

Appendix
Table F-7

Cleveland DMA advertising HHI: television, cable, radio, leading daily newspapers, outdoor and yellow pages, 1994

Medium	Owner	Advertising outlet	City	Local advertising revenue				Total advertising revenue			
				Outlet (000)	Total (000)	Share (%)	HHI	Outlet (000)	Total (000)	Share (%)	HHI
	INDEPENDENT GROUP	WDOK-F	CLEVE.	\$5,222				\$6,400			
	INDEPENDENT GROUP	WRMR-A	CLEVE.	\$1,469				\$1,800			
	INDEPENDENT GROUP	TOTAL			\$6,690	1.3	1.8	\$8,200	1.2	1.4	
	MEDIA-COM	WNIR-F	AKRON	\$2,040	\$2,040	0.4	0.2	\$2,500	\$2,500	0.4	0.1
	MORTENSON BRDCST.	WHLO-A	AKRON	\$490	\$490	0.1	0.0	\$600	\$600	0.1	0.0
	NATIONWIDE COMM.	WGAR-F	CLEVE.	\$5,711	\$5,711	1.1	1.3	\$7,000	\$7,000	1.0	1.0
	OMNI AMERICA	WMMS-F	CLEVE.	\$5,140				\$6,300			
	OMNI AMERICA	WHK-A	CLEVE.	\$449				\$550			
	OMNI AMERICA	WMJI-F	CLEVE.	\$7,343				\$9,000			
	OMNI AMERICA	TOTAL			\$12,932	2.6	6.7	\$15,850	2.3	5.1	
	RADIO SEAWAY	WCLV-F	CLEVE.	\$1,550	\$1,550	0.3	0.1	\$1,900	\$1,900	0.3	0.1
	RUBBER CITY RADIO GP	WONE-F	AKRON	\$2,448				\$3,000			
	RUBBER CITY RADIO GP	WQMX-F	AKRON	\$1,713				\$2,100			
	RUBBER CITY RADIO GP	WAKR-A	AKRON	\$1,387				\$1,700			
	RUBBER CITY RADIO GP	TOTAL			\$5,548	1.1	1.2	\$6,800	1.0	0.9	
	WABQ	WABQ-A	CLEVE.	\$326	\$326	0.1	0.0	\$400	\$400	0.1	0.0
	WIN COMM.	WQAL-F	CLEVE.	\$3,590	\$3,590	0.7	0.5	\$4,400	\$4,400	0.6	0.4
	ZAPIS COMM. CORP	WZAK-F	CLEVE.	\$5,303	\$5,303	1.1	1.1	\$6,500	\$6,500	0.9	0.9
	ZEBRA BRDCST.	WJMO-A/F	CLEVE.	\$734	\$734	0.1	0.0	\$900	\$900	0.1	0.0
	WNWV	WNWV-F	CLEVE.	\$1,387	\$1,387	0.3	0.1	\$1,700	\$1,700	0.2	0.1
	WZJM	WZJM-F	CLEVE.	\$1,632	\$1,632	0.3	0.1	\$2,000	\$2,000	0.3	0.1
NEWSPAPER	KNIGHT-RIDDER	AKRON BEACON-JNL	AKRON	\$36,472	\$36,472	7.3	53.1	\$44,800	\$44,800	6.4	41.0
	NEWHOUSE NEWSPAPERS	PLAINDEALER	CLEVE.	\$118,046	\$118,046	23.6	555.8	\$145,000	\$145,000	20.7	429.5
	THOMSON NEWSPAPERS	CANTON REPOSITORY	CANTON	\$21,818	\$21,818	4.4	19.0	\$26,800	\$26,800	3.8	14.7
OUTDOOR	3M NAT'L OUT. ADV.	3M NAT'L OUT. ADV.	AKRON	\$1,046				\$2,350			
	3M NAT'L OUT. ADV.	3M NAT'L OUT. ADV.	CANTON	\$645				\$1,450			
	3M NAT'L OUT. ADV.	3M NAT'L OUT. ADV.	CLEVE.	\$3,115				\$7,000			
	3M NAT'L OUT. ADV.	TOTAL			\$4,806	1.0	0.9	\$10,800	1.5	2.4	
	GENERAL ELECTRIC	PATRICK MEDIA	AKRON	\$1,046				\$2,350			
	GENERAL ELECTRIC	PATRICK MEDIA	CANTON	\$645				\$1,450			
	GENERAL ELECTRIC	PATRICK MEDIA	CLEVE.	\$3,115				\$7,000			
	GENERAL ELECTRIC	TOTAL			\$4,806	1.0	0.9	\$10,800	1.5	2.4	
Y. PAGES	AMERITECH/SPRINT		CLEV. DMA	\$109,160	\$109,160	21.8	475.3	\$125,362	\$125,362	17.9	321.0

**Appendix
Table F-7**

Cleveland DMA advertising HHI: television, cable, radio, leading daily newspapers, outdoor and yellow pages, 1994

Medium	Owner	Advertising outlet	City	Local advertising revenue				Total advertising revenue			
				Outlet (000)	Total (000)	Share (%)	HHI	Outlet (000)	Total (000)	Share (%)	HHI
		ORANGE LINE DIRECTORIES	CLEVE.								
		Total			\$500,711	100.0	1275		\$699,674	100.0	1106
							Increase in HHI				Increase in HHI
							6	1280			7
							5	1285			6

Median TV, AM, and FM stations combined (WKYC-TV, WONE-F, WERE-A)**

Preceding combination acquires next largest FM and AM stations (WNIR-F and WHLO-A)**

Subtotals	Local advertising revenue		Total advertising revenue	
	(000)	%	(000)	%
TELEVISION	\$121,271	24.2	\$233,412	33.4
CABLE	\$11,640	2.3	\$13,600	1.9
RADIO	\$72,694	14.5	\$89,100	12.7
NEWSPAPER	\$176,336	35.2	\$216,600	31.0
OUTDOOR	\$9,611	1.9	\$21,600	3.1
YELLOW PAGES	\$109,160	21.8	\$125,362	17.9
TOTAL	\$500,711	100.0	\$699,674	100.0

* WUAB-TV is owned by Cannell Communications, L.P., but since 1994 has operated under a time brokerage agreement or LMA with Malrite Communications.

** Where one of the stations named in a hypothetical combination is initially owned by an entity that owns another advertising vehicle, as in the case of WONE-F and WERE-A, the increase in the HHI is computed on the assumption that the combination in question involves a station that is initially independently owned but equal in size to the named group-owned station.

Source: See Appendix Table F-18.

Appendix
Table F-8

Portland DMA advertising HHI: television, cable, radio, leading daily newspapers, outdoor and yellow pages, 1994

Medium	Owner	Advertising outlet	Location	Local advertising revenue				Total advertising revenue			
				Outlet (000)	Total (000)	Share (%)	HHI	Outlet (000)	Total (000)	Share (%)	HHI
BCAST TV	BLACKSTAR COMM	KBSP-TV	SALEM								
	CHANNEL 32	KEBN-TV	SALEM								
	CANNELL COMM.	KPDX-TV	VANC.	\$9,234	\$9,234	2.9	8.3	\$17,773	\$17,773	4.0	15.7
	FISHER BCAST	KATU-TV	PORT.	\$20,561	\$20,561	6.4	41.1	\$39,573	\$39,573	8.8	77.8
	LEE ENTERPRISES	KOIN-TV	PORT.	\$19,760	\$19,760	6.2	38.0	\$38,033	\$38,033	8.5	71.9
	NATL MINORITY TV	KNMT-TV	PORT.								
	PROVIDENCE JOURNAL	KGW-TV	PORT.	\$15,821	\$15,821	4.9	24.3	\$30,450	\$30,450	6.8	46.1
	CHRIS-CRAFT INDUST.	KPTV-TV	PORT.	\$14,035	\$14,035	4.4	19.2	\$27,014	\$27,014	6.0	36.3
CABLE	KBL-TV CABLE ADV. IC		PORT.	\$3,167				\$3,700			
	COLUMBIA INT.		PORT. DMA	\$986				\$1,152			
	FALCON		PORT. DMA	\$396				\$462			
	VIACOM		PORT. DMA	\$319				\$373			
	TCI		PORT. DMA	\$285				\$333			
	CENTURY COMM		PORT. DMA	\$154				\$180			
	CABLE	TOTAL			\$5,307	1.7	2.7		\$6,200	1.4	1.9
RADIO	ALEXANDER BCAST	KXL-A	PORT.	\$4,406				\$5,400			
	ALEXANDER BCAST	KXL-F	PORT.	\$1,876				\$2,300			
	ALEXANDER BCAST	TOTAL			\$6,282	2.0	3.8		\$7,700	1.7	2.9
	APOGEE COMM.	KFXX	PORT.	\$979				\$1,200			
	APOGEE COMM.	KGON-F	PORT.	\$3,508				\$4,300			
	APOGEE COMM.	TOTAL			\$4,487	1.4	2.0		\$5,500	1.2	1.5
	BAYCOM PARTNERS	KUPL-AF	PORT.	\$5,466				\$6,700			
	BAYCOM PARTNERS	KKBK-F	PORT.								
	BAYCOM PARTNERS	KKJZ	PORT.	\$816				\$1,000			
	BAYCOM PARTNERS	TOTAL			\$6,282	2.0	3.8		\$7,700	1.7	2.9
	CITICASTERS	KKCW-F	PORT.	\$6,119	\$6,119	1.9	3.6	\$7,500	\$7,500	1.7	2.8
	GREAT AMER. BCAST	KEX	PORT.	\$5,140				\$6,300			
	GREAT AMER. BCAST	KKRZ-F	PORT.	\$3,590				\$4,400			
	GREAT AMER. BCAST	TOTAL			\$8,730	2.7	7.4		\$10,700	2.4	5.7
	HENRY BCAST	KUFO-AF	PORT.	\$4,895	\$4,895	1.5	2.3	\$6,000	\$6,000	1.3	1.8
HERITAGE MEDIA	KKSN-F	PORT.	\$3,590				\$4,400				
HERITAGE MEDIA	KXYQ-F	PORT.	\$1,876				\$2,300				
HERITAGE MEDIA	KKSN	PORT.	\$897				\$1,100				
HERITAGE MEDIA	TOTAL			\$6,364	2.0	3.9		\$7,800	1.7	3.0	
PORTLAND RADIO	KINK-AF	PORT.	\$5,303	\$5,303	1.7	2.7	\$6,500	\$6,500	1.4	2.1	
TOMLIN/KNAPP	KWJJ-AF	PORT.	\$3,753	\$3,753	1.2	1.4	\$4,600	\$4,600	1.0	1.1	
NEWSPAPER	NEWHOUSE	OREGONIAN	PORT.	\$109,009	\$109,009	34.0	1155.4	\$133,900	\$133,900	29.9	891.1

**Appendix
Table F-8**

Portland DMA advertising HHI: television, cable, radio, leading daily newspapers, outdoor and yellow pages, 1994

