Maximi$er 99 V6.01 Programmers Package: J - Diary Return by Zipcode Trend Report
"Where is WSMJ - FM's Diary Return by Zipcode?"

Demo: Persons 12+
Daypart: M-Su 6:00AM - 12:00M
Geo: RICHMOND TSA - Std

County	Post Office	Zipcode	SP1998	SP1998 Mkt Tot	WSMJ - FM 1 Book Total ✓
CHESTERFIELD BAL	RICHMOND	23235	16	70	16
RICHMOND CITY HDBA	RICHMOND	23222	14	82	14
HENRICO BALANCE	RICHMOND	23233	14	95	14
RICHMOND CITY HDBA	RICHMOND	23223	14	66	14
HENRICO BALANCE	RICHMOND	23228	11	76	11
CHESTERFIELD BAL	MIDLOTHIAN	23113	10	54	10
CHESTERFIELD BAL	RICHMOND	23236	10	58	10
HENRICO HDBA	RICHMOND	23227	8	54	8
CHESTERFIELD BAL	MIDLOTHIAN	23112	8	91	8
RICHMOND CITY HDBA	RICHMOND	23225	8	98	8
CHESTERFIELD HDBA	RICHMOND	23234	8	84	8
HENRICO BALANCE	GLEN ALLEN	23060	8	76	8
RICHMOND CITY HDBA	RICHMOND	23224	8	57	8
HANOVER	MECHANICSVLLE	23111	7	51	7
RICHMOND CITY HDBA	RICHMOND	23220	7	47	7
HENRICO BALANCE	RICHMOND	23229	6	71	6
CHESTERFIELD BAL	CHESTER	23831	6	79	6
HENRICO HDBA	RICHMOND	23231	6	49	6
RICHMOND CITY BALANC	RICHMOND	23226	5	37	5
PETERSBURG CITY	PETERSBURG	23803	5	48	5
RICHMOND CITY BALANC	RICHMOND	23221	4	36	4
NEW KENT	QUINTON	23141	4	12	4
HOPEWELL CITY	HOPEWELL	23860	4	76	4
CHESTERFIELD BAL	RICHMOND	23237	3	33	3
CHESTERFIELD BAL	CHESTERFIELD	23838	3	19	3
CHESTERFIELD BAL	CHESTERFIELD	23832	3	63	3
HENRICO BALANCE	SANDSTON	23150	3	30	3
HANOVER	ASHLAND	23005	2	31	2
HENRICO BALANCE	RICHMOND	23230	2	18	2
COLONIAL HEIGHTS CTY	COLONIAL HGTS	23834	1	22	1
HENRICO HDBA	--	23220	1	1	1
PETERSBURG CITY	PETERSBURG	23805	1	43	1
BUCKINGHAM	--	24590	1	6	1
DINWIDDIE	DEWITT	23840	1	1	1
CHESTERFIELD BAL	--	23803	1	15	1
CHESTERFIELD HDBA	--	23246	1	3	1
CHARLES CITY	CHARLES CITY	23030	1	13	1
SUSSEX	--	23830	1	1	1
HANOVER	MECHANICSVILL	23116	1	50	1
HENRICO BALANCE	--	23226	1	2	1
KING + QUEEN	ST STEPHNS CH	23148	1	5	1
ALBEMARLE	--	22940	0	2	0
CAROLINE	WOODFORD	22580	0	4	0
ALBEMARLE	--	22938	0	1	0
CHARLOTTESVILLE CITY	--	22932	0	1	0
ALBEMARLE	--	22945	0	2	0
ALBEMARLE	--	22946	0	4	0
CAROLINE	RUTHER GLEN	22546	0	17	0
AMELIA	JETERSVILLE	23083	0	2	0
CAROLINE	--	23069	0	2	0
ALBEMARLE	--	22924	0	2	0
CHARLES CITY	PROVDENCE FRG	23140	0	4	0
ALBEMARLE	--	22947	0	7	0
CAROLINE	MILFORD	22514	0	2	0
CHARLOTTESVILLE CITY	--	22902	0	32	0
CHARLOTTESVILLE CITY	--	22903	0	63	0
CHARLOTTESVILLE CITY	--	22904	0	3	0

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Maximi$er 99 V6.01 Programmers Package: J - Diary Return by Zipcode Trend Report
"Where is WSMJ - FM's Diary Return by Zipcode?"

Demo: Persons 12+
Daypart: M-Su 6:00AM - 12:00M
Geo: RICHMOND TSA - Std

County	Post Office	Zipcode	SP1998	SP1998 Mkt Tot	✓ WSMJ - FM 1 Book Total
CHARLOTTESVILLE CITY	--	22906	0	3	0
COLONIAL HEIGHTS CTY	--	23803	0	1	0
CAROLINE	BOWLING GREEN	22427	0	5	0
ALBEMARLE	--	22906	0	1	0
ALBEMARLE	--	24590	0	7	0
ALBEMARLE	--	22920	0	5	0
CUMBERLAND	--	23901	0	7	0
BRUNSWICK	ALBERTA	23821	0	6	0
DINWIDDIE	--	23803	0	21	0
DINWIDDIE	--	23824	0	2	0
CHARLES CITY	--	23231	0	1	0
CHARLOTTESVILLE CITY	--	22901	0	31	0
ALBEMARLE	--	22943	0	4	0
DINWIDDIE	DINWIDDIE	23841	0	7	0
DINWIDDIE	FORD	23850	0	5	0
DINWIDDIE	MC KENNEY	23872	0	4	0
DINWIDDIE	SUTHERLAND	23885	0	8	0
ALBEMARLE	--	22968	0	1	0
EMPORIA CITY	--	23847	0	9	0
CUMBERLAND	CARTERSVILLE	23027	0	2	0
ESSEX	CENTER CROSS	22437	0	1	0
BRUNSWICK	LAWRENCEVILLE	23868	0	14	0
DINWIDDIE	--	23481	0	1	0
ESSEX	TAPPAHANNOCK	22560	0	4	0
BUCKINGHAM	ARVONIA	23004	0	3	0
DINWIDDIE	CARSON	23830	0	4	0
DINWIDDIE	CHURCH ROAD	23833	0	3	0
BUCKINGHAM	DILLWYN	23936	0	12	0
BUCKINGHAM	--	24562	0	1	0
FLUVANNA	--	24590	0	6	0
FRANKLIN CITY	--	23851	0	17	0
FREDERICKSBURG CITY	--	22401	0	21	0
GOOCHLAND	--	23038	0	1	0
GOOCHLAND	CROZIER	23039	0	1	0
GOOCHLAND	GOOCHLAND	23063	0	10	0
GOOCHLAND	--	23065	0	2	0
GOOCHLAND	MAIDENS	23102	0	1	0
GOOCHLAND	MANAKIN SABOT	23103	0	11	0
GOOCHLAND	--	23117	0	1	0
GOOCHLAND	--	23146	0	2	0
GOOCHLAND	--	23233	0	2	0
GREENSVILLE	EMPORIA	23847	0	15	0
GREENSVILLE	--	23867	0	2	0
CHARLOTTESVILLE CITY	--	22911	0	2	0
HANOVER	BEAVERDAM	23015	0	6	0
HANOVER	DOSWELL	23047	0	3	0
DINWIDDIE	WILSONS	23894	0	2	0
CHESTERFIELD BAL	MOSELEY	23120	0	3	0
ESSEX	CARET	22436	0	3	0
HANOVER	ROCKVILLE	23146	0	9	0
HENRICO BALANCE	GLEN ALLEN	23058	0	2	0
BRUNSWICK	BRODNAX	23920	0	2	0
HENRICO BALANCE	HIGHLAND SPGS	23075	0	19	0
BUCKINGHAM	NEW CANTON	23123	0	2	0
BUCKINGHAM	--	23901	0	2	0
BUCKINGHAM	BUCKINGHAM	23921	0	3	0
ALBEMARLE	--	22901	0	53	0

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Maximi$er 99 V6.01 Programmers Package: J - Diary Return by Zipcode Trend Report
"Where is WSMJ - FM's Diary Return by Zipcode?"

