comments

DFS Test Market

Manager's Comment

"Our mission is to get results for clients and not to present radio as cheap. We are the rate leaders and we do not compromise this. I believe our competitive edge is the problem-solving expertise of our sales staff."

COMPETITIVE MEDIA

Over the Air Television

WCNY	Syracuse	24	PBS	
WIXT	Syracuse	9	ABC	Ackerly
WSTM	Syracuse	3	NBC	SJL
WSYT	Syracuse	68		
WTVH	Syracuse	5	CBS	Meredith

Best Restaurants

Nikkis
 Poseidon
 Tutor's (continental)

Best Hotels

Hilton Tower
 Marriott
 Syracuse University

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$35,600,000	35.9	.0089
Radio	15,000,000	15.1	.0037
Newspaper	45,000,000	45.4	.0112
Outdoor	3,600,000	3.6	.0009
	<u>\$99,200,000</u>		<u>.0247</u>

WEATHER DATA

Elevation: 410
 Annual Precipitation: 36.5 in.
 Annual Snowfall: 109.1 in.
 Average Windspeed: 9.8 (WNW)

	JAN	JULY	TOTAL YEAR
Avg. Max. Temp.:	31.4	82.0	57.4
Avg. Min. Temp.:	15.8	61.0	38.8
Average Temp.:	23.6	71.5	48.1

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WKFM-F (Fulton)		5 NA
1985	WEZG A/F	From Sky to Lorenz	1,350,000
1986	WSYR	From Katz to New City	4,500,000 (E)
1986	WYYY-F	From Katz to New City	7,200,000 (E)
1986	WDR, WNTQ-F	Sold to Osborn	6,500,000
1987	WFBL	Sold to Wilks-Schwartz	500,000 (E)

NOTE: Some of these sales may not have been consummated.

TALLAHASSEE

1987 ARB Rank: 177
 1987 MSA Rank: 190
 1987 ADI Rank: 122
 FM Base Value: \$2,200,000

1987 Revenue: \$5,800,000
 Rev per Share Point: \$67,757
 Population per Station: 14,091 (11)
 1987 Revenue Change: 9.4%

Manager's Market Ranking (current): 3.8
 Manager's Market Ranking (future): 4.2
 Duncan's Radio Market Grade: NA
 Mathematical Market Grade: IV A-

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	3.5	3.9	4.4	4.8	5.3	5.8						
Yearly Growth Rate (82-87):	10.6% (Assigned rate of 8.4%)											
Projected Revenue Estimates:							6.3	6.8	7.4	8.0	8.7	
Revenue per Capita:	18.91	19.02	21.15	22.54	24.42	26.36						
Yearly Growth Rate (82-87):	6.9%											
Projected Revenue per Capita:							28.17	30.12	32.20	34.42	36.80	
Resulting Revenue Estimate:							6.3	6.8	7.4	8.1	8.8	
Revenue as % of Retail Sales:	.0035	.0035	.0039	.0040	.0043	.0041						
Mean % (82-87):	.0039%											
Resulting Revenue Estimate:							5.9	6.2	6.6	7.2	7.8	
							MEAN REVENUE ESTIMATE:					
							6.2	6.6	7.1	7.8	8.4	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.185	.205	.208	.212	.217	.220	.223	.227	.230	.235	.238
Retail Sales (billions):	1.0	1.1	1.1	1.19	1.24	1.4	1.5	1.6	1.7	1.85	2.0

Below-the-Line Listening Shares: 0.9%
 Unlisted Station Listening: 13.5%
 Total Lost Listening: 14.4%
 Available Share Points: 85.6
 Number of Viable Stations: 9
 Mean Share Points per Station: 9.5
 Median Share Points per Station: 8.8
 Rev. per Available Share Point: \$67,757
 Estimated Rev. for Mean Station: \$643,692

Confidence Levels

1987 Revenue Estimates: Slightly below normal
 1988-1992 Revenue Projections: Slightly below normal

COMMENTS

Managers predict 7% to 9% revenue growth in 1988...

Household Income: \$29,250
 Median Age: 28.5 years
 Median Education: 13.0 years
 Median Home Value: \$45,800
 Population Change (1986-1991): 8.4%
 Retail Sales Change (1986-1991): 49.0%
 Number of B or C FM Stations: 2
 Revenue per AQH: \$25,778
 Cable Penetration: 59%

Ethnic Breakdowns (%)

White 73.5
 Black 24.8
 Hispanic 1.7
 Other ---

Income Breakdowns (%)

<15 33.2
 15-30 28.2
 30-50 21.3
 50-75 12.0
 75+ 5.3

Age Breakdowns (%)

12-34 33.5
 25-54 49.5
 55+ 17.0

Education Levels

Non High School Grad 22.9
 High School Grad 28.3

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 18.5
 College 4+ years 30.3

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Government
 Wood Products
 Boats

Other Major Corporations

Mobile Home Ind.

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Eating & Drinking Places	5,363	(11.3%)
2. Health Services	5,094	(10.7%)
3. Special Trade Contractor	2,530	(5.3%)
4. Food Stores	2,389	(5.0%)
5. Business Services	2,083	(4.4%)
6. General Merchandise Stores	2,040	(4.3%)
7. Membership Organizations	1,910	(4.0%)
8. General Building Contractor	1,788	(3.8%)
9. Miscellaneous Retail	1,646	(3.5%)
10. Wholesale Trade-Durable	1,618	(3.4%)

Total Metro Employees: 47,644
 Top 10 Total Employees: 26,461 (55.5%)

By Occupation:

Manag/Prof.	24,455	(31.3%)
Tech/Sales/Admin.	29,629	(38.0%)
Service	9,872	(12.7%)
Farm/Forest/Fish	1,281	(1.6%)
Precision Prod.	6,699	(8.6%)
Oper/Fabri/Labor	6,095	(7.8%)

TALLAHASSEE

Largest Local Banks

Barnett (246 Mil)
 Cap City First (210 Mil)
 Sun Bank (85 Mil)

Colleges and Universities

Florida State (20,984)
 Florida Ag & Mech (5,269)

Military Bases

Unemployment

Jun 79: NA
 Dec 82: 5.3%
 Sep 83: 4.6%
 Sep 84: 4.0%
 Aug 85: 4.4%
 Aug 86: 4.3%
 Aug 87: 4.0%

Total Full Time Students: 22,590

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Largest Local Radio Accounts

Source of Regional Dollars

80-90 Channels

Highest Billing Stations

Media Logic	Tallahassee Furniture Coke and Pepsi McDonalds Barnacle Bills				100.7 Gretna 22 NW of Tallahassee 101.9 Monticelo 26 E. of Tallahassee 102.7 Quincy 17 NW of Tallahassee 106.1 Tallahassee	1. WBGW A/F \$1,200,000 2. WGLF-F 800,000 3. WTNT-F 750,000 4. WTHZ-F 700,000 5. WANM 675,000 6. WMNX-F 650,000 7. 8. 9. 10.
-------------	--	--	--	--	--	---

Daily Newspapers

	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Tallahassee Democrat	55,400		68,600	Knight-Ridder

Miscellaneous Comments

"Tallahassee, Florida's charming old capital city has also hummed in recent years."

- The Book of America

COMPETITIVE MEDIA

Over the Air Television

WCTV	Thomasville	6	CBS	
WFSU	Tallahassee	11	PBS	
WTWC	Tallahassee	40	NBC	Holt-Robinson
WTXL	Tallahassee	27	ABC	

Best Restaurants

Anthony's
 Golden Pheasant

Best Hotels

Governor's Inn
 Radisson
 Marriott Courtyard

NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$15,200,000	38.5	.0109
Radio	5,800,000	14.7	.0041
Newspaper	17,100,000	43.3	.0122
Outdoor	1,400,000	3.5	.0010
	<u>\$39,500,000</u>		<u>.0282</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WTHZ-F	From Negrin to Kelly	\$1,470,000
1983	WKQE, WBGW-F	From Forward to Statewide	1,575,000
1983	WMNX-F		950,000
1985	WMNX-F	Sold to HVS	1,250,000
1985	WCVC		500,000
1985	WTHZ-F	From Kelly to Dolgoff	1,150,000
1985	WKQE, WBGW-F	From Statewide to Woolfson	2,340,000
1987	WANM (1070)		350,000
1987	WHFL-F (Havana)	Sold to Winton	475,000
1987	WBGW A/F	Sold to HVS	3,900,000 (E)
1987	WTNT	Sold by Palmer	600,000

NOTE: Some of these sales may not have been consummated.

TAMPA - ST. PETERSBURG

1987 ARB Rank: 22
 1987 MSA Rank: 22
 1987 ADI Rank: 13
 FM Base Value: \$10,500,000

1987 Revenue: \$52,000,000
 Rev per Share Point: \$598,389
 Population per Station: 69,313 (24)
 1987 Revenue Change: 3.2%

Manager's Market Ranking (current): 3.7
 Manager's Market Ranking (future): 4.7
 Duncan's Radio Market Grade: I A-
 Mathematical Market Grade: I B

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92	
Duncan Revenue Est.:	30.1	35.0	40.6	44.8	50.4	52.0						
Yearly Growth Rate (82-87):	11.7% (assigned rate of 8.7%)											
Projected Revenue Estimates:							56.5	61.4	66.8	75.6	78.9	
Revenue per Capita:	18.24	19.55	22.07	23.96	26.25	26.53						
Yearly Growth Rate (82-87):	8.9% (assigned rate of 7.5%)											
Projected Revenue per Capita:							28.52	30.66	32.96	35.43	38.09	
Resulting Revenue Estimate:							57.0	62.5	68.6	75.5	82.7	
Revenue as % of Retail Sales:	.0034	.0036	.0037	.0037	.0041	.0039						
Mean % (82-87):	.00373%											
Resulting Revenue Estimate:							53.7	58.2	64.2	71.2	77.6	
							MEAN REVENUE ESTIMATE:					
							55.7	60.7	63.2	74.1	79.7	

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	1.65	1.79	1.84	1.87	1.92	1.96	2.00	2.04	2.08	2.13	2.17
Retail Sales (billions):	8.9	9.6	10.9	11.5	12.3	13.3	14.4	15.6	17.2	19.1	20.8

Below-the-Line Listening Shares: 4.4%
 Unlisted Station Listening: 8.7%
 Total Lost Listening: 13.1%
 Available Share Points: 86.9
 Number of Viable Stations: 18
 Mean Share Points per Station: 4.83
 Median Share Points per Station: 3.7
 Rev. per Available Share Point: \$598,389
 Estimated Rev. for Mean Station: \$2,890,219

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Managers predict 7% to 9% increase in 1988...Florida ad tax has hurt revenue growth in 1987...

Household Income: \$29,007
 Median Age: 40.3 years
 Median Education: 12.4 years
 Median Home Value: \$41,000
 Population Change (1986-1991): 11.4%
 Retail Sales Change (1986-1991): 54.6%
 Number of B or C FM Stations: 8 + 1 = 9
 Revenue per AQH: \$19,181
 Cable Penetration: 52%

	Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White	86.0	<15	32.0	Non High School
Black	8.7	15-30	32.3	Grad
Hispanic	5.3	30-50	21.2	34.5
Other	---	50-75	10.0	High School
		75+	4.5	Grad
				35.8

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 16.3
 College 4+ years 13.4

COMMERCE AND INDUSTRY

Important Business and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Shipping/Port	Jim Walter (159)	First Florida Banks	Jack Eckerd
Tobacco	Anchor Glass Container (424)	Florida Progress	Lykes Brothers
Fishing		Florida Fed. S & L	Spaulding & Evenflo
Citrus	<u>Other Major Corporations</u>	Teco Energy	
Tourism	American Shipbuilding		
Chemicals	Crown Industries		
Electronics	Key Energy		
	Milton Roy		

INC 500 Companies

Employment Breakdowns

By Industry (SIC):	By Occupation:
Sun Financial	Manag/Prof. 140,573 (22.4%)
Singer Consultants	Tech/Sales/Admin. 208,328 (33.2%)
Porta Printer Systems	Service 88,988 (14.2%)
Custom Cable Industries	Farm/Forest/Fish 14,456 (2.3%)
Prima Die Casting	Precision Prod. 85,215 (13.6%)
	Oper/Fabri/Labor 89,889 (14.3%)
1. Health Services 54,711 (9.6%)	
2. Eating & Drinking Places 46,979 (8.3%)	
3. Special Trade Contractor 32,943 (5.8%)	
4. Business Services 30,583 (5.4%)	
5. Wholesale Trade-Durable 24,370 (4.3%)	
6. Food Stores 21,785 (3.8%)	
7. Electric & Electronic Eq. 20,111 (3.5%)	
8. General Merchandise Stores 17,650 (3.1%)	
9. Miscellaneous Retail 16,068 (2.8%)	
10. Wholesale Trade-Nondurable 16,014 (2.8%)	
Total Metro Employees: 568,595	
Top 10 Total Employees: 281,214 (49.5%)	

TAMPA - ST. PETERSBURG

Largest Local Banks

NCNB Nat. (5.5 Bil)
 First Florida (4.1 Bil)
 Sun Bank (545 Mil)
 Barnett (904 Mil)

Colleges and Universities

University of South Florida (27,690)
 University of Tampa (2,047)

Military Bases

MacDill AFB (7,365)

Unemployment

Jun 79: 5.1%
 Dec 82: 5.3%
 Sep 83: 4.6%
 Sep 84: 5.0%
 Aug 85: 4.7%
 Aug 86: 5.2%
 Aug 87: 4.9%

RADIO BUSINESS INFORMATION

Total Full Time Students: 32,657

Heavy Agency Radio Users

Louis Benito
 Tully Menard
 Enslein & Hall
 W.B. Doner

Largest Local Radio Accounts

General Telephone
 Coke and Pepsi
 McDonalds
 Publix

Source of Regional Dollars

Miami
 Orlando
 Atlanta

80-90 Channels

None

Highest Billing Stations

1. WRBQ A/F \$16,500,000
 2. WQYK-F 5,000,000
 3. WUSA-F 4,500,000
 4. WWBA-F 4,400,000
 5. WYNF-F 3,600,000
 6. WSUN 3,400,000
 7. WNLT-F 3,300,000
 8. WKRL-F 2,900,000
 9. WFLA 1,900,000
 10. WPOS-F 1,800,000
 11. WDAE 1,500,000
 12. WGUL A/F 1,300,000
 13. WPLP 1,000,000
 14. WHBO 800,000

Daily Newspapers

	AM	PM	SUN	Owner
Tampa Tribune	248,400		337,500	Media General
St. Petersburg Times	336,300		429,400	

Miscellaneous Comments

"Tampa, western Florida's biggest town, is essentially an industrial and distribution center, quite unlike most Florida cities."

- The Book of America

COMPETITIVE MEDIA

Over the Air Television

Station	City	Ch	Network	Owner
WEDU	Tampa	3	PBS	
WFTS	Tampa	28		Scripps-Howard
WTOG	St. Pete	44		Hubbard
WTSP	Tampa	10	ABC	Great American
WTVT	Tampa	13	CBS	Gaylord
WUSF	Tampa	16	PBS	
WXFL	Tampa	8	NBC	Media General

* \$30,000,000 in TV money allocated to Sarasota and Lakeland. Total ADI TV revenue is estimated at \$175,000,000.

Best Restaurants

Bern's (steak)
 Donatello's (Italian)
 Armanis
 Columbia (Spanish)
 Lobster Pot (seafood)

Best Hotels

Lincoln Center
 Harbor Island
 Pickett
 Hyatt Westshore

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$145,000,000	37.2	.0109
Radio	52,000,000	13.3	.0039
Newspaper	180,000,000	46.2	.0135
Outdoor	13,000,000	3.3	.0010
	<u>\$390,000,000</u>		<u>.0293</u>

WEATHER DATA

Elevation: 19
 Annual Precipitation: 49.0 in.
 Annual Snowfall: 0
 Average Windspeed: 8.9 (E)

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

	JAN	JULY	TOTAL YEAR
Avg. Max. Temp.:	70.6	90.1	81.7
Avg. Min. Temp.:	50.1	73.7	62.6
Average Temp.:	60.4	81.9	72.2

Major Radio Station Sales Since 1983

1983	WWQT, WLWU-F (Holiday)	\$ 1,275,000
1984	WPLP	850,000
1984	WSUN	7,500,000
1984	WRBQ A/F	13,400,000 (E)
1984	WDAE	5,700,000
1985	WTAN	570,000
1985	WSUN, WYNF-F	22,000,000 (E)
1985	WKRL-F	10,000,000
1985	WHBO	1,400,000
1985	WGUL-F	1,350,000
1986	WLWU-F	1,700,000
1986	WYOU	750,000
1986	WGUL	450,000
1986	WWBA-F	20,000,000 (E)
1986	WQYK-F	27,000,000
1987	WFLA, WFDS-F	16,000,000

NOTE: Some of these sales may not have been consummated.

