

DUNCAN'S RADIO MARKET GUIDE 2000 Edition

James H. Duncan, Jr.

radio.com

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\$132 Million
Initial Public Offering

Co-Manager
October 1999

AMERICAN TOWER

\$675 Million
Follow-On Offering

Co-Manager
February 1999

AMERICAN TOWER

\$726 Million
Convertible Notes

Co-Manager
November 1999

Chancellor
MEDIA CORPORATION

\$21.8 Billion
Merger with Clear Channel Communications Inc.

Advisor
Pending

Chancellor
MEDIA CORPORATION

\$1.6 Billion
Sale of Chancellor Media Outdoor Corporation to Lamar Advertising

Advisor
September 1999

Chancellor
MEDIA CORPORATION

\$4.1 Billion
Merger with Capstar Broadcasting Corp.

Advisor
July 1999

CLEAR CHANNEL COMMUNICATIONS, INC.

\$1.4 Billion
Secondary Offering

Joint Lead Manager
May 1999

CLEAR CHANNEL COMMUNICATIONS, INC.

\$900 Million
Convertible Notes

Co-Manager
November 1999

CLEAR CHANNEL COMMUNICATIONS, INC.

\$809 Million
Follow-On Offering

Co-Manager
December 1998

CUMULUS

\$233 Million
Follow-On Offering

Lead Manager
July 1999

CUMULUS

\$183 Million
Follow-On Offering

Lead Manager
November 1999

ENTERCOM

\$306 Million
Initial Public Offering

Co-Manager
February 1999

ENTERCOM

\$350 Million
Follow-On Offering

Co-Manager
September 1999

FOX

\$2.8 Billion
Initial Public Offering

Co-Manager
November 1998

Infinity

\$3.2 Billion
Initial Public Offering

Co-Manager
December 1998

LAMAR

\$250 Million*
Convertible Notes

Co-Manager
August 1999

VIACOM

\$80.0 Billion
Merger with CBS Corporation

Advisor
Pending

MORGAN STANLEY DEAN WITTER

*These securities were offered pursuant to Rule 144A under the Securities Act of 1933 and may not be offered or sold in the United States absent registration or an applicable exemption from registration requirements.

DUNCAN'S RADIO MARKET GUIDE

2000 Edition

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June 2000



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Odds and Ends

WFAN remains the highest billing station. Since I began keeping this data in 1984 only four different stations have led the nation in revenues.

1999's 10 highest billing radio stations were:

1	WFANAM	New York	\$67,500,000	CBS/Infinity
2	WXRKFM	New York	\$54,400,000	CBS/Infinity
3	WLTWFM	New York	\$51,000,000	Clear Channel Communications
4	WINSAM	New York	\$44,900,000	CBS/Infinity
5	KISFM	Los Angeles	\$44,500,000	Clear Channel Communications
6	WCBSFM	New York	\$42,900,000	CBS/Infinity
7	KTWVFM	Los Angeles	\$41,900,000	CBS/Infinity
8	KGO AM	San Francisco	\$41,800,000	ABC Inc.
9	KLSXFM	Los Angeles	\$39,800,000	CBS/Infinity
10	WSKQFM	New York	\$39,500,000	Spanish Broadcasting System

Turn to pages 9-10 for a list of more than 300 of the Highest Billing Stations.

The nation's 10 highest billing market portfolios are as follows:

1	CBS/Infinity	New York	\$260,300,000	36.8%
2	CBS/Infinity	Los Angeles	\$255,500,000	32.3%
3	Clear Channel	Los Angeles	\$235,300,000	29.8%
4	CBS/Infinity	Chicago	\$188,575,000	36.3%
5	Clear Channel	New York	\$152,800,000	21.6%
6	Clear Channel	Chicago	\$129,350,000	24.9%
7	CBS/Infinity	Boston	\$126,700,000	42.7%
8	Clear Channel	Houston	\$120,200,000	41.2%
9	CBS/Infinity	Dallas-Ft. Worth	\$104,075,000	31.3%
10	CBS/Infinity	Philadelphia	\$100,500,000	35.1%

Turn to page 11 for a list of the 50 Highest Billing Market Portfolios.

The 15 group portfolios with the highest market revenue share are:

1	Citadel Communications	Bloomington, IL	\$7,135,000	83.9%
2	Sconnix Broadcasting	Davenport - Rock Island - Moline	\$11,795,000	79.7%
3	Clear Channel	Huntington - Ashland	\$7,420,000	77.3%
4	Clear Channel	Asheville	\$7,000,000	74.5%
5	Citadel Communications	Lansing	\$14,420,000	72.1%
6	Clear Channel	Wheeling	\$5,390,000	68.2%
7	Citadel Communications	Saginaw - Bay City - Midland	\$11,310,000	66.9%
8	NextMedia	Erie	\$6,270,000	65.3%
9	U.S. Broadcasting, LP	Macon	\$7,914,000	63.3%
10	Forever Broadcasting	Altoona	\$3,830,000	60.8%
11	Saga Communications	Manchester	\$7,580,000	58.8%
	Citadel Communications	Binghamton	\$5,700,000	58.8%
13	Beasley Broadcast Group	Fayetteville, NC	\$11,060,000	58.5%
14	Midwest Communications	Green Bay	\$8,150,000	57.8%
15	Regent Communications	Utica - Rome	\$6,135,000	57.3%

Turn to page 11 for a list of the 50 Market Portfolios with the Highest Revenue Shares.

ANNUAL INDUSTRY OVERVIEW

Formerly "Highlights and Comments"

12.9% Industry-Wide Gain Extends Growth Spree to Eight Years

Major Markets Rise 14.42%; Third Straight Year of Double-Digit Growth

The radio industry posted a 12.9% revenue increase in 1999, the strongest growth since *Duncan's Radio Market Guide* began tracking revenues in 1985. In the 173 major markets we track for this report, the gain was even stronger – 14.42%. These 173 markets account for over 66% of all radio revenues. The 12.9% figure refers to all stations in all markets, whether covered in this report or not.

This rise marks the industry's eighth consecutive year of significant revenue increases. This growth rate also reflects the ongoing effects of consolidation. Radio has experienced double-digit growth each year since passage of the Telecom bill in 1996.

In 1999, in the 173 markets tracked closely by Duncan's total radio revenue grew by 14.42%.	1999 Market Revenue:	\$10,461,500,000	+14.42%
	1998 Market Revenue:	\$9,143,100,000	+11.37%
	1997 Market Revenue:	\$8,209,900,000	+10.66%
	1996 Market Revenue:	\$7,419,200,000	+8.74%
	1995 Market Revenue:	\$6,823,100,000	+7.70%
	1994 Market Revenue:	\$6,335,200,000	+12.29%
	1993 Market Revenue:	\$5,641,300,000	+9.71%
	1992 Market Revenue:	\$5,139,000,000	+2.76%
	1991 Market Revenue:	\$5,001,300,000	-3.76%
	1990 Market Revenue:	\$5,196,600,000	+3.72%
	1989 Market Revenue:	\$5,026,100,000	+6.34%
	1988 Market Revenue:	\$4,701,500,000	+7.99%
	1987 Market Revenue:	\$4,353,400,000	

These figures do not include trade. They are gross revenue. Network compensation is generally not included. The importance of (and presence of) "non-spot" or "non-traditional" revenue in these figures must be addressed. Too often stations lump this revenue into the total radio revenue figures which they report to Miller, Kaplan or Hungerford and/or to me. It is impossible for me to separate the amount of non-spot revenue involved. Thus, radio's growth rate is inflated by as much as one percentage point. Something needs to be done about this, and we are working on it. I estimate that total spot revenue for the entire nation was up 12.90% to \$15,510,000,000:

We estimate total spot revenue for the nation in 1999 was up 12.90%.	1999 Total Spot Revenue:	\$15,510,000,000	+12.90%
	1998 Total Spot Revenue:	\$13,738,000,000	+10.19%
	1997 Total Spot Revenue:	\$12,468,000,000	+ 9.32%
	1996 Total Spot Revenue:	\$11,405,000,000	+ 7.97%
	1995 Total Spot Revenue:	\$10,563,000,000	+ 7.49%
	1994 Total Spot Revenue:	\$ 9,827,000,000	+10.28%
	1993 Total Spot Revenue:	\$ 8,911,000,000	+ 7.34%
	1992 Total Spot Revenue:	\$ 8,297,000,000	+ 3.11%
	1991 Total Spot Revenue:	\$ 8,047,000,000	- 3.91%
	1990 Total Spot Revenue:	\$ 8,375,000,000	

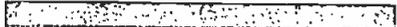
The individual markets with the highest and lowest 1999 growth rates are as follows:

Highest Growth Rates (1999)			Lowest Growth Rates (1999)		
	Market	% change 98-99		Market	% change 98-99
1	SAN FRANCISCO	+31.6%	1	SAGINAW - BAY CITY - MIDLAND	-2.3%
2	CHICAGO	+25.9%	2	ALBUQUERQUE	-0.8%
	SAN JOSE	+25.9%	3	BRIDGEPORT (Fairfield County)	+1.2%
4	WASHINGTON, DC	+24.0%	4	ANCHORAGE	+1.4%
5	ATLANTA	+23.1%	5	PENSACOLA	+1.7%
6	AUSTIN	+21.9%	6	DES MOINES	+2.0%
7	LOS ANGELES	+21.8%	7	DAVENPORT - ROCK ISLAND - MOLINE	+2.1%
8	SEATTLE	+20.0%		ODESSA - MIDLAND, TX	+2.1%
9	BOSTON	+19.7%	9	SPRINGFIELD, MA	+2.2%
10	NEW YORK	+19.5%	10	GRAND RAPIDS	+2.6%
11	DALLAS - FORT WORTH	+19.0%	11	GREENSBORO-WINSTON SALEM	+2.8%
12	LITTLE ROCK	+18.4%	12	BEAUMONT-PORT ARTHUR	+3.2%
13	CORPUS CHRISTI	+17.1%	13	OMAHA	+3.7%
	RIVERSIDE - SAN BERNARDINO	+17.1%	14	SANTA BARBARA, CA	+3.8%
15	NORFOLK	+15.9%	15	PORTLAND, OR	+3.9%
				CHATTANOOGA	+3.9%



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June 2000



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America's Highest Billing Groups

This table estimates (in most cases, reports is a better description) the total station revenue for the largest radio groups in the United States. The listing includes all groups (non-religious format and have at least some stations in rated markets) which I believe have billings in excess of \$25,000,000. As of May 2000,

there were still a number of major deals which had not closed. This table reflects all of those deals on a pro forma basis. The revenue figures are in gross dollars and do not include trade/barter. LMA and SMA revenues are not included—only the revenue for owned stations.

1994 Rank	1995 Rank	1996 Rank	1997 Rank	1998 Rank	1999 Rank	Group Owners	1999 Revenues	Stations	Rev per Station
9	7	5	5	3	1	Clear Channel Communications	\$2,978,972,000	867	\$3,435,954
4	5	1	1	2	2	CBS/Infinity	\$2,112,173,000	188	\$11,234,963
3	4	6	6	4	3	ABC Inc.	\$392,270,000	43	\$9,122,558
5	6	9	7	5	4	Cox Radio	\$389,432,000	77	\$5,057,558
42	35	15	10	6	5	Entercom	\$360,728,000	94	\$3,837,532
39	53	27	13	10	6	Citadel Communications Corp.	\$317,004,000	198	\$1,601,030
—	—	—	16	9	7	Cumulus Media	\$257,373,000	322	\$799,295
19	24	11	8	7	8	Hispanic Broadcasting Corp.	\$239,448,000	48	\$4,988,500
58	60	34	22	18	9	Radio One	\$234,140,000	48	\$4,877,917
17	12	13	9	8	10	Emmis Broadcasting	\$221,410,000	21	\$10,543,333
12	14	14	11	11	11	Susquehanna Radio Corp.	\$194,675,000	26	\$7,487,500
10	10	16	14	13	12	Bonneville International Corp.	\$165,925,000	15	\$11,061,667
16	20	18	15	14	13	Greater Media, Inc.	\$126,300,000	14	\$9,021,429
26	25	19	17	15	14	Jefferson-Pilot Communications	\$125,855,000	17	\$7,403,235
37	30	21	19	16	15	Spanish Broadcasting System	\$108,966,000	24	\$4,540,250
38	32	23	18	17	16	Beasley Broadcast Group	\$92,295,000	33	\$2,796,818
32	34	26	20	19	17	Saga Communications, Inc.	\$82,803,000	48	\$1,725,063
—	57	36	22E	20	18	Journal Broadcast Group	\$77,400,000	36	\$2,150,000
23	26	22	21	21	19	Tribune Broadcasting	\$60,930,000	4	\$15,232,500
—	—	—	—	—	20	Regent Communications, Inc.	\$56,223,000	41	\$1,371,293
55	54	30	23	22	21	Sandusky Radio	\$55,620,000	10	\$5,562,000
59	61	40	30	27	22	Barnstable Broadcasting, Inc.	\$54,700,000	23	\$2,378,261
54	59	41	29	30	23	Inner City Broadcasting Corp	\$54,210,000	15	\$3,614,000
—	62	35	26	23	24	Fisher Broadcasting, Inc.	\$45,200,000	25	\$1,808,000
—	—	—	—	—	25	Chase Radio Partners	\$40,230,000	11	\$3,657,273
41	52	38	24	25	26	Buckley Broadcasting	\$39,620,000	17	\$2,330,588
40	43	33	—	28	27	Hearst-Argyle Television, Inc.	\$37,400,000	7	\$5,342,857
56	58	44	31	34	28	Lotus Communications Corp.	\$35,595,000	21	\$1,695,000
—	—	—	—	—	29	Salem Communications Corp.	\$35,285,000	68	\$518,897
—	—	—	—	32	30	Midwestern Broadcasting Co.	\$35,070,000	17	\$2,062,941
—	—	—	34	29	31	Renda Broadcasting Corp.	\$32,190,000	18	\$1,788,333
—	—	—	—	—	32	Entravision	\$29,592,000	63	\$469,714
—	—	—	—	—	33	Sunburst Media	\$29,300,000	23	\$1,273,913
—	—	—	—	—	34	NextMedia	\$27,360,000	36	\$760,000
—	—	—	—	39	35	South Central Communications	\$26,840,000	11	\$2,440,000
—	—	—	—	—	36	Blue Chip Broadcasting	\$26,681,000	18	\$1,482,278
—	—	—	39	36	37	Simmons Family, Inc.	\$26,143,000	18	\$1,452,389

America's Highest Billing Radio Stations

Calls	Market	Revenue	Group Owner	Calls	Market	Revenue	Group Owner
1 WFAN AM	New York	\$67,500,000	CBS/Infinity	KKSF FM	San Francisco	\$21,000,000	Clear Channel
2 WXRK FM	New York	\$54,400,000	CBS/Infinity	87 WMJX FM	Boston	\$20,900,000	Greater Media, Inc.
3 WLTW FM	New York	\$51,000,000	Clear Channel	88 KTRH AM	Houston	\$20,800,000	Clear Channel
4 WINS AM	New York	\$44,900,000	CBS/Infinity	89 WMAQ AM	Chicago	\$20,700,000	CBS/Infinity
5 KIIS FM	Los Angeles	\$44,500,000	Clear Channel	KILT FM	Houston	\$20,700,000	CBS/Infinity
6 WCBS FM	New York	\$42,900,000	CBS/Infinity	WMZQ FM	Washington, DC	\$20,700,000	Clear Channel
7 KTWW FM	Los Angeles	\$41,900,000	CBS/Infinity	92 KRBE FM	Houston	\$20,600,000	Susquehanna Radio
8 KGO AM	San Francisco	\$41,800,000	ABC Inc.	93 KSCS FM	Dallas - Fort Worth	\$20,400,000	ABC Inc.
9 KLSX FM	Los Angeles	\$39,800,000	CBS/Infinity	94 WJR AM	Detroit	\$20,300,000	ABC Inc.
10 WSKQ FM	New York	\$39,500,000	Spanish Broadcasting	95 WJLB FM	Detroit	\$20,000,000	Clear Channel
11 WKTU FM	New York	\$39,000,000	Clear Channel	WWJ AM	Detroit	\$20,000,000	CBS/Infinity
12 WGN AM	Chicago	\$38,200,000	Tribune Broadcasting	KMEL FM	San Francisco	\$20,000,000	Clear Channel
13 KRQQ FM	Los Angeles	\$38,000,000	CBS/Infinity	98 WKLS FM	Atlanta	\$19,700,000	Clear Channel
14 WCBS AM	New York	\$37,800,000	CBS/Infinity	KHMX FM	Houston	\$19,700,000	Clear Channel
15 KKBT FM	Los Angeles	\$37,000,000	Radio One	WRQX FM	Washington, DC	\$19,700,000	ABC Inc.
KNBR AM	San Francisco	\$37,000,000	Susquehanna Radio	101 WJMN FM	Boston	\$19,400,000	Clear Channel
17 KOST FM	Los Angeles	\$36,800,000	Clear Channel	102 KIOIFM	San Francisco	\$19,200,000	Clear Channel
18 WQHT FM	New York	\$36,100,000	Emmis Broadcasting	103 WAMR FM	Miami - Fort Lauderdale	\$19,038,000	Hispanic Broadcasting
19 WSB AM	Atlanta	\$35,400,000	Cox Radio	104 KMJQFM	Houston	\$19,000,000	Radio One
20 WGCI FM	Chicago	\$34,900,000	Clear Channel	WKYS FM	Washington, DC	\$19,000,000	Radio One
21 WBCN FM	Boston	\$34,700,000	CBS/Infinity	106 WBLF FM	New York	\$18,900,000	Inner City Broadcasting
KCBS FM	Los Angeles	\$34,700,000	CBS/Infinity	107 KKDA AF	Dallas - Fort Worth	\$18,800,000	Service Broadcasting Corp.
23 KRTH FM	Los Angeles	\$34,500,000	CBS/Infinity	108 WEDR FM	Miami - Fort Lauderdale	\$18,700,000	Cox Radio
24 WUSN FM	Chicago	\$34,400,000	CBS/Infinity	109 KLAX FM	Los Angeles	\$18,600,000	Spanish Broadcasting
KYSR FM	Los Angeles	\$34,400,000	Clear Channel	110 KDKA AM	Pittsburgh	\$18,500,000	CBS/Infinity
26 WBZ AM	Boston	\$34,000,000	CBS/Infinity	111 KBXX FM	Houston	\$18,400,000	Radio One
KYW AM	Philadelphia	\$34,000,000	CBS/Infinity	112 WPCH FM	Atlanta	\$18,300,000	Clear Channel
28 KFI AM	Los Angeles	\$33,900,000	Clear Channel	KYLD FM	San Francisco	\$18,300,000	Clear Channel
29 KSCA FM	Los Angeles	\$33,600,000	Hispanic Broadcasting	114 WGST AF	Atlanta	\$18,200,000	Clear Channel
30 KPWR FM	Los Angeles	\$33,300,000	Emmis Broadcasting	115 WSB FM	Atlanta	\$18,100,000	Cox Radio
31 KNX AM	Los Angeles	\$33,100,000	CBS/Infinity	KZPS FM	Dallas - Fort Worth	\$18,100,000	Clear Channel
32 KBIG FM	Los Angeles	\$33,000,000	Clear Channel	117 WBMX FM	Boston	\$18,000,000	CBS/Infinity
WHTZ FM	New York	\$33,000,000	Clear Channel	WMJF FM	Cleveland	\$18,000,000	Clear Channel
34 KVIL FM	Dallas - Fort Worth	\$32,900,000	CBS/Infinity	119 KLVJ FM	Dallas - Fort Worth	\$17,900,000	CBS/Infinity
35 WPLJ FM	New York	\$32,600,000	ABC Inc.	120 KYGO FM	Denver	\$17,670,000	Jefferson-Pilot
36 WVEE FM	Atlanta	\$32,000,000	CBS/Infinity	121 WBIG FM	Washington, DC	\$17,600,000	Clear Channel
37 KLOS FM	Los Angeles	\$31,850,000	ABC Inc.	122 KLLC FM	San Francisco	\$17,500,000	CBS/Infinity
38 KLVE FM	Los Angeles	\$31,800,000	Hispanic Broadcasting	WASH FM	Washington, DC	\$17,500,000	Clear Channel
39 KCBS AM	San Francisco	\$31,500,000	CBS/Infinity	124 KLDE FM	Houston	\$17,200,000	Cox Radio
40 KFWM AM	Los Angeles	\$31,100,000	CBS/Infinity	WTMJ AM	Milwaukee	\$17,200,000	Journal Broadcast Group
41 WJFK FM	Washington, DC	\$29,600,000	CBS/Infinity	126 WFOX FM	Atlanta	\$17,000,000	Cox Radio
42 KOA AM	Denver	\$28,800,000	Clear Channel	WODS FM	Boston	\$17,000,000	CBS/Infinity
43 WXKS FM	Boston	\$28,400,000	Clear Channel	KDMX FM	Dallas - Fort Worth	\$17,000,000	Clear Channel
44 WRKS FM	New York	\$28,200,000	Emmis Broadcasting	129 WUBE FM	Cincinnati	\$16,900,000	CBS/Infinity
45 KHKS FM	Dallas - Fort Worth	\$27,500,000	Clear Channel	130 WUBT FM	Chicago	\$16,850,000	Clear Channel
WYSP FM	Philadelphia	\$27,500,000	CBS/Infinity	131 KBQF FM	Houston	\$16,800,000	Cox Radio
47 KOIT AF	San Francisco	\$27,300,000	Bonneville International	132 KESZ FM	Phoenix	\$16,700,000	Clear Channel
KIRO AM *	Seattle - Tacoma	\$27,300,000	Entercom	133 KKRW FM	Houston	\$16,500,000	Clear Channel
49 KCMG FM	Los Angeles	\$27,200,000	Clear Channel	WMGK FM	Philadelphia	\$16,500,000	Greater Media, Inc.
50 WSTR FM	Atlanta	\$27,000,000	Jefferson-Pilot	135 WFBQ FM	Indianapolis	\$16,450,000	Clear Channel
KFOG FF	San Francisco	\$27,000,000	Susquehanna Radio	136 KABC AM	Los Angeles	\$16,400,000	ABC Inc.
52 WBBM FM	Chicago	\$26,300,000	CBS/Infinity	KEYE FM	Minneapolis - Saint Paul	\$16,400,000	Clear Channel
WPGC FM	Washington, DC	\$26,300,000	CBS/Infinity	WIOQ FM	Philadelphia	\$16,400,000	Clear Channel
54 KQRS FM	Minneapolis - Saint Paul	\$26,200,000	ABC Inc.	WMAL AM	Washington, DC	\$16,400,000	ABC Inc.
55 WVAZ FM	Chicago	\$25,800,000	Clear Channel	140 KZLA FM	Los Angeles	\$16,200,000	Bonneville International
KODAFM	Houston	\$25,800,000	Clear Channel	141 WDVE FM	Pittsburgh	\$16,000,000	Clear Channel
57 WBBM AM	Chicago	\$25,775,000	CBS/Infinity	142 WLS AM	Chicago	\$15,900,000	ABC Inc.
58 WNUA FM	Chicago	\$25,700,000	Clear Channel	WAXQ FM	New York	\$15,900,000	Clear Channel
59 WXRT FM	Chicago	\$25,400,000	CBS/Infinity	144 KTCK AM	Dallas - Fort Worth	\$15,700,000	Susquehanna Radio Corp.
60 KMOX AM	Saint Louis	\$25,000,000	CBS/Infinity	KBLL AF	San Francisco	\$15,700,000	Inner City Broadcasting
61 WKQX FM	Chicago	\$24,600,000	Emmis Broadcasting	146 KNIX FM	Phoenix	\$15,600,000	Clear Channel
62 WCKG FM	Chicago	\$24,400,000	CBS/Infinity	147 WALK FM	Nassau-Suffolk (LI)	\$15,500,000	Clear Channel
KFRC AF	San Francisco	\$24,400,000	CBS/Infinity	148 WIP AM	Philadelphia	\$15,400,000	CBS/Infinity
64 WEEI AM	Boston	\$24,200,000	Entercom	149 KBSG AF	Seattle - Tacoma	\$15,340,000	Entercom
65 WNIC FM	Detroit	\$23,900,000	Clear Channel	150 WJJZ FM	Philadelphia	\$15,300,000	Clear Channel
WBEB FM	Philadelphia	\$23,900,000	WEAZ Radio, Inc.	151 WQSR FM	Baltimore	\$15,200,000	CBS/Infinity
67 WBAP AM	Dallas - Fort Worth	\$23,800,000	ABC Inc.	152 WPOW FM	Miami - Fort Lauderdale	\$15,100,000	Beasley Broadcast Group
WQCD FM	New York	\$23,800,000	Emmis Broadcasting	153 WQYK FM	Tampa - Saint Petersburg	\$15,070,000	CBS/Infinity
69 WALR FM	Atlanta	\$23,500,000	Midwestern Broadcasting	154 KFMB FM	San Diego	\$15,050,000	Midwest TV, Inc.
KRLD AM	Dallas - Fort Worth	\$23,500,000	CBS/Infinity	155 WWMX FM	Baltimore	\$14,900,000	CBS/Infinity
WORAM	New York	\$23,500,000	Buckley Broadcasting	KISQ FM	San Francisco	\$14,900,000	Clear Channel
72 WZLX FM	Boston	\$23,000,000	CBS/Infinity	157 KLQL FM	Houston	\$14,800,000	Clear Channel
73 WDAS FM	Philadelphia	\$22,900,000	Clear Channel	WUSL FM	Philadelphia	\$14,800,000	Clear Channel
74 WLIT FM	Chicago	\$22,800,000	Clear Channel	159 KDWB FM	Minneapolis - Saint Paul	\$14,700,000	Clear Channel
WOMC FM	Detroit	\$22,800,000	CBS/Infinity	WHUR FM	Washington, DC	\$14,700,000	Howard University
76 WTMX FM	Chicago	\$22,775,000	Bonneville International	161 WNNM FM	Chicago	\$14,600,000	Bonneville International
77 WJMK FM	Chicago	\$22,600,000	CBS/Infinity	KLTN FM	Houston	\$14,600,000	Hispanic Broadcasting
78 WCCO AM	Minneapolis - Saint Paul	\$22,500,000	CBS/Infinity	WMMJ FM	Washington, DC	\$14,600,000	Radio One
79 WLW AM	Cincinnati	\$21,500,000	Clear Channel	164 WPAT FM	New York	\$14,300,000	Spanish Broadcasting
WUGL FM	Philadelphia	\$21,500,000	CBS/Infinity	KMPS AF	Seattle - Tacoma	\$14,300,000	CBS/Infinity
81 WABC AM	New York	\$21,300,000	ABC Inc.	166 KEGL FM	Dallas - Fort Worth	\$14,200,000	Clear Channel
WNNX FM	Atlanta	\$21,100,000	Susquehanna Radio Corp.	WLYF FM	Miami - Fort Lauderdale	\$14,200,000	Jefferson-Pilot
KXTA AM	Los Angeles	\$21,100,000	Clear Channel	168 WRIF FM	Detroit	\$14,000,000	Greater Media, Inc.
WTOP AF	Washington, DC	\$21,100,000	Bonneville International	KMLE FM	Phoenix	\$14,000,000	CBS/Infinity
85 WKHX FM	Atlanta	\$21,000,000	ABC Inc.	170 WTJM FM	New York	\$13,900,000	Clear Channel

America's Highest Billing Radio Stations

Calls	Market	Revenue	Group Owner	Calls	Market	Revenue	Group Owner
	KFBK AM Sacramento	\$13,900,000	Clear Channel		WOMX FM Orlando	\$10,500,000	CBS/Infinity
172	WZGC FM Atlanta	\$13,700,000	CBS/Infinity	257	KASE FM Austin	\$10,450,000	Clear Channel
	KLSY FM Seattle - Tacoma	\$13,700,000	Sandusky Radio	258	WGRR FM Cincinnati	\$10,400,000	CBS/Infinity
174	WEBN FM Cincinnati	\$13,600,000	Clear Channel		WWDB FM Philadelphia	\$10,400,000	Beasley Broadcast Group
	WHFS FM Washington, DC	\$13,600,000	CBS/Infinity	260	XTRAM San Diego	\$10,350,000	Clear Channel
176	WQAM AM Miami - Fort Lauderdale	\$13,500,000	Beasley Broadcast Group	261	KYNG FM Dallas - Fort Worth	\$10,250,000	CBS/Infinity
177	WHOT FM Miami - Fort Lauderdale	\$13,400,000	Cox Radio	262	WDOK FM Cleveland	\$10,200,000	CBS/Infinity
	WQXR FM New York	\$13,400,000	The New York Times Co.	263	WXXL FM Orlando	\$10,150,000	Clear Channel
179	WNMRFM Philadelphia	\$13,300,000	Greater Media, Inc.	264	WYAY FM Atlanta	\$10,100,000	ABC Inc.
180	WFMS FM Indianapolis	\$13,240,000	Susquehanna Radio Corp.		WPEG FM Charlotte	\$10,100,000	CBS/Infinity
181	KBCO FM Denver	\$13,200,000	Clear Channel		WCOL FM Columbus, OH	\$10,100,000	Clear Channel
	KPLZ FM Seattle - Tacoma	\$13,200,000	Fisher Broadcasting, Inc.	267	KOAI FM Dallas - Fort Worth	\$10,050,000	CBS/Infinity
183	WCSX FM Detroit	\$13,000,000	Greater Media, Inc.	268	WWIN AF Baltimore	\$10,000,000	Radio One
	WHYI FM Miami - Fort Lauderdale	\$13,000,000	Clear Channel		WKRQ FM Cincinnati	\$10,000,000	CBS/Infinity
	WLTE FM Minneapolis - Saint Paul	\$13,000,000	CBS/Infinity		KKGOFM Los Angeles	\$10,000,000	Mount Wilson FM
186	KRFX FM Denver	\$12,975,000	Clear Channel		KUPD FM Phoenix	\$10,000,000	Sandusky Radio
187	WLEY FM Chicago	\$12,900,000	Spanish Broadcasting		KGON FM Portland, OR	\$10,000,000	Entercom
	KITS FM San Francisco	\$12,900,000	CBS/Infinity		WFLA FM Tampa - Saint Petersburg	\$10,000,000	Clear Channel
189	KZOK FM Seattle - Tacoma	\$12,850,000	CBS/Infinity		WRMF FM West Palm Beach	\$10,000,000	James Crystal Enterprises
190	WQJO FM Chicago	\$12,800,000	Hispanic Broadcasting	275	WRAL FM Raleigh - Durham	\$9,990,000	WRAL FM, Inc.
	WNEW FM New York	\$12,800,000	CBS/Infinity	276	KMTT FM Seattle - Tacoma	\$9,900,000	Entercom
	KUBE FM Seattle - Tacoma	\$12,800,000	Ackerley Communications	277	KALC FM Denver	\$9,825,000	Salem Communications
193	WNCI FM Columbus, OH	\$12,700,000	Clear Channel	278	WMVX FM Cleveland	\$9,800,000	Clear Channel
	WZTA FM Miami - Fort Lauderdale	\$12,700,000	Clear Channel		WTKS FM Orlando	\$9,800,000	Clear Channel
195	WKIS FM Miami - Fort Lauderdale	\$12,600,000	Beasley Broadcast Group	280	WGAR FM Cleveland	\$9,700,000	Clear Channel
196	KYXY FM San Diego	\$12,525,000	CBS/Infinity	281	KSL AM Salt Lake City	\$9,650,000	Bonneville International
197	WERQ FM Baltimore	\$12,500,000	Radio One	282	KUPL FM Portland, OR	\$9,600,000	CBS/Infinity
	KFRG FF Riverside - San Bernardino	\$12,500,000	CBS/Infinity	283	WVMV FM Detroit	\$9,500,000	CBS/Infinity
199	KOSI FM Denver	\$12,400,000	Tribune Broadcasting		WDSY FM Pittsburgh	\$9,500,000	CBS/Infinity
	KOOL FM Phoenix	\$12,400,000	CBS/Infinity	285	KBKS FM Seattle - Tacoma	\$9,450,000	CBS/Infinity
	WJZW FM Washington, DC	\$12,400,000	ABC Inc.	286	WEBE FM Bridgeport	\$9,400,000	Aurora Communications,
202	WWL WSMB New Orleans	\$12,300,000	Entercom		WAMZ FM Louisville	\$9,400,000	Clear Channel
203	KPLX FM Dallas - Fort Worth	\$12,250,000	Susquehanna Radio	288	WTVN AM Columbus, OH	\$9,300,000	Clear Channel
204	WRFX FM Charlotte	\$12,200,000	Clear Channel		WHAS AM Louisville	\$9,300,000	Clear Channel
	WRCH FM Hartford	\$12,200,000	CBS/Infinity		KTCZ FM Minneapolis - Saint Paul	\$9,300,000	Clear Channel
	KTARAM Phoenix	\$12,200,000	Hearst-Argyle Television		KDFC FM San Francisco	\$9,300,000	Bonneville International
207	KSON FM San Diego	\$12,160,000	Jefferson-Pilot		KSAN FM San Francisco	\$9,300,000	Susquehanna Radio Corp.
208	WFLZ FM Tampa - Saint Petersburg	\$12,150,000	Clear Channel	293	KSFO AM San Francisco	\$9,250,000	ABC Inc.
209	WBT AF Charlotte	\$12,100,000	Jefferson-Pilot	294	WPLY FM Philadelphia	\$9,200,000	Radio One
	KTBB FM Houston	\$12,100,000	Clear Channel	295	WSOC FM Charlotte	\$9,100,000	CBS/Infinity
211	WBOS FM Boston	\$12,000,000	Greater Media		WMXD FM Detroit	\$9,100,000	Clear Channel
	KEZK FM Saint Louis	\$12,000,000	CBS/Infinity	297	WLVE FM Miami - Fort Lauderdale	\$9,050,000	Clear Channel
213	WLCE FM Philadelphia	\$11,900,000	Clear Channel	298	KNCI FM Sacramento	\$9,040,000	CBS/Infinity
	KKCW FM Portland, OR	\$11,900,000	Clear Channel	299	KJR FM Seattle - Tacoma	\$9,030,000	Ackerley Communications
	WDCG FM Raleigh - Durham	\$11,900,000	Clear Channel	300	KZZO FM Sacramento	\$9,015,000	CBS/Infinity
	KISW FM Seattle - Tacoma	\$11,900,000	Entercom	301	WJZF FM Atlanta	\$9,000,000	Cox Radio
217	WBBR AM New York	\$11,800,000	Bloomberg		WSCR AM Chicago	\$9,000,000	CBS/Infinity
	WGMS FM Washington, DC	\$11,800,000	Bonneville International		KPRC AM Houston	\$9,000,000	Clear Channel
219	WZAK FM Cleveland	\$11,760,000	Radio One		WCAA FM New York	\$9,000,000	Hispanic Broadcasting
220	KKRZ FM Portland, OR	\$11,725,000	Clear Channel		WEAT FM West Palm Beach	\$9,000,000	CBS/Infinity
221	WXCD FM Chicago	\$11,700,000	ABC Inc.	306	KCFX FM Kansas City	\$8,950,000	Entercom
	WSIX FM Nashville	\$11,700,000	Clear Channel	307	KEZR FM San Jose	\$8,925,000	CBS/Infinity
223	WSNY FM Columbus, OH	\$11,600,000	Saga Communications, Inc.	308	WKLB FM Boston	\$8,900,000	Greater Media, Inc.
	WKQI FM Detroit	\$11,600,000	Clear Channel		KDGE FM Dallas - Fort Worth	\$8,900,000	Salem Communications
	KYKY FM Saint Louis	\$11,600,000	CBS/Infinity		KMXV FM Kansas City	\$8,900,000	CBS/Infinity
	KSJO FM San Jose	\$11,600,000	Chase Radio	311	WRRM FM Cincinnati	\$8,825,000	Susquehanna Radio Corp.
227	WFLC FM Miami - Fort Lauderdale	\$11,500,000	Cox Radio	312	WKLH FM Milwaukee	\$8,800,000	Saga Communications, Inc.
	WIL FM Saint Louis	\$11,500,000	Emmis Broadcasting		WBZZ FM Pittsburgh	\$8,800,000	CBS/Infinity
229	WLIF FM Baltimore	\$11,400,000	CBS/Infinity		KWJZ FM Seattle - Tacoma	\$8,800,000	Sandusky Radio
	WLUP FM Chicago	\$11,400,000	Bonneville International	315	WXTB FM Tampa - Saint Petersburg	\$8,770,000	Clear Channel
	KZZP FM Phoenix	\$11,400,000	Clear Channel	316	KVIAM Seattle - Tacoma	\$8,720,000	Fisher Broadcasting, Inc.
	WJMO FM Washington, DC	\$11,400,000	Clear Channel	317	WNKS FM Charlotte	\$8,700,000	CBS/Infinity
233	WHTA FM Atlanta	\$11,300,000	Radio One		WWYZ FM Hartford	\$8,700,000	Clear Channel
	KQQL FM Minneapolis - Saint Paul	\$11,300,000	Clear Channel	319	KXKL AF Denver	\$8,630,000	CBS/Infinity
	WWDC FM Washington, DC	\$11,300,000	Clear Channel	320	KIOZ FM San Diego	\$8,620,000	Clear Channel
236	KFMB AM San Diego	\$11,194,000	Midwest TV, Inc.	321	WLYT FM Charlotte	\$8,600,000	Clear Channel
237	WWKA FM Orlando	\$11,100,000	Cox Radio		KBUE FF Los Angeles	\$8,600,000	Liberman Broadcasting,
	KNDD FM Seattle - Tacoma	\$11,100,000	Entercom		WXTU FM Philadelphia	\$8,600,000	Beasley Broadcast Group
239	WBAL AM Baltimore	\$11,000,000	Hearst-Argyle Television	324	WKSS FM Hartford	\$8,550,000	Clear Channel
	WRKO AM Boston	\$11,000,000	Entercom		KSSE FM Los Angeles	\$8,550,000	Entravision
	WLVQ FM Columbus, OH	\$11,000,000	CBS/Infinity	326	WROR FM Boston	\$8,500,000	Greater Media, Inc.
	KSTP FM Minneapolis - Saint Paul	\$11,000,000	Hubbard Broadcasting		WYCD FM Detroit	\$8,500,000	CBS/Infinity
	WWZZ FM Washington, DC	\$11,000,000	Bonneville International		KQQK FM Houston	\$8,500,000	El Dorado Communications
244	KGB FM San Diego	\$10,975,000	Clear Channel		WIBC AM Indianapolis	\$8,500,000	Emmis Broadcasting
245	WVVK FM Knoxville	\$10,900,000	Citadel		KLYY FM Los Angeles	\$8,500,000	Big City Radio
	WBGGM Miami - Fort Lauderdale	\$10,900,000	Clear Channel		WRMA FM Miami - Fort Lauderdale	\$8,500,000	Spanish Broadcasting
247	WAAF FM Boston	\$10,800,000	Entercom		WXDJ FM Miami - Fort Lauderdale	\$8,500,000	Spanish Broadcasting
	KZQZ FM San Francisco	\$10,800,000	Bonneville International		WWSW AF Pittsburgh	\$8,500,000	Clear Channel
	WARW FM Washington, DC	\$10,800,000	CBS/Infinity	334	KKHK FM Denver	\$8,470,000	Tribune Broadcasting
250	WPOC FM Baltimore	\$10,700,000	Chase Radio	335	KHOW AM Denver	\$8,450,000	Clear Channel
	KSOLF San Francisco	\$10,700,000	Hispanic Broadcasting	336	KFYI AM Phoenix	\$8,400,000	Clear Channel
252	WXYT FM Detroit	\$10,600,000	CBS/Infinity		KXTN AF San Antonio	\$8,400,000	Hispanic Broadcasting
	WTIC AM Hartford	\$10,600,000	CBS/Infinity	338	KKSN FM Portland, OR	\$8,375,000	Entercom
254	WTBT FM Tampa - Saint Petersburg	\$10,520,000	Clear Channel		KLUC FM Las Vegas	\$8,325,000	CBS/Infinity
255	WMXJ FM Miami - Fort Lauderdale	\$10,500,000	Jefferson-Pilot				

Akron	24	Fort Wayne	156	Peoria	293
Albany-Schenectady-Troy	26	Fresno	158	Philadelphia	295
Albuquerque	29	Gainesville-Ocala	161	Phoenix	298
Allentown-Bethlehem	32	Grand Rapids	163	Pittsburgh	301
Altoona	34	Green Bay	166	Portland, ME	304
Amarillo	36	Greensboro-Winston Salem	168	Portland, OR	306
Anchorage	38	Greenville-New Bern-Jacksonville	171	Portsmouth-Dover-Rochester	309
Appleton-Oshkosh	40	Greenville-Spartanburg	173	Providence	311
Asheville	42	Harrisburg	175	Raleigh-Durham	313
Atlanta	44	Hartford	177	Reno	316
Atlantic City-Cape May	47	Honolulu	180	Richmond	318
Augusta, GA	49	Houston	183	Riverside-San Bernardino	321
Austin	51	Huntington, WV	186	Roanoke	323
Bakersfield	54	Huntsville	188	Rochester, NY	325
Baltimore	56	Indianapolis	190	Rockford	328
Baton Rouge	59	Jackson, MS	193	Sacramento	330
Beaumont-Port Arthur	61	Jacksonville	195	Saginaw-Bay City-Midland	333
Billings	63	Johnson City-Kingsport-Bristol	198	St. Louis	335
Binghamton	65	Johnstown	200	Salisbury-Ocean City	338
Birmingham	67	Kalamazoo	202	Salt Lake City	340
Bismarck	69	Kansas City	204	San Antonio	343
Bloomington, IL	71	Knoxville	207	San Diego	346
Boise	73	Lafayette, IN	209	San Francisco	349
Boston	75	Lafayette, LA	211	San Jose	352
Bridgeport	78	Lancaster	213	Santa Barbara	354
Buffalo	80	Lansing	215	Santa Rosa	356
Burlington, VT	83	Las Vegas	217	Savannah	358
Canton	85	Lexington	220	Seattle	360
Cape Cod	87	Lincoln	222	Shreveport	363
Cedar Rapids	89	Little Rock	224	Sioux Falls	365
Charleston, SC	91	Los Angeles	226	South Bend	367
Charleston, WV	93	Louisville	229	Spokane	369
Charlotte	95	Lubbock	232	Springfield, IL	371
Charlottesville, VA	98	Macon	234	Springfield, MA	373
Chattanooga	100	Madison	236	Springfield, MO	375
Chicago	102	Manchester	238	Stockton	377
Cincinnati	105	McAllen-Brownsville	240	Syracuse	379
Cleveland	108	Memphis	242	Tallahassee	381
Colorado Springs	111	Miami-Fort Lauderdale	245	Tampa-St. Petersburg	383
Columbia, SC	113	Milwaukee	248	Terre Haute	386
Columbus, GA	115	Minneapolis-St. Paul	250	Toledo	388
Columbus, OH	117	Mobile	253	Topeka	390
Corpus Christi	120	Modesto	255	Tucson	392
Dallas-Fort Worth	122	Monterey-Salinas-Santa Cruz	257	Tulsa	394
Davenport-Rock Island-Moline	125	Montgomery	259	Utica-Rome	396
Dayton	127	Nashville	261	Waco	398
Denver	129	Nassau-Suffolk (Long Island)	264	Washington, DC	400
Des Moines	132	New Haven	266	Waterloo-Cedar Falls	403
Detroit	134	New Orleans	268	West Palm Beach	405
Duluth	137	New York	271	Wheeling	408
El Paso	139	Norfolk	274	Wichita	410
Erie	142	Odessa-Midland	277	Wilkes Barre-Scranton	412
Eugene	144	Oklahoma City	279	Wilmington, DE	415
Evansville	146	Omaha	282	Wilmington, NC	417
Fargo	148	Orlando	284	Worcester	419
Fayetteville, NC	150	Oxnard-Ventura	287	York	421
Flint	152	Panama City	289	Youngstown	423
Fort Myers-Naples	154	Pensacola	291		



America's Highest Billing Radio Stations

Calls	Market	Revenue	Group Owner	Calls	Market	Revenue	Group Owner
1 WFAN AM	New York	\$67,500,000	CBS/Infinity	KKSF FM	San Francisco	\$21,000,000	Clear Channel
2 WXRK FM	New York	\$54,400,000	CBS/Infinity	87 WMJX FM	Boston	\$20,900,000	Greater Media, Inc.
3 WLTW FM	New York	\$51,000,000	Clear Channel	88 KTRHAM	Houston	\$20,800,000	Clear Channel
4 WINS AM	New York	\$44,900,000	CBS/Infinity	89 WMAQ AM	Chicago	\$20,700,000	CBS/Infinity
5 KIS FM	Los Angeles	\$44,500,000	Clear Channel	KILT FM	Houston	\$20,700,000	CBS/Infinity
6 WCBS FM	New York	\$42,900,000	CBS/Infinity	WMZQ FM	Washington, DC	\$20,700,000	Clear Channel
7 KTUV FM	Los Angeles	\$41,900,000	CBS/Infinity	92 KRBE FM	Houston	\$20,600,000	Susquehanna Radio
8 KGO AM	San Francisco	\$41,800,000	ABC Inc.	93 KSCS FM	Dallas - Fort Worth	\$20,400,000	ABC Inc.
9 KLSX FM	Los Angeles	\$39,800,000	CBS/Infinity	94 WJR AM	Detroit	\$20,300,000	ABC Inc.
10 WSKQ FM	New York	\$39,500,000	Spanish Broadcasting	95 WJLB FM	Detroit	\$20,000,000	Clear Channel
11 WKTU FM	New York	\$39,000,000	Clear Channel	WWJ AM	Detroit	\$20,000,000	CBS/Infinity
12 WGN AM	Chicago	\$38,200,000	Tribune Broadcasting	KMEL FM	San Francisco	\$20,000,000	Clear Channel
13 KROQ FM	Los Angeles	\$38,000,000	CBS/Infinity	98 WKLS FM	Atlanta	\$19,700,000	Clear Channel
14 WCSB AM	New York	\$37,800,000	CBS/Infinity	KHMX FM	Houston	\$19,700,000	Clear Channel
15 KKBT FM	Los Angeles	\$37,000,000	Radio One	WROX FM	Washington, DC	\$19,700,000	ABC Inc.
KNBR AM	San Francisco	\$37,000,000	Susquehanna Radio	101 WJMN FM	Boston	\$19,400,000	Clear Channel
17 KOST FM	Los Angeles	\$36,800,000	Clear Channel	102 KIOI FM	San Francisco	\$19,200,000	Clear Channel
18 WQHT FM	New York	\$36,100,000	Emmis Broadcasting	103 WAMR FM	Miami - Fort Lauderdale	\$19,038,000	Hispanic Broadcasting
19 WSBM	Atlanta	\$35,400,000	Cox Radio	104 KMJQ FM	Houston	\$19,000,000	Radio One
20 WGCIFM	Chicago	\$34,900,000	Clear Channel	WKYS FM	Washington, DC	\$19,000,000	Radio One
21 WBCN FM	Boston	\$34,700,000	CBS/Infinity	106 WBLS FM	New York	\$18,900,000	Inner City Broadcasting
KCBS FM	Los Angeles	\$34,700,000	CBS/Infinity	107 KKDAF	Dallas - Fort Worth	\$18,800,000	Service Broadcasting Corp.
23 KRTH FM	Los Angeles	\$34,500,000	CBS/Infinity	108 WEDR FM	Miami - Fort Lauderdale	\$18,700,000	Cox Radio
24 WUSN FM	Chicago	\$34,400,000	CBS/Infinity	109 KLAX FM	Los Angeles	\$18,600,000	Spanish Broadcasting
KYSR FM	Los Angeles	\$34,400,000	Clear Channel	110 KDKA AM	Pittsburgh	\$18,500,000	CBS/Infinity
26 WBZ AM	Boston	\$34,000,000	CBS/Infinity	111 KBXX FM	Houston	\$18,400,000	Radio One
KYW AM	Philadelphia	\$34,000,000	CBS/Infinity	112 WPCF FM	Atlanta	\$18,300,000	Clear Channel
28 KFAM	Los Angeles	\$33,900,000	Clear Channel	KYLD FM	San Francisco	\$18,300,000	Clear Channel
29 KSCA FM	Los Angeles	\$33,600,000	Hispanic Broadcasting	114 WGST AF	Atlanta	\$18,200,000	Clear Channel
30 KPWR FM	Los Angeles	\$33,300,000	Emmis Broadcasting	115 WSBF FM	Atlanta	\$18,100,000	Cox Radio
31 KNX AM	Los Angeles	\$33,100,000	CBS/Infinity	KZPS FM	Dallas - Fort Worth	\$18,100,000	Clear Channel
32 KBIG FM	Los Angeles	\$33,000,000	Clear Channel	117 WBMX FM	Boston	\$18,000,000	CBS/Infinity
WHTZ FM	New York	\$33,000,000	Clear Channel	WMIJ FM	Cleveland	\$18,000,000	Clear Channel
34 KVIL FM	Dallas - Fort Worth	\$32,900,000	CBS/Infinity	119 KLVN FM	Dallas - Fort Worth	\$17,900,000	CBS/Infinity
35 WPLJ FM	New York	\$32,600,000	ABC Inc.	120 KYGO FM	Denver	\$17,670,000	Jefferson-Pilot
36 WVEE FM	Atlanta	\$32,000,000	CBS/Infinity	121 WBIG FM	Washington, DC	\$17,600,000	Clear Channel
37 KLOS FM	Los Angeles	\$31,850,000	ABC Inc.	122 KLLC FM	San Francisco	\$17,500,000	CBS/Infinity
38 KLVE FM	Los Angeles	\$31,800,000	Hispanic Broadcasting	WASH FM	Washington, DC	\$17,500,000	Clear Channel
39 KCBS AM	San Francisco	\$31,500,000	CBS/Infinity	124 KLDE FM	Houston	\$17,200,000	Cox Radio
40 KFWM AM	Los Angeles	\$31,100,000	CBS/Infinity	WTMJ AM	Milwaukee	\$17,200,000	Journal Broadcast Group
41 WJFK FM	Washington, DC	\$29,600,000	CBS/Infinity	126 WFOX FM	Atlanta	\$17,000,000	Cox Radio
42 KOAM	Denver	\$28,800,000	Clear Channel	WODS FM	Boston	\$17,000,000	CBS/Infinity
43 WXXS FM	Boston	\$28,400,000	Clear Channel	KDMX FM	Dallas - Fort Worth	\$17,000,000	Clear Channel
44 WRKS FM	New York	\$28,200,000	Emmis Broadcasting	129 WUBE FM	Cincinnati	\$16,900,000	CBS/Infinity
45 KHKS FM	Dallas - Fort Worth	\$27,500,000	Clear Channel	130 WUBT FM	Chicago	\$16,850,000	Clear Channel
WYSP FM	Philadelphia	\$27,500,000	CBS/Infinity	131 KKBQ FM	Houston	\$16,800,000	Cox Radio
47 KOIT AF	San Francisco	\$27,300,000	Bonneville International	132 KESZ FM	Phoenix	\$16,700,000	Clear Channel
KIRO AM	Seattle - Tacoma	\$27,300,000	Entercom	133 KKRW FM	Houston	\$16,500,000	Clear Channel
49 KCMG FM	Los Angeles	\$27,200,000	Clear Channel	WNGK FM	Philadelphia	\$16,500,000	Greater Media, Inc.
50 WSTR FM	Atlanta	\$27,000,000	Jefferson-Pilot	135 WFBQ FM	Indianapolis	\$16,450,000	Clear Channel
KFOG FM	San Francisco	\$27,000,000	Susquehanna Radio	136 KABC AM	Los Angeles	\$16,400,000	ABC Inc.
52 WBBM FM	Chicago	\$26,300,000	CBS/Infinity	KEYE FM	Minneapolis - Saint Paul	\$16,400,000	Clear Channel
WPGC FM	Washington, DC	\$26,300,000	CBS/Infinity	WIOQ FM	Philadelphia	\$16,400,000	Clear Channel
54 KQRS FM	Minneapolis - Saint Paul	\$26,200,000	ABC Inc.	WMAL AM	Washington, DC	\$16,400,000	ABC Inc.
55 WVAZ FM	Chicago	\$25,800,000	Clear Channel	140 KZLA FM	Los Angeles	\$16,200,000	Bonneville International
KODAFM	Houston	\$25,800,000	Clear Channel	141 WDVN FM	Pittsburgh	\$16,000,000	Clear Channel
57 WBBM AM	Chicago	\$25,775,000	CBS/Infinity	142 WLS AM	Chicago	\$15,900,000	ABC Inc.
58 WNUA FM	Chicago	\$25,700,000	Clear Channel	WAXQ FM	New York	\$15,900,000	Clear Channel
59 WXRT FM	Chicago	\$25,400,000	CBS/Infinity	144 KTCK AM	Dallas - Fort Worth	\$15,700,000	Susquehanna Radio Corp.
60 KMOX AM	Saint Louis	\$25,000,000	CBS/Infinity	KBLX AF	San Francisco	\$15,700,000	Inner City Broadcasting
61 WKQX FM	Chicago	\$24,600,000	Emmis Broadcasting	146 KNIX FM	Phoenix	\$15,600,000	Clear Channel
62 WCKG FM	Chicago	\$24,400,000	CBS/Infinity	147 WALK FM	Nassau-Suffolk (LI)	\$15,500,000	Clear Channel
KFRC AF	San Francisco	\$24,400,000	CBS/Infinity	148 WIP AM	Philadelphia	\$15,400,000	CBS/Infinity
64 WEEI AM	Boston	\$24,200,000	Entercom	149 KBSG AF	Seattle - Tacoma	\$15,340,000	Entercom
65 WNIC FM	Detroit	\$23,900,000	Clear Channel	150 WJZ FM	Philadelphia	\$15,300,000	Clear Channel
WBEB FM	Philadelphia	\$23,900,000	WEAZ Radio, Inc.	151 WQSR FM	Baltimore	\$15,200,000	CBS/Infinity
67 WBAP AM	Dallas - Fort Worth	\$23,800,000	ABC Inc.	152 WPOW FM	Miami - Fort Lauderdale	\$15,100,000	Beasley Broadcast Group
WQCD FM	New York	\$23,800,000	Emmis Broadcasting	153 WQYK FM	Tampa - Saint Petersburg	\$15,070,000	CBS/Infinity
69 WALR FM	Atlanta	\$23,500,000	Midwestern Broadcasting	154 KFMB FM	San Diego	\$15,050,000	Midwest TV, Inc.
KRLD AM	Dallas - Fort Worth	\$23,500,000	CBS/Infinity	155 WWMX FM	Baltimore	\$14,900,000	CBS/Infinity
WOR AM	New York	\$23,500,000	Buckley Broadcasting	KISQ FM	San Francisco	\$14,900,000	Clear Channel
72 WZLX FM	Boston	\$23,000,000	CBS/Infinity	157 KLLO FM	Houston	\$14,800,000	Clear Channel
73 WDAS FM	Philadelphia	\$22,900,000	Clear Channel	WUSL FM	Philadelphia	\$14,800,000	Clear Channel
74 WLIT FM	Chicago	\$22,800,000	Clear Channel	159 KDWB FM	Minneapolis - Saint Paul	\$14,700,000	Clear Channel
WOMC FM	Detroit	\$22,800,000	CBS/Infinity	WHUR FM	Washington, DC	\$14,700,000	Howard University
76 WTMX FM	Chicago	\$22,775,000	Bonneville International	161 WNND FM	Chicago	\$14,600,000	Bonneville International
77 WJMK FM	Chicago	\$22,600,000	CBS/Infinity	KLTN FM	Houston	\$14,600,000	Hispanic Broadcasting
78 WCCO AM	Minneapolis - Saint Paul	\$22,500,000	CBS/Infinity	WMMJ FM	Washington, DC	\$14,600,000	Radio One
79 WLW AM	Cincinnati	\$21,500,000	Clear Channel	164 WPAT FM	New York	\$14,300,000	Spanish Broadcasting
WGL FM	Philadelphia	\$21,500,000	CBS/Infinity	KMPS AF	Seattle - Tacoma	\$14,300,000	CBS/Infinity
81 WABC AM	New York	\$21,300,000	ABC Inc.	166 KEGL FM	Dallas - Fort Worth	\$14,200,000	Clear Channel
WNNX FM	Atlanta	\$21,100,000	Susquehanna Radio Corp.	WLYF FM	Miami - Fort Lauderdale	\$14,200,000	Jefferson-Pilot
KXTA AM	Los Angeles	\$21,100,000	Clear Channel	168 WRIF FM	Detroit	\$14,000,000	Greater Media, Inc.
WTOP AF	Washington, DC	\$21,100,000	Bonneville International	KMLE FM	Phoenix	\$14,000,000	CBS/Infinity

America's Highest Billing Radio Stations

Rank	Call	Market	Revenue	Group Owner	Rank	Call	Market	Revenue	Group Owner
	Calls	Market	Revenue	Group Owner		Calls	Market	Revenue	Group Owner
	KFBKAM	Sacramento	\$13,900,000	Clear Channel		WOMX FM	Orlando	\$10,500,000	CBS/Infinity
172	WZGC FM	Atlanta	\$13,700,000	CBS/Infinity	257	KASE FM	Austin	\$10,450,000	Clear Channel
	KLSY FM	Seattle - Tacoma	\$13,700,000	Sandusky Radio	258	WGRR FM	Cincinnati	\$10,400,000	CBS/Infinity
174	WEBN FM	Cincinnati	\$13,600,000	Clear Channel		WWDB FM	Philadelphia	\$10,400,000	Beasley Broadcast Group
	WHFS FM	Washington, DC	\$13,600,000	CBS/Infinity	260	XTRAM	San Diego	\$10,350,000	Clear Channel
176	WQAM AM	Miami - Fort Lauderdale	\$13,500,000	Beasley Broadcast Group	261	KYNG FM	Dallas - Fort Worth	\$10,250,000	CBS/Infinity
177	WHOT FM	Miami - Fort Lauderdale	\$13,400,000	Cox Radio	262	WDOK FM	Cleveland	\$10,200,000	CBS/Infinity
	WOXR FM	New York	\$13,400,000	The New York Times Co.	263	WXXL FM	Orlando	\$10,150,000	Clear Channel
179	WMMR FM	Philadelphia	\$13,300,000	Greater Media, Inc.	264	WYAY FM	Atlanta	\$10,100,000	ABC Inc.
180	WFMS FM	Indianapolis	\$13,240,000	Susquehanna Radio Corp.		WPEG FM	Charlotte	\$10,100,000	CBS/Infinity
181	KBCO FM	Denver	\$13,200,000	Clear Channel		WCOL FM	Columbus, OH	\$10,100,000	Clear Channel
	KPLZ FM	Seattle - Tacoma	\$13,200,000	Fisher Broadcasting, Inc.	267	KOAI FM	Dallas - Fort Worth	\$10,050,000	CBS/Infinity
183	WCSX FM	Detroit	\$13,000,000	Greater Media, Inc.	268	WWIN AF	Baltimore	\$10,000,000	Radio One
	WNYI FM	Miami - Fort Lauderdale	\$13,000,000	Clear Channel		WKRO FM	Cincinnati	\$10,000,000	CBS/Infinity
	WLTE FM	Minneapolis - Saint Paul	\$13,000,000	CBS/Infinity		KKGO FM	Los Angeles	\$10,000,000	Mount Wilson FM
186	KRFX FM	Denver	\$12,975,000	Clear Channel		KUPD FM	Phoenix	\$10,000,000	Sandusky Radio
187	WLEY FM	Chicago	\$12,900,000	Spanish Broadcasting		KGON FM	Portland, OR	\$10,000,000	Entercom
	KITS FM	San Francisco	\$12,900,000	CBS/Infinity		WFLA AM	Tampa - Saint Petersburg	\$10,000,000	Clear Channel
189	KZOK FM	Seattle - Tacoma	\$12,850,000	CBS/Infinity		WRMF FM	West Palm Beach	\$10,000,000	James Crystal Enterprises
190	WJOO FM	Chicago	\$12,800,000	Hispanic Broadcasting	275	WRAL FM	Raleigh - Durham	\$9,990,000	WRAL FM, Inc.
	WNEW FM	New York	\$12,800,000	CBS/Infinity	276	KMTT FM	Seattle - Tacoma	\$9,900,000	Entercom
	KUBE FM	Seattle - Tacoma	\$12,800,000	Ackerley Communications	277	KALC FM	Denver	\$9,825,000	Salem Communications
193	WNCI FM	Columbus, OH	\$12,700,000	Clear Channel	278	WMVX FM	Cleveland	\$9,800,000	Clear Channel
	WZTA FM	Miami - Fort Lauderdale	\$12,700,000	Clear Channel		WTKS FM	Orlando	\$9,800,000	Clear Channel
195	WKIS FM	Miami - Fort Lauderdale	\$12,600,000	Beasley Broadcast Group	280	WGAR FM	Cleveland	\$9,700,000	Clear Channel
196	KXYX FM	San Diego	\$12,525,000	CBS/Infinity	281	KSL AM	Salt Lake City	\$9,650,000	Bonneville International
197	WERO FM	Baltimore	\$12,500,000	Radio One	282	KUPL FM	Portland, OR	\$9,600,000	CBS/Infinity
	KFRG FF	Riverside - San Bernardino	\$12,500,000	CBS/Infinity	283	WVMV FM	Detroit	\$9,500,000	CBS/Infinity
199	KOSIFM	Denver	\$12,400,000	Tribune Broadcasting		WDSY FM	Pittsburgh	\$9,500,000	CBS/Infinity
	KOOL FM	Phoenix	\$12,400,000	CBS/Infinity	285	KBKS FM	Seattle - Tacoma	\$9,450,000	CBS/Infinity
	WJZW FM	Washington, DC	\$12,400,000	ABC Inc.	286	WEBE FM	Bridgeport	\$9,400,000	Aurora Communications,
202	WWL WSMB	New Orleans	\$12,300,000	Entercom		WMZ FM	Louisville	\$9,400,000	Clear Channel
203	KPLX FM	Dallas - Fort Worth	\$12,250,000	Susquehanna Radio	288	WTVN AM	Columbus, OH	\$9,300,000	Clear Channel
204	WRFX FM	Charlotte	\$12,200,000	Clear Channel		WHAS AM	Louisville	\$9,300,000	Clear Channel
	WRCH FM	Hartford	\$12,200,000	CBS/Infinity		KTCZ FM	Minneapolis - Saint Paul	\$9,300,000	Clear Channel
	KTAR AM	Phoenix	\$12,200,000	Hearst-Argyle Television		KDFC FM	San Francisco	\$9,300,000	Bonneville International
207	KSON FM	San Diego	\$12,160,000	Jefferson-Pilot		KSAN FM	San Francisco	\$9,300,000	Susquehanna Radio Corp.
208	WFLZ FM	Tampa - Saint Petersburg	\$12,150,000	Clear Channel	293	KSFO AM	San Francisco	\$9,250,000	ABC Inc.
209	WBT AF	Charlotte	\$12,100,000	Jefferson-Pilot	294	WPLY FM	Philadelphia	\$9,200,000	Radio One
	KTBF FM	Houston	\$12,100,000	Clear Channel	295	WSOC FM	Charlotte	\$9,100,000	CBS/Infinity
211	WBOS FM	Boston	\$12,000,000	Greater Media		WMXD FM	Detroit	\$9,100,000	Clear Channel
	KEZK FM	Saint Louis	\$12,000,000	CBS/Infinity	297	WLVE FM	Miami - Fort Lauderdale	\$9,050,000	Clear Channel
213	WLCE FM	Philadelphia	\$11,900,000	Clear Channel	298	KNCIFM	Sacramento	\$9,040,000	CBS/Infinity
	KKCW FM	Portland, OR	\$11,900,000	Clear Channel	299	KJR FM	Seattle - Tacoma	\$9,030,000	Ackerley Communications
	WDCC FM	Raleigh - Durham	\$11,900,000	Clear Channel	300	KZZO FM	Sacramento	\$9,015,000	CBS/Infinity
	KISW FM	Seattle - Tacoma	\$11,900,000	Entercom	301	WJZF FM	Atlanta	\$9,000,000	Cox Radio
217	WBRR AM	New York	\$11,800,000	Bloomberg		WSCR AM	Chicago	\$9,000,000	CBS/Infinity
	WGMS FM	Washington, DC	\$11,800,000	Bonneville International		KPRC AM	Houston	\$9,000,000	Clear Channel
219	WZAK FM	Cleveland	\$11,760,000	Radio One		WCAA FM	New York	\$9,000,000	Hispanic Broadcasting
220	KKRZ FM	Portland, OR	\$11,725,000	Clear Channel		WEAT FM	West Palm Beach	\$9,000,000	CBS/Infinity
221	WXCD FM	Chicago	\$11,700,000	ABC Inc.	306	KCFX FM	Kansas City	\$8,950,000	Entercom
	WSX FM	Nashville	\$11,700,000	Clear Channel	307	KEZRFM	San Jose	\$8,925,000	CBS/Infinity
223	WSNY FM	Columbus, OH	\$11,600,000	Saga Communications, Inc.	308	WLKB FM	Boston	\$8,900,000	Greater Media, Inc.
	WQOIFM	Detroit	\$11,600,000	Clear Channel		KDGE FM	Dallas - Fort Worth	\$8,900,000	Salem Communications
	KYKY FM	Saint Louis	\$11,600,000	CBS/Infinity		KMXV FM	Kansas City	\$8,900,000	CBS/Infinity
	KSJO FM	San Jose	\$11,600,000	Chase Radio	311	WRRM FM	Cincinnati	\$8,825,000	Susquehanna Radio Corp.
227	WFLC FM	Miami - Fort Lauderdale	\$11,500,000	Cox Radio	312	WKLH FM	Milwaukee	\$8,800,000	Saga Communications, Inc.
	WIL FM	Saint Louis	\$11,500,000	Emmis Broadcasting		PBZZ FM	Pittsburgh	\$8,800,000	CBS/Infinity
229	WLIF FM	Baltimore	\$11,400,000	CBS/Infinity		KWJZ FM	Seattle - Tacoma	\$8,800,000	Sandusky Radio
	WLUP FM	Chicago	\$11,400,000	Bonneville International	315	WXTB FM	Tampa - Saint Petersburg	\$8,770,000	Clear Channel
	KZZP FM	Phoenix	\$11,400,000	Clear Channel	316	KVIAM	Seattle - Tacoma	\$8,720,000	Fisher Broadcasting, Inc.
	WJMO FM	Washington, DC	\$11,400,000	Clear Channel	317	WNKS FM	Charlotte	\$8,700,000	CBS/Infinity
233	WHTA FM	Atlanta	\$11,300,000	Radio One		WVYZ FM	Hartford	\$8,700,000	Clear Channel
	KQQL FM	Minneapolis - Saint Paul	\$11,300,000	Clear Channel	319	KXKL AF	Denver	\$8,630,000	CBS/Infinity
	WWDC FM	Washington, DC	\$11,300,000	Clear Channel	320	KIOZ FM	San Diego	\$8,620,000	Clear Channel
236	KFBAM	San Diego	\$11,194,000	Midwest TV, Inc.	321	WLYT FM	Charlotte	\$8,600,000	Clear Channel
237	WWKA FM	Orlando	\$11,100,000	Cox Radio		KBUEFF	Los Angeles	\$8,600,000	Liberman Broadcasting,
	KNDD FM	Seattle - Tacoma	\$11,100,000	Entercom		WXTU FM	Philadelphia	\$8,600,000	Beasley Broadcast Group
239	WBAL AM	Baltimore	\$11,000,000	Hearst-Argyle Television	324	WKSS FM	Hartford	\$8,550,000	Clear Channel
	WRKO AM	Boston	\$11,000,000	Entercom		KSEFM	Los Angeles	\$8,550,000	Entravision
	WLVO FM	Columbus, OH	\$11,000,000	CBS/Infinity	326	WROR FM	Boston	\$8,500,000	Greater Media, Inc.
	KSTP FM	Minneapolis - Saint Paul	\$11,000,000	Hubbard Broadcasting		WYCD FM	Detroit	\$8,500,000	CBS/Infinity
	WWZZ FM	Washington, DC	\$11,000,000	Bonneville International		KQOK FM	Houston	\$8,500,000	El Dorado Communications
244	KGBFM	San Diego	\$10,975,000	Clear Channel		WIBC AM	Indianapolis	\$8,500,000	Emmis Broadcasting
245	WVK FM	Knoxville	\$10,900,000	Citadel		KLYFFM	Los Angeles	\$8,500,000	Big City Radio
	WBGGM	Miami - Fort Lauderdale	\$10,900,000	Clear Channel		WRMAFM	Miami - Fort Lauderdale	\$8,500,000	Spanish Broadcasting
247	WAAF FM	Boston	\$10,800,000	Entercom		WXDJ FM	Miami - Fort Lauderdale	\$8,500,000	Spanish Broadcasting
	KZQZ FM	San Francisco	\$10,800,000	Bonneville International		WWSW AF	Pittsburgh	\$8,500,000	Clear Channel
	WARW FM	Washington, DC	\$10,800,000	CBS/Infinity	334	KKHK FM	Denver	\$8,470,000	Tribune Broadcasting
250	WPOCFM	Baltimore	\$10,700,000	Chase Radio	335	KHOW AM	Denver	\$8,450,000	Clear Channel
	KSOL FF	San Francisco	\$10,700,000	Hispanic Broadcasting	336	KFYAM	Phoenix	\$8,400,000	Clear Channel
252	WXYT AM	Detroit	\$10,600,000	CBS/Infinity		KXTN AF	San Antonio	\$8,400,000	Hispanic Broadcasting
	WTCAM	Hartford	\$10,600,000	CBS/Infinity	338	KKSN FM	Portland, OR	\$8,375,000	Entercom
254	WTBT FM	Tampa - Saint Petersburg	\$10,520,000	Clear Channel		KLUC FM	Las Vegas	\$8,325,000	CBS/Infinity

America's Highest Billing Market Portfolios

	Group Owner	Market	Combined Revenue		Group Owner	Market	Combined Revenue
1	CBS/Infinity	New York	\$260,300,000	26	Clear Channel	Minneapolis - St.Paul	\$62,700,000
2	CBS/Infinity	Los Angeles	\$255,500,000	27	Clear Channel	Cincinnati	\$61,360,000
3	Clear Channel	Los Angeles	\$235,300,000	28	Clear Channel	Miami - Ft.Lauderdale	\$58,450,000
4	CBS/Infinity	Chicago	\$188,575,000	29	Clear Channel	Tampa - Saint Pete	\$56,790,000
5	Clear Channel	New York	\$152,800,000	30	Clear Channel	Atlanta	\$56,200,000
6	Clear Channel	Chicago	\$129,350,000	31	Greater Media	Boston	\$55,300,000
7	CBS/Infinity	Boston	\$126,700,000	32	ABC	New York	\$53,900,000
8	Clear Channel	Houston	\$120,200,000	33	Spanish Bcg.	New York	\$53,800,000
9	CBS/Infinity	Dallas - Fort Worth	\$104,075,000	34	Entercom	Boston	\$53,100,000
10	CBS/Infinity	Philadelphia	\$100,500,000	35	Clear Channel	Cleveland	\$52,725,000
11	Clear Channel	San Francisco	\$97,100,000	36	ABC	San Francisco	\$51,050,000
12	CBS/Infinity	San Francisco	\$93,800,000	37	CBS/Infinity	Baltimore	\$50,325,000
13	Emmis	New York	\$88,100,000	38	ABC	Los Angeles	\$49,550,000
14	Clear Channel	Washington, DC	\$86,200,000	39	Cox Radio	Miami - Ft. Lauderdale	\$49,350,000
15	Entercom	Seattle - Tacoma	\$83,540,000	40	CBS/Infinity	Atlanta	\$49,100,000
16	Clear Channel	Philadelphia	\$83,300,000	41	Bonneville	Chicago	\$48,775,000
17	Clear Channel	Dallas - Fort Worth	\$82,475,000	42	CBS/Infinity	Saint Louis	\$48,600,000
18	CBS/Infinity	Washington, DC	\$81,600,000	43	ABC	Washington, DC	\$48,500,000
19	Clear Channel	Denver	\$81,550,000	44	Emmis	Saint Louis	\$48,420,000
20	Cox Radio	Atlanta	\$79,500,000	45	Clear Channel	Boston	\$48,250,000
21	Clear Channel	Detroit	\$77,000,000	46	Entercom	Kansas City	\$48,150,000
22	Hispanic	Los Angeles	\$76,700,000	47	Bonneville	San Francisco	\$47,400,000
23	CBS/Infinity	Detroit	\$75,600,000	48	ABC Inc.	Dallas - Fort Worth	\$45,600,000
24	Susquehanna	San Francisco	\$73,300,000	49	Bonneville	Washington, DC	\$43,900,000
25	Clear Channel	Phoenix	\$70,200,000	50	CBS/Infinity	Minneapolis - St.Paul	\$42,300,000

Consolidated Competition: Group Owners and Their Market Portfolios

This year's Market Guide provides comprehensive information on nearly 500 Market Entities in 173 markets—including breakdowns of each entity's local-market revenue and revenue share. By analyzing this information across markets, the following picture emerges of radio competition.

Where's the competition? The majority (113) of our 173 markets each have between five and nine Market Entities. Ten markets have between 10-to-14 Market Entities, and 26 markets have four Entities.

Our research also finds 13 markets with three Entities and four markets

with two Entities. That leaves seven markets for which we have incomplete data.

And who's competing? Radio-market competition is still quite diverse. More than 400 station owners compete in one of the 173 markets covered by the Market Guide. Only four group owners, Clear Channel, CBS/Infinity, Cumulus and Citadel, have a presence in 30 or more markets. Seven groups have a presence in 10-to-20 markets, 20 owners have a presence in 5-to-9 markets and 46 owners have a presence in two-to-four markets.

Market Portfolios with the Highest Revenue Shares

Group Owner	Market	1999 Revenue	Rev. share %	Group Owner	Market	1999 Revenue	Rev. share %		
1	Citadel	Bloomington, IL	\$7,135,000	83.9	27	Cox Radio	Syracuse	\$15,405,000	51.4
2	Sconnix	Davenport-Rock Island	\$11,795,000	79.7		Cumulus Media	Waterloo - Cedar Falls	\$3,650,000	51.4
3	Clear Channel	Huntington - Ashland	\$7,420,000	77.3	29	Delmarva Bcg.	Wilmington, DE	\$10,900,000	51.2
4	Clear Channel	Asheville	\$7,000,000	74.5	30	Rubber City Radio	Akron	\$10,700,000	50.7
5	Citadel	Lansing	\$14,420,000	72.1	31	Citadel	Modesto	\$10,270,000	50.6
6	Clear Channel	Wheeling	\$5,390,000	68.2		Marathon Media	Billings, MT	\$3,640,000	50.6
7	Citadel	Saginaw - Bay City	\$11,310,000	66.9	33	Clear Channel	Cincinnati	\$61,360,000	50.2
8	NextMedia	Erie	\$6,270,000	65.3	34	Clear Channel	Richmond	\$24,037,000	50.0
9	U.S. Broadcasting, LP	Macon	\$7,914,000	63.3		Clear Channel	Cedar Rapids	\$7,400,000	50.0
10	Forever Broadcasting	Altoona	\$3,830,000	60.8	36	Clear Channel	Honolulu	\$11,680,000	49.7
11	Saga	Manchester	\$7,580,000	58.8		Cumulus Media	Columbus, GA	\$5,615,000	49.7
	Citadel	Binghamton	\$5,700,000	58.8	38	Clear Channel	Beaumont - Port Arthur	\$6,345,000	49.6
13	Beasley Broadcast	Fayetteville, NC	\$11,060,000	58.5	39	Radio Works	Rockford	\$6,765,000	49.4
14	Midwest Commun.	Green Bay	\$8,150,000	57.8	40	Urban Radio	Pensacola	\$5,900,000	49.2
15	Regent	Utica - Rome	\$6,135,000	57.3	41	Clear Channel	Cleveland	\$52,725,000	49.0
16	Clear Channel	Waco, TX	\$4,950,000	56.9	42	Cumulus Media	Youngstown	\$10,155,000	48.9
17	Entercom	Kansas City	\$48,150,000	56.6	43	Clear Channel	Allentown - Bethlehem	\$12,970,000	48.8
18	Clear Channel	Portsmouth - Dover	\$8,820,000	56.5	44	Clear Channel	Tampa - St.Petersburg	\$56,790,000	48.5
19	Clear Channel	Worcester	\$7,850,000	55.7	45	Clear Channel	Huntsville	\$7,825,000	48.3
20	Clear Channel	Santa Barbara, CA	\$6,060,000	55.6	46	Cumulus Media	Flint	\$7,570,000	48.2
21	Cumulus Media	Wilmington, NC	\$6,330,000	54.6	47	Cumulus Media	Montgomery	\$7,270,000	48.1
22	Clear Channel	Louisville	\$26,425,000	53.6	48	Saga	Springfield, IL	\$5,600,000	47.9
23	Citadel	Albuquerque	\$19,780,000	52.9	49	Clear Channel	Denver	\$81,550,000	47.7
24	Clear Channel	Manchester	\$6,800,000	52.7	50	Cumulus Media	Toledo	\$13,925,000	47.7
25	Federated Media	Fort Wayne	\$11,525,000	52.6	51	Beaverkettle Co.	Canton	\$5,950,000	47.6

Estimated Radio Revenue by Market: 1994, 1999, 2004

New in 2000: Five-year Revenue Growth

This year, we've introduced a new gauge of radio's continued vitality: a tally of five-year revenue growth rates. This tally of revenue growth is cataloged here, as well as in the topmost section of each Individual Market Report. Revenues in eight markets have more than doubled during those five years, including Las Vegas, which was up 117.9% for the period.

Market	1994	1999	Five-Year % Growth (94-99)	2004	Five-Year % Growth (99-04)
AKRON	\$14,000,000	\$21,100,000	50.7	\$27,400,000	29.9
ALBANY-SCHENECTADY-TROY	\$24,500,000	\$37,500,000	53.1	\$47,800,000	27.5
ALBUQUERQUE	\$24,000,000	\$37,400,000	55.8	\$53,200,000	42.2
ALLENTOWN-BETHLEHEM	\$18,700,000	\$26,600,000	42.2	\$33,800,000	27.1
ALTOONA	\$4,700,000	\$6,300,000	34.0	\$8,100,000	28.6
AMARILLO	\$6,200,000	\$9,100,000	46.8	\$11,700,000	28.6
ANCHORAGE	\$13,000,000	\$14,700,000	13.1	\$18,500,000	25.9
APPLETON-OSHKOSH	\$10,600,000	\$15,700,000	48.1	\$20,900,000	33.1
ASHEVILLE	\$6,100,000	\$9,400,000	54.1	\$12,500,000	33.0
ATLANTA	\$149,600,000	\$315,200,000	110.7	\$449,200,000	42.5
ATLANTIC CITY/CAPE MAY	\$12,700,000	\$17,400,000	37.0	\$21,700,000	24.7
AUGUSTA, GA	\$12,900,000	\$16,800,000	30.2	\$21,800,000	29.8
AUSTIN	\$36,100,000	\$76,400,000	111.6	\$114,500,000	49.9
BAKERSFIELD	\$14,200,000	\$19,200,000	35.2	\$24,700,000	28.6
BALTIMORE	\$71,100,000	\$119,400,000	67.9	\$161,100,000	34.9
BATON ROUGE	\$17,500,000	\$26,900,000	53.7	\$36,400,000	35.3
BEAUMONT-PORT ARTHUR	\$8,000,000	\$12,800,000	60.0	\$16,200,000	26.6
BILLINGS	\$5,100,000	\$7,200,000	41.2	\$9,200,000	27.8
BINGHAMTON	\$7,700,000	\$9,700,000	26.0	\$11,700,000	20.6
BIRMINGHAM	\$29,900,000	\$44,000,000	47.2	\$59,700,000	35.7
BISMARCK, ND	\$4,000,000	\$6,000,000	50.0	\$8,100,000	35.0
BLOOMINGTON, IL	\$5,600,000	\$8,500,000	51.8	\$11,200,000	31.8
BOISE	\$12,000,000	\$19,200,000	60.0	\$27,700,000	44.3
BOSTON	\$158,000,000	\$296,700,000	87.8	\$391,100,000	31.8
BRIDGEPORT (Fairfield County)	\$24,500,000	\$32,700,000	33.5	\$42,700,000	30.6
BUFFALO	\$35,300,000	\$52,100,000	47.6	\$66,200,000	27.1
BURLINGTON, VT	\$7,400,000	\$10,000,000	35.1	\$12,600,000	26.0
CANTON	\$8,800,000	\$12,500,000	42.0	\$15,800,000	26.4
CAPE COD, MA	\$9,900,000	\$13,800,000	39.4	\$17,700,000	28.3
CEDAR RAPIDS	\$9,300,000	\$14,800,000	59.1	\$19,600,000	32.4
CHARLESTON, SC	\$13,400,000	\$20,400,000	52.2	\$26,100,000	27.9
CHARLESTON, WV	\$8,900,000	\$12,700,000	42.7	\$16,100,000	26.8
CHARLOTTE	\$47,900,000	\$105,900,000	121.1	\$152,900,000	44.4
CHARLOTTESVILLE, VA	\$5,100,000	\$7,200,000	41.2	\$9,300,000	29.2
CHATTANOOGA	\$15,600,000	\$21,100,000	35.3	\$28,200,000	33.6
CHICAGO	\$296,000,000	\$519,000,000	75.3	\$686,300,000	32.2
CINCINNATI	\$69,000,000	\$122,300,000	77.2	\$165,600,000	35.4
CLEVELAND	\$68,600,000	\$107,700,000	57.0	\$143,100,000	32.9
COLORADO SPRINGS	\$13,300,000	\$21,700,000	63.2	\$29,800,000	37.3
COLUMBIA, SC	\$18,800,000	\$27,100,000	44.1	\$36,400,000	34.3
COLUMBUS, GA	\$8,000,000	\$11,300,000	41.3	\$14,500,000	28.3
COLUMBUS, OH	\$55,500,000	\$90,000,000	62.2	\$125,000,000	38.9
CORPUS CHRISTI	\$9,200,000	\$13,000,000	41.3	\$16,600,000	27.7
DALLAS - FORT WORTH	\$180,000,000	\$332,100,000	84.5	\$468,100,000	41.0
DAVENPORT - ROCK ISLAND - MOLINE	\$11,200,000	\$14,800,000	32.1	\$19,000,000	28.4
DAYTON	\$27,200,000	\$38,600,000	41.9	\$49,900,000	29.3
DENVER	\$92,400,000	\$171,100,000	85.2	\$242,000,000	41.4
DES MOINES	\$19,000,000	\$25,400,000	33.7	\$34,900,000	37.4
DETROIT	\$153,000,000	\$237,200,000	55.0	\$307,500,000	29.6
DULUTH	\$5,100,000	\$7,100,000	39.2	\$8,900,000	25.4
EL PASO	\$15,000,000	\$20,800,000	38.7	\$27,600,000	32.7
ERIE	\$6,800,000	\$9,600,000	41.2	\$12,400,000	29.2
EUGENE	\$9,200,000	\$11,400,000	23.9	\$15,000,000	31.6
EVANSVILLE	\$12,400,000	\$17,600,000	41.9	\$22,800,000	29.5
FARGO	\$8,400,000	\$12,700,000	51.2	\$17,000,000	33.9
FAYETTEVILLE, NC	\$10,000,000	\$18,900,000	89.0	\$25,300,000	33.9
FLINT	\$11,000,000	\$15,700,000	42.7	\$19,600,000	24.8
FORT MYERS - NAPLES, FL	\$17,300,000	\$27,600,000	59.5	\$38,400,000	39.1
FORT WAYNE	\$14,500,000	\$21,900,000	51.0	\$29,300,000	33.8
FRESNO	\$24,000,000	\$33,800,000	40.8	\$44,500,000	31.7
GAINESVILLE-OCALA, FL	\$9,800,000	\$13,800,000	40.8	\$18,400,000	33.3
GRAND RAPIDS	\$27,600,000	\$39,700,000	43.8	\$54,000,000	36.0
GREEN BAY	\$9,300,000	\$14,100,000	51.6	\$18,800,000	33.3
GREENSBORO-WINSTON SALEM	\$27,600,000	\$44,200,000	60.1	\$59,600,000	34.8
GREENVILLE-NEW BERN-J'VILLE	\$11,500,000	\$22,500,000	95.7	\$30,400,000	35.1

Estimated Radio Revenue by Market: 1994, 1999, 2004

Market	1994	1999	Five-Year % Growth (94-99)	2004	Five-Year % Growth (99-04)
GREENVILLE-SPARTANBURG	\$25,000,000	\$37,600,000	50.4	\$51,800,000	37.8
HARRISBURG	\$18,200,000	\$26,700,000	46.7	\$34,300,000	28.5
HARTFORD	\$42,300,000	\$72,700,000	71.9	\$92,700,000	27.5
HONOLULU	\$21,200,000	\$23,500,000	10.8	\$28,700,000	22.1
HOUSTON	\$161,200,000	\$292,000,000	81.1	\$400,700,000	37.2
HUNTINGTON, WV	\$6,900,000	\$9,600,000	39.1	\$11,900,000	24.0
HUNTSVILLE	\$11,700,000	\$16,200,000	38.5	\$20,900,000	29.0
INDIANAPOLIS	\$55,900,000	\$85,100,000	52.2	\$112,600,000	32.3
JACKSON, MS	\$13,200,000	\$17,600,000	33.3	\$23,300,000	32.4
JACKSONVILLE	\$32,300,000	\$50,100,000	55.1	\$71,400,000	42.5
JOHNSON CITY - KINGSPOORT - BRISTOL	\$11,100,000	\$15,700,000	41.4	\$20,400,000	29.9
JOHNSTOWN, PA	\$5,400,000	\$7,000,000	29.6	\$8,900,000	27.1
KALAMAZOO	\$9,000,000	\$12,500,000	38.9	\$16,100,000	28.8
KANSAS CITY	\$48,400,000	\$85,000,000	75.6	\$115,100,000	35.4
KNOXVILLE	\$19,900,000	\$32,700,000	64.3	\$44,400,000	35.8
LAFAYETTE, IN	\$5,000,000	\$8,000,000	60.0	\$10,500,000	31.3
LAFAYETTE, LA	\$8,900,000	\$15,900,000	78.7	\$22,000,000	38.4
LANCASTER	\$8,000,000	\$11,800,000	47.5	\$15,400,000	30.5
LANSING	\$14,000,000	\$20,000,000	42.9	\$26,000,000	30.0
LAS VEGAS	\$33,000,000	\$71,900,000	117.9	\$108,600,000	51.0
LEXINGTON	\$15,900,000	\$23,000,000	44.7	\$30,600,000	33.0
LINCOLN	\$9,800,000	\$13,700,000	39.8	\$17,900,000	30.7
LITTLE ROCK	\$16,300,000	\$25,100,000	54.0	\$33,100,000	31.9
LOS ANGELES	\$476,100,000	\$790,000,000	65.9	\$1,013,200,000	28.3
LOUISVILLE	\$31,000,000	\$49,300,000	59.0	\$64,400,000	30.6
LUBBOCK	\$7,300,000	\$11,400,000	56.2	\$14,200,000	24.6
MACON	\$9,100,000	\$12,500,000	37.4	\$16,200,000	29.6
MADISON	\$17,000,000	\$27,300,000	60.6	\$36,300,000	33.0
MANCHESTER	\$7,200,000	\$12,900,000	79.2	\$16,500,000	27.9
McALLEN - BROWNSVILLE	\$14,700,000	\$20,900,000	42.2	\$27,800,000	33.0
MEMPHIS	\$36,900,000	\$56,800,000	53.9	\$74,500,000	31.2
MIAMI - FT. LAUDERDALE	\$144,000,000	\$235,100,000	63.3	\$306,500,000	30.4
MILWAUKEE	\$51,500,000	\$76,000,000	47.6	\$98,600,000	29.7
MINNEAPOLIS - ST. PAUL	\$95,500,000	\$162,500,000	70.2	\$222,000,000	36.6
MOBILE	\$12,600,000	\$19,300,000	53.2	\$25,600,000	32.6
MODESTO	\$13,100,000	\$20,300,000	55.0	\$26,700,000	31.5
MONTEREY - SALINAS - SANTA CRUZ	\$13,000,000	\$17,500,000	34.6	\$22,300,000	27.4
MONTGOMERY	\$10,500,000	\$15,100,000	43.8	\$19,600,000	29.8
NASHVILLE	\$42,400,000	\$68,100,000	60.6	\$93,100,000	36.7
NASSAU - SUFFOLK	\$35,100,000	\$47,500,000	35.3	\$57,400,000	20.8
NEW HAVEN	\$13,900,000	\$18,700,000	34.5	\$23,000,000	23.0
NEW ORLEANS	\$38,600,000	\$59,500,000	54.1	\$77,000,000	29.4
NEW YORK	\$401,200,000	\$708,200,000	76.5	\$935,400,000	32.1
NORFOLK	\$40,600,000	\$52,500,000	29.3	\$66,600,000	26.9
ODESSA - MIDLAND, TX	\$6,500,000	\$9,800,000	50.8	\$12,800,000	30.6
OKLAHOMA CITY	\$30,200,000	\$43,600,000	44.4	\$56,800,000	30.3
OMAHA	\$26,900,000	\$36,500,000	35.7	\$50,500,000	38.4
ORLANDO	\$57,000,000	\$105,500,000	85.1	\$149,200,000	41.4
OXNARD - VENTURA	\$8,900,000	\$12,200,000	37.1	\$15,800,000	29.5
PANAMA CITY, FL	\$6,200,000	\$8,800,000	41.9	\$11,600,000	31.8
PENSACOLA	N/A	\$12,000,000	N/A	\$16,600,000	38.3
PEORIA	\$11,200,000	\$15,400,000	37.5	\$19,600,000	27.3
PHILADELPHIA	\$168,100,000	\$286,400,000	70.4	\$360,300,000	25.8
PHOENIX	\$84,000,000	\$164,000,000	95.2	\$232,800,000	42.0
PITTSBURGH	\$65,400,000	\$100,300,000	53.4	\$127,300,000	26.9
PORTLAND, ME	\$12,500,000	\$18,800,000	50.4	\$23,800,000	26.6
PORTLAND, OR	\$64,600,000	\$111,700,000	72.9	\$156,500,000	40.1
PORTSMOUTH - DOVER - ROCHESTER	\$8,900,000	\$15,600,000	75.3	\$20,400,000	30.8
PROVIDENCE	\$31,600,000	\$48,100,000	52.2	\$60,600,000	26.0
RALEIGH-DURHAM	\$34,500,000	\$74,700,000	116.5	\$108,900,000	45.8
RENO	\$11,400,000	\$19,600,000	71.9	\$26,700,000	36.2
RICHMOND	\$34,000,000	\$48,100,000	41.5	\$62,200,000	29.3
RIVERSIDE - SAN BERNARDINO	\$21,200,000	\$34,300,000	61.8	\$45,300,000	32.1
ROANOKE - LYNCHBURG	\$14,100,000	\$20,700,000	46.8	\$26,900,000	30.0
ROCHESTER, NY	\$28,200,000	\$40,200,000	42.6	\$51,200,000	27.4
ROCKFORD	\$7,900,000	\$13,700,000	73.4	\$17,600,000	28.5
SACRAMENTO	\$63,200,000	\$92,800,000	46.8	\$125,400,000	35.1
SAGINAW - BAY CITY - MIDLAND	\$12,800,000	\$16,900,000	32.0	\$21,700,000	28.4
SAIN T LOUIS	\$82,900,000	\$128,500,000	55.0	\$163,700,000	27.4
SALISBURY-OCEAN CITY	\$9,700,000	\$13,300,000	37.1	\$17,000,000	27.8
SALT LAKE CITY	\$39,900,000	\$80,000,000	100.5	\$112,100,000	40.1
SAN ANTONIO	\$52,700,000	\$80,600,000	52.9	\$110,600,000	37.2
SAN DIEGO	\$99,000,000	\$154,300,000	55.9	\$203,500,000	31.9

Estimated Radio Revenue by Market: 1994, 1999, 2004

Market	1994	1999	Five-Year % Growth (94-99)	2004	Five-Year % Growth (99-04)
SAN FRANCISCO	\$187,000,000	\$406,200,000	117.2	\$534,200,000	31.5
SAN JOSE	\$35,900,000	\$55,000,000	53.2	\$75,700,000	37.6
SANTA BARBARA, CA	\$7,700,000	\$10,900,000	41.6	\$14,000,000	28.4
SANTA ROSA	\$7,400,000	\$11,900,000	60.8	\$15,400,000	29.4
SAVANNAH	\$10,400,000	\$16,500,000	58.7	\$21,100,000	27.9
SEATTLE	\$114,000,000	\$210,800,000	84.9	\$283,400,000	34.4
SHREVEPORT	\$10,500,000	\$15,600,000	48.6	\$20,100,000	28.8
SIOUX FALLS	\$7,200,000	\$9,300,000	29.2	\$12,300,000	32.3
SOUTH BEND	\$10,500,000	\$16,100,000	53.3	\$20,600,000	28.0
SPOKANE	\$12,700,000	\$18,800,000	48.0	\$23,900,000	27.1
SPRINGFIELD, IL	\$8,800,000	\$11,700,000	33.0	\$14,600,000	24.8
SPRINGFIELD, MA	\$14,100,000	\$18,200,000	29.1	\$22,500,000	23.6
SPRINGFIELD, MO	\$12,000,000	\$18,400,000	53.3	\$24,300,000	32.1
STOCKTON	\$7,800,000	\$10,400,000	33.3	\$13,500,000	29.8
SYRACUSE	\$19,300,000	\$30,000,000	55.4	\$37,600,000	25.3
TALLAHASSEE	\$8,300,000	\$11,900,000	43.4	\$15,300,000	28.6
TAMPA - ST. PETERSBURG	\$73,000,000	\$117,000,000	60.3	\$161,900,000	38.4
TERRE HAUTE	\$4,500,000	\$6,400,000	42.2	\$8,100,000	26.6
TOLEDO	\$17,800,000	\$29,200,000	64.0	\$38,300,000	31.2
TOPEKA	\$6,200,000	\$9,000,000	45.2	\$11,400,000	26.7
TUCSON	\$24,500,000	\$39,800,000	62.4	\$53,000,000	33.2
TULSA	\$26,800,000	\$40,700,000	51.9	\$54,900,000	34.9
UTICA - ROME	\$7,900,000	\$10,700,000	35.4	\$13,100,000	22.4
WACO	\$6,700,000	\$8,700,000	29.9	\$11,100,000	27.6
WASHINGTON, DC	\$184,000,000	\$319,400,000	73.6	\$420,400,000	31.6
WATERLOO - CEDAR FALLS	\$4,900,000	\$7,100,000	44.9	\$9,200,000	29.6
WEST PALM BEACH	\$32,800,000	\$50,100,000	52.7	\$69,900,000	39.5
WHEELING	\$5,800,000	\$7,900,000	36.2	\$9,600,000	21.5
WICHITA	\$18,200,000	\$29,000,000	59.3	\$37,400,000	29.0
WILKES BARRE - SCRANTON	\$19,600,000	\$27,700,000	41.3	\$36,100,000	30.3
WILMINGTON, DE	\$13,600,000	\$21,300,000	56.6	\$27,200,000	27.7
WILMINGTON, NC	\$5,500,000	\$11,600,000	110.9	\$16,800,000	44.8
WORCESTER	\$11,300,000	\$14,100,000	24.8	\$17,700,000	25.5
YORK	\$13,400,000	\$19,000,000	41.8	\$23,900,000	25.8
YOUNGSTOWN	\$13,700,000	\$20,800,000	51.8	\$26,700,000	28.4

Markets Ranked by Revenue: 1994, 1999, 2004

Rank	Market	1994	Rank	Market	1999	Rank	Market	2004
1	LOS ANGELES	\$476,100,000	1	LOS ANGELES	\$790,000,000	1	LOS ANGELES	\$1,013,200,000
2	NEW YORK	\$401,200,000	2	NEW YORK	\$708,200,000	2	NEW YORK	\$935,400,000
3	CHICAGO	\$296,000,000	3	CHICAGO	\$519,000,000	3	CHICAGO	\$686,300,000
4	SAN FRANCISCO	\$187,000,000	4	SAN FRANCISCO	\$406,200,000	4	SAN FRANCISCO	\$534,200,000
5	WASHINGTON, DC	\$184,000,000	5	DALLAS - FORT WORTH	\$332,100,000	5	DALLAS - FORT WORTH	\$468,100,000
6	DALLAS - FORT WORTH	\$180,000,000	6	WASHINGTON, DC	\$319,400,000	6	ATLANTA	\$449,200,000
7	PHILADELPHIA	\$168,100,000	7	ATLANTA	\$315,200,000	7	WASHINGTON, DC	\$420,400,000
8	HOUSTON	\$161,200,000	8	BOSTON	\$296,700,000	8	HOUSTON	\$400,700,000
9	BOSTON	\$158,000,000	9	HOUSTON	\$292,000,000	9	BOSTON	\$391,100,000
10	DETROIT	\$153,000,000	10	PHILADELPHIA	\$286,400,000	10	PHILADELPHIA	\$360,300,000
11	ATLANTA	\$149,600,000	11	DETROIT	\$237,200,000	11	DETROIT	\$307,500,000
12	MIAMI - FT. LAUDERDALE	\$144,000,000	12	MIAMI - FT. LAUDERDALE	\$235,100,000	12	MIAMI - FT. LAUDERDALE	\$306,500,000
13	SEATTLE	\$114,000,000	13	SEATTLE	\$210,800,000	13	SEATTLE	\$283,400,000
14	SAN DIEGO	\$99,000,000	14	DENVER	\$171,100,000	14	DENVER	\$242,000,000
15	MINNEAPOLIS - ST. PAUL	\$95,500,000	15	PHOENIX	\$164,000,000	15	PHOENIX	\$232,800,000
16	DENVER	\$92,400,000	16	MINNEAPOLIS - ST. PAUL	\$162,500,000	16	MINNEAPOLIS - ST. PAUL	\$222,000,000
17	PHOENIX	\$84,000,000	17	SAN DIEGO	\$154,300,000	17	SAN DIEGO	\$203,500,000
18	SAINT LOUIS	\$82,900,000	18	SAINT LOUIS	\$128,500,000	18	CINCINNATI	\$165,600,000
19	TAMPA - ST. PETERSBURG	\$73,000,000	19	CINCINNATI	\$122,300,000	19	SAINT LOUIS	\$163,700,000
20	BALTIMORE	\$71,100,000	20	BALTIMORE	\$119,400,000	20	TAMPA - ST. PETERSBURG	\$161,900,000
21	CINCINNATI	\$69,000,000	21	TAMPA - ST. PETERSBURG	\$117,000,000	21	BALTIMORE	\$161,100,000
22	CLEVELAND	\$68,600,000	22	PORTLAND, OR	\$111,700,000	22	PORTLAND, OR	\$156,500,000
23	PITTSBURGH	\$65,400,000	23	CLEVELAND	\$107,700,000	23	CHARLOTTE	\$152,900,000
24	PORTLAND, OR	\$64,600,000	24	CHARLOTTE	\$105,900,000	24	ORLANDO	\$149,200,000
25	SACRAMENTO	\$63,200,000	25	ORLANDO	\$105,500,000	25	CLEVELAND	\$143,100,000
26	ORLANDO	\$57,000,000	26	PITTSBURGH	\$100,300,000	26	PITTSBURGH	\$127,300,000
27	INDIANAPOLIS	\$55,900,000	27	SACRAMENTO	\$92,800,000	27	SACRAMENTO	\$125,400,000
28	COLUMBUS, OH	\$55,500,000	28	COLUMBUS, OH	\$90,000,000	28	COLUMBUS, OH	\$125,000,000
29	SAN ANTONIO	\$52,700,000	29	INDIANAPOLIS	\$85,100,000	29	KANSAS CITY	\$115,100,000
30	MILWAUKEE	\$51,500,000	30	KANSAS CITY	\$85,000,000	30	AUSTIN	\$114,500,000
31	KANSAS CITY	\$48,400,000	31	SAN ANTONIO	\$80,600,000	31	INDIANAPOLIS	\$112,600,000
32	CHARLOTTE	\$47,900,000	32	SALT LAKE CITY	\$80,000,000	32	SALT LAKE CITY	\$112,100,000
33	NASHVILLE	\$42,400,000	33	AUSTIN	\$76,400,000	33	SAN ANTONIO	\$110,600,000
34	HARTFORD	\$42,300,000	34	MILWAUKEE	\$76,000,000	34	RALEIGH-DURHAM	\$108,900,000
35	NORFOLK	\$40,600,000	35	RALEIGH-DURHAM	\$74,700,000	35	LAS VEGAS	\$108,600,000
36	SALT LAKE CITY	\$39,900,000	36	HARTFORD	\$72,700,000	36	MILWAUKEE	\$98,600,000
37	NEW ORLEANS	\$38,600,000	37	LAS VEGAS	\$71,900,000	37	NASHVILLE	\$93,100,000
38	MEMPHIS	\$36,900,000	38	NASHVILLE	\$68,100,000	38	HARTFORD	\$92,700,000
39	AUSTIN	\$36,100,000	39	NEW ORLEANS	\$59,500,000	39	NEW ORLEANS	\$77,000,000
40	SAN JOSE	\$35,900,000	40	MEMPHIS	\$56,800,000	40	SAN JOSE	\$75,700,000
41	BUFFALO	\$35,300,000	41	SAN JOSE	\$55,000,000	41	MEMPHIS	\$74,500,000
42	NASSAU - SUFFOLK	\$35,100,000	42	NORFOLK	\$52,500,000	42	JACKSONVILLE	\$71,400,000
43	RALEIGH-DURHAM	\$34,500,000	43	BUFFALO	\$52,100,000	43	WEST PALM BEACH	\$69,900,000
44	RICHMOND	\$34,000,000	44	WEST PALM BEACH	\$50,100,000	44	NORFOLK	\$66,600,000
45	LAS VEGAS	\$33,000,000	45	JACKSONVILLE	\$50,100,000	45	BUFFALO	\$66,200,000
46	WEST PALM BEACH	\$32,800,000	46	LOUISVILLE	\$49,300,000	46	LOUISVILLE	\$64,400,000
47	JACKSONVILLE	\$32,300,000	47	RICHMOND	\$48,100,000	47	RICHMOND	\$62,200,000
48	PROVIDENCE	\$31,600,000	48	PROVIDENCE	\$48,100,000	48	PROVIDENCE	\$60,600,000
49	LOUISVILLE	\$31,000,000	49	NASSAU - SUFFOLK	\$47,500,000	49	BIRMINGHAM	\$59,700,000
50	OKLAHOMA CITY	\$30,200,000	50	GREENSBORO-W. SALEM	\$44,200,000	50	GREENSBORO-W. SALEM	\$59,600,000
51	BIRMINGHAM	\$29,900,000	51	BIRMINGHAM	\$44,000,000	51	NASSAU - SUFFOLK	\$57,400,000
52	ROCHESTER, NY	\$28,200,000	52	OKLAHOMA CITY	\$43,600,000	52	OKLAHOMA CITY	\$56,800,000
53	GRAND RAPIDS	\$27,600,000	53	TULSA	\$40,700,000	53	TULSA	\$54,900,000
54	GREENSBORO-W. SALEM	\$27,600,000	54	ROCHESTER, NY	\$40,200,000	54	GRAND RAPIDS	\$54,000,000
55	DAYTON	\$27,200,000	55	TUCSON	\$39,800,000	55	ALBUQUERQUE	\$53,200,000
56	OMAHA	\$26,900,000	56	GRAND RAPIDS	\$39,700,000	56	TUCSON	\$53,000,000
57	TULSA	\$26,800,000	57	DAYTON	\$38,600,000	57	GREENVILLE-SPARTANBURG	\$51,800,000
58	GREENVILLE-SPARTANBURG	\$25,000,000	58	GREENVILLE-SPARTANBURG	\$37,600,000	58	ROCHESTER, NY	\$51,200,000
59	ALBANY-SCHENECTADY-TROY	\$24,500,000	59	ALBANY-SCHENECTADY-TROY	\$37,500,000	59	OMAHA	\$50,500,000
60	BRIDGEPORT (Fairfield County)	\$24,500,000	60	ALBUQUERQUE	\$37,400,000	60	DAYTON	\$49,900,000
61	TUCSON	\$24,500,000	61	OMAHA	\$36,500,000	61	ALBANY-SCHENECTADY-TROY	\$47,800,000
62	ALBUQUERQUE	\$24,000,000	62	RIVERSIDE - SAN BERNARDINO	\$34,300,000	62	RIVERSIDE - SAN BERNARDINO	\$45,300,000
63	FRESNO	\$24,000,000	63	FRESNO	\$33,800,000	63	FRESNO	\$44,500,000
64	HONOLULU	\$21,200,000	64	BRIDGEPORT (Fairfield County)	\$32,700,000	64	KNOXVILLE	\$44,400,000
65	RIVERSIDE - SAN BERNARDINO	\$21,200,000	65	KNOXVILLE	\$32,700,000	65	BRIDGEPORT (Fairfield County)	\$42,700,000
66	KNOXVILLE	\$19,900,000	66	SYRACUSE	\$30,000,000	66	FORT MYERS - NAPLES, FL	\$38,400,000
67	WILKES BARRE - SCRANTON	\$19,600,000	67	TOLEDO	\$29,200,000	67	TOLEDO	\$38,300,000
68	SYRACUSE	\$19,300,000	68	WICHITA	\$29,000,000	68	SYRACUSE	\$37,600,000
69	DES MOINES	\$19,000,000	69	WILKES BARRE - SCRANTON	\$27,700,000	69	WICHITA	\$37,400,000
70	COLUMBIA, SC	\$18,800,000	70	FORT MYERS - NAPLES, FL	\$27,600,000	70	COLUMBIA, SC	\$36,400,000
71	ALLETOWN-BETHLEHEM	\$18,700,000	71	MADISON	\$27,300,000	71	BATON ROUGE	\$36,400,000
72	HARRISBURG	\$18,200,000	72	COLUMBIA, SC	\$27,100,000	72	MADISON	\$36,300,000
73	WICHITA	\$18,200,000	73	BATON ROUGE	\$26,900,000	73	WILKES BARRE - SCRANTON	\$36,100,000
74	TOLEDO	\$17,800,000	74	HARRISBURG	\$26,700,000	74	DES MOINES	\$34,900,000

Markets Ranked by Revenue: 1994, 1999, 2004

Rank	Market	1994	Rank	Market	1999	Rank	Market	2004
75	BATON ROUGE	\$17,500,000	75	ALLENTOWN-BETHLEHEM	\$26,600,000	75	HARRISBURG	\$34,300,000
76	FORT MYERS - NAPLES, FL	\$17,300,000	76	DES MOINES	\$25,400,000	76	ALLENTOWN-BETHLEHEM	\$33,800,000
77	MADISON	\$17,000,000	77	LITTLE ROCK	\$25,100,000	77	LITTLE ROCK	\$33,100,000
78	LITTLE ROCK	\$16,300,000	78	HONOLULU	\$23,500,000	78	LEXINGTON	\$30,600,000
79	LEXINGTON	\$15,900,000	79	LEXINGTON	\$23,000,000	79	G'VILLE-NEW BERN-JACKS	\$30,400,000
80	CHATTANOOGA	\$15,600,000	80	G'VILLE-NEW BERN-JACKS	\$22,500,000	80	COLORADO SPRINGS	\$29,800,000
81	EL PASO	\$15,000,000	81	FORT WAYNE	\$21,900,000	81	FORT WAYNE	\$29,300,000
82	McALLEN - BROWNSVILLE	\$14,700,000	82	COLORADO SPRINGS	\$21,700,000	82	HONOLULU	\$28,700,000
83	FORT WAYNE	\$14,500,000	83	WILMINGTON, DE	\$21,300,000	83	CHATTANOOGA	\$28,200,000
84	BAKERSFIELD	\$14,200,000	84	CHATTANOOGA	\$21,100,000	84	McALLEN - BROWNSVILLE	\$27,800,000
85	ROANOKE - LYNCHBURG	\$14,100,000	85	AKRON	\$21,100,000	85	BOISE	\$27,700,000
86	SPRINGFIELD, MA	\$14,100,000	86	McALLEN - BROWNSVILLE	\$20,900,000	86	EL PASO	\$27,600,000
87	AKRON	\$14,000,000	87	EL PASO	\$20,800,000	87	AKRON	\$27,400,000
88	LANSING	\$14,000,000	88	YOUNGSTOWN	\$20,800,000	88	WILMINGTON, DE	\$27,200,000
89	NEW HAVEN	\$13,900,000	89	ROANOKE - LYNCHBURG	\$20,700,000	89	ROANOKE - LYNCHBURG	\$26,900,000
90	YOUNGSTOWN	\$13,700,000	90	CHARLESTON, SC	\$20,400,000	90	YOUNGSTOWN	\$26,700,000
91	WILMINGTON, DE	\$13,600,000	91	MODESTO	\$20,300,000	91	MODESTO	\$26,700,000
92	CHARLESTON, SC	\$13,400,000	92	LANSING	\$20,000,000	92	RENO	\$26,700,000
93	YORK	\$13,400,000	93	RENO	\$19,600,000	93	CHARLESTON, SC	\$26,100,000
94	COLORADO SPRINGS	\$13,300,000	94	MOBILE	\$19,300,000	94	LANSING	\$26,000,000
95	JACKSON, MS	\$13,200,000	95	BAKERSFIELD	\$19,200,000	95	MOBILE	\$25,600,000
96	MODESTO	\$13,100,000	96	BOISE	\$19,200,000	96	FAYETTEVILLE, NC	\$25,300,000
97	ANCHORAGE	\$13,000,000	97	YORK	\$19,000,000	97	BAKERSFIELD	\$24,700,000
98	MONTEREY -SALINAS -SCRUZ	\$13,000,000	98	FAYETTEVILLE, NC	\$18,900,000	98	SPRINGFIELD, MO	\$24,300,000
99	AUGUSTA, GA	\$12,900,000	99	SPOKANE	\$18,800,000	99	YORK	\$23,900,000
100	SAGINAW - BAY CITY - MIDLAND	\$12,800,000	100	PORTLAND, ME	\$18,800,000	100	SPOKANE	\$23,900,000
101	ATLANTIC CITY/CAPE MAY	\$12,700,000	101	NEW HAVEN	\$18,700,000	101	PORTLAND, ME	\$23,800,000
102	SPOKANE	\$12,700,000	102	SPRINGFIELD, MO	\$18,400,000	102	JACKSON, MS	\$23,300,000
103	MOBILE	\$12,600,000	103	SPRINGFIELD, MA	\$18,200,000	103	NEW HAVEN	\$23,000,000
104	PORTLAND, ME	\$12,500,000	104	JACKSON, MS	\$17,600,000	104	EVANSVILLE	\$22,800,000
105	EVANSVILLE	\$12,400,000	105	EVANSVILLE	\$17,600,000	105	SPRINGFIELD, MA	\$22,500,000
106	BOISE	\$12,000,000	106	MONTEREY -SALINAS -SCRUZ	\$17,500,000	106	MONTEREY-SALINAS- SCRUZ	\$22,300,000
107	SPRINGFIELD, MO	\$12,000,000	107	ATLANTIC CITY/CAPE MAY	\$17,400,000	107	LAFAYETTE, LA	\$22,000,000
108	HUNTSVILLE	\$11,700,000	108	SAGINAW -BAY CITY -MIDLAND	\$16,900,000	108	AUGUSTA, GA	\$21,800,000
109	GREENVILLE-NEW BRN-J'VILLE	\$11,500,000	109	AUGUSTA, GA	\$16,800,000	109	ATLANTIC CITY/CAPE MAY	\$21,700,000
110	RENO	\$11,400,000	110	SAVANNAH	\$16,500,000	110	SAGINAW -BAY CITY -MIDLAND	\$21,700,000
111	WORCESTER	\$11,300,000	111	HUNTSVILLE	\$16,200,000	111	SAVANNAH	\$21,100,000
112	DAVENPORT - R. ISL - MOLINE	\$11,200,000	112	SOUTH BEND	\$16,100,000	112	HUNTSVILLE	\$20,900,000
113	PEORIA	\$11,200,000	113	LAFAYETTE, LA	\$15,900,000	113	APPLETON-OSHKOSH	\$20,900,000
114	J. CITY - KINGSPT - BRISTOL	\$11,100,000	114	J. CITY - KINGSPT - BRISTOL	\$15,700,000	114	SOUTH BEND	\$20,600,000
115	FLINT	\$11,000,000	115	FLINT	\$15,700,000	115	J. CITY - KINGSPT- BRISTOL	\$20,400,000
116	APPLETON-OSHKOSH	\$10,600,000	116	APPLETON-OSHKOSH	\$15,700,000	116	PRTSMTH - DOVER - ROCH.	\$20,400,000
117	MONTGOMERY	\$10,500,000	117	SHREVEPORT	\$15,600,000	117	SHREVEPORT	\$20,100,000
118	SHREVEPORT	\$10,500,000	118	PRTSMTH - DOVER - ROCH.	\$15,600,000	118	FLINT	\$19,600,000
119	SOUTH BEND	\$10,500,000	119	PEORIA	\$15,400,000	119	PEORIA	\$19,600,000
120	SAVANNAH	\$10,400,000	120	MONTGOMERY	\$15,100,000	120	MONTGOMERY	\$19,600,000
121	FAYETTEVILLE, NC	\$10,000,000	121	DAVENPORT - R. ISL - MOLINE	\$14,800,000	121	CEDAR RAPIDS	\$19,600,000
122	CAPE COD, MA	\$9,900,000	122	CEDAR RAPIDS	\$14,800,000	122	DAVENPORT-R. ISL. - MOLINE	\$19,000,000
123	GAINESVILLE-OCALA, FL	\$9,800,000	123	ANCHORAGE	\$14,700,000	123	GREEN BAY	\$18,800,000
124	LINCOLN	\$9,800,000	124	WORCESTER	\$14,100,000	124	ANCHORAGE	\$18,500,000
125	SALISBURY-OCEAN CITY	\$9,700,000	125	GREEN BAY	\$14,100,000	125	GAINESVILLE-OCALA, FL	\$18,400,000
126	CEDAR RAPIDS	\$9,300,000	126	CAPE COD, MA	\$13,800,000	126	LINCOLN	\$17,900,000
127	GREEN BAY	\$9,300,000	127	GAINESVILLE-OCALA, FL	\$13,800,000	127	WORCESTER	\$17,700,000
128	CORPUS CHRISTI	\$9,200,000	128	LINCOLN	\$13,700,000	128	CAPE COD, MA	\$17,700,000
129	EUGENE	\$9,200,000	129	ROCKFORD	\$13,700,000	129	ROCKFORD	\$17,600,000
130	MACON	\$9,100,000	130	SALISBURY-OCEAN CITY	\$13,300,000	130	SALISBURY-OCEAN CITY	\$17,000,000
131	KALAMAZOO	\$9,000,000	131	CORPUS CHRISTI	\$13,000,000	131	FARGO	\$17,000,000
132	CHARLESTON, WV	\$8,900,000	132	MANCHESTER	\$12,900,000	132	WILMINGTON, NC	\$16,800,000
133	LAFAYETTE, LA	\$8,900,000	133	BEAUMONT-PORT ARTHUR	\$12,800,000	133	CORPUS CHRISTI	\$16,600,000
134	OXNARD - VENTURA	\$8,900,000	134	CHARLESTON, WV	\$12,700,000	134	PENSACOLA	\$16,600,000
135	PRTSMTH - DOVER - ROCH.	\$8,900,000	135	FARGO	\$12,700,000	135	MANCHESTER	\$16,500,000
136	CANTON	\$8,800,000	136	MACON	\$12,500,000	136	BEAUMONT-PORT ARTHUR	\$16,200,000
137	SPRINGFIELD, IL	\$8,800,000	137	KALAMAZOO	\$12,500,000	137	MACON	\$16,200,000
138	FARGO	\$8,400,000	138	CANTON	\$12,500,000	138	CHARLESTON, WV	\$16,100,000
139	TALLAHASSEE	\$8,300,000	139	OXNARD - VENTURA	\$12,200,000	139	KALAMAZOO	\$16,100,000
140	BEAUMONT-PORT ARTHUR	\$8,000,000	140	PENSACOLA	\$12,000,000	140	CANTON	\$15,800,000
141	COLUMBUS, GA	\$8,000,000	141	TALLAHASSEE	\$11,900,000	141	OXNARD - VENTURA	\$15,800,000
142	LANCASTER	\$8,000,000	142	SANTA ROSA	\$11,900,000	142	SANTA ROSA	\$15,400,000
143	ROCKFORD	\$7,900,000	143	LANCASTER	\$11,800,000	143	LANCASTER	\$15,400,000
144	UTICA - ROME	\$7,900,000	144	SPRINGFIELD, IL	\$11,700,000	144	TALLAHASSEE	\$15,300,000
145	STOCKTON	\$7,800,000	145	WILMINGTON, NC	\$11,600,000	145	EUGENE	\$15,000,000
146	BINGHAMTON	\$7,700,000	146	EUGENE	\$11,400,000	146	SPRINGFIELD, IL	\$14,600,000
147	SANTA BARBARA, CA	\$7,700,000	147	LUBBOCK	\$11,400,000	147	COLUMBUS, GA	\$14,500,000

Markets Ranked by Revenue: 1994, 1999, 2004

Rank	Market	1994	Rank	Market	1999	Rank	Market	2004
148	BURLINGTON, VT	\$7,400,000	148	COLUMBUS, GA	\$11,300,000	148	LUBBOCK	\$14,200,000
149	SANTA ROSA	\$7,400,000	149	SANTA BARBARA, CA	\$10,900,000	149	SANTA BARBARA, CA	\$14,000,000
150	LUBBOCK	\$7,300,000	150	UTICA - ROME	\$10,700,000	150	STOCKTON	\$13,500,000
151	MANCHESTER	\$7,200,000	151	STOCKTON	\$10,400,000	151	UTICA - ROME	\$13,100,000
152	SIOUX FALLS	\$7,200,000	152	BURLINGTON, VT	\$10,000,000	152	ODESSA - MIDLAND, TX	\$12,800,000
153	HUNTINGTON, WV	\$6,900,000	153	ODESSA - MIDLAND, TX	\$9,800,000	153	BURLINGTON, VT	\$12,600,000
154	ERIE	\$6,800,000	154	BINGHAMTON	\$9,700,000	154	ASHEVILLE	\$12,500,000
155	WACO	\$6,700,000	155	HUNTINGTON, WV	\$9,600,000	155	ERIE	\$12,400,000
156	ODESSA - MIDLAND, TX	\$6,500,000	156	ERIE	\$9,600,000	156	SIOUX FALLS	\$12,300,000
157	AMARILLO	\$6,200,000	157	ASHEVILLE	\$9,400,000	157	HUNTINGTON, WV	\$11,900,000
158	PANAMA CITY, FL	\$6,200,000	158	SIOUX FALLS	\$9,300,000	158	BINGHAMTON	\$11,700,000
159	TOPEKA	\$6,200,000	159	AMARILLO	\$9,100,000	159	AMARILLO	\$11,700,000
160	ASHEVILLE	\$6,100,000	160	TOPEKA	\$9,000,000	160	PANAMA CITY, FL	\$11,600,000
161	WHEELING	\$5,800,000	161	PANAMA CITY, FL	\$8,800,000	161	TOPEKA	\$11,400,000
162	BLOOMINGTON, IL	\$5,600,000	162	WACO	\$8,700,000	162	BLOOMINGTON, IL	\$11,200,000
163	WILMINGTON, NC	\$5,500,000	163	BLOOMINGTON, IL	\$8,500,000	163	WACO	\$11,100,000
164	JOHNSTOWN, PA	\$5,400,000	164	LAFAYETTE, IN	\$8,000,000	164	LAFAYETTE, IN	\$10,500,000
165	BILLINGS	\$5,100,000	165	WHEELING	\$7,900,000	165	WHEELING	\$9,600,000
166	CHARLOTTESVILLE, VA	\$5,100,000	166	BILLINGS	\$7,200,000	166	CHARLOTTESVILLE, VA	\$9,300,000
167	DULUTH	\$5,100,000	167	CHARLOTTESVILLE, VA	\$7,200,000	167	BILLINGS	\$9,200,000
168	LAFAYETTE, IN	\$5,000,000	168	DULUTH	\$7,100,000	168	WATERLOO - CEDAR FALLS	\$9,200,000
169	WATERLOO - CEDAR FALLS	\$4,900,000	169	WATERLOO - CEDAR FALLS	\$7,100,000	169	DULUTH	\$8,900,000
170	ALTOONA	\$4,700,000	170	JOHNSTOWN, PA	\$7,000,000	170	JOHNSTOWN, PA	\$8,900,000
171	TERRE HAUTE	\$4,500,000	171	TERRE HAUTE	\$6,400,000	171	TERRE HAUTE	\$8,100,000
172	BISMARCK, ND	\$4,000,000	172	ALTOONA	\$6,300,000	172	ALTOONA	\$8,100,000
173	PENSACOLA	N/A	173	BISMARCK, ND	\$6,000,000	173	BISMARCK, ND	\$8,100,000

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.

1999 ARB Rank:	36	1999 Revenue:	\$40,000,000	Manager's Market Ranking (current):	4.2
1999 MSA Rank:	40	Rev per Share Point:	\$437,093 92.2	Manager's Market Ranking (future):	4.4
1999 DMA Rank:	24	Population per Station:	58,018 17		
1999 Rev Rank:	32 of 173	1999 Revenue Change:	6.1	Five-year revenue gain % (94-99):	50.7

The 1999 Arbitron market rank for this city is number 36. The universe for this ranking is the 276 markets for which Arbitron issues a ratings report. The MSA or Metropolitan Statistical Area is the official U.S. government market designation. The DMA is Nielsen's TV market designation. Many markets are in "hyphenated" DMA's or they are not named in the DMA designation. When this occurred I did not list the rank number, but instead referred the reader to the major city in the DMA.

The 1999 Revenue Rank shows this market's rank among the 173 markets that are covered in this report.

The 1999 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 that can be found on the left-hand side of the page and about halfway down the page. Directly to the right of the Revenue figure are the Available Share Points; that figure can also be found 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 that were listed in the metro in the latest Arbitron. That figure appears directly to the right of the Population per Station number and 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 managers and sales managers. One of the questions was "On a scale below how would you rate your market as it stands today".

Awful Radio Market		Average Radio Market		Super Radio Market
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 into the future – 2004.

These descriptions are fairly subjective. They are based upon my opinions about the consolidation which has occurred in the market as reflected by revenue and audience shares and the number of owners. Also considered was my opinion of the likelihood of further details in the near future.

New in 2000: Five-year revenue gain % (94-99). We're pleased to offer this new gauge on the radio industry's longer-term growth. The last five years have shown phenomenal growth in radio revenue. Revenues in eight markets have more than doubled during those five years. Many other markets have had gains over 50% or more during the period.

REVENUE HISTORY AND PROJECTIONS:

	94	95	96	97	98	99	00	01	02	03	04	
Duncan Revenue Estimate:	25.0	27.0	29.3	33.0	38.0	40.3						
Yearly Growth Rate (94-99):	10.1% (assigned future growth rate of 8.7%)											
Projected Revenue Estimates:							43.8	47.6	51.9	56.3	61.2	
Revenue Per Capita:		21.19	22.88	25.08	27.73	31.67	33.31					
Yearly Growth Rate (94-99):	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 % (94-99):	.00438%											
Resulting Revenue Estimate:							43.3	47.3	51.2	54.3	57.8	
							MEAN REVENUE ESTIMATE					
							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 1994, 1995, 1996, 1997, 1998 and 1999 combined and projected out to 2004; 2) revenue per capita figures from 1994 to 1999 projected to 2004; 3) revenue as a percentage of retail sales projected through 2004.

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

Duncan's Media Revenue Estimate: As we all know, the FCC got out of the revenue reporting business after 1980. Thus, all of the revenue figures

America's Highest Billing Market Portfolios

	Group Owner	Market	Combined Revenue		Group Owner	Market	Combined Revenue
1	CBS/Infinity	New York	\$260,300,000	26	Clear Channel	Minneapolis - St.Paul	\$62,700,000
2	CBS/Infinity	Los Angeles	\$255,500,000	27	Clear Channel	Cincinnati	\$61,360,000
3	Clear Channel	Los Angeles	\$235,300,000	28	Clear Channel	Miami - Ft.Lauderdale	\$58,450,000
4	CBS/Infinity	Chicago	\$188,575,000	29	Clear Channel	Tampa - Saint Pete	\$56,790,000
5	Clear Channel	New York	\$152,800,000	30	Clear Channel	Atlanta	\$56,200,000
6	Clear Channel	Chicago	\$129,350,000	31	Greater Media	Boston	\$55,300,000
7	CBS/Infinity	Boston	\$126,700,000	32	ABC	New York	\$53,900,000
8	Clear Channel	Houston	\$120,200,000	33	Spanish Bcg.	New York	\$53,800,000
9	CBS/Infinity	Dallas - Fort Worth	\$104,075,000	34	Entercom	Boston	\$53,100,000
10	CBS/Infinity	Philadelphia	\$100,500,000	35	Clear Channel	Cleveland	\$52,725,000
11	Clear Channel	San Francisco	\$97,100,000	36	ABC	San Francisco	\$51,050,000
12	CBS/Infinity	San Francisco	\$93,800,000	37	CBS/Infinity	Baltimore	\$50,325,000
13	Emmis	New York	\$88,100,000	38	ABC	Los Angeles	\$49,550,000
14	Clear Channel	Washington, DC	\$86,200,000	39	Cox Radio	Miami - Ft. Lauderdale	\$49,350,000
15	Entercom	Seattle - Tacoma	\$83,540,000	40	CBS/Infinity	Atlanta	\$49,100,000
16	Clear Channel	Philadelphia	\$83,300,000	41	Bonneville	Chicago	\$48,775,000
17	Clear Channel	Dallas - Fort Worth	\$82,475,000	42	CBS/Infinity	Saint Louis	\$48,600,000
18	CBS/Infinity	Washington, DC	\$81,600,000	43	ABC	Washington, DC	\$48,500,000
19	Clear Channel	Denver	\$81,550,000	44	Emmis	Saint Louis	\$48,420,000
20	Cox Radio	Atlanta	\$79,500,000	45	Clear Channel	Boston	\$48,250,000
21	Clear Channel	Detroit	\$77,000,000	46	Entercom	Kansas City	\$48,150,000
22	Hispanic	Los Angeles	\$76,700,000	47	Bonneville	San Francisco	\$47,400,000
23	CBS/Infinity	Detroit	\$75,600,000	48	ABC Inc.	Dallas - Fort Worth	\$45,600,000
24	Susquehanna	San Francisco	\$73,300,000	49	Bonneville	Washington, DC	\$43,900,000
25	Clear Channel	Phoenix	\$70,200,000	50	CBS/Infinity	Minneapolis - St.Paul	\$42,300,000

Consolidated Competition: Group Owners and Their Market Portfolios

This year's Market Guide provides comprehensive information on nearly 500 Market Entities in 173 markets--including breakdowns of each entity's local-market revenue and revenue share. By analyzing this information across markets, the following picture emerges of radio competition.

Where's the competition? The majority (113) of our 173 markets each have between five and nine Market Entities. Ten markets have between 10-to-14 Market Entities, and 26 markets have four Entities.

Our research also finds 13 markets with three Entities and four markets

with two Entities. That leaves seven markets for which we have incomplete data.

And who's competing? Radio-market competition is still quite diverse. More than 400 station owners compete in one of the 173 markets covered by the Market Guide. Only four group owners, Clear Channel, CBS/Infinity, Cumulus and Citadel, have a presence in 30 or more markets. Seven groups have a presence in 10-to-20 markets, 20 owners have a presence in 5-to-9 markets and 46 owners have a presence in two-to-four markets.

Market Portfolios with the Highest Revenue Shares

Group Owner	Market	1999 Revenue	Rev. share %	Group Owner	Market	1999 Revenue	Rev. share %		
1	Citadel	Bloomington, IL	\$7,135,000	83.9	27	Cox Radio	Syracuse	\$15,405,000	51.4
2	Sconnix	Davenport-Rock Island	\$11,795,000	79.7		Cumulus Media	Waterloo - Cedar Falls	\$3,650,000	51.4
3	Clear Channel	Huntington - Ashland	\$7,420,000	77.3	29	Delmarva Bcg.	Wilmington, DE	\$10,900,000	51.2
4	Clear Channel	Asheville	\$7,000,000	74.5	30	Rubber City Radio	Akron	\$10,700,000	50.7
5	Citadel	Lansing	\$14,420,000	72.1	31	Citadel	Modesto	\$10,270,000	50.6
6	Clear Channel	Wheeling	\$5,390,000	68.2		Marathon Media	Billings, MT	\$3,640,000	50.6
7	Citadel	Saginaw - Bay City	\$11,310,000	66.9	33	Clear Channel	Cincinnati	\$61,360,000	50.2
8	NextMedia	Erie	\$6,270,000	65.3	34	Clear Channel	Richmond	\$24,037,000	50.0
9	U.S. Broadcasting, LP	Macon	\$7,914,000	63.3		Clear Channel	Cedar Rapids	\$7,400,000	50.0
10	Forever Broadcasting	Altoona	\$3,830,000	60.8	36	Clear Channel	Honolulu	\$11,680,000	49.7
11	Saga	Manchester	\$7,580,000	58.8		Cumulus Media	Columbus, GA	\$5,615,000	49.7
	Citadel	Binghamton	\$5,700,000	58.8	38	Clear Channel	Beaumont - Port Arthur	\$6,345,000	49.6
13	Beasley Broadcast	Fayetteville, NC	\$11,060,000	58.5	39	Radio Works	Rockford	\$6,765,000	49.4
14	Midwest Commun.	Green Bay	\$8,150,000	57.8	40	Urban Radio	Pensacola	\$5,900,000	49.2
15	Regent	Utica - Rome	\$6,135,000	57.3	41	Clear Channel	Cleveland	\$52,725,000	49.0
16	Clear Channel	Waco, TX	\$4,950,000	56.9	42	Cumulus Media	Youngstown	\$10,155,000	48.9
17	Entercom	Kansas City	\$48,150,000	56.6	43	Clear Channel	Allentown - Bethlehem	\$12,970,000	48.8
18	Clear Channel	Portsmouth - Dover	\$8,820,000	56.5	44	Clear Channel	Tampa - St.Petersburg	\$56,790,000	48.5
19	Clear Channel	Worcester	\$7,850,000	55.7	45	Clear Channel	Huntsville	\$7,825,000	48.3
20	Clear Channel	Santa Barbara, CA	\$6,060,000	55.6	46	Cumulus Media	Flint	\$7,570,000	48.2
21	Cumulus Media	Wilmington, NC	\$6,330,000	54.6	47	Cumulus Media	Montgomery	\$7,270,000	48.1
22	Clear Channel	Louisville	\$26,425,000	53.6	48	Saga	Springfield, IL	\$5,600,000	47.9
23	Citadel	Albuquerque	\$19,780,000	52.9	49	Clear Channel	Denver	\$81,550,000	47.7
24	Clear Channel	Manchester	\$6,800,000	52.7	50	Cumulus Media	Toledo	\$13,925,000	47.7
25	Federated Media	Fort Wayne	\$11,525,000	52.6	51	Beaverkettle Co.	Canton	\$5,950,000	47.6
26	Clear Channel	Roanoke - Lynchburg	\$10,690,000	51.6					

Estimated Radio Revenue by Market: 1994, 1999, 2004

New in 2000: Five-year Revenue Growth

This year, we've introduced a new gauge of radio's continued vitality: a tally of five-year revenue growth rates. This tally of revenue growth is cataloged here, as well as in the topmost section of each Individual Market Report. Revenues in eight markets have more than doubled during those five years, including Las Vegas, which was up 117.9% for the period.

Market	1994	1999	Five-Year % Growth (94-99)	2004	Five-Year % Growth (99-04)
AKRON	\$14,000,000	\$21,100,000	50.7	\$27,400,000	29.9
ALBANY-SCHENECTADY-TROY	\$24,500,000	\$37,500,000	53.1	\$47,800,000	27.5
ALBUQUERQUE	\$24,000,000	\$37,400,000	55.8	\$53,200,000	42.2
ALLENTOWN-BETHLEHEM	\$18,700,000	\$26,600,000	42.2	\$33,800,000	27.1
ALTOONA	\$4,700,000	\$6,300,000	34.0	\$8,100,000	28.6
AMARILLO	\$6,200,000	\$9,100,000	46.8	\$11,700,000	28.6
ANCHORAGE	\$13,000,000	\$14,700,000	13.1	\$18,500,000	25.9
APPLETON-OSHKOSH	\$10,600,000	\$15,700,000	48.1	\$20,900,000	33.1
ASHEVILLE	\$6,100,000	\$9,400,000	54.1	\$12,500,000	33.0
ATLANTA	\$149,600,000	\$315,200,000	110.7	\$449,200,000	42.5
ATLANTIC CITY/CAPE MAY	\$12,700,000	\$17,400,000	37.0	\$21,700,000	24.7
AUGUSTA, GA	\$12,900,000	\$16,800,000	30.2	\$21,800,000	29.8
AUSTIN	\$36,100,000	\$76,400,000	111.6	\$114,500,000	49.9
BAKERSFIELD	\$14,200,000	\$19,200,000	35.2	\$24,700,000	28.6
BALTIMORE	\$71,100,000	\$119,400,000	67.9	\$161,100,000	34.9
BATON ROUGE	\$17,500,000	\$26,900,000	53.7	\$36,400,000	35.3
BEAUMONT-PORT ARTHUR	\$8,000,000	\$12,800,000	60.0	\$16,200,000	26.6
BILLINGS	\$5,100,000	\$7,200,000	41.2	\$9,200,000	27.8
BINGHAMTON	\$7,700,000	\$9,700,000	26.0	\$11,700,000	20.6
BIRMINGHAM	\$29,900,000	\$44,000,000	47.2	\$59,700,000	35.7
BISMARCK, ND	\$4,000,000	\$6,000,000	50.0	\$8,100,000	35.0
BLOOMINGTON, IL	\$5,600,000	\$8,500,000	51.8	\$11,200,000	31.8
BOISE	\$12,000,000	\$19,200,000	60.0	\$27,700,000	44.3
BOSTON	\$158,000,000	\$296,700,000	87.8	\$391,100,000	31.8
BRIDGEPORT (Fairfield County)	\$24,500,000	\$32,700,000	33.5	\$42,700,000	30.6
BUFFALO	\$35,300,000	\$52,100,000	47.6	\$66,200,000	27.1
BURLINGTON, VT	\$7,400,000	\$10,000,000	35.1	\$12,600,000	26.0
CANTON	\$8,800,000	\$12,500,000	42.0	\$15,800,000	26.4
CAPE COD, MA	\$9,900,000	\$13,800,000	39.4	\$17,700,000	28.3
CEDAR RAPIDS	\$9,300,000	\$14,800,000	59.1	\$19,600,000	32.4
CHARLESTON, SC	\$13,400,000	\$20,400,000	52.2	\$26,100,000	27.9
CHARLESTON, WV	\$8,900,000	\$12,700,000	42.7	\$16,100,000	26.8
CHARLOTTE	\$47,900,000	\$105,900,000	121.1	\$152,900,000	44.4
CHARLOTTESVILLE, VA	\$5,100,000	\$7,200,000	41.2	\$9,300,000	29.2
CHATTANOOGA	\$15,600,000	\$21,100,000	35.3	\$28,200,000	33.6
CHICAGO	\$296,000,000	\$519,000,000	75.3	\$686,300,000	32.2
CINCINNATI	\$69,000,000	\$122,300,000	77.2	\$165,600,000	35.4
CLEVELAND	\$68,600,000	\$107,700,000	57.0	\$143,100,000	32.9
COLORADO SPRINGS	\$13,300,000	\$21,700,000	63.2	\$29,800,000	37.3
COLUMBIA, SC	\$18,800,000	\$27,100,000	44.1	\$36,400,000	34.3
COLUMBUS, GA	\$8,000,000	\$11,300,000	41.3	\$14,500,000	28.3
COLUMBUS, OH	\$55,500,000	\$90,000,000	62.2	\$125,000,000	38.9
CORPUS CHRISTI	\$9,200,000	\$13,000,000	41.3	\$16,600,000	27.7
DALLAS - FORT WORTH	\$180,000,000	\$332,100,000	84.5	\$468,100,000	41.0
DAVENPORT - ROCK ISLAND - MOLINE	\$11,200,000	\$14,800,000	32.1	\$19,000,000	28.4
DAYTON	\$27,200,000	\$38,600,000	41.9	\$49,900,000	29.3
DENVER	\$92,400,000	\$171,100,000	85.2	\$242,000,000	41.4
DES MOINES	\$19,000,000	\$25,400,000	33.7	\$34,900,000	37.4
DETROIT	\$153,000,000	\$237,200,000	55.0	\$307,500,000	29.6
DULUTH	\$5,100,000	\$7,100,000	39.2	\$8,900,000	25.4
EL PASO	\$15,000,000	\$20,800,000	38.7	\$27,600,000	32.7
ERIE	\$6,800,000	\$9,600,000	41.2	\$12,400,000	29.2
EUGENE	\$9,200,000	\$11,400,000	23.9	\$15,000,000	31.6
EVANSVILLE	\$12,400,000	\$17,600,000	41.9	\$22,800,000	29.5
FARGO	\$8,400,000	\$12,700,000	51.2	\$17,000,000	33.9
FAYETTEVILLE, NC	\$10,000,000	\$18,900,000	89.0	\$25,300,000	33.9
FLINT	\$11,000,000	\$15,700,000	42.7	\$19,600,000	24.8
FORT MYERS - NAPLES, FL	\$17,300,000	\$27,600,000	59.5	\$38,400,000	39.1
FORT WAYNE	\$14,500,000	\$21,900,000	51.0	\$29,300,000	33.8
FRESNO	\$24,000,000	\$33,800,000	40.8	\$44,500,000	31.7
GAINESVILLE-OCALA, FL	\$9,800,000	\$13,800,000	40.8	\$18,400,000	33.3
GRAND RAPIDS	\$27,600,000	\$39,700,000	43.8	\$54,000,000	36.0
GREEN BAY	\$9,300,000	\$14,100,000	51.6	\$18,800,000	33.3
GREENSBORO-WINSTON SALEM	\$27,600,000	\$44,200,000	60.1	\$59,600,000	34.8
GREENVILLE-NEW BERN-JVILLE	\$11,500,000	\$22,500,000	95.7	\$30,400,000	35.1



Estimated Radio Revenue by Market: 1994, 1999, 2004

Market	1994	1999	Five-Year % Growth (94-99)	2004	Five-Year % Growth (99-04)
GREENVILLE-SPARTANBURG	\$25,000,000	\$37,600,000	50.4	\$51,800,000	37.8
GREENSBURG	\$18,200,000	\$26,700,000	46.7	\$34,300,000	28.5
GRIFFIN	\$42,300,000	\$72,700,000	71.9	\$92,700,000	27.5
HONOLULU	\$21,200,000	\$23,500,000	10.8	\$28,700,000	22.1
HOUSTON	\$161,200,000	\$292,000,000	81.1	\$400,700,000	37.2
HUNTINGTON, WV	\$6,900,000	\$9,600,000	39.1	\$11,900,000	24.0
HUNTSVILLE	\$11,700,000	\$16,200,000	38.5	\$20,900,000	29.0
INDIANAPOLIS	\$55,900,000	\$85,100,000	52.2	\$112,600,000	32.3
JACKSON, MS	\$13,200,000	\$17,600,000	33.3	\$23,300,000	32.4
JACKSONVILLE	\$32,300,000	\$50,100,000	55.1	\$71,400,000	42.5
JOHNSON CITY - KINGSPOORT - BRISTOL	\$11,100,000	\$15,700,000	41.4	\$20,400,000	29.9
JOHNSTOWN, PA	\$5,400,000	\$7,000,000	29.6	\$8,900,000	27.1
KALAMAZOO	\$9,000,000	\$12,500,000	38.9	\$16,100,000	28.8
KANSAS CITY	\$48,400,000	\$85,000,000	75.6	\$115,100,000	35.4
KNOXVILLE	\$19,900,000	\$32,700,000	64.3	\$44,400,000	35.8
LAFAYETTE, IN	\$5,000,000	\$8,000,000	60.0	\$10,500,000	31.3
LAFAYETTE, LA	\$8,900,000	\$15,900,000	78.7	\$22,000,000	38.4
LANCASTER	\$8,000,000	\$11,800,000	47.5	\$15,400,000	30.5
LANSING	\$14,000,000	\$20,000,000	42.9	\$26,000,000	30.0
LAS VEGAS	\$33,000,000	\$71,900,000	117.9	\$108,600,000	51.0
LEXINGTON	\$15,900,000	\$23,000,000	44.7	\$30,600,000	33.0
LINCOLN	\$9,800,000	\$13,700,000	39.8	\$17,900,000	30.7
LITTLE ROCK	\$16,300,000	\$25,100,000	54.0	\$33,100,000	31.9
LOS ANGELES	\$476,100,000	\$790,000,000	65.9	\$1,013,200,000	28.3
LOUISVILLE	\$31,000,000	\$49,300,000	59.0	\$64,400,000	30.6
LUBBOCK	\$7,300,000	\$11,400,000	56.2	\$14,200,000	24.6
MACON	\$9,100,000	\$12,500,000	37.4	\$16,200,000	29.6
MADISON	\$17,000,000	\$27,300,000	60.6	\$36,300,000	33.0
MANCHESTER	\$7,200,000	\$12,900,000	79.2	\$16,500,000	27.9
McALLEN - BROWNSVILLE	\$14,700,000	\$20,900,000	42.2	\$27,800,000	33.0
MEMPHIS	\$36,900,000	\$56,800,000	53.9	\$74,500,000	31.2
MIAMI - FT. LAUDERDALE	\$144,000,000	\$235,100,000	63.3	\$306,500,000	30.4
MILWAUKEE	\$51,500,000	\$76,000,000	47.6	\$98,600,000	29.7
MINNEAPOLIS - ST. PAUL	\$95,500,000	\$162,500,000	70.2	\$222,000,000	36.6
MOBILE	\$12,600,000	\$19,300,000	53.2	\$25,600,000	32.6
MODESTO	\$13,100,000	\$20,300,000	55.0	\$26,700,000	31.5
MONTEREY - SALINAS - SANTA CRUZ	\$13,000,000	\$17,500,000	34.6	\$22,300,000	27.4
MONTGOMERY	\$10,500,000	\$15,100,000	43.8	\$19,600,000	29.8
NASHVILLE	\$42,400,000	\$68,100,000	60.6	\$93,100,000	36.7
NASSAU - SUFFOLK	\$35,100,000	\$47,500,000	35.3	\$57,400,000	20.8
NEW HAVEN	\$13,900,000	\$18,700,000	34.5	\$23,000,000	23.0
NEW ORLEANS	\$38,600,000	\$59,500,000	54.1	\$77,000,000	29.4
NEW YORK	\$401,200,000	\$708,200,000	76.5	\$935,400,000	32.1
NORFOLK	\$40,600,000	\$52,500,000	29.3	\$66,600,000	26.9
ODESSA - MIDLAND, TX	\$6,500,000	\$9,800,000	50.8	\$12,800,000	30.6
OKLAHOMA CITY	\$30,200,000	\$43,600,000	44.4	\$56,800,000	30.3
OMAHA	\$26,900,000	\$36,500,000	35.7	\$50,500,000	38.4
ORLANDO	\$57,000,000	\$105,500,000	85.1	\$149,200,000	41.4
OXNARD - VENTURA	\$8,900,000	\$12,200,000	37.1	\$15,800,000	29.5
PANAMA CITY, FL	\$6,200,000	\$8,800,000	41.9	\$11,600,000	31.8
PENSACOLA	N/A	\$12,000,000	N/A	\$16,600,000	38.3
PEORIA	\$11,200,000	\$15,400,000	37.5	\$19,600,000	27.3
PHILADELPHIA	\$168,100,000	\$286,400,000	70.4	\$360,300,000	25.8
PHOENIX	\$84,000,000	\$164,000,000	95.2	\$232,800,000	42.0
PITTSBURGH	\$65,400,000	\$100,300,000	53.4	\$127,300,000	26.9
PORTLAND, ME	\$12,500,000	\$18,800,000	50.4	\$23,800,000	26.6
PORTLAND, OR	\$64,600,000	\$111,700,000	72.9	\$156,500,000	40.1
PORTSMOUTH - DOVER - ROCHESTER	\$8,900,000	\$15,600,000	75.3	\$20,400,000	30.8
PROVIDENCE	\$31,600,000	\$48,100,000	52.2	\$60,600,000	26.0
RALEIGH-DURHAM	\$34,500,000	\$74,700,000	116.5	\$108,900,000	45.8
RENO	\$11,400,000	\$19,600,000	71.9	\$26,700,000	36.2
RICHMOND	\$34,000,000	\$48,100,000	41.5	\$62,200,000	29.3
RIVERSIDE - SAN BERNARDINO	\$21,200,000	\$34,300,000	61.8	\$45,300,000	32.1
ROANOKE - LYNCHBURG	\$14,100,000	\$20,700,000	46.8	\$26,900,000	30.0
ROCHESTER, NY	\$28,200,000	\$40,200,000	42.6	\$51,200,000	27.4
ROCKFORD	\$7,900,000	\$13,700,000	73.4	\$17,600,000	28.5
SACRAMENTO	\$63,200,000	\$92,800,000	46.8	\$125,400,000	35.1
SAGINAW - BAY CITY - MIDLAND	\$12,800,000	\$16,900,000	32.0	\$21,700,000	28.4
SAINT LOUIS	\$82,900,000	\$128,500,000	55.0	\$163,700,000	27.4
SALISBURY-OCEAN CITY	\$9,700,000	\$13,300,000	37.1	\$17,000,000	27.8
SALT LAKE CITY	\$39,900,000	\$80,000,000	100.5	\$112,100,000	40.1
SAN ANTONIO	\$52,700,000	\$80,600,000	52.9	\$110,600,000	37.2
SAN DIEGO	\$99,000,000	\$154,300,000	55.9	\$203,500,000	31.9

Estimated Radio Revenue by Market: 1994, 1999, 2004

Market	1994	1999	Five-Year % Growth (94-99)	2004	Five-Year % Growth (99-04)
SAN FRANCISCO	\$187,000,000	\$406,200,000	117.2	\$534,200,000	31.5
SAN JOSE	\$35,900,000	\$55,000,000	53.2	\$75,700,000	37.6
SANTA BARBARA, CA	\$7,700,000	\$10,900,000	41.6	\$14,000,000	28.4
SANTA ROSA	\$7,400,000	\$11,900,000	60.8	\$15,400,000	29.4
SAVANNAH	\$10,400,000	\$16,500,000	58.7	\$21,100,000	27.9
SEATTLE	\$114,000,000	\$210,800,000	84.9	\$283,400,000	34.4
SHREVEPORT	\$10,500,000	\$15,600,000	48.6	\$20,100,000	28.8
SIoux FALLS	\$7,200,000	\$9,300,000	29.2	\$12,300,000	32.3
SOUTH BEND	\$10,500,000	\$16,100,000	53.3	\$20,600,000	28.0
SPOKANE	\$12,700,000	\$18,800,000	48.0	\$23,900,000	27.1
SPRINGFIELD, IL	\$8,800,000	\$11,700,000	33.0	\$14,600,000	24.8
SPRINGFIELD, MA	\$14,100,000	\$18,200,000	29.1	\$22,500,000	23.6
SPRINGFIELD, MO	\$12,000,000	\$18,400,000	53.3	\$24,300,000	32.1
STOCKTON	\$7,800,000	\$10,400,000	33.3	\$13,500,000	29.8
SYRACUSE	\$19,300,000	\$30,000,000	55.4	\$37,600,000	25.3
TALLAHASSEE	\$8,300,000	\$11,900,000	43.4	\$15,300,000	28.6
TAMPA - ST. PETERSBURG	\$73,000,000	\$117,000,000	60.3	\$161,900,000	38.4
TERRE HAUTE	\$4,500,000	\$6,400,000	42.2	\$8,100,000	26.6
TOLEDO	\$17,800,000	\$29,200,000	64.0	\$38,300,000	31.2
TOPEKA	\$6,200,000	\$9,000,000	45.2	\$11,400,000	26.7
TUCSON	\$24,500,000	\$39,800,000	62.4	\$53,000,000	33.2
TULSA	\$26,800,000	\$40,700,000	51.9	\$54,900,000	34.9
UTICA - ROME	\$7,900,000	\$10,700,000	35.4	\$13,100,000	22.4
WACO	\$6,700,000	\$8,700,000	29.9	\$11,100,000	27.6
WASHINGTON, DC	\$184,000,000	\$319,400,000	73.6	\$420,400,000	31.6
WATERLOO - CEDAR FALLS	\$4,900,000	\$7,100,000	44.9	\$9,200,000	29.6
WEST PALM BEACH	\$32,800,000	\$50,100,000	52.7	\$69,900,000	39.5
WHEELING	\$5,800,000	\$7,900,000	36.2	\$9,600,000	21.5
WICHITA	\$18,200,000	\$29,000,000	59.3	\$37,400,000	29.0
WILKES BARRE - SCRANTON	\$19,600,000	\$27,700,000	41.3	\$36,100,000	30.3
WILMINGTON, DE	\$13,600,000	\$21,300,000	56.6	\$27,200,000	27.7
WILMINGTON, NC	\$5,500,000	\$11,600,000	110.9	\$16,800,000	44.8
WORCESTER	\$11,300,000	\$14,100,000	24.8	\$17,700,000	25.5
YORK	\$13,400,000	\$19,000,000	41.8	\$23,900,000	25.8
YOUNGSTOWN	\$13,700,000	\$20,800,000	51.8	\$26,700,000	28.4

Markets Ranked by Revenue: 1994, 1999, 2004

Rank	Market	1994	Rank	Market	1999	Rank	Market	2004
1	LOS ANGELES	\$476,100,000	1	LOS ANGELES	\$790,000,000	1	LOS ANGELES	\$1,013,200,000
2	NEW YORK	\$401,200,000	2	NEW YORK	\$708,200,000	2	NEW YORK	\$935,400,000
3	CHICAGO	\$296,000,000	3	CHICAGO	\$519,000,000	3	CHICAGO	\$686,300,000
4	SAN FRANCISCO	\$187,000,000	4	SAN FRANCISCO	\$406,200,000	4	SAN FRANCISCO	\$534,200,000
5	WASHINGTON, DC	\$184,000,000	5	DALLAS - FORT WORTH	\$332,100,000	5	DALLAS - FORT WORTH	\$468,100,000
6	DALLAS - FORT WORTH	\$180,000,000	6	WASHINGTON, DC	\$319,400,000	6	ATLANTA	\$449,200,000
7	PHILADELPHIA	\$168,100,000	7	ATLANTA	\$315,200,000	7	WASHINGTON, DC	\$420,400,000
8	HOUSTON	\$161,200,000	8	BOSTON	\$296,700,000	8	HOUSTON	\$400,700,000
9	BOSTON	\$158,000,000	9	HOUSTON	\$292,000,000	9	BOSTON	\$391,100,000
10	DETROIT	\$153,000,000	10	PHILADELPHIA	\$286,400,000	10	PHILADELPHIA	\$360,300,000
11	ATLANTA	\$149,600,000	11	DETROIT	\$237,200,000	11	DETROIT	\$307,500,000
12	MIAMI - FT. LAUDERDALE	\$144,000,000	12	MIAMI - FT. LAUDERDALE	\$235,100,000	12	MIAMI - FT. LAUDERDALE	\$306,500,000
13	SEATTLE	\$114,000,000	13	SEATTLE	\$210,800,000	13	SEATTLE	\$283,400,000
14	SAN DIEGO	\$99,000,000	14	DENVER	\$171,100,000	14	DENVER	\$242,000,000
15	MINNEAPOLIS - ST. PAUL	\$95,500,000	15	PHOENIX	\$164,000,000	15	PHOENIX	\$232,800,000
16	DENVER	\$92,400,000	16	MINNEAPOLIS - ST. PAUL	\$162,500,000	16	MINNEAPOLIS - ST. PAUL	\$222,000,000
17	PHOENIX	\$84,000,000	17	SAN DIEGO	\$154,300,000	17	SAN DIEGO	\$203,500,000
18	SAINT LOUIS	\$82,900,000	18	SAINT LOUIS	\$128,500,000	18	CINCINNATI	\$165,600,000
19	TAMPA - ST. PETERSBURG	\$73,000,000	19	CINCINNATI	\$122,300,000	19	SAINT LOUIS	\$163,700,000
20	BALTIMORE	\$71,100,000	20	BALTIMORE	\$119,400,000	20	TAMPA - ST. PETERSBURG	\$161,900,000
21	CINCINNATI	\$69,000,000	21	TAMPA - ST. PETERSBURG	\$117,000,000	21	BALTIMORE	\$161,100,000
22	CLEVELAND	\$68,600,000	22	PORTLAND, OR	\$111,700,000	22	PORTLAND, OR	\$156,500,000
23	PITTSBURGH	\$65,400,000	23	CLEVELAND	\$107,700,000	23	CHARLOTTE	\$152,900,000
24	PORTLAND, OR	\$64,600,000	24	CHARLOTTE	\$105,900,000	24	ORLANDO	\$149,200,000
25	SACRAMENTO	\$63,200,000	25	ORLANDO	\$105,500,000	25	CLEVELAND	\$143,100,000
26	ORLANDO	\$57,000,000	26	PITTSBURGH	\$100,300,000	26	PITTSBURGH	\$127,300,000
27	INDIANAPOLIS	\$55,900,000	27	SACRAMENTO	\$92,800,000	27	SACRAMENTO	\$125,400,000
28	COLUMBUS, OH	\$55,500,000	28	COLUMBUS, OH	\$90,000,000	28	COLUMBUS, OH	\$125,000,000
29	SAN ANTONIO	\$52,700,000	29	INDIANAPOLIS	\$85,100,000	29	KANSAS CITY	\$115,100,000
30	MILWAUKEE	\$51,500,000	30	KANSAS CITY	\$85,000,000	30	AUSTIN	\$114,500,000
31	KANSAS CITY	\$48,400,000	31	SAN ANTONIO	\$80,600,000	31	INDIANAPOLIS	\$112,600,000
32	CHARLOTTE	\$47,900,000	32	SALT LAKE CITY	\$80,000,000	32	SALT LAKE CITY	\$112,100,000
33	NASHVILLE	\$42,400,000	33	AUSTIN	\$76,400,000	33	SAN ANTONIO	\$110,600,000
34	HARTFORD	\$42,300,000	34	MILWAUKEE	\$76,000,000	34	RALEIGH-DURHAM	\$108,900,000
35	NORFOLK	\$40,600,000	35	RALEIGH-DURHAM	\$74,700,000	35	LAS VEGAS	\$108,600,000
36	SALT LAKE CITY	\$39,900,000	36	HARTFORD	\$72,700,000	36	MILWAUKEE	\$98,600,000
37	NEW ORLEANS	\$38,600,000	37	LAS VEGAS	\$71,900,000	37	NASHVILLE	\$93,100,000
38	MEMPHIS	\$36,900,000	38	NASHVILLE	\$68,100,000	38	HARTFORD	\$92,700,000
39	AUSTIN	\$36,100,000	39	NEW ORLEANS	\$59,500,000	39	NEW ORLEANS	\$77,000,000
40	SAN JOSE	\$35,900,000	40	MEMPHIS	\$56,800,000	40	SAN JOSE	\$75,700,000
41	BUFFALO	\$35,300,000	41	SAN JOSE	\$55,000,000	41	MEMPHIS	\$74,500,000
42	NASSAU - SUFFOLK	\$35,100,000	42	NORFOLK	\$52,500,000	42	JACKSONVILLE	\$71,400,000
43	RALEIGH-DURHAM	\$34,500,000	43	BUFFALO	\$52,100,000	43	WEST PALM BEACH	\$69,900,000
44	RICHMOND	\$34,000,000	44	WEST PALM BEACH	\$50,100,000	44	NORFOLK	\$66,600,000
45	LAS VEGAS	\$33,000,000	45	JACKSONVILLE	\$50,100,000	45	BUFFALO	\$66,200,000
46	WEST PALM BEACH	\$32,800,000	46	LOUISVILLE	\$49,300,000	46	LOUISVILLE	\$64,400,000
47	JACKSONVILLE	\$32,300,000	47	RICHMOND	\$48,100,000	47	RICHMOND	\$62,200,000
48	PROVIDENCE	\$31,600,000	48	PROVIDENCE	\$48,100,000	48	PROVIDENCE	\$60,600,000
49	LOUISVILLE	\$31,000,000	49	NASSAU - SUFFOLK	\$47,500,000	49	BIRMINGHAM	\$59,700,000
50	OKLAHOMA CITY	\$30,200,000	50	GREENSBORO-W. SALEM	\$44,200,000	50	GREENSBORO-W. SALEM	\$59,600,000
51	BIRMINGHAM	\$29,900,000	51	BIRMINGHAM	\$44,000,000	51	NASSAU - SUFFOLK	\$57,400,000
52	ROCHESTER, NY	\$28,200,000	52	OKLAHOMA CITY	\$43,600,000	52	OKLAHOMA CITY	\$56,800,000
53	GRAND RAPIDS	\$27,600,000	53	TULSA	\$40,700,000	53	TULSA	\$54,900,000
54	GREENSBORO-W. SALEM	\$27,600,000	54	ROCHESTER, NY	\$40,200,000	54	GRAND RAPIDS	\$54,000,000
55	DAYTON	\$27,200,000	55	TUCSON	\$39,800,000	55	ALBUQUERQUE	\$53,200,000
56	OMAHA	\$26,900,000	56	GRAND RAPIDS	\$39,700,000	56	TUCSON	\$53,000,000
57	TULSA	\$26,800,000	57	DAYTON	\$38,600,000	57	GREENVILLE-SPARTANBURG	\$51,800,000
58	GREENVILLE-SPARTANBURG	\$25,000,000	58	GREENVILLE-SPARTANBURG	\$37,600,000	58	ROCHESTER, NY	\$51,200,000
59	ALBANY-SCHENECTADY-TROY	\$24,500,000	59	ALBANY-SCHENECTADY-TROY	\$37,500,000	59	OMAHA	\$50,500,000
60	BRIDGEPORT (Fairfield County)	\$24,500,000	60	ALBUQUERQUE	\$37,400,000	60	DAYTON	\$49,900,000
61	TUCSON	\$24,500,000	61	OMAHA	\$36,500,000	61	ALBANY-SCHENECTADY-TROYS	\$47,800,000
62	ALBUQUERQUE	\$24,000,000	62	RIVERSIDE - SAN BERNARDINOS	\$34,300,000	62	RIVERSIDE - SAN BERNARDINOS	\$45,300,000
63	FRESNO	\$24,000,000	63	FRESNO	\$33,800,000	63	FRESNO	\$44,500,000
64	HONOLULU	\$21,200,000	64	BRIDGEPORT (Fairfield County)	\$32,700,000	64	KNOXVILLE	\$44,400,000
65	RIVERSIDE - SAN BERNARDINOS	\$21,200,000	65	KNOXVILLE	\$32,700,000	65	BRIDGEPORT (Fairfield County)	\$42,700,000
66	KNOXVILLE	\$19,900,000	66	SYRACUSE	\$30,000,000	66	FORT MYERS - NAPLES, FL	\$38,400,000
67	WILKES BARRE - SCRANTON	\$19,600,000	67	TOLEDO	\$29,200,000	67	TOLEDO	\$38,300,000
68	SYRACUSE	\$19,300,000	68	WICHITA	\$29,000,000	68	SYRACUSE	\$37,600,000
69	DES MOINES	\$19,000,000	69	WILKES BARRE - SCRANTON	\$27,700,000	69	WICHITA	\$37,400,000
70	COLUMBIA, SC	\$18,800,000	70	FORT MYERS - NAPLES, FL	\$27,600,000	70	COLUMBIA, SC	\$36,400,000
71	ALLETOWN-BETHLEHEM	\$18,700,000	71	MADISON	\$27,300,000	71	BATON ROUGE	\$36,400,000
72	HARRISBURG	\$18,200,000	72	COLUMBIA, SC	\$27,100,000	72	MADISON	\$36,300,000
73	WICHITA	\$18,200,000	73	BATON ROUGE	\$26,900,000	73	WILKES BARRE - SCRANTON	\$36,100,000
74	TOLEDO	\$17,800,000	74	HARRISBURG	\$26,700,000	74	DES MOINES	\$34,900,000

Markets Ranked by Revenue: 1994, 1999, 2004

Rank	Market	1994	Rank	Market	1999	Rank	Market	2004
75	BATON ROUGE	\$17,500,000	75	ALLENTOWN-BETHLEHEM	\$26,600,000	75	HARRISBURG	\$34,300,000
76	FORT MYERS - NAPLES, FL	\$17,300,000	76	DES MOINES	\$25,400,000	76	ALLENTOWN-BETHLEHEM	\$33,800,000
77	MADISON	\$17,000,000	77	LITTLE ROCK	\$25,100,000	77	LITTLE ROCK	\$33,100,000
78	LITTLE ROCK	\$16,300,000	78	HONOLULU	\$23,500,000	78	LEXINGTON	\$30,600,000
79	LEXINGTON	\$15,900,000	79	LEXINGTON	\$23,000,000	79	G'VILLE-NEW BERN-JACKS	\$30,400,000
80	CHATTANOOGA	\$15,600,000	80	G'VILLE-NEW BERN-JACKS	\$22,500,000	80	COLORADO SPRINGS	\$29,800,000
81	EL PASO	\$15,000,000	81	FORT WAYNE	\$21,900,000	81	FORT WAYNE	\$29,300,000
82	McALLEN - BROWNSVILLE	\$14,700,000	82	COLORADO SPRINGS	\$21,700,000	82	HONOLULU	\$28,700,000
83	FORT WAYNE	\$14,500,000	83	WILMINGTON, DE	\$21,300,000	83	CHATTANOOGA	\$28,200,000
84	BAKERSFIELD	\$14,200,000	84	CHATTANOOGA	\$21,100,000	84	McALLEN - BROWNSVILLE	\$27,800,000
85	ROANOKE - LYNCHBURG	\$14,100,000	85	AKRON	\$21,100,000	85	BOISE	\$27,700,000
86	SPRINGFIELD, MA	\$14,100,000	86	McALLEN - BROWNSVILLE	\$20,900,000	86	EL PASO	\$27,600,000
87	AKRON	\$14,000,000	87	EL PASO	\$20,800,000	87	AKRON	\$27,400,000
88	LANSING	\$14,000,000	88	YOUNGSTOWN	\$20,800,000	88	WILMINGTON, DE	\$27,200,000
89	NEW HAVEN	\$13,900,000	89	ROANOKE - LYNCHBURG	\$20,700,000	89	ROANOKE - LYNCHBURG	\$26,900,000
90	YOUNGSTOWN	\$13,700,000	90	CHARLESTON, SC	\$20,400,000	90	YOUNGSTOWN	\$26,700,000
91	WILMINGTON, DE	\$13,600,000	91	MODESTO	\$20,300,000	91	MODESTO	\$26,700,000
92	CHARLESTON, SC	\$13,400,000	92	LANSING	\$20,000,000	92	RENO	\$26,700,000
93	YORK	\$13,400,000	93	RENO	\$19,600,000	93	CHARLESTON, SC	\$26,100,000
94	COLORADO SPRINGS	\$13,300,000	94	MOBILE	\$19,300,000	94	LANSING	\$26,000,000
95	JACKSON, MS	\$13,200,000	95	BAKERSFIELD	\$19,200,000	95	MOBILE	\$25,600,000
96	MODESTO	\$13,100,000	96	BOISE	\$19,200,000	96	FAYETTEVILLE, NC	\$25,300,000
97	ANCHORAGE	\$13,000,000	97	YORK	\$19,000,000	97	BAKERSFIELD	\$24,700,000
98	MONTEREY -SALINAS -SCRUZ	\$13,000,000	98	FAYETTEVILLE, NC	\$18,900,000	98	SPRINGFIELD, MO	\$24,300,000
99	AUGUSTA, GA	\$12,900,000	99	SPOKANE	\$18,800,000	99	YORK	\$23,900,000
100	SAGINAW - BAY CITY - MIDLAND	\$12,800,000	100	PORTLAND, ME	\$18,800,000	100	SPOKANE	\$23,900,000
101	ATLANTIC CITY/CAPE MAY	\$12,700,000	101	NEW HAVEN	\$18,700,000	101	PORTLAND, ME	\$23,800,000
102	SPOKANE	\$12,700,000	102	SPRINGFIELD, MO	\$18,400,000	102	JACKSON, MS	\$23,300,000
103	MOBILE	\$12,600,000	103	SPRINGFIELD, MA	\$18,200,000	103	NEW HAVEN	\$23,000,000
104	PORTLAND, ME	\$12,500,000	104	JACKSON, MS	\$17,600,000	104	EVANSVILLE	\$22,800,000
105	EVANSVILLE	\$12,400,000	105	EVANSVILLE	\$17,600,000	105	SPRINGFIELD, MA	\$22,500,000
106	BOISE	\$12,000,000	106	MONTEREY -SALINAS -SCRUZ	\$17,500,000	106	MONTEREY-SALINAS- SCRUZ	\$22,300,000
107	SPRINGFIELD, MO	\$12,000,000	107	ATLANTIC CITY/CAPE MAY	\$17,400,000	107	LAFAYETTE, LA	\$22,000,000
108	HUNTSVILLE	\$11,700,000	108	SAGINAW -BAY CITY -MIDLAND	\$16,900,000	108	AUGUSTA, GA	\$21,800,000
109	GREENVILLE-NEW BRN-J'VILLE	\$11,500,000	109	AUGUSTA, GA	\$16,800,000	109	ATLANTIC CITY/CAPE MAY	\$21,700,000
110	RENO	\$11,400,000	110	SAVANNAH	\$16,500,000	110	SAGINAW -BAY CITY -MIDLAND	\$21,700,000
111	WORCESTER	\$11,300,000	111	HUNTSVILLE	\$16,200,000	111	SAVANNAH	\$21,100,000
112	DAVENPORT - R. ISL - MOLINE	\$11,200,000	112	SOUTH BEND	\$16,100,000	112	HUNTSVILLE	\$20,900,000
113	PEORIA	\$11,200,000	113	LAFAYETTE, LA	\$15,900,000	113	APPLETON-OSHKOSH	\$20,900,000
114	J. CITY - KINGSPT - BRISTOL	\$11,100,000	114	J. CITY - KINGSPT - BRISTOL	\$15,700,000	114	SOUTH BEND	\$20,600,000
115	FLINT	\$11,000,000	115	FLINT	\$15,700,000	115	J. CITY - KINGSPT - BRISTOL	\$20,400,000
116	APPLETON-OSHKOSH	\$10,600,000	116	APPLETON-OSHKOSH	\$15,700,000	116	PRTSMTH - DOVER - ROCH.	\$20,400,000
117	MONTGOMERY	\$10,500,000	117	SHREVEPORT	\$15,600,000	117	SHREVEPORT	\$20,100,000
118	SHREVEPORT	\$10,500,000	118	PRTSMTH - DOVER - ROCH.	\$15,600,000	118	FLINT	\$19,600,000
119	SOUTH BEND	\$10,500,000	119	PEORIA	\$15,400,000	119	PEORIA	\$19,600,000
120	SAVANNAH	\$10,400,000	120	MONTGOMERY	\$15,100,000	120	MONTGOMERY	\$19,600,000
121	FAYETTEVILLE, NC	\$10,000,000	121	DAVENPORT - R. ISL. - MOLINE	\$14,800,000	121	CEDAR RAPIDS	\$19,600,000
122	CAPE COD, MA	\$9,900,000	122	CEDAR RAPIDS	\$14,800,000	122	DAVENPORT-R. ISL. - MOLINE	\$19,000,000
123	GAINESVILLE-OCALA, FL	\$9,800,000	123	ANCHORAGE	\$14,700,000	123	GREEN BAY	\$18,800,000
124	LINCOLN	\$9,800,000	124	WORCESTER	\$14,100,000	124	ANCHORAGE	\$18,500,000
125	SALISBURY-OCEAN CITY	\$9,700,000	125	GREEN BAY	\$14,100,000	125	GAINESVILLE-OCALA, FL	\$18,400,000
126	CEDAR RAPIDS	\$9,300,000	126	CAPE COD, MA	\$13,800,000	126	LINCOLN	\$17,900,000
127	GREEN BAY	\$9,300,000	127	GAINESVILLE-OCALA, FL	\$13,800,000	127	WORCESTER	\$17,700,000
128	CORPUS CHRISTI	\$9,200,000	128	LINCOLN	\$13,700,000	128	CAPE COD, MA	\$17,700,000
129	EUGENE	\$9,200,000	129	ROCKFORD	\$13,700,000	129	ROCKFORD	\$17,600,000
130	MACON	\$9,100,000	130	SALISBURY-OCEAN CITY	\$13,300,000	130	SALISBURY-OCEAN CITY	\$17,000,000
131	KALAMAZOO	\$9,000,000	131	CORPUS CHRISTI	\$13,000,000	131	FARGO	\$17,000,000
132	CHARLESTON, WV	\$8,900,000	132	MANCHESTER	\$12,900,000	132	WILMINGTON, NC	\$16,800,000
133	LAFAYETTE, LA	\$8,900,000	133	BEAUMONT-PORT ARTHUR	\$12,800,000	133	CORPUS CHRISTI	\$16,600,000
134	OXNARD - VENTURA	\$8,900,000	134	CHARLESTON, WV	\$12,700,000	134	PENSACOLA	\$16,600,000
135	PRTSMTH - DOVER - ROCH.	\$8,900,000	135	FARGO	\$12,700,000	135	MANCHESTER	\$16,500,000
136	CANTON	\$8,800,000	136	MACON	\$12,500,000	136	BEAUMONT-PORT ARTHUR	\$16,200,000
137	SPRINGFIELD, IL	\$8,800,000	137	KALAMAZOO	\$12,500,000	137	MACON	\$16,200,000
138	FARGO	\$8,400,000	138	CANTON	\$12,500,000	138	CHARLESTON, WV	\$16,100,000
139	TALLAHASSEE	\$8,300,000	139	OXNARD - VENTURA	\$12,200,000	139	KALAMAZOO	\$16,100,000
140	BEAUMONT-PORT ARTHUR	\$8,000,000	140	PENSACOLA	\$12,000,000	140	CANTON	\$15,800,000
141	COLUMBUS, GA	\$8,000,000	141	TALLAHASSEE	\$11,900,000	141	OXNARD - VENTURA	\$15,800,000
142	LANCASTER	\$8,000,000	142	SANTA ROSA	\$11,900,000	142	SANTA ROSA	\$15,400,000
143	ROCKFORD	\$7,900,000	143	LANCASTER	\$11,800,000	143	LANCASTER	\$15,400,000
144	UTICA - ROME	\$7,900,000	144	SPRINGFIELD, IL	\$11,700,000	144	TALLAHASSEE	\$15,300,000
145	STOCKTON	\$7,800,000	145	WILMINGTON, NC	\$11,600,000	145	EUGENE	\$15,000,000
146	BINGHAMTON	\$7,700,000	146	EUGENE	\$11,400,000	146	SPRINGFIELD, IL	\$14,600,000
147	SANTA BARBARA, CA	\$7,700,000	147	LUBBOCK	\$11,400,000	147	COLUMBUS, GA	\$14,500,000

Odds and Ends

WFAN remains the highest billing station. Since I began keeping this data in 1984 only four different stations have led the nation in revenues.

1999's 10 highest billing radio stations were:

1	WFAN AM	New York	\$67,500,000	CBS/Infinity
2	WXRK FM	New York	\$54,400,000	CBS/Infinity
3	WLTW FM	New York	\$51,000,000	Clear Channel Communications
4	WINS AM	New York	\$44,900,000	CBS/Infinity
5	KIIS FM	Los Angeles	\$44,500,000	Clear Channel Communications
6	WCBS FM	New York	\$42,900,000	CBS/Infinity
7	KTWV FM	Los Angeles	\$41,900,000	CBS/Infinity
8	KGO AM	San Francisco	\$41,800,000	ABC Inc.
9	KLSX FM	Los Angeles	\$39,800,000	CBS/Infinity
10	WSKQ FM	New York	\$39,500,000	Spanish Broadcasting System

Turn to pages 9-10 for a list of more than 300 of the Highest Billing Stations.

The nation's 10 highest billing market portfolios are as follows:

1	CBS/Infinity	New York	\$260,300,000	36.8%
2	CBS/Infinity	Los Angeles	\$255,500,000	32.3%
3	Clear Channel	Los Angeles	\$235,300,000	29.8%
4	CBS/Infinity	Chicago	\$188,575,000	36.3%
5	Clear Channel	New York	\$152,800,000	21.6%
6	Clear Channel	Chicago	\$129,350,000	24.9%
7	CBS/Infinity	Boston	\$126,700,000	42.7%
8	Clear Channel	Houston	\$120,200,000	41.2%
9	CBS/Infinity	Dallas-Ft. Worth	\$104,075,000	31.3%
10	CBS/Infinity	Philadelphia	\$100,500,000	35.1%

Turn to page 11 for a list of the 50 Highest Billing Market Portfolios.

The 15 group portfolios with the highest market revenue share are:

1	Citadel Communications	Bloomington, IL	\$7,135,000	83.9%
2	Sconnix Broadcasting	Davenport - Rock Island - Moline	\$11,795,000	79.7%
3	Clear Channel	Huntington - Ashland	\$7,420,000	77.3%
4	Clear Channel	Asheville	\$7,000,000	74.5%
5	Citadel Communications	Lansing	\$14,420,000	72.1%
6	Clear Channel	Wheeling	\$5,390,000	68.2%
7	Citadel Communications	Saginaw - Bay City - Midland	\$11,310,000	66.9%
8	NextMedia	Erie	\$6,270,000	65.3%
9	U.S. Broadcasting, LP	Macon	\$7,914,000	63.3%
10	Forever Broadcasting	Altoona	\$3,830,000	60.8%
11	Saga Communications	Manchester	\$7,580,000	58.8%
	Citadel Communications	Binghamton	\$5,700,000	58.8%
13	Beasley Broadcast Group	Fayetteville, NC	\$11,060,000	58.5%
14	Midwest Communications	Green Bay	\$8,150,000	57.8%
15	Regent Communications	Utica - Rome	\$6,135,000	57.3%

Turn to page 11 for a list of the 50 Market Portfolios with the Highest Revenue Shares.

America's Highest Billing Groups

This table estimates (in most cases, reports is a better description) the total station revenue for the largest radio groups in the United States. The listing includes all groups (non-religious format and have at least some stations in rated markets) which I believe have billings in excess of \$25,000,000. As of May 2000,

there were still a number of major deals which had not closed. This table reflects all of those deals on a pro forma basis. The revenue figures are in gross dollars and do not include trade/barter. LMA and SMA revenues are not included--only the revenue for owned stations.

1994 Rank	1995 Rank	1996 Rank	1997 Rank	1998 Rank	1999 Rank	Group Owners	1999 Revenues	Stations	Rev per Station
9	7	5	5	3	1	Clear Channel Communications	\$2,978,972,000	867	\$3,435,954
4	5	1	1	2	2	CBS/Infinity	\$2,112,173,000	188	\$11,234,963
3	4	6	6	4	3	ABC Inc.	\$392,270,000	43	\$9,122,558
5	6	9	7	5	4	Cox Radio	\$389,432,000	77	\$5,057,558
42	35	15	10	6	5	Entercom	\$360,728,000	94	\$3,837,532
39	53	27	13	10	6	Citadel Communications Corp.	\$317,004,000	198	\$1,601,030
—	—	—	16	9	7	Cumulus Media	\$257,373,000	322	\$799,295
19	24	11	8	7	8	Hispanic Broadcasting Corp.	\$239,448,000	48	\$4,988,500
58	60	34	22	18	9	Radio One	\$234,140,000	48	\$4,877,917
17	12	13	9	8	10	Emmis Broadcasting	\$221,410,000	21	\$10,543,333
12	14	14	11	11	11	Susquehanna Radio Corp.	\$194,675,000	26	\$7,487,500
10	10	16	14	13	12	Bonneville International Corp.	\$165,925,000	15	\$11,061,667
16	20	18	15	14	13	Greater Media, Inc.	\$126,300,000	14	\$9,021,429
26	25	19	17	15	14	Jefferson-Pilot Communications	\$125,855,000	17	\$7,403,235
37	30	21	19	16	15	Spanish Broadcasting System	\$108,966,000	24	\$4,540,250
38	32	23	18	17	16	Beasley Broadcast Group	\$92,295,000	33	\$2,796,818
32	34	26	20	19	17	Saga Communications, Inc.	\$82,803,000	48	\$1,725,063
—	57	36	22E	20	18	Journal Broadcast Group	\$77,400,000	36	\$2,150,000
23	26	22	21	21	19	Tribune Broadcasting	\$60,930,000	4	\$15,232,500
—	—	—	—	—	20	Regent Communications, Inc.	\$56,223,000	41	\$1,371,293
55	54	30	23	22	21	Sandusky Radio	\$55,620,000	10	\$5,562,000
59	61	40	30	27	22	Barnstable Broadcasting, Inc.	\$54,700,000	23	\$2,378,261
54	59	41	29	30	23	Inner City Broadcasting Corp	\$54,210,000	15	\$3,614,000
—	62	35	26	23	24	Fisher Broadcasting, Inc.	\$45,200,000	25	\$1,808,000
—	—	—	—	—	25	Chase Radio Partners	\$40,230,000	11	\$3,657,273
41	52	38	24	25	26	Buckley Broadcasting	\$39,620,000	17	\$2,330,588
40	43	33	—	28	27	Hearst-Argyle Television, Inc.	\$37,400,000	7	\$5,342,857
56	58	44	31	34	28	Lotus Communications Corp.	\$35,595,000	21	\$1,695,000
—	—	—	—	—	29	Salem Communications Corp.	\$35,285,000	68	\$518,897
—	—	—	—	32	30	Midwestern Broadcasting Co.	\$35,070,000	17	\$2,062,941
—	—	—	34	29	31	Renda Broadcasting Corp.	\$32,190,000	18	\$1,788,333
—	—	—	—	—	32	Entravision	\$29,592,000	63	\$469,714
—	—	—	—	—	33	Sunburst Media	\$29,300,000	23	\$1,273,913
—	—	—	—	—	34	NextMedia	\$27,360,000	36	\$760,000
—	—	—	—	39	35	South Central Communications	\$26,840,000	11	\$2,440,000
—	—	—	—	—	36	Blue Chip Broadcasting	\$26,681,000	18	\$1,482,278
—	—	—	39	36	37	Simmons Family, Inc.	\$26,143,000	18	\$1,452,389



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INDIVIDUAL MARKET REPORTS

Market	Page	Market	Page	Market	Page
Akron	24	Fort Wayne	156	Peoria	293
Albany-Schenectady-Troy	26	Fresno	158	Philadelphia	295
Albuquerque	29	Gainesville-Ocala	161	Phoenix	298
Allentown-Bethlehem	32	Grand Rapids	163	Pittsburgh	301
Altoona	34	Green Bay	166	Portland, ME	304
Amarillo	36	Greensboro-Winston Salem	168	Portland, OR	306
Anchorage	38	Greenville-New Bern-Jacksonville	171	Portsmouth-Dover-Rochester	309
Appleton-Oshkosh	40	Greenville-Spartanburg	173	Providence	311
Asheville	42	Harrisburg	175	Raleigh-Durham	313
Atlanta	44	Hartford	177	Reno	316
Atlantic City-Cape May	47	Honolulu	180	Richmond	318
Augusta, GA	49	Houston	183	Riverside-San Bernardino	321
Austin	51	Huntington, WV	186	Roanoke	323
Bakersfield	54	Huntsville	188	Rochester, NY	325
Baltimore	56	Indianapolis	190	Rockford	328
Baton Rouge	59	Jackson, MS	193	Sacramento	330
Beaumont-Port Arthur	61	Jacksonville	195	Saginaw-Bay City-Midland	333
Billings	63	Johnson City-Kingsport-Bristol	198	St. Louis	335
Binghamton	65	Johnstown	200	Salisbury-Ocean City	338
Birmingham	67	Kalamazoo	202	Salt Lake City	340
Bismarck	69	Kansas City	204	San Antonio	343
Bloomington, IL	71	Knoxville	207	San Diego	346
Boise	73	Lafayette, IN	209	San Francisco	349
Boston	75	Lafayette, LA	211	San Jose	352
Bridgeport	78	Lancaster	213	Santa Barbara	354
Buffalo	80	Lansing	215	Santa Rosa	356
Burlington, VT	83	Las Vegas	217	Savannah	358
Canton	85	Lexington	220	Seattle	360
Cape Cod	87	Lincoln	222	Shreveport	363
Cedar Rapids	89	Little Rock	224	Sioux Falls	365
Charleston, SC	91	Los Angeles	226	South Bend	367
Charleston, WV	93	Louisville	229	Spokane	369
Charlotte	95	Lubbock	232	Springfield, IL	371
Charlottesville, VA	98	Macon	234	Springfield, MA	373
Chattanooga	100	Madison	236	Springfield, MO	375
Chicago	102	Manchester	238	Stockton	377
Cincinnati	105	McAllen-Brownsville	240	Syracuse	379
Cleveland	108	Memphis	242	Tallahassee	381
Colorado Springs	111	Miami-Fort Lauderdale	245	Tampa-St. Petersburg	383
Columbia, SC	113	Milwaukee	248	Terre Haute	386
Columbus, GA	115	Minneapolis-St. Paul	250	Toledo	388
Columbus, OH	117	Mobile	253	Topeka	390
Corpus Christi	120	Modesto	255	Tucson	392
Dallas-Fort Worth	122	Monterey-Salinas-Santa Cruz	257	Tulsa	394
Davenport-Rock Island-Moline	125	Montgomery	259	Utica-Rome	396
Dayton	127	Nashville	261	Waco	398
Denver	129	Nassau-Suffolk (Long Island)	264	Washington, DC	400
Des Moines	132	New Haven	266	Waterloo-Cedar Falls	403
Detroit	134	New Orleans	268	West Palm Beach	405
Duluth	137	New York	271	Wheeling	408
El Paso	139	Norfolk	274	Wichita	410
Erie	142	Odessa-Midland	277	Wilkes Barre-Scranton	412
Eugene	144	Oklahoma City	279	Wilmington, DE	415
Evansville	146	Omaha	282	Wilmington, NC	417
Fargo	148	Orlando	284	Worcester	419
Fayetteville, NC	150	Oxnard-Ventura	287	York	421
Flint	152	Panama City	289	Youngstown	423
Fort Myers-Naples	154	Pensacola	291		



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Markets Ranked by Revenue: 1994, 1999, 2004

Rank	Market	1994	Rank	Market	1999	Rank	Market	2004
148	BURLINGTON, VT	\$7,400,000	148	COLUMBUS, GA	\$11,300,000	148	LUBBOCK	\$14,200,000
149	SANTA ROSA	\$7,400,000	149	SANTA BARBARA, CA	\$10,900,000	149	SANTA BARBARA, CA	\$14,000,000
150	LUBBOCK	\$7,300,000	150	UTICA - ROME	\$10,700,000	150	STOCKTON	\$13,500,000
151	MANCHESTER	\$7,200,000	151	STOCKTON	\$10,400,000	151	UTICA - ROME	\$13,100,000
152	SIOUX FALLS	\$7,200,000	152	BURLINGTON, VT	\$10,000,000	152	ODESSA - MIDLAND, TX	\$12,800,000
153	HUNTINGTON, WV	\$6,900,000	153	ODESSA - MIDLAND, TX	\$9,800,000	153	BURLINGTON, VT	\$12,600,000
154	ERIE	\$6,800,000	154	BINGHAMTON	\$9,700,000	154	ASHEVILLE	\$12,500,000
155	WACO	\$6,700,000	155	HUNTINGTON, WV	\$9,600,000	155	ERIE	\$12,400,000
156	ODESSA - MIDLAND, TX	\$6,500,000	156	ERIE	\$9,600,000	156	SIOUX FALLS	\$12,300,000
157	AMARILLO	\$6,200,000	157	ASHEVILLE	\$9,400,000	157	HUNTINGTON, WV	\$11,900,000
158	PANAMA CITY, FL	\$6,200,000	158	SIOUX FALLS	\$9,300,000	158	BINGHAMTON	\$11,700,000
159	TOPEKA	\$6,200,000	159	AMARILLO	\$9,100,000	159	AMARILLO	\$11,700,000
160	ASHEVILLE	\$6,100,000	160	TOPEKA	\$9,000,000	160	PANAMA CITY, FL	\$11,600,000
161	WHEELING	\$5,800,000	161	PANAMA CITY, FL	\$8,800,000	161	TOPEKA	\$11,400,000
162	BLOOMINGTON, IL	\$5,600,000	162	WACO	\$8,700,000	162	BLOOMINGTON, IL	\$11,200,000
163	WILMINGTON, NC	\$5,500,000	163	BLOOMINGTON, IL	\$8,500,000	163	WACO	\$11,100,000
164	JOHNSTOWN, PA	\$5,400,000	164	LAFAYETTE, IN	\$8,000,000	164	LAFAYETTE, IN	\$10,500,000
165	BILLINGS	\$5,100,000	165	WHEELING	\$7,900,000	165	WHEELING	\$9,600,000
166	CHARLOTTESVILLE, VA	\$5,100,000	166	BILLINGS	\$7,200,000	166	CHARLOTTESVILLE, VA	\$9,300,000
167	DULUTH	\$5,100,000	167	CHARLOTTESVILLE, VA	\$7,200,000	167	BILLINGS	\$9,200,000
168	LAFAYETTE, IN	\$5,000,000	168	DULUTH	\$7,100,000	168	WATERLOO - CEDAR FALLS	\$9,200,000
169	WATERLOO - CEDAR FALLS	\$4,900,000	169	WATERLOO - CEDAR FALLS	\$7,100,000	169	DULUTH	\$8,900,000
170	ALTOONA	\$4,700,000	170	JOHNSTOWN, PA	\$7,000,000	170	JOHNSTOWN, PA	\$8,900,000
171	TERRE HAUTE	\$4,500,000	171	TERRE HAUTE	\$6,400,000	171	TERRE HAUTE	\$8,100,000
172	BISMARCK, ND	\$4,000,000	172	ALTOONA	\$6,300,000	172	ALTOONA	\$8,100,000
173	PENSACOLA	N/A	173	BISMARCK, ND	\$6,000,000	173	BISMARCK, ND	\$8,100,000

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.

1999 ARB Rank:	36	1999 Revenue:	\$40,000,000	Manager's Market Ranking (current):	4.2
1999 MSA Rank:	40	Rev per Share Point:	\$437,093 92.2	Manager's Market Ranking (future) :	4.4
1999 DMA Rank:	24	Population per Station:	58,018 17		
1999 Rev Rank:	32 of 173	1999 Revenue Change:	6.1	Five-year revenue gain % (94-99):	50.7

The 1999 Arbitron market rank for this city is number 36. The universe for this ranking is the 276 markets for which Arbitron issues a ratings report. The MSA or Metropolitan Statistical Area is the official U.S. government market designation. The DMA is Nielsen's TV market designation. Many markets are in "hyphenated" DMA's or they are not named in the DMA designation. When this occurred I did not list the rank number, but instead referred the reader to the major city in the DMA.

The 1999 Revenue Rank shows this market's rank among the 173 markets that are covered in this report.

The 1999 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 that can be found on the left-hand side of the page and about halfway down the page. Directly to the right of the Revenue figure are the Available Share Points; that figure can also be found 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 that were listed in the metro in the latest Arbitron. That figure appears directly to the right of the Population per Station number and 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 managers and sales managers. One of the questions was "On a scale below how would you rate your market as it stands today".

Awful Radio Market	Average Radio Market	Super Radio Market	
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 into the future – 2004.

These descriptions are fairly subjective. They are based upon my opinions about the consolidation which has occurred in the market as reflected by revenue and audience shares and the number of owners. Also considered was my opinion of the likelihood of further details in the near future.

New in 2000: Five-year revenue gain % (94-99). We're pleased to offer this new gauge on the radio industry's longer-term growth. The last five years have shown phenomenal growth in radio revenue. Revenues in eight markets have more than doubled during those five years. Many other markets have had gains over 50% or more during the period.

REVENUE HISTORY AND PROJECTIONS:

	<u>94</u>	<u>95</u>	<u>96</u>	<u>97</u>	<u>98</u>	<u>99</u>	<u>00</u>	<u>01</u>	<u>02</u>	<u>03</u>	<u>04</u>
Duncan Revenue Estimate:	25.0	27.0	29.3	33.0	38.0	40.3					
Yearly Growth Rate (94-99):	10.1% (assigned future growth rate of 8.7%)										
Projected Revenue Estimates:							43.8	47.6	51.9	56.3	61.2
Revenue Per Capita:		21.19	22.88	25.08	27.73	31.67	33.31				
Yearly Growth Rate (94-99):	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 % (94-99):	.00438%										
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 1994, 1995, 1996, 1997, 1998 and 1999 combined and projected out to 2004; 2) revenue per capita figures from 1994 to 1999 projected to 2004; 3) revenue as a percentage of retail sales projected through 2004.

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

Duncan's Media Revenue Estimate: As we all know, the FCC got out of the revenue reporting business after 1980. Thus, all of the revenue figures

ANNUAL INDUSTRY OVERVIEW

Formerly "Highlights and Comments"

12.9% Industry-Wide Gain Extends Growth Spree to Eight Years

Major Markets Rise 14.42%; Third Straight Year of Double-Digit Growth

The radio industry posted a 12.9% revenue increase in 1999, the strongest growth since *Duncan's Radio Market Guide* began tracking revenues in 1985. In the 173 major markets we track for this report, the gain was even stronger – 14.42%. These 173 markets account for over 66% of all radio revenues. The 12.9% figure refers to all stations in all markets, whether covered in this report or not.

This rise marks the industry's eighth consecutive year of significant revenue increases. This growth rate also reflects the ongoing effects of consolidation. Radio has experienced double-digit growth each year since passage of the Telecom bill in 1996.

In 1999, in the 173 markets tracked closely by Duncan's total radio revenue grew by 14.42%.	1999 Market Revenue:	\$10,461,500,000	+14.42%
	1998 Market Revenue:	\$9,143,100,000	+11.37%
	1997 Market Revenue:	\$8,209,900,000	+10.66%
	1996 Market Revenue:	\$7,419,200,000	+8.74%
	1995 Market Revenue:	\$6,823,100,000	+7.70%
	1994 Market Revenue:	\$6,335,200,000	+12.29%
	1993 Market Revenue:	\$5,641,300,000	+9.71%
	1992 Market Revenue:	\$5,139,000,000	+2.76%
	1991 Market Revenue:	\$5,001,300,000	-3.76%
	1990 Market Revenue:	\$5,196,600,000	+3.72%
	1989 Market Revenue:	\$5,026,100,000	+6.34%
1988 Market Revenue:	\$4,701,500,000	+7.99%	
1987 Market Revenue:	\$4,353,400,000		

These figures do not include trade. They are gross revenue. Network compensation is generally not included. The importance of (and presence of) "non-spot" or "non-traditional" revenue in these figures must be addressed. Too often stations lump this revenue into the total radio revenue figures which they report to Miller, Kaplan or Hungerford and/or to me. It is impossible for me to separate the amount of non-spot revenue involved. Thus, radio's growth rate is inflated by as much as one percentage point. Something needs to be done about this, and we are working on it. I estimate that total spot revenue for the entire nation was up 12.90% to \$15,510,000,000:

We estimate total spot revenue for the nation in 1999 was up 12.90%.	1999 Total Spot Revenue:	\$15,510,000,000	+12.90%
	1998 Total Spot Revenue:	\$13,738,000,000	+10.19%
	1997 Total Spot Revenue:	\$12,468,000,000	+ 9.32%
	1996 Total Spot Revenue:	\$11,405,000,000	+ 7.97%
	1995 Total Spot Revenue:	\$10,563,000,000	+ 7.49%
	1994 Total Spot Revenue:	\$ 9,827,000,000	+10.28%
	1993 Total Spot Revenue:	\$ 8,911,000,000	+ 7.34%
	1992 Total Spot Revenue:	\$ 8,297,000,000	+ 3.11%
	1991 Total Spot Revenue:	\$ 8,047,000,000	- 3.91%
	1990 Total Spot Revenue:	\$ 8,375,000,000	

The individual markets with the highest and lowest 1999 growth rates are as follows:

<u>Highest Growth Rates (1999)</u>			<u>Lowest Growth Rates (1999)</u>		
	Market	% change		Market	% change
		98-99			98-99
1	SAN FRANCISCO	+31.6%	1	SAGINAW - BAY CITY - MIDLAND	-2.3%
2	CHICAGO	+25.9%	2	ALBUQUERQUE	-0.8%
	SAN JOSE	+25.9%	3	BRIDGEPORT (Fairfield County)	+1.2%
4	WASHINGTON, DC	+24.0%	4	ANCHORAGE	+1.4%
5	ATLANTA	+23.1%	5	PENSACOLA	+1.7%
6	AUSTIN	+21.9%	6	DES MOINES	+2.0%
7	LOS ANGELES	+21.8%	7	DAVENPORT - ROCK ISLAND - MOLINE	+2.1%
8	SEATTLE	+20.0%		ODESSA - MIDLAND, TX	+2.1%
9	BOSTON	+19.7%	9	SPRINGFIELD, MA	+2.2%
10	NEW YORK	+19.5%	10	GRAND RAPIDS	+2.6%
11	DALLAS - FORT WORTH	+19.0%	11	GREENSBORO-WINSTON SALEM	+2.8%
12	LITTLE ROCK	+18.4%	12	BEAUMONT-PORT ARTHUR	+3.2%
13	CORPUS CHRISTI	+17.1%	13	OMAHA	+3.7%
	RIVERSIDE - SAN BERNARDINO	+17.1%	14	SANTA BARBARA, CA	+3.8%
15	NORFOLK	+15.9%	15	PORTLAND, OR	+3.9%
				CHATTANOOGA	+3.9%

Las Vegas had been on our "Highest Growth Rate" list for five consecutive years. This year, however, with so many markets posting higher double-digit growth rates, Las Vegas's +14.1% gain just wasn't high enough to keep the market on the list. Las Vegas's revenue has grown from \$27,000,000 in 1993, to \$63,000,000 in 1998 and on to \$71,900,000 in 1999.

Radio Revenue by Regions

	<u>1999 Change</u>	<u>1998 Change</u>	<u>1997 Change</u>	<u>1996 Change</u>	<u>1995 Change</u>	<u>1994 Change</u>	<u>1993 Change</u>	<u>1992 Change</u>	<u>1991 Change</u>	<u>1990 Change</u>
<u>Pacific</u> (CA, HI, AK, OR, WA, NV, AZ)	+18.2%	+13.4%	+9.6%	+9.1%	+6.1%	+9.3%	+5.8%	-0.6%	-4.2%	+6.6%
<u>Mid Atlantic</u> (MD, DC, DE, PA, NJ, NY)	+16.0%	+10.6%	+11.3%	+6.6%	+7.1%	+10.9%	+6.9%	+1.3%	-4.1%	+5.4%
<u>South Central</u> (TX, OK, AR, LA)	+14.2%	+11.6%	+10.7%	+8.3%	+9.4%	+11.6%	+11.8%	+3.5%	-1.7%	+3.5%
<u>New England</u> (CT, RI, MA, VT, NH, ME)	+13.6%	+11.3%	+10.0%	+9.2%	+7.8%	+14.3%	+4.4%	+1.8%	-7.9%	-0.1%
<u>Midwest</u> (WI, IL, MI, IN, OH)	+13.5%	+9.7%	+10.3%	+6.3%	+8.5%	+9.8%	+7.5%	+3.9%	-1.9%	+2.7%
<u>Southeast</u> (FL, GA, AL, MS, SC, NC, TN, KY, WV, VA)	+12.2%	+11.5%	+9.6%	+10.6%	+8.9%	+12.2%	+9.5%	+3.8%	-4.5%	+1.0%
<u>Great Plains</u> (ND, SD, MN, IA, KS, NE, MO)	+9.2%	+9.7%	+9.95%	+7.7%	+8.1%	+10.5%	+6.6%	+5.0%	-3.5%	+3.5%
<u>Mountain</u> (NM, UT, CO, ID, WY, MT)	+8.9%	+11.4%	+15.0%	+11.6%	+14.3%	+14.9%	+7.1%	+5.1%	-3.2%	+2.3%

Our Prediction For 2000: 9.7% Growth

On the heels of 1999's exceptional 14.4% increase over 1998, the year 2000 looks to be another strong year for radio. First quarter reports from most of the large radio companies were quite strong, and spot pacing into second quarter has also been strong. On the basis of our projections, and this early-year performance, we project that radio's industry-wide revenues will grow by 9.7% in 2000.

For the second consecutive year, revenues in the Pacific states grew faster than revenues in any other section of the country (18.2%). All other regions except the Great Plains and Mountain states posted double-digit growth in 1999. The Mountain states softened slightly (to 8.9%) after five years of sustained double-digit increases.

Until this past year, there had been relatively little spread between the regions with the highest growth and those with the lowest. This reflected the uniformity of our nation's widespread economic growth. This past year, however, the "spread" increased from 3.7 percentage points in 1998 to 9.3. points difference.

Combined Revenue for Radio's 50 Largest Groups		
	Combined Rev.	% of total revenue
1999	\$9,182,477,000	58.8%
1998	\$8,271,700,000	60.2%
1997	\$6,991,000,000	56.1%
1996	\$5,837,500,000	51.2%
1995	\$4,425,800,000	41.9%
1994	\$3,892,600,000	39.6%
1993	\$3,259,100,000	36.6%
1992	\$2,896,600,000	34.9%
1991	\$2,828,700,000	35.1%
1990	\$2,975,800,000	35.5%
1989	\$2,818,600,000	34.8%

Radio Group Revenue: The "Top Two" and the Top 50

As consolidation activity progressed through 1999, it became increasingly evident that Clear Channel and CBS/Infinity constituted a new, two-member class of "mega-groups." Infinity's revenues surpassed the \$2 Billion mark, while Clear Channel's acquisition of AMFM puts its revenues within striking distance of \$3 Billion.

Together, these two groups bill a combined \$5.09 Billion, or roughly 33% of total industry revenues.

CBS/Infinity's revenues are almost \$1.7 Billion more than its next closest rival, ABC Inc, with a comparatively-modest \$392 Million.

The chart at left shows the percentage of total radio revenues which went to the 50 largest groups. While down slightly from 1998, the top groups still represent almost 60% of the industry's revenue.

The chart clearly shows the effects of FCC (1992) and Congressional (1996) ownership rule relaxation.

are estimates made by Duncan's American Radio. These estimates were gathered in three ways. The first and best way is to access reports from accounting services in those markets where revenue data is gathered and reported. The second method was to ask broadcasters in each market to give me their best estimate of their market's revenue. 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 estimate using my knowledge of the market, along with past performance figures.

Yearly Growth Rate (1994-1999): The next step was to calculate a percentage which shows the yearly growth rate in revenue between 1994 and 1999. 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. 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 2000 through 2004 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 projected revenue per capita figure is multiplied by the assigned yearly growth rate to derive a total revenue estimate for each of the years 2000 through 2004. 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 estimate) and the retail sales for each year as reported in Sales and Market Management.

Mean % 1994-1999: This figure was calculated by finding an average of the "Revenue as a percentage of retail sales for the years 1994 through 1999. 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, now a division of Claritas, 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 as 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 result in similar figures. However, in some markets, the estimates vary rather drastically.

CONFIDENCE LEVELS

1999 Revenue Estimates:	Normal
2000-2004 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:	6.8%
Available Share Points:	92.2
Number of Viable Stations:	12
Mean Share Points per Station:	7.68
Revenue per Avail. Share Point:	\$437,093
Estimated Revenue for Mean Station:	\$3,356,877

This table contains several calculations which are used 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 Fall 1999 edition of American Radio describes how this figures 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 and other non-commercial stations or commercial stations with too little listening to be included in the rating books.

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 figures 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 judgment, 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. We have been a bit more selective when it comes to selecting viable stations. In most markets this figure dropped significantly from previous years. This, in turn, has an influence on the revenue for mean station. This figure is usually much higher than previous years.

Mean Share Points Per Station: The number of available share points divided by the number of viable stations.

Revenue Per Available Share Point: This is calculated by dividing the "Available Share Points" into the 1999 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

	94	95	96	97	98	99	00	01	02	03	04
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	8.9	8.9	9.9	10.8	11.7	12.4	13.2

This table shows total population and retail sales for each year from 1994 through 2004. The figures for 1998 and 2003 are actual figures (or projections) as provided by "Sales and Marketing Management". The figures for the other years are Duncan projections.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 76.5	<\$20: 23.8	12-to-24 25.7	Non High School Grad: 33.5
Black: 22.0	\$20-\$49.9: 28.0	25-to-54 55.3	High School Grad: 29.6
Amer. Indian: 0.2	\$50-\$99.9: 26.4	55-plus 19.0	College 1-3 years: 16.6
Asian/Pac. Isl.: 1.3	\$100+: 15.8		College 4+ years: 20.0
Hispanic: *	1.1		

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%.
 Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

The above statistics were provided directly by Claritas.

Average Household Income: As of 1999 and provided by Claritas.

Average Age: As of 1999 and provided by Claritas.

Average Education: As of 1999 and provided by Claritas.

Average Home Value: As of 1999 and provided by Claritas.

Population change 98-03: Gross change in total population based on S&MM projections.

Retail Sales Change 98-03: 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. All figures are based on Duncan analysis.

COMMERCE AND INDUSTRY

These listings show which companies are headquartered in the market being studied. The Forbes 500 and Fortune 500 companies 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. Most companies in the Fortune 500 would also be listed in the Forbes 500.

Employment Breakdown

By Industry (SIC):

1. Business Services	71,212	(7.6%)
2. Eating and Drinking Places	69,888	(7.4%)
3. Wholesale Trade-Durable Goods	63,936	(6.8%)
4. (The Top 10 SIC's are listed)		
Total Metro Employees:	938,701	
Top Ten Total Employees:	426,815	(45.5%)

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%)

This data is also provided by Claritas. The column on the left shows employment by one of 17 industry/SIC categories. The top 10 categories are listed. The column on the right shows employment by job description or occupation; again, for 10 of the 17 categories.

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

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

Technical, Sales, and Administration Support Occupations

- Health technologies 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 operations
- Secretaries, stenographers, and typists
- Financial records processing occupations
- Mail and message distribution occupations

Precision Production, Craft, and Repair Occupations

- Mechanics and repairs
- Construction trades
- Precision production occupations

Operators, fabricators, and Laborers

- Machinery 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) - OR PAGE THREE FOR LARGER MARKETS

Largest Local Banks: Data provided by Thomson Financial Publishing. Figures are shown in \$Millions (\$000,000).

Colleges and Universities: The major colleges and universities in each market are listed along with the number of students enrolled as of 1999. The source for this information was The College Board.

Military Bases: If any significant military installations are present in the market, they are listed on this table. The number of personnel stationed at the base is also listed. 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.

Highest Billing Stations: This feature is certain to be a fascinating, albeit controversial listing. It shows what Duncan's American Radio believes to be the highest billing stations in each market and their 1999 revenue. Sources in some markets helped me to a degree — primarily in ranking the stations — 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.

COMPETITIVE MEDIA

Over The Air Television: No explanation needed

Daily Newspapers: The circulation and ownership information were provided through the courtesy of Editor & Publisher.

Media Revenue Estimates

	Revenue	%	% of Retail Sales	
Television	\$ 94,000,000	39.3	.0129	NOTE: As of 1995 we added an estimate of Cable TV local spot sales. This estimate is based on groundwork laid by Harrison, Bond and Pecaro.
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.

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 "%" figures is a particular medium's share of the total estimated dollars for all five media.

The "% of Retail Sales" shows a medium's revenue as expressed as a percentage of total 1999 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).

Recent Radio Transactions: This shows radio sales through March 2000, including all announced Clear Channel divestitures through that date. 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.

Highest Billing Radio Entities: This feature was added in 1995 and has been vastly expanded in the 2000 edition of the Market Guide. It shows the radio entities which are the highest billers in each market. An entity is described as a duopoly, a combo, or a stand alone station. There is also a figure showing the percentage of revenue in the market which each entity controls. This year's analysis covers ownership of more than 3,100 stations and more than 480 groups and individual owners.

I invite your responses.

Acknowledgements: An extraordinary amount of effort went into the production of this year's Market Guide. It's an effort that we expect will benefit our subscribers with new and in-depth analysis of the radio industry. The staff of Duncan's American Radio would like to thank some of the other individuals who contributed their time and effort to making the 2000 Edition of the Market Guide possible. Special thanks go to Rob Vertrees, Kathy Bencurik, Holly Sanders, Jim Nolan and Chris Spiwak. Thank you for the number crunching, data mining and electronic page makeup and design.



Largest Local Banks (Assets \$000,000)

Firstmerit Bank, N.A. \$9,180

Colleges and Universities (# of Students)

Kent State U. 20,359
U. of Akron 19,426

Total Students (FT & PT) 39,785

Military Bases (# of personnel)

Unemployment

Dec 82: 13.70% Jul 90: 4.80%
Sep 83: 10.20% Jul 91: 5.80%
Sep 84: 9.60% Jul 92: 6.90%
Aug 85: 8.20% Jul 93: 5.90%
Aug 86: 7.70% Jul 94: 5.10%
Aug 87: 7.20% Jul 95: 4.40%
Aug 88: 5.50% Jul 96: 4.10%
Jul 89: 4.60% Aug 98: 3.30%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations

WAKR WONE-F
WKDD-F WQMX-F
WNIR-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WVPX	Akron	23	PAX	Paxson	
WAOH-LP	Akron	29	IND	Media-Com	
WEAO	Akron	49	PBS		
WBNX-TV	Akron	55	WB	Winston	

Also see Cleveland & Canton

Highest Billing Radio Entities (includes duopolies and combos)

Combined Revenue **Revenue Share**

1 Rubber City Radio Group: WQMX FM, WONE FM, WAKR AM	\$10,700,000	50.7
2 Clear Channel Communications: WKDD-FM, WTOU-AM	\$5,720,000	27.1
3 Media-Com, Inc.: WNIR FM	\$3,400,000	16.1
4 Salem Communications Corp.: WHLO AM	\$670,000	3.2

Major Daily Newspapers

Beacon Journal AM 143,199 PM Sun 204,193 Owner Knight Ridder

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WKDD FM	CHR/AC	\$5,350,000	25.4
2 WQMX FM	C	\$4,700,000	22.3
3 WONE FM	AOR	\$3,900,000	18.5
4 WNIR FM	T	\$3,400,000	16.1
5 WAKR AM	T/FS	\$2,100,000	10.0
6 WHLO AM	REL	\$670,000	3.2
7 WTOU AM	B	\$370,000	1.8

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$43,500,000	33%	0.0052
Radio	\$21,100,000	16%	0.0025
Newspaper	\$57,300,000	44%	0.0068
Outdoor	\$6,000,000	5%	0.0007
Cable TV	\$3,000,000	2%	0.0004
Media Total	\$130,900,000		0.0156

NOTE: Use Newspaper and Outdoor estimates with caution.

Miscellaneous Comments: * Split DMA with Cleveland and Canton. TV revenue is estimate of Akron's share. Total TV revenue for DMA is estimated at \$269,400,000.

Major Radio Station Sales

Year Calls	From	To	Price (E)
1993 WAKR, WONE-F	From Ragan Henry	to owners of WQMX-F	\$9,300,000
1996 WHLO, WTOF-F	From Mortenson	to Salem	\$8,000,000

Market's Best

Best Hotels: Hiltons.

Best Golf Courses: Firestone, Sharon.

NO WEATHER DATA AVAILABLE
See Cleveland for an approximation

NOTE:

Albany Schenectady Troy

1999 ARB Rank: 59	1999 Revenue: \$37,500,000	Manager's Market Ranking (current): 2.9
1999 MSA Rank: 68	Rev per Share Point: \$451,264 83.1	Manager's Market Ranking (future) : 2.8
1999 DMA Rank: 55	Population per Station: 25,297 29	
1999 Rev Rank: 59 of 173	1999 Revenue Change: 10.1	Five-year revenue gain % (94-99): 53.1

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	24.5	26.1	28.0	30.8	33.7	37.5						
Yearly Growth Rate (94-99): 6.5%	assigned											
Projected Revenue Estimates:							40.90	42.90	45.70	48.70	51.40	
Revenue per Capita:	27.96	29.90	31.93	35.24	38.74	43.05						
Yearly Growth Rate (94-99): 5.6%	assigned											
Projected Revenue per Capita:							45.46	48.01	50.69	53.53	56.53	
Resulting Revenue Estimate:							39.6	41.8	44.1	46.5	49.1	
Revenue as % of Retail Sales:	0.0031	0.0033	0.0034	0.0037	0.0039	0.0042						
Mean % (94-99) 0.00420%	assigned											
Resulting Revenue Estimate:							38.2	39.1	39.9	40.7	42.8	
							MEAN REVENUE ESTIMATE:					39.6 41.2 43.2 45.3 47.8

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.876	0.873	0.877	0.874	0.872	0.871	0.870	0.870	0.869	0.868	0.868
Retail Sales (billions):	7.80	8.00	8.30	8.40	8.70	8.90	9.10	9.30	9.50	9.70	10.20

Below-the-Line Listening Shares:	0.5
Unlisted Station Listening:	16.4
Total Lost Listening:	16.9
Available Share Points:	83.1
Number of Viable Stations:	14.5
Average Share Points per Viable Station:	5.7
Rev. per Available Share Point:	\$451,264
Estimated Rev. for Mean Station:	\$2,572,000
Average HH Income:	\$41,517
Average Age:	36.9
Average Education:	12.5
Average Home Value:	\$112,200
Population Change (1998-2003):	-0.4
Retail Sales Change (1998-2003):	11.7
Cable Penetration:	75
Number of Class B or C FMs:	7

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. Managers predict 5 to 7% revenue gain in 2000. WEQX-F does not report revenue nor do a few very low revenue stations

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 92.7	<\$20: 22.0	12-to-24: 21.0	Non High School Grad: 19.8
Black: 5.2	\$20-\$49.9: 37.5	25-to-54: 51.4	High School Grad: 31.8
Amer. Indian: 0.2	\$50-\$99.9: 31.6	55-plus: 27.6	College 1-3 years: 24.4
Asian/Pac. Isl.: 1.9	\$100+: 9.0		College 4+ years: 24.1
Hispanic: * 2.3			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Government			Golub 88
Financial			
Food Products			
Electrical Equipment			
Abrasive Products			
Asbestos Products			
Turbines			

INC 500 Companies

Unified Technologies	157
Telecommunications Analysis Group	197

Employment Breakdowns

By Industry:	By Occupation:
Albany-Schenectady-Troy, NY MSA Total	
1 Retail Trade	68,433 15.87%
2 Pub. Admin.	50,186 11.64%
3 Educational Svcs.	46,136 10.70%
4 Health Svcs.	42,311 9.81%
5 Other Prof. Svcs.	34,107 7.91%
6 Manufac., Durables	30,836 7.15%
7 Fin., Ins. & Real Estate	30,401 7.05%
8 Construction	25,193 5.84%
9 Manufac., Non-Durables	22,929 5.32%
10 Bus. & Repair Svcs.	17,034 3.95%
Total Metro Employees	431,203
Top 10 Total Employees	367,566 85.24%
Admin. Support/Clerical	86,837 20.14%
Professional	70,993 16.46%
Exec., Admin. & Managerial	59,045 13.69%
Sales	47,557 11.03%
Svc., Exclud. Protective & HH	45,056 10.45%
Precis. Produc./Craf/Repair	40,939 9.49%
Technicians & Support	18,513 4.29%
Machine Oprs., Fab., Assemb., & Inspec.	18,406 4.27%
Transportation & Moving	16,331 3.79%
Handlers, Cleaners, Help., Laborers	13,420 3.11%

NOTE:

Largest Local Banks (Assets \$000,000)

Trustco Bk NA	\$2,419
The Troy Savings Bank	\$846
Mohawk Community Bank	\$722
Central Natl Bk Canajoharie	\$712
Cohoes Savings Bank	\$627
Pioneer Savings Bank	\$497
Adirondack Tr Co	\$393
Ballston Spa National Bank	\$220
First National Bank of Scotia	\$184

Colleges and Universities (# of Students)

Regents Coll.	16,617
SUNY at Albany	15,808
Hudson Valley CC	9,519
Rensselaer Polytechnic Inst.	6,438
C of St. Rose	3,682
Siena Coll.	2,791
(and more)	
Total Students (FT & PT)	67,408

Military Bases (# of personnel)

Unemployment

Jun 79:	4.60%	Jul 90:	3.30%
Dec 82:	7.30%	Jul 91:	5.30%
Sep 83:	6.20%	Jul 92:	6.30%
Sep 84:	5.40%	Jul 93:	4.60%
Aug 85:	5.50%	Jul 94:	4.90%
Aug 86:	4.70%	Jul 95:	4.80%
Aug 87:	3.50%	Jul 96:	4.90%
Aug 88:	3.40%	Aug 98:	3.30%
Jul 89:	3.70%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Paul Barry
Marino
Schurr & Jackson

Viable Stations

WABY-F (1/2)	WGNA-F	WPYX-F	WTRY-AF
WCPT-FF	WGY	WQBK-FF	WXCR-F
WEQX-F (1/2)	WHRL-F	WROW (1/2)	WXLE-F
WFLY-F	WKLI-FF	WRVE-F	WYJB-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WRGB-TV	Schenectady	6	CBS	Freedom	
WTEN	Albany	10	ABC	Young	
WNYT	Albany	13	NBC	Hubbard	
WMHT	Albany	17	PBS		
WXXA-TV	Albany	23	FOX	Clear Channel	
WVVG-LP	Albany	25	UPN		
WEWB	Albany	45	WB	Tribune	
WYPX	Amsterdam	55	PAX	Paxson	

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel Communications: WPYX FM, WGY AM, WRVE FM, WTRY AF, WHRL FM, WXCR FM	\$14,380,000	38.3
2 Albany Broadcasting Company: WFLY FM, WYJB FM, WAJZ FM, WROW, WZMR FM, WIZR-AM	\$10,463,000	27.9
3 Regent Communications, Inc.: WGNA AF, WQBK FF, WABT FM, WTMM AM	\$10,090,000	26.9
4 Tele-Media Broadcasting: WKLI FM, WCPT FF, WABY AM, WZEC FM	\$1,390,000	3.7
5 Northshore Communications, Inc.: WEQX FM	\$470,000	1.3
6 Gateway Broadcasting Corp.: WBKK FM	\$150,000	0.4

Major Daily Newspapers

	AM	PM	Sun
Times Union	98,997		146,843
Daily Gazette: Sunday Gazette	57,194		58,192
Troy Record: Sunday Record	25,002		26,910

Owner
Hearst Newspapers

Journal Register Co.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WGNA AF	C	\$6,300,000	16.8
2 WPYX FM	AOR	\$5,000,000	13.3
3 WFLY FM	CHR	\$4,900,000	13.1
4 WYJB FM	SAC	\$4,400,000	11.7
5 WGY AM	FS	\$3,600,000	9.6
6 WQBK FF	AOR/NR	\$3,100,000	8.3
7 WRVE FM	AC/NR	\$3,050,000	8.1
8 WTRY AF	O	\$1,300,000	3.5
9 WHRL FM	J	\$900,000	2.4
10 WKLI FM	SAC	\$810,000	2.2
11 WAJZ FM	B	\$590,000	1.6
12 WCPT FF	CHR	\$580,000	1.5
13 WABT FM	B/O	\$570,000	1.5
14 WXCR FM	CL AOR	\$530,000	1.4
15 WEQX FM	AOR/NR	\$470,000	1.3
16 WROW	T	\$388,000	1.0
17 WZMR FM	J	\$185,000	0.5
18 WBKK FM	CL	\$150,000	0.4
19 WTMMAM	SPRTS	\$120,000	0.3

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$86,600,000	38%	0.0097
Radio	\$37,500,000	17%	0.0042
Newspaper	\$90,200,000	40%	0.0101
Outdoor	\$8,400,000	4%	0.0009
Cable TV	\$4,100,000	2%	0.0005
Media Total	\$226,800,000		0.0254

NOTE: Use Newspaper and Outdoor estimates with caution.

Market's Best

- Best Restaurants:** Le Serre, Yono's, Ogdens', Jack's, Cranberry Bog.
- Best Hotels:** Desmond Americana, Omni, Albany Marriott.
- Best Golf Courses:** Albany CC, Saratoga Park.

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	79.2	\$29,295,000	13.1
National	20.8	\$7,673,000	3.9

NOTE: Trade equals 11.9% of local. In 1998 it was 16%.

WEATHER DATA

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

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	30.4	83.9	58.1
Avg. Min. Temp:	12.5	60.1	37.1
Average Temp:	21.5	72.0	47.6

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1990				
1990	WABY/WKLI-F	From Premiere	to Bendat	\$8,000,000
1993	WROW A/F	From Radio Terrace	to owners of WFLY-F	\$5,000,000
1993	WGY A/F	From Empire	to Dame	\$5,500,000
1993	WGNA A/F	From Barnstable	to Liberty	\$13,500,000
1994	WSHQ-F (Cobleskill)		Sold to WQBK A/F owner	\$550,000
1994	WCSS, WKOL-F		Sold to MEG	\$400,000
1994	WTRY, WPYX-F	Sold by Griffin	to Liberty	
1995	WTRY-F (Rotterdam)	From Griffin	to Jarad	\$250,000
1995	WPTR		Sold to Crawford	\$700,000
1995	WTRY/WGNA A/F/WPYX F	From Liberty	to SFX	\$32,000,000
1996	WXO-F	From Jarad	to Crawford	\$820,000
1996	WPTR-F (Vorheesville)		Sold to Albany	
1996	WQBK-AF, WQBJ-F		Sold to Arcara	\$7,500,000
1996	WYSR-F	From Jarad	to SFX	\$1,000,000
1996	WZRQ-F		Sold to Arcara	\$1,000,000
1996	WHRL-F		Sold to Dame	\$2,632,000
1997	WGNA-AF	From SFX	to Hicks/Chancellor	\$36,000,000
1997	WPYX-F	From SFX	to Hicks/Chancellor	\$30,000,000
1997	WTRY-F	From SFX	to Hicks/Chancellor	\$7,000,000
1998	WRVE-F	From Dame	to Clear Channel	\$11,400,000
1998	WHRL-F	From Dame	to Clear Channel	\$3,900,000
1998	WGY	From Dame	to Clear Channel	\$14,000,000
1998	WJKE-F			\$900,000
1998	WXLE-F		Sold to Capstar	\$2,600,000
1998	WSRD/WIZR		Sold to Albany	\$2,200,000
1998	WABY-AF	From Bendat/Hunt	to Tele-Media	\$2,500,000
1998	WKBE/WKLI	From Bendat	to Tele-Media	\$5,000,000
3-Aug-99	WCSS AM	Weber Communications	IZ Communications	\$188,000
28-Nov-99	WVKZ AM	Capital Dist. OTB	Anastos Broadcast Group Corp.	\$137,500
22-Feb-00	WJIV FM	WJIV Radio	Midwest Broadcasting	\$1,300,000
14-Mar-00	WGNA AM	AMFM	Regent Comm. AMFM/CCU divest.	\$67,000,000 + 11 stns.
14-Mar-00	WTMM AM	Clear Channel	Regent Comm. AMFM/CCU divest.	\$67,000,000 + 11 stns.
14-Mar-00	WABT FM	AMFM	Regent Comm. AMFM/CCU divest.	\$67,000,000 + 11 stns.
14-Mar-00	WGNA FM	AMFM	Regent Comm. AMFM/CCU divest.	\$67,000,000 + 11 stns.
14-Mar-00	WQBJ FM	Clear Channel	Regent Comm. AMFM/CCU divest.	\$67,000,000 + 11 stns.
14-Mar-00	WQBK FM	Clear Channel	Regent Comm. AMFM/CCU divest.	\$67,000,000 + 11 stns.



INDIVIDUAL MARKET REPORTS



1999 ARB Rank: 68	1999 Revenue: \$21,100,000	Manager's Market Ranking (current): 2.9
1999 MSA Rank: 79	Rev per Share Point: \$740,351 71.5	Manager's Market Ranking (future) : 2.7
1999 DMA Rank: 13 (Cleveland DMA)	Population per Station: 96,367 6	
1999 Rev Rank: 84 of 173	1999 Revenue Change: 7.6	Five-year revenue gain % (94-99): 50.7

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04					
Duncan Revenue Est:	14.0	14.9	17.0	17.9	19.5	21.1										
Yearly Growth Rate (94-99): 5.7%	assigned															
Projected Revenue Estimates:							23.00	23.80	24.90	26.20	27.80					
Revenue per Capita:	20.62	21.89	24.85	26.13	28.38	30.44										
Yearly Growth Rate (94-99): 4.7%	assigned															
Projected Revenue per Capita:							31.87	33.37	34.94	36.58	38.30					
Resulting Revenue Estimate:							22.2	23.3	24.5	25.7	27.0					
Revenue as % of Retail Sales:	0.0023	0.0023	0.0024	0.0024	0.0025	0.0025										
Mean % (94-99) 0.00250%																
Resulting Revenue Estimate:							22.5	23.5	24.5	26.0	27.5					
							MEAN REVENUE ESTIMATE:					22.6	23.5	24.6	26.0	27.4

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.679	0.682	0.684	0.685	0.691	0.693	0.695	0.698	0.700	0.702	0.704
Retail Sales (billions):	6.10	6.50	7.00	7.40	7.80	8.40	9.00	9.40	9.80	10.40	11.00

Below-the-Line Listening Shares:	55.8
Unlisted Station Listening:	15.7
Total Lost Listening:	71.5
Available Share Points:	28.5
Number of Viable Stations:	5
Average Share Points per Viable Station:	5.7
Rev. per Available Share Point:	\$740,351
Estimated Rev. for Mean Station:	\$4,220,000
Average HH Income:	\$40,817
Average Age:	36.4
Average Education:	12.5
Average Home Value:	\$91,500
Population Change (1998-2003):	1.6
Retail Sales Change (1998-2003):	32.8
Cable Penetration:	NA
Number of Class B or C FMs:	3

Confidence Levels

1999 Revenue Estimates:	Slightly below normal
2000-to-2004 Revenue Estimates:	Slightly below normal

Comments: Market does not report revenue to any accountant. Managers predict 6 to 8% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 87.3	<\$20: 23.8	12-to-24: 21.4	Non High School Grad: 20.9
Black: 11.2	\$20-\$49.9: 36.3	25-to-54: 51.9	High School Grad: 35.1
Amer. Indian: 0.2	\$50-\$99.9: 29.8	55-plus: 26.8	College 1-3 years: 24.2
Asian/Pac. Isl.: 1.3	\$100+: 10.1		College 4+ years: 19.8
Hispanic: * 0.8			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Rubber	Goodyear Tire 130	FirstEnergy Corp.	Republic Technologies Intl 117
Chemicals	Firstenergy 280	FirstMerit Corporation	Great Lakes Cheese 33
Plastics	B.F. Goodrich 388	Goodyear Tire & Rubber	Carter-Jones Cos. 426
Trucking		Roadway Express, Inc	
Boilers			
Auto Stampings			
Aircraft Equipment			

INC 500 Companies

GEMCo 270

Employment Breakdowns

By Industry:

Akron, OH PMSA Total

1 Retail Trade	59,877	18.33%
2 Manufac., Durables	46,337	14.18%
3 Manufac., Non-Durables	33,018	10.11%
4 Educational Svcs.	29,195	8.94%
5 Health Svcs.	28,953	8.86%
6 Other Prof. Svcs.	19,426	5.95%
7 Construction	17,001	5.20%
8 Wholesale Trade	16,321	5.00%
9 Fin., Ins. & Real Estate	15,485	4.74%
10 Bus. & Repair Svcs.	14,501	4.44%

Total Metro Employees	326,736
Top 10 Total Employees	280,114 85.73%

By Occupation:

Admin. Support/Clerical	51,489	15.76%
Professional	45,154	13.82%
Exec., Admin. & Managerial	40,851	12.50%
Sales	39,751	12.17%
Precis. Produc./Craft/Repair	38,492	11.78%
Svc., Exclud. Protective & HH	38,070	11.65%
Machine Oprs., Fab., Assem., & Inspec.	25,455	7.79%
Transportation & Moving	13,301	4.07%
Technicians & Support	12,850	3.93%
Handlers, Cleaners, Help., Laborers	12,811	3.92%

NOTE:

1999 ARB Rank: 72	1999 Revenue: \$37,400,000	Manager's Market Ranking (current): 3.6
1999 MSA Rank: 80	Rev per Share Point: \$422,122 88.6	Manager's Market Ranking (future) : 3.8
1999 DMA Rank: 45 (w/Santa Fe)	Population per Station: 17,303 32	
1999 Rev Rank: 60 of 173	1999 Revenue Change: -0.8	Five-year revenue gain % (94-99): 55.8

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	24.0	28.1	30.8	34.5	37.7	37.4						
Yearly Growth Rate (94-99): 7.9%	assigned											
Projected Revenue Estimates:							40.40	49.20	52.60	56.30	54.80	
Revenue per Capita:	36.64	42.19	45.70	50.66	54.88	54.20						
Yearly Growth Rate (94-99): 6.9%	assigned											
Projected Revenue per Capita:							57.94	61.94	66.21	70.78	75.66	
Resulting Revenue Estimate:							40.4	43.5	46.8	50.4	54.4	
Revenue as % of Retail Sales:	0.0039	0.0042	0.0042	0.0044	0.0044	0.0042						
Mean % (94-99) 0.00420%												
Resulting Revenue Estimate:							41.2	42.8	44.9	47.0	50.4	
							MEAN REVENUE ESTIMATE:					40.7 45.2 48.1 51.2 53.2

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.653	0.666	0.674	0.681	0.683	0.690	0.697	0.702	0.707	0.712	0.719
Retail Sales (billions):	6.20	6.70	7.40	7.80	8.40	9.00	9.80	10.20	10.70	11.20	12.00

Below-the-Line Listening Shares:	1.1
Unlisted Station Listening:	10.3
Total Lost Listening:	11.4
Available Share Points:	88.6
Number of Viable Stations:	20.5
Average Share Points per Viable Station:	4.3
Rev. per Available Share Point:	\$422,122
Estimated Rev. for Mean Station:	\$1,815,000
Average HH Income:	\$39,364
Average Age:	34.7
Average Education:	12.4
Average Home Value:	\$118,200
Population Change (1998-2003):	4.2
Retail Sales Change (1998-2003):	34.7
Cable Penetration:	57
Number of Class B or C FMs:	17

Confidence Levels
 1999 Revenue Estimates: Normal
 2000-to-2004 Revenue Estimates: Normal

Comments: Market reports revenue to Miller, Kaplan. All viable stations cooperate except KMMG-F and KABG. Managers predict 3 to 5% revenue growth in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 88.5	<\$20: 24.0	12-to-24 20.7	Non High School Grad: 18.7
Black: 3.5	\$20-\$49.9: 38.0	25-to-54 56.5	High School Grad: 28.4
Amer. Indian: 5.8	\$50-\$99.9: 28.3	55-plus 22.8	College 1-3 years: 28.0
Asian/Pac.Isl.: 2.1	\$100+: 9.7		College 4+ years: 24.9
Hispanic: * 39.2			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Transportation	Sun Healthcare 463		
Tourism			
Research			
Electronics			
Military			

INC 500 Companies

PB	330
ProLaw Software	455

Employment Breakdowns

By Industry:
 Albuquerque, NM MSA Total

1 Retail Trade	57,168	18.06%
2 Other Prof. Svcs.	33,537	10.60%
3 Health Svcs.	27,565	8.71%
4 Educational Svcs.	27,501	8.69%
5 Manufac., Durables	24,455	7.73%
6 Pub. Admin.	23,270	7.35%
7 Construction	22,377	7.07%
8 Fin., Ins. & Real Estate	20,998	6.63%
9 Bus. & Repair Svcs.	16,608	5.25%
10 Transportation	12,802	4.04%

Professional	54,917	17.35%
Admin. Support/Clerical	51,906	16.40%
Exec., Admin. & Managerial	40,480	12.79%
Sales	40,088	12.67%
Svc., Exclud. Protective & HH	34,716	10.97%
Precis. Produc./Craft/Repair	33,618	10.62%
Technicians & Support	16,383	5.18%
Machine Oprs., Fab., Assem., & Inspec.	11,807	3.73%
Transportation & Moving	11,558	3.65%
Handlers, Cleaners, Help., Laborers	9,704	3.07%

Total Metro Employees 316,509
 Top 10 Total Employees 266,281 84.13%

NOTE:

Largest Local Banks (Assets \$000,000)

Norwest Bk New Mexico NA	\$3,648
First Secur Bk of New Mexico NA	\$2,389
Bank of Albuquerque, NA	\$692
Western Bk	\$279
New Mexico Bank & Trust	\$53
Interamerica Bank	\$22
Capital Bank	\$20
Bank 1st	\$19
DSRM National Bank	\$3

Colleges and Universities (# of Students)

U. of New Mexico	23,067
Albuquerque Tech-Voc Inst.	11,165
Southwestern Indian Polytechnic Inst.	656
Total Students (FT & PT)	34,888

Military Bases (# of personnel)

Kirtland AFB	4,211
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Unemployment

Jun 79:	6.30%	Jul 90:	6.60%
Dec 82:	8.30%	Jul 91:	5.10%
Sep 83:	8.70%	Jul 92:	5.10%
Sep 84:	6.40%	Jul 93:	5.10%
Aug 85:	6.90%	Jul 94:	4.40%
Aug 86:	6.40%	Jul 95:	4.60%
Aug 87:	6.30%	Jul 96:	5.40%
Aug 88:	6.50%	Aug 98:	5.30%
Jul 89:	5.10%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Rick Johnson
Strascina Partners
Group West

Viable Stations

KABG-F	KKOB-F	KMMG-F	KTBL-F
KCHQ-F	KKSS-F	KPEK-F	KTEG-F
KHFM-F	KLSK-F	KRQS-F	KYLZ-F
KIOT-F	KLVO-F	KRST-F	KZKL-F
KIVA (1/2)	KMGA-F	KRZY-AF	KZRR-F
KKOB			

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KASA-TV	Santa Fe	2	FOX	Raycom	
KOB-TV	Albuquerque	4	NBC	Hubbard	
KNME	Albuquerque	5	PBS	U. of NM	
KOAT	Albuquerque	7	ABC	Hearst-Argyle	
KCHF	Santa Fe	11	IND		
KRQE-TV	Albuquerque	13	CBS	Lee	
KAPX	Albuquerque	14	PAX	Paxson	
KVBA-LP	Albuquerque	19	IND		
KWBQ	Santa Fe	19	WB	ACME	
KLUZ-TV	Albuquerque	41	UNI	Entravision	
KASY-TV	Albuquerque	50	UPN	ACME	
KTEL-LP	Albuquerque	53	TEL	Ramar	
K59DB	Albuquerque	59	SPN	Clear Channel	

Major Daily Newspapers

	AM	PM	Sun	Owner
Journal	112,751		161,923	Thompson H. Lang (JOA)
Tribune		23,022		E W Scripps Co. (Scripps Howard)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$84,900,000	40%	0.0094
Radio	\$37,400,000	18%	0.0042
Newspaper	\$75,600,000	36%	0.0084
Outdoor	\$7,500,000	4%	0.0008
Cable TV	\$5,600,000	3%	0.0006
Media Total	\$211,000,000		0.0234

NOTE: Use Newspaper and Outdoor estimates with caution.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KRST FM	C	\$5,500,000	14.7
2 KKOB AM	FS	\$5,250,000	14.0
3 KPEK FM	AC/NR	\$3,280,000	8.8
4 KZRR FM	AOR	\$3,100,000	8.3
5 KKOB FM	AC	\$2,900,000	7.8
6 KMGA FM	SAC	\$2,000,000	5.3
7 KIOT FM	CL AOR	\$1,830,000	4.9
8 KTBL FM	C/O	\$1,620,000	4.3
9 KHFM FM	CL	\$1,600,000	4.3
10 KTEG FM	AOR/NR	\$1,220,000	3.3
11 KKSS FM	CHR/U	\$1,190,000	3.2
12 KLVO FM	SPRTS	\$1,100,000	2.9
13 KNML AA	SPRTS	\$910,000	2.4
14 KLSK FM	CL AOR	\$740,000	2.0
15 KZKL FM	O	\$730,000	2.0
16 KMMG FM	B/O	\$600,000	1.6
17 KARS AM	SP	\$583,000	1.6
18 KRZY FM	SP	\$425,000	1.1
19 KRZY AM	SP	\$392,000	1.0
20 KRQS FM	AOR	\$350,000	0.9
21 KABG FM	O	\$340,000	0.9
22 KKIM AM	REL	\$335,000	0.9
23 KCHQ FM	CHR	\$270,000	0.7
24 KIVA AM	ST	\$225,000	0.6
25 KYLZ FM	CHR/U	\$200,000	0.5
26 KSYU FM	SAC	\$185,000	0.5
27 KNKT FM	REL	\$170,000	0.5

Market's Best

Best Restaurants: Scalo, Stephen's, Rancher's Club, Andre's, Hilton's Steak House.

Best Hotels: Hyatt Regency, Marriott, La Posada, Ramada Classic.

Best Golf Courses: Univ. of NM (South), Rio Rancho, Cochiti Lake, Arroyo del Oso, Four Hills CC, Pinion Hills.

NOTE:

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	84.7	\$30,362,000	14.1
National	15.3	\$5,523,000	-15.1

Highest Billing Radio Entities
(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Citadel Communications Corp.: KRST FM, KKOB AM, KKOB FM, KMGA FM, KTBL FM, KHFM FM, KNML AA	\$19,780,000	52.9
2 Clear Channel Communications: KPEK FM, KZRR FM, KTEG FM, KLSK FM, KSYU FM, KEXT-FM, KXKS-AM, KABQ-AM	\$8,525,000	22.8
3 Simmons Family, Inc.: KIOT FM, KKSS FM, KZKL FM, KRQS FM, KCHQ FM, KIVA AM, KBTK-AM	\$4,595,000	12.3
4 American General Media: KLVO FM, KMMG FM, KARS AM, KABG FM, KKIM AM, KYLZ FM	\$3,158,000	8.4
5 Entravision: KRZY FM, KRZY AM	\$817,000	2.2
6 Calvery Chapel of Albuquerque: KNKT FM	\$170,000	0.5

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1992				
1992	KBOM-F (Los Alamos)			\$560,000
1992	KALY			\$470,000
1992	KDEF, KUCU-F		Sold to Ivan Braiker	\$1,000,000
1992	KZKL AF	Sold by John Frankhouser		\$600,000
1992	KIVA, KZRQ-F		Sold to owner of KLSK-F (Cncld)	\$850,000
1992	KOLT-F (Santa Fe)		Sold to Commonwealth	\$1,200,000
1993	KZRR AF and KLSK-F	Merge		\$4,600,000
1993	KNYN-F (Santa Fe)			\$525,000
1993	KIVA, KZRQ-F (Santa Fe)		Sold to Territorial	\$880,000
1993	KKOB AF	From Fairmont	to Citadel	\$9,000,000
1993	KQEO, KMGA-F	From Spacecom	to Citadel	\$1,500,000
1994	KAMX A/F			\$750,000
1994	KKJY-F		Sold to KAMX owner	\$1,750,000
1994	KARS A/F (Belen)		Sold to Guardian	\$665,000
1994	KDEF, KUCU-F			\$800,000
1994	KZSS, KZRR-F, KLSK-F (60% int.)		Sold to River City	\$3,000,000
1995	KJBO		Sold to KHFM owner	\$175,000
1995	KRSY, KRST-F	From Commonwealth	to Crescent	\$15,500,000
1995	KDEF			\$125,000
1995	KIOT-F (Los Lunas)		Sold to Simmons	\$1,600,000
1995	KOLT-F (Santa Fe)		Sold to Crescent	\$1,350,000
1996	KASY-F		Sold to Citadel	\$5,000,000
1996	KHFN, KHFM-F		Sold to Citadel	\$5,700,000
1996	KDZZ, KHTZ-F, KTEG-F	From Bengal	to Trumper	\$7,400,000
1996	KIVA, KRLL, KZKL-F, KZRQ-F	From Territorial	to Simmons(80%)	\$5,000,000
1996	KRZY, KRST-F	From Crescent	to Citadel	\$20,000,000
1996	KRZY-F	From Crescent	to Citadel	\$3,000,000
1996	KZSS, KZRR-F, KLSK-F	From River City	to Trumper	\$8,000,000
1996	KRZY-AF	From Citadel	to EXCL	\$3,000,000
1996	KABQ	Sold by Gomez		\$100,000
1996	KRZN-F (101.3)		Sold to Simmons	\$850,000
1997	KARS, KKIM, KLVO-F, KYLZ-F	From Guardian	to Amer. General	\$5,500,000
1997	KKSS-F	From SunGroup	to Sunburst	
1998	KKSS-F	From Sunburst	to Trumper (Cncld.)	\$6,066,000
1998	KZSS/KHTZ	From Trumper		KSVA-F
1998	KSVA-F		Sold to Trumper	KHTZ/KKSS + \$1,500,000
1998	KKSS-F	From SunGroup/Sunburst	to Simmons	\$5,500,000
3-Aug-99	KLSK FM	Trumper	Clear Channel	\$55,500,000
3-Aug-99	KPEK FM	Trumper	Clear Channel	\$55,500,000
3-Aug-99	KTEG FM	Trumper	Clear Channel	\$55,500,000
3-Aug-99	KSYU FM	Trumper	Clear Channel	\$55,500,000
3-Aug-99	KZRR FM	Trumper	Clear Channel	\$55,500,000
9-Dec-99	KABQ AM	Continental Broadcasting	Clear Channel	Portfolio: \$7,400,000
9-Dec-99	KXKS AM	Continental Broadcasting	Clear Channel	Portfolio: \$7,400,000
9-Dec-99	KEXT FM	Continental Broadcasting	Clear Channel	Portfolio: \$7,400,000
4-Jan-00	KSVA AM	Lifetalk Broadcasting	Citadel	KHTL (920) + \$5,400,000
4-Jan-00	KHTL AM	Citadel	Lifetalk Broadcasting	Plus \$5,400,000 for KSVA (610)
4-Jan-00	KQEO AM	Lifetalk Broadcasting	Vanguard Media	\$12,000
31-Jan-00	KRZY AM	EXCL	Entravision	Group transaction: \$250,000,000
11-Jan-00	KRZY FM	EXCL	Entravision	Group transaction: \$250,000,000

WEATHER DATA

Elevation:		5311
Annual Precipitation:		8.33 in.
Annual Snowfall:		10.7 in.
Average Windspeed:		9.0 (SE)
		TOTAL
	JAN	JUL
	YEAR	YEAR
Avg. Max. Temp:	46.9	92.2
Avg. Min. Temp:	23.5	65.2
Average Temp:	35.2	78.7
	70.0	43.5
	56.8	

Allentown-Bethlehem

1999 ARB Rank: 67	1999 Revenue: \$26,600,000	Manager's Market Ranking (current): 2.9
1999 MSA Rank: 86	Rev per Share Point: \$400,602 66.4	Manager's Market Ranking (future) : 3
1999 DMA Rank: 4 (Philadelphia DMA)	Population per Station: 50,600 12	
1999 Rev Rank: 75 of 173	1999 Revenue Change: 7.1	Five-year revenue gain % (94-99): 42.2

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	18.7	19.9	21.1	22.9	24.7	26.6					
Yearly Growth Rate (94-99): 5.7%	assigned										
Projected Revenue Estimates:							28.40	29.50	30.90	32.80	35.10
Revenue per Capita:	30.51	32.36	34.36	37.24	40.16	42.90					
Yearly Growth Rate (94-99): 4.8%	assigned										
Projected Revenue per Capita:							44.95	47.11	49.37	51.74	54.22
Resulting Revenue Estimate:							28.0	29.4	30.9	32.4	34.2
Revenue as % of Retail Sales:	0.0038	0.0040	0.0040	0.0042	0.0044	0.0046					
Mean % (94-99) 0.00460%	assigned										
Resulting Revenue Estimate:							28.1	28.5	29.4	30.4	32.2
							MEAN REVENUE ESTIMATE:				
							28.2	29.1	30.4	31.9	33.8

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.613	0.614	0.614	0.614	0.618	0.620	0.622	0.624	0.626	0.627	0.630
Retail Sales (billions):	4.90	5.00	5.30	5.40	5.60	5.80	6.10	6.20	6.40	6.60	7.00

Below-the-Line Listening Shares: 20.7	Confidence Levels
Unlisted Station Listening: 12.9	1999 Revenue Estimates: Below normal
Total Lost Listening: 33.6	2000-to-2004 Revenue Estimates: Below normal
Available Share Points: 66.4	
Number of Viable Stations: 7.5	
Average Share Points per Viable Station: 8.9	
Rev. per Available Share Point: \$400,602	
Estimated Rev. for Mean Station: \$3,565,000	
Average HH Income: \$44,242	
Average Age: 38.6	
Average Education: 11.9	
Average Home Value: \$132,200	
Population Change (1998-2003): 1.4	
Retail Sales Change (1998-2003): 17.5	
Cable Penetration: NA	
Number of Class B or C FMs: 5	

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 95.6	<\$20: 20.1	12-to-24: 18.7	Non High School Grad: 26.0
Black: 2.6	\$20-\$49.9: 36.6	25-to-54: 51.4	High School Grad: 37.5
Amer. Indian: 0.1	\$50-\$99.9: 33.2	55-plus: 29.9	College 1-3 years: 18.7
Asian/Pac. Isl.: 1.6	\$100+: 10.1		College 4+ years: 17.8
Hispanic: *	6.4		

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Electronics	Air Products & Chem 323	Allentown - Bethlehem	Rodale 492
Steel	Bethlehem Steel 346	Air Products & Chemicals	
Textiles	PP&L Resources 401	PPL Corporation	
Trucks and Buses		Bethlehem Steel Corp.	
Chemicals			
Clothing			

INC 500 Companies

Employment Breakdowns

By Industry:

Allentown-Bethlehem-Easton, PA MSA Total			
1 Retail Trade	49,831	16.57%	
2 Manufac., Durables	40,192	13.36%	
3 Manufac., Non-Durables	37,399	12.43%	
4 Health Svcs.	27,866	9.27%	
5 Educational Svcs.	24,389	8.11%	
6 Construction	18,962	6.30%	
7 Fin., Ins. & Real Estate	17,645	5.87%	
8 Other Prof. Svcs.	16,353	5.44%	
9 Bus. & Repair Svcs.	13,471	4.48%	
10 Wholesale Trade	12,101	4.02%	
Total Metro Employees	300,758		
Top 10 Total Employees	258,209	85.85%	

By Occupation:

Admin. Support/Clerical	49,321	16.40%
Professional	41,545	13.81%
Precis. Produc./Craft/Repair	36,852	12.25%
Sales	33,663	11.19%
Exec., Admin. & Managerial	31,992	10.64%
Svc., Exclud. Protective & HH	31,031	10.32%
Machine Oprs., Fab., Assem., & Inspec.	28,885	9.60%
Handlers, Cleaners, Help., Laborers	14,695	4.89%
Transportation & Moving	12,864	4.28%
Technicians & Support	12,051	4.01%

NOTE:

Largest Local Banks (Assets \$000,000)

Summit Bk	\$2,914
Lafayette Ambassador Bank	\$794
Citizens National Bank	\$252
Twin Rivers Community Bank	\$172
Mauch Chunk Trust Co	\$164
American Bank	\$83
The Jim Thorpe National Bank	\$71

Colleges and Universities (# of Students)

Lehigh U.	6,279
Northampton County Area CC	5,278
Lehigh Carbon CC	3,798
Muhtenberg Coll.	2,313
Lafayette Coll.	2,175
Moravian Coll.	1,640
Cedar Crest Coll.	1,281
(and more)	
Total Students (FT & PT)	23,982

Military Bases (# of personnel)

Unemployment

Jun 79:	6.50%	Jul 90:	5.70%
Dec 82:	12.50%	Jul 91:	7.40%
Sep 83:	10.60%	Jul 92:	8.40%
Sep 84:	9.30%	Jul 93:	7.30%
Aug 85:	8.30%	Jul 94:	7.10%
Aug 86:	6.20%	Jul 95:	6.30%
Aug 87:	4.90%	Jul 96:	5.40%
Aug 88:	3.50%	Aug 98:	4.30%
Jul 89:	4.70%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Ackley

Viable Stations

WAEB	WCTO-F	WKAP	WODE-F
WAEB-F	WEST (1/2)	WLEV-F	WZZO-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WLVT	Allentown	39	PBS		
WBPH	Allentown	60	IND		
WFMZ-TV	Allentown	69	IND		

Also see Philadelphia

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Share
1 Clear Channel Communications: WAEB FM, WZZO FM, WAEB AM, WKAP AM	\$12,970,000	48.8
2 Citadel Communications Corp.: WLEV FM, WCTO FM	\$8,600,000	32.3
3 Nassau Broadcasting: WODE FM, WEEEX AM	\$4,500,000	16.9
4 MBC, Inc.: WEST AM	\$200,000	0.8
5 Valley Broadcasting Co.: WYNS AM	\$180,000	0.7
6 Mega Communications: WTKZ AM	\$160,000	0.6

Major Daily Newspapers

	AM	PM	Sun	Owner
Morning Call	129,522		175,953	Times Mirror Co.
Easton Express-Times	48,374		47,037	MediaNews Inc.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$44,600,000	32%	0.0077
Radio	\$26,600,000	19%	0.0046
Newspaper	\$58,000,000	41%	0.0100
Outdoor	\$6,700,000	5%	0.0012
Cable TV	\$4,500,000	3%	0.0008
Media Total	\$140,400,000		0.0243

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WAEB FM	CHR	\$6,000,000	22.6
2 WZZO FM	AOR	\$4,700,000	17.7
3 WLEV FM	AC	\$4,600,000	17.3
4 WODE FM	O	\$4,500,000	16.9
5 WCTO FM	C	\$4,000,000	15.0
6 WAEB AM	T	\$1,900,000	7.1
7 WKAP AM	ST	\$370,000	1.4
8 WEST AM	ST	\$200,000	0.8
9 WYNS AM	C	\$180,000	0.7
10 WTKZ AM	SPRTS	\$160,000	0.6

NOTE: Use Newspaper and Outdoor estimates with caution.

