

**Appendix L“Analysis of Hispanic and Urban Formatted Stations
in the Top 50 Markets,” BIA Research, Inc., 1998**



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July 7, 1998

Mr. William Kennard
Chairman
Federal Communications Commission
1919 M Street, N.W.
Washington, DC 20554

Dear Chairman Kennard:

At the request of Spanish Broadcasting Systems, BIA has conducted an analysis of the performance of Hispanic and Urban radio stations and at their request we are providing you with a courtesy copy. In particular, this study focuses on the Top 50 radio markets and on the number of such stations, listening to these stations, revenues generated by these stations and the resulting power ratios. We have utilized BIA's Media Access Pro software and database to conduct this analysis. Our methodology was to search for all stations that were included in the Spanish or Urban format categories in the Top 50 markets and then to analyze performance based on market size, local commercial listening, revenue shares and power ratios.

As you are aware, BIA is a leading provider of data on the radio industry and one of the premier analytical firms examining trends in the industry. Our research is used by well over one thousand broadcasters and industry executives and we conduct hundreds of consulting engagements in broadcasting each year. In addition to providing research on the industry, we are often asked to conduct custom research studies in which we analyze industry data and report on our interpretations. This is, in fact, what Spanish Broadcasting Systems requested in this engagement.

Based on this analysis, we conclude that although there are an average of almost six Hispanic or Urban stations in each of the Top 50 markets, they are typically lesser performers in terms of revenues and power ratios (the conversion of audience into revenues). In terms of listening, 54 of the 285 selected stations failed to show in the Arbitron ratings during 1997 and the overall median listening share for Hispanic and Urban stations in the Top 50 markets was just 0.9%. Only 26% of the Hispanic or Urban formatted stations garnered more than a 4.0% share of local commercial listening during 1997. The revenue share performance was even lower, with these stations having a median revenue share of 0.6% and only 20% of the stations garnered more than a 4.0% share of market revenues. As expected, the power ratios for such stations was typically less than 100%, meaning that most Hispanic or Urban stations fail to generate a revenue share that equals or exceeds their local commercial share. Based on our data, the median power ratio for Hispanic and Urban stations in the Top 50 markets was 70% (revenues represent a 30% undersell of the local commercial share) and only 19% of these stations had a power ratio greater than 100%.

Mr. William Kennard
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There are numerous situations to substantiate these findings. Three of the most notable examples occur in the nation's largest markets. KLVE(FM), Heftel Broadcasting's leading Spanish station, is the most listened to station in Los Angeles by a wide margin. Yet, its estimated power ratio was just 62% for 1997 and it ranked 8th in terms of estimated revenues for the year. In New York, Emmis Broadcasting's WQHT(FM) offers an Urban/Rap format and its been the first or second highest rated station over the last couple of years. However, its estimated power ratio was just 70% during 1997 and it ranked just 10th in terms of estimated revenues. Another example is WSKQ(FM), Spanish Broadcasting Systems' leading Spanish station in New York. This station has been one of the top rated stations in New York over the past year, but its estimated power ratio in 1997 was just 72% and its estimated revenues ranked 13th.

Attached you will find a summary of our findings and charts containing the data used in this analysis. The first chart lists all of the stations offering a Hispanic or Urban format and information on each station that we considered relevant for this analysis. The second chart is informational, showing the percentage of Blacks and Spanish-speaking residents in each market.

Bill, I hope you find this study of interest. If you have any specific questions related to this analysis, please do not hesitate to call.

Sincerely,

Thomas J. Buono

Thomas J. Buono
President/CEO

TJB/db

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Analysis of Hispanic and Urban Formatted Stations in the Top 50 Markets

Number of Stations

There are 600 commercial radio stations offering a Hispanic or Urban based format in the Arbitron-rated markets in the United States. In the Top 50 markets, there are 286 stations offering either one of these formats. This means that there are an average of 5.7 stations/market in the Top 50 markets offering one of these formats. As shown in the following chart, there are 15 or more such stations in five of the larger markets:

<u>Rank</u>	<u>Market</u>	<u># of Stations</u>
11	Miami	19
9	Houston	17
2	Los Angeles	16
6	Dallas	16
3	Chicago	15

Listening Share Analysis

In terms of listening to Hispanic or Urban stations in the Top 50 markets, 54 of the 286 stations failed to garner at least a 0.1% share of listening during 1997. These stations have been excluded from our analysis of listening and revenues. The following chart summarizes our calculated local commercial shares for the 232 Hispanic and Urban stations showing in the ratings during 1997:

<u>LCS</u>	<u># of Stations</u>	<u>Pct.</u>
under 1%	90	39%
1.0% - 1.9%	51	22%
2.0% - 2.9%	18	8%
3.0% - 3.9%	13	5%
4.0% - 4.9%	14	6%
5.0% or greater	46	20%

This indicates that 90 of these 232 stations (39%) failed to garner at least a 1% share of local commercial listening during 1997. A total of 141 of these stations (61%) garner less than a 2% local commercial share of listening.