TERRE HAUTE

1987 ARB Rank: 166
 1987 MSA Rank: 268
 1987 ADI Rank: 126
 FM Base Value: \$600,000

1987 Revenue: \$3,700,000
 Rev per Share Point: \$42,093
 Population per Station: 14,717 (12)
 1987 Revenue Change: 2.8%

Manager's Market Ranking (current): 3.0
 Manager's Market Ranking (future): 3.5
 Duncan's Radio Market Grade: NA
 Mathematical Market Grade: IV D

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	3.0	3.2	3.3	3.4	3.6	3.7					
Yearly Growth Rate (82-87): 4.3%											
Projected Revenue Estimates:							3.9	4.0	4.2	4.4	4.6
Revenue per Capita:	22.39	23.70	24.62	25.37	27.07	27.82					
Yearly Growth Rate (82-87): 4.5%											
Projected Revenue per Capita:							29.07	30.38	31.74	33.18	34.67
Resulting Revenue Estimate:							3.8	4.0	4.2	4.3	4.5
Revenue as % of Retail Sales:	.0030	.0032	.0033	.0033	.0034	.0032					
Mean % (82-87): .00323%											
Resulting Revenue Estimate:							4.0	4.2	4.5	4.8	5.1

MEAN REVENUE ESTIMATE:

3.9 4.1 4.3 4.5 4.7

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.134	.135	.134	.134	.133	.133	.132	.132	.131	.130	.130
Retail Sales (billions):	1.0	1.0	1.0	1.04	1.07	1.14	1.23	1.30	1.39	1.49	1.59

Below-the-Line Listening Shares: 2.2%
 Unlisted Station Listening: 9.9%
 Total Lost Listening: 12.1%
 Available Share Points: 87.9
 Number of Viable Stations: 8.5
 Mean Share Points per Station: 10.3
 Median Share Points per Station: 6.4
 Rev. per Available Share Point: \$42,093
 Estimated Rev. for Mean Station: \$433,561

Confidence Levels

1987 Revenue Estimates: Slightly below normal
 1988-1992 Revenue Projections: Slightly below normal

COMMENTS

Household Income: \$28,889
 Median Age: 32.7 years
 Median Education: 12.4 years
 Median Home Value: \$27,400
 Population Change (1986-1991): -2.1%
 Retail Sales Change (1986-1991): 39.2%
 Number of B or C FM Stations: 4 + 1 = 5
 Revenue per AQH: \$16,228
 Cable Penetration: 52%

<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
White 95.9	<15 36.1	12-34 25.5	Non High School
Black 3.2	15-30 31.8	25-54 43.3	Grad 34.7
Hispanic 0.6	30-50 21.9	55+ 31.2	High School
Other 0.3	50-75 7.8		Grad 41.7
	75+ 2.4		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 11.3
 College 4+ years 12.3

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Records
 Machinery
 Aluminum Sheet

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	5,018	(9.5%)
2. Eating & Drinking Places	3,831	(7.3%)
3. Miscellaneous Retail	2,643	(5.0%)
4. Chemicals & Allied Products	2,140	(4.1%)
5. Membership Organizations	2,000	(3.8%)
6. Food Stores	1,846	(3.5%)
7. Automotive Dealers	1,730	(3.3%)
8. Primary Metal Industries	1,697	(3.2%)
9. General Merchandise Stores	1,630	(3.1%)
10. Wholesale Trade-Nondurable	1,611	(3.0%)

By Occupation:

Manag/Prof.	15,887	(17.9%)
Tech/Sales/Admin.	24,270	(27.2%)
Service	12,536	(14.1%)
Farm/Forest/Fish	3,631	(4.1%)
Precision Prod.	12,156	(13.7%)
Oper/Fabri/Labor	20,479	(23.0%)

Total Metro Employees: 52,824
 Top 10 Total Employees: 24,146 (45.7%)

TERRE HAUTE

Largest Local Banks

Terre Haute First (544 Mil)
 Merchants (269 Mil)
 Indiana State (98 Mil)

Colleges and Universities

Indiana State (11,618)

Military Bases

Unemployment

Jun 79: 7.7%
 Dec 82: 12.6%
 Sep 83: 10.6%
 Sep 84: 8.3%
 Aug 85: 7.7%
 Aug 86: 6.0%
 Aug 87: 5.8%

Total Full Time Students: 11,342

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Media Marketing Ideas Inc.
 MLC Advertising
 Marshall Moore

Largest Local Radio Accounts

First National Bank
 Kroger
 Ace Appliance

Source of Regional Dollars

80-90 Channels

93.9 Clinton
 13 N. of Terre Haute

Highest Billing Stations

1. NO RELIABLE
2. ESTIMATES AVAILABLE
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Daily Newspapers

	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Terre Haute Tribune-Star	36,300		41,800	Ingersoll

Miscellaneous Comments

Best Restaurants

Cafe Oasis
 Richard's Town House (steak)
 MVP Club

Best Hotels

Holiday Inn
 Larry Bird's Boston
 Connection

COMPETITIVE MEDIA

Over the Air Television

WBAK	Terre Haute	38	ABC	Bahakel
WTHI	Terre Haute	10	CBS	
WTWO	Terre Haute	2	NBC	Glazer

NO WEATHER DATA AVAILABLE:
 See Indianapolis for an approximation.

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$13,000,000	33.5	.0114
Radio	3,700,000	10.9	.0032
Newspaper	15,900,000	47.0	.0138
Outdoor	1,200,000	3.6	.0010
	<u>\$33,800,000</u>		<u>.0294</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1985	WVTS-F	\$750,000
1987	WPFR A/F	750,000

NOTE: Some of these sales may not have been consummated.

TOLEDO

1987 ARB Rank: 68
 1987 MSA Rank: 81
 1987 ADI Rank: 65
 FM Base Value: \$4,500,000

1987 Revenue: \$14,400,000
 Rev per Share Point: \$186,047
 Population per Station: 42,108 (12)
 1987 Revenue Change: 5.8%

Manager's Market Ranking (current): 3.0
 Manager's Market Ranking (future): 3.6
 Duncan's Radio Market Grade: II D+
 Mathematical Market Grade: II D+

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	10.9	11.7	12.1	13.0	13.7	14.4					
Yearly Growth Rate (82-87): 5.9%											
Projected Revenue Estimates:							15.2	16.1	17.1	18.1	19.2
Revenue per Capita:	17.69	18.96	19.58	21.04	22.28	23.45					
Yearly Growth Rate (82-87): 5.8%											
Projected Revenue per Capita:							24.81	26.25	27.77	29.38	31.09
Resulting Revenue Estimate:							15.2	16.0	16.9	17.9	18.9
Revenue as % of Retail Sales:	.0033	.0032	.0031	.0031	.0030	.0029					
Mean % (82-87): .0031%											
Resulting Revenue Estimate:							16.4	17.6	18.9	20.1	21.4

MEAN REVENUE ESTIMATE:

15.6 16.6 17.6 18.7 19.8

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.616	.617	.618	.618	.615	.614	.612	.611	.610	.609	.608
Retail Sales (billions):	3.3	3.7	3.9	4.4	4.62	4.9	5.3	5.7	6.1	6.5	6.9
Below-the-Line Listening Shares:	12.8%										
Unlisted Station Listening:	9.8%										
Total Lost Listening:	22.6%										
Available Share Points:	77.4										
Number of Viable Stations:	10.5										
Mean Share Points per Station:	7.4										
Median Share Points per Station:	8.3										
Rev. per Available Share Point:	\$186,047										
Estimated Rev. for Mean Station:	\$1,376,744										

Confidence Levels

1987 Revenue Estimates: Slightly below normal
 1988-1992 Revenue Projections: Slightly below normal

COMMENTS

	<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
Household Income: \$32,816				
Median Age: 31.1 years				
Median Education: 12.4 years				
Median Home Value: \$43,800				
Population Change (1986-1991): -1.0%	White 87.7	<15 29.2	12-34 28.7	Non High School
Retail Sales Change (1986-1991): 40.2%	Black 10.0	15-30 27.9	25-54 46.5	Grad 31.8
Number of B or C FM Stations: 4	Hispanic 2.3	30-50 26.8	55+ 13.2	High School
Revenue per AQH: \$19,174	Other ---	50-75 12.0		Grad 39.2
Cable Penetration: 55%		75+ 4.1		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 14.6
 College 4+ years 14.4

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Automotive	Dana (103)		Andersons
Glass	Owens-Corning Fiberglass (107)		
Machinery	Owens-Illinois		
Transportation	TRINOVA (231)		
Petroleum Refining	Sheller-Globe (321)		
	Champion Spark Plug (332)		
	<u>Other Major Corporations</u>		
	Sheller-Globe		
	Questor		

INC 500 Companies

Employment Breakdowns

Aim Executive
 Abacus II Computers

By Industry (SIC):

1. Health Services	24,561	(12.2%)
2. Eating & Drinking Places	15,882	(7.9%)
3. Transportation Equipment	14,512	(7.2%)
4. Business Services	11,357	(5.6%)
5. Wholesale Trade-Durable	8,123	(4.0%)
6. General Merchandise Stores	6,797	(3.4%)
7. Food Stores	6,775	(3.4%)
8. Fabricated Metal Products	6,490	(3.3%)
9. Machinery, Except Electr.	6,462	(3.2%)
10. Miscellaneous Retail	5,218	(2.6%)

By Occupation:

Manag/Prof.	58,377	(22.9%)
Tech/Sales/Admin.	75,228	(29.4%)
Service	35,714	(14.0%)
Farm/Forest/Fish	3,539	(1.4%)
Precision Prod.	32,568	(12.7%)
Oper/Fabri/Labor	49,953	(19.6%)

Total Metro Employees: 201,113
 Top 10 Total Employees: 106,177 (52.8%)

TOLEDO

Largest Local Banks

Toledo Trust (2.2 Bil)
Ohio Citizens (773 Mil)
First National (740 Mil)

Colleges and Universities

University of Toledo (31,039)

Military Bases

Unemployment

Jun 79: 6.8%
Dec 82: NA
Sep 83: 11.6%
Sep 84: 9.8%
Aug 85: 7.6%
Aug 86: 8.8%
Aug 87: 7.1%

Total Full Time Students: 31,037

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Don Lea
Comm.Concepts

Largest Local Radio Accounts

First Federal Savings
McDonalds

Source of Regional Dollars

Detroit
Cleveland

80-90 Channels

107.3 Swanton
22 W. of Toledo

Highest Billing Stations

1. WMHE-F \$3,000,000
2. WIOT-F 2,300,000
3. WSPD 1,800,000
4. WKKO-F 1,600,000
WLQR-F 1,600,000
6. WWMM-F 1,400,000
7. WTOD 1,000,000
8. WRQN-F 800,000
9.
10.

Daily Newspapers

Toledo Blade

AM

158,000

PM

SUN

220,700

Owner

Block

Miscellaneous Comments

Best Restaurants

Chuck Muer's (seafood)
Mancy's (steak)
Dyer's (seafood)
Beer Barrel (chili dogs)

Best Hotels

Sofitel
Sheraton Westgate
Radisson

COMPETITIVE MEDIA

Over the Air Television

WGTE	Toledo	30	PBS	
WNWO	Toledo	24	ABC	TV Partners
WTOL	Toledo	11	CBS	Cosmos
WTVG	Toledo	13	NBC	
WUPW	Toledo	36		

WEATHER DATA

Elevation: 669
Annual Precipitation: 31.5 in.
Annual Snowfall: 37.2 in.
Average Windspeed: 9.5 (WSW)

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 39,400,000	38.4	.0080
Radio	14,400,000	14.0	.0029
Newspaper	44,700,000	43.6	.0091
Outdoor	4,100,000	4.0	.0008
	<u>\$102,600,000</u>		<u>.0208</u>

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	32.4	83.8	59.4
Avg. Min. Temp.:	17.2	60.8	39.1
Average Temp.:	24.8	72.3	49.3

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WLQR-F	Sold to Susquehanna	\$ 3,500,000
1985	WMHE-F	Sold to Osborn	6,300,000
1986	WSPD, WLQR-F	Sold to Commonwealth	15,000,000
1986	WVOI		600,000

NOTE: Some of these sales may not have been consummated.

TOPEKA

1987 ARB Rank: 165
 1987 MSA Rank: 234
 1987 ADI Rank: 144
 FM Base Value: \$1,700,000

1987 Revenue: \$5,700,000
 Rev per Share Point: \$79,832
 Population per Station: 19,678 (9)
 1987 Revenue Change: 5.6%

Manager's Market Ranking (current): 3.0
 Manager's Market Ranking (future): 3.2
 Duncan's Radio Market Grade: NA
 Mathematical Market Grade: IV C

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	4.7	4.8	4.9	5.1	5.4	5.7						
Yearly Growth Rate (82-87):	4.0% (Assigned growth rate of 5.0%)											
Projected Revenue Estimates:							6.0	6.3	6.6	6.9	7.3	
Revenue per Capita:	30.13	30.77	30.82	31.88	33.54	35.40						
Yearly Growth Rate (82-87):	3.3%											
Projected Revenue per Capita:							36.57	37.77	39.02	40.31	41.64	
Resulting Revenue Estimate:							5.9	6.1	6.4	6.6	6.8	
Revenue as % of Retail Sales:	.0057	.0054	.0050	.0050	.0050	.0050						
Mean % (82-87):	.0050% (84-87 only)											
Resulting Revenue Estimate:							6.3	6.8	7.2	7.7	8.2	
							MEAN REVENUE ESTIMATE:					
							6.1	6.4	6.7	7.1	7.4	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.156	.156	.159	.160	.161	.161	.162	.162	.163	.163	.164
Retail Sales (billions):	.82	.91	.97	1.02	1.07	1.14	1.25	1.35	1.44	1.54	1.63
Below-the-Line Listing Shares:	21.4%										
Unlisted Station Listening:	7.2%										
Total Lost Listening:	28.6%										
Available Share Points:	71.4										
Number of Viable Stations:	8										
Mean Share Points per Station:	8.9										
Median Share Points per Station:	9.3										
Rev. per Available Share Point:	\$79,832										
Estimated Rev. for Mean Station:	\$710,504										
							Confidence Levels				
							1987 Revenue Estimates: Normal				
							1988-1992 Revenue Projections: Normal				
							COMMENTS				
							Managers predict 3% to 5% revenue increase in 1988...				

	Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
Household Income: \$37,443				
Median Age: 32.6 years				
Median Education: 12.6 years				
Median Home Value: \$41,700				
Population Change (1986-1991): 1.4%	White 91.4	<15 25.2	12-34 24.7	Non High School Grad 23.6
Retail Sales Change (1986-1991): 43.7%	Black 5.5	15-30 29.3	25-54 49.0	
Number of B or C FM Stations: 4	Hispanic 3.1	30-50 27.1	55+ 26.3	
Revenue per AQH: \$21,033	Other ---	50-75 13.6		High School Grad 43.6
Cable Penetration: 68%		75+ 4.8		
				College 1-3 years 15.4
				College 4+ years 17.4
				The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Government		Kansas Power & Light	
Printing			
Food Processing			
Agribusiness			
Tires and Inner Tubes			
	<u>Other Major Corporations</u>		
	Brock Hotel		
	Mid-West Ind.		