Miscellaneous Comments: Part of Philadelphia DMA. TV revenue is estimate of Allentown-Bethlehem's contribution to the total TV revenue for the DMA. Total revenue for DMA is estimated at \$663,000,000.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1990				
1993	WZZO-F	From Holt	to CRB (Commodore)	\$9,375,000
1994	WIPI, WODE-F	From Roth	to Wheeling-Pittsburgh	\$10,600,000
1995	WFMZ-F		Sale to Telemedia	\$9,500,000 canceled
1995	WIPI, WODE-F	From Wheeling-Pitts.	to Patterson	\$11,400,000
1996	WAEB-AF, WZZO-F	From Commodore	to Capstar	
1997	WEST	From Telemedia	to Citadel	\$600,000
1997	WLEV-F	From Telemedia	to Citadel	\$19,500,000
1997	WEEEX	From Patterson	to Capstar	\$600,000
1997	WODE-F	From Patterson	to Capstar	\$20,000,000
1997	WFMZ-F	From Dean	to Citadel	\$23,000,000
1997	WEST	From Citadel	to Dean	\$600,000
1997	WKAP		Sold to Capstar	\$2,130,000
1997	WEEEX, WODE-F	From Capstar	to Clear Channel	\$24,000,000
1998	WRNJ-F		Sold to Big City	\$6,400,000
2-Nov-99	WTKZ AM	Holt Corporation	Mega	\$1,250,000
6-Mar-00	WEEEX AM	Clear Channel	Nassau AMFM/CCU divestiture. With WODE:	\$30,000,000
6-Mar-00	WODE FM	Clear Channel	Nassau AMFM/CCU divestiture. With WEEEX:	\$30,000,000

Market's Best

Best Restaurants: Not Available.

Best Hotels: Allentown Hilton, Hamilton Plaza.

Best Golf Courses: Saucon Valley.

NO WEATHER DATA AVAILABLE

NOTE:

Altoona

1999 ARB Rank: 244	1999 Revenue: \$6,300,000	Manager's Market Ranking (current): 1.9
1999 MSA Rank: 266	Rev per Share Point: \$80,666 78.1	Manager's Market Ranking (future) : 2
1999 DMA Rank: 96 (w/Johnstown)	Population per Station: 8,454 13	
1999 Rev Rank: 172 of 173	1999 Revenue Change: 6.4	Five-year revenue gain % (94-99): 34

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	4.7	4.9	5.2	5.5	5.9	6.3					
Yearly Growth Rate (94-99): 5.7%	assigned										
Projected Revenue Estimates:							6.90	7.10	7.30	7.80	8.30
Revenue per Capita:	35.61	37.12	39.69	42.31	45.38	48.83					
Yearly Growth Rate (94-99): 5.4%	assigned										
Projected Revenue per Capita:							51.47	54.25	57.18	60.27	63.52
Resulting Revenue Estimate:							6.6	7.0	7.4	7.8	8.2
Revenue as % of Retail Sales:	0.0037	0.0036	0.0035	0.0034	0.0035	0.0035					
Mean % (94-99) 0.00350%											
Resulting Revenue Estimate:							6.7	7.0	7.4	7.4	7.7
MEAN REVENUE ESTIMATE:							6.7	7.0	7.3	7.6	8.1

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.132	0.132	0.131	0.130	0.131	0.130	0.129	0.129	0.129	0.129	0.129
Retail Sales (billions):	1.26	1.37	1.50	1.60	1.70	1.80	1.90	2.00	2.10	2.10	2.20

Below-the-Line Listening Shares:	9.3
Unlisted Station Listening:	12.6
Total Lost Listening:	21.9
Available Share Points:	78.1
Number of Viable Stations:	7.5
Average Share Points per Viable Station:	10.4
Rev. per Available Share Point:	\$80,666
Estimated Rev. for Mean Station:	\$839,000
Average HH Income:	\$32,355
Average Age:	38.8
Average Education:	11.8
Average Home Value:	\$56,100
Population Change (1998-2003):	-1.9
Retail Sales Change (1998-2003):	24
Cable Penetration:	NA
Number of Class B or C FMs:	3

Confidence Levels

1999 Revenue Estimates:	Below normal
2000-to-2004 Revenue Estimates:	Below normal

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 98.4	<\$20: 30.2	12-to-24 19.3	Non High School Grad: 24.9
Black: 1.0	\$20-\$49.9: 41.6	25-to-54 48.2	High School Grad: 48.8
Amer. Indian: 0.1	\$50-\$99.9: 23.7	55-plus 32.5	College 1-3 years: 15.7
Asian/Pac. Isl.: 0.4	\$100+: 4.5		College 4+ years: 10.6
Hispanic: * 0.5			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Candy			Sheetz 168
Food Products			
Paper			
Locomotives			
Clothing			

INC 500 Companies

Employment Breakdowns

By Industry:

Altoona, PA MSA Total

1 Retail Trade	11,201	20.04%
2 Health Svcs.	6,225	11.14%
3 Manufac., Non-Durables	5,417	9.69%
4 Manufac., Durables	4,962	8.88%
5 Transportation	4,382	7.84%
6 Educational Svcs.	3,850	6.89%
7 Construction	3,651	6.53%
8 Other Prof. Svcs.	2,605	4.66%
9 Wholesale Trade	2,578	4.61%
10 Bus. & Repair Svcs.	2,291	4.10%
Total Metro Employees	55,900	
Top 10 Total Employees	47,162	84.37%

By Occupation:

Admin. Support/Clerical	7,574	13.55%
Precis. Produc./Craft/Repair	7,400	13.24%
Svc., Exclud. Protective & HH	7,217	12.91%
Sales	7,147	12.79%
Professional	6,183	11.06%
Machine Oprs., Fab., Assemb., & Inspec.	5,389	9.64%
Exec., Admin. & Managerial	4,767	8.53%
Transportation & Moving	3,239	5.79%
Handlers, Cleaners, Help., Laborers	2,993	5.35%
Technicians & Support	1,991	3.56%

NOTE:

Largest Local Banks (Assets \$000,000)

Holidaysburg Tr Co \$270

Colleges and Universities (# of Students)	
Penn State Altoona	3,546
Juniata Coll.	1,175
Mount Aloysius Coll.	950
Altoona School of Commerce	100
Total Students (FT & PT)	5,771

Military Bases (# of personnel)

Unemployment	
Sep 83: 15.50%	Jul 91: 8.70%
Sep 84: 10.60%	Jul 92: 8.60%
Aug 85: 10.20%	Jul 93: 7.20%
Aug 86: 6.90%	Jul 94: 6.50%
Aug 87: 6.00%	Jul 95: 6.30%
Aug 88: 5.30%	Jul 96: 5.70%
Jul 89: 5.90%	Aug 98: 4.50%
Jul 90: 7.60%	

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations			
WALY-F	WFBG	WMXV-F	WRTA
WBXQ-FF	WFGY-F	WPRR-F	WVAM (1/2)

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
See Johnstown					

See Johnstown

Highest Billing Radio Entities (includes duopolies and combos)		Combined Revenue	Share
1	Forever Broadcasting: WFGY FM, WALY FM, WMAJ FM, WFBG AM	\$3,830,000	60.8
2	Music Broadcasting, Inc.: WPRR FM, WVAM AM	\$1,330,000	21.1
3	Sounds Good, Inc.: WBXQ FF	\$600,000	9.5
4	Altoona Trans-Audio Corp.: WRTA AM	\$560,000	8.9

Major Daily Newspapers

AM	PM	Sun	Owner
Mirror 33,729		40,464	Ogden Newspapers

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$12,000,000	36%	0.0067
Radio	\$6,300,000	19%	0.0035
Newspaper	\$11,100,000	34%	0.0062
Outdoor	\$1,900,000	6%	0.0011
Cable TV	\$1,700,000	5%	0.0009
Media Total	\$33,000,000		0.0184

Highest Billing Stations			
Calls	Format	Revenue	Pct.
1 WFGY FM	C	\$1,700,000	27.0
2 WPRR FM	CHR	\$1,100,000	17.5
3 WALY FM	O	\$800,000	12.7
4 WMAJ FM	CL HITS	\$750,000	11.9
5 WBXQ FF	AOR	\$600,000	9.5
6 WFBG AM	FS	\$580,000	9.2
7 WRTA AM	T	\$560,000	8.9
8 WVAM AM	SPRTS	\$230,000	3.7

NOTE: * WFGY-FM receives about \$1.7 million in revenue from the State College market.

NOTE: Use Newspaper and Outdoor estimates with caution.
Miscellaneous Comments: * Split DMA between Johnstown and Altoona. TV revenue is Altoona's share. Total TV revenue for DMA is estimated at \$32,000,000.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1992				
1994	WBRX-F (Patton)		Sold to WBXQ-F owner	\$235,000
1996	WALY-F			
1996	WFBG, WFGY-F, WFGI-F	From Logan	to Forever	Market's Best
1996	WKMC, WHPA-F		Sold to Forever	\$2,000,000
1997	WKMC	Sold by Forever		\$25,000
1997	WKMC		to Cary Simpson	Trade WVFC in McConnellsburg
1997	WBRX-F, WBXQ-F			\$400,000

NO WEATHER DATA AVAILABLE
See Pittsburgh for an approximation.

NOTE:

Amarillo

1999 ARB Rank: 188	1999 Revenue: \$9,100,000	Manager's Market Ranking (current): 2.6
1999 MSA Rank: 195	Rev per Share Point: \$108,722 83.7	Manager's Market Ranking (future) : 3
1999 DMA Rank: 129	Population per Station: 9,200 19	
1999 Rev Rank: 159 of 173	1999 Revenue Change: 7.7	Five-year revenue gain % (94-99): 46.8

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	6.2	6.6	6.9	7.6	8.4	9.1					
Yearly Growth Rate (94-99): 5.9% assigned											
Projected Revenue Estimates:							9.90	10.30	10.70	11.40	12.10
Revenue per Capita:	30.54	31.88	32.86	35.84	39.25	42.13					
Yearly Growth Rate (94-99): 5.0% assigned											
Projected Revenue per Capita:							44.24	46.45	48.77	51.21	53.77
Resulting Revenue Estimate:							9.6	10.2	10.9	11.5	12.2
Revenue as % of Retail Sales:	0.0031	0.0031	0.0033	0.0036	0.0038	0.0039					
Mean % (94-99) 0.00390%											
Resulting Revenue Estimate:							9.4	9.4	9.8	10.1	10.9
MEAN REVENUE ESTIMATE:							9.7	10.0	10.4	11.0	11.7

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.203	0.207	0.210	0.212	0.214	0.216	0.218	0.220	0.223	0.225	0.227
Retail Sales (billions):	2.00	2.10	2.10	2.10	2.20	2.30	2.40	2.40	2.50	2.60	2.80

Below-the-Line Listening Shares:	0
Unlisted Station Listening:	16.3
Total Lost Listening:	16.3
Available Share Points:	83.7
Number of Viable Stations:	12.5
Average Share Points per Viable Station:	6.7
Rev. per Available Share Point:	\$108,722
Estimated Rev. for Mean Station:	\$728,000
Average HH Income:	\$33,684
Average Age:	34.7
Average Education:	12.5
Average Home Value:	\$68,300
Population Change (1998-2003):	5.1
Retail Sales Change (1998-2003):	17.6
Cable Penetration:	67
Number of Class B or C FMs:	9

Confidence Levels	
1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. Managers predict 5 to 6% growth in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	90.1 <\$20: 29.1	12-to-24 21.5	Non High School Grad: 23.2
Black:	6.2 \$20-\$49.9: 41.2	25-to-54 51.9	High School Grad: 26.7
Amer. Indian:	1.0 \$50-\$99.9: 24.0	55-plus 26.6	College 1-3 years: 30.8
Asian/Pac. Isl.:	2.7 \$100+: 5.7		College 4+ years: 19.2
Hispanic: *	17.1		

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Petrochemicals			
Transportation			
Agribusiness			
Munitions			

INC 500 Companies

Employment Breakdowns

By Industry:

Amarillo, TX MSA Total

1 Retail Trade	19,464	19.57%
2 Health Svcs.	9,290	9.34%
3 Educational Svcs.	8,511	8.56%
4 Construction	6,513	6.55%
5 Other Prof. Svcs.	6,436	6.47%
6 Wholesale Trade	6,421	6.46%
7 Fin., Ins. & Real Estate	6,283	6.32%
8 Manufac., Durables	5,941	5.97%
9 Manufac., Non-Durables	5,374	5.40%
10 Transportation	4,852	4.88%
Total Metro Employees	79,085	
Top 10 Total Employees	79,085	100.00%

By Occupation:

Admin. Support/Clerical	15,444	15.53%
Sales	13,626	13.70%
Professional	13,490	13.57%
Precis. Produc./Craft/Repair	12,607	12.68%
Svc. Exclud. Protective & HH	12,198	12.27%
Exec., Admin. & Managerial	10,649	10.71%
Transportation & Moving	4,967	4.99%
Machine Oprs., Fab., Assemb., & Inspec.	4,424	4.45%
Handlers, Cleaners, Help., Laborers	4,068	4.09%
Technicians & Support	3,285	3.30%

NOTE:

Largest Local Banks (Assets \$000,000)		Colleges and Universities (# of Students)		Military Bases (# of personnel)	Unemployment
Amarillo Natl Bk	\$1,233	West Texas A&M U.	6,358		
FirstBank Southwest NA	\$387	Amarillo Coll.	5,973		N/A
The First National Bank of Amarillo	\$252	Frank Phillips Coll.	971		
First National Bank of Claude	\$40				
Western National Bank	\$33	Total Students (FT & PT)	13,302		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations			
KAEZ-F	KGNC	KMML-F	KQFX-F (1/2)
KARX-F	KGNC-F	KNSY-F	KQIZ-F
KATP-F	KIXZ	KPUR-F	KZRK-F
KBUY-F			

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KACV	Amarillo	2	PBS		
KAMR-TV	Amarillo	4	NBC	Quorum	
KVII-TV	Amarillo	7	ABC		
KFDA-TV	Amarillo	10	CBS	Drewry	
KCIT	Amarillo	14	FOX	Mission	Quorum (JSA)
K36DV	Amarillo	36	TEL	Telemundo	
KCPN-LP	Amarillo	65	UPN	Mission	Quorum (JSA) 2 of 2

Highest Billing Radio Entities (includes duopolies and combos)		Combined Revenue	Revenue Share
1	Morris Communications: KGNC FM, KGNC AM	\$3,400,000	37.4
2	Cumulus Media: KQIZ FM, KARX FM, KZRK AF, KPUR AF	\$2,725,000	29.9
3	Clear Channel Communications: KMML FM, KNSY FM, KIXZ AM, KMXJ FM	\$1,750,000	19.2
4	Michael Perry Stephens: KAEZ FM	\$350,000	3.8
5	Cropper-McGuire Broadcasting: KATP FM	\$330,000	3.6

Major Daily Newspapers	AM	PM	Sun	Owner
Daily News;				
Globe Times; Sunday News-Globe	42,500	14,861	70,173	Morris

Highest Billing Stations				
Calls	Format	Revenue	Pct.	
1	KGNC FM C	\$1,800,000	19.8	
2	KGNC AM T	\$1,600,000	17.6	
3	KQIZ FM CHR	\$925,000	10.2	
4	KMML FM C	\$750,000	8.2	
5	KNSY FM CHR	\$700,000	7.7	
6	KARX FM CL AOR	\$690,000	7.6	
7	KZRK FM AOR/NR	\$660,000	7.3	
8	KPUR FM O	\$450,000	4.9	
9	KAEZ FM AC	\$350,000	3.8	
10	KATP FM C	\$330,000	3.6	
11	KIXZ AM ST	\$300,000	3.3	

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$23,700,000	38%	0.0103
Radio	\$9,100,000	15%	0.0039
Newspaper	\$24,800,000	40%	0.0108
Outdoor	\$2,700,000	4%	0.0012
Cable TV	\$1,800,000	3%	0.0008
Media Total	\$62,100,000		0.0270

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1993	KATP-F	From Woods	to Meyer-Baldrige	\$350,000
1993	KLSF-F		Sold to owners of KIXZ, KMML-F	\$700,000
1994	KAKS-AF (Canyon)			\$2,500,000
1996	KATP-F	Sold by Ken Meyer		\$610,000 (Included duopolies and combos)
1996	KLLR-F (99.7)			\$325,000
1997	KBUY-F		Sold to Champion	\$750,000
1997	KIXZ/KMML-F/KQAC-F		Sold to Champion	\$1,500,000
1997	KPQZ-F		Sold to Gary Acker	\$790,000
1997	KTNZ (1010)		Sold to Cumulus	\$90,000
1997	KARX-F		Sold to Cumulus	\$675,000
1997	KQIZ-F		Sold to Cumulus	\$3,140,000
1997	KZRK-AF		Sold to Cumulus	\$1,000,000
1998	KPUR-AF		Sold to Cumulus	\$820,000
8-Sep-99	KAEZ FM	KAEZ, Inc.	Michael Perry Stephens	\$750,000

Market's Best

NO WEATHER DATA AVAILABLE

NOTE:

Anchorage

1999 ARB Rank: 168	1999 Revenue: \$14,700,000	Manager's Market Ranking (current): 2.5
1999 MSA Rank: 171	Rev per Share Point: \$163,333 90	Manager's Market Ranking (future) : 2.7
1999 DMA Rank: 149	Population per Station: 10,275 20	
1999 Rev Rank: 123 of 173	1999 Revenue Change: 1.4	Five-year revenue gain % (94-99): 13.1

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	13.0	12.7	13.0	13.7	14.5	14.7						
Yearly Growth Rate (94-99): 5.4%	assigned											
Projected Revenue Estimates:							15.10	15.90	16.80	18.00	19.10	
Revenue per Capita:	50.98	49.22	52.00	55.02	58.23	56.32						
Yearly Growth Rate (94-99): 4.9%	assigned											
Projected Revenue per Capita:							59.07	61.96	65.00	68.19	71.53	
Resulting Revenue Estimate:							15.5	16.2	17.1	18.0	19.0	
Revenue as % of Retail Sales:	0.0043	0.0041	0.0041	0.0042	0.0043	0.0042						
Mean % (94-99) 0.00425%												
Resulting Revenue Estimate:							15.3	15.7	16.2	16.6	17.4	
							MEAN REVENUE ESTIMATE:					15.3 16.0 16.7 17.5 18.5

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.255	0.258	0.250	0.249	0.261	0.261	0.262	0.262	0.263	0.264	0.266
Retail Sales (billions):	3.00	3.10	3.20	3.30	3.40	3.50	3.60	3.70	3.80	3.90	4.10

Below-the-Line Listening Shares:	0.9
Unlisted Station Listening:	9.1
Total Lost Listening:	10
Available Share Points:	90
Number of Viable Stations:	15
Average Share Points per Viable Station:	6
Rev. per Available Share Point:	\$163,333
Estimated Rev. for Mean Station:	\$980,000
Average HH Income:	\$55,891
Average Age:	32.7
Average Education:	13.3
Average Home Value:	\$136,800
Population Change (1998-2003):	1.1
Retail Sales Change (1998-2003):	15
Cable Penetration:	62
Number of Class B or C FMs:	14

Confidence Levels
 1999 Revenue Estimates: Normal
 2000-to-2004 Revenue Estimates: Normal

Comments: Managers predict 2 to 3% revenue growth in 2000. Market reports revenue to Miller, Kaplan

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 80.6	<\$20: 13.7	12-to-24: 22.0	Non High School Grad: 9.8
Black: 6.3	\$20-\$49.9: 30.8	25-to-54: 66.3	High School Grad: 25.6
Amer. Indian: 6.7	\$50-\$99.9: 35.2	55-plus: 11.7	College 1-3 years: 38.4
Asian/Pac. Isl.: 6.4	\$100+: 20.3		College 4+ years: 26.3
Hispanic: *	5.2		

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses 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:

Anchorage, AK MSA Total

1 Retail Trade	21,398	16.71%
2 Pub. Admin.	15,088	11.79%
3 Other Prof. Svcs.	12,034	9.40%
4 Transportation	10,355	8.09%
5 Health Services	9,296	7.26%
6 Educational Svcs.	9,192	7.18%
7 Fin., Ins. & Real Estate	8,152	6.37%
8 Construction	7,276	5.68%
9 Bus. & Repair Svcs.	6,778	5.29%
10 Mining	6,002	4.69%

Total Metro Employees 105,571
 Top 10 Total Employees 105,571 100.00%

By Occupation:

Admin. Support/Clerical	23,826	18.61%
Professional	21,208	16.57%
Exec., Admin. & Managerial	20,028	15.64%
Svc., Exclud. Protective & HH	14,950	11.68%
Sales	14,422	11.27%
Precis. Produc./Craft/Repair	12,321	9.62%
Technicians & Support	6,614	5.17%
Handlers, Cleaners, Help., Laborers	4,253	3.32%
Transportation & Moving	3,809	2.98%
Protective Svc.	2,452	1.92%

NOTE:

Largest Local Banks (Assets \$000,000)	
Nail Bk of Alaska	\$2,766
First Nail Bk of Anchorage	\$1,531
Northrim Bank	\$337

Colleges and Universities (# of Students)	
U. of Alaska Anchorage	14,998
Alaska Pacific U.	551
Total Students (FT & PT)	15,549

Military Bases (# of personnel)	
Camp Carroll Training Ctr.	6,768
Elmendorf AFB	2,417
Fort Richardson	

Unemployment			
Jun 79:	8.60%	Jul 90:	5.3%
Dec 82:	10.60%	Jul 91:	6.7%
Sep 84:	7.30%	Jul 92:	7.8%
Sep 84:	7.30%	Jul 93:	5.50%
Aug 85:	N/A	Jul 94:	5.50%
Aug 86:	9.70%	Jul 95:	4.30%
Aug 87:	10.0%	Jul 96:	4.80%
Aug 88:	7.6%	Aug 98:	3.50%
Jul 89:	6.1%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Porcarro
Ken Flynn
Bradley
Frost

Viable Stations			
KASH-F	KENI	KHAR (1/2)	KNIK-F
KBFX-F	KFAT-F	KKRO-F	KQEZ-F
KBRJ-F	KFOD (1/2)	KLEF-F	KWHL-F
KEAG-F	KGOT-F	KMXS-F	KYMG-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KTUU-TV	Anchorage	2	NBC		
KTBY	Anchorage	4	FOX	Grapevine	
KYES	Anchorage	5	UPN		
KAKM	Anchorage	7	PBS	AK PTV	
KTVA	Anchorage	11	CBS	Northern TV	
KIMO-TV	Anchorage	13	ABC	Smith	
KJMW	Ketchikan	25	FOX		

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel Communications: KGOT FM, KBFX FM, KASH FM, KENI AM, KYMG FM, KTZN AM	\$6,370,000	42.9
2 Morris Communications: KWHL FM, KBRJ FM, KMXS FM, KEAG FM, KHAR AM, KFOD AM	\$5,930,000	40.3
3 New Northwest Broadcasters, Inc.: KKRO FM, KFAT FM, KQEZ FM, KADX-FM, KAXX AM, KRPM FM	\$1,100,000	7.5
4 Northern Television, Inc.: KNIK FM, KBYR AM, KFSH AM	\$780,000	5.3
5 Chinook Concert Broadcasters, Inc.: KLEF FM, KASH AM	\$570,000	3.9

Major Daily Newspapers

	AM	PM	Sun	Owner
Daily News	71,011		89,644	McClatchy Co.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KGOT FM	CHR	\$1,800,000	12.2
2 KWHL FM	AOR	\$1,500,000	10.2
3 KBRJ FM	C	\$1,425,000	9.7
4 KMXS FM	AC/CHR	\$1,300,000	8.8
5 KBFX FM	AOR/CL	\$1,200,000	8.2
6 KEAG FM	O	\$1,150,000	7.8
7 KASH FM	C	\$1,100,000	7.5
8 KENI AM	T/N	\$1,100,000	7.5
9 KYMG FM	AC	\$1,030,000	6.6
10 KNIK FM	J	\$600,000	4.1
11 KLEF FM	CL AOR	\$570,000	3.9
12 KKRO FM	CL HITS	\$550,000	3.7
13 KFAT FM	CHR/D	\$300,000	2.0
14 KHAR AM	ST	\$285,000	1.9
15 KFOD AM	T	\$270,000	1.8
16 KQEZ FM	SAC	\$250,000	1.7
17 KBYR AM	T	\$180,000	1.2
18 KTZN AM	SPRTS	\$140,000	1.0

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$31,700,000	38%	0.0091
Radio	\$14,700,000	18%	0.0042
Newspaper	\$33,000,000	39%	0.0094
Outdoor	\$1,300,000	2%	0.0004
Cable TV	\$3,000,000	4%	0.0009
Media Total	\$83,700,000		0.0240

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1992				
1992	KHAR, KBRJ-F		Sold to Roy Paschal	\$800,000
1992	KYAK, KGOT-F	From receiver	to Comm. Pacific	\$700,000
1993	KYAK, KGOT-F	From Olympia	to McCaw	\$625,000
1993	KBFX-F		Sold to Community Pacific	\$1,300,000
1993	KEAG-F		Sold to Tom Ingstad	\$285,000
1994	KENI		Sold to Community Pacific	\$800,000
1996	KEAG-F	Sold by Tom Ingstad		\$2,500,000
1996	KHAR, KBRJ-F		Sold to KWHL-F owner	\$900,000
1996	KENI	From Comm. Pacific	to Capstar	\$1,600,000
1996	KASH-AF	From Comm. Pacific	to Capstar	\$3,500,000
1996	KBFX-F	From Comm. Pacific	to Capstar	\$2,400,000
1997	KYAK/KGOT-F/KYMG-F	From McCaw	to Capstar	NA
1997	KASH (1080)	Sold by Capstar		\$135,000
1997	KKRO-F	From T. Ingstad	to Pioneer	\$1,350,000
1998	KHAR/KBRJ-F/KFOD/KEAG-F/KMXS-F/KWHL-F	From Pioneer	to Morris	\$33,000,000
16-Apr-99	KFAT FM	C. Coleman	New Northwest	\$1,500,000 w FM CP in Houston, AK
29-Apr-99	KMBQ FM	Garry Buell	Clyde Boyer	
17-May-99	KKRO FM	Williams Corp.	New Northwest	\$1,300,000
17-May-99	KQEZ FM	Ubik Corp.	New Northwest	\$1,100,000
15-Feb-00	KMBQ FM	Clyde Boyer	John Klapperich	\$360,000
8-Mar-00	KBYR AM	Northern Television	Media News Group	With FM CP, KTVA-TV: \$2,133,450

Market's Best

Best Restaurants: Marx Brothers, Josephines, Double Muskie, Elevation 92.

Best Hotels: Captain Cook, Sheraton, Hilton, Westmark.

Best Golf Courses: Elmendorf AFB Course, Anchorage GC, Moose Run, Eagleleglen.

WEATHER DATA

Elevation:	92
Annual Precipitation:	14.6 in.
Annual Snowfall:	69.8 in.
Average Windspeed:	6.6 (N)

	JAN	JUL	TOTAL YEAR
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:

Appleton-Oshkosh

1999 ARB Rank: 134	1999 Revenue: \$15,700,000	Manager's Market Ranking (current): 3.5
1999 MSA Rank: 142	Rev per Share Point: \$253,635 61.9	Manager's Market Ranking (future) : 3.8
1999 DMA Rank: 70 (w/ Green Bay)	Population per Station: 20,693 14	
1999 Rev Rank: 114 of 173	1999 Revenue Change: 9.6	Five-year revenue gain % (94-99): 48.1

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	10.6	11.3	12.0	13.0	14.2	15.7					
Yearly Growth Rate (94-99): 6.5%	assigned										
Projected Revenue Estimates:							16.70	17.80	19.00	20.20	21.50
Revenue per Capita:	31.74	33.43	35.09	37.46	40.60	44.22					
Yearly Growth Rate (94-99): 5.9%	assigned										
Projected Revenue per Capita:							46.83	49.59	52.52	55.62	58.90
Resulting Revenue Estimate:							16.7	17.9	19.1	20.3	21.6
Revenue as % of Retail Sales:	0.0031	0.0031	0.0031	0.0033	0.0033	0.0034					
Mean % (94-99) 0.00330%											
Resulting Revenue Estimate:							16.2	16.8	17.5	18.5	19.5
MEAN REVENUE ESTIMATE:							16.5	17.5	18.5	19.7	20.9

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.334	0.338	0.342	0.347	0.353	0.355	0.357	0.360	0.363	0.365	0.367
Retail Sales (billions):	3.40	3.60	3.90	4.00	4.30	4.60	4.90	5.10	5.30	5.60	5.90

Below-the-Line Listening Shares:	28
Unlisted Station Listening:	10.1
Total Lost Listening:	38.1
Available Share Points:	61.9
Number of Viable Stations:	12
Average Share Points per Viable Station:	5.2
Rev. per Available Share Point:	\$253,635
Estimated Rev. for Mean Station:	\$1,319,000
Average HH Income:	\$47,232
Average Age:	35.1
Average Education:	12.1
Average Home Value:	\$89,000
Population Change (1998-2003):	3.6
Retail Sales Change (1998-2003):	32.7
Cable Penetration:	NA
Number of Class B or C FMs:	6

Confidence Levels

1999 Revenue Estimates:	Slightly below normal
2000-to-2004 Revenue Estimates:	Slightly below normal

Comments: Market does not report revenue. Managers predict 8 to 10% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 96.9	<\$20: 17.5	12-to-24 21.6	Non High School Grad: 18.8
Black: 0.3	\$20-\$49.9: 35.5	25-to-54 53.3	High School Grad: 42.1
Amer. Indian: 1.0	\$50-\$99.9: 37.2	55-plus 25.1	College 1-3 years: 22.3
Asian/Pac. Isl.: 1.8	\$100+: 9.9		College 4+ years: 16.8
Hispanic: * 1.1			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Paper	Aid Assn for Lutherans 461		Menasha 219
Farm Machinery			
Knitting Mills			
Printing			

INC 500 Companies

Employment Breakdowns

By Industry:

Appleton-Oshkosh-Neenah, WI MSA Total

1 Manufac., Non-Durables	32,327	18.19%
2 Retail Trade	30,094	16.93%
3 Manufac., Durables	23,799	13.39%
4 Health Svcs.	13,259	7.46%
5 Educational Svcs.	13,113	7.38%
6 Fin., Ins. & Real Estate	9,919	5.58%
7 Construction	8,777	4.94%
8 Other Prof. Svcs.	8,356	4.70%
9 Bus. & Repair Svcs.	6,835	3.85%
10 Wholesale Trade	6,787	3.82%
Total Metro Employees	177,762	
Top 10 Total Employees	153,266	86.22%

By Occupation:

Admin. Support/Clerical	26,886	15.12%
Precis. Produc./Craft/Repair	21,544	12.12%
Machine Oprs., Fab., Assemb., & Inspec.	21,534	12.11%
Professional	21,212	11.93%
Svc., Exclud. Protective & HH	19,752	11.11%
Sales	19,094	10.74%
Exec., Admin. & Managerial	17,658	9.93%
Handlers, Cleaners, Help., Laborers	8,389	4.72%
Transportation & Moving	7,230	4.07%
Technicians & Support	6,145	3.46%

NOTE:

Largest Local Banks (Assets \$000,000)

M&I Bk Fox Valley	\$896
Associated Bank, NA	\$706
M&I Central State Bank	\$453
The First State Bank	\$234
F&M Bk	\$147
F&M Bank-Winnebago County	\$101
West Pointe Bank	\$99
State Bank of Chilton	\$81
First Natl Bk Fox Valley	\$77

Colleges and Universities (# of Students)

U. of Wisconsin-Oshkosh	10,477
Moraine Park Technical Coll.	3,043
Marian C of Fond du Lac	2,157
U. of Wisconsin-Fox Valley	1,328
Lawrence U.	1,195
U. of Wisconsin-Fond du Lac	482
Total Students (FT & PT)	18,682

Military Bases (# of personnel)

Unemployment

Dec 82:	11.90%	Jul 90:	3.50%
Sep 83:	8.50%	Jul 91:	3.80%
Sep 84:	6.30%	Jul 92:	4.70%
Aug 85:	6.40%	Jul 93:	3.80%
Aug 86:	5.80%	Jul 94:	3.50%
Aug 87:	4.20%	Jul 95:	2.60%
Aug 88:	3.00%	Jul 96:	2.50%
Jul 89:	3.80%	Aug 98:	2.30%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Media Management
Van Sistine
Burton Korstedt

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
See Green Bay					

Viable Stations

WAPL-F	WKSZ-F	WOSH	WROE-F
WHBY	WNAM	WOZZ-F	WVBO-F
WIXX-F	WNCY-F	WPKR-FF	WWWX-F

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Woodward Communications, Inc.: WAPL FM, WHBY AM	\$4,800,000	30.6
2 Midwest Communications, Inc.: WNCY FM, WROE FM, WOZZ FM	\$4,050,000	25.8
3 Cumulus Media: WVBO FM, WWWX FM, WNAM AM, WOSH AM	\$3,400,000	21.7
4 Midwest Dimensions, Inc: WPKR FF	\$1,200,000	7.6

Major Daily Newspapers

	AM	PM	Sun	Owner
Post-Crescent		56,218	74,804	Thomson
Oshkosh Northwestern	24,291		27,884	Thomson

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$27,400,000	36%	0.0060
Radio	\$15,700,000	20%	0.0034
Newspaper	\$29,500,000	38%	0.0064
Outdoor	\$2,400,000	3%	0.0005
Cable TV	\$2,000,000	3%	0.0004
Media Total	\$77,000,000		0.0167

NOTE: Use Newspaper and Outdoor estimates with caution.
Miscellaneous Comments: * Split DMA with Green Bay. TV revenue is estimate of Appleton's share.
Total TV revenue for DMA is estimated at \$57,600,000.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WAPL FM	AOR	\$3,400,000	21.7
2 WNCY FM	C	\$1,700,000	10.8
3 WVBO FM	O	\$1,500,000	9.6
4 WHBY AM	FS	\$1,400,000	8.9
5 WPKR FF	C	\$1,200,000	7.6
6 WROE FM	SAC	\$1,200,000	7.6
7 WOZZ FM	AOR/CL	\$1,150,000	7.3
8 WWWX FM	AOR	\$750,000	4.8
9 WNAM AM	ST	\$600,000	3.8
10 WOSH AM	T	\$550,000	3.5

NOTE: Some revenue is derived from the Green Bay market. A greater amount is taken out of the market by Green Bay stations.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1993				
1993	WOZZ-F	From Martin	to Midwest Comm.	\$1,400,000
1993	WQWM			380,000
1994	WNFL, WKFX-F	Sold by Wincom	to Central States	\$1,400,000
1994	WKFX-F	Sold by Central States		\$1,900,000
1994	WEMI-F (Menasha)		Sold to Central States	\$2,000,000
1996	WQGB-F (103.1, Kaukauna)		Sold to Mid-West Family	500,000
1996	WNAM, WUSW-F		Sold to Mid-West Family	\$1,200,000
1996	WNFL, WNCY-F, WROE-F	From Central States	to Midwestern Commun.	\$10,700,000
1997	WNAM/WOSH/WQGB-F/WUSW-F/WVBO-F	From Mid-West Family	to Cumulus	\$1,800,000
1998	WRJQ			\$140,000
1998	WAUN-F			\$105,000
22-Feb-99	WSGC AM			\$398,000

Market's Best

Best Restaurants: Christie's, Granary, Butch's Anchor Inn.

Best Hotels: Paper Valley Hotel, Valley Inn.

Best Golf Courses: Blackwolf Run (Kohler).

NO WEATHER DATA AVAILABLE

NOTE:

Asheville

1999 ARB Rank: 179 1999 Revenue: \$9,400,000 Manager's Market Ranking (current): 3.1
 1999 MSA Rank: 193 Rev per Share Point: \$183,953 51.1 Manager's Market Ranking (future) : 3.5
 1999 DMA Rank: 37 (w/Greenville-Spartanburg & Anderson) Population per Station: 18,500 10

1999 Rev Rank: 157 of 173 1999 Revenue Change: 8.5 Five-year revenue gain % (94-99): 54.1

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	6.1	6.5	6.9	7.9	8.6	9.4					
Yearly Growth Rate (94-99): 5.9%	assigned										
Projected Revenue Estimates:							10.40	10.70	11.10	11.90	12.50
Revenue per Capita:	29.75	31.25	32.55	36.92	39.63	43.33					
Yearly Growth Rate (94-99): 4.5%	assigned										
Projected Revenue per Capita:							45.28	47.32	49.45	51.67	54.00
Resulting Revenue Estimate:							9.9	10.4	10.9	11.5	12.1
Revenue as % of Retail Sales:	0.0031	0.0028	0.0028	0.0029	0.0030	0.0031					
Mean % (94-99)	0.00305%										
Resulting Revenue Estimate:							10.1	10.4	11.3	12.2	12.8
							MEAN REVENUE ESTIMATE:				
							10.2	10.5	11.1	11.9	12.5

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.205	0.208	0.212	0.214	0.214	0.217	0.218	0.220	0.221	0.223	0.224
Retail Sales (billions):	2.00	2.30	2.50	2.70	2.80	3.00	3.30	3.40	3.70	4.00	4.20

Below-the-Line Listening Shares:	28	Confidence Levels	
Unlisted Station Listening:	20.9	1999 Revenue Estimates:	Normal
Total Lost Listening:	48.9	2000-to-2004 Revenue Estimates:	Normal
Available Share Points:	51.1		
Number of Viable Stations:	5		
Average Share Points per Viable Station:	10.2		
Rev. per Available Share Point:	\$183,953		
Estimated Rev. for Mean Station:	\$18,760,001		

Average HH Income:	\$35,744	Socio-Economic Breakdowns			
Average Age:	39.5	<i>Ethnic</i>	<i>Income (\$000)</i>	<i>Age</i>	<i>Education</i>
Average Education:	11.5	White: 91.3	<\$20: 27.3	12-to-24	18.4
Average Home Value:	\$86,500	Black: 7.7	\$20-\$49.9: 39.8	25-to-54	51.0
Population Change (1998-2003):	4.2	Amer. Indian: 0.3	\$50-\$99.9: 26.0	55-plus	30.6
Retail Sales Change (1998-2003):	39.5	Asian/Pac. Isl.: 0.7	\$100+: 6.8		
Cable Penetration:	NA	Hispanic: *	1.4		
Number of Class B or C FMs:	2				

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Textiles			
Electrical Equipment			
Tobacco			

INC 500 Companies

Employment Breakdowns

By Industry:

Asheville, NC MSA Total

1 Retail Trade	18,797	17.80%
2 Manufac., Durables	13,622	12.90%
3 Manufac., Non-Durables	10,755	10.18%
4 Health Svcs.	10,090	9.55%
5 Educational Svcs.	8,355	7.91%
6 Construction	7,743	7.33%
7 Other Prof. Svcs.	6,278	5.94%
8 Fin., Ins. & Real Estate	4,391	4.16%
9 Personal Svcs.	4,106	3.89%
10 Wholesale Trade	3,934	3.73%

By Occupation:

Precis. Produc./Craft/Repair	14,210	13.46%
Admin. Support/Clerical	14,098	13.35%
Professional	13,888	13.15%
Sales	12,850	12.17%
Svc., Exclud. Protective & HH	11,664	11.05%
Exec., Admin. & Managerial	11,459	10.85%
Machine Oprs., Fab., Assem., & Inspec.	10,738	10.17%
Transportation & Moving	4,609	4.36%
Handlers, Cleaners, Help., Laborers	4,278	4.05%
Technicians & Support	3,611	3.42%

Total Metro Employees 105,603
 Top 10 Total Employees 88,071 83.40%

NOTE:

Largest Local Banks (Assets \$000,000)		Colleges and Universities (# of Students)		Military Bases (# of personnel)	Unemployment
High Street Banking Company	\$78	Asheville Buncombe Technical CC	3,254		
MountainBank	\$64	U. of North Carolina at Asheville	2,800		
The Bank of Asheville	\$29	Isothermal CC	884		
		Warren Wilson Coll.	791		
		Cecil's Coll.	150		
		Total Students (FT & PT)	7,879		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations

WISE (1/2)	WTZY
WKSF-F	WWNC
WMIT-F (1/2)	WZLS-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
See Greenville-Spartanburg					

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel Communications: WKSF FM, WWNC AM	\$7,000,000	74.5
2 Orion Communications, Ltd.: WZLS FM	\$1,000,000	10.6
3 Blue Ridge Bcstg Corp.: WMIT FM, WFGW AM	\$750,000	8
4 John W. McLeod, Jr.: WTZY AM, WTZK AM	\$310,000	3.3
5 Mountain Valley Media, Inc.: WISE AM, WTZQ AM	\$270,000	2.9

Major Daily Newspapers	AM	PM	Sun	Owner
Citizen-Times	61,436		73,859	Gannett Co. Inc.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$23,400,000		0.0078
Radio	\$9,400,000		0.0031
Newspaper			
Outdoor			
Cable TV			
Media Total			

NOTE: Use Newspaper and Outdoor estimates with caution.
Miscellaneous Comments: * Split DMA with Greenville-Spartanburg. TV revenue is estimate of Asheville's share. Total TV revenue for DMA is estimated at \$117,300,000.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WKSF FM	C	\$5,200,000	55.3
2 WWNC AM	C/FS	\$1,800,000	19.1
3 WZLS FM	AOR	\$1,000,000	10.6
4 WMIT FM	REL	\$750,000	8.0
5 WTZY AM	T	\$310,000	3.3
6 WISE AM	ST	\$270,000	2.9

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1992	WTOO	Sold by Buck		\$295,000
1994	WWNC, WKSF-F	From Heritage Bdcst	to Osborn	\$12,800,000
1996	WSKY			\$150,000
1996	WWNC, WKSF-F	From Osborn	to Capstar	
1997	WISE/WTZQ		to Sink	\$1,000,000
22-Feb-99	WTZY AM		Pamplico	\$140,000
13-May-99	WKJV AM	Anchor Baptist	Int'l. Baptist Outreach Mission	\$299,612
22-Mar-00	WWIT AM	Pace Broadcasting	Blue Ridge Financial	\$210,000

WEATHER DATA

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

	JAN	JUL	TOTAL YEAR
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

NOTE:

1999 ARB Rank: 11	1999 Revenue: \$315,200,000	Manager's Market Ranking (current): 4.9
1999 MSA Rank: 9	Rev per Share Point: \$3,598,174 87.6	Manager's Market Ranking (future) : 4.5
1999 DMA Rank: 11	Population per Station: 118,367 27	
1999 Rev Rank: 7 of 173	1999 Revenue Change: 18.8	Five-year revenue gain % (94-99): 110.7

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	149.6	170.0	194.0	222.0	256.1	315.2						
Yearly Growth Rate (94-99): 8.7% assigned												
Projected Revenue Estimates:							347.00	361.00	390.40	431.60	478.30	
Revenue per Capita:	44.26	49.27	54.19	60.32	67.21	81.23						
Yearly Growth Rate (94-99): 6.7% assigned												
Projected Revenue per Capita:							86.67	92.48	98.67	105.28	112.34	
Resulting Revenue Estimate:							342.3	375.5	409.5	446.4	481.9	
Revenue as % of Retail Sales:	0.0047	0.0049	0.0051	0.0055	0.0059	0.0067						
Mean % (94-99) 0.00630%												
Resulting Revenue Estimate:							327.6	338.9	350.3	374.9	387.5	
							MEAN REVENUE ESTIMATE:	338.9	358.5	383.4	417.6	449.2

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	3.380	3.480	3.580	3.680	3.810	3.880	3.950	4.060	4.150	4.240	4.290
Retail Sales (billions):	32.10	34.90	37.70	40.20	43.70	47.30	52.00	53.80	55.60	59.50	61.50

Below-the-Line Listening Shares:	0.7
Unlisted Station Listening:	11.7
Total Lost Listening:	12.4
Available Share Points:	87.6
Number of Viable Stations:	17
Average Share Points per Viable Station:	5.2
Rev. per Available Share Point:	\$3,598,174
Estimated Rev. for Mean Station:	\$18,711,000
Average HH Income:	\$51,399
Average Age:	34.5
Average Education:	11.9
Average Home Value:	\$120,400
Population Change (1998-2003):	11.3
Retail Sales Change (1998-2003):	36.1
Cable Penetration:	70
Number of Class B or C FMs:	14

Confidence Levels	
1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan and all viable stations cooperate. Managers predict 9 to 10% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	71.0 <\$20:	16.7 12-to-24	21.4 Non High School Grad:
Black:	26.0 \$20-\$49.9:	32.3 25-to-54	60.2 High School Grad:
Amer. Indian:	0.2 \$50-\$99.9:	34.8 55-plus	18.4 College 1-3 years:
Asian/Pac. Isl.:	2.8 \$100+:	16.1	College 4+ years:
Hispanic: *	3.5		26.0

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Distribution	Home Depot 32	BellSouth Corporation	Cox Enterprises 34
Transportation	UPS 46	Coca-Cola Enterprises	RaceTrac Petroleum 125
Textiles	Bellsouth 52	Cox Communications, Inc.	National Distributing 140
Aircraft	Coca-Cola 73	Delta Air Lines, Inc.	Riverwood International/1996 171
Auto Electronics	Delta Air Lines 111	Equifax, Incorporated	Watkins Associated Industries 237
Electronics	Coca-Cola 119	First Data Corporation	Printpack 265
Glass	Georgia-Pacific 122	Genuine Parts Company	RTM Restaurant Group 362
	Southern 148	Georgia-Pacific (Timber)	AFC Enterprises 387
	Suntrust Banks 227	Georgia-Pacific Group (and more)	Simmons 393
			Hardin Construction Company 460

INC 500 Companies

CFC Refimax	55
IntelliNet	76
Datamatics Consultants	81
CodeSoft International	85
Lockwood Sign Group	98
Staffing Technologies	101
360 Co.	122
Xtras	123
Lynk Systems	134
Witness Systems	136
Tactics	166
2 Places at 1 Time	249
CTSinc.net	285
Enterprise Dev. Svcs.	286
Wyndham Mills Int'l (and more)	312

Employment Breakdowns

By Industry:		
Atlanta, GA MSA Total		
1 Retail Trade	338,643	16.52%
2 Fin., Ins. & Real Estate	174,865	8.53%
3 Manufac., Durables	157,434	7.68%
4 Construction	148,939	7.27%
5 Wholesale Trade	139,683	6.82%
6 Manufac., Non-Durables	138,781	6.77%
7 Other Prof. Svcs.	133,513	6.51%
8 Transportation	133,228	6.50%
9 Educational Svcs.	132,684	6.47%
10 Bus. & Repair Svcs.	128,543	6.27%
Total Metro Employees	2,049,491	
Top 10 Total Employees	1,626,313	79.35%

By Occupation:

Admin. Support/Clerical	372,337	18.17%
Exec., Admin. & Managerial	322,494	15.74%
Sales	288,356	14.07%
Professional	270,577	13.20%
Precis. Produc./Craft/Repair	222,716	10.87%
Svc., Exclud. Protective & HH	174,087	8.49%
Machine Oprs., Fab., Assem., & Inspec.	105,055	5.13%
Technicians & Support	80,089	3.91%
Transportation & Moving	78,419	3.83%
Handlers, Cleaners, Help., Laborers	74,403	3.63%

NOTE:

Largest Local Banks (Assets \$000,000)

SunTrust Bk Atlanta	\$19,813
Monogram Cr. Card Bk of GA	\$1,321
Premier Bank	\$1,221
Prudential Bank and Trust Co.	\$796
Fidelity Natl Bk	\$725
Bnkrs Bk	\$672
SunTrust Bk NE Georgia NA	\$652
Athens First Bk & Tr	\$585
First Financial Bank	\$458

Colleges and Universities (# of Students)

U. of Georgia	29,811
Georgia State U.	23,760
Georgia Inst. of Tech.	13,611
Georgia Perimeter Coll.	12,822
Emory U.	11,156
Clark Atlanta U.	5,410
Clayton College and State U. (and more)	4,274
Total Students (FT & PT)	132,760

Military Bases (# of personnel)

Fort Mcpherson	1,414
Fort Gillem	967
NAS, Atlanta	768
Navy Supply Corps School	279
Dobbins ARB	76

Unemployment

Dec 82:	6.50%	Jul 91:	5.10%
Sep 83:	6.00%	Jul 92:	6.80%
Sep 84:	4.80%	Jul 93:	4.90%
Sep 85:	5.50%	Jul 94:	4.90%
Aug 86:	4.80%	Jul 95:	4.80%
Aug 87:	4.40%	Jul 96:	3.80%
Aug 88:	5.50%	Aug 98:	3.30%
Jul 89:	4.70%	Dec 99:	2.60%
Jul 90:	5.10%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

McCann Erikson
Tucker Wayne
Austin Kelly
Fitzgerald

Viable Stations

WALR-AF	WHTA-F	WPCH-F	WSTR-F
WAMJ-F	WJZF-F	WQXI (1/2)	WVEE-F
WAOK (1/2)	WKHX-F	WSB	WYAY-F
WFOX-F	WKLS-F	WSB-F	WZGC-F
WGST-AF	WNNX-F		

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WSB-TV	Atlanta	2	ABC	Cox	
WAGA	Atlanta	5	FOX	Fox	
WGTV	Athens	8	PBS	GAPTV	
WXIA-TV	Atlanta	11	NBC	Gannett	
WPXA	Rome	14	PAX	Paxson	
WTBS	Atlanta	17	IND		
WPBA	Atlanta	30	PBS		
WHOT-TV	Athens	34	IND	USA	
WATL	Atlanta	36	WB	Tribune	
WGNX-TV	Atlanta	46	CBS	Meredith	
WUPA	Atlanta	69	UPN	Paramount	

Major Daily Newspapers

	AM	PM	Sun	Owner
Constitution; Journal; Journal and Constitution	303,698	106,272	677,019	Cox Newspapers Inc.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$466,000,000	38%	0.0099
Radio	\$315,200,000	26%	0.0067
Newspaper	\$383,000,000	31%	0.0081
Outdoor	\$41,000,000	3%	0.0009
Cable TV	\$23,000,000	2%	0.0005
Media Total	\$1,228,200,000		0.0261

NOTE: Use Newspaper and Outdoor estimates with caution.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WSB AM	FS	\$35,400,000	11.2
2 WVEE FM	B	\$32,000,000	10.2
3WSTR FM	CHR	\$27,000,000	8.6
4 WALR FM	B/AC	\$23,500,000	7.5
5 WNNX FM	AOR/NR	\$21,100,000	6.7
6 WKHX FM	C	\$21,000,000	6.7
7 WKLS FM	AOR	\$19,700,000	6.3
8 WPCH FM	SAC	\$18,300,000	5.8
9 WGST AF	T	\$18,200,000	5.8
10 WSB FM	AC	\$18,100,000	5.7
11 WFOX FM	O	\$17,000,000	5.4
12 WZGC FM	CL AOR	\$13,700,000	4.3
13 WHTA FM	B	\$11,300,000	3.6
14 WYAY FM	C	\$10,100,000	3.2
15 WJZF FM	J	\$9,000,000	2.9
16 WAMJ FM	B/O	\$5,600,000	1.8
17 WAOK AM	G	\$3,400,000	1.1
18 WCNN AM	N	\$3,100,000	1.0
19 WQXI AM	SPRTS	\$2,200,000	0.7
20 WALR AA	B/S	\$1,300,000	0.4

Market's Best

Best Restaurants: Abbey, Chops, Pricci, Buckhead Diner, Bones, South City Kitchen, Pano & Paul's.

Best Hotels: Nikko, Ritz Carlton, Westin Peachtree, Omni, Swiss Hotel.

Best Golf Courses: Atlanta CC, Eagles Landing, Peachtree, Pine Isle, Standard Club, Atlanta Athletic (Highlands), Atlanta National, Golf Club of GA.

NOTE:

Radio Revenue Breakdowns				Highest Billing Radio Entities (includes duopolies and combos)	Combined Revenue	Revenue Share
Atlanta				Atlanta		
Local	Pct	Revenue	Pct change	1 Cox Radio: WSB AM, WSB FM, WFOX FM, WJZF FM, WBTS-FM	\$79,500,000	25.2
National	75.9	\$239,355,000	24.4	2 Clear Channel Communications: WKLS FM, WPCH FM, WGST AF, WCOH AM, WMKJ FM	\$56,200,000	17.8
	24.1	\$75,856,000	16.1	3 CBS/Infinity: WVEE FM, WZGC FM, WAOK AM, WAZJ AM (CP)	\$49,100,000	15.6
				4 ABC Inc.: WKHX FM, WYAY FM, WDWD AM	\$31,100,000	9.9
				5 Jefferson-Pilot Communications: WSTR FM, WQXI AM	\$29,200,000	9.3
				6 Midwestern Broadcasting Co.: WALR FM, WCNN AM, WALR AA	\$27,900,000	8.9
				7 Susquehanna Radio Corp.: WNNX FM	\$21,100,000	6.7
				8 Radio One: WHTA FM, WAMJ FM	\$16,900,000	5.4

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1990				
1990	WIGO	Sold by Brunson		\$2,250,000
1992	WCNN, WALR-F	Sold to Lew Dickey		\$6,000,000
1992	WZGC-F	From Cook Inlet	to Infinity	\$45,000,000
1993	WYAY-F	From NewCity	to Cap Cities/ABC	\$19,000,000
1993	WYAI-F	From NewCity	to Cox	\$8,000,000
1994	WAOK, WVEE-F	From Summit	to Granum	\$91,300,000
1994	WQUL-F (Griffin)	Sold to Almic (move in)		\$4,500,000
1995	WFOX-F	From Shamrock	to Chancellor	\$45,000,000
1995	WKHX A/F, WYAY-F	From Cap Cities/ABC	to Disney	\$105,000,000
1995	WGKA	Sold to Roy Henderson		\$1,050,000
1996	WKLS-F	From Citicasters	to Jacor	\$84,600,000
1996	WAOK	From Granum	to Infinity	\$6,000,000
1996	WVEE-F	From Granum	to Infinity	\$172,000,000
1996	WAOK	From Infinity	to Westinghouse	\$6,000,000
1996	WVEE-F	From Infinity	to Westinghouse	\$210,000,000
1996	WZGC-F	From Infinity	to Westinghouse	\$105,000,000
1996	WGKA	Sold to Midwestern Bcstg.		\$2,000,000
1996	WALR	Sold to Midwestern Bcstg.		\$586,000
1996	WHMA-AF (Anniston, AL)	Sold to Susquehanna for Aff. move in		\$15,000,000
1996	WFOM (Marietta)	Sold to Midwestern Bcstg.		\$450,000
1998	WGST-F	From McClure	to Jacor	\$30,000,000
1998	WERD (1160)	Sold to Forus		\$2,400,000
1998	WWWV (1100; Carrollton)	Sold to FreedomNet		\$475,000
1998	WATB	Sold to Genesis		\$525,000
1998	WVNF	Sold to Saints		\$275,000
1998	WSSA (1570; Morrow)	Sold to Clear Channel		\$380,000
1998	WPCH-F/WKLS-F/WGST	From Jacor	to Clear Channel	
1998	WAMJ-F	Sold to Radio One		\$100,000
5-Jan-99	WCOH AM	Jacor		Group: \$4,400,000
5-Jan-99	WMKJ FM	Jacor		Group: \$4,400,000
6-May-99	WNGC FM	Clarke	Cox Radio	\$78,000,000
17-Aug-99	WNIV AM, WLTA AM	Genesis	Salem	\$8,000,000
30-Aug-99	WAEC AM, WWWV AM	Forus Communications	Beasley	\$10,000,000
30-Aug-99	WFOX FM	AMFM	Cox plus 12 other stations, for KFI and KOST, Los Angeles	
20-Dec-99	WGKA AM	JW Broadcasting, Inc.	Salem	\$8,000,000
16-Mar-00	WATB AM	Freedom Network	Multicultural	Group transaction: \$12,000,000

WEATHER DATA

Elevation:	1010	
Annual Precipitation:	48.66 in.	
Annual Snowfall:	1.50 in.	
Average Windspeed:	9.10	
	(NW)	
		TOTAL
	JAN	JUL
Avg. Max. Temp:	51.4	86.5
Avg. Min. Temp:	33.4	69.4
Average Temp:	42.4	78.0
		YEAR
		70.3
		51.3
		60.8

1999 ARB Rank: 137	1999 Revenue: \$17,400,000	Manager's Market Ranking (current): 2.6
1999 MSA Rank: 147	Rev per Share Point: \$242,003 71.9	Manager's Market Ranking (future) : 3.3
1999 DMA Rank: 4 (Philadelphia DMA)	Population per Station: 13,027 22	
1999 Rev Rank: 107 of 173	1999 Revenue Change: 7.5	Five-year revenue gain % (94-99): 37

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	12.7	13.4	14.0	15.0	16.1	17.4					
Yearly Growth Rate (94-99): 5.7%											
Projected Revenue Estimates:							18.40	18.90	19.70	21.20	23.00
Revenue per Capita:	38.36	40.36	41.79	44.64	47.78	51.33					
Yearly Growth Rate (94-99): 4.6%											
Projected Revenue per Capita:							53.69	56.16	58.74	61.45	64.27
Resulting Revenue Estimate:							18.3	19.3	20.3	21.3	22.4
Revenue as % of Retail Sales:	0.0037	0.0038	0.0038	0.0041	0.0041	0.0044					
Mean % (94-99) 0.00440% assigned											
Resulting Revenue Estimate:							18.0	18.0	18.5	18.9	19.8
							MEAN REVENUE ESTIMATE:				
							18.3	18.7	19.5	20.5	21.7

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.331	0.332	0.335	0.336	0.337	0.339	0.341	0.343	0.345	0.347	0.349
Retail Sales (billions):	3.50	3.50	3.70	3.70	3.90	4.00	4.10	4.10	4.20	4.30	4.50

Below-the-Line Listening Shares:	18.4
Unlisted Station Listening:	9.7
Total Lost Listening:	28.1
Available Share Points:	71.9
Number of Viable Stations:	14.5
Average Share Points per Viable Station:	5
Rev. per Available Share Point:	\$242,003
Estimated Rev. for Mean Station:	\$1,210,000
Average HH Income:	\$40,670
Average Age:	37.6
Average Education:	12.1
Average Home Value:	\$117,900
Population Change (1998-2003):	2.9
Retail Sales Change (1998-2003):	10.9
Cable Penetration:	NA
Number of Class B or C FMs:	6

Atlantic City-Cape May
Confidence Levels
1999 Revenue Estimates: Below normal
2000-to-2004 Revenue Estimates: Below normal

Comments: Managers predict 4 to 6% revenue growth during 2000

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 80.5	<\$20: 23.0	12-to-24 18.5	Non High School Grad: 26.3
Black: 16.3	\$20-\$49.9: 37.4	25-to-54 50.5	High School Grad: 34.8
Amer. Indian: 0.4	\$50-\$99.9: 30.6	55-plus 30.9	College 1-3 years: 22.1
Asian/Pac. Isl.: 2.9	\$100+: 9.0		College 4+ years: 16.8
Hispanic: *	7.9		

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Tourism			
Clothing			

INC 500 Companies

Employment Breakdowns

By industry:

Atlantic-Cape May, NJ PMSA Total

1 Retail Trade	27,753	17.12%
2 Personal Svcs.	19,355	11.94%
3 Entertain. & Rec. Svcs.	18,377	11.33%
4 Health Svcs.	12,425	7.66%
5 Construction	11,925	7.35%
6 Educational Svcs.	11,447	7.06%
7 Pub. Admin.	10,330	6.37%
8 Fin., Ins. & Real Estate	9,590	5.91%
9 Other Prof. Svcs.	8,436	5.20%
10 Manufac., Durables	5,624	3.47%

By Occupation:

Svc., Exclud. Protective & HH	33,583	20.71%
Admin. Support/Clerical	24,119	14.87%
Sales	20,179	12.44%
Exec., Admin. & Managerial	19,825	12.23%
Professional	18,841	11.62%
Precis. Produc./Craft/Repair	17,118	10.56%
Transportation & Moving	6,121	3.77%
Protective Svc.	5,754	3.55%
Handlers, Cleaners, Help., Laborers	4,926	3.04%
Machine Oprs., Fab., Assem., & Inspec.	4,596	2.83%

Total Metro Employees	162,156
Top 10 Total Employees	135,262 83.41%

NOTE:

Largest Local Banks (Assets \$000,000)
 Cape Savings Bank \$346
 Ocean City Home Bank \$299
 Crown Bank, National Association \$22

Colleges and Universities (# of Students)
 Richard Stockton C of New Jersey 5,828
 Total Students (FT & PT) 5,828

Military Bases (# of personnel)

Unemployment

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations

WAYV-F WJSE-F WMID WTKU-F
 WBSS-F (1/2) WJSE-F WOND WTTT-FF
 WCZT-F (1/2) WKOE-F WRDR-F WZBZ-F (1/2)
 WEMG-F (1/2) WMGM-F WSAX-F (1/2) WZXL-F
 WJSE-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WPSJ-LP	Hammonton	8	IND		
WMGM-TV	Atlantic City	40	NBC	Green	
WWAC	Atlantic City	53	IND		

Also see Philadelphia

Major Daily Newspapers

	AM	PM	Sun	Owner	Highest Billing Stations			
					Calls	Format	Revenue	Pct.
Press of Atlantic City	76,220		99,458	Independent News Group				

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$26,500,000	32%	0.0066
Radio	\$17,400,000	21%	0.0044
Newspaper	\$31,700,000	39%	0.0079
Outdoor	\$6,400,000	8%	0.0016
Cable TV	NA		
Media Total	\$82,000,000		0.0205

RELIABLE ESTIMATES ARE NOT AVAILABLE FOR THIS MARKET

NOTE: Use Newspaper and Outdoor estimates with caution.

Miscellaneous Comments: * Part of Philadelphia DMA. TV revenue is Atlantic City's estimated contribution to the total TV revenue for DMA. Total DMA TV revenue is estimated at \$663,000,000.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1993	WAYV-F		Sold to Osborn	\$3,000,000
1994	WJSE-F	From H & D	to Connoisseur (Cncl)	\$6,500,000
1994	WBUN-F			\$490,000
1995	WTKU-F (Ocean City)		Sold to WMGM-F owner	\$850,000
1995	WJSE-F	Sold by H&D	to Spring	\$4,400,000
1996	WAYV-F	Sold by Osborn		\$3,100,000
1996	WUSS (1490)		Sold to WMGM-F owner	\$140,000
1997	WRDR-F			\$6,050,000
1997	WCTC, WZXL-F		Sold to WAYV-F owner	\$7,100,000
1997	WDOX-F		Sold to WTTT-F owner	\$580,000
1998	WCZT-F			\$470,000
1998	WFNN-F		Sold to WCZT-F owner	NA
1998	WZZP-F		Sold to Spring	\$2,992,500
22-Jan-99	WJSX FM		Margate Communications	\$1,000,000
22-Jan-99	WMID AM	AMCOM	Margate Communications	Duo: \$2,920,000
22-Jan-99	WSAX FM	AMCOM	Margate Communications	Duo: \$2,920,000
5-Feb-99	WRDR FM		Mega Communications	\$15,500,000
27-Oct-99	WJSE AM	Broadcasting Partners, LP	Citadel	Group sale: \$190,000,000
27-Oct-99	WJSE FM	Broadcasting Partners, LP	Citadel	Group sale: \$190,000,000
27-Oct-99	WKOE FM	Broadcasting Partners, LP	Citadel	Group sale: \$190,000,000
27-Oct-99	WPUR FM	Broadcasting Partners, LP	Citadel	Group sale: \$190,000,000

Market's Best

WEATHER DATA

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

	JAN	JUL	TOTAL YEAR
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

NOTE:

1999 ARB Rank: 114	1999 Revenue: \$16,800,000	Manager's Market Ranking (current): 2.3
1999 MSA Rank: 111	Rev per Share Point: \$203,144 82.7	Manager's Market Ranking (future): 2.7
1999 DMA Rank: 111	Population per Station: 17,055 22	
1999 Rev Rank: 109 of 173	1999 Revenue Change: 8.3	Five-year revenue gain % (94-99): 30.2

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	12.9	13.9	14.5	15.6	15.4	16.8					
Yearly Growth Rate (94-99): 5.9%	assigned										
Projected Revenue Estimates:							18.20	18.60	19.40	21.00	22.40
Revenue per Capita:	28.60	30.75	31.66	33.83	33.26	36.25					
Yearly Growth Rate (94-99): 5.8%	assigned										
Projected Revenue per Capita:							38.35	40.57	42.93	45.42	48.05
Resulting Revenue Estimate:							17.9	19.1	20.3	21.6	23.0
Revenue as % of Retail Sales:	0.0034	0.0036	0.0036	0.0036	0.0036	0.0037					
Mean % (94-99) 0.00365%											
Resulting Revenue Estimate:							17.2	17.5	17.9	19.0	20.1
MEAN REVENUE ESTIMATE:							17.8	18.4	19.2	20.5	21.8

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.451	0.452	0.458	0.461	0.460	0.463	0.467	0.470	0.473	0.475	0.478
Retail Sales (billions):	3.80	3.90	4.00	4.10	4.30	4.50	4.70	4.80	4.90	5.20	5.50

Below-the-Line Listening Shares:	1.8
Unlisted Station Listening:	15.5
Total Lost Listening:	17.3
Available Share Points:	82.7
Number of Viable Stations:	14.5
Average Share Points per Viable Station:	5.7
Rev. per Available Share Point:	\$203,144
Estimated Rev. for Mean Station:	\$1,158,000
Average HH Income:	\$35,516
Average Age:	34
Average Education:	11.8
Average Home Value:	\$76,800
Population Change (1998-2003):	3.3
Retail Sales Change (1998-2003):	20
Cable Penetration:	64
Number of Class B or C FMs:	7

Confidence Levels

1999 Revenue Estimates:	Below normal
2000-to-2004 Revenue Estimates:	Below normal

Comments: Managers predict 5 to 6% revenue growth in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 64.0	<\$20: 28.1	12-to-24 22.9	Non High School Grad: 27.2
Black: 33.4	\$20-\$49.9: 38.4	25-to-54 54.7	High School Grad: 30.8
Amer. Indian: 0.3	\$50-\$99.9: 27.1	55-plus 22.4	College 1-3 years: 23.5
Asian/Pac.Isl.: 2.3	\$100+: 6.3		College 4+ years: 18.6
Hispanic: * 2.5			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Textiles			Morris Communications 452
Fertilizers			
Military			

INC 500 Companies

Employment Breakdowns

By Industry:

Augusta-Aiken, GA-SC MSA Total

1 Retail Trade	32,690	15.58%
2 Manufac., Non-Durables	27,745	13.23%
3 Health Svcs.	24,586	11.72%
4 Construction	19,900	9.49%
5 Educational Svcs.	16,824	8.02%
6 Manufac., Durables	14,108	6.73%
7 Pub. Admin.	11,455	5.46%
8 Other Prof. Svcs.	10,387	4.95%
9 Commun. & Other Pub. Util.	9,688	4.62%
10 Fin., Ins. & Real Estate	9,442	4.50%
Total Metro Employees	209,759	
Top 10 Total Employees	176,825	84.30%

By Occupation:

Professional	32,326	15.41%
Admin. Support/Clerical	29,834	14.22%
Precis. Produc./Craft/Repair	29,265	13.95%
Exec., Admin. & Managerial	23,212	11.07%
Sales	22,791	10.87%
Svc., Exclud. Protective & HH	22,066	10.52%
Machine Oprs., Fab., Assemb., & Inspec.	17,203	8.20%
Technicians & Support	8,442	4.02%
Handlers, Cleaners, Help., Laborers	8,219	3.92%
Transportation & Moving	7,962	3.80%

NOTE:

Largest Local Banks (Assets \$000,000)

First Union Direct Bank, N.A.	\$4,447
SunTrust Bank Augusta NA	\$562
GA Bank & Trust Co. of Augusta	\$318
First Bank of Georgia	\$48
People's Community Bank of SC	\$37

Colleges and Universities (# of Students)

Augusta State U.	5,251
U. of South Carolina at Aiken	2,859
Augusta Technical Inst.	2,721
Aiken Technical Coll.	2,346
Medical C of Georgia	2,051
Paine Coll.	821
Total Students (FT & PT)	16,049

Military Bases (# of personnel)

Fort Gordon	12,062
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Unemployment

Jun 79:	N/A	Jul 90:	5.00%
Dec 82:	9.30%	Jul 91:	5.10%
Sep 83:	8.80%	Jul 92:	6.50%
Sep 84:	6.50%	Jul 93:	6.10%
Sep 85:	7.00%	Jul 94:	6.20%
Sep 86:	6.10%	Jul 95:	7.10%
Sep 87:	5.30%	Jul 96:	7.10%
Sep 88:	6.00%	Aug 98:	5.40%
Sep 89:	5.00%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Southeastern
Bert Dean
Michelson

Viable Stations

WEKL-F	WIIZ-F	WTHB (1/2)	
WAJY-F	WFXA-F	WKXC-F	WUUS-F
WAKB-F	WGAC	WRXR-F	WZNY-F
WBBQ-F	WGOR-F	WSLT-F	
WCHZ-F			

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WJBF	Augusta	6	ABC	Spartan	
WRDW-TV	Augusta	12	CBS	Gray	
WCES	Wrens	12	CBS	GA PTV	
WAGT	Augusta	26	NBC	Schurz	
WFXG	Augusta	54	FOX	Fisher	
WBEK-LP	Augusta	67	UPN		

Highest Billing Radio Entities (Includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Cumulus Media: WBBQ AF, WZNY FM, WEKL FM, WRXR FM, WPRW FM, WGUS AM, WXKT FM, WLOV AM	\$5,770,000	34.3
2 GHB Broadcasting Co.: WKXC FM, WSLT FM	\$3,400,000	20.2
3 Beasley Broadcast Group: WGAC AM, WGOR FM, WCHZ FM, WAJY FM, WRDW AM, WRFN FM	\$2,975,000	17.7
4 Radio One: WFXA FM, WAKB FM, WTHB AM, WAEG FM, WAEJ FM	\$2,835,000	16.9
5 Nicwild Communications, Inc.: WIIZ FM	\$570,000	3.4
6 Gospel Radio, Inc.: WKZK AM	\$195,000	1.2

Major Daily Newspapers

	AM	PM	Sun	Owner
Chronicle	71,639		100,045	Morris Comm. Corp.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WKXC FM	C	\$2,700,000	16.1
2 WBBQ FM	AC	\$2,000,000	11.9
3 WFXA FM	B	\$1,600,000	9.5
4 WZNY FM	CHR	\$1,500,000	8.9
5 WGAC AM	N/T	\$1,275,000	7.6
6 WEKL FM	CL AOR	\$980,000	5.8
7 WGOR FM	O	\$740,000	4.4
8 WSLT FM	SAC	\$700,000	4.2
9 WRXR FM	B/O	\$650,000	3.9
10 WPRW FM	B	\$640,000	3.8
11 WAKB FM	B/AC	\$610,000	3.6
12 WIIZ FM	B	\$570,000	3.4
13 WCHZ FM	AOR	\$480,000	2.9
14 WAJY FM	ST	\$280,000	1.7
15 WTHB AM	G	\$250,000	1.5
16 WAEG FM	J	\$240,000	1.4
17 WRDW AM	T	\$200,000	1.2
18 WKZK AM	G	\$195,000	1.2
19 WAEJ FM	B	\$135,000	0.8

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$35,400,000	37%	0.0079
Radio	\$16,800,000	18%	0.0037
Newspaper	\$38,000,000	40%	0.0084
Outdoor	\$3,800,000	4%	0.0008
Cable TV	\$2,000,000	2%	0.0004
Media Total	\$96,000,000		0.0212

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1993				
1993	WGUS AF	From HVS	to Benchmark	\$1,200,000
1993	WRXR-F and FM CP		Sold to Multimarket	\$5,000,000
1994	WGUS, WFXG-F	Sold by Benchmark		\$1,400,000
1994	WZNY-F	From Benchmark	to WBBQ owner	\$3,900,000
1996	WKBG-F, WRXR-F	Sold by Multimarket		\$330,000
1996	WFAM (1050)			\$1,200,000
1996	WCHZ-F (Harlem)		Sold to Beasley	\$15,500,000
1997	WGUS/WEKL-F/WRXR-F/WUUS-F	From Wilks	to Cumulus	\$10,200,000
1997	WBBQ-AF		Sold to Cumulus	\$3,800,000
1997	WZNY-F		Sold to Cumulus	\$500,000
1998	WLOV-AF		Sold to Cumulus	With WRFN: \$800,000
24-Sep-99	WRDW AM, WRN FM	Beard Broadcasting	Beasley	Group: \$24,000,000; cash & stock
13-Mar-00	WTHB AM	Davis	Radio One	Group: \$24,000,000; cash & stock
13-Mar-00	WFXA FM	Davis	Radio One	Group: \$24,000,000; cash & stock
13-Mar-00	WAEJ FM	Davis	Radio One	Group: \$24,000,000; cash & stock
13-Mar-00	WAEJ FM	Davis	Radio One	Group: \$24,000,000; cash & stock
13-Mar-00	WAKB FM	Davis	Radio One	Group: \$24,000,000; cash & stock

Market's Best

Best Restaurants: Calverts, Telfair Inn, Green Jacket, Michael's.

Best Hotels: Partridge Inn, Sheraton, Radisson, Telfair inn.

Best Golf Courses: Augusta National, Jones Creek (Evans), Palmetto (Aiken).

NO WEATHER DATA AVAILABLE
See Atlanta for an approximation

NOTE:

1999 ARB Rank: 49	1999 Revenue: \$76,400,000	Manager's Market Ranking (current): 4.7
1999 MSA Rank: 51	Rev per Share Point: \$962,217 79.4	Manager's Market Ranking (future) : 4.7
1999 DMA Rank: 62	Population per Station: 34,444 27	
1999 Rev Rank: 33 of 173	1999 Revenue Change: 17.9	Five-year revenue gain % (94-99): 111.6

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	36.1	42.5	48.3	52.7	62.7	76.4						
Yearly Growth Rate (94-99): 8.8%	assigned											
Projected Revenue Estimates:							83.90	88.10	94.90	104.70	116.50	
Revenue per Capita:	36.83	42.08	46.44	48.79	56.49	65.86						
Yearly Growth Rate (94-99): 6.8%	assigned											
Projected Revenue per Capita:							70.33	75.11	80.22	85.68	91.50	
Resulting Revenue Estimate:							83.7	90.9	99.5	108.0	118.0	
Revenue as % of Retail Sales:	0.0038	0.0040	0.0045	0.0043	0.0045	0.0052						
Mean % (94-99) 0.00500%	assigned											
Resulting Revenue Estimate:							79.5	86.5	92.0	104.0	109.0	
							MEAN REVENUE ESTIMATE:					82.4 88.5 95.5 105.6 114.5

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.980	1.010	1.040	1.080	1.110	1.160	1.190	1.210	1.240	1.260	1.290
Retail Sales (billions):	9.50	10.50	11.60	12.30	13.80	14.80	15.90	17.30	18.40	20.80	21.80

Below-the-Line Listening Shares:	2.2
Unlisted Station Listening:	18.4
Total Lost Listening:	20.6
Available Share Points:	79.4
Number of Viable Stations:	23
Average Share Points per Viable Station:	3.5
Rev. per Available Share Point:	\$962,217
Estimated Rev. for Mean Station:	\$3,368,000
Average HH Income:	\$42,245
Average Age:	32.4
Average Education:	12.2
Average Home Value:	\$112,300
Population Change (1998-2003):	13.7
Retail Sales Change (1998-2003):	50.9
Cable Penetration:	67
Number of Class B or C FMs:	13

Confidence Levels	
1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports to Miller, Kaplan and all stations except some programming Hispanic (KELG, KQQA, KKLK-F) cooperate. Managers predict 14 to 16% revenue growth during 2000

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 86.2	<\$20: 23.3	12-to-24 24.9	Non High School Grad: 18.4
Black: 10.1	\$20-\$49.9: 34.0	25-to-54 57.5	High School Grad: 21.8
Amer. Indian: 0.5	\$50-\$99.9: 30.1	55-plus 17.7	College 1-3 years: 29.1
Asian/Pac. Isl.: 3.2	\$100+: 12.6		College 4+ years: 30.8
Hispanic: * 26.1			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Government	Dell Computer 78	Dell Computer Corporation	
Research			
Military			
Tourism			
Electronics			

INC 500 Companies

Paramount Computer	60
Catapult Systems	77
Zephyr Environmental	325
Lone Star Direct	484
Rainbow Analysis Sys Group	491

Employment Breakdowns

By Industry:
Austin-San Marcos, TX MSA Total

1 Retail Trade	93,140	16.00%
2 Educational Svcs.	67,215	11.54%
3 Manufac., Durables	62,204	10.68%
4 Pub. Admin.	51,965	8.93%
5 Other Prof. Svcs.	50,697	8.71%
6 Fin., Ins. & Real Estate	45,196	7.76%
7 Health Svcs.	37,174	6.38%
8 Construction	34,176	5.87%
9 Bus. & Repair Svcs.	31,189	5.36%
10 Wholesale Trade	18,934	3.25%
Total Metro Employees	582,236	
Top 10 Total Employees	491,890	84.48%

By Occupation:

Admin. Support/Clerical	103,845	17.84%
Professional	99,883	17.16%
Exec., Admin. & Managerial	90,512	15.55%
Sales	67,092	11.52%
Svc., Exclud. Protective & HH	60,568	10.40%
Precis. Produc./Craft/Repair	53,617	9.21%
Technicians & Support	29,816	5.12%
Machine Oprs., Fab., Assemb., & Inspec.	23,518	4.04%
Handlers, Cleaners, Help., Laborers	15,999	2.75%
Transportation & Moving	15,700	2.70%

NOTE:

Largest Local Banks (Assets \$000,000)

Hartland Bank, Nat'l Association	\$294
First National Bank	\$176
City Nat'l Bk of Taylor	\$140
First Texas Bk	\$124
First Texas Bk	\$96
Texas Heritage Bank	\$88
Walburg State Bank	\$72
Elgin Bank of Texas	\$70
Citizens State Bank of Luling	\$48

Colleges and Universities (# of Students)

U. of Texas at Austin	47,810
Southwest Texas State U.	21,481
Austin CC	17,109
St. Edward's U.	3,360
Southwestern U.	1,255
Concordia U. at Austin (and more)	725
Total Students (FT & PT)	91,861

Military Bases (# of personnel)

Unemployment

Jun 79:	3.50%	Jul 90:	4.90%
Dec 82:	4.40%	Jul 91:	5.10%
Sep 83:	3.40%	Jul 92:	4.90%
Sep 84:	3.40%	Jul 93:	4.70%
Aug 85:	4.80%	Jul 94:	3.90%
Aug 86:	5.80%	Jul 95:	3.40%
Aug 87:	6.70%	Jul 96:	3.30%
Aug 88:	5.80%	Aug 98:	2.90%
Jul 89:	6.30%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

GSD & M
MQ & C
Lee Tilford
Danny Reed

Viable Stations

KAMX-F	KHFI-F	KLBJ	KQBT-F
KASE-F	KINC-F	KLBJ-F	KQQQ-F
KELG/KKLB-F	KJCE	KLNC-F	KROX-F
KEYI-F	KJFK-F (1/2)	KPEZ-F	KROX-F
KFMK-F	KKLB-F (1/2)	KPEZ-F	KVET
KGSR-F	KKMJ-F	KQBT-F	KVET-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KTBC	Austin	7	FOX	Fox	
K13VC	Austin	13	UPN	Fox	
KLRU	Austin	18	PBS		
KVUE-TV	Austin	24	ABC	Belo	
KXAN-TV	Austin	36	NBC	LIN	
KEYE	Austin	42	CBS	CBS	
KNVA	Austin	54	WB		LIN

Major Daily Newspapers

	AM	PM	Sun	Owner
American-Statesman	183,319		241,973	Cox Newspapers Inc.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KASE FM	C	\$10,450,000	13.7
2 KKMJ FM	SAC	\$7,500,000	9.8
3 KLBJ FM	AOR	\$7,100,000	9.3
4 KAMX FM	AC/NR	\$6,200,000	8.1
5 KVET FM	C	\$6,150,000	8.0
6 KLBJ AM	N/T	\$5,600,000	7.3
7 KHFI FM	CHR	\$4,850,000	6.3
8 KPEZ FM	CL AOR	\$4,050,000	5.3
9 KGSR FM	AOR/P	\$3,900,000	5.1
10 KROX FM	AOR/NR	\$3,500,000	4.6
11 QGBT FM	CHR/U	\$3,450,000	4.5
12 KEYI FM	O	\$3,200,000	4.2
13 KFMK FM	B/O	\$2,600,000	3.4
14 KVET AM	SPRTS	\$1,675,000	2.2
15 KJFK FM	T	\$1,340,000	1.8
16 KKLB AF	SP	\$1,300,000	1.7
17 KAHK FM	CL HITS	\$1,140,000	1.5
18 KLNC FM	C	\$965,000	1.3
19 KIXL AM	REL	\$844,000	1.1
20 KJCE AM	B	\$350,000	0.5
21 KBAE FM	C	\$318,000	0.4
22 KFON AM	SPRTS	\$196,000	0.3
23 KQQA AM	SP	\$110,000	0.1

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$118,000,000	38%	0.0080
Radio	\$76,400,000	25%	0.0052
Newspaper	\$101,000,000	33%	0.0068
Outdoor	\$7,900,000	3%	0.0005
Cable TV	\$5,100,000	2%	0.0004
Media Total	\$308,400,000		0.0209

NOTE: Use Newspaper and Outdoor estimates with caution.

Market's Best

Best Restaurants: Louie B's, County Line, Hudson's, McCluskey's.

Best Hotels: Four Seasons, Stouffer, Doubletree, Omni, Marriott-Capital.

Best Golf Courses: Horseshoe Bay, Hills of Lakeway, Barton Creek, Austin CC.



Radio Revenue Breakdowns

Austin	Pct	Revenue	Pct change
Local	78.0	\$58,822,000	20.6
National	22.0	\$16,603,000	28.0

Highest Billing Radio Entities (Includes duopolies and combos)	Combined Revenue	Revenue Share
1 Clear Channel Communications: KASE FM, KVET FM, KHFI FM, KPEZ FM, KFMK FM, KVET AM	\$29,775,000	39.0
2 Radio Austin Management, LLC: KLBJ FM, KLBJ AM, KGSR FM, KROX FM, KLNC FM	\$21,065,000	27.6
3 CBS/Infinity: KKMJ FM, KAMX FM, KQBT FM, KJCE AM	\$17,500,000	22.9
4 Hispanic Broadcasting Corp.: KEYI FM	\$3,200,000	4.2
5 Elgin FMLP: KKLB AF, KFON AM, KTXZ AM	\$1,496,000	2.0
6 Shamrock Communications: KJFK FM	\$1,340,000	1.8
7 Simmons Family, Inc.: KAHK FM	\$1,140,000	1.5
8 Intimate Life Ministries, Inc.: KIXL AM	\$844,000	1.1
9 Maxigrid Broadcasting: KBAE FM	\$318,000	0.4
10 Yellow Rose Communications: KQQA AM	\$110,000	0.1

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1990				
1990	KQFX-F	From Capitol (Johnson)	to Joyner	\$3,900,000
1990	KHFI-F	From Encore	to Spur Austin	\$4,800,000
1990	KFON/KKMJ-F	From Keymarket	to Tremont	\$7,000,000
1990	KQFX-F	From Joyner	to Jay Jones	\$3,900,000
1991	KMOW/KEYI-F	Sold by GE Capital		\$3,000,000
1992	KHFI-F (Georgetown)	From Rusk	to Clear Channel	\$3,500,000
1993	KMXX-F	From Genesis	to KLBJ AF	\$2,500,000
1994	KFGI-F (Luling)		Sold to Amature	\$2,500,000
1994	KVET-F	From Spur Austin	to KASE owner	\$5,030,000
1994	KTXZ (West Lake)		Sold to KELG, KKLB owner	\$250,000
1995	KOKE-F (Giddings)	From Beasley	to Sinclair	\$3,100,000
1995	KGSR-F (Bastrop)	From Beasley	to Sinclair	\$5,300,000
1995	KIXL (DeValle)	Sold by Oppenheimer		\$1,400,000
1995	KJCE, KKMJ-F, KPTY-F	From Amature	to Amer. Radio Sys.	\$28,500,000
1996	KTAE (1260) (Taylor)			\$400,000
1997	KNNC-F(107.7)		Sold to Simmons	\$2,000,000
1997	LBJ Co. stations and Sinclair stations merged into one entity			
1997	KAMX-F	From ARS	to CBS	\$13,000,000
1997	KJCE	From ARS	to CBS	\$2,000,000
1997	KKIK-F	From ARS	to CBS	\$5,000,000
1997	KKMJ-F	From ARS	to CBS	\$42,000,000
1997	KASE-F, KVET-AF		Sold to Capstar	\$90,250,000
1998	KFMK-F (CP)	From Steve Hicks	to Capstar	\$8,500,000
6-Mar-00	KFON AM	Clear Channel	Pecan Partners AMFM/CCU divestiture.	\$1,100,000
6-Mar-00	KEYI FM	Clear Channel	Hispanic AMFM/CCU divest. Group deal:	\$127,000,000

NO WEATHER DATA AVAILABLE
See San Antonio for an approximation



Bakersfield

1999 ARB Rank: 86	1999 Revenue: \$19,200,000	Manager's Market Ranking (current): 2.8
1999 MSA Rank: 82	Rev per Share Point: \$245,211 78.3	Manager's Market Ranking (future) : 3.2
1999 DMA Rank: 124	Population per Station: 17,104 26	
1999 Rev Rank: 95 of 173	1999 Revenue Change: 6.8	Five-year revenue gain % (94-99): 35.2

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	14.2	15.2	16.0	16.9	17.9	19.2						
Yearly Growth Rate (94-99): 5.5%	assigned											
Projected Revenue Estimates:							20.70	21.10	22.40	23.90	25.10	
Revenue per Capita:	22.98	24.20	25.12	26.12	27.41	28.96						
Yearly Growth Rate (94-99): 4.9%	assigned											
Projected Revenue per Capita:							30.38	31.87	33.43	35.07	36.79	
Resulting Revenue Estimate:							20.5	21.6	23.0	24.4	25.8	
Revenue as % of Retail Sales:	0.0036	0.0038	0.0038	0.0039	0.0041	0.0042						
Mean % (94-99) 0.00420%												
Resulting Revenue Estimate:							20.2	20.6	21.0	21.8	23.1	
							MEAN REVENUE ESTIMATE:					20.5 21.1 22.1 23.4 24.7

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.618	0.628	0.637	0.647	0.655	0.663	0.674	0.679	0.688	0.697	0.702
Retail Sales (billions):	3.90	4.00	4.20	4.30	4.40	4.60	4.80	4.90	5.00	5.20	5.50

Below-the-Line Listening Shares:	3.6
Unlisted Station Listening:	18.1
Total Lost Listening:	21.7
Available Share Points:	78.3
Number of Viable Stations:	15.5
Average Share Points per Viable Station:	5.1
Rev. per Available Share Point:	\$245,211
Estimated Rev. for Mean Station:	\$1,251,000
Average HH Income:	\$31,754
Average Age:	31.9
Average Education:	11.5
Average Home Value:	\$93,900
Population Change (1998-2003):	6.5
Retail Sales Change (1998-2003):	18
Cable Penetration:	72
Number of Class B or C FMs:	9

Confidence Levels

1999 Revenue Estimates:	Below normal
2000-to-2004 Revenue Estimates:	Below normal

Comments: Market does not report revenue. Managers expect 4 to 6% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 87.3	<\$20: 31.0	12-to-24 23.2	Non High School Grad: 33.0
Black: 6.4	\$20-\$49.9: 40.0	25-to-54 54.8	High School Grad: 24.9
Amer. Indian: 1.7	\$50-\$99.9: 23.6	55-plus 21.9	College 1-3 years: 28.9
Asian/Pac.isl.: 4.6	\$100+: 5.4		College 4+ years: 13.2
Hispanic: * 36.1			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Drilling Equipment			
Paint			
Food Products			

INC 500 Companies

Employment Breakdowns

By Industry:

Bakersfield, CA MSA Total

1 Retail Trade	41,829	16.55%
2 Ag., Forestry & Fisheries	26,292	10.40%
3 Educational Svcs.	20,738	8.20%
4 Construction	19,305	7.64%
5 Pub. Admin.	18,282	7.23%
6 Health Svcs.	15,772	6.24%
7 Other Prof. Svcs.	15,031	5.95%
8 Mining	13,023	5.15%
9 Bus. & Repair Svcs.	12,705	5.03%
10 Wholesale Trade	12,415	4.91%

By Occupation:

Admin. Support/Clerical	36,735	14.53%
Precis. Produc./Craft/Repair	32,972	13.04%
Professional	31,313	12.39%
Sales	27,920	11.05%
Exec., Admin. & Managerial	26,119	10.33%
Svc., Exclud. Protective & HH	25,689	10.16%
Farm., Forestry & Fishing	22,903	9.06%
Transportation & Moving	13,834	5.47%
Machine Oprs., Fab., Assemb., & Inspec.	10,066	3.98%
Handlers, Cleaners, Help., Laborers	9,585	3.79%

Total Metro Employees	252,780
Top 10 Total Employees	195,392 77.30%

NOTE:

Largest Local Banks (Assets \$000,000)

San Joaquin Bank	\$199
Taft National Bank	\$54
Mission Bank	\$14

Colleges and Universities (# of Students)

Bakersfield Coll.	12,600
California State U.: Bakersfield	5,594
Taft Coll.	550
Total Students (FT & PT)	18,744

Military Bases (# of personnel)

Unemployment

Jun 79:	N/A	Jul 90:	9.90%
Dec 82:	N/A	Jul 91:	11.80%
Sep 83:	11.70%	Jul 92:	12.80%
Sep 84:	10.10%	Jul 93:	14.50%
Aug 85:	9.80%	Jul 94:	13.80%
Aug 86:	11.20%	Jul 95:	13.60%
Aug 87:	8.90%	Jul 96:	11.70%
Aug 88:	10.10%	Aug 98:	9.90%
Jul 89:	10.10%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Western Int.
Medvin

Viable Stations

KCOO-F	KIWI-F	KLLY-F	KSMJ-F
KCWR-F (1/2)	KKBB-F	KMYX-F (1/2)	KSUV-F
KERN	KKDJ-F	KNZR	KUZZ-AF
KGFM-F	KKXX-F	KRAB-F	KWAC (1/2)
KISV-F			

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KGET-TV	Bakersfield	17	NBC	Ackerley	
KERO-TV	Bakersfield	23	ABC	McGraw-Hill	
KBAK-TV	Bakersfield	29	CBS		
KJOI-LP	Bakersfield	33	IND	Cocola	
KABE-LP	Bakersfield	39	UNI	Univision	
KUVI-TV	Bakersfield	45	UPN	Univision	
KBFX-LP	Bakersfield	58	FOX	Pappas	

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Mundosphere Broadcasting: KRAB FM, KKXX FM, KSMJ FM, KKDJ FM, KHIS AM	\$4,550,000	23.7
2 Buck Owens Productions: KUZZ AF, KCWR FM	\$3,940,000	20.5
3 American General Media: KERN AM, KISV FM, KCOO FM, KBID AM	\$3,730,000	19.4
4 Buckley Broadcasting: KLLY FM, KKBB FM, KNZR AM	\$2,740,000	14.3
5 Lotus Communications Corp.: KIWI FM, KWAC AM, KCHJ AM	\$2,390,000	12.4
6 Lagniappe Broadcasting, Inc.: KGFM FM, KGEO AM	\$1,600,000	8.3
7 Tri Caballero: KSUV FM, KRME FM	\$650,000	3.4

Major Daily Newspapers

	AM	PM	Sun	Owner
Californian	72,754		87,471	Virginia Moorhouse

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KUZZ AF	C	\$3,600,000	18.8
2 KERN AM	N/T	\$2,200,000	11.5
3 KRAB FM	AOR	\$2,000,000	10.4
4 KGFM FM	SAC	\$1,600,000	8.3
5 KKXX FM	CHR	\$1,500,000	7.8
6 KIWI FM	SP	\$1,450,000	7.6
7 KLLY FM	AC/CHR	\$1,300,000	6.8
8 KISV FM	CHR	\$1,200,000	6.3
9 KKBB FM	CL AOR	\$1,000,000	5.2
10 KSUV FM	SP	\$650,000	3.4
11 KSMJ FM	J	\$630,000	3.3
12 KWAC AM	SP	\$540,000	2.8
13 KNZR AM	N/T	\$440,000	2.3
14 KKDJ FM	O	\$420,000	2.2
15 KCHJ AM	SP/C	\$400,000	2.1
16 KCWR FM	C/O	\$340,000	1.8
17 KCOO FM	B/O	\$330,000	1.7

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$33,000,000	33%	0.0072
Radio	\$19,200,000	19%	0.0042
Newspaper	\$39,000,000	39%	0.0085
Outdoor	\$4,500,000	5%	0.0010
Cable TV	\$3,200,000	3%	0.0007
Media Total	\$98,900,000		0.0216

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1990				
1991	KGFM-F			\$1,500,000
1991	KTIE-F		Sold to Atsinger	\$400,000
1992	KTIE-F		Sold to Buck Owens	\$900,000
1993	KCHT-F		Sold to Salem	\$750,000
1993	KMYX AF (Taft)			\$322,000
1994	KKBB-F		Sold to Caballero	\$525,000
1994	KCHJ		Sold to KWAC, KIWI-F owner	\$400,000
1994	KOQQ-F		Sold to Buckley	\$1,000,000
1994	KSUV AF, KKBB-F	From Caballero	to Z-Spanish	\$1,680,000
1996	KAFY			\$250,000
1996	KHIS-AF		Sold to Mundosphere	\$2,650,000
1997	KVLI-AF			\$240,000
1997	KBID/KLYD-F		Sold to Amer. General	\$1,500,000
7-Jul-99	KCHJ AM, KIWI FM,	KMAP, Inc. KWAC AM	Lotus	\$6,000,000
26-Jul-99	KTRJ AM	Robert F. Turner	KMAP, Inc.	

Market's Best

Best Restaurants: Bistro, Tavern on the Green.

Best Hotels: Sheraton, Red Lion.

Best Golf Courses: Rio Bravo, Stockdale CC, Bakersfield CC.

NO WEATHER DATA AVAILABLE
See Fresno for an approximation

NOTE:

Baltimore

1999 ARB Rank: 20	1999 Revenue: \$119,400,000	Manager's Market Ranking (current): 3.5
1999 MSA Rank: 18	Rev per Share Point: \$1,795,489 66.5	Manager's Market Ranking (future) : 3.2
1999 DMA Rank: 24	Population per Station: 99,448 21	
1999 Rev Rank: 20 of 173	1999 Revenue Change: 13.1	Five-year revenue gain % (94-99): 67.9

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	71.1	79.8	87.7	90.3	103.8	119.4						
Yearly Growth Rate (94-99): 6.5%	assigned											
Projected Revenue Estimates:							132.50	137.00	143.40	152.90	163.60	
Revenue per Capita:	28.38	32.17	35.36	36.41	41.69	47.57						
Yearly Growth Rate (94-99): 7.4%	assigned											
Projected Revenue per Capita:							51.09	54.87	58.93	63.29	67.98	
Resulting Revenue Estimate:							129.3	139.4	150.3	162.7	176.7	
Revenue as % of Retail Sales:	0.0034	0.0037	0.0039	0.0040	0.0044	0.0048						
Mean % (94-99) 0.00480%												
Resulting Revenue Estimate:							125.8	129.6	132.0	136.8	143.0	
	MEAN REVENUE ESTIMATE:							129.2	135.3	141.9	150.8	161.1

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	2.470	2.480	2.480	2.480	2.490	2.510	2.530	2.540	2.550	2.570	2.600
Retail Sales (billions):	20.70	21.70	22.30	22.70	23.80	25.00	26.20	27.00	27.50	28.50	29.80

Below-the-Line Listening Shares:	19.2
Unlisted Station Listening:	14.3
Total Lost Listening:	33.5
Available Share Points:	66.5
Number of Viable Stations:	14
Average Share Points per Viable Station:	4.8
Rev. per Available Share Point:	\$1,795,489
Estimated Rev. for Mean Station:	\$8,618,000
Average HH Income:	\$48,592
Average Age:	36.5
Average Education:	12.6
Average Home Value:	\$120,100
Population Change (1998-2003):	3.1
Retail Sales Change (1998-2003):	19.6
Cable Penetration:	68
Number of Class B or C FMs:	10

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports to Hungerford. WOLB, WCBM, and WWLG do not cooperate. Managers predict 6 to 8% revenue gain in 2000.

Confidence Levels

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 69.3	<\$20: 18.2	12-to-24 19.4	Non High School Grad: 23.5
Black: 27.8	\$20-\$49.9: 33.3	25-to-54 56.3	High School Grad: 28.3
Amer. Indian: 0.3	\$50-\$99.9: 35.4	55-plus 24.3	College 1-3 years: 23.7
Asian/Pac.Isl.: 2.6	\$100+: 13.1		College 4+ years: 24.6
Hispanic: * 1.9			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries

Steel
Transportation Equipment
Electrical Machinery
Appliances
Shipping
Soaps/Detergent
Paper Products

Fortune 500 Companies

U.S. Foodservice 298
Black & Decker 342
BG&E 439
Integrated Health Svc 492

Forbes 500 Companies

Mercantile Bankshares
Provident Bankshares Corp.
T. Rowe Price Associates
U.S. Foodservice
Black & Decker Corp.

Forbes Largest Private Companies

Whiting-Turner Contracting 135
Sunbelt Beverage 278

INC 500 Companies

Infosys Networks 113
Chesapeake Sciences 162
Advanced Concepts 201
Search Connection 214
Syscom 305
International Postal Consultants 398
DeJarnette Research Systems 448
Chesapeake Computer Consultants 460

Employment Breakdowns

By Industry:

Baltimore, MD PMSA Total

1 Retail Trade 194,774 15.37%
2 Pub. Admin. 132,854 10.48%
3 Health Svcs. 117,179 9.25%
4 Educational Svcs. 100,127 7.90%
5 Construction 99,740 7.87%
6 Fin., Ins. & Real Estate 98,118 7.74%
7 Other Prof. Svcs. 96,772 7.64%
8 Manufac., Durables 92,348 7.29%
9 Bus. & Repair Svcs. 64,847 5.12%
10 Manufac., Non-Durables 62,501 4.93%

Total Metro Employees 1,267,270
Top 10 Total Employees 1,059,260 83.59%

By Occupation:

Admin. Support/Clerical 221,659 17.49%
Professional 207,831 16.40%
Exec., Admin. & Managerial 196,914 15.54%
Sales 148,992 11.76%
Precis. Produc./Craft/Repair 134,704 10.63%
Svc., Exclud. Protective & HH 115,763 9.13%
Technicians & Support 56,942 4.49%
Machine Oprs., Fab., Assemb., & Inspec. 51,304 4.05%
Transportation & Moving 47,408 3.74%
Handlers, Cleaners, Help., Laborers 39,332 3.10%

NOTE:

Largest Local Banks (Assets \$000,000)

Allfirst Bank	\$16,753
Provident Bank of Maryland	\$4,869
Mercantile-Safe Dep & Tr Co	\$2,823
Farmers Bk of Maryland	\$880
Carroll County Bk & Tr Co	\$784
First Mariner Bank	\$530
The Columbia Bank	\$441
Bank of Maryland	\$350
Annapolis Bnkg & Tr Co	\$346

Colleges and Universities (# of Students)

Towson U.	15,006
U. of Maryland: Baltimore County	9,794
CC Balt. Co.- Essex/Catonsvl	7,310/6,172
Loyola College in Maryland	6,133
Morgan State U.	5,831
U. of Maryland: Baltimore	5,703
Johns Hopkins	5,106
(and more)	
Total Students (FT & PT)	96,168

Military Bases (# of personnel)

Fort Meade	13,453
Aberdeen Proving Ground	5,269
US Naval Academy	1,103

Unemployment

Dec 82:	9.80%	Jul 91:	6.20%
Sep 83:	7.00%	Jul 92:	7.40%
Sep 84:	6.20%	Jul 93:	7.80%
Sep 85:	5.00%	Jul 94:	6.30%
Aug 86:	4.80%	Jul 95:	5.90%
Aug 87:	4.30%	Jul 96:	5.50%
Aug 88:	4.50%	Aug 98:	5.50%
Jul 89:	4.30%	Dec 99:	3.10%
Jul 90:	4.90%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Trahan Burden
W.B. Doner
Grey, Kirk, Van Sant
Earle Palmer Brown
Eisner

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WMAR-TV	Baltimore	2	ABC	Scripps Howard	
WBAL-TV	Baltimore	11	NBC	Hearst-Argyle	
WJZ-TV	Baltimore	13	CBS	CBS	
WUTB	Baltimore	24	UPN	United TV	
WBFF	Baltimore	45	FOX	Sinclair	
WNUV-TV	Baltimore	54	WB	Glencairn	Sinclair
WMPB	Baltimore	67	PBS	MD PTV	

Major Daily Newspapers

Sun; Sunday Sun	AM	PM	Sun	Owner
	314,033		478,516	Times Mirror Co.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$245,000,000	39%	0.0098
Radio	\$119,400,000	19%	0.0048
Newspaper	\$229,000,000	37%	0.0092
Outdoor	\$23,500,000	4%	0.0009
Cable TV	\$9,600,000	2%	0.0004
Media Total	\$626,500,000		0.0251

NOTE: Use Newspaper and Outdoor estimates with caution.

Viable Stations

WBAL	WGRX-F (1/2)	WLIF	WWIN-F
WCAO	WHFS-F (1/2)	WOCT-F	WWLG (1/2)
WCBM	WIYY-F	WPOC-F	WWMX-F
WERQ-F	WJFK (1/2)	WQSR-F	WXYV-F

Highest Billing Radio Entities

(Includes duopolies and combos)	Combined Revenue	Revenue Share
1 CBS/Infinity: WQSR FM, WWMX FM, WLIF FM, WXYV FM, WJFK AM, WBGR AM, WBMD AM	\$50,325,000	42.1
2 Radio One: WERQ FM, WWIN AF, WOLB AM	\$23,040,000	19.3
3 Hearst-Argyle Television, Inc.: WBAL AM, WIYY FM	\$19,000,000	15.9
4 Chase Radio: WPOC FM	\$10,700,000	9.0
5 Clear Channel Communications: WOCT FM, WCAO AM	\$7,450,000	6.2
6 WCBM Maryland, Inc.: WCBM AM, WWLG AM, WASA AM	\$3,400,000	2.8
7 Shamrock Communications: WZBA FM, WTTR AM	\$1,000,000	0.8

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WQSR FM	O	\$15,200,000	12.7
2 WWMX FM	AC	\$14,900,000	12.5
3 WERQ FM	B	\$12,500,000	10.5
4 WLIF FM	SAC	\$11,400,000	9.5
5 WBAL AM	N/T	\$11,000,000	9.2
6 WPOC FM	C	\$10,700,000	9.0
7 WWIN AF	B/AC	\$10,000,000	8.4
8 WIYY FM	AOR	\$8,000,000	6.7
9 WXYV FM	CHR	\$5,500,000	4.6
10 WOCT FM	CL AOR	\$5,200,000	4.4
11 WCBM AM	T	\$2,900,000	2.4
12 WJFK AM	T	\$2,600,000	2.2
13 WCAO AM	G	\$2,250,000	1.9
14 WZBA FM	CL HITS	\$1,000,000	0.8
15 WBGR AM	B	\$725,000	0.6
16 WOLB AM	B/T	\$540,000	0.5
17 WWLG AM	ST	\$500,000	0.4

NOTE: * Baseball revenues are not included in the total for WBAL. This would add about \$5 million to the AM's total.

Market's Best

Best Restaurants: Prime Rib, Linwoods, Palo Grill, Citronelle, Philip's Crab House, Haussner's.

Best Hotels: Harbor Court, Colonnade, Hyatt Regency.

Best Golf Courses: Baltimore CC - (Five Farms), Pine Ridge, Turf Valley.

NOTE:

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	73.4	\$84,292,000	17.0
National	26.6	\$30,207,000	9.0

NOTE: Trade equals 2.1% of local. In 1998 it was 2%.

WEATHER DATA

Elevation:			148
Annual Precipitation:			41.6 in.
Annual Snowfall:			21.9 in.
Average Windspeed:			9.5 (W)
		TOTAL	YEAR
Avg. Max. Temp:	JAN	JUL	65.1
Avg. Min. Temp:	41.9	86.7	44.8
Average Temp:	24.9	66.5	55.0
	33.4	76.6	

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1992				
1992	WITH		Sold to Capital Kids Radio	\$762,500 Canceled
1993	WERQ AF	From United	to Radio One	\$9,000,000
1993	WVRT-F	From Scripps-Howard	to Capital	\$9,750,000
1993	WFEL (Towson)		Sold to Capitol Kids Radio	\$521,000
1994	WITH		Sold to Guardian	\$850,000
1994	WCAO, WVEE-F	From Summit	to Granum	\$16,700,000
1994	WBMD, WQSR-F	From Sconnix	to Amer. Radio	\$39,000,000
1996	WJFK	From Infinity	to Westinghouse	\$8,000,000
1996	WLIF-F	From Infinity	to Westinghouse	\$63,000,000
1996	WCAO	From Infinity	to Westinghouse	\$7,000,000
1996	WXYV-F	From Infinity	to Westinghouse	\$46,000,000
1996	WBGR	From Mortenson	to Amer. Radio	\$2,775,000
1996	WOCT-F	From Capitol	to Amer. Radio	\$30,000,000
1996	WWMX-F	From Capitol	to Amer. Radio	\$60,000,000
1997	WITH	From Guardian	to Salem	\$1,000,000
1997	WBGR	From ARS	to CBS	\$4,000,000
1997	WBMD	From ARS	to CBS	\$5,000,000
1997	WOCT-F	From ARS	to CBS	\$34,000,000
1997	WQSR-F	From ARS	to CBS	\$91,000,000
1997	WWMX-F	From ARS	to CBS	\$86,000,000
1997	WPOC-F	From Nationwide	to Jacor	\$64,000,000
1998	WNAV	From Einstein	to Pat Sajak	\$2,200,000
1998	WCAO/WOCT-F	From CBS	to Jacor	Trade
1998	WWLG/WASA		Sold to WCBM	\$1,262,500
1998	WPOC-F/WCAO/WOCT-F	From Jacor	to Clear Channel	
3-Aug-99	WKDB AM	Capital Kids Radio Co.	Catholic Radio Network	\$1,500,000
22-Nov-99	WYRE AM	MBC, Inc.	Bay Broadcasting Corp.	\$200,000
6-Mar-00	WPOC FM	Clear Channel	Chase Radio AMFM/CCU divestiture. Group transaction. Price NA	

1999 ARB Rank: 82	1999 Revenue: \$26,900,000	Manager's Market Ranking (current): 3.8
1999 MSA Rank: 90	Rev per Share Point: \$367,486 73.2	Manager's Market Ranking (future) : 4.1
1999 DMA Rank: 95	Population per Station: 26,011 18	
1999 Rev Rank: 73 of 173	1999 Revenue Change: 9.7	Five-year revenue gain % (94-99): 53.7

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	17.5	18.7	20.6	21.2	24.3	26.9						
Yearly Growth Rate (94-99): 6.4%	assigned											
Projected Revenue Estimates:							28.60	29.80	31.10	33.00	36.70	
Revenue per Capita:	31.19	33.03	36.20	36.93	42.11	46.06						
Yearly Growth Rate (94-99): 6.2%	assigned											
Projected Revenue per Capita:							48.55	51.56	54.76	58.15	61.76	
Resulting Revenue Estimate:							28.6	30.6	32.7	34.9	37.3	
Revenue as % of Retail Sales:	0.0034	0.0034	0.0036	0.0036	0.0038	0.0040						
Mean % (94-99) 0.00400%												
Resulting Revenue Estimate:							28.8	29.6	31.2	33.2	35.2	
							MEAN REVENUE ESTIMATE:					
							28.7	30.0	31.7	33.7	36.4	

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.561	0.566	0.569	0.574	0.579	0.584	0.589	0.593	0.597	0.600	0.604
Retail Sales (billions):	5.10	5.50	5.70	5.90	6.30	6.70	7.20	7.40	7.80	8.30	8.80

Below-the-Line Listening Shares:	10.6	1999 Revenue Estimates:	Normal
Unlisted Station Listening:	16.2	2000-to-2004 Revenue Estimates:	Normal
Total Lost Listening:	26.8		
Available Share Points:	73.2	Comments: Market reports revenue to Miller, Kaplan. Managers predict 7 to 8% revenue gain during 2000	
Number of Viable Stations:	13		
Average Share Points per Viable Station:	5.6	Confidence Levels	
Rev. per Available Share Point:	\$367,486		
Estimated Rev. for Mean Station:	\$2,058,000	Socio-Economic Breakdowns	
Average HH Income:	\$37,761	Ethnic	Income (\$000)
Average Age:	32.6	White:	67.0
Average Education:	11.7	Black:	31.4
Average Home Value:	\$90,700	Amer. Indian:	0.2
Population Change (1998-2003):	3.5	Asian/Pac. Isl.:	1.4
Retail Sales Change (1998-2003):	32.5	Hispanic: *	1.8
Cable Penetration:	76		
Number of Class B or C FMs:	10		

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Petrochemicals			Turner Industries 353
Government			
Shipping/Port			
Rubber Products			

INC 500 Companies

Employment Breakdowns

By Industry:

Baton Rouge, LA MSA Total

1 Retail Trade	44,040	16.91%
2 Educational Svcs.	30,875	11.85%
3 Manufac., Non-Durables	28,054	10.77%
4 Construction	21,971	8.43%
5 Other Prof. Svcs.	19,568	7.51%
6 Health Svcs.	18,412	7.07%
7 Fin., Ins. & Real Estate	17,574	6.75%
8 Pub. Admin.	15,965	6.13%
9 Bus. & Repair Svcs.	11,771	4.52%
10 Wholesale Trade	10,730	4.12%
Total Metro Employees	260,494	
Top 10 Total Employees	218,960	84.06%

By Occupation:

Admin. Support/Clerical	43,546	16.72%
Professional	40,029	15.37%
Precis. Produc./Craft/Repair	34,503	13.25%
Sales	32,402	12.44%
Exec., Admin. & Managerial	31,506	12.09%
Svc., Exclud. Protective & HH	24,579	9.44%
Technicians & Support	11,693	4.49%
Machine Oprs., Fab., Assemb., & Inspec.	11,342	4.35%
Transportation & Moving	11,236	4.31%
Handlers, Cleaners, Help., Laborers	9,840	3.78%

NOTE:

Baton Rouge

Largest Local Banks (Assets \$000,000)

Bk One Louisiana NA	\$13,512
Hancock Bk of Louisiana	\$970
First Natl Bnks Bk	\$146
Bank of West Baton Rouge	\$138
First National Bank of Gonzales	\$94
Fidelity Bk & Tr	\$83
Guaranty Bank and Trust Company	\$42
Louisiana Bank & Trust Company	\$40

Colleges and Universities (# of Students)

LSU and Ag. and Mechanical Coll.	28,528
Southeastern Louisiana U.	15,149
SE U. and Ag. and Mechanical Coll.	9,488
Total Students (FT & PT)	53,165

Military Bases (# of personnel)

Unemployment

Jun 79:	7.20%	Jul 89:	NA
Dec 82:	9.60%	Jul 90:	NA
Sep 83:	10.20%	Jul 91:	7.50%
Sep 84:	8.30%	Jul 92:	7.20%
Aug 85:	10.10%	Jul 93:	6.90%
Aug 86:	10.10%	Jul 94:	7.80%
Aug 87:	8.90%	Jul 95:	6.60%
Aug 88:	9.10%	Jul 96:	6.50%
Jul 88:	8.80%	Aug 98:	5.20%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Garrison
Root

Viable Stations

KOOJ-F	WCKW-F	WJBO	WXCT-F
KQXL-F	WDGL-F	WLSS-F	WXOK
KRVE-F	WEMX-F	WTGE-F	WYNK-F
WCAC-F			

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WBRZ	Baton Rouge	2	ABC	Manship	
WAFB	Baton Rouge	9	CBS	Raycom	
KBTR-LP	Baton Rouge	19	UPN	Great Oaks	
KANC-LP	Baton Rouge	21	IND	Great Oaks	
WLPB-TV	Baton Rouge	27	PBS	LA ETV	
WVLA	Baton Rouge	33	NBC		Galloway (JSA)
KWBJ-LP	Morgan City	39	WB		
WGMB	Baton Rouge	44	FOX	Galloway	

Major Daily Newspapers

	AM	PM	Sun	Owner
Advocate; Sunday Advocate	93,127		125,660	Manship

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$56,000,000	39%	0.0084
Radio	\$26,900,000	19%	0.0040
Newspaper	\$53,000,000	37%	0.0079
Outdoor	\$4,800,000	3%	0.0007
Cable TV	\$3,300,000	2%	0.0005
Media Total	\$144,000,000		0.0215

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1994				
1994	WLUX		Sold by Swaggert	\$450,000
1995	WYNK A/F	From Narragansett	to Gulfstar	\$11,500,000
1995	WJBO, WFME-F	From Jenne	to Gulfstar	\$8,500,000
1996	WTGE-F	From Vetter	to Guaranty	\$5,500,000
1996	WBBU-F (Baker)		Sold to Guaranty	\$1,750,000
1996	WIBR, WKJN-F	From Don Nelson	to Citywide	
1996	WQCK-F (Clinton)			\$2,025,000
1997	WBIU		Sold to Capstar	\$250,000
1997	KRVE-F		Sold to Capstar	\$7,100,000
1998	WXOK/KQXL-F/WEMX-F/ WIBR/WKJN-F	From Citywide	to Citadel	\$34,000,000
22-Jul-99	KOOJ FM	KTBT Radio Co.	Citadel	\$9,500,000
28-Nov-99	KKAY FM	Gulf South Broadcasters	Guaranty	\$1,200,000

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel Communications: WYNK FM, KRVE FM, WFME FM, WFME AM, WJBO AM, WSKR AM	\$11,150,000	41.4
2 Citadel Communications Corp.: WEMX FM, KQXL FM, WXOK AM, WCAC FM, KOOJ FM, WIBR AM	\$8,345,000	31.0
3 Guaranty Broadcasting: WDGL FM, WXCT FM, WTGE FF, WHMD FM	\$8,170,000	30.4

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WDGL FM	CL AOR	\$4,750,000	17.7
2 WYNK FM	C	\$3,900,000	14.5
3 WEMX FM	B	\$3,000,000	11.2
4 KRVE FM	AC	\$2,900,000	10.8
5 WXCT FM	C	\$2,900,000	10.8
6 KQXL FM	B/AC	\$2,400,000	8.9
7 WFME FM	CHR	\$2,150,000	8.0
8 WJBO AM	N/T	\$2,000,000	7.4
9 WXOK AM	B	\$1,250,000	4.6
10 WCAC FM	C	\$775,000	2.9
11 KOOJ FM	O	\$640,000	2.4
12 WTGE FF	B/O	\$520,000	1.9
13 WIBR AM	SPRTS	\$280,000	1.0
14 WSKR AM	SPRTS	\$100,000	0.4

Market's Best

Best Restaurants: Ruth Chris, Chalet Brandt, Mike Anderson's, JuBan's.

Best Hotels: Hilton, Sheraton, Sterling Suites, Marriott.

Best Golf Courses: CC of Louisiana, Baton Rouge CC, Bluffs on, Thompson Creek.

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	88.2	\$23,402,000	11.3
National	11.8	\$2,628,000	31.4

NO WEATHER DATA AVAILABLE
See New Orleans for an approximation

NOTE:

Beaumont-Port Arthur

1999 ARB Rank: 127	1999 Revenue: \$12,800,000	Manager's Market Ranking (current): 3
1999 MSA Rank: 131	Rev per Share Point: \$191,045 67	Manager's Market Ranking (future) : 3.3
1999 DMA Rank: 134	Population per Station: 28,427 11	
1999 Rev Rank: 133 of 173	1999 Revenue Change: 3.1	Five-year revenue gain % (94-99): 60

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	8.0	9.2	11.0	11.5	12.4	12.8					
Yearly Growth Rate (94-99): 5.9%											
Projected Revenue Estimates:							13.70	14.10	14.80	15.70	17.00
Revenue per Capita:	21.33	24.53	29.02	30.34	32.38	33.48					
Yearly Growth Rate (94-99): 5.1% assigned											
Projected Revenue per Capita:							35.19	36.98	38.87	40.85	42.94
Resulting Revenue Estimate:							13.5	14.2	14.9	15.6	16.5
Revenue as % of Retail Sales:	0.0027	0.0028	0.0033	0.0035	0.0035	0.0035					
Mean % (94-99) 0.00350%											
Resulting Revenue Estimate:							13.3	13.7	14.0	14.4	15.1
MEAN REVENUE ESTIMATE:							13.5	14.0	14.6	15.2	16.2

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.375	0.375	0.379	0.379	0.383	0.383	0.383	0.383	0.383	0.383	0.384
Retail Sales (billions):	3.00	3.30	3.30	3.30	3.50	3.70	3.80	3.90	4.00	4.10	4.30

Below-the-Line Listening Shares:	19.7	1999 Revenue Estimates:	Normal
Unlisted Station Listening:	13.3	2000-to-2004 Revenue Estimates:	Normal
Total Lost Listening:	33		
Available Share Points:	67		
Number of Viable Stations:	9		
Average Share Points per Viable Station:	7.4		
Rev. per Available Share Point:	\$191,045		
Estimated Rev. for Mean Station:	\$1,414,000		

Comments: Market reports revenue to Miller, Kaplan and all viable stations cooperate. Managers predict 4 to 6% revenue growth in 2000.
Confidence Levels

		Socio-Economic Breakdowns			Age		Education		
		Ethnic	Income (\$000)						
Average HH Income:	\$31,689	White:	72.2	<\$20:	32.8	12-to-24	20.6	Non High School Grad:	25.7
Average Age:	35.8	Black:	25.2	\$20-\$49.9:	36.7	25-to-54	50.8	High School Grad:	34.5
Average Education:	11.9	Amer. Indian:	0.3	\$50-\$99.9:	25.0	55-plus	28.7	College 1-3 years:	25.9
Average Home Value:	\$54,700	Asian/Pac. Isl.:	2.3	\$100+:	5.6			College 4+ years:	13.8
Population Change (1998-2003):	0	Hispanic: *	5.7						
Retail Sales Change (1998-2003):	16.9								
Cable Penetration:	71								
Number of Class B or C FMs:	7								

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Oil			

INC 500 Companies

Employment Breakdowns

By Industry:
Beaumont-Port Arthur, TX MSA Total

1 Retail Trade	28,390	18.03%
2 Manufac., Non-Durables	22,311	14.17%
3 Health Svcs.	14,508	9.21%
4 Educational Svcs.	14,336	9.10%
5 Construction	13,260	8.42%
6 Other Prof. Svcs.	8,676	5.51%
7 Manufac., Durables	8,465	5.38%
8 Bus. & Repair Svcs.	7,250	4.60%
9 Transportation	6,865	4.36%
10 Fin., Ins. & Real Estate	6,597	4.19%
Total Metro Employees	157,483	
Top 10 Total Employees	130,658	82.97%

By Occupation:

Precis. Produc./Craft/Repair	25,859	16.42%
Admin. Support/Clerical	22,970	14.59%
Professional	20,233	12.85%
Sales	18,713	11.88%
Svc., Exclud. Protective & HH	18,040	11.46%
Exec., Admin. & Managerial	15,020	9.54%
Machine Oprs., Fab., Assemb., & Inspec.	8,966	5.69%
Transportation & Moving	7,991	5.07%
Handlers, Cleaners, Help., Laborers	7,026	4.46%
Technicians & Support	7,012	4.45%

NOTE:

Beaumont-Port Arthur

Largest Local Banks (Assets \$000,000)
 Community Bank of Texas, SSB \$677
 First Bank and Trust \$519
 Lamar Bk \$92

Colleges and Universities (# of Students)
 Lamar U.: Beaumont 9,602
 Lamar U. at Port Arthur 2,398
 Lamar U. at Orange 1,566
 Total Students (FT & PT) 13,566

Military Bases (# of personnel)

Unemployment

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations

KALO (1/2) KQXY-F
 KAYD-F KTCX-F
 KIOC-F KTFA-F
 KKMV-F KYKR
 KLVI KOGT (1/2)

**Highest Billing Radio Entities
 (Includes duopolies and combos)**

	Combined Revenue	Revenue Share
1 Clear Channel Communications: KLVI AM, KYKR FM, KKMV FM, KIOC FM	\$6,345,000	49.6
2 Cumulus Media: KAYD FM, KQXY FM, KTCX FM	\$5,385,000	42.1
3 Voice Broadcasting, Inc.: KTFA FM	\$370,000	2.9
4 Radio Maria, Inc.: KDEI AM	\$310,000	2.4
5 G-Cap Communications: KOGT AM	\$210,000	1.6
6 Citygate Communications: KOLE AM	\$160,000	1.3

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KBTW-TV	Port Arthur	4	NBC	Nexstar	
KFDM-TV	Beaumont	6	CBS	Freedom	
KBMT	Beaumont	12	ABC	McKinnon	
KITU	Beaumont	34		Commun. ETV	

Major Daily Newspapers

	AM	PM	Sun	Owner
Beaumont Enterprise	59,360		72,016	Hearst Newspapers
Port Arthur News	17,228		18,153	Community Newspaper Holdings

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KAYD FM	C	\$2,650,000	20.7
2 KLVI AM	T	\$1,960,000	15.3
3 KYKR FM	C	\$1,720,000	13.4
4 KQXY FM	CHR	\$1,660,000	13.0
5 KKMV FM	AC	\$1,425,000	11.1
6 KIOC FM	AOR	\$1,240,000	9.7
7 KTCX FM	B	\$1,075,000	8.4
8 KTFA FM	REL	\$370,000	2.9
9 KDEI AM	B	\$310,000	2.4
10 KOGT AM	C	\$210,000	1.6
11 KOLE AM	REL	\$160,000	1.3

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$27,500,000	NA	0.0074
Radio	\$12,800,000	NA	0.0035
Newspaper		NA	
Outdoor		NA	
Cable TV	\$1,700,000	NA	
Media Total			

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1994	KALO	Sold by Clear Channel		\$450,000
1994	KIOC-F		Sold to Bill Sherard	\$2,050,000
1995	KOLE			\$80,000
1996	KTCX-F (67%)			\$650,000
1997	KLVI/KIOC-F/	From Gullstar	to Capstar	NA
	KKMY-F/KYKR-F			
1997	KAYD-AF, KQHN, KQXY-F		Sold to Cumulus	\$10,770,000
1998	KTCX-F	From Pacific (Dames)	to Capstar	\$3,600,000
1998	KKAS/KWDX-F			\$400,000
30-Jul-99	KALO AM	Faith Broadcasting	Radio Maria, Inc. With KLBG Alexandria, LA:	\$900,000

Market's Best

NO WEATHER DATA AVAILABLE

NOTE:

1999 ARB Rank: 245	1999 Revenue: \$7,200,000	Manager's Market Ranking (current): 2.2
1999 MSA Rank: 273	Rev per Share Point: \$81,448 88.4	Manager's Market Ranking (future) : 2.7
1999 DMA Rank: 172	Population per Station: 6,893 15	
1999 Rev Rank: 166 of 173	1999 Revenue Change: 5.6	Five-year revenue gain % (94-99): 41.1

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	5.1	5.5	5.9	6.4	6.8	7.2					
Yearly Growth Rate (94-99): 5.8%	assigned										
Projected Revenue Estimates:							7.70	7.90	8.10	8.70	9.50
Revenue per Capita:	41.46	43.65	46.83	50.39	53.54	57.14					
Yearly Growth Rate (94-99): 5.1%	assigned										
Projected Revenue per Capita:							60.05	63.11	66.33	69.71	73.27
Resulting Revenue Estimate:							7.6	8.0	8.5	8.9	9.5
Revenue as % of Retail Sales:	0.0036	0.0038	0.0039	0.0043	0.0043	0.0045					
Mean % (94-99) 0.00450%	assigned										
Resulting Revenue Estimate:							7.7	7.7	8.1	8.1	8.6
MEAN REVENUE ESTIMATE:							7.7	7.9	8.2	8.6	9.2

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.123	0.126	0.126	0.127	0.126	0.126	0.127	0.127	0.128	0.128	0.129
Retail Sales (billions):	1.42	1.45	1.50	1.50	1.60	1.60	1.70	1.70	1.80	1.80	1.90

Below-the-Line Listening Shares:	0	1999 Revenue Estimates:	Below normal
Unlisted Station Listening:	11.6	2000-to-2004 Revenue Estimates:	Below normal
Total Lost Listening:	11.6		
Available Share Points:	88.4	Confidence Levels	
Number of Viable Stations:	10		
Average Share Points per Viable Station:	8.8		
Rev. per Available Share Point:	\$81,448		
Estimated Rev. for Mean Station:	\$717,000		

		<i>Socio-Economic Breakdowns</i>			<i>Age</i>		<i>Education</i>	
		<i>Ethnic</i>	<i>Income (\$000)</i>					
Average HH Income:	\$35,766	White:	95.7	<\$20: 26.8	12-to-24	20.0	Non High School Grad:	16.1
Average Age:	36.3	Black:	0.6	\$20-\$49.9: 39.8	25-to-54	54.1	High School Grad:	32.1
Average Education:	12.6	Amer. Indian:	3.2	\$50-\$99.9: 27.0	55-plus	25.9	College 1-3 years:	30.1
Average Home Value:	\$85,900	Asian/Pac.Isl.:	0.6	\$100+: 6.3			College 4+ years:	21.7
Population Change (1998-2003):	0.9	Hispanic: *	3.2					
Retail Sales Change (1998-2003):	12.2							
Cable Penetration:	56							
Number of Class B or C FMs:	8							

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Agribusiness			
Oil Refining			

INC 500 Companies

Employment Breakdowns

By Industry:

	Billings, MT	MSA Total
1 Retail Trade	12,951	20.87%
2 Health Svcs.	5,648	9.10%
3 Educational Svcs.	5,067	8.17%
4 Other Prof. Svcs.	4,809	7.75%
5 Wholesale Trade	4,570	7.37%
6 Fin., Ins. & Real Estate	4,250	6.85%
7 Transportation	3,809	6.14%
8 Bus. & Repair Svcs.	3,423	5.52%
9 Construction	3,172	5.11%
10 Pub. Admin.	2,791	4.50%
Total Metro Employees	62,042	
Top 10 Total Employees	50,490	81.38%

By Occupation:

Admin. Support/Clerical	10,359	16.70%
Sales	9,312	15.01%
Svc., Exclud. Protective & HH	8,937	14.40%
Professional	8,040	12.96%
Exec., Admin. & Managerial	7,846	12.65%
Precis. Produc./Craft/Repair	6,077	9.79%
Transportation & Moving	2,950	4.75%
Handlers, Cleaners, Help., Laborers	2,234	3.60%
Technicians & Support	2,047	3.30%
Farm., Forestry & Fishing	1,661	2.68%

NOTE:

Billings

Largest Local Banks (Assets \$000,000)	
First Interstate Bk	\$1,561
Norwest Bk Montana NA	\$1,545
U.S. Bank National Assoc. MT	\$1,044
Rocky Mountain Bank	\$273
Yellowstone Bank	\$200
First Citizens Bk of Billings	\$138
1st Security Bank of Laurel	\$24

Colleges and Universities (# of Students)	
Montana State U.: Billings	4,226
Rocky Mountain Coll.	775
Montana State U.: Billings C of Tech.	510
Total Students (FT & PT)	5,511

Military Bases (# of personnel)

Unemployment

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations			
KBBB-F	KCMT-F (1/2)	KGHL-F	KRKX-F
KBEX-F (1/2)	KCTR-F	KKBR-F	KRSQ-F
KBLG	KGHL	KMHK-F	KYYA-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KTVQ	Billings	2	CBS	Eve. Post Publ.	
KHMT	Hardin	4	FOX		Quorum
KSVI	Billings	6	ABC	Quorum	
KULR-TV	Billings	8	NBC	Dix	

Highest Billing Radio Entities (includes duopolies and combos)		Combined Revenue	Revenue Share
1	Marathon Media: KCTR AF, KKBR FM, KBBB FM, KMHK FM, KBUL AM	\$3,640,000	50.6
2	Fisher Broadcasting, Inc.: KRKX FM, KYA FM, KBLG AM, KCMT FM	\$2,275,000	31.6
3	New Northwest Broadcasters, Inc.: KRSQ FM, KGHL/KIDX FF, KGHL AM, KBEX FM	\$1,290,000	17.9

Major Daily Newspapers

Gazette	AM	PM	Sun	Owner
	51,773		56,474	Lee Enterprises Inc.

Highest Billing Stations				
Calls	Format	Revenue	Pct.	
1 KCTR AF	C	\$2,000,000	27.8	
2 KRKX FM	AOR	\$1,100,000	15.3	
3 KKBR FM	O	\$850,000	11.8	
4 KRSQ FM	CHR	\$700,000	9.7	
5 KYA FM	AC/CHR	\$670,000	9.3	
6 KBBB FM	AC	\$440,000	6.1	
7 KGHL/KIDX F	C	\$390,000	5.4	
8 KBLG AM	T	\$380,000	5.3	
9 KMHK FM	CL AOR	\$350,000	4.9	
10 KGHL AM	C/O	\$200,000	2.8	
11 KCMT FM	C	\$125,000	1.7	

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$15,100,000	37%	0.0094
Radio	\$7,200,000	18%	0.0045
Newspaper	\$15,800,000	39%	0.0099
Outdoor	\$1,500,000	4%	0.0009
Cable TV	\$1,300,000	3%	0.0008
Media Total	\$40,900,000		0.0255

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1991	KGHL, KIDX-F			\$1,000,000
1992	KYYA-F	From Meyer	to Sunbrook	\$415,000
1993	KZLS-F		Sold to Citadel	\$300,000
1993	KDWG-F (Hardin)			\$450,000
1994	KDWG, KCTR-F, KKBR-F	From Citadel	to Deschutes	\$3,100,000
1994	KURL		Sold by Christian Enterprises	\$300,000
1994	KBLG, KRKX-F, KYA-F	From Sunbrook	to Fisher	\$1,600,000
1996	KBMJ-F (Hardin)		Sold to Deschutes River	\$600,000
1996	KBKO-F	Traded	to Deschutes	Bergman stations
1997	KGHL, KIDX-F	From 1-on-1 Sprts	to Amer.Cities	\$1,400,000
1997	KMZK (1240)		Sold to KURL owner	\$115,000
14-Jan-99	KBBB FM	Citadel	Marathon	Group: \$26,000,000
14-Jan-99	KBUL AM	Citadel	Marathon	Group: \$26,000,000
14-Jan-99	KCTR FM	Citadel	Marathon	Group: \$26,000,000
14-Jan-99	KKBR FM	Citadel	Marathon	Group: \$26,000,000
14-Jan-99	KMHK FM	Citadel	Marathon	Group: \$26,000,000
25-May-99	KGHL AM, KIDX FM, KRSQ FM	Marathon	New Northwest	\$3,900,000

Market's Best

NO WEATHER DATA AVAILABLE

NOTE:

1999 ARB Rank: 166	1999 Revenue: \$9,700,000	Manager's Market Ranking (current): 2.3
1999 MSA Rank: 176	Rev per Share Point: \$122,013 79.5	Manager's Market Ranking (future) : 2.7
1999 DMA Rank: 154	Population per Station: 15,946 13	
1999 Rev Rank: 154 of 173	1999 Revenue Change: 7.2	Five-year revenue gain % (94-99): 26

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	7.7	7.9	8.3	8.6	9.0	9.7						
Yearly Growth Rate (94-99): 4.6%	assigned											
Projected Revenue Estimates:							10.40	10.60	10.90	11.40	12.10	
Revenue per Capita:	29.50	30.62	32.81	34.54	36.14	39.27						
Yearly Growth Rate (94-99): 4.8%	assigned											
Projected Revenue per Capita:							41.15	43.13	45.20	47.36	49.64	
Resulting Revenue Estimate:							10.1	10.5	10.9	11.4	11.9	
Revenue as % of Retail Sales:	0.0039	0.0040	0.0044	0.0046	0.0047	0.0050						
Mean % (94-99) 0.00500%	assigned											
Resulting Revenue Estimate:							10.0	10.0	10.5	10.5	11.0	
							MEAN REVENUE ESTIMATE:					
							10.2	10.4	10.8	11.1	11.7	

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.261	0.258	0.253	0.249	0.249	0.247	0.245	0.243	0.242	0.241	0.240
Retail Sales (billions):	2.00	2.00	1.88	1.85	1.90	1.95	2.00	2.00	2.10	2.10	2.20

Below-the-Line Listening Shares:	2.3	1999 Revenue Estimates:	Below normal
Unlisted Station Listening:	18.2	2000-to-2004 Revenue Estimates:	Below normal
Total Lost Listening:	20.5		
Available Share Points:	79.5	Confidence Levels	
Number of Viable Stations:	10.5		
Average Share Points per Viable Station:	7.6		

Rev. per Available Share Point:	\$122,013	Socio-Economic Breakdowns				
Estimated Rev. for Mean Station:	\$927,000	Ethnic	Income (\$000)	Age	Education	
Average HH Income:	\$33,182	White: 95.4	<\$20: 29.1	12-to-24	21.0	Non High School Grad: 20.5
Average Age:	36.8	Black: 2.1	\$20-\$49.9: 40.7	25-to-54	50.7	High School Grad: 34.0
Average Education:	12.6	Amer. Indian: 0.2	\$50-\$99.9: 25.2	55-plus	28.4	College 1-3 years: 24.9
Average Home Value:	\$87,100	Asian/Pac. Isl.: 2.3	\$100+: 5.0			College 4+ years: 20.5
Population Change (1998-2003):	-3.2	Hispanic: * 1.5				
Retail Sales Change (1998-2003):	10.5					
Cable Penetration:	74					
Number of Class B or C FMs:	3					

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Electrical Equipment			
Shoes/Clothing			
Photographic Equipment			

INC 500 Companies

Employment Breakdowns

By Industry:

Binghamton, NY MSA Total

1 Manufac., Durables	26,003	22.47%
2 Retail Trade	19,959	17.25%
3 Educational Svcs.	12,197	10.54%
4 Health Svcs.	10,987	9.50%
5 Other Prof. Svcs.	6,741	5.83%
6 Construction	6,617	5.72%
7 Manufac., Non-Durables	5,583	4.83%
8 Fin., Ins. & Real Estate	4,985	4.31%
9 Bus. & Repair Svcs.	4,212	3.64%
10 Wholesale Trade	3,566	3.08%
Total Metro Employees	115,708	
Top 10 Total Employees	100,850	87.16%

By Occupation:

Professional	20,226	17.48%
Admin. Support/Clerical	17,264	14.92%
Svc., Exclud. Protective & HH	14,143	12.22%
Exec., Admin. & Managerial	13,612	11.76%
Precis. Produc./Craft/Repair	12,653	10.94%
Sales	12,256	10.59%
Machine Oprs., Fab., Assemb., & Inspc.	7,542	6.52%
Technicians & Support	6,634	5.73%
Transportation & Moving	4,183	3.62%
Handlers, Cleaners, Help., Laborers	3,627	3.13%

NOTE:

Binghamton

Largest Local Banks (Assets \$000,000)
BSB Bank & Trust Company \$1,956

Colleges and Universities (# of Students)
SUNY at Binghamton 12,067
Broome CC 4,462

Military Bases (# of personnel)

Unemployment

Total Students (FT & PT) 16,529

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations

WAAL-F	WHWK-F	WKOP (1/2)	WMXW-F
WCDW-F	WINR (1/2)	WLTB-F	WNBF
WENE (1/2)	WKGB-F	WMRV-F	WYOS-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WBGH-LP	Binghamton	8	NBC	Smith	
WBNG-TV	Binghamton	12	CBS	Gateway	
WIVT	Binghamton	34	ABC	Ackerley	
WICZ-TV	Binghamton	40	FOX	Northwest	
WSKG	Binghamton	46	PBS		

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Citadel Communications Corp.: WHWK FM, WAAL FM, WNBF AM, WYOS FM, WKOP AM	\$5,700,000	58.8
2 Clear Channel Communications: WMRV FM, WMXW FM, WKGB FM, WBBI FM, WENE AM	\$3,250,000	33.5
3 WEBO Radio, Inc.: WLTB FM, WEBO AM	\$420,000	4.3
4 Titus Broadcasting Systems, Inc.: WINR AM	\$220,000	2.3
5 Equinox Communications: WCDW FM	\$150,000	1.5

Major Daily Newspapers

	AM	PM	Sun	Owner
Press & Sun-Bulletin	64,844		82,103	Gannett Co. Inc.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WHWK FM	C	\$2,400,000	24.7
2 WAAL FM	CL AOR	\$1,800,000	18.6
3 WMRV FM	CHR	\$1,400,000	14.4
4 WMXW FM	AC	\$800,000	8.2
5 WNBF AM	T	\$720,000	7.4
6 WYOS FM	O	\$620,000	6.4
7 WKGB FM	AOR	\$600,000	6.2
8 WLTB FM	SAC	\$420,000	4.3
9 WBBI FM	C	\$270,000	2.8
10 WINR AM	ST	\$220,000	2.3
11 WENE AM	SPRTS	\$180,000	1.9
12 WKOP AM	ST	\$160,000	1.6
13 WCDW FM	AOR/P	\$150,000	1.5

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$19,200,000	33%	0.0098
Radio	\$9,700,000	17%	0.0050
Newspaper	\$24,400,000	42%	0.0125
Outdoor	\$2,300,000	4%	0.0012
Cable TV	\$1,900,000	3%	0.0010
Media Total	\$57,500,000		0.0295

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Binghamton				
1993	WMXW-F		Sold to Enterprise	\$3,250,000
1993	WMRV A/F		Sold to Enterprise	NA
1994	WNBF, WHWK-F	From Amer. Radio Syst	to Wicks	\$4,800,000
1996	WYOS-F (Chenango)		Sold to Wicks	\$550,000
1997	WKOP/WAAL-F	From Regional	to Wicks	NA
1997	WEBO, WGRG-F			\$176,000
1997	WENE, WMRV-F, WMXW-F		Sold to Majac	\$6,000,000
1997	WKGB-F		Sold to Majac	\$675,000
1998	WAAL-F, WYOS-F, WKOP, WHWK-F, WNBF	From Wicks	to Citadel	\$77,000,000
4-Nov-99	WINR AM	Titus Broadcasting Systems, Inc.	Citadel	WKOP (1360) + \$600,000
4-Nov-99	WKOP AM	Citadel	Titus Broadcasting	Swap WKOP (1360) + \$600,000 for WINR
20-Jan-00	WENE AM	Majac	Clear Channel	Portfolio: \$20,000,000
20-Jan-00	WBBI FM	Majac	Clear Channel	Portfolio: \$20,000,000
20-Jan-00	WKGB FM	Majac	Clear Channel	Portfolio: \$20,000,000
20-Jan-00	WMRV FM	Majac	Clear Channel	Portfolio: \$20,000,000
20-Jan-00	WMXW FM	Majac	Clear Channel	Portfolio: \$20,000,000

Market's Best

NO WEATHER DATA AVAILABLE

NOTE:

1999 ARB Rank: 55	1999 Revenue: \$44,000,000	Manager's Market Ranking (current): 3.4
1999 MSA Rank: 65	Rev per Share Point: \$505,166 87.1	Manager's Market Ranking (future) : 3.9
1999 DMA Rank: 40	Population per Station: 34,279 24	
1999 Rev Rank: 51 of 173	1999 Revenue Change: 5.5	Five-year revenue gain % (94-99): 47.2

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	29.9	32.4	35.7	37.8	41.6	44.0					
Yearly Growth Rate (94-99): 6.8%	assigned										
Projected Revenue Estimates:							48.00	50.00	53.10	57.60	61.10
Revenue per Capita:	34.05	36.73	39.84	41.86	45.51	47.93					
Yearly Growth Rate (94-99): 7.2%	assigned										
Projected Revenue per Capita:							51.38	55.08	59.05	63.30	67.85
Resulting Revenue Estimate:							47.5	51.2	55.1	59.4	63.9
Revenue as % of Retail Sales:	0.0037	0.0038	0.0041	0.0042	0.0044	0.0044					
Mean % (94-99) 0.00440%											
Resulting Revenue Estimate:							47.1	48.4	49.7	51.5	54.1
MEAN REVENUE ESTIMATE:							47.5	49.9	52.7	56.2	59.7

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.878	0.882	0.896	0.903	0.914	0.918	0.925	0.930	0.934	0.938	0.942
Retail Sales (billions):	8.00	8.60	8.70	9.00	9.40	10.00	10.70	11.00	11.30	11.70	12.30

Below-the-Line Listening Shares:	1.9	1999 Revenue Estimates:	Normal
Unlisted Station Listening:	11	2000-to-2004 Revenue Estimates:	Normal
Total Lost Listening:	12.9		
Available Share Points:	87.1		
Number of Viable Stations:	16.5		
Average Share Points per Viable Station:	5.3		
Rev. per Available Share Point:	\$505,166		
Estimated Rev. for Mean Station:	\$2,677,000		
Average HH Income:	\$39,361		
Average Age:	36.4		
Average Education:	11.8		
Average Home Value:	\$89,700		
Population Change (1998-2003):	2.6		
Retail Sales Change (1998-2003):	24		
Cable Penetration:	69		
Number of Class B or C FMs:	12		

Comments: Market reports revenue to Miller, Kaplan. A few stations do not cooperate so estimates were made. Managers predict 4 to 6% revenue gain in 2000.
Confidence Levels

Socio-Economic Breakdowns

<i>Ethnic</i>	<i>Income (\$000)</i>	<i>Age</i>	<i>Education</i>
BWhite: 70.3	<\$20: 26.3	12-to-24 20.5	Non High School Grad: 26.0
Black: 29.0	\$20-\$49.9: 34.5	25-to-54 52.9	High School Grad: 28.4
Amer. Indian: 0.2	\$50-\$99.9: 28.2	55-plus 26.6	College 1-3 years: 24.8
Asian/Pac.Isl.: 0.6	\$100+: 11.0		College 4+ years: 20.9
Hispanic: * 0.7			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Iron and Steel	Medpartners 241	AmSouth Bancorporation	Ebsco Industries 151
Fabricated Metals	Saks 267	Compass Bancshares, Inc.	BE&K 217
Government	Healthsouth 383	HEALTHSOUTH Corp.	O'Neal Steel 230
Textiles	Sonat 409	Protective Life Corp.	Drummond 318
Coal Mining	Regions Financial 476	Regions Financial Corp.	McWane 408
	Southtrust Corp. 493	Saks, Inc.	Brasfield & Gorrie 422
		SouthTrust Corporation	American Cast Iron Pipe 436
		Torchmark Corp.	
		Vulcan Materials Company	

INC 500 Companies

Employment Breakdowns

By Industry:

Birmingham, AL MSA Total

1 Retail Trade	68,140	16.06%
2 Health Svcs.	43,875	10.34%
3 Manufac., Durables	38,939	9.18%
4 Fin., Ins. & Real Estate	35,147	8.28%
5 Educational Svcs.	31,686	7.47%
6 Other Prof. Svcs.	29,302	6.91%
7 Construction	28,917	6.81%
8 Wholesale Trade	24,444	5.76%
9 Commun. & Other Pub. Util.	23,587	5.56%
10 Manufac., Non-Durables	22,075	5.20%

Total Metro Employees 424,323
Top 10 Total Employees 346,112 81.57%

By Occupation:

Admin. Support/Clerical	73,747	17.38%
Professional	60,674	14.30%
Sales	60,140	14.17%
Exec., Admin. & Managerial	55,406	13.06%
Precis. Produc./Craft/Repair	47,337	11.16%
Svc., Exclud. Protective & HH	37,116	8.75%
Machine Oprs., Fab., Assemb., & Inspec.	24,218	5.71%
Transportation & Moving	17,537	4.13%
Technicians & Support	16,993	4.00%
Handlers, Cleaners, Help., Laborers	16,466	3.88%

NOTE:

Largest Local Banks (Assets \$000,000)

SouthTrust Bk NA	\$38,933
Regions Bk	\$37,433
AmSouth Bk	\$20,005
Compass Bk	\$16,455
First Cornl Bk	\$873
Natl Bk of Comm of Birmingham	\$763
First Natl Bk of Jasper	\$436
The Bank	\$428
Pinnacle Bank	\$217

Colleges and Universities (# of Students)

U. of Alabama	18,268
U. of Alabama at Birmingham	14,185
Gadsden State CC	4,598
Shelton State CC	4,585
Samford U.	4,431
Jefferson State CC	2,997
Lawson State CC (and more)	1,569
Total Students (FT & PT)	54,959

Military Bases (# of personnel)

Birmingham IAP AGS	17
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Unemployment

Sep 83:	11.50%	Jul 91:	5.80%
Sep 84:	9.70%	Jul 92:	6.80%
Aug 85:	6.90%	Jul 93:	6.00%
Aug 86:	9.00%	Jul 94:	4.20%
Aug 87:	6.30%	Jul 95:	4.50%
Aug 88:	5.80%	Jul 96:	3.10%
Jul 89:	6.10%	Aug 98:	2.90%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Steiner Bressler
Ballard Covert
Moore & Moore
Perry Harper

Viable Stations			
WAGG	WDJC-F	WODL-F	WYSF-F
WAPI (1/2)	WERC	WOWC-F	WZRR-F
WATV (1/2)	WEZN (1/2)	WQEN-F	WZZK-F
WBHJ-F	WJOX	WRAX-F	
WBHK-F	WMJJ-F	WRLR-F	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WBRC	Birmingham	6	FOX	Fox	
WBIQ	Birmingham	10	PBS	ALETV	
WVTM	Birmingham	13	NBC	NBC	
WTTO	Birmingham	21	WB	Sinclair	
WCFT-TV	Tuscaloosa	33	ABC	Allbritton	
WJSU-TV	Anniston	40	ABC		
WIAT	Birmingham	42	CBS	Media General	
WPXH	Gadsden	44	PAX	Paxson	
WBMA-LP	Birmingham	58	ABC	Allbritton	
WABM	Birmingham	68	UPN	Glencairn	Sinclair

Major Daily Newspapers	AM	PM	Sun
News; News/Post-Herald	148,835		186,663
Post-Herald; News/ Post-Herald		21,250	

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Cox Radio: WZZK FM, WBHK FM, WBHJ FM, WODL FM, WAGG AM, WRLR FM, WRJS AM	\$18,510,000	42.1
2 Citadel Communications: WYSF FM, WRAX FM, WZRR FM, WJOX AM, WAPI AM	\$14,375,000	32.7
3 Clear Channel Communications: WMJJ FM, WERC AM, WQEN FM, WOWC FM, WENN FM	\$9,290,000	21.1
4 Crawford Broadcasting Co.: WDJC FM, WYDE AM, WLGS AM	\$1,600,000	3.6
5 Birmingham Ebony Broadcasting, Inc.: WATV AM	\$410,000	0.9

Highest Billing Stations

Owner	Calls	Format	Revenue	Pct.
Newhouse (JOA)	1 WZZK FM	C	\$6,600,000	15.0
E W Scripps(Scripps Howard)	2 WBHK FM	B/A/C	\$4,750,000	10.8
	3 WYSF FM	SAC	\$4,400,000	10.0
	4 WMJJ FM	AC	\$4,300,000	9.8
	5 WRAX FM	AOR/NR	\$4,100,000	9.3
	6 WBHJ FM	B	\$3,300,000	7.5
	7 WZRR FM	AOR/CL	\$3,100,000	7.0
	8 WODL FM	O	\$2,900,000	6.6
	19 WERC AM	N/T	\$2,450,000	5.6
	10 WJOX AM	SPRTS	\$1,800,000	4.1
	11 WDJC FM	REL	\$1,600,000	3.6
	12 WQEN FM	CHR	\$1,400,000	3.2
	13 WAPI AM	N/T	\$975,000	2.2
	14 WOWC FM	C	\$790,000	1.8
	15 WAGG AM	G	\$600,000	1.4
	16 WATV AM	B/O	\$410,000	0.9
	17 WENN FM	B/O	\$350,000	0.8
	18 WRLR FM	AOR	\$190,000	0.4
	19 WRJS AM	ST	\$170,000	0.4

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$98,000,000	40%	0.0098
Radio	\$44,000,000	18%	0.0044
Newspaper	\$91,500,000	37%	0.0092
Outdoor	\$8,700,000	4%	0.0009
Cable TV	\$5,100,000	2%	0.0005
Media Total	\$247,300,000		0.0248

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1990	WERC	From SunGroup	to Ameron	\$4,200,000
1990	WMJJ-F	From Capitol (Johnson)	to Ameron	\$16,500,000
1990	WYDE	From Brandon	to Guardian	\$1,000,000
1993	WODL-F	From receiver	to NewCity	\$4,400,000
1993	WAPI A/F	From Dittman	to Dick	\$6,300,000
1994	WCEO		Sold to Crawford	\$145,000
1994	WOWC-F		Sold to WERC, WMJJ-F owner	\$3,200,000
1995	WWBR-F (50%)		Sold to Amer. General	\$540,000
1996	WODL-F	From NewCity	to Cox	\$9,000,000
1996	WZZK-AF	From NewCity	to Cox	\$35,000,000
1996	WBHK-F		Sold to Parmer/Hettel	\$6,000,000
1997	WERC/WMJJ-F/WOWC-F		Sold to Capstar	\$31,000,000
1997	WAGG		Sold to Cox	\$500,000
1997	WENN-F		Sold to Dick	\$14,000,000
1997	WBHJ-F/WBHK-F	From H & P	to Cox	\$17,000,000
1997	FM CP (Columbiana)		Sold to Capstar	\$75,000
1997	FM CP (97.3: Homewood)		Sold to Cox	\$5,500,000
1998	WYDE	From Amer. General	to Hibernia	\$700,000
10-Mar-99	WENN FM	American General	Capstar	\$3,087,500
25-Mar-99	WSMQAM	Bessemer Radio	Powemomics Birmingham	\$250,000 Bessemer
15-Sep-99	WMKI AM	Hibernia	Crawford	\$2,750,000
19-Oct-99	WQEM FM	Sharepoint Mgmt., Inc.	AMFM	Price NA

Market's Best

Best Restaurants: Cobb Lane, La Paz, Winston's, Southpoint.

Best Hotels: Wynfrey, Pickwick, Tutweiler.

Best Golf Courses: CC of Birmingham, Shoal Creek, Pine Tree CC, Riverchase CC, Mountain Brook, Greystone GC.

WEATHER DATA

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

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	74.0	\$31,478,000	7.5
National	26.0	\$11,075,000	0.7

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	54.3	90.3	73.6
Avg. Min. Temp:	34.1	69.5	51.2
Average Temp:	44.2	79.9	62.4

NOTE: Trade equals 1.7% of local. In 1998 it was 2.9%.

1999 ARB Rank: 265	1999 Revenue: \$6,000,000	Manager's Market Ranking (current): 2
1999 MSA Rank: 309	Rev per Share Point: \$66,593 90.1	Manager's Market Ranking (future) : 2.4
1999 DMA Rank: 152 (w/Minot & Dickinson)	Population per Station: 6,845 11	
1999 Rev Rank: 173 of 173	1999 Revenue Change: 8.3	Five-year revenue gain % (94-99): 50

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	4.0	4.3	4.7	5.1	5.5	6.0					
Yearly Growth Rate (94-99): 6.0% assigned											
Projected Revenue Estimates:							6.40	6.60	6.90	7.40	8.00
Revenue per Capita:	44.44	47.77	51.65	56.04	59.78	64.52					
Yearly Growth Rate (94-99): 5.7% assigned											
Projected Revenue per Capita:							6.81	7.20	7.61	8.04	8.50
Resulting Revenue Estimate:							6.4	6.8	7.2	7.7	8.2
Revenue as % of Retail Sales:	0.0040	0.0041	0.0043	0.0045	0.0046	0.0046					
Mean % (94-99) 0.00460%											
Resulting Revenue Estimate:							6.5	6.8	7.0	7.4	7.9
							MEAN REVENUE ESTIMATE:				
							6.4	6.7	7.1	7.5	8.1

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.089	0.090	0.091	0.091	0.920	0.930	0.940	0.950	0.950	0.960	0.970
Retail Sales (billions):	1.01	1.04	1.10	1.13	1.19	1.30	1.41	1.48	1.53	1.60	1.72

Below-the-Line Listening Shares:	0	1999 Revenue Estimates:	Below normal
Unlisted Station Listening:	9.9	2000-to-2004 Revenue Estimates:	Below normal
Total Lost Listening:	9.9		
Available Share Points:	90.1		

Confidence Levels

Number of Viable Stations:	8.5				
Average Share Points per Viable Station:	10.6				
Rev. per Available Share Point:	\$66,593				
Estimated Rev. for Mean Station:	\$706,000				
Average HH Income:	\$38,645				
Average Age:	35.2				
Average Education:	12				
Average Home Value:	\$886,002				
Population Change (1998-2003):	3.6				
Retail Sales Change (1998-2003):	34.2				
Cable Penetration:	NA				
Number of Class B or C FMs:	5				

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 96.5	<\$20: 23.8	12-to-24 21.6	Non High School Grad: 19.7
Black: 0.1	\$20-\$49.9: 39.0	25-to-54 53.3	High School Grad: 26.5
Amer. Indian: 2.8	\$50-\$99.9: 30.2	55-plus 25.1	College 1-3 years: 31.3
Asian/Pac.Isl.: 0.5	\$100+: 7.1		College 4+ years: 22.5
Hispanic: * 0.7			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
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INC 500 Companies

Employment Breakdowns

By Industry:

By Occupation:

Bismarck, ND MSA Total

1 Retail Trade	8,788	18.61%	Admin. Support/Clerical	7,540	15.97%
2 Health Svcs.	5,488	11.62%	Professional	7,388	15.64%
3 Pub. Admin.	4,164	8.82%	Svc., Exclud. Protective & HH	6,727	14.24%
4 Educational Svcs.	4,004	8.48%	Sales	6,075	12.86%
5 Other Prof. Svcs.	3,602	7.63%	Exec., Admin. & Managerial	5,921	12.54%
6 Construction	3,120	6.61%	Precis. Produc./Craf/Repair	4,263	9.03%
7 Fin., Ins. & Real Estate	2,926	6.20%	Farm., Forestry & Fishing	2,049	4.34%
8 Ag., Forestry & Fisheries	2,345	4.97%	Technicians & Support	1,970	4.17%
9 Transportation	1,995	4.22%	Transportation & Moving	1,867	3.95%
10 Commun. & Other Pub. Util.	1,957	4.14%	Handlers, Cleaners, Help., Laborers	1,367	2.89%
Total Metro Employees	47,224				
Top 10 Total Employees	38,389	81.29%			

NOTE:

Largest Local Banks (Assets \$000,000)	Colleges and Universities (# of Students)	Military Bases (# of personnel)	Unemployment
BNC National Bank \$298	Bismarck State Coll. 2,594		
First Southwest Bank \$253	U. of Mary 2,160		
Bk Ctr First \$142	United Tribes Technical Coll. 254		
Kirkwood Bank and Trust Co \$55			
	Total Students (FT & PT) 5,008		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

	Viable Stations			
	KACL-F	KFYR	KNDR-F (1/2)	KXMR
	KBMR	KKCT-F	KQDY-F	KYYY-F
	KBYZ-F	KLXX (1/2)	KSSS-F	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KBME	Bismarck	3	PBS	Sunrise	
KFYR-TV	Bismarck	5	NBC	Sunrise	
KXMB-TV	Bismarck	12	CBS	Reiten	
KBMY	Bismarck	17	ABC	Fargo Forum	

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Cumulus Media: KBYZ FM, KACL FM, KKCT FM, KBMR AM, KSSS FM, KLXX AM	\$2,840,000	47.3
2 Clear Channel Communications: KFYR AM, KYYY FM	\$2,660,000	44.3
3 Educational Media: KQDY FM	\$450,000	7.5
4 Central Dakota Broadcasting: KNDR FM	\$100,000	1.7

Major Daily Newspapers

	AM	PM	Sun	Owner
Tribune	29,362		32,125	Lee Enterprises Inc.

Highest Billing Stations

Calls	Format	Revenue	Pct.
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Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$10,400,000	35%	0.0080
Radio	\$6,000,000	20%	0.0046
Newspaper	\$11,600,000	39%	0.0089
Outdoor	\$1,400,000	5%	0.0011
Cable TV	NA		
Media Total	\$29,400,000		0.0226

1 KFYR AM	FS	\$1,950,000	32.5
2 KBYZ FM	CL AOR	\$810,000	13.5
3 KYYY FM	CHR/AC	\$710,000	11.8
4 KACL FM	O	\$600,000	10.0
5 KKCT FM	C	\$600,000	10.0
6 KBMR AM	C/FS	\$550,000	9.2
7 KQDY FM	REL/CC	\$450,000	7.5
8 KSSS FM	CL AOR	\$160,000	2.7
9 KLXX AM	ST	\$120,000	2.0
10 KNDR FM	REL	\$100,000	1.7

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1994	101.5, CP		Sold to KBMR, KQDY-F owner	\$250,000
1998	KLXX/KACL-F/ KBYZ-F/KKCT-F	From J. Ingstad	to Cumulus	\$7,000,000
1998	KFYR/KYYY-F	From Meye	to Jacor	\$4,800,000
1998	KFYR/KYYY-F	From Jacor	to Clear Channel	
5-Jan-99	KBMR AM	Anderson Broadcasting	Cumulus Media	Portfolio: \$3,750,000
5-Jan-99	KSSS FM	Anderson Broadcasting	Cumulus Media	Portfolio: \$3,750,000
5-Jan-99	KXMR AM	Anderson Broadcasting	Cumulus Media	Portfolio: \$3,750,000
22-Oct-99	KQDY FM	Cumulus	Educational Media Found.	\$550,000

Market's Best

NO WEATHER DATA AVAILABLE

NOTE:

1999 ARB Rank: 230	1999 Revenue: \$8,500,000	Manager's Market Ranking (current): 3.2
1999 MSA Rank: 246	Rev per Share Point: \$152,330 55.8	Manager's Market Ranking (future) : 3.4
1999 DMA Rank: 115 (w/Peoria)	Population per Station: 24,380 5	
1999 Rev Rank: 163 of 173	1999 Revenue Change: 8.2	Five-year revenue gain % (94-99): 51.8

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	5.6	6.0	6.4	7.2	7.8	8.5					
Yearly Growth Rate (94-99): 6.2% assigned											
Projected Revenue Estimates:							9.30	9.80	10.10	10.70	11.50
Revenue per Capita:	40.58	42.86	45.39	50.70	54.16	58.62					
Yearly Growth Rate (94-99): 5.1% assigned											
Projected Revenue per Capita:							61.61	64.75	68.05	71.53	75.17
Resulting Revenue Estimate:							9.0	9.6	10.1	10.8	11.5
Revenue as % of Retail Sales:	0.0042	0.0043	0.0044	0.0049	0.0049	0.0051					
Mean % (94-99) 0.00500%											
Resulting Revenue Estimate:							8.9	9.2	9.6	10.0	10.5
							MEAN REVENUE ESTIMATE:				
							9.1	9.5	9.9	10.5	11.2

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.138	0.140	0.141	0.142	0.144	0.145	0.146	0.148	0.149	0.151	0.153
Retail Sales (billions):	1.33	1.39	1.44	1.48	1.59	1.67	1.78	1.83	1.91	2.00	2.10

Below-the-Line Listening Shares:	30.1	1999 Revenue Estimates:	Normal
Unlisted Station Listening:	14.1	2000-to-2004 Revenue Estimates:	Normal
Total Lost Listening:	44.2		
Available Share Points:	55.8	Comments: Managers predict 6 to 7% revenue gain in 2000.	
Number of Viable Stations:	4		
Average Share Points per Viable Station:	14	Confidence Levels	

Rev. per Available Share Point:	\$152,330	<i>Socio-Economic Breakdowns</i>			
Estimated Rev. for Mean Station:	\$2,133,000	<i>Ethnic</i>	<i>Income (\$000)</i>	<i>Age</i>	<i>Education</i>
Average HH Income:	\$48,132	White: 93.2	<\$20: 18.6	12-to-24 29.8	Non High School Grad: 14.6
Average Age:	32.2	Black: 4.9	\$20-\$49.9: 32.9	25-to-54 48.5	High School Grad: 31.8
Average Education:	13	Amer. Indian: 0.2	\$50-\$99.9: 34.7	55-plus 21.7	College 1-3 years: 23.4
Average Home Value:	\$98,000	Asian/Pac. Isl.: 1.7	\$100+: 13.8		College 4+ years: 30.2
Population Change (1998-2003):	4.4	Hispanic: *	1.9		
Retail Sales Change (1998-2003):	25.9				
Cable Penetration:	NA				
Number of Class B or C FMs:	2				

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Farm Machinery	State Farm Insurance 12		
Insurance			
Dairy Products			
Agriculture			
Vacuum Cleaners			

INC 500 Companies

Employment Breakdowns

By Industry:

Bloomington-Normal, IL MSA Total

1 Retail Trade	14,298	18.54%
2 Fin., Ins. & Real Estate	13,122	17.01%
3 Educational Svcs.	10,242	13.28%
4 Manufac., Durables	5,773	7.48%
5 Health Svcs.	4,981	6.46%
6 Other Prof. Svcs.	4,314	5.59%
7 Construction	3,417	4.43%
8 Bus. & Repair Svcs.	2,975	3.86%
9 Wholesale Trade	2,841	3.68%
10 Manufac., Non-Durables	2,740	3.55%
Total Metro Employees	77,137	
Top 10 Total Employees	64,703	83.88%

By Occupation:

Admin. Support/Clerical	15,032	19.49%
Professional	11,736	15.21%
Svc., Exclud. Protective & HH	10,080	13.07%
Sales	9,907	12.84%
Exec., Admin. & Managerial	8,833	11.45%
Precis. Produc./Craft/Repair	6,368	8.26%
Machine Oprs., Fab., Assemb., & Inspec.	3,674	4.76%
Technicians & Support	2,862	3.71%
Transportation & Moving	2,702	3.50%
Handlers, Cleaners, Help., Laborers	2,666	3.46%

NOTE:

Largest Local Banks (Assets \$000,000)	Colleges and Universities (# of Students)	Military Bases (# of personnel)	Unemployment
Central Illinois Bank \$602	Illinois State U. 20,258		
Heartland Bank & Trust Company \$339	Illinois Wesleyan U. 2,020		
First State Bk of Bloomington \$34	Mennonite C of Nursing at Illinois State U. 220		
	Total Students (FT & PT) 22,498		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations

WBNQ	WIHN-F
WBWN-F	WJBC

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
					See Peoria, p. 295.

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Citadel Communications Corp.: WJBC AM, WBWN FM, WBNQ FM	\$7,135,000	83.9
2 Kelly Communications, Inc.: WIHN FM, WSNI FM	\$990,000	11.6

Major Daily Newspapers

	AM	PM	Sun	Owner
Pantagraph	49,618		53,679	Chronicle Publishing Co.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WJBC AM	FS	\$2,680,000	31.5
2 WBWN FM	C	\$2,230,000	26.2
3 WBNQ FM	CHR	\$2,225,000	26.2
4 WIHN FM	AOR	\$770,000	9.1
5 WSNI FM	AC	\$220,000	2.6

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$8,700,000	25%	0.0052
Radio	\$8,500,000	24%	0.0051
Newspaper	\$16,000,000	46%	0.0096
Outdoor	\$1,700,000	5%	0.0010
Cable TV	NA		
Media Total	\$34,900,000		0.0209

NOTE: Use Newspaper and Outdoor estimates with caution.
 Miscellaneous Comments: * Part of Peoria DMA. TV revenue is estimate of Bloomington's share of total DMA TV revenue. Total TV revenue for DMA is estimated at \$36,400,000.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1990				
1995	WIHN-F			\$790,000 Canceled
1995	WIHN-F		Sold to Kelly to Bloomington	\$930,000
1996	WBWN-F	From Keister		\$3,250,000
1998	WAPU-F		Sold to Kelly	\$750,000
1998	WJBC/WBNQ-F/WBWN-F	From Bloomington	to Mgmt Grp.	\$66,812,850
23-Jan-00	WJBC AM	Bloomington	Citadel	Group purchase: \$176,000,000
23-Jan-00	WBNQ FM	Bloomington	Citadel	Group purchase: \$176,000,000
23-Jan-00	WBWN FM	Bloomington	Citadel	Group purchase: \$176,000,000

NO WEATHER DATA AVAILABLE
 See Peoria for an approximation

NOTE:

1999 ARB Rank: 124	1999 Revenue: \$19,200,000	Manager's Market Ranking (current): 4.1
1999 MSA Rank: 129	Rev per Share Point: \$220,436 87.1	Manager's Market Ranking (future) : 4.1
1999 DMA Rank: 127	Population per Station: 14,404 23	
1999 Rev Rank: 96 of 173	1999 Revenue Change: 6.3	Five-year revenue gain % (94-99): 60

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	12.0	13.0	14.8	16.2	18.0	19.2						
Yearly Growth Rate (94-99): 8.4%	assigned											
Projected Revenue Estimates:							21.10	22.60	24.30	26.70	28.70	
Revenue per Capita:	34.78	35.42	39.15	41.75	44.78	46.42						
Yearly Growth Rate (94-99): 5.5%	assigned											
Projected Revenue per Capita:							48.97	51.66	54.50	57.50	60.67	
Resulting Revenue Estimate:							20.9	22.4	24.2	26.1	27.8	
Revenue as % of Retail Sales:	0.0032	0.0034	0.0036	0.0037	0.0038	0.0038						
Mean % (94-99) 0.00380%	assigned											
Resulting Revenue Estimate:							21.3	22.4	23.6	25.1	26.6	
							MEAN REVENUE ESTIMATE:					21.1 22.5 24.0 26.0 27.7

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.345	0.367	0.378	0.388	0.402	0.413	0.426	0.434	0.444	0.454	0.459
Retail Sales (billions):	3.70	3.80	4.10	4.40	4.70	5.10	5.60	5.90	6.20	6.60	7.00

Below-the-Line Listening Shares:	0.4	1999 Revenue Estimates:	Normal
Unlisted Station Listening:	12.5	2000-to-2004 Revenue Estimates:	Normal

Total Lost Listening: 12.9
 Available Share Points: 87.1
 Number of Viable Stations: 15.5
 Average Share Points per Viable Station: 5.6
 Rev. per Available Share Point: \$220,436
 Estimated Rev. for Mean Station: \$1,234,000
 Average HH Income: \$44,335
 Average Age: 34.6
 Average Education: 12.4
 Average Home Value: \$98,200
 Population Change (1998-2003): 13
 Retail Sales Change (1998-2003): 40.5
 Cable Penetration: 48
 Number of Class B or C FMs: 13

Comments: Market reports revenue to Miller, Kaplan. All viable stations except KTPZ-F cooperate. Managers predict 6 to 7% revenue gain in 2000.
 Confidence Levels

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 97.2	<\$20: 19.4	12-to-24 22.0	Non High School Grad: 17.3
Black: 0.6	\$20-\$49.9: 37.8	25-to-54 54.5	High School Grad: 28.2
Amer. Indian: 0.7	\$50-\$99.9: 31.5	55-plus 23.5	College 1-3 years: 33.5
Asian/Pac.Isl.: 1.5	\$100+: 11.4		College 4+ years: 21.0
Hispanic: * 8.4			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Lumber	Albertson's 92	Albertson's Inc.	J.R. Simplot 39
Food Processing	Boise Cascade 268	Boise Cascade Corporation	WinCo Foods 224
Electronics	Micron Technology 487	Micron Technology, Inc.	
Government			
Heavy Construction			

INC 500 Companies

Apex Technology 494

Employment Breakdowns

By Industry:
Boise City, ID MSA Total

1 Retail Trade	33,164	16.62%
2 Manufac., Durables	21,608	10.83%
3 Educational Svcs.	14,729	7.38%
4 Health Svcs.	14,474	7.25%
5 Fin., Ins. & Real Estate	13,900	6.96%
6 Construction	13,788	6.91%
7 Pub. Admin.	12,395	6.21%
8 Other Prof. Svcs.	12,029	6.03%
9 Wholesale Trade	12,026	6.03%
10 Manufac., Non-Durables	11,082	5.55%
Total Metro Employees	199,586	
Top 10 Total Employees	159,195	79.76%

By Occupation:

Admin. Support/Clerical	33,423	16.75%
Exec., Admin. & Managerial	27,130	13.59%
Professional	26,114	13.08%
Sales	24,227	12.14%
Svc., Exclud. Protective & HH	21,547	10.80%
Precis. Produc./Craft/Repair	21,346	10.70%
Machine Oprs., Fab., Assemb. & Inspec.	11,023	5.52%
Technicians & Support	8,521	4.27%
Transportation & Moving	8,367	4.19%
Farm., Forestry & Fishing	7,574	3.79%

NOTE:

Largest Local Banks (Assets \$000,000)

The Farmers & Merchants State	\$129
Idaho Banking Company	\$54
Syringa Bank	\$25

Colleges and Universities (# of Students)

Boise State U.	14,403
Treasure Valley CC	2,225
Northwest Nazarene Coll.	1,669
Albertson Coll.	714
Boise Bible Coll.	94
Total Students (FT & PT)	19,105

Military Bases (# of personnel)

Gowen Field	Training Ctr.
Mountain Home AFB	3,535

Unemployment

Sep 83:	6.30%	Jul 91:	3.50%
Sep 84:	4.60%	Jul 92:	3.40%
Aug 85:	4.90%	Jul 93:	3.30%
Aug 86:	4.70%	Jul 94:	3.60%
Aug 87:	4.60%	Jul 95:	3.80%
Aug 88:	3.10%	Jul 96:	3.50%
Jul 89:	3.00%	Aug 98:	3.40%
Jul 90:	3.50%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Davis & Roarke
Elgin, Syfred
Steele, Stoltz

Viable Stations

KARO-F	KFXJ-F (1/2)	KJOT-F	KQXR-F
KBOI	KGEM	KKGL-F	KTPZ-F
KCID-F	KIDO	KLTB-F	KXLT-F
KCIX-F	KIZN-F	KQFC-F	KZMG-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KBCI-TV	Boise	2	CBS	Fisher	
KAID	Boise	4	PBS	ID Bd. of Ed.	
KIVI	Nampa	6	ABC	Eve. Post Publ.	
KTVB-TV	Boise	7	NBC	Belo	
KNIN	Caldwell	9	UPN		
KTRV	Nampa	12	FOX	Toledo Blade	

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel Communications: KXLT FM, KLTB FM, KCIX FM, KIDO AM, KARO FM, KFXD AM	\$8,385,000	43.7
2 Citadel Communications Corp.: KQFC FM, KZMG FM, KIZN FM, KBOI AM, KKGL FM	\$7,870,000	41
3 Journal Broadcast Group: KJOT FM, KQXR FM, KFXJ FM, KCID FM, KCID AM, KGEM AM	\$2,330,000	12.1
4 FM Idaho Co.: KTPZ FM	\$330,000	1.7
5 Diamond Broadcasting: KTIK AM	\$130,000	0.7

Major Daily Newspapers

	AM	PM	Sun	Owner
Idaho Statesman	65,874		87,401	Gannett Co. Inc.

Highest Billing Stations

	Calls	Format	Revenue	Pct.
1 KQFC FM	C		\$2,300,000	12.0
2 KXLT FM	SAC		\$2,250,000	11.7
3 KLTB FM	O		\$2,200,000	11.5
4 KZMG FM	CHR		\$1,900,000	9.9
5 KIZN FM	C		\$1,550,000	8.1
6 KCIX FM	AC		\$1,500,000	7.8
7 KIDO AM	N/T		\$1,475,000	7.7
8 KBOI AM	FS		\$1,300,000	6.8
9 KARO FM	AOR		\$860,000	4.5
10 KKGL FM	CL AOR		\$820,000	4.3
11 KJOT FM	AOR		\$800,000	4.2
12 KQXR FM	AOR/NR		\$520,000	2.7
13 KFXJ FM	AOR/P		\$430,000	2.2
14 KTPZ FM	CHR		\$330,000	1.7
15 KCID FM	AC		\$310,000	1.6
16 KCID AM	C		\$150,000	0.8
17 KTIK AM	SPRTS		\$130,000	0.7
18 KGEM AM	ST		\$120,000	0.6
19 KFXD AM	C		\$100,000	0.5

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$36,600,000	39%	0.0072
Radio	\$19,200,000	20%	0.0038
Newspaper	\$33,000,000	35%	0.0065
Outdoor	\$3,300,000	3%	0.0006
Cable TV	\$2,300,000	2%	0.0005
Media Total	\$94,400,000		0.0186

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1992				
1993	KZMG-F (New Plymouth)		Sold to owners of KIZN-F	\$750,000
1994	KANR (Nampa)			\$200,000
1994	KHEZ-F	From Citadel	to Sundance	\$550,000
1995	KQXR-F (Payette)		Sold to KGEM, KJOT-F owner	\$450,000
1996	KIDO	From Sundance	to Colfax	\$1,800,000
1996	KARO-F	From Sundance	to Colfax	\$2,000,000
1996	KLTB-F	From Sundance	to Colfax	\$4,200,000
1996	KIZN-F, KZMG-F		Sold to Pacific Northwest	\$5,000,000
1996	KIDO, KLTB-F, KARO-F	From Colfax	to Jacor	\$11,000,000
1996	KGEM, KJOT-F, KQXR-F		Sold to American General	\$5,100,000
1996	KGEM, KJOT-F, KQXR-F	From Amer. General	to John Lynch	\$6,800,000
1996	KCID-F	From Amer. General	to John Lynch	\$1,200,000
1997	KCIX-F, KXLT-F		Sold to Jacor	\$7,950,000
1997	KCID (1490)		Sold to Amer. General	NA
1997	KSRV-AF		Sold to Amer. General	\$2,100,000
1997	KFXD		Sold to Jacor	\$1,300,000
1997	KIZN-F/KZMG-F	From Pacific Northwest	to Citadel	\$14,100,000
1997	KBOI/KKGL-F/KQFC-F	From Pacific Northwest	to Citadel	\$13,200,000
1998	KJOT-F/KCID-AF/KSRV-AF/KGEM/KQXR-F	From Amer. General	to Journal Bdcst Gp.	\$15,500,000
1998	KARO-F/KCIX-F/KFXD/KIDO/KLTB-F/KXLT-F	From Jacor	to Clear Channel	
22-Nov-99	KSRV AM	Journal Broadcast Group	Horizon Broadcasting	With KSRV-F: \$2,500,000
22-Nov-99	KSRV FM	Journal Broadcast Group	Horizon Broadcasting	With KSRV: \$2,500,000
22-Nov-99	KFXJ FM	Doubledeed Broadcast Group	Journal Broadcast Group	\$3,750,000

Market's Best

Best Restaurants: Angels, Peter Schott's, Murphy's, Charthouse.

Best Hotels: Red Lion, Owyhee Plaza, Doubletree.

Best Golf Courses: Crane Creek, Hillcrest, Sun Valley, Elkhorn (Sun Valley), Quait Hollow.

WEATHER DATA

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

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	84.3	\$15,490,000	10.0
National	15.7	\$2,885,000	-8.4

	JAN	JUL	TOTAL YEAR
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

NOTE: Trade equals 3% of local. In 1998 it was 3.4%.

1999 ARB Rank:	8	1999 Revenue:	\$296,700,000	Manager's Market Ranking (current):	4.2
1999 MSA Rank:	8	Rev per Share Point:	\$3,789,272 78.3	Manager's Market Ranking (future) :	4
1999 DMA Rank:	6	Population per Station:	143,235 26	Five-year revenue gain % (94-99):	87.8
1999 Rev Rank:	8 of 173	1999 Revenue Change:	16.5		

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	158.0	171.0	194.0	219.0	247.9	296.7						
Yearly Growth Rate (94-99):	7.0% assigned											
Projected Revenue Estimates:							332.30	340.10	355.10	379.40	416.10	
Revenue per Capita:	40.47	44.88	50.38	56.58	63.72	76.08						
Yearly Growth Rate (94-99):	6.0% assigned											
Projected Revenue per Capita:							80.64	85.48	90.61	96.04	101.81	
Resulting Revenue Estimate:							316.1	336.8	358.8	382.3	407.2	
Revenue as % of Retail Sales:	0.0046	0.0050	0.0053	0.0058	0.0062	0.0072						
Mean % (94-99):	0.00720%											
Resulting Revenue Estimate:							310.3	319.0	325.4	336.2	349.9	
							MEAN REVENUE ESTIMATE:					319.6 331.9 346.4 366.0 391.1

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	3.800	3.830	3.850	3.870	3.890	3.900	3.920	3.940	3.960	3.980	4.000
Retail Sales (billions):	33.20	34.20	36.50	37.70	39.90	41.40	43.10	44.30	45.20	46.70	48.60

Below-the-Line Listening Shares:	4.3	1999 Revenue Estimates:	Normal
Unlisted Station Listening:	17.4	2000-to-2004 Revenue Estimates:	Normal
Total Lost Listening:	21.7		
Available Share Points:	78.3	Comment: Market reports to Hungerford. Managers predict 7% to 9% revenue increase in 2000.	
Number of Viable Stations:	18.5	Confidence Levels	
Average Share Points per Viable Station:	4.2		

Rev. per Available Share Point:	\$3,789,272	Socio-Economic Breakdowns				
Estimated Rev. for Mean Station:	\$15,915,000	Ethnic	Income (\$000)	Age	Education	
Average HH Income:	\$54,048	White:	87.2 <\$20:	19.0 12-to-24	20.3 Non High School Grad:	17.0
Average Age:	36.7	Black:	7.9 \$20-\$49.9:	27.3 25-to-54	54.0 High School Grad:	29.0
Average Education:	13	Amer. Indian:	0.2 \$50-\$99.9:	34.1 55-plus	25.8 College 1-3 years:	23.0
Average Home Value:	\$215,600	Asian/Pac. Isl.:	4.7 \$100+:	19.5	College 4+ years:	31.1
Population Change (1998-2003):	2.5	Hispanic: *	6.3			
Retail Sales Change (1998-2003):	16.9					
Cable Penetration:	80					
Number of Class B or C FMs:	15					

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
High Tech	Cutlery	Raytheon 69	Fidelity Investments 16
Fishing	Electronics	Liberty Mutual Group 124	International Data Group 45
Financial	Printing/Paper	Gillette 159	Gulf Oil LP 80
Shipping/Port		Fleet Financial Group 161	DeMoulas Super Markets 84
Clothing		John Hancock Mutual 179	Cumberland Farms 172
Textiles		TJX 208	Connell Limited Partnership 178
Publishing		BankBoston Corp. 218	Bose 220
		Staples 236	TAC Worldwide Cos. 254
		Harcourt General 365	Manufacturers' Services 267
			(and more)

INC 500 Companies	Employment Breakdowns	By Occupation:
Tedesco Steakhouse 2	By Industry:	
Abacus Software Group 11	Boston, MA-NH PMSA Total	
Priority Call Management 26	1 Retail Trade 311,478 15.53%	Professional 376,402 18.77%
Corex Technologies 39	2 Manufac., Durables 229,954 11.47%	Admin. Support/Clerical 354,891 17.70%
Creative Fin'l Staffing 52	3 Health Svcs. 208,050 10.37%	Exec., Admin. & Managerial 324,677 16.19%
Diversified Comm Group 189	4 Other Prof. Svcs. 187,938 9.37%	Sales 231,990 11.57%
T.R. White 198	5 Educational Svcs. 186,855 9.32%	Svc., Exclud. Protective & HH 197,229 9.83%
SensAble Technologies 211	6 Fin., Ins. & Real Estate 176,945 8.82%	Precis. Produc./Craft/Repair 181,103 9.03%
Cue Data Services 235	7 Construction 104,156 5.19%	Technicians & Support 89,404 4.46%
Cambridge Search 278	8 Bus. & Repair Svcs. 102,842 5.13%	Machine Oprs., Fab., Assemb., & Inspec. 84,910 4.23%
Deva Systems Group 284	9 Manufac., Non-Durables 101,566 5.06%	Handlers, Cleaners, Help., Laborers 52,834 2.63%
Breakaway Solutions 310	10 Pub. Admin. 89,221 4.45%	Transportation & Moving 52,349 2.61%
Property & Portfolio Res 335		
Kinoo 344		
Employee Benefit Admin 347	Total Metro Employees 2,005,580	
(and more)	Top 10 Total Employees 1,699,005 84.71%	

NOTE:

Largest Local Banks (Assets \$000,000)

BankBoston NA	\$70,259
State Street Bk & Tr Co	\$45,727
Citizens Bk of Massachusetts	\$6,054
UStTrust	\$5,905
Boston Safe Dep & Tr Co	\$5,414
Eastern Bk	\$2,645
Middlesex Svgs Bk	\$1,881
Investors Bk & Tr Co	\$1,713

Colleges and Universities (# of Students)

Boston U.	26,532
Northeastern U.	24,027
Boston Coll.	13,775
U. of Massachusetts Boston	11,510
Harvard U.	11,023
(and more)	
Total Students (FT & PT)	170,204

Military Bases (# of personnel)

Hanscom AFB	1,810
Natick Res Dev & Eng Center	128

Unemployment

Jun 79:	5.00%	Jul 90:	5.60%
Dec 82:	5.70%	Jul 91:	8.20%
Sep 83:	5.20%	Jul 92:	7.80%
Sep 84:	4.30%	Jul 93:	5.80%
Aug 85:	3.30%	Jul 94:	5.30%
Aug 86:	3.30%	Jul 95:	5.10%
Aug 87:	2.50%	Jul 96:	4.00%
Aug 88:	2.70%	Aug 98:	2.40%
Jul 89:	3.90%	Dec 99:	2.40%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Hill, Holliday
Arnold
Houston, Effler
Blitz Media
Pro Media

Viable Stations

WAAF-F	WEEI	WMJX-F	WSJZ-F
WBCN-F	WFNX-F (1/2)	WODS-F	WXKS (1/2)
WBMX-F	WILD (1/2)	WQSX-F	WXKS-F
WBOS-F	WJMN-F	WRKO	WZLX-F
WBZ	WKLB-F	WROR-F	
WCRB-F			

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WGBH	Boston	2	PBS	WGBH	
WBZ-TV	Boston	4	CBS	CBS	
WCVB-TV	Boston	5	ABC	Hearst-Argyle	
WHDH-TV	Boston	7	NBC	Sunbeam	
WFXT	Boston	25	FOX	Fox	
WUNI	Worcester	27	UNI		
W32AY	Boston	32	TEL	Telemundo	
WSBK-TV	Boston	38	UPN	Paramount	
WWDP	Norwell	46	PAX	CAP	
WLVI-TV	Cambridge	56	WB	Tribune	
WMFP	Lawrence	62	IND	Shop At Home	
WHSB-TV	Marborough	66	IND	USA	
WBPX	Boston	68	PAX/IND		DP Media

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WBCN FM	AOR	\$34,700,000	11.7
2 WBZ AM	N/T	\$34,000,000	11.5
3 WXKS FM	CHR	\$28,400,000	9.6
4 WEEI AM	SPRTS	\$24,200,000	8.2
5 WZLX FM	CL AOR	\$23,000,000	7.8
6 WMJX FM	AC	\$20,900,000	7.0
7 WJMN FM	CHR	\$19,400,000	6.5
8 WBMX FM	AC	\$18,000,000	6.1
9 WODS FM	O	\$17,000,000	5.7
10 WBOS FM	AOR/P	\$12,000,000	4.0
11 WRKO AM	T	\$11,000,000	3.7
12 WAAF FM	AOR/NR	\$10,800,000	3.6
13 WKLB FM	C	\$8,900,000	3.0
14 WROR FM	CL HITS	\$8,500,000	2.9
15 WQSX FM	AC/CHR	\$7,100,000	2.4
16 WCRB FM	CL	\$6,000,000	2.0
17 WTKK FM	T	\$5,000,000	1.7
18 WNFT AA	SP	\$3,900,000	1.3
19 WFNX FM	AOR/NR	\$2,300,000	0.8
20 WILD AM	B	\$1,600,000	0.5
21 WXKS AM	ST	\$450,000	0.2

Major Daily Newspapers

	AM	PM	Sun	Owner
Globe; Sunday Globe	470,825		751,021	New York Times Co.
Herald	271,425		177,139	News Corp.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$540,000,000	39%	0.0130
Radio	\$296,700,000	21%	0.0072
Newspaper	\$475,000,000	34%	0.0115
Outdoor	\$49,000,000	4%	0.0012
Cable TV	\$25,000,000	2%	0.0006
Media Total	\$1,385,700,000		0.0335

NOTE: Use Newspaper and Outdoor estimates with caution.
Miscellaneous Comments: * Total TV revenue for DMA is estimated at \$664,000,000.
Allocations were made to radio markets which surround Boston.

Market's Best

Best Restaurants: Anthony's Pier, Durgin Park, Legal Seafood, Four Seasons, Jimmies, Jaspers, Olives, Row's Wharf Bar (45 Single Malts).

Best Hotels: Four Seasons, Ritz Carlton, Boston Harbor, Copley.

Best Golf Courses: The Country Club, Salem CC, Brookline, Stowe Acres, Pleasant Valley, Winchester CC, Brae Burn, Myopia Hunt Club, Charles River CC,

Highest Billing Radio Entities (includes duopolies and combos)	Combined Revenue	Revenue Share
1 CBS/Infinity: WBCN FM, WBZ AM, WZLX FM, WBMX FM, WODS FM	\$126,700,000	42.7
2 Greater Media. Inc.: WMJX FM, WBOS FM, WKLB FM, WROR FM, WTKK FM	\$55,300,000	18.6
3 Entercom: WEEI AM, WRKO AM, WAAF FM, WQSX FM	\$53,100,000	17.9
4 Clear Channel Communications: WXKS FM, WJMN FM, WXKS AM	\$48,250,000	16.3
5 Charles River Broadcasting: WCRB FM	\$6,000,000	2
6 Mega Communications: WNFT AM, WBPS AM, WLLS AM	\$3,900,000	1.3
7 MCC Broadcasting, Inc.: WFNX FM	\$2,300,000	0.8
8 Nash Communications Corp.: WILD AM	\$1,600,000	0.5

WEATHER DATA

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

(SW)

	JAN	JUL	TOTAL YEAR
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

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1993				
1993	WJMN-F	From Ardman	to Pyramid	\$22,000,000
1994	WEEI	Sold by Boston Celtics		\$4,000,000
1994	WSSH	From Noble	to Communicom	\$1,500,000
1994	WCGY-F	From Curt Gowdy	to Amer Radio Syst.	\$12,500,000
1995	WJMN-F	From Pyramid	to Evergreen	\$35,000,000
1995	WXKS A/F	From Pyramid	to Evergreen	\$79,000,000
1995	WODS-F	From CBS	to Westinghouse	\$49,000,000
1995	WKLB-F	From Fairbanks	to Evergreen	\$34,000,000
1996	WBOS-F	From Granum	to Infinity	\$41,000,000
1996	WOAZ-F	From Granum	to Infinity	\$36,000,000
1996	WKLB-F	From Evergreen	to Greater Media	Traded for WGAY-F in Wash., DC
1996	WBCN-F	From Infinity	to Westinghouse	\$199,000,000
1996	WBOS-F	From Infinity	to Westinghouse	\$64,000,000
1996	WOAZ-F	From Infinity	to Westinghouse	\$50,000,000
1996	WZLX-F	From Infinity	to Westinghouse	\$135,000,000
1996	WAAF-F (Worcester)	From Zapis	to Amer. Radio	\$24,800,000
1996	WBWW	From Back Bay	to Salem	\$6,000,000
1997	WBOS-F,WOAZ-F	Traded by Westinghouse	to Greater Media	KRLA,KLSX-F in LA
1997	WNFT (1150)	From Greater Media	to Amer. Radio Syst.	\$4,500,000
1997	WPZE (1260)	From Salem	to Hibernia	\$4,750,000
1997	WNRB (1510)	From Communicom	to One-on-One	\$8,000,000
1997	WAAF-F	From Amer. Radio Syst	to CBS	\$34,000,000
1997	WBMX-F	From Amer. Radio Syst	to CBS	\$75,000,000
1997	WEEI	From Amer. Radio Syst	to CBS	\$24,000,000
1997	WEGQ-F	From Amer. Radio Syst	to CBS	\$35,000,000
1997	WRKO	From Amer. Radio Syst	to CBS	\$37,000,000
1997	WNFT	From Amer. Radio Syst	to CBS	\$5,500,000
1998	WSRO			\$250,000
1998	WADN (Concord)			\$450,000
1998	WEEI	From CBS	to Entercom	\$26,000,000
1998	WEGQ-F	From CBS	to Entercom	\$37,000,000
1998	WRKO	From CBS	to Entercom	\$40,000,000
1998	WAAF-F	From CBS	to Entercom	\$36,000,000
1998	WNFT	From CBS	to Mega	\$5,000,000
1998	WBPS	From Z-Spanish/TSG	to Mega	\$4,000,000
5-Feb-99	WKOX AM	Fairbanks	B-Mass Holding Co.	\$14,500,000
5-Feb-99	WLLH AM	Lerner	Mega Communications	\$936,000
25-May-99	WCAV FM	KJI Broadcasting	Radio One	\$10,000,000
30-Jun-99	WMSX AM	Metro South Broadcasting, Inc.	Willow Farm, Inc.	\$647,000
7-Jul-99	WROL AM	Carter Broadcasting Corp.	Catholic Family Radio	\$20,000,000 Est.
			with WRIB, WACE, WLOB, WLOB FM, WLLB	
28-Oct-99	WHOB FM	Gateway Bcstg Associates	Tele-Media	\$5,000,000
17-Jan-00	WROL AM	Carter Broadcasting Corp.	Catholic Family Radio	Group sale: Sale cancelled
23-Jan-00	WRCA AM	ADD Radio Group	Beasley	\$6,000,000

Bridgeport

1999 ARB Rank:112 (Bridgeport only)	1999 Revenue:	\$32,700,000	Manager's Market Ranking (current):	3.8
1999 MSA Rank:x69 (Fairfield County)	Rev per Share Point:	\$1,403,433 23.3	Manager's Market Ranking (future) :	3.9
1999 DMA Rank: 1 (New York DMA)	Population per Station:	94,875 4		
1999 Rev Rank: 64 of 173	1999 Revenue Change:	1.2	Five-year revenue gain % (94-99):	33.5

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04					
Duncan Revenue Est:	24.5	27.3	27.7	29.5	32.3	32.7										
Yearly Growth Rate (94-99): 5.6%	assigned															
Projected Revenue Estimates:							34.10	35.30	37.40	40.00	42.90					
Revenue per Capita:	29.52	32.81	33.17	35.29	38.36	38.65										
Yearly Growth Rate (94-99): 5.0%	assigned															
Projected Revenue per Capita:							40.12	42.13	44.23	46.44	48.77					
Resulting Revenue Estimate:							34.1	35.9	37.9	39.9	42.1					
Revenue as % of Retail Sales:	0.0024	0.0026	0.0025	0.0025	0.0026	0.0024										
Mean % (94-99) 0.00250%	assigned															
Resulting Revenue Estimate:							33.8	38.5	39.8	40.8	43.0					
							MEAN REVENUE ESTIMATE:					35.6	36.6	38.3	40.2	42.7

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.830	0.832	0.835	0.836	0.842	0.846	0.850	0.852	0.856	0.859	0.864
Retail Sales (billions):	10.30	10.50	11.30	11.60	12.50	13.90	15.20	15.40	15.90	16.30	17.20

Below-the-Line Listening Shares:	64.1
Unlisted Station Listening:	12.6
Total Lost Listening:	76.7
Available Share Points:	23.3
Number of Viable Stations:	
Average Share Points per Viable Station:	#DIV/0!
Rev. per Available Share Point:	\$1,403,433
Estimated Rev. for Mean Station:	#DIV/0!
Average HH Income:	\$78,571
Average Age:	38.5
Average Education:	13.1
Average Home Value:	\$372,700
Population Change (1998-2003):	2
Retail Sales Change (1998-2003):	30.1
Cable Penetration:	NA
Number of Class B or C FMs:	3

1999 Revenue Estimates: Normal
 2000-to-2004 Revenue Estimates: Normal

Comments: Market reports revenue to Miller, Kaplan. Managers expect 4 to 6% revenue gain in 2000. Incl. Arbitron rated mkts. of Bridgeport, Danbury and Stamford-Norwalk.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 85.5	<\$20: 11.9	12-to-24 18.6	Non High School Grad: 18.7
Black: 10.9	\$20-\$49.9: 19.8	25-to-54 54.1	High School Grad: 25.8
Amer. Indian: 0.2	\$50-\$99.9: 30.2	55-plus 27.3	College 1-3 years: 21.1
Asian/Pac.Isl.: 3.4	\$100+: 38.1		College 4+ years: 34.4
Hispanic: * 10.9			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Metal Products	General Electric 5	People's Bank	Holberg Industries 12
Clothing	Xerox 63	General Electric Company	
Elect. Products	Tosco 141	Fortune Brands, Inc.	
Ordinance	Tenneco 219	IMS Health, Inc.	
	Nebco Evans 224		
	Union Carbide 288		
	Champion Intl 289		
	Praxair 326		
	Fortune Brands 329		

INC 500 Companies

Triple Point technology	42
Lifecodes	393

Employment Breakdowns

By Industry:
 Bridgeport, CT PMSA Total

1 Retail Trade	64,122	14.77%
2 Manufac., Durables	55,194	12.71%
3 Fin., Ins. & Real Estate	44,862	10.33%
4 Other Prof. Svcs.	39,220	9.03%
5 Health Svcs.	33,534	7.72%
6 Manufac., Non-Durables	33,196	7.65%
7 Educational Svcs.	29,757	6.85%
8 Bus. & Repair Svcs.	25,031	5.77%
9 Construction	24,021	5.53%
10 Wholesale Trade	23,458	5.40%
Total Metro Employees	434,165	
Top 10 Total Employees	372,395	85.77%

By Occupation:

Exec., Admin. & Managerial	84,506	19.46%
Professional	74,226	17.10%
Admin. Support/Clerical	71,087	16.37%
Sales	58,593	13.50%
Precis. Produc./Craft/Repair	41,045	9.45%
Svc., Exclud. Protective & HH	34,928	8.04%
Machine Oprs., Fab., Assemb., & Inspec.	20,606	4.75%
Technicians & Support	14,438	3.33%
Transportation & Moving	10,205	2.35%
Handlers, Cleaners, Help., Laborers	10,167	2.34%

NOTE:

Largest Local Banks (Assets \$000,000)	
Peoples Bk	\$10,017
Summit Bank	\$935
Union Savings Bank	\$740
First County Bank	\$618
Ridgefield Bank	\$397
Savings Bank of Danbury	\$345
Fairfield County Savings Bank	\$263
The Milford Bank	\$206
U.S. Trust Company of CT	\$171

Colleges and Universities (# of Students)	
Sacred Heart U.	5,403
Fairfield U.	5,208
Housatonic Community-Technical Coll.	3,551
U. of Bridgeport	2,503
Total Students (FT & PT)	16,665

Military Bases (# of personnel)

Unemployment			
Jun 79:	6.00%	Jul 90:	6.40%
Dec 82:	7.90%	Jul 91:	7.80%
Sep 83:	6.40%	Jul 92:	8.50%
Sep 84:	5.00%	Jul 93:	7.50%
Aug 85:	6.40%	Jul 94:	6.40%
Aug 86:	4.90%	Jul 95:	6.80%
Aug 87:	3.80%	Jul 96:	6.20%
Aug 88:	3.30%	Aug 98:	4.50%
Jul 89:	4.70%		

Viable Stations

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

- Jay Assoc.
- Makaris
- Cronin
- Marquart

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WSAH	Bridgeport, CT	43	IND	Shop At Home	
WEDW	Bridgeport, CT	49	PBS	WEDH	

Also see Hartford & New York

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Aurora Communications, LLC: WEBE FM, WICC AM, WRKI FM	\$15,000,000	45.9
2 Cox Radio: WEZN FM, WEFX FM, WKHL FM, WSTC AM, WNLK AM	\$11,400,000	34.9
3 Berkshire Broadcasting: WDAQ FM, WLAD AM	\$3,975,000	12.2

Major Daily Newspapers

	AM	PM	Sun	Owner
Connecticut Post	77,409		93,201	Thomson Newspapers
News-Times	35,512		42,450	Dow Jones(Ottaway Newspapers)
Stamford Advocate		28,306	38,626	Times Mirror Co.
Greenwich Time		12,851	14,095	Times Mirror Co.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WEBE FM	AC	\$9,400,000	28.7
2 WEZN FM	SAC	\$6,300,000	19.3
3 WICC AM	FS	\$3,100,000	9.5
4 WDAQ FM	AC/CHR	\$3,000,000	9.2
5 WEFX FM	CL AOR	\$2,800,000	8.6
6 WRKI FM	AOR	\$2,500,000	7.6
7 WKHL FM	O	\$2,300,000	7.0
8 WLADAM	FS	\$975,000	3.0

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$57,000,000	33%	0.0041
Radio	\$32,700,000	19%	0.0024
Newspaper	\$70,000,000	41%	0.0050
Outdoor	\$10,600,000	6%	0.0008
Cable TV	NA		
Media Total	\$170,300,000		0.0123

NOTE: The revenue for WNLK and WSTC is estimated to be a bit under \$2 million.

NOTE: Use Newspaper and Outdoor estimates with caution.
Miscellaneous Comments: * Bridgeport is part of New York DMA. TV revenue is an estimate of Bridgeport's share of DMA's total revenue.

Major Radio Station Sales

Year Calls	From	To	Price (E)
Major Radio Station Sales Since 1990			
1990 WCUM (37.5%)			\$135,000
1990 WINE/WRKI-F	Sold by Home News (cancelled)		\$5,500,000
1991 WCUM (75%)			\$375,000
1992 WINE, WRKI-F (Danbury)	From Home News	to Gary Starr	\$3,350,000
1992 WSTC, WQQQ-F (Stamford)	From Chase	to Subotnick	\$4,150,000
1992 WDJZ			\$200,000
1993 WADS			\$450,000
1994 WINE, WRKI-F	From Gary Starr	to Commodore	\$4,000,000
1996 WEZN-F	From NewCity	to Cox	\$25,000,000
1996 WINE, WRKI-F	From Commodore	to Capstar	
1998 WINE, WRKI-F	From Capstar	to F. Washington	\$15,000,000
1999 WINE AM, WRKI FM,	From Capstar	Aurora Communications LLC	\$11,250,000
26-Apr-99 WICC AM	ML Media Partners, LP	Aurora	with WEBE FM: \$66,000,000
26-Apr-99 WEBE FM	ML Media Partners, LP	Aurora	with WICC AM: \$66,000,000
30-Aug-99 WSTC AM (Stamford)	AMFM	Cox	plus 12 other stations, for KFI and KOST, LA
30-Aug-99 WNLK AM (Stamford)	AMFM	Cox	plus 12 other stations, for KFI and KOST, LA
30-Aug-99 WKHL FM (Stamford)	AMFM	Cox	plus 12 other stations, for KFI and KOST, LA
30-Aug-99 WEFX FM (Stamford)	AMFM	Cox	plus 12 other stations, for KFI and KOST, LA

Market's Best

Best Restaurants: Spazzis, Pasta Nostra, Ridgefield Inn.

Best Hotels: Stamford Marriott, Danbury Hilton, Greenwich Hyatt.

Best Golf Courses: Stanwich Club (Greenwich), Brooklawn (Frld), Wee Burn (Darien), Richter Park, Woodway (Darien).

NO WEATHER DATA AVAILABLE
See New York for an approximation

NOTE:

Buffalo

1999 ARB Rank: 45	1999 Revenue: \$52,100,000	Manager's Market Ranking (current): 3.1
1999 MSA Rank: 48	Rev per Share Point: \$617,299 84.4	Manager's Market Ranking (future) : 3.3
1999 DMA Rank: 43	Population per Station: 41,826 23	
1999 Rev Rank: 43 of 173	1999 Revenue Change: 6	Five-year revenue gain % (94-99): 47.6

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	35.3	39.8	41.1	44.6	49.0	52.1					
Yearly Growth Rate (94-99): 5.9%	assigned										
Projected Revenue Estimates:							56.30	58.10	60.00	64.30	69.40
Revenue per Capita:	29.66	33.72	35.13	38.12	42.24	45.34					
Yearly Growth Rate (94-99): 6.8%	assigned										
Projected Revenue per Capita:							48.42	51.71	55.23	58.98	63.00
Resulting Revenue Estimate:							55.2	58.4	61.9	66.1	69.9
Revenue as % of Retail Sales:	0.0036	0.0040	0.0040	0.0044	0.0047	0.0047					
Mean % (94-99): 0.00470%											
Resulting Revenue Estimate:							53.6	54.1	55.0	56.4	59.2
MEAN REVENUE ESTIMATE:							55.0	56.9	58.9	62.3	66.2

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	1.190	1.180	1.170	1.170	1.150	1.150	1.140	1.130	1.120	1.120	1.110
Retail Sales (billions):	9.90	10.00	10.20	10.20	10.50	11.00	11.40	11.50	11.70	12.00	12.60

Below-the-Line Listening Shares:	3
Unlisted Station Listening:	12.6
Total Lost Listening:	15.6
Available Share Points:	84.4
Number of Viable Stations:	15
Average Share Points per Viable Station:	5.6
Rev. per Available Share Point:	\$617,299
Estimated Rev. for Mean Station:	\$3,457,000
Average HH Income:	\$36,684
Average Age:	37.5
Average Education:	12.3
Average Home Value:	\$86,800
Population Change (1998-2003):	-2.4
Retail Sales Change (1998-2003):	15
Cable Penetration:	77
Number of Class B or C FMs:	11+3 Canadian

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comment: Market reports revenue to Miller, Kaplan and all but a few low rated AMs participate.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	85.9 <\$20: 27.7	12-to-24 19.6	Non High School Grad: 23.2
Black:	11.9 \$20-\$49.9: 36.7	25-to-54 50.0	High School Grad: 32.7
Amer. Indian:	0.7 \$50-\$99.9: 28.1	55-plus 30.4	College 1-3 years: 25.0
Asian/Pac. Isl.:	1.4 \$100+: 7.5		College 4+ years: 19.2
Hispanic: *	2.8		

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Iron and Steel		M&T Bank Corp.	Rich Products 122
Chemicals			Delaware North Cos 138
Fabricated Metals			
Food Products			
Optical Instruments			
Carbon/Graphite Products			

INC 500 Companies Black Cat Computer Wholesale 445

Employment Breakdowns

By Industry:

Buffalo-Niagara Falls, NY MSA Total

1 Retail Trade	97,922	18.58%
2 Manufac., Durables	63,080	11.97%
3 Health Svcs.	57,431	10.90%
4 Educational Svcs.	49,954	9.48%
5 Manufac., Non-Durables	36,342	6.90%
6 Other Prof. Svcs.	36,233	6.88%
7 Fin., Ins. & Real Estate	34,365	6.52%
8 Construction	25,523	4.84%
9 Transportation	22,992	4.36%
10 Wholesale Trade	22,417	4.25%
Total Metro Employees	526,948	
Top 10 Total Employees	446,259	84.69%

By Occupation:

Admin. Support/Clerical	87,168	16.54%
Professional	79,098	15.01%
Sales	66,235	12.57%
Svc., Exclud. Protective & HH	63,898	12.13%
Exec., Admin. & Managerial	59,231	11.24%
Precis. Produc./Craft/Repair	58,137	11.03%
Machine Oprs., Fab., Assemb., & Inspec.	36,443	6.92%
Handlers, Cleaners, Help., Laborers	20,841	3.96%
Transportation & Moving	20,037	3.80%
Technicians & Support	18,933	3.59%

NOTE:

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1990				
1990	WECK/WJYE-F		Sold to Ralph Guild	NA
1993	WXBX, WUFX-F	From Metroplex	to Clear Channel	\$6,000,000
1993	WBEN, WMJQ-F	From Algonquin	to Keymarket	\$10,000,000
1993	WBUF-F	From Lincoln	to Pyramid	\$4,000,000
1993	WWKB, WKSE-F	From Price	to Keymarket	\$5,000,000
1994	WWWS, WUFX-F	From Metroplex	to Rich	\$4,700,000
1994	WECK, WJYE-F	From EBE	to Amer. Radio Syst.	\$9,900,000
1995	WGRF-F, WUFX-F	From Rich	to Mercury	\$12,450,000
1995	WBEN, WWKB, WMJQ-F, WKSE-F	From Keymarket	to River City	\$24,000,000
1995	WHTT A/F	From Pyramid	to Evergreen	\$15,000,000
1995	WSJZ-F	From Pyramid	to Evergreen	\$8,000,000
1995	WBLK-F		Sold to Amer. Radio Sys.	\$8,000,000
1996	WHTT A/F	From Evergreen	to Mercury	\$19,500,000
1996	WBLK-F		Sold to Amer. Radio	\$8,000,000
1996	WSJZ-F	From Evergreen	to Amer. Radio	\$12,500,000
1996	WBEN, WWKB, WMJQ-F, WKSE-F		From River City	to Sinclair TV
1997	WGR, WWWS	From Rich	to Sinclair TV	\$1,500,000
1997	WGRF-F/WHTT-AF/ WEDG-F	From Mercury	to Bdcst. Prtns (Veronis)	\$62,000,000
1997	WBLK-F	From Amer. Radio Syst	to CBS	\$17,000,000
1997	WECK	From Amer. Radio Syst	to CBS	\$2,000,000
1997	WLCE-F	From Amer. Radio Syst	to CBS	\$11,000,000
1997	WJYE-F	From Amer. Radio Syst	to CBS	\$29,000,000
1997	WYRK-F	From Amer. Radio Syst	to CBS	\$25,000,000
26-Jul-99	WGR AM	Sinclair Broadcast	Entercom	Group purchase: \$821,500,000
26-Jul-99	WWWS AM	Sinclair Broadcast	Entercom	Group purchase: \$821,500,000
26-Jul-99	WWKB AM	Sinclair Broadcast	Entercom	Group purchase: \$821,500,000
26-Jul-99	WBEN AM	Sinclair Broadcast	Entercom	Group purchase: \$821,500,000
26-Jul-99	WKSE FM	Sinclair Broadcast	Entercom	Group purchase: \$821,500,000
26-Jul-99	WMJQ FM	Sinclair Broadcast	Entercom	Group purchase: \$821,500,000
7-Sep-99	WHLD AM	Butler Communications	Mercury Communications	\$535,000
27-Oct-99	WHLD AM	Broadcasting Partners, LP	Citadel	Group sale: \$190,000,000
27-Oct-99	WMNY AM	Broadcasting Partners, LP	Citadel	Group sale: \$190,000,000
27-Oct-99	WEDG FM	Broadcasting Partners, LP	Citadel	Group sale: \$190,000,000
27-Oct-99	WGRF FM	Broadcasting Partners, LP	Citadel	Group sale: \$190,000,000
27-Oct-99	WHTT FM	Broadcasting Partners, LP	Citadel	Group sale: \$190,000,000
6-Mar-00	WBLK FM	Palm Beach Radio Bcstg.	CBS/Infinity	With WMBX, WPBZ: \$29,000,000

WEATHER DATA

Elevation:			705
Annual Precipitation:			35.2 in.
Annual Snowfall:			88.6 in.
Average Windspeed:			12.3 (W)
	JAN	JUL	TOTAL
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

1999 ARB Rank: 225	1999 Revenue: \$10,000,000	Manager's Market Ranking (current): 2.7
1999 MSA Rank: 208	Rev per Share Point: \$117,786 84.9	Manager's Market Ranking (future) : 3.2
1999 DMA Rank: 91 (w/Plattsburgh)	Population per Station: 7,869 16	
1999 Rev Rank: 152 of 173	1999 Revenue Change: 8	Five-year revenue gain % (94-99): 35.1

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	7.4	7.8	8.0	8.7	9.2	10.0					
Yearly Growth Rate (94-99): 5.8% assigned											
Projected Revenue Estimates:							10.70	11.20	11.90	12.40	13.30
Revenue per Capita:	39.57	40.84	41.66	45.07	47.42	51.02					
Yearly Growth Rate (94-99): 4.6% assigned											
Projected Revenue per Capita:							53.37	55.83	58.39	61.08	63.89
Resulting Revenue Estimate:							10.5	11.1	11.6	12.3	12.9
Revenue as % of Retail Sales:	0.0040	0.0043	0.0040	0.0044	0.0042	0.0043					
Mean % (94-99): 0.00425%											
Resulting Revenue Estimate:							10.2	10.6	10.6	10.6	11.5
							MEAN REVENUE ESTIMATE:				
							10.5	11.0	11.4	11.8	12.6

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.187	0.191	0.192	0.193	0.194	0.196	0.197	0.198	0.199	0.201	0.202
Retail Sales (billions):	1.85	1.83	2.00	2.00	2.20	2.30	2.40	2.50	2.50	2.50	2.70

Below-the-Line Listening Shares:	0
Unlisted Station Listening:	15.1
Total Lost Listening:	15.1
Available Share Points:	84.9
Number of Viable Stations:	9
Average Share Points per Viable Station:	9.4
Rev. per Available Share Point:	\$117,786
Estimated Rev. for Mean Station:	\$1,107,000
Average HH Income:	\$45,590
Average Age:	34
Average Education:	12.5
Average Home Value:	\$134,000
Population Change (1998-2003):	3.8
Retail Sales Change (1998-2003):	17
Cable Penetration:	62
Number of Class B or C FMs:	7

Confidence Levels

1999 Revenue Estimates:	Below normal
2000-to-2004 Revenue Estimates:	Below normal

Comments: Managers predict 5 to 6% growth rate in 2000

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 97.3	<\$20: 20.2	12-to-24 25.3	Non High School Grad: 16.0
Black: 0.9	\$20-\$49.9: 35.6	25-to-54 55.9	High School Grad: 31.2
Amer. Indian: 0.4	\$50-\$99.9: 34.0	55-plus 18.7	College 1-3 years: 23.5
Asian/Pac. Isl.: 1.4	\$100+: 10.3		College 4+ years: 29.3
Hispanic: * 1.1			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
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INC 500 Companies

Employment Breakdowns

By Industry:

By Occupation:

Burlington, VT MSA Total

1 Retail Trade	17,363	16.60%	Professional	18,223	17.42%
2 Educational Svcs.	12,744	12.18%	Admin. Support/Clerical	15,218	14.55%
3 Manufac., Durables	10,234	9.78%	Exec., Admin. & Managerial	14,522	13.88%
4 Wholesale Trade	9,312	8.90%	Sales	12,515	11.96%
5 Health Svcs.	8,015	7.66%	Precis. Produc./Craft/Repair	11,128	10.64%
6 Other Prof. Svcs.	6,920	6.61%	Svc., Exclud. Protective & HH	10,852	10.37%
7 Construction	6,712	6.42%	Machine Oprs., Fab., Assemb. & Inspec.	5,902	5.64%
8 Fin., Ins. & Real Estate	6,112	5.84%	Technicians & Support	5,381	5.14%
9 Manufac., Non-Durables	5,059	4.84%	Farm., Forestry & Fishing	3,268	3.12%
10 Pub. Admin.	4,399	4.21%	Transportation & Moving	3,044	2.91%

Total Metro Employees	104,613
Top 10 Total Employees	86,870 83.04%

NOTE:

Largest Local Banks (Assets \$000,000)

Chittenden Tr Co	\$1,519
Howard Bk NA	\$769
Merchants Bk	\$639
Franklin Lamoille Bk	\$307
Peoples Tr Co of St. Albans	\$152

Colleges and Universities (# of Students)

U. of Vermont	7,502
SUNY College at Plattsburgh	5,778
St. Michael's Coll.	2,686
Champlain Coll.	2,002
Clinton CC	1,270
(and more)	

Total Students (FT & PT) 20,374

Military Bases (# of personnel)

Camp Ethan Allen	Training Ctr.
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Unemployment

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations

WBTV-F	WKDR (1/2)
WCPV-F	WKOL-F
WEZF-F	WNCS-F
WIZN-F	WOKO-F
WJOY (1/2)	WXXX-F

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel Communications: WEZF FM, WCPV FM, WXPS FM	\$3,200,000	32
2 Hall Communications, Inc.: WOKO FM, WKOL FM, WJOY AM	\$3,105,000	31.1
3 Sison Broadcasting, LLC: WXXX FM, WVMT AM	\$1,610,000	16.1
4 Deer River Broadcasting Group: WIZN FM	\$1,200,000	12
5 Plattsburgh Broadcasting Corp.: WBTV FM, WEAV AM	\$500,000	5
6 Radio Vermont: WKDR AM	\$175,000	1.8
7 Radio Vermont Classics, LLC: WCVT FM	\$100,000	1

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WCAX-TV	Burlington	3	CBS		
WPTZ	Plattsburgh	5	NBC	Hearst-Argyle	
WVNY	Burlington	22	ABC	Straight Line	
WETK	Burlington	33	PBS	VT PTV	
WBVT-LP	Burlington	39	UPN		
WFFF	Burlington	44	FOX	Smith	

Major Daily Newspapers

	AM	PM	Sun	Owner
Free Press	52,416		62,802	Gannett

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television			
Radio	\$10,000,000		0.0043
Newspaper			
Outdoor			
Cable TV			

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WOKO FM	C	\$2,100,000	21.0
2 WEZF FM	SAC	\$2,000,000	20.0
3 WXXX FM	CHR	\$1,400,000	14.0
4 WCPV FM	CL AOR	\$1,200,000	12.0
5 WIZN FM	AOR	\$1,200,000	12.0
6 WKOL FM	O	\$725,000	7.3
7 WBTV FM	AOR/NR	\$500,000	5.0
8 WJOY AM	ST	\$280,000	2.8
9 WVMT AM	FS	\$210,000	2.1
10 WKDR AM	T	\$175,000	1.8
11 WCVT FM	CL	\$100,000	1.0

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1990	WXXX-F	From Atlantic Ventures	to Goldman	\$3,950,000
1992	WDOT A/F			\$643,000
1993	WDOT		Sold to owners of WKDR	\$300,000
1997	WEZF-F	From Knight	to Capstar	\$7,100,000
1998	WXPS-F	From DynaCom	to Capstar	\$2,083,333
1998	WCPV-F	From DynaCom	to Capstar	\$3,166,667
25-Feb-99	WKDR AM		Radio Vermont	\$428,000
24-Mar-00	WWSRAM	Champlain Communications	Steven Silerberg With WLFE-F; transfer of control:	\$575,000
24-Mar-00	WLFE FM	Champlain Communications	Steven Silerberg With WWSR; transfer of control:	\$575,000

Market's Best

NO WEATHER DATA AVAILABLE

NOTE:

1999 ARB Rank: 123	1999 Revenue: \$12,500,000	Manager's Market Ranking (current): 3.3
1999 MSA Rank: 127	Rev per Share Point: \$333,333 37.5	Manager's Market Ranking (future) : 3.4
1999 DMA Rank: 13 (Cleveland DMA)	Population per Station: 41,938 8	
1999 Rev Rank: 136 of 173	1999 Revenue Change: 7.2	Five-year revenue gain % (94-99): 42

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	8.8	9.4	9.9	10.8	11.6	12.5					
Yearly Growth Rate (94-99): 5.5% assigned											
Projected Revenue Estimates:							13.30	14.00	14.40	15.10	16.30
Revenue per Capita:	21.84	23.21	24.57	26.80	28.78	31.02					
Yearly Growth Rate (94-99): 4.6% assigned											
Projected Revenue per Capita:							32.45	33.94	35.50	37.14	38.85
Resulting Revenue Estimate:							13.0	13.6	14.2	14.9	15.5
Revenue as % of Retail Sales:	0.0023	0.0022	0.0022	0.0023	0.0023	0.0023					
Mean % (94-99) 0.00230%											
Resulting Revenue Estimate:							13.4	13.8	14.3	15.2	15.6
MEAN REVENUE ESTIMATE:							13.2	13.8	14.3	15.0	15.8

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.403	0.405	0.403	0.403	0.403	0.403	0.402	0.402	0.401	0.400	0.400
Retail Sales (billions):	3.90	4.20	4.50	4.80	5.00	5.40	5.80	6.00	6.20	6.60	6.80

Below-the-Line Listening Shares:	50.1
Unlisted Station Listening:	12.4
Total Lost Listening:	62.5
Available Share Points:	37.5
Number of Viable Stations:	5.5
Average Share Points per Viable Station:	6.8
Rev. per Available Share Point:	\$333,333
Estimated Rev. for Mean Station:	\$2,267,000
Average HH Income:	\$37,454
Average Age:	37.6
Average Education:	11.8
Average Home Value:	\$79,200
Population Change (1998-2003):	-0.6
Retail Sales Change (1998-2003):	31.3
Cable Penetration:	NA
Number of Class B or C FMs:	3

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market does not report revenue to any accountant

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 91.9	<\$20: 25.2	12-to-24: 19.7	Non High School Grad: 23.8
Black: 7.3	\$20-\$49.9: 40.2	25-to-54: 51.4	High School Grad: 41.6
Amer. Indian: 0.3	\$50-\$99.9: 28.1	55-plus: 28.9	College 1-3 years: 20.5
Asian/Pac. Isl.: 0.6	\$100+: 6.5		College 4+ years: 14.2
Hispanic: * 1.0			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Steel		Timken Company	
Appliances			
Engines			
Ball and Roller Bearings			
Ceramic Tiles			

INC 500 Companies

Employment Breakdowns

By Industry:

Canton-Massillon, OH MSA Total

1 Manufac., Durables	36,600	20.14%
2 Retail Trade	33,744	18.57%
3 Health Svcs.	17,311	9.53%
4 Educational Svcs.	13,036	7.17%
5 Manufac., Non-Durables	12,957	7.13%
6 Fin., Ins. & Real Estate	9,566	5.26%
7 Other Prof. Svcs.	9,552	5.26%
8 Wholesale Trade	9,387	5.17%
9 Construction	8,296	4.57%
10 Bus. & Repair Svcs.	7,050	3.88%
Total Metro Employees	181,728	
Top 10 Total Employees	157,499	86.67%

By Occupation:

Admin. Support/Clerical	27,458	15.11%
Professional	22,329	12.29%
Sales	22,024	12.12%
Svc., Exclud. Protective & HH	21,880	12.04%
Precis. Produc./Craft/Repair	20,801	11.45%
Exec., Admin. & Managerial	19,511	10.74%
Machine Oprs., Fab., Assemb., & Inspec.	18,166	10.00%
Transportation & Moving	9,398	5.17%
Handlers, Cleaners, Help., Laborers	8,361	4.60%
Technicians & Support	6,780	3.73%

NOTE:

Canton

Largest Local Banks (Assets \$000,000)	
United Natl Bk & Tr Co	\$861
Wayne Cnty Natl Bk	\$389

Colleges and Universities (# of Students)	
Stark Technical Coll.	4,164
Kent State U.: Stark Campus	2,756
Malone Coll.	2,163
Mount Union Coll.	2,005
C of Wooster	1,718
(and more)	
Total Students (FT & PT)	16,869

Military Bases (# of personnel)

Unemployment

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations		
WDPN (1/2)	WHBC	WDPN (1/2)
WRQK-FM	WHK-FM	WDPN-AM(1/2)

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WDLI	Canton	17	IND	Trinity	
WNEO	Alliance	45	S:WEAO	WEAO	
WOAC-TV	Canton	67	IND	Shop At Home	

Also see Cleveland & Akron

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Beaverkettle Co.: WHBC FM, WHBC AM	\$5,950,000	47.6
2 D. A. Peterson, Inc.: WZKL FM, WDPN AM	\$2,050,000	16.4
3 Cumulus Media: WRQK FM	\$1,800,000	14.4
4 Salem Communications Corp.: WHK FM	\$830,000	6.6

Major Daily Newspapers	AM	PM	Sun	Owner
Repository		62,736	81,367	Thomson Newspapers

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$26,100,000	34%	0.0048
Radio	\$12,500,000	16%	0.0023
Newspaper	\$34,100,000	45%	0.0063
Outdoor	\$3,900,000	5%	0.0007
Cable TV			
Media Total	\$76,600,000		0.0141

Highest Billing Stations			
Calls	Format	Revenue	Pct.
1 WHBC FM	AC	\$3,250,000	26.0
2 WHBC AM	FS	\$2,700,000	21.6
3 WRQK FM	AOR	\$1,800,000	14.4
4 WZKL FM	O	\$1,800,000	14.4
5 WHK FM	REL	\$830,000	6.6
6 WDPN AM	ST	\$250,000	2.0

NOTE: WQXK-F takes over \$1 million out of Canton. See Youngstown for that station's listing.

NOTE: Use Newspaper and Outdoor estimates with caution.

Miscellaneous Comments: * Split DMA with Cleveland and Akron. TV revenue is estimate of Canton's share. Total TV revenue for DMA is estimated at \$269,400,000.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1995	WINW, WRQK-F		Sold to Sabrecom	\$5,000,000
1996	WPGY (1520)	Sold by Sabrecom		\$75,000
1997	WQXK-F		Sold to Connoisseur (see Youngstown)	
1997	WRQK-F	From Sabre	to Connoisseur	\$6,550,000
29-Jun-99	WRCW AM	Arcey Broadcasting	Otter Communications	\$600,000
29-Nov-99	WRQK FM	Connoisseur	Cumulus	Group sale: \$242,000,000

NO WEATHER DATA AVAILABLE

NOTE:

1999 ARB Rank: 182	1999 Revenue: \$13,800,000	Manager's Market Ranking (current): 2.3
1999 MSA Rank: NA	Rev per Share Point: \$208,775 66.1	Manager's Market Ranking (future) : 2.4
1999 DMA Rank: 6 (Boston DMA)	Population per Station: 15,158 12	
1999 Rev Rank: 126 of 173	1999 Revenue Change: 7.3	Five-year revenue gain % (94-99): 39.3

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	9.9	10.5	11.0	11.9	12.8	13.8					
Yearly Growth Rate (94-99): 5.9% assigned											
Projected Revenue Estimates:							14.90	15.50	16.00	17.00	18.40
Revenue per Capita:	46.70	48.83	50.00	53.36	56.64	59.90					
Yearly Growth Rate (94-99): 5.1% assigned											
Projected Revenue per Capita:							63.14	66.36	69.74	73.30	77.03
Resulting Revenue Estimate:							14.4	15.8	16.7	17.7	18.9
Revenue as % of Retail Sales:	0.0032	0.0033	0.0033	0.0035	0.0036	0.0037					
Mean % (94-99) 0.00370%											
Resulting Revenue Estimate:							14.4	14.8	14.8	15.2	15.9
							MEAN REVENUE ESTIMATE:				
							14.5	15.4	15.8	16.6	17.7

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.212	0.215	0.220	0.223	0.226	0.231	0.236	0.238	0.240	0.242	0.245
Retail Sales (billions):	3.10	3.20	3.30	3.40	3.60	3.70	3.90	4.00	4.00	4.10	4.30

Below-the-Line Listening Shares:	26.2										
Unlisted Station Listening:	7.7										
Total Lost Listening:	33.9										
Available Share Points:	66.1										
Number of Viable Stations:	9.5										
Average Share Points per Viable Station:	7										
Rev. per Available Share Point:	\$208,775										
Estimated Rev. for Mean Station:	\$1,461,000										
Population Change (1998-2003):	7										
Retail Sales Change (1998-2003):	15.1										

Confidence Levels
 1999 Revenue Estimates: Below normal
 2000-to-2004 Revenue Estimates: Below normal

Socio-Economic Breakdowns
 Ethnic Income (\$000) Age Education

INFORMATION NOT AVAILABLE

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

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

INC 500 Companies Employment Breakdowns
 By Industry:

By Occupation:

INFORMATION NOT AVAILABLE

NOTE:

Largest Local Banks (Assets \$B)

Cape Cod Bk & Tr Co	\$1,185
Cape Cod Five Cents Savings Bank	\$797
South Shore Savings Bank	\$517
Nantucket Bank	\$287
Seamen's Bank	\$135

Colleges and Universities (# of Students)

Military Bases (# of personnel)

Unemployment

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations

WCIB-F	WMVY-F (1/2)	WQRC-F	WXTK-F
WCOD-F	WOCN-F	WRZE-F	WYST-F (1/2)
WFCC-F	WPXC-F	WWKJ-F (1/2)	
WKPE-F			

**Highest Billing Radio Entities
(includes duopolies and combos)**

Combined Revenue	Revenue Share
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COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
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See Boston

Major Daily Newspapers

Times	AM	PM	Sun	Owner
	53,098		64,636	Dow Jones & Co. Inc. (Ottaway)

Highest Billing Stations

RELIABLE ESTIMATES ARE NOT AVAILABLE FOR THIS MARKET

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$18,600,000		0.0050
Radio	\$13,800,000		0.0037
Newspaper			
Outdoor			
Cable TV			
Media Total			

Miscellaneous Comments:* This market is part of Boston DMA. TV revenue is estimate of Cape Cod's share. Total TV revenue for DMA is estimated at \$664,000,000.

Major Radio Station Sales

Year	Calls	From	To	Price (E)	
1990	WCIB-F	From Justice	to Ardman	\$2,500,000	
1990	WOCB A/F		Sold to US Media	\$2,470,000	
1991	WOCB AF	Sold out of Bankruptcy		\$902,000	
1991	WQRC-F		Sold to Steve Seymour	\$2,600,000	
1991	WFAL-F			\$425,000	
1992	WNTX-F	Sold out of receivership		\$500,000	
1992	WFCC-F			\$579,000	
1993	WFXR-F		Sold to Taylor	\$440,000	Market's Best
1996	WFCC-F			\$1,190,000	
1996	WUNX-F, WUNZ-F, WCOD-F			\$3,100,000	
1998	WOCN-F		Sold to Sandab (S. Seymour)	\$1,200,000	
1998	WMVY-F	From Comm. Prop	. to Aritaur	\$1,000,000	
1998	WKPE (1170)		Sold to Univ. of MA		
1-May-99	WKPE FM	Roth	Charles River	\$2,800,000	

NO WEATHER DATA AVAILABLE

NOTE:

1999 ARB Rank: 201	1999 Revenue: \$14,800,000	Manager's Market Ranking (current): 3.5
1999 MSA Rank: 213	Rev per Share Point: \$191,958 77.1	Manager's Market Ranking (future) : 3.8
1999 DMA Rank: 92 (w/Waterloo & Dubuque)	Population per Station: 15,360 10	
1999 Rev Rank: 121 of 173	1999 Revenue Change: 6.8	Five-year revenue gain % (94-99): 59.1

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	9.3	10.5	11.8	12.7	13.8	14.8					
Yearly Growth Rate (94-99): 6.2% assigned											
Projected Revenue Estimates:							15.60	16.90	17.90	19.00	20.00
Revenue per Capita:	52.25	58.33	64.84	69.78	75.41	80.00					
Yearly Growth Rate (94-99): 5.2% assigned											
Projected Revenue per Capita:							84.16	88.54	93.14	97.98	103.08
Resulting Revenue Estimate:							15.7	16.6	17.6	18.7	19.8
Revenue as % of Retail Sales:	0.0047	0.0050	0.0051	0.0053	0.0053	0.0053					
Mean % (94-99) 0.00530%											
Resulting Revenue Estimate:							15.9	16.4	17.0	18.0	19.1
MEAN REVENUE ESTIMATE:							15.7	16.7	17.5	18.6	19.6

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.178	0.180	0.182	0.182	0.183	0.185	0.187	0.188	0.189	0.191	0.192
Retail Sales (billions):	2.00	2.10	2.30	2.40	2.60	2.80	3.00	3.10	3.20	3.40	3.60

Below-the-Line Listening Shares:	9.9
Unlisted Station Listening:	13
Total Lost Listening:	22.9
Available Share Points:	77.1
Number of Viable Stations:	8.5
Average Share Points per Viable Station:	9.1
Rev. per Available Share Point:	\$191,958
Estimated Rev. for Mean Station:	\$1,747,000
Average HH Income:	\$45,262
Average Age:	36.4
Average Education:	12.8
Average Home Value:	\$88,500
Population Change (1998-2003):	4.3
Retail Sales Change (1998-2003):	34.8
Cable Penetration:	66
Number of Class B or C FMs:	6

Confidence Levels

1999 Revenue Estimates:	Below normal
2000-to-2004 Revenue Estimates:	Below normal

Comments: Market does not report revenue to any accountant. Managers predict 6 to 7% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 96.3	<\$20: 19.6	12-to-24 21.0	Non High School Grad: 14.7
Black: 2.3	\$20-\$49.9: 35.8	25-to-54 53.7	High School Grad: 34.4
Amer. Indian: 0.2	\$50-\$99.9: 35.4	55-plus 25.3	College 1-3 years: 28.9
Asian/Pac.Isl.: 1.2	\$100+: 9.1		College 4+ years: 22.0
Hispanic: *	1.7		

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Food Products			
Radio Elect.			
Agribusiness			

INC 500 Companies

Employment Breakdowns

Crystal Group 225

By Industry:

By Occupation:

Cedar Rapids, iA MSA Total

1 Retail Trade	17,103	17.60%	Admin. Support/Clerical	16,358	16.84%
2 Manufac., Durables	16,252	16.73%	Professional	14,973	15.41%
3 Educational Svcs.	7,609	7.83%	Sales	12,665	13.04%
4 Manufac., Non-Durables	7,098	7.31%	Exec., Admin. & Managerial	11,585	11.92%
5 Health Svcs.	6,847	7.05%	Svc., Exclud. Protective & HH	10,708	11.02%
6 Other Prof. Svcs.	6,402	6.59%	Precis. Produc./Craft/Repair	10,434	10.74%
7 Fin., Ins. & Real Estate	6,335	6.52%	Machine Oprs., Fab., Assembl., & Inspec.	6,078	6.26%
8 Construction	4,538	4.67%	Handlers, Cleaners, Help., Laborers	3,959	4.08%
9 Bus. & Repair Svcs.	4,464	4.59%	Technicians & Support	3,927	4.04%
10 Wholesale Trade	4,442	4.57%	Transportation & Moving	3,313	3.41%
Total Metro Employees	97,152				
Top 10 Total Employees	81,090	83.47%			

NOTE:

Largest Local Banks (Assets \$000,000)

Iowa State Bk & Tr Co	\$354
Banklowa	\$228
Guaranty Bank and Trust Co.	\$184
First Tr & Svgs Bk	\$158
Hawkeye State Bank	\$126
Mount Vernon Bank & Trust Co.	\$49
Bridge Community Bank	\$33

Colleges and Universities (# of Students)

U. of Iowa	28,705
Kirkwood CC	11,038
Coe Coll.	1,263
Mount Mercy Coll.	1,149
Cornell Coll.	1,009
Total Students (FT & PT)	43,164

Military Bases (# of personnel)

Unemployment

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations			
KCRG (1/2)	KKRQ-F	KRNA-F	WMT
KDAT-F	KMRY	KZIA-F	WMT -F
KHAK-F			

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KGAN	Cedar Rapids	2	CBS	Sinclair	
KWWL	Waterloo	7	NBC	Raycom	
KCRG-TV	Cedar Rapids	9	ABC	C. R. Gazette	
KIIN-TV	Iowa City	12	PBS	IA Pub. Bcstg.	
KFXA-TV	Cedar Rapids	28	FOX	Second Generation	
KRIN	Waterloo	32	PBS	IA Pub. Bcstg.	
KFXB-TV	Dubuque	40	FOX	Second Generation	
KPXR	Cedar Rapids	48	PAX	Paxson	Second Gen. (JSA)

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel Communications: WMT AM, WMT FM, KKRQ FM, KTOF AM, KXIC AM	\$7,400,000	50.0
2 Cumulus Media: KHAK FM, KDAT FM, KRNA FM	\$5,500,000	37.2
3 KRNA, Inc.: KZIA FM	\$1,300,000	8.8
4 Sellers Broadcasting, Inc.: KMRY AM	\$336,000	2.3
5 Cedar Rapids Television Co.: KCRG AM	\$270,000	1.8

Major Daily Newspapers

	AM	PM	Sun	Owner
Gazette	67,341		82,469	

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WMT AM	FS	\$3,100,000	20.9
2 KHAK FM	C	\$3,000,000	20.3
3 WMT FM	AC	\$2,300,000	15.5
4 KKRQ FM	CL HITS	\$1,600,000	10.8
5 KDAT FM	AC	\$1,500,000	10.1
6 KZIA FM	CHR	\$1,300,000	8.8
7 KRNA FM	AOR	\$1,000,000	6.8
8 KMRY AM	ST	\$336,000	2.3
9 KCRG AM	T	\$270,000	1.8
10 KTOF AM	REL	\$220,000	1.5
11 KXIC AM	T	\$180,000	1.2

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$18,900,000	35%	0.0068
Radio	\$14,800,000	27%	0.0053
Newspaper	\$18,900,000	35%	0.0068
Outdoor	\$2,000,000	4%	0.0007
Cable TV		0%	
Media Total	\$54,600,000		0.0196

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1995	WMT A/F		Sold to Palmer	\$14,000,000
1996	WMT	From Palmer	to Jacor	\$12,000,000
1996	WMT-F	From Palmer	to Jacor	\$7,000,000
1997	KTOF/KDAT-F/KHAK-F		Sold to Capstar	\$15,000,000
1997	KXIC/KKRQ-F	From T.Ingstad	to Jacor	\$8,000,000
1997	KRNA-F		Sold to Capstar	\$3,100,000
1997	KXMX-F		Sold to Capstar	\$7,000,000
1998	KMRY		to Rick Sellers	\$475,000
1998	KXMX-F	From KRNA	to Capstar	Cancelled
1998	WMT-AF/KKRQ-F/KXIC	From Jacor	to Clear Channel	
6-Mar-00	KDAT FM	AMFM	Cumulus AMFM/CCU divestiture. \$159,000,000 + swaps	
6-Mar-00	KHAK FM	AMFM	Cumulus AMFM/CCU divestiture. \$159,000,000 + swaps	
6-Mar-00	KRNA FM	AMFM	Cumulus AMFM/CCU divestiture. \$159,000,000 + swaps	

NO WEATHER DATA AVAILABLE
See Des Moines for an approximation

NOTE:

1999 ARB Rank: 87	1999 Revenue: \$20,400,000	Manager's Market Ranking (current): 2.3
1999 MSA Rank: 97	Rev per Share Point: \$231,031 88.3	Manager's Market Ranking (future) : 3
1999 DMA Rank: 104	Population per Station: 20,132 22	
1999 Rev Rank: 90 of 173	1999 Revenue Change: 12.8	Five-year revenue gain % (94-99): 52.2

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	13.4	14.4	15.3	16.5	17.8	20.4					
Yearly Growth Rate (94-99): 5.7% assigned											
Projected Revenue Estimates:							21.90	23.00	24.40	25.50	26.90
Revenue per Capita:	25.05	26.77	26.43	30.27	32.36	36.80					
Yearly Growth Rate (94-99): 5.9% assigned											
Projected Revenue per Capita:							38.97	41.27	43.70	46.28	49.01
Resulting Revenue Estimate:							21.7	23.1	24.5	26.1	27.7
Revenue as % of Retail Sales:	0.0031	0.0033	0.0033	0.0034	0.0034	0.0036					
Mean % (94-99) 0.00360%											
Resulting Revenue Estimate:							21.2	22.0	22.7	23.0	23.8
							MEAN REVENUE ESTIMATE:				
							21.6	22.7	23.9	24.9	26.1

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.535	0.538	0.541	0.545	0.550	0.554	0.557	0.559	0.561	0.563	0.565
Retail Sales (billions):	4.30	4.50	4.70	4.80	5.30	5.60	5.90	6.10	6.30	6.40	6.60

Below-the-Line Listening Shares:	0.4
Unlisted Station Listening:	11.3
Total Lost Listening:	11.7
Available Share Points:	88.3
Number of Viable Stations:	16
Average Share Points per Viable Station:	5.5
Rev. per Available Share Point:	\$231,031
Estimated Rev. for Mean Station:	\$1,271,000
Average HH Income:	\$39,188
Average Age:	32.5
Average Education:	12.3
Average Home Value:	\$98,700
Population Change (1998-2003):	2.5
Retail Sales Change (1998-2003):	20.3
Cable Penetration:	68
Number of Class B or C FMs:	12

Confidence Levels

1999 Revenue Estimates: Normal
 2000-to-2004 Revenue Estimates: Normal

Comments: Significant historical population changes were made this year. Market now reports revenue to Miller, Kaplan although many stations do not cooperate. These include WYBB-F, WCOO-F, WJNI-F, WPAL and others. Managers predict 9 to 11% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 66.5	<\$20: 23.7	12-to-24 23.9	Non High School Grad: 23.3
Black: 31.4	\$20-\$49.9: 39.0	25-to-54 56.0	High School Grad: 29.1
Amer. Indian: 0.3	\$50-\$99.9: 28.8	55-plus 20.1	College 1-3 years: 27.6
Asian/Pac. Isl.: 1.7	\$100+: 8.5		College 4+ years: 20.1
Hispanic: * 2.1			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Textiles			
Machinery			
Military			
Gum and Wood Chemicals			

INC 500 Companies

Employment Breakdowns

By Industry:

Charleston-North Charleston, SC MSA Total

1 Retail Trade	44,735	18.40%
2 Manufac., Durables	23,955	9.85%
3 Construction	23,876	9.82%
4 Health Svcs.	21,330	8.77%
5 Educational Svcs.	20,627	8.49%
6 Pub. Admin.	17,642	7.26%
7 Other Prof. Svcs.	14,024	5.77%
8 Fin., Ins. & Real Estate	12,885	5.30%
9 Manufac., Non-Durables	11,590	4.77%
10 Transportation	11,379	4.68%
Total Metro Employees	243,089	
Top 10 Total Employees	202,043	83.11%

By Occupation:

Precis. Produc./Craft/Repair	36,260	14.92%
Admin. Support/Clerical	34,384	14.14%
Professional	34,105	14.03%
Sales	30,761	12.65%
Exec., Admin. & Managerial	28,151	11.58%
Svc., Exclud. Protective & HH	26,421	10.87%
Machine Oprs., Fab., Assemb., & Inspec.	12,956	5.33%
Transportation & Moving	10,245	4.21%
Technicians & Support	10,108	4.16%
Handlers, Cleaners, Help.. Laborers	9,914	4.08%

NOTE:

1999 ARB Rank: 162	1999 Revenue: \$12,700,000	Manager's Market Ranking (current): 2.1
1999 MSA Rank: 175	Rev per Share Point: \$149,412 85	Manager's Market Ranking (future) : 2.5
1999 DMA Rank: 59 (w/Huntington)	Population per Station: 16,562 13	
1999 Rev Rank: 134 of 173	1999 Revenue Change: 5.5	Five-year revenue gain % (94-99): 42.9

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	8.9	9.5	10.3	11.0	12.0	12.7						
Yearly Growth Rate (94-99): 5.5%	assigned											
Projected Revenue Estimates:							13.70	14.10	14.70	15.40	16.60	
Revenue per Capita:	34.90	37.10	40.23	43.47	47.61	50.00						
Yearly Growth Rate (94-99): 4.8%	assigned											
Projected Revenue per Capita:							52.40	54.92	57.55	60.31	63.21	
Resulting Revenue Estimate:							13.3	13.9	14.5	15.1	15.8	
Revenue as % of Retail Sales:	0.0036	0.0035	0.0037	0.0038	0.0040	0.0040						
Mean % (94-99) 0.00400%												
Resulting Revenue Estimate:							14.0	14.4	14.8	15.2	16.0	
							MEAN REVENUE ESTIMATE: 13.7 14.1 14.7 15.2 16.1					

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.255	0.256	0.256	0.253	0.254	0.254	0.253	0.253	0.252	0.251	0.250
Retail Sales (billions):	2.50	2.70	2.80	2.90	3.00	3.20	3.50	3.60	3.70	3.80	4.00

Below-the-Line Listening Shares: 4.2

Unlisted Station Listening: 10.8

Total Lost Listening: 15

Available Share Points: 85

Number of Viable Stations: 9

Average Share Points per Viable Station: 9.4

Rev. per Available Share Point: \$149,412

Estimated Rev. for Mean Station: \$1,404,000

Average HH Income: \$34,050

Average Age: 39.3

Average Education: 11.9

Average Home Value: \$80,700

Population Change (1998-2003): -1.2

Retail Sales Change (1998-2003): 25

Cable Penetration: 74

Number of Class B or C FMs: 7

Confidence Levels

1999 Revenue Estimates: Below normal

2000-to-2004 Revenue Estimates: Below normal

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 93.8	<\$20: 29.2	12-10-24 18.6	Non High School Grad: 27.3
Black: 5.5	\$20-\$49.9: 37.0	25-to-54 51.9	High School Grad: 36.1
Amer. Indian: 0.1	\$50-\$99.9: 26.1	55-plus 29.5	College 1-3 years: 20.0
Asian/Pac. Isl.: 0.6	\$100+: 7.6		College 4+ years: 16.6
Hispanic: *	0.5		

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries

Coal, Oil
Chemicals
Government
Mining Equipment

Fortune 500 Companies

Forbes 500 Companies
One Valley Bancorp, Inc.