Revenue Share Analysis

Of these 232 stations, BIA does not estimate revenues for 34 of these stations. For the most part, these stations garnering minimal shares of listening. The following summarizes our estimated

revenue shares for these stations:

<u>Revenue Share</u>	<u># of Stations</u>	<u>Pct.</u>
Not estimated	34	15%
under 1%	86	37%
1.0% - 1.9%	36	16%
2.0% - 2.9%	15	6%
3.0% - 3.9%	14	6%
4.0% - 4.9%	15	6%
5.0% or greater	32	14%

By comparing the revenue share data to the local commercial share data, one can observe that these stations seem to have a lower revenue share than audience share. For example, only 32 station garner over a 5% revenues share, but 46 stations had a local commercial share greater than 5%. This implies that the power ratio (a station's ability to convert its share of local commercial listening into revenues) averages less than 100% for these formats.

Power Ratio Analysis

An analysis of the power ratios for these stations is as follows:

<u>Power Ratio</u>	<u># of Stations</u>	<u>Pct.</u>
Not estimated	34	15%
1% to 59%	52	22%
60% to 79%	52	23%
80% to 99%	50	22%
100% to 119%	15	6%
120% or greater	29	13%

As indicated, only 44 (19%) of these stations achieved a revenue share that was equal or larger than their local commercial share. The mean power ratio for these stations was 0.70 for these stations during 1997, implying a 30% average undersell for Hispanic and Urban stations. In general, this data indicates that it has been very difficult for Hispanic and Urban stations to obtain a significant share of revenues, even with acceptable ratings.

Hispanic and Urban Stations in the Top 50 Markets

Rank	Market	Calls	Freq.	Format	Owner	Market Revenues (000)	Station Revenues (000)	Revenue Share	LCS	Power Ratio
1	New York	WADO AM	1280	Spanish	Hefel Broadcasting Corporation	552,400	6,800	1.2%	2.2%	0.56
1	New York	WBLS FM	107.5	Urban	* Inner City Broadcasting Corp	552,400	14,350	2.6%	3.2%	0.81
1	New York	WCAA FM	105.9	Spanish	Hefel Broadcasting Corporation	552,400	n/a	n/a	0.8%	n/a
1	New York	WPAT FM	93.1	Spanish	Spanish Broadcasting System	552,400	10,600	1.9%	3.5%	0.55
1	New York	WRKS FM	98.7	Rhythm/Blue	Emmis Communications	552,400	26,700	4.8%	5.0%	0.97
1	New York	WQHT FM	97.1	Urban Rap	Emmis Communications	552,400	26,600	4.8%	6.9%	0.70
1	New York	WSKQ FM	97.9	Spanish	Spanish Broadcasting System	552,400	20,700	3.7%	5.2%	0.72
1	New York	WWRL AM	1600	Urban/Oldies	* Unity Broadcasting Network	552,400	2,000	0.4%	0.6%	0.60
2	Los Angeles	KRRA AM	900	Ranchera	El Dorado Communications Inc	574,500	n/a	n/a	0.4%	n/a
2	Los Angeles	KKHJ AM	930	Span/News	Liberman Broadcasting Inc	574,500	4,500	0.8%	1.1%	n/a
2	Los Angeles	KJLH FM	102.3	Urban	Taxi Productions Inc	574,500	4,500	0.8%	1.1%	0.71