Demo: Persons 12+
Daypart: M-Su 6:00AM - 12:00M
Geo: RICHMOND TSA - Std

County	Post Office	Zipcode	SP1998	SP1998 Mkt Tot	WSMJ - FM 1 Book Total ✓
ALBEMARLE	--	22902	0	26	0
ALBEMARLE	--	22903	0	15	0
HENRICO BALANCE	RICHMOND	23294	0	29	0
ALBEMARLE	--	22911	0	37	0
HENRICO HDBA	--	23222	0	8	0
HENRICO HDBA	--	23223	0	7	0
ALBEMARLE	--	22932	0	20	0
ALBEMARLE	--	22936	0	26	0
ALBEMARLE	--	22937	0	6	0
JAMES CITY	--	23089	0	2	0
JAMES CITY	--	23168	0	2	0
JAMES CITY	--	23185	0	22	0
JAMES CITY	--	23188	0	34	0
KING + QUEEN	--	22560	0	1	0
KING + QUEEN	KING QUEEN CH	23085	0	8	0
KING + QUEEN	LITTLE PLYMTH	23091	0	2	0
KING + QUEEN	MATTAPONI	23110	0	2	0
AMELIA	AMELIA CT HSE	23002	0	21	0
KING + QUEEN	SHACKLEFORDS	23156	0	9	0
KING + QUEEN	STEVENSVILLE	23161	0	2	0
KING WILLIAM	AYLETT	23009	0	6	0
KING WILLIAM	KING WILLIAM	23086	0	1	0
KING WILLIAM	MANQUIN	23106	0	2	0
KING WILLIAM	WEST POINT	23181	0	9	0
LANCASTER	KILMARNOCK	22482	0	4	0
LANCASTER	LANCASTER	22503	0	3	0
LANCASTER	MOLLUSK	22517	0	2	0
LANCASTER	WHITE STONE	22578	0	8	0
LANCASTER	--	23578	0	1	0
LOUISA	--	22942	0	1	0
LOUISA	--	22972	0	1	0
LOUISA	BUMPASS	23024	0	9	0
LOUISA	LOUISA	23093	0	11	0
LOUISA	MINERAL	23117	0	12	0
LOUISA	--	23192	0	1	0
LUNENBURG	--	23924	0	2	0
LUNENBURG	KENBRIDGE	23944	0	7	0
LUNENBURG	--	23947	0	1	0
LUNENBURG	LUNENBURG	23952	0	3	0
LUNENBURG	--	23954	0	1	0
LUNENBURG	VICTORIA	23974	0	3	0
MIDDLESEX	--	23043	0	9	0
MIDDLESEX	--	23070	0	5	0
MIDDLESEX	--	23071	0	4	0
MIDDLESEX	--	23079	0	2	0
MIDDLESEX	--	23092	0	4	0
HANOVER	HANOVER	23069	0	11	0
MIDDLESEX	--	23169	0	1	0
MIDDLESEX	--	23175	0	9	0
MIDDLESEX	--	23176	0	2	0
NEW KENT	LANEXA	23089	0	10	0
NEW KENT	NEW KENT	23124	0	4	0
NEW KENT	--	23140	0	2	0
CHESTERFIELD BAL	--	23834	0	3	0
NOTTOWAY	BLACKSTONE	23824	0	9	0
NOTTOWAY	--	23890	0	1	0
NOTTOWAY	BURKEVILLE	23922	0	4	0

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Maximi$er 99 V6.01 Programmers Package: J - Diary Return by Zipcode Trend Report
"Where is WSMJ - FM's Diary Return by Zipcode?"

Demo: Persons 12+
Daypart: M-Su 6:00AM - 12:00M
Geo: RICHMOND TSA - Std

County	Post Office	Zipcode	SP1998	SP1998 Mkt Tot	✓ WSMJ - FM 1 Book Total
NOTTOWAY	CREWE	23930	0	13	0
PETERSBURG CITY	--	23801	0	1	0
COLONIAL HEIGHTS CTY	--	23847	0	1	0
PETERSBURG CITY	--	23804	0	1	0
CUMBERLAND	CUMBERLAND	23040	0	4	0
POWHATAN	--	23113	0	1	0
POWHATAN	POWHATAN	23139	0	45	0
POWHATAN	--	23235	0	1	0
PRINCE EDWARD	FARMVILLE	23901	0	14	0
PRINCE EDWARD	GREEN BAY	23942	0	3	0
PRINCE EDWARD	MEHERRIN	23954	0	2	0
PRINCE EDWARD	RICE	23966	0	7	0
PRINCE GEORGE BALANC	--	23805	0	4	0
PRINCE GEORGE BALANC	DISPUTANTA	23842	0	8	0
PRINCE GEORGE BALANC	--	23860	0	2	0
PRINCE GEORGE BALANC	PRINCE GEORGE	23875	0	34	0
PRINCE GEORGE HDBA	FORT LEE	23801	0	12	0
PRINCE GEORGE HDBA	--	23875	0	1	0
RICHMOND	HAYNESVILLE	22472	0	1	0
RICHMOND	WARSAW	22572	0	12	0
ESSEX	DUNNSVILLE	22454	0	2	0
ESSEX	HUSTLE	22476	0	1	0
RICHMOND CITY HDBA	RICHMOND	23219	0	4	0
FLUVANNA	PALMYRA	22963	0	40	0
FLUVANNA	TROY	22974	0	12	0
FLUVANNA	BREMO BLUFF	23022	0	2	0
FLUVANNA	FORK UNION	23055	0	3	0
FLUVANNA	KENTS STORE	23084	0	5	0
RICHMOND CITY HDBA	--	23227	0	3	0
RICHMOND CITY HDBA	--	23234	0	7	0
SOUTHAMPTON	--	23837	0	3	0
SOUTHAMPTON	--	23851	0	5	0
SOUTHAMPTON	--	23866	0	3	0
SOUTHAMPTON	--	23874	0	4	0
SOUTHAMPTON	--	23878	0	2	0
SPOTSYLVANIA	--	22407	0	27	0
SPOTSYLVANIA	--	22408	0	10	0
SPOTSYLVANIA	--	22508	0	1	0
SPOTSYLVANIA	--	22534	0	1	0
SPOTSYLVANIA	--	22553	0	11	0
SPOTSYLVANIA	--	22960	0	1	0
SURRY	--	23839	0	5	0
SURRY	--	23846	0	2	0
SURRY	--	23881	0	7	0
SURRY	--	23883	0	5	0
SURRY	--	23899	0	5	0
MIDDLESEX	--	23149	0	6	0
SUSSEX	JARRATT	23867	0	2	0
SUSSEX	STONY CREEK	23882	0	12	0
SUSSEX	WAKEFIELD	23888	0	3	0
SUSSEX	WAVERLY	23890	0	6	0
WILLIAMSBURG CITY	--	23185	0	25	0

\Stations qualify to be reported if they have received five or more minutes of listening in at least 10 diaries in the market, Monday-Sunday 6am-Midnigh during the survey period.

Estimates are derived from the diaries that provided the audience data for the Market Report and are subject to the limitations stated in that Report. Due to these limitations, inherent in Arbitron's methodology, the accuracy of Arbitron audience estimates cannot be determined to any precise mathematical value or definition. This service is not part of Arbitron's regular syndicated service and is not accredited by the Media Rating Council (MRC).

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Maximi$er 99 V6.01 Programmers Package: J - Diary Return by Zipcode Trend Report
"Where is WJRV - FM's Diary Return by Zipcode?"