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	7,964	(12.9%)
2. Eating & Drinking Places	5,294	(8.6%)
3. Printing & Publishing	3,597	(5.8%)
4. Business Services	2,644	(4.3%)
5. Insurance Carriers	2,463	(4.0%)
6. Communication	2,371	(3.8%)
7. Rubber & Misc. Plastics	2,239	(3.6%)
8. Membership Organizations	2,161	(3.5%)
9. General Merchandise Stores	2,126	(3.4%)
10. Wholesale Trade-Durable	1,976	(3.2%)

Total Metro Employees: 61,631
 Top 10 Total Employees: 32,835 (53.3%)

By Occupation:

Manag/Prof.	21,722	(22.4%)
Tech/Sales/Admin. Service	32,558	(33.5%)
12,791	(13.2%)	
Farm/Forest/Fish	3,558	(3.7%)
Precision Prod.	11,495	(11.8%)
Oper/Fabri/Labor	14,899	(15.4%)

TOPEKA

Largest Local Banks

First National (463 Mil)
 Merchants National (232 Mil)
 Commerce (124 Mil)
 Highland Park (85 Mil)

Colleges and Universities

Washburn (7,094)

Total Full Time Students: 3,647

Military Bases

Unemployment

Jun 79: 4.9%
 Dec 82: 7.3%
 Sep 83: 6.1%
 Sep 84: 5.6%
 Aug 85: 4.6%
 Aug 86: 4.8%
 Aug 87: 4.2%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Target Research
 Patterson

Largest Local Radio Accounts

Bank IV
 World Radio
 Karlan Furniture
 Capitol Federal
 Comfort Center
 Marlins

Source of Regional Dollars

Kansas City
 St. Louis

80-90 Channels

92.5 Topeka

Highest Billing Stations

1. WIBW \$1,300,000
 2. KTPK-F 1,200,000
 3. WIBW-F 1,000,000
 4. KMAJ-F 900,000
 5. KDVV-F 700,000
 6.
 7.
 8.
 9.
 10.

Daily Newspapers

Topeka Capital-Journal

AM

67,200

PM

SUN

77,500

Owner

Stauffer

Miscellaneous Comments

Best Restaurants

The Loft (steak, seafood)
 China Inn (Oriental)
 Faces

Best Hotels

Holiday Inn
 Ramada Downtown

COMPETITIVE MEDIA

Over the Air Television

KSNT	Topeka	27	NBC	
KTKA	Topeka	49	ABC	
KTWU	Topeka	11	PBS	
WIBW	Topeka	13	CBS	Stauffer

WEATHER DATA

Elevation: 877
 Annual Precipitation: 33.4 in.
 Annual Snowfall: 21.5 in.
 Average Windspeed: 10.5 (S)

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	38.3	89.2	65.5
Avg. Min. Temp.:	17.7	67.2	43.0
Average Temp.:	28.0	78.2	54.3

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$11,000,000	33.6	.0097
Radio	5,700,000	17.4	.0050
Newspaper	15,000,000	45.9	.0132
Outdoor	1,000,000	3.1	.0009
	<u>\$32,700,000</u>		<u>.0288</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1985	WREN	\$1,250,000
1987	KTOP/KDVV-F	3,000,000 (E)

NOTE: Some of these sales may not have been consummated.

TUCSON

1987 ARB Rank: 63
 1987 MSA Rank: 79
 1987 ADI Rank: 82
 FM Base Value: \$6,600,000

1987 Revenue: \$16,000,000
 Rev per Share Point: \$195,838
 Population per Station: 27,135 (20)
 1987 Revenue Change: 0%

Manager's Market Ranking (current): 3.2
 Manager's Market Ranking (future): 4.1
 Duncan's Radio Market Grade: II B
 Mathematical Market Grade: II C

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92	
Duncan Revenue Est.:	11.1	13.0	14.0	15.5	16.0	16.0						
Yearly Growth Rate (82-87):	7.7% (after 1988)											
Projected Revenue Estimates:							16.6	17.9	19.3	20.8	22.4	
Revenue per Capita:	19.47	22.03	23.26	25.62	25.93	25.55						
Yearly Growth Rate (82-87):	5.7%											
Projected Revenue per Capita:							27.01	28.55	30.17	31.89	33.71	
Resulting Revenue Estimate:							16.9	18.6	20.1	21.6	23.2	
Revenue as % of Retail Sales:	.0043	.0046	.0045	.0047	.0047	.0043						
Mean % (82-87):	.0043% (assigned rate)											
Resulting Revenue Estimate:							17.2	18.5	19.8	21.1	22.8	
<u>MEAN REVENUE ESTIMATE:</u>							16.9	18.3	19.7	21.2	22.8	

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	.570	.590	.602	.605	.617	.626	.640	.652	.665	.678	.689
Retail Sales (billions):	2.6	2.8	3.1	3.3	3.41	3.7	4.0	4.3	4.6	4.9	5.3

Below-the-Line Listening Shares: 9.1%
 Unlisted Station Listening: 9.2%
 Total Lost Listening: 18.3%
 Available Share Points: 81.7
 Number of Viable Stations: 16
 Mean Share Points per Station: 5.1
 Median Share Points per Station: 3.6
 Rev. per Available Share Point: \$195,838
 Estimated Rev. for Mean Station: \$998,776

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Managers predict 3% to 5% revenue growth in 1988...Market reports to Miller, Kaplan although 10 stations do not cooperate so estimates were made...

Household Income: \$27,740
 Median Age: 31.9 years
 Median Education: 12.7 years
 Median Home Value: \$58,200
 Population Change (1986-1991): 9.9%
 Retail Sales Change (1986-1991): 42.8%
 Number of B or C FM Stations: 5
 Revenue per AQH: \$17,680
 Cable Penetration: 49%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 76.2	<15 35.3	12-34 26.4	Non High School Grad 25.4
Black 2.6	15-30 31.5	25-54 47.4	High School Grad 32.9
Hispanic 21.2	30-50 22.0	55+ 26.2	College 1-3 years 21.0
Other ---	50-75 8.2		College 4+ years 20.7
	75+ 3.0		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Tourism Tucson Electric Power Sundt
 Military
 Aerospace
 Electronics
 Mining (copper)

Other Major Corporations

Sundt Corp.

INC 500 Companies

Employment Breakdowns

Modular Mining Systems
 Intergroup of Arizona

By Industry (SIC):

By Occupation:

1. Eating & Drinking Places	16,234	(9.2%)	Manag/Prof.	58,390	(26.5%)
2. Health Services	14,560	(8.3%)	Tech/Sales/Admin.	67,648	(30.7%)
3. Special Trade Contractor	12,236	(6.9%)	Service	31,870	(14.5%)
4. Transportation Equipment	10,133	(5.7%)	Farm/Forest/Fish	3,285	(1.5%)
5. Machinery, Except Electr.	9,981	(5.7%)	Precision Prod.	31,668	(14.4%)
6. Business Services	9,069	(5.1%)	Oper/Fabri/Labor	27,320	(12.4%)
7. Food Stores	5,582	(3.2%)			
8. Wholesale Trade-Durable	5,532	(3.1%)			
9. Miscellaneous Retail	5,517	(3.1%)			
10. General Merchandise Stores	5,245	(3.0%)			

Total Metro Employees: 176,396
 Top 10 Total Employees: 94,089 (53.3%)

TUCSON

Largest Local Banks

Interwest Bank (135 Mil)
 Nat'onal (49 Mil)
 First Interstate (NA)
 Valley (NA)

Colleges and Universities

University of Arizona (30,307)

Total Full Time Students: 27,249

Military Bases

Unemployment

Jun 79: 4.9%
 Dec 82: 10.3%
 Sep 83: 8.6%
 Sep 84: 3.9%
 Aug 85: 5.2%
 Aug 86: 5.5%
 Aug 87: 4.8%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Wettstein
 Perlin
 Duval
 Taylor
 GEO & Associates

Largest Local Radio Accounts

Valley Bank
 Arizona Bank
 Pepsi

Source of Regional Dollars

Phoenix
 Los Angeles

80-90 Channels

104.1 Tucson

Highest Billing Stations

1. KRQQ-F \$2,000,000
 2. KIIM-F 1,450,000
 3. KCUB 1,400,000
 4. KWFM-F 1,350,000
 KJYK-F 1,350,000
 6. KLPX-F 1,100,000
 KNST 1,100,000
 8. KAIR 1,000,000
 9.
 10.

Daily Newspapers

Tucson Star
 Tucson Citizen
 JOA

AM	PM	SUN	Owner
82,100		154,000	Pulitzer
	62,600		Gannett

Miscellaneous Comments

Best Restaurants

L'il Abner's (steak)
 Tack Room (gourmet)
 Scordato's (Italian)
 Jerome's (Cajun)
 Capriccio's

Best Hotels

Sheraton El Conquistador
 Westin La Paloma
 Loew's Ventana Canyon
 Canyon Ranch

COMPETITIVE MEDIA

Over the Air Television

KDTU	Tucson	18		
KGUN	Tucson	9	ABC	Lee
KMSB	Nogales	11		
KOLD	Tucson	13	CBS	Knight-Ridder
KPOL	Tucson	40		
KUAS	Tucson	27	PBS	
KUAT	Tucson	6	PBS	
KVOA	Tucson	4	NBC	H & C

WEATHER DATA

Elevation: 2584
 Annual Precipitation: 11.2 in.
 Annual Snowfall: 0.8 in.
 Average Windspeed: 8.2 (SE)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$36,800,000	37.1	.0099
Radio	16,000,000	16.1	.0043
Newspaper	43,000,000	43.3	.0116
Outdoor	3,400,000	3.4	.0009
	<u>\$99,200,000</u>		<u>.0267</u>

	JAN	JULY	TOTAL YEAR
Avg. Max. Temp.:	63.5	98.3	81.5
Avg. Min. Temp.:	38.2	74.2	54.1
Average Temp.:	50.9	86.3	67.8

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WVOI		\$ 990,000
1983	KIIM-F	From Kandel to Stone	893,000
1983	KWFM-F	From Sandusky to Behan	4,200,000
1984	KAIR, KJYK-F	From Surrey to Citadel	5,500,000
1984	KNST, KRQQ-F	From Western Cities to Nationwide	7,500,000 (E)
1986	KCEE, KWFM-F	From Behan to American Media	10,000,000
1987	KAIR, KJYK-F	From Citadel to Duchossois	10,120,000

NOTE: Some of these sales may not have been consummated.

TULSA

1987 ARB Rank: 57
 1987 MSA Rank: 67
 1987 ADI Rank: 55
 FM Base Value: \$4,100,000

1987 Revenue: \$18,000,000
 Rev per Share Point: \$193,340
 Population per Station: 32,565 (20)
 1987 Revenue Change: -7.2%

Manager's Market Ranking (current): 2.7
 Manager's Market Ranking (future): 4.1
 Duncan's Radio Market Grade: II C+
 Mathematical Market Grade: II C-

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92	
Duncan Revenue Est.:	14.8	16.2	19.5	20.0	19.4	18.0						
Yearly Growth Rate (82-87):	Assigned future growth rate of 6% after 1988											
Projected Revenue Estimates:							18.5	19.6	20.8	22.0	23.3	
Revenue per Capita:	20.87	22.07	26.42	26.84	25.97	23.78						
Yearly Growth Rate (82-87):	Assigned future growth rate of 5% after 1988											
Projected Revenue per Capita:							23.84	25.03	26.28	27.60	28.98	
Resulting Revenue Estimate:							18.3	19.5	20.8	22.2	23.5	
Revenue as % of Retail Sales:	.0040	.0041	.0046	.0046	.0044	.0038						
Mean % (82-87):	.0038% (assigned rate)											
Resulting Revenue Estimate:							19.0	20.1	20.9	22.0	23.6	

MEAN REVENUE ESTIMATE:

18.6 19.7 20.8 22.1 23.5

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	.709	.734	.738	.745	.747	.757	.767	.780	.791	.805	.811
Retail Sales (billions):	3.7	4.0	4.2	4.3	4.4	4.7	5.0	5.3	5.5	5.8	6.2

Below-the-Line Listening Shares: 0 %
 Unlisted Station Listening: 6.9%
 Total Lost Listening: 6.9%
 Available Share Points: 93.1
 Number of Viable Stations: 13
 Mean Share Points per Station: 7.2
 Median Share Points per Station: 7.6
 Rev. per Available Share Point: \$193,340
 Estimated Rev. for Mean Station: \$1,392,052

Confidence Levels

1987 Revenue Estimates: Below normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Managers predict a 2% to 3% increase in 1988...Market reports to Miller, Kaplan...My revenue estimates could be a bit high so use with caution...

Household Income: \$30,604
 Median Age: 31.9 years
 Median Education: 12.6 years
 Median Home Value: \$43,400
 Population Change (1986-1991): 7.8%
 Retail Sales Change (1986-1991): 31.8%
 Number of B or C FM Stations: 10
 Revenue per AQH: \$18,480
 Cable Penetration: 53%

Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White 86.2	<15 30.5	12-34 24.5	Non High School
Black 7.0	15-30 30.5	25-54 51.4	Grad 28.7
Hispanic 1.3	30-50 24.6	55+ 24.1	High School
Other 5.5	50-75 10.5		Grad 37.0
	75+ 3.9		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications
 College 1-3 years 17.7
 College 4+ years 16.6

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Oil	Mapco (218)	Banc Oklahoma	Quicktrip
Transportation	Telex (387)	Williams Cos.	Hale-Halsell
Aerospace			Otasco
Fabricated Plate Work	<u>Other Major Corporations</u>		Bigheart Pipe Line
	Cities Service		
	Telex		
	Dalco Petroleum		

INC 500 Companies

Employment Breakdowns

Advertising Consultants

By Industry (SIC):

By Occupation:

1. Health Services	20,415 (8.1%)	Manag/Prof.	73,083 (22.8%)
2. Eating & Drinking Places	17,313 (6.9%)	Tech/Sales/Admin.	105,650 (32.9%)
3. Wholesale Trade-Durable	13,180 (5.2%)	Service	35,974 (11.3%)
4. Business Services	12,738 (5.1%)	Farm/Forest/Fish	4,305 (1.3%)
5. Food Stores	9,804 (3.9%)	Precision Prod.	49,916 (15.6%)
6. Machinery, Except Electr.	9,270 (3.7%)	Oper/Fabri/Labor	51,711 (16.1%)
7. Oil & Gas Extraction	9,265 (3.7%)		
8. Special Trade Contractor	9,249 (3.7%)		
9. Fabricated Metal Products	8,960 (3.6%)		
10. Membership Organizations	7,038 (2.8%)		

Total Metro Employees: 251,333
 Top 10 Total Employees: 117,232 (46.6%)

TULSA

Largest Local Banks

Bank of Commerce (229 Mil)
 Bank of Oklahoma (1.8 Bil)
 First National (1.4 Bil)
 Fourth National (472 Mil)
 F & M (346 Mil)
 Utica National (288 Mil)

Colleges and Universities

University of Tulsa (5,326)
 Oral Roberts (4,615)

 Total Full Time Students: 14,354

Military Bases

Unemployment

Jun 79: 3.4%
 Dec 82: 7.5%
 Sep 83: 9.2%
 Sep 84: 6.7%
 Aug 85: 6.1%
 Aug 86: 8.6%
 Aug 87: 7.2%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Ad Inc.
 Brown Bloyd
 O'Neill & Associates

Largest Local Radio Accounts

McDonalds
 Sangar Harris
 Pepsi
 Southwestern Bell

Source of Regional Dollars

Oklahoma City
 Dallas
 Houston

80-90 Channels

105.3 Bixby
 17 SE of Tulsa

Highest Billing Stations

1. KWEN-F \$2,800,000
 2. KAYI-F 2,600,000
 3. KMOD-F 2,400,000
 4. KRMG 1,800,000
 5. KVOO 1,700,000
 KRAV-F 1,700,000
 7. KBEZ-F 1,600,000
 8.
 9.
 10.

Daily Newspapers

Tulsa World
 Tulsa Tribune

AM	PM	SUN	Owner
127,900		232,800	
	72,100		

Miscellaneous Comments

My favorite museum in the world is the Gilcrease in Tulsa. If you are ever there do not miss it.

COMPETITIVE MEDIA

Over the Air Television

Station	City	Ch	Network	Owner
KGCT	Tulsa	41		
KJRH	Tulsa	2	NBC	Scripps-Howard
KOED	Tulsa	11	PBS	
KOKI	Tulsa	23		
KOTV	Tulsa	6	CBS	Belo
KTUL	Tulsa	8	ABC	Allbritton
KWHB	Tulsa	47		

Best Restaurants

Polo Grill
 Jamil's (steak)
 Bodines (seafood)
 La Cuisine (French)
 Warren Duck

Best Hotels

Doubletree
 Sheraton Kensington
 Westin
 Excelsior

WEATHER DATA

Elevation: 650
 Annual Precipitation: 38.0 in.
 Annual Snowfall: 9.3 in.
 Average Windspeed: 10.6 (S)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$ 51,000,000	39.1	.0109
Radio	18,000,000	13.8	.0038
Newspaper	57,000,000	43.6	.0121
Outdoor	4,600,000	3.5	.0010
	<u>\$130,600,000</u>		<u>.0278</u>

	JAN	JULY	TOTAL YEAR
Avg. Max. Temp.:	47.0	92.8	71.1
Avg. Min. Temp.:	26.1	71.4	49.2
Average Temp.:	36.6	82.1	60.2

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

Year	Station	Buyer	Price
1985	KQMJ-F (Henrietta)	Sold to Swanson	\$2,400,000
1985	KVLT-F (Owasso)	Sold to Federated	NA
1986	KWEN-F	From Katz to New City	6,100,000 (E)
1986	KBEZ-F	From Mid America to WIN	4,900,000 (E)
1986	KAYI-F	From Hicks to Narragansett	NA
1987	KCFO-F	From Salem to Stuart	5,200,000
1987	KRMG	From Swanson to New City	NA

NOTE: Some of these sales may not have been consummated.