Forbes Largest Private Companies

INC 500 Companies

Employment Breakdowns

By Industry:

Charleston, WV MSA Total

1 Retail Trade	20,250	18.63%
2 Health Svcs.	10,774	9.91%
3 Manufac., Non-Durables	8,947	8.23%
4 Educational Svcs.	8,526	7.84%
5 Fin., Ins. & Real Estate	7,536	6.93%
6 Other Prof. Svcs.	7,156	6.58%
7 Pub. Admin.	6,813	6.27%
8 Construction	6,713	6.18%
9 Commun. & Other Pub. Util.	6,700	6.16%
10 Wholesale Trade	5,680	5.23%

Total Metro Employees 108,691
Top 10 Total Employees 89,095 81.97%

By Occupation:

Admin. Support/Clerical	20,477	18.84%
Professional	15,506	14.27%
Sales	14,529	13.37%
Precis. Produc./Craft/Repair	12,768	11.75%
Exec., Admin. & Managerial	12,566	11.56%
Svc., Exclud. Protective & HH	11,514	10.59%
Transportation & Moving	5,253	4.83%
Technicians & Support	4,724	4.35%
Handlers, Cleaners, Help., Laborers	4,537	4.17%
Machine Oprs., Fab., Assemb., & Inspec.	3,885	3.57%

NOTE:

Largest Local Banks (Assets \$000,000)

One Valley Bk NA	\$2,130
City National Bank of WV	\$1,646
Putnam Cnty Bk	\$408
Wesbanco Bank Charleston	\$144
The Capital State Bank, Inc.	\$55

Colleges and Universities (# of Students)

U. of Charleston	1,256
Total Students (FT & PT)	1,256

Military Bases (# of personnel)

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Unemployment

Jun 79:	5.70%	Jul 90:	5.10%
Dec 82:	11.50%	Jul 91:	7.60%
Sep 83:	13.60%	Jul 92:	8.70%
Sep 84:	4.90%	Jul 93:	7.60%
Aug 85:	9.70%	Jul 94:	6.00%
Aug 86:	9.30%	Jul 95:	5.50%
Aug 87:	8.20%	Jul 96:	4.40%
Aug 88:	8.20%	Aug 98:	4.20%
Aug 89:	4.90%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Fahlgren & Martin

Viable Stations

WBES-F (1/2)	WKAZ-F	WQBE (1/2)	WVAF-F
WCAW (1/2)	WKLC-F	WQBE-F	WVSR-F
WCHS	WKWS-F	WRVZ-F (1/2)	

Highest Billing Radio Entities (Includes duopolies and combos)

Combined Revenue Revenue Share

1 Bristol Broadcasting Co.: WQBE AF, WBES AF, WVSR FM	\$4,250,000	33.5
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COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WSAZ-TV	Huntington	3	NBC	Lee	
WCHS-TV	Charleston	8	ABC	Sinclair	
WVAH-TV	Charleston	11	FOX/UPN	Sullivan	Sinclair
WOWK-TV	Huntington	13	CBS	Gateway	
WLPX-TV	Charleston	29	PAX	Paxson	
WHCP	Portsmouth, OH	30	WB		
WPBY-TV	Huntington	33	PBS	WV Ed. Bcstg.	
WTSF	Ashland, KY	61	IND		

Major Daily Newspapers

AM PM Sun

Daily Mail; Sunday Gazette-Mail		39,192	99,230	MediaNews Inc. (JOA)
Gazette; Sunday Gazette-Mail	50,828		99,230	Elizabeth Shilton

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WQBE FM	C	\$4,250,000	33.5

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$30,000,000		0.0094
Radio	\$12,700,000		0.0040
Newspaper			
Outdoor			
Cable TV			
Media Total			

NO OTHER RELIABLE ESTIMATES ARE AVAILABLE

NOTE: Use Newspaper and Outdoor estimates with caution.

Miscellaneous Comments: * Split DMA with Huntington. This figure represents Charleston's share. Total revenue for the DMA is estimated at \$57,000,000.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1990	WBES-F (Dunbar)			\$1,100,000
1990	WVSR A/F	Sold by Ardman		\$4,000,000 Canceled
1992	WCHS, WVNS-F		Sold to WV Radio	\$1,750,000
1992	WCAW, WVAF-F	From Capitol	to Franklin	\$1,400,000
1992	WCAW, WVAF-F	From Franklin	to WV Radio	\$1,600,000
1993	WBES-F (Dunbar)		Sold to Ardman	\$1,000,000
1996	WVSR-AF, WBES-F	From Ardman	to Bristol	\$2,800,000
1996	WXKV (1080, Hurricane)		Sold to Vernon Baker	\$20,000
1997	WCZR, WKAZ-F		Sold to West VA Radio	\$2,140,000
27-Jan-00	WSCW AM	CLW Communications	Mortenson	With WJYP: \$1,000,000
27-Jan-00	WJYP FM	CLW Communications	Mortenson	With WSCW: \$1,000,000

Market's Best

Best Restaurants: Wellington's, Tidewater Grill, Laury's.

Best Hotels: Marriott, Charleston House.

WEATHER DATA

Elevation:	40
Annual Precipitation:	48.8 in.
Annual Snowfall:	0.3 in.
Average Windspeed:	8.8 (NE)

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	43.6	85.6	66.0
Avg. Min. Temp:	25.3	64.6	44.4
Average Temp:	34.5	75.0	55.2

NOTE:

1999 ARB Rank: 37	1999 Revenue: \$105,900,000	Manager's Market Ranking (current): 4.2
1999 MSA Rank: 42	Rev per Share Point: \$1,340,506 79	Manager's Market Ranking (future) : 4.3
1999 DMA Rank: 28	Population per Station: 54,136 22	
1999 Rev Rank: 24 of 173	1999 Revenue Change: 12.8	Five-year revenue gain % (94-99): 121

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	47.9	57.6	70.0	77.8	92.4	105.9					
Yearly Growth Rate (94-99): 9.0%	assigned										
Projected Revenue Estimates:							118.00	124.30	133.10	146.70	162.90
Revenue per Capita:	37.72	44.30	52.24	56.79	66.00	73.03					
Yearly Growth Rate (94-99): 6.0%	assigned										
Projected Revenue per Capita:							77.41	82.05	86.98	92.20	97.73
Resulting Revenue Estimate:							114.6	123.1	133.1	143.8	156.4
Revenue as % of Retail Sales:	0.0042	0.0048	0.0053	0.0056	0.0061	0.0064					
Mean % (94-99) 0.00640%											
Resulting Revenue Estimate:							118.4	122.9	128.0	132.5	139.5
	MEAN REVENUE ESTIMATE:						117.0	123.4	131.4	141.0	152.9

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	1.270	1.300	1.340	1.370	1.400	1.450	1.480	1.500	1.530	1.560	1.600
Retail Sales (billions):	11.30	12.10	13.20	14.00	15.00	16.60	18.50	19.20	20.00	20.70	21.80

Below-the-Line Listening Shares:	4.7
Unlisted Station Listening:	16.3
Total Lost Listening:	21
Available Share Points:	79
Number of Viable Stations:	15
Average Share Points per Viable Station:	5.3
Rev. per Available Share Point:	\$1,340,506
Estimated Rev. for Mean Station:	\$7,105,000
Average HH Income:	\$46,115
Average Age:	35.7
Average Education:	11.8
Average Home Value:	\$102,200
Population Change (1998-2003):	11.3
Retail Sales Change (1998-2003):	38.1
Cable Penetration:	67
Number of Class B or C FMs:	12

Confidence Levels	
1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. All viable stations except WNMX-F cooperate. Managers predict 9 to 11% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 77.4	<\$20: 20.0	12-to-24: 20.9	Non High School Grad: 26.4
Black: 20.5	\$20-\$49.9: 34.6	25-to-54: 55.6	High School Grad: 26.7
Amer. Indian: 0.4	\$50-\$99.9: 32.7	55-plus: 23.5	College 1-3 years: 26.6
Asian/Pac. Isl.: 1.7	\$100+: 12.7		College 4+ years: 20.3
Hispanic: * 1.9			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Textiles	Bankamerica Corp. 11	Bank of America Corp	Belk Stores Services 64
Financial	First Union Corp. 56	Duke Energy Corporation	Baker & Taylor 177
Food Products	Duke Energy 81	First Union Corporation	Parkdale Mills 227
Machinery	Nucor 374	Nucor Corporation	GS Industries/1995 269
		Family Dollar Stores, Inc.	McJunkin 322
			Cameron & Barkley 357

INC 500 Companies

HealthLink	41
Digital Optics	120
Advanced Technology Systems	294
Edifice	489

Employment Breakdowns

By Industry:

Charlotte-Gastonia-Rock Hill, NC-SC MSA Total

1 Retail Trade	118,847	15.85%
2 Manufac., Non-Durables	106,725	14.24%
3 Manufac., Durables	73,045	9.74%
4 Fin., Ins. & Real Estate	55,064	7.34%
5 Construction	53,875	7.19%
6 Wholesale Trade	48,909	6.52%
7 Educational Svcs.	45,762	6.10%
8 Health Svcs.	44,680	5.96%
9 Other Prof. Svcs.	42,210	5.63%
10 Transportation	36,695	4.89%

By Occupation:

Admin. Support/Clerical	118,887	15.86%
Sales	97,580	13.02%
Precis. Produc./Craft/Repair	95,521	12.74%
Exec., Admin. & Managerial	94,686	12.63%
Professional	87,392	11.66%
Machine Oprs., Fab., Assemb., & Inspec.	78,221	10.43%
Svc., Exclud. Protective & HH	65,197	8.70%
Handlers, Cleaners, Help., Laborers	33,490	4.47%
Transportation & Moving	30,196	4.03%
Technicians & Support	26,344	3.51%

Total Metro Employees	749,727
Top 10 Total Employees	625,812 83.47%

NOTE:

Largest Local Banks (Assets \$000,000)

Bank of America, NA	\$250,700
First Union Natl Bk	\$208,670
First Charter Natl Bk	\$1,872
Lincoln Bk of North Carolina	\$463
First Natl Bk	\$417
Bank of Mecklenburg	\$224
Park Meridian Bank	\$190
Cabarrus Bank of North Carolina	\$164

Colleges and Universities (# of Students)

U. of North Carolina at Charlotte	15,831
Central Piedmont CC	9,097
Winthrop U.	5,284
Rowan-Cabarrus CC	3,422
York Technical Coll.	2,926
(and more)	
Total Students (FT & PT)	48,202

Military Bases (# of personnel)

Unemployment

Jun 79:	3.20%	Jul 90:	3.90%
Dec 82:	N/A	Jul 91:	5.30%
Sep 83:	N/A	Jul 92:	6.00%
Sep 84:	4.90%	Jul 93:	4.70%
Aug 85:	5.60%	Jul 94:	4.20%
Aug 86:	4.50%	Jul 95:	3.70%
Aug 87:	3.60%	Jul 96:	3.90%
Aug 88:	2.70%	Aug 98:	2.80%
Jul 89:	3.10%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Specialized Media
Media Buying Service

Viable Stations

WBAV-F	WFNZ (1/2)	WNKS-F	WSOC-F
WBT	WKKT-F	WNMX-F (1/2)	WSSS-F
WCCJ-F	WLNK-F	WPEG-F	WWMG-F
WEND-F	WLYT-F	WRFX-F	WXRC-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WBT	Charlotte	3	CBS	Jeff. Pilot	
WSOC-TV	Charlotte	9	ABC	Cox	
WCCB	Charlotte	18	FOX	Bahakel	
WCNC-TV	Charlotte	36	NBC	Belo	
WTVI	Charlotte	42	PBS		
WJZY	Belmont	46	UPN	Capitol	
WFVT	Rock Hill, SC	55	WB		Capitol
WUNG-TV	Concord	58	S:WUNC		U. of NC
WAXN	Kannapolis	64	IND		Cox (JSA)
Major Daily Newspapers		AM	PM	Sun	Owner
Charlotte Observer		243,818		301,654	Knight Ridder

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$192,000,000	40%	0.0116
Radio	\$105,900,000	22%	0.0064
Newspaper	\$151,000,000	32%	0.0091
Outdoor	\$14,800,000	3%	0.0009
Cable TV	\$14,400,000	3%	0.0008
Media Total	\$478,100,000		0.0288

NOTE: Use Newspaper and Outdoor estimates with caution.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WRFX FM	AOR	\$12,200,000	11.5
2 WBT AF	FS	\$12,100,000	11.4
3 WPEG FM	B	\$10,100,000	9.5
4 WSOC FM	C	\$9,100,000	8.6
5 WNKS FM	CHR	\$8,700,000	8.2
6 WLYT FM	SAC	\$8,600,000	8.1
7 WWMG FM	O	\$7,600,000	7.2
8 WKKT FM	C	\$7,000,000	6.6
9 WLNK FM	AC/NR	\$6,800,000	6.4
10 WBAV FM	B/AC	\$6,100,000	5.8
11 WSSS FM	CL HITS	\$5,600,000	5.3
12 WEND FM	AOR/NR	\$3,325,000	3.1
13 WXRC FM	AOR	\$2,775,000	2.6
14 WCCJ FM	B/O	\$1,560,000	1.5
15 WFNZ AM	SPRTS	\$1,000,000	0.9
16 WNMX FM	ST	\$670,000	0.6
17 WGIV AM	G	\$170,000	0.2

Market's Best

Best Restaurants: Lamplighter, Bistro 100, Providence Café.

Best Hotels: Park Hotel, Hyatt, Omni, Dunhill.

Best Golf Courses: Charlotte CC, Courses at Pinehurst (70 miles east), Piper Glenn - TPC, Carmel CC, Quail Hollow, Wade Hampton (Cashiers).

Radio Revenue Breakdowns

NO WEATHER DATA AVAILABLE
See Raleigh for approximation

	Pct	Revenue	Pct change
Local	82.7	\$84,225,000	NA
National	17.3	\$14,834,000	NA

Highest Billing Radio Entities (includes duopolies and combos)		Combined Revenue	Revenue Share
1	CBS/Infinity: WPEG FM, WSOC FM, WNKS FM, WBAV FM, WSSS FM, WFNZ AM, WGIV AM, WBHE AM (CP)	\$40,770,000	38.5
2	Clear Channel Communications: WRFX FM, WLYT FM, WKKT FM, WWMG FM, WEND FM	\$38,725,000	36.6
3	Jefferson-Pilot Communications: WBT AF, WLNK FM	\$18,900,000	17.8
4	Pacific Broadcasting Group, Inc.: WXRC FM	\$2,775,000	2.6
5	Radio One: WCCJ FM	\$1,560,000	1.5
6	GHB Broadcasting Co.: WNMX FM, WAVO AM, WCGC A, WHVN A	\$670,000	0.6

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1992				
1992	WSOC-F	Traded by Cox	to EZ	WHQT in Miami
1992	WCNT	Sold by Pat Robertson		\$300,000
1992	WSOC	Sold by Cox		\$475,000
1993	WEZC-F	From Keymarket	to Trumper	\$6,000,000
1993	WWMG-F	From Voyager	to Dalton	\$4,500,000
1993	WCKZ-F	From receivership	to Bdcslg Partners	\$3,000,000
1993	WAES, WAQQ-F	From Adams receivership	to Pyramid	\$4,000,000
1994	WXRC-F (Hickory)			\$3,050,000
1995	WBAV A/F	From Bdcst. Prtns	to Evergreen	\$5,000,000 (E)
1995	WPEG-F	From Bdcst. Prtns	to Evergreen	\$26,000,000 (E)
1995	WSTP, WRDX-F (Salisbury)		Sold to Dalton	\$3,000,000
1995	WBZK-F (Chester)		Sold to Jefferson-Pilot	\$1,500,000
1995	WTDR-F, WEZC-F	From Trumper	to SFX	\$23,500,000
1995	WEDJ-F	From Pyramid	to Evergreen	\$9,000,000 (E)
1995	WRFX A/F	From Pyramid	to Evergreen	\$29,000,000 (E)
1996	WSIC/WFMX-F	From Adventure	to Benchmark	\$9,600,000
1996	WSSS-F	From EZ	to Amer. Radio Syst.	\$16,000,000
1996	WSOC-F	From EZ	to Amer. Radio Syst.	\$50,000,000
1996	Evergreen's Charlotte stns		traded to ARS.	W/OQ, WUSL-F in Phila. + \$10.0 mil.
1996	WNKS-F, WRFX-F, WSSS-F	Trade From ARS	to SFX	TDR-F + \$65.0 mil Canceled
1996	WSIC/WFMX-F	From Benchmark	to Capstar	\$13,100,000
1997	WRFX-F	Traded by ARS	to SFX	WDSY-F (Pitts.) + \$20 mil.
1997	WKKT-F	From SFX	to Hicks/Chancellor	\$41,000,000
1997	WLYT-F	From SFX	to Hicks/Chancellor	\$39,000,000
1997	WRFX-F	From SFX	to Hicks/Chancellor	\$59,000,000
1997	WGIV, WBAV-F	From Amer. Radio Syst.	to CBS	\$25,000,000
1997	WFNZ	From Amer. Radio Syst.	to CBS	\$2,000,000
1997	WNKS-F	From Amer. Radio Syst.	to CBS	\$20,000,000
1997	WPEG-F	From Amer. Radio Syst.	to CBS	\$65,000,000
1997	WSOC-F	From Amer. Radio Syst.	to CBS	\$80,000,000
1997	WSSS-F	From Amer. Radio Syst.	to CBS	\$18,000,000
1998	WLTC			\$162,000
1998	WABZ-F	From William Norman		\$1,275,000
1998	WABZ-F		Sold to Susquehanna	\$1,650,000
1998	WCGC	From Hiker	to GHB	\$250,000
1998	WTLT (1480)		Sold to Hibemia	\$900,000
20-Sep-99	WDEX AM	Ford Broadcasting	New Life Commun. Temple	Price NA
13-Mar-00	WCCJ FM	Davis	Radio One	Group: \$24,000,000; cash & stock
21-Mar-00	WIXE AM	Bonita Bequet	Multicultural	\$369,936.74

Charlottesville, VA

1999 ARB Rank: 222	1999 Revenue: \$7,200,000	Manager's Market Ranking (current): 3.1
1999 MSA Rank: 236	Rev per Share Point: \$117,647 61.2	Manager's Market Ranking (future) : 3.2
1999 DMA Rank: 193	Population per Station: 14,411 9	
1999 Rev Rank: 167 of 173	1999 Revenue Change: 8.3	Five-year revenue gain % (94-99): 41.1

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	5.1	5.5	5.9	6.4	6.6	7.2					
Yearly Growth Rate (94-99): 5.8% assigned											
Projected Revenue Estimates:							7.80	8.10	8.30	8.90	9.50
Revenue per Capita:	35.92	38.19	40.68	43.53	43.42	46.75					
Yearly Growth Rate (94-99): 4.7% assigned											
Projected Revenue per Capita:							48.95	51.25	53.66	56.18	58.82
Resulting Revenue Estimate:							7.6	8.1	8.6	9.0	9.6
Revenue as % of Retail Sales:	0.0036	0.0037	0.0041	0.0043	0.0042	0.0043					
Mean % (94-99) 0.00425%											
Resulting Revenue Estimate:							7.5	7.7	8.0	8.5	8.9
MEAN REVENUE ESTIMATE:							7.6	8.0	8.3	8.8	9.3

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.142	0.144	0.145	0.147	0.152	0.154	0.156	0.158	0.160	0.161	0.163
Retail Sales (billions):	1.43	1.48	1.44	1.48	1.57	1.67	1.75	1.82	1.89	2.00	2.10

Below-the-Line Listening Shares:

Unlisted Station Listening:	4.1
Total Lost Listening:	34.7
Available Share Points:	38.8
Number of Viable Stations:	61.2
Average Share Points per Viable Station:	8
Rev. per Available Share Point:	7.7
Estimated Rev. for Mean Station:	\$117,647
Average HH Income:	\$906,000
Average Age:	\$45,819
Average Education:	34.5
Average Home Value:	12.2
Population Change (1998-2003):	\$131,200
Retail Sales Change (1998-2003):	5.9
Cable Penetration:	25.9
Number of Class B or C FMs:	64
	2

Confidence Levels

1999 Revenue Estimates:	Below normal
2000-to-2004 Revenue Estimates:	Below normal

Comments: Managers predict 7 to 8% revenue growth in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 81.0	<\$20: 21.2	12-to-24 24.1	Non High School Grad: 22.6
Black: 16.2	\$20-\$49.9: 34.5	25-to-54 53.0	High School Grad: 22.7
Amer. Indian: 0.1	\$50-\$99.9: 31.2	55-plus 22.8	College 1-3 years: 21.2
Asian/Pac. Isl.: 2.6	\$100+: 13.1		College 4+ years: 33.5
Hispanic: * 1.5			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
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INC 500 Companies

Employment Breakdowns

By Industry:
Charlottesville, VA MSA Total

1 Educational Svcs.	12,205	15.96%
2 Retail Trade	11,671	15.26%
3 Health Svcs.	9,411	12.31%
4 Manufac., Durables	6,134	8.02%
5 Other Prof. Svcs.	5,518	7.22%
6 Construction	5,484	7.17%
7 Fin., Ins. & Real Estate	4,603	6.02%
8 Manufac., Non-Durables	3,415	4.47%
9 Pub. Admin.	3,169	4.14%
10 Personal Svcs.	2,710	3.54%

By Occupation:

Professional	15,525	20.31%
Admin. Support/Clerical	12,220	15.98%
Exec., Admin. & Managerial	9,296	12.16%
Precis. Produc./Craft/Repair	8,357	10.93%
Sales	8,326	10.89%
Svc., Exclud. Protective & HH	7,815	10.22%
Technicians & Support	3,958	5.18%
Machine Oprs., Fab., Assemb., & Inspec.	3,131	4.10%
Transportation & Moving	2,174	2.84%
Farm., Forestry & Fishing	2,135	2.79%

Total Metro Employees	76,457
Top 10 Total Employees	64,320 84.13%

NOTE:

Largest Local Banks (Assets \$000,000)		Colleges and Universities (# of Students)		Military Bases (# of personnel)		Unemployment
Guaranty Bank	\$235	U. of Virginia	21,156			
F & M Bk-Ctrl Virginia	\$88	Piedmont Virginia CC	2,102			
Virginia National Bank	\$47	Mary Baldwin Coll.	1,451			
Albemarle First Bank	\$13					
		Total Students (FT & PT)	24,709			

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations

WCYK-F	WUMX-F	WWWV-F
WINA	WUVA-F	
WKAV	WVAO-F	
WQMZ-F	WVSY-F	

Highest Billing Radio Entities (includes duopolies and combos)

1	Charlottesville Broadcasting Corp.: WINA AM, WQMZ FM	\$1,910,000	26.5
2	Clear Channel Communications: WCYK FM, WKAV AM, WVAO FM, WVSY FM, WCHV AM	\$1,760,000	24.4
3	Air Virginia, Inc.: WUMX FM	\$1,400,000	19.4
4	Eure Communications, Inc.: WWWV FM	\$1,300,000	18.1
5	WUVA, Inc.: WUVA FM	\$630,000	8.8

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WVIR-TV	Charlottesville	29	NBC	Waterman	
WHTJ	Charlottesville	41	S:WCVE		Ctl. VA ETV
W55CT	Charlottesville	55	PAX	Tiger Eye	

Major Daily Newspapers

	AM	PM	Sun	Owner
Daily Progress	30,812		34,848	Media General Inc. (VA Newspapers)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television		NM	
Radio	\$7,200,000	NM	0.0043
Newspaper		NM	
Outdoor		NM	
Cable TV		NM	
Media Total	\$7,200,000		0.0043

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WUMX FM	AC	\$1,400,000	19.4
2 WWWV FM	AOR	\$1,300,000	18.1
3 WINA AM	FS	\$1,150,000	16.0
4 WCYK FM	C	\$1,100,000	15.3
5 WQMZ FM	CHR/AC	\$760,000	10.6
6 WUVA FM	B	\$630,000	8.8
7 WKAV AM	ST	\$220,000	3.1
8 WVAO FM	O	\$200,000	2.8
9 WVSY FM	B/O	\$140,000	1.9
10 WCHV AM	B	\$100,000	1.4

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1992	WKAV			\$120,000
1993	WKAV		Sold to owners of WINA, WQMZ-F	\$120,000
1993	WCYK A/F (Crozet)		Sold to Clark	\$1,150,000 (E)
1996	WUMX-F			\$1,100,000
1997	WCHV/WWWV-F	Merged w/WINA, WKAV, WQMZ-F		\$6,200,000
1998	WCHV/WWWV-F	Merger w/WINA, etc.,		Canceled
4-Jun-99	WCYK FM	Clark Broadcasting	Clear Channel with WVAO FM, WVSY FM:	\$6,350,000
4-Jun-99	WVAO FM	Clark Broadcasting	Clear Channel with WCYK FM, WVSY FM:	\$6,350,000
4-Jun-99	WVSY FM	Clark Broadcasting	Clear Channel with WCYK FM, WVAO FM:	\$6,350,000
10-Dec-99	WCHV AM	Eure Communications	Clear Channel With WKAV:	\$900,000
10-Dec-99	WKAV AM	Charlottesville Broadcasting	Clear Channel With WCHV:	\$900,000
26-Apr-00	WUMX FM	Air Virginia, Inc.	Clear Channel	\$5,900,000

Market's Best

NO WEATHER DATA AVAILABLE

NOTE:

1999 ARB Rank: 104	1999 Revenue: \$21,100,000	Manager's Market Ranking (current): 3.2
1999 MSA Rank: 113	Rev per Share Point: \$249,115 84.7	Manager's Market Ranking (future) : 3.4
1999 DMA Rank: 87	Population per Station: 18,600 21	
1999 Rev Rank: 85 of 173	1999 Revenue Change: 3.8	Five-year revenue gain % (94-99): 35.3

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	15.6	16.0	17.7	18.6	20.3	21.1					
Yearly Growth Rate (94-99): 5.9%	assigned										
Projected Revenue Estimates:							23.00	24.10	25.00	26.40	28.10
Revenue per Capita:	35.37	36.04	39.51	41.33	44.91	46.47					
Yearly Growth Rate (94-99): 6.7%	assigned										
Projected Revenue per Capita:							49.58	52.90	56.45	60.23	64.26
Resulting Revenue Estimate:							22.6	24.2	26.0	27.8	29.8
Revenue as % of Retail Sales:	0.0037	0.0036	0.0038	0.0038	0.0038	0.0038					
Mean % (94-99): 0.00380%											
Resulting Revenue Estimate:							23.2	23.9	24.7	25.5	26.6
MEAN REVENUE ESTIMATE:							22.9	24.1	25.2	26.6	28.2

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.441	0.445	0.448	0.450	0.452	0.454	0.456	0.458	0.460	0.462	0.464
Retail Sales (billions):	4.20	4.50	4.70	4.90	5.20	5.60	6.10	6.30	6.50	6.70	7.00

Below-the-Line Listening Shares:	0.5
Unlisted Station Listening:	14.8
Total Lost Listening:	15.3
Available Share Points:	84.7
Number of Viable Stations:	13
Average Share Points per Viable Station:	6.5
Rev. per Available Share Point:	\$249,115
Estimated Rev. for Mean Station:	\$1,619,000
Average HH Income:	\$35,268
Average Age:	37.4
Average Education:	11
Average Home Value:	\$77,200
Population Change (1998-2003):	2.3
Retail Sales Change (1998-2003):	29.9
Cable Penetration:	71
Number of Class B or C FMs:	5

Confidence Levels

1999 Revenue Estimates: Normal
 2000-to-2004 Revenue Estimates: Normal

Comment: Market reports revenue to Hungerford. Several stations do not cooperate, so estimates were made. Managers predict 4% to 6% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 84.1	<\$20: 28.5	12-to-24 20.5	Non High School Grad: 31.6
Black: 14.6	\$20-\$49.9: 38.4	25-to-54 52.5	High School Grad: 29.4
Amer. Indian: 0.2	\$50-\$99.9: 25.4	55-plus 27.0	College 1-3 years: 23.0
Asian/Pac. Isl.: 1.0	\$100+: 7.6		College 4+ years: 16.1
Hispanic: * 1.0			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Food Products	Provident Cos. 393		McKee Foods 261
Fabricated Metals			
Clothing			
Explosives			
Porcelain Electrical Supplies			

INC 500 Companies

Big River Brewery 365

Employment Breakdowns

By Industry:

Chattanooga, TN-GA MSA Total

1 Retail Trade	35,965	16.74%
2 Manufac., Non-Durables	32,015	14.90%
3 Health Svcs.	17,874	8.32%
4 Manufac., Durables	17,683	8.23%
5 Educational Svcs.	15,011	6.99%
6 Fin., Ins. & Real Estate	14,704	6.84%
7 Construction	13,001	6.05%
8 Wholesale Trade	10,686	4.97%
9 Other Prof. Svcs.	10,633	4.95%
10 Commun. & Other Pub. Util.	10,444	4.86%
Total Metro Employees	214,822	
Top 10 Total Employees	178,016	82.87%

By Occupation:

Admin. Support/Clerical	33,275	15.49%
Professional	27,083	12.61%
Sales	26,705	12.43%
Precis. Produc./Craft/Repair	26,309	12.25%
Exec., Admin. & Managerial	22,827	10.63%
Machine Oprs., Fab., Assemb., & Inspec.	22,747	10.59%
Svc., Exclud. Protective & HH	21,431	9.98%
Transportation & Moving	11,202	5.21%
Handlers, Cleaners, Help., Laborers	9,613	4.47%
Technicians & Support	6,959	3.24%

NOTE:

Largest Local Banks (Assets \$000,000)

SunTrust Bk Chattanooga NA	\$1,587
Northwest Georgia Bk	\$298
Citizens Tri-Cnty Bk	\$159
Volunteer Bank and Trust	\$153
Bk of La Fayette	\$134
Cornerstone Community Bank	\$100
Rossville Bank	\$95
Gateway Bank & Trust	\$74

Colleges and Universities (# of Students)

U. of Tennessee: Chattanooga	8,459
Chattanooga State Technical CC	5,943
Lee U.	3,088
Cleveland State CC	2,223
Southern Adventist U.	1,724
Tennessee Temple U.	654
Electronic Computer Prog. Coll. (and more)	300
Total Students (FT & PT)	22,391

Military Bases (# of personnel)

Catoosa Training Site	Training Ctr.
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Unemployment

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Logan Agency
Miller Reid
Don Flanders

Viable Stations			
WDEF-F	WGOW-F	WLOV-F	WUSY-F
WDOD	WJTT-F	WNOO/WBDX-F	
WDOD-F	WKXJ-F	WOGT-F	
WGOW	WLMX-F	WSKZ-F	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WRCB-TV	Chattanooga	3	NBC	Sarkes Tarzian	
WTVC	Chattanooga	9	ABC	Freedom	
WDEF-TV	Chattanooga	12	CBS	Media General	
WYHB-LP	Chattanooga	39	WB		
WTCI	Chattanooga	45	PBS		
WFLI-TV	Chattanooga	53	UPN	Lambert	
WDSI-TV	Chattanooga	61	FOX	Pegasus	

**Highest Billing Radio Entities
(includes duopolles and combos)**

	Combined Revenue	Revenue Share
1 Clear Channel: WUSY FM, WKXJ FM, WRXR FM, WLOV FM, WUUS AM	\$7,920,000	37.5
2 Citadel Communications Corp.: WSKZ FM, WGOW AF, WOGT FM	\$5,050,000	23.9
3 Bahakel Communications, Inc.: WDEF AF, WDOD FM, WDOD AM	\$4,643,000	22
4 Brewer Broadcasting Corp.: WJTT FM, WMPZ FM, WALV FM, WBAC AM	\$2,130,000	10.1
5 Partners for Christian Radio, Inc.: WBDX FF	\$480,000	2.3
6 Pye Broadcasting, Inc.: WNOO AM	\$210,000	1

Major Daily Newspapers

	AM	PM	Sun	Owner
Times/Free Press	81,348			Walter Hussman

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$47,600,000	39%	0.0085
Radio	\$21,100,000	17%	0.0038
Newspaper	\$44,000,000	36%	0.0079
Outdoor	\$4,500,000	4%	0.0008
Cable TV	\$4,300,000	4%	0.0008
Media Total	\$121,500,000		0.0218

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Chattanooga				
Major Radio Station Sales Since 1994				
1994	WJOC (1490)			\$125,000
1994	FM CP		Sold to Wicks	\$440,000
1994	WDEF A/F	From Park	to Tomlin/Knapp	\$3,300,000
1996	WDEF A/F	From Tomlin (Park)	to Bahakel	\$7,700,000
1996	WFXS-F		Sold to Bloomington	\$1,140,000
1996	WMPZ-F (Ringgold, GA)		Sold to WJTT-F owner	\$960,000
1997	WJOC (1490)			230,000
1998	WUSY-F	From Colonial	to Cumulus	\$21,300,000
1998	WBAC/WALV-F		Sold to Brewer	\$1,500,000
1998	WGOW-AF/WSKZ-F/ WOGT-F	From Bloomgtn	to Mgrmnt Gp.	\$66,812,850
1998	WBDX-F			\$1,189,395
1998	WDRZ-F		Sold to WBDX-F owner	
1998	WLMX-AF	From Wicks	to Cumulus	\$3,800,000
1998	WZST-F	From Wicks	to Cumulus	\$1,700,000
1998	WKXJ-F		Sold to Cumulus	\$3,000,000
1998	WSDT	From L. Bearden	to Willis	\$65,000
23-Jan-00	WGOW AM	Bloomington	Citadel	Group purchase: \$176,000,000
23-Jan-00	WGOW FM	Bloomington	Citadel	Group purchase: \$176,000,000
23-Jan-00	WOGT FM	Bloomington	Citadel	Group purchase: \$176,000,000
23-Jan-00	WSKZ FM	Bloomington	Citadel	Group purchase: \$176,000,000

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WUSY FM	C	\$6,500,000	30.8
2 WDEF AF	SAC	\$2,920,000	13.8
3 WSKZ FM	AOR/CL	\$2,750,000	13.0
4 WJTT FM	B	\$1,840,000	8.7
5 WDOD FM	AOR/NR	\$1,520,000	7.2
6 WGOW AF	N/T	\$1,200,000	5.7
7 WOGT FM	C	\$1,100,000	5.2
8 WKXJ FM	CHR	\$600,000	2.8
9 WRXR FM	AOR	\$500,000	2.4
10 WBDX FF	REL/CC	\$480,000	2.3
11 WLOV FM	B/O	\$320,000	1.5
12 WMPZ FM	J	\$290,000	1.4
13 WNOO AM	B	\$210,000	1.0
14 WDOD AM	ST	\$203,000	1.0

Market's Best

Best Restaurants: Loft, 212 Market, Perry's, Grady's.

Best Hotels: Read House, Holiday Inn Choo Choo, Marriott.

Best Golf Courses: The Honors Course.

NO WEATHER DATA AVAILABLE
See Knoxville for an approximation

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	87.5	\$17,457,000	3.0
National	12.5	\$2,563,000	1.0

NOTE: Trade equals 5% of local. In 1998 it was 4.4%.

Chicago

1999 ARB Rank:	3	1999 Revenue:	\$519,000,000	Manager's Market Ranking (current):	4.8
1999 MSA Rank:	3	Rev per Share Point:	\$5,838,020 88.9	Manager's Market Ranking (future) :	4.6
1999 DMA Rank:	3	Population per Station:	162,439 44		
1999 Rev Rank:	3 of 173	1999 Revenue Change:	20.6	Five-year revenue gain % (94-99):	71.3

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	296.0	319.0	337.6	374.7	412.2	519.0						
Yearly Growth Rate (94-99):	7.4% assigned											
Projected Revenue Estimates:							565.00	585.40	623.30	671.00	724.50	
Revenue per Capita:	34.54	37.05	38.89	43.02	47.05	57.54						
Yearly Growth Rate (94-99):	7.1% assigned											
Projected Revenue per Capita:							61.63	66.01	70.69	75.71	81.09	
Resulting Revenue Estimate:							545.4	587.5	632.7	681.4	733.0	
Revenue as % of Retail Sales:	0.0039	0.0040	0.0042	0.0045	0.0049	0.0057						
Mean % (94-99)	0.00570% assigned											
Resulting Revenue Estimate:							534.1	542.6	556.9	580.8	601.4	
							MEAN REVENUE ESTIMATE:					548.2 571.8 604.3 644.4 686.3

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	8.570	8.620	8.680	8.710	8.760	8.810	8.850	8.900	8.950	9.000	9.040
Retail Sales (billions):	75.80	79.30	80.50	82.80	84.90	88.90	93.70	95.20	97.70	101.90	105.50

Below-the-Line Listening Shares:	0
Unlisted Station Listening:	11.1
Total Lost Listening:	11.1
Available Share Points:	88.9
Number of Viable Stations:	25.5
Average Share Points per Viable Station:	3.5
Rev. per Available Share Point:	\$5,838,020
Estimated Rev. for Mean Station:	\$20,433,000
Average HH Income:	\$54,494
Average Age:	35.2
Average Education:	12.7
Average Home Value:	\$148,500
Population Change (1998-2003):	2.7
Retail Sales Change (1998-2003):	20
Cable Penetration:	65
Number of Class B or C FMs:	22

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports to Hungerford. WNIB-F, WFMT-F, WAIT, WVON and some other rated stations do not cooperate so estimates were made. Managers predict 12 to 14% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	75.6	<\$20: 17.5	12-to-24 20.9
Black:	19.5	\$20-\$49.9: 28.3	25-to-54 54.9
Amer. Indian:	0.2	\$50-\$99.9: 35.0	55-plus 24.2
Asian/Pac. Isl.:	4.6	\$100+: 19.2	
Hispanic: *	14.8		

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Iron and Steel	Sears Roebuck 15	Abbot Laboratories	Alliant Foodservice/1995 19
Finance	Motorola 34	Bank One Corporation	Marmon Group 21
Communications	Allstate 42	FMC Corporation	Martin-Brower 55
Electronics	Bank One Corp. 44	GATX Corporation	H Group Holding 72
Meat Products	Sara Lee 64	Heller Financial, Inc.	Eby-Brown 75
Nuclear Research	UAL 82	Hollinger International	BDO International 94
Food Processing	Ameritech 87	Navistar International	Grant Thornton 97
Printing/Publishing	Walgreen 98	Northern Trust Corp.	Packaging Corp of America 102
Transportation	Abbott Laboratories 133 (and more)	Old Republic Int'l Corp. (and more)	Comark 111 (and more)

INC 500 Companies

CyberTech Systems	5
Infote	14
Ingear	33
Prism Mortgage	36
InterAccess	66
Heartland Home, Fin	73
Comnet International	110
Aquascape Designs	116
Energy Savings	125
Record Technologies	140
Account Resource	159
InstallShield Software	179
Johnsson Group	218
Aspen Consulting	227
Plitt	276
(and more)	

Employment Breakdowns

By Industry:	Chicago, IL PMSA Total
1 Retail Trade	627,409 15.95%
2 Manufac., Durables	451,015 11.47%
3 Fin., Ins. & Real Estate	355,592 9.04%
4 Manufac., Non-Durables	315,479 8.02%
5 Health Svcs.	306,543 7.79%
6 Other Prof. Svcs.	293,333 7.46%
7 Educational Svcs.	282,177 7.17%
8 Wholesale Trade	222,173 5.65%
9 Transportation	219,515 5.58%
10 Bus. & Repair Svcs.	214,988 5.47%
Total Metro Employees	3,932,950
Top 10 Total Employees	3,288,224 83.61%

By Occupation:

Admin. Support/Clerical	730,361 18.57%
Professional	570,549 14.51%
Exec., Admin. & Managerial	569,873 14.49%
Sales	502,450 12.78%
Precis. Produc./Craft/Repair	403,189 10.25%
Svc., Exclud. Protective & HH	361,176 9.18%
Machine Oprs., Fab., Assemb., & Inspec.	251,674 6.40%
Handlers, Cleaners, Help., Laborers	153,697 3.91%
Transportation & Moving	139,820 3.56%
Technicians & Support	138,552 3.52%

NOTE:

Largest Local Banks (Assets \$000,000)

First Natl Bk of Chicago	\$68,940
LaSalle Bank Nat'l Association	\$23,748
Northern Tr Co	\$22,858
Natl City Bank of MI/IL	\$19,087
Harris Tr & Svgs Bk	\$18,204
Am. Natl Bk & Tr Co of Chicago	\$9,870
First Midwest Bank, NA	\$5,021
TCF National Bank Illinois	\$3,414

Colleges and Universities (# of Students)

C of DuPage	26,257
U. of Illinois at Chicago	24,564
De Paul U.	17,765
Northwestern U.	15,393
Triton Coll.	15,305
Loyola U. of Chicago	13,083
U. of Chicago	12,132
(and more)	
Total Students (FT & PT)	313,723v

Military Bases (# of personnel)

Great Lakes Naval Trng Cntr	12,735
Chicago-O'hare IAP ARS	10

Unemployment

Dec 82	11.20%	Jul 91	6.20%
Sep 83	9.90%	Jul 92	7.90%
Sep 84	8.10%	Jul 93	6.80%
Aug 85	8.20%	Jul 94	5.60%
Aug 86	7.40%	Jul 95	4.70%
Aug 87	6.30%	Jul 96	5.00%
Aug 88	6.20%	Aug 98	4.00%
Jul 89	4.90%	Dec 99	3.80%
Jul 90	6.10%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Bayer Bess	Western Int.
Kelly, Scott	Leo Bumette
BBDO	CPM

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WBBM-TV	Chicago	2	CBS	CBS	
WMAQ-TV	Chicago	5	NBC	NBC	
WLS-TV	Chicago	7	ABC	ABC	
WGN-TV	Chicago	9	WB	Tribune	
WTTW	Chicago	11	PBS	WFMT	
WYCC	Chicago	20		Comm. Col.	
W23AT	Chicago	23	IND	Weigel	
WCIU-TV	Chicago	26	WB/IND		Weigel
WFLD	Chicago	32	FOX	Fox	
WCPX	Chicago	38	PAX	Paxson	
WSNS	Chicago	44	TEL	Telemundo	
WPWR-TV	Gary, IN	50	UPN		
WEHS-TV	Aurora	60	IND	USA	
WJYS	Hammond, IN	62	IND		
WGBO-TV	Joliet	66	UNI	Univision	

Major Daily Newspapers

	AM	PM	Sun	Owner
Tribune	673,508		1,019,458	Tribune Co.
Sun-Times	485,666		411,334	Hollinger International Inc.
Daily Southtown	51,171		60,257	Hollinger International Inc.
Defender	13,799			Sengstacke Newspapers

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$1,060,000,000	40%	0.0119
Radio	\$519,000,000	20%	0.0058
Newspaper	\$910,000,000	35%	0.0102
Outdoor	\$87,600,000	3%	0.0010
Cable TV	\$46,000,000	2%	0.0005
Media Total	\$2,622,600,000		0.0294

NOTE: Use Newspaper and Outdoor estimates with caution.

Viable Stations

WAIT	WJMK-F	WMVP (1/2)	WUBT-F
WBBM	WKQX-F	WNIB-F	WUSN-F
WBBM-F	WLEY-F	WNND-F	WVAZ-F
WCKG-F	WLIT-F	WNUA-F	WXCD-F
WFMT-F	WLS	WOJO-F/WIND	WXRT-F
WGCI-AM	WLUP-F	WSCR	
WGN	WMAQ	WTMX-F	

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WGN AM	FS	\$38,200,000	7.4
2 WGCI FM	B	\$34,900,000	6.7
3 WUSN FM	C	\$34,400,000	6.6
4 WBBM FM	CHR/D	\$26,300,000	5.1
5 WVAZ FM	B/A/C	\$25,800,000	5.0
6 WBBM AM	N	\$25,775,000	5.0
7 WNUA FM	J	\$25,700,000	5.0
8 WXRT FM	AOR/P	\$25,400,000	4.9
9 WKQX FM	AOR/NR	\$24,600,000	4.7
10 WCKG FM	T	\$24,400,000	4.7
11 WLIT FM	SAC	\$22,800,000	4.4
12 WTMX FM	AC/NR	\$22,775,000	4.4
13 WJMK FM	O	\$22,600,000	4.4
14 WMAQ AM	N	\$20,700,000	4.0
15 WUBT FM	B/O	\$16,850,000	3.2
16 WLS AM	T	\$15,900,000	3.1
17 WNND FM	AC	\$14,600,000	2.8
18 WLEY FM	SP	\$12,900,000	2.5
19 WOJO FM	SP	\$12,800,000	2.5
20 WXCD FM	CL AOR	\$11,700,000	2.3
21 WLUP FM	CL AOR	\$11,400,000	2.2
22 WSCR AM	SPRTS	\$9,000,000	1.7
23 WMVP AM	SPRTS	\$7,690,000	1.5
24 WNIB FM	CL AOR	\$5,900,000	1.1
25 WFMT FM	CL	\$5,100,000	1.0
26 WIND AM	SP	\$5,000,000	1.0
27 WAIT AM	ST	\$4,000,000	0.8
28 WGCI AM	B/G	\$3,300,000	0.6
29 WKIE FF	CHR	\$2,600,000	0.5
30 WLXX AM	SP	\$1,700,000	0.3
31 WTAQ AM	SP	\$1,500,000	0.3

Market's Best

Best Restaurants: Le Francais, Scoozi, Ruth's Chris', Palm, Mortons, Shaw's Crab House, Pump Room, Gene & Georgetti's, Avanzare, Carlucci's, Buckingham's (134 single malts).

Best Hotels: Four Seasons, Ritz Carlton, Nikko, Park Hyatt, Whitehall, Ambassador East, Mayfair Regent.

Best Golf Courses: Medinah (#3), Butler, Chicago G.C., Olympia Fields (North), Kemper Lakes, Cog Hill (#4), Wynstone, Catigny, Skokie CC, Conway Farms.

NOTE:

Radio Revenue Breakdowns				Highest Billing Radio Entities (includes duopolies and combos)	Combined Revenue	Revenue Share
Local	Pct	Revenue	Pct change	1 CBS/Infinity: WUSN FM, WBBM FM, WBBM AM, WXRT FM, WCKG FM, WJMK FM, WMAQ AM, WSCR AM	\$188,575,000	36.3
National	72.8	\$360,747,000	21.0	2 Clear Channel Communications: WGCI FM, WVAZ FM, WNUA FM, WLIT FM, WUBT FM, WGCI AM	\$129,350,000	24.9
Network	25.1	\$124,338,000	24.0	3 Bonneville International Corp.: WTMX FM, WNND FM, WLUP FM	\$48,775,000	9.4
	2.1	\$10,547,000	156.0	4 Tribune Broadcasting: WGN AM	\$38,200,000	7.4
				5 ABC Inc.: WLS AM, WXCD FM, WMVP AM, WTAQ AM, WTUA AM	\$36,790,000	7.1
				6 Emmis Broadcasting: WKQX FM	\$24,600,000	4.7
				7 Hispanic Broadcasting Corp.: WOJO FM, WIND AM, WLXX AM	\$19,500,000	3.8
				8 Spanish Broadcasting System: WLEY FM	\$12,900,000	2.5
				9 Northern Illinois Bcstg Co.: WNIB FM, WNIZ FM	\$5,900,000	1.1
				10 Chicago Educational TV Association: WFMT FM	\$5,100,000	1
				11 Pride Communications: WAIT AM, WJOL AM, WJTW FM, WLIP AM, WLLI FM, WZSR FM	\$4,000,000	0.8
				12 Big City Radio: WKIE FM	\$2,600,000	0.5

NOTE: Trade equals 2% of local. In 1998 it was 2.2%.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1993				
1994	WJPC A/F	From Johnson Publishing	to Bdcst Ptnrs	\$8,000,000
1995	WEJM A/F	From Bdcst Ptnrs	to Evergreen	\$9,000,000
1995	WVAZ-F	From Bdcst Ptnrs	to Evergreen	\$48,000,000
1995	WSCR, WXRT-F	From Diamond	to Westinghouse	\$77,000,000
1995	WOPA		Sold to Heffel	\$4,500,000
1995	WNUA-F	From Pyramid	to Evergreen	\$59,000,000 (E)
1995	WLS A/F	From Cap Cities/ABC	to Disney	\$47,000,000 (E)
1995	WBBM A/F	From CBS	to Westinghouse	\$95,000,000 (E)
1996	WCRW(1240)		Sold to Diamond	\$564,000
1996	WCKG-F	From Cox	to Infinity	\$42,000,000
1996	WYSY-F	From Cox	to Infinity	\$22,000,000
1996	WJJD	From Infinity	to Westinghouse	\$13,000,000
1996	WJMK-F	From Infinity	to Westinghouse	\$130,000,000
1996	WUSN-F	From Infinity	to Westinghouse	\$225,000,000
1996	WCKG-F	From Infinity	to Westinghouse	\$73,000,000
1996	WYSY-F	From Infinity	to Westinghouse	\$29,000,000
1996	WIND, WOJO-F	From Tichenor	to Heffel	
1996	WPNT-F	From Century	to Evergreen	\$68,000,000
1996	WSCR(820)	From Westinghouse	to Douglas	\$7,500,000
1996	WYSY-F	From Infinity	to SBS	\$29,000,000
1996	WAUR(Aurora)		Sold to Children's Radio	\$3,900,000
1996	WEMG-F(Crete, IL)		Sold to George Flinn	\$2,500,000
1997	WEJM	From Evergreen	to Douglas	\$7,500,000
1997	WEJM-F	From Evergreen	to Crawford	\$14,700,000
1997	WLIT-F	From Viacom	to Chancellor	\$125,000,000
1997	WGCI-AF	From Gannett	to Chancellor	\$140,000,000
1997	WLUP-F	From Chancellor	to Bonneville	\$90,000,000
1997	WPNT-F	From Chancellor	to Bonneville	\$70,000,000
1997	WVX-F	From Douglas	to Odyssey	\$9,500,000
	(103.1, Highland Park)			
1997	WJDK-F(103.1, Morris)		Sold to Odyssey	\$1,100,000
1997	WEMG-F(102.3, Crete)		Sold to Crawford	\$1,800,000
1997	WEJM	From Douglas	to One-on-One	\$10,000,000
1997	WSBC(1240)			\$5,500,000
1997	WCFJ		Sold to WSBC owner	\$425,000
	(1470: Chicago Hts)			
1998	WLTH	From P. Marshall		\$650,000
1998	WL BK/WDEK-F		Sold to Big City	\$4,500,000
1998	WAUR	From Children's	to Catholic	
1998	WLRT-F		Sold to Big City	\$5,000,000
1998	WCBR-F	From D. Peters	to Big City	
1998	WYPA			
1998	WTAQ/WTAU	From Lotus	to Disney	
1998	WMVP	From Chancellor	to ABC/Disney	\$21,000,000
1998	WWCA	From Willis	to Alliance	\$2,100,000
1998	WKRS/WXLC	From Spring	to C.Devine/B. Buzil	\$4,300,000
17-May-99	WYPA AM	Douglas	Catholic Radio Network	\$10,500,000
15-Sep-99	WNDZ AM	Douglas Broadcasting	Z-Spanish	Price NA
11-Jan-00	WAUR AM	Catholic Radio Network	Saul Acquisition	\$4,400,000

WEATHER DATA

Elevation:			607
Annual Precipitation:			33.5 in.
Annual Snowfall:			40.7 in.
Average Windspeed:			10.3 (W)
		TOTAL YEAR	
Avg. Max. Temp:	JAN	JUL	59.4
Avg. Min. Temp:	31.5	84.4	41.8
Average Temp:	17.0	65.0	50.6
	24.3	74.4	

1999 ARB Rank: 26	1999 Revenue: \$122,300,000	Manager's Market Ranking (current): 4.5
1999 MSA Rank: 31	Rev per Share Point: \$1,498,775 81.6	Manager's Market Ranking (future) : 4.5
1999 DMA Rank: 32	Population per Station: 76,571 21	
1999 Rev Rank: 19 of 173	1999 Revenue Change: 8.5	Five-year revenue gain % (94-99): 77.2

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	69.0	79.2	90.2	100.2	111.9	122.3						
Yearly Growth Rate (94-99): 7.2%	assigned											
Projected Revenue Estimates:							134.00	140.00	151.00	162.10	173.10	
Revenue per Capita:	36.32	41.47	46.74	51.91	57.68	62.40						
Yearly Growth Rate (94-99): 6.0%	assigned											
Projected Revenue per Capita:							66.14	70.11	74.31	78.77	83.50	
Resulting Revenue Estimate:							131.0	140.2	149.4	159.1	170.3	
Revenue as % of Retail Sales:	0.0041	0.0044	0.0048	0.0052	0.0054	0.0055						
Mean % (94-99) 0.00550%												
Resulting Revenue Estimate:							130.9	135.3	139.7	145.2	153.5	
							MEAN REVENUE ESTIMATE: 132.0 138.5 146.7 155.5 165.6					

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	1.900	1.910	1.930	1.930	1.950	1.960	1.980	2.000	2.010	2.020	2.040
Retail Sales (billions):	16.90	17.90	18.70	19.40	20.60	22.00	23.80	24.60	25.40	26.40	27.90

Below-the-Line Listening Shares:	5.2
Unlisted Station Listening:	13.2
Total Lost Listening:	18.4
Available Share Points:	81.6
Number of Viable Stations:	14
Average Share Points per Viable Station:	5.8
Rev. per Available Share Point:	\$1,498,775
Estimated Rev. for Mean Station:	\$8,693,000
Average HH Income:	\$43,039
Average Age:	35.4
Average Education:	11.6
Average Home Value:	\$95,700
Population Change (1998-2003):	2.9
Retail Sales Change (1998-2003):	28.5
Cable Penetration:	64
Number of Class B or C FMs:	11

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports to Miller, Kaplan and all viable stations cooperate. Managers predict 7 to 8% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 85.9	<\$20: 22.7	12-to-24 21.4	Non High School Grad: 25.0
Black: 12.9	\$20-\$49.9: 34.2	25-to-54 53.4	High School Grad: 31.6
Amer. Indian: 0.1	\$50-\$99.9: 31.5	55-plus 25.2	College 1-3 years: 23.4
Asian/Pac. Isl.: 1.0	\$100+: 11.7		College 4+ years: 20.0
Hispanic: * 0.7			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Machine Tools	Procter & Gamble 17	Ashland Inc.	Formica 439
Detergents	Kroger 36	American Financial Group	Ris Paper 470
Automotive	Federated Dept Stores 95	Chiquita Brands Int'l	
Engines	Ashland 242	Cinergy Corp.	
Chemicals	Cinergy 279	Cintas Corporation	
Aircraft Engines	American Financial 381	E.W. Scripps Company	
		Fifth Third Bancorp	
		Kroger Company	
		Procter & Gamble Co.	
		Provident Financial Group	

INC 500 Companies

CSA 272

Employment Breakdowns

By Industry:

Cincinnati, OH-KY-IN PMSA Total

1 Retail Trade	137,454	17.55%
2 Manufac., Durables	88,093	11.25%
3 Manufac., Non-Durables	70,695	9.03%
4 Health Svcs.	70,160	8.96%
5 Educational Svcs.	55,182	7.05%
6 Fin., Ins. & Real Estate	51,566	6.59%
7 Other Prof. Svcs.	50,209	6.41%
8 Wholesale Trade	47,934	6.12%
9 Construction	47,023	6.01%
10 Bus. & Repair Svcs.	36,783	4.70%

Total Metro Employees 783,026
Top 10 Total Employees 655,099 83.66%

By Occupation:

Admin. Support/Clerical	134,391	17.16%
Professional	110,522	14.11%
Exec., Admin. & Managerial	102,496	13.09%
Sales	94,444	12.06%
Precis. Produc./Craft/Repair	86,806	11.09%
Svc., Exclud. Protective & HH	83,077	10.61%
Machine Oprs., Fab., Assemb., & Inspec.	55,003	7.02%
Handlers, Cleaners, Help., Laborers	32,204	4.11%
Technicians & Support	30,848	3.94%
Transportation & Moving	30,623	3.91%

NOTE:

Largest Local Banks (Assets \$000,000)

Firststar Bank, Nat'l Association	\$17,051
Fifth Third Bank	\$12,248
Provident Bk	\$8,208
GE Capital Consumer Card Co.	\$2,264
Fifth Third Bank, Nthn KY, Inc	\$1,152
First Natl Bk of SW Ohio	\$1,077
Lebanon-Citizens Natl Bk	\$427
The Bank of Kentucky, Inc	\$283
North Side Bk & Tr Co	\$268

Colleges and Universities (# of Students)

U. of Cincinnati	26,957
Miami U.: Oxford Campus	16,251
Northern Kentucky U.	11,262
Xavier U.	6,205
Cincinnati State Technical and CC	5,083
(and more)	
Total Students (FT & PT)	78,415

Military Bases (# of personnel)

Unemployment

Dec 82:	N/A	Jul 92:	5.60%
Sep 83:	9.10%	Jul 93:	5.40%
Sep 84:	8.30%	Jul 94:	4.80%
Aug 85:	7.20%	Jul 95:	4.20%
Aug 86:	6.30%	Jul 96:	4.10%
Aug 87:	5.20%	Jul 89:	4.20%
Aug 88:	5.00%	Aug 98:	3.20%
Jul 90:	3.90%	Dec 99:	3.00%
Jul 91:	5.10%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Sive
Fahlgren
Media That Works
Freedman

Viable Stations

WEBN-F	WKRC	WOFX-F	WVMX-F
WGRR-F	WKRQ-F	WRRM-F	WYGY-F
WIZF-F	WLW	WSAI	
WKFS-F	WMOJ-F	WUBE-F	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WLWT	Cincinnati	5	NBC	Hearst-Argyle	
WCPO-TV	Cincinnati	9	ABC	Scripps Howard	
WKRC-TV	Cincinnati	12	CBS	Clear Channel	
WXIX-TV	Newport, KY	19	FOX	Raycom	
WBQC-LP	Cincinnati	25	UPN/PAX		
WCET	Cincinnati	48	PBS		
WCVN	Covington, KY	54	PBS	KYETV	
WSTR-TV	Cincinnati	64	WB	Sinclair	

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel Communications: WLW AM, WEBN FM, WOFX FM, WVMX FM, WKRC AM, WSAI AM, WKFS FM, WCKY AM	\$61,360,000	50.2
2 CBS/Infinity: WUBE AF, WGRR FM, WKRQ FM, WYLY FM	\$37,750,000	30.9
3 Susquehanna Radio Corp.: WRRM FM, WMOJ FM	\$12,225,000	10
4 Blue Chip Broadcasting: WIZF FM, WUBE AM	\$6,050,000	4.9
5 Salem Communications Corp.: WYGY FM, WBOB AM, WTSJ AM	\$4,180,000	3.4
6 J4 Broadcasting: WCIN AM	\$520,000	0.4
7 Main Street Communications: WNOP AM	\$275,000	0.2

Major Daily Newspapers

	AM	PM	Sun
Enquirer	196,181		327,188
Post		66,637	

Owner

Gannett Co. Inc. (JOA)
E W Scripps Co. (Scripps Howard)

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WLW AM	FS/T	\$21,500,000	17.6
2 WUBE AF	C	\$16,900,000	13.8
3 WEBN FM	AOR	\$13,600,000	11.1
4 WGRR FM	O	\$10,400,000	8.5
5 WKRQ FM	CHR	\$10,000,000	8.2
6 WRRM FM	SAC	\$8,825,000	7.2
7 WOFX FM	CL AOR	\$8,100,000	6.6
8 WVMX FM	AC/CHR	\$7,700,000	6.3
9 WIZF FM	B	\$6,050,000	4.9
10 WKRC AM	T	\$5,000,000	4.1
11 WMOJ FM	B/O	\$3,400,000	2.8
12 WYGY FM	C	\$2,780,000	2.3
13 WSAI AM	ST	\$2,700,000	2.2
14 WKFS FM	CHR	\$2,250,000	1.8
15 WBOB AM	SPRTS	\$1,400,000	1.1
16 WCIN AM	B	\$520,000	0.4
17 WCKY AM	SPRTS	\$510,000	0.4
18 WYLY FM	CL HITS	\$450,000	0.4
19 WNOP AM	J	\$275,000	0.2

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$190,000,000	37%	0.0086
Radio	\$122,300,000	24%	0.0055
Newspaper	\$170,000,000	33%	0.0077
Outdoor	\$16,700,000	3%	0.0008
Cable TV	\$8,800,000	2%	0.0004
Media Total	\$507,800,000		0.0230

NOTE: Use Newspaper and Outdoor estimates with caution.

Market's Best

Best Restaurants: Maisonette, Morton's, Waterfront, Precinct, Montgomery Inn, Plaza 600, Pompilio's

Best Hotels: Cincinnati, Hyatt, Omni, Westin.

Best Golf Courses: Coldstream CC, King's Island, Blue Ash, Vineyard, Comargo.

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	84.1	\$101,601,000	9.0
National	15.9	\$19,280,000	18.9

WEATHER DATA

Elevation:	761
Annual Precipitation:	39.6 in.
Annual Snowfall:	18.9 in.
Average Windspeed:	7.1 (SW)

	JAN	JUL	TOTAL YEAR
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

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1989				
1989	WBVE-F (Hamilton)	From Reams	to Entercom	\$5,850,000 Canceled
1990	WBVE-F (Hamilton)	Sold by Reams		\$3,200,000
1992	WZRZ-F (Hamilton)	From Reams	to American Media	\$3,200,000
1992	WCIN	Sold by receiver		\$425,000
1992	WOFX-F	From Hooker	to Heritage	\$3,000,000 (E)
1992	WMLX (Florence)	Sold by Hoker		\$175,000
1993	WKRC	From Great American	to Jacor	\$1,600,000
1993	WSAI	Sold by Booth		\$800,000
1993	WAQZ-F (Millford)			\$2,000,000
1994	WWNK-F	From Secret	to Citicasters	KBPI (Denver) + \$3.8 mil
1994	WPPT-F	From Federated	to Jacor	\$9,500,000
1994	WCKY (1530)	From Federated	to WSAI, WAQZ owner	\$1,000,000
1994	WUBE A/F, WYGY-F	From American	to Chancellor	\$27,000,000 (E)
1994	WIZF-F	Sold out of receivership		\$4,000,000
1996	WKRC-F	From Citicaster	to Jacor	\$28,900,000
1996	WWNK-F	From Citicaster	to Jacor	\$16,600,000
1996	WKYN (1160)		Sold to Chancellor	\$1,300,000
1996	WGRR-F	From Dalton	to Tsunami	\$31,000,000 Canceled
1996	WGRR-F	From Dalton	to Amer. Radio Syst.	\$30,000,000
1996	WKRC-F	From Jacor	to Amer. Radio Syst.	Rochester stns + \$16.0 mil.
1997	WVAE-F (+\$5.0 mil)	Traded by Heritage	to Susquehanna	WGH/WVCL-F (Norfolk)
1997	WTSJ (1050)	From Guardian	to Salem	\$1,000,000
1997	WMMA-F		Sold to Amer. Radio Syst.	\$3,000,000
	(97.3: Lebanon, OH)			
1997	WGRR-F	From Amer. Radio Syst.	to CBS	\$52,000,000
1997	WKRC-F	From Amer. Radio Syst.	to CBS	\$56,000,000
1997	WMMA-F	From Amer. Radio Syst.	to CBS	\$4,000,000
1998	WNOP			\$500,000
1998	WSAI/WAQZ-F/	From Reynolds	to Jacor	\$1,800,000
	WCKY (1360)			
1998	WLW/WKRC/WKFS	From Jacor	to Clear Channel	
	WVBN/WOFX/WWMX/WSAI/WCKY			
6-Mar-00	WUBE AM	AMFM	Blue Chip	AMFM/Clear Channel divestiture. Price NA
6-Mar-00	WBOB AM	AMFM	Salem	AMFM/CCU divestiture. \$185,600,000
6-Mar-00	WUBE FM	AMFM	CBS/Infinity	AMFM/CCU divestiture. \$1,400,000,000
6-Mar-00	WYGY FM	AMFM	Salem	AMFM/CCU divestiture. \$185,600,000

Cleveland

1999 ARB Rank:	24	1999 Revenue:	\$107,700,000	Manager's Market Ranking (current):	4
1999 MSA Rank:	23	Rev per Share Point:	\$1,265,570 85.1	Manager's Market Ranking (future) :	4
1999 DMA Rank:	14	Population per Station:	88,015 20		
1999 Rev Rank:	23 of 173	1999 Revenue Change:	9.5	Five-year revenue gain % (94-99):	57

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	68.6	78.0	80.1	88.0	97.5	107.7						
Yearly Growth Rate (94-99):	6.5% assigned											
Projected Revenue Estimates:							116.30	121.30	129.40	137.70	147.60	
Revenue per Capita:	30.90	35.14	35.92	39.46	43.72	48.51						
Yearly Growth Rate (94-99):	7.2% assigned											
Projected Revenue per Capita:							52.00	55.74	59.76	64.06	68.67	
Resulting Revenue Estimate:							114.9	123.2	131.5	140.9	150.4	
Revenue as % of Retail Sales:	0.0035	0.0039	0.0039	0.0041	0.0044	0.0045						
Mean % (94-99)	0.00450%											
Resulting Revenue Estimate:							116.1	119.3	121.5	125.1	131.4	
							MEAN REVENUE ESTIMATE: 115.8 121.2 127.5 134.6 143.1					

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	2.220	2.220	2.230	2.230	2.220	2.220	2.210	2.210	2.200	2.200	2.190
Retail Sales (billions):	19.30	20.20	20.80	21.40	22.50	24.20	25.80	26.50	27.00	27.80	29.20

Below-the-Line Listening Shares:	2.4
Unlisted Station Listening:	12.5
Total Lost Listening:	14.9
Available Share Points:	85.1
Number of Viable Stations:	16
Average Share Points per Viable Station:	5.3
Rev. per Available Share Point:	\$1,265,570
Estimated Rev. for Mean Station:	\$6,708,000
Average HH Income:	\$41,498
Average Age:	37.3
Average Education:	12.3
Average Home Value:	\$99,300
Population Change (1998-2003):	-1
Retail Sales Change (1998-2003):	22.3
Cable Penetration:	72
Number of Class B or C FMs:	12

Confidence Levels

1999 Revenue Estimates: Normal
 2000-to-2004 Revenue Estimates: Normal

Comments: Market reports to Miller, Kaplan. All except WABQ and WZLE-F participate. Managers predict 5 to 6% revenue gain in 2000. Important Note: WMJI-F now includes about \$5,000,000 in Cleveland Browns revenue; without this the market would have grown only about 5%

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	79.8 <\$20: 23.8	12-to-24 19.2	Non High School Grad: 24.0
Black:	18.6 \$20-\$49.9: 35.1	25-to-54 52.1	High School Grad: 33.4
Amer. Indian:	0.2 \$50-\$99.9: 30.6	55-plus 28.6	College 1-3 years: 23.8
Asian/Pac.Isl.:	1.4 \$100+: 10.5		College 4+ years: 18.8
Hispanic: *	2.9		

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Shipping/Port	TRW 142	American Greetings	IMG 152
Steel	National City Corp. 201	Eaton Corporation	Life Care Centers of America 153
Auto	Keycorp 238	KeyCorp	Nesco 190
Chemicals	Eaton 250	LTV Corporation	TravelCenters of America 192
Machine Tools	Progressive 305	National City Corporation	Swagelok Company 203
Pottery Products	Sherwin-Williams 322	Parker-Hannifin Corp.	MTD Products 335
	Parker Hannifin 336	Sherwin-Williams Co.	Marc Glassman 403
	Officemax 358	TRW, Inc.	Jones, Day, Reavis & Pogue 463
	LTV 362	Progressive Corp. (and more)	

INC 500 Companies

Hyland Software	70
Thermagon	95
Prime Systems	342
Sierra Lobo	343
CCAI	418

Employment Breakdowns

By Industry:

Cleveland-Lorain-Elyria, OH PMSA Total

1 Manufac., Durables	167,255	16.42%
2 Retail Trade	165,359	16.24%
3 Health Svcs.	102,361	10.05%
4 Educational Svcs.	78,318	7.69%
5 Manufac., Non-Durables	68,369	6.71%
6 Other Prof. Svcs.	67,592	6.64%
7 Fin., Ins. & Real Estate	65,819	6.46%
8 Wholesale Trade	50,715	4.98%
9 Construction	50,346	4.94%
10 Bus. & Repair Svcs.	46,214	4.54%

Total Metro Employees	1,018,453
Top 10 Total Employees	862,348 84.67%

By Occupation:

Admin. Support/Clerical	172,638	16.95%
Professional	144,115	14.15%
Exec., Admin. & Managerial	128,247	12.59%
Sales	122,029	11.98%
Precis. Produc./Craft/Repair	115,939	11.38%
Svc., Exclud. Protective & HH	106,266	10.43%
Machine Oprs., Fab., Assemb., & Inspec.	81,991	8.05%
Technicians & Support	40,370	3.96%
Transportation & Moving	38,117	3.74%
Handlers, Cleaners, Help., Laborers	38,100	3.74%

NOTE:

Largest Local Banks (Assets \$000,000)

KeyBank NA	\$72,925
Natl City Bk	\$30,413
Key Bank USA, Nat'l Association	\$5,363
Lorain Natl Bk	\$558
Great Lakes Bank	\$87
First County Bank, NA	\$60
ShoreBank	\$50
American National Bank	\$31

Colleges and Universities (# of Students)

Cuyahoga CC: Metro Campus	18,415
Cleveland State U.	15,285
Cuyahoga CC: Western Campus	10,810
Case Western Reserve U.	9,391
Lorain County CC	7,020
Baldwin-Wallace Coll.	3,806
John Carroll U.	3,489
(and more)	
Total Students (FT & PT)	76,159

Military Bases (# of personnel)

Unemployment

Dec 82:	12.40%	Jul 91:	5.30%
Sep 83:	10.30%	Jul 92:	6.50%
Sep 84:	9.00%	Jul 93:	6.20%
Aug 85:	8.40%	Jul 94:	5.80%
Aug 86:	7.70%	Jul 95:	5.00%
Aug 87:	6.30%	Jul 96:	5.20%
Aug 88:	5.10%	Aug 98:	4.10%
Jul 89:	4.30%	Dec 99:	4.30%
Jul 90:	4.30%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Stern Mills Hall
 Wyse Fine
 Marcus
 Liggett-Stashower

Viable Stations

WCLV-F	WJMO (1/2)	WMVX-F	WRMR
WDOK-F	WKNR	WNCX-F	WTAM
WENZ-F	WMJI-F	WNWV-F	WZAK-F
WGAR-F	WMMS-F	WQAL-F	WZJM-F
			WZLE-F (1/2)

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WKYC-TV	Cleveland	3	NBC	Gannett	
WEWS	Cleveland	5	ABC	Scripps Howard	
WJW	Cleveland	8	FOX	Fox	
WOIO	Shaker Heights	19	CBS	Raycom	
WVPX	Akron	23	PAX	Paxson	
WVIZ	Cleveland	25	PBS		
W35AX	Cleveland	35	S:WAOH		Media-Com
WUAB	Lorain	43	UPN	Cannell	Raycom
WBNX-TV	Akron	55	WB	Winston	
WQHS	Cleveland	61	IND	USA	

Major Daily Newspapers

	AM	PM	Sun	Owner
Plain Dealer	382,933		492,337	Newhouse

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$193,000,000	37%	0.0080
Radio	\$107,700,000	21%	0.0045
Newspaper	\$185,300,000	36%	0.0077
Outdoor	\$18,500,000	4%	0.0008
Cable TV	\$14,400,000	3%	0.0006
Media Total	\$518,900,000		0.0216

NOTE: Use Newspaper and Outdoor estimates with caution. Miscellaneous Comments: Split DMA with Akron and Canton. Allocations were made to those markets. Total TV revenue for DMA is estimated at \$269,400,000.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WMJI FM	O	\$18,000,000	16.7
2 WZAK FM	B	\$11,760,000	10.9
3 WDOK FM	SAC	\$10,200,000	9.5
4 WMVX FM	AC/CHR	\$9,800,000	9.1
5 WGAR FM	C	\$9,700,000	9.0
6 WQAL FM	AC	\$8,010,000	7.4
7 WTAM AM	N/T	\$7,600,000	7.1
8 WMMS FM	AOR	\$7,125,000	6.6
9 WNCX FM	T/CL AOR	\$7,120,000	6.6
10 WZJM FM	B/O	\$4,075,000	3.8
11 WNWV FM	J	\$3,200,000	3.0
12 WRMR AM	ST	\$2,640,000	2.5
13 WCLV FM	CL	\$2,375,000	2.2
14 WENZ FM	B	\$2,260,000	2.1
15 WKNR AM	SPRTS	\$1,640,000	1.5
16 WERE AM	N/T	\$920,000	0.9
17 WJMO AM	B/O	\$880,000	0.8
18 WAKS FM	CHR	\$500,000	0.5

Market's Best

Best Restaurants: Sammy's, Giovanni's, Hyde Park Grill, Morton's, Tavern Richfield.

Best Hotels: Ritz Carlton, Stouffers, Marriott.

Best Golf Courses: Canterbury, Arcacia, Shaker Heights CC, Lakewood CC, Kirtland (Willoughby).

NOTE:

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	74.0	\$79,487,000	9.0
National	24.9	\$26,709,000	16.0
Network	1.1	\$1,148,000	-2.4

Highest Billing Radio Entities
(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel Communications: WMJI FM, WMVX FM, WGAR FM, WTAM AM, WMMS FM, WAKS FM	\$52,725,000	49.0
2 CBS/Infinity: WDOK FM, WNCX FM, WOAL FM, WZJM FM	\$29,405,000	27.3
3 Radio One: WZAK FM, WENZ FM, WERE AM, WJMO AM	\$15,820,000	14.7
4 Salem Communications Corp.: WRMR AM, WKNR AM, WHK AM, WCCD AM	\$4,280,000	4.0
5 Elyria-Lorain Bcstg Co.: WNWV FM, WEOL AM, WKFM FM	\$3,200,000	3
6 Radio Seaway, Inc.: WCLV FM	\$2,375,000	2.2

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1989				
1989	WJMO, WRQC-F	From United	to TA/Shaw (cncl'd)	\$7,000,000 (E)
1989	WWWE		Sold to Booth	\$10,000,000 + WRMR
1990	WMJI-F	From Jacor	to Legacy	\$20,000,000 (E)
1990	WGAR-AM		Sold to Douglas	\$500,000
1992	WJMO A/F	From United	to Zapis	\$4,450,000
1993	WHK, WMMS-F	From Malrite	to Shamrock	\$18,000,000
1993	WMJI-F	From Legacy	to OmniAmerica	\$14,000,000
1993	WERE, WNCX-F	From Metroplex	to Clear Channel	\$13,000,000 (E)
1993	WHK, WMMS-F	From Shamrock	to OmniAmerica	\$12,000,000
1994	WRDZ		Sold by Hal Gore	\$1,500,000
1995	WHK, WMJI-F, WMMS-F	From OmniAmerica	to Citicasters	\$74,000,000 (E)
(CANCELED)				
1996	WENZ-F	From Ardman	to Clear Channel	\$6,000,000
1996	WMJI-F, WMMS-F	From OmniAmerica	to Nationwide	\$87,000,000
1996	WHK	From OmniAmerica	to Salem	\$6,500,000
1996	WTAM	From Secret	to SFX (CANCELED)	\$14,000,000
1996	WLTF-F	From Secret	to SFX (CANCELED)	\$38,000,000
1997	WTAM/WLTF-F	From Secret	to Jacor	\$44,900,000
1997	WCCD (1000)	From Guardian	to Salem	\$1,000,000
1997	WKNR		Sold to Jacor	\$8,400,000
1997	WGAR-F	From Nationwide	to Jacor	\$40,000,000
1997	WMJI-F	From Nationwide	to Jacor	\$46,000,000
1997	WMMS-F	From Nationwide	to Jacor	\$26,000,000
1998	WMIH		Sold to ABC/Disney	\$3,900,000
1998	WKNR	From Jacor	to Capstar	WTAE, Pittsburgh
1998	WZJM-F	From Zapis	to Chancellor	\$27,700,000
1998	WDOK-F	From Embrescia	to Chancellor	\$71,600,000
1998	WZAK-F	From Zapis	to Chancellor	\$89,300,000
1998	WOAL-F	From Fairfield/ML	to Chancellor	\$68,500,000
1998	WJMO	From Zapis	to Chancellor	\$3,200,000
1998	WRMR	From Embrescia	to Chancellor	\$8,800,000
1998	WZLE-F (Lorain)	From V. Baldwin	to Jacor	\$8,000,000
1998	WMMS-F/WTAM/WMVX-F/WZLE-F/WMJI-F/WGAR-F	From Jacor	to Clear Channel	
11-Feb-99	WENZ FM	Clear Channel	Radio One	with WERE: \$20,000,000
11-Feb-99	WERE AM	Clear Channel	Radio One	with WENZ-F: \$20,000,000
11-Feb-99	WNCX FM	Clear Channel	CBS/Infinity	Group: \$122,500,000
6-Mar-00	WKNR AM	AMFM	Salem AMFM/CCU divestiture.	Group deal: \$185,600,000
6-Mar-00	WRMR AM	AMFM	Salem AMFM/CCU divestiture.	Group deal: \$185,600,000
6-Mar-00	WDOK FM	AMFM	CBS/Infinity/AMFM/CCU spins	Group deal: \$1,400,000,000
6-Mar-00	WOAL FM	AMFM	CBS/Infinity/AMFM/CCU spins	Group deal: \$1,400,000,000
6-Mar-00	WZJM FM	AMFM	CBS/Infinity/AMFM/CCU spins	Group deal: \$1,400,000,000
13-Mar-00	WJMO AM	AMFM	Radio One	AMFM/CCU spins Group deal: price NA
13-Mar-00	WZAK FM	AMFM	Radio One	AMFM/CCU spins. Group deal: price NA

Weather Data

	JAN	JUL	TOTAL YEAR
Elevation:			777
Annual Precipitation:			34.2 in.
Annual Snowfall:			51.5 in.
Average Windspeed:			10.8 (S)
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

1999 ARB Rank: 94	1999 Revenue: \$21,700,000	Manager's Market Ranking (current): 2.9
1999 MSA Rank: 104	Rev per Share Point: \$314,949 68.9	Manager's Market Ranking (future) : 3.1
1999 DMA Rank: 97 (w/Pueblo)	Population per Station: 25,319 16	
1999 Rev Rank: 82 of 173	1999 Revenue Change: 9.2	Five-year revenue gain % (94-99): 63.2

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	13.3	14.4	16.3	18.0	19.7	21.7						
Yearly Growth Rate (94-99): 7.7%	assigned											
Projected Revenue Estimates:							23.80	24.60	25.90	28.40	31.40	
Revenue per Capita:	28.85	31.71	34.17	36.96	39.79	42.97						
Yearly Growth Rate (94-99): 5.8%	assigned											
Projected Revenue per Capita:							45.46	48.10	50.89	53.84	56.96	
Resulting Revenue Estimate:							23.3	25.1	26.9	28.8	30.9	
Revenue as % of Retail Sales:	0.0031	0.0033	0.0033	0.0035	0.0035	0.0036						
Mean % (94-99) 0.00356%												
Resulting Revenue Estimate:							22.7	23.5	24.2	25.2	27.0	
							MEAN REVENUE ESTIMATE:					
							23.3	24.4	25.6	27.5	29.8	

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.461	0.473	0.477	0.487	0.495	0.505	0.513	0.521	0.528	0.535	0.543
Retail Sales (billions):	4.40	4.50	4.90	5.20	5.60	6.00	6.40	6.60	6.80	7.10	7.60

Below-the-Line Listening Shares:	16.1	Confidence Levels
Unlisted Station Listening:	15	1999 Revenue Estimates: Much Below Normal
Total Lost Listening:	31.1	2000-to-2004 Revenue Estimates: Much Below Normal

Available Share Points:	68.9	Socio-Economic Breakdowns	
Number of Viable Stations:	12.5	<i>Ethnic</i>	<i>Income (\$000)</i>
Average Share Points per Viable Station:	5.5	White: 87.8	<\$20: 19.9
Rev. per Available Share Point:	\$314,949	Black: 7.8	\$20-\$49.9: 40.4
Estimated Rev. for Mean Station:	\$1,732,000	Amer. Indian: 0.9	\$50-\$99.9: 30.3
Average HH Income:	\$41,041	Asian/Pac. Isl.: 3.4	\$100+: 9.4
Average Age:	33.3	Hispanic: * 10.8	
Average Education:	13.3		<i>Age</i>
Average Home Value:	\$127,500		12-to-24: 23.0
Population Change (1998-2003):	8		25-to-54: 57.8
Retail Sales Change (1998-2003):	28.2		55-plus: 19.2
Cable Penetration:	69		
Number of Class B or C FMs:	10		<i>Education</i>
			Non High School Grad: 11.5
			High School Grad: 25.2
			College 1-3 years: 36.5
			College 4+ years: 26.8

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Military			
High Tech			
Construction			
Electronics			

INC 500 Companies

Employment Breakdowns

By Industry:

Colorado Springs, CO MSA Total

1 Retail Trade	41,082	18.56%
2 Manufac., Durables	28,937	13.07%
3 Other Prof. Svcs.	20,433	9.23%
4 Educational Svcs.	18,911	8.54%
5 Health Svcs.	17,074	7.71%
6 Fin., Ins. & Real Estate	15,444	6.98%
7 Bus. & Repair Svcs.	13,005	5.87%
8 Pub. Admin.	12,394	5.60%
9 Construction	12,001	5.42%
10 Personal Svcs.	9,465	4.28%
Total Metro Employees	221,391	
Top 10 Total Employees	188,746	85.25%

By Occupation:

Professional	37,899	17.12%
Admin. Support/Clerical	35,834	16.19%
Exec., Admin. & Managerial	31,385	14.18%
Sales	27,989	12.64%
Svc., Exclud. Protective & HH	27,342	12.35%
Precis. Produc./Craft/Repair	21,520	9.72%
Machine Oprs., Fab., Assemb., & Inspec.	9,993	4.51%
Technicians & Support	9,850	4.45%
Transportation & Moving	6,403	2.89%
Handlers, Cleaners, Help., Laborers	6,095	2.75%

NOTE:

Largest Local Banks (Assets \$000,000)

UMB Bk Colorado	\$329
Western Natl Bk of Colorado	\$232
AFBA Industrial Bank	\$201
Peoples National Bank	\$148
The Bank at Broadmoor	\$65
Pikes Peak National Bank	\$65
FirstBank of Colorado Springs	\$59
Colorado Springs National Bank	\$48

Colleges and Universities (# of Students)

Pikes Peak CC	8,015
U. of Colorado at Colorado Springs	6,278
Pueblo CC	4,216
U. of Southern Colorado	4,184
Colorado Coll.	1,978
Total Students (FT & PT)	26,963

Military Bases (# of personnel)

Fort Carson	14,613
Peterson AFB	3,142
USAF Academy	2,162
Cheyenne Mt	1,036

Unemployment

Jun 79:	4.50%	Jul 90:	N/A
Dec 82:	N/A	Jul 91:	N/A
Sep 83:	N/A	Jul 92:	N/A
Sep 84:	4.90%	Jul 93:	N/A
Aug 85:	N/A	Jul 94:	N/A
Aug 86:	6.50%	Jul 95:	N/A
Aug 87:	N/A	Jul 96:	4.70%
Aug 88:	N/A	Aug 98:	4.00%
Jul 89:	N/A		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations

KBIQ-F (1/2)	KKFM-F	KSKX-F	KYZX-F
KCCY-F	KKLI-F	KSPZ-F	
KILO-F	KKMG-F	KVOR	
KKCS-F	KRDO-F	KVUU-F	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KOAA-TV	Pueblo	5	NBC	Eve. Post Publ.	
KTSC	Pueblo	8	PBS	U. of So. CO	
KKTV	Colorado Spgs	11	CBS	Benedek	
KRDO-TV	Colorado Spgs	13	ABC	Pikes Peak	
KXRM-TV	Colorado Spgs	21	FOX	KXRM	
K49CJ	Colorado Spgs	49	TEL	Telemundo	
KWHS-LP	Colorado Spgs	51	IND/WB		LeSea
KXTU-LP	Colorado Spgs	57	UPN	KXRM	

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Citadel Communications Corp.: KKFM FM, KMG FM, KSPZ FM, KVOR AM, KTWK AM	\$9,260,000	42.7
2 Walton Stations: KKCS AF	\$3,700,000	17.1
3 Clear Channel Communications: KVUU FM, KKLI FM, KPRZ FM	\$3,000,000	13.8
4 Bahakel Communications, Inc.: KILO FM, KYZX FM	\$2,150,000	9.9
5 McCoy Broadcasting Corp.: KCCY-FM	\$1,200,000	5.5
6 Optima Communications, Inc.: KSKX FM	\$690,000	3.2
7 Pikes Peak Broadcasting Co.: KRDO AF	\$450,000	2.1
8 Salem Communications Corp.: KBIQ FM	\$300,000	1.4
9 KLZ Radio, Inc.: KCMN AA	\$240,000	1.1

Major Daily Newspapers

	AM	PM	Sun	Owner
Gazette	99,473		120,117	Freedom

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KKCS FM	C	\$3,700,000	17.1
2 KKFM FM	AOR/CL	\$3,200,000	14.7
3 KMG FM	CHR	\$3,100,000	14.3
4 KILO FM	AOR	\$1,750,000	8.1
5 KVUU FM	AC	\$1,750,000	8.1
6 KSPZ FM	O	\$1,700,000	7.8
7 KKLI FM	SAC	\$1,250,000	5.8
8 KCCY-FM	C	\$1,200,000	5.5
9 KVOR AM	T	\$1,100,000	5.1
10 KSKX FM	J	\$690,000	3.2
11 KRDO FM	AC	\$450,000	2.1
12 KYZX FM	CL AOR	\$400,000	1.8
13 KBIQ FM	REL	\$300,000	1.4
14 KCMN AA	ST	\$240,000	1.1
15 KTWK AM	ST	\$160,000	0.7

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$35,400,000	36%	0.0059
Radio	\$21,700,000	22%	0.0036
Newspaper	\$37,000,000	38%	0.0061
Outdoor	\$4,300,000	4%	0.0007
Cable TV		NM	
Media Total	\$98,400,000		0.0163

NOTE: Use Newspaper and Outdoor estimates with caution.

Miscellaneous Comments: * Split DMA with Pueblo. TV revenue is estimate of Colorado Springs' share. Total TV revenue for DMA is estimated at \$45,200,000.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1992	KSSS, KVUU-F		Sold to Dick	\$1,210,000
1992	KATM-F (Pueblo)	From Surrey	to Salem	\$950,000
1992	KSSS, KVUU-F	From Dick	to Terry Robinson	\$1,476,000
1994	KKMG-F (Pueblo)		Sold to Citadel	\$913,000
1995	KTWK, KVOR-F, KSPZ-F	From Pourtales	to Triathlon	\$9,700,000 (E)
1996	KIKX-F		Sold to Salem	\$2,825,000
1996	KKLI-F	From Tippie	to Citadel	\$3,800,000
1998	KWYD			\$450,000
1998	KVUU-F	From Triathlon	to Capstar	\$5,700,000
1998	KSPZ-F	From Triathlon	to Capstar	\$9,900,000
1998	KTWK	From Triathlon	to Capstar	\$900,000
1998	KVOR	From Triathlon	to Capstar	\$2,800,000
1998	KCMN/KCBR			\$750,000
5-Mar-99	KKLI FM	Citadel	Capstar	Col. Spgs + Spokane
5-Mar-99	KSPZ FM	Capstar	Citadel	Gp: KKLI-F + \$10,000,000
5-Mar-99	KTWK AM	Capstar	Citadel	Gp: KKLI-F + \$10,000,000
5-Mar-99	KVOR AM	Capstar	Citadel	Gp: KKLI-F + \$10,000,000
5-Mar-99	KVUU FM	Capstar	Trust	
29-Nov-99	KXRE AM	PolarComm Corp.	Council Tree Commun.	VWith KAVA; KSBS-TV: \$3,900,000
31-Jan-00	KPRZ FM	Salem	AMFM	KPRZ + \$7,500,000 for KSKY Dallas

Market's Best

Best Hotels: Broadmoor, Cheyenne Mtn Inn, Marriott.

Best Golf Courses: Broadmoor, Air Force Academy (Blue).

WEATHER DATA

Elevation:	6145
Annual Precipitation:	14.7 in.
Annual Snowfall:	39.4 in.
Average Windspeed:	10.4
(NNE)	

	JAN	JUL	TOTAL YEAR
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

NOTE:

1999 ARB Rank: 89	1999 Revenue: \$27,100,000	Manager's Market Ranking (current): 3.5
1999 MSA Rank: 102	Rev per Share Point: \$324,940 83.4	Manager's Market Ranking (future) : 3.4
1999 DMA Rank: 84	Population per Station: 22,979 19	
1999 Rev Rank: 72 of 173	1999 Revenue Change: 4.1	Five-year revenue gain % (94-99): 44.1

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	18.8	19.4	21.8	23.9	26.0	27.1					
Yearly Growth Rate (94-99): 6.4% assigned											
Projected Revenue Estimates:							29.40	30.90	32.60	34.00	37.00
Revenue per Capita:	38.37	39.27	44.31	47.32	51.40	51.72					
Yearly Growth Rate (94-99): 5.3% assigned											
Projected Revenue per Capita:							54.46	57.35	60.39	63.59	66.96
Resulting Revenue Estimate:							29.0	30.9	33.0	35.3	37.6
Revenue as % of Retail Sales:	0.0044	0.0044	0.0047	0.0051	0.0052	0.0049					
Mean % (94-99) 0.00510% assigned											
Resulting Revenue Estimate:							30.0	31.1	32.1	33.2	34.7
							MEAN REVENUE ESTIMATE:				
							29.5	31.0	32.6	34.1	36.4

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.490	0.494	0.492	0.505	0.516	0.524	0.532	0.539	0.547	0.555	0.561
Retail Sales (billions):	4.30	4.40	4.60	4.70	5.10	5.50	5.90	6.10	6.30	6.50	6.80

Below-the-Line Listening Shares: 0.7	Confidence Levels
Unlisted Station Listening: 15.9	1999 Revenue Estimates: Normal
Total Lost Listening: 16.6	2000-to-2004 Revenue Estimates: Normal
Available Share Points: 83.4	Comments: Market reports revenue to Miller, Kaplan. WFMV-F, WHXT-F do not cooperate so estimates were made. Managers expect 5 to 7% revenue gain in 2000.
Number of Viable Stations: 13	
Average Share Points per Viable Station: 6.4	
Rev. per Available Share Point: \$324,940	
Estimated Rev. for Mean Station: \$2,080,000	
Average HH Income: \$41,497	<i>Socio-Economic Breakdowns</i>
Average Age: 34.4	<i>Ethnic</i>
Average Education: 12.7	<i>Income (\$000)</i>
Average Home Value: \$94,800	<i>Age</i>
Population Change (1998-2003): 7.6	<i>Education</i>
Retail Sales Change (1998-2003): 29.1	White: 68.3 <\$20: 21.5 12-to-24 23.7 Non High School Grad: 21.3
Cable Penetration: 61	Black: 30.0 \$20-\$49.9: 38.3 25-to-54 55.7 High School Grad: 26.4
Number of Class B or C FMs: 4	Amer. Indian: 0.2 \$50-\$99.9: 30.8 55-plus 20.6 College 1-3 years: 27.0
	Asian/Pac. Isl.: 1.5 \$100+: 9.3 College 4+ years: 25.3
	Hispanic: * 2.0

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Government		Safety-Kleen Corp.	
Military		SCANA Corporation	
Textiles			
Agribusiness			

INC 500 Companies

Employment Breakdowns

By Industry:

Columbia, SC MSA Total

1 Retail Trade	40,963	15.63%
2 Educational Svcs.	25,270	9.64%
3 Health Svcs.	24,274	9.26%
4 Fin., Ins. & Real Estate	23,600	9.00%
5 Pub. Admin.	21,664	8.27%
6 Construction	18,344	7.00%
7 Other Prof. Svcs.	18,323	6.99%
8 Manufac., Non-Durables	17,134	6.54%
9 Manufac., Durables	16,644	6.35%
10 Bus. & Repair Svcs.	12,647	4.83%
11 Wholesale Trade	11,935	4.55%

By Occupation:

Admin. Support/Clerical	45,687	17.43%
Professional	41,078	15.67%
Exec., Admin. & Managerial	36,208	13.81%
Sales	32,894	12.55%
Precis. Produc./Craft/Repair	27,863	10.63%
Svc., Exclud. Protective & HH	25,655	9.79%
Machine Oprs., Fab., Assem., & Inspec.	13,660	5.21%
Technicians & Support	11,441	4.37%
Transportation & Moving	8,941	3.41%
Handlers, Cleaners, Help., Laborers	8,012	3.06%
Protective Svc.	5,723	2.18%

Total Metro Employees	262,096
Top 10 Total Employees	218,863 83.50%

NOTE:

Largest Local Banks (Assets \$000,000)

First-Citizens Bk & Tr Co of SC	\$2,495
First Community Bank, NA	\$85
South Carolina Community Bank	\$14

Colleges and Universities (# of Students)

U. of South Carolina	23,515
Midlands Technical Coll.	9,468
South Carolina State U.	4,467
Benedict Coll.	2,235
Central Carolina Technical Coll.	2,050
Orangeburg-Calhoun Technical Coll.	1,695
Columbia Coll.	1,373
(and more)	
Total Students (FT & PT)	49,850

Military Bases (# of personnel)

Fort Jackson	14,702
Shaw AFB	5,355

Unemployment

Jun 79:	4.40%	Jul 90:	3.80%
Dec 82:	6.80%	Jul 91:	4.20%
Sep 83:	6.20%	Jul 92:	4.90%
Sep 84:	4.30%	Jul 93:	5.40%
Aug 85:	3.30%	Jul 94:	4.30%
Aug 86:	3.80%	Jul 95:	3.70%
Aug 87:	3.60%	Jul 96:	3.70%
Aug 88:	3.20%	Aug 98:	1.90%
Jul 89:	3.20%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Newman, Saylor
Leslie

Viable Stations

WARQ-F	WLTY-F	WOMG-F	WVDM-F
WCOS-F	WLXC-F (1/2)	WSCQ-F	WXHT-F
WFMV-FF	WMFX-F	WTCB-F	
WISW (1/2)	WNOK-F	WVOC	

Highest Billing Radio Entities (includes duopolies and combos)

Entity	Combined Revenue	Revenue Share
1 Clear Channel Communications: WCOS FM, WNOK FM, WVOC AM, WSCQ FM, WLTY FM, WCOS AM	\$10,460,000	38.7
2 Inner City Broadcasting Corp: WVDM FM, WMFX FM, WARQ FM, WOIC AM	\$9,710,000	35.8
3 Citadel Communications Corp.: WTCB FM, WOMG FM, WLXC FM, WISW AM	\$6,000,000	22.1
4 Glory Communications, Inc.: WFMV FF	\$690,000	2.5
5 Midland Communications Co.: WTGH AM	\$155,000	0.6
6 Rainbow Broadcasting: WHXT FM	\$100,000	0.4

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WIS-TV	Columbia	10	NBC	Cosmos	
WLTX	Columbia	19	CBS	Gannett	
WOLO-TV	Columbia	25	ABC	Bahakel	
WRLK-TV	Columbia	35	PBS	SC ETV	
WACH	Columbia	57	FOX	Raycom	
WQHB	Sumter	63	UPN/WB		

Major Daily Newspapers State

AM	PM	Sun	Owner
120,433		157,776	Knight Ridder

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WVDM FM	B	\$5,350,000	19.7
2 WCOS FM	C	\$3,750,000	13.8
3 WNOK FM	CHR	\$3,400,000	12.5
4 WTCB FM	AC	\$3,330,000	12.3
5 WMFX FM	AOR/CL	\$2,700,000	10.0
6 WVOC AM	N/T	\$1,730,000	6.4
7 WARQ FM	AOR/NR	\$1,500,000	5.5
8 WOMG FM	O	\$1,500,000	5.5
9 WSCQ FM	B/O	\$830,000	3.1
10 WLXC FM	B/AC	\$800,000	3.0
11 WFMV FF	B/O	\$690,000	2.5
12 WLTY FM	SAC	\$520,000	1.9
13 WISW AM	N/T	\$370,000	1.4
14 WCOS AM	SPRTS	\$250,000	0.9
15 WOIC AM	B/O	\$160,000	0.6
16 WTGH AM	B	\$155,000	0.6
17 WHXT FM	B	\$100,000	0.4

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$45,500,000	36%	0.0083
Radio	\$27,100,000	21%	0.0049
Newspaper	\$47,900,000	37%	0.0097
Outdoor	\$4,500,000	4%	0.0008
Cable TV	\$3,100,000	2%	0.0006
Media Total	\$128,100,000		0.0243

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1993				
1993	WCOS A/F	From Ragan Henry	to Benchmark	\$9,600,000
1993	WHKZ-F		Sold to Benchmark	\$2,700,000
1993	WMFX-F		Taken over by Pitt.Nat./Haehnie	\$4,500,000
1993	WOIC, WNOK-F	From Voyager	to Hicks, Muse, Weber	\$4,800,000
1994	WOIC, WNOK-F		Sold to WMFX-F owner	\$5,000,000
1994	WVOC		Sold to Benchmark	\$2,500,000
1994	WOMG A/F	From John Price	to Bloomington	\$3,000,000
1996	WARQ-F	From Radio Equity	to Clear Channel	\$3,000,000
1996	WVDM-F	From Radio Equity	to Clear Channel	\$17,500,000
1996	WSCQ-F		Sold to Benchmark	\$4,100,000
1996	WCOS-AF	From Benchmark	to Capstar	\$14,000,000
1996	WHKZ-F	From Benchmark	to Capstar	\$3,500,000
1996	WVOC	From Benchmark	to Capstar	\$3,800,000
1996	WSCQ-F	From Benchmark	to Capstar	\$4,500,000
1997	WOIC/WMFX-F		Sold to Clear Channel	\$5,500,000
1997	WNOK-F		Sold to Capstar	\$9,300,000
1998	WISW/WOMG-F/WTCB-F	From Bloomington	to Mgmt Grp.	Group: \$66,812,850
1998	WDXZ-F (106.3)		Sold to GHB	\$500,000
1998	WKWQ-F		Sold to Rainbow	3,400,000 (w/WKSO)
1998	WLGO			\$200,000
10-Mar-99	WLXC FM		Bloomington	\$3,200,000
18-Mar-99	WDXZ FM	GHB	Douglas Sutton	\$300,000
26-Aug-99	WCTG AM	Lighthouse Broadcasting	Alliance Broadcasting Group	\$850,000
23-Jan-00	WISW AM	Bloomington	Citadel	Group purchase: \$176,000,000
23-Jan-00	WLXC FM	Bloomington	Citadel	Group purchase: \$176,000,000
23-Jan-00	WOMG FM	Bloomington	Citadel	Group purchase: \$176,000,000
23-Jan-00	WTCB FM	Bloomington	Citadel	Group purchase: \$176,000,000
9-Mar-00	WOIC AM	Clear Channel	Inner City	AMFM/CCU divestiture. Group transaction
9-Mar-00	WARQ FM	Clear Channel	Inner City	AMFM/CCU divestiture. Group transaction
9-Mar-00	WMFX FM	Clear Channel	Inner City	AMFM/CCU divestiture. Group transaction
9-Mar-00	WVDM FM	Clear Channel	Inner City	AMFM/CCU divestiture. Group transaction

Market's Best

Best Restaurants: Harpers, Richards, Garibaldi's.

Best Hotels: Marriott, Sheraton.

Best Golf Courses: Timberlake.

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	84.0	\$22,310,000	5.9
National	16.0	\$4,261,000	-4.5

NOTE: Trade equals 2.3% of local. In 1998 it was also 2.3%.

NOTE:

1999 ARB Rank: 169	1999 Revenue: \$11,300,000	Manager's Market Ranking (current): 2.7
1999 MSA Rank: 169	Rev per Share Point: \$147,906 76.4	Manager's Market Ranking (future) : 3
1999 DMA Rank: 128	Population per Station: 14,421 14	
1999 Rev Rank: 148 of 173	1999 Revenue Change: 7.1	Five-year revenue gain % (94-99): 41.3

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	8.0	8.5	9.0	9.6	10.5	11.3					
Yearly Growth Rate (94-99): 5.8% assigned											
Projected Revenue Estimates:							12.10	12.50	13.00	14.00	15.00
Revenue per Capita:	29.34	30.69	32.97	35.69	38.29	41.77					
Yearly Growth Rate (94-99): 5.1% assigned											
Projected Revenue per Capita:							43.90	46.14	48.49	50.97	53.56
Resulting Revenue Estimate:							11.9	12.5	13.2	13.9	14.7
Revenue as % of Retail Sales: 0.0037	0.0037	0.0035	0.0036	0.0037	0.0037	0.0038					
Mean % (94-99) 0.00375%											
Resulting Revenue Estimate:							12.0	12.4	12.8	13.1	13.9
							MEAN REVENUE ESTIMATE:				
							12.0	12.5	13.0	13.7	14.5

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.276	0.277	0.273	0.269	0.271	0.271	0.272	0.272	0.273	0.273	0.274
Retail Sales (billions):	2.20	2.40	2.50	2.60	2.80	3.00	3.20	3.30	3.40	3.50	3.70

Below-the-Line Listening Shares:	14.5
Unlisted Station Listening:	9.1
Total Lost Listening:	23.6
Available Share Points:	76.4
Number of Viable Stations:	10.5
Average Share Points per Viable Station:	7.3
Rev. per Available Share Point:	\$147,906
Estimated Rev. for Mean Station:	\$1,080,000
Average HH Income:	\$33,780
Average Age:	33.2
Average Education:	11.8
Average Home Value:	\$76,700
Population Change (1998-2003):	0.6
Retail Sales Change (1998-2003):	27
Cable Penetration:	76
Number of Class B or C FMs:	4

Confidence Levels	
1999 Revenue Estimates:	Below normal
2000-to-2004 Revenue Estimates:	Below normal

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 56.9	<\$20: 29.9	12-to-24 24.9	Non High School Grad: 30.7
Black: 40.8	\$20-\$49.9: 38.1	25-to-54 51.3	High School Grad: 30.3
Amer. Indian: 0.4	\$50-\$99.9: 24.9	55-plus 23.8	College 1-3 years: 23.8
Asian/Pac. Isl.: 2.0	\$100+: 7.2		College 4+ years: 15.1
Hispanic: * 4.9			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Textiles	AFLAC	AFLAC Inc.	
Food Products	237	Synovus Financial Corp.	
Military			
Machinery			

INC 500 Companies

Employment Breakdowns

By Industry:

Columbus, GA-AL MSA Total

1 Retail Trade	18,925	17.55%
2 Manufac., Non-Durables	13,137	12.18%
3 Health Svcs.	10,046	9.31%
4 Educational Svcs.	8,813	8.17%
5 Manufac., Durables	8,634	8.01%
6 Fin., Ins. & Real Estate	8,520	7.90%
7 Pub. Admin.	7,775	7.21%
8 Construction	6,902	6.40%
9 Other Prof. Svcs.	4,923	4.56%
10 Bus. & Repair Svcs.	4,389	4.07%
Total Metro Employees	107,850	
Top 10 Total Employees	92,064	85.36%

By Occupation:

Admin. Support/Clerical	16,658	15.45%
Precis. Produc./Craft/Repair	13,277	12.31%
Professional	13,262	12.30%
Svc., Exclud. Protective & HH	12,971	12.03%
Sales	12,879	11.94%
Exec., Admin. & Managerial	11,580	10.74%
Machine Oprs., Fab., Assemb., & Inspec.	9,731	9.02%
Transportation & Moving	4,835	4.48%
Handlers, Cleaners, Help., Laborers	4,750	4.40%
Technicians & Support	3,553	3.29%

NOTE:

Largest Local Banks (Assets \$000,000)

Universal Bank, Nat'l Assoc	\$6,282
Columbus Bk & Tr Co	\$2,291
SunTrust Bk West Georgia NA	\$526
CB&T Bk of Russell County	\$129
Phenix-Girard Bk	\$98
Central Carolina Bank Georgia	\$88
BB&T Bankcard Corporation	\$38

Colleges and Universities (# of Students)

Columbus State U.	5,122
Central Alabama CC	1,609
Chattahoochee Valley CC	1,546
Columbus Technical Inst.	1,540
Total Students (FT & PT)	9,817

Military Bases (# of personnel)

Fort Benning	18,733
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Unemployment

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations

WAGH-F	WFXX-F	WRCG
WBFA-F	WGSY-F	WSTH-F
WCGQ-F	WKCN-F	WVRK-F
WEAM (1/2)	WOKS	

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Cumulus Media: WVRK FM, WGSY FM, WAGH FM, WSTH FM, WBFA FM, WDAK AM, WPNX AM, WMLF AM	\$5,615,000	49.7
2 McClure Broadcasting: WKCN FM, WCGQ FM, WRCG AM	\$3,130,000	27.7
3 Davis Broadcasting: WOKS AM, WFXX FM, WKZJ FM	\$2,150,000	19
4 GHB Broadcasting Co.: WEAM AM	\$205,000	1.8

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WRBL	Columbus	3	CBS	Spartan	
WTVM	Columbus	9	ABC	Raycom	
WCGT-LP	Columbus	16	UPN	McClure	
WJSP-TV	Warm Springs	28	PBS	GA PTV	
WLTZ	Columbus	38	NBC		
WXTX-TV	Columbus	54	FOX	Fisher	
WSWS	Opelika, AL	66	UPN	Pappas	

Major Daily Newspapers

	AM	PM	Sun	Owner
Ledger-Enquirer	49,282		66,250	Knight Ridder

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WOKS WFXX	BO/B	\$1,800,000	15.9
2 WKCN FM	C	\$1,550,000	13.7
3 WVRK FM	AOR	\$1,500,000	13.3
4 WGSY FM	AC	\$1,400,000	12.4
5 WAGH FM	B/AC	\$1,300,000	11.5
6 WCGQ FM	CHR	\$950,000	8.4
7 WRCG AM	T	\$630,000	5.6
8 WSTH FM	C	\$580,000	5.1
9 WBFA FM	CHR	\$375,000	3.3
10 WKZJ FM	B/AC	\$350,000	3.1
11 WEAM AM	G	\$205,000	1.8
12 WDAK AM	SPRTS	\$200,000	1.8
13 WPNX AM	G	\$150,000	1.3
14 WMLF AM	ST	\$110,000	1.0

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$26,900,000	39%	0.0090
Radio	\$11,300,000	17%	0.0038
Newspaper	\$25,200,000	37%	0.0084
Outdoor	\$2,500,000	4%	0.0008
Cable TV	\$2,400,000	4%	0.0008
Media Total	\$68,300,000		0.0228

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1996	WGSY-F	From Woodlin	to WPNX, WVRK owner	\$2,000,000
1997	WAGH-F		Sold to WPNX/WGSY-F/WVRK-F owner	NA
1997	WKZJ-F		Sold to Davis	\$450,000
1997	WPNX, WMLF, WAGH-F, WGSY-F, WVRK-F		Sold to Cumulus	\$14,500,000
1998	WDAK/WSTH-F	From Solar	to Cumulus Media	\$4,500,000

Market's Best

NO WEATHER DATA AVAILABLE

NOTE:

1999 ARB Rank: 34	1999 Revenue: \$90,000,000	Manager's Market Ranking (current): 4.1
1999 MSA Rank: 40	Rev per Share Point: \$1,075,269 83.7	Manager's Market Ranking (future) : 4.2
1999 DMA Rank: 35	Population per Station: 48,723 26	
1999 Rev Rank: 28 of 173	1999 Revenue Change: 5.8	Five-year revenue gain % (94-99): 62.2

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	55.5	61.0	66.5	75.8	84.8	90.0					
Yearly Growth Rate (94-99): 7.3% assigned											
Projected Revenue Estimates:							97.40	100.40	108.80	119.30	128.00
Revenue per Capita:	38.81	41.38	45.86	51.92	57.68	60.40					
Yearly Growth Rate (94-99): 6.6% assigned											
Projected Revenue per Capita:							64.39	68.64	73.17	78.00	83.15
Resulting Revenue Estimate:							96.6	103.6	111.2	119.3	128.0
Revenue as % of Retail Sales:	0.0035	0.0036	0.0036	0.0039	0.0041	0.0039					
Mean % (94-99) 0.00397%											
Resulting Revenue Estimate:							100.0	104.0	107.2	112.4	119.1
							MEAN REVENUE ESTIMATE:				
							98.0	102.7	109.1	117.0	125.0

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	1.430	1.450	1.450	1.460	1.480	1.490	1.500	1.510	1.520	1.530	1.540
Retail Sales (billions):	15.70	17.00	18.60	19.50	20.70	22.90	25.20	26.20	27.00	28.30	30.00

Below-the-Line Listening Shares:	0.8
Unlisted Station Listening:	15.5
Total Lost Listening:	16.3
Available Share Points:	83.7
Number of Viable Stations:	18
Average Share Points per Viable Station:	4.7
Rev. per Available Share Point:	\$1,075,269
Estimated Rev. for Mean Station:	\$5,054,000
Average HH Income:	\$43,146
Average Age:	34.5
Average Education:	12.3
Average Home Value:	\$103,100
Population Change (1998-2003):	3.6
Retail Sales Change (1998-2003):	37
Cable Penetration:	66
Number of Class B or C FMs:	9

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Hungerford. WBNS, WCLT-F, WEGE-F, and WXST-F still do not participate so estimates were made, Managers expect 6 to 8% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 84.3	<\$20: 21.1	12-to-24 22.3	Non High School Grad: 19.3
Black: 13.4	\$20-\$49.9: 36.0	25-to-54 55.3	High School Grad: 32.1
Amer. Indian: 0.2	\$50-\$99.9: 31.7	55-plus 22.3	College 1-3 years: 24.5
Asian/Pac. Isl.: 2.1	\$100+: 11.2		College 4+ years: 24.2
Hispanic: * 1.1			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries

Government	Fortune 500 Companies
Insurance	Cardinal Health 93
Financial	Nationwide Insurance 125
Aircraft	Limited 169
Auto	American Electric 264
Electronics	Consolidated Stores 369
Appliance	
Fabrics	

Fortune 500 Companies

Cardinal Health 93
Nationwide Insurance 125
Limited 169
American Electric 264
Consolidated Stores 369

Forbes 500 Companies

American Electric Power
Huntington Bancshares Limited, Inc.
Nationwide Fncl. Svcs. Cardinal Health, Inc.
Wendy's International

Forbes Largest Private Companies

Schottenstein Stores	112
Borden/1995	119
Micro Electronics	145
Battelle Memorial Institute	241
Safelite Glass	249
Borden Foods Holdings	337
Longaberger	342
Sarcom	344

INC 500 Companies

Quick Solutions	323
Progressive Medical	338
PIRI	409

Employment Breakdowns

By Industry:

Columbus, OH MSA Total

1 Retail Trade	139,152	18.52%
2 Fin., Ins. & Real Estate	70,089	9.33%
3 Manufac., Durables	67,490	8.98%
4 Educational Svcs.	66,819	8.89%
5 Health Svcs.	60,290	8.02%
6 Other Prof. Svcs.	55,938	7.44%
7 Pub. Admin.	45,211	6.02%
8 Manufac., Non-Durables	41,559	5.53%
9 Bus. & Repair Svcs.	40,630	5.41%
10 Construction	37,997	5.06%

Total Metro Employees	751,514
Top 10 Total Employees	625,175 83.19%

By Occupation:

Admin. Support/Clerical	141,964	18.89%
Professional	112,724	15.00%
Exec., Admin. & Managerial	108,682	14.46%
Sales	92,867	12.36%
Svc., Exclud. Protective & HH	73,064	9.72%
Precis. Produc./Craft/Repair	68,542	9.12%
Machine Oprs., Fab., Assemb., & Inspec.	41,140	5.47%
Technicians & Support	30,848	4.10%
Handlers, Cleaners, Help., Laborers	28,770	3.83%
Transportation & Moving	28,223	3.76%

NOTE:

Largest Local Banks (Assets \$000,000)

Bk One NA	\$28,626
Huntington Natl Bk	\$28,413
Fifth Third Bank, Central Ohio	\$3,282
Park Natl Bk	\$1,125
Bank One Trust Company, NA	\$775
Delaware Cnty Bk & Tr Co	\$416
World Finl Network National Bank	\$379
The Savings Bank	\$162

Colleges and Universities (# of Students)

Ohio State U.: Columbus Campus	48,301
Columbus State CC	10,777
Capital U.	3,937
Franklin U.	3,440
DeVry Inst. of Tech.: Columbus	3,213
Otterbein Coll.	2,206
Ohio Wesleyan U.	1,873
(and more)	
Total Students (FT & PT)	81,577

Military Bases (# of personnel)

Unemployment

Jun 79:	5.10%	Jul 90:	4.20%
Dec 82:	9.20%	Jul 91:	4.70%
Sep 83:	8.00%	Jul 92:	5.30%
Sep 84:	7.20%	Jul 93:	5.30%
Aug 85:	6.30%	Jul 94:	4.10%
Aug 86:	6.10%	Jul 95:	3.60%
Aug 87:	5.30%	Jul 96:	3.00%
Aug 88:	4.50%	Aug 98:	2.50%
Jul 89:	4.30%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Hameroff
Ron Foth
Lord Sullivan

Viable Stations

WAZU-F	WCOL-F	WMNI	WVKO (1/2)
WBNS	WEGE-F	WNCI-F	WWCD-F
WBNS-F	WHOK-F	WSNY-F	WXMG-F
WBZX-F	WLWQ-F	WTVN	WXST-F (1/2)
WCKX-F			WZAZ-F
			WZJZ-FF

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WCMH	Columbus	4	NBC	NBC	
WSYX	Columbus	6	ABC	Sinclair	
WBNS-TV	Columbus	10	CBS	Wolfe	
WTTE	Columbus	28	FOX	Glencairn	Sinclair
WOSU-TV	Columbus	34	PBS	OH St. U.	
WCPX-LP	Columbus	48	PAX	Paxson	
WSFJ	Newark	51	IND		
WWHO	Chillicothe	53	UPN/WB		Paramount

Major Daily Newspapers

	AM	PM	Sun	Owner
Dispatch	246,528		381,273	Wolfe

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$177,000,000	39%	0.0077
Radio	\$90,000,000	20%	0.0039
Newspaper	\$160,000,000	36%	0.0070
Outdoor	\$13,500,000	3%	0.0006
Cable TV	\$8,800,000	2%	0.0004
Media Total	\$449,300,000		0.0196

NOTE: Use Newspaper and Outdoor estimates with caution.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WNCI FM	CHR	\$12,700,000	14.1
2 WSNY FM	AC	\$11,600,000	12.9
3 WLWQ FM	AOR	\$11,000,000	12.2
4 WCOL FM	C	\$10,100,000	11.2
5 WTVN AM	FS	\$9,300,000	10.3
6 WBZX FM	AOR	\$6,000,000	6.7
7 WCKX FM	B	\$5,950,000	6.6
8 WBNS FM	O	\$5,600,000	6.2
9 WHOK FM	C	\$3,928,000	4.4
10 WZAZ FM	AOR/P	\$2,800,000	3.1
11 WBNS AM	SPRTS	\$1,920,000	2.1
12 WWCD FM	AOR/NR	\$1,800,000	2.0
13 WZJZ FF	J	\$1,600,000	1.8
14 WAZU FM	AOR/NR	\$1,200,000	1.3
15 WXMG FM	B/O	\$1,100,000	1.2
16 WMNI AM	ST	\$650,000	0.7
17 WFII AM	T	\$460,000	0.5
18 WXST FM	CL HITS	\$460,000	0.5
19 WEGE FM	CL AOR	\$370,000	0.4
20 WVKO AM	B	\$325,000	0.4
21 WCZZ FM	J	\$100,000	0.1

Market's Best

Best Restaurants: Hyde Park Grill, Lindy's, Hunan Lion, Refectory, Top Steak House.

Best Hotels: Hyatt, Radisson, Guest Quarters, Stouffers.

Best Golf Courses: Muirfield Village, Scioto, The Golf Club, Ohio State (Scarlet), Double Eagle.

Highest Billing Radio Entities (includes duopolies and combos)	Combined Revenue	Revenue Share
1 Clear Channel Communications: WNCI FM, WCOL FM, WTVN AM, WZAZ FM, WFII AM	\$35,360,000	39.3
2 CBS/Infinity: WLVO FM, WHOK FM, WAZU FM	\$16,128,000	17.9
3 Saga Communications, Inc.: WSNY FM, WVKO AM	\$11,925,000	13.3
4 RadiOhio, Inc.: WBNS FM, WBNS AM	\$7,520,000	8.4
5 Blue Chip Broadcasting: WCKX FM, WXMG FM, WCZZ FM	\$7,150,000	7.9
6 North American Broadcasting: WBZX FM, WMNI AM, WEGE FM	\$7,020,000	7.8
7 Ingleside Radio, Inc.: WWCD FM	\$1,800,000	2
8 Scantland Broadcasting, Ltd.: WJZ FF	\$1,600,000	1.8
9 Stop26-Riverbend: WXST FM	\$460,000	0.5

WEATHER DATA

Elevation:		812
Annual Precipitation:		37.0 in.
Annual Snowfall:		27.7 in.
Average Windspeed:		8.7 (SW)
		TOTAL
	JAN	JUL
Avg. Max. Temp:	36.4	84.4
Avg. Min. Temp:	20.4	62.4
Average Temp:	28.4	73.6
		YEAR
		62.1
		40.9
		51.5

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	78.7	\$68,649,000	4.0
National	21.3	\$18,504,000	13.0

NOTE: Trade equals 1.8% of local. In 1998 it was 1.9%.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1990				
1991	WWCD-F			\$2,000,000
1991	WXXM-F			\$2,500,000
1993	WCOL A/F	From Great Trails	to Nationwide	\$15,000,000
1993	WLOH, WHOK-F		Sold to OmniAmerica	\$10,000,000
1993	WRVF-F (U.Arlington)		Sold to OmniAmerica	\$7,000,000
1995	WLOH, WHOK-F, WLLD-F	From OmniAmerica	to Citicasters	\$24,000,000
1995	WTJY-F (Johnstown)	Sold by Salem		\$1,500,000
1996	WTVN	From Citicasters	to Jacor	\$33,900,000
1996	WLVO-F	From Citicasters	to Jacor	\$38,400,000
1996	WLOH, WLLD-F, WHOK-F	From Citicasters	to Jacor	\$24,000,000
1996	WCEZ-F (Delaware)		Sold to Associated	\$1,950,000
1996	WCKX-F (London)		Sold to Blue Chip	\$3,300,000
1996	WAHC-F, WAKS-F		Sold to Jacor	\$9,000,000
1997	WJZA-F		Sold to Blue Chip	\$4,500,000
1997	WSWZ-F		Sold to WJZF-F	\$1,700,000
	(103.5: Lancaster)			
1997	WCOL-F	From Nationwide	to Jacor	\$37,000,000
1997	WFII	From Nationwide	to Jacor	\$2,000,000
1997	WNCI-F	From Nationwide	to Jacor	\$44,000,000
1998	WLOH (Lancaster)		Sold to Jacor	\$100,000
1998	WZAZ FM (98.9)	From Jacor	to Blue Chip	\$10,100,000
1998	WAZU-F, WHOK-F, WLVO-F	From Jacor	to CBS	Trade
1998	WUCO (1270; Marysville)			\$190,000
1998	WNCI-F, WFII, WTVN, WZAZ-F, WCOL-F		From Jacor	to Clear Channel
1998	WEGE-F		Sold to WMNI/WBZX-F owner	\$5,000,000
4-Jun-99	WXST FM	Associated Commun.	Liberty Media Group	
			Incl. in the \$2,800,000,000 purchase of Assoc.'s parent	
8-Dec-99	WXST FM	Associated Communications	Stop 26-Riverbend	Price NA

Corpus Christi

1999 ARB Rank: 129	1999 Revenue: \$13,000,000	Manager's Market Ranking (current): 2.4
1999 MSA Rank: 130	Rev per Share Point: \$155,689 83.5	Manager's Market Ranking (future) : 2.9
1999 DMA Rank: 126	Population per Station: 13,973 22	
1999 Rev Rank: 131 of 173	1999 Revenue Change: 14.6	Five-year revenue gain % (94-99): 41.3

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	9.2	9.4	10.0	10.4	11.1	13.0					
Yearly Growth Rate (94-99): 5.8%											
Projected Revenue Estimates:							14.30	15.00	15.60	16.30	17.20
Revenue per Capita:	24.33	24.42	25.84	26.66	28.24	33.51					
Yearly Growth Rate (94-99): 4.6% assigned											
Projected Revenue per Capita:							35.05	36.66	38.35	40.11	41.96
Resulting Revenue Estimate:							13.6	14.7	15.5	16.2	17.1
Revenue as % of Retail Sales:	0.0032	0.0029	0.0031	0.0032	0.0033	0.0036					
Mean % (94-99) 0.00360% assigned											
Resulting Revenue Estimate:							13.7	14.0	14.4	14.8	15.5
MEAN REVENUE ESTIMATE:							12.2	14.6	15.2	15.8	16.6

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.378	0.385	0.387	0.390	0.383	0.385	0.388	0.401	0.403	0.405	0.407
Retail Sales (billions):	2.90	3.20	3.20	3.30	3.40	3.60	3.80	3.90	4.00	4.10	4.30

Below-the-Line Listening Shares:	0.8
Unlisted Station Listening:	15.7
Total Lost Listening:	16.5
Available Share Points:	83.5
Number of Viable Stations:	17
Average Share Points per Viable Station:	4.9
Rev. per Available Share Point:	\$155,689
Estimated Rev. for Mean Station:	\$763,000
Average HH Income:	\$32,120
Average Age:	32.9
Average Education:	11.3
Average Home Value:	\$68,700
Population Change (1998-2003):	5.7
Retail Sales Change (1998-2003):	23
Cable Penetration:	69
Number of Class B or C FMs:	14

Confidence Levels	
1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Managers expect 9 to 10% revenue gain in 2000.

Socio-Economic Breakdowns

<i>Ethnic</i>	<i>Income (\$000)</i>	<i>Age</i>	<i>Education</i>
White: 94.3	<\$20: 31.8	12-to-24 23.5	Non High School Grad: 32.3
Black: 4.1	\$20-\$49.9: 37.2	25-to-54 53.1	High School Grad: 24.7
Amer. Indian: 0.5	\$50-\$99.9: 24.8	55-plus 23.4	College 1-3 years: 26.9
Asian/Pac.Isl.: 1.2	\$100+: 6.3		College 4+ years: 16.1
Hispanic: * 59.1			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Petrochemicals			
Fishing			
Agribusiness			

INC 500 Companies

Employment Breakdowns

By Industry:

Corpus Christi, TX MSA Total

1 Retail Trade	30,509	18.61%
2 Educational Svcs.	16,123	9.83%
3 Construction	15,081	9.20%
4 Health Svcs.	13,313	8.12%
5 Pub. Admin.	11,020	6.72%
6 Manufac., Non-Durables	10,824	6.60%
7 Other Prof. Svcs.	9,530	5.81%
8 Fin., Ins. & Real Estate	8,845	5.39%
9 Bus. & Repair Svcs.	8,185	4.99%
10 Personal Svcs.	6,909	4.21%
Total Metro Employees	163,963	
Top 10 Total Employees	130,339	79.49%

By Occupation:

Precis. Produc./Craft/Repair	24,593	15.00%
Admin. Support/Clerical	24,057	14.67%
Svc., Exclud. Protective & HH	22,091	13.47%
Professional	21,612	13.18%
Sales	20,508	12.51%
Exec., Admin. & Managerial	16,895	10.30%
Transportation & Moving	6,798	4.15%
Handlers, Cleaners, Help., Laborers	6,709	4.09%
Machine Oprs., Fab., Assemb., & Inspec.	6,693	4.08%
Technicians & Support	5,872	3.58%

NOTE:

Largest Local Banks (Assets \$000,000)	
American Bk NA	\$346
VALUEBANK Texas	\$123
First Commerce Bank	\$105
The Bank of Alice	\$96
First Community Bank, NA	\$66
Charter Bk-Northwest	\$54
Commercial State Bank	\$47
Nueces National Bank	\$47

Colleges and Universities (# of Students)	
Del Mar Coll.	9,958
Texas A&M U.-Corpus Christi	6,100
Texas A&M U.-Kingsville	5,940
Coastal Bend Coll.	2,985
Total Students (FT & PT)	24,983

Military Bases (# of personnel)	
NS, Ingleside, Tx	2,059
NAS, Corpus Christi	1,449
NAS, Kingsville	810

Unemployment			
Jun 79:	5.90%	Jul 90:	7.10%
Dec 82:	8.30%	Jul 91:	8.20%
Sep 83:	11.00%	Jul 92:	9.50%
Sep 84:	7.80%	Jul 93:	8.60%
Aug 85:	8.90%	Jul 94:	9.70%
Aug 86:	12.20%	Jul 95:	8.90%
Aug 87:	11.20%	Jul 96:	9.10%
Aug 88:	8.50%	Aug 98:	7.30%
Jul 89:	9.00%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

6 West
Pettus
Wingfield Smith

Viable Stations			
KBSO-F	KFTX-F	KLTV-F	KRAD-F
KBTE-	KKBA-F	KMXR-F	KRYS-F
KCCG-F	KKPN-F	KNCN-F	KSAB-F
KEYS	KLHB-F	KOUL-F	KUNO
			KZFM-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KIII	Corpus Christi	3	ABC	McKinnon	
KRIS-TV	Corpus Christi	6	NBC	Eve. Post Publ.	
KTMV-LP	Robstown	8	UPN		
KZTV	Corpus Christi	10	CBS	K-Six TV	
KEDT	Corpus Christi	16	PBS		
KORO	Corpus Christi	28	UNI	Entravision	
K47DF	Corpus Christi	47	FOX	Eve. Post Publ.	
K68DJ	Corpus Christi	68	TEL	Eve. Post Publ.	

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel Communications: KRYS AF, KUNO AM, KSAB FM, KNCN FM, KMXR FM	\$6,100,000	46.9
2 Malkan Broadcasting: KZFM FM, KKBA FM, KEYS AM	\$2,990,000	23
3 Pacific Broadcasting: KKPN FM, KCCG FM, KBTE FM, KTKY FM	\$1,360,000	10.5
4 Equicom, Inc.: KOUL FM, KRAD FM, KTLG FM	\$1,010,000	7.8
5 Rodriguez Communications, LLC: KLHB FM	\$750,000	5.8
6 Broadcasting Crop of the Southwest: KCTA AM	\$400,000	3.1
7 Reina Broadcasting, Inc.: KBSO FM	\$240,000	1.8

Major Daily Newspapers

	AM	PM	Sun
Caller-Times	66,187		86,853

Owner

E W Scripps Co. (Scripps Howard)

Highest Billing Stations

Calls	Format	Revenue	Pct.
-------	--------	---------	------

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$31,000,000	38%	0.0086
Radio	\$13,000,000	16%	0.0036
Newspaper	\$33,000,000	40%	0.0092
Outdoor	\$3,200,000	4%	0.0009
Cable TV	\$2,000,000	2%	0.0006
Media Total	\$82,200,000		0.0229

1 KRYS FM	C	\$2,100,000	16.2
2 KZFM FM	CHR	\$1,800,000	13.8
3 KUNO KSABFSP		\$1,750,000	13.5
4 KNCN FM	AOR	\$1,200,000	9.2
5 KMXR FM	AC	\$1,050,000	8.1
6 KLHB FM	SP	\$750,000	5.8
7 KKPN FM	AC/NR	\$700,000	5.4
8 KKBA FM	SAC	\$610,000	4.7
9 KOUL FM	C	\$600,000	4.6
10 KEYS AM	N/T	\$580,000	4.5
11 KRAD FM	AOR	\$410,000	3.2
12 KCTA AM	REL	\$400,000	3.1
13 KCCG FM	O	\$350,000	2.7
14 KBTE FM	CHR/U	\$310,000	2.4
15 KBSO FM	CL AOR	\$240,000	1.8

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1993				
1993	KRYS A/F			\$3,100,000
1993	KNGV-F (Kingsville)		Sold to owners of KEYS, KZFM-F	\$175,000
1994	KMXR-F		Sold to KRYS A/F owner	\$1,100,000
1994	KRAD-F		Sold to KOUL-F owner	\$360,000
1995	KBIC-F (Alice)			\$650,000
1996	KRYS-AF, KMXR-F		Sold to Gulfstar	\$6,000,000
1996	KFLZ-F		Sold to KCCT/KBSO-F owner	\$550,000
1996	KNCN-F	From Tippie	to Gulfstar	\$2,100,000
1996	KDAE, KLTV-F		Sold to KCTA, KOUL-F, KRAD-F owner	\$1,600,000
1997	KRYS-AF/KMXR-F/KNCN-F	From Gulfstar	to Capstar	NA
1997	KDAE, KLTV-F, KOUL-F, KRAD-F			\$5,200,000
1997	KAHX-F			\$450,000
1997	KXCC-F, KZTX-F		Sold to KAHX-F owner	\$1,780,000
1998	KZTX-F		Sold to Pacific (Dames)	\$725,000
1998	KXCC-F		Sold to Pacific (Dames)	\$1,050,000
1998	KOUL-F/KLTV-F/KRAD-F	From Harpole	to Equicom	\$7,000,000
1998	KUNO/KSAB-F	From Tichenor	to Capstar	\$2,960,000
1998	FMCP (Gregory, TX)		Sold to Pacific	\$280,000
1998	KDAE	From Harpole/Equicom		\$500,000
10-Jan-00	KLHB FM	Coastal Digital Bcstg.	Rodriguez Communications	\$4,000,000

Market's Best
Best Restaurants: La Pesca, Waterfront Oyster.
Best Hotels: Marriott, Sheraton.
Best Golf Courses: King's Crossing CC.

NO WEATHER DATA AVAILABLE

NOTE:

Dallas Fort Worth

1999 ARB Rank: 6	1999 Revenue: \$332,100,000	Manager's Market Ranking (current): 4.8
1999 MSA Rank:x10-Dallas, 32-Ft Worth	Rev per Share Point: \$3,718,925 89.3	Manager's Market Ranking (future) : 4.9
1999 DMA Rank: 8	Population per Station: 98,215 40	
1999 Rev Rank: 5 of 173	1999 Revenue Change: 16	Five-year revenue gain % (94-99): 84.5

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	180.0	204.6	218.0	249.5	279.1	332.1					
Yearly Growth Rate (94-99): 7.9% assigned											
Projected Revenue Estimates:							367.50	383.20	410.90	441.00	485.70
Revenue per Capita:	40.44	45.26	47.08	52.64	57.55	67.23					
Yearly Growth Rate (94-99): 5.8% assigned											
Projected Revenue per Capita:							71.13	75.26	79.62	84.24	89.12
Resulting Revenue Estimate:							362.00	392.83	424.38	455.73	490.18
Revenue as % of Retail Sales:	0.0044	0.0046	0.0048	0.0053	0.0054	0.0060					
Mean % (94-99) 0.00600% assigned											
Resulting Revenue Estimate:							356.4	373.8	387.6	408.6	428.4
MEAN REVENUE ESTIMATE:							365.0	383.3	407.6	435.1	468.1

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	4.450	4.520	4.630	4.740	4.850	4.940	5.090	5.220	5.330	5.410	5.500
Retail Sales (billions):	41.00	44.30	45.50	47.00	51.30	54.90	59.40	62.30	64.60	68.10	71.40

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:	25
Average Share Points per Viable Station:	3.6
Rev. per Available Share Point:	\$3,718,925
Estimated Rev. for Mean Station:	\$13,388,000
Average HH Income:	\$48,355
Average Age:	33.4
Average Education:	12.5
Average Home Value:	\$108,300
Population Change (1998-2003):	11.4
Retail Sales Change (1998-2003):	32.8
Cable Penetration:	51
Number of Class B or C FMs:	23

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports to Miller, Kaplan and all viable stations cooperate. Managers expect 12 to 13% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 79.9	<\$20: 18.6	12-to-24 21.8	Non High School Grad: 20.1
Black: 15.6	\$20-\$49.9: 33.6	25-to-54 59.4	High School Grad: 23.1
Amer. Indian: 0.6	\$50-\$99.9: 32.0	55-plus 18.8	College 1-3 years: 28.3
Asian/Pac. Isl.: 3.9	\$100+: 15.8		College 4+ years: 28.5
Hispanic: * 17.0			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Financial	Exxon 4	AMFM Inc.	Sammons Enterprises 76
High Tech	J.C. Penney 31	Centex Corporation	Builders FirstSource 149
Energy	GTE 45	Central & South West Corp.	Mary Kay 175
Food Processing	AMR 71	CompUSA, Inc.	Minyard Food Stores 195
Agribusiness	Halliburton 85	Ensco International, Inc.	Club Corporation International 234
Aircraft	Electronic Data Sys 90	Halliburton Company	Glazer's Wholesale Distributors 238
Munitions	Texas Utilities 105	Kimberly-Clark Corp.	Austin Industries 282
Clothing	Kimberly-Clark 136	Southwest Airlines Co.	Ben E Keith 294
Electronics	Union Pacific 154	Suiza Foods Corporation	Hunt Consolidated/Hunt Oil 308
	(and more)	(and more)	(and more)

INC 500 Companies

MetaSolv Software	35
Advanced Int. Technology	53
Techniki Informatica	65
TelStrat	75
Monitronics International	80
IVP Pharmaceutical Care	112
NexCycle	147
Ryder-Bush Staffing	199
Akili Systems Group	241
Cytronics Technology	254
Telecom Technologies	261
People Solutions	277
Tensor Info Systems	290
TX. C.C.	300
Landmark Financial Svc	316
(and more)	

Employment Breakdowns

By Industry:

Dallas, TX PMSA Total		
1 Retail Trade	287,899	16.73%
2 Manufac., Durables	196,145	11.40%
3 Fin., Ins. & Real Estate	165,879	9.64%
4 Bus. & Repair Svcs.	129,314	7.51%
5 Other Prof. Svcs.	117,754	6.84%
6 Educational Svcs.	113,354	6.59%
7 Wholesale Trade	105,873	6.15%
8 Health Svcs.	102,073	5.93%
9 Manufac., Non-Durables	96,145	5.59%
10 Construction	89,633	5.21%
Total Metro Employees	1,721,012	
Top 10 Total Employees	1,404,069	81.58%

By Occupation:

Admin. Support/Clerical	308,644	17.93%
Exec., Admin. & Managerial	277,720	16.14%
Professional	246,045	14.30%
Sales	237,682	13.81%
Precis. Produc./Craft/Repair	165,463	9.61%
Svc., Exclud. Protective & HH	160,533	9.33%
Machine Oprs., Fab., Assem., & Inspec.	86,050	5.00%
Technicians & Support	73,906	4.29%
Handlers, Cleaners, Help., Laborers	56,022	3.26%
Transportation & Moving	54,870	3.19%

NOTE:

Largest Local Banks (Assets \$000,000)

Bk One Texas NA	\$26,318
Comerica Bk-Texas	\$3,859
First State Bank of Texas	\$1,266
Amer Natl Bk of Texas	\$668
TIB The Independent Bkrs Bank	\$662
Texas Bk	\$626
Northern Trust Bank of Texas, N.A.	\$586
N. Dallas Bank & Trust Company	\$585
Legacy Bank of Texas	\$569

Colleges and Universities (# of Students)

U. of North Texas	25,514
U. of Texas at Arlington	18,662
Tarrant County Coll.	17,315
Richland Coll.	12,000
Southern Methodist U.	9,834
Collin County CC District	9,607
Texas Woman's U. (and more)	9,133
Total Students (FT & PT)	164,410

Military Bases (# of personnel)

NAS, Joint Reserve Base	560
Carswell ARB	11

Unemployment

Dec 82:	5.20%	Jul 91:	6.50%
Sep 83:	4.90%	Jul 92:	6.80%
Sep 84:	3.50%	Jul 93:	6.40%
Aug 85:	4.80%	Jul 94:	5.70%
Aug 86:	6.70%	Jul 95:	5.00%
Aug 87:	6.60%	Jul 96:	4.20%
Aug 88:	5.50%	Aug 98:	3.50%
Jul 89:	6.00%	Dec 99:	2.80%
Jul 90:	5.30%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Richards Group
Bozell
Tracy Locke
Ward
GDS & M

Viable Stations

KBFB-F	KHKB-F	KOAI	KVIL-F
KDGE-F	KKDA-AF	KPLX-F	KYNG-F
KDMX-F	KKZN-FF	KRBV-F	KZMP-AF (1/2)
KDXX-AF (1/2)	KLIF	KRLD	KZPS-F
KEGL-F	KLTY-F	KSCS-F	WBAP
KESS (1/2)	KLUV-F	KTCK	WRR -F
KHCK-F (1/2)	KMEO-F	KTXX-F	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KDFW	Dallas	4	FOX	Fox	
KXAS-TV	Ft. Worth	5	NBC	NBC	
WFAA-TV	Dallas	8	ABC	Belo	
KTVT	Ft. Worth	11	CBS	CBS	
KERA-TV	Dallas	13	PBS		
KTXA	Fort Worth	21	UPN	Paramount	
KUVN	Garland	23	UNI	Univision	
KDFI	Dallas	27	IND		Fox
KDAF-TV	Dallas	33	WB	Tribune	
KXTX-TV	Dallas	39	IND		
KSTR-TV	Irving	49	IND	USA	
KFWD	Ft. Worth	52	TEL		
KPXD	Arlington	68	PAX	Paxson	

Major Daily Newspapers

	AM	PM	Sun	Owner
Dallas Morning News	479,863		780,084	A H Belo Corp.
Fort Worth Star-Telegram	232,112		342,639	Knight Ridder

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$633,000,000	41%	0.0115
Radio	\$332,100,000	21%	0.0060
Newspaper	\$499,000,000	32%	0.0091
Outdoor	\$55,000,000	4%	0.0010
Cable TV	\$26,000,000	2%	0.0005
Media Total	\$1,545,100,000		0.0281

NOTE: Use Newspaper and Outdoor estimates with caution.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KVIL FM	AC	\$32,900,000	9.9
2 KHKS FM	CHR	\$27,500,000	8.3
3 WBAP AM	FS/T	\$23,800,000	7.2
4 KRLD AM	N/T	\$23,500,000	7.1
5 KSCS FM	C	\$20,400,000	6.1
6 KKDA AF	B	\$18,800,000	5.7
7 KZPS FM	CL AOR	\$18,100,000	5.5
8 KLUV FM	O	\$17,900,000	5.4
9 KDMX FM	AC/CHR	\$17,000,000	5.1
10 KTCK AM	SPRTS	\$15,700,000	4.7
11 KEGL FM	AOR	\$14,200,000	4.3
12 KPLX FM	C	\$12,250,000	3.7
13 KYNG FM	C	\$10,250,000	3.1
14 KOAI FM	J	\$10,050,000	3.0
15 KDGE FM	AOR/NR	\$8,900,000	2.7
16 KRBV FM	CHR/U	\$7,600,000	2.3
17 KLIF AM	T	\$7,030,000	2.1
18 KLTY FM	REL/CC	\$7,000,000	2.1
19 KTXQ FM	B/O	\$5,675,000	1.7
20 KKZN FF	AOR/P	\$4,340,000	1.3
21 KBFB FM	SAC	\$3,920,000	1.2
22 KESS AM	SP	\$3,810,000	1.1
23 WRR FM	CL	\$3,780,000	1.1
24 KHCK FM	SP	\$3,750,000	1.1
25 KRVA FF	SP	\$3,500,000	1.1
26 KRNB FM	B/AC	\$3,302,000	1.0
27 KDXX FF	SP	\$1,530,000	0.5
28 KMEO FM	SAC	\$1,400,000	0.4
29 KHVN AM	G	\$1,100,000	0.3
30 KRVA AM	SP	\$1,040,000	0.3
31 KLUV AM	O	\$775,000	0.2

Market's Best

Best Restaurants: Four Seasons, Mansion at Turtle Creek, Del Friscos, Ruth Chris, Mi Piaci, Chamberlains, Kosta's, Riveria, Cattlemans.

Best Hotels: Mansion at Turtle Creek, Loew's Anatole, Adolphus, Sheraton Park, Crescent Court, Westin Galleria, St. Germain.

Best Golf Courses: Colonial (Fort Worth), Hyatt Bear Creek, Preston Trail, Brook Hollow, Las Colinas TPC.

NOTE:

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	76.7	\$253,597,000	15.8
National	23.3	\$76,936,000	31.2

NOTE: Trade equals 1.7% of local. In 1998 it was 2.1%.

Highest Billing Radio Entities (includes duopolies and combos)	Combined Revenue	Revenue Share
1 CBS/Infinity: KVIL FM, KRLD AM, KLUV FM, KYNG FM, KOAI FM, KRBV FM, KHVN AM, KOME AM (CP)	\$103,300,000	31.1
2 Clear Channel Communications: KHKS FM, KZPS FM, KDMX FM, KEGL FM, KTXQ FM	\$82,475,000	24.8
3 ABC Inc.: WBAP AM, KSCS FM, KMEO FM	\$45,600,000	13.7
4 Susquehanna Radio Corp.: KTCK AM, KPLX FM, KLIF AM, KKZN FF, KTBK AM	\$39,320,000	11.8
5 Service Broadcasting Corp.: KKDA AF, KRNB FM	\$22,102,000	6.7
6 Salem Communications Corp.: KDGE FM, KSKY AM, KWRD FM	\$8,900,000	2.7
7 Hispanic Broadcasting Corp.: KESS AM, KHCK FM, KDXX FF, KDOS FM, KLNO FM	\$9,090,000	2.7
8 Sunburst Media: KLTU FM	\$7,000,000	2.1
9 Radio One: KBFB FM, KLUV AM	\$4,695,000	1.4
10 Z-Spanish Radio Network, Inc.: KRVA AF, KRVF FM, KZMP AF	\$4,540,000	1.4
11 City of Dallas: WRR FM	\$3,780,000	1.1

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1994				
1994	KHVN, KJMZ-F	From Summit	to Granum	\$22,000,000 (E)
1994	KMRT	From Granum	to Heffel	\$1,500,000
1994	KLUV-F	From TK	to Infinity	\$51,000,000
1994	KDGE-F (Gainsville)		Sold to Bonneville	\$11,000,000
1994	KDZR-F (Denton)		Sold to Heffel	\$5,000,000
1995	KSKY	From Bdcst. Prtns	to Evergreen	\$3,000,000 (E)
1995	KTCK		Sold to SFX	\$10,500,000
1995	KBBS		Sold to Salem	\$4,850,000
1995	WBAP, KSCS-F	From Cap Cities/ABC	to Disney	\$120,000,000 (E)
1995	KRRW-F, KTXQ-F	From CBS	to Westinghouse	\$58,000,000 (E)
1995	KSNM-F	From Alliance	to Infinity	\$33,000,000 (E)
1995	KYNG-F	From Alliance	to Infinity	\$74,000,000 (E)
1996	KMIA-F (Jasper)		Sold to Tichenor	\$3,500,000
1996	KGGR		Sold to Mortenson	\$1,150,000
1996	KHVN	From Granum	to Infinity	\$3,000,000
1996	KOAI-F	From Granum	to Infinity	\$58,000,000
1996	KRBV-F	From Granum	to Infinity	\$38,000,000
1996	KRLD	Trade From SFX	to Westinghouse	KKRW-F in Houston
1996	KTCK	From SFX	to Susquehanna	\$14,000,000
1996	KVIL-F	From Infinity	to Westinghouse	\$253,000,000
1996	KDMM	From Infinity	to Westinghouse	\$3,000,000
1996	KLUV-F	From Infinity	to Westinghouse	\$92,000,000
1996	KEWS-F	From Infinity	to Westinghouse	\$47,000,000
1996	KHVN	From Infinity	to Westinghouse	\$5,000,000
1996	KYNG-F	From Infinity	to Westinghouse	\$82,000,000
1996	KOAI-F	From Infinity	to Westinghouse	\$84,000,000
1996	KRBV-F	From Infinity	to Westinghouse	\$72,000,000
1996	KTXQ-F, KRRW-F	Trade From Westinghouse	to SFX	WHFS-F in Washington
1996	KEWS-F	From Infinity	to Salem	35,000,000 + KDFX
1996	KDMM		Sold to KLTU-F owner	\$675,000
1996	KNBR-F (CP-Halfon) 49%		Sold to Susquehanna	\$13,700,000
1997	KEGL-F	Traded by Sandusky	to Nationwide	KSLX-AF in Phoenix
1997	KTNO (1540: Univ. Park)		Sold to John Douglas	\$2,300,000
1997	KHKS-F	From Gannett	to Chancellor	\$90,000,000
1997	KINF (1440: Denton)	From Heffel	to Mortenson	\$650,000
1997	KDGE-F/KZPS-F	From Bonneville	to Chancellor	\$83,500,000
1997	KBFB-F	From SFX	to Hicks/Chancellor	\$51,000,000
1997	KTXQ-F	From SFX	to Hicks/Chancellor	\$59,000,000
1997	KDMX-F	From Nationwide	to Jacor	\$45,000,000
1997	KEGL-F	From Nationwide	to Jacor	\$47,000,000
1998	KDFT (540)		Sold to Freedom Network	\$1,915,000
1998	KZDL-F (interest)	From El Dorado	to Z-Spanish	
1998	KBFB-F/KTXQ-F	From Capstar	to Chancellor	
1998	KDSX/KXIL-F		Sold to Susquehanna	\$6,050,000
1998	KAHZ	From Children's	to Catholic	
1998	KAAM		Sold to Disney	\$12,100,000
1998	KNKI-F (96.7; Flower Mound)	From First Bestg	to ABC/Disney	\$23,000,000
1998	KDMX-F/KEGL-F	From Jacor	to Clear Channel	
1998	KRJT-F		Sold to Sunburst	\$4,300,000
1998	KAHZ	From Children's	to Unica	
29-Jan-99	KIKM FM		First Broadcasting	\$15,000,000
5-Feb-99	KIKM FM	First Broadcasting	Z-Spanish Network, Inc.	\$26,600,000
4-Mar-99	KLTU FM	Rodriguez	Sunburst	\$63,300,000
1-Jun-99	KXEB AM	910 Broadcasting Corp.	Metroplex Broadcasting, Ltd. with KTCY FM: price NA	
1-Jun-99	KTCY FM	910 Broadcasting Corp.	Metroplex Broadcasting, Ltd. with KXEB AM: price NA	
6-Jul-99	KLTU FM	Sunburst	Hispanic	\$65,000,000
15-Sep-99	KZMP AM	Douglas	Z-Spanish	KLTU calls and format will move to another facility With KGOL (Houston): price NA
31-Jan-00	KSKY AM	AMFM	Salem	\$7,500,000 + KPRZ, Colorado Spgs.
6-Mar-00	KDGE FM	AMFM	Salem	AMFM/CCU divestiture. \$185,600,000
13-Mar-00	KBFB FM	AMFM	Radio One	AMFM/CCU divestiture. price NA
16-Mar-00	KDFT AM	Freedom Network	Multicultural	Group transaction: \$12,000,000

WEATHER DATA

Elevation:	551
Annual Precipitation:	32.1 in.
Annual Windspeed:	2.7 in.
Average Windspeed:	11.1 (S)
	TOTAL YEAR
Avg. Max. Temp:	JAN 55.7 JUL 95.5 YEAR 76.5
Avg. Min. Temp:	33.9 74.0 54.4
Average Temp:	44.8 84.8 65.5

1999 ARB Rank: 133	1999 Revenue: \$14,800,000	Manager's Market Ranking (current): 3
1999 MSA Rank: 140	Rev per Share Point: \$178,099 83.1	Manager's Market Ranking (future) : 3.5
1999 DMA Rank: 94	Population per Station: 19,707 15	
1999 Rev Rank: 122 of 173	1999 Revenue Change: 2	Five-year revenue gain % (94-99): 32.1

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	11.2	11.7	12.6	13.4	14.5	14.8						
Yearly Growth Rate (94-99): 5.8% assigned												
Projected Revenue Estimates:							15.50	16.10	17.00	18.10	19.60	
Revenue per Capita:	31.28	32.59	35.29	37.43	40.50	41.23						
Yearly Growth Rate (94-99): 5.6% assigned												
Projected Revenue per Capita:							43.53	45.97	48.54	51.26	54.13	
Resulting Revenue Estimate:							15.6	16.55	17.48	18.45	19.54	
Revenue as % of Retail Sales:	0.0032	0.0033	0.0037	0.0038	0.0040	0.0039						
Mean % (94-99) 0.00395%												
Resulting Revenue Estimate:							15.4	15.8	16.2	17.0	17.8	
							MEAN REVENUE ESTIMATE:					15.5 16.1 16.9 17.8 19.0

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.358	0.359	0.357	0.358	0.359	0.359	0.359	0.360	0.360	0.360	0.361
Retail Sales (billions):	3.50	3.50	3.40	3.50	3.60	3.80	3.90	4.00	4.10	4.30	4.50

Below-the-Line Listening Shares:	3.5
Unlisted Station Listening:	13.4
Total Lost Listening:	16.9
Available Share Points:	83.1
Number of Viable Stations:	11.5
Average Share Points per Viable Station:	7.2
Rev. per Available Share Point:	\$178,099
Estimated Rev. for Mean Station:	\$1,282,000
Average HH Income:	\$36,867
Average Age:	36.6
Average Education:	12.3
Average Home Value:	\$67,800
Population Change (1998-2003):	0.2
Retail Sales Change (1998-2003):	18.7
Cable Penetration:	67
Number of Class B or C FMs:	8

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Hungerford. Managers expect 5 to 7% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 92.5	<\$20: 26.3	12-to-24 20.5	Non High School Grad: 20.7
Black: 6.2	\$20-\$49.9: 38.6	25-to-54 51.8	High School Grad: 34.8
Amer. Indian: 0.3	\$50-\$99.9: 28.4	55-plus 27.7	College 1-3 years: 26.7
Asian/Pac.Isl.: 1.0	\$100+: 6.7		College 4+ years: 17.8
Hispanic: * 5.7			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Farm Machinery	Deere	Deere & Company	
Food Products	113		
Aluminum Products			

INC 500 Companies

Employment Breakdowns

By Industry:

Davenport-Moline-Rock Island, IA-IL MSA Total

Industry	Count	Percentage	Occupation	Count	Percentage
1 Retail Trade	31,831	18.96%	Admin. Support/Clerical	27,013	16.09%
2 Manufac., Durables	20,938	12.47%	Professional	22,097	13.16%
3 Educational Svcs.	13,661	8.14%	Sales	21,163	12.61%
4 Health Svcs.	13,405	7.99%	Svc., Exclud. Protective & HH	20,724	12.35%
5 Wholesale Trade	12,584	7.50%	Precis. Produc./Craft/Repair	19,000	11.32%
6 Pub. Admin.	10,618	6.33%	Exec., Admin. & Managerial	18,372	10.95%
7 Manufac., Non-Durables	9,627	5.74%	Machine Oprs., Fab., Assemb., & Inspec.	12,282	7.32%
8 Fin., Ins. & Real Estate	9,382	5.59%	Handlers, Cleaners, Help., Laborers	7,790	4.64%
9 Other Prof. Svcs.	9,055	5.39%	Transportation & Moving	7,756	4.62%
10 Construction	7,815	4.66%	Technicians & Support	4,665	2.78%

Total Metro Employees	167,847
Top 10 Total Employees	138,916 82.76%

NOTE:

Largest Local Banks (Assets \$000,000)

Metrobank NA	\$346
Quad City Bk & Tr Co	\$297
American Bank and Trust Co.	\$191
Central Trust and Savings Bank	\$178
Northwest Bk & Tr Co	\$158
Southeast Natl Bk of Moline	\$122
First National Bank	\$87

Colleges and Universities (# of Students)

Black Hawk Coll.	4,580
Scott CC	3,743
St. Ambrose U.	2,783
Augustana Coll.	2,272
Muscatine CC	1,261
Clinton CC	1,084
Marycrest International U. (and more)	793
Total Students (FT & PT)	18,620

Military Bases (# of personnel)

Rock Island Arsenal	288
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Unemployment

Jun 79:	3.60%	Jul 90:	5.70%
Dec 82:	N/A	Jul 91:	5.80%
Sep 83:	13.30%	Jul 92:	6.70%
Sep 84:	9.30%	Jul 93:	5.60%
Aug 85:	N/A	Jul 94:	4.20%
Aug 86:	10.00%	Jul 95:	4.20%
Aug 87:	7.20%	Jul 96:	4.00%
Aug 88:	7.60%	Aug 98:	3.10%
Jul 89:	5.90%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Ad Group
Alliance Adv.

Viable Stations		
KBOB-F	KORB-F	WKBF
KCQQ-F	KQLI-F	WLLR-AF
KJOC (1/2)	KUUL-F	WOC
KMXG-F	WHTS-F	WXLP-F

**Highest Billing Radio Entities
(includes duopolis and combos)**

	Combined Revenue	Revenue Share
1 Sconnix Broadcasting: WLLR AF, KCQQ FM, WHTS FM, KMXG FM, KUUL FM, WOC AM, WKBF AM	\$11,795,000	79.7
2 Cumulus Media: WXLP FM, KBEA FM, KORB FM, KBOB-FM, KJOC AM	\$2,823,000	19.1

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WHBF-TV	Rock Island	4	CBS	Citadel (Lombardo)	
KWQC-TV	Davenport	6	NBC	Young	
WQAD-TV	Moline	8	ABC	NY Times	
KLJB-TV	Davenport	18	FOX	Grant	
WQPT	Moline	24	PBS	Black Hawk Col.	
KQCT	Davenport	36	S:WQPT	Black Hawk Col.	

Major Daily Newspapers

	AM	PM	Sun	Owner
Dispatch	27,936		34,250	Small Newspaper Inc.
Rock Island Argus	13,020		15,437	Small Newspaper Inc.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WLLR AF	C	\$3,300,000	22.3
2 KCQQ FM	CL HITS	\$2,800,000	18.9
3 WHTS FM	CHR	\$1,700,000	11.5
4 KMXG FM	AC	\$1,400,000	9.5
5 KUUL FM	O	\$1,200,000	8.1
6 WOC AM	N/T	\$1,200,000	8.1
7 WXLP FM	AOR	\$1,100,000	7.4
8 KBEA FM	C	\$800,000	5.4
9 KORB FM	AOR	\$480,000	3.2
10 KBOB-FM	SAC	\$275,000	1.9
11 WKBF AM	ST	\$195,000	1.3
12 KJOC AM	SPRTS	\$168,000	1.1

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$43,000,000	41%	0.0113
Radio	\$14,800,000	14%	0.0039
Newspaper	\$40,000,000	38%	0.0105
Outdoor	\$3,600,000	3%	0.0009
Cable TV	\$2,900,000	3%	0.0008
Media Total	\$104,300,000		0.0274

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1990				
1992	KMJC-F (Clinton)	From Receiver	to owners of WOC/KUUL-F	\$1,256,000
1993	KRVR-F	From Community Radio	to Dudley	\$1,600,000
1993	KMJC-F	From receiver	to owners of WOC, KUUL-F	\$1,300,000
1993	KJOC, WXLP-F	From Goodrich	to Connoisseur	\$2,925,000
1993	KFMH-F (Muscatine)		Sold to Connoisseur	\$1,700,000
1994	WKBF, WPXR-F	From Roth	to Wheeling-Pitts.	\$2,600,000
1995	WOC, KUUL-F, KMXG-F		Sold to Sconnix	\$11,000,000
1995	KFQC		Sold to Sconnix	\$45,000
1996	KORB-F (Bittendorf)		Sold to Connoisseur	\$633,000
1996	WGEN-AF (Geneseo IL)		Sold to Connoisseur	\$850,000
1997	WGEN (1500: Geneseo, IL)		Sold by Connoisseur	\$30,000
29-Nov-99	KJOC AM	Connoisseur	Cumulus	Group sale: \$242,000,000
29-Nov-99	KBOB FM	Connoisseur	Cumulus	Group sale: \$242,000,000
29-Nov-99	KORB FM	Connoisseur	Cumulus	Group sale: \$242,000,000
29-Nov-99	KQLI FM	Connoisseur	Cumulus	Group sale: \$242,000,000
29-Nov-99	WXLP FM	Connoisseur	Cumulus	Group sale: \$242,000,000

Market's Best

Best Restaurants: Gourmet House, Dock, Charles Michelle.

Best Hotels: Blackhawk, Jumer's, Steeplegate Inn.

Best Golf Courses: Crown Valley.

WEATHER DATA

Elevation:	561		
Annual Precipitation:	32.1 in.		
Annual Snowfall:	2.7 in.		
Average Windspeed:	11.1 (S)		
	JAN	JUL	TOTAL YEAR
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:

1999 ARB Rank: 56	1999 Revenue: \$38,600,000	Manager's Market Ranking (current): 3.2
1999 MSA Rank: 62	Rev per Share Point: \$488,608 79	Manager's Market Ranking (future) : 3.4
1999 DMA Rank: 54	Population per Station: 43,111 19	
1999 Rev Rank: 57 of 173	1999 Revenue Change: 9.1	Five-year revenue gain % (94-99): 41.9

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	27.2	29.0	29.8	31.9	35.1	38.6					
Yearly Growth Rate (94-99): 5.90% assigned											
Projected Revenue Estimates:							41.00	42.40	45.30	47.90	51.40
Revenue per Capita:	28.33	30.60	31.37	33.57	36.98	40.93					
Yearly Growth Rate (94-99): 6.80% assigned											
Projected Revenue per Capita:							43.72	46.69	49.87	53.26	56.88
Resulting Revenue Estimate:							40.9	43.42	46.13	49.00	52.27
Revenue as % of Retail Sales:	0.0032	0.0032	0.0031	0.0033	0.0034	0.0036					
Mean % (94-99) 0.00360%											
Resulting Revenue Estimate:							40.8	42.1	43.2	44.6	46.1
							MEAN REVENUE ESTIMATE:				
							40.9	42.6	44.9	47.2	49.9

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.960	0.956	0.950	0.950	0.949	0.943	0.936	0.930	0.925	0.920	0.919
Retail Sales (billions):	8.60	9.20	9.50	9.70	10.20	10.70	11.30	11.70	12.00	12.40	12.80

Below-the-Line Listening Shares:	7.7
Unlisted Station Listening:	13.3
Total Lost Listening:	21
Available Share Points:	79
Number of Viable Stations:	13
Average Share Points per Viable Station:	6.1
Rev. per Available Share Point:	\$488,608
Estimated Rev. for Mean Station:	\$2,981,000
Average HH Income:	\$42,395
Average Age:	36.3
Average Education:	12.4
Average Home Value:	\$88,100
Population Change (1998-2003):	-3
Retail Sales Change (1998-2003):	22.5
Cable Penetration:	71
Number of Class B or C FMs:	8

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. All viable stations cooperate. Managers predict 7 to 8% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 83.7	<\$20: 22.6	12-to-24 21.0	Non High School Grad: 21.9
Black: 14.7	\$20-\$49.9: 35.5	25-to-54 52.8	High School Grad: 32.9
Amer. Indian: 0.2	\$50-\$99.9: 32.0	55-plus 26.2	College 1-3 years: 25.6
Asian/Pac.Isl.: 1.4	\$100+: 9.9		College 4+ years: 19.6
Hispanic: * 1.0			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Business Equipment	NCR 258	DPL Inc.	
Aircraft Parts	Mead 340	Mead Corporation	
Chemical & Plastics		NCR Corporation	
Refrigeration & Heating Equipment		Cincinnati Financial Corp.	
Motor Vehicle Parts			

INC 500 Companies

Versicom Comm	357
Progressive Support Svc	370
Ascent Solutions	441

Employment Breakdowns

By Industry:

Dayton-Springfield, OH MSA Total

1 Retail Trade	77,501	17.55%
2 Manufac., Durables	74,376	16.84%
3 Health Svcs.	42,059	9.52%
4 Educational Svcs.	37,380	8.46%
5 Pub. Admin.	29,950	6.78%
6 Other Prof. Svcs.	27,672	6.27%
7 Manufac., Non-Durables	26,604	6.02%
8 Fin., Ins. & Real Estate	21,476	4.86%
9 Bus. & Repair Svcs.	21,414	4.85%
10 Construction	20,736	4.69%

Total Metro Employees	441,676
Top 10 Total Employees	379,168 85.85%

By Occupation:

Admin. Support/Clerical	71,799	16.26%
Professional	68,019	15.40%
Exec., Admin. & Managerial	57,265	12.97%
Sales	49,537	11.22%
Svc., Exclud. Protective & HH	48,145	10.90%
Precis. Produc./Craft/Repair	47,520	10.76%
Machine Oprs., Fab., Assemb., & Inspec.	36,651	8.30%
Technicians & Support	17,770	4.02%
Handlers, Cleaners, Help., Laborers	16,241	3.68%
Transportation & Moving	16,091	3.64%

NOTE:

Largest Local Banks (Assets \$000,000)

Fifth Third Bank, Western Ohio	\$4,500
Secur Natl Bk & Tr Co	\$621
Eaton Natl Bk & Tr Co	\$124
Home City F.s.b. of Springfield	\$89
Farmers & Merchants Bank	\$72

Colleges and Universities (# of Students)

Sinclair CC	14,257
Wright State U.	10,665
U. of Dayton	10,184
Cedarville Coll.	2,653
Clark State CC	2,438
Miami U.: Middletown Campus	2,423
Wittenberg U.	2,101
(and more)	
Total Students (FT & PT)	56,140

Military Bases (# of personnel)

Wright-Patterson AFB	6,634
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Unemployment

Jun 79:	6.80%	Jul 90:	4.60%
Dec 82:	12.10%	Jul 91:	5.60%
Sep 83:	9.40%	Jul 92:	6.30%
Sep 84:	7.60%	Jul 93:	5.40%
Aug 85:	6.80%	Jul 94:	5.10%
Aug 86:	6.60%	Jul 95:	4.60%
Aug 87:	5.80%	Jul 96:	4.60%
Aug 88:	5.10%	Aug 98:	2.70%
Jul 89:	4.60%	Dec 99:	3.30%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Willis Case
Penny/Ohlman
Eastpointe

Viable Stations

WBTT-F	WHIO	WLQT-F	WTUE-F
WCLR-FF	WHKO-F	WMMX-F	WXEG-F
WDAO (1/2)	WING (1/2)	WONE	
WGTZ-F	WING-F	WROU-F	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WDTN-TV	Dayton	2	ABC	Sunrise	
WHIO-TV	Dayton	7	CBS	Cox	
WPTO	Oxford	14	PBS	WPTD	
WPTD	Dayton	16	PBS		
WKEF	Dayton	22	NBC	Sinclair	
WBDT	Springfield	26	WB/PAX	ACME	
WRGT-TV	Dayton	45	FOX/UPN	Sullivan	Sinclair
WUCT-LP	Dayton	51	WB		

Major Daily Newspapers

	AM	PM	Sun
Daily News	152,308		206,801
Springfield News-Sun	35,575		41,059

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$93,000,000	40%	0.0087
Radio	\$38,600,000	16%	0.0036
Newspaper	\$88,000,000	37%	0.0082
Outdoor	\$9,000,000	4%	0.0008
Cable TV	\$6,200,000	3%	0.0006
Media Total	\$234,800,000		0.0219

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1994				
1994	WLQT-F	From Liggett	to Regent Comm.	\$5,500,000
1994	WDOL-F (Englewood)		Sold to Regent	\$2,150,000
1995	WTRJ-F (Troy)		to WROU-F owner	\$1,100,000
1996	WLQT-F, WDOL-F	From Regen	to Amer. Radio	\$12,000,000
1996	WING-F	From Osborn	to Capstar	
1996	WLSN-F (106.5, Greenville)		Sold to WROU-F owner	\$2,350,000
1996	WXEG-F		Sold to Amer. Radio Syst.	\$3,350,000
1997	Amer. Radio stations traded to Jacor for its Kansas City operations			
1997	WING-F	From Osborn	to Great Trails	\$3,550,000
1997	WING-AF, WGTZ-F	From Great Trails	to Clear Channel	\$14,000,000
1998	WIZE (Springfield)		Sold to Jacor	\$525,000
1998	WPTW/WCLR-F/WZLR-F	From Giddens	to Cox	\$6,300,000
1998	WLSN-F		Sold to Jacor	\$3,400,000
1998	WLQT-F, WTUE-F, WLSN-F, WBTT-F, WONE, WIZE, WXEG-F, WMMX-F		From Jacor to Clear Channel	
18-Jan-99	WPTW AM	Cox Radio	Frontier	\$75,000
11-Feb-99	WGTZ FM	Clear Channel	Blue Chip	Group: \$40,000,000
11-Feb-99	WING AM	Clear Channel	Blue Chip	Group: \$40,000,000
11-Feb-99	WING FM	Clear Channel	Blue Chip	Group: \$40,000,000
25-Jun-99	WKSX FM	U. S. Broadcasting	Blue Chip	\$5,000,000

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel Communications: WMMX FM, WTUE FM, WLQT FM, WXEG FM, WONE AA, WBTT FM, WBKI FM, WIZE AM	\$17,470,000	45.3
2 Cox Radio: WHKO FM, WHIO AM, WCLR FF, WLZR FM	\$11,950,000	31
3 Blue Chip Broadcasting: WING FM, WGTZ FM, WKSX FM, WING AM	\$5,631,000	14.6
4 Hawes-Saunders Bcstg Properties: WROU FM, WRNB FM	\$2,680,000	6.9

Owner

Cox Newspapers Inc.
Cox Newspapers Inc.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WHKO FM	C	\$7,000,000	18.1
2 WMMX FM	AC	\$6,600,000	17.1
3 WTUE FM	AOR	\$4,100,000	10.6
4 WHIO AM	FS/T	\$3,500,000	9.1
5 WLQT FM	SAC	\$3,370,000	8.7
6 WROU FM	G	\$2,680,000	6.9
7 WING FM	CL AOR	\$2,100,000	5.4
8 WGTZ FM	CHR	\$2,000,000	5.2
9 WXEG FM	AOR/NR	\$1,500,000	3.9
10 WCLR FF	O	\$1,450,000	3.8
11 WKSX FM	C	\$1,110,000	2.9
12 WONE AA	ST	\$840,000	2.2
13 WBTT FM	CHR/B	\$690,000	1.8
14 WING AM	T	\$421,000	1.1
15 WBKI FM	C	\$370,000	1.0

Market's Best

Best Restaurants: Pine Club, Paragon, L'Auberge.

Best Hotels: Crowne Plaza, Marriott.

Best Golf Courses: NCR CC (South), Sycamore, Weatherwax (Middletown), Shaker Run (Middletown).

NO WEATHER DATA AVAILABLE
See Cincinnati for an approximation

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	82.6	\$31,612,000	7.1
National	17.4	\$6,666,000	23.0

NOTE:

1999 ARB Rank: 23	1999 Revenue: \$171,100,000	Manager's Market Ranking (current): 4.8
1999 MSA Rank:x25-Denver,168-Boulder	Rev per Share Point: \$1,980,324 86.4	Manager's Market Ranking (future) : 4.1
1999 DMA Rank: 19	Population per Station: 64,631 29	
1999 Rev Rank: 14 of 173	1999 Revenue Change: 10.9	Five-year revenue gain % (94-99): 85.2

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	92.4	105.5	115.2	136.3	152.5	171.1					
Yearly Growth Rate (94-99): 8.1% assigned											
Projected Revenue Estimates:							191.60	201.30	218.40	232.70	252.60
Revenue per Capita:	40.63	46.68	50.30	58.25	63.27	69.84					
Yearly Growth Rate (94-99): 7.1% assigned											
Projected Revenue per Capita:							73.72	78.95	84.56	90.56	96.99
Resulting Revenue Estimate:							185.8	201.33	219.01	237.28	258.00
Revenue as % of Retail Sales:	0.0041	0.0047	0.0049	0.0055	0.0058	0.0060					
Mean % (94-99) 0.00600% assigned											
Resulting Revenue Estimate:							184.2	189.0	195.0	203.4	215.4
							MEAN REVENUE ESTIMATE: 187.2	197.2	210.8	224.5	242.0

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	2.220	2.260	2.290	2.340	2.410	2.450	2.520	2.550	2.590	2.620	2.660
Retail Sales (billions):	22.00	22.50	23.50	24.60	26.50	28.50	30.70	31.50	32.50	33.90	35.90

Below-the-Line Listening Shares:	0
Unlisted Station Listening:	13.6
Total Lost Listening:	13.6
Available Share Points:	86.4
Number of Viable Stations:	19.5
Average Share Points per Viable Station:	4.4
Rev. per Available Share Point:	\$1,980,324
Estimated Rev. for Mean Station:	\$8,713,000
Average HH Income:	\$50,593
Average Age:	35.7
Average Education:	13.3
Average Home Value:	\$132,600
Population Change (1998-2003):	8.6
Retail Sales Change (1998-2003):	28
Cable Penetration:	61
Number of Class B or C FMs:	16

Confidence Levels	
1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. All viable stations cooperate. Managers expect 9 to 10% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 89.9	<\$20: 17.0	12-to-24 19.4	Non High School Grad: 13.4
Black: 6.2	\$20-\$49.9: 32.6	25-to-54 60.4	High School Grad: 24.7
Amer. Indian: 0.8	\$50-\$99.9: 34.7	55-plus 20.2	College 1-3 years: 31.8
Asian/Pac. Isl.: 3.0	\$100+: 15.7		College 4+ years: 30.0
Hispanic: * 14.7			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Energy	US West 135	Ball Corporation	Leprino Foods 98
Electronics	Tele-Comm 228	Level 3 Communications	MediaNews Group 206
Research	Corporate Express 348	Johns Manville Corp.	CH2MHILL 231
Tourism	KN Energy 354	New Century Energies	Chef America 438
Food Processing	New Century Energy 418	U.S. West, Inc.	
Government	Ball 500	Liberty Media Group	
Military		MediaOne Group, Inc.	
Aerospace		Storage Technology Corp.	

INC 500 Companies

Gaiam	4
FeelGood Catalog	68
RAM Sports	86
Shupe Consulting	92
Compri Consulting	137
Prime Response	206
Capital Information Sys	252
CenterPoint Solutions	262
Carsan Engineering	308
BMS	415
Kiosk Information Sys	427

Employment Breakdowns

By Industry:

Denver, CO PMSA Total		
1 Retail Trade	170,322	16.29%
2 Fin., Ins. & Real Estate	94,365	9.03%
3 Other Prof. Svcs.	88,441	8.46%
4 Manufac., Durables	79,964	7.65%
5 Health Svcs.	78,132	7.47%
6 Educational Svcs.	69,856	6.68%
7 Bus. & Repair Svcs.	66,259	6.34%
8 Transportation	61,933	5.92%
9 Wholesale Trade	57,325	5.48%
10 Construction	55,026	5.26%
Total Metro Employees	1,045,540	
Top 10 Total Employees	821,623	78.58%

By Occupation:

Admin. Support/Clerical	187,941	17.98%
Professional	169,940	16.25%
Exec., Admin. & Managerial	168,570	16.12%
Sales	137,302	13.13%
Svc., Exclud. Protective & HH	105,957	10.13%
Precis. Produc./Craft/Repair	92,580	8.85%
Technicians & Support	48,494	4.64%
Machine Oprs., Fab., Assemb., & Inspec.	40,146	3.84%
Transportation & Moving	34,053	3.26%
Handlers, Cleaners, Help., Laborers	31,316	3.00%

NOTE:

Largest Local Banks (Assets \$000,000)

Norwest Bk Colorado NA	\$10,246
Bank One Colorado NA	\$3,320
FirstBank of Colorado	\$656
Guaranty Bk & Tr Co	\$439
Colorado Bus Bk NA	\$383
First Community Industrial Bank	\$339
Union Bk & Tr	\$308
Lincoln Trust Company	\$294

Colleges and Universities (# of Students)

U. of Colorado at Boulder	25,104
Metropolitan State C of Denver	15,795
U. of Colorado at Denver	11,722
Red Rocks CC	7,957
Arapahoe CC	7,363
CC of Aurora	4,662
CC of Denver	4,453
(and more)	
Total Students (FT & PT)	91,995

Military Bases (# of personnel)

Buckley AGB	614
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Unemployment

Dec 82:	7.30%	Jul 91:	4.30%
Sep 83:	5.20%	Jul 92:	5.90%
Sep 84:	4.10%	Jul 93:	5.20%
Aug 85:	4.70%	Jul 94:	4.10%
Aug 86:	6.00%	Jul 95:	3.60%
Aug 87:	6.00%	Jul 96:	3.80%
Aug 88:	5.20%	Aug 98:	2.70%
Jul 89:	4.70%	Dec 99:	2.20%
Jul 90:	4.50%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

- Barnhart
- Karsh - Hagan
- Reich
- Thomas & Perkins

Viable Stations

KALC-F	KHII-F	KMXX/KJMN-F (1/2)	KTCL-F
KBCO-F	KHOW	KOA	KTLK (1/2)
KBPI-F	KIMN-F	KOSI-F	KXKL-F
KCKK-F	KKFN (1/2)	KQKS-F	KXPK-F
KDJM-F	KKHK-F	KRFX-F	KYGO-F
KEZW			

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KWGN-TV	Denver	2	WB	Tribune	
KCNC-TV	Denver	4	CBS	CBS	
KRMA	Denver	6	PBS		
KMGH-TV	Denver	7	ABC	McGraw-Hill	
KUSA-TV	Denver	9	NBC	Gannett	
KBDI	Broomfield	12	PBS		
KTVD	Denver	20	UPN		
KSBS	Steamboat Springs	24	TEL		
KDVR	Denver	31	FOX	Fox	
KCEC	Denver	50	UNI	Entravision	
KWHD-TV	Castle Rock	53	IND	LeSea	
KPXC	Denver	59	PAX	Paxson	

Major Daily Newspapers

	AM	PM	Sun	Owner
Post	341,554		484,657	MediaNews Inc.
Rocky Mountain News	331,978		432,931	E W Scripps (Scripps Howard)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$310,000,000	40%	0.0109
Radio	\$171,100,000	22%	0.0060
Newspaper	\$255,000,000	33%	0.0089
Outdoor	\$23,000,000	3%	0.0008
Cable TV	\$17,000,000	2%	0.0006
Media Total	\$776,100,000		0.0272

NOTE: Use Newspaper and Outdoor estimates with caution.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KOA AM	T/FS	\$28,800,000	16.8
2 KYGO FM	C	\$17,670,000	10.3
3 KBCO FM	AOR/F	\$13,200,000	7.7
4 KRFX FM	CL AOR	\$12,975,000	7.6
5 KOSI FM	SAC	\$12,400,000	7.2
6 KALC FM	AC/NR	\$9,825,000	5.7
7 KXKL FM	O	\$8,630,000	5.0
8 KKHK FM	CL AOR	\$8,470,000	5.0
9 KHOW AM	T	\$8,450,000	4.9
10 KBPI FM	AOR/NR	\$7,350,000	4.3
11 KQKS FM	CHR/U	\$6,560,000	3.8
12 KIMN FM	AC	\$6,460,000	3.8
13 KHII FM	J	\$6,000,000	3.5
14 KXPK FM	AOR/NR	\$3,475,000	2.0
15 KKFN AM	SPRTS	\$3,000,000	1.8
16 KTCL FM	AOR/NR	\$2,935,000	1.7
17 KCKK FM	C/O	\$2,560,000	1.5
18 KMXX AM	SP	\$2,110,000	1.2
19 KEZW AM	ST	\$1,860,000	1.1
20 KTLK AM	T	\$1,840,000	1.1
21 KVOD AM	CL	\$1,590,000	0.9
22 KDJM FM	B/O	\$1,430,000	0.8
23 KJMN FM	SP	\$1,265,000	0.7
24 KEXX AM	T	\$520,000	0.3
25 KNUS AM	T	\$500,000	0.3
26 KDKO AM	B	\$400,000	0.2
27 KJME AM	SP	\$370,000	0.2

Market's Best

Best Restaurants: Palace Arms, Strings, Cliff Young, Mortons, The Fort, Broker.

Best Hotels: Brown Palace, Loew's Georgio, Westin, Hyatt Downtown.

Best Golf Courses: Castle Pines (Castle Rock), Cherry Hills, Arrowhead, CC or Rockies, Denver CC, GC of Castle Pines, Bear Creek, Rivrdle (Brighton).

NOTE:

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	73.4	\$123,950,000	12.4
National	16.6	\$44,520,000	12.0

NOTE: Trade equals 2.5% of local. In 1998 it was 3.1%.

Highest Billing Radio Entities
(Includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel Communications: KOA AM, KBCO FM, KRFX FM, KHOW AM, KBPI FM, KHHH FM, KTCL FM, KTLK AM	\$81,550,000	47.7
2 Jefferson-Pilot Communications: KYGO FM, KQKS FM, KKFN AM, KCKK AF	\$29,790,000	17.4
3 Tribune Broadcasting: KOSI FM, KKHK FM, KEZW AM	\$22,730,000	13.3
4 CBS/Infinity: KXKL AF, KIMN FM, KDJM FM, KEXX AM	\$17,040,000	10
5 Salem Communications Corp.: KALC FM, KNUS AM, KRKS AF, KBJD AM (CP)	\$10,325,000	6.0
6 Hispanic Broadcasting Corp.: KXPK FM	\$3,475,000	2
7 Entravision: KMXA AM, KJMN FM	\$3,375,000	2
8 Rodriguez Communications, LLC: KVOD AM	\$1,590,000	0.9
9 Peoples Wireless, Inc.: KDKO AM	\$400,000	0.2
10 Montana Media, Inc.: KJME AM	\$370,000	0.2

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1993				
1993	KDEN		Sold to Kids Airwaves	\$800,000
1993	KHHH-F (Boulder)	From Crysler Capital	to Salem	\$5,000,000
1993	KRKS		Sold to Salem	\$500,000
1993	KLTT	From Mortenson	to Crawford	\$660,000
1993	KRZN	From Booth	to Jacor	\$1,600,000
1994	KBPI-F	From Citicasters	to Secret	WWNK-F in Cincinnati less \$3.8 mil
1994	KZDG-F (Greeley)	From Premiere	to Shamrock	\$5,500,000
1994	KKYD (1340)		Sold to Children's Broadcasting	\$850,000
1995	KXKL A/F, KZDG-F	From Shamrock	to Chancellor	\$20,000,000
1995	KVOD-F	From Henry	to Tribune Co.	\$3.5 mil + KCTC, KYMX-F (Sacramento)
1995	KNUS		Sold to Salem	\$1,200,000
1996	KBCO-AF	From Noble	to Jacor	\$27,100,000
1996	KHOW	From Noble	to Jacor	\$4,800,000
1996	KHHH-F	From Noble	to Jacor	\$15,800,000
1996	KYBG/KNRX-F	From Century	to EXCL	\$7,700,000
1996	KALC-F, KIMN-F	Trade From Secret	to Chancellor	KTBZ-F in Houston + \$6.4 mil
1996	KCUV (1150)			\$700,000
1996	KQKS-F (Longmont)		Sold to Jefferson-Pilot	\$16,000,000
1997	KXPK-F		Sold to Chancellor	\$26,000,000
1997	KBCO (1190)	Donated by Jacor		
1998	KBCO	From Jacor	to Univ. of CO	
1998	KIIX/KTCL-F	From Tsunami	to Jacor	\$500,000 + \$5.6M assumption
1998	KKYD	From Children's	to Catholic	
1998	KQXI/KAYK (1690)		Sold to ABC	\$3,500,000
1998	KHHH-F, KOA, KBCO-F, KTLK, KTCL-F, KHOW, KRFX-F, KBPI-F	From Jacor	to Clear Channel	
1998	KBVI			\$575,000
11-Jun-99	KCUV AM	Den-Mex. LLC	Radio Unica	\$2,800,000
21-Jun-99	KBNO AM	Colorado Communications Corp.	Crawford	\$1,500,000
31-Jan-00	KMXA AM	EXCL	Entravision	Group transaction: \$250,000,000
31-Jan-00	KJMN FM	EXCL	Entravision	Group transaction: \$250,000,000
6-Mar-00	KXPK FM	AMFM	Hispanic	AMFM/CCU divest. \$127,000,000
6-Mar-00	KDJM FM	AMFM	CBS/Infinity	AMFM/CCU divestiture. \$1,400,000,000
6-Mar-00	KIMN FM	AMFM	CBS/Infinity	AMFM/CCU divestiture. \$1,400,000,000
6-Mar-00	KXKL FM	AMFM	CBS/Infinity	AMFM/CCU divestiture. \$1,400,000,000
6-Mar-00	KALC FM	AMFM	Salem	AMFM/CCU divestiture. \$185,600,000
13-Mar-00	KVOD AM	AMFM	Rodriguez	AMFM/CCU divestiture Reported \$4,000,000

WEATHER DATA

Elevation:			5283
Annual Precipitation:			14.6 in.
Annual Snowfall:			60.1 in.
Average Windspeed:			9.0 (S)
	JAN	JUL	TOTAL
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

1999 ARB Rank: 92	1999 Revenue: \$25,400,000	Manager's Market Ranking (current): 2.6
1999 MSA Rank: 118	Rev per Share Point: \$293,642 86.5	Manager's Market Ranking (future): 3.4
1999 DMA Rank: 74 (w/Ames)	Population per Station: 22,558 19	
1999 Rev Rank: 76 of 173	1999 Revenue Change: 2	Five-year revenue gain % (94-99): 33.7

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	19.0	20.8	23.0	23.6	24.9	25.4					
Yearly Growth Rate (94-99): 5.8% assigned											
Projected Revenue Estimates:							27.00	28.40	30.30	31.90	33.70
Revenue per Capita:	45.35	49.05	53.61	54.63	56.59	57.21					
Yearly Growth Rate (94-99): 5.9% assigned											
Projected Revenue per Capita:							60.58	64.15	67.94	71.95	76.19
Resulting Revenue Estimate:							27.1	29.00	30.98	32.95	35.28
Revenue as % of Retail Sales:	0.0040	0.0039	0.0040	0.0039	0.0038	0.0036					
Mean % (94-99) 0.00387%											
Resulting Revenue Estimate:							29.4	30.6	32.1	34.1	35.6
							MEAN REVENUE ESTIMATE: 27.8	29.3	31.1	33.0	34.9

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.419	0.424	0.429	0.432	0.440	0.444	0.448	0.452	0.456	0.458	0.463
Retail Sales (billions):	4.80	5.30	5.80	6.10	6.50	7.00	7.60	7.90	8.30	8.80	9.20

Below-the-Line Listening Shares:	0.5
Unlisted Station Listening:	13
Total Lost Listening:	13.5
Available Share Points:	86.5
Number of Viable Stations:	13.5
Average Share Points per Viable Station:	6.4
Rev. per Available Share Point:	\$293,642
Estimated Rev. for Mean Station:	\$1,879,000
Average HH Income:	\$45,986
Average Age:	35.8
Average Education:	12.7
Average Home Value:	\$91,300
Population Change (1998-2003):	4.1
Retail Sales Change (1998-2003):	36.5
Cable Penetration:	61
Number of Class B or C FMs:	13

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Hungerford. KJJC-F and KCCQ-F do not cooperate so estimates were made. Managers expect 6 to 8% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 93.2	<\$20: 18.9	12-to-24 22.7	Non High School Grad: 13.7
Black: 4.2	\$20-\$49.9: 35.4	25-to-54 53.4	High School Grad: 33.5
Amer. Indian: 0.3	\$50-\$99.9: 34.2	55-plus 23.9	College 1-3 years: 28.7
Asian/Pac. Isl.: 2.3	\$100+: 11.5		College 4+ years: 24.1
Hispanic: * 2.9			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Agribusiness	Principal Financial 213	AmerUs Life Holdings Inc.	Hy-Vee 32
Insurance	Maytag 379	MidAmerican Energy Hldgs.	Fareway Stores 431
Food Processing		Maytag Corporation	Weitz 454
Appliances			
Tires and Inner Tubes			

INC 500 Companies
Right Stuf International 369

Employment Breakdowns

By Industry:

Des Moines, IA MSA Total

1 Retail Trade	40,647	16.86%
2 Fin., Ins. & Real Estate	34,368	14.26%
3 Health Svcs.	20,427	8.47%
4 Other Prof. Svcs.	18,206	7.55%
5 Educational Svcs.	18,094	7.51%
6 Manufac., Non-Durables	17,643	7.32%
7 Wholesale Trade	14,170	5.88%
8 Bus. & Repair Svcs.	11,951	4.96%
9 Pub. Admin.	11,848	4.92%
10 Construction	11,111	4.61%

Total Metro Employees 241,057
Top 10 Total Employees 198,465 82.33%

By Occupation:

Admin. Support/Clerical	50,752	21.05%
Exec. Admin. & Managerial	34,169	14.17%
Sales	32,975	13.68%
Professional	32,915	13.65%
Svc., Exclud. Protective & HH	26,647	11.05%
Precis. Produc./Craft/Repair	19,980	8.29%
Machine Oprs., Fab., Assemb., & Inspec.	10,895	4.52%
Technicians & Support	8,997	3.73%
Handlers, Cleaners, Help., Laborers	8,611	3.57%
Transportation & Moving	8,105	3.36%

NOTE:

1999 ARB Rank:	7	1999 Revenue:	\$237,200,000	Manager's Market Ranking (current):	3
1999 MSA Rank:	6	Rev per Share Point:	\$2,735,871 86.7	Manager's Market Ranking (future) :	3.4
1999 DMA Rank:	9	Population per Station:	123,439 31		
1999 Rev Rank:	11 of 173	1999 Revenue Change:	8.3	Five-year revenue gain % (94-99):	55

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04					
Duncan Revenue Est:	153.0	167.8	180.0	203.4	217.6	237.2										
Yearly Growth Rate (94-99):	6.4% assigned															
Projected Revenue Estimates:							257.40	263.40	281.10	302.60	323.50					
Revenue per Capita:	31.68	34.39	37.03	41.68	44.59	48.51										
Yearly Growth Rate (94-99):	6.2% assigned															
Projected Revenue per Capita:							51.52	54.71	58.11	61.71	65.54					
Resulting Revenue Estimate:							252.4	268.10	285.30	303.61	323.09					
Revenue as % of Retail Sales:	0.0033	0.0035	0.0037	0.0040	0.0042	0.0043										
Mean % (94-99)	0.00425%															
Resulting Revenue Estimate:							247.8	253.7	259.3	267.3	275.8					
							MEAN REVENUE ESTIMATE:					252.5	261.7	275.2	291.2	307.5

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	4.830	4.850	4.860	4.880	4.880	4.890	4.900	4.900	4.910	4.920	4.930
Retail Sales (billions):	46.00	47.90	49.00	50.60	51.90	55.20	58.30	59.70	61.00	62.90	64.90

Below-the-Line Listening Shares:

Unlisted Station Listening:	0.4
Total Lost Listening:	12.9
Available Share Points:	13.3
Number of Viable Stations:	86.7
Average Share Points per Viable Station:	21.5
Rev. per Available Share Point:	4
Estimated Rev. for Mean Station:	\$2,735,871
Average HH Income:	\$10,943,000
Average Age:	\$46,608
Average Education:	35.8
Average Home Value:	12.2
Population Change (1998-2003):	\$99,000
Retail Sales Change (1998-2003):	0.9
Cable Penetration:	21.1
Number of Class B or C FMs:	68
	8

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Retail sales and population figures include Ann Arbor but do not include Flint. Market reports revenue to Hungerford and some lower rated stations do not cooperate so estimates were made. Managers predict a 6 to 7% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	75.1 <\$20: 23.0	12-to-24 20.5	Non High School Grad: 23.7
Black:	22.5 \$20-\$49.9: 30.6	25-to-54 54.2	High School Grad: 30.4
Amer. Indian:	0.4 \$50-\$99.9: 32.3	55-plus 25.3	College 1-3 years: 27.8
Asian/Pac.Isl.:	2.0 \$100+: 14.1		College 4+ years: 18.1
Hispanic: *	2.5		

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries

Automobile	Fortune 500 Companies
Machinery	General Motors 1
Steel	Ford Motor 2
Machine Tools	Kmart 21
Chemicals	Lear 173
Gas Transmission and Distribution	CMS Energy 314
	Federal-Mogul 349
	Masco 356
	DTE Energy 368
	Kelly Services 377
	Meritor Automotive 397
INC 500 Companies	Employment Breakdowns
Hamilton Anderson Ass 149	By Industry:
Bloomfield Computer 153	Detroit, MI PMSA Total
Async Technologies 182	1 Manufac., Durables 429,756 20.89%
Pioneer Mortgage 185	2 Retail Trade 360,398 17.52%
Computer Consultants of America 192	3 Health Svcs. 187,578 9.12%
Innovision Technologies 195	4 Educational Svcs. 143,080 6.95%
Nationwide Comm 253	5 Fin., Ins. & Real Estate 128,980 6.27%
Hi Tech Consultants 264	6 Other Prof. Svcs. 125,775 6.11%
Image Process Design 302	7 Bus. & Repair Svcs. 115,521 5.62%
Factual Data 392	8 Construction 96,220 4.68%
Tech Express 412	9 Wholesale Trade 90,993 4.42%
Stout Risius Ross 490	10 Manufac., Non-Durables 86,419 4.20%

Fortune 500 Companies

General Motors	1
Ford Motor	2
Kmart	21
Lear	173
CMS Energy	314
Federal-Mogul	349
Masco	356
DTE Energy	368
Kelly Services	377
Meritor Automotive	397

Forbes 500 Companies

Pulte Corporation
CMS Energy Corporation
Ford Motor Company
Comerica Incorporated
DTE Energy Company
General Motors Corp.
Compuware Corporation
Federal-Mogul Corp.
Lear Corporation
(and more)

Forbes Largest Private Companies

Venture Industries	50
Guardian Industries	63
Barton Malow	274
Ilitch Ventures	284
CenTra	326
Sherwood Food Distributors	328
Walbridge, Aldinger	352
Soave Enterprises	376
Meridine Automotive Systems	397
(and more)	

Employment Breakdowns

By Industry:

Detroit, MI PMSA Total

1 Manufac., Durables	429,756	20.89%
2 Retail Trade	360,398	17.52%
3 Health Svcs.	187,578	9.12%
4 Educational Svcs.	143,080	6.95%
5 Fin., Ins. & Real Estate	128,980	6.27%
6 Other Prof. Svcs.	125,775	6.11%
7 Bus. & Repair Svcs.	115,521	5.62%
8 Construction	96,220	4.68%
9 Wholesale Trade	90,993	4.42%
10 Manufac., Non-Durables	86,419	4.20%
Total Metro Employees	2,057,321	
Top 10 Total Employees	1,764,720	85.78%

By Occupation:

Admin. Support/Clerical	346,777	16.86%
Professional	292,899	14.24%
Exec., Admin. & Managerial	252,799	12.29%
Precis. Produc./Craft/Repair	247,125	12.01%
Sales	244,720	11.90%
Svc., Exclud. Protective & HH	219,980	10.69%
Machine Oprs., Fab., Assemb., & Inspec.	172,458	8.38%
Technicians & Support	79,997	3.89%
Transportation & Moving	73,689	3.58%
Handlers, Cleaners, Help., Laborers	70,545	3.43%

NOTE:

Largest Local Banks (Assets \$000,000)

Comerica Bk	\$29,393
Bank One, Michigan	\$22,090
Michigan Natl Bk	\$10,503
Monroe Bk & Tr	\$1,109
First State Bk of East Detroit	\$541
Franklin Bank	\$507
Peoples State Bk	\$363
First Natl Bk in Howell	\$269
Fidelity Bk	\$206

Colleges and Universities (# of Students)

Wayne State U.	29,392
Henry Ford CC	8,593
U. of Michigan: Dearborn	7,682
Schoolcraft Coll.	6,873
Detroit C of Business	6,303
U. of Detroit Mercy	6,222
Oakland CC	4,665
(and more)	
Total Students (FT & PT)	91,473

Military Bases (# of personnel)

US Army Garrison Selfridge 390	
Selfridge AGB	14

Unemployment

Dec 82:	17.80%	Jul 91:	8.90%
Sep 83:	13.80%	Jul 92:	10.40%
Sep 84:	11.40%	Jul 93:	8.30%
Aug 85:	9.60%	Jul 94:	6.80%
Aug 86:	7.60%	Jul 95:	6.30%
Aug 87:	8.50%	Jul 96:	5.50%
Aug 88:	7.60%	Aug 98:	3.10%
Jul 89:	7.50%	Dec 99:	2.70%
Jul 90:	8.20%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Berlin	Major
Yaffe	Ross Roy
Kolon, Bitker	
McCann Erickson	

Viable Stations

CIMX-F	WGPR-F (1/2)	WNIC-F	WWJ
CKWW (1/2)	WJLB-F	WOMC-F	WWWW-F
WCSX-F	WJR	WPLT-F	WXDG-F
WDFN	WKQI-F	WQBH (1/2)	WXYT
WDRQ-F	WKRK-F	WRIF-F	WYCD-F
WDTJ-F	WMXD-F	WVMV-F	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WJBK	Detroit	2	FOX	Fox	
WDIV	Detroit	4	NBC	Post-Newsweek	
WXYZ-TV	Detroit	7	ABC	Scripps Howard	
WDWB	Detroit	20	WB	Granite	
WPXD	Ann Arbor	31	PAX	Paxson	
WADL	Mt. Clemens	38	IND		
WKBD	Detroit	50	UPN	Paramount	
WTVS	Detroit	56	PBS		
WWJ-TV	Detroit	62	CBS	CBS	

Major Daily Newspapers

	AM	PM	Sun	Owner
Free Press	278,286		805,405	Knight Ridder
News; News and Free Press		245,351	805,405	Gannett

(JOA)

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WNIC FM	AC/CHR	\$23,900,000	10.1
2 WOMC FM	O	\$22,800,000	9.6
3 WJR AM	FS	\$20,300,000	8.6
4 WJLB FM	B	\$20,000,000	8.4
5 WWJ AM	N	\$20,000,000	8.4
6 WRIF FM	AOR	\$14,000,000	5.9
7 WCSX FM	CL AOR	\$13,000,000	5.5
8 WKQI FM	CHR /AC	\$11,600,000	4.9
9 WXYT AM	T	\$10,600,000	4.5
10 WVMV FM	J	\$9,500,000	4.0
11 WMXD FM	B/AC	\$9,100,000	3.8
12 WYCD FM	C	\$8,500,000	3.6
13 WWWW FM	C	\$7,100,000	3.0
14 WDTJ FM	B	\$7,000,000	3.0
15 WDRQ FM	CHR	\$6,970,000	2.9
16 WPLT FM	AC/NR	\$6,950,000	2.9
17 WDFN AM	SPRTS	\$5,300,000	2.2
18 WGRV FM	B/O	\$4,300,000	1.8
19 WKRK FM	T	\$4,200,000	1.8
20 WGPR FM	B/AC	\$2,000,000	0.8
21 WQBH AM	G	\$1,400,000	0.6
22 WDMK FM	B/AC	\$1,100,000	0.5
23 WCHB AM	B/G	\$750,000	0.3

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$403,000,000	38%	0.0073
Radio	\$237,200,000	22%	0.0043
Newspaper	\$338,000,000	32%	0.0061
Outdoor	\$59,000,000	6%	0.0011
Cable TV	\$20,000,000	2%	0.0004
Media Total	\$1,057,200,000		0.0192

NOTE: Use Newspaper and Outdoor estimates with caution.

NOTE: Canadian stations take about \$4 million out of the Detroit market.

Market's Best

Best Restaurants: Whitney, Golden Mushroom, Opus One, Beverly Hills Grill, Joe Muers.

Best Hotels: Ritz Carlton, Townsend Inn, Radisson, Barclay Inn.

Best Golf Courses: CC of Detroit, Oakland Hills, Detroit GC, Indianwood, TPC of Michigan.

NOTE:

Highest Billing Radio Entities (includes duopolies and combos)	Combined Revenue	Revenue Share
1 Clear Channel Communications: WNIC FM, WJLB FM, WKQI FM, WMXD FM, WWWW FM, WDFN AM, WYUR AM	\$77,000,000	32.5
2 CBS/Infinity: WOMC FM, WWJ AM, WXYT AM, WVMV FM, WYCD FM, WKRK FM	\$75,600,000	31.9
3 ABC Inc.: WJR AM, WDRQ FM, WPLT FM	\$34,220,000	14.4
4 Greater Media, Inc.: WRIF FM, WCSX FM, WGRV FM	\$31,300,000	13.2
5 Radio One: WDTJ FM, WDMK FM, WCHB AM	\$8,850,000	3.7
6 WGPR, Inc.: WGPR FM	\$2,000,000	0.8
7 Queen's Broadcasting Corp.: WQBH AM	\$1,400,000	0.6

Major Radio Station Sales

Year	Calls	From	To	Price (E)	WEATHER DATA			
Major Radio Station Sales Since 1993					Elevation:	619		
1993	WLQV	Sold by Michael Glintner		\$2,800,000	Annual Precipitation:	31.5 in.		
1993	WRIF-F	From Great American	to Greater Media	\$11,500,000	Annual Snowfall:	31.7 in.		
1993	WMTG, WNIC-F	From Fairmont	to Bdcstg Partners	\$39,000,000	Average Windspeed:	10.2 (SW)		
1994	WXYT	From Fritz	to Infinity	\$23,000,000		JAN	JUL	TOTAL
1994	WMXD-F	From Fritz	to Secret	\$13,000,000	Avg. Max. Temp:	31.7	83.1	58.3
1995	WDOZ, WNIC-F	From Bdcst. Prtns	. to Evergreen	\$37,000,000	Avg. Min. Temp:	19.2	63.4	41.4
1995	WKQI-F	From Bdcst. Prtns	to Evergreen	\$44,000,000	Average Temp:	25.5	73.3	49.9
1995	WDFN, WWWW-F	From Shamrock	to Chancellor	\$18,000,000				
1995	WJR, WHYT-F	From Cap Cities/ABC	to Disney	\$71,000,000				
1995	WWJ, WYST-F	From CBS	to Westinghouse	\$50,000,000				
1995	WYCD-F	From Alliance	to Infinity	\$56,000,000				
1995	WQRS-F	From Marlin	to Amer. Radio Syst.	\$21,000,000	Canceled			
1996	WDFN, WWWW-F	From Chancellor	to Evergreen	\$30,000,000				
1996	WCAR	From Wolpin	to Children's Bdcstg	\$1,500,000				
1996	WQRS-F	Re-sold by Marlin	to Amer. Radio Syst.	\$18,500,000				
1996	WDZR-F	From Ragan Henry	to SynCom	NA				
1996	WQRS-F	From Amer. Radio	to Secret	\$27,000,000				
1996	WOMC-F	From Infinity	to Westinghouse	\$98,000,000				
1996	WXYT	From Infinity	to Westinghouse	\$20,000,000				
1996	WYCD-F	From Infinity	to Westinghouse	\$89,000,000				
1996	WJLB-F, WMXD-F	From Secret	to Westinghouse	\$168,000,000				
1996	WQRS-F	From Secret	to Westinghouse	\$32,000,000				
1996	WQRS-F	Traded by Evergreen	to Greater Media	WWRC in Washington + \$9.5 mil				
1997	Evergreen stations merged into Chancellor							
1997	WQBH			\$2,900,000				
1997	WEXL (1340: Royal Oak)		Sold to Crawford	\$3,500,000				
1997	WDRQ-F	From Viacom	to Chancellor	\$42,000,000				
1997	WDRQ-F	From Chancellor	to ABC/Disney	\$45,000,000				
1997	WLLZ (560: Monroe)	From Greater Media	to Crawford	\$3,150,000				
1997	WCHB-AF	From Bell	to Radio One	\$33,500,000				
1998	WQBH (Control)			Price NA				
1998	WCAR (1090)	From Children's		\$2,000,000				
1998	WWBR-F	From Syncom	to Radio One	\$27,000,000				
10-Mar-00	WHLS AM	Wisner Broadcasting	Liggett	Port Huron. With WSAQ-F: \$3,200,000				
10-Mar-00	WSAQ FM	Wisner Broadcasting	Liggett	Port Huron. With WHLS: \$3,200,000				
21-Mar-00	WPHM AM	Hanson Communications	Liggett	With WHYT, WBTI-F: \$2,240,000				
21-Mar-00	WHYT AM	Hanson Communications	Liggett	With WBTI-F, WPHM: \$2,240,000				
21-Mar-00	WBTI FM	Hanson Communications	Liggett	With WHYT, WPHM: \$2,240,000				

1999 ARB Rank: 219	1999 Revenue: \$7,100,000	Manager's Market Ranking (current): 2.3
1999 MSA Rank: 184	Rev per Share Point: \$90,446 78.5	Manager's Market Ranking (future) : 2.4
1999 DMA Rank: 136 (w/Superior)	Population per Station: 7,806 17	
1999 ARB Rank: 70	1999 Revenue: \$20,800,000	Manager's Market Ranking (current): 2.9

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	5.1	5.4	5.7	6.2	6.7	7.1						
Yearly Growth Rate (94-99): 5.5%	assigned											
Projected Revenue Estimates:							7.70	7.90	8.10	8.70	9.30	
Revenue per Capita:	21.16	22.50	23.80	25.51	28.27	30.05						
Yearly Growth Rate (94-99): 5.1%	assigned											
Projected Revenue per Capita:							31.58	33.19	34.88	36.66	38.53	
Resulting Revenue Estimate:							7.5	7.87	8.27	8.69	9.13	
Revenue as % of Retail Sales:	0.0023	0.0023	0.0024	0.0026	0.0027	0.0026						
Mean % (94-99) 0.00270%												
Resulting Revenue Estimate:							7.6	7.6	7.8	7.8	8.4	
							MEAN REVENUE ESTIMATE:					
							7.6	7.8	8.1	8.4	8.9	

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.241	0.240	0.239	0.243	0.237	0.237	0.237	0.237	0.237	0.237	0.237
Retail Sales (billions):	2.20	2.30	2.40	2.40	2.50	2.70	2.80	2.80	2.90	2.90	3.10

Below-the-Line Listening Shares:

Unlisted Station Listening:	2.9
Total Lost Listening:	18.6
Available Share Points:	21.5
Number of Viable Stations:	78.5
Average Share Points per Viable Station:	11
Rev. per Available Share Point:	7.1
Estimated Rev. for Mean Station:	\$90,446
Average HH Income:	\$642,000
Average Age:	\$33,414
Average Education:	38
Average Home Value:	12.3
Population Change (1998-2003):	\$57,000
Retail Sales Change (1998-2003):	0.1
Cable Penetration:	19.4
Number of Class B or C FMs:	50
	6

Confidence Levels

1999 Revenue Estimates:	Below normal
2000-to-2004 Revenue Estimates:	Below normal

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 96.4	<\$20: 30.5	12-to-24 20.4	Non High School Grad: 20.0
Black: 0.7	\$20-\$49.9: 37.4	25-to-54 48.5	High School Grad: 36.2
Amer. Indian: 2.0	\$50-\$99.9: 26.5	55-plus 31.0	College 1-3 years: 26.7
Asian/Pac. Ist.: 0.8	\$100+: 5.6		College 4+ years: 17.1
Hispanic: * 0.7			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Mining			
Lumber			
Fishing			
Food Products			

INC 500 Companies

Peeper's Sunglasses/
Binoculars.com 492

Employment Breakdowns

By Industry:

Duluth-Superior, MN-WI MSA Total

1 Retail Trade	20,836	20.49%
2 Health Svcs.	11,915	11.72%
3 Educational Svcs.	10,327	10.16%
4 Other Prof. Svcs.	7,137	7.02%
5 Manufac., Durables	6,243	6.14%
6 Construction	5,574	5.48%
7 Transportation	5,265	5.18%
8 Pub. Admin.	4,953	4.87%
9 Mining	4,884	4.80%
10 Fin., Ins. & Real Estate	4,188	4.12%

By Occupation:

Svc., Exclud. Protective & HH	15,936	15.67%
Admin. Support/Clerical	14,952	14.70%
Professional	14,533	14.29%
Precis. Produc./Craft/Repair	12,481	12.27%
Sales	12,046	11.85%
Exec., Admin. & Managerial	9,935	9.77%
Transportation & Moving	5,787	5.69%
Machine Oprs., Fab., Assemb., & Inspec.	4,766	4.69%
Handlers, Cleaners, Help., Laborers	4,256	4.19%
Technicians & Support	3,916	3.85%

Total Metro Employees	101,690
Top 10 Total Employees	81,322 79.97%

NOTE:

Largest Local Banks (Assets \$000,000)

Norwest Bk Minnesota North NA	\$1,031
Natl Bk of Commerce in Superior	\$203
North Shore Bk of Commerce	\$143
M&I Bk	\$104
Republic Bank, Inc.	\$102
Western National Bank	\$99
Pioneer National Bank	\$73
Community Bank	\$48

Colleges and Universities (# of Students)

U. of Minnesota: Duluth	8,020
U. of Wisconsin-Superior	2,660
Lake Superior College: A Community and Technical Coll.	2,631
C of St. Scholastica	2,084
Fond Du Lac Tribal and CC	360
Total Students (FT & PT)	15,755

Military Bases (# of personnel)

Unemployment

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations

KDAL	KQDS-F	KZIO-F
KDAL-F	KRBR-F	WDSM (1/2)
KKCB-F	KTCO-F	WEBC
KLDJ-F	KUSZ-F(1/2)	WWAX-F

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Brill Media Co.: KKCB FM, KLDJ FM, WEBC AM, KUSZ FM	\$2,965,000	41.8
2 Shockley Communications Corp.: KDAL AM, KDAL FM, KTCO FM, KRBR FM, WDSM AM, KXTP AM	\$2,735,000	38.5
3 Curtis Squire, Inc.: KQDS AF, WWAX FM, KZIO FM, KQDS AM	\$1,420,000	20

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KDLH-TV	Duluth	3	CBS	Benedek	
KBJR-TV	Duluth	6	NBC	Granite	
WDSE	Duluth	8	PBS		
WDIO-TV	Duluth	10	ABC	Hubbard	
KQDS-LP	Duluth	21	FOX	Red River	

Major Daily Newspapers

	AM	PM	Sun	Owner
News-Tribune	51,223		79,231	Knight Ridder

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KKCB FM	C	\$1,400,000	19.7
2 KLDJ FM	O	\$840,000	11.8
3 KDAL AM	FS	\$800,000	11.3
4 KDAL FM	AC	\$770,000	10.8
5 KQDS AF	AOR/CL	\$750,000	10.6
6 KTCO FM	C	\$525,000	7.4
7 WWAX FM	CHR/NR	\$510,000	7.2
8 KRBR FM	AOR	\$500,000	7.0
9 WEBC AM	T	\$425,000	6.0
10 KUSZ FM	CL AOR	\$300,000	4.2
11 KZIO FM	ST	\$160,000	2.3
12 WDSM AM	SPRTS	\$140,000	2.0

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$19,000,000	39%	0.0070
Radio	\$7,100,000	14%	0.0026
Newspaper	\$19,300,000	39%	0.0071
Outdoor	\$2,400,000	5%	0.0009
Cable TV	\$1,400,000	3%	0.0005
Media Total	\$49,200,000		0.0181

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1994	KXTP, WAKX-F		Sold to KZIO-F, WDSM owner	\$800,000
1994	KLXK-F		Sold to WKLK owner	\$120,000
1995	KLXK-F		Sold to Brill	\$700,000
1996	KQDS-AF			NA
1996	KXTP, WDSM, KTCO-F, KZIO-F		Sold to Shockley	\$3,800,000
1996	WKKQ, WTBX-F	Sold by Midwest Comm.	to Central States	\$1,800,000
1997	KDDS/KQDS-F			\$1,750,000
1998	KDDS/KQDS-F	From Fant	to Curtis Squire	\$5,550,000
18-Mar-99	KZIO FM		Curtis Squire	with WWAX-F: \$2,100,000
18-Mar-99	WWAX FM		Curtis Squire	with KZIO-F: \$2,100,000
10-Sep-99	KUSZ FM	Befera	Brill Media	\$1,000,000
10-Sep-99	WUSZ FM	Befera	Brill Media	Price NA

Market's Best

WEATHER DATA

Elevation:	1428
Annual Precipitation:	28.4 in.
Annual Snowfall:	78.7 in.
Average Windspeed:	11.5
	(NW)

	JAN	JUL	TOTAL YEAR
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:

1999 MSA Rank: 76	Rev per Share Point: \$243,275 85.5	Manager's Market Ranking (future) : 3.4
1999 DMA Rank: 83	Population per Station: 21,746 26	
1999 Rev Rank: 87 of 173	1999 Revenue Change: 5.8	Five-year revenue gain % (94-99): 38.7

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	15.0	16.2	17.0	18.4	19.6	20.8						
Yearly Growth Rate (94-99): 6.3%	assigned											
Projected Revenue Estimates:							22.90	24.00	25.00	26.50	28.20	
Revenue per Capita:	22.26	23.58	24.32	26.10	27.57	28.80						
Yearly Growth Rate (94-99): 5.1%	assigned											
Projected Revenue per Capita:							30.27	31.81	33.44	35.14	36.93	
Resulting Revenue Estimate:							22.4	23.89	25.55	27.23	28.99	
Revenue as % of Retail Sales:	0.0030	0.0031	0.0033	0.0035	0.0036	0.0036						
Mean % (94-99) 0.00360%												
Resulting Revenue Estimate:							22.0	22.7	23.4	24.1	25.6	
							MEAN REVENUE ESTIMATE:					21.7 23.5 24.6 26.0 27.6

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.674	0.693	0.699	0.705	0.710	0.722	0.739	0.751	0.764	0.775	0.785
Retail Sales (billions):	5.00	5.20	5.10	5.20	5.50	5.80	6.10	6.30	6.50	6.70	7.10

Below-the-Line Listening Shares:	3.7
Unlisted Station Listening:	10.8
Total Lost Listening:	14.5
Available Share Points:	85.5
Number of Viable Stations:	10.5
Average Share Points per Viable Station:	8.1
Rev. per Available Share Point:	\$243,275
Estimated Rev. for Mean Station:	\$1,971,000
Average HH Income:	\$27,651
Average Age:	30.2
Average Education:	11
Average Home Value:	\$68,600
Population Change (1998-2003):	9.2
Retail Sales Change (1998-2003):	21.4
Cable Penetration:	60
Number of Class B or C FMs:	9+3 Mexico

Confidence Levels
1999 Revenue Estimates: Normal
2000-to-2004 Revenue Estimates: Normal

Comments: Market reports revenue to Miller, Kaplan. All but a few low-rated stations cooperate. Managers predict 5 to 7% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 94.5	<\$20: 35.6	12-to-24 27.7	Non High School Grad: 36.4
Black: 3.4	\$20-\$49.9: 41.7	25-to-54 51.9	High School Grad: 22.9
Amer. Indian: 0.5	\$50-\$99.9: 18.6	55-plus 20.4	College 1-3 years: 25.4
Asian/Pac.Isl.: 1.5	\$100+: 4.2		College 4+ years: 15.3
Hispanic: * 75.5			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Agribusiness			
Military			
Mining, Smelting			
Clothing			

INC 500 Companies

TCG 217

Employment Breakdowns

By Industry:
El Paso, TX MSA Total

1 Retail Trade	50,699	18.79%
2 Educational Svcs.	32,085	11.89%
3 Manufac., Non-Durables	24,869	9.22%
4 Manufac., Durables	22,633	8.39%
5 Health Svcs.	19,198	7.12%
6 Pub. Admin.	17,093	6.34%
7 Bus. & Repair Svcs.	14,430	5.35%
8 Fin., Ins. & Real Estate	14,103	5.23%
9 Construction	13,904	5.15%
10 Other Prof. Svcs.	12,757	4.73%
Total Metro Employees	269,790	
Top 10 Total Employees	221,771	82.20%

By Occupation:

Admin. Support/Clerical	40,219	14.91%
Professional	37,954	14.07%
Sales	35,157	13.03%
Svc., Exclud. Protective & HH	31,239	11.58%
Precis. Produc./Craft/Repair	29,721	11.02%
Exec., Admin. & Managerial	29,097	10.79%
Machine Oprs., Fab., Assemb., & Inspec.	23,667	8.77%
Handlers, Cleaners, Help., Laborers	11,621	4.31%
Transportation & Moving	11,244	4.17%
Technicians & Support	8,401	3.11%

NOTE:

Largest Local Banks (Assets \$000,000)

Norwest Bk El Paso NA	\$1,071
Bank of the West	\$379
Montwood National Bank	\$230
First National Bank of Fabens	\$154
Continental Natl Bk	\$131

Colleges and Universities (# of Students)

El Paso CC	18,769
U. of Texas at El Paso	14,681
New Mexico State U.	14,202
Dona Ana Branch CC of NM State U.	3,724
Border Inst. of Tech.	250
Total Students (FT & PT)	51,626

Military Bases (# of personnel)

Fort Bliss	14,054
White Sands Missile Range	795

Unemployment

Jun 79:	9.00%	Jul 90:	10.70%
Dec 82:	11.40%	Jul 91:	10.80%
Sep 83:	10.80%	Jul 92:	10.60%
Sep 84:	9.70%	Jul 93:	10.10%
Aug 85:	11.90%	Jul 94:	10.40%
Aug 86:	11.60%	Jul 95:	10.00%
Aug 87:	10.50%	Jul 96:	12.50%
Aug 88:	10.00%	Aug 98:	10.50%
Jul 89:	11.10%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Emery
Sanders, Wingo
Mithoff
Laster, Miller

Viable Stations

KATH-F	KLAQ-F	KSII-F
KBNA-AF	KOFX-F	KTSM
KHEY-F	KPRR-F	KTSM-F
KINT-F	KROD (1/2)	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KDBC-TV	El Paso	4	CBS	Imes	
KVIA-TV	El Paso	7	ABC	News-Press & Gazette	
KTSM-TV	El Paso	9	NBC	Galloway	
KCOS	El Paso	13	PBS	Galloway	
KFOX-TV	El Paso	14	FOX	Cox	
KINT-TV	El Paso	26	UNI	Entravision	
KMAZ-TV	Las Cruces	48	TEL	Lee	
KKWB	El Paso	65	WB/UPN	White Knight	Galloway (JSA)

Highest Billing Radio Entitles (Includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel Communications: KPRR FM, KTSM FM, KHEY FM, KTSM AM, KHEY AM	\$6,280,000	30.2
2 Regent Communications, Inc.: KLAQ FM, KSII FM, KROD AM	\$5,718,000	27.5
3 Hispanic Broadcasting Corp.: KBNA AF, KAMA AM	\$4,345,000	20.9
4 Magic Media, Inc.: KOFX FM, KATH FM	\$2,430,000	11.7
5 Entravision: KINT FM, KBIV AM, KSVE AM	\$1,460,000	7
6 McClatchey Broadcasting: KELP AM, KROL FM	\$334,000	1.6

Major Daily Newspapers

Times	AM	PM	Sun	Owner
	79,425		98,036	Gannett Co. Inc.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KBNA AF	SP	\$4,100,000	19.7
2 KLAQ FM	AOR	\$3,200,000	15.4
3 KPRR FM	CHR/U	\$2,720,000	13.1
4 KSII FM	AC	\$2,075,000	10.0
5 KTSM FM	SAC	\$1,930,000	9.3
6 KOFX FM	O	\$1,510,000	7.3
7 KSVE KINTF	SP	\$1,460,000	7.0
8 KHEY FM	C	\$1,060,000	5.1
9 KATH FM	C	\$920,000	4.4
10 KTSM AM	T	\$460,000	2.2
11 KROD AM	T	\$443,000	2.1
12 KELP AM	REL	\$334,000	1.6
13 KAMAAM	SP	\$245,000	1.2
14 KHEY AM	SPRTS	\$110,000	0.5

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$48,000,000	40%	0.0083
Radio	\$20,800,000	18%	0.0036
Newspaper	\$42,000,000	35%	0.0072
Outdoor	\$5,000,000	4%	0.0009
Cable TV	\$3,000,000	3%	0.0006
Media Total	\$118,800,000		0.0206

NOTE: Use Newspaper and Outdoor estimates with caution.

Market's Best

Best Restaurants: Great American, Cattleman's, State Line, Billy Crews.

Best Hotels: Camino Real, Hilton, Marriott.

Best Golf Courses: Santa Theresa CC, Coronado CC, El Paso CC.

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	80.8	\$16,623,000	7.7
National	19.2	\$3,943,000	-0.8

WEATHER DATA

Elevation:		3918
Annual Precipitation:		8.5 in.
Annual Snowfall:		4.4 in.
Average Windspeed:		9.6 (N)
		TOTAL
	JAN	JUL
	YEAR	YEAR
Avg. Max. Temp:	57.0	94.6
Avg. Min. Temp:	30.2	69.9
Average Temp:	43.6	82.3
		63.4

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1993				
1993	KSET-F		Sold to Jim Phillips, Jr.	\$2,700,000
1994	KOFX-F		Sold to KSET owner	\$3,000,000
1995	KVIV			\$550,000
1995	KAMA	From Pinnacle	to Tichenor	\$490,000
1995	KAMZ-F	From Pinnacle	to New Wave	\$2,000,000
1996	KHEY-AF	From Ragan Henry	to Clear Channel	\$10,000,000
1996	KPRR-F	From Ragan Henry	to Clear Channel	\$9,000,000
1996	KAMA, KBNA-F	From Tichenor	to Hefel	
1996	KSVE, KINT-F			
1997	KTSM-AF		Sold to Galloway	\$6,300,000
1998	KTSM-AF	From ComCorp	to Clear Channel	\$10,500,000
14-Sep-99	KROD AM	New Wave	Regent Comm.	with KLAQ, KSII: \$23,500,000
14-Sep-99	KLAQ FM	New Wave	Regent Comm.	with KROD, KSII: \$23,500,000
14-Sep-99	KSII FM	New Wave	Regent Comm.	with KROD, KLAQ: \$23,500,000
22-Oct-99	KATH FM	Magic Media, Inc.	Entravision	With KOFX: price NA
22-Oct-99	KOFX FM	Magic Media, Inc.	Entravision	With KATH: price NA

1999 ARB Rank: 156	1999 Revenue: \$9,600,000	Manager's Market Ranking (current): 3
1999 MSA Rank: 166	Rev per Share Point: \$117,216 81.9	Manager's Market Ranking (future) : 3.2
1999 DMA Rank: 141	Population per Station: 19,275 12	
1999 Rev Rank: 155 of 173	1999 Revenue Change: 7.3	Five-year revenue gain % (94-99): 41.1

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	6.8	7.3	7.7	8.3	8.9	9.6					
Yearly Growth Rate (94-99): 5.6%	assigned										
Projected Revenue Estimates:							10.50	10.90	11.20	11.90	12.60
Revenue per Capita:	24.19	25.88	27.40	29.54	31.79	34.28					
Yearly Growth Rate (94-99): 5.7%	assigned										
Projected Revenue per Capita:							36.23	38.30	40.48	42.79	45.22
Resulting Revenue Estimate:							10.1	10.65	11.21	11.85	12.48
Revenue as % of Retail Sales:	0.0028	0.0029	0.0027	0.0028	0.0030	0.0030					
Mean % (94-99) 0.00300%											
Resulting Revenue Estimate:							10.2	10.5	10.8	11.4	12.0
	MEAN REVENUE ESTIMATE:						10.3	10.7	11.1	11.7	12.4

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.281	0.282	0.281	0.281	0.280	0.280	0.279	0.278	0.277	0.277	0.276
Retail Sales (billions):	2.40	2.50	2.70	2.90	3.00	3.20	3.40	3.50	3.60	3.80	4.00

Below-the-Line Listening Shares:	2.1
Unlisted Station Listening:	16
Total Lost Listening:	18.1
Available Share Points:	81.9
Number of Viable Stations:	8.5
Average Share Points per Viable Station:	9.6
Rev. per Available Share Point:	\$117,216
Estimated Rev. for Mean Station:	\$1,125,000
Average HH Income:	\$36,464
Average Age:	35.4
Average Education:	12.3
Average Home Value:	\$72,800
Population Change (1998-2003):	-1
Retail Sales Change (1998-2003):	25.8
Cable Penetration:	67
Number of Class B or C FMs:	4

Confidence Levels

1999 Revenue Estimates:	Slightly below normal
2000-to-2004 Revenue Estimates:	Slightly below normal

Comments: Market does not report revenue. Managers expect 8 to 9% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 92.6	<\$20: 26.5	12-to-24 22.9	Non High School Grad: 21.8
Black: 6.5	\$20-\$49.9: 39.7	25-to-54 49.1	High School Grad: 42.0
Amer. Indian: 0.2	\$50-\$99.9: 27.6	55-plus 28.0	College 1-3 years: 19.5
Asian/Pac. Isl.: 0.8	\$100+: 6.2		College 4+ years: 16.7
Hispanic: * 1.8			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Metal Mfg.			
Plastics			
Paper			

INC 500 Companies

Employment Breakdowns

By Industry:

Erie, PA MSA Total

1 Manufac., Durables	23,807	19.11%
2 Retail Trade	22,353	17.95%
3 Health Svcs.	12,819	10.29%
4 Manufac., Non-Durables	11,014	8.84%
5 Educational Svcs.	10,680	8.57%
6 Fin., Ins. & Real Estate	6,670	5.36%
7 Other Prof. Svcs.	6,514	5.23%
8 Construction	5,475	4.40%
9 Bus. & Repair Svcs.	4,340	3.48%
10 Wholesale Trade	4,253	3.41%

By Occupation:

Admin. Support/Clerical	18,500	14.85%
Professional	16,989	13.64%
Svc., Exclud. Protective & HH	15,638	12.56%
Precis. Produc./Craft/Repair	15,529	12.47%
Sales	14,068	11.29%
Machine Oprs., Fab., Assemb., & Inspec.	13,551	10.88%
Exec., Admin. & Managerial	12,901	10.36%
Handlers, Cleaners, Help., Laborers	5,036	4.04%
Transportation & Moving	4,634	3.72%
Technicians & Support	4,049	3.25%

Total Metro Employees	124,554
Top 10 Total Employees	107,925 86.65%

NOTE:

Largest Local Banks (Assets \$000,000)

The National Bank of North East \$71

Colleges and Universities (# of Students)

Edinboro U. of Pennsylvania 6,386
 Penn State Erie, The Behrend Coll. 3,207
 Mercyhurst Coll. 2,722
 Gannon U. 2,570
 Allegheny Coll. 1,870
 Erie Business Center 274
 (and more)
 Total Students (FT & PT) 18,567

Military Bases (# of personnel)

Unemployment

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

WFGO-F
 WFLP (1/2)
 WJET-F
 WLKK

WVable Stations
 WRIE
 WRKT-F
 WRTS-F
 WXKC-F

WXTA-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WICU-TV	Erie	12	NBC	SJL	
WJET-TV	Erie	24	ABC	Nexstar	
WSEE-TV	Erie	35	CBS		
WQLN	Erie	54	PBS		
WFXP	Erie	66	FOX	Bastet	Nexstar

Highest Billing Radio Entities (includes duopolies and combos)	Combined Revenue	Revenue Share
1 NextMedia: WRTS FM, WFGO FM, WRKT FM, WJET FM, WLKK AM, WFNN AM	\$6,270,000	65.3
2 Regent Communications, Inc.: WXKC FM, WXTA FM, WRIE AM	\$3,040,000	31.7

Major Daily Newspapers

	AM	PM	Sun	Owner
Morning News; Erie Daily Times; Weekender; Times-News	35,720	34,386	92,265	Times Publishing Inc.

Highest Billing Stations

Calls	Format	Revenue	Pct.
-------	--------	---------	------

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$20,700,000	35%	0.0065
Radio	\$9,600,000	16%	0.0030
Newspaper	\$23,900,000	41%	0.0075
Outdoor	\$2,700,000	5%	0.0008
Cable TV	\$1,600,000	3%	0.0005
Media Total	\$58,500,000		0.0183

1 WXKC FM	AC	\$1,550,000	16.1
2 WRTS FM	CHR	\$1,530,000	15.9
3 WFGO FM	O	\$1,480,000	15.4
4 WRKT FM	AOR	\$1,460,000	15.2
5 WXTA FM	C	\$1,350,000	14.1
6 WJET FM	AC/NR	\$950,000	9.9
7 WLKK AM	T	\$440,000	4.6
8 WFNN AM	N	\$410,000	4.3
9 WRIE AM	ST	\$140,000	1.5

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1995	WRIE, WXKC-F		Taken over by AT&T	\$2,350,000
1996	WRIE, WXKC-F	From Atmor	to Jim Embrescia	\$3,250,000
1997	WFGO-F		Sold to Bill Fleckenstein	\$1,510,000
1997	WXTA-F		Sold to Media One	\$3,300,000
1998	WRKT-F/WRTS-F		Sold to Media One-Erie	\$5,350,000
1998	WFGO-F	From Fleckenstein	to M. Jones	\$2,000,000
20-May-99	WRIE AM	Media One	Regent Comm. with WXKC FM, WXTA FM:	\$13,500,000
20-May-99	WXKC FM	Media One	Regent Comm. with WRIE AM, WXTA FM:	\$13,500,000
20-May-99	WXTA FM	Media One	Regent Comm. with WRIE AM, WXKC FM:	\$13,500,000
27-May-99	WFLP AM	Heart Broadcasting, Inc.	Rambaldo Communications, Inc.	\$840,118
27-May-99	WLKK AM	KDC, Inc.	Rambaldo Communications, Inc.	\$875,000
17-Sep-99	WFLP AM	Rambaldo Communications	NextMedia With WLKK, WRKT FM, WRTS FM:	\$15,000,000
17-Sep-99	WLKK AM	Rambaldo Communications	NextMedia With WFLP, WRKT FM, WRTS FM:	\$15,000,000
17-Sep-99	WRKT FM	Rambaldo Communications	NextMedia With WFLP, WLKK, WRTS FM:	\$15,000,000
17-Sep-99	WRTS FM	Rambaldo Communications	NextMedia With WFLP, WLKK, WRKT FM:	\$15,000,000
18-Nov-99	WFGO FM	Myron Jones	NextMedia With WJET:	\$10,000,000
18-Nov-99	WJET FM	Myron Jones	NextMedia With WFGO:	\$10,000,000

Market's Best

NO WEATHER DATA AVAILABLE
 See Buffalo for an approximation

NOTE:

Eugene

1999 ARB Rank: 143	1999 Revenue: \$11,400,000	Manager's Market Ranking (current): 2.2
1999 MSA Rank: 155	Rev per Share Point: \$152,000 75	Manager's Market Ranking (future) : 2.5
1999 DMA Rank: 125	Population per Station: 18,943 14	
1999 Rev Rank: 146 of 173	1999 Revenue Change: 7	Five-year revenue gain % (94-99): 23.9

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	9.2	9.9	10.7	10.0	10.6	11.4					
Yearly Growth Rate (94-99): 5.5%	assigned										
Projected Revenue Estimates:							12.40	12.70	13.00	13.90	14.90
Revenue per Capita:	30.56	32.56	34.63	32.26	33.87	35.97					
Yearly Growth Rate (94-99): 5.5%	assigned										
Projected Revenue per Capita:							37.95	40.04	42.24	44.56	47.01
Resulting Revenue Estimate:							12.1	12.97	13.85	14.75	15.66
Revenue as % of Retail Sales:	0.0031	0.0032	0.0032	0.0028	0.0029	0.0029					
Mean % (94-99) 0.00290%											
Resulting Revenue Estimate:							12.2	12.8	13.1	13.6	14.5
MEAN REVENUE ESTIMATE:							12.2	12.8	13.3	14.1	15.0

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.301	0.304	0.309	0.310	0.314	0.317	0.320	0.324	0.328	0.331	0.333
Retail Sales (billions):	3.00	3.10	3.30	3.50	3.60	3.90	4.20	4.40	4.50	4.70	5.00

Below-the-Line Listening Shares:	0
Unlisted Station Listening:	25
Total Lost Listening:	25
Available Share Points:	75
Number of Viable Stations:	11
Average Share Points per Viable Station:	6.8
Rev. per Available Share Point:	\$152,000
Estimated Rev. for Mean Station:	\$1,034,000
Average HH Income:	\$35,752
Average Age:	36.5
Average Education:	12.9
Average Home Value:	\$102,200
Population Change (1998-2003):	5.2
Retail Sales Change (1998-2003):	29.6
Cable Penetration:	63
Number of Class B or C FMs:	7

Confidence Levels

1999 Revenue Estimates:	Below normal
2000-to-2004 Revenue Estimates:	Below normal

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 95.4	<\$20: 27.1	12-to-24 21.3	Non High School Grad: 16.8
Black: 0.9	\$20-\$49.9: 39.6	25-to-54 53.1	High School Grad: 27.5
Amer. Indian: 1.2	\$50-\$99.9: 26.4	55-plus 25.6	College 1-3 years: 33.1
Asian/Pac. Isl.: 2.6	\$100+: 6.9		College 4+ years: 22.6
Hispanic: * 4.0			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Wood Products			
Food Processing			

INC 500 Companies

Employment Breakdowns

By Industry:

Eugene-Springfield, OR MSA Total

1 Retail Trade	28,898	19.74%
2 Manufac., Durables	19,400	13.25%
3 Educational Svcs.	16,577	11.32%
4 Other Prof. Svcs.	10,654	7.28%
5 Health Svcs.	10,549	7.21%
6 Construction	8,093	5.53%
7 Fin., Ins. & Real Estate	7,223	4.93%
8 Bus. & Repair Svcs.	7,011	4.79%
9 Manufac., Non-Durables	6,255	4.27%
10 Wholesale Trade	5,762	3.94%
Total Metro Employees	146,401	
Top 10 Total Employees		

By Occupation:

Admin. Support/Clerical	21,946	14.99%
Professional	20,772	14.19%
Sales	18,146	12.39%
Svc., Exclud. Protective & HH	17,785	12.15%
Exec., Admin. & Managerial	16,326	11.15%
Precis. Produc./Craft/Repair	15,280	10.44%
Machine Oprs., Fab., Assemb., & Inspec.	9,430	6.44%
Transportation & Moving	7,355	5.02%
Handlers, Cleaners, Help., Laborers	6,815	4.66%
Farm., Forestry & Fishing	5,265	3.60%

NOTE:

Largest Local Banks (Assets \$000,000)

Centennial Bank	\$568
Pacific Continental Bk	\$247
Siuslaw Valley Bank	\$173
Oregon Pacific Banking Co.	\$77
McKenzie State Bank	\$11

Colleges and Universities (# of Students)

U. of Oregon	16,638
Lane CC	5,114
Northwest Christian Coll.	442
Eugene Bible Coll.	201
Total Students (FT & PT)	22,395

Military Bases (# of personnel)

Unemployment

RADIO BUSINESS INFORMATION
Heavy Agency Radio Users

Viable Stations		
KDUK-F	KKXO	KPNW
KEHK-F	KMGE-F	KUGN
KKNU-F	KNRQ-F	KZEL-F
KKTT-F	KODZ-F	

Highest Billing Radio Entities
(includes duopolies and combos)

Combined Revenue **Revenue Share**

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KEZI	Eugene	9	ABC	Chambers	
KVAL-TV	Eugene	13	CBS	Fisher	
KMTR	Eugene	16	NBC	Ackerley	
KEVU-LP	Eugene	25	UPN	Cal.-Ore.	
KEPB	Eugene	28	PBS	OR Pub. Bcstg.	
KLSR	Eugene	34	FOX	Cal.-Ore.	

Major Daily Newspapers

	AM	PM	Sun	Owner
Register-Guard	74,843		78,077	Alton F. Baker III

Highest Billing Stations
Calls Format Revenue Pct.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television			
Radio	\$11,400,000		0.0029
Newspaper			
Outdoor			
Cable TV			
Media Total			

RELIABLE ESTIMATES ARE NOT AVAILABLE FOR THIS MARKET

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1991	KPNW AF	From Pacific Northwest	to McCoy	\$2,500,000
1992	KEED, KSND-F	From Comm. Pacific	to owners of KKXO/KMGE-F	\$1,000,000
1994	KEED			\$35,000
1994	KDUK A/F		Sold to Dames/Bunyard	\$1,030,000
1995	KZZK A/F		Sold to KZEL-F owner	\$1,000,000
1996	KNRQ-AF, KZEL-F	From Pappas	to Bengal	\$5,015,000
1996	KUGN-AF, KLR-F		Sold to Deschutes River	\$7,000,000
1996	KDUK-AF	From Rick Dames	to McCoy	\$2,500,000
1997	KUGN-AF, KLR-F	Deschutes River	Citadel	Price NA
14-Jan-99	KEHK FM	Citadel	Marathon	Group: \$26,000,000
14-Jan-99	KKTT FM	Citadel	Marathon	Group: \$26,000,000
14-Jan-99	KUGN AM	Citadel	Marathon	Group: \$26,000,000
20-Dec-99	KNRQ AM	McDonald Media	Cumulus	Group: \$41,000,000
20-Dec-99	KZEL FM	McDonald Media	Cumulus	Group: \$41,000,000
20-Dec-99	KNRQ FM	McDonald Media	Cumulus	Group: \$41,000,000
20-Mar-00	KUGN AM	Marathon	Cumulus	With KEHK, KKTT: \$7,780,000
20-Mar-00	KEHK FM	Marathon	Cumulus	With KUGN, KKTT: \$7,780,000
20-Mar-00	KKTT FM	Marathon	Cumulus	With KUGN, KEHK: \$7,780,000

Market's Best

NO WEATHER DATA AVAILABLE

NOTE:

Evansville

1999 ARB Rank: 152	1999 Revenue: \$17,600,000	Manager's Market Ranking (current): 3.5
1999 MSA Rank: 162	Rev per Share Point: \$213,333 82.5	Manager's Market Ranking (future) : 3.5
1999 DMA Rank: 101	Population per Station: 18,600 13	
1999 Rev Rank: 104 of 173	1999 Revenue Change: 9.1	Five-year revenue gain % (94-99): 41.9

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	12.4	13.5	14.2	14.8	16.0	17.6					
Yearly Growth Rate (94-99): 5.9%	assigned										
Projected Revenue Estimates:							19.20	20.00	20.80	21.60	23.40
Revenue per Capita:	43.21	46.71	48.97	51.03	55.17	60.27					
Yearly Growth Rate (94-99): 6.0%	assigned										
Projected Revenue per Capita:							63.89	67.72	71.79	76.09	80.66
Resulting Revenue Estimate:							18.7	19.84	21.03	22.37	23.79
Revenue as % of Retail Sales:	0.0048	0.0048	0.0050	0.0052	0.0055	0.0057					
Mean % (94-99) 0.00570%											
Resulting Revenue Estimate:							18.2	18.2	18.8	20.0	21.1
MEAN REVENUE ESTIMATE:							18.7	19.4	20.2	21.3	22.8

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.287	0.289	0.290	0.290	0.291	0.292	0.292	0.293	0.293	0.294	0.295
Retail Sales (billions):	2.60	2.80	2.80	2.80	2.90	3.10	3.20	3.20	3.30	3.50	3.70

Below-the-Line Listening Shares:

Unlisted Station Listening:	6
Total Lost Listening:	11.5
Available Share Points:	17.5
Number of Viable Stations:	82.5
Average Share Points per Viable Station:	10.5
Rev. per Available Share Point:	7.9
Estimated Rev. for Mean Station:	\$213,333
Average HH Income:	\$1,685,000
Average Age:	\$38,707
Average Education:	37.1
Average Home Value:	12
Population Change (1998-2003):	\$74,900
Retail Sales Change (1998-2003):	1.1
Cable Penetration:	18.4
Number of Class B or C FMs:	63
	5

Confidence Levels

1999 Revenue Estimates: Slightly below normal
 2000-to-2004 Revenue Estimates: Slightly below normal

Comments: Market now reports revenue to Miller, Kaplan

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 92.9	<\$20: 25.6	12-to-24 19.9	Non High School Grad: 24.4
Black: 6.3	\$20-\$49.9: 36.9	25-to-54 52.2	High School Grad: 36.9
Amer. Indian: 0.2	\$50-\$99.9: 29.6	55-plus 27.9	College 1-3 years: 23.6
Asian/Pac. Isl.: 0.6	\$100+: 7.9		College 4+ years: 15.1
Hispanic: * 0.7			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Mining (Coal)		Old National Bancorp	Atlas World Group 484
Agribusiness			Koch Enterprises 493
Electrical Equipment			
Food Processing			
Refrigerators and Freezers			

INC 500 Companies

Employment Breakdowns

By Industry:
 Evansville-Henderson, IN-KY MSA Total

1 Retail Trade	26,365	18.81%
2 Manufac., Durables	16,477	11.76%
3 Manufac., Non-Durables	15,748	11.24%
4 Health Svcs.	14,371	10.26%
5 Educational Svcs.	9,361	6.68%
6 Construction	8,079	5.77%
7 Fin., Ins. & Real Estate	7,503	5.35%
8 Other Prof. Svcs.	7,438	5.31%
9 Wholesale Trade	6,594	4.71%
10 Bus. & Repair Svcs.	5,942	4.24%
Total Metro Employees	140,131	
Top 10 Total Employees	117,878	84.12%

By Occupation:

Admin. Support/Clerical	20,988	14.98%
Precis. Produc./Craft/Repair	17,930	12.80%
Professional	17,103	12.21%
Sales	16,957	12.10%
Svc., Exclud. Protective & HH	16,795	11.99%
Exec., Admin. & Managerial	14,643	10.45%
Machine Oprs., Fab., Assemb., & Inspec.	12,671	9.04%
Transportation & Moving	6,789	4.84%
Handlers, Cleaners, Help., Laborers	6,384	4.56%
Technicians & Support	5,634	4.02%

NOTE:

Largest Local Banks (Assets \$000,000)	
Old Natl Bk in Evansville	\$2,763
Natl City Bk of Evansville	\$845
Ohio Valley Natl Bk	\$120
Peoples Tr & Svgs Bk	\$87

Colleges and Universities (# of Students)	
U. of Southern Indiana	7,993
U. of Evansville	2,724
Ivy Tech State College: Southwest	2,143
Henderson CC	1,300
III. Eastern CCs: Wabash Valley Coll. 1,022	
Total Students (FT & PT)	15,182

Military Bases (# of personnel)

Unemployment			
Jun 79:	4.70%	Jul 90:	4.50%
Dec 82:	N/A	Jul 91:	5.80%
Sep 83:	9.90%	Jul 92:	5.90%
Sep 84:	7.60%	Jul 93:	4.00%
Aug 85:	7.70%	Jul 94:	5.20%
Aug 86:	5.70%	Jul 95:	4.80%
Aug 87:	6.40%	Jul 96:	4.20%
Aug 88:	5.00%	Aug 98:	3.40%
Jul 89:	3.70%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Media Mix
Oswald
Keller-Crescent

Viable Stations		
WABX-F	WGBF-F	WSO (1/2)
WDKS-F	WKY-F	WSTO-F
WEOA (1/2)	WJPS-F	WTRI-F (1/2)
WGBF	WKDQ-F	WYNG-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WTVW	Evansville	7	FOX	Quorum	
WNIN	Evansville	9	PBS		
WFIE-TV	Evansville	14	NBC	Cosmos	
WWAZ	Madisonville, KY	19	WB	South Central	
WEHT	Evansville	25	ABC	Gilmore	
WKMA	Madisonville, KY	35	PBS	KYETV	
WEVV	Evansville	44	CBS	Comcorp of IN	
WAZE-LP	Evansville	52	WB	South Central	
WTSN-LP	Evansville	63	PAX	Comcorp of IN	
Major Daily Newspapers					
Courier & Press			60,608		Sun 105,644

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Brill Media Co.: WKDQ FM, WBKR FM, WSTO FM	\$7,500,000	42.6
2 South Central Communications: WKY FM, WJPS FM, WABX FM, WEOA AM	\$6,960,000	39.5
3 Cumulus Media: WGBF FM, WYNG FM, WTRI FM, WGBF AM	\$2,570,000	14.6
4 Newburgh Broadcasting Corp.: WDKS FM	\$530,000	3
5 Lackey Group: WSO AM, WGAB AM	\$170,000	1

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$38,500,000	40%	0.0124
Radio	\$17,600,000	18%	0.0057
Newspaper	\$35,000,000	36%	0.0113
Outdoor	\$2,900,000	3%	0.0009
Cable TV	\$2,500,000	3%	0.0008
Media Total	\$96,500,000		0.0311

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1990				
1993	WOMI, WBKR-F (Owensboro)		Sold to Brill	\$2,700,000
1995	WNFC-F (Chandler)		Sold to So. Central	\$1,260,000
1996	WGBF-AF		Sold to Connoisseur	\$2,290,000
1996	WRBT-F		Sold to Connoisseur	\$1,300,000
1996	WVJS, WSTO-F		Sold to Brill	\$6,600,000
1997	WKDQ-F	From Bristol	to Brill	\$8,000,000
1998	WYNG-F	From Pinnacle	to Connoisseur	\$6,000,000
1998	WVHI			\$440,000
25-Mar-99	WBLZ FM	Posey County Bcstg.	The Original Co. with WPCO:	\$360,000
25-Mar-99	WPCO AM	Posey County Bcstg.	The Original Co. with WBLZ:	\$360,000
27-Apr-99	WBNL AM, WBNL FM	Boonville Broadcasting, Inc.	CCM Ministries, Inc. with WBNL FM:	\$425,000
18-Oct-99	WBNL AM, WBNL FM	Boonville Broadcasting, Inc.	CCM Ministries, Inc.	Cancelled
18-Oct-99	WBNL AM, WBNL FM	Boonville Broadcasting	John Englebrecht	With WBNL-FM: \$400,000
29-Nov-99	WGBF AM	Connoisseur	Cumulus	Group sale: \$242,000,000
29-Nov-99	WGBF FM	Connoisseur	Cumulus	Group sale: \$242,000,000
29-Nov-99	WYNG FM	Connoisseur	Cumulus	Group sale: \$242,000,000
29-Nov-99	WTRI FM	Connoisseur	Cumulus	Group sale: \$242,000,000

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WKY FM	AC	\$4,400,000	25.0
2 WKDQ FM	C	\$3,000,000	17.0
3 WBKR FM	C	\$2,300,000	13.1
4 WSTO FM	CHR	\$2,200,000	12.5
5 WJPS FM	O	\$1,500,000	8.5
6 WGBF FM	AOR	\$1,250,000	7.1
7 WABX FM	CL AOR	\$880,000	5.0
8 WYNG FM	C	\$725,000	4.1
9 WDKS FM	AC/CHR	\$530,000	3.0
10 WTRI FM	CL HITS	\$395,000	2.2
11 WGBF AM	T/SPRTS	\$200,000	1.1
12 WEOA AM	B	\$180,000	1.0
13 WSO AM	ST	\$170,000	1.0

NOTE: WBKR-F gets about 65% of its revenue from the Owensboro market.