Medium	Owner	Advertising outlet	Location	Local advertising revenue				Total advertising revenue			
				Outlet (000)	Total (000)	Share (%)	HHI	Outlet (000)	Total (000)	Share (%)	HHI
OUTDOOR	3M	3M NATL OUT. ADV.	PORT. DMA	\$2,625	\$2,625	0.8	0.7	\$5,900	\$5,900	1.3	1.7
	ACKERLEY COMM.	ACKERLEY COMM.	PORT. DMA	\$2,625	\$2,625	0.8	0.7	\$5,900	\$5,900	1.3	1.7
YELLOW PAGES	US WEST/GTE		PORT. DMA	\$69,500	\$69,500	21.7	469.7	\$79,816	\$79,816	17.8	316.6
	NTD PUBLISHING		PORTLAND								
Total					\$320,693	100.0	1791	\$448,559	100.0	1485	
							Increase in HHI			Increase in HHI	
Median TV, AM, and FM stations combined (KGW-TV and KUPL-AF)*						17	1808		20	1505	
Preceding combination acquires next largest FM and AM stations (KINK-AF)*						22	1830		24	1529	

Subtotals	Local advertising revenue		Total advertising revenue	
	(000)	%	(000)	%
TELEVISION	\$79,411	24.8	\$152,844	34.1
CABLE	\$5,307	1.7	\$6,200	1.4
RADIO	\$52,216	16.3	\$64,000	14.3
NEWSPAPER	\$109,009	34.0	\$133,900	29.9
OUTDOOR	\$5,250	1.6	\$11,800	2.6
YELLOW PAGES	\$69,500	21.7	\$79,816	17.8
TOTAL	\$320,693	100.0	\$448,559	100.0

* Where one of the stations named in a hypothetical combination is initially owned by an entity that owns another advertising vehicle, as in the case of KUPL-AF, the increase in the HHI is computed on the assumption that the combination in question involves a station that is initially independently owned but equal in size to the named group-owned station.

Source: See Appendix Table F-18.

Appendix
Table F-9

Richmond-Petersburg DMA gross advertising revenue: television, cable, radio, leading daily newspapers,
outdoor and yellow pages, 1994

Medium	Owner	Outlet	City	Local advertising revenue				Total advertising revenue			
				Outlet (000)	Total (000)	Share (%)	HHI	Outlet (000)	Total (000)	Share (%)	HHI
BCAST TV	ACT III BCAST	WRLH-TV	RICH.	\$6,217	\$6,217	3.9	15.1	\$11,967	\$11,967	5.3	28.6
	CHRISTEL BCASTG	WAWB-TV	ASHLD.								
	JEFFERSON-PILOT COMM.	WWBT-TV	RICH.	\$9,849	\$9,849	6.1	37.8	\$18,957	\$18,957	8.5	71.8
	PARK COMM.	WTVR-TV	RICH.	\$12,250	\$12,250	7.6	58.4	\$23,578	\$23,578	10.5	111.1
	YOUNG BCAST.	WRIC-TV	P'BURG	\$10,280	\$10,280	6.4	41.1	\$19,787	\$19,787	8.8	78.2
CABLE	CONTINENTAL CBLVSN			\$1,256				\$1,468			
	COMCAST			\$599				\$699			
	ADELPHIA			\$393				\$459			
	TELE-MEDIA			\$166				\$194			
	SAMMONS			\$154				\$180			
	CABLE	TOTAL			\$2,568	1.6	2.6		\$3,000	1.3	1.8
	RADIO	ABS COMM.	WKHK-F	RICH.	\$4,079				\$5,000		
	ABS COMM.	WKIK-F	RICH.	\$816				\$1,000			
	ABS COMM.	TOTAL			\$4,895	3.1	9.3		\$6,000	2.7	7.2
	BENCHMARK COMM.	WVGO-F	RICH.	\$2,040				\$2,500			
	BENCHMARK COMM.	WDCK-F	RICH.	\$1,224				\$1,500			
	BENCHMARK COMM.	TOTAL			\$3,263	2.0	4.1		\$4,000	1.8	3.2
	CLEAR CHANNEL	WRVA-A	RICH.	\$3,753				\$4,600			
	CLEAR CHANNEL	WRVQ-F	RICH.	\$2,856				\$3,500			
	CLEAR CHANNEL	WRXL-F	RICH.	\$2,937				\$3,600			
	CLEAR CHANNEL	TOTAL			\$9,546	6.0	35.5		\$11,700	5.2	27.4
	LIBERTY BCASTG	WMXB-F	RICH.	\$3,427	\$3,427	2.1	4.6	\$4,200	\$4,200	1.9	3.5
	SINCLAIR TELECABLE	WCDX-F	RICH.	\$3,263				\$4,000			
	SINCLAIR TELECABLE	WPLZ-F	RICH.	\$1,469				\$1,800			
	SINCLAIR TELECABLE	TOTAL			\$4,732	3.0	8.7		\$5,800	2.6	6.7
	TOMLIN/KNAPP	WTVR-F	RICH.	\$1,876	\$1,876	1.2	1.4	\$2,300	\$2,300	1.0	1.1
NEWSPAPER	MEDIA GENERAL	TIMES-DISPATCH	RICH.	\$53,907	\$53,907	33.6	1131.5	\$65,800	\$65,800	29.4	865.1
OUTDOOR	3M	3M NATL OUT. ADV	RICH.	\$1,646	\$1,646	1.0	1.1	\$3,700	\$3,700	1.7	2.7
	LAMAR ADV.	LAMAR ADV.	RICH.	\$1,646	\$1,646	1.0	1.1	\$3,700	\$3,700	1.7	2.7
YELLOW PAGES	BELL ATLANTIC	BELL ATLANTIC	RICH.	\$34,156	\$34,156	21.3	454.2	\$39,225	\$39,225	17.5	307.4
Total					\$160,260	100.0	1806		\$223,714	100.0	1519

**Appendix
Table F-9**

**Richmond-Petersburg DMA gross advertising revenue: television, cable, radio, leading daily newspapers,
outdoor and yellow pages, 1994**

	Local advertising revenue		Total advertising revenue	
	Increase in HHI	HHI	Increase in HHI	HHI
Median TV, FM, and AM stations combined (WRIC-TV, WRVQ-F, and WRVA-A)*	61	1868	70	1589
Preceding combination acquires next largest FM station (WVGO-F)*	27	1894	28	1617

Subtotals	Local advertising revenue		Total advertising revenue	
	(000)	%	(000)	%
TELEVISION	\$38,597	23.3	\$74,289	33.2
CABLE	\$2,568	1.6	\$3,000	1.3
RADIO	\$27,740	16.8	\$34,000	15.2
NEWSPAPER	\$53,907	32.6	\$65,800	29.4
OUTDOOR	\$3,293	2.0	\$7,400	3.3
YELLOW PAGES	\$39,225	23.7	\$39,225	17.5
TOTAL	\$165,329	100.0	\$223,714	100.0

* Where one of the stations named in a hypothetical combination is initially owned by an entity that owns another advertising vehicle, as in the case of WRVQ-F and WVGO-F, the increase in the HHI is computed on the assumption that the combination in question involves a station that is initially independently owned but equal in size to the named group-owned station.

Source: See Appendix Table F-18.

Appendix
Table F-10

Amarillo DMA advertising HHI: television, cable, radio, leading daily newspapers, outdoor and yellow pages, 1994

Medium	Owner	Advertising outlet	City	Local advertising revenue				Total advertising revenue			
				Outlet (000)	Total (000)	Share (%)	HHI	Outlet (000)	Total (000)	Share (%)	HHI
BCAST TV	CANNAN COMM.	KAMR-TV	AMARILLO	\$2,588	\$2,588	6.0	35.6	\$4,976	\$4,976	8.2	66.5
	KCIT ACQUISITION CO.	KCIT-TV	AMARILLO	\$1,787	\$1,787	4.1	17.0	\$3,436	\$3,436	5.6	31.7
	MARSH MEDIA	KVII-TV	AMARILLO	\$3,573				\$6,872			
	MARSH MEDIA	KVIJ-TV	SAYRE, OK								
	MARSH MEDIA	KVIH-TV	CLOVIS, NM								
	MARSH MEDIA	TOTAL			\$3,573	8.2	67.9		\$6,872	11.3	126.8
CABLE	PANHANDLE TELECASTG.	KFDA-TV	AMARILLO	\$3,204	\$3,204	7.4	54.5	\$6,161	\$6,161	10.1	101.9
	RAMAR COMM.	KMZN-TV	FARWELL								
	TCA CABLE		AMARILLO	\$561				\$655			
RADIO	SAMMONS		AMARILLO	\$201				\$235			
	MISSION CABLE		AMARILLO	\$94				\$110			
	CABLE	TOTAL			\$856	2.0	3.9		\$1,000	1.6	2.7
	CATALYST	KMML	AMARILLO	\$734				\$900			
NEWSPAPER	CATALYST	KIXZ	AMARILLO	\$220				\$270			
	CATALYST	KLSF-F	AMARILLO								
	CATALYST	TOTAL			\$955	2.2	4.8		\$1,170	1.9	3.7
	DEL NORTE	KZIP	AMARILLO								
	KAEZ-FM	KAEZ-F	AMARILLO	\$228	\$228	0.5	0.3	\$280	\$280	0.5	0.2
	KARX BCASTG OF TX	KARX-F	AMARILLO	\$449	\$449	1.0	1.1	\$550	\$550	0.9	0.8
	MEYER COMM.	KATP-F	AMARILLO	\$253	\$253	0.6	0.3	\$310	\$310	0.5	0.3
	WALTON COMM.	KBUY-F	AMARILLO	\$416	\$416	1.0	0.9	\$510	\$510	0.8	0.7
	WESTWIND BCASTG	KPUR-AF	AMARILLO	\$432	\$432	1.0	1.0	\$530	\$530	0.9	0.8
	WISKES-ABARIS COMM.	KQIZ-F	AMARILLO	\$693	\$693	1.6	2.6	\$850	\$850	1.4	1.9
	OUTDOOR	MORRIS	GLOBE-TIMES	AMARILLO							
MORRIS		NEWS	AMARILLO								
MORRIS		NEWS-GLOBE	AMARILLO								
MORRIS		NEWSPAPER TOTAL		\$15,631				\$19,200			
MORRIS		KGNC	AMARILLO	\$816				\$1,000			
MORRIS		KGNC-F	AMARILLO	\$734				\$900			
YELLOW PAGES	MORRIS	TOTAL			\$17,181	39.6	1568.6		\$21,100	34.6	1195.0
	THE STEVENS GROUP	DONREY OUT. ADV.	AMARILLO	\$845	\$845	1.9	3.8	\$1,900	\$1,900	3.1	9.7
	GREAT WESTERN DIR.		AMARILLO	\$4,138	\$4,138	9.5	91.0	\$4,752	\$4,752	7.8	60.6
	SOUTHWESTERN BELL YP		AMARILLO	\$5,781	\$5,781	13.3	177.6	\$6,639	\$6,639	10.9	118.3
Total					\$43,380	100.0	2031		\$61,037	100.0	1722

**Appendix
Table F-10**

Amarillo DMA advertising HHI: television, cable, radio, leading daily newspapers, outdoor and yellow pages, 1994

	Local advertising revenue		Total advertising revenue	
	Increase in HHI	HHI	Increase in HHI	HHI
Median TV, FM, and AM stations combined (KFDA-TV, KBUY-F, KMML-A)*	42	2073	49	1771
Preceding combination acquires next largest FM and AM stations (KATP-F and KIXZ-A)*	22	2096	24	1795

Subtotals	Local advertising revenue		Total advertising revenue	
	(000)	%	(000)	%
TELEVISION	\$11,152	25.7	\$21,445	35.1
CABLE	\$856	2.0	\$1,000	1.6
RADIO	\$4,977	11.5	\$6,100	10.0
NEWSPAPER	\$15,631	36.0	\$19,200	31.5
OUTDOOR	\$845	1.9	\$1,900	3.1
YELLOW PAGES	\$9,919	22.9	\$11,391	18.7
TOTAL	\$43,380	100.0	\$61,037	100.0

* Where one of the stations named in a hypothetical combination is initially owned by an entity that owns another advertising vehicle, as in the case of KMML-A and KIXZ-A, the increase in the HHI is computed on the assumption that the combination in question involves a station that is initially independently owned but equal in size to the named group-owned station.