UTICA - ROME

1987 ARB Rank: 129
 1987 MSA Rank: 148
 1987 ADI Rank: 157
 FM Base Value: \$1,400,000

1987 Revenue: \$6,500,000
 Rev per Share Point: \$84,416
 Population per Station: 15,882 (17)
 1987 Revenue Change: 6.5%

Manager's Market Ranking (current): 3.0
 Manager's Market Ranking (future): 3.0
 Duncan's Radio Market Grade: III C-
 Mathematical Market Grade: III D-

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	4.4	4.8	5.2	5.7	6.1	6.5						
Yearly Growth Rate (82-87):	8.1% (assigned growth rate of 6.0%)											
Projected Revenue Estimates:							6.9	7.3	7.7	8.2	8.7	
Revenue per Capita:	13.70	15.00	16.10	17.64	18.89	20.12						
Yearly Growth Rate (82-87):	8.0%											
Projected Revenue per Capita:							21.73	23.47	25.35	27.37	29.56	
Resulting Revenue Estimate:							7.0	7.6	8.2	8.9	9.6	
Revenue as % of Retail Sales:	.0031	.0032	.0034	.0036	.0037	.0038						
Mean % (82-87):	.00347%											
Resulting Revenue Estimate:							6.4	6.9	7.3	7.7	8.1	
<u>MEAN REVENUE ESTIMATE:</u>							6.8	7.3	7.7	8.3	8.8	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.320	.320	.323	.323	.323	.323	.323	.324	.324	.324	.324
Retail Sales (billions):	1.4	1.5	1.5	1.6	1.65	1.72	1.84	1.99	2.11	2.22	2.33
Below-the-Line Listening Shares:	13.4%						<u>Confidence Levels</u>				
Unlisted Station Listening:	9.6%						1987 Revenue Estimates: Below normal				
Total Lost Listening:	23.0%						1988-1992 Revenue Projections: Below normal				
Available Share Points:	77.0						<u>COMMENTS</u>				
Number of Viable Stations:	11.5						Managers predict a 4% to 6% revenue increase in 1988...				
Mean Share Points per Station:	6.7										
Median Share Points per Station:	5.2										
Rev. per Available Share Point:	\$84,416										
Estimated Rev. for Mean Station:	\$565,584										

	<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
Household Income: \$30,981				
Median Age: 34.1 years				
Median Education: 12.4 years				
Median Home Value: \$32,700	White 96.6	<15 31.0	12-34 25.0	Non High School
Population Change (1986-1991): 0.3%	Black 2.4	15-30 33.0	25-54 44.3	Grad 35.5
Retail Sales Change (1986-1991): 34.5%	Hispanic 0.9	30-50 24.7	55+ 30.7	
Number of B or C FM Stations: 5	Other 0.1	50-75 8.9		High School
Revenue per AQH: \$15,258		75+ 2.4		Grad 37.5
Cable Penetration: 72%				
	The above information is provided through the courtesy of Market Statistics, a division of Bill Communications			College 1-3 years 14.4
				College 4+ years 12.6

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Copper Products			
Metal Products			
Castings			
Power Tools			

INC 500 Companies

Employment Breakdowns

Oneida Asbestos Removal

By Industry (SIC):

By Occupation:

1. Health Services	8,844 (10.0%)	Manag/Prof.	27,053 (21.7%)
2. Machinery, Except Electr.	5,691 (6.4%)	Tech/Sales/Admin.	36,154 (29.0%)
3. Primary Metal Industries	5,638 (6.4%)	Service	19,132 (15.3%)
4. Eating & Drinking Places	5,479 (6.2%)	Farm/Forest/Fish	3,825 (3.1%)
5. Electric & Electronic Eq.	4,493 (5.1%)	Precision Prod.	14,768 (11.8%)
6. Fabricated Metal Products	3,600 (4.1%)	Oper/Fabri/Labor	23,794 (19.1%)
7. Food Stores	3,498 (4.0%)		
8. Business Services	2,986 (3.4%)		
9. Insurance Carriers	2,871 (3.2%)		
10. Miscellaneous Retail	2,852 (3.2%)		

Total Metro Employees: 88,363
 Top 10 Total Employees: 45,952 (52.0%)

UTICA - ROME

Largest Local Banks

Bank of Utica (88 Mil)
Marine Midland (NA)

Colleges and Universities

SUNY-Utica (2,189)
Syracuse University-Utica (2,352)
Hamilton College (1,626)

Military Bases

Griffiss AFB (7,381)

Unemployment

Jun 79: 6.8%
Dec 82: 10.0%
Sep 83: 6.9%
Sep 84: NA
Aug 85: 8.2%
Aug 86: 5.8%
Aug 87: 4.3%

Total Full Time Students: 10,091

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Warner
Trainor

Largest Local Radio Accounts

Source of Regional Dollars

80-90 Channels

100.7 Utica

Highest Billing Stations

1. NO RELIABLE
2. ESTIMATES AVAILABLE
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Daily Newspapers

	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Utica Observer-Dispatch	36,300	21,500	63,100	Gannett

Miscellaneous Comments

Best Restaurants

Scarmado's (steak)
Alpine (Italian)
Metro (seafood)

Best Hotels

Sheraton Inn
Gateway
Continental

COMPETITIVE MEDIA

Over the Air Television

WKTV	Utica	2	NBC	Harron
WTUV	Utica	33		
WUTR	Utica	20	ABC	Park

NO WEATHER DATA AVAILABLE:
See Syracuse for an approximation.

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$15,000,000	33.8	.0087
Radio	6,500,000	14.6	.0038
Newspaper	21,100,000	47.5	.0123
Outdoor	1,800,000	4.1	.0010
	<u>\$44,400,000</u>		<u>.0258</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1984	WRUN, WKGW-F	Sold to Altdoerffer	\$1,420,000
1985	WIBX, WNYZ-F	Sold to REBS	3,145,000
1986	WUTQ, WOUR-F	Sold to Devlin & Ferrari	1,500,000
1987	WKAL A/F (Rome)	Sold to Alt	650,000
1987	WTLB, WRCK-F		1,500,000
1987	WUTQ, WOUR-F	Sold to Premier	3,000,000

NOTE: Some of these sales may not have been consummated.

WACO

1987 ARB Rank: 174
 1987 MSA Rank: 214
 1987 ADI Rank: 93
 FM Base Value: \$2,600,000

1987 Revenue: \$5,600,000
 Rev per Share Point: \$86,022
 Population per Station: 17,556 (9)
 1987 Revenue Change: 3.6%

Manager's Market Ranking (current): 3.8
 Manager's Market Ranking (future): 4.7
 Duncan's Radio Market Grade: NA
 Mathematical Market Grade: IV B-

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	3.3	3.7	4.4	5.0	5.4	5.6						
Yearly Growth Rate (82-87):	11.8% (assigned future rate of 7.3% after 1988)											
Projected Revenue Estimates:							5.9	6.3	6.8	7.3	7.8	
Revenue per Capita:	18.54	20.11	23.66	26.46	28.27	29.02						
Yearly Growth Rate (82-87):	9.5% (assigned future rate of 6.2% after 1988)											
Projected Revenue per Capita:							30.32	32.21	34.20	36.32	38.58	
Resulting Revenue Estimate:							5.9	6.4	6.9	7.4	8.0	
Revenue as % of Retail Sales:	.0037	.0041	.0042	.0045	.0048	.0047						
Mean % (82-87):	.00446% (83-87 only)											
Resulting Revenue Estimate:							5.7	6.1	6.4	6.7	7.1	

MEAN REVENUE ESTIMATE:

5.8 6.3 6.7 7.1 7.6

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.178	.184	.186	.188	.191	.193	.195	.198	.201	.204	.207
Retail Sales (billions):	.9	.9	1.0	1.1	1.12	1.20	1.28	1.36	1.44	1.51	1.60

Below-the-Line Listening Shares: 27.0%
 Unlisted Station Listening: 7.9%
 Total Lost Listening: 34.9%
 Available Share Points: 65.1
 Number of Viable Stations: 7
 Mean Share Points per Station: 9.3
 Median Share Points per Station: 9.5
 Rev. per Available Share Point: \$86,022
 Estimated Rev. for Mean Station: \$800,000

Confidence Levels

1987 Revenue Estimates: Slightly below normal
 1988-1992 Revenue Projections: Slightly below normal

COMMENTS

Managers predict 4% to 6% revenue increase in 1988...

Household Income: \$28,517
 Median Age: 32.0 years
 Median Education: 12.3 years
 Median Home Value: \$29,200
 Population Change (1986-1991): 6.8%
 Retail Sales Change (1986-1991): 34.9%
 Number of B or C FM Stations: 4
 Revenue per AQH: \$25,225
 Cable Penetration: 63%

Ethnic Breakdowns (%)

White 75.2
 Black 15.9
 Hispanic 8.9
 Other ---

Income Breakdowns (%)

<15 36.4
 15-30 29.1
 30-50 21.3
 50-75 9.3
 75+ 3.9

Age Breakdowns (%)

12-34 28.3
 25-54 43.1
 55+ 28.6

Education Levels

Non High School Grad 41.5
 High School Grad 28.7

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 15.3
 College 4+ years 14.5

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Agribusiness
 Apparel
 Asbestos
 Glass

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	6,355	(9.4%)
2. Eating & Drinking Places	4,380	(6.5%)
3. Educational Services	4,196	(6.2%)
4. Food Stores	2,698	(4.0%)
5. Special Trade Contractor	2,342	(3.4%)
6. Wholesale Trade-Durable	2,305	(3.4%)
7. Social Services	2,208	(3.3%)
8. Food & Kindred Products	2,192	(3.2%)
9. General Merchandise Stores	1,971	(2.9%)
10. Apparel & Other Textiles	1,888	(2.8%)

Total Metro Employees: 67,891
 Top 10 Total Employees: 30,535 (45.0%)

By Occupation:

Manag/Prof.	15,115	(20.6%)
Tech/Sales/Admin.	22,467	(30.6%)
Service	9,809	(13.4%)
Farm/Forest/Fish	1,538	(2.1%)
Precision Prod.	9,828	(13.4%)
Oper/Fabri/Labor	14,608	(19.9%)

WACO

Largest Local Banks

Republic Bank (483 Mil)
M Bank (324 Mil)
United Bank (159 Mil)
Interfirst (136 Mil)
Texas National (91 Mil)

Colleges and Universities

Baylor (10,943)
Texas State Tech-Waco (4,609)

Military Bases

Unemployment

Jun 79: 5.0%
Dec 82: 6.6%
Sep 83: 5.0%
Sep 84: 4.2%
Aug 85: 5.6%
Aug 86: 8.1%
Aug 87: 8.2%

Total Full Time Students: 16,557

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Burks Pollei

Largest Local Radio Accounts

Source of Regional Dollars

Dallas
Houston
San Antonio

80-90 Channels

None

Highest Billing Stations

1. KJNE-F \$1,150,000
2. KNFO-F 1,000,000
3. KWTX-F 900,000
4.
5.
6.
7.
8.
9.
10.

Daily Newspapers

Waco Tribune-Herald

AM PM SUN Owner
54,100 69,200 Cox

Miscellaneous Comments

Best Restaurants

Elite Cafe
J.T. McCords
Brazos Queen

Best Hotels

Sheraton
Hilton

COMPETITIVE MEDIA

Over the Air Television

KCEN Temple 6 NBC
KWTX Waco 10 CBS
KXXV Waco 25 ABC Shamrock

NO WEATHER DATA AVAILABLE:
See Dallas for an approximation.

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$12,200,000	36.2	.0101
Radio	5,600,000	16.6	.0047
Newspaper	14,700,000	43.6	.0123
Outdoor	1,200,000	3.6	.0010
	<u>\$33,700,000</u>		<u>.0281</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983 KRZI \$ 450,000
1985 KBBW 600,000

1986 KRZI 340,000
1986 KNFO-F Sold by Borders 2,840,000
1986 KJNE-F (Hillsboro) 3,200,000

1987 WACO, KHDO-F From Harris to Sage 3,125,000

NOTE: Some of these sales may not have been consummated.

WASHINGTON, DC

1987 ARB Rank: 9
 1987 MSA Rank: 7
 1987 ADI Rank: 9
 FM Base Value: \$19,000,000

1987 Revenue: \$126,000,000
 Rev per Share Point: \$1,453,287
 Population per Station: 98,863 (30)
 1987 Revenue Change: 6.5%

Manager's Market Ranking (current): 4.3
 Manager's Market Ranking (future): 4.5
 Duncan's Radio Market Grade: I A+
 Mathematical Market Grade: I A+

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92	
Duncan Revenue Est.:	78.5	83.9	96.5	110.0	118.3	126.0						
Yearly Growth Rate (82-87):	10.0% (Assigned growth rate of 8.0%)											
Projected Revenue Estimates:							136.1	147.0	158.7	171.4	185.1	
Revenue per Capita:	24.45	24.97	28.13	31.52	33.42	35.20						
Yearly Growth Rate (82-87):	7.6%											
Projected Revenue per Capita:							37.88	40.75	43.85	47.18	50.77	
Resulting Revenue Estimate:							135.6	148.7	161.8	176.4	192.4	
Revenue as % of Retail Sales:	.0043	.0040	.0042	.0043	.0044	.0044						
Mean % (82-87):	.00427%											
Resulting Revenue Estimate:							132.4	142.2	157.1	168.7	178.1	

MEAN REVENUE ESTIMATE:

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	3.21	3.36	3.43	3.49	3.54	3.58	3.61	3.65	3.69	3.74	3.79
Retail Sales (billions):	18.3	20.9	22.9	25.2	26.8	28.6	31.0	33.3	36.8	39.5	41.7

Below-the-Line Listening Shares: 1.3%
 Unlisted Station Listening: 12.0%
 Total Lost Listening: 13.3%
 Available Share Points: 86.7
 Number of Viable Stations: 21
 Mean Share Points per Station: 4.13
 Median Share Points per Station: 3.7
 Rev. per Available Share Point: \$1,453,287
 Estimated Rev. for Mean Station: \$6,002,076

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Market reports to Hungerford...A half-dozen low rated AM's do not participate nor does WWDC AM/FM...Managers predict a 5% to 7% revenue increase in 1988...

Household Income: \$46,665

Median Age: 31.8 years
 Median Education: 13.2 years
 Median Home Value: \$78,400
 Population Change (1986-1991): 5.7%
 Retail Sales Change (1986-1991): 47.6%
 Number of B or C FM Stations: 15 + 1 = 16
 Revenue per AQH: \$27,409
 Cable Penetration: 36%

	Ethnic Breakdowns (%)	Income Breakdowns (%)	Age Breakdowns (%)	Education Levels
White	70.9	<15 15.8	12-34 25.4	Non High School
Black	24.9	15-30 23.3	25-54 55.5	Grad 20.8
Hispanic	2.9	30-50 26.2	55+ 19.1	
Other	1.3	50-75 21.9		High School
		75+ 12.8		Grad 29.5

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 17.8
 College 4+ years 31.9

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Government	Martin Marietta (77)	Communications Satellite	Mars
Tourism	Gannett (138)	Fed. Nat. Mortgage Assn.	Clark Construction Group
Research	Fairchild Industries (309)	Geico	Steuart Investment
Printing	Smithfield Foods (336)	Giant Food	First American Bankshares
Publishing	Danaker (460)	Marriott	Oliver Carr Company
High Tech		MCI Communications	
	<u>Other Major Corporations</u>	Perpetual Savings Bank	
	UNC Resources	Potomac Electric Power	
	Planning Research Corp.	Primark	
		Riggs National	
		Student Loan Mktg. Assn.	
		US Air Group	
		Washington Post	

INC 500 Companies

Employment Breakdowns

	By Industry (SIC):	By Occupation:
RJO Enterprises	1. Business Services 159,398 (13.2%)	Manag/Prof. 560,460 (34.7%)
Intergrated Systems Analysts	2. Health Services 91,670 (7.6%)	Tech/Sales/Admin. 583,576 (36.1%)
Advanced Systems Development	3. Eating & Drinking Places 88,633 (7.3%)	Service 190,543 (11.8%)
Applied Energy Services	4. Membership Organizations 60,238 (5.0%)	Farm/Forest/Fish 15,067 (0.9%)
KOH Systems	5. Special Trade Contractor 57,484 (4.8%)	Precision Prod. 133,993 (8.3%)
Temps	6. Miscellaneous Services 49,734 (4.1%)	Oper/Fabri/Labor 131,967 (8.2%)
American Leisure Industries	7. Wholesale Trade-Durable 41,420 (3.4%)	
Pathology Associates	8. Educational Services 38,351 (3.2%)	
BTG	9. Real Estate 36,429 (3.0%)	
Techmatics	10. Miscellaneous Retail 35,447 (2.9%)	
and many more...		