Market's Best

Best Restaurants: Red Geranium, Petroleum Club, Chelsea's, Greeley's, Haub's House.

Best Hotels: River House, Radisson, Executive Inn.

Best Golf Courses: Evansville CC, Oak Meadow.

NO WEATHER DATA AVAILABLE
See Louisville for an approximation

NOTE:

Fargo

1999 ARB Rank: 211	1999 Revenue: \$12,700,000	Manager's Market Ranking (current): 3
1999 MSA Rank: 221	Rev per Share Point: \$147,674 86	Manager's Market Ranking (future) : 3.4
1999 DMA Rank: 119 (w/Valley City)	Population per Station: 10,862 13	
1999 Rev Rank: 135 of 173	1999 Revenue Change: 8.7	Five-year revenue gain % (94-99): 51.2

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	8.4	9.0	9.5	10.6	11.6	12.7					
Yearly Growth Rate (94-99): 6.0% assigned											
Projected Revenue Estimates:							13.50	14.40	15.00	15.80	17.00
Revenue per Capita:	51.85	54.55	56.89	63.09	68.24	73.57					
Yearly Growth Rate (94-99): 5.6% assigned											
Projected Revenue per Capita:							77.68	82.03	86.62	91.47	96.60
Resulting Revenue Estimate:							13.4	14.27	15.16	16.10	17.10
Revenue as % of Retail Sales:	0.0046	0.0047	0.0048	0.0050	0.0053	0.0053					
Mean % (94-99) 0.00530%											
Resulting Revenue Estimate:							13.8	14.3	14.8	15.9	17.0
MEAN REVENUE ESTIMATE:							13.6	14.3	15.0	15.9	17.0

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.162	0.165	0.167	0.168	0.170	0.172	0.173	0.174	0.175	0.176	0.177
Retail Sales (billions):	1.80	1.90	2.00	2.10	2.20	2.40	2.60	2.70	2.80	3.00	3.20

Below-the-Line Listening Shares:

Unlisted Station Listening:	11.9
Total Lost Listening:	14
Available Share Points:	86
Number of Viable Stations:	10.5
Average Share Points per Viable Station:	8.2
Rev. per Available Share Point:	\$147,674
Estimated Rev. for Mean Station:	\$1,211,000
Average HH Income:	\$40,607
Average Age:	32.5
Average Education:	12.9
Average Home Value:	\$93,500
Population Change (1998-2003):	3.2
Retail Sales Change (1998-2003):	34.9
Cable Penetration:	63
Number of Class B or C FMs:	8

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market does not report revenue to any accountant. Managers predict 5 to 6% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 97.0	<\$20: 23.8	12-to-24 27.1	Non High School Grad: 13.9
Black: 0.4	\$20-\$49.9: 35.6	25-to-54 50.8	High School Grad: 25.7
Amer. Indian: 1.2	\$50-\$99.9: 31.5	55-plus 22.1	College 1-3 years: 34.2
Asian/Pac. Isl.: 1.4	\$100+: 9.1		College 4+ years: 26.1
Hispanic: * 1.9			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Agribusiness		Community First Bankshare	

INC 500 Companies

Employment Breakdowns

By Industry:

Fargo-Moorhead, ND-MN MSA Total

1 Retail Trade	17,912	20.01%
2 Educational Svcs.	10,446	11.67%
3 Health Svcs.	10,258	11.46%
4 Fin., Ins. & Real Estate	7,027	7.85%
5 Other Prof. Svcs.	6,294	7.03%
6 Wholesale Trade	5,522	6.17%
7 Construction	4,771	5.33%
8 Transportation	4,386	4.90%
9 Bus. & Repair Svcs.	3,835	4.28%
10 Manufac., Durables	3,617	4.04%
Total Metro Employees	89,536	
Top 10 Total Employees	74,068	82.72%

By Occupation:

Admin. Support/Clerical	14,923	16.67%
Professional	13,463	15.04%
Svc., Exclud. Protective & HH	13,157	14.69%
Sales	12,691	14.17%
Exec., Admin. & Managerial	10,734	11.99%
Precis. Produc./Craft/Repair	7,559	8.44%
Transportation & Moving	3,774	4.22%
Technicians & Support	3,447	3.85%
Machine Oprs., Fab., Assemb., & Inspec.	3,344	3.73%
Handlers, Cleaners, Help., Laborers	3,084	3.44%

NOTE:

Largest Local Banks (Assets \$000,000)

U.S. Bank Nat'l Association ND	\$1,865
Norwest Bk North Dakota NA	\$1,298
Norwest Bk Minnesota West NA	\$583
Cnty First Nat'l Bk	\$538
State Bk of Fargo	\$386
Bremer Bank, Nat'l Association	\$165
State Bank of West Fargo	\$72
State Bank of Moorhead	\$53
Union State Bank of Fargo	\$20

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Colleges and Universities (# of Students)

North Dakota State U.	9,533
Moorhead State U.	5,995
Concordia College: Moorhead	2,940
Total Students (FT & PT)	18,468

Military Bases (# of personnel)

Unemployment

Viable Stations		
KFGO	KPFX-F	KVOX (1/2)
KFGO-F	KPHT-F (1/2)	KVOX-F
KFGX-F	KQWB (1/2)	WDAY
KLTA-F	KQWB-F	WDAY-F

Highest Billing Radio Entities (includes duopolies and combos)

Combined Revenue Share

1 James Ingstad Broadcast Group: KFGO AM, KFGO FM, KVOX AM, KRVI FM, KULW FM	\$5,000,000	39.4
2 Triad Broadcasting, Inc.: KVOX FM, KLTA FM, KPFX FM, KQWB AM, KQJD AM	\$4,980,000	39.2
3 Tom Ingstad Broadcast Group: WDAY FM	\$900,000	7.1
4 Forum Publishing Co.: WDAY AM	\$900,000	7.1

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KXJB-TV	Valley City	4	CBS	North Amer. Comm.	
WDAY-TV	Fargo	6	ABC	Fargo Forum	
KVLY-TV	Fargo	11	NBC	Sunrise	
KFME	Fargo	13	PBS	Prairie Pub. Bcstg.	
KVRR	Fargo	15	FOX	Red River	

Major Daily Newspapers

Forum	AM 51,107	PM	Sun 65,345	Owner Forum Communications Co.
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Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KFGO AM	FS	\$3,700,000	29.1
2 KVOX FM	C	\$1,700,000	13.4
3 KLTA FM	AC	\$1,400,000	11.0
4 KFGO FM	C	\$1,300,000	10.2
5 KPFX FM	CL AOR	\$1,000,000	7.9
6 WDAY AM	N/T	\$900,000	7.1
WDAY FM	CHR	\$900,000	7.1
8 KQWB FM	AOR	\$880,000	6.9

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$28,000,000	42%	0.0117
Radio	\$12,700,000	19%	0.0053
Newspaper	\$21,500,000	32%	0.0090
Outdoor	\$2,100,000	3%	0.0009
Cable TV	\$1,900,000	3%	0.0008
Media Total	\$66,200,000		0.0277

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1990				
1991	KFGO-AF		Sold to Otter Tail Power Co	NA
1994	KPFX-F		Sold to Tom Ingstad	\$375,000
1996	KQFN, KQWB-F	From Brill	to J. Ingstad	\$2,000,000
1996	KVOX-AF		Sold to Otter Tail	\$3,500,000
1996	WDAY-F	From Forum	to T. Ingstad	\$1,500,000
1996	KFGX-F	From Leighton	to Otter Tail	\$1,300,000
1996	KPHT-F (Kindred)		Sold to Otter Tail	\$800,000
1996	KPFX-F	From Tom Ingstad	to Jim Ingstad	\$2,125,000
1998	KPHT-F, KVOX, KFGX-F, KVOX-F, KFGO-AF	From Vanistar (Otter Tail)	to Jim Ingstad	\$24,000,000
18-May-99	KPFX FM	Jim Ingstad	Triad	Group: \$37,800,000
18-May-99	KLTA FM	Jim & Tom Ingstad	Triad	Group: \$37,800,000
18-May-99	KQWB AM	Jim Ingstad	Triad	Group: \$37,800,000
18-May-99	KQWB FM	Jim Ingstad	Triad	Group: \$37,800,000
18-May-99	KVOX FM	Jim Ingstad	Triad	Group: \$37,800,000
18-May-99	KQJD AM	Jim Ingstad	Triad	Group: \$37,800,000
21-Dec-99	KVMI FM	KIPS, Inc.	Vision Mgmt., Inc.	Price NA

WEATHER DATA

Elevation:	896		
Annual Precipitation:	21.0 in.		
Annual Snowfall:	34.3 in.		
Average Windspeed:	12.7 (N)		
	TOTAL YEAR		
Avg. Max. Temp:	JAN 15.4	JUL 82.8	51.4
Avg. Min. Temp:	-3.4	58.6	30.1
Average Temp:	5.9	70.7	40.8

NOTE:

1999 ARB Rank: 126	1999 Revenue: \$18,900,000	Manager's Market Ranking (current): 4.2
1999 MSA Rank: 165	Rev per Share Point: \$261,050 72.4	Manager's Market Ranking (future) : 3.8
1999 DMA Rank: 30 (w/Raleigh)	Population per Station: 21,713 15	
1999 Rev Rank: 98 of 173	1999 Revenue Change: 10.6	Five-year revenue gain % (94-99): 89

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	10.0	11.3	12.6	14.0	16.9	18.9					
Yearly Growth Rate (94-99): 6.9%	assigned										
Projected Revenue Estimates:							20.90	21.40	22.80	24.60	26.40
Revenue per Capita:	34.72	38.04	44.21	49.12	58.68	65.63					
Yearly Growth Rate (94-99): 6.1%	assigned										
Projected Revenue per Capita:							69.63	73.88	78.38	83.17	88.24
Resulting Revenue Estimate:							20.1	21.20	22.50	23.87	25.32
Revenue as % of Retail Sales:	0.0042	0.0040	0.0039	0.0042	0.0047	0.0050					
Mean % (94-99) 0.00485%											
Resulting Revenue Estimate:							19.9	20.9	22.3	23.8	24.3
							MEAN REVENUE ESTIMATE: 20.3 21.2 22.5 24.1 25.3				

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.288	0.297	0.285	0.285	0.288	0.288	0.288	0.287	0.287	0.287	0.287
Retail Sales (billions):	2.40	2.80	3.20	3.30	3.50	3.80	4.10	4.30	4.60	4.90	5.00

Below-the-Line Listening Shares:

Unlisted Station Listening:	16.3
Total Lost Listening:	11.3
Available Share Points:	27.6
Number of Viable Stations:	72.4
Average Share Points per Viable Station:	10
Rev. per Available Share Point:	7.2
Estimated Rev. for Mean Station:	\$261,050
Average HH Income:	\$1,880,000
Average Age:	\$41,732
Average Education:	29.5
Average Home Value:	12.4
Population Change (1998-2003):	\$98,600
Retail Sales Change (1998-2003):	-0.1
Cable Penetration:	39
Number of Class B or C FMs:	NA
	6

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. Managers expect 7 to 9% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 63.0	<\$20: 19.8	12-to-24 28.5	Non High School Grad: 19.8
Black: 31.6	\$20-\$49.9: 39.0	25-to-54 52.9	High School Grad: 31.3
Amer. Indian: 1.8	\$50-\$99.9: 31.5	55-plus 18.6	College 1-3 years: 32.1
Asian/Pac. Isl.: 3.6	\$100+: 9.7		College 4+ years: 16.9
Hispanic: * 9.2			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses 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

By Industry:

Fayetteville, NC MSA Total

1 Retail Trade	22,287	21.47%
2 Educational Svcs.	10,619	10.23%
3 Manufac., Non-Durables	10,146	9.78%
4 Health Svcs.	8,387	8.08%
5 Pub. Admin.	8,332	8.03%
6 Manufac., Durables	6,806	6.56%
7 Construction	6,512	6.27%
8 Fin., Ins. & Real Estate	5,373	5.18%
9 Other Prof. Svcs.	4,994	4.81%
10 Bus. & Repair Svcs.	4,416	4.25%
Total Metro Employees	103,793	
Top 10 Total Employees	87,872	84.66%

By Occupation:

Admin. Support/Clerical	14,884	14.34%
Sales	14,778	14.24%
Professional	13,658	13.16%
Precis. Produc./Craft/Repair	12,203	11.76%
Svc., Exclud. Protective & HH	11,911	11.48%
Exec., Admin. & Managerial	10,791	10.40%
Machine Oprs., Fab., Assemb., & Inspec.	8,634	8.32%
Transportation & Moving	5,009	4.83%
Handlers, Cleaners, Help., Laborers	4,472	4.31%
Technicians & Support	3,421	3.30%

NOTE:

Largest Local Banks (Assets \$000,000)	Colleges and Universities (# of Students)	Military Bases (# of personnel)	Unemployment
United National Bank \$39	Fayetteville Technical CC 7,270	FORT BRAGG 42,291	
	Fayetteville State U. 3,257	POPE AFB 4,455	
	Sandhills CC 2,114		
	Methodist Coll. 1,851		
	Sampson CC 817		
	Total Students (FT & PT) 15,309		

RADIO BUSINESS INFORMATION
Heavy Agency Radio Users

Viable Stations		
WCCG-F (1/2)	WIDU-AA	WRCQ-F
WFLB-F	WKML-AF	WUKS-F
WFMO/WSTS-F (1/2)	WKQB-F	WZFX-F
WFNC-AF	WQSM-F	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WUNU	Lumberton	31	S:WUNC		U. of NC
WFPX	Fayetteville	62	PAX	Paxson	

Also see Raleigh-Durham

Highest Billing Radio Entities (includes duopolies and combos)	Combined Revenue	Revenue Share
1 Beasley Broadcast Group: WKML FM, WZFX FM, WFLB FM, WUKS FM, WAZZ AM, WTEL AM	\$11,060,000	58.5
2 Cumulus Media: WQSM FM, WRCQ FM, WFNC AM, WFNC FM	\$5,800,000	30.7
3 Muirfield Broadcasting, Inc.: WKQB FM, WIOZ AM	\$1,000,000	5.3
4 Pro Media, Inc.: WSTS FM	\$450,000	2.4
5 WIDU Broadcasting, Inc.: WIDU AM	\$260,000	1.4
6 James E. Carson: WCCG FM	\$140,000	0.7

Major Daily Newspapers	AM	PM	Sun	Owner
Observer-Times	67,545		80,686	Ramon Yarborough

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$22,000,000	NM	0.0058
Radio	\$18,900,000	NM	0.0050
Newspaper			
Outdoor			
Cable TV			

Highest Billing Stations			
Calls	Format	Revenue	Pct.
1 WKML FM	C	\$4,400,000	23.3
2 WZFX FM	B	\$4,000,000	21.2
3 WQSM FM	AC	\$2,950,000	15.6
4 WFLB FM	O	\$2,000,000	10.6
5 WRCQ FM	AOR	\$1,650,000	8.7
6 WFNC AM	N/T	\$1,200,000	6.3
7 WKQB FM	CL AOR	\$1,000,000	5.3
8 WUKS FM	B/AC	\$550,000	2.9
9 WSTS FM	G	\$450,000	2.4
10 WIDU AM	B/G	\$260,000	1.4
11 WCCG FM	B/O	\$140,000	0.7
12 WAZZ AM	ST	\$110,000	0.6

NOTE: Use Newspaper and Outdoor estimates with caution.
Miscellaneous Comments: * Part of Raleigh DMA. TV revenue is estimate of Fayetteville's contribution to total revenue for Raleigh DMA.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1995	WFAI		Sold to Colonial	\$175,000
1996	WEWO, WAZZ-F	From Curtis	to Beasley	\$4,200,000
1996	WZFX-F		Sold to Dodenhoff	\$7,000,000
1996	WYRU, WLRD-F		Sold to Dodenhoff	\$1,200,000
1996	WFLB	From Curtis	to Beasley	\$229,000
1997	WYRU/WLRD-F		Sold to Beasley	\$1,200,000
1997	WIOZ-F		Sold to WKQB-F owner	\$316,500
	(102.5: South Pines)			
1997	WTSB (580: Lumberton)	From Beasley	to Willis	\$75,000
1997	WJSK-F		Sold to Cape Fear	\$700,000
1998	WRCQ-F	From Peterson	to Cape Fear	\$4,300,000
1998	WRRZ			\$400,000
23-Sep-99	WFNC AM, WFNC FM, WQSM FM, WRCQ FM, Wilm., NC sins. Cape Fear Bcstg.		Cumulus	\$47,000,000
18-Oct-99	WCIE AM	W&V Broadcasting	Colonial Radio Group	\$45,000

Market's Best

NO WEATHER DATA AVAILABLE
See Raleigh for an approximation

NOTE:

1999 ARB Rank: 119	1999 Revenue: \$15,700,000	Manager's Market Ranking (current): 3.5
1999 MSA Rank: 118	Rev per Share Point: \$276,408 56.8	Manager's Market Ranking (future) : 2.9
1999 DMA Rank: 63 (w/Saginaw)	Population per Station: 29,633 12	
1999 Rev Rank: 115 of 173	1999 Revenue Change: 5.7	Five-year revenue gain % (94-99): 21.4

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	11.0	11.9	12.5	13.4	14.8	15.7					
Yearly Growth Rate (94-99): 5.4% assigned											
Projected Revenue Estimates:							16.40	16.90	17.90	19.00	20.40
Revenue per Capita:	25.40	27.35	28.60	30.59	33.71	35.93					
Yearly Growth Rate (94-99): 4.7% assigned											
Projected Revenue per Capita:							37.61	39.38	41.23	43.17	45.19
Resulting Revenue Estimate:							16.4	17.17	17.93	18.78	19.66
Revenue as % of Retail Sales:	0.0026	0.0025	0.0025	0.0026	0.0027	0.0027					
Mean % (94-99) 0.00270%											
Resulting Revenue Estimate:							16.5	17.0	17.6	18.1	18.6
							MEAN REVENUE ESTIMATE:				
							16.4	17.0	17.8	18.6	19.6

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.433	0.435	0.437	0.438	0.437	0.437	0.436	0.436	0.435	0.435	0.435
Retail Sales (billions):	4.30	4.70	5.00	5.20	5.40	5.70	6.10	6.30	6.50	6.70	6.90

Below-the-Line Listening Shares:	31.5
Unlisted Station Listening:	11.7
Total Lost Listening:	43.2
Available Share Points:	56.8
Number of Viable Stations:	9
Average Share Points per Viable Station:	6.3
Rev. per Available Share Point:	\$276,408
Estimated Rev. for Mean Station:	\$1,741,000
Average HH Income:	\$41,570
Average Age:	34.9
Average Education:	12.2
Average Home Value:	\$70,800
Population Change (1998-2003):	-0.4
Retail Sales Change (1998-2003):	24.4
Cable Penetration:	65
Number of Class B or C FMs:	3

Confidence Levels	
1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Hungerford. Managers expect 5 to 7% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 77.2	<\$20: 26.6	12-to-24 22.1	Non High School Grad: 22.6
Black: 21.1	\$20-\$49.9: 30.8	25-to-54 54.2	High School Grad: 34.0
Amer. Indian: 0.7	\$50-\$99.9: 31.9	55-plus 23.7	College 1-3 years: 30.4
Asian/Pac. Isl.: 1.0	\$100+: 10.7		College 4+ years: 13.0
Hispanic: * 2.6			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Ciaritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Automotive		Citizens Banking Corp./MI	
Chemicals			
Paints, Varnishes			

INC 500 Companies

Employment Breakdowns

By Industry:
Flint, MI PMSA Total

1 Manufac., Durables	51,202	27.54%
2 Retail Trade	35,521	19.11%
3 Health Svcs.	17,058	9.18%
4 Educational Svcs.	15,246	8.20%
5 Other Prof. Svcs.	8,695	4.68%
6 Bus. & Repair Svcs.	8,233	4.43%
7 Fin., Ins. & Real Estate	8,213	4.42%
8 Construction	7,966	4.29%
9 Wholesale Trade	6,920	3.72%
10 Transportation	5,723	3.08%
Total Metro Employees	185,899	
Top 10 Total Employees	164,777	88.64%

By Occupation:

Machine Oprs., Fab., Assemb., & Inspec.	25,962	13.97%
Precis. Produc./Craft/Repair	25,565	13.75%
Admin. Support/Clerical	25,193	13.55%
Professional	23,640	12.72%
Svc., Exclud. Protective & HH	21,390	11.51%
Sales	21,092	11.35%
Exec., Admin. & Managerial	16,835	9.06%
Handlers, Cleaners, Help., Laborers	7,906	4.25%
Transportation & Moving	7,821	4.21%
Technicians & Support	5,844	3.14%

NOTE:

Largest Local Banks (Assets \$000,000)
 Citizens Bk \$4,250
 State Bk \$266

Colleges and Universities (# of Students)
 Mott CC 8,097
 U. of Michigan: Flint 6,435
 Baker C of Flint 4,135
 Kettering U. 3,252
 Total Students (FT & PT) 21,919

Military Bases (# of personnel)

Unemployment
 Jun 79: 7.40% Jul 90: 8.60%
 Dec 82: 22.20% Jul 91: 10.70%
 Sep 83: 14.50% Jul 92: 13.00%
 Sep 84: 12.20% Jul 93: 11.10%
 Aug 85: 11.30% Jul 94: 9.30%
 Aug 86: 10.60% Jul 95: 7.60%
 Aug 87: 12.70% Jul 96: 7.70%
 Aug 88: 14.90% Aug 98: 5.10%
 Jul 89: 12.50%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Canadian American
 Concept III
 Dallas Dort

Radio Stations
 WFNT (1/2)
 WDZZ-F WOVE-F
 WFBE-F WRSR-F
 WFDF WWBN-F
 WFLT (1/2) WWCK-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WNEM-TV	Bay City	5	CBS	Meredith	
WJRT-TV	Flint	12	ABC	ABC	
WDCQ	Univ. Ctr.	19	PBS	Delta Col.	
WEYI-TV	Saginaw	25	NBC/WB	Sunrise	
WFUM	Flint	28	PBS	U. of MI	
WSMH	Flint	66	FOX	Sinclair	

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Cumulus Media: WDZZ FM, WWCK FM, WFDF AM, WRSR FM	\$7,570,000	48.2
2 Regent Communications, Inc.: WCRZ FM, WWBN FM, WFNT AM	\$4,540,000	28.9
3 Citadel Communications Corp.: WFBE FM, WTRX AM	\$1,200,000	7.6
4 Praestantia Broadcasting, Inc.: WOVE FM	\$460,000	2.9
5 Christian Evan. Bcslg Association: WFLT AM	\$230,000	1.5

Major Daily Newspapers

	AM	PM	Sun	Owner
Flint Journal		93,603	112,091	Newhouse

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$35,400,000	37%	0.0062
Radio	\$15,700,000	16%	0.0027
Newspaper	\$39,400,000	41%	0.0069
Outdoor	\$5,400,000	6%	0.0009
Cable TV	NA		
Media Total	\$95,900,000		0.0167

NOTE: Use Newspaper and Outdoor estimates with caution. Miscellaneous Comments: * Split TV DMA with Saginaw/Bay City. TV revenue is Flint's share. Total TV revenue is estimated at \$59,000,000.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1992				
1992	WTAC	Sold by Gore		\$400,000
1993	WDZZ-F		Sold to Connoisseur	NA
1994	WKMF-F (Tuscola)		Sold to Faircom	\$450,000
1997	WFBE-F (95.1)	Sold by Board of Educ.	to Liggett	\$6,800,000
1997	WWCK-F/WOAP/MAHV-F		Sold to Connoisseur	\$18,000,000
1997	WFNT, WCRZ-F, WWBN-F	From Faircom	to Regent	NA
21-Jul-99	WWON AM	GWC, Inc.	Birach	\$708,000
29-Nov-99	WFDF AM	Connoisseur	Cumulus	Group sale: \$242,000,000
29-Nov-99	WDZZ FM	Connoisseur	Cumulus	Group sale: \$242,000,000
29-Nov-99	WRSR FM	Connoisseur	Cumulus	Group sale: \$242,000,000
29-Nov-99	WWCK FM	Connoisseur	Cumulus	Group sale: \$242,000,000
6-Dec-99	WFBE FM	Liggett	Citadel	Group Transaction: \$120,500,000 in stock & cash

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WCRZ FM	AC	\$3,400,000	21.7
2 WDZZ FM	B	\$3,300,000	21.0
3 WWCK FM	CHR	\$3,200,000	20.4
4 WFBE FM	C	\$1,200,000	7.6
5 WWBN FM	AOR	\$850,000	5.4
6 WFDF AM	T	\$630,000	4.0
7 WOVE FM	B	\$460,000	2.9
8 WRSR FM	SAC	\$440,000	2.8
9 WFNT AM	T	\$290,000	1.8
10 WFLT AM	G	\$230,000	1.5

Market's Best

Best Restaurants: University Club, Red Rooster, Panache.

Best Hotels: Radisson, Hampton Inn.

Best Golf Courses: Warwick Hills.

NO WEATHER DATA AVAILABLE
 See Detroit for an approximation

NOTE:

Fort Myers-Naples

1999 ARB Rank: 71	1999 Revenue: \$27,600,000	Manager's Market Ranking (current): 4.3
1999 MSA Rank: x122 - Ft. Myers 192 - Naples	Rev per Share Point: \$323,185 85.4	Manager's Market Ranking (future) : 3.9
1999 DMA Rank: 90	Population per Station: 24,200 23	
1999 Rev Rank: 70 of 173	1999 Revenue Change: 11.6	Five-year revenue gain % (94-99): 59.5

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	17.3	18.7	20.3	21.5	24.4	27.6					
Yearly Growth Rate (94-99): 7.5%											
Projected Revenue Estimates:							30.10	31.40	33.80	36.50	39.60
Revenue per Capita:	31.23	32.86	34.70	35.54	38.60	42.86					
Yearly Growth Rate (94-99): 5.5%											
Projected Revenue per Capita:							45.22	47.71	50.33	53.10	56.02
Resulting Revenue Estimate:							29.7	31.96	34.28	36.85	39.55
Revenue as % of Retail Sales:	0.0028	0.0028	0.0027	0.0027	0.0028	0.0029					
Mean % (94-99) 0.00285%											
Resulting Revenue Estimate:							29.6	30.8	31.6	33.3	35.9
							MEAN REVENUE ESTIMATE:				
							29.8	31.4	33.2	35.6	38.4

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.554	0.569	0.585	0.605	0.632	0.644	0.657	0.670	0.681	0.694	0.706
Retail Sales (billions):	6.20	6.70	7.60	8.10	8.70	9.40	10.40	10.80	11.10	11.70	12.60

Below-the-Line Listening Shares:	3.1
Unlisted Station Listening:	11.5
Total Lost Listening:	14.6
Available Share Points:	85.4
Number of Viable Stations:	16.5
Average Share Points per Viable Station:	5.2
Rev. per Available Share Point:	\$323,185
Estimated Rev. for Mean Station:	\$1,681,000
Average HH Income:	\$36,842
Average Age:	43.7
Average Education:	12.3
Average Home Value:	\$101,700
Population Change (1998-2003):	9.8
Retail Sales Change (1998-2003):	34.4
Cable Penetration:	80
Number of Class B or C FMs:	13

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan, WSGL-F, WCCL-F, WGUF-F, WWCN and a few others do not participate. Managers predict 8 to 10% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 90.3	<\$20: 22.0	12-to-24 14.2	Non High School Grad: 22.4
Black: 8.4	\$20-\$49.9: 44.3	25-to-54 43.8	High School Grad: 33.9
Amer. Indian: 0.3	\$50-\$99.9: 26.0	55-plus 41.9	College 1-3 years: 27.1
Asian/Pac. Isl.: 1.0	\$100+: 7.6		College 4+ years: 16.6
Hispanic: * 6.8			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
		Health Management Assoc.	

INC 500 Companies

Employment Breakdowns

By Industry:

Fort Myers-Cape Coral, FL MSA Total

1 Retail Trade	38,344	22.14%
2 Construction	20,101	11.61%
3 Fin., ins. & Real Estate	15,867	9.16%
4 Health Svcs.	14,441	8.34%
5 Other Prof. Svcs.	11,172	6.45%
6 Bus. & Repair Svcs.	9,890	5.71%
7 Educational Svcs.	9,273	5.36%
8 Personal Svcs.	8,232	4.75%
9 Transportation	6,996	4.04%
10 Pub. Admin.	6,862	3.96%

Total Metro Employees	173,162
Top 10 Total Employees	141,178 81.53%

By Occupation:

Sales	28,257	16.32%
Admin. Support/Clerical	26,990	15.59%
Precis. Produc./Craft/Repair	23,111	13.35%
Svc., Exclud. Protective & HH	21,857	12.62%
Exec., Admin. & Managerial	21,223	12.26%
Professional	18,354	10.60%
Transportation & Moving	7,080	4.09%
Handlers, Cleaners, Help., Laborers	6,850	3.96%
Technicians & Support	5,233	3.02%
Farm., Forestry & Fishing	5,184	2.99%

NOTE:

Largest Local Banks (Assets \$000,000)

SunTrust Bank, Southwest Florida	\$1,513
First National Bank of Naples	\$690
Cape Coral National Bank	\$313
Fifth Third Bank, Florida	\$252
Florida Community Bank	\$205
Gulf Coast National Bank	\$180
Community Bank of Naples, NA	\$98
First National Bank of Fort Myers	\$87
Citizens Community Bank of Florida	\$84

Colleges and Universities (# of Students)

Edison CC	6,706
Florida Gulf Coast U.	2,509
International Coll.	711
Total Students (FT & PT)	9,926

Military Bases (# of personnel)

Unemployment

Heavy Agency Radio Users

Viable Stations

WARO-F	WINK-AA	WOST-F	WTLQ (1/2)
WAVV-F	WINK-F	WPRH-F	WWGR-F
WCCL-F (1/2)	WJBX-F	WQNU-F	WXKB-F
WCKT-F	WJST-F	WRXK-F	
WDRR-F (1/2)	WOLZ-F	WSGL-F	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WEVU-LP	Ft. Myers	7	UPN	Holston Valley	
WINK-TV	Ft. Myers	11	CBS	Ft. Myers Bcstg.	
WBBH-TV	Ft. Myers	20	NBC	Waterman	
WZVN	Naples	26	ABC	Waterman	Waterman
WGCU	Ft. Myers	30	PBS	U. of So. FL	
WFTX	Cape Coral	36	FOX	Emmis	
WTVK-TV	Naples	46	WB	ACME	

Major Daily Newspapers

	AM	PM	Sun
News-Press	89,770		107,671
Naples Daily News	50,166		64,333

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$63,000,000	NA	0.0067
Radio	\$27,600,000	NA	0.0029
Newspaper			
Outdoor			
Cable TV			

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Beasley Broadcast Group: WXKB FM, WRXK FM, WJBX FM, WJST FM, WWCN AM	\$9,010,000	32.6
2 Clear Channel Communications: WOLZ FM, WCKT FM, WOST FM, WQNU FM, WCCF AM, WCVU FM, WIKX FM, WKII AM	\$5,793,000	21
3 Fort Myers Broadcasting Co.: WINK FM, WINK AA, WTLQ AM	\$5,100,000	18.5
4 Alpine Broadcasting: WAVV FM	\$2,330,000	8.4
5 Renda Broadcasting Corp.: WWGR FM, WSGL FM, WGUF FM	\$2,020,000	7.3
6 Meridian Broadcasting, Inc.: WARO FM, WTLT FM, WNOG AM	\$1,810,000	6.6
7 Ruth Communications Corp.: WDRR FM	\$490,000	1.8
8 Olbota Communications, Inc.: WWCL AM	\$290,000	1.1
9 Glades Media Co.: WAFZ AM	\$190,000	0.7

Owner

Gannett Co. Inc.
E W Scripps Co. (Scripps Howard)

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WXKB FM	CHR	\$3,800,000	13.8
2 WRXK FM	AOR	\$3,200,000	11.6
3 WINK FM	CHR	\$2,900,000	10.5
4 WOLZ FM	O	\$2,333,000	8.5
5 WAVV FM	EZ	\$2,330,000	8.4
6 WCKT FM	C	\$2,290,000	8.3
7 WINK AA	N/T	\$1,900,000	6.9
8 WARO FM	CL AOR	\$1,500,000	5.4
9 WWGR FM	C	\$1,400,000	5.1
10 WJBX FM	AOR/NR	\$1,300,000	4.7
11 WOST FM	AC/NR	\$640,000	2.3
12 WQNU FM	C	\$530,000	1.9
13 WJST FM	ST	\$500,000	1.8
14 WDRR FM	J	\$490,000	1.8
15 WSGL FM	AC/CHR	\$320,000	1.2
16 WTLT FM	SAC	\$310,000	1.1
17 WGUF FM	J	\$300,000	1.1
18 WTLQ AM	T	\$300,000	1.1
19 WWCL AM	SP	\$290,000	1.1
20 WWCN AM	T	\$210,000	0.8
21 WAFZ AM	SP	\$190,000	0.7

Market's Best

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1993	WRGI-F	From H & D	to Palmer	\$865,000
1993	WCKT-F	From Sandab	to Radio Equity	\$10,700,000
1993	WOLZ-F	From Heritage Bdcst	. to Osborn	\$3,400,000
1993	WJYO-F			\$375,000
1994	WHEW-F		Sold to Renda	\$4,000,000
1994	WIXI-F (Naples)	From Hodlinger	to Radio Equ.	\$3,350,000
1994	WXKB-F (Cape Coral)		Sold to Beasley	\$3,500,000
1995	WKII/WEEJ-F (Pri. Charlotte)		Sold to Osborn	\$3,600,000
1996	WCKT-F	From Radio Equity	to Clear Channel	\$13,500,000
1996	WXRm-F	From Radio Equity	to Clear Channel	\$4,500,000
1996	WNOG-AF, WARO-F	From Palmer	to Joe Schwartzel	\$9,250,000
1996	WKII, WFSN-F, WOLZ-F	From Osborn	to Capstar	
1996	WKII, WFSN-F, WOLZ-F	From Capstar	to Clear Channel	\$11,000,000
1997	WGUF-F	From Intermart	to Renda	\$2,000,000
1997	WJBX-F		Sold to Beasley	\$6,000,000
1997	WJST-F		Sold to Beasley	\$5,000,000
1998	WSGL-F	From Timm	to Renda	\$3,650,000
1998	WCCF/WCVU/WIKX-F	From Intermart	to Jacor	\$7,500,000
1998	WIKX-F/WCVU-F/WCCF	From Jacor	to Clear Channel	
23-Mar-99	WINK AM, WINK FM, WTLQ AM	Arthur McBride	Brian, Maureen & Kathleen McBride	\$5,550,000
12-May-99	WGCQ FM	Naples Bcst. Gp.	Praise Enterprises	\$1,000,000

NO WEATHER DATA AVAILABLE

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	88.5	\$22,779,000	17.8
National	11.5	\$2,946,000	-13.7

NOTE: Trade equals 4.2% of local. In 1998 it was 5.2%.

Fort Wayne

1999 ARB Rank:	101	1999 Revenue:	\$21,900,000	Manager's Market Ranking (current):	3.2
1999 MSA Rank:	105	Rev per Share Point:	\$266,748 82.1	Manager's Market Ranking (future) :	3.3
1999 DMA Rank:	106	Population per Station:	21,872 18		
1999 Rev Rank:	81 of 173	1999 Revenue Change:	10.5	Five-year revenue gain % (94-99):	51

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	14.5	15.9	16.5	18.1	19.6	21.9						
Yearly Growth Rate (94-99):	6.4% assigned											
Projected Revenue Estimates:							23.90	24.60	25.90	27.80	29.90	
Revenue per Capita:	30.85	33.54	34.59	37.87	40.83	45.06						
Yearly Growth Rate (94-99):	7.1% assigned											
Projected Revenue per Capita:							48.26	51.69	55.36	59.29	63.50	
Resulting Revenue Estimate:							23.5	25.33	27.29	29.35	31.56	
Revenue as % of Retail Sales:	0.0035	0.0037	0.0038	0.0040	0.0042	0.0045						
Mean % (94-99)	0.00450% assigned											
Resulting Revenue Estimate:							22.1	23.9	24.3	25.2	26.6	
							MEAN REVENUE ESTIMATE:					
							23.2	24.6	25.8	27.4	29.3	

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.470	0.474	0.477	0.478	0.483	0.486	0.488	0.490	0.493	0.495	0.497
Retail Sales (billions):	4.10	4.30	4.30	4.50	4.70	4.90	5.20	5.30	5.40	5.60	5.90

Below-the-Line Listening Shares:	0.7
Unlisted Station Listening:	17.2
Total Lost Listening:	17.9
Available Share Points:	82.1
Number of Viable Stations:	13.5
Average Share Points per Viable Station:	6.1
Rev. per Available Share Point:	\$266,748
Estimated Rev. for Mean Station:	\$1,627,000
Average HH Income:	\$44,494
Average Age:	35.2
Average Education:	12.1
Average Home Value:	\$78,300
Population Change (1998-2003):	2.5
Retail Sales Change (1998-2003):	19.2
Cable Penetration:	57
Number of Class B or C FMs:	6

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Hungerford. The WGL group of stations do not participate. Managers expect 6 to 7% revenue gain during 2000

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	91.2	<\$20: 18.5	12-to-24 21.5
Black:	7.6	\$20-\$49.9: 38.2	25-to-54 53.1
Amer. Indian:	0.3	\$50-\$99.9: 34.1	55-plus 25.3
Asian/Pac. Isl.:	1.0	\$100+: 9.2	Non High School Grad: 19.5
Hispanic: *	2.5		High School Grad: 37.6
			College 1-3 years: 26.3
			College 4+ years: 16.6

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Electronics	Lincoln National 270	Lincoln National Corp.	North American Van Lines/1998 216
Agribusiness			OmniSource 277
Defense			
Transport Equipment			

INC 500 Companies

Employment Breakdowns

By Industry:

Fort Wayne, IN MSA Total

1 Manufac., Durables	51,235	20.89%
2 Retail Trade	42,737	17.43%
3 Health Svcs.	20,095	8.19%
4 Fin., Ins. & Real Estate	16,987	6.93%
5 Educational Svcs.	15,842	6.46%
6 Manufac., Non-Durables	15,456	6.30%
7 Construction	13,176	5.37%
8 Other Prof. Svcs.	12,304	5.02%
9 Transportation	11,738	4.79%
10 Wholesale Trade	11,505	4.69%

Total Metro Employees	245,229
Top 10 Total Employees	211,075 86.07%

By Occupation:

Admin. Support/Clerical	37,242	15.19%
Precis. Produc./Craft/Repair	31,136	12.70%
Professional	30,485	12.43%
Sales	27,729	11.31%
Exec., Admin. & Managerial	27,459	11.20%
Machine Oprs., Fab., Assemb., & Inspec.	26,947	10.99%
Svc., Exclud. Protective & HH	26,467	10.79%
Handlers, Cleaners, Help., Laborers	11,606	4.73%
Transportation & Moving	10,845	4.42%
Technicians & Support	7,764	3.17%

NOTE:

Largest Local Banks (Assets \$000,000)

Norwest Bk Indiana NA	\$2,142
First Bank of Berne	\$236
Grabill Bank	\$220
Decatur Bk & Tr Co	\$117
Bippus State Bank	\$60
Tower Bank & Trust Company	\$31

Colleges and Universities (# of Students)

Indiana U.-Purdue U. Fort Wayne	10,375
Indiana Wesleyan U.	6,353
Ivy Tech State College: Northeast	2,114
U. of St. Francis	1,700
Indiana Inst. of Tech.	1,603
Huntington Coll.	897
ITT Technical Inst.: Fort Wayne (and more)	800
Total Students (FT & PT)	24,542

Military Bases (# of personnel)

Unemployment

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Saal
Ad Lab
Total Concepts

Viable Stations			
WAJI-F	WEJE-F	WLDE-F	WSHI-F (1/2)
WBTU-F	WFWI-F	WMEE-F	WXKE-F
WBYSR-F	WGL	WOWO	WYSR-F(1/2)
WCKZ-F (1/2)	WJFX-F	WQHK-F	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WANE-TV	Ft. Wayne	15	CBS	LIN	
WPTA	Ft. Wayne	21	ABC	Granite	
WKJG-TV	Ft. Wayne	33	NBC		
WFWA	Ft. Wayne	39	PBS		
WFFT-TV	Ft. Wayne	55	FOX	Quorum	

Highest Billing Radio Entities (includes duopolies and combos)		Combined Revenue	Revenue Share
1 Federated Media: WQHK FM, WOWO AM, WBYSR FM, WMEE FM, WFWI FM, WHWD AM		\$11,525,000	52.6
2 Sarkes Tarzian, Inc.: WAJI FM, WLDE FM		\$4,750,000	21.7
3 Kovas Communications: WEJE FM, WGL AM, WYSR FM, WCKZ FM, WGLL AM		\$1,770,000	8.1
4 62nd Street Broadcasting, LLC: WBTU FM		\$1,600,000	7.3
5 Taylor Broadcast Group: WXKE FM, WEXI FM		\$800,000	3.7
6 Allen County Broadcasting, LP: WJFX FM		\$520,000	2.4
7 Shine Broadcasting Services, LLC: WSHI FM		\$330,000	1.5

Major Daily Newspapers

	AM	PM	Sun	Owner
Journal Gazette	61,307		133,814	Richard Inskip (JOA)
News-Sentinel		46,327		Knight Ridder

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$44,900,000	41%	0.0092
Radio	\$21,900,000	20%	0.0045
Newspaper	\$38,500,000	35%	0.0079
Outdoor	\$3,400,000	3%	0.0007
Cable TV			
Media Total	\$108,700,000		0.0223

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1990				
1990	WAWK/WBTU-F (Kendalville)		Sold to Ron Kempff	\$4,000,000 Canceled
1991	WBYSR-F (canceled)			\$2,775,000
1992	WLYV, WJLT-F	From Fairfield	to Sarkes Tarzian	\$1,450,000
1993	WKQM-F (Churu.)		Sold to owner of WGL	\$259,000
1994	WLYV			\$75,000
1994	WOWO	From Price	to Inner City	\$2,300,000
1994	WOWO	From Inner City	to Federated	\$1,600,000
1994	WOWO-F (Huntington)		Sold to WXKE-F owner	\$300,000
1994	WBTU-F		Sold to Patten (Canceled)	\$6,600,000
1994	WBYSR-F (Van Wert)		Sold to Patten	\$4,680,000
1996	WBTU-F		62nd Street	\$6,800,000
1996	WBYSR-F	From Patten	to Federated	\$5,850,000
1996	WFWI-F		Sold to Federated	\$4,300,000
1998	WJFX-F		Sold to Russ Oasis	\$1,300,000
10-Mar-00	WBTU FM	62nd Street	Artistic Media	\$5,000,000

Highest Billing Stations			
Calls	Format	Revenue	Pct.
1 WQHK FM	C	\$3,250,000	14.8
2 WAJI FM	AC	\$2,900,000	13.2
3 WOWO AM	FS	\$2,400,000	11.0
4 WBYSR FM	AOR	\$2,300,000	10.5
5 WLDE FM	O	\$1,850,000	8.4
6 WMEE FM	CHR/AC	\$1,750,000	8.0
7 WFWI FM	CL AOR	\$1,725,000	7.9
8 WBTU FM	C	\$1,600,000	7.3
9 WEJE FM	AOR/NR	\$850,000	3.9
10 WXKE FM	AOR/CL	\$800,000	3.7
11 WJFX FM	B	\$520,000	2.4
12 WGL AM	T/SPRTS	\$420,000	1.9
13 WSHI FM	ST	\$330,000	1.5
14 WYSR FM	B/O	\$260,000	1.2
15 WCKZ FM	CHR/B	\$240,000	1.1
16 WHWD AM	SPRTS	\$100,000	0.5

Market's Best

Best Restaurants: Hartley's, Halls, Ernie's, Bandido's.

Best Hotels: Marriott, Downtown Hilton, Hall's Guesthouse.

Best Golf Courses: Orchard Ridge, Pine Valley CC, Sycamore Hills.

NO WEATHER DATA AVAILABLE

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	82.2	\$17,682,000	11.0
National	17.8	\$3,727,000	5.0

NOTE: Trade equals 5.4% of local. In 1998 it was 7.7%.

NOTE:

Fresno

1999 ARB Rank: 65	1999 Revenue: \$33,800,000	Manager's Market Ranking (current): 2.8
1999 MSA Rank: 64	Rev per Share Point: \$409,201 82.6	Manager's Market Ranking (future) : 3.1
1999 DMA Rank: 44 (w/Visalia)	Population per Station: 23,296 27	
1999 Rev Rank: 63 of 173	1999 Revenue Change: 8.3	Five-year revenue gain % (94-99): 40.8

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	24.0	25.5	27.5	28.7	31.0	33.8					
Yearly Growth Rate (94-99): 6.6%	assigned										
Projected Revenue Estimates:							36.90	37.90	40.00	43.00	46.50
Revenue per Capita:	27.81	29.27	30.90	31.71	33.76	36.46					
Yearly Growth Rate (94-99): 5.3%	assigned										
Projected Revenue per Capita:							38.39	40.42	42.57	44.82	47.20
Resulting Revenue Estimate:							36.1	38.61	41.29	44.15	46.92
Revenue as % of Retail Sales:	0.0041	0.0043	0.0042	0.0043	0.0044	0.0046					
Mean % (94-99) 0.00466%											
Resulting Revenue Estimate:							35.9	36.8	37.3	38.2	40.1
							MEAN REVENUE ESTIMATE:				
							36.3	37.8	39.5	41.8	44.5

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.863	0.880	0.890	0.905	0.916	0.927	0.940	0.955	0.970	0.985	0.994
Retail Sales (billions):	5.80	6.10	6.50	6.70	7.00	7.40	7.80	7.90	8.00	8.20	8.60

Below-the-Line Listening Shares:	4.1
Unlisted Station Listening:	13.3
Total Lost Listening:	17.4
Available Share Points:	82.6
Number of Viable Stations:	18.5
Average Share Points per Viable Station:	4.5
Rev. per Available Share Point:	\$409,201
Estimated Rev. for Mean Station:	\$1,841,400
Average HH Income:	\$31,444
Average Age:	31.7
Average Education:	11.3
Average Home Value:	\$97,900
Population Change (1998-2003):	7.5
Retail Sales Change (1998-2003):	17.8
Cable Penetration:	51
Number of Class B or C FMs:	15

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports to Miller, Kaplan. Quite a few stations do not cooperate so estimates were made. Managers expect 5 to 6% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
Fresno, CA MSA	Fresno, CA MSA	FRESNO	Fresno, CA MSA
White: 84.2	<\$20: 31.4	12-to-24 24.5	Non High School Grad: 33.8
Black: 4.9	\$20-\$49.9: 39.9	25-to-54 52.5	High School Grad: 21.8
Amer. Indian: 1.3	\$50-\$99.9: 22.5	55-plus 23.0	College 1-3 years: 27.8
Asian/Pac.Isl.: 9.5	\$100+: 6.2		College 4+ years: 16.7
Hispanic: * 43.6			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Agribusiness			
Wines			
Transport Equipment			

INC 500 Companies

Employment Breakdowns

By Industry:

Fresno, CA MSA Total

1 Retail Trade	58,338	16.05%
2 Ag., Forestry & Fisheries	42,885	11.80%
3 Educational Svcs.	34,470	9.49%
4 Health Svcs.	30,754	8.46%
5 Fin., Ins. & Real Estate	23,330	6.42%
6 Construction	21,708	5.97%
7 Other Prof. Svcs.	21,691	5.97%
8 Pub. Admin.	20,951	5.77%
9 Manufac., Durables	19,313	5.31%
10 Bus. & Repair Svcs.	17,826	4.91%
Total Metro Employees	363,391	
Top 10 Total Employees	291,266	80.15%

By Occupation:

Admin. Support/Clerical	58,069	15.98%
Professional	47,857	13.17%
Sales	44,037	12.12%
Exec., Admin. & Managerial	40,273	11.08%
Precis. Produc./Craft/Repair	36,241	9.97%
Svc., Exclud. Protective & HH	35,628	9.80%
Farm., Forestry & Fishing	35,227	9.69%
Transportation & Moving	17,839	4.91%
Machine Oprs., Fab., Assemb., & Inspec.	16,473	4.53%
Handlers, Cleaners, Help., Laborers	14,371	3.95%

NOTE:

Largest Local Banks (Assets \$000,000)

United Security Bank	\$273
Regency Bank	\$228
Clovis Community Bk	\$167
Kerman State Bk	\$98
Murphy Bank	\$56

Colleges and Universities (# of Students)

California State U.: Fresno	18,101
Fresno City Coll.	17,816
C of the Sequoias	6,014
Fresno Pacific U.	1,735
San Joaquin Valley College Inc.	1,400
Heald Business College: Fresno	500
Total Students (FT & PT)	45,566

Military Bases (# of personnel)

Unemployment

Jun 79:	6.80%	Jul 90:	9.30%
Dec 82:	N/A	Jul 91:	11.00%
Sep 83:	10.80%	Jul 92:	12.50%
Sep 84:	9.50%	Jul 93:	13.80%
Aug 85:	10.60%	Jul 94:	13.10%
Aug 86:	9.60%	Jul 95:	13.60%
Aug 87:	8.10%	Jul 96:	12.20%
Aug 88:	9.60%	Aug 98:	10.80%
Jul 89:	9.60%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Jeffrey Scott
Thielen
Purcell Appling

Viable Stations

KALZ-F	KFSO-F	KMGV-F	KRZR-F
KBOS-F	KGST (1/2)	KMJ	KSEQ-F
KEZL-F	KJFX-F	KMPH-F (1/2)	KSKS-F
KFRE (1/2)	KJWL-F	KOQO-AF	KSOF-F
KFRR-F	KLBN-F	KRNC-F	KVSR-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KVHF-LP	Fresno	4	SPN	Cocola	
KVPT	Fresno	18	PBS		
KFTV	Hanford	21	UNI	Univision	
KSEE	Fresno	24	NBC	Granite	
KMPH	Visalia	26	FOX	Pappas	
KFSN-TV	Fresno	30	ABC	ABC	
KGMC-TV	Clovis	43	IND	Cocola	
KJEO	Fresno	47	CBS	Fisher	
KNXT	Visalia	49		Diocese of Fresno	
KNSO	Merced	51	WB	Sainte	
KAIL	Fresno	53	UPN	Trans-America	
KMSG-TV	Sanger	59	TEL		
KPXF	Porterville	61	PAX	Paxson	

Major Daily Newspapers

	AM	PM	Sun	Owner
Fresno Bee	155,931		190,692	McClatchy Co.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$82,400,000	42%	0.0111
Radio	\$33,800,000	17%	0.0046
Newspaper	\$70,000,000	36%	0.0095
Outdoor	\$7,100,000	4%	0.0010
Cable TV	\$3,500,000	2%	0.0005
Media Total	\$196,800,000		0.0267

NOTE: Use Newspaper and Outdoor estimates with caution.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KMJAM	N/T	\$5,500,000	16.3
2 KSKS FM	C	\$2,800,000	8.3
3 KBOS FM	CHR	\$2,700,000	8.0
4 KOQO AF	SP	\$2,300,000	6.8
5 KMGV FM	B/O	\$2,100,000	6.2
6 KVSR FM	AC/NR	\$2,000,000	5.9
7 KRZR FM	AOR	\$1,900,000	5.6
8 KFSO FM	O	\$1,850,000	5.5
9 KALZ FM	AC/CHR	\$1,600,000	4.7
10 KSOF FM	SAC	\$1,500,000	4.4
11 KFRR FM	AOR/NR	\$1,400,000	4.1
12 KJFX FM	CL AOR	\$1,250,000	3.7
13 KEZL FM	J	\$1,200,000	3.6
14 KJWL FM	ST	\$1,100,000	3.3
15 KLBN FM	SP	\$1,050,000	3.1
16 KRNC FM	SP	\$900,000	2.7

Market's Best

Best Restaurants: Harland's.

Best Hotels: Picadilly Inn, Sheraton, San Joaquin Suites.

NOTE:

WEATHER DATA

Elevation:	328	
Annual Precipitation:	9.7 in.	
Annual Snowfall:	0	
Average Windspeed:	6.3 (NW)	
	JAN	JUL
Avg. Max. Temp:	54.8	98.2
Avg. Min. Temp:	35.8	62.9
Average Temp:	45.3	80.6
	TOTAL YEAR	
	76.3	
	48.2	
	62.3	

Highest Billing Radio Entities
(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 CBS/Infinity: KMJ AM, KSKS FM, KOQO AF, KMGV FM, KVSF FM, KRNC FM, KNAX AM, KOOR AM	\$15,600,000	46.2
2 Clear Channel Communications: KBOS FM, KRZR FM, KFSD FM, KALZ FM, KSOF FM, KEZL FM, KRDU AM, KCBL AM	\$10,750,000	31.5
3 Mondosphere Broadcasting: KFRR FM, KJFX FM, KWOL FM	\$2,650,000	7.8
4 John Edwards Ostlund: KJWL FM	\$1,100,000	3.3
5 Lotus Communications Corp.: KLBN FM, KGST AM	\$1,050,000	3.1

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1993				
1993	KRZR-F (Hanford)			\$950,000
1993	KHOT, KXMX-F (Madera)			\$775,000
1994	KRZR-F (Hanford)	From NewTex	to Wheeling-Pitts.	\$1,200,000
1994	KTHT-F	From Spacecom	to Wheeling-Pitts.	\$1,600,000
1994	KXEX			\$212,000
1994	KSLK-F		Sold to Lotus	\$1,500,000
1994	KKDJ-F		Sold to Henry	\$1,730,000
1994	KSXY-F		Sold to EBE	\$1,700,000
1995	KRZR-F, KTHT-F	From Wheeling Pitts	to Patterson	\$5,000,000
1995	KTHT-F	From Patterson	to Americom	\$2,200,000
1995	KKTR, KBOS-F		Sold to Patterson	\$6,250,000
1995	KYNO, KJFX-F	From Brown	to Mondosphere	\$3,000,000
1995	KFRE	From EBE	to Pappas	\$1,025,000
1996	KNAX-F, KRBT-F	From EBE	to Osborn	\$7,000,000
1996	KOQO-AF		Sold to Silverado	NA
1996	KMJ, KKDJ-F, KSKS-F	From Henry	to Amer. Radio	\$29,000,000
1996	KEYQ	Sold by Americom		
1996	KNAX-F, KRBT-F	From Osborn	to Amer. Radio	\$11,000,000
1996	KOQO-AF	From Silverado	to Amer. Radio	\$6,000,000
1997	KEYQ			\$200,000
1997	KBOS-F	From Patterson	to Capstar	\$12,500,000
1997	KCBL	From Patterson	to Capstar	\$600,000
1997	KRZR-F	From Patterson	to Capstar	\$7,400,000
1997	KRDU, KJOI-F		Sold to Capstar	\$5,200,000
1997	KEZL-F, KFSD-AF, KTHT-F	From Americom	to Capstar	\$21,000,000 + Capstar Reno stns.
1997	KMJ	From Amer. Radio Syst.	to CBS	\$39,000,000
1997	KNAX-F	From Amer. Radio Syst.	to CBS	\$8,000,000
1997	KOQO-AF	From Amer. Radio Syst.	to CBS	\$9,000,000
1997	KRNC-F	From Amer. Radio Syst.	to CBS	\$8,000,000
1997	KSKS-F	From Amer. Radio Syst.	to CBS	\$15,000,000
1997	KVSF-F	From Amer. Radio Syst.	to CBS	\$10,000,000
1998	KFSO-AF	From Americom	to Capstar	\$10,500,000
1998	KFIG			\$300,000
1998	KTAA-F			\$1,140,000
1998	KMMM-F		Sold to Lotus	\$4,500,000
10-Mar-99	KIRV AM		Gore-Overgaard	\$425,000
19-May-99	KVPC FM	San Joaquin Bcstg.	Mondosphere	\$2,500,000
12-Jul-99	KYNO AM	Mondosphere	Spanish Catholic Radio	\$800,000
20-Oct-99	KFIG AM	Valley Broadcasting	Big Dawg Broadcasting	\$2,000,000
3-Jan-00	KFRE AM	Pappas	Radio Unica	Price NA

1999 ARB Rank: 90	1999 Revenue: \$13,800,000	Manager's Market Ranking (current): 3.4
1999 MSA Rank: 178 - Ocala	Rev per Share Point: \$209,726 65.8	Manager's Market Ranking (future) : 3.2
1999 DMA Rank: 166	Population per Station: 21,775 20	
1999 Rev Rank: 127 of 173	1999 Revenue Change: 4.4	Five-year revenue gain % (94-99): 40.8

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04					
Duncan Revenue Est:	9.8	10.5	11.3	12.2	13.2	13.8										
Yearly Growth Rate (94-99): 6.0%	assigned															
Projected Revenue Estimates:							14.80	15.60	16.40	17.40	18.50					
Revenue per Capita:	23.33	24.53	25.62	26.87	28.95	29.49										
Yearly Growth Rate (94-99): 4.8%	assigned															
Projected Revenue per Capita:							30.91	32.39	33.95	35.58	37.29					
Resulting Revenue Estimate:							14.8	15.71	16.63	17.58	18.64					
Revenue as % of Retail Sales:	0.0026	0.0026	0.0026	0.0026	0.0026	0.0026										
Mean % (94-99) 0.00260%																
Resulting Revenue Estimate:							15.1	15.6	16.1	17.4	18.2					
							MEAN REVENUE ESTIMATE:					14.9	15.6	16.4	17.5	18.4

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.420	0.428	0.441	0.454	0.460	0.468	0.478	0.485	0.490	0.494	0.500
Retail Sales (billions):	3.70	4.00	4.40	4.70	5.00	5.40	5.80	6.00	6.20	6.70	7.00

Below-the-Line Listening Shares:	18.7
Unlisted Station Listening:	15.5
Total Lost Listening:	34.2
Available Share Points:	65.8
Number of Viable Stations:	12
Average Share Points per Viable Station:	5.5
Rev. per Available Share Point:	\$209,726
Estimated Rev. for Mean Station:	\$1,153,000
Average HH Income:	\$30,669
Average Age:	31.4
Average Education:	13.4
Average Home Value:	\$88,500
Population Change (1998-2003):	7.4
Retail Sales Change (1998-2003):	34
Cable Penetration:	67
Number of Class B or C FMs:	7

Confidence Levels
 1999 Revenue Estimates: Below normal
 2000-to-2004 Revenue Estimates: Below normal

Comments: Market does not report revenue. Managers predict 3 to 5% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 72.7	<\$20: 34.7	12-to-24 22.3	Non High School Grad: 16.9
Black: 23.2	\$20-\$49.9: 35.1	25-to-54 46.8	High School Grad: 21.4
Amer. Indian: 0.3	\$50-\$99.9: 22.3	55-plus 30.9	College 1-3 years: 26.7
Asian/Pac. Isl.: 3.8	\$100+: 8.0		College 4+ years: 35.0
Hispanic: * 5.2			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

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

INC 500 Companies

Employment Breakdowns

By Industry:

Gainesville, FL MSA Total

1 Educational Svcs.	21,079	21.47%
2 Retail Trade	17,378	17.70%
3 Health Svcs.	14,501	14.77%
4 Other Prof. Svcs.	7,549	7.69%
5 Pub. Admin.	5,482	5.58%
6 Fin., Ins. & Real Estate	5,056	5.15%
7 Construction	4,707	4.79%
8 Manufac., Durables	3,687	3.76%
9 Bus. & Repair Svcs.	3,419	3.48%
10 Personal Svcs.	3,007	3.06%
Total Metro Employees	98,183	
Top 10 Total Employees	85,865	87.45%

By Occupation:

Professional	23,030	23.46%
Admin. Support/Clerical	15,583	15.87%
Exec., Admin. & Managerial	12,387	12.62%
Svc., Exclud. Protective & HH	11,511	11.72%
Sales	11,407	11.62%
Precis. Produc./Craft/Repair	7,670	7.81%
Technicians & Support	5,486	5.59%
Handlers, Cleaners, Help., Laborers	2,460	2.51%
Transportation & Moving	2,297	2.34%
Machine Oprs., Fab., Assemb., & Inspec.	2,274	2.32%

NOTE:

Largest Local Banks (Assets \$000,000)

SunTrust Bank, N. Central Florida	\$995
First National Bank of Alachua	\$145
Perkins State Bank	\$123
Merchants & Southern Bk	\$106
Independent National Bank	\$68
Dunnellon State Bank	\$61
Ocala National Bank	\$55
Community Bank of Marion County	\$39

Colleges and Universities (# of Students)

U. of Florida	41,437
Santa Fe CC	11,072
Central Florida CC	5,778
Total Students (FT & PT)	58,287

Unemployment

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations

WKTK-F	WOGK-F	WSKY-F	WYKS-F
WMFQ-F	WRUF (1/2)	WTMG-F	
WNDD-FF	WRUF-F	WTRS-F	
WOCA (1/2)	WRZN	WYGC-F	

Highest Billing Radio Entities (Includes duopolies and combos)

Combined Revenue **Revenue Share**

1	Dix Communications: WOGK FM, WNDD FF	\$4,150,000	30.1
2	Entercom: WKTK FM, WSKY FM	\$2,730,000	19.8
3	Asterisk Communications, Inc.: WTRS FM, WMFQ FM, WYGC FM, WBXY FM, WRKG FM, WXJZ FM	\$2,295,000	16.6
4	University of Florida: WRUF FM, WRUF AM	\$1,650,000	12
5	Connecticut Broadcast Media: WTMG FM	\$840,000	6.1
6	Gillen Broadcasting Corp.: WYKS FM, WAJD AM	\$480,000	3.5
7	Westshore Broadcasting, Inc.: WOCA AM	\$400,000	2.9
8	Alliance Broadcasting Group, Inc.: WRZN AM	\$340,000	2.5
9	Cox Radio: WCFB FM	\$190,000	1.4

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WUFT	Gainesville	5	PBS	U. of FL	
WCJB-TV	Gainesville	20	ABC	Diversified	
WOGX	Ocala	51	FOX	Meredith	
WGFL	High Springs	53	WB		Pegasus

Major Daily Newspapers

	AM	PM	Sun	Owner
Gainesville Sun	52,784		61,301	New York Times Co.
Ocala Star-Banner	47,800		51,708	New York Times Co.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WOGK FM	C	\$2,700,000	19.6
2 WKTK FM	AC	\$2,230,000	16.2
3 WNDD FF	AOR	\$1,450,000	10.5
4 WRUF FM	AOR	\$1,300,000	9.4
5 WTRS FM	C	\$925,000	6.7
6 WMFQ FM	SAC	\$870,000	6.3
7 WTMG FM	B	\$840,000	6.1
8 WSKY FM	T	\$500,000	3.6
9 WYKS FM	CHR	\$480,000	3.5
10 WOCA AM	T	\$400,000	2.9
11 WRUF AM	N/T	\$350,000	2.5
12 WRZN AM	ST	\$340,000	2.5
13 WYGC FM	C	\$270,000	2.0
14 WBXY FM	AC/CHR	\$230,000	1.7
15 WCFB FM	B/AC	\$190,000	1.4

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television			
Radio	\$13,800,000		0.0026
Newspaper			
Outdoor			
Cable TV			

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1993	WMOP (Ocala)			\$200,000
1993	WYGC-F	From Heritage Bdcst	to Asterisk	\$1,400,000
1994	WGGA (1230)		Sold to Sonny Bloch	\$100,000
1994	WTMC	Sold by Paxson		\$260,000
1995	WMFQ-F		Sold to Asterisk	\$2,100,000
1995	WYOC-F			\$750,000
1995	WLUS (980)			\$75,000
1996	WFEZ-F (Williston)			\$870,000
1996	WMOP			\$350,000
1996	WWLO (1430)			\$200,000
1997	WNDF-F		Sold (partially) to Dix	\$675,000
1997	WNDD-F		Sold to Dix	\$4,060,000
1998	WRRX-F		Sold to Entercom	\$2,850,000
1998	WRZN		Sold to Alliance Bdcstg.	\$650,000
1998	WYOC-F			\$850,000
29-Jan-99	WRKG FM		Asterisk Communications	\$825,000
2-Jun-99	WLUS AM	Alliance Bcstg. Group	Prime Time Radio	\$1,100,000
2-Jun-99	WDJY FM	Alliance Bcstg. Group	Prime Time Radio	\$1,400,000
16-Aug-99	WTMC AM	News & Travel Network	Vector Communications, Inc.	\$250,000
21-Jan-00	WOCA AM	Great Ocala Broadcasting	Westshore Broadcasting	\$742,500

Market's Best

NO WEATHER DATA AVAILABLE

NOTE:

1999 ARB Rank: 66	1999 Revenue: \$39,700,000	Manager's Market Ranking (current): 4.1
1999 MSA Rank: x57 (w/Muskegon & Holland)	Rev per Share Point: \$489,519 81.1	Manager's Market Ranking (future) : 3.7
1999 DMA Rank: 38 (w/Kalamazoo & Battle Creek)	Population per Station: 26,058 24	
1999 Rev Rank: 56 of 173	1999 Revenue Change: 2.5	Five-year revenue gain % (94-99): 43.8

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	27.6	30.0	30.6	35.0	38.7	39.7					
Yearly Growth Rate (94-99): 6.4% assigned											
Projected Revenue Estimates:							43.30	44.80	46.90	50.00	54.10
Revenue per Capita:	37.70	40.60	40.52	45.81	49.61	51.00					
Yearly Growth Rate (94-99): 5.5% assigned											
Projected Revenue per Capita:							53.80	56.76	59.88	63.17	66.65
Resulting Revenue Estimate:							42.2	45.07	47.96	51.17	54.39
Revenue as % of Retail Sales:	0.0041	0.0042	0.0040	0.0042	0.0043	0.0042					
Mean % (94-99) 0.00425%											
Resulting Revenue Estimate:							44.2	45.9	47.6	49.7	53.6
MEAN REVENUE ESTIMATE:							43.2	45.3	47.5	50.3	54.0

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.732	0.740	0.755	0.764	0.770	0.777	0.785	0.794	0.801	0.810	0.816
Retail Sales (billions):	6.80	7.40	7.70	8.30	8.80	9.50	10.40	10.80	11.20	11.70	12.60

Below-the-Line Listening Shares:	2.5	Confidence Levels
Unlisted Station Listening:	16.4	1999 Revenue Estimates: Normal
Total Lost Listening:	18.9	2000-to-2004 Revenue Estimates: Normal
Available Share Points:	81.1	
Number of Viable Stations:	13.5	

Comments: Market reports revenue to Hungerford. Some low-rated stations do not participate. Managers predict 5% to 6% revenue gain in 2000.

Rev. per Available Share Point:	\$489,519	Socio-Economic Breakdowns			
Estimated Rev. for Mean Station:	\$2,937,000	<i>Ethnic</i>	<i>Income (\$000)</i>	<i>Age</i>	<i>Education</i>
Average HH Income:	\$48,417	White: 90.6	<\$20: 18.3	12-to-24 22.6	Non High School Grad: 21.2
Average Age:	34	Black: 7.4	\$20-\$49.9: 33.6	25-to-54 54.4	High School Grad: 33.4
Average Education:	12.2	Amer. Indian: 0.6	\$50-\$99.9: 36.5	55-plus 22.9	College 1-3 years: 27.7
Average Home Value:	\$89,800	Asian/Pac. Isl.: 1.4	\$100+: 11.6		College 4+ years: 17.7
Population Change (1998-2003):	5.2	Hispanic: * 3.9			
Retail Sales Change (1998-2003):	33.4				
Cable Penetration:	62				
Number of Class B or C FMs:	11				

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Furniture		Old Kent Financial Corp.	Meijer 13
Office Furniture		Steelcase Inc.	Amway 37
Electronics		Herman Miller, Inc.	Gordon Food Service 71
Automotive			Haworth 104
			S Abraham & Sons 347

INC 500 Companies Employment Breakdowns

Rockford Construction 372	By Industry:	By Occupation:
	Grand Rapids-Muskegon-Holland, MI MSA Total	
	1 Manufac., Durables 105,020 20.45%	Admin. Support/Clerical 76,758 14.95%
	2 Retail Trade 93,753 18.26%	Precis. Produc./Craft/Repair 64,502 12.56%
	3 Manufac., Non-Durables 43,031 8.38%	Professional 60,736 11.83%
	4 Health Svcs. 38,975 7.59%	Sales 60,172 11.72%
	5 Educational Svcs. 38,083 7.42%	Machine Oprs., Fab., Assemb., & Inspec. 59,536 11.59%
	6 Other Prof. Svcs. 29,717 5.79%	Svc., Exclud. Protective & HH 58,448 11.38%
	7 Wholesale Trade 27,940 5.44%	Exec., Admin. & Managerial 56,786 11.06%
	8 Construction 27,652 5.38%	Handlers, Cleaners, Help., Laborers 23,266 4.53%
	9 Fin., Ins. & Real Estate 25,350 4.94%	Transportation & Moving 21,754 4.24%
	10 Bus. & Repair Svcs. 20,063 3.91%	Technicians & Support 15,744 3.07%
	Total Metro Employees 513,540	
	Top 10 Total Employees 449,584 87.55%	

NOTE:

Largest Local Banks (Assets \$000,000)

Old Kent Bk	\$15,701
Independent Bk-West Michigan	\$270
Mercantile Bank of West Michigan	\$262
Macatawa Bank	\$220
Bank West	\$199
United Bk of Michigan	\$190
Grand Bk	\$166
Paragon Bank & Trust	\$88

Colleges and Universities (# of Students)

Grand Valley State U.	16,263
Grand Rapids CC	13,063
Calvin Coll.	4,016
Aquinas Coll.	2,418
Davenport C of Business	2,381
Cornerstone College and Grand Rapids	
Baptist Seminary	1,229
(and more)	
Total Students (FT & PT)	40,339

Military Bases (# of personnel)

Unemployment

Dec 82:	12.60%	Jul 90:	7.00%
Sep 83:	10.10%	Jul 91:	6.90%
Sep 84:	9.50%	Jul 92:	7.60%
Aug 85:	8.90%	Jul 93:	5.90%
Aug 86:	6.90%	Jul 94:	5.20%
Aug 87:	6.50%	Jul 95:	4.50%
Aug 88:	4.70%	Jul 96:	4.70%
Jul 89:	5.60%	Aug 98:	2.80%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users
 HB Advertising
 O & O
 Monahan Media

Viable Stations

WBCT-F	WKLQ-F	WODJ-F	WTRV-F
WCUZ-F	WLAV-F	WOOD	WVTI-F
WFGR-F	WLHT-F	WOOD-F	
WGRD-F	WMJH (1/2)	WSNX-F	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WOOD-TV	Grand Rapids	8	NBC	LIN	
WZZM-TV	Grand Rapids	13	ABC	Gannett	
WXMI-TV	Grand Rapids	17	FOX	Tribune	
WGVU-TV	Grand Rapids	35	PBS	Gnd. Valley St. U.	
WOTV	Battle Creek	41	ABC		LIN
WZPX	Battle Creek	43	PAX	DP Media	

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel Communications: WBCT FM, WOOD AM, WOOD FM, WSNX FM, WVTI FM, WCUZ FM, WTKG AM, WNWZ AM	\$17,600,000	44.3
2 Regent Communications, Inc.: WLHT FM, WGRD FM, WTRV FM	\$10,700,000	27.0
3 Citadel Communications Corp.: WLAV FM, WKLQ FM, WODJ FM, WBBL AM	\$9,100,000	22.9
4 Lanser Broadcasting Corp.: WJQK AF	\$1,150,000	2.9
5 Haith Broadcasting Corp.: WFGR FM	\$550,000	1.4
6 Cook-Media II, LLC: WMJH AM, WMFN AM	\$250,000	0.6

Major Daily Newspapers Press

AM	PM	Sun
	139,703	190,219

Owner
Newhouse

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WLAV FM	CL AOR	\$5,900,000	14.9
2 WBCT FM	C	\$5,700,000	14.4
3 WLHT FM	AC	\$5,500,000	13.9
4 WGRD FM	AOR/NR	\$4,000,000	10.1
5 WOOD AM	FS/T	\$3,700,000	9.3
6 WOOD FM	SAC	\$3,300,000	8.3
7 WSNX FM	CHR	\$1,900,000	4.8
8 WKLQ FM	AOR	\$1,800,000	4.5
9 WVTI FM	CHR	\$1,450,000	3.7
10 WCUZ FM	C	\$1,250,000	3.1
11 WTRV FM	SAC	\$1,200,000	3.0
12 WODJ FM	O	\$1,180,000	3.0
13 WJQK AF	REL	\$1,150,000	2.9
14 WFGR FM	CL	\$550,000	1.4
15 WTKG AM	T	\$300,000	0.8
16 WMJH AM	ST	\$250,000	0.6
17 WBBL AM	SPRTS	\$220,000	0.6

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$72,000,000	39%	0.0076
Radio	\$39,700,000	21%	0.0042
Newspaper	\$63,000,000	34%	0.0066
Outdoor	\$6,900,000	4%	0.0007
Cable TV	\$4,400,000	2%	0.0005
Media Total	\$186,000,000		0.0196

NOTE: Use Newspaper and Outdoor estimates with caution.
 Miscellaneous Comments: DMA split with Kalamazoo, Battle Creek and Muskegon. TV revenue is estimate of Grand Rapid's share. Total TV revenue for DMA is estimated at \$104,000,000.

Market's Best

Best Restaurants: 1913 Room, Charley's Crab, Pietro's, Mountain Jack's.

Best Hotels: Amway Grand Plaza, Radisson, Crown Plaza, Hilton.

Best Golf Courses: Blythefield, Cascade.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1989				
1991	WOOD AF	Sold From United Artists	to Bruce Holberg	\$9,500,000 (E)
1992	WJFM-F	From Fetzer	to Broadcast Assoc.	\$3,150,000
1993	WGRD A/F	From Regional	to Liggett	\$3,700,000
1993	WLAV A/F	From Adams	to Bloomington	\$2,900,000
1994	WBCT-F	From Radio Assoc.	to WOOD A/F owner	\$10,500,000 (E)
1994	WKEZ-F (Holland)	From Mike Walton	to Federated	\$3,750,000
1995	WGRD A/F, WLHT-F	From Liggett	to Patterson	\$19,000,000
1996	WOOD-AF, WBCT-F		Sold to Clear Channel	\$42,250,000
1996	WCUZ-AF	From Federated	to Clear Channel	\$9,700,000
1996	WKWM		Sold to Goodrich	\$200,000
1996	WAKX-F (Holland)	From Federated	to Clear Channel	\$4,100,000
1997	WRCV/WGRD-F	From Patterson	to Capstar	\$13,200,000
1997	WLHT-F	From Patterson	to Capstar	\$17,500,000
1997	WQFN-F		Sold to Capstar	\$1,900,000
1998	WBBL/WLAV-F/WKLG-F	From Bloomington	to Mgmt. Grp.	Group: \$66,812,850
25-Aug-99	WSNX FM	Goodrich Broadcasting	Clear Channel	\$10,999,000
25-Aug-99	WODJ FM	Goodrich Broadcasting	Bloomington	\$6,500,000
23-Jan-00	WBBL AM	Bloomington	Citadel	Group purchase: \$176,000,000
23-Jan-00	WKLG FM	Bloomington	Citadel	Group purchase: \$176,000,000
23-Jan-00	WLAV FM	Bloomington	Citadel	Group purchase: \$176,000,000
23-Jan-00	WODJ FM	Bloomington	Citadel	Group purchase: \$176,000,000
14-Mar-00	WGRD FM	AMFM	Regent Comm. AMFM/CCU divest.	\$67,000,000 + 11 stns.
14-Mar-00	WLHT FM	AMFM	Regent Comm. AMFM/CCU divest.	\$67,000,000 + 11 stns.
14-Mar-00	WTRV FM	AMFM	Regent Comm. AMFM/CCU divest.	\$67,000,000 + 11 stns.

WEATHER DATA

Elevation:			784
Annual Precipitation:			33.2 in.
Annual Snowfall:			77.6 in.
Average Windspeed:			10.0 (W)
		TOTAL	
	JAN	JUL	YEAR
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

1999 ARB Rank: 183	1999 Revenue: \$14,100,000	Manager's Market Ranking (current): 3.7
1999 MSA Rank: 190	Rev per Share Point: \$235,392 59.9	Manager's Market Ranking (future) : 3.1
1999 DMA Rank: 70 (w/Appleton)	Population per Station: 16,527 11	
1999 Rev Rank: 124 of 173	1999 Revenue Change: 7.8	Five-year revenue gain % (94-99): 51.6

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	9.3	10.0	11.0	11.9	13.0	14.1						
Yearly Growth Rate (94-99): 6.6%	assigned											
Projected Revenue Estimates:							15.20	15.90	16.50	17.90	19.40	
Revenue per Capita:	44.50	47.17	51.40	54.59	59.09	63.19						
Yearly Growth Rate (94-99): 5.5%	assigned											
Projected Revenue per Capita:							66.66	70.33	74.19	78.27	82.58	
Resulting Revenue Estimate:							15.1	16.03	17.06	18.08	19.24	
Revenue as % of Retail Sales:	0.0042	0.0043	0.0046	0.0048	0.0048	0.0049						
Mean % (94-99) 0.00480%												
Resulting Revenue Estimate:							14.9	15.4	15.8	16.8	17.8	
							MEAN REVENUE ESTIMATE:					
							15.1	15.8	16.5	17.6	18.8	

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.209	0.212	0.214	0.218	0.221	0.223	0.226	0.228	0.230	0.231	0.233
Retail Sales (billions):	2.20	2.30	2.40	2.50	2.70	2.90	3.10	3.20	3.30	3.50	3.70

Below-the-Line Listening Shares:	29.6	Confidence Levels
Unlisted Station Listening:	10.5	1999 Revenue Estimates: Below normal
Total Lost Listening:	40.1	2000-to-2004 Revenue Estimates: Below normal

Average Share Points:	59.9	Socio-Economic Breakdowns			
Number of Viable Stations:	11.5	Ethnic	Income (\$000)	Age	Education
Average Share Points per Viable Station:	5.2	White: 95.4	<\$20: 20.2	12-to-24 22.2	Non High School Grad: 17.1
Rev. per Available Share Point:	\$235,392	Black: 0.5	\$20-\$49.9: 35.3	25-to-54 54.9	High School Grad: 40.5
Estimated Rev. for Mean Station:	\$1,224,000	Amer. Indian: 2.1	\$50-\$99.9: 35.0	55-plus 22.9	College 1-3 years: 24.6
Average HH Income:	\$45,279	Asian/Pac.Isl.: 1.9	\$100+: 9.6		College 4+ years: 17.9
Average Age:	34.6	Hispanic: * 1.1			
Average Education:	12.4				
Average Home Value:	\$93,200				
Population Change (1998-2003):	4.2				
Retail Sales Change (1998-2003):	28.5				
Cable Penetration:	60				
Number of Class B or C FMs:	6				

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Paper Products	Shopko Stores 490	Associated Banc-Corp	Schneider National 40
Food Products		ShopKo Stores Inc.	Packerland Packing/1994 163
			Schreiber Foods 169
			Green Bay Packaging 367
			Krueger International 443
			American Foods Group 486

INC 500 Companies

Computech Resources 10

Employment Breakdowns

By Industry:

Green Bay, WI MSA Total

1 Retail Trade	22,476	19.94%
2 Manufac., Non-Durables	16,113	14.30%
3 Manufac., Durables	9,449	8.38%
4 Health Svcs.	9,031	8.01%
5 Educational Svcs.	8,094	7.18%
6 Fin., Ins. & Real Estate	6,839	6.07%
7 Other Prof. Svcs.	6,389	5.67%
8 Wholesale Trade	5,809	5.15%
9 Transportation	5,661	5.02%
10 Construction	5,500	4.88%
Total Metro Employees	112,690	
Top 10 Total Employees	95,361	84.62%

By Occupation:

Admin. Support/Clerical	18,059	16.03%
Sales	14,195	12.60%
Professional	14,111	12.52%
Svc., Exclud. Protective & HH	12,964	11.50%
Precis. Produc./Craft/Repair	12,711	11.28%
Exec., Admin. & Managerial	12,595	11.18%
Machine Oprs., Fab., Assem., & Inspec.	9,706	8.61%
Transportation & Moving	5,214	4.63%
Handlers, Cleaners, Help., Laborers	5,105	4.53%
Technicians & Support	3,679	3.26%

NOTE:

Largest Local Banks (Assets \$000,000)

Associated Bk Green Bay NA	\$1,903
M&I Bk Northeast	\$1,065
F&M Bank-Northeast	\$333
Capital Bank	\$47

Colleges and Universities (# of Students)

U. of Wisconsin-Green Bay	5,394
Northeast Wisconsin Technical Coll.	4,390
St. Norbert Coll.	1,985
Bellin C of Nursing	176
Total Students (FT & PT)	11,945

Military Bases (# of personnel)

Unemployment

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations

WAPL-F	WJLW-F	WOGB-F
WDUZ	WKSZ-F	WOZZ-F (1/2)
WGEE	WLTM-F	WQLH-F
WIXX-F	WNFL	WXWX-F

Highest Billing Radio Entities (includes duopolies and combos)

Combined Revenue Revenue Share

1 Midwest Communications, Inc.: WIXX FM, WNFL AM, WGEE AM, WLTM FM	\$8,150,000	57.8
2 Green Bay Broadcasting: WQLH FM, WDUZ AM	\$1,750,000	12.4
3 Cumulus Media: WOGB FM, WJLW FM, WXWX FM	\$1,510,000	10.7
4 Woodward Communications, Inc.: WKSZ FM	\$440,000	3.1

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WBAY-TV	Green Bay	2	ABC	Young	
WFRV-TV	Green Bay	5	CBS	CBS	
WLUK-TV	Green Bay	11	FOX	Emmis	
WIWB	Suring	14	WB/PAX	ACME	
WGBA	Green Bay	26	NBC		
WACY	Appleton	32	UPN		Aries
WPNE	Green Bay	38	PBS	WI Ed. Comm.	

Major Daily Newspapers

	AM	PM	Sun
Press-Gazette		61,184	86,331
News-Chronicle	7,823		

Owner

Gannett Co. Inc.
Brown County Publishing Co.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WIXX FM	CHR	\$5,200,000	36.9
2 WNFL AM	T	\$1,600,000	11.3
3 WQLH FM	AC	\$1,300,000	9.2
4 WGEE AM	T	\$880,000	6.2
5 WOGB FM	O	\$710,000	5.0
6 WJLW FM	CL AOR	\$550,000	3.9
7 WLTM FM	SAC	\$470,000	3.3
8 WDUZ AM	SPRTS	\$450,000	3.2
9 WKSZ FM	CHR	\$440,000	3.1
10 WXWX FM	AOR	\$250,000	1.8

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$30,200,000	40%	0.0104
Radio	\$14,100,000	19%	0.0048
Newspaper	\$27,500,000	36%	0.0095
Outdoor	\$2,300,000	3%	0.0008
Cable TV	\$1,900,000	3%	0.0007
Media Total	\$76,000,000		0.0262

NOTE: Use Newspaper and Outdoor estimates with caution. Miscellaneous Comments: * Split DMA with Appleton. TV rev. is estimate of Green Bay's share. Total TV revenue for DMA is estimated at \$57,600,000.

NOTE: Appleton stations take significant revenue out of Green Bay (and vice versa).

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1990				
1993	WHET-F (Sturgeon Bay)	From Martin	to	\$2,100,000
1994	WNFL, WKFX-F	Sold by WinCom	to Cntrl Sts.	\$1,400,000
1995	WJLW-F		Sold to Woodward	\$2,270,000
1998	WJLW-F		Sold to Cumulus	\$2,500,000
1998	WEZR-F		Sold to Cumulus	\$2,065,000
16-Dec-99	WGBM FM	Bay-Lakes-Valley Bcstg.	Woodward	\$2,100,000

Market's Best

NO WEATHER DATA AVAILABLE

NOTE:

1999 ARB Rank: 42	1999 Revenue: \$44,200,000	Manager's Market Ranking (current): 3
1999 MSA Rank: 46	Rev per Share Point: \$631,429 70	Manager's Market Ranking (future) : 3.8
1999 DMA Rank:51 (w/High Point)	Population per Station: 53,174 19	
1999 Rev Rank: 50 of 173	1999 Revenue Change: 2.7	Five-year revenue gain % (94-99): 60.1

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	27.6	31.6	34.5	36.5	43.0	44.2						
Yearly Growth Rate (94-99): 6.3%	assigned											
Projected Revenue Estimates:							47.30	49.50	51.40	55.00	60.00	
Revenue per Capita:	24.64	27.97	30.00	31.47	36.44	37.15						
Yearly Growth Rate (94-99): 5.3%	assigned											
Projected Revenue per Capita:							39.12	41.19	43.38	45.68	48.10	
Resulting Revenue Estimate:							47.3	50.26	53.35	57.09	61.08	
Revenue as % of Retail Sales:	0.0027	0.0028	0.0029	0.0029	0.0033	0.0031						
Mean % (94-99) 0.00320%												
Resulting Revenue Estimate:							48.9	50.9	52.2	54.4	57.6	
							MEAN REVENUE ESTIMATE:					
							47.8	50.2	52.3	55.5	59.6	

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	1.120	1.130	1.150	1.160	1.180	1.190	1.210	1.220	1.230	1.250	1.270
Retail Sales (billions):	10.40	11.20	12.00	12.40	13.20	14.10	15.30	15.90	16.30	17.00	18.00

Below-the-Line Listening Shares:	9.2
Unlisted Station Listening:	20.8
Total Lost Listening:	30
Available Share Points:	70
Number of Viable Stations:	12.5
Average Share Points per Viable Station:	5.6
Rev. per Available Share Point:	\$631,429
Estimated Rev. for Mean Station:	\$3,536,000
Average HH Income:	\$39,315
Average Age:	37.4
Average Education:	11.6
Average Home Value:	\$94,100
Population Change (1998-2003):	5.9
Retail Sales Change (1998-2003):	28.7
Cable Penetration:	64
Number of Class B or C FMs:	13

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. A few lower rated stations do not participate so estimates were made. Managers predict 4 to 6% revenue gain during 2000

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 78.9	<\$20: 23.6	12-to-24: 20.6	Non High School Grad: 28.1
Black: 19.6	\$20-\$49.9: 38.8	25-to-54: 53.5	High School Grad: 30.1
Amer. Indian: 0.4	\$50-\$99.9: 28.8	55-plus: 26.0	College 1-3 years: 23.0
Asian/Pac.Isl.: 1.1	\$100+: 8.7		College 4+ years: 18.8
Hispanic: * 1.5			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Textiles	Wachovia Corp. 276	Jefferson-Pilot Corp.	LifeStyle Furnishings Int'l/1996 68
Furniture	VF 301	V.F. Corporation	Sealy 244
Tobacco	BB&T Corp. 488	BB&T Corporation	National Textiles LLC/1997 325
Insurance		Wachovia Corporation	
Electrical Equipment			

INC 500 Companies

JBA Consulting 333

Employment Breakdowns

By Industry:

Greensboro—Winston-Salem—High Point, NC MSA Total

1 Manufac., Non-Durables	103,033	16.29%
2 Retail Trade	98,264	15.54%
3 Manufac., Durables	87,432	13.82%
4 Educational Svcs.	46,297	7.32%
5 Health Svcs.	44,754	7.08%
6 Construction	38,371	6.07%
7 Fin., Ins. & Real Estate	37,702	5.96%
8 Other Prof. Svcs.	31,189	4.93%
9 Transportation	29,631	4.69%
10 Wholesale Trade	28,323	4.48%

Total Metro Employees	632,447
Top 10 Total Employees	544,996 86.17%

By Occupation:

Admin. Support/Clerical	98,874	15.63%
Precis. Produc./Craft/Repair	83,512	13.20%
Machine Oprs., Fab., Assem., & Inspec.	82,556	13.05%
Professional	73,839	11.68%
Sales	71,578	11.32%
Exec., Admin. & Managerial	71,148	11.25%
Svc., Exclud. Protective & HH	55,830	8.83%
Handlers, Cleaners, Help., Laborers	27,205	4.30%
Transportation & Moving	27,029	4.27%
Technicians & Support	20,837	3.29%

NOTE:

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	82.1	\$35,585,000	4.5
National	17.9	\$7,385,000	-7.6

NOTE: Trade equals 3.8% of local. In 1998 it was 4.1%.

NO WEATHER DATA AVAILABLE
See Raleigh for an approximation

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1989				
1989	WMQX AF		Sold to Ralph Guild	\$7,000,000
1989	WWMY-F (Eden)	Sold by Speed-O-Print		\$3,500,000
1991	WKZL-F	From Nationwide	to Vic Rumore	\$1,600,000
1992	WKZL-F		Sold to Dick	\$2,000,000
1993	WGLD,WWWB-F	From Bernie Mann	to First Union Bank	\$3,500,000 (E)
1993	WGLD,WWWB-F	From First Union	to Franklin	\$3,000,000
1993	WQMX-AF	From EBE	to Max Radio	\$2,500,000
1993	WJMH-F	From Beasley	to Max Radio	\$3,000,000
1993	WNEU-F (Eden)		Sold to Voyager	\$2,350,000
1993	WMFR, WMAG-F	From Voyager	to Hicks, Muse, Weber	\$5,600,000
1993	WNEU-F	From Voyager	to Hicks, Muse, Weber	\$2,400,000
1993	WSJS	From NewMarket	to Radio Equity	\$5,400,000
1993	WTQR-F	From NewMarket	to Radio Equity	\$14,000,000
1994	WGLD, WWWWB-F	From Franklin	to HMW	\$3,500,000
1994	WNEU-F		Sold to Radio Equity	\$3,500,000
1994	WMQX	From Max	to Willis	\$200,000
1994	WVMO (Eden)		Sold to HMW	\$1,300,000
1995	WMFR, WWWB, WMAG-F	From HMW	to SFX	\$6,000,000
1996	WQMG-AF		Sold to Max	\$6,900,000
1996	WSJS	From Radio Equity	to Clear Channel	\$7,500,000
1996	WTQR-F	From Radio Equity	to Clear Channel	\$42,000,000
1996	WXRA-F	From Radio Equity	to Clear Channel	\$6,800,000
1996	WFAZ-F (Thomasville)		Sold to GHB	\$925,000
1996	WTOB		Sold to Salem	\$355,000
1997	AM CP (1470: Greensboro)		Sold to Salem	\$85,000
1997	WETR (830: Eden)		Sold to Pulitzer	NA
1997	WHSL-F	From SFX	to Hicks/Chancellor	\$12,000,000
1997	WMAG-F	From SFX	to Hicks/Chancellor	\$28,000,000
1997	WMFR	From SFX	to Hicks/Chancellor	\$3,000,000
1997	WTCK	From SFX	to Hicks/Chancellor	\$2,000,000
1997	WJMH-F	From Max	to Sinclair Bcst Gp	\$15,400,000
1997	WMQX-F	From Max	to Sinclair Bcst Gp	\$13,900,000
1997	WQMG-AF	From Max	to Sinclair Bcst Gp	\$10,500,000
1998	WKEW			\$420,000
1998	WSML (Graham)		Sold to Clear Channel	\$800,000
1998	WXII (830)	From Pulitzer	to Hearst-Argyle	\$1,100,000
1998	WOKX (1590)			\$194,000
1998	WBAG (1150; Burlington)			\$150,000
16-Mar-99	WTCK AM	Capstar	Truth Bcstg.	\$500,000
26-Jul-99	WEAL AM	Sinclair Bcst Gp	Entercom	Group purchase: \$821,500,000
26-Jul-99	WJMH FM	Sinclair Bcst Gp	Entercom	Group purchase: \$821,500,000
26-Jul-99	WMQX FM	Sinclair Bcst Gp	Entercom	Group purchase: \$821,500,000
26-Jul-99	WQMG FM	Sinclair Bcst Gp	Entercom	Group purchase: \$821,500,000
6-Mar-00	WMFR AM	AMFM	CBS/Infinity	AMFM/CCU divestiture. \$1,400,000,000
6-Mar-00	WSJS AM	Clear Channel	CBS/Infinity	AMFM/CCU divestiture. \$1,400,000,000
6-Mar-00	WSML AM	Clear Channel	CBS/Infinity	AMFM/CCU divestiture. \$1,400,000,000
16-Mar-00	WPOL AM	Willis	Truth Broadcasting	Swap: WCPK Norfolk + \$450,000

1999 ARB Rank: 81	1999 Revenue: \$22,500,000	Manager's Market Ranking (current): 3.6
1999 MSA Rank:x269 - Greenville, 243 - Jacksonville	Rev per Share Point: \$299,601 75.1	Manager's Market Ranking (future) : 3.3
1999 DMA Rank:103 (w/out Jacksonville)	Population per Station: 18,976 25	
1999 Rev Rank: 80 of 173	1999 Revenue Change: 8.9	Five-year revenue gain % (94-99): 95.6

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	11.5	14.6	17.3	18.8	20.5	22.5					
Yearly Growth Rate (94-99): 6.3% assigned											
Projected Revenue Estimates:							24.10	25.00	26.00	27.80	29.90
Revenue per Capita:	35.87	41.99	42.14	44.97	48.46	52.69					
Yearly Growth Rate (94-99): 5.9% assigned											
Projected Revenue per Capita:							55.80	59.09	62.58	66.27	70.18
Resulting Revenue Estimate:							24.1	25.76	27.47	29.29	31.16
Revenue as % of Retail Sales:	0.0035	0.0039	0.0044	0.0046	0.0047	0.0047					
Mean % (94-99) 0.00470%											
Resulting Revenue Estimate:							24.9	25.9	26.8	28.7	30.1
							MEAN REVENUE ESTIMATE:				
							24.4	25.5	26.8	28.6	30.4

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.403	0.407	0.412	0.418	0.423	0.428	0.432	0.436	0.439	0.442	0.444
Retail Sales (billions):	3.40	3.70	3.90	4.10	4.40	4.80	5.30	5.50	5.70	6.10	6.40

Below-the-Line Listening Shares:	9.1
Unlisted Station Listening:	15.8
Total Lost Listening:	24.9
Available Share Points:	75.1
Number of Viable Stations:	11
Average Share Points per Viable Station:	6.8
Rev. per Available Share Point:	\$299,601
Estimated Rev. for Mean Station:	\$2,037,000
Average HH Income:	\$33,032
Average Age:	32.3
Average Education:	12.4
Average Home Value:	\$93,000
Population Change (1998-2003):	4.5
Retail Sales Change (1998-2003):	39
Cable Penetration:	66
Number of Class B or C FMs:	15

Confidence Levels

1999 Revenue Estimates:	Slightly below normal
2000-to-2004 Revenue Estimates:	Slightly below normal

Comments: Market reports to Miller, Kaplan although many stations do not cooperate. Managers predict 6 to 8% revenue gain in 2000.

Socio-Economic Breakdowns

<i>Ethnic</i>				<i>Age</i>		<i>Education</i>	
White:	64.3	<\$20:	32.1	12-to-24	27.2	Non High School Grad:	26.6
Black:	34.3	\$20-\$49.9:	34.8	25-to-54	50.4	High School Grad:	23.8
Amer. Indian:	0.3	\$50-\$99.9:	25.4	55-plus	22.4	College 1-3 years:	25.1
Asian/Pac.Isl.:	1.1	\$100+:	7.7			College 4+ years:	24.5
Hispanic: *	1.8						

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
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INC 500 Companies

Bath Concepts & Supplies487

Employment Breakdowns

By Industry:

Greenville, NC MSA Total

1 Retail Trade	11,779	18.31%
2 Educational Svcs.	9,183	14.27%
3 Manufac., Non-Durables	8,078	12.55%
4 Health Svcs.	6,747	10.49%
5 Manufac., Durables	5,189	8.06%
6 Construction	4,224	6.56%
7 Other Prof. Svcs.	2,987	4.64%
8 Fin., Ins. & Real Estate	2,594	4.03%
9 Wholesale Trade	2,502	3.89%
10 Ag., Forestry & Fisheries	2,160	3.36%
Total Metro Employees	64,347	
Top 10 Total Employees	55,443	86.16%

By Occupation:

Professional	11,022	17.13%
Admin. Support/Clerical	9,016	14.01%
Sales	7,856	12.21%
Svc., Exclud. Protective & HH	7,312	11.36%
Exec., Admin. & Managerial	6,889	10.71%
Precis. Produc./Craft/Repair	6,504	10.11%
Machine Oprs., Fab., Assemb., & Inspec.	5,503	8.55%
Handlers, Cleaners, Help., Laborers	2,572	4.00%
Technicians & Support	2,566	3.99%
Farm., Forestry & Fishing	1,947	3.03%

NOTE:

Largest Local Banks (Assets \$000,000)	Colleges and Universities (# of Students)	Military Bases (# of personnel)	Unemployment
Centura Bk \$8,597	East Carolina U. 18,215	MC Base, Camp Lejeune 42,214	
NewSouth Bank \$300	Coastal Carolina CC 3,309	MC Air Station, Cherry Point 8,700	
	Pitt CC 3,242	Camp Lejeune Naval Hospital 914	
	Craven CC 1,916		
	Carteret CC 1,146		
	Total Students (FT & PT) 27,828		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations

WANG-FF (1/2)	WKOO-F (1/2)	WRHT-FF	WXNR-F
WELS-F (1/2)	WMGV-F	WRNS-AF	WXQR-F (1/2)
WERO-F	WNCT-F	WRSV-F (1/2)	
WIKS-F	WQSL-F (1/2)	WSFL-F	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WITN-TV	Washington	7	NBC	Gray	
WFXI	Morehead City	8	FOX	GOCOM	
WNCT-TV	Greenville	9	CBS	Media General	
WCTI	New Bern	12	ABC	Lamco	
WUNM-TV	Jacksonville	19	S:WUNC	U. of NC	
WUNK-TV	Greenville	25	S:WUNC	U. of NC	
WEPX	Greenville	38	PAX	Paxson	GOCOM (JSA)

Highest Billing Radio Entities (includes duopolies and combos)

Combined Revenue

Entity	Combined Revenue	Revenue Share
1 Beasley Broadcast Group: WIKS FM, WSFL FM, WNCT AF, WXNR FM, WMGV FM	\$9,050,000	40.2
2 NextMedia: WRNS AF, WERO FM, WKOO FM, WANG FF, WDLX AM	\$6,450,000	28.7
3 Eastem Carolina Broadcasting Co.: WRHT FF, WNBR FF, WBTB AM	\$2,060,000	9.2
4 Cumulus Media: WXQR FM, WQSL FM	\$1,025,000	4.6
5 Willis Broadcasting Corp.: WELS AF	\$310,000	1.4
6 Northstar Broadcasting, Inc.: WRSV FM	\$270,000	1.2

Major Daily Newspapers

Newspaper	AM	PM	Sun
Jacksonville Daily News	22,414		24,414
Daily Reflector	19,819		22,576
New Bern Sun Journal	15,309		16,590

Media Revenue Estimates

Medium	Revenue	%	% of Retail Sales
Television	\$36,500,000		0.0076
Radio	\$22,500,000		0.0047
Newspaper			
Outdoor			
Cable TV			

NOTE: Use Newspaper and Outdoor estimates with caution.

Highest Billing Stations

Owner	Calls	Format	Revenue	Pct.
Freedom Communications Inc.	1 WRNS AF	C	\$4,750,000	21.1
Cox Newspapers Inc.	2 WIKS FM	B	\$2,900,000	12.9
Freedom Communications Inc.	3 WSFL FM	AOR	\$2,800,000	12.4
	4 WRHT FF	CHR	\$1,800,000	8.0
	5 WNCT FM	O	\$1,700,000	7.6
	6 WXNR FM	AOR/NR	\$900,000	4.0
	7 WMGV FM	AC/CHR	\$750,000	3.3
	8 WERO FM	CL HITS	\$740,000	3.3
	9 WKOO FM	O	\$710,000	3.2
	10 WXQR FM	AOR/CL	\$600,000	2.7
	11 WQSL FM	CHR	\$425,000	1.9
	12 WELS FM	G	\$310,000	1.4
	13 WRSV FM	B	\$270,000	1.2
	14 WNBR FM	B/O	\$260,000	1.2
	15 WANG FF	ST	\$250,000	1.1

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1995				
1995	WCBZ-F		Sold to WRHT-F owner	\$725,000
1995	WRRF, WDLX-F		Sold to Pinnacle	\$3,750,000
1995	WKQT-F		Sold to Stephen Taylor	\$2,000,000
1995	WNCT-AF	From Tomlin-Knapp (Park)	to Beasley	\$3,000,000
1996	WELS-AF		Sold to Willis	\$150,000
1996	WXNR-F	From S. Taylor	to Beasley	\$2,000,000
1996	WIKS-F, WMGV-F	From S. Taylor	to Beasley	\$14,000,000
1997	WKOO-F, WKJA-F	From Roger Ingram	to Pinnacle	\$4,000,000
1997	WQSL-F	From HVS	to Cumulus	\$1,200,000
1997	WXQR-F	From HVS	to Cumulus	\$900,000
1997	WJNC			\$300,000
1998	WGPM-F		Sold to WCZI-F owner	\$750,000
29-Jan-99	WNBR FM, WZBR FM	Conner	Eastern Carolina Bcstg.	\$1,200,000
27-Apr-99	WMBL AM	Ashley Moseley	Jacor	\$228,000
18-Jul-99	WLNR AM	Conner Media Corp.	Pellowski Republic, Inc.	\$250,000
15-Sep-99	WSTK AM	Eastem Broadcasting	Conner Media	Price NA
14-Feb-00	WANG AM	Pinnacle	NextMedia	Group transaction: \$75,000,000
14-Feb-00	WDLX AM	Pinnacle	NextMedia	Group transaction: \$75,000,000
14-Feb-00	WRNS AM	Pinnacle	NextMedia	Group transaction: \$75,000,000
14-Feb-00	WANG FM	Pinnacle	NextMedia	Group transaction: \$75,000,000
14-Feb-00	WANJ FM	Pinnacle	NextMedia	Group transaction: \$75,000,000
14-Feb-00	WERO FM	Pinnacle	NextMedia	Group transaction: \$75,000,000
14-Feb-00	WKOO FM	Pinnacle	NextMedia	Group transaction: \$75,000,000
14-Feb-00	WRNS FM	Pinnacle	NextMedia	Group transaction: \$75,000,000
24-Feb-00	WYND FM	Coastal Broadcasting	OBX Broadcasting	With WNHW-FM: \$1,300,000
24-Feb-00	WNHW FM	Coastal Broadcasting	OBX Broadcasting	With WYND-FM: \$1,300,000

NO WEATHER DATA AVAILABLE

Radio Revenue Breakdowns

Category	Pct	Revenue	Pct change
Local	81.1	\$29,350,000	16.8
National	17.0	\$6,154,000	-0.7
Network	1.9	\$653,000	200.9

NOTE: Trade equals 2.3% of local. In 1998 it was 3%.

1999 ARB Rank: 58	1999 Revenue: \$37,600,000	Manager's Market Ranking (current): 3.7
1999 MSA Rank: 63	Rev per Share Point: \$496,697 75.7	Manager's Market Ranking (future) : 3.8
1999 DMA Rank: 37 (w/Asheville & Anderson)	Population per Station: 35,529 21	
1999 Rev Rank: 58 of 173	1999 Revenue Change: 12.8	Five-year revenue gain % (94-99): 50.4

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	25.0	26.7	28.0	30.9	32.8	37.6					
Yearly Growth Rate (94-99): 6.9%	assigned										
Projected Revenue Estimates:							41.00	42.90	44.20	48.50	52.50
Revenue per Capita:	28.44	30.06	31.04	33.04	35.42	40.12					
Yearly Growth Rate (94-99): 6.0%	assigned										
Projected Revenue per Capita:							42.57	45.12	47.83	50.70	53.74
Resulting Revenue Estimate:							40.3	43.36	46.64	50.25	53.74
Revenue as % of Retail Sales:	0.0032	0.0032	0.0030	0.0032	0.0032	0.0034					
Mean % (94-99) 0.00330%											
Resulting Revenue Estimate:							40.3	41.9	44.2	46.2	49.2
MEAN REVENUE ESTIMATE:							40.5	42.7	45.0	48.3	51.8

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.879	0.885	0.902	0.923	0.928	0.937	0.948	0.961	0.975	0.991	1.000
Retail Sales (billions):	7.70	8.40	9.20	9.60	10.20	11.10	12.20	12.70	13.40	14.00	14.90

Below-the-Line Listening Shares:	8.4
Unlisted Station Listening:	15.9
Total Lost Listening:	24.3
Available Share Points:	75.7
Number of Viable Stations:	11.5
Average Share Points per Viable Station:	6.6
Rev. per Available Share Point:	\$496,697
Estimated Rev. for Mean Station:	\$3,278,000
Average HH Income:	\$38,041
Average Age:	36.3
Average Education:	11.5
Average Home Value:	\$83,100
Population Change (1998-2003):	7.1
Retail Sales Change (1998-2003):	37.7
Cable Penetration:	61
Number of Class B or C FMs:	To Change

Confidence Levels
 1999 Revenue Estimates: Normal
 2000-to-2004 Revenue Estimates: Normal

Comments: Market reports revenue to Miller, Kaplan, WMUU-F, WPEK-F and a few others do not cooperate. Managers predict a 7% to 8% revenue gain in 2000.

<i>Socio-Economic Breakdowns</i>		<i>Age</i>		<i>Education</i>	
<i>Ethnic</i>	<i>Income (\$000)</i>				
White: 80.9	<\$20: 25.9	12-to-24	21.8	Non High School Grad:	32.8
Black: 18.0	\$20-\$49.9: 37.5	25-to-54	52.6	High School Grad:	28.8
Amer. Indian: 0.2	\$50-\$99.9: 28.5	55-plus	25.6	College 1-3 years:	21.4
Asian/Pac.Isl.: 0.9	\$100+: 8.1			College 4+ years:	17.0
Hispanic: * 1.1					

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Textiles		Bowater Incorporated	Milliken & Co 35
Chemicals			Builder Marts of America 389
Clothing			
Timber			
Electronics			

INC 500 Companies

Employment Breakdowns

By Industry:

By Occupation:

Greenville-Spartanburg-Anderson, SC MSA Total

1 Manufac., Non-Durables	97,880	21.06%	Machine Oprs., Fab., Assemb., & Inspec.	67,918	14.61%
2 Retail Trade	75,206	16.18%	Precis. Produc./Craft/Repair	64,659	13.91%
3 Manufac., Durables	52,106	11.21%	Admin. Support/Clerical	62,028	13.34%
4 Educational Svcs.	35,822	7.71%	Professional	56,024	12.05%
5 Construction	35,135	7.56%	Sales	53,423	11.49%
6 Health Svcs.	27,972	6.02%	Exec., Admin. & Managerial	48,207	10.37%
7 Other Prof. Svcs.	23,048	4.96%	Svc., Exclud. Protective & HH	42,547	9.15%
8 Wholesale Trade	20,881	4.49%	Handlers, Cleaners, Help., Laborers	21,231	4.57%
9 Fin., Ins. & Real Estate	20,820	4.48%	Transportation & Moving	18,351	3.95%
10 Bus. & Repair Svcs.	17,943	3.86%	Technicians & Support	17,368	3.74%

Total Metro Employees	464,845
Top 10 Total Employees	406,813 87.52%

NOTE:

Largest Local Banks (Assets \$000,000)

Branch Bnk & Trust Co. of SC	\$4,652
Carolina First Bk	\$2,557
First Federal Bank	\$527
Carolina Southern Bank	\$194
Bk of Travelers Rest	\$175
Summit Natl Bk	\$167
Greer St Bk	\$132
The Peoples National Bank	\$130
The Commercial Bank	\$90

Colleges and Universities (# of Students)

Clemson U.	16,569
Greenville Technical Coll.	9,422
U. of South Carolina at Spartanburg	3,767
Furman U.	2,981
Spartanburg Technical Coll.	2,566
Converse Coll.	1,388
Wofford Coll.	1,078
(and more)	
Total Students (FT & PT)	39,064

Military Bases (# of personnel)

Unemployment

Jun 79:	5.80%	Jul 90:	4.40%
Dec 82:	10.50%	Jul 91:	4.90%
Sep 83:	8.00%	Jul 92:	5.40%
Sep 84:	5.60%	Jul 93:	5.70%
Aug 85:	5.20%	Jul 94:	4.80%
Aug 86:	4.80%	Jul 95:	3.80%
Aug 87:	4.00%	Jul 96:	4.70%
Aug 88:	3.40%	Aug 98:	2.80%
Jul 89:	3.80%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users
 Leslie Adv.
 Phoenix

Viable Stations

WESC-F	WMIY-F	WROQ-F
WFBC-F	WOLI-FF	WSPA-F
WJMZ-F	WORD-AA	WSSL-F
WMUU-F	WPEK-F (1/2)	WTPT-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WYFF	Greenville	4	NBC	Hearst-Argyle	
WSPA-TV	Spartanburg	7	CBS	Spartan	
WLOS	Asheville	13	ABC	Sinclair	
WHNS	Asheville	21	FOX	Meredith	
WNTV	Greenville	29	PBS	SC ETV	
WNEG-TV	Toccoa, GA	32	CBS	Spartan	
WUNF-TV	Asheville	33	S:WUNC	U. of NC	
WFBC-TV	Anderson	40	WB	Glencairn	Sinclair
WRET-TV	Spartanburg	49	PBS	SC ETV	
WASV-TV	Asheville	62	UPN/WB	Pappas	Spartan

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel Communications: WSSL FM, WMIY FM, WESC AF, WGVL AM, WLFJ AM	\$13,950,000	37.1
2 Entercom: WFBC FM, WSPA FM, WORD AA, WSPA AM, WHYZ AM	\$8,610,000	22.9
3 Barnstable Broadcasting, Inc.: WROQ FM, WTPT FM	\$7,500,000	19.9
4 Radio One: WJMZ FM	\$4,600,000	12.2
5 Palm Broadcasting: WOLI FF	\$1,050,000	2.8
6 Alpeak Broadcasting Corp.: WPEK FM	\$870,000	2.3
7 WMUU, Inc.: WMUU AF	\$560,000	1.5
8 Full Gospel WPJM 800 AM Radio: WPJM AM	\$230,000	0.6
9 FM 103, Inc.: WRIX FM, WANS AM	\$213,000	0.6
10 Estate of James E. Harrelson: WASC AM	\$160,000	0.4

Major Daily Newspapers

	AM	PM	Sun	Owner
Greenville News	96,747		132,881	Gannett Co. Inc.
Spartanburg Herald-Journal	58,896		67,647	New York Times Co.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WSSL FM	C	\$6,000,000	16.0
2 WROQ FM	AOR	\$5,800,000	15.4
3 WMIY FM	AC	\$4,800,000	12.8
4 WJMZ FM	B	\$4,600,000	12.2
5 WFBC FM	CHR	\$3,600,000	9.6
6 WESC AF	C	\$3,150,000	8.4
7 WSPA FM	SAC	\$3,100,000	8.2
8 WTPT FM	AOR	\$1,700,000	4.5
9 WOLI FF	O	\$1,050,000	2.8
10 WORD AA	N/T	\$1,050,000	2.8
11 WPEK FM	T	\$870,000	2.3
12 WSPA AM	T	\$860,000	2.3
13 WMUU FM	EZ	\$560,000	1.5
14 WPJM AM	G	\$230,000	0.6
15 WRIX FM	C	\$213,000	0.6
16 WASC AM	B/O	\$160,000	0.4

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$93,900,000	44%	0.0085
Radio	\$37,600,000	18%	0.0034
Newspaper	\$75,500,000	35%	0.0068
Outdoor	\$7,600,000	4%	0.0007
Cable TV	\$5,900,000	3%	0.0005
Media Total	\$214,600,000		0.0199

NOTE: Use Newspaper and Outdoor estimates with caution.

Miscellaneous Comments: * Split DMA with Asheville. TV revenue is estimate of Greenville's share. Total TV revenue for DMA is estimated at \$117,300,000.

Major Radio Station Sales

Year	Calls	From	To	Price (E)	Market's Best
Major Radio Station Sales Since 1996					
1996	WROQ-F	From ABS	to SFX	\$14,000,000	
1996	WFBC-AF, WORD	From River City	to Sinclair		Best Restaurants: Seven Oaks.
1996	WESC-AF	From Benchmark	to Capstar	\$16,500,000	
1996	WFNQ-F	From Benchmark	to Capstar	\$4,000,000	Best Hotels: Hyatt, Hilton, Airport Marriott.
1996	WJMZ-F	From Benchmark	to Capstar	\$8,900,000	
1997	WESC-AF, WTPT-F	Traded by Capstar	to SFXWONE-F & KKRD-F/KRZZ-F (Wichita & Daytona Bch)		Best Golf Courses: Greenville CC (Chanticleer), Kenmore, Links O'Tryon.
1997	WESC-AF	From SFX	to Hicks/Chancellor	\$26,000,000	
1997	WGVL	From SFX	to Hicks/Chancellor	< 1,000,000	
1997	WMIY-F	From SFX	to Hicks/Chancellor	\$38,000,000	
1997	WROQ-F	From SFX	to Hicks/Chancellor	\$37,000,000	
1997	WSSL-F	From SFX	to Hicks/Chancellor	\$45,000,000	
1997	WTPT-F	From SFX	to Hicks/Chancellor	\$10,000,000	
1997	WSPA-AF		Sold to Sinclair Bcst Gp	\$5,150,000	
1997	WFBC-F,WORD-AA	From Keymarket	to Sinclair Bcst Gp	\$8,400,000	
1998	WJMZ-F	From Capstar	to Clear Channel	\$16,000,000	
1998	WESC-AF	From Capstar	to Clear Channel	\$18,900,000	NO WEATHER DATA AVAILABLE
1998	WTPT-F	From Capstar	to Clear Channel	\$10,000,000	
1998	WFIS			\$195,000	
8-Apr-99	WELP AM	Associated Bcstg.	Upstate Radio, Inc.	\$150,000	
26-Jul-99	WORD AM	Sinclair Bcst Gp	Entercom	With WYRD, WSPA: \$3,000,000	
26-Jul-99	WYRD AM	Sinclair Bcst Gp	Entercom	With WORD, WSPA: \$3,000,000	
26-Jul-99	WSPA AM	Sinclair Bcst Gp	Entercom	With WORD, WYRD: \$3,000,000	
26-Jul-99	WSPA FM	Sinclair Bcst Gp	Entercom	Group purchase: \$821,500,000	
26-Jul-99	WFBC FM	Sinclair Bcst Gp	Entercom	Group purchase: \$821,500,000	
23-Feb-00	WHYZ AM	WHYZ Radio, LP	Entercom	\$1,500,000 Estimated price	
9-Mar-00	WROQ FM	AMFM	BarnstableAMFM/CCU divestiture. With WTPT FM: price NA		
9-Mar-00	WTPT FM	Clear Channel	BarnstableAMFM/CCU divestiture. With WROQ FM: price NA		
13-Mar-00	WJMZ FM	Clear Channel	Radio OneAMFM/CCU divestiture. Group transaction: price NA		

1999 ARB Rank: 77	1999 Revenue: \$26,700,000	Manager's Market Ranking (current): 3.5
1999 MSA Rank: 84	Rev per Share Point: \$395,556 67.5	Manager's Market Ranking (future) : 3.2
1999 DMA Rank:46 (w/York, Lebanon & Lancaster)	Population per Station: 27,689 19	
1999 Rev Rank: 74 of 173	1999 Revenue Change: 4.5	Five-year revenue gain % (94-99): 46.7

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	18.2	20.9	21.7	23.4	25.5	26.7					
Yearly Growth Rate (94-99): 6.0% assigned											
Projected Revenue Estimates:							28.80	30.00	31.30	33.60	35.70
Revenue per Capita:	27.28	33.00	35.22	37.86	41.20	42.85					
Yearly Growth Rate (94-99): 5.1% assigned											
Projected Revenue per Capita:							45.04	47.34	49.75	52.29	54.96
Resulting Revenue Estimate:							28.1	29.73	31.29	32.94	34.73
Revenue as % of Retail Sales:	0.0029	0.0034	0.0033	0.0034	0.0035	0.0035					
Mean % (94-99) 0.00350%											
Resulting Revenue Estimate:							28.7	29.4	30.1	30.8	32.6
MEAN REVENUE ESTIMATE:							28.5	29.7	30.9	32.4	34.3

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.612	0.615	0.616	0.618	0.621	0.623	0.625	0.628	0.629	0.630	0.632
Retail Sales (billions):	5.70	5.90	6.50	6.80	7.10	7.60	8.20	8.40	8.60	8.80	9.30

Below-the-Line Listening Shares:

Unlisted Station Listening:	18
Total Lost Listening:	14.5
Available Share Points:	32.5
Number of Viable Stations:	67.5
Average Share Points per Viable Station:	9.5
Rev. per Available Share Point:	7.1
Estimated Rev. for Mean Station:	\$395,556
Average HH Income:	\$2,808,000
Average Age:	\$44,137
Average Education:	37.8
Average Home Value:	12.1
Population Change (1998-2003):	\$101,600
Retail Sales Change (1998-2003):	1.5
Cable Penetration:	2.4
Number of Class B or C FMs:	74
	5

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Hungerford. All major stations cooperate. Some revenue for WRKZ-F and WRVV-F is allocated to Lancaster and York.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	90.3	<\$20: 18.5	12-to-24 19.7
Black:	7.9	\$20-\$49.9: 38.3	25-to-54 52.2
Amer. Indian:	0.2	\$50-\$99.9: 33.8	55-plus 28.1
Asian/Pac.Isl.:	1.6	\$100+: 9.4	Non High School Grad: 22.7
Hispanic: *	2.4		High School Grad: 40.7
			College 1-3 years: 18.2
			College 4+ years: 18.4

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries

Government
Meat and Dairy
Steel
Chocolate Products
Truck Trailers

Fortune 500 Companies

Rite Aid	149
AMP	299
Hershey Foods	350

Forbes 500 Companies

Rite Aid Corporation
Keystone Financial, Inc.
Hershey Foods Corp.

Forbes Largest Private Companies

INC 500 Companies

Employment Breakdowns

By Industry:

Harrisburg-Lebanon-Carlisle, PA MSA Total

1 Retail Trade	49,797	15.70%
2 Pub. Admin.	32,668	10.30%
3 Health Svcs.	27,757	8.75%
4 Manufac., Non-Durables	26,363	8.31%
5 Manufac., Durables	26,042	8.21%
6 Educational Svcs.	23,427	7.38%
7 Fin., Ins. & Real Estate	23,377	7.37%
8 Other Prof. Svcs.	18,670	5.88%
9 Construction	18,459	5.82%
10 Transportation	17,027	5.37%
Total Metro Employees	317,274	
Top 10 Total Employees	263,587	83.08%

By Occupation:

Admin. Support/Clerical	60,387	19.03%
Professional	42,347	13.35%
Exec., Admin. & Managerial	37,425	11.80%
Precis. Produc./Craft/Repair	34,179	10.77%
Svc., Exclud. Protective & HH	33,321	10.50%
Sales	31,448	9.91%
Machine Oprs., Fab., Assemb., & Inspec.	20,897	6.59%
Handlers, Cleaners, Help., Laborers	19,163	6.04%
Transportation & Moving	14,660	4.62%
Technicians & Support	12,594	3.97%

NOTE:

Largest Local Banks (Assets \$000,000)

Keystone Financial Bank, NA	\$6,721
Lebanon Valley Farmers Bank	\$666
Community Banks, Ntl Assn	\$551
Commerce Bank/Harrisburg NA	\$337
Mid Penn Bank	\$267
Atlantic Ctrl Bnkr Bk	\$173
Pennsylvania State Bank	\$128

Colleges and Universities (# of Students)

Harrisburg Area CC	8,030
Penn State Harrisburg	3,256
Messiah Coll.	2,676
Lebanon Valley C of Pennsylvania	1,878
Dickinson Coll.	1,785
Elizabethtown Coll.	1,730
Central Pennsylvania Business School	523
Total Students (FT & PT)	19,973

Military Bases (# of personnel)

Carlisle Barracks	671
Navy Ships Parts Control Ctr	129

Unemployment

Jun 79:	5.60%	Jul 90:	4.10%
Dec 82:	7.10%	Jul 91:	5.50%
Sep 83:	6.10%	Jul 92:	5.40%
Sep 84:	5.50%	Jul 93:	4.90%
Aug 85:	6.00%	Jul 94:	4.70%
Aug 86:	4.10%	Jul 95:	4.30%
Aug 87:	3.20%	Jul 96:	3.40%
Aug 88:	3.30%	Aug 98:	2.70%
Jul 89:	3.90%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users
 Neiman Group
 Universai Media
 New Dimensions

Viable Stations

WHP	WLBR (1/2)	WRVV-F
WHYL (1/2)	WNNK-F	WTCY (1/2)
WHYL-F (1/2)	WRBT-F	WTPA-F
WKBO (1/2)	WRKZ-F	WWKL-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WGAL	Lancaster	8	NBC	Hearst-Argyle	
WLYH-TV	Lebanon	15	UPN	Gateway	Clear Channel
WHP-TV	Harrisburg	21	CBS	Clear Channel	
WHTM-TV	Harrisburg	27	ABC	Albritton	
WITF-TV	Harrisburg	33	PBS		
WPMT-TV	York	43	FOX	Tribune	
WGCB	Red Lion	49	IND		

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel Communications: WRVV FM, WRBT FM, WHP AM, WWKL AF, WKBO AM	\$11,130,000	41.7
2 Cumulus Media: WNNK FM, WTPA FM, WNCE FM, WTCY AM	\$10,835,000	40.6
3 Citadel Communications Corp.: WRKZ FM, WHYL FM, WHYL AM	\$3,020,000	11.3
4 Lebanon Broadcasting Co.: WLBR AM, WQIC FM	\$320,000	1.2
5 CBS/Infinity: WRCH FM, WTIC AM, WTIC FM, WZMX FM	\$32,800,000	45.1

Major Daily Newspapers

	AM	PM	Sun	Owner
Patriot-News	98,301		160,251	Newhouse

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$49,500,000	37%	0.0065
Radio	\$26,700,000	20%	0.0035
Newspaper	\$50,400,000	38%	0.0066
Outdoor	\$5,900,000	4%	0.0008
Cable TV	NA		
Media Total	\$132,500,000		0.0174

NOTE: Use Newspaper and Outdoor estimates with caution.

Miscellaneous Comments: * Split DMA with Lancaster and York. TV revenue figures is estimate of Harrisburg's share. Total TV revenue for DMA is estimated at \$91,000,000.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WNNK FM	CHR	\$8,100,000	30.3
2 WRVV FM	AC/NR	\$4,430,000	16.6
3 WRKZ FM	C	\$2,480,000	9.3
4 WRBT FM	C	\$2,470,000	9.3
5 WTPA FM	AOR	\$2,300,000	8.6
6 WHP AM	FS	\$2,200,000	8.2
7 WWKL FM	O	\$1,850,000	6.9
8 WHYL FM	C	\$340,000	1.3
9 WLBR AM	FS	\$320,000	1.2
10 WNCE FM	EZ	\$225,000	0.8
11 WTCY AM	B	\$210,000	0.8
12 WHYL AM	ST	\$200,000	0.7
13 WKBO AM	ST	\$180,000	0.7

NOTE: WQXA-F claims to be home to the Harrisburg market, but we believe York is the source of most of its revenue. WQXA-F might take \$500,000 out of Harrisburg.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1990				
1991	WHP-AF	From Commonwealth	to Dame	\$3,250,000
1992	WNNK-AF	From Keymarket	to Calendar	\$12,000,000
1995	WCMB, WIMX-F		Sold to Barnstable	\$2,250,000
1995	WCTX-F (Palmyra)		Sold to WTPA-F	\$870,000
1995	WTCY, WNNK-F	From Calendar	to Patterson	\$20,300,000
1996	WCMB, WWKL-F, WYML-F	From Barnstable	to Dame	\$11,000,000
1997	WRKZ-F	From Telemedia	to Citadel	\$13,000,000
1997	WTCY	From Patterson	to Capstar	\$1,000,000
1997	WNNK-F	From Patterson	to Capstar	\$30,800,000
1998	WADV (940; Lebanon)			5,000 (for 50%)
1998	WRVV-F	From Dame	to Clear Channel	\$16,900,000
1998	WRBT-F	From Dame	to Clear Channel	\$5,000,000
1998	WKBO	From Dame	to Clear Channel	\$700,000
1998	WWKL (1460)	From Dame	to Clear Channel	\$600,000
1998	WHP	From Dame	to Clear Channel	\$9,000,000
1998	WHYL-AF		Sold to Citadel	\$4,250,000
16-Feb-99	WNCE FM, WTPA FM	Quaker State Bcstg.	Capstar	\$15,000,000
6-Mar-00	WTCY AM	AMFM	Cumulus AMFM/CCU divestiture.	\$159,000,000 + swaps
6-Mar-00	WNCE FM	AMFM	Cumulus AMFM/CCU divestiture.	\$159,000,000 + swaps
6-Mar-00	WTPA FM	AMFM	Cumulus AMFM/CCU divestiture.	\$159,000,000 + swaps
6-Mar-00	WNNK FM	AMFM	Cumulus AMFM/CCU divestiture.	\$159,000,000 + swaps

Market's Best

Best Restaurants: Casa Rillo, Maverick, Anthony's, Vissaglio's.

Best Hotels: Marriott, Hilton, Penn Harris.

Best Golf Courses: Hershey.

WEATHER DATA

Elevation:	338
Annual Precipitation:	38.0 in
Annual Snowfall:	35.4 in
Average Windspeed:	7.7
(WNW)	

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	78.0	\$21,238,000	3.0
National	22.0	\$5,666,000	5.0

	JAN	JUL	TOTAL YEAR
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

NOTE: Trade equals 7.4% of local. In 1998 it was 9.8%.

1999 ARB Rank: 44	1999 Revenue: \$72,700,000	Manager's Market Ranking (current): 3.1
1999 MSA Rank: 50	Rev per Share Point: \$971,925 74.8	Manager's Market Ranking (future) : 3.3
1999 DMA Rank:27 (w/New Haven)	Population per Station: 53,589 18	
1999 Rev Rank: 36 of 173	1999 Revenue Change: 9.4	Five-year revenue gain % (94-99): 71.9

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	42.3	47.4	51.2	56.9	65.9	72.7					
Yearly Growth Rate (94-99): 6.1% assigned											
Projected Revenue Estimates:							79.10	81.20	84.30	90.90	97.70
Revenue per Capita:	37.77	42.70	46.12	51.17	59.37	64.91					
Yearly Growth Rate (94-99): 5.3% assigned											
Projected Revenue per Capita:							68.35	71.97	75.79	79.80	84.03
Resulting Revenue Estimate:							76.6	80.61	84.88	89.38	94.12
Revenue as % of Retail Sales:	0.0040	0.0045	0.0046	0.0050	0.0057	0.0058					
Mean % (94-99): 0.00575%											
Resulting Revenue Estimate:							74.8	77.1	79.4	81.7	86.3
MEAN REVENUE ESTIMATE:							76.8	79.6	82.8	87.3	92.7

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	1.120	1.110	1.110	1.110	1.120	1.120	1.120	1.120	1.120	1.120	1.120
Retail Sales (billions):	10.60	10.50	11.20	11.30	11.80	12.50	13.00	13.40	13.80	14.20	15.00

Below-the-Line Listening Shares:	8.5
Unlisted Station Listening:	16.7
Total Lost Listening:	25.2
Available Share Points:	74.8
Number of Viable Stations:	11.5
Average Share Points per Viable Station:	6.5
Rev. per Available Share Point:	\$971,925
Estimated Rev. for Mean Station:	\$6,318,000
Average HH Income:	\$52,560
Average Age:	37.5
Average Education:	12.9
Average Home Value:	\$180,800
Population Change (1998-2003):	0
Retail Sales Change (1998-2003):	20
Cable Penetration:	88
Number of Class B or C FMs:	9

Confidence Levels
 1999 Revenue Estimates: Below Normal
 2000-to-2004 Revenue Estimates: Below Normal
 Comments: Market reports revenue to Miller, Kaplan.

Socio-Economic Breakdowns		Age		Education	
Ethnic	Income (\$000)				
White:	87.7	<\$20:	16.7	12-to-24	19.5
Black:	9.6	\$20-\$49.9:	30.6	25-to-54	53.7
Amer. Indian:	0.2	\$50-\$99.9:	37.4	55-plus	26.9
Asian/Pac. Isl.:	2.5	\$100+:	15.3	Non High School Grad:	20.5
Hispanic: *	8.6			High School Grad:	29.5
				College 1-3 years:	23.1
				College 4+ years:	26.9

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Insurance	United Technologies 43	Aetna Inc.	
Airplane Components	Aetna 61	Hartford Financial Svcs.	
Research	Hartford Financial Services 102	HSB Group, Inc.	
Firearms	Northeast Utilities 402	United Technologies	
Food Products	Phoenix Home Life Mutual 432	Stanley Works	
Ball and Roller Bearings			
Wire Springs			

INC 500 Companies

MedSpan	175
Allied Group	208
BDS	242
BL Cos.	410

Employment Breakdowns

By Industry:		By Occupation:	
	Hartford, CT MSA Total		
1 Retail Trade	88,809 15.26%	Admin. Support/Clerical	107,488 18.47%
2 Manufac., Durables	86,452 14.86%	Professional	98,021 16.84%
3 Fin., Ins. & Real Estate	84,697 14.55%	Exec., Admin. & Managerial	86,168 14.81%
4 Health Svcs.	53,555 9.20%	Sales	69,893 12.01%
5 Educational Svcs.	48,926 8.41%	Precis. Produc./Craft/Repair	63,358 10.89%
6 Other Prof. Svcs.	38,388 6.60%	Svc., Exclud. Protective & HH	53,997 9.28%
7 Construction	32,125 5.52%	Machine Oprs., Fab., Assemb., & Inspec.	32,595 5.60%
8 Pub. Admin.	25,096 4.31%	Technicians & Support	24,918 4.28%
9 Bus. & Repair Svcs.	24,185 4.16%	Transportation & Moving	15,327 2.63%
10 Manufac., Non-Durables	23,399 4.02%	Handlers, Cleaners, Help., Laborers	15,212 2.61%
Total Metro Employees	581,940		
Top 10 Total Employees	505,632 86.89%		

NOTE:

Largest Local Banks (Assets \$000,000)

American Savings Bank	\$1,584
Liberty Bank	\$1,505
Svgs Bk of Manchester	\$1,117
Mechanics Savings Bank	\$1,076
New England Bank and Trust Co.	\$555
Southington Svgs Bk	\$535
First International Bank	\$279

Colleges and Universities (# of Students)

U. of Connecticut	11,297
Central Connecticut State U.	10,472
U. of Hartford	6,440
Manchester Comm-Technical Coll.	4,445
Naugatuck Valley Comm-Tech Coll.	3,917
Wesleyan U.	3,182
Trinity Coll.	2,207
(and more))	
Total Students (FT & PT)	46,484

Military Bases (# of personnel)

Unemployment

Jun 79:	4.90%	Jul 90:	4.50%
Dec 82:	6.10%	Jul 91:	6.30%
Sep 83:	4.60%	Jul 92:	6.80%
Sep 84:	4.00%	Jul 93:	6.90%
Aug 85:	4.70%	Jul 94:	5.80%
Aug 86:	3.40%	Jul 95:	6.20%
Aug 87:	3.10%	Jul 96:	5.60%
Aug 88:	2.80%	Aug 98:	3.60%
Jul 89:	2.90%	Dec 99:	2.50%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users
Makairis
Gronbach

Viable Stations

WCCC-AF	WKSS-F	WTIC
WDRG	WMRQ-F	WTIC-F
WDRG-F	WNEZ (1/2)	WWYZ-F
WHCN-F	WRCH-F	WZMX-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WFSB-TV	Hartford	3	CBS	Meredith	
WTNH-TV	New Haven	8	ABC	LIN	
WRDM-LP	Hartford	13	TEL	Ch.13 TV	
WHCT-TV	Hartford	18	IND		2 If By Sea
WTXX-TV	Waterbury	20	UPN		Tribune
WEDH	Hartford	24	PBS	CT PTV	
WHPX	New London	26	PAX	CAP	
WVIT	New Britain	30	NBC	NBC	
WBNE	New Haven	59	WB		LIN
WTIC-TV	Hartford	61	FOX	Tribune	
WEDY	New Haven	65	PBS	CT PTV	LIN

Major Daily Newspapers

	AM	PM	Sun	Owner
Courant	211,041		303,399	Times Mirror Co.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$141,000,000	39%	0.0113
Radio	\$72,700,000	20%	0.0058
Newspaper	\$125,000,000	35%	0.0100
Outdoor	\$12,200,000	3%	0.0010
Cable TV	\$7,500,000	2%	0.0006
Media Total	\$358,400,000		0.0287

NOTE: Use Newspaper and Outdoor estimates with caution.

Miscellaneous Comments: * Split DMA with New Haven. TV revenue is estimate of Hartford's share. Total TV revenue for DMA is estimated at \$197,000,000.

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 CBS/Infinity: WRCH FM, WTIC AM, WTIC FM, WZMX FM	\$32,800,000	45.1
2 Clear Channel Communications: WWYZ FM, WKSS FM, WMRQ FM, WHCN FM, WPOP AM	\$26,670,000	36.7
3 Buckley Broadcasting: WDRG FM, WDRG AM, WMMW AM, WSNB AM	\$7,700,000	10.6
4 Marlin Broadcasting, Inc.: WCCC AF	\$3,700,000	5.1
5 Mega Communications: WNEZ AA	\$1,700,000	2.3
6 Hartford County Broadcasting Corp.: WRYM AM	\$200,000	0.3

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WRCH FM	SAC	\$12,200,000	16.8
2 WTIC AM	FS	\$10,600,000	14.6
3 WWYZ FM	C	\$8,700,000	12.0
4 WKSS FM	CHR	\$8,550,000	11.8
5 WTIC FM	AC/CHR	\$7,500,000	10.3
6 WDRG FM	O	\$5,900,000	8.1
7 WMRQ FM	AOR/NR	\$5,750,000	7.9
8 WCCC AF	AOR	\$3,700,000	5.1
9 WHCN FM	CL AOR	\$3,450,000	4.7
10 WZMX FM	B/O	\$2,500,000	3.4
11 WDRG AAA	ST	\$1,800,000	2.5
12 WNEZ AA	SP	\$1,700,000	2.3
13 WPOP AM	SPRTS	\$220,000	0.3
14 WRYM AM	SPRTS	\$200,000	0.3

Market's Best

Best Restaurants: Peppercom's, Max on Main, Apricots, Simsbury Inn.

Best Hotels: Goodwin, Sheraton, Marriott.

Best Golf Courses: Cromwell TPC, Wethersfield CC, Hartford CC.

NOTE:

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1990				
1990	WLVH-F	From Sage	to Pearlman	\$6,400,000
1993	WNEZ, WRCH-F	From DeDominicis	to Amer. Radio Syst.	\$15,000,000
1994	WHCN-F	From Beck-Ross	to Liberty	\$10,000,000 (E)
1994	WPOP, WYSR-F	From Griffin	to Liberty	
1995	WTIC A/F	From Chase	to Amer. Radio Syst.	\$41,000,000
1995	WPOP, WHCN-F, WMRO-F	From Liberty	to Multimarket	\$20,000,000
1996	WKSS-F	From Precision	to SFX	\$18,000,000
1996	WTIC-AF	From Chase	to Amer. Radio Syst.	\$37,000,000
1996	WNEZ	From Amer. Radio	to Mega	\$750,000
1996	WWYZ-F (Waterbury)		Sold to SFX	\$25,250,000
1996	WSNG (Torrington)		Sold to Buckley	\$275,000
1997	WWCO (1240; Waterbury)		Sold to Buckley	\$500,000
1997	WLAT		Sold to Mega	\$550,000
1997	WHCN-F	From SFX	to Hicks/Chancellor	\$21,000,000
1997	WKSS-F	From SFX	to Hicks/Chancellor	\$28,000,000
1997	WMRO-F	From SFX	to Hicks/Chancellor	\$17,000,000
1997	WPOP	From SFX	to Hicks/Chancellor	\$4,000,000
1997	WWYZ-F	From SFX	to Hicks/Chancellor	\$36,000,000
1997	WCCC-AF		Sold to Martin	\$15,000,000
1997	WRCH-F	From Amer. Radio Syst.	to CBS	\$73,000,000
1997	WTIC	From Amer. Radio Syst.	to CBS	\$42,000,000
1997	WTIC-F	From Amer. Radio Syst.	to CBS	\$27,000,000
1997	WZMX-F	From Amer. Radio Syst.	to CBS	\$22,000,000
1998	WRDM		Sold to Hibemia	\$1,500,000
1998	WMMV (1470; Meriden)		Sold to Buckley	\$630,000
1998	WNEZ/WLAT	From Mega Bdcstg.	To Mega Comm.	
3-Feb-99	WPRX AM			\$925,000

WEATHER		
Elevation:		169
Annual Precipitation:		43.0 in.
Annual Snowfall:		53.1 in.
Average Windspeed:		9.0 (S)
		TOTAL
	JAN	JUL YEAR
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

1999 ARB Rank: 60	1999 Revenue: \$23,500,000	Manager's Market Ranking (current): 1.7
1999 MSA Rank: 67	Rev per Share Point: \$251,068 93.6	Manager's Market Ranking (future) : 2.4
1999 DMA Rank: 64	Population per Station: 28,956 25	
1999 Rev Rank: 78 of 173	1999 Revenue Change: 4.7	Five-year revenue gain % (94-99): 10.8

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	21.2	21.5	22.0	23.1	22.4	23.5					
Yearly Growth Rate (94-99): 5.0% assigned											
Projected Revenue Estimates:							24.40	25.50	26.90	28.00	30.00
Revenue per Capita:	24.15	24.38	25.00	26.49	25.68	26.95					
Yearly Growth Rate (94-99): 4.6% assigned											
Projected Revenue per Capita:							28.19	29.49	30.84	32.26	33.75
Resulting Revenue Estimate:							24.5	25.68	26.83	28.07	29.36
Revenue as % of Retail Sales:	0.0023	0.0023	0.0023	0.0024	0.0023	0.0023					
Mean % (94-99) 0.00230%											
Resulting Revenue Estimate:							24.2	24.6	25.1	25.8	26.7
MEAN REVENUE ESTIMATE:							24.4	25.3	26.3	27.3	28.7

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.878	0.881	0.880	0.872	0.872	0.872	0.871	0.871	0.870	0.870	0.870
Retail Sales (billions):	9.40	9.30	9.60	9.60	9.70	10.10	10.50	10.70	10.90	11.20	11.60

Below-the-Line Listening Shares:	0
Unlisted Station Listening:	6.4
Total Lost Listening:	6.4
Available Share Points:	93.6
Number of Viable Stations:	16.5
Average Share Points per Viable Station:	5.7
Rev. per Available Share Point:	\$251,068
Estimated Rev. for Mean Station:	\$1,431,000
Average HH Income:	\$53,498
Average Age:	35.9
Average Education:	12.6
Average Home Value:	\$333,200
Population Change (1998-2003):	-0.3
Retail Sales Change (1998-2003):	15.6
Cable Penetration:	89
Number of Class B or C FMs:	15

Confidence Levels

1999 Revenue Estimates: Below Normal
 2000-to-2004 Revenue Estimates: Below Normal

Comments: Managers predict 5% to 6% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 31.0	<\$20: 14.2	12-to-24 21.5	Non High School Grad: 19.1
Black: 3.8	\$20-\$49.9: 32.2	25-to-54 54.5	High School Grad: 28.3
Amer. Indian: 0.5	\$50-\$99.9: 35.2	55-plus 23.9	College 1-3 years: 27.9
Asian/Pac. Isl.: 64.6	\$100+: 18.4		College 4+ years: 24.7
Hispanic: * 7.5			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%.
 Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Tourism		BancWest Corporation	
Military		Hawaiian Electric Indus.	
Agribusiness		Pacific Century Financial	
Food Processing			

INC 500 Companies

Employment Breakdowns

By Industry:

Honolulu, HI MSA Total

1 Retail Trade	82,317	19.53%
2 Pub. Admin.	37,726	8.95%
3 Fin., Ins. & Real Estate	35,038	8.31%
4 Educational Svcs.	33,941	8.05%
5 Health Svcs.	30,456	7.23%
6 Construction	29,771	7.06%
7 Transportation	29,424	6.98%
8 Other Prof. Svcs.	28,011	6.65%
9 Personal Svcs.	27,176	6.45%
10 Bus. & Repair Svcs.	19,189	4.55%
Total Metro Employees	421,421	
Top 10 Total Employees	353,049	83.78%

By Occupation:

Admin. Support/Clerical	76,650	18.19%
Svc., Exclud. Protective & HH	61,626	14.62%
Professional	59,982	14.23%
Exec., Admin. & Managerial	57,137	13.56%
Sales	53,124	12.61%
Precis. Produc./Craf/Repair	41,265	9.79%
Technicians & Support	16,252	3.86%
Handlers, Cleaners, Help., Laborers	13,929	3.31%
Transportation & Moving	13,563	3.22%
Machine Oprs., Fab., Assemb., & Inspec.	12,304	2.92%

NOTE:

Largest Local Banks (Assets \$000,000)

Bk of Hawaii	\$13,353
First Hawaiian Bk	\$7,342
Central Pacific Bk	\$1,569
City Bk	\$784
Finance Factors, Ltd.	\$515
Hawaii Natl Bk	\$308
Bank of Honolulu	\$76
GECC Financial Corporation	\$9

Colleges and Universities (# of Students)

U. of Hawaii at Manoa	16,719
Hawaii Pacific U.	7,702
U. of Hawaii: Kapiolani CC	7,109
U. of Hawaii: Leeward CC	5,420
U. of Hawaii: Honolulu CC	3,745
Chaminade U. of Honolulu	2,541
U. of Hawaii: Windward CC (and more)	1,500
Total Students (FT & PT)	46,636

Military Bases (# of personnel)

Fort Shafter	17,306
MC Base, Hawaii	8,505
Naval Station, Pearl Harbor	8,033
Naval Sub Base, Pearl Harbor	5,654
Hickam AFB	3,293
Nav Com. & Telecomm, E.PAC	695
Pearl Harbor Naval Shipyard	298
Fort De Russy	49
Fort Kamehameha	13

Unemployment

Jun 79:	7.00%	Jul 90:	2.60%
Dec 82:	5.70%	Jul 91:	2.30%
Sep 83:	5.90%	Jul 92:	3.60%
Sep 84:	5.80%	Jul 93:	3.60%
Aug 85:	5.10%	Jul 94:	4.70%
Aug 86:	4.30%	Jul 95:	4.40%
Aug 87:	3.40%	Jul 96:	5.20%
Aug 88:	2.60%	Aug 98:	5.20%
Jul 89:	2.10%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Peck Sims
Milici/Valenti
Starr Seigle

Viable Stations			
KCCN-AF	KIKI-F	KORL-F	KSSK
KGMZ-F	KINE-F	KPOI-F	KSSK-F
KGU (1/2)	KKHN-F	KQMQ-AF	KUCD-F
KHVH	KKLV-F	KRTR-AF	KUMU-AF
			KXME-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KHON	Honolulu	2	FOX	Emmis	
KITV	Honolulu	4	ABC	Hearst-Argyle	
KFVE-TV	Honolulu	5	UPN/WB	Raycom	
KGMB	Honolulu	9	CBS	Lee	
KHET	Honolulu	11	PBS	HI PTV	
KHNL-TV	Honolulu	13	NBC	Raycom	
KWHE-TV	Honolulu	14	IND	LeSea	
KIKU-TV	Honolulu	20	IND	Int'l. Media Gp.	
KBFD	Honolulu	32	IND		
KWBN	Honolulu	44		Community TV	
KPXO	Kaneohe	66	PAX	Paxson	

Major Daily Newspapers

Advertiser	AM	PM	Sun	Owner
Sunday Advertiser	102,358		187,887	Gannett Co. Inc. (JOA)
Star-Bulletin		67,533		Gannett Co. Inc.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$72,000,000	40%	0.0071
Radio	\$23,500,000	13%	0.0023
Newspaper	\$71,000,000	40%	0.0070
Outdoor	\$6,900,000	4%	0.0007
Cable TV	\$5,200,000	3%	0.0005
Media Total	\$178,600,000		0.0176

NOTE: Use Newspaper and Outdoor estimates with caution.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KSSK FM	AC	\$4,200,000	17.9
2 KCCN AF	E	\$3,200,000	13.6
3 KIKI AF	CHR	\$2,800,000	11.9
4 KSSK AM	FS	\$2,400,000	10.2
5 KRTR FM	AC	\$1,600,000	6.8
6 KINE FM	E	\$1,500,000	6.4
7 KQMQ AF	CHR/U	\$1,100,000	4.7
8 KUMU AF	EZ/ST	\$1,100,000	4.7
9 KGMZ AF	O	\$1,000,000	4.3
10 KDNN FM	B/O	\$850,000	3.6
11 KHVH AM	N/T	\$830,000	3.5
12 KXME FM	CHR	\$800,000	3.4
13 KPOI FM	AOR	\$760,000	3.2
14 KUCD FM	AOR/NR	\$600,000	2.6
15 KGU KHNR	N/SPRTS	\$400,000	1.7

NOTE: Use the Honolulu station revenues with caution. This has become such a poor radio market that the managers seem reluctant to respond to our surveys.

Market's Best

Best Restaurants: La Mer, Nick's Fishmarket, Michaels, Swan Court.

Best Hotels: Kahala Hilton, Halekulani, Hawaii Prince.

Best Golf Courses: Kapalua (Maui), Mauna Kea, Mauna Lani, Princeville Makai (Kauai), Kauai Lagoon, Makena (Maui), Prince GC (Kauai), King's GC, Koele (Lanai), Poipu Bay (Kauai).

NOTE:

**Highest Billing Radio Entities
(includes duopolies and combos)**

Combined Revenue Revenue Share

1	Clear Channel Communications: KSSK FM, KIKI AF, KSSK AM, KDNN FM, KHVH AM, KUCD FM	\$11,680,000	49.7
2	KHWY, Inc.: KCCN AF, KINE FM	\$4,700,000	20
3	Cox Radio: KRTR FM, KGMZ AF, KXME FM	\$3,400,000	14.5
4	New Wave Communications: KQMQ AF, KPOI FM, KKHN FM, KORL FM	\$1,860,000	7.9
5	Emerald City Radio Partners, LP: KUMU AF	\$1,100,000	4.7
6	Salem Communications Corp.: KGU AM, KHNR AM, KAIM AF	\$400,000	1.7

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1993				
1993	KQMQ-F		Turned over to Greyhound	NA
1993	KSSK A/F	From Bedford	to NewTex (Sherman)	\$7,500,000
1993	KINE-F	From Sinclair	to owner of KCCN	\$840,000
1993	KHVH, KHWH-F		Sold to Henry	\$850,000
1993	KUPU-F CP		Sold to NewTex (Sherman)	\$617,000
1994	FM CP	From NewTex	to Wheeling-Pitts.	\$875,000
1994	KSSK A/F	From NewTex	to Wheeling-Pitts.	\$8,300,000
1994	KGMZ-F (103.3)			\$555,000
1994	KGU		Sold to Pompadur	\$717,000
1994	KINE-F, KCCN A/F			\$5,300,000
1995	KHNR		Sold to CD	\$600,000
1995	KSSK A/F, KUCD-F	From Wheeling Pitts	. to Patterson	\$15,000,000
1996	KISA			\$200,000
1996	CP: 99.5		Sold to KDEO-F owner	\$132,000
1996	KIKI-AF, KHVH, KKL-V-F	From Henry	to Patterson	\$9,100,000
1996	KQMQ-AF		Sold to Kent Nichols	\$4,000,000
1996	KPOI-F		Sold to Kent Nichols	\$2,125,000
1997	KHNR			\$720,000
1997	KGU		Sold to KHNR owner	\$575,000
1997	KDEO-F		Sold to Caribou	\$1,590,000
1997	KUMU-AF			\$2,800,000
1997	KGMZ-F		Sold to KRTR-F owner	\$1,600,000
1997	KULA		Sold to KRTR-F owner	\$450,000
1997	KHVH	From Patterson	to Capstar	\$2,200,000
1997	KIKI-AF	From Patterson	to Capstar	\$10,000,000
1997	KKLV-F	From Patterson	to Capstar	\$3,700,000
1997	KSSK	From Patterson	to Capstar	\$8,300,000
1997	KSSK-F	From Patterson	to Capstar	\$16,200,000
1997	KUCD-F	From Patterson	to Capstar	\$3,200,000
1998	KORL-F			\$1,270,000
1998	KXME-F		Sold to New Planet	\$1,800,000
1998	KOHO (58.3%)			\$100,000
1998	KORL-F	From Loew	to Caribou	\$1,650,000
1998	KQMQ-AF, KPOI-F, KHUL-F	From Caribou	to New Wave	\$7,500,000
23-Aug-99	KGMZ AM	New Planet	Cox Radio With KGMZ-FM, KRTR, KXME:	\$16,375,000
23-Aug-99	KGMZ FM	New Planet	Cox Radio With KGMZ, KRTR, KXME:	\$16,375,000
23-Aug-99	KRTR FM	New Planet	Cox Radio With KGMZ, KGMZ-FM, KXME:	\$16,375,000
23-Aug-99	KXME FM	New Planet	Cox Radio With KGMZ, KGMZ-FM, KRTR:	\$16,375,000
10-Sep-99	KGU AM, KHNR AM	Chagal	Salem	\$1,700,000
22-Sep-99	KAIM AM, KAIM FM	Christian Bcstg. Assoc.	Salem	\$1,800,000
14-Oct-99	KUMU AM, KUMU FM	Pacific West Bcstg.	Emerald City Radio	\$3,365,000
4-Jan-00	KCCN AM, KCCN FM, KINE FM	KHWY, Inc.	Cox Radio	\$17,800,000
4-Jan-00	KGMZ FM	Cox Radio	Honolulu Broadcasting	\$6,600,000
			Cox will handle sales under JSA	
10-Feb-00	KISA AM	S&G, Inc.	JMK Communications	\$575,000

WEATHER DATA

Elevation:			77
Annual Precipitation:			24.1 in.
Annual Snowfall:			0
Average Windspeed:			11.8 (ENE)
			TOTAL YEAR
Avg. Max. Temp:	JAN	JUL	83.3
Avg. Min. Temp:	79.3	86.6	69.8
Average Temp:	65.3	73.4	76.7
	72.3	80.1	

1999 ARB Rank: 10	1999 Revenue: \$292,000,000	Manager's Market Ranking (current): 4.4
1999 MSA Rank: 7	Rev per Share Point: \$3,435,294 85	Manager's Market Ranking (future) : 4.3
1999 DMA Rank: 10	Population per Station: 97,668 37	
1999 Rev Rank: 9 of 173	1999 Revenue Change: 12.4	Five-year revenue gain % (94-99): 81.1

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	161.2	182.1	199.0	225.0	255.8	292.0						
Yearly Growth Rate (94-99): 7.7% assigned												
Projected Revenue Estimates:							326.00	334.90	351.00	380.90	423.11	
Revenue per Capita:	39.03	43.35	46.60	51.84	57.61	64.86						
Yearly Growth Rate (94-99): 6.0% assigned												
Projected Revenue per Capita:							68.75	72.88	77.25	81.88	86.80	
Resulting Revenue Estimate:							314.8	339.60	367.70	396.31	425.30	
Revenue as % of Retail Sales:	0.0044	0.0047	0.0050	0.0055	0.0058	0.0061						
Mean % (94-99) 0.00610%												
Resulting Revenue Estimate:							309.3	316.6	330.0	338.6	353.8	
							MEAN REVENUE ESTIMATE:					316.7 330.4 349.6 371.9 400.7

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	4.130	4.200	4.270	4.340	4.440	4.500	4.580	4.660	4.760	4.840	4.900
Retail Sales (billions):	36.40	38.70	40.10	41.20	44.20	47.50	50.70	51.90	54.10	55.50	58.00

Below-the-Line Listening Shares:

Unlisted Station Listening:	15
Total Lost Listening:	15
Available Share Points:	85
Number of Viable Stations:	21
Average Share Points per Viable Station:	4
Rev. per Available Share Point:	\$3,435,294
Estimated Rev. for Mean Station:	\$13,741,000
Average HH Income:	\$45,927
Average Age:	33
Average Education:	12
Average Home Value:	\$86,200
Population Change (1998-2003):	8.9
Retail Sales Change (1998-2003):	25.4
Cable Penetration:	58
Number of Class B or C FMs:	21

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. All but a very few low-rated stations cooperate. Managers predict 12% to 13% revenue growth in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 75.1	<\$20: 20.9	12-to-24 22.5	Non High School Grad: 23.3
Black: 18.9	\$20-\$49.9: 32.7	25-to-54 59.3	High School Grad: 23.6
Amer. Indian: 0.4	\$50-\$99.9: 30.8	55-plus 18.2	College 1-3 years: 27.0
Asian/Pac. Isl.: 5.7	\$100+: 15.6		College 4+ years: 26.1
Hispanic: * 25.7			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries

Petrochemicals	
Rubber	
Steel	
Research	
Aerospace	
Shipping	
Financial	
Chemicals	
Plastics	

Fortune 500 Companies

Enron	27
Compaq Computer	28
Sysco	97
Dynegy	110
Waste Management	129
Houston Industries	147
American General	156
Continental Airlines	207
Coastal	235
(and more)	

Forbes 500 Companies

American Nat'l Insurance
American General Corp.
Anadarko Petroleum Corp.
Baker Hughes Inc.
BMC Software, Inc
Burlington Resources, Inc.
Coastal Corporation
Cooper Industries, Inc.
Dynegy, Inc.
(and more)

Forbes Largest Private Companies

Gulf States Toyota	41
Goodman Manufacturing	66
Grocers Supply Co.	128
Fiesta Mart	276
David Weekley Homes	388
Academy	496

INC 500 Companies

ATP Oil & Gas	21
BSI Consulting	64
Analytical Computer Svc	141
Orion Construction	171
CTES	202
DataLogic	216
Jones Business Sys	358
Time Saver Transp.	374
Business Integrators	442
BP Microsystems	475

Employment Breakdowns

By Industry:

Houston, TX PMSA Total		
1 Retail Trade	324,501	16.40%
2 Construction	162,978	8.24%
3 Educational Svcs.	150,946	7.63%
4 Manufac., Durables	145,054	7.33%
5 Fin., Ins. & Real Estate	144,460	7.30%
6 Health Svcs.	137,462	6.95%
7 Other Prof. Svcs.	136,851	6.92%
8 Manufac., Non-Durables	124,025	6.27%
9 Bus. & Repair Svcs.	123,945	6.26%
10 Wholesale Trade	122,217	6.18%
Total Metro Employees	1,979,031	
Top 10 Total Employees	1,572,439	79.45%

By Occupation:

Admin. Support/Clerical	324,628	16.40%
Professional	301,155	15.22%
Exec., Admin. & Managerial	287,014	14.50%
Sales	260,410	13.16%
Precis. Produc./Craft/Repair	227,018	11.47%
Svc., Exclud. Protective & HH	187,589	9.48%
Technicians & Support	89,037	4.50%
Machine Opns., Fab., Assemb., & Inspec.	82,638	4.18%
Handlers, Cleaners, Help., Laborers	74,645	3.77%
Transportation & Moving	74,569	3.77%

NOTE:

Largest Local Banks (Assets \$000,000)

Chase Bk of Texas NA	\$23,468
Wells Fargo Bk (Texas) NA	\$6,879
Southwest Bk of Texas NA	\$2,191
Sterling Bk	\$1,315
Prime Bank	\$1,189
MetroBank NA	\$601
Woodforest Natl Bk	\$536
Riverway Bank	\$477
Citizens Natl Bk of Texas	\$395

Colleges and Universities (# of Students)

Houston CC System	31,810
U. of Houston	23,123
N. Harris Montgomery CC District	16,857
San Jacinto College: Central	9,000
U. of Houston: Downtown	8,393
U. of Houston: Clear Lake	6,717
Texas Southern U. (and more)	6,315
Total Students (FT & PT)	143,739

Military Bases (# of personnel)

Unemployment

Dec 82:	7.90%	Jul 91:	6.00%
Sep 83:	9.00%	Jul 92:	7.10%
Sep 84:	6.10%	Jul 93:	7.50%
Aug 85:	7.60%	Jul 94:	6.90%
Aug 86:	10.60%	Jul 95:	6.00%
Aug 87:	8.80%	Jul 96:	5.70%
Aug 88:	6.20%	Aug 98:	4.30%
Jul 89:	6.50%	Dec 99:	4.10%
Jul 90:	5.50%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

GSD & M
Rives, Smith
Fogarty, Klein
Western Int.

Viable Stations

KBME (1/2)	KKBQ-F	KMJQ-F	KSEV (1/2)
KBXX-F	KKRW-F	KODA-F	KTBZ-F
KHMX-F	KLAT (1/2)	KOVE-F	KTJM-FF
KIKK-F	KLDE-F	KPRC	KTRH
KILT	KLOL-F	KQQK-F	KXTJ-F (1/2)
KILT-F	KLTN-F	KRBE-F	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KPRC-TV	Houston	2	NBC	Post-Newsweek	
KUHT	Houston	8	PBS	U. of Houston	
KHOU-TV	Houston	11	CBS	Belo	
KTRK-TV	Houston	13	ABC	ABC	
KETH	Houston	14	PBS	KITU, Beaumont	
KTXH	Houston	20	UPN	Paramount	
KRIV	Houston	26	FOX	Fox	
KHWB	Houston	39	WB	Tribune	
KXLN-TV	Rosenberg	45	UNI	Univision	
KTMD	Galveston	48	TEL	Telemundo	
KPXB	Conroe	49	PAX	Paxson	
KNWS-TV	Katy	51	IND		
KTBU	Conroe	55	IND		
KVVV	Baytown	57	IND	Pappas	
KZJL	Houston	61	IND	Shop At Home	
KHSH	Alvin	67	IND	USA	

Major Daily Newspapers

	AM	PM	Sun	Owner
Chronicle	550,763		752,190	Hearst Newspapers

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$504,000,000	39%	0.0106
Radio	\$292,000,000	23%	0.0061
Newspaper	\$430,000,000	33%	0.0091
Outdoor	\$41,000,000	3%	0.0009
Cable TV	\$21,000,000	2%	0.0004
Media Total	\$1,288,000,000		0.0271

NOTE: Use Newspaper and Outdoor estimates with caution.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KODA FM	SAC	\$25,800,000	8.8
2 KTRH AM	N	\$20,800,000	7.1
3 KILT FM	C	\$20,700,000	7.1
4 KRBE FM	CHR	\$20,600,000	7.1
5 KHMX FM	AC/CHR	\$19,700,000	6.7
6 KMJQ FM	B/AC	\$19,000,000	6.5
7 KBXX FM	B/CHR	\$18,400,000	6.3
8 KLDE FM	O	\$17,200,000	5.9
9 KKBQ FM	C	\$16,800,000	5.8
10 KKRW FM	CL AOR	\$16,500,000	5.7
11 KLOL FM	AOR	\$14,800,000	5.1
12 KLTN FM	SP	\$14,600,000	5.0
13 KTBZ FM	AOR/NR	\$12,100,000	4.1
14 KPRC AM	T	\$9,000,000	3.1
15 KQQK FM	SP	\$8,500,000	2.9
16 KIKK AF	C	\$6,400,000	2.2
17 KOVE FF	SP	\$5,200,000	1.8
18 KXTJ FM	SP	\$4,400,000	1.5
19 KLAT AM	SP	\$4,300,000	1.5

Market's Best

Best Restaurants: Tony's, Ruth Chris, Houston's, DeVille, Old San Fran Steak.

Best Hotels: Ritz Carlton, Four Seasons, Doubletree, Westin.

Best Golf Courses: Champions GC, Lochinvar, Woodlands-TPC, Kingwood, Sweetwater, Bear Creek (Masters).

NOTE:

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	72.5	\$209,805,000	13.9
National	25.5	\$73,804,000	12.3
Network	1.5	\$4,414,000	63.1

NOTE: Non spot revenue was \$1.1 million dollars and 0.4%.

Highest Billing Radio Entities
(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel Communications: KODA FM, KTRH AM, KHMV FM, KKRW FM, KLOL FM, KTBZ FM, KPRC AM, KBME AM	\$120,200,000	41.2
2 Radio One: KMJQ FM, KBXX FM	\$37,400,000	12.8
3 Cox Radio: KLDE FM, KKQB FM, KKTL FM	\$34,000,000	11.6
4 CBS/Infinity: KILT FM, KIKK AF, KILT AM	\$30,500,000	10.4
5 Hispanic Broadcasting Corp.: KLTN FM, KOVE FF, KLAT AM, KRTX AF, KLTO FM	\$25,900,000	8.9
6 Susquehanna Radio Corp.: KRBE FM	\$20,600,000	7.1
7 El Dorado: KQOK FM, KXTJ FM, KTJM FM, KSEV AM, KJOJ AF, KQUE AM	\$17,800,000	6.1
8 Radio Unica: KXYZ AM	\$2,900,000	1

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1994				
1994	KBXX-F	From Cook Inlet	to Clear Channel	\$21,000,000
1994	KQOK-F (Galveston)		Sold to El Dorado	\$10,250,000
1994	KSEV, KPRC	80%	Sold to Clear Channel	\$26,800,000
1994	KKZR-F (Conroe)	From Ragan Henry	to Salem	\$17,000,000
1994	KENR	From Susquehanna	to Salem	\$5,000,000
1994	KYOK, KMJQ-F	From Noble	to Clear Channel	\$38,500,000
1994	KHYS-F (Beaumont)	Sold by Clear Channel		\$15,000,000
1995	KMPQ (Rosenberg)		Sold to Tichenor	\$2,500,000
1995	KLTN-F	Re-sold by Gulfstar	to Tichenor	\$3,650,000
1995	KTZ-F	From Shamrock	to Chancellor	\$24,000,000
1995	KKRW-F	From CBS	to Westinghouse	\$29,000,000
1995	KNUZ, KQUE-F		Sold to SFX	\$39,500,000
1996	KEYH		Sold to El Dorado	\$1,200,000
1996	KTZ-F	From Chancellor	to Secret	\$27,000,000
1996	KRTX-F (Galveston)		Sold to Tichenor	\$900,000
1996	KJOJ-F	From Ragan Henry	to Clear Ch.	NA
1996	KTZ-F	Traded by Chancellor	to Secret	NA
1996	KTZ-F	Traded by Secret	to Entercom to Nationwide	NA
1996	KKRW-F	Traded by Westinghouse	to SFX	KRLD in Dallas
1996	KXYZ	From Infinity	to Westinghouse	\$10,000,000
1996	KLAT, KMPQ, KLTN-F, KLTO-F, KLTP-F, KRTX-F		From Tichenor	to Heftel
1996	KLVL (Pasadena)		Sold to El Dorado	\$1,000,000
1996	KJOJ (Conroe)		Sold to Clear Channel	\$1,000,000
1996	KLDE-F	Traded From Entercom	to Bonneville	KC & Seattle stns
1997	Evergreen stations		merged into Chancellor	
1997	KHBQ-AF	From Gannett	to Chancellor	\$110,000,000
1997	KLTO-F		Sold to Heftel	\$3,080,000
1997	KLVL			\$1,250,000
1997	KLDE-F	Traded by Bonneville	to Chancellor	
1997	KKPN-F	From SFX	to Hicks/Chancellor	\$47,000,000
1997	KKRW-F	From SFX	to Hicks/Chancellor	\$58,000,000
1997	KODA-F	From SFX	to Hicks/Chancellor	\$138,000,000
1997	KQUE	From SFX	to Hicks/Chancellor	\$4,000,000
1997	KHMV-F	From Nationwide	to Jacor	\$80,000,000
1997	KTZ-F	From Nationwide	to Jacor	\$40,000,000
1998	KODA-F/KKRW-F/KQUE	From Capstar	to Chancellor	\$637,500,000
1998	KKPN-F	From SFX/Capstar	to Heftel	\$54,000,000
1998	KODA-F	From SFX/Capstar	to Chancellor	90,250,000 + WAPE/WFYV (Jacksonville)
1998	KTEK	From Children's	to Salem	\$2,700,000
1998	KENR	From Salem	to ABC/Disney (CANCELED)	\$10,600,000
1998	KKTL-F		Sold to Jacor	\$14,700,000
1998	KTZ-F/KKTL-F/KHMV-F	From Jacor	to Clear Channel	
1998	KKOS-F	From Equicom	to Roy Henderson	KZTR-F
9-Feb-99	KYOK AM		ABC, Inc.	\$6,000,000
15-Apr-99	KRTX FM	Heftel	Z-Spanish	Trade for KLNZ FM, Phoenix
15-Sep-99	KGOL AM	Douglas	Z-Spanish	With KZMP (Dallas-Fort Worth); price NA
5-Jan-00	KTJM FM	Faith Broadcasting	Clear Channel	Repurchase: \$5,000,000 + assumption of debt
6-Mar-00	KJOJ AM	Clear Channel	El Dorado	AMFM/CCU divestiture.
6-Mar-00	KQUE AM	Clear Channel	El Dorado	AMFM/CCU divestiture.
6-Mar-00	KSEV AM	Clear Channel	El Dorado	AMFM/CCU divestiture.
6-Mar-00	KKQB FM	AMFM	Cox Radio	AMFM/CCU divestiture. \$380,000,000
6-Mar-00	KKTL FM	Clear Channel	Cox Radio	Facility only. AMFM/CCU divest \$380,000,000
6-Mar-00	KLDE FM	AMFM	Cox Radio	AMFM/CCU divest \$380,000,000
6-Mar-00	KTZ FM	Clear Channel	Cox Radio	KLDE calls and format will move to 107.5. AMFM/CCU divest \$380,000,000
6-Mar-00	KJOJ FM	Clear Channel	El Dorado	AMFM/CCU divestiture. Group transaction.
6-Mar-00	KTJM FM	Clear Channel	El Dorado	AMFM/CCU divestiture. Group transaction.
13-Mar-00	KBXX FM	Clear Channel	Radio One	AMFM/CCU divestiture. Group transaction.
13-Mar-00	KMJQ FM	Clear Channel	Radio One	AMFM/CCU divestiture. Group transaction.

WEATHER DATA

Elevation:		96	
Annual Precipitation:		47.1 in.	
Annual Snowfall:		0.2 in.	
Average Windspeed:		7.6	
	(SSE)		
		TOTAL YEAR	
Avg. Max. Temp:	JAN 62.6	JUL 93.8	79.8
Avg. Min. Temp:	41.5	72.8	58.0
Average Temp:	52.1	83.3	68.9

Huntington, WV

1999 ARB Rank: 144	1999 Revenue: \$9,600,000	Manager's Market Ranking (current): 2.2
1999 MSA Rank: 156	Rev per Share Point: \$125,000 76.8	Manager's Market Ranking (future) : 2.3
1999 DMA Rank: 59 (w/Charleston)	Population per Station: 15,582 17	
1999 Rev Rank: 156 of 173	1999 Revenue Change: 5.2	Five-year revenue gain % (94-99): 39.1

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	6.9	7.5	8.2	8.5	9.1	9.6					
Yearly Growth Rate (94-99): 5.5% assigned											
Projected Revenue Estimates:							10.20	10.70	11.10	11.80	12.50
Revenue per Capita:	21.84	23.58	25.94	27.07	29.07	30.07					
Yearly Growth Rate (94-99): 5.5% assigned											
Projected Revenue per Capita:							31.72	33.46	35.31	37.25	39.30
Resulting Revenue Estimate:							9.9	10.44	10.98	11.55	12.18
Revenue as % of Retail Sales:	0.0028	0.0028	0.0029	0.0029	0.0030	0.0030					
Mean % (94-99) 0.00300%											
Resulting Revenue Estimate:							9.9	10.2	10.5	10.8	11.1
MEAN REVENUE ESTIMATE:							10.0	10.4	10.9	11.4	11.9

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.316	0.318	0.316	0.314	0.314	0.313	0.313	0.312	0.311	0.310	0.310
Retail Sales (billions):	2.50	2.70	2.80	2.90	3.00	3.20	3.30	3.40	3.50	3.60	3.70

Below-the-Line Listening Shares:

Unlisted Station Listening:	7.5
Total Lost Listening:	15.7
Available Share Points:	23.2
Number of Viable Stations:	76.8
Average Share Points per Viable Station:	9
Rev. per Available Share Point:	8.5
Estimated Rev. for Mean Station:	\$125,000
Average HH Income:	\$1,063,000
Average Age:	\$26,697
Average Education:	38
Average Home Value:	11.2
Population Change (1998-2003):	\$58,900
Retail Sales Change (1998-2003):	-1.2
Cable Penetration:	22.5
Number of Class B or C FMs:	

Confidence Levels

1999 Revenue Estimates:	Below Normal
2000-to-2004 Revenue Estimates:	Below Normal

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 97.2	<\$20: 39.1	12-to-24 21.1	Non High School Grad: 33.4
Black: 2.3	\$20-\$49.9: 36.7	25-to-54 49.9	High School Grad: 35.1
Amer. Indian: 0.1	\$50-\$99.9: 20.3	55-plus 29.0	College 1-3 years: 19.1
Asian/Pac.Isl.: 0.4	\$100+: 3.9		College 4+ years: 12.4
Hispanic: * 0.6			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
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INC 500 Companies

Employment Breakdowns

By Industry:

Huntington-Ashland, WV-KY-OH MSA Total

1 Retail Trade	23,770	19.58%
2 Manufac., Durables	13,881	11.43%
3 Educational Svcs.	12,236	10.08%
4 Health Svcs.	11,701	9.64%
5 Manufac., Non-Durables	9,108	7.50%
6 Construction	7,843	6.46%
7 Transportation	7,321	6.03%
8 Other Prof. Svcs.	5,644	4.65%
9 Fin., Ins. & Real Estate	4,932	4.06%
10 Wholesale Trade	4,515	3.72%
Total Metro Employees	121,411	
Top 10 Total Employees	100,951	83.15%

By Occupation:

Admin. Support/Clerical	16,913	13.93%
Professional	16,659	13.72%
Precis. Produc./Craft/Repair	16,337	13.46%
Sales	14,853	12.23%
Svc., Exclud. Protective & HH	14,246	11.73%
Exec., Admin. & Managerial	10,684	8.80%
Machine Oprs., Fab., Assemb., & Inspec.	8,739	7.20%
Transportation & Moving	7,708	6.35%
Handlers, Cleaners, Help., Laborers	7,148	5.89%
Technicians & Support	4,212	3.47%

NOTE:

Largest Local Banks (Assets \$000,000)

Bk One West Virginia NA	\$1,846
Ohio Valley Bk Co	\$451
One Valley Bk of Huntington	\$203
The Commercial Bank of Grayson	\$132
Kentucky-Farmers Bank	\$118
First Sentry Bank, Inc.	\$87
Ohio River Bank	\$45
Heritage Bank of Ashland, Inc.	\$20
Guaranty Bank & Trust Company	\$8

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Colleges and Universities (# of Students)

Marshall U.	13,573
Ohio U.: S. Campus at Ironton	3,188
Shawnee State U.	3,094
Ashland CC	1,682
Kentucky Christian Coll.	561
Huntington Junior C of Business	450
Southeastern Business Coll.	94
Total Students (FT & PT)	22,642

Military Bases (# of personnel)

Unemployment

Viable Stations

WAMX-F	WKEE	WTCR-F
WBVB-F	WKEE-F	
WDGG-F	WLGC-F	
WEMM-F	WRVC-F	

Highest Billing Radio Entities (includes duopolies and combos)

Combined Revenue **Revenue Share**

1 Clear Channel Communications: WTCR AF, WKEE FM, WAMX FM, WBVB FM, WKEE AM, WFXN FM, WIRO AM, WZZW AM	\$7,420,000	77.3
2 Fifth Avenue Broadcasting Co., Inc.: WDGG FM, WRVC AF, WCMI AM	\$1,150,000	12
3 Mortenson Broadcasting Co.: WEMM FM	\$450,000	4.7
4 Hometown Broadcasting: WLGC AF	\$325,000	3.4

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
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See Charleston. WV

Major Daily Newspapers

	AM	PM	Sun	Owner
Herald-Dispatch	38,305		44,007	Gannett Co. Inc.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WTCR AF	C	\$3,100,000	32.3
2 WKEE FM	CHR	\$2,900,000	30.2
3 WDGG FM	C	\$710,000	7.4
4 WAMX FM	AOR	\$570,000	5.9
5 WEMM FM	REL	\$450,000	4.7
6 WRVC FM	O	\$440,000	4.6
7 WBVB FM	O	\$380,000	4.0
8 WLGC FM	C	\$325,000	3.4
9 WKEE AM	ST	\$250,000	2.6
10 WFXN FM	AOR/CL	\$220,000	2.3

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$27,000,000	40%	0.0084
Radio	\$9,600,000	14%	0.0030
Newspaper	\$27,700,000	41%	0.0087
Outdoor	\$2,900,000	4%	0.0009
Cable TV	NA		
Media Total	\$67,200,000		0.0210

NOTE: Use Newspaper and Outdoor estimates with caution. Miscellaneous Comments: * Split DMA with Charleston. This TV figure represents Huntington's share. Total TV revenue for the DMA is estimated at \$57,000,000.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1995	WHRD (1470)		Sold to WFXN-F owner	\$85,000
1995	WCMI A/F (Ashland)		Sold to WRVC owner	\$750,000
1995	WIRO (Ironton)		Sold to Adventure	\$300,000
1995	WMLV-F (Ironton)			\$200,000
1996	WKEE-AF, WHRD, WBVB-F, WMLV-F, WZZW, WFXN-F	From Commodore	to Capstar	\$12,000,000
1996	WKEE-AF, WHRD, WBVB-F, WMLV-F, WZZW, WFXN-F			
1998	WCMI, WRVC-F		Sold to Fifth Avenue	NA

Market's Best

NO WEATHER DATA AVAILABLE

NOTE:

Huntsville

1999 ARB Rank: 109	1999 Revenue: \$16,200,000	Manager's Market Ranking (current): 3.6
1999 MSA Rank: X247 - Decatur, 146 - Huntsville	Rev per Share Point: \$212,598 76.2	Manager's Market Ranking (future) : 3.9
1999 DMA Rank: 85 (w/Decatur & Florence)	Population per Station: 22,406 17	
1999 Rev Rank: 111 of 173	1999 Revenue Change: 7.4	Five-year revenue gain % (94-99): 38.8

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	11.7	12.3	13.2	14.1	15.0	16.2					
Yearly Growth Rate (94-99): 6.5%											
Projected Revenue Estimates:							17.90	18.60	19.30	20.80	22.20
Revenue per Capita:	27.59	28.41	30.14	32.11	34.00	36.48					
Yearly Growth Rate (94-99): 5.2% assigned											
Projected Revenue per Capita:							38.38	40.38	42.48	44.68	47.01
Resulting Revenue Estimate:							17.2	18.29	19.37	20.51	21.76
Revenue as % of Retail Sales:	0.0032	0.0031	0.0032	0.0034	0.0034	0.0035					
Mean % (94-99) 0.00345%											
Resulting Revenue Estimate:							16.6	16.9	17.6	17.9	18.6
MEAN REVENUE ESTIMATE:							17.2	17.9	18.8	19.7	20.9

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.424	0.428	0.438	0.439	0.441	0.444	0.449	0.453	0.456	0.459	0.463
Retail Sales (billions):	3.70	4.00	4.10	4.40	4.40	4.60	4.80	4.90	5.10	5.20	5.40

Below-the-Line Listening Shares:	9.7
Unlisted Station Listening:	14.1
Total Lost Listening:	23.8
Available Share Points:	76.2
Number of Viable Stations:	9.5
Average Share Points per Viable Station:	8
Rev. per Available Share Point:	\$212,598
Estimated Rev. for Mean Station:	\$1,701,000
Average HH Income:	\$39,123
Average Age:	35.1
Average Education:	12.2
Average Home Value:	\$88,500
Population Change (1998-2003):	4
Retail Sales Change (1998-2003):	19
Cable Penetration:	70
Number of Class B or C FMs:	6

Confidence Levels
1999 Revenue Estimates:
2000-to-2004 Revenue Estimates:

Comments: Estimates include Morgan county.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 77.5	<\$20: 24.8	12-to-24 21.0	Non High School Grad: 22.5
Black: 20.2	\$20-\$49.9: 37.7	25-to-54 55.9	High School Grad: 24.4
Amer. Indian: 0.5	\$50-\$99.9: 29.5	55-plus 23.1	College 1-3 years: 25.4
Asian/Pac. Isl.: 1.9	\$100+: 8.0		College 4+ years: 27.7
Hispanic: * 1.8			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%.
 Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Military	SCI Systems 245	SCI Systems, Inc.	
Aerospace			
Farm Implements			
Textiles			
Electronic Equipment			

INC 500 Companies

AI Signal Research	46
SOS Temporary Services	79
Quality Research	447
Soldering Technology	468

Employment Breakdowns

By Industry:

Huntsville, AL MSA Total

1 Manufac., Durables	33,934	19.74%
2 Retail Trade	24,824	14.44%
3 Pub. Admin.	17,557	10.21%
4 Construction	13,603	7.91%
5 Educational Svcs.	13,098	7.62%
6 Other Prof. Svcs.	13,089	7.61%
7 Health Svcs.	10,581	6.16%
8 Bus. & Repair Svcs.	9,246	5.38%
9 Manufac., Non-Durables	7,424	4.32%
10 Fin., Ins. & Real Estate	6,199	3.61%
Total Metro Employees	171,900	
Top 10 Total Employees	149,555	87.00%

By Occupation:

Professional	35,897	20.88%
Admin. Support/Clerical	23,940	13.93%
Exec., Admin. & Managerial	23,576	13.71%
Precis. Produc./Craft/Repair	19,093	11.11%
Sales	18,626	10.84%
Svc., Exclud. Protective & HH	14,283	8.31%
Machine Oprs., Fab., Assemb., & Inspec.	10,881	6.33%
Technicians & Support	9,151	5.32%
Handlers, Cleaners, Help., Laborers	5,282	3.07%
Transportation & Moving	4,824	2.81%

NOTE:

Largest Local Banks (Assets \$000,000)

First American Bank	\$280
First Coml Bk	\$216
Heritage Bank	\$176
North Alabama Bank	\$55
EvaBank	\$40
Bankers Trust of Madison	\$39
Reliance Bank	\$14

Colleges and Universities (# of Students)

Calhoun CC	6,102
U. of Alabama in Huntsville	5,524
Mollow State CC	2,847
Athens State U.	2,739
Oakwood Coll.	1,805
J. F. Drake State Technical Coll.	608
Total Students (FT & PT)	19,625

Military Bases (# of personnel)

Redstone Arsenal	2,140
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Unemployment

Jun 79:	8.90%	Jul 90:	4.70%
Dec 82:	12.20%	Jul 91:	5.10%
Sep 83:	13.10%	Jul 92:	6.40%
Sep 84:	8.30%	Jul 93:	7.00%
Aug 85:	6.00%	Jul 94:	6.30%
Aug 86:	8.10%	Jul 95:	6.00%
Aug 87:	4.60%	Jul 96:	4.90%
Aug 88:	5.10%	Aug 98:	2.80%
Jul 89:	5.40%		

RADIO BUSINESS INFORMATION
Heavy Agency Radio Users

Viable Stations

WAHR-F	WPZM-F (1/2)	WWXQ-FF
WDRM-F	WRSA-F	WYAM-F (1/2)
WEUP-AF	WTAK-F	WZYP-F
WLOR (1/2)	WVNN	

Highest Billing Radio Entities (includes duopolies and combos)

Entity	Combined Revenue	Revenue Share
1 Clear Channel Communications: WDRM FM, WTAK FM, WXQW FF, WBHP AM, WHOS AM	\$7,825,000	48.3
2 Athens Broadcasting: WZYP FM, WVNN AM, WPZM FM, WUMP AM	\$3,320,000	20.5
3 STG Media: WAHR FM	\$2,300,000	14.2
4 NCA, Inc.: WRSA FM	\$1,100,000	6.8
5 Broadcast One, Inc.: WEUP AF	\$690,000	4.3

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WHNT-TV	Huntsville	19	CBS	NY Times	
WHIQ	Huntsville	25	PBS	ALETV	
WAAY-TV	Huntsville	31	ABC	Grapevine	
WAFF	Huntsville	48	NBC	Raycom	
WZDX	Huntsville	54	FOX		

Major Daily Newspapers

Times	AM	PM	Sun	Owner
		60,243	79,915	Newhouse

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$42,500,000	43%	0.0092
Radio	\$16,200,000	16%	0.0035
Newspaper	\$34,500,000	35%	0.0075
Outdoor	\$3,900,000	4%	0.0008
Cable TV	\$2,400,000	2%	0.0005
Media Total	\$99,500,000		0.0215

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1990				
1993	WHVK-F (Tulahoma)		Sold to Athens	\$2,500,000
1993	WYAM-F		Sold to owners of WTAK	\$1,500,000
1995	WBBI (Madison)		Sold to Athens	\$215,000
1995	WDJL (1000)			\$300,000
1996	WDJL			\$110,000
1996	WBHP, WHOS, WDRM-F		Sold to Osborn/Capstar	\$23,000,000
1997	WTAK-F/WWXQ-F/WXQW-F		Sold to Capstar	\$5,450,000
1-Apr-99	WAHR FM	Arnold Hombuckle	STG Media, LLC	\$11,200,000
22-Oct-99	WDJL AM	5th Avenue Broadcasting	STG Media, LLC	\$150,000
10-Dec-99	WAJF AM	WAJF, Inc.	Priority Communications	\$75,000
20-Jan-00	WNDA FM	Frederic Wells	STG Media, LLC	Price NA
22-Mar-00	WLOR AM	VDM Broadcasting	STG Media	\$425,000

Market's Best

Best Golf Courses: Goose Pond, Turtle Point.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WDRM FM	C	\$5,600,000	34.6
2 WZYP FM	CHR	\$2,600,000	16.0
3 WAHR FM	AC	\$2,300,000	14.2
4 WTAK FM	AOR	\$1,800,000	11.1
5 WRSA FM	SAC	\$1,100,000	6.8
6 WVNN AM	T	\$720,000	4.4
7 WEUP AF	B	\$690,000	4.3
8 WXQW FF	O	\$425,000	2.6

WQLT-F and WPZM-F are significant in the TSA but have marginal influence in Huntsville. Between them, they bill about \$2 million, but perhaps only \$600,000 or \$700,000 is directly related to Huntsville.

NO WEATHER DATA AVAILABLE

NOTE:

Indianapolis

1999 ARB Rank: 38	1999 Revenue: \$85,100,000	Manager's Market Ranking (current): 3.9
1999 MSA Rank: 37	Rev per Share Point: \$957,255 88.9	Manager's Market Ranking (future) : 4
1999 DMA Rank: 26	Population per Station: 48,175 24	
1999 Rev Rank: 29 of 173	1999 Revenue Change: 8.6	Five-year revenue gain % (94-99): 52.2

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	55.9	62.3	65.6	70.8	77.8	85.1					
Yearly Growth Rate (94-99): 6.6%	assigned										
Projected Revenue Estimates:							93.20	96.50	103.80	110.00	117.10
Revenue per Capita:	38.02	41.89	43.73	46.89	51.18	55.26					
Yearly Growth Rate (94-99): 5.2%	assigned										
Projected Revenue per Capita:							58.13	61.15	64.33	67.68	71.20
Resulting Revenue Estimate:							90.1	95.40	101.65	107.61	113.92
Revenue as % of Retail Sales:	0.0039	0.0041	0.0042	0.0043	0.0045	0.0046					
Mean % (94-99) 0.00460%											
Resulting Revenue Estimate:							92.9	96.1	98.0	99.8	106.7
MEAN REVENUE ESTIMATE:							92.1	96.0	101.1	105.8	112.6

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	1.470	1.490	1.500	1.510	1.530	1.540	1.550	1.560	1.580	1.590	1.600
Retail Sales (billions):	14.40	15.20	15.70	16.40	17.30	18.50	20.20	20.90	21.30	21.70	23.20

Below-the-Line Listening Shares:	0.5
Unlisted Station Listening:	10.6
Total Lost Listening:	11.1
Available Share Points:	88.9
Number of Viable Stations:	14
Average Share Points per Viable Station:	6.4
Rev. per Available Share Point:	\$957,255
Estimated Rev. for Mean Station:	\$6,126,000
Average HH Income:	\$45,619
Average Age:	35.5
Average Education:	12.5
Average Home Value:	\$91,400
Population Change (1998-2003):	3.9
Retail Sales Change (1998-2003):	19.7
Cable Penetration:	65
Number of Class B or C FMs:	10

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan and all but WYJZ-F cooperate. Managers predict 6 to 7% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 85.0	<\$20: 19.8	12-to-24: 20.5	Non High School Grad: 20.9
Black: 13.7	\$20-\$49.9: 35.5	25-to-54: 55.7	High School Grad: 33.8
Amer. Indian: 0.2	\$50-\$99.9: 32.6	55-plus: 23.8	College 1-3 years: 24.0
Asian/Pac.Isl.: 1.1	\$100+: 12.1		College 4+ years: 21.3
Hispanic: * 1.3			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Automotive	Eli Lilly 160	Conseco, Inc.	Huber Hunt & Nichols 197
Distribution	Conseco 212	Bindley Western Indus.	LDI 390
Electrical Equipment	Bindley Western 217	Eli Lilly & Co.	National Wine & Spirits 434
Government	Anthem Insurance 278	Guidant Corporation	
Pharmaceuticals			
Electronics			
Aircraft Engines and Parts			

INC 500 Companies

ProTrans International	212
T2 Systems	245
Pac-Van Leasing & Sales	247
Joseph Graves Associates	449

Employment Breakdowns

By Industry:

Indianapolis, IN MSA Total

1 Retail Trade	134,984	17.33%
2 Manufac., Durables	100,690	12.92%
3 Health Svcs.	69,653	8.94%
4 Fin., Ins. & Real Estate	64,669	8.30%
5 Educational Svcs.	51,499	6.61%
6 Other Prof. Svcs.	49,740	6.38%
7 Manufac., Non-Durables	45,737	5.87%
8 Construction	45,273	5.81%
9 Wholesale Trade	39,509	5.07%
10 Bus. & Repair Svcs.	37,727	4.84%

By Occupation:

Admin. Support/Clerical	135,747	17.42%
Professional	107,164	13.76%
Exec., Admin. & Managerial	101,880	13.08%
Sales	101,001	12.96%
Precis. Produc./Craft/Repair	87,658	11.25%
Svc., Exclud. Protective & HH	80,572	10.34%
Machine Oprs., Fab., Assemb., & Inspec.	52,009	6.68%
Transportation & Moving	30,422	3.91%
Handlers, Cleaners, Help., Laborers	29,516	3.79%
Technicians & Support	28,781	3.69%

Total Metro Employees	779,038
Top 10 Total Employees	639,481 82.09%

NOTE:

Largest Local Banks (Assets \$000,000)

Natl City Bk of Indiana	\$12,973
Bk One Indiana NA	\$7,584
NBD Bk NA	\$7,459
Fifth Third Bk of Ctr Indiana	\$1,273
Peoples Bk & Tr Co	\$647
Salin Bank & Trust Company	\$593
Lincoln Federal Savings Bank	\$404
Natl Bk of Indianapolis	\$370
Greenfield Banking Company	\$206

Colleges and Universities (# of Students)

Indiana U. Bloomington	34,566
Indiana U.-Purdue U. Indianapolis	27,429
Butler U.	4,106
U. of Indianapolis	3,657
Ivy Tech State College: Central IN	3,630
Anderson U.	2,219
(and more)	
Total Students (FT & PT)	79,002

Military Bases (# of personnel)

Unemployment

Dec 82:	9.80%	Jul 91:	5.00%
Sep 83:	8.20%	Jul 92:	4.80%
Sep 84:	5.70%	Jul 93:	3.00%
Aug 85:	5.50%	Jul 94:	4.40%
Aug 86:	4.80%	Jul 95:	4.20%
Aug 87:	4.80%	Jul 96:	3.50%
Aug 88:	4.40%	Aug 98:	2.10%
Jul 89:	3.20%	Dec 99:	2.30%
Jul 90:	4.70%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users
 MZD
 Pearson Group
 Perkins-Nicols
 McCann-Erickson

Viable Stations

WBKS-F (1/2)	WGLD-F	WMYS	WTLC-AF
WENS-F	WGRL-F (1/2)	WNAP-F	WTPI-F
WFBQ-F	WFFF-F	WNDE (1/2)	WYJZ (1/2)
WFMS-F	WIBC	WRZX-F	WZPL-F

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Emmis Broadcasting: WIBC AM, WENS FM, WTLC FM, WNAP FM, WTLC AM	\$24,390,000	28.7
2 Clear Channel Communications: WFBQ FM, WRZX FM, WNDE AM	\$22,840,000	26.8
3 Susquehanna Radio Corp.: WFMS FM, WGLD FM, WGRL FM	\$20,530,000	24.1
4 MyStar Communications: WZPL FM, WTPI FM, WMYS AM	\$10,815,000	12.7
5 Radio One: WFFF FM, WBKS FM, WYJZ FM	\$4,925,000	5.8

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WRTV	Indianapolis	6	ABC	McGraw-Hill	
WISH-TV	Indianapolis	8	CBS	LIN	
WTHR	Indianapolis	13	NBC	Wolfe	
WFYI	Indianapolis	20	PBS		
WNDY-TV	Marion	23	UPN	Paramount	
WTIU	Bloomington	30	PBS	U. of IN	
WHMB-TV	Indianapolis	40	IND	LeSea	
WXIN-TV	Indianapolis	59	FOX	Tribune	
WIPX	Bloomington	63	PAX		
WTBU	Indianapolis	69		Butler U.	

Major Daily Newspapers

	AM	PM	Sun	Owner
Star; News	230,223	35,602	391,496	Central Newspapers Inc.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$189,000,000	41%	0.0102
Radio	\$85,100,000	18%	0.0046
Newspaper	\$161,000,000	35%	0.0087
Outdoor	\$16,000,000	3%	0.0009
Cable TV	\$10,000,000	2%	0.0005
Media Total	\$461,100,000		0.0249

NOTE: Use Newspaper and Outdoor estimates with caution.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WFBQ FM	AOR/T	\$16,450,000	19.3
2 WFMS FM	C	\$13,240,000	15.6
3 WIBC AM	FS/T	\$8,500,000	10.0
4 WENS FM	AC	\$7,300,000	8.6
5 WGLD FM	O	\$5,640,000	6.6
6 WZPL FM	CHR/AC	\$5,450,000	6.4
7 WRZX FM	AOR/NR	\$5,230,000	6.1
8 WTLC FM	B	\$5,000,000	5.9
9 WTPI FM	SAC	\$4,675,000	5.5
10 WFFF FM	CHR/B	\$3,900,000	4.6
11 WNAP FM	CL AOR	\$3,260,000	3.8
12 WGRL FM	C	\$1,650,000	1.9
13 WNDE AM	SPRTS	\$1,160,000	1.4
14 WMYS AM	ST	\$690,000	0.8
15 WBKS FM	B/O	\$600,000	0.7
16 WYJZ FM	J	\$425,000	0.5
17 WTLC AM	B/O/G	\$330,000	0.4

NOTE: WTTS-F in Bloomington takes about \$700,000 out of the market.

Market's Best

Best Restaurants: Peter's, Glass Chimney, Something Different, Arturo's, Ruth's Chris.

Best Hotels: Canterbury, Radisson, Westin, Hyatt, Omni.

Best Golf Courses: Crooked Stick, CC of Indianapolis, GC of Indiana, Wolf Run, Otter Creek (Columbus), Broadmoor.

NOTE:

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	77.5	\$64,364,000	7.6
National	21.6	\$17,927,000	13.9
Network	0.9	\$777,000	42.3

WEATHER DATA

Elevation:	792
Annual Precipitation:	40.0 in.
Annual Snowfall:	21.3 in.
Average Windspeed:	9.7 (SW)

	JAN	JUL	TOTAL YEAR
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

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1990				
1990	WTUX/WTLC-F	From Panache	to Bdcstg Prtns (nciled)	\$13,100,000
1991	WNDE/WFBQ-F	From Great American	to Broadcast Alchemy	\$33,000,000
1993	WCKN, WRZX-F	From MLWIN	to Broadcast Alchemy	\$7,000,000
1993	WAJC-F	From Butler Univ.	to Susquehanna	\$7,200,000
1994	WZPL-F	From Booth	to WTPI-F owner	\$10,800,000
1994	WMYS	From Secret	to WTPI, WZPL owner	\$575,000
1994	WIBC, WKLR-F	From Sconnix	to Emmis	\$26,000,000
1995	WGGR-F (Greenwood)		Sold to WHHH-F owner	\$2,150,000
1996	WXTZ-F (Noblesville)		Sold to Panache	\$4,000,000 Canceled
1996	WFBQ-F	From Secret	to SFX	\$88,000,000
1996	WRZX-F	From Secret	to SFX	\$20,000,000
1996	WNDE	From Secret	to SFX	\$2,000,000
1997	WIRE-F (100.9: Lebanon)		Sold to WHHH/WGGR owner	\$1,200,000
1997	WGLD-F		Sold to Susquehanna	\$4,300,000
1997	WTLC-AF	From Panache	to Emmis	\$15,000,000
1997	WPZZ-F (95.9: Franklin)	Sold by Willis		\$1,500,000
1997	WFBQ-F	From SFX	to Hicks/Chancellor	\$118,000,000
1997	WNDE	From SFX	to Hicks/Chancellor	\$3,000,000
1997	WRZX-F	From SFX	to Hicks/Chancellor	\$30,000,000
24-Sep-99	WOOO AM	ARS Broadcasting	RSE Broadcasting	\$250,000
13-Mar-00	WBKS FM	Shirk/IBL	Radio One	Portfolio: \$40,000,000; cash & stock
13-Mar-00	WHHH FM	Shirk/IBL	Radio One	Portfolio: \$40,000,000; cash & stock
13-Mar-00	WYJZ FM	Shirk/IBL	Radio One	Portfolio: \$40,000,000; cash & stock

1999 ARB Rank: 118	1999 Revenue: \$17,600,000	Manager's Market Ranking (current): 2.8
1999 MSA Rank: 119	Rev per Share Point: \$222,503 79.1	Manager's Market Ranking (future) : 2.6
1999 DMA Rank: 86	Population per Station: 15,491 23	
1999 Rev Rank: 105 of 173	1999 Revenue Change: 5.1	Five-year revenue gain % (94-99): 33.3

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04					
Duncan Revenue Est:	13.2	14.2	15.2	17.0	16.7	17.6										
Yearly Growth Rate (94-99): 5.9%	assigned															
Projected Revenue Estimates:							18.90	19.80	21.20	22.30	23.40					
Revenue per Capita:	31.88	33.97	35.76	39.53	38.48	40.18										
Yearly Growth Rate (94-99): 5.1%	assigned															
Projected Revenue per Capita:							42.23	44.38	46.65	49.03	51.53					
Resulting Revenue Estimate:							18.7	19.84	21.04	22.31	23.70					
Revenue as % of Retail Sales:	0.0036	0.0035	0.0037	0.0040	0.0036	0.0036										
Mean % (94-99) 0.00360%																
Resulting Revenue Estimate:							19.1	19.4	20.2	21.2	22.7					
							MEAN REVENUE ESTIMATE:					18.9	19.7	20.8	21.9	23.3

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.414	0.418	0.425	0.430	0.435	0.438	0.443	0.447	0.451	0.455	0.460
Retail Sales (billions):	3.70	4.10	4.10	4.30	4.50	4.90	5.30	5.40	5.60	5.90	6.30

Below-the-Line Listening Shares:

Unlisted Station Listening:	20.9
Total Lost Listening:	20.9
Available Share Points:	79.1
Number of Viable Stations:	13.5
Average Share Points per Viable Station:	5.9
Rev. per Available Share Point:	\$222,503
Estimated Rev. for Mean Station:	\$1,313,000
Average HH Income:	\$39,010
Average Age:	33.5
Average Education:	12.5
Average Home Value:	\$87,200
Population Change (1998-2003):	4.6
Retail Sales Change (1998-2003):	30
Cable Penetration:	58
Number of Class B or C FMs:	12

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. WYOY-F, WJJK-F, WMGO, WFMN-F and a few others do not cooperate

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 55.8	<\$20: 26.6	12-to-24 23.2	Non High School Grad: 24.7
Black: 43.5	\$20-\$49.9: 33.8	25-to-54 53.6	High School Grad: 22.0
Amer. Indian: 0.1	\$50-\$99.9: 28.9	55-plus 23.2	College 1-3 years: 27.3
Asian/Pac. Isl.: 0.6	\$100+: 10.7		College 4+ years: 25.9
Hispanic: * 0.7			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Government	MCI Worldcom 80	MCI WorldCom, Inc.	Jitney Jungle Stores of America 65
Furniture		Trustmark Corporation	
Aircraft Parts			
Food Products			

INC 500 Companies

Employment Breakdowns

By Industry:

Jackson, MS MSA Total

1 Retail Trade	32,588	16.14%
2 Health Svcs.	21,715	10.76%
3 Educational Svcs.	19,782	9.80%
4 Fin., Ins. & Real Estate	17,743	8.79%
5 Other Prof. Svcs.	15,210	7.53%
6 Manufac., Durables	14,260	7.06%
7 Pub. Admin.	12,584	6.23%
8 Construction	11,157	5.53%
9 Manufac., Non-Durables	10,272	5.09%
10 Wholesale Trade	10,219	5.06%
Total Metro Employees	201,899	
Top 10 Total Employees	165,530	81.99%

By Occupation:

Admin. Support/Clerical	35,823	17.74%
Professional	31,817	15.76%
Sales	27,525	13.63%
Exec., Admin. & Managerial	26,211	12.98%
Precis. Produc./Craft/Repair	19,652	9.73%
Svc., Exclud. Protective & HH	19,383	9.60%
Machine Oprs., Fab., Assemb., & Inspec.	10,648	5.27%
Technicians & Support	8,410	4.17%
Transportation & Moving	7,529	3.73%
Handlers, Cleaners, Help., Laborers	6,901	3.42%

NOTE:

Largest Local Banks (Assets \$000,000)

Trustmark Natl Bk	\$6,520
OmniBank	\$87
Consumer National Bank	\$21
First American Bank	\$20

Colleges and Universities (# of Students)

Jackson State U.	6,292
Mississippi Coll.	3,436
U. of Mississippi Medical Center	1,861
Belhaven Coll.	1,377
Millsaps Coll.	1,355
Magnolia Bible Coll.	47
Total Students (FT & PT)	14,368

Military Bases (# of personnel)

Jul 79:	3.80%	Jul 90:	5.50%
Dec 82:	7.40%	Jul 91:	7.00%
Sep 83:	8.10%	Jul 92:	6.80%
Sep 84:	7.00%	Jul 93:	5.10%
Aug 85:	7.20%	Jul 94:	4.90%
Aug 86:	8.60%	Jul 95:	3.80%
Aug 87:	6.90%	Jul 96:	3.80%
Aug 88:	5.40%	Aug 98:	3.70%
Jul 89:	5.70%		

Unemployment

Jul 79:	3.80%	Jul 90:	5.50%
Dec 82:	7.40%	Jul 91:	7.00%
Sep 83:	8.10%	Jul 92:	6.80%
Sep 84:	7.00%	Jul 93:	5.10%
Aug 85:	7.20%	Jul 94:	4.90%
Aug 86:	8.60%	Jul 95:	3.80%
Aug 87:	6.90%	Jul 96:	3.80%
Aug 88:	5.40%	Aug 98:	3.70%
Jul 89:	5.70%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations

WDBT-F	WKTF-F	WQJQ-F	WYOY-F
WJKK-F	WKXI-F	WSTZ-F	WZRFX (1/2)
WJMI-F	WMSI-F	WTYX-F	
WJNT	WOAD	WVIV-F	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WLBT	Jackson	3	NBC	Civic	
WJTV-TV	Jackson	12	CBS	Media General	
WAPT	Jackson	16	ABC	Hearst-Argyle	
WMPN-TV	Jackson	29	PBS	MS ETV	
WDBD	Jackson	40	FOX	Pegasus	
WNTZ	Natchez	48	FOX	White Knight	

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel Communications: WMSI FM, WSTZ FM, WQJQ FM, WDBT FM, WJDX AM, WZRFX AM	\$7,600,000	43.2
2 Inner City Broadcasting Corp: WJMI FM, WKXI AF, WOAD AM, WYJS FM	\$5,400,000	30.7
3 New South Communications Inc.: WYOY FM, WJKK FM, WIIN AM, WUSJ AM	\$1,670,000	9.5
4 Proteus Investments, Inc.: WTYX FM, WVIV FM	\$1,180,000	6.7
5 Buchanan Broadcasting Co., Inc.: WJNT AM	\$680,000	3.9

Major Daily Newspapers

	AM	PM	Sun	Owner
Clarion-Ledger	105,382		125,847	Gannett Co. Inc.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WMSI FM	C	\$4,400,000	25.0
2 WJMI FM	B	\$3,300,000	18.8
3 WSTZ FM	AOR	\$2,300,000	13.1
4 WKXI FM	B/AC	\$1,750,000	9.9
5 WYOY FM	CHR	\$1,200,000	6.8
6 WTYX FM	CL HITS	\$800,000	4.5
7 WJNT AM	N/T	\$680,000	3.9
8 WQJQ FM	B/O	\$500,000	2.8
9 WJKK FM	SAC	\$470,000	2.7
10 WDBT FM	CHR	\$400,000	2.3
11 WVIV FM	ST	\$380,000	2.2
12 WOAD AM	G	\$350,000	2.0

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$41,000,000	39%	0.0084
Radio	\$17,600,000	17%	0.0036
Newspaper	\$39,000,000	37%	0.0080
Outdoor	\$4,200,000	4%	0.0009
Cable TV	\$2,900,000	3%	0.0006
Media Total	\$104,700,000		0.0215

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1994	WOAD	From Holt	to Opus	NA
1994	WLRM, WLIN-F		Sold to New South	\$750,000
1995	WTYX-F	Sold by Holt		\$1,900,000
1996	WZRFX, WSTZ-F	From Lewis	to SFX	\$3,500,000
1996	WJDX-F	From Spur	to SFX	\$3,000,000
1996	WKXI-AF, WOAD, WJMI-F		Sold to Benchmark	\$15,000,000
1996	WOAD	From Benchmark	to Capstar	\$1,000,000
1996	WKXI-AF	From Benchmark	to Capstar	\$4,400,000
1996	WJMI-F	From Benchmark	to Capstar	\$9,600,000
1997	WJDS	From SFX	to Capstar	\$1,900,000
1997	WZRFX	From SFX	to Capstar	\$1,000,000
1997	WSTZ-F	From SFX	to Capstar	\$8,300,000
1997	WKTF-F	From SFX	to Capstar	\$4,900,000
1997	WJDX-F	From SFX	to Capstar	\$6,800,000
1997	WMSI-F	From SFX	to Capstar	\$21,600,000
1997	WOAD, WKXI-AF, WJMI-F	From Capstar	to Clear Channel	\$20,000,000
1997	WJXN-F (92.9: Ulica)		Sold to Flinn	\$800,000
1997	WWDF (720)		Sold to Willis	NA
1998	WVIV-F		Sold to WTYX-F owner	\$850,000
1998	WSLU (930)	From Spur Capital	to Clear Channel	\$325,000
1998	WBKJ-F (Kosciusko)	From Boswell	to Capstar	WJDX-F
1998	WJDX-F	From Capstar	to Boswell	WBKJ-F
1998	WRJH-F (97.7; Brandon)			
14-Jun-99	WONG AM	John Pembroke	Marion Williams	\$50,000
13-Jul-99	WYJS FM	Michael Perry Stephens	Clear Channel	\$3,400,000
18-Jul-99	WKXS FM	Boswell Broadcasting	New South Communications	\$5,000,000
28-Sep-99	WRJH FM	Radio WRJH	Extreme Communicatons	\$1,600,000
9-Mar-00	WKXI AM	Clear Channel	Inner CityAMFM/CCU divestiture. Group transaction: price NA	
9-Mar-00	WOAD AM	Clear Channel	Inner CityAMFM/CCU divestiture. Group transaction: price NA	
9-Mar-00	WJMI FM	Clear Channel	Inner CityAMFM/CCU divestiture. Group transaction: price NA	
9-Mar-00	WKXI FM	Clear Channel	Inner CityAMFM/CCU divestiture. Group transaction: price NA	
9-Mar-00	WYJS FM	Clear Channel	Inner CityAMFM/CCU divestiture. Group transaction: price NA	

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	83.3	\$13,321,000	1.2
National	16.7	\$2,281,000	8.5

NOTE: Trade equals 7.3% of local. In 1998 it was 7%.

Market's Best

Best Hotels: Ramada, Radisson, Buie House.

Best Golf Courses: Annandale, CC of Jackson, Deerfield CC.

WEATHER DATA

Elevation:		310
Annual Precipitation:		51.0 in.
Annual Snowfall:		0.8 in.
Average Windspeed:		7.7
	JAN	JUL
Avg. Max. Temp:	58.4	92.7
Avg. Min. Temp:	35.8	70.6
Average Temp:	47.1	81.7
		TOTAL YEAR
		77.1
		52.8
		65.0

NOTE:

1999 ARB Rank: 51	1999 Revenue: \$50,100,000	Manager's Market Ranking (current): 2.8
1999 MSA Rank: 56	Rev per Share Point: \$598,566 83.7	Manager's Market Ranking (future) : 4
1999 DMA Rank:53 (w/Brunswick)	Population per Station: 36,492 25	
1999 Rev Rank: 44 of 173	1999 Revenue Change: 5.4	Five-year revenue gain % (94-99): 55.1

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	32.3	35.5	36.5	41.8	47.4	50.1					
Yearly Growth Rate (94-99): 6.9% assigned											
Projected Revenue Estimates:							54.60	57.00	60.90	65.10	70.00
Revenue per Capita:	32.89	36.05	35.44	40.19	44.30	45.93					
Yearly Growth Rate (94-99): 6.7% assigned											
Projected Revenue per Capita:							49.00	52.28	55.79	59.52	63.51
Resulting Revenue Estimate:							54.9	59.60	64.71	70.24	76.21
Revenue as % of Retail Sales:	0.0035	0.0039	0.0036	0.0039	0.0042	0.0041					
Mean % (94-99) 0.00415%											
Resulting Revenue Estimate:							55.2	57.7	60.2	63.5	68.1
							MEAN REVENUE ESTIMATE:				
							54.9	58.1	61.9	66.3	71.4

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.980	0.995	1.030	1.040	1.070	1.090	1.120	1.140	1.160	1.180	1.200
Retail Sales (billions):	8.90	9.30	10.10	10.70	11.40	12.30	13.30	13.90	14.50	15.30	16.40

Below-the-Line Listening Shares:	0.6
Unlisted Station Listening:	15.7
Total Lost Listening:	16.3
Available Share Points:	83.7
Number of Viable Stations:	14
Average Share Points per Viable Station:	6
Rev. per Available Share Point:	\$598,566
Estimated Rev. for Mean Station:	\$3,591,000
Average HH Income:	\$40,509
Average Age:	35.3
Average Education:	12.4
Average Home Value:	\$91,700
Population Change (1998-2003):	10.2
Retail Sales Change (1998-2003):	33.3
Cable Penetration:	73
Number of Class B or C FMs:	11

Confidence Levels	
1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan and all viable stations cooperate. Managers predict 5 to 7% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 73.6	<\$20: 22.5	12-to-24 20.8	Non High School Grad: 21.1
Black: 23.3	\$20-\$49.9: 38.2	25-to-54 55.4	High School Grad: 31.0
Amer. Indian: 0.4	\$50-\$99.9: 29.9	55-plus 23.8	College 1-3 years: 28.2
Asian/Pac.Isl.: 2.7	\$100+: 9.4		College 4+ years: 19.8
Hispanic: * 3.7			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Financial	Winn-Dixie Stores 115	Modis Professional Svcs.	
Shipping/Port		Winn-Dixie Stores, Inc.	
Insurance			
Military			
Paper			

INC 500 Companies
World One Technologies 84

Employment Breakdowns

By Industry:

Jacksonville, FL MSA Total

1 Retail Trade	93,191	18.56%
2 Fin., Ins. & Real Estate	55,563	11.06%
3 Health Svcs.	39,157	7.80%
4 Construction	36,418	7.25%
5 Transportation	34,039	6.78%
6 Educational Svcs.	33,936	6.76%
7 Pub. Admin.	31,141	6.20%
8 Other Prof. Svcs.	29,680	5.91%
9 Manufac., Durables	27,941	5.56%
10 Bus. & Repair Svcs.	26,524	5.28%

Total Metro Employees 502,191
Top 10 Total Employees 407,590 81.16%

By Occupation:

Admin. Support/Clerical	94,847	18.89%
Sales	70,530	14.04%
Exec., Admin. & Managerial	69,441	13.83%
Professional	61,418	12.23%
Precis. Produc./Craft/Repair	57,181	11.39%
Svc., Exclud. Protective & HH	50,058	9.97%
Transportation & Moving	21,157	4.21%
Handlers, Cleaners, Help., Laborers	19,628	3.91%
Technicians & Support	19,446	3.87%
Machine Oprs., Fab., Assemb., & Inspec.	19,257	3.83%

NOTE:

Largest Local Banks (Assets \$000,000)

SunTrust Bk North Florida NA	\$1,061
First Guaranty Bank and Trust Co	\$215
Prosperity Bank	\$173
First Coast Community Bank	\$86
First National Bank	\$78
Marine Nat'l Bank of Jacksonville	\$77
Oceanside Bank	\$45
Clay County Bank	\$32
Bank of St. Augustine	\$24

Colleges and Universities (# of Students)

Florida CC at Jacksonville	15,976
U. of North Florida	10,393
Jacksonville U.	2,098
Coastal Georgia CC	1,925
Flagler Coll.	1,669
Jones Coll.	702
Total Students (FT & PT)	32,763

Military Bases (# of personnel)

NAS, Jacksonville	7,266
Naval Station, Mayport	2,981

Unemployment

Jun 79:	6.10%	Jul 90:	5.50%
Dec 82:	8.20%	Jul 91:	7.20%
Sep 83:	6.80%	Jul 92:	7.40%
Sep 84:	5.90%	Jul 93:	6.30%
Aug 85:	5.70%	Jul 94:	5.10%
Aug 86:	5.40%	Jul 95:	4.20%
Aug 87:	5.20%	Jul 96:	4.10%
Aug 88:	5.20%	Aug 98:	3.10%
Jul 89:	5.90%		

RADIO BUSINESS INFORMATION
Heavy Agency Radio Users

Viable Stations

WAPE-F	WFYV-F	WNZS (1/2)	WROO-F
WBWL (1/2)	WJBT-F	WOKV	WSOL-F
WEJZ-F	WKQL-F	WPLA-F	WWRR-F (1/2)
WFSJ-F	WMXQ-F	WQIK-F	WZAZ (1/2)

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Cox Radio: WFYV FM, WAPE FM, WKQL FM, WOKV AM, WMXQ FM, WBWL AM	\$22,590,000	45.1
2 Clear Channel Communications: WQIK FM, WROO FM, WSOL FM, WPLA FM, WJBT FM, WNZS AM, WFSJ FM	\$19,250,000	38.4
3 Renda Broadcasting Corp.: WEJZ FM, WWRR FM	\$5,270,000	10.5
4 In Trust: WJGR AM, WZAZ AM	\$540,000	1.1
5 Concord Media: WZNZ AM, WBGB FM	\$360,000	0.7

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WJXT	Jacksonville	4	CBS	Post-Newsweek	
WJCT	Jacksonville	7	PBS		
WTLV	Jacksonville	12	NBC	Gannett	
WJWB	Jacksonville	17	WB	Media General	
WJXX	Orange Park	25	ABC	Allbritton	
WAWS-TV	Jacksonville	30	FOX	Clear Channel	
WTEV	Jacksonville	47	UPN	MGA	Clear Channel
WPXJ-LP	Jacksonville	54	PAX	Paxson	
WJEB-TV	Jacksonville	59		Commun. ETV	

Major Daily Newspapers

	AM	PM	Sun	Owner
Florida Times-Union	172,511		237,104	Morris Communications Corp.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WFYV FM	AOR	\$7,400,000	14.8
2 WAPE FM	CHR	\$6,900,000	13.8
3 WEJZ FM	SAC	\$4,630,000	9.2
4 WQIK FM	C	\$4,500,000	9.0
5 WROO FM	C	\$4,000,000	8.0
6 WKQL FM	O	\$3,850,000	7.7
7 WSOL FM	B/AC	\$3,750,000	7.5
8 WPLA FM	AOR/NR	\$2,540,000	5.1
9 WOKV AM	N/T	\$2,370,000	4.7
10 WJBT FM	B	\$2,080,000	4.2
11 WMXQ FM	AC	\$2,070,000	4.1
12 WNZS AM	SPRTS	\$1,210,000	2.4
13 WFSJ FM	J	\$1,170,000	2.3
14 WWRR FM	CL HITS	\$640,000	1.3
15 WJGR AM	T	\$290,000	0.6
16 WZAZ AM	G	\$250,000	0.5
17 WZNZ AM	N/T	\$190,000	0.4
18 WBGB FM	CL AOR	\$170,000	0.3

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$104,000,000	38%	0.0085
Radio	\$50,100,000	18%	0.0041
Newspaper	\$99,000,000	36%	0.0080
Outdoor	\$11,000,000	4%	0.0009
Cable TV	\$8,600,000	3%	0.0007
Media Total	\$272,700,000		0.0222

NOTE: Use Newspaper and Outdoor estimates with caution.

NOTE: WOKV figures do not include football revenue of about \$3 million.

Market's Best

Best Hotels: Marriott-Sawgrass, Omni.

Best Golf Courses: Sawgrass CC, TPC - Sawgrass (Stadium), Long Point (Amelia Island).

NOTE:

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	82.8	\$408,010,000	10.6
National	17.2	\$8,473,000	-13.9

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1993				
1993	WCRJ			\$500,000
1993	WPDQ	From Genesis	to Prism	\$400,000
1993	WAPE-F/WFYV-F	From Evergreen	to OmniAmerica	\$19,700,000
1993	WFKS-F (Palatka)	From Heritage Bdcst	to Osborn	\$2,900,000
1994	WCRJ			\$500,000
1994	WVVV-F	From Taylor	to Prism	\$7,000,000
1995	WVOJ	Sold by Timm		\$275,000
1995	WHJX-F (Brunswick, GA)		Sold to Jacor	\$4,500,000
1995	WSVE		Sold to Willis	\$338,000
1995	WZAZ, WJBT-F	Sold by UNC	to Jacor	\$3,750,000
1995	WAPE-F, WFYV-F	From OmniAmerica	to Citicasters (CNCLD)	\$43,000,000
1995	WXTL (Jacksonville Bch)	Sold by Sudbrink		\$665,000
1995	WFKS-F, WWRD-F (Jacksonville/Daytona Bch area)	From Osborn	to Renda	\$6,500,000 (Semi-D)
1996	WPDQ	From Prism	to SFX	\$500,000
1996	WOKV	From Prism	to SFX	\$2,900,000
1996	WIVY-F	From Prism	to SFX	\$8,500,000
1996	WKQL-F	From Prism	to SFX	\$11,300,000
1996	WFSJ-F (St. Augustine)		Sold to Paxson	\$4,900,000
1996	WAPE-F	From OmniAmerica	to Chancellor	\$20,000,000
1996	WFYV-F	From OmniAmerica	to Chancellor	\$23,000,000
1996	WAPE-F, WFYV-F	Traded by Chancellor	to SFX WBAB-F, WBLI-F on Long Island (plus \$11.0 mil.)	
1997	WNZS	From Paxson	to Clear Channel	\$3,400,000
1997	WZNZ	From Paxson	to Clear Channel	\$1,900,000
1997	WFSJ-F	From Paxson	to Clear Channel	\$5,400,000
1997	WPLA-F	From Paxson	to Clear Channel	\$6,900,000
1997	WROO-F	From Paxson	to Clear Channel	\$17,300,000
1997	WTLK-F	From Paxson	to Clear Channel	\$4,700,000
1997	WOBS		Sold to Metropolitan	\$252,000
1997	WAPE-F	From SFX	to Hicks/Chancellor	\$36,000,000
1997	WBWL	From SFX	to Hicks/Chancellor	\$1,000,000
1997	WFYV-F	From SFX	to Hicks/Chancellor	\$36,000,000
1997	WKQL-F	From SFX	to Hicks/Chancellor	\$23,000,000
1997	WOKV	From SFX	to Hicks/Chancellor	\$6,000,000
1998	WACR/WJOR-F		Sold to Mondsphere	\$1,900,000
1998	WAPE-F/WFYV-F (+ \$90,250,000)	From Chancellor	to SFX/Capstar	KODA-F Houston
1998	WZAZ, WSOL-F, WQIK-F, WJGR, WJBT-F		From Jacor	to Clear Channel
30-Apr-99	WZAZ AM	Jacor	TrustPlaced in trust with WBGB FM, WZNZ AM, WJGR AM	
30-Apr-99	WJGR AM	Jacor	TrustPlaced in trust with WBGB FM, WZNZ AM, WZAZ AM	
12-May-99	WBGB FM	Trust	Concord Media with WZNZ AM: \$4,300,000	
12-May-99	WZNZ AM	Trust	Concord Media with WBGB FM: \$4,300,000	
30-Aug-99	WOKV AM	AMFM	Cox Radio plus 12 other stations, for KFI and KOST, LA	
30-Aug-99	WBWL AM	AMFM	Cox Radio plus 12 other stations, for KFI and KOST, LA	
30-Aug-99	WAPE FM	AMFM	Cox Radio plus 12 other stations, for KFI and KOST, LA	
30-Aug-99	WFYV FM	AMFM	Cox Radio plus 12 other stations, for KFI and KOST, LA	
30-Aug-99	WKQL FM	AMFM	Cox Radio plus 12 other stations, for KFI and KOST, LA	
30-Aug-99	WMXQ FM	AMFM	Cox Radio plus 12 other stations, for KFI and KOST, LA	

NO WEATHER DATA AVAILABLE

Johnson City-Kingsport-Bristol

1999 ARB Rank: 96	1999 Revenue: \$15,700,000	Manager's Market Ranking (current): 3.1
1999 MSA Rank: 109	Rev per Share Point: \$197,982 79.3	Manager's Market Ranking (future) : 3.3
1999 DMA Rank: 98	Population per Station: 17,474 23	
1999 Rev Rank: 116 of 173	1999 Revenue Change: 4.5	Five-year revenue gain % (94-99): 41.4

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	11.1	11.9	12.9	14.0	15.0	15.7					
Yearly Growth Rate (94-99): 5.7%											
Projected Revenue Estimates:							16.90	17.50	18.00	19.30	20.70
Revenue per Capita:	24.56	26.15	28.10	30.36	32.33	33.61					
Yearly Growth Rate (94-99): 5.5%											
Projected Revenue per Capita:							35.46	37.41	39.47	41.64	43.93
Resulting Revenue Estimate:							16.6	17.62	18.67	19.82	21.04
Revenue as % of Retail Sales:	0.0030	0.0030	0.0031	0.0034	0.0035	0.0034					
Mean % (94-99) 0.00345%											
Resulting Revenue Estimate:							16.6	16.9	17.6	18.3	19.3
							MEAN REVENUE ESTIMATE:				
							16.7	17.3	18.1	19.1	20.4

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.452	0.455	0.459	0.461	0.465	0.467	0.469	0.471	0.473	0.476	0.479
Retail Sales (billions):	3.70	4.00	4.10	4.10	4.30	4.60	4.80	4.90	5.10	5.30	5.60

Below-the-Line Listening Shares: 5.3	Confidence Levels
Unlisted Station Listening: 15.4	1999 Revenue Estimates: Normal
Total Lost Listening: 20.7	2000-to-2004 Revenue Estimates: Normal
Available Share Points: 79.3	
Number of Viable Stations: 8.5	Comments: Managers predict 4 to 5% revenue gain in 2000.
Average Share Points per Viable Station: 9.3	
Rev. per Available Share Point: \$197,982	

Average HH Income: \$1,841,000	Socio-Economic Breakdowns			
Average Age: 39.4	<i>Ethnic</i>	<i>Income (\$000)</i>	<i>Age</i>	<i>Education</i>
Average Education: 10.9	White: 97.0	<\$20: 33.7	12-to-24 19.7	Non High School Grad: 36.5
Average Home Value: \$67,800	Black: 2.4	\$20-\$49.9: 38.8	25-to-54 51.4	High School Grad: 30.5
Population Change (1998-2003): 2.4	Amer. Indian: 0.2	\$50-\$99.9: 22.4	55-plus 28.9	College 1-3 years: 19.0
Retail Sales Change (1998-2003): 22.4	Asian/Pac. Isl.: 0.4	\$100+: 5.0		College 4+ years: 14.0
Cable Penetration: NA	Hispanic: * 0.7			
Number of Class B or C FMs: 4				

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Tobacco	Eastman Chemical 345	Eastman Chemical Company	K-VA-T Food Stores 298
Chemicals			
Textiles			
Electrical Equipment Munitions			

INC 500 Companies

Employment Breakdowns

By Industry:

Johnson City-Kingsport-Bristol, TN-VA MSA Total

1 Retail Trade	37,714	17.81%
2 Manufac., Non-Durables	33,396	15.77%
3 Manufac., Durables	27,222	12.85%
4 Health Svcs.	19,063	9.00%
5 Educational Svcs.	15,669	7.40%
6 Construction	14,169	6.69%
7 Wholesale Trade	9,380	4.43%
8 Other Prof. Svcs.	8,665	4.09%
9 Fin., Ins. & Real Estate	7,652	3.61%
10 Bus. & Repair Svcs.	7,280	3.44%
Total Metro Employees	211,773	
Top 10 Total Employees	180,210	85.10%

By Occupation:

Precis. Produc./Craft/Repair	28,860	13.63%
Admin. Support/Clerical	28,183	13.31%
Machine Oprs., Fab., Assemb., & Inspec.	26,728	12.62%
Professional	25,398	11.99%
Sales	24,364	11.50%
Svc., Exclud. Protective & HH	22,970	10.85%
Exec., Admin. & Managerial	18,242	8.61%
Handiers, Cleaners, Help., Laborers	10,398	4.91%
Transportation & Moving	10,388	4.91%
Technicians & Support	8,154	3.85%

NOTE:

Largest Local Banks (Assets \$000,000)

First Virginia Bk Mtn Emplr	\$387
Citizens Bk	\$352
Highlands Union Bank	\$317
Tri-City Bk & Tr Co	\$294
Bank of Tennessee	\$261
Carter Cnty Bk of Elizabethton, TN	\$165
First Cmty Bank of East TN	\$102
The Citizens Bank of East TN	\$100
People's Community Bank	\$93

Colleges and Universities (# of Students)

East Tennessee State U.	11,435
Northeast State Technical CC	3,250
Virginia Highlands CC	2,343
Carson-Newman Coll.	2,301
Tusculum Coll.	1,544
Virginia Intermont Coll.	778
King Coll.	549
Total Students (FT & PT)	22,200

Military Bases (# of personnel)

Unemployment

Jun 79:	6.00%	Jul 90:	4.30%
Dec 82:	N/A	Jul 91:	5.80%
Sep 83:	N/A	Jul 92:	5.80%
Sep 84:	8.30%	Jul 93:	5.70%
Aug 85:	7.50%	Jul 94:	4.90%
Aug 86:	6.70%	Jul 95:	5.40%
Aug 87:	7.00%	Jul 96:	5.20%
Aug 88:	5.50%	Aug 98:	4.10%
Jul 89:	4.60%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Davis, Newman
(Knoxville)
Tombra (Knoxville)

Viable Stations

WAEZ-F	WKPT-AAA (1/2)	WXBQ-F
WGOC	WQUT-F	
WJCW	WRZK-F	
WKOS-F	WTFM-F	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WSNK-TV	Sneedville	2	PBS	E. TN PTV	
WCYB-TV	Bristol	5	NBC		
WJHL-TV	Johnson City	11	CBS	Media General	
WKPT-TV	Kingsport	19	ABC	Holston Valley	
WAPK-LP	Kingsport	30	UPN	Holston Valley	
WEMT	Greenville	39	FOX	Sinclair	
WOPI-LP	Bristol	56	IND	Holston Valley	

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Bristol Broadcasting Co.: WXBQ AF, WAEZ FM, WEZG FM	\$6,090,000	38.8
2 Citadel Communications Corp.: WQUT FM, WJCW AM, WKOS FM, WGOC AM, WKIN AM	\$4,715,000	30.0
3 Holston Valley Broadcasting Corp.: WTFM FM, WMEV FM, WOPI AM, WKPT AM, WKTP AM	\$2,400,000	15.3
4 Murray Communications: WRZK FM	\$490,000	3.1

Major Daily Newspapers

	AM	PM	Sun	Owner
Kingsport Times-News	44,933		49,054	Sandusky-Norwalk Newspapers
Bristol Herald-Courier/Bristol VA TN	41,902 (a)		44,294	Worrell Newspapers
Johnson City Press	30,757		34,675	Carl A Jones Newspapers
Kingsport Daily News	2,308			Daily News of Kingsport, Inc.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WXBQ FM	C	\$5,300,000	33.8
2 WQUT FM	AOR/CL	\$3,000,000	19.1
3 WTFM FM	AC	\$2,400,000	15.3
4 WAEZ FM	CHR	\$790,000	5.0
5 WJCW AM	T	\$760,000	4.8
6 WKOS FM	O	\$530,000	3.4
7 WRZK FM	AOR	\$490,000	3.1
8 WGOC AM	C/O	\$425,000	2.7

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$36,300,000	39%	0.0079
Radio	\$15,700,000	17%	0.0034
Newspaper	\$34,000,000	37%	0.0074
Outdoor	\$3,900,000	4%	0.0008
Cable TV	\$3,000,000	3%	0.0007
Media Total	\$92,900,000		0.0202

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1990				
1992	WKIN, WKOS-F	From Bahakel	to Bloomington	\$500,000
1993	WITM		Sold to Home News	NA
1995	WOPI (1490)		Sold to Home News	\$140,000
1996	WAEZ-F		Sold to Bristol	\$3,000,000
1998	WJCW/WQUT-F/WKIN/WKOS-F		From Bloomington	to Mgmt. Group NA
1998	WMEV-AF		Sold to Holston Valley	\$1,650,000
18-Mar-99	WHHQ AM	Elizabethton Bcstg.	St. Thomas More Broadcasting Association	\$65,000
3-Aug-99	WMCH AM	Wallace Broadcasting	Trent Broadcasting, LLC	\$130,000
26-Sep-99	WABN AM, WABN FM	Legend Radio Group	Bristol	Price NA
18-Oct-99	WEZG FM	Govan & Cagle	Bristol	\$300,000
4-Nov-99	WEYE FM	WOTH, Inc.	Trent Broadcasting, LLC	\$403,000
23-Jan-00	WGOC AM	J. T. Parker	Bloomington	\$850,000. Assigned to Citadel
23-Jan-00	WJCW AM	Bloomington	Citadel	Group purchase: \$176,000,000
23-Jan-00	WKIN AM	Bloomington	Citadel	Group purchase: \$176,000,000
23-Jan-00	WGOC AM	Bloomington	Citadel	Group purchase: \$176,000,000
23-Jan-00	WKOS FM	Bloomington	Citadel	Group purchase: \$176,000,000
23-Jan-00	WQUT FM	Bloomington	Citadel	Group purchase: \$176,000,000

Market's Best

Best Restaurants: Peerless Steak House, Skoby's.

Best Hotels: Sheraton, Garden Plaza.

Best Golf Courses: Graysburg CC, Ridgfields CC.

NO WEATHER DATA AVAILABLE
See Knoxville for an approximation

NOTE:

1999 ARB Rank: 170	1999 Revenue: \$7,000,000	Manager's Market Ranking (current): 2.5
1999 MSA Rank: 182	Rev per Share Point: \$116,473 60.1	Manager's Market Ranking (future) : 2.8
1999 DMA Rank: 96 (w/Altoona)	Population per Station: 16,717 12	
1999 Rev Rank: 170 of 173	1999 Revenue Change: 5.7	Five-year revenue gain % (94-99): 29.6

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	5.4	5.7	6.0	6.4	6.6	7.0					
Yearly Growth Rate (94-99): 5.7% assigned											
Projected Revenue Estimates:							7.50	7.70	7.90	8.40	9.20
Revenue per Capita:	22.59	23.85	25.21	27.00	27.85	29.66					
Yearly Growth Rate (94-99): 5.3% assigned											
Projected Revenue per Capita:							31.23	32.89	34.63	36.46	38.40
Resulting Revenue Estimate:							7.3	7.66	8.00	8.39	8.79
Revenue as % of Retail Sales:	0.0032	0.0031	0.0030	0.0030	0.0031	0.0032					
Mean % (94-99) 0.00315%											
Resulting Revenue Estimate:							7.2	7.6	7.9	8.5	8.8
							MEAN REVENUE ESTIMATE:				
							7.3	7.6	7.9	8.4	8.9

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.239	0.239	0.238	0.237	0.237	0.236	0.235	0.233	0.231	0.230	0.229
Retail Sales (billions):	1.69	1.82	2.00	2.10	2.10	2.20	2.30	2.40	2.50	2.70	2.80

Below-the-Line Listening Shares:	23.6
Unlisted Station Listening:	16.3
Total Lost Listening:	39.9
Available Share Points:	60.1
Number of Viable Stations:	6.5
Average Share Points per Viable Station:	9.2
Rev. per Available Share Point:	\$116,473
Estimated Rev. for Mean Station:	\$1,072,000
Average HH Income:	\$27,567
Average Age:	39.7
Average Education:	11.3
Average Home Value:	\$51,600
Population Change (1998-2003):	-2.8
Retail Sales Change (1998-2003):	25.6
Cable Penetration:	82
Number of Class B or C FMs:	3

Confidence Levels

1999 Revenue Estimates: Much below normal
 2000-to-2004 Revenue Estimates: Much below normal

Comments: Managers predict 0 to 2% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	97.2	<\$20: 35.3	12-to-24 19.1
Black:	2.4	\$20-\$49.9: 44.2	25-to-54 46.5
Amer. Indian:	0.1	\$50-\$99.9: 17.7	55-plus 34.4
Asian/Pac.Isl.:	0.3	\$100+: 2.8	Non High School Grad: 29.5
Hispanic: *	0.8		High School Grad: 46.7
			College 1-3 years: 13.6
			College 4+ years: 10.2

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%.
 Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

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

INC 500 Companies

Employment Breakdowns

By Industry:

Johnstown, PA MSA Total

1 Retail Trade	16,320	17.84%
2 Health Svcs.	11,099	12.13%
3 Manufac., Durables	10,042	10.98%
4 Educational Svcs.	6,561	7.17%
5 Construction	6,017	6.58%
6 Manufac., Non-Durables	5,528	6.04%
7 Other Prof. Svcs.	5,007	5.47%
8 Fin., Ins. & Real Estate	4,788	5.23%
9 Transportation	4,724	5.16%
10 Mining	3,534	3.86%
Total Metro Employees	91,498	
Top 10 Total Employees	73,620	80.46%

By Occupation:

Admin. Support/Clerical	12,808	14.00%
Svc., Exclud. Protective & HH	12,421	13.58%
Precis. Produc./Craft/Repair	12,229	13.37%
Professional	10,845	11.85%
Sales	9,454	10.33%
Machine Oprs., Fab., Assemb., & Inspec.	8,422	9.20%
Exec., Admin. & Managerial	7,326	8.01%
Transportation & Moving	5,801	6.34%
Handlers, Cleaners, Help., Laborers	4,989	5.45%
Technicians & Support	3,257	3.56%

NOTE:

Largest Local Banks (Assets \$000,000)

Laurel Bank	\$1,664
U.S. Bank	\$1,351
Somerset Tr Co	\$241
1st Summit Bank	\$190

Colleges and Universities (# of Students)

U. of Pittsburgh at Johnstown	3,143
St. Francis Coll.	1,834
Cambria-Rowe Business Coll.	195
Total Students (FT & PT)	5,172

Military Bases (# of personnel)

Unemployment

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations

WGLU-F	WQKK-F
WJAC	WSGY-F (1/2)
WKYE-F	WSRA-F
WMTZ-F	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WPSX	Clearfield	3	PBS	PA St. U.	
WJAC-TV	Johnstown	6	NBC	Sunrise	
WWCP-TV	Johnstown	8	FOX		
WTAJ-TV	Altoona	10	CBS	Gateway	
WATM-TV	Altoona	23	ABC		Peak Media

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Forever Broadcasting: WKYE FM, WODZ AM, WSGY FM, WVSC AM, WUZI FM	\$2,280,000	32.6
2 Dame Broadcasting: WGLU FM, WQKK FM	\$1,900,000	27.1
3 Clear Channel Communications: WMTZ FM, WNTJ AM	\$1,900,000	27.1
4 NorLin Broadcasters, Inc.: WSRA FM, WYSN AM	\$725,000	10.4
5 Rodger Wahl: WQZS FM	\$220,000	3.1

Major Daily Newspapers

	AM	PM	Sun	Owner
Tribune-Democrat	44,221		50,296	Community Newspaper Holdings Inc.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WMTZ FM	C	\$1,700,000	24.3
2 WKYE FM	AC	\$1,400,000	20.0
3 WGLU FM	CHR	\$1,100,000	15.7
4 WQKK FM	AOR/CL	\$800,000	11.4
5 WSRA FM	SAC	\$590,000	8.4
6 WODZ AM	O	\$450,000	6.4
7 WSGY FM	C	\$300,000	4.3
8 WQZS FM	O	\$220,000	3.1
9 WNTJ AM	T	\$200,000	2.9
10 WYSN AM	ST	\$135,000	1.9
11 WVSC AM	O	\$130,000	1.9

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$20,000,000	40%	0.0091
Radio	\$7,000,000	14%	0.0032
Newspaper	\$18,500,000	37%	0.0084
Outdoor	\$2,000,000	4%	0.0009
Cable TV	\$2,300,000	5%	0.0010
Media Total	\$49,800,000		0.0226

NOTE: Use Newspaper and Outdoor estimates with caution.

Miscellaneous Comments: * Split DMA between Johnstown and Altoona. TV revenue is estimate of Johnstown's share. Total TV revenue for DMA is estimated at \$32,000,000.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1992				
1993	WJAC, WKYE-F			\$2,750,000
1997	WVSC-AF		Sold to WJAC, WKYE-F	\$1,550,000
1997	WGLU-F	From Telemedia	to Citadel	\$3,000,000
1997	WQKK-F	From Telemedia	to Citadel	\$2,000,000
1997	WJAC, WVSC-AF, WKYE-F		Sold to Forever	
1997	WZGO-AF		Sold to Forever	\$425,000
1997	WGLU-F, WQKK-F	From Citadel	to Talleyrand	\$5,500,000
1998	WFJY	From Forever		\$25,000
1998	WMTZ-F	From Dame	to Clear Channel	\$3,600,000
1998	WNTJ	From Dame	to Clear Channel	\$500,000
14-Jan-99	WGLU FM	Citadel	Marathon	Group: \$26,000,000
14-Jan-99	WQKK FM	Citadel	Marathon	Group: \$26,000,000
31-Jan-00	WGLU FM	Marathon	Dame Broadcasting With Marathon State Col. & Johnstown props.:	\$7,500,000
31-Jan-00	WQKK FM	Marathon	Dame Broadcasting With Marathon State Col. & Johnstown props.:	\$7,500,000

Market's Best

NO WEATHER DATA AVAILABLE

NOTE:

Kalamazoo

1999 ARB Rank: 176	1999 Revenue: \$12,500,000	Manager's Market Ranking (current): 3.7
1999 MSA Rank:x115 (w/Battle Creek)	Rev per Share Point: \$222,816 56.1	Manager's Market Ranking (future) : 4
1999 DMA Rank: 38 (W/Grand Rapids-Battle Creek)	Population per Station: 17,518 11	
1999 Rev Rank: 137 of 173	1999 Revenue Change: 8.8	Five-year revenue gain % (94-99): 38.9

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	9.0	8.6	9.0	9.8	11.4	12.5					
Yearly Growth Rate (94-99): 6.0%	assigned										
Projected Revenue Estimates:							13.70	14.50	15.00	15.80	16.70
Revenue per Capita:	39.30	37.23	38.79	42.24	49.14	53.64					
Yearly Growth Rate (94-99): 4.9%	assigned										
Projected Revenue per Capita:							56.27	59.03	61.92	64.95	68.14
Resulting Revenue Estimate:							13.2	13.87	14.61	15.39	16.22
Revenue as % of Retail Sales:	0.0038	0.0034	0.0036	0.0038	0.0042	0.0045					
Mean % (94-99) 0.00450%	assigned										
Resulting Revenue Estimate:							13.5	14.0	14.4	14.9	15.3
							MEAN REVENUE ESTIMATE:				
							13.5	14.1	14.7	15.3	16.1

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.229	0.231	0.232	0.232	0.232	0.233	0.234	0.235	0.236	0.237	0.238
Retail Sales (billions):	2.40	2.50	2.50	2.60	2.70	2.80	3.00	3.10	3.20	3.30	3.40

Below-the-Line Listening Shares:	22.6
Unlisted Station Listening:	21.3
Total Lost Listening:	43.9
Available Share Points:	56.1
Number of Viable Stations:	9
Average Share Points per Viable Station:	6.2
Rev. per Available Share Point:	\$222,816
Estimated Rev. for Mean Station:	\$1,381,000
Average HH Income:	\$40,166
Average Age:	35.1
Average Education:	12.4
Average Home Value:	\$78,800
Population Change (1998-2003):	2.1
Retail Sales Change (1998-2003):	22.2
Cable Penetration:	62
Number of Class B or C FMs:	4

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan and all major stations cooperate. Managers predict 7 to 9% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 88.0	<\$20: 24.9	12-to-24 25.6	Non High School Grad: 20.2
Black: 9.9	\$20-\$49.9: 36.0	25-to-54 51.9	High School Grad: 31.2
Amer. Indian: 0.6	\$50-\$99.9: 29.6	55-plus 22.5	College 1-3 years: 28.1
Asian/Pac. Isl.: 1.5	\$100+: 9.5		College 4+ years: 20.6
Hispanic: * 2.6			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbltron, the above information is provided through the courtesy of Market Statistics, a division of Clantias.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Pharmaceuticals		Stryker Corporation	
Automotive			
Paper			
Agribusiness			

INC 500 Companies

Employment Breakdowns

By Industry:

Kalamazoo-Battle Creek, MI MSA Total

1 Retail Trade	37,500	17.84%
2 Manufac., Non-Durables	28,536	13.57%
3 Manufac., Durables	24,878	11.83%
4 Educational Svcs.	21,864	10.40%
5 Health Svcs.	20,484	9.74%
6 Other Prof. Svcs.	11,747	5.59%
7 Fin., Ins. & Real Estate	11,163	5.31%
8 Construction	9,280	4.41%
9 Bus. & Repair Svcs.	7,840	3.73%
10 Wholesale Trade	7,273	3.46%

By Occupation:

Admin. Support/Clerical	31,349	14.91%
Professional	29,996	14.27%
Svc., Exclud. Protective & HH	27,020	12.85%
Exec., Admin. & Managerial	24,136	11.48%
Sales	23,494	11.18%
Precis. Produc./Craft/Repair	22,171	10.55%
Machine Oprs., Fab., Assem., & Inspec.	19,342	9.20%
Handlers, Cleaners, Help., Laborers	8,820	4.20%
Technicians & Support	8,056	3.83%
Transportation & Moving	7,672	3.65%

Total Metro Employees	210,216
Top 10 Total Employees	180,565 85.89%

NOTE:

Largest Local Banks (Assets \$000,000)
 Portage Commerce Bank \$108
 Keystone Community Bank \$25

Colleges and Universities (# of Students)
 Western Michigan U. 26,279
 Kalamazoo Valley CC 6,328
 Kalamazoo Coll. 1,357
 Total Students (FT & PT) 33,964

Military Bases (# of personnel)

Unemployment
 Jun 79: 7.60% Jul 90: 5.70%
 Dec 82: 12.70% Jul 91: 5.50%
 Sep 83: 10.30% Jul 92: 5.90%
 Sep 84: 8.60% Jul 93: 4.70%
 Aug 85: 6.90% Jul 94: 5.40%
 Aug 86: 5.70% Jul 95: 5.00%
 Aug 87: 5.50% Jul 96: 4.80%
 Aug 88: 4.40% Aug 98: 2.90%
 Jul 89: 5.20%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Traver-Rohrback
 Biggs-Gilmore

Viable Stations

WBCT-F WNWN (1/2)
 WFAT-F WNWN-F
 WKFR-F WQLR-F
 WKMI WQXC-F (1/2)
 WKZO WRKR-F

Highest Billing Radio Entities (includes duopolies and combos)

Combined Revenue Revenue Share

- Cumulus Media: WRKR FM, WKFR FM, WKMI AM \$5,340,000 42.7
- Fairfield Broadcasting: WQLR FM, WKZO AM, WQSN AA \$3,280,000 26.2
- Midwest Communications, Inc.: WFAT FM, WNWN FM, WNWN AM \$3,260,000 26.1
- Forum Communications, Inc.: WQXC FM, WAKV AM, WZUU FM \$310,000 2.5
- Kuiper Stations: WKPR AM \$220,000 1.8

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WGVK	Kalamazoo	52	PBS	Gnd. Valley St. U.	