Source: See Appendix Table F-18.

Appendix
Table F-11

New York DMA advertising HHI: television, cable, radio, leading daily newspapers, outdoor, yellow pages, direct mail and miscellaneous local advertising, 1993

Medium	Owner	Advertising outlet	Location	Local advertising revenue				Total advertising revenue			
				Outlet (000)	Total (000)	Share (%)	HHI	Outlet (000)	Total (000)	Share (%)	HHI
BCAST TV	BHC COMM.	WWOR-TV	SECA., NJ	\$65,868	\$65,868	1.7	2.9	\$126,777	\$126,777	2.2	4.7
	CAPITAL CITIES/ABC	WABC-TV	NY	\$138,507				\$266,588			
RADIO	CAPITAL CITIES/ABC	WABC	NY	\$12,075				\$14,800			
RADIO	CAPITAL CITIES/ABC	WPLJ-F	NY	\$10,851				\$13,300			
	CAPITAL CITIES/ABC	TOTAL			\$161,433	4.2	17.3		\$294,688	5.0	25.3
BCAST TV	CBS	WCBS-TV	NY	\$96,032				\$184,834			
RADIO	CBS	WCBS-F	NY	\$21,213				\$26,000			
RADIO	CBS	WCBS	NY	\$17,133				\$21,000			
	CBS	TOTAL			\$134,378	3.5	12.0		\$231,834	4.0	15.7
BCAST TV	FOX TELEVISION	WNYW-TV	NY	\$83,104	\$83,104	2.1	4.6	\$159,953	\$159,953	2.7	7.5
	MOUNTAIN BCASTG	WMBC-TV	NEWTON								
	NBC/GE	WNBC-TV	NY	\$101,572	\$101,572	2.6	6.9	\$195,498	\$195,498	3.3	11.2
	NEW MASS MEDIA	WTZA-TV	KINGSTON								
	PERENCHIO TELE.	WXTV-TV	PATERSON	\$19,699	\$19,699	0.5	0.3	\$37,915	\$37,915	0.6	0.4
	SILVER KING COMM.	WHSI-TV	SMITH.								
	SILVER KING COMM.	WHSE-TV	NEWARK								
	TELEMUNDO GROUP	WNJU-TV	LINDEN	\$9,849	\$9,849	0.3	0.1	\$18,957	\$18,957	0.3	0.1
BCAST TV	TRIBUNE	WPIX-TV	NY	\$85,567				\$164,692			
RADIO	TRIBUNE	WQCD-F	NY	\$9,790				\$12,000			
	TRIBUNE	TOTAL			\$95,357	2.5	6.1		\$176,692	3.0	9.1
BCAST TV	TRINITY BCASTG NET.	WTBY-TV	P'KEEPSIE								
	VALUEVISION INTNATL	WHAI-TV	B'PRT								
	WLG INC	WLG-TV	L.I.								
CABLE	TIME WARNER		NY	\$13,695				\$16,000			
	CABLEVISION SYS.		W. L.I.	\$11,983				\$14,000			
	CABLEVISION SYS.		E. L.I.	\$4,194				\$4,900			
	COMCAST		E. ORANGE	\$5,234				\$6,115			
	TKR #		M'SEX, NJ	\$3,167				\$3,700			
CABLE IC	WNYI (CNI)		NY	\$16,262				\$19,000			
	METROBASE		PHILA.	\$10,784				\$12,600			
	HUDSON VALLEY IC		ALB./NYC	\$1,526				\$1,783			
	CABLE TV NET. OF NJ		NJ	\$1,362				\$1,591			
	CCIS		CT	\$300				\$350			
	MONMOUTH-OCEAN IC*		NJ	\$1,883				\$2,200			
	CABLE ADV., INC.*		NEW ENG.	\$428				\$500			
	CABLE	TOTAL	NY DMA		\$70,817	1.8	3.3		\$82,739	1.4	2.0
MMDS	MICROBAND WIRELESS		NY								
RADIO	BARNSTABLE BCASTG	WHLI	L.I.	\$775				\$950			
	BARNSTABLE BCASTG	WKJY-F	L.I.	\$3,019				\$3,700			
	BARNSTABLE BCASTG	TOTAL			\$3,794	0.1	0.0		\$4,650	0.1	0.0
	EVERGREEN MEDIA PTNRS.	WYNY-F	NY	\$8,975	\$8,975	0.2	0.1	\$11,000	\$11,000	0.2	0.0

Appendix
Table F-11

New York DMA advertising HHI: television, cable, radio, leading daily newspapers, outdoor, yellow pages, direct mail and miscellaneous local advertising, 1993

Medium	Owner	Advertising outlet	Location	Local advertising revenue				Total advertising revenue			
				Outlet (000)	Total (000)	Share (%)	HHI	Outlet (000)	Total (000)	Share (%)	HHI
	BERKSHIRE BCASTG	WLAD, WDAQ-F	B'PRT	\$2,162	\$2,162	0.1	0.0	\$2,650	\$2,650	0.0	0.0
	BONNEVILLE INTNATL	WMXV-F	NY	\$15,338	\$15,338	0.4	0.2	\$18,800	\$18,800	0.3	0.1
	BUCKLEY BCASTG	WOR	NY	\$15,094	\$15,094	0.4	0.2	\$18,500	\$18,500	0.3	0.1
	CHANCELLOR	WALK-AF	L.I.	\$6,282	\$6,282	0.2	0.0	\$7,700	\$7,700	0.1	0.0
	CRB BCASTG	WNLK, WEFX-F	B'PRT	\$1,795	\$1,795	0.0	0.0	\$2,200	\$2,200	0.0	0.0
	EMMIS BCASTG	WQHT-F	NY	\$10,606				\$13,000			
	EMMIS BCASTG	WRKS-F	NY	\$14,033				\$17,200			
	EMMIS BCASTG	TOTAL			\$24,639	0.6	0.4		\$30,200	0.5	0.3
	GARY STARR	WINE, WRKI-F	B'PRT	\$1,632				\$2,000			
	GARY STARR	WGSM	L.I.	\$571				\$700			
	GARY STARR	WMJC-F	L.I.	\$1,305				\$1,600			
	GARY STARR	WRCN-F	L.I.	\$816				\$1,000			
	GARY STARR	TOTAL			\$4,324	0.1	0.0		\$5,300	0.1	0.0
	GREENWICH BCASTG	WGCH	B'PRT	\$408	\$408	0.0	0.0	\$500	\$500	0.0	0.0
	HEFTEL	WADO	NY	\$3,835	\$3,835	0.1	0.0	\$4,700	\$4,700	0.1	0.0
	INFINITY	WFAN	NY	\$28,555				\$35,000			
	INFINITY	WXRK-F	NY	\$19,826				\$24,300			
	INFINITY	TOTAL			\$48,381	1.2	1.6		\$59,300	1.0	1.0
	INNER CITY BCASTG	WBLS-F	NY	\$9,954	\$9,954	0.3	0.1	\$12,200	\$12,200	0.2	0.0
	JARAD BCASTG	WDRE-F	L.I.	\$2,284	\$2,284	0.1	0.0	\$2,800	\$2,800	0.0	0.0
	LIBERTY BCASTG	WBAB-F	L.I.	\$4,814				\$5,900			
	LIBERTY BCASTG	WBLI-F	L.I.	\$5,466				\$6,700			
	LIBERTY BCASTG	WHFM-F	L.I.	\$506				\$620			
	LIBERTY BCASTG	TOTAL			\$10,786	0.3	0.1		\$13,220	0.2	0.1
	NEW CITY COMM.	WEZN-F	B'PRT	\$4,161	\$4,161	0.1	0.0	\$5,100	\$5,100	0.1	0.0
	PARK COMM.	WPAT-AF	NY	\$7,669	\$7,669	0.2	0.0	\$9,400	\$9,400	0.2	0.0
	SHAMROCK	WHTZ-F	NY	\$10,443	\$10,443	0.3	0.1	\$12,800	\$12,800	0.2	0.0
	SHORE MEDIA	WBZO-F	L.I.								
	SPANISH BCASTG SYS.	WSKQ-AF	NY	\$6,201	\$6,201	0.2	0.0	\$7,600	\$7,600	0.1	0.0
	SUBOTNICK	WSTC-A, WHKL-F	B'PRT	\$1,387	\$1,387	0.0	0.0	\$1,700	\$1,700	0.0	0.0
	VIACOM	WLTW-F	NY	\$21,621	\$21,621	0.6	0.3	\$26,500	\$26,500	0.5	0.2
	WESTINGHOUSE	WINS-A	NY	\$24,476				\$30,000			
	WESTINGHOUSE	WNEW-F	NY	\$13,543				\$16,600			
	WESTINGHOUSE	TOTAL			\$38,019	1.0	1.0		\$46,600	0.8	0.6
	WIN COMM.	WEBE-F	B'PRT	\$3,590				\$4,400			
	WIN COMM.	WICC_A	B'PRT	\$1,469				\$1,800			
	WIN COMM.	TOTAL			\$5,058	0.1	0.0		\$6,200	0.1	0.0
	[WNCN]	WNCN-F	NY	\$4,243	\$4,243	0.1	0.0	\$5,200	\$5,200	0.1	0.0
NEWSPAPER	THOMSON	CONN. POST	B'PRT	\$32,888	\$32,888	0.8	0.7	\$40,398	\$40,398	0.7	0.5
	OTTAWAY	NEWS-TIMES	DANBURY	\$17,586	\$17,586	0.5	0.2	\$21,602	\$21,602	0.4	0.1
	MURDOCH	NY POST	NY	\$51,220	\$51,220	1.3	1.7	\$62,916	\$62,916	1.1	1.2