2	Los Angeles	KSSE FM	97.5	Spanish	EXCL Communications Inc	574,500	3,500	0.6%	1.5%	0.41
2	Los Angeles	KBUE FM	105.5	Mexican	Liberman Broadcasting Inc	574,500	4,300	0.7%	0.9%	0.83
2	Los Angeles	KACE FM	103.9	R&B Oldies	Cox Radio Incorporated	574,500	4,000	0.7%	1.9%	0.37
2	Los Angeles	KRTO FM	98.3	R&B Oldies	Cox Radio Incorporated	574,500	3,700	0.6%	0.9%	0.72
2	Los Angeles	KWKW AM	1330	Span/Talk	Cox Radio Incorporated	574,500	3,400	0.6%	0.7%	0.85
2	Los Angeles	KKBT FM	92.3	Urban	Lotus Communications Corporatio	574,500	6,700	1.2%	1.3%	0.90
2	Los Angeles	KSCA FM	101.9	Spanish	Chancellor Media Corporation	574,500	34,200	6.0%	5.4%	1.10
2	Los Angeles	KTNQ AM	1020	Spanish	Golden West Broadcasters	574,500	8,400	1.5%	3.8%	0.38
2	Los Angeles	KLAX FM	97.9	Ranchera	Hefel Broadcasting Corporation	574,500	9,100	1.6%	2.5%	0.63
2	Los Angeles	KPWR FM	105.9	Urban CHR	Spanish Broadcasting System	574,500	19,000	3.3%	3.4%	0.97
2	Los Angeles	KLVE FM	107.5	Spanish	Emmis Communications	574,500	27,400	4.8%	5.1%	0.94
2	Los Angeles	KWIZ FM	96.7	Span/Urban	Hefel Broadcasting Corporation	574,500	25,700	4.5%	7.2%	0.62
3	Chicago, IL	WTAQ AM	1300	Spanish	Liberman Broadcasting Inc	574,500	n/a	n/a	0.1%	n/a
3	Chicago, IL	WLEY FM	107.9	Spanish	Lotus Communications Corporatio	387,900	2,500	0.6%	0.7%	0.92
3	Chicago, IL	WGCI FM	107.5	Urban	Spanish Broadcasting System	387,900	1,500	0.4%	1.7%	0.23
3	Chicago, IL	WYPA AM	820	Spanish	Chancellor Media Corporation	387,900	19,000	4.9%	6.9%	0.71
3	Chicago, IL	WZCH FM	103.9	Spanish	Z Spanish Radio Network	387,900	2,400	0.6%	0.4%	1.55
3	Chicago, IL	WOJO FM	105.1	Spanish	Z Spanish Radio Network	387,900	500	0.1%	0.3%	0.43
3	Chicago, IL	WLXX AM	1200	Spanish	Hefel Broadcasting Corporation	387,900	12,900	3.3%	3.0%	1.11
3	Chicago, IL	WRZA FM	99.9	Spanish	Hefel Broadcasting Corporation	387,900	1,300	0.3%	0.6%	0.56
3	Chicago, IL	WIND AM	560	Spanish	Z Spanish Radio Network	387,900	1,000	0.3%	0.5%	0.52
4	San Francisco	KZSF FM	92.7	Spanish	Hefel Broadcasting Corporation	387,900	6,000	1.5%	0.7%	2.21
4	San Francisco	KZOL FM	99.1	Span/Urban	Z Spanish Radio Network	265,000	1,000	0.4%	0.3%	1.26
4	San Francisco	KIQI AM	1010	Spanish	Hefel Broadcasting Corporation	265,000	800	0.3%	0.5%	0.60
4	San Francisco	KMKY AM	1310	R&B Oldies	Radio Unica	265,000	1,800	0.7%	0.8%	0.85
4	San Francisco	KSOL FM	98.9	Spanish	ABC Radio Incorporated	265,000	1,400	0.5%	0.9%	0.59
4	San Francisco	KBRG FM	100.3	Spanish	Hefel Broadcasting Corporation	265,000	4,200	1.6%	1.7%	0.93
4	San Francisco	KZWC FM	92.1	Spanish	EXCL Communications Inc	265,000	3,100	1.2%	1.0%	1.17
5	Philadelphia	WDAS FM	105.3	Urban AC	Jacor Communications Inc	265,000	350	0.1%	0.1%	1.32
					Chancellor Media Corporation	227,500	15,000	6.6%	6.1%	1.08