Also see Grand Rapids

Major Daily Newspapers

AM	PM	Sun	Owner
Gazette	59,447	75,210	Newhouse

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WRKR FM	AOR	\$2,400,000	19.2
2 WKFR FM	CHR	\$2,300,000	18.4
3 WQLR FM	AC	\$2,100,000	16.8
4 WFAT FM	AC	\$1,900,000	15.2
5 WNWN FM	C	\$1,200,000	9.6
6 WKZO AM	FS	\$980,000	7.8
7 WKMI AM	T	\$640,000	5.1
8 WQXC FM	O	\$310,000	2.5
9 WKPR AM	REL	\$220,000	1.8
10 WQSN AA	SPRTS/T	\$200,000	1.6
11 WNWN AM	B	\$160,000	1.3

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$32,000,000	41%	0.0114
Radio	\$12,500,000	16%	0.0045
Newspaper	\$28,600,000	37%	0.0102
Outdoor	\$2,800,000	4%	0.0010
Cable TV	\$1,800,000	2%	0.0006
Media Total	\$77,700,000		0.0277

NOTE: Use Newspaper and Outdoor estimates with caution.
 Miscellaneous Comments: * DMA split with Grand Rapids, Battle Creek and Muskegon. TV revenue is estimate of Kalamazoo/Battle Creek share. Total TV revenue for the DMA is estimated at \$104,000,000.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1992	WKZO	From Fetzer	to Radio Associates	\$1,600,000
1993	WKMI, WKFR-F, WRKR-F	Station merged		\$8,800,000
1995	WHEZ, WNWN-F, WFAT-F		Sold to Midwest Comm.	\$3,900,000
1995	WKZO		Sold to WQLR-F, WQSN owner	\$900,000
1998	WKMI/WRKR-F		Sold to Cumulus	\$14,000,000

Market's Best

Best Restaurants: Websters, McGuiness Landing.

Best Hotels: Radisson, Holiday Inn -, Stadium.

Best Golf Courses: Point of Woods (Benton Harbor), The Moors, Kalamazoo CC.

WEATHER DATA

Elevation:		773	
Annual Precipitation:		34.3 in.	
Annual Snowfall:		78.4 in.	
Average Windspeed:		10.3 (W)	
		TOTAL	
	JAN	JUL	YEAR
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

NOTE:

Kansas City

1999 ARB Rank: 30	1999 Revenue: \$85,000,000	Manager's Market Ranking (current): 2.8
1999 MSA Rank: 29	Rev per Share Point: \$952,915 89.2	Manager's Market Ranking (future) : 3.5
1999 DMA Rank: 34	Population per Station: 54,915 26	
1999 Rev Rank: 30 of 173	1999 Revenue Change: 7.7	Five-year revenue gain % (94-99): 75.6

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	48.4	57.0	66.4	71.4	78.5	85.0					
Yearly Growth Rate (94-99): 6.7%	assigned										
Projected Revenue Estimates:							93.50	97.90	104.00	110.30	117.60
Revenue per Capita:	29.16	34.13	39.05	41.51	45.11	47.76					
Yearly Growth Rate (94-99): 5.7%	assigned										
Projected Revenue per Capita:							50.48	53.36	56.40	59.61	63.01
Resulting Revenue Estimate:							89.9	96.04	102.65	110.28	118.46
Revenue as % of Retail Sales:	0.0030	0.0033	0.0038	0.0039	0.0040	0.0040					
Mean % (94-99) 0.00400%											
Resulting Revenue Estimate:							93.2	96.8	100.0	103.6	109.2
MEAN REVENUE ESTIMATE:							92.2	96.9	102.2	108.1	115.1

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	1.660	1.670	1.700	1.720	1.740	1.760	1.780	1.800	1.820	1.850	1.880
Retail Sales (billions):	16.20	17.20	17.60	18.30	19.50	21.00	23.30	24.20	25.00	25.90	27.30

Below-the-Line Listening Shares:	0.5
Unlisted Station Listening:	10.3
Total Lost Listening:	10.8
Available Share Points:	89.2
Number of Viable Stations:	16.5
Average Share Points per Viable Station:	5.4
Rev. per Available Share Point:	\$952,915
Estimated Rev. for Mean Station:	\$5,146,000
Average HH Income:	\$45,510
Average Age:	35.8
Average Education:	12.4
Average Home Value:	\$93,200
Population Change (1998-2003):	6.3
Retail Sales Change (1998-2003):	32.8
Cable Penetration:	65
Number of Class B or C FMs:	14

Confidence Levels	
1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan and KCHZ-F is the only viable station which does not cooperate. Managers predict 9 to 10% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	84.5 <\$20: 20.2	12-to-24 19.5	Non High School Grad: 16.5
Black:	13.5 \$20-\$49.9: 35.8	25-to-54 55.9	High School Grad: 31.2
Amer. Indian:	0.5 \$50-\$99.9: 32.3	55-plus 24.6	College 1-3 years: 27.8
Asian/Pac. Isl.:	1.6 \$100+: 11.6		College 4+ years: 24.5
Hispanic: *	3.9		

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Automotive	Sprint 88	Yellow Corporation	Hallmark Cards 29
Airplane Parts	Utilicorp United 132	Sprint FON Group	Black & Veatch 61
Distribution	Farmland Industries 184	Commerce Bancshares, Inc.	Dunn Industries 251
Food Processing	Interstate Bakeries 451	DST Systems, Inc.	DeBruce Grain 299
Agribusiness	Yellow 469	H & R Block, Inc.	American Century Investments 329
Printing		Interstate Bakeries Corp.	Bartlett and Co. 338
Ammunition		Kansas City Southern Ind.	Russell Stover Candies 400
		UMB Financial Corporation	
		Utilicorp United Inc.	

INC 500 Companies

Spencer Reed Group	109
Peripheral Vision InfoSys155	
Best Computer Consult	258
Integral Care Provider	271
AOS	386

Employment Breakdowns

By Industry:
Kansas City, MO-KS MSA Total

1 Retail Trade	144,756	16.33%
2 Health Svcs.	77,655	8.76%
3 Fin., Ins. & Real Estate	76,542	8.63%
4 Manufac., Durables	70,051	7.90%
5 Other Prof. Svcs.	65,128	7.35%
6 Manufac., Non-Durables	63,976	7.22%
7 Educational Svcs.	62,282	7.03%
8 Transportation	55,861	6.30%
9 Wholesale Trade	50,388	5.68%
10 Construction	48,173	5.43%
Total Metro Employees	886,568	
Top 10 Total Employees	714,812	80.63%

By Occupation:

Admin. Support/Clerical	164,984	18.61%
Professional	127,660	14.40%
Exec., Admin. & Managerial	122,507	13.82%
Sales	116,156	13.10%
Svc., Exclud. Protective & HH	88,918	10.03%
Precis. Produc./Craft/Repair	87,824	9.91%
Machine Oprs., Fab., Assemb., & Inspec.	47,608	5.37%
Technicians & Support	34,832	3.93%
Transportation & Moving	33,807	3.81%
Handlers, Cleaners, Help., Laborers	33,484	3.78%

NOTE:

Largest Local Banks (Assets \$000,000)

Commerce Bk NA	\$8,948
Mercantile Bk	\$4,254
UMB Bk NA	\$4,221
Bank Midwest, Nat'l Association	\$2,135
First National Bank of Kansas	\$864
Valley View State Bank	\$505
Hillcrest Bank	\$457
First Natl Bk of Olathe	\$397
Secur Bk of Kansas City	\$381

Colleges and Universities (# of Students)

U. of Missouri: Kansas City	9,984
Johnson County CC	9,185
Kansas City Kansas CC	3,542
Rockhurst U.	2,827
Penn Valley CC	2,729
Maple Woods CC	2,621
DeVry Inst. of Tech.: Kansas City	2,565
(and more)	
Total Students (FT & PT)	39,142

Military Bases (# of personnel)

Fort Leavenworth	5,476
Marine Corps Support Activity	438

Unemployment

Jun 79:	3.90%	Jul 90:	4.50%
Dec 82:	8.20%	Jul 91:	5.60%
Sep 83:	7.50%	Jul 92:	5.20%
Sep 84:	5.30%	Jul 93:	5.20%
Aug 85:	4.80%	Jul 94:	4.60%
Aug 86:	4.50%	Jul 95:	5.00%
Aug 87:	5.70%	Jul 96:	4.20%
Aug 88:	4.90%	Aug 98:	3.70%
Jul 89:	4.40%	Dec 99:	2.50%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Bernstein Rein
Valentine Radford
Barkley Evergreen

Viable Stations

KBEQ-F	KCMO	KMXV-F	KSRC-F
KCFX-F	KCMO-F	KNRX-F	KUDL-F
KCHZ-F (1/2)	KFKF-F	KPRS-F	KXTR-F
KCIY-F	KMBZ	KQRC-F	KYY5-F
WDAF			

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WDAF-TV	Kansas City	4	FOX	Fox	
KCTV	Kansas City	5	CBS	Meredith	
KMBC-TV	Kansas City	9	ABC	Hearst-Argyle	
KCPT	Kansas City	19	PBS		
KCWE	Kansas City	29	UPN		Hearst-Argyle
KMCI	Lawrence, KS	38	IND		Scripps Howard
KSHB-TV	Kansas City	41	NBC	Scripps Howard	
KPXE	Kansas City	50	PAX	Paxson	
KSMO-TV	Kansas City	62	WB	Sinclair	
Major Daily Newspapers			AM	PM	Sun
Star			281,596		400,962
Kansan				11,346	11,346
					Owner
					Knigh Ridder
					Liberty Publishing

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$170,000,000	39%	0.0081
Radio	\$85,000,000	20%	0.0040
Newspaper	\$154,000,000	35%	0.0073
Outdoor	\$17,000,000	4%	0.0008
Cable TV	\$8,000,000	2%	0.0004
Media Total	\$434,000,000		0.0206

NOTE: Use Newspaper and Outdoor estimates with caution.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KCFX FM	CL AOR	\$8,950,000	10.5
2 KMXV FM	CHR	\$8,900,000	10.5
3 KPRS AF	B	\$7,700,000	9.1
4 KFKF FM	C	\$7,600,000	8.9
5 KUDL FM	SAC	\$6,800,000	8.0
6 KYY5 FM	CL AOR	\$6,400,000	7.5
7 KQRC FM	AOR	\$6,100,000	7.2
8 KMBZ AM	N/T	\$5,600,000	6.6
9 KBEQ FM	C	\$5,300,000	6.2
10 KCMO FM	O	\$4,900,000	5.8
11 WDAF AM	C/F5	\$3,100,000	3.6
12 KSRC FM	AC	\$2,850,000	3.4
13 KCIY FM	J	\$2,700,000	3.2
14 KCMO AM	T	\$2,650,000	3.1
15 KNRX FM	B/AC	\$1,400,000	1.6
16 KCHZ FM	CHR	\$1,300,000	1.5
17 WHB AM	C/FARM	\$1,200,000	1.4
18 KXTR FM	CL	\$950,000	1.1
19 KFEZ AM	ST	\$550,000	0.6

NOTE: KCFX-F figures include about \$3.5 million in Chiefs football revenue. The figures for KMBZ do not include about \$1.8 million in Royals baseball revenue.

Market's Best

Best Restaurants: Savoy, Plaza III, Strouds, Bristol, American, Arthur Bryant's (BBQ).

Best Hotels: Westin Crown Center, Ritz Carlton, Hyatt, Raphael.

Best Golf Courses: Kansas City CC, Indian Hills CC, Wolf Creek, Oakwood, Hallbrook Farms, Shadow Glen, Deer Creek.

NOTE:

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	83.2	\$67,718,000	11.1
National	15.7	\$12,787,000	-6.4
Network	1.1	\$839,000	73.0

NOTE: Trade equals 1.9% of local. In 1998 it was also 1.9%.

Highest Billing Radio Entities
(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Entercom: KCFX FM, KUDL FM, KYYS FM, KQRC FM, KMBZ AM, KCMO FM, WDAF AM, KCIY FM, KCMO AM, KXTR FM, KKGM AM	\$48,150,000	56.6
2 CBS/Infinity: KMXV FM, KFKF FM, KBEQ FM, KSRC FM	\$24,650,000	29
3 KPRS Broadcasting Corp.: KPRS AF	\$7,700,000	9.1
4 Allur Communications: KNRX FM, KCHZ FM	\$2,700,000	3.2
5 Union Broadcasting, Inc.: WHB AM, KCTE AM	\$1,200,000	1.4
6 KCBR-AM, LP: KFEZ AM, KPHN AM	\$550,000	0.6

WEATHER DATA

Elevation:	1014
Annual Precipitation:	36.7 in.
Annual Snowfall:	19.7 in.
Average Windspeed:	10.2

	JAN	JUL	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

Year	Calls	From	To	Price (E)
Kansas City				
Major Radio Station Sales Since 1993				
1993	WHB, KUDL-F	From Shamrock	to Apollo	\$5,000,000
1993	KCMO A/F	From Gannett	to Bonneville	\$7,600,000
1995	KBEO A/F	From Noble	to EZ	\$7,650,000
1995	KKCF-F (Liberty)		Sold to Heritage	\$5,000,000
1995	KMXV-F	From Apollo	to Regent	\$6,100,000
1995	KUDL-F	From Apollo	to Regent	\$7,200,000
1995	KFKF-F	From Sconnix	to EZ	\$28,000,000
1996	WDAF	From Citicasters	to Jacor	\$17,500,000
1996	KYYS-F	From Citicasters	to Jacor	\$18,400,000
1996	KISF-F	From Meyer	to SynCom	\$2,420,000
1996	KBEO-AF	From EZ	to Amer. Radio Syst.	\$20,000,000
1996	KFKF-F	From EZ	to Amer. Radio Syst.	\$39,000,000
1996	KMXV-F	From Regent	to Jacor	\$13,000,000
1996	KUDL-F	From Regent	to Jacor	\$17,000,000
1996	KFEZ		Sold to KNHN owner	\$1,300,000
1996	KCAZ, KXTR-F		Sold to Heritage	\$9,700,000
1997	KMBZ, KLTH-F, KCMO-AF	Traded by Bonneville	to Entercom	KLDE-F in Houston
1997	KQRC-F	Trade From Journal Co	to Heritage	WMYU/WWST in Knoxville
1997	KGGN		Sold to Mortenson	NA
1997	Jacor traded its Kansas City stations		to ARS for its Dayton properties.	
1997	KCMO (810) and WHB (710) swapped facilities.			
1997	WDAF, KUDL-F	Traded by ARS	to Entercom	KLOU-F in St. Louis
1997	KCAZ	From Heritage	to Sinclair TV	\$600,000
1997	KCFX-F	From Heritage	to Sinclair TV	\$47,600,000
1997	KCIY-F	From Heritage	to Sinclair TV	\$11,600,000
1997	KQRC-F	From Heritage	to Sinclair TV	\$16,800,000
1997	KXTR-F	From Heritage	to Sinclair TV	\$12,000,000
1998	KCNW	From Children's	to Catholic	
1998	KCTE (1510)			\$925,000
1998	KOWW	From CBS		\$750,000
10-Jan-99	WREN AM	Mortenson	Entercom	\$2,750,000 Price approx.
20-Jan-99	KCHZ FM	Radio 2000	Syncom	\$10,950,000
15-Jun-99	KUPN AM	Sinclair Broadcast	HME Communications	\$550,000
26-Jul-99	KCFX FM	Sinclair Broadcast	Entercom	Group purchase: \$821,500,000
26-Jul-99	KQRC FM	Sinclair Broadcast	Entercom	Group purchase: \$821,500,000
26-Jul-99	KXTR FM	Sinclair Broadcast	Entercom	Group purchase: \$821,500,000
26-Jul-99	KCIY FM	Sinclair Broadcast	Entercom	Group purchase: \$821,500,000
22-Sep-99	WHB AM	Kanza, Inc.	Union Broadcasting, Inc.	\$8,000,000
24-Sep-99	KKLO AM	Chara Communications	New Life Evangelistic Center	\$1,300,000

1999 ARB Rank: 69	1999 Revenue: \$32,700,000	Manager's Market Ranking (current): 3.8
1999 MSA Rank: 81	Rev per Share Point: \$377,163 86.7	Manager's Market Ranking (future) : 4
1999 DMA Rank: 66	Population per Station: 21,838 26	
1999 Rev Rank: 65 of 173	1999 Revenue Change: 12.5	Five-year revenue gain % (94-99): 64.3

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	19.9	22.0	23.0	26.5	28.6	32.7						
Yearly Growth Rate (94-99): 6.7% assigned												
Projected Revenue Estimates:							35.90	37.00	38.30	41.70	45.20	
Revenue per Capita:	30.66	33.90	35.22	40.15	43.13	48.88						
Yearly Growth Rate (94-99): 5.6% assigned												
Projected Revenue per Capita:							51.62	54.51	57.56	60.79	64.19	
Resulting Revenue Estimate:							34.8	37.12	39.37	41.94	44.68	
Revenue as % of Retail Sales:	0.0027	0.0028	0.0027	0.0030	0.0031	0.0033						
Mean % (94-99) 0.00330%												
Resulting Revenue Estimate:							36.0	37.3	38.3	40.3	43.2	
							MEAN REVENUE ESTIMATE:					35.6 37.1 38.7 41.3 44.4

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.636	0.649	0.653	0.660	0.663	0.669	0.674	0.681	0.684	0.690	0.696
Retail Sales (billions):	7.20	7.90	8.50	8.70	9.20	10.00	10.90	11.30	11.60	12.20	13.10

Below-the-Line Listening Shares:	0.4
Unlisted Station Listening:	12.9
Total Lost Listening:	13.3
Available Share Points:	86.7
Number of Viable Stations:	11
Average Share Points per Viable Station:	7.9
Rev. per Available Share Point:	\$377,163
Estimated Rev. for Mean Station:	\$2,980,000
Average HH Income:	\$34,944
Average Age:	37.9
Average Education:	11.2
Average Home Value:	\$82,800
Population Change (1998-2003):	4.1
Retail Sales Change (1998-2003):	32.4
Cable Penetration:	70
Number of Class B or C FMs:	5

Confidence Levels	
1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan and all viable stations except WJBZ-F cooperate. Managers predict 6 to 8% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	92.0 <\$20:	28.9 12-to-24	20.3 Non High School Grad:
Black:	6.5 \$20-\$49.9:	37.7 25-to-54	52.8 High School Grad:
Amer. Indian:	0.3 \$50-\$99.9:	25.4 55-plus	26.9 College 1-3 years:
Asian/Pac. Isl.:	1.2 \$100+:	8.0	College 4+ years:
Hispanic: *	1.0		

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Apparel		Clayton Homes, Inc.	HT Hackney 79
Chemicals			Pilot 136
Coal			Sutherland Lumber 297
Tobacco			Regal Cinemas 336
Iron			Team Health 446
Textiles			

INC 500 Companies

Securities Service Net. 367	Employment Breakdowns			
	By Industry:		By Occupation:	
	Knoxville, TN MSA Total			
	1 Retail Trade	63,261 19.76%	Professional	46,706 14.59%
	2 Manufac., Durables	29,632 9.25%	Admin. Support/Clerical	46,106 14.40%
	3 Health Svcs.	27,444 8.57%	Sales	43,411 13.56%
	4 Educational Svcs.	26,095 8.15%	Precis. Produc./Craft/Repair	38,667 12.08%
	5 Manufac., Non-Durables	26,070 8.14%	Exec., Admin. & Managerial	38,193 11.93%
	6 Construction	23,502 7.34%	Svc., Exclud. Protective & HH	34,605 10.81%
	7 Other Prof. Svcs.	22,321 6.97%	Machine Oprs., Fab., Assemb., & Inspec.	23,126 7.22%
	8 Fin., Ins. & Real Estate	15,742 4.92%	Transportation & Moving	13,592 4.24%
	9 Bus. & Repair Svcs.	14,742 4.60%	Handlers, Cleaners, Help., Laborers	13,011 4.06%
	10 Wholesale Trade	14,476 4.52%	Technicians & Support	12,985 4.06%
	Total Metro Employees	320,206		
	Top 10 Total Employees	263,285 82.22%		

NOTE:

Largest Local Banks (Assets \$000,000)	
SunTrust Bk East TN NA	\$2,148
BankFirst	\$560
Citizens National Bank	\$290
Citizens Bk of Blount Cnty	\$261
Sevier County Bank	\$225
First Vantage Bank-Tennessee	\$189
The Home Bank of Tennessee	\$58
TNBANK of Oak Ridge	\$56
Mountain National Bank	\$27

Colleges and Universities (# of Students)	
U. of Tennessee	25,343
Pellissippi State Technical CC	6,619
Maryville Coll.	944
Johnson Bible Coll.	589
Knoxville Business Coll.	508
Tennessee Inst. of Electronics	141
Total Students (FT & PT)	34,144

Military Bases (# of personnel)	
Camp John-Sevier Training Ctr.	66
Mcghee Tyson APT AGS	66

Unemployment	
Jun 79: 4.40%	Jul 90: 4.30%
Dec 82: 10.10%	Jul 91: 5.60%
Sep 83: 9.30%	Jul 92: 5.70%
Sep 84: 7.70%	Jul 93: 4.70%
Aug 85: 7.40%	Jul 94: 3.60%
Aug 86: 6.80%	Jul 95: 4.10%
Aug 87: 6.00%	Jul 96: 4.00%
Aug 88: 4.90%	Aug 98: 3.50%
Jul 89: 4.70%	

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Davis-Newman
Tombras

Viable Stations			
WIMZ-F	WMYU-F	WQBB (1/2)	WWST-F
WIVK-F	WNFZ-F	WQIX-F (1/2)	
WJBZ-F (1/2)	WNOX-AF	WSMJ-F	
WJXB-F	WOKI-F	WTXM-F (1/2)	

Highest Billing Radio Entities (Includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Citadel Communications: WIVK FM, WNOX AF, WSMJ FM	\$14,250,000	43.6
2 South Central Communications: WJXB FM, WIMZ FM, WTXM FM, WIMZ AM	\$9,880,000	30.2
3 Journal Broadcast Group: WMYU FM, WWST FM, WQIX FM, WQBB AM	\$5,520,000	16.9
4 Oak Ridge FM, Inc.: WOKI FM, WNFZ FM	\$2,400,000	7.3
5 M & H Broadcasting, Inc.: WJBZ FM, WKVL AM	\$320,000	1

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WSJK	Knoxville	2	PBS	WKOP	
WATE-TV	Knoxville	6	ABC	Young	
WVLT-TV	Knoxville	8	CBS	Gray	
WBIR-TV	Knoxville	10	NBC	Gannett	
WKOP-TV	Knoxville	15	PBS	WSJK	
WBXX	Crossville	20	WB	ACME	
WEEE-LP	Knoxville	32	UPN/IND	Tiger Eye	
WTNZ-TV	Knoxville	43	FOX/UPN	Raycom	
WPXK	Jellico	54	PAX	Paxson	

Major Daily Newspapers	AM	PM	Sun	Owner
News-Sentinel	115,248		162,807	E W Scripps Co. (Scripps Howard)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$65,000,000	38%	0.0065
Radio	\$32,700,000	19%	0.0033
Newspaper	\$59,000,000	35%	0.0059
Outdoor	\$7,000,000	4%	0.0007
Cable TV	\$5,500,000	3%	0.0006
Media Total	\$169,200,000		0.0170

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1994	WWZZ-F (Kams)		Sold to Jacor	\$1,800,000
1995	WMYU-F, WWST-F	From Jacor	to Heritage	\$7,100,000
1996	WUTK	From Univ. of TN	to Dick	\$200,000
1996	WXVO-F (98.7, Oliver Spgs)		Sold to Dick	\$1,500,000
1996	WXST-F (Loudon)			\$550,000
1997	WMYU-F, WWST-F	Traded by Heritage	to Journal	KQRC-F in Kansas City
1997	WNOX-F		Sold to Dick	\$400,000
1998	WQBB-AF		Sold to Journal	\$7,000,000
1998	WIOL (850)	From Dick	to WJBZ-F owner	\$236,000
1998	WL0D (1140)/WBLC (1360: Lenoir City)		Sold to WESK-F owner	\$190,000
1998	WGAP-AF (Maryville)		Sold to So. Central	\$3,000,000
1998	WATO (Oak Ridge)		Sold to WESK-F owner	\$289,000
1998	WTNN			\$275,000
27-Apr-99	WGAP AM	South Central	MetroWest Radio, LLC	225,000
4-Aug-99	WJBZ AM	Seymour Communications	Home Radio LLC	\$250,000
1-Feb-00	WSEV AM, WDLY FM	Dollywood Broadcasting	East TN Radio Group	\$1,450,000

Highest Billing Stations				
Calls	Format	Revenue	Pct.	
1 WIVK FM	C	\$10,900,000	33.3	
2 WJXB FM	AC	\$5,200,000	15.9	
3 WIMZ FM	AOR/CL	\$4,300,000	13.1	
4 WNOX AF	N/T	\$2,800,000	8.6	
5 WMYU FM	O	\$2,500,000	7.6	
6 WWST FM	CHR	\$2,500,000	7.6	
7 WOKI FM	CL AOR	\$1,600,000	4.9	
8 WNFZ FM	AOR/NR	\$800,000	2.4	
9 WSMJ FM	J	\$550,000	1.7	
10 WJBZ FM	REL	\$320,000	1.0	
11 WQIX FM	C	\$300,000	0.9	
12 WTXM FM	CHR/AC	\$260,000	0.8	
13 WQBB AM	ST	\$220,000	0.7	
14 WIMZ AM	SPRTS	\$120,000	0.4	

Market's Best

Best Restaurants: Regas, Chop House, Copper Cellar, Calhouns.

Best Hotels: Hyatt, Radisson, Hilton.

Best Golf Courses: Holston Hills CC, Willow Creek, Fox Den.

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	89.0	\$28,519,000	14.5
National	11.0	\$3,521,000	11.0

NOTE: Trade equals 3.8% of local. In 1998 it was 4.3%.

WEATHER DATA

Elevation:	980
Annual Precipitation:	48.0 in.
Annual Snowfall:	12.5 in.
Average Windspeed:	7.3 (NE)

	JAN	JUL	TOTAL YEAR
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:

1999 ARB Rank: 236	1999 Revenue: \$8,000,000	Manager's Market Ranking (current): 3.2
1999 MSA Rank: 219	Rev per Share Point: \$107,239 74.6	Manager's Market Ranking (future) : 3.4
1999 DMA Rank: 192	Population per Station: 10,809 11	
1999 Rev Rank: 164 of 173	1999 Revenue Change: 8.8	Five-year revenue gain % (94-99): 60

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	5.0	5.4	5.7	6.6	7.3	8.0					
Yearly Growth Rate (94-99): 6.1% assigned											
Projected Revenue Estimates:							8.70	9.00	9.40	10.00	10.80
Revenue per Capita:	29.76	31.95	33.14	38.15	41.95	45.72					
Yearly Growth Rate (94-99): 6.0% assigned											
Projected Revenue per Capita:							48.46	51.37	54.45	57.72	61.18
Resulting Revenue Estimate:							8.4	8.99	9.58	10.16	10.83
Revenue as % of Retail Sales:	0.0034	0.0035	0.0036	0.0039	0.0041	0.0041					
Mean % (94-99) 0.00410%											
Resulting Revenue Estimate:							8.6	9.0	9.0	9.4	9.8
							MEAN REVENUE ESTIMATE:				
							8.6	9.0	9.3	9.9	10.5

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.168	0.169	0.172	0.173	0.173	0.174	0.174	0.175	0.176	0.176	0.177
Retail Sales (billions):	1.46	1.55	1.60	1.69	1.79	1.95	2.10	2.20	2.20	2.30	2.40

Below-the-Line Listening Shares:	8.7	Confidence Levels	
Unlisted Station Listening:	16.7	1999 Revenue Estimates:	Below normal
Total Lost Listening:	25.4	2000-to-2004 Revenue Estimates:	Below normal
Available Share Points:	74.6		
Number of Viable Stations:	7		
Average Share Points per Viable Station:	10.7		
Rev. per Available Share Point:	\$107,239		
Estimated Rev. for Mean Station:	\$1,147,000		
Average HH Income:	\$40,882	Socio-Economic Breakdowns	
Average Age:	31.3	Ethnic	Income (\$000)
Average Education:	12.6	White: 93.9	<\$20: 22.9
Average Home Value:	\$92,000	Black: 1.9	\$20-\$49.9: 36.2
Population Change (1998-2003):	2	Amer. Indian: 0.2	\$50-\$99.9: 30.9
Retail Sales Change (1998-2003):	27.8	Asian/Pac.Isl.: 4.0	\$100+: 10.1
Cable Penetration:	75	Hispanic: * 2.3	
Number of Class B or C FMs:	2		

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

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

INC 500 Companies

Schumacher Group of Delaware 176

Employment Breakdowns

By Industry:
Lafayette, IN MSA Total

1 Educational Svcs.	17,998	21.40%
2 Retail Trade	14,686	17.47%
3 Manufac., Durables	11,550	13.74%
4 Health Svcs.	6,352	7.55%
5 Manufac., Non-Durables	5,770	6.86%
6 Construction	4,197	4.99%
7 Fin., Ins. & Real Estate	4,135	4.92%
8 Other Prof. Svcs.	3,938	4.68%
9 Bus. & Repair Svcs.	2,904	3.45%
10 Ag., Forestry & Fisheries	2,521	3.00%
Total Metro Employees	84,084	
Top 10 Total Employees	74,051	88.07%

By Occupation:

Professional	14,569	17.33%
Admin. Support/Clerical	12,033	14.31%
Svc., Exclud. Protective & HH	11,378	13.53%
Precis. Produc./Craft/Repair	8,805	10.47%
Exec., Admin. & Managerial	8,680	10.32%
Sales	8,431	10.03%
Machine Oprs., Fab., Assemb., & Inspec.	6,639	7.90%
Technicians & Support	4,117	4.90%
Handlers, Cleaners, Help., Laborers	3,319	3.95%
Transportation & Moving	2,671	3.18%

NOTE:

Largest Local Banks (Assets \$000,000)

Lafayette Bk & Tr Co	\$609
Lafayette Savings Bank, FSB	\$246
St. Martin Bank & Trust Company	\$131
Teche Bank & Trust Company	\$48

Colleges and Universities (# of Students)

Purdue U.	36,369
Ivy Tech State College: Lafayette	1,881
Total Students (FT & PT)	38,250

Military Bases (# of personnel)

Unemployment

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations

WASK-F	WGLM-F
WAZY	WKHY-F
WAZY-F	WKOA-F
WGBD-F	WLFF-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WLFI-TV	Lafayette	18	CBS	Toledo Blade	

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Schurz Communications, Inc.: WKOA FM, WASK AF	\$3,100,000	38.8
2 Artistic Media Partners: WAZY FM, WGBD FM, WLFF FM, WAZY AM	\$2,900,000	36.3
3 Radio Works: WKHY FM, WNJY FM	\$1,000,000	12.5
4 KVB Broadcasting: WGLM FM	\$950,000	11.9

Major Daily Newspapers

	AM	PM	Sun	Owner
Journal and Courier	37,030		44,164	Gannett Co. Inc.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WKOA FM	C	\$2,000,000	25.0
2 WAZY FM	CHR/AC	\$1,400,000	17.5
3 WASK AF	O	\$1,100,000	13.8
4 WKHY FM	AOR	\$1,000,000	12.5
5 WGLM FM	AC	\$950,000	11.9
6 WGBD FM	AOR/NR	\$800,000	10.0
7 WLFF FM	C	\$400,000	5.0
8 WAZY AM	N/T	\$300,000	3.8

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television			
Radio	\$8,000,000		0.0041
Newspaper			
Outdoor			
Cable TV			

Note: From March '99 on, WAZY-AM totally simulcast WAZY-FM.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1990	WASK A/F	From Duchossois	to Schurz	\$8,300,000
1992	WKHY-F	Sold by Spacecom		\$1,780,000
1994	WIIZ-F		Sold to Schurz	\$860,000
1998	WAZY (1410)		Sold to University	\$275,000
1998	WEZV-F (Brookston)	From Bomar		\$1,800,000
27-Jul-99	WNJY FM	William Deibel	RadioWorks	\$1,000,000

Market's Best

NO WEATHER DATA AVAILABLE

NOTE:

1999 ARB Rank: 100	1999 Revenue: \$15,900,000	Manager's Market Ranking (current): 3.1
1999 MSA Rank: 135	Rev per Share Point: \$190,419 83.5	Manager's Market Ranking (future) : 3.1
1999 DMA Rank: 122	Population per Station: 15,860 25	
1999 Rev Rank: 113 of 173	1999 Revenue Change: 7.6	Five-year revenue gain % (94-99): 78.7

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	8.9	11.9	12.5	13.5	14.7	15.9					
Yearly Growth Rate (94-99): 6.2% assigned											
Projected Revenue Estimates:							17.20	18.00	19.00	21.00	23.50
Revenue per Capita:	24.52	32.42	33.88	36.49	39.30	41.85					
Yearly Growth Rate (94-99): 5.2% assigned											
Projected Revenue per Capita:							44.03	46.32	48.73	51.26	53.93
Resulting Revenue Estimate:							16.9	17.97	19.05	20.20	21.41
Revenue as % of Retail Sales:	0.0030	0.0036	0.0037	0.0039	0.0039	0.0039					
Mean % (94-99) 0.00390%											
Resulting Revenue Estimate:							17.5	18.3	18.7	19.9	21.1
							MEAN REVENUE ESTIMATE:				
							17.2	18.1	18.9	20.4	22.0

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.363	0.367	0.369	0.370	0.374	0.379	0.384	0.388	0.391	0.394	0.397
Retail Sales (billions):	3.00	3.30	3.40	3.50	3.80	4.10	4.50	4.70	4.80	5.10	5.40

Below-the-Line Listening Shares:	8.8	Confidence Levels	
Unlisted Station Listening:	7.7	1999 Revenue Estimates:	Below normal
Total Lost Listening:	16.5	2000-to-2004 Revenue Estimates:	Below normal
Available Share Points:	83.5		
Number of Viable Stations:	11		
Average Share Points per Viable Station:	7.6		
Rev. per Available Share Point:	\$190,419		
Estimated Rev. for Mean Station:	\$1,447,000		
Average HH Income:	\$28,412	<i>Socio-Economic Breakdowns</i>	
Average Age:	32.3	<i>Ethnic</i>	<i>Income (\$000)</i>
Average Education:	10.7	White: 69.2	<\$20: 38.2
Average Home Value:	\$69,900	Black: 29.7	\$20-\$49.9: 34.6
Population Change (1998-2003):	5.3	Amer. Indian: 0.2	\$50-\$99.9: 21.0
Retail Sales Change (1998-2003):	34.5	Asian/Pac. Isl.: 0.9	\$100+: 6.2
Cable Penetration:	73	Hispanic: * 1.5	
Number of Class B or C FMs:	9		

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
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INC 500 Companies

Employment Breakdowns

By Industry:

Lafayette, LA MSA Total

1 Retail Trade	27,719	18.58%
2 Educational Svcs.	14,362	9.63%
3 Mining	13,424	9.00%
4 Health Svcs.	12,168	8.16%
5 Manufac., Non-Durables	9,385	6.29%
6 Construction	9,239	6.19%
7 Other Prof. Svcs.	9,001	6.03%
8 Wholesale Trade	7,782	5.22%
9 Fin., Ins. & Real Estate	7,633	5.12%
10 Bus. & Repair Svcs.	6,466	4.33%
Total Metro Employees	149,193	
Top 10 Total Employees	117,179	78.54%

By Occupation:

Admin. Support/Clerical	20,812	13.95%
Sales	20,612	13.82%
Professional	20,377	13.66%
Precis. Produc./Craft/Repair	19,932	13.36%
Svc., Exclud. Protective & HH	16,161	10.83%
Exec., Admin. & Managerial	14,640	9.81%
Machine Oprs., Fab., Assem., & Inspec.	9,063	6.07%
Transportation & Moving	8,229	5.52%
Handlers, Cleaners, Help., Laborers	6,000	4.02%
Technicians & Support	5,850	3.92%

NOTE:

Largest Local Banks (Assets \$000,000)

IBERIABANK	\$1,360
MidSouth National Bank	\$269
St. Landry Bk & Tr Co	\$220
Gulf Coast Bk	\$139
Farmers-Merchants Bk & Trust Co	\$133
Bk of Abbeville & Trust Company	\$108
Rayne State Bk & Tr Co	\$107
American Bank & Trust Company	\$76
Kaplan State Bank	\$75

Colleges and Universities (# of Students)

U. of Southwestern Louisiana	15,930
Louisiana State U. at Eunice	2,396
Remington College - Education America, Inc.	492
Total Students (FT & PT)	18,818

Military Bases (# of personnel)

Unemployment

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations		
KBON-F (1/2)	KMDL-F	KRXZ-F
KFTE-F	KNEK-F	KSMB-F
KFXZ-F (1/2)	KPEL-AF	KTDY-F
KJCB-AF	KRRQ-F	KXKC-F

Highest Billing Radio Entities (Includes duopolies and combos)

Combined Revenue Share

Rank	Entity	Revenue	Share
1	Communications Corp. of America: KTDY FM, KMDL FM, KFTE FM, KPEL AF, KRXZ FM	\$6,195,000	39.0
2	Citadel Communications Corp.: KSMB FM, KRRQ FM, KNEK AF, KFXZ FM, KVOL AF, KDYS AM	\$4,165,000	26.2
3	Borin Broadcasting Corp.: KXKC FM, KNIR AM	\$2,400,000	15.1
4	R & M Broadcasting, Inc.: KJCB AF	\$580,000	3.6
5	Acadia Broadcast Partners: KLTW FM	\$260,000	1.6

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KATC	Lafayette	3	ABC	Eve. Post Publ.	
KLFY-TV	Lafayette	10	CBS	Young	
KADN	Lafayette	15	FOX		Galloway
KDCG-LP	Opelousas	22	PAX		
KLPB-TV	Lafayette	24	PBS	LA ETV	
KLAF-LP	Lafayette	62	UPN		Galloway

Major Daily Newspapers

Advertiser	AM	PM	Sun	Owner
	42,571		51,966	Thomson Newspapers

Highest Billing Stations

Rank	Calls	Format	Revenue	Pct.
1	KXKC FM	C	\$2,400,000	15.1
2	KTDY FM	AC	\$2,300,000	14.5
3	KMDL FM	C	\$2,200,000	13.8
4	KSMB FM	CHR	\$2,200,000	13.8
5	KRRQ FM	B	\$1,100,000	6.9
6	KFTE FM	AOR/NR	\$625,000	3.9
7	KPEL AF	T/SPRTS	\$600,000	3.8
8	KJCB AF	G	\$580,000	3.6
9	KNEK FM	B/AC	\$475,000	3.0
10	KRXZ FM	CL AOR	\$470,000	3.0
11	KFXZ FM	G	\$390,000	2.5
12	KLTW FM	O	\$260,000	1.6

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$31,000,000	40%	0.0076
Radio	\$15,900,000	21%	0.0039
Newspaper	\$25,000,000	33%	0.0061
Outdoor	\$2,800,000	4%	0.0007
Cable TV	\$2,100,000	3%	0.0005
Media Total	\$76,800,000		0.0188

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1992				
1993	KFTE-F (Breaux)		Sold to owners of KMDL-F	\$670,000
1993	KPEL-F (Erath)			\$150,000
1994	KMDL-F, KFTE-F			\$1,550,000
1995	KACY, KSMB-F		Sold to Gulfstar (CNCLD)	\$5,100,000
1995	KACY, KSMB-F		Sold to Powell (John Peroyea)	\$4,300,000
1996	KVOL-AF, KDEA-F		Sold to Powell	\$3,500,000
1996	KMDL-F, KFTE-F			\$4,475,000
1997	KPEL-F		Sold to Galloway	\$2,000,000
1997	KNEK-F		Sold to Citywide	\$1,500,000
1998	KBON-F (Mamou)			\$70,000
1998	KNEK/KFXZ-F/ KNEK-F/KRRQ-F	From Citywide	to Citadel	\$34,000,000
1998	KROF-AF		Sold to Galloway	\$787,500
16-Nov-99	KDYS AM, KSMB FM, KVOL AM, KVOL FM	Powell	Citadel	\$8,500,000

Market's Best

NO WEATHER DATA AVAILABLE
See New Orleans for an approximation

NOTE:

Lancaster

1999 ARB Rank: 111	1999 Revenue: \$11,800,000	Manager's Market Ranking (current): 3
1999 MSA Rank: 110	Rev per Share Point: \$325,069 36.3	Manager's Market Ranking (future): 3.4
1999 DMA Rank: 46 (w/York, Lebanon & Harrisburg)	Population per Station: 63,283 6	
1999 Rev Rank: 143 of 173	1999 Revenue Change: 6.8	Five-year revenue gain % (94-99): 47.5

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04					
Duncan Revenue Est:	8.0	8.7	9.3	10.1	11.0	11.8										
Yearly Growth Rate (94-99): 6.0%	assigned															
Projected Revenue Estimates:							12.90	13.30	14.00	14.70	15.80					
Revenue per Capita:	17.97	19.42	20.58	22.25	23.86	25.38										
Yearly Growth Rate (94-99): 5.8%	assigned															
Projected Revenue per Capita:							26.85	28.41	30.05	31.80	33.64					
Resulting Revenue Estimate:							12.6	13.38	14.28	15.20	16.15					
Revenue as % of Retail Sales:	0.0021	0.0022	0.0021	0.0022	0.0023	0.0024										
Mean % (94-99) 0.00235%																
Resulting Revenue Estimate:							12.7	12.9	13.2	13.6	14.3					
							MEAN REVENUE ESTIMATE:					12.7	13.2	13.8	14.5	15.4

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.445	0.448	0.452	0.454	0.461	0.465	0.468	0.471	0.475	0.478	0.480
Retail Sales (billions):	3.80	4.00	4.40	4.50	4.70	5.00	5.40	5.50	5.60	5.80	6.10

Below-the-Line Listening Shares:	45.7	Confidence Levels	
Unlisted Station Listening:	18	1999 Revenue Estimates:	Below normal
Total Lost Listening:	63.7	2000-to-2004 Revenue Estimates:	Below normal

Available Share Points:	36.3		
Number of Viable Stations:	6		
Average Share Points per Viable Station:	6.1		
Rev. per Available Share Point:	\$325,069		
Estimated Rev. for Mean Station:	\$1,983,000		
Average HH Income:	\$44,912	Socio-Economic Breakdowns	
Average Age:	35.9	<i>Ethnic</i>	<i>Income (\$000)</i>
Average Education:	11.7		<i>Age</i>
Average Home Value:	\$116,500	White: 95.1	<\$20: 17.5
Population Change (1998-2003):	3.7	Black: 3.1	\$20-\$49.9: 38.7
Retail Sales Change (1998-2003):	22.6	Amer. Indian: 0.1	\$50-\$99.9: 34.9
Cable Penetration:	NA	Asian/Pac. Isl.: 1.7	\$100+: 8.9
Number of Class B or C FMs:	4	Hispanic: * 5.2	
			<i>Education</i>
			12-to-24 21.1
			25-to-54 51.9
			55-plus 27.0
			Non High School Grad: 29.2
			High School Grad: 38.8
			College 1-3 years: 15.1
			College 4+ years: 17.0

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Shoes			
Ball Bearings			
Home Products			
Floor Coverings			
Clothing			

INC 500 Companies	Employment Breakdowns		
CyberWarehouse Computer Outlet Center 63	By Industry:		By Occupation:
	Lancaster, PA MSA Total		
	1 Retail Trade	40,791 17.29%	Admin. Support/Clerical 32,617 13.82%
	2 Manufac., Durables	35,709 15.13%	Precis. Produc./Craft/Repair 32,335 13.70%
	3 Manufac., Non-Durables	26,318 11.15%	Professional 26,634 11.29%
	4 Construction	18,479 7.83%	Svc., Exclud. Protective & HH 25,923 10.99%
	5 Health Svcs.	17,484 7.41%	Sales 24,889 10.55%
	6 Educational Svcs.	16,190 6.86%	Machine Oprs., Fab., Assemb., & Inspec. 24,808 10.51%
	7 Other Prof. Svcs.	12,878 5.46%	Exec., Admin. & Managerial 23,630 10.01%
	8 Fin., Ins. & Real Estate	11,062 4.69%	Handlers, Cleaners, Help., Laborers 13,863 5.87%
	9 Ag., Forestry & Fisheries	10,934 4.63%	Transportation & Moving 11,940 5.06%
	10 Wholesale Trade	10,929 4.63%	Farm., Forestry & Fishing 9,386 3.98%
	Total Metro Employees	235,972	
	Top 10 Total Employees	200,774 85.08%	

NOTE:

Largest Local Banks (Assets \$000,000)	
Fulton Bk	\$2,175
Farmers First Bank	\$981
Bank of Lancaster County, NA	\$916
Blue Ball National Bank	\$730
Ephrata Natl Bk	\$348
Union National Community Bank	\$260

Colleges and Universities (# of Students)	
Franklin and Marshall Coll.	1,833
Lancaster Bible Coll.	765
Thaddeus Stevens St. School of Tech	473
Consolidated School of Business: Lancaster	206
Total Students (FT & PT)	3,277

Military Bases (# of personnel)

Unemployment			
Jun 79:	4.40%	Jul 90:	4.10%
Dec 82:	10.10%	Jul 91:	5.00%
Sep 83:	9.30%	Jul 92:	5.50%
Sep 84:	7.70%	Jul 93:	4.90%
Aug 85:	7.40%	Jul 94:	4.70%
Aug 86:	6.80%	Jul 95:	4.10%
Aug 87:	6.00%	Jul 96:	3.50%
Aug 88:	4.90%	Aug 98:	2.60%
Jul 89:	3.40%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Barry Bruce
Ball Adv.

Viable Stations	
WARM-F 1/2	WLAN-F
WDAC-F	WQXA-F 1/2
WIOV-F	WROZ-F
WLAN (1/2)	WSOX-F (1/2)

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
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See Harrisburg

Highest Billing Radio Entities (includes duopolies and combos)

Combined Revenue	Revenue Share
1 Brill Media Co.: WIOV FM	\$4,200,000 35.6
2 Hall Communications, Inc.: WROZ FM, WLPA AM	\$3,690,000 31.3
3 Clear Channel Communications: WLAN FM, WLAN AM	\$3,275,000 27.8
4 WDAC Radio Co.: WDAC FM	\$2,700,000 22.9

Major Daily Newspapers	AM	PM	Sun	Owner
Intelligencer Journal; Lancaster New Era; Sunday News	41,461	45,557	100,178	Steinman

Highest Billing Stations			
Calls	Format	Revenue	Pct.
1 WIOV FM	C	\$4,200,000	35.6
2 WROZ FM	SAC	\$3,690,000	29.7
3 WLAN FM	CHR	\$3,000,000	25.4
4 WDAC FM	REL	\$2,700,000	22.9
5 WLAN AM	ST	\$275,000	2.3
6 WLPA AM	SPRTS	\$190,000	1.6

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$18,300,000	29%	0.0037
Radio	\$11,800,000	19%	0.0024
Newspaper	\$30,000,000	47%	0.0060
Outdoor	\$3,600,000	6%	0.0007
Cable TV	N/A	NM	
Media Total	\$63,700,000		0.0128

NOTE: Use Newspaper and Outdoor estimates with caution.

Miscellaneous Comments: * Split DMA with York and Harrisburg. TV revenue figure is estimate of Lancaster's share. Total TV revenue for DMA is estimated at \$91,000,000.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1996	WLAN-AF		Sold to Clear Channel	\$7,000,000

Market's Best

Best Restaurants: Willow Valley, Good N' Plenty.

Best Hotels: Willow Valley, American Host, Farm Resort, Treadway Resort.

Best Golf Courses: Lancaster CC.

NO WEATHER DATA AVAILABLE
See Harrisburg for an approximation

NOTE:

1999 ARB Rank: 115	1999 Revenue: \$20,000,000	Manager's Market Ranking (current): 3.1
1999 MSA Rank: 114	Rev per Share Point: \$275,482 72.6	Manager's Market Ranking (future) : 3.5
1999 DMA Rank: 108	Population per Station: 28,600 13	
1999 Rev Rank: 92 of 173	1999 Revenue Change: 5	Five-year revenue gain % (94-99): 42.8

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	14.0	14.8	15.7	16.5	19.0	20.0						
Yearly Growth Rate (94-99): 6.1%	assigned											
Projected Revenue Estimates:							21.70	22.50	23.80	25.30	26.90	
Revenue per Capita:	32.03	33.79	35.04	36.74	42.32	44.44						
Yearly Growth Rate (94-99): 5.3%	assigned											
Projected Revenue per Capita:							46.80	49.28	51.89	54.64	57.54	
Resulting Revenue Estimate:							21.1	22.27	23.51	24.81	26.18	
Revenue as % of Retail Sales:	0.0033	0.0033	0.0035	0.0033	0.0036	0.0035						
Mean % (94-99) 0.00355%												
Resulting Revenue Estimate:							21.3	22.0	22.7	23.8	24.9	
							MEAN REVENUE ESTIMATE:					
							21.3	22.3	23.3	24.6	26.0	

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.437	0.438	0.448	0.449	0.450	0.450	0.451	0.452	0.453	0.454	0.455
Retail Sales (billions):	4.30	4.50	4.80	5.00	5.30	5.70	6.00	6.20	6.40	6.70	7.00

Below-the-Line Listening Shares: 5.8

Unlisted Station Listening:	21.6
Total Lost Listening:	27.4
Available Share Points:	72.6
Number of Viable Stations:	11
Average Share Points per Viable Station:	6.6
Rev. per Available Share Point:	\$275,482
Estimated Rev. for Mean Station:	\$1,818,000
Average HH Income:	\$44,346
Average Age:	33.1
Average Education:	12.8
Average Home Value:	\$87,300
Population Change (1998-2003):	0.8
Retail Sales Change (1998-2003):	26.8
Cable Penetration:	68
Number of Class B or C FMs:	6

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports to Hungerford and all viable stations except WQHH-F cooperate. Managers expect 5 to 6% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 88.8	<\$20: 20.8	12-to-24 26.7	Non High School Grad: 15.5
Black: 7.8	\$20-\$49.9: 34.6	25-to-54 53.3	High School Grad: 27.3
Amer. Indian: 0.7	\$50-\$99.9: 33.5	55-plus 20.1	College 1-3 years: 32.3
Asian/Pac. Isl.: 2.7	\$100+: 11.1		College 4+ years: 24.9
Hispanic: * 4.9			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Government			Dart Container 182
Automotive			
Iron and Steel Forgings			

INC 500 Companies

Employment Breakdowns

By Industry:

Lansing-East Lansing, MI MSA Total

1 Retail Trade	40,567	17.79%
2 Educational Svcs.	32,006	14.03%
3 Manufac., Durables	28,473	12.48%
4 Pub. Admin.	22,600	9.91%
5 Health Svcs.	16,844	7.39%
6 Other Prof. Svcs.	15,428	6.76%
7 Fin., Ins. & Real Estate	14,716	6.45%
8 Construction	9,898	4.34%
9 Bus. & Repair Svcs.	9,382	4.11%
10 Wholesale Trade	7,306	3.20%
Total Metro Employees	228,063	
Top 10 Total Employees	197,220	86.48%

By Occupation:

Admin. Support/Clerical	41,345	18.13%
Professional	35,212	15.44%
Exec., Admin. & Managerial	28,047	12.30%
Svc., Exclud. Protective & HH	27,468	12.04%
Sales	25,473	11.17%
Precis. Produc./Craft/Repair	22,109	9.69%
Machine Oprs., Fab., Assemb., & Inspec.	13,918	6.10%
Technicians & Support	9,391	4.12%
Handlers, Cleaners, Help., Laborers	8,103	3.55%
Transportation & Moving	7,568	3.32%

NOTE:

Largest Local Banks (Assets \$000,000)

First National Bank of America	\$393
The Dart Bank	\$180
Capitol Natl Bk	\$128
Mason State Bk	\$102

Colleges and Universities (# of Students)

Michigan State U.	42,935
Lansing CC	8,621
Great Lakes Christian Coll.	139
Total Students (FT & PT)	51,695

Military Bases (# of personnel)

Unemployment

Jun 79:	6.00%	Jul 90:	6.00%
Dec 82:	12.30%	Jul 91:	8.40%
Sep 83:	9.00%	Jul 92:	5.90%
Sep 84:	12.30%	Jul 93:	5.30%
Aug 85:	NA %	Jul 94:	4.30%
Aug 86:	6.50%	Jul 95:	4.80%
Aug 87:	7.70%	Jul 96:	3.90%
Aug 88:	5.20%	Aug 98:	2.30%
Jul 89:	5.90%		

Viable Stations

WFMK-F	WJIM	WQHH-F
WHZZ-F	WJIM-F	WWDX-F
WILS	WJXQ-F	WXIK-F
WITL-F	WMMQ-F	

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Hollis
Creative Media
Detroit Agencies

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WLNS-TV	Lansing	6	CBS	Young	
WILX-TV	Lansing	10	NBC	Benedek	
WKAR-TV	E. Lansing	23	PBS	MI St. U.	
WSYM-TV	Lansing	47	FOX	Journal Bcst. Gp.	
WLAJ-TV	Lansing	53	ABC	Freedom	

Highest Billing Radio Entities (includes duopolies and combos)

Combined Revenue

Entity	Revenue	Share
1 Citadel Communications Corp.: WFMK FM, WITL FM, WMMQ FM, WJIM FM, WJIM AM, WVFN AM	\$14,420,000	72.1
2 62nd Street Broadcasting, LLC: WJXQ FM, WXIK FM, WWDX FM	\$2,975,000	14.9
3 MacDonald Broadcasting Co.: WHZZ FM, WILS AM	\$1,800,000	9
4 Mid-Michigan, Inc.: WQHH FM, WXLA AM	\$520,000	2.6

Major Daily Newspapers

	AM	PM	Sun	Owner
State Journal	69,951		91,388	Gannett Co. Inc.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WFMK FM	AC	\$4,720,000	23.6
2 WITL FM	C	\$3,550,000	17.8
3 WMMQ FM	CL AOR	\$2,670,000	13.4
4 WJIM FM	O	\$2,270,000	11.4
5 WJXQ FM	AOR	\$1,675,000	8.4
6 WHZZ FM	CHR	\$1,500,000	7.5
7 WJIM AM	T	\$1,070,000	5.4
8 WXIK FM	C	\$750,000	3.8
9 WWDX FM	AOR/NR	\$550,000	2.8
10 WQHH FM	B	\$520,000	2.6
11 WILS AM	ST	\$300,000	1.5
12 WVFN AM	SPRTS	\$140,000	0.7

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$45,000,000	42%	0.0079
Radio	\$20,000,000	19%	0.0035
Newspaper	\$35,000,000	33%	0.0061
Outdoor	\$4,600,000	4%	0.0008
Cable TV	\$2,600,000	2%	0.0005
Media Total	\$107,200,000		0.0188

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1990				
1992	WIBM A/F		Sold to owners of WJXQ-F	\$2,500,000
1992	WMMQ-F (Charlotte)		Sold to Goodrich	\$900,000
1993	WJIM A/F	From Double L	to Liggett	\$3,500,000
1993	WXMX-F (St. Johns)			\$550,000
1995	WVFN, WVIC-F, WMMQ-F	From Goodrich	to WITL owner	\$4,500,000
1995	WJIM A/F	From Liggett	to Jim Jenson	\$2,000,000
1995	WXLA (Dimondale)		Sold to WQHH-F owner	\$225,000
1995	WWDX-F		Sold to Regional (Patten)	\$1,375,000
1996	WITL-F		Sold to Liggett	\$16,200,000
1996	WJIM-AF	From Jim Jensen	to Liggett	\$2,200,000
1996	WBHR-F, WJXQ-F, WWDX-F	From Patten	to 62nd Street	\$14,000,000
6-Dec-99	WFMK FM, WITL FM, WJIM AM, WJIM FM, WMMQ FM, WVFN AM	Liggett	Citadel Group Transaction: \$120,500,000 in stock & cash	

Market's Best

Best Restaurants: Mountain Jack's, Pistachio's, Chesapeake Crab.

Best Hotels: Radisson, Sheraton, Holiday Inn-, University,

NO WEATHER DATA AVAILABLE
See Grand Rapids for an approximation

NOTE:

1999 ARB Rank: 40	1999 Revenue: \$71,900,000	Manager's Market Ranking (current): 4.6
1999 MSA Rank: 41	Rev per Share Point: \$844,888 85.1	Manager's Market Ranking (future) : 4.2
1999 DMA Rank: 56	Population per Station: 47,878 23	
1999 Rev Rank: 37 of 173	1999 Revenue Change: 12.4	Five-year revenue gain % (94-99): 117.9

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	33.0	38.0	44.7	52.7	63.0	71.9					
Yearly Growth Rate (94-99): 9.8% assigned											
Projected Revenue Estimates:							82.00	89.00	98.40	106.30	114.70
Revenue per Capita:	28.31	33.24	35.20	37.64	43.15	46.99					
Yearly Growth Rate (94-99): 6.7% assigned											
Projected Revenue per Capita:							50.14	53.50	57.08	60.91	64.99
Resulting Revenue Estimate:							79.7	86.67	93.62	103.54	113.73
Revenue as % of Retail Sales:	0.0029	0.0032	0.0032	0.0034	0.0038	0.0039					
Mean % (94-99) 0.00390%											
Resulting Revenue Estimate:							81.5	85.4	88.5	93.2	97.5
							MEAN REVENUE ESTIMATE:				
							81.1	87.0	93.5	101.0	108.6

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	1.130	1.200	1.270	1.400	1.460	1.530	1.590	1.620	1.640	1.700	1.750
Retail Sales (billions):	11.00	12.30	13.90	15.30	16.80	18.60	20.90	21.90	22.70	23.90	25.00

Below-the-Line Listening Shares:	0
Unlisted Station Listening:	14.9
Total Lost Listening:	14.9
Available Share Points:	85.1
Number of Viable Stations:	19
Average Share Points per Viable Station:	4.5
Rev. per Available Share Point:	\$844,888
Estimated Rev. for Mean Station:	\$3,802,000
Average HH Income:	\$42,014
Average Age:	36.9
Average Education:	12.1
Average Home Value:	\$131,500
Population Change (1998-2003):	16.7
Retail Sales Change (1998-2003):	42.1
Cable Penetration:	68
Number of Class B or C FMs:	15

Confidence Levels	
1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports to Miller, Kaplan. All except KVBC-F, KDWN, KNUU and a couple of others cooperate. Managers predict 12 to 14% revenue gain in 2000. What a market!!

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 85.0	<\$20: 20.9	12-to-24 19.3	Non High School Grad: 21.2
Black: 9.2	\$20-\$49.9: 38.3	25-to-54 56.9	High School Grad: 32.3
Amer. Indian: 1.2	\$50-\$99.9: 30.2	55-plus 23.8	College 1-3 years: 32.2
Asian/Pac. Isl.: 4.6	\$100+: 10.6		College 4+ years: 14.3
Hispanic: * 16.3			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Tourism		Mirage Resorts, Inc.	Tang Industries 157
Gambling		Park Place Entertainment	Marnell Corrao Associates 330
Military			

INC 500 Companies

Employment Breakdowns

By Industry:

Las Vegas, NV MSA Total

1 Personal Svcs.	107,658	16.13%
2 Retail Trade	105,265	15.77%
3 Construction	66,257	9.93%
4 Entertain. & Rec. Svcs.	59,371	8.90%
5 Fin., Ins. & Real Estate	44,048	6.60%
6 Other Prof. Svcs.	35,426	5.31%
7 Health Svcs.	34,825	5.22%
8 Bus. & Repair Svcs.	34,201	5.12%
9 Educational Svcs.	33,164	4.97%
10 Pub. Admin.	32,046	4.80%
Total Metro Employees	667,351	
Top 10 Total Employees	552,261	82.75%

By Occupation:

Svc., Exclud. Protective & HH	135,085	20.24%
Admin. Support/Clerical	98,475	14.76%
Sales	87,829	13.16%
Precis. Produc./Craft/Repair	79,084	11.85%
Exec., Admin. & Managerial	78,937	11.83%
Professional	66,730	10.00%
Transportation & Moving	27,553	4.13%
Handlers, Cleaners, Help., Laborers	24,319	3.64%
Technicians & Support	20,618	3.09%
Protective Svc.	20,378	3.05%

NOTE:

Largest Local Banks (Assets \$000,000)

Citibank (Nevada) NA	\$6,804
Household Bank Nevada, NA	\$3,306
First Republic Bank	\$3,092
Household Bank (SB), NA	\$2,875
Norwest Bank Nevada, NA	\$2,821
USAA Savings Bank	\$1,663
Nevada State Bk	\$1,128
First Secur Bk of Nevada	\$1,122
BankWest of Nevada	\$334

Colleges and Universities (# of Students)

U. of Nevada: Las Vegas	18,756
CC of Southern Nevada	11,103
Las Vegas Coll.	313
Total Students (FT & PT)	30,172

Military Bases (# of personnel)

Nellis AFB	7,177
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Unemployment

Jun 79:	7.00%	Jul 89:	5.60%
Dec 82:	12.30%	Jul 90:	4.70%
Sep 83:	9.60%	Jul 91:	6.20%
Sep 84:	8.90%	Jul 92:	7.30%
Aug 85:	8.70%	Jul 93:	7.10%
Aug 86:	5.80%	Jul 95:	6.40%
Aug 87:	6.10%	Jul 96:	5.40%
Aug 88:	5.60%	Aug 98:	4.30%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

DRGM
Merica Burch
R & R Adv.

Viable Stations

KDOX (1/2)	KKLZ-F	KNUU (1/2)	KVBC-F
KDWN (1/2)	KLSQ	KOMP-F	KWNR-F
KENO (1/2)	KLUC-F	KQOL-F	KXNT
KFMS-F	KMXB-F	KSNE-F	KXPT-F
KISF-F	KMZQ-F	KSTJ-F	KXTE-F
KJUL-F			

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KVBC	Las Vegas	3	NBC	Sunbelt	
KVVU-TV	Henderson	5	FOX	Meredith	
KLAS-TV	Las Vegas	8	CBS	Landmark	
KLVX	Las Vegas	10	PBS		
KTNV-TV	Las Vegas	13	ABC	Journal Bcst. Gp.	
KINC	Las Vegas	15	UNI	Entravision	
KVWB	Las Vegas	21	WB	Sinclair	
KFBT	Las Vegas	33	IND		Sinclair
KBLR	Paradise	39	TEL		
KVPX-LP	Las Vegas	59	PAX	Paxson	

Major Daily Newspapers

	AM	PM	Sun	Owner
Review-Journal; Sun; Review-Journal & Sun	151,162	37,202	213,619	Donrey Media

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$125,000,000	41%	0.0067
Radio	\$71,900,000	23%	0.0039
Newspaper	\$85,000,000	28%	0.0046
Outdoor	\$16,000,000	5%	0.0009
Cable TV	\$10,000,000	3%	0.0005
Media Total	\$307,900,000		0.0166

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KLUC FM	CHR	\$8,325,000	11.6
2 KMXB FM	AC/CHR	\$7,670,000	10.7
3 KMZQ FM	AC	\$5,940,000	8.3
4 KSNE FM	SAC	\$5,890,000	8.2
5 KKLZ FM	CL AOR	\$5,690,000	7.9
6 KXTE FM	AOR/NR	\$5,440,000	7.6
7 KWNR FM	C	\$5,270,000	7.3
8 KOMP FM	AOR	\$4,480,000	6.2
9 KXPT FM	CL HITS	\$4,000,000	5.6
10 KQOL FM	O	\$3,500,000	4.9
11 KJUL FM	EZ	\$2,770,000	3.9
12 KFMS FM	C	\$2,300,000	3.2
13 KSTJ FM	AC/CHR	\$2,200,000	3.1
14 KLSQ AM	SP	\$1,950,000	2.7
15 KXNT AM	T	\$1,450,000	2.0
16 KISF FM	SP	\$1,340,000	1.9
17 KDOX AM	SP	\$950,000	1.3
18 KVBC FM	T	\$700,000	1.0
19 KENO AM	SPRTS	\$600,000	0.8
20 KDWN AM	T	\$450,000	0.6
21 KNUU AM	N	\$360,000	0.5
22 KBAD AM	SPRTS	\$260,000	0.4

Market's Best

Best Restaurants: Piero's, Ruth Chris, Port Tack, Spago's, Andre's, Cafe Michele.

Best Hotels: Mirage, Luxor, MGM Grand, Alexis Park, Caesars Palace.

Best Golf Courses: Desert Inn, Las Vegas CC, Canyon Gate, Spanish Trail, Shadow Creek, TPC at Summerlin.

WEATHER DATA

Elevation:		2162
Annual Precipitation:		3.9 in.
Annual Snowfall:		0.3 in.
Average Windspeed:		8.9 (SW)
		TOTAL
	JAN	JUL
Avg. Max. Temp:	55.7	103.9
Avg. Min. Temp:	32.6	75.3
Average Temp:	44.2	89.6
		YEAR
		79.2
		52.4
		65.8

**Highest Billing Radio Entities
(includes duopolies and combos)**

Combined Revenue Revenue Share

1	CBS/Infinity: KLUC FM, KMXB FM, KMZQ FM, KXTE FM, KXNT AM, KSFN AM	\$28,825,000	40.1
2	Clear Channel Communications: KSNE FM, KWNR FM, KQOL FM, KFMS FM	\$16,960,000	23.6
3	Centennial Broadcasting Corp.: KKLZ FM, KJUL FM, KSTJ FM	\$10,660,000	14.8
4	Lotus Communications Corp.: KOMP FM, KXPT FM, KENO AM, KBAD AM	\$9,340,000	13
5	Hispanic Broadcasting Corp.: KLSQ AM, KISF FM	\$3,290,000	4.6
6	S & R Broadcasting, Inc.: KDOX AM	\$950,000	1.3
7	Entravision: KVBC FM	\$700,000	1
8	Radio Nevada: KDWN AM	\$450,000	0.6
9	K-News Broadcasting, Inc.: KNUU AM	\$360,000	0.5

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	81.7	\$56,427,000	14.1
National	18.3	\$12,647,000	14.7

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1993				
1994	KMTW, KKLZ-F	50%	Sold to Pourtales	\$2,020,000
1994	KRLV-F		Sold to Regent	\$5,750,000
1994	KFMS A/F		Sold to Regent	\$7,750,000
1995	KMTW, KKLZ-F		Sold to Max	\$4,600,000
1995	KRRI-F (Boulder)		Sold to Amer. General	\$2,500,000
1995	KMTW (1340)	Sold by Max		\$350,000
1995	KMZQ-F	From Commonwith	to Crescent	\$11,000,000
1995	KFBI-F (Pahrump)	From Americom	to Crescent	\$6,000,000
1995	KRBO-F			\$2,500,000
1996	KVEG		Sold to Crescent	\$1,800,000
1996	KXNO, KLUC-F	From Nationwide	to Amer. Radio	\$11,000,000
1996	KJMZ-F	From Parker	to Amer. Radio	\$8,000,000
1996	KVEG, KFBI-F, KMZQ-F	From Crescent	to Amer. Radio	\$29,500,000
1996	KWNR-F		Sold to Regent	\$20,000,000
1996	KKDD	Sold by Regent		\$600,000
1996	KFMS-F	From Regent	to Jacor	\$13,000,000
1996	KSNE-F	From Regent	to Jacor	\$19,000,000
1996	KWNR-F	From Regent	to Jacor	\$23,000,000
1996	KKLZ-F	From Max	to Apogee	\$13,000,000
1997	KQOL-F	From Amer. General	to Centennial	\$12,500,000
1997	KJUL-F		Sold to Centennial	\$15,500,000
1997	KLUC-F	From Amer. Radio Syst	to CBS	\$26,000,000
1997	KMXB-F	From Amer. Radio Syst	to CBS	\$25,000,000
1997	KMZQ-F	From Amer. Radio Syst	to CBS	\$31,000,000
1997	KXTE-F	From Amer. Radio Syst	to CBS	\$13,000,000
1997	KSFN(1140), KXNT(840)	From Amer. Radio Syst	to CBS	\$6,000,000
1998	KZTY (CP: 620)		Sold to KSBN owner (Spokane WA)	\$125,000
1998	KNUU		Sold to Nevada Media Gp.	\$1,500,000
1998	KKLZ-F	From Apogee	to Centennial	\$21,000,000
1998	KVBC-F (50% interest)			\$150,000
1998	KSNE-F, KQOL-F, KWNR-F, KFMS-F		From Jacor	to Clear Channel
5-Mar-99	KISF FM	Tobin	Heffel	\$20,300,000
7-Sep-99	KLUK FM	H&R Broadcasting	MagMile Media, LLC	\$9,500,000 Plus KAAA, KZZZ, KFLG
21-Dec-99	KVBC FM	Sunbelt Communications	EXCL	\$3,250,000
31-Jan-00	KVBC FM	EXCL	Entravision	Group transaction: \$250,000,000

Lexington

1999 ARB Rank: 106	1999 Revenue: \$23,000,000	Manager's Market Ranking (current): 3
1999 MSA Rank: 112	Rev per Share Point: \$287,500 80	Manager's Market Ranking (future) : 3.1
1999 DMA Rank: 67	Population per Station: 19,295 20	
1999 Rev Rank: 79 of 173	1999 Revenue Change: 8.3	Five-year revenue gain % (94-99): 44.7

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	15.9	17.0	18.0	19.6	21.1	23.0						
Yearly Growth Rate (94-99): 6.2%	assigned											
Projected Revenue Estimates:							25.00	26.10	27.00	28.90	31.10	
Revenue per Capita:	36.72	38.64	40.70	43.95	46.37	50.10						
Yearly Growth Rate (94-99): 5.9%	assigned											
Projected Revenue per Capita:							53.05	56.18	59.49	63.00	66.72	
Resulting Revenue Estimate:							24.7	26.46	28.26	30.12	32.23	
Revenue as % of Retail Sales:	0.0035	0.0035	0.0036	0.0038	0.0038	0.0039						
Mean % (94-99) 0.00385%												
Resulting Revenue Estimate:							24.6	25.4	25.8	27.0	28.5	
							MEAN REVENUE ESTIMATE:					
							24.7	26.0	27.0	28.7	30.6	

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.433	0.440	0.442	0.446	0.455	0.459	0.465	0.471	0.475	0.478	0.483
Retail Sales (billions):	4.50	4.80	5.00	5.20	5.50	5.90	6.40	6.60	6.70	7.00	7.40

Below-the-Line Listening Shares: 4.4	Confidence Levels
Unlisted Station Listening: 15.6	1999 Revenue Estimates: Below normal
Total Lost Listening: 20	2000-to-2004 Revenue Estimates: Below normal
Available Share Points: 80	
Number of Viable Stations: 13	
Average Share Points per Viable Station: 6.2	
Rev. per Available Share Point: \$287,500	
Estimated Rev. for Mean Station: \$1,783,000	

		Socio-Economic Breakdowns						
		<i>Ethnic</i>	<i>Income (\$000)</i>		<i>Age</i>		<i>Education</i>	
Average HH Income: \$39,069		White: 88.2	<\$20: 26.3	12-to-24	24.3	Non High School Grad:	25.1	
Average Age: 34.6		Black: 10.1	\$20-\$49.9: 34.9	25-to-54	53.7	High School Grad:	26.1	
Average Education: 11.8		Amer. Indian: 0.2	\$50-\$99.9: 28.4	55-plus	22.0	College 1-3 years:	23.6	
Average Home Value: \$93,400		Asian/Pac. Isl.: 1.5	\$100+: 10.5			College 4+ years:	25.2	
Population Change (1998-2003): 5.1		Hispanic: * 1.0						
Retail Sales Change (1998-2003): 28.2								
Cable Penetration: 69								
Number of Class B or C FMs: 7								

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Government	Lexmark Internat'l. 486	Lexmark International	Clark Material Handling/1996 455
Tobacco			
Agribusiness			
Whiskey			
Office Machines			

INC 500 Companies

Phoenix Transp. Svcs. 24

Employment Breakdowns

By Industry:

Lexington, KY MSA Total

1 Retail Trade	40,989	17.76%
2 Educational Svcs.	28,326	12.28%
3 Manufac., Durables	26,704	11.57%
4 Health Svcs.	21,006	9.10%
5 Other Prof. Svcs.	14,129	6.12%
6 Fin., Ins. & Real Estate	13,179	5.71%
7 Construction	12,592	5.46%
8 Ag., Forestry & Fisheries	11,700	5.07%
9 Pub. Admin.	9,994	4.33%
10 Manufac., Non-Durables	9,558	4.14%
Total Metro Employees	230,743	
Top 10 Total Employees	188,177	81.55%

By Occupation:

Professional	37,091	16.07%
Admin. Support/Clerical	35,867	15.54%
Exec., Admin. & Managerial	28,444	12.33%
Sales	28,393	12.31%
Svc., Exclud. Protective & HH	26,100	11.31%
Precis. Produc./Craft/Repair	21,697	9.40%
Machine Oprs., Fab., Assem., & Inspec.	13,571	5.88%
Farm., Forestry & Fishing	10,224	4.43%
Technicians & Support	9,560	4.14%
Transportation & Moving	7,717	3.34%

NOTE:

Largest Local Banks (Assets \$000,000)

Central Bk & Tr Co	\$772
Kentucky Bank	\$309
Vine Street Tr Co	\$203
Whitaker Bank, Nat'l Association	\$167
Peoples Commercial Bank	\$156
Progressive Bank, NA	\$145
First Natl Bk & Tr Co	\$134
Farmers Bk & Tr Co	\$131
United Bk & Tr Co	\$127

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Colleges and Universities (# of Students)

U. of Kentucky	23,295
Eastern Kentucky U.	14,318
Lexington CC	5,618
Georgetown Coll.	1,638
Transylvania U.	1,064
Midway Coll.	974
Kentucky C of Business	901
Total Students (FT & PT)	47,808

Military Bases (# of personnel)

Unemployment

Jun 79:	3.10%	Jul 90:	3.10%
Dec 82:	N/A	Jul 91:	4.90%
Sep 83:	4.90%	Jul 92:	4.30%
Sep 84:	4.50%	Jul 93:	4.20%
Aug 85:	4.20%	Jul 94:	3.30%
Aug 86:	4.70%	Jul 95:	3.10%
Aug 87:	4.40%	Jul 96:	2.10%
Aug 88:	4.30%	Aug 98:	2.00%
Jul 89:	3.70%		

Viable Stations

WBTF-F	WKQQ-F	WLTO-F	WXZZ-F
WBUL-F	WLAP	WMXL-F	
WCDA-F	WLKT-F	WVLK	
WGKS-F	WLRO-F	WVLK-F	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WLEX	Lexington	18	NBC	Eve. Post Publ.	
WKYT-TV	Lexington	27	CBS	Gray	
WTVQ-TV	Lexington	36	ABC	Media General	
WKLE	Lexington	46	PBS	KY ETV	
WDKY-TV	Danville	56	FOX	Sinclair	
W62CL	Lexington	62	UPN		

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel Communications: WMXL FM, WKQQ FM, WLKT FM, WBUL FM, WLAP AM, WBTF FM, WTKT AM	\$10,690,000	46.5
2 Cumulus Media: WVLK FM, WVLK AM, WXZZ FM, WLRO FM, WLTO FM	\$9,640,000	41.9
3 L.M. Communications, Inc.: WGKS FM, WCDA FM, WLXG AM	\$1,300,000	5.7
4 Mortenson Broadcasting Co.: WJMM FM, WCGW AM, WUGR AM, WVCM FMS	\$450,000	2

Major Daily Newspapers

	AM	PM	Sun	Owner
Herald-Leader	113,036		156,427	Knight Ridder

Media Revenue Estimates

	Revenue	%	Retail Sales	% of
Television	\$54,000,000	40%	0.0092	
Radio	\$23,000,000	17%	0.0039	
Newspaper	\$49,000,000	36%	0.0083	
Outdoor	\$4,800,000	4%	0.0008	
Cable TV	\$4,400,000	3%	0.0007	
Media Total	\$135,200,000		0.0229	

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1994				
1994	WVLK A/F	Bluegrass	HMH Broadcasting	\$10,900,000
1994	WBBE, WTKT-F (Georgetown)		Sold to Village	\$2,200,000
1995	WJGG-F (104.5)		Sold to Newport	\$3,000,000
1996	WLRO-F (Richmond)		Sold to Clark	\$2,000,000
1996	WLAP, WMXL-F, WWYC-F	From Trumper	to Jacor	\$14,000,000
1996	WTKT, WKQQ-F, WXZZ-F	From Village	to Jacor	\$22,000,000
1997	WXZZ-F	From Jacor	to Regent	\$3,000,000
1997	WLRO-F, WLTO-F	From Clark	to Regent	\$4,600,000
1997	WXZZ-F	From Regent	HMH Broadcasting	\$3,500,000
1997	WLRO-F, WLTO-F	From Regent	HMH Broadcasting	\$4,500,000
1998	WNVL		Sold to Mortenson	\$150,000
1998	WJMM-F	From Mortenson	to LM	\$3,350,000
1998	WLAP/WKQQ-F/WLKT-F/WTKT-F/WMXL-F/WBUL-F		Jacor	Clear Channel
1998	WJYI-F		Sold to Blue Chip	\$1,265,000
22-Feb-99	WMJR AM			\$583,000
6-Apr-99	WEKY AM	Commonwealth Broadcasting	Wallingford	with WKXO-AF, Berea: \$765,000
7-Apr-99	WLRO FM, WLTO FM, WVLK AM, WVLK FM, WXZZ FM	HMH Broadcasting	Cumulus	\$44,500,000
20-Mar-00	WBTF FM	WAHY-FM	Blue Chip	Price NA
22-Mar-00	WMST FM	Rodney Burbridge	Clear Channel	\$2,500,000

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WVLK FM	C	\$4,800,000	20.9
2 WMXL FM	AC/CHR	\$3,000,000	13.0
3 WKQQ FM	AOR	\$2,800,000	12.2
4 WVLK AM	FS	\$2,800,000	12.2
5 WLKT FM	CHR	\$2,150,000	9.3
6 WBUL FM	C	\$1,800,000	7.8
7 WGKS FM	AC	\$900,000	3.9
8 WXZZ FM	AOR/NR	\$790,000	3.4
9 WLRO FM	CL AOR	\$760,000	3.3
10 WLAP AM	T	\$550,000	2.4
11 WLTO FM	B/O	\$490,000	2.1
12 WJMM FM	REL	\$450,000	2.0
13 WBTF FM	B	\$390,000	1.7
14 WCDA FM	AC/CHR	\$210,000	0.9
15 WLXG AM	SPRTS	\$190,000	0.8

Market's Best

Best Hotels: Marriott, Hyatt Regency, Radisson, Campbell House.

Best Golf Courses: Champions GC, Lexington CC, Idle Hour CC, Kearney Hill.

WEATHER DATA

Elevation:	966
Annual Precipitation:	43.8 in.
Annual Snowfall:	15.6 in.
Average Windspeed:	9.7 (S)

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp			
Avg. Min. Temp:			
Average Temp:			

NOTE:

1999 ARB Rank: 172	1999 Revenue: \$13,700,000	Manager's Market Ranking (current): 3.1
1999 MSA Rank: 183	Rev per Share Point: \$202,065 67.8	Manager's Market Ranking (future) : 3.5
1999 DMA Rank: 105(w/Central NE)	Population per Station: 16,525 12	
1999 Rev Rank: 128 of 173	1999 Revenue Change: 5.8	Five-year revenue gain % (94-99): 39.8

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	9.8	10.3	11.0	12.1	12.9	13.7						
Yearly Growth Rate (94-99): 5.8% assigned												
Projected Revenue Estimates:							15.20	15.90	16.40	17.10	18.20	
Revenue per Capita:	43.17	44.59	47.21	51.93	54.89	57.56						
Yearly Growth Rate (94-99): 4.2% assigned												
Projected Revenue per Capita:							59.98	62.50	65.12	67.86	70.71	
Resulting Revenue Estimate:							14.4	15.06	15.83	16.63	17.47	
Revenue as % of Retail Sales:	0.0043	0.0043	0.0046	0.0048	0.0048	0.0049						
Mean % (94-99) 0.00485%												
Resulting Revenue Estimate:							14.6	15.0	16.0	17.0	17.9	
	MEAN REVENUE ESTIMATE:							14.7	15.3	16.1	16.9	17.9

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.227	0.231	0.233	0.233	0.237	0.238	0.240	0.241	0.243	0.245	0.247
Retail Sales (billions):	2.30	2.40	2.40	2.50	2.60	2.80	3.00	3.10	3.30	3.50	3.70

Below-the-Line Listening Shares:	19.6
Unlisted Station Listening:	12.6
Total Lost Listening:	32.2
Available Share Points:	67.8
Number of Viable Stations:	11
Average Share Points per Viable Station:	6.2
Rev. per Available Share Point:	\$202,065
Estimated Rev. for Mean Station:	\$1,253,000
Average HH Income:	\$42,750
Average Age:	33.8
Average Education:	13.3
Average Home Value:	\$92,400
Population Change (1998-2003):	3.4
Retail Sales Change (1998-2003):	33.6
Cable Penetration:	68
Number of Class B or C FMs:	7

Confidence Levels

1999 Revenue Estimates:	Below normal
2000-to-2004 Revenue Estimates:	Below normal

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	94.2 <\$20: 21.0	12-to-24 25.0	Non High School Grad: 11.6
Black:	2.5 \$20-\$49.9: 36.2	25-to-54 52.3	High School Grad: 28.3
Amer. Indian:	0.7 \$50-\$99.9: 33.1	55-plus 22.7	College 1-3 years: 31.9
Asian/Pac. Isl.:	2.6 \$100+: 9.7		College 4+ years: 28.1
Hispanic: *	3.6		

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses 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

By Industry:

Lincoln, NE MSA Total

1 Retail Trade	22,496	17.06%
2 Educational Svcs.	15,317	11.61%
3 Health Svcs.	10,519	7.98%
4 Other Prof. Svcs.	10,484	7.95%
5 Fin., Ins. & Real Estate	10,218	7.75%
6 Manufac., Non-Durables	9,193	6.97%
7 Pub. Admin.	8,825	6.69%
8 Manufac., Durables	8,174	6.20%
9 Construction	6,810	5.16%
10 Bus. & Repair Svcs.	6,225	4.72%

By Occupation:

Admin. Support/Clerical	23,372	17.72%
Professional	20,536	15.57%
Exec., Admin. & Managerial	17,579	13.33%
Svc., Exclud. Protective & HH	16,170	12.26%
Sales	15,241	11.56%
Precis. Produc./Craft/Repair	12,406	9.41%
Machine Oprs., Fab., Assemb., & Inspec.	6,908	5.24%
Technicians & Support	5,984	4.54%
Transportation & Moving	4,861	3.69%
Handlers, Cleaners, Help., Laborers	4,443	3.37%

Total Metro Employees	131,896
Top 10 Total Employees	108,261 82.08%

NOTE:

Largest Local Banks (Assets \$000,000)
 Natl Bk of Comm Tr & Svcs Assn \$1,416
 Union Bk & Tr Co \$829

Colleges and Universities (# of Students)
 U. of Nebraska - Lincoln 22,351
 Southeast CC: Lincoln Campus 2,740
 Nebraska Wesleyan U. 1,682
 Concordia U. 1,225
 Southeast CC: Milford Campus 996
 Southeast CC: Beatrice Campus 778
 (and more)
 Total Students (FT & PT) 30,861

Military Bases (# of personnel)

Unemployment
 Jun 79: 3.00% Jul 90: 2.00%
 Dec 82: 5.50% Jul 91: 2.40%
 Sep 83: 3.50% Jul 92: 2.70%
 Sep 84: 2.70% Jul 93: 2.20%
 Aug 85: 3.40% Jul 94: 2.90%
 Aug 86: 2.70% Jul 95: 2.90%
 Aug 87: 3.40% Jul 96: 3.00%
 Aug 88: 2.40% Aug 98: 1.50%
 Jul 89: 3.20%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Advantage Media

Viable Stations
 KEZG-F KIBZ-F KLMS (1/2)
 KFGE-F KKNB-F (1/2) KRKR
 KFOR KKUL-F KTGL-F
 KFRX-F KLIN KZKX-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KHAS-TV	Hastings	5	NBC	Greater Neb.	
KLKN-TV	Lincoln	8	ABC	Citadel (Lombardo)	
KOLN	Lincoln	10	CBS	Gray	
KUON-TV	Lincoln	12	PBS	U. of NE	

Highest Billing Radio Entities

(includes duopolies and combos)

Combined Revenue **Revenue Share**

1	Three Eagles Communications: KFOR AM, KFRX FM, KRKR FM, KLMS AM	\$5,310,000	38.8
2	Clear Channel Communications: KZKX FM, KTGL FM, KIBZ FM, KKNB FM	\$5,200,000	38.0
3	Triad Broadcasting, Inc.: KLIN AM, KFGE FM, KEZG FM, KKUL FM	\$3,130,000	22.8

Major Daily Newspapers

	AM	PM	Sun	Owner
Journal Star	74,841		82,091	Lee Enterprises Inc.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$22,800,000	35%	0.0081
Radio	\$13,700,000	21%	0.0049
Newspaper	\$23,600,000	36%	0.0084
Outdoor	\$2,700,000	4%	0.0010
Cable TV	\$2,400,000	4%	0.0009
Media Total	\$65,200,000		0.0233

NOTE: Use Newspaper and Outdoor estimates with caution. Miscellaneous Comments: * TV revenue estimates exclude Hastings and Kearney which are part of the Lincoln DMA.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KFOR AM	FS	\$2,400,000	17.5
2 KFRX FM	CHR	\$2,200,000	16.1
3 KZKX FM	C	\$1,900,000	13.9
4 KTGL FM	CL AOR	\$1,800,000	13.1
5 KIBZ FM	AOR	\$1,100,000	8.0
6 KLIN AM	T	\$1,000,000	7.3
7 KFGE FM	C	\$890,000	6.5
8 KEZG FM	SAC	\$640,000	4.7
9 KKUL FM	O	\$600,000	4.4
10 KRKR FM	AOR	\$430,000	3.1
11 KKNB FM	AC/NR	\$400,000	2.9
12 KLMS AM	SPRTS	\$280,000	2.0

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1993				
1993	KFMQ	From Midwest Comm	to Ray Lamb	\$200,000
1993	KHAT		Sold to owners of KIBZ/KKNB-F	NA
1994	KFGE-F		Sold to owners KLIN, KEZG-F	\$450,000
1995	KZKX-F, KTGL-F	From Pourtales	to Triathlon	\$8,500,000
1995	KIBZ-F, KKNB-F		Sold to Triathlon	\$3,225,000
1996	KUHG-F (98.1, Milford)		Sold to Warner	\$1,300,000
1996	KMEM, KNET-F	From Lamb	to Rolland Johnson	
1996	KFOR, KFRX-F	From Ed May	to Rolland Johnson	\$5,300,000
1997	KFGE-F	From Bott	to Warner	\$800,000
1998	KKNB-F	From Triathlon	to Capstar	\$4,000,000
1998	KZKX-F	From Triathlon	to Capstar	\$10,700,000
1998	KIBZ-F	From Triathlon	to Capstar	\$2,800,000
1998	KTGL-F	From Triathlon	to Capstar	\$7,300,000
16-Nov-99	KEZG FM, KFGE FM, KKUL FM, KLIN AM, KWBE AM	Warner Enterprises	Triad	\$12,000,000

Market's Best

Best Restaurants: Imperial Palace.
Best Hotels: Cornhusker Hotel, Villager.
Best Golf Courses: CC of Lincoln, Hillcrest, Fire Thorn.

NO WEATHER DATA AVAILABLE
 See Omaha for an approximation

NOTE:

Little Rock

1999 ARB Rank: 83	1999 Revenue: \$25,100,000	Manager's Market Ranking (current): 3.3
1999 MSA Rank: 93	Rev per Share Point: \$283,616 88.5	Manager's Market Ranking (future) : 3
1999 DMA Rank:57 (w/Pine Bluff)	Population per Station: 19,346 24	
1999 Rev Rank: 77 of 173	1999 Revenue Change: 15.5	Five-year revenue gain % (94-99): 54

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	16.3	17.5	18.5	20.2	21.2	25.1					
Yearly Growth Rate (94-99): 7.0%	assigned										
Projected Revenue Estimates:							27.60	29.00	30.40	32.80	35.20
Revenue per Capita:	30.18	32.05	33.45	36.46	38.06	44.50					
Yearly Growth Rate (94-99): 5.5%	assigned										
Projected Revenue per Capita:							46.95	49.53	52.26	55.13	58.16
Resulting Revenue Estimate:							26.6	28.28	30.00	31.81	33.73
Revenue as % of Retail Sales:	0.0031	0.0031	0.0032	0.0034	0.0034	0.0037					
Mean % (94-99) 0.00370%	assigned										
Resulting Revenue Estimate:							26.6	27.4	28.1	28.9	30.3
MEAN REVENUE ESTIMATE:							26.9	28.2	29.5	31.2	33.1

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.540	0.546	0.553	0.554	0.561	0.564	0.567	0.571	0.574	0.577	0.580
Retail Sales (billions):	5.20	5.60	5.80	6.00	6.30	6.70	7.20	7.40	7.60	7.80	8.20

Below-the-Line Listening Shares:	0.8
Unlisted Station Listening:	10.7
Total Lost Listening:	11.5
Available Share Points:	88.5
Number of Viable Stations:	15.5
Average Share Points per Viable Station:	5.7
Rev. per Available Share Point:	\$283,616
Estimated Rev. for Mean Station:	\$1,617,000
Average HH Income:	\$39,753
Average Age:	35.1
Average Education:	12.1
Average Home Value:	\$83,900
Population Change (1998-2003):	3
Retail Sales Change (1998-2003):	24.7
Cable Penetration:	64
Number of Class B or C FMs:	14

Confidence Levels

1999 Revenue Estimates: Normal
 2000-to-2004 Revenue Estimates: Normal

Comments: Market reports revenue to Miller, Kaplan. Some stations (KDRE F/F, KHTE-F, KLEC-F, and KYFX-F and others) do not participate. Managers expect 8 to 9% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 77.7	<\$20: 23.9	12-to-24 21.9	Non High School Grad: 22.7
Black: 21.1	\$20-\$49.9: 37.1	25-to-54 54.1	High School Grad: 30.7
Amer. Indian: 0.3	\$50-\$99.9: 29.7	55-plus 24.0	College 1-3 years: 25.7
Asian/Pac. Isl.: 0.9	\$100+: 9.3		College 4+ years: 20.9
Hispanic: * 1.9			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Agribusiness	Dillard's 203	Alltel Corporation	
Textiles	Alltel 311	Dillard's Inc.	
Metalworking			
Government			
Watches, Clocks			

INC 500 Companies

Employment Breakdowns

By Industry:

Little Rock-North Little Rock, AR MSA Total

1 Retail Trade	47,748	17.88%
2 Health Svcs.	30,073	11.26%
3 Manufac., Durables	21,855	8.18%
4 Educational Svcs.	20,567	7.70%
5 Fin., Ins. & Real Estate	18,902	7.08%
6 Other Prof. Svcs.	17,135	6.41%
7 Manufac., Non-Durables	16,341	6.12%
8 Construction	16,259	6.09%
9 Pub. Admin.	15,065	5.64%
10 Transportation	13,382	5.01%
Total Metro Employees	267,121	
Top 10 Total Employees	217,327	81.36%

By Occupation:

Admin. Support/Clerical	45,242	16.94%
Professional	38,158	14.28%
Sales	36,594	13.70%
Exec., Admin. & Managerial	33,601	12.58%
Precis. Produc./Craft/Repair	28,932	10.83%
Svc., Exclud. Protective & HH	27,642	10.35%
Machine Oprs., Fab., Assemb., & Inspec.	16,649	6.23%
Transportation & Moving	12,126	4.54%
Handlers, Cleaners, Help., Laborers	10,250	3.84%
Technicians & Support	9,720	3.64%

NOTE:

Largest Local Banks (Assets \$000,000)

Mercantile Bk of Arkansas N/U/A	\$1,781
Metropolitan Natl Bk	\$496
Pulaski Bk & Tr Co	\$263
Community Bank	\$226
First Arkansas Bank and Trust	\$197
One Bank & Trust	\$165
First Community Bank	\$161
Bank of the Ozarks	\$160
Union Bk of Benton	\$147

Colleges and Universities (# of Students)

U. of Arkansas at Little Rock	10,541
U. of Central Arkansas	8,710
U. of Arkansas at Pine Bluff	2,953
U. of Arkansas for Medical Sciences	1,304
Hendrix Coll.	1,047
Philander Smith Coll.	918
U. of Arkansas for Medical Sciences (and more)	527
Total Students (FT & PT)	26,544

Military Bases (# of personnel)

Camp Robinson Training Ctr.	4,362
Little Rock AFB	91
Pine Bluff Arsenal	

Unemployment

Jun 79:	4.10%	Jul 90:	6.70%
Dec 82:	8.30%	Jul 91:	7.10%
Sep 83:	7.70%	Jul 92:	6.30%
Sep 84:	6.30%	Jul 93:	4.70%
Aug 85:	6.90%	Jul 94:	4.30%
Aug 86:	7.10%	Jul 95:	3.50%
Aug 87:	7.10%	Jul 96:	3.90%
Aug 88:	6.40%	Aug 98:	3.50%
Jul 89:	7.00%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Cranford, Johnson
Mangan Rains
Kirkpatrick

Viable Stations

KARN-AF	KIPR-F	KOKY-F	KSYG-F
KDDK-F	KKPT-F	KOLL-F	KURB-F
KDRE-F (1/2)	KLAL-F	KQAR-F	KVLO-F
KHTE-F	KMJX-F	KSSN-F	KYFX-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KETS	Little Rock	2	PBS	AR ETV	
KARK-TV	Little Rock	4	NBC	Morris	
KATV	Little Rock	7	ABC	Allbritton	
KTHV	Little Rock	11	CBS	Gannett	
KLRT	Little Rock	16	FOX	Clear Channel	
KKYK-LP	Little Rock	22	WB	Equity	
KVTN	Pine Bluff	25	IND	Agape	
KASN	Pine Bluff	38	UPN	Mercury TV	Clear Channel
KYPX	Little Rock	42	PAX	Paxson	

Major Daily Newspapers

AM	PM	Sun	Owner
Arkansas Democrat-Gazette	173,316	273,503	Wehco Media Inc.

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel Communications: KSSN FM, KMJX FM, KOLL FM, KQAR FM, KDDK FM	\$10,890,000	43.4
2 Citadel Communications Corp.: KARN AFF, KURB FM, KIPR FM, KLAL FM, KVLO FM, KOKY FM, KAAY AM, KLIH AM	\$9,050,000	36.1
3 Signal Media, Inc.: KKPT FM, KSYG FM	\$2,800,000	11.2
4 Nameloc Broadcasting: KYFX FM	\$390,000	1.6
5 Kaleidoscope Radio, LLC: KHTE FM, KLEC FM, KLRA AM	\$290,000	1.2
6 Flinn Broadcasting: KDRE FF	\$240,000	1

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$68,000,000	43%	0.0101
Radio	\$25,100,000	16%	0.0037
Newspaper	\$55,100,000	35%	0.0082
Outdoor	\$5,200,000	3%	0.0008
Cable TV	\$4,000,000	3%	0.0006
Media Total	\$157,400,000		0.0234

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since				
1994	KOLL-F	From So. Starr	to Multimarket	\$1,800,000
1995	KMJX-F, KDDK-F		Sold to Ragan Henry	\$10,000,000
1996	KOLL-F	From Multimarket	to Triathlon	\$4,000,000
1996	KSSN-F	From So. Skies	to Triathlon	\$14,000,000
1996	KMVK-F	From So. Skies	to Triathlon	\$2,500,000
1996	KDDK-F	From Ragan Henry	to Clear Channel	\$7,000,000
1996	KMJX-F	From Ragan Henry	to Clear Channel	\$8,000,000
1996	KPAL		Sold to KARN owner	\$50,000
1996	KLPO-F		Sold to KARN owner	\$820,000
1996	KBBL-F		Sold to KARN owner	\$184,000
1996	KGHT		Sold to Gary Acker	\$338,000
1997	KMVK-F, KOLL-F, KSSN-F	From Triathlon	to Clear Channel	\$20,000,000
1997	KESR-F		Sold to Citadel	\$3,300,000
1997	KIPR-F		Sold to Citadel	\$10,300,000
1997	KARN-AF		Sold to Citadel	\$7,000,000
1997	KRNN, KKRN-F		Sold to Citadel	\$1,700,000
1997	KMZX-F (106.3: Lonoke)		Sold by Willis	\$1,300,000
1997	KYTN-F		Sold to Citadel	\$1,500,000
1997	KEZO, KVLO-F, KURB-F	From GHB	to Citadel	\$12,000,000
1998	KAAY	From Beasley	to Citadel	\$5,000,000
1998	KRNN (1380)	From Citadel		\$200,000
1998	KBBL			\$75,000

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	84.5	\$20,455,000	18.1
National	15.5	\$3,626,000	18.4

NOTE: Trade equals 9.7% of local. In 1998 it was 7.1%.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KSSN FM	C	\$4,200,000	16.7
2 KMJX FM	AOR/CL	\$4,000,000	15.9
3 KARN AF	N/T	\$2,600,000	10.4
4 KURB FM	AC/CHR	\$2,300,000	9.2
5 KIPR FM	B	\$2,200,000	8.8
6 KKPT FM	CL AOR	\$1,500,000	6.0
7 KSYG FM	T/SPRTS	\$1,300,000	5.2
8 KOLL FM	O	\$1,250,000	5.0
9 KLAL FM	AC/NR	\$900,000	3.6
10 KQAR FM	CHR	\$750,000	3.0
11 KDDK FM	C	\$690,000	2.7
12 KVLO FM	SAC	\$600,000	2.4
13 KOKY AF	B/AC	\$450,000	1.8
14 KYFX FM	B/AC	\$390,000	1.6
15 KHTE FM	CHR/B	\$290,000	1.2
16 KDRE FF	ST	\$240,000	1.0

Market's Best

Best Restaurants: Ashley's, Cajun's Wharf, La Scala, Alouette's, La Graffiti's.

Best Hotels: Excelsior, The Capitol, Holiday Inn West.

Best Golf Courses: Pleasant Valley CC, Little Rock CC, Chenal CC.

WEATHER DATA

Elevation:	257
Annual Precipitation:	48.2 in.
Annual Snowfall:	5.3 in.
Average Windspeed:	8.2 (SW)

	JAN	JUL	TOTAL YEAR
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

1999 ARB Rank: 2	1999 Revenue: 790000000	Manager's Market Ranking (current): 4.9
1999 MSA Rank: 1	Rev per Share Point: \$9,059,633 87.2	Manager's Market Ranking (future) : 4.7
1999 DMA Rank: 2	Population per Station: 215,577 48	
1999 Rev Rank: 1 of 173	1999 Revenue Change: 17.9	Five-year revenue gain % (94-99): 60.8

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	476.1	495.0	526.0	582.9	648.4	790.0					
Yearly Growth Rate (94-99): 7.1%	assigned										
Projected Revenue Estimates:							850.30	889.10	920.90	1009.60	1079.40
Revenue per Capita:	37.79	39.29	41.09	45.54	49.12	56.74					
Yearly Growth Rate (94-99): 6.0%	assigned										
Projected Revenue per Capita:							60.14	63.75	67.57	71.63	75.93
Resulting Revenue Estimate:							818.0	873.35	932.51	1002.79	1078.14
Revenue as % of Retail Sales:	0.0049	0.0050	0.0053	0.0058	0.0062	0.0070					
Mean % (94-99) 0.00700%											
Resulting Revenue Estimate:							805.0	822.5	835.8	854.0	882.0
MEAN REVENUE ESTIMATE:							824.4	861.7	896.4	955.5	1013.2

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	12.600	12.600	12.800	12.800	13.200	13.500	13.600	13.700	13.800	14.000	14.200
Retail Sales (billions):	96.50	98.20	100.00	101.00	104.30	109.20	115.00	117.50	119.40	122.00	126.00

Below-the-Line Listening Shares:	1.4
Unlisted Station Listening:	11.4
Total Lost Listening:	12.8
Available Share Points:	87.2
Number of Viable Stations:	31.5
Average Share Points per Viable Station:	2.8
Rev. per Available Share Point:	\$9,059,633
Estimated Rev. for Mean Station:	\$25,367,000
Average HH Income:	\$42,508
Average Age:	33.6
Average Education:	12
Average Home Value:	\$223,700
Population Change (1998-2003):	6.1
Retail Sales Change (1998-2003):	17
Cable Penetration:	65
Number of Class B or C FMs:	20

Confidence Levels

1999 Revenue Estimates: Normal
 2000-to-2004 Revenue Estimates: Normal

Comments: Market report to Miller, Kaplan. Many stations do not participate including KSCA-F, KJLH-F, KKGO-F, KBUE-F, KWKW, KKHJ and others. Managers expect a 10 to 11% revenue gain during 2000. LA should be a billion dollar radio market by 2003 or 2004

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	75.1 <\$20: 22.5	12-to-24 22.8	Non High School Grad: 29.1
Black:	11.0 \$20-\$49.9: 34.2	25-to-54 55.9	High School Grad: 20.8
Amer. Indian:	0.6 \$50-\$99.9: 29.3	55-plus 21.3	College 1-3 years: 27.3
Asian/Pac.Isl.:	13.3 \$100+: 14.0		College 4+ years: 22.7
Hispanic: *	45.2		

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Aerospace	Walt Disney 53	Fluor Corporation	Consolidated Electrical Distributors 42
Financial	Ingram Micro 55	City National Corporation	A-Mark Financial 51
Entertainment	Bergen Brunswig 114	Hilton Hotels Corp.	Capital Group of Companies 70
Tourism	Fluor 116	Walt Disney Company	JF Shea Co 89
Construction	Atlantic Richfield 123	Countrywide Credit Ind.	Golden State Foods 90
Automotive	Edison International 158	Computer Sciences Corp.	Parsons Corp. 99
Petrochemicals	Pacificare Health Sys. 167	Mattel, Inc.	Kingston Technology 184
Electronics	Northrop Grumman 180	Merisel, Inc.	Young's Market 186
Food Processing	Foundation Health 181 (and more)	Unocal Corporation (and more)	AECOM Technology 212 (and more)

INC 500 Companies

Roth Staffing	1
Jules and Associates	6
Think Tank Systems	22
ByteWorks	59
IBaset	100
American Recruitment	106
U.S. Marketing & Promos	107
Market Scan Info Sys	129
Western Pacific Housing	133
Symionics	135
Platinum Capital Group	138
MS Rental Services	142
HighMark	143
PC Club	148
Edgewise Media Svcs. (and more)	187

Employment Breakdowns

By Industry:

Los Angeles-Long Beach, CA PMSA Total

1 Retail Trade	677,908	15.36%
2 Manufac., Durables	584,134	13.23%
3 Fin., Ins. & Real Estate	348,999	7.91%
4 Health Svcs.	320,339	7.26%
5 Other Prof. Svcs.	313,686	7.11%
6 Manufac., Non-Durables	313,587	7.11%
7 Educational Svcs.	302,008	6.84%
8 Bus. & Repair Svcs.	274,072	6.21%
9 Construction	258,455	5.86%
10 Wholesale Trade	223,785	5.07%
Total Metro Employees	4,413,573	
Top 10 Total Employees	3,616,973	81.95%

By Occupation:

Admin. Support/Clerical	772,761	17.51%
Professional	643,601	14.58%
Exec., Admin. & Managerial	593,632	13.45%
Sales	515,512	11.68%
Precis. Produc./Craft/Repair	485,548	11.00%
Svc., Exclud. Protective & HH	416,446	9.44%
Machine Oprs., Fab., Assemb., & Inspec.	348,748	7.90%
Handlers, Cleaners, Help., Laborers	170,218	3.86%
Technicians & Support	151,666	3.44%
Transportation & Moving	148,246	3.36%

NOTE:

Largest Local Banks (Assets \$000,000)

Imperial Bk	\$6,378
City Natl Bk	\$6,269
East-West Bank	\$1,999
Cathay Bank	\$1,807
Farmers & Merch Bk of L Beach	\$1,796
Tokai Bk of California	\$1,680
General Bk	\$1,658
Mellon 1st Business Bank	\$1,566
California Commerce Bank	\$1,548

Colleges and Universities (# of Students)

U. of California: Los Angeles	35,796
California State U.: Long Beach	28,637
Santa Ana Coll.	24,776
Long Beach City Coll.	23,974
Pasadena City Coll.	22,967
Orange Coast Coll.	22,383
California State U.: Los Angeles (and many more)	19,172
Total Students (FT & PT)	351,447

Military Bases (# of personnel)

Los Alamitos	
Armed Forces Res Cntr	Trng Ctr.
Los Angeles AFB	1,717

Unemployment

Jun 79:	5.70%	Jul 90:	6.60%
Dec 82:	10.40%	Jul 91:	8.60%
Sep 83:	10.40%	Jul 92:	11.20%
Sep 84:	8.70%	Jul 93:	9.50%
Aug 85:	7.10%	Jul 94:	10.00%
Aug 86:	7.80%	Jul 95:	8.40%
Aug 87:	6.30%	Jul 96:	9.10%
Aug 88:	5.40%	Aug 98:	6.60%
Jul 89:	5.60%	Dec 99:	5.20%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Western Int.
 DBC
 ICG
 Grey
 DDB/NHS

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KCBS-TV	Los Angeles	2	CBS	CBS	
KNBC-TV	Los Angeles	4	NBC	NBC	
KTLA-TV	Los Angeles	5	WB	Tribune	
KABC-TV	Los Angeles	7	ABC	ABC	
KCAL-TV	Los Angeles	9	IND	Young	
KTTV	Los Angeles	11	FOX	Fox	
KCOP	Los Angeles	13	UPN	Chris-Craft/BHC	
KSCI	Long Beach	18	IND	Int'l. Media Gp.	
KWHY-TV	Los Angeles	22	SPN		
KCET	Los Angeles	28	PBS		
KPXN	San Bernardino	30	PAX	Paxson	
KMEX-TV	Los Angeles	34	UNI	Univision	
KHSC	Ontario	46	IND	USA	
KOCE-TV	Huntington Bch.	50		Coast Comm. Col.	
KVEA	Corona	52	TEL	Telemundo	
KDOC-TV	Anaheim	56	IND		
KJLA-TV	Ventura	57	IND		
KLCS	Los Angeles	58		LA School Dist.	
KRCA	Riverside	62	IND	Lieberman	

Major Daily Newspapers

	AM	PM	Sun	Owner
Times	1,067,540		1,361,202	Times Mirror Co.
Orange County Register	356,953		413,349	Freedom Communications Inc.
La Opinion (Spanish)	99,041		58,871	Ignacio Lozano

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 CBS/Infinity: KTWV FM, KLSX FM, KROQ FM, KCBS FM, KRTH FM, KNX AM, KFVB AM, KRLA AM	\$255,500,000	32.3
2 Clear Channel Communications: KIIS FM, KOST FM, KYSR FM, KFI AM, KBIG FM, KCMG FM, KXTA AM, KLAC AM	\$235,300,000	29.8
3 Hispanic Broadcasting: KSCA FM, KLVE FM, KTNQ AM, KACE FF, KRCD FF	\$76,700,000	9.7
4 ABC: KLOS FM, KABC AM, KDIS AM	\$49,550,000	6.3
5 Radio One: KKBT FM	\$37,000,000	4.7
6 Emmis Broadcasting: KPWR FM	\$33,300,000	4.2
7 Spanish Broadcasting System: KLAX FM	\$18,600,000	2.4
8 Bonneville International: KZLA FM	\$16,200,000	2.1
9 Lieberman Broadcasting: KBUE FF, KHJ-AM, KVNR AM, KWIZ FM	\$12,400,000	1.6
10 Entravision: KSSE FM, KACD FM, KBCD FM	\$12,550,000	1.6
11 Mount Wilson FM Broadcasters: KKGO FM, KGIL AM, KGXL AM, KNOB AM	\$10,000,000	1.3
12 Big City Radio: KLYY FM	\$8,500,000	1.1
13 Lotus Communications Corp.: KWKW AM, KIRN AM, KWPA AM	\$5,800,000	0.7
14 TAXI Productions, Inc.: KJLH FM	\$4,300,000	0.5
15 Salem: KEZY AM, KXMX FM	N/A	--

NOTE:

Viable Stations

KABC	KIIS-F	KLVE-F	KSSE-F
KACD-FF(1/2)	KJLH-F (1/2)	KLYY-F (1/2)	KTNQ
KACE-F (1/2)	KKBT-F	KNX	KTWV-F
KBIG-F	KKGO-F	KOST-F	KWKW
KBUE-FF	KKHJ	KPWR-F	KXTA
KCBS-F	KLAC	KRLA (1/2)	KYSR-F
KCMG-F	KLAX-F	KROQ-F	KZLA-F
KFI	KLOS-F	KRTH-F	
KFVB	KLSX-F	KSCA-F	

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KIIS FM	CHR	\$44,500,000	5.6
2 KTWV FM	J	\$41,900,000	5.3
3 KLSX FM	T	\$39,800,000	5.0
4 KROQ FM	AOR/NR	\$38,000,000	4.8
5 KKBT FM	B	\$37,000,000	4.7
6 KOST FM	AC	\$36,800,000	4.7
7 KCBS FM	CL AOR	\$34,700,000	4.4
8 KRTH FM	O	\$34,500,000	4.4
9 KYSR FM	AC/CHR	\$34,400,000	4.4
10 KFI AM	T	\$33,900,000	4.3
11 KSCA FM	SP	\$33,600,000	4.3
12 KPWR FM	U/CHR	\$33,300,000	4.2
13 KNX AM	N	\$33,100,000	4.2
14 KBIG FM	AC	\$33,000,000	4.2
15 KLOS FM	AOR	\$31,850,000	4.0
16 KLVE FM	SP	\$31,800,000	4.0
17 KFVB AM	N	\$31,100,000	3.9
18 KCMG FM	B/O	\$27,200,000	3.4
19 KXTA AM	SPRTS	\$21,100,000	2.7
20 KLAX FM	SP	\$18,600,000	2.4
21 KABC AM	T	\$16,400,000	2.1
22 KZLA FM	C	\$16,200,000	2.1
23 KKGO FM	CL	\$10,000,000	1.3
24 KBUE FF	SP	\$8,600,000	1.1
25 KSSE FM	SP	\$8,550,000	1.1
26 KLYY FM	AOR/NR	\$8,500,000	1.1
27 KTNQ AM	SP	\$7,900,000	1.0
28 KWKW AM	SP	\$5,800,000	0.7
29 KLAC AM	ST	\$4,400,000	0.6
30 KJLH FM	B	\$4,300,000	0.5
31 KACD FM	AOR/P	\$4,000,000	0.5
32 KHJ-AM	SP	\$3,800,000	0.5
33 KACE FF	B/O	\$3,400,000	0.4
34 KRLA AM	O	\$2,400,000	0.3
35 KDIS AM	KIDS	\$1,300,000	0.2

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$1,770,000,000	42%	0.0162
Radio	\$790,000,000	19%	0.0072
Newspaper	\$1,400,000,000	33%	0.0128
Outdoor	\$144,000,000	3%	0.0013
Cable TV	\$91,000,000	2%	0.0008
Media Total	\$4,195,000,000		0.0383

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	74.1	\$52,707,000	18.4
National	25.9	\$184,101,000	14.9

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1994				
1994	KACE-F (Inglewood)	From All Pro	to Cox	\$11,500,000
1994	KALI	From United	to Way	\$5,750,000
1994	KNAC-F	From Keymarket	to Liberman	\$13,000,000
1994	KMGX-F (San Fernando)	From Buckley	to KFOX owner	\$4,500,000
1995	KBLA (Santa Monica)	From Keymarket	to River City	\$4,700,000
1995	KYMS-F (Santa Ana)		Sold to Way	\$9,100,000
1995	KLAC, KZLA-F	From Shamrock	to Chancellor	\$85,000,000
1995	KABC, KMPC, KLOS-F	From Cap Cities/ABC	to Disney	\$184,000,000
1995	KNX, KCBS-F	From CBS	to Westinghouse	\$126,000,000
1995	KTSJ (1220) (Pomona)		Sold to Douglas	\$875,000
1995	KMAX-F, KBAX-F, KAXX-F, KWIZ-F (Suburban & Exsuburban LA)	From Douglas	to Odyssey	\$32,000,000
1995	KGfJ		Sold to Douglas	\$5,500,000
1996	KBLA (Santa Monica)	From River City	to Sinclair TV	
1996	KROQ-F	From Infinity	to Westinghouse	\$294,000,000
1996	KRTH-F	From Infinity	to Westinghouse	\$312,000,000
1996	KWIZ-F (Santa Ana)	From Odyssey	to Liberman	\$11,200,000
1996	KIIS-AM	From Gannett	to Jacor	\$205,000,000
1996	KYKF-F (San Fernando)		Sold to Liberman	\$10,800,000
1996	KSCA-F	From Golden West	to Heffel	\$113,000,000
1997	KRTO-F	From El Dorado	to Cox	\$20,000,000
1997	KXMG	From SBS	to One-on-One	\$17,000,000
1997	Evergreen (KKBt-F)	Merged into Chancellor		
1997	KYSR-F	From Viacom	to Chancellor	\$200,000,000
1997	KIBB-F	From Viacom	to Chancellor	\$150,000,000
1997	KRLA, KLSX-F	Traded From Bonneville	to Westinghouse	WMMR-Phila.; WBOS, WOAZ-Boston
1997	KBIG-F	Traded by Bonneville	to Chancellor	KZLA-F plus others
1998	KYPA/KWPA	From Douglas	to Multicultural	
1998	KAZN		Sold to Multicultural	\$12,000,000
1998	KPLS	From Children's	to Catholic	
1998	KIEV		Sold to Salem	\$30,400,000
1998	KBLA (1580)	From Sinclair Bdcst Gp.	to Radio Unica	\$21,000,000
1998	KRRA (900; W. Covina)	From El Dorado	to Multicultural	\$9,000,000
1998	KMNY (1600; Pomona)		Sold to Multicultural	\$7,550,000
1998	KORG/KEZY-F (Anaheim)	From ML Media	to Jacor	\$30,100,000
1998	KBET (1220; Sta. Clarita)		Sold to Jacor	\$3,000,000
1998	KACD-F/KBCD-F		Sold to Jacor	\$67,000,000
1998	KACD-F/KORG/KBET/KBCD-F/KIIS-F/KXTA/KEZY-F	From Jacor	to Clear Channel	
Aug-99	KFI AM, KOST FM	Cox Radio	AMFM	Trade for 13 stations
Oct-99	KACE FM, KRTO FM	Cox Radio	Hispanic	\$75,000,000
Dec-99	KWPA AM	Multicultural	Lotus	\$750,000
Jan-00	KSSE FM	EXCL	Entravision	Group transaction: \$250,000,000
Feb-00	KFOX FM, KREA FM	Chagal Communications	Rodriguez Communications	\$67,000,000
Mar-00	KEZY AM, KXFX FM	Clear Channel	Salem	AMFM/CCU divestiture.
Mar-00	KACD FM, KBCD FM	Clear Channel	Entravision	Group transaction: \$185,600,000
Mar-00	KKBT FM	AMFM	Radio One	AMFM/CCU divestiture. With KBCD: \$85,000,000
				KKBT moves to 100.3. AMFM/CCU divestiture. Group transaction: price NA

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

Market's Best

Best Restaurants: (No consensus but here are a few named), Patina, Palm, Spago, Citrus, Bistro, Marino's, Cynthia's, Ivy's, Pacific Dining Car.

Best Hotels: Four Seasons, Bel Air, Le Belage, Ritz Carlton, Westwood Marquis, Beverly Hills Hotel, Beverly Wilshire.

Best Golf Courses: Los Angeles CC, Riviera, Sherwood CC, Bel Air.

Weather Data

Elevation:	270
Annual Precipitation:	14.8
Annual Snowfall:	0
Average Windspeed:	6.2 (W)

	JAN	JUL	TOTAL YEAR
Avg. Max. Temp:	66.5	82.9	74.3
Avg. Min. Temp:	46.8	63.5	55.3
Average Temp:	46.8	63.5	55.3

Louisville

1999 ARB Rank: 53	1999 Revenue: \$49,300,000	Manager's Market Ranking (current): 3.2
1999 MSA Rank: 60	Rev per Share Point: \$572,590 86.1	Manager's Market Ranking (future) : 3.4
1999 DMA Rank: 48	Population per Station: 34,616 25	
1999 Rev Rank: 46 of 173	1999 Revenue Change: 4.9	Five-year revenue gain % (94-99): 59

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	31.0	32.5	34.9	39.8	46.9	49.3					
Yearly Growth Rate (94-99): 6.3%											
Projected Revenue Estimates:							53.50	55.30	58.50	61.90	66.90
Revenue per Capita:	31.50	32.80	35.07	39.92	46.90	49.30					
Yearly Growth Rate (94-99): 5.5% assigned											
Projected Revenue per Capita:							52.01	54.87	57.89	61.07	64.43
Resulting Revenue Estimate:							52.5	55.42	59.05	62.29	66.36
Revenue as % of Retail Sales:	0.0035	0.0035	0.0037	0.0041	0.0046	0.0045					
Mean % (94-99) 0.00455%											
Resulting Revenue Estimate:							52.8	54.1	55.1	56.4	60.1
							MEAN REVENUE ESTIMATE:				
							52.9	55.0	57.5	60.2	64.4

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.984	0.991	0.995	0.997	1.000	1.000	1.010	1.010	1.020	1.020	1.030
Retail Sales (billions):	8.80	9.30	9.40	9.70	10.20	10.90	11.60	11.90	12.10	12.40	13.20

Below-the-Line Listening Shares:	0.6
Unlisted Station Listening:	13.3
Total Lost Listening:	13.9
Available Share Points:	86.1
Number of Viable Stations:	16.5
Average Share Points per Viable Station:	5.2
Rev. per Available Share Point:	\$572,590
Estimated Rev. for Mean Station:	\$2,977,000
Average HH Income:	\$39,152
Average Age:	36.9
Average Education:	11.7
Average Home Value:	\$84,400
Population Change (1998-2003):	2
Retail Sales Change (1998-2003):	21.9
Cable Penetration:	65
Number of Class B or C FMs:	7

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market report revenue to Miller, Kaplan and all but a couple of low-rated stations cooperate. Managers expect 5 to 6% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 86.0	<\$20: 25.0	12-to-24 20.0	Non High School Grad: 25.9
Black: 13.0	\$20-\$49.9: 36.9	25-to-54 53.8	High School Grad: 32.3
Amer. Indian: 0.2	\$50-\$99.9: 28.9	55-plus 26.2	College 1-3 years: 24.1
Asian/Pac.Isl.: 0.8	\$100+: 9.2		College 4+ years: 17.7
Hispanic: * 0.8			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Appliances	Humana 165	Louisville	American Commercial Lines/1998 372
Farm Equipment	Tricon Global 190	Brown-Forman Corporation	
Tobacco	LG&E Energy 295	Humana, Inc.	
Distilling	Vencor 464	LG&E Energy Corp.	
Automotive		TRICON Global Restaurants	
Synthetic Rubber			

INC 500 Companies

Accent Marketing Svcs	209
Aaxis	280
APB Energy	355

Employment Breakdowns

By Industry:

Louisville, KY-IN MSA Total

1 Retail Trade	86,638	17.85%
2 Manufac., Durables	55,813	11.50%
3 Health Svcs.	44,608	9.19%
4 Manufac., Non-Durables	40,062	8.25%
5 Educational Svcs.	36,644	7.55%
6 Fin., Ins. & Real Estate	35,302	7.27%
7 Other Prof. Svcs.	29,482	6.07%
8 Construction	28,254	5.82%
9 Transportation	25,735	5.30%
10 Bus. & Repair Svcs.	23,080	4.75%

Total Metro Employees	485,459
Top 10 Total Employees	405,618 83.55%

By Occupation:

Admin. Support/Clerical	81,509	16.79%
Professional	62,420	12.86%
Sales	60,947	12.55%
Exec., Admin. & Managerial	56,444	11.63%
Precis. Produc./Craft/Repair	56,305	11.60%
Svc., Exclud. Protective & HH	53,109	10.94%
Machine Oprs., Fab., Assemb., & Inspec.	38,999	8.03%
Handlers, Cleaners, Help., Laborers	21,740	4.48%
Transportation & Moving	21,460	4.42%
Technicians & Support	17,382	3.58%

NOTE:

Largest Local Banks (Assets \$000,000)

Natl City Bk of Kentucky	\$10,657
Bk One Kentucky NA	\$5,322
The Fifth 3rd Bank, Kentucky Inc.	\$1,973
Bank of Louisville	\$1,557
Republic Bk & Tr Co	\$1,205
Stock Yards Bk & Tr Co	\$623
Natl City Bank of Southern Indiana	\$338
Citizens Union Bank of Shelbyville	\$272
Comm'ty Bank of Southern IN	\$232

Colleges and Universities (# of Students)

U. of Louisville	18,579
Jefferson CC	10,200
Indiana U. Southeast	5,276
Bellarmine Coll.	2,219
Spalding U.	1,492
Louisville Technical Inst. (and more)	574
Total Students (FT & PT)	38,799

Military Bases (# of personnel)

Unemployment

Jun 79:	5.30%	Jul 90:	4.00%
Dec 82:	NA	Jul 91:	5.60%
Sep 83:	9.50%	Jul 92:	5.60%
Sep 84:	8.10%	Jul 93:	4.80%
Aug 85:	7.70%	Jul 94:	4.50%
Aug 86:	5.80%	Jul 95:	4.30%
Aug 87:	4.90%	Jul 96:	4.20%
Aug 88:	5.50%	Aug 98:	2.90%
Jul 89:	4.60%	Dec 99:	2.80%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Doe Anderson
Creative Alliance
Sheehy
Bandy Carroll

Viable Stations

WAMZ-F	WHKW-F	WMHX-F (1/2)	WRVI-F (1/2)
WBLO-F	WKJK (1/2)	WMJM-F	WSFR-F
WDJX-F	WLKY (1/2)	WQMF-F	WTFX-F
WGZB-F	WLRS-F	WQSH-F (1/2)	WVEZ-F
WHAS	WLSY-F (1/2)	WRKA-F	WWKY (1/2)

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WAVE	Louisville	3	NBC	Cosmos	
WHAS-TV	Louisville	11	ABC	Belo	
WKPE-TV	Louisville	15	PBS	KY ETV	
WBNA	Louisville	21	PAX		Paxson
WLKY-TV	Louisville	32	CBS	Hearst-Argyle	
WDRB-TV	Louisville	41	FOX	Toledo Blade	
WFTE	Salem	58	UPN		Independence

Major Daily Newspapers

	AM	PM	Sun	Owner
Courier-Journal	228,144		306,096	Gannett Co. Inc.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$105,000,000	38%	0.0096
Radio	\$49,300,000	18%	0.0045
Newspaper	\$104,000,000	37%	0.0095
Outdoor	\$13,000,000	5%	0.0012
Cable TV	\$6,400,000	2%	0.0006
Media Total	\$277,700,000		0.0254

NOTE: Use Newspaper and Outdoor estimates with caution.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WAMZ FM	C	\$9,400,000	19.1
2 WHAS AM	FS	\$9,300,000	18.9
3 WVEZ FM	SAC	\$5,050,000	10.2
4 WDJX FM	CHR	\$4,100,000	8.3
5 WRKA FF	O	\$3,900,000	7.9
6 WSFR FM	CL HITS	\$3,400,000	6.9
7 WQMF FM	CL AOR	\$2,260,000	4.6
8 WGZB FM	B	\$2,000,000	4.1
9 WTFX FM	AOR	\$1,970,000	4.0
10 WYBL FM	C	\$940,000	1.9
11 WHKW FM	C	\$865,000	1.8
12 WZTR FM	AC/NR	\$840,000	1.7
13 WULV FM	SAC	\$673,000	1.4
14 WFIA AM	REL	\$577,000	1.2
15 WMJM FM	B/O	\$500,000	1.0
16 WWKY AM	T	\$450,000	0.9
17 WMHX FM	AC/CHR	\$433,000	0.9
18 WBLO FM	B	\$410,000	0.8
19 WKJK AM	ST	\$400,000	0.8
20 WTMT AM	SPRTS	\$350,000	0.7
21 WXLN FM	REL	\$290,000	0.6

Market's Best

Best Restaurants: Vincenzo's, Oak Room, English Grill, Casa Grisanti.

Best Hotels: Seelbach, Brown, Hyatt Regency, Galt House, Radisson.

Best Golf Courses: Valhalla, Hurstbourne CC, Hunting Creek, Persimmon Ridge.

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	82.5	\$39,710,000	-0.7
National	17.5	\$8,308,000	45.1

Highest Billing Radio Entities
(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel Communications: WAMZ FM, WHAS AM, WQMF FM, WTFX FM, WYBL FM, WZTR FM, WWKY AM, WKJK AM	\$25,560,000	51.8
2 Cox Radio: WVEZ FM, WRKA FM, WSFR FM, WMHX FM	\$12,783,000	25.9
3 Blue Chip Broadcasting: WDJX FM, WGZB FM, WULV FM, WFIA AM, WMJM FM, WXLO FM	\$7,850,000	15.9
4 New Albany Broadcasting Co., Inc.: WBLO FM	\$410,000	0.8
5 Jefferson Broadcasting Co.: WTMT AM	\$350,000	0.7
6 Cross Country Communications: WXLN FM	\$290,000	0.6

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1993				
1993	WWKY, WVEZ-F	From Wilks-Schwartz	to Prism	\$6,375,000
1993	WTFX-F	From Joyner	to Prism	\$3,300,000
1993	WSLM-F (Salem)		Sold to Clear Channel/Snowden	\$2,400,000
1993	WLLV			\$375,000
1994	WDJX A/F	From Amer. Radio Syst.	to Regent	\$5,500,000
1994	WFIA		Sold to Regent	\$500,000
1994	WQLL-F			\$1,700,000
1994	WLRS-F	From Beck-Ross	to Liberty	\$2,700,000
1994	WHKW-F (Corydon)		Sold to Regent	\$2,600,000
1995	WQNF-F (Valley Stn)		Sold to WQMF owner	\$600,000
1995	FM CP (94.7)		Sold to WRKA owner	\$1,040,000
1995	WLOU			\$265,000
1995	WLRS-F		Turned over to Jim Champlain	NA
1995	WGZB-F, WLSY-F		Sold to Blue Chip	\$7,300,000
1995	WRKA-F, 94.7		Sold to Cox	\$8,500,000
1996	WWKY	From Prism	to SFX	\$500,000
1996	WTFX-F	From Prism	to SFX	\$6,400,000
1996	WVEZ-F	From Prism	to SFX	\$10,400,000
1996	WWKY/WTFX-F	From SFX	to Clear Channel	\$6,500,000
1996	WVEZ-F	From SFX	to Regent	\$12,600,000
1996	WXNU-F	From Otting	to Cox	\$2,500,000
1996	WHKW (1080)	From Regent	to Clear Channel	\$1,000,000
1996	WLLV		Sold to Mortenson	\$650,000
1996	WFIA	From Regent	to Jacor	\$1,000,000
1996	WDJX-F	From Regent	to Jacor	\$11,000,000
1996	WSFR-F	From Regent	to Jacor	\$5,000,000
1996	WQMF-F	From Otting	to Clear Channel	\$13,500,000
1997	WLRS-F	From Champlain	to Jacor	\$5,700,000
1998	WLKY (970)	From Pulitzer	to Hearst-Argyle	\$1,300,000
1998	WSFR-F/WLRS-F/WVEZ-F/WFIA/WDJX-F		From Jacor	to Clear Channel
11-Feb-99	WDJX FM, WFIA AM, WLRS FM	Jacor	Blue Chip	Group: \$40,000,000
11-Feb-99	WSFR FM, WVEZ FM	Jacor	Cox Radio	Price NA
22-Feb-99	WNAI AM	Gore-Overgaard	Word	\$820,000
9-Mar-99	WLSY FM, WRVI FM	Cox Radio	Trust	NA
28-Apr-99	WLSY FM, WRVI FM	Cox Radio	Salem	\$5,000,000
1-Jun-99	WXLN FM	Cross Country Communications, Inc.	Thin Man, Inc.	
26-Jul-99	WMHX FM	Owen Company	Cox Radio	\$1,770,000 Plus assumption of liabilities
25-Oct-99	WXLN FM	Cross Country Communications	Blue Chip	\$2,000,000
10-Feb-00	WTMT AM	Jefferson Bcstg.	Cross Country Commun.	\$1,100,000

WEATHER DATA

Elevation:		477	
Annual Precipitation:		42.9 in.	
Annual Snowfall:		17.3 in.	
Average Windspeed:		8.4 (S)	
		TOTAL	
		YEAR	
Avg. Max. Temp:	JAN 42.0	JUL 87.3	65.9
Avg. Min. Temp:	24.5	66.4	45.3
Average Temp:	33.3	76.9	55.6

1999 ARB Rank: 177	1999 Revenue: \$11,400,000	Manager's Market Ranking (current): 2.8
1999 MSA Rank: 186	Rev per Share Point: \$132,097 86.3	Manager's Market Ranking (future) : 2.8
1999 DMA Rank: 139	Population per Station: 10,011 19	
1999 Rev Rank: 147 of 173	1999 Revenue Change: 6.1	Five-year revenue gain % (94-99): 56.2

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	7.3	7.9	8.5	9.9	10.7	11.4						
Yearly Growth Rate (94-99): 5.8%	assigned											
Projected Revenue Estimates:							12.20	12.50	13.00	14.00	15.10	
Revenue per Capita:	31.46	33.76	36.32	42.12	45.53	48.93						
Yearly Growth Rate (94-99): 5.0%	assigned											
Projected Revenue per Capita:							51.38	53.95	56.65	59.48	62.45	
Resulting Revenue Estimate:							11.9	12.52	13.14	13.80	14.49	
Revenue as % of Retail Sales:	0.0032	0.0033	0.0035	0.0040	0.0041	0.0041						
Mean % (94-99) 0.00410%												
Resulting Revenue Estimate:							11.9	11.9	12.3	12.7	13.1	
	MEAN REVENUE ESTIMATE:							12.0	12.3	12.8	13.5	14.2

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.232	0.234	0.234	0.235	0.233	0.233	0.232	0.232	0.232	0.232	0.232
Retail Sales (billions):	2.30	2.40	2.40	2.50	2.60	2.80	2.90	2.90	3.00	3.10	3.20

Below-the-Line Listening Shares:

Unlisted Station Listening:	1.6
Total Lost Listening:	12.1
Available Share Points:	13.7
Number of Viable Stations:	86.3
Average Share Points per Viable Station:	11.5
Rev. per Available Share Point:	7.5
Estimated Rev. for Mean Station:	\$132,097
Average HH Income:	\$991,000
Average Age:	\$32,464
Average Education:	31.6
Average Home Value:	12.4
Population Change (1998-2003):	\$71,300
Retail Sales Change (1998-2003):	-0.7
Cable Penetration:	18.1
Number of Class B or C FMs:	63
	9

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports to local accountant. Managers predict 4 to 6% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	89.4 <\$20: 31.0	12-to-24 28.0	Non High School Grad: 24.8
Black:	8.5 \$20-\$49.9: 37.9	25-to-54 49.7	High School Grad: 23.8
Amer. Indian:	0.4 \$50-\$99.9: 23.8	55-plus 22.3	College 1-3 years: 27.1
Asian/Pac. Isl.:	1.8 \$100+: 7.3		College 4+ years: 24.2
Hispanic: *	28.8		

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Agriculture			United Supermarkets 445
Cottonseed Oil			
Meat Packing			
Electronics			

INC 500 Companies

Employment Breakdowns

By Industry:

Lubbock, TX MSA Total

1 Retail Trade	21,602	20.05%
2 Educational Svcs.	15,134	14.05%
3 Health Svcs.	11,529	10.70%
4 Other Prof. Svcs.	7,218	6.70%
5 Wholesale Trade	6,338	5.88%
6 Fin., Ins. & Real Estate	6,260	5.81%
7 Construction	5,491	5.10%
8 Manufac., Durables	5,362	4.98%
9 Bus. & Repair Svcs.	5,085	4.72%
10 Pub. Admin.	4,309	4.00%
Total Metro Employees	107,746	
Top 10 Total Employees	88,328	81.98%

By Occupation:

Admin. Support/Clerical	17,335	16.09%
Professional	16,879	15.67%
Sales	14,989	13.91%
Svc., Exclud. Protective & HH	13,702	12.72%
Exec., Admin. & Managerial	12,305	11.42%
Precis. Produc./Craft/Repair	10,548	9.79%
Technicians & Support	4,725	4.39%
Transportation & Moving	4,291	3.98%
Machine Oprs., Fab., Assemb., & Inspec.	4,193	3.89%
Handlers, Cleaners, Help., Laborers	3,621	3.36%

NOTE:

Largest Local Banks (Assets \$000,000)

American State Bk	\$1,055
Plains National Bank	\$865
Lubbock Natl Bk	\$252
City Bk	\$198
State National Bank of West Texas	\$188
Citizens Bank	\$77
Whisperwood Natl Bk	\$69
First Bank & Trust Company	\$69
The First National Bank of Tahoka	\$47

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Phil Price
Armstrong
Caviness

Colleges and Universities (# of Students)

Texas Tech U.	24,158
Lubbock Christian U.	1,327
Total Students (FT & PT)	25,485

Military Bases (# of personnel)

Unemployment

Jun 79:	4.30%	Jul 90:	5.50%
Dec 82:	4.50%	Jul 91:	6.30%
Sep 83:	6.20%	Jul 92:	6.70%
Sep 84:	4.90%	Jul 93:	6.00%
Aug 85:	7.80%	Jul 94:	5.20%
Aug 86:	6.60%	Jul 95:	4.70%
Aug 87:	6.30%	Jul 96:	4.90%
Aug 88:	5.10%	Aug 98:	3.70%
Jul 89:	6.20%		

Viable Stations

KCRM-F	KKCL-F	KONE-F	KZII-F
KEJS-F(1/2)	KLLL-AF	KRBL-F	
KFMX-F	KLZK-F	KRFE (1/2)	
KFYO (1/2)	KMMX-F	KXTQ-F	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KTXT-TV	Lubbock	5	PBS	TX Tech	
KCBD-TV	Lubbock	11	NBC		
KLBK-TV	Lubbock	13	CBS	Quorum	
KUPT-LP	Lubbock	22	UPN	Ramar	
KAMC	Lubbock	28	ABC		
KJTV	Lubbock	34	FOX	Ramar	
KXTQ-LP	Lubbock	46	TEL	Ramar	
KBZO	Lubbock	51	UNI		

Major Daily Newspapers

	AM	PM	Sun
Avalanche-Journal	58,866		69,495

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$25,000,000	39%	0.0089
Radio	\$11,400,000	18%	0.0041
Newspaper	\$22,500,000	35%	0.0080
Outdoor	\$2,700,000	4%	0.0010
Cable TV	\$2,200,000	3%	0.0008
Media Total	\$63,800,000		0.0228

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1993				
1993	KXTQ, KKKI-F			\$363,000
1993	KJBX, KRLB-F	From Receiver	to Sonance	\$760,000
1994	KJBX			\$75,000
1994	KONE-F		Sold by Lotus	\$700,000
1997	KMMX-F, KONE-F	From Dowdy	to Pinnacle	\$4,000,000
1997	Gulfstar stations merged into Capstar			
1997	KKCL-F	From Amer. General	to Capstar	\$3,150,000
1998	KLLL (1590)			\$150,000
26-Aug-99	KBZO AM	Paisano Communications	Entravision Holdings	\$2,300,000
14-Feb-00	KLLL FM	Pinnacle	NextMedia	Group transaction: \$75,000,000
14-Feb-00	KMMX FM	Pinnacle	NextMedia	Group transaction: \$75,000,000
14-Feb-00	KONE FM	Pinnacle	NextMedia	Group transaction: \$75,000,000

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel Communications: KZII FM, KFMX FM, KKCL FM, KQBR FM, KFYO AM, KKAM AM	\$5,320,000	46.7
2 NextMedia: KLLL FM, KMMX FM, KONE FM	\$3,660,000	32.1
3 Ramar Communications, Inc.: KXTQ AF	\$800,000	7
4 KLZK, Inc.: KLZK FM	\$525,000	4.6
5 Triumph Communications, Inc.: KRBL FM	\$360,000	3.2
6 Barton Broadcasting Co.: KEJS FM	\$300,000	2.6
7 KRFE Radio, Inc.: KRFE AM	\$180,000	1.6
8 Entravision: KBZO AM	\$160,000	1.4

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KLLL FM	C	\$2,600,000	22.8
2 KZII FM	CHR	\$1,500,000	13.2
3 KFMX FM	AOR	\$1,200,000	10.5
4 KKCL FM	O	\$1,200,000	10.5
5 KXTQ FM	SP	\$800,000	7.0
6 KQBR FM	CL AOR	\$640,000	5.6
7 KMMX FM	AC	\$560,000	4.9
8 KLZK FM	CHR/U	\$525,000	4.6
9 KONE FM	SAC	\$500,000	4.4
10 KFYO AM	T	\$470,000	4.1
11 KRBL FM	C	\$360,000	3.2
12 KKAM AM	SPRTS	\$310,000	2.7
13 KEJS FM	SP	\$300,000	2.6
14 KRFE AM	ST	\$180,000	1.6
15 KBZO AM	SP	\$160,000	1.4

Market's Best

Best Restaurants: County Line, Fifty Yard Line, Harrigan's, Sheraton.

Best Hotels: Lubbock Plaza, Holiday Inn - Civic Center.

Best Golf Courses: Lubbock CC, Hillcrest CC.

NO WEATHER DATA AVAILABLE
See Amarillo for an approximation

NOTE:

1999 ARB Rank: 147	1999 Revenue: \$12,500,000	Manager's Market Ranking (current): 3.4
1999 MSA Rank: 154	Rev per Share Point: \$140,449 89	Manager's Market Ranking (future) : 3.8
1999 DMA Rank: 118	Population per Station: 14,328 18	
1999 Rev Rank: 138 of 173	1999 Revenue Change: 8.8	Five-year revenue gain % (94-99): 37.4

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	9.1	9.9	10.7	10.8	11.4	12.5						
Yearly Growth Rate (94-99): 5.5% assigned												
Projected Revenue Estimates:							13.80	14.40	14.90	15.40	16.30	
Revenue per Capita:	29.35	31.50	33.86	33.86	35.29	38.34						
Yearly Growth Rate (94-99): 4.9% assigned												
Projected Revenue per Capita:							40.22	42.19	44.26	46.43	48.70	
Resulting Revenue Estimate:							13.3	14.13	14.96	15.88	16.80	
Revenue as % of Retail Sales:	0.0030	0.0031	0.0031	0.0030	0.0029	0.0030						
Mean % (94-99) 0.00300%												
Resulting Revenue Estimate:							13.2	13.5	14.1	15.0	15.6	
							MEAN REVENUE ESTIMATE:	13.4	14.0	14.7	15.4	16.2

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.310	0.314	0.316	0.319	0.322	0.326	0.330	0.335	0.338	0.342	0.345
Retail Sales (billions):	3.00	3.20	3.50	3.60	3.80	4.10	4.40	4.50	4.70	5.00	5.20

Below-the-Line Listening Shares:	0.7
Unlisted Station Listening:	10.3
Total Lost Listening:	11
Available Share Points:	89
Number of Viable Stations:	13
Average Share Points per Viable Station:	6.8
Rev. per Available Share Point:	\$140,449
Estimated Rev. for Mean Station:	\$955,000
Average HH Income:	\$35,188
Average Age:	34.5
Average Education:	11.5
Average Home Value:	\$72,900
Population Change (1998-2003):	6.1
Retail Sales Change (1998-2003):	29.8
Cable Penetration:	67
Number of Class B or C FMs:	6

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market does not report revenue to any accountant. Managers predict 6 to 7% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	59.2 <\$20: 29.0	12-to-24 22.4	Non High School Grad: 27.6
Black:	39.5 \$20-\$49.9: 37.7	25-to-54 53.9	High School Grad: 33.5
Amer. Indian:	0.2 \$50-\$99.9: 26.7	55-plus 23.7	College 1-3 years: 22.3
Asian/Pac. Isl.:	1.2 \$100+: 6.6		College 4+ years: 16.5
Hispanic: *	1.8		

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Chemicals			
Lumber			
Paper			
Clothing			

INC 500 Companies

Employment Breakdowns

By Industry:

Macon, GA MSA Total

By Industry:	By Occupation:
1 Retail Trade 25,519 17.44%	Admin. Support/Clerical 23,713 16.21%
2 Pub. Admin. 19,661 13.44%	Precis. Produc./Craft/Repair 19,540 13.36%
3 Health Svcs. 12,942 8.85%	Professional 19,271 13.17%
4 Educational Svcs. 11,845 8.10%	Sales 17,624 12.05%
5 Manufac., Non-Durables 11,364 7.77%	Exec., Admin. & Managerial 17,006 11.63%
6 Manufac., Durables 10,907 7.46%	Svc., Exclud. Protective & HH 15,634 10.69%
7 Fin., Ins. & Real Estate 8,869 6.06%	Machine Oprs., Fab., Assemb., & Inspec. 9,798 6.70%
8 Construction 8,041 5.50%	Technicians & Support 6,316 4.32%
9 Other Prof. Svcs. 7,509 5.13%	Transportation & Moving 6,022 4.12%
10 Transportation 5,996 4.10%	Handlers, Cleaners, Help., Laborers 5,767 3.94%
Total Metro Employees 146,287	
Top 10 Total Employees 122,653 83.84%	

NOTE:

Largest Local Banks (Assets \$000,000)

SunTrust Bk Middle Georgia NA	\$631
CB&T Bk of Middle Georgia	\$206
First South Bank, NA	\$188
Security Bank of Bibb County	\$171
Bank of Gray	\$147
Citizens Bk	\$74
Crossroads Bank of Georgia	\$73
The Bank of Perry	\$53
Rivoli Bank & Trust	\$51

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Storey Comm.

Colleges and Universities (# of Students)

Mercer U.	6,836
Macon State Coll.	3,429
Fort Valley State U.	2,681
Middle Georgia Coll.	1,867
Wesleyan Coll.	550
Total Students (FT & PT)	15,363

Military Bases (# of personnel)

Robins AFB	4,060
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Unemployment

Jun 79:	6.00%	Jul 90:	5.10%
Dec 82:	7.40%	Jul 91:	4.60%
Sep 83:	7.20%	Jul 92:	6.30%
Sep 84:	7.00%	Jul 93:	5.10%
Aug 85:	8.60%	Jul 94:	9.00%
Aug 86:	5.80%	Jul 95:	5.50%
Aug 87:	4.50%	Jul 96:	4.80%
Aug 88:	5.20%	Aug 98:	5.10%
Jul 89:	4.60%		

Viable Stations

WALJ-F	WIBB-F	WMKS-F	WRBV-F
WAYS-F	WLGG-F (1/2)	WPEZ-F	WXKO-AF
WDDO (1/2)	WMAC	WPGA-F	
WDEN-AF	WMGB-F	WQBZ-F	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WMAZ-TV	Macon	13	CBS	Gannett	
WGXA	Macon	24	FOX	GOCOM	
WDCO-TV	Cochran	29	PBS	GA PTV	
WMTG	Macon	41	NBC	Morris	
WPGA	Perry	58	ABC		
WGNM	Macon	64	UPN		

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 U.S. Broadcasting, LP: WDEN AF, WPEZ FM, WMGB FM, WAYS FM, WMAC AM, WPPG FM, WDDO AM	\$7,914,000	63.3
2 Taylor Broadcasting: WIBB FM, WQBZ FM, WRBV FM, WLGG AF, WAXP AM, WRNC AF	\$3,060,000	24.5
3 Roberts Communications, Inc.: WFXM FM, WQMJ FM, WXJO AA	\$650,000	5.2
4 Radio Perry, Inc.: WPGA AF	\$170,000	1.4
5 David A. Rodgers: WBML AM	\$120,000	1

Major Daily Newspapers

Telegraph	AM	PM	Sun	Owner
	68,996		96,828	Knight Ridder

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WDEN AF	C	\$3,000,000	24.0
2 WPEZ FM	AC	\$2,400,000	19.2
3 WIBB FM	B	\$1,500,000	12.0
4 WQBZ FM	AOR	\$1,000,000	8.0
5 WMGB FM	CHR	\$760,000	6.1
6 WAYS FM	O	\$710,000	5.7
7 WALJ FM	B	\$500,000	4.0
8 WMAC AM	T	\$452,000	3.6
9 WPPG FM	CL AOR	\$422,000	3.4
10 WRBV FM	B/AC	\$370,000	3.0
11 WLGG AF	B/G	\$190,000	1.5
12 WDDO AM	B/G	\$170,000	1.4
13 WPGA AM	AC/CHR	\$170,000	1.4
14 WXKO AF	B/G	\$150,000	1.2
15 WBML AM	REL	\$120,000	1.0

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$24,500,000	35%	0.0060
Radio	\$12,500,000	18%	0.0030
Newspaper	\$26,000,000	38%	0.0063
Outdoor	\$3,400,000	5%	0.0008
Cable TV	\$2,900,000	4%	0.0007
Media Total	\$69,300,000		0.0168

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1992				
1992	WIBB, WKXX-F	Sold by Woodfin		\$1,000,000
1993	WMGB-F (Jefferson)		Sold to owners of WDDO/WPEZ-F	\$800,000
1994	WNEX			\$175,000
1994	WXKO, WFXM-F	From Woodfin	to WPGA owner	\$700,000
1995	WRCC A/F	Sold by Timm	to Edward Taylor	\$500,000
1995	WMAZ, WAYS-F	From Multimedia	to Gannett	\$5,000,000
1996	WMAZ, WAYS-F	From Gannett	to Eddie Esserman	\$1,500,000
1996	WDDO, WMGB-F, WPEZ-F		Sold to Magic	\$7,250,000
1996	WWIQ-F (Gray)	From S. Taylor	to Ed Taylor	\$1,600,000
1996	WYIQ-F (Wamer-Robins)		Sold to Ed Taylor	\$500,000
1997	WMWR, WAYS-F	From Esserman	to Magic	\$4,700,000
1997	WXKO, WFXM-F		Sold to WBNM, WALJ-F owner	\$550,000
1997	WMKS-F		Sold to Magic	\$1,225,000
1997	WBNM, WALJ-F, WXKO, WFXM-F		Sold to Mike Roberts	\$1,100,000
1998	AM CP (1670)		Sold to Taylor	Price NA

Market's Best

Best Restaurants: Leo's, Natalia's, City Club, Texas Cattle Co..

Best Hotels: Radisson, Holiday Inn.

Best Golf Courses: River North CC, Idle Hour CC.

NO WEATHER DATA AVAILABLE
See Atlanta for an approximation

NOTE:

Madison

1999 ARB Rank: 120	1999 Revenue: \$27,300,000	Manager's Market Ranking (current): 4
1999 MSA Rank: 124	Rev per Share Point: \$357,798 76.3	Manager's Market Ranking (future) : 3.2
1999 DMA Rank: 89	Population per Station: 17,385 20	
1999 Rev Rank: 71 of 173	1999 Revenue Change: 9.9	Five-year revenue gain % (94-99): 60.5

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	17.0	18.9	20.4	22.2	24.6	27.3					
Yearly Growth Rate (94-99): 6.7% assigned											
Projected Revenue Estimates:							30.00	31.10	32.90	35.00	37.80
Revenue per Capita:	43.37	47.36	50.74	54.55	58.68	65.63					
Yearly Growth Rate (94-99): 5.6% assigned											
Projected Revenue per Capita:							69.31	73.19	77.29	81.62	86.19
Resulting Revenue Estimate:							29.0	30.74	32.69	34.69	36.80
Revenue as % of Retail Sales:	0.0039	0.0040	0.0041	0.0043	0.0044	0.0046					
Mean % (94-99) 0.00450%											
Resulting Revenue Estimate:							29.3	30.2	31.1	32.4	34.2
							MEAN REVENUE ESTIMATE:				
							29.4	30.7	32.2	34.0	36.3

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.392	0.399	0.402	0.407	0.413	0.416	0.418	0.420	0.423	0.425	0.427
Retail Sales (billions):	4.40	4.70	5.00	5.20	5.60	6.00	6.50	6.70	6.90	7.20	7.60

Below-the-Line Listening Shares:	1.3
Unlisted Station Listening:	22.4
Total Lost Listening:	23.7
Available Share Points:	76.3
Number of Viable Stations:	13.5
Average Share Points per Viable Station:	5.7
Rev. per Available Share Point:	\$357,798
Estimated Rev. for Mean Station:	\$2,039,000
Average HH Income:	\$51,940
Average Age:	34.1
Average Education:	13.5
Average Home Value:	\$120,400
Population Change (1998-2003):	3
Retail Sales Change (1998-2003):	30.4
Cable Penetration:	63
Number of Class B or C FMs:	6

Confidence Levels	
1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Hungerford. Managers predict 7 to 8% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	92.5 <\$20:	16.3 12-to-24	24.1 Non High School Grad:
Black:	3.7 \$20-\$49.9:	31.5 25-to-54	56.2 High School Grad:
Amer. Indian:	0.4 \$50-\$99.9:	37.1 55-plus	19.8 College 1-3 years:
Asian/Pac.Isl.:	3.3 \$100+:	15.0	College 4+ years:
Hispanic: *	2.3		34.3

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Government	American Family Insurance Group	Alliant Energy Corp.	
Agribusiness	384		
Research			
Food Processing			
Batteries			

INC 500 Companies

SHK Foods	38	Employment Breakdowns			
		By Industry:		By Occupation:	
		Madison, WI MSA Total			
		1 Retail Trade	40,680 16.62%	Admin. Support/Clerical	44,848 18.33%
		2 Educational Svcs.	32,202 13.16%	Professional	44,720 18.27%
		3 Health Svcs.	23,815 9.73%	Exec., Admin. & Managerial	33,661 13.75%
		4 Fin., Ins. & Real Estate	22,613 9.24%	Svc., Exclud. Protective & HH	28,058 11.47%
		5 Other Prof. Svcs.	20,269 8.28%	Sales	27,183 11.11%
		6 Pub. Admin.	17,347 7.09%	Precis. Produc./Craft/Repair	19,224 7.86%
		7 Manufac., Durables	15,022 6.14%	Technicians & Support	14,410 5.89%
		8 Manufac., Non-Durables	14,946 6.11%	Machine Oprs., Fab., Assemb., & Inspec.	10,716 4.38%
		9 Construction	10,711 4.38%	Transportation & Moving	6,842 2.80%
		10 Bus. & Repair Svcs.	9,364 3.83%	Handlers, Cleaners, Help., Laborers	6,493 2.65%
		Total Metro Employees	244,721		
		Top 10 Total Employees	206,969 84.57%		

NOTE:

Largest Local Banks (Assets \$000,000)

Firststar Bk Wisconsin	\$3,675
M&I Bk of Southern Wisconsin	\$2,323
Associated Bank South Central	\$857
First Business Bank	\$221
Bank of Sun Prairie	\$173
Park Bk	\$161
Bnkrs Bk	\$124
Bank of Waunakee	\$84
Bank of Verona	\$79

Colleges and Universities (# of Students)

U. of Wisconsin-Madison	38,085
Madison Area Technical Coll.	8,635
Edgewood Coll.	1,819
Maranatha Baptist Bible Coll.	663
Herzing Coll.	500
U. of Wisconsin-Baraboo/Sauk County	486
Total Students (FT & PT)	50,188

Military Bases (# of personnel)

Unemployment

Jun 79:	4.60%	Jul 90:	2.00%
Dec 82:	7.00%	Jul 91:	2.60%
Sep 83:	6.30%	Jul 92:	3.00%
Sep 84:	4.80%	Jul 93:	2.00%
Aug 85:	4.10%	Jul 94:	2.10%
Aug 86:	4.10%	Jul 95:	1.50%
Aug 87:	3.10%	Jul 96:	1.50%
Aug 88:	2.20%	Aug 98:	1.30%
Jul 89:	2.40%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Adv. Boelter
Carl Ames
Knupp & Watson
Russell Adv.

Viable Stations

WHIT (1/2)	WMAD-F	WOLX-F	WYZM-F
WIBA	WMGN-F	WTDY	WZEE-F
WIBA-F	WMLI-F	WTSO	
WJJO-F	WMMM-F	WWQM-F	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WISC-TV	Madison	3	CBS/UPN	Morgan Murphy	
WMTV	Madison	15	NBC	Benedek	
WHA-TV	Madison	21	PBS	U. of WI	
WKOW-TV	Madison	27	ABC	Shockley	
WMSN	Madison	47	FOX	Sullivan	Sinclair
WHPN	Janesville	57	UPN		

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel Communications: WZEE FM, WIBA AM, WIBA FM, WMAD FM, WMLI FM, WTSO AM	\$12,020,000	44.0
2 Mid-West Family Stations: WMGN FM, WJJO FM, WWQM FM, WTDY AA, WHIT AM	\$10,930,000	40.0
3 Woodward Communications, Inc.: WOLX FM, WMMM FM, WYZM FM	\$4,440,000	16.3

Major Daily Newspapers

	AM	PM	Sun	Owner
Wisconsin State Journal	87,305		159,040	Lee Enterprises Inc.
Capital Times		20,009		Lee Enterprises Inc.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WZEE FM	CHR	\$4,000,000	14.7
2 WMGN FM	AC	\$3,800,000	13.9
3 WIBA AM	FS	\$3,000,000	11.0
4 WJJO FM	AOR	\$2,800,000	10.3
5 WOLX FM	O	\$2,700,000	9.9
6 WIBA FM	AOR	\$2,600,000	9.5
7 WWQM FM	C	\$2,500,000	9.2
8 WTDY AA	T	\$1,400,000	5.1
9 WMAD FM	AOR/NR	\$1,200,000	4.4
10 WMMM FM	AOR/P	\$1,100,000	4.0
11 WMLI FM	SAC	\$650,000	2.4
12 WYZM FM	C	\$640,000	2.3
13 WTSO AM	ST	\$570,000	2.1
14 WHIT AM	SPRTS	\$430,000	1.6

Media Revenue Estimates

	Revenue	%	Retail Sales	% of
Television	\$50,000,000	40%	0.0083	
Radio	\$27,300,000	22%	0.0046	
Newspaper	\$41,000,000	33%	0.0068	
Outdoor	\$3,400,000	3%	0.0006	
Cable TV	\$2,300,000	2%	0.0004	
Media Total	\$124,000,000		0.0207	

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1993				
1993	WJJO-F (Watertown)	From Weil	to Midwest Family	\$1,600,000
1993	WMAD A/F	From Allen Shaw	to Double L	\$375,000
1993	WMMM-F (Verona)		Sold to Woodward	\$1,300,000
1993	WYZM-F (Waunakee)		Sold to Woodward	\$900,000
1993	WHIT, WWQM-F		Sold to Enterprise	\$5,625,000
1995	WIBA A/F, WMAD A/F	From Double L	to Dick Verne	\$14,200,000
1995	WMXF-F (Sauk City)		Sold to Midcontinent	\$3,050,000
1996	Point and Midcontinent merged their Madison properties			
1996	WOLX-F	From Shockley	to Woodward	\$10,500,000
1997	WIBA-AF/WTSO/WMAD-F/WMLI-F/WZEE-F	From Midcontinent/Point	to Capstar	
1997	WHIT/WWQM-F	From Enterprise	to Mid-West Family	\$6,400,000
1998	WFAW/WSJY-F (Fl. Atkinson)		From Goetz	to Marathon
1998	WIBU (Poynette, WI)		Sold to Magnum	\$325,000

Market's Best

Best Restaurants: Blue Marlin, Mountain Jacks, Mariner's Inn, Top of the Park, Smoky's.

Best Hotels: Concourse, Holiday Inn West, Edgewater.

Best Golf Courses: Maple Bluff CC, Lawsonia (Green Lake).

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	88.7	\$23,848,000	9.0
National	12.3	\$3,018,000	24.0

NOTE: Trade equals 3.5% of local. In 1998 it was 3.4%.
NOTE:

WEATHER DATA

Elevation:			858
Annual Precipitation:			30.6 in.
Annual Snowfall:			39.9 in.
Average Windspeed:			9.9 (SW)
		JAN	TOTAL
		JUL	YEAR
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

1999 ARB Rank: 186	1999 Revenue: \$12,900,000	Manager's Market Ranking (current): 2.7
1999 MSA Rank:x137 (w/Nashua)	Rev per Share Point: \$267,081 48.3	Manager's Market Ranking (future) : 3
1999 DMA Rank: 6 (Boston DMA)	Population per Station: 14,708 12	
1999 Rev Rank: 132 of 173	1999 Revenue Change: 10.1	Five-year revenue gain % (94-99): 79.2

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	7.2	8.8	10.1	10.8	11.6	12.9					
Yearly Growth Rate (94-99): 5.7% assigned											
Projected Revenue Estimates:							14.40	14.90	15.40	16.30	17.00
Revenue per Capita:	26.37	32.00	36.59	38.57	41.13	43.87					
Yearly Growth Rate (94-99): 4.9% assigned											
Projected Revenue per Capita:							46.01	48.26	50.63	53.11	55.71
Resulting Revenue Estimate:							13.7	14.58	15.44	16.41	17.38
Revenue as % of Retail Sales:	0.0023	0.0026	0.0029	0.0029	0.0030	0.0031					
Mean % (94-99) 0.00310%											
Resulting Revenue Estimate:							13.4	13.6	14.0	14.3	15.2
							MEAN REVENUE ESTIMATE:				
							13.8	14.4	14.9	15.7	16.5

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.273	0.275	0.276	0.280	0.292	0.294	0.298	0.302	0.305	0.309	0.312
Retail Sales (billions):	3.20	3.40	3.50	3.70	3.90	4.20	4.30	4.40	4.50	4.60	4.90

Below-the-Line Listening Shares:	43.7
Unlisted Station Listening:	8
Total Lost Listening:	51.7
Available Share Points:	48.3
Number of Viable Stations:	6.5
Average Share Points per Viable Station:	7.4
Rev. per Available Share Point:	\$267,081
Estimated Rev. for Mean Station:	\$1,976,000
Population Change (1998-2003):	5.8
Retail Sales Change (1998-2003):	19
Cable Penetration:	NA
Number of Class B or C FMs:	2

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: The revenue figures include the viable stations and an allocation to WOKQ-F. Managers predict 4 to 6% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic Income (\$000) Age Education

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
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INC 500 Companies

Employment Breakdowns

Taylor Group	266	By Industry:	By Occupation:
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NOTE:

Largest Local Banks (Assets \$000,000)

Citizens Bk New Hampshire	\$4,598
Bk of New Hampshire	\$4,316
Fleet Bk-NH	\$2,139
Merrimack County Savings Bank	\$219
First Alliance Bank and Trust Co	\$34

Colleges and Universities (# of Students)

New Hampshire Coll.	5,478
Hesser Coll.	3,181
College for Lifelong Learning	2,039
St. Anselm Coll.	1,982
New Hampshire Technical Inst.	1,713
NH Comm Tech. Coll: Manchester	1,392
Notre Dame Coll.	1,220

Military Bases (# of personnel)

Unemployment

Total Students (FT & PT) 18,509

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations

WFEA	WOKQ-F
WGIR	WQLL-F
WGIR-F	WZID-F
WJYY-F (1/2)	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WMUR-TV	Manchester	9	ABC/FOX	Imes	
WENH-TV	Durham	11	PBS	U. of NH	
WNDS	Derry	50	IND		
WPXB	Merrimack, NH	60	IND	Paxson	

Also see Boston

Major Daily Newspapers

	AM	PM	Sun	Owner
Union Leader;				
New Hampshire Sunday News	64,045 (a)		86,973	Loeb

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$23,000,000	37%	0.0055
Radio	\$12,900,000	21%	0.0031
Newspaper	\$23,400,000	38%	0.0056
Outdoor	\$2,900,000	5%	0.0007
Cable TV	N/A		
Media Total	\$62,200,000		0.0149

NOTE: Use Newspaper and Outdoor estimates with caution.
Miscellaneous Comments: * Part of Boston DMA. TV revenue is estimate of Manchester's contribution to total revenue in DMA. Total TV revenue for DMA is \$664,000,000.

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Saga Communications, Inc.: WZID FM, WQLL FM, WFEA AM	\$7,580,000	58.8
2 Clear Channel Communications: WGIR FM, WGIR AM	\$6,800,000	52.7

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WZID FM	AC/SAC	\$6,300,000	48.8
2 WGIR FM	AOR	\$5,250,000	40.7
3 WGIR AM	N/T	\$1,550,000	12.0
4 WQLL FM	O	\$900,000	7.0
5 WFEA AM	ST	\$380,000	2.9

NOTE: This table includes only the traditional Manchester stations. Portions of the WZID-F and WGIR-F revenues are allocated to Portsmouth.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1990	WFEA/WZID-F	From Sunshine	to Sage	\$4,700,000
1991	WKBR			\$160,000
1992	WJYY-F (Concord)	Sold by Empire		\$550,000
1996	WKBR			\$529,000
1997	WGIR	From Knight	to Capstar	\$4,400,000
1997	WGIR-F	From Knight	to Capstar	\$15,100,000
1997	WKBR		Sold to WXRV-F owner	\$145,000
1997	WQLL-F		Sold to Saga	\$3,300,000
12-Aug-99	WNHQ FM	RadioWorks	MCC Broadcasting, Inc.	\$1,600,000
23-Aug-99	WNNH FM	Clark Smidt	Tele-Media	\$2,500,000
24-Sep-99	WJYY FM, WNHI FM, WRCI FM	RadioWorks	Vox Radio Group	Price NA

Market's Best

NO WEATHER DATA AVAILABLE

NOTE:

McAllen-Brownsville

1999 ARB Rank: 63	1999 Revenue: \$20,900,000	Manager's Market Ranking (current): 2.9
1999 MSA Rank:x98 - McAllen, 151 - Brownsville	Rev per Share Point: \$259,950 80.4	Manager's Market Ranking (future) : 3.7
1999 DMA Rank:80 (w/Harlingen-Westlaco)	Population per Station: 33,960 20	
1999 Rev Rank: 86 of 173	1999 Revenue Change: 8.6	Five-year revenue gain % (94-99): 42.2

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	14.7	14.8	16.0	17.6	19.1	20.9					
Yearly Growth Rate (94-99): 6.2% assigned											
Projected Revenue Estimates:							23.00	24.00	24.90	26.50	28.20
Revenue per Capita:	18.99	18.43	19.49	20.88	22.13	23.75					
Yearly Growth Rate (94-99): 5.0% assigned											
Projected Revenue per Capita:							24.94	26.19	27.50	28.87	30.31
Resulting Revenue Estimate:							22.6	24.33	26.18	28.32	30.13
Revenue as % of Retail Sales:	0.0026	0.0026	0.0028	0.0031	0.0032	0.0033					
Mean % (94-99) 0.00325%											
Resulting Revenue Estimate:							22.1	22.8	23.4	24.1	25.0
MEAN REVENUE ESTIMATE:							22.6	23.7	24.8	26.3	27.8

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.774	0.803	0.821	0.843	0.863	0.880	0.905	0.929	0.952	0.981	0.994
Retail Sales (billions):	5.60	5.60	5.70	5.70	6.00	6.40	6.80	7.00	7.20	7.40	7.70

Below-the-Line Listening Shares:

Unlisted Station Listening:	6.7
Total Lost Listening:	12.9
Available Share Points:	19.6
Number of Viable Stations:	80.4
Average Share Points per Viable Station:	11
Rev. per Available Share Point:	7.3
Estimated Rev. for Mean Station:	\$259,950
Average HH Income:	\$1,898,000
Average Age:	\$20,964
Average Education:	28.2
Average Home Value:	9.4
Population Change (1998-2003):	\$43,700
Retail Sales Change (1998-2003):	13.6
Cable Penetration:	23.3
Number of Class B or C FMs:	NA
	9+6 Mexico

Confidence Levels

1999 Revenue Estimates:	Below normal
2000-to-2004 Revenue Estimates:	Below normal

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 99.0	<\$20: 47.9	12-to-24 29.9	Non High School Grad: 54.1
Black: 0.3	\$20-\$49.9: 36.1	25-to-54 47.2	High School Grad: 19.4
Amer. Indian: 0.2	\$50-\$99.9: 12.9	55-plus 22.9	College 1-3 years: 15.3
Asian/Pac. Isl.: 0.4	\$100+: 3.1		College 4+ years: 11.3
Hispanic: * 88.5			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

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

Agribusiness
Clothing
Oil and Gas
Oil Field Machinery

INC 500 Companies

Employment Breakdowns

By Industry:

McAllen-Edinburg-Mission, TX MSA Total

1 Retail Trade	34,336	19.65%
2 Educational Svcs.	24,930	14.27%
3 Ag., Forestry & Fisheries	14,139	8.09%
4 Manufac., Non-Durables	12,106	6.93%
5 Construction	11,870	6.79%
6 Wholesale Trade	10,452	5.98%
7 Health Svcs.	9,808	5.61%
8 Other Prof. Svcs.	8,560	4.90%
9 Bus. & Repair Svcs.	8,453	4.84%
10 Pub. Admin.	7,685	4.40%
Total Metro Employees	174,750	
Top 10 Total Employees	142,339	81.45%

By Occupation:

Admin. Support/Clerical	24,841	14.22%
Sales	24,002	13.74%
Professional	22,444	12.84%
Svc., Exclud. Protective & HH	19,088	10.92%
Precis. Produc./Craft/Repair	18,669	10.68%
Exec., Admin. & Managerial	14,148	8.10%
Farm., Forestry & Fishing	13,212	7.56%
Machine Oprs., Fab., Assemb., & Inspec.	11,680	6.68%
Handlers, Cleaners, Help., Laborers	9,800	5.61%
Transportation & Moving	8,954	5.12%

NOTE:

Largest Local Banks (Assets \$000,000)

Texas St Bk	\$1,822
International Bank of Commerce	\$419
First National Bank	\$416
Inter National Bank	\$362
Lone Star National Bank	\$238
Harlingen Natl Bk	\$225
Alamo Bk of Texas	\$127
City National Bank	\$59
McAllen National Bank	\$54

Colleges and Universities (# of Students)

U. of Texas: Pan American	11,105
Texas Southmost Coll.	5,086
Texas State Tech College: Harlingen	2,963
U. of Texas at Brownsville	2,569
Total Students (FT & PT)	21,723

Military Bases (# of personnel)

Unemployment

Jun 79:	N/A	Jul 90:	16.20%
Dec 82:	N/A	Jul 91:	16.00%
Sep 83:	21.10%	Jul 92:	15.10%
Sep 84:	16.50%	Jul 93:	13.30%
Aug 85:	17.20%	Jul 94:	19.40%
Aug 86:	19.90%	Jul 95:	16.10%
Aug 87:	17.70%	Jul 96:	17.20%
Aug 88:	14.50%	Aug 98:	17.80%
Jul 89:	16.80%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Breeden-McCumber
Media Connection
Johnson Meade
Advertis

Viable Stations

KBFM-F	KILM-F (1/2)	KTEX-F
KFRQ-F	KIRT (1/2)	KTJN-FF
KGBT	KIWW-F	KURV
KGBT-F	KKPS-F	KVLY-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
XHRIO	Matamoros	2	UPN		
KGBT-TV	Harlingen	4	CBS	Cosmos	
KRGV-TV	Weslaco	5	ABC	Manship	
KVEO	Brownsville	23	NBC	Galloway	
KTLM	Rio Grande City	40	SPN		
KLUJ	Harlingen	44		KITU, Beaumont	
KNVO	McAllen	48	UNI	Entravision	
KMBH	Harlingen	60	PBS		

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Sunburst Media: KVLY FM, KKPS FM, KFRQ FM	\$5,150,000	24.6
2 Hispanic Broadcasting Corp.: KIWW FM, KGBT AM, KGBT FM	\$5,000,000	23.9
3 Cumulus Media: KBFM FM, KTEX FM	\$4,350,000	20.8
4 La Nueva KBOR, Inc.: KTJN FF, KBOR AF, KQXX AM	\$1,400,000	6.7
5 Voice of Valley Agriculture: KURV AM	\$900,000	4.3

Major Daily Newspapers

	AM	PM	Sun	Owner
Monitor	36,796		43,623	Freedom
Harlingen Valley Morning Star	24,414		27,272	Freedom
Brownsville Herald	16,414		18,256	Freedom
El Heraldo de Brownsville (Spanish)		5,522	6,105	Freedom

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KBFM FM	CHR	\$2,900,000	13.9
2 KVLY FM	AC	\$2,100,000	10.0
3 KIWW FM	SP	\$1,900,000	9.1
4 KGBT AM	SP	\$1,600,000	7.7
5 KKPS FM	SP	\$1,600,000	7.7
6 KGBT FM	SP	\$1,500,000	7.2
7 KFRQ FM	AOR	\$1,450,000	6.9
8 KTEX FM	C	\$1,450,000	6.9
9 KTJN FF	SP	\$1,400,000	6.7
10 KURV AM	T	\$900,000	4.3

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$33,500,000	37%	0.0052
Radio	\$20,900,000	23%	0.0033
Newspaper	\$29,800,000	33%	0.0047
Outdoor	\$4,700,000	5%	0.0007
Cable TV	\$2,600,000	3%	0.0004
Media Total	\$91,500,000		0.0143

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year Calls	From	To	Price (E)	
Major Radio Station Sales Since 1992				
1992	KVSE-F	Sold to Spectrum	\$1,000,000	
1992	KVTY-F (Mission)	Sold to owners of KBOR	\$350,000	
1993	KRGY-F	Sold to Signature	\$910,000	
1995	KVJY, KTEX-F	From Tate to Calendar	\$5,100,000	
1996	KVLY-F	From Tippie to Sunburst	\$3,175,000	
1996	KFRQ-F, KKPS-F	From Signature to Sunburst	\$5,500,000	
1996	KQXX-F	Sold to Tichenor	\$1,300,000	
1996	KGBT, KIWW-F, KQXX-F	From Tichenor to Heffel		
1997	KVJY	Sold by Calendar	\$700,000	
6-Jan-99	KVPA FM	Sunburst	\$800,000	
15-Jul-99	KBFM FM, KTEX FM	Cumulus With Mobile stations:	\$36,000,000	
4-Nov-99	KSOX AM	Sendero Multimedia	\$700,000	
3-Jan-00	KZSP FM	Rio Bravo, Ltd.	\$10	
21-Mar-00	KVJY AM	Vie Dansante Bcstg.	Radio Unica	Price NA

Market's Best

Best Restaurants: Santa Fe Steakhouse, Ianeli's, Black Eyed Pea, Louis.

Best Hotels: Hilton, Embassy Suites, Sheraton.

Best Golf Courses: Rancho Viejo, Tony Butler.

NO WEATHER DATA AVAILABLE

NOTE:

1999 ARB Rank: 46	1999 Revenue: \$56,800,000	Manager's Market Ranking (current): 3.5
1999 MSA Rank: 53	Rev per Share Point: \$647,662 87.7	Manager's Market Ranking (future) : 3.3
1999 DMA Rank: 42	Population per Station: 40,079 24	
1999 Rev Rank: 40 of 173	1999 Revenue Change: 11.3	Five-year revenue gain % (94-99): 53.9

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	36.9	40.6	43.0	46.4	50.4	56.8					
Yearly Growth Rate (94-99): 6.2% assigned											
Projected Revenue Estimates:							62.70	64.30	66.00	71.40	76.70
Revenue per Capita:	34.81	37.59	39.81	42.57	45.82	51.64					
Yearly Growth Rate (94-99): 5.5% assigned											
Projected Revenue per Capita:							54.48	57.48	60.64	63.97	67.49
Resulting Revenue Estimate:							60.5	64.37	68.52	72.29	76.94
Revenue as % of Retail Sales: 0.0040	0.0040	0.0041	0.0042	0.0043	0.0044	0.0046					
Mean % (94-99) 0.00450%											
Resulting Revenue Estimate:							60.3	62.6	64.4	66.2	69.8
MEAN REVENUE ESTIMATE:							61.2	63.7	66.3	69.9	74.5

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	1.060	1.080	1.080	1.090	1.100	1.100	1.110	1.120	1.130	1.130	1.140
Retail Sales (billions):	9.20	10.00	10.30	10.80	11.50	12.30	13.40	13.90	14.30	14.70	15.50

Below-the-Line Listening Shares:	1.1
Unlisted Station Listening:	11.2
Total Lost Listening:	12.3
Available Share Points:	87.7
Number of Viable Stations:	18.5
Average Share Points per Viable Station:	4.7
Rev. per Available Share Point:	\$647,662
Estimated Rev. for Mean Station:	\$3,044,000
Average HH Income:	\$39,791
Average Age:	33.7
Average Education:	11.3
Average Home Value:	\$91,500
Population Change (1998-2003):	2.7
Retail Sales Change (1998-2003):	28.2
Cable Penetration:	64
Number of Class B or C FMs:	10

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. Some stations do not cooperate including KXHT-F, WKSL-F, WMFS-F and WBBP. Managers predict 6 to 7% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	56.3 <\$20: 26.4	12-to-24 22.9	Non High School Grad: 25.0
Black:	42.3 \$20-\$49.9: 33.6	25-to-54 54.1	High School Grad: 28.3
Amer. Indian:	0.2 \$50-\$99.9: 29.0	55-plus 23.0	College 1-3 years: 26.8
Asian/Pac.Isl.:	1.2 \$100+: 11.0		College 4+ years: 20.0
Hispanic: *	1.3		

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Cotton	FDX 94	AutoZone, Inc	Dunavant Enterprises 191
Soybean	Autozone 456	Concord EFS, Inc.	
Food Processing		FedEx Corporation	
Pharmaceuticals		National Commerce Bancorp	
Lumber		Union Planters Corp.	
Electrical Machinery			
Paper Product			

INC 500 Companies

Mid-American Specialties314

Employment Breakdowns

By Industry:

Memphis, TN-AR-MS MSA Total

1 Retail Trade	86,661	16.80%
2 Transportation	48,646	9.43%
3 Health Svcs.	48,630	9.43%
4 Manufac., Non-Durables	38,674	7.50%
5 Educational Svcs.	38,135	7.39%
6 Manufac., Durables	34,733	6.73%
7 Wholesale Trade	33,616	6.52%
8 Fin., Ins. & Real Estate	32,670	6.33%
9 Construction	28,387	5.50%
10 Other Prof. Svcs.	27,917	5.41%
Total Metro Employees	515,888	
Top 10 Total Employees	418,069	81.04%

By Occupation:

Admin. Support/Clerical	93,050	18.04%
Sales	70,107	13.59%
Exec., Admin. & Managerial	67,728	13.13%
Professional	66,924	12.97%
Precis. Produc./Craft/Repair	51,523	9.99%
Svc., Exclud. Protective & HH	49,701	9.63%
Machine Oprs., Fab., Assemb., & Inspec.	29,108	5.64%
Handlers, Cleaners, Help., Laborers	23,456	4.55%
Transportation & Moving	22,163	4.30%
Technicians & Support	21,403	4.15%

NOTE:

Memphis

Largest Local Banks (Assets \$000,000)

Union Planters Bk NA	\$29,724
First Tennessee Bk NA	\$17,397
Natl Bk of Commerce	\$4,858
EFS National Bank	\$349
Bank of Bartlett	\$316
Peoples Bank	\$282
Trust One Bank	\$265
Enterprise National Bank	\$176
Farmers Bk & Tr Co	\$155

Colleges and Universities (# of Students)

U. of Memphis	4,957
State Technical Inst. at Memphis	4,641
Shelby State CC	3,775
Christian Brothers U.	1,887
Rhodes Coll.	1,441
Mississippi County CC	1,085
LeMoyne-Owen Coll.	842
(and more)	
Total Students (FT & PT)	20,054

Military Bases (# of personnel)

NAS, Memphis	6,842
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Unemployment

Jun 79:	5.40%	Jul 90:	4.30%
Dec 82:	N/A	Jul 91:	5.60%
Sep 83:	8.60%	Jul 92:	5.90%
Sep 84:	7.40%	Jul 93:	5.00%
Aug 85:	6.70%	Jul 94:	4.40%
Aug 86:	6.30%	Jul 95:	4.80%
Aug 87:	5.80%	Jul 96:	4.10%
Aug 88:	5.00%	Aug 98:	3.90%
Jul 89:	4.10%	Dec 99:	3.00%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Malmo
Sheryl Chambers
Sherrye

Viable Stations			
KJMS-F	WGKX-F	WMC	WPLX (1/2)
KWAM (1/2)	WHBQ (1/2)	WMC-F	WRBO-F
KXHT-F	WHRK-F	WMFS-F	WREC
WDIA	WKSL-F	WOGY-F	WRVR-F
WEGR-F	WLOK	WOTO-F	WSRR-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WREG-TV	Memphis	3	CBS	NY Times	
WMC-TV	Memphis	5	NBC	Raycom	
WKNO-TV	Memphis	10	PBS		
WHBQ-TV	Memphis	13	FOX	Fox	
WPTY-TV	Memphis	24	ABC	Clear Channel	
WLMT	Memphis	30	JPN	Max Media	Clear Channel
WPXX	Memphis	50	PAX	Flinn	Paxson

Major Daily Newspapers

	AM	PM	Sun	Owner
Commercial Appeal	163,603		242,926	E W Scripps Co. (Scripps Howard)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$105,000,000	39%	0.0085
Radio	\$56,800,000	21%	0.0046
Newspaper	\$95,000,000	35%	0.0077
Outdoor	\$9,500,000	3%	0.0008
Cable TV	\$5,500,000	2%	0.0004
Media Total	\$271,800,000		0.0220

NOTE: Use Newspaper and Outdoor estimates with caution.

Highest Billing Stations				
Calls	Format	Revenue	Pct.	
1 WMC FM	CHR	\$8,300,000	14.6	
2 WRVR FM	AC	\$7,900,000	13.9	
3 WEGR FM	AOR	\$5,700,000	10.0	
4 WHRK FM	B	\$5,400,000	9.5	
5 WGKX FM	C	\$4,950,000	8.7	
6 WSRR FM	CL HITS	\$3,720,000	6.5	
7 WRBO FM	B/O	\$3,710,000	6.5	
8 KJMS FM	B/AC	\$3,500,000	6.2	
9 WDIA AM	B	\$3,160,000	5.6	
10 WOGY FM	C	\$2,800,000	4.9	
11 WMC AM	N/T	\$1,610,000	2.8	
12 WREC AM	T	\$1,460,000	2.6	
13 KXHT FM	B	\$1,200,000	2.1	
14 WLOK AM	G	\$1,180,000	2.1	
15 WKSL FM	CHR	\$600,000	1.1	
16 WOTO FM	O	\$560,000	1.0	
17 WMFS FM	AOR	\$530,000	0.9	
18 WHBQ AM	SPRTS	\$400,000	0.7	
19 KWAM AM	G	\$360,000	0.6	
20 WJCE AM	B/O	\$300,000	0.5	

Market's Best

Best Restaurants: Chez Phillippe, Hemmings, Marina's, Bosco's, Grasanti's, Charlie Vergos.

Best Hotels: Crown Plaza, Peabody, Adams Mark, Marriott.

Best Golf Courses: Colonial CC (South), Memphis CC, Southwinds TPC.

NOTE:

WEATHER DATA

Elevation:			258
Annual Precipitation:			48.7 in.
Annual Snowfall:			5.7 in.
Average Windspeed:			9.2 (S)
		TOTAL	YEAR
	JAN	JUL	
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

**Highest Billing Radio Entities
(includes duopolies and combos)**

Combined Revenue Revenue Share

1	Clear Channel Communications: WEGR FM, WHRK FM, KJMS FM, WDIA AM, WREC AM, WOTO FM, KWAM AM	\$20,140,000	35.5
2	Barnstable Broadcasting, Inc.: WGKX FM, WSRR FM, WRBO FM	\$12,380,000	21.8
3	Entercom: WRVR FM, WOGY FM, WJCE AM	\$11,000,000	19.4
4	Raycom: WMC FM, WMC AM	\$9,910,000	17.4
5	Flinn Broadcasting: KXHT FM, WKSL FM, WHBQ AM	\$2,200,000	3.9
6	Gilliam Communications, Inc.: WLOK AM	\$1,180,000	2.1
7	Belz Broadcasting Co.: WMFS FM	\$530,000	0.9

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	80.8	\$43,508,000	12.1
National	12.2	\$10,325,000	5.5

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1990				
1990	WWQM			\$420,000
1992	WPYR-F (Millington)	From Diamond	to Bamstable	\$4,250,000
1993	WMC A/F	Sold by Scripps-Howard		\$8,100,000
1993	WRXQ-F (Olive)		Sold to NewMarket	\$1,275,000
1993	WOGY-F (Germantown)	From Ardman	to Keymarket	\$3,000,000
1993	WREC	From NewMarket	to Radio Equity	\$2,800,000
1993	WEGR-F	From NewMarket	to Radio Equity	\$12,000,000
1993	WRXQ-F (Olive)	From NewMarket	to Radio Equity	\$2,400,000
1994	KFTH-F (Marion)	Sold by Willis		\$1,650,000
1995	WJCE, WRVR-F, WOGY-F	From Keymarket	to River City	\$24,000,000
1996	WJCE, WOGY-F, WRVR-F	From River City	to Sinclair TV	
1996	WDIA	From Ragan Henry	to Clear Channel	\$6,800,000
1996	WHRK-F	From Ragan Henry	to Clear Channel	\$25,000,000
1996	KWAM, KJMS-F	From Rivers	to Clear Channel	\$12,500,000
1996	WREC	From Radio Equity	to Clear Channel	\$2,200,000
1996	WEGR-F	From Radio Equity	to Clear Channel	\$22,000,000
1996	WRXQ-F	From Radio Equity	to Clear Channel	\$4,500,000
1997	WJOI-F (107.5: Germantown)		Sold to Flinn	\$4,500,000
1997	WWKZ-F (103.7: Cono, MS)		Sold to Bamstable	\$6,300,000
1997	WMPS (1380: Millington)			\$275,000
1998	WSFZ		Sold to Flinn	\$1,070,000
13-May-99	WYLT FM	Estate of Albert Crain	Clear Channel	\$1,100,000
26-Jul-99	WJCE AM, WOGY FM, WRVR FM	Sinclair Broadcast	Entercom	Group purchase: \$821,500,000
29-Nov-99	WYLT FM	Estate of Albert Crain	Clear Channel	\$1,100,000 Cancelled
29-Nov-99	WYLT FM	Estate of Albert Crain	Educational Media Foundation	\$1,400,000

1999 ARB Rank: 12	1999 Revenue: \$235,100,000	Manager's Market Ranking (current): 3.4
1999 MSA Rank:x24 - Miami, 38 - Ft. Laud.	Rev per Share Point: \$2,721,065 86.4	Manager's Market Ranking (future) : 3.5
1999 DMA Rank: 15	Population per Station: 105,063 30	
1999 Rev Rank: 12 of 173	1999 Revenue Change: 11.1	Five-year revenue gain % (94-99): 63.3

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	144.0	154.5	174.5	195.9	209.0	235.1					
Yearly Growth Rate (94-99): 6.6%	assigned										
Projected Revenue Estimates:							259.90	266.00	281.40	303.40	323.60
Revenue per Capita:	41.98	44.65	49.15	54.00	56.80	62.86					
Yearly Growth Rate (94-99): 5.3%	assigned										
Projected Revenue per Capita:							66.19	69.70	73.39	77.28	81.38
Resulting Revenue Estimate:							250.9	266.25	282.56	299.08	319.00
Revenue as % of Retail Sales:	0.0039	0.0040	0.0042	0.0045	0.0046	0.0048					
Mean % (94-99) 0.00470%											
Resulting Revenue Estimate:							250.5	253.8	259.4	265.1	276.8
							MEAN REVENUE ESTIMATE: 253.8 262.0 274.5 289.2 306.5				

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	3.430	3.460	3.550	3.620	3.690	3.740	3.790	3.820	3.850	3.870	3.920
Retail Sales (billions):	37.20	38.80	41.90	43.20	46.00	49.10	53.30	54.00	55.20	56.40	58.90

Below-the-Line Listening Shares:	3.1
Unlisted Station Listening:	10.5
Total Lost Listening:	13.6
Available Share Points:	86.4
Number of Viable Stations:	24.5
Average Share Points per Viable Station:	3.5
Rev. per Available Share Point:	\$2,721,065
Estimated Rev. for Mean Station:	\$9,524,000
Average HH Income:	\$33,478
Average Age:	37.5
Average Education:	11.6
Average Home Value:	\$107,200
Population Change (1998-2003):	4.9
Retail Sales Change (1998-2003):	22.5
Cable Penetration:	73
Number of Class B or C FMs:	18

Confidence Levels
1999 Revenue Estimates: Normal
2000-to-2004 Revenue Estimates: Normal

Comments: Market reports to Miller, Kaplan. Several lower rated AM's do not participate: WNMA, WSUA, WWFE, WFBA, WKAT and others. Managers expect an 8 to 9% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 77.0	<\$20: 30.8	12-to-24 17.7	Non High School Grad: 34.3
Black: 21.0	\$20-\$49.9: 36.5	25-to-54 51.0	High School Grad: 23.2
Amer. Indian: 0.3	\$50-\$99.9: 23.8	55-plus 31.3	College 1-3 years: 23.5
Asian/Pac. Isl.: 1.8	\$100+: 9.0		College 4+ years: 19.0
Hispanic: * 57.4			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Tourism	Republic Industries 83	Citrix Systems, Inc.	JM Family Enterprises 18
Clothing	CHS Electronics 189	CHS Electronics, Inc.	Southern Wine & Spirits 44
Electronics	Ryder Systems 312	Lennar Corporation	
Boat Building		Ryder System, Inc.	

INC 500 Companies

Cypress Food Distributors	20
Dataforce	49
Petroleum Svcs of Fla	181
Ancicare PPO	210
M & H Enterprises	364
AccuData America	499

Employment Breakdowns

By Industry:
Miami, FL PMSA Total

1 Retail Trade	174,622	17.39%
2 Health Svcs.	85,948	8.56%
3 Fin., Ins. & Real Estate	83,915	8.35%
4 Transportation	74,483	7.42%
5 Educational Svcs.	69,648	6.93%
6 Wholesale Trade	64,809	6.45%
7 Construction	63,051	6.28%
8 Other Prof. Svcs.	62,220	6.19%
9 Bus. & Repair Svcs.	60,058	5.98%
10 Manufac., Non-Durables	57,633	5.74%

By Occupation:

Admin. Support/Clerical	181,382	18.06%
Sales	137,297	13.67%
Exec., Admin. & Managerial	127,790	12.72%
Professional	121,789	12.13%
Svc., Exclud. Protective & HH	112,623	11.21%
Precis. Produc./Craft/Repair	106,381	10.59%
Machine Oprs., Fab., Assemb., & Inspec.	55,622	5.54%
Transportation & Moving	39,848	3.97%
Handlers, Cleaners, Help., Laborers	38,682	3.85%
Technicians & Support	33,423	3.33%

Total Metro Employees	1,004,430
Top 10 Total Employees	796,387 79.29%

NOTE:

Largest Local Banks (Assets \$000,000)

SunTrust Bank, S. Florida, N.A.	\$4,380
SunTrust Bk Miami NA	\$3,747
Northern Tr Bk of Florida NA	\$2,979
Ocean Bk	\$2,617
Hamilton Bk NA	\$1,593
Republic Natl Bk of Miami	\$1,504
City Natl Bk of Florida	\$1,483
Mellon United National Bank	\$1,324
Commercebank, N.A.	\$1,095

Colleges and Universities (# of Students)

Miami-Dade CC	41,172
Florida International U.	27,513
Broward CC	24,881
Nova Southeastern U.	15,858
U. of Miami	13,047
Barry U.	6,860
Art Inst. of Fort Lauderdale (and more)	2,392
Total Students (FT & PT)	140,692

Military Bases (# of personnel)

Unemployment

Jun 79:	6.10%	Jul 90:	6.30%
Dec 82:	18.80%	Jul 91:	8.80%
Sep 83:	15.80%	Jul 92:	9.70%
Sep 84:	6.50%	Jul 93:	7.80%
Aug 85:	6.70%	Jul 94:	10.40%
Aug 86:	6.00%	Jul 95:	6.10%
Aug 87:	5.40%	Jul 96:	6.70%
Aug 88:	4.70%	Aug 98:	4.00%
Jul 89:	6.60%	Dec 99:	5.00%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Beber Silverstein
Harris-Drury
McFarland & Drier

Viable Stations

WAMR-F	WHYI-F	WLYF-F	WQBA
WAQI	WINZ	WMGE-F	WRMA-F
WBGJ-F	WIOD	WMXJ-F	WRTO-F
WCMQ-F	WJNA (1/2)	WNMA (1/2)	WSUA (1/2)
WEDR-F	WKIS-F	WPOW-F	WTMI-F
WFLC-F	WLVE-F	WQAM	WXDJ-F
WHQT-F			WZTA-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WPBT	Miami	2	PBS		
WFOR-TV	Miami	4	CBS	CBS	
WTVJ	Miami	6	NBC	NBC	
WSVN	Miami	7	FOX	Sunbeam	
WPLG	Miami	10	ABC	Post-Newsweek	
WLRN	Miami	17		Dade Co. Schools	
WLTW	Miami	23	UNI	Univision	
WBFS-TV	Miami	33	UPN	Paramount	
WPXM	Miami	35	PAX	Paxson	
WBZL-TV	Miami	39	WB	Tribune	
WSCV	Ft. Lauderdale	51	TEL	Telemundo	
WAMI-TV	Hollywood	69	IND	USA	

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WAMR FM	SP	\$19,038,000	8.1
2 WEDR FM	B	\$18,700,000	8.0
3 WPOW FM	CHR/U	\$15,100,000	6.4
4 WLYF FM	SAC	\$14,200,000	6.0
5 WQAM AM	SPRTS	\$13,500,000	5.7
6 WHQT FM	B/AC	\$13,400,000	5.7
7 WHYI FM	CHR/AC	\$13,000,000	5.5
8 WZTA FM	AOR	\$12,700,000	5.4
9 WKIS FM	C	\$12,600,000	5.4
10 WFLC FM	AC	\$11,500,000	4.9
11 WBGJ FM	CL AOR	\$10,900,000	4.6
12 WMXJ FM	O	\$10,500,000	4.5
13 WLVE FM	J	\$9,050,000	3.8
14 WRMA FM	SP	\$8,500,000	3.6
15 WXDJ FM	SP	\$8,500,000	3.6
16 WTMI FM	CL	\$5,750,000	2.4
17 WAQI AM	SP	\$5,300,000	2.3
18 WRTO FM	SP	\$5,020,000	2.1
19 WIOD AM	N/T	\$5,000,000	2.1
20 WMGE FM	B/O	\$4,400,000	1.9
21 WCMQ FM	SP	\$4,150,000	1.8
22 WQBA AM	SP	\$3,450,000	1.5
23 WINZ AM	T	\$3,400,000	1.4
24 WFTL AM	T	\$1,300,000	0.6
25 WSUA AM	SP	\$1,200,000	0.5
26 WNMA AM	SP	\$1,000,000	0.4

Major Daily Newspapers

	AM	PM	Sun	Owner
Herald	349,114		461,201	Knight Ridder
Ft. Lauderdale Sun-Sentinel	258,959		372,878	Tribune Co.
Diario Las Americas (Spanish)	68,011		68,011	Horacio Aguirie

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$441,000,000	39%	0.0090
Radio	\$235,100,000	21%	0.0048
Newspaper	\$404,000,000	36%	0.0082
Outdoor	\$37,000,000	3%	0.0008
Cable TV	\$15,000,000	1%	0.0003
Media Total	\$1,132,100,000		0.0231

NOTE: Use Newspaper and Outdoor estimates with caution.

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	70.0	\$162,454,000	12.6
National	30.0	\$68,762,000	11.0

Highest Billing Radio Entities

(includes duopolies and combos)	Combined Revenue	Revenue Share
1 Clear Channel Communications: WHYI FM, WZTA FM, WBGGM FM, WLVE FM, WIOD AM, WMGE FM, WINZ AM	\$58,450,000	24.9
2 Cox Radio: WEDR FM, WHQT FM, WFLC FM, WTMI FM	\$49,350,000	21.0
3 Beasley Broadcast Group: WPOW FM, WQAM AM, WKIS FM	\$41,200,000	17.5
4 Hispanic Broadcasting Corp.: WAMR FM, WAQI AM, WRTO FM, WQBA AM	\$32,808,000	14.0
5 Jefferson-Pilot Communications: WLYF FM, WMXJ FM, WAXY AM	\$24,700,000	10.5
6 Spanish Broadcasting System: WRMA FM, WXDJ FM, WCMQ FM	\$21,150,000	9.0
7 James Crystal Enterprises: WFTL AM	\$1,300,000	0.6
8 WSUA Broadcasting Corp.: WSUA AM	\$1,200,000	0.5
9 Radio Unica: WNMA AM	\$1,000,000	0.4
10 Radio One: WVCG AM	N/A	-

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1993				
1993	WRHC (Coral Gables)			\$525,000
1993	WWFE			\$2,700,000
1993	WMXJ-F	From Sconnix	to Jefferson-Pilot	\$17,800,000
1993	WHYI-F	From Metroplex	to Clear Channel	\$20,000,000
1993	WAQI,WRTO-F	From Mambisa	to Heftel	\$16,000,000
1993	WQBA A/F	From SRN	to Heftel	\$28,000,000
1993	WZXY-F	From Ashtey	to Clear Channel	\$14,000,000
1994	WTPX-F	From Tak	to EZ	\$17,000,000
1994	WFTL			\$500,000
1994	WTPX-F	From EZ	to WXDJ-F owner	\$21,250,000
1995	WSUA		Sold to El Dorado	\$2,750,000
1995	WFTL		Sold to Paxson	\$1,960,000
1995	WAQI, WRTO-F 50%		Sold to Heftel	\$19,800,000
1995	WSBH (1490)			\$1,500,000
1996	WSRF, WSHE-F	From TK	to Paxson	\$57,500,000
1996	WTMI-F	From Amer. Radio	to Tanger	\$18,000,000
1996	WQAM, WKIS-F	From Sunshine Wireless	to Beasley	\$57,000,000
1996	WIOD	From Cox	to Paxson	\$13,000,000
1996	WEDR-F	From Rivers	to Evergreen	\$65,000,000
1996	WRMA-F,WXDJ-F		Sold to SBS	\$110,000,000
1996	WACC (830, Hialeah)			\$2,550,000
1996	WRBD (Pompano)			\$1,500,000
1997	WSRF	Sold by Paxson		\$500,000
1997	WCMQ	From SBS	to One-on-One	\$6,000,000
1997	WFTL	From Paxson	to Clear Channel	\$4,000,000
1997	WIOD	From Paxson	to Clear Channel	\$20,600,000
1997	WINZ	From Paxson	to Clear Channel	\$16,400,000
1997	WLVE-F	From Paxson	to Clear Channel	\$60,100,000
1997	WPLL-F	From Paxson	to Clear Channel	\$48,800,000
1997	WZTA-F	From Paxson	to Clear Channel	\$66,200,000
1997	WNMA (1210), WCMQ-EB	One-on-One to Radio Unica	NA	
1998	WNMA,WCMQ	From One-on-One	to Radio Unica	\$9,000,000
1998	WFTL	From Clear Channel	to James Crystal	
1998	WSRF (1580; Ft. Laud.)		Sold to Gallery	\$1,500,000
1998	WLQY	From Genesis	to Z-Spanish	\$5,650,000
15-Jun-99	WFBA AM	W. R. A. Broadcasting	ABC Inc.	\$7,400,000
30-Aug-99	WEDR FM	AMFM	Cox Radio plus 12 other stations, for KFI and KOST, LA	
22-Oct-99	WKAT AM	Howard Broadcasting	Spanish Media Bcstg.	\$7,800,000
3-Jan-00	WHSR AM	H. Goldsmith	Beasley	With WWNN, WSBR: \$18,000,000
3-Feb-00	WAVS AM	Roy Bresky	Andrea Bresky	\$10 for 51% interest
10-Feb-00	WTMI FM	Marlin	Cox Radio	\$100,000,000
13-Mar-00	WVCG AM	AMFM	Radio One	AMFM/CCU divestiture. price NA

Market's Best

Best Restaurants: Joe's Stone Crab, New York Steak, Burt & Jacks, Dante's, Mark's Place, Rusty Pelican.

Best Hotels: Harbor Beach, Marriott, Mayfair, Alexander, Grand Bay.

Best Golf Courses: Doral, Boca Rio, Turnberry Isle (also see West Palm Beach).

WEATHER DATA

Elevation:	7
Annual Precipitation:	59.2 in.
Annual Snowfall:	0
Average Windspeed:	9.1
(ESE)	

	JAN	JUL	TOTAL YEAR
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

1999 ARB Rank: 31	1999 Revenue: \$76,000,000	Manager's Market Ranking (current): 3.7
1999 MSA Rank: 39	Rev per Share Point: \$862,656 88.1	Manager's Market Ranking (future) : 3.7
1999 DMA Rank: 31	Population per Station: 49,446 28	
1999 Rev Rank: 34 of 173	1999 Revenue Change: 9.2	Five-year revenue gain % (94-99): 47.6

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	51.5	57.3	58.5	63.8	69.0	76.0					
Yearly Growth Rate (94-99): 6.5%	assigned										
Projected Revenue Estimates:							83.20	85.60	89.90	97.40	104.10
Revenue per Capita:	35.27	39.24	40.06	42.53	46.00	50.67					
Yearly Growth Rate (94-99): 6.2%	assigned										
Projected Revenue per Capita:							53.81	57.15	60.69	64.45	68.45
Resulting Revenue Estimate:							80.7	85.72	91.03	96.68	101.99
Revenue as % of Retail Sales:	0.0038	0.0040	0.0040	0.0042	0.0043	0.0045					
Mean % (94-99) 0.00440%											
Resulting Revenue Estimate:							81.0	81.4	83.2	84.9	89.8
							MEAN REVENUE ESTIMATE:				
							81.6	84.2	88.0	93.0	98.6

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	1.460	1.460	1.460	1.500	1.500	1.500	1.500	1.500	1.500	1.500	1.490
Retail Sales (billions):	13.50	14.30	14.60	15.20	15.80	16.80	18.00	18.50	18.90	19.30	20.40

Below-the-Line Listening Shares:	1.7
Unlisted Station Listening:	10.2
Total Lost Listening:	11.9
Available Share Points:	88.1
Number of Viable Stations:	17
Average Share Points per Viable Station:	5.2
Rev. per Available Share Point:	\$862,656
Estimated Rev. for Mean Station:	\$4,486,000
Average HH Income:	\$48,210
Average Age:	35.8
Average Education:	12.7
Average Home Value:	\$108,300
Population Change (1998-2003):	-0.4
Retail Sales Change (1998-2003):	22.2
Cable Penetration:	63
Number of Class B or C FMs:	11

Confidence Levels

1999 Revenue Estimates: Normal
 2000-to-2004 Revenue Estimates: Normal

Comments: Market reports revenue to Miller, Kaplan. All viable stations cooperate. Sports revenue is not included in the market's total revenue figures; sports would add another \$8 million or so to the market's figures. Managers predict 8 to 9% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic		Income (\$000)		Age		Education	
White:	81.9	<\$20:	19.7	12-to-24	20.4	Non High School Grad:	19.3
Black:	15.7	\$20-\$49.9:	32.6	25-to-54	53.4	High School Grad:	32.3
Amer. Indian:	0.6	\$50-\$99.9:	34.9	55-plus	26.2	College 1-3 years:	26.6
Asian/Pac. Isl.:	1.8	\$100+:	12.8			College 4+ years:	21.7
Hispanic: *	4.8						

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Brewing	Northwestern Mutual Life107	Fiserv, Inc.	SC Johnson & Son 26
Automotive	Johnson Controls 131	Kohl's Corporation	Quad/Graphics 121
Food Processing	Manpower 183	Firstar Corporation	SC Johnson Commercial Markets 210
Heavy Machinery	Case 269	Harley-Davidson, Inc.	Journal Communications 321
Metal Products	Kohl's 413	Johnson Controls, Inc.	Evertt Smith Group 346
		Manpower Inc.	Grede Foundries 375
		MGIC Investment Corp.	Jockey International 448
		Rockwell Int'l Corp.	F Dohmen 474
		Wisconsin Energy Corp.	

INC 500 Companies

Doral Dental USA	47
Tushaus Computer Svcs	160
Ideal Financial Services	419

Employment Breakdowns

By Industry:

Milwaukee-Waukesha, WI PMSA Total			
1 Manufac., Durables	123,716	17.04%	
2 Retail Trade	118,756	16.35%	
3 Health Svcs.	69,504	9.57%	
4 Educational Svcs.	55,742	7.68%	
5 Fin., Ins. & Real Estate	54,559	7.51%	
6 Manufac., Non-Durables	54,290	7.48%	
7 Other Prof. Svcs.	44,556	6.14%	
8 Wholesale Trade	36,588	5.04%	
9 Bus. & Repair Svcs.	35,451	4.88%	
10 Construction	33,899	4.67%	
Total Metro Employees	726,165		
Top 10 Total Employees	627,061	86.35%	

By Occupation:

Admin. Support/Clerical	126,227	17.38%
Professional	104,205	14.35%
Exec., Admin. & Managerial	91,651	12.62%
Sales	87,903	12.11%
Precis. Produc./Craft/Repair	82,903	11.42%
Svc., Exclud. Protective & HH	76,508	10.54%
Machine Oprs., Fab., Assemb., & Inspec.	61,850	8.52%
Technicians & Support	26,733	3.68%
Transportation & Moving	25,479	3.51%
Handlers, Cleaners, Help., Laborers	24,997	3.44%

NOTE:

Largest Local Banks (Assets \$000,000)

M&I Marshall & Ilsley Bk	\$9,508
Firstar Bk Milwaukee NA	\$9,102
Bk One Wisconsin	\$8,675
Associated Bk Milwaukee	\$2,505
Norwest Bk Wisconsin NA	\$1,834
Johnson Bank	\$1,089
TCF National Bank Wisconsin	\$687
Tri City Natl Bk	\$496
M&I Northern Bank	\$493

Colleges and Universities (# of Students)

U. of Wisconsin-Milwaukee	20,841
Milwaukee Area Technical Coll.	19,770
Marquette U.	10,555
Cardinal Stritch U.	5,134
Milwaukee School of Engineering	2,904
Carroll Coll.	2,414
Alverno Coll.	1,826
(and more)	
Total Students (FT & PT)	68,783

Military Bases (# of personnel)

Jun 79:	3.70%
Dec 82:	11.90%
Sep 83:	9.80%
Sep 84:	6.60%
Aug 85:	6.20%
Aug 86:	5.80%
Aug 87:	4.50%
Aug 88:	3.50%
Jul 89:	3.70%

Unemployment

Jul 90:	3.40%
Jul 91:	4.30%
Jul 92:	4.70%
Jul 93:	4.30%
Jul 94:	4.50%
Jul 95:	3.30%
Jul 96:	3.50%
Aug 98:	3.40%
Dec 99:	2.50%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Cramer-Krasselt
Alioto
Frankenberry

Viable Stations

WFMR-F	WKLH-F	WLZR-F	WNOV (1/2)
WISN	WKTI-F	WMCS (1/2)	WOKY
WJMR-F	WLTQ-F	WMIL-F	WTMJ
WJZI-F	WLUM-F	WMYX-F	WXSS-F
WKKV-F			WZTR-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WTMJ-TV	Milwaukee	4	NBC	Journal Bcst. Gp.	
WITI	Milwaukee	6	FOX	Fox	
WMVS	Milwaukee	10	PBS	WMVT	
WISN-TV	Milwaukee	12	ABC	Hearst-Argyle	
WWTW	Milwaukee	18	WB	Glencairn	Sinclair
WCGV	Milwaukee	24	UPN	Sinclair	
WMVT	Milwaukee	36	PBS	WMVS	
W46AR	Milwaukee	46	UNI	Weigel	
WJJA	Racine	49	IND		
WPXE	Kenosha	55	PAX	DP Media	
WDJT-TV	Milwaukee	58	CBS	Weigel	

Major Daily Newspapers

	AM	PM	Sun	Owner
Journal Sentinel	285,776		456,906	Journal Communications.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$163,000,000	39%	0.0096
Radio	\$76,000,000	18%	0.0045
Newspaper	\$153,000,000	37%	0.0090
Outdoor	\$15,500,000	4%	0.0009
Cable TV	\$7,700,000	2%	0.0005
Media Total	\$415,200,000		0.0245

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1993	WEZW-F	From Multimedia	to Heritage	\$5,600,000
1993	WLZR A/F	From Great American	to Saga	\$7,000,000
1995	WKKV-F (Racine)		Sold to Ragan Henry	\$9,000,000
1996	WKKV-F	From Ragan Henry	to Clear Channel	\$10,000,000
1996	WMIL-F	From Sundance	to Colfax	\$35,000,000
1996	WOKY	From Sundance	to Colfax	\$5,000,000
1996	WMIL-F	From Colfax	to Chancellor	\$35,000,000
1996	WOKY	From Colfax	to Chancellor	\$5,000,000
1997	WOKY, WMIL-F	From Chancellor	to Clear Channel	\$40,000,000
1997	WFMI-F/WFMR-F	From Harris	to Saga	\$5,000,000
1997	WISN/WLTQ-F	From Hearst	to SFX	\$17,500,000
1997	WZTR-F	From Shockley	to Clear Channel	\$14,500,000
1997	WEMP	From Heritage	to Sinclair TV	\$1,500,000
1997	WAMG-F	From Heritage	to Sinclair TV	\$11,400,000
1997	WMYX-F	From Heritage	to Sinclair TV	\$15,400,000
1997	WRJN, WEZY-F		Sold to WBKV, WBWI-F owner	\$5,000,000
1997	Shamrock and All Pro merged their operations			
1997	WISN	From SFX	to Hicks/Chancellor	\$10,000,000
1997	WLTQ-F	From SFX	to Hicks/Chancellor	\$19,000,000
1998	WZER	From Children's	to Catholic	
26-Jul-99	WEMP AM, WMYX FM, WXSS FM	Sinclair Broadcast	Entercom	Group purchase: \$821,500,000

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Journal Broadcast Group: WTMJ AM, WKTI FM	\$25,000,000	32.9
2 Clear Channel Communications: WMIL FM, WISN AM, WKKV FM, WLTQ FM, WRIT FM, WOKY AM	\$23,230,000	30.6
3 Saga Communications, Inc.: WKLH FM, WLZR FM, WJMR FM, WFMR FM, WJYI AM	\$18,850,000	24.8
4 Entercom: WMYX FM WEMP, WXSS FM	\$9,410,000	12.4
5 Milwaukee Radio Alliance, LLC: WJZI FM, WLUM FM, WMCS AM	\$4,000,000	5.3
6 Courier Communications, Inc.: WNOV AM	\$440,000	0.6

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WTMJ AM	FS	\$17,200,000	22.6
2 WKLH FM	CL AOR	\$8,800,000	11.6
3 WKTI FM	AC/CHR	\$7,800,000	10.3
4 WLZR FM	AOR	\$7,600,000	10.0
5 WMYX WEMP	AC	\$6,540,000	8.6
6 WMIL FM	C	\$6,000,000	7.9
7 WISN AM	T	\$4,050,000	5.3
8 WKKV FM	B/A/C	\$4,000,000	5.3
9 WLTQ FM	SAC	\$3,980,000	5.2
10 WRIT FM	O	\$2,900,000	3.8
11 WXSS FM	CHR	\$2,870,000	3.8
12 WOKY AM	ST	\$2,300,000	3.0
13 WJZI FM	J	\$1,900,000	2.5
14 WLUM FM	AOR	\$1,600,000	2.1
15 WJMR FM	B/O	\$1,300,000	1.7
16 WFMR FM	CL	\$1,000,000	1.3
17 WMCS AM	B/A/C	\$500,000	0.7
18 WNOV AM	B	\$440,000	0.6
19 WJYI AM	REL	\$150,000	0.2

NOTE: * WTMJ's figures include about \$6.5 million in sports revenue, not all of which is included in the market's total.

Market's Best

Best Restaurants: Grenadier, Karl Ratzsch's, Sanford, Lakeside Café, Marangellis, Harold's, Maders.

Best Hotels: Pfister, Marc Plaza, Hyatt Regency, Hyndham.

Best Golf Courses: Milwaukee CC, Brown Deer, Tuckaway, Oxackee CC.

WEATHER DATA

Elevation:	672
Annual Precipitation:	30.2 in.
Annual Snowfall:	45.2 in.
Average Windspeed:	11.8
(WNW)	

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	85.5	\$62,827,000	11.4
National	14.5	\$10,001,000	0.9

	JAN	JUL	TOTAL YEAR
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

1999 ARB Rank: 17	1999 Revenue: \$162,500,000	Manager's Market Ranking (current): 3.8
1999 MSA Rank: 14	Rev per Share Point: \$2,023,661 80.3	Manager's Market Ranking (future) : 3.5
1999 DMA Rank: 13	Population per Station: 96,429 24	
1999 Rev Rank: 16 of 173	1999 Revenue Change: 12.3	Five-year revenue gain % (94-99): 70.2

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est.:	95.5	105.0	112.4	126.5	142.5	162.5					
Yearly Growth Rate (94-99): 7.3% assigned											
Projected Revenue Estimates:							178.80	186.00	194.00	211.40	231.10
Revenue per Capita:	35.24	38.32	40.43	45.34	50.71	56.60					
Yearly Growth Rate (94-99): 6.4% assigned											
Projected Revenue per Capita:							60.22	64.07	68.17	72.54	77.18
Resulting Revenue Estimate:							174.6	187.74	201.80	216.89	233.08
Revenue as % of Retail Sales:	0.0036	0.0037	0.0038	0.0042	0.0046	0.0046					
Mean % (94-99) 0.00460%											
Resulting Revenue Estimate:							172.0	178.0	184.0	189.1	201.9
	MEAN REVENUE ESTIMATE:						175.1	183.9	193.3	205.8	222.0

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	2.710	2.740	2.780	2.790	2.840	2.870	2.900	2.930	2.960	2.990	3.020
Retail Sales (billions):	26.70	28.30	29.30	30.40	32.50	35.10	37.40	38.70	40.00	41.10	43.90

Below-the-Line Listening Shares: 0

Unlisted Station Listening:	19.7
Total Lost Listening:	19.7
Available Share Points:	80.3
Number of Viable Stations:	14.5
Average Share Points per Viable Station:	5.5
Rev. per Available Share Point:	\$2,023,661
Estimated Rev. for Mean Station:	\$11,130,000
Average HH Income:	\$54,060
Average Age:	34.6
Average Education:	12.6
Average Home Value:	\$118,900
Population Change (1998-2003):	5.2
Retail Sales Change (1998-2003):	26.7
Cable Penetration:	54
Number of Class B or C FMs:	11

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan and all viable stations cooperate. Managers expect 10 to 11% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	90.5 <\$20:	15.1 12-to-24	20.4 Non High School Grad:
Black:	4.8 \$20-\$49.9:	30.5 25-to-54	58.5 High School Grad:
Amer. Indian:	1.0 \$50-\$99.9:	38.4 55-plus	21.1 College 1-3 years:
Asian/Pac. Isl.:	3.8 \$100+:	16.0	College 4+ years:
Hispanic: *	2.2		27.0

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries

Government	Dayton Hudson	30
High Tech	United Healthcare	84
Electronics	Supervalu	86
Research	MN Mining & Mfg.	103
Farm Machinery	St. Paul Cos.	171
Milling	NWA	175
Food Processing	Honeywell	193
Munitions	Best Buy	195
Appliances	U.S. Bancorp	215
	General Mills	272

Fortune 500 Companies

Dayton Hudson	30
United Healthcare	84
Supervalu	86
MN Mining & Mfg.	103
St. Paul Cos.	171
NWA	175
Honeywell	193
Best Buy	195
U.S. Bancorp	215
General Mills	272

Forbes 500 Companies

Best Buy Company, Inc	
SUPERVALU, Inc.	
Nash Finch Company	
Ceridian Corporation	
General Mills, Inc.	
Medtronic, Inc.	
Northern States Power Co.	
Reliastar Financial	
TCF Financial Corporation	
(and more)	

Forbes Largest Private Companies

Cargill	1
Andeson Corp.	69
Carlson Cos	85
Holiday Cos	87
MA Mortenson	239
Opus Group of Companies	242
Genmar Holdings	382
Lifetouch	383
Kraus-Anderson	407
(and more)	

INC 500 Companies

SafeNet Consulting	9
Access Cash Int'l	15
U.S. Energy Services	78
Jasc Software	93
Capella University	132
QA1 Precision Products	230
Tecmark Services	236
Network Mngmt Svcs	282
August Technology	332
Artemis Alliance	467
Born Info Svcs Group	493
Tangent SW Consulting	495

Employment Breakdowns

By Industry:		
Minneapolis-St. Paul, MN-WI MSA Total		
1 Retail Trade	254,616	16.32%
2 Manufac., Durables	194,133	12.45%
3 Fin., Ins. & Real Estate	129,368	8.29%
4 Health Svcs.	128,409	8.23%
5 Other Prof. Svcs.	120,442	7.72%
6 Manufac., Non-Durables	117,971	7.56%
7 Educational Svcs.	117,787	7.55%
8 Wholesale Trade	85,989	5.51%
9 Bus. & Repair Svcs.	84,061	5.39%
10 Transportation	83,127	5.33%
Total Metro Employees	1,559,837	
Top 10 Total Employees	1,315,903	84.36%

By Occupation:

Admin. Support/Clerical	280,166	17.96%
Professional	235,078	15.07%
Exec., Admin. & Managerial	222,621	14.27%
Sales	198,703	12.74%
Svc., Exclud. Protective & HH	167,704	10.75%
Precis. Produc./Craft/Repair	151,807	9.73%
Machine Oprs., Fab., Assembl., & Inspec.	95,144	6.10%
Technicians & Support	71,494	4.58%
Transportation & Moving	50,197	3.22%
Handlers, Cleaners, Help., Laborers	48,133	3.09%

NOTE:

Largest Local Banks (Assets \$000,000)

U.S. Bk NA	\$69,781
Norwest Bk Minnesota NA	\$29,699
TCF National Bank Minnesota	\$3,770
Firststar Bk of Minnesota NA	\$2,550
Marquette Bk NA	\$1,091
Natl City Bk of Minneapolis	\$736
Richfield Bk & Tr Co	\$509
Eastern Heights Bank	\$466
Bremer Bank, Nat'l Association	\$440

Colleges and Universities (# of Students)

U. of Minnesota: Twin Cities	40,685
U. of St. Thomas	10,554
Minneapolis Comm. & Technical Coll.	6,000
U. of Wisconsin-River Falls	5,493
North Hennepin CC	5,106
Metropolitan State U.	4,508
St. Paul Technical Coll. (and more)	3,147
Total Students (FT & PT)	97,560

Military Bases (# of personnel)

Unemployment

Jun 79:	3.60%	Jul 90:	4.30%
Dec 82:	6.90%	Jul 91:	4.10%
Sep 83:	6.40%	Jul 92:	3.70%
Sep 84:	4.50%	Jul 93:	4.00%
Aug 85:	4.30%	Jul 94:	2.70%
Aug 88:	3.70%	Jul 95:	2.90%
Aug 87:	4.00%	Jul 96:	2.80%
Aug 88:	3.30%	Aug 98:	1.50%
Jul 89:	3.60%	Dec 99:	1.60%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Carmichael Lynch
Bozell
Western Int.

Viable Stations

KDWB-F	KQQL-F	KTCZ-F	WLOL-F
KEEY-F	KQRS-F	KXXR-F	WLTE-F
KFAN	KSTP	KZNR-FF (1/2)	WXTF-F
KLBB-AA	KSTP-F	WCCO	15

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KTCA-TV	Minneapolis	2	PBS	KTCI	
WCCO-TV	Minneapolis	4	CBS	CBS	
KSTP-TV	St. Paul	5	ABC	Hubbard	
KMSP-TV	Minneapolis	9	UPN	United TV	
KARE	Minneapolis	11	NBC	Gannett	
KTCI-TV	Minneapolis	17	PBS	KTCA	
KMWB	Minneapolis	23	WB	Sinclair	
WFTC	Minneapolis	29	FOX	Clear Channel	
KPXM	St. Cloud	41	PAX	Paxson	
KVBM-TV	Minneapolis	45	IND		

Major Daily Newspapers

	AM	PM	Sun	Owner
Star Tribune (Twin Cities)	334,751		670,890	McClatchy Co.
St. Paul Pioneer Press	199,119		266,141	Knight Ridder

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$308,000,000	39%	0.0088
Radio	\$162,500,000	20%	0.0046
Newspaper	\$284,000,000	36%	0.0081
Outdoor	\$29,000,000	4%	0.0008
Cable TV	\$14,000,000	2%	0.0004
Media Total	\$797,500,000		0.0227

NOTE: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel Communications: KEEY FM, KDWB FM, KQQL FM, KTCZ FM, KFAN AM, WLOL FM, KFXN AM	\$62,700,000	38.6
2 CBS/Infinity: WCCO AM, WLTE FM, WXPT FM, KSGS AM	\$42,300,000	26
3 ABC Inc.: KQRS FM, KXXR FM, KZNR FFF, KDIZ AM	\$35,400,000	21.8
4 Hubbard Broadcasting, Inc.: KSTP FM, KSTP AM	\$19,000,000	11.7
5 Minnesota Public Radio: KLBB AA, WMNN AM	\$1,400,000	0.9

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KQRS FM	CL AOR	\$26,200,000	16.1
2 WCCO AM	FS	\$22,500,000	13.8
3 KEEY FM	C	\$16,400,000	10.1
4 KDWB FM	CHR	\$14,700,000	9.0
5 WLTE FM	SAC	\$13,000,000	8.0
6 KQQL FM	O	\$11,300,000	7.0
7 KSTP FM	AC	\$11,000,000	6.8
8 KTCZ FM	AOR/P	\$9,300,000	5.7
9 KSTP AM	T/N	\$8,000,000	4.9
10 KFAN AM	SPRTS	\$7,000,000	4.3
11 WXPT FM	AC/NR	\$6,800,000	4.2
12 KXXR FM	AOR	\$6,000,000	3.7
13 WLOL FM	CL HITS	\$4,000,000	2.5
14 KZNR FFF	AOR/P	\$3,200,000	2.0
15 KLBB AA	ST	\$1,400,000	0.9

Market's Best

Best Restaurants: Pronto's, Polomino's, Murray's, Mortons, Kinkaid's.

Best Hotels: Marriott-City Center, Radisson-downtown, Hyatt Regency, Hilton-downtown, Whitney.

Best Golf Courses: Interlachen, Hazeltine (Chaska, MN), Somerset CC, Wayzata CC, Minneapolis GC, Minikahda, Woodhill CC.

NOTE:

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	76.7	\$123,511,000	11.3
National	23.3	\$37,510,000	24.3

WEATHER DATA

Elevation:			834
Annual Precipitation:			26.6 in.
Annual Snowfall:			45.8 in.
Average Windspeed:			10.6 (NW)

	JAN	JUL	TOTAL YEAR
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

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1990				
1990	WWTC			\$700,000
1990	WLOL-F	From Emmis	to Minn. Public Radio	\$12,000,000
1991	KNOW	Sold by Minn. Public Radio		\$1,300,000
1991	WCCOWLTE-F		Sold to CBS	\$50,000,000
1992	KTCJ, KTCZ-F	From Parker	to American Media	\$8,025,000
1992	WBOB-F	From Central Baptist Seminary	to Colfax	\$10,000,000
1992	WMIN			\$1,500,000
1992	WWTC		Sold to Children's Broadcasting	\$1,144,000
1993	KFAN, KEEY-F	From Malrite	to Shamrock	\$35,000,000
1993	KLBB	Sold by Spacecom		\$935,000
1994	KTCJ, KTCZ-F	From Amer. Media	to Chancellor	\$16,800,000
1994	KJJO A/F	From Park	to Tomlin/Knapp	\$15,000,000
1995	KDWB-F	From Midcontinent	to Chancellor	\$22,000,000
1995	KFAN, KEEY-F	From Shamrock	to Chancellor	\$24,000,000
1995	WCCO, WLTE-F	From CBS	to Westinghouse	\$63,000,000
1995	KQRS A/F, KEGE-F	From Cap Cities/ABC	to Disney	\$99,000,000
1996	KSGS, KMJZ-F	From Park	to Nationwide	\$22,000,000
1996	WDGY (630)	Sold by Midcontinent		\$87,000
1996	KQQL-F	From Colfax	to Chancellor	\$49,000,000
1996	KCFE-F (Eden Prairie)		Sold to KLBB, WREV etc. owner	\$3,400,000
1997	KREV-F, WREV-F, KCFE-F		Sold to Disney/ABC	\$20,700,000
1997	KSGS, KMJZ-F	From Nationwide	to Jacor	\$30,000,000
1998	WWTC	From Children's	to Catholic	
1998	KYCR	From Children's	to Salem	\$2,700,000
1998	KSGS/KMJZ-F	From Jacor	to CBS	Trade
15-Mar-99	KLBB AM, WLOL AM	Cargill	Minnesota Public Radio	Donation
20-Jan-00	KARP FM	John Linder	Blue Chip	\$20,000,000 Move-in; licensed to Glencoe, MN
16-Feb-00	WIXK AM, WIXK FM	Smith Broadcasting	Hubbard Broadcasting	\$27,000,000
				With WIXK-FM; contingent on WIXK-FM upgrade

1999 ARB Rank: 88	1999 Revenue: \$19,300,000	Manager's Market Ranking (current): 3.1
1999 MSA Rank: 99	Rev per Share Point: \$264,384 73	Manager's Market Ranking (future) : 3
1999 DMA Rank: 58 (w/Pensacola)	Population per Station: 21,019 21	
1999 Rev Rank: 94 of 173	1999 Revenue Change: 4.7	Five-year revenue gain % (94-99): 53.2

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	12.6	13.5	14.3	15.6	18.4	19.3					
Yearly Growth Rate (94-99): 6.0% assigned											
Projected Revenue Estimates:							21.00	21.80	23.10	24.20	25.80
Revenue per Capita:	24.60	25.86	27.29	29.49	34.46	35.75					
Yearly Growth Rate (94-99): 5.4% assigned											
Projected Revenue per Capita:							37.68	39.71	41.86	44.12	46.50
Resulting Revenue Estimate:							20.5	21.80	23.23	24.71	26.23
Revenue as % of Retail Sales:	0.0029	0.0029	0.0030	0.0031	0.0035	0.0034					
Mean % (94-99) 0.00345%											
Resulting Revenue Estimate:							21.0	21.7	22.4	23.5	24.8
MEAN REVENUE ESTIMATE:							20.8	21.8	22.9	24.1	25.6

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.512	0.522	0.524	0.529	0.535	0.540	0.544	0.549	0.555	0.560	0.564
Retail Sales (billions):	4.40	4.70	4.80	5.00	5.20	5.60	6.10	6.30	6.50	6.80	7.20

Below-the-Line Listening Shares:	14.5
Unlisted Station Listening:	12.5
Total Lost Listening:	27
Available Share Points:	73
Number of Viable Stations:	11.5
Average Share Points per Viable Station:	6.3
Rev. per Available Share Point:	\$264,384
Estimated Rev. for Mean Station:	\$1,666,000
Average HH Income:	\$33,675
Average Age:	35.1
Average Education:	12
Average Home Value:	\$79,000
Population Change (1998-2003):	4.7
Retail Sales Change (1998-2003):	29.9
Cable Penetration:	74
Number of Class B or C FMs:	10

Confidence Levels	
1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan and all viable stations participate. Managers predict 5 to 6% revenue gain in 2000.

Socio-Economic Breakdowns		Age		Education		
Ethnic	Income (\$000)					
White:	70.5 <\$20:	30.6	12-to-24	21.9	Non High School Grad:	28.2
Black:	28.2 \$20-\$49.9:	36.9	25-to-54	51.5	High School Grad:	32.3
Amer. Indian:	0.5 \$50-\$99.9:	25.1	55-plus	26.6	College 1-3 years:	23.2
Asian/Pac.Isl.:	0.9 \$100+:	7.4			College 4+ years:	16.3
Hispanic: *	1.4					

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Government			
Shipping			
Lumber			
Chemicals			
Paper			

INC 500 Companies

Employment Breakdowns

By Industry:

By Occupation:

Mobile, AL MSA Total

1 Retail Trade	42,180	18.53%	Admin. Support/Clerical	33,894	14.89%
2 Manufac., Non-Durables	21,440	9.42%	Sales	30,893	13.57%
3 Health Svcs.	20,100	8.83%	Professional	30,183	13.26%
4 Educational Svcs.	18,374	8.07%	Precis. Produc./Craft/Repair	29,752	13.07%
5 Manufac., Durables	17,783	7.81%	Svc., Exclud. Protective & HH	24,092	10.58%
6 Construction	17,657	7.76%	Exec., Admin. & Managerial	24,017	10.55%
7 Other Prof. Svcs.	14,121	6.20%	Machine Oprs., Fab., Assembl., & Inspec.	15,285	6.71%
8 Fin., Ins. & Real Estate	11,987	5.27%	Transportation & Moving	11,641	5.11%
9 Wholesale Trade	11,174	4.91%	Handlers, Cleaners, Help., Laborers	9,694	4.26%
10 Transportation	10,926	4.80%	Technicians & Support	8,427	3.70%

Total Metro Employees	227,660
Top 10 Total Employees	185,742 81.59%

NOTE:

Largest Local Banks (Assets \$000,000)
 South Alabama Bank \$199
 Commonwealth National Bank \$26

Colleges and Universities (# of Students)
 U. of South Alabama 11,650
 Bishop State CC 3,660
 James H. Faulkner State CC 2,542
 U. of Mobile 1,918
 Spring Hill Coll. 1,317
 Total Students (FT & PT) 21,087

Military Bases (# of personnel)

Unemployment
 Jun 79: 9.20% Jul 90: 7.30%
 Dec 82: 15.40% Jul 91: 7.40%
 Sep 83: 14.30% Jul 92: 8.70%
 Sep 84: 12.00% Jul 93: 8.50%
 Aug 85: 8.50% Jul 94: NA
 Aug 86: 10.70% Jul 95: 6.6%
 Aug 87: 8.80% Jul 96: 5.10%
 Aug 88: 8.20% Aug 98: 3.80%
 Jul 89: 9.00%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Bamey & Patrick
 Lewis Adv.

Viable Stations
 WABB-F WDWG-F WNTM
 WAVH-F WGOK WRKH-F
 WBLX-F WKSJ-F WYOK-F
 WDLT-F WMXC-F WZEW-F (1/2)

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WEAR-TV	Pensacola	3	ABC	Sinclair	
WKRG-TV	Mobile	5	CBS	Spartan	
WALA-TV	Mobile	10	FOX	Emmis	
WBQP	Pensacola	12	IND		
WPMI	Mobile	15	NBC	Clear Channel	
WSRE	Pensacola	23	PBS		
WHBR	Pensacola	33	IND		
WFGX	Fl. Walton Beach	35	WB		Sinclair
WEIQ	Mobile	42	PBS	ALETV	Sinclair
WJTC	Pensacola	44	UPN	Mercury TV	Clear Channel
WPAN	Ft. Walton Beach	53	IND		

Major Daily Newspapers

Register	AM	PM	Sun	Owner
	94,428		114,079	Newhouse

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$39,200,000	67%	0.0070
Radio	\$19,300,000	33%	0.0034
Newspaper	N/A		N/A
Outdoor	N/A		N/A
Cable TV	N/A		N/A
Media Total	\$58,500,000		0.0104

NOTE: Miscellaneous Comments: Split DMA with Pensacola. Total TV Revenue for the DMA is estimated to be \$65,200,000.

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Share
1 Clear Channel Communications: WKSJ AF, WRKH FM, WMXC FM, WNTM AM, WDWG FM	\$7,860,000	40.7
2 Cumulus Media: WBLX FM, WDLT FM, WYOK FM, WGOK AM, WDLT AM	\$5,280,000	27.4
3 Dittman Group, Inc.: WABB AF	\$3,400,000	17.6
4 American General Media: WAVH FM, WZEW FM	\$1,700,000	8.8
5 Faulkner-Phillips Media, Inc.: WNSP FM	\$320,000	1.7

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WABB FM	CHR	\$3,400,000	17.6
2 WKSJ FM	C	\$3,350,000	17.4
3 WBLX FM	B	\$2,400,000	12.4
4 WRKH FM	CL AOR	\$1,900,000	9.8
5 WDLT FM	B/AC	\$1,500,000	7.8
6 WMXC FM	AC	\$1,250,000	6.5
7 WAVH FM	O	\$1,200,000	6.2
8 WYOK FM	CHR/AC	\$800,000	4.1
9 WNTM AM	N/T	\$710,000	3.7
10 WDWG FM	C	\$650,000	3.4
11 WZEW FM	AOR/P	\$500,000	2.6
12 WGOK AM	G	\$440,000	2.3
13 WNSP FM	SPRTS	\$320,000	1.7
14 WDLT AM	B	\$140,000	0.7

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	77.7	\$14,488,000	3.3
National	19.9	\$3,714,000	12.6
Network	2.3	\$437,000	-13.6

NOTE: Trade equals 8.3% of local. In 1998 it was 8.2%.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1994	WCOA (Pensacola)		Sold to Pourtales	NA
1994	WLPR		Sold to WBHY A/F	\$180,000
1994	WKRG A/F		Sold to Ken Johnson	\$4,460,000
1994	WGXC-F (Atmore)		Sold to Ken Johnson	\$3,300,000
1994	WTKX A/F (Pensacola)	From Holt	Sold to Southern	\$950,000
1994	WTKX (Pensacola)		Sold by Southern	\$100,000
1995	WXBM-F	From Calendar	to Patterson	\$9,700,000
1995	WKSJ-AF, WMYC-F		Sold by Pourtales	\$11,000,000
1996	WKSJ-AF, WMYC-F	From Pourtales	to Ken Johnson	\$11,270,000
1997	WDWG-F, WKSJ-AF, WMXC-F, WNTM, WRKH-F	From Ken Johnson	to Clear Channel	\$24,000,000
1997	WDLT-F		Sold to Calendar	\$3,400,000
1997	WAVH-F		Sold to Amer. General	\$4,000,000
1998	WZEW-F	From Amer. General	to Baldwin (WAVH-F)	\$1,425,000
1998	WNSP-F		Sold to Ken Johnson	\$1,050,000
1998	WYOK-F		Sold to WGOK owner	\$1,000,000
1998	WYOK-F (facility)	From WGOK owner	to Clear Channel	WDWG-F facility
1998	WDWG-F (facility)	From Clear Channel	to Roberts	WYOK-F facility
2-Mar-99	WABF AM		Gulf Coast	Group: \$1,750,000
5-Mar-99	WLWV AM		Martin	\$263,750
25-Mar-99	WXWY AM	JTL Bcstg.	Gulf Coast Bcstg.	\$224,000
15-Jul-99	WBLX FM, WDLT AF	Calendar	Cumulus	With McAllen stns: \$36,000,000
26-Jul-99	WGOK AM, WYOK FM	Roberts	Cumulus	\$5,500,000 Plus assumption of liabilities

Market's Best
Best Restaurants: Pillars. Ruth's Chris, La Louisienne.
Best Hotels: Adams Mark, Radisson.
Best Golf Courses: Lakewood, Craft Farms - Cotton Creek.

WEATHER DATA

Elevation:	211
Annual Precipitation:	63.3 in.
Annual Snowfall:	0.2 in.
Average Windspeed:	9.3 (N)
	TOTAL YEAR
Avg. Max. Temp:	JAN 61.1 JUL 90.5
Avg. Min. Temp:	41.3 72.6
Average Temp:	51.2 81.6

NOTE:

1999 ARB Rank: 122	1999 Revenue: \$20,300,000	Manager's Market Ranking (current): 3.8
1999 MSA Rank: 120	Rev per Share Point: \$324,800 62.5	Manager's Market Ranking (future) : 4
1999 DMA Rank: 18 (w/Sacramento & Stockton)	Population per Station: 18,158 19	
1999 Rev Rank: 91 of 173	1999 Revenue Change: 9.4	Five-year revenue gain % (94-99): 55

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	13.1	14.2	16.0	16.9	18.4	20.3					
Yearly Growth Rate (94-99): 6.2% assigned											
Projected Revenue Estimates:							22.40	23.00	24.00	25.80	27.40
Revenue per Capita:	31.34	33.57	37.56	39.95	42.49	46.14					
Yearly Growth Rate (94-99): 5.2% assigned											
Projected Revenue per Capita:							48.54	51.06	53.72	56.51	59.45
Resulting Revenue Estimate:							21.7	23.18	24.71	26.45	28.06
Revenue as % of Retail Sales:	0.0040	0.0042	0.0044	0.0044	0.0046	0.0047					
Mean % (94-99) 0.00465%											
Resulting Revenue Estimate:							20.9	21.4	22.3	23.3	24.6
MEAN REVENUE ESTIMATE:							21.7	22.5	23.7	25.2	26.7

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.418	0.423	0.426	0.423	0.433	0.440	0.447	0.454	0.460	0.468	0.472
Retail Sales (billions):	3.30	3.40	3.60	3.80	4.00	4.30	4.50	4.60	4.80	5.00	5.30

Below-the-Line Listening Shares:	17.8
Unlisted Station Listening:	19.7
Total Lost Listening:	37.5
Available Share Points:	62.5
Number of Viable Stations:	13.5
Average Share Points per Viable Station:	4.6
Rev. per Available Share Point:	\$324,800
Estimated Rev. for Mean Station:	\$1,494,000
Average HH Income:	\$33,564
Average Age:	33.1
Average Education:	11.6
Average Home Value:	\$136,900
Population Change (1998-2003):	8
Retail Sales Change (1998-2003):	23.2
Cable Penetration:	NA
Number of Class B or C FMs:	4

Confidence Levels

1999 Revenue Estimates:	Below normal
2000-to-2004 Revenue Estimates:	Below normal

Comments: Market reports to Miller, Kaplan although some stations do not cooperate

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	90.0 <\$20: 29.1	12-to-24 22.3	Non High School Grad: 31.7
Black:	1.9 \$20-\$49.9: 40.2	25-to-54 54.2	High School Grad: 26.1
Amer. Indian:	1.2 \$50-\$99.9: 25.0	55-plus 23.5	College 1-3 years: 29.2
Asian/Pac. Isl.:	6.9 \$100+: 5.7		College 4+ years: 13.0
Hispanic: *	28.8		

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Agribusiness			Save Mart Supermarkets 114
Wines, Brandy			E&J Gallo Winery 132
			Foster Farms 211

INC 500 Companies

Employment Breakdowns

By Industry:

Modesto, CA MSA Total

1 Retail Trade	29,931	16.95%
2 Manufac., Non-Durables	19,096	10.81%
3 Construction	14,947	8.46%
4 Health Svcs.	14,281	8.09%
5 Educational Svcs.	13,684	7.75%
6 Ag., Forestry & Fisheries	13,570	7.68%
7 Manufac., Durables	13,239	7.50%
8 Fin., Ins. & Real Estate	9,760	5.53%
9 Other Prof. Svcs.	9,326	5.28%
10 Wholesale Trade	7,697	4.36%

By Occupation:

Admin. Support/Clerical	25,484	14.43%
Precis. Produc./Craf/Repair	24,819	14.05%
Sales	20,802	11.78%
Professional	19,191	10.87%
Svc., Exclud. Protective & HH	17,844	10.10%
Exec., Admin. & Managerial	17,473	9.89%
Machine Oprs., Fab., Assemb., & Inspec.	12,474	7.06%
Farm., Forestry & Fishing	10,636	6.02%
Transportation & Moving	10,013	5.67%
Handlers, Cleaners, Help., Laborers	8,562	4.85%

Total Metro Employees	176,610
Top 10 Total Employees	145,531 82.40%

NOTE:

Modesto

Largest Local Banks (Assets \$000,000)

Delta National Bank	\$103
Oak Valley Community Bank	\$101
Yosemite Bank	\$101
Modesto Commerce Bank	\$77

Colleges and Universities (# of Students)

Modesto Junior Coll.	16,940
California State U.: Stanislaus	6,351
Total Students (FT & PT)	23,291

Military Bases (# of personnel)

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Unemployment

Jun 79:	8.10%	Jul 90:	10.90%
Dec 82:	N A	Jul 91:	14.80%
Sep 83:	14.30%	Jul 92:	13.70%
Sep 84:	11.30%	Jul 93:	16.10%
Aug 85:	N A	Jul 94:	14.50%
Aug 86:	10.30%	Jul 95:	14.70%
Aug 87:	8.90%	Jul 96:	13.00%
Aug 88:	10.20%	Aug 98:	9.10%
Jul 89:	10.80%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Pacific Media

Viable Stations

KATM-F	KHTN-F	KNTO-F	KWNN-F
KFIV	KJSN-F	KOSO-F	KZMS-F
KHKK-FF	KKME-F	KRVR-F	
KHOP-F	KMIX-F	KTRB (1/2)	

Highest Billing Radio Entities (includes duopolies and combos)

Combined Revenue Share

1	Citadel Communications Corp.: KATM FM, KHOP FM, KHKK FF, KANM AM	\$10,270,000	50.6
2	Clear Channel Communications: KOSO FM, KJSN FM, KFIV AM, KKME FM	\$5,770,000	28.4
3	Silverado Broadcasting Co.: KWNN FM	\$1,100,000	5.4
4	Z-Spanish Radio Network, Inc.: KZMS FM, KTDO FM, KLOC AM	\$900,000	4.4
5	Buckley Broadcasting: KHTN FM	\$880,000	4.3
6	Threshold Communications: KRVR FM, KVIN AM	\$650,000	3.2
7	All American Broadcasting Co.: KNTO FM	\$370,000	1.8
8	Pete Pappas Co.: KTRB AM	\$140,000	0.7
9	Modesto Communications Corp.: KEJC FM	\$110,000	0.5

Major Daily Newspapers

Modesto Bee	AM	PM	Sun	Owner
	83,144		90,435	McClatchy Co.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KATM FM	C	\$6,000,000	29.6
2 KHOP FM	AOR/CL	\$2,700,000	13.3
3 KOSO FM	AC/CHR	\$2,600,000	12.8
4 KJSN FM	SAC	\$2,250,000	11.1
5 KHKK FF	CL AOR	\$1,400,000	6.9
6 KWNN FM	CHR	\$1,100,000	5.4
7 KHTN FM	CHR	\$880,000	4.3
8 KFIV AM	T	\$600,000	3.0
9 KZMS FM	SP	\$590,000	2.9
10 KRVR FM	J	\$450,000	2.2
11 KNTO FM	SP	\$370,000	1.8
12 KKME FM	B/O	\$320,000	1.6
13 KTDO FM	SP	\$310,000	1.5
14 KVIN AM	ST	\$200,000	1.0
15 KANM AM	SPRTS	\$170,000	0.8
16 KTRB AM	N	\$140,000	0.7
17 KEJC FM	C/O	\$110,000	0.5

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$33,600,000	62%	
Radio	\$20,300,000	38%	0.0047
Newspaper	N/A		
Outdoor	N/A		
Cable TV	N/A		
Media Total	\$53,900,000		0.0047

NOTE: Use Newspaper and Outdoor estimates with caution. Miscellaneous Comments: * Split DMA with Sacramento and Stockton. TV revenue is estimate of Modesto's share. Total TV revenue for DMA is \$267,000,000.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1994				
1994	KVFX-F (Manteca)		Sold to Comm. Pacific	\$1,400,000
1994	KMIX A/F (Turlock)	From Radio Assoc.	to Silverado	\$1,500,000
1996	KDJK-F	From Mondosphere	to Citadel	\$5,000,000
1996	KLOC, KTDO-F		Sold to Silverado	\$1,450,000
1996	KFIV	From Comm. Pacific	to Capstar	\$1,400,000
1996	KJSN-F	From Comm. Pacific	to Capstar	\$5,600,000
1997	KOSO-F		Sold to Capstar	\$6,800,000
1997	KLOC, KTDO-F	From Silverado	to Z-Spanish	NA
1998	KZMS-F		Sold to Z-Spanish	\$3,000,000
25-Mar-99	KEJC FM		E. & D. Cardoza	\$67,516 (52%)
15-Feb-00	KTRB AM	Bessie Grillos	Pappas Radio of CA	\$5,255,049

Market's Best

Best Restaurants: La Morenita, El Rosa, El Clavell.