Demo: Persons 12+
Daypart: M-Su 6:00AM - 12:00M
Geo: RICHMOND TSA - Std

County	Post Office	Zipcode	FA1998	FA1998 Mkt Tot	WJRV - FM 1 Book Total ✓
CHESTERFIELD BAL	MIDLOTHIAN	23112	7	68	7
HENRICO BALANCE	GLEN ALLEN	23060	7	71	7
HENRICO BALANCE	RICHMOND	23233	6	102	6
CHESTERFIELD HDBA	RICHMOND	23234	5	72	5
NEW KENT	QUINTON	23141	4	16	4
HANOVER	MECHANICSVLLE	23111	4	52	4
RICHMOND CITY HDBA	RICHMOND	23225	4	76	4
COLONIAL HGTS CITY	COLONIAL HGTS	23834	4	36	4
RICHMOND CITY BALANC	RICHMOND	23221	4	54	4
GOOCHLAND	MANAKIN SABOT	23103	4	11	4
HANOVER	ASHLAND	23005	4	34	4
CHESTERFIELD BAL	--	23834	3	15	3
CHESTERFIELD BAL	CHESTER	23831	3	59	3
HENRICO BALANCE	--	23226	2	16	2
HANOVER	MECHANICSVILL	23116	2	57	2
HOPEWELL CITY	HOPEWELL	23860	2	43	2
RICHMOND CITY HDBA	RICHMOND	23220	2	67	2
CHESTERFIELD BAL	CHESTERFIELD	23832	2	45	2
HENRICO HDBA	--	23075	2	17	2
CHESTERFIELD BAL	MIDLOTHIAN	23113	2	53	2
CHESTERFIELD BAL	RICHMOND	23235	2	44	2
HENRICO BALANCE	RICHMOND	23228	2	62	2
CHESTERFIELD BAL	--	23836	2	10	2
CHESTERFIELD BAL	RICHMOND	23237	1	35	1
GOOCHLAND	GOOCHLAND	23063	1	11	1
HENRICO BALANCE	--	23906	1	2	1
HENRICO HDBA	RICHMOND	23227	1	45	1
CHESTERFIELD BAL	CHESTERFIELD	23838	1	17	1
DINWIDDIE	--	23803	1	13	1
PETERSBURG CITY	PETERSBURG	23803	1	38	1
KING WILLIAM	AYLETT	23009	1	7	1
DINWIDDIE	DINWIDDIE	23841	1	13	1
GOOCHLAND	--	23065	1	3	1
CHESTERFIELD BAL	RICHMOND	23236	1	43	1
HENRICO HDBA	RICHMOND	23231	1	60	1
HENRICO BALANCE	RICHMOND	23229	1	72	1
HANOVER	DOSWELL	23047	1	2	1
HENRICO BALANCE	SANDSTON	23150	1	25	1
PRINCE GEORGE BAL	PRINCE GEORGE	23875	1	11	1
PETERSBURG CITY	PETERSBURG	23805	1	36	1
GOOCHLAND	MAIDENS	23102	1	5	1
CHESTERFIELD BAL	MOSELEY	23120	1	4	1
CAROLINE	--	22544	0	1	0
BUCKINGHAM	ARVONIA	23004	0	1	0
ALBEMARLE	--	24590	0	2	0
CHARLOTTESVILLE CITY	--	22553	0	1	0
ALBEMARLE	--	22943	0	3	0
ALBEMARLE	--	22937	0	3	0
CHARLES CITY	PROVDENCE FRG	23140	0	10	0
CHARLOTTESVILLE CITY	--	22920	0	1	0
CHARLOTTESVILLE CITY	--	23233	0	1	0
CHARLOTTESVILLE CITY	--	22902	0	24	0
ALBEMARLE	--	22959	0	4	0
BUCKINGHAM	BUCKINGHAM	23921	0	3	0
CHARLES CITY	CHARLES CITY	23030	0	18	0
CHARLES CITY	--	23038	0	1	0
BRUNSWICK	WARFIELD	23889	0	2	0

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"Where is WJRV - FM's Diary Return by Zipcode?"

Demo: Persons 12+
Daypart: M-Su 6:00AM - 12:00M
Geo: RICHMOND TSA - Std

County	Post Office	Zipcode	FA1998	FA1998 Mkt Tot	WJRV - FM 1 Book Total ✓
CHESTERFIELD BAL	--	23297	0	1	0
CHESTERFIELD BAL	--	23803	0	18	0
BRUNSWICK	DOLPHIN	23843	0	3	0
ALBEMARLE	--	22904	0	1	0
ALBEMARLE	--	22968	0	1	0
BUCKINGHAM	--	24590	0	4	0
CAROLINE	MILFORD	22514	0	4	0
CHESTERFIELD HDBA	--	23224	0	2	0
CAROLINE	RUTHER GLEN	22546	0	20	0
ALBEMARLE	--	22903	0	16	0
CAROLINE	--	23069	0	3	0
CUMBERLAND	CARTERSVILLE	23027	0	9	0
CUMBERLAND	COLUMBIA	23038	0	2	0
CUMBERLAND	CUMBERLAND	23040	0	17	0
CUMBERLAND	--	23901	0	7	0
CHARLOTTESVILLE CITY	--	22901	0	30	0
DINWIDDIE	--	23805	0	2	0
DINWIDDIE	CHURCH ROAD	23833	0	2	0
DINWIDDIE	DEWITT	23840	0	8	0
ALBEMARLE	--	22907	0	1	0
DINWIDDIE	FORD	23850	0	3	0
DINWIDDIE	MC KENNEY	23872	0	1	0
AMELIA	--	23850	0	2	0
DINWIDDIE	WILSONS	23894	0	3	0
EMPORIA CITY	--	23487	0	1	0
BRUNSWICK	--	23847	0	3	0
BRUNSWICK	FREEMAN	23856	0	1	0
ESSEX	CENTER CROSS	22437	0	1	0
BRUNSWICK	BRODNAX	23920	0	2	0
ESSEX	DUNNSVILLE	22454	0	9	0
ESSEX	TAPPAHANNOCK	22560	0	21	0
FLUVANNA	--	22947	0	1	0
BUCKINGHAM	DILLWYN	23936	0	13	0
FLUVANNA	PALMYRA	22963	0	29	0
FLUVANNA	--	22967	0	1	0
FLUVANNA	TROY	22974	0	8	0
FLUVANNA	FORK UNION	23055	0	3	0
FLUVANNA	KENTS STORE	23084	0	2	0
CAROLINE	WOODFORD	22580	0	5	0
FRANKLIN CITY	--	23851	0	31	0
FREDERICKSBURG CITY	--	22401	0	19	0
FREDERICKSBURG CITY	--	22402	0	2	0
FREDERICKSBURG CITY	--	22408	0	3	0
GOOCHLAND	--	23038	0	2	0
GOOCHLAND	CROZIER	23039	0	1	0
CHARLOTTESVILLE CITY	--	22903	0	76	0
CHARLOTTESVILLE CITY	--	22904	0	3	0
CHARLOTTESVILLE CITY	--	22906	0	1	0
CHARLOTTESVILLE CITY	--	22911	0	3	0
GOOCHLAND	OILVILLE	23129	0	1	0
GOOCHLAND	SANDY HOOK	23153	0	1	0
GOOCHLAND	--	23233	0	3	0
GREENSVILLE	EMPORIA	23847	0	9	0
GREENSVILLE	--	23867	0	5	0
EMPORIA CITY	--	23847	0	43	0
BRUNSWICK	LAWRENCEVILLE	23868	0	9	0
HANOVER	GLEN ALLEN	23059	0	3	0

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"Where is WJRV - FM's Diary Return by Zipcode?"

Demo: Persons 12+
Daypart: M-Su 6:00AM - 12:00M
Geo: RICHMOND TSA - Std

County	Post Office	Zipcode	FA1998	FA1998 Mkt Tot	WJRV - FM 1 Book Total ✓
HANOVER	HANOVER	23069	0	4	0
ALBEMARLE	--	22901	0	69	0
ALBEMARLE	--	22902	0	23	0
HANOVER	--	23117	0	1	0
HANOVER	ROCKVILLE	23146	0	1	0
ALBEMARLE	--	22911	0	34	0
HANOVER	--	23716	0	1	0
ALBEMARLE	--	22920	0	6	0
ALBEMARLE	--	22924	0	2	0
ALBEMARLE	--	22931	0	3	0
FLUVANNA	--	24590	0	10	0
ALBEMARLE	--	22936	0	18	0
HENRICO BALANCE	RICHMOND	23230	0	7	0
ALBEMARLE	--	22940	0	4	0
HENRICO BALANCE	RICHMOND	23294	0	25	0
ALBEMARLE	--	22945	0	3	0
ALBEMARLE	--	22947	0	9	0
HENRICO HDBA	--	23222	0	2	0
HENRICO HDBA	--	23223	0	7	0
ALBEMARLE	--	22969	0	2	0
ALBEMARLE	--	22974	0	2	0
HOPEWELL CITY	--	23832	0	1	0
AMELIA	AMELIA CT HSE	23002	0	10	0
JAMES CITY	--	23089	0	3	0
JAMES CITY	--	23168	0	3	0
JAMES CITY	--	23185	0	19	0
JAMES CITY	--	23188	0	22	0
KING + QUEEN	--	22437	0	3	0
KING + QUEEN	BRUINGTON	23023	0	2	0
KING + QUEEN	ST STEPHNS CH	23148	0	2	0
KING + QUEEN	SHACKLEFORDS	23156	0	2	0
BUCKINGHAM	NEW CANTON	23123	0	4	0
KING WILLIAM	KING WILLIAM	23086	0	8	0
KING WILLIAM	MANQUIN	23106	0	4	0
KING WILLIAM	WEST POINT	23181	0	15	0
LANCASTER	KILMARNOCK	22482	0	8	0
LANCASTER	LANCASTER	22503	0	5	0
LANCASTER	MOLLUSK	22517	0	1	0
LANCASTER	WHITE STONE	22578	0	7	0
LOUISA	--	22942	0	2	0
LOUISA	--	22974	0	2	0
LOUISA	BUMPASS	23024	0	13	0
LOUISA	GUM SPRING	23065	0	3	0
LOUISA	--	23084	0	2	0
LOUISA	LOUISA	23093	0	12	0
LOUISA	MINERAL	23117	0	6	0
LUNENBURG	--	23938	0	2	0
LUNENBURG	KENBRIDGE	23944	0	8	0
LUNENBURG	--	23947	0	4	0
LUNENBURG	LUNENBURG	23952	0	1	0
LUNENBURG	--	23954	0	4	0
LUNENBURG	VICTORIA	23974	0	7	0
MIDDLESEX	--	23043	0	2	0
MIDDLESEX	--	23071	0	2	0
MIDDLESEX	--	23149	0	1	0
MIDDLESEX	--	23175	0	5	0
MIDDLESEX	--	23180	0	2	0

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Maximi$er 99 V6.01 Programmers Package: J - Diary Return by Zipcode Trend Report
"Where is WJRV - FM's Diary Return by Zipcode?"