DUNCAN'S RADIO MARKET GUIDE
 Copyright 1988

Total Metro Employees: 1,209,425
 Top 10 Total Employees: 658,804 (54.5%)

WASHINGTON, DC

Largest Local Banks

Riggs National (5.4 Bil)
 National Bank (1.4 Bil)
 First American (1.3 Bil)
 American Security (4.1 Bil)
 NS&T (1.0 Bil)

Colleges and Universities

Howard (11,454)
 Georgetown (11,986)
 George Washington (19,322)
 University of DC (12,832)
 American University (10,489)
 University of Maryland (38,307)

Military Bases

Ft. Meyer (4,000) ?
 Ft. Belvoir (6,300) ?
 Andrews AFB (8,639)
 Bolling AFB (2,494)
 Washington Navy Yard (1,600) ?
 Quantico MC (7,800) ?

Unemployment

Jun 79: 6.4%
 Dec 82: 5.4%
 Sep 83: 4.7%
 Sep 84: 4.0%
 Aug 85: 4.0%
 Aug 86: 3.4%
 Aug 87: 3.2%

RADIO BUSINESS INFORMATION

Total Full Time Students: 109,851

Heavy Agency Radio Users

Earle Palmer Brown
 Needham Harper
 Capital Media
 Jim Ricca
 Abramson
 Bornstein

Largest Local Radio Accounts

Safeway
 McDonalds
 Giant Foods
 Rosenthal Auto
 Peoples Drugs

Source of Regional Dollars

Baltimore
 Richmond
 Norfolk

80-90 Channels

None

Highest Billing Stations

1. WMAL \$14,000,000
2. WKYS-F 11,000,000
3. WWDC-F 10,900,000
4. WGAY-F 10,800,000
5. WTOP 9,000,000
6. WMZQ A/F 8,800,000
7. WAVA-F 8,700,000
8. WLTT-F 7,900,000
9. WRQX-F 6,500,000
10. WGMS A/F 5,500,000
- WCXR-F 5,500,000
12. WHUR-F 4,700,000
13. WDJY-F 3,500,000
14. WPGC-F 3,400,000
- WASH-F 3,400,000
16. WBMW-F 3,000,000
17. WXTR-F 2,800,000

Daily Newspapers

Washington Post
 Washington Times

AM PM SUN Owner

796,600 1,112,800 Post-Newsweek
 104,900

COMPETITIVE MEDIA

Over the Air Television

WDCA	Washington	20		TVX
WETA	Washington	26	PBS	
WFTY	Washington	50		
WJLA	Washington	7	ABC	Allbritton
WRC	Washington	4	NBC	NBC
WTTG	Washington	5		Fox
WUSA	Washington	9	CBS	Gannett

Miscellaneous Comments

"The world's largest company town."

- The Book of America

One of "Money" magazines "10 Boomtowns you can count on". The nation's capital typifies the boomtown of the 21st century. It is reducing its historical dependence on a federal government employment and building a diversified - and more recession-resistant - economy based on professional services, high technology and medical research."

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$275,000,000	34.5	.0096
Radio	126,000,000	15.8	.0044
Newspaper	369,000,000	46.3	.0129
Outdoor	27,000,000	3.4	.0009
	<u>\$797,000,000</u>		<u>.0278</u>

Best Restaurants

Mr. K's (Chinese)
 The Palm (steak)
 Maison Blanche (French)
 Tiberio (Italian)
 Cantina d' Italia (Italian)
 Morton's (steak)

Best Hotels

Mayflower
 Four Seasons
 Madison
 Willard
 Grand
 Hays Adams

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WTKS-F	Sold to Outlet	\$ 2,100,000
1983	WMZQ (Arlington)		1,000,000
1983	WWRC	Sold by NBC	3,500,000
1984	WNTR	Sold by Greater Media	950,000
1985	WDCT	Sold to Universal	750,000
1985	WLTT-F	From Gulf to Taft to CBS	33,000,000 (E)
1986	WNTR		775,000
1986	WAVA-F	From Doubleday to Emmis	17,000,000
1986	WASH-F	From Metromedia to Metropolitan	17,000,000 (E)
1986	WBMW-F	From EZ to Infinity	13,000,000
1986	WXTR-F (La Plata)		14,500,000
1987	WWDC A/F	(Never closed)	52,000,000
1987	WMMJ-F	Sold by Outlet	7,500,000
1987	WASH-F	From Metropolitan to Outlet	29,250,000
1987	WCPT/WCXR-F	From Metroplex to Legacy	23,000,000
1987	WPGC A/F	From First Media to Cook Inlet	19,000,000 (E) + Tax Cert.
1987	WNTR		1,100,000
1987	WDCT	From Universal to Marsh	2,200,000

WEATHER DATA

Elevation: 10
 Annual Precipitation: 40.0 in.
 Annual Snowfall: 16.8 in.
 Average Windspeed: 9.2 (S)

	JAN	JULY	TOTAL YEAR
Avg. Max. Temp.:	43.5	88.2	66.7
Avg. Min. Temp.:	27.7	69.1	47.8
Average Temp.:	35.6	78.7	57.3

NOTE: Some of these sales may not have been consummated.

WATERLOO - CEDAR FALLS

Largest Local Banks

National-Waterloo (347 Mil)
 Peoples-Waterloo (215 Mil)
 Waterloo Savings (178 Mil)
 Norwest-Cedar Falls (70 Mil)

Colleges and Universities

University of Northern Iowa (12,090)
 Hawkeye Tech (1,809)

Military Bases

Unemployment

Jun 79: 5.6%
 Dec 82: 12.5%
 Sep 83: NA
 Sep 84: 9.6%
 Aug 85: 13.7%
 Aug 86: 17.3%
 Aug 87: NA

Total Full Time Students: 10,903

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Largest Local Radio Accounts

Source of Regional Dollars

80-90 Channels

Highest Billing Stations

World Radio
 Standard District
 Simpson Furniture

Cedar Rapids
 Des Moines
 Minneapolis

None

1. KFMW-F \$830,000
 2. KOKZ-F 600,000
 3. KWLO 560,000
 4. KXEL 430,000
 5. KOEL-F 400,000
 6. KCFI 350,000
 7.
 8.
 9.
 10.

Daily Newspapers

AM

PM

SUN

Owner

Waterloo Courier 47,800 52,700 Howard

Miscellaneous Comments

* Split ADI with Cedar Rapids and Dubuque. TV revenue is estimate of Waterloo's share. Total TV revenue for ADI is estimated at \$23,300,000.

COMPETITIVE MEDIA

Over the Air Television

See Cedar Rapids

Best Restaurants

Best Hotels

Faces (general)
 Colony Club (steak/seafood)
 Wellington's (general)

Holiday Inn Civic Center
 Ramada Inn

NO WEATHER DATA AVAILABLE

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 9,900,000	38.0	.0111
Radio	3,400,000	13.1	.0038
Newspaper	11,900,000	45.7	.0134
Outdoor	850,000	3.3	.0010
	<u>\$26,050,000</u>		<u>.0303</u>

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1986 KWLO, KFMW-F From Forward to Park \$4,100,000

NOTE: Some of these sales may not have been consummated.

WEST PALM BEACH

1987 ARB Rank: 56
 1987 MSA Rank: 65
 1987 ADI Rank: 54
 FM Base Value: \$6,900,000

1987 Revenue: \$18,500,000
 Rev per Share Point: \$351,044
 Population per Station: 47,221 (14)
 1987 Revenue Change: 10.1%

Manager's Market Ranking (current): 3.5
 Manager's Market Ranking (future): 3.9
 Duncan's Radio Market Grade: II A
 Mathematical Market Grade: II A+

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	10.6	11.7	13.1	15.2	16.8	18.5						
Yearly Growth Rate (82-87):	12.1% (assigned rate of 9.9%)											
Projected Revenue Estimates:							20.3	22.3	24.6	27.0	29.7	
Revenue per Capita:	15.94	17.03	18.47	20.79	22.07	23.60						
Yearly Growth Rate (82-87):	8.1%											
Projected Revenue per Capita:							25.51	27.58	29.81	32.23	34.84	
Resulting Revenue Estimate:							20.7	23.1	25.8	28.5	31.5	
Revenue as % of Retail Sales:	.0026	.0026	.0026	.0028	.0028	.0028						
Mean % (82-87):	.0027%											
Resulting Revenue Estimate:							20.3	22.4	24.3	26.7	28.6	
<u>MEAN REVENUE ESTIMATE:</u>							<u>20.4</u>	<u>22.6</u>	<u>24.9</u>	<u>27.4</u>	<u>29.9</u>	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.665	.687	.709	.731	.761	.784	.810	.838	.865	.885	.903
Retail Sales (billions):	4.1	4.7	5.1	5.4	6.0	6.7	7.5	8.3	9.0	9.9	10.6

Below-the-Line Listening Shares: 36.9%
 Unlisted Station Listening: 10.4%
 Total Lost Listening: 47.3%
 Available Share Points: 52.7
 Number of Viable Stations: 10
 Mean Share Points per Station: 5.27
 Median Share Points per Station: 4.7
 Rev. per Available Share Point: \$351,044
 Estimated Rev. for Mean Station: \$1,850,000

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

FM stations do about 80% of all revenue...Market reports to Miller, Kaplan...Managers predict a 10% to 13% revenue increase in 1988...The Florida ad tax seems to have hurt West Palm Beach less than other markets...

Household Income: \$36,567
 Median Age: 41.6 years
 Median Education: 12.6 years
 Median Home Value: \$57,500
 Population Change (1986-1991): 16.4%
 Retail Sales Change (1986-1991): 64.1%
 Number of B or C FM Stations: 4
 Revenue per AQH: \$18,426
 Cable Penetration: 67%

	<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
White	82.1	<15	25.5	Non High School
Black	12.9	15-30	28.4	Grad 29.3
Hispanic	5.0	30-50	23.8	High School
Other	---	50-75	13.4	Grad 35.5
		75+	8.9	College 1-3 years
				18.1
				College 4+ years
				17.1

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Tourism		City Federal Financial	Rinker Materials
Aircraft Equip.			Worldmark
Electronics			
Sugar	<u>Other Major Corporations</u>		
	Servico		
	Stego Corp.		
	Rinker Materials		

INC 500 Companies

Employment Breakdowns

Worldmark
 Field & Associates

By Industry (SIC):

1. Eating & Drinking Places	21,111	(8.9%)
2. Health Services	18,749	(7.9%)
3. Special Trade Contractor	14,429	(6.1%)
4. Business Services	11,888	(5.0%)
5. Hotels & Other Lodgings	10,876	(4.6%)
6. Transportation Equipment	10,275	(4.3%)
7. Machinery, Except Electr.	10,044	(4.2%)
8. Food Stores	9,339	(3.9%)
9. Real Estate	8,133	(3.4%)
10. General Building Contract.	8,096	(3.4%)

By Occupation:

Manag/Prof.	57,071	(23.8%)
Tech/Sales/Admin.	75,090	(31.3%)
Service	36,766	(15.4%)
Farm/Forest/Fish	9,676	(4.0%)
Precision Prod.	33,926	(14.1%)
Oper/Fabri/Labor	27,229	(11.4%)

Total Metro Employees: 237,098
 Top 10 Total Employees: 122,940 (51.9%)

WEST PALM BEACH

Largest Local Banks

Barnett (1.6 Bil)
Flagler (269 Mil)

Colleges and Universities

Florida Atlantic (10,239)

Military Bases

Unemployment

Jun 79: 5.3%
Dec 82: 8.6%
Sep 83: 10.2%
Sep 84: 6.9%
Aug 85: 6.0%
Aug 86: 6.4%
Aug 87: 6.6%

Total Full Time Students: 9,068

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Gordon

Largest Local Radio Accounts

Source of Regional Dollars

Miami
Ft. Lauderdale
Tampa

80-90 Channels

None

Highest Billing Stations

1. WRMF-F \$5,000,000
2. WEAT A/F 3,300,000
3. WIRK A/F 2,700,000
4. WJNO 2,200,000
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Daily Newspapers

West Palm Beach Post
West Palm Beach Times

AM

PM

SUN

Owner

130,000
19,000
194,000
Cox
Cox

Miscellaneous Comments

COMPETITIVE MEDIA

NO WEATHER DATA AVAILABLE:
See Miami for an approximation.

Over the Air Television

WFLX	West Palm Beach	29		Malrite
WPEC	West Palm Beach	12	ABC	
WPTV	West Palm Beach	5	NBC	Scripps-Howard
WXEL	West Palm Beach	42	PBS	
WTVX	West Palm Beach	34	CBS	

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 53,000,000	36.7	.0079
Radio	18,500,000	12.8	.0028
Newspaper	68,000,000	47.0	.0101
Outdoor	5,100,000	3.5	.0008
	<u>\$144,600,000</u>		<u>.0216</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WIRK A/F	Sold to Price Comm.	\$ 7,000,000
1984	WIXI		650,000
1985	WPOM		1,600,000
1985	WPBR	Sold to Portness (never completed)	1,550,000
1986	WEAT A/F	Sold by Gowdy	13,000,000

NOTE: Some of these sales may not have been consummated.

WHEELING

1987 ARB Rank: 179
 1987 MSA Rank: 219
 1987 ADI Rank: 142 (w/Steuban)
 FM Base Value: \$1,000,000

1987 Revenue: \$6,900,000
 Rev per Share Point: \$81,657
 Population per Station: 15,170 (10)
 1987 Revenue Change: 6.1%

Manager's Market Ranking (current): 2.6
 Manager's Market Ranking (future): 3.1
 Duncan's Radio Market Grade: NA
 Mathematical Market Grade: IV D+

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	5.0	5.3	5.7	6.1	6.5	6.9					
Yearly Growth Rate (82-87): 6.5%											
Projected Revenue Estimates:							7.4	7.8	8.3	8.9	9.4
Revenue per Capita:	27.32	28.96	31.15	33.52	36.11	38.55					
Yearly Growth Rate (82-87): 7.1%											
Projected Revenue per Capita:							41.28	44.22	47.36	50.72	54.32
Resulting Revenue Estimate:							7.3	7.8	8.3	8.9	9.4
Revenue as % of Retail Sales:	.0064	.0063	.0062	.0061	.0063	.0063					
Mean % (82-87): .0060% (assigned)											
Resulting Revenue Estimate:							7.0	7.4	7.9	8.3	8.7
<u>MEAN REVENUE ESTIMATE:</u>							<u>7.2</u>	<u>7.7</u>	<u>8.2</u>	<u>8.7</u>	<u>9.2</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.183	.183	.183	.182	.180	.179	.178	.177	.176	.175	.174
Retail Sales (billions):	.78	.84	.92	1.00	1.00	1.10	1.17	1.24	1.31	1.38	1.45

Below-the-Line Listening Shares: 8.7%
 Unlisted Station Listening: 6.8%
 Total Lost Listening: 15.5%
 Available Share Points: 84.5
 Number of Viable Stations: 8.5
 Mean Share Points per Station: 9.9
 Median Share Points per Station: 6.9
 Rev. per Available Share Point: \$81,657
 Estimated Rev. for Mean Station: \$808,402

Confidence Levels

1987 Revenue Estimates: Much below normal
 1988-1992 Revenue Projections: Much below normal

COMMENTS

I don't have a whole lot of confidence in these numbers. I received absolutely no cooperation from the managers in Wheeling. The figures may be a bit high. Use with caution...