Best Hotels: Hilton, Holiday Inn, Mallardo.

Best Golf Courses: Del Rio CC.

NO WEATHER DATA AVAILABLE
See Sacramento for an approximation

NOTE:

1999 ARB Rank: 74	1999 Revenue: \$17,500,000	Manager's Market Ranking (current): 2.3
1999 MSA Rank: 126 - Salinas-Monterey, 174 -S. Cruz	Rev per Share Point: \$282,714 61.9	Manager's Market Ranking (future) : 2.5
1999 DMA Rank: 102	Population per Station: 21,012 26	
1999 Rev Rank: 106 of 173	1999 Revenue Change: 5.1	Five-year revenue gain % (94-99): 34.6

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	13.0	13.6	14.0	15.1	16.6	17.5					
Yearly Growth Rate (94-99): 5.1% assigned											
Projected Revenue Estimates:							18.60	19.00	19.90	21.00	22.40
Revenue per Capita:	21.07	22.59	22.95	23.93	26.10	27.08					
Yearly Growth Rate (94-99): 4.5% assigned											
Projected Revenue per Capita:							28.30	29.57	30.90	32.30	33.75
Resulting Revenue Estimate:							18.6	19.78	21.01	22.45	23.73
Revenue as % of Retail Sales:	0.0028	0.0028	0.0028	0.0029	0.0031	0.0031					
Mean % (94-99) 0.00310%											
Resulting Revenue Estimate:							18.3	18.6	19.2	19.8	20.8
MEAN REVENUE ESTIMATE:							18.4	19.1	20.0	21.1	22.3

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.624	0.626	0.628	0.631	0.636	0.646	0.657	0.669	0.680	0.695	0.703
Retail Sales (billions):	4.70	4.90	5.00	5.20	5.40	5.70	5.90	6.00	6.20	6.40	6.70

Below-the-Line Listening Shares:	23.1										
Unlisted Station Listening:	15										
Total Lost Listening:	38.1										
Available Share Points:	61.9										
Number of Viable Stations:	18										
Average Share Points per Viable Station:	3.4										
Rev. per Available Share Point:	\$282,714										
Estimated Rev. for Mean Station:	\$961,000										
Average HH Income:	\$49,203										
Average Age:	32.2										
Average Education:	11.7										
Average Home Value:	\$265,000										
Population Change (1998-2003):	9.2										
Retail Sales Change (1998-2003):	19.3										
Cable Penetration:	76										
Number of Class B or C FMs:	4										

Confidence Levels
 1999 Revenue Estimates: Below normal
 2000-to-2004 Revenue Estimates: Below normal
 Comments: Market reports revenue to Miller, Kaplan. Many stations do not cooperate including KLOK-F, KSEA-F, KSES-F, KTGE, KSCO and more. Basically the Miller, Kaplan reports only covers the Anglo stations. Our revenue estimates cover all stations

Socio-Economic Breakdowns
 Ethnic Income (\$000) Age Education

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Food Processing	Seagate Technology 244	Seagate Technology Inc.	
Fishing			
Tourism			

INC 500 Companies	Employment Breakdowns	
	By Industry:	By Occupation:

NOTE:

Largest Local Banks (Assets \$000,000)

First Natl Bk of Central California	\$851
Bk of Salinas	\$483
United National Bank	\$365
Coast Commercial Bank	\$325
Omni Bank, National Association	\$178
San Benito Bank	\$175
Cypress Bank	\$56
Monterey County Bank	\$54

Colleges and Universities (# of Students)

U. of California: Santa Cruz	10,942
Monterey Peninsula Coll.	10,500
Hartnell Coll.	8,200
Monterey Inst. of International Studies	769
Heald Business College-Salinas	457
Total Students (FT & PT)	30,868

Military Bases (# of personnel)

Presidio Monterey	3,287
Naval Postgraduate School	1,910

Unemployment

Jul 79:	8.00%	Jul 90:	NA
Dec 82:	NA	Jul 91:	8.10%
Sep 83:	9.40%	Jul 92:	8.80%
Sep 84:	8.00%	Jul 93:	10.70%
Aug 85:	8.40%	Jul 94:	9.40%
Aug 86:	7.40%	Jul 95:	9.10%
Aug 87:	6.20%	Jul 96:	NA
Aug 88:	NA	Aug 98:	6.20%
Jul 89:	NA		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Jeff Mitchell
Robinson
Graham Adv.

Viable Stations

KBOQ-F	KLOK-F	KRAY-F	KSES-AF
KBTU-F	KMBY-F	KRQC-F	KTGE
KCDU-F	KOCN-F	KSCO	KTOM-F
KDON-F	KPIG-F	KSEA-F	KWAV-F
KIDD			KZOL-FF

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KSBW	Salinas	8	NBC	Hearst-Argyle	
KNTV	San Jose	11	ABC	Granite	
KCBA-TV	Salinas	35	FOX	Ackerley	
KION-TV	Monterey	46	CBS	Harron	Ackerley
KSMS-TV	Salinas	67	UNI	Entravision	

Highest Billing Radio Entities

(Includes duopolies and combos)

	Combined Revenue \$6,000,000	Revenue Share
1 Clear Channel Communications: KTOM AF, KDON FM, KOCN FM, KMJO FM, KTXS AM		34.3
2 Buckley Broadcasting: KWAV FM, KIDD AM	\$2,200,000	12.6
3 Entravision: KLOK FM, KSES AF	\$2,020,000	11.5
4 New Wave Communications: KPIG FM, KCDU FF, KMBY FM, KHIP FM	\$1,795,000	10.3
5 Z-Spanish Radio Network, Inc.: KCTY AM, KRAY FM, KTGE AM, KXLM FM, KZSL FM, KHNZ FM	\$1,240,000	7.1
6 Hispanic Broadcasting Corp.: KZOL FF	\$940,000	5.4
7 J & M Broadcasting Co.: KBOQ FM	\$920,000	5.3
8 Zwerling Broadcasting System, Ltd.: KSCO AM, KOMY AM	\$520,000	3
9 Farmworker Educational Radio: KSEA FM	\$270,000	1.5
10 The Dunlin Group: KISE FM	\$200,000	1.1

Major Daily Newspapers

	AM	PM	Sun
Monterey County Herald	34,197		38,072
Santa Cruz County Sentinel	27,620		30,158
Salinas Californian	19,566		

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$41,000,000	41%	0.0072
Radio	\$17,500,000	17%	0.0031
Newspaper	\$34,600,000	34%	0.0061
Outdoor	\$4,000,000	4%	0.0007
Cable TV	\$3,900,000	4%	0.0007
Media Total	\$101,000,000		0.0178

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1994				
1994	KXDC-F		Sold to KMXZ-F owner	\$800,000
1994	KIDD		Sold to Buckley	\$200,000
1994	99.5 CP	From Mt. Wilson	to KSUR owner	\$925,000
1995	KMBY (Capitola)	Sold by AT&T Finance		\$425,000
1995	KPIG-F (Freedom)			\$1,000,000
1995	KAXT-F, KXDC		Sold to KPIG owner	\$2,500,000
1995	KIEZ			\$375,000
1996	KMBY-F			\$525,000
1996	KIEZ (540)			\$217,000
1996	FM CP		Sold to KCTY, KRAY-F owner	\$295,000
1997	KDON-AF, KRQC-F	From Henry	to Lartigue	\$8,250,000
1997	KOCN-F		Sold to Lartigue	\$6,500,000
1997	KLUE-F		Sold to Amer. Radio	\$2,000,000
1997	KTOM-AF	From Magic	to Lartigue	\$8,000,000
1997	KOMY		Sold to KSCO owner	NA
1997	KIEZ			\$250,000
1997	KCDU-F, KPIG-F, KXDC-F		Sold to New Wave	\$5,300,000
1997	KDON AM, KOCN FM, KRQC FM, KTOM AM, KTOM FM, KTXS AM	Lartigue	Sold to Clear Channel	\$23,200,000
1997	KMBY-F		Sold to New Wave	\$1,850,000
1997	FM CP		Sold to New Wave	\$35,000
1998	KIEZ		Sold to KNRY owner	\$300,000
1998	KTGE/KLFA-F		Sold to Z-Spanish	\$1,600,000
6-Jan-99	KCTY AM, KLXM FM, KRAY FM		Z-Spanish	\$4,500,000
29-Dec-99	KLUE FM	CBS/Infinity	Z-Spanish	\$315,000
19-Jan-00	KIEZ AM	Wagenvoord	Rodriguez Communications	\$700,000
31-Jan-00	KLOK FM, KSES AM, KSES FM	EXCL	Entravision	Group transaction: \$250,000,000

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KTOM FM	C	\$2,070,000	11.8
2 KDON FM	CHR	\$2,030,000	11.6
3 KWAV FM	AC	\$1,850,000	10.6
4 KLOK FM	SP	\$1,800,000	10.3
5 KOCN FM	O	\$1,340,000	7.7
6 KPIG FM	AOR/P	\$1,040,000	5.9
7 KZOL FF	SP	\$940,000	5.4
8 KBOQ FM	CL	\$920,000	5.3
9 KCTY KRAYF	SP	\$900,000	5.1
10 KMJO FM	AOR	\$560,000	3.2
11 KSCO AM	T	\$520,000	3.0
12 KCDU FF	AC/NR	\$430,000	2.5
13 KIDD AM	ST	\$350,000	2.0
14 KTGE AM	SP	\$340,000	1.9
15 KMBY FM	AOR	\$325,000	1.9
16 KSEA FM	SP	\$270,000	1.5
17 KSES FM	SP	\$220,000	1.3
18 KISE FM	CL AOR	\$200,000	1.1

Market's Best

Best Restaurants: Sardine Factory, Club 19, Rio Grill, Monterey Joe's.

Best Hotels: Lodge at Pebble Beach, Highlands Inn, Spanish Bay, Post Ranch.

Best Golf Courses: Pebble Beach, Spyglass Hill, Cypress Point, Spanish Bay, Pasatiempo (S.Cruz), Poppy Hills.

NO WEATHER DATA AVAILABLE

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	73.8	\$8,161,000	2.5
National	26.2	\$2,895,000	5.5

NOTE: Trade equals 12.1% of local. In 1998 it was 10.2%.

1999 ARB Rank: 142	1999 Revenue: \$15,100,000	Manager's Market Ranking (current): 2.8
1999 MSA Rank: 153	Rev per Share Point: \$189,698 79.6	Manager's Market Ranking (future) : 3
1999 DMA Rank: 113	Population per Station: 15,671 17	
1999 Rev Rank: 120 of 173	1999 Revenue Change: 6.6	Five-year revenue gain % (94-99): 44.2

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	10.5	11.2	12.2	13.1	14.1	15.1					
Yearly Growth Rate (94-99): 6.0% assigned											
Projected Revenue Estimates:							16.40	17.00	17.70	18.90	20.20
Revenue per Capita:	33.44	35.11	38.13	40.55	43.25	46.32					
Yearly Growth Rate (94-99): 4.8% assigned											
Projected Revenue per Capita:							48.54	50.87	53.31	55.87	58.55
Resulting Revenue Estimate:							15.9	16.84	17.81	18.77	19.79
Revenue as % of Retail Sales:	0.0038	0.0037	0.0039	0.0041	0.0041	0.0042					
Mean % (94-99) 0.00415%											
Resulting Revenue Estimate:							16.2	16.6	17.0	17.8	18.7
MEAN REVENUE ESTIMATE:							16.2	16.8	17.5	18.5	19.6

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.314	0.319	0.320	0.323	0.323	0.326	0.328	0.331	0.334	0.336	0.338
Retail Sales (billions):	2.80	3.00	3.10	3.20	3.40	3.60	3.90	4.00	4.10	4.30	4.50

Below-the-Line Listening Shares:	4.3	Confidence Levels	
Unlisted Station Listening:	16.1	1999 Revenue Estimates:	Below normal
Total Lost Listening:	20.4	2000-to-2004 Revenue Estimates:	Below normal
Available Share Points:	79.6		
Number of Viable Stations:	12.5		
Average Share Points per Viable Station:	6.4		
Rev. per Available Share Point:	\$189,698		
Estimated Rev. for Mean Station:	\$1,214,000		
Average HH Income:	\$36,608	Socio-Economic Breakdowns	
Average Age:	34.1	Ethnic	Income (\$000)
Average Education:	12.1	White:	62.2 <\$20: 27.7
Average Home Value:	\$83,300	Black:	36.8 \$20-\$49.9: 36.3
Population Change (1998-2003):	4.1	Amer. Indian:	0.2 \$50-\$99.9: 27.6
Retail Sales Change (1998-2003):	27.6	Asian/Pac. Isl.:	0.7 \$100+: 8.4
Cable Penetration:	68	Hispanic: *	1.2
Number of Class B or C FMs:	8	Age	Education
		12-to-24	22.6 Non High School Grad:
		25-to-54	52.9 High School Grad:
		55-plus	24.5 College 1-3 years:
			24.8 College 4+ years:
			22.2

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Government			
Military			
Agribusiness			
Clothing			
Food Processing			

INC 500 Companies

Employment Breakdowns

By Industry:

Montgomery, AL MSA Total

1 Retail Trade	25,734	17.75%
2 Pub. Admin.	16,586	11.44%
3 Educational Svcs.	12,284	8.47%
4 Health Svcs.	11,855	8.18%
5 Manufac., Durables	10,767	7.43%
6 Fin., Ins. & Real Estate	9,965	6.87%
7 Construction	9,930	6.85%
8 Other Prof. Svcs.	9,589	6.61%
9 Manufac., Non-Durables	8,100	5.59%
10 Bus. & Repair Svcs.	6,603	4.55%
Total Metro Employees	144,974	
Top 10 Total Employees	121,413	83.75%

By Occupation:

Admin. Support/Clerical	26,141	18.03%
Professional	20,664	14.25%
Sales	19,087	13.17%
Exec., Admin. & Managerial	18,191	12.55%
Precis. Produc./Craft/Repair	14,334	9.89%
Svc., Exclud. Protective & HH	14,321	9.88%
Machine Oprs., Fab., Assemb., & Inspec.	8,339	5.75%
Transportation & Moving	6,105	4.21%
Handlers, Cleaners, Help., Laborers	5,911	4.08%
Technicians & Support	5,368	3.70%

NOTE:

Largest Local Banks (Assets \$000,000)

Colonial Bk	\$10,639
Sterling Bk	\$211
Troy Bank & Trust Co	\$197
Bank of Prattville	\$164

Colleges and Universities (# of Students)

Troy State U.	6,372
Alabama State U.	5,463
Auburn U. at Montgomery	5,224
Troy State U. in Montgomery	3,137
Faulkner U.	2,524
John M. Patterson State Tech Coll.	1,082
Total Students (FT & PT)	27,796

Military Bases (# of personnel)

Maxwell AFB	2,670
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Unemployment

Jun 79:	6.70%	Jul 90:	6.40%
Dec 82:	12.00%	Jul 91:	6.10%
Sep 83:	10.20%	Jul 92:	7.10%
Sep 84:	8.80%	Jul 93:	7.20%
Aug 85:	7.60%	Jul 94:	5.20%
Aug 86:	7.60%	Jul 95:	7.10%
Aug 87:	6.30%	Jul 96:	3.90%
Aug 88:	6.10%	Aug 98:	3.20%
Jul 89:	7.20%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Reid & O'Donahue
Cowden South

Viable Stations

WACV	WLWI-F	WQKS-F	WZHT-F
WBAM-F	WMCZ-F	WQLD-F	
WHHY-F	WMSP (1/2)	WAFX-F	
WJWZ-F	WMXS-F	WXVI	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WAKA	Selma	8	CBS	Bahakel	
WSFA	Montgomery	12	NBC	Cosmos	
WCOV-TV	Montgomery	20	FOX		
WAIQ	Montgomery	26	PBS	AL ETV	
WNCF	Montgomery	32	ABC		

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Cumulus Media: WLWI FM, WMXS FM, WAFX FM, WHHY FM, WMSP AM, WNZZ AM	\$7,270,000	48.1
2 Clear Channel Communications: WZHT FM, WMCZ FM, WQLD FM	\$4,840,000	32.1
3 Deep South Broadcasting, Inc.: WBAM FM	\$1,100,000	7.3
4 Montgomery Broadcast Properties: WACV AM, WQKS FM	\$770,000	5.1
5 Vision Communications: WJWZ FM	\$550,000	3.6
6 Sunshine 16 Radio Network, Inc.: WXVI AM	\$275,000	1.8
7 J & W Promotions, Inc.: WAPZ AM	\$110,000	0.7

Major Daily Newspapers

Advertiser	AM	PM	Sun	Owner
	55,258		70,295	Gannett Co. Inc.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$31,400,000	38%	0.0087
Radio	\$15,100,000	18%	0.0042
Newspaper	\$30,300,000	37%	0.0084
Outdoor	\$3,200,000	4%	0.0009
Cable TV	\$2,300,000	3%	0.0006
Media Total	\$82,300,000		0.0228

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1994				
1994	WAFX-F (Prattville)	Sold by Paul Downs		\$1,580,000
1994	WHHY A/F			\$2,600,000
1994	WHHY A/F 80%		Sold to Ventura Ent.	\$3,200,000
1995	WHHY A/F			\$7,100,000
1995	WAFX-F (Prattville)	From Downs	to WHHY owner	\$1,650,000
1996	WMCZ-F, WZHT-F		Sold to Benchmark	\$17,750,000
1996	WMCZ-F, WZHT-F	From Benchmark	to Capstar	\$18,500,000
1998	WLWI-F	From Colonial	to Cumulus	\$12,300,000
1998	WLZZ	From Colonial	to Cumulus	\$800,000
1998	WMSP	From Colonial	to Cumulus	\$400,000
1998	WMXS-F	From Colonial	to Cumulus	\$4,000,000
1998	WICE-F (CP) 51%			\$375,000
1998	WHYY/WJCC-F/WAFX-F	From McDonald	to Cumulus	
1998	WMCZ FM, WQLD FM, WZHT FM		Capstar	AMFM

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WLWI FM	C	\$4,000,000	26.5
2 WZHT FM	B	\$3,100,000	20.5
3 WMXS FM	AC	\$1,400,000	9.3
4 WBAM FM	CHR	\$1,100,000	7.3
5 WMCZ FM	B/AC	\$1,100,000	7.3
6 WAFX FM	AOR	\$1,000,000	6.6
7 WQLD FM	O	\$640,000	4.2
8 WACV AM	T	\$600,000	4.0
9 WJWZ FM	B	\$550,000	3.6
10 WHHY FM	CHR	\$500,000	3.3
11 WXVI AM	G	\$275,000	1.8
12 WMSP AM	SPRTS	\$250,000	1.7
13 WQKS FM	B/AC	\$170,000	1.1
14 WNZZ AM	ST	\$120,000	0.8
15 WAPZ AM	G	\$110,000	0.7

Market's Best

Best Restaurants: Elite, Hillwood Café, Bistro.
Best Hotels: Radisson, Marriott Suites.
Best Golf Courses: Montgomery CC, Wynn Lakes, Lagoon Park.

NO WEATHER DATA AVAILABLE

1999 ARB Rank: 43	1999 Revenue: \$68,100,000	Manager's Market Ranking (current): 3.1
1999 MSA Rank: 47	Rev per Share Point: \$793,706 85.8	Manager's Market Ranking (future) : 3.3
1999 DMA Rank: 33	Population per Station: 39,248 25	
1999 Rev Rank: 38 of 173	1999 Revenue Change: 7.2	Five-year revenue gain % (94-99): 60.6

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	42.4	48.4	52.8	58.1	63.2	68.1						
Yearly Growth Rate (94-99): 7.3%	assigned											
Projected Revenue Estimates:							74.90	76.50	78.00	84.10	90.30	
Revenue per Capita:	39.26	43.60	46.72	50.52	54.02	57.14						
Yearly Growth Rate (94-99): 6.0%	assigned											
Projected Revenue per Capita:							60.56	64.19	68.05	72.13	76.46	
Resulting Revenue Estimate:							73.3	78.96	85.06	90.88	97.86	
Revenue as % of Retail Sales:	0.0038	0.0041	0.0043	0.0045	0.0045	0.0046						
Mean % (94-99): 0.00455%												
Resulting Revenue Estimate:							73.3	77.4	81.0	84.6	91.0	
							MEAN REVENUE ESTIMATE:					
							73.8	77.6	81.3	86.5	93.1	

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	1.080	1.110	1.130	1.150	1.170	1.190	1.210	1.230	1.250	1.260	1.280
Retail Sales (billions):	11.10	11.70	12.30	12.90	13.80	14.90	16.10	17.00	17.80	18.60	20.00

Below-the-Line Listening Shares:	0
Unlisted Station Listening:	14.2
Total Lost Listening:	14.2
Available Share Points:	85.8
Number of Viable Stations:	17
Average Share Points per Viable Station:	5
Rev. per Available Share Point:	\$793,706
Estimated Rev. for Mean Station:	\$3,969,000
Average HH Income:	\$46,652
Average Age:	35.4
Average Education:	11.9
Average Home Value:	\$114,700
Population Change (1998-2003):	7.8
Retail Sales Change (1998-2003):	34.4
Cable Penetration:	63
Number of Class B or C FMs:	12

Confidence Levels
 1999 Revenue Estimates: Normal
 2000-to-2004 Revenue Estimates: Normal

Comments: Market reports revenue to Miller, Kaplan.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 82.6	<\$20: 20.2	12-to-24 21.2	Non High School Grad: 25.3
Black: 15.7	\$20-\$49.9: 33.6	25-to-54 56.2	High School Grad: 29.1
Amer. Indian: 0.2	\$50-\$99.9: 32.9	55-plus 22.6	College 1-3 years: 23.8
Asian/Pac. Isl.: 1.5	\$100+: 13.3		College 4+ years: 21.8
Hispanic: * 1.3			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Music Recording	Columbia/HCA Health 74	Dollar General Corp.	Ingram Industries 74
Tourism	Service Merchandise 441	Columbia/HCA Healthcare	Ingram Entertainment 174
Chemicals	Dollar General 459		Community Health Systems/1996 259
Printing			Iasis Healthcare 303
Financial			Doane Pet Care Enterprises 349
Insurance			JC Bradford 415
Glass			American Color Graphics 480
			Danner Cos. 491
			State Industries 500

INC 500 Companies

Optimum Solutions	165
Digital Connections	177
Franklin American Mtg	259
PayMaxx	384

Employment Breakdowns

By Industry:

Nashville, TN MSA Total		
1 Retail Trade	103,642	17.22%
2 Manufac., Durables	61,339	10.19%
3 Health Svcs.	54,006	8.97%
4 Fin., Ins. & Real Estate	45,900	7.63%
5 Manufac., Non-Durables	45,653	7.58%
6 Educational Svcs.	42,169	7.01%
7 Construction	38,455	6.39%
8 Other Prof. Svcs.	38,003	6.31%
9 Wholesale Trade	31,505	5.23%
10 Transportation	28,988	4.82%
Total Metro Employees	601,916	
Top 10 Total Employees	489,660	81.35%

By Occupation:

Admin. Support/Clerical	102,131	16.97%
Professional	82,121	13.64%
Sales	81,179	13.49%
Exec., Admin. & Managerial	80,810	13.43%
Precis. Produc./Craft/Repair	65,567	10.89%
Svc., Exclud. Protective & HH	59,116	9.82%
Machine Oprs., Fab., Assemb., & Inspec.	40,913	6.80%
Transportation & Moving	25,000	4.15%
Handlers, Cleaners, Help., Laborers	23,471	3.90%
Technicians & Support	21,541	3.58%

NOTE:

Nashville

Largest Local Banks (Assets \$000,000)

First Amer Natl Bk	\$20,306
SunTrust Bk Nashville NA	\$4,709
Wilson Bk & Tr	\$379
Franklin National Bank	\$363
First Bank and Trust	\$261
The Bank of Nashville	\$229
The Farmers Bank	\$195
Citizens Natl Bk	\$158
Peoples Bank	\$143

Colleges and Universities (# of Students)

Middle Tennessee State U.	18,355
Vanderbilt U.	9,952
Tennessee State U.	8,404
Volunteer State CC	5,173
Nashville State Technical Inst.	3,578
(and more)	
Total Students (FT & PT)	59,151

Military Bases (# of personnel)

Arnold AFB	114
Nashville IAP AGS	41

Unemployment

Dec 82:	9.20%	Jul 90:	3.70%
Sep 83:	7.10%	Jul 91:	4.90%
Sep 84:	5.80%	Jul 92:	5.20%
Aug 85:	4.60%	Jul 93:	4.10%
Aug 86:	4.70%	Jul 94:	3.10%
Aug 87:	4.60%	Jul 95:	3.80%
Aug 88:	4.70%	Jul 96:	3.20%
Jul 89:	3.40%	Aug 98:	2.90%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Erickson
Goodrum & Leonard
Gish Sherwood

Viable Stations

WGFX-F	WNPL-F (1/2)	WRMX-F	WVOL (1/2)
WJXA-F	WNRQ-F	WRVW-F	WWTN-F
WJZC-F	WQKQ-F	WSIX-F	WZPC-F
WKDF-F	WQZQ-F	WSM	
WLAC	WRLT-FF	WSM-F	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WKRN-TV	Nashville	2	ABC	Young	
WSMV	Nashville	4	NBC	Meredith	
WTVF	Nashville	5	CBS	Landmark	
WDCN	Nashville	8	PBS		
WZTV	Nashville	17	FOX	Sullivan	Sinclair
WNPX	Cookeville	28	PAX	Paxson	
WUXP	Nashville	30	UPN	Mission	Sinclair
WHTN	Murfreesboro	39	IND		
WNAB-TV	Nashville	58	WB	Lambert	
WJFB	Lebanon	66	IND		

Major Daily Newspapers

	AM	PM	Sun	Owner
Tennessean	184,979		269,959	Gannett Co. Inc.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$132,000,000	41%	0.0089
Radio	\$68,100,000	21%	0.0046
Newspaper	\$103,000,000	32%	0.0070
Outdoor	\$11,800,000	4%	0.0008
Cable TV	\$7,300,000	2%	0.0005
Media Total	\$322,200,000		0.0218

NOTE: Use Newspaper and Outdoor estimates with caution.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WSIX FM	C	\$11,700,000	17.2
2 WNRQ FM	CL AOR	\$8,300,000	12.2
3 WSM FM	C	\$7,000,000	10.3
4 WQKQ FM	B	\$6,000,000	8.8
5 WJXA FM	SAC	\$5,200,000	7.6
6 WRVW FM	CHR	\$5,050,000	7.4
7 WRMX FM	O	\$4,800,000	7.0
8 WWTN FM	T	\$4,100,000	6.0
9 WKDF FM	C	\$3,400,000	5.0
10 WGFX FM	B/O	\$3,200,000	4.7
11 WLAC AM	T	\$2,450,000	3.6
12 WSM AM	FS/C	\$2,400,000	3.5
13 WRLT FF	AOR/P	\$1,200,000	1.8
14 WQZQ FM	CHR/B	\$1,100,000	1.6
15 WJZC-FM	REL/CC	\$950,000	1.4
16 WNPL FM	B/O	\$750,000	1.1
17 WVOL AM	B	\$420,000	0.6

Market's Best

Best Restaurants: Mario's, Ruth Chris, Julian's, Stockyard.

Best Hotels: Opryland, Sheraton, Radisson, Marriott.

Best Golf Courses: Hermitage, Belle Meade, Richland CC.

NOTE:

**Highest Billing Radio Entities
(includes duopolies and combos)**

	Combined Revenue	Revenue Share
1 Clear Channel Communications: WSIX FM, WNRQ FM, WRVW FM, WLAC AM, WJZC-FM	\$28,450,000	41.8
2 Gaylord: WSM FM, WWTN FM, WSM AM	\$13,500,000	19.8
3 South Central Communications: WJXA FM, WRMX FM	\$10,000,000	14.7
4 Midwestern Broadcasting Co.: WQQK FM, WNPL FM, WVOL AM, WRQQ FM	\$7,170,000	10.5
5 Citadel Communications: WKDF FM, WGFY FM	\$6,600,000	9.7
6 Tuned In Broadcasting: WRLT FF, WDBL AF, WYYB FM	\$1,200,000	1.8
7 Cromwell Group, Inc.: WQZQ FM, WZPC FM	\$1,100,000	1.6

WEATHER DATA

	590		
	48.6 in.		
	10.9 in.		
	7.9 (S)		
	JAN	JUL	TOTAL YEAR
Elevation:			
Annual Precipitation:	47.6	90.2	70.1
Annual Snowfall:	29.0	69.0	48.7
Average Windspeed:	38.3	79.6	59.4
Avg. Max. Temp:			
Avg. Min. Temp:			
Average Temp:			

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1990				
1990	WYHY-F	From Jacor	to Legacy	\$11,000,000
1990	WSIX-AM	Sold by Capstar		\$600,000
1991	WGFY-F	Sold by Capitol (Johnson) (Cncdd)		\$3,500,000
1992	W-HNK, WRLT-F (Madison)	Sold by receiver		\$505,000
1992	WGFY-F		Sold to Dick	\$4,500,000
1993	WLAC A/F	From Fairmont	to Keymarket	\$11,600,000
1993	WRMX-F (Murfreesboro)	From Signature	to South Central	\$6,500,000
1994	WYHY-F	From Legacy	to SFX	\$4,000,000
1995	WWTN-F (Manchester)		Sold to Gaylord	\$3,800,000
1995	WJCE-F, WLAC A/F	From Keymarket	to River City	\$26,000,000
1995	WKDA	Sold by Dick		\$325,000
1996	WLAC-AF, WJCE-F	From River City	to Sinclair Bcst Gp	
1997	WDBL-AF (Springfield)		Sold to WRLG-F, WYYB-F owner	\$580,000
1997	WVOL, WQQK-F		Sold to Dickey	\$13,800,000
1997	WRVW-F	From SFX	to Hicks/Chancellor	\$23,000,000
1997	WSIX-F	From SFX	to Hicks/Chancellor	\$98,000,000
1997	WLAC-AF, WJZC-F	From Sinclair Bcst Gp	to Hicks/Chancellor	\$35,000,000
1998	WLAC	From Hicks, Muse	to Dick	Cancelled
1998	WKDA		Sold to Mortenson	\$600,000
22-Jan-99	WNPL FM		Midwestern	\$1,580,000
13-May-99	WHEW AM	AJ Commun.	SG Commun.	\$208,398
10-Jan-00	WBOZ FM, WVMY FM	Reach Satellite Network	Salem With WVMY-FM, Reach Network:	\$3,100,000
12-Jan-00	WVOL AM	Heidelberg Broadcasting	Midwestern WVOL + \$11,000,000 for WRQQ	
12-Jan-00	WRQQ FM	Midwestern	Heidelberg Broadcasting	\$11,000,000 + WVOL
6-Mar-00	WYXE AM	Jon Gary Enterprises	Richard Deck, Jr.	\$50,000

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	83.3	\$54,213,000	9.8
National	16.7	\$11,084,000	-6.3

1999 ARB Rank: 18	1999 Revenue: \$47,500,000	Manager's Market Ranking (current): 2.8
1999 MSA Rank: 16	Rev per Share Point: \$1,588,629 29.9	Manager's Market Ranking (future) : 3
1999 DMA Rank: 1 (New York DMA)	Population per Station: 142,906 16	
1999 Rev Rank: 49 of 173	1999 Revenue Change: 11.8	Five-year revenue gain % (94-99): 35.3

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	35.1	37.0	38.0	41.0	41.9	47.5					
Yearly Growth Rate (94-99): 4.9% assigned											
Projected Revenue Estimates:							50.90	51.90	53.80	57.10	60.30
Revenue per Capita:	13.20	13.96	14.29	15.36	15.69	17.66					
Yearly Growth Rate (94-99): 4.5% assigned											
Projected Revenue per Capita:							18.45	19.28	20.15	21.05	22.00
Resulting Revenue Estimate:							50.0	52.44	55.00	57.69	60.51
Revenue as % of Retail Sales:	0.0012	0.0013	0.0013	0.0013	0.0013	0.0014					
Mean % (94-99) 0.00135%											
Resulting Revenue Estimate:							NM	47.7	48.6	49.7	51.3
							MEAN REVENUE ESTIMATE:				
							50.5	50.7	52.5	54.8	57.4

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	2.660	2.650	2.660	2.670	2.680	2.690	2.710	2.720	2.730	2.740	2.750
Retail Sales (billions):	28.20	29.00	30.10	30.50	32.00	33.40	34.80	35.30	36.00	36.80	38.00

Below-the-Line Listening Shares:	59.9
Unlisted Station Listening:	10.2
Total Lost Listening:	70.1
Available Share Points:	29.9
Number of Viable Stations:	9.5
Average Share Points per Viable Station:	3.1
Rev. per Available Share Point:	\$1,588,629
Estimated Rev. for Mean Station:	\$4,925,000
Average HH Income:	\$67,928
Average Age:	38.2
Average Education:	13
Average Home Value:	\$212,100
Population Change (1998-2003):	2.3
Retail Sales Change (1998-2003):	15
Cable Penetration:	NA
Number of Class B or C FMs:	2

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan and all viable stations except WLIR-F participate. Managers predict 9 to 10% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 87.4	<\$20: 11.7	12-to-24 19.7	Non High School Grad: 16.8
Black: 8.6	\$20-\$49.9: 23.1	25-to-54 53.5	High School Grad: 31.5
Amer. Indian: 0.2	\$50-\$99.9: 37.3	55-plus 26.8	College 1-3 years: 25.2
Asian/Pac.Isl.: 3.7	\$100+: 27.8		College 4+ years: 26.6
Hispanic: * 8.3			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
	Arrow Electronics 197	Avis Rent A Car, Inc	Quality King Distributors 100
	Computer Assoc. Intl. 335	Computer Associates Int'l	King Kullen Grocery 334
	Olsten 338	Arrow Electronics, Inc.	Darby Group Cos. 378
	Cablevision Systems 452	North Fork Bancorporation	Bellco Health 437
		Olsten Corporation	PC Richard & Son 453
			Harold Levinson Associates 467

INC 500 Companies

Logicare	67
PWR Systems	385

Employment Breakdowns

By Industry:

Nassau-Suffolk, NY PMSA Total

1 Retail Trade	210,658	15.37%
2 Fin., Ins. & Real Estate	136,735	9.98%
3 Health Svcs.	131,885	9.62%
4 Educational Svcs.	131,779	9.62%
5 Manufac., Durables	108,597	7.93%
6 Other Prof. Svcs.	99,139	7.23%
7 Construction	81,971	5.98%
8 Transportation	78,572	5.73%
9 Wholesale Trade	73,033	5.33%
10 Bus. & Repair Svcs.	72,811	5.31%

Total Metro Employees	1,370,290
Top 10 Total Employees	1,125,180 82.11%

By Occupation:

Admin. Support/Clerical	255,877	18.67%
Professional	227,288	16.59%
Exec., Admin. & Managerial	208,689	15.23%
Sales	185,510	13.54%
Precis. Produc./Craft/Repair	141,822	10.35%
Svc., Exclud. Protective & HH	114,635	8.37%
Transportation & Moving	46,468	3.39%
Machine Oprs., Fab., Assemb., & Inspec.	46,385	3.39%
Technicians & Support	46,018	3.36%
Protective Svc.	39,174	2.86%

NOTE:

Largest Local Banks (Assets \$000,000)

European American Bk	\$14,187
North Fork Bk	\$11,111
The Roslyn Savings Bank	\$7,556
Jamaica Svgs Bk FSB	\$1,598
Suffolk Cnty Natl Bk of Riverhead	\$910
First National Bank of Long Island	\$538
The Bridgehampton National Bank	\$283
Bk of Smithtown	\$215
Hamptons State Bank	\$11

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Colleges and Universities (# of Students)

Nassau CC	18,553
SUNY at Stony Brook	18,401
Suffolk County CC	16,790
Hofstra U.	12,678
Long Island U.: C. W. Post Campus	9,281
Adelphi U.	5,746
Suffolk County CC: Eastern Campus (and more)	3,147
Total Students (FT & PT)	91,769

Military Bases (# of personnel)

Unemployment

Viable Stations

WALK-F	WKJY-F
WBAB-FF	WLIR-FF
WBLI-F	WLUX (1/2)
WBZO-F	WMJC-F
WHLI	WRCN-F

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel Communications: WALK AF	\$15,500,000	32.6
2 Bamstable Broadcasting, Inc.: WKJY FM, WBZO FM, WRCN FM, WMJC FM, WHLI AM, WFOG AM, WGSM AM	\$12,350,000	26.0
3 Cox Radio: WBAB FF, WBLI FM	\$11,700,000	24.6
4 Jarad Broadcasting Co., Inc.: WLIR FF, WXXP FM	\$4,050,000	8.5
5 Long Island Multimedia, LLC: WLUX AM	\$500,000	1.1

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WLIW	Southampton	21	PBS		
WVVH-LP	Southampton	23	IND		
WLNY-TV	Riverhead	55	IND		

Also see New York

Major Daily Newspapers

	AM	PM	Sun	Owner
Newsday	572,444		671,214	Times Mirror Co.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	N/A		N/A
Radio	\$47,500,000		0.0014
Newspaper	N/A		N/A
Outdoor	N/A		N/A
Cable TV	N/A		N/A

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WALK FM	AC	\$15,500,000	32.6
2 WBAB FF	AOR	\$6,000,000	12.6
3 WBLI FM	CHR	\$5,700,000	12.0
4 WKJY FM	AC	\$5,300,000	11.2
5 WBZO FM	O	\$3,500,000	7.4
6 WLIR FF	AOR/NR	\$3,300,000	6.9
7 WRCN FM	CL HITS	\$1,400,000	2.9
8 WMJC FM	C	\$1,100,000	2.3
9 WHLI AM	ST	\$1,050,000	2.2
10 WXXP FM	CHR/U	\$750,000	1.6
11 WLUX AM	ST	\$500,000	1.1

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1990	WWHB-F		Sold to WBAB (Canceled)	\$1,850,000
1992	WBAB A/F	From Noble	to Mike Craven	\$16,000,000
1993	WGLI	From SRN	to Heffel	\$600,000
1994	WALK A/F	From Amer. Media	to Chancellor	\$37,900,000
1994	WBLI-F	From Beck-Ross	to Liberty	\$15,500,000
1995	WLIX			\$1,100,000
1995	WGGB, WBAB-F, WBLI-F, WHFM-F	From Liberty	to SFX	\$54,000,000
1996	WGSM, WRCN-F, WMJC-F	From Starr	to Bamstable	
1996	WLNG (1600)		Sold to WWRL owner	\$1,600,000
1996	WGGB, WBAB-F, WBLI-F, WHFM-F	Traded by SFX	to Chancellor	Jacksonville stations + \$11 mil.
1996	WWHB-F	From Eddie Simon	to Odyssey	\$4,000,000
1997	WBZO-F		Sold to Bamstable	\$10,000,000
1997	WBAZ-F, CP 102.5 (Bridgehamton)			\$1,650,000
1998	WBLI-F	From Capstar	to Cox	\$25,000,000
1998	WBAB-F/WHFM-F	From Capstar	to Cox	\$22,000,000
1998	WGGB	From Capstar	to Cox	\$1,000,000
1998	WGGB	From Cox		\$1,700,000
17-Feb-99	WLVG FM	Gary Starr	Beacon Media	\$3-3.5MM; 1-3 year LMA
9-Jun-99	WNYG AM	Bienvenida Broadcasting	Multicultural	\$860,000
15-Nov-99	WBEA FM, WEHM FM	H-Radio Partners	Back Bay Broadcasters	Price NA
8-Feb-00	WLVG FM	Gary Starr	Beacon Media	Cancelled
8-Feb-00	WLVG FM	Gary Starr	Multicultural	\$3,000,000

Market's Best

NO WEATHER DATA AVAILABLE

NOTE:

New Haven

1999 ARB Rank: 102	1999 Revenue: \$18,700,000	Manager's Market Ranking (current): 2.3
1999 MSA Rank: x71 (w/Waterbury)	Rev per Share Point: \$687,500 27.2	Manager's Market Ranking (future) : 3
1999 DMA Rank: 27 (w/Hartford)	Population per Station: 65,567 6	
1999 Rev Rank: 101 of 173	1999 Revenue Change: 6.4	Five-year revenue gain % (94-99): 34.5

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	13.9	14.2	15.0	15.8	17.5	18.7						
Yearly Growth Rate (94-99): 5.1% assigned												
Projected Revenue Estimates:							19.70	20.70	21.70	23.00	24.20	
Revenue per Capita:	26.43	27.09	28.68	30.21	33.46	35.76						
Yearly Growth Rate (94-99): 4.4% assigned												
Projected Revenue per Capita:							37.33	38.97	40.69	42.48	44.35	
Resulting Revenue Estimate:							19.6	20.42	21.32	22.26	23.28	
Revenue as % of Retail Sales:	0.0028	0.0028	0.0029	0.0029	0.0031	0.0032						
Mean % (94-99) 0.00320%												
Resulting Revenue Estimate:							19.2	19.5	19.8	20.5	21.4	
	MEAN REVENUE ESTIMATE:							19.5	20.2	21.0	21.9	23.0

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.526	0.524	0.523	0.523	0.523	0.523	0.524	0.524	0.524	0.524	0.525
Retail Sales (billions):	5.00	5.10	5.20	5.40	5.60	5.80	6.00	6.10	6.20	6.40	6.70

Below-the-Line Listening Shares: 55.3

Unlisted Station Listening: 17.5

Total Lost Listening: 72.8

Available Share Points: 27.2

Number of Viable Stations: 5

Average Share Points per Viable Station: 5.4

Rev. per Available Share Point: \$687,500

Estimated Rev. for Mean Station: \$3,713,000

Average HH Income: \$51,303

Average Age: 37.2

Average Education: 12.6

Average Home Value: \$188,900

Population Change (1998-2003): 0.3

Retail Sales Change (1998-2003): 15

Cable Penetration: NA

Number of Class B or C FMs: 2

Confidence Levels

1999 Revenue Estimates: Normal

2000-to-2004 Revenue Estimates: Normal

Comments: Market reports to Miller, Kaplan and all viable stations are included. Managers predict 9 to 10% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 86.3	<\$20: 18.8	12-to-24 19.5	Non High School Grad: 21.8
Black: 11.4	\$20-\$49.9: 29.8	25-to-54 52.4	High School Grad: 31.2
Amer. Indian: 0.2	\$50-\$99.9: 35.6	55-plus 28.1	College 1-3 years: 22.3
Asian/Pac. Isl.: 2.1	\$100+: 15.7		College 4+ years: 24.7
Hispanic: * 8.2			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Research		Hubbell Incorporated	Bozzuto's 350
Printing			
Firearms			
Textiles			
Metals			
Chemicals			
Cutlery/Silverware			
Watches and Clocks			

INC 500 Companies

Professional Cutler 131
Drake Associates 435

Employment Breakdowns

By Industry:

New Haven-Meriden, CT PMSA Total

1 Retail Trade	63,346	15.84%	Admin. Support/Clerical	69,512	17.39%
2 Manufac., Durables	61,103	15.28%	Professional	65,056	16.27%
3 Health Svcs.	41,399	10.36%	Exec., Admin. & Managerial	54,334	13.59%
4 Educational Svcs.	39,770	9.95%	Precis. Produc./Craft/Repair	46,978	11.75%
5 Fin., Ins. & Real Estate	30,579	7.65%	Sales	46,663	11.67%
6 Other Prof. Svcs.	26,225	6.56%	Svc., Exclud. Protective & HH	38,823	9.71%
7 Manufac., Non-Durables	22,435	5.61%	Machine Oprs., Fab., Assembl., & Inspec.	26,355	6.59%
8 Construction	22,136	5.54%	Technicians & Support	17,028	4.26%
9 Wholesale Trade	17,364	4.34%	Transportation & Moving	12,257	3.07%
10 Bus. & Repair Svcs.	17,179	4.30%	Handlers, Cleaners, Help., Laborers	11,489	2.87%
Total Metro Employees	399,791				
Top 10 Total Employees	341,536	85.43%			

NOTE:

Largest Local Banks (Assets \$000,000)
 New Haven Svgs Bk \$2,056

Colleges and Universities (# of Students)
 Southern Connecticut State U. 11,264
 Yale U. 10,886
 Quinnipiac Coll. 5,682
 U. of New Haven 4,845
 Gateway Community-Technical Coll. 2,749
 Albertus Magnus Coll. 1,640
 Paier C of Art 246
 Total Students (FT & PT) 37,312

Military Bases (# of personnel)

Unemployment
 Jun 79: 9.80% Jul 89: 3.30%
 Dec 82: 7.00% Jul 90: 5.10%
 Sep 83: 6.20% Jul 91: 6.60%
 Sep 84: 4.40% Jul 92: 7.00%
 Aug 85: 5.30% Jul 93: 6.80%
 Aug 88: 3.90% Jul 94: 5.70%
 Aug 87: 3.20% Jul 95: 5.80%
 Aug 88: 3.00% Jul 96: 5.50%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Arnold Fortuna
 Macon Madison

Viable Stations

WAVZ (1/2) WPLR-F
 WELI WQUN (1/2)
 WKCI-F WYBC-AF

COMPETITIVE MEDIA

Major Over the Air Television

Calls City of Lic. Chan. Net Owner LMA/JSA

See Hartford

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Cox Radio: WPLR FM	\$8,300,000	44.4
2 Clear Channel Communications: WKCI FM, WELI AM, WAVZ AM	\$7,750,000	41.4
3 Yale Broadcasting Co.: WYBC FM, WYBC AM	\$1,980,000	10.6
4 Quinnipiac College: WQUN AM	\$210,000	1.1

Major Daily Newspapers
 Register AM 100,062 PM 112,318 Sun 112,318
 Owner Journal Register Co.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WPLR FM	AOR	\$8,300,000	44.4
2 WKCI FM	CHR	\$6,250,000	33.4
3 WYBC FM	B	\$1,800,000	9.6
4 WELI AM	FS	\$1,250,000	6.7
5 WAVZ AM	ST	\$250,000	1.3
6 WQUN AM	ST	\$210,000	1.1
7 WYBC AM	VA	\$180,000	1.0

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$56,000,000	44%	0.0097
Radio	\$18,700,000	15%	0.0032
Newspaper	\$46,500,000	37%	0.0080
Outdoor	\$5,300,000	4%	0.0009
Cable TV	N/A	N/A	N/A
Media Total	\$126,500,000		0.0218

NOTE: Use Newspaper and Outdoor estimates with caution.
 Miscellaneous Comments: * Split TV DMA with Hartford. TV revenue is the estimate of New Haven's share. Total TV revenue for DMA is estimated at \$197,000,000.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1994	WPLR-F	From So. Starr	to Multimarket	\$17,500,000
1998	WNHC		Sold to WYBC-F owner	\$775,000
30-Aug-99	WPLR FM	AMFM	Cox Radio plus 12 other stations, for KFI and KOST,LA	

Market's Best

Best Restaurants: Bruxelles, Dano's, 500 Blake St., Palms.

Best Hotels: Marriott, (one manager said "none...don't stay overnight").

Best Golf Courses: Yale University GC, New Haven CC.

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	66.4	\$11,844,000	-0.8
National	33.6	\$6,004,000	25.7

NO WEATHER DATA AVAILABLE

NOTE:

New Orleans

1999 ARB Rank: 41	1999 Revenue: \$59,500,000	Manager's Market Ranking (current): 2
1999 MSA Rank: 44	Rev per Share Point: \$686,275 86.7	Manager's Market Ranking (future) : 2.5
1999 DMA Rank: 41	Population per Station: 46,491 22	
1999 Rev Rank: 39 of 173	1999 Revenue Change: 11.3	Five-year revenue gain % (94-99): 54.1

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	38.6	41.6	46.5	50.0	52.8	59.5					
Yearly Growth Rate (94-99): 6.0% assigned											
Projected Revenue Estimates:							64.80	66.60	70.60	74.90	79.60
Revenue per Capita:	29.47	31.52	35.50	38.16	40.31	45.42					
Yearly Growth Rate (94-99): 6.0% assigned											
Projected Revenue per Capita:							48.14	51.03	54.09	57.34	60.78
Resulting Revenue Estimate:							63.1	66.85	70.86	75.11	79.62
Revenue as % of Retail Sales:	0.0034	0.0034	0.0039	0.0041	0.0041	0.0043					
Mean % (94-99) 0.00430%											
Resulting Revenue Estimate:							62.8	64.1	65.4	66.7	71.8
							MEAN REVENUE ESTIMATE:				
							63.5	65.8	68.9	72.2	77.0

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	1.310	1.320	1.310	1.310	1.310	1.310	1.310	1.310	1.310	1.310	1.310
Retail Sales (billions):	11.50	12.20	12.00	12.30	12.80	13.70	14.60	14.90	15.20	15.50	16.70

Below-the-Line Listening Shares:	0
Unlisted Station Listening:	13.3
Total Lost Listening:	13.3
Available Share Points:	86.7
Number of Viable Stations:	14
Average Share Points per Viable Station:	6.2
Rev. per Available Share Point:	\$686,275
Estimated Rev. for Mean Station:	\$4,255,000
Average HH Income:	\$33,503
Average Age:	34.4
Average Education:	11.6
Average Home Value:	\$92,400
Population Change (1998-2003):	-0.1
Retail Sales Change (1998-2003):	21
Cable Penetration:	76
Number of Class B or C FMs:	12

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports to Miller, Kaplan and all but a few low-rated stations participate. Managers predict 4 to 6% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 62.5	<\$20: 31.5	12-to-24 22.1	Non High School Grad: 27.3
Black: 35.0	\$20-\$49.9: 35.8	25-to-54 54.1	High School Grad: 29.2
Amer. Indian: 0.3	\$50-\$99.9: 24.7	55-plus 23.8	College 1-3 years: 23.7
Asian/Pac. Isl.: 2.2	\$100+: 8.1		College 4+ years: 19.8
Hispanic: * 5.1			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Petrochemicals	Entergy 146	Whitney Holding Corp.	
Shipping		Entergy Corporation	
Tourism		Freeport-McMoRan C & G	
Aluminum, Copper Refining		Hibernia Corporation	
		Tidewater, Inc.	

INC 500 Companies

Diversified Computer Consultants	237
Newton & Associates	317

Employment Breakdowns

By Industry:
New Orleans, LA MSA Total

By Industry:	By Occupation:
1 Retail Trade 100,419 18.06%	Admin. Support/Clerical 96,964 17.44%
2 Health Svcs. 52,589 9.46%	Professional 86,996 15.64%
3 Educational Svcs. 50,082 9.01%	Sales 73,851 13.28%
4 Other Prof. Svcs. 38,474 6.92%	Exec., Admin. & Managerial 66,756 12.01%
5 Fin., Ins. & Real Estate 38,395 6.90%	Svc., Exclud. Protective & HH 62,426 11.23%
6 Construction 33,100 5.95%	Precis. Produc./Craft/Repair 59,092 10.63%
7 Transportation 32,941 5.92%	Transportation & Moving 25,583 4.60%
8 Pub. Admin. 29,132 5.24%	Technicians & Support 21,690 3.90%
9 Manufac., Durables 28,817 5.18%	Machine Oprs., Fab., Assemb., & Inspec. 20,588 3.70%
10 Wholesale Trade 28,730 5.17%	Handlers, Cleaners, Help., Laborers 18,836 3.39%
Total Metro Employees 556,067	
Top 10 Total Employees 432,679 77.81%	

NOTE:

Largest Local Banks (Assets \$000,000)	
Hibernia Natl Bk	\$14,297
Whitney Natl Bk	\$5,218
Crescent Bank & Trust	\$283
Parish National Bank	\$274
Gulf Coast Bank and Trust Co.	\$254
Metairie Bank & Trust Company	\$231
Liberty Bk & Tr Co	\$177
Omni Bank	\$167
Bk of Louisiana	\$105

Colleges and Universities (# of Students)	
U. of New Orleans	15,629
Delgado CC	11,747
Nicholls State U.	7,128
Tulane U.	6,801
Loyola U. New Orleans	4,904
Southern U. at New Orleans	3,829
Xavier U. of Louisiana	3,581
Total Students (FT & PT)	58,432

Military Bases (# of personnel)	
Nav Supt Act New Orleans	2,340
NAS, New Orleans / Joint Reserve	1,301

Unemployment			
Jun 79:	6.50%	Jul 90:	5.80%
Dec 82:	10.00%	Jul 91:	6.80%
Sep 83:	10.80%	Jul 93:	7.20%
Sep 84:	8.70%	Jul 94:	7.50%
Aug 85:	11.20%	Jul 95:	7.00%
Aug 86:	10.50%	Jul 96:	6.80%
Aug 87:	9.00%	Aug 98:	5.50%
Aug 88:	8.80%	Dec 99:	3.30%
Jul 89:	8.80%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Peter Mayer
Fitzgerald

Viable Stations			
KKND-F	WBYU	WLTS-F	WTKL-F
KMEZ-F	WCKW-F (1/2)	WNOE-F	WWL
KUMX-F	WEZB-F	WQUE-F	WYLD-AF
WBOK (1/2)	WLMG-F	WRNO-F	15

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WWL-TV	New Orleans	4	CBS	Belo	
WDSU	New Orleans	6	NBC	Hearst-Argyle	
WVUE	New Orleans	8	FOX	Emmis	
WYES-TV	New Orleans	12	PBS		
WHNO-TV	New Orleans	20	IND	LeSea	
WSTY-LP	New Orleans	23	IND	Great Oaks	
WGNO-TV	New Orleans	26	ABC	Tribune	
WLAE-TV	New Orleans	32		Educ. Bcstg. Found.	
WTNO-LP	New Orleans	36	IND	Great Oaks	
WNOL-TV	New Orleans	38	WB	Qwest (Tribune)	
WPXL	New Orleans	49	PAX	Flinn	Paxson
WUPL	Slidell	54	UPN	Paramount	

Major Daily Newspapers

	AM	PM	Sun	Owner
Times-Picayune	259,317		296,462	Newhouse

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$122,000,000	39%	0.0089
Radio	\$59,500,000	19%	0.0043
Newspaper	\$114,000,000	36%	0.0083
Outdoor	\$13,700,000	4%	0.0010
Cable TV	\$6,400,000	2%	0.0005
Media Total	\$315,600,000		0.0230

NOTE: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Entercom: WWL AM, WSMB AM, WLMG FM, WTKL FM, WEZB FM, WLTS FM	\$26,120,000	43.9
2 Clear Channel Communications: WQUE FM, WYLD FM, WNOE FM, KKND FM, KUMX FM, WYLD AM, WODT AM	\$23,130,000	38.9
3 Centennial Broadcasting Corp.: WRNO FM, KMEZ FM, WBYU AM	\$6,070,000	10.2
4 222 Corp.: WCKW AF	\$2,000,000	3.4
5 NOPG, LLC: WFNO AM	\$800,000	1.3
6 Willis Broadcasting Corp.: WBOK AM	\$420,000	0.7
7 GHB Broadcasting Co.: WTIX AF	\$390,000	0.7

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WWL WSMB	T	\$12,300,000	20.7
2 WQUE FM	B	\$7,000,000	11.8
3 WYLD FM	B/AC	\$5,300,000	8.9
4 WNOE FM	C	\$4,800,000	8.1
5 WLMG FM	SAC	\$3,970,000	6.7
6 WTKL FM	O	\$3,600,000	6.1
7 WRNO FM	CL AOR	\$3,550,000	6.0
8 WEZB FM	AC/CHR	\$3,200,000	5.4
9 WLTS FM	AC	\$3,050,000	5.1
10 KKND FM	AOR/P	\$2,850,000	4.8
11 WCKW FM	CL HITS	\$2,000,000	3.4
12 KMEZ FM	B/AC	\$1,960,000	3.3
13 KUMX FM	CHR	\$1,930,000	3.2
14 WYLD AM	G	\$1,200,000	2.0
15 WFNO AM	SP	\$800,000	1.3
16 WBYU AM	ST	\$560,000	0.9
17 WBOK AM	G	\$420,000	0.7
18 WTIX AF	T	\$390,000	0.7
19 WODT AM	B	\$50,000	0.1

Market's Best

Best Restaurants: Arnauds, Commander's Palace, Brennan's, Ruth's Chris', Broussard's, Grill Room, Mike's, Antoines, Bayona.

Best Hotels: Windsor Court, Fairmont, Maison DuPuy, Maison DeVille, Westin - Canal.

Best Golf Courses: Beau Chene, English Turn, Lakewood.

NOTE:

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1990				
1991	WTIX	From Givens	to Buck	\$800,000
1992	WRNO-F		Sold to Galloway	\$4,312,000
1992	WMXZ-F	From Stoner	to Muniz	\$3,250,000
1993	WYLD A/F	From Interurban	to Clear Channel/Snowden	\$7,500,000
1993	KQLD-F (Pt. Sulphur)	From Beasley	to NewMarket	\$3,350,000
1993	KGTR-F (Pt. Sulphur)	From NewMarket	to Radio Equity	\$4,000,000
1993	WNOE A/F	From NewMarket	to Radio Equity	\$14,000,000
1994	WBYU		Sold to EZ	\$1,100,000
1994	WNOE	From Radio Equity	to Communicom	\$700,000
1995	WRNO-F	From Galloway	to EZ	\$7,500,000
1995	WSHO			\$675,000
1995	WSMB		Sold to River City	\$750,000
1995	KMEZ-F (Belle Chase)		Sold to River City	\$2,000,000
1995	WWL, WLMG-F	From Keymarket	to River City	\$32,000,000
1996	WGSO (990)		Sold by Ed Muniz	\$575,000
1996	WBYU, WEZB-F, WRNO-F	Traded by EZ	to Heritage	KBKS-F in Seattle less cash
1996	WWL, WSMB, WLMG-F, KMEZ-F		Sold by River City	to Sinclair
1996	WNOE-F	From Radio Equity	to Clear Channel	\$25,000,000
1996	KLJZ-F	From Radio Equity	to Clear Channel	\$7,000,000
1996	KHOM-F (Houma)		Sold to Clear Channel	\$6,750,000
1997	WZRH-F		Sold to Guaranty	\$52,000,000
1997	WBYU	From Heritage	to Sinclair Bcst Gp	\$2,500,000
1997	WEZB-F	From Heritage	to Sinclair Bcst Gp	\$12,000,000
1997	WRNO-F	From Heritage	to Sinclair Bcst Gp	\$17,900,000
1997	WLTS-F	From Muniz	to Sinclair Bcst Gp	\$13,000,000
1997	WTKL-F	From Muniz	to Sinclair Bcst Gp	\$16,000,000
1998	KMEZ-F/WRNO-F/WBYU	From Sinclair BG	to Centennial	\$16,000,000
1998	WYLA-F/WYLK-F		Sold to Styles	\$1,700,000
24-May-99	WADU FM	River Road Commun.	Styles Broadcasting	\$1,800,000
26-Jul-99	WEZB FM, WLMG FM, WLTS FM, WTKL FM, WSMB AM, WWL AM	Sinclair Bcst Gp	Entercom	Group purchase: \$821,500,000

WEATHER DATA

Elevation:			4
Annual Precipitation:			58.9 in.
Annual Snowfall:			0.1 in.
Average Windspeed:			8.4
		TOTAL	YEAR
Avg. Max. Temp:	JAN 62.3	JUL 90.4	77.7
Avg. Min. Temp:	46.5	73.3	58.9
Average Temp:	52.9	81.9	68.3

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	83.6	\$48,108,000	11.8
National	16.4	\$8,309,000	14.8

1999 ARB Rank: 1	1999 Revenue: \$708,200,000	Manager's Market Ranking (current): 4.3
1999 MSA Rank: 2	Rev per Share Point: \$8,244,470 85.9	Manager's Market Ranking (future) : 4.2
1999 DMA Rank: 1	Population per Station: 328,402 44	
1999 Rev Rank: 2 of 173	1999 Revenue Change: 16.3	Five-year revenue gain % (94-99): 76.5

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	401.2	436.0	475.0	531.5	592.6	708.2					
Yearly Growth Rate (94-99): 6.3% assigned											
Projected Revenue Estimates:							796.40	814.40	830.60	880.00	961.20
Revenue per Capita:	25.55	27.77	30.25	33.85	37.51	44.54					
Yearly Growth Rate (94-99): 7.0% assigned											
Projected Revenue per Capita:							47.65	50.99	54.55	58.37	62.46
Resulting Revenue Estimate:							762.5	820.87	883.78	945.65	1018.09
Revenue as % of Retail Sales:	0.0035	0.0037	0.0038	0.0042	0.0045	0.0052					
Mean % (94-99) 0.00520% assigned											
Resulting Revenue Estimate:							739.4	756.6	772.7	792.5	826.8
							MEAN REVENUE ESTIMATE:				
							766.1	797.3	829.0	872.7	935.4

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	15.700	15.700	15.700	15.700	15.800	15.900	16.000	16.100	16.200	16.200	16.300
Retail Sales (billions):	115.00	119.30	123.50	127.70	130.80	136.40	142.20	145.50	148.60	152.40	159.00

Below-the-Line Listening Shares:	0.8	Confidence Levels	
Unlisted Station Listening:	13.3	1999 Revenue Estimates:	Normal
Total Lost Listening:	14.1	2000-to-2004 Revenue Estimates:	Normal
Available Share Points:	85.9		
Number of Viable Stations:	25	Comments: Market reports revenue to Miller, Kaplan. Only a few lower rated stations do not cooperate. Managers predict 7 to 9% revenue gain in 2000.	
Average Share Points per Viable Station:	3.4		
Rev. per Available Share Point:	\$8,244,470		
Estimated Rev. for Mean Station:	\$28,031,000		
Average HH Income:	\$44,517	Socio-Economic Breakdowns	
Average Age:	36.7	<i>Ethnic</i>	<i>Income (\$000)</i>
Average Education:	12.5		<i>Age</i>
Average Home Value:	\$292,100		<i>Education</i>
Population Change (1998-2003):	2.4	White: 61.1	<\$20: 26.6
Retail Sales Change (1998-2003):	16.5	Black: 29.3	\$20-\$49.9: 29.9
Cable Penetration:	74	Amer. Indian: 0.4	\$50-\$99.9: 27.1
Number of Class B or C FMs:	17	Asian/Pac. Isl.: 9.2	\$100+: 16.4
		Hispanic: * 25.7	

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Financial	Intl. Business Machines 6	Bestfoods	PricewaterhouseCoopers/1998 3
Tourism	Citigroup 7	Becton, Dickinson and Co.	Andersen Worldwide 4
Communications	Philip Morris 8	Engelhard Corporation	Ernst & Young 7
Advertising	AT&T 10	U.S. Industries, Inc.	KPMG 8
Shipping	Tiaa-Cref 18	Everest Reinsurance Hold	Deloitte Touche Tohmatsu 10
Clothing	Merrill Lynch 19	Great A & P Tea Company	Conti Group Cos. 11
Publishing	Prudential of America 20	Warner-Lambert Company	Pathmark Stores 31
	American Intl. Group 22	C.R. Bard, Inc.	Advance Publications 36
	Chase Manhattan 23	Dun & Bradstreet Corp	McKinsey & Co 48
	(and more)	(and more)	(and more)

INC 500 Companies	Employment Breakdowns	By Occupation:
Alliance Consulting Group 3	By Industry:	
VoCall Communications 17	New York, NY PMSA Total	
Systems Group 18	1 Retail Trade 522,409 13.27%	Admin. Support/Clerical 783,697 19.90%
NovaSoft Info Technology 25	2 Fin., Ins. & Real Estate 468,147 11.89%	Professional 690,596 17.54%
Frontier Systems 45	3 Health Svcs. 420,250 10.67%	Exec., Admin. & Managerial 558,778 14.19%
Destia Communications 88	4 Other Prof. Svcs. 384,452 9.76%	Svc., Exclud. Protective & HH 471,857 11.98%
Knitting Factory 90	5 Educational Svcs. 324,085 8.23%	Sales 418,408 10.63%
Global Consultants 114	6 Manufac., Non-Durables 280,127 7.11%	Precis. Produc./Craft/Repair 303,269 7.70%
In Person Payments 145	7 Bus. & Repair Svcs. 251,060 6.38%	Machine Oprs., Fab., Assemb., & Inspec. 180,681 4.59%
Cyber Dialogue 163	8 Transportation 245,103 6.23%	Transportation & Moving 140,106 3.56%
Sanvision Technology 168	9 Pub. Admin. 184,377 4.68%	Technicians & Support 123,580 3.14%
SYS-CON Publications 194	10 Manufac., Durables 177,936 4.52%	Handlers, Cleaners, Help., Laborers 115,913 2.94%
ASK Data Comm. 213		
ASAP Messenger 223		
Wall Street Services 228		
(and more)		
	Total Metro Employees 3,937,313	
	Total 10 Total Employees 3,257,946 82.75%	

NOTE:

Largest Local Banks (Assets \$000,000)

Citibank NA	\$304,316
Chase Manhattan Bk	\$291,476
Morgan Guaranty Tr Co of NY	\$184,314
Bankers Tr Co	\$98,919
Bk of New York	\$61,689
Republic Natl Bk	\$46,697
Summit Bk	\$29,639
Fleet Bank, Nat'l Association	\$27,063
Dime Savings Bk of NY, FSB	\$21,507

Colleges and Universities (# of Students)

New York U.	36,323
City U. of New York: Hunter Coll.	18,496
St. John's U.	16,305
City U. of New York: Queens Coll.	15,665
City U. of NY: Borough of Manhattan	15,497
City U. of New York: Baruch Coll.	14,688
City U. of New York: Brooklyn Coll.	14,546
(and more)	
Total Students (FT & PT)	410,218

Military Bases (# of personnel)

West Point Mil Reservation	5,859
Fort Hamilton	447
Garden City (1st District)	108

Unemployment

Jun 79:	10.00%	Jul 90:	7.20%
Dec 82:	9.10%	Jul 91:	8.80%
Sep 83:	10.60%	Jul 92:	11.20%
Sep 84:	9.20%	Jul 93:	9.50%
Aug 85:	7.10%	Jul 94:	8.30%
Aug 86:	6.30%	Jul 95:	7.30%
Aug 87:	5.10%	Jul 96:	9.10%
Aug 88:	4.60%	Aug 98:	6.70%
Jul 89:	5.00%	Dec 99:	5.20%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Bozell DDB Needham
 BBDO Popofsky
 Corinthian
 Ogilvy & Mather
 (and many more...)

Viable Stations

WABC	WCBS-F	WLTW-F	WQHT-F
WADO	WFAN	WNEW-F	WQXR-F
WAXQ-F	WHTZ-F	WOR	WRKS-F
WBBR	WINS	WPAT-F	WSKQ-F
WBLS-F	WKTU-F	WPLJ-F	WTJM-F
WCAA-F	WLIB	WQCD-F	WXRK-F
WCBS			

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WCBS-TV	New York	2	CBS	CBS	
WNBC-TV	New York	4	NBC	NBC	
WNYW	New York	5	FOX	Fox	
WABC-TV	New York	7	ABC	ABC	
WWOR-TV	Secaucus	9	UPN	BHC/Chris-Craft	
WPIX-TV	New York	11	WB	Tribune	
WNET	New York	13	PBS		
WNYE-TV	New York	25	PBS	NYC Schools	
WPXN	New York	31	PAX	Paxson	
WXTV	Paterson, NJ	41	UNI	Univision	
WNJU	Newark	47	TEL	Telemundo	
WHSE	Newark, NJ	68	IND	USA	

Major Daily Newspapers

	AM	PM	Sun	Owner
Times	1,066,658		1,627,099	New York Times Co.
Daily News	723,143		810,295	Mort Zuckman & Fred Drasner
Post	437,467		382,382	News Corp.
El Diario La Prensa (Spanish)	51,552		15,232	Latin Communications

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$1,690,000,000	41%	0.0124
Radio	\$708,200,000	17%	0.0052
Newspaper	\$1,462,000,000	36%	0.0107
Outdoor	\$158,000,000	4%	0.0012
Cable TV	\$80,000,000	2%	0.0006
Media Total	\$4,098,200,000		0.0301

NOTE: Use Newspaper and Outdoor estimates with caution.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WFAN AM	SPRTS	\$67,500,000	9.5
2 WXRK FM	T/NR	\$54,400,000	7.7
3 WLTW FM	SAC	\$51,000,000	7.2
4 WINS AM	N	\$44,900,000	6.3
5 WCBS FM	O	\$42,900,000	6.1
6 WSKQ FM	SP	\$39,500,000	5.6
7 WKTU FM	CHR/U	\$39,000,000	5.5
8 WCBS AM	N	\$37,800,000	5.3
9 WQHT FM	U/CHR	\$36,100,000	5.1
10 WHTZ FM	CHR	\$33,000,000	4.7
11 WPLJ FM	AC/CHR	\$32,600,000	4.6
12 WRKS FM	B/AC	\$28,200,000	4.0
13 WQCD FM	J	\$23,800,000	3.4
14 WOR AM	T	\$23,500,000	3.3
15 WABC AM	T	\$21,300,000	3.0
16 WBLS FM	B/AC	\$18,900,000	2.7
17 WAXQ FM	CL AOR	\$15,900,000	2.2
18 WPAT FM	SP	\$14,300,000	2.0
19 WTJM FM	B/O	\$13,900,000	2.0
20 WQXR FM	CL	\$13,400,000	1.9
21 WNEW FM	T	\$12,800,000	1.8
22 WBBR AM	BUS/N	\$11,800,000	1.7
23 WCAA FM	SP	\$9,000,000	1.3
24 WADO AM	SP	\$6,900,000	1.0
25 WLIB AM	B/T	\$4,500,000	0.6

Market's Best

Best Restaurants: Palm, Le Cirque, Lutuce, Indochine, Bouley, Keen's Chophouse (107 single malts), (and many more).

Best Hotels: Four Seasons, St. Regis, Pierre, Mayflower Regency Plaza, Athenee, St. Moritz, Waldorf-Astoria, (and many more).

Best Golf Courses: Winged Foot, Shinnecock Hills, Baltusrol, Quaker Ridge, Plainfield, Maidstone, Garden City CC, National Golf Links.

Highest Billing Radio Entities (includes duopolies and combos)	Combined Revenue	Revenue Share
1 CBS/Infinity: WFAN AM, WXRK FM, WINS AM, WCBS FM, WCBS AM, WNEW FM	\$260,300,000	36.8
2 Clear Channel Communications: WLTW FM, WKTU FM, WHTZ FM, WAXQ FM, WTJM FM	\$152,800,000	21.6
3 Emmis Broadcasting: WQHT FM, WRKS FM, WQCD FM	\$88,100,000	12.4
4 Spanish Broadcasting System: WSKQ FM, WPAT FM	\$53,800,000	7.6
5 ABC Inc.: WPLJ FM, WABC AM	\$53,900,000	7.6
6 Inner City Broadcasting Corp: WBLS FM, WLIB AM	\$23,400,000	3.3
7 Buckley Broadcasting: WOR AM	\$23,500,000	3.3
8 Hispanic Broadcasting Corp.: WCAA FM, WADO AM	\$15,900,000	2.2
9 The New York Times Co.: WOXR FM, WQEW AM	\$13,400,000	1.9
10 Bloomberg Communications, Inc.: WBBR AM	\$11,800,000	1.7

WEATHER DATA		
Elevation:		132
Annual Precipitation:		43.6 in.
Annual Snowfall:		29.1 in.
Average Windspeed:		9.4 (NW)
		TOTAL
	JAN	JUL
Avg. Max. Temp:	38.5	85.2
Avg. Min. Temp:	25.9	68.0
Average Temp:	32.2	76.6
		YEAR
		62.3
		46.7
		54.5

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1994				
1994	WWDJ	From Communicom	to Salem	NA
1994	WPAT A/F	From Park	to Tomlin/Knapp	\$52,000,000
1994	WKDM	From United	to Way	\$6,900,000
1994	WRKS-F	From Summit	to Emmis	\$68,000,000
1995	WYNY-F	From Bcst Prtns	to Evergreen	\$63,000,000
1995	WHTZ-F	From Shamrock	to Chancellor	\$75,000,000
1995	WABC, WPLJ-F	From Cap Cities/ABC	to Disney	\$130,000,000
1995	WCBS A/F	From CBS	to Westinghouse	\$180,000,000
1995	WPAT	From Tomlin-Knapp (Park)	to Hefel	\$19,500,000
1995	WPAT-F	From Tomlin-Knapp (Park)	to SBS	\$83,500,000
1996	WAXQ-F	From GAF to Entercom	to Viacom	\$90,000,000
1996	WPAT-F	From Tomlin/Park	to SBS	\$83,500,000
1996	WPAT	From Tomlin/Park	to Hefel	\$19,000,000
1996	WZRC	From Infinity	to Westinghouse	\$9,000,000
1996	WFAN	From Infinity	to Westinghouse	\$264,000,000
1996	WXRK-F	From Infinity	to Westinghouse	\$286,000,000
1997	WXLX	From SBS	to One-on-One	\$22,000,000
1997	Evergreen (WKTU-F) merged with Chancellor			
1997	WLTW-F	From Viacom	to Chancellor	\$224,000,000
1997	WAXQ-F	From Viacom	to Chancellor	\$117,000,000
1997	WQCD-F	From Tribune Co.	to Emmis	\$155,000,000
1997	WNSR-F	Traded by Bonneville	to Chancellor	NA
1997	WNWK-F	From Multicultural	to Hefel	\$15,000,000 + WPAT-AM
1998	WNJR, WZRC	From Douglas	to Multicultural	NA
1998	WFAS-AF/WZZN-F	From Capstar	to F. Washington	
1998	WJDM/WJDM-EB	From Children's	to Catholic	
1998	WJHR (Flemington, NJ)		Sold to Multicultural	\$1,400,000
1998	WVIP (1310 Mt. Kisco)		Sold to WGCH owner	\$675,000
1998	WRKL (910; New City)	From Big City		\$1,625,000
1998	WJDM/WBAH	From Children's	to Unica	
30-Apr-99	WFAS AM, WFAS FM, WZZN FM	Washington, Frank	Aurora	\$20,250,000
9-Jun-99	WWTR AM		New Jersey Broadcasters	

1999 ARB Rank: 36	1999 Revenue: \$52,500,000	Manager's Market Ranking (current): 2.4
1999 MSA Rank: 36	Rev per Share Point: \$606,936 86.5	Manager's Market Ranking (future) : 3
1999 DMA Rank:39 (w/Portsmouth-Newport News)	Population per Station: 46,415 26	
1999 Rev Rank: 42 of 173	1999 Revenue Change: 13.7	Five-year revenue gain % (94-99): 29.3

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	40.6	42.0	42.5	42.7	45.3	52.5					
Yearly Growth Rate (94-99): 5.1% assigned											
Projected Revenue Estimates:							57.00	59.10	60.90	64.00	67.30
Revenue per Capita:	26.36	27.10	27.14	27.37	28.85	33.87					
Yearly Growth Rate (94-99): 4.5% assigned											
Projected Revenue per Capita:							35.39	36.98	38.65	40.39	42.20
Resulting Revenue Estimate:							54.8	57.69	60.29	63.41	66.88
Revenue as % of Retail Sales:	0.0030	0.0030	0.0030	0.0031	0.0031	0.0034					
Mean % (94-99) 0.00340%											
Resulting Revenue Estimate:							56.1	57.8	59.5	61.2	66.0
							MEAN REVENUE ESTIMATE:				
							56.0	58.2	60.2	62.9	66.6

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	1.540	1.550	1.550	1.560	1.540	1.550	1.550	1.560	1.560	1.570	1.580
Retail Sales (billions):	12.50	12.80	13.20	13.90	14.60	15.60	16.50	17.00	17.50	18.00	19.40

Below-the-Line Listening Shares:	0
Unlisted Station Listening:	13.5
Total Lost Listening:	13.5
Available Share Points:	86.5
Number of Viable Stations:	17.5
Average Share Points per Viable Station:	4.9
Rev. per Available Share Point:	\$606,936
Estimated Rev. for Mean Station:	\$2,974,000
Average HH Income:	\$39,523
Average Age:	33.1
Average Education:	12.4
Average Home Value:	\$110,200
Population Change (1998-2003):	2
Retail Sales Change (1998-2003):	24
Cable Penetration:	76
Number of Class B or C FMs:	14

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. All viable stations cooperate. Managers predict 9 to 11% revenue growth in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 65.7	<\$20: 21.5	12-to-24 24.1	Non High School Grad: 20.6
Black: 30.5	\$20-\$49.9: 41.4	25-to-54 55.5	High School Grad: 29.2
Amer. Indian: 0.4	\$50-\$99.9: 30.1	55-plus 20.4	College 1-3 years: 29.6
Asian/Pac. Isl.: 3.5	\$100+: 7.0		College 4+ years: 20.6
Hispanic: * 3.2			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Ship Building	Norfolk Southern 351	Norfolk Southern Corp.	Royster-Clark 204
Research	Smithfield Foods 395	Lafarge Corporation	Landmark Communications 368
Fishing		Nextel Communications	
Military		SLM Holding Corporation	
Food Processing			

INC 500 Companies

Computer & Hi-tech Mgt	12
Tape Resources	479

Employment Breakdowns

By Industry:

Norfolk-Virginia Beach-Newport News, VA-NC MS Total

1 Retail Trade	123,589	18.16%
2 Manufac., Durables	71,019	10.44%
3 Pub. Admin.	62,941	9.25%
4 Educational Svcs.	58,678	8.62%
5 Construction	55,472	8.15%
6 Health Svcs.	54,918	8.07%
7 Other Prof. Svcs.	45,442	6.68%
8 Fin., Ins. & Real Estate	40,962	6.02%
9 Bus. & Repair Svcs.	30,551	4.49%
10 Transportation	28,568	4.20%

Total Metro Employees	680,515
Top 10 Total Employees	572,140 84.07%

By Occupation:

Admin. Support/Clerical	105,267	15.47%
Professional	101,223	14.87%
Precis. Produc./Craft/Repair	92,455	13.59%
Exec., Admin. & Managerial	86,150	12.66%
Sales	83,790	12.31%
Svc., Exclud. Protective & HH	76,584	11.25%
Technicians & Support	29,368	4.32%
Machine Oprs., Fab., Assemb., & Inspec.	28,227	4.15%
Transportation & Moving	26,264	3.86%
Handlers, Cleaners, Help., Laborers	24,720	3.63%

NOTE:

Largest Local Banks (Assets \$000,000)

Br Bnkg & Tr Co of Virginia	\$3,481
First Virginia Bank-Hampton Rds	\$534
Old Point Natl Bk of Phoebus	\$411
Resource Bank	\$258
Bank of Tidewater	\$225
Peninsula Trust Bank Inc.	\$205
Bank of Hampton Roads	\$183
Bank of the Commonwealth	\$132
Bank of Suffolk	\$116

Colleges and Universities (# of Students)

Old Dominion U.	17,698
Tidewater CC	14,724
C of William and Mary	7,490
Norfolk State U.	6,915
Thomas Nelson CC	5,365
Hampton U.	4,810
Christopher Newport U. (and more)	4,537
Total Students (FT & PT)	68,963

Military Bases (# of personnel)

Naval Station, Norfolk	51,045
Nav Amphib Bs Little Creek	10,218
Langley AFB	8,124
NAS, Norfolk	7,759
Fort Eustis	6,487
NAS, Oceana	6,425
Fctdiant Dam Neck (and more)	3,844
Total # of personnel	103,679

Unemployment

Jun 79:	6.00%	Jul 90:	4.30%
Dec 82:	NA	Jul 91:	6.20%
Sep 83:	9.60%	Jul 92:	7.30%
Sep 84:	4.30%	Jul 93:	6.30%
Aug 85:	5.00%	Jul 94:	5.70%
Aug 86:	4.10%	Jul 95:	4.90%
Aug 87:	4.50%	Jul 96:	5.00%
Aug 88:	4.30%	Aug 98:	3.80%
Jul 89:	3.60%	Dec 99:	3.00%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Baker, Campbell
Davis, Phillips
Ad Ventures
Hambright

Viable Stations

WAFX-F	WJCD-F	WOWI-F	WTAR (1/2)
WCMS-AF	WKOC-F	WPCE (1/2)	WVKL-F
WFOG-F	WNIS	WPTE-F	WWDE-F
WGH (1/2)	WNOR-AF	WROX-F	WXEZ-F
WGH -F	WNVZ-F	WSVY-FF	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WTKR-TV	Norfolk	3	CBS	NY Times	
WAVY-TV	Portsmouth	10	NBC	LIN	
WVEC-TV	Hampton	13	ABC	Belo	
WHRO-TV	Hampton	15	PBS		
WGNT	Portsmouth	27	UPN	Paramount	
WTVZ	Norfolk	33	WB	Sinclair	
WVBT	Virginia Beach	43	FOX		LIN
WPXV	Norfolk	49	PAX	Paxson	
WPEN-LP	Hampton	68	IND	Lockwood	

Major Daily Newspapers

	AM	PM	Sun	Owner
Virginian-Pilot	197,773		233,391	Landmark Communications Inc.
Newport News Daily Press	97,245		116,236	Tribune Co.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$99,700,000	37%	0.0064
Radio	\$52,500,000	19%	0.0034
Newspaper	\$97,500,000	36%	0.0063
Outdoor	\$13,900,000	5%	0.0009
Cable TV	\$8,100,000	3%	0.0005
Media Total	\$271,700,000		0.0175

NOTE: Use Newspaper and Outdoor estimates with caution.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WOWI FM	B	\$7,800,000	14.9
2 WWDE FM	AC	\$5,850,000	11.1
3 WGH FM	C	\$4,500,000	8.6
4 WNOR FM	AOR	\$4,400,000	8.4
5 WAFX FM	CL AOR	\$4,000,000	7.6
6 WPTE FM	AC/NR	\$3,750,000	7.1
7 WCMS AF	C	\$3,350,000	6.4
8 WNVZ FM	CHR/U	\$2,625,000	5.0
9 WNIS AM	N/T	\$2,100,000	4.0
10 WJCD FM	J	\$2,050,000	3.9
11 WKOC FM	AOR/P	\$2,000,000	3.8
12 WVKL FM	O	\$1,775,000	3.4
13 WROX FM	AOR/NR	\$1,700,000	3.2
14 WXEZ FM	EZ	\$1,675,000	3.2
15 WSVY FF	B/O	\$1,400,000	2.7
16 WWSO FM	B/O	\$1,050,000	2.0
17 WTAR AM	T/SPRTS	\$800,000	1.5
18 WGH AM	SPRTS	\$450,000	0.9
19 WPCE AM	G	\$400,000	0.8
20 WGPL AM	G	\$360,000	0.7

Market's Best

Best Restaurants: Ship's Cabin, Lucky Star, Coastal Grill, Le Chambord.

Best Hotels: Omni - downtown, Marriott - downtown, Radisson.

Best Golf Courses: Williamsburg Inn, Kingsmill (Williamsburg), Hell's Point, Ford's Colony, Golden Horseshoe (Williamsburg).

NOTE:

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	81.6	\$41,955,000	18.7
National	18.4	\$9,470,000	5.0

Highest Billing Radio Entities
(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Entercom: WWDE FM, WPTE FM, WNVZ FM, WVKL FM	\$14,000,000	26.7
2 Clear Channel Communications: WOWI FM, WJCD FM, WSVY FF	\$11,250,000	21.4
3 Barnstable Broadcasting, Inc.: WGH FM, WCMS AF, WWSO FM, WGH AM	\$9,350,000	17.8
4 Saga Communications, Inc.: WNOR FM, WAFX FM, WJOI AM	\$8,400,000	16
5 Sinclair Communications: WNIS AM, WKOC FM, WROX FM, WTAR AM	\$6,600,000	12.6
6 Eure Communications, Inc.: WXEZ FM	\$1,675,000	3.2
7 Willis Broadcasting Corp.: WPCE AM, WGPL AM	\$760,000	1.4

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1992				
1992	WWDE-F	Sold by Edens		\$5,400,000
1992	WKOC-F (Eliz. City)		Sold to Benchmark	\$2,700,000
1992	WTAR, WLTJ-F	From Landmark	to Benchmark	NA
1993	WPMH		Sold to Epperson	\$140,000
1993	WNVZ-F	From Wilks-Schwartz	to Max Radio	\$3,600,000
1993	WMYA-F	From Willis	to Sinclair	\$1,500,000
1993	WAFX-F	From Four Seasons	to Saga	\$4,000,000
1993	WJOI A/F	From Coleman	to Sunshine Wireless	\$3,500,000
1994	WZAM(1110)			\$217,000
1994	WMXN-F	From ML	to Ragan Henry	\$3,500,000
1996	WJCD-F	From Ragan Henry	to Clear Channel	\$8,000,000
1996	WOWI-F	From Ragan Henry	to Clear Channel	\$23,000,000
1996	WSVY	From Ragan Henry	to Clear Channel	\$1,000,000
1996	WTAR, WKOC-F	From Benchmark	to Sinclair	\$8,100,000
1996	WLTJ-F	From Benchmark	to Susquehanna	\$8,500,000
1996	WMYK-F	From Willis	to Clear Channel	\$3,350,000
1996	WSVY-F		Sold to Clear Channel	\$3,000,000
1996	WFOG-AF,WPTE-F	From Sunshine Wireless	to Max	\$15,000,000
1997	WGH-AF,WWCL-F	Traded by Susquehanna	to Heritage	WVAE-F (Cinci.) + \$5.0 mil.
1997	WFOG	Sold by Max		\$125,000
1997	WGH	From Heritage	to Sinclair Bcst Gp	\$1,600,000
1997	WGH-F	From Heritage	to Sinclair Bcst Gp	\$16,300,000
1997	WWCL-F	From Heritage	to Sinclair Bcst Gp	\$9,600,000
1997	WCKO(1110)		Sold to Metropolitan	\$263,000
1997	WFOG-F	From Max	to Sinclair Bcst Gp	\$12,000,000
1997	WNVZ-F	From Max	to Sinclair Bcst Gp	\$9,900,000
1997	WPTE-F	From Max	to Sinclair Bcst Gp	\$10,900,000
1997	WWDE-F	From Max	to Sinclair Bcst Gp	\$21,900,000
1998	WGH AM, WGH FM, WFOG-F	From Sinclair BG	to Petracom	\$23,000,000
1998	WTJZ		Sold to Epperson	\$380,000
18-Jan-99	WVNS AM		Alliance	?
9-Mar-99	WFOG FM, WGH AM, WGH FM	Sinclair Bcst Gp	Petracom	Cancelled
7-Apr-99	WFOG FM, WGH AF	Sinclair Bcst Gp	Barnstable	\$23,700,000
26-Jul-99	WNVZ FM, WPTE FM, WVKL FM, WWDE FM	Sinclair Bcst Gp	Entercom	Group purchase: \$821,500,000
20-Oct-99	WCMS AM, WCMS FM	WCMS Radio	Barnstable	\$15,500,000
16-Mar-00	WCPK AM	Truth Broadcasting	WillisSwap: WCPK + \$450,000 for WPOL Greensboro-Winston Salem	

WEATHER DATA

Elevation:		24
Annual Precipitation:		45.2 in.
Annual Snowfall:		7.2 in.
Average Windspeed:		10.6 (SW)
		TOTAL YEAR
Avg. Max. Temp:	JAN 48.8	JUL 86.6
Avg. Min. Temp:	32.2	50.6
Average Temp:	40.5	59.3

1999 ARB Rank: 174	1999 Revenue: \$9,800,000	Manager's Market Ranking (current): 2.9
1999 MSA Rank: 178	Rev per Share Point: \$113,164 86.6	Manager's Market Ranking (future) : 3
1999 DMA Rank: 147	Population per Station: 12,131 16	
1999 Rev Rank: 153 of 173	1999 Revenue Change: 2	Five-year revenue gain % (94-99): 50.8

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	6.5	7.3	8.1	8.7	9.6	9.8						
Yearly Growth Rate (94-99): 5.8% assigned												
Projected Revenue Estimates:							10.70	11.40	11.60	12.20	13.00	
Revenue per Capita:	27.19	30.41	33.61	35.95	39.02	39.20						
Yearly Growth Rate (94-99): 4.9% assigned												
Projected Revenue per Capita:							41.12	43.13	45.25	47.47	49.79	
Resulting Revenue Estimate:							10.4	11.09	11.81	12.53	13.29	
Revenue as % of Retail Sales:	0.0033	0.0033	0.0037	0.0038	0.0040	0.0038						
Mean % (94-99) 0.00390%												
Resulting Revenue Estimate:							10.5	10.9	10.9	11.3	12.1	
							MEAN REVENUE ESTIMATE:					10.5 11.1 11.4 12.0 12.8

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.234	0.240	0.241	0.242	0.246	0.250	0.254	0.257	0.261	0.264	0.267
Retail Sales (billions):	1.90	2.20	2.20	2.30	2.40	2.60	2.70	2.80	2.80	2.90	3.10

Below-the-Line Listening Shares:

Unlisted Station Listening:	13.4
Total Lost Listening:	13.4
Available Share Points:	86.6
Number of Viable Stations:	11
Average Share Points per Viable Station:	7.9
Rev. per Available Share Point:	\$113,164
Estimated Rev. for Mean Station:	\$894,000
Average HH Income:	\$36,074
Average Age:	32.9
Average Education:	12
Average Home Value:	\$69,400
Population Change (1998-2003):	7.2
Retail Sales Change (1998-2003):	20.3
Cable Penetration:	73
Number of Class B or C FMs:	13

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Managers expect 6 to 8% revenue growth in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 91.6	<\$20: 28.6	12-to-24 21.9	Non High School Grad: 28.3
Black: 6.7	\$20-\$49.9: 37.7	25-to-54 55.1	High School Grad: 25.4
Amer. Indian: 0.6	\$50-\$99.9: 24.6	55-plus 23.0	College 1-3 years: 27.6
Asian/Pac. Isl.: 1.1	\$100+: 9.1		College 4+ years: 18.8
Hispanic: * 32.4			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
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INC 500 Companies

Employment Breakdowns

By Industry:

Odessa-Midland, TX MSA Total

1 Retail Trade	19,289	17.54%
2 Mining	15,735	14.31%
3 Educational Svcs.	9,375	8.52%
4 Construction	7,245	6.59%
5 Other Prof. Svcs.	6,818	6.20%
6 Health Svcs.	6,745	6.13%
7 Fin., Ins. & Real Estate	6,596	6.00%
8 Wholesale Trade	6,315	5.74%
9 Bus. & Repair Svcs.	5,943	5.40%
10 Manufac.. Durables	5,805	5.28%
Total Metro Employees	109,994	
Top 10 Total Employees	89,866	81.70%

By Occupation:

Admin. Support/Clerical	17,743	16.13%
Precis. Produc./Craft/Repair	15,936	14.49%
Professional	15,350	13.96%
Sales	14,923	13.57%
Exec., Admin. & Managerial	13,198	12.00%
Svc., Exclud. Protective & HH	11,973	10.89%
Transportation & Moving	5,332	4.85%
Handlers, Cleaners, Help., Laborers	4,397	4.00%
Machine Oprs., Fab., Assemb., & Inspec.	4,103	3.73%
Technicians & Support	3,490	3.17%

NOTE:

Largest Local Banks (Assets \$000,000)

Western Natl Bk	\$207
Community National Bank	\$85
First State Bk of Monahans	\$66
First Natl Bk of Monahans	\$46
The First National Bank of Stanton	\$44
Bank of the West	\$24
SouthWest Bank	\$23
First National Bank of Midland	\$14

Colleges and Universities (# of Students)

Midland Coll.	4,580
Odessa Coll.	4,188
U. of Texas of the Permian Basin	2,213
Total Students (FT & PT)	10,981

Military Bases (# of personnel)

Unemployment

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations

KBAT-F	KGEE-F	KNFM-F	KQLM-F
KCHX-F	KKJW-F	KODM-F	KTXC-F (1/2)
KCRS-F	KMCM-F	KQRX-F	KCRS-F (1/2)
KFZX-F	KMRK-F		KMND

Highest Billing Radio Entities (includes duopolies and combos)

Combined Revenue Revenue Share

1 Cumulus Media: KGEE-F, KNFM-F, KODM-F, KBAT-F, KMND	\$4,660,000	47.6
2 Clear Channel Communications: KCHX-F, KMRK-F, KFZX FM	\$1,770,000	18.1
3 ICA Media 1, Inc.: KMCM FM	\$440,000	4.5
4 Ruben Velasquez: KQLM-F	\$400,000	4.1
5 NIA Broadcasting: KKJW FM	\$320,000	3.3
6 Cardwell Broadcasting Corp.: KQRX-F, KCDQ FM, KIOL FM	\$270,000	2.8
7 Parker-Humes Broadcasting Co.: KCRS-F (1/2)	\$240,000	2.4
8 Graham Brothers Entertainment: KTXC FM	\$220,000	2.2

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KMID-TV	Midland	2	ABC	GOCOM	
KOSA-TV	Odessa	7	CBS	Benedek	
KWES-TV	Monahans	9	NBC	Drewry	
KPEJ	Odessa	24	FOX	Galloway	
KOCV-TV	Odessa	36	PBS		
K60EE	Odessa	60	TEL	Telemundo	

Major Daily Newspapers

	AM	PM	Sun	Owner
Odessa American	26,016		30,650	Freedom Communications Inc.
Midland Reporter-Telegram	20,979		26,262	Hearst Newspapers

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KGEE-F	C	\$1,600,000	16.3
2 KNFM-F	C	\$1,250,000	12.8
3 KODM-F	AC	\$1,000,000	10.2
4 KCHX-F	CHR	\$710,000	7.2
5 KMRK-F	SP	\$630,000	6.4
6 KBAT-F	CHR/U	\$550,000	5.6
7 KMCM FM	O	\$440,000	4.5
8 KFZX FM	AOR	\$430,000	4.4
9 KQLM-F	SP	\$400,000	4.1
10 KKJW FM	C/O	\$320,000	3.3
11 KQRX-F	AOR/NR	\$270,000	2.8
12 KMND	FS/T	\$260,000	2.7
13 KCRS-F (1/2)	AC	\$240,000	2.4
14 KTXC FM	C	\$220,000	2.2

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$22,000,000	NM	0.0085
Radio	\$9,800,000	NM	0.0038
Newspaper	N/A	NM	N/A
Outdoor	N/A	NM	N/A
Cable TV	N/A	NM	N/A

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1994	KMND, KNFM-F			\$1,600,000
1996	KCHX-F	From Sonance	to Champion	\$450,000
1996	KCRS-AF	Sold by Mayes		\$1,000,000
1996	KCDQ-F		Sold to Champion	\$1,600,000
1996	KMRK-F		Sold to Champion	\$575,000
1997	KBAT-F		Sold to New Frontier (Tommy Vascocu)	\$1,025,000
1997	KQIP-F		Sold to New Frontier (Tommy Vascocu)	\$475,000
1998	KMND, KBAT-F, KGEE-F, KNFM-F, KODM-F	New Frontier	Cumulus	\$13,500,000
1998	KIOL-F		Sold to Equicom	\$300,000
1998	KIOL-F	From Noalmark	to GBE of Abilene	250,000 + KYRK-F Hobbs
1998	KCHX-F/KMRK-F/KCDQ-F	From Champion	to Capstar	
1-Apr-99	KRILAM	Clyde Butler	Cumulus	\$110,000
19-Jul-99	KKJW FM	John Wiggins	NIA Broadcasting	\$700,000
6-Mar-00	KJBC AM	Donald Kennedy	Queen of Peace Radio	\$175,000

Market's Best

NO WEATHER DATA AVAILABLE

NOTE:

1999 ARB Rank: 54	1999 Revenue: \$43,600,000	Manager's Market Ranking (current): 3
1999 MSA Rank: 58	Rev per Share Point: \$513,545 84.9	Manager's Market Ranking (future) : 3.2
1999 DMA Rank: 47	Population per Station: 41,019 21	
1999 Rev Rank: 52 of 173	1999 Revenue Change: 4.1	Five-year revenue gain % (94-99): 44.4

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	30.2	31.2	35.1	37.9	41.8	43.6					
Yearly Growth Rate (94-99): 5.9% assigned											
Projected Revenue Estimates:							47.90	49.90	52.00	54.00	58.10
Revenue per Capita:	29.50	30.59	34.08	36.44	40.19	41.52					
Yearly Growth Rate (94-99): 5.1% assigned											
Projected Revenue per Capita:							43.64	45.87	48.20	50.66	53.25
Resulting Revenue Estimate:							46.3	49.08	52.06	55.22	58.57
Revenue as % of Retail Sales:	0.0033	0.0034	0.0037	0.0038	0.0040	0.0039					
Mean % (94-99) 0.00390%											
Resulting Revenue Estimate:							46.0	47.2	48.4	49.9	53.8
MEAN REVENUE ESTIMATE:							46.7	48.7	50.8	53.0	56.8

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	1.010	1.020	1.030	1.040	1.040	1.050	1.060	1.070	1.080	1.090	1.100
Retail Sales (billions):	9.10	9.30	9.60	9.90	10.30	11.10	11.80	12.10	12.40	12.80	13.80

Below-the-Line Listening Shares:	0.5
Unlisted Station Listening:	14.6
Total Lost Listening:	15.1
Available Share Points:	84.9
Number of Viable Stations:	14.5
Average Share Points per Viable Station:	5.9
Rev. per Available Share Point:	\$513,545
Estimated Rev. for Mean Station:	\$3,030,000
Average HH Income:	\$36,082
Average Age:	34.9
Average Education:	12.3
Average Home Value:	\$74,700
Population Change (1998-2003):	4.2
Retail Sales Change (1998-2003):	23.6
Cable Penetration:	63
Number of Class B or C FMs:	10

Confidence Levels	
1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kapan. KKNG-F does not cooperate nor does KVSP. Managers expect 4 to 6% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 82.3	<\$20: 26.6	12-to-24 22.0	Non High School Grad: 19.9
Black: 10.8	\$20-\$49.9: 39.7	25-to-54 54.2	High School Grad: 27.2
Amer. Indian: 4.6	\$50-\$99.9: 26.5	55-plus 23.8	College 1-3 years: 30.4
Asian/Pac. Isl.: 2.3	\$100+: 7.1		College 4+ years: 22.5
Hispanic: * 5.1			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Ciantas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Oil	Fleming 101	Fleming Companies, Inc.	Express Services 196
Military		Kerr-McGee Corporation	Hobby Lobby Creative Centers 360
Government		OGE Energy Corp.	
Electronics			
Automotive			

INC 500 Companies

Accord Human Res.	146
Advanced Fin'l Solutions	368
Westwinds Whlsl Doors	423

Employment Breakdowns

By Industry:	Oklahoma City, OK MSA Total		By Occupation:		
1 Retail Trade	87,402	17.46%	Admin. Support/Clerical	87,026	17.39%
2 Pub. Admin.	46,922	9.37%	Professional	71,132	14.21%
3 Health Svcs.	43,399	8.67%	Exec., Admin. & Managerial	64,909	12.97%
4 Educational Svcs.	42,824	8.56%	Sales	64,005	12.79%
5 Manufac., Durables	41,363	8.26%	Svc., Exclud. Protective & HH	56,754	11.34%
6 Fin., Ins. & Real Estate	35,590	7.11%	Precis. Produc./Craft/Repair	53,992	10.79%
7 Other Prof. Svcs.	35,183	7.03%	Machine Oprs., Fab., Assemb., & Inspec.	27,723	5.54%
8 Bus. & Repair Svcs.	26,751	5.34%	Technicians & Support	20,985	4.19%
9 Construction	24,724	4.94%	Transportation & Moving	19,415	3.88%
10 Wholesale Trade	23,752	4.75%	Handlers, Cleaners, Help., Laborers	16,664	3.33%
Total Metro Employees	500,542				
Top 10 Total Employees	407,910	81.49%			

NOTE:

Largest Local Banks (Assets \$000,000)

Bk One Oklahoma NA	\$3,170
BancFirst	\$2,261
Local Oklahoma Bank, NA	\$2,086
First Fidelity Bk NA	\$499
Guaranty Bk & Tr Co	\$385
Union Bank and Trust Company	\$324
Secur Natl Bk & Tr Co of Norman	\$262
First National Bank	\$252
Quail Creek Bank, N.A.	\$184

Colleges and Universities (# of Students)

U. of Oklahoma	23,862
Oklahoma State U.	20,365
U. of Central Oklahoma	14,183
Oklahoma City CC	8,962
Oklahoma City U.	4,407
Oklahoma State U.: Oklahoma City	3,877
Redlands CC	2,062
Total Students (FT & PT)	87,241

Military Bases (# of personnel)

Tinker AFB	7,363
Will Rogers World APT AGS	17

Unemployment

Jun 79:	3.20%	Jul 90:	4.40%
Dec 82:	4.90%	Jul 91:	5.30%
Sep 83:	6.10%	Jul 92:	4.90%
Sep 84:	6.10%	Jul 93:	5.40%
Aug 85:	5.30%	Jul 94:	4.30%
Aug 86:	9.30%	Jul 95:	3.70%
Aug 87:	6.00%	Jul 96:	3.30%
Aug 88:	5.40%	Aug 98:	3.30%
Jul 89:	4.60%	Dec 99:	2.30%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Ackerman/McQueen
JL Media
Jordan & Assoc.

Viable Stations

KATT-F	KKNG-F	KRXO-F	KVSP
KCYI-F	KMGL-F	KTOK	KXXY-F
KEBC (1/2)	KOMA-AF	KTST-F	KYIS-F
KJYO-F	KQSR-F	KTUZ-F (1/2)	WWLS (1/2)

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KFOR-TV	Oklahoma City	4	NBC	NY Times	
KOCO-TV	Oklahoma City	5	ABC	Hearst-Argyle	
KWTV	Oklahoma City	9	CBS	Griffin	
KETA	Oklahoma City	13	PBS		
KOKH-TV	Oklahoma City	25	FOX	Sullivan	Sinclair
KOCB	Oklahoma City	34	WB	Sinclair	
KPSG	Oklahoma City	43	UPN	Paramount	
KSBI	Oklahoma City	52	IND		
KOPX	Oklahoma City	62	PAX	Paxson	

Major Daily Newspapers

	AM	PM	Sun	Owner
Daily Oklahoman;				
Sunday Oklahoman	204,963		293,964	Gaylord

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$106,000,000	41%	0.0095
Radio	\$43,600,000	17%	0.0039
Newspaper	\$95,000,000	37%	0.0086
Outdoor	\$9,500,000	4%	0.0009
Cable TV	\$4,900,000	2%	0.0004
Media Total	\$259,000,000		0.0233

NOTE: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities (Includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel Communications: KXXY FM, KJYO FM, KTOK AM, KTST FM, KQSR FM, KEBC AM	\$18,775,000	43.1
2 Renda Broadcasting Corp.: KMGL FM, KRXO FM, KOMA FM	\$11,950,000	27.4
3 Citadel Communications Corp.: KATT FM, KYIS FM, KCYI FM, WWLS AF, KKWD FM	\$10,890,000	25.0
4 Tyler Broadcasting Corp.: KKNG AF	\$1,400,000	3.2
5 Perry Broadcasting Company: KVSP AM	\$400,000	0.9
6 OPUBCO, Inc.: WKY AM	\$190,000	0.4

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KATT FM	AOR	\$5,500,000	12.6
2 KXXY FM	C	\$5,400,000	12.4
3 KJYO FM	CHR	\$4,800,000	11.0
4 KMGL FM	AC	\$4,000,000	9.2
5 KRXO FM	CL AOR	\$4,000,000	9.2
6 KOMA FM	O	\$3,950,000	9.1
7 KTOK AM	N/T	\$3,650,000	8.4
8 KTST FM	C	\$2,800,000	6.4
9 KYIS FM	AC/NR	\$2,600,000	6.0
10 KCYI FM	J	\$2,140,000	4.9
11 KQSR FM	SAC	\$1,925,000	4.4
12 KKNG FM	C/O	\$1,400,000	3.2
13 WWLS AM	SPRST	\$650,000	1.5
14 KVSP AM	B	\$400,000	0.9
15 KEBC AM	SP	\$200,000	0.5
16 WKY AM	T	\$190,000	0.4

Market's Best

Best Restaurants: Greystone, Coach House.

Best Hotels: Waterford, Marriott.

Best Golf Courses: Oak Trees (Edmond), Twin Hills.

NOTE:

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1990				
1991	KZBS-F (cancelled)			\$3,100,000
1993	KPRW	Sold by Surrey		\$375,000
1993	KEBC-F	From Independence	to Clear Channel	\$7,500,000
1993	KOQL-F	From Entercom	to NewMarket	NA
1993	KOQL-F	From NewMarket	to Radio Equity	\$6,000,000
1993	KXXY A/F	From NewMarket	to Radio Equity	\$18,600,000
1994	KATT-F, KYIS-F	Merger into duopoly		\$10,000,000
1994	KNTL-F (Bethany)	From Pat Robertson	to Bolt	\$600,000
1995	KOMA-F	From Wilks-Schwartz	to Diamond	\$2,500,000
1996	KXXY-AF	From Radio Equity	to Clear Channel	\$32,000,000
1996	KTST-F	From Radio Equity	to Clear Channel	\$7,000,000
1996	KTNT-F		to Caribou	\$2,400,000
1997	KNTL-F	From Bolt	to Caribou	\$5,250,000
1998	KOMA-AF/KRXO-F	From Diamond	to Renda	\$53,375,000
1998	WWLS		Sold to Caribou	\$3,800,000
29-Apr-99	KBYE AM	SCI Corp.	Tyler Broadcasting	480000
10-May-99	KOKC AM	OKC, Ltd.	Fox Broadcasting	\$120,000
23-Aug-99	KATT FM, KCYI FM, KNTL FM, KYIS FM, WWLS AM	Caribou Broadcasting	Citadel	\$60,000,000

WEATHER DATA

Elevation:	1285
Annual Precipitation:	31.7 in.
Annual Snowfall:	9.2 in.
Average Windspeed:	12.9

	JAN	JUL	TOTAL YEAR
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

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	86.7	\$36,757,000	2.2
National	13.3	\$5,541,000	11.5

NOTE: Trade equals 4.2% of local. In 1998 it was 4.4%.

1999 ARB Rank: 73	1999 Revenue: \$36,500,000	Manager's Market Ranking (current): 3
1999 MSA Rank: 78	Rev per Share Point: \$423,434 86.2	Manager's Market Ranking (future) : 3.2
1999 DMA Rank: 75	Population per Station: 28,879 19	
1999 Rev Rank: 61 of 173	1999 Revenue Change: 3.6	Five-year revenue gain % (94-99): 35.7

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	26.9	28.7	30.8	32.0	35.2	36.5					
Yearly Growth Rate (94-99): 6.0%	assigned										
Projected Revenue Estimates:							40.00	41.50	43.00	45.00	48.80
Revenue per Capita:	40.39	42.54	45.00	46.51	50.42	51.77					
Yearly Growth Rate (94-99): 6.4%	assigned										
Projected Revenue per Capita:							55.08	58.61	62.36	66.35	70.59
Resulting Revenue Estimate:							39.2	42.14	45.21	48.57	51.89
Revenue as % of Retail Sales:	0.0040	0.0039	0.0043	0.0042	0.0043	0.0041					
Mean % (94-99) 0.00416%											
Resulting Revenue Estimate:							40.8	43.3	45.8	48.3	50.8
MEAN REVENUE ESTIMATE:							40.0	42.3	44.7	47.3	50.5

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.666	0.672	0.684	0.686	0.698	0.705	0.711	0.719	0.725	0.732	0.735
Retail Sales (billions):	6.80	7.10	7.20	7.60	8.20	9.00	9.80	10.40	11.00	11.60	12.20

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:	14.5
Average Share Points per Viable Station:	5.9
Rev. per Available Share Point:	\$423,434
Estimated Rev. for Mean Station:	\$2,498,000
Average HH Income:	\$45,017
Average Age:	34.6
Average Education:	12.6
Average Home Value:	\$85,800
Population Change (1998-2003):	4.9
Retail Sales Change (1998-2003):	40.8
Cable Penetration:	71
Number of Class B or C FMs:	10

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan and all viables but KOTD A/F participate. Managers predict 5 to 6% revenue gain in 2000.

Socio-Economic Breakdowns

<i>Ethnic</i>	<i>Income (\$000)</i>	<i>Age</i>	<i>Education</i>
White: 89.0	<\$20: 19.1	12-to-24 21.5	Non High School Grad: 15.1
Black: 8.7	\$20-\$49.9: 36.0	25-to-54 55.2	High School Grad: 31.7
Amer. Indian: 0.6	\$50-\$99.9: 33.9	55-plus 23.3	College 1-3 years: 30.0
Asian/Pac.Isl.: 1.8	\$100+: 11.1		College 4+ years: 23.2
Hispanic: * 5.1			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Meat and Food Processing	Conagra 50	Berkshire Hathaway Inc.	Peter Kiewit Sons' 33
Farm Machinery	Berkshire Hathaway 112	Commercial Federal Corp.	Scouler 86
Agribusiness	Inacom 363	ConAgra, Inc	
Telephone Apparatus	Mutual of Omaha Ins. 399	First National - Nebraska	
		Inacom Corp.	
		Union Pacific Corp.	

INC 500 Companies
Bass & Associates 336

Employment Breakdowns

By Industry:

Omaha, NE-IA MSA Total

1 Retail Trade	64,684	18.38%
2 Fin., Ins. & Real Estate	35,015	9.95%
3 Health Svcs.	32,174	9.14%
4 Educational Svcs.	27,574	7.84%
5 Other Prof. Svcs.	23,599	6.71%
6 Bus. & Repair Svcs.	22,441	6.38%
7 Manufac., Non-Durables	20,953	5.95%
8 Manufac., Durables	19,542	5.55%
9 Transportation	19,380	5.51%
10 Construction	19,028	5.41%
Total Metro Employees	351,913	
Top 10 Total Employees	284,390	80.81%

By Occupation:

Admin. Support/Clerical	67,682	19.23%
Professional	50,050	14.22%
Sales	47,772	13.57%
Exec., Admin. & Managerial	45,565	12.95%
Svc., Exclud. Protective & HH	40,470	11.50%
Precis. Produc./Craft/Repair	32,736	9.30%
Machine Oprs., Fab., Assemb., & Inspec.	16,892	4.80%
Technicians & Support	13,375	3.80%
Transportation & Moving	12,861	3.65%
Handlers, Cleaners, Help., Laborers	12,688	3.61%

NOTE:

Largest Local Banks (Assets \$000,000)

First Natl Bk of Omaha	\$4,007
Norwest Bk Nebraska NA	\$2,335
American Natl Bk	\$626
Great Western Bk	\$541
Secur Natl Bk of Omaha	\$273
Mid City Bk Inc	\$168
Washington County Bank	\$167
Omaha State Bk	\$150
First Westroads Bk Inc	\$119

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Smith, Kaplan
Culver
HMJ

Colleges and Universities (# of Students)

U. of Nebraska - Omaha	12,756
Metropolitan CC	5,823
Creighton U.	5,809
Bellevue U.	2,727
U. of Nebraska Medical Center	2,599
Iowa Western CC	2,488
C of Saint Mary	869
(and more)	
Total Students (FT & PT)	35,072

Military Bases (# of personnel)

Offutt AFB	8,687	Jun 79: 4.90%	Jul 90: 2.70%
Patrick AFB	2,259	Dec 82: N/A	Jul 91: 3.20%
Navair War Cntr Train Sys Div	119	Sep 83: 5.10%	Jul 92: 3.60%
		Sep 84: 4.20%	Jul 93: 3.10%
		Aug 85: 5.50%	Jul 94: 2.90%
		Aug 86: 4.60%	Jul 95: 2.60%
		Aug 87: 4.70%	Jul 96: 3.00%
		Aug 88: 3.80%	Aug 98: 2.00%
		Jul 89: 3.70%	

Unemployment

Viab Stations			
KEFM-F	KGOR-F	KOSR (1/2)	KTNP-F
KESY-F	KKAR	KOTD-AF (1/2)	KXKT-F
KEZO-F	KKCD-F	KQKQ-F	KZFX-F
KFAB	KOIL (1/2)	KSRZ-F	WOW-AF

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KMTV	Omaha	3	CBS	Lee	
WOWT	Omaha	6	NBC	Chronicle	
KETV	Omaha	7	ABC	Hearst-Argyle	
KXVO	Omaha	15	WB	Cocola	Pappas
KYNE-TV	Omaha	26	PBS	NE ETV	Pappas
KPTM	Omaha	42	FOX/UPN		Pappas

Highest Billing Radio Entities

	(includes duopolies and combos)	Combined Revenue	Revenue Share
1	Journal Broadcast Group: KEZO FM, WOW AF, KSRZ FM, KKCD FM, KQCH FM, KOSR AM, KBBX AM, KOMJ AM	\$15,170,000	41.6
2	Clear Channel Communications: KXKT FM, KFAB AM, KGOR FM, KTNP FM, KRQC FM	\$11,360,000	31.1
3	Mitchell Bcstg: KQKQ FM, KKAR AM, KZFX FM, KOIL AM, KAZP AM, KFMT FM, KHUB AM	\$6,350,000	17.4
4	Webster Communications: KEFM FM	\$3,150,000	8.6
5	Warga Broadcasting, LLC: KOTD AF	\$300,000	0.8

Major Daily Newspapers

	AM	PM	Sun
World-Herald	219,891		273,982

Owner

Omaha World-Herald

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KEZO FM	AOR	\$5,100,000	14.0
2 KXKT FM	C	\$4,300,000	11.8
3 WOW AF	C	\$3,700,000	10.1
4 KFAB AM	FS	\$3,600,000	9.9
5 KSRZ FM	AC/CHR	\$3,400,000	9.3
6 KEFM FM	AC	\$3,150,000	8.6
7 KGOR FM	O	\$3,100,000	8.5
8 KQKQ FM	CHR	\$2,900,000	7.9
9 KKAR AM	N/T	\$2,200,000	6.0
10 KKCD FM	CL AOR	\$1,900,000	5.2
11 KZFX FM	CL HITS	\$1,000,000	2.7
12 KQCH FM	CHR/U	\$560,000	1.5
13 KOSR AM	SPRTS	\$410,000	1.1
14 KTNP FM	AC/CHR	\$360,000	1.0
15 KOTD AF	ST	\$300,000	0.8
16 KOIL AM	SPRTS	\$250,000	0.7
17 KBBX AM	SP	\$100,000	0.3

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$69,000,000	38%	0.0077
Radio	\$36,500,000	20%	0.0041
Newspaper	\$64,500,000	36%	0.0071
Outdoor	\$6,700,000	4%	0.0007
Cable TV	\$4,400,000	2%	0.0005
Media Total	\$181,100,000		0.0201

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1990				
1994	KEZO A/F	From Narragansett	to Journal Co.	\$9,000,000
1994	KKCD-F		Sold to Journal Co.	\$3,590,000
1995	KYNN-F (Lincoln)	From Midwest Comm.	to KQKQ owner	\$1,700,000
1995	KXKT-F		Sold to Triathlon	\$8,125,000
1995	KRRK-F (Bennington)		Sold to Triathlon	\$2,700,000
1996	KFAB, KGOR-F	From Henry	to Amer. Radio Syst.	\$28,000,000
1996	KRRK-F		Sold to Triathlon	\$2,700,000
1996	KXKT-F		Sold to Triathlon	\$8,100,000
1996	KFAB, KGOR-F	From Amer. Radio Syst.	to Triathlon	\$39,000,000
1996	KOSJ-F (OmahaCity)	From Klebe	to Journal	\$5,000,000
1997	KBBX, KESY-F	From BCR	to Journal	\$5,500,000
1998	KOTD-F			\$1,050,000
1998	KFAB	From Triathlon	to Capstar	\$22,000,000
1998	KGOR-F	From Triathlon	to Capstar	\$15,600,000
1998	KTNP-F	From Triathlon	to Capstar	\$5,700,000
1998	KXKT-F	From Triathlon	to Capstar	\$20,200,000
1998	WOW	From Great Empire	to Journal BG	\$4,700,000
1998	WOW-F	From Great Empire	to Journal BG	\$14,900,000
2-Mar-00	KAZP AM, KFMT FM, KHUB AM, KKAR AM, KOIL AM, KQKQ FM, KZFX FM	Mitchell Broadcasting	Waitt Radio Long-term LMA w/option. 16-stn. group: SNA	

Market's Best

Best Restaurants: French Café, Cafe de Paris, Spanna's, Austin's, Claudia's.

Best Hotels: Red Lion, Radisson, Marriott, Embassy Suites.

Best Golf Courses: Happy Hollow, Highland CC, Omaha CC, Champions Course.

WEATHER DATA

Elevation:	977
Annual Precipitation:	28.5 in.
Annual Snowfall:	32.5 in.
Average Windspeed:	10.9
(SSE)	

	JAN	JUL	TOTAL YEAR
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

NOTE:

Orlando

1999 ARB Rank: 39	1999 Revenue: \$105,500,000	Manager's Market Ranking (current): 4.7
1999 MSA Rank: 35	Rev per Share Point: \$1,254,459 84.1	Manager's Market Ranking (future) : 4.5
1999 DMA Rank: 23 (w/Daytona & Melbourne)	Population per Station: 45,652 25	
1999 Rev Rank: 25 of 173	1999 Revenue Change: 12.3	Five-year revenue gain % (94-99): 85.1

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	57.0	62.9	70.7	78.2	92.5	105.5						
Yearly Growth Rate (94-99): 7.7%	assigned											
Projected Revenue Estimates:							117.10	125.00	133.30	141.80	153.00	
Revenue per Capita:	41.30	43.78	48.42	52.80	60.46	66.35						
Yearly Growth Rate (94-99): 5.7%	assigned											
Projected Revenue per Capita:							70.13	74.13	78.35	82.82	87.54	
Resulting Revenue Estimate:							114.3	123.79	133.20	143.28	154.07	
Revenue as % of Retail Sales:	0.0040	0.0044	0.0042	0.0045	0.0049	0.0052						
Mean % (94-99) 0.00520%	assigned											
Resulting Revenue Estimate:							115.4	119.6	124.8	133.1	140.4	
							MEAN REVENUE ESTIMATE:					115.6 122.8 130.4 139.4 149.2

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	1.380	1.420	1.460	1.500	1.540	1.590	1.630	1.670	1.700	1.730	1.760
Retail Sales (billions):	14.20	15.10	16.70	17.60	18.90	20.40	22.20	23.00	24.00	25.60	27.00

Below-the-Line Listening Shares:	2.2
Unlisted Station Listening:	13.7
Total Lost Listening:	15.9
Available Share Points:	84.1
Number of Viable Stations:	17
Average Share Points per Viable Station:	4.9
Rev. per Available Share Point:	\$1,254,459
Estimated Rev. for Mean Station:	\$6,147,000
Average HH Income:	\$39,674
Average Age:	36.5
Average Education:	12.4
Average Home Value:	\$97,600
Population Change (1998-2003):	12
Retail Sales Change (1998-2003):	35.2
Cable Penetration:	77
Number of Class B or C FMs:	13

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan and only WOKB, WONQ, WRMQ and other small AM's do not cooperate. Managers expect a 9 to 10% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 82.2	<\$20: 22.0	12-to-24 21.0	Non High School Grad: 21.1
Black: 14.6	\$20-\$49.9: 41.2	25-to-54 55.5	High School Grad: 30.1
Amer. Indian: 0.4	\$50-\$99.9: 28.0	55-plus 23.5	College 1-3 years: 28.4
Asian/Pac. Isl.: 2.7	\$100+: 8.7		College 4+ years: 20.4
Hispanic: * 11.9			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Tourism	Darden Restaurants 448	Darden Restaurants, Inc.	
Agribusiness			
Electronics			
Insurance			
Aerospace			

INC 500 Companies

Construct Two Group	31
Essex Builders Group	183
Alpha Computer Services	184

Employment Breakdowns

By Industry:

Orlando, FL MSA Total

1 Retail Trade	147,014	19.15%
2 Construction	60,619	7.90%
3 Fin., Ins. & Real Estate	56,688	7.39%
4 Manufac., Durables	55,616	7.25%
5 Health Svcs.	50,370	6.56%
6 Personal Svcs.	46,138	6.01%
7 Bus. & Repair Svcs.	45,691	5.95%
8 Educational Svcs.	45,406	5.92%
9 Entertain. & Rec. Svcs.	44,983	5.86%
10 Other Prof. Svcs.	44,891	5.85%
Total Metro Employees	767,577	
Top 10 Total Employees	597,416	77.83%

By Occupation:

Admin. Support/Clerical	125,619	16.37%
Sales	111,030	14.46%
Exec., Admin. & Managerial Svc., Exclud. Protective & HH	103,476	13.48%
Professional	100,464	13.09%
Precis. Produc./Craft/Repair	97,101	12.65%
Transportation & Moving	83,198	10.84%
Handlers, Cleaners, Help., Laborers	30,857	4.02%
Machine Oprs., Fab., Assem., & Inspec.	27,272	3.55%
Technicians & Support	27,096	3.53%
	26,086	3.40%

NOTE:

Largest Local Banks (Assets \$000,000)

SunTrust Bk Central Florida NA	\$8,211
SunTrust Bankcard, N.A.	\$1,019
Citrus Bank	\$248
Bank of Central Florida	\$206
National Bank of Commerce	\$158
First Natl Bank of Osceola County	\$113
The Citizens Bank of Oviedo	\$102
BankFirst	\$100
Public Bank	\$60

Colleges and Universities (# of Students)

U. of Central Florida	29,412
Valencia CC	19,466
Seminole CC	7,111
Rollins Coll.	2,234
Lake-Sumter CC	1,761
Fla. Metro U./Orlando Coll. North	675
Southern Coll.	380
Total Students (FT & PT)	61,039

Military Bases (# of personnel)

Unemployment

Jun 79:	5.90%	Jul 90:	5.40%
Dec 82:	7.80%	Jul 91:	7.10%
Sep 83:	6.60%	Jul 92:	7.80%
Sep 84:	5.00%	Jul 93:	6.10%
Aug 85:	5.30%	Jul 94:	5.90%
Aug 86:	4.90%	Jul 95:	4.60%
Aug 87:	4.70%	Jul 96:	4.10%
Aug 88:	4.30%	Aug 98:	3.10%
Jul 89:	5.60%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Fry, Hammond
Anson Stoner
Ad Team

Viable Stations

WCFB-F	WJRR-F	WOCL-F	WSHE-F
WDBO	WLOQ-F	WOMX-F	WTKS-F
WHOO (1/2)	WMGF-F	WPYO-F	WWKA-F
WHTQ-F	WMMO-F	WQTM	WWNZ (1/2)
WJHM-F			WXXL-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WKMG-TV	Orlando	6	CBS	Post-Newsweek	
WOKB-LP	Orlando	7	IND		
WFTV	Orlando	9	ABC	Cox	
WKCF	Clermont	18	WB	Emmis	
WMFE-TV	Orlando	24	PBS	Emmis	
WOFL	Orlando	35	FOX	Meredith	
WTMO-LP	Kissimmee	40	TEL	ZGS	
WBSF	Melbourne	43	IND	USA	
WTGL-TV	Cocoa	52	IND		
WACX	Leesburg	55	IND	Assoc. Christ. TV	
WOPX	Melbourne	56	PAX	Paxson	
WVEN-LP	Orlando	63	UNI	Entravision	
WRBW	Orlando	65	UPN	United TV	

Major Daily Newspapers

	AM	PM	Sun	Owner
Sentinel	258,726		380,749	Tribune Co.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$202,000,000	40%	0.0099
Radio	\$105,500,000	21%	0.0052
Newspaper	\$163,000,000	32%	0.0080
Outdoor	\$19,000,000	4%	0.0009
Cable TV	\$16,900,000	3%	0.0008
Media Total	\$506,400,000		0.0248

NOTE: Use Newspaper and Outdoor estimates with caution.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WWKA FM	C	\$11,100,000	10.5
2 WOMX FM	AC	\$10,500,000	10.0
3 WXXL FM	CHR	\$10,150,000	9.6
4 WTKS FM	T	\$9,800,000	9.3
5 WMMO FM	CL HITS	\$7,780,000	7.4
6 WMGF FM	SAC	\$6,950,000	6.6
7 WJHM FM	B	\$6,340,000	6.0
8 WOCL FM	O/B	\$6,320,000	6.0
9 WJRR FM	AOR	\$6,000,000	5.7
10 WDBO AM	FS	\$5,980,000	5.7
11 WHTQ FM	CL AOR	\$5,840,000	5.5
12 WLOQ FM	J	\$4,680,000	4.4
13 WSHE FM	O	\$4,060,000	3.8
14 WCFB FM	B/AC	\$3,920,000	3.7
15 WQTM AM	SPRST	\$1,650,000	1.6
16 WPYO FM	CHR/U	\$1,120,000	1.1
17 WWNZ AM	N	\$980,000	0.9
18 WONQ AM	SP	\$540,000	0.5
19 WHOO AM	ST	\$480,000	0.5
20 WTLN AM	REL	\$400,000	0.4
21 WPCV FM	C	\$375,000	0.4
22 WRMQ AM	SP	\$260,000	0.2

Market's Best

Best Restaurants: Pebbles, Maison, Jardin, Arthurs 27, Le Cordon Bleu, Enzo's, Park Plaza Gardens, Dux.

Best Hotels: Grand Cypress, Omni, Grand Floridian, Peabody.

Best Golf Courses: Bay Hill, Grand Cypress, Lake Nona, Islaworth.

NOTE:

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	74.9	\$78,264,000	19.0
National	25.1	\$26,186,000	-1.6

Highest Billing Radio Entities
(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel Communications: WXXL FM, WTKS FM, WMGF FM, WJRR FM, WSHE FM, WQTM AM, WWNZ AM	\$39,590,000	37.5
2 Cox Radio: WWKA FM, WMMO FM, WDBO AM, WHTQ FM, WCFB FM, WPYO FM, WHOO AM	\$36,220,000	34.3
3 CBS/Infinity: WOMX FM, WJHM FM, WOCL FM	\$23,160,000	22
4 Gross Communications Corp.: WLOQ FM	\$4,680,000	4.4
5 Florida Broadcasters: WONQ AM, WRMQ AM	\$800,000	0.8
6 Thomas Harvey Moffit, Jr.: WTLN AM	\$400,000	0.4
7 Hall Communications, Inc.: WPCV FM	\$375,000	0.4

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1994				
1994	WOMX	From Nationwide	to NewCity	\$500,000
1994	WOCL-F	From Amer.Media	to Chancellor	\$28,000,000
1994	WWZN	From Paxson	to WTRR owner	\$300,000
1994	WGTO (Pine Hills)		Sold to Paxson	\$1,300,000
1995	WHOO, WHTQ-F	From TK	to Granum	\$11,500,000
1995	WXXL-F	From Taylor	to OmniAmerica	\$15,000,000
1995	WCFB-F (Daytona)	From Root	to NewCity	\$6,000,000
1995	WXXL-F	From OmniAmerica	to Citicasters	\$23,000,000 Canceled
1996	WHOO	From Granum	to Infinity	\$2,000,000
1996	WHTQ-F	From Granum	to Infinity	\$15,000,000
1996	WMMO-F	From Granum	to Infinity	\$17,000,000
1996	WJHM-F	From Beasley	to OmniAmerica	\$21,300,000
1996	WOMX-F	From Nationwide	to OmniAmerica	Trade (Cleveland)
1996	WDIZ-F	From Shamrock	to Paxson	\$22,500,000
1996	WDBO	From NewCity	to Cox	\$13,000,000
1996	WZKD	From NewCity	to Cox	\$1,000,000
1996	WCFB-F	From NewCity	to Cox	\$14,000,000
1996	WWKA-F	From NewCity	to Cox	\$36,000,000
1996	WJHM-F	From OmniAmerica	to Chancellor	\$29,000,000
1996	WOMX-F	From OmniAmerica	to Chancellor	\$42,000,000
1996	WXXL-F	From OmniAmerica	to Chancellor	\$25,000,000
1996	WHOO	From Infinity	to Cox	\$2,000,000
1996	WHTQ-F	From Infinity	to Cox	\$18,000,000
1996	WMMO-F	From Infinity	to Cox	\$24,000,000
1996	WTKS-F	From Press	to Paxson	\$21,000,000
1997	WWNZ	From Paxson	to Clear Channel	\$3,500,000
1997	WQTM	From Paxson	to Clear Channel	\$1,800,000
1997	WJRR-F	From Paxson	to Clear Channel	\$29,000,000
1997	WMGF-F	From Paxson	to Clear Channel	\$36,200,000
1997	WSHE-F	From Paxson	to Clear Channel	\$25,800,000
1997	WTKS-F	From Paxson	to Clear Channel	\$34,200,000
1998	WTLN-F	From T. Moffit Sr.	to Cox	\$14,500,000
1998	WZKD	From Cox	to T. Moffit Jr.	\$500,000
1998	WAJL		Sold to Lapa	\$1,200,000
1998	WOTS		Sold to Alliance Bdcstg Grp.	\$450,000
1998	WOTS		Sold to WTRR/WPRD owner	\$450,000
3-Aug-99	WFIV AM	Radio Florida	Genesis Communications	\$1,800,000
13-Dec-99	WAJL AM	Lapcom	Genesis	\$2,100,000
6-Mar-00	WJHM FM, WOCL FM, WOMX FM	AMFM	CBS/Infinity	AMFM/CCU divestiture. \$1,400,000,000
16-Mar-00	WUNA AM	Freedom Network	Multicultural	Group transaction: \$12,000,000

WEATHER DATA

Elevation:			96
Annual Precipitation:			50.7 in.
Annual Snowfall:			0
Average Windspeed:			8.7 (S)
	JAN	JUL	TOTAL YEAR
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

1999 ARB Rank: 108	1999 Revenue: \$12,200,000	Manager's Market Ranking (current): 3.2
1999 MSA Rank: x73 - Ventura	Rev per Share Point: \$234,615 52	Manager's Market Ranking (future) : 3.6
1999 DMA Rank: 2 (LA DMA)	Population per Station: 25,520 15	
1999 Rev Rank: 139 of 173	1999 Revenue Change: 10.7	Five-year revenue gain % (94-99): 37

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	8.9	8.9	9.3	10.0	10.9	12.2					
Yearly Growth Rate (94-99): 5.4% assigned											
Projected Revenue Estimates:							13.40	13.90	14.20	14.90	15.90
Revenue per Capita:	12.55	12.41	12.81	13.60	14.67	16.34					
Yearly Growth Rate (94-99): 4.5% assigned											
Projected Revenue per Capita:							17.07	17.84	18.64	19.48	20.36
Resulting Revenue Estimate:							13.0	13.77	14.63	15.60	16.45
Revenue as % of Retail Sales:	0.0016	0.0015	0.0015	0.0016	0.0017	0.0018					
Mean % (94-99) 0.00180%											
Resulting Revenue Estimate:							13.0	13.3	13.7	14.0	14.9
							MEAN REVENUE ESTIMATE:				
							13.1	13.7	14.2	14.8	15.8

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.709	0.720	0.726	0.735	0.741	0.749	0.763	0.772	0.785	0.801	0.808
Retail Sales (billions):	5.70	5.90	6.10	6.40	6.60	6.90	7.20	7.40	7.60	7.80	8.30

Below-the-Line Listening Shares:	38.3
Unlisted Station Listening:	9.7
Total Lost Listening:	48
Available Share Points:	52
Number of Viable Stations:	10
Average Share Points per Viable Station:	5.2
Rev. per Available Share Point:	\$234,615
Estimated Rev. for Mean Station:	\$1,220,000
Population Change (1998-2003):	8.2
Retail Sales Change (1998-2003):	16.6
Cable Penetration:	NA
Number of Class B or C FMs:	4

Confidence Levels	
1999 Revenue Estimates:	Below normal
2000-to-2004 Revenue Estimates:	Below normal

Socio-Economic Breakdowns
Ethnic *Income (\$000)* *Age* *Education*

NOT AVAILABLE

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
	Wellpoint Health 256	Vitesse Semiconductor	

INC 500 Companies	Employment Breakdowns	
ISI 58	By Industry:	By Occupation:

NOTE:

Largest Local Banks (Assets \$000,000)	Colleges and Universities (# of Students)	Military Bases (# of personnel)	Unemployment
American Commercial Bank \$247	Ventura Coll. 11,200	Nav Const Bn Ctr, Pt Hueneme 3,803	
Affinity Bank \$198	Oxnard Coll. 6,800		
Los Robles Natl Bk \$146	Thomas Aquinas Coll. 246		
Camarillo Community Bank \$97	St. John's Seminary Coll. 95		
Ojai Valley Bank \$64			
Bank of Ventura \$58	Total Students (FT & PT) 18,341		
California Oaks State Bank \$30			
Santa Clara Valley Bank, NA \$11			

RADIO BUSINESS INFORMATION
Heavy Agency Radio Users

Viable Stations

KBBY-F	KMLA-F
KCAQ-F	KOCP-F
KCZN-F	KVEN
KHAY-F	KVYY-F
KKZZ	KXLM-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
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See Los Angeles

Highest Billing Radio Entities (Includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Cumulus Media: KHAY FM, KBBY FM, KVEN AM	\$5,750,000	47.1
2 Lazer Broadcasting Corp.: KXLM FM	\$2,400,000	19.7
3 Gold Coast Broadcasting Co.: KCAQ FM, KKBE FM, KKZZ FM, KOCP FM, KUNX AM, KVTA AM	\$2,100,000	17.2

Major Daily Newspapers	AM	PM	Sun	Owner
Ventura County Star;				
Ventura County Sunday Star	92,401		104,607	E W Scripps Co. (Scripps Howard)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$32,900,000	36%	0.0048
Radio	\$12,200,000	13%	0.0018
Newspaper	\$39,000,000	43%	0.0057
Outdoor	\$6,600,000	7%	0.0010
Cable TV	N/A	N/A	N/A
Media Total	\$90,700,000		0.0133

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KHAY FM	C	\$2,600,000	21.3
2 KXLM FM	SP	\$2,400,000	19.7
3 KCAQ FM	CHR	\$2,100,000	17.2
4 KBBY FM	AC	\$2,000,000	16.4
5 KVEN AM	N/T	\$1,150,000	9.4

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)	
1991	KAXX		Sold to Douglas	\$910,000	
1991	KAGR-F		Sold to Douglas	\$1,060,000	
1991	KXBS-F (Santa Paula)	Sold out of receivership		\$775,000	
1992	KKUR-F (Ojai)	From Eric/Chandler	to George Duncan	\$725,000	
1994	KOXR	Sold by Lotus		\$350,000	
1994	KKZZ, KELF-F			\$1,200,000	
1996	KTRO, KCAQ-F	Sold by Hal Frank		\$3,850,000	
1996	KVEN, KHAY-F	From Bob Fox	to McDonald/Bengal	\$12,700,000	Market's Best
1996	KXSP, KTND-F		Sold to Gold Coast	\$2,000,000	
1996	KBBY-F		Sold to Bengal	\$6,600,000	
1998	KOXR		Sold to Lazer	\$370,000	
20-Dec-99	KVEN AM, KBBY FM, KHAY FM	McDonald Media	Cumulus	Group: \$41,000,000	

NO WEATHER DATA AVAILABLE

NOTE:

1999 ARB Rank: 226	1999 Revenue: \$8,800,000	Manager's Market Ranking (current): 2.4
1999 MSA Rank: 239	Rev per Share Point: \$105,389 83.5	Manager's Market Ranking (future) : 3
1999 DMA Rank: 158	Population per Station: 8,380 15	
1999 Rev Rank: 161 of 173	1999 Revenue Change: 6.8	Five-year revenue gain % (94-99): 41.9

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	6.2	6.6	6.9	7.5	8.2	8.8					
Yearly Growth Rate (94-99): 5.9% assigned											
Projected Revenue Estimates:							9.70	9.90	10.40	11.00	11.70
Revenue per Capita:	44.97	46.47	47.26	51.37	55.41	57.88					
Yearly Growth Rate (94-99): 4.0% assigned											
Projected Revenue per Capita:							60.20	62.61	65.11	67.72	70.43
Resulting Revenue Estimate:							9.3	9.77	10.29	10.83	11.41
Revenue as % of Retail Sales:	0.0042	0.0042	0.0039	0.0041	0.0042	0.0042					
Mean % (94-99) 0.00420%											
Resulting Revenue Estimate:							9.7	10.1	10.5	10.9	11.8
							MEAN REVENUE ESTIMATE:				
							9.6	9.9	10.4	10.9	11.6

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.141	0.142	0.146	0.146	0.150	0.152	0.154	0.156	0.158	0.160	0.162
Retail Sales (billions):	1.47	1.56	1.75	1.82	1.94	2.10	2.30	2.40	2.50	2.60	2.80

Below-the-Line Listening Shares: 0.5	Confidence Levels
Unlisted Station Listening: 16	1999 Revenue Estimates: Below normal
Total Lost Listening: 16.5	2000-to-2004 Revenue Estimates: Below normal
Available Share Points: 83.5	
Number of Viable Stations: 10	
Average Share Points per Viable Station: 8.4	

Rev. per Available Share Point: \$105,389	Socio-Economic Breakdowns			
Estimated Rev. for Mean Station: \$885,000	Ethnic	Income (\$000)	Age	Education
Average HH Income: \$34,193	White: 82.9	<\$20: 27.5	12-to-24 20.1	Non High School Grad: 24.7
Average Age: 36.3	Black: 13.3	\$20-\$49.9: 41.7	25-to-54 53.6	High School Grad: 30.5
Average Education: 12.2	Amer. Indian: 0.9	\$50-\$99.9: 24.5	55-plus 26.3	College 1-3 years: 28.4
Average Home Value: \$82,200	Asian/Pac. Isl.: 2.8	\$100+: 6.3		College 4+ years: 16.4
Population Change (1998-2003): 6.5	Hispanic: * 2.8			
Retail Sales Change (1998-2003): 33.9				
Cable Penetration: 67				
Number of Class B or C FMs: 10				

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
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INC 500 Companies

Employment Breakdowns

By Industry:

Panama City, FL MSA Total

1 Retail Trade	15,127	24.11%
2 Health Svcs.	5,162	8.23%
3 Pub. Admin.	5,135	8.18%
4 Educational Svcs.	4,729	7.54%
5 Construction	4,607	7.34%
6 Fin., Ins. & Real Estate	3,938	6.28%
7 Other Prof. Svcs.	3,648	5.81%
8 Personal Svcs.	3,481	5.55%
9 Bus. & Repair Svcs.	3,107	4.95%
10 Manufac., Durables	2,812	4.48%

Total Metro Employees	62,741
Top 10 Total Employees	51,746 82.48%

By Occupation:

Sales	9,393	14.97%
Admin. Support/Clerical	9,204	14.67%
Svc., Exclud. Protective & HH	8,830	14.07%
Professional	8,397	13.38%
Exec., Admin. & Managerial	7,357	11.73%
Precis. Produc./Craft/Repair	7,043	11.23%
Transportation & Moving	2,645	4.22%
Technicians & Support	2,352	3.75%
Handlers, Cleaners, Help., Laborers	2,286	3.64%
Machine Oprs., Fab., Assemb., & Inspec.	2,273	3.62%

NOTE:

Largest Local Banks (Assets \$000,000)	Colleges and Universities (# of Students)	Military Bases (# of personnel)	Unemployment
Bay Bk & Tr Co \$162	Gulf Coast CC 4,472	Tyndall AFB 4,701	
First National Bank NW Florida \$98	Total Students (FT & PT) 4,472	Coastal Systems Stations 593	
Emerald Coast Bank \$92			

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

	Viable Stations			
	WAKT-F	WILN-F	WPCF-F (1/2)	WYOO-F
	KDIZ (1/2)	WLHR-F	WPPT-F	WYYX-F
	WEBZ-F (1/2)	WLTG (1/2)	WPBH-F	
	WFSY-F	WPAP-F	WRBA-F	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WJHG-TV	Panama City	7	NBC	Gray	
WMBB	Panama City	13	ABC	Spartan	
WPGX	Panama City	28	FOX	Waitt	
WFSG	Panama City	56	PBS	FL St. U.	

Highest Billing Radio Entities (includes duopolies and combos)

Combined Revenue **Revenue Share**

1 Clear Channel Communications: WPAP FM, WFSY FM, WPPT FM, WDIZ AM, WEBZ FM, WSHF FM	\$3,500,000	39.8
2 NextMedia: WILN FM, WYOO FM, WYYX FM, WPCF AM, WQJM FM	\$2,930,000	33.3
3 Waitt Broadcasting: WRBA FM, WAKT FM, WLHR FM, WMXP FM	\$2,100,000	23.9
4 Hour Group Broadcasting: WLTG-AM	\$110,000	1.3

Major Daily Newspapers

	AM	PM	Sun	Owner
News Herald	33,671		38,560	Freedom Communications Inc.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WPAP FM	C	\$1,500,000	17.0
2 WFSY FM	AC	\$1,400,000	15.9
3 WILN FM	CHR	\$1,350,000	15.3
4 WRBA FM	CL AOR	\$1,100,000	12.5
5 WYOO FM	T	\$1,000,000	11.4
6 WAKT FM	C	\$580,000	6.6
7 WYYX FM	AOR	\$430,000	4.9
8 WLHR FM	CHR	\$420,000	4.8
9 WPPT FM	AOR	\$400,000	4.5
10 WPCF AM	REL	\$150,000	1.7
11 WLTG-AM	T	\$110,000	1.3
12 WDIZ AM	ST	\$100,000	1.1
13 WEBZ FM	CL AOR	\$100,000	1.1

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$14,800,000	NM	0.0070
Radio	\$8,800,000	NM	0.0042
Newspaper	N/A	NM	N/A
Outdoor	N/A	NM	N/A
Cable TV	N/A	NM	N/A

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1994	WMTO-F (Port St. Joe)			\$250,000
1995	WILN-F		Sold to Cavaleri	\$745,000
1995	WGNE, WFSY-F	From Woodfin	to WMTO owner	\$1,300,000
1995	WEBZ-F (Mexico Bch)	Sold by Woodfin		\$438,000
1996	WPAP-F	From Southern	to Paxson	\$3,500,000
1996	WPBH-F	From Southern	to Paxson	\$800,000
1996	WGNE, WEBZ-F, WFSY-F		Sold to Paxson	\$2,850,000
1997	WAKT-F, WRBA-F		Sold to Root	\$3,400,000
1997	WDRK-F, WPFM-F		Sold to Root	\$2,750,000
1997	WYOO-F		Sold to Styles	\$770,000
1997	WDIZ	From Paxson	to Clear Chnl	\$500,000
1997	WFSY-F	From Paxson	to Clear Chnl	\$2,500,000
1997	WPAP-F	From Paxson	to Clear Chnl	\$5,900,000
1997	WPBH-F	From Paxson	to Clear Channel	\$1,100,000
1997	WSHF-F	From Paxson	to Clear Chnl	\$1,500,000
1998	WYYX-F			\$400,000
1998	WYYX-F			\$850,000
1998	WDLP		Sold to Styles	\$100,000
1998	WPCF-F		Sold to Styles	\$1,330,000
27-Jan-99	WAKT FM	Root	Waitt	Portfolio: \$6,500,000
27-Jan-99	WLHR FM	Root	Waitt	Portfolio: \$6,500,000
27-Jan-99	WMXP FM	Root	Waitt	Portfolio: \$6,500,000
27-Jan-99	WRBA FM	Root	Waitt	Portfolio: \$8,500,000
29-Jan-99	WYYX FM		Empire Broadcasting	\$875,000
27-Jul-99	WEBZ FM	DP Media	Clear Channel	\$800,000 Plus assumption of liabilities
4-Oct-99	WILN FM, WYYX FM	Empire Broadcasting Sys.	NextMedia	\$4,700,000
6-Oct-99	WDLP AM, WPCF FM, WYOO FM	Styles Broadcasting	NextMedia	\$3,600,000

Market's Best

NO WEATHER DATA AVAILABLE

NOTE:

1999 ARB Rank: 121	1999 Revenue: \$12,000,000	Manager's Market Ranking (current): 2.6
1999 MSA Rank: 125	Rev per Share Point: \$240,481 49.9	Manager's Market Ranking (future) : 2.9
1999 DMA Rank: 58 (w/ Mobile)	Population per Station: 34,730 10	
1999 Rev Rank: 140 of 173	1999 Revenue Change: 1.7	Five-year revenue gain % (94-99): NA

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:			9.7	10.4	11.8	12.0					
Yearly Growth Rate (94-99): 6.0% assigned											
Projected Revenue Estimates:							13.00	13.50	14.00	15.00	16.10
Revenue per Capita:			23.68	25.49	28.50	28.63					
Yearly Growth Rate (94-99): 5.6% assigned											
Projected Revenue per Capita:							30.23	31.92	33.71	35.60	37.59
Resulting Revenue Estimate:							12.9	13.98	15.03	16.23	17.29
Revenue as % of Retail Sales:			0.0025	0.0027	0.0028	0.0027					
Mean % (94-99) 0.00275%											
Resulting Revenue Estimate:							12.9	13.8	14.6	16.0	16.5
							MEAN REVENUE ESTIMATE:				
							12.9	13.7	14.5	15.7	16.6

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.380	0.390	0.397	0.408	0.412	0.419	0.426	0.438	0.446	0.456	0.460
Retail Sales (billions):	3.10	3.30	3.70	3.90	4.20	4.40	4.70	5.00	5.30	5.80	6.00

Below-the-Line Listening Shares:	35
Unlisted Station Listening:	15.1
Total Lost Listening:	50.1
Available Share Points:	49.9
Number of Viable Stations:	7.5
Average Share Points per Viable Station:	6.7
Rev. per Available Share Point:	\$240,481
Estimated Rev. for Mean Station:	\$1,611,000
Average HH Income:	\$34,608
Average Age:	35.5
Average Education:	12.5
Average Home Value:	\$81,400
Population Change (1998-2003):	10.8
Retail Sales Change (1998-2003):	36.2
Cable Penetration:	NA
Number of Class B or C FMs:	5

Confidence Levels	
1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports to Miller, Kaplan and all viable stations except WRNE participate. Managers expect 4 to 6% revenue growth in 2000.

Socio-Economic Breakdowns				
<i>Ethnic</i>		<i>Income (\$000)</i>	<i>Age</i>	<i>Education</i>
White:	77.3	<\$20: 27.5	12-to-24 21.9	Non High School Grad: 22.7
Black:	18.7	\$20-\$49.9: 40.4	25-to-54 53.3	High School Grad: 28.5
Amer. Indian:	1.2	\$50-\$99.9: 25.8	55-plus 24.8	College 1-3 years: 30.3
Asian/Pac. Isl.:	2.8	\$100+: 6.4		College 4+ years: 18.5
Hispanic: *	2.7			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Military			
Textiles			

INC 500 Companies Employment Breakdowns

Advantage Credit	315	By Industry:		By Occupation:		
Pensacola, FL MSA Total						
1 Retail Trade	34,801	20.25%	Admin. Support/Clerical	25,789	15.00%	
2 Health Svcs.	16,281	9.47%	Sales	24,275	14.12%	
3 Pub. Admin.	15,782	9.18%	Precis. Produc./Craft/Repair	23,721	13.80%	
4 Educational Svcs.	15,136	8.81%	Professional	23,461	13.65%	
5 Construction	13,875	8.07%	Svc., Exclud. Protective & HH	20,281	11.80%	
6 Manufac., Non-Durables	10,818	6.29%	Exec., Admin. & Managerial	18,928	11.01%	
7 Other Prof. Svcs.	10,099	5.88%	Machine Oprs., Fab., Assemb., & Inspec.	8,050	4.68%	
8 Manufac., Durables	8,618	5.01%	Technicians & Support	7,842	4.56%	
9 Fin., Ins. & Real Estate	8,525	4.96%	Transportation & Moving	7,031	4.09%	
10 Transportation	8,428	4.90%	Handlers, Cleaners, Help., Laborers	5,840	3.40%	
Total Metro Employees	171,885					
Top 10 Total Employees	142,363	82.82%				

NOTE:

Largest Local Banks (Assets \$000,000)

SunTrust Bank, West Florida	\$606
The First National Bank of Florida	\$392
First Amer Bank of Pensacola, N.A.	\$242
Bank of Pensacola	\$144
Horizon Bank of Florida	\$66
The Warrington Bank	\$61
Bank of the South	\$54
First Navy Bk	\$48
Citizens & Peoples Bank, NA	\$41

Colleges and Universities (# of Students)

Pensacola Junior Coll.	7,294
U. of West Florida	7,122
Total Students (FT & PT)	14,416

Military Bases (# of personnel)

NAS, Pensacola	3,826
Nav Tech Tng Ctr, Corry Sta	2,122
NAS, Whiting Field	1,826
Naval OLF Sautley	290
Nav Ed&Tng Pro Mgmt Sup Act	229

Unemployment

Jun 79:	4.80%	Jul 89:	6.10%
Dec 82:	9.60%	Jul 90:	5.70%
Sep 83:	6.70%	Jul 91:	6.20%
Sep 84:	5.70%	Jul 92:	6.30%
Aug 85:	6.00%	Jul 93:	5.60%
Aug 86:	6.70%	Jul 96:	3.80%
Aug 87:	6.40%	Aug 98:	3.80%
Aug 88:	5.40%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Appleyard
Tully
Bullock & Assoc.

Viable Stations

WBLX-F	WTKX-F
WCOA	WWRO-F
WMEZ-F	WXBM-F
WRNE (1/2)	WYCL-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
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Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Urban Radio Broadcasting: WXBM FM, WMEZ FM	\$5,900,000	49.2
2 Cumulus Media: WWRO FM, WCOA AM	\$2,400,000	20
3 Clear Channel Communications: WTKX FM	\$2,100,000	17.5
4 Synchronous Media: WYCL FM	\$850,000	7.1
5 Media One Communications, Inc.: WRNE AM	\$290,000	2.4

See Mobile

Major Daily Newspapers

	AM	PM	Sun	Owner
News Journal	61,612		83,855	Gannett Co. Inc.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$26,000,000	NM	0.0059
Radio	\$12,000,000	NM	0.0027
Newspaper	N/A	NM	N/A
Outdoor	N/A	NM	N/A
Cable TV	N/A	NM	N/A

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WXBM FM	C	\$4,300,000	35.8
2 WTKX FM	AOR	\$2,100,000	17.5
3 WMEZ FM	SAC	\$1,600,000	13.3
4 WWRO FM	CL AOR	\$1,500,000	12.5
5 WCOA AM	FS	\$900,000	7.5
6 WYCL FM	O	\$850,000	7.1
7 WRNE AM	G	\$290,000	2.4

NOTE: Use Newspaper and Outdoor estimates with caution.
Miscellaneous Comments: * Split DMA with Mobile. Total TV revenue for the DMA is estimated to be \$65,200,000.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1994				
1996	WOWW-F	From SunGroup	to Southern	\$2,600,000
1996	WKGT-F (105.1, Century)			\$233,000
1996	WOWW-F	From Southern	to Paxson	\$3,000,000
1996	WTKX-F	From Southern	to Paxson	\$3,500,000
1996	WWSF-F		Sold to Patterson	
1997	WMEZ-F		Sold to Capstar	\$7,000,000
1997	WXBM-F	From Patterson	to Capstar	\$16,000,000
1997	WTKX-F	From Paxson	to Clear Channel	\$3,100,000
1997	WYCL-F	From Paxson	to Clear Channel	\$2,600,000
1997	WNVY (1090)		Sold to WZNO owner	NA
1998	WYCL-F	From Clear Channel	to Capstar	\$2,800,000
1998	WVTJ (610)			\$130,000
5-Feb-99	WCOA AM, WWRO FM		Cumulus with WWRO:	\$9,000,000
22-Jul-99	WYCL FM	Paxson	Concord Media	\$2,000,000
6-Mar-00	WMEZ FM, WXBM FM	AMFM	Urban Radio Bcstg. AMFM/CCU divestiture.	Price NA

Market's Best

Best Restaurants: Jamie's, Skopelos, Angus.
Best Hotels: Dunes, Clarion Suites, Hilton.
Best Golf Courses: Tiger Point, Perdido Key.

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	79.5	\$9,380,000	-1.1
National	20.5	\$2,414,000	14.6

NO WEATHER DATA AVAILABLE
See Mobile for an approximation

NOTE:

1999 ARB Rank: 135	1999 Revenue: \$15,400,000	Manager's Market Ranking (current): 2.6
1999 MSA Rank: 145	Rev per Share Point: \$199,482 77.2	Manager's Market Ranking (future) : 3.1
1999 DMA Rank: 115 (w/Bloomington)	Population per Station: 16,067 18	
1999 Rev Rank: 119 of 173	1999 Revenue Change: 7.1	Five-year revenue gain % (94-99): 37.5

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	11.2	11.7	12.7	13.0	14.3	15.4					
Yearly Growth Rate (94-99): 5.9% assigned											
Projected Revenue Estimates:							16.70	17.30	17.90	19.10	20.50
Revenue per Capita:	32.55	34.01	36.71	37.14	40.97	44.01					
Yearly Growth Rate (94-99): 5.6% assigned											
Projected Revenue per Capita:							46.47	49.07	51.82	54.72	57.79
Resulting Revenue Estimate:							16.2	17.13	18.09	19.10	20.11
Revenue as % of Retail Sales:	0.0034	0.0034	0.0036	0.0036	0.0038	0.0039					
Mean % (94-99) 0.00385%											
Resulting Revenue Estimate:							15.8	16.2	16.9	17.7	18.1
							MEAN REVENUE ESTIMATE:				
							16.2	16.9	17.6	18.6	19.6

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.344	0.344	0.346	0.350	0.349	0.349	0.349	0.349	0.349	0.349	0.348
Retail Sales (billions):	3.10	3.40	3.50	3.60	3.80	3.90	4.10	4.20	4.40	4.60	4.70

Below-the-Line Listening Shares:	6.9
Unlisted Station Listening:	15.9
Total Lost Listening:	22.8
Available Share Points:	77.2
Number of Viable Stations:	11.5
Average Share Points per Viable Station:	6.7
Rev. per Available Share Point:	\$199,482
Estimated Rev. for Mean Station:	\$1,337,000
Average HH Income:	\$40,060
Average Age:	36.7
Average Education:	12.2
Average Home Value:	\$71,300
Population Change (1998-2003):	-0.3
Retail Sales Change (1998-2003):	20.4
Cable Penetration:	72
Number of Class B or C FMs:	5

Confidence Levels
 1999 Revenue Estimates: Normal
 2000-to-2004 Revenue Estimates: Normal

Comments: Market reports to Hungerford and all but a few low rated stations participate. Managers predict 5 to 7% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	90.4 <\$20: 24.4	12-to-24 20.9	Non High School Grad: 21.2
Black:	8.3 \$20-\$49.9: 35.9	25-to-54 50.8	High School Grad: 34.0
Amer. Indian:	0.2 \$50-\$99.9: 31.1	55-plus 28.3	College 1-3 years: 27.6
Asian/Pac. Isl.:	1.2 \$100+: 8.6		College 4+ years: 17.2
Hispanic: *	1.6		

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Construction Equipment	Caterpillar	58	
Beverages			
Steel			
Engines			

INC 500 Companies

Employment Breakdowns

By Industry: Peoria-Pekin, IL MSA Total

1 Manufac., Durables	29,508	18.40%	Admin. Support/Clerical	27,022	16.85%
2 Retail Trade	28,952	18.06%	Professional	24,359	15.19%
3 Health Svcs.	15,995	9.98%	Svc., Exclud. Protective & HH	19,617	12.23%
4 Educational Svcs.	12,786	7.97%	Sales	19,012	11.86%
5 Fin., Ins. & Real Estate	10,311	6.43%	Precis. Produc./Craft/Repair	17,642	11.00%
6 Other Prof. Svcs.	9,947	6.20%	Exec., Admin. & Managerial	16,222	10.12%
7 Construction	8,311	5.18%	Machine Oprs., Fab., Assemb., & Inspec.	11,432	7.13%
8 Wholesale Trade	6,833	4.26%	Transportation & Moving	7,366	4.59%
9 Bus. & Repair Svcs.	6,794	4.24%	Handlers, Cleaners, Help., Laborers	5,869	3.66%
10 Manufac., Non-Durables	6,620	4.13%	Technicians & Support	5,758	3.59%
	Total Metro Employees	160,342			
	Top 10 Total Employees	136,057	84.85%		

NOTE:

Largest Local Banks (Assets \$000,000)

Commerce Bk NA	\$981
Morton Cmty Bk	\$369
Southside Tr & Svgs Bk	\$326
Herget Natl Bk of Peoria	\$176
First Capital Bank	\$88
First Natl Bk of Chillicothe	\$75
Bank of Farmington	\$51
The Heights Bank	\$34
Pekin Natl Bk	\$21

Colleges and Universities (# of Students)

Bradley U.	5,790
Eureka Coll.	447
Midstate Coll.	318
St. Francis Medical Center C of Nursing	151
Total Students (FT & PT)	6,706

Military Bases (# of personnel)

Unemployment

Jun 79:	5.30%	Jul 90:	6.10%
Dec 82:	17.50%	Jul 91:	6.30%
Sep 83:	14.30%	Jul 92:	7.50%
Sep 84:	9.80%	Jul 93:	6.50%
Aug 85:	11.50%	Jul 94:	5.20%
Aug 86:	8.80%	Jul 95:	4.60%
Aug 87:	7.20%	Jul 96:	6.10%
Aug 88:	6.80%	Aug 98:	3.30%
Jul 89:	5.20%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Hult, Fritz
Moss
Deverman

Viable Stations

WBGE-F (1/2)	WGLO-F	WPBG-F	WXCL-F
WEEK-F	WIRL (1/2)	WSWT-F	
WFXF-F (1/2)	WIXO-F	WTAZ-F	
WFYR-F	WMBD	WWCT-F	

Highest Billing Radio Entities (includes duopolles and combos)

Combined Revenue **Revenue Share**

1	JMP Media, LLC: WPBG FM, WSWT FM, WMBD AM, WIRL AM	\$6,680,000	43.4
2	Cromwell Group, Inc.: WGLO FM, WFYR FM, WIXO FM, WPPY FM, WRVP FM, WVLE AM	\$3,640,000	23.6
3	Kelly Communications, Inc.: WXCL FM, WTAZ AM, WFXF FM, WOAM-AM, WKSO FM	\$3,200,000	20.8
4	AAA Entertainment, LLC: WWCT FM, WJPL FM	\$1,520,000	9.9
5	B & G Broadcasting: WBGE FM	\$280,000	1.8

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WHOI-TV	Peoria	19	ABC	Benedek	
WEEK-TV	Peoria	25	NBC	Granite	
WMBD-TV	Peoria	31	CBS	Midwest TV	Nexstar
WYZZ-TV	Bloomington	43	FOX	Sinclair	
WTVP	Peoria	47	PBS		

Major Daily Newspapers

	AM	PM	Sun	Owner
Journal Star	70,522		97,998	Copley Press Inc.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WPBG FM	O	\$2,600,000	16.9
2 WXCL FM	C	\$2,300,000	14.9
3 WSWT FM	SAC	\$2,000,000	13.0
4 WGLO FM	CL AOR	\$1,800,000	11.7
5 WMBD AM	FS	\$1,650,000	10.7
6 WWCT FM	AOR	\$1,300,000	8.4
7 WFYR FM	C	\$800,000	5.2
8 WIXO FM	AOR/NR	\$670,000	4.4
9 WTAZ AM	T	\$540,000	3.5
10 WIRL AM	ST/FS	\$430,000	2.8
11 WPPY FM	CHR	\$370,000	2.4
12 WBGE FM	B	\$280,000	1.8
13 WJPL FM	J	\$220,000	1.4
14 WFXF FM	AC	\$185,000	1.2
15 WOAM-AM	SPRTS	\$175,000	1.1

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$27,700,000	35%	0.0071
Radio	\$15,400,000	19%	0.0039
Newspaper	\$30,000,000	38%	0.0077
Outdoor	\$3,700,000	5%	0.0009
Cable TV	\$2,400,000	3%	0.0006
Media Total	\$79,200,000		0.0202

NOTE: Use Newspaper and Outdoor estimates with caution.

Miscellaneous Comments: * Split DMA with Bloomington. TV revenue is estimate of Peoria's share of total DMA TV revenue. Total DMA TV revenue is estimated at \$36,400,000.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1990				
1993	WIRL, WSWT-F 70%			\$2,300,000
1994	WFYR-F (Elmwood)		Sold to Cromwell	\$825,000
1994	WRED-F (Chillicothe)		Sold to WXCL owner	\$525,000
1996	WIVR-F (Eureka)		Sold to WEEK-TV	\$1,000,000
1997	WIXO-F		Sold to Cromwell	\$853,000
1998	WTAZ-F		Sold to Kelly	\$1,800,000
1998	WWCT-F		Sold to Kelly	\$7,750,000
9-Mar-99	WMBD AM, WPBG FM	Midwest TV	Management	with WPBG-F: \$10,750,000
14-Jun-99	WWCT FM	Central Illinois Broadcasting	Kelly	Sale to Kelly cancelled
23-Aug-99	WIRL AM, WSWT FM	Community Service	JMP Media	LMA-to-buy: \$11,860,000
9-Feb-00	WWCT FM	Central Illinois Broadcasting	AAA (Back Bay)	\$7,750,000
9-Feb-00	WJPL FM	Orchard Communications	AAA (Back Bay)	Incl. LMA of WBGE: \$2,625,000

Market's Best

Best Restaurants: Stephanie's, Carnegie's, Jim's Steakhouse.

Best Hotels: Pere Marquette, Jumers, Regency.

Best Golf Courses: Mt. Hawley CC, Lick Creek.

WEATHER DATA

Elevation:	652
Annual Precipitation:	35.0 in.
Annual Snowfall:	23.5 in.
Average Windspeed:	10.3
	(SW)

	JAN	JUL	TOTAL YEAR
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

NOTE:

1999 ARB Rank: 5	1999 Revenue: \$286,400,000	Manager's Market Ranking (current): 3.9
1999 MSA Rank: 4	Rev per Share Point: \$3,450,602 83	Manager's Market Ranking (future) : 3.4
1999 DMA Rank: 4	Population per Station: 162,520 25	
1999 Rev Rank: 10 of 173	1999 Revenue Change: 12.1	Five-year revenue gain % (94-99): 70.4

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04				
Duncan Revenue Est:	168.1	192.2	204.3	230.0	251.9	286.4									
Yearly Growth Rate (94-99): 6.3%	assigned														
Projected Revenue Estimates:							316.00	320.40	330.30	345.90	365.70				
Revenue per Capita:	33.89	38.83	41.19	46.46	50.89	57.98									
Yearly Growth Rate (94-99): 6.0%	assigned														
Projected Revenue per Capita:							61.45	65.14	69.05	73.19	77.58				
Resulting Revenue Estimate:							303.6	322.43	341.77	362.28	384.79				
Revenue as % of Retail Sales:	0.0039	0.0043	0.0043	0.0048	0.0050	0.0054									
Mean % (94-99): 0.00540%	assigned														
Resulting Revenue Estimate:							301.3	306.7	312.7	322.9	330.5				
							MEAN REVENUE ESTIMATE: 307.0					316.5	328.2	343.7	360.3

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	4.960	4.950	4.960	4.950	4.940	4.940	4.940	4.950	4.950	4.950	4.960
Retail Sales (billions):	43.50	44.30	47.10	48.20	50.40	53.10	55.80	56.80	57.90	59.80	61.20

Below-the-Line Listening Shares:	4.5
Unlisted Station Listening:	12.5
Total Lost Listening:	17
Available Share Points:	83
Number of Viable Stations:	19
Average Share Points per Viable Station:	4.4
Rev. per Available Share Point:	\$3,450,602
Estimated Rev. for Mean Station:	\$15,183,000
Average HH Income:	\$50,064
Average Age:	36.7
Average Education:	12.6
Average Home Value:	\$127,200
Population Change (1998-2003):	0.1
Retail Sales Change (1998-2003):	18.6
Cable Penetration:	79
Number of Class B or C FMs:	14

Confidence Levels
 1999 Revenue Estimates: Normal
 2000-to-2004 Revenue Estimates: Normal

Comments: Market reports revenue to Miller, Kaplan. All viable stations cooperate. Managers predict 9 to 11% revenue growth in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 76.5	<\$20: 19.7	12-to-24 19.8	Non High School Grad: 23.1
Black: 20.1	\$20-\$49.9: 31.0	25-to-54 52.7	High School Grad: 32.7
Amer. Indian: 0.2	\$50-\$99.9: 33.5	55-plus 27.5	College 1-3 years: 20.6
Asian/Pac. Isl.: 3.2	\$100+: 15.8		College 4+ years: 23.6
Hispanic: * 4.7			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries

Financial	Apparel	Food Processing	Chemicals	Pharmaceuticals	Electronics	Insurance	Petro Refining
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Fortune 500 Companies

Cigna	57
Amerisource Health	188
Crown Cork & Seal	198
Campbell Soup	222
Unisource	225
Unisys	231
Sunoco	240
Aramark	262
Ikon Office Solutions	291
(and more)	

Forbes 500 Companies

Campbell Soup Company	Commercer Bancorp, Inc.	American Water Works Co.	Unisys Corporation	Jones Apparel Group, Inc.	AmeriSource Health Corp.	CIGNA Corporation	Crown Cork & Seal Co. Inc.	PECO Energy Company	(and more)
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Forbes Largest Private Companies

Aramark	17
Keystone Foods	56
Day & Zimmermann	108
Berwind Group	137
Asplundh Tree Expert	164
Wawa	170
Honickman Affiliates	209
Knoll	221
Inductotherm Industries	285
(and more)	

INC 500 Companies

Omicron Systems	27
MediHealth Outsourcing	87
RE/COM Group	40
Dansko	240
Staffing Solutions Group	251
Iriscan	274
CoreTech Consulting Group	293
Syngy	340
Analytical Graphics	361
CB Technologies	395
WPL Laboratories	396
BCI	407
T.H. Properties	411
J & B Software	465

Employment Breakdowns

By Industry:

Philadelphia, PA-NJ PMSA Total

1 Retail Trade	375,836	15.83%
2 Health Svcs.	237,767	10.02%
3 Manufac., Durables	221,204	9.32%
4 Educational Svcs.	199,873	8.42%
5 Fin., Ins. & Real Estate	194,058	8.17%
6 Other Prof. Svcs.	186,715	7.87%
7 Manufac., Non-Durables	183,308	7.72%
8 Construction	143,267	6.03%
9 Bus. & Repair Svcs.	122,123	5.14%
10 Wholesale Trade	120,611	5.08%
Total Metro Employees	2,373,988	
Top 10 Total Employees	1,984,762	83.60%

By Occupation:

Admin. Support/Clerical	440,461	18.55%
Professional	382,533	16.11%
Exec., Admin. & Managerial	331,591	13.97%
Sales	289,268	12.18%
Precis. Produc./Craft/Repair	245,638	10.35%
Svc., Exclud. Protective & HH	223,195	9.40%
Machine Oprs., Fab., Assem., & Inspec.	122,261	5.15%
Technicians & Support	97,119	4.09%
Transportation & Moving	83,743	3.53%
Handlers, Cleaners, Help., Laborers	81,000	3.41%

NOTE:

Largest Local Banks (Assets \$000,000)

Commerce Bk NA	\$3,173
Beneficial Mut Svgs Bk	\$1,633
Firsttrust Svgs Bk	\$1,632
Jefferson Bk	\$1,556
Harleysville Natl Bk & Tr Co	\$1,058
Prime Bank	\$1,041
Un. Natl Bk & Tr Co of Souderton	\$924
Patriot Bank	\$920
Commerce Bank/PA, NA	\$862

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

- Earle Palmer Brown
- Harmelin
- Lewis Gilman
- Ketchum

Colleges and Universities (# of Students)

Temple U.	26,416
U. of Pennsylvania	20,000
CC of Philadelphia	15,961
West Chester U. of Pennsylvania	10,950
Drexel U.	10,903
Villanova U.	9,559
(and more)	
Total Students (FT & PT)	179,900

Military Bases (# of personnel)

Mcguire AFB	4,679
Nas Joint Reserve Base	1,733
Navy Aviation Supply Office	121
Def Pers Support Ctr	29

Unemployment

Jun 79:	7.50%	Jul 90:	4.70%
Dec 82:	8.60%	Jul 91:	6.70%
Sep 83:	8.30%	Jul 92:	7.90%
Sep 84:	7.50%	Jul 93:	7.30%
Aug 85:	5.90%	Jul 94:	6.50%
Aug 86:	5.20%	Jul 95:	5.70%
Aug 87:	4.50%	Jul 96:	5.50%
Aug 88:	3.70%	Aug 98:	4.30%
Jul 89:	4.10%	Dec 99:	3.40%

Viable Stations

KYW	WIOQ-F	WOGL-F	WUSL-F
WBEB-F	WIP	WPEN	WWDB-F
WDAS (1/2)	WJZ-F	WPHI-F	WXTU-F
WDAS-AF	WMGK-F	WPHT (1/2)	WYSP-F
WEJM-F	WMMR-F	WPLY-F	WYXR-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KYW-TV	Philadelphia	3	CBS	CBS	
WPVI-TV	Philadelphia	6	ABC	ABC	
WCAU-TV	Philadelphia	10	NBC	NBC	
WHYY-TV	"Wilmington, DE"	12	PBS		
WPHL-TV	Philadelphia	17	WB	Tribune	
WTFX-TV	Philadelphia	29	FOX	Fox	
WGTW-TV	"Burlington, NJ"	48	IND		
WPSG-TV	Philadelphia	57	UPN	Paramount	
WPPX	"Wilmington, DE"	61	PAX	Paxson	
WHSP-TV	Vineland	65	IND	USA	

Major Daily Newspapers	AM	PM	Sun	Owner
Inquirer	428,895		880,918	Knight Ridder
Daily News	175,448			Knight Ridder

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$578,000,000	40%	0.0109
Radio	\$286,400,000	20%	0.0054
Newspaper	\$489,000,000	34%	0.0092
Outdoor	\$52,000,000	4%	0.0010
Cable TV	\$37,000,000	3%	0.0007
Media Total	\$1,442,400,000		0.0272

NOTE: Use Newspaper and Outdoor estimates with caution.
 Miscellaneous Comments: * Total TV revenue for Philadelphia DMA is estimated at \$663,000,000. Allocations were made to other radio markets within the DMA.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KYW AM	N	\$34,000,000	11.9
2 WYSP FM	T/CL AOR	\$27,500,000	9.6
3 WBEB FM	AC	\$23,900,000	8.3
4 WDAS FM	B/AC	\$22,900,000	8.0
5 WOGL FM	O	\$21,500,000	7.5
6 WMGK FM	CL HITS	\$16,500,000	5.8
7 WIOQ FM	CHR	\$16,400,000	5.7
8 WIP AM	SPRTS	\$15,400,000	5.4
9 WJZ FM	J	\$15,300,000	5.3
10 WUSL FM	B	\$14,800,000	5.2
11 WMMR FM	AOR	\$13,300,000	4.6
12 WLCE FM	AC/CHR	\$11,900,000	4.2
13 WWDB FM	T	\$10,400,000	3.6
14 WPLY FM	CHR/NR	\$9,200,000	3.2
15 WXTU FM	C	\$8,600,000	3.0
16 WPHI FM	B	\$6,000,000	2.1
17 WPEN AM	ST/FS	\$5,400,000	1.9
18 WEJM FM	B/O	\$4,500,000	1.6
19 WEMG AA	SP	\$4,300,000	1.5
20 WPHT AM	T	\$2,100,000	0.7
21 WDAS AM	G	\$2,000,000	0.7
22 WHAT AM	G	\$950,000	0.3

Market's Best

Best Restaurants: Le Bec Fin, Downey's, DiLullo's, Palm, Cafe Nola, Bookbinders.

Best Hotels: Four Seasons, Rittenhouse, Ritz Carlton, Bellevue, Palace.

Best Golf Courses: Pine Valley (Clemonton, N.J.), Aronimink (Newton Sq.), Merion, Philadelphia GC, Phila Cricket Club.

Highest Billing Radio Entities (includes duopolies and combos)	Combined Revenue	Revenue Share
1 CBS/Infinity: KYW AM, WYSP FM, WOGL FM, WIP AM, WPHT AM	\$100,500,000	35.1
2 Clear Channel Communications: WDAS FM, WIOQ FM, WJZ FM, WUSL FM, WLCE FM, WDAS AM	\$83,300,000	29.1
3 Greater Media, Inc.: WMGK FM, WMMR FM, WPEN AM, WEJM FM	\$39,700,000	13.9
4 WEAZ Radio, Inc.: WBEB FM	\$23,900,000	8.3
5 Beasley Broadcast Group: WWDB FM, WXTU FM, WTEL AM, WTMR AM	\$19,000,000	6.6
6 Radio One: WPLY FM, WPHI FM	\$15,200,000	5.3
7 Mega Communications: WEMG AM, WSSJ AM	\$4,300,000	1.5
8 KBT Communications, Inc.: WHAT AM	\$950,000	0.3

WEATHER DATA			
Elevation:		5	
Annual Precipitation:		39.9 in.	
Annual Snowfall:		41.2 in.	
Average Windspeed:		9.6	
	(WSW)		
		TOTAL	
	JAN	JUL	YEAR
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

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1993				
1993	WZZD	From Communicom	to HE	\$2,000,000
1993	WBEB	From Jerry Lee	to Salem	\$4,000,000
1994	WDAS A/F	From Unity	to Beasley	\$26,000,000
1994	WZZD	From Communicom	to Salem	NA
1994	WUSL-F	From Tak	to EZ	\$33,000,000
1995	WPGR			\$1,400,000
1995	WYXR-F	From Pyramid	to Evergreen	\$44,000,000
1995	WJJZ-F	From Pyramid	to Evergreen	\$38,000,000
1995	WGMP, WOGL-F	From CBS	to Westinghouse	\$47,000,000
1995	WWDB-F	From Panache	to Mercury	\$48,000,000
1995	WFLN-F	Marling (Tanger)	to Amer. Radio Syst.	\$31,000,000 Cancelled
1996	WFLN-F	Re-sold by Marlin	to Amer. Radio Syst.	\$28,000,000
1996	WFLN-F	Traded by ARS	to Secret	KSFM-F in Sacramento
1996	WURD	From Willis	to Mega	\$1,570,000
1996	WIP	From Infinity	to Westinghouse	\$85,000,000
1996	WYSP-F	From Infinity	to Westinghouse	\$189,000,000
1996	WIOQ-F	From EZ	to Amer. Radio Syst.	\$45,000,000
1996	WUSL-F	From EZ	to Amer. Radio Syst.	\$70,000,000
1996	WDAS-AF	From Beasley	to Evergreen	\$103,000,000
1996	WFLN-F	From Secre	to Evergreen	\$37,700,000
1996	WIOQ-F, WUSL-F	From ARS	to Evergreen	Traded Charlotte stations less \$10 mil.
1996	WDRE-F (Jenkintown)	From Jarad	to Radio One	\$20,000,000
1996	WWDB-F	From Mercury	to Beasley	\$65,000,000
1997	WMMR-F	Traded by CBS	to Greater Media	Trade
1997	WFLN-F	From Evergreen	to Greater Media	\$41,800,000
1998	WPWA	From Children's	to Catholic	
1998	WTMR (800, Camden NJ)	From Gore-Overgaard	to Beasley	\$8,000,000
1998	WSSJ (1310)		Sold to Mega	\$2,000,000
1998	WURD	From Mega Bdcstg	to Mega Comm.	
17-Aug-99	WWJZ AM	Mount Holly Radio	ABC Inc.	\$14,000,000
29-Sep-99	WHAT AM	East Coast Commun.	Inner City	55% interest (w55% of WCXJ); \$1,500,000
3-Dec-99	WPLY FM	Greater Media Radio Co.	Radio One	\$80,000,000

Phoenix

1999 ARB Rank: 16	1999 Revenue: \$164,000,000	Manager's Market Ranking (current): 4.5
1999 MSA Rank: 12	Rev per Share Point: \$1,975,904 83	Manager's Market Ranking (future) : 4.5
1999 DMA Rank: 16	Population per Station: 74,713 32	
1999 Rev Rank: 15 of 173	1999 Revenue Change: 8.3	Five-year revenue gain % (94-99): 95.2

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	84.0	97.5	106.3	128.2	150.4	164.0						
Yearly Growth Rate (94-99): 7.6%	assigned											
Projected Revenue Estimates:							181.00	190.40	201.00	214.70	236.50	
Revenue per Capita:	33.33	37.35	37.96	44.05	49.97	53.07						
Yearly Growth Rate (94-99): 5.0%	assigned											
Projected Revenue per Capita:							55.72	58.51	61.43	64.50	67.73	
Resulting Revenue Estimate:							177.2	190.14	205.79	221.24	239.76	
Revenue as % of Retail Sales:	0.0036	0.0038	0.0038	0.0043	0.0046	0.0047						
Mean % (94-99) 0.00465%												
Resulting Revenue Estimate:							177.6	185.5	192.5	213.0	222.3	
							MEAN REVENUE ESTIMATE:					178.6 188.7 199.8 216.3 232.8

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	2.520	2.610	2.800	2.910	3.010	3.090	3.180	3.250	3.350	3.430	3.540
Retail Sales (billions):	23.20	25.40	28.00	29.90	32.90	35.10	38.20	39.90	41.40	45.80	47.80

Below-the-Line Listening Shares:

Unlisted Station Listening:	0.6
Total Lost Listening:	16.4
Available Share Points:	17
Number of Viable Stations:	83
Average Share Points per Viable Station:	20.5
Rev. per Available Share Point:	4
Estimated Rev. for Mean Station:	\$1,975,904
Average HH Income:	\$7,904,000
Average Age:	\$41,016
Average Education:	34.8
Average Home Value:	12.1
Population Change (1998-2003):	\$113,500
Retail Sales Change (1998-2003):	14.2
Cable Penetration:	39.4
Number of Class B or C FMs:	59
	17

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports to Miller, Kaplan and all but a few minor stations cooperate. Managers expect 6 to 8% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 91.1	<\$20: 21.9	12-to-24 20.9	Non High School Grad: 18.3
Black: 4.2	\$20-\$49.9: 37.9	25-to-54 53.8	High School Grad: 25.4
Amer. Indian: 2.3	\$50-\$99.9: 29.7	55-plus 25.3	College 1-3 years: 33.8
Asian/Pac. Isl.: 2.4	\$100+: 10.6		College 4+ years: 22.5
Hispanic: * 21.0			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Aerospace	Avnet 275	Avnet, Inc.	ON Semiconductor 91
Electronics	Microage 297	Finova Group Inc.	Shamrock Foods 188
Agribusiness	Phelps Dodge 479	Phelps Dodge Corp.	Bashas' 193
Military		Pinnacle West Capital	Discount Tire 229
High Tech		Viad Corp.	Forever Living Products Intl. 396
		MicroAge, Inc.	

INC 500 Companies

Forte Consulting Group	61
Riester-Robb	71
FaxWatch Strategic Info	378
American AV Ctr.	454

Employment Breakdowns

By Industry:	Phoenix-Mesa, AZ MSA Total	By Occupation:
1 Retail Trade	243,184 17.31%	Admin. Support/Clerical 236,613 16.84%
2 Manufac., Durables	165,375 11.77%	Professional 203,024 14.45%
3 Fin., Ins. & Real Estate	127,318 9.06%	Exec., Admin. & Managerial 199,058 14.17%
4 Health Svcs.	105,983 7.54%	Sales 188,025 13.38%
5 Educational Svcs.	96,519 6.87%	Precis. Produc./Craft/Repair 153,450 10.92%
6 Other Prof. Svcs.	91,183 6.49%	Svc., Exclud. Protective & HH 150,591 10.72%
7 Construction	89,843 6.40%	Machine Oprs., Fab., Assemb., & Inspec. 61,862 4.40%
8 Bus. & Repair Svcs.	83,474 5.94%	Technicians & Support 59,253 4.22%
9 Transportation	64,701 4.61%	Handlers, Cleaners, Help., Laborers 46,621 3.32%
10 Pub. Admin.	63,770 4.54%	Transportation & Moving 45,284 3.22%
Total Metro Employees	1,404,864	
Top 10 Total Employees	1,131,350 80.53%	

NOTE:

Largest Local Banks (Assets \$000,000)

Bk One Arizona NA	\$20,525
Norwest Bk Arizona NA	\$5,084
Bank of America, NA USA	\$4,132
Wells Fargo Bank (Arizona), NA	\$3,919
M&I Thunderbird Bk	\$830
Community First National Bank	\$692
Northern Trust Bank of Arizona, NA	\$621
Founders Bank of Arizona, Inc.	\$316
Firststar Metropolitan Bank & Trust	\$231

Colleges and Universities (# of Students)

Arizona State U.	42,774
U. of Phoenix	41,467
Mesa CC	24,228
Glendale CC	17,359
Phoenix Coll.	11,478
Rio Salado CC	9,457
Central Arizona Coll.	5,962
(and more)	
Total Students (FT & PT)	173,521

Military Bases (# of personnel)

Florence Training Ctr.	5,213
Papago Pk Mil. Reserv. Training Ctr.	
Luke AFB	

Unemployment

Jun 79:	5.20%	Jul 90:	4.70%
Dec 82:	8.50%	Jul 91:	4.60%
Sep 83:	7.10%	Jul 92:	5.90%
Sep 84:	3.30%	Jul 93:	4.80%
Aug 85:	5.10%	Jul 94:	4.80%
Aug 86:	5.40%	Jul 95:	4.20%
Aug 87:	4.80%	Jul 96:	3.80%
Aug 88:	5.40%	Aug 98:	2.90%
Jul 89:	4.80%	Dec 99:	2.80%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Santy	Western Int.
Evans Group	E.B. Lane
Cramer Krasselt	
Media Impressions	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KTVK	Phoenix	3	IND	Belo	
KPHO-TV	Phoenix	5	CBS	Meredith	
KAET	Phoenix	8	PBS	AZ St. U.	
KSAZ-TV	Phoenix	10	FOX	Fox	
KPNX	Phoenix	12	NBC	Gannett	
KNXV-TV	Phoenix	15	ABC	Scripps Howard	
KTVW-TV	Phoenix	33	UNI	Univision	
KUTP	Phoenix	45	UPN	United TV	
KPPX	Tolleson	51	PAX		Paxson
KPHZ-LP	Phoenix	58	IND	Venture Tech. Gp.	
KASW	Phoenix	61	WB		Belo
KDRX-LP	Phoenix	64	TEL		

Major Daily Newspapers

	AM	PM	Sun	Owner
Arizona Republic	435,330		553,495	Central Newspapers Inc.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$302,000,000	40%	0.0086
Radio	\$164,000,000	22%	0.0047
Newspaper	\$235,000,000	31%	0.0067
Outdoor	\$25,000,000	3%	0.0007
Cable TV	\$21,000,000	3%	0.0006
Media Total	\$747,000,000		0.0213

NOTE: Use Newspaper and Outdoor estimates with caution.

Viable Stations

KDKB-F	KKFR-F	KNIX-F	KTAR
KEDJ-FF	KKLT-F	KOOL-F	KUPD-F
KESZ-F	KLNZ-F	KOY	KVVA-F (1/2)
KFYI	KMLE-F	KPTY-F	KYOT-F
KGME (1/2)	KMXP-F	KSLX-AF	KZON-F
KHOT (1/2)		KZZP-F	

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KESZ FM	AC	\$16,700,000	10.2
2 KNIX FM	C	\$15,600,000	9.5
3 KMLE FM	C	\$14,000,000	8.5
4 KOOL FM	O	\$12,400,000	7.6
5 KTAR AM	N/T	\$12,200,000	7.4
6 KZZP FM	CHR	\$11,400,000	7.0
7 KUPD FM	AOR	\$10,000,000	6.1
8 KFYI AM	T	\$8,400,000	5.1
9 KYOT FM	J	\$8,200,000	5.0
10 KDKB FM	AOR	\$8,000,000	4.9
11 KKFR FM	U/CHR	\$7,900,000	4.8
12 KZON FM	AOR/NR	\$7,300,000	4.5
13 KMXP FM	AC/CHR	\$6,100,000	3.7
14 KSLX FM	CL AOR	\$5,700,000	3.5
15 KKLT FM	SAC	\$5,600,000	3.4
16 KEDJ FF	AOR/NR	\$4,900,000	3.0
17 KLNZ FF	SP	\$3,500,000	2.1
18 KOY AM	ST	\$3,000,000	1.8
19 KPTY FM	AOR/NR	\$1,100,000	0.7
20 KHOT FM	SP	\$900,000	0.5
21 KGME AM	SPRTS	\$800,000	0.5
22 KMVP AM	SPRTS	\$600,000	0.4

Market's Best

Best Restaurants: Vincents, El Chorro, Desert Mountain, Houston's, Richardson's, Avanti's, Ruth Chris, Z Tejas.

Best Hotels: Boulders, AZ Biltmore, Phoenician, Ritz Carlton, Pointe, Hyatt Gainey Ranch.

Best Golf Courses: Desert Mountain, Boulders, Desert Highlands, Desert Forest, TPC Stadium, Troon, Troon North.

NOTE:

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	77.2	\$125,980,000	11.2
National	22.8	\$37,000,000	0.2

NOTE: Trade equals 1.1% of local. In 1998 it was 1.1%.

Highest Billing Radio Entities
(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel Communications: KESZ FM, KNIX FM, KZZP FM, KFYI AM, KYOT FM, KMXP FM, KOY AM, KGME AM	\$70,200,000	42.8
2 CBS/Infinity: KMLE FM, KOOL FM, KZON FM	\$33,700,000	20.5
3 Sandusky Radio: KUPD FM, KDKB FM, KSLX AF, KDUS AM	\$23,700,000	14.5
4 Hearst-Argyle Television, Inc.: KTAR AM, KKLt FM, KMVP AM	\$18,400,000	11.2
5 Hispanic Broadcasting Corp.: KKFR FM, KHOT FM	\$8,800,000	5.4
6 Big City Radio: KEDJ FM, KDDJ FM, KLVA FM, KSSL FM, KBZR FM	\$4,900,000	3
7 Z-Spanish Radio Network, Inc.: KLNZ FF, KVVA FM	\$3,500,000	2.1
8 McCody Broadcast Group, Inc.: KPTY FM	\$1,100,000	0.7

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1994				
1994	KUKQ, KUPD-F	From Bob Fish	to Sandusky	\$20,000,000
1995	KMLE-F	From Shamrock	to Chancellor	\$38,000,000
1995	KTWC-F		Sold to KESZ owner	\$4,500,000
1995	KOOL-AF	From Compass	to Par	\$23,000,000
1996	KSLX-AF	From Citicasters	to Jacor	\$29,800,000
1996	KBZR-F (Coolidge)		Sold to Scott Fey	\$7,350,000
1996	KOOL-AF	From Par	to Colfax	\$35,000,000
1996	KISO	From Sundance	to Colfax	\$1,000,000
1996	KOY	From Sundance	to Colfax	\$8,000,000
1996	KYOT-F	From Sundance	to Colfax	\$16,000,000
1996	KZON-F	From Sundance	to Colfax	\$20,000,000
1996	KOOL-AM	From Colfax	to Salem	\$6,500,000
1996	KGME, KEDJ-F, KHOT-F		Sold to New Century	\$9,600,000
1996	KVVA		Sold to Pulitzer	\$4,925,000
1996	KVVA-F		Sold to Z-Spanish	\$8,550,000
1996	KISO	From Colfax	to Chancellor	\$1,500,000
1996	KOY	From Colfax	to Chancellor	\$9,000,000
1996	KOOL-F	From Colfax	to Chancellor	\$45,000,000
1996	KYOT-F	From Colfax	to Chancellor	\$30,000,000
1996	KZON-F	From Colfax	to Chancellor	\$26,000,000
1996	KSLX-AF	Traded by Jacor to Nationwide	KPOP, KGB-F in San Diego	
1996	KSLX-AF	Traded by Nationwide to Sandusky	KEGL-F in Dallas	
1996	KHTC-F	From Bonneville	to Nationwide	\$34,000,000
1997	KIDR	Sold by Bonneville	to Children's	\$1,000,000
1997	KBUQ-F		Sold to New Century	\$6,800,000
1997	KGLQ-F	From Nationwide	to Jacor	\$29,000,000
1997	KZZP-F	From Nationwide	to Jacor	\$32,000,000
1998	KCCF (CP)			\$50,000
1998	KIDR	From Children's	to Catholic	
1998	KTAR	From Pulitzer	to Hearst-Argyle	\$36,000,000
1998	KMVP	From Pulitzer	to Hearst-Argyle	\$6,000,000
1998	KKLT-F	From Pulitze	to Hearst-Argyle	\$34,000,000
1998	KCCF (1100: Cave Creek)		Sold to WALE, Providence owner	\$5,500,000
1998	KCWW	From Buck Owens	to ABC	\$8,850,000
1998	KBZR-F (Ariz.Cty)		Sold to Brysan	\$3,500,000
1998	KFYI/KKFR-F		Sold to Chancellor	\$90,000,000
1998	KMXP-F/KZZP-F	From Jacor	to Clear Channel	
1998	KIDR	From Children's	to Unica	
1998	KWCY-F	From OwensMac	to Z-Spanish	\$22,000,000
27-Jan-99	KHOT FM	New Century	Heitel	\$18,300,000
17-Mar-99	KESZ FM	OwensMAC	Jacor	\$58,000,000
17-Mar-99	KNIX FM	Buck Owens	Jacor	\$84,000,000
15-Apr-99	KGME AM	New Century	Salem	\$5,000,000
15-Apr-99	KLNZ FM	Z-Spanish	Heitel	
20-Apr-99	KCDX FM	Desert West Air	Z-Spanish	Trade for KRTX FM, Houston
1-May-99	KDDJ FM, KEDJ FM	New Century	Big City	\$22,000,000
1-May-99	KBZR FM	Brentlinger	Big City	\$4,500,000
1-May-99	KMYL FM	Interstate	Big City	\$5,700,000
27-May-99	KLVA FM	Educ. Media Found.	Big City	+ \$5,500,000 for KDDJ-F
27-May-99	KDDJ FM	Big City	Educ. Media Found.	KLVA FM Casa Grande + \$5,500,000
1-Sep-99	KCDX FM	Desert West Air	Z-Spanish	Cancelled
6-Mar-00	KKFR FM	AMFM	Hispanic	AMFM/CCU divestiture. \$127,000,000
6-Mar-00	KMLE FM, KOOL FM, KZON FM	AMFM	CBS/Infinity	AMFM/CCU divestiture. \$1,400,000,000
22-Mar-00	KDDJ FM	Big City	Educ. Media Found.	Sale/swap cancelled
22-Mar-00	KLVA FM	Educ. Media Found.	Big City	Sale/swap cancelled

WEATHER DATA

Elevation:		1112
Annual Precipitation:		7.4 in.
Annual Snowfall:		0
Average Windspeed:		6.1 (E)
	JAN	JUL
Avg. Max. Temp:	64.8	104.8
Avg. Min. Temp:	37.6	77.5
Average Temp:	51.2	91.2
		TOTAL YEAR
		85.1
		55.4
		70.3

1999 ARB Rank: 22	1999 Revenue: \$100,300,000	Manager's Market Ranking (current): 3
1999 MSA Rank: 19	Rev per Share Point: \$1,173,099 85.5	Manager's Market Ranking (future) : 3.1
1999 DMA Rank: 21	Population per Station: 71,396 28	
1999 Rev Rank: 26 of 173	1999 Revenue Change: 8.3	Five-year revenue gain % (94-99): 53.3

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04				
Duncan Revenue Est:	65.4	70.6	76.6	87.5	92.0	100.3									
Yearly Growth Rate (94-99): 5.8%	assigned														
Projected Revenue Estimates:							109.00	114.40	118.90	125.60	133.00				
Revenue per Capita:	26.83	29.54	32.18	37.08	39.15	42.86									
Yearly Growth Rate (94-99): 5.7%	assigned														
Projected Revenue per Capita:							45.30	47.88	50.61	53.50	56.55				
Resulting Revenue Estimate:							105.5	111.09	116.91	123.04	129.49				
Revenue as % of Retail Sales:	0.0032	0.0034	0.0033	0.0037	0.0038	0.0039									
Mean % (94-99) 0.00380%															
Resulting Revenue Estimate:							104.1	106.4	108.3	113.6	119.3				
							MEAN REVENUE ESTIMATE: 106.2					110.6	114.7	120.8	127.3

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	2.400	2.390	2.380	2.360	2.350	2.340	2.330	2.320	2.310	2.300	2.290
Retail Sales (billions):	20.20	21.00	23.10	23.60	24.50	26.00	27.40	28.00	28.50	29.90	31.40

Below-the-Line Listening Shares:	1.6
Unlisted Station Listening:	12.9
Total Lost Listening:	14.5
Available Share Points:	85.5
Number of Viable Stations:	15.5
Average Share Points per Viable Station:	5.5
Rev. per Available Share Point:	\$1,173,099
Estimated Rev. for Mean Station:	\$6,452,000
Average HH Income:	\$36,699
Average Age:	39.9
Average Education:	12
Average Home Value:	\$71,500
Population Change (1998-2003):	-2.5
Retail Sales Change (1998-2003):	22
Cable Penetration:	79
Number of Class B or C FMs:	13

Confidence Levels	
1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports to Miller, Kaplan and all viable stations cooperate. Managers expect 5 to 6% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 90.3	<\$20: 27.4	12-to-24 18.0	Non High School Grad: 22.3
Black: 8.6	\$20-\$49.9: 37.1	25-to-54 49.4	High School Grad: 38.6
Amer. Indian: 0.1	\$50-\$99.9: 26.8	55-plus 32.6	College 1-3 years: 20.1
Asian/Pac.Isl.: 1.0	\$100+: 8.7		College 4+ years: 19.1
Hispanic: * 0.8			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Iron and Steel	USX 47	DQE, Inc.	Giant Eagle 25
Financial	Alcoa 96	Alcoa, Inc.	84 Lumber 93
Chemicals	H.J. Heinz 170	Allegheny Technologies	Koppers Industries 355
Plate Glass	PNC Bank 209	H.J. Heinz Company	Dick Corp. 435
Railroad Equipment	PPG Industries 221	Mellon Financial Corp.	
	Mellon Bank Corp. 283	Mylan Laboratories Inc.	
	Allegheny Teledyne 391	PNC Bank Corporation	
	CNG 420	PPG Industries, Inc.	
	Wesco International 485	USX-Marathon Group (and more)	

INC 500 Companies
Efficient Machine Tool 13
Computer Enterprises 29
Cavanaugh Promotions 104
Solutions Consulting 250
Rapidigm 346
Computer Sci. & Tech 473
Cardiac Fitness/Main Med 483

Employment Breakdowns

By Industry:

Pittsburgh, PA MSA Total

1 Retail Trade	194,563	18.95%
2 Health Svcs.	116,083	11.31%
3 Manufac., Durables	111,829	10.89%
4 Educational Svcs.	86,465	8.42%
5 Other Prof. Svcs.	73,469	7.16%
6 Fin., Ins. & Real Estate	69,197	6.74%
7 Construction	62,166	6.06%
8 Transportation	55,346	5.39%
9 Wholesale Trade	48,046	4.68%
10 Bus. & Repair Svcs.	47,899	4.67%

By Occupation:

Admin. Support/Clerical	171,911	16.75%
Professional	157,008	15.29%
Sales	127,956	12.46%
Svc., Exclud. Protective & HH	125,425	12.22%
Exec., Admin. & Managerial	123,502	12.03%
Precis. Produc./Craft/Repair	111,895	10.90%
Machine Oprs., Fab., Assemb., & Inspec.	50,351	4.90%
Transportation & Moving	43,280	4.22%
Technicians & Support	43,142	4.20%
Handlers, Cleaners, Help., Laborers	42,945	4.18%

Total Metro Employees	1,026,590
Top 10 Total Employees	865,063 84.27%

NOTE:

Largest Local Banks (Assets \$000,000)

PNC Bk NA	\$68,257
Mellon Bk NA	\$41,037
Natl City Bk of Pennsylvania	\$12,937
Three Rivers Bk & Tr Co	\$1,060
Southwest Bank	\$964
Irwin Bank & Trust Company	\$406
NorthSide Bk	\$362
Coml Natl Bk of Westmoreland Cnty	\$329
Allegheny Valley Bk of Pittsburgh	\$234

Colleges and Universities (# of Students)

U. of Pittsburgh	25,262
CC of Allegheny County	16,191
Duquesne U.	9,451
Carnegie Mellon U.	8,063
Point Park Coll.	2,340
Art Inst. of Pittsburgh	2,225
Carlow Coll.	2,059
(and more)	
Total Students (FT & PT)	82,452

Military Bases (# of personnel)

Charles E Kelly Spt Fac	78
Pittsburgh Iap Ars	29

Unemployment

Jun 79:	6.30%	Jul 90:	4.10%
Dec 82:	15.20%	Jul 91:	5.90%
Sep 83:	13.50%	Jul 92:	6.90%
Sep 84:	12.00%	Jul 93:	6.90%
Aug 85:	8.50%	Jul 94:	6.70%
Aug 86:	7.80%	Jul 95:	5.70%
Aug 87:	6.70%	Jul 96:	5.00%
Aug 88:	4.80%	Aug 98:	4.20%
Jul 89:	4.60%	Dec 99:	3.50%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations

KDKA	WDSY-F	WJJJ-F	WSHH-F
KQV	WDVE-F	WLTJ-F	WWSW-AF
WAMO-F	WEAE (1/2)	WPHH-F	WXDX-F
WBZZ-F	WJAS	WRRK-F	WZPT-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KDKA-TV	Pittsburgh	2	CBS	CBS	
WTAE-TV	Pittsburgh	4	ABC	Hearst-Argyle	
WPXI	Pittsburgh	11	NBC	Cox	
WQED	Pittsburgh	13	PBS		
WQEX	Pittsburgh	16	PBS	Pend. to Paxson	
WNPA	Jeannette	19	UPN	Paramount	
WCWB	Pittsburgh	22	WB	Glencairn	Sinclair
WPCB-TV	Greensburg	40	IND		
WPGH-TV	Pittsburgh	53	FOX	Sinclair	

Major Daily Newspapers

	AM	PM	Sun
Post-Gazette	243,453		425,576

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$207,000,000	39%	0.0080
Radio	\$100,300,000	19%	0.0039
Newspaper	\$184,000,000	35%	0.0071
Outdoor	\$22,000,000	4%	0.0008
Cable TV	\$16,000,000	3%	0.0006
Media Total	\$529,300,000		0.0204

NOTE: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities (Includes duopolies and combos)

	Combined Revenue	Revenue Share
1 CBS/Infinity: KDKA AM, WDSY FM, WBZZ FM, WZPT FM	\$39,900,000	39.8
2 Clear Channel Communications: WDVE FM, WWSW AF, WXDX FM, WJJJ FM, WPHH FM	\$36,000,000	35.9
3 Renda Broadcasting Corp.: WSHH FM, WJAS AM, WPTT AM	\$7,500,000	7.5
4 WPNT, Inc. (Frischling): WLTJ FM, WRRK FM	\$7,300,000	7.3
5 Sheridan Broadcasting Corp.: WAMO AF, WSSZ FM	\$3,600,000	3.6
6 Salem Communications Corp.: WORD AF, WPIT AM	\$1,900,000	1.9
7 ABC Inc.: WEAE AM	\$960,000	1
8 Calvary, Inc.: KQV AM	\$950,000	0.9

Owner

Blade Communications Inc.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KDKA AM	FS	\$18,500,000	18.4
2 WDVE FM	AOR	\$16,000,000	16.0
3 WDSY FM	C	\$9,500,000	9.5
4 WBZZ FM	CHR	\$8,800,000	8.8
5 WWSW AF	O	\$8,500,000	8.5
6 WXDX FM	AOR/NR	\$5,600,000	5.6
7 WSHH FM	SAC	\$5,100,000	5.1
8 WLTJ FM	SAC	\$4,000,000	4.0
9 WAMO AF	B	\$3,600,000	3.6
10 WRRK FM	CL AOR	\$3,300,000	3.3
11 WZPT FM	CL HITS	\$3,100,000	3.1
12 WJJJ FM	B/O	\$3,000,000	3.0
13 WPHH FM	AC/CHR	\$2,900,000	2.9
14 WORD AF	REL	\$1,900,000	1.9
15 WJAS AM	ST	\$1,700,000	1.7
16 WEAE AM	SPRTS	\$960,000	1.0
17 KQV AM	N	\$950,000	0.9
18 WPTT AM	T	\$700,000	0.7

NOTE: Lots of problems figuring out Pittsburgh station revenue this year. They are not up to my usual standards so use with caution.

Market's Best

Best Restaurants: Tambellini.

Best Hotels: .

Best Golf Courses: Oakmont, Pittsburgh Field Club, Fox Chapel, Laurel Valley.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1990				
1990	WBVP/WWKS-F (Beaver Falls)			\$2,900,000
1991	WWCS	Sold by Universal		\$750,000
1991	WDVE-F	From Great American	to Broadcast Alchemy	\$21,000,000
1992	WWCS (Canonsburg)	Sold by Universal		\$500,000
1992	WPIT A/F	From Pyramid	to Salem	\$6,500,000
1992	WKPA (New Kensington)	Donated by Salem		
1992	WORD-F	From Salem	to Entercom	\$4,000,000
1993	WRRK-F (Braddock)	From Bennis	to Frischling	\$5,500,000
1993	WQKB-F (N. Kensington)	From Signature	to EZ	\$5,000,000
1994	WBVP, WWKS-F (Beaver Falls)		Sold to Schwartz, Daniels, Iorio	\$2,000,000
1995	WWSW A/F	From Shamrock	to Chancellor	\$12,000,000
1995	WWKS-F (Beaver Falls)		Sold to Secret	\$4,000,000
1996	105.9 Facility	From Sheridan	to Secret	106.7 + \$10.0 mil.
1996	WDSY A/F, WNRQ-F	From Entercom	to Secret	\$42,000,000
1996	WSSZ-F (107.1, Greensburg)		Sold to Sheridan	\$2,400,000
1996	WBZZ-F	From EZ	to Amer. Radio Syst.	\$30,000,000
1996	WZPT-F	From EZ	to Amer. Radio Syst.	\$15,000,000
1996	WDVE-F	From Secret	to SFX	\$68,000,000
1996	WDSY-F	From Secret	to SFX	\$42,000,000
1996	WJJJ-F	From Secret	to SFX	\$10,000,000
1996	WXDX-F	From Secret	to SFX	\$18,000,000
1996	WDSY (1080)	From Entercom	to Mortenson	\$750,000
1997	WDSY-F + \$20 mil	From SFX	to Amer. Radio Syst.	WRFX-F, Charlotte
1997	WTAE/WVTY-F	From Hears	to SFX	\$17,500,000
1997	WIXZ		Sold to Renda	\$1,250,000
1997	WDVE-F	From SFX	to Hicks/Chancellor	\$106,000,000
1997	WJJJ-F	From SFX	to Hicks/Chancellor	\$18,000,000
1997	WTAE	From SFX	to Hicks/Chancellor	\$12,000,000
1997	WVTY-F	From SFX	to Hicks/Chancellor	\$21,000,000
1997	WXDX-F	From SFX	to Hicks/Chancellor	\$24,000,000
1997	WBZZ-F	From Amer. Radio Syst.	to CBS	\$46,000,000
1997	WDSY-F	From Amer. Radio Syst.	to CBS	\$52,000,000
1997	WZPT-F	From Amer. Radio Syst.	to CBS	\$21,000,000
1998	WDVE-F/WJJJ-F/WVTY-F/WXDX-F		From Capstar	to Chancellor
1998	WBUT/WLER-F/WISR			\$1,327,000
1998	WXVX		Sold to Mortenson	\$235,000
1998	WTAE	From Capstar	to Jacor	WKNR, Cleveland
1998	WEAE	From Jacor	to Clear Channel	
9-Feb-99	WEAE AM	Jacor	ABC, Inc.	\$5,000,000 Announced
28-Jul-99	WASP AM, WASP FM	Humes Broadcasting	Forever	\$2,900,000
29-Sep-99	WCXJ AM	East Coast Commun.	Inner City	55% interest (w55% of WHAT): \$1,500,000
18-Nov-99	WESA AM, WZKT FM	Farr Communications	Keymarket Communications	\$3,500,000
22-Mar-00	WMBA AM	Donn Wuyck	Iorio Broadcasting, Inc.	\$325,000

WEATHER DATA

Elevation:			747
Annual Precipitation:			36.5 in.
Annual Snowfall:			30.0 in.
Average Windspeed:			NA
			TOTAL
	JAN	JUL	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

Portland, ME

1999 ARB Rank: 160	1999 Revenue: \$18,800,000	Manager's Market Ranking (current): 3.3
1999 MSA Rank: 173	Rev per Share Point: \$232,099 81	Manager's Market Ranking (future) : 3.5
1999 DMA Rank: 81 (w/Auburn)	Population per Station: 10,855 20	
1999 Rev Rank: 99 of 173	1999 Revenue Change: 5.3	Five-year revenue gain % (94-99): 50.4

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	12.5	14.7	15.2	16.8	17.8	18.8					
Yearly Growth Rate (94-99): 6.0%											
Projected Revenue Estimates:							20.60	21.30	22.00	23.60	25.20
Revenue per Capita:	50.20	58.56	60.00	65.63	69.26	72.99					
Yearly Growth Rate (94-99): 4.7% assigned											
Projected Revenue per Capita:							76.42	80.01	83.77	87.71	91.83
Resulting Revenue Estimate:							19.9	20.88	22.03	23.16	24.34
Revenue as % of Retail Sales:	0.0042	0.0047	0.0048	0.0053	0.0054	0.0055					
Mean % (94-99) 0.00550%											
Resulting Revenue Estimate:							19.3	19.8	20.4	20.9	22.0
MEAN REVENUE ESTIMATE:							19.9	20.7	21.5	22.6	23.8

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.249	0.251	0.253	0.256	0.257	0.258	0.260	0.261	0.263	0.264	0.265
Retail Sales (billions):	3.00	3.10	3.20	3.20	3.30	3.40	3.50	3.60	3.70	3.80	4.00

Below-the-Line Listening Shares:	2.9
Unlisted Station Listening:	16.1
Total Lost Listening:	19
Available Share Points:	81
Number of Viable Stations:	13
Average Share Points per Viable Station:	6.2
Rev. per Available Share Point:	\$232,099
Estimated Rev. for Mean Station:	\$1,439,000
Average HH Income:	\$41,973
Average Age:	36.8
Average Education:	13
Average Home Value:	\$145,300
Population Change (1998-2003):	2.8
Retail Sales Change (1998-2003):	15
Cable Penetration:	77
Number of Class B or C FMs:	11

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan although some stations do not participate. Managers predict 5 to 7% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 97.9	<\$20: 20.9	12-to-24 20.0	Non High School Grad: 14.9
Black: 0.8	\$20-\$49.9: 37.9	25-to-54 53.9	High School Grad: 31.6
Amer. Indian: 0.2	\$50-\$99.9: 31.8	55-plus 26.0	College 1-3 years: 26.0
Asian/Pac. Isl.: 1.1	\$100+: 9.4		College 4+ years: 27.6
Hispanic: * 0.8			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Paper		Peoples Heritage Fin.	LL Bean 198
Food Processing		UNUMProvident Corp.	
Shoes and Boots		Hannaford Bros. Company	

INC 500 Companies

Employment Breakdowns

By Industry:

Portland, ME MSA Total

1 Retail Trade	25,123	19.33%
2 Health Svcs.	12,566	9.67%
3 Fin., Ins. & Real Estate	12,180	9.37%
4 Educational Svcs.	11,724	9.02%
5 Other Prof. Svcs.	10,891	8.38%
6 Manufac., Durables	9,236	7.11%
7 Construction	8,141	6.26%
8 Manufac., Non-Durables	8,022	6.17%
9 Wholesale Trade	6,633	5.10%
10 Bus. & Repair Svcs.	5,541	4.26%
Total Metro Employees	129,971	
Top 10 Total Employees	110,057	84.68%

By Occupation:

Professional	21,759	16.74%
Admin. Support/Clerical	21,394	16.46%
Exec., Admin. & Managerial	17,784	13.68%
Sales	16,840	12.96%
Svc., Exclud. Protective & HH	14,351	11.04%
Precis. Produc./Craft/Repair	13,378	10.29%
Machine Oprs., Fab., Assemb., & Inspec.	6,475	4.98%
Technicians & Support	4,634	3.57%
Transportation & Moving	4,597	3.54%
Handlers, Cleaners, Help., Laborers	4,382	3.37%

NOTE:

Largest Local Banks (Assets \$000,000)

Peoples Heritage Svgs Bk	\$4,338
Fleet Bk of Maine	\$1,987
Gorham Savings Bank	\$331
Maine Bank & Trust Company	\$219
Coastal Bank	\$186
BankBoston Maine, NA	\$36

Colleges and Universities (# of Students)

U. of New England	2,501
Southern Maine Technical Coll.	1,605
Central Maine Technical Coll.	786
Andover Coll.	520
Mid-State Coll.	430
Maine C of Art (and more)	325
Total Students (FT & PT)	7,909

Military Bases (# of personnel)

NAS, Brunswick	2,995
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Unemployment

Jun 79:	5.70%	Jul 90:	3.00%
Dec 82:	6.20%	Jul 91:	5.20%
Sep 83:	6.00%	Jul 92:	3.90%
Sep 84:	3.20%	Jul 93:	4.50%
Aug 85:	2.50%	Jul 94:	3.70%
Aug 86:	2.40%	Jul 95:	3.20%
Aug 87:	2.00%	Jul 96:	2.50%
Aug 88:	1.40%	Aug 98:	1.90%
Jul 89:	1.60%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Creative Design
Burgess
O'Neil Griffin

Viable Stations

WBLM-F	WGAN	WMGX-F	WTHT-F
WBQW-F (1/2)	WHOM-F	WMWX-F (1/2)	WYNZ-F
WCLZ-F	WJBQ-F	WPOR-AF	WZAN (1/2)
WCYY-FF	WLAM-AF	WRED-F (1/2)	

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Citadel Communications Corp.: WBLM FM, WHOM FM, WCYY FF, WJBQ FM, WTPN FM	\$8,580,000	45.6
2 Saga Communications, Inc.: WMGX FM, WPOR FM, WGAN AM, WYNZ FM, WZAN AM, WBAE AM	\$7,830,000	41.6
3 Harron Communications: WTHT FM, WMWX FM, WLAM AF	\$1,890,000	10.1
4 Mariner Broadcasting, LP: WBQW FM	\$450,000	2.4
5 Atlantic Coast Radio: WJAE AM	\$110,000	0.6

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WCSH-TV	Portland	6	NBC	Gannett	
WMTW-TV	Poland Spring	8	ABC	Harron	
WCBB	Augusta	10	PBS	ME PTV	
WGME-TV	Portland	13	CBS	Sinclair	
WMPX-TV	Waterville	23	PAX	Paxson	
WPME	Lewiston	35	UPN		Pegasus
WPXT	Portland	51	FOX	Pegasus	

Major Daily Newspapers

	AM	PM	Sun	Owner
Press Herald;				
Maine Sunday Telegram	75,686		124,892	Seattle Times Co. (Blethen Maine)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$40,500,000	38%	0.0119
Radio	\$18,800,000	18%	0.0055
Newspaper	\$40,000,000	38%	0.0118
Outdoor	\$3,400,000	3%	0.0010
Cable TV	\$3,000,000	3%	0.0009
Media Total	\$105,700,000		0.0311

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1992				
1992	WCLZ A/F (Brunswick)			
1993	WYNZ A/F	From Buckley	to Saga	\$850,000
1994	WCLZ A/F (Brunswick)		Sold to MEG	\$525,000
1995	WLPZ, WCSO-F	From Atlantic Morris	to Barnstable	\$1,900,000
1996	WPOR A/F		Sold to Saga	\$10,000,000
1996	WLPZ, WCSO-F, WHOM-F	Traded by Barnstable	to Fuller-Jeffrey	KJJY in Des Moines
1997	WPKM-F		Sold to Mariner	\$1,025,000
1998	WCLZ-AF		Sold to Fuller-Jeffrey	\$3,199,000
30-Apr-99	WBLM FM, WCLZ FM, WCYI FM, WCYY FM, WHOM FM, WJBQ FM	Fuller-Jeffrey	Citadel	Group: \$63,500,000
9-Jun-99	WJAE AM, WJJB AM	Fuller-Jeffrey	Atlantic Coast Radio	
9-Jun-99	WRED FM	Vacationland Bcstg.	Atlantic Coast Radio	
7-Jul-99	WLOB AM	Carter Broadcasting Corp.	Catholic Family Radio	Group: \$20,000,000 est.
17-Nov-99	WLAM AM, WLAM FM, WMWX FM, WTHT FM	Down East Broadcasting	Harron Communications	Group: \$12,000,000
17-Jan-00	WLOB AM	Carter Broadcasting Corp.	Catholic Family Radio	Group: Sale cancelled

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WBLM FM	CL AOR	\$3,400,000	18.1
2 WMGX FM	AC	\$3,000,000	16.0
3 WHOM FM	SAC	\$2,600,000	13.8
4 WPOR FM	C	\$2,200,000	11.7
5 WGAN AM	FS/T	\$1,200,000	6.4
6 WYNZ FM	O	\$950,000	5.1
7 WCYY FF	AOR/NR	\$900,000	4.8
8 WJBQ FM	CHR	\$880,000	4.7
9 WTPN FM	AC/NR	\$800,000	4.3
10 WTHT FM	C	\$780,000	4.1
11 WMWX FM	AC/CHR	\$650,000	3.5
12 WZAN AM	T	\$480,000	2.6
13 WLAM AF	ST	\$460,000	2.4
14 WBQW FM	CL	\$450,000	2.4
15 WJAE AM	SPRTS	\$110,000	0.6

NOTE: About 40% of WHOM's revenue comes from outside of the Portland market.

Market's Best

Best Restaurants: Fore Street, Roma, Street and Company.

Best Hotels: Portland Regency, Inn By The Sea, Marriott.

Best Golf Courses: Portland CC, Sable Oaks.

WEATHER DATA

Elevation:	43
Annual Precipitation:	42.2 in.
Annual Snowfall:	74.3 in.
Average Windspeed:	8.8 (S)

	JAN	JUL	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:

1999 ARB Rank: 25	1999 Revenue: \$111,700,000	Manager's Market Ranking (current): 4.1
1999 MSA Rank: 27	Rev per Share Point: \$1,352,300 82.6	Manager's Market Ranking (future) : 4.4
1999 DMA Rank: 25	Population per Station: 64,352 27	
1999 Rev Rank: 22 of 173	1999 Revenue Change: 3.8	Five-year revenue gain % (94-99): 72.9

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	64.6	72.4	86.4	91.8	107.5	111.7					
Yearly Growth Rate (94-99): 7.4%	assigned										
Projected Revenue Estimates:							122.30	127.90	132.70	145.50	160.00
Revenue per Capita:	37.88	41.60	48.54	50.44	58.11	59.73					
Yearly Growth Rate (94-99): 5.9%	assigned										
Projected Revenue per Capita:							63.25	66.98	70.93	75.12	79.55
Resulting Revenue Estimate:							120.2	129.94	139.74	149.49	160.69
Revenue as % of Retail Sales:	0.0039	0.0040	0.0046	0.0046	0.0049	0.0047					
Mean % (94-99) 0.00480%											
Resulting Revenue Estimate:							124.5	129.6	134.4	142.1	148.8
							MEAN REVENUE ESTIMATE: 122.3 129.1 135.6 145.7 156.5				

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	1.700	1.730	1.780	1.820	1.840	1.870	1.900	1.940	1.970	1.990	2.020
Retail Sales (billions):	16.60	17.40	18.80	20.00	21.80	23.60	26.00	27.00	28.00	29.60	31.00

Below-the-Line Listening Shares:	0.4
Unlisted Station Listening:	17
Total Lost Listening:	17.4
Available Share Points:	82.6
Number of Viable Stations:	18
Average Share Points per Viable Station:	4.6
Rev. per Available Share Point:	\$1,352,300
Estimated Rev. for Mean Station:	\$6,221,000
Average HH Income:	\$47,609
Average Age:	36.6
Average Education:	12.7
Average Home Value:	\$121,000
Population Change (1998-2003):	8
Retail Sales Change (1998-2003):	35.7
Cable Penetration:	62
Number of Class B or C FMs:	13

Confidence Levels	
1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports to Miller, Kaplan and all viable stations cooperate. Managers expect 7 to 8% revenue gain in 2000.

Socio-Economic Breakdowns

<i>Ethnic</i>	<i>Income (\$000)</i>	<i>Age</i>	<i>Education</i>
White: 91.4	<\$20: 18.1	12-to-24 19.4	Non High School Grad: 15.4
Black: 3.0	\$20-\$49.9: 34.1	25-to-54 56.2	High School Grad: 26.8
Amer. Indian: 0.9	\$50-\$99.9: 34.7	55-plus 24.4	College 1-3 years: 34.5
Asian/Pac.Isl.: 4.6	\$100+: 13.2		College 4+ years: 23.3
Hispanic: * 5.4			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Shipping	Fred Meyer 104	Nike, Inc.	North Pacific Group 214
Ship Building	Nike 166	Willamette Industries	RB Pamplin 266
Electronics	Pacificorp 168		Holiday Retirement 351
Lumber	UNUM 337		Columbia Forest Products 365
Paper	Hannaford Bros. 442		Hoffman 466
Clothing	Willamette Industries 410		Hampton Affiliates 469
	Providence		
	CVS 99		
	Textron 144		
	Hasbro 445		

INC 500 Companies

Meridian Technology	124
Research Data Design	152
GWI Software	156
DeMarini Sports	158
Card Capture Services	229
Employment Trends	394
VIA	485

Employment Breakdowns

By Industry:

Portland-Vancouver, OR-WA PMSA Total

1 Retail Trade	156,855	17.00%
2 Manufac., Durables	120,222	13.03%
3 Health Svcs.	73,899	8.01%
4 Educational Svcs.	67,034	7.27%
5 Fin., Ins. & Real Estate	65,370	7.09%
6 Other Prof. Svcs.	63,944	6.93%
7 Construction	54,702	5.93%
8 Wholesale Trade	54,072	5.86%
9 Manufac., Non-Durables	52,980	5.74%
10 Bus. & Repair Svcs.	47,869	5.19%
Total Metro Employees	922,645	
Top 10 Total Employees	756,947	82.04%

By Occupation:

Admin. Support/Clerical	146,990	15.93%
Professional	133,734	14.49%
Exec., Admin. & Managerial	122,857	13.32%
Sales	115,804	12.55%
Precis. Produc./Craft/Repair	102,588	11.12%
Svc., Exclud. Protective & HH	97,691	10.59%
Machine Oprs., Fab., Assemb., & Inspec.	58,340	6.32%
Transportation & Moving	39,500	4.28%
Handlers, Cleaners, Help., Laborers	36,990	4.01%
Technicians & Support	32,291	3.50%

NOTE:

Largest Local Banks (Assets \$000,000)

First Independent Bank	\$547
Pioneer Trust Bank, NA	\$181
First Consumers Natl Bk	\$180
Clackamas County Bank	\$142
Bk of the Northwest	\$135
Bank of Salem	\$84
The Merchants Bank	\$76
Northern Bank of Commerce	\$65

Colleges and Universities (# of Students)

Portland State U.	15,139
Portland CC	13,523
Mount Hood CC	6,428
Clackamas CC	4,849
Chemeketa CC	4,232
Clark Coll.	4,084
Lewis & Clark Coll.	2,926
(and more)	
Total Students (FT & PT)	62,741

Military Bases (# of personnel)

Unemployment

Jun 79:	5.40%	Jul 91:	4.70%
Dec 82:	7.80%	Jul 92:	6.40%
Sep 83:	9.00%	Jul 93:	6.40%
Sep 84:	7.40%	Jul 94:	4.20%
Aug 85:	7.00%	Jul 95:	3.60%
Aug 86:	7.50%	Jul 96:	4.00%
Aug 87:	5.40%	Jul 98:	4.30%
Aug 88:	4.60%	Aug 98:	4.30%
Jul 90:	4.60%	Dec 99:	3.50%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

CB & S	INS
Gerber	Western Int.
Borders, Perrin	
McCann Erickson	

Viable Stations

KBBT-F	KKCW-F	KKSN-F	KUFO-F
KEWS	KKJZ-F	KNRK-F	KUPL-F
KEX	KKRZ-F	KOTK (1/2)	KWJJ-F
KFXX	KKSN (1/2)	KRSK-F	KXJM-F
KGON-F			KXL
KINK-F			

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KATU	Portland	2	ABC	Fisher	
KOIN-TV	Portland	6	CBS	Lee	
KGW-TV	Portland	8	NBC	Belo	
KOPB-TV	Portland	10	PBS	OR Pub. Bcstg.	
KPTV	Portland	12	UPN	Chris-Craft/BHC	
KPXG	Salem	22	PAX	Paxson	
KWBP-TV	Salem	32	WB	ACME	
KPDX	Vancouver, WA	49	FOX	Meredith	

Major Daily Newspapers

	AM	PM	Sun	Owner
Oregonian	346,593		436,111	Newhouse

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$202,600,000	39%	0.0086
Radio	\$111,700,000	22%	0.0047
Newspaper	\$178,000,000	34%	0.0075
Outdoor	\$16,000,000	3%	0.0007
Cable TV	\$11,000,000	2%	0.0005
Media Total	\$519,300,000		0.0220

NOTE: Use Newspaper and Outdoor estimates with caution.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KKCW FM	AC	\$11,900,000	10.7
2 KKRZ FM	CHR	\$11,725,000	10.5
3 KGON FM	CL AOR	\$10,000,000	9.0
4 KUPL FM	C	\$9,600,000	8.6
5 KKSN FM	O	\$8,375,000	7.5
6 KUFO FM	AOR	\$7,600,000	6.8
7 KINK FM	AOR/P	\$7,500,000	6.7
8 KEX AM	FS	\$6,070,000	5.4
9 KWJJ FM	C	\$5,400,000	4.8
10 KXL AM	N/T	\$5,200,000	4.7
11 KRSK FM	AC/CHR	\$4,950,000	4.4
12 KBBT FM	AC/NR	\$4,440,000	4.0
13 KNRK FM	AOR/NR	\$3,875,000	3.5
14 KKJZ FM	J	\$3,500,000	3.1
15 KEWS AM	N/T	\$3,000,000	2.7
16 KFXX AM	SPRTS	\$2,760,000	2.5
17 KXJM FM	CHR/U	\$2,420,000	2.2
18 KOTK AM	T	\$1,490,000	1.3
19 KUIK AM	T	\$1,024,000	0.9
20 KPQ AF	REL	\$1,000,000	0.9
21 KKSN AM	ST	\$448,000	0.4
22 KUPL AM	C/O	\$100,000	0.1

Market's Best

Best Restaurants: Jake's (Seafood), Atwaters, Pazzo's (Italian), Zefiro's (Continental), Couch Street.

Best Hotels: Heathman, Benson, Governor, Alexis.

Best Golf Courses: Columbia-Edgewater, Portland GC, Riverside CC, Waverly CC, Royal Oaks CC, Pumpkin Ridge (Cornelius).

NOTE:

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	74.0	\$82,048,000	8.4
National	26.0	\$29,279,000	-0.6

Highest Billing Radio Entities
(includes duopolles and combos)

	Combined Revenue	Revenue Share
1 Clear Channel Communications: KKCW FM, KKRZ FM, KEX AM, KEWS AM, KKLQ FM	\$32,695,000	29.3
2 CBS/Infinity: KUPL FM, KUFO FM, KINK FM, KBBT FM, KKJZ FM, KUPL AM	\$32,740,000	29.3
3 Entercom: KGON FM, KKSJ FM, KRSK FM, KNRK FM, KFXX AM, KKSJ AM, KSLM AM	\$30,408,000	27.2
4 Rose City Radio: KXL AM, KXJM FM	\$7,620,000	6.8
5 Fisher Broadcasting, Inc.: KWJJ FM, KOTK AM	\$6,890,000	6.2
6 Salem Communications Corp.: KPDQ AF	\$1,000,000	0.9
7 Dolphin Communications, Inc.: KUIK AM	\$1,024,000	0.9

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1993				
1993	KMXI-F (Lake Oswego)	From Fairmont	to BayCom	\$3,625,000
1993	KUPL A/F	From Scripps-Howard	to BayCom	\$23,000,000
1994	KZRC, KXYQ-F	From Van Halen	to Trumper	\$5,600,000
1994	KWJJ A/F	From Park	to Tomlin/Knapp	\$12,000,000
1995	KKCW-F	From Trumper	to Citicasters	\$30,000,000
1995	KXYQ-F (Salem)	From Trumper	to Heritage	\$7,000,000
1995	KMUZ-F (Camas)		Sold to Apogee	\$3,500,000
1995	KDBX-F (Banks)		Sold to Salem	\$1,300,000
1995	KUPL (1330)	From Baycom	to Crawford	\$2,000,000
1995	KFXX, KMUZ-F, KGON-F	From Apogee	to Entercom	\$24,500,000
1995	KXYQ (Milwaukee)	Sold by Heritage		\$200,000
1996	KEX	From Citicasters	to Jacor	\$20,300,000
1996	KKCW-F	From Citicasters	to Jacor	\$38,400,000
1996	KKRZ-F	From Citicasters	to Jacor	\$24,500,000
1996	KBBT, KUFO-F	From Henry	to Amer. Radio	\$34,000,000
1996	KKJZ-F	From BayCom	to Amer. Radio	\$16,000,000
1996	KUPL-F	From BayCom	to Amer. Radio	\$34,000,000
1996	KDBX-F (Banks)	From Salem	to Amer. Radio	\$14,000,000
1996	KWJJ A/F	From Tomlin/Park	to Fisher	\$35,000,000
1997	KOTK	From EXCL	to Jacor	\$8,300,000
1997	KINK-F	From EXCL	to ARS	Trade
1997	KKSJ	From Heritage	to Sinclair TV	\$3,800,000
1997	KKRH-F	From Heritage	to Sinclair TV	\$20,000,000
1997	KKSJ-F	From Heritage	to Sinclair TV	\$33,500,000
1997	KKKEY			\$345,000
1997	KBBT-F	From ARS	to CBS	\$22,000,000
1997	KINK-F	From ARS	to CBS	\$34,000,000
1997	KKJZ-F	From ARS	to CBS	\$24,000,000
1997	KUFO-F	From ARS	to CBS	\$38,000,000
1997	KUPL-AF	From ARS	to CBS	\$43,000,000
1997	KKRH-F	From Sinclair TV	to Entercom	\$26,300,000
1997	KKSJ	From Sinclair TV	to Entercom	\$4,800,000
1997	KKSJ-F	From Sinclair TV	to Entercom	\$44,400,000
1998	KKRH-F/KKSJ-AF	From Sinclair BG	to Entercom	\$126,500,000
1998	FM CP		Sold to Jacor	\$20,600,000
1998	KSLM (1390: Salem)		Sold to Entercom	\$605,000
1998	KXL-AF	From Les Smith	to Paul Allen	\$55,000,000
1998	KEWS AM, KEX AM, KKCW FM, KKRZ FM, KKLQ FM	From Jacor	to Clear Channel	
1998	KVAN			\$1,650,000
23-Feb-00	KGUY AM	KGUY, LLC	Spartan Media, Inc.	\$600,000

WEATHER DATA

Elevation:			21
Annual Precipitation:			38.0 in.
Annual Snowfall:			7.5 in.
Average Windspeed:			7.8 (NW)
		TOTAL YEAR	
Avg. Max. Temp:	JAN 43.6	JUL 79.0	61.6
Avg. Min. Temp:	32.5	55.2	43.6
Average Temp:	38.1	67.1	52.6

1999 ARB Rank: 117	1999 Revenue: \$15,600,000	Manager's Market Ranking (current): 2.5
1999 MSA Rank: 133	Rev per Share Point: \$461,538 33.8	Manager's Market Ranking (future) : 3.1
1999 DMA Rank: 6 (Boston DMA)	Population per Station: 29,742 12	
1999 Rev Rank: 117 of 173	1999 Revenue Change: 9.6	Five-year revenue gain % (94-99): 75.3

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	8.9	9.2	11.6	13.0	14.1	15.6						
Yearly Growth Rate (94-99): 6.1% assigned												
Projected Revenue Estimates:							17.10	18.00	18.50	19.40	21.00	
Revenue per Capita:	24.58	25.00	31.10	34.39	37.40	41.05						
Yearly Growth Rate (94-99): 4.8% assigned												
Projected Revenue per Capita:							43.02	45.08	47.25	49.52	51.89	
Resulting Revenue Estimate:							16.5	17.54	18.71	19.96	21.12	
Revenue as % of Retail Sales:	0.0021	0.0021	0.0025	0.0027	0.0028	0.0029						
Mean % (94-99) 0.00285%												
Resulting Revenue Estimate:							16.0	16.5	17.4	18.5	19.1	
							MEAN REVENUE ESTIMATE:					16.6 17.4 18.2 19.3 20.4

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.362	0.368	0.373	0.378	0.377	0.380	0.384	0.389	0.396	0.403	0.407
Retail Sales (billions):	4.20	4.30	4.70	4.80	5.10	5.30	5.60	5.80	6.10	6.50	6.70

Below-the-Line Listening Shares:	55
Unlisted Station Listening:	11.2
Total Lost Listening:	66.2
Available Share Points:	33.8
Number of Viable Stations:	6
Average Share Points per Viable Station:	5.6
Rev. per Available Share Point:	\$461,538
Estimated Rev. for Mean Station:	\$2,585,000
Average HH Income:	\$41,982
Average Age:	33.9
Average Education:	12.6
Average Home Value:	\$143,400
Population Change (1998-2003):	6.9
Retail Sales Change (1998-2003):	26.4
Cable Penetration:	NA
Number of Class B or C FMs:	2

Confidence Levels	
1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Managers predict 9 to 10% growth in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 97.9	<\$20: 19.8	12-to-24 20.5	Non High School Grad: 19.9
Black: 0.6	\$20-\$49.9: 40.0	25-to-54 57.7	High School Grad: 32.8
Amer. Indian: 0.2	\$50-\$99.9: 33.2	55-plus 21.8	College 1-3 years: 25.4
Asian/Pac. Isl.: 1.3	\$100+: 7.0		College 4+ years: 21.9
Hispanic: *	1.3		

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
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INC 500 Companies

Direct Lease	154
Lilly Software Associates	238

Employment Breakdowns

By Industry:

Portsmouth-Rochester, NH-ME PMSA Total

1 Retail Trade	10,798	19.24%
2 Manufac., Durables	10,361	18.46%
3 Educational Svcs.	5,756	10.26%
4 Manufac., Non-Durables	4,251	7.58%
5 Health Svcs.	3,944	7.03%
6 Fin., Ins. & Real Estate	3,776	6.73%
7 Construction	3,243	5.78%
8 Other Prof. Svcs.	2,882	5.14%
9 Pub. Admin.	1,925	3.43%
10 Bus. & Repair Svcs.	1,774	3.16%

By Occupation:

Admin. Support/Clerical	8,379	14.93%
Precis. Produc./Craft/Repair	7,926	14.12%
Professional	7,689	13.70%
Exec., Admin. & Managerial	6,642	11.84%
Sales	6,506	11.59%
Svc., Exclud. Protective & HH	5,936	10.58%
Machine Oprs., Fab., Assemb., & Inspec.	5,156	9.19%
Technicians & Support	2,335	4.16%
Handlers, Cleaners, Help., Laborers	2,257	4.02%
Transportation & Moving	1,699	3.03%

Total Metro Employees	56,116
Top 10 Total Employees	48,710 86.80%

NOTE:

Largest Local Banks (Assets \$000,000)
 First Signature Bk & Trust Co. \$199
 Piscataqua Svgs Bk \$145
 Olde Port Bank and Trust \$57

Colleges and Universities (# of Students)
 U. of New Hampshire 12,790
 McIntosh Coll. 770
 Total Students (FT & PT) 13,560

Military Bases (# of personnel)
 Portsmouth Naval Shipyard 471

Unemployment

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations
 WBYY-F (1/2) WQSO-F
 WERZ-F WTSN (1/2)
 WHEB-F WXBB-FF
 WOKQ-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls City of Lic. Chan. Net Owner LMA/JSA

See Boston

Highest Billing Radio Entities (includes duopolies and combos)	Combined Revenue	Revenue Share
1 Clear Channel Communications: WHEB FM, WERZ FM, WQSO FM, WUBB FM, WMYF AM, WGIN AA	\$8,820,000	56.5
2 Citadel Communications Corp.: WOKQ FM, WXBB FF	\$5,600,000	35.9
3 Garrison City Broadcasting, Inc.: WBYY FM, WTSN AM	\$1,140,000	7.3
4 FNX Broadcasting, LLC: WPHX FM	\$110,000	0.7

Major Daily Newspapers	AM	PM	Sun	Owner
Dover Foster's Daily Democrat;				
Foster's Sunday Citizen		25,690	41,599	George Foster & Co. Inc.
Portsmouth Herald	15,266		16,403	Dow Jones (Ottaway)

Media Revenue Estimates	Revenue	%	% of Retail Sales
Television	\$27,000,000	35%	0.0051
Radio	\$15,600,000	20%	0.0029
Newspaper	\$30,700,000	40%	0.0058
Outdoor	\$3,800,000	5%	0.0007
Cable TV	N/A	NM	N/A
Media Total	\$77,100,000		0.0145

Highest Billing Stations		Revenue	Pct.
Calls	Format		
1 WHEB FM	AOR	\$4,600,000	29.5
2 WOKQ FM	C	\$4,400,000	28.2
3 WERZ FM	CHR	\$2,600,000	16.7
4 WXBB FM	CL AOR	\$1,200,000	7.7
5 WQSO FM	O	\$840,000	5.4
6 WBYY FM	SAC	\$600,000	3.8
7 WTSN AM	T	\$540,000	3.5
8 WUBB FM	C	\$380,000	2.4
9 WMYF AM	ST	\$260,000	1.7
10 WGIN AA	T/N	\$140,000	0.9
11 WPHX FM	AOR	\$110,000	0.7

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1993	WZNN, WWEM-F	From Bear	to Precision Media	\$1,025,000
1993	WXBB-F	From Bear	to Fuller-Jeffrey	\$1,000,000
1994	WCQL A/F	From Sunshine	to Knight	\$1,600,000
1995	WZEA-F (Hampton)			\$1,100,000
1997	WCQL	From Knight	t to Capstar	\$700,000
1997	WHEB-F	From Knight	to Capstar	\$13,800,000
1997	WXHT-F	From Knight	to Capstar	\$2,600,000
1997	WSTG-F		Sold to Fuller-Jeffrey	\$1,000,000
1997	WMYF, WZNN, WERZ-F, WQSO-F	From Precision	to ARS	\$6,000,000
1997	WERZ, WQSO-F	From ARS	to Capstar	\$5,500,000
1997	WMYF, WZNN	From ARS	to Capstar	\$500,000
25-Mar-99	WCDQ FM, WSME AM	WSME, Inc.	WFNX	\$1,025,000
30-Apr-99	WOKQ FM, WXBB FM, WXBP FM	Fuller-Jeffrey	Citadel	Group: \$63,500,000
22-Mar-00	WLKZ FM	Fifth Estate	Tele-Media	\$1,700,000

Market's Best

Best Restaurants: Anthony Alberto's, Oar House, Dolphin Striker, The Metro.

Best Hotels: Sheraton, Sise Inn, Marriott Residence Inn.

NO WEATHER DATA AVAILABLE

NOTE:

Providence

1999 ARB Rank: 33	1999 Revenue: \$48,100,000	Manager's Market Ranking (current): 2.9
1999 MSA Rank: 66	Rev per Share Point: \$686,163 70.1	Manager's Market Ranking (future) : 3.4
1999 DMA Rank:49 (w/New Bedford)	Population per Station: 50,916 25	
1999 Rev Rank: 47 of 173	1999 Revenue Change: 9.2	Five-year revenue gain % (94-99): 52.2

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	31.6	33.5	37.9	40.9	43.7	48.1					
Yearly Growth Rate (94-99): 5.8% assigned											
Projected Revenue Estimates:							52.90	54.30	56.70	59.29	63.80
Revenue per Capita:	34.69	36.75	41.83	45.14	48.13	52.97					
Yearly Growth Rate (94-99): 5.6% assigned											
Projected Revenue per Capita:							55.06	58.14	61.40	64.84	68.47
Resulting Revenue Estimate:							49.8	52.79	55.75	58.87	62.17
Revenue as % of Retail Sales:	0.0046	0.0046	0.0053	0.0057	0.0059	0.0062					
Mean % (94-99) 0.00620%											
Resulting Revenue Estimate:							45.8	50.2	51.5	52.7	55.8
MEAN REVENUE ESTIMATE:							48.5	52.4	54.6	57.0	60.6

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.911	0.907	0.906	0.906	0.908	0.908	0.908	0.908	0.908	0.908	0.908
Retail Sales (billions):	6.90	6.70	7.10	7.20	7.40	7.70	8.00	8.10	8.30	8.50	9.00

Below-the-Line Listening Shares:	20.5
Unlisted Station Listening:	9.4
Total Lost Listening:	29.9
Available Share Points:	70.1
Number of Viable Stations:	12.5
Average Share Points per Viable Station:	5.6
Rev. per Available Share Point:	\$686,163
Estimated Rev. for Mean Station:	\$3,843,000
Average HH Income:	\$39,568
Average Age:	37
Average Education:	12.3
Average Home Value:	\$150,200
Population Change (1998-2003):	0
Retail Sales Change (1998-2003):	15
Cable Penetration:	79
Number of Class B or C FM's:	8

Confidence Levels

1999 Revenue Estimates: Normal
 2000-to-2004 Revenue Estimates: Normal

Comments: Market reports revenue to Miller, Kaplan. WLKW and WPMZ do not participate. Managers call for a 9 to 11% revenue gain in 2000. WWKX-F reported revenue to MK this year for while they did not last year. MK shows a 14.6% growth rate for the market but it is only 10.1% when WWKX-F is factored out.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 93.5	<\$20: 26.1	12-to-24 20.6	Non High School Grad: 30.2
Black: 4.0	\$20-\$49.9: 35.3	25-to-54 50.7	High School Grad: 29.4
Amer. Indian: 0.4	\$50-\$99.9: 30.4	55-plus 28.7	College 1-3 years: 20.9
Asian/Pac. Isl.: 2.0	\$100+: 8.2		College 4+ years: 19.4
Hispanic: * 5.8			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Textiles		Hasbro, Inc.	Gilbane 58
Machinery		Textron, Inc.	
Jewelry		American Power	
Cutlery/Silverware		Conversion	
		CVS Corporation	

INC 500 Companies

Lighthouse Medical Management	190
Qualified Resources	292

Employment Breakdowns

By Industry:

Providence-Fall River-Warwick, RI-MA MSA Total

1 Retail Trade	120,911	17.42%
2 Manufac., Durables	109,865	15.83%
3 Health Svcs.	67,479	9.72%
4 Educational Svcs.	59,743	8.61%
5 Manufac., Non-Durables	55,295	7.97%
6 Fin., Ins. & Real Estate	45,151	6.50%
7 Construction	40,985	5.90%
8 Other Prof. Svcs.	39,283	5.66%
9 Pub. Admin.	30,323	4.37%
10 Wholesale Trade	28,560	4.11%

By Occupation:

Admin. Support/Clerical	113,909	16.41%
Professional	96,345	13.88%
Precis. Produc./Craft/Repair	85,779	12.36%
Exec., Admin. & Managerial	81,294	11.71%
Sales	76,955	11.09%
Svc., Exclud. Protective & HH	76,313	10.99%
Machine Oprs., Fab., Assemb., & Inspec.	66,865	9.63%
Technicians & Support	25,065	3.61%
Handlers, Cleaners, Help., Laborers	24,790	3.57%
Transportation & Moving	23,513	3.39%

Total Metro Employees	694,122
Top 10 Total Employees	597,595 86.09%

NOTE:

Largest Local Banks (Assets \$000,000)

Fleet Natl Bk	\$78,152
Citizens Bk of Rhode Island	\$6,138
Fleet Bank (RI), NA	\$5,462
The Washington Trust Company	\$974
Bank Rhode Island	\$604
Bank of Newport	\$564
Centreville Savings Bank	\$558
First Bk & Tr Co	\$140
PierBank, Inc.	\$60

Colleges and Universities (# of Students)

U. of Rhode Island	13,733
CC of Rhode Island	11,254
Johnson & Wales U.	8,333
Rhode Island Coll.	8,002
Brown U.	7,480
Providence Coll.	5,115
Roger Williams U. (and more)	3,511
Total Students (FT & PT)	64,215

Military Bases (# of personnel)

Nav Ed & Training Ctr	2,172
Nav Undersea Warfare Cntr, Div 122	

Unemployment

Jun 79:	7.10%	Jul 90:	6.90%
Dec 82:	10.10%	Jul 91:	8.20%
Sep 83:	8.10%	Jul 92:	9.70%
Sep 84:	5.30%	Jul 93:	7.00%
Aug 85:	4.30%	Jul 94:	6.90%
Aug 86:	3.70%	Jul 95:	7.50%
Aug 87:	3.50%	Jul 96:	5.20%
Aug 88:	2.60%	Aug 98:	4.30%
Jul 89:	3.90%	Dec 99:	3.50%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations

WBRU-F	WHKK-F (1/2)	WSKO (1/2)	WWLI-F
WCTK-F	WLKW (1/2)	WSNE-F	WWRX-F
WHJJ	WPRO	WWBB-F	
WHJY-F	WPRO-F	WWKX-F	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WJAR	Providence	10	NBC	NBC	
WPRI-TV	Providence	12	CBS	Clear Channel	
WLWC	New Bedford	28	UPN	Straight Line	Paramount
WSBE-TV	Providence	36	PBS	RI PTV	
WNAC-TV	Providence	64	FOX	Sunrise	Clear Channel (JSA)
WPXQ	Block Island	69	PAX	Paxson	

Highest Billing Radio Entities (Includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel Communications: WHJY FM, WSNE FM, WWBB FM, WWRX FM, WHJJ AM	\$22,000,000	45.7
2 Citadel Communications Corp.: WWLI FM, WPRO FM, WPRO AM, WHKK FF, WSKO AM	\$16,570,000	34.4
3 Hall Communications, Inc.: WCTK FM	\$3,100,000	6.4
4 Back Bay Broadcasters, Inc.: WWKX FM, WLKW AM, WAKX FM	\$2,920,000	6.1
5 Brown Broadcasting Service, Inc.: WBRU FM	\$2,200,000	4.6
6 Video Mundo Broadcasting Co., LLC: WPMZ AM	\$425,000	0.9

Major Daily Newspapers

	AM	PM	Sun	Owner
Journal: Sunday Journal	167,381		239,193	A H Belo Corp.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$81,000,000	36%	0.0105
Radio	\$48,100,000	21%	0.0062
Newspaper	\$80,900,000	36%	0.0105
Outdoor	\$8,400,000	4%	0.0011
Cable TV	\$6,500,000	3%	0.0008
Media Total	\$224,900,000		0.0291

Highest Billing Stations

	Calls	Format	Revenue	Pct.
1	WHJY FM	AOR	\$7,400,000	15.4
2	WWLI FM	SAC	\$5,700,000	11.9
3	WPRO FM	CHR	\$5,600,000	11.6
4	WSNE FM	AC	\$5,500,000	11.4
5	WWBB FM	O	\$4,200,000	8.7
6	WWRX FM	CL AOR	\$3,200,000	6.7
7	WCTK FM	C	\$3,100,000	6.4
8	WPRO AM	T	\$3,100,000	6.4
9	WWKX FM	CHR	\$2,400,000	5.0
10	WBRU FM	AOR/NR	\$2,200,000	4.6
11	WHJJ AM	N/T	\$1,700,000	3.5
12	WHKK FF	CL HITS	\$1,400,000	2.9
13	WSKO AM	SPRTS	\$770,000	1.6
14	WLKW AM	ST	\$520,000	1.1
15	WPMZ AM	SP	\$425,000	0.9

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Providence				
Major Radio Station Sales Since 1994				
1994	WSNE-F	From Beck-Ross	to Liberty	\$7,800,000
1994	WHJJ, WHJY-F	From Griffin	to Liberty	Price NA
1995	WWRX-F	From Westerly	to Radio Equity	\$10,000,000
1995	WICE		Sold to Back Bay	\$720,000
1995	WHJJ, WHJY-F, WSNE-F	From Liberty	to Multimarket	\$34,900,000
1995	WADK, WOTB-F (Exurban Prov.)		Sold to Bear	\$1,915,000
1996	WWBB-F	From Radio Equity	to Clear Channel	\$14,900,000
1996	WWRX-F	From Radio Equity	to Clear Channel	\$12,000,000
1997	WLKW	From Telemedia	to Citadel	\$2,000,000
1997	WPRO	From Telemedia	to Citadel	\$6,500,000
1997	WPRO-F	From Telemedia	to Citadel	\$17,400,000
1997	WWLI-F	From Telemedia	to Citadel	\$20,000,000
1997	WPJB-F (102.7)		Sold to Back Bay	\$1,000,000
1997	WDGE-F/WDGF-F	From Urso	to Citadel	\$8,500,000
1997	WHJJ	From SFX	to Hicks/Chancellor	\$10,000,000
1997	WHJY-F	From SFX	to Hicks/Chancellor	\$46,000,000
1997	WSNE-F	From SFX	to Hicks/Chancellor	\$26,000,000
1998	WRCP		Sold to Boson University	\$1,975,000
1998	WKFD		Sold to WJVF Hope Valley	\$75,000
2-Mar-99	WNRI AM			\$850,000
7-Jul-99	WRIB AM	Carter Broadcasting Corp.	Catholic Family Radio	Group: \$20,000,000 est.
14-Jul-99	WADK AM	Bear Broadcasting	Astro Tele-Communications	With WERI FM \$1,800,000
20-Sep-99	WOON AM	Willow Farm, Inc.	O-N Broadcasting	\$380,000
3-Nov-99	WAKX FM, WLKW AM, WWKX FM	Back Bay Broadcasters	AAA Entertainment, Inc.	Group: price NA
17-Jan-00	WRIB AM	Carter Broadcasting Corp.	Catholic Family Radio	Group: Sale cancelled
16-Mar-00	WWRX FM	Clear Channel	MCC Broadcasting, Inc.	AMFMCCU est. \$16,000,000

Market's Best

Best Hotels: Westin, Omni Biltmore, Marriott.