Hispanic and Urban Stations in the Top 50 Markets

Rank	Market	Calls	Freq.	Format	Owner	Market Revenues (\$000)	Station Revenues (\$000)	Revenue Share	LCS	Power Ratio
5	Philadelphia	WTEL AM	860	Spanish	Beasley Broadcast Group	227,500	1,000	0.4%	0.1%	4.40
5	Philadelphia	WUSL FM	98.9	Urban AC	Chancellor Media Corporation	227,500	12,400	5.5%	6.4%	0.85
5	Philadelphia	WURD AM	900	Spanish	Mega Broadcasting	227,500	1,500	0.7%	0.3%	2.20
5	Philadelphia	WPHI FM	103.9	Urban	*Radio One Incorporated	227,500	3,000	1.3%	3.7%	0.36
6	Dallas - Ft. Worth	KZDL FM	107.1	Spanish	Z Spanish Radio Network	254,700	500	0.2%	0.8%	0.25
6	Dallas - Ft. Worth	KFJZ AM	870	Spanish	Lujan, Christobal	254,700	600	0.2%	0.5%	0.47
6	Dallas - Ft. Worth	KHCK FM	99.1	Tejano	Hefel Broadcasting Corporation	254,700	2,000	0.8%	1.2%	0.65
6	Dallas - Ft. Worth	KRBV FM	100.3	R&B Oldies	CBS Corporation	254,700	6,000	2.4%	3.2%	0.74
6	Dallas - Ft. Worth	KZDF FM	106.9	Spanish	Z Spanish Radio Network	254,700	1,000	0.4%	0.4%	0.98
6	Dallas - Ft. Worth	KKDA FM	104.5	Urban	Service Broadcasting Corporation	254,700	12,000	4.7%	7.3%	0.65
6	Dallas - Ft. Worth	KRVA AM	1600	Spanish	Z Spanish Radio Network	254,700	2,000	0.8%	1.0%	0.79
6	Dallas - Ft. Worth	KESS AM	1270	Spanish	Hefel Broadcasting Corporation	254,700	5,100	2.0%	2.0%	1.00
6	Dallas - Ft. Worth	KDXX FM	107.9	Tejano	Hefel Broadcasting Corporation	254,700	500	0.2%	0.4%	0.49
6	Dallas - Ft. Worth	KDXX AM	1480	Spanish	Hefel Broadcasting Corporation	254,700	1,100	0.4%	0.6%	0.72
6	Dallas - Ft. Worth	KDXT FM	106.7	Spanish	Hefel Broadcasting Corporation	254,700	200	0.1%	0.1%	0.79
6	Dallas - Ft. Worth	KRNB FM	105.7	Rhythm/Blue	Service Broadcasting Corporation	254,700	n/a	n/a	1.4%	n/a
7	Detroit	WGPR FM	107.5	Urban AC	*WGPR Inc	208,500	2,000	1.0%	1.3%	0.74
7	Detroit	WCHB FM	105.9	Urban	*Radio One Incorporated	208,500	5,000	2.4%	3.7%	0.65
7	Detroit	WMXD FM	92.3	Urban AC	Chancellor Media Corporation	208,500	8,000	3.8%	4.4%	0.87
7	Detroit	WJLB FM	97.9	Urban AC	Chancellor Media Corporation	208,500	18,000	8.6%	9.2%	0.94
8	Washington, D.C.	WQBH AM	1400	Urb/Gospel	Queens Broadcasting Corporation	208,500	1,500	0.7%	1.7%	0.42
8	Washington, D.C.	WACA AM	1540	Spanish	EXCL Communications Inc	235,200	700	0.3%	0.7%	0.43
8	Washington, D.C.	WILC AM	900	Spanish	ILC Corporation	235,200	500	0.2%	0.6%	0.35
8	Washington, D.C.	WMMJ FM	102.3	Urban AC	*Radio One Incorporated	235,200	8,000	3.4%	4.9%	0.69
8	Washington, D.C.	WHUR FM	96.3	Urban AC	*Howard University Board	235,200	9,500	4.0%	6.8%	0.59
8	Washington, D.C.	WKYS FM	93.9	Urban AC	*Radio One Incorporated	235,200	12,000	5.1%	6.5%	0.78
9	Houston-Galveston	KLTO FM	104.9	Spanish	Hefel Broadcasting Corporation	227,100	n/a	n/a	0.3%	n/a
9	Houston-Galveston	KQKQ FM	106.5	Tejano	El Dorado Communications Inc	227,100	5,000	2.2%	2.9%	0.76
9	Houston-Galveston	KCOH AM	1430	Urban	*KCOH Inc	227,100	1,300	0.6%	0.8%	0.72
9	Houston-Galveston	KXTJ FM	107.9	Mexican	El Dorado Communications Inc	227,100	2,700	1.2%	1.7%	0.70
9	Houston-Galveston	KEYH AM	850	Ranchera	El Dorado Communications Inc	227,100	1,000	0.4%	0.8%	0.55
9	Houston-Galveston	KKPN FM	102.9	Spanish	Hefel Broadcasting Corporation	227,100	3,200	1.4%	4.6%	0.31
9	Houston-Galveston	KXYZ AM	1320	Spanish	Radio Unica	227,100	1,000	0.4%	0.4%	1.10
9	Houston-Galveston	KBXX FM	97.9	Urban	Clear Channel Communications	227,100	12,000	5.3%	8.6%	0.61
9	Houston-Galveston	KLTN FM	93.3	Mexican	Hefel Broadcasting Corporation	227,100	9,100	4.0%	2.9%	1.38
9	Houston-Galveston	KLVL AM	1480	Spanish	SIGA Broadcasting Corporation	227,100	n/a	n/a	0.2%	n/a
9	Houston-Galveston	KMJQ FM	102.1	Urban	Clear Channel Communications	227,100	14,000	6.2%	6.4%	0.96
9	Houston-Galveston	KLAT AM	1010	Spanish	Hefel Broadcasting Corporation	227,100	5,100	2.2%	1.6%	1.40
10	Boston	WRCA AM	1330	Span/Ethnic	Add Radio Group Inc, The	227,100	n/a	n/a	0.2%	n/a
10	Boston	WILD AM	1090	Urban AC	*Nash Communications	227,100	2,700	1.2%	1.4%	0.85