**Appendix
Table F-11**

New York DMA advertising HHI: television, cable, radio, leading daily newspapers, outdoor, yellow pages, direct mail and miscellaneous local advertising, 1993

Medium	Owner	Advertising outlet	Location	Local advertising revenue				Total advertising revenue			
				Outlet (000)	Total (000)	Share (%)	HHI	Outlet (000)	Total (000)	Share (%)	HHI
NEWSPAPER	NY TIMES	NY TIMES	NY	\$262,221				\$322,097			
RADIO	NY TIMES	WQXR-F	NY	\$4,079				\$5,000			
	NY TIMES	TOTAL			\$266,301	6.9	47.2		\$327,097	5.6	31.2
NEWSPAPER	TIMES-MIRROR	NEWSDAY	NY	\$209,538	\$209,538	5.4	29.2	\$257,383	\$257,383	4.4	19.3
	NEWHOUSE	STAR LEDGER	NEWARK	\$156,588	\$156,588	4.0	16.3	\$192,343	\$192,343	3.3	10.8
	ZUCKERMAN	NY DAILY NEWS	NY	\$200,890	\$200,890	5.2	26.9	\$246,761	\$246,761	4.2	17.8
OUTDOOR	SUPPLIER 1		NY DMA	\$27,075	\$27,075	0.7	0.5	\$60,850	\$60,850	1.0	1.1
	SUPPLIER 2		NY DMA	\$27,075	\$27,075	0.7	0.5	\$60,850	\$60,850	1.0	1.1
Y. PAGES	NYNEX/BELL ATL/SNE		NY DMA	\$564,093	\$564,093	14.6	211.8	\$647,818	\$647,818	11.1	122.5
	Y'BOOK/TRANSWEST/BERRY		NY DMA	\$24,316	\$24,316	0.6	0.4	\$27,926	\$27,926	0.5	0.2
DIRECT MAIL		DIRECT MAIL	NY DMA	\$967,996	\$967,996	25.0		\$1,935,991	\$1,935,991	33.1	
MISC		MISC. LOCAL ADV.	NY DMA	\$331,308	\$331,308	8.5		\$331,308	\$331,308	5.7	
Total					\$3,875,804	100.0	393		\$5,853,116	100.0	284
						Increase in HHI	HHI			Increase in HHI	HHI
Median TV, AM, and FM stations combined. (WPIX-TV, WNCN-F and WADO-A)**						0.9	394			1.0	285
Preceding combination acquires next largest FM and AM stations. (WEZN-F, WICC-A)**						0.7	395			0.7	286

	Local advertising revenue		Total advertising revenue	
Subtotals	(000)	%	(000)	%
TELEVISION	\$600,199	10.3	\$1,155,213	19.7
CABLE	\$70,817	1.2	\$82,739	1.4
RADIO	\$331,993	5.7	\$406,920	7.0
NEWSPAPERS	\$930,932	15.9	\$1,143,500	19.5
OUTDOOR	\$54,151	0.9	\$121,700	2.1
YELLOW PAGES	\$588,409	10.1	\$675,744	11.5
DIRECT MAIL	\$967,996	16.5	\$1,935,991	33.1
MISC. LOCAL ADV.	\$212,670	3.6	\$331,308	5.7
TOTAL	\$3,757,166	64.2	\$5,853,116	100.0

Projected 1994 revenue.

* Projected 1993 revenue.

** Where one of the stations named in a hypothetical combination is initially owned by an entity that owns another advertising vehicle, as in the case of WPIX-TV and WICC-A, the increase in the HHI is computed on the assumption that the combination in question involves a station that is initially independently owned but equal in size to the named group-owned station.

Appendix
Table F-12

Cleveland DMA advertising HHI: television, cable, radio, leading daily newspapers, yellow pages, direct mail and miscellaneous local advertising, 1994

Medium	Owner	Advertising outlet	City	Local advertising revenue				Total advertising revenue					
				Outlet (000)	Total (000)	Share (%)	HHI	Outlet (000)	Total (000)	Share (%)	HHI		
BCAST TV	CANTON 67	WOAC-TV	CANTON										
	CHRISTIAN FAITH BRDCST.	WGGN-TV	SAND.										
	MALRITE COMM	WOIO-TV	SHKR HTS.	\$19,699				\$37,915					
	MALRITE COMM.*	WUAB-TV	LORAIN	\$16,005				\$30,806					
	MALRITE COMM	TOTAL			\$35,704	4.7	22.5		\$68,720	6.0	36.5		
	MID-STATE TV	WMFD-TV	MANSFD.										
	MULTIMEDIA BRDCST.	WKYC-TV	CLEVE.	\$22,777	\$22,777	3.0	9.2	\$43,839	\$43,839	3.9	14.8		
	NEW WORLD TELEVISION	WJW-TV	CLEVE.	\$28,317	\$28,317	3.8	14.2	\$54,502	\$54,502	4.8	22.9		
	SCRIPPS HOWARD BRDCST.	WEWS-TV	CLEVE.	\$32,626	\$32,626	4.3	18.8	\$62,796	\$62,796	5.5	30.5		
	SILVER KING COMM.	WQHS-TV	CLEVE.										
	TRINITY BRDCST. NET.	WDLI-TV	CANTON										
	VALUEVISION INTNATL	WAKC-TV	AKRON	\$1,847	\$1,847	0.2	0.1	\$3,555	\$3,555	0.3	0.1		
	WINSTON BRDCST.	WBNX-TV	AKRON										
	CABLE	CABLEVISION IND.	N. OHIO INTER.	CLEVE.	\$6,248				\$7,300				
CABLEVISION SYSTEMS		CABLEVISION SYS.	CLEVE.	\$5,392				\$6,300					
MMDS	CABLE	TOTAL	CLEVE.		\$11,640	1.5	2.4		\$13,600	1.2	1.4		
	METROTEN	METROPOLITAN CBLVSN	CLEVE.										
RADIO	ARDMAN BRDCST.	WENZ-F	CLEVE.	\$897	\$897	0.1	0.0	\$1,100	\$1,100	0.1	0.0		
	BARNSTABLE BRDCST.	WSLR-A	AKRON	\$367				\$450					
	BARNSTABLE BRDCST.	WKDD-F	AKRON	\$2,692				\$3,300					
	BARNSTABLE BRDCST.	TOTAL			\$3,060	0.4	0.2		\$3,750	0.3	0.1		
	BEAVERKETTLE	WHBC-A	CANTON	\$1,632				\$2,000					
	BEAVERKETTLE	WHBC-F	CANTON	\$1,550				\$1,900					
	BEAVERKETTLE	TOTAL			\$3,182	0.4	0.2		\$3,900	0.3	0.1		
	BOOTH AMERICAN	WLTF-F	CLEVE.	\$5,548				\$6,800					
	BOOTH AMERICAN	WWWE-A	CLEVE.	\$2,611				\$3,200					
	BOOTH AMERICAN	TOTAL			\$8,159	1.1	1.2		\$10,000	0.9	0.8		
	CANTON/AKRON RADIO	WRQK-F	CANTON	\$1,061	\$1,061	0.1	0.0	\$1,300	\$1,300	0.1	0.0		
	CLEAR CHANNEL	WNCX-F	CLEVE.	\$5,181				\$6,350					
	CLEAR CHANNEL	WERE-A	CLEVE.	\$530				\$650					
	CLEAR CHANNEL	TOTAL			\$5,711	0.8	0.6		\$7,000	0.6	0.4		
	CV RADIO ASSOCIATES	WKNR-A	CLEVE.	\$1,387	\$1,387	0.2	0.0	\$1,700	\$1,700	0.1	0.0		
	DA PETERSON	WZKL-F	CANTON	\$1,305	\$1,305	0.2	0.0	\$1,600	\$1,600	0.1	0.0		
	INDEPENDENT GROUP	WDOK-F	CLEVE.	\$5,222				\$6,400					
	INDEPENDENT GROUP	WRMR-A	CLEVE.	\$1,469				\$1,800					
	INDEPENDENT GROUP	TOTAL			\$6,690	0.9	0.8		\$8,200	0.7	0.5		
	MEDIA-COM	WNIR-F	AKRON	\$2,040	\$2,040	0.3	0.1	\$2,500	\$2,500	0.2	0.0		
	MORTENSON BRDCST.	WHLO-A	AKRON	\$490	\$490	0.1	0.0	\$600	\$600	0.1	0.0		
	NATIONWIDE COMM.	WGAR-F	CLEVE.	\$5,711	\$5,711	0.8	0.6	\$7,000	\$7,000	0.6	0.4		
	OMNI AMERICA	WMMS-F	CLEVE.	\$5,140				\$6,300					
OMNI AMERICA	WHK-A	CLEVE.	\$449				\$550						
OMNI AMERICA	WMJI-F	CLEVE.	\$7,343				\$9,000						
OMNI AMERICA	TOTAL			\$12,932	1.7	3.0		\$15,850	1.4	1.9			

Appendix
Table F-12

Cleveland DMA advertising HHI: television, cable, radio, leading daily newspapers, yellow pages, direct mail and miscellaneous local advertising, 1994

Medium	Owner	Advertising outlet	City	Local advertising revenue				Total advertising revenue			
				Outlet (000)	Total (000)	Share (%)	HHI	Outlet (000)	Total (000)	Share (%)	HHI
	RADIO SEAWAY	WCLV-F	CLEVE.	\$1,550	\$1,550	0.2	0.0	\$1,900	\$1,900	0.2	0.0
	RUBBER CITY RADIO GP	WONE-F	AKRON	\$2,448				\$3,000			
	RUBBER CITY RADIO GP	WQMX-F	AKRON	\$1,713				\$2,100			
	RUBBER CITY RADIO GP	WAKR-A	AKRON	\$1,387				\$1,700			
	RUBBER CITY RADIO GP	TOTAL			\$5,548	0.7	0.5		\$6,800	0.6	0.4
	WABQ	WABQ-A	CLEVE.	\$326	\$326	0.0	0.0	\$400	\$400	0.0	0.0
	WIN COMM.	WQAL-F	CLEVE.	\$3,590	\$3,590	0.5	0.2	\$4,400	\$4,400	0.4	0.1
	ZAPIS COMM. CORP	WZAK-F	CLEVE.	\$5,303	\$5,303	0.7	0.5	\$6,500	\$6,500	0.6	0.3
	ZEBRA BRDCST.	WJMO-A/F	CLEVE.	\$734	\$734	0.1	0.0	\$900	\$900	0.1	0.0
	WNWV	WNWV-F	CLEVE.	\$1,387	\$1,387	0.2	0.0	\$1,700	\$1,700	0.1	0.0
	WZJM	WZJM-F	CLEVE.	\$1,632	\$1,632	0.2	0.0	\$2,000	\$2,000	0.2	0.0
NEWSPAPER	KNIGHT-RIDDER	AKRON BEACON-JNL	AKRON	\$36,472	\$36,472	4.8	23.5	\$44,800	\$44,800	3.9	15.5
	NEWHOUSE NEWSPAPERS	PLAINDEALER	CLEVE.	\$118,046	\$118,046	15.7	246.4	\$145,000	\$145,000	12.7	162.4
	THOMSON NEWSPAPERS	CANTON REPOSITORY	CANTON	\$21,818	\$21,818	2.9	8.4	\$26,800	\$26,800	2.4	5.5
OUTDOOR	3M NAT'L OUT. ADV.	3M NAT'L OUT. ADV.	AKRON	\$1,046				\$2,350			
	3M NAT'L OUT. ADV.	3M NAT'L OUT. ADV.	CANTON	\$645				\$1,450			
	3M NAT'L OUT. ADV.	3M NAT'L OUT. ADV.	CLEVE.	\$3,115				\$7,000			
	3M NAT'L OUT. ADV.	TOTAL			\$4,806	0.6	0.4		\$10,800	0.9	0.9
	GENERAL ELECTRIC	PATRICK MEDIA	AKRON	\$1,046				\$2,350			
	GENERAL ELECTRIC	PATRICK MEDIA	CANTON	\$645				\$1,450			
	GENERAL ELECTRIC	PATRICK MEDIA	CLEVE.	\$3,115				\$7,000			
	GENERAL ELECTRIC	TOTAL			\$4,806	0.6	0.4		\$10,800	0.9	0.9
Y. PAGES	AMERITECH/SPRINT		CLEV. DMA	\$109,160	\$109,160	14.5	210.7	\$125,362	\$125,362	11.0	121.4
	ORANGE LINE DIRECTORIES		CLEVE.								
DIR. MAIL		DIR. MAIL	CLEV. DMA	\$186,895	\$186,895	24.9		\$373,790	\$373,790	32.8	
MISC		MISC. LOCAL ADV.	CLEV. DMA	\$64,408	\$64,408	8.6		\$64,408	\$64,408	5.7	
Total					\$752,014	100.0	565		\$1,137,871	100.0	418
						Increase in HHI	HHI			Increase in HHI	HHI
						2	567			3	421
						2	568			2	423

