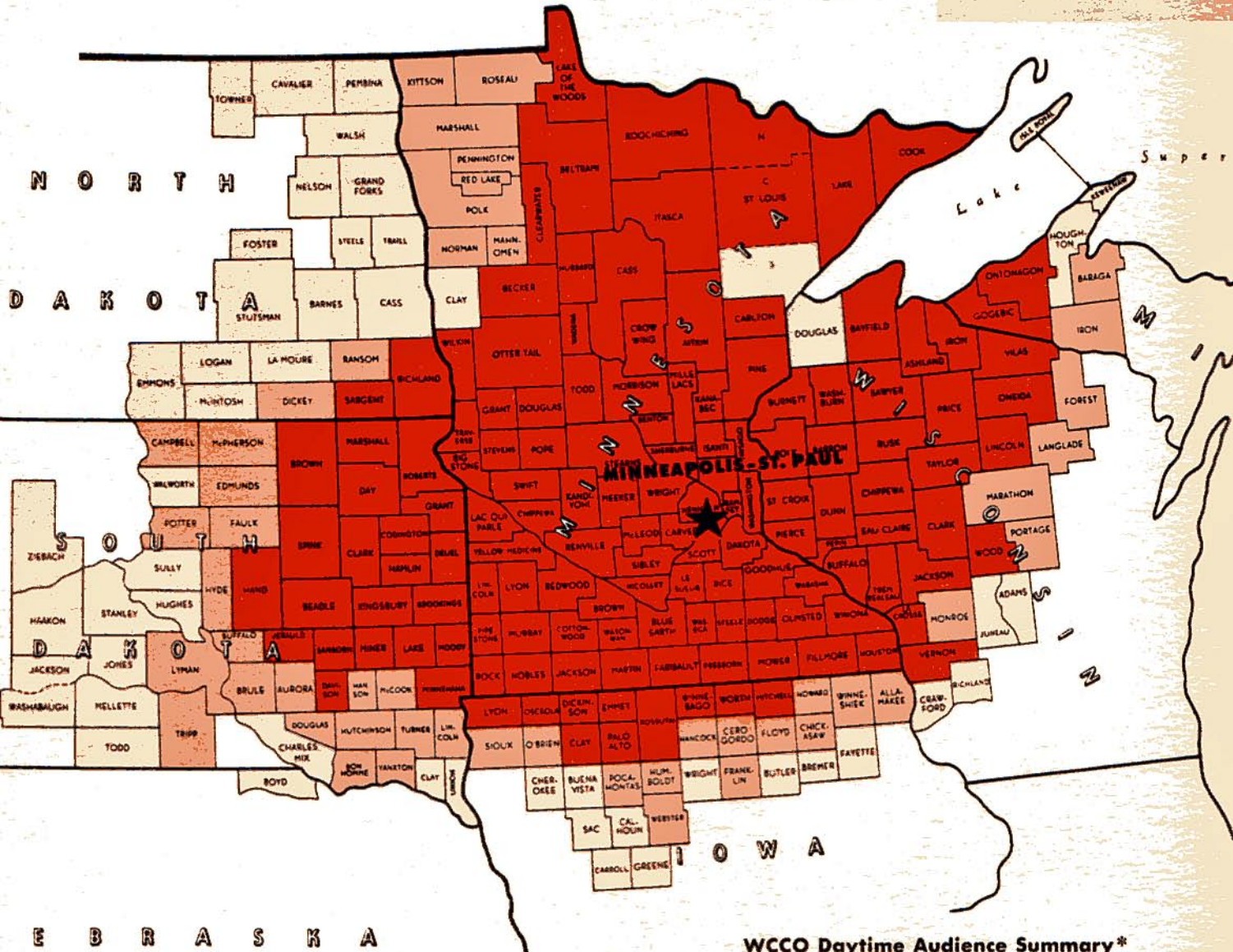


DAYTIME

WCCO AUDIENCE



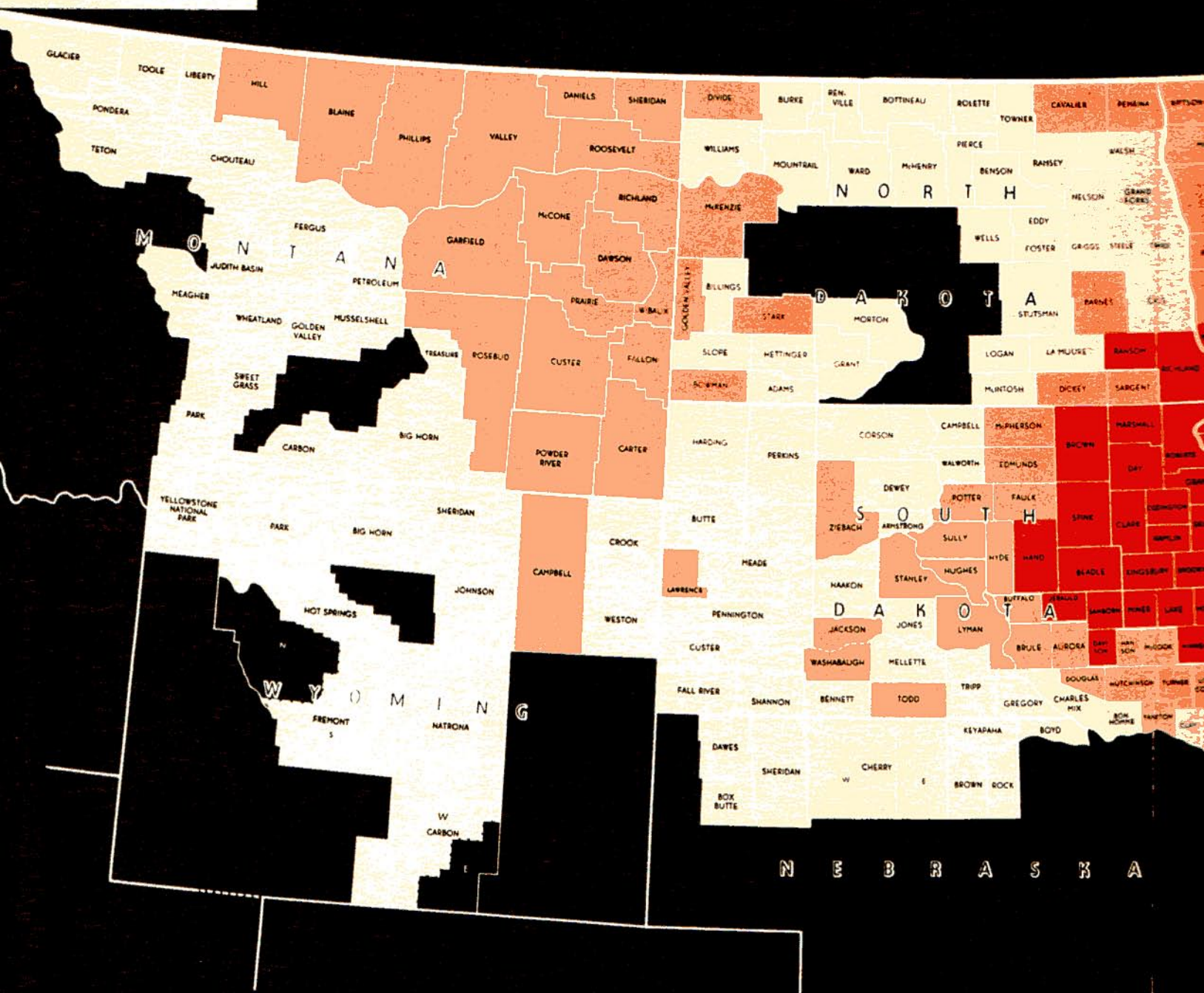
WCCO Daytime Audience Summary*

AUDIENCE AREA	U.S. RADIO FAMILIES BMB-1946	U.S. BMB STATION AUDIENCE
50% - 100% BMB AUDIENCE	884,970	754,770
25% - 50% BMB AUDIENCE	162,400	59,170
10% - 25% BMB AUDIENCE	191,150	35,500