Hispanic and Urban Stations in the Top 50 Markets

Rank	Market	Calls	Freq.	Format	Owner	Market Revenues (000)	Station Revenues (000)	Revenue Share	LCS	Power Ratio
19	Baltimore, MD	WWIN FM	95.9	Urban AC	* Radio One Incorporated	100,300	5,100	5.1%	4.8%	1.06
19	Baltimore, MD	WERQ FM	92.3	Urban CHR	* Radio One Incorporated	100,300	10,000	10.0%	11.8%	0.84
20	Pittsburgh, PA	WAMO AM	860	Urban/Olds	* Sheridan Broadcasting Corp	86,200	150	0.2%	0.1%	1.74
20	Pittsburgh, PA	WAMO FM	106.7	Urban	* Sheridan Broadcasting Corp	86,200	2,500	2.9%	3.9%	0.74
21	Tampa-St Petersburg	WRMD AM	680	Spanish	ZGS Broadcasting of Tampa	102,400	800	0.8%	0.5%	1.56
21	Tampa-St Petersburg	WTMP AM	1150	Urban AC	* PSI Communications	102,400	700	0.7%	1.7%	0.40
21	Tampa-St Petersburg	WRXB AM	1590	Urban AC	Metropolitan Radio Group Inc	102,400	400	0.4%	0.6%	0.65
21	Tampa-St Petersburg	WFNS AM	910	Urban/Olds	Cox Radio Incorporated	102,400	750	0.7%	0.2%	3.66
21	Tampa-St Petersburg	WBDN AM	760	Spanish	Mega Broadcasting	102,400	n/a	n/a	0.4%	n/a
22	Denver - Boulder	KCUV AM	1150	Spanish	Den-Mex LLC	137,400	300	0.2%	0.3%	0.73
22	Denver - Boulder	KDKO AM	1510	Urban AC	* Peoples Wireless Inc	137,400	450	0.3%	0.4%	0.82
22	Denver - Boulder	KBNO AM	1220	Spanish	Colorado Communications Corp	137,400	n/a	n/a	0.3%	n/a
22	Denver - Boulder	KMXA AM	1090	Spanish	EXCL Communications Inc	137,400	1,200	0.9%	1.4%	0.62
22	Denver - Boulder	KJMN FM	92.1	Spanish	EXCL Communications Inc	137,400	1,250	0.9%	2.1%	0.43
23	Cleveland	WZAK FM	93.1	Urban	Zapis Communications Corporatio	90,400	10,100	11.2%	9.8%	1.14
24	Cleveland	WZLE FM	104.9	Spanish	Baldwin Broadcasting	90,400	n/a	n/a	0.5%	n/a
24	Portland, OR	KBMS AM	1480	Urban	Bennett, Christopher & Gloria	96,600	150	0.2%	0.3%	0.52
24	Portland, OR	KWIP AM	880	Spanish	Jupiter Communications	96,600	400	0.4%	0.5%	0.83
25	Cincinnati	WIZF FM	100.9	Urban	Blue Chip Broadcasting Ltd	100,000	4,800	4.8%	6.8%	0.71
25	Cincinnati	WCIN AM	1480	R&B Oldies	J4 Broadcasting Company Inc	100,000	700	0.7%	1.0%	0.70
26	Kansas City	KPRS FM	103.3	Urban	* Carter, Mildred	71,700	6,000	8.4%	9.0%	0.93
27	Sacramento, CA	KRCX FM	99.9	Spanish	EXCL Communications Inc	79,900	700	0.9%	1.0%	0.88
27	Sacramento, CA	KSQR AM	1240	Spanish	Z Spanish Radio Network	79,900	500	0.6%	0.1%	6.26
27	Sacramento, CA	KSFM FM	102.5	Urban CHR	CBS Corporation	79,900	6,700	8.4%	10.0%	0.84
27	Sacramento, CA	KLNA FM	105.5	Spanish	Pacific Spanish Network	79,900	n/a	n/a	0.1%	n/a
27	Sacramento, CA	KZSA FM	92.1	Spanish	Z Spanish Radio Network	79,900	950	1.2%	1.0%	1.19
27	Sacramento, CA	KRCX AM	1110	Spanish	EXCL Communications Inc	79,900	300	0.4%	0.1%	3.75
28	San Jose	KZSJ AM	1120	Spanish	Z Spanish Radio Network	45,900	350	0.8%	0.2%	3.81
28	San Jose	KZSF AM	1370	Spanish	Z Spanish Radio Network	45,900	150	0.3%	4.7%	0.07
28	San Jose	KLOK AM	1170	Spanish	EXCL Communications Inc	45,900	4,500	9.8%	7.7%	1.27
28	San Jose	KAZA AM	1290	Spanish	Radio Fiesta	45,900	450	1.0%	1.2%	0.82
29	Riverside-San Bernardino	KXRS FM	105.7	Spanish	Lazer Broadcasting Corporation	31,700	600	1.9%	1.4%	1.35
29	Riverside-San Bernardino	KDIF AM	1440	Spanish	Jacor Communications Inc	31,700	650	2.1%	1.7%	1.21
29	Riverside-San Bernardino	KSZZ AM	590	Spanish	EXCL Communications Inc	31,700	500	1.6%	1.6%	0.99
29	Riverside-San Bernardino	KCAL AM	1410	Spanish	EXCL Communications Inc	31,700	950	3.0%	2.1%	1.43
29	Riverside-San Bernardino	KWRM AM	1370	Spanish	Major Market Stations	31,700	n/a	n/a	0.2%	n/a
29	Riverside-San Bernardino	KXSB FM	101.7	Spanish	Lazer Broadcasting Corporation	31,700	n/a	n/a	1.7%	n/a
29	Riverside-San Bernardino	KMSL AM	1510	Spanish	Stickney Associates LLC	31,700	n/a	n/a	0.5%	n/a
30	Milwaukee - Racine	WNOV AM	860	Urban AC	* Couler Communications	66,700	600	0.9%	1.8%	0.50
30	Milwaukee - Racine	WMCS AM	1290	Black AC	Milwaukee Radio Alliance LLC	66,700	650	1.0%	2.1%	0.46