**Appendix
Table F-12**

Cleveland DMA advertising HHI: television, cable, radio, leading daily newspapers, yellow pages, direct mail and miscellaneous local advertising, 1994

Medium	Owner	Advertising outlet	City	Local advertising revenue				Total advertising revenue			
				Outlet (000)	Total (000)	Share (%)	HHI	Outlet (000)	Total (000)	Share (%)	HHI
		Subtotals		(000)	%			(000)	%		
		TELEVISION		\$121,271	16.1			\$233,412	20.5		
		CABLE		\$11,640	1.5			\$13,600	1.2		
		RADIO		\$72,694	9.7			\$89,100	7.8		
		NEWSPAPER		\$176,336	23.4			\$216,600	19.0		
		OUTDOOR		\$9,611	1.3			\$21,600	1.9		
		YELLOW PAGES		\$109,160	14.5			\$125,362	11.0		
		DIRECT MAIL		\$186,895	24.9			\$373,790	32.8		
		MISC. LOCAL ADVERTISING		\$64,408	8.6			\$64,408	5.7		
		TOTAL		\$752,014	100.0			\$1,137,871	100.0		

* WUAB-TV is owned by Cannell Communications, L.P., but since 1994 has operated under a time brokerage agreement or LMA with Malrite Communications.

** Where one of the stations named in a hypothetical combination is initially owned by an entity that owns another advertising vehicle as well, as is the case for WONE-F and WERE-A, the increase in HHI is computed on the assumption that the combination involves a station in question that is initially independently owned but equal in size to the named group-owned station.

Source: See Appendix Table F-18.

Appendix
Table F-13

Combined Cleveland & Youngstown DMAs advertising HHI: television, cable, radio, leading daily newspapers, outdoor, yellow pages, direct mail and miscellaneous local advertising, 1994

Medium	Owner	Advertising outlet	Location	Total advertising revenue				Local advertising revenue				
				Outlet (000)	Total (000)	Share (%)	HHI	Outlet (000)	Total (000)	Share (%)	HHI	
BCAST TV	BENEDEK, A RICHARD	WYTV-TV	YOUNG.	\$10,071	\$10,071	0.8	0.6	\$5,233	\$5,233	0.6	0.4	
	CANTON 67	WOAC-TV	CANTON									
	CHRISTIAN FAITH BRDCST.	WGGN-TV	SAND.									
	MALRITE COMM	WOIO-TV	SHKR HTS.	\$37,915				\$19,699				
	MALRITE COMM.*	WUAB-TV	LORAIN	\$30,806				\$16,005				
	MALRITE COMM	TOTAL			\$68,720	5.3	28.3		\$35,704	4.3	18.6	
	MID-STATE TV	WMFD-TV	MANSFD.									
	MULTIMEDIA BRDCST.	WKYC-TV	CLEVE.	\$43,839	\$43,839	3.4	11.5	\$22,777	\$22,777	2.8	7.6	
	NEW WORLD TELEVISION	WJW-TV	CLEVE.	\$54,502	\$54,502	4.2	17.8	\$28,317	\$28,317	3.4	11.7	
	SCRIPPS HOWARD BRDCST.	WEWS-TV	CLEVE.	\$62,796	\$62,796	4.9	23.6	\$32,626	\$32,626	3.9	15.6	
	SILVER KING COMM.	WQHS-TV	CLEVE.									
	TRINITY BRDCST. NET.	WDLI-TV	CANTON									
	VALUEVISION INTNATL	WAKC-TV	AKRON	\$3,555	\$3,555	0.3	0.1	\$1,847	\$1,847	0.2	0.0	
	VINDICATOR PRINTING	WFMJ-TV	YOUNG.	\$10,071				\$5,233				
	VINDICATOR PRINTING	VINDICATOR	YOUNG.	\$28,400				\$23,121				
	VINDICATOR PRINTING	TOTAL	YOUNG.		\$38,471	3.0	8.9		\$28,353	3.4	11.7	
	WILLIAMSON FAMILY	WKBN-TV	YOUNG.	\$12,204	\$12,204	0.9	0.9	\$6,341	\$6,341	0.8	0.6	
	WINSTON BRDCST.	WBNX-TV	AKRON									
	CABLE	CABLEVISION IND.	N. OHIO INTER.	CLEVE.	\$7,300				\$6,248			
		CABLEVISION SYSTEMS	CABLEVISION SYS.	CLEVE.	\$6,300				\$5,392			
TIME WARNER		WARNER CABLE COMM.	YOUNG.									
CABLE	TOTAL			\$13,600	1.1	1.1		\$11,640	1.4	2.0		
MMDS	METROTEN	METROPOLITAN CBLVSN	CLEVE.									
RADIO	ARDMAN BRDCST.	WENZ-F	CLEVE.	\$1,100	\$1,100	0.1	0.0	\$897	\$897	0.1	0.0	
	BARNSTABLE BRDCST.	WSLR-A	AKRON	\$450				\$367				
	BARNSTABLE BRDCST.	WKDD-F	AKRON	\$3,300				\$2,692				
	BARNSTABLE BRDCST.	TOTAL			\$3,750	0.3	0.1		\$3,060	0.4	0.1	
	BEAVERKETTLE	WHBC-A	CANTON	\$2,000				\$1,632				
	BEAVERKETTLE	WHBC-F	CANTON	\$1,900				\$1,550				
	BEAVERKETTLE	TOTAL			\$3,900	0.3	0.1		\$3,182	0.4	0.1	
	BOOTH AMERICAN	WLTF-F	CLEVE.	\$6,800				\$5,548				
	BOOTH AMERICAN	WWWE-A	CLEVE.	\$3,200				\$2,611				
	BOOTH AMERICAN	TOTAL			\$10,000	0.8	0.6		\$8,159	1.0	1.0	
	CANTON/AKRON RADIO	WRQK-F	CANTON	\$1,300	\$1,300	0.1	0.0	\$1,061	\$1,061	0.1	0.0	
	CLEAR CHANNEL	WNCX-F	CLEVE.	\$6,350				\$5,181				

Appendix
Table F-13

Combined Cleveland & Youngstown DMAs advertising HHI: television, cable, radio, leading daily newspapers, outdoor, yellow pages, direct mail and miscellaneous local advertising, 1994

Medium	Owner	Advertising outlet	Location	Total advertising revenue				Local advertising revenue			
				Outlet (000)	Total (000)	Share (%)	HHI	Outlet (000)	Total (000)	Share (%)	HHI
	CLEAR CHANNEL	WERE-A	CLEVE.	\$650				\$530			
	CLEAR CHANNEL	TOTAL			\$7,000	0.5	0.3		\$5,711	0.7	0.5
	CONNOISSEUR COMM.	WHOT-F	YOUNG.	\$2,400				\$1,958			
	CONNOISSEUR COMM.	WBBG-F	YOUNG.	\$1,900				\$1,550			
	CONNOISSEUR COMM.	WHOT-A	YOUNG.	\$510				\$416			
	CONNOISSEUR COMM.	WBBW-A	YOUNG.	\$470				\$383			
	CONNOISSEUR COMM.	TOTAL			\$5,280	0.4	0.2		\$4,308	0.5	0.3
	CV RADIO ASSOCIATES	WKNR-A	CLEVE.	\$1,700	\$1,700	0.1	0.0	\$1,387	\$1,387	0.2	0.0
	DA PETERSON	WZKL-F	CANTON	\$1,600	\$1,600	0.1	0.0	\$1,305	\$1,305	0.2	0.0
	INDEPENDENT GROUP	WDOK-F	CLEVE.	\$6,400				\$5,222			
	INDEPENDENT GROUP	WRMR-A	CLEVE.	\$1,800				\$1,469			
	INDEPENDENT GROUP	TOTAL			\$8,200	0.6	0.4		\$6,690	0.8	0.7
	MEDIA-COM	WNIR-F	AKRON	\$2,500	\$2,500	0.2	0.0	\$2,040	\$2,040	0.2	0.1
	MORTENSON BRDCST.	WHLO-A	AKRON	\$600	\$600	0.0	0.0	\$490	\$490	0.1	0.0
	NATIONWIDE COMM.	WGAR-F	CLEVE.	\$7,000	\$7,000	0.5	0.3	\$5,711	\$5,711	0.7	0.5
	OMNI AMERICA	WMMS-F	CLEVE.	\$6,300				\$5,140			
	OMNI AMERICA	WHK-A	CLEVE.	\$550				\$449			
	OMNI AMERICA	WMJI-F	CLEVE.	\$9,000				\$7,343			
	OMNI AMERICA	TOTAL			\$15,850	1.2	1.5		\$12,932	1.6	2.4
	RADIO SEAWAY	WCLV-F	CLEVE.	\$1,900	\$1,900	0.1	0.0	\$1,550	\$1,550	0.2	0.0
	RUBBER CITY RADIO GP	WONE-F	AKRON	\$3,000				\$2,448			
	RUBBER CITY RADIO GP	WQMX-F	AKRON	\$2,100				\$1,713			
	RUBBER CITY RADIO GP	WAKR-A	AKRON	\$1,700				\$1,387			
	RUBBER CITY RADIO GP	TOTAL			\$6,800	0.5	0.3		\$5,548	0.7	0.4
	WABQ	WABQ-A	CLEVE.	\$400	\$400	0.0	0.0	\$326	\$326	0.0	0.0
	WIN COMM.	WQAL-F	CLEVE.	\$4,400	\$4,400	0.3	0.1	\$3,590	\$3,590	0.4	0.2
	WKBN BRDCST. CORP	WKBN-A	YOUNG.	\$2,500				\$2,040			
	WKBN BRDCST. CORP	WKBN-F	YOUNG.	\$1,700				\$1,387			
	WKBN BRDCST. CORP	TOTAL			\$4,200	0.3	0.1		\$3,427	0.4	0.2
	WN BRDCST.	WNCD-F	YOUNG.	\$1,100	\$1,100	0.1	0.0	\$897	\$897	0.1	0.0
	ZAPIS COMM. CORP	WZAK-F	CLEVE.	\$6,500	\$6,500	0.5	0.3	\$5,303	\$5,303	0.6	0.4
	ZEBRA BRDCST.	WJMO-A/F	CLEVE.	\$900	\$900	0.1	0.0	\$734	\$734	0.1	0.0
	WNWV	WNWV-F	CLEVE.	\$1,700	\$1,700	0.1	0.0	\$1,387	\$1,387	0.2	0.0
	WQYK	WQYK-F	YOUNG.	\$3,500	\$3,500	0.3	0.1	\$2,856	\$2,856	0.3	0.1
	WYFM	WYFM-F	YOUNG.	\$1,400	\$1,400	0.1	0.0	\$1,142	\$1,142	0.1	0.0