Demo: Persons 12+
Daypart: M-Su 6:00AM - 12:00M
Geo: RICHMOND TSA - Std

County	Post Office	Zipcode	FA1998	FA1998 Mkt Tot	WJRV - FM 1 Book Total ✓
NEW KENT	BARHAMSVILLE	23011	0	2	0
NEW KENT	LANEXA	23089	0	2	0
NEW KENT	--	23111	0	6	0
NEW KENT	NEW KENT	23124	0	5	0
NEW KENT	--	23140	0	10	0
HANOVER	STUDLEY	23162	0	1	0
NOTTOWAY	BLACKSTONE	23824	0	10	0
NOTTOWAY	BURKEVILLE	23922	0	3	0
NOTTOWAY	CREWE	23930	0	11	0
CHESTERFIELD HDBA	--	23225	0	1	0
ALBEMARLE	--	22932	0	15	0
POWHATAN	--	23113	0	3	0
POWHATAN	POWHATAN	23139	0	38	0
PRINCE EDWARD	FARMVILLE	23901	0	16	0
PRINCE EDWARD	--	23922	0	1	0
PRINCE EDWARD	GREEN BAY	23942	0	2	0
PRINCE EDWARD	HMPDEN SYDNEY	23943	0	2	0
PRINCE EDWARD	MEHERRIN	23954	0	4	0
PRINCE EDWARD	PAMPLIN	23958	0	1	0
PRINCE EDWARD	RICE	23966	0	6	0
PRINCE GEORGE BAL	--	23805	0	12	0
PRINCE GEORGE BAL	DISPUTANTA	23842	0	9	0
PRINCE GEORGE BAL	--	23860	0	7	0
DINWIDDIE	SUTHERLAND	23885	0	11	0
PRINCE GEORGE HDBA	FORT LEE	23801	0	19	0
RICHMOND	FARNHAM	22460	0	4	0
RICHMOND	WARSAW	22572	0	18	0
ESSEX	--	22360	0	1	0
RICHMOND CITY BALANC	--	23235	0	4	0
ESSEX	CHAMPLAIN	22438	0	4	0
RICHMOND CITY HDBA	RICHMOND	23222	0	78	0
RICHMOND CITY HDBA	RICHMOND	23223	0	74	0
RICHMOND CITY HDBA	RICHMOND	23224	0	73	0
FLUVANNA	--	22962	0	1	0
RICHMOND CITY HDBA	--	23234	0	2	0
RICHMOND CITY HDBA	--	23255	0	1	0
SOUTHAMPTON	--	23827	0	5	0
SOUTHAMPTON	--	23828	0	1	0
SOUTHAMPTON	--	23837	0	11	0
SOUTHAMPTON	--	23851	0	5	0
SOUTHAMPTON	--	23866	0	3	0
SOUTHAMPTON	--	23874	0	2	0
SOUTHAMPTON	--	23878	0	4	0
SPOTSYLVANIA	--	22407	0	24	0
SPOTSYLVANIA	--	22408	0	18	0
SPOTSYLVANIA	--	22553	0	17	0
SPOTSYLVANIA	--	23024	0	1	0
SPOTSYLVANIA	--	23117	0	4	0
SURRY	--	23846	0	4	0
SURRY	--	23881	0	1	0
SURRY	--	23883	0	9	0
SURRY	--	23890	0	2	0

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Maximi$er 99 V6.01 Programmers Package: J - Diary Return by Zipcode Trend Report
"Where is WJRV - FM's Diary Return by Zipcode?"

Demo: Persons 12+
Daypart: M-Su 6:00AM - 12:00M
Geo: RICHMOND TSA - Std

County	Post Office	Zipcode	FA1998	FA1998 Mkt Tot	✓ WJRV - FM 1 Book Total
SURRY	--	23899	0	2	0
SUSSEX	--	23830	0	1	0
SUSSEX	STONY CREEK	23882	0	7	0
SUSSEX	SUSSEX	23884	0	2	0
SUSSEX	WAVERLY	23890	0	4	0
WILLIAMSBURG CITY	--	23185	0	19	0
WILLIAMSBURG CITY	--	23188	0	4	0

Stations qualify to be reported if they have received five or more minutes of listening in at least 10 diaries in the market, Monday-Sunday 6am-Midnigh during the survey period.

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Maximi$er 99 V6.01 Programmers Package: J - Diary Return by Zipcode Trend Report
"Where is WSMJ - FM's Diary Return by Zipcode?"

Demo: Persons 12+
Daypart: M-Su 6:00AM - 12:00M
Geo: NORFOLK-VIRGINIA BEACH-NWPT NEWS TSA - Std

County	Post Office	Zipcode	SP1998	SP1998 Mkt Tot	WSMJ - FM 1 Book Total ✓
CHESTERFIELD BAL	--	23235	16	70	16
CHESTERFIELD BAL	--	23236	10	58	10
CHESTERFIELD BAL	--	23113	10	54	10
CHESTERFIELD BAL	--	23112	8	91	8
CHESTERFIELD HDBA	--	23234	8	84	8
CHESTERFIELD BAL	--	23831	6	79	6
HOPEWELL CITY	--	23860	4	76	4
NEW KENT	--	23141	4	12	4
CHESTERFIELD BAL	--	23237	3	33	3
CHESTERFIELD BAL	--	23832	3	63	3
CHESTERFIELD BAL	--	23838	3	19	3
CHESTERFIELD BAL	--	23803	1	15	1
COLONIAL HEIGHTS CTY	--	23834	1	22	1
SUSSEX	--	23830	1	1	1
CHESTERFIELD HDBA	--	23246	1	3	1
KING + QUEEN	--	23148	1	5	1
CHARLES CITY	--	23030	1	13	1
ACCOMACK	GREENBACKVILE	23356	0	1	0
BERTIE	--	27983	0	14	0
ACCOMACK	MAPPSVILLE	23407	0	2	0
BERTIE	--	27805	0	4	0
CAMDEN	SOUTH MILLS	27976	0	4	0
ACCOMACK	CHINCOTEAGUE	23336	0	5	0
CHARLES CITY	--	23140	0	4	0
CHARLES CITY	--	23231	0	1	0
CHESAPEAKE CITY BAL	CHESAPEAKE	23320	0	75	0
CHESAPEAKE CITY BAL	CHESAPEAKE	23321	0	36	0
CHESAPEAKE CITY BAL	CHESAPEAKE	23322	0	36	0
CHESAPEAKE CITY BAL	--	23323	0	1	0
CHESAPEAKE CITY BAL	CHESAPEAKE	23325	0	25	0
ACCOMACK	ACCOMAC	23301	0	2	0
CHESAPEAKE CITY HDBA	CHESAPEAKE	23324	0	30	0
ACCOMACK	GREENBUSH	23357	0	2	0
ACCOMACK	HALLWOOD	23359	0	2	0
CAMDEN	CAMDEN	27921	0	8	0
CHESTERFIELD BAL	--	23120	0	3	0
ACCOMACK	MELFA	23410	0	4	0
ACCOMACK	ONANCOCK	23417	0	6	0
ACCOMACK	ONLEY	23418	0	2	0
ACCOMACK	PAINTER	23420	0	3	0
ACCOMACK	PARKSLEY	23421	0	3	0
ACCOMACK	WITHAMS	23488	0	2	0
CHESTERFIELD BAL	--	23834	0	3	0
BERTIE	--	27847	0	1	0
BERTIE	--	27849	0	1	0
CHESAPEAKE CITY HDBA	CHESAPEAKE	23323	0	32	0
CHOWAN	EDENTON	27932	0	3	0
CHOWAN	--	27946	0	2	0
COLONIAL HEIGHTS CTY	--	23803	0	1	0
CAMDEN	SHILOH	27974	0	7	0
COLONIAL HEIGHTS CTY	--	23847	0	1	0
CURRITUCK	CURRITUCK	27929	0	2	0
CURRITUCK	GRANDY	27939	0	1	0
CURRITUCK	HARBINGER	27941	0	2	0
CURRITUCK	MOYOCK	27958	0	6	0
CURRITUCK	POINT HARBOR	27964	0	3	0
DARE	KILL DEVIL HL	27948	0	4	0

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Maximi$er 99 V6.01 Programmers Package: J - Diary Return by Zipcode Trend Report
"Where is WSMJ - FM's Diary Return by Zipcode?"