Household Income: \$26,804
 Median Age: 34.3 years
 Median Education: 12.3 years
 Median Home Value: \$38,900
 Population Change (1986-1991): -2.5%
 Retail Sales Change (1986-1991): 33.8%
 Number of B or C FM Stations: 4
 Revenue per AQH: \$31,651
 Cable Penetration: 68%

	<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
White	97.4	<15	35.6	Non High School
Black	2.1	15-30	30.6	Grad 36.8
Hispanic	0.5	30-50	25.0	High School
Other	---	50-75	6.8	Grad 43.8
		75+	2.0	

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 10.0
 College 4+ years 9.4

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Metal Products
 Steel
 Brass Products
 Coal Mining

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	7,399	(16.8%)
2. Eating & Drinking Places	3,198	(7.3%)
3. Bituminous Coal & Lignite	2,846	(6.5%)
4. General Merchandise Stores	2,386	(5.4%)
5. Food Stores	2,043	(4.6%)
6. Wholesale Trade-Durable	1,407	(3.2%)
7. Automotive Dealers	1,356	(3.1%)
8. Membership Organizations	1,287	(2.9%)
9. Miscellaneous Retail	1,270	(2.9%)
10. Fabricated Metal Products	1,234	(2.8%)

Total Metro Employees: 43,964
 Top 10 Total Employees: 24,426 (55.6%)

By Occupation:

Manag/Prof.	13,347	(18.6%)
Tech/Sales/Admin.	19,055	(26.5%)
Service	9,512	(13.3%)
Farm/Forest/Fish	784	(1.1%)
Precision Prod.	13,505	(18.8%)
Oper/Fabri/Labor	15,584	(21.7%)

WHEELING

Largest Local Banks

Wheeling Dollar (250 Mil)
 Security National (180 Mil)
 Wheeling National (136 Mil)
 First National (126 Mil)

Colleges and Universities

Wheeling College (1,088)
 West Liberty State (2,524)

Total Full Time Students: 5,591

Military Bases

Unemployment

Jun 79: 7.9%
 Dec 82: NA
 Sep 83: 15.5%
 Sep 84: 13.2%
 Aug 85: 11.5%
 Aug 86: 9.9%
 Aug 87: 8.0%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Largest Local Radio Accounts

Source of Regional Dollars

80-90 Channels

Highest Billing Stations

Hills Department
 J.C. Penney

96.5 Moundsville
 20 S. of Wheeling
 95.7 Shadyside, OH
 9 S. of Wheeling

1. WOMP-F \$2,000,000
 2. WWVA 1,900,000
 3. WOYK-F 800,000
 4.
 5.
 6.
 7.
 8.
 9.
 10.

Daily Newspapers

AM

PM

SUN

Owner

Wheeling Intelligencer 25,300 Ogden
 Wheeling News-Register 24,000 55,500 Ogden

Miscellaneous Comments

Best Restaurants

Best Hotels

Ernie's Esquire Club (continental)
 Three Gaynors (American)

McClure House

COMPETITIVE MEDIA

Over the Air Television

WTRF Wheeling 7 CBS/ABC
 WTOV Steubert 9 NBC/ABC TV Partners

NO WEATHER DATA AVAILABLE:
 See Pittsburgh for an approximation.

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$10,700,000	34.9	.0097
Radio	6,900,000	22.5	.0063
Newspaper	12,000,000	39.1	.0109
Outdoor	1,100,000	3.6	.0010
	<u>\$30,700,000</u>		<u>.0279</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1984 WOMP A/F \$1,350,000 (E)
 1984 WUNI, WZHM-F 1,319,000

 1986 WOMP A/F From First Valley to Justice 4,500,000
 1986 KSAQ-F Sold to Inner City 6,700,000

 1987 WOMP A/F (earlier sale never closed) 4,360,000
 1987 WWVA, WOYK-F From John Price to Osborn NA
 1987 WKWK A/F NA
 1987 WZMM A/F 950,000

NOTE: Some of these sales may not have been consummated.

WICHITA

1987 ARB Rank: 96
 1987 MSA Rank: 103
 1987 ADI Rank: 63
 FM Base Value: \$3,300,000

1987 Revenue: \$15,000,000
 Rev per Share Point: \$169,109
 Population per Station: 23,740 (15)
 1987 Revenue Change: 4.2%

Manager's Market Ranking (current): 3.0
 Manager's Market Ranking (future): 3.6
 Duncan's Radio Market Grade: III C+
 Mathematical Market Grade: III B

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	11.0	11.7	12.4	13.2	14.4	15.0					
Yearly Growth Rate (82-87): 6.6%											
Projected Revenue Estimates:							16.0	17.0	18.2	19.4	20.6
Revenue per Capita:	24.44	25.38	26.72	28.21	30.64	31.72					
Yearly Growth Rate (82-87): 5.4%											
Projected Revenue per Capita:							33.43	35.24	37.14	39.15	41.26
Resulting Revenue Estimate:							15.9	16.9	17.9	19.0	20.1
Revenue as % of Retail Sales:	.0047	.0048	.0047	.0048	.0049	.0048					
Mean % (82-87): .0047%											
Resulting Revenue Estimate:							15.5	17.4	18.3	19.3	20.7
MEAN REVENUE ESTIMATE:							<u>15.8</u>	<u>17.1</u>	<u>18.1</u>	<u>19.2</u>	<u>20.5</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.450	.461	.464	.468	.470	.473	.476	.479	.482	.485	.488
Retail Sales (billions):	2.3	2.4	2.6	2.7	2.93	3.1	3.3	3.7	3.9	4.1	4.4
Below-the-Line Listening Shares:	5.7%										
Unlisted Station Listening:	5.6%										
Total Lost Listening:	11.3%										
Available Share Points:	88.7										
Number of Viable Stations:	14										
Mean Share Points per Station:	6.3										
Median Share Points per Station:	5.9										
Rev. per Available Share Point:	\$169,109										
Estimated Rev. for Mean Station:	\$1,065,389										

Confidence Levels

1987 Revenue Estimates: Below normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Previous estimates for this market were probably too high so I have made revisions...Managers predict a revenue increase of 5% in 1988...

Household Income: \$38,359
 Median Age: 31.4 years
 Median Education: 12.7 years
 Median Home Value: \$42,600
 Population Change (1986-1991): 3.2%
 Retail Sales Change (1986-1991): 38.4%
 Number of B or C FM Stations: 10
 Revenue per AQH: \$28,463
 Cable Penetration: 62%

Ethnic Breakdowns (%)

White 89.2
 Black 7.1
 Hispanic 2.7
 Other 1.0

Income Breakdowns (%)

<15 21.6
 15-30 27.2
 30-50 27.7
 50-75 16.4
 75+ 7.1

Age Breakdowns (%)

12-34 26.2
 25-54 49.7
 55+ 24.1

Education Levels

Non High School
 Grad 23.8
 High School
 Grad 39.1

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years
 19.1
 College 4+ years
 18.0

COMMERCE AND INDUSTRY

Important Business and Industries

Airplanes
 Agribusiness
 Chemicals
 Electronics
 Oil and Gas
 Sporting Goods
 Aerospace

Fortune 500 Companies

Coleman (468)
Other Major Corporations
 Misco Industries
 Koch Industries
 MFY Industries

Forbes 500 Companies

Fourth Financial
 Kansas Gas & Electric

Forbes Largest Private Companies

Koch Industries

INC 500 Companies

Employment Breakdowns

ABS

By Industry (SIC):

1. Transportation Equipment	37,333	(20.5%)
2. Health Services	16,642	(9.1%)
3. Eating & Drinking Places	12,193	(6.7%)
4. Wholesale Trade-Durable	7,455	(4.1%)
5. Business Services	6,620	(3.6%)
6. Machinery, Except Electr.	6,416	(3.5%)
7. Oil & Gas Extraction	5,291	(2.9%)
8. Special Trade Contractor	5,092	(2.8%)
9. Miscellaneous Retail	4,496	(2.5%)
10. Wholesale Trade-Nondurable	4,475	(2.5%)

Total Metro Employees: 182,282
 Top 10 Total Employees: 106,013 (58.2%)

By Occupation:

Manag/Prof.	45,221	(22.5%)
Tech/Sales/Admin.	62,455	(31.1%)
Service	22,451	(11.2%)
Farm/Forest/Fish	2,914	(1.4%)
Precision Prod.	34,786	(17.3%)
Oper/Fabri/Labor	33,113	(16.5%)

WICHITA

<u>Largest Local Banks</u>	<u>Colleges and Universities</u>	<u>Military Bases</u>	<u>Unemployment</u>
Fourth (1.5 Bil) First National (752 Mil) Union (320 Mil) Kansas State (251 Mil) SW National (121 Mil) Boulevard State (102 Mil)	Wichita State (16,623) Total Full Time Students: 9,327	McConnell AFB (4,083)	Jun 79: 2.2% Dec 82: 9.6% Sep 83: 7.2% Sep 84: 5.9% Aug 85: 5.4% Aug 86: 6.2% Aug 87: 4.5%

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>
Stephan Lida QEJ Sullivan, Higdon	Coke and Pepsi Bank 4 Burl's Tire	Tulsa Oklahoma City Kansas City	96.3 Augusta 18 E. of Wichita	1. KFDI A/F \$4,700,000 2. KKR-D-F 1,800,000 3. KZSN-F 1,300,000 4. KICT-F 1,200,000 5. KEYN-F 1,000,000 KLZS-F 1,000,000 7. KXLK-F 900,000 8. 9. 10.

<u>Daily Newspapers</u>	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Wichita Eagle-Beacon	128,900		193,500	Knight-Ridder

Miscellaneous Comments

Manager's Comment

"A strong market getting weaker...market in dreadful shape..."

COMPETITIVE MEDIA

Over the Air Television

KAKE	Wichita	10	ABC	Chronicle
KSAS	Wichita	24		
KSNW	Wichita	2	NBC	Hatch
KWCH	Hatchinson	12	CBS	

Best Restaurants

Tom & Sonny's (steak/seafood)
Gatsby's (steak/seafood)
Scotch Sirloin
Olive Tree

Best Hotels

Airport Hilton
Marriott

WEATHER DATA

Elevation: 1321
Annual Precipitation: 30.1 in.
Annual Snowfall: 16.3 in.
Average Windspeed: 12.6 (SW)

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$ 40,500,000	38.5	.0131
Radio	15,000,000	14.3	.0048
Newspaper	46,500,000	44.2	.0150
Outdoor	3,200,000	3.0	.0010
	<u>\$105,200,000</u>		<u>.0339</u>

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	41.4	91.7	67.6
Avg. Min. Temp.:	21.2	69.6	45.6
Average Temp.:	31.3	80.7	56.6

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1985	KRZZ A/F		\$?
1985	KQAM, KEYN-F	From Long-Pride to Roth (cancelled)	8,000,000
1985	KLEO, KZSN-F	Sold to Jerry Atchley	3,300,000
1986	KFH, KLZS-F		5,000,000
1986	KKRD-F	From John Price to Osborn	NA
1987	KICT-F	From Compass to Lakoduk	NA

NOTE: Some of these sales may not have been consummated.

WILKES BARRE - SCRANTON

1987 ARB Rank: 58
 1987 MSA Rank: 69
 1987 ADI Rank: 52
 FM Base Value: \$2,800,000

1987 Revenue: \$13,600,000
 Rev per Share Point: \$168,525
 Population per Station: 22,414 (28)
 1987 Revenue Change: 6.3%

Manager's Market Ranking (current): 3.1
 Manager's Market Ranking (future): 3.4
 Duncan's Radio Market Grade: II D+
 Mathematical Market Grade: II D

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	9.3	10.2	11.6	12.0	12.8	13.6						
Yearly Growth Rate (82-87):	7.9% (assigned future rate of 7.0%)											
Projected Revenue Estimates:							14.5	15.6	16.7	17.8	19.1	
Revenue per Capita:	12.65	13.82	15.74	16.30	17.51	18.53						
Yearly Growth Rate (82-87):	8.0%											
Projected Revenue per Capita:							20.01	21.61	23.34	25.21	27.23	
Resulting Revenue Estimate:							14.7	15.9	17.3	18.7	20.2	
Revenue as % of Retail Sales:	.0033	.0033	.0033	.0032	.0031	.0031						
Mean % (82-87):	.00322%											
Resulting Revenue Estimate:							15.1	16.1	17.1	18.4	19.3	
<u>MEAN REVENUE ESTIMATE:</u>							<u>14.8</u>	<u>15.9</u>	<u>17.0</u>	<u>18.3</u>	<u>19.5</u>	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.735	.738	.737	.736	.731	.734	.736	.738	.740	.742	.743
Retail Sales (billions):	2.8	3.1	3.6	3.7	4.1	4.4	4.7	5.0	5.3	5.7	6.0

Below-the-Line Listening Shares: 8.9%
 Unlisted Station Listening: 10.4%
 Total Lost Listening: 19.3%
 Available Share Points: 80.7
 Number of Viable Stations: 18
 Mean Share Points per Station: 4.5
 Median Share Points per Station: 3.3
 Rev. per Available Share Point: \$168,525
 Estimated Rev. for Mean Station: \$758,364

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Managers predict 6% to 7% revenue increase in 1988...

Household Income: \$27,627
 Median Age: 36.7 years
 Median Education: 12.3 years
 Median Home Value: \$33,900
 Population Change (1986-1991): 1.4%
 Retail Sales Change (1986-1991): 40.3%
 Number of B or C FM Stations: 6 (app.)
 Revenue per AQH: \$13,821
 Cable Penetration: 71%

Ethnic Breakdowns (%)

White 98.8
 Black 0.7
 Hispanic 0.4
 Other 0.1

Income Breakdowns (%)

<15 34.6
 15-30 34.0
 30-50 22.6
 50-75 6.8
 75+ 2.0

Age Breakdowns (%)

12-34 22.5
 25-54 43.7
 55+ 33.8

Education Levels

Non High School Grad 36.9
 High School Grad 42.0

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 10.8
 College 4+ years 10.3

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Apparel
 Iron and Steel
 Textiles
 Electronics
 Candy
 Tobacco Products

Other Major Corporations

Jewelcor

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	22,790	(10.4%)
2. Apparel & Other Textile	19,685	(9.0%)
3. Eating & Drinking Places	13,885	(6.4%)
4. Food Stores	8,370	(3.8%)
5. Fabricated Metal Products	6,669	(3.1%)
6. General Merchandise Stores	6,349	(2.9%)
7. Wholesale Trade-Durable	6,258	(2.9%)
8. Electric & Electronic Eq.	5,970	(2.7%)
9. Hotels & Other Lodgings	5,899	(2.7%)
10. Miscellaneous Retail	5,867	(2.7%)

Total Metro Employees: 218,497
 Top 10 Total Employees: 101,742 (46.6%)

By Occupation:

Manag/Prof.	53,304	(18.2%)
Tech/Sales/Admin.	77,662	(26.4%)
Service	40,449	(13.8%)
Farm/Forest/Fish	3,333	(1.1%)
Precision Prod.	38,924	(13.3%)
Oper/Fabri/Labor	79,976	(27.2%)

WILKES BARRE - SCRANTON

Largest Local Banks

Northeastern (1.7 Bil)
 First Eastern (1.3 Bil)
 United Penn (1.0 Bil)
 Penn Security (277 Mil)
 Third National (282 Mil)
 Merchants (600 Mil)

Colleges and Universities

University of Scranton (4,684)
 Marywood (3,207)
 Wilkes College (2,731)
 Total Full Time Students: 25,834

Military Bases

Unemployment

Jun 79: 8.3%
 Dec 82: 12.9%
 Sep 83: 11.0%
 Sep 84: 12.1%
 Aug 85: 10.0%
 Aug 86: 7.0%
 Aug 87: 6.0%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Gann-Dawson
 Ad Agency
 Media Productions
 Lavelle Miller

Largest Local Radio Accounts

Sugarman's
 Hills Department
 Van Scoy Diamonds

Source of Regional Dollars

Philadelphia

80-90 Channels

95.7 Olyphant
 8 NE of Scranton
 99.5 Scranton

Highest Billing Stations

1. WKRZ A/F \$2,300,000
 2. WARM 1,700,000
 3. WMGS-F 1,200,000
 4. WEZX-F 1,100,000
 5. WGBI-F 1,000,000
 6.
 7.
 8.
 9.
 10.