**Appendix
Table F-13**

Combined Cleveland & Youngstown DMAs advertising HHI: television, cable, radio, leading daily newspapers, outdoor, yellow pages, direct mail and miscellaneous local advertising, 1994

Medium	Owner	Advertising outlet	Location	Total advertising revenue				Local advertising revenue			
				Outlet (000)	Total (000)	Share (%)	HHI	Outlet (000)	Total (000)	Share (%)	HHI
NEWSPAPER	WZJM	WZJM-F	CLEVE.	\$2,000	\$2,000	0.2	0.0	\$1,632	\$1,632	0.2	0.0
	KNIGHT-RIDDER	AKRON BEACON-JNL	AKRON	\$44,800	\$44,800	3.5	12.0	\$36,472	\$36,472	4.4	19.4
	NEWHOUSE NEWSPAPERS	PLAINDEALER	CLEVE.	\$145,000	\$145,000	11.2	126.1	\$118,046	\$118,046	14.3	203.6
	THOMSON NEWSPAPERS	CANTON REPOSITORY	CANTON	\$26,800	\$26,800	2.1	4.3	\$21,818	\$21,818	2.6	7.0
OUTDOOR	OTHER	SEE TABLE A-III-17									
	3M NAT'L OUT. ADV.	3M NAT'L OUT. ADV.	AKRON	\$2,350				\$1,046			
	3M NAT'L OUT. ADV.	3M NAT'L OUT. ADV.	CANTON	\$1,450				\$645			
	3M NAT'L OUT. ADV.	3M NAT'L OUT. ADV.	CLEVE.	\$7,000				\$3,115			
	3M NAT'L OUT. ADV.	TOTAL			\$10,800	0.8	0.7		\$4,806	0.6	0.3
	GENERAL ELECTRIC	PATRICK MEDIA	AKRON	\$2,350				\$1,046			
	GENERAL ELECTRIC	PATRICK MEDIA	CANTON	\$1,450				\$645			
	GENERAL ELECTRIC	PATRICK MEDIA	CLEVE.	\$7,000				\$3,115			
	GENERAL ELECTRIC	TOTAL			\$10,800	0.8	0.7		\$4,806	0.6	0.3
	[?]**	[?]	YOUNG.	\$3,300	\$3,300	0.3	0.1	\$1,468	\$1,468	0.2	0.0
Y. PAGES	AMERITECH/SPRINT		CLEV. DMA	\$141,778	\$141,778	11.0	120.5	\$123,454	\$123,454	14.9	222.7
	ORANGE LINE DIRECTORIES		CLEVE.								
DIR. MAIL		DIR. MAIL	C & Y DMAs	\$422,737	\$422,737	32.7		\$211,368	\$211,368	25.6	
MISC		MISC. LOCAL ADV.	C & Y DMAs	\$73,101	\$73,101	5.7		\$46,824	\$46,824	5.7	
Total					\$1,291,454	100.0	361.1		\$827,222	100.0	528.5
				Local advertising revenue				Total advertising revenue			
Subtotals				(000)	%			(000)	%		
TELEVISION				\$265,758	20.6			\$138,076	16.7		
CABLE				\$13,600	1.1			\$11,640	1.4		
RADIO				\$104,580	8.1			\$85,324	10.3		
NEWSPAPER				\$245,000	19.0			\$199,456	24.1		
OUTDOOR				\$24,900	1.9			\$11,079	1.3		
YELLOW PAGES				\$141,778	11.0			\$123,454	14.9		
DIRECT MAIL				\$422,737	32.7			\$211,368	25.6		
MISC. LOCAL ADV.				\$73,101	5.7			\$46,824	5.7		
TOTAL				\$1,291,454	100.0			\$827,222	100.0		

* WUAB-TV is owned by Cannell Communications, L.P., but since 1994 has operated under a time brokerage agreement or LMA with Malrite Communications.

** owner not identified.

Sources: See Appendix Table F-18.

Appendix
Table F-14

Portland DMA advertising HHI: television, cable, radio, leading daily newspapers, outdoor, yellow pages, direct mail and miscellaneous local advertising, 1994

Medium	Owner	Advertising outlet	Location	Local advertising revenue				Total advertising revenue				
				Outlet (000)	Total (000)	Share (%)	HHI	Outlet (000)	Total (000)	Share (%)	HHI	
BCAST TV	BLACKSTAR COMM	KBSP-TV	SALEM									
	CHANNEL 32	KEBN-TV	SALEM									
	CANNELL COMM.	KPDJ-TV	VANC.	\$9,234	\$9,234	1.9	3.7	\$17,773	\$17,773	2.4	6.0	
	FISHER BCAST	KATU-TV	PORT.	\$20,561	\$20,561	4.3	18.3	\$39,573	\$39,573	5.4	29.6	
	LEE ENTERPRISES	KOIN-TV	PORT.	\$19,760	\$19,760	4.1	16.9	\$38,033	\$38,033	5.2	27.3	
	NATL MINORITY TV	KNMT-TV	PORT.									
	PROVIDENCE JOURNAL	KGW-TV	PORT.	\$15,821	\$15,821	3.3	10.8	\$30,450	\$30,450	4.2	17.5	
	CHRIS-CRAFT INDUST.	KPTV-TV	PORT.	\$14,035	\$14,035	2.9	8.5	\$27,014	\$27,014	3.7	13.8	
	CABLE	KBL-TV CABLE ADV. IC		PORT.	\$3,167				\$3,700			
COLUMBIA INT.			PORT. DMA	\$986				\$1,152				
FALCON			PORT. DMA	\$396				\$462				
VIACOM			PORT. DMA	\$319				\$373				
TCI			PORT. DMA	\$285				\$333				
CENTURY COMM			PORT. DMA	\$154				\$180				
CABLE		TOTAL			\$5,307	1.1	1.2		\$6,200	0.9	0.7	
RADIO		ALEXANDER BCAST	KXL-A	PORT.	\$4,406				\$5,400			
		ALEXANDER BCAST	KXL-F	PORT.	\$1,876				\$2,300			
		ALEXANDER BCAST	TOTAL			\$6,282	1.3	1.7		\$7,700	1.1	1.1
	APOGEE COMM.	KFXX	PORT.	\$979				\$1,200				
	APOGEE COMM.	KGON-F	PORT.	\$3,508				\$4,300				
	APOGEE COMM.	TOTAL			\$4,487	0.9	0.9		\$5,500	0.8	0.6	
	BAYCOM PARTNERS	KUPL-AF	PORT.	\$5,466				\$6,700				
	BAYCOM PARTNERS	KKBK-F	PORT.									
	BAYCOM PARTNERS	KKJZ	PORT.	\$816				\$1,000				
	BAYCOM PARTNERS	TOTAL			\$6,282	1.3	1.7		\$7,700	1.1	1.1	
	CITICASTERS	KKCW-F	PORT.	\$6,119	\$6,119	1.3	1.6	\$7,500	\$7,500	1.0	1.1	
	GREAT AMER. BCAST	KEX	PORT.	\$5,140				\$6,300				
	GREAT AMER. BCAST	KKRZ-F	PORT.	\$3,590				\$4,400				
	GREAT AMER. BCAST	TOTAL			\$8,730	1.8	3.3		\$10,700	1.5	2.2	
	HENRY BCAST	KUFO-AF	PORT.	\$4,895	\$4,895	1.0	1.0	\$6,000	\$6,000	0.8	0.7	
	HERITAGE MEDIA	KKSN-F	PORT.	\$3,590				\$4,400				
	HERITAGE MEDIA	KXYQ-F	PORT.	\$1,876				\$2,300				
HERITAGE MEDIA	KKSN	PORT.	\$897				\$1,100					
HERITAGE MEDIA	TOTAL			\$6,364	1.3	1.8		\$7,800	1.1	1.1		
PORTLAND RADIO	KINK-AF	PORT.	\$5,303	\$5,303	1.1	1.2	\$6,500	\$6,500	0.9	0.8		
TOMLIN/KNAPP	KWJJ-AF	PORT.	\$3,753	\$3,753	0.8	0.6	\$4,600	\$4,600	0.6	0.4		

**Appendix
Table F-14**

Portland DMA advertising HHI: television, cable, radio, leading daily newspapers, outdoor, yellow pages, direct mail and miscellaneous local advertising, 1994

Medium	Owner	Advertising outlet	Location	Local advertising revenue				Total advertising revenue			
				Outlet (000)	Total (000)	Share (%)	HHI	Outlet (000)	Total (000)	Share (%)	HHI
NEWSPAPER	NEWHOUSE	OREGONIAN	PORT.	\$109,009	\$109,009	22.7	513.9	\$133,900	\$133,900	18.4	338.5
OUTDOOR	3M	3M NATL OUT. ADV.	PORT. DMA	\$2,625	\$2,625	0.5	0.3	\$5,900	\$5,900	0.8	0.7
	ACKERLEY COMM.	ACKERLEY COMM.	PORT. DMA	\$2,625	\$2,625	0.5	0.3	\$5,900	\$5,900	0.8	0.7
YELLOW PAGES	US WEST/GTE		PORT. DMA	\$69,500	\$69,500	14.5	208.9	\$79,816	\$79,816	11.0	120.3
	NTD PUBLISHING		PORTLAND								
DIRECT MAIL	DIRECT MAIL		PORT. DMA	\$118,993	\$118,993	24.7		\$237,986	\$237,986	32.7	
MISC	MISC. LOCAL ADV.		PORT. DMA	\$41,193	\$41,193	8.6		\$41,193	\$41,193	5.7	
Total					\$480,878	100.0	797		\$727,738	100.0	564
				Increase in HHI				Increase in HHI			
							HHI				HHI
Median TV, AM, and FM stations combined (KGW-TV and KUPL-AF)*						7	804			8	572
Preceding combination acquires next largest FM and AM stations (KINK-AF)*						10	814			9	581

Subtotals	Local advertising revenue		Total advertising revenue	
	(000)	%	(000)	%
TELEVISION	\$79,411	10.9	\$152,844	21.0
CABLE	\$5,307	0.7	\$6,200	0.9
RADIO	\$52,216	7.2	\$64,000	8.8
NEWSPAPER	\$109,009	15.0	\$133,900	18.4
OUTDOOR	\$5,250	0.7	\$11,800	1.6
YELLOW PAGES	\$69,500	9.6	\$79,816	11.0
DIRECT MAIL	\$118,993	16.4	\$237,986	32.7
MISC. LOCAL ADV.	\$26,381	3.6	\$41,193	5.7
TOTAL	\$466,067	64.0	\$727,738	100.0

* Where one of the stations named in a hypothetical combination is initially owned by an entity that owns another advertising vehicle, as in the case of KUPL-AF, the increase in the HHI is computed on the assumption that the combination in question involves a station that is initially independently owned but equal in size to the named group-owned station.