TOTAL BMB AUDIENCE 849,440

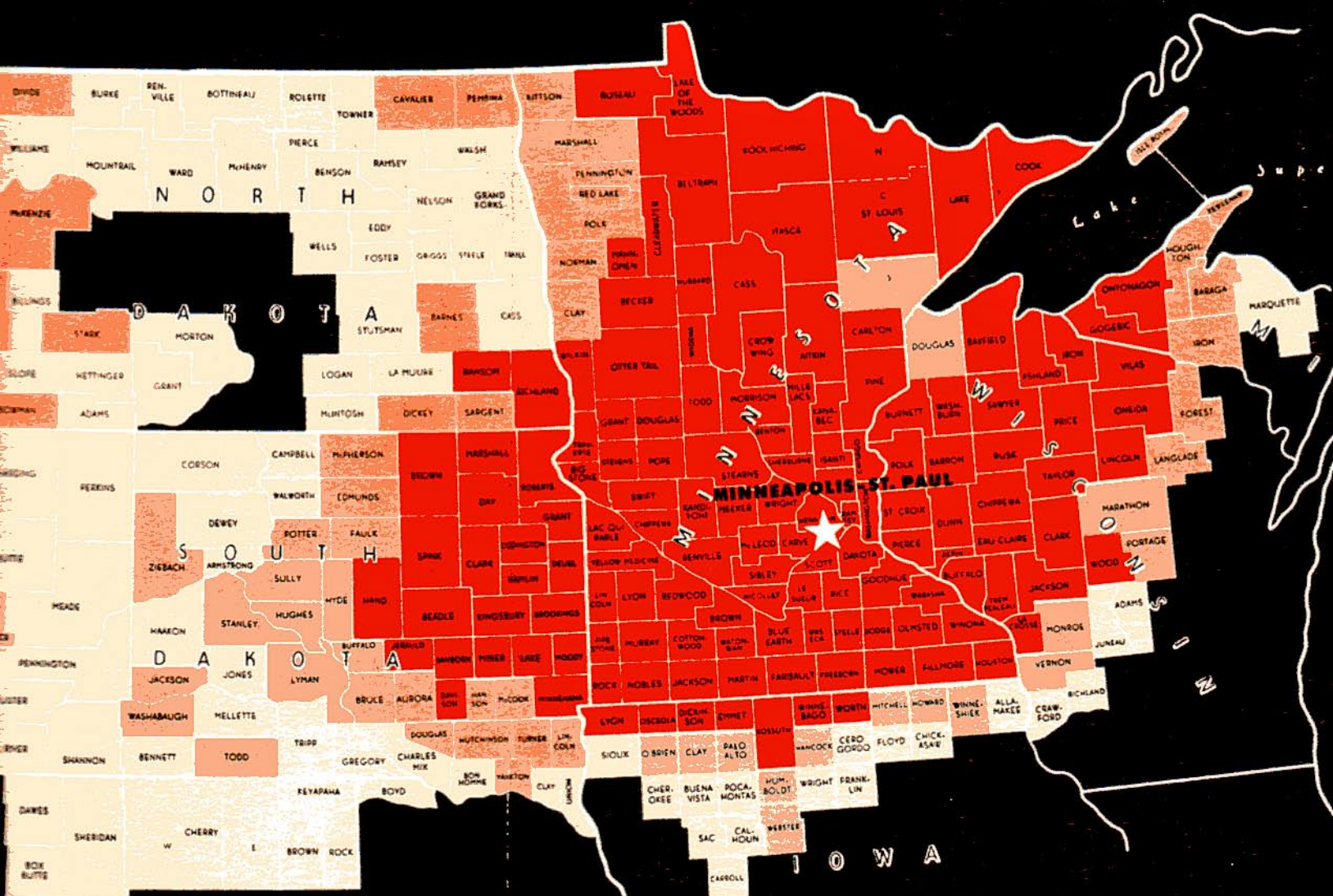
CO EE MAPS

NIGHTTIME



* For tabulation of station penetration expressed by deciles, see last page. For complete BMB Audience information in all counties and cities in which 10% or more of the radio families listen to the station at least once a week (separately day and night), see BMB Station Audience Reprint available free upon request. Details on Canadian audience available on request.

TIME



WCCO Nighttime Audience Summary*

AUDIENCE AREA	U.S. RADIO FAMILIES BMB-1946	U.S. BMB STATION AUDIENCE
50% - 100% BMB AUDIENCE	871,850	771,790
25% - 50% BMB AUDIENCE	246,030	85,540
10% - 25% BMB AUDIENCE	279,330	49,270

TOTAL BMB AUDIENCE 906,600

*Audience information in all counties and cities in which 10% or more of the population is within the WCCO service area. For more information, see BMB Station Audience Reprint available free upon request.