Daily Newspapers

	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Wilkes Barre Voice	48,200			
Wilkes Barre Times Leader	47,000		46,900	Cap Cities/ABC
Scranton Tribune	37,222			
The Scrantonian			50,600	
Scranton Times		58,100	62,700	Shamrock

Miscellaneous Comments

Best Restaurants

Cooper's (seafood)
 Ryah House (steak)
 Woodland's (steak)
 Wanda's

Best Hotels

Woodlands Inn
 Sheraton Crossgates
 Nichols Village

COMPETITIVE MEDIA

Over the Air Television

WBRE	Wilkes-Barre	28	NBC	
WNEP	Scranton	16	ABC	New York Times
WOLF	Scranton	38		
WVIA	Scranton	44	PBS	
WYOU	Scranton	22	CBS	Diversified

WEATHER DATA

Elevation: 930
 Annual Precipitation: 36.6 in.
 Annual Snowfall: 50.3 in.
 Average Windspeed: 8.4 (SW)

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$32,000,000	36.0	.0073
Radio	13,600,000	15.3	.0031
Newspaper	39,900,000	44.9	.0091
Outdoor	3,400,000	3.8	.0008
	<u>\$88,900,000</u>		<u>.0203</u>

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	33.5	83.0	58.9
Avg. Min. Temp.:	18.4	61.3	39.8
Average Temp.:	26.0	72.2	49.4

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1984	WKRZ A/F	Sold by Wilkes-Schwartz	\$5,000,000
1985	WMGS-F	Sold to Susquehanna	2,000,000
1985	WKRZ A/F	Sold to Osborn	7,600,000
1987	WMJW-F		750,000

NOTE: Some of these sales may not have been consummated.

WILMINGTON, DE

1987 ARB Rank: 76
 1987 MSA Rank: 90
 1987 ADI Rank: Philadelphia ADI
 FM Base Value: \$5,000,000

1987 Revenue: \$9,200,000
 Rev per Share Point: \$356,589
 Population per Station: 56,675 (8)
 1987 Revenue Change: 7.0%

Manager's Market Ranking (current): 3.7
 Manager's Market Ranking (future): 3.5
 Duncan's Radio Market Grade: II C-
 Mathematical Market Grade: II B-

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	6.2	6.7	7.5	8.0	8.6	9.2						
Yearly Growth Rate (82-87):	8.2% (assigned rate of 7.2%)											
Projected Revenue Estimates:							9.9	10.6	11.3	12.1	13.0	
Revenue per Capita:	11.72	12.64	13.99	14.94	15.69	16.70						
Yearly Growth Rate (82-87):	7.3%											
Projected Revenue per Capita:							17.92	19.23	20.63	22.14	23.75	
Resulting Revenue Estimate:							9.9	10.7	11.6	12.5	13.5	
Revenue as % of Retail Sales:	.0024	.0023	.0024	.0023	.0023	.0024						
Mean % (82-87):	.00235%											
Resulting Revenue Estimate:							9.9	10.6	11.3	12.2	13.2	

MEAN REVENUE ESTIMATE:

9.9 10.6 11.4 12.3 13.2

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.529	.530	.536	.542	.548	.551	.555	.558	.562	.566	.569
Retail Sales (billions):	2.6	2.9	3.2	3.5	3.66	3.9	4.2	4.5	4.8	5.2	5.6
Below-the-Line Listening Shares:	64.7%										
Unlisted Station Listening:	9.5%										
Total Lost Listening:	74.2%										
Available Share Points:	25.8										
Number of Viable Stations:	5										
Mean Share Points per Station:	5.2										
Median Share Points per Station:	7.5										
Rev. per Available Share Point:	\$356,589										
Estimated Rev. for Mean Station:	\$1,854,264										

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

Managers predict 6% to 8% revenue growth in 1988...

Household Income: \$37,889
 Median Age: 32.2 years
 Median Education: 12.5 years
 Median Home Value: \$44,700
 Population Change (1986-1991): 3.7%
 Retail Sales Change (1986-1991): 42.9%
 Number of B or C FM Stations: 2
 Revenue per AQH: \$12,903
 Cable Penetration: NA

	<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
White	84.4	<15	22.9	Non High School
Black	14.0	15-30	26.2	Grad 30.5
Hispanic	1.6	30-50	27.9	High School
Other	---	50-75	16.5	Grad 36.4
		75+	6.5	College 1-3 years
				15.1
				College 4+ years
				18.0

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Chemicals	DuPont (9)	Beneficial Corp.	
Explosives	Hercules (148)	Columbia Gas System	
Ships	Himont (304)	Delmarva Power & Light	
Gas Transmission/Distribution	NVF (279)	IU International	
		Wilmington Trust	
	<u>Other Major Corporations</u>		
	American Petrofina		

INC 500 Companies

Employment Breakdowns

<u>Business Information Tech.</u>	<u>By Industry (SIC):</u>	<u>By Occupation:</u>
Barry Companies		
Placers	1. Health Services 14,691 (8.4%)	Manag/Prof. 56,372 (24.3%)
	2. Eating & Drinking Places 10,682 (6.1%)	Tech/Sales/Admin. 74,051 (32.0%)
	3. Business Services 10,116 (5.8%)	Service 29,706 (12.8%)
	4. Wholesale Trade-Nondurable 9,477 (5.4%)	Farm/Forest/Fish 3,720 (1.6%)
	5. Special Trade Contractor 8,272 (4.7%)	Precision Prod. 29,627 (12.8%)
	6. Transportation Equipment 8,083 (4.6%)	Oper/Fabri/Labor 38,172 (16.5%)
	7. Chemicals & Allied Products 7,257 (4.1%)	
	8. Banking 6,200 (3.5%)	
	9. Miscellaneous Retail 5,758 (3.3%)	
	10. Food Stores 5,533 (3.2%)	
	Total Metro Employees: 174,920	
	Top 10 Total Employees: 86,069 (49.2%)	

WILMINGTON, DE

Largest Local Banks

Bank of Delaware (1.4 Bil)
 Wilmington Trust (2.3 Bil)
 Beneficial Nat. (1.1 Bil)
 Delaware Trust (963 Mil)

Colleges and Universities

Wilmington College (1,060)
 Goldey Beacom College (1,918)

Military Bases

Unemployment

Jun 79: 6.2%
 Dec 82: 7.7%
 Sep 83: 8.1%
 Sep 84: 6.1%
 Aug 85: 7.0%
 Aug 86: 5.0%
 Aug 87: 3.6%

Total Full Time Students: 18,637

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Largest Local Radio Accounts

Source of Regional Dollars

80-90 Channels

Highest Billing Stations

None

1. WSTW-F \$3,000,000
 2. WJBR A/F 2,800,000
 3. WDEL 1,500,000
 4. WILM 1,100,000
 5. WAMS 450,000
 6.
 7.
 8.
 9.
 10.

Daily Newspapers

AM

PM

SUN

Owner

Wilmington News 67,400 Gannett
 Wilmington Journal 50,800 Gannett
 Wilmington News-Journal 132,400 Gannett

Miscellaneous Comments

* Part of Philadelphia ADI. TV revenue is Wilmington's estimated contribution to the total TV revenue for the ADI.

COMPETITIVE MEDIA

Over the Air Television

WTGI Wilmington 61
 WHYY Wilmington 12 PBS

Other stations - See Philadelphia

Best Restaurants

Best Hotels

Silk Purse (French)
 Sal's (European)
 Hotel duPont (general)
 Buckley's Tavern

Hotel duPont
 Christiana Hilton

WEATHER DATA

Elevation: 74
 Annual Precipitation: 43.6 in.
 Annual Snowfall: 20.1 in.
 Average Windspeed: 9.1 (NW)

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$24,600,000	34.8	.0063
Radio	9,200,000	13.0	.0024
Newspaper	33,700,000	47.7	.0086
Outdoor	3,100,000	4.4	.0008
	<u>\$70,600,000</u>		<u>.0181</u>

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	40.2	85.5	63.7
Avg. Min. Temp.:	23.8	66.1	44.3
Average Temp.:	32.0	75.8	54.0

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1985 WJBR A/F Sold to CRB \$4,300,000

NOTE: Some of these sales may not have been consummated.

WILMINGTON, NC

1987 ARB Rank: 191
 1987 MSA Rank: 304
 1987 ADI Rank: NA
 FM Base Value: \$1,800,000

1987 Revenue: \$3,700,000
 Rev per Share Point: \$49,465
 Population per Station: 12,245 (11)
 1987 Revenue Change: 8.8%

Manager's Market Ranking (current): 3.0
 Manager's Market Ranking (future): 3.9
 Duncan's Radio Market Grade: NA
 Mathematical Market Grade: IV C-

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	
Duncan Revenue Est.:	2.5	2.6	2.8	3.1	3.4	3.7						
Yearly Growth Rate (82-87):	8.2% (assigned rate of 7.1%)											
Projected Revenue Estimates:							4.0	4.2	4.5	4.9	5.2	
Revenue per Capita:	22.72	23.21	25.00	27.43	29.57	31.90						
Yearly Growth Rate (82-87):	7.0%											
Projected Revenue per Capita:							31.13	36.52	39.08	41.81	44.74	
Resulting Revenue Estimate:							4.0	4.3	4.7	5.1	5.6	
Revenue as % of Retail Sales:	.0037	.0037	.0034	.0035	.0036	.0035						
Mean % (82-87):	.00357%											
Resulting Revenue Estimate:							4.1	4.4	4.7	5.0	5.2	
							MEAN REVENUE ESTIMATE:					
							4.0	4.3	4.6	5.0	5.3	

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.110	.112	.112	.113	.115	.116	.118	.119	.121	.123	.125
Retail Sales (billions):	.67	.71	.81	.88	.95	1.05	1.15	1.24	1.33	1.40	1.46

Below-the-Line Listening Shares: 13.4%
 Unlisted Station Listening: 11.8%
 Total Lost Listening: 25.2%
 Available Share Points: 74.8
 Number of Viable Stations: 10
 Mean Share Points per Station: 7.5
 Median Share Points per Station: 8.2
 Rev. per Available Share Point: \$49,465
 Estimated Rev. for Mean Station: \$370,989

Confidence Levels

1987 Revenue Estimates: Below normal
 1988-1992 Revenue Projections: Below normal

COMMENTS

Household Income: \$27,497
 Median Age: 32.0 years
 Median Education: 12.4 years
 Median Home Value: \$37,200
 Population Change (1986-1991): 6.9%
 Retail Sales Change (1986-1991): 47.4%
 Number of B or C FM Stations: 3
 Revenue per AQH: \$21,512
 Cable Penetration: 49%

	<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
White	77.4	<15	38.2	Non High School
Black	21.7	15-30	31.4	Grad 38.5
Hispanic	0.9	30-50	21.4	
Other	---	50-75	6.7	High School
		75+	2.3	Grad 31.8

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years
15.5
 College 4+ years
14.2

COMMERCE AND INDUSTRY

Important Business and Industries Fortune 500 Companies Forbes 500 Companies Forbes Largest Private Companies

Machine Tools
 Paper
 Chemicals
 Fibers

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Chemicals & Allied Products	4,798	(10.0%)
2. Eating & Drinking Places	3,979	(8.3%)
3. Health Services	3,952	(8.2%)
4. Business Services	2,200	(4.6%)
5. Food Stores	1,885	(3.9%)
6. Wholesale Trade-Durable	1,832	(3.8%)
7. Special Trade Contractor	1,747	(3.6%)
8. Electric Services	1,706	(3.6%)
9. General Merchandise Stores	1,619	(3.4%)
10. Miscellaneous Retail	1,324	(2.8%)

Total Metro Employees: 47,997
 Top 10 Total Employees: 25,042 (52.2%)

By Occupation:

Manag/Prof.	12,566	(21.6%)
Tech/Sales/Admin.	15,693	(26.9%)
Service	8,633	(14.9%)
Farm/Forest/Fish	1,218	(2.1%)
Precision Prod.	8,514	(14.6%)
Oper/Fabri/Labor	11,584	(19.9%)

WILMINGTON, NC

Largest Local Banks

First Citizens (NA)
 First Union (NA)
 NCNB (NA)
 People (NA)
 Wachovia (NA)

Colleges and Universities

UNC-Wilmington (5,857)
 Cape Fear Tech (1,813)

 Total Full Time Students: 5,426

Military Bases

Unemployment

Jun 79: NA
 Dec 82: NA
 Sep 83: NA
 Sep 84: 8.7%
 Aug 85: NA
 Aug 86: 6.3%
 Aug 87: NA

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Largest Local Radio Accounts

Source of Regional Dollars

80-90 Channels

Highest Billing Stations

105.3 Wilmington
 93.7 Wrightsville Beach
 9 E. of Wilmington

1. NO RELIABLE
 2. ESTIMATES ARE
 3. AVAILABLE
 4.
 5.
 6.
 7.
 8.
 9.
 10.

Daily Newspapers

AM PM SUN Owner

Wilmington Star 46,800
 Wilmington Star-News 54,600

Miscellaneous Comments

NO WEATHER DATA AVAILABLE

COMPETITIVE MEDIA

Over the Air Television

WECT	Wilmington	6	NBC	
WJKA	Wilmington	26	CBS	
WUNJ	Wilmington	39	PBS	
WWAY	Wilmington	3	ABC	Price

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$13,500,000	41.5	.0128
Radio	3,700,000	11.4	.0035
Newspaper	14,400,000	44.2	.0137
Outdoor	950,000	2.9	.0009
	<u>\$32,550,000</u>		<u>.0309</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WMFD	Sold by Village	\$ 500,000
1984	WHSL-F	Sold by Jefferson-Pilot	1,000,000
1984	WWIL	Sold by Jefferson-Pilot	450,000
1984	WAAV	(never completed)	200,000
1984	WBMS	Sold to Brunson	230,000
1985	WHQQ-F	Sold to Woolfson	1,275,000
1987	WVBS A/F	From Resort to Jones	NA
1987	WJYW-F		1,300,000
1987	WWQQ-F	From Woolfson to HVS	2,000,000

NOTE: Some of these sales may not have been consummated.

WORCESTER

1987 ARB Rank: 100
 1987 MSA Rank: 112
 1987 ADI Rank: Boston ADI
 FM Base Value: NA

1987 Revenue: \$11,000,000
 Rev per Share Point: \$207,940
 Population per Station: 48,757 (7)
 1987 Revenue Change: 10.0%

Manager's Market Ranking (current): 4.2
 Manager's Market Ranking (future): 4.2
 Duncan's Radio Market Grade: III A-
 Mathematical Market Grade: III A+

REVENUE HISTORY AND PROJECTIONS

	82	83	84	85	86	87	88	89	90	91	92	
Duncan Revenue Est.:	6.7	7.4	8.2	9.1	10.0	11.0						
Yearly Growth Rate (82-87):	10.4% (assigned growth rate of 8.3%)											
Projected Revenue Estimates:							11.9	12.9	14.0	15.1	16.4	
Revenue per Capita:	16.75	18.45	20.35	22.36	24.51	26.89						
Yearly Growth Rate (82-87):	9.9%											
Projected Revenue per Capita:							29.55	32.48	35.69	39.23	43.11	
Resulting Revenue Estimate:							12.1	13.3	14.7	16.2	17.9	
Revenue as % of Retail Sales:	.0032	.0032	.0032	.0033	.0033	.0033						
Mean % (82-87):	.00325%											
Resulting Revenue Estimate:							11.4	12.4	13.0	13.7	14.6	
MEAN REVENUE ESTIMATE:							11.8	12.9	13.9	15.0	16.3	

POPULATION AND DEMOGRAPHIC ESTIMATES

	82	83	84	85	86	87	88	89	90	91	92
Total Population (millions):	.400	.401	.403	.407	.408	.409	.410	.411	.412	.414	.415
Retail Sales (billions):	2.1	2.3	2.5	2.8	3.0	3.3	3.5	3.8	4.0	4.2	4.5

Below-the-Line Listening Shares: 39.3%
 Unlisted Station Listening: 7.8%
 Total Lost Listening: 47.1%
 Available Share Points: 52.9
 Number of Viable Stations: 7
 Mean Share Points per Station: 7.5
 Median Share Points per Station: 5.3
 Rev. per Available Share Point: \$207,940
 Estimated Rev. for Mean Station: \$1,559,546

Confidence Levels

1987 Revenue Estimates: Normal
 1988-1992 Revenue Projections: Normal

COMMENTS

	<u>Ethnic Breakdowns (%)</u>		<u>Income Breakdowns (%)</u>		<u>Age Breakdowns (%)</u>		<u>Education Levels</u>
Household Income: \$36,160	White	96.9	<15	25.7	12-34	25.7	Non High School
Median Age: 33.2 years	Black	1.3	15-30	27.5	25-54	43.2	Grad 33.3
Median Education: 12.5 years	Hispanic	1.8	30-50	27.9	55+	31.1	High School
Median Home Value: \$42,100	Other	---	50-75	14.5			Grad 35.5
Population Change (1986-1991): 1.6%			75+	4.4			
Retail Sales Change (1986-1991): 40.7%							
Number of B or C FM Stations: 3							
Revenue per AQH: \$20,295							
Cable Penetration: NA							