Source: See Appendix Table F-18.

Appendix
Table F-15

Richmond-Petersburg DMA advertising HHI: television, cable, radio, leading daily newspapers, outdoor, yellow pages, direct mail and miscellaneous local advertising, 1994

Medium	Owner	Advertising vehicle	City	Local advertising revenue				Total advertising revenue				
				Vehicle (000)	Total (000)	Share (%)	HHI	Vehicle (000)	Total (000)	Share (%)	HHI	
BCAST TV	ACT III BCAST	WRLH-TV	RICH.	\$6,217	\$6,217	2.6	6.8	\$11,967	\$11,967	3.3	11.0	
	CHRISTEL BCASTG	WAWB-TV	ASHLD.									
	JEFFERSON-PILOT COMM.	WWBT-TV	RICH.	\$9,849	\$9,849	4.1	17.0					
	PARK COMM.	WTVR-TV	RICH.	\$12,250	\$12,250	5.1	26.2					
	YOUNG BCAST.	WRIC-TV	P'BURG	\$10,280	\$10,280	4.3	18.5					
CABLE	CONTINENTAL CBLVSN			\$1,256				\$1,468				
	COMCAST			\$599				\$699				
	ADELPHIA			\$393				\$459				
	TELE-MEDIA			\$166				\$194				
	SAMMONS			\$154				\$180				
	CABLE	TOTAL			\$2,568	1.1	1.2		\$3,000	0.8	0.7	
	RADIO	ABS COMM.	WKHK-F	RICH.	\$4,079				\$5,000			
		ABS COMM.	WKIK-F	RICH.	\$816				\$1,000			
		ABS COMM.	TOTAL			\$4,895	2.0	4.2		\$6,000	1.7	2.8
		BENCHMARK COMM.	WVGO-F	RICH.	\$2,040				\$2,500			
BENCHMARK COMM.		WDCK-F	RICH.	\$1,224				\$1,500				
BENCHMARK COMM.		TOTAL			\$3,263	1.4	1.9		\$4,000	1.1	1.2	
CLEAR CHANNEL		WRVA-A	RICH.	\$3,753				\$4,600				
CLEAR CHANNEL		WRVQ-F	RICH.	\$2,856				\$3,500				
CLEAR CHANNEL		WRXL-F	RICH.	\$2,937				\$3,600				
CLEAR CHANNEL		TOTAL			\$9,546	4.0	15.9		\$11,700	3.2	10.5	
LIBERTY BCASTG		WMXB-F	RICH.	\$3,427	\$3,427	1.4	2.1	\$4,200	\$4,200	1.2	1.4	
SINCLAIR TELECABLE		WCDX-F	RICH.	\$3,263				\$4,000				
SINCLAIR TELECABLE		WPLZ-F	RICH.	\$1,469				\$1,800				
SINCLAIR TELECABLE	TOTAL			\$4,732	2.0	3.9		\$5,800	1.6	2.6		
TOMLIN/KNAPP	WTVR-F	RICH.	\$1,876	\$1,876	0.8	0.6	\$2,300	\$2,300	0.6	0.4		
NEWSPAPER	MEDIA GENERAL	TIMES-DISPATCH	RICH.	\$53,907	\$53,907	22.5	508.0	\$65,800	\$65,800	18.2	332.0	
OUTDOOR	3M	3M NATL OUT. ADV	RICH.	\$1,646	\$1,646	0.7	0.5	\$3,700	\$3,700	1.0	1.0	
	LAMAR ADV.	LAMAR ADV.	RICH.	\$1,646	\$1,646	0.7	0.5	\$3,700	\$3,700	1.0	1.0	
YELLOW PAGES	BELL ATLANTIC	BELL ATLANTIC	RICH.	\$34,156	\$34,156	14.3	203.9	\$39,225	\$39,225	10.9	118.0	
DIRECT MAIL		DIRECT MAIL	RICH.	\$58,479	\$58,479	24.4		\$116,957	\$116,957	32.4		
MISC.		MISC. LOCAL ADV.	RICH.	\$20,440	\$20,440	8.5		\$20,440	\$20,440	5.7		
Total					\$239,178	100.0	811	\$361,112	\$361,112	100.0	583	

**Appendix
Table F-15**

Richmond-Petersburg DMA advertising HHI: television, cable, radio, leading daily newspapers, outdoor, yellow pages, direct mail and miscellaneous local advertising, 1994

	Local advertising revenue		Total advertising revenue	
	Increase in HHI	HHI	Increase in HHI	HHI
Median TV, FM, and AM stations combined (WRIC-TV, WRVQ-F, and WRVA-A)*	27	838	27	610
Preceding combination acquires next largest FM station (WVGO-F)*	12	851	11	621
Subtotals	(000)	%	(000)	%
TELEVISION	\$38,597	12.9	\$74,289	20.6
CABLE	\$2,568	0.9	\$3,000	0.8
RADIO	\$27,740	9.3	\$34,000	9.4
NEWSPAPER	\$53,907	18.0	\$65,800	18.2
OUTDOOR	\$3,293	1.1	\$7,400	2.0
YELLOW PAGES	\$39,225	13.1	\$39,225	10.9
DIRECT MAIL	\$116,957	39.1	\$116,957	32.4
MISC. LOC. ADV.	\$16,937	5.7	\$20,440	5.7
TOTAL	\$299,224	100.0	\$361,112	100

* Where one of the stations named in a hypothetical combination is initially owned by an entity that owns another advertising vehicle, as in the case of WRVQ-F and WVGO-F, the increase in the HHI is computed on the assumption that the combination in question involves a station that is initially independently owned but equal in size to the named group-owned station.

Source: See Appendix Table F-18.

Appendix
Table F-16

Amarillo DMA advertising HHI: television, cable, radio, leading daily newspapers, outdoor, yellow pages, direct mail and miscellaneous local advertising, 1994

Medium	Owner	Advertising outlet	City	Local advertising revenue				Total advertising revenue			
				Outlet (000)	Total (000)	Share (%)	HHI	Outlet (000)	Total (000)	Share (%)	HHI
BCAST TV	CANNAN COMM.	KAMR-TV	AMARILLO	\$2,588	\$2,588	3.9	15.3	\$4,976	\$4,976	4.9	24.4
	KCIT ACQUISITION CO.	KCIT-TV	AMARILLO	\$1,787	\$1,787	2.7	7.3	\$3,436	\$3,436	3.4	11.6
	MARSH MEDIA	KVII-TV	AMARILLO	\$3,573				\$6,872			
	MARSH MEDIA	KVIJ-TV	SAYRE, OK								
	MARSH MEDIA	KVIH-TV	CLOVIS, NM								
	MARSH MEDIA	TOTAL			\$3,573	5.4	29.3		\$6,872	6.8	46.6
	PANHANDLE TELECASTG.	KFDA-TV	AMARILLO	\$3,204	\$3,204	4.8	23.5	\$6,161	\$6,161	6.1	37.4
CABLE	RAMAR COMM.	KMZN-TV	FARWELL								
	TCA CABLE		AMARILLO	\$561				\$655			
	SAMMONS		AMARILLO	\$201				\$235			
	MISSION CABLE		AMARILLO	\$94				\$110			
		TOTAL		\$856	1.3	1.7		\$1,000	1.0	1.0	
RADIO	CATALYST	KMML	AMARILLO	\$734				\$900			
	CATALYST	KIXZ	AMARILLO	\$220				\$270			
	CATALYST	KLSF-F	AMARILLO								
	CATALYST	TOTAL			\$955	1.4	2.1		\$1,170	1.2	1.3
	DEL NORTE	KZIP	AMARILLO								
	KAEZ-FM	KAEZ-F	AMARILLO	\$228	\$228	0.3	0.1	\$280	\$280	0.3	0.1
	KARX BCASTG OF TX	KARX-F	AMARILLO	\$449	\$449	0.7	0.5	\$550	\$550	0.5	0.3
	MEYER COMM.	KATP-F	AMARILLO	\$253	\$253	0.4	0.1	\$310	\$310	0.3	0.1
	WALTON COMM.	KBUY-F	AMARILLO	\$416	\$416	0.6	0.4	\$510	\$510	0.5	0.3
	WESTWIND BCASTG	KPUR-AF	AMARILLO	\$432	\$432	0.7	0.4	\$530	\$530	0.5	0.3
WISKES-ABARIS COMM.	KQIZ-F	AMARILLO	\$693	\$693	1.0	1.1	\$850	\$850	0.8	0.7	
NEWSPAPER	MORRIS	GLOBE-TIMES	AMARILLO								
	MORRIS	NEWS	AMARILLO								
	MORRIS	NEWS-GLOBE	AMARILLO								
	MORRIS	NEWSPAPER TOTAL		\$15,631				\$19,200			
RADIO	MORRIS	KGNC	AMARILLO	\$816				\$1,000			
RADIO	MORRIS	KGNC-F	AMARILLO	\$734				\$900			
		TOTAL		\$17,181	26.0	676.4		\$21,100	21.0	439.0	
OUTDOOR	THE STEVENS GROUP	DONREY OUT. ADV.	AMARILLO	\$845	\$845	1.3	1.6	\$1,900	\$1,900	1.9	3.6
YELLOW PAGES	GREAT WESTERN DIR.		AMARILLO	\$4,138	\$4,138	6.3	39.2	\$4,752	\$4,752	4.7	22.3
	SOUTHWESTERN BELL YP		AMARILLO	\$5,781	\$5,781	8.8	76.6	\$6,639	\$6,639	6.6	43.5
DIRECT MAIL		DIRECT MAIL	AMARILLO	\$16,983	\$16,983	25.7		\$33,965	\$33,965	33.7	
MISC.		MISC. LOCAL ADV.	AMARILLO	\$5,700	\$5,700	8.6		\$5,700	\$5,700	5.7	
	Total			\$66,063		100.0	876	\$100,702		100.0	632

**Appendix
Table F-16**

Amarillo DMA advertising HHI: television, cable, radio, leading daily newspapers, outdoor, yellow pages, direct mail and miscellaneous local advertising, 1994

	Local advertising revenue		Total advertising revenue	
	Increase in HHI	HHI	Increase in HHI	HHI
Median TV, FM, and AM stations combined (KFDA-TV, KBUY-F, KMML-A)*	18	894	18	650
Preceding combination acquires next largest FM and AM stations (KATP-F and KIXZ-A)*	10	904	9	660
Subtotals	(000)	%	(000)	%
TELEVISION	\$11,152	16.9	\$21,445	21.3
CABLE	\$856	1.3	\$1,000	1.0
RADIO	\$4,977	7.5	\$6,100	6.1
NEWSPAPER	\$15,631	23.7	\$19,200	19.1
OUTDOOR	\$845	1.3	\$1,900	1.9
YELLOW PAGES	\$9,919	15.0	\$11,391	11.3
DIRECT MAIL	\$16,983	25.7	\$33,965	33.7
MISC. LOC. ADV.	\$5,700	8.6	\$5,700	5.7
TOTAL	\$66,063	100.0	\$100,702	100.0

* Where one of the stations named in a hypothetical combination is initially owned by an entity that owns another advertising vehicle, as in the case of KMML-A and KIXZ-A, the increase in the HHI is computed on the assumption that the combination in question involves a station that is initially independently owned but equal in size to the named group-owned station

Source: See Appendix Table F-18.