Demo: Persons 12+
Daypart: M-Su 6:00AM - 12:00M
Geo: NORFOLK-VIRGINIA BEACH-NWPT NEWS TSA - Std

County	Post Office	Zipcode	SP1998	SP1998 Mkt Tot	✓ WSMJ - FM 1 Book Total
DARE	KITTY HAWK	27949	0	9	0
DARE	MANNS HARBOR	27953	0	5	0
DARE	MANTEO	27954	0	4	0
DARE	NAGS HEAD	27959	0	2	0
EMPORIA CITY	--	23847	0	9	0
ESSEX	--	22436	0	3	0
ACCOMACK	HORNTOWN	23395	0	3	0
ESSEX	--	22454	0	2	0
ESSEX	--	22476	0	1	0
ESSEX	--	22560	0	4	0
FRANKLIN CITY	FRANKLIN	23851	0	17	0
GATES	CORAPEAKE	27926	0	7	0
GATES	GATES	27937	0	4	0
GATES	GATESVILLE	27938	0	2	0
GATES	HOBBSVILLE	27946	0	4	0
GATES	SUNBURY	27979	0	2	0
GLOUCESTER	ARK	23003	0	2	0
BERTIE	--	27910	0	2	0
GLOUCESTER	HAYES	23072	0	15	0
GLOUCESTER	--	23128	0	1	0
GLOUCESTER	ORDINARY	23131	0	2	0
GLOUCESTER	--	23149	0	1	0
GREENSVILLE	--	23847	0	15	0
GREENSVILLE	--	23867	0	2	0
HAMPTON CITY BALANCE	HAMPTON	23664	0	19	0
HAMPTON CITY BALANCE	HAMPTON	23665	0	1	0
HAMPTON CITY HDBA	HAMPTON	23661	0	24	0
HAMPTON CITY HDBA	HAMPTON	23663	0	14	0
HAMPTON CITY HDBA	HAMPTON	23666	0	62	0
HAMPTON CITY HDBA	HAMPTON	23669	0	30	0
HERTFORD	--	27805	0	3	0
HERTFORD	COMO	27818	0	3	0
HERTFORD	MURFREESBORO	27855	0	1	0
HERTFORD	AHOSKIE	27910	0	18	0
CHESAPEAKE CITY HDBA	--	23327	0	4	0
ESSEX	--	22437	0	1	0
ISLE OF WIGHT	WINDSOR	23487	0	6	0
ISLE OF WIGHT	ZUNI	23898	0	2	0
JAMES CITY	--	23089	0	2	0
JAMES CITY	TOANO	23168	0	2	0
JAMES CITY	WILLIAMSBURG	23185	0	22	0
JAMES CITY	WILLIAMSBURG	23188	0	34	0
KING + QUEEN	--	22560	0	1	0
KING + QUEEN	--	23085	0	8	0
KING + QUEEN	--	23091	0	2	0
KING + QUEEN	--	23110	0	2	0
GLOUCESTER	GLOUCESTER	23061	0	20	0
KING + QUEEN	--	23156	0	9	0
KING + QUEEN	--	23161	0	2	0
KING WILLIAM	--	23009	0	6	0
KING WILLIAM	--	23086	0	1	0
KING WILLIAM	--	23106	0	2	0
KING WILLIAM	--	23181	0	9	0
LANCASTER	--	22482	0	4	0
LANCASTER	--	22503	0	3	0
LANCASTER	--	22517	0	2	0
LANCASTER	--	22578	0	8	0

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"Where is WSMJ - FM's Diary Return by Zipcode?"

Demo: Persons 12+
Daypart: M-Su 6:00AM - 12:00M
Geo: NORFOLK-VIRGINIA BEACH-NWPT NEWS TSA - Std

County	Post Office	Zipcode	SP1998	SP1998 Mkt Tot	✓ WSMJ - FM 1 Book Total
LANCASTER	--	23578	0	1	0
MATHEWS	COBBS CREEK	23035	0	1	0
MATHEWS	GWYNN	23066	0	1	0
MATHEWS	HUDGINS	23076	0	2	0
MATHEWS	MATHEWS	23109	0	2	0
MATHEWS	NORTH	23128	0	2	0
MATHEWS	ONEMO	23130	0	3	0
MATHEWS	SUSAN	23163	0	1	0
MIDDLESEX	DELTAVILLE	23043	0	9	0
MIDDLESEX	HARDYVILLE	23070	0	5	0
MIDDLESEX	HARTFIELD	23071	0	4	0
MIDDLESEX	JAMAICA	23079	0	2	0
MIDDLESEX	LOCUST HILL	23092	0	4	0
MIDDLESEX	SALUDA	23149	0	6	0
MIDDLESEX	TOPPING	23169	0	1	0
MIDDLESEX	URBANNA	23175	0	9	0
MIDDLESEX	WAKE	23176	0	2	0
NEW KENT	--	23089	0	10	0
NEW KENT	--	23124	0	4	0
NEW KENT	--	23140	0	2	0
BERTIE	--	27924	0	1	0
NORFOLK CITY BALANCE	NORFOLK	23503	0	51	0
NORFOLK CITY BALANCE	NORFOLK	23505	0	23	0
NORFOLK CITY BALANCE	NORFOLK	23507	0	11	0
NORFOLK CITY BALANCE	NORFOLK	23511	0	2	0
NORFOLK CITY BALANCE	NORFOLK	23518	0	30	0
NORFOLK CTY HDBA	NORFOLK	23502	0	24	0
NORFOLK CTY HDBA	NORFOLK	23504	0	16	0
NORFOLK CTY HDBA	NORFOLK	23508	0	33	0
NORFOLK CTY HDBA	NORFOLK	23509	0	18	0
NORFOLK CTY HDBA	NORFOLK	23510	0	3	0
NORFOLK CTY HDBA	NORFOLK	23513	0	28	0
NORFOLK CTY HDBA	NORFOLK	23517	0	6	0
NORFOLK CTY HDBA	NORFOLK	23523	0	7	0
NORTHAMPTON	--	27820	0	3	0
NORTHAMPTON	--	27832	0	2	0
NORTHAMPTON	--	27845	0	8	0
NORTHAMPTON	--	27853	0	4	0
NORTHAMPTON	--	27862	0	1	0
NORTHAMPTON	--	27869	0	1	0
NORTHAMPTON	--	27876	0	4	0
NORTHAMPTON	CAPE CHARLES	23310	0	4	0
NORTHAMPTON	EASTVILLE	23347	0	3	0
NORTHAMPTON	EXMORE	23350	0	1	0
NORTHAMPTON	FRANKTOWN	23354	0	3	0
NORTHAMPTON	JAMESVILLE	23398	0	2	0
NORTHAMPTON	MACHIPONGO	23405	0	2	0
NORTHUMBERLAND	--	22432	0	2	0
NORTHUMBERLAND	--	22435	0	2	0
NORTHUMBERLAND	--	22473	0	9	0
NORTHUMBERLAND	--	22511	0	3	0
NORTHUMBERLAND	--	22539	0	2	0
NORTHUMBERLAND	--	22579	0	3	0
NWPRT-NWS CITY BALAN	NEWPORT NEWS	23601	0	21	0
NWPRT-NWS CITY BALAN	NEWPORT NEWS	23602	0	50	0
NWPRT-NWS CITY BALAN	NEWPORT NEWS	23603	0	3	0
NWPRT-NWS CITY BALAN	NEWPORT NEWS	23606	0	38	0

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Maximi$er 99 V6.01 Programmers Package: J - Diary Return by Zipcode Trend Report
"Where is WSMJ - FM's Diary Return by Zipcode?"