Hispanic and Urban Stations in the Top 50 Markets

Rank	Market	Calls	Freq.	Format	Owner	Market Revenues (000)	Station Revenues (000)	Revenue Share	LCS	Power Ratio
31	Providence-Warwick-Pawtucket	WRNI AM	1290	Spanish	Boston University	39,500	n/a	n/a	0.4 %	n/a
31	Providence-Warwick-Pawtucket	WPMZ AM	1110	Spanish	Video Mundo Broadcasting Co	39,500	200	0.5%	0.4 %	1.27
31	Providence-Warwick-Pawtucket	WAKX FM	102.7	Urban	Back Bay Broadcasters Inc	39,500	n/a	n/a	0.1 %	n/a
32	Columbus, OH	WCKX FM	107.5	Urban	Blue Chip Broadcasting Ltd	76,100	1,600	2.1%	6.0 %	0.35
32	Columbus, OH	WSMZ FM	103.1	Urban AC	Stop 26-Riverbend Incorporated	76,100	500	0.7%	1.3 %	0.51
32	Columbus, OH	WMXG FM	106.3	Urban AC	Blue Chip Broadcasting Ltd	76,100	650	0.9%	2.7 %	0.32
33	San Antonio, TX	KXTN FM	107.5	Tejano	Hefel Broadcasting Corporation	67,600	8,600	12.7%	7.5 %	1.70
33	San Antonio, TX	KRIO FM	94.1	Tejano	Spanish Broadcasting System	67,600	1,500	2.2%	1.8 %	1.23
33	San Antonio, TX	KROM FM	92.9	Spanish	Hefel Broadcasting Corporation	67,600	2,600	3.8%	4.6 %	0.84
33	San Antonio, TX	KEDA AM	1540	Spanish	D & E Broadcasting	67,600	450	0.7%	1.1 %	0.61
33	San Antonio, TX	KCOR AM	1350	Spanish	Hefel Broadcasting Corporation	67,600	1,300	1.9%	3.2 %	0.60
33	San Antonio, TX	KSAH AM	720	Spanish	Ganadores Inc	67,600	1,150	1.7%	1.4 %	1.22
33	San Antonio, TX	KSJL FM	96.1	Urban	Clear Channel Communications	67,600	880	1.3%	4.2 %	0.31
34	Norfolk-Virginia Beach	WSVW FM	92.1	Urban AC	Clear Channel Communications	44,900	500	1.1%	1.9 %	0.59
34	Norfolk-Virginia Beach	WOWI FM	102.9	Urban	Clear Channel Communications	44,900	6,100	13.6%	13.2 %	1.03
34	Norfolk-Virginia Beach	WSVY FM	107.7	Urban AC	Clear Channel Communications	44,900	n/a	n/a	3.8 %	n/a
35	Salt Lake City - Ogden	KSVN AM	730	Spanish	Azteca Broadcasting	44,900	n/a	n/a	0.2 %	n/a
36	Charlotte-Gastonia-Rock Hill	WBAV FM	101.9	Urban AC	CBS Corporation	62,400	n/a	n/a	5.9 %	0.67
36	Charlotte-Gastonia-Rock Hill	WPEG FM	97.9	Urban	CBS Corporation	78,800	3,100	3.9%	12.5 %	0.86
37	Indianapolis, IN	WGGR FM	106.7	Urban AC	Shirk Inc	78,800	8,500	10.8%	2.0 %	0.94
37	Indianapolis, IN	WTLC FM	105.7	Urban	Emmis Communications	74,300	1,400	1.9%	5.7 %	0.94
38	Orlando	WJHM FM	101.9	Urban	Chancellor Media Corporation	74,300	4,000	5.4%	8.5 %	0.78
38	Orlando	WOKB AM	1600	Black	Rama Communications Inc	75,600	5,000	6.6%	0.8 %	0.50
38	Orlando	WRLZ AM	1270	Spanish	Radio Luz Inc	75,600	300	0.4%	0.5 %	1.19
38	Orlando	WRMQ AM	1140	Spanish	Florida Broadcasters	75,600	450	0.6%	0.9 %	0.73
38	Orlando	WONQ AM	1030	Spanish	Florida Broadcasters	75,600	500	0.7%	1.3 %	0.76
38	Orlando	WPRD AM	1440	Spanish	J&V Communication Inc	75,600	750	1.0%	0.6 %	0.44
38	Orlando	WFIV AM	1080	Spanish	Rama Communications Inc	75,600	200	0.3%	0.1 %	3.97
38	Orlando	WCFB FM	94.5	Urban AC	Cox Radio Incorporated	75,600	300	0.4%	4.4 %	0.69
39	New Orleans	WODT AM	1280	Rhythm/Blue	Clear Channel Communications	75,600	2,300	3.0%	0.8 %	1.00
39	New Orleans	WQUE FM	93.3	Urban	Clear Channel Communications	49,800	400	0.8%	14.6 %	0.81
39	New Orleans	WFNO AM	830	Spanish	Clear Channel Communications	49,800	5,900	11.8%	0.1 %	n/a
39	New Orleans	KMEZ FM	102.9	Urban/Olds	NOPG LLC	49,800	n/a	n/a	3.3%	n/a
39	New Orleans	WYLD FM	98.5	Urban AC	Centennial Broadcasting	49,800	1,650	3.3%	4.8 %	0.69
40	Greensboro-Winston Salem	WQMG FM	97.1	Rhythm/Blue	Clear Channel Communications	49,800	5,000	10.0%	10.1 %	0.99
40	Greensboro-Winston Salem	WJMH FM	102.1	Urban	Sinclair Communications Inc	39,000	2,450	6.3%	8.8 %	0.71
40	Greensboro-Winston Salem	WAAA AM	980	Black AC	Sinclair Communications Inc	39,000	2,500	6.4%	10.2 %	0.63
40	Greensboro-Winston Salem	WGOS AM	1070	Span/Cntry	Media Broadcasting	39,000	300	0.8%	1.3 %	0.59
41	Buffalo-Niagara Falls, NY	WBLK FM	93.7	Urban AC	Ritzy Broadcasting	39,000	n/a	n/a	0.3 %	n/a
41	Buffalo-Niagara Falls, NY	WWW AM	1400	Urban/Olds	Palm Beach Radio Broadcasting Inc	46,700	3,200	6.9%	8.3 %	0.83
					Sinclair Communications Inc	46,700	280	0.6%	1.4 %	0.43