Best Golf Courses: Wannamoisett (Rumford), Metacomet, Rhode Island CC, Pawtucket CC, Newport CC.

WEATHER DATA

Elevation:	51
Annual Precipitation:	40.9 in.
Annual Snowfall:	37.8 in.
Average Windspeed:	10.8

(SW)

	JAN	JUL	TOTAL YEAR
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

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	71.2	\$33,454,000	16.2
National	28.8	\$13,378,000	9.7

NOTE: Trade equals 14.1% of local. In 1998 it was also 14.1%.

1999 ARB Rank: 48	1999 Revenue: \$74,700,000	Manager's Market Ranking (current): 4.3
1999 MSA Rank: 54	Rev per Share Point: \$1,013,569 73.7	Manager's Market Ranking (future) : 4.4
1999 DMA Rank: 30	Population per Station: 40,948 23	
1999 Rev Rank: 35 of 173	1999 Revenue Change: 10.7	Five-year revenue gain % (94-99): 116.5

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	34.5	40.4	50.0	53.7	66.7	74.7					
Yearly Growth Rate (94-99): 7.9% assigned											
Projected Revenue Estimates:							84.00	89.00	95.00	100.90	109.30
Revenue per Capita:	34.32	40.00	48.07	50.67	61.20	66.11					
Yearly Growth Rate (94-99): 6.4% assigned											
Projected Revenue per Capita:							70.34	74.84	79.63	84.73	90.15
Resulting Revenue Estimate:							81.6	88.31	95.56	104.22	112.69
Revenue as % of Retail Sales:	0.0037	0.0040	0.0042	0.0042	0.0048	0.0049					
Mean % (94-99) 0.00485%											
Resulting Revenue Estimate:							81.4	85.4	91.2	100.9	104.8
							MEAN REVENUE ESTIMATE:				
							82.3	87.6	93.9	102.0	108.9

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.980	1.010	1.040	1.060	1.090	1.130	1.160	1.180	1.200	1.230	1.250
Retail Sales (billions):	9.20	10.30	11.90	12.80	13.90	15.20	16.80	17.60	18.80	20.80	21.60

Below-the-Line Listening Shares:

Unlisted Station Listening:	5.2
Total Lost Listening:	21.1
Available Share Points:	26.3
Number of Viable Stations:	73.7
Average Share Points per Viable Station:	12.5
Rev. per Available Share Point:	5.9
Estimated Rev. for Mean Station:	\$1,013,569
Average HH Income:	\$5,980,000
Average Age:	\$46,899
Average Education:	34.9
Average Home Value:	12.5
Population Change (1998-2003):	\$122,600
Retail Sales Change (1998-2003):	12.4
Cable Penetration:	49.2
Number of Class B or C FM's:	62
	12

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. WWND-F is the only viable station which does not cooperate. Managers predict 9 to 10% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 72.9	<\$20: 20.3	12-to-24 22.3	Non High School Grad: 19.1
Black: 24.0	\$20-\$49.9: 33.3	25-to-54 57.4	High School Grad: 22.9
Amer. Indian: 0.3	\$50-\$99.9: 32.7	55-plus 20.3	College 1-3 years: 25.4
Asian/Pac. Isl.: 2.7	\$100+: 13.6		College 4+ years: 32.6
Hispanic: * 2.6			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries

Research
Government
Electronics
Tobacco

Fortune 500 Companies

Carolina Power & Light465

Forbes 500 Companies

CCB Financial Corporation
Carolina Power & Light Co.
First Citizen Bancshr. NC

Forbes Largest Private Companies

General Parts	142
SAS Institute	252
Swiftly Serve/1998	253
Variety Wholesalers	291

INC 500 Companies

Research Triangle Con.	130
Health Decisions	172
Clarkston-Potomac Grp	256
Relocation Mgt Res.	268
DB Basics	318
MicroMass Comms	481

Employment Breakdowns

By Industry:

Raleigh-Durham-Chapel Hill, NC MSA Total

1 Retail Trade	90,492	14.89%
2 Educational Svcs.	68,122	11.21%
3 Manufac., Durables	59,194	9.74%
4 Health Svcs.	52,285	8.60%
5 Other Prof. Svcs.	47,193	7.76%
6 Manufac., Non-Durables	40,801	6.71%
7 Construction	40,003	6.58%
8 Fin., Ins. & Real Estate	38,926	6.40%
9 Pub. Admin.	32,768	5.39%
10 Wholesale Trade	31,215	5.14%

By Occupation:

Professional	111,382	18.33%
Admin. Support/Clerical	100,270	16.50%
Exec., Admin. & Managerial	85,871	14.13%
Sales	70,691	11.63%
Precis. Produc./Craff/Repair	61,136	10.06%
Svc., Exclud. Protective & HH	53,047	8.73%
Technicians & Support	38,396	6.32%
Machine Oprs., Fab., Assemb., & Inspec.	31,586	5.20%
Handlers, Cleaners, Help., Laborers	17,324	2.85%
Transportation & Moving	16,855	2.77%

Total Metro Employees	607,800
Top 10 Total Employees	500,999 82.43%

NOTE:

Largest Local Banks (Assets \$000,000)

First-Citizens Bk & Tr Co	\$9,044
Central Carolina Bk & Tr Co	\$6,583
Triangle Bank	\$1,900
The Fidelity Bk	\$695
Four Oaks Bank & Trust Company	\$216
Mechanics & Farmers Bk	\$150
Capital Bank	\$126

Colleges and Universities (# of Students)

North Carolina State U.	25,616
U. of North Carolina at Chapel Hill	23,773
Duke U.	11,411
North Carolina Central U.	5,619
Wake Technical CC	5,268
Durham Technical CC	3,569
Shaw U.	2,451
(and more)	
Total Students (FT & PT)	83,596

Military Bases (# of personnel)

Seymour Johnson AFB	4,645
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Unemployment

Jun 79:	3.60%	Jul 90:	2.80%
Dec 82:	4.30%	Jul 91:	3.60%
Sep 83:	4.00%	Jul 92:	4.40%
Sep 84:	3.30%	Jul 93:	3.60%
Aug 85:	2.90%	Jul 94:	3.50%
Aug 86:	3.40%	Jul 95:	2.80%
Aug 87:	3.10%	Jul 96:	2.40%
Aug 88:	2.20%	Aug 98:	1.80%
Jul 89:	2.60%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Lewis Adv.
Arnold, Finnegan
Tate
Finch
C, H & C

Viable Stations

WBBB-F	WKIX-F (1/2)	WQOK-F	WTRG-F
WDCG-F	WKXU-F (1/2)	WRAL-F	WWND (1/2)
WDUR/WNNL-F	WPTF	WRDU-F	
WFXC-FF	WQDR-F	WRSN-F	

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel Communications: WDCG FM, WTRG FM, WRDU FM, WRSN FM	\$31,470,000	42.1
2 Curtis Media Group: WQDR FM, WPTF AM, WBBB FM, WKIX FF, WCHL AM, WCLY AM	\$18,340,000	24.6
3 Radio One: WQOK FM, WFXK FF, WNNL AF	\$12,400,000	16.6
4 WRAL FM, Inc.: WRAL FM	\$9,990,000	13.4
5 Triangle FM Broadcasters, LLC: WWND FM	\$1,200,000	1.6
6 Alchemy Communications, LP #1: WRBZ AM	\$750,000	1

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WUNC-TV	Chapel Hill	4	PBS	U. of NC	
WRAL-TV	Raleigh	5	CBS	Capitol	
WTVD-TV	Durham	11	ABC	ABC	
WNCN	Goldsboro	17	NBC	NBC	
WLFL-TV	Raleigh	22	WB	Sinclair	
WRDC	Durham	28	UPN	Glencairn	Sinclair
WRAY	Wilson	30	IND	Shop At Home	
WKFT	Fayetteville	40	IND	Bahakel	
WRPX	Rocky Mount	47	PAX	DP Media	
WRAZ-TV	Raleigh	50	FOX		Capitol

Major Daily Newspapers

	AM	PM	Sun	Owner
Raleigh News & Observer	157,634		205,994	McClatchy Co.
Durham Herald-Sun	50,209		59,299	Rollins Family

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$135,000,000	39%	0.0089
Radio	\$74,700,000	22%	0.0049
Newspaper	\$112,000,000	32%	0.0074
Outdoor	\$12,000,000	3%	0.0008
Cable TV	\$11,000,000	3%	0.0007
Media Total	\$344,700,000		0.0227

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WDCG FM	CHR	\$11,900,000	15.9
2 WRAL FM	AC	\$9,990,000	13.4
3 WTRG FM	O	\$8,250,000	11.0
4 WQDR FM	C	\$7,370,000	9.9
5 WQOK FM	B	\$7,200,000	9.6
6 WRDU FM	AOR	\$6,550,000	8.8
7 WPTF AM	FS	\$5,230,000	7.0
8 WRSN FM	AC	\$4,770,000	6.4
9 WFXK FF	BL AC	\$3,360,000	4.5
10 WBBB FM	AOR	\$3,350,000	4.5
11 WKIX FF	C	\$2,390,000	3.2
12 WNNL AF	G	\$1,840,000	2.5
13 WWND FM	J	\$1,200,000	1.6
14 WRBZ AM	SPRTS	\$750,000	1.0

NOTE: Use Newspaper and Outdoor estimates with caution.

Miscellaneous Comments: * Allocation made to Fayetteville market since it is part of Raleigh DMA. Total TV revenue for DMA is estimated at \$157,000,000.

Market's Best

Best Restaurants: Angus Barn, Margaux, Magnolia Grill, Vinnie's.

Best Hotels: Velvet Cloak, Sheraton Imperial, Raleigh Hilton.

Best Golf Courses: Governor's Course, McGregor Downs, Northridge CC, Pinehurst (60 Miles South), Treyburn CC.

WEATHER DATA

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	78.8	\$57,943,000	10.2
National	20.2	\$14,858,000	18.3
Network	1.0	\$699,000	43.2

Elevation:	434		
Annual Precipitation:	45.3 in.		
Annual Snowfall:	7.2 in.		
Average Windspeed:	8.0 (SW)		
		TOTAL	YEAR
Avg. Max. Temp:	JAN 51.0	JUL 87.7	70.4
Avg. Min. Temp:	30.0	67.2	47.8
Average Temp:	40.5	77.5	59.1

NOTE: Trade equals 1.4% of local. In 1998 it was 1.5%.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1990				
1990	WTRG-F	From Capitol (Johnson)	to Joyner	\$5,400,000
1991	WPTF/WQDR-F	Sold by Durham Life		\$9,000,000
1992	WCLY			\$270,000
1993	WZZU-F (Burlington)	From Village	to Prism	\$4,000,000
1993	WDCG-F		Sold to Prism	\$6,500,000
1993	WRDU-F	From Voyager	to Hicks, Muse, Weber	\$14,700,000
1993	WTRG-F	From Joyner	to Hicks, Muse, Weber	\$9,000,000
1994	WCLY (1550)			\$240,000
1994	WTKI		Sold to Vernon Baker	\$320,000
1995	WRDU-F, WTRG-F	From HMW	to SFX	\$28,000,000
1996	WFXK-F	From Osborn	to Pinnacle	\$5,900,000
1996	WNND-F		Sold to Ragan Henry	\$7,500,000
1996	WNND-F	From Ragan Henry	to Clear Channel	\$7,500,000
1996	WKIX-F	From Alchemy	to Curtis	\$16,000,000
1996	WCLY		Sold to Mortenson	\$350,000
1997	WDUR/WFXC-F/WFXK-F	From Pinnacle	to Clear Channel	\$20,000,000
1997	WPXX-F (106.7: Semora, NC)		Sold to Pinnacle	\$3,000,000
1997	WLLE		Sold to Mortenson	\$525,000
1997	WCHL	From Village	to Curtis	\$400,000
1997	WDCG-F	From SFX	to Hicks/Chancellor	\$45,000,000
1997	WRDU-F	From SFX	to Hicks/Chancellor	\$50,000,000
1997	WRSN-F	From SFX	to Hicks/Chancellor	\$20,000,000
1997	WTRG-F	From SFX	to Hicks/Chancellor	\$41,000,000
1998	WWND-F (interest)		Sold to Curtis	\$495,975
10-Feb-99	WCLY AM	Mortenson	Curtis Media Group	with WRDT: \$1,000,000
10-Feb-99	WRDT AM	Mortenson	Curtis Media Group	with WCLY: \$1,000,000
13-Mar-00	WFXC FM, WFXK FM, WQOK FM, WNNL FM	Clear Channel	Radio One/AMF/CCU divestiture. Group transaction: price NA	

Reno

1999 ARB Rank: 128	1999 Revenue: \$19,600,000	Manager's Market Ranking (current): 2.9
1999 MSA Rank: 157	Rev per Share Point: \$214,208 91.5	Manager's Market Ranking (future) : 3.4
1999 DMA Rank: 117	Population per Station: 13,004 24	
1999 Rev Rank: 93 of 173	1999 Revenue Change: 9.2	Five-year revenue gain % (94-99): 71.9

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	11.4	12.9	14.0	15.9	17.8	19.6					
Yearly Growth Rate (94-99): 6.2% assigned											
Projected Revenue Estimates:							21.60	22.50	23.70	25.00	26.50
Revenue per Capita:	39.72	43.43	46.05	50.63	56.87	61.64					
Yearly Growth Rate (94-99): 5.2% assigned											
Projected Revenue per Capita:							64.85	68.22	71.77	75.50	79.43
Resulting Revenue Estimate:							21.1	22.72	24.26	25.97	27.56
Revenue as % of Retail Sales:	0.0035	0.0036	0.0038	0.0041	0.0043	0.0044					
Mean % (94-99): 0.00435%											
Resulting Revenue Estimate:							21.3	22.2	23.1	24.8	26.1
							MEAN REVENUE ESTIMATE:				
							21.3	22.5	23.7	25.3	26.7

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.287	0.297	0.304	0.314	0.318	0.318	0.325	0.333	0.338	0.344	0.347
Retail Sales (billions):	3.30	3.60	3.70	3.90	4.10	4.50	4.90	5.10	5.30	5.70	6.00

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:	14
Average Share Points per Viable Station:	6.5
Rev. per Available Share Point:	\$214,208
Estimated Rev. for Mean Station:	\$1,392,000
Average HH Income:	\$47,377
Average Age:	36.7
Average Education:	12.8
Average Home Value:	\$155,100
Population Change (1998-2003):	10.1
Retail Sales Change (1998-2003):	37.9
Cable Penetration:	69
Number of Class B or C FMs:	12

Confidence Levels	
1999 Revenue Estimates:	Much Below Normal
2000-to-2004 Revenue Estimates:	Much Below Normal

Comments: Market reports revenue to Miller, Kaplan although quite a few stations do not cooperate.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 89.6	<\$20: 17.7	12-to-24 18.5	Non High School Grad: 17.4
Black: 2.6	\$20-\$49.9: 34.9	25-to-54 57.8	High School Grad: 27.6
Amer. Indian: 2.2	\$50-\$99.9: 33.6	55-plus 23.6	College 1-3 years: 33.9
Asian/Pac. Isl.: 5.7	\$100+: 13.9		College 4+ years: 21.1
Hispanic: * 14.0			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Tourism		International Game Tech.	
Gambling			

INC 500 Companies

iGo 119

Employment Breakdowns

By Industry:

Reno, NV MSA Total

1 Retail Trade	28,502	16.28%	Svc., Exclud. Protective & HH	30,255	17.28%
2 Personal Svcs.	17,341	9.90%	Admin. Support/Clerical	29,397	16.79%
3 Entertain. & Rec. Svcs.	16,204	9.25%	Sales	22,710	12.97%
4 Health Svcs.	12,827	7.33%	Exec., Admin. & Managerial	22,671	12.95%
5 Construction	11,976	6.84%	Professional	20,876	11.92%
6 Fin., Ins. & Real Estate	11,259	6.43%	Precis. Produc./Craft/Repair	16,932	9.67%
7 Other Prof. Svcs.	10,767	6.15%	Transportation & Moving	7,174	4.10%
8 Educational Svcs.	10,529	6.01%	Handlers, Cleaners, Help., Laborers	6,519	3.72%
9 Transportation	9,120	5.21%	Technicians & Support	6,096	3.48%
10 Bus. & Repair Svcs.	8,501	4.85%	Machine Oprs., Fab., Assemb., & Inspec.	5,871	3.35%
Total Metro Employees	175,110				
Top 10 Total Employees	137,026	78.25%			

NOTE:

Largest Local Banks (Assets \$000,000)
 Pioneer Citizens Bk of Nevada \$1,076
 Eaglemark Bank, Nat'l Assoc. \$133
 Heritage Bank of Nevada \$42

Colleges and Universities (# of Students)
 U. of Nevada: Reno 11,827
 Truckee Meadows CC 5,174
 Western Nevada CC 2,005
 Sierra Nevada Coll. 347
 Morrison College: Reno 126
 Total Students (FT & PT) 19,479

Military Bases (# of personnel)
 Stead Training Site Training Ctr. 1,069
 NAS, Fallon

Unemployment
 Jun 79: 4.40% Jul 90: 4.10%
 Dec 82: 9.20% Jul 91: 4.60%
 Sep 83: 6.70% Jul 92: 6.30%
 Sep 84: 5.20% Jul 93: 5.80%
 Aug 85: 6.00% Jul 94: 5.10%
 Aug 86: 4.20% Jul 95: 5.20%
 Aug 87: 4.80% Jul 96: 4.20%
 Aug 88: 4.10% Aug 98: 3.40%
 Jul 89: 4.70%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Dunn, Reber
 Gustin
 Rose, Glenn
 Doyle, McKenna
 Minar

Viable Stations
 KBUL-F KLCA-F KOZZ-F KRZQ-F
 KCBN (1/2) KNEV-F KPLY (1/2) KSRN-F
 KDOT-F KNHK-F KRNO-F KWNZ-F
 KKOH KODS-F KRNV-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KTVN	Reno	2	CBS	Sarkes Tarzian	
KRNV	Reno	4	NBC		
KNPB	Reno	5	PBS		
KOLO-TV	Reno	8	ABC		
KRXI-TV	Reno	11	FOX	Cox	
KAME-TV	Reno	21	UPN	Ellis	Cox (JSA)
KREN-TV	Reno	27	WB	Pappas	
K52FF	Reno	52	TEL	Telemundo	
KUVR-LP	Reno	68	SPN	Pappas	
Major Daily Newspapers			AM	PM	Sun
Gazette-Journal		67,300			83,750

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Citadel Communications Corp.: KBUL FM, KKOH AM, KNEV FM, KNHK FM	\$7,550,000	38.5
2 Americom Las Vegas, LP: KRNO FM, KODS FM, KLCA FM, KWNZ FM, KPLY AM, KCBN AM	\$5,150,000	26.3
3 Lotus Communications Corp.: KOZZ FM, KDOT FM, KHIT AM, KPTT AM	\$4,400,000	22.4
4 NextMedia: KRZQ FM, KTHX FM, KSRN FM, KHVG FM	\$2,250,000	11.5
5 Entravision: KRNV FM	\$370,000	1.9

Owner

Gannett Co. Inc.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KBUL FM	C	\$3,300,000	16.8
2 KKOH AM	N/T	\$2,325,000	11.9
3 KOZZ FM	CL AOR	\$2,250,000	11.5
4 KDOT FM	AOR	\$1,820,000	9.3
5 KRNO FM	AC	\$1,400,000	7.1
6 KODS FM	O	\$1,350,000	6.9
7 KNEV FM	AC	\$1,100,000	5.6
8 KRZQ FM	AOR/NR	\$1,000,000	5.1
9 KLCA FM	AC/NR	\$980,000	5.0
10 KWNZ FM	CHR	\$930,000	4.7
11 KNHK FM	CL HITS	\$825,000	4.2
12 KTHX FM	AOR/P	\$780,000	4.0
13 KSRN FM	ST	\$470,000	2.4
14 KRNV FM	N/T	\$370,000	1.9
15 KPLY AM	SPRTS	\$280,000	1.4
16 KCBN AM	ST	\$210,000	1.1
17 KHIT AM	SPRTS	\$180,000	0.9
18 KPTT AM	T	\$150,000	0.8

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$36,500,000	36%	0.0081
Radio	\$19,600,000	19%	0.0044
Newspaper	\$32,600,000	32%	0.0072
Outdoor	\$6,300,000	6%	0.0014
Cable TV	\$5,600,000	6%	0.0012
Media Total	\$100,600,000		0.0223

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1992				
1992	KBUL-F		Sold to Citadel	\$1,300,000
1992	KNEV	Sold by John Price		\$300,000
1993	KHIT A/F	From Radio Assoc.	to Lotus	\$750,000
1993	KPLY, KKMRF (Sparks)		Sold to owners of KZAK	\$750,000
1993	KNEV-F		Sold to Citadel	\$500,000
1993	KRZQ-F (Tahoe)	Sold by Texas Commerce Bank		\$850,000
1994	KRNV-F		Sold to owner of KRNV-F	\$600,000
1995	KWNZ-F	From PTI	to KRNO owner	\$1,040,000
1995	KQLO	Sold by Pacific Telecom		\$325,000
1995	KRCV		Sold to Lotus	\$235,000
1995	KCBN, KRNO-F, KWNZ-F		Sold to Patterson	\$4,100,000
1995	KRZQ-F		Sold to Americom	\$1,225,000
1995	KZSR-F (92.9)			\$350,000
1996	KPLY, KQNV-F, KZAK-F		Sold to Americom	\$1,900,000
1996	KSRN-F (Sparks)			\$480,000
1996	KTHX-F (Carson City)		to Susquehanna for Sacramento move-in	\$15,000,000
1996	KZSR-F (92.9)		Sold to Citadel	\$1,300,000
1997	KCBN	From Patterson	to Capstar	\$700,000
1997	KRNO-F	From Patterson	to Capstar	\$3,900,000
1997	KWNZ-F	From Patterson	to Capstar	\$4,800,000
1998	KCBN, KRNO-F, KWNZ-F, WWKX FM	From Capstar	to Americom	Americom's Fresno properties
1998	KTHX-F, KRZQ-F	From Americom	to Salt (Seidenstricker)	\$2,700,000
1998	KSRN-F		Sold to Boyd	\$2,500,000
1998	KWHG-F		Sold to Boyd	\$1,500,000
1998	WHWG-F		Sold to Boyd	\$1,500,000
6-Apr-99	KQLO AM	Universal Broadcasting	Thomas Aquinas School	\$170,000
9-Dec-99	KRZQ FM, KTHX FM	Salt Broadcasting	NextMedia	\$7,000,000
21-Dec-99	KRNV FM	Sunbelt Communications	EXCL	\$14,250,000
31-Jan-00	KRNV FM	EXCL	Entravision	Group transaction: \$250,000,000
2-Feb-00	KHWG FM	Hilltop Church	NextMedia	\$1,300,000
2-Feb-00	KSRN FM	Comstock Media	NextMedia	\$1,175,000
23-Feb-00	KPTL AM, KZZF FM	MB Broadcasting	Moon Broadcasting	\$3,000,100

NOTE:

NOTE: Use the revenue figures for Reno with caution. Unlike most of the other markets, I cannot warrant these.

Market's Best

Best Restaurants: Famous Murphy's, Adele's, Columbo's, Vintage, Harrah's Steakhouse.

Best Hotels: Eldorado, Peppermill, Reno Hilton, Harrah's.

Best Golf Courses: Edgewood Tahoe, Wildcreek (Sparks), Incline Village (Tahoe).

NO WEATHER DATA AVAILABLE

1999 ARB Rank: 57	1999 Revenue: \$48,100,000	Manager's Market Ranking (current): 3.2
1999 MSA Rank: 61	Rev per Share Point: \$565,217 85.1	Manager's Market Ranking (future) : 3.9
1999 DMA Rank:61 (w/Petersburg)	Population per Station: 33,458 24	
1999 Rev Rank: 48 of 173	1999 Revenue Change: 7.7	Five-year revenue gain % (94-99): 41.6

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	34.0	34.7	37.8	40.0	44.4	48.1					
Yearly Growth Rate (94-99): 6.3% assigned											
Projected Revenue Estimates:							52.90	54.50	56.90	60.00	65.30
Revenue per Capita:	36.84	37.31	40.34	42.33	46.39	49.95					
Yearly Growth Rate (94-99): 5.2% assigned											
Projected Revenue per Capita:							52.55	55.28	58.16	61.18	64.36
Resulting Revenue Estimate:							51.0	54.07	57.28	60.57	64.04
Revenue as % of Retail Sales:	0.0038	0.0037	0.0040	0.0041	0.0043	0.0043					
Mean % (94-99) 0.00430%											
Resulting Revenue Estimate:							51.2	52.5	53.8	54.6	57.2
MEAN REVENUE ESTIMATE:							51.7	53.7	56.0	58.4	62.2

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.923	0.933	0.937	0.945	0.957	0.963	0.970	0.978	0.985	0.990	0.995
Retail Sales (billions):	8.90	9.40	9.50	9.70	10.30	11.10	11.90	12.20	12.50	12.70	13.30

Below-the-Line Listening Shares:	0.5
Unlisted Station Listening:	14.4
Total Lost Listening:	14.9
Available Share Points:	85.1
Number of Viable Stations:	14.5
Average Share Points per Viable Station:	5.9
Rev. per Available Share Point:	\$565,217
Estimated Rev. for Mean Station:	\$3,335,000
Average HH Income:	\$43,334
Average Age:	36.2
Average Education:	11.9
Average Home Value:	\$98,800
Population Change (1998-2003):	3.4
Retail Sales Change (1998-2003):	23.7
Cable Penetration:	65
Number of Class B or C FMs:	9

Confidence Levels
1999 Revenue Estimates: Normal
2000-to-2004 Revenue Estimates: Normal

Comments: Market reports revenue to Miller, Kaplan and all viable stations participate

Socio-Economic Breakdowns

<i>Ethnic</i>		<i>Income (\$000)</i>		<i>Age</i>		<i>Education</i>
White:	67.5	<\$20:	20.2	12-to-24	20.0	Non High School Grad:
Black:	30.3	\$20-\$49.9:	37.2	25-to-54	56.5	High School Grad:
Amer. Indian:	0.3	\$50-\$99.9:	33.1	55-plus	23.5	College 1-3 years:
Asian/Pac.Isl.:	1.9	\$100+:	9.5			College 4+ years:
Hispanic: *	1.6					

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Tobacco	CSX 162	Owens & Minor, Inc.	Carpenter 232
Textiles	Circuit City Group 182	Circuit City Group	Ukrop's Super Markets 464
Government	Dominion Resources 271	CSX Corporation	Estes Express Lines 483
Pharmaceuticals	Reynolds Metals 281	Dominion Resources	
	Universal 361	Heilig-Meyers Company	
	Pittston 403	Reynolds Metals	
	Richfood Holdings 462	Company	
	Owens & Minor 474	Universal Corporation	

INC 500 Companies

Employment Breakdowns

Oakley Tank Lines 191

By Industry:

By Occupation:

Richmond-Petersburg, VA MSA Total

1 Retail Trade	80,159	16.01%	Admin. Support/Clerical	92,038	18.38%
2 Fin., Ins. & Real Estate	49,169	9.82%	Professional	72,436	14.46%
3 Manufac., Non-Durables	48,222	9.63%	Exec., Admin. & Managerial	72,346	14.45%
4 Health Svcs.	43,048	8.60%	Sales	62,807	12.54%
5 Educational Svcs.	37,849	7.56%	Precis. Produc./Craft/Repair	55,280	11.04%
6 Construction	37,678	7.52%	Svc., Exclud. Protective & HH	47,240	9.43%
7 Pub. Admin.	37,491	7.49%	Machine Oprs., Fab., Assemb., & Inspec.	25,315	5.05%
8 Other Prof. Svcs.	34,408	6.87%	Technicians & Support	20,485	4.09%
9 Manufac., Durables	24,207	4.83%	Transportation & Moving	18,300	3.65%
10 Wholesale Trade	22,921	4.58%	Handlers, Cleaners, Help., Laborers	17,310	3.46%
Total Metro Employees	500,814				
Top 10 Total Employees	415,152	82.90%			

NOTE:

Largest Local Banks (Assets \$000,000)	
Crestar Bk	\$26,205
Capital One Bank	\$7,631
First Virginia Bk-Colonial	\$781
F & M Bank-Richmond	\$298
County Bank of Chesterfield	\$118
Consolidated Bank & Trust Co.	\$113
Commerce Bank of Virginia	\$108
The Community Bank	\$105

Colleges and Universities (# of Students)	
Virginia Commonwealth U.	21,074
J. Sargeant Reynolds CC	5,714
John Tyler CC	5,441
Virginia State U.	4,210
U. of Richmond	3,654
Virginia Union U.	1,596
(and more)	
Total Students (FT & PT)	51,172

Military Bases (# of personnel)	
Fort Lee	7,699
Def Gen Supply Center	41

Unemployment			
Jun 79:	3.60%	Jul 90:	3.40%
Dec 82:	NA	Jul 91:	5.70%
Sep 83:	4.40%	Jul 92:	6.40%
Sep 84:	3.60%	Jul 93:	5.00%
Aug 85:	4.40%	Jul 94:	4.80%
Aug 86:	4.60%	Jul 95:	3.90%
Aug 87:	3.60%	Jul 96:	3.60%
Aug 88:	3.20%	Aug 98:	2.80%
Jul 89:	3.00%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Barber Martin
 Arnold, Finnegan
 Burford
 Fouts

Viable Stations			
WBBT-F (1/2)	WKJS-F	WRCL-F	WRXL-F
WCDX-F	WKLR-F	WRNL (1/2)	WSOJ-F
WJRV-F	WMXB-F	WRVA	WTVR (1/2)
WKHK-F	WPLZ-F	WRVQ-F	WTVR-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WTVR-TV	Richmond	6	CBS	Raycom	
WRIC-TV	Richmond	8	ABC	Young	
WWBT	Richmond	12	NBC	Jeff. Pilot	
WCVE-TV	Richmond	23	PBS	Cntl. VA ETV	
WRLH-TV	Richmond	35	FOX	Sullivan	Sinclair
WCVW	Richmond	57	PBS	Cntl. VA ETV	
WUPV-TV	Ashland	65	UPN	Lockwood	

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel Communications: WTVR FM, WRVQ FM, WRVA AM, WRXL FM, WRCL FM, WRNL AM	\$24,037,000	50.0
2 Radio One: WCDX FM, WKJS FM, WPLZ FM, WJRV FM, WARV FM, WDYL FM, WGCV AM	\$11,890,000	24.7
3 Cox Radio: WKHK FM, WMXB FM, WKLR FM, WTVR AM	\$10,974,000	22.8

Major Daily Newspapers

	AM	PM	Sun	Owner
Times-Dispatch	207,175		240,960	Media General Inc.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$86,000,000	37%	0.0077
Radio	\$48,100,000	21%	0.0043
Newspaper	\$80,000,000	35%	0.0072
Outdoor	\$10,000,000	4%	0.0009
Cable TV	\$6,000,000	3%	0.0005
Media Total	\$230,100,000		0.0206

NOTE: Use Newspaper and Outdoor estimates with caution.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WTVR FM	SAC	\$6,850,000	14.2
2 WCDX FM	B	\$5,950,000	12.4
3 WKHK FM	C	\$5,134,000	10.7
4 WRVQ FM	CHR	\$4,970,000	10.3
5 WRVA AM	FS	\$4,400,000	9.1
6 WMXB FM	AC	\$3,900,000	8.1
7 WRXL FM	AOR	\$3,800,000	7.9
8 WKJS FM	B/A/C	\$3,480,000	7.2
9 WRCL FM	O	\$3,030,000	6.3
10 WKLR FM	CL AOR	\$1,590,000	3.3
11 WPLZ FM	B/A/C	\$1,130,000	2.3
12 WRNL AM	SPRTS	\$987,000	2.1
13 WJRV FM	C	\$750,000	1.6
14 WARV FM	C	\$580,000	1.2
15 WTVR AM	ST	\$350,000	0.7

Market's Best

Best Restaurants: Frog & Redneck, La Petite France, Ruth Chris, The Tobacco Company.

Best Hotels: Jefferson, Berkley, Commonwealth, Omni.

Best Golf Courses: CC of Virginia.

NOTE:

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	81.0	\$37,618,000	9.2
National	19.0	\$8,833,000	7.7

NOTE: Trade equals 5.4% of local. In 1998 it was 7.6%.

WEATHER DATA

Elevation:			164
Annual Precipitation:			43.8 in.
Annual Snowfall:			14.3 in.
Average Windspeed:			7.6 (S)
	JAN	JUL	TOTAL YEAR
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

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1990				
1990	WANT			\$1,000,000
1990	WVGO-F	From First City	to Coleman (cancld)	\$5,500,000
1991	WRVA, WRVQ-F	From Edens	to Force II	\$20,000,000 Cancelled
1991	WVGO-F	From Daytona	to Benchmark	\$4,000,000
1992	WRVA, WRVQ-F	From Edens	to Clear Channel	\$13,000,000
1992	WDCK-F (Williamsburg)	From Keymarket	to Benchmark	\$4,250,000
1992	WSVS A/F (Crewe)	From receiver	to ABS	\$3,000,000
1992	WGCY, WPLZ-F (Petersburg)		Sold to Sinclair	\$1,400,000
1993	WRNL, WRXL-F	From Capital	to Clear Channel	\$9,200,000
1993	WMXB-F	From Four Seasons	to Liberty	\$9,000,000
1994	WTVR A/F	From Park	to Tomlin/Knapp	\$8,300,000
1995	WMXB-F	From Liberty	to Multimarket	\$13,000,000
1996	WTVR A/F	From Park/Tomlin	to Clear Channel	\$18,000,000
1996	WLEE-F, WVGO-F	From Benchmark	to ABS	\$14,500,000
1996	WSMJ-F		Sold to Sinclair (?)	NA
1996	WBZU-F	From ABS	to SFX	\$5,500,000
1996	WKHK-F	From ABS	to SFX	\$17,500,000
1996	WLEE-F	From ABS	to SFX	\$5,800,000
1996	WVGO-F	From ABS	to SFX	\$8,700,000
1996	WSTK (1290)		Sold to Sheridan	\$550,000
1997	WXGI			\$650,000
1997	WBZU-F	From SFX	to Hicks/Chancellor	\$11,000,000
1997	WKHK-F	From SFX	to Hicks/Chancellor	\$41,000,000
1997	WKLR-F	From SFX	to Hicks/Chancellor	\$14,000,000
1997	WMXB-F	From SFX	to Hicks/Chancellor	\$29,000,000
1997	WVGO-F	From SFX	to Hicks/Chancellor	\$14,000,000
1997	WVGO-F		Sold to WREJ, WSQJ-F	NA
1997	WZOD		Sold to Hibemia	\$800,000
1998	WPES (1430: Ashland)			\$157,000
1-Mar-99	WDYL FM	Hoffman	Radio One	\$4,600,000
1-Mar-99	WKJS FM, WSOJ FM	WREJ	Radio One	\$12,000,000
15-Mar-99	WCDX FM, WGCY AM, WJRV FM, WPLZ FM	Sinclair Commun.	Radio One	\$34,000,000
4-Jun-99	WLEE AM	Pearson	4M Radio	Price NA
7-Sep-99	WREJ AM	1540 Broadcasting Corp.	4M Radio	\$600,000
6-Mar-00	WTVR AM	Clear Channel	Cox Radio	AMFM/CCU divestiture. \$380,000,000
6-Mar-00	WKHK FM, WMXB FM, WKLR FM	AMFM	Cox Radio	AMFM/CCU divestiture. \$380,000,000

1999 ARB Rank: 28	1999 Revenue: \$34,300,000	Manager's Market Ranking (current): 3.4
1999 MSA Rank: 11	Rev per Share Point: \$977,208 35.1	Manager's Market Ranking (future) : 3.3
1999 DMA Rank: 2 (LA DMA)	Population per Station: 111,008 13	
1999 Rev Rank: 62 of 173	1999 Revenue Change: 14.6	Five-year revenue gain % (94-99): 61.8

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	21.2	23.4	26.4	27.0	29.3	34.3						
Yearly Growth Rate (94-99): 6.2% assigned												
Projected Revenue Estimates:							38.00	39.80	41.90	43.50	46.30	
Revenue per Capita:	7.09	7.72	8.66	8.79	9.42	10.68						
Yearly Growth Rate (94-99): 4.7% assigned												
Projected Revenue per Capita:							11.18	11.71	12.26	12.83	13.43	
Resulting Revenue Estimate:							36.6	39.10	41.67	44.27	47.02	
Revenue as % of Retail Sales:	0.0010	0.0010	0.0011	0.0011	0.0012	0.0013						
Mean % (94-99) 0.00130%												
Resulting Revenue Estimate:							37.1	38.0	39.0	40.2	42.5	
							MEAN REVENUE ESTIMATE:					37.2 39.0 40.9 42.6 45.3

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	2.990	3.030	3.050	3.070	3.150	3.210	3.270	3.340	3.400	3.450	3.500
Retail Sales (billions):	20.70	21.60	23.20	23.80	25.30	27.00	28.50	29.20	30.00	30.90	32.70

Below-the-Line Listening Shares:	52.3
Unlisted Station Listening:	12.6
Total Lost Listening:	64.9
Available Share Points:	35.1
Number of Viable Stations:	7.5
Average Share Points per Viable Station:	4.7
Rev. per Available Share Point:	\$977,208
Estimated Rev. for Mean Station:	\$4,593,000
Average HH Income:	\$36,270
Average Age:	32.8
Average Education:	12.2
Average Home Value:	\$134,700
Population Change (1998-2003):	9.8
Retail Sales Change (1998-2003):	22.2
Cable Penetration:	NA
Number of Class B or C FMs:	3

Confidence Levels	
1999 Revenue Estimates:	Below normal
2000-to-2004 Revenue Estimates:	Below normal

Comments: Market reports revenue to Miller, Kaplan. Many stations do not cooperate. Revenue estimates include viable stations only. None of the figures include the Palm Springs area. Managers expect 11 to 13% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	86.7 <\$20: 26.6	12-to-24 22.1	Non High School Grad: 25.0
Black:	7.0 \$20-\$49.9: 39.6	25-to-54 53.8	High School Grad: 26.6
Amer. Indian:	1.1 \$50-\$99.9: 27.0	55-plus 24.0	College 1-3 years: 33.4
Asian/Pac. Isl.:	5.1 \$100+: 6.8		College 4+ years: 15.0
Hispanic: *	34.3		

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Aircraft Parts	Fleetwood Ent. 481	Watson Pharmaceuticals	Stater Bros Markets 77
Mobile Homes		Fleetwood Enterprises	
RV's			
Electronics			
Government			
Cement			

INC 500 Companies

Employment Breakdowns

By Industry:

By Occupation:

Riverside-San Bernardino, CA PMSA Total

1 Retail Trade	232,064	17.65%	Admin. Support/Clerical	208,300	15.85%
2 Manufac., Durables	142,298	10.82%	Precis. Produc./Craft/Repair	189,201	14.39%
3 Construction	134,630	10.24%	Sales	165,060	12.56%
4 Health Svcs.	98,487	7.49%	Exec., Admin. & Managerial	157,232	11.96%
5 Educational Svcs.	98,441	7.49%	Professional	155,379	11.82%
6 Fin., Ins. & Real Estate	84,874	6.46%	Svc., Exclud. Protective & HH	135,050	10.27%
7 Bus. & Repair Svcs.	70,761	5.38%	Machine Oprs., Fab., Assemb., & Inspec.	69,842	5.31%
8 Other Prof. Svcs.	70,215	5.34%	Transportation & Moving	61,861	4.71%
9 Pub. Admin.	66,898	5.09%	Handlers, Cleaners, Help., Laborers	58,379	4.44%
10 Transportation	59,131	4.50%	Technicians & Support	41,255	3.14%
Total Metro Employees	1,314,535				
Top 10 Total Employees	1,057,799	80.47%			

NOTE:

Largest Local Banks (Assets \$000,000)

Citizens Business Bank	\$1,556
Bk of Hemet	\$254
Desert Community Bank	\$240
Business Bank of California	\$188
Vineyard National Bank	\$116
First Mountain Bank	\$91
Valley Bank	\$88
Sun Country Bank	\$83
Inland Empire National Bank	\$68

Colleges and Universities (# of Students)

California State U.: San Bernardino	13,600
San Bernardino Valley Coll.	10,917
Mount San Jacinto Coll.	8,508
Crafton Hills Coll.	4,990
U. of Redlands	1,543
Total Students (FT & PT)	39,558

Military Bases (# of personnel)

Unemployment

Jun 79:	6.50%	Jul 90:	7.80%
Dec 82:	NA	Jul 91:	9.80%
Sep 83:	11.00%	Jul 92:	11.50%
Sep 84:	9.10%	Jul 93:	13.60%
Aug 85:	8.00%	Jul 94:	10.90%
Aug 86:	7.00%	Jul 95:	10.10%
Aug 87:	6.00%	Jul 96:	8.90%
Aug 88:	6.80%	Aug 98:	6.70%
Jul 89:	7.50%	Dec 99:	4.10%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Western Int.
Zimmer

Viable Stations

KCAL-AA (1/2)	KFRG-F
KCAL-F	KGGI-F
KCXX-F	KOLA-F
KELT-F (1/2)	KWRP-F
	KXRS-FF (1/2)

Highest Billing Radio Entities (includes duopolies and combos)

	Revenue	Share
1 CBS/Infinity: KFRG FF	\$12,500,000	36.4
2 SBR Broadcasting Co.: KOLA FM, KCAL FM	\$7,900,000	23
3 Chase Radio: KGGI FM	\$7,000,000	20.4
4 All Pro Broadcasting, Inc.: KCXX FM	\$2,700,000	7.9
5 Lazer Broadcasting Corp.: KXSB FF, KSDT AM	\$1,300,000	3.8
6 Magic Broadcasting Companies: KWRP FM	\$1,100,000	3.2
7 Entravision: KCAL AM	\$1,000,000	2.9
8 Clear Channel Communications: KCKC AM, KDIF AM	N/A	NM

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
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See Los Angeles

Major Daily Newspapers

	AM	PM	Sun	Owner
Riverside Press-Enterprise	161,612		168,222	A H Belo Corp.
San Bernardino Sun	77,045		85,160	Gannett Co. Inc.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$108,000,000	41%	0.0040
Radio	\$34,300,000	13%	0.0013
Newspaper	\$100,000,000	38%	0.0037
Outdoor	\$24,000,000	9%	0.0009
Cable TV	N/A	NM	N/A
Media Total	\$266,300,000		0.0099

Highest Billing Stations

	Calls	Format	Revenue	Pct.
1 KFRG FF	C		\$12,500,000	36.4
2 KGGI FM	CHR		\$7,000,000	20.4
3 KOLA FM	O		\$4,400,000	12.8
4 KCAL FM	AOR		\$3,500,000	10.2
5 KCXX FM	AOR/P		\$2,700,000	7.9
6 KXSB FF	SP		\$1,300,000	3.8
7 KWRP FM	ST		\$1,100,000	3.2
8 KCAL AM	SP		\$1,000,000	2.9

NOTE: Revenue estimates include viable stations only.

NOTE: Use Newspaper and Outdoor estimates with caution.
Miscellaneous Comments: * Part of Los Angeles DMA. Revenue for TV is estimated contribution to total TV revenue for DMA.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1993				
1993	KCAL		Sold to Luis Nogales	\$3,000,000
1993	KRZE-F			\$4,200,000
1994	KMEN, KGGI-F	From Amer.Media	to Chancellor	\$21,200,000
1994	KOLA-F		Sold to Anaheim	\$5,000,000
1994	KHTX A/F	From Henry	to Embarcadero	\$10,000,000
1994	KTOT-F		Sold to KXRS-F owner	\$750,000
1995	FM CP (92.9) (Sun City)		Sold to Amataro	\$400,000
1997	KFRG-F, KXFG-F	From Amataro	to ARS	\$60,000,000
1997	KFRG-F, KXFG-F	From ARS	to CBS	\$80,000,000
1998	KNSE			\$1,300,000
1998	KDIF (1440)		Sold to Jacor	\$2,650,000
1998	KWRP FM			\$2,650,000
1998	KCKC AM	From All-Pro	to Jacor	\$2,300,000
1998	KCKC AM, KDIF AM	From Jacor	to ClearChannel	
4-Mar-99	KMSL AM		Astor	\$2,500,000
31-Jan-00	KCAL AM, KSZZ AM	EXCL	Entravision	Group transaction: \$250,000,000
6-Mar-00	KGGI FM	AMFM	Chase Radio	AMFM/CCU divestiture. Group transaction.

Market's Best

Best Restaurants: No Consensus.

Best Hotels: Sheraton, Hilton, Radisson, Marriott.

Best Golf Courses: Canyon Crest CC.

NO WEATHER DATA AVAILABLE

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	87.7	\$27,382,000	
National	12.3	\$3,828,000	

NOTE:

1999 ARB Rank: 105	1999 Revenue: \$20,700,000	Manager's Market Ranking (current): 2.5
1999 MSA Rank: x189 - Roanoke, 197 - Lynchburg	Rev per Share Point: \$268,482 77.1	Manager's Market Ranking (future) : 2.8
1999 DMA Rank: 69	Population per Station: 17,609 22	
1999 Rev Rank: 89 of 173	1999 Revenue Change: 7.3	Five-year revenue gain % (94-99): 46.9

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	14.1	15.0	15.9	17.7	19.2	20.7					
Yearly Growth Rate (94-99): 5.9% assigned											
Projected Revenue Estimates:							22.50	23.20	23.90	25.40	27.60
Revenue per Capita:	32.56	34.48	36.38	40.50	43.53	46.83					
Yearly Growth Rate (94-99): 5.0% assigned											
Projected Revenue per Capita:							49.17	51.63	54.21	56.92	59.77
Resulting Revenue Estimate:							21.8	22.87	24.07	25.33	26.66
Revenue as % of Retail Sales:	0.0029	0.0028	0.0029	0.0033	0.0033	0.0033					
Mean % (94-99) 0.00330%											
Resulting Revenue Estimate:							21.8	22.4	23.4	24.8	26.4
MEAN REVENUE ESTIMATE:							22.0	22.8	23.8	25.2	26.9

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.433	0.435	0.437	0.437	0.441	0.442	0.443	0.443	0.444	0.445	0.446
Retail Sales (billions):	4.90	5.30	5.40	5.60	5.80	6.20	6.60	6.80	7.10	7.50	8.00

Below-the-Line Listening Shares:

Unlisted Station Listening:	5.5
Total Lost Listening:	17.4
Available Share Points:	22.9
Number of Viable Stations:	77.1
Average Share Points per Viable Station:	12.5
Rev. per Available Share Point:	6.2
Estimated Rev. for Mean Station:	\$268,482
Average HH Income:	\$1,665,000
Average Age:	\$40,177
Average Education:	39.4
Average Home Value:	12.1
Population Change (1998-2003):	\$87,700
Retail Sales Change (1998-2003):	0.9
Cable Penetration:	29.3
Number of Class B or C FMs:	65
	6

Confidence Levels

1999 Revenue Estimates:	Below normal
2000-to-2004 Revenue Estimates:	Below normal

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	85.1 <\$20: 23.8	12-to-24 19.5	Non High School Grad: 26.3
Black:	13.8 \$20-\$49.9: 38.1	25-to-54 51.7	High School Grad: 29.2
Amer. Indian:	0.1 \$50-\$99.9: 29.7	55-plus 28.8	College 1-3 years: 26.1
Asian/Pac. Isl.:	1.0 \$100+: 8.4		College 4+ years: 18.3
Hispanic: *	0.9		

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Textiles			Advance Holding 148
Electrical Components			
Furniture			
Processed Foods			

INC 500 Companies

Employment Breakdowns

By Industry:

Roanoke, VA MSA Total

1 Retail Trade	22,462	19.44%
2 Manufac., Durables	11,854	10.26%
3 Health Svcs.	11,445	9.91%
4 Fin., Ins. & Real Estate	9,367	8.11%
5 Educational Svcs.	7,688	6.65%
6 Manufac., Non-Durables	7,379	6.39%
7 Construction	7,206	6.24%
8 Other Prof. Svcs.	7,063	6.11%
9 Transportation	6,692	5.79%
10 Wholesale Trade	5,492	4.75%

By Occupation:

Admin. Support/Clerical	20,832	18.03%
Sales	16,072	13.91%
Professional	15,567	13.47%
Exec., Admin. & Managerial	13,486	11.67%
Precis. Produc./Craft/Repair	12,126	10.49%
Svc., Exclud. Protective & HH	11,893	10.29%
Machine Oprs., Fab., Assemb., & Inspec.	8,174	7.07%
Transportation & Moving	5,259	4.55%
Handlers, Cleaners, Help., Laborers	4,552	3.94%
Technicians & Support	4,193	3.63%

Total Metro Employees	115,541
Top 10 Total Employees	96,648 83.65%

NOTE:

Largest Local Banks (Assets \$000,000)

First Virginia Bk SW	\$1,432
One Valley Bank-Central VA, NA	\$1,186
American Natl Bk & Tr Co	\$458
Peoples Natl Bk	\$307
First National Exchange Bank	\$187
Salem Bank & Trust, NA	\$169
First-Citizens Bank, A VA Corp	\$161
Virginia Bk & Tr Co	\$141
Valley Bank, National Association	\$117

Colleges and Universities (# of Students)

Liberty U.	6,690
Central Virginia CC	4,021
Virginia Western CC	3,879
Averett Coll.	2,196
Lynchburg Coll.	1,909
Roanoke Coll.	1,656
Danville CC	1,627
(and more)	
Total Students (FT & PT)	27,827

Military Bases (# of personnel)

Unemployment

Jun 79:	5.50%	Jul 90:	3.10%
Dec 82:	NA	Jul 91:	5.10%
Sep 83:	5.10%	Jul 92:	5.00%
Sep 84:	3.80%	Jul 93:	5.00%
Aug 85:	4.50%	Jul 94:	4.00%
Aug 86:	4.90%	Jul 95:	3.80%
Aug 87:	4.50%	Jul 96:	2.80%
Aug 88:	3.80%	Aug 98:	2.40%
Jul 89:	3.30%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Finnigan
Image
Edmundo-Packett

Viable Stations

WFIR	WLLL (1/2)	WROV-F	WXLK-FF
WJJS-FF	WLNI-F (1/2)	WRVX-F (1/2)	WYYD-F
WJLM-F	WLQE-F	WSLC	
WLDJ-F	WPVR-F	WSLQ-F	

Highest Billing Radio Entities (includes duopolies and combos)

	Revenue	Share
1 Clear Channel Communications: WYYD FM, WROV FM, WJJS FM, WLDJ FM, WJLM FM, WVGM AM, WGMN AM, WJXJ FM, WRDJ FM	\$10,690,000	51.6
2 Mel Wheeler, Inc.: WSLQ FM, WXLK FM, WPVR FM, WFIR AM, WSLC AM, WLYK FM	\$8,210,000	39.7
3 Travis Media Corp., LLC: WRVX FM	\$330,000	1.6
4 JLR Communications, Inc.: WLQE AF	\$340,000	1.6
5 Hubbard Advertising Agency, Inc.: WLLL AM	\$290,000	1.4
6 Gary E. Burns: WLNI FM	\$260,000	1.3

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WDBJ	Roanoke	7	CBS	Schurz	
WSLS-TV	Roanoke	10	NBC	Media General	
WSET-TV	Lynchburg	13	ABC	Allbritton	
WBRA-TV	Roanoke	15	PBS		
WJPR	Lynchburg	21	S:WFXR		
WFXR	Roanoke	27	FOX	Grant	
WPXR	Roanoke	38	PAX	Paxson	

Major Daily Newspapers

	AM	PM	Sun	Owner
Roanoke Times	100,666		117,371	Landmark Communications Inc.
Lynchburg News & Advance	38,082		43,129	Media General Inc. (VA News.)

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$49,400,000	40%	0.0080
Radio	\$20,700,000	17%	0.0033
Newspaper	\$44,600,000	36%	0.0072
Outdoor	\$5,100,000	4%	0.0008
Cable TV	\$3,100,000	3%	0.0005
Media Total	\$122,900,000		0.0198

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1992				
1993	WXYU, WJJS-F (Lynchburg)		Sold to Bruce Houston	\$350,000
1993	WVLR-F (Appomattox)		Sold to Bruce Houston	\$1,060,000
1993	WYMY-F (Bedford)			\$300,000
1994	WYYD-F	Sold by Winfas	to Benchmark	\$8,500,000
1995	WLLL, WGOL-F			\$600,000
1995	WROV A/F	From Atlantic	to Benchmark	\$5,800,000
1995	WVLR, WJX-F, WJJS-F, WRDJ-F, WLDJ-F	From Houston	to Cavalier	\$5,000,000
1995	WLLL			\$28,000
1996	WROV-AF	From Benchmark	to Capstar	\$9,300,000
1996	WYYD-F	From Benchmark	to Capstar	\$19,400,000
1997	WJLM-F		Sold to Capstar	\$3,100,000
1997	WLNI-F		Sold to Gary Burns	\$700,000
1998	WFIR, WPVR-F	From Gibbons	to Capstar	\$8,500,000
29-Apr-99	WRVX FM	Shircliff Partnership	Travis Media Corp., LLC	\$950,000 plus \$200,000 employment contract for James Shircliff
15-Sep-99	WFIR AM, WPVR FM	Jim Gibbons Radio	AMFM	Cancelled
15-Sep-99	WFIR AM, WPVR FM	Jim Gibbons Radio	Mel Wheeler	\$6,500,000
21-Jan-00	WZZI FM	Carousel Entertainment	Travis Media, LLC	\$1,300,000

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WYYD FM	C	\$4,200,000	20.3
2 WSLQ FM	AC	\$3,400,000	16.4
3 WROV FM	AOR	\$2,800,000	13.5
4 WXLK FM	CHR	\$2,350,000	11.4
5 WJJS FF	B	\$1,500,000	7.2
6 WLDJ FF	O	\$1,300,000	6.3
7 WPVR FM	CL AOR	\$1,150,000	5.6
8 WFIR AM	T	\$940,000	4.5
9 WJLM FM	C	\$770,000	3.7
10 WSLC AM	C/FS	\$370,000	1.8
11 WLQE AF	ST	\$340,000	1.6
12 WRVX FM	AC	\$330,000	1.6
13 WLLL AM	G	\$290,000	1.4
14 WLNI FM	T	\$260,000	1.3
15 WVGAM	SPRTS	\$80,000	0.4
16 WGMN AM	SPRTS	\$40,000	0.2

Market's Best

Best Restaurants: La Maison, First Street, Ye Olde English Inn.

Best Hotels: Marriott, Radisson, Hilton.

Best Golf Courses: Boonesboro (Lynchburg), Hidden Valley.

WEATHER DATA

Elevation:	1149
Annual Precipitation:	40.1 in.
Annual Snowfall:	25.0 in.
Average Windspeed:	8.3 (SE)

	JAN	JUL	TOTAL YEAR
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

NOTE:

1999 ARB Rank: 52	1999 Revenue: \$40,200,000	Manager's Market Ranking (current): 2.8
1999 MSA Rank: 55	Rev per Share Point: \$518,041 77.6	Manager's Market Ranking (future) : 3.2
1999 DMA Rank: 76	Population per Station: 47,158 19	
1999 Rev Rank: 54 of 173	1999 Revenue Change: 8.2	Five-year revenue gain % (94-99): 42.5

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	28.2	29.8	32.3	34.5	36.9	40.2					
Yearly Growth Rate (94-99): 6.2% assigned											
Projected Revenue Estimates:							44.60	46.30	48.90	51.10	54.30
Revenue per Capita:	25.87	27.33	29.63	31.65	33.85	37.22					
Yearly Growth Rate (94-99): 5.1% assigned											
Projected Revenue per Capita:							39.12	41.12	43.21	45.42	47.73
Resulting Revenue Estimate:							42.2	44.82	47.10	49.50	52.51
Revenue as % of Retail Sales:	0.0031	0.0030	0.0033	0.0034	0.0035	0.0036					
Mean % (94-99) 0.00360%											
Resulting Revenue Estimate:							42.5	43.2	43.9	45.0	46.8
							MEAN REVENUE ESTIMATE:				
							43.1	44.8	46.6	48.5	51.2

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	1.090	1.090	1.090	1.090	1.080	1.080	1.080	1.090	1.090	1.090	1.100
Retail Sales (billions):	8.80	9.30	9.90	10.10	10.50	11.20	11.80	12.00	12.20	12.50	13.00

Below-the-Line Listening Shares:	4.5
Unlisted Station Listening:	17.9
Total Lost Listening:	22.4
Available Share Points:	77.6
Number of Viable Stations:	14
Average Share Points per Viable Station:	5.5
Rev. per Available Share Point:	\$518,041
Estimated Rev. for Mean Station:	\$2,849,000
Average HH Income:	\$42,436
Average Age:	35.9
Average Education:	12.3
Average Home Value:	\$97,300
Population Change (1998-2003):	1.2
Retail Sales Change (1998-2003):	18.4
Cable Penetration:	73
Number of Class B or C FMs:	7

Confidence Levels
 1999 Revenue Estimates: Normal
 2000-to-2004 Revenue Estimates: Normal

Comments: Market reports revenue to Hungerford. WJZR-F is the only significant station which does not cooperate. Managers expect an 8 to 9% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 87.2	<\$20: 22.1	12-to-24 20.7	Non High School Grad: 20.7
Black: 10.3	\$20-\$49.9: 36.2	25-to-54 53.6	High School Grad: 30.5
Amer. Indian: 0.4	\$50-\$99.9: 32.4	55-plus 25.7	College 1-3 years: 25.8
Asian/Pac. Isl.: 2.1	\$100+: 9.3		College 4+ years: 23.0
Hispanic: * 4.0			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Photo Equipment	Fleetwood Enterprises 481	Bausch & Lomb Inc.	Wegmans Food Markets 52
Electronics		Eastman Kodak Company	Empire Beef 395
Office Equipment		Paychex, Inc.	
Engine Components			

INC 500 Companies

Lenel Systems Int'l 128

Employment Breakdowns

By Industry:

Rochester, NY MSA Total

1 Manufac.. Durables	113,597	21.33%	Professional	88,081	16.54%
2 Retail Trade	85,093	15.98%	Admin. Support/Clerical	85,137	15.99%
3 Educational Svcs.	56,550	10.62%	Exec., Admin. & Managerial	64,966	12.20%
4 Health Svcs.	46,476	8.73%	Precis. Produc./Craft/Repair	60,777	11.41%
5 Other Prof. Svcs.	34,506	6.48%	Svc., Exclud. Protective & HH	58,003	10.89%
6 Manufac., Non-Durables	30,750	5.77%	Sales	56,910	10.69%
7 Fin., Ins. & Real Estate	28,752	5.40%	Machine Oprs., Fab., Assemb., & Inspec.	42,941	8.06%
8 Construction	26,452	4.97%	Technicians & Support	23,251	4.37%
9 Bus. & Repair Svcs.	20,953	3.93%	Transportation & Moving	18,007	3.38%
10 Wholesale Trade	19,655	3.69%	Handlers, Cleaners, Help., Laborers	16,534	3.10%

Total Metro Employees 532,559
 Top 10 Total Employees 462,784 86.90%

NOTE:

Largest Local Banks (Assets \$000,000)
 Citibank (New York State) \$10,246
 Canandaigua Natl Bk & Trust Co \$428
 Natl Bk of Geneva \$371
 Lyndon Guaranty Bank of New York \$24

Colleges and Universities (# of Students)
 Rochester Inst. of Tech. 11,869
 Monroe CC 11,309
 SUNY College at Brockport 8,376
 U. of Rochester 8,026
 Genesee CC 3,073
 Nazareth C of Rochester 2,692
 St. John Fisher Coll. 2,474

 Total Students (FT & PT) 50,965

Military Bases (# of personnel)

Unemployment

Jun 79: 4.40% Jul 90: 3.70%
 Dec 82: 8.10% Jul 91: 4.60%
 Sep 83: 7.30% Jul 92: 5.70%
 Sep 84: 5.40% Jul 93: 5.60%
 Aug 85: 4.90% Jul 94: 5.40%
 Aug 86: 5.50% Jul 95: 4.40%
 Aug 87: 4.30% Jul 96: 4.30%
 Aug 88: 3.60% Jul 98: 3.60%
 Jul 89: 3.70% Dec 99: 4.00%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Jay
 Hart Conway
 Hutchins/Y & R
 Flynn

Viable Stations
 WBBF-F WEZO (1/2) WKQS-F WQRV-F
 WBEE-F WHAM WLCL-F (1/2) WRMM-F
 WCMF-F WHTK (1/2) WNVE-F WVOR-F
 WDKX-F WJZR-F (1/2) WPXY-F WZNE-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WROC-TV	Rochester	8	CBS	Sunrise	Nexstar
WHEC-TV	Rochester	10	NBC	Hubbard	
WOKR	Rochester	13	ABC	Ackerley	
WXXI-TV	Rochester	21	PBS		
WUHF	Rochester	31	FOX	Sullivan	Sinclair
WBGT-LP	Rochester	40	UPN		

Highest Billing Radio Entities (Includes duopolies and combos)

Combined Revenue **Revenue Share**

1 CBS/Infinity: WCMF FM, WRMM FM, WPXY FM, WZNE FM	\$15,300,000	38.1
2 Clear Channel Communications: WHAM AM, WVOR FM, WNVE FM, WKGS FM, WHTK AM, WISY FM, WLCL FM	\$13,570,000	33.8
3 Entercom: WBEE FM, WBBF FM, WQRV FM, WEZO AM	\$8,280,000	20.6
4 Monroe County Bcstg Co., Ltd.: WDKX FM	\$1,400,000	3.5
5 Victorson Group, Inc.: WJZR FM	\$460,000	1.1

Major Daily Newspapers

	AM	PM	Sun	Owner
Democrat and Chronicle	174,579		243,614	Gannett Co. Inc.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WHAM AM	FS	\$6,700,000	16.7
2 WBEE FM	C	\$6,150,000	15.3
3 WCMF FM	AOR	\$5,400,000	13.4
4 WRMM FM	SAC	\$4,800,000	11.9
5 WPXY FM	CHR	\$3,600,000	9.0
6 WVOR FM	AC	\$3,580,000	8.9
7 WNVE FM	AOR/NR	\$1,860,000	4.6
8 WZNE FM	AC/NR	\$1,500,000	3.7
9 WBBF FM	O	\$1,430,000	3.6
10 WDKX FM	B	\$1,400,000	3.5
11 WKGS FM	CHR/B	\$720,000	1.8
12 WJZR FM	J	\$460,000	1.1
13 WHTK AM	SPRTS	\$450,000	1.1
14 WQRV FM	CL AOR	\$390,000	1.0
15 WEZO AM	ST	\$310,000	0.8
16 WMAX FM	B/O	\$160,000	0.4
17 WLCL FM	B/O	\$100,000	0.2

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$73,000,000	36%	0.0065
Radio	\$40,200,000	20%	0.0036
Newspaper	\$72,000,000	36%	0.0064
Outdoor	\$10,000,000	5%	0.0009
Cable TV	\$6,000,000	3%	0.0005
Media Total	\$201,200,000		0.0179

NOTE: Use Newspaper and Outdoor estimates with caution.

Market's Best

Best Restaurants: Edward's, Christi's, Rio Bamba, Glen Edith.

Best Hotels: Hyatt, Strathallen, Radisson.

Best Golf Courses: Oak Hill (East), Locust Hill, CC of Rochester, Ironquoit.

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	82.3	\$32,862,000	14.0
National	16.4	\$6,533,000	-10.0
Network	1.3	\$525,000	3.0

WEATHER DATA

Elevation:	547
Annual Precipitation:	32.6 in.
Annual Snowfall:	86.1 in.
Average Windspeed:	9.7
(WSW)	

NOTE: Trade equals 8.3% of local. In 1998 it was 11.6%.

	JAN	JUL	TOTAL YEAR
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

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1990				
1990	WPXY A/F	From Pyramid	to Rich	\$8,000,000 (Never Closed)
1992	WRMM A/F	From Atlantic	to Stoner	\$4,000,000
1993	WKLX-F		Sold to Heritage	\$4,300,000
1993	WEZO FM (Avon)		Sold to Lincoln	\$465,000
1994	WPXY	From Pyramid	to Lincoln	\$500,000
1994	WPXY-F	From Pyramid	to Lincoln	\$5,500,000
1994	WEZO FM (Avon)	Sold by Lincoln		\$650,000
1996	WHAM, WHTK, WVOR-F, WPXY-F	From Lincoln	to Amer. Radio	\$30,500,000
1996	WHRR-F		Sold to Heritage	\$2,000,000
1996	WAQB-F (Brighton)		Sold to Amer Radio Syst.	\$3,500,000
1996	WHAM, WHTK, WVOR-F Trade	From Amer. Radio	to Jacor for WKRQ-F,	Cinci. + \$16.0 mil.
1997	WNVE-F		Sold to Jacor	\$5,000,000
1997	WMAX-F		Sold to Jacor	\$4,000,000
1997	WMHX-F		Sold to Jacor	\$1,200,000
1997	WRCD-F		Sold to Jacor	\$1,800,000
1997	WRMM	From Amer. Radio	to Crawford	\$650,000
1997	WBBF AM	From Heritage	to Sinclair Bcst Gp	\$1,000,000
1997	WBEE FM	From Heritage	to Sinclair Bcst Gp	\$24,900,000
1997	WKLX FM	From Heritage	to Sinclair Bcst Gp	\$12,800,000
1997	WQRV FM	From Heritage	to Sinclair Bcst Gp	\$2,800,000
1997	WCMF-F	From Amer. Radio Syst.	to CBS	\$29,000,000
1997	WPXY-F	From Amer. Radio Syst.	to CBS	\$24,000,000
1997	WRMM-F	From Amer. Radio Syst.	to CBS	\$26,000,000
1997	WZNE-F	From Amer. Radio Syst.	to CBS	\$8,000,000
1998	WBBF	From Sinclair Bcst Gp	to Entercom	\$1,200,000
1998	WBEE-F	From Sinclair Bcst Gp	to Entercom	\$30,900,000
1998	WKLX-F	From Sinclair Bcst Gp	to Entercom	\$15,900,000
1998	WQRV-F	From Sinclair Bcst Gp	to Entercom	\$3,000,000

1999 ARB Rank: 148	1999 Revenue: \$13,700,000	Manager's Market Ranking (current): 2.6
1999 MSA Rank: 139	Rev per Share Point: \$222,403 61.6	Manager's Market Ranking (future) : 3.1
1999 DMA Rank: 135	Population per Station: 32,225 8	
1999 Rev Rank: 129 of 173	1999 Revenue Change: 8	Five-year revenue gain % (94-99): 73.4

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	7.9	8.6	9.2	11.0	12.6	13.7						
Yearly Growth Rate (94-99): 6.0%	assigned											
Projected Revenue Estimates:							14.90	15.30	16.00	17.00	18.30	
Revenue per Capita:	22.64	24.43	25.99	31.16	34.55	37.53						
Yearly Growth Rate (94-99): 5.2%	assigned											
Projected Revenue per Capita:							39.48	41.53	43.69	45.96	48.35	
Resulting Revenue Estimate:							14.5	15.37	16.34	17.33	18.37	
Revenue as % of Retail Sales:	0.0027	0.0029	0.0031	0.0035	0.0038	0.0039						
Mean % (94-99) 0.00390%	assigned											
Resulting Revenue Estimate:							14.0	14.4	14.8	15.2	16.0	
							MEAN REVENUE ESTIMATE:					14.5 15.0 15.7 16.5 17.6

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.349	0.352	0.354	0.353	0.362	0.365	0.368	0.370	0.374	0.377	0.380
Retail Sales (billions):	2.90	3.00	3.00	3.10	3.30	3.50	3.60	3.70	3.80	3.90	4.10

Below-the-Line Listening Shares:	20.3
Unlisted Station Listening:	18.1
Total Lost Listening:	38.4
Available Share Points:	61.6
Number of Viable Stations:	7
Average Share Points per Viable Station:	8.8
Rev. per Available Share Point:	\$222,403
Estimated Rev. for Mean Station:	\$1,957,000
Average HH Income:	\$41,664
Average Age:	36.4
Average Education:	12.1
Average Home Value:	\$80,600
Population Change (1998-2003):	3.9
Retail Sales Change (1998-2003):	18.5
Cable Penetration:	68
Number of Class B or C FMs:	2

Confidence Levels
 1999 Revenue Estimates: Normal
 2000-to-2004 Revenue Estimates: Normal

Comments: Market reports revenue to Hungerford. All viable stations cooperate. Managers predict 6 to 7% revenue gain in 2000. Rockford has become a very solid little radio market

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	90.4 <\$20: 22.0	12-to-24 20.1	Non High School Grad: 22.7
Black:	7.9 \$20-\$49.9: 37.4	25-to-54 53.7	High School Grad: 36.1
Amer. Indian:	0.3 \$50-\$99.9: 32.6	55-plus 26.2	College 1-3 years: 25.1
Asian/Pac. Isl.:	1.4 \$100+: 7.9		College 4+ years: 16.1
Hispanic: *	5.0		

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbltron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Metal Fasteners		Newell Rubbermaid, Inc.	Ingersoll International 406
Farm Machinery			
Machine Tools			
Agribusiness			
Textile Machinery			

INC 500 Companies

Employment Breakdowns

By Industry:

By Occupation:

Rockford, IL MSA Total

1 Manufac., Durables	47,889	26.65%	Admn. Support/Clerical	27,418	15.26%
2 Retail Trade	27,945	15.55%	Precis. Produc./Craft/Repair	24,213	13.48%
3 Health Svcs.	14,334	7.98%	Professional	22,096	12.30%
4 Manufac., Non-Durables	12,355	6.88%	Machine Oprs., Fab., Assemb., & Inspec.	20,980	11.68%
5 Educational Svcs.	11,514	6.41%	Sales	20,148	11.21%
6 Other Prof. Svcs.	9,092	5.06%	Exec., Admn. & Managerial	19,804	11.02%
7 Fin., Ins. & Real Estate	9,071	5.05%	Svc., Exclud. Protective & HH	18,296	10.18%
8 Construction	8,597	4.78%	Handlers, Cleaners, Help., Laborers	7,122	3.96%
9 Wholesale Trade	7,015	3.90%	Transportation & Moving	7,098	3.95%
10 Bus. & Repair Svcs.	6,784	3.78%	Technicians & Support	5,968	3.32%
Total Metro Employees	179,671				
Top 10 Total Employees	154,596	86.04%			

NOTE:

Largest Local Banks (Assets \$000,000)

Associated Bank Illinois, NA	\$2,724
AMCORE Bk NA Rockford	\$1,857
Alpine Bank of Illinois	\$290
Belvidere Natl Bk & Tr Co	\$194
Northwest Bk of Rockford	\$108
Macktown State Bank	\$76
Midwest Bank of Freeport	\$70
Riverside Community Bank	\$69
First Natl Bk of Winnebago	\$37

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Blair
Denton, Kreps

Colleges and Universities (# of Students)

Northern Illinois U.	22,460
Rock Valley Coll.	8,433
Highland CC	2,503
Rockford Coll.	1,236
Rockford Business Coll.	371
Total Students (FT & PT)	35,003

Military Bases (# of personnel)

Jun 79:	5.60%	Jul 90:	8.40%
Dec 82:	17.00%	Jul 91:	6.90%
Sep 83:	12.00%	Jul 92:	9.50%
Sep 84:	8.50%	Jul 93:	9.40%
Aug 85:	10.20%	Jul 94:	5.60%
Aug 86:	8.70%	Jul 95:	4.60%
Aug 87:	8.90%	Jul 96:	4.50%
Aug 88:	7.10%	Aug 96:	3.70%
Jul 89:	7.20%		

Unemployment

Jun 79:	5.60%	Jul 90:	8.40%
Dec 82:	17.00%	Jul 91:	6.90%
Sep 83:	12.00%	Jul 92:	9.50%
Sep 84:	8.50%	Jul 93:	9.40%
Aug 85:	10.20%	Jul 94:	5.60%
Aug 86:	8.70%	Jul 95:	4.60%
Aug 87:	8.90%	Jul 96:	4.50%
Aug 88:	7.10%	Aug 96:	3.70%
Jul 89:	7.20%		

Viable Stations

WKMQ-F	WXRX-F
WNTA	WXXQ-F
WROK	WZOK-F
WRWC-F	

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Radio Works: WXRX FM, WRWC FM, WKMQ FM, WNTA AM	\$6,765,000	49.4
2 Cumulus Media: WZOK FM, WXXQ FM, WROK AM	\$6,205,000	45.3
3 First Assembly of God Church: WQFL FM	\$360,000	2.6
4 Salter Communications: WTJK AM	\$305,000	2.2

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WREX	Rockford	13	NBC	Quincy Nwspprs	
WTVO	Rockford	17	ABC	Young	
WIFR-TV	Rockford	23	CBS	Benedek	
WQRF-TV	Rockford	39	FOX	Quorum	

Major Daily Newspapers

	AM	PM	Sun	Owner
Register Star	72,434		84,241	Gannett Co. Inc.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$31,000,000	40%	0.0089
Radio	\$13,700,000	18%	0.0039
Newspaper	\$27,700,000	36%	0.0079
Outdoor	\$3,100,000	4%	0.0009
Cable TV	\$2,300,000	3%	0.0007
Media Total	\$77,800,000		0.0223

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1990				
1994	WNTA, WKMQ-F	From Midwest Family	to Airplay	\$1,650,000
1995	WFRL, WXXQ-F		Sold to Connoisseur	\$2,300,000
1995	WROK, WZOK-F		Sold to Connoisseur	\$5,000,000
1996	WFPS-F (Freeport)		Sold to Evening Star	\$1,283,000
1996	WFRL (Freeport)	From Connoisseur	to Evening Star	\$245,000
25-Jun-99	WLUV AM, WLUV FM	Loves Park Radio	Connoisseur	Price NA
27-Jul-99	WRWC FM	Salter Broadcasting	RadioWorks with WKKD-AF (Aurora, IL):	\$8,000,000
29-Nov-99	WLUV AM, WLUV FM, WROK AM, WXXQ FM, WZOK FM	Connoisseur	Cumulus	Group sale: \$242,000,000

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WZOK FM	CHR	\$3,000,000	21.9
2 WXRX FM	AOR	\$2,800,000	20.4
3 WXXQ FM	C	\$2,080,000	15.2
4 WRWC FM	AC	\$2,000,000	14.6
5 WKMQ FM	O	\$1,450,000	10.6
6 WROK AM	FS	\$1,125,000	8.2
7 WNTA AM	ST/T	\$515,000	3.8
8 WQFL FM	REL	\$360,000	2.6
9 WTJK AM	SPRTS	\$305,000	2.2

Market's Best

Best Restaurants: Giovanni's, Café Patou, Bacchus.

Best Hotels: Clock Tower, Marriott.

Best Golf Courses: Eagle Ridge, Devil's Head, Forest Hills CC, Rockford CC.

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	75.3	\$11,924,000	9.0
National	24.7	\$1,337,000	0.0

NOTE: Trade equals 6.7% of local. In 1998 it was 5.8%.

NO WEATHER DATA AVAILABLE

NOTE:

Sacramento

1999 ARB Rank: 29	1999 Revenue: \$92,800,000	Manager's Market Ranking (current): 4
1999 MSA Rank: 33	Rev per Share Point: \$1,151,365 80.6	Manager's Market Ranking (future) : 4.5
1999 DMA Rank: 18 (w/Stockton&Modesto)	Population per Station: 55,154 26	
1999 Rev Rank: 27 of 173	1999 Revenue Change: 11.9	Five-year revenue gain % (94-99): 46.8

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	63.2	67.4	71.4	75.0	81.8	92.8					
Yearly Growth Rate (94-99): 6.5% assigned											
Projected Revenue Estimates:							103.10	107.40	111.90	119.40	127.10
Revenue per Capita:	38.77	41.09	42.50	44.11	47.28	53.33					
Yearly Growth Rate (94-99): 5.2% assigned											
Projected Revenue per Capita:							56.10	59.02	62.09	65.31	68.71
Resulting Revenue Estimate:							99.3	106.23	113.62	121.49	130.55
Revenue as % of Retail Sales:	0.0045	0.0045	0.0046	0.0047	0.0048	0.0052					
Mean % (94-99) 0.00520%											
Resulting Revenue Estimate:							100.9	104.0	106.6	110.2	118.6
MEAN REVENUE ESTIMATE:							101.1	105.9	110.7	117.0	125.4

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	1.630	1.660	1.680	1.700	1.710	1.740	1.770	1.800	1.830	1.860	1.900
Retail Sales (billions):	14.20	15.00	15.40	15.80	16.70	18.00	19.40	20.00	20.50	21.20	22.80

Below-the-Line Listening Shares:	2.4
Unlisted Station Listening:	17
Total Lost Listening:	19.4
Available Share Points:	80.6
Number of Viable Stations:	18.5
Average Share Points per Viable Station:	4.4
Rev. per Available Share Point:	\$1,151,365
Estimated Rev. for Mean Station:	\$5,066,000
Average HH Income:	\$43,367
Average Age:	35.5
Average Education:	13
Average Home Value:	\$149,400
Population Change (1998-2003):	8.4
Retail Sales Change (1998-2003):	27
Cable Penetration:	64
Number of Class B or C FMs:	13

Confidence Levels

1999 Revenue Estimates: Normal
 2000-to-2004 Revenue Estimates: Normal

Comments: Market reports to Miller, Kaplan. KBMB-F and KWOD-F do not cooperate. Managers expect 8 to 10% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 80.9	<\$20: 20.8	12-to-24 20.3	Non High School Grad: 16.4
Black: 7.5	\$20-\$49.9: 35.9	25-to-54 56.0	High School Grad: 24.5
Amer. Indian: 1.3	\$50-\$99.9: 32.3	55-plus 23.7	College 1-3 years: 35.9
Asian/Pac.Isl.: 10.3	\$100+: 11.0		College 4+ years: 23.3
Hispanic: * 14.5			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Aerospace			Raley's 43
Government			MTS 201
Agribusiness			Pacific Coast Building Products 413
Military			

INC 500 Companies

Ea Consulting	91
R Systems	283

Employment Breakdowns

By Industry:

Sacramento, CA PMSA Total

1 Retail Trade	123,196	16.86%
2 Pub. Admin.	92,625	12.68%
3 Construction	80,616	8.30%
4 Fin., Ins. & Real Estate	59,502	8.14%
5 Health Svcs.	55,500	7.60%
6 Other Prof. Svcs.	53,366	7.30%
7 Educational Svcs.	50,904	6.97%
8 Manufac., Durables	40,208	5.50%
9 Bus. & Repair Svcs.	36,324	4.97%
10 Wholesale Trade	31,414	4.30%

Total Metro Employees	730,742
Top 10 Total Employees	603,655 82.61%

By Occupation:

Admin. Support/Clerical	136,064	18.62%
Exec., Admin. & Managerial	110,400	15.11%
Professional	104,125	14.25%
Sales	92,084	12.60%
Precis. Produc./Craft/Repair	78,108	10.69%
Svc., Exclud. Protective & HH	75,487	10.33%
Technicians & Support	30,016	4.11%
Handlers, Cleaners, Help., Laborers	27,484	3.76%
Transportation & Moving	25,140	3.44%
Machine Oprs., Fab., Assemb., & Inspec.	22,185	3.04%

NOTE:

Largest Local Banks (Assets \$000,000)

River City Bank	\$442
First Bank of California	\$404
Sacramento Commercial Bank	\$199
Amer River Bk	\$175
Merchants Natl Bank of Sacramento	\$85
Roseville 1st National Bank	\$56
Bank of Sacramento	\$53
Auburn National Bank	\$18
Yolo Community Bank	\$16

Colleges and Universities (# of Students)

U. of California: Davis	24,720
California State U.: Sacramento	23,676
Sacramento City Coll.	18,600
American River Coll.	16,000
Sierra Coll.	10,060
Yuba Coll.	5,082
Cosumnes River Coll.	1,877
(and more)	
Total Students (FT & PT)	101,615

Military Bases (# of personnel)

Beale AFB	3,161
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Unemployment

Jun 79:	6.80%	Jul 90:	4.30%
Dec 82:	NA	Jul 91:	7.10%
Sep 83:	9.50%	Jul 92:	7.40%
Sep 84:	7.20%	Jul 93:	8.70%
Aug 85:	6.90%	Jul 94:	7.90%
Aug 86:	5.40%	Jul 95:	7.50%
Aug 87:	5.00%	Jul 96:	6.30%
Aug 88:	5.30%	Aug 98:	4.70%
Jul 89:	5.40%	Dec 99:	3.30%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Mering
Runyon, Saltzman
Western Int.
Gordan & Gordan

Viable Stations

KBMB-F	KHTK	KRXQ-F	KWOD-F
KCTC	KHYL-F	KSEG-F	KXOR-F
KDND-F	KHZZ-F (1/2)	KSFM-F	KYMX-F
KFBK	KNCI-F	KSSJ-F	KZZO-F
KGBY-F	KRCX-FF	KSTE	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KCRA-TV	Sacramento	3	NBC	Hearst-Argyle	
KVIE	Sacramento	6	PBS		
KXTV	Sacramento	10	ABC	Gannett	
KOVR	Stockton	13	CBS	Sinclair	
KUVS	Modesto	19	UNI	Univision	
KSPX	Sacramento	29	PAX		Paxson
KMAX	Sacramento	31	UPN	Paramount	
KCSO-LP	Modesto	34	TEL	Sainte	
KTXL-TV	Sacramento	40	FOX	Tribune	
KQCA-TV	Stockton	58	WB		Hearst-Argyle
KFTL	Stockton	64	IND		

Major Daily Newspapers

	AM	PM	Sun	Owner
Bee	283,589		344,881	McClatchy Co.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$207,200,000	41%	0.0115
Radio	\$92,800,000	18%	0.0052
Newspaper	\$177,000,000	35%	0.0098
Outdoor	\$16,000,000	3%	0.0009
Cable TV	\$9,600,000	2%	0.0005
Media Total	\$502,600,000		0.0279

NOTE: Use Newspaper and Outdoor estimates with caution.
Miscellaneous Comments: * Split DMA with Stockton and Modesto. TV revenue is estimate of Sacramento's share. Total TV revenue for DMA is estimated at \$267,000,000.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KFBK AM	N/T	\$13,900,000	15.0
2 KNCI FM	C	\$9,040,000	9.7
3 KZZO FM	AC/NR	\$9,015,000	9.7
4 KSFM FM	CHR	\$7,320,000	7.9
5 KGBY FM	AC	\$6,860,000	7.4
6 KSEG FM	CL AOR	\$6,580,000	7.1
7 KRXQ FM	AOR	\$5,275,000	5.7
8 KYMX FM	SAC	\$4,900,000	5.3
9 KSSJ FM	J	\$4,390,000	4.7
10 KHYL FM	B/O	\$4,160,000	4.5
11 KXOA FM	CL HITS	\$4,040,000	4.4
12 KDND FM	CHR	\$3,500,000	3.8
13 KWOD FM	AOR/NR	\$3,400,000	3.7
14 KHTK AM	SPRTS	\$2,640,000	2.8
15 KSTE AM	T	\$2,340,000	2.5
16 KRCX FF	SP	\$2,140,000	2.3
17 KBMB FM	CHR/U	\$1,100,000	1.2
18 KRAK AM	C/O	\$860,000	0.9
19 KCTC AM	ST	\$725,000	0.8
20 KHZZ FM	B/O	\$600,000	0.6

Market's Best

Best Restaurants: Firehouse, Mace's, Mortons, Il Fornio, Piatti.

Best Hotels: Hyatt, Radisson, Hilton, Sheraton.

Best Golf Courses: Rancho Murietta, Silverado (Napa), Del Paso.

NOTE:

Radio Revenue Breakdowns				Highest Billing Radio Entities (includes duopolies and combos)	Combined Revenue	Revenue Share
Local	Pct	Revenue	Pct change	1 CBS/Infinity: KNCI FM, KZZO FM, KSFM FM, KYMX FM, KXOA FM, KHTK AM, KRAK AM	\$37,815,000	40.7
National	67.3	\$58,291,000		2 Clear Channel Communications: KFBK AM, KGBY FM, KHYL FM, KSTE AM	\$27,260,000	29.4
Network	31.0	\$27,003,000		3 Entercom: KSEG FM, KRXQ FM, KSSJ FM, KDND FM, KCTC AM	\$20,470,000	22.1
	1.7	\$1,484,000		4 Royca International Bcstg Corp.: KWOD FM	\$3,400,000	3.7
				5 Entravision: KRCX FF	\$2,140,000	2.3
				6 Diamond Radio, Inc.: KBMB FM	\$1,100,000	1.2
				7 Z-Spanish Radio Network, Inc.: KHZZ FM, KSQR AM, KZSA FM	\$600,000	0.6

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1994				
1994	KAHI (Auburn)			\$250,000
1994	KHYL-F	From Amer. Media	to Chancellor	\$13,600,000
1994	KSAC			\$1,400,000
1994	KMYC, KRFD-F (Mayville)		Sold to Embarcadero	\$1,500,000
1994	KRCX	From Fuller Jeffrey	to Embarcadero	\$3,000,000
1995	KFIA (Carmichael)		Sold to Salem	\$150,000
1995	KCTC, KYMX-F	From Tribune Co	. to Henry	KVOD-F in Dallas + \$3.5 million
1996	KRXQ-F	From Citicasters	to Jacor	\$18,600,000
1996	KSEG-F	From Citicasters	to Jacor	\$29,500,000
1996	KSQR (1240)		Sold to Silverado	\$1,800,000
1996	KCTC, KYMX-F	From Henry	to Amer. Radio Syst.	\$24,000,000
1996	KSTE	From Fuller-Jeffrey	to Amer. Radio Syst.	\$7,250,000
1996	KMJL, KSFM-F	From Secret	to Amer. Radio Syst.	\$29,000,000
1996	KSSJ-F (Shingle Spg.)		Sold to Amer. Radio Syst.	\$14,000,000
1996	KSTE	From Amer. Radio	to Chancellor	\$9,500,000
1996	KXOA A/F, KQPT-F	From Brown	to Amer. Radio Syst.	\$50,000,000
1996	KHTK	From EZ	to Amer. Radio Syst.	\$4,000,000
1996	KNCI-F	From EZ	to Amer. Radio Syst.	\$28,000,000
1996	KRAK-F	From EZ	to Amer. Radio Syst.	\$30,000,000
1996	KXOA-F	From Amer. Radio	to Entercom	\$27,500,000
1996	KRXQ-F, KSEG-F	From Jacor	to Entercom	\$45,000,000
1996	KMJL	From Amer. Radio Syst.	to Salem	\$1,500,000
1997	KSSJ-F/KBAY-F	Traded by ARS	to EXCL	KBRG-F, KINK-F
1997	94.7 CP	From Susquehanna	to Entercom	\$15,900,000
1997	KCTC	From ARS	to Entercom	Trade
1997	KOWL/KRLT-F (Lake Tahoe)		From Park Lane	to Regent NA
1997	KSQR (1240)	From Silverado	to Z-Spanish	NA
1997	KNCI-F	From Amer. Radio Syst.	to CBS	\$45,000,000
1997	KHTK, KQPT	From Amer. Radio Syst.	to CBS	\$6,000,000
1997	KRAK-F	From Amer. Radio Syst.	to CBS	\$20,000,000
1997	KSFM-F	From Amer. Radio Syst.	to CBS	\$53,000,000
1997	KYMX-F	From Amer. Radio Syst.	to CBS	\$27,000,000
1997	KZZO-F	From Amer. Radio Syst.	to CBS	\$33,000,000
1998	KQBR-F		Sold to Z-Spanish	\$5,600,000
1998	KRAK-F (98.5)	From ARS/CBS	to Entercom	\$4,400,000 + KRXQ
1998	KRXQ-F (93.7)	From Entercom	to ARS/CBS	4,400,000 + KRAK
1998	Z-Spanish Network (Majority interest)		Sold to Douglas	\$101,000,000
1998	Z-Spanish Network (20% interest)		Sold to Hicks, Muse	\$25,000,000
1998	KRCX	From EXCL	to Freedom Network	\$1,700,000
18-Mar-99	KAHI AM	Nevada Country Broadcasters	Immaculate Heart Radio	\$475,000
31-Jan-00	KRCX FM, KRRE FM	EXCL	Entravision	includes AM CP (1620; 10 kw, 1 kw)
16-Mar-00	KLIB AM, KSXX AM	Freedom Network	Multicultural	Group transaction: \$250,000,000
				Group transaction: \$12,000,000

WEATHER DATA			
Elevation:			17
Annual Precipitation:			17.3 in.
Annual Snowfall:			0
Average Windspeed:			8.3 (SW)
			TOTAL YEAR
Avg. Max. Temp:	JAN 53.0	JUL 92.9	73.2
Avg. Min. Temp:	37.1	57.5	47.4
Average Temp:	45.1	75.2	60.3

Saginaw-Bay City-Midland

1999 ARB Rank: 125	1999 Revenue: \$16,900,000	Manager's Market Ranking (current): 3
1999 MSA Rank: 128	Rev per Share Point: \$210,723 80.2	Manager's Market Ranking (future) : 3
1999 DMA Rank: 63 (w/Flint)	Population per Station: 19,406 17	
1999 Rev Rank: 108 of 173	1999 Revenue Change: -2.4	Five-year revenue gain % (94-99): 32

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04					
Duncan Revenue Est:	12.8	14.0	15.2	16.0	17.3	16.9										
Yearly Growth Rate (94-99): 5.5%	assigned															
Projected Revenue Estimates:							18.20	19.00	19.80	20.90	22.10					
Revenue per Capita:	31.84	34.83	37.62	39.70	43.03	42.14										
Yearly Growth Rate (94-99): 6.2%	assigned															
Projected Revenue per Capita:							44.75	47.52	50.47	53.60	56.92					
Resulting Revenue Estimate:							17.9	19.01	20.19	21.39	22.71					
Revenue as % of Retail Sales:	0.0032	0.0034	0.0036	0.0037	0.0038	0.0036										
Mean % (94-99) 0.00370%	assigned															
Resulting Revenue Estimate:							18.5	18.9	19.2	19.6	20.4					
							MEAN REVENUE ESTIMATE:					18.2	19.0	19.7	20.6	21.7

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.402	0.402	0.404	0.403	0.402	0.401	0.401	0.400	0.400	0.399	0.399
Retail Sales (billions):	4.00	4.10	4.20	4.30	4.50	4.70	5.00	5.10	5.20	5.30	5.50

Below-the-Line Listening Shares:

Unlisted Station Listening:	6.4
Total Lost Listening:	13.4
Available Share Points:	19.8
Number of Viable Stations:	80.2
Average Share Points per Viable Station:	12.5
Rev. per Available Share Point:	6.4
Estimated Rev. for Mean Station:	\$210,723
Average HH Income:	\$1,349,000
Average Age:	\$39,375
Average Education:	35.6
Average Home Value:	12.3
Population Change (1998-2003):	\$69,500
Retail Sales Change (1998-2003):	-0.7
Cable Penetration:	18.9
Number of Class B or C FMs:	NA
	5

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Hungerford. All viable stations cooperate. Managers expect 4 to 6% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 88.1	<\$20: 26.8	12-10-24 21.5	Non High School Grad: 23.2
Black: 10.4	\$20-\$49.9: 33.4	25-to-54 52.8	High School Grad: 34.6
Amer. Indian: 0.5	\$50-\$99.9: 30.2	55-plus 25.7	College 1-3 years: 26.6
Asian/Pac. Isl.: 1.0	\$100+: 9.6		College 4+ years: 15.7
Hispanic: * 5.4			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Automotive	Dow Chemical 75	Dow Chemical Company	
Chemicals			
Foundries			

INC 500 Companies

Employment Breakdowns

By Industry:

Saginaw-Bay City-Midland, MI MSA Total

1 Retail Trade	34,655	19.93%
2 Manufac., Durables	28,632	16.47%
3 Manufac., Non-Durables	18,080	10.40%
4 Health Svcs.	16,658	9.58%
5 Educational Svcs.	14,186	8.16%
6 Construction	9,144	5.26%
7 Other Prof. Svcs.	8,912	5.13%
8 Fin., Ins. & Real Estate	7,620	4.38%
9 Bus. & Repair Svcs.	6,694	3.85%
10 Wholesale Trade	5,868	3.38%
Total Metro Employees	173,842	
Top 10 Total Employees	150,449	86.54%

By Occupation:

Admin. Support/Clerical	25,994	14.95%
Professional	24,209	13.93%
Precis. Produc./Craft/Repair	22,461	12.92%
Svc., Exclud. Protective & HH	21,803	12.54%
Sales	21,129	12.15%
Exec., Admin. & Managerial	16,898	9.72%
Machine Oprs., Fab., Assemb., & Inspec.	15,614	8.98%
Handlers, Cleaners, Help., Laborers	6,991	4.02%
Transportation & Moving	6,914	3.98%
Technicians & Support	6,605	3.80%

NOTE:

Saginaw-Bay City-Midland

Largest Local Banks (Assets \$000,000)

Chemical Bk & Tr Co	\$658
Chemical Bk Bay Area	\$214

Colleges and Universities (# of Students)

Central Michigan U.	25,319
Northwood U.	2,640
Great Lakes Coll.	1,431
Total Students (FT & PT)	29,390

Military Bases (# of personnel)

Unemployment

Jun 79:	9.10%	Jul 90:	6.90%
Dec 82:	18.60%	Jul 91:	8.20%
Sep 83:	12.70%	Jul 92:	8.70%
Sep 84:	12.30%	Jul 93:	7.40%
Aug 85:	12.40%	Jul 94:	6.20%
Aug 86:	8.60%	Jul 95:	5.30%
Aug 87:	8.00%	Jul 96:	4.70%
Aug 88:	5.90%	Aug 98:	3.40%
Jul 89:	7.20%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Cliff Hauser
Sam Britton

Viable Stations			
WCEN-F	WILZ-FF	WMAX (1/2)	WTLZ-F
WEEG-F	WIOG-F	WSAM	
WGER-F	WKQC-F	WSGW	
WHNN-F	WKQZ-F	WTCF-F	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
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See Flint

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Citadel Communications Corp.: WHNN FM, WIOG FM, WKQZ FM, WSGW AM, WGER FM, WTCF FM, WILZ FF	\$11,310,000	66.9
2 MacDonald Broadcasting Co.: WKQC FM, WSAM AM, WEEG FM	\$3,850,000	22.8
3 Cumulus Media: WTLZ FM	\$850,000	5
4 Frankenmuth Broadcasting, Inc.: WKNX AM	\$380,000	2.2
5 Saginaw Bay Broadcasting Corp.: WMAX AM	\$200,000	1.2

Major Daily Newspapers

	AM	PM	Sun	Owner
Saginaw News		50,541	60,635	Newhouse
Bay City Times		37,225	48,662	Newhouse
Midland Daily News		16,412	18,086	Hearst Newspapers

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$236,000,000	82%	0.0050
Radio	\$16,900,000	6%	0.0036
Newspaper	\$31,400,000	11%	0.0067
Outdoor	\$4,300,000	1%	0.0009
Cable TV	N/A	N/A	N/A
Media Total	\$288,600,000		0.0162

NOTE: Use Newspaper and Outdoor estimates with caution. Miscellaneous Comments: * Split DMA with Flint. TV revenue is estimate of Saginaw/Bay City share. Total TV revenue for DMA is estimated at \$59,000,000

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WKQC FM	C	\$3,100,000	18.3
2 WHNN FM	O	\$2,750,000	16.3
3 WIOG FM	AC/CHR	\$2,300,000	13.6
4 WKQZ FM	AOR	\$1,940,000	11.5
5 WSGW AM	FS/T	\$1,860,000	11.0
6 WGER FM	SAC	\$1,060,000	6.3
7 WTCF FM	CHR/U	\$1,000,000	5.9
8 WTLZ FM	G	\$850,000	5.0
9 WILZ FF	CL AOR	\$400,000	2.4
10 WSAM AM	ST	\$390,000	2.3
11 WKNX AM	ST	\$380,000	2.2
12 WEEG FM	CL AOR	\$360,000	2.1
13 WMAX AM	SPRTS	\$200,000	1.2

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1994				
1994	WUVE-F			\$335,000
1994	WBTZ-F (Pinconning)		Sold to WKQZ owner	\$200,000
1994	WXOX (Bay City)		Sold to Bell	\$20,000
1995	WGER-F		Sold to Fritz	\$4,200,000
1997	WSGW	From Fritz	to 62nd Street	\$5,200,000
1997	WIOG-F	From Fritz	to 62nd Street	\$9,500,000
1997	WGER-F	From Fritz	to 62nd Street	\$4,700,000
1997	WKNX	Sold by Bell		\$210,000
1998	WJZZ	From Bell	to Radio One	
1998	WIXC-F	From Midwest Family	to MacDonald	
1998	WTCF-F		Sold to Liggett	\$3,590,000
1998	WKQZ-F/WIOG-F/WSGW/	From 62nd Street	to Citadel	\$35,000,000
	WGER-F/WMJA-F/WMLK-F			
1998	WTLZ-F	From Steve Taylor	to Connoisseur	\$1,800,000
29-Nov-99	WTLZ FM	Connoisseur	Cumulus	Group sale: \$242,000,000
6-Dec-99	WHNN FM, WTCF FM	Liggett	Citadel	Group Transaction: \$120,500,000 in stock & cash

Market's Best

Best Restaurants: Treasure Island, Justine's, Levis.

Best Hotels: Sheraton, Bay Valley Resort, Montague Inn.

Best Golf Courses: Bay Valley.

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	80.6	\$13,354,000	4.0
National	19.4	\$3,085,000	-20.0

NO WEATHER DATA AVAILABLE

NOTE: Trade equals 6.8% of local. In 1998 it was 6.6%.

NOTE:

1999 ARB Rank: 19	1999 Revenue: \$128,500,000	Manager's Market Ranking (current): 3.3
1999 MSA Rank: 17	Rev per Share Point: \$1,466,895 87.6	Manager's Market Ranking (future) : 3.4
1999 DMA Rank: 20	Population per Station: 88,196 24	
1999 Rev Rank: 18 of 173	1999 Revenue Change: 8.8	Five-year revenue gain % (94-99): 55

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	82.9	90.0	94.8	107.9	117.2	128.5					
Yearly Growth Rate (94-99): 5.9%	assigned										
Projected Revenue Estimates:							141.00	149.20	155.00	162.10	171.20
Revenue per Capita:	32.64	35.29	37.18	41.98	45.43	49.81					
Yearly Growth Rate (94-99): 5.0%	assigned										
Projected Revenue per Capita:							52.30	54.92	57.66	60.54	63.57
Resulting Revenue Estimate:							135.5	142.78	150.49	158.02	166.56
Revenue as % of Retail Sales:	0.0039	0.0039	0.0040	0.0044	0.0046	0.0047					
Mean % (94-99) 0.00465%											
Resulting Revenue Estimate:							133.9	137.2	140.9	145.1	153.5
MEAN REVENUE ESTIMATE:							136.8	143.1	148.8	155.1	163.7

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	2.540	2.550	2.550	2.570	2.570	2.580	2.590	2.600	2.610	2.610	2.620
Retail Sales (billions):	21.50	23.00	24.00	24.50	25.70	27.20	28.80	29.50	30.30	31.20	33.00

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:	19.5
Average Share Points per Viable Station:	4.5
Rev. per Available Share Point:	\$1,466,895
Estimated Rev. for Mean Station:	\$6,601,000
Average HH Income:	\$44,111
Average Age:	36
Average Education:	11.7
Average Home Value:	\$88,800
Population Change (1998-2003):	1.6
Retail Sales Change (1998-2003):	21.5
Cable Penetration:	56
Number of Class B or C FMs:	16

Confidence Levels	
1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. KFYO-F, KTRS and a few low-rated stations do not cooperate. Managers predict 8 to 9% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	80.7 <\$20: 21.4	12-to-24 20.0	Non High School Grad: 23.2
Black:	17.8 \$20-\$49.9: 35.3	25-to-54 53.6	High School Grad: 30.3
Amer. Indian:	0.2 \$50-\$99.9: 32.6	55-plus 26.4	College 1-3 years: 25.7
Asian/Pac.Isl.:	1.3 \$100+: 10.7		College 4+ years: 20.9
Hispanic: *	1.5		

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries

Transport Equipment	
Automotive	
Aerospace	
Beer	
Chemicals	
Soaps/Detergents	

Fortune 500 Companies

Emerson Electric	118
May Dept. Stores	120
Anheuser-Busch	150
Monsanto	187
Ralston Purina	293
Genamerica	392
Graybar Electric	404
Clark USA	414
Leggett & Platt	436
(and more)	

Forbes 500 Companies

Reinsurance Group of Am.	
Express Scripts, Inc.	
Emerson Electric Co.	
A.G. Edwards, Inc.	
Ameren Corporation	
Anheuser-Bush Companies	
Mallinckrodt Inc.	
May Department Stores	
Monsanto Company	
(and more)	

Forbes Largest Private Companies

Enterprise Rent-A-Car	24
Clark USA	28
Graybar Electric	30
Peabody Group/1998	54
Schnuck Markets	73
UniGroup	81
Edward Jones	116
Maritz	127
Heico Companies LLC	183
(and more)	

INC 500 Companies

ACS Int'l Resources	96
Helga Designs	144
T.R. Hughes	178
Security Leasing Partn.	205
Solutech	377
Software Architects	383
Windows on Washington	422

Employment Breakdowns

By Industry:

St. Louis, MO-IL MSA Total

1 Retail Trade	212,051	17.16%
2 Manufac., Durables	155,964	12.62%
3 Health Svcs.	113,146	9.16%
4 Educational Svcs.	94,448	7.64%
5 Fin., Ins. & Real Estate	90,139	7.30%
6 Manufac., Non-Durables	83,922	6.79%
7 Other Prof. Svcs.	78,350	6.34%
8 Construction	69,039	5.59%
9 Transportation	64,324	5.21%
10 Wholesale Trade	60,749	4.92%
Total Metro Employees	1,235,605	
Top 10 Total Employees	1,022,132	82.72%

By Occupation:

Admin. Support/Clerical	217,005	17.56%
Professional	181,407	14.68%
Exec., Admin. & Managerial	159,344	12.90%
Sales	152,306	12.33%
Svc., Exclud. Protective & HH	136,558	11.05%
Precis. Produc./Craft/Repair	134,163	10.86%
Machine Oprs., Fab., Assemb., & Inspec.	74,357	6.02%
Technicians & Support	49,379	4.00%
Handlers, Cleaners, Help., Laborers	47,260	3.82%
Transportation & Moving	47,059	3.81%

NOTE:

St. Louis

Largest Local Banks (Assets \$000,000)	
Mercantile Bank, NA	\$22,581
First Bk	\$2,978
Southwest Bk of St. Louis	\$1,376
UMB Bk of St. Louis NA	\$1,103
First Natl Bk of St Louis County	\$759
Bk of Edwardsville	\$656
Allegiant Bank	\$621
Lemay Bk & Tr Co	\$561
Jefferson Bk & Tr Co	\$495

Colleges and Universities (# of Students)	
St. Louis CC at Meramec	13,587
Belleville Area Coll.	12,809
Washington U.	11,430
Southern Illinois U. at Edwardsville	11,357
St. Louis U.	10,538
U. of Missouri: St. Louis	9,181
Lewis and Clark CC	5,992
(and more)	
Total Students (FT & PT)	98,590

Military Bases (# of personnel)	
Scott AFB	6,024
Charles Melvin Price Spt Ctr	133
DMA St Louis	25

Unemployment			
Jun 79:	5.10%	Jul 90:	6.10%
Dec 82:	N/A	Jul 91:	6.70%
Sep 83:	10.00%	Jul 92:	6.60%
Sep 84:	7.40%	Jul 93:	6.30%
Aug 85:	7.50%	Jul 94:	4.60%
Aug 86:	7.10%	Jul 95:	5.00%
Aug 87:	6.60%	Jul 96:	4.70%
Aug 88:	6.40%	Aug 98:	4.50%
Jul 89:	5.20%	Dec 99:	2.90%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users
 Kupper-Parker
 Turec
 Glennon
 D'Arcy

	Viable Stations			
KATZ (1/2)	KLOU-F	KSHE-F	WIL -F	
KATZ-F	KMJM-AF	KSLZ-F	WKXX-F	
KEZK-F	KMOX	KTRS	WRTH (1/2)	
KFNS (1/2)	KPNT-F	KXOK-F	WVRV-F	
KFUO-F	KSD -F	KYKY-F	WXTM-F	
KIHT-F				

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KTVI	St. Louis	2	FOX	Fox	
KMOV-TV	St. Louis	4	CBS	Beio	
KSDK	St. Louis	5	NBC	Gannett	
KETC	St. Louis	9	PBS		
KPLR-TV	St. Louis	11	WB	ACME	
KDNL-TV	St. Louis	30	ABC	Sinclair	
WHSL-TV	E. St. Louis	46	IND		

Major Daily Newspapers	AM	PM	Sun	Owner
Post-Dispatch	329,582		516,237	Pulitzer Publishing Co.

Highest Billing Stations			
Calls	Format	Revenue	Pct.
1 KMOX AM	FS/T	\$25,000,000	19.5
2 KEZK FM	SAC	\$12,000,000	9.3
3 KYKY FM	AC	\$11,600,000	9.0
4 WIL FM	C	\$11,500,000	8.9
5 KSHE FM	AOR	\$7,950,000	6.2
6 KMJM FM	B/AC	\$7,700,000	6.0
7 WKXX FM	C	\$7,270,000	5.7
8 WVRV FM	AC/NR	\$6,000,000	4.7
9 KPNT FM	AOR/NR	\$5,500,000	4.3
10 KLOU FM	O	\$5,200,000	4.0
11 KSLZ FM	CHR	\$4,060,000	3.2
12 KIHT FM	CL HITS	\$3,800,000	3.0
13 KSD FM	AC/CHR	\$3,700,000	2.9
14 KXOK FM	CL AOR	\$3,400,000	2.6
15 KTRS AM	T	\$3,300,000	2.6
16 KATZ FM	B	\$2,870,000	2.2
17 WXTM FM	AOR/NR	\$2,500,000	1.9
18 KFUE FM	CL	\$1,900,000	1.5
19 KFNS AF	SPRTS	\$1,850,000	1.4
20 KATZ AM	G	\$650,000	0.5
21 WRTH AM	ST	\$500,000	0.4

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$237,000,000	39%	0.0087
Radio	\$128,500,000	21%	0.0047
Newspaper	\$207,000,000	34%	0.0076
Outdoor	\$26,000,000	4%	0.0009
Cable TV	\$12,500,000	2%	0.0005
	\$611,000,000		0.0224

NOTE: Use Newspaper and Outdoor estimates with caution.

Market's Best

Best Restaurants: Tony's, Balaban's, Dominic's, Dierdorf & Hart.

Best Hotels: Adam's Mark, Hyatt, Omni, Majestic, Marriott.

Best Golf Courses: Old Warson CC, Belleive, Westwood C, St. Louis CC.

NOTE:



Radio Revenue Breakdown

	Pct	Revenue	Pct change
Local	82.3	\$98,676,000	12.6
National	17.7	\$21,154,000	0.3

NOTE: Trade equals 4.5% of local. In 1998 it was 4.7%.

Highest Billing Radio Entities
(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 CBS/Infinity: KMOX AM, KEZK FM, KYKY FM	\$48,600,000	37.8
2 Emmis Broadcasting: WIL FM, KSHE FM, WKKX FM, WVRV FM, KPNT FM, KIHT FM, KXOK FM, WXTM FM, WRTH AM	\$48,420,000	37.7
3 Clear Channel Communications: KMJM FM, KLOU FM, KSLZ FM, KSD FM, KATZ FM, KATZ AM	\$24,180,000	18.8
4 Charter Communications of St. Louis: KTRS AM	\$3,300,000	2.6
5 Lutheran Church-MO Synod Inc.: KFUD FM	\$1,900,000	1.5
6 Missouri Sports Radio, LLC: KFNS AF	\$1,850,000	1.4

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1994				
1994	KSTL		Sold to Crawford	\$525,000
1995	WESL	Sold by Willis		\$800,000
1995	KMOX, KLOU-F	From CBS	to Westinghouse	\$61,000,000
1995	KFNS, KEZK-F	From Compass	to Par	\$26,000,000
1996	KMJM-F	From Noble	to Jacor	\$29,800,000
1996	KATZ-AF	From Noble	to Jacor	\$7,700,000
1996	WIBV			\$1,450,000
1996	WEW		Sold to Gary Acker	\$435,000
1996	KFNS, KEZK-F	From Par	to EZ	\$48,000,000
1996	KPNT-F, WVRV-F	From River City	to Sinclair TV	
1996	KEZK-F	From EZ	to Amer. Radio	\$57,000,000
1996	KFNS	From EZ	to Amer. Radio	\$2,000,000
1996	KSD	From EZ	to Amer. Radio	\$9,000,000
1996	KSD-F	From EZ	to Amer. Radio	\$20,000,000
1996	KYKY-F	From EZ	to Amer. Radio	\$61,000,000
1996	WKBQ-AF, WKKX-F	From Zimmer	to Emmis	\$42,500,000
1996	KSD	From EZ/ARS	to WIBV owner	\$10,000,000
1997	KLOU-F	From CBS	to Entercom	Trade
1997	KLOU-F	From Entercom	to Amer. Radio	Trade
1997	WCBW-F		Sold to Jacor	\$13,000,000
1997	WRTH	From Heritage	to Sinclair TV	\$2,600,000
1997	KIHT-F	From Heritage	to Sinclair TV	\$19,800,000
1997	WIL-F	From Heritage	to Sinclair TV	\$42,000,000
1997	WKBQ-AM	Donated by Emmis		NA
1997	KEZK-F	From Amer. Radio	to CBS	\$58,000,000
1997	KFNS	From Amer. Radio	to CBS	\$4,000,000
1997	KLOU-F	From Amer. Radio	to CBS	\$32,000,000
1997	KSD-F	From Amer. Radio	to CBS	\$22,000,000
1997	KYKY-F	From Amer. Radio	to CBS	\$64,000,000
1998	WIBV (1260)	From KTRS	to ABC/Disney	\$2,500,000
1998	KSLQ-F (Washington, MO)			\$1,100,000
1998	KLOU-F/KSD-F	From CBS	to Jacor	Trade
1998	WFUN-F (95.5; Bethalto IL)			\$6,700,000
1998	KSD-F/KSLZ-F/KMJM-F/KATZ-F/KLOU-F/KATZ		From Jacor	to Clear Channel
1998	WFUN		Sold to Radio One	\$13,600,000
1998	KLPW-AF	From Virginia	to Marathon	\$6,000,000
11-May-99	KZMM FM	James Magee	Missouri Sports Radio	\$1,250,000
25-Jun-99	KIHT FM, KPNT FM, KXOK FM,			
25-Jun-99	WIL FM, WRTH AM, WVRV FM	Sinclair Broadcast	Emmis	approx. \$366,500,000

Six radio stations (+ KDNL-TV):

WEATHER DATA

Elevation:			535
Annual Precipitation:			36.7 in.
Annual Snowfall:			17.8 in.
Average Windspeed:			9.5 (SW)
		TOTAL	
		JAN	JUL
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



1999 ARB Rank: 150	1999 Revenue: \$13,300,000	Manager's Market Ranking (current): 2.8
1999 MSA Rank: NA	Rev per Share Point: \$167,085 79.6	Manager's Market Ranking (future) : 3
1999 DMA Rank: 164 (w/out Ocean City)	Population per Station: 9,067 27	
1999 Rev Rank: 130 of 173	1999 Revenue Change: 6	Five-year revenue gain % (94-99): 37.1

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	9.7	10.3	11.0	12.0	12.5	13.3					
Yearly Growth Rate (94-99): 5.8% assigned											
Projected Revenue Estimates:							14.40	14.80	15.20	16.40	17.60
Revenue per Capita:	36.74	38.72	41.04	44.28	45.95	48.72					
Yearly Growth Rate (94-99): 5.6% assigned											
Projected Revenue per Capita:							51.45	54.33	57.37	60.59	63.98
Resulting Revenue Estimate:							14.1	15.00	15.89	16.84	17.91
Revenue as % of Retail Sales:	0.0036	0.0036	0.0035	0.0037	0.0037	0.0037					
Mean % (94-99) 0.00370%											
Resulting Revenue Estimate:							13.7	14.1	14.1	14.8	15.5
MEAN REVENUE ESTIMATE:							14.1	14.6	15.1	16.0	17.0

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.264	0.266	0.268	0.271	0.272	0.273	0.275	0.276	0.277	0.278	0.280
Retail Sales (billions):	2.70	2.90	3.10	3.20	3.40	3.60	3.70	3.80	3.80	4.00	4.20

Below-the-Line Listening Shares:	2.5
Unlisted Station Listening:	17.9
Total Lost Listening:	20.4
Available Share Points:	79.6
Number of Viable Stations:	13
Average Share Points per Viable Station:	6.1
Rev. per Available Share Point:	\$167,085
Estimated Rev. for Mean Station:	\$1,019,000
Population Change (1998-2003):	2.4
Retail Sales Change (1998-2003):	18.3
Cable Penetration:	75
Number of Class B or C FMs:	4

Confidence Levels

1999 Revenue Estimates: Below normal
 2000-to-2004 Revenue Estimates: Below normal

Comments: Managers predict 4 to 6% growth in 2000.

Socio-Economic Breakdowns

Ethnic Income (\$000) Age Education

INFORMATION NOT AVAILABLE

** Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.*

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
			Perdue Farms 46

INC 500 Companies	Employment Breakdowns
Black Oak Computer 376	By Industry:

By Occupation:

INFORMATION NOT AVAILABLE

NOTE:

Largest Local Banks (Assets \$000,000)

Greenwood Tr Co	\$13,928
Peninsula Bank	\$488
Calvin B. Taylor Bnkg Co., Inc	\$267
Baltimore Tr Co	\$265
Atlantic Bank	\$229
The Bank of Delmarva, N.A.	\$158
Delaware Natl Bk	\$147
County Bank	\$87
Bank of Ocean City	\$68

Colleges and Universities (# of Students)

Salisbury State U.	5,565
U. of Maryland: Eastern Shore	3,206
DE Tech and CC: Owens Campus	2,809
Wor-Wic CC	2,052
Total Students (FT & PT)	13,632

Military Bases (# of personnel)

Unemployment

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations

WAFL-F (1/2)	WJWL (1/2)	WOLC-F (1/2)	WRBG-F
WGBB-FF	WJYN/WJNE-FF (1/2)	WOSC-FF	WWFG-F
WGMD-F	WLWV-FF	WQHJ-F	WZBH-F
WICO-FF	WOCQ-F	WQJZ-F	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WBOC-TV	Salisbury	16	CBS	Draper	
WCPB	Salisbury	28	PBS	MD PTV	
WMDT	Salisbury	47	ABC	Brechner	

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Share
1 Cumulus Media: WQHJ FM, WWFG FM, WLWV FF, WOSC FF, WAWR AM, WJDY AM, WTGM AM	\$5,175,000	38.9
2 Delmarva Broadcasting Co.: WAFL FM, WICO AF, WQJZ FM, WXJN FM, WYUS AM	\$4,100,000	30.8
3 Great Scott Broadcasting: WOCQ FM, WZBH FM, WGBG FF, WJNE FF, WJWL AA, WKHI FM	\$3,100,000	23.3
4 Resort Broadcasting Co., LLC: WGMD FF	\$340,000	2.6

Major Daily Newspapers

	AM	PM	Sun	Owner
Salisbury Daily Times	27,904		32,106	Thomson Newspapers

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$21,600,000	62%	0.0060
Radio	\$13,300,000	38%	0.0037
Newspaper	N/A	NM	N/A
Outdoor	N/A	NM	N/A
Cable TV	N/A	NM	N/A
Media Total	\$34,900,000		0.0097

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WQHJ FM	AC	\$1,950,000	14.7
2 WWFG FM	C	\$1,925,000	14.5
3 WAFL FM	CHR	\$1,900,000	14.3
4 WICO FF	C	\$1,600,000	12.0
5 WOCQ FM	U/CHR	\$1,100,000	8.3
6 WZBH FM	AOR	\$1,000,000	7.5
7 WLWV FF	O	\$750,000	5.6
8 WOSC FF	AOR/NR	\$550,000	4.1
9 WGBG FF	CL HITS	\$420,000	3.2
10 WJNE FF	AC/NR	\$390,000	2.9
11 WGMD FF	T	\$340,000	2.6
12 WQJZ FM	J	\$310,000	2.3
13 WICO AM	T	\$290,000	2.2
14 WJWL AM	ST	\$190,000	1.4

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1996	WOSC-F	From Benchmark	to Ocean City	\$2,400,000
1996	WWFG-F	From Benchmark	to Ocean City	\$6,600,000
1997	WRXS-F (106.9: Ocean City, MD)		Sold to HVS	\$400,000
1997	WAFL-F/WICO-AF/ WLFX-F/WXJN-F/WYUS	From Prettyman	to Delmarva	\$12,000,000
1996	WTGM(960)/WLBW-F/ WLWV-F/WQHJ-F	From HVS	to Cumulus	\$9,200,000
1997	WJDY, WSBY-F	From HVS	to Cumulus	\$1,300,000
1997	WTGM(EB 1670), WRXS-F	From HVS	to GHB	NA
1997	WDNO-F		Sold to Great Scott	NA
1997	WOCQ-F		Sold to Great Scott	\$2,780,000
1998	WOSC-F, WWFG-F	From Capstar	to Cumulus	\$7,500,000
1998	WRKE-F		Sold to Great Scott	\$1,500,000
1998	WJPY/WSUX-F		Sold to Great Scott	\$1,200,000
1998	WRXS-F	From HVS		\$360,000
1998	WAWR (1670)	From Huberman	to Cumulus	\$10,800
14-Jun-99	WKHIW FM	Choppy Layton	Great Scott Broadcasting	\$700,000
14-Jun-99	WKHI FM	Choppy Layton	Great Scott Broadcasting	\$700,000
2-Aug-99	WXPZ FM	Hall & Jeannette Read	Wm. T. & Bonny Sammons	48.5% interest for \$500,000

Market's Best

NO WEATHER DATA AVAILABLE

NOTE:

1999 ARB Rank: 35	1999 Revenue: \$80,000,000	Manager's Market Ranking (current): 3.6
1999 MSA Rank: 45	Rev per Share Point: \$889,878 89.9	Manager's Market Ranking (future) : 3.9
1999 DMA Rank: 29	Population per Station: 39,272 32	
1999 Rev Rank: 32 of 173	1999 Revenue Change: 7	Five-year revenue gain % (94-99): 100.5

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	39.9	48.7	57.8	66.0	74.4	80.0					
Yearly Growth Rate (94-99): 8.0%	assigned										
Projected Revenue Estimates:							86.10	93.20	106.50	112.10	117.50
Revenue per Capita:	26.96	32.04	37.29	41.77	45.93	48.78					
Yearly Growth Rate (94-99): 6.0%											
Projected Revenue per Capita:							51.71	54.81	58.10	61.59	65.28
Resulting Revenue Estimate:							86.9	93.18	99.93	107.16	114.90
Revenue as % of Retail Sales:	0.0035	0.0040	0.0044	0.0047	0.0050	0.0049					
Mean % (94-99) 0.00495%											
Resulting Revenue Estimate:							85.6	88.6	93.6	98.0	104.0
							MEAN REVENUE ESTIMATE:				
							86.2	91.7	100.0	105.8	112.1

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	1.480	1.520	1.550	1.580	1.620	1.640	1.680	1.700	1.720	1.740	1.760
Retail Sales (billions):	11.30	12.10	13.20	14.00	15.00	16.30	17.30	17.90	18.90	19.80	21.00

Below-the-Line Listening Shares:	0
Unlisted Station Listening:	10.1
Total Lost Listening:	10.1
Available Share Points:	89.9
Number of Viable Stations:	22
Average Share Points per Viable Station:	4.1
Rev. per Available Share Point:	\$889,878
Estimated Rev. for Mean Station:	\$3,649,000
Average HH Income:	\$46,661
Average Age:	30.2
Average Education:	13.1
Average Home Value:	\$117,700
Population Change (1998-2003):	7.4
Retail Sales Change (1998-2003):	32
Cable Penetration:	53
Number of Class B or C FMs:	19

Confidence Levels
1999 Revenue Estimates: Normal
2000-to-2004 Revenue Estimates: Normal

Comments: Market reports revenue to Miller, Kaplan. KSOP A/F, KSNU-F and a few low-rated AM's do not participate. Managers predict 6 to 8% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 94.6	<\$20: 17.4	12-to-24 29.2	Non High School Grad: 13.9
Black: 1.3	\$20-\$49.9: 36.0	25-to-54 51.3	High School Grad: 26.9
Amer. Indian: 0.8	\$50-\$99.9: 35.4	55-plus 19.5	College 1-3 years: 36.4
Asian/Pac. Isl.: 3.2	\$100+: 11.3		College 4+ years: 22.8
Hispanic: * 8.2			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Mining	American Stores 67	Novell, Inc.	Huntsman 14
Oil and Refining	Autoliv 428	First Security Corp., DE	Sinclair Oil 156
Aerospace		Zions Bancorporation	Deseret Management 332
Government			Streiner 363
Surgical/Medical Instruments			

INC 500 Companies

Wasatch Energy	56
Vitrex	57
EBC Computers	83
Upper Valley Utilities	103
Respond	451
Setpoint Engineered Sys474	

Employment Breakdowns

By Industry:	Salt Lake City-Ogden, UT MSA Total	
1 Retail Trade	103,782	17.58%
2 Manufac., Durables	63,059	10.68%
3 Educational Svcs.	49,862	8.45%
4 Pub. Admin.	49,642	8.41%
5 Health Svcs.	43,172	7.31%
6 Fin., Ins. & Real Estate	40,337	6.83%
7 Other Prof. Svcs.	38,131	6.46%
8 Wholesale Trade	31,120	5.27%
9 Construction	30,558	5.18%
10 Bus. & Repair Svcs.	29,951	5.07%
Total Metro Employees	590,393	
Top 10 Total Employees	479,614	81.24%

By Occupation:

Admin. Support/Clerical	106,543	18.05%
Professional	84,339	14.29%
Exec., Admin. & Managerial	79,348	13.44%
Sales	74,112	12.55%
Precis. Produc./Craft/Repair	66,033	11.18%
Svc., Exclud. Protective & HH	60,873	10.31%
Machine Oprs., Fab., Assemb., & Inspec.	34,768	5.89%
Technicians & Support	25,322	4.29%
Transportation & Moving	21,989	3.72%
Handlers, Cleaners, Help., Laborers	21,464	3.64%

NOTE:

Largest Local Banks (Assets \$000,000)

First Secur Bk NA	\$17,128
Am. Express Centurion Bk	\$12,689
Zions First Natl Bk	\$6,278
Merrill Lynch Bank USA	\$1,096
Bk One Utah NA	\$1,091
G. E. Capital Financial, Inc.	\$795
Morgan Stanley Dean Witter Bk, Inc.	\$708
Providian Bank	\$467
AT&T Universal Financial	\$402

Colleges and Universities (# of Students)

Brigham Young U.	32,097
U. of Utah	24,205
Salt Lake CC	15,655
Utah Valley State Coll.	14,361
Westminster Coll.	2,180
LDS Business Coll.	862
(and more)	
Total Students (FT & PT)	103,915

Military Bases (# of personnel)

Hill AFB	4,464
Dugway Proving Ground	250
Salt Lake City IAP AGS	12

Unemployment

Jun 79:	3.90%	Jul 90:	4.30%
Dec 82:	8.20%	Jul 91:	5.10%
Sep 83:	7.80%	Jul 92:	4.50%
Sep 84:	5.50%	Jul 93:	3.60%
Aug 85:	4.80%	Jul 94:	3.50%
Aug 86:	4.80%	Jul 95:	3.20%
Aug 87:	5.50%	Jul 96:	2.90%
Aug 88:	4.20%	Aug 98:	3.50%
Jul 89:	3.70%	Dec 99:	2.40%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Harris & Love
Evans
Scopes, Garcia

Viable Stations

KALL	KENZ-F	KODJ-F	KSL
KBEE-F	KFNZ	KOSY-FF	KSOP-AF
KBER-F	KISN-F	KQMB-F	KUBL-F
KBZN-F	KKAT-F	KRSP-F	KUUU-FF
KCPX-F	KNRS	KSFI-F	KXRK-F
KDYL-AA			KZHT-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KUTV	Salt Lake City	2	CBS	CBS	
KTVX	Salt Lake City	4	ABC	United TV	
KSL-TV	Salt Lake City	5	NBC	Bonneville	
KUED	Salt Lake City	7	PBS	U. of UT	
KULC	Ogden	9	Inst.	U. of UT	
KBYU	Provo	11	PBS	BYU	
KSTU	Salt Lake City	13	FOX	Fox	
KJZZ	Salt Lake City	14	UPN		
KUPX	Provo	16	PAX	Paxson	
KUWB	Ogden	30	WB	ACME	
KEJT-LP	Salt Lake City	48	TEL		

Major Daily Newspapers

	AM	PM	Sun	Owner
Salt Lake Tribune	129,612		159,252	Telecommunications Inc. (JOA)
Deseret News		61,078	66,986	Latter Day Saints Church
Ogden Standard-Examiner		60,996	65,776	Sandusky-Norwalk Newspapers
Provo Daily Herald	29,203		30,541	Pulitzer Publishing Co.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$136,000,000	39%	0.0083
Radio	\$80,000,000	23%	0.0049
Newspaper	\$118,000,000	33%	0.0072
Outdoor	\$10,000,000	3%	0.0006
Cable TV	\$9,000,000	3%	0.0005
Media Total	\$353,000,000		0.0215

NOTE: Use Newspaper and Outdoor estimates with caution.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KSL AM	FS	\$9,650,000	12.1
2 KSFI FM	SAC	\$7,600,000	9.5
3 KENZ FM	AOR/NR	\$4,730,000	5.9
4 KODJ FM	O	\$4,150,000	5.2
5 KSOP AF	C	\$4,100,000	5.1
6 KUBL FM	C	\$3,990,000	5.0
7 KISN FM	CHR/AC	\$3,790,000	4.7
8 KZHT FM	CHR	\$3,760,000	4.7

Market's Best

Best Restaurants: Market Street Grill.

Best Hotels: Little America, Marriott, Red Lion.

Best Golf Courses: Jeremy Ranch (Park City), The Country Club, Hidden Valley, Park Meadows (Park City), Riverside CC (Provo), Green Spring (Washington).

NOTE:

Highest Billing Radio Entities (includes duopolies and combos)	Combined Revenue	Revenue Share
1 Clear Channel Communications: KODJ FM, KZHT FM, KURR FM, KKAT FM, KNRS AM, KALL AM, KWLW AM	\$18,452,000	23.1
2 Simmons Family, Inc.: KSFI FM, KRSP FM, KXRK FM, KQMB FM, KDYL AM	\$17,808,000	22.3
3 Citadel Communications Corp.: KENZ FM, KUBL FM, KBEE FM, KBER FM, KFNZ AM, KCNR AM, KBEE AM, KWUN AM	\$17,696,000	22.1
4 Bonneville International Corp.: KSL AM	\$9,650,000	12.1
5 Trumper Communications: KISN FM, KOSY FM, KCPX FM, KRAR FM	\$6,430,000	8
6 KSOP, Inc.: KSOP AF	\$4,100,000	5.1
7 KLO Broadcasting Co.: KBZN FM, KLO AM	\$1,388,000	1.7
8 MAG Mile Media: KUUV FF	\$751,000	0.9

Radio Revenue Breakdown

	Pct	Revenue	Pct change
Local	84.9	\$61,088,000	11.2
National	15.1	\$10,781,000	-9.4

NOTE: Trade equals 4.1% of local. In 1998 it was 4.8%.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1993				
1993	KRSP-F		Sold to owners of KSFI-F, KDYL (D)	\$1,200,000
1994	KZHT-F (Provo)		Sold to KTKK/KUTQ-F owner	\$1,100,000
1994	KBER-F (Ogden)	Distress sale by Devine		\$1,650,000
1995	KISN A/F		Sold to Trumper	\$5,250,000
1995	KUMT-F (Centerville)	From Ragan Henry	to Trumper	\$1,850,000
1995	KALL	From Apollo	to Regent	\$1,800,000
1995	KODJ-F	From Apollo	to Regent	\$2,800,000
1995	KKAT-F	From Apollo	to Regent	\$18,500,000
1995	KMXB-F (Orem)	From Ragan Henry	to Marriott	\$1,250,000
1996	KBER-F		Sold to Citadel	\$7,700,000
1996	KRGO-F (Roy)			\$700,000
1996	KUTQ-F, KZHT-F		Sold to Regent	\$11,000,000
1996	KALL	From Regent	to Jacor	\$4,000,000
1996	KKAT-F	From Regent	to Jacor	\$18,000,000
1996	KODJ-F	From Regent	to Jacor	\$9,000,000
1996	KUTQ-F	From Regent	to Jacor	\$8,000,000
1996	KZHT-F	From Regent	to Jacor	\$7,000,000
1996	KENZ-F (107.5)		Sold to Citadel	\$5,500,000
1996	KTLE-F (Toole)		Sold to Simmons	\$650,000
1997	KFAM		Sold to Jacor	\$1,200,000
1997	KBKK-F		Sold to Jacor	\$4,500,000
1997	KFNZ, KBEE-F	From John Price	to Citadel	\$2,900,000
1997	KRGQ (1550)			\$500,000
1997	KISN (570)	Traded by Trumper	to Jacor	KBKK-F
1997	KBKK-F	Traded by Jacor	to Trumper	KISN
1997	KQMB-F		Sold to Simmons	\$3,400,000
1997	KXRK-F		Sold to Simmons	\$5,500,000
1998	KQMB-F		Sold to Simmons Family	\$3,400,000
1998	KXRK-F		Sold to Simmons	\$10,400,000
1998	KNRS/KWLW/KURR-F/KZHT-F/KKAT-F/KALL/KODJ-F		From Jacor	to Clear Channel
1998	KMGR-F	From Simmons	to Buzil & Devine	\$3,000,000
8-Apr-99	KRAR FM	First National Bcstg.	Trumper Communications	\$300,000
7-Jun-99	KSNU FM	Sundance Broadcasting	Deer Valley Broadcasting	\$3,250,000
3-Nov-99	KWUN AM	Kenneth Rushton, trustee	Citadel	\$603,202

WEATHER DATA

Elevation:			4220
Annual Precipitation:			15.6 in.
Annual Snowfall:			58.1 in.
Average Windspeed:			8.7 (SSE)
		TOTAL	
	JAN	JUL	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

1999 ARB Rank:	32	1999 Revenue:	\$80,600,000	Manager's Market Ranking (current):	3.7
1999 MSA Rank:	34	Rev per Share Point:	\$920,091 87.6	Manager's Market Ranking (future) :	4.2
1999 DMA Rank:	36	Population per Station:	45,080 30		
1999 Rev Rank:	31 of 173	1999 Revenue Change:	8.7	Five-year revenue gain % (94-99):	52.9

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	52.7	59.6	62.0	65.0	73.6	80.6						
Yearly Growth Rate (94-99):	6.4% assigned											
Projected Revenue Estimates:							89.50	93.70	100.00	105.00	110.00	
Revenue per Capita:	35.86	38.92	41.33	42.48	47.48	50.69						
Yearly Growth Rate (94-99):	6.4% assigned											
Projected Revenue per Capita:							53.93	57.38	61.05	64.96	69.12	
Resulting Revenue Estimate:							85.8	93.53	101.35	109.14	117.50	
Revenue as % of Retail Sales:	0.0044	0.0044	0.0047	0.0047	0.0049	0.0050						
Mean % (94-99)	0.00495%											
Resulting Revenue Estimate:							85.1	89.1	92.1	98.5	104.4	
							MEAN REVENUE ESTIMATE:					
							86.8	92.1	97.8	104.2	110.6	

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	1.450	1.480	1.500	1.530	1.550	1.570	1.590	1.630	1.660	1.680	1.700
Retail Sales (billions):	11.70	12.70	13.30	13.80	14.80	16.00	17.20	18.00	18.60	19.90	21.10

Below-the-Line Listening Shares:	1
Unlisted Station Listening:	11.4
Total Lost Listening:	12.4
Available Share Points:	87.6
Number of Viable Stations:	18.5
Average Share Points per Viable Station:	4.7
Rev. per Available Share Point:	\$920,091
Estimated Rev. for Mean Station:	\$4,324,000
Average HH Income:	\$35,801
Average Age:	33.1
Average Education:	11.6
Average Home Value:	\$78,800
Population Change (1998-2003):	8.7
Retail Sales Change (1998-2003):	34.3
Cable Penetration:	66
Number of Class B or C FMs:	14

Confidence Levels
1999 Revenue Estimates: Normal
2000-to-2004 Revenue Estimates: Normal

Comments: Market reports revenue to Miller, Kaplan and all viable stations cooperate. Managers expect a 5 to 7% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 91.3	<\$20: 27.0	12-to-24 23.2	Non High School Grad: 26.7
Black: 6.4	\$20-\$49.9: 38.6	25-to-54 53.1	High School Grad: 25.1
Amer. Indian: 0.5	\$50-\$99.9: 26.1	55-plus 23.6	College 1-3 years: 28.1
Asian/Pac. Isl.: 1.8	\$100+: 8.2		College 4+ years: 20.1
Hispanic: * 54.7			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Military	SBC Communications 35	Clear Channel Communic.	HE Butt Grocery 15
Research	Ulramar-	Cullen/Frost Bankers Inc.	HB Zachry 358
Agriculture	Diamond Shamrock 196	SBC Communications Inc.	Fairchild Aerospace 427
Tourism	USSA 214	Ulramar Diamond Shamrock	
Construction	Valero Energy 294	Valero Energy Corp.	
Clothing			

INC 500 Companies

Employment Breakdowns

By Industry:

San Antonio, TX MSA Total

1 Retail Trade	127,579	19.01%
2 Educational Svcs.	62,713	9.34%
3 Health Svcs.	60,829	9.06%
4 Fin., Ins. & Real Estate	56,690	8.45%
5 Pub. Admin.	53,103	7.91%
6 Other Prof. Svcs.	47,012	7.00%
7 Construction	40,879	6.09%
8 Bus. & Repair Svcs.	36,195	5.39%
9 Manufac., Durables	33,946	5.06%
10 Manufac., Non-Durables	29,616	4.41%
Total Metro Employees	671,125	
Top 10 Total Employees	548,562	81.74%

By Occupation:

Admin. Support/Clerical	115,943	17.28%
Professional	95,438	14.22%
Sales	88,955	13.25%
Exec., Admin. & Managerial	85,424	12.73%
Svc., Exclud. Protective & HH	81,644	12.17%
Precis. Produc./Craft/Repair	72,838	10.85%
Machine Oprs., Fab., Assemb., & Inspec.	28,438	4.24%
Technicians & Support	27,048	4.03%
Transportation & Moving	25,781	3.84%
Handlers, Cleaners, Help., Laborers	24,483	3.65%

NOTE:

Largest Local Banks (Assets \$000,000)

Norwest Bk Texas NA	\$11,233
Frost Natl Bk	\$6,597
Broadway Natl Bk	\$950
Jefferson State Bk	\$367
CaminoReal Bk NA	\$291
First Natl Bk of South Texas	\$268
St Bk & Tr of Seguin Texas	\$208
Security Natl Bk of San Antonio	\$184
First Cornl Bk NA	\$143

Colleges and Universities (# of Students)

Southwest Texas State U.	21,481
San Antonio Coll.	20,342
U. of Texas at San Antonio	18,026
St. Philip's Coll.	6,102
Palo Alto Coll.	5,993
St. Mary's U.	4,139
Our Lady of the Lake U. of San Antonio	3,671 (and more)
Total Students (FT & PT)	90,314

Military Bases (# of personnel)

Fort Sam Houston	9,281
Lackland AFB	6,543
Randolph AFB	4,552
Brooks AFB	1,669
Camp Bullis	608

Unemployment

Jun 79:	6.70%	Jul 90:	7.30%
Dec 82:	5.70%	Jul 91:	7.00%
Sep 83:	5.70%	Jul 92:	6.80%
Sep 84:	4.70%	Jul 93:	6.00%
Aug 85:	6.00%	Jul 94:	5.70%
Aug 86:	7.40%	Jul 95:	5.00%
Aug 87:	8.00%	Jul 96:	5.10%
Aug 88:	7.40%	Aug 98:	3.90%
Jul 89:	8.10%	Dec 99:	3.10%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Anderson
Mann & Mann
Atkins

KAJA-F	KKYX	KROM-F	KTSA
KCJZ-F	KLEY-F (1/2)	KSJL-AF (1/2)	KXTN-F
KCOR	KLUP	KSMG-F	KXXM-F
KCYY-F	KONO-AF	KTFM-F	KZEP-F
KISS-F	KQXT-F	KTKR (1/2)	WOAI

Viable Stations

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KMOL-TV	San Antonio	4	NBC	United TV	
KENS-TV	San Antonio	5	CBS	Belo	
KLRN	San Antonio	9	PBS		
KSAT-TV	San Antonio	12	ABC	Post-Newsweek	
KPXL	Uvalde	26	PAX	Paxson	
KABB-TV	San Antonio	29	FOX	Sinclair	
KRRT	Kerrville	35	WB	Glencairn	Sinclair
KWEX-TV	San Antonio	41	UNI	Univision	
KVDA	San Antonio	60	TEL	Telemundo	

Major Daily Newspapers

	AM	PM	Sun	Owner
Express-News	218,661		366,402	Hearst Newspapers

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$158,000,000	40%	0.0099
Radio	\$80,600,000	21%	0.0050
Newspaper	\$131,000,000	33%	0.0082
Outdoor	\$13,800,000	4%	0.0009
Cable TV	\$8,500,000	2%	0.0005
Media Total	\$391,900,000		0.0245

NOTE: Use Newspaper and Outdoor estimates with caution.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KXTN AF	SP	\$8,400,000	10.4
2 KTFM FM	CHR/U	\$7,500,000	9.3
3 KZEP FM	CL AOR	\$7,035,000	8.7
4 KSMG FM	AC	\$6,750,000	8.4
5 KISS FM	AOR	\$5,770,000	7.2
6 KAJA FM	C	\$5,290,000	6.6
7 KTSA AM	T	\$5,000,000	6.2
8 WOAI AM	N/T	\$4,850,000	6.0
9 KCYY FM	C	\$4,800,000	6.0
10 KONO AF	O	\$4,675,000	5.8
11 KXXM FM	CHR	\$4,490,000	5.6
12 KROM FM	SP	\$4,075,000	5.1
13 KQXT FM	SAC	\$3,300,000	4.1
14 KLEY FM	SP	\$2,516,000	3.1
15 KCJZ FM	J	\$1,250,000	1.6
16 KCOR AM	SP	\$1,165,000	1.4
17 KLUP AM	ST	\$820,000	1.0
18 KKYX AM	C/O	\$674,000	0.8
19 KSJL AF	U	\$658,000	0.8
20 KTKR AM	SPRTS	\$522,000	0.6
21 KEDA AM	SP	\$270,000	0.3

Market's Best

Best Restaurants: La Forgata, Polo's, Bam Door, Boudreaux, Paesano's.

Best Hotels: Fairmont, Four Seasons, Mansion Del Rio, Marriott River Center, Plaza San Antonio.

Best Golf Courses: Dominion, Sonterra, Pecan Valley.



Radio Revenue Breakdown

	Pct	Revenue	Pct change
Local	76.3	\$60,856,000	12.0
National	23.7	\$18,983,000	2.3

Highest Billing Radio Entities
(includes duopolies and combos)

Combined Revenue Revenue Share

1	Cox Radio: KSMG FM, KISS FM, KCYY FM, KONO AF, KCJZ FM, KLUP AM, KKYX AM	\$24,739,000	30.7
2	Clear Channel Communications: KAJA FM, WOAI AM, KXXM FM, KQXT FM, KSJL AF, KTKR AM	\$19,110,000	23.7
3	Hispanic Broadcasting Corp.: KXTN AF, KROM FM, KCOR AM	\$13,640,000	16.9
4	CBS/Infinity: KTFM FM, KTSA AM	\$12,500,000	15.5
5	Lotus Communications Corp.: KZEP FM, KZDC AM	\$7,035,000	8.7
6	Spanish Broadcasting System: KLEY FM	\$2,516,000	3.1
77	Davila: KEDA AM	\$270,000	0.3

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1989				
1989	KRIA		Sold to Adams	\$750,000
1989	KSMG-F	From Rusk	to Jacor (canceled)	\$10,000,000
1990	KFHM			\$650,000
1992	KZVE, KXTN-F	From TK	to Spectrum (John Palmer)	\$12,650,000
1992	KQXT-F	From Westinghouse	to Clear Channel	\$8,000,000
1992	KSRR-F	From Booth	to Tichenor	\$3,800,000
1993	KZVE, KXTN-F	From TK	to Tichenor	\$11,000,000
1993	KMMZ			\$150,000
1993	KVAR		Sold to Harte Hanks TV (KENS-TV)	\$1,030,000
1993	KONO	Sold by Booth/Genesis		\$1,125,000
1993	KSJL	From Inner City	to Clear Channel	\$800,000
1993	KLUP, KISS-F	From Adams	to Rusk	\$3,950,000
1993	KSLR	From Communicom	to HE	\$800,000
1993	KONO AF		Sold to October (John Barger)	\$5,405,000
1994	KSLR	From Communicom	to Salem	NA
1996	KCYY-F	From NewCity	to Cox	\$32,000,000
1996	KCJZ-F	From NewCity	to Cox	\$6,000,000
1996	KKYX	From NewCity	to Cox	\$3,000,000
1996	KCOR, KROM-F, KXTN-AF	From Tichenor	to Heffel	
1997	KLUP, KISS-F, KSMG-F	From Rusk	to Cox	\$30,000,000
1997	KENS (1160)	From Scripps	to Belo	NA
1997	KONO-AF	From Barger	to Cox	\$23,000,000
1998	KRIO-F	From Barger	to SBS	\$9,000,000
1998	KCHG			\$750,000
1998	KSJL-F	From Inner City	to Clear Channel	\$15,000,000
1998	KTXX-F (Devine, TX)	From Khan Hamon	to Clear Channel	\$1,500,000
1998	KBOP		Sold to Freedom Network	\$950,000
19-Jan-00	KSAH AM	Gandores Corp.	Rodriguez Communications	\$5,000,000
16-Mar-00	KFNI AM	Freedom Network	Multicultural	Group transaction: \$12,000,000

WEATHER DATA

Elevation:		788
Annual Precipitation:		27.6 in.
Annual Snowfall:		0.3 in.
Average Windspeed:		9.3 (SE)
		TOTAL YEAR
Avg. Max. Temp:	JAN 61.6	JUL 95.6
Avg. Min. Temp:	39.8	73.8
Average Temp:	50.7	84.7



San Diego

1999 ARB Rank: 15	1999 Revenue: \$154,300,000	Manager's Market Ranking (current): 3.5
1999 MSA Rank: 13	Rev per Share Point: \$1,874,848 82.3	Manager's Market Ranking (future) : 4
1999 DMA Rank: 22	Population per Station: 79,987 30	
1999 Rev Rank: 17 of 173	1999 Revenue Change: 9.3	Five-year revenue gain % (94-99): 55.9

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	99.0	106.0	116.4	120.5	139.9	154.3						
Yearly Growth Rate (94-99): 6.5% assigned												
Projected Revenue Estimates:							170.80	177.20	187.30	200.00	211.40	
Revenue per Capita:	37.08	38.97	42.64	43.50	50.14	52.66						
Yearly Growth Rate (94-99): 5.5% assigned												
Projected Revenue per Capita:							55.55	58.61	61.83	65.23	68.82	
Resulting Revenue Estimate:							166.1	178.16	190.43	202.86	216.77	
Revenue as % of Retail Sales:	0.0045	0.0046	0.0048	0.0048	0.0052	0.0054						
Mean % (94-99) 0.00530%												
Resulting Revenue Estimate:							161.1	164.8	169.6	173.8	182.3	
							MEAN REVENUE ESTIMATE:					166.0 173.4 182.4 192.2 203.5

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	2.670	2.720	2.730	2.770	2.860	2.930	2.990	3.040	3.080	3.110	3.150
Retail Sales (billions):	21.80	22.80	24.20	25.10	26.90	28.60	30.40	31.10	32.00	32.80	34.40

Below-the-Line Listening Shares:	5.3
Unlisted Station Listening:	12.4
Total Lost Listening:	17.7
Available Share Points:	82.3
Number of Viable Stations:	21.5
Average Share Points per Viable Station:	3.8
Rev. per Available Share Point:	\$1,874,848
Estimated Rev. for Mean Station:	\$7,124,000
Average HH Income:	\$43,692
Average Age:	33.8
Average Education:	12.9
Average Home Value:	\$209,900
Population Change (1998-2003):	8.8
Retail Sales Change (1998-2003):	21.7
Cable Penetration:	83
Number of Class B or C FMs:	14+5 Mexican

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. A few low rated stations do not participate. Managers predict a 6 to 8% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 82.0	<\$20: 19.6	12-to-24 22.8	Non High School Grad: 17.9
Black: 6.4	\$20-\$49.9: 36.4	25-to-54 54.5	High School Grad: 22.4
Amer. Indian: 0.9	\$50-\$99.9: 31.6	55-plus 22.7	College 1-3 years: 33.8
Asian/Pac. Isl.: 10.7	\$100+: 12.3		College 4+ years: 25.9
Hispanic: * 26.9			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Aerospace	Gateway 2000 223	Gateway, Inc.	Science Applications Intl 23
Research	Sempra Energy 296	QUALCOMM. Inc.	
Tourism	Science Applications Intl. 347	Sempra Energy	
Military	Qualcomm 440		
Ship Building			
Electronics			
Seafoods			

INC 500 Companies

System Design Group	99
Epic Solutions	126
Petrolsoft	269
High Tech. Solutions	322
Terra-Kleen	328
Reliant General Ins.	417

Employment Breakdowns

By Industry:

San Diego, CA MSA Total

1 Retail Trade	230,598	18.00%
2 Manufac., Durables	138,191	10.79%
3 Fin., Ins. & Real Estate	105,632	8.25%
4 Other Prof. Svcs.	102,506	8.00%
5 Educational Svcs.	100,442	7.84%
6 Construction	98,586	7.70%
7 Health Svcs.	96,779	7.56%
8 Bus. & Repair Svcs.	74,496	5.82%
9 Pub. Admin.	67,262	5.25%
10 Personal Svcs.	52,995	4.14%

Total Metro Employees	1,280,892
Top 10 Total Employees	1,067,487 83.34%

By Occupation:

Admin. Support/Clerical	202,448	15.81%
Professional	201,771	15.75%
Exec., Admin. & Managerial	190,613	14.88%
Sales	167,400	13.07%
Precis. Produc./Craft/Repair	140,458	10.97%
Svc., Exclud. Protective & HH	138,024	10.78%
Technicians & Support	57,272	4.47%
Machine Oprs., Fab., Assemb., & Inspec.	49,658	3.88%
Handlers, Cleaners, Help., Laborers	41,289	3.22%
Transportation & Moving	34,465	2.69%

NOTE:

Largest Local Banks (Assets \$000,000)	
California Bank & Trust	\$6,029
San Diego National Bank	\$1,093
Bank of Commerce	\$616
Scripps Bank	\$591
First Natl Bk	\$518
Peninsula Bank of San Diego	\$453
North Cnty Bk	\$348
Rancho Santa Fe National Bank	\$173
Fallbrook National Bank	\$144

Colleges and Universities (# of Students)	
San Diego State U.	31,453
Palomar Coll.	27,553
San Diego Mesa Coll.	22,129
U. of California: San Diego	19,370
Grossmont CC	15,947
National U.	14,062
San Diego Miramar Coll. (and more)	8,518
Total Students (FT & PT)	174,126

Military Bases (# of personnel)	
MC Base, Camp Pendleton	39,983
Naval Station, San Diego	24,791
NAS, North Island	16,711
NAS, Miramar	9,583
MC Recruit Depot, San Diego	6,756
Nav Sub Base, San Diego	5,369
Naval Amphib Base, Coronado (and more)	4,210
Total # of personnel	114,130

Unemployment			
Jun 79:	5.70%	Jul 90:	5.00%
Dec 82:	NA	Jul 91:	7.00%
Sep 83:	8.10%	Jul 92:	7.30%
Sep 84:	5.90%	Jul 93:	9.20%
Aug 85:	5.40%	Jul 94:	8.30%
Aug 86:	5.00%	Jul 95:	7.30%
Aug 87:	4.50%	Jul 96:	5.80%
Aug 88:	4.70%	Aug 98:	3.80%
Jul 89:	4.70%	Dec 99:	2.50%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Western Int.
Auto Marketing
Franklin/Stoorza

Viable Stations			
KBZT-F	KIFM-F	KOGO	KYXY-F
KFMB	KIOZ-F	KPLN-F	XHRM-F
KFMB-F	KJQY-F	KPOP	XHTZ-F
KFSD-F (1/2)	KLNV-F	KSDO (1/2)	XTRA
KGB -F	KLQV-F (1/2)	KSON-AF	XTRA-F
KHTS-F	KMSX-F	KXST-F	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Dwner	LMA/JSA
XETV	Tijuana	6	FOX	Grupo Televisa	
KFMB-TV	San Diego	8	CBS	Midwest TV	
KGTV	San Diego	10	ABC	McGraw-Hill	
XEWT-TV	Tijuana	12	SPN	Calimex	
KPBS-TV	San Diego	15	PBS	SD St. U.	
KBNT-LP	San Diego	19	UNI	Entravision	
XHAS	Tijuana	33	TEL		
KNSD	San Diego	39	NBC	NBC	
KUSI-TV	San Diego	51	IND	McKinnon	
KSWB-TV	San Diego	69	WB	Tribune	

Major Daily Newspapers	AM	PM	Sun	Owner
Union-Tribune	378,112		450,646	Copley Press Inc.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$265,000,000	38%	0.0093
Radio	\$154,300,000	22%	0.0054
Newspaper	\$235,000,000	34%	0.0082
Outdoor	\$24,000,000	3%	0.0008
Cable TV	\$19,000,000	3%	0.0007
Media Total	\$697,300,000		0.0244

NOTE: Use Newspaper and Outdoor estimates with caution.

Highest Billing Stations			
Calls	Format	Revenue	Pct.
1 KFMB FM	AC/CHR	\$15,050,000	9.8
2 KYXY FM	AC	\$12,525,000	8.1
3 KSON FM	C	\$12,160,000	7.9
4 KFMB AM	FS	\$11,194,000	7.3
5 KGB FM	CL AOR	\$10,975,000	7.1
6 XTRA AM	SPRTS	\$10,350,000	6.7
7 KIOZ FM	AOR	\$8,620,000	5.6
8 XTRA FM	AOR/NR	\$8,000,000	5.2
9 KIFM FM	J	\$7,315,000	4.7
10 KOGO AM	N/T	\$7,115,000	4.6
11 KHTS FM	CHR	\$6,310,000	4.1
12 XHTZ FM	CHR/U	\$5,850,000	3.8
13 XHRM FM	B/AC	\$5,200,000	3.4

NOTE: The managers in this market all say that KFMB-F is the leading biller in San Diego. I am not so sure, although I have deferred to their judgement. I believe that KFMB-AM may well be the highest biller and that KFMB-FM may be in the #4 position. If you include sports revenue, KFMB-AM may be #1.

Market's Best

Best Restaurants: Georges at the Cove, Mille Fleurs, Rainwaters, Cafe Pacifica.

Best Hotels: Hyatt Regency, Loews Coronado, La Valencia, Torrey Pines, Westgate.

Best Golf Courses: La Costa, Torrey Pines, Cottonwood, Singing Hills, Carmel Mountain.

NOTE:

Radio Revenue Breakdown				Highest Billing Radio Entities (includes duopolies and combos)	Combined Revenue	Revenue Share
Local	Pct	Revenue	Pct change	1 Clear Channel Communications: KGB FM, KIOZ FM, KOGO AM, KHTS FM, KMSX FM, KJQY FM, KPOP AM	\$41,260,000	26.7
National	72.9	\$110,652,000	9.1	2 Midwest TV, Inc.: KFMB FM, KFMB AM	\$26,244,000	17
	27.1	\$40,462,000	14.1	3 Jefferson-Pilot Communications: KSON AF, KIFM FM, KBZT FM	\$23,265,000	15.1
				4 XETRA Comunicaciones, S.A. de C.V.: XTRA AM, XTRA FM	\$18,350,000	11.9
				5 CBS/Infinity: KYXY FM, KPLN FM	\$16,750,000	10.9
				6 Noventa FM 90, Inc.: XHTZ FM, XLTN FM, XHCR FM	\$9,455,000	6.1
				7 Hispanic Broadcasting Corp.: KLVN FM, KLQV FM	\$6,160,000	4
				8 Radio Moderna Mexicana, S.A. de C.V.: XHRM FM	\$5,200,000	3.4
				9 Compass Media: KXST FM	\$2,550,000	1.7
				10 Astor Broadcast Group: KFSD FM, KSPA AM, KCEO AM	\$2,600,000	1.7
				11 Chase Radio: KSDO AM	\$1,960,000	1.3

NOTE: Clear Channel LMAs XETRA AM and XETRA FM

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1992				
1993	KCBQ A/F	From Adams receivership	to Compass	\$11,000,000
1993	KKLQ A/F	From Edens	to owners of KGMG/KIOZ	\$13,000,000
1994	KYXY-F		Sold to SFX	\$15,000,000
1995	KECR-F (El Cajon)		Sold to Douglas	\$12,000,000
1995	KECR-F	Sold by Douglas	to Jacor	\$14,000,000
1995	KCBQ A/F	From Compass	to Par	KIOZ-F (Trade)
1995	KKLQ (Oceanside)	Donated by Par		
1996	KIFM-F		Sold to Jefferson-Pilot	\$28,750,000
1996	XTRA	From Noble	to Jacor	\$22,200,000
1996	XTRA-F	From Noble	to Jacor	\$24,800,000
1996	KFSD-F	From Lotus	to Nationwide	\$23,000,000
1996	KBZT-F	From Anaheim	to Jefferson-Pilot	\$30,000,000
1996	KPOP, KGB-F	From Brown	to Nationwide	\$44,000,000
1996	KCEO, KUPR-F		Sold to Nationwide	\$32,000,000
1996	KSDO	From Gannett	to Jacor	\$15,000,000
1996	KKBH-F	From Gannett	to Jacor	\$20,000,000
1996	KPOP, KGB-F	Traded by Nationwide	to Jacor	KSLX-AF in Phoenix
1996	KCBQ	From Par	to Jacor	\$1,200,000
1996	KOGO	From Par	to Jacor	\$4,100,000
1996	KIOZ-F	From Par	to Jacor	\$25,700,000
1996	KKLQ-F	From Par	to Jacor	\$41,000,000
1997	KCEO (1000: Vista)	From Nationwide	to Art Astor	\$2,600,000
1997	KCBQ	From Jacor	to Regent	\$6,000,000
1997	KPLN-F	From SFX	to Hicks/Chancellor	\$28,000,000
1997	KYXY-F	From SFX	to Hicks/Chancellor	\$83,000,000
1997	KVCQ-F	From Nationwide	to Jacor	\$28,000,000
1997	KXGL-F	From Nationwide	to Jacor	\$30,000,000
1998	KYXY-F/KPLN-F	From Capstar	to Chancellor	
1998	KKLQ-F/KJQY-F	From Jacor	to Heftel	\$65,150,000
1998	KOGO/KPOP/KMSX-F/KJQY-F/KGB-F/KIOZ-F/KHST-F/KSDO/XHRM-F/XTRA-AF	From Jacor	to Clear Channel	
24-May-99	KCBQ AM	Regent Comm.	Concord Media	\$6,000,000
3-Jan-00	KURS AM	Central Coast	Radio Unica	\$10,000,000
6-Mar-00	KSDO AM	Clear Channel	Chase Radio	AMFM/CCU divestiture. Price NA
6-Mar-00	KPLN FM, KYXY FM	AMFM	CBS/Infinity	AMFM/CCU divestiture. \$1,400,000,000

WEATHER DATA

Elevation:			13
Annual Precipitation:			9.7 in.
Annual Snowfall:			0
Average Windspeed:			6.7 (WNW)
		TOTAL YEAR	
Avg. Max. Temp:	JAN 64.66	JUL 75.3	70.3
Avg. Min. Temp:	45.8	63.9	55.4
Average Temp:	55.2	69.6	62.9

1999 ARB Rank: 4	1999 Revenue: \$406,200,000	Manager's Market Ranking (current): 4.5
1999 MSA Rank:x28 - San Fran., 20 - Oakland	Rev per Share Point: \$5,052,239 80.4	Manager's Market Ranking (future) : 3.9
1999 DMA Rank: 5	Population per Station: 141,761 41	
1999 Rev Rank: 4 of 173	1999 Revenue Change: 24	Five-year revenue gain % (94-99): 117.2

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	187.0	198.0	229.7	257.0	308.7	406.2						
Yearly Growth Rate (94-99): 6.5%	assigned											
Projected Revenue Estimates:							434.60	460.10	484.40	517.90	556.50	
Revenue per Capita:	37.18	38.75	44.69	49.42	57.70	74.80						
Yearly Growth Rate (94-99): 5.4%	assigned											
Projected Revenue per Capita:							78.83	83.09	87.57	92.30	97.29	
Resulting Revenue Estimate:							433.6	461.13	493.04	529.82	564.26	
Revenue as % of Retail Sales:	0.0043	0.0043	0.0047	0.0051	0.0058	0.0073						
Mean % (94-99) 0.00730%	assigned											
Resulting Revenue Estimate:							417.6	430.7	445.3	461.4	481.8	
							MEAN REVENUE ESTIMATE:					428.6 450.6 474.2 503.0 534.2

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	5.030	5.110	5.140	5.200	5.350	5.430	5.500	5.550	5.630	5.740	5.800
Retail Sales (billions):	43.70	45.80	48.20	50.00	53.00	55.40	57.20	59.00	61.00	63.20	66.00

Below-the-Line Listening Shares:	0.4
Unlisted Station Listening:	19.2
Total Lost Listening:	19.6
Available Share Points:	80.4
Number of Viable Stations:	22
Average Share Points per Viable Station:	3.7
Rev. per Available Share Point:	\$5,052,239
Estimated Rev. for Mean Station:	\$18,693,000
Average HH Income:	\$60,761
Average Age:	39
Average Education:	13.4
Average Home Value:	\$402,900
Population Change (1998-2003):	7.3
Retail Sales Change (1998-2003):	19.2
Cable Penetration:	72
Number of Class B or C FMs:	17 (excludes San Jose)

Confidence Levels	
1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan and all the viable stations cooperate. Managers expect 8 to 9% revenue gain in 2000. A 31% plus gain this year is the greatest increase for a major market that I have ever seen

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	66.0 <\$20: 15.3	12-to-24 18.8	Non High School Grad: 17.8
Black:	7.5 \$20-\$49.9: 26.1	25-to-54 58.2	High School Grad: 19.2
Amer. Indian:	0.5 \$50-\$99.9: 32.9	55-plus 23.0	College 1-3 years: 28.3
Asian/Pac. Isl.:	26.1 \$100+: 25.8		College 4+ years: 34.8
Hispanic: *	18.3		

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Financial	Chevron 38	Inktomi Corporation	Bechtel Group 6
Tourism	Safeway 48	E*TRADE Group, Inc.	Levi Strauss & Co. 22
Government	McKesson HBOC 59	Robert Half Int'l Inc.	Core-Mark International 67
Shipping	Wells Fargo 62	Ross Stores, Inc.	DHL Airways 134
Publishing	PG&E Corp. 65	Clorox Company	S&P Co 154
Apparel	Gap 174	Golden West Financial	Dillingham Construction 160
	Oracle 234	CNF Transportation, Inc.	DPR Construction 162
	TransAmerica 261	Hewlett-Packard Company	Crowley Maritime 176
	Airtouch Comm. 313	Sun Microsystems, Inc.	Wilbur-Ellis 185
	(and more)	(and more)	(and more)

INC 500 Companies
Aegis Mtg. Acceleration 23
UTStarcom 34
Jamba Juice 37
New West Products 69
Capital Tech. Integration 102
Clif Bar 186
SoftSol Resources 196
Thompson Brooks 246
Speedcom Technologies 273
Bay Home & Window 288
Adastra Systems 331
Cambria Environmental 352
IT Solutions 375
TriNet VCO 381
Hamel Group 390
(and more)

Employment Breakdowns

By Industry:	
San Francisco, CA PMSA Total	
1 Retail Trade	150,481 16.43%
2 Other Prof. Svcs.	97,366 10.63%
3 Fin., Ins. & Real Estate	97,250 10.62%
4 Health Svcs.	75,456 8.24%
5 Bus. & Repair Svcs.	64,082 7.00%
6 Educational Svcs.	57,982 6.33%
7 Transportation	57,327 6.26%
8 Manufac., Non-Durables	49,090 5.36%
9 Construction	48,678 5.31%
10 Manufac., Durables	45,916 5.01%
Total Metro Employees	916,073
Top 10 Total Employees	743,628 81.18%

By Occupation:

Admin. Support/Clerical	163,226 17.82%
Professional	160,308 17.50%
Exec., Admin. & Managerial	156,144 17.04%
Sales	118,397 12.92%
Svc., Exclud. Protective & HH	101,932 11.13%
Precis. Produc./Craft/Repair	72,576 7.92%
Technicians & Support	35,143 3.84%
Machine Oprs., Fab., Assemb., & Inspec.	30,970 3.38%
Handlers, Cleaners, Help., Laborers	25,081 2.74%
Transportation & Moving	22,769 2.49%

NOTE:

San Francisco

Largest Local Banks (Assets \$000,000)

Wells Fargo Bk NA	\$86,269
Union Bk of California NA	\$31,994
World Savings Bank, FSB	\$31,948
Sanwa Bk California	\$8,365
Bk of the West	\$7,959
Bay View Bank, Natl Association	\$5,725
Westamerica Bk	\$3,693
United Commercial Bank	\$2,163
The Mechanics Bank	\$1,343

Colleges and Universities (# of Students)

U. of California: Berkeley	31,009
City C of San Francisco	29,300
San Francisco State U.	27,446
Stanford U.	16,451
California State U.: Hayward	12,888
C of San Mateo	12,000
Laney Coll.	11,111
(and more)	
Total Students (FT & PT)	212,370

Military Bases (# of personnel)

Travis AFB	8,281
Naval Weapons Sta, Concord	1,326
Camp Parks	138

Unemployment

Dec 82:	NA	Jul 91:	5.10%
Sep 83:	7.90%	Jul 92:	5.90%
Sep 84:	6.00%	Jul 93:	7.30%
Aug 85:	5.40%	Jul 94:	6.50%
Aug 86:	4.50%	Jul 95:	6.10%
Aug 87:	3.80%	Jul 96:	4.60%
Aug 88:	4.00%	Aug 98:	3.20%
Jul 89:	4.00%	Dec 99:	1.80%
Jul 90:	3.90%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Western Int.
McCann-Erickson
J. Walter
Y & R
Girvin Conrad

Viable Stations

KABL	KGO	KLLC-F	KSOL-FF
KBLX-F	KIOI-F	KMEL-F	KTCT (1/2)
KCBS	KIQI (1/2)	KNBR	KYCY-F
KDFC-F	KISQ-F	KOIT-AF	KYLD-F
KFOG-FF	KITS-F	KSAN-F	KZQZ-F
KFRC-AF	KKSF-F	KSFO	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KTVU	Oakland	2	FOX	Cox	
KRON-TV	San Francisco	4	NBC	Chronicle	
KPIX	San Francisco	5	CBS	CBS	
KGO-TV	San Francisco	7	ABC	ABC	
KQED	San Francisco	9	PBS		
KDTV	San Francisco	14	UNI	Univision	
KBWB	San Francisco	20	WB	Granite	
KTSF	San Francisco	26	IND		
KBIT-LP	San Francisco	28	SPN		
KMTP-TV	San Francisco	32		Minority TV	
KCNS	San Francisco	38	IND	Shop At Home	
KBHK-TV	San Francisco	44	UPN		
KPST-TV	Vallejo	66	IND		
KTLN-TV	Novato	68	IND		

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KGO AM	T	\$41,800,000	10.3
2 KNBR AM	SPRTS	\$37,000,000	9.1
3 KCBS AM	N	\$31,500,000	7.8
4 KOIT AF	SAC	\$27,300,000	6.7
5 KFOG FF	AOR/P	\$27,000,000	6.6
6 KFRC AF	O	\$24,400,000	6.0
7 KKSF FM	J	\$21,000,000	5.2
8 KMEL FM	CHR/U	\$20,000,000	4.9
9 KIOI FM	AC	\$19,200,000	4.7
10 KYLD FM	U/CHR	\$18,300,000	4.5
11 KLLC FM	AC/NR	\$17,500,000	4.3
12 KBLX AF	B/AC/J	\$15,700,000	3.9
13 KISQ FM	B/O	\$14,900,000	3.7
14 KITS FM	AOR/NR	\$12,900,000	3.2
15 KZQZ FM	CHR	\$10,800,000	2.7
16 KSOL FF	SP	\$10,700,000	2.6
17 KDFC FM	CL	\$9,300,000	2.3
18 KSAN FM	CL AOR	\$9,300,000	2.3
19 KSFO AM	T	\$9,250,000	2.3
20 KBRG FM	SP	\$7,700,000	1.9
21 KYCY FM	C	\$7,500,000	1.8
22 KIQI AM	SP	\$4,700,000	1.2
23 KABL AM	ST	\$3,700,000	0.9

Major Daily Newspapers

	AM	PM	Sun	Owner
Examiner; Examiner & Chronicle		113,198	593,518	Hearst (JOA)
Chronicle; Examiner & Chronicle	475,324		593,518	Chronicle Publishing Co.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$680,000,000	39%	0.0123
Radio	\$406,200,000	23%	0.0073
Newspaper	\$560,000,000	32%	0.0101
Outdoor	\$54,000,000	3%	0.0010
Cable TV	\$46,000,000	3%	0.0008
Media Total	\$1,746,200,000		0.0315

NOTE: Use Newspaper and Outdoor estimates with caution.
Miscellaneous Comments: * DMA split with San Jose. TV total is estimate of San Francisco's share.
Total TV revenue for DMA is estimated at \$797,000,000.

Market's Best

Best Restaurants: (no consensus - many, many.)

Best Hotels: Fairmont, Stanford Court, St. Francis, Mark Hopkins.

Best Golf Courses: Olympic Club, San Francisco GC, Stanford Univ.

NOTE:

Radio Revenue Breakdown

	Pct	Revenue	Pct change
Local	68.5	\$276,415,000	28.6
National	31.5	\$127,383,000	38.4

Highest Billing Radio Entities
(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel Communications: KKSF FM, KMEL FM, KIOI FM, KYLD FM, KISQ FM, KABL AM, KNEW AM	\$97,100,000	23.9
2 CBS/Infinity: KCBS AM, KFRC AF, KLLC FM, KITS FM, KYCY AF	\$93,800,000	23.1
3 Susquehanna Radio Corp.: KNBR AM, KFOG FF, KSAN FM, KTCT AM	\$73,300,000	18.0
4 ABC Inc.: KGO AM, KSFO AM, KMKY AM	\$51,050,000	12.6
5 Bonneville International Corp.: KOIT AF, KZQZ FM, KDFC FM	\$47,400,000	11.7
6 Inner City Broadcasting Corp: KBLX FM, KVTO AM	\$15,700,000	3.9
7 Hispanic Broadcasting Corp.: KSOL FF	\$10,700,000	2.6
8 EXCL Communications: KBRG FM	\$7,700,000	1.9
9 Radio Unica: KIQI AM	\$4,700,000	1.2
10 Rodriguez: KXJO FM	N/A	-
11 Chase: KFJO FM	N/A	-

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1994				
1994	KSRV, KSRI-F	From Viacom	to KSOL owner	\$16,000,000
1994	KJAZ-F (Alameda)			\$6,000,000
1994	KSFO		Sold to Cap Cities/ABC	\$9,500,000
1994	KDIA		Sold to KOFY owner	\$3,000,000
1995	KABL, KNEW, KBGG-F, KSAN-F	From Shamrock	to Chancellor	\$55,000,000
1995	KSFO, KGO	From Cap Cities/ABC	to Disney	\$72,000,000
1995	KCBS, KRQR-F	From CBS	to Westinghouse	\$73,000,000
1995	KFRC A/F	From Alliance	to Infinity	\$61,000,000
1995	KYCY-F	From Alliance	to Infinity	\$30,000,000
1996	KYLD-F	From Crescent	to Evergreen	\$44,000,000
1996	KSOL-F, KYLZ-F	From Crescent	to Tichenor	\$40,000,000
1996	KFRC-AF	From Infinity	to Westinghouse	\$96,000,000
1996	KYCY-F	From Infinity	to Westinghouse	\$47,000,000
1996	KKSF-F, KDFC-AF	From Brown	to Evergreen	\$115,000,000
1997	KITS-F	Traded by Entercom	to CBS	
1997	KPIX-F	From Entercom	to Bonneville	\$39,600,000
1997	Evergreen stations merged	into Chancellor		
1997	KDFC-F	From Chancellor	to Bonneville	\$45,000,000
1997	107.7 facility + KSAN calls	From Chancellor	to Bonneville	NA
1997	KOFY		Sold to Susquehanna	\$14,500,000
1997	KDFC	From Chancellor	to John Douglas	\$8,000,000
1997	KDIA		Sold to Disney/ABC	\$6,300,000
1997	KZSF-F	From Z-Spanish	to Radio One	\$16,000,000
1997	KZWC-F	From Z-Spanish	to Radio One	\$6,000,000
1998	KEST	From Douglas	to Multicultural	NA
1998	KIQI		Sold to Radio Unica	\$12,000,000
1998	KZWC-F (Walnut Creek)		Sold to Jacor	\$4,500,000
1998	KKIQ-F (Livermore)		Sold to Levitt	\$9,000,000
1998	KZSF (92.7)	From Z-Spanish	to Jacor	\$16,500,000
1998	KFJO-F/KZSF-F	From Jacor	to Clear Channel	
1998	KVON/KVYN-F	From Young		\$1,690,000
21-Oct-99	KJQI FM	Mount Wilson	Salem	\$8,000,000
6-Mar-00	KFJO FM	Clear Channel	Chase Radio	AMFM/CCU divestiture. Price NA
9-Mar-00	KXJO FM	Clear Channel	Rodriguez Communications	AMFM/CCU Price NA

WEATHER DATA

Elevation:		52	
Annual Precipitation:		21.5 in.	
Annual Snowfall:		0	
Average Windspeed:		8.7 (W)	
		TOTAL	
		YEAR	
Avg. Max. Temp:	JAN 56.0	JUL 63.8	62.4
Avg. Min. Temp:	45.7	53.2	50.9
Average Temp:	50.9	58.5	56.7

San Jose

1999 ARB Rank: 27	1999 Revenue: \$55,000,000	Manager's Market Ranking (current): 3.3
1999 MSA Rank: 30	Rev per Share Point: \$1,845,638 29.8	Manager's Market Ranking (future) : 3.6
1999 DMA Rank: 5 (San Francisco DMA)	Population per Station: 104,243 14	
1999 Rev Rank: 41 of 173	1999 Revenue Change: 20.6	Five-year revenue gain % (94-99): 53.2

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	35.9	37.2	38.7	42.0	43.7	55.0					
Yearly Growth Rate (94-99): 7.1% assigned											
Projected Revenue Estimates:							58.00	63.10	68.20	72.70	77.50
Revenue per Capita:	22.87	23.40	23.89	24.85	25.41	31.42					
Yearly Growth Rate (94-99): 6.2% assigned											
Projected Revenue per Capita:							33.36	35.43	37.62	39.96	42.43
Resulting Revenue Estimate:							59.4	64.48	69.61	74.72	80.63
Revenue as % of Retail Sales: 0.0025	0.0025	0.0024	0.0023	0.0023	0.0023	0.0027					
Mean % (94-99) 0.00270% assigned											
Resulting Revenue Estimate:							60.5	62.1	63.5	65.1	69.1
MEAN REVENUE ESTIMATE:							59.3	63.2	67.1	70.8	75.7

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	1.570	1.600	1.620	1.690	1.730	1.750	1.780	1.820	1.850	1.870	1.900
Retail Sales (billions):	14.60	15.30	16.60	17.70	19.20	20.60	22.40	23.00	23.50	24.10	25.60

Below-the-Line Listening Shares:	59.4
Unlisted Station Listening:	10.8
Total Lost Listening:	70.2
Available Share Points:	29.8
Number of Viable Stations:	10
Average Share Points per Viable Station:	3
Rev. per Available Share Point:	\$1,845,638
Estimated Rev. for Mean Station:	\$5,537,000
Average HH Income:	\$73,362
Average Age:	35.1
Average Education:	13.1
Average Home Value:	\$423,100
Population Change (1998-2003):	8.3
Retail Sales Change (1998-2003):	25.4
Cable Penetration:	72
Number of Class B or C FMs:	6

Confidence Levels

1999 Revenue Estimates:	Below normal
2000-to-2004 Revenue Estimates:	Below normal

Comments: Market reports to Miller, Kaplan. KLOK, KBRG-F, KAZA and others do not cooperate. Managers predict a 15% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 73.5	<\$20: 10.4	12-to-24 20.6	Non High School Grad: 18.1
Black: 3.7	\$20-\$49.9: 21.1	25-to-54 59.4	High School Grad: 18.9
Amer. Indian: 0.7	\$50-\$99.9: 35.6	55-plus 20.0	College 1-3 years: 30.8
Asian/Pac. Isl.: 22.1	\$100+: 32.9		College 4+ years: 32.3
Hispanic: * 26.5			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
High Tech	Hewlett-Packard 14	Apple Computer, Inc.	Fry's Electronics 131
Electronics	Intel 40	Linear Technology Corp.	
Medical	Sun Microsystems 164	LSI Logic Corporation	
Research	Cisco Systems 192	Sollectron Corporation	
Aerospace	Apple Computer 273	Intuit, Inc.	
Fruit & Vegetable Processing	Quantum 284	Silicon Graphics, Inc.	
	3Com 303	Veritas Software Corp.	
	Sollectron 306	ALZA Corporation	
	CNF Transportation 321	Altera Corp.	
	(and more)	(and more)	

INC 500 Companies

ArrayComm	169
Albin Engineering	170
Union Payroll Agency	303
DataPath Systems	309
OnLine Staffing	339
Internet Research Group	424
E-Tek Dynamics	470

Employment Breakdowns

By Industry:

San Jose, CA PMSA Total

1 Manufac., Durables	251,513	28.12%
2 Retail Trade	122,147	13.66%
3 Other Prof. Svcs.	65,787	7.36%
4 Educational Svcs.	61,143	6.84%
5 Bus. & Repair Svcs.	57,909	6.47%
6 Health Svcs.	53,362	5.97%
7 Fin., Ins. & Real Estate	47,114	5.27%
8 Construction	46,324	5.18%
9 Wholesale Trade	41,396	4.63%
10 Manufac., Non-Durables	31,931	3.57%

Total Metro Employees	894,396
Top 10 Total Employees	778,626 87.06%

By Occupation:

Professional	165,844	18.54%
Exec., Admin. & Managerial	146,558	16.39%
Admin. Support/Clerical	142,136	15.89%
Sales	96,514	10.79%
Precis. Produc./Craft/Repair	94,911	10.61%
Svc., Exclud. Protective & HH	72,646	8.12%
Technicians & Support	54,919	6.14%
Machine Oprs., Fab., Assemb., & Inspec.	47,932	5.36%
Handlers, Cleaners, Help., Laborers	25,206	2.82%
Transportation & Moving	20,664	2.31%

NOTE:

1999 ARB Rank: 185	1999 Revenue: \$10,900,000	Manager's Market Ranking (current): 2.5
1999 MSA Rank: x123 (w/Santa Maria & Lompoc)	Rev per Share Point: \$159,824 68.2	Manager's Market Ranking (future) : 2.8
1999 DMA Rank: 107 (w/ S. Maria & San Luis Obispo)	Population per Station: 12,921 14	
1999 Rev Rank: 149 of 173	1999 Revenue Change: 3.7	Five-year revenue gain % (94-99): 41.6

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	7.7	7.8	8.7	9.7	10.5	10.9					
Yearly Growth Rate (94-99): 5.6%	assigned										
Projected Revenue Estimates:							12.00	12.40	12.80	13.50	14.30
Revenue per Capita:	19.84	19.70	21.86	24.07	25.36	26.10					
Yearly Growth Rate (94-99): 4.7%	assigned										
Projected Revenue per Capita:							27.23	28.51	29.85	31.25	32.72
Resulting Revenue Estimate:							11.6	12.26	12.98	13.81	14.63
Revenue as % of Retail Sales:	0.0025	0.0024	0.0026	0.0028	0.0029	0.0029					
Mean % (94-99) 0.00290%											
Resulting Revenue Estimate:							11.6	11.9	12.2	12.5	13.1
MEAN REVENUE ESTIMATE:							11.8	12.2	12.7	13.3	14.0

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.388	0.396	0.398	0.403	0.414	0.418	0.425	0.430	0.435	0.442	0.447
Retail Sales (billions):	3.10	3.20	3.40	3.50	3.60	3.80	4.00	4.10	4.20	4.30	4.50

Below-the-Line Listening Shares:	17.6
Unlisted Station Listening:	14.2
Total Lost Listening:	31.8
Available Share Points:	68.2
Number of Viable Stations:	11.5
Average Share Points per Viable Station:	5.9
Rev. per Available Share Point:	\$159,824
Estimated Rev. for Mean Station:	\$943,000
Average HH Income:	\$47,017
Average Age:	34.7
Average Education:	12.7
Average Home Value:	\$308,400
Population Change (1998-2003):	6.8
Retail Sales Change (1998-2003):	19.4
Cable Penetration:	82
Number of Class B or C FMs:	5

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports to Miller, Kaplan although some stations do not participate. Managers predict 5 to 6% revenue growth in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	89.7 <\$20: 18.8	12-to-24 23.0	Non High School Grad: 20.1
Black:	3.0 \$20-\$49.9: 33.6	25-to-54 51.4	High School Grad: 21.1
Amer. Indian:	1.3 \$50-\$99.9: 32.1	55-plus 25.6	College 1-3 years: 32.2
Asian/Pac. Isl.:	6.1 \$100+: 15.5		College 4+ years: 26.6
Hispanic: *	34.3		

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
	Tenet Healthcare 163	Tenet Healthcare Corp.	

INC 500 Companies

Miramar Systems	281
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Employment Breakdowns

By Industry:
Santa Barbara-Santa Maria-Lompoc, CA MSA Total

By Occupation:

1 Retail Trade	32,564	17.00%	Professional	31,253	16.32%
2 Manufac., Durables	19,461	10.16%	Admin. Support/Clerical	29,069	15.18%
3 Educational Svcs.	19,338	10.10%	Exec., Admin. & Managerial	24,085	12.58%
4 Other Prof. Svcs.	15,823	8.26%	Sales	22,206	11.59%
5 Ag., Forestry & Fisheries	13,315	6.95%	Svc., Exclud. Protective & HH	21,592	11.27%
6 Construction	13,192	6.89%	Precis. Produc./Craft/Repair	20,623	10.77%
7 Health Svcs.	13,082	6.83%	Farm., Forestry & Fishing	12,051	6.29%
8 Fin., Ins. & Real Estate	12,508	6.53%	Technicians & Support	7,432	3.88%
9 Bus. & Repair Svcs.	9,923	5.18%	Machine Oprs., Fab., Assemb., & Inspec.	7,344	3.83%
10 Personal Svcs.	8,808	4.60%	Handlers, Cleaners, Help., Laborers	6,187	3.23%
Total Metro Employees	191,521				
Top 10 Total Employees	158,014	82.50%			

NOTE:

Largest Local Banks (Assets \$000,000)

Santa Barbara Bk & Tr	\$1,855
Northern Trust Bank of CA NA	\$813
Montecito Bank and Trust	\$301
Goleta National Bank	\$231
City Commerce Bank	\$149

Colleges and Universities (# of Students)

U. of California: Santa Barbara	19,349
Santa Barbara City Coll.	12,218
Westmont Coll.	1,313
Brooks Inst. of Photography	379
Antioch Southern Cal. at Santa Barbara	216

Military Bases (# of personnel)

Unemployment

Total Students (FT & PT) 33,475

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations

KDB -F	KKSB-F	KSPE-F	KZBN
KEYT	KMGQ-F	KBKO (1/2)	KXXT (1/2)
KIST-F	KRUZ-F	KTMS	
KJEE-F	KSBL-F	KTYD-F	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KEYT-TV	Santa Barbara	3	ABC	Smith	
KSBY-TV	San Luis Obispo	6	NBC	SJL	
KCOY-TV	Santa Maria	12	CBS	Ackerley	
KKFX-LP	San Luis Obispo	24	FOX	Smith	
KTAS	San Luis Obispo	33	UNI		
KTSB-LP	Santa Barbara	43	PAX	J. B.	
KADY-TV	Oxnard	63	UPN		

Highest Billing Radio Entities

(includes duopolies and combos)

Combined Revenue

Revenue Share

1 Clear Channel Communications: KSBL FM, KTYD FM, KBKO AM, KSPE FM, KTMS AM, KIST FM, KXXT AM	\$6,060,000	55.6
2 Cumulus Media: KRUZ FM, KMGQ FM, KKSBL FM	\$2,890,000	26.5
3 Pacific Broadcasting Co.: KDB FM	\$725,000	6.7
4 James Evans: KJEE FM	\$670,000	6.1
5 Smith Bcslg.: KEYT AM	\$330,000	3
6 Rotijefco, Inc.: KZBN AM	\$310,000	2.8

Major Daily Newspapers

	AM	PM	Sun	Owner
News-Press	44,956		50,000	New York Times Co.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KRUZ FM	AC	\$1,850,000	17.0
2 KSBL FM	AC	\$1,800,000	16.5
3 KTYD FM	AOR	\$1,650,000	15.1
4 KBKO KSPE	SP/R	\$1,300,000	11.9
5 KTMSAM	T	\$750,000	6.9
6 KDB FM	CL	\$725,000	6.7
7 KMGQ FM	J	\$700,000	6.4
8 KJEE FM	AOR/NR	\$670,000	6.1
9 KIST FM	O	\$350,000	3.2
10 KKSBL FM	C	\$340,000	3.1
11 KEYT AM	N	\$330,000	3.0
12 KZBN AM	SP	\$310,000	2.8
13 KXXT AM	SPRTS	\$210,000	1.9

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	N/A	NM	N/A
Radio	\$10,900,000	NM	0.0029
Newspaper	N/A	NM	N/A
Outdoor	N/A	NM	N/A
Cable TV	N/A	NM	N/A

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1990				
1990	KBBQ			\$300,000
1992	KIST, WMGQ-F	Sold out of receivership		\$1,500,000
1992	KKJZ		Sold by Ron Cutler	\$450,000
1992	KTYD-F	Sold by Home News		NA
1993	KTMS, KHTY-F	Taken over by AT & T		\$4,000,000
1993	KQSB			\$332,000
1994	KCQR-F (Elwood)		Sold to Dick Marsh	\$1,200,000
1994	KKSBL			\$300,000
1995	KRUZ-F	From Schuele	to Howard Grafman	\$3,000,000
1996	KTMS, KHTY-F	Sold by Atmor		\$2,000,000
1996	KIST, KMGQ-F			\$3,500,000
1997	KIST (1340)		Sold to Jacor	\$850,000
1998	KLDZ-F		Sold to Jacor	\$1,500,000
1998	KTMS	From Engles	to KEYT-TV	\$1,600,180
1998	KBKO/KSPE-F		Sold to Jacor	\$4,600,000
1998	KTMS/KXXT/KSBL-F/KTYD-F/KIST/KBKO/KSPE-F		From Jacor	to Clear Channel
20-Dec-99	KMGQ FM	McDonald Media	Cumulus	Group: \$41,000,000
20-Dec-99	KKSBL FM	McDonald Media	Cumulus	Group: \$41,000,000
20-Dec-99	KRUZ FM	Pacific Coast Communications	Cumulus	\$10,000,000

Market's Best

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	67.8	\$5,126,000	0.9
National	30.6	\$2,306,000	3.9
Network	1.6	\$123,000	NM

NO WEATHER DATA AVAILABLE

NOTE: Trade equals 13.3% of local. In 1998 it was 12.4%.

NOTE:

Santa Rosa

1999 ARB Rank: 113	1999 Revenue: \$11,900,000	Manager's Market Ranking (current): 3.3
1999 MSA Rank: 116	Rev per Share Point: \$284,010 41.9	Manager's Market Ranking (future) : 3.7
1999 DMA Rank: 5 (San Fran DMA)	Population per Station: 28,900 13	
1999 Rev Rank: 141 of 173	1999 Revenue Change: 10.1	Five-year revenue gain % (94-99): 60.8

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04					
Duncan Revenue Est:	7.4	8.1	9.0	9.8	10.7	11.9										
Yearly Growth Rate (94-99): 5.8%	assigned															
Projected Revenue Estimates:							13.00	13.40	14.00	14.90	15.80					
Revenue per Capita:	17.53	18.71	20.68	22.17	24.32	26.15										
Yearly Growth Rate (94-99): 4.6%	assigned															
Projected Revenue per Capita:							27.35	28.61	29.92	31.30	32.74					
Resulting Revenue Estimate:							12.7	13.47	14.30	15.21	16.08					
Revenue as % of Retail Sales:	0.0020	0.0020	0.0021	0.0022	0.0022	0.0023										
Mean % (94-99) 0.00225%																
Resulting Revenue Estimate:							12.2	12.6	13.1	14.0	14.4					
							MEAN REVENUE ESTIMATE:					12.6	13.2	13.8	14.7	15.4

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.422	0.433	0.435	0.442	0.446	0.455	0.466	0.471	0.478	0.486	0.491
Retail Sales (billions):	3.80	4.00	4.30	4.50	4.90	5.10	5.40	5.60	5.80	6.20	6.40

Below-the-Line Listening Shares:	46.4
Unlisted Station Listening:	11.7
Total Lost Listening:	58.1
Available Share Points:	41.9
Number of Viable Stations:	9
Average Share Points per Viable Station:	4.7
Rev. per Available Share Point:	\$284,010
Estimated Rev. for Mean Station:	\$1,335,000
Average HH Income:	\$46,618
Average Age:	37.2
Average Education:	13
Average Home Value:	\$253,600
Population Change (1998-2003):	9
Retail Sales Change (1998-2003):	27.9
Cable Penetration:	NA
Number of Class B or C FMs:	3

Confidence Levels

1999 Revenue Estimates:	Below normal
2000-to-2004 Revenue Estimates:	Below normal

Comments: Managers predict 8 to 10% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 93.3	<\$20: 18.0	12-to-24 18.0	Non High School Grad: 15.6
Black: 1.5	\$20-\$49.9: 35.3	25-to-54 56.5	High School Grad: 24.0
Amer. Indian: 1.3	\$50-\$99.9: 34.8	55-plus 25.5	College 1-3 years: 35.9
Asian/Pac. Isl.: 3.9	\$100+: 11.9		College 4+ years: 24.5
Hispanic: * 14.7			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
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INC 500 Companies

Employment Breakdowns

By Industry:

Santa Rosa, CA PMSA Total

1 Retail Trade	38,683	17.83%
2 Construction	19,531	9.00%
3 Fin., Ins. & Real Estate	18,522	8.54%
4 Manufac., Durables	18,181	8.38%
5 Health Svcs.	18,019	8.30%
6 Other Prof. Svcs.	16,008	7.38%
7 Educational Svcs.	15,791	7.28%
8 Bus. & Repair Svcs.	11,448	5.28%
9 Manufac., Non-Durables	9,368	4.32%
10 Ag., Forestry & Fisheries	9,182	4.23%
Total Metro Employees	216,993	
Top 10 Total Employees	174,733	80.52%

By Occupation:

Admin. Support/Clerical	33,194	15.30%
Professional	32,048	14.77%
Exec., Admin. & Managerial	29,128	13.42%
Sales	27,649	12.74%
Precis. Produc./Craft/Repair	26,886	12.39%
Svc., Exclud. Protective & HH	23,098	10.64%
Machine Oprs., Fab., Assemb., & Inspec.	8,861	4.08%
Handlers, Cleaners, Help., Laborers	8,529	3.93%
Technicians & Support	7,867	3.63%
Farm., Forestry & Fishing	7,659	3.53%

NOTE:

Largest Local Banks (Assets \$000,000)		Colleges and Universities (# of Students)		Military Bases (# of personnel)	Unemployment
Exchange Bk	\$779	Santa Rosa Junior Coll.	23,966		
Natl Bk of the Redwoods	\$433	Sonoma State U.	7,003		
Sonoma National Bank	\$334	Pacific Union Coll.	1,558		
Summit State Bank	\$193	Empire Coll.	387		
Bank of Petaluma	\$190	Heald Business College: Santa Rosa	250		
		Total Students (FT & PT)	33,164		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations

KFGY-F	KRSH-F
KJZY-F	KSRO
KMGG-F	KSXY-F
KMHX-F	KXFX-F
KRPQ-F	KZST-F

Highest Billing Radio Entities
(includes duopolies and combos)

Combined Revenue Revenue Share

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KFTY-TV	Santa Rosa	50	IND	Ackerley	

Also see San Francisco

Major Daily Newspapers	AM	PM	Sun	Owner
Press Democrat	93,015		102,622	New York Times Co.

Highest Billing Stations
Calls Format Revenue Pct.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	N/A	NM	N/A
Radio	\$11,900,000	NM	0.0023
Newspaper	N/A	NM	N/A
Outdoor	N/A	NM	N/A
Cable TV	N/A	NM	N/A
Media Total			

RELIABLE ESTIMATES ARE NOT AVAILABLE FOR THIS MARKET

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1994	KRPQ-F			\$2,080,000
1995	KMGG-F	From Liggett	to Dames/Buryard	\$1,400,000
1996	KJZY-F (93.7, Sebastapol)		Sold to KZST-F owner	\$725,000
1996	KMGG-F		Sold to Amaturio	\$3,100,000
1996	KSRO, KXFX-F, KLCQ-F	From Fuller-Jeff	to Amaturio	\$5,700,000
1997	KMXXN (1150)		Sold to Jacor	\$100,000
1998	KMHX-F		Sold to Results Radio	\$1,330,000
1998	KHBG-F			\$1,100,000
1998	KHBG-F		Sold to Constant	\$2,200,000
20-Mar-00	KFGY FM, KMGG FM, KSRO AM, KXFX FM	Amaturio	Emerald City Radio Ptmrs.	Est. \$15,000,000-\$17,000,000

Market's Best

NO WEATHER DATA AVAILABLE

NOTE:

1999 ARB Rank: 154	1999 Revenue: \$16,500,000	Manager's Market Ranking (current): 3.1
1999 MSA Rank: 164	Rev per Share Point: \$188,356 87.6	Manager's Market Ranking (future) : 3.3
1999 DMA Rank: 99	Population per Station: 13,128 18	
1999 Rev Rank: 110 of 173	1999 Revenue Change: 9.1	Five-year revenue gain % (94-99): 58.7

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	10.4	12.6	13.4	14.0	15.0	16.5					
Yearly Growth Rate (94-99): 5.7% assigned											
Projected Revenue Estimates:							18.40	18.90	19.50	20.80	21.80
Revenue per Capita:	37.41	44.68	47.02	48.61	51.72	56.90					
Yearly Growth Rate (94-99): 4.8% assigned											
Projected Revenue per Capita:							59.63	62.49	65.49	68.64	71.93
Resulting Revenue Estimate:							17.5	18.44	19.45	20.52	21.65
Revenue as % of Retail Sales:	0.0042	0.0048	0.0050	0.0050	0.0052	0.0053					
Mean % (94-99) 0.00525%											
Resulting Revenue Estimate:							17.3	17.9	18.4	18.9	20.0
							MEAN REVENUE ESTIMATE:				
							17.7	18.4	19.1	20.1	21.1

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.278	0.282	0.285	0.288	0.288	0.290	0.293	0.295	0.297	0.299	0.301
Retail Sales (billions):	2.50	2.60	2.70	2.80	2.90	3.10	3.30	3.40	3.50	3.60	3.80

Below-the-Line Listening Shares:	1.1
Unlisted Station Listening:	11.3
Total Lost Listening:	12.4
Available Share Points:	87.6
Number of Viable Stations:	14
Average Share Points per Viable Station:	6.3
Rev. per Available Share Point:	\$188,356
Estimated Rev. for Mean Station:	\$1,187,000
Average HH Income:	\$37,096
Average Age:	34.1
Average Education:	11.7
Average Home Value:	\$86,400
Population Change (1998-2003):	3.5
Retail Sales Change (1998-2003):	21.2
Cable Penetration:	68
Number of Class B or C FMs:	13

Confidence Levels	
1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. WLOW-F and WGCO-F do not cooperate so estimates were made. Managers expect 10 to 12% revenue growth in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 60.4	<\$20: 27.5	12-to-24 22.6	Non High School Grad: 26.8
Black: 37.8	\$20-\$49.9: 36.7	25-to-54 52.6	High School Grad: 32.1
Amer. Indian: 0.2	\$50-\$99.9: 27.8	55-plus 24.8	College 1-3 years: 23.4
Asian/Pac.Isl.: 1.6	\$100+: 8.0		College 4+ years: 17.7
Hispanic: * 2.1			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Shipping/Port			
Military			
Timber			
Paper			
Airplanes			

INC 500 Companies

Employment Breakdowns

By Industry:

Savannah, GA MSA Total

1 Retail Trade	22,641	17.90%
2 Health Svcs.	12,248	9.68%
3 Construction	11,068	8.75%
4 Manufac., Non-Durables	10,278	8.13%
5 Educational Svcs.	9,776	7.73%
6 Manufac., Durables	9,456	7.48%
7 Transportation	8,424	6.66%
8 Other Prof. Svcs.	7,658	6.05%
9 Fin., Ins. & Real Estate	6,626	5.24%
10 Pub. Admin.	6,601	5.22%

By Occupation:

Admin. Support/Clerical	19,896	15.73%
Professional	16,944	13.40%
Precis. Produc./Craft/Repair	16,571	13.10%
Sales	15,540	12.29%
Svc., Exclud. Protective & HH	14,366	11.36%
Exec., Admin. & Managerial	13,627	10.77%
Machine Oprs., Fab., Assemb., & Inspec.	7,057	5.58%
Transportation & Moving	6,665	5.27%
Handlers, Cleaners, Help., Laborers	5,431	4.29%
Technicians & Support	4,954	3.92%

Total Metro Employees	126,491
Top 10 Total Employees	104,776 82.83%

NOTE:

Largest Local Banks (Assets \$000,000)

SunTrust Bk Savannah NA	\$630
The Heritage Bank	\$217
Savannah Bank, NA	\$195
AmeriBank, NA	\$157
Bryan Bank & Trust	\$77
Coastal Bk	\$65
Citizens Bank of Effingham	\$28
The Carver State Bank	\$19

Colleges and Universities (# of Students)

Armstrong Atlantic State U.	5,322
Savannah C of Art and Design	3,928
Savannah State U.	2,283
Technical C of the Lowcountry	1,687
Savannah Technical Inst.	1,575
U. of South Carolina at Beaufort	1,200
South Coll.	445

Military Bases (# of personnel)

Fort Stewart	14,877
Hunter Army Airfield	3,797

Unemployment

Jun 79:	6.10%	Jul 90:	5.00%
Dec 82:	8.60%	Jul 91:	4.80%
Sep 83:	7.20%	Jul 92:	6.90%
Sep 84:	7.20%	Jul 93:	5.30%
Aug 85:	8.30%	Jul 94:	5.90%
Aug 86:	6.50%	Jul 95:	5.90%
Aug 87:	5.70%	Jul 96:	5.40%
Aug 88:	6.60%	Aug 98:	4.50%
Jul 89:	5.00%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Vawter & Vawter
Brighton Beach
Robertson-Bergman

Viable Stations

WAEV-F	WFXH-F	WLOW-F	WWWV-F (1/2)
WBMQ	WGCO-F	WLVH-F	WYKZ-F
WCSA-F	WIXV-F	WRHQ-F (1/2)	WZAT-F
WEAS-F	WJCL-F	WSOK	

Highest Billing Radio Entities (includes duopolies and combos)

Entity	Combined Revenue	Revenue Share
1 Cumulus Media: WEAS FM, WJCL FM, WBMQ AM, WZAT FM, WIXV FM, WJLG AM, WSIS FM	\$7,660,000	46.4
2 Clear Channel Communications: WAEV FM, WLVH FM, WCSA AF, WYKZ FM, WSOK AM, WCHY AM	\$6,920,000	41.9
3 Adventure Communications Inc.: WGCO FM, WFXH AF, WLOW FM, WWWV FM	\$2,085,000	12.6

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WSAV-TV	Savannah	3	NBC	Media General	
WWAN-TV	Pembroke	9	PBS	GA PTV	
WTOC-TV	Savannah	11	CBS	Raycom	
WJCL	Savannah	22	ABC	Grapevine	
WTGS	Hardeeville	28	FOX	Brissette	Grapevine
WGSA	Baxley	34	UPN		

Major Daily Newspapers

Major Daily Newspapers	AM	PM	Sun	Owner
Morning News	59,925		74,621	Morris Communications Corp.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$28,500,000	36%	0.0092
Radio	\$16,500,000	21%	0.0053
Newspaper	\$27,900,000	36%	0.0090
Outdoor	\$3,100,000	4%	0.0010
Cable TV	\$2,200,000	3%	0.0007
Media Total	\$78,200,000		0.0252

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1994	WGCO-F (Jesup)	From Internart	to Clark	\$935,000
1994	WCHY A/F	From Roth	to Wheeling-Pitts.	\$4,800,000
1995	WSOK, WAEV-F	From Opus	to Southeastern	\$2,350,000
1995	WLVH-F	From Opus	to Southeastern	\$2,000,000
1995	WCHY A/F	From Wheeling-Pitts.	to Patterson	\$4,800,000
1995	WYKZ-F (Beaufort)		Sold to Patterson	\$1,500,000
1996	WBMQ, WIXV-F	From McCormick	to Point	\$4,500,000
1996	WSGF-F		Sold to Point	\$700,000
1996	WSOK, WAEV-F, WLVH-F	From Southeastern	to Patterson	\$11,000,000
1996	WEAS A/F	From Rivers	to Eddie Esserman	\$3,700,000
1996	WGCO-F	From Clark	to Adventure	\$2,400,000
1997	WSOK	From Patterson	to Capstar	\$1,300,000
1997	WAEV-F	From Patterson	to Capstar	\$7,800,000
1997	WLVH-F	From Patterson	to Capstar	\$5,400,000
1997	WYKZ-F	From Patterson	to Capstar	\$2,300,000
1997	WCHY-AF	From Patterson	to Capstar	\$8,700,000
1998	WBMQ, WIXV-F, WSGF-F		Sold to Cumulus	NA
1998	WJCL-F	From Lewis	to Cumulus	\$7,250,000
1998	WEAS-AF	From Esserman	to Cumulus	\$5,250,000
1998	WZAT-F	From Gulf Atlantic	to Capstar	\$3,500,000
1998	WSGA		Sold to Genesis	\$200,000
28-Jul-99	WHGM AM	Genesis Communications	Gilliam Communications	Price NA

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WEAS FM	B	\$2,570,000	15.6
2 WAEV FM	AC	\$2,180,000	13.2
3 WJCL FM	C	\$2,150,000	13.0
4 WLVH FM	B/AC	\$1,850,000	11.2
5 WCSA AF	C	\$1,430,000	8.7
6 WYKZ FM	SAC	\$960,000	5.8
7 WBMQ AM	T	\$950,000	5.8
8 WZAT FM	CHR	\$810,000	4.9
9 WIXV FM	AOR	\$800,000	4.8
10 WGCO FM	O	\$770,000	4.7
11 WFXH FM	CL AOR	\$540,000	3.3
12 WSOK AM	G	\$500,000	3.0
13 WLOW FM	ST	\$425,000	2.6
14 WWWV FM	AC	\$350,000	2.1
15 WJLG AM	B/G	\$220,000	1.3
16 WSIS FM	B/O	\$160,000	1.0

Market's Best

Best Restaurants: Elizabeth's on 37th, 45 South, Garibaldi's, Johnny Harris.

Best Hotels: Hyatt Regency, Mulberry Inn, Radisson, Gastonian.

Best Golf Courses: Long Cove Club (Hilton Head), Harbour Town (Hilton Head), Many others in Hilton Head area.

WEATHER DATA

Elevation:	46
Annual Precipitation:	48.4 in.
Annual Snowfall:	0.2 in.
Average Windspeed:	8.2 (SW)

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	81.2	\$11,896,000	12.0
National	15.8	\$2,315,000	2.5
Network	3.0	\$445,000	1.6

	JAN	JUL	TOTAL YEAR
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: Trade equals 6.8% of local. In 1998 it was 5.2%.

1999 ARB Rank: 14	1999 Revenue: \$210,800,000	Manager's Market Ranking (current): 4.7
1999 MSA Rank:x21-Seattle, 77-Tacoma	Rev per Share Point: \$2,456,876 85.8	Manager's Market Ranking (future) : 4.4
1999 DMA Rank: 12	Population per Station: 97,003 30	
1999 Rev Rank: 13 of 173	1999 Revenue Change: 16.7	Five-year revenue gain % (94-99): 84.9

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04				
Duncan Revenue Est:	114.0	124.0	132.2	152.5	175.6	210.8									
Yearly Growth Rate (94-99): 7.2%	assigned														
Projected Revenue Estimates:							237.00	244.40	252.70	275.10	298.40				
Revenue per Capita:	35.07	37.69	39.46	44.13	50.32	59.54									
Yearly Growth Rate (94-99): 5.6%	assigned														
Projected Revenue per Capita:							62.87	66.39	70.11	74.03	78.18				
Resulting Revenue Estimate:							225.1	241.00	258.00	275.41	293.18				
Revenue as % of Retail Sales:	0.0037	0.0039	0.0040	0.0044	0.0049	0.0055									
Mean % (94-99) 0.00550%	assigned														
Resulting Revenue Estimate:							227.2	231.0	238.2	246.4	258.5				
							MEAN REVENUE ESTIMATE: 201.6					238.8	249.6	265.6	283.4

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	3.250	3.290	3.350	3.410	3.490	3.540	3.580	3.630	3.680	3.720	3.750
Retail Sales (billions):	30.90	31.80	33.20	34.10	36.20	38.40	41.30	42.00	43.30	44.80	47.00

Below-the-Line Listening Shares:

Unlisted Station Listening:	0.6
Total Lost Listening:	13.6
Available Share Points:	14.2
Number of Viable Stations:	85.8
Average Share Points per Viable Station:	22
Rev. per Available Share Point:	3.9
Estimated Rev. for Mean Station:	\$2,456,876
Average HH Income:	\$9,582,000
Average Age:	\$55,467
Average Education:	36.4
Average Home Value:	13.1
Population Change (1998-2003):	\$178,300
Retail Sales Change (1998-2003):	6.8
Cable Penetration:	24
Number of Class B or C FMs:	74
	17

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan and all viable stations cooperate. Managers expect 10 to 11% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	84.8	<\$20: 14.4	12-to-24 19.4
Black:	4.8	\$20-\$49.9: 30.1	25-to-54 57.9
Amer. Indian:	1.2	\$50-\$99.9: 37.0	55-plus 22.6
Asian/Pac. Isl.:	9.1	\$100+: 18.4	Non High School Grad: 12.3
Hispanic: *	4.2		High School Grad: 24.7
			College 1-3 years: 33.8
			College 4+ years: 29.2

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries

Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Aerospace Boeing 9	PACCAR Inc.	Simpson Investment 123
Electronics Costco Cos. 49	Puget Sound Energy, Inc.	Services Group of America 129
Paper Products Microsoft 109	Costco Wholesale Corp.	Lanoga 200
Chemicals Washington Mutual 128	Microsoft Corporation	Stevedoring Services of America 268
Fishing Weyerhaeuser 152	Airborne Freight Corp	
Lumber Paccar 210	Amazon.com, Inc.	
Military Safeco 260	Boeing Company	
	SAFECO Corporation	
	Starbucks Corporation	
	(and more)	

INC 500 Companies

Intuitive Manufacturing	50
Vixel	108
CourtLink	173
Amanda Gray	188
Versatile Systems	260
Optiva	426
Hard Drives Northwest	466

Employment Breakdowns

By Industry:

Seattle-Bellevue-Everett, WA PMSA Total

1 Manufac., Durables	200,966	16.31%
2 Retail Trade	200,010	16.23%
3 Fin., ins. & Real Estate	97,316	7.90%
4 Health Svcs.	92,843	7.53%
5 Other Prof. Svcs.	92,745	7.52%
6 Educational Svcs.	83,162	6.75%
7 Construction	78,815	6.39%
8 Bus. & Repair Svcs.	66,549	5.40%
9 Transportation	63,890	5.18%
10 Wholesale Trade	63,074	5.12%

By Occupation:

Professional	203,988	16.55%
Admin. Support/Clerical	202,888	16.46%
Exec., Admin. & Managerial	181,021	14.69%
Sales	156,317	12.68%
Precis. Produc./Craft/Repair	140,615	11.41%
Svc., Exclud. Protective & HH	118,981	9.65%
Machine Oprs., Fab., Assemb., & Inspec.	58,166	4.72%
Technicians & Support	54,600	4.43%
Transportation & Moving	41,569	3.37%
Handlers, Cleaners, Help., Laborers	37,803	3.07%

Total Metro Employees	1,232,504
Top 10 Total Employees	1,039,370 84.33%

NOTE:

Largest Local Banks (Assets \$000,000)

Washington Mut Bk	\$33,402
Frontier Bk	\$1,175
Columbia St Bk	\$1,078
First Mut Svgs Bk	\$526
City Bk	\$480
Everett Mutual Bank	\$427
Pacific Northwest Bk	\$390
First Svgs Bk of Renton	\$383
Commerce Bk of Washington NA	\$352

Colleges and Universities (# of Students)

U. of Washington	34,856
City U.	13,093
Olympic Coll.	10,891
Seattle Central CC	10,304
Pierce Coll.	9,206
Bellevue CC	9,130
North Seattle CC	9,118
(and more)	
Total Students (FT & PT)	160,614

Military Bases (# of personnel)

Fort Lewis	16,733
Puget Sound Naval Shipyard	6,846
Naval Sub Base, Bangor	5,736
McChord AFB	3,801
Naval Station Everett	581
Strategic Weapon FAC PAC	107

Unemployment

Jun 79:	5.50%	Jul 90:	3.70%
Dec 82:	10.70%	Jul 91:	4.70%
Sep 83:	NA	Jul 92:	5.50%
Sep 84:	7.30%	Jul 93:	7.10%
Aug 85:	6.80%	Jul 94:	5.00%
Aug 86:	6.20%	Jul 95:	5.00%
Aug 87:	5.40%	Jul 96:	4.50%
Aug 88:	4.60%	Aug 98:	2.80%
Jul 89:	4.60%	Dec 99:	3.00%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Western Int.
Evans Group
Elgin Syfred
Cole & Weber
McCann-Erickson

Viable Stations

KBKS-AF	KJR -F	KNWX (1/2)	KVI
KBSG-AF	KJR-AA	KOMO	KWJZ-F
KCMS-AF (1/2)	KLSY-F	KPLZ-F	KYCW-F
KING-F	KMPS-F	KQBZ-F	KZOK-F
KIRO	KMTT-F	KRWM-F	
KISW-F	KNDD-F	KUBE-F	
KIXI			

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KOMO-TV	Seattle	4	ABC	Fisher	
KING-TV	Seattle	5	NBC	Belo	
KIRO-TV	Seattle	7	CBS	Cox	
KCTS-TV	Seattle	9	PBS		
KSTW	Tacoma	11	UPN	Paramount	
KCPQ	Tacoma	13	FOX	Tribune	
KONG-TV	Everett	16	IND		Belo
KTWB-TV	Seattle	22	WB	Emmis	
KWPX	Bellevue	33	PAX	Paxson	

Major Daily Newspapers

	AM	PM	Sun	Owner
Post-Intelligencer				
Times/Post Intelligencer	196,271		504,259	Hearst (JOA)
Times; Times/Post-Intelligencer		227,715	504,259	Seattle Times Co.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$385,000,000	39%	0.0100
Radio	\$210,800,000	21%	0.0055
Newspaper	\$340,000,000	34%	0.0089
Outdoor	\$32,000,000	3%	0.0008
Cable TV	\$30,000,000	3%	0.0008
Media Total	\$997,800,000		0.0260

NOTE: Use Newspaper and Outdoor estimates with caution.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KIRO AM *	N/T	\$27,300,000	8.7
2 KBSG AF	O	\$15,340,000	7.3
3 KMPS AF	C	\$14,300,000	6.8
4 KLSY FM	AC	\$13,700,000	6.5
5 KPLZ FM	CHR/AC	\$13,200,000	6.3
6 KZOK FM	CL AOR	\$12,850,000	6.1
7 KUBE FM	CHR	\$12,800,000	6.1
8 KISW FM	AOR	\$11,900,000	5.6
9 KNDD FM	AOR/NR	\$11,100,000	5.3
10 KMTT FM	AOR/P	\$9,900,000	4.7
11 KBKS FM	CHR/U	\$9,450,000	4.5
12 KJR FM	CL HITS	\$9,030,000	4.3
13 KWJZ FM	J	\$8,800,000	4.2
14 KVI AM	T	\$8,720,000	4.1
15 KJR AM	SPRST	\$7,775,000	3.7
16 KRWM FM	SAC	\$7,420,000	3.5
17 KOMO AM	N/T	\$5,670,000	2.7
18 KING FM	CL	\$5,200,000	2.5
19 KQBZ FM	T	\$5,000,000	2.4
20 KYPT FM	C	\$4,600,000	2.2
21 KNWX AM	N	\$3,000,000	1.4
22 KIXI AM	ST	\$2,000,000	0.9

NOTE: See Note column at bottom of this page.
Market's Best

Best Restaurants: Fullers, McCormick's, Daniel's Broiler, Metropolitan Grill, Canlis, Ray's Boathouse, Salty's on Alki Beach.

Best Hotels: Four Seasons, Alexis, Sorrento, Inn at the Market.

Best Golf Courses: Sahalee, Seattle GC, Royal Oaks CC, Canterwood, McCormick Woods, Semiahmoo (Blaine).

NOTE: * KIRO revenue includes sports dollars that are not reported to Miller, Kaplan. The stations' share has been adjusted.

Highest Billing Radio Entities (includes duopolies and combos)		Combined Revenue	Revenue Share
1	Entercom: KIRO AM *, KBSG AF, KISW FM, KNDD FM, KMTT FM, KQZB FM, KNWX AM	\$83,540,000	35.4
2	CBS/Infinity: KMPS AF, KZOK FM, KBKS FM, KYPT FM, KYCW AMS	\$41,200,000	19.5
3	Sandusky Radio: KLSY FM, KWJZ FM, KRWM FM, KIXI AM, KSRB AMS	\$31,920,000	15.1
4	Ackerley Communications: KUBE FM, KJR FM, KJR AM, KHHO AM	\$29,605,000	14
5	Fisher Broadcasting, Inc.: KPLZ FM, KVI AM, KOMO AM	\$27,590,000	13.1
6	Beethoven, Inc.: KING FM	\$5,200,000	2.5

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1994				
1994	KXRX-F	From Shamrock	to Alliance	\$11,700,000
1994	KZOK-F	From Chrysler Cap.	to EZ	\$19,750,000
1994	KEZX A/F	From Park	to Tomlin/Knapp	\$11,000,000
1994	KING		Sold to Bonneville	\$900,000
1994	KZOK (1590)		Sold to Salem	\$500,000
1994	KJR, KLTX-F		Sold to New Century	\$12,500,000
1994	KUBE-F		Sold to New Century	\$17,400,000
1994	KING FM	Donated to charity		\$9,000,000
1995	KYCW-F	From Alliance	to Infinity	\$21,000,000
1995	KMTT (Tacoma)	Sold by Entercom		\$500,000
1996	KEZX, KWJZ-F	From Park	to Sandusky	\$26,000,000
1996	KRPM, KBKS-F	From Heritage	to EZ	Trade New Orleans stations + cash
1996	KBSG-AF, KNDD-F	From Viacom	to Entercom	\$85,000,000
1996	KYCW-F	From Infinity	to EZ	\$26,000,000
1996	KISW-F	From Nationwide	to Entercom	Trade for KTBS-F in Houston
1996	KEZX, KWJZ-F	From Park/Tomlin	to Sandusky	\$26,000,000
1996	KRWM-F	From Brown	to Sandusky	\$29,250,000
1996	KBLV (1540, Bellevue)		Sold to John Douglas	\$450,000
1996	KMPS-AF	From EZ	to Amer. Radio Syst.	\$60,000,000
1996	KZOK-F	From EZ	to Amer. Radio Syst.	\$46,000,000
1996	KYCW-F	From EZ	to Amer. Radio Syst.	\$29,000,000
1996	KBKS-F	From EZ	to Amer. Radio Syst.	\$24,000,000
1996	KRPM	From EZ	to Amer. Radio Syst.	\$1,000,000
1996	KKMO (1360, Tampa)		Sold to Douglas	\$900,000
1996	KMPS	From EZ/ARS	to Salem	\$2,000,000
1997	KNWX, KIRO-AF	Traded by Bonneville	to Entercom	KLDE-F in Houston
1997	KRPM, KBKS-F	From Amer. Radio Syst.	to CBS	\$27,000,000
1997	KMPS-F	From Amer. Radio Syst.	to CBS	\$74,000,000
1997	KYCW-F	From Amer. Radio Syst.	to CBS	\$63,000,000
1997	KZOK-F	From Amer. Radio Syst.	to CBS	\$63,000,000
1997	KKDZ (1250)		Sold to Disney/ABC	\$1,200,000
1997	KHHO (850, Tacoma)			\$2,500,000
1997	KJR-AF, KUBE-F		taken over by the senior partner - Ackerley	
1998	KXPA	From Douglas	to Multicultural	
1998	KJR-AF/KUBE-F	From New Century	to Ackerley	\$17,812,000
1998	KBRO & KNTB			\$257,500
1998	KZTS (1360)		Sold to Legend	\$350,000
1998	KZTS (1360)	From Legend	to Salem	\$500,000
25-Mar-99	KWYZ AM (Everett)	Quality Bcstg.	Radio Hankook	\$480,000
29-Jun-99	KKBY FM	Joy Communications	Rock On Radio	\$4,500,000

WEATHER DATA

Elevation:			400
Annual Precipitation:			40.3 in.
Annual Snowfall:			15.2 in.
Average Windspeed:			9.3 (SSW)
		TOTAL	
		YEAR	
Avg. Max. Temp:	JAN	JUL	58.8
Avg. Min. Temp:	43.4	75.1	43.3
Average Temp:	33.0	53.8	51.5
	38.2	64.5	

Shreveport

1999 ARB Rank: 130	1999 Revenue: \$15,600,000	Manager's Market Ranking (current): 3.5
1999 MSA Rank: 132	Rev per Share Point: \$178,286 87.5	Manager's Market Ranking (future) : 3.8
1999 DMA Rank: 72	Population per Station: 19,088 16	
1999 Rev Rank: 118 of 173	1999 Revenue Change: 9	Five-year revenue gain % (94-99): 48.9

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	10.5	11.4	11.7	13.0	14.2	15.6					
Yearly Growth Rate (94-99): 6.0% assigned											
Projected Revenue Estimates:							17.20	17.70	18.30	19.60	20.90
Revenue per Capita:	27.70	29.92	30.78	34.03	37.66	41.38					
Yearly Growth Rate (94-99): 4.6% assigned											
Projected Revenue per Capita:							43.28	45.27	47.35	49.53	51.81
Resulting Revenue Estimate:							16.4	17.11	17.95	18.77	19.69
Revenue as % of Retail Sales:	0.0031	0.0031	0.0031	0.0033	0.0035	0.0035					
Mean % (94-99) 0.00350%											
Resulting Revenue Estimate:							16.5	17.2	17.9	18.9	19.6
MEAN REVENUE ESTIMATE:							16.7	17.3	18.0	19.1	20.1

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.379	0.381	0.380	0.382	0.377	0.377	0.378	0.378	0.379	0.379	0.380
Retail Sales (billions):	3.40	3.70	3.80	3.90	4.10	4.40	4.70	4.90	5.10	5.40	5.60

Below-the-Line Listening Shares:	1.8
Unlisted Station Listening:	10.7
Total Lost Listening:	12.5
Available Share Points:	87.5
Number of Viable Stations:	12.5
Average Share Points per Viable Station:	7
Rev. per Available Share Point:	\$178,286
Estimated Rev. for Mean Station:	\$1,248,000
Average HH Income:	\$32,834
Average Age:	34.6
Average Education:	11.9
Average Home Value:	\$74,500
Population Change (1998-2003):	0.5
Retail Sales Change (1998-2003):	30.8
Cable Penetration:	59
Number of Class B or C FMs:	9

Confidence Levels
 1999 Revenue Estimates: Normal
 2000-to-2004 Revenue Estimates: Normal

Comments: Market reports revenue to Miller, Kaplan. KTAL-F is the only viable station which does not participate. Managers predict a 6 to 7% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 62.1	<\$20: 32.9	12-to-24 21.7	Non High School Grad: 25.4
Black: 36.8	\$20-\$49.9: 35.7	25-to-54 51.3	High School Grad: 32.0
Amer. Indian: 0.3	\$50-\$99.9: 24.3	55-plus 26.9	College 1-3 years: 25.3
Asian/Pac. Isl.: 0.8	\$100+: 7.1		College 4+ years: 17.3
Hispanic: * 1.6			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Oil and Gas			
Lumbering			
Agriculture			
Electrical Products			
Munitions			

INC 500 Companies

Employment Breakdowns

By Industry:

By Occupation:

Shreveport-Bossier City, LA MSA Total

1 Retail Trade	26,618	17.31%	Admin. Support/Clerical	23,819	15.49%
2 Health Svcs.	17,448	11.35%	Professional	21,755	14.15%
3 Manufac., Durables	14,874	9.68%	Sales	19,878	12.93%
4 Educational Svcs.	14,277	9.29%	Svc., Exclud. Protective & HH	18,487	12.03%
5 Fin., Ins. & Real Estate	9,002	5.86%	Precis. Produc./Craft/Repair	17,728	11.53%
6 Other Prof. Svcs.	8,939	5.81%	Exec., Admin. & Managerial	17,033	11.08%
7 Construction	8,613	5.60%	Machine Oprs., Fab., Assemb., & Inspec.	9,340	6.08%
8 Wholesale Trade	7,447	4.84%	Transportation & Moving	7,821	5.09%
9 Pub. Admin.	7,229	4.70%	Technicians & Support	5,378	3.50%
10 Manufac., Non-Durables	6,673	4.34%	Handlers, Cleaners, Help., Laborers	5,372	3.49%
Total Metro Employees	153,735				
Top 10 Total Employees	121,120	78.78%			

NOTE:

Shreveport

Largest Local Banks (Assets \$000,000)	
Minden Bk & Tr Co	\$332
City Bank & Trust of Shreveport	\$104
Citizens Natl Bank of Bossier City	\$87
Tri-State Bk & Tr	\$55
First National Bank of Benton	\$37
First Woodlands Bank	\$13

Colleges and Universities (# of Students)	
Louisiana State U. in Shreveport	4,291
Texarkana Coll.	3,989
Bossier Parish CC	2,197
Panola Coll.	1,474
Southern U. in Shreveport	1,349
Texas A&M U.-Texarkana	1,133
Centenary C of Louisiana	1,052
Total Students (FT & PT)	15,485

Military Bases (# of personnel)	
Barksdale AFB	5,879

Unemployment			
Jul 79:	6.00%	Jul 90:	6.10%
Dec 82:	12.50%	Jul 91:	7.30%
Sep 83:	11.40%	Jul 92:	8.00%
Sep 84:	7.50%	Jul 93:	6.50%
Aug 85:	8.00%	Jul 94:	7.60%
Aug 86:	10.70%	Jul 95:	7.60%
Aug 87:	9.40%	Jul 96:	7.50%
Aug 88:	9.60%	Aug 98:	6.50%
Jul 89:	10.00%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users
 Gremillion & Pau
 Al Legrand
 Cunningham, Sly

Viable Stations			
KDKS-F	KMJJ-F	KRVQ-F	KVKI-F
KEEL	KOKA	KSYR-F (1/2)	KWKH (1/2)
KITT-F	KRMD-F	KTAL-F	
KLKL-F (1/2)	KRUF-F	KTUX-F	

Highest Billing Radio Entities (includes duopolies and combos)	Combined Revenue	Revenue Share
--------------------------------------------------------------------------	-------------------------	----------------------

1 Clear Channel Communications: KVKI FM, KRUF FM, KITT FM, KEEL AM, KTUX FM, KWKH AM	\$5,770,000	37
2 Cumulus Media: KRMD FM, KMJJ FM, KRMD AM	\$5,220,000	33.5
3 C&M Broadcasting Co.: KDKS FM, KLKL FM, KOKA AM	\$2,180,000	14
4 Delaney Broadcasting, Inc.: KRVQ FM	\$750,000	4.8
5 The Mitchell Group: KSYR FM	\$425,000	2.7
6 NWLA Broadcasting Co.: KYLA FM	\$210,000	1.3

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KTBS-TV	Shreveport	3	ABC		
KTAL-TV	Shreveport	6	NBC	WEHCO	
KSLA-TV	Shreveport	12	CBS	Raycom	
KADO-LP	Shreveport	15	IND	Great Oaks	
KPXJ	Minden	21	PAX	Paxson	KTBS, Inc. (JSA)
KLTS-TV	Shreveport	24	PBS	LA ETV	
KMSS-TV	Shreveport	33	FOX	Galloway	
KSHV-TV	Shreveport	45	UPN/WB		White Knight Galloway (JSA)

Major Daily Newspapers	AM	PM	Sun	Owner
Times	75,683		92,867	Gannett Co. Inc.

Highest Billing Stations				
Calls	Format	Revenue	Pct.	
1 KRMD FM	C	\$3,500,000	22.4	
2 KVKI FM	AC	\$2,130,000	13.7	
3 KRUF FM	CHR	\$1,580,000	10.1	
4 KMJJ FM	B	\$1,500,000	9.6	
5 KDKS FM	B	\$1,400,000	9.0	
6 KRVQ FM	O	\$750,000	4.8	
7 KITT FM	C	\$740,000	4.7	
8 KEEL AM	T	\$560,000	3.6	
9 KTUX FM	AOR/NR	\$480,000	3.1	
10 KLKL FM	O	\$450,000	2.9	
11 KSYR FM	AC	\$425,000	2.7	
12 KOKA AM	G	\$330,000	2.1	
13 KWKH AM	T/SPRTS	\$280,000	1.8	
14 KRMD AM	SPRTS	\$220,000	1.4	
15 KYLA FM	C	\$210,000	1.3	

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$42,000,000	41%	0.0095
Radio	\$15,600,000	15%	0.0035
Newspaper	\$37,500,000	37%	0.0085
Outdoor	\$3,800,000	4%	0.0009
Cable TV	\$3,400,000	3%	0.0008
Media Total	\$102,300,000		0.0232

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1992				
1993	KLKL-F (Benton)		Sold to owner of KVKI-F	\$325,000
1993	KEEL, KITS-F	From Multimedia	to owner of KVKI-F	\$1,650,000
1993	KLKL-F (Benton)		Sold to owners of KOKA, KDKS-F, KFLO	\$368,000
1995	KRMD A/F	From AmCom	to Benchmark	\$6,800,000
1996	KWKH A/F	From Great Empire	to KEEL et al owner	\$4,050,000
1996	KIOU		Sold to Acker	\$70,500
1996	KRMD A/F	From Benchmark	to Capstar	\$13,200,000
1997	KMJJ-F	From SunGroup	to Sunburst	NA
1998	KMJJ-F	From Sunburs	t to Capstar	\$5,575,000
1998	KEEL/KVKI-F/KRUF-F/ KWKH/KITT-F	From Progressive	to Jacor	\$24,000,000
1998	KEEL/KITT-F/KWKH/KRUF-F/KVKI-F/KRVQ-F		From Jacor to Clear Channel	\$5,500,000
29-Oct-99	KTUX FM	KTUX, Inc.	Clear Channel	\$5,500,000
6-Mar-00	KMJJ FM, KRMD AM, KRMD FM	AMFM	Cumulus AMFM/CCU divestiture.	\$159,000,000 + swaps

Market's Best

Best Restaurants: Ernest's, Kon Tiki, Village Grill, Superior.
Best Hotels: Remington Suites, Ramada, Sheraton Pierremont, Holidome.
Best Golf Courses: East Ridge CC, Southern Trace.

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	86.7	\$12,599,000	9.9
National	10.6	\$1,541,000	11.8
Network	2.7	\$396,000	8.2

NOTE: Trade equals 5.4% of local. In 1998 it was 6.1%.

WEATHER DATA

Elevation:	254
Annual Precipitation:	44.7 in.
Annual Snowfall:	0.7 in.
Average Windspeed:	8.9 (S)
TOTAL YEAR	
Avg. Max. Temp:	JAN 56.6 JUL 93.5 YEAR 76.3
Avg. Min. Temp:	37.8 72.8 55.5
Average Temp:	47.2 83.2 65.9

NOTE:

Sioux Falls

1999 ARB Rank: 210	1999 Revenue: \$9,300,000	Manager's Market Ranking (current): 2
1999 MSA Rank: 228	Rev per Share Point: \$119,078 78.1	Manager's Market Ranking (future) : 2.4
1999 DMA Rank: 116	Population per Station: 10,129 14	
1999 Rev Rank: 158 of 173	1999 Revenue Change: 4.3	Five-year revenue gain % (94-99): 29.4

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	7.2	7.4	7.6	8.5	8.9	9.3					
Yearly Growth Rate (94-99): 5.6%	assigned										
Projected Revenue Estimates:							10.10	10.60	11.00	11.60	12.20
Revenue per Capita:	47.06	47.43	48.41	53.13	55.78	56.70					
Yearly Growth Rate (94-99): 4.3%	assigned										
Projected Revenue per Capita:							59.14	61.68	64.34	67.10	69.99
Resulting Revenue Estimate:							9.8	10.30	10.81	11.34	11.90
Revenue as % of Retail Sales:	0.0036	0.0034	0.0033	0.0035	0.0034	0.0033					
Mean % (94-99) 0.00335%											
Resulting Revenue Estimate:							10.4	10.7	11.1	12.1	12.7
MEAN REVENUE ESTIMATE:							10.1	10.5	11.0	11.7	12.3

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.153	0.156	0.157	0.160	0.162	0.164	0.165	0.167	0.168	0.169	0.170
Retail Sales (billions):	2.00	2.20	2.30	2.40	2.60	2.80	3.10	3.20	3.30	3.60	3.80

Below-the-Line Listening Shares:	7.9
Unlisted Station Listening:	14
Total Lost Listening:	21.9
Available Share Points:	78.1
Number of Viable Stations:	11.5
Average Share Points per Viable Station:	6.8
Rev. per Available Share Point:	\$119,078
Estimated Rev. for Mean Station:	\$810,000
Average HH Income:	\$44,879
Average Age:	34.6
Average Education:	12.4
Average Home Value:	\$92,600
Population Change (1998-2003):	4.1
Retail Sales Change (1998-2003):	38.6
Cable Penetration:	65
Number of Class B or C FMs:	8

Confidence Levels
 1999 Revenue Estimates: Below normal
 2000-to-2004 Revenue Estimates: Below normal

Comments: Managers predict 5 to 6% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 96.6	<\$20: 18.7	12-to-24 20.9	Non High School Grad: 16.8
Black: 0.9	\$20-\$49.9: 36.8	25-to-54 53.2	High School Grad: 33.8
Amer. Indian: 1.7	\$50-\$99.9: 34.6	55-plus 25.9	College 1-3 years: 28.3
Asian/Pac. Isl.: 0.8	\$100+: 10.0		College 4+ years: 21.1
Hispanic: * 0.8			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

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

INC 500 Companies

Employment Breakdowns

By Industry:

Sioux Falls, SD MSA Total

1 Retail Trade	16,620	18.51%
2 Health Svcs.	10,635	11.85%
3 Fin., Ins. & Real Estate	10,498	11.69%
4 Manufac., Non-Durables	6,469	7.21%
5 Educational Svcs.	6,175	6.88%
6 Other Prof. Svcs.	5,622	6.26%
7 Manufac., Durables	5,029	5.60%
8 Wholesale Trade	4,958	5.52%
9 Construction	4,444	4.95%
10 Transportation	4,261	4.75%
Total Metro Employees	89,775	
Top 10 Total Employees	74,711	83.22%

By Occupation:

Admin. Support/Clerical	16,830	18.75%
Sales	12,195	13.58%
Professional	11,540	12.85%
Svc., Exclud. Protective & HH	10,887	12.13%
Exec., Admin. & Managerial	10,446	11.64%
Precis. Produc./Craft/Repair	9,029	10.06%
Machine Oprs., Fab., Assembl., & Inspec.	4,684	5.22%
Handlers, Cleaners, Help., Laborers	3,571	3.98%
Transportation & Moving	3,567	3.97%
Technicians & Support	3,109	3.46%

NOTE:

Largest Local Banks (Assets \$000,000)

Citibank (South Dakota) NA	\$14,282
Norwest Bk South Dakota NA	\$5,458
Hurley State Bank	\$633
Dial Bank	\$535
Marquette Bk South Dakota NA	\$532
First Natl Bk in Sioux Falls	\$480
First PREMIER Bank	\$393
BANKFIRST	\$266
United Credit National Bank	\$188

Colleges and Universities (# of Students)

Southeast Technical Inst.	1,693
Augustana Coll.	1,655
Dakota State U.	1,154
U. of Sioux Falls	1,039
Minnesota West Community and Technical College: Worthington Campus	705
Kilian CC	178
Total Students (FT & PT)	6,424

Military Bases (# of personnel)

Unemployment

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations

KELO	KKLS-F	KSOO	KYBB-F
KELO-F	KLQL-F (1/2)	KTWB-F	
KIKN-F	KMXC-F	KWSN (1/2)	
KISD-F (1/2)	KRRO-F	KXRB	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KUSD-TV	Vermillion	2	PBS	SD ETV	
KELO-TV	Sioux Falls	11	CBS	Young	
KSFY-TV	Sioux Falls	13	ABC	Raycom	
KTTW	Sioux Falls	17	FOX	Elmen	
KDLT-TV	Mitchell	46	NBC	Red River	

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Midcontinent Broadcasting: KELO AM, KELO FM, KRRO FM, KTWB FM, KWSN AM	\$4,270,000	45.9
2 Southern Minnesota Bcstg Co.: KMXC FM, KKLS FM, KIKN FM, KYBB FM, KXRB AM, KSOO AM	\$4,050,000	43.5
3 Three Eagles Communications: KLQL FM, KJAM AF, KOAD AM	\$440,000	4.7
4 Lee Axdahl: KSOB FM	\$300,000	3.2
5 Wallace Christensen: KISD FM	\$140,000	1.5

Major Daily Newspapers

	AM	PM	Sun	Owner
Argus Leader	51,784		72,660	Gannett Co. Inc.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KELO AM	FS	\$1,100,000	11.8
2 KELO FM	SAC	\$1,000,000	10.8
3 KRRO FM	AOR	\$1,000,000	10.8
4 KTWB FM	C	\$950,000	10.2
5 KMXC FM	AC/CHR	\$850,000	9.1
6 KKLS FM	CHR	\$820,000	8.8
7 KIKN FM	C	\$750,000	8.1
8 KYBB FM	CL AOR	\$690,000	7.4
9 KXRB AM	C/FS	\$540,000	5.8
10 KLQL FM	C	\$440,000	4.7
11 KSOO AM	T/SPRTS	\$400,000	4.3
12 KSOB FM	CL AOR	\$300,000	3.2
13 KWSN AM	T/SPRTS	\$220,000	2.4
14 KISD FM	O	\$140,000	1.5

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$22,500,000	41%	0.0080
Radio	\$9,300,000	17%	0.0033
Newspaper	\$19,000,000	35%	0.0068
Outdoor	\$2,100,000	4%	0.0008
Cable TV	\$1,500,000	3%	0.0005
Media Total	\$54,400,000		0.0194

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1994	KWSN, KRRO-F		Sold to Ray Lamb	\$810,000
1994	WNAX A/F (Yankton)	Sold by Park		\$5,200,000
1996	WNAX A/F (Yankton)	From Park	to Saga	\$7,000,000
1996	KOAD, KLQL-F	From Lamb	to Roland Johnson	
1996	KWSN, KRRO-F	From Biddinger	to Midcontinent	\$3,000,000
1997	KSOO, KMXC-F	Traded by T. Ingstad	to So. Minnesota	Rapid City stns
1997	KYBB-F		Sold to So. Minnesota	\$402,000
1997	KTWB-F		Sold to Midcontinent	\$2,750,000
1-Apr-99	KSFS AM		Praise	\$0 with KCGN-F, Ortonville, MN
1-Nov-99	KJAM AM, KJAM FM	Madison Broadcasting	Three Eagles	With KJAM-FM: \$1,200,000

Market's Best

WEATHER DATA

Elevation:			1418
Annual Precipitation:			25.3 in.
Annual Snowfall:			39.5 in.
Average Windspeed:			11.2 (SW)
		TOTAL YEAR	
Avg. Max. Temp:	JAN 24.6	JUL 85.1	56.5
Avg. Min. Temp:	3.7	61.5	34.2
Average Temp:	14.2	73.3	45.4

NOTE:

1999 ARB Rank: 163	1999 Revenue: \$16,100,000	Manager's Market Ranking (current): 2.7
1999 MSA Rank: 172	Rev per Share Point: \$193,742 83.1	Manager's Market Ranking (future) : 3
1999 DMA Rank: 88 (w/Elkhart)	Population per Station: 13,419 16	
1999 Rev Rank: 112 of 173	1999 Revenue Change: 6.8	Five-year revenue gain % (94-99): 53.3

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	10.5	11.7	12.5	13.4	15.0	16.1					
Yearly Growth Rate (94-99): 5.7% assigned											
Projected Revenue Estimates:							17.70	18.20	18.90	19.90	21.20
Revenue per Capita:	41.02	45.17	47.89	51.34	57.92	62.16					
Yearly Growth Rate (94-99): 5.5% assigned											
Projected Revenue per Capita:							65.58	69.19	72.99	77.01	81.24
Resulting Revenue Estimate:							17.1	17.99	19.05	20.10	21.29
Revenue as % of Retail Sales:	0.0046	0.0045	0.0046	0.0048	0.0052	0.0052					
Mean % (94-99) 0.00520%											
Resulting Revenue Estimate:							17.2	17.7	18.2	18.7	19.2
MEAN REVENUE ESTIMATE:							17.3	18.0	18.7	19.6	20.6

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.256	0.259	0.261	0.261	0.259	0.259	0.260	0.260	0.261	0.261	0.262
Retail Sales (billions):	2.30	2.60	2.70	2.80	2.90	3.10	3.30	3.40	3.50	3.60	3.70

Below-the-Line Listening Shares:	3.3
Unlisted Station Listening:	13.6
Total Lost Listening:	16.9
Available Share Points:	83.1
Number of Viable Stations:	10
Average Share Points per Viable Station:	8.3
Rev. per Available Share Point:	\$193,742
Estimated Rev. for Mean Station:	\$1,608,000
Average HH Income:	\$39,503
Average Age:	35.2
Average Education:	12.4
Average Home Value:	\$71,600
Population Change (1998-2003):	0.9
Retail Sales Change (1998-2003):	24.6
Cable Penetration:	60
Number of Class B or C FMs:	5

Confidence Levels

1999 Revenue Estimates:	Below normal
2000-to-2004 Revenue Estimates:	Below normal

Comments: Market reports revenue to Hungerford. Population and retail sales figures do not include Elkhart. Revenue figures include WBYT-F but no other Elkhart stations. Managers predict 6 to 7% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 87.2	<\$20: 23.0	12-to-24 23.0	Non High School Grad: 23.2
Black: 11.0	\$20-\$49.9: 38.9	25-to-54 49.0	High School Grad: 34.3
Amer. Indian: 0.3	\$50-\$99.9: 29.6	55-plus 28.1	College 1-3 years: 22.5
Asian/Pac.Isl.: 1.4	\$100+: 8.5		College 4+ years: 19.9
Hispanic: * 3.0			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Auto Parts		National Steel Corp.	
Metalworking			
Machinery			
Transport Equipment			

INC 500 Companies

Employment Breakdowns

By Industry:

South Bend, IN MSA Total

1 Retail Trade	22,395	18.07%
2 Manufac., Durables	20,857	16.83%
3 Educational Svcs.	13,586	10.96%
4 Health Svcs.	10,047	8.11%
5 Manufac., Non-Durables	9,047	7.30%
6 Fin., Ins. & Real Estate	7,165	5.78%
7 Other Prof. Svcs.	6,890	5.56%
8 Construction	5,852	4.72%
9 Wholesale Trade	5,828	4.70%
10 Bus. & Repair Svcs.	5,694	4.59%
Total Metro Employees	123,944	
Top 10 Total Employees	107,361	86.62%

By Occupation:

Admin. Support/Clerical	20,068	16.19%
Professional	17,081	13.78%
Exec., Admin. & Managerial	15,392	12.42%
Sales	15,376	12.41%
Svc., Exclud. Protective & HH	14,101	11.38%
Precis. Produc./Craft/Repair	13,943	10.89%
Machine Oprs., Fab., Assemb., & Inspec.	10,945	8.83%
Transportation & Moving	5,191	4.19%
Handlers, Cleaners, Help., Laborers	5,124	4.13%
Technicians & Support	4,047	3.27%

NOTE:

South Bend

Largest Local Banks (Assets \$B)

1st Source Bk	\$2,603
NBD Bank	\$671

Colleges and Universities (# of Students)

U. of Notre Dame	10,289
Indiana U. South Bend	6,676
Ivy Tech State College: Northcentral	2,004
Saint Mary's Coll.	1,317
Goshen Coll.	1,030
Holy Cross Coll.	483
Michiana Coll.	275

Military Bases (# of personnel)

Unemployment			
Jun 79:	6.00%	Jul 90:	5.70%
Dec 82:	10.40%	Jul 91:	5.90%
Sep 83:	7.40%	Jul 92:	6.00%
Sep 84:	6.60%	Jul 93:	3.70%
Aug 85:	6.80%	Jul 94:	4.80%
Aug 86:	5.40%	Jul 95:	4.70%
Aug 87:	5.10%	Jul 96:	4.60%
Aug 88:	4.60%	Aug 98:	2.20%
Jul 89:	4.90%		

Total Students (FT & PT) 22,074

RADIO BUSINESS INFORMATION
Heavy Agency Radio Users

Heptagon
Ryan Adv.