Demo: Persons 12+
Daypart: M-Su 6:00AM - 12:00M
Geo: NORFOLK-VIRGINIA BEACH-NWPT NEWS TSA - Std

County	Post Office	Zipcode	SP1998	SP1998 Mkt Tot	✓ WSMJ - FM 1 Book Total
NWPRT-NWS CITY BALAN	NEWPORT NEWS	23608	0	43	0
NWPRT-NWS CTY HDBA	--	23601	0	1	0
NWPRT-NWS CTY HDBA	NEWPORT NEWS	23604	0	1	0
NWPRT-NWS CTY HDBA	NEWPORT NEWS	23605	0	20	0
NWPRT-NWS CTY HDBA	NEWPORT NEWS	23607	0	31	0
PASQUOTANK	--	27907	0	1	0
PASQUOTANK	ELIZABETH CTY	27909	0	37	0
PERQUIMANS	BELVIDERE	27919	0	2	0
PERQUIMANS	HERTFORD	27944	0	8	0
POQUOSON CITY	HAMPTON	23662	0	23	0
POQUOSON CITY	--	23663	0	1	0
PORTSMOUTH CTY BALAN	PORTSMOUTH	23702	0	12	0
PORTSMOUTH CTY BALAN	PORTSMOUTH	23703	0	37	0
PORTSMOUTH CTY HDBA	PORTSMOUTH	23701	0	43	0
PORTSMOUTH CTY HDBA	PORTSMOUTH	23704	0	20	0
PORTSMOUTH CTY HDBA	PORTSMOUTH	23707	0	17	0
PRINCE GEORGE BALANC	--	23805	0	4	0
PRINCE GEORGE BALANC	--	23842	0	8	0
PRINCE GEORGE BALANC	--	23860	0	2	0
PRINCE GEORGE BALANC	--	23875	0	34	0
PRINCE GEORGE HDBA	--	23801	0	12	0
PRINCE GEORGE HDBA	--	23875	0	1	0
RICHMOND	--	22472	0	1	0
RICHMOND	--	22572	0	12	0
SOUTHAMPTON	COURTLAND	23837	0	3	0
SOUTHAMPTON	--	23851	0	5	0
SOUTHAMPTON	IVOR	23866	0	3	0
SOUTHAMPTON	NEWSOMS	23874	0	4	0
SOUTHAMPTON	SEDLEY	23878	0	2	0
SUFFOLK CITY	SUFFOLK	23434	0	34	0
SUFFOLK CITY	SUFFOLK	23435	0	26	0
SUFFOLK CITY	SUFFOLK	23437	0	3	0
SUFFOLK CITY	SUFFOLK	23438	0	3	0
SURRY	DENDRON	23839	0	5	0
SURRY	ELBERON	23846	0	2	0
SURRY	SPRING GROVE	23881	0	7	0
SURRY	SURRY	23883	0	5	0
SURRY	CLAREMONT	23899	0	5	0
ISLE OF WIGHT	SMITHFIELD	23430	0	11	0
SUSSEX	--	23867	0	2	0
SUSSEX	--	23882	0	12	0
SUSSEX	--	23888	0	3	0
SUSSEX	--	23890	0	6	0
TYRRELL	--	27925	0	12	0
VIRGINIA BEACH CITY	VA BEACH	23451	0	26	0
VIRGINIA BEACH CITY	VA BEACH	23452	0	73	0
VIRGINIA BEACH CITY	VA BEACH	23454	0	62	0
VIRGINIA BEACH CITY	VA BEACH	23455	0	70	0
VIRGINIA BEACH CITY	VA BEACH	23456	0	90	0
VIRGINIA BEACH CITY	VA BEACH	23457	0	6	0
VIRGINIA BEACH CITY	VA BEACH	23462	0	52	0
VIRGINIA BEACH CITY	VA BEACH	23464	0	111	0
VIRGINIA BEACH CITY	--	23471	0	1	0

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"Where is WSMJ - FM's Diary Return by Zipcode?"

Demo: Persons 12+
Daypart: M-Su 6:00AM - 12:00M
Geo: NORFOLK-VIRGINIA BEACH-NWPT NEWS TSA - Std

County	Post Office	Zipcode	SP1998	SP1998 Mkt Tot	✓ WSMJ - FM 1 Book Total
VIRGINIA BEACH CITY	NORFOLK	23521	0	4	0
VIRGINIA BEACH CITY	--	23529	0	1	0
WILLIAMSBURG CITY	--	23185	0	25	0
WILLIAMSBURG CITY	--	23188	0	2	0
YORK	--	23185	0	4	0
YORK	--	23188	0	1	0
YORK	--	23665	0	6	0
YORK	YORKTOWN	23692	0	20	0
YORK	YORKTOWN	23693	0	18	0
YORK	SEAFORD	23696	0	5	0

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"Where is WJRV - FM's Diary Return by Zipcode?"

Demo: Persons 12+
Daypart: M-Su 6:00AM - 12:00M
Geo: NORFOLK-VIRGINIA BEACH-NWPT NEWS TSA - Std

County	Post Office	Zipcode	FA1998	FA1998 Mkt Tot	✓ WJRV - FM 1 Book Total
CHESTERFIELD BAL	--	23112	7	68	7
CHESTERFIELD HDBA	--	23234	5	72	5
COLONIAL HGTS CITY	--	23834	4	36	4
NEW KENT	--	23141	4	16	4
CHESTERFIELD BAL	--	23834	3	15	3
CHESTERFIELD BAL	--	23831	3	59	3
HOPEWELL CITY	--	23860	2	43	2
CHESTERFIELD BAL	--	23832	2	45	2
CHESTERFIELD BAL	--	23836	2	10	2
CHESTERFIELD BAL	--	23235	2	44	2
CHESTERFIELD BAL	--	23113	2	53	2
CHESTERFIELD BAL	--	23237	1	35	1
CHESTERFIELD BAL	--	23838	1	17	1
KING WILLIAM	--	23009	1	7	1
CHESTERFIELD BAL	--	23120	1	4	1
CHESTERFIELD BAL	--	23236	1	43	1
PRINCE GEORGE BAL	--	23875	1	11	1
ACCOMACK	ONLEY	23418	0	2	0
BERTIE	--	27957	0	3	0
ACCOMACK	--	23337	0	2	0
BERTIE	--	27924	0	6	0
BERTIE	--	27989	0	1	0
ACCOMACK	CHINCOTEAGUE	23336	0	6	0
ACCOMACK	BLOXOM	23308	0	4	0
CAMDEN	SOUTH MILLS	27976	0	2	0
CHARLES CITY	--	23030	0	18	0
CHARLES CITY	--	23038	0	1	0
CHARLES CITY	--	23140	0	10	0
CHESAPEAKE CITY BAL	CHESAPEAKE	23320	0	36	0
ACCOMACK	BELLE HAVEN	23306	0	3	0
CHESAPEAKE CITY BAL	CHESAPEAKE	23322	0	52	0
CHESAPEAKE CITY BAL	CHESAPEAKE	23325	0	23	0
CHESAPEAKE CITY BAL	--	23668	0	1	0
CHESAPEAKE CITY HDBA	CHESAPEAKE	23323	0	35	0
CHESAPEAKE CITY HDBA	CHESAPEAKE	23324	0	15	0
BERTIE	--	27983	0	19	0
ACCOMACK	HORNTOWN	23395	0	1	0
ACCOMACK	KELLER	23401	0	4	0
ACCOMACK	LOCUSTVILLE	23404	0	1	0
ACCOMACK	MELFA	23410	0	3	0
ACCOMACK	NEW CHURCH	23415	0	1	0
ACCOMACK	ONANCOCK	23417	0	6	0
CHESTERFIELD BAL	--	23803	0	18	0
ACCOMACK	PAINTER	23420	0	1	0
CHESAPEAKE CITY BAL	CHESAPEAKE	23321	0	47	0
ACCOMACK	WACHAPREAGUE	23480	0	1	0
BERTIE	--	27805	0	5	0
BERTIE	--	27849	0	1	0
CHESTERFIELD HDBA	--	23224	0	2	0
CHESTERFIELD HDBA	--	23225	0	1	0
ACCOMACK	GREENBACKVILE	23356	0	2	0
CHOWAN	EDENTON	27932	0	26	0
CHOWAN	TYNER	27980	0	6	0
CAMDEN	CAMDEN	27921	0	14	0
CAMDEN	SHILOH	27974	0	4	0
CURRITUCK	COINJOCK	27923	0	3	0
CURRITUCK	CURRITUCK	27929	0	1	0

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Maximi$er 99 V6.01 Programmers Package: J - Diary Return by Zipcode Trend Report
"Where is WJRV - FM's Diary Return by Zipcode?"