Appendix Table F-17 Newspapers in combined Cleveland & Youngstown DMAs

Rank	Location	Title	Owner/publisher*	Type of paper	Circulation per issue		% of weekly circulation	Cumulative % of weekly circulation
					Regular	Sunday		
1	CLEVELAND	THE PLAIN DEALER	NEWHOUSE NEWSPAPERS	DAILY	395,791	543,050	34.14%	34.1%
2	AKRON	AKRON BEACON JOURNAL	KNIGHT-RIDDER, INC	DAILY	157,229	224,803	13.67%	47.8%
3	YOUNGSTOWN	VINDICATOR		DAILY	90,278	132,767	7.89%	55.7%
4	CANTON	THE CANTON REPOSITORY	THOMSON NEWSPAPERS	DAILY	62,168	80,277	5.30%	61.0%
5	LAKE COUNTY	THE NEWS HERALD	JOURNAL REGISTER COMPANY	DAILY	57,901	68,756	4.87%	65.9%
6	LORAIN	THE MORNING JOURNAL	JOURNAL REGISTER COMPANY	DAILY	44,039	47,967	3.65%	69.5%
7	WARREN	THE TRIBUNE CHRONICLE	THOMSON NEWSPAPERS	DAILY	42,260	47,651	3.52%	73.0%
8	MANSFIELD	NEWS JOURNAL	THOMSON NEWSPAPERS	DAILY	39,442	50,558	3.36%	76.4%
9	ELYRIA	CHRONICLE-TELEGRAM		DAILY	34,759	37,638	2.88%	79.3%
10	DOVER-NEW PHILA.	THE TIMES REPORTER	JOURNAL REGISTER COMPANY	DAILY	26,736	30,565	2.23%	81.5%
11	WOOSTER	THE DAILY RECORD	DIX COMMUNICATIONS INC	DAILY	25,272		2.07%	83.6%
12	SANDUSKY	SANDUSKY REGISTER	SANDUSKY-NORWALK NEWSPAPERS	DAILY	24,729	27,629	2.06%	85.7%
13	ASHTABULA	THE STAR BEACON	THOMSON NEWSPAPERS	DAILY	25,021	24,505	2.04%	87.7%
14	KENT-RAVENNA	RECORD-COURIER	DIX COMMUNICATIONS INC.	DAILY	20,744	21,873	1.71%	89.4%
15	MEDINA	THE MEDINA COUNTY GAZETTE	ELYRIA CHRONICLE TELEGRAM	DAILY	16,688		1.37%	90.8%
16	MASSILLON	THE INDEPENDENT	GOODSON NEWSPAPER GROUP	DAILY	15,909		1.30%	92.1%
17	ALLIANCE	THE ALLIANCE REVIEW	DIX COMMUNICATIONS INC	DAILY	12,581		1.03%	93.1%
18	ASHLAND	ASHLAND TIMES-GAZETTE	DIX COMMUNICATIONS INC	DAILY	11,812		0.97%	94.1%
19	NORWALK	THE NORWALK REFLECTOR	SANDUSKY-NORWALK NEWSPAPERS	DAILY	8,978		0.74%	94.8%
20	SALEM	SALEM NEWS	THOMSON NEWSPAPERS	DAILY	8,825		0.72%	95.5%
21	AKRON	AKRON REPORTER	WILLIAM R. ELLIS JR.	BLACK WEEKLY	35,000		0.41%	95.9%
22	CLEVELAND	CALL AND POST	JOHN BUSTAMENTE	BLACK WEEKLY	30,000		0.35%	96.3%
23	PARMA	PARMA SUN POST	GERALD H GORDON	WEEKLY	28,788		0.34%	96.6%
24	SHELBY	DAILY GLOBE		DAILY	4,058		0.33%	97.0%
25	BELLEVUE	BELLEVUE GAZETTE		DAILY	3,500		0.29%	97.3%
26	CLEVELAND	CATHOLIC UNIVERSE BULLETIN	BISHOP ANTHONY M. PILLA	BI-WEEKLY	41,150		0.24%	97.5%
27	CLEVELAND	THE SUN PRESS	GERALD H GORDON	WEEKLY	19,900		0.23%	97.7%
28	CLEVELAND	WEST SIDE SUN NEWS	GERALD H GORDON	WEEKLY	18,034		0.21%	97.9%
29	AKRON	AMERIKAI-KANADI MAGYAR ELET	BUDA PUBLISHING CO	HUNGARIAN WEEKLY	16,000		0.19%	98.1%
30	CLEVELAND	CLEVELAND JEWISH NEWS	HARRY SCHARF	JEWISH WEEKLY	16,000		0.19%	98.3%
31	LAKESWOOD	LAKESWOOD SUN POST	GERALD H GORDON	WEEKLY	13,390		0.16%	98.5%
32	EUCLID	EUCLID SUN JOURNAL	GERALD H GORDON	WEEKLY	12,725		0.15%	98.6%
33	STRONGSVILLE	THE SUN STAR	GERALD H GORDON	WEEKLY	11,817		0.14%	98.8%
34	CLEVELAND	AMERIKANSKI SLOVENIC GLASILOSKI	AMERICAN SLOVENIAN CATHOLIC UNION	ENGLISH/SLOVENIAN WEEKLY	11,000		0.13%	98.9%
35	STRONGSVILLE	STRONGSVILLE SUN STAR	PAUL J MASSEY	WEEKLY	9,215		0.11%	99.0%
36	CLEVELAND	AMERISKA DONOVINA	AMER. HOME PUBLISHING CO.	SLOVENIAN WEEKLY	9,000		0.11%	99.1%
37	HURON	THE ERIE COUNTY REPORTER	DOUTHIT COMMUNICATIONS INC	WEEKLY		8,050	0.09%	99.2%
38	SOUTH CLEVELAND	THE LEADER	WILLIAM KLEINSCHMIDT	WEEKLY	6,600		0.08%	99.3%
39	BARBERTON/NORTON	BARBERTON HERALD	DAVE RICHARDSON	WEEKLY	6,240		0.07%	99.3%
40	GIRARD	GIRARD NEWS	PHOENIX PUBLICATIONS INC	WEEKLY		5,500	0.06%	99.4%
41	CLEVELAND	SUN SCOOP JOURNAL	GERALD H GORDON	WEEKLY	5,216		0.06%	99.5%
42	BEDFORD	BEDFORD SUN BANNER	GERALD GORDON	WEEKLY	4,818		0.06%	99.5%
43	YOUNG./BOARDMAN	BOARDMAN NEWS	JACK A DARNELL	WEEKLY	4,750		0.06%	99.6%
44	CLEVELAND	DIRVA	B. GAIDZIUNAS	LITHUANIAN WEEKLY	3,500		0.04%	99.6%
45	YOUNGSTOWN	KATOLIKUS MAGYAROK VASARNAPJA	FR. BANABAS KISS, OFM	HUNGARIAN WEEKLY	3,500		0.04%	99.7%
46	WILLARD	WILLARD TIMES-JUNCTION	KEN C GOVE	BI-WEEKLY	3,430		0.04%	99.7%
47	CLEVELAND	WAECHTER UND ANZEIGER	WAECHTER UND ANZEIGER PUB. CO.	GERMAN WEEKLY	3,295		0.04%	99.7%
48	LOUISVILLE	THE LOUISVILLE HERALD	PAUL M CLAPPER	WEEKLY	3,178		0.04%	99.8%
49	ASHTABULA	THE SENTINEL	JOHN LAMPSON	WEEKLY	3,000		0.04%	99.8%
50	OBERLIN	OBERLIN NEWS-TRIBUNE	TOM SMITH	WEEKLY	2,731		0.03%	99.8%

Appendix Table F-17 Newspapers in combined Cleveland & Youngstown DMAs

Rank	Location	Title	Owner/publisher*	Type of paper	Circulation per issue		% of weekly circulation	Cumulative % of weekly circulation
					Regular	Sunday		
51	ORRVILLE	COURIER CRESCENT	R VICTOR DIX	WEEKLY	2,365		0.03%	99.9%
52	STARK CO. SE	THE PRESS NEWS	ROBERT DIX, JR.	WEEKLY	2,300		0.03%	99.9%
53	LORAIN COUNTY	THE LORAIN COUNTY TIMES	ELEANOR J GOTTSCHALK	WEEKLY	2,000		0.02%	99.9%
54	YOUNGSTOWN	THE BUCKEYE REVIEW	STERLING WILLIAMS	BLACK WEEKLY	2,000		0.02%	99.9%
55	AMHERST	AMHERST NEWS-TIMES	GAZETTE PUBLISHING	WEEKLY	1,990		0.02%	100.0%
56	CONNEAUT	THE COURIER	JOHN LAMPSON	WEEKLY	1,500		0.02%	100.0%
57	CUYAHOGA FALLS	CUYAHOGA FALLS NEWS-PRESS	DAVID DIX	WEEKLY	1,182		0.01%	100.0%
Total weekly circulation					8,546,571	1,351,589		

Source: EDITOR AND PUBLISHER INTERNATIONAL YEARBOOK 1994, pp. I-295 - I-318, I-59 - II-62, II-89, II-90 - II-95.

* The publisher is listed for weekly papers.

NOTE: The calculation of the total weekly circulation weights daily papers 7 times heavier than weekly and 14 times heavier than bi-weekly papers. Dailies are assumed to have Sunday papers; if no Sunday circulation is given it is assumed to be the same as weekday circulation.