Viable Stations		
WAOR-F	WNSN-F	WUBU-F
WBYT-F	WRBR-F	WZOC-F
WHLY-AA	WSBT	WZOW-F (1/2)
WNDV-F	WSMK-F (1/2)	

**Highest Billing Radio Entities
(includes duopolies and combos)**

Combined Revenue **Revenue Share**

COMPETITIVE MEDIA
Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WNDU-TV	South Bend	16	NBC	U. of Notre Dame	
WSBT-TV	South Bend	22	CBS	Schurz	
WSJV	Elkhart	28	FOX	Quincy Nwsprsr	
WNIT-TV	South Bend	34	PBS		
WHME-TV	South Bend	46	IND	LeSea	
WBND-LP	South Bend	57	ABC/UPN	Weigel	

Major Daily Newspapers

	AM	PM	Sun	Owner	Highest Billing Stations
Tribune	75,255		107,890	Schurz Communications Inc.	

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$33,100,000	41%	0.0106
Radio	\$16,100,000	20%	0.0052
Newspaper	\$27,000,000	33%	0.0087
Outdoor	\$2,700,000	3%	0.0009
Cable TV	\$2,300,000	3%	0.0007
Media Total	\$81,200,000		0.0261

RELIABLE ESTIMATES ARE NOT AVAILABLE FOR THIS MARKET

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1990				
1993	WRBR-F	Sold by Booth		\$660,000
1996	WNDU AF	From Notre Dame U.	to Federated	\$5,800,000 Cancelled
1998	WNDU-AF	From Notre Dame U.	to University	Price NA
1998	WKAM/WZOW-AF			\$500,000
18-Oct-99	WHLY AM, WJVA AM	Times Communications	Artistic Media Properties	\$250,000
6-Dec-99	WHPZ FM	Bomar Broadcasting	LeSea Broadcasting	\$280,296

Market's Best

Best Restaurants: Parisi's.

Best Hotels: Marriott.

Best Golf Courses: South Bend CC, Knollwood CC.

WEATHER DATA

Elevation:	773
Annual Precipitation:	35.4 in.
Annual Snowfall:	65.6 in.
Average Windspeed:	10.6
	(SW)

	JAN	JUL	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:

1999 ARB Rank: 91	1999 Revenue: \$18,800,000	Manager's Market Ranking (current): 2.3
1999 MSA Rank: 121	Rev per Share Point: \$213,879 87.9	Manager's Market Ranking (future) : 2.8
1999 DMA Rank: 76	Population per Station: 19,545 22	
1999 Rev Rank: 100 of 173	1999 Revenue Change: 5.9	Five-year revenue gain % (94-99): 48

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	12.7	13.7	14.8	16.4	17.7	18.8					
Yearly Growth Rate (94-99): 5.8% assigned											
Projected Revenue Estimates:							19.80	20.60	21.40	23.20	24.90
Revenue per Capita:	31.90	33.57	36.01	39.71	42.55	44.98					
Yearly Growth Rate (94-99): 4.9% assigned											
Projected Revenue per Capita:							47.18	49.49	51.92	54.46	57.13
Resulting Revenue Estimate:							19.7	20.74	21.75	22.87	24.05
Revenue as % of Retail Sales:	0.0033	0.0035	0.0036	0.0039	0.0040	0.0041					
Mean % (94-99) 0.00405%											
Resulting Revenue Estimate:							19.4	19.8	20.7	21.9	22.7
							MEAN REVENUE ESTIMATE:				
							19.7	20.4	21.3	22.6	23.9

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.398	0.408	0.411	0.413	0.417	0.418	0.418	0.419	0.419	0.420	0.421
Retail Sales (billions):	3.80	3.90	4.10	4.20	4.40	4.60	4.80	4.90	5.10	5.40	5.60

Below-the-Line Listening Shares:

Unlisted Station Listening:	0
Total Lost Listening:	12.1
Available Share Points:	12.1
Number of Viable Stations:	87.9
Average Share Points per Viable Station:	15.5
Rev. per Available Share Point:	5.7
Estimated Rev. for Mean Station:	\$213,879
Average HH Income:	\$1,219,000
Average Age:	\$36,015
Average Education:	35.8
Average Home Value:	12.9
Population Change (1998-2003):	\$96,300
Retail Sales Change (1998-2003):	0.6
Cable Penetration:	21.7
Number of Class B or C FMs:	60
	11

Confidence Levels

1999 Revenue Estimates:	Much below normal
2000-to-2004 Revenue Estimates:	Much below normal

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 94.2	<\$20: 27.4	12-to-24 20.8	Non High School Grad: 15.3
Black: 1.7	\$20-\$49.9: 38.6	25-to-54 52.6	High School Grad: 27.8
Amer. Indian: 1.6	\$50-\$99.9: 26.8	55-plus 26.6	College 1-3 years: 36.0
Asian/Pac. Isl.: 2.5	\$100+: 7.2		College 4+ years: 21.0
Hispanic: * 3.0			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Medical and Health	Avista Corp. 412	Avista Corporation	
Mining			
Lumber and Wood			
Food Processing			
Aluminium Products			

INC 500 Companies

Employment Breakdowns

By Industry:

Spokane, WA MSA Total

1 Retail Trade	34,947	19.15%
2 Health Svcs.	20,852	11.43%
3 Manufac., Durables	17,674	9.68%
4 Educational Svcs.	17,522	9.60%
5 Other Prof. Svcs.	12,538	6.87%
6 Fin., Ins. & Real Estate	12,416	6.80%
7 Wholesale Trade	10,394	5.70%
8 Construction	9,176	5.03%
9 Bus. & Repair Svcs.	8,831	4.84%
10 Transportation	8,124	4.45%
Total Metro Employees	182,508	
Top 10 Total Employees	152,474	83.54%

By Occupation:

Admin. Support/Clerical	28,764	15.76%
Professional	28,346	15.53%
Sales	24,731	13.55%
Svc., Exclud. Protective & HH	24,178	13.25%
Exec., Admin. & Managerial	21,703	11.89%
Precis. Produc./Craft/Repair	18,108	9.92%
Machine Oprs., Fab., Assemb., & Inspec.	8,879	4.86%
Transportation & Moving	7,649	4.19%
Technicians & Support	7,108	3.89%
Handlers, Cleaners, Help., Laborers	6,676	3.66%

NOTE:

Largest Local Banks (Assets \$000,000)

Washington Tr Bk	\$1,484
Farmers & Merch Bk of Rockford	\$192
United Security Bank	\$190
Idaho Independent Bank	\$164
Inland Northwest Bank	\$141
Wheatland Bk	\$83

Colleges and Universities (# of Students)

Spokane Falls CC	9,409
Eastern Washington U.	7,688
Spokane CC	6,054
Gonzaga U.	4,045
North Idaho Coll.	3,205
Whitworth Coll.	2,020
ITT Technical Inst.: Spokane	284
Total Students (FT & PT)	32,705

Military Bases (# of personnel)

Fairchild AFB	3,916
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Unemployment

Jun 79:	6.50%	Jul 90:	NA
Dec 82:	12.50%	Jul 91:	NA
Sep 83:	NA	Jul 92:	NA
Sep 84:	7.50%	Jul 93:	NA
Aug 85:	NA	Jul 94:	NA
Aug 86:	7.40%	Jul 95:	4.90%
Aug 87:	NA	Jul 96:	4.80%
Aug 88:	NA	Aug 98:	4.10%
Jul 89:	NA		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Sound Ideas
Robideaux

Viabile Stations

KAEP-F	KEYF-AF	KISC-F	KWHK-F
KAQQ	KEZE-F	KKZX-F	KXLY
KCDA-F	KGA	KNFR-F	KXLY-F
KDRK-F	KHTQ-F	KTRW (1/2)	KZZU-F

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
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1	Citadel Communications Corp.: KDRK FM, KEYF AF, KAEP FM, KGA AM, KJRB AM, KWHK FM	\$6,070,000	32.3
2	Clear Channel Communications: KKZX FM, KISC FM, KNFR FM, KAQQ AM, KUDY AM	\$6,020,000	32.0
3	Morgan Murphy: KZZU FM, KXLY FM, KXLY AM, KHTQ FM, KEZE FM, KKPL-AM, KVNI AM, KXLI AM	\$5,610,000	29.8
4	American General Media: KCDA FM	\$390,000	2.1
5	Washington Broadcasting: KTSL-FM	\$130,000	0.7

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KREM-TV	Spokane	2	CBS	Belo	
KXLY-TV	Spokane	4	ABC	Morgan Murphy	
KHQ-TV	Spokane	6	NBC	Cowles	
KSPS	Spokane	7	PBS	Spokane Schools	
KSKN-TV	Spokane	22	UPN/WB		Belo
KAYU	Spokane	28	FOX	Northwest	

Major Daily Newspapers

	AM	PM	Sun	Owner
Spokesman-Review	114,475		140,820	James Cowles

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$46,000,000	40%	0.0700
Radio	\$18,800,000	16%	0.0041
Newspaper	\$43,000,000	37%	0.0093
Outdoor	\$4,100,000	4%	0.0009
Cable TV	\$3,700,000	3%	0.0008
Media Total	\$115,600,000		0.0251

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Spokane				
Major Radio Station Sales Since 1994				
1995	KTRW, KZZU-F		Sold to KXLY owner	\$1,750,000
1995	KEYF AF, KUDY, KKZX-F	From Pourtales	to Triathlon	\$7,800,000
1996	KAQQ, KISC-F, KNFR-F	From Silverado	to Triathlon	\$8,750,000
1996	KEZE-F		Sold to John Rock	\$1,200,000
1997	KVNI, KHTQ-F		Sold to Morgan Murphy	NA
1997	KCDA-F	From Rock	to KNJY-F owner	\$1,500,000
1997	KEZE-F		Sold to KNJY-F, KCDA-F owner	\$1,200,000
1997	KTSL-F	From Salem	to KCDA-F, KNJY-F owner	\$1,200,000
1998	KTSL-F			\$1,300,000
1998	KISC-F	From Triathlon	to Capstar	\$10,500,000
1998	KUDY	From Triathlon	to Capstar	
1998	KNFR-F	From Triathlon	to Capstar	\$9,700,000
1998	KAQQ	From Triathlon	to Capstar	\$800,000
1998	KEYF-AF	From Triathlon	to Capstar	\$4,500,000
1998	KKZX-F	From Triathlon	to Capstar	\$10,700,000
1998	KCDA-F/KNJY-F	From Rock	to Amer. General	\$6,800,000
1998	KEZE-F	From Tom Reed	to Morgan Murphy	\$1,400,000
1998	KTRW	From Morgan Murphy	to Tom Reed	\$450,000
1998	KCDA-F/KNJY-F	From Washington Bdcstg	to Amer. Gen'l	\$6,500,000
2-Mar-99	KNJY FM	American General	Citadel	\$4,150,000
5-Mar-99	KEYF AM, KEYF FM	Capstar	Citadel	Gp: KKLI-F + \$10,000,000

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KKZX FM	AOR	\$2,500,000	13.3
2 KDRK FM	C	\$2,400,000	12.8
3 KZZU FM	CHR	\$2,300,000	12.2
4 KISC FM	AC	\$1,800,000	9.6
5 KEYF AF	O	\$1,500,000	8.0
6 KXLY FM	SAC	\$1,400,000	7.4
7 KNFR FM	C	\$1,350,000	7.2
8 KAEP FM	AOR/NR	\$1,300,000	6.9
9 KXLY AM	T	\$770,000	4.1
10 KGA AM	T	\$720,000	3.8
11 KHTQ FM	AOR	\$630,000	3.4
12 KEZE FM	AC/CHR	\$410,000	2.2
13 KCDA FM	C	\$390,000	2.1
14 KAQQ AM	ST	\$370,000	2.0
15 KJRB AM	SPRTS	\$150,000	0.8
16 KTSL-FM	REL	\$130,000	0.7
17 KKPL-AM	ST	\$100,000	0.5

Market's Best
Best Restaurants: Patsy Clark's, 1881, Luigi's.

WEATHER DATA

Elevation:	2356		
Annual Precipitation:	16.2 in.		
Annual Snowfall:	54.0 in.		
Average Windspeed:	8.7 (SW)		
	JAN	JUL	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:



1999 ARB Rank: 197	1999 Revenue: \$11,700,000	Manager's Market Ranking (current): 2.8
1999 MSA Rank: 205	Rev per Share Point: \$142,509 82.1	Manager's Market Ranking (future) : 3
1999 DMA Rank: 82 (w/Champaign & Decatur)	Population per Station: 13,758 12	
1999 Rev Rank: 144 of 173	1999 Revenue Change: 5.1	Five-year revenue gain % (94-99): 33

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	8.8	9.2	9.8	10.6	11.1	11.7					
Yearly Growth Rate (94-99): 5.7% assigned											
Projected Revenue Estimates:							12.70	13.30	13.90	14.70	15.40
Revenue per Capita:	44.67	46.46	47.80	52.47	55.78	58.85					
Yearly Growth Rate (94-99): 4.4% assigned											
Projected Revenue per Capita:							61.43	64.13	66.95	69.90	72.98
Resulting Revenue Estimate:							12.3	12.83	13.46	14.05	14.74
Revenue as % of Retail Sales:	0.0056	0.0057	0.0059	0.0063	0.0064	0.0065					
Mean % (94-99) 0.00645%											
Resulting Revenue Estimate:							12.0	12.2	12.6	12.9	13.5
							MEAN REVENUE ESTIMATE:				
							12.3	12.8	13.3	13.9	14.6

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.197	0.198	0.205	0.202	0.199	0.199	0.200	0.200	0.201	0.201	0.202
Retail Sales (billions):	1.56	1.61	1.65	1.73	1.73	1.79	1.86	1.89	1.95	2.00	2.10

Below-the-Line Listening Shares:	3.9	Confidence Levels
Unlisted Station Listening:	14	1999 Revenue Estimates: Below normal
Total Lost Listening:	17.9	2000-to-2004 Revenue Estimates: Below normal

Available Share Points:	82.1	Socio-Economic Breakdowns		Age		Education	
Number of Viable Stations:	10	Ethnic	Income (\$000)				
Average Share Points per Viable Station:	8.2	White: 90.2	<\$20: 23.1	12-to-24	18.4	Non High School Grad:	17.5
Rev. per Available Share Point:	\$142,509	Black: 8.5	\$20-\$49.9: 38.6	25-to-54	53.8	High School Grad:	33.1
Estimated Rev. for Mean Station:	\$1,169,000	Amer. Indian: 0.2	\$50-\$99.9: 30.6	55-plus	27.8	College 1-3 years:	26.2
Average HH Income:	\$39,383	Asian/Pac. Isl.: 1.1	\$100+: 7.7			College 4+ years:	23.2
Average Age:	37.2	Hispanic: * 1.0					
Average Education:	12.4						
Average Home Value:	\$82,500						
Population Change (1998-2003):	1						
Retail Sales Change (1998-2003):	16						
Cable Penetration:	84						
Number of Class B or C FMs:	7						

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies Horace Mann Educators	Forbes Largest Private Companies
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INC 500 Companies

Employment Breakdowns

By Industry:

Springfield, IL MSA Total

1 Pub. Admin.	20,789	19.54%
2 Retail Trade	15,772	14.83%
3 Health Svcs.	10,833	10.18%
4 Fin., Ins. & Real Estate	9,249	8.69%
5 Educational Svcs.	8,677	8.16%
6 Other Prof. Svcs.	7,645	7.19%
7 Construction	5,677	5.34%
8 Commun. & Other Pub. Util.	4,016	3.77%
9 Bus. & Repair Svcs.	3,969	3.73%
10 Transportation	3,722	3.50%
Total Metro Employees	106,387	
Top 10 Total Employees	90,349	84.92%

By Occupation:

Admin. Support/Clerical	23,777	22.35%
Exec., Admin. & Managerial	16,754	15.75%
Professional	16,046	15.08%
Sales	11,675	10.97%
Svc., Exclud. Protective & HH	10,993	10.33%
Precis. Produc./Craft/Repair	9,155	8.61%
Technicians & Support	4,934	4.64%
Transportation & Moving	3,383	3.18%
Handlers, Cleaners, Help., Laborers	2,786	2.62%
Machine Oprs., Fab., Assemb., & Inspec.	2,453	2.31%

NOTE:

Largest Local Banks (Assets \$000,000)

Bk One Illinois NA	\$3,985
Mercantile Bank of Illinois	\$2,238
Marine Bank, Springfield	\$430
Bk of Springfield	\$203
Illini Bk	\$157
Independent Bnkr Bk	\$154
State Bk of Lincoln	\$153
Town & Country Bk of Springfield	\$138
Natl Bk of Petersburg	\$137

Colleges and Universities (# of Students)

Lincoln Land CC	7,372
U. of Illinois: Springfield	4,179
Lincoln Coll.	890
Illinois Coll.	883
Lincoln Christian College and Seminary	804
MacMurray Coll.	635
Blackburn Coll.	507
(and more)	
Total Students (FT & PT)	15,662

Military Bases (# of personnel)

Unemployment

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations		
WCVS-F	WMAY	WTAX
WDBR-F	WNNS-F	WYMG-F
WFMB	WQLZ-F	WYXY-F
WFMB-F	WQQL-F	

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Saga Communications, Inc.: WDBR FM, WTAX AM, WYMG FM, WQQL FM, WYXY FM	\$5,600,000	47.9
2 Mid-West Family Stations: WNNS FM, WQLZ FM, WMAY AM	\$3,940,000	33.7
3 Clear Channel Communications: WFMB FM, WFMB AM, WCVS FM	\$2,070,000	17.7

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WCIA	Champaign	3	CBS	Midwest TV	Nexstar
WSEC	Jacksonville	14	PBS		Nexstar
WAND	Decatur	17	ABC	LIN	
WICS-TV	Springfield	20	NBC	Sinclair	
WBUI	Decatur	23	WB/PAX		ACME
WCCU	Urbana	27	S:WRSP		Bahakel
WCFN	Springfield	49	S:WCIA		Midwest TV
WRSP-TV	Springfield	55	FOX	Bahakel	

Major Daily Newspapers

	AM	PM	Sun	Owner
State Journal-Register	62,132		71,137	Copley Press Inc.

Highest Billing Stations

	Calls	Format	Revenue	Pct.
1	WDBR FM	CHR	\$1,900,000	16.2
2	WNNS FM	AC	\$1,800,000	15.4
3	WQLZ FM	AOR	\$1,500,000	12.8
4	WFMB FM	C	\$1,400,000	12.0
5	WTAX AM	FS/T	\$1,100,000	9.4
6	WYMG FM	AOR/CL	\$1,050,000	9.0
7	WQQL FM	O	\$1,000,000	8.5
8	WMAY AM	T	\$640,000	5.5
9	WYXY FM	C	\$550,000	4.7
10	WFMB AM	SPRTS	\$370,000	3.2
11	WCVS FM	CL AOR	\$300,000	2.6

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	N/A	N/A	N/A
Radio	\$11,700,000	N/A	0.0065
Newspaper	N/A	N/A	N/A
Outdoor	N/A	N/A	N/A
Cable TV	N/A	N/A	N/A

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1994	WCVS-F (Virden)		Sold to Neuhoff	\$400,000
1996	WFMB-AF, WCVS-F	From Neuhoff	to Patterson	\$7,000,000
1996	WPRC	From Central States	to Saga	\$200,000
1996	WTAX	From Central States	to Saga	\$2,300,000
1996	WDBR-F	From Central States	to Saga	\$2,500,000
1996	WWTE-F	From Central States	to Saga	\$1,000,000
1997	WFMB-AF	From Patterson	to Capstar	\$8,700,000
1997	WCVS-F	From Patterson	to Capstar	\$1,700,000

Market's Best

NO WEATHER DATA AVAILABLE

NOTE:

1999 ARB Rank: 80	1999 Revenue: \$18,200,000	Manager's Market Ranking (current): 3.2
1999 MSA Rank: 89	Rev per Share Point: \$342,750 53.1	Manager's Market Ranking (future) : 3.6
1999 DMA Rank:	Population per Station: 30,800 16	
1999 Rev Rank: 103 of 173	1999 Revenue Change: 2.2	Five-year revenue gain % (94-99): 29.1

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	14.1	15.8	16.8	17.1	17.8	18.2					
Yearly Growth Rate (94-99): 5.3% assigned											
Projected Revenue Estimates:							19.40	19.90	21.00	22.40	23.60
Revenue per Capita:	23.50	26.51	28.28	28.89	30.27	30.95					
Yearly Growth Rate (94-99): 4.8% assigned											
Projected Revenue per Capita:							32.43	33.99	35.62	37.33	39.12
Resulting Revenue Estimate:							19.0	19.95	20.91	21.91	22.96
Revenue as % of Retail Sales:	0.0031	0.0036	0.0038	0.0038	0.0040	0.0039					
Mean % (94-99) 0.00395%											
Resulting Revenue Estimate:							19.0	19.4	19.8	20.1	20.9
							MEAN REVENUE ESTIMATE:				
							19.1	19.7	20.6	21.5	22.5

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.600	0.596	0.594	0.592	0.588	0.588	0.587	0.587	0.587	0.587	0.587
Retail Sales (billions):	4.50	4.40	4.40	4.50	4.50	4.70	4.80	4.90	5.00	5.10	5.30

Below-the-Line Listening Shares:	29.7	Confidence Levels
Unlisted Station Listening:	17.2	1999 Revenue Estimates: Normal
Total Lost Listening:	46.9	2000-to-2004 Revenue Estimates: Normal
Available Share Points:	53.1	

Comments: Market reports revenue to Miller, Kaplan. WSPR is the only viable station which does not participate. Managers predict 2 to 4% revenue gain in 2000.

Average HH Income:	\$36,717	Socio-Economic Breakdowns			
Average Age:	35.7	<i>Ethnic</i>	<i>Income (\$000)</i>	<i>Age</i>	<i>Education</i>
Average Education:	12.7	White: 89.6	<\$20: 28.0	12-to-24 23.3	Non High School Grad: 23.7
Average Home Value:	\$128,700	Black: 8.1	\$20-\$49.9: 37.1	25-to-54 49.5	High School Grad: 31.8
Population Change (1998-2003):	-0.2	Amer. Indian: 0.2	\$50-\$99.9: 28.1	55-plus 27.2	College 1-3 years: 23.1
Retail Sales Change (1998-2003):	14	Asian/Pac.Isl.: 2.1	\$100+: 6.7		College 4+ years: 21.4
Cable Penetration:	NA	Hispanic: * 10.5			
Number of Class B or C FMs:	3				

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Metal Fabricating	Mass. Mutual Life 153	Northeast Utilities	Big Y Foods 207
Plastics			Spalding Holdings 495
Food Products			
Paper			
Firearms			

INC 500 Companies

LAN Tamers	298
DataProfit	388

Employment Breakdowns

By Industry:

Springfield, MA MSA Total

1 Retail Trade	49,965	17.65%
2 Educational Svcs.	36,311	12.82%
3 Manufac., Durables	32,471	11.47%
4 Health Svcs.	28,862	10.19%
5 Manufac., Non-Durables	23,305	8.23%
6 Fin., Ins. & Real Estate	20,494	7.24%
7 Other Prof. Svcs.	16,566	5.85%
8 Construction	13,701	4.84%
9 Transportation	11,622	4.10%
10 Pub. Admin.	11,049	3.90%
Total Metro Employees	283,159	
Top 10 Total Employees	244,346	86.29%

By Occupation:

Admin. Support/Clerical	47,348	16.72%
Professional	43,876	15.50%
Svc., Exclud. Protective & HH	35,987	12.71%
Exec., Admin. & Managerial	33,473	11.82%
Sales	32,288	11.40%
Precis. Produc./Craft/Repair	30,762	10.86%
Machine Oprs., Fab., Assemb., & Inspec.	20,821	7.35%
Technicians & Support	10,129	3.58%
Handlers, Cleaners, Help., Laborers	9,711	3.43%
Transportation & Moving	9,668	3.41%

NOTE:

Largest Local Banks (Assets \$000,000)

Peoples Savings Bank	\$570
Westfield Savings Bank	\$556
United Co-Operative Bank	\$452
Woronoco Savings Bank	\$434
Florence Savings Bank	\$393
Park West Bk & Tr Co	\$367
Easthampton Savings Bank	\$358
The Bk of Wstn Massachusetts	\$276
Chicopee Savings Bank	\$253

Colleges and Universities (# of Students)

U. of Massachusetts Amherst	23,723
Western New England Coll.	4,879
Westfield State Coll.	4,611
Springfield Technical CC	4,336
Springfield Coll.	2,798
Smith Coll.	2,637
American International Coll.	1,800
(and more)	
Total Students (FT & PT)	49,286

Military Bases (# of personnel)

Unemployment

Jun 79:	4.30%	Jul 89:	4.90%
Dec 82:	7.10%	Jul 90:	6.40%
Sep 83:	6.60%	Jul 91:	9.80%
Sep 84:	5.00%	Jul 92:	9.00%
Aug 85:	3.80%	Jul 93:	7.70%
Aug 86:	4.00%	Jul 94:	6.80%
Aug 87:	3.20%	Jul 95:	6.00%
Aug 88:	3.10%	Jul 96:	4.60%

RADIO BUSINESS INFORMATION
Heavy Agency Radio Users

Viable Stations

WAQY-F	WMAS-F
WHMP-AF	WNNZ
WHYN (1/2)	WPKX-F
WHYN-F	WRNX-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WWLP-TV	Springfield	22	NBC	Benedek	
WGGB-TV	Springfield	40	ABC	Sinclair	
WGBY-TV	Springfield	57	PBS	WGBH	
WDMR-LP	Springfield	65	TEL	Ch. 13 TV	

Highest Billing Radio Entities (Includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel Communications: WPKX FM, WHYN FM, WHYN AM, WNNZ AM	\$6,750,000	37.1
2 Saga Communications, Inc.: WAQY FM, WHMP AF, WPNT AM	\$5,300,000	29.1
3 Lappin Communications, Inc.: WMAS FM, WMAS AM	\$4,440,000	24.4
4 Hampshire County Bcstg, LP: WRNX FM, WPNL AM	\$1,300,000	7.1
5 Edmund Dinis: WSPR AM	\$250,000	1.4

Major Daily Newspapers

	AM	PM	Sun	Owner
Union-News; Sunday Republican	94,572		141,253	Newhouse

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	N/A	NM	N/A
Radio	\$18,200,000	NM	0.0039
Newspaper	N/A	NM	N/A
Outdoor	N/A	NM	N/A
Cable TV	N/A	NM	N/A

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WMAS FM	AC	\$3,900,000	21.4
2 WAQY FM	CL AOR	\$3,850,000	21.2
3 WPKX FM	C	\$2,600,000	14.3
4 WHYN FM	AC	\$2,150,000	11.8
5 WHMP AF	CHR/T	\$1,450,000	8.0
6 WRNX FM	AOR/P	\$1,300,000	7.1
7 WHYN AM	T	\$1,250,000	6.9
8 WNNZ AM	T/N	\$750,000	4.1
9 WMAS AM	ST	\$540,000	3.0
10 WSPR AM	SP	\$250,000	1.4

NOTE: WHMP-F and, to even a greater degree, WHMP have very little impact in Springfield itself. I have listed them because they are part of the Saga cluster. Almost all of the WHMP revenue comes out of the Northampton area.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1993				
1993	WHYN A/F	From Wilks-Schwartz	to Radio Equity	\$14,000,000
1996	WHYN A/F	From Radio Equity	to Clear Channel	\$14,000,000
1997	WACM			\$600,000
1997	WHMP-AF	From SFX	to Hicks/Chancellor	\$11,000,000
1997	WPKX-F	From SFX	to Hicks/Chancellor	\$21,000,000
1998	WTTT/WRNX-F (interest)			\$625,000
1998	WNNZ		Sold to Clear Channel	\$1,200,000
7-Jul-99	WACE AM	Carter Broadcasting Corp.	Catholic Family Radio	Group: \$20,000,000 est.
26-Jul-99	WARE AM	Eastern Media	Mega	\$475,000
17-Jan-00	WACE AM	Carter Broadcasting Corp.	Catholic Family Radio	Group: Sale cancelled
9-Mar-00	WHMP AM, WHMP FM	AMFM	SagaAMFM/CCU divestiture. With WHMP-FM:	\$12,000,000

Market's Best

- Best Restaurants: Coughlin's, Johann's.
- Best Hotels: Marriott, Sheraton Tara.
- Best Golf Courses: Twin Hills CC, Oak

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	77.6	\$13,890,000	0.8
National	22.4	\$4,006,000	5.9

NOTE: Trade equals 14.6% of local. In 1998 it was 15.2%.

NO WEATHER DATA AVAILABLE
See Hartford for an approximation

NOTE:

1999 ARB Rank: 146	1999 Revenue: \$18,400,000	Manager's Market Ranking (current): 3.3
1999 MSA Rank: 159	Rev per Share Point: \$216,981 84.8	Manager's Market Ranking (future) : 2.9
1999 DMA Rank: 79	Population per Station: 15,347 17	
1999 Rev Rank: 102 of 173	1999 Revenue Change: 4.9	Five-year revenue gain % (94-99): 53.3

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04					
Duncan Revenue Est:	12.0	14.1	15.5	16.4	17.5	18.4										
Yearly Growth Rate (94-99): 6.0% assigned																
Projected Revenue Estimates:							19.90	21.00	21.70	23.10	24.60					
Revenue per Capita:	40.82	46.84	51.83	54.30	56.63	59.12										
Yearly Growth Rate (94-99): 4.8% assigned																
Projected Revenue per Capita:							61.95	64.92	68.04	71.31	74.73					
Resulting Revenue Estimate:							19.5	20.58	21.77	23.03	24.29					
Revenue as % of Retail Sales:	0.0032	0.0034	0.0036	0.0036	0.0036	0.0036										
Mean % (94-99) 0.00360%																
Resulting Revenue Estimate:							19.8	20.5	21.2	23.4	24.1					
							MEAN REVENUE ESTIMATE:					19.7	20.7	21.6	23.2	24.3

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.292	0.301	0.299	0.302	0.309	0.312	0.315	0.317	0.320	0.323	0.325
Retail Sales (billions):	3.70	4.10	4.30	4.50	4.80	5.10	5.50	5.70	5.90	6.50	6.70

Below-the-Line Listening Shares:	0
Unlisted Station Listening:	15.2
Total Lost Listening:	15.2
Available Share Points:	84.8
Number of Viable Stations:	13
Average Share Points per Viable Station:	6.5
Rev. per Available Share Point:	\$216,981
Estimated Rev. for Mean Station:	\$1,410,000
Average HH Income:	\$35,743
Average Age:	35.6
Average Education:	11.9
Average Home Value:	\$82,400
Population Change (1998-2003):	4.5
Retail Sales Change (1998-2003):	36.1
Cable Penetration:	49
Number of Class B or C FMs:	12

Confidence Levels

1999 Revenue Estimates:	Below normal
2000-to-2004 Revenue Estimates:	Below normal

Comments: Market reports revenue to Miller, Kaplan but many stations do not cooperate. Managers predict 5 to 7% revenue growth in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 96.9	<\$20: 26.8	12-to-24 23.2	Non High School Grad: 21.8
Black: 1.7	\$20-\$49.9: 40.0	25-to-54 50.8	High School Grad: 33.8
Amer. Indian: 0.6	\$50-\$99.9: 26.2	55-plus 26.0	College 1-3 years: 25.7
Asian/Pac. Isl.: 0.9	\$100+: 7.0		College 4+ years: 18.8
Hispanic: * 1.1			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Agribusiness			
Furniture			
Machinery			
Cheese Products			
Electronics			
Food Containers			

INC 500 Companies

Employment Breakdowns

By Industry:

Springfield, MO MSA Total

1 Retail Trade	31,266	20.57%
2 Health Svcs.	15,443	10.16%
3 Manufac., Durables	14,147	9.31%
4 Educational Svcs.	12,086	7.95%
5 Manufac., Non-Durables	11,867	7.81%
6 Other Prof. Svcs.	8,921	5.87%
7 Construction	8,562	5.63%
8 Fin., Ins. & Real Estate	8,314	5.47%
9 Wholesale Trade	8,169	5.37%
10 Transportation	7,215	4.75%
Total Metro Employees	151,992	
Top 10 Total Employees	125,990	82.89%

By Occupation:

Admin. Support/Clerical	22,969	15.11%
Sales	21,468	14.12%
Professional	19,179	12.62%
Svc., Exclud. Protective & HH	18,412	12.11%
Precis. Produc./Craft/Repair	17,229	11.34%
Exec., Admin. & Managerial	15,643	10.29%
Machine Oprs., Fab., Assemb., & Inspec.	11,363	7.48%
Transportation & Moving	7,522	4.95%
Handlers, Cleaners, Help., Laborers	6,489	4.27%
Technicians & Support	4,971	3.27%

NOTE:

Largest Local Banks (Assets \$000,000)

Great Southern Bank	\$840
Empire Bk	\$509
Liberty Bank	\$241
Metropolitan Natl Bk	\$226
Ozark Bank	\$144
Citizens Natl Bank of Springfield	\$119
Peoples Bank of the Ozarks	\$103
The Bank	\$84
Signature Bank	\$82

Colleges and Universities (# of Students)

Southwest Missouri State U.	16,217
Southwest Baptist U.	3,680
Ozarks Technical CC	3,365
Drury Coll.	2,018
Evangel Coll.	1,489
Berean U.	1,415
Central Bible Coll.	880
(and more)	
Total Students (FT & PT)	30,264

Military Bases (# of personnel)

Unemployment

Jun 79:	3.20%	Jul 90:	4.40%
Dec 82:	7.80%	Jul 91:	5.00%
Sep 83:	6.90%	Jul 92:	5.30%
Sep 84:	4.70%	Jul 93:	4.80%
Aug 85:	5.50%	Jul 94:	2.90%
Aug 86:	4.90%	Jul 95:	3.80%
Aug 87:	4.70%	Jul 96:	3.30%
Aug 88:	4.20%	Aug 98:	3.20%
Jul 89:	4.20%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations

WMAS	WSPR (1/2)	KTTS-F	KXUS-F
KGBX-F	KLTQ-F (1/2)	KTXR-F	KZRQ-F
KGMV-F	KOSP-F		
KHTO-F	KTOZ-F	KWTO (1/2)	
KKLH-F	KTTS	KWTO-F	

Highest Billing Radio Entities (includes duopolies and combos)

Combined Revenue Revenue Share

1 Sunburst Media: KGBX FM, KGMV FM, KXUS FM, KTOZ FM, KGMV AM	\$7,140,000	38.8
2 Journal Broadcast Group: KTTS FM, KTTS AM, KMXH FM	\$4,950,000	26.9
3 Meyer Communications, Inc.: KTXR FM, KWTO AM, KWTO FM	\$2,525,000	13.7
4 Mid-West Family Stations: KOSP FM, KKLH FM, KCYO FM	\$1,790,000	9.7
5 Radio 2000: KHTO FM, KZRQ FM	\$1,390,000	7.6
6 Snowmen Broadcasting: KADI FM	\$320,000	1.7
7 The Entertainment Netowrk, Inc.: KTOZ AM	\$90,000	0.5

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KYTV	Springfield	3	NBC	Schurz	
KOLR-TV	Springfield	10	CBS	VHR	
K15CZ	Springfield	15	UPN		
KOZK	Springfield	21	PBS		
KDEB	Springfield	27	FOX	Quorum	
KSPR	Springfield	33	ABC		

Major Daily Newspapers

	AM	PM	Sun	Owner
News-Leader	64,701		97,313	Gannett Co. Inc.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KTTS FM	C	\$3,400,000	18.5
2 KGBX FM	AC	\$3,100,000	16.8
3 KGMV FM	C	\$1,800,000	9.8
4 KOSP FM	O	\$1,200,000	6.5
5 KTXR FM	SAC	\$1,175,000	6.4
6 KXUS FM	AOR/CL	\$1,150,000	6.3
7 KHTO FM	CHR	\$1,000,000	5.4
8 KTOZ FM	AC/NR	\$970,000	5.3
9 KTTS AM	C/FS	\$950,000	5.2
10 KWTO AM	T	\$850,000	4.6
11 KMXH FM	C	\$600,000	3.3
12 KKLH FM	CL HITS	\$590,000	3.2
13 KWTO FM	CL AOR	\$500,000	2.7
14 KZRQ FM	AOR	\$390,000	2.1
15 KADI FM	REL	\$320,000	1.7
16 KGMV AM	ST	\$120,000	0.7
17 KTOZ AM	ST	\$90,000	0.5

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$35,500,000	39%	0.0070
Radio	\$18,400,000	20%	0.0036
Newspaper	\$31,000,000	34%	0.0061
Outdoor	\$3,500,000	4%	0.0007
Cable TV	\$3,300,000	4%	0.0006
Media Total	\$91,700,000		0.0180

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1990				
1994	KTOZ-F			\$280,000
1994	KTTOZ-AM			\$35,000
1994	KLTQ-F (Sparta)			\$600,000
1994	KZBE-F (Pleasant Hope)			\$780,000
1994	KWTO A/F		Sold to Meyer	\$1,880,000
1995	KHTO-F, KZBE-F		Sold to KTOZ-F owner	\$1,400,000
1995	KZPD-F (104.1) (Ash Grove)			\$450,000
1996	KLTQ-F		Sold to Great Empire	\$1,063,000
1996	KTTOZ-F		Sold to Midwest Family	\$1,800,000
1996	KHTO-F, KZBE-F			\$1,400,000
1996	KLFJ (1550)			\$140,000
1997	KXUS-F	From Demaree	to Sunburst	\$5,500,000
1997	KTTOZ-F		Sold to Sunburst	\$3,300,000
1998	KTTS	From Great Empire	to Journal	\$4,500,000
1998	KLTQ-F	From Great Empire	to Journal	\$2,800,000
1998	KTTS-F	From Great Empire	to Journal	\$18,000,000
3-Feb-99	KLFJ AM			\$432,500
14-Sep-99	KCYO FM	Pearson Broadcasting	Mid-West Family	\$3,000,000
19-Oct-99	KIDS AM	Branson Info Radio, LLC	Shepherd of the Hills Entertainment	Price NA
20-Mar-00	KIDS AM	Branson Info Radio, LLC	Shepherd of the Hills Entertainment	Cancelled
20-Mar-00	KIDS AM	Branson Info Radio, LLC	Thirteen Forty Productions	\$140,089.08

Market's Best

Best Hotels: University Plaza, Holiday Inn, Ramada Inn, Highland Springs.

Best Golf Courses: Hickory Hills, Twin Oaks, Point Royale.

NO WEATHER DATA AVAILABLE

NOTE:

1999 ARB Rank: 85	1999 Revenue: \$10,400,000	Manager's Market Ranking (current): 2.2
1999 MSA Rank: 96	Rev per Share Point: \$362,369 28.7	Manager's Market Ranking (future) : 2.3
1999 DMA Rank: 18 (w Sacramento & Modesto)	Population per Station: 63,686 7	
1999 Rev Rank: 151 of 173	1999 Revenue Change: 5.8	Five-year revenue gain % (94-99): 33.3

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	7.8	8.2	8.7	9.1	9.8	10.4					
Yearly Growth Rate (94-99): 5.0% assigned											
Projected Revenue Estimates:							11.00	11.40	12.00	12.60	13.30
Revenue per Capita:	14.80	15.27	16.08	16.78	17.88	18.42					
Yearly Growth Rate (94-99): 4.3% assigned											
Projected Revenue per Capita:							19.21	20.04	20.90	21.80	22.73
Resulting Revenue Estimate:							11.0	11.64	12.41	13.25	13.94
Revenue as % of Retail Sales:	0.0022	0.0022	0.0022	0.0022	0.0023	0.0023					
Mean % (94-99) 0.00230%											
Resulting Revenue Estimate:							11.0	11.5	12.0	12.9	13.3
							MEAN REVENUE ESTIMATE:				
							11.0	11.5	12.1	12.9	13.5

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.527	0.537	0.541	0.542	0.553	0.564	0.573	0.581	0.594	0.608	0.613
Retail Sales (billions):	3.50	3.70	4.00	4.10	4.30	4.50	4.80	5.00	5.20	5.60	5.80

Below-the-Line Listening Shares:	53.9
Unlisted Station Listening:	17.4
Total Lost Listening:	71.3
Available Share Points:	28.7
Number of Viable Stations:	1
Average Share Points per Viable Station:	28.7
Rev. per Available Share Point:	\$362,369
Estimated Rev. for Mean Station:	\$10,399,990
Average HH Income:	\$36,243
Average Age:	33
Average Education:	11.6
Average Home Value:	\$143,486
Population Change (1998-2003):	10
Retail Sales Change (1998-2003):	27.8
Cable Penetration:	NA
Number of Class B or C FMs:	1

Confidence Levels
 1999 Revenue Estimates: Much below normal
 2000-to-2004 Revenue Estimates: Much below normal

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 77.3	<\$20: 27.0	12-to-24 22.5	Non High School Grad: 31.3
Black: 5.7	\$20-\$49.9: 38.2	25-to-54 53.6	High School Grad: 25.4
Amer. Indian: 1.1	\$50-\$99.9: 28.0	55-plus 23.9	College 1-3 years: 30.0
Asian/Pac. Isl.: 15.9	\$100+: 6.8		College 4+ years: 13.3
Hispanic: * 29.6			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies AG Spanos Cos	118
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INC 500 Companies	Employment Breakdowns	
	By Industry:	By Occupation:

NOTE:

Stockton

Largest Local Banks (Assets \$000,000)	Colleges and Universities (# of Students)	Military Bases (# of personnel)	Unemployment
Bk of Stockton \$964	San Joaquin Delta Coll. 15,837		
Union Safe Deposit Bank \$783	U. of the Pacific 5,551		
Farmers & Merchants Bk Ctral CA \$757	Heald Business College-Stockton 400		
Bank of Agriculture & Commerce \$163	Humphreys Coll. 356		
Bank of Lodi, National Association \$163			
Pacific State Bank \$82	Total Students (FT & PT) 22,144		

RADIO BUSINESS INFORMATION

Viable Stations

Heavy Agency Radio Users

COMPETITIVE MEDIA

Major Over the Air Television

Calls City of Lic. Chan. Net Owner LMA/JSA

See Sacramento

Highest Billing Radio Entities
(includes duopolies and combos)

Combined Revenue Revenue Share

Major Daily Newspapers	AM	PM	Sun	Owner	Highest Billing Stations
Record	54,589		68,970	Omaha World-Herald	Calls Format Revenue Pct.

Media Revenue Estimates

RELIABLE ESTIMATES ARE NOT AVAILABLE FOR THIS MARKET

	Revenue	%	% of Retail Sales
Television	\$28,100,000	NM	0.0062
Radio	\$10,400,000	NM	0.0023
Newspaper	N/A	NM	N/A
Outdoor	N/A	NM	N/A
Cable TV	N/A	NM	N/A
Media Total	\$38,500,000		0.0085

NOTE: Use Newspaper and Outdoor estimates with caution.
Miscellaneous Comments: * Split DMA with Sacramento and Modesto. TV revenue is estimate of Stockton's share. Total TV revenue for DMA is estimated at \$267,000,000.

Major Radio Station Sales

Year	Calls	From	To	Price (E)	
Major Radio Station Sales Since 1992					
1994	KCVR, KWIN-F (Lodi)		Sold to Silverado	\$3,300,000	
1996	KJAX		Sold to Community Pacific	\$450,000	
1996	KJAX	From Comm. Pacific	to Capstar	\$500,000	
1996	KVFX-F	From Comm. Pacific	to Capstar	\$2,100,000	
1997	KCVR, KMIX-F	From Silverado	to Z-Spanish	\$1,200,000	Market's Best
1998	KWG	From Silverado	to KQOD-F owner	\$400,000	
1998	KJOY-F	From Jos. Gamble	to Silverado	\$3,600,000	
9-Sep-99	KWG AM	Carson Group, Inc.	Immaculate Heart Broadcasting	\$441,227	
23-Sep-99	KQOD FM	Carson Group, Inc.	AMFM	\$5,140,000	

NO WEATHER DATA AVAILABLE
See Sacramento for an approximation

NOTE:

1999 ARB Rank: 75	1999 Revenue: \$30,000,000	Manager's Market Ranking (current): 3.2
1999 MSA Rank: 75	Rev per Share Point: \$364,964 82.2	Manager's Market Ranking (future) : 3.1
1999 DMA Rank: 71	Population per Station: 23,287 23	
1999 Rev Rank: 66 of 173	1999 Revenue Change: 7	Five-year revenue gain % (94-99): 55.4

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	19.3	21.0	23.0	25.0	27.9	30.0						
Yearly Growth Rate (94-99): 6.0% assigned												
Projected Revenue Estimates:							32.40	33.50	35.00	37.50	40.10	
Revenue per Capita:	25.60	27.47	30.83	33.65	38.22	41.09						
Yearly Growth Rate (94-99): 5.6% assigned												
Projected Revenue per Capita:							43.39	45.82	48.39	51.10	53.96	
Resulting Revenue Estimate:							31.5	33.17	34.93	36.84	38.79	
Revenue as % of Retail Sales:	0.0033	0.0034	0.0038	0.0041	0.0044	0.0045						
Mean % (94-99) 0.00445%												
Resulting Revenue Estimate:							30.4	30.7	31.6	32.5	33.8	
							MEAN REVENUE ESTIMATE:					31.4 32.5 33.8 35.6 37.6

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.754	0.750	0.746	0.743	0.733	0.730	0.727	0.724	0.722	0.721	0.719
Retail Sales (billions):	5.90	6.10	6.10	6.10	6.30	6.60	6.80	6.90	7.10	7.30	7.60

Below-the-Line Listening Shares:	3.1
Unlisted Station Listening:	14.7
Total Lost Listening:	17.8
Available Share Points:	82.2
Number of Viable Stations:	12.5
Average Share Points per Viable Station:	6.6
Rev. per Available Share Point:	\$364,964
Estimated Rev. for Mean Station:	\$2,409,000
Average HH Income:	\$37,976
Average Age:	35.2
Average Education:	12.4
Average Home Value:	\$83,000
Population Change (1998-2003):	-1.7
Retail Sales Change (1998-2003):	15
Cable Penetration:	75
Number of Class B or C FMs:	6

Confidence Levels
1999 Revenue Estimates: Normal
2000-to-2004 Revenue Estimates: Normal

Comments: Market reports revenue to Miller, Kaplan. WRDS-F and WHCD-F do not cooperate. Managers expect 6 to 7% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 91.2	<\$20: 25.3	12-to-24 22.6	Non High School Grad: 20.9
Black: 6.5	\$20-\$49.9: 38.9	25-to-54 51.5	High School Grad: 33.2
Amer. Indian: 0.6	\$50-\$99.9: 29.3	55-plus 25.9	College 1-3 years: 24.9
Asian/Pac. Isl.: 1.6	\$100+: 6.5		College 4+ years: 21.1
Hispanic: * 1.8			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Machinery	Niagara Mohawk Power 398	Niagara Mohawk Holdings	
Metals			
Electronics			
Apparel			
Agribusiness			

INC 500 Companies Employment Breakdowns

By Industry:	By Occupation:
Syracuse, NY MSA Total	
1 Retail Trade	Admin. Support/Clerical
2 Manufac., Durables	Professional
3 Educational Svcs.	Sales
4 Health Svcs.	Exec., Admin. & Managerial
5 Fin., Ins. & Real Estate	Precis. Produc./Craf/Repair
6 Other Prof. Svcs.	Svc., Exclud. Protective & HH
7 Construction	Machine Oprs., Fab., Assemb. & Inspec.
8 Manufac., Non-Durables	Transportation & Moving
9 Wholesale Trade	Technicians & Support
10 Commun. & Other Pub. Util.	Handlers, Cleaners, Help., Laborers
Total Metro Employees	346,641
Top 10 Total Employees	286,647 82.69%

NOTE:

Largest Local Banks (Assets \$000,000)

Solvay Bank	\$293
Alliance Bank, N.A.	\$275
Skaneateles Savings Bank	\$273
The Oneida Savings Bank	\$245
Fulton Savings Bank	\$234
Oswego City Savings Bank	\$202
Oswego County Savings Bank	\$111

Colleges and Universities (# of Students)

Syracuse U.	10,491
SUNY at Oswego	7,506
Onondaga CC	5,123
Le Moyne Coll.	2,908
Cayuga County CC	2,144
SUNY C of Env. Science and Forestry	1,714
(and more)	
Total Students (FT & PT)	31,503

Military Bases (# of personnel)

Unemployment

Jun 79:	7.10%	Jul 90:	3.60%
Dec 82:	8.40%	Jul 91:	5.80%
Sep 83:	6.40%	Jul 92:	7.10%
Sep 84:	5.70%	Jul 93:	5.80%
Aug 85:	6.30%	Jul 94:	5.50%
Aug 86:	7.00%	Jul 95:	5.10%
Aug 87:	5.60%	Jul 96:	4.90%
Aug 88:	4.10%	Aug 98:	3.60%
Jul 89:	4.00%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Signet

Viable Stations

WAQX-F	WKRH-F (1/2)	WRDS-F (1/2)	WTLA-AA (1/2)
WBBS-F	WKRL-FF	WSEN-F	WWHT-F
WFBL (1/2)	WLTJ-F	WSYR	WYYY-F
WHEN (1/2)	WNTQ-F	WTKW-FF	

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WBBS FM, WYYY FM, WSYR AM, WWHT FM, WHEN AM	\$15,405,000	51.4
2 Citadel Communications Corp.: WNTQ FM, WAQX FM, WLTJ FM, WNSS AM	\$7,788,000	26.0
3 Radio Corporation: WTKW FF, WKRL FF, WTLA AA	\$3,130,000	10.4
4 Buckley Broadcasting: WSEN FM, WFBL AM	\$2,600,000	8.7
5 Short Broadcasting Co., Inc.: WRDS FM	\$390,000	1.3
6 Salt City Communications: WHCD FM	\$260,000	0.9

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WSTM-TV	Syracuse	3	NBC	Raycom	
WTVH	Syracuse	5	CBS	Granite	
WIXT-TV	Syracuse	9	ABC	Ackerley	
WCNY-TV	Syracuse	24	PBS		
WNYS-TV	Syracuse	43	UPN		Sinclair
WSPX	Syracuse	56	PAX	Paxson	
WSYT	Syracuse	68	FOX	Sinclair	

Major Daily Newspapers

	AM	PM	Sun	Owner
Post-Standard; Herald-Journal; Herald American	90,625	55,060	193,506	Newhouse

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WBBS FM	C	\$5,000,000	16.7
2 WYYY FM	AC	\$4,525,000	15.1
3 WNTQ FM	CHR	\$3,600,000	12.0
4 WSYR AM	FS	\$3,300,000	11.0
5 WAQX FM	AOR	\$2,800,000	9.3
6 WSEN FM	O	\$2,200,000	7.3
7 WWHT FM	CHR	\$2,000,000	6.7
8 WTKW FF	CL AOR	\$1,970,000	6.6
9 WLTJ FM	SAC	\$1,175,000	3.9
10 WKRL FF	AOR/NR	\$1,000,000	3.3
11 WHEN AM	SPRTS	\$580,000	1.9
12 WFBL AM	ST	\$400,000	1.3
13 WRDS FM	B	\$390,000	1.3
14 WHCD FM	J	\$260,000	0.9
15 WNSS AM	N	\$213,000	0.7
16 WTLA AA	ST	\$160,000	0.5

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$58,000,000	38%	0.0088
Radio	\$30,000,000	20%	0.0045
Newspaper	\$54,000,000	35%	0.0082
Outdoor	\$6,300,000	4%	0.0009
Cable TV	\$4,500,000	3%	0.0007
Media Total	\$152,800,000		0.0231

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1994				
1994	WTKW-F (Bridgeport)		Sold to WKRL owner	\$100,000
1994	WHEN A/F	From Park	to Tomlin/Knapp	\$3,500,000
1995	WNDR, WNTQ-F	From Osborn	to Pilot	\$12,500,000
1996	WHEN-AF	From Park/Tomlin	to Cox	\$4,500,000
1996	WSYR	From NewCity	to Cox	\$9,000,000
1996	WYYY-F	From NewCity	to Cox	\$21,000,000
1996	WBBS-F	From NewCity	to Cox	\$8,000,000
1996	WXCD-F (105.9)		Sold to Pilot	\$2,000,000
1997	WMBO, WPCX-F (Auburn)			\$1,685,000
1997	WXOS-F (96.7: Oswego)		Sold to WOLF owner	\$65,000
1998	WMBO (Auburn)	From WJCD-F owner	to WOLF owner	
11-Feb-99	WBBS FM, WHEN AM, WSYR AM, WWHT FM, WYYY FM	Cox Radio	Clear Channel	Price NA
10-Aug-99	WHCD FM	Salt City Radio	Clear Channel	\$3,000,000
27-Oct-99	WAQX FM, WLTJ FM, WNSS AM, WNTQ FM	Broadcasting Partners, LP	Citadel	Group sale: \$190,000,000

Market's Best

Best Restaurants: Pascales, Sherwood Inn.

Best Hotels: Marriott, Embassy Suites, Hilton Towers.

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	73.9	\$20,674,000	7.8
National	26.1	\$7,305,000	7.9

NOTE: Trade equals 8.3% of local. In 1998 it was 8.9%.

WEATHER DATA

Elevation:	410
Annual Precipitation:	36.5 in.
Annual Snowfall:	109.1 in.
Average Windspeed:	9.8

(WNNW)

	JAN	JUL	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:

1999 ARB Rank: 159	1999 Revenue: \$11,900,000	Manager's Market Ranking (current): 3.1
1999 MSA Rank: 163	Rev per Share Point: \$156,992 75.8	Manager's Market Ranking (future) : 3.1
1999 DMA Rank: 112 (w/Thomasville, GA)	Population per Station: 13,663 16	
1999 Rev Rank: 142 of 173	1999 Revenue Change: 7.6	Five-year revenue gain % (94-99): 43.4

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	8.3	9.1	9.6	10.5	11.0	11.9					
Yearly Growth Rate (94-99): 5.8%	assigned										
Projected Revenue Estimates:							13.10	13.60	14.20	15.00	15.80
Revenue per Capita:	32.54	34.73	35.42	37.10	38.06	40.86					
Yearly Growth Rate (94-99): 5.1%	assigned										
Projected Revenue per Capita:							42.94	45.13	47.43	49.85	52.39
Resulting Revenue Estimate:							12.5	13.27	13.99	14.76	15.61
Revenue as % of Retail Sales:	0.0038	0.0038	0.0036	0.0039	0.0039	0.0040					
Mean % (94-99) 0.00395%											
Resulting Revenue Estimate:							12.6	13.0	13.4	13.8	14.6
							MEAN REVENUE ESTIMATE:				
							12.7	13.3	13.9	14.5	15.3

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.255	0.262	0.271	0.283	0.289	0.291	0.292	0.294	0.295	0.296	0.298
Retail Sales (billions):	2.20	2.40	2.70	2.80	2.80	3.00	3.20	3.30	3.40	3.50	3.70

Below-the-Line Listening Shares:

Unlisted Station Listening:	5.3
Total Lost Listening:	18.9
Available Share Points:	24.2
Number of Viable Stations:	75.8
Average Share Points per Viable Station:	11.5
Rev. per Available Share Point:	6.6
Estimated Rev. for Mean Station:	\$156,992
Average HH Income:	\$1,036,000
Average Age:	\$37,645
Average Education:	32.5
Average Home Value:	12.2
Population Change (1998-2003):	\$96,400
Retail Sales Change (1998-2003):	2.4
Cable Penetration:	22.9
Number of Class B or C FMs:	67
	11

Confidence Levels

1999 Revenue Estimates:	Below normal
2000-to-2004 Revenue Estimates:	Below normal

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 62.9	<\$20: 28.3	12-to-24 29.4	Non High School Grad: 19.4
Black: 35.0	\$20-\$49.9: 34.7	25-to-54 52.3	High School Grad: 22.9
Amer. Indian: 0.3	\$50-\$99.9: 26.4	55-plus 18.3	College 1-3 years: 25.0
Asian/Pac. Isl.: 1.8	\$100+: 10.6		College 4+ years: 32.6
Hispanic: * 3.3			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Government		Flowers Industries, Inc.	
Wood Products			
Boats			

INC 500 Companies

Mainline Information	222
Advanced Systems	257

Employment Breakdowns

By Industry:

Tallahassee, FL MSA Total

1 Pub. Admin.	26,337	18.41%
2 Retail Trade	23,305	16.29%
3 Educational Svcs.	20,084	14.04%
4 Other Prof. Svcs.	11,888	8.31%
5 Health Svcs.	11,069	7.74%
6 Construction	8,757	6.12%
7 Fin., Ins. & Real Estate	7,979	5.58%
8 Bus. & Repair Svcs.	6,131	4.29%
9 Personal Svcs.	4,297	3.00%
10 Manufac., Non-Durables	3,664	2.56%

By Occupation:

Admin. Support/Clerical	28,487	19.92%
Professional	26,704	18.67%
Exec., Admin. & Managerial	23,059	16.12%
Sales	16,383	11.45%
Svc., Exclud. Protective & HH	13,962	9.76%
Precis. Produc./Craft/Repair	10,434	7.29%
Technicians & Support	6,139	4.29%
Handlers, Cleaners, Help., Laborers	4,142	2.90%
Transportation & Moving	3,686	2.58%
Machine Oprs., Fab., Assemb., & Inspec.	3,549	2.48%

Total Metro Employees	143,041
Top 10 Total Employees	123,511 86.35%

NOTE:

Largest Local Banks (Assets \$000,000)

Capital City Bk	\$1,340
SunTrust Bank, Tallahassee, N.A.	\$602
Tallahassee State Bk	\$137
Guaranty Natl Bk of Tallahassee	\$95
First Bank	\$94
Premier Bank	\$88

Colleges and Universities (# of Students)

Florida State U.	30,180
Florida Ag. and Mechanical U.	11,418
Tallahassee CC	9,083
Thomas Coll.	648
Total Students (FT & PT)	51,329

Military Bases (# of personnel)

Jun 79:	NA
Dec 82:	5.30%
Sep 83:	4.60%
Sep 84:	4.00%
Aug 85:	4.40%
Aug 86:	4.30%
Aug 87:	4.00%
Aug 88:	3.70%
Jul 89:	4.90%

Unemployment

Jul 90:	4.00%
Jul 91:	4.80%
Jul 92:	5.00%
Jul 93:	4.10%
Jul 94:	4.70%
Jul 95:	3.30%
Jul 96:	3.30%
Aug 98:	3.10%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Sammons

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WCTV	Thomasville	6	CBS	Gray	
WACX-LP	Tallahassee	9	IND	Assoc. Christ. TV	
WFSU-TV	Tallahassee	11	PBS	FL St. U.	
WTXL-TV	Tallahassee	27	ABC		
WTWC	Tallahassee	40	NBC	Sinclair	
WTLH	Bainbridge, GA	49	FOX	Pegasus	
WFXU	Live Oak	57	FOX	KB Prime Media	Pegasus

Major Daily Newspapers

	AM	PM	Sun	Owner
Democrat	53,183		72,793	Knight Ridder

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$25,000,000	38%	0.0083
Radio	\$11,900,000	18%	0.0040
Newspaper	\$24,000,000	36%	0.0080
Outdoor	\$2,700,000	4%	0.0009
Cable TV	\$2,200,000	3%	0.0007
Media Total	\$65,800,000		0.0219

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1993				
1993	WWSD, WFHT-F (Quincy)		Sold to Great South	\$775,000
1993	WHKX-F (Lafayette)			\$1,175,000
1994	WWSD (Quincy)			\$75,000
1994	WNLS, WTNT-F	From Park	to Tomlin/Knapp	\$2,900,000
1994	WMLO-F (Havana)		Sold to Partech	\$1,650,000
1995	WUMX-F	From Dolcom	to WAIB owner	\$1,400,000
1996	WNLS, WTNT-F	From Tomlin/Knapp	to Southern	\$3,500,000
1996	WTPS-F (Midway)		Sold to Southern	NA
1996	WRZK-F		Sold to HVS/Timm	\$850,000
1996	WNLS	From Southern	to Paxson	\$300,000
1996	WSNI-F	From Southern	to Paxson	\$1,800,000
1996	WTNT-F	From Southern	to Paxson	\$6,500,000
1996	WTPS-F	From Southern	to Paxson	\$500,000
1996	WXSR-F	From Southern	to Paxson	\$1,400,000
1997	WMLO-F		Sold by Ed Winton	\$1,900,000
1997	WXSR-F	From Paxson	to Clear Channel	\$1,800,000
1997	WNLS	From Paxson	to Clear Channel	\$270,000
1997	WJZT-F	From Paxson	to Clear Channel	\$540,000
1997	WSNI-F	From Paxson	to Clear Channel	\$2,300,000
1997	WTNT-F	From Paxson	to Clear Channel	\$7,800,000
1997	WANM (1070)	Sold by Timm		\$150,000
1997	WHBT, WBZE-F, WHBX-F	From HVS	to Cumulus	\$15,400,000
1998	WAIB-F, WWFO-F		Sold to Mike Schwartz	\$3,750,000
1998	WGLF-F		Sold to Cumulus	4,000,000+
18-Jan-99	WTAL FM			\$67,000
2-Mar-99	WFLV FM		Mike Schwartz	\$3,500,000

Station	Station	Station
WAIB-F	WHTF-F	WTNT-F
WBZE-F	WJZT-F	WWFO-F
WGLF-F	WNLS (1/2)	WWLD-F
WHBX-F	WOKL-F	WXSR-F

Highest Billing Radio Entities (includes duopolies and combos)

Entity	Combined Revenue	Revenue Share
1 Cumulus Media: WHBX FM, WBZE FM, WGLF FM, WWLD FM, WHBT AM	\$5,310,000	44.6
2 Clear Channel Communications: WTNT FM, WXSR FM, WOKL FM, WTLY FM, WNLS AM	\$4,555,000	38.3
3 Capitol City Radio Partners: WWFO FM, WAIB FM, WHTF FM	\$1,970,000	16.6
4 Rebus, Inc.: WTAL AM	\$130,000	1.1

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WHBX FM	B	\$2,100,000	17.6
2 WBZE FM	AC	\$1,850,000	15.5
3 WTNT FM	C	\$1,700,000	14.3
4 WXSR FM	AOR/NR	\$960,000	8.1
5 WWFO FM	AOR/CL	\$930,000	7.8
6 WGLF FM	CL AOR	\$910,000	7.6
7 WOKL FM	O	\$860,000	7.2
8 WTLY FM	AC/CHR	\$775,000	6.5
9 WAIB FM	C	\$740,000	6.2
10 WWLD FM	CHR	\$340,000	2.9
11 WHTF FM	CHR/B	\$300,000	2.5
12 WNLS AM	SPRTS	\$260,000	2.2
13 WTALAM	T	\$130,000	1.1
14 WHBT AM	B/G	\$110,000	0.9

Market's Best
Best Restaurants: Anthony's, Nino's, Julie's.
Best Hotels: Governor's Inn, Radisson.
Best Golf Courses: Killlearn CC, Golden Eagle CC.

NO WEATHER DATA AVAILABLE

NOTE:

1999 ARB Rank: 21	1999 Revenue: \$117,000,000	Manager's Market Ranking (current): 3.8
1999 MSA Rank: 22	Rev per Share Point: \$1,334,094 87.7	Manager's Market Ranking (future) : 3.7
1999 DMA Rank: 17	Population per Station: 62,597 32	
1999 Rev Rank: 21 of 173	1999 Revenue Change: 8.6	Five-year revenue gain % (94-99): 60.3

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	73.0	78.5	91.0	98.6	106.9	117.0						
Yearly Growth Rate (94-99): 6.9%	assigned											
Projected Revenue Estimates:							129.80	134.20	139.90	151.40	163.30	
Revenue per Capita:	33.49	35.67	40.60	43.44	46.68	50.24						
Yearly Growth Rate (94-99): 6.2%	assigned											
Projected Revenue per Capita:							53.35	56.66	60.17	63.90	67.86	
Resulting Revenue Estimate:							125.9	134.85	144.41	155.28	166.26	
Revenue as % of Retail Sales:	0.0034	0.0035	0.0037	0.0038	0.0039	0.0039						
Mean % (94-99) 0.00390%												
Resulting Revenue Estimate:							127.1	131.0	136.1	145.5	156.0	
							MEAN REVENUE ESTIMATE:	127.6	133.4	140.1	150.7	161.9

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	2.180	2.200	2.240	2.270	2.300	2.330	2.360	2.380	2.400	2.430	2.450
Retail Sales (billions):	21.50	22.70	24.60	25.90	27.90	29.80	32.60	33.60	34.90	37.30	40.00

Below-the-Line Listening Shares: 0.3

Unlisted Station Listening: 12

Total Lost Listening: 12.3

Available Share Points: 87.7

Number of Viable Stations: 20.5

Average Share Points per Viable Station: 4.3

Rev. per Available Share Point: \$1,334,094

Estimated Rev. for Mean Station: \$5,737,000

Average HH Income: \$36,676

Average Age: 41.9

Average Education: 12.1

Average Home Value: \$91,600

Population Change (1998-2003): 5.6

Retail Sales Change (1998-2003): 33.7

Cable Penetration: 74

Number of Class B or C FMs: 16

Confidence Levels

1999 Revenue Estimates: Normal

2000-to-2004 Revenue Estimates: Normal

Comments: Market reports revenue to Miller Kaplan. WTMP and a few low rated AM's do not participate

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 87.0	<\$20: 25.3	12-to-24 16.0	Non High School Grad: 24.4
Black: 10.8	\$20-\$49.9: 40.7	25-to-54 47.0	High School Grad: 31.5
Amer. Indian: 0.4	\$50-\$99.9: 25.7	55-plus 37.0	College 1-3 years: 26.5
Asian/Pac. Isl.: 1.8	\$100+: 8.3		College 4+ years: 17.6
Hispanic: * 9.8			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries

Shipping/Port
Tobacco
Fishing
Citrus
Tourism
Chemicals
Electronics

Fortune 500 Companies

Tech Data 145
Florida Progress 416

Forbes 500 Companies

Tech Data Corporation
Florida Progress Corp.
Raymond James Financial
TECO Energy, Inc.

Forbes Largest Private Companies

Vitality Beverages/1999 271
Rooms to Go 340
Maxxim Medical 371
Celotex 394
Quality Distribution/1998 398

INC 500 Companies

TAMCo 51
CommerceQuest 287

Employment Breakdowns

By Industry:

Tampa-St. Petersburg-Clearwater, FL MSA Total

1 Retail Trade	205,420	20.26%
2 Health Svcs.	92,956	9.17%
3 Fin., Ins. & Real Estate	89,049	8.78%
4 Construction	69,992	6.90%
5 Manufac., Durables	69,757	6.88%
6 Other Prof. Svcs.	65,445	6.45%
7 Educational Svcs.	64,317	6.34%
8 Bus. & Repair Svcs.	60,167	5.93%
9 Wholesale Trade	51,922	5.12%
10 Transportation	42,562	4.20%

Total Metro Employees 1,014,022
Top 10 Total Employees 811,587 80.04%

By Occupation:

Admin. Support/Clerical	172,632	17.02%
Sales	151,840	14.97%
Exec., Admin. & Managerial	132,555	13.07%
Professional	129,042	12.73%
Svc., Exclud. Protective & HH	115,276	11.37%
Precis. Produc./Craft/Repair	111,156	10.96%
Machine Oprs., Fab., Assemb., & Inspec.	41,262	4.07%
Technicians & Support	39,113	3.86%
Transportation & Moving	38,043	3.75%
Handlers, Cleaners, Help., Laborers	36,081	3.56%

NOTE:

Largest Local Banks (Assets \$000,000)

SunTrust Bk Tampa Bay	\$2,745
Republic Bank	\$2,472
SunTrust Bk Nature Coast	\$1,764
Mercantile Bank	\$390
First National Bank of Florida	\$312
Bk of Tampa	\$293
Premier Community Bank of Florida	\$285
Ctrl Bk of Tampa	\$185
Interwest Bank	\$181

Colleges and Universities (# of Students)

U. of South Florida	31,801
St. Petersburg Junior Coll.	20,704
Hillsborough CC	12,631
Pasco-Hernando CC	4,388
U. of Tampa	2,990
Eckerd Coll.	1,483
Florida Metropolitan U. Tampa Coll.	986
(and more)	
Total Students (FT & PT)	77,038

Military Bases (# of personnel)

MacDill AFB	2,632
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Unemployment

Dec 82:	5.30%	Jul 91:	6.90%
Sep 83:	4.60%	Jul 92:	7.70%
Sep 84:	5.00%	Jul 93:	7.00%
Aug 85:	4.70%	Jul 94:	5.70%
Aug 86:	5.20%	Jul 95:	4.50%
Aug 87:	4.90%	Jul 96:	4.10%
Aug 88:	4.50%	Aug 98:	3.10%
Jul 89:	5.20%	Dec 99:	2.60%
Jul 90:	5.30%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Fahlgren Martin
Earl Palmer Brown
Bozell Ellis

Viable Stations

WBBY-F	WGUL-AF	WQYK-F	WSUN-F
WDAE (1/2)	WHPT-F	WRBQ-F	WTBT-F
WDUV-F	WLLD-F	WSJT-F	WTMP (1/2)
WFJO-F	WMTX-F	WSSR-F	WWRM-F
WFLA	WQYK (1/2)	WSUN-F	WXTB-F
WFLZ-F			WYUU-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WFLA-TV	Tampa	8	NBC	Media General	
WTSP-TV	St. Petersburg	10	CBS	Gannett	
WTVT	Tampa	13	FOX	Fox	
WUSF-TV	Tampa	16	PBS	U. of So. FL	
WCLF	Clearwater	22	IND		
WFTS	Tampa	28	ABC	Scripps Howard	
WMOR-TV	Lakeland	32	IND	Hearst-Argyle	
WTTA	St. Petersburg	38	WB	Bay TV	Sinclair
WWSB	Sarasota	40	ABC		
WTOG	St. Petersburg	44	UPN	Paramount	
WBHS	Tampa	50	IND	USA	
WRMD-LP	Tampa	57	TEL	ZGS	
WVEA-LP	Tampa	61	UNI	Entravision	
WXPX	Bradenton	66	PAX	Paxson	

Major Daily Newspapers

	AM	PM	Sun	Owner
St. Petersburg Times	344,784		436,998	Times Publishing Co.
Tampa Tribune;				
Tampa Tribune-Tampa Times	235,786		327,439	Media General Inc.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$257,000,000	40%	0.0086
Radio	\$117,000,000	18%	0.0039
Newspaper	\$228,000,000	36%	0.0077
Outdoor	\$25,600,000	4%	0.0009
Cable TV	\$13,600,000	2%	0.0005
Media Total	\$641,200,000		0.0216

NOTE: Use Newspaper and Outdoor estimates with caution.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WQYK FM	C	\$15,070,000	12.9
2 WFLZ FM	CHR	\$12,150,000	10.4
3 WTBT FM	CL AOR	\$10,520,000	9.0
4 WFLA AM	T	\$10,000,000	8.5
5 WXTB FM	AOR	\$8,770,000	7.5
6 WSSR FM	AC/NR	\$7,800,000	6.7
7 WRBQ FM	C	\$6,580,000	5.6
8 WWRM FM	SAC	\$6,350,000	5.4
9 WMTX FM	AC/CHR	\$5,570,000	4.8
10 WHPT FM	AOR/P/CL	\$5,420,000	4.6
11 WSJT FM	J	\$4,375,000	3.7
12 WLLD FM	B/O	\$4,050,000	3.5
13 WDUV FM	EZ	\$4,040,000	3.5
14 WYUU FM	O	\$3,234,000	2.8
15 WFJO FM	B/O	\$2,530,000	2.2
16 WBBY FM	CL HITS	\$2,230,000	1.9
17 WMGG AAA	SP	\$2,100,000	1.8
18 WGUL AF	ST	\$1,575,000	1.3
19 WDAE AM	SPRTS	\$1,050,000	0.9
20 WHNZ AM	N/T	\$930,000	0.8
21 WQYK AM	SPRTS	\$646,000	0.6
22 WSUN FM	O	\$381,000	0.3
23 WTMP AM	B	\$350,000	0.3

Market's Best

Best Restaurants: Bern's (120 single malls), Armani's, Bastas, Misen-Place, Donatello's, Columbia.

Best Hotels: Hyatt Westshore, Harbor Island, Don Cesar.

Best Golf Courses: Innisbrook, Tarpon Woods, Saddlebrook, East Lake Woodlands.

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	75.7	\$86,482,000	11.9
National	23.8	\$27,155,000	2.6
Network	0.5	\$647,000	12.3

Highest Billing Radio Entities
(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel Communications: WFLZ FM, WTBT FM, WFLA AM, WXTB FM, WSSR FM, WMTX FM, WDAE AM, WHNZ AM	\$56,790,000	48.5
2 CBS/Infinity: WQYK FM, WRBQ FM, WSJT FM, WLLD FM, WYUU FM, WQYK AM	\$33,955,000	29.0
3 Cox Radio: WWRM FM, WHPT FM, WDUV FM, WFJO FM, WBBY FM, WSUN AF	\$20,951,000	17.9
4 Mega Communications: WMGG AF, WLCC AM	\$2,100,000	1.8
5 WGUL, Inc.: WGUL AF, WBKX FM	\$1,575,000	1.3
6 Tampa Broadcasting, Ltd.: WTMP AM	\$350,000	0.3

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1994				
1994	WGUL A/F	Sold by Maroccci		\$3,400,000
1994	WISP-F (Holmes)		Sold to Entercom	\$3,000,000
1994	WNZE (820, Largo)		Sold to Paxson	\$1,080,000
1995	WTMP	Sold by Broadcap		\$950,000
1995	WGUL-F (105.5)		Sold to Citicasters	\$5,500,000
1995	WBRD, WDUV-F (Sarasota)		Sold to Jacor	\$14,000,000
1996	WTBT-F	From Citicasters	to Jacor	\$8,500,000
1996	WXTB-F	From Citicasters	to Jacor	\$33,900,000
1996	WQYK-AF	From Infinity	to Westinghouse	\$98,000,000
1996	WTMP			\$1,000,000
1996	WDAE	From Gannett	to Jacor	\$4,000,000
1996	WUSA-F	From Gannett	to Jacor	\$28,000,000
1996	WKES-F (101.5)	From Moody	to Paxson	\$35,300,000
1996	WRXB (1590)		Sold to Acker	\$409,000
1997	WBDN (760: Brandon)		Sold to Mega	\$1,750,000
1997	WHNZ	From Paxson	to Clear Channel	\$2,700,000
1997	WZTM	From Paxson	to Clear Channel	\$2,000,000
1997	WSJT-F	From Paxson	to Clear Channel	\$29,900,000
1997	WHPT-F	From Paxson	to Clear Channel	\$43,600,000
1997	WKES-F	From Paxson	to Clear Channel	\$31,800,000
1997	WAMA (1550)		Sold to WRMD owner	\$1,900,000
1997	WQBN (1300)		Sold to Genesis	\$1,100,000
1997	WMTX (1040)	From Clear Channel	to Genesis	\$1,500,000
1998	WLVU-F	From Concord	to Cox	WSUN + \$9,750,000
1998	WSUN	From Cox	to Jorgenson	WLVU-F
1998	WGUL-F	From Maroccci	to Mega	\$3,500,000
1998	WDAE/WAKS-F/WTBT-F/WXTB-F/WFLZ-F/WFLA/WDUV-F	From Jacor	Clear Channel	
1998	FM CP		Sold to WGUL owner	\$41,000
1998	WTAN		Sold to Wagenwood	\$120,000
1998	WLVU-AF	From Erie Times	to Mark Jorgenson	\$7,000,000
1998	WLLD-F	From Entercom	to CBS	\$2,100,000
1998	WYUU-F	From Entercom	to CBS	\$54,000,000
11-Feb-99	WFJO FM	Clear Channel	Cox Radio	
11-Feb-99	WHPT FM	Clear Channel	Cox Radio	
11-Feb-99	WRBQ AM	Clear Channel	ABC, Inc.	\$4,500,000
11-Feb-99	WRBQ FM, WSJT FM	Clear Channel	CBS/Infinity	Group: \$122,500,000
11-Feb-99	WTBT FM	Clear Channel	Cox Radio	Gets 105.5, WDUV format
11-Feb-99	WZTM AM	Clear Channel	Mega Communications	\$3,500,000
24-Feb-99	WTAN AM		Wagenvoord	\$40,000
9-Nov-99	WSAA AM	Concord Media Group	Clear Channel	Swap of WHNZ + \$1,000,000
9-Nov-99	WHNZ AM	Clear Channel	Concord Media	Swap of WHNZ + \$1,000,000 for WSAA

WEATHER DATA

Elevation:			19
Annual Precipitation:			49.0 in.
Annual Snowfall:			0
Average Windspeed:			8.9 (E)
		TOTAL	YEAR
Avg. Max. Temp:	JAN 70.6	JUL 90.1	81.7
Avg. Min. Temp:	50.1	73.7	62.6
Average Temp:	60.4	81.9	72.2

1999 ARB Rank: 192	1999 Revenue: \$6,400,000	Manager's Market Ranking (current): 2.8
1999 MSA Rank: 242	Rev per Share Point: \$83,117 77	Manager's Market Ranking (future) : 3.1
1999 DMA Rank: 142	Population per Station: 10,129 17	
1999 Rev Rank: 171 of 173	1999 Revenue Change: 7.8	Five-year revenue gain % (94-99): 42.2

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04					
Duncan Revenue Est:	4.5	4.9	5.2	5.5	5.9	6.4										
Yearly Growth Rate (94-99): 5.6%	assigned															
Projected Revenue Estimates:							6.90	7.20	7.50	7.90	8.40					
Revenue per Capita:	30.00	32.45	34.90	37.16	39.86	43.53										
Yearly Growth Rate (94-99): 5.3%	assigned															
Projected Revenue per Capita:							45.84	48.27	50.83	53.52	56.36					
Resulting Revenue Estimate:							6.7	7.05	7.37	7.71	8.06					
Revenue as % of Retail Sales:	0.0021	0.0020	0.0019	0.0020	0.0020	0.0021										
Mean % (94-99) 0.00205%																
Resulting Revenue Estimate:							6.9	7.0	7.2	7.6	7.8					
							MEAN REVENUE ESTIMATE:					6.8	7.1	7.3	7.7	8.1

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.150	0.151	0.149	0.148	0.148	0.147	0.147	0.146	0.145	0.144	0.143
Retail Sales (billions):	2.30	2.50	2.70	2.80	2.90	3.10	3.30	3.40	3.50	3.70	3.80

Below-the-Line Listening Shares:	2.5
Unlisted Station Listening:	20.5
Total Lost Listening:	23
Available Share Points:	77
Number of Viable Stations:	8.5
Average Share Points per Viable Station:	9.1
Rev. per Available Share Point:	\$83,117
Estimated Rev. for Mean Station:	\$756,000
Average HH Income:	\$31,766
Average Age:	36.1
Average Education:	11.9
Average Home Value:	\$52,000
Population Change (1998-2003):	-2.5
Retail Sales Change (1998-2003):	25.8
Cable Penetration:	62
Number of Class B or C FMs:	6

Confidence Levels

1999 Revenue Estimates: Normal
 2000-to-2004 Revenue Estimates: Normal

Comments: Managers expect 6 to 7% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 94.3	<\$20: 31.3	12-to-24 21.3	Non High School Grad: 24.3
Black: 4.4	\$20-\$49.9: 39.8	25-to-54 47.3	High School Grad: 39.5
Amer. Indian: 0.2	\$50-\$99.9: 23.6	55-plus 31.5	College 1-3 years: 20.8
Asian/Pac.Isl.: 1.1	\$100+: 5.2		College 4+ years: 15.5
Hispanic: * 1.0			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

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

INC 500 Companies

Employment Breakdowns

By Industry:

Terre Haute, IN MSA Total

1 Retail Trade	13,327	20.47%
2 Educational Svcs.	7,992	12.28%
3 Manufac., Non-Durables	7,340	11.28%
4 Health Svcs.	5,745	8.83%
5 Manufac., Durables	5,211	8.01%
6 Construction	3,521	5.41%
7 Other Prof. Svcs.	2,857	4.39%
8 Fin., Ins. & Real Estate	2,703	4.15%
9 Pub. Admin.	2,574	3.95%
10 Transportation	2,543	3.91%
Total Metro Employees	65,096	
Top 10 Total Employees	53,813	82.67%

By Occupation:

Admin. Support/Clerical	10,285	15.80%
Professional	8,491	13.04%
Svc., Exclud. Protective & HH	8,391	12.89%
Precis. Produc./Craft/Repair	7,948	12.21%
Sales	7,212	11.08%
Exec., Admin. & Managerial	6,098	9.37%
Machine Oprs., Fab., Assem., & Inspec.	5,362	8.24%
Handlers, Cleaners, Help., Laborers	3,173	4.87%
Transportation & Moving	3,098	4.76%
Technicians & Support	2,136	3.28%

NOTE:

Largest Local Banks (Assets \$000,000)

Terre Haute First Natl Bk	\$1,184
Merch Natl Bk	\$6B4
Terre Haute Svgs Bk	\$108
Morris Plan Co of Terre Haute, Inc	\$36

Colleges and Universities (# of Students)

Indiana State U.	10,671
Ivy Tech State College: Wabash Valley	2,204
Rose-Hulman Inst. of Tech.	1,721
Total Students (FT & PT)	14,596

Military Bases (# of personnel)

Unemployment

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations

WACF-F	WTHC-F (1/2)
WAXI-F (1/2)	WTHI (1/2)
WLEZ-F	WTHI-F
WMGI-F	WWVR-F
WSDM-F	WZZQ-AF

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Emmis Broadcasting: WTHI FM, WWVR FM	\$2,600,000	40.6
2 Bright Tower Communications, Inc.: WMGI FM, WWSY FM	\$1,050,000	16.4
3 Contemporary Media, Inc.: WZZQ FM, WBOW AM, WZZQ AM	\$800,000	12.5
4 Crossroads Communications, Inc.: WSDM FM, WAXI FM, WSDX AM, WSJX AM	\$645,000	10.1
5 Bomar Broadcasting Co.: WLEZ FM	\$400,000	6.3
6 Key Broadcasting, Inc.: WACF FM	\$300,000	4.7

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WTWO	Terre Haute	2	NBC	Nexstar	
WTHI-TV	Terre Haute	10	CBS	Emmis	
WVUT	Vincennes	22	PBS	Vincennes U.	
WBAK-TV	Terre Haute	38	FOX	Bahakel	

Major Daily Newspapers

	AM	PM	Sun	Owner
Tribune-Star	34,286		44,669	Thomson Newspapers

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$20,500,000	NM	0.0066
Radio	\$6,400,000	NM	0.0021
Newspaper	N/A	NM	N/A
Outdoor	N/A	NM	N/A

NOTE: Use Newspaper and Outdoor estimates with caution.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WTHI FM	C	\$1,900,000	29.7
2 WMGI FM	CHR	\$1,050,000	16.4
3 WZZQ FM	AOR	\$800,000	12.5
4 WWVR FM	CL AOR	\$700,000	10.9
5 WSDM FM	O	\$420,000	6.6
6 WLEZ FM	SAC	\$400,000	6.3
7 WACF FM	ST	\$300,000	4.7
8 WAXI FM	ST	\$225,000	3.5

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1990				
1990	WSDM-F (Brazil)			\$350,000
1991	WYTL	Sold out of receivership		\$17,000
1991	WPFR-F	Sold out of receivership		\$325,000
1994	WJSH (1300)			\$95,000
1997	WWVR-F		Sold to WTHI-AF	NA
1998	WAXI-F		Sold to WSDM-AF/WJSH	\$485,000
1998	WWVR-F	From Hulman	to Emmis	
1998	WTHI-AF	From Hulman	to Emmis	\$5,800,000
1998	WSDM (1130: Brazil)			
1998	WMMC (105.9: Marshall IL)		Sold to J.D. Spangler	\$300,000
29-Apr-99	WBTO AM, WQTY FM	Linton Broadcasting Co.	The Original Co. Inc.	Price NA
22-Jun-99	WTHC FM	Hester Broadcasting Corp.	Bright Tower Communications, Inc.	\$665,000
29-Oct-99	WTHI AM	Emmis	Word Power, Inc.	Donation

Market's Best

Best Restaurants: Cafe Oasis, Richards Town House, MVP Club.

Best Hotels: Holiday Inn, Larry Bird's Boston Connection.

Best Golf Courses: Hulman.

NO WEATHER DATA AVAILABLE

NOTE:

1999 ARB Rank: 79	1999 Revenue: \$29,200,000	Manager's Market Ranking (current): 3.4
1999 MSA Rank: 87	Rev per Share Point: \$378,729 77.1	Manager's Market Ranking (future) : 4
1999 DMA Rank: 68	Population per Station: 26,411 19	
1999 Rev Rank: 67 of 173	1999 Revenue Change: 6.9	Five-year revenue gain % (94-99): 64

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04					
Duncan Revenue Est:	17.8	19.6	21.1	24.7	27.2	29.2										
Yearly Growth Rate (94-99): 6.0%	assigned															
Projected Revenue Estimates:							31.70	32.60	34.00	36.40	39.10					
Revenue per Capita:	28.99	31.90	34.47	40.56	44.81	47.84										
Yearly Growth Rate (94-99): 6.1%	assigned															
Projected Revenue per Capita:							50.75	53.85	57.13	60.62	64.31					
Resulting Revenue Estimate:							30.9	32.79	34.74	36.85	39.10					
Revenue as % of Retail Sales:	0.0030	0.0031	0.0031	0.0036	0.0037	0.0037										
Mean % (94-99) 0.00370%																
Resulting Revenue Estimate:							31.1	31.8	32.6	34.8	36.6					
							MEAN REVENUE ESTIMATE:					31.2	32.4	33.8	36.0	38.3

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.614	0.614	0.612	0.609	0.610	0.610	0.609	0.609	0.608	0.608	0.608
Retail Sales (billions):	6.00	6.40	6.70	6.90	7.30	7.80	8.40	8.60	8.80	9.40	9.90

Below-the-Line Listening Shares:	7.4
Unlisted Station Listening:	15.5
Total Lost Listening:	22.9
Available Share Points:	77.1
Number of Viable Stations:	11.5
Average Share Points per Viable Station:	6.7
Rev. per Available Share Point:	\$378,729
Estimated Rev. for Mean Station:	\$2,537,000
Average HH Income:	\$39,917
Average Age:	34.7
Average Education:	12.3
Average Home Value:	\$81,400
Population Change (1998-2003):	-0.4
Retail Sales Change (1998-2003):	29.1
Cable Penetration:	69
Number of Class B or C FMs:	5

Confidence Levels

1999 Revenue Estimates: Normal
 2000-to-2004 Revenue Estimates: Normal

Comments: Market reports to Hungerford. WIMX-F, WJUC-F, WBUZ-F, and WCKY-F did not participate. Managers expect 7 to 8% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 85.8	<\$20: 25.2	12-to-24 23.4	Non High School Grad: 21.7
Black: 12.5	\$20-\$49.9: 35.1	25-to-54 50.8	High School Grad: 35.0
Amer. Indian: 0.3	\$50-\$99.9: 30.0	55-plus 25.8	College 1-3 years: 25.4
Asian/Pac. Isl.: 1.4	\$100+: 9.6		College 4+ years: 17.9
Hispanic: * 4.2			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Automotive	Dana 127	Abercrombie & Fitch Co.	Saunders Woodworking 449
Glass	Owens-Illinois 302	Dana Corporation	
Machinery	Owens-Corning 319	Owens Corning	
Transportation		Owens-Illinois, Inc.	
Petroleum Refining		Payless Shoesource Hldgs.	
		Western Resources Inc.	

INC 500 Companies

Employment Breakdowns

By Industry:

Toledo, OH MSA Total

1 Retail Trade	52,541	18.59%
2 Manufac., Durables	44,277	15.67%
3 Health Svcs.	30,406	10.76%
4 Educational Svcs.	26,543	9.39%
5 Other Prof. Svcs.	18,511	6.55%
6 Manufac., Non-Durables	14,555	5.15%
7 Construction	14,343	5.08%
8 Fin., Ins. & Real Estate	14,185	5.02%
9 Bus. & Repair Svcs.	12,982	4.59%
10 Transportation	12,970	4.59%

Total Metro Employees 282,596
 Top 10 Total Employees 241,313 85.39%

By Occupation:

Admin. Support/Clerical	42,849	15.16%
Professional	40,653	14.39%
Svc., Exclud. Protective & HH	34,718	12.29%
Sales	33,036	11.69%
Precis. Produc./Craft/Repair	31,371	11.10%
Exec., Admin. & Managerial	31,267	11.06%
Machine Oprs., Fab., Assem., & Inspec.	23,910	8.46%
Transportation & Moving	13,023	4.61%
Handlers, Cleaners, Help., Laborers	12,386	4.38%
Technicians & Support	10,470	3.70%

NOTE:

Largest Local Banks (Assets \$000,000)

5th 3rd Bank, NW Ohio, NA	\$4,861
Mid AM Bank	\$1,615
Capital Bank, NA	\$848
Comerica Bank, NA	\$26

Colleges and Universities (# of Students)

Bowling Green State U.	17,735
U. of Toledo	15,842
Owens CC: Toledo	14,071
Northwest State CC	1,782
Lourdes Coll.	1,168
Davis Coll.	509
Stautzenberger Coll.	290
Total Students (FT & PT)	51,397

Military Bases (# of personnel)

Camp Perry	Training Ctr.
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Unemployment

Jul 79:	6.80%	Jul 90:	5.90%
Dec 82:	NA	Jul 91:	9.70%
Sep 83:	11.60%	Jul 92:	8.60%
Sep 84:	9.80%	Jul 93:	7.10%
Aug 85:	7.60%	Jul 94:	5.80%
Aug 86:	8.80%	Jul 95:	5.80%
Aug 87:	7.10%	Jul 96:	4.90%
Aug 88:	5.40%	Aug 98:	4.70%
Jul 89:	5.40%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Fahlgren Martin
Don Lea
Clark & Shaw
Hart Adv.

WBUZ-FF	WJUC-F	WRVF-F	WXKR-F
WCWA (1/2)	WKKO-F	WSPD	
WIMX-F (1/2)	WLQR (1/2)	WVKS-F	

Viable Stations

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WTOL-TV	Toledo	11	CBS	Cosmos	
WTVG-TV	Toledo	13	ABC	ABC	
WNWO-TV	Toledo	24	NBC	Raycom	
WBGU-TV	Bowling Green	27	PBS	Bowling Green St. U.	
WGTE-TV	Toledo	30	PBS		
WUPW	Toledo	36	FOX	Sunrise	
WLMB	Toledo	40	IND		

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Cumulus Media: WKKO FM, WWWW FM, WRQN FM, WXKR FM, WLQR AM, WTOD AM, WTWR FM	\$13,925,000	47.7
2 Clear Channel Communications: WVKS FM, WRVF FM, WIOT FM, WSPD AM, WCWA AM	\$13,270,000	45.4
3 Toledo Radio, Inc.: WBUZ FM	\$850,000	2.9
4 Welch Communications, Inc.: WJUC FM	\$710,000	2.4
5 Riverside Broadcasting, Inc.: WIMX FM	\$480,000	1.6

Major Daily Newspapers

	AM	PM	Sun	Owner
Blade	146,138		200,953	Blade Communications Inc.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WKKO FM	C	\$6,800,000	23.3
2 WVKS FM	CHR	\$4,400,000	15.1
3 WRVF FM	AC	\$3,700,000	12.7
4 WIOT FM	AOR	\$3,200,000	11.0
5 WWWW FM	AC	\$3,050,000	10.4
6 WRQN FM	O	\$1,900,000	6.5
7 WXKR FM	C	\$1,800,000	6.2
8 WSPD AM	FS	\$1,700,000	5.8
9 WBUZ FM	AOR	\$850,000	2.9
10 WJUC FM	B	\$710,000	2.4
11 WIMX FM	B/AC	\$480,000	1.6
12 WLQR AM	SPRTS	\$375,000	1.3
13 WCWA AM	ST	\$270,000	0.9

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$56,000,000	37%	0.0072
Radio	\$29,200,000	19%	0.0037
Newspaper	\$55,000,000	36%	0.0071
Outdoor	\$6,500,000	4%	0.0008
Cable TV	\$4,200,000	3%	0.0005
Media Total	\$150,900,000		0.0193

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1994				
1994	WCWA, WIOT-F	From Reams	to Enterprise	\$7,000,000
1994	WSPD, WLQR-F		Sold to Ellis	\$6,300,000
1994	WTOD, WKKO-F	From Booth	to Fritz	\$4,000,000
1994	WRQN-F	From ABS	to Fritz	\$2,300,000
1995	WSPD, WLQR-F		sale to Ellis	Can-
1995	WSPD, WLQR-F		Sold to Noble	\$6,600,000
1996	WRVF-F	From Noble	to Jacor	\$5,500,000
1996	WSPD	From Noble	to Jacor	\$3,200,000
1996	WVKS-F	From Noble	to Jacor	\$11,000,000
1996	WIMX-F (95.7, Gibsonville)		Sold to Fritz	\$1,000,000
1996	WCWA, WIOT-F	From Enterprise	to Jacor	\$13,000,000
1997	WIMX-F	From Fritz	to 62nd Street	\$2,300,000
1997	WKKO-F	From Fritz	to 62nd Street	\$18,500,000
1997	WRQN-F	From Fritz	to 62nd Street	\$4,200,000
1997	WTOD	From Fritz	to 62nd Street	\$600,000
1997	WIMX FM, WKKO FM, WRQN FM, WTOD AM	62nd Street	Sold to Cumulus	\$30,000,000
1997	WXKR-F		Sold to Cumulus	\$5,000,000
1997	WLQR, WWWW-F	From Midwestern	to Cumulus	\$10,000,000
1997	WIMX-F	Sold by Cumulus		\$1,500,000
1998	WTWR-F		Sold to Cumulus	\$3,300,000
1998	WVOI			\$200,000
1998	WIOT-F/WVKS-F/WCWA/WRVF-F/WSPD		From Jacor	to Clear Channel
11-Feb-99	WBUZ FM		Cumulus Media	\$4,925,000

Market's Best

Best Restaurants: Chuck Muir's, Mancy's, Georgio's, Murphy's, Maumee Wines.

Best Hotels: Marriott, Radisson, Hilton.

Best Golf Courses: Inverness Club, Stone Oak, Highland Meadows.

WEATHER DATA

Elevation:	669
Annual Precipitation:	31.5 in.
Annual Snowfall:	37.2 in.
Average Windspeed:	9.5
(WSW)	

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	81.0	\$21,865,000	5.0
National	19.0	\$5,138,000	19.0

	JAN	JUL	TOTAL YEAR
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: Trade equals 2.7% of local. In 1998 it was 3.2%.

1999 ARB Rank: 181	1999 Revenue: \$9,000,000	Manager's Market Ranking (current): 2.8
1999 MSA Rank: 225	Rev per Share Point: \$110,565 81.4	Manager's Market Ranking (future) : 2.5
1999 DMA Rank: 138	Population per Station: 8,300 22	
1999 Rev Rank: 160 of 173	1999 Revenue Change: 5.6	Five-year revenue gain % (94-99): 45.2

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	6.2	6.7	7.0	7.6	8.5	9.0					
Yearly Growth Rate (94-99): 5.5% assigned											
Projected Revenue Estimates:							9.70	10.00	10.50	11.00	11.80
Revenue per Capita:	37.35	40.36	42.16	45.78	51.20	53.89					
Yearly Growth Rate (94-99): 4.3% assigned											
Projected Revenue per Capita:							56.21	58.63	61.15	63.78	66.52
Resulting Revenue Estimate:							9.4	9.91	10.40	10.91	11.44
Revenue as % of Retail Sales:	0.0036	0.0039	0.0040	0.0043	0.0046	0.0046					
Mean % (94-99) 0.00460%											
Resulting Revenue Estimate:							9.7	10.1	10.1	10.6	11.0
							MEAN REVENUE ESTIMATE:				
							9.6	10.0	10.3	10.8	11.4

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.166	0.166	0.166	0.166	0.165	0.167	0.168	0.169	0.170	0.171	0.172
Retail Sales (billions):	1.72	1.74	1.76	1.78	1.86	1.95	2.10	2.20	2.20	2.30	2.40

Below-the-Line Listening Shares: 0.4

Unlisted Station Listening: 18.2

Total Lost Listening: 18.6

Available Share Points: 81.4

Number of Viable Stations: 9

Average Share Points per Viable Station: 9

Rev. per Available Share Point: \$110,565

Estimated Rev. for Mean Station: \$995,000

Average HH Income: \$40,002

Average Age: 36.6

Average Education: 12.8

Average Home Value: \$73,200

Population Change (1998-2003): 3.1

Retail Sales Change (1998-2003): 22.8

Cable Penetration: 70

Number of Class B or C FMs: 6

Confidence Levels

1999 Revenue Estimates: Below normal

2000-to-2004 Revenue Estimates: Below normal

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 88.8	<\$20: 21.9	12-to-24 18.9	Non High School Grad: 14.9
Black: 9.0	\$20-\$49.9: 40.4	25-to-54 52.5	High School Grad: 35.9
Amer. Indian: 1.1	\$50-\$99.9: 30.2	55-plus 28.6	College 1-3 years: 26.2
Asian/Pac. Isl.: 1.1	\$100+: 7.6		College 4+ years: 23.0
Hispanic: * 7.2			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Government			
Printing			
Food Processing			
Agribusiness			
Tires and Inner Tubes			

INC 500 Companies

Employment Breakdowns

By Industry:

Topeka, KS MSA Total

1 Retail Trade	13,189	15.72%
2 Health Svcs.	9,963	11.87%
3 Other Prof. Svcs.	8,900	10.61%
4 Manufac., Non-Durables	7,195	8.58%
5 Fin., Ins. & Real Estate	7,076	8.43%
6 Pub. Admin.	6,683	7.96%
7 Educational Svcs.	6,183	7.37%
8 Transportation	4,476	5.33%
9 Construction	4,271	5.09%
10 Bus. & Repair Svcs.	3,526	4.20%

By Occupation:

Admin. Support/Clerical	17,610	20.99%
Professional	12,908	15.38%
Exec., Admin. & Managerial	11,068	13.19%
Svc., Exclud. Protective & HH	9,770	11.64%
Sales	8,947	10.66%
Precis. Produc./Craft/Repair	7,274	8.67%
Machine Oprs., Fab., Assemb., & Inspec.	4,603	5.49%
Technicians & Support	3,637	4.33%
Handlers, Cleaners, Help., Laborers	2,774	3.31%
Transportation & Moving	2,652	3.16%

Total Metro Employees	83,905
Top 10 Total Employees	71,462 85.17%

NOTE:

Largest Local Banks (Assets \$000,000)

Capitol Federal Savings Bank	\$5,774
Commerce Bk & Tr	\$526
Kaw Valley State Bk & Tr Co	\$233
Capital City Bank	\$199
Columbian Bk & Tr Co	\$120
Silver Lake Bank	\$88
Fidelity State Bk & Tr Co	\$84
St. Marys State Bank	\$49
Community National Bank	\$28

Colleges and Universities (# of Students)

U. of Kansas	24,988
Kansas State U.	20,769
Washburn U. of Topeka	4,829
Haskell Indian Junior Coll.	800
Manhattan Christian Coll.	344
Total Students (FT & PT)	51,730

Military Bases (# of personnel)

Unemployment

Jun 79:	4.90%	Jul 90:	4.30%
Dec 82:	7.30%	Jul 91:	4.80%
Sep 83:	6.10%	Jul 92:	3.70%
Sep 84:	5.60%	Jul 93:	4.90%
Aug 85:	4.60%	Jul 94:	4.60%
Aug 86:	4.80%	Jul 95:	4.40%
Aug 87:	4.20%	Jul 96:	4.20%
Aug 88:	4.20%	Aug 98:	4.00%
Jul 89:	4.30%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations

WIOT-F	WRQN-F	WWWM-F
	KDVV-F	KTOP (1/2)
	KLZR-F	KTPK-F
	KMAJ (1/2)	KWIC-F
	KMAJ-F	WIBW
	KOTP-F	WIBW-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KTMJ	Junction City	6	FOX		
KTWU	Topeka	11	PBS	Washburn U.	
WIBW-TV	Topeka	13	CBS	Benedek	
KSNT	Topeka	27	NBC	Lee	
KTKA-TV	Topeka	49	ABC	Brechner	

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Cumulus Media: KMAJ FM, KDVV FM, KQTP FM, KWIC FM, KMAJ AM, KTOP AM	\$4,025,000	44.7
2 Morris Communications: WIBW FM, WIBW AM	\$3,500,000	38.9
3 21st Century Broadcasting, Inc.: KTPK FM	\$900,000	10
4 Zimmer Broadcasting Co., Inc.: KLZR FM	\$600,000	6.7

Major Daily Newspapers

	AM	PM	Sun	Owner
Capital-Journal	59,858		66,813	Morris Communications Corp.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$18,000,000	36%	0.0092
Radio	\$9,000,000	18%	0.0046
Newspaper	\$19,000,000	38%	0.0097
Outdoor	\$2,200,000	4%	0.0011
Cable TV	\$1,400,000	3%	0.0007
Media Total	\$49,600,000		0.0253

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1993				
1993	KTPK-F			\$1,650,000
1994	KTOP, KDVV-F	From UNO	to KMAJ-F owner	\$750,000
1995	KWIC-F			\$444,000
1996	KWIC-F		Sold to Klebe (KQTP owner)	\$500,000
1996	KTPK-F			\$2,900,000
1997	WREN		Sold to Mortenson	\$500,000
1998	KLWN/KLZR-F (Lawrence)		Sold to Zimmer	\$2,975,000
1998	KMAJ-AF/KTOP/KDVV-F		Sold to Cumulus	\$10,425,000
20-Jul-99	KQTP FM, KWIC FM	Sunrise Broadcasting	Cumulus	\$3,000,000

Market's Best

Best Restaurants: Byrd's Nest, Heritage House, Georgio's.

Best Hotels: Clubhouse Inn.

Best Golf Courses: Prairie Dunes (Hutchins), Alvarum (Lawrence).

WEATHER DATA

Elevation:	877
Annual Precipitation:	33.4 in.
Annual Snowfall:	21.5 in.
Average Windspeed:	10.5 (S)

	JAN	JUL	TOTAL YEAR
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

NOTE:

1999 ARB Rank: 61	1999 Revenue: \$39,800,000	Manager's Market Ranking (current): 4
1999 MSA Rank: 70	Rev per Share Point: \$455,899 87.3	Manager's Market Ranking (future) : 4
1999 DMA Rank: 73	Population per Station: 26,858 26	
1999 Rev Rank: 55 of 173	1999 Revenue Change: 13.1	Five-year revenue gain % (94-99): 62.4

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04					
Duncan Revenue Est:	24.5	24.0	27.3	30.9	34.6	39.8										
Yearly Growth Rate (94-99): 6.8%	assigned															
Projected Revenue Estimates:							43.70	46.00	48.00	51.90	55.30					
Revenue per Capita:	33.01	31.20	35.27	38.70	41.54	47.44										
Yearly Growth Rate (94-99): 5.8%	assigned															
Projected Revenue per Capita:							50.19	53.10	56.18	59.44	62.89					
Resulting Revenue Estimate:							42.5	45.40	48.93	52.84	56.60					
Revenue as % of Retail Sales:	0.0038	0.0035	0.0038	0.0042	0.0044	0.0048										
Mean % (94-99) 0.00480%																
Resulting Revenue Estimate:							42.7	43.7	44.6	45.1	47.0					
							MEAN REVENUE ESTIMATE:					43.0	45.0	47.2	50.0	53.0

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.742	0.769	0.774	0.798	0.833	0.839	0.847	0.855	0.871	0.889	0.900
Retail Sales (billions):	6.50	6.80	7.10	7.30	7.80	8.30	8.90	9.10	9.30	9.40	9.80

Below-the-Line Listening Shares:	1.5
Unlisted Station Listening:	11.2
Total Lost Listening:	12.7
Available Share Points:	87.3
Number of Viable Stations:	16.5
Average Share Points per Viable Station:	5.3
Rev. per Available Share Point:	\$455,899
Estimated Rev. for Mean Station:	\$2,416,000
Average HH Income:	\$32,807
Average Age:	35.6
Average Education:	12.8
Average Home Value:	\$110,800
Population Change (1998-2003):	6.7
Retail Sales Change (1998-2003):	20.8
Cable Penetration:	60
Number of Class B or C FMs:	7

Confidence Levels

1999 Revenue Estimates: Normal
 2000-to-2004 Revenue Estimates: Normal

Comments: Market reports revenue to Miller, Kaplan. Many stations do not cooperate including KOHT-F, KZLZ-F, KXEW, KSAZ and others. This is an increasing common occurrence where the Anglo stations report revenue and the Hispanic stations do not. Miller, Kaplan needs to address this. Mgrs. predict 7 to 9% rev. growth in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 90.2	<\$20: 29.4	12-to-24 21.4	Non High School Grad: 18.1
Black: 3.9	\$20-\$49.9: 39.8	25-to-54 51.3	High School Grad: 24.4
Amer. Indian: 3.4	\$50-\$99.9: 23.8	55-plus 27.4	College 1-3 years: 32.6
Asian/Pac.Isl.: 2.5	\$100+: 7.0		College 4+ years: 24.9
Hispanic: * 29.6			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Tourism			Sundt Cos 473
Military			
Aerospace			
Electronics			
Mining (copper)			

INC 500 Companies

Pensar Tucson 203

Employment Breakdowns

By Industry:

Tucson, AZ MSA Total

1 Retail Trade	67,277	19.32%
2 Educational Svcs.	38,318	11.00%
3 Health Svcs.	33,523	9.63%
4 Manufac., Durables	27,266	7.83%
5 Other Prof. Svcs.	26,669	7.66%
6 Construction	21,852	6.28%
7 Fin., Ins. & Real Estate	21,801	6.26%
8 Pub. Admin.	19,270	5.53%
9 Bus. & Repair Svcs.	17,852	5.13%
10 Personal Svcs.	15,019	4.31%

Total Metro Employees 348,212
 Top 10 Total Employees 288,847 82.95%

By Occupation:

Professional	59,817	17.18%
Admin. Support/Clerical	50,426	14.48%
Sales	47,516	13.65%
Svc., Exclud. Protective & HH	44,229	12.70%
Exec., Admin. & Managerial	44,063	12.65%
Precis. Produc./Craft/Repair	37,243	10.70%
Technicians & Support	15,986	4.59%
Machine Oprs., Fab., Assemb., & Inspec.	11,522	3.31%
Transportation & Moving	10,987	3.16%
Handlers, Cleaners, Help., Laborers	10,596	3.04%

NOTE:

Largest Local Banks (Assets \$000,000)

Natl Bk of Arizona	\$1,485
Arizona Bk	\$833
Bank of Tucson	\$69
Southern Arizona Community Bank	\$16

Colleges and Universities (# of Students)

U. of Arizona	33,310
Pima CC	24,737
Total Students (FT & PT)	58,047

Military Bases (# of personnel)

Davis-Monthan AFB	5,782
Tucson IAP AGS	32

Unemployment

Jun 79:	4.90%	Jul 90:	4.40%
Dec 82:	10.30%	Jul 91:	3.60%
Sep 83:	8.60%	Jul 92:	4.80%
Sep 84:	3.90%	Jul 93:	4.00%
Aug 85:	5.20%	Jul 94:	4.40%
Aug 86:	5.50%	Jul 95:	4.10%
Aug 87:	4.80%	Jul 96:	3.80%
Aug 88:	5.40%	Aug 98:	2.80%
Jul 89:	4.90%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Ad Dimensions
GEO & Assoc.
Western Int.

Viable Stations			
KCEE (1/2)	KHYT-F	KOAZ-F	KTKT (1/2)
KCUB (1/2)	KIIM-F	KOHT-F	KWFM-F
KFFN (1/2)	KLPX-F	KQTL (1/2)	KXEW (1/2)
KFMA-F	KMXZ-F	KRQQ-F	KZLZ-F (1/2)
KGMG-F	KNST	KSAZ(1/2)	KZPT-F
KGTV (1/2)			

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KVOA-TV	Tucson	4	NBC	Eve. Post Publ.	
KUAT-TV	Tucson	6	PBS	U. of AZ	
KGUN	Tucson	9	ABC	Lee	
KMSB-TV	Tucson	11	FOX	Belo	
KOLD-TV	Tucson	13	CBS	Raycom	
KTTU-TV	Tucson	18	UPN	Clear Channel	Belo
KTAZ-LP	Tucson	25	IND	Venture Tech. Gp.	
KHRR	Tucson	40	TEL		

Major Daily Newspapers

	AM	PM	Sun
Arizona Daily Star	91,798		166,955
Citizen		41,118	

Media Revenue Estimates

	Revenue	%	Retail Sales
Television	\$69,000,000	39%	0.0083
Radio	\$39,800,000	22%	0.0048
Newspaper	\$59,000,000	33%	0.0071
Outdoor	\$6,700,000	4%	0.0008
Cable TV	\$4,400,000	2%	0.0005
Media Total	\$178,900,000		0.0215

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1994				
1994	KJYK, KKLD-F		Sold to Apogee	\$5,300,000
1994	KCRZ-F		Sold to KCUB/KIIM-F owner	\$3,500,000
1994	KZLZ-F (Keamey)		Sold to Z-Spanish	\$750,000
1995	KKHG-F		Sold to Apogee	\$1,000,000
1995	KKND, KKHG-F, KMXZ-F	From Apogee	to Journal	\$16,500,000
1996	KXEW, KOHT-F			\$2,725,000
1996	KCEE	From Prism	to SFX	\$500,000
1996	KNST	From Prism	to SFX	\$3,400,000
1996	KRQQ-F	From Prism	to SFX	\$10,500,000
1996	KWFM-F	From Prism	to SFX	\$10,700,000
1996	KTZR			\$650,000
1996	KMRR (1330)			\$110,000
1997	KCEE	From SFX	to Hicks/Chancellor	\$2,000,000
1997	KNST	From SFX	to Hicks/Chancellor	\$6,000,000
1997	KRQQ-F	From SFX	to Hicks/Chancellor	\$25,000,000
1997	KWFM-F	From SFX	to Hicks/Chancellor	\$22,000,000
1997	KTUC/KSJM-F		Sold to Stone	\$6,500,000
1998	KLOB-F		Sold to Journal BG	\$6,500,000
1998	KGTV			\$375,000
20-Apr-99	KZLZ FM	Z-Spanish	Desert West Air	KZLZ & KZNO, Nogales + \$10,000,000 for KCDX FM (CP)
1-Sep-99	KZLZ FM	Z-Spanish	Desert West Air	Sale cancelled
3-Mar-00	KTUC AM, KOAZ FM	Stone Broadcasting	Stone Radio	\$6,500,000

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	86.7	\$30,443,000	19.7
National	12.5	\$4,386,000	-15.1
Network	0.8	\$260,000	87.1

NOTE: Trade equals 4.9% of local. In 1998 it was 4.7%.

Highest Billing Radio Entities

(includes duopolies and combos)	Combined Revenue	Revenue Share
1 Clear Channel Communications: KRQQ FM, KNST AM, KWFM FM, KCEE AM	\$10,700,000	26.9
2 Stone Broadcasting: KIIM FM, KHYT FM, KOAZ FM, KCUB AM, KTUC AM	\$10,380,000	26.1
3 Journal Broadcast Group: KMXZ FM, KZPT FM, KGMG FM, KFFN AM	\$8,760,000	22
4 Lotus Communications Corp.: KLPX FM, KFMA FM, KTKT AM	\$5,580,000	14
5 Big Broadcast of Arizona, LLC: KOHT FM, KXEW AM	\$1,750,000	4.4
6 Z-Spanish Radio Network, Inc.: KZLZ FM	\$830,000	2.1
7 Crystal Sets, Inc.: KGVY AM	\$340,000	0.9
8 Cima Broadcasting, LLC: KQTL AM	\$310,000	0.8
9 Royal Broadcasting of Arizona, Inc.: KTZR-AM	\$220,000	0.6
10 Owl Broadcasting & Development, Inc.: KSAZ AM	\$240,000	0.6

Owner

Pulitzer Publishing (JOA)
Gannett Co. Inc.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KIIM FM	C	\$6,900,000	17.3
2 KMXZ FM	AC	\$5,500,000	13.8
3 KRQQ FM	CHR	\$4,850,000	12.2
4 KLPX FM	AOR	\$3,550,000	8.9
5 KNST AM	N/T	\$3,150,000	7.9
6 KHYT FM	CL HITS	\$2,400,000	6.0
7 KZPT FM	AC/CHR	\$2,380,000	6.0
8 KWFM FM	O	\$2,250,000	5.7
9 KFMA FM	AOR/NR	\$1,500,000	3.8
10 KOHT FM	U/SP/CHR	\$1,400,000	3.5
11 KOAZ FM	J	\$875,000	2.2
12 KZLZ FM	SP	\$830,000	2.1
13 KGMG FM	B/O	\$580,000	1.5
14 KTKT AM	T	\$530,000	1.3
15 KCEE AM	ST	\$450,000	1.1
16 KXEW AM	SP	\$350,000	0.9
17 KGVY AM	ST	\$340,000	0.9
18 KQTL AM	SP	\$310,000	0.8
19 KFFN AM	SPRTS	\$300,000	0.8
20 KSAZ AM	ST	\$240,000	0.6
21 KTZR-AM	SP	\$220,000	0.6
22 KCUB AM	C	\$125,000	0.3
23 KTUC AM	ST	\$80,000	0.2

Market's Best

Best Restaurants: Tack Room, L'il Abners
Steak, Anthony's, Presidio Grill.

Best Hotels: Loews Ventana, Westin La
Paloma, Sheraton El Conquistador, Arizona Inn.

Best Golf Courses: Tucson National, La
Paloma, Ventana Canyon, TPC Starpass,
Tucson CC.

WEATHER DATA

Elevation:		2584
Annual Precipitation:		11.2 in.
Annual Snowfall:		0.8 in.
Average Windspeed:		8.2 (SE)
		TOTAL
	JAN	JUL 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

Tulsa

1999 ARB Rank: 62	1999 Revenue: \$40,700,000	Manager's Market Ranking (current): 3.8
1999 MSA Rank: 72	Rev per Share Point: \$454,241 89.6	Manager's Market Ranking (future) : 3.9
1999 DMA Rank: 60	Population per Station: 31,145 22	
1999 Rev Rank: 53 of 173	1999 Revenue Change: 9.6	Five-year revenue gain % (94-99): 51.9

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	26.8	28.7	32.1	35.3	36.8	40.7					
Yearly Growth Rate (94-99): 6.5% assigned											
Projected Revenue Estimates:							44.60	46.50	48.00	51.40	55.80
Revenue per Capita:	36.19	38.32	42.24	46.14	46.70	50.94					
Yearly Growth Rate (94-99): 6.1% assigned											
Projected Revenue per Capita:							54.05	57.35	60.85	64.56	68.49
Resulting Revenue Estimate:							43.8	47.02	50.44	54.10	57.74
Revenue as % of Retail Sales:	0.0039	0.0041	0.0045	0.0047	0.0047	0.0047					
Mean % (94-99) 0.00470%											
Resulting Revenue Estimate:							43.7	44.7	45.6	47.9	51.2
							MEAN REVENUE ESTIMATE:				
							44.0	46.1	48.0	51.1	54.9

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.746	0.749	0.760	0.765	0.789	0.799	0.810	0.820	0.829	0.838	0.843
Retail Sales (billions):	6.90	7.00	7.20	7.50	8.00	8.60	9.30	9.50	9.70	10.20	10.90

Below-the-Line Listening Shares:

Unlisted Station Listening:	10.4
Total Lost Listening:	10.4
Available Share Points:	89.6
Number of Viable Stations:	15.5
Average Share Points per Viable Station:	5.8
Rev. per Available Share Point:	\$454,241
Estimated Rev. for Mean Station:	\$2,635,000
Average HH Income:	\$36,993
Average Age:	35.9
Average Education:	12.2
Average Home Value:	\$78,200
Population Change (1998-2003):	6.3
Retail Sales Change (1998-2003):	28.1
Cable Penetration:	61
Number of Class B or C FMs:	13

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. KJMM-F does not cooperate. Managers expect 8 to 9% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 83.7	<\$20: 26.4	12-to-24 20.2	Non High School Grad: 20.0
Black: 8.6	\$20-\$49.9: 38.5	25-to-54 54.4	High School Grad: 29.8
Amer. Indian: 6.6	\$50-\$99.9: 26.4	55-plus 25.4	College 1-3 years: 29.4
Asian/Pac. Isl.: 1.1	\$100+: 8.6		College 4+ years: 20.8
Hispanic: * 3.0			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Oil	Williams 216	BOK Financial Corp	QuikTrip 82
Transportation		Williams Companies, Inc.	Rooney Brothers 233
Aerospace			Hale-Halsell 279
Fabricated Plate Work			Flint Industries 498
			QuikTrip 82
			Rooney Brothers 233
			Hale-Halsell 279
			Flint Industries 498

INC 500 Companies

Employment Breakdowns

By Industry:

Tulsa, OK MSA Total

1 Retail Trade	63,698	16.80%
2 Manufac., Durables	46,520	12.27%
3 Health Svcs.	30,520	8.05%
4 Educational Svcs.	27,410	7.23%
5 Other Prof. Svcs.	27,033	7.13%
6 Transportation	25,386	6.69%
7 Fin., Ins. & Real Estate	25,068	6.61%
8 Wholesale Trade	20,825	5.49%
9 Construction	20,668	5.45%
10 Bus. & Repair Svcs.	19,728	5.20%
Total Metro Employees	379,183	
Top 10 Total Employees	306,856	80.93%

By Occupation:

Admin. Support/Clerical	65,023	17.15%
Professional	52,031	13.72%
Exec., Admin. & Managerial	50,049	13.20%
Sales	48,459	12.78%
Precis. Produc./Craft/Repair	47,842	12.62%
Svc., Exclud. Protective & HH	40,096	10.57%
Machine Oprs., Fab., Assemb., & Inspec.	22,845	6.02%
Technicians & Support	14,632	3.86%
Transportation & Moving	14,002	3.69%
Handlers, Cleaners, Help., Laborers	11,817	3.12%

NOTE:

Largest Local Banks (Assets \$000,000)

Bk of Oklahoma NA	\$5,812
F&M Bk & Tr Co	\$723
RCB Bk	\$451
SpiritBank NA	\$297
Citizens Bk of Tulsa	\$268
Am. Natl Bk & Tr Co of Sapulpa	\$266
Arkansas Valley State Bank	\$165
First Natl Bk & Tr Co of Broken Arro	\$160
American Bank and Trust Co.	\$156

Colleges and Universities (# of Students)

Tulsa CC	16,274
U. of Tulsa	4,191
Oral Roberts U.	3,565
Rogers U.	2,981
Oklahoma State U.: Okmulgee	2,289
National Ed. Ctr: Spartan School of Aeronautics (and more)	583
Total Students (FT & PT)	30,284

Military Bases (# of personnel)

Unemployment

Jun 79:	3.40%	Jul 90:	4.60%
Dec 82:	7.50%	Jul 91:	5.80%
Sep 83:	9.20%	Jul 92:	5.80%
Sep 84:	6.70%	Jul 93:	6.70%
Aug 86:	8.60%	Jul 94:	5.40%
Aug 87:	7.20%	Jul 95:	3.90%
Aug 88:	6.90%	Jul 96:	3.10%
Jul 89:	5.60%	Aug 98:	3.00%

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

J.L. Media

Viable Stations

KBEZ-F	KHTT-F	KMYZ-F	KRMG
KCFM-F	KJMM-F	KOAS-F (1/2)	KRTQ-F
KCKI-F	KJSR-F	KQLL-F	KVOO-AF
KGTO (1/2)	KMOD-F	KRAV-F	KWEN-F
			KXOJ-F(1/2)

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KJRH	Tulsa	2	NBC	Scripps Howard	
KOTV	Tulsa	6	CBS	Belo	
KTUL	Tulsa	8	ABC	Allbritton	
KOED-TV	Tulsa	11	PBS	OK ETV	
KOKI-TV	Tulsa	23	FOX	Clear Channel	
KTFO	Tulsa	41	UPN	MGA	Clear Channel
KTPX	Okmulgee	44	PAX	Paxson	
KWHB-TV	Tulsa	47	IND	LeSea	

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Cox Radio: KWEN FM, KRMG AM, KJSR FM, KRAV FM, KRTQ FM, KGTO AM	\$17,470,000	42.9
2 Clear Channel Communications: KMOD FM, KQLL FM, KMRX FM, KQLL AM, KAKC AM, KOAS FM, KIZS FM	\$7,935,000	19.5
3 Renda Broadcasting Corp.: KBEZ FM, KHTT FM	\$5,450,000	13.4
4 Journal Broadcast Group: KVOO AF, KCKI FM	\$5,410,000	13.3
5 Shamrock Communications: KMYZ FM, KCFM FM	\$2,943,000	7.2
6 Perry Broadcasting Company: KJMM FM	\$900,000	2.2
7 Michael Perry Stephens: KXOJ AF, KEMX FM, KTFR FM	\$410,000	1

Major Daily Newspapers

	AM	PM	Sun
World	162,186		220,109

Owner

Robert E. Lorton

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KWEN FM	C	\$5,900,000	14.5
2 KRMG AM	FS	\$4,650,000	11.4
3 KMOD FM	AOR	\$4,400,000	10.8
4 KVOO AF	C	\$4,050,000	10.0
5 KJSR FM	CL HITS	\$3,100,000	7.6
6 KBEZ FM	SAC	\$2,750,000	6.8
7 KHTT FM	CHR	\$2,700,000	6.6
8 KRAV FM	AC	\$2,690,000	6.6
9 KMYZ FM	AOR/NR	\$2,530,000	6.2
10 KQLL FM	O	\$2,225,000	5.5
11 KCKI FM	C	\$1,360,000	3.3
12 KJMM FM	B	\$900,000	2.2
13 KRTQ FM	AOR/NR	\$880,000	2.2
14 KMRX FM	AOR/P	\$460,000	1.1
15 KCFM FM	CL	\$413,000	1.0
16 KQLL AM	SPRTS	\$410,000	1.0
17 KXOJ FM	REL	\$410,000	1.0
18 KAKC AM	SP/C	\$260,000	0.6
19 KGTO AM	ST	\$250,000	0.6
20 KOAS FM	SAC	\$180,000	0.4

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$70,000,000	37%	0.0081
Radio	\$40,700,000	21%	0.0047
Newspaper	\$66,500,000	35%	0.0077
Outdoor	\$7,800,000	4%	0.0009
Cable TV	\$6,600,000	3%	0.0008
Media Total	\$191,600,000		0.0222

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1994				
1994	KCKI-F (Henryetta)		Sold to Great Empire	\$1,200,000
1995	KTFX-F		Sold to NewCity	\$3,500,000
1995	KJMM-F (87.5%)			\$875,000
1996	KQLL-AF	From Federated	to Clear Channel	\$10,000,000
1996	KOAS-F	From Federated	to Clear Channel	\$1,900,000
1996	KMYZ (Pryor)		Sold by Shamrock	\$40,000
1996	KCFM-F (94.1, Okmulgee)		Sold to Shamrock	\$1,800,000
1996	KRMG	From NewCity	to Cox	\$10,000,000
1996	KWEN-F	From NewCity	to Cox	\$25,000,000
1996	KJSR-F	From NewCity	to Cox	\$6,000,000
1996	KGTO, KRAV-F		Sold to Cox	\$5,500,000
1997	KOSY-F (100.5: Collinsville)		Sold to Clear Channel	\$1,900,000
1998	KTOW/KTFX-F		Sold to Wm. Payne	
1998	KVOO-F	From Great Empire	to Journal	\$16,000,000
1998	KVOO	From Great Empire	to Journal	\$4,400,000
1998	KCKI-F	From Great Empire	to Journal	\$6,500,000
5-Feb-99	KTFX FM	Wm. Payne	Cox Radio	\$3,500,000

Market's Best

Best Restaurants: Warren Duck Club, Polo Grill, Atlantic Sea Grill, French Hen, Jamil's.

Best Hotels: Doubletree, Adam's Mark, Marriott.

Best Golf Courses: Southern Hills, GC of Oklahoma, Cedar Ridge.

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	87.4	\$34,340,000	10.4
National	12.6	\$4,904,000	12.5

NOTE: Trade equals 2.5% of local. In 1998 it was 3.8%.

WEATHER DATA

Elevation:	650		
Annual Precipitation:	38.0 in.		
Annual Snowfall:	9.3 in.		
Average Windspeed:	10.6 (S)		
		TOTAL	YEAR
Avg. Max. Temp:	JAN 47.0	JUL 92.8	71.1
Avg. Min. Temp:	26.1	71.4	49.2
Average Temp:	36.6	82.1	60.2

Utica-Rome

1999 ARB Rank: 151	1999 Revenue: \$10,700,000	Manager's Market Ranking (current): 3
1999 MSA Rank: 161	Rev per Share Point: \$138,243 77.4	Manager's Market Ranking (future) : 3
1999 DMA Rank: 169	Population per Station: 13,517 18	
1999 Rev Rank: 150 of 173	1999 Revenue Change: 8.4	Five-year revenue gain % (94-99): 35.4

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	7.9	8.0	8.3	8.6	9.8	10.7						
Yearly Growth Rate (94-99): 5.4%	assigned											
Projected Revenue Estimates:							11.60	12.00	12.40	13.00	13.90	
Revenue per Capita:	25.82	26.40	27.66	29.45	33.33	36.76						
Yearly Growth Rate (94-99): 5.6%	assigned											
Projected Revenue per Capita:							38.82	40.99	43.29	45.71	48.27	
Resulting Revenue Estimate:							11.2	11.77	12.29	12.89	13.52	
Revenue as % of Retail Sales:	0.0033	0.0033	0.0032	0.0033	0.0036	0.0038						
Mean % (94-99) 0.00380%	assigned											
Resulting Revenue Estimate:							11.0	11.0	11.4	11.4	11.8	
							MEAN REVENUE ESTIMATE:					
							11.3	11.6	12.0	12.4	13.1	

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.309	0.306	0.303	0.292	0.294	0.291	0.288	0.287	0.284	0.282	0.280
Retail Sales (billions):	2.30	2.40	2.40	2.60	2.70	2.80	2.90	2.90	3.00	3.00	3.10

Below-the-Line Listening Shares:	12.1
Unlisted Station Listening:	10.5
Total Lost Listening:	22.6
Available Share Points:	77.4
Number of Viable Stations:	9.5
Average Share Points per Viable Station:	8.1
Rev. per Available Share Point:	\$138,243
Estimated Rev. for Mean Station:	\$1,120,000
Average HH Income:	\$32,696
Average Age:	36.2
Average Education:	12.1
Average Home Value:	\$86,300
Population Change (1998-2003):	-4
Retail Sales Change (1998-2003):	11
Cable Penetration:	77
Number of Class B or C FMs:	7

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan and only WOWB F/F does not cooperate. Managers predict 6 to 7% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 93.2	<\$20: 29.7	12-to-24 20.4	Non High School Grad: 25.4
Black: 5.4	\$20-\$49.9: 41.1	25-to-54 49.2	High School Grad: 33.3
Amer. Indian: 0.2	\$50-\$99.9: 24.5	55-plus 30.4	College 1-3 years: 25.4
Asian/Pac.Isl.: 1.1	\$100+: 4.7		College 4+ years: 15.9
Hispanic: *	2.7		

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Copper Products			
Metal Products			
Castings			
Power Tools			

INC 500 Companies

Employment Breakdowns

By Industry:

Utica-Rome, NY MSA Total

1 Retail Trade	21,556	17.29%
2 Manufac., Durables	16,911	13.56%
3 Health Svcs.	14,344	11.50%
4 Educational Svcs.	12,242	9.82%
5 Pub. Admin.	8,914	7.15%
6 Fin., Ins. & Real Estate	8,811	7.07%
7 Other Prof. Svcs.	7,437	5.96%
8 Construction	6,875	5.51%
9 Manufac., Non-Durables	5,313	4.26%
10 Transportation	3,976	3.19%

Total Metro Employees	124,702
Top 10 Total Employees	106,379 85.31%

By Occupation:

Admin. Support/Clerical	21,318	17.10%
Professional	18,433	14.78%
Svc., Exclud. Protective & HH	15,973	12.81%
Precis. Produc./Craft/Repair	14,417	11.56%
Sales	13,273	10.64%
Exec., Admin. & Managerial	12,437	9.97%
Machine Oprs., Fab., Assem., & Inspec.	9,408	7.54%
Transportation & Moving	4,460	3.58%
Technicians & Support	4,414	3.54%
Handlers, Cleaners, Help., Laborers	3,998	3.21%

NOTE:

Utica-Rome

Largest Local Banks (Assets \$000,000)	Colleges and Universities (# of Students)	Military Bases (# of personnel)	Unemployment
The Savings Bank of Utica \$905	Mohawk Valley CC 4,410	Rome Laboratory 125	
Bk of Utica \$473	Colgate U. 2,776		
Herkimer County Trust Co. \$288	SUNY Inst. of Tech. at Utica/Rome 2,393		
The Rome Savings Bank \$224	Herkimer County CC 2,191		
	Utica C of Syracuse U. 1,973		
	Hamilton Coll. 1,705		
	Utica School of Commerce 611		
	Total Students (FT & PT) 16,059		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations		
WFRG-F	WODZ-F	WRFM-F (1/2)
WIBX	WOUR-F	WSKS-F
WKLL-F	WOWB-FF(1/2)	WTLB (1/2)
WLZW-F	WRCK-F	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WKTV	Utica	2	NBC	Smith	
WPNY-LP	Utica	11	UPN	Quorum	
WUTR	Utica	20	ABC		Ackerley (JSA)
WFXV	Utica	33	FOX	Quorum	

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Share
1 Regent Communications, Inc.: WFRG FM, WLZW FM, WIBX AM, WODZ FM, WRUN AM	\$6,135,000	57.3
2 Clear Channel Communications: WOUR FM, WSKS FM, WRFM FM, WRNY AA, WUTQ AM	\$2,290,000	21.4
3 Radio Corporation: WRCK FM, WKLL FM, WTLB AM	\$1,630,000	15.2
4 Towpath Communications: WOWB FM, WOWZ-FM, WLFH AM	\$370,000	3.5

Major Daily Newspapers	AM	PM	Sun	Owner
Utica Observer-Dispatch	49,324		59,593	Gannett Co. Inc.
Rome Daily Sentinel		16,134		George Waters

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$21,400,000	36%	0.0076
Radio	\$10,700,000	18%	0.0038
Newspaper	\$24,000,000	40%	0.0086
Outdoor	\$2,700,000	4%	0.0010
Cable TV	\$1,400,000	2%	0.0005
Media Total	\$60,200,000		0.0215

NOTE: Use Newspaper and Outdoor estimates with caution.

Highest Billing Stations			
Calls	Format	Revenue	Pct.
1 WFRG FM	C	\$3,000,000	28.0
2 WLZW FM	AC	\$2,000,000	18.7
3 WOUR FM	AOR	\$1,090,000	10.2
4 WSKS FM	CHR	\$810,000	7.6
5 WRCK FM	AOR/CL	\$790,000	7.4
6 WIBX AM	T/N	\$710,000	6.6
7 WKLL FM	AOR	\$700,000	6.5
8 WODZ FM	O	\$425,000	4.0
9 WOWB FF	CHR	\$370,000	3.5
10 WRFM FM	SAC	\$260,000	2.4
11 WTLB AM	ST	\$140,000	1.3
12 WRNY AA	ST	\$130,000	1.2

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Utica-Rome				
Major Radio Station Sales Since 1994				
1994	WTLB, WRCK-F	From H & D	to Radio Corp.	\$1,000,000
1995	WUTQ, WOUR-F	Sold by Bendat		\$1,350,000
1995	WIBX, WLZW-F	Sold by Black River		\$3,100,000
1996	WUTQ, WOUR-F	From Bendat	to Dame	\$1,500,000
1996	WADR, WUUU-F, WRNY, WSKS-F		Sold to Dame	\$1,500,000
1998	WADR	From Dame	to Clear Channel	\$200,000
1998	WRFM-F	From Dame	to Clear Channel	\$800,000
1998	WRNY (1350)	From Dame	to Clear Channel	\$300,000
1998	WUTQ	From Dame	to Clear Channel	\$300,000
1998	WOUR-F	From Dame	to Clear Channel	\$2,800,000
1998	WSKS-F	From Dame	to Clear Channel	\$1,900,000
19-Jan-99	WODZ AM	Forever	Bible Bcstg. Net.	\$50,000
2-Aug-99	WFRG FM, WIBX AM, WLZW FM, WODZ FM, WRUN AM	Forever Broadcasting	Regent Comm. With Watertown, NY: \$44,000,000 + 100,000 shares of convertible preferred stock	

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	86.6	\$8,054,000	10.4
National	13.4	\$1,248,000	3.5

NOTE: Trade equals 11.1% of local. In 1998 it was 11.6%.

NO WEATHER DATA AVAILABLE
See Syracuse for an approximation

Waco

1999 ARB Rank: 193	1999 Revenue: \$8,700,000	Manager's Market Ranking (current): 3.7
1999 MSA Rank: 201	Rev per Share Point: \$151,304 57.5	Manager's Market Ranking (future) : 3.8
1999 DMA Rank: 91 (w/Temple& Bryan)	Population per Station: 15,573 11	
1999 Rev Rank: 162 of 173	1999 Revenue Change: 8.1	Five-year revenue gain % (94-99): 29.9

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	6.7	7.1	7.4	8.0	8.0	8.7					
Yearly Growth Rate (94-99): 5.7% assigned											
Projected Revenue Estimates:							9.50	9.90	10.40	10.90	11.50
Revenue per Capita:	33.84	35.32	36.45	39.22	41.06	41.65					
Yearly Growth Rate (94-99): 4.2% assigned											
Projected Revenue per Capita:							43.40	45.22	47.12	49.10	51.16
Resulting Revenue Estimate:							9.2	9.68	10.18	10.65	11.20
Revenue as % of Retail Sales:	0.0043	0.0041	0.0041	0.0044	0.0045	0.0044					
Mean % (94-99) 0.00445%											
Resulting Revenue Estimate:							9.3	9.8	9.8	10.2	10.7
MEAN REVENUE ESTIMATE:							9.3	9.8	10.1	10.6	11.1

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.198	0.201	0.203	0.204	0.208	0.209	0.212	0.214	0.216	0.217	0.219
Retail Sales (billions):	1.57	1.75	1.80	1.83	1.90	2.00	2.10	2.20	2.20	2.30	2.40

Below-the-Line Listening Shares:	30.3
Unlisted Station Listening:	12.2
Total Lost Listening:	42.5
Available Share Points:	57.5
Number of Viable Stations:	8
Average Share Points per Viable Station:	7.2
Rev. per Available Share Point:	\$151,304
Estimated Rev. for Mean Station:	\$1,089,000
Average HH Income:	\$31,467
Average Age:	33.1
Average Education:	12.1
Average Home Value:	\$68,600
Population Change (1998-2003):	4.9
Retail Sales Change (1998-2003):	21.6
Cable Penetration:	65
Number of Class B or C FMs:	5

Confidence Levels	
1999 Revenue Estimates:	Below normal
2000-to-2004 Revenue Estimates:	Below normal

Comments: Managers predict 9 to 10% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 81.8	<\$20: 33.6	12-to-24	Non High School Grad: 27.3
Black: 16.7	\$20-\$49.9: 36.6	25-to-54	High School Grad: 27.6
Amer. Indian: 0.4	\$50-\$99.9: 23.4	55-plus	College 1-3 years: 27.6
Asian/Pac. Isl.: 1.1	\$100+: 6.3		College 4+ years: 17.4
Hispanic: * 16.1			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Agribusiness			
Asbestos			
Apparel			
Glass			

INC 500 Companies

Employment Breakdowns

By Industry:

Waco, TX MSA Total

1 Retail Trade	16,022	17.65%
2 Educational Svcs.	10,054	11.07%
3 Manufac., Durables	8,652	9.53%
4 Health Svcs.	8,204	9.04%
5 Manufac., Non-Durables	7,347	8.09%
6 Fin., Ins. & Real Estate	6,006	6.62%
7 Other Prof. Svcs.	5,736	6.32%
8 Construction	5,015	5.52%
9 Bus. & Repair Svcs.	4,041	4.45%
10 Wholesale Trade	3,933	4.33%

Total Metro Employees	90,788	
Top 10 Total Employees	75,010	82.62%

By Occupation:

Admin. Support/Clerical	14,765	16.26%
Professional	12,789	14.09%
Svc., Exclud. Protective & HH	10,753	11.84%
Sales	10,729	11.82%
Precis. Produc./Craft/Repair	10,520	11.59%
Exec., Admin. & Managerial	9,782	10.77%
Machine Oprs., Fab., Assemb., & Inspec.	7,243	7.98%
Transportation & Moving	3,848	4.24%
Handlers, Cleaners, Help., Laborers	3,611	3.98%
Technicians & Support	2,841	3.13%

NOTE:

Largest Local Banks (Assets \$000,000)	
Central Natl Bk	\$262
Comm'ty Bank & Trust, Waco, TX	\$175
First National Bank of Ctrl Texas	\$165
American Bk NA	\$154
Fidelity Bank of Texas	\$45

Colleges and Universities (# of Students)	
Baylor U.	12,900
McLennan CC	3,359
Hill Coll.	2,409
Texas State Technical College: Waco	1,047
Total Students (FT & PT)	19,715

Military Bases (# of personnel)

Unemployment

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viabile Stations

KBBW (1/2)	KLRK-F
KBCT-F	KRZI
KBRQ-F	KWOW-F
KCKR-F	KWTX-F
KKTK (1/2)	WACO-F

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel Communications: WACO FM, KWTX FM, KCKR FM, KWTX AM	\$4,950,000	56.9
2 Chase Radio: KBRQ FM	\$1,070,000	12.3
3 M&M Broadcasters, Ltd.: KWOW FM, KKTK AM	\$940,000	10.8
4 KRZI, Inc.: KLRK FM, KRZI AM, KRZX FM	\$690,000	7.9
5 Kennelwood Broadcasting Co., Inc.: KBCT FM	\$440,000	5.1
6 American Broadcasting of Texas: KBBW AM	\$210,000	2.4

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KBTX-TV	Bryan	3	CBS	Gray	
KCEN-TV	Temple-Waco	6	NBC	Temple Telegram	
KWTX-TV	Waco	10	CBS	Gray	
KXXV	Waco	25	ABC	Centex	
KCTF	Waco	33	PBS		
KWKT	Waco	44	FOX	Galloway	
KAKW	Killeen	62	UPN/WB		White Knight Galloway (JSA)

Major Daily Newspapers

	AM	PM	Sun	Owner
Tribune-Herald	41,433		52,857	Cox Newspapers Inc.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$18,500,000	37%	0.0093
Radio	\$8,700,000	18%	0.0044
Newspaper	\$18,500,000	37%	0.0093
Outdoor	\$2,200,000	4%	0.0011
Cable TV	\$1,700,000	3%	0.0009
Media Total	\$49,600,000		0.0250

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1990				
1992	KNFO-F			\$1,250,000
1993	KNFO-F		Sold to Broadcasters Unlimited	\$610,000
1993	KJNE-F	From Moran	to Sonance	\$850,000
1996	WACO-F		Sold to Gulfstar	\$3,800,000
1996	KWTX-AF		Sold to Gulfstar	\$3,800,000
1996	KCKR-F	From Chaney	to Gulfstar	\$2,100,000
1997	Gulfstar stations		merged into Capstar.	
18-Mar-99	KKTK AM	Capstar	M & M Broadcasters	\$450,000
6-Mar-00	KBRQ FM	AMFM	Chase Radio AMFM/CCU divestiture. Group transaction.	

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WACO FM	C	\$2,250,000	25.9
2 KWTX FM	CHR	\$1,550,000	17.8
3 KBRQ FM	CL AOR	\$1,070,000	12.3
4 KCKR FM	C	\$1,000,000	11.5
5 KWOW FM	C/O	\$640,000	7.4
6 KBCT FM	J	\$440,000	5.1
7 KLRK FM	SAC	\$380,000	4.4
8 KRZI AM	T	\$310,000	3.6
9 KKTK AM	SPRTS	\$300,000	3.4
10 KBBW AM	REL	\$210,000	2.4
11 KWTX AM	KIDS	\$150,000	1.7

Market's Best

NO WEATHER DATA AVAILABLE
See Dallas for an approximation

NOTE:

1999 ARB Rank: 9	1999 Revenue: \$319,400,000	Manager's Market Ranking (current): 4.4
1999 MSA Rank: 5	Rev per Share Point: \$3,866,828 82.6	Manager's Market Ranking (future) : 3.7
1999 DMA Rank: 7	Population per Station: 107,782 34	
1999 Rev Rank: 6 of 173	1999 Revenue Change: 19.4	Five-year revenue gain % (94-99): 73.6

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	184.0	193.8	195.6	226.0	257.6	319.4					
Yearly Growth Rate (94-99): 6.9%	assigned										
Projected Revenue Estimates:							355.10	361.70	379.60	411.70	445.90
Revenue per Capita:	40.49	42.59	42.71	48.91	55.16	67.24					
Yearly Growth Rate (94-99): 5.1%	assigned										
Projected Revenue per Capita:							70.67	74.27	78.06	82.04	86.23
Resulting Revenue Estimate:							340.6	363.20	384.85	407.76	431.14
Revenue as % of Retail Sales:	0.0042	0.0041	0.0043	0.0048	0.0053	0.0061					
Mean % (94-99) 0.00610%	assigned										
Resulting Revenue Estimate:							340.4	348.3	355.0	369.7	384.3
							MEAN REVENUE ESTIMATE: 293.0	357.7	373.2	396.4	420.4

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	4.500	4.540	4.580	4.620	4.700	4.750	4.820	4.890	4.930	4.970	5.000
Retail Sales (billions):	43.60	45.50	46.00	46.90	49.30	52.40	55.80	57.10	58.20	60.60	63.00

Below-the-Line Listening Shares:	2.4
Unlisted Station Listening:	15
Total Lost Listening:	17.4
Available Share Points:	82.6
Number of Viable Stations:	20
Average Share Points per Viable Station:	4.1
Rev. per Available Share Point:	\$3,866,828
Estimated Rev. for Mean Station:	\$15,854,000
Average HH Income:	\$63,892
Average Age:	35.6
Average Education:	12.8
Average Home Value:	\$199,500
Population Change (1998-2003):	5.8
Retail Sales Change (1998-2003):	22.9
Cable Penetration:	70
Number of Class B or C FMs:	16

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Hungerford. All viable stations cooperate. Managers expect 10 to 13% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 67.5	<\$20: 11.2	12-to-24 20.0	Non High School Grad: 15.2
Black: 25.5	\$20-\$49.9: 27.1	25-to-54 60.9	High School Grad: 23.0
Amer. Indian: 0.3	\$50-\$99.9: 37.8	55-plus 19.1	College 1-3 years: 24.9
Asian/Pac. Isl.: 6.7	\$100+: 23.9		College 4+ years: 36.9
Hispanic: * 7.5			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Government	Mobil 13	Fannie Mae	Mars 5
Tourism	Fannie Mae 26	Potomac Electric Power Co.	Booz, Allen & Hamilton 95
Research	Lockheed Martin 41	Washington Post Co.	Clark Enterprises 107
Printing	Freddie Mac 79	Lockheed Martin Corp.	DynCorp 144
Publishing	US Airways Group 186	Marriott Int'l Inc.	United Defense LP 150
High Tech	Marriott International 206	AES Corporation	Watson Wyatt Worldwide 304
	Sodexo Marriott Svc 247	Gannett Co., Inc.	Feld Entertainment 366
	Columbia Energy Grp 257	US Airways Group, Inc	Ritz Camera Centers 369
	Gannett 315	America Online Inc.	Federal Data 481
	(and more)	(and more)	

INC 500 Companies

Creative Technology	7
QSS Group	16
PRISM	19
iQuest Solutions	54
Unitel	72
Panacea Consulting	74
Atlantic Corporate Int.	82
McNeil Technologies	105
Inotech	111
Vistrionix	115
MACI	117
RS Information Systems	118
Inline	180
Triad Management Sys	164
Reliacom	167
(and more)	

Employment Breakdowns

By Industry:	Washington, DC-MD-VA-WV PMSA Total
1 Pub. Admin.	399,144 15.28%
2 Retail Trade	361,494 13.84%
3 Other Prof. Svcs.	326,695 12.51%
4 Fin., Ins. & Real Estate	198,337 7.59%
5 Construction	198,108 7.58%
6 Educational Svcs.	195,982 7.50%
7 Bus. & Repair Svcs.	175,842 6.73%
8 Health Svcs.	172,565 6.61%
9 Transportation	103,883 3.98%
10 Manufac., Durables	92,329 3.53%
Total Metro Employees	2,611,917
Top 10 Total Employees	2,224,379 85.16%

By Occupation:

Exec., Adm. & Managerial	516,261 19.77%
Professional	507,912 19.45%
Admin. Support/Clerical	461,598 17.67%
Sales	262,259 10.04%
Svc., Exclud. Protective & HH	221,603 8.48%
Precis. Produc./Craft/Repair	219,731 8.41%
Technicians & Support	131,963 5.05%
Transportation & Moving	72,900 2.79%
Handlers, Cleaners, Help., Laborers	64,492 2.47%
Machine Oprs., Fab., Assemb., & Inspec.	54,800 2.10%

NOTE:

Largest Local Banks (Assets \$000,000)

Riggs Bk NA	\$5,158
First Virginia Bk	\$3,401
United Bank	\$1,447
Sandy Spring Natl Bank of MD	\$1,348
FCNB Bank	\$1,271
Farmers & Mechanics Natl Bk	\$1,225
F & M Bank-Northern Virginia	\$737
Burke & Herbert Bank & Trust Co.	\$699
Citizens Natl Bk	\$606

Colleges and Universities (# of Students)

U. of Maryland: College Park	31,800
George Mason U.	23,579
George Washington U.	18,747
U. of Maryland: U. Coll.	14,055
MtgmtryCollege: Rockville Campus	12,206
(and more)	
Total Students (FT & PT)	164,628

Military Bases (# of personnel)

MC Combat Dev Command	6,732	Dec 82: 5.40%	Jul 91: 4.40%
Andrews AFB	5,471	Sep 83: 4.70%	Jul 92: 5.00%
Pentagon	5,034	Sep 84: 4.00%	Jul 93: 4.80%
Nat Nav Med Cntr	4,636	Aug 85: 4.00%	Jul 94: 4.10%
Fort Belvoir	3,886	Aug 86: 3.40%	Jul 95: 4.10%
Fort Myer	2,729	Aug 87: 3.20%	Jul 96: 3.90%
HQMC, Henderson Hall	2,520	Aug 88: 2.90%	Aug 98: 3.20%
(and more)		Jul 89: 2.60%	Dec 99: 2.20%
		Jul 90: 3.30%	

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Earl Palmer Brown
Capital Media
GMK
Adworks
Needham Harner

Unemployment

Viable Stations

WARW-F	WJFK-F	WMMJ-F	WROX-F
WASH-F	WJMO-F	WMZQ-F	WTEM
WBG-F	WJZW-F	WOL (1/2)	WTOP-AF
WGMS-F	WKYS-F	WPGC (1/2)	WWDC-F
WHFS-F	WMAL	WPGC-F	WWZZ-F
WHUR-F			

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WRC-TV	Washington	4	NBC	NBC	
WTTG	Washington	5	FOX	Fox	
WJLA-TV	Washington	7	ABC	Allbritton	
WUSA	Washington	9	CBS	Gannett	
WTMW	"Arlington, VA"	14	IND		
WDCA-TV	Washington	20	UPN	Paramount	
WETA	Washington	26	PBS		
WMDO-LP	Washington	30	UNI	Entravision	
WHUT-TV	Washington	32	PBS	Howard U.	
WBDC-TV	Washington	50	WB	Tribune	
WZGS-LP	Washington	64	TEL	ZGS	
WPXW	Manassas, VA	66	PAX	Paxson	

Major Daily Newspapers

	AM	PM	Sun	Owner
Post	759,122		1,080,082	Washington Post Co.
Times	100,536		56,632	Comm. News Holdings

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$540,000,000	38%	0.0103
Radio	\$319,400,000	22%	0.0061
Newspaper	\$503,000,000	35%	0.0096
Outdoor	\$40,000,000	3%	0.0008
Cable TV	\$22,000,000	2%	0.0004
Media Total	\$1,424,400,000		0.0272

NOTE: Use Newspaper and Outdoor estimates with caution.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WJFK FM	T	\$29,600,000	9.3
2 WPGC FM	B/CHR	\$26,300,000	8.2
3 WTOP AF	N	\$21,100,000	6.6
4 WMZQ FM	C	\$20,700,000	6.5
5 WROX FM	AC/CHR	\$19,700,000	6.2
6 WKYS FM	B	\$19,000,000	5.9
7 WBG FM	O	\$17,600,000	5.5
8 WASH FM	AC	\$17,500,000	5.5
9 WMAL AM	FS/T	\$16,400,000	5.1
10 WHUR FM	B/AC	\$14,700,000	4.6
11 WMMJ FM	B/AC	\$14,600,000	4.6
12 WHFS FM	AOR/NR	\$13,600,000	4.3
13 WJZW FM	J	\$12,400,000	3.9
14 WGMS FM	CL	\$11,800,000	3.7
15 WJMO FM	B/O	\$11,400,000	3.6
16 WWDC FM	AOR	\$11,300,000	3.5
17 WWZZ FM	CHR	\$11,000,000	3.4
18 WARW FM	CL AOR	\$10,800,000	3.4
19 WTEM AM	SPRTS	\$5,500,000	1.7
20 WBZS AA	SP	\$5,000,000	1.6
21 WAVA FM	REL	\$2,500,000	0.8
22 WOL AM	B/T	\$2,200,000	0.7
23 WYCB AM	G	\$2,000,000	0.6
24 WPGC AM	G	\$1,300,000	0.4
25 WWRC AM	T	\$1,200,000	0.4
26 WGAY AM	ST	\$1,000,000	0.3

Market's Best

Best Restaurants: Palm, Morton's, Red Sage, Prime Rib, Clyde's, Inn at Little Washington, Old Anglers' Inn.

Best Hotels: Four Seasons, Madison, Willard, Hay Adams, Grand Hyatt.

Best Golf Courses: Congressional (Blue), Burning Tree, TPC - Avenel, Wintergreen, Columbia, Chevy Chase CC.

NOTE:

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	65.0	\$205,880,000	17.0
National	33.3	\$105,513,000	32.0
Network	1.7	\$5,307,000	373.0

NOTE: Trade equals 1.1% of local. In 1998 it was 1.8%.

Highest Billing Radio Entities
(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel Communications: WMZQ FM, WBIG FM, WASH FM, WJMO FM, WWDC FM, WTEM AM, WWRC AM, WGAY AM	\$86,200,000	27.0
2 CBS/Infinity: WJFK FM, WPGC FM, WHFS FM, WARW FM, WPGC AM	\$81,600,000	25.5
3 ABC Inc.: WRQX FM, WMAL AM, WJZW FM	\$48,500,000	15.2
4 Bonneville International Corp.: WTOP AF, WGMS FM, WWZZ FM	\$43,900,000	13.7
5 Radio One: WKYS FM, WMMJ FM, WOL AM, WYCB AM	\$37,800,000	11.8
6 Howard University: WHUR FM	\$14,700,000	4.6
7 Mega Communications: WBZS AM, WINX AM	\$5,000,000	1.6
8 Salem Communications Corp.: WAVA FM	\$2,500,000	0.8

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1993				
1993	WPRW (Manassas)		Sold to Capital Kids Radio	\$355,000
1993	WHFS-F (Annapolis)	From Duchossois	to Liberty	\$15,825,000
1993	WPGC-F	From Cook Inlet	to Infinity	\$60,000,000
1993	WXTR-F	From Four Seasons	to Liberty	\$19,000,000
1994	WKYS-F	From Albimar	to Radio One	\$34,000,000
1995	WARW-F	From CBS	to Westinghouse	\$28,000,000
1995	WMAL, WROX-F	From Cap Cities/ABC	to Disney	\$78,000,000
1995	WXTR-F	From Liberty	to SFX	\$21,000,000
1995	WHFS-F	From Liberty	to SFX	\$46,600,000
1996	WXTR-F (WQSIWXVR-F)	From SFX	to Bonneville	\$25,000,000
1996	WGAY-F	Traded by Greater Media	to Evergreen	WKL B in Boston
1996	WJFK-F	From Infinity	to Westinghouse	\$163,000,000
1996	WPGC-AF	From Infinity	to Westinghouse	\$215,000,000
1996	WWRC	From Greater Media	to Evergreen	\$22,500,000
1996	WHFS-F	Traded	From SFX	to Westinghouse
1996	WTEM	From Colfax	to Chancellor	\$8,000,000
1996	WBIG-F	From Colfax	to Chancellor	\$55,000,000
1996	WGMS-F	From Colfax	to Chancellor	\$49,000,000
1997	WBZS	From Viacom	to Chancellor	\$4,000,000
1997	WJZW-F	From Viacom	to Chancellor	\$57,000,000
1997	WZHF, WMZQ-F	From Viacom	to Chancellor	\$151,000,000
1997	WJZW-F	From Chancellor	to Disney/ABC	\$60,000,000
1997	WN TL (1030)		Sold to Mortenson	\$1,500,000
1997	WBZS	From Chancellor	to John Douglas	\$6,000,000
1997	WZHF	From Chancellor	to John Douglas	\$4,000,000
1997	WTOP, WGMS-F	From Chancellor	to Bonneville	Trade
1997	WYCB		Sold to Radio One	NA
1998	WTOP-F (94.3: Warrentown)		Sold to Bonneville	\$2,600,000
1998	WWDC-AF		Sold to Chancellor	\$72,000,000
1998	WKDLWKDV		Sold to Mega	\$2,500,000
1998	WUPP-F	From Abel	to Bonneville	WTOP-F + 8,100,000
1998	WKDV/WKDL	From Mega Bcstg	to Mega Comm.	\$13,000,000
1998	WINX	From Bill Parris	to Mega	\$600,000
26-Mar-99	WBZS AM	Douglas	Mega Communications	with WZHF: \$11,000,000
26-Mar-99	WZHF AM	Douglas	Mega Communications	with WBZS: \$11,000,000
8-Sep-99	WILC AM	ILC Corporation	ZGS Radio	\$5,500,000
21-Oct-99	WABS AM	Radio 780, Inc.	Salem	\$4,100,000
25-Nov-99	WMJS FM	MJS Communications, Inc.	Mega	\$5,250,000
13-Dec-99	WTRI AM	Capital Bcstg.	JMK Communications	\$900,000
31-Jan-00	WACA AM	EXCL	Entravision	Group transaction: \$250,000,000

WEATHER DATA

Elevation:		10	
Annual Precipitation:		40.0 in.	
Annual Snowfall:		16.8 in.	
Average Windspeed:		9.2 (S)	
	JAN	JUL	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

Largest Local Banks (Assets \$000,000)

First Natl Bk of Waverly	\$135
State Bk of Waverly	\$116
Community National Bank	\$91
Citizens Bank and Trust Company	\$68
Security State Bank	\$45
First National Bank of Cedar Falls	\$9

Colleges and Universities (# of Students)

U. of Northern Iowa	13,545
Hawkeye CC	3,847
Wartburg Coll.	1,505
Total Students (FT & PT)	18,897

Military Bases (# of personnel)

Unemployment

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations

KCRR-F	KOEL-F
KCVM-F	KOKZ-F
KFMW-F	KWLO
KKCV-F	KXEL (1/2)

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Cumulus Media: KKCV FM, KOEL FM, KCRR FM, KOEL AM	\$3,650,000	51.4
2 Bahakel Communications, Inc.: KFMW FM, KOKZ FM, KWLO AM, KXEL AM	\$2,780,000	39.2
3 Fife Communications Co., LLC: KCVM FM, KCNZ AA	\$715,000	10.1

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
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See Cedar Rapids

Major Daily Newspapers

	AM	PM	Sun	Owner
Waterloo Courier		46,788	53,960	Howard Publications

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KKCV FM	C	\$1,600,000	22.5
2 KOEL FM	C	\$1,350,000	19.0
3 KFMW FM	AOR	\$1,150,000	16.2
4 KOKZ FM	O	\$1,100,000	15.5
5 KCRR FM	AOR/CL	\$700,000	9.9
6 KCVM FM	CHR/AC	\$640,000	9.0
7 KWLO AM	ST	\$380,000	5.4
8 KXEL AM	T	\$150,000	2.1
9 KCNZ AA	T	\$75,000	1.1

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$18,600,000	42%	0.0115
Radio	\$7,100,000	16%	0.0044
Newspaper	\$17,100,000	39%	0.0106
Outdoor	\$1,600,000	4%	0.0010
Cable TV	N/A	N/A	N/A
Media Total	\$44,400,000		0.0275

NOTE: Use Newspaper and Outdoor estimates with caution.

Miscellaneous Comments: * Split DMA with Cedar Rapids and Dubuque. TV rev. is estimate of Waterloo's share. Total TV revenue for DMA is estimated at \$42,000,000.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1991				
1994	KWLO, KFMW-F	From Park	to Tomlin/Knapp	\$3,000,000
1995	KCIF and 96.1 CP			\$100,000
1996	KWLO, KFMW-F	From Tomlin/Knapp	to Bahakel	\$3,500,000
1996	KOEL-AF	From Independence	to Connoisseur	\$6,700,000
1996	KKCV-F		Sold to Connoisseur	\$3,200,000
1997	KCRR-F		Sold by Connoisseur	\$2,000,000
29-Nov-99	KCRR FM, KKCV FM, KOEL AM, KOEL FM	Connoisseur	Cumulus	Group sale: \$242,000,000

Market's Best

NO WEATHER DATA AVAILABLE

NOTE:

West Palm Beach

1999 ARB Rank: 50	1999 Revenue: \$50,100,000	Manager's Market Ranking (current): 3.1
1999 MSA Rank: 59	Rev per Share Point: \$919,266 54.5	Manager's Market Ranking (future) : 4
1999 DMA Rank: 50 (w/Fl. Pierce)	Population per Station: 45,940 20	
1999 Rev Rank: 45 of 173	1999 Revenue Change: 13.2	Five-year revenue gain % (94-99): 52.7

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	32.8	33.7	35.3	38.2	43.5	50.1						
Yearly Growth Rate (94-99): 6.3%	assigned											
Projected Revenue Estimates:							55.60	57.10	59.90	64.00	68.00	
Revenue per Capita:	33.95	34.60	35.30	37.45	41.83	47.26						
Yearly Growth Rate (94-99): 6.4%	assigned											
Projected Revenue per Capita:							50.28	53.50	56.92	60.56	64.44	
Resulting Revenue Estimate:							54.3	59.38	64.32	69.65	76.04	
Revenue as % of Retail Sales:	0.0031	0.0029	0.0028	0.0029	0.0030	0.0032						
Mean % (94-99) 0.00320%	assigned											
Resulting Revenue Estimate:							54.7	57.3	59.2	61.8	65.6	
							MEAN REVENUE ESTIMATE:					
							54.9	57.9	61.1	65.1	69.9	

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.966	0.984	1.000	1.020	1.040	1.060	1.080	1.110	1.130	1.150	1.180
Retail Sales (billions):	10.60	11.30	12.40	13.00	14.00	15.50	17.10	17.90	18.50	19.30	20.50

Below-the-Line Listening Shares:

Unlisted Station Listening:	31.6
Total Lost Listening:	13.9
Available Share Points:	45.5
Number of Viable Stations:	54.5
Average Share Points per Viable Station:	13.5
Rev. per Available Share Point:	4
Estimated Rev. for Mean Station:	\$919,266
Average HH Income:	\$3,677,000
Average Age:	\$48,716
Average Education:	42.4
Average Home Value:	12.6
Population Change (1998-2003):	\$134,800
Retail Sales Change (1998-2003):	9.9
Cable Penetration:	38
Number of Class B or C FMs:	85
	9

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. WDBF, WJBW-F and a few low rated AM's do not participate. Managers expect 10 to 12% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 82.9	<\$20: 18.4	12-to-24: 14.3	Non High School Grad: 20.4
Black: 15.2	\$20-\$49.9: 32.7	25-to-54: 45.7	High School Grad: 29.9
Amer. Indian: 0.2	\$50-\$99.9: 31.2	55-plus: 40.0	College 1-3 years: 26.9
Asian/Pac.Isl.: 1.6	\$100+: 17.7		College 4+ years: 22.8
Hispanic: * 11.0			

* Hispanic is an ethnic distinction, not a racial one: therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries

Tourism
Aircraft Equipment
Electronics
Sugar

Fortune 500 Companies

Forbes 500 Companies

Office Depot, Inc.
FPL Group, Inc.

Forbes Largest Private Companies

Purity Wholesale Grocers 109
Oxbow 456

INC 500 Companies

Employment Breakdowns

By Industry:

West Palm Beach-Boca Raton, FL MSA Total

1 Retail Trade	88,104	18.98%
2 Fin., Ins. & Real Estate	43,878	9.45%
3 Construction	40,307	8.68%
4 Health Svcs.	37,437	8.06%
5 Other Prof. Svcs.	31,870	6.86%
6 Manufac., Durables	30,796	6.63%
7 Educational Svcs.	29,689	6.39%
8 Bus. & Repair Svcs.	25,530	5.50%
9 Wholesale Trade	23,342	5.03%
10 Personal Svcs.	20,128	4.33%

By Occupation:

Sales	72,858	15.69%
Admin. Support/Clerical	69,625	15.00%
Professional	66,857	14.40%
Exec., Admin. & Managerial	65,686	14.15%
Svc., Exclud. Protective & HH	52,599	11.33%
Precis. Produc./Craft/Repair	51,465	11.08%
Technicians & Support	16,540	3.56%
Farm., Forestry & Fishing	15,754	3.39%
Transportation & Moving	14,281	3.08%
Handlers, Cleaners, Help., Laborers	13,293	2.86%

NOTE:

Total Metro Employees	464,315
Top 10 Total Employees	371,081 79.92%

Largest Local Banks (Assets \$000,000)

Republic Security Bank	\$3,040
Palm Beach Natl Bank & Trust Co.	\$262
Enterprise Natl Bk of Palm Beach	\$135
Admiralty Bank	\$92
Harris Trust/Bank of Montreal	\$46
Bank of Belle Glade	\$39
First Bank of Indiantown	\$32
Bankers Trust Florida, N.A.	\$19
Grand Bank of Florida	\$18

Colleges and Universities (# of Students)

Florida Atlantic U.	17,774
Palm Beach CC	12,149
Palm Beach Atlantic Coll.	1,974
Lynn U.	1,806
New England Inst. of Tech.	1,196
South College: Palm Beach Campus (and more)	325
Total Students (FT & PT)	35,429

Military Bases (# of personnel)

Unemployment

Jun 79:	5.30%	Jul 90:	7.50%
Dec 82:	8.60%	Jul 91:	10.10%
Sep 83:	10.20%	Jul 92:	11.50%
Sep 84:	6.90%	Jul 93:	9.90%
Aug 85:	6.00%	Jul 94:	9.10%
Aug 86:	6.40%	Jul 95:	7.40%
Aug 87:	6.60%	Jul 96:	8.00%
Aug 88:	5.60%	Aug 98:	6.60%
Jul 89:	7.00%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations

WBZT	WJBW-F	WLDI-F	WRLX-F
WDBF (1/2)	WJNA (1/2)	WMBX-F	WRMF-F
WEAT-F	WJNO-AA	WOLL-F	WWLV-F (1/2)
WIRK-F	WKGR-F	WPBZ-F	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WPTV	West Palm Beach	5	NBC	Scripps Howard	
WPEC-TV	West Palm Beach	12	CBS	Freedom	
WTCN-LP	Stuart	16	WB		
WINQ-LP	Palm Beach	19	IND		
WPBF	Tequesta	25	ABC	Hearst-Argyle	
WFLX	West Palm Beach	29	FOX	Raycom	
WTVX	Ft. Pierce	34	UPN	Straight Line	Paramount
WXEL-TV	West Palm Beach	42	PBS	Barry U.	
WFGC	Palm Beach	61	IND		
WPXP	Lake Worth	67	PAX	Paxson	

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 CBS/Infinity: WEAT FM, WIRK FM, WPBZ FM, WMBX FM	\$21,400,000	42.7
2 James Crystal Enterprises: WRMF FM, WRLX FM, WJNA AM, WDJM AM	\$13,170,000	26.3
3 Clear Channel Communications: WKGR FM, WJNO AA, WLDI FM, WOLL FM, WWLV FM, WBZT AM	\$11,970,000	23.9
4 AM/FM of Palm Beach: WJBW FM	\$1,400,000	2.8
5 AM Broadcasting, Inc.: WDBF AM	\$550,000	1.1
6 Hibernia Communications: WMNE AM	\$370,000	0.7
7 Omni-Lingual Broadcasting Corp.: WPBR AM	\$300,000	0.6
8 Big River Broadcasting, Inc.: WLVS AM	\$280,000	0.6

Major Daily Newspapers

	AM	PM	Sun	Owner
Palm Beach Post	173,074		222,266	Cox Newspapers Inc.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$109,000,000	39%	0.0070
Radio	\$50,100,000	18%	0.0032
Newspaper	\$100,000,000	36%	0.0065
Outdoor	\$11,800,000	4%	0.0008
Cable TV	\$8,600,000	3%	0.0006
Media Total	\$279,500,000		0.0181

NOTE: Use Newspaper and Outdoor estimates with caution.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WRMF FM	AC	\$10,000,000	20.0
2 WEAT FM	AC/SAC	\$9,000,000	18.0
3 WIRK FM	C	\$7,800,000	15.6
4 WKGR FM	CL AOR	\$4,000,000	8.0
5 WPBZ FM	AOR/NR	\$3,300,000	6.6
6 WRLX FM	B/O	\$2,700,000	5.4
7 WJNO AA	N/T	\$2,600,000	5.2
8 WLDI FM	CHR	\$2,500,000	5.0
9 WOLL FM	O	\$1,450,000	2.9
10 WJBW FM	ST	\$1,400,000	2.8
11 WMBX FM	AC/NR	\$1,300,000	2.6
12 WWLV FM	J	\$720,000	1.4
13 WBZT AM	T	\$700,000	1.4
14 WDBF AM	ST	\$550,000	1.1
15 WJNA AM	ST	\$470,000	0.9
16 WMNE AM	KIDS	\$370,000	0.7
17 WPBR AM	T	\$300,000	0.6
18 WLVS AM	SP	\$280,000	0.6

Market's Best

Best Golf Courses: Mayacoo Lakes, Seminole, Jupiter Hills, Pine Tree, Eagle Trace TPC, JDM CC, Old Marsh, Loxahatchee, Hammeck Dunes.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1994				
1994	WRLX-F		Sold to Fairbanks	\$5,500,000
1994	WBZT, WIRK-F	From Price	to Amer. Radio Syst.	\$22,000,000
1995	WEAT A/F	From Taylor	to OmniAmerica	\$20,000,000
1995	WKGR-F (Ft. Pierce)	From Amaturio	to Amer. Radio Syst.	\$19,000,000
1995	WOLL-F	From Lappin	to OmniAmerica	\$6,300,000
1995	WPBZ-F (Indiantown)	From Amaturio	to ARS	\$10,000,000
1995	WQOL-F (Vero Bch)		Sold to Commodore	\$3,080,000
1995	WEAT A/F, WOLL-F	From OmniAmerica	to Citicasters	\$36,000,000(E) (Canceled)
1995	WSTU, WHLG-F (Ft. Pierce)		Sold to WPBZ-F owner (ARS)	\$7,200,000
1996	WIRA, WCLB-F	From Ardman	to Fairbanks	\$23,000,000
1996	WEAT	From OmniAmerica	to Chancellor	\$2,000,000
1996	WEAT-F	From OmniAmerica	to Chancellor	\$28,000,000
1996	WOLL-F	From OmniAmerica	to Chancellor	\$9,000,000
1996	WEAT	From Chancellor	to Amer. Radio	\$2,000,000
1996	WEAT-F	From Chancellor	to Amer. Radio	\$30,500,000
1996	WOLL-F	From Chancellor	to Amer. Radio	\$10,000,000
1996	WYFX (Boynton, 1040)		Sold to Fairbanks	\$2,250,000
1997	WBZT	From ARS	to Paxson	\$3,000,000
1997	WEAT	From ARS	to Paxson	\$1,500,000
1997	WKGR-F	From ARS	to Paxson	\$18,500,000
1997	WOLL-F	From ARS	to Paxson	\$10,000,000
1997	WBZT, WEAT, WKGR-F, WOLL-F		Paxson	to Clear Channel
1997	WTPX-F (105.5)		Sold to Amer. Radio Syst.	\$11,000,000
1997	WEAT-F	From ARS	to CBS	\$34,000,000
1997	WIRK-F	From ARS	to CBS	\$32,000,000
1997	WMBX-F	From ARS	to CBS	\$13,000,000
1997	WTPX-F	From ARS	to CBS	\$10,000,000
1997	WEAT	From ARS	to Fairbanks	\$1,500,000
1997	WTPX-F	From CBS	to Fairbanks	\$12,500,000
1998	WDBF			\$1,100,000
1998	WJNX/WRMF-F/WRLX-F/WXFG-F/WJNOW/JNA		From Fairbanks	to Clear Channel
1998	WRMF-F/WRLX-F/WJNA	From Clear Channel	to James Crystal	
1998	WTPX-F	From James Crystal	to Clear Channel	
1998	WJBW-AF		Sold to WDBF owner	\$10,450,000
25-Mar-99	WPOM AM	WPOM Radio	Hibemia Commun.	\$1,200,000
14-Oct-99	WLVJ AM	South Florida Radio	James Crystal	\$3,945,000
3-Jan-00	WSBR AM, WWNN AM	H. Goldsmith	Beasley	With WHSR: \$18,000,000
21-Jan-00	WLVS AM	Goldcoast Broadcasting	Radio Fiesta	\$400,000
6-Mar-00	WMBX FM, WPBZ FM	Palm Beach Radio Bcstg.	CBS/Infinity	With WBLK Buffalo: \$29,000,000

NO WEATHER DATA AVAILABLE
See Miami for an approximation

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	83.7	\$39,609,000	18.3
National	16.3	\$7,717,000	1.6

NOTE: Trade equals 6.3% of local. In 1998 it was 6.4%.

1999 ARB Rank: 223	1999 Revenue: \$7,900,000	Manager's Market Ranking (current): 1.8
1999 MSA Rank: 235	Rev per Share Point: \$94,724 83.4	Manager's Market Ranking (future) : 2.1
1999 DMA Rank: 145 (w/Steubenville)	Population per Station: 11,773 11	
1999 Rev Rank: 165 of 173	1999 Revenue Change: 5.1	Five-year revenue gain % (94-99): 36.2

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	5.8	6.1	6.4	7.0	7.5	7.9					
Yearly Growth Rate (94-99): 5.0% assigned											
Projected Revenue Estimates:							8.40	8.60	8.80	9.40	10.10
Revenue per Capita:	36.71	38.85	41.03	45.40	49.34	52.60					
Yearly Growth Rate (94-99): 4.6% assigned											
Projected Revenue per Capita:							55.02	57.55	60.20	62.97	65.86
Resulting Revenue Estimate:							8.3	8.58	8.91	9.26	9.62
Revenue as % of Retail Sales:	0.0044	0.0045	0.0046	0.0049	0.0051	0.0051					
Mean % (94-99) 0.00510%											
Resulting Revenue Estimate:							8.5	8.6	8.7	8.9	9.1
							MEAN REVENUE ESTIMATE:				
							8.4	8.6	8.8	9.2	9.6

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.158	0.157	0.156	0.154	0.153	0.151	0.150	0.149	0.148	0.147	0.146
Retail Sales (billions):	1.31	1.36	1.38	1.42	1.48	1.55	1.66	1.69	1.71	1.74	1.79

Below-the-Line Listening Shares:

Unlisted Station Listening:	8.9
Total Lost Listening:	7.7
Available Share Points:	16.6
Number of Viable Stations:	83.4
Average Share Points per Viable Station:	10
Rev. per Available Share Point:	8.3
Estimated Rev. for Mean Station:	\$94,724
Average HH Income:	\$786,000
Average Age:	\$28,651
Average Education:	40.4
Average Home Value:	11.7
Population Change (1998-2003):	\$56,100
Retail Sales Change (1998-2003):	-3.8
Cable Penetration:	17.8
Number of Class B or C FMs:	76
	6

Confidence Levels

1999 Revenue Estimates:	Below normal
2000-to-2004 Revenue Estimates:	Below normal

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 97.3	<\$20: 35.5	12-to-24 18.8	Non High School Grad: 26.8
Black: 2.2	\$20-\$49.9: 39.5	25-to-54 47.5	High School Grad: 42.3
Amer. Indian: 0.1	\$50-\$99.9: 21.3	55-plus 33.7	College 1-3 years: 18.7
Asian/Pac. Isl.: 0.4	\$100+: 3.7		College 4+ years: 12.2
Hispanic: *	0.4		

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Metal Products			Ormet 295
Steel			
Brass Products			
Coal Mining			

INC 500 Companies

Employment Breakdowns

By Industry:

Wheeling, WV-OH MSA Total

1 Retail Trade	12,595	20.45%
2 Health Svcs.	7,695	12.49%
3 Manufac., Durables	5,740	9.32%
4 Educational Svcs.	5,385	8.74%
5 Construction	3,550	5.76%
6 Manufac., Non-Durables	3,310	5.37%
7 Other Prof. Svcs.	3,285	5.33%
8 Fin., Ins. & Real Estate	2,973	4.83%
9 Transportation	2,511	4.08%
10 Mining	2,481	4.03%
Total Metro Employees	61,590	
Top 10 Total Employees	49,525	80.41%

By Occupation:

Admin. Support/Clerical	8,499	13.80%
Svc., Exclud. Protective & HH	8,403	13.64%
Precis. Produc./Craft/Repair	8,335	13.53%
Professional	7,993	12.98%
Sales	6,980	11.33%
Exec., Admin. & Managerial	5,788	9.40%
Transportation & Moving	4,241	6.89%
Machine Oprs., Fab., Assemb., & Inspec.	3,592	5.83%
Handlers, Cleaners, Help., Laborers	3,386	5.50%
Technicians & Support	2,085	3.39%

NOTE:

Largest Local Banks (Assets \$000,000)		Colleges and Universities (# of Students)		Military Bases (# of personnel)	Unemployment
WesBanco Bk Wheeling	\$1,121	West Virginia Northern CC	2,592		
Wheeling Natl Bk	\$642	West Liberty State Coll.	2,475		
Belmont National Bank	\$422	Bethany Coll.	710		
Bk One Wheeling-Steubenville NA	\$343	Wheeling Jesuit U.	201		
One Valley Bank-North, Inc.	\$257				
Progressive Bk NA	\$148	Total Students (FT & PT)	5,978		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations

WBBD	WOMP-F
WEEL-F	WOVK-F
WEGW-F	WRKY-F
WKWK-F	WWVA
WOMP	WZNW-F

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel Communications: WOVK FM, WKWK FM, WWVA AM, WEGW FM, WZNW FM, WBBD AM	\$5,390,000	68.2
2 Stop26-Riverbend: WOMP FM, WOMP AM	\$2,230,000	28.2
3 Adventure Communications Inc.: WEEL FM	\$350,000	4.4

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WTRF-TV	Wheeling	7	CBS	Benedek	
WTOV-TV	Steubenville	9	NBC	Sunrise	
WOUC-TV	Cambridge	44	PBS	OH U.	

Major Daily Newspapers

	AM	PM	Sun	Owner
Intelligencer; News-Register	21,342	18,371	45,851	Ogden Newspapers

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WOVK FM	C	\$1,900,000	24.1
2 WOMP FM	CHR	\$1,680,000	21.3
3 WKWK FM	AC	\$1,050,000	13.3
4 WWVA AM	FS/T	\$1,050,000	13.3
5 WEGW FM	AOR/CL	\$850,000	10.8
6 WOMP AM	T	\$550,000	7.0
7 WZNW FM	AC/CHR	\$400,000	5.1
8 WEEL FM	O	\$350,000	4.4
9 WBBD AM	ST	\$140,000	1.8

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$15,500,000	36%	0.0100
Radio	\$7,900,000	19%	0.0051
Newspaper	\$16,500,000	39%	0.0106
Outdoor	\$1,500,000	4%	0.0010
Cable TV	\$1,200,000	3%	0.0008
Media Total	\$42,600,000		0.0275

NOTE: Use Newspaper and Outdoor estimates with caution.

Miscellaneous Comments: * Split DMA with Steubenville. Figure is estimate of Wheeling's share. Total TV revenue for the DMA is estimated to be \$18,500,000.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1990				
1992	WOMP A/F (Bellaire)	From receiver	to Associated	\$575,000
1996	WKWK-AF, WHLX-F	From Community Svc	. to Osborn	\$2,650,000
1996	WEGW-F	From Burbach	to Osborn	\$800,000
1996	WWVA, WBBD, WEGW-F, WKWK-F, WRIR-F, WOVK-F	Associated Commun.	From Osborn	to Capstar
4-Jun-99	WOMP AM, WOMP FM, WRKY FM, WSTV AM	Associated Commun.	Liberty Media Group	\$2,800,000,000 buy of Assoc.'s parent
8-Dec-99	WOMP AM, WOMP FM, WRKY FM, WSTV AM	Associated Commun.	Stop 26-Riverbend	Group transaction: \$20,000,000
8-Feb-00	WOMP AM, WOMP FM, WRKY FM, WSTV AM	Stop 26-Riverbend	Keymarket	\$5,000,000

Market's Best

NO WEATHER DATA AVAILABLE

NOTE:

1999 ARB Rank: 84	1999 Revenue: \$29,000,000	Manager's Market Ranking (current): 2.7
1999 MSA Rank: 103	Rev per Share Point: \$319,383 90.8	Manager's Market Ranking (future) : 3.3
1999 DMA Rank:65 (w/Hutchinson)	Population per Station: 22,520 20	
1999 Rev Rank: 68 of 173	1999 Revenue Change: 10.3	Five-year revenue gain % (94-99): 59.3

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	18.2	19.0	19.9	22.6	26.0	29.0					
Yearly Growth Rate (94-99): 5.9%											
Projected Revenue Estimates:							31.60	32.40	34.40	36.20	38.60
Revenue per Capita:	38.24	39.74	41.20	45.75	48.49	55.55					
Yearly Growth Rate (94-99): 4.9%											
Projected Revenue per Capita:							58.27	61.13	64.12	67.26	70.56
Resulting Revenue Estimate:							30.9	33.01	35.14	37.53	39.79
Revenue as % of Retail Sales:	0.0037	0.0036	0.0040	0.0045	0.0047	0.0052					
Mean % (94-99): 0.00520%											
Resulting Revenue Estimate:							30.7	31.2	31.7	32.2	33.8
							MEAN REVENUE ESTIMATE:				
							31.1	32.2	33.8	35.3	37.4

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.476	0.476	0.483	0.494	0.515	0.522	0.531	0.540	0.548	0.558	0.564
Retail Sales (billions):	4.90	4.90	5.00	5.00	5.20	5.60	5.90	6.00	6.10	6.20	6.50

Below-the-Line Listening Shares:

Unlisted Station Listening:	8.1
Total Lost Listening:	9.2
Available Share Points:	90.8
Number of Viable Stations:	16.5
Average Share Points per Viable Station:	5.5
Rev. per Available Share Point:	\$319,383
Estimated Rev. for Mean Station:	\$1,757,000
Average HH Income:	\$40,762
Average Age:	35
Average Education:	12.6
Average Home Value:	\$75,500
Population Change (1998-2003):	8.2
Retail Sales Change (1998-2003):	18.8
Cable Penetration:	67
Number of Class B or C FMs:	14

Confidence Levels

1999 Revenue Estimates:	Below Normal
2000-to-2004 Revenue Estimates:	Below Normal

Comments: Market reports revenue to Miller, Kaplan.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 88.3	<\$20: 22.4	12-to-24 20.5	Non High School Grad: 17.3
Black: 8.1	\$20-\$49.9: 38.2	25-to-54 53.7	High School Grad: 32.0
Amer. Indian: 1.1	\$50-\$99.9: 31.2	55-plus 25.8	College 1-3 years: 28.6
Asian/Pac.Isl.: 2.5	\$100+: 8.3		College 4+ years: 22.2
Hispanic: *	6.0		

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Airplanes			Koch Industries 2
Agribusiness			
Chemicals			
Electronics			
Oil and Gas			
Sporting Goods			
Aerospace			

INC 500 Companies

Air One Transport Group	244
Personnel Services	399
One Transport Group	244
Personnel Services	399

Employment Breakdowns

By Industry:

Wichita, KS MSA Total

1 Manufac., Durables	58,802	21.53%
2 Retail Trade	43,804	16.04%
3 Health Svcs.	24,215	8.87%
4 Educational Svcs.	21,556	7.89%
5 Other Prof. Svcs.	17,040	6.24%
6 Fin., Ins. & Real Estate	15,808	5.79%
7 Construction	13,722	5.02%
8 Manufac., Non-Durables	12,909	4.73%
9 Bus. & Repair Svcs.	11,508	4.21%
10 Wholesale Trade	10,701	3.92%
Total Metro Employees	273,143	
Top 10 Total Employees	230,065	84.23%

By Occupation:

Admin. Support/Clerical	46,413	16.99%
Professional	41,818	15.31%
Precis. Produc./Craft/Repair	37,688	13.80%
Exec., Admin. & Managerial	33,386	12.22%
Sales	31,368	11.48%
Svc., Exclud. Protective & HH	27,751	10.16%
Machine Oprs., Fab., Assem., & Inspec.	19,439	7.12%
Technicians & Support	10,616	3.89%
Transportation & Moving	8,328	3.05%
Handlers, Cleaners, Help., Laborers	7,846	2.87%

NOTE:

Largest Local Banks (Assets \$000,000)

INTRUST Bk NA	\$1,971
Commerce Bk NA	\$985
Emprise Bk	\$474
Amer Bk	\$281
Prairie St Bk	\$180
Twin Lakes National Bank	\$128
Southwest Natl Bk	\$122
Midland Natl Bk	\$100

Colleges and Universities (# of Students)

Wichita State U.	13,498
Butler County CC	3,996
Hutchinson CC	3,213
Cowley County CC	2,062
Newman U.	1,616
Southwestern Coll.	963
Total Students (FT & PT)	25,348

Military Bases (# of personnel)

McConnell AFB	2,598
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Unemployment

Jun 79:	2.20%	Jul 90:	4.00%
Dec 82:	9.60%	Jul 91:	5.20%
Sep 83:	7.20%	Jul 92:	3.90%
Sep 84:	5.90%	Jul 93:	5.50%
Aug 85:	5.40%	Jul 94:	5.40%
Aug 86:	6.20%	Jul 95:	4.80%
Aug 87:	4.50%	Jul 96:	5.80%
Aug 88:	4.70%	Aug 98:	3.10%
Jul 89:	4.20%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Lida
Armstrong
Media Source
Stephan

Viable Stations

KDGS-F	KFH	KLT-F	KRBB-F
KEYN-F	KICT-F	KNSS	KRZZ-F
KFDI	KKRD-F	KOEZ-F	KWSJ-F
KFDI-F	KLLS-F	KQAM (1/2)	KYQQ-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls City of Lic. Chan. Net Owner LMA/JSA

Highest Billing Radio Entities

(includes duopolies and combos)

Combined Revenue

Revenue Share

1	Clear Channel Communications: KKRD FM, KZSN FM, KRBB FM, KRZZ FM	\$13,000,000	44.8
2	Journal Broadcast Group: KFDI AF, KICT FM, KLLS FM, KYQQ FM, KOEZ FM	\$10,260,000	35.4
3	Entercom: KEYN FM, KNSS AM, KFH AM, KWSJ FM, KQAM AM	\$4,200,000	14.5
4	Gary L. Violet: KDGS FM, KAYY FM	\$1,060,000	3.7
5	Michael Pery Stephens: KTLI-FM	\$520,000	1.8

Major Daily Newspapers

Eagle	AM	PM	Sun	Owner
	87,915		163,160	Knight Ridder

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KFDI AF	C	\$5,200,000	17.9
2 KKRD FM	CHR	\$3,700,000	12.8
3 KZSN FM	C	\$3,400,000	11.7
4 KRBB FM	AC	\$3,150,000	10.9
5 KRZZ FM	AOR/CL	\$2,750,000	9.5
6 KICT FM	AOR	\$2,000,000	6.9
7 KEYN FM	O	\$1,800,000	6.2
8 KLLS FM	CL AOR	\$1,500,000	5.2
9 KNSS AM	T	\$900,000	3.1
10 KYQQ FM	C	\$890,000	3.1
11 KDGS FM	B	\$760,000	2.6
12 KOEZ FM	SAC	\$670,000	2.3
13 KFHM	T	\$600,000	2.1
14 KWSJ FM	J	\$530,000	1.8
15 KTLI-FM	REL/CC	\$520,000	1.8
16 KQAM AM	SPRTS	\$370,000	1.3
17 KAYY FM	AC/CHR	\$300,000	1.0

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$58,000,000	40%	0.0104
Radio	\$29,000,000	20%	0.0052
Newspaper	\$48,000,000	33%	0.0086
Outdoor	\$5,100,000	4%	0.0009
Cable TV	\$4,300,000	3%	0.0008
Media Total	\$144,400,000		0.0259

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1994				
1994	KFH, KXLK-F	From Midcontinent	to Pourtales	\$2,250,000
1994	KYQQ-F (Arkansas City)		Sold to Lesso	\$515,000
1995	KRBB-F		Sold to Triathlon	\$3,300,000
1995	KFH, KQAM, KXLK-F	From Pourtales	to Triathlon	\$3,500,000
1996	KNSS	From Prism	to SFX	\$1,800,000
1996	KKRD-F	From Prism	to SFX	\$5,700,000
1996	KRZZ-F	From Prism	to SFX	\$4,900,000
1996	KZSN-AF	From So. Skies	to Triathlon	\$8,000,000
1996	KTLI-F			\$1,250,000
1996	KEYN-F	From Pourtales	to Triathlon	
1997	KKRD-F, KRZZ-F	From SFX	to Capstar	Trade
1997	KQAM	From Triathlon	to KSGI owner	\$250,000
1998	KQAM	From Triathlon	to Capstar	\$1,300,000
1998	KEYN-F	From Triathlon	to Capstar	\$6,000,000
1998	KZSN-F	From Triathlon	to Capstar	\$14,400,000
1998	KRBB-F	From Triathlon	to Capstar	\$9,000,000
1998	KFH	From Triathlon	to Capstar	\$1,500,000
1998	KWSJ-F	From Triathlon	to Capstar	\$3,400,000
1998	KLLS-F	From Great Empire	to Journal	\$5,700,000
1998	KYQQ-F	From Great Empire	to Journal	\$4,900,000
1998	KFDI	From Great Empire	to Journal	\$7,900,000
1998	KICT-F	From Great Empire	to Journal	\$8,000,000
1998	KFDI-F	From Great Empire	to Journal	\$20,000,000
4-Mar-99	KEYN FM, KFHM, KNSS AM, KQAM AM, KWSJ FM	Capstar	Connoisseur	\$7,500,000
22-Jul-99	KOEZ FM	KJRG, Inc.	Kansas Radio Assets I, LLC	\$1,500,000
29-Nov-99	KEYN FM, KFHM, KNSS AM, KQAM AM, KWSJ FM	Capstar	Connoisseur	Cancelled
29-Nov-99	KEYN FM, KFHM, KNSS AM, KQAM AM, KWSJ FM	Henry Rivera, Trustee	Entercom	\$8,000,000
29-Nov-99	KOEZ FM	Kansas Radio Assets, LLC	Journal	\$4,250,000
23-Feb-00	KDGS FM	Gary & Viola Violet	Entercom	\$3,150,000
17-Mar-00	KAYY FM	Gary & Viola Violet	Entercom	\$2,000,000

Market's Best

Best Restaurants: Picadelly, Olive Tree, Chelsea, Larkspur, Scotch & Sirloin.

Best Hotels: Inn at the Park, Marriott, Airport Hilton, Inn at Willowbend, Inn at Tallgrass.

Best Golf Courses: Wichita CC, Tall Grass Club.

WEATHER DATA

Elevation:	1321
Annual Precipitation:	30.1 in.
Annual Snowfall:	16.3 in.
Average Windspeed:	12.6

	JAN	JUL	TOTAL YEAR
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:

1999 ARB Rank: 64	1999 Revenue: \$27,700,000	Manager's Market Ranking (current): 2.2
1999 MSA Rank: 85	Rev per Share Point: \$358,344 77.3	Manager's Market Ranking (future) : 2.9
1999 DMA Rank: 52	Population per Station: 19,841 32	
1999 Rev Rank: 69 of 173	1999 Revenue Change: 6.9	Five-year revenue gain % (94-99): 41.3

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	19.6	20.8	22.2	24.0	25.8	27.7						
Yearly Growth Rate (94-99): 6.0%	assigned											
Projected Revenue Estimates:							30.00	31.40	32.60	34.80	37.10	
Revenue per Capita:	30.82	32.81	35.46	38.71	41.95	45.11						
Yearly Growth Rate (94-99): 7.5%	assigned											
Projected Revenue per Capita:							48.49	52.13	56.04	60.24	64.76	
Resulting Revenue Estimate:							29.5	31.48	33.62	35.84	38.40	
Revenue as % of Retail Sales:	0.0037	0.0038	0.0038	0.0040	0.0042	0.0043						
Mean % (94-99) 0.00430%	assigned											
Resulting Revenue Estimate:							29.2	30.1	30.5	31.0	32.7	
							MEAN REVENUE ESTIMATE:					
							29.6	31.0	32.3	33.9	36.1	

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.636	0.633	0.626	0.620	0.615	0.614	0.609	0.604	0.600	0.595	0.593
Retail Sales (billions):	5.30	5.40	5.90	6.00	6.10	6.40	6.80	7.00	7.10	7.20	7.60

Below-the-Line Listening Shares:	8.7
Unlisted Station Listening:	14
Total Lost Listening:	22.7
Available Share Points:	77.3
Number of Viable Stations:	14
Average Share Points per Viable Station:	5.5
Rev. per Available Share Point:	\$358,344
Estimated Rev. for Mean Station:	\$1,971,000
Average HH Income:	\$31,250
Average Age:	39.7
Average Education:	11.9
Average Home Value:	\$77,200
Population Change (1998-2003):	-3.8
Retail Sales Change (1998-2003):	17.8
Cable Penetration:	82
Number of Class B or C FMs:	5

Confidence Levels

1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan although quite a few stations do not cooperate. Managers predict 7 to 8% revenue gain in 2000.

Socio-Economic Breakdowns

Ethnic Income (\$000) Age Education

NOT AVAILABLE

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Apparel			
Iron and Steel			
Textiles			
Electronics			
Candy			
Tobacco Products			

INC 500 Companies

Employment Breakdowns

By Industry:

Scranton—Wilkes-Barre—Hazleton, PA MSA Total

1 Retail Trade	49,533	18.11%
2 Manufac., Non-Durables	36,273	13.26%
3 Health Svcs.	29,565	10.81%
4 Manufac., Durables	26,394	9.65%
5 Educational Svcs.	21,001	7.68%
6 Construction	16,362	5.98%
7 Fin., Ins. & Real Estate	14,369	5.25%
8 Other Prof. Svcs.	13,819	5.05%
9 Wholesale Trade	12,018	4.39%
10 Pub. Admin.	11,317	4.14%

By Occupation:

Admin. Support/Clerical	43,567	15.93%
Precis. Produc./Craft/Repair	33,743	12.34%
Professional	33,196	12.14%
Svc., Exclud. Protective & HH	32,646	11.94%
Machine Oprs., Fab., Assemb., & Inspec.	30,163	11.03%
Sales	29,613	10.83%
Exec., Admin. & Managerial	25,378	9.28%
Handlers, Cleaners, Help., Laborers	14,869	5.44%
Transportation & Moving	12,758	4.67%
Technicians & Support	9,501	3.47%

NOTE:	Total Metro Employees	273,459
	Top 10 Total Employees	230,651 84.35%

Largest Local Banks (Assets \$000,000)

First Liberty Bank & Trust	\$626
First National Community Bank	\$510
Penn Secur Bk & Tr Co	\$434
Pioneer American Bk NA	\$426
Community Bank & Trust Co.	\$383
Fidelity Dep & Discount Bk	\$360
The First National Bank of Berwick	\$326
Columbia Cty Farmers Natl Bk	\$184
First Heritage Bank	\$183

Colleges and Universities (# of Students)

Bloomsburg U. of Pennsylvania	7,250
Luzerne County CC	6,123
U. of Scranton	4,663
Marywood U.	2,826
Wilkes U.	2,586
King's Coll.	2,081
College Misericordia	1,471
(and more)	
Total Students (FT & PT)	29,557

Military Bases (# of personnel)

Sheppard AFB	3,298
Tobyhanna Army Depot	189

Unemployment

Jun 79:	8.30%	Jul 90:	7.00%
Dec 82:	12.90%	Jul 91:	9.00%
Sep 83:	11.00%	Jul 92:	10.20%
Sep 84:	12.10%	Jul 93:	8.90%
Aug 85:	10.00%	Jul 94:	8.20%
Aug 86:	7.00%	Jul 95:	7.00%
Aug 87:	6.00%	Jul 96:	7.00%
Aug 88:	4.80%	Aug 98:	5.30%
Jul 89:	5.90%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Ad Agency
Benchmark
Gann-Dawson

Viable Stations

WARM	WEZX-F	WKRZ-FF	KZSN-F
WBHT-FF	WGGY-FF	WMGS-F	WSBG-F
WCTD-FF	WILK-AA	WNAK	WSHG-F (1/2)
WEJL-AA	WKAB-F (1/2)	WQFM-F	WXBE-FF

Highest Billing Radio Entities (includes duopolies and combos)

Rank	Entity	Revenue	Share
1	Entercom: WKRZ FF, WGGY FM, WILK AAA, WSHG FF	\$10,950,000	39.5
2	Citadel Communications Corp.: WMGS FM, WXBE FF, WBHT FF, WARM AA, WCTD FF, WAZL AA	\$7,380,000	26.6
3	Shamrock Communications: WEZX FM, WQFM FM, WEJL AA	\$4,200,000	15.2
4	Seven-Thirty Bcstrs, Inc.: WNAK AM	\$580,000	2.1
5	Multicultural Radio Broadcasting: WSBG FM, WVPO AM	\$320,000	1.2

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
Wilkes Barre-Scranton					
WNBP-TV	Scranton	16	ABC	NY Times	
WYOU-TV	Scranton	22	CBS	Bastet	
WBRE-TV	Wilkes Barre	28	NBC	Nexstar	
WSWB	Scranton	38	WB	KB Prime Media	Pegasus
WVIA-TV	Scranton	44	PBS		
WOLF	Scranton	56	FOX	Pegasus	
WQPX	Scranton	64	PAX	Paxson	

Major Daily Newspapers

	AM	PM	Sun	Owner
Scranton Trib; Times; Sun. Times	32,453	36,614	78,897	Shamrock Comm.
Times Leader	50,784		66,445	Knight Ridder
Citizens' Voice; Sun. Voice	34,246		29,452	

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$55,000,000	38%	0.0086
Radio	\$27,700,000	19%	0.0043
Newspaper	\$52,000,000	36%	0.0081
Outdoor	\$6,700,000	5%	0.0010
Cable TV	\$4,300,000	3%	0.0007
Media Total	\$145,700,000		0.0227

NOTE: Use Newspaper and Outdoor estimates with caution.

Highest Billing Stations

Rank	Calls	Format	Revenue	Pct.
1	WKRZ FF	CHR	\$6,100,000	22.0
2	WGGY FM	C	\$3,600,000	13.0
3	WMGS FM	AC	\$3,600,000	13.0
4	WEZX FM	CL AOR	\$3,000,000	10.8
5	WXBE FF	AOR	\$1,500,000	5.4
6	WILK AAA	T	\$1,050,000	3.8
7	WBHT FM	CHR	\$800,000	2.9
8	WARMAA	FS	\$750,000	2.7
9	WQFM FM	O	\$740,000	2.7
10	WCTD FF	C	\$730,000	2.6
11	WNAK AM	ST	\$580,000	2.1
12	WEJL AA	ST	\$460,000	1.7
13	WSBG FM	CHR	\$320,000	1.2
14	WSHG FF	SAC	\$200,000	0.7

Market's Best

Best Restaurants: Ryan House, Allante, Left Bank.

Best Hotels: Woodlands Inn, East Mountain Inn, Lackawanna Station, Hilton.

Best Golf Courses: Mt. Airy Lodge, Scranton CC.

NOTE:

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1989				
1989	WYOM	From Keymarket	to Gore	\$125,000
1989	WILK		Sold to Keymarket	
1990	WCDL/WSGD-F (Carbondale)		Sold by Sage	\$2,000,000
1992	WGBI A/F		Sold to Keymarket	\$3,000,000
1992	WZZC-F	Sold by Holt		\$540,000
1993	WAZL, WWSH-F		Sold to owners of WKAB-F	\$750,000
1994	WBAX, WTZR-F		Sold to Shamrock	NA
1994	WVPO, WSBG-F (Stroudsburg)		Sold to Nassau	\$2,200,000
1995	WVPO, WSBG-F,			\$2,000,000
1995	WILK, WGBI, WKRZ-F, WGGY-F	From Keymarket	to River City	\$25,000,000
1995	WARD (Pittston)			\$275,000
1996	WGBI, WGGY-F, WILK, WKRZ-F	From River City	to Sinclair TV	
1996	WDLS-F			\$950,000
1996	WAZL, WZMT-F		Sold to Telemedia	\$3,500,000
1996	WILP, WWFH-F (Hazleton)		Sold to Sinclair Bcst Gp	\$575,000
1996	WARM, WMGS-F	From Susquehanna	to Telemedia	\$9,400,000
1997	WKRF-F		Sold to Sinclair Bcst Gp	\$150,000
1997	WWSH-F		Sold to Sinclair Bcst Gp	\$750,000
1997	WARM	From Telemedia	to Citadel	\$2,000,000
1997	WAZL	From Telemedia	to Citadel	\$800,000
1997	WZMT-F	From Telemedia	to Citadel	\$3,100,000
1997	WMGS-F	From Telemedia	to Citadel	\$7,400,000
1997	WEMR-AF		Sold to Citadel	\$1,000,000
1997	WCDL/WDLS-F/WSGD-F		Sold to Citadel	\$6,000,000
1998	WGGI-F		Sold to Sinclair Bcst Gp	\$850,000
1998	WMXH			\$77,500
1998	WBHT-F		Sold to Citadel	\$1,200,000
1998	WJMW/WHLM-F (Bloomsburg)			\$2,510,000
1998	WSBG-F/WVPO	From Nassau	to Multicultural	\$7,000,000
29-Jan-99	WKQV AM, WKQV FM		Citadel Communications	\$2,500,000
26-Jul-99	WILK AM	Sinclair Bcst Gp	Entercom	Group purchase: \$821,500,000
26-Jul-99	WGBI AM	Sinclair Bcst Gp	Entercom	Group purchase: \$821,500,000
26-Jul-99	WILT AM	Sinclair Bcst Gp	Entercom	Group purchase: \$821,500,000
26-Jul-99	WGGY FM	Sinclair Bcst Gp	Entercom	Group purchase: \$821,500,000
26-Jul-99	WGGI FM	Sinclair Bcst Gp	Entercom	Group purchase: \$821,500,000
26-Jul-99	WKRZ FM	Sinclair Bcst Gp	Entercom	Group purchase: \$821,500,000
26-Jul-99	WKRF FM	Sinclair Bcst Gp	Entercom	Group purchase: \$821,500,000
26-Jul-99	WSHG FM	Sinclair Bcst Gp	Entercom	Group purchase: \$821,500,000
26-Jul-99	WWFH FM	Sinclair Bcst Gp	Entercom	Group purchase: \$821,500,000
3-Jan-00	WSQV AM	Heritage Broadcasting	Kevin Fennessy	\$35,000

WEATHER DATA

Elevation:			930
Annual Precipitation:			36.6 in.
Annual Snowfall:			50.3 in.
Average Windspeed:			8.4 (SW)
			TOTAL
			YEAR
Avg. Max. Temp:	JAN	JUL	58.9
Avg. Min. Temp:	33.5	83.0	39.8
Average Temp:	18.4	61.3	49.4
	26.0	72.2	

1999 ARB Rank: 76	1999 Revenue: \$21,300,000	Manager's Market Ranking (current): 4.3
1999 MSA Rank: 92	Rev per Share Point: \$568,000 37.5	Manager's Market Ranking (future) : 4.1
1999 DMA Rank: 4 (Philadelphia DMA)	Population per Station: 58,611 9	
1999 Rev Rank: 83 of 173	1999 Revenue Change: 8.5	Five-year revenue gain % (94-99): 56.6

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	13.6	14.3	16.3	17.8	19.5	21.3					
Yearly Growth Rate (94-99): 6.0% assigned											
Projected Revenue Estimates:							23.50	24.50	25.30	27.00	28.50
Revenue per Capita:	22.50	26.09	29.42	31.84	34.57	37.36					
Yearly Growth Rate (94-99): 5.5% assigned											
Projected Revenue per Capita:							39.41	41.58	43.86	46.28	48.82
Resulting Revenue Estimate:							22.7	24.20	25.75	27.40	29.10
Revenue as % of Retail Sales:	0.0023	0.0026	0.0030	0.0032	0.0033	0.0034					
Mean % (94-99) 0.00335%											
Resulting Revenue Estimate:							21.8	22.1	22.4	23.1	24.1
							MEAN REVENUE ESTIMATE:				
							22.7	23.6	24.5	25.8	27.2

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.542	0.548	0.554	0.559	0.564	0.569	0.577	0.582	0.587	0.592	0.596
Retail Sales (billions):	5.00	5.40	5.40	5.90	5.90	6.20	6.50	6.60	6.70	6.90	7.20

Below-the-Line Listening Shares:	49.2
Unlisted Station Listening:	13.3
Total Lost Listening:	62.5
Available Share Points:	37.5
Number of Viable Stations:	7.5
Average Share Points per Viable Station:	5
Rev. per Available Share Point:	\$568,000
Estimated Rev. for Mean Station:	\$2,840,000
Average HH Income:	\$52,590
Average Age:	35.6
Average Education:	12.4
Average Home Value:	\$134,900
Population Change (1998-2003):	5.1
Retail Sales Change (1998-2003):	17.3
Cable Penetration:	NA
Number of Class B or C FMs:	4

Confidence Levels	
1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Managers expect 7 to 8% revenue growth in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 80.3	<\$20: 15.9	12-to-24 21.3	Non High School Grad: 20.1
Black: 17.3	\$20-\$49.9: 31.4	25-to-54 54.0	High School Grad: 31.6
Amer. Indian: 0.2	\$50-\$99.9: 37.0	55-plus 24.7	College 1-3 years: 24.4
Asian/Pac. Isl.: 2.2	\$100+: 15.7		College 4+ years: 23.9
Hispanic: * 3.6			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Chemicals	E.I. Du Pont De Nemours16	Conectiv	WL Gore & Associates 115
Explosives	MBNA 310	Consolidated Stores Corp.	Townsend's 501
Ships	Conectiv 477	E.I. DuPont de Nemours	
Gas Transmission/Distribution		Hercules Incorporated	
		MBNA Corporation	
		Wilmington Trust Corp.	

INC 500 Companies

Total Scope	220
ACS Int'l Resources	296
Brew Ha Ha	320
Applied Control Eng.	345
PSCI	354

Employment Breakdowns

By Industry:			By Occupation:		
Wilmington-Newark, DE-MD PMSA Total					
1 Retail Trade	44,422	14.95%	Admin. Support/Clerical	58,037	19.53%
2 Manufac., Non-Durables	37,028	12.46%	Professional	45,465	15.30%
3 Fin., Ins. & Real Estate	32,038	10.78%	Exec., Admin. & Managerial	39,287	13.22%
4 Educational Svcs.	24,461	8.23%	Precis. Produc./Craft/Repair	33,595	11.31%
5 Health Svcs.	23,379	7.87%	Sales	32,126	10.81%
6 Construction	22,810	7.68%	Svc., Exclud. Protective & HH	28,485	9.59%
7 Other Prof. Svcs.	22,520	7.58%	Machine Oprs., Fab., Assemb., & Inspec.	15,776	5.31%
8 Manufac., Durables	22,496	7.57%	Technicians & Support	14,338	4.83%
9 Bus. & Repair Svcs.	13,686	4.61%	Transportation & Moving	11,085	3.73%
10 Transportation	11,880	4.00%	Handlers, Cleaners, Help., Laborers	9,554	3.22%
Total Metro Employees	297,107				
Top 10 Total Employees	254,720	85.73%			

NOTE:

Largest Local Banks (Assets \$000,000)

Chase Manhattan Bk USA NA	\$33,297
MBNA America Bk NA	\$25,280
FCC National Bank	\$11,280
First USA Bank, NA	\$7,837
Wilmington Tr Co	\$6,119
Cltbank Delaware	\$4,385
Travelers Bank & Trust, FSB	\$2,579
PNC Bk Delaware	\$2,514
Advanta National Bank	\$2,438

Colleges and Universities (# of Students)

U. of Delaware	18,574
Wilmington Coll.	6,477
DE Tech and CC: Stanton/Wilmington	6,429
Delaware State U.	3,155
DE Tech and CC: Terry Campus	1,807
Goidey-Beacom Coll.	1,300
Wesley Coll.	1,280
Total Students (FT & PT)	39,022

Military Bases (# of personnel)

Dover AFB	3,900
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Unemployment

Jun 79:	6.20%	Jul 90:	5.20%
Dec 82:	7.70%	Jul 91:	6.50%
Sep 83:	8.10%	Jul 92:	6.80%
Sep 84:	6.10%	Jul 93:	5.60%
Aug 85:	7.00%	Jul 94:	5.80%
Aug 86:	5.00%	Jul 95:	4.40%
Aug 87:	3.60%	Jul 96:	6.20%
Aug 88:	3.90%	Aug 98:	4.30%
Jul 89:	5.30%		

RADIO BUSINESS INFORMATION
Heavy Agency Radio Users

Viable Stations

WDEL	WJKS-F (1/2)
WILM	WRDX-F
WJBR	WSTW-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
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Highest Billing Radio Entities (includes duopolies and combos)

Combined Revenue Share

1 Delmarva Broadcasting Co.: WSTW FM, WDEL AM, WXCX FM	\$10,500,000	51.2
2 NextMedia: WJBR FM	\$5,800,000	27.2
3 Clear Channel Communications: WRDX FM, WJBR AM	\$2,700,000	12.7
4 Sally V. Hawkins: WILM AM	\$1,850,000	8.7

See Philadelphia

Major Daily Newspapers

AM	PM	Sun	Owner
News Journal; Sunday News Journal	125,401		149,519 Gannett

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$42,000,000	37%	0.0068
Radio	\$21,300,000	19%	0.0034
Newspaper	\$44,000,000	39%	0.0071
Outdoor	\$5,800,000	5%	0.0009
Cable TV	N/A	N/A	N/A
Media Total	\$113,100,000		0.0182

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WSTW FM	CHR	\$6,600,000	31.0
2 WJBR FM	AC	\$5,800,000	27.2
3 WDEL AM	FS	\$2,500,000	11.7
4 WRDX FM	AOR	\$2,100,000	9.9
5 WILM AM	N/T	\$1,850,000	8.7
6 WXCX FM	C	\$1,800,000	8.5
7 WJBR AM	ST	\$600,000	2.8

NOTE: WDSB-F (Dover) takes of dollars out of this market, but not a high-enough percentage to be included. WDSB-F had total revenues of about \$1.8 million.

NOTE: Use Newspaper and Outdoor estimates with caution. Miscellaneous Comments: * Part of Philadelphia DMA. TV revenue is Wilmington's estimated contribution to the total TV revenue for the DMA.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
1996	WJBR-AF	From Commodore	to Capstar	
1996	WXCX-F (Havre de Grace, MD)		Sold to WDEL, WSTW-F owner	\$3,500,000
1996	WDSB-F (Dover)	From Benchmark	to Capstar	\$6,500,000
1998	WJBR-F	From Capstar	to F. Washington	Price NA
9-Jun-99	WSER AM	First Philadelphia Props.	World Revivals, Inc.	Price NA
29-Nov-99	WJBR FM	Washington, Frank	NextMedia	\$32,400,000

Market's Best

Best Restaurants: Sal's Petite Marmite, Green Room, Columbus Inn.

Best Hotels: Hotel duPont, Hilton.

Best Golf Courses: Wilmington CC, DuPont CC, Bidermann.

WEATHER DATA

Elevation:	74
Annual Precipitation:	43.6 in.
Annual Snowfall:	20.1 in.
Average Windspeed:	9.1 (NW)

	JAN	JUL	TOTAL YEAR
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

NOTE:

1999 ARB Rank: 175	1999 Revenue: \$11,600,000	Manager's Market Ranking (current): 3
1999 MSA Rank: 191	Rev per Share Point: \$191,419 60.6	Manager's Market Ranking (future) : 3.4
1999 DMA Rank: 155	Population per Station: 16,083 12	
1999 Rev Rank: 145 of 173	1999 Revenue Change: 12.1	Five-year revenue gain % (94-99): 110.9

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	5.5	6.3	8.0	9.0	10.2	11.6					
Yearly Growth Rate (94-99): 6.7% assigned											
Projected Revenue Estimates:							13.00	13.70	14.20	15.00	16.00
Revenue per Capita:	28.06	30.29	38.28	41.86	46.36	51.22					
Yearly Growth Rate (94-99): 6.2% assigned											
Projected Revenue per Capita:							54.40	57.77	61.35	65.16	69.20
Resulting Revenue Estimate:							12.8	13.92	15.09	16.35	17.65
Revenue as % of Retail Sales:	0.0026	0.0026	0.0029	0.0030	0.0032	0.0032					
Mean % (94-99) 0.00320%											
Resulting Revenue Estimate:							11.9	13.1	14.7	16.0	16.6
							MEAN REVENUE ESTIMATE:				
							12.6	13.6	14.7	15.8	16.8

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.196	0.202	0.209	0.215	0.221	0.227	0.235	0.241	0.246	0.251	0.255
Retail Sales (billions):	2.10	2.40	2.80	3.00	3.30	3.60	3.70	4.10	4.60	5.00	5.20

Below-the-Line Listening Shares:	17.1
Unlisted Station Listening:	22.3
Total Lost Listening:	39.4
Available Share Points:	60.6
Number of Viable Stations:	9
Average Share Points per Viable Station:	6.7
Rev. per Available Share Point:	\$191,419
Estimated Rev. for Mean Station:	\$1,283,000
Average HH Income:	\$35,745
Average Age:	38
Average Education:	12.1
Average Home Value:	\$96,300
Population Change (1998-2003):	13.4
Retail Sales Change (1998-2003):	50.9
Cable Penetration:	72
Number of Class B or C FMs:	6

Confidence Levels

1999 Revenue Estimates:	Below normal
2000-to-2004 Revenue Estimates:	Below normal

Comments: Managers report revenue to Miller, Kaplan although many stations do not cooperate. Managers expect 8 to 9% revenue growth in 2000.

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 78.9	<\$20: 28.5	12-to-24 20.7	Non High School Grad: 24.1
Black: 19.9	\$20-\$49.9: 37.3	25-to-54 51.8	High School Grad: 30.3
Amer. Indian: 0.5	\$50-\$99.9: 26.5	55-plus 27.5	College 1-3 years: 27.5
Asian/Pac. Isl.: 0.7	\$100+: 7.7		College 4+ years: 18.2
Hispanic: *	1.5		

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
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INC 500 Companies

Employment Breakdowns

By Industry:

Wilmington, NC MSA Total

1 Retail Trade	22,618	20.83%
2 Construction	10,939	10.07%
3 Manufac., Non-Durables	9,560	8.80%
4 Health Svcs.	8,192	7.54%
5 Educational Svcs.	7,699	7.09%
6 Manufac., Durables	6,901	6.36%
7 Fin., Ins. & Real Estate	6,160	5.67%
8 Other Prof. Svcs.	5,772	5.32%
9 Bus. & Repair Svcs.	4,773	4.40%
10 Commun. & Other Pub. Util.	4,655	4.29%

Total Metro Employees	108,578
Top 10 Total Employees	87,269 80.37%

By Occupation:

Sales	15,301	14.09%
Precis. Produc./Craft/Repair	14,821	13.65%
Admin. Support/Clerical	14,133	13.02%
Professional	13,786	12.70%
Svc., Exclud. Protective & HH	12,563	11.57%
Exec., Admin. & Managerial	12,457	11.47%
Machine Oprs., Fab., Assembl., & Inspec.	7,327	6.75%
Transportation & Moving	4,915	4.53%
Handlers, Cleaners, Help., Laborers	4,379	4.03%
Technicians & Support	3,873	3.57%

NOTE:

Largest Local Banks (Assets \$000,000)		Colleges and Universities (# of Students)		Military Bases (# of personnel)	Unemployment
Bank of Wilmington	\$25	U. of North Carolina at Wilmington	9,262		
		Cape Fear CC	3,251		
		Total Students (FT & PT)	12,513		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations	
WJBR-F	WXCY-F
WAVV	WWQQ-F
WAVV-F	
WGNI-F	WRQR-F
WKOO-F	WSFM-F

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WWAY	Wilmington	3	ABC	Cosmos	
WECT	Wilmington	6	NBC	Raycom	
WSSN-LP	Wilmington	10	UPN		
WSFX	Wilmington	26	FOX		
WUNJ-TV	Wilmington	39	S:WUNC		U. of NC

Highest Billing Radio Entities (includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Cumulus Media: WGNI FM, WMNX FM, WWQQ FM, WAVV AM, WAVV FM	\$6,330,000	54.6
2 Sea-Comm, Inc.: WSFM FM, WKXB FM	\$2,290,000	19.7
3 Ocean Broadcasting, LLC: WRQR FM, WMFD AM, WLXG FM, WAHH AM	\$1,780,000	15.3
4 Pinnacle Broadcasting: WKOO-FM	\$770,000	6.6
5 Rodbell, LLC: WCCA-FM	\$270,000	2.3
6 Partech Communications: WLTT-FM	\$210,000	1.8

Major Daily Newspapers

	AM	PM	Sun	Owner
Morning Star; Sunday Star-News	56,813		66,174	New York Times Co.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WGNI FM	AC	\$2,400,000	20.7
2 WMNX FM	B	\$1,700,000	14.7
3 WSFM FM	AOR	\$1,450,000	12.5
4 WWQQ FM	C	\$1,400,000	12.1
5 WRQR FM	AOR	\$1,300,000	11.2
6 WKXB FM	B/O	\$840,000	7.2
7 WKOO-FM	O	\$770,000	6.6
8 WAVV AM	N/T	\$540,000	4.7
9 WAVV FM	B/AC	\$290,000	2.5
10 WCCA-FM	C/O	\$270,000	2.3
11 WMFD AM	T	\$250,000	2.2
12 WLXG FM	B/O	\$230,000	2.0
13 WLTT-FM	SAC	\$210,000	1.8

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$23,000,000	39%	0.0064
Radio	\$11,600,000	20%	0.0032
Newspaper	\$21,000,000	36%	0.0058
Outdoor	\$2,100,000	4%	0.0006
Cable TV	\$1,200,000	2%	0.0003
Media Total	\$58,900,000		0.0163

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)	
1996	WAHH, WMFD, WRQR-F			\$750,000	
1997	WAVV-F		Sold to Cumulus	\$1,600,000	
1997	WWQQ-F	From HVS	to Cumulus	\$3,900,000	
1997	WQSL-F, WXQR-F		Sold to Cumulus	See Greenville-NB	
1997	WKXB-F, WSFM-F	JOA with Cape Fear properties			
1998	WLTT-F	From Partech		\$100,000	
1998	Sea-Comm/Cape Fear JOA			Cancelled	
5-Jul-99	WLGX FM	Baker Communications, Inc.	Ocean Broadcasting, LLC	\$480,000	Market's Best
23-Sep-99	WGNI FM, WMNX FM	Cape Fear Bcstg.	Cumulus	With Fayetteville stations: \$47,000,000	
29-Sep-99	CP FM	Wrightsville Beach Radio	Cape Fear Radio	\$1,148,628.46	

NO WEATHER DATA AVAILABLE

NOTE:

1999 ARB Rank: 110	1999 Revenue: \$14,100,000	Manager's Market Ranking (current): 2.7
1999 MSA Rank:x74 (w/Fitchburg)	Rev per Share Point: \$376,000 37.5	Manager's Market Ranking (future) : 2.7
1999 DMA Rank: 6 (Boston DMA)	Population per Station: 42,211 9	
1999 Rev Rank: 125 of 173	1999 Revenue Change: 7.1	Five-year revenue gain % (94-99): 24.8

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	11.3	12.1	12.7	12.2	13.1	14.1					
Yearly Growth Rate (94-99): 5.7% assigned											
Projected Revenue Estimates:							15.10	15.80	16.30	17.20	18.60
Revenue per Capita:	26.27	28.00	29.40	28.18	30.11	32.19					
Yearly Growth Rate (94-99): 4.2% assigned											
Projected Revenue per Capita:							33.54	34.95	36.42	37.95	39.54
Resulting Revenue Estimate:							14.8	15.55	16.31	17.11	17.95
Revenue as % of Retail Sales:	0.0025	0.0026	0.0027	0.0025	0.0026	0.0027					
Mean % (94-99) 0.00270%											
Resulting Revenue Estimate:							15.1	15.4	15.7	15.9	16.5
							MEAN REVENUE ESTIMATE:				
							15.0	15.6	16.1	16.7	17.7

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.430	0.432	0.432	0.433	0.435	0.438	0.442	0.445	0.448	0.451	0.454
Retail Sales (billions):	4.60	4.70	4.70	4.90	5.10	5.30	5.60	5.70	5.80	5.90	6.10

Below-the-Line Listening Shares:	50.8	Confidence Levels	
Unlisted Station Listening:	11.7	1999 Revenue Estimates:	Below normal
Total Lost Listening:	62.5	2000-to-2004 Revenue Estimates:	Below normal
Available Share Points:	37.5		
Number of Viable Stations:	6		
Average Share Points per Viable Station:	6.3		
Rev. per Available Share Point:	\$376,000		
Estimated Rev. for Mean Station:	\$2,369,000		

		Socio-Economic Breakdowns			Age		Education		
		Ethnic	Income (\$000)						
Average HH Income:	\$42,441	White:	94.3	<\$20:	23.3	12-to-24	20.6	Non High School Grad:	22.1
Average Age:	36.1	Black:	2.9	\$20-\$49.9:	34.1	25-to-54	52.5	High School Grad:	30.5
Average Education:	12.5	Amer. Indian:	0.2	\$50-\$99.9:	33.3	55-plus	26.9	College 1-3 years:	24.6
Average Home Value:	\$152,700	Asian/Pac.Isl.:	2.6	\$100+:	9.4			College 4+ years:	22.8
Population Change (1998-2003):	3.8	Hispanic: *	6.1						
Population Change (1998-2003):	15.9								
Retail Sales Change (1998-2003):	NA								
Cable Penetration:	2								
Number of Class B or C FMs:									

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Abrasives	Allmerica Financial 433	Sepracor Inc.	
Firearms			
Textiles			
Food Processing			
Metals			
Furniture			
Watches, clocks			

INC 500 Companies

Soma Group 498

Employment Breakdowns

By Industry:

Worcester, MA-CT PMSA Total

1 Manufac., Durables	61,358	17.04%
2 Retail Trade	56,824	15.78%
3 Health Svcs.	37,940	10.54%
4 Educational Svcs.	31,745	8.82%
5 Manufac., Non-Durables	24,635	6.84%
6 Fin., Ins. & Real Estate	23,887	6.64%
7 Other Prof. Svcs.	21,992	6.11%
8 Construction	19,372	5.38%
9 Wholesale Trade	19,298	5.36%
10 Bus. & Repair Svcs.	14,622	4.06%

Total Metro Employees 360,000
Top 10 Total Employees 311,673 86.58%

By Occupation:

Admin. Support/Clerical	60,512	16.81%
Professional	58,596	16.28%
Exec., Admin. & Managerial	48,962	13.60%
Precis. Produc./Craft/Repair	40,158	11.16%
Sales	39,101	10.86%
Svc., Exclud. Protective & HH	37,621	10.45%
Machine Oprs., Fab., Assemb., & Inspec.	25,612	7.11%
Technicians & Support	15,048	4.18%
Transportation & Moving	12,070	3.35%
Handlers, Cleaners, Help., Laborers	11,709	3.25%

NOTE:

Largest Local Banks (Assets \$000,000)

First Massachusetts Bank, NA	\$1,030
Commerce Bank & Trust Co.	\$375
Flagship Bank and Trust Co.	\$343
Webster Five Cents Savings Bank	\$281
Southbridge Savings Bank	\$210
Savers Co-Operative Bank	\$206
Bay State Savings Bank	\$160
Hometown Bk, a Co-Operative	\$48

Colleges and Universities (# of Students)

Worcester State Coll.	4,332
Worcester Polytechnic Inst.	3,781
Quinsigamond CC	3,738
Clark U.	2,863
C of the Holy Cross	2,770
Assumption Coll.	2,381
Becker Coll.	1,117
Total Students (FT & PT)	20,982

Military Bases (# of personnel)

Unemployment

Jun 79:	4.20%	Jul 90:	6.80%
Dec 82:	8.70%	Jul 91:	NA
Sep 83:	6.50%	Jul 92:	9.20%
Sep 84:	5.20%	Jul 93:	6.50%
Aug 85:	3.50%	Jul 94:	5.40%
Aug 86:	4.00%	Jul 95:	5.40%
Aug 87:	3.00%	Jul 96:	4.30%
Aug 88:	2.90%	Aug 98:	2.90%
Jul 89:	4.30%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Viable Stations

WAAF-F	WWFX-F
WORC-AF (1/2)	WWTM (1/2)
WSRS-F	WXLO-F
WTAG	

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
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See Boston

Highest Billing Radio Entities (includes duopolies and combos)

Combined Revenue Share

1	Clear Channel Communications: WSRS FM, WTAG AM	\$7,850,000	55.7
2	Deer River Broadcasting Group: WXLO FM, WORC FM	\$4,600,000	32.6
3	Wilkes Broadcasting: WWFX FM	\$1,200,000	8.5
4	Entercom: WWTM AM	\$300,000	2.1
5	Chowder Broadcast Group, LLC: WORC-AM	\$125,000	0.9

Major Daily Newspapers

	AM	PM	Sun	Owner
Telegram & Gazette; Sunday Telegram	105,896		132,992	Chronicle Publishing Co.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WSRS FM	SAC	\$5,700,000	40.4
2 WXLO FM	AC	\$4,200,000	29.8
3 WTAG AM	FS	\$2,150,000	15.2
4 WWFX FM	CL AOR	\$1,200,000	8.5
5 WORC FM	CL AOR	\$400,000	2.8
6 WWTM AM	SPRTS	\$300,000	2.1
7 WORC-AM	T	\$125,000	0.9

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$38,000,000	NM	0.0071
Radio	\$14,100,000	NM	0.0027
Newspaper	N/A	NM	N/A
Outdoor	N/A	NM	N/A
Cable TV	N/A	NM	N/A
Media Total	\$52,100,000		0.0098

Miscellaneous Comments:* Worcester is part of the Boston DMA. TV revenue is estimate of Worcester's contribution to total TV revenue for the DMA.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1990				
1993	WNEB			\$57,000
1996	WWTM	From Zapis	to Amer. Radio	Price NA
1997	WTAG	From Knight	to Capstar	\$7,500,000
1997	WSRS-F	From Knight	to Capstar	\$18,700,000
1997	WGFP, WXXW-F		Sold to Bengal Pacific	\$1,675,000
1997	WNEB			\$225,000
1997	WWTM	From Amer. Radio Syst.	to CBS	\$1,000,000
1998	WORC		Sold to WXXW-F owner	\$715,000
1998	WQVR-F	From Neuhoff		\$2,380,000
1998	WWTM	From CBS	to Entercom	\$1,000,000
1998	WESO	From Neuhoff		\$175,000
2-Mar-99	WQVR FM	Neuhoff	Wilks Communications	\$3,300,000
9-Mar-99	WNEB AM			\$133,350
29-Apr-99	WORC FM	Chowder Broadcast Group	Deer River Broadcasting Group	3500000
6-Dec-99	WORC FM, WXLO FM	Deer River Broadcasting	Citadel	\$24,500,000
21-Dec-99	WWFX FM	Wilks Communications	Citadel	\$14,250,000

WEATHER DATA

Elevation:	986		
Annual Precipitation:	47.2 in.		
Annual Snowfall:	74.6 in.		
Average Windspeed:	10.5 (W)		
	JAN	JUL	TOTAL YEAR
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

NOTE:

1999 ARB Rank: 103	1999 Revenue: \$19,000,000	Manager's Market Ranking (current): 3.9
1999 MSA Rank: 134	Rev per Share Point: \$472,637 40.2	Manager's Market Ranking (future) : 3.9
1999 DMA Rank: 46 (w/Harrisburg & Lancaster)	Population per Station: 39,220 10	
1999 Rev Rank: 97 of 173	1999 Revenue Change: 9.5	Five-year revenue gain % (94-99): 41.8

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Duncan Revenue Est:	13.4	14.2	15.1	15.8	17.2	19.0					
Yearly Growth Rate (94-99): 5.8% assigned											
Projected Revenue Estimates:							20.90	21.50	22.20	24.00	25.20
Revenue per Capita:	30.52	32.13	33.93	42.25	45.74	49.93					
Yearly Growth Rate (94-99): 4.7% assigned											
Projected Revenue per Capita:							52.28	54.74	57.31	60.00	62.82
Resulting Revenue Estimate:							20.7	21.13	22.29	23.52	24.82
Revenue as % of Retail Sales:	0.0036	0.0037	0.0038	0.0042	0.0044	0.0045					
Mean % (94-99) 0.00445%											
Resulting Revenue Estimate:							19.6	20.0	20.5	20.9	21.8
							MEAN REVENUE ESTIMATE:				
							20.4	20.9	21.7	22.8	23.9

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.365	0.368	0.371	0.374	0.377	0.380	0.384	0.386	0.389	0.392	0.395
Retail Sales (billions):	3.40	3.50	3.70	3.80	3.90	4.20	4.40	4.50	4.60	4.70	4.90

Below-the-Line Listening Shares:	46.2	Confidence Levels
Unlisted Station Listening:	13.6	1999 Revenue Estimates: Below normal
Total Lost Listening:	59.8	2000-to-2004 Revenue Estimates: Below normal
Available Share Points:	40.2	
Number of Viable Stations:	8.5	
Average Share Points per Viable Station:	4.7	
Rev. per Available Share Point:	\$472,637	
Estimated Rev. for Mean Station:	\$2,221,000	
Average HH Income:	\$41,395	

Socio-Economic Breakdowns

	Ethnic	Income (\$000)	Age	Education
Average Age:	37.7			
Average Education:	11.8			
Average Home Value:	\$99,200			
Population Change (1998-2003):	4.1			
Retail Sales Change (1998-2003):	20.5			
Cable Penetration:	NA			
Number of Class B or C FMs:	4			
White:	94.9	<\$20: 19.7	12-to-24 19.7	Non High School Grad: 26.9
Black:	4.0	\$20-\$49.9: 41.4	25-to-54 53.5	High School Grad: 41.6
Amer. Indian:	0.2	\$50-\$99.9: 32.7	55-plus 26.8	College 1-3 years: 17.4
Asian/Pac. Isl.:	1.0	\$100+: 6.1		College 4+ years: 14.1
Hispanic: *	2.2			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Refrigeration Equipment	York International 447	York International Corp.	
Turbines			
Furniture			
Paper Products			
Dental Equipment			

INC 500 Companies

Employment Breakdowns

By Industry:

By Occupation:

York, PA MSA Total

1 Manufac., Durables	36,944	18.68%	Admin. Support/Clerical	30,939	15.65%
2 Retail Trade	35,063	17.73%	Precis. Produc./Craft/Repair	28,206	14.26%
3 Manufac., Non-Durables	19,896	10.06%	Machine Oprs., Fab., Assemb., & Inspec.	23,278	11.77%
4 Construction	15,179	7.68%	Sales	21,114	10.68%
5 Health Svcs.	13,602	6.88%	Exec., Admin. & Managerial	20,810	10.52%
6 Educational Svcs.	10,812	5.47%	Professional	20,643	10.44%
7 Fin., Ins. & Real Estate	9,698	4.90%	Svc., Exclud. Protective & HH	19,313	9.77%
8 Other Prof. Svcs.	9,656	4.88%	Handlers, Cleaners, Help., Laborers	11,479	5.81%
9 Wholesale Trade	8,568	4.33%	Transportation & Moving	9,397	4.75%
10 Bus. & Repair Svcs.	8,502	4.30%	Technicians & Support	6,842	3.46%
Total Metro Employees	197,735				
Top 10 Total Employees	167,920	84.92%			

NOTE:

1999 ARB Rank: 97	1999 Revenue: \$20,800,000	Manager's Market Ranking (current): 3.4
1999 MSA Rank: 88	Rev per Share Point: \$267,696 77.7	Manager's Market Ranking (future) : 3.5
1999 DMA Rank: 100	Population per Station: 21,042 19	
1999 Rev Rank: 88 of 173	1999 Revenue Change: 10.1	Five-year revenue gain % (94-99): 51.8

REVENUE HISTORY AND PROJECTIONS

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	
Duncan Revenue Est:	13.7	14.8	16.1	16.7	18.7	20.8						
Yearly Growth Rate (94-99): 5.9%	assigned											
Projected Revenue Estimates:							22.50	23.20	24.10	26.00	27.70	
Revenue per Capita:	22.91	24.67	26.97	28.06	31.64	35.43						
Yearly Growth Rate (94-99): 6.1%	assigned											
Projected Revenue per Capita:							37.59	39.88	42.32	44.90	47.64	
Resulting Revenue Estimate:							21.9	23.13	24.42	25.82	27.30	
Revenue as % of Retail Sales:	0.0026	0.0027	0.0029	0.0029	0.0031	0.0033						
Mean % (94-99) 0.00330%	assigned											
Resulting Revenue Estimate:							22.4	22.8	23.4	24.1	25.1	
							MEAN REVENUE ESTIMATE:					22.3 23.0 24.0 25.3 26.7

POPULATION AND DEMOGRAPHIC ESTIMATES

	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Total Population (millions):	0.598	0.600	0.597	0.595	0.591	0.587	0.583	0.580	0.577	0.575	0.573
Retail Sales (billions):	5.20	5.50	5.60	5.80	6.00	6.40	6.80	6.90	7.10	7.30	7.60

Below-the-Line Listening Shares:	11.2
Unlisted Station Listening:	11.1
Total Lost Listening:	22.3
Available Share Points:	77.7
Number of Viable Stations:	11
Average Share Points per Viable Station:	7.1
Rev. per Available Share Point:	\$267,696
Estimated Rev. for Mean Station:	\$1,901,000
Average HH Income:	\$32,979
Average Age:	38.4
Average Education:	11.9
Average Home Value:	\$65,800
Population Change (1998-2003):	-2.7
Retail Sales Change (1998-2003):	20.9
Cable Penetration:	73
Number of Class B or C FMs:	6

Confidence Levels	
1999 Revenue Estimates:	Normal
2000-to-2004 Revenue Estimates:	Normal

Comments: Market reports revenue to Hungerford and all viable stations cooperate. Managers expect 9 to 10% revenue growth in 2000.

Socio-Economic Breakdowns				
<i>Ethnic</i>		<i>Income (\$000)</i>	<i>Age</i>	<i>Education</i>
White:	88.8	<\$20: 29.9	12-to-24 19.2	Non High School Grad: 25.2
Black:	10.5	\$20-\$49.9: 40.2	25-to-54 49.4	High School Grad: 42.3
Amer. Indian:	0.2	\$50-\$99.9: 25.0	55-plus 31.5	College 1-3 years: 20.2
Asian/Pac.Isl.:	0.5	\$100+: 4.9		College 4+ years: 12.3
Hispanic: *	1.6			

* Hispanic is an ethnic distinction, not a racial one; therefore the above percentages will exceed 100%. Except for Age breakouts, which are from Arbitron, the above information is provided through the courtesy of Market Statistics, a division of Claritas.

COMMERCE AND INDUSTRY

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies
Steel			
Electronics			
Automotive			

INC 500 Companies

Employment Breakdowns

By Industry:

Youngstown-Warren, OH MSA Total

1 Manufac., Durables	56,412	22.55%
2 Retail Trade	48,775	19.50%
3 Health Svcs.	25,834	10.33%
4 Educational Svcs.	18,768	7.50%
5 Construction	11,918	4.76%
6 Other Prof. Svcs.	11,295	4.52%
7 Fin., Ins. & Real Estate	11,216	4.48%
8 Manufac., Non-Durables	10,891	4.35%
9 Transportation	10,741	4.29%
10 Wholesale Trade	10,452	4.18%
Total Metro Employees	250,159	
Top 10 Total Employees	216,302	86.47%

By Occupation:

Admin. Support/Clerical	35,540	14.21%
Precis. Produc./Craft/Repair	32,907	13.15%
Svc., Exclud. Protective & HH	29,556	11.81%
Professional	29,254	11.69%
Machine Oprs., Fab., Assemb., & Inspec.	29,216	11.68%
Sales	28,884	11.55%
Exec., Admin. & Managerial	22,135	8.85%
Transportation & Moving	13,729	5.49%
Handlers, Cleaners, Help., Laborers	13,146	5.26%
Technicians & Support	8,175	3.27%

NOTE:

Largest Local Banks (Assets \$000,000)

Second Natl Bk of Warren	\$1,454
Mahoning Natl Bk of Youngstown	\$809
The Cortland Svgs & Banking Co.	\$397
Metropolitan National Bank	\$243
Secur Dollar Bk	\$170

Colleges and Universities (# of Students)

Youngstown State U.	12,523
Grove City Coll.	2,338
Kent State U.: Trumbull Campus	2,286
Westminster Coll.	1,608
Thiel Coll.	914
Kent State U.: Salem Regional	895
Penn State Shenango	697
(and more)	
Total Students (FT & PT)	21,391

Military Bases (# of personnel)

Unemployment

Jun 79:	6.90%	Jul 90:	7.60%
Dec 82:	21.80%	Jul 91:	6.80%
Sep 83:	14.50%	Jul 92:	8.70%
Sep 84:	12.30%	Jul 93:	8.10%
Aug 85:	10.50%	Jul 94:	10.20%
Aug 86:	10.90%	Jul 95:	5.60%
Aug 87:	12.00%	Jul 96:	5.60%
Aug 88:	6.90%	Aug 96:	5.20%
Jul 89:	6.10%		

RADIO BUSINESS INFORMATION

Heavy Agency Radio Users

Smith Group
Group 2

Viable Stations

WBBG-F	WKBN	WQXK-F
WBTJ-F	WYFM-F	
	WKBN-F	WRTK (1/2)

COMPETITIVE MEDIA

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WFMJ	Youngstown	21	NBC	Vindicator	
WKBN-TV	Youngstown	27	CBS	GOCOM	
WYTV	Youngstown	33	ABC	Benedek	
W62BT	Masury	62	FOX	GOCOM	

Highest Billing Radio Entities

(Includes duopolies and combos)	Combined Revenue	Revenue Share
1 Cumulus Media: WHOT FM, WYFM FM, WQXK FM, WSOM AM, WLLF FM, WPIC AM, WWIZ FM, WLLF FM, WPIC AM, WWIZ FM	\$10,155,000	48.9
2 Clear Channel Communications: WNCN FM, WKBN AM, WMXY FM, WBBG FM, WICT FM, WBTJ FM, WRTK AM, WNIO AM, WTNX FM	\$8,840,000	42.5
3 Esquire Communications, Inc.: WGFT AM	\$115,000	0.6
4 Connoisseur Communications: WBBW AM	\$120,000	0.6
5 Stop26-Riverbend: WRBP-AM	\$100,000	0.5

Major Daily Newspapers

	AM	PM	Sun	Owner
Vindicator		85,843	121,270	Betty Brown-Jagrow
Warren Tribune Chronicle; Sunday Tribune		36,629	41,672	Ogden Newspapers

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WHOT FM	CHR	\$3,700,000	17.8
2 WYFM FM	CL HITS	\$3,500,000	16.8
3 WQXK FM	C	\$2,600,000	12.5
4 WNCN FM	AOR	\$2,100,000	10.1
5 WKBN AM	N/T	\$1,950,000	9.4
6 WMXY FM	AC	\$1,500,000	7.2
7 WBBG FM	O	\$1,400,000	6.7
8 WICT FM	C	\$550,000	2.6
9 WBTJ FM	B/CHR	\$440,000	2.1
10 WRTK AM	ST	\$350,000	1.7
11 WNIO AM	ST	\$320,000	1.5
12 WTNX FM	AC/NR	\$230,000	1.1
13 WSOM AM	ST	\$180,000	0.9
14 WLLF FM	J	\$175,000	0.8
15 WBBW AM	SPRTS	\$120,000	0.6
16 WGFT AM	G	\$115,000	0.6
17 WRBP-AM	B	\$100,000	0.5

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$37,200,000	37%	0.0058
Radio	\$20,800,000	21%	0.0033
Newspaper	\$35,000,000	35%	0.0055
Outdoor	\$4,600,000	5%	0.0007
Cable TV	\$2,800,000	3%	0.0004
Media Total	\$100,400,000		0.0157

NOTE: Use Newspaper and Outdoor estimates with caution.

Major Radio Station Sales

Year	Calls	From	To	Price (E)
Major Radio Station Sales Since 1995				
1995	WRQQ (Farrell, PA) (1470)		Sold to Zapis	\$64,000
1995	WGFT			\$250,000
1996	WPIC, WYFM-F	From Regional	to Connoisseur	
1996	WSOM, WQXK-F	From Lincoln	to Connoisseur	\$13,500,000
1997	WKBN-AF		Sold to Jacor	\$11,000,000
1997	WNIO, WNCN-F		Sold to Jacor	\$3,400,000
1997	WRTK, WBBG-F		Sold by Connoisseur	\$7,025,000
1997	WPAO, WICT-F, WWSY-F	From Zapis	to WRTK, WBBG-F owner	\$2,600,000
1998	WASN			\$300,000
1998	WRBP-F	From Stop 26-Riverbend	to Jacor	\$2,700,000
1998	WRRO		Sold to WGFT owner	\$1,700,000
1998	WANR (1570)			\$178,000
1998	WNIO/WNCN-F/WKBN/WBTJ-F		From Jacor	to Clear Channel
1998	WLLF-F/WWIZ-F		Sold to Connoisseur	\$1,200,000
29-Oct-99	WBBG FM, WICT FM, WRTK AM, WTNX FM	GOCOM Communications, LLC	Clear Channel	\$6,100,000
29-Nov-99	WHOT FM, WLLF FM, WPIC AM, WQXK FM, WSOM AM, WWIZ FM, WYFM FM	Connoisseur	Cumulus	Group sale: \$242,000,000

NOTE: WQXK-F's revenue is for Youngstown only. When Canton revenue is taken into account the station's total revenue is about \$3.4 million.

Market's Best

Best Restaurants: Moonraker, Lock 24, Jimmy Chieffas.

Best Hotels: Wick Pollack Inn, Avalon Inn.

Best Golf Courses: Avalon Lakes (Warren), Mill Creek.

Radio Revenue Breakdowns

	Pct	Revenue	Pct change
Local	87.8	\$17,352,000	12.0
National	10.6	\$2,085,000	13.0
Network	1.6	\$321,000	23.0

NOTE: Trade equals 4.6% of local. In 1998 it was 4.3%.

NO WEATHER DATA AVAILABLE
See Pittsburgh for an approximation

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

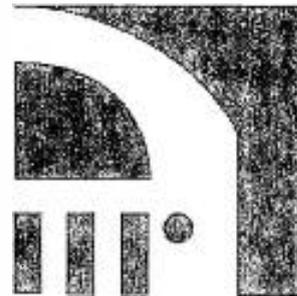
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