Demo: Persons 12+
Daypart: M-Su 6:00AM - 12:00M
Geo: NORFOLK-VIRGINIA BEACH-NWPT NEWS TSA - Std

County	Post Office	Zipcode	FA1998	FA1998 Mkt Tot	✓ WJRV - FM 1 Book Total
CURRITUCK	GRANDY	27939	0	4	0
CURRITUCK	HARBINGER	27941	0	2	0
CURRITUCK	MOYOCK	27958	0	3	0
DARE	BUXTON	27920	0	6	0
DARE	KILL DEVIL HL	27948	0	4	0
DARE	KITTY HAWK	27949	0	11	0
DARE	MANNS HARBOR	27953	0	1	0
DARE	MANTEO	27954	0	3	0
DARE	NAGS HEAD	27959	0	3	0
DARE	WANCHESE	27981	0	1	0
EMPORIA CITY	--	23487	0	1	0
EMPORIA CITY	--	23847	0	43	0
ESSEX	--	22360	0	1	0
ESSEX	--	22437	0	1	0
ESSEX	--	22438	0	4	0
CHESTERFIELD BAL	--	23297	0	1	0
ESSEX	--	22560	0	21	0
FRANKLIN CITY	FRANKLIN	23851	0	31	0
GATES	--	22938	0	1	0
ACCOMACK	PARKSLEY	23421	0	2	0
GATES	EURE	27935	0	2	0
GATES	GATES	27937	0	7	0
GATES	GATESVILLE	27938	0	1	0
GATES	HOBBSVILLE	27946	0	3	0
GATES	SUNBURY	27979	0	1	0
GLOUCESTER	ARK	23003	0	3	0
GLOUCESTER	GLOUCESTER	23061	0	20	0
GLOUCESTER	GLOUCESTER PT	23062	0	1	0
GLOUCESTER	HAYES	23072	0	1	0
GLOUCESTER	WICOMICO	23184	0	1	0
GREENSVILLE	--	23847	0	9	0
GREENSVILLE	--	23867	0	5	0
HAMPTON CITY	--	23605	0	3	0
HAMPTON CITY	--	23661	0	8	0
HAMPTON CITY	--	23663	0	4	0
HAMPTON CITY	--	23664	0	13	0
HAMPTON CITY	--	23665	0	4	0
HAMPTON CITY	--	23666	0	67	0
HAMPTON CITY	--	23668	0	2	0
HAMPTON CITY	--	23669	0	48	0
HERTFORD	--	27805	0	1	0
HERTFORD	MURFREESBORO	27855	0	4	0
HERTFORD	AHOSKIE	27910	0	15	0
HERTFORD	COFIELD	27922	0	2	0
HERTFORD	HARRELLSVILLE	27942	0	1	0
HOPEWELL CITY	--	23832	0	1	0
ESSEX	--	22454	0	9	0
ISLE OF WIGHT	CARROLLTON	23314	0	9	0
ISLE OF WIGHT	CARRSVILLE	23315	0	5	0
ISLE OF WIGHT	SMITHFIELD	23430	0	29	0
ISLE OF WIGHT	WINDSOR	23487	0	4	0
ISLE OF WIGHT	ZUNI	23898	0	1	0
JAMES CITY	--	23089	0	3	0
JAMES CITY	TOANO	23168	0	3	0
JAMES CITY	WILLIAMSBURG	23185	0	19	0
JAMES CITY	WILLIAMSBURG	23188	0	22	0

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Maximi$er 99 V6.01 Programmers Package: J - Diary Return by Zipcode Trend Report
"Where is WJRV - FM's Diary Return by Zipcode?"

Demo: Persons 12+
Daypart: M-Su 6:00AM - 12:00M
Geo: NORFOLK-VIRGINIA BEACH-NWPT NEWS TSA - Std

County	Post Office	Zipcode	FA1998	FA1998 Mkt Tot	✓ WJRV - FM 1 Book Total
KING + QUEEN	--	22437	0	3	0
KING + QUEEN	--	23023	0	2	0
KING + QUEEN	--	23148	0	2	0
KING + QUEEN	--	23156	0	2	0
CURRITUCK	AYDLETT	27916	0	1	0
KING WILLIAM	--	23086	0	8	0
KING WILLIAM	--	23106	0	4	0
KING WILLIAM	--	23181	0	15	0
LANCASTER	--	22482	0	8	0
LANCASTER	--	22503	0	5	0
LANCASTER	--	22517	0	1	0
LANCASTER	--	22578	0	7	0
MATHEWS	COBBS CREEK	23035	0	3	0
MATHEWS	DUTTON	23050	0	2	0
MATHEWS	FOSTER	23056	0	3	0
MATHEWS	GRIMSTEAD	23064	0	2	0
MATHEWS	GWYNN	23066	0	1	0
MATHEWS	HALLIEFORD	23068	0	3	0
MATHEWS	HUDGINS	23076	0	1	0
MATHEWS	MATHEWS	23109	0	10	0
MATHEWS	NORTH	23128	0	2	0
MATHEWS	PORT HAYWOOD	23138	0	1	0
MATHEWS	--	23225	0	1	0
MIDDLESEX	DELTAVILLE	23043	0	2	0
MIDDLESEX	HARTFIELD	23071	0	2	0
MIDDLESEX	SALUDA	23149	0	1	0
MIDDLESEX	URBANNA	23175	0	5	0
MIDDLESEX	WATER VIEW	23180	0	2	0
NEW KENT	--	23011	0	2	0
NEW KENT	--	23089	0	2	0
NEW KENT	--	23111	0	6	0
NEW KENT	--	23124	0	5	0
NEW KENT	--	23140	0	10	0
BERTIE	--	27967	0	4	0
NORFOLK CITY BALANCE	NORFOLK	23503	0	44	0
NORFOLK CITY BALANCE	NORFOLK	23505	0	36	0
NORFOLK CITY BALANCE	NORFOLK	23507	0	10	0
NORFOLK CITY BALANCE	NORFOLK	23518	0	48	0
NORFOLK CTY HDBA	--	23501	0	1	0
NORFOLK CTY HDBA	NORFOLK	23502	0	28	0
NORFOLK CTY HDBA	NORFOLK	23504	0	16	0
NORFOLK CTY HDBA	NORFOLK	23508	0	12	0
NORFOLK CTY HDBA	NORFOLK	23509	0	14	0
NORFOLK CTY HDBA	NORFOLK	23510	0	3	0
NORFOLK CTY HDBA	NORFOLK	23513	0	47	0
NORFOLK CTY HDBA	--	23515	0	1	0
NORFOLK CTY HDBA	NORFOLK	23517	0	8	0
NORFOLK CTY HDBA	NORFOLK	23523	0	8	0
NORTHAMPTON	--	27820	0	5	0
NORTHAMPTON	--	27831	0	7	0
NORTHAMPTON	--	27832	0	4	0
NORTHAMPTON	--	27837	0	1	0
NORTHAMPTON	--	27842	0	4	0
NORTHAMPTON	--	27862	0	3	0
NORTHAMPTON	--	27869	0	3	0
NORTHAMPTON	--	27876	0	1	0
NORTHAMPTON	BIRDSNEST	23307	0	1	0

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Maximi$er 99 V6.01 Programmers Package: J - Diary Return by Zipcode Trend Report
"Where is WJRV - FM's Diary Return by Zipcode?"

Demo: Persons 12+
Daypart: M-Su 6:00AM - 12:00M
Geo: NORFOLK-VIRGINIA BEACH-NWPT NEWS TSA - Std

County	Post Office	Zipcode	FA1998	FA1998 Mkt Tot	WJRV - FM 1 Book Total ✓
NORTHAMPTON	CAPE CHARLES	23310	0	6	0
NORTHAMPTON	CHERITON	23316	0	4	0
NORTHAMPTON	EASTVILLE	23347	0	8	0
NORTHAMPTON	EXMORE	23350	0	7	0
NORTHAMPTON	JAMESVILLE	23398	0	2	0
NORTHAMPTON	MACHIPONGO	23405	0	12	0
NORTHAMPTON	WILLIS WHARF	23486	0	2	0
NORTHAMPTON	--	23508	0	1	0
NORTHUMBERLAND	--	22435	0	4	0
NORTHUMBERLAND	--	22473	0	9	0
NORTHUMBERLAND	--	22482	0	1	0
NORTHUMBERLAND	--	22539	0	6	0
NWPRT-NWS CITY BALAN	NEWPORT NEWS	23601	0	22	0
NWPRT-NWS CITY BALAN	NEWPORT NEWS	23602	0	49	0
NWPRT-NWS CITY BALAN	NEWPORT NEWS	23603	0	7	0
NWPRT-NWS CITY BALAN	NEWPORT NEWS	23606	0	22	0
NWPRT-NWS CITY BALAN	NEWPORT NEWS	23608	0	56	0
NWPRT-NWS CTY HDBA	NEWPORT NEWS	23604	0	5	0
NWPRT-NWS CTY HDBA	NEWPORT NEWS	23605	0	16	0
NWPRT-NWS CTY HDBA	NEWPORT NEWS	23607	0	28	0
PASQUOTANK	ELIZABETH CTY	27909	0	45	0
PERQUIMANS	BELVIDERE	27919	0	4	0
PERQUIMANS	HERTFORD	27944	0	14	0
POQUOSON CITY	HAMPTON	23662	0	21	0
PORTSMOUTH CTY BALAN	PORTSMOUTH	23702	0	7	0
PORTSMOUTH CTY BALAN	PORTSMOUTH	23703	0	31	0
PORTSMOUTH CTY HDBA	PORTSMOUTH	23701	0	26	0
PORTSMOUTH CTY HDBA	PORTSMOUTH	23704	0	15	0
PORTSMOUTH CTY HDBA	--	23706	0	1	0
PORTSMOUTH CTY HDBA	PORTSMOUTH	23707	0	25	0
PRINCE GEORGE BAL	--	23805	0	12	0
PRINCE GEORGE BAL	--	23842	0	9	0
PRINCE GEORGE BAL	--	23860	0	7	0
GATES	CORAPEAKE	27926	0	6	0
PRINCE GEORGE HDBA	--	23801	0	19	0
RICHMOND	--	22460	0	4	0
RICHMOND	--	22572	0	18	0
SOUTHAMPTON	BOYKINS	23827	0	5	0
SOUTHAMPTON	BRANCHVILLE	23828	0	1	0
SOUTHAMPTON	COURTLAND	23837	0	11	0
SOUTHAMPTON	--	23851	0	5	0
SOUTHAMPTON	IVOR	23866	0	3	0
SOUTHAMPTON	NEWSOMS	23874	0	2	0
SOUTHAMPTON	SEDLEY	23878	0	4	0
SUFFOLK CITY	SUFFOLK	23432	0	1	0
SUFFOLK CITY	SUFFOLK	23433	0	2	0
SUFFOLK CITY	SUFFOLK	23434	0	39	0
SUFFOLK CITY	SUFFOLK	23435	0	13	0
SUFFOLK CITY	SUFFOLK	23436	0	3	0
SUFFOLK CITY	SUFFOLK	23437	0	4	0
SUFFOLK CITY	SUFFOLK	23438	0	1	0
SURRY	ELBERON	23846	0	4	0
SURRY	SPRING GROVE	23881	0	1	0
SURRY	SURRY	23883	0	9	0
SURRY	--	23890	0	2	0
SURRY	CLAREMONT	23899	0	2	0
SUSSEX	--	23830	0	1	0