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years
15.8
College 4+ years
15.4

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Abrasives	Norton (277)	Conifer Group	
Firearms		Hanover Insurance Cos.	
Textiles			
Food Processing			
Metals			
Furniture			
Watches, Clocks			
	<u>Other Major Corporations</u>		
	Brown Shoes		
	Conifer Group		

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Health Services	14,199	(10.1%)
2. Machinery, Except Electr.	9,237	(6.6%)
3. Eating & Drinking Places	8,834	(6.3%)
4. Fabricated Metal Products	6,585	(4.7%)
5. Rubber & Misc. Plastics	5,384	(3.8%)
6. Food Stores	5,022	(3.6%)
7. Business Services	4,753	(3.4%)
8. Social Services	4,382	(3.1%)
9. Wholesale Trade-Durable	4,319	(3.1%)
10. Miscellaneous Retail	4,259	(3.0%)

By Occupation:

Manag/Prof.	41,121	(22.8%)
Tech/Sales/Admin.	51,969	(28.9%)
Service	23,165	(12.9%)
Farm/Forest/Fish	1,738	(0.9%)
Precision Prod.	22,727	(12.7%)
Oper/Fabri/Labor	39,311	(21.8%)

Total Metro Employees: 140,990
 Top 10 Total Employees: 66,974 (47.5%)

WORCESTER

<u>Largest Local Banks</u>	<u>Colleges and Universities</u>	<u>Military Bases</u>	<u>Unemployment</u>
Shawmut (1.1 Bil) Guaranty (810 Mil) Mechanics (368 Mil) Commerce (152 Mil)	Holy Cross (2,590) Worcester Polytech (3,812) Worcester State (7,062)		Jun 79: 4.2% Dec 82: 8.7% Sep 83: 6.5% Sep 84: 5.2% Aug 85: 3.5% Aug 86: 4.0% Aug 87: 3.0%
	Total Full Time Students: 13,908		

RADIO BUSINESS INFORMATION

<u>Heavy Agency Radio Users</u>	<u>Largest Local Radio Accounts</u>	<u>Source of Regional Dollars</u>	<u>80-90 Channels</u>	<u>Highest Billing Stations</u>
		Boston Providence	None	1. WAAF-F \$4,000,000 2. WRSR-F 2,700,000 3. WTAG 1,100,000 4. WFTQ 1,000,000 5. WXLO-F 900,000 6. WORC 300,000 7. 8. 9. 10.
<u>Daily Newspapers</u>	<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
Worcester Telegram Worcester Gazette	55,600	79,100	128,100	Chronicle Co. Chronicle Co.

Miscellaneous Comments

* Worcester is in the Boston ADI.

COMPETITIVE MEDIA

Over the Air Television

WHLL Worcester 27
Other stations - See Boston

WEATHER DATA

Elevation: 986
Annual Precipitation: 47.2 in.
Annual Snowfall: 74.6 in.
Average Windspeed: 10.5 (W)

	<u>JAN</u>	<u>JULY</u>	<u>TOTAL YEAR</u>
Avg. Max. Temp.:	31.0	79.4	55.8
Avg. Min. Temp.:	16.2	60.8	38.4
Average Temp.:	23.6	70.1	47.1

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	NA	NA	NA
Radio	\$11,000,000	NA	.0033
Newspaper	NA	NA	NA
Outdoor	NA	NA	NA
	<u>\$11,000,000</u>		<u>.0033</u>

* See Miscellaneous Comments

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1984	WORC		\$ 641,000
1986	WFTQ, WAAF-F	From Katz to New City	10,100,000 (E)
1986	WNEB		850,000
1987	WTAG	Sold to Knight	2,800,000

NOTE: Some of these sales may not have been consummated.

YORK

1987 ARB Rank: 103
 1987 MSA Rank: 114
 1987 ADI Rank: 45 (w/Harris & Lancaster)
 FM Base Value: \$3,000,000

1987 Revenue: \$11,000,000
 Rev per Share Point: \$257,611
 Population per Station: 30,609 (11)
 1987 Revenue Change: 5.8%

Manager's Market Ranking (current): 3.8
 Manager's Market Ranking (future): 4.2
 Duncan's Radio Market Grade: III B
 Mathematical Market Grade: III B+

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	7.8	8.5	9.1	9.8	10.4	11.0					
Yearly Growth Rate (82-87): 7.1%											
Projected Revenue Estimates:							11.8	12.6	13.5	14.5	15.5
Revenue per Capita:	19.95	21.36	22.86	23.90	26.13	27.50					
Yearly Growth Rate (82-87): 6.6%											
Projected Revenue per Capita:							29.32	31.25	33.31	35.51	37.85
Resulting Revenue Estimate:							11.8	12.6	13.5	14.5	15.4
Revenue as % of Retail Sales:	.0049	.0050	.0050	.0052	.0052	.0052					
Mean % (82-87): .00508%											
Resulting Revenue Estimate:							11.7	12.2	12.7	13.9	14.8
<u>MEAN REVENUE ESTIMATE:</u>							<u>11.8</u>	<u>12.5</u>	<u>13.2</u>	<u>14.3</u>	<u>15.2</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.391	.398	.398	.398	.398	.400	.402	.404	.405	.407	.408
Retail Sales (billions):	1.6	1.7	1.8	1.87	1.99	2.1	2.3	2.4	2.5	2.73	2.92

Below-the-Line Listening Shares: 48.8%
 Unlisted Station Listening: 8.5%
 Total Lost Listening: 57.3%
 Available Share Points: 42.7
 Number of Viable Stations: 7.5
 Mean Share Points per Station: 5.7
 Median Share Points per Station: 4.7

Confidence Levels

1987 Revenue Estimates: Slightly below normal
 1988-1992 Revenue Projections: Slightly below normal

COMMENTS

Revenue totals include dollars which go to out of market stations...
 Managers predict a 5% to 7% revenue increase in 1988...

Household Income: \$31,680
 Median Age: 33.2 years
 Median Education: 12.3 years
 Median Home Value: \$44,900
 Population Change (1986-1991): 2.4%
 Retail Sales Change (1986-1991): 37.3%
 Number of B or C FM Stations: 3 + 1 = 4
 Revenue per AQH: \$21,236
 Cable Penetration: NA

	<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
White	96.6	<15	26.9	Non High School
Black	2.6	15-30	32.7	Grad 28.7
Hispanic	0.8	30-50	28.5	55+
Other	---	50-75	9.2	High School
		75+	2.7	Grad 40.6

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 9.4
 College 4+ years 11.3

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Refrigeration Equip.	York International (389)		
Turbines			
Furniture			
Paper Products	<u>Other Major Corporations</u>		
Dental Equipment	Compudyne		
	Grembacher		

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Machinery, Except Electr.	10,733	(8.1%)
2. Health Services	8,588	(6.5%)
3. Eating & Drinking Places	7,637	(5.8%)
4. Electric & Electronic Eq.	5,513	(4.2%)
5. Food & Kindred Products	4,816	(3.6%)
6. Food Stores	4,709	(3.6%)
7. Printing & Publishing	4,517	(3.4%)
8. Transportation Equipment	4,459	(3.4%)
9. Wholesale Trade-Durable	4,111	(3.1%)
10. Business Services	4,089	(3.1%)

By Occupation:

Manag/Prof.	30,968	(17.3%)
Tech/Sales/Admin.	47,030	(26.2%)
Service	17,706	(9.8%)
Farm/Forest/Fish	4,560	(2.6%)
Precision Prod.	26,818	(14.9%)
Oper/Fabri/Labor	52,357	(29.2%)

Total Metro Employees: 132,159
 Top 10 Total Employees: 59,172 (44.8%)

YORK

Largest Local Banks

York Bank (903 Mil)
 Drovers (191 Mil)
 Dauphin (NA)
 Hamilton (NA)

Colleges and Universities

Penn State-York (1,111)
 Gettysburg (1,951)
 York College (4,570)

Total Full Time Students: 5,317

Military Bases

Unemployment

Jun 79: 5.6%
 Dec 82: 11.6%
 Sep 83: 9.8%
 Sep 84: 8.6%
 Aug 85: 8.0%
 Aug 86: 4.9%
 Aug 87: 3.8%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Kelly Adams
 Campbell

Largest Local Radio Accounts

Source of Regional Dollars

80-90 Channels

None

Highest Billing Stations

1. WSBA-F	\$2,800,000
2. WQXA-F	2,500,000
3. WSBA	2,100,000
4. WHTF-F	1,100,000
5.	
6.	
7.	
8.	
9.	
10.	

Daily Newspapers

York Dispatch
 York Daily Record

<u>AM</u>	<u>PM</u>	<u>SUN</u>	<u>Owner</u>
40,400	48,900	37,300	Howard

Miscellaneous Comments

* Split ADI with Harrisburg and Lancaster. TV revenue is estimate of York's share. Total TV revenue for ADI is estimated at \$49,900,000.

COMPETITIVE MEDIA

Over the Air Television

See Harrisburg

Best Restaurants

Meadowbrook
 Accomac Inn

Best Hotels

Yorktowne
 Sheraton

NO WEATHER DATA AVAILABLE:
 See Harrisburg for an approximation.

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$13,400,000	26.7	.0064
Radio	11,000,000	22.0	.0052
Newspaper	24,000,000	47.9	.0114
Outdoor	1,700,000	3.4	.0008
	<u>\$50,100,000</u>		<u>.0238</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1983	WHTF-F		\$ 525,000
1983	WOBG, WQXA-F	Sold by Rust	4,000,000
1987	WOYK		250,000

NOTE: Some of these sales may not have been consummated.

YOUNGSTOWN

1987 ARB Rank: 82
 1987 MSA Rank: 96
 1987 ADI Rank: 87
 FM Base Value: \$3,500,000

1987 Revenue: \$10,900,000
 Rev per Share Point: \$141,009
 Population per Station: 32,715 (13)
 1987 Revenue Change: 5.8%

Manager's Market Ranking (current): 3.0
 Manager's Market Ranking (future): 3.3
 Duncan's Radio Market Grade: II D
 Mathematical Market Grade: II D-

REVENUE HISTORY AND PROJECTIONS

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Duncan Revenue Est.:	7.8	8.3	9.0	9.8	10.3	10.9					
Yearly Growth Rate (82-87): 6.9%											
Projected Revenue Estimates:							11.7	12.4	13.3	14.2	15.2
Revenue per Capita:	14.89	15.93	17.34	18.99	19.92	21.20					
Yearly Growth Rate (82-87): 7.3%											
Projected Revenue per Capita:							22.75	24.41	26.19	28.10	30.15
Resulting Revenue Estimate:							11.6	12.4	13.3	14.2	15.2
Revenue as % of Retail Sales:	.0033	.0033	.0036	.0035	.0036	.0035					
Mean % (82-87): .00347%											
Resulting Revenue Estimate:							11.5	12.1	12.8	13.5	14.6
<u>MEAN REVENUE ESTIMATE:</u>							<u>11.6</u>	<u>12.3</u>	<u>13.1</u>	<u>14.0</u>	<u>15.0</u>

POPULATION AND DEMOGRAPHIC ESTIMATES

	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>
Total Population (millions):	.524	.521	.519	.516	.517	.514	.512	.510	.508	.506	.505
Retail Sales (billions):	2.4	2.5	2.5	2.8	2.87	3.1	3.3	3.5	3.7	3.9	4.2

Below-the-Line Listening Shares: 16.8%
 Unlisted Station Listening: 5.9%
 Total Lost Listening: 22.7%
 Available Share Points: 77.3
 Number of Viable Stations: 10
 Mean Share Points per Station: 7.7
 Median Share Points per Station: 6.6
 Rev. per Available Share Point: \$141,009
 Estimated Rev. for Mean Station: \$1,085,769

Confidence Levels

1987 Revenue Estimates: Slightly below normal
 1988-1992 Revenue Projections: Slightly below normal

COMMENTS

Managers predict a 5% to 6% increase in 1988...

Household Income: \$31,666
 Median Age: 33.6 years
 Median Education: 12.4 years
 Median Home Value: \$40,300
 Population Change (1986-1991): -2.2%
 Retail Sales Change (1986-1991): 35.8%
 Number of B or C FM Stations: 5
 Revenue per AQH: \$15,139
 Cable Penetration: 54%

<u>Ethnic Breakdowns (%)</u>	<u>Income Breakdowns (%)</u>	<u>Age Breakdowns (%)</u>	<u>Education Levels</u>
White 88.8	<15 29.2	12-34 24.2	Non High School
Black 10.0	15-30 29.3	25-54 47.4	Grad 33.3
Hispanic 1.2	30-50 26.6	55+ 28.4	High School
Other ---	50-75 11.4		Grad 43.8
	75+ 3.5		

The above information is provided through the courtesy of Market Statistics, a division of Bill Communications

College 1-3 years 12.4
 College 4+ years 10.5

COMMERCE AND INDUSTRY

<u>Important Business and Industries</u>	<u>Fortune 500 Companies</u>	<u>Forbes 500 Companies</u>	<u>Forbes Largest Private Companies</u>
Steel Electronics Automotive			Edward J. DeBartolo

INC 500 Companies

Employment Breakdowns

By Industry (SIC):

1. Transportation Equipment	20,273	(12.8%)
2. Health Services	18,996	(12.0%)
3. Primary Metal Industries	11,259	(7.1%)
4. Eating & Drinking Places	10,783	(6.8%)
5. Fabricated Metal Products	9,096	(5.8%)
6. Food Stores	6,387	(4.0%)
7. General Merchandise Stores	5,917	(3.7%)
8. Wholesale Trade-Durable	5,411	(3.4%)
9. Miscellaneous Retail	4,651	(2.9%)
10. Automotive Dealers	4,058	(2.6%)

Total Metro Employees: 158,091
 Top 10 Total Employees: 96,831 (61.3%)

By Occupation:

Manag/Prof.	38,785	(18.5%)
Tech/Sales/Admin. Service	54,793	(26.1%)
26,519		(12.6%)
Farm/Forest/Fish	2,096	(1.0%)
Precision Prod.	29,421	(14.1%)
Oper/Fabri/Labor	58,168	(27.7%)

YOUNGSTOWN

Largest Local Banks

Bank One (1.3 Bil)
Dollar Savings (873 Mil)
Mahoning (527 Mil)

Colleges and Universities

Youngstown State (15,252)

Military Bases

Unemployment

Jun 79: 6.9%
Dec 82: 21.8%
Sep 83: 14.5%
Sep 84: 12.3%
Aug 85: 10.5%
Aug 86: 10.9%
Aug 87: 12.0%

Total Full Time Students: 11,626

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Group 2
Smith

Largest Local Radio Accounts

Source of Regional Dollars

Cleveland
Pittsburgh
Columbus

80-90 Channels

None

Highest Billing Stations

1. WHOT A/F \$2,700,000
2. WKBN-F 1,600,000
- WYFM-F* 1,600,000
4. WQXK-F** 1,200,000
5. WKBN 1,000,000
- 6.
- 7.
- 8.
- 9.
- 10.

Daily Newspapers

Youngstown Vindicator

AM

PM

SUN

Owner

93,900 144,300

* WYFM gets part of its revenue from Sharon, PA area.

** WQXK gets a portion of its billings from the Canton market.

COMPETITIVE MEDIA

Over the Air Television

WFMJ	Youngstown	21	NBC	Vindicator
WKBN	Youngstown	27	CBS	
WYTV	Youngstown	33	ABC	

Miscellaneous Comments

Best Restaurants

Moonraker (general)
Antones (Italian)
Living Room

Best Hotels

Avalon Inn
Inn on Green (bed & breakfast)

NO WEATHER DATA AVAILABLE:
See Pittsburgh for an approximation.

Media Revenue Estimates

	<u>Revenue</u>	<u>%</u>	<u>% of Retail Sales</u>
Television	\$17,500,000	32.3	.0056
Radio	10,900,000	20.1	.0035
Newspaper	23,400,000	43.2	.0076
Outdoor	2,400,000	4.4	.0008
	<u>\$54,200,000</u>		<u>.0175</u>

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales Since 1983

1986 WSOM, WOKX-F (Salem) From Rust to Lincoln \$2,800,000

NOTE: Some of these sales may not have been consummated.