Hispanic and Urban Stations in the Top 50 Markets

Rank	Market	Calls	Freq.	Format	Owner	Market Revenues (000)	Station Revenues (000)	Revenue Share	LCS	Power Ratio
42	Hartford-New Britain-Middleton	WRYM AM	840	Spanish	Hartford County Broadcasting	59,900	200	0.3%	0.5%	0.67
42	Hartford-New Britain-Middleton	WNEZ AM	910	Urban	Mega Broadcasting	59,900	850	1.4%	1.5%	0.95
42	Hartford-New Britain-Middleton	WPRX AM	1120	Spanish	Nieves Quez Productions Inc	59,900	100	0.2%	0.2%	0.83
42	Hartford-New Britain-Middleton	WLAT AM	1230	Spanish	Mega Broadcasting	59,900	600	1.0%	1.5%	0.67
43	Las Vegas, NV	KEDG FM	103.5	R&B Oldies	George Tobin Productions	50,100	2,000	4.0%	4.7%	0.85
43	Las Vegas, NV	KLSQ AM	870	Spanish	Hefel Broadcasting Corporation	50,100	1,600	3.2%	3.3%	0.97
43	Las Vegas, NV	KDOX AM	1280	Spanish	S & R Broadcasting Inc	50,100	200	0.4%	1.0%	0.40
44	Nashville	WQOK FM	92.1	Urban	Midwestern Broadcasting	58,500	3,500	6.0%	9.3%	0.64
44	Nashville	WMDB AM	880	Urban	Babb Broadcasting Co	58,500	500	0.9%	1.0%	0.85
44	Nashville	WVOL AM	1470	Urban/Olds	Midwestern Broadcasting	58,500	500	0.9%	1.8%	0.47
45	Memphis	WGSF AM	1210	Spanish	Arlington Broadcasting	46,500	n/a	n/a	0.2%	n/a
45	Memphis	WJCE AM	680	Urban AC	Sinclair Communications Inc	46,500	850	1.8%	2.0%	0.91
45	Memphis	KXHT FM	107.1	Urban Rap	Flinn Broadcasting Corp	46,500	500	1.1%	3.6%	0.30
45	Memphis	WKRA FM	92.7	Urban/Olds	Autry, Billy	46,500	n/a	n/a	0.3%	n/a
45	Memphis	WDIA AM	1070	Urban AC	Clear Channel Communications	46,500	3,500	7.5%	8.0%	0.94
45	Memphis	WHRK FM	97.1	Urban	Clear Channel Communications	46,500	6,100	13.1%	13.3%	0.99
45	Memphis	KJMS FM	101.1	Urban	Clear Channel Communications	46,500	1,900	4.1%	8.1%	0.50
47	Rochester, NY	WDXS FM	103.9	Urban AC	Monroe County Broadcasting Co.	35,900	1,250	3.5%	6.7%	0.52
48	Raleigh - Durham, NC	WETC AM	540	Span/Cntry	East Wake Broadcasting Corp	56,300	n/a	n/a	0.3%	n/a
48	Raleigh - Durham, NC	WFEX FM	107.1	Urban AC	Clear Channel Communications	56,300	2,600	4.6%	4.9%	0.94
48	Raleigh - Durham, NC	WDUR AM	1490	Urban AC	Clear Channel Communications	56,300	n/a	n/a	0.3%	n/a
48	Raleigh - Durham, NC	WFXX FM	104.3	Urban AC	Clear Channel Communications	56,300	1,300	2.3%	2.9%	0.80
48	Raleigh - Durham, NC	WQOK FM	97.5	Urban	Clear Channel Communications	56,300	5,400	9.6%	11.4%	0.84
49	W Palm Beach-Boca Raton	WSWN AM	900	Urb/Gospel	BGI Broadcasting LP	40,400	n/a	n/a	1.1%	n/a
49	W Palm Beach-Boca Raton	WPOM AM	1600	Urb/Gospel	WPOM Radio Inc	40,400	450	1.1%	1.8%	0.62
49	W Palm Beach-Boca Raton	WLVS AM	1380	Spanish	Gold Coast Broadcasting	40,400	n/a	n/a	0.1%	n/a
50	Austin, TX	KJCE AM	1370	Urban AC	CBS Corporation	55,400	400	0.7%	2.1%	0.34
50	Austin, TX	KKLB FM	92.5	Spanish	Garcia, Lorenzo	55,400	1,000	1.8%	2.1%	0.86
50	Austin, TX	KQQQ FM	92.1	Tejano	Burdette Investments	55,400	n/a	n/a	0.1%	n/a
50	Austin, TX	KTAE AM	1260	Span/Talk	Vie Dansante Broadcasting Inc	55,400	350	0.6%	0.3%	2.11
50	Austin, TX	KELG AM	1440	Spanish	Garcia, Lorenzo	55,400	800	1.4%	1.6%	0.90
50	Austin, TX	KTXZ AM	1560	Spanish	Garcia, Lorenzo	55,400	100	0.2%	0.3%	0.60

* NABOB member.

Racial Breakdowns in the Top 50 Markets

Rank	Market	Percent White	Percent Black	Percent Spanish Speaking
1	New York	71.4 %	22.2 %	18.0 %
2	Los Angeles	76.8 %	9.4 %	39.5 %
3	Chicago, IL	76.1 %	19.4 %	12.6 %
4	San Francisco	71.1 %	9.2 %	17.0 %
5	Philadelphia	76.6 %	19.9 %	4.1 %
6	Dallas - Ft. Worth	81.8 %	14.2 %	15.3 %
7	Detroit	75.6 %	22.5 %	2.1 %
8	Washington, D.C.	66.2 %	27.2 %	6.8 %
9	Houston-Galveston	76.6 %	18.3 %	23.6 %
10	Boston	87.7 %	7.3 %	6.0 %
11	Miami-Ft. Lauderdale-Hollywood	78.4 %	20.2 %	36.8 %
12	Atlanta, GA	71.6 %	25.7 %	2.3 %
13	Seattle-Tacoma	85.9 %	4.8 %	3.4 %
14	Minneapolis - St. Paul	90.8 %	4.0 %	1.7 %
15	San Diego	81.9 %	7.2 %	23.6 %
16	Nassau-Suffolk	87.9 %	8.3 %	7.6 %
17	Phoenix, AZ	91.6 %	3.6 %	17.2 %
18	St. Louis	81.0 %	17.2 %	1.2 %
19	Baltimore, MD	70.0 %	26.0 %	1.5 %
20	Pittsburgh, PA	90.5 %	7.9 %	0.6 %
21	Tampa-St. Petersburg-Clearwater	88.0 %	9.0 %	7.7 %
22	Denver - Boulder	90.7 %	5.7 %	13.3 %
23	Cleveland	79.5 %	18.7 %	2.7 %
24	Portland, OR	92.0 %	2.7 %	4.7 %
25	Cincinnati	87.4 %	11.4 %	0.5 %
26	Kansas City	84.5 %	12.8 %	3.2 %
27	Sacramento, CA	81.5 %	7.6 %	12.8 %
28	San Jose	73.7 %	4.1 %	23.0 %
29	Riverside-San Bernardino	86.8 %	7.7 %	30.7 %
30	Milwaukee - Racine	82.6 %	14.4 %	4.3 %
31	Providence-Warwick-Pawtucket,	93.7 %	3.8 %	4.8 %
32	Columbus, OH	85.1 %	12.5 %	0.9 %
33	San Antonio, TX	91.2 %	7.0 %	50.2 %
34	Norfolk-Virginia Beach-Newport N	66.4 %	29.6 %	2.6 %
35	Salt Lake City - Ogden	95.3 %	0.9 %	5.9 %
36	Charlotte-Gastonia-Rock Hill	77.8 %	19.9 %	1.0 %
37	Indianapolis, IN	84.7 %	14.1 %	1.0 %
38	Orlando	82.8 %	12.4 %	11.4 %
39	New Orleans	62.7 %	36.3 %	4.5 %
40	Greensboro-Winston Salem-High	79.2 %	19.7 %	0.8 %
41	Buffalo-Niagara Falls, NY	86.3 %	11.2 %	2.5 %
42	Hartford-New Britain-Middletown	88.0 %	9.9 %	8.3 %
43	Las Vegas, NV	84.3 %	9.3 %	12.5 %
44	Nashville	82.9 %	15.0 %	0.8 %
45	Memphis	57.4 %	41.5 %	0.8 %
46	Monmouth-Ocean, NJ	90.2 %	6.2 %	4.3 %
47	Rochester, NY	87.7 %	9.9 %	3.6 %
48	Raleigh - Durham, NC	73.3 %	23.5 %	1.5 %
49	W. Palm Beach-Boca Raton	84.0 %	12.4 %	9.1 %
50	Austin, TX	86.7 %	9.5 %	22.3 %

Source: BIA's Media Access Pro