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Maximi$er 99 V6.01 Programmers Package: J - Diary Return by Zipcode Trend Report
"Where is WJRV - FM's Diary Return by Zipcode?"

Demo: Persons 12+
Daypart: M-Su 6:00AM - 12:00M
Geo: NORFOLK-VIRGINIA BEACH-NWPT NEWS TSA - Std

County	Post Office	Zipcode	FA1998	FA1998 Mkt Tot	✓ WJRV - FM 1 Book Total
SUSSEX	--	23882	0	7	0
SUSSEX	--	23884	0	2	0
SUSSEX	--	23890	0	4	0
TYRRELL	--	27826	0	2	0
TYRRELL	--	27925	0	32	0
VIRGINIA BEACH CITY	--	23325	0	1	0
VIRGINIA BEACH CITY	VA BEACH	23451	0	49	0
VIRGINIA BEACH CITY	VA BEACH	23452	0	79	0
VIRGINIA BEACH CITY	VA BEACH	23454	0	75	0
VIRGINIA BEACH CITY	VA BEACH	23455	0	57	0
VIRGINIA BEACH CITY	VA BEACH	23456	0	75	0
VIRGINIA BEACH CITY	VA BEACH	23457	0	7	0
VIRGINIA BEACH CITY	VA BEACH	23462	0	61	0
VIRGINIA BEACH CITY	VA BEACH	23464	0	70	0
VIRGINIA BEACH CITY	NORFOLK	23521	0	1	0
WILLIAMSBURG CITY	--	23185	0	19	0
WILLIAMSBURG CITY	--	23188	0	4	0
YORK	--	23185	0	12	0
YORK	--	23188	0	1	0
YORK	--	23608	0	1	0
YORK	--	23655	0	1	0
YORK	--	23665	0	5	0
YORK	YORKTOWN	23692	0	17	0
YORK	YORKTOWN	23693	0	30	0
YORK	SEAFORD	23696	0	2	0

Stations qualify to be reported if they have received five or more minutes of listening in at least 10 diaries in the market, Monday-Sunday 6am-Midnigh during the survey period.

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Exhibit 7

Demo: Persons 12+
Geo Area: FAYETTEVILLE, NC METRO - Std
Daypart: M-Su 6:00AM - 12:00M
Stations: User Selected
Ranked by: Station

Total Persons	**Population:**	**319120**		**Intab:**	**1080**
Black	**Population:**	**89689**	**(28.1%)**	**Intab:**	**386**
Other	**Population:**	**229431**	**(71.9%)**	**Intab:**	**694**

✓ Stations	Estimates	Total Persons	Black	Other
WCCG - FM	CUME PERS (00)	135	101	34
	CUME COMP %	100	75	25
MARKET TOTAL	CUME PERS (00)	3057	856	2201
	CUME COMP %	100	28	72

Stations qualify to be reported if they have received five or more minutes of listening in at least 10 diaries in the market, Monday-Sunday 6am-Midnight, during the survey period.

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Demo: Persons 12+
Geo Area: FAYETTEVILLE, NC METRO - Std
Daypart: M-Su 6:00AM - 12:00M
Stations: User Selected
Ranked by: Station

Total Persons	**Population:**	**322119**		**Intab:**	**1070**
Black	**Population:**	**87932**	**(27.3%)**	**Intab:**	**345**
Other	**Population:**	**234187**	**(72.7%)**	**Intab:**	**725**

✓ Stations	Estimates	Total Persons	Black	Other
WCCG - FM	CUME PERS (00)	130	88	42
	CUME COMP %	100	68	32
MARKET TOTAL	CUME PERS (00)	3062	844	2218
	CUME COMP %	100	28	72

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Maximi$er 99 V7.0 Ethnic Composition Report
RALEIGH-DURHAM (Radio) - Spring 1998

Demo: Persons 12+
Geo Area: RALEIGH-DURHAM METRO - Std
Daypart: M-Su 6:00AM - 12:00M
Stations: User Selected
Ranked by: Station

Total Persons	**Population:**	**896218**		**Intab:**	**2110**
Black	**Population:**	**207077**	**(23.1%)**	**Intab:**	**453**
Other	**Population:**	**688141**	**(76.9%)**	**Intab:**	**1657**

✓ Stations	Estimates	Total Persons	Black	Other
WCCG - FM	CUME PERS (00)	4	4	0
	CUME COMP %	100	100	0
MARKET TOTAL	CUME PERS (00)	8575	2034	6541
	CUME COMP %	100	24	76

Stations qualify to be reported if they have received five or more minutes of listening in at least 10 diaries in the market, Monday-Sunday 6am-Midnight, during the survey period.

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Demo: Persons 12+
Geo Area: RALEIGH-DURHAM METRO - Std
Daypart: M-Su 6:00AM - 12:00M
Stations: User Selected
Ranked by: Station

Total Persons	**Population:**	**916070**		**Intab:**	**2079**
Black	**Population:**	**212464**	**(23.2%)**	**Intab:**	**451**
Other	**Population:**	**703606**	**(76.8%)**	**Intab:**	**1628**

✓ Stations	Estimates	Total Persons	Black	Other
WCCG - FM	CUME PERS (00)	0	0	0
	CUME COMP %	0	0	0
MARKET TOTAL	CUME PERS (00)	8654	2024	6630
	CUME COMP %	100	23	77

Stations qualify to be reported if they have received five or more minutes of listening in at least 10 diaries in the market, Monday-Sunday 6am-Midnight, during the survey period.

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Demo: Persons 12+
Geo Area: RICHMOND METRO - Std
Daypart: M-Su 6:00AM - 12:00M
Stations: User Selected
Ranked by: Station

Total Persons	**Population:**	**786047**		**Intab:**	**2146**
Black	**Population:**	**227846**	**(29.0%)**	**Intab:**	**618**
Other	**Population:**	**558201**	**(71.0%)**	**Intab:**	**1528**

✓ Stations	Estimates	Total Persons	Black	Other
WSMJ - FM	CUME PERS (00)	783	347	436
	CUME COMP %	100	44	56
MARKET TOTAL	CUME PERS (00)	7504	2203	5301
	CUME COMP %	100	29	71

Stations qualify to be reported if they have received five or more minutes of listening in at least 10 diaries in the market, Monday-Sunday 6am-Midnight, during the survey period.

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Maximi$er 99 V7.0 Ethnic Composition Report
RICHMOND (Radio) - Fall 1998

Demo: Persons 12+
Geo Area: RICHMOND METRO - Std
Daypart: M-Su 6:00AM - 12:00M
Stations: User Selected
Ranked by: Station

Total Persons	**Population:**	**792545**		**Intab:**	**2002**
Black	**Population:**	**230406**	**(29.1%)**	**Intab:**	**543**
Other	**Population:**	**562139**	**(70.9%)**	**Intab:**	**1459**

✓ Stations	Estimates	Total Persons	Black	Other
WJRV - FM	CUME PERS (00)	375	20	354
	CUME COMP %	100	5	94
MARKET TOTAL	CUME PERS (00)	7580	2198	5382
	CUME COMP %	100	29	71

Stations qualify to be reported if they have received five or more minutes of listening in at least 10 diaries in the market, Monday-Sunday 6am-Midnight, during the survey